



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 March 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	57.7	1.8	108.31	4.5	62.47	6.4	na	0.7	na	2.6	na	7.2
Pacific	64.2	2.5	128.52	5.5	82.48	8.2	na	0.3	na	2.8	na	8.4
<b>Statewide</b>	<b>49.6</b>	<b>4.0</b>	<b>87.89</b>	<b>3.5</b>	<b>43.63</b>	<b>7.6</b>	<b>5,601,299</b>	<b>0.4</b>	<b>2,780,363</b>	<b>4.4</b>	<b>244,367,047</b>	<b>8.0</b>
Eastern	36.4	3.6	65.70	0.8	23.91	4.5	421,020	0.0	153,220	3.6	10,067,180	4.5
Central	41.4	16.7	90.63	5.5	37.53	23.1	464,670	0.2	192,409	16.9	17,437,259	23.4
Southern	41.4	7.0	70.44	1.4	29.19	8.5	738,630	0.0	306,086	7.0	21,559,595	8.5
Willamette Valley	49.3	3.3	77.16	2.9	38.02	6.4	891,031	1.1	439,095	4.5	33,878,925	7.5
Mt Hood/Gorge	44.8	4.9	76.66	1.1	34.35	6.1	178,380	1.8	79,928	6.9	6,127,540	8.0
Portland Metro	61.8	2.1	98.89	4.9	61.13	7.1	1,936,679	-0.1	1,197,264	2.0	118,395,459	7.0
Coast	42.8	3.0	89.21	2.3	38.22	5.4	980,969	0.8	420,256	3.8	37,489,786	6.2

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 March 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	63.7	0.4	110.57	4.2	70.39	4.6	na	0.8	na	1.2	na	5.5
Pacific	68.6	1.5	128.42	5.3	88.06	6.8	na	0.3	na	1.7	na	7.1
<b>Statewide</b>	<b>55.6</b>	<b>2.8</b>	<b>88.70</b>	<b>1.7</b>	<b>49.33</b>	<b>4.5</b>	<b>1,929,285</b>	<b>0.3</b>	<b>1,072,976</b>	<b>3.1</b>	<b>95,170,983</b>	<b>4.9</b>
Eastern	43.3	3.0	65.85	-2.0	28.49	1.0	145,018	0.0	62,750	3.0	4,132,146	1.0
Central	47.1	18.3	91.87	4.8	43.26	24.0	160,053	0.3	75,365	18.7	6,924,126	24.4
Southern	48.7	8.9	72.02	1.3	35.04	10.3	254,417	0.0	123,800	8.9	8,915,475	10.3
Willamette Valley	55.0	4.2	77.55	1.7	42.64	6.0	306,900	0.9	168,762	5.1	13,086,993	6.9
Mt Hood/Gorge	49.3	2.6	76.95	0.2	37.92	2.8	61,442	1.8	30,281	4.5	2,330,161	4.7
Portland Metro	66.3	-2.1	99.12	2.0	65.70	-0.1	667,058	-0.1	442,182	-2.1	43,828,369	-0.2
Coast	51.2	4.7	93.52	3.2	47.92	8.1	337,869	0.8	173,134	5.5	16,191,899	8.9

Source: Smith Travel Research