



Minnesota Hotel Performance

July 2026

In July 2026, hotel metrics varied by region of the state relative to July 2025. Central, Metro and Southern regions experienced growth. However, hotel metrics in Northeast and Northwest Minnesota decreased.

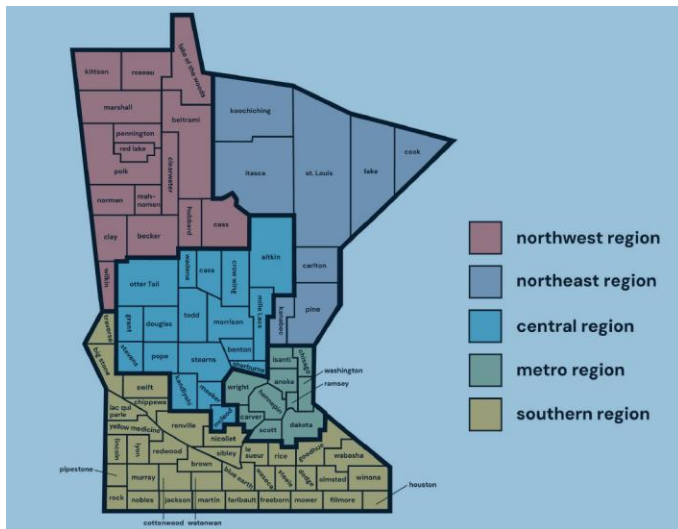
The three key performance metrics are hotel occupancy, average daily rate (ADR) and revenue per available room (RevPAR).

- MN occupancy increased .7% year-over-year (YoY) to 70.5% in July 2026
- MN ADR increased 3.1% YoY to \$152.34 in July 2026
- MN RevPAR increased 3.% YoY to \$107.43 in July 2026

For the first seven months of 2026, Minnesota hotel metrics remain above 2025.

- MN occupancy increased 1.6% YoY to 56.5% for the year-to-date through July 2026
- MN ADR increased 4.2% YoY to \$137.57 for the year-to-date through July 2026
- MN RevPAR increased 5.9% YoY to \$77.68 for the year-to-date through July 2026

In the tables below, hotel metrics are provided for the five Minnesota Tourism Regions as defined in the state map.



Minnesota State & Tourism Region Hotel Metrics July 2026						
Geography	Occupancy		ADR		RevPAR	
	2026	YoY % Change	2026	YoY % Change	2026	YoY % Change
Total U.S.	69.7%	2.3%	\$171.74	5.7%	\$119.77	8.2%
Michigan, Minnesota & Wisconsin Average	71.5%	2.3%	\$155.09	2.5%	\$110.86	4.7%
State of MN	70.5%	.7%	\$152.34	3.1%	\$107.43	3.8%
Central MN	69.4%	6.2%	\$167.21	1.7%	\$116.02	8%
Metro MN	72.4%	1%	\$150.80	4.7%	\$109.18	5.7%
Northeastern MN	70.6%	-.9%	\$178.96	-1.5%	\$126.40	-2.3%
Northwestern MN	68.5%	-2.3%	\$141.32	1.3%	\$96.78	-1.1%
Southern MN	65.8%	.3%	\$129.1	4.5%	\$85.37	4.8%

Minnesota State & Tourism Region Hotel Metrics 2026 Year-to-Date Through July						
Geography	Occupancy		ADR		RevPAR	
	2026	YoY % Change	2026	YoY % Change	2026	YoY % Change
Total U.S.	64%	1.5%	\$166.94	3.9%	\$106.85	5.4%
Michigan, Minnesota & Wisconsin Average	56.5%	2.4%	\$133.30	2.1%	\$75.27	4.5%
State of MN	56.5%	1.6%	\$137.57	4.2%	\$77.68	5.9%
Central MN	52.1%	3.6%	\$141.14	3.5%	\$73.56	7.3%
Metro MN	59.7%	1.3%	\$139.12	4.9%	\$83.01	6.3%
Northeastern MN	52%	.6%	\$151.12	.8%	\$78.59	1.4%
Northwestern MN	50.3%	.3%	\$122.90	3.2%	\$61.97	3.5%
Southern MN	53.5%	3%	\$125.36	4.7%	\$67.07	7.8%