



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 November 2010 (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	58.7	5.7	98.22	-0.2	57.61	5.4	na	2.0	na	7.8	na	7.6
Pacific	64.0	6.2	112.68	-0.5	72.09	5.7	na	1.4	na	7.7	na	7.1
Statewide	57.8	5.5	86.18	-0.4	49.80	5.0	20,680,493	1.1	11,949,582	6.6	1,029,865,216	6.2
Eastern	51.1	2.4	66.96	1.3	34.23	3.7	1,511,501	0.0	772,690	2.4	51,737,789	3.7
Central	49.3	6.0	94.90	1.9	46.77	8.0	1,749,768	1.0	862,413	7.0	81,841,391	9.0
Southern	53.6	5.6	73.49	-0.3	39.40	5.2	2,905,371	0.8	1,557,708	6.4	114,474,094	6.1
Willamette Valley	56.7	4.3	79.65	0.5	45.16	4.9	3,146,155	1.5	1,784,117	5.9	142,096,024	6.5
Mt Hood/Gorge	58.2	2.0	79.50	-0.1	46.23	1.9	668,183	1.1	388,570	3.1	30,892,408	3.0
Portland Metro	65.2	7.1	92.81	-1.6	60.52	5.4	7,194,625	2.3	4,691,017	9.5	435,395,209	7.8
Coast	54.2	4.2	90.62	-0.8	49.08	3.3	3,620,402	-0.6	1,960,705	3.5	177,683,843	2.7

Source: Smith Travel Research

OREGON LODGING STATISTICS
 November 2010 (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	53.3	9.0	96.70	2.5	51.54	11.8	na	1.4	na	10.5	na	13.3
Pacific	57.6	9.0	108.97	2.1	62.79	11.2	na	0.9	na	10.0	na	12.3
Statewide	48.9	8.9	81.69	-0.2	39.93	8.7	1,854,300	-0.1	906,342	8.8	74,043,016	8.6
Eastern	42.9	14.5	61.54	0.7	26.39	15.4	135,720	0.0	58,200	14.5	3,581,390	15.3
Central	35.9	12.3	79.08	3.8	28.38	16.6	156,510	0.6	56,168	12.9	4,441,538	17.2
Southern	44.5	12.4	66.64	-1.0	29.67	11.3	258,300	0.0	114,975	12.4	7,662,508	11.3
Willamette Valley	50.9	12.8	80.06	3.9	40.73	17.3	282,540	0.0	143,742	12.8	11,507,851	17.3
Mt Hood/Gorge	46.5	7.9	70.66	0.1	32.83	8.0	60,060	0.1	27,903	8.0	1,971,514	8.2
Portland Metro	59.3	5.3	91.21	-1.8	54.09	3.3	646,320	0.1	383,256	5.4	34,958,054	3.5
Coast	39.1	8.8	80.44	2.5	31.49	11.6	325,260	-1.1	127,334	7.6	10,242,360	10.3

Source: Smith Travel Research