



Hospitality Minnesota | STR Report

July 2024



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TERRATRON

HOSPITALITY | RETAIL | SPECIALTY HOUSING

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

DATA FROM JULY 2024	Occupancy	ADR	RevPAR
United States	68.8%	\$161.69	\$111.19
Minnesota Area USA	65.2%	\$147.72	\$96.25
Minneapolis - MN USA - Minneapolis CBD	69.2%	\$191.93	\$132.82
Minneapolis - MN USA - Bloomington	79.7%	\$147.30	\$117.41
Minneapolis - MN USA - Minneapolis North Area	69.2%	\$136.74	\$94.62
Minneapolis - MN USA - Minneapolis South Area	70.6%	\$114.35	\$80.74
Minneapolis - MN USA - St Paul	68.2%	\$131.84	\$89.95
Minnesota Area USA - Duluth	71.9%	\$192.58	\$138.39
Minnesota Area USA - Minnesota Central Area	63.4%	\$158.50	\$100.47
Minnesota Area USA - Minnesota North Area	68.2%	\$153.38	\$104.61
Minnesota Area USA - Minnesota South Area	61.2%	\$118.94	\$72.73
Minnesota Area USA - Rochester	64.6%	\$125.01	\$80.80

DATA FROM JULY 2023	Occupancy	ADR	RevPAR
United States	69.1%	\$160.91	\$111.21
Minnesota Area USA	66.2%	\$144.14	\$95.41
Minneapolis - MN USA - Minneapolis CBD	61.7%	\$167.87	\$103.57
Minneapolis - MN USA - Bloomington	75.4%	\$139.42	\$105.11
Minneapolis - MN USA - Minneapolis North Area	64.9%	\$133.74	\$86.77
Minneapolis - MN USA - Minneapolis South Area	67.7%	\$108.78	\$73.63
Minneapolis - MN USA - St Paul	64.5%	\$121.83	\$78.55
Minnesota Area USA - Duluth	75.1%	\$196.88	\$147.78
Minnesota Area USA - Minnesota Central Area	65.0%	\$152.00	\$98.75
Minnesota Area USA - Minnesota North Area	68.8%	\$147.53	\$101.44
Minnesota Area USA - Minnesota South Area	63.1%	\$114.81	\$72.41
Minnesota Area USA - Rochester	62.5%	\$121.93	\$76.19



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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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