



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 October 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 | 61.8 | 4.4 | 101.85 | 3.6 | 62.93 | 8.2 | na | 0.7 | na | 5.1 | na | 8.9 |
| Pacific | 67.4 | 4.6 | 119.49 | 5.4 | 80.57 | 10.3 | na | 0.2 | na | 4.8 | na | 10.5 |
| Statewide | 60.1 | 2.3 | 90.96 | 3.1 | 54.62 | 5.5 | 18,835,647 | 0.2 | 11,311,405 | 2.5 | 1,028,893,097 | 5.7 |
| Eastern | 55.2 | 4.1 | 68.24 | 1.5 | 37.69 | 5.6 | 1,373,026 | 0.8 | 758,256 | 4.9 | 51,746,368 | 6.5 |
| Central | 51.8 | 2.2 | 99.56 | 3.2 | 51.57 | 5.4 | 1,573,504 | 0.1 | 814,960 | 2.2 | 81,138,930 | 5.4 |
| Southern | 55.7 | 1.3 | 76.40 | 0.8 | 42.54 | 2.1 | 2,584,305 | -1.1 | 1,438,855 | 0.2 | 109,932,902 | 1.0 |
| Willamette Valley | 57.6 | 1.0 | 82.97 | 3.3 | 47.78 | 4.3 | 2,940,528 | 2.1 | 1,693,394 | 3.0 | 140,508,906 | 6.5 |
| Mt Hood/Gorge | 59.7 | 0.6 | 83.27 | 4.0 | 49.69 | 4.6 | 608,608 | 0.1 | 363,158 | 0.7 | 30,239,616 | 4.7 |
| Portland Metro | 68.5 | 4.5 | 97.64 | 4.9 | 66.85 | 9.7 | 6,539,275 | 0.0 | 4,477,171 | 4.5 | 437,165,318 | 9.7 |
| Coast | 55.1 | -1.1 | 99.91 | 0.6 | 55.09 | -0.5 | 3,296,385 | -0.1 | 1,817,827 | -1.3 | 181,610,258 | -0.7 |

Source: Smith Travel Research

OREGON LODGING STATISTICS
 October 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 | 63.1 | 2.9 | 104.99 | 3.9 | 66.20 | 7.0 | na | 0.6 | na | 3.6 | na | 7.6 |
| Pacific | 66.4 | 2.1 | 121.06 | 5.8 | 80.40 | 8.0 | na | 0.0 | na | 2.1 | na | 8.0 |
| Statewide | 56.8 | -2.2 | 89.90 | 3.2 | 51.02 | 0.9 | 1,929,347 | 0.4 | 1,095,008 | -1.8 | 98,442,439 | 1.3 |
| Eastern | 53.6 | -2.2 | 66.20 | 4.0 | 35.46 | 1.7 | 145,018 | 4.5 | 77,668 | 2.1 | 5,141,632 | 6.2 |
| Central | 46.7 | -3.8 | 87.94 | 2.1 | 41.05 | -1.8 | 160,456 | 0.5 | 74,901 | -3.3 | 6,587,134 | -1.3 |
| Southern | 53.2 | -2.0 | 73.13 | 1.6 | 38.90 | -0.5 | 265,639 | -0.9 | 141,318 | -2.9 | 10,333,885 | -1.3 |
| Willamette Valley | 53.7 | -2.3 | 85.42 | 3.5 | 45.85 | 1.2 | 302,157 | 1.6 | 162,181 | -0.7 | 13,853,141 | 2.7 |
| Mt Hood/Gorge | 55.7 | -3.6 | 79.16 | 0.9 | 44.11 | -2.7 | 62,062 | 0.0 | 34,585 | -3.6 | 2,737,646 | -2.7 |
| Portland Metro | 66.7 | -0.7 | 101.14 | 4.8 | 67.42 | 4.1 | 667,151 | 0.0 | 444,737 | -0.6 | 44,981,612 | 4.2 |
| Coast | 49.1 | -5.4 | 92.07 | 0.4 | 45.17 | -5.0 | 335,265 | -0.3 | 164,468 | -5.7 | 15,142,699 | -5.3 |

Source: Smith Travel Research