



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 June 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	59.2	5.0	100.54	3.3	59.49	8.5	na	0.8	na	5.8	na	9.4
Pacific	64.2	5.3	116.05	5.2	74.49	10.8	na	0.3	na	5.7	na	11.2
<b>Statewide</b>	<b>54.6</b>	<b>4.3</b>	<b>86.05</b>	<b>2.8</b>	<b>46.96</b>	<b>7.2</b>	<b>11,191,811</b>	<b>0.2</b>	<b>6,107,087</b>	<b>4.5</b>	<b>525,515,880</b>	<b>7.4</b>
Eastern	49.7	9.8	64.60	0.4	32.14	10.2	818,482	0.3	407,164	10.1	26,304,066	10.5
Central	43.9	5.1	90.35	4.1	39.70	9.3	937,399	0.0	411,896	5.1	37,213,701	9.3
Southern	48.8	3.5	72.14	-0.1	35.23	3.4	1,556,198	-0.7	759,982	2.8	54,822,389	2.7
Willamette Valley	54.0	3.6	80.70	4.4	43.58	8.2	1,736,579	1.9	937,655	5.6	75,672,791	10.2
Mt Hood/Gorge	53.4	2.4	76.64	3.6	40.94	6.0	362,362	0.1	193,567	2.5	14,835,579	6.1
Portland Metro	64.0	6.0	93.68	4.2	59.96	10.4	3,892,008	0.0	2,490,914	6.0	233,352,509	10.4
Coast	48.1	-0.5	90.93	0.1	43.78	-0.5	1,954,982	-0.1	941,123	-0.6	85,580,751	-0.5

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 June 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	67.6	4.2	101.95	3.5	68.90	7.8	na	0.8	na	4.9	na	8.6
Pacific	72.2	4.1	118.95	4.1	85.93	8.3	na	0.2	na	4.3	na	8.5
<b>Statewide</b>	<b>69.0</b>	<b>2.8</b>	<b>94.00</b>	<b>4.8</b>	<b>64.89</b>	<b>7.8</b>	<b>1,862,430</b>	<b>0.4</b>	<b>1,285,615</b>	<b>3.2</b>	<b>120,853,839</b>	<b>8.2</b>
Eastern	69.9	9.6	69.66	0.5	48.71	10.1	135,660	-0.1	94,861	9.5	6,608,201	10.0
Central	60.6	1.5	105.49	5.2	63.89	6.9	155,370	0.0	94,101	1.5	9,927,112	6.9
Southern	66.0	-2.8	80.76	0.9	53.29	-1.8	261,450	-0.9	172,519	-3.6	13,933,415	-2.7
Willamette Valley	65.8	-0.1	90.12	5.3	59.33	5.2	291,570	3.2	191,932	3.1	17,297,650	8.5
Mt Hood/Gorge	69.7	0.4	87.07	6.6	60.72	7.0	60,060	0.1	41,880	0.5	3,646,652	7.1
Portland Metro	76.6	7.1	99.42	7.2	76.20	14.8	645,690	0.0	494,870	7.1	49,201,968	14.8
Coast	62.7	-0.8	102.19	2.7	64.13	1.8	324,000	0.0	203,306	-0.8	20,776,515	1.8

Source: Smith Travel Research