



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 January 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	49.4	4.1	100.74	3.9	49.78	8.1	na	0.3	na	4.4	na	8.5
Pacific	56.6	3.6	119.84	5.2	67.82	8.9	na	-0.0	na	3.5	na	8.9
Statewide	40.5	1.2	82.09	2.7	33.26	3.9	1,923,519	0.4	779,456	1.6	63,981,977	4.3
Eastern	29.1	-10.9	62.64	3.8	18.20	-7.4	145,018	4.5	42,142	-6.8	2,639,795	-3.3
Central	29.6	0.4	83.19	1.4	24.62	1.8	159,743	-0.4	47,273	0.0	3,932,797	1.4
Southern	32.5	-3.9	67.19	2.3	21.83	-1.7	258,664	-0.3	84,038	-4.1	5,646,385	-2.0
Willamette Valley	41.0	-0.2	73.60	-2.1	30.19	-2.3	302,157	1.6	123,926	1.4	9,121,318	-0.8
Mt Hood/Gorge	36.3	-8.7	73.27	3.2	26.57	-5.8	62,031	0.0	22,492	-8.8	1,647,995	-5.8
Portland Metro	52.9	6.5	91.67	4.6	48.51	11.4	667,151	0.0	353,025	6.5	32,362,021	11.4
Coast	32.7	-2.1	80.67	-1.2	26.39	-3.2	334,986	-0.4	109,576	-2.5	8,839,526	-3.6

Source: Smith Travel Research

OREGON LODGING STATISTICS
 January 2012 (month)

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