



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 March 2012 (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	56.8	3.8	103.54	4.0	58.78	7.9	na	0.3	na	4.1	na	8.3
Pacific	62.6	3.5	121.51	5.1	76.11	8.8	na	0.0	na	3.5	na	8.8
Statewide	47.7	0.2	84.92	3.3	40.51	3.5	5,587,789	0.5	2,665,773	0.7	226,381,653	4.0
Eastern	34.8	-10.4	65.15	4.1	22.69	-6.7	421,020	4.5	146,635	-6.3	9,552,576	-2.5
Central	35.4	0.7	85.90	3.3	30.45	4.1	463,522	-0.3	164,302	0.4	14,113,923	3.7
Southern	38.8	-4.2	69.41	2.4	26.92	-2.0	750,637	-0.2	291,080	-4.4	20,203,669	-2.2
Willamette Valley	47.8	-0.5	75.31	-1.1	35.97	-1.6	881,301	2.0	420,938	1.6	31,699,201	0.4
Mt Hood/Gorge	42.9	-10.4	75.67	5.5	32.47	-5.4	180,090	0.0	77,287	-10.4	5,848,084	-5.5
Portland Metro	60.5	3.7	94.27	4.5	56.99	8.3	1,936,769	0.1	1,170,849	3.8	110,374,163	8.4
Coast	41.6	0.7	87.26	1.7	36.33	2.3	972,540	-0.4	404,927	0.3	35,333,205	1.9

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 March 2012 (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	63.6	4.0	105.91	3.9	67.38	8.0	na	0.3	na	4.3	na	8.3
Pacific	67.7	4.0	121.57	5.5	82.25	9.8	na	0.1	na	4.1	na	9.9
Statewide	54.0	1.3	87.15	5.2	47.10	6.5	1,925,193	0.7	1,040,373	1.9	90,667,548	7.2
Eastern	41.7	-10.4	67.18	4.7	27.99	-6.2	145,018	4.5	60,423	-6.3	4,059,388	-1.9
Central	39.8	-0.6	87.64	5.0	34.88	4.4	159,495	-0.2	63,476	-0.8	5,562,975	4.3
Southern	44.7	-5.1	71.08	1.9	31.75	-3.3	258,509	0.0	115,476	-5.2	8,207,682	-3.3
Willamette Valley	52.9	1.7	76.13	0.2	40.30	1.9	304,296	2.3	161,097	4.0	12,264,623	4.2
Mt Hood/Gorge	48.3	-12.3	77.38	9.1	37.36	-4.3	62,031	0.0	29,950	-12.3	2,317,519	-4.3
Portland Metro	67.4	5.4	97.10	6.8	65.49	12.6	667,089	0.2	449,944	5.7	43,690,618	12.9
Coast	49.0	3.3	90.58	3.4	44.38	6.9	334,986	-0.3	164,108	3.0	14,865,242	6.5

Source: Smith Travel Research