



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

OREGON LODGING STATISTICS
 April 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	53.6	3.0	96.73	-3.4	51.82	-0.6	na	2.7	na	5.7	na	2.1
Pacific	58.5	4.8	108.96	-4.6	63.71	-0.1	na	1.7	na	6.6	na	1.7
Statewide	47.9	4.4	80.44	-2.2	38.52	2.1	7,388,144	2.0	3,537,482	6.4	284,556,892	4.1
Eastern	38.2	-3.6	61.90	0.0	23.63	-3.6	543,120	0.0	207,317	-3.6	12,832,044	-3.6
Central	35.7	5.9	80.66	-0.6	28.79	5.3	629,640	1.1	224,762	7.1	18,128,823	6.5
Southern	40.3	1.1	67.75	0.8	27.27	1.8	1,032,600	1.8	415,624	2.9	28,159,354	3.7
Willamette Valley	48.5	2.4	74.04	-1.8	35.89	0.5	1,130,520	2.2	548,067	4.7	40,577,118	2.8
Mt Hood/Gorge	46.6	-3.7	70.56	-0.5	32.85	-4.3	240,000	1.0	111,740	-2.8	7,884,810	-3.3
Portland Metro	57.9	7.2	89.11	-4.8	51.55	2.1	2,553,120	3.6	1,476,983	11.1	131,614,291	5.7
Coast	44.0	5.2	81.34	-1.3	35.83	3.8	1,300,214	0.1	572,711	5.3	46,583,511	3.9

Source: Smith Travel Research

OREGON LODGING STATISTICS
 April 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	58.4	4.7	97.72	-1.2	57.06	3.5	na	2.5	na	7.3	na	6.1
Pacific	62.0	5.1	109.11	-2.4	67.67	2.6	na	1.7	na	6.9	na	4.3
Statewide	53.6	4.2	80.92	-2.0	43.39	2.1	1,847,670	2.0	990,682	6.2	80,169,921	4.1
Eastern	46.9	0.1	62.31	-1.6	29.21	-1.5	135,780	0.0	63,664	0.1	3,966,601	-1.5
Central	42.8	9.9	81.69	2.6	34.95	12.8	157,410	1.1	67,336	11.2	5,500,719	14.1
Southern	47.1	-0.3	68.99	0.5	32.48	0.2	258,150	1.8	121,547	1.5	8,385,746	2.0
Willamette Valley	55.7	5.8	74.88	-1.0	41.69	4.8	282,630	2.2	157,344	8.2	11,781,616	7.1
Mt Hood/Gorge	56.1	7.3	70.95	-3.9	39.77	3.2	60,000	2.0	33,633	9.4	2,386,104	5.2
Portland Metro	61.6	4.2	89.97	-4.0	55.44	0.1	638,280	3.6	393,291	8.0	35,384,342	3.6
Coast	49.0	4.4	82.25	-1.9	40.31	2.3	325,260	0.1	159,419	4.5	13,111,433	2.5

Source: Smith Travel Research