



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS

April 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	58.0	3.1	104.13	4.2	60.41	7.5	na	0.3	na	3.4	na	7.8
Pacific	63.6	3.2	121.44	5.4	77.23	8.8	na	0.0	na	3.3	na	8.8
Statewide	49.8	0.2	86.01	3.7	42.82	3.9	7,453,489	0.6	3,710,363	0.8	319,139,825	4.5
Eastern	37.3	-11.4	65.63	4.1	24.49	-7.8	561,360	4.5	209,468	-7.4	13,747,389	-3.6
Central	37.8	2.3	86.16	2.7	32.54	5.1	617,962	-0.3	233,361	2.0	20,106,589	4.8
Southern	41.2	-4.4	70.34	2.3	29.00	-2.2	1,000,807	-0.2	412,626	-4.6	29,022,189	-2.3
Willamette Valley	49.4	-1.8	76.44	-1.1	37.77	-2.9	1,178,331	2.3	582,203	0.5	44,505,273	-0.7
Mt Hood/Gorge	44.8	-9.7	75.50	4.2	33.84	-6.0	240,120	0.0	107,618	-9.8	8,125,488	-6.0
Portland Metro	62.5	4.3	95.80	5.4	59.87	10.0	2,582,309	0.1	1,613,921	4.5	154,612,795	10.1
Coast	43.6	0.3	88.50	1.6	38.60	1.9	1,296,720	-0.4	565,555	0.0	50,053,308	1.5

Source: Smith Travel Research

OREGON LODGING STATISTICS

April 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	61.8	1.4	105.71	5.0	65.34	6.4	na	0.4	na	1.7	na	6.8
Pacific	66.5	2.5	121.14	6.2	80.61	8.8	na	0.1	na	2.6	na	9.0
Statewide	55.9	0.0	88.74	4.6	49.64	4.6	1,865,700	0.8	1,043,672	0.8	92,610,877	5.5
Eastern	44.8	-13.8	66.76	4.1	29.89	-10.2	140,340	4.5	62,833	-9.9	4,194,813	-6.2
Central	44.7	6.2	86.79	1.2	38.80	7.5	154,440	-0.1	69,049	6.1	5,992,666	7.4
Southern	48.7	-4.7	72.45	2.1	35.31	-2.6	250,170	0.0	121,916	-4.7	8,833,057	-2.7
Willamette Valley	54.3	-5.3	79.35	-1.2	43.10	-6.4	297,030	3.2	161,335	-2.3	12,801,850	-3.4
Mt Hood/Gorge	50.5	-8.1	75.09	0.7	37.94	-7.4	60,030	0.0	30,331	-8.1	2,277,404	-7.5
Portland Metro	68.4	5.7	99.83	7.7	68.25	13.8	645,540	0.2	441,336	6.0	44,056,391	14.1
Coast	49.5	-0.5	91.64	1.5	45.41	-0.3	324,180	-0.3	160,628	-0.9	14,720,103	0.6

Source: Smith Travel Research