



Hospitality Minnesota | STR Report

July 2025



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July 2025/2024 Lodging Performance for Minnesota, Minnesota Areas, U.S.

DATA FROM JULY 2025	Occupancy	ADR	RevPAR
United States	68.2%	\$161.90	\$110.37
Minneapolis - MN USA	72.3%	\$143.20	\$103.59
Minnesota Area USA	67.4%	\$151.38	\$102.03
Minneapolis - MN USA - Bloomington	78.8%	\$141.93	\$111.88
Minneapolis - MN USA - Minneapolis CBD	68.0%	\$181.87	\$123.61
Minneapolis - MN USA - Minneapolis North Area	70.4%	\$135.93	\$95.63
Minneapolis - MN USA - Minneapolis South Area	73.2%	\$115.31	\$84.37
Minneapolis - MN USA - St Paul	70.8%	\$133.46	\$94.47
Minnesota Area USA - Duluth	73.2%	\$193.81	\$141.93
Minnesota Area USA - Minnesota Central Area	64.6%	\$163.44	\$105.58
Minnesota Area USA - Minnesota North Area	69.6%	\$158.95	\$110.61
Minnesota Area USA - Minnesota South Area	63.7%	\$122.26	\$77.82
Minnesota Area USA - Rochester	70.2%	\$127.72	\$89.71

DATA FROM JULY 2024	Occupancy	ADR	RevPAR
United States	68.9%	\$162.14	\$111.64
Minneapolis - MN USA	71.3%	\$146.95	\$104.70
Minnesota Area USA	65.1%	\$148.09	\$96.44
Minneapolis - MN USA - Bloomington	78.0%	\$147.05	\$114.62
Minneapolis - MN USA - Minneapolis CBD	69.2%	\$191.29	\$132.38
Minneapolis - MN USA - Minneapolis North Area	69.2%	\$136.74	\$94.59
Minneapolis - MN USA - Minneapolis South Area	70.9%	\$114.35	\$81.09
Minneapolis - MN USA - St Paul	67.8%	\$132.01	\$89.50
Minnesota Area USA - Duluth	71.6%	\$192.81	\$138.03
Minnesota Area USA - Minnesota Central Area	63.4%	\$158.89	\$100.71
Minnesota Area USA - Minnesota North Area	68.2%	\$154.07	\$105.10
Minnesota Area USA - Minnesota South Area	61.1%	\$118.94	\$72.70
Minnesota Area USA - Rochester	64.6%	\$124.96	\$80.74



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Explanation

Hospitality Minnesota purchases monthly lodging reports from STR (formerly STR, Inc. and Smith Travel Research, Inc.). As part of its agreement with STR, Hospitality Minnesota is authorized to publish the performance of the areas shown above to its clients.

Glossary of Terms

All data is processed by STR using both the current and historical sampling of hotels. For further questions about the methodology used to produce our reports, please email info@str.com.

- **Average Daily Rate (ADR):** Room revenue divided by rooms sold, displayed as the average rental rate for a single room.
- **Occupancy (Occ):** Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.
- **RevPAR (Revenue Per Available Room)** Room revenue divided by rooms available

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