



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
Statewide	59.0	2.0	90.60	3.2	53.44	5.3	20,689,547	0.2	12,203,389	2.2	1,105,606,321	5.5
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
Statewide	48.2	-0.8	85.81	3.6	41.38	2.8	1,861,740	0.4	897,841	-0.5	77,044,436	3.2
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