



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

**OREGON LODGING STATISTICS**  
 February 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	51.5	5.4	97.89	2.7	50.41	8.3	na	1.0	na	6.5	na	9.4
Pacific	58.5	7.2	115.70	6.0	67.64	13.6	na	0.6	na	7.8	na	14.3
<b>Statewide</b>	<b>44.9</b>	<b>6.9</b>	<b>81.25</b>	<b>1.9</b>	<b>36.50</b>	<b>8.9</b>	<b>3,653,044</b>	<b>0.3</b>	<b>1,641,084</b>	<b>7.2</b>	<b>133,335,580</b>	<b>9.2</b>
Eastern	34.8	10.9	60.48	-1.3	21.05	9.4	266,798	-0.1	92,864	10.8	5,616,466	9.3
Central	33.7	11.9	83.38	4.5	28.14	17.0	309,573	0.0	104,465	11.9	8,710,418	17.0
Southern	37.2	8.7	65.88	-1.6	24.53	6.9	507,990	0.0	189,120	8.7	12,458,902	6.9
Willamette Valley	46.3	6.9	75.63	2.2	35.02	9.3	564,748	1.6	261,503	8.6	19,778,714	11.0
Mt Hood/Gorge	42.9	11.0	72.51	1.3	31.09	12.4	118,118	0.1	50,638	11.1	3,671,842	12.5
Portland Metro	55.5	6.8	89.81	4.0	49.86	11.0	1,267,261	0.1	703,549	7.0	63,188,725	11.2
Coast	38.9	1.5	82.49	-1.7	32.07	-0.2	639,029	0.1	248,478	1.7	20,496,821	-0.1

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 February 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	55.7	5.2	98.95	2.5	55.15	7.9	na	1.0	na	6.2	na	8.9
Pacific	62.4	6.5	117.60	7.3	73.35	14.3	na	0.4	na	7.0	na	14.7
<b>Statewide</b>	<b>50.0</b>	<b>6.0</b>	<b>83.05</b>	<b>1.6</b>	<b>41.53</b>	<b>7.7</b>	<b>1,733,648</b>	<b>0.3</b>	<b>866,892</b>	<b>6.3</b>	<b>71,991,293</b>	<b>8.1</b>
Eastern	37.5	8.7	61.88	0.1	23.23	8.8	126,616	-0.1	47,530	8.6	2,941,028	8.7
Central	37.8	13.6	84.15	3.1	31.79	17.1	146,916	0.0	55,500	13.6	4,670,299	17.1
Southern	41.2	7.1	66.69	-1.0	27.46	6.0	241,080	0.0	99,276	7.1	6,621,146	6.0
Willamette Valley	51.4	8.5	76.80	1.9	39.50	10.5	268,016	1.6	137,846	10.2	10,587,154	12.3
Mt Hood/Gorge	46.3	8.2	74.05	2.3	34.25	10.7	56,056	0.1	25,928	8.3	1,920,072	10.8
Portland Metro	61.8	5.6	91.80	3.9	56.69	9.7	601,412	0.1	371,402	5.8	34,095,714	9.9
Coast	44.3	-0.3	85.36	-2.6	37.79	-2.9	303,268	0.1	134,246	-0.1	11,459,208	-2.8

Source: Smith Travel Research