

March 2018 Lodging Performance for Minnesota, Minnesota Areas and the U.S.

Currency: USD - US Dollar

	Current Month - March 2018 vs March 2017										Year to Date - March 2018 vs March 2017										Participation			
	Occ %		ADR	RevPAR	Percent Change from March 2017						Occ %		ADR	RevPAR	Percent Change from YTD 2017						Properties		Rooms	
	2018	2018	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2018	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
TOTAL UNITED STATES	68.5	131.56	90.17	0.9	3.0	3.9	6.0	2.0	2.9	61.6	127.37	78.46	0.9	2.5	3.5	5.6	2.0	3.0	54,111	33,425	5,161,195	3,877,413		
Minnesota	56.2	105.41	59.20	-1.0	0.1	-0.9	1.2	2.2	1.2	54.2	116.53	63.12	3.6	12.1	16.2	18.7	2.2	5.9	916	548	78,236	59,429		
Minneapolis	62.6	128.61	80.55	-6.4	-3.9	-10.0	-8.1	2.1	-4.4	62.9	160.52	101.03	6.5	22.2	30.1	34.2	3.2	9.8	40	39	8,935	8,911		
Bloomington	72.1	116.68	84.13	-3.8	6.6	2.6	6.9	4.2	0.2	68.5	130.92	89.72	2.8	21.4	24.8	28.9	3.2	6.1	52	48	10,065	9,915		
St Paul	59.7	107.56	64.25	-4.0	-1.4	-5.3	-2.7	2.8	-1.3	57.7	120.79	69.73	3.1	15.2	18.7	22.0	2.8	5.9	87	62	8,179	6,956		
Minneapolis North Area	56.3	101.05	56.93	-2.8	0.3	-2.5	1.6	4.3	1.3	55.8	116.96	65.24	3.1	15.9	19.5	24.6	4.2	7.4	91	73	8,484	7,747		
Minneapolis South Area	57.7	87.54	50.50	-0.6	-1.9	-2.5	-0.2	2.4	1.7	56.2	100.75	56.60	7.0	13.5	21.5	24.4	2.4	9.5	76	58	7,202	5,550		
Duluth MSA	55.4	105.63	58.48	5.9	-0.8	5.0	7.8	2.7	8.7	49.0	103.58	50.77	3.0	-1.5	1.4	4.1	2.7	5.7	107	40	6,641	3,856		
St Cloud/I-94 Corridor	54.4	96.18	52.32	4.8	2.8	7.7	7.7	-0.0	4.8	51.0	95.84	48.83	6.7	2.4	9.3	9.2	-0.1	6.6	50	33	3,180	2,463		
Minnesota North Area	43.9	93.14	40.93	8.2	0.5	8.7	9.4	0.6	8.9	43.9	94.22	41.39	7.5	-0.5	6.9	7.6	0.6	8.1	202	66	11,285	4,089		
Rochester, MN MSA	60.7	112.28	68.16	1.5	0.8	2.3	2.1	-0.1	1.4	57.8	112.52	65.04	3.3	1.3	4.6	4.5	-0.1	3.2	52	41	5,433	4,716		
Mankato	54.8	93.43	51.16	8.4	0.5	9.0	15.5	5.9	14.9	50.9	92.45	47.09	7.0	0.6	7.6	14.1	6.0	13.4	15	11	1,143	828		
Minnesota South Area	40.7	84.15	34.27	-5.0	-0.5	-5.5	-4.1	1.5	-3.6	38.3	85.40	32.68	-7.0	1.6	-5.5	-4.1	1.5	-5.6	169	87	8,971	5,014		

Source: STR, Inc. Replication 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.

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.