



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 March 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	54.9	5.7	99.37	3.1	54.56	9.0	na	1.0	na	6.7	na	10.0
Pacific	60.8	6.4	115.51	5.8	70.22	12.6	na	0.5	na	6.9	na	13.1
Statewide	47.9	4.6	81.80	0.9	39.16	5.5	5,571,634	0.3	2,666,930	4.9	218,164,664	5.8
Eastern	38.5	8.5	61.64	-0.3	23.75	8.2	406,980	-0.1	156,789	8.4	9,663,750	8.1
Central	36.3	8.2	83.52	4.1	30.29	12.6	472,230	0.0	171,273	8.2	14,304,624	12.6
Southern	40.3	6.2	67.04	-0.8	27.02	5.3	774,094	-0.1	311,997	6.1	20,916,957	5.2
Willamette Valley	48.4	5.5	75.83	2.6	36.72	8.2	861,480	1.6	417,191	7.2	31,636,321	10.0
Mt Hood/Gorge	45.8	6.0	71.08	-0.3	32.54	5.7	180,180	0.1	82,499	6.1	5,863,734	5.8
Portland Metro	58.5	4.5	90.10	1.6	52.69	6.1	1,939,590	0.1	1,134,166	4.6	102,193,529	6.2
Coast	42.2	0.0	84.33	-1.7	35.55	-1.6	974,790	0.1	410,979	0.1	34,658,317	-1.6

Source: Smith Travel Research

OREGON LODGING STATISTICS
 March 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	61.4	6.1	101.72	3.8	62.47	10.1	na	1.0	na	7.1	na	11.1
Pacific	65.3	5.1	115.10	5.5	75.17	10.9	na	0.3	na	5.4	na	11.2
Statewide	53.6	1.4	82.48	-0.8	44.22	0.6	1,918,590	0.2	1,028,565	1.6	84,834,977	0.8
Eastern	45.6	5.4	63.19	0.9	28.83	6.4	140,182	-0.1	63,958	5.3	4,041,378	6.3
Central	41.1	2.8	83.72	3.5	34.40	6.5	162,657	0.0	66,833	2.8	5,595,009	6.5
Southern	46.9	4.1	68.68	0.2	32.19	4.3	266,104	-0.3	124,729	3.8	8,565,993	4.0
Willamette Valley	52.6	3.5	76.00	3.0	40.00	6.6	296,732	1.6	156,194	5.2	11,870,262	8.3
Mt Hood/Gorge	51.4	-1.2	68.77	-2.9	35.32	-4.0	62,062	0.1	31,872	-1.1	2,191,983	-3.9
Portland Metro	64.2	0.8	90.74	-1.7	58.28	-1.0	668,081	0.0	429,130	0.8	38,938,620	-1.0
Coast	48.5	-1.9	86.32	-2.5	41.85	-4.4	335,761	0.0	162,791	-1.9	14,052,191	-4.4

Source: Smith Travel Research