



Oregon Tourism Commission
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OREGON LODGING STATISTICS
 August 2011 (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	61.4	4.5	101.16	3.5	62.15	8.1	na	0.7	na	5.2	na	8.9
Pacific	67.3	4.8	119.16	5.4	80.15	10.5	na	0.2	na	5.1	na	10.8
Statewide	59.6	2.9	90.49	2.8	53.96	5.8	15,047,818	0.2	8,972,158	3.2	811,924,156	6.0
Eastern	54.5	6.7	67.12	1.1	36.58	7.9	1,087,668	-0.1	592,769	6.7	39,786,231	7.9
Central	51.1	2.9	100.63	2.5	51.39	5.4	1,257,768	-0.1	642,379	2.8	64,642,479	5.4
Southern	55.1	2.3	76.09	0.2	41.92	2.5	2,070,284	-0.8	1,140,716	1.5	86,795,048	1.7
Willamette Valley	57.4	1.4	82.27	3.4	47.20	4.9	2,345,961	2.2	1,345,852	3.6	110,720,682	7.2
Mt Hood/Gorge	59.0	1.0	82.58	4.1	48.69	5.2	486,486	0.1	286,798	1.1	23,684,811	5.3
Portland Metro	68.3	5.2	96.86	4.8	66.16	10.3	5,226,434	0.0	3,569,709	5.2	345,764,280	10.3
Coast	54.5	-1.2	99.82	-0.1	54.36	-1.3	2,636,670	-0.1	1,435,853	-1.3	143,323,562	-1.4

Source: Smith Travel Research

OREGON LODGING STATISTICS
 August 2011 (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	66.2	3.7	102.20	3.4	67.64	7.2	na	0.7	na	4.4	na	7.9
Pacific	75.2	3.3	125.96	5.0	94.78	8.4	na	0.1	na	3.4	na	8.6
Statewide	73.5	-0.7	99.65	2.9	73.27	2.1	1,925,379	0.4	1,415,728	-0.4	141,077,058	2.5
Eastern	67.1	0.2	72.04	4.3	48.30	4.5	138,756	-0.1	93,039	0.2	6,702,191	4.4
Central	70.1	-3.5	116.76	3.1	81.83	-0.5	160,456	-0.1	112,449	-3.5	13,129,855	-0.5
Southern	71.1	-2.3	84.17	2.0	59.84	-0.4	266,817	-0.9	189,687	-3.2	15,966,461	-1.3
Willamette Valley	65.7	-2.9	84.96	1.8	55.85	-1.1	302,157	3.2	198,638	0.2	16,876,747	2.0
Mt Hood/Gorge	73.5	-3.4	94.64	5.6	69.52	2.0	62,062	0.0	45,587	-3.3	4,314,262	2.1
Portland Metro	80.0	2.0	103.23	4.9	82.54	7.0	667,213	0.0	533,497	2.0	55,072,597	7.0
Coast	74.1	-1.7	118.35	-0.1	87.74	-1.8	336,319	0.0	249,327	-1.7	29,508,023	-1.8

Source: Smith Travel Research