



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 August 2012 (YTD)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	Year	% Chg	Year	% Chg	Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	63.0	2.9	105.74	4.3	66.63	7.3	na	0.4	na	3.3	na	7.7
Pacific	69.5	3.5	126.28	5.9	87.80	9.7	na	0.1	na	3.7	na	9.8
Statewide	60.6	1.8	94.54	4.3	57.26	6.2	15,135,971	0.7	9,166,875	2.5	866,668,929	6.9
Eastern	49.6	-8.9	69.81	3.6	34.63	-5.7	1,136,754	4.5	563,916	-4.8	39,366,682	-1.4
Central	52.9	4.4	105.41	4.2	55.75	8.8	1,251,600	-0.2	662,036	4.2	69,782,608	8.6
Southern	54.7	0.0	78.51	2.6	42.96	2.6	2,022,767	0.0	1,106,864	0.0	86,895,070	2.5
Willamette Valley	58.2	1.7	84.29	2.4	49.08	4.2	2,396,184	2.1	1,395,138	3.9	117,602,302	6.4
Mt Hood/Gorge	57.9	-3.4	86.13	5.6	49.86	2.0	488,475	0.4	282,745	-3.0	24,354,080	2.4
Portland Metro	71.1	4.2	102.40	5.7	72.85	10.2	5,241,673	0.2	3,729,318	4.5	381,871,632	10.4
Coast	55.3	2.3	102.49	2.0	56.71	4.4	2,625,734	-0.4	1,452,890	1.9	148,905,347	4.0

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 August 2012 (month)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	Year	% Chg	Year	% Chg	Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	67.8	2.8	107.00	4.3	72.55	7.2	na	0.6	na	3.4	na	7.8
Pacific	78.3	4.2	133.92	6.2	104.90	10.7	na	0.3	na	4.5	na	11.0
Statewide	77.8	6.0	105.29	5.5	81.91	11.8	1,936,415	0.7	1,506,478	6.7	158,617,913	12.5
Eastern	65.4	-2.9	73.42	2.2	48.01	-0.7	145,018	4.5	94,834	1.5	6,962,735	3.8
Central	76.0	8.5	125.20	6.7	95.21	15.8	159,805	0.0	121,526	8.6	15,214,538	15.9
Southern	74.0	4.5	86.52	2.3	64.06	6.9	260,679	0.1	193,014	4.6	16,699,741	7.0
Willamette Valley	70.7	7.7	87.36	2.8	61.74	10.8	306,931	1.6	216,919	9.4	18,951,011	12.5
Mt Hood/Gorge	76.6	3.3	98.85	6.5	75.73	10.0	63,147	1.7	48,377	5.1	4,781,906	11.9
Portland Metro	86.2	7.9	111.87	8.5	96.41	17.1	669,414	0.3	576,928	8.2	64,538,161	17.4
Coast	77.3	4.8	122.96	2.6	95.06	7.5	334,893	-0.3	258,911	4.4	31,835,123	7.1

Source: Smith Travel Research