



Oregon Tourism Commission
 dba Travel Oregon
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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
Statewide	54.6	4.3	86.05	2.8	46.96	7.2	11,191,811	0.2	6,107,087	4.5	525,515,880	7.4
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
Statewide	69.0	2.8	94.00	4.8	64.89	7.8	1,862,430	0.4	1,285,615	3.2	120,853,839	8.2
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