

A person wearing a red jacket and helmet is riding a snowmobile down a narrow, snow-covered path through a dense forest of evergreen trees. The scene is captured in a blue-tinted, low-light setting, likely dusk or dawn, with the snowmobile's headlights illuminating the path ahead. The trees are heavily laden with snow, and the overall atmosphere is serene and wintry.

Explore Minnesota Tourism November 2022 Travel Indicators

Data available as of December 27, 2022

Monthly Minnesota Travel Indicators & Other Industry Research & Data

Explore Minnesota Tourism regularly reviews and analyzes national and state travel indicators to better understand tourism industry trends and health.

Key Minnesota travel indicators are shared on a monthly basis. DMOs and other industry partners are welcome to share this PPT.

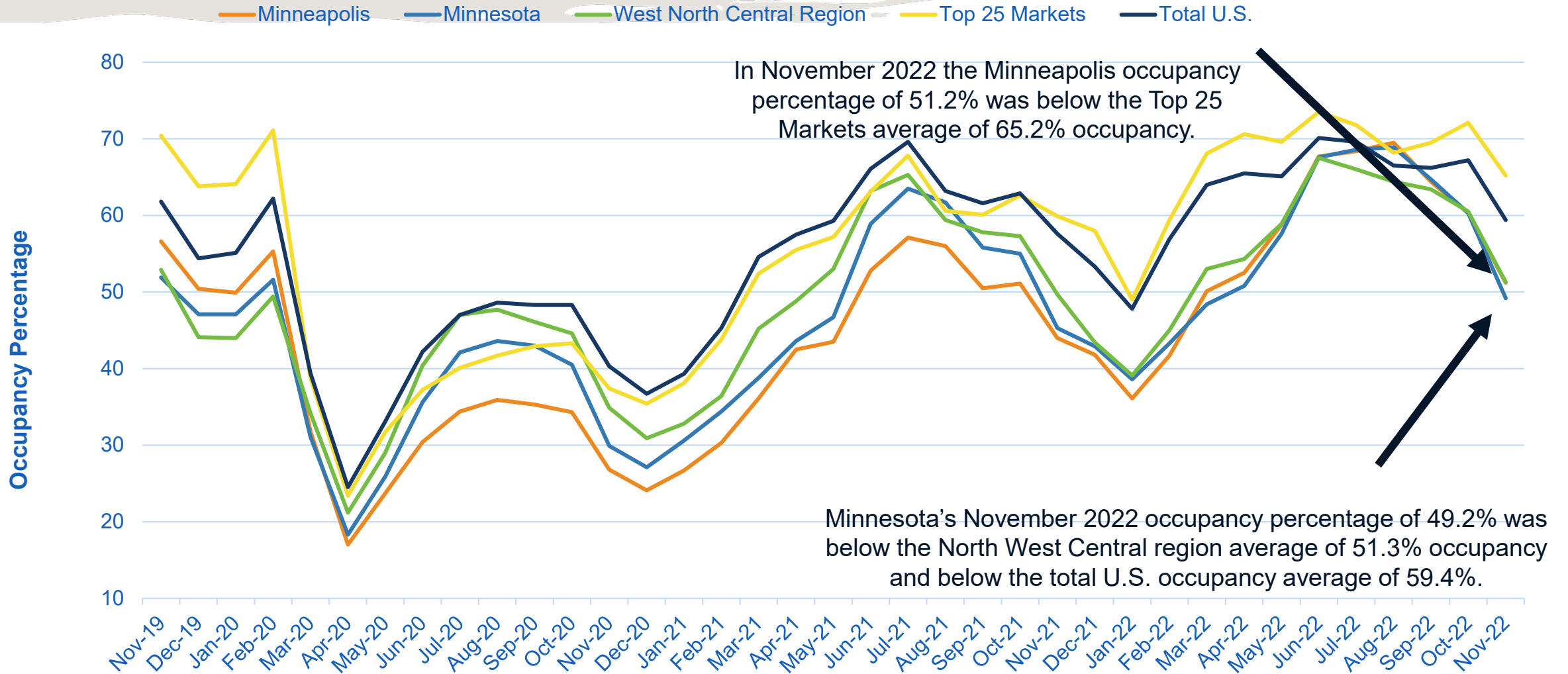
In addition to Monthly Travel Indicators, additional data and research is available on [EMT's industry website](#), including:

- [Minnesota Travel Research & Reports](#), including traveler and business conditions surveys
- [Accommodations & Attractions Research & Reports](#), including STR hotel and AirDNA short-term rental data and a resorts sales tax report
- Seasonal and year long [Traveler Profiles](#)
- Annual leisure & hospitality industry [economic impact](#) by county

Reach out to Gretchen.Nussbaum@state.mn.us with questions and suggestions.



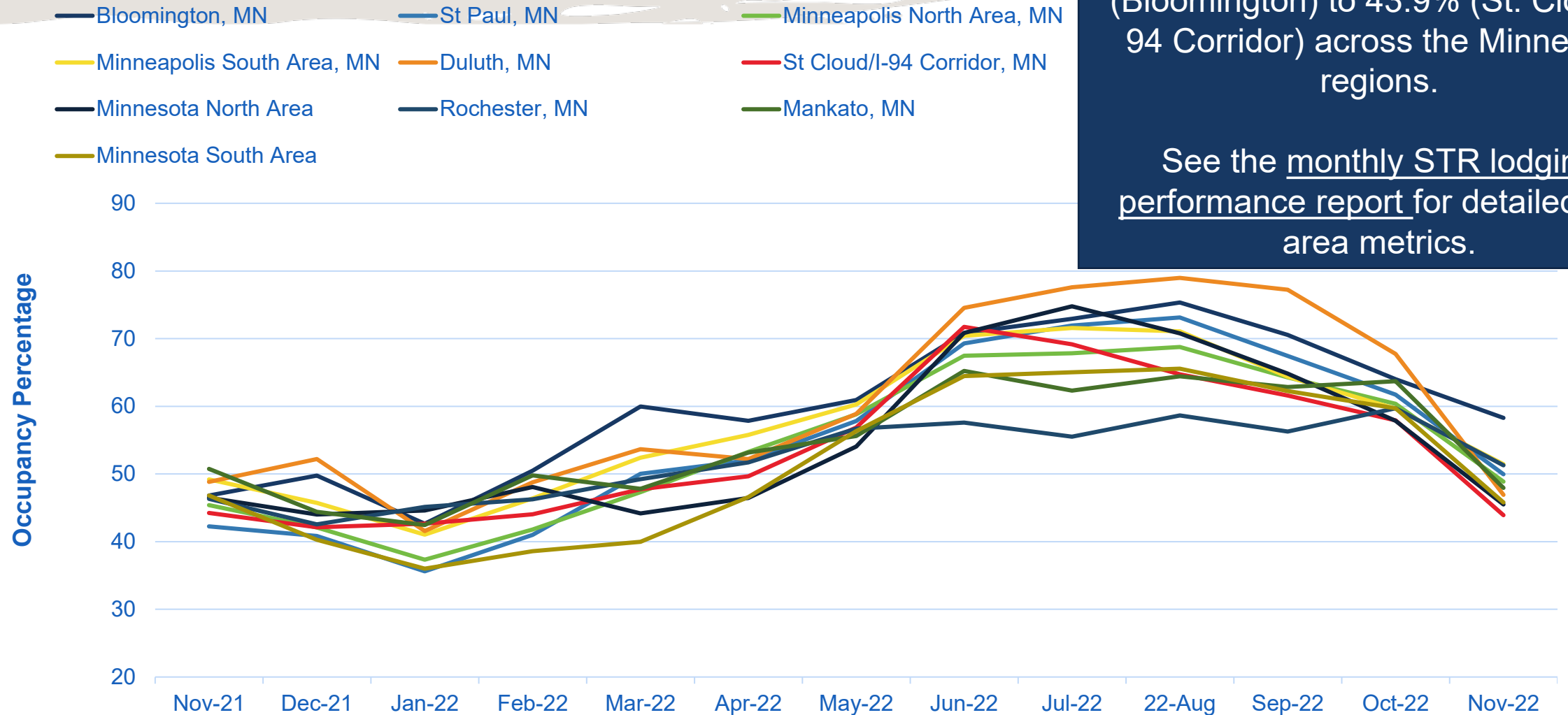
Minnesota & Minneapolis/St. Paul Metro Area Hotel Occupancy Percentage November 2019 - November 2022



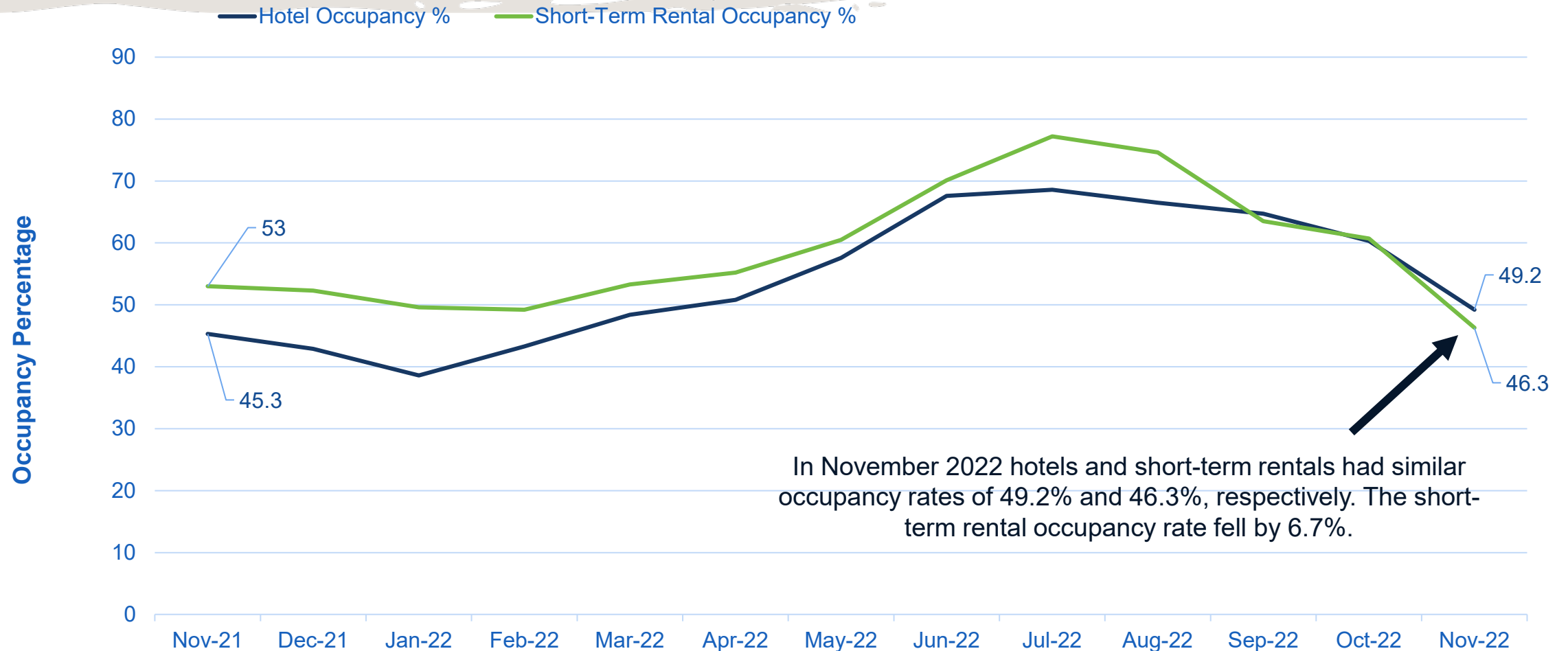
Minnesota Areas Hotel Occupancy Percentage November 2021 - November 2022

In November 2022 hotel occupancy percentages ranged from 58.3% (Bloomington) to 43.9% (St. Cloud/I-94 Corridor) across the Minnesota regions.

See the [monthly STR lodging performance report](#) for detailed MN area metrics.



Minnesota Short-Term Hotel & Rentals Occupancy Percentage November 2021 - November 2022

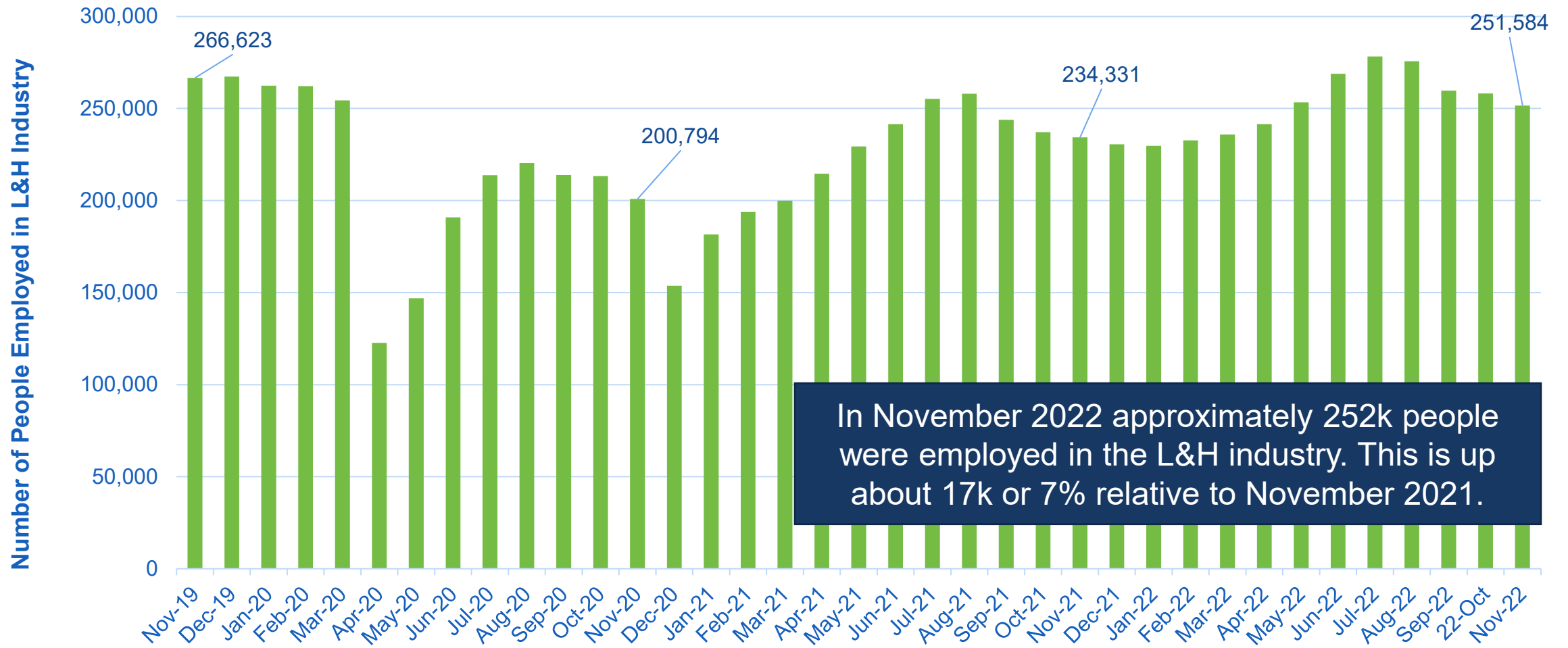


Minnesota Short-Term Rentals Listings Available & Booked November 2021 - November 2022



Minnesota Leisure & Hospitality Employment Trend

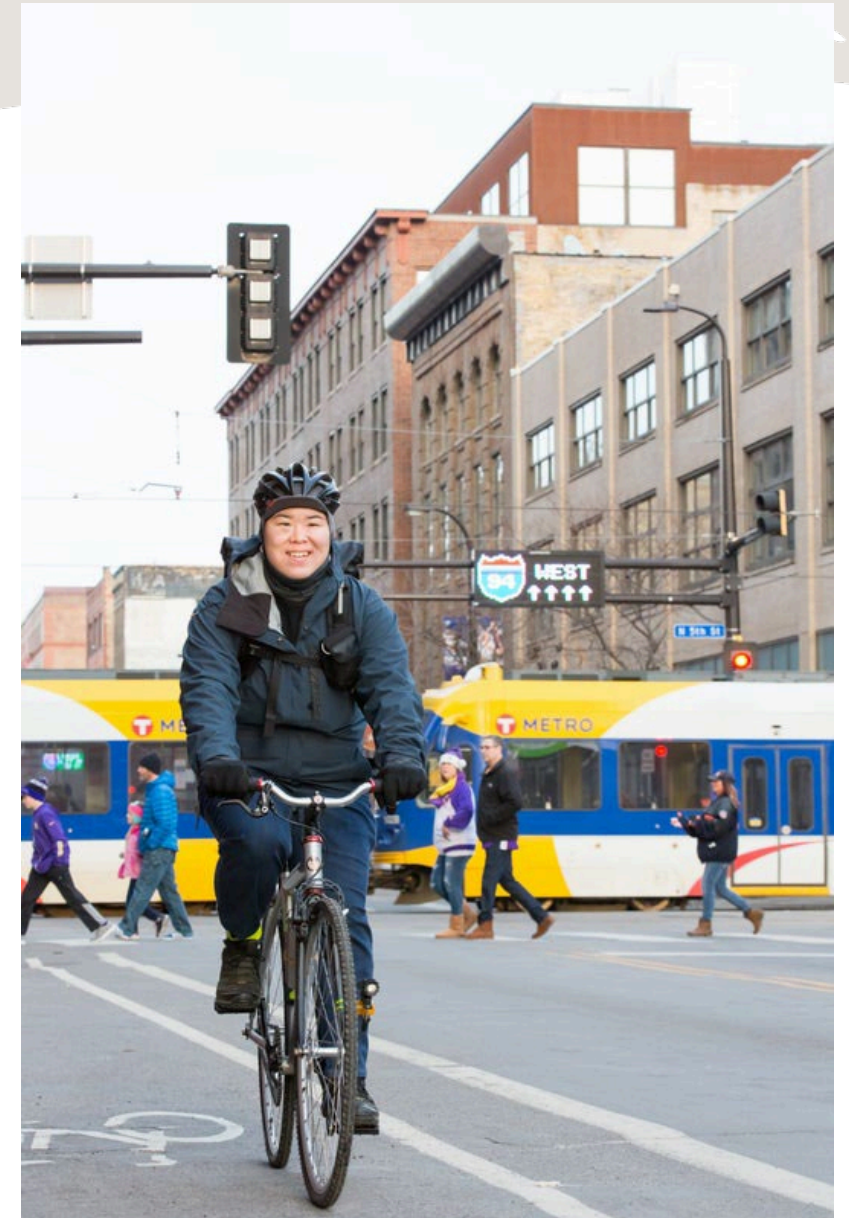
November 2019 - November 2022



November 2022 Minnesota Travel Indicators Key Findings

Minnesota travel indicators show that the state's tourism and hospitality industry is still in recovery.

- Minnesota's November 2022 hotel occupancy percentage of 49.2% was below the North West Central region average of 51.3% occupancy and the total U.S. occupancy of 59.4%.
- In November 2022 Minneapolis' hotel occupancy percentage of 51.2% was 14% below the Top 25 Markets average of 65.2% occupancy. Since November 2021 the number of hotel properties increased 1.4% year-over-year to 1,026 properties and the number of hotel rooms increased year-over-year by .1% to 85,559 rooms.
- In November 2022 short-term rental occupancy decreased to 46.3%. Since November 2021 the number of short-term rental listings available and booked increased by more than 1,300 year-over-year to 7,528 listings available and 6,021 listings booked.
- Approximately 252k people employed in the L&H industry in November 2022, which is up about 17k or 7% relative to November 2021.



Glossary of Lodging Performance Terms

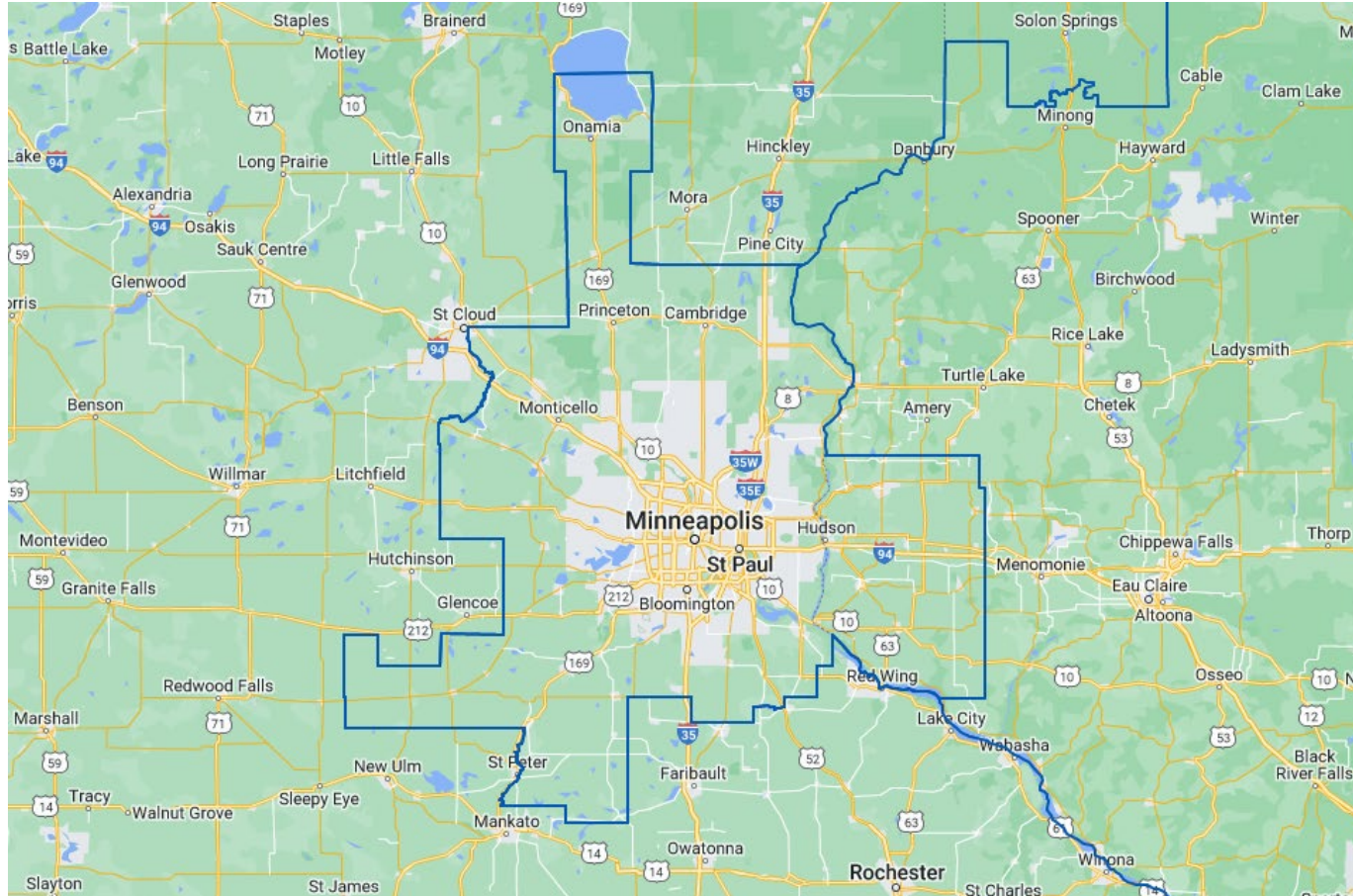
- **Occupancy Percentage** – Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.
- **Listings Available** - Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Listings Booked** - Total number of listings that had at least one reservation during the reporting period.

Hotel and short-term rental data in graphs is provided under permission granted by AirDNA and STR, the data sources.



Lodging Performance Minneapolis Area Definition

Slide 3: In the Smith Travel Resource (STR) Top Markets report, Minneapolis is defined as the greater Minneapolis/St. Paul metro area as shown below and the North West Central region is defined as North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas and Missouri.



Lodging Performance Minnesota Areas Definition

Slide 4: In the Smith Travel Resource (STR) Minnesota Report, Minnesota areas and Minneapolis are defined as shown on the below maps. In slide 7 AirDNA regions are similar to STR MN regions with additional granularity.

