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Lodging trends show positive signs for area hotels

Bend, OR – March 31, 2011 – Lodging trend reports showed a noticeable uptick in overnight transient room occupancy in the month of February, a positive sign for area businesses. According to lodging experts at The Riverhouse Hotel & Convention Center, this could easily translate into double-digit percentage gains in City of Bend transient room tax numbers over February 2010 when the official numbers are released next week.

Reports show that most of the gains over this time last year came during midweek days, therefore suggesting that the upswing in February room nights can be linked to an increase in corporate travelers to the area as well as strong group business.

Though there were only single digit gains during November 2010 and January 2011 for City of Bend room tax, reports show that overall occupancy in February showed a noticeable increase in business travelers to the Bend area. This should bode well for City of Bend transient room tax numbers, causing a jump in this year's total tax collected.

“The Riverhouse subscribes to a few highly regarded industry reports in order to keep a finger on the pulse of the lodging industry in the area,” stated Rocky Adrianson, Hotel Manager at The Riverhouse. “We regularly analyze these reports, which give detailed information about occupancy levels representing the majority of hotel rooms in Bend. From there, we have the ability to gauge what kind of occupancy numbers we can expect to see across the board.”

February is typically categorized as a shoulder season month with low hotel room occupancy, but reports showed that an increase in midweek travel boosted the numbers far above last year's totals.

“Reports showed us that February fared well for everyone in the Bend area, which is a positive sign for year-round business as a whole,” stated Adrianson, but added that “even though City of Bend transient room tax numbers are likely to show double-digit gains in February, these numbers are still being compared to historic lows. Even with the upsurge in corporate business, we continue working everyday to find new ways to bring people to the area and generate more business for the city as a whole.”

For additional information please contact The Riverhouse Hotel & Convention Center: Erin Woods at 541-617-7174 or Rocky Adrianson at 541-617-7176.

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The Riverhouse Hotel & Convention Center is the only full service hotel in Bend, Oregon. The state-of-the-art convention center includes over 30,000 sq. ft. of meeting space and has earned the distinguished LEED Silver certification from the U.S. Green Building Council. The building is located on the banks of the Deschutes River and can accommodate very large conferences with concurrent meetings, meals, tradeshow and breakout sessions.

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