



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 March 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	51.9	2.3	96.27	-4.3	50.01	-2.1	na	2.9	na	5.3	na	0.7
Pacific	57.3	4.7	108.85	-5.4	62.35	-1.0	na	1.8	na	6.5	na	0.7
<b>Statewide</b>	<b>46.0</b>	<b>4.5</b>	<b>80.20</b>	<b>-2.3</b>	<b>36.87</b>	<b>2.1</b>	<b>5,553,810</b>	<b>2.1</b>	<b>2,552,918</b>	<b>6.7</b>	<b>204,752,851</b>	<b>4.3</b>
Eastern	35.3	-5.2	61.71	0.6	21.75	-4.5	407,430	0.0	143,632	-5.2	8,863,319	-4.5
Central	33.3	4.3	80.21	-1.9	26.74	2.3	472,230	1.1	157,449	5.5	12,629,414	3.5
Southern	38.0	1.8	67.26	0.9	25.58	2.8	774,450	1.8	294,536	3.6	19,809,323	4.6
Willamette Valley	46.1	1.0	73.60	-2.2	33.91	-1.2	850,590	2.2	391,863	3.3	28,841,611	1.1
Mt Hood/Gorge	43.4	-7.9	70.40	0.7	30.55	-7.2	180,000	0.6	78,107	-7.3	5,498,706	-6.6
Portland Metro	56.6	8.4	88.80	-5.2	50.26	2.8	1,911,420	3.6	1,081,783	12.3	96,060,863	6.5
Coast	42.4	5.5	81.01	-1.1	34.34	4.4	985,500	1.1	417,796	6.7	33,846,314	5.6

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 March 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	57.9	5.9	97.90	-2.0	56.67	3.8	na	2.7	na	8.8	na	6.6
Pacific	62.3	7.2	108.64	-3.6	67.68	3.4	na	1.8	na	9.2	na	5.2
<b>Statewide</b>	<b>53.2</b>	<b>7.7</b>	<b>82.29</b>	<b>-0.5</b>	<b>43.78</b>	<b>7.1</b>	<b>1,912,979</b>	<b>2.2</b>	<b>1,017,628</b>	<b>10.0</b>	<b>83,741,990</b>	<b>9.4</b>
Eastern	43.0	-0.8	62.45	-1.0	26.87	-1.8	140,337	0.0	60,378	-0.8	3,770,743	-1.8
Central	40.2	9.1	81.39	0.3	32.74	9.4	162,657	1.1	65,433	10.3	5,325,492	10.6
Southern	45.2	6.0	68.22	0.7	30.83	6.7	266,755	1.8	120,543	7.9	8,223,861	8.6
Willamette Valley	51.0	2.7	73.50	-2.3	37.47	0.3	292,981	2.2	149,347	5.0	10,977,461	2.6
Mt Hood/Gorge	52.1	0.1	70.22	-1.3	36.56	-1.1	62,000	2.0	32,278	2.1	2,266,572	0.8
Portland Metro	64.5	11.1	92.45	-1.2	59.64	9.8	658,378	3.6	424,732	15.1	39,264,851	13.7
Coast	50.0	8.4	83.78	-1.3	41.85	7.0	339,450	1.1	169,567	9.6	14,205,915	8.2

Source: Smith Travel Research