



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 October 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 | 59.2 | 5.4 | 98.22 | -0.5 | 58.13 | 4.9 | na | 2.1 | na | 7.6 | na | 7.1 |
| Pacific | 64.6 | 5.9 | 112.90 | -0.7 | 72.93 | 5.2 | na | 1.4 | na | 7.5 | na | 6.7 |
| Statewide | 58.7 | 5.2 | 86.55 | -0.4 | 50.77 | 4.7 | 18,826,140 | 1.3 | 11,044,246 | 6.5 | 955,852,212 | 6.0 |
| Eastern | 51.9 | 1.6 | 67.40 | 1.4 | 35.01 | 3.0 | 1,375,812 | 0.0 | 714,565 | 1.5 | 48,161,113 | 2.9 |
| Central | 50.7 | 5.7 | 95.97 | 1.8 | 48.63 | 7.6 | 1,593,258 | 1.0 | 807,440 | 6.8 | 77,487,233 | 8.7 |
| Southern | 54.5 | 5.0 | 74.04 | -0.2 | 40.36 | 4.8 | 2,647,071 | 0.9 | 1,442,891 | 6.0 | 106,826,150 | 5.7 |
| Willamette Valley | 57.3 | 3.6 | 79.59 | 0.2 | 45.58 | 3.8 | 2,863,615 | 1.7 | 1,639,972 | 5.3 | 130,526,038 | 5.6 |
| Mt Hood/Gorge | 59.3 | 1.5 | 80.19 | 0.0 | 47.56 | 1.5 | 608,123 | 1.2 | 360,667 | 2.7 | 28,920,894 | 2.7 |
| Portland Metro | 65.8 | 7.2 | 92.95 | -1.6 | 61.15 | 5.5 | 6,548,221 | 2.5 | 4,307,824 | 9.9 | 400,432,158 | 8.1 |
| Coast | 55.6 | 3.9 | 91.33 | -1.0 | 50.81 | 2.8 | 3,295,142 | -0.6 | 1,833,289 | 3.3 | 167,431,969 | 2.3 |

Source: Smith Travel Research

OREGON LODGING STATISTICS
 October 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 | 61.3 | 6.9 | 100.89 | 1.2 | 61.89 | 8.2 | na | 1.4 | na | 8.4 | na | 9.7 |
| Pacific | 65.1 | 5.5 | 114.07 | 0.4 | 74.30 | 5.9 | na | 1.1 | na | 6.7 | na | 7.1 |
| Statewide | 58.0 | 6.5 | 85.38 | 0.3 | 49.52 | 6.9 | 1,921,566 | 0.1 | 1,114,410 | 6.7 | 95,151,581 | 7.0 |
| Eastern | 52.7 | 10.1 | 63.44 | 0.1 | 33.45 | 10.1 | 140,275 | 0.0 | 73,956 | 10.1 | 4,691,570 | 10.1 |
| Central | 50.7 | 10.4 | 83.66 | 1.9 | 42.44 | 12.4 | 161,727 | 0.6 | 82,038 | 11.0 | 6,863,197 | 13.1 |
| Southern | 53.4 | 8.5 | 70.20 | -2.2 | 37.52 | 6.1 | 272,273 | 0.0 | 145,522 | 8.5 | 10,215,113 | 6.1 |
| Willamette Valley | 55.0 | 7.6 | 81.38 | 1.5 | 44.78 | 9.3 | 291,958 | 0.0 | 160,648 | 7.6 | 13,073,885 | 9.2 |
| Mt Hood/Gorge | 57.6 | 2.9 | 78.86 | 1.8 | 45.41 | 4.7 | 62,062 | 0.1 | 35,735 | 3.0 | 2,817,976 | 4.8 |
| Portland Metro | 67.6 | 3.6 | 96.20 | 0.2 | 65.02 | 3.7 | 667,957 | 0.8 | 451,499 | 4.4 | 43,432,552 | 4.6 |
| Coast | 51.0 | 9.4 | 84.31 | 1.8 | 42.99 | 11.4 | 336,102 | -1.1 | 171,373 | 8.2 | 14,448,033 | 10.1 |

Source: Smith Travel Research