



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 September 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	61.6	4.6	101.45	3.6	62.54	8.3	na	0.7	na	5.3	na	9.1
Pacific	67.5	4.9	119.26	5.4	80.55	10.6	na	0.2	na	5.1	na	10.8
Statewide	60.4	2.8	91.03	3.1	55.03	5.9	16,917,148	0.2	10,225,899	3.0	930,913,612	6.2
Eastern	55.4	4.8	68.49	1.2	37.96	6.1	1,228,008	0.4	680,680	5.3	46,619,034	6.5
Central	52.4	2.4	100.74	3.3	52.76	5.8	1,413,048	0.0	740,059	2.4	74,551,796	5.8
Southern	56.0	1.8	76.64	0.6	42.95	2.4	2,328,494	-0.8	1,304,924	1.0	100,004,694	1.6
Willamette Valley	58.1	1.3	82.71	3.3	48.02	4.7	2,638,371	2.1	1,531,676	3.5	126,688,238	6.9
Mt Hood/Gorge	60.1	1.1	83.70	4.3	50.32	5.4	546,546	0.1	328,573	1.1	27,501,970	5.5
Portland Metro	68.7	5.2	97.25	4.9	66.79	10.3	5,872,124	0.0	4,032,721	5.2	392,183,437	10.3
Coast	55.9	-0.7	100.61	0.5	56.20	-0.1	2,962,140	-0.1	1,654,633	-0.7	166,478,422	-0.2

Source: Smith Travel Research

OREGON LODGING STATISTICS
 September 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	63.3	5.7	103.40	4.0	65.47		na	0.6	na	6.4	na	10.7
Pacific	69.8	5.5	119.80	5.5	83.64	11.3	na	0.1	na	5.6	na	11.4
Statewide	67.2	1.9	94.73	4.8	63.66	6.8	1,869,330	0.5	1,256,130	2.4	118,995,512	7.3
Eastern	62.5	-7.4	77.78	2.6	48.63	-5.0	140,340	4.4	87,741	-3.3	6,824,526	-0.8
Central	63.6	0.8	101.42	8.8	64.53	9.7	155,280	0.5	98,807	1.3	10,020,783	10.2
Southern	63.8	-0.9	80.20	2.4	51.18	1.5	258,210	-0.9	164,788	-1.8	13,215,571	0.6
Willamette Valley	63.6	1.1	85.88	2.5	54.65	3.6	292,410	1.6	186,095	2.7	15,981,258	5.2
Mt Hood/Gorge	69.6	1.3	91.37	5.4	63.56	6.9	60,060	0.0	41,775	1.4	3,817,159	6.9
Portland Metro	71.8	4.7	100.24	5.6	71.94	10.6	645,690	0.0	463,413	4.8	46,452,187	10.7
Coast	67.3	3.3	105.10	4.1	70.77	7.5	325,470	0.0	219,168	3.3	23,034,391	7.5

Source: Smith Travel Research