



Oregon Tourism Commission  
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**OREGON LODGING STATISTICS**  
**February 2007 (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       |
| <b>Statewide</b>  | <b>48.1</b> | <b>0.8</b>  | <b>77.24</b> | <b>8.9</b> | <b>37.15</b> | <b>9.8</b> | <b>3,450,545</b> | <b>0.2</b> | <b>1,659,313</b> | <b>1.0</b>  | <b>128,172,750</b> | <b>10.0</b> |
| Eastern           | 36.8        | 1.7         | 54.45        | 8.5        | 20.06        | 10.3       | 252,166          | 1.5        | 92,897           | 3.2         | 5,057,973          | 12.0        |
| Central           | 34.8        | -2.2        | 87.75        | 2.5        | 30.56        | 0.2        | 276,651          | 0.0        | 96,357           | -2.2        | 8,455,695          | 0.2         |
| <b>Southern</b>   | <b>43.3</b> | <b>-3.3</b> | <b>67.01</b> | <b>6.7</b> | <b>29.00</b> | <b>3.1</b> | <b>478,136</b>   | <b>1.7</b> | <b>206,904</b>   | <b>-1.7</b> | <b>13,865,542</b>  | <b>4.9</b>  |
| Willamette Valley | 54.6        | 5.0         | 77.02        | 9.7        | 42.05        | 15.1       | 522,965          | -1.7       | 285,518          | 3.2         | 21,991,065         | 13.2        |
| Mt Hood/Gorge     | 43.5        | -10.1       | 64.24        | 4.6        | 27.96        | -6.0       | 117,292          | 0.0        | 51,043           | -10.1       | 3,278,984          | -6.0        |
| Portland Metro    | 58.9        | 2.1         | 94.10        | 9.9        | 55.45        | 12.2       | 1,189,912        | 0.8        | 701,220          | 3.0         | 65,983,462         | 13.2        |
| Coast             | 36.2        | -3.5        | 80.14        | 5.1        | 29.00        | 1.5        | 626,403          | -0.6       | 226,675          | -4.0        | 18,165,729         | 0.9         |

Source: Smith Travel Research

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**February 2007 (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       |
| <b>Statewide</b>  | <b>52.6</b> | <b>1.0</b>  | <b>78.88</b> | <b>9.0</b> | <b>41.51</b> | <b>10.0</b> | <b>1,637,944</b> | <b>0.3</b> | <b>861,947</b> | <b>1.3</b>  | <b>67,987,739</b> | <b>10.4</b> |
| Eastern           | 42.0        | 7.1         | 55.95        | 10.4       | 23.47        | 18.1        | 119,672          | 1.5        | 50,204         | 8.7         | 2,808,725         | 19.9        |
| Central           | 38.5        | 1.3         | 89.94        | 4.4        | 34.63        | 5.9         | 131,292          | 0.0        | 50,552         | 1.4         | 4,546,474         | 5.9         |
| <b>Southern</b>   | <b>45.4</b> | <b>-6.0</b> | <b>67.91</b> | <b>7.8</b> | <b>30.84</b> | <b>1.3</b>  | <b>226,912</b>   | <b>1.7</b> | <b>103,040</b> | <b>-4.5</b> | <b>6,996,933</b>  | <b>3.0</b>  |
| Willamette Valley | 60.8        | 5.6         | 78.53        | 10.0       | 47.74        | 16.1        | 248,584          | -1.0       | 151,117        | 4.5         | 11,866,700        | 15.0        |
| Mt Hood/Gorge     | 48.6        | -8.8        | 64.87        | 4.7        | 31.52        | -4.6        | 55,664           | 0.0        | 27,046         | -8.9        | 1,754,442         | -4.6        |
| Portland Metro    | 63.3        | 2.1         | 95.53        | 10.3       | 60.48        | 12.6        | 564,704          | 0.8        | 357,498        | 3.0         | 34,153,569        | 13.5        |
| Coast             | 41.8        | -6.3        | 85.41        | 6.1        | 35.74        | -0.6        | 297,276          | -0.6       | 124,404        | -6.8        | 10,625,179        | -1.1        |

Source: Smith Travel Research