



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

**OREGON LODGING STATISTICS**  
 October 2010 (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	59.2	5.4	98.22	-0.5	58.13	4.9	na	2.1	na	7.6	na	7.1
Pacific	64.6	5.9	112.90	-0.7	72.93	5.2	na	1.4	na	7.5	na	6.7
<b>Statewide</b>	<b>58.7</b>	<b>5.2</b>	<b>86.55</b>	<b>-0.4</b>	<b>50.77</b>	<b>4.7</b>	<b>18,826,140</b>	<b>1.3</b>	<b>11,044,246</b>	<b>6.5</b>	<b>955,852,212</b>	<b>6.0</b>
Eastern	51.9	1.6	67.40	1.4	35.01	3.0	1,375,812	0.0	714,565	1.5	48,161,113	2.9
Central	50.7	5.7	95.97	1.8	48.63	7.6	1,593,258	1.0	807,440	6.8	77,487,233	8.7
Southern	54.5	5.0	74.04	-0.2	40.36	4.8	2,647,071	0.9	1,442,891	6.0	106,826,150	5.7
Willamette Valley	57.3	3.6	79.59	0.2	45.58	3.8	2,863,615	1.7	1,639,972	5.3	130,526,038	5.6
Mt Hood/Gorge	59.3	1.5	80.19	0.0	47.56	1.5	608,123	1.2	360,667	2.7	28,920,894	2.7
Portland Metro	65.8	7.2	92.95	-1.6	61.15	5.5	6,548,221	2.5	4,307,824	9.9	400,432,158	8.1
Coast	55.6	3.9	91.33	-1.0	50.81	2.8	3,295,142	-0.6	1,833,289	3.3	167,431,969	2.3

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 October 2010 (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	61.3	6.9	100.89	1.2	61.89	8.2	na	1.4	na	8.4	na	9.7
Pacific	65.1	5.5	114.07	0.4	74.30	5.9	na	1.1	na	6.7	na	7.1
<b>Statewide</b>	<b>58.0</b>	<b>6.5</b>	<b>85.38</b>	<b>0.3</b>	<b>49.52</b>	<b>6.9</b>	<b>1,921,566</b>	<b>0.1</b>	<b>1,114,410</b>	<b>6.7</b>	<b>95,151,581</b>	<b>7.0</b>
Eastern	52.7	10.1	63.44	0.1	33.45	10.1	140,275	0.0	73,956	10.1	4,691,570	10.1
Central	50.7	10.4	83.66	1.9	42.44	12.4	161,727	0.6	82,038	11.0	6,863,197	13.1
Southern	53.4	8.5	70.20	-2.2	37.52	6.1	272,273	0.0	145,522	8.5	10,215,113	6.1
Willamette Valley	55.0	7.6	81.38	1.5	44.78	9.3	291,958	0.0	160,648	7.6	13,073,885	9.2
Mt Hood/Gorge	57.6	2.9	78.86	1.8	45.41	4.7	62,062	0.1	35,735	3.0	2,817,976	4.8
Portland Metro	67.6	3.6	96.20	0.2	65.02	3.7	667,957	0.8	451,499	4.4	43,432,552	4.6
Coast	51.0	9.4	84.31	1.8	42.99	11.4	336,102	-1.1	171,373	8.2	14,448,033	10.1

Source: Smith Travel Research