



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 April 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	56.5	5.4	99.72	3.1	56.31	8.7	na	0.9	na	6.4	na	9.7
Pacific	61.9	6.1	115.14	5.4	71.24	11.8	na	0.4	na	6.5	na	12.2
Statewide	49.9	4.7	82.62	1.5	41.22	6.3	7,420,564	0.2	3,702,030	4.9	305,866,769	6.5
Eastern	41.9	8.0	62.41	0.2	26.13	8.2	540,000	-0.1	226,075	7.9	14,109,088	8.1
Central	37.4	5.3	83.96	3.6	31.44	9.1	629,640	0.0	235,760	5.3	19,794,040	9.1
Southern	42.9	6.5	67.83	-0.4	29.11	6.1	1,025,944	-0.7	440,308	5.8	29,868,021	5.3
Willamette Valley	50.7	5.0	77.12	3.8	39.08	9.0	1,148,610	1.6	582,043	6.7	44,888,220	10.7
Mt Hood/Gorge	48.3	4.5	72.68	2.1	35.13	6.7	240,240	0.1	116,126	4.6	8,440,358	6.8
Portland Metro	60.0	5.0	90.75	1.9	54.49	7.0	2,586,120	0.1	1,552,747	5.1	140,915,146	7.1
Coast	44.2	1.2	85.99	-0.6	37.97	0.6	1,299,720	0.1	573,903	1.3	49,352,461	0.7

Source: Smith Travel Research

OREGON LODGING STATISTICS
 April 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	61.2	4.9	100.55	2.8	61.51	7.9	na	0.8	na	5.8	na	8.8
Pacific	65.1	5.2	113.99	4.1	74.25	9.5	na	0.3	na	5.5	na	9.8
Statewide	56.1	5.4	84.61	3.1	47.45	8.7	1,855,140	0.1	1,040,383	5.5	88,023,449	8.8
Eastern	51.9	8.4	64.10	2.2	33.27	10.8	135,000	-0.1	70,059	8.3	4,490,965	10.7
Central	42.4	1.8	85.42	2.8	36.22	4.6	157,410	0.0	66,741	1.8	5,700,745	4.6
Southern	50.6	7.0	69.80	0.6	35.31	7.6	256,080	-0.9	129,523	6.0	9,041,102	6.7
Willamette Valley	57.4	3.9	80.34	6.8	46.15	10.9	287,130	1.6	164,936	5.5	13,251,774	12.7
Mt Hood/Gorge	53.5	-3.5	75.03	5.8	40.11	2.0	60,060	0.1	32,109	-3.4	2,409,045	2.1
Portland Metro	64.8	6.6	92.51	2.8	59.97	9.6	646,530	0.0	419,106	6.6	38,769,877	9.6
Coast	50.7	4.9	89.69	2.0	45.51	7.0	324,930	0.0	164,874	4.9	14,787,794	7.0

Source: Smith Travel Research