



## Hospitality Minnesota | STR Report

### February 2024



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## February 2024/2023 Lodging Performance for Minnesota, Minnesota Areas, U.S.

DATA FROM FEBRUARY 2024	Occupancy	ADR	RevPAR
United States	58.9%	\$158.24	\$93.19
Minnesota - MN (USA)	43.4%	\$118.72	\$51.76
Minneapolis - MN Central Business District	37.7%	\$144.50	\$54.41
Minneapolis - MN (USA) - Bloomington	54.6%	\$127.48	\$69.55
Minneapolis - MN (USA) - Minneapolis North Area	46.8%	\$114.01	\$53.29
Minneapolis - MN (USA) - Minneapolis South Area	45.3%	\$96.17	\$43.55
Minneapolis - MN (USA) - St Paul	46.3%	\$111.31	\$51.48
Minnesota Area (USA) - Duluth	43.9%	\$130.32	\$57.17
Minnesota Area (USA) - Minnesota Central Area	39.9%	\$118.38	\$47.27
Minnesota Area (USA) - Minnesota North Area	43.1%	\$116.60	\$50.28
Minnesota Area (USA) - Minnesota South Area	39.5%	\$104.98	\$41.49
Minnesota Area (USA) - Rochester	50.7%	\$123.33	\$62.58

DATA FROM FEBRUARY 2023	Occupancy	ADR	RevPAR
United States	60.0%	\$152.30	\$91.34
Minnesota - MN (USA)	45.4%	\$116.26	\$52.97
Minneapolis - MN Central Business District	33.7%	\$140.54	\$47.37
Minneapolis - MN (USA) - Bloomington	56.8%	\$128.54	\$73.02
Minneapolis - MN (USA) - Minneapolis North Area	47.2%	\$111.53	\$52.64
Minneapolis - MN (USA) - Minneapolis South Area	47.9%	\$93.91	\$44.97
Minneapolis - MN (USA) - St Paul	47.5%	\$108.28	\$51.41
Minnesota Area (USA) - Duluth	44.0%	\$131.08	\$57.69
Minnesota Area (USA) - Minnesota Central Area	44.1%	\$112.87	\$49.71
Minnesota Area (USA) - Minnesota North Area	46.1%	\$114.46	\$52.73
Minnesota Area (USA) - Minnesota South Area	41.7%	\$100.44	\$41.91
Minnesota Area (USA) - Rochester	51.3%	\$122.43	\$62.85



**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