



**Oregon Tourism Commission**  
 dba Travel Oregon  
 319 SW Washington St., Suite 700  
 Portland, Oregon 97204  
 503-967-1560

**OREGON LODGING STATISTICS**  
**Current Month: March 2021**

Region	Occupancy (%)		Room Rate (\$)		RevPAR (\$)		Room Supply		Room Demand		Room Revenue (\$)	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
United States	54.6	40.1%	\$106.08	-4.1%	\$57.87	34.4%	164,612,263	-1.7%	89,806,124	37.8%	\$9,526,638,343	32.1%
Pacific	54.0	39.0%	\$123.26	-11.3%	\$66.58	23.4%	23,490,033	-4.4%	12,688,174	32.9%	\$1,563,883,031	17.9%
Statewide	55.5	52.2%	\$98.18	-1.2%	\$54.46	50.4%	2,123,624	-1.8%	1,177,871	49.5%	\$115,646,110	47.7%
Central	59.1	68.1%	\$107.88	9.2%	\$63.72	83.6%	184,078	3.9%	108,731	74.6%	\$11,730,065	90.7%
Coast	64.4	89.8%	\$117.03	20.2%	\$75.41	128.3%	352,098	0.8%	226,863	91.4%	\$26,550,131	130.1%
Eastern	50.8	20.1%	\$78.33	-0.2%	\$39.76	19.8%	153,481	0.4%	77,913	20.6%	\$6,102,955	20.3%
Mt. Hood/Gorge	55.1	49.2%	\$95.26	7.6%	\$52.47	60.5%	71,455	4.2%	39,359	55.5%	\$3,749,253	67.3%
Portland	44.6	23.3%	\$91.68	-18.2%	\$40.93	0.9%	765,173	-6.4%	341,586	15.4%	\$31,315,780	-5.6%
Southern	68.6	88.7%	\$89.60	12.7%	\$61.48	112.8%	262,787	-1.3%	180,320	86.3%	\$16,157,456	110.0%
Willamette Valley	61.2	58.6%	\$91.09	-0.7%	\$55.77	57.5%	341,434	2.0%	209,034	61.8%	\$19,040,845	60.7%

**OREGON LODGING STATISTICS**  
**Year To Date (YTD): January - March 2021**

Region	Occupancy (%)		Room Rate (\$)		RevPAR (\$)		Room Supply		Room Demand		Room Revenue (\$)	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
United States	46.5	-9.8%	\$99.27	-19.7%	\$46.13	-27.6%	476,172,315	-1.9%	221,250,809	-11.5%	\$21,964,604,255	-29.0%
Pacific	46.6	-18.5%	\$115.01	-28.7%	\$53.63	-41.9%	67,862,626	-4.8%	31,644,270	-22.4%	\$3,639,349,094	-44.7%
Statewide	48.8	4.2%	\$93.45	-11.1%	\$45.62	-7.5%	6,138,719	-2.0%	2,996,846	2.0%	\$280,052,660	-9.3%
Central	48.1	14.4%	\$102.92	1.6%	\$49.54	16.2%	530,948	3.2%	255,596	18.0%	\$26,305,437	19.9%
Coast	55.2	30.0%	\$106.62	6.4%	\$58.81	38.2%	1,021,011	0.7%	563,158	30.9%	\$60,046,329	39.2%
Eastern	42.3	2.4%	\$76.04	-1.6%	\$32.19	0.8%	445,590	0.4%	188,629	2.9%	\$14,343,150	1.2%
Mt. Hood/Gorge	48.4	3.8%	\$92.29	1.8%	\$44.66	5.7%	207,450	4.2%	100,382	8.2%	\$9,264,410	10.2%
Portland	40.8	-21.4%	\$89.48	-23.5%	\$36.49	-39.9%	2,192,558	-7.2%	894,145	-27.1%	\$80,012,190	-44.3%
Southern	60.1	44.9%	\$86.46	7.5%	\$51.97	55.8%	769,892	-0.4%	462,752	44.3%	\$40,008,239	55.2%
Willamette Valley	55.5	12.5%	\$88.14	-9.4%	\$48.91	1.9%	991,250	2.0%	550,038	14.8%	\$48,481,392	4.0%

Source: STR



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**OREGON LODGING STATISTICS**  
**Running 12 Months (R12): February 2020 - March 2021**

Region	Occupancy (%)		Room Rate (\$)		RevPAR (\$)		Room Supply		Room Demand		Room Revenue (\$)	
	R12	% Chg YOY	R12	% Chg YOY	R12	% Chg YOY	R12	% Chg YOY	R12	% Chg YOY	R12	% Chg YOY
Statewide	46.7	-26.4%	\$98.02	-20.4%	\$45.77	-41.5%	24,280,761	-3.9%	11,338,066	-29.3%	\$1,111,383,429	-43.7%
Central	50.2	-18.0%	\$118.52	-9.5%	\$59.54	-25.8%	2,111,000	1.8%	1,060,530	-16.5%	\$125,689,898	-24.5%
Coast	53.2	-9.0%	\$117.87	-4.1%	\$62.69	-12.8%	4,054,781	-1.5%	2,156,390	-10.4%	\$254,181,111	-14.1%
Eastern	45.8	-19.1%	\$79.23	-7.8%	\$36.32	-25.4%	1,792,922	-0.2%	821,964	-19.3%	\$65,124,917	-25.6%
Mt. Hood/Gorge	47.4	-25.6%	\$100.64	-12.4%	\$47.75	-34.8%	827,762	2.5%	392,772	-23.7%	\$39,528,316	-33.2%
Portland	36.5	-47.6%	\$90.27	-34.2%	\$32.93	-65.5%	8,547,549	-9.1%	3,118,693	-52.3%	\$281,509,982	-68.6%
Southern	58.9	-2.4%	\$87.37	-7.4%	\$51.49	-9.6%	3,142,169	-0.7%	1,851,642	-3.1%	\$161,780,018	-10.2%
Willamette Valley	51.3	-16.6%	\$89.94	-17.7%	\$46.13	-31.4%	3,864,075	-2.0%	1,982,021	-18.2%	\$178,265,783	-32.7%

Source: STR