



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 December 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	60.1	4.4	101.64	3.7	61.06	8.2	na	0.6	na	5.0	na	8.8
Pacific	65.7	4.5	119.10	5.5	78.21	10.3	na	0.1	na	4.6	na	10.4
Statewide	57.4	1.9	90.07	3.2	51.71	5.2	22,612,516	0.2	12,983,115	2.1	1,169,343,509	5.4
Eastern	51.8	2.1	67.77	1.9	35.08	4.1	1,658,384	1.4	858,401	3.6	58,170,221	5.6
Central	48.6	1.7	98.65	3.5	47.97	5.3	1,882,109	-0.2	915,221	1.5	90,290,286	5.0
Southern	53.1	1.0	75.48	1.0	40.11	2.1	3,075,657	-1.1	1,634,476	-0.1	123,368,851	1.0
Willamette Valley	55.3	0.3	82.43	3.2	45.55	3.6	3,535,095	2.0	1,953,399	2.3	161,009,962	5.6
Mt Hood/Gorge	56.3	-0.9	82.34	4.0	46.33	3.1	730,730	0.1	411,221	-0.8	33,858,232	3.1
Portland Metro	66.4	4.5	96.80	4.7	64.26	9.4	7,852,056	0.0	5,213,065	4.5	504,602,996	9.4
Coast	51.8	-1.1	98.37	0.7	50.99	-0.4	3,953,346	-0.2	2,049,155	-1.4	201,567,209	-0.6

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 December 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	47.6	4.1	99.67	3.4	47.48	7.6	na	0.5	na	4.6	na	8.1
Pacific	54.2	3.9	116.38	5.0	63.08	9.1	na	0.1	na	4.0	na	9.2
Statewide	40.6	0.4	81.54	3.0	33.12	3.4	1,923,457	0.4	781,338	0.8	63,708,051	3.8
Eastern	30.1	-10.4	63.91	5.6	19.21	-5.4	145,018	4.5	43,590	-6.4	2,786,002	-1.1
Central	33.3	-0.6	92.81	3.9	30.86	3.3	159,650	0.0	53,085	-0.6	4,926,953	3.4
Southern	36.4	-1.5	66.95	2.1	24.40	0.6	258,664	-0.8	94,265	-2.3	6,311,197	-0.2
Willamette Valley	38.5	-4.8	72.97	0.6	28.13	-4.3	302,157	1.6	116,460	-3.3	8,498,509	-2.8
Mt Hood/Gorge	36.8	-12.0	78.94	3.6	29.05	-8.8	62,062	0.0	22,835	-12.0	1,802,591	-8.8
Portland Metro	51.9	5.6	88.04	3.1	45.67	8.8	667,151	0.0	346,101	5.6	30,471,949	8.8
Coast	32.2	-0.1	84.31	1.8	27.13	1.7	334,986	-0.4	107,782	-0.5	9,087,146	1.3

Source: Smith Travel Research