



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 June 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	61.0	3.4	105.13	4.4	64.12	8.0	na	0.3	na	3.7	na	8.3
Pacific	66.5	3.9	122.90	5.9	81.72	9.9	na	0.1	na	4.0	na	10.1
Statewide	55.1	1.3	89.56	3.9	49.34	5.3	11,255,203	0.6	6,201,326	1.9	555,383,914	5.9
Eastern	44.4	-10.8	68.09	4.4	30.20	-6.9	846,718	4.5	375,520	-6.7	25,569,588	-2.7
Central	45.1	4.5	93.23	3.3	42.01	8.0	931,990	-0.2	420,008	4.3	39,155,553	7.8
Southern	48.2	-0.9	74.35	2.5	35.85	1.7	1,518,738	-0.1	732,280	-0.9	54,444,895	1.6
Willamette Valley	54.3	0.6	82.34	1.9	44.70	2.6	1,782,322	2.3	967,516	3.0	79,667,797	5.0
Mt Hood/Gorge	51.0	-6.4	79.60	4.6	40.64	-2.0	362,181	0.0	184,890	-6.4	14,717,346	-2.1
Portland Metro	66.5	4.0	98.32	4.9	65.39	9.1	3,894,847	0.1	2,590,427	4.1	254,682,840	9.2
Coast	48.9	2.3	93.11	1.9	45.51	4.3	1,955,886	-0.4	956,080	1.9	89,019,206	3.9

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 June 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	70.3	4.3	107.46	5.0	75.49	9.5	na	0.5	na	4.7	na	10.0
Pacific	76.4	5.9	128.94	8.0	98.48	14.4	na	0.3	na	6.2	na	14.7
Statewide	71.5	3.9	97.99	4.5	70.08	8.6	1,870,500	0.5	1,337,614	4.4	131,078,947	9.1
Eastern	63.2	-9.2	73.20	5.0	46.25	-4.6	140,340	4.5	88,677	-5.1	6,491,248	-0.3
Central	66.2	12.0	108.23	3.8	71.65	16.2	154,440	-0.1	102,244	11.8	11,065,576	16.1
Southern	69.9	6.1	82.38	1.6	57.61	7.7	255,540	0.1	178,716	6.1	14,722,711	7.8
Willamette Valley	71.2	7.3	97.61	9.2	69.49	17.2	297,060	1.6	211,479	9.0	20,643,115	19.1
Mt Hood/Gorge	70.8	0.4	89.27	4.1	63.21	4.5	60,030	0.0	42,506	0.4	3,794,382	4.5
Portland Metro	78.8	2.9	103.99	4.5	81.91	7.5	645,540	0.0	508,514	2.9	52,879,176	7.5
Coast	65.2	4.1	103.82	2.1	67.64	6.3	324,180	-0.3	211,214	3.8	21,928,692	5.9

Source: Smith Travel Research