



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS

January 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	45.1	-0.4	93.93	-7.1	42.35	-7.4	na	2.9	na	2.6	na	-4.7
Pacific	51.1	2.2	108.49	-6.8	55.39	-4.8	na	1.8	na	4.0	na	-3.1
Statewide	37.4	-1.1	76.62	-4.8	28.63	-5.9	1,915,149	2.1	715,729	1.0	54,837,608	-3.9
Eastern	28.2	-11.7	60.65	-0.3	17.11	-12.0	140,337	0.0	39,589	-11.7	2,401,019	-12.0
Central	27.2	1.6	77.71	-5.9	21.11	-4.4	162,657	1.1	44,182	2.7	3,433,594	-3.3
Southern	30.6	-6.6	66.51	1.4	20.33	-5.3	271,839	1.8	83,077	-5.0	5,525,298	-3.7
Willamette Valley	39.8	-0.2	72.05	-2.6	28.65	-2.7	292,981	2.2	116,516	2.1	8,394,856	-0.6
Mt Hood/Gorge	32.7	-19.4	67.87	-0.4	22.23	-19.7	62,000	0.0	20,303	-19.4	1,378,055	-19.7
Portland Metro	46.5	2.1	84.01	-9.7	39.08	-7.8	655,464	3.6	304,882	5.8	25,614,350	-4.5
Coast	32.6	0.2	75.13	-1.1	24.51	-0.9	339,450	1.1	110,734	1.3	8,318,970	0.3

Source: Smith Travel Research

OREGON LODGING STATISTICS

January 2010 (month)

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