



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 July 2012 (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	62.3	2.9	105.53	4.3	65.77	7.3	na	0.4	na	3.2	na	7.7
Pacific	68.2	3.4	124.94	5.8	85.26	9.4	na	0.1	na	3.5	na	9.5
Statewide	58.0	1.1	92.44	4.0	53.66	5.1	13,191,382	0.6	7,657,564	1.7	707,891,225	5.7
Eastern	47.3	-10.0	69.07	3.7	32.69	-6.7	991,736	4.5	469,317	-6.0	32,415,822	-2.4
Central	49.5	3.5	100.96	3.3	49.98	7.0	1,091,795	-0.2	540,510	3.3	54,568,072	6.8
Southern	51.9	-0.9	76.81	2.5	39.84	1.6	1,762,088	0.0	913,908	-1.0	70,193,874	1.5
Willamette Valley	56.4	0.7	83.72	2.3	47.21	3.0	2,089,253	2.2	1,178,202	2.9	98,639,019	5.3
Mt Hood/Gorge	55.1	-4.7	83.49	5.1	46.02	0.1	425,328	0.2	234,426	-4.5	19,572,564	0.4
Portland Metro	69.0	3.6	100.72	5.2	69.48	9.0	4,563,963	0.1	3,148,108	3.7	317,081,654	9.0
Coast	52.2	1.9	98.04	1.8	51.14	3.6	2,290,841	-0.4	1,195,094	1.5	117,163,710	3.3

Source: Smith Travel Research

OREGON LODGING STATISTICS
 July 2012 (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	70.0	0.5	107.44	3.8	75.25	4.3	na	0.5	na	1.0	na	4.8
Pacific	78.3	1.2	134.70	5.7	105.53	7.0	na	0.2	na	1.4	na	7.2
Statewide	75.2	0.2	104.54	4.2	78.64	4.4	1,934,369	0.6	1,455,053	0.8	152,109,506	5.0
Eastern	64.7	-7.0	72.99	1.1	47.21	-5.9	145,018	4.5	93,798	-2.8	6,846,234	-1.7
Central	75.5	0.1	127.70	4.1	96.36	4.2	159,805	0.0	120,583	0.1	15,398,016	4.2
Southern	72.6	-1.8	85.80	2.7	62.26	0.8	260,679	0.1	189,160	-1.8	16,230,509	0.9
Willamette Valley	68.6	1.0	88.97	2.6	61.00	3.7	306,931	1.6	210,447	2.6	18,723,704	5.3
Mt Hood/Gorge	78.5	1.6	98.04	5.1	77.01	6.8	63,147	1.7	49,601	3.4	4,862,966	8.7
Portland Metro	83.4	2.0	111.88	6.5	93.29	8.5	667,306	0.0	556,451	1.9	62,254,103	8.5
Coast	71.4	0.1	117.75	1.5	84.02	1.7	334,955	-0.3	239,014	-0.2	28,144,504	1.3

Source: Smith Travel Research