



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

**OREGON LODGING STATISTICS**  
 January 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	47.7	5.8	96.64	2.8	46.10	8.7	na	1.1	na	7.0	na	10.0
Pacific	54.9	8.0	113.57	4.5	62.40	12.9	na	0.7	na	8.8	na	13.7
Statewide	40.4	8.0	79.14	2.1	31.99	10.3	1,916,761	0.1	774,764	8.1	61,316,179	10.3
Eastern	32.7	14.4	58.87	-3.1	19.22	10.9	140,182	-0.1	45,774	14.3	2,694,900	10.8
Central	30.1	10.1	82.51	6.2	24.84	16.9	162,657	0.0	48,965	10.1	4,040,119	16.9
Southern	33.8	10.9	64.73	-2.7	21.86	7.9	266,910	0.0	90,143	10.9	5,834,559	7.9
Willamette Valley	41.9	5.5	74.30	2.6	31.11	8.2	291,958	0.0	122,251	5.4	9,083,151	8.1
Mt Hood/Gorge	39.8	14.1	70.89	0.2	28.23	14.4	62,062	0.1	24,710	14.3	1,751,770	14.5
Portland Metro	49.9	8.3	87.46	4.0	43.68	12.6	667,988	0.1	333,632	8.4	29,179,754	12.8
Coast	34.0	3.7	79.12	-0.3	26.92	3.5	335,761	0.1	114,232	3.9	9,037,613	3.6

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 January 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	47.7	5.8	96.64	2.8	46.10	8.7	na	1.1	na	7.0	na	10.0
Pacific	54.9	8.0	113.57	4.5	62.40	12.9	na	0.7	na	8.8	na	13.7
Statewide	40.4	8.0	79.14	2.1	31.99	10.3	1,916,761	0.1	774,764	8.1	61,316,179	10.3
Eastern	32.7	14.4	58.87	-3.1	19.22	10.9	140,182	-0.1	45,774	14.3	2,694,900	10.8
Central	30.1	10.1	82.51	6.2	24.84	16.9	162,657	0.0	48,965	10.1	4,040,119	16.9
Southern	33.8	10.9	64.73	-2.7	21.86	7.9	266,910	0.0	90,143	10.9	5,834,559	7.9
Willamette Valley	41.9	5.5	74.30	2.6	31.11	8.2	291,958	0.0	122,251	5.4	9,083,151	8.1
Mt Hood/Gorge	39.8	14.1	70.89	0.2	28.23	14.4	62,062	0.1	24,710	14.3	1,751,770	14.5
Portland Metro	49.9	8.3	87.46	4.0	43.68	12.6	667,988	0.1	333,632	8.4	29,179,754	12.8
Coast	34.0	3.7	79.12	-0.3	26.92	3.5	335,761	0.1	114,232	3.9	9,037,613	3.6

Source: Smith Travel Research