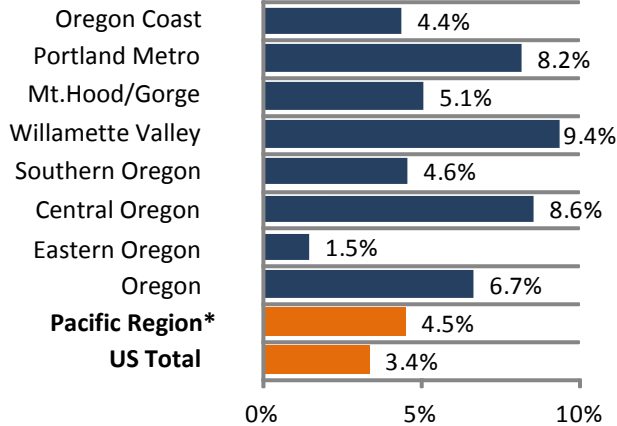


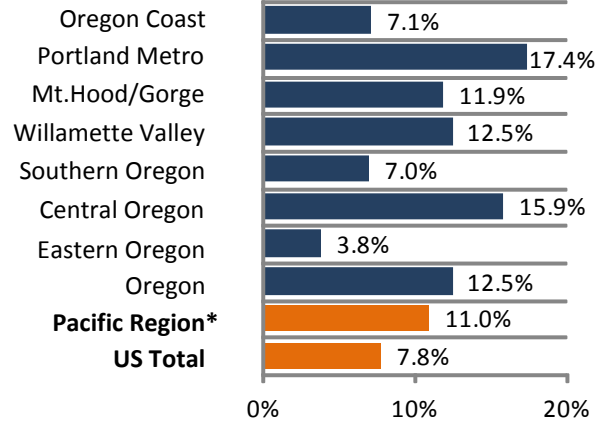
The Oregon Travel Barometer is a dashboard of key metrics designed to show top-line travel-related indicators and is provided as a resource to the Oregon travel industry. This report is updated monthly from reliable third party sources (where noted, key metrics are updated quarterly). The most current value is subject to data availability and may vary from metric to metric. Click [here](#) for reports from previous months.

OREGON LODGING TRENDS¹

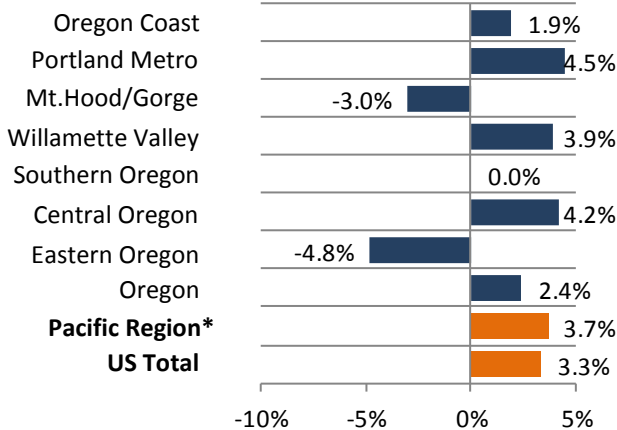
Yr/Yr Change in Lodging Demand August 2012 [Data](#)



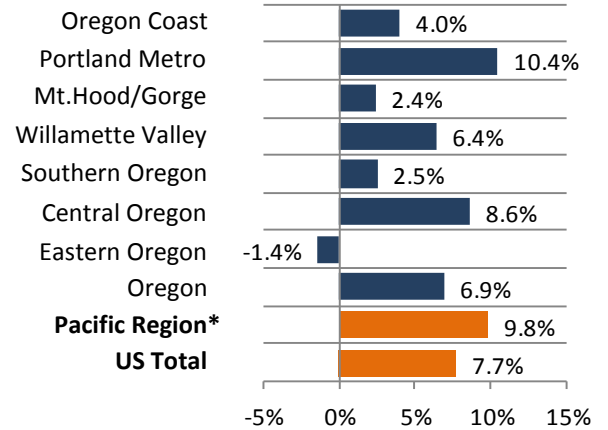
Yr/Yr Change in Lodging Revenue August 2012 [Data](#)



Yr/Yr Change in Lodging Demand Aug 2012 (YTD) [Data](#)

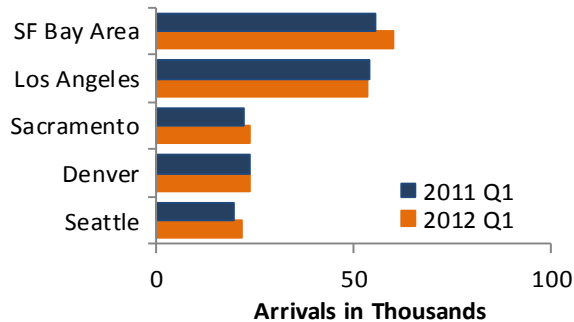


Yr/Yr Change in Lodging Revenue Aug 2012(YTD) [Data](#)

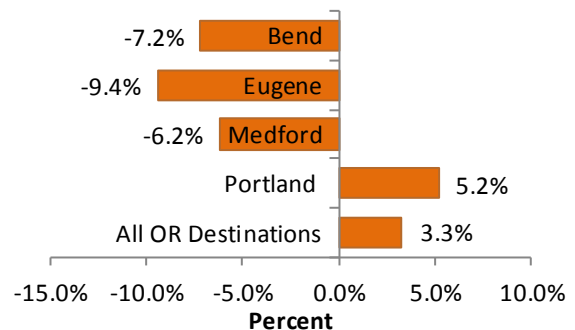


OREGON DOMESTIC AIR TRAVEL²

Top 5 Origin Markets: Q1 2012 [Data](#)















Yr/Yr Change in Air Arrivals: Q1 2012 [Data](#)



*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.



PRICES				TRANSPORTATION			
Oregon Gas Prices (\$ per gallon)³ Data				Oregon Gasoline Volume (000 gals/day)⁷ Data			
Monthly: 2yrs	Aug 2012	Aug (%)	YTD ⁴ (%)	Monthly: 2yrs	July 2012	July (%)	YTD ⁴ (%)
	\$3.88	3.5%	5.0%		4,210.5	-3.1%	-3.0%
Portland Metro Room Rates¹ Data				Domestic Air Visitors to Oregon² Data			
Monthly: 2yrs	Aug 2012	Aug (%)	YTD ⁴ (%)	Quarterly: 2yrs	Q1 2012	Q1 (%)	YTD ⁴ (%)
	111.87	8.5%	5.7%		493,073	3.3%	3.3%
PDX Airfares²				Total Deplaned Passengers at PDX⁸ Data			
Quarterly: 2yrs	Q1 2012	Q1 (%)	YTD ⁴ (%)	Monthly: 2yrs	Aug 2012	Aug (%)	YTD ⁴ (%)
	\$ 31,220,422	29.0%	29.0%		711,750	10.0%	5.8%
West Urban CPI Food Away From Home⁵ Data				International Deplaned Passengers at PDX⁸ Data			
Monthly: 2yrs	Aug 2012	Aug (%)	YTD ⁴ (%)	Monthly: 2yrs	Aug 2012	Aug (%)	YTD ⁴ (%)
	233.14	3.3%	3.2%		27,459	7.0%	1.2%
OREGON EMPLOYMENT⁶ (Seasonally Adjusted)				NATIONAL AND STATE INDICATORS			
Leisure & hospitality Employment Data				Traveler Sentiment Index (TSI)⁹ Data			
Monthly: 2yrs	Aug 2012	Aug (%)	YTD ⁴ (%)	Quarterly: 2yrs	Q3 2012	Q3 (%)	
	168,700	1.3%	1.1%		92.2	4.2%	
Accommodation & Food Services Employment Data				Oregon Index of Leading Economic Indicators (OILI)¹⁰			
Monthly: 2yrs	Aug 2012	Aug (%)	YTD ⁴ (%)	Monthly: 2yrs	Aug 2012	Aug (%)	6Mo ¹¹ (%)
	147,900	2.4%	2.6%		94.35	2.9%	-1.9%

Sources and Notes:

- Lodging metrics are based on Smith Travel Research reports.
- Domestic Air Travel data is based on the Origin and Destination Survey of the U.S. Department of Transportation. This survey represents a 10 percent sample of the ticket itineraries of domestic passenger flights of U.S. air carriers.
- www.pricelock.
- YTD Year-over-Year Change is based on last available value for each metric.
- U.S. Bureau of Labor Statistics.
- Oregon Employment Department.
- U.S. Energy Information Administration
- Port of Portland, Aviation Statistics
- U.S. Travel Association. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service. The TSI is released in February, April, July and October. March 2007 = 100.
- Oregon Office of Economic Analysis. The OILI applies the Conference Board's methodology for the U.S. National Leading Index to Oregon-specific components. Jan 2005 = 100. The OILI value is subject to change due to the standard deviation changes. [See Methodology...](#)
- 6 Month Annualized Change.

This report does not imply Travel Oregon's participation in any increase or decrease in the various metrics offered.