



Oregon Tourism Commission
 dba Travel Oregon
 250 Church St. SE, Suite 100
 Salem, Oregon 97301
 503-378-8850

OREGON LODGING STATISTICS
 November 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	62.6	2.5	106.23	4.2	66.47	6.8	na	0.4	na	2.9	na	7.2
Pacific	69.0	3.5	126.39	5.9	87.17	9.7	na	0.2	na	3.7	na	9.8
Statewide	60.1	2.0	94.54	4.3	56.77	6.4	20,823,613	0.6	12,504,646	2.6	1,182,236,438	7.1
Eastern	49.8	-7.3	70.33	3.1	35.04	-4.4	1,562,452	3.2	778,493	-4.3	54,754,325	-1.3
Central	52.3	4.9	102.67	3.5	53.72	8.6	1,720,705	-0.1	900,255	4.8	92,433,239	8.5
Southern	54.5	0.2	78.07	2.6	42.54	2.9	2,783,396	0.0	1,516,463	0.2	118,394,858	2.9
Willamette Valley	57.6	1.4	85.06	2.5	48.96	4.0	3,297,175	2.0	1,897,727	3.4	161,428,217	6.0
Mt Hood/Gorge	57.4	-2.9	85.64	5.0	49.15	2.0	673,842	0.8	386,735	-2.2	33,121,735	2.8
Portland Metro	70.7	4.5	103.14	5.9	72.97	10.6	7,206,727	0.3	5,098,458	4.7	525,856,838	10.9
Coast	54.2	1.6	101.51	2.0	55.04	3.6	3,616,724	0.0	1,961,057	1.5	199,059,323	3.6

Source: Smith Travel Research

OREGON LODGING STATISTICS
 November 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	56.5	1.8	104.63	3.5	59.10	5.4	na	0.7	na	2.5	na	6.1
Pacific	61.3	3.1	121.85	4.8	74.74	8.1	na	0.1	na	3.3	na	8.3
Statewide	48.6	1.0	88.81	3.6	43.19	4.6	1,871,970	0.5	910,379	1.5	80,849,580	5.2
Eastern	39.1	-1.7	65.27	1.1	25.49	-0.6	140,340	0.0	54,811	-1.7	3,577,296	-0.6
Central	37.3	13.0	86.73	1.9	32.33	15.1	154,650	0.0	57,654	13.1	5,000,210	15.2
Southern	43.6	1.5	70.31	2.4	30.66	4.0	247,680	0.0	107,993	1.5	7,593,488	4.0
Willamette Valley	48.8	-0.9	84.60	2.2	41.27	1.3	297,030	1.6	144,912	0.6	12,259,009	2.9
Mt Hood/Gorge	43.2	-1.4	73.73	2.8	31.82	1.4	61,110	1.7	26,375	0.3	1,944,663	3.2
Portland Metro	61.2	1.3	99.61	5.0	60.95	6.4	647,820	0.3	396,395	1.6	39,486,031	6.8
Coast	38.1	-1.7	89.64	2.6	34.18	0.8	326,700	0.8	124,569	-0.9	11,166,179	1.6

Source: Smith Travel Research