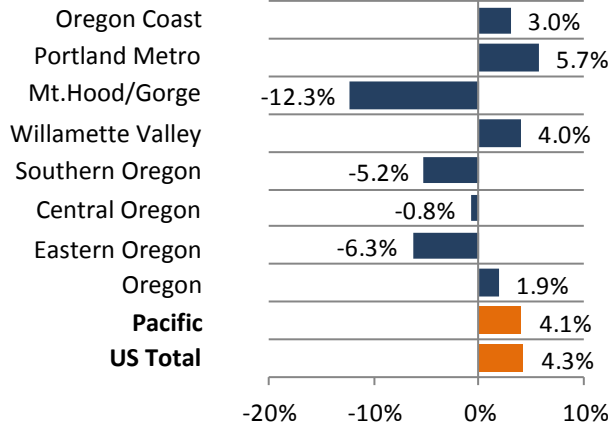


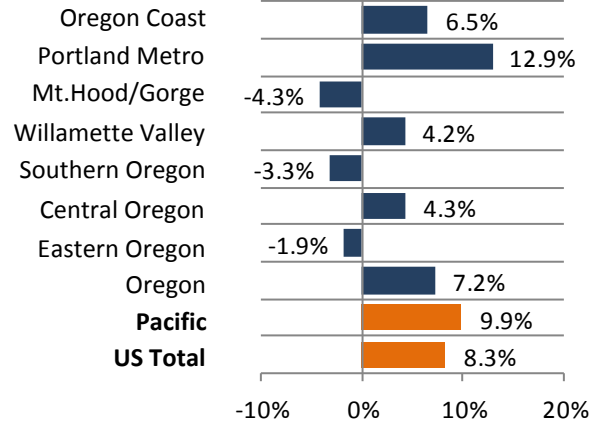
The Oregon Travel Barometer is a dashboard of key metrics designed to show top-line travel-related indicators and is provided as a resource to the Oregon travel industry. This report is updated monthly from reliable third party sources (where noted, key metrics are updated quarterly). The most current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

OREGON LODGING TRENDS¹

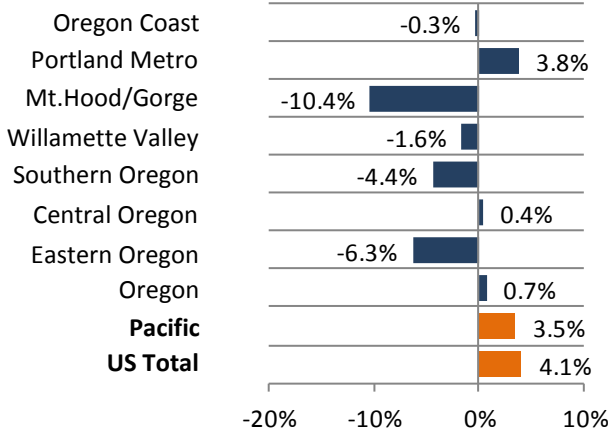
Yr/Yr Change in Lodging Demand Mar 2012 [Data](#)



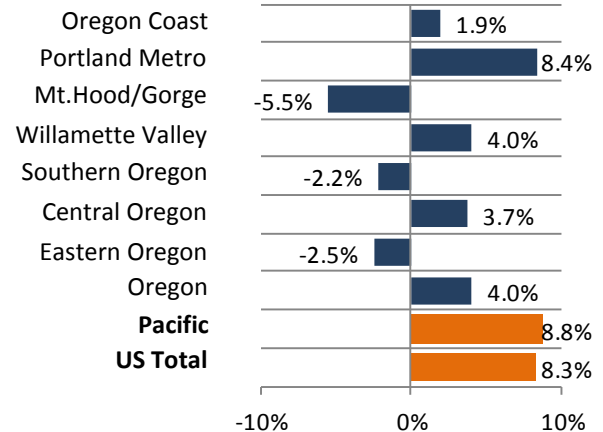
Yr/Yr Change in Lodging Revenue Mar 2012 [Data](#)



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

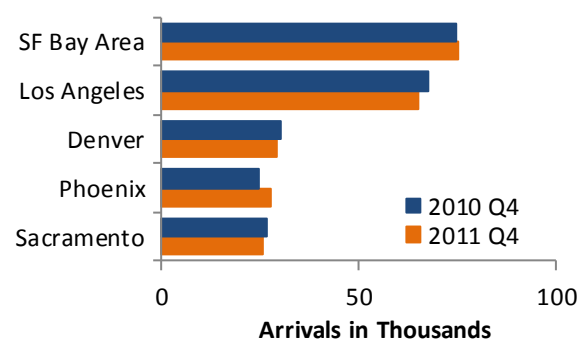


Yr/Yr Change in Lodging Revenue Mar 2012 (YTD) [Data](#)

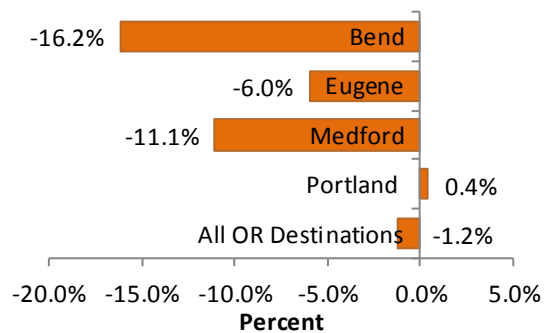


OREGON DOMESTIC AIR TRAVEL²

Top 5 Origin Markets: Q4 2011 [Data](#)



Yr/Yr Change in Air Arrivals: Q4 2011 [Data](#)



PRICES				TRANSPORTATION			
Oregon Gas Prices (\$ per gallon)³ Data				Oregon Gasoline Volume (000 gals/day)² Data			
Monthly: 2yrs	Mar 2012	Mar (%)	YTD ⁴ (%)	Monthly: 2yrs	Feb 2012	Feb (%)	YTD ⁴ (%)
	\$4.01	9.6%	9.0%		3,785.90	-3.0%	-3.2%
Portland Metro Room Rates¹ Data				Domestic Air Visitors to Oregon² Data			
Monthly: 2yrs	Mar 2012	Mar (%)	YTD ⁴ (%)	Quarterly: 2yrs	Q4 2011	Q4 (%)	YTD ⁴ (%)
	\$97.1	6.8%	4.5%		605,328	-1.2%	0.1%
PDX Airfares²				Total Deplaned Passengers at PDX⁸ Data			
Quarterly: 2yrs	Q4 2011	Q4 (%)	YTD ⁴ (%)	Monthly: 2yrs	Mar 2012	Mar (%)	YTD ⁴ (%)
	\$27,007,134	8.8%	1.0%		549,842	0.2%	2.5%
West Urban CPI Food Away From Home⁵ Data				International Deplaned Passengers at PDX⁸ Data			
Monthly: 2yrs	Mar 2012	Mar (%)	YTD ⁴ (%)	Monthly: 2yrs	Mar 2012	Mar (%)	YTD ⁴ (%)
	230.548	3.3%	3.3%		14,856	-10.7%	-9.7%
OREGON EMPLOYMENT ⁶ (Seasonally Adjusted)				NATIONAL AND STATE INDICATORS			
Leisure & hospitality Employment Data				Traveler Sentiment Index (TSI)⁹ Data			
Monthly: 2yrs	Mar 2012	Mar (%)	YTD ⁴ (%)	Quarterly: 2yrs	Q1 2012	Q1 (%)	
	167,200	1.3%	0.9%		93.60	-1.7%	
Accommodation & Food Services Employment Data				Oregon Index of Leading Economic Indicators¹⁰			
Monthly: 2yrs	Mar 2012	Mar (%)	YTD ⁴ (%)	Monthly: 2yrs	Mar 2012	Mar (%)	6Mo ¹¹ (%)
	147,600	3.0%	2.7%		96.31	2.0%	9.1%

Sources and Notes:

- Lodging metrics are based on Smith Travel Research reports. The Pacific Division includes the states of Alaska, California, Hawaii, Oregon and Washington.
- 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 measurement of consumer attitudes toward leisure travel based on the following factors: available time and finances, interest, affordability, safety of travel and quality of service. The TSI is indexed to a March 2007 base of 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. [Learn more...](#)
- 6 Month Annualized Change.

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

