

Travel Oregon has partnered with Dean Runyan Associates to provide the Travel Industry with a monthly "Oregon Travel Barometer." The Barometer is a quick-read dashboard of key travel indicators designed to show changes in the metrics that affect Oregon's tourism industry. Where applicable there is a deeper dive available for each indicator, so you can review the data in greater detail.

March 2017 Report Highlights

Following are a few observations from the March 2017 Oregon Travel Barometer report:

- Both Oregon's statewide lodging demand and revenue showed the positive growth in March 2017 (Lodging Demand: +3.3% YOY; Lodging Revenue: +7.8% YOY).
 - Greater Portland, Mt. Hood/Gorge and Central Oregon stood out as the regions with the strongest growth.
- The West Coast (except California) average gasoline prices in March 2017 were 24.3% higher than a year before.
- The total number of deplaned passengers at Portland International Airport was up 4.3% in March 2017 versus March 2016.
- The number of international deplaned passengers at PDX in March 2017 slightly decreased (-0.2% YOY) vs. March 2016.
- Employment in Oregon's Accommodation & Food Services sector was up 0.7% in March 2017 vs. March 2016.

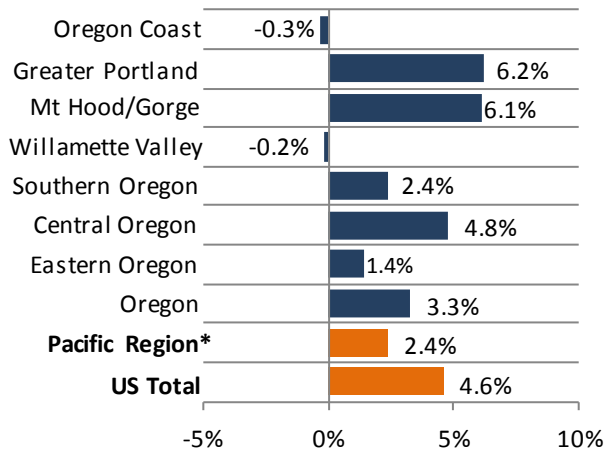
The Oregon Travel Barometer will be updated on a monthly basis (with lag time to compile the indicators). We will notify you via the Travel Oregon Industry eNewsletter as each new report becomes available (go to www.traveloregon.com/industry to subscribe). To see an archive of past Travel Barometers, [click here](#).

*Many thanks,
The Travel Oregon Research Team*

OREGON LODGING TRENDS¹

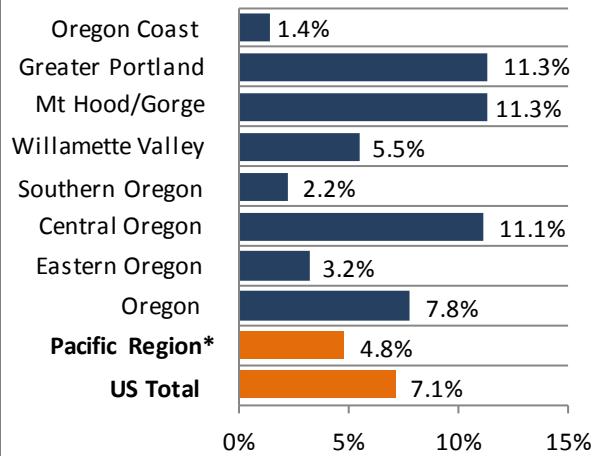
Yr/Yr Change in Lodging Demand Mar 2017

[Data](#)



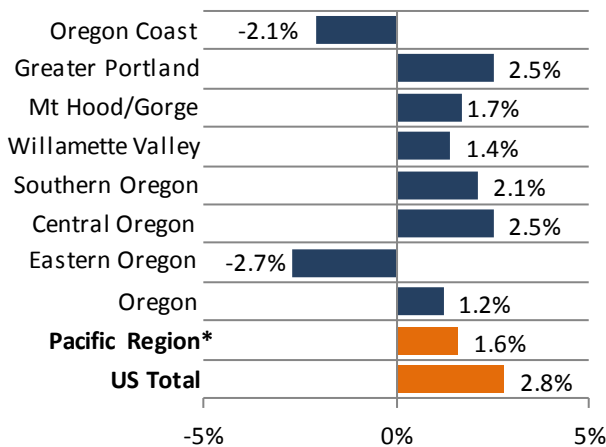
Yr/Yr Change in Lodging Revenue Mar 2017

[Data](#)



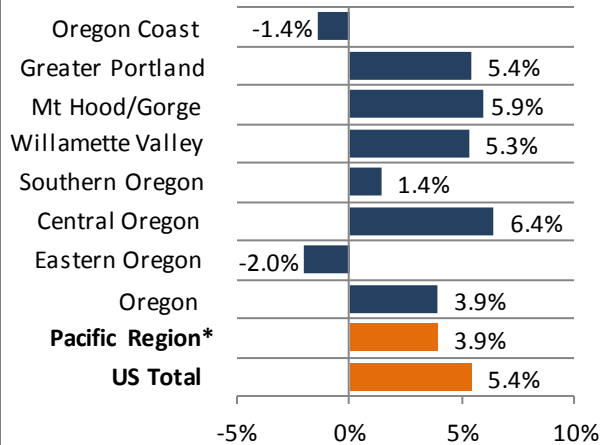
Yr/Yr Change in Lodging Demand Mar 2017 (YTD)

[Data](#)



Yr/Yr Change in Lodging Revenue Mar 2017 (YTD)

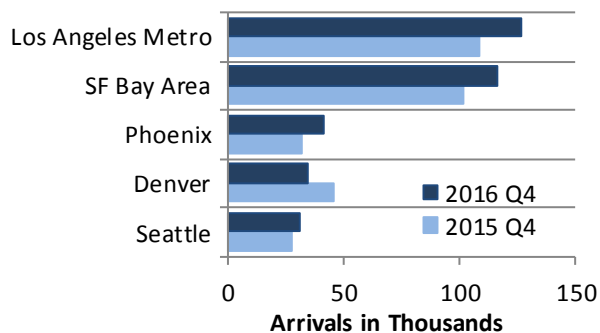
[Data](#)



OREGON DOMESTIC AIR TRAVEL²

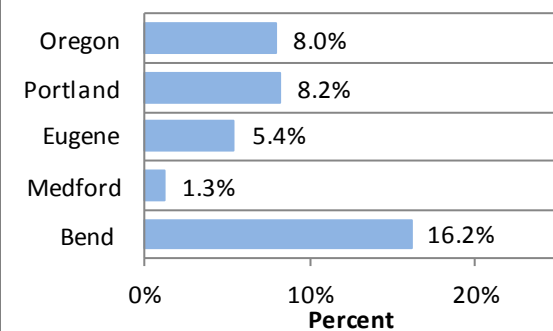
Top 5 Origin Markets: Q4 2016 vs. Q4 2015

[Data](#)



Yr/Yr Change in Air Arrivals: Q4 2016

[Data](#)



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



PRICES				TRANSPORTATION			
West Coast (except CA) Gas Prices (\$ per gallon)³ Data				Oregon Gasoline Volume (000 gals/day)⁷ Data			
Monthly: 2yrs	Mar 2017	Mar (%)	YTD ⁴ (%)	Monthly: 2yrs	Feb 2017	Feb (%)	YTD ⁴ (%)
	\$2.58	24.3%	20.7%		4,061.3	-1.6%	-5.3%
Portland Metro Room Rates¹ Data				Domestic Air Visitors to Oregon² Data			
Monthly: 2yrs	Mar 2017	Mar (%)	YTD ⁴ (%)	Quarterly: 2yrs	Q4 2016	Q4 (%)	YTD ⁴ (%)
	\$130.72	4.7%	2.8%		877,278	8.0%	10.6%
PDX Average Airfare per Passenger² Data				Total Deplanned Passengers at PDX⁸ Data			
Quarterly: 2yrs	Q4 2016	Q4 (%)	YTD ⁴ (%)	Monthly: 2yrs	Mar 2017	Mar (%)	YTD ⁴ (%)
	\$179.37	-6.9%	-9.4%		743,593	4.3%	4.2%
West Urban CPI Food Away From Home⁵ Data				International Deplanned Passengers at PDX⁸ Data			
Monthly: 2yrs	Mar 2017	Mar (%)	YTD ⁴ (%)	Monthly: 2yrs	Mar 2017	Mar (%)	YTD ⁴ (%)
	264.355	3.2%	3.1%		25,085	-0.2%	3.9 %
OREGON EMPLOYMENT⁶ (Seasonally Adjusted)				NATIONAL AND STATE INDICATORS (March 2007=100)			
Leisure & Hospitality Employment Data				Traveler Sentiment Index (TSI)⁹ –Likely Oregon Visitors			
Monthly: 2yrs	Mar 2017	Mar (%)	YTD ⁴ (%)	Quarterly: 2yrs	Q1 2017	Q1 (%)	
	199,500	0.7%	1.0%		130	-16.1%	
Accommodation & Food Services Employment Data				OR Index of Leading Economic Indicators (OILI)¹⁰ Data			
Monthly: 2yrs	Mar 2017	Mar (%)	YTD ⁴ (%)	Monthly: 2yrs	Jan 2017	Jan (%)	6Mo ¹¹ (%)
	174,300	0.7%	0.9%		95.47	1.6%	1.1%

Sources and Notes:

- Lodging metrics are based on reports of STR, Inc.
- 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.
- U.S. Energy Information Administration, Regular All Formulations Retail Gasoline Prices
- 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
- MMGY Global. 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 (Q1), April (Q2), July (Q3) and October (Q4). Base: Total Respondents/Likely to visit Oregon.
- Oregon Office of Economic Analysis. The OILI applies the Conference Board’s methodology for the U.S. National Leading Index to Oregon-specific components. The OILI value is subject to change due to the standard deviation changes.
- 6 Month Annualized Change.

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

