



Oregon Tourism Commission
 dba Travel Oregon
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OREGON LODGING STATISTICS

March 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	51.4	-10.9	100.13	-7.7	51.44	-17.7	na	3.2	na	-8.0	na	-15.1
Pacific	55.4	-12.9	114.94	-8.9	63.65	-20.7	na	2.3	na	-10.9	na	-18.9
Statewide	44.3	-12.5	81.77	-2.2	36.26	-14.4	5,430,330	2.8	2,408,163	-10.0	196,922,421	-12.0
Eastern	36.9	-9.7	61.92	3.6	22.85	-6.4	407,250	3.9	150,280	-6.1	9,305,667	-2.7
Central	33.3	-12.7	80.96	-2.8	26.94	-15.1	451,080	1.5	150,113	-11.4	12,152,575	-13.8
Southern	37.9	-10.9	65.71	-0.8	24.89	-11.6	775,530	3.8	293,753	-7.5	19,303,358	-8.2
Willamette Valley	45.8	-15.4	75.21	-1.8	34.44	-16.9	831,150	3.7	380,617	-12.2	28,625,187	-13.9
Mt Hood/Gorge	46.4	-3.0	70.62	1.3	32.77	-1.8	178,920	0.0	83,029	-3.0	5,863,339	-1.8
Portland Metro	52.4	-14.1	93.67	-3.7	49.07	-17.3	1,836,990	3.8	962,288	-10.9	90,133,086	-14.2
Coast	40.9	-10.3	80.92	0.3	33.06	-10.0	977,220	1.3	399,238	-9.1	32,305,613	-8.9

Source: Smith Travel Research

OREGON LODGING STATISTICS

March 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	55.2	-11.6	99.42	-9.6	54.93	-20.0	na	3.2	na	-8.7	na	-17.5
Pacific	55.2	-13.1	112.51	-11.0	65.99	-22.7	na	2.4	na	-11.1	na	-20.9
Statewide	49.7	-10.8	82.47	-2.7	40.96	-13.2	1,870,447	2.9	928,887	-8.2	76,606,472	-10.7
Eastern	43.5	-7.8	63.21	5.3	27.50	-3.0	140,275	3.9	61,027	-4.2	3,857,780	0.8
Central	38.0	-11.5	80.16	-4.4	30.44	-15.4	155,372	1.5	59,006	-10.3	4,729,713	-14.2
Southern	43.3	-9.2	66.87	-0.9	28.96	-10.0	267,127	3.8	115,692	-5.7	7,736,731	-6.5
Willamette Valley	49.8	-16.4	75.28	-2.5	37.45	-18.5	286,285	3.6	142,438	-13.4	10,722,789	-15.5
Mt Hood/Gorge	50.7	-6.8	72.18	1.0	36.61	-5.9	61,628	0.0	31,255	-6.8	2,256,011	-5.9
Portland Metro	58.0	-10.5	93.81	-4.8	54.39	-14.8	632,741	3.8	366,884	-7.1	34,417,744	-11.6
Coast	46.6	-9.6	84.03	-0.7	39.16	-10.3	336,598	1.5	156,862	-8.3	13,181,682	-8.9

Source: Smith Travel Research