



Oregon Tourism Commission  
 dba Travel Oregon  
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**OREGON LODGING STATISTICS**  
 January 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	51.6	-1.7	105.64	5.7	54.52	3.8	na	2.0	na	0.2	na	5.9
Pacific	58.1	-1.2	124.21	6.3	72.15	5.1	na	1.0	na	-0.1	na	6.1
Statewide	43.9	0.9	81.21	7.3	35.68	8.4	1,818,708	0.7	799,047	1.8	64,891,256	9.2
Eastern	33.7	4.3	57.98	8.8	19.56	13.6	133,920	0.0	45,171	4.3	2,618,948	13.5
Central	30.2	-4.4	90.21	5.2	27.23	0.7	150,908	1.0	45,550	-3.4	4,108,852	1.7
Southern	37.7	-8.7	70.31	6.3	26.53	-2.8	258,726	2.0	97,608	-6.8	6,863,237	-0.9
Willamette Valley	47.8	-1.2	80.10	6.9	38.27	5.5	276,272	2.0	132,009	0.6	10,573,372	7.6
Mt Hood/Gorge	41.5	6.7	64.55	1.6	26.76	8.2	61,628	0.0	25,546	6.5	1,648,937	8.2
Portland Metro	56.3	3.5	99.45	7.5	56.02	11.2	612,839	-0.9	345,204	2.6	34,329,764	10.3
Coast	32.9	8.9	77.49	4.6	25.52	13.9	331,235	1.8	109,077	10.9	8,452,905	16.0

Source: Smith Travel Research

**OREGON LODGING STATISTICS**  
 January 2008 (month)

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