



Oregon Tourism Commission
 dba Travel Oregon
 670 SE Hawthorne Avenue, Suite 240
 Salem, Oregon 97301
 503-378-8850

OREGON LODGING STATISTICS
 March 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	57.8	-2.7	107.93	4.7	62.37	1.9	na	2.1	na	-0.6	na	4.1
Pacific	63.6	-2.2	125.82	5.6	80.02	3.3	na	1.1	na	-1.1	na	4.5
Statewide	50.4	-1.4	83.41	6.1	42.00	4.6	5,281,623	0.6	2,659,530	-0.8	221,831,464	5.2
Eastern	41.5	-1.7	60.27	8.4	24.99	6.5	388,890	0.0	161,226	-1.8	9,716,967	6.4
Central	36.3	-5.0	91.20	0.5	33.10	-4.6	438,120	0.8	159,029	-4.3	14,503,640	-3.9
Southern	41.6	-9.6	71.53	5.2	29.74	-5.0	751,050	2.0	312,201	-7.9	22,332,755	-3.1
Willamette Valley	55.1	-3.8	81.39	5.2	44.84	1.1	803,763	1.7	442,842	-2.3	36,043,648	2.8
Mt Hood/Gorge	50.5	3.9	70.54	9.1	35.61	13.4	178,920	0.0	90,316	3.9	6,370,784	13.4
Portland Metro	62.0	1.5	101.18	6.7	62.70	8.2	1,779,120	-0.9	1,102,575	0.6	111,556,482	7.3
Coast	41.3	0.7	89.46	3.1	36.92	3.8	961,560	1.8	396,827	2.5	35,498,608	5.6

Source: Smith Travel Research

OREGON LODGING STATISTICS
 March 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	62.6	-4.7	109.36	4.3	68.50	-0.5	na	2.3	na	-2.4	na	1.8
Pacific	67.6	-3.2	126.06	5.6	85.17	2.2	na	1.2	na	-2.1	na	3.4
Statewide	55.6	-3.3	84.38	5.1	46.95	1.8	1,819,514	0.5	1,012,381	-2.7	85,420,916	2.3
Eastern	48.7	-7.4	60.59	5.6	29.50	-2.3	133,951	0.0	65,214	-7.4	3,951,366	-2.3
Central	40.4	-10.6	91.66	-0.4	37.06	-11.0	150,908	0.3	61,019	-10.3	5,593,129	-10.6
Southern	47.3	-8.7	71.87	3.1	33.99	-5.9	258,695	2.0	122,348	-6.9	8,793,157	-4.0
Willamette Valley	60.0	-4.8	81.49	4.0	48.90	-0.9	277,140	1.1	166,316	-3.7	13,552,945	0.1
Mt Hood/Gorge	58.7	0.2	72.73	10.9	42.68	11.1	61,628	0.0	36,162	0.1	2,629,995	11.0
Portland Metro	65.9	0.0	102.33	6.5	67.41	6.5	612,808	-0.9	403,664	-0.9	41,307,697	5.6
Coast	48.8	-5.2	94.30	2.2	46.02	-3.1	331,204	1.8	161,645	-3.4	15,243,359	-1.4

Source: Smith Travel Research