



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 May 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	57.5	5.2	100.17	3.3	57.61	8.7	na	0.8	na	6.1	na	9.6
Pacific	62.6	5.7	115.32	5.5	72.23	11.5	na	0.4	na	6.1	na	11.9
Statewide	51.7	4.9	83.88	2.3	43.38	7.2	9,336,025	0.1	4,828,507	5.0	405,019,380	7.4
Eastern	45.5	9.8	63.41	0.8	28.86	10.6	682,973	0.4	310,794	10.2	19,708,796	11.0
Central	40.5	5.7	86.11	4.2	34.86	10.1	788,220	0.0	319,090	5.7	27,477,985	10.1
Southern	45.5	5.7	69.50	-0.2	31.61	5.5	1,294,748	-0.7	588,815	5.0	40,921,711	4.8
Willamette Valley	51.7	4.7	78.27	4.2	40.46	9.1	1,445,160	1.6	746,989	6.4	58,465,604	10.9
Mt Hood/Gorge	50.2	3.0	73.75	2.7	37.01	5.7	302,302	0.1	151,711	3.1	11,189,338	5.8
Portland Metro	61.6	5.8	92.21	3.4	56.78	9.4	3,246,318	0.0	1,998,896	5.8	184,322,868	9.4
Coast	45.3	0.2	87.38	-0.7	39.60	-0.6	1,631,133	-0.1	739,144	0.1	64,589,838	-0.7

Source: Smith Travel Research

OREGON LODGING STATISTICS
 May 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	61.5	4.6	101.54	4.0	62.47	8.8	na	0.8	na	5.4	na	9.6
Pacific	65.6	4.4	115.66	5.7	75.88	10.3	na	0.2	na	4.6	na	10.6
Statewide	58.7	5.1	87.81	4.7	51.56	10.1	1,918,993	0.2	1,126,766	5.3	98,945,068	10.2
Eastern	59.5	12.5	66.07	1.3	39.30	13.9	140,213	0.4	83,396	12.9	5,510,092	14.3
Central	52.1	6.9	91.87	5.6	47.85	12.9	161,820	0.0	84,285	6.9	7,743,371	12.9
Southern	54.0	1.6	73.37	-0.1	39.59	1.6	267,964	-0.8	144,588	0.8	10,608,420	0.7
Willamette Valley	55.9	3.5	82.37	5.5	46.06	9.3	296,670	1.6	165,886	5.2	13,663,747	11.0
Mt Hood/Gorge	57.3	-1.6	77.25	4.6	44.29	2.9	62,062	0.1	35,585	-1.5	2,748,980	3.0
Portland Metro	67.7	8.9	96.80	8.2	65.51	17.9	667,151	0.0	451,463	8.9	43,702,871	17.9
Coast	50.2	-2.0	91.54	-0.8	45.99	-2.8	334,862	0.0	168,216	-2.0	15,399,153	-2.8

Source: Smith Travel Research