

Below are July 2025 key hotel performance metrics compared to July 2024:

| Minnesota State & Tourism Region Hotel Metrics - July 2025 | | | | | | |
|--|-----------|--------------|----------|--------------|----------|--------------|
| Geography | Occupancy | | ADR | | RevPAR | |
| | 2025 | YoY % Change | 2025 | YoY % Change | 2025 | YoY % Change |
| Total U.S. | 68.2% | -1.0% | \$161.90 | -0.1% | \$110.37 | -1.1% |
| State of MN | 70.2% | 2.4% | \$146.69 | -0.3% | \$102.95 | 2.1% |
| Northeastern MN | 71.3% | 2.1% | \$178.88 | 1.8% | \$127.62 | 3.9% |
| Central MN | 64.8% | 0.8% | \$163.08 | 1.4% | \$105.68 | 2.2% |
| Northwestern MN | 69.7% | 0.0% | \$139.54 | 0.0% | \$97.28 | 0.0% |
| Southern MN | 66.4% | 6.2% | \$124.62 | 2.1% | \$82.75 | 8.4% |
| Metro MN | 72.2% | 1.7% | \$143.83 | -3.0% | \$103.88 | -1.3% |