



Member Update

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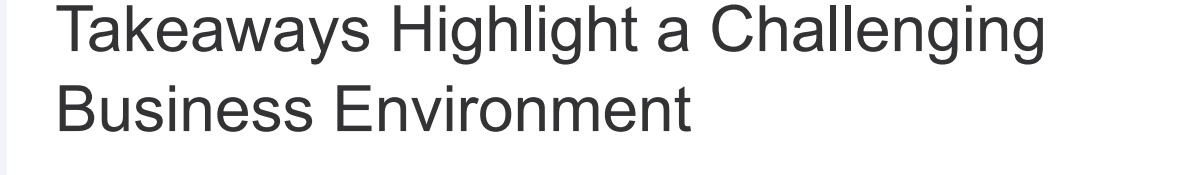
By Tony Burton • Oct 13, 2025

Smart Brevity® count: 3 mins...855 words

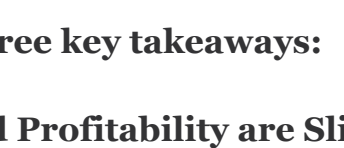
In today's October 13, 2025 Update:

- Hospitality Conditions Survey - September 2025 Key Takeaways
- Wednesday: Hospitality Conditions Webinar with the Minneapolis Federal Reserve on October 15
- Join Us October 20 for a Minnesota Paid Leave Informational Webinar
- Reserve Your Spot: Join us for Stars of the Industry - December 4, 2025
- Wednesday: Webinar with Agilysys on Maximizing Guest Revenue
- In the News

Is your organization interested in sponsorship? [Email us](#) to learn more.



Hospitality Conditions Survey: Key Takeaways Highlight a Challenging Business Environment



HOSPITALITY CONDITIONS SURVEY SEPTEMBER 2025 KEY TAKEAWAYS

An industry combatting multiple factors: Results from the Hospitality Minnesota's September 2025 survey collaboration with the Minneapolis Federal Reserve are in.

We've determined three key takeaways:

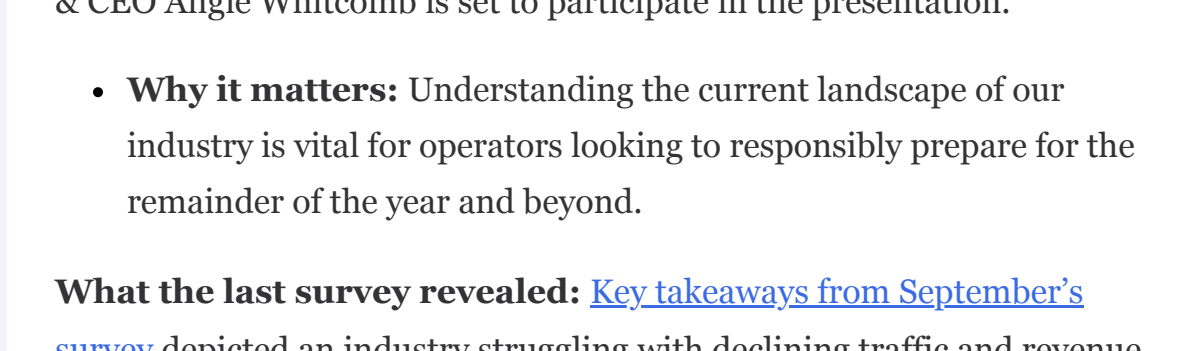
- 1. Performance and Profitability are Slipping:** Hospitality business operations saw a net decline during May–August 2025 compared to the same period in 2024.
 - Profits were the hardest-hit metric, with over half (53%) of respondents reporting lower results.
- 2. Rising Costs are the Primary Strain:** Higher operational costs, driven by inflation and labor, represent the greatest challenges.
 - Price increases for necessary goods and services topped the list (66%).
- 3. Tariffs are Hurting Business:** The harmful impacts of trade policies are strongly negative for the sector.
 - An overwhelming majority (82%) reported a modest or significant negative effect on their firm from import tariff policies.

Go deeper: We've fleshed out the numbers behind these key takeaways. You can check them out in more detail here.

[Explore Key Takeaways](#)



Registration Open for Wednesday's Hospitality Conditions Webinar



Discover the state of our industry: The Minneapolis Federal Reserve is set to host a [webinar at 9 AM on October 15](#) to go over the results of this month's Hospitality Conditions Survey, and our President & CEO Angie Whitcomb is set to participate in the presentation.

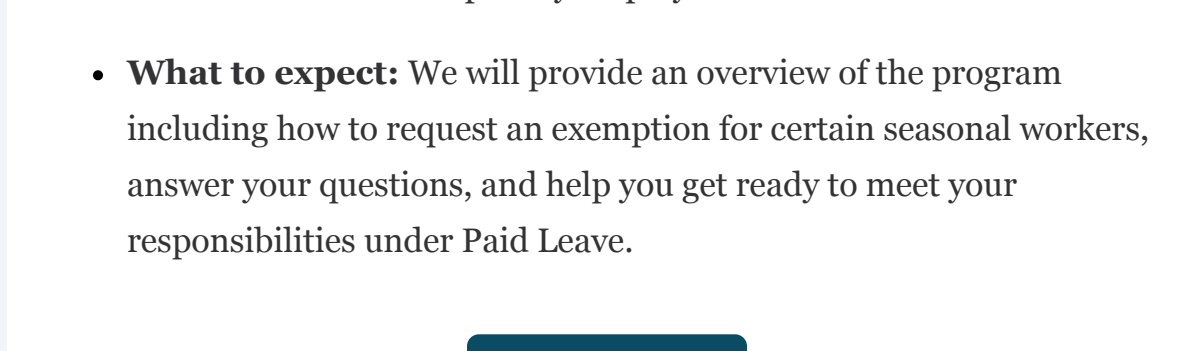
- **Why it matters:** Understanding the current landscape of our industry is vital for operators looking to responsibly prepare for the remainder of the year and beyond.

What the last survey revealed: [Key takeaways from September's survey](#) depicted an industry struggling with declining traffic and revenue, higher costs, and more compounding obstacles.

- **Join us October 15:** Register now and discover where our industry stands now.

[Register Now!](#)

October 20: Join Us for a Webinar on Minnesota Paid Leave



Are you ready for Paid Leave implementation next quarter?

Join us [Monday, October 20 at 10:45 AM](#) for a webinar that will cover how starting Jan. 1, 2026, Minnesota Paid Leave will provide payments and job protections to Minnesotans as well as require participation of all employersmost employers.

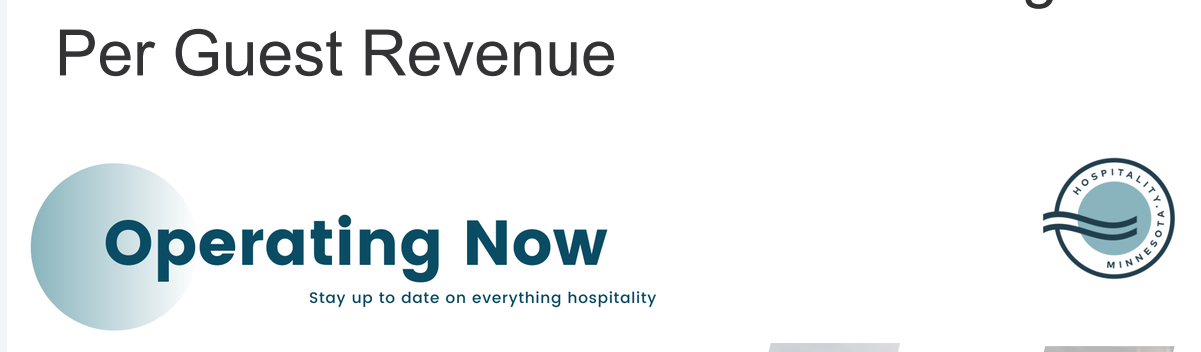
- **What you need to know:** As a hospitality employer, you play an important role in helping your employees learn about and access Minnesota Paid Leave when they need time off for some of life's most important moments – like welcoming a child, recovering from a serious illness, or caring for a loved one.

How we can help: To help you prepare for the new program, Paid Leave is partnering with Hospitality Minnesota to host a virtual information session for hospitality employers.

- **What to expect:** We will provide an overview of the program including how to request an exemption for certain seasonal workers, answer your questions, and help you get ready to meet your responsibilities under Paid Leave.

[Register Now](#)

REGISTRATION LIVE - Stars of the Industry Awards Gala



Celebrations are on the horizon! Join us [December 4, 2025 at The Lofton Hotel in Downtown Minneapolis](#) for a dazzling night of celebration, recognition, and inspiration at the [Stars of the Industry Awards Gala](#).

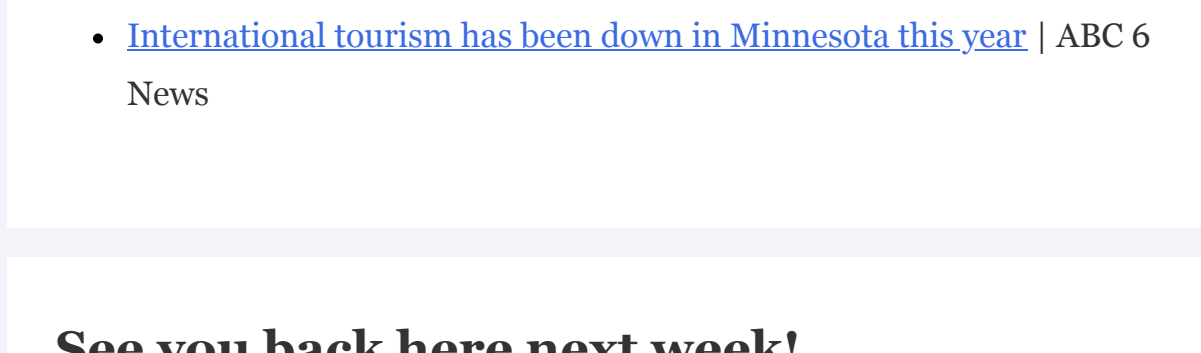
- **What to expect:** This year's gala promises to be an exclusive evening with a delicious dinner honoring the outstanding achievements of professionals and organizations contributing to the excellence of our industry.

Reserve your spot today: [Registration is now live](#) for both individual and table purchases.

- **Be prepared to select meal options:** While registering, attendees will be prompted to choose their dinner selections for our planning purposes.
- **Interested in sponsoring?** Just like all of our signature events, our gala has sponsorships of all sizes available. Contact Angie if you would like to learn more!

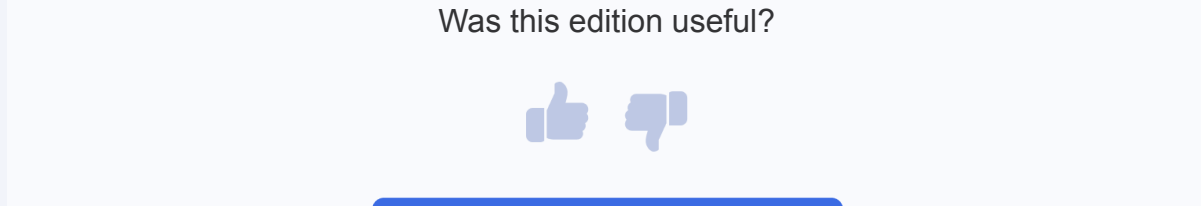
[Register Here!](#)

This Week's Webinar on Increasing Per Guest Revenue



Proven Strategies to Increase Per-Guest Revenue

Hosted by Hospitality Minnesota and Agilysys
Wednesday, October 15, 2025 | 10:00 AM



An industry dilemma: Since the post-COVID travel rebound, the way guests spend—and what they expect—has changed. Maximizing revenue per guest is no longer just about upgrades; it's about creating an experience tailored to each individual, at every touchpoint.

What's in store: Join us [October 15 at 10 AM](#) as we team up for a webinar with Agilysys to explore...

- **The Evolution of Guest Spend:** How guest behavior has shifted post-pandemic and why optimizing spend per guest is critical to operational success.
- **Personalized Digital Marketing:** Using guest preferences to craft targeted offers that drive ancillary revenue.
- **Universal Guest Profiles:** How integrating guest data across multiple systems enables personalized experiences and smarter offers.
- **Self-Service Options:** Empowering guests with choices through digital platforms that increase satisfaction—and spending.

[Register Now](#)

In the News

- [Joe Jonas dines at 2 Minneapolis restaurants ahead of St. Paul show](#) | Bring Me The News
- [International tourism has been down in Minnesota this year](#) | ABC 6 News

See you back here next week!

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