



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS

July 2009 (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	56.0	-10.3	98.41	-8.8	55.12	-18.2	na	3.2	na	-7.5	na	-15.6
Pacific	60.1	-11.1	113.63	-10.5	68.25	-20.5	na	2.2	na	-9.2	na	-18.7
Statewide	53.6	-9.9	85.34	-5.2	45.74	-14.6	12,867,508	2.8	6,896,947	-7.4	588,588,134	-12.2
Eastern	48.8	-7.9	65.63	1.4	32.02	-6.6	959,936	3.6	468,341	-4.5	30,736,764	-3.2
Central	45.2	-8.8	92.09	-6.8	41.63	-15.0	1,087,984	1.4	491,862	-7.5	45,293,415	-13.8
Southern	49.6	-6.6	72.11	-1.4	35.76	-8.0	1,849,730	3.6	917,326	-3.2	66,151,343	-4.6
Willamette Valley	53.9	-11.5	78.42	-4.3	42.26	-15.3	1,962,778	3.1	1,057,632	-8.8	82,938,889	-12.7
Mt Hood/Gorge	56.1	-4.8	78.17	-0.3	43.84	-5.2	418,092	-1.4	234,487	-6.2	18,329,964	-6.5
Portland Metro	59.4	-12.9	94.22	-7.8	55.96	-19.6	4,350,048	3.8	2,583,534	-9.6	243,428,330	-16.6
Coast	50.9	-6.8	88.46	-2.6	45.02	-9.2	2,303,970	1.7	1,172,695	-5.2	103,735,202	-7.7

Source: Smith Travel Research

OREGON LODGING STATISTICS

July 2009 (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	64.1	-7.3	97.18	-9.1	62.34	-15.7	na	3.2	na	-4.3	na	-13.0
Pacific	69.8	-7.2	116.45	-11.8	81.32	-18.2	na	2.1	na	-5.3	na	-16.4
Statewide	71.5	-5.2	93.56	-8.0	66.91	-12.7	1,896,332	2.6	1,356,236	-2.8	126,888,666	-10.5
Eastern	64.1	-6.0	70.51	0.2	45.21	-5.8	140,368	2.2	90,012	-3.9	6,346,426	-3.8
Central	69.8	-2.1	113.50	-11.0	79.25	-12.8	159,092	1.4	111,088	-0.7	12,608,566	-11.6
Southern	68.5	-2.8	81.05	-2.8	55.49	-5.5	277,171	4.0	189,748	1.0	15,379,607	-1.8
Willamette Valley	67.2	-9.4	82.18	-8.4	55.26	-17.0	288,114	1.7	193,746	-7.9	15,921,500	-15.6
Mt Hood/Gorge	75.2	-6.0	89.81	-2.6	67.51	-8.4	60,791	-2.0	45,697	-7.9	4,104,256	-10.3
Portland Metro	75.7	-6.7	97.84	-10.8	74.09	-16.7	640,584	3.6	485,111	-3.3	47,462,232	-13.7
Coast	72.5	-1.5	103.38	-6.9	74.95	-8.2	339,822	2.0	246,361	0.5	25,469,636	-6.4

Source: Smith Travel Research