



Hospitality Minnesota | STR Report

March 2025



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

DATA FROM MARCH 2025	Occupancy	ADR	RevPAR
United States	63.6%	\$161.78	\$102.90
Minnesota Area USA	43.5%	\$117.52	\$51.12
Minneapolis - MN USA - Bloomington	66.3%	\$134.22	\$88.92
Minneapolis - MN USA - Minneapolis CBD	46.8%	\$155.00	\$72.49
Minneapolis - MN USA - Minneapolis North Area	52.2%	\$111.64	\$58.21
Minneapolis - MN USA - Minneapolis South Area	54.6%	\$98.08	\$53.51
Minneapolis - MN USA - St Paul	54.8%	\$115.75	\$63.41
Minnesota Area USA - Duluth	42.0%	\$129.72	\$54.52
Minnesota Area USA - Minnesota Central Area	41.8%	\$119.70	\$50.07
Minnesota Area USA - Minnesota North Area	40.8%	\$115.82	\$47.28
Minnesota Area USA - Minnesota South Area	40.0%	\$101.20	\$40.50
Minnesota Area USA - Rochester	56.1%	\$127.29	\$71.40

DATA FROM MARCH 2024	Occupancy	ADR	RevPAR
United States	63.8%	\$160.00	\$102.07
Minnesota Area USA	42.9%	\$115.08	\$49.32
Minneapolis - MN USA - Bloomington	64.9%	\$137.92	\$89.44
Minneapolis - MN USA - Minneapolis CBD	53.0%	\$171.07	\$90.62
Minneapolis - MN USA - Minneapolis North Area	50.5%	\$112.06	\$56.53
Minneapolis - MN USA - Minneapolis South Area	51.9%	\$97.93	\$50.87
Minneapolis - MN USA - St Paul	51.6%	\$116.15	\$59.97
Minnesota Area USA - Duluth	45.2%	\$131.38	\$59.40
Minnesota Area USA - Minnesota Central Area	40.5%	\$115.43	\$46.76
Minnesota Area USA - Minnesota North Area	41.5%	\$113.92	\$47.31
Minnesota Area USA - Minnesota South Area	38.9%	\$100.60	\$39.16
Minnesota Area USA - Rochester	52.5%	\$121.62	\$63.89



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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