



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 August 2010 (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	58.8	5.0	97.70	-1.0	57.47	4.0	na	2.3	na	7.4	na	6.3
Pacific	64.3	6.0	112.72	-1.3	72.52	4.7	na	1.5	na	7.6	na	6.2
Statewide	57.9	4.9	86.41	-0.6	50.07	4.3	15,037,824	1.5	8,712,989	6.5	752,904,910	5.8
Eastern	50.1	-0.7	66.60	1.2	33.40	0.5	1,099,787	0.0	551,469	-0.7	36,727,718	0.4
Central	49.5	4.3	97.58	2.2	48.31	6.6	1,267,731	1.1	627,559	5.5	61,239,201	7.8
Southern	53.6	4.3	74.29	0.2	39.82	4.4	2,111,308	1.1	1,131,688	5.4	84,073,420	5.6
Willamette Valley	56.9	3.1	78.99	0.1	44.92	3.2	2,289,117	2.0	1,301,763	5.2	102,820,450	5.3
Mt Hood/Gorge	58.6	0.6	79.20	-0.4	46.44	0.2	486,031	1.5	285,007	2.1	22,572,697	1.6
Portland Metro	65.2	7.8	92.29	-2.2	60.15	5.4	5,233,944	2.9	3,411,543	10.9	314,836,283	8.4
Coast	55.2	3.6	92.04	-1.1	50.77	2.5	2,633,780	-0.4	1,452,907	3.2	133,724,894	2.0

Source: Smith Travel Research

OREGON LODGING STATISTICS
 August 2010 (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	63.9	6.4	98.69	1.5	63.08	8.1	na	1.7	na	8.3	na	9.9
Pacific	73.0	6.4	119.46	2.9	87.26	9.5	na	1.2	na	7.7	na	10.8
Statewide	73.7	6.0	94.82	1.5	69.83	7.5	1,921,442	0.6	1,415,161	6.6	134,180,215	8.2
Eastern	64.7	4.5	70.13	1.6	45.37	6.2	140,275	0.0	90,748	4.5	6,364,378	6.2
Central	71.5	7.4	114.63	2.2	81.96	9.8	161,727	1.1	115,641	8.6	13,255,534	11.0
Southern	72.2	6.9	80.20	-0.9	57.90	5.9	272,273	0.0	196,575	6.9	15,764,590	5.9
Willamette Valley	67.6	3.8	82.64	2.7	55.89	6.5	291,958	1.7	197,432	5.5	16,316,444	8.3
Mt Hood/Gorge	76.4	5.3	89.56	0.3	68.45	5.6	62,031	2.0	47,408	7.5	4,245,794	7.8
Portland Metro	78.7	9.3	98.28	3.2	77.38	12.8	667,864	1.2	525,866	10.7	51,680,527	14.2
Coast	74.3	0.9	108.49	-0.9	80.60	0.0	336,102	-1.1	249,702	-0.2	27,089,564	-1.1

Source: Smith Travel Research