



Oregon Tourism Commission  
 dba Travel Oregon  
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**OREGON LODGING STATISTICS**

February 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	55.3	-1.4	107.09	5.0	59.17	3.4	na	2.1	na	0.6	na	5.6
Pacific	61.5	-1.6	125.74	5.7	77.36	4.1	na	1.1	na	-0.4	na	5.2
Statewide	47.5	-0.2	82.72	6.7	39.32	6.4	3,462,168	0.7	1,645,795	0.5	136,146,578	7.1
Eastern	37.6	2.2	60.00	10.7	22.56	13.1	254,880	0.0	95,843	2.2	5,750,756	13.1
Central	34.1	-1.2	90.93	1.1	31.01	-0.1	287,212	1.0	97,956	-0.2	8,907,203	0.9
Southern	38.8	-9.8	71.03	6.2	27.56	-4.2	492,414	2.0	191,064	-8.0	13,571,508	-2.3
Willamette Valley	52.3	-3.3	81.36	6.0	42.53	2.4	526,564	2.0	275,274	-1.5	22,394,939	4.5
Mt Hood/Gorge	46.2	6.7	69.08	8.0	31.89	15.0	117,292	0.0	54,154	6.6	3,740,789	15.0
Portland Metro	60.0	2.4	100.56	6.8	60.31	9.4	1,166,371	-0.9	699,486	1.5	70,338,394	8.4
Coast	36.9	3.9	84.87	4.5	31.34	8.8	630,415	1.8	232,808	6.0	19,757,400	10.8

Source: Smith Travel Research

**OREGON LODGING STATISTICS**

February 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	59.3	-1.2	108.46	4.2	64.32	3.0	na	2.1	na	1.0	na	5.2
Pacific	65.4	-1.8	127.30	5.2	83.21	3.3	na	1.2	na	-0.6	na	4.6
Statewide	51.5	-1.3	84.15	6.3	43.34	4.8	1,643,460	0.7	846,444	-0.7	71,228,020	5.5
Eastern	40.5	-2.9	60.79	11.0	24.60	7.7	120,960	0.0	48,951	-3.0	2,975,650	7.6
Central	38.4	1.6	91.62	-2.3	35.21	-0.7	136,304	1.0	52,381	2.6	4,799,072	0.3
Southern	41.0	-10.3	71.47	5.9	29.27	-5.0	233,688	2.0	95,712	-8.5	6,840,300	-3.1
Willamette Valley	57.3	-4.7	82.66	5.8	47.36	0.8	250,292	2.0	143,403	-2.8	11,853,581	2.7
Mt Hood/Gorge	50.2	4.1	70.12	8.9	35.20	13.4	55,664	0.0	27,942	4.2	1,959,202	13.4
Portland Metro	64.1	1.7	101.73	6.5	65.21	8.3	553,532	-0.9	354,819	0.8	36,096,624	7.3
Coast	41.8	1.2	91.23	4.9	38.10	6.1	299,180	1.8	124,940	3.0	11,398,488	8.0

Source: Smith Travel Research