



Oregon Tourism Commission
 dba Travel Oregon
 670 SE Hawthorne Avenue, Suite 240
 Salem, Oregon 97301
 503-378-8850

OREGON LODGING STATISTICS
 September 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	2.6	105.94	4.2	66.79	6.9	na	0.4	na	3.0	na	7.3
Pacific	69.7	3.4	126.35	5.9	88.11	9.5	na	0.2	na	3.5	na	9.7
Statewide	61.5	1.9	95.07	4.3	58.45	6.3	17,012,531	0.7	10,458,786	2.6	994,343,406	7.0
Eastern	50.8	-8.2	71.05	3.4	36.12	-5.1	1,277,094	4.0	649,285	-4.5	46,131,928	-1.3
Central	54.3	4.3	105.26	4.0	57.20	8.5	1,406,250	-0.1	764,119	4.2	80,434,867	8.3
Southern	55.8	0.0	78.92	2.5	44.01	2.5	2,275,037	0.0	1,268,668	0.0	100,127,006	2.5
Willamette Valley	58.9	1.7	84.96	2.7	50.07	4.5	2,693,214	2.1	1,587,259	3.9	134,851,311	6.6
Mt Hood/Gorge	59.2	-3.1	87.18	5.5	51.60	2.2	549,585	0.6	325,285	-2.6	28,357,934	2.8
Portland Metro	71.6	4.3	102.91	5.8	73.71	10.4	5,889,493	0.3	4,218,620	4.6	434,133,041	10.7
Coast	56.7	2.2	103.12	1.9	58.50	4.2	2,952,434	-0.2	1,674,913	2.0	172,710,857	4.0

Source: Smith Travel Research

OREGON LODGING STATISTICS
 September 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	63.4	0.4	107.29	3.4	67.97	3.8	na	0.6	na	1.0	na	4.5
Pacific	71.4	2.4	126.45	5.2	90.29	7.8	na	0.3	na	2.8	na	8.1
Statewide	68.9	2.7	98.70	4.0	67.96	6.8	1,876,560	0.5	1,292,114	3.3	127,527,848	7.4
Eastern	61.1	-2.1	79.10	1.9	48.29	-0.2	140,340	0.0	85,682	-2.1	6,777,058	-0.2
Central	66.0	3.8	104.35	2.4	68.88	6.3	154,650	0.0	102,083	3.9	10,652,259	6.3
Southern	64.2	0.5	81.90	2.1	52.56	2.6	252,270	0.1	161,875	0.6	13,258,177	2.7
Willamette Valley	64.7	2.0	89.77	4.4	58.07	6.4	297,030	1.6	192,125	3.6	17,247,955	8.1
Mt Hood/Gorge	69.3	-1.5	94.07	4.2	65.21	2.6	61,110	1.7	42,361	0.2	3,984,898	4.4
Portland Metro	75.5	5.3	106.47	6.1	80.42	11.8	647,820	0.3	489,296	5.6	52,096,737	12.1
Coast	68.0	1.7	107.22	1.3	72.87	3.1	326,700	0.8	222,023	2.5	23,805,510	3.9

Source: Smith Travel Research