



Oregon Tourism Commission
 dba Travel Oregon
 670 SE Hawthorne Avenue, Suite 240
 Salem, Oregon 97301
 503-378-8850

OREGON LODGING STATISTICS
 April 2013 (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	2.2	108.79	4.4	64.42	6.7	na	0.7	na	3.0	na	7.5
Pacific	65.4	2.8	129.02	6.0	84.37	9.0	na	0.3	na	3.1	na	9.3
Statewide	52.2	4.9	89.23	3.8	46.59	8.8	7,468,349	0.3	3,899,781	5.2	347,959,271	9.2
Eastern	39.5	5.1	66.20	0.8	26.14	6.0	561,360	0.0	221,648	5.1	14,672,391	6.0
Central	43.9	16.0	90.86	5.5	39.85	22.4	619,560	0.3	271,715	16.3	24,687,202	22.7
Southern	44.8	8.5	71.58	1.7	32.04	10.4	984,840	0.0	440,853	8.5	31,557,576	10.4
Willamette Valley	51.9	5.1	78.80	3.5	40.87	8.8	1,188,031	0.8	616,119	6.0	48,553,175	9.7
Mt Hood/Gorge	46.6	4.5	77.30	1.8	36.00	6.4	237,840	1.8	110,758	6.4	8,561,085	8.3
Portland Metro	64.4	3.0	100.89	5.3	64.99	8.5	2,582,219	0.0	1,663,276	3.0	167,812,433	8.4
Coast	44.9	2.9	90.24	2.0	40.48	5.0	1,307,939	0.8	586,669	3.7	52,941,030	5.9

Source: Smith Travel Research

OREGON LODGING STATISTICS
 April 2013 (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	63.8	3.5	110.02	3.8	70.24	7.5	na	0.8	na	4.4	na	8.4
Pacific	69.1	3.9	130.31	7.2	90.06	11.4	na	0.3	na	4.2	na	11.7
Statewide	60.0	7.2	92.52	4.2	55.47	11.7	1,867,050	0.2	1,119,510	7.4	103,572,665	12.0
Eastern	48.7	8.6	67.09	0.3	32.68	8.9	140,340	0.0	68,354	8.6	4,586,033	8.9
Central	51.2	14.5	91.42	5.3	46.81	20.6	154,890	0.3	79,306	14.8	7,249,943	21.0
Southern	54.7	12.0	74.19	2.3	40.61	14.7	246,210	0.0	134,771	12.0	9,998,131	14.7
Willamette Valley	59.6	9.9	82.87	4.7	49.41	15.1	297,000	0.0	177,064	9.9	14,673,683	15.0
Mt Hood/Gorge	51.9	3.4	78.91	3.7	40.95	7.2	59,460	1.8	30,853	5.3	2,434,696	9.2
Portland Metro	72.2	5.6	106.02	6.2	76.55	12.1	645,540	0.0	466,111	5.6	49,415,859	12.1
Coast	50.9	2.8	92.85	1.4	47.26	4.2	326,970	0.8	166,413	3.6	15,451,244	5.0

Source: Smith Travel Research