



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 October 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	63.2	2.6	106.34	4.2	67.18	6.9	na	0.4	na	3.0	na	7.3
Pacific	69.7	3.5	126.68	6.0	88.31	9.8	na	0.2	na	3.7	na	10.0
Statewide	61.2	2.1	94.99	4.3	58.11	6.5	18,951,643	0.6	11,594,227	2.7	1,101,365,885	7.2
Eastern	50.9	-7.8	70.71	3.3	35.98	-4.8	1,422,112	3.6	723,595	-4.5	51,163,496	-1.4
Central	53.8	4.4	103.77	3.7	55.83	8.3	1,566,055	-0.1	842,601	4.3	87,433,029	8.2
Southern	55.5	0.1	78.67	2.7	43.70	2.8	2,535,716	0.0	1,408,470	0.1	110,800,734	2.8
Willamette Valley	58.4	1.6	85.10	2.5	49.72	4.2	3,000,145	2.0	1,752,835	3.7	149,167,306	6.3
Mt Hood/Gorge	58.8	-3.0	86.52	5.2	50.88	2.0	612,732	0.7	360,360	-2.3	31,177,072	2.7
Portland Metro	71.7	4.7	103.44	5.9	74.15	11.0	6,558,907	0.3	4,702,090	5.0	486,365,905	11.2
Coast	55.8	1.8	102.31	2.0	57.11	3.8	3,290,024	-0.1	1,836,488	1.7	187,893,144	3.7

Source: Smith Travel Research

OREGON LODGING STATISTICS
 October 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	64.4	2.4	109.67	4.2	70.62	6.7	na	0.7	na	3.1	na	7.4
Pacific	69.6	5.1	129.20	6.6	89.98	12.0	na	0.3	na	5.4	na	12.4
Statewide	58.7	3.5	94.25	4.9	55.32	8.6	1,939,112	0.6	1,138,123	4.1	107,264,928	9.2
Eastern	51.2	-4.4	67.45	1.9	34.52	-2.5	145,018	0.0	74,228	-4.4	5,006,377	-2.5
Central	49.1	5.6	89.17	0.9	43.79	6.6	159,805	0.0	78,482	5.6	6,998,162	6.6
Southern	53.6	1.0	76.33	4.3	40.95	5.4	260,679	0.1	139,844	1.1	10,674,987	5.5
Willamette Valley	54.0	0.4	86.43	1.3	46.63	1.8	306,931	1.6	165,608	2.0	14,313,716	3.4
Mt Hood/Gorge	55.5	-1.9	80.37	2.5	44.64	0.6	63,147	1.7	35,075	-0.2	2,819,138	2.3
Portland Metro	72.3	8.4	107.95	6.7	78.01	15.7	669,414	0.3	483,773	8.7	52,223,944	16.0
Coast	48.6	-0.2	94.29	2.3	45.79	2.1	337,590	0.8	163,962	0.6	15,459,867	2.9

Source: Smith Travel Research