



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
 October 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	62.8	-3.4	107.44	3.2	67.51	-0.3	na	2.5	na	-0.9	na	2.3
Pacific	68.1	-3.4	126.66	3.3	86.24	-0.2	na	1.5	na	-2.0	na	1.3
Statewide	61.6	-3.4	91.46	4.9	56.36	1.3	18,036,270	1.4	11,114,036	-2.0	1,016,455,180	2.8
Eastern	55.2	-7.1	66.25	2.6	36.59	-4.7	1,341,550	2.0	740,585	-5.3	49,067,065	-2.8
Central	52.8	-6.5	99.72	2.0	52.65	-4.7	1,503,992	1.8	794,009	-4.9	79,178,969	-3.0
Southern	55.6	-8.9	73.64	2.2	40.95	-6.9	2,596,232	2.9	144,624	-6.3	106,305,028	-4.3
Willamette Valley	61.9	-3.2	82.90	5.6	51.35	2.2	2,749,214	2.2	1,702,845	-1.1	141,159,683	4.4
Mt Hood/Gorge	61.7	-2.6	81.30	4.3	50.17	1.5	604,352	0.0	372,929	-2.6	30,317,688	1.5
Portland Metro	69.7	0.0	103.57	6.2	72.16	6.2	6,066,231	0.2	4,226,130	0.2	437,714,134	6.4
Coast	57.8	-3.5	93.59	3.6	54.05	-0.1	3,266,892	2.0	1,886,659	-1.6	176,579,370	1.9

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 October 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	62.1	-6.5	107.60	-0.5	66.85	-7.0	na	3.0	na	-3.7	na	-4.2
Pacific	64.9	-7.5	122.54	-0.6	79.59	-8.1	na	1.8	na	-5.8	na	-6.4
Statewide	57.2	-8.0	88.99	2.4	50.86	-5.8	1,875,035	2.7	1,071,642	-5.5	95,368,328	-3.2
Eastern	52.9	-8.1	63.69	3.8	33.68	-4.6	140,244	3.9	74,160	-4.5	4,723,536	-0.8
Central	47.7	-5.5	85.13	2.2	40.61	-3.4	155,375	2.0	74,112	-3.6	6,309,066	-1.5
Southern	50.6	-10.2	71.77	4.0	36.34	-6.6	273,110	3.8	138,307	-6.8	9,925,778	-3.1
Willamette Valley	55.6	-7.7	82.23	1.7	45.73	-6.1	283,805	2.8	157,828	-5.1	12,978,534	-3.5
Mt Hood/Gorge	60.6	-3.8	78.23	5.9	47.37	1.9	61,628	0.0	37,316	-3.8	2,919,405	1.9
Portland Metro	65.7	-10.0	104.76	2.3	68.78	-7.9	634,880	2.9	416,827	-7.4	43,668,216	-5.3
Coast	53.0	-3.7	85.30	2.5	45.24	-1.3	355,606	2.0	177,976	-1.8	15,181,900	0.6

Source: Smith Travel Research