



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS

February 2010 (YTD)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	48.8	0.2	95.23	-5.7	46.49	-5.5	na	2.9	na	3.2	na	-2.7
Pacific	54.7	3.2	108.95	-6.5	59.57	-3.4	na	1.8	na	5.1	na	-1.7
Statewide	42.2	2.6	78.79	-3.5	33.22	-1.1	3,635,108	2.1	1,532,614	4.7	120,753,026	1.0
Eastern	31.2	-7.2	61.18	0.9	19.11	-6.3	267,093	0.0	83,412	-7.2	5,102,876	-6.3
Central	29.7	1.2	79.35	-3.4	23.60	-2.2	309,573	1.1	92,075	2.4	7,305,709	-1.1
Southern	34.3	-0.9	66.60	1.1	22.82	0.1	507,695	1.8	173,997	0.9	11,587,655	1.9
Willamette Valley	43.5	0.0	73.66	-2.0	32.04	-2.0	557,609	2.2	242,561	2.3	17,865,872	0.2
Mt Hood/Gorge	38.7	-13.2	70.61	2.1	27.32	-11.4	118,000	0.0	45,665	-13.2	3,224,299	-11.4
Portland Metro	52.5	6.8	86.39	-7.8	45.32	-1.5	1,247,319	3.6	654,408	10.7	56,534,606	2.1
Coast	38.4	3.5	79.15	-0.9	30.39	2.5	646,050	1.1	248,094	4.7	19,635,803	3.7

Source: Smith Travel Research

OREGON LODGING STATISTICS

February 2010 (month)

Region	Occupancy		Room Rate		RevPar		Room Supply		Room Demand		Room Revenue	
	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg	This Year	% Chg
United States	53.0	0.9	96.40	-4.5	51.09	-3.6	na	2.9	na	3.9	na	-0.8
Pacific	58.7	4.3	109.42	-6.2	64.21	-2.1	na	1.8	na	6.2	na	-0.4
Statewide	47.4	5.8	80.64	-2.6	38.20	3.0	1,725,136	2.1	817,079	8.0	65,892,705	5.2
Eastern	34.3	-3.4	61.74	2.2	21.19	-1.2	126,756	0.0	43,514	-3.4	2,686,389	-1.2
Central	33.1	2.5	81.02	-0.9	26.83	1.6	146,916	1.1	48,648	3.7	3,941,277	2.7
Southern	38.5	4.9	66.87	0.5	25.72	5.5	240,940	1.8	92,662	6.8	6,196,619	7.3
Willamette Valley	47.6	0.2	75.14	-1.6	35.80	-1.4	264,628	2.2	126,077	2.5	9,472,816	0.9
Mt Hood/Gorge	42.9	-12.3	71.37	1.7	30.65	-10.7	56,000	0.0	24,048	-12.3	1,716,240	-10.8
Portland Metro	59.1	11.5	88.36	-6.3	52.24	4.4	591,948	3.6	349,969	15.5	30,923,314	8.2
Coast	44.4	5.4	82.46	-1.0	36.63	4.4	306,600	1.1	136,205	6.6	11,231,310	5.5

Source: Smith Travel Research