



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

**OREGON LODGING STATISTICS**  
 July 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	60.7	4.6	100.96	3.5	61.33	8.2	na	0.8	na	5.4	na	9.1
Pacific	66.1	5.1	117.97	5.4	78.00	10.8	na	0.3	na	5.4	na	11.1
<b>Statewide</b>	<b>57.6</b>	<b>3.7</b>	<b>88.77</b>	<b>2.9</b>	<b>51.14</b>	<b>6.6</b>	<b>13,126,467</b>	<b>0.2</b>	<b>7,561,275</b>	<b>3.9</b>	<b>671,221,988</b>	<b>6.9</b>
Eastern	52.6	7.9	66.01	0.5	34.75	8.5	958,240	0.2	504,449	8.2	33,300,299	8.7
Central	48.4	4.4	97.40	2.9	47.18	7.4	1,097,948	0.0	531,807	4.4	51,798,533	7.4
Southern	52.5	2.9	74.45	0.1	39.09	2.9	1,826,363	-0.8	959,004	2.1	71,398,654	2.1
Willamette Valley	56.1	2.2	81.66	3.8	45.83	6.0	2,037,868	2.0	1,143,775	4.2	93,401,430	8.2
Mt Hood/Gorge	56.8	1.9	80.31	3.9	45.64	5.9	424,424	0.1	241,211	2.0	19,370,549	6.0
Portland Metro	66.6	5.8	95.77	4.9	63.78	11.0	4,559,221	0.0	3,036,377	5.8	290,785,683	11.0
Coast	51.7	-0.9	95.96	-0.1	49.58	-1.0	2,300,351	-0.1	1,188,647	-1.0	114,060,764	-1.1

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 July 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	69.9	2.9	103.09	3.9	72.07	6.9	na	0.7	na	3.6	na	7.7
Pacific	77.4	4.1	127.25	6.3	98.55	10.7	na	0.2	na	4.2	na	10.8
<b>Statewide</b>	<b>75.4</b>	<b>1.0</b>	<b>100.37</b>	<b>3.7</b>	<b>75.68</b>	<b>4.7</b>	<b>1,925,968</b>	<b>0.4</b>	<b>1,452,162</b>	<b>1.3</b>	<b>145,752,369</b>	<b>5.1</b>
Eastern	69.6	0.8	71.95	1.8	50.06	2.6	140,120	-0.1	97,485	0.7	7,014,484	2.5
Central	75.3	2.1	122.01	1.3	91.84	3.4	160,549	0.0	120,851	2.1	14,744,893	3.4
Southern	74.0	0.8	83.08	0.6	61.44	1.4	270,165	-0.9	199,801	0.0	16,598,571	0.5
Willamette Valley	68.0	-5.0	86.67	2.5	58.90	-2.7	301,289	3.2	204,761	-2.0	17,747,170	0.4
Mt Hood/Gorge	76.7	-0.1	95.23	5.5	73.07	5.4	62,062	0.1	47,625	0.0	4,535,176	5.6
Portland Metro	81.8	5.1	105.22	7.9	86.10	13.4	667,213	0.0	545,968	5.1	57,445,656	13.4
Coast	72.7	-2.2	115.73	-0.2	84.12	-2.3	336,319	0.0	244,440	-2.2	28,290,160	-2.4

Source: Smith Travel Research