

# Massachusetts

## Office of Travel & Tourism

massvacation.com

### MOTT TravelStats Newsletter -December 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: November 2006

- During the month of November 2006, Massachusetts state wide lodging room demand (1,287k) was up 3.4% compared to November 2005 (1,244k). Also, the average daily room rate between these two periods increased 7.5% to \$128.25 from \$119.25. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by .60 percentage points to 57.6% from 57.0%. Overall room revenue increased 11.2% to \$165.0 million from \$148.3 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 on a calendar year-to-date basis by 10.5% to \$83.94 from \$75.96. The prior year's increase was 4.7%

#### Massachusetts Hotel Lodging Data

##### Month of November

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2006	1,287	128.25	57.6	\$165.0
2005	1,244	119.25	57.0	\$148.3
2004	1,189	113.00	54.9	\$134.4

##### REVPAR- CYTD thru November

Year	(\$'s)	% increase
2006	83.94	10.5%
2005	75.96	4.7%
2004	72.52	10.0%

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

#### Room Occupancy Taxes: November 2006 (Fiscal Year 2007)

- For the month of November 2006 (FY07) the room occupancy tax collections of \$16.8 million increased by 12.7% over the November 2005 (FY06) collections of \$14.9 million. The November 2005 collections were up 14.1% compared to November 2004 (FY05) collections of \$14.6 million.
- For the Fiscal Year 2007 thru November 2006, room occupancy tax collections totalled over \$83.4 million, a 11.0% increase over the same period of FY06. The FY2006 collections of \$75.2 million were a 4.9% increase over the FY05 collections of \$71.6 million.

#### Total Room Occupancy Tax Collections

##### Month of November

Year	\$ (000)	% Change
FY 2007	16,846	12.7%
FY 2006	14,943	1.0%
FY 2005	14,604	14.1%

##### FYTD thru November

Year	\$ (000)	% Change
FY 2007	83,450	11.0%
FY2006	75,223	4.9%
FY2005	71,680	14.1%

Source: Mass DOR Monthly Report of Collections and Refunds

## Massachusetts Tourism Fund (MTF) Collections: November 2006 (FY07)

Through the month of **November 2006 (FY07)**, Massachusetts Tourism Fund collections FYTD were up 6.7% compared to November 2005 (FY06) collections (\$21.2 million v. \$19.9 million). The November 2005 collections FYTD were 6.4% higher than November 2004 (FY05) (\$19.9 million v. \$18.7 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: November 2006

Massachusetts' museum and attraction attendance was up 1.0% in the month of **November 2006** compared to November 2005 (826,732 visitors vs. 818,525 visitors). The total net visitor increase was over 8,200 at the 53 reporting institutions.

Calendar year-to-date thru November, attendance is up 3.2% compared to the same period in 2005 (10,997,054 visitors vs. 10,654,607 visitors)

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

## Logan International Airport Passenger Volume: November 2006

- o In **November 2006**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 1.956 million, an increase of 4.7% from the November 2005 total of 1.869 million. Calendar year-to-date the increase was 3.5% (21.761 mil vs. 21.016 mil).
- o The number of **international passenger** arrivals and departures decreased in **November 2006** by 6.1% compared to November 2005 (267k v. 284k). Calendar year-to-date thru November there was a decrease in volume of 4.7% (3.769 million vs. 3.954 million).

### Domestic Passenger Volume

November	(000)	% Change
2006	1,956	4.7
2005	1,869	4.0
2004	1,797	16.6

### International Passenger Volume

November	(000)	% Change
2006	267	-6.1
2005	284	-1.2
2004	288	2.8

### Domestic Passenger Volume

CYTD thru November	(000)	% Change
2006	21,761	3.5
2005	21,016	4.3
2004	20,147	15.8

### International Passenger Volume

CYTD thru November	(000)	% Change
2006	3,769	-4.7
2005	3,954	1.1
2004	3,910	10.9

(Source: Massport)

## **MASSVACATION.COM Activity: December 2006**

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The MASSVACATION.COM site had over 111,000 unique visitor sessions in **December 2006** (up nearly 3% from December 2005). Additionally, there were 880,000 page views (up 3.6%) and 2.7 million hits (up over 1%).

During calendar year 2006 the total unique visitor sessions are up just under 4%, page views are up over 3% and hits are up 2% compared to calendar year 2005.

The top DO pages visited during the **fourth quarter** of 2006 were Fall Foliage, Scenic Wonders and Museums. The top GO pages were Regions, Travel Resources and Special Offers. The top Regions pages visited were Boston, Cambridge and Cape Cod and North of Boston.

Source: MOTT- Urchin (Google)

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

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The total number of Getaway Guides distributed in **December** was 9,657. There were 3,217 individual requests of which 2,600 were web based. Additionally, just over 5,000 guides were sent to major info centers.

Calendar year-to-date thru December there have been over 82,000 individual requests of which 61,600 were web based.

In total, and including 210,000 guides distributed to The New York Times home subscribers, 713,000 2006-2007 Getaway Guides have been distributed. Just over 750,000 Getaway Guides were printed for CY 2006 distribution.

More 2006-2007 Getaway Guides will be distributed in early 2007. Copies of the 2007-2008 guides will be sent to previous requestors and travel industry players in late January, 2007.

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

**MOTT Updates and Activities from Tony D'Agostino: January 2007**

Ms. Betsy Wall takes over as the Executive Director of MOTT this month. Good luck and welcome aboard.

*Massachusetts*

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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**