January 2014 Lodging Performance for Minnesota, Minnesota Areas and the U.S.

Currency: USD - US Dollar

	Current Month - January 2014 vs January 2013									Year to Date - January 2014 vs January 2013									Participation			
	Occ %	ADR	RevPAR	Percent Change from January 2013						Occ %	ADR	RevPAR	Percent Change from YTD 2013						Properties		Rooms	
	2014	2014	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2014	2014	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
TOTAL UNITED STATES	52.2	109.24	57.02	2.3	2.9	5.3	6.3	0.9	3.3	52.2	109.24	57.02	2.3	2.9	5.3	6.3	0.9	3.3	51,462	30,259	4,862,884	3,516,007
Minnesota	48.8	91.88	44.86	4.7	3.7	8.6	10.7	2.0	6.7	48.8	91.88	44.86	4.7	3.7	8.6	10.7	2.0	6.7	878	494	72,729	54,015
Minneapolis	56.9	120.43	68.53	-3.1	-2.3	-5.3	4.5	10.4	7.0	56.9	120.43	68.53	-3.1	-2.3	-5.3	4.5	10.4	7.0	31	30	7,355	7,331
Bloomington	57.1	98.59	56.28	7.3	4.1	11.8	18.2	5.7	13.5	57.1	98.59	56.28	7.3	4.1	11.8	18.2	5.7	13.5	47	43	9,186	9,036
St Paul	47.6	89.97	42.81	3.2	2.5	5.7	5.9	0.2	3.3	47.6	89.97	42.81	3.2	2.5	5.7	5.9	0.2	3.3	79	59	7,222	6,305
Minneapolis North Area	48.3	90.84	43.88	0.8	5.0	5.8	5.8	-0.0	0.7	48.3	90.84	43.88	0.8	5.0	5.8	5.8	-0.0	0.7	85	66	7,782	7,101
Minneapolis South Area	49.1	76.92	37.78	3.0	6.5	9.7	11.0	1.2	4.2	49.1	76.92	37.78	3.0	6.5	9.7	11.0	1.2	4.2	75	57	6,905	5,398
Duluth MSA	44.8	88.36	39.59	-4.1	3.8	-0.4	-0.4	-0.0	-4.1	44.8	88.36	39.59	-4.1	3.8	-0.4	-0.4	-0.0	-4.1	101	36	6,115	3,468
St Cloud/I-94 Corridor	45.8	80.69	36.98	4.7	-1.6	3.1	3.0	-0.1	4.6	45.8	80.69	36.98	4.7	-1.6	3.1	3.0	-0.1	4.6	49	33	3,123	2,446
Minnesota North Area	45.3	82.70	37.47	5.4	5.0	10.6	12.0	1.3	6.7	45.3	82.70	37.47	5.4	5.0	10.6	12.0	1.3	6.7	199	56	10,839	3,245
Rochester, MN MSA	52.1	105.47	54.97	14.0	11.0	26.6	26.6	0.0	14.1	52.1	105.47	54.97	14.0	11.0	26.6	26.6	0.0	14.1	50	34	5,272	4,467
Mankato*	45.8	70.76	32.42	10.6	0.7	11.4	11.4	0.0	10.6	45.8	70.76	32.42	10.6	0.7	11.4	11.4	0.0	10.6	15	12	1,104	972
Minnesota South Area*	39.9	75.05	29.98	12.8	4.2	17.5	17.8	0.2	13.0	39.9	75.05	29.98	12.8	4.2	17.5	17.8	0.2	13.0	172	80	8,998	4,789

* Starting with November 2013 lodging reports, Mankato is broken out as a separate area and is no longer included in the Minnesota South Area.

Source: STR (Smith Travel Research, Inc.). Republication 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 (Sample Rooms/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.