

October 2017 Lodging Performance for Minnesota, Minnesota Areas and the U.S.

Currency: USD - US Dollar

	Current Month - October 2017 vs October 2016									Year to Date - October 2017 vs October 2016									Participation					
	Occ %	ADR	RevPAR	Percent Change from October 2016						Occ %	ADR	RevPAR	Percent Change from YTD 2016						Properties		Rooms			
				Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold				Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
2017	2017	2017							2017	2017	2017													
TOTAL UNITED STATES	69.6	130.20	90.56	1.6	2.5	4.1	6.1	1.9	3.6	67.6	127.46	86.19	0.7	2.1	2.8	4.7	1.8	2.6	54,780	33,167	5,166,034	3,834,248		
Minnesota	66.9	114.68	76.77	-2.6	-3.5	-5.9	-4.9	1.1	-1.5	63.8	112.05	71.44	-1.5	-0.6	-2.1	0.0	2.2	0.6	936	538	77,975	58,293		
Minneapolis	79.1	169.04	133.63	-1.1	-8.2	-9.2	-3.9	5.9	4.7	71.0	153.30	108.90	-4.8	-4.9	-9.5	2.2	13.0	7.5	39	37	8,811	8,732		
Bloomington	73.9	120.38	88.95	-7.9	-7.9	-15.2	-17.4	-2.6	-10.3	74.9	115.65	86.66	0.0	-2.9	-2.9	-5.8	-3.0	-3.0	51	47	9,661	9,511		
St Paul	69.2	112.54	77.93	-3.9	-5.5	-9.1	-6.0	3.5	-0.5	66.2	110.22	72.93	-2.2	-1.8	-4.0	5.0	9.4	7.0	85	61	7,958	6,800		
Minneapolis North Area	71.1	107.01	76.07	-2.2	-4.5	-6.6	-4.3	2.5	0.2	66.9	105.33	70.47	-1.0	-0.2	-1.2	0.5	1.7	0.7	89	72	8,214	7,537		
Minneapolis South Area	67.0	92.28	61.86	-5.2	-8.1	-12.9	-12.9	0.0	-5.2	65.3	92.84	60.60	-4.2	-1.2	-5.3	-4.0	1.4	-2.8	76	58	7,035	5,549		
Duluth MSA	67.1	127.83	85.74	-0.9	0.4	-0.5	2.2	2.6	1.8	63.2	127.17	80.34	-2.5	1.7	-0.9	1.7	2.6	0.0	114	41	6,779	3,927		
St Cloud/I-94 Corridor	60.0	92.38	55.44	-5.7	-0.7	-6.3	-6.5	-0.2	-5.8	58.0	94.30	54.67	-5.6	1.8	-3.9	-3.0	0.9	-4.8	51	34	3,202	2,492		
Minnesota North Area	55.4	95.61	53.01	-0.4	2.7	2.3	2.8	0.5	0.0	53.6	103.99	55.78	-5.4	1.6	-3.9	-3.2	0.8	-4.7	221	64	12,139	3,949		
Rochester, MN MSA	70.9	114.66	81.27	7.2	2.1	9.5	11.1	1.5	8.8	64.2	111.11	71.35	4.5	1.9	6.5	5.4	-1.1	3.4	52	41	5,439	4,722		
Mankato	65.0	98.98	64.35	4.8	0.8	5.7	5.5	-0.2	4.6	58.5	96.14	56.26	4.1	3.6	7.9	7.5	-0.3	3.8	14	11	1,079	914		
Minnesota South Area	57.2	85.97	49.14	-5.0	2.8	-2.3	-1.4	1.0	-4.1	54.3	86.84	47.12	3.0	1.3	4.3	5.2	0.9	3.9	169	83	8,940	4,841		

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.