



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 February 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	53.2	3.7	102.03	4.0	54.26	7.9	na	0.3	na	4.1	na	8.2
Pacific	60.0	3.2	121.49	4.8	72.88	8.1	na	0.0	na	3.2	na	8.2
Statewide	44.4	-0.5	83.49	2.1	37.05	1.5	3,662,596	0.5	1,625,552	-0.1	135,713,646	2.0
Eastern	31.3	-10.2	63.65	3.6	19.93	-6.9	276,002	4.5	86,415	-6.1	5,500,321	-2.7
Central	33.2	1.7	84.77	2.2	28.15	3.9	304,027	-0.4	100,951	1.2	8,557,786	3.4
Southern	35.6	-3.9	68.29	2.7	24.32	-1.3	492,128	-0.3	175,232	-4.2	11,966,868	-1.6
Willamette Valley	44.9	-2.0	74.84	-1.9	33.62	-3.8	577,005	1.9	259,199	-0.2	19,397,993	-2.0
Mt Hood/Gorge	39.9	-9.5	74.62	3.3	29.81	-6.5	118,059	0.0	47,155	-9.5	3,518,871	-6.5
Portland Metro	56.7	2.5	92.53	3.0	52.45	5.5	1,269,680	0.0	719,746	2.5	66,600,268	5.5
Coast	37.7	-1.2	85.02	0.4	32.08	-0.8	637,554	-0.4	240,562	-1.6	20,452,857	-1.2

Source: Smith Travel Research

OREGON LODGING STATISTICS
 February 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	57.4	3.5	103.19	4.0	59.22	7.7	na	0.3	na	3.8	na	8.0
Pacific	63.8	2.8	123.07	4.5	78.48	7.4	na	0.1	na	2.9	na	7.4
Statewide	48.6	-2.0	84.76	1.5	41.21	-0.5	1,739,108	0.5	845,534	-1.5	71,669,149	0.0
Eastern	33.8	-9.4	64.60	3.3	21.84	-6.5	130,984	4.5	44,284	-5.4	2,860,768	-2.3
Central	37.2	2.8	86.16	2.9	32.05	5.7	144,284	-0.4	53,678	2.3	4,624,989	5.3
Southern	39.1	-3.9	69.26	3.0	27.07	-1.0	233,464	-0.4	91,254	-4.2	6,320,483	-1.3
Willamette Valley	49.2	-3.7	75.97	-1.6	37.39	-5.2	274,848	2.3	135,272	-1.5	10,276,003	-3.1
Mt Hood/Gorge	42.5	-10.5	76.06	3.2	32.35	-7.6	56,028	0.0	23,831	-10.5	1,812,499	-7.6
Portland Metro	60.9	-1.1	93.32	1.6	56.81	0.5	602,560	0.0	366,806	-1.1	34,230,242	0.5
Coast	43.3	-0.4	88.67	1.6	38.38	1.1	302,568	-0.4	130,970	-0.8	11,612,573	0.7

Source: Smith Travel Research