



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS
 July 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	58.1	4.8	97.53	-1.4	56.65	3.3	na	2.4	na	7.3	na	5.8
Pacific	63.1	5.9	111.56	-2.0	70.36	3.8	na	1.6	na	7.6	na	5.5
Statewide	55.7	4.7	84.79	-1.0	47.26	3.6	13,073,015	1.7	7,286,724	6.4	617,811,242	5.3
Eastern	48.0	-1.6	65.90	1.0	31.65	-0.6	959,512	0.0	460,861	-1.7	30,369,359	-0.7
Central	46.1	3.7	93.67	2.0	43.14	5.8	1,112,364	1.1	512,297	4.9	47,987,371	7.0
Southern	50.9	3.8	73.05	0.4	37.14	4.2	1,839,035	1.3	935,166	5.1	68,309,499	5.5
Willamette Valley	55.3	3.0	78.33	-0.3	43.32	2.7	1,997,252	2.1	1,104,533	5.1	86,516,974	4.8
Mt Hood/Gorge	56.0	-0.4	77.13	-0.7	43.22	-1.1	424,000	1.4	237,599	1.0	18,326,903	0.3
Portland Metro	63.6	7.5	91.24	-3.2	58.06	4.1	4,516,260	3.2	2,873,799	10.9	262,218,943	7.4
Coast	52.4	4.3	88.63	-1.0	46.41	3.2	2,297,678	-0.3	1,203,205	4.0	106,635,330	2.9

Source: Smith Travel Research

OREGON LODGING STATISTICS
 July 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	67.9	7.0	99.14	1.3	67.35	8.5	na	1.9	na	9.0	na	10.5
Pacific	74.5	7.5	119.39	2.2	88.95	9.8	na	1.4	na	9.0	na	11.4
Statewide	74.5	4.9	94.62	0.8	70.50	5.8	1,915,180	1.1	1,427,009	6.0	135,017,200	6.9
Eastern	68.3	6.4	71.59	2.9	48.87	9.4	140,306	0.0	95,770	6.4	6,856,624	9.4
Central	72.2	4.9	119.43	6.9	86.23	12.2	162,657	1.1	117,441	6.1	14,025,857	13.5
Southern	73.0	8.5	80.43	-0.4	58.75	8.1	272,273	0.0	198,889	8.5	15,996,344	8.1
Willamette Valley	71.7	6.7	84.04	1.8	60.29	8.6	292,051	1.7	209,503	8.5	17,607,673	10.4
Mt Hood/Gorge	77.1	2.9	90.72	1.3	69.96	4.3	62,000	2.0	47,809	4.9	4,337,430	6.3
Portland Metro	78.5	4.2	97.51	-0.4	76.59	3.8	660,579	2.5	518,881	6.7	50,596,890	6.3
Coast	73.3	2.2	105.91	0.3	77.65	2.6	336,102	-1.1	246,424	1.1	26,099,802	1.4

Source: Smith Travel Research