



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 July 2013 (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	63.2	1.5	109.95	4.0	69.46	5.6	na	0.8	na	2.3	na	6.5
Pacific	69.9	2.5	132.49	5.8	92.62	8.4	na	0.2	na	2.7	na	8.6
Statewide	60.8	4.8	96.67	4.6	58.81	9.6	13,206,606	0.3	8,035,221	5.1	776,730,897	9.9
Eastern	50.6	6.2	70.06	1.4	35.47	7.6	991,736	0.0	502,145	6.2	35,181,490	7.6
Central	55.0	11.0	106.61	5.6	58.62	17.2	1,094,556	0.3	601,789	11.3	64,159,014	17.5
Southern	55.7	6.8	78.57	2.3	43.73	9.2	1,751,759	0.0	975,080	6.8	76,607,616	9.2
Willamette Valley	58.9	4.5	85.11	2.0	50.11	6.6	2,098,707	0.5	1,235,597	5.0	105,165,353	7.1
Mt Hood/Gorge	56.7	3.2	85.97	2.0	48.74	5.3	420,184	1.6	238,245	4.8	20,481,271	6.9
Portland Metro	71.7	4.1	107.83	7.0	77.32	11.3	4,562,761	0.0	3,271,626	4.1	352,773,914	11.3
Coast	53.4	2.9	100.71	2.7	53.78	5.7	2,310,647	0.8	1,233,976	3.7	124,269,258	6.5

Source: Smith Travel Research

OREGON LODGING STATISTICS
 July 2013 (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	71.1	1.7	112.18	4.1	79.73	5.8	na	0.8	na	2.5	na	6.7
Pacific	80.4	2.7	143.18	5.7	115.07	8.6	na	0.3	na	3.0	na	8.9
Statewide	79.4	5.9	110.09	5.1	87.45	11.3	1,934,555	0.2	1,536,583	6.1	169,167,565	11.5
Eastern	71.4	10.0	75.39	3.0	53.84	13.3	145,018	0.0	103,560	10.0	7,807,737	13.3
Central	78.5	4.0	135.52	6.1	106.39	10.4	160,053	0.2	125,647	4.2	17,028,273	10.5
Southern	79.4	8.8	87.73	2.2	69.65	11.1	259,160	0.0	205,747	8.7	18,050,347	11.1
Willamette Valley	73.6	7.5	91.60	3.2	67.43	11.0	306,776	-0.1	225,821	7.5	20,684,529	10.9
Mt Hood/Gorge	79.4	1.3	103.12	4.0	81.84	5.4	61,442	0.0	48,763	1.3	5,028,635	5.4
Portland Metro	85.9	3.5	121.31	8.1	104.24	11.9	667,709	0.1	573,759	3.6	69,603,057	11.9
Coast	76.1	8.1	121.91	3.2	92.83	11.5	337,869	0.8	257,256	8.9	31,363,146	12.4

Source: Smith Travel Research