

Oregon Tourism Commission  
dba Travel Oregon

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OREGON LODGING STATISTICS												
April 2008 (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	59.2	-2.1	108.01	4.7	63.99	2.5	na	2.2	na	0.1	na	4.8
Pacific	64.4	-2.0	125.38	5.2	80.70	3.1	na	1.2	na	-0.9	na	4.3
Statewide	52.4	-0.8	84.27	6.4	44.13	5.5	7,043,013	0.6	3,688,266	-0.2	310,822,653	6.2
Eastern	44.6	-2.6	60.88	8.5	27.15	5.7	518,520	0.0	231,299	-2.6	14,076,664	5.7
Central	39.6	-4.8	91.52	1.6	36.23	-3.3	584,160	0.7	231,252	-4.3	21,163,741	-2.7
Southern	43.9	-9.7	72.06	4.1	31.61	-6.1	1,001,400	2.0	439,247	-8.0	31,653,328	-4.2
Willamette Valley	56.5	-3.3	81.86	4.9	46.24	1.4	1,071,963	1.5	605,555	-1.9	49,567,896	2.9
Mt Hood/Gorge	52.8	2.3	70.77	7.3	37.35	9.7	238,560	0.0	125,907	2.3	8,909,909	9.7
Portland Metro	64.1	4.1	102.79	7.7	65.88	12.0	2,372,160	-0.9	1,520,253	3.1	156,268,285	11.0
Coast	43.2	-1.8	90.39	2.9	39.04	0.9	1,282,080	1.8	553,761	-0.1	50,054,201	2.8

OREGON LODGING STATISTICS												
April 2008 (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	63.6	-0.5	108.07	4.6	68.76	4.3	na	2.4	na	2.1	na	6.8
Pacific	66.6	-1.6	124.00	4.0	82.60	2.2	na	1.3	na	-0.4	na	3.5
Statewide	58.2	1.0	86.55	7.3	50.38	8.4	1,761,390	0.5	1,025,266	1.5	88,735,605	8.9
Eastern	54.4	-3.5	62.38	8.8	33.95	5.0	129,630	0.0	70,561	-3.5	4,401,400	5.0
Central	45.6	-4.4	92.35	4.8	42.11	0.1	146,040	0.3	66,590	-4.1	6,149,708	0.5
Southern	51.1	-9.6	73.30	1.5	37.44	-8.1	250,350	2.0	127,874	-7.7	9,373,185	-6.3
Willamette Valley	61.2	-0.8	83.28	4.2	50.95	3.2	268,200	1.1	164,077	0.1	13,663,994	4.3
Mt Hood/Gorge	59.7	-1.6	71.34	3.3	42.57	1.6	59,640	0.0	35,591	-1.7	2,539,125	1.6
Portland Metro	70.2	10.9	107.07	10.3	75.15	22.2	593,040	-0.9	416,238	9.9	44,568,361	21.2
Coast	47.2	-6.0	93.50	1.3	44.13	-4.7	320,520	1.8	151,289	-4.2	14,145,274	-3.0

Source: Smith Travel Research

