

# December 2014 Lodging Performance for Minnesota, Minnesota Areas and the U.S.

Currency: USD - US Dollar

	Current Month - December 2014 vs December 2013										Year to Date - December 2014 vs December 2013										Participation					
	Occ %	ADR	RevPAR	Percent Change from December 2013						Occ %	ADR	RevPAR	Percent Change from YTD 2013						Properties		Rooms					
				Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold				Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample				
2014	2014	2014							2014	2014	2014															
TOTAL UNITED STATES	52.6	113.42	59.62	4.8	4.3	9.3	10.4	0.9	5.8	64.4	115.32	74.28	3.6	4.6	8.3	9.2	0.9	4.5	52,048	30,818	4,911,052	3,573,937				
Minnesota	47.4	92.95	44.03	0.8	3.3	4.1	5.2	1.1	1.9	62.9	100.70	63.34	1.1	5.1	6.3	7.8	1.4	2.5	886	506	73,416	54,900				
Minneapolis	53.3	124.76	66.47	-1.9	4.2	2.2	2.2	-0.1	-1.9	71.8	147.24	105.79	0.4	4.9	5.3	9.7	4.1	4.5	31	30	7,351	7,327				
Bloomington	55.7	99.02	55.13	-1.9	2.3	0.4	0.5	0.1	-1.8	72.6	107.69	78.21	3.3	6.5	10.0	11.5	1.4	4.7	47	43	9,191	9,041				
St Paul	46.5	92.30	42.89	2.7	3.4	6.2	6.6	0.4	3.1	63.2	98.15	62.07	1.0	5.2	6.3	6.1	-0.2	0.9	79	59	7,258	6,468				
Minneapolis North Area	47.3	90.12	42.61	-0.6	5.1	4.5	6.5	1.9	1.3	63.5	95.33	60.51	0.8	6.1	6.9	8.0	1.0	1.8	87	68	7,933	7,228				
Minneapolis South Area	47.1	79.09	37.28	-5.5	5.8	-0.0	-0.1	-0.1	-5.5	64.8	83.76	54.24	-1.0	8.1	7.0	7.3	0.3	-0.7	75	57	6,902	5,363				
Duluth MSA	50.4	95.07	47.91	5.9	6.5	12.8	14.0	1.1	7.1	64.3	107.23	68.99	-1.1	4.4	3.3	4.7	1.4	0.3	103	33	6,198	3,295				
St Cloud/I-94 Corridor	45.3	83.39	37.75	5.4	4.2	9.8	9.8	0.0	5.4	59.0	83.73	49.43	3.7	0.8	4.5	4.5	-0.0	3.7	49	33	3,124	2,447				
Minnesota North Area	43.8	81.45	35.64	5.2	0.7	5.9	8.4	2.4	7.7	57.5	88.37	50.82	0.9	3.0	4.0	5.6	1.5	2.5	200	62	10,997	3,558				
Rochester, MN MSA	47.3	100.44	47.47	-0.3	1.4	1.0	3.9	2.8	2.4	61.7	104.75	64.68	-0.6	5.4	4.8	6.0	1.2	0.6	51	38	5,419	4,809				
Mankato*	47.7	77.24	36.82	23.8	5.3	30.4	30.4	0.0	23.8	55.4	80.57	44.60	10.1	3.4	13.9	13.9	0.0	10.1	15	12	1,104	972				
Minnesota South Area*	38.4	76.40	29.34	4.0	3.2	7.4	7.4	0.1	4.1	52.0	78.32	40.71	2.3	3.4	5.8	7.0	1.2	3.5	172	79	8,996	4,724				

\* Starting with November 2013 lodging reports, Mankato is broken out as a separate area and is no longer included in the Minnesota South Area.

Source: STR (Smith Travel Research, Inc.). Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

## Explanation

Explore Minnesota Tourism purchases monthly lodging reports from STR (Smith Travel Research, Inc.). As part of its agreement with STR, Explore Minnesota Tourism is authorized to publish online the last reported month and year-to-date performance of the areas shown above. When STR reports lodging performance for the following month, Explore Minnesota Tourism will use it to replace the data in the above table. Lodging performance data for previous months and years can be purchased from STR.

## 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.

### Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

### Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

### Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

### Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $((TY - LY) / LY) * 100$ .

### Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

### RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

### Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as  $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

### Supply (Rooms Available)

The number of rooms times the number of days in the period.

### Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.