



## Hospitality Minnesota | STR Report

June 2025



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

DATA FROM JUNE 2025	Occupancy	ADR	RevPAR
United States	68.5%	\$162.51	\$111.32
Minnesota Area USA	63.4%	\$144.97	\$91.95
Minneapolis - MN USA - Bloomington	77.3%	\$137.45	\$106.23
Minneapolis - MN USA - Minneapolis CBD	65.2%	\$188.52	\$122.91
Minneapolis - MN USA - Minneapolis North Area	69.0%	\$134.25	\$92.60
Minneapolis - MN USA - Minneapolis South Area	72.2%	\$114.28	\$82.56
Minneapolis - MN USA - St Paul	68.7%	\$124.60	\$85.55
Minnesota Area USA - Duluth	67.2%	\$183.52	\$123.27
Minnesota Area USA - Minnesota Central Area	62.2%	\$154.07	\$95.84
Minnesota Area USA - Minnesota North Area	64.2%	\$148.20	\$95.07
Minnesota Area USA - Minnesota South Area	60.4%	\$120.35	\$72.71
Minnesota Area USA - Rochester	66.2%	\$130.42	\$86.27

DATA FROM JUNE 2024	Occupancy	ADR	RevPAR
United States	69.7%	\$161.83	\$112.72
Minnesota Area USA	62.2%	\$144.18	\$89.66
Minneapolis - MN USA - Bloomington	79.2%	\$140.67	\$111.36
Minneapolis - MN USA - Minneapolis CBD	67.4%	\$201.74	\$135.99
Minneapolis - MN USA - Minneapolis North Area	70.9%	\$133.54	\$94.72
Minneapolis - MN USA - Minneapolis South Area	70.5%	\$116.12	\$81.84
Minneapolis - MN USA - St Paul	69.1%	\$127.07	\$87.86
Minnesota Area USA - Duluth	66.9%	\$191.31	\$127.97
Minnesota Area USA - Minnesota Central Area	60.0%	\$150.84	\$90.47
Minnesota Area USA - Minnesota North Area	63.0%	\$147.27	\$92.74
Minnesota Area USA - Minnesota South Area	59.7%	\$118.09	\$70.45
Minnesota Area USA - Rochester	65.1%	\$129.30	\$84.17



**Source:** STR. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

## 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](mailto: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