

# Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -April 2006

MOTT TravelStats is a monthly newsletter tracking indicators of travel activity in Massachusetts, as well as MOTT activity. If you have comments or questions regarding the contents of this newsletter, send e-mail to [Tony.Dagostino@state.ma.us](mailto:Tony.Dagostino@state.ma.us).

## Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: February 2006

- During the month of February 2006, Massachusetts state wide lodging room demand was up 1.9% compared to February 2005 (1,003k v. 985k). Also, the average daily room rate for these two periods increased 5.4% to \$110.47 from \$104.85. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 0.6 percentage points to 49.9% from 49.3%. Overall room revenue increased 7.4% to \$110.9 million from \$ 103.2 million.

### Massachusetts Hotel Lodging Data

#### Month of February

Year	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2006	1,003	110.47	49.9%	\$110.9
2005	985	104.85	49.3%	\$103.2
2004	963	99.32	48.3%	\$ 95.5

- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 on a calendar year to date basis by 7.2% to \$51.27 from \$47.84 for the month of February.

#### REVPAR- CYTD thru February

Year	(\$'s)	% increase
2006	51.27	7.2%
2005	47.84	7.4%
2004	44.55	0.4%

\* (Source: Smith Travel Research, Inc.(STR). Any re-use of this data without the written permission of STR is prohibited)

## Room Occupancy Taxes: March 2006

- For the month of March 2006 (FY 2006) the room occupancy tax collections of \$7.475 million was a 6.0% increase over the March 2005 (FY2005) collections of \$7.052 million. March 2005 saw a 38.4 % increase in collections over March 2004.
- For the fiscal year to date period through March 2006, room occupancy tax collections were up 6.2% from the corresponding period in FY2005. And the FY2005 collections thru March were up over 15.7% from year to date March FY2004.  
Source: Mass DOR Collections and Refunds

### Total Room Occupancy Tax Collections

#### Month of March

Year	\$ (000)	% Change
FY 2006	7,475	6.0%
FY 2005	7,052	38.4%
FY 2004	5,095	-18.8%

#### Fiscal Year to Date through March

Year	\$ (000)	% Change
FY 2006	108,883	6.2%
FY 2005	102,515	15.7%
FY 2004	88,607	-6.1%

## Massachusetts Tourism Fund (MTF) Collections: March 2006

Fiscal YTD through March, 2006 Massachusetts Tourism Fund collections were up 7.6% compared to YTD March, 2005 collections (\$28.2 million v. \$26.3 million). The FY2005 collections were 11.9% higher than the same period in FY2004 (\$26.3 million v. \$23.5 million).

(Source: Department of Revenue Monthly Report of Collections and Refunds)

## Museum and Attraction Attendance: February 2006

Massachusetts' museum and attraction attendance was up significantly (10.8%) in the month of February 2006 compared to February 2005 (598,592 visitors v. 540,344 visitors). The total net visitor increase was just over 58,000 at the 53 institutions.

(Source: MOTT aggregate of 53 Massachusetts museums and attractions; attendance based on Museum of Science Report)

## Logan International Airport Passenger Volume: February 2006

- In February 2006, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 1.652 million, an increase of 4.9% from the February 2005 total of 1.575 million. Calendar Year to Date the increase was 6.4%. (Source: Massport)
- The number of **international passenger** arrivals and departures decreased in February 2006, down 5.2 % compared to February 2005 (268,000 v. 282,000). Calendar Year to Date the decrease was 5.9% (Source: Massport)

### Domestic Passenger Volume

February	(000)	% Change
2006	1,652	4.9
2005	1,575	2.2
2004	1,540	n/a

### International Passenger Volume

February	(000)	% Change
2006	268	-5.2
2005	282	-3.3
2004	292	n/a

### Domestic Passenger Volume

CYTD thru February	(000)	% Change
2006	3,281	6.4
2005	3,085	6.4
2004	2,898	n/a

(Source: Massport)

### International Passenger Volume

CYTD thru February	(000)	% Change
2006	548	-5.9
2005	582	-0.8
2004	587	n/a

## **MASSVACATION.COM Activity: Calendar Year 2005**

The MASSVACATION.COM web site had 2,432,980 visits in 2005. The daily average was 6,665 and the average visit length was 6 minutes and 41 seconds. Visits from the U.S. made up 91.5% of the total and international the remaining 8.5%. There were just under 1.4 million unique visits and over 120 thousand visitors who visited more than once.

## **GETAWAY GUIDE Individual and Bulk Distribution: April 2006**

The total number of Getaway Guides distributed during April was 26,791. A breakout by category is as follows: Individual (7,446), Major Info Centers (12,110), MA Hotels (665), Parks/Campgrounds (210), AAA Travel Offices (595), and Special Promotions-MBTA (1,050).

Calendar year to date there have been over 267,000 guides distributed.

(Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)

## **MOTT Updates and Activities from Tony D'Agostino: May 2006**

Congratulations to this year's Governor's Conference Survey Response winner Joanne Sardini of PJ's Café and thx to all who responded. Once again the responses were plentiful, positive and very helpful for next year's planning.

*Massachusetts*

**29<sup>th</sup> ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM**  
**March, 2007 • Worcester, Massachusetts**

Join your colleagues in the tourism and hospitality industries for the most important annual gathering of travel businesses in **Massachusetts**. This jam-packed two-day conference promises to be the best ever and will offer quality keynote addresses, breakout sessions and networking opportunities designed to keep you informed about the current state of the industry, marketing trends and the latest research.

**For details, and to register, visit [massvacation.com/conference](http://massvacation.com/conference) later this year**