

Oregon Tourism Commission
dba Travel Oregon

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OREGON LODGING STATISTICS
July 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	62.6	-2.5	107.45	3.9	67.24	1.3	n/a	2.4	n/a	-0.2	n/a	3.7
Pacific	67.7	-2.4	126.70	4.3	85.72	1.8	n/a	1.4	n/a	-1.0	n/a	3.2
Statewide	59.4	-2.1	89.73	5.8	53.34	3.6	12,481,568	0.9	7,419,688	-1.2	665,784,214	4.6
Eastern	52.2	-6.8	65.34	4.2	34.11	-2.9	918,346	0.3	479,414	-6.6	31,324,793	-2.6
Central	49.9	-5.6	96.98	2.6	48.40	-3.1	1,032,016	0.5	515,017	-5.1	49,944,439	-2.6
Southern	53.3	-7.9	71.76	2.0	38.27	-6.0	1,789,091	2.5	954,156	-5.6	68,474,310	-3.7
Willamette Valley	60.9	-1.8	81.88	6.7	49.90	4.7	1,906,954	1.9	1,162,170	0.0	95,161,171	6.7
Mt Hood/Gorge	58.2	-1.8	79.04	5.1	45.97	3.3	421,456	0.0	245,136	-1.8	19,376,297	3.3
Portland Metro	68.1	1.9	102.14	7.1	69.53	9.1	4,206,478	-0.3	2,863,493	1.6	292,463,854	8.7
Coast	54.4	-2.8	90.35	4.6	49.19	1.7	2,270,900	1.9	1,236,493	-1.0	111,713,032	3.6

Source: Smith Travel Research

OREGON LODGING STATISTICS
July 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	69.3	-2.1	106.50	2.5	73.81	0.4	n/a	2.7	n/a	0.6	n/a	3.1
Pacific	75.3	-2.8	131.60	2.1	99.14	-0.8	n/a	1.7	n/a	-1.1	n/a	1.0
Statewide	75.7	-3.4	100.58	4.6	76.14	1.0	1,845,027	1.5	1,396,792	-1.9	140,483,618	2.5
Eastern	68.3	-9.2	72.37	0.8	49.44	-8.5	136,245	1.7	93,079	-7.6	6,735,985	-6.9
Central	71.5	-4.9	123.03	-0.6	87.94	-5.5	150,908	0.3	107,864	-4.6	13,271,018	-5.2
Southern	71.4	-8.9	79.65	0.3	56.86	-8.6	267,251	2.6	190,765	-6.6	15,195,061	-6.3
Willamette Valley	74.5	-1.1	89.46	8.4	66.61	7.2	283,805	2.8	211,310	1.6	18,903,569	10.2
Mt Hood/Gorge	79.9	-2.0	92.24	1.4	73.73	-0.6	61,628	0.0	49,262	-2.0	4,543,730	-0.6
Portland Metro	81.2	-0.5	109.75	6.8	89.12	6.2	620,403	0.5	503,820	0.0	55,292,682	6.7
Coast	73.8	-4.2	109.41	3.6	80.76	-0.7	334,397	2.6	246,832	-1.7	27,004,940	1.8

Source: Smith Travel Research