



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

**OREGON LODGING STATISTICS**  
 May 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	59.1	3.2	104.52	4.2	61.80	7.5	na	0.3	na	3.5	na	7.9
Pacific	64.5	3.4	121.43	5.3	78.36	8.9	na	0.1	na	3.5	na	8.9
<b>Statewide</b>	<b>51.8</b>	<b>0.6</b>	<b>87.25</b>	<b>3.6</b>	<b>45.23</b>	<b>4.3</b>	<b>9,384,703</b>	<b>0.6</b>	<b>4,865,535</b>	<b>1.3</b>	<b>424,498,767</b>	<b>5.0</b>
Eastern	40.6	-11.2	66.51	4.1	27.01	-7.6	706,378	4.5	286,851	-7.2	19,078,316	-3.4
Central	40.9	2.3	88.40	2.7	36.13	5.1	777,550	-0.2	317,764	2.1	28,089,977	4.8
Southern	44.0	-3.0	71.85	2.6	31.60	-0.5	1,263,198	-0.1	555,553	-3.1	39,914,346	-0.6
Willamette Valley	50.9	-1.1	78.07	-0.6	39.74	-1.7	1,485,262	2.5	756,022	1.4	59,021,576	0.8
Mt Hood/Gorge	47.1	-8.2	76.75	4.5	36.16	-4.1	302,151	0.0	142,379	-8.3	10,927,127	-4.1
Portland Metro	64.1	4.2	96.94	5.1	62.10	9.5	3,249,429	0.1	2,081,772	4.3	201,804,269	9.6
Coast	45.6	1.8	90.07	1.8	41.12	3.6	1,631,706	-0.4	744,866	1.4	67,090,514	3.3

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 May 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	63.5	3.6	105.81	3.9	67.17	7.7	na	0.4	na	4.0	na	8.1
Pacific	68.1	4.1	121.43	4.9	82.75	9.2	na	0.2	na	4.3	na	9.4
<b>Statewide</b>	<b>59.9</b>	<b>2.2</b>	<b>91.18</b>	<b>3.3</b>	<b>54.57</b>	<b>5.6</b>	<b>1,930,680</b>	<b>0.7</b>	<b>1,155,549</b>	<b>3.0</b>	<b>105,361,722</b>	<b>6.4</b>
Eastern	53.5	-10.4	68.82	3.9	36.82	-6.9	145,018	4.5	77,597	-6.4	5,340,149	-2.7
Central	52.9	2.4	94.57	2.4	50.02	4.9	159,588	-0.1	84,421	2.3	7,983,388	4.8
Southern	54.6	1.5	76.18	2.9	41.60	4.5	261,857	0.1	142,983	1.6	10,892,139	4.5
Willamette Valley	56.6	1.5	83.47	0.9	47.28	2.4	306,931	3.2	173,868	4.7	14,512,779	5.6
Mt Hood/Gorge	56.0	-3.1	80.60	5.2	45.17	1.9	62,031	0.0	34,761	-3.2	2,801,639	1.9
Portland Metro	70.1	3.9	100.85	4.0	70.73	8.1	667,120	0.0	467,898	3.9	47,188,574	8.1
Coast	53.5	6.7	95.01	2.2	50.86	9.0	334,986	-0.3	179,311	6.3	17,037,206	8.7

Source: Smith Travel Research