



Oregon Tourism Commission  
 dba Travel Oregon  
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**OREGON LODGING STATISTICS**  
 January - August 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
Statewide	61.8	-2.2	91.57	5.5	56.56	3.1	14,333,746	1.0	8,852,919	-1.2	810,669,987	4.2
Eastern	54.3	-7.1	66.81	4.2	36.25	-3.2	1,057,567	0.7	573,804	-6.5	38,338,314	-2.5
Central	52.7	-5.7	101.63	2.1	53.59	-3.7	1,182,924	0.6	623,803	-5.1	63,394,164	-3.1
Southern	55.9	-7.8	73.54	2.2	41.12	-5.8	2,058,822	2.6	1,151,053	-5.4	84,653,713	-3.3
Willamette Valley	62.6	-2.0	82.68	6.3	51.76	4.2	2,190,759	2.0	1,371,514	0.0	113,398,277	6.3
Mt Hood/Gorge	60.9	-1.8	81.44	4.8	49.59	2.9	483,084	0.0	294,165	-1.8	23,956,941	2.9
Portland Metro	70.0	1.6	103.10	6.8	72.15	8.5	4,827,367	-0.2	3,378,165	1.4	348,283,877	8.3
Coast	57.7	-2.6	94.34	4.1	54.40	1.3	2,606,506	1.9	1,503,006	-0.8	141,797,314	3.3

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 August 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
Statewide	77.4	-3.5	101.03	3.8	78.25	0.6	1,851,754	1.8	1,434,170	-1.3	144,900,541	2.5
Eastern	67.8	-9.4	74.31	4.0	50.37	-5.8	139,221	3.9	94,374	-5.9	7,012,584	-2.1
Central	72.1	-6.1	123.63	0.1	89.13	-6.0	150,908	1.1	108,786	-5.1	13,449,725	-4.9
Southern	73.4	-7.2	81.78	2.4	60.01	-5.0	269,731	3.5	197,934	-3.9	16,186,211	-1.6
Willamette Valley	73.8	-3.0	87.08	4.6	64.30	1.5	283,805	2.8	209,570	-0.3	18,248,621	4.3
Mt Hood/Gorge	79.5	-2.0	93.57	3.7	74.42	1.6	61,628	0.0	49,013	-2.0	4,586,229	1.6
Portland Metro	82.9	-0.3	108.47	5.6	89.94	5.3	620,465	0.5	514,480	0.2	55,806,961	5.8
Coast	79.4	-1.8	112.94	1.9	89.66	0.0	335,606	2.3	266,413	0.4	30,089,141	2.3

Source: Smith Travel Research