



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 November 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	61.2	4.4	101.76	3.7	62.32	8.2	na	0.6	na	5.1	na	8.9
Pacific	66.7	4.6	119.28	5.5	79.61	10.3	na	0.1	na	4.7	na	10.5
<b>Statewide</b>	<b>59.0</b>	<b>2.0</b>	<b>90.60</b>	<b>3.2</b>	<b>53.44</b>	<b>5.3</b>	<b>20,689,547</b>	<b>0.2</b>	<b>12,203,389</b>	<b>2.2</b>	<b>1,105,606,321</b>	<b>5.5</b>
Eastern	53.8	3.0	67.97	1.7	36.60	4.7	1,513,366	1.2	814,832	4.2	55,384,755	5.9
Central	50.2	2.0	98.78	3.4	49.54	5.5	1,722,459	-0.3	863,895	1.7	85,337,622	5.2
Southern	54.5	1.0	75.89	1.0	41.40	2.0	2,836,365	-1.1	1,547,204	-0.1	117,411,657	0.8
Willamette Valley	56.8	0.7	83.02	3.3	47.17	4.0	3,232,938	2.0	1,836,939	2.7	152,511,453	6.1
Mt Hood/Gorge	58.1	-0.2	82.54	4.0	47.94	3.8	668,668	0.1	388,386	-0.1	32,055,641	3.9
Portland Metro	67.7	4.4	97.42	4.8	65.99	9.4	7,184,905	0.0	4,866,964	4.4	474,131,047	9.4
Coast	53.7	-1.2	99.15	0.7	53.19	-0.5	3,618,360	-0.2	1,941,272	-1.4	192,475,083	-0.7

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 November 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	55.7	4.7	100.85	4.3	56.17	9.2	na	0.6	na	5.3	na	9.9
Pacific	59.7	3.9	116.07	6.2	69.28	10.4	na	0.0	na	3.9	na	10.4
<b>Statewide</b>	<b>48.2</b>	<b>-0.8</b>	<b>85.81</b>	<b>3.6</b>	<b>41.38</b>	<b>2.8</b>	<b>1,861,740</b>	<b>0.4</b>	<b>897,841</b>	<b>-0.5</b>	<b>77,044,436</b>	<b>3.2</b>
Eastern	40.4	-8.9	64.47	4.5	26.01	-4.8	140,340	4.5	56,632	-4.9	3,650,932	-0.6
Central	33.8	0.5	84.52	5.0	28.58	5.5	154,590	0.1	52,284	0.5	4,418,943	5.6
Southern	43.0	-3.3	68.95	2.8	29.68	-0.6	252,060	-0.8	108,484	-4.1	7,480,459	-1.4
Willamette Valley	49.1	-2.7	83.25	3.3	40.87	0.5	292,410	1.6	143,556	-1.2	11,951,452	2.0
Mt Hood/Gorge	42.5	71.68	71.68	1.9	30.45	-7.3	60,060	0.0	25,516	-9.1	1,829,014	-7.3
Portland Metro	60.4	2.6	94.81	3.7	57.25	6.4	645,630	0.0	389,842	2.6	36,961,641	6.4
Coast	38.7	-1.7	87.74	1.5	33.94	-0.2	324,180	-0.4	125,414	-2.1	11,003,758	-0.6

Source: Smith Travel Research