minnesota summer travel indicators

October 2026

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travel indicators research

Explore Minnesota (EMN) regularly reviews and analyzes travel indicators to better understand tourism industry health.

This summer report is focused on state-level trends, from June to August 2026, and includes tourism business sentiment survey findings.

key summer findings

Minnesota's mixed 2026 travel indicators align with national trends. While wealthy Americans continue to prioritize travel, most others face increasing financial pressures and are more selectively spending.

Accommodations – During summer 2026, most hotel metrics improved 1 to 4% relative to the same months of 2025. For 2026 year-to-date, Minnesota key hotel performance metrics are up 1 to 5% across the state and are similar to those of key competitive states, Michigan & Wisconsin.

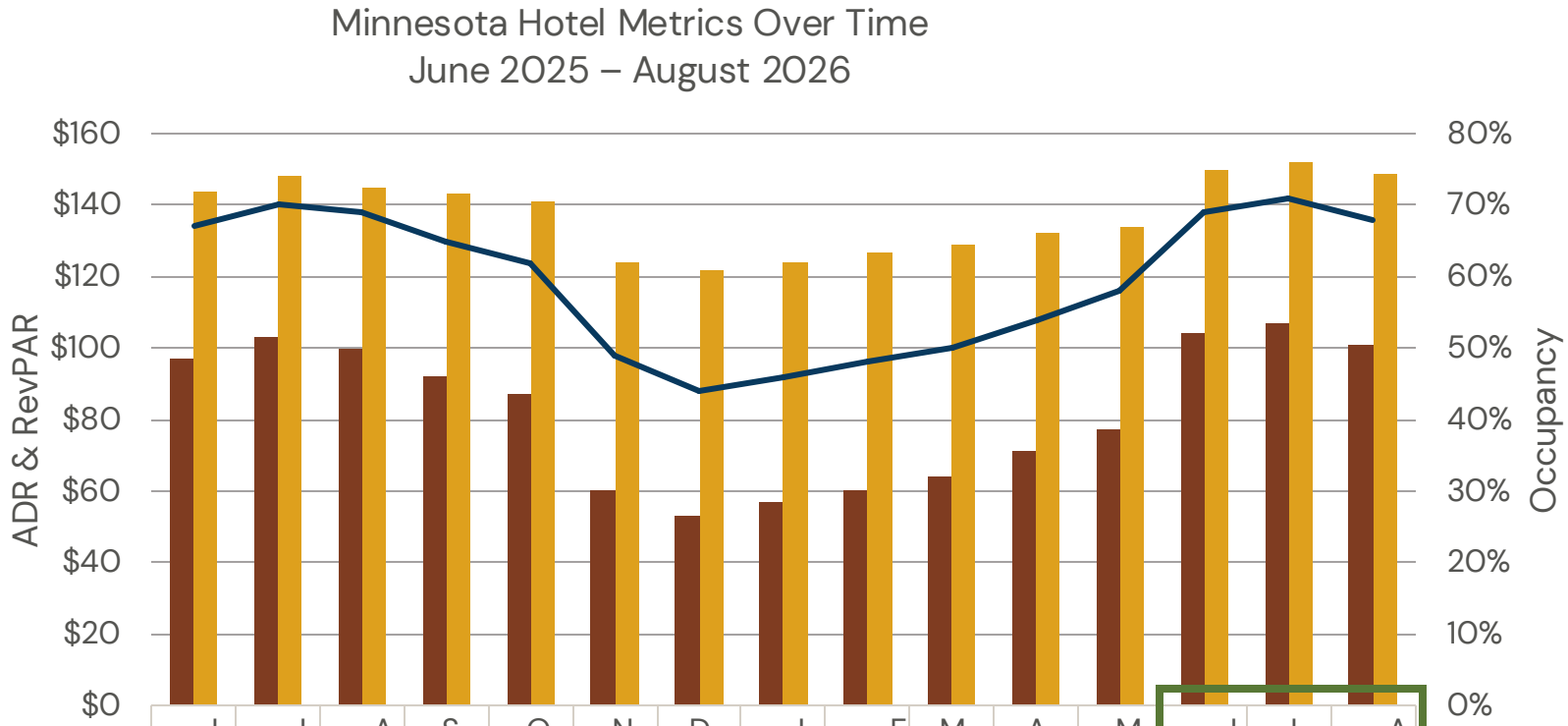
L&H employment – Minnesota's leisure & hospitality (L&H) summer employment increased 1.1% year-over-year (YoY).

Air travel – Minneapolis-Saint Paul Airport (MSP) had 10 million passengers during summer 2026. This is 2.1% less, or a 217k decrease from the same months in 2025.

Canadian visitation - In the 2026 summer months, Canadian visitation to Minnesota improved relative to summer 2025. For the year-to-date, Canadian visitation is up .9% relative to 2025 and down 17.5% relative to 2024.

Tourism business sentiment - Comparing summer 2026 to summer 2025, 46% of businesses self-reported that tourist activity decreased, 29% reported it stayed the same, and 25% reported that it improved. About half of businesses across the state and 86% of businesses in northeast (NE) Minnesota reported slight to significant impacts from wildfires.

state hotel metrics



	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A
RevPAR	$97	$103	$100	$92	$87	$60	$53	$57	$60	$64	$71	$77	$104	$107	$101
ADR	$144	$148	$145	$143	$141	$124	$122	$124	$127	$129	$132	$134	$150	$152	$149
Occupancy %	67%	70%	69%	65%	62%	49%	44%	46%	48%	50%	54%	58%	69%	71%	68%

During summer 2026, most hotel metrics improved 1 to 4% relative to summer 2025.

- **Occupancy** ranged from 68 to 71%
- **Average daily rate (ADR)** ranged from $149 to $152
- **Revenue per available room (RevPAR)** ranged from $101 to $107

Source: CoStar/STR Dashboard

regional hotel metrics

Minnesota State & Tourism Region Hotel Metrics 2026 Year-to-Date Through August						
Geography	Occupancy		ADR		RevPAR	
	2026	YoY % change	2026	YoY % change	2026	YoY % change
Total U.S.	64.3%	1.3%	$166.25	3.6%	$106.91	4.9%
Michigan & Wisconsin	58.2%	2.4%	$134.24	0.9%	$78.09	3.3%
Minnesota	57.9%	1.1%	$139.25	3.9%	$80.67	5.1%
Central MN	54%	3.1%	$145.34	3.3%	$78.45	6.5%
Metro MN	61.3%	1.1%	$140.58	4.9%	$86.20	6.1%
Northeastern MN	54.3%	-0.1%	$155.57	0.2%	$84.48	.1%
Northwestern MN	52.5%	-0.8%	$125.34	2.4%	$65.79	1.6%
Southern MN	56.1%	1.8%	$123.10	4.4%	$69.09	6.3%

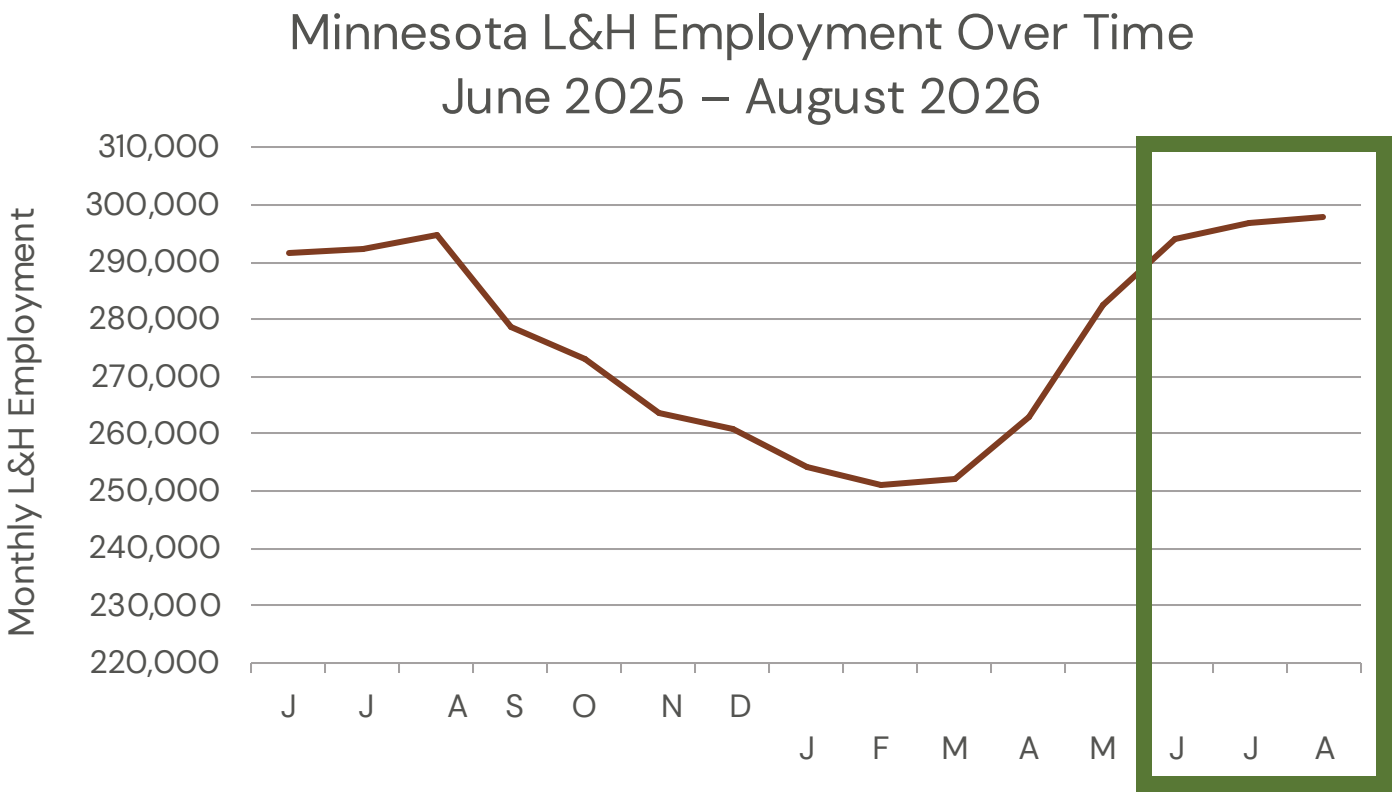
For 2026 year-to-date through August, Minnesota key hotel performance metrics are up.

Our metrics are similar to those of key competitive states Michigan & Wisconsin.

- **Central** – Largest regional YoY RevPAR increase (6.5%)
- **Metro** – Highest regional occupancy (61.3%)
- **Northeastern** – Highest regional ADR ($155.57)
- **Northwestern**– Lowest region for two of three key hotel performance metrics (52.5% occupancy & $65.79 RevPAR)
- **Southern** – Second-highest regional occupancy (56.1%)

Source: CoStar/STR Dashboard; See appendix for MN Tourism Region definitions

leisure & hospitality employment

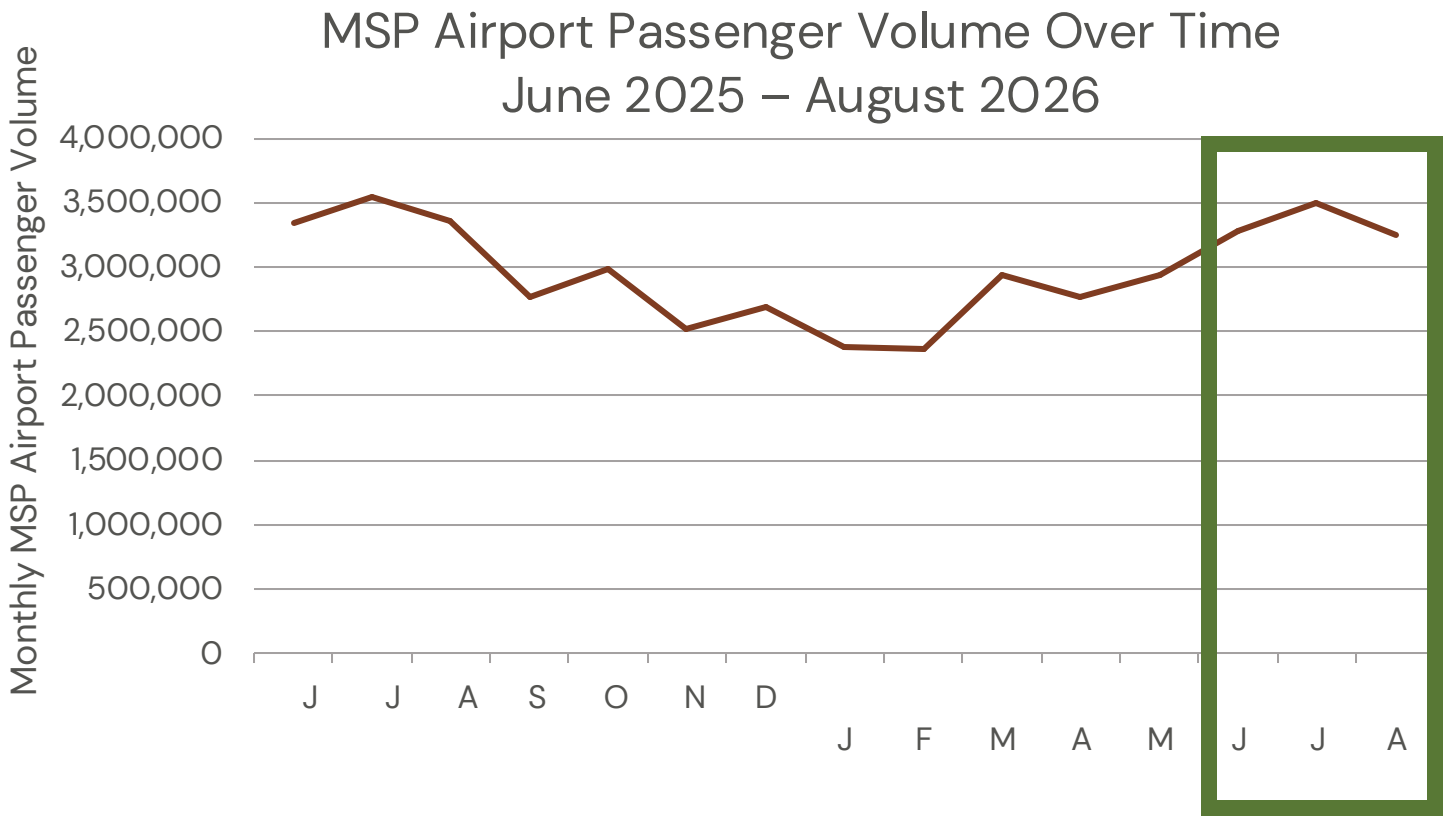


In the three months of summer 2026, leisure and hospitality (l&h) employment averaged about 296,000.

This is **about 10,000 more jobs or a 1.1% increase** from summer 2025.

Source: Minnesota Department of Employment & Economic Development (DEED)

msp airport metrics

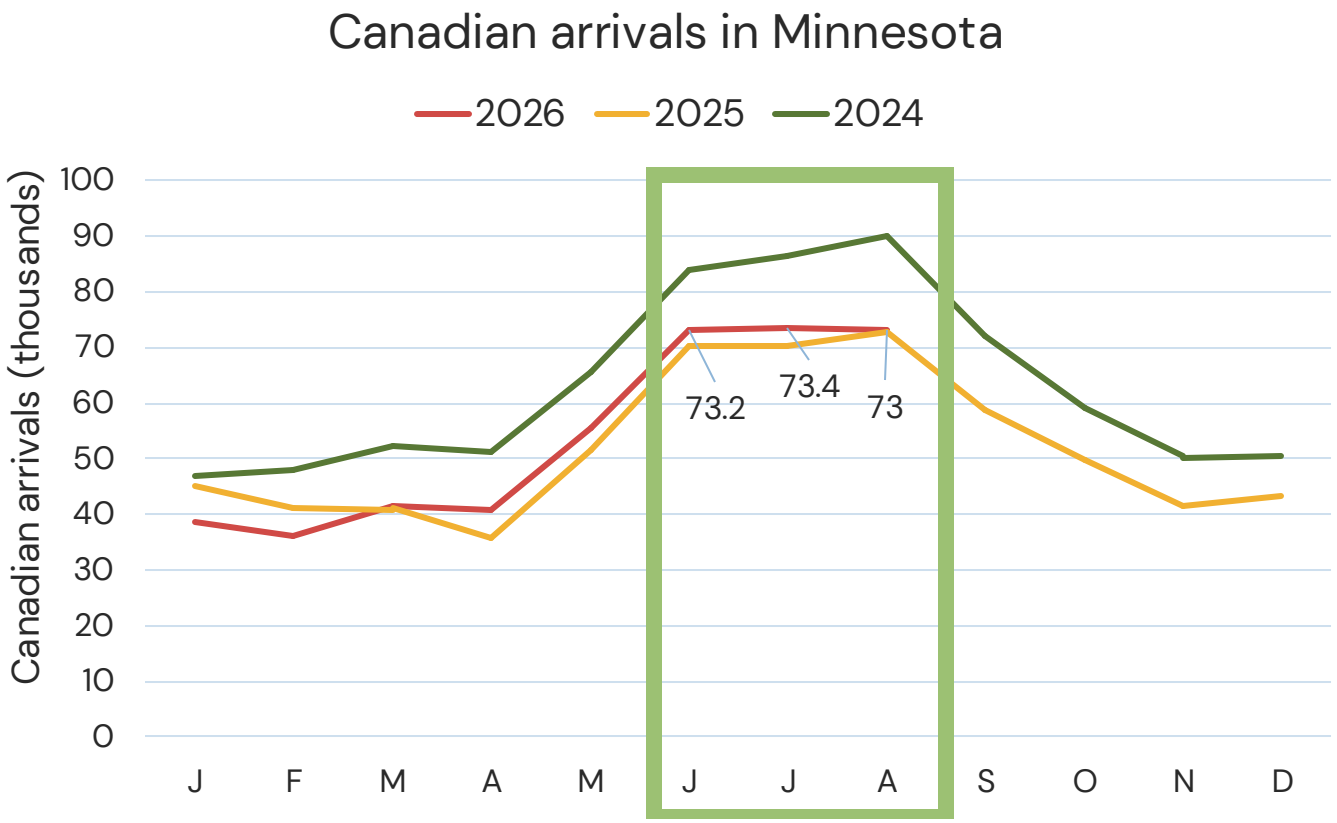


Between June and August, 10 million passengers passed through Minneapolis-St. Paul (MSP) airport.

- This is a **2.1% or 217k drop** from the same three-month period in 2025.

Source: Minneapolis Saint Paul Metropolitan Airports Commission

canadian visitation



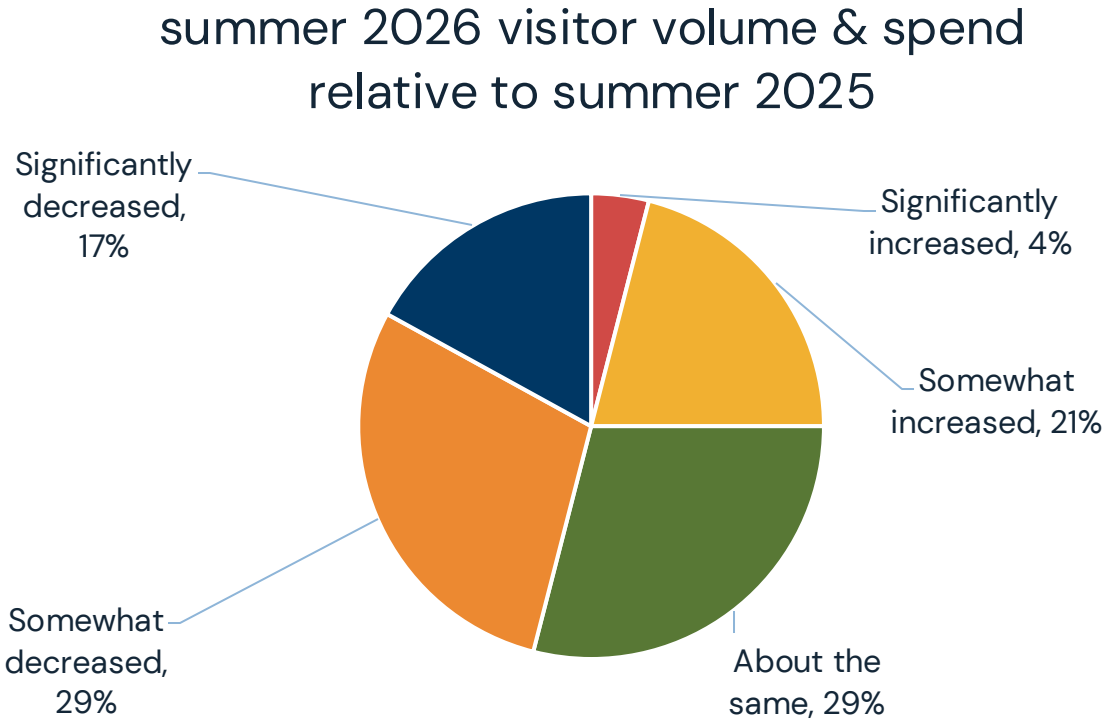
In the summer 2026, Canadian visitation improved relative to summer 2025.

- In June, there were 73,200 Canadian arrivals to Minnesota, a 4% YoY increase.
- In July, there were 73,400 Canadian arrivals, a 4.3% YoY increase.
- In August, there were 73,000 Canadian arrivals, a .6% YoY increase.

For the year-to-date, Canadian visitation is up .9% relative to 2025, but still down 17.5% relative to 2024.

Source: U.S. Customs & Border Protection

tourism business trends



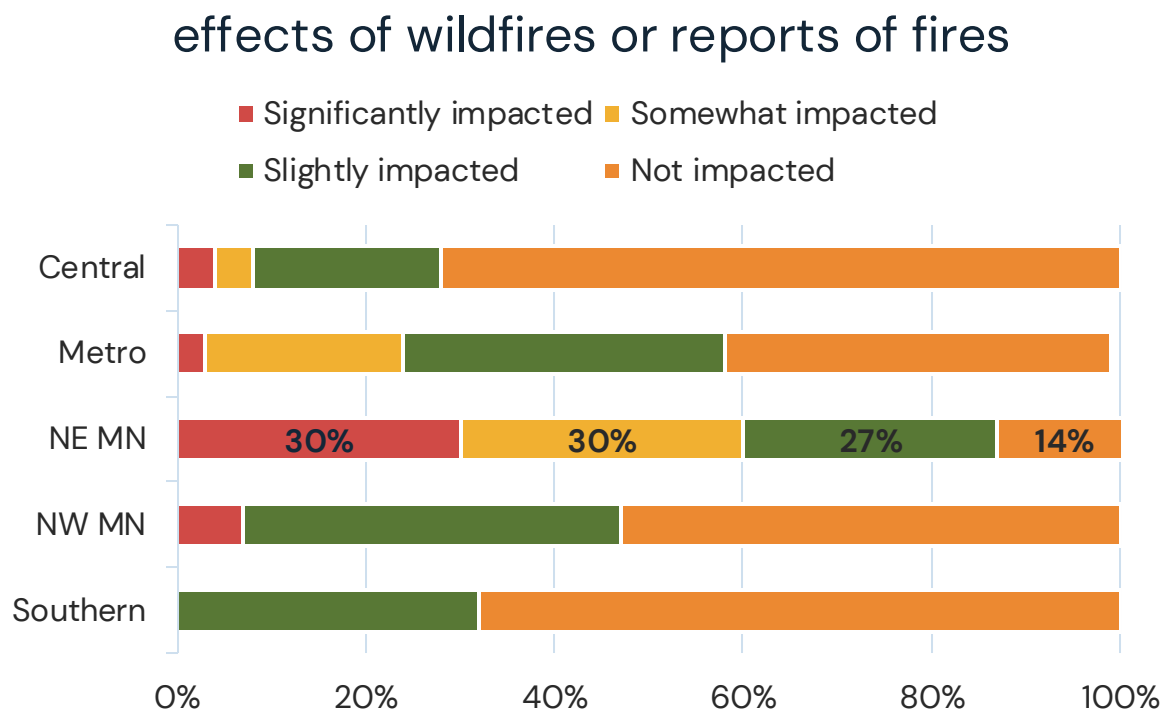
In a recent sentiment survey, Explore Minnesota asked tourism-focused businesses and organizations about their summer season.

In summer 2026 relative to summer 2025, activity decreased for 46% of Minnesota tourism businesses and organizations, stayed the same for 29% and improved for 25%.

Negative impacts of economic pressures, including high gas prices, rising supply costs and overall uncertainty, were commonly mentioned in survey comments.

Source: Explore Minnesota survey; Survey was open Sept. 8-18 and received 155 responses
Q: How did summer (June to August 2026) travel season visitor volume and spend compare to the same time period last year?

wildfire impacts



55% of MN businesses reported wildfire impacts in our survey, with those in NE MN most frequently affected.

68% of NE Minnesota businesses reported that they experienced cancelled or postponed bookings or events.

Across the state, the most common wildfire impacts were decreased customer traffic (36%) and decreased customer spend (14%).

Source: Explore Minnesota survey; Survey was open Sept. 8-18 and received 155 responses
Central N=25, Metro N = 29, NE MN N = 44, NW MN N = 15 & Southern N = 34
Q: To what degree is/has your business been impacted by the effects of the wildfires or reports of wildfires?

minnesota tourism health

82.5M
visitors to Minnesota

$15.2B
visitor spending

$25.2B
total economic impact

$13.1B
to state GDP

180,514
total jobs supported

$2.4B
state and local taxes generated

Despite fluctuations and increasing uncertainty, our industry remains important and benefits all Minnesotans.

Each Minnesota household would need to be taxed an additional $1,038 to replace the visitor-generated taxes received by Minnesota state and local governments in 2025.

In the coming months, 2025 county-level economic impacts and visitation estimates will be available and announced via Industry News.

Source: Tourism Economics, 2025 Minnesota Visitor Economy Study

questions or suggestions?

reach out to
gretchen.nussbaum@state.mns.us

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lodging metric definitions

- **Occupancy percentage** – Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.
- **Annual Daily Rate (ADR)** – Room revenue divided by rooms sold, displayed as the average rate for a single room.
- **Revenue Per Available Room (RevPAR)** – Total room revenue generated from the sale or rental of rooms.
- **Geography** – The five Minnesota Tourism Regions are defined as shown in this map: