



MOTT TravelStats Newsletter - February 2004

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 Heather.Magaw@state.ma.us.

Hotel Occupancy

- December 2003 v. 2002. Statewide lodging room demand was up 1.4% in December 2003 compared to December 2002, according to Smith Travel Research, Inc. Average daily room rate increased 0.7%. Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 42.8% in December 2003, equal to December 2002. (Source: Smith Travel Research)
- December 2002 v. 2001. Statewide lodging room demand was up 2.6% in December 2002 compared to December 2001, according to Smith Travel Research, Inc. Room rates decreased by (0.7%). Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 42.0% in December 2002, down (0.9%) from December 2001. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

December	% Occupancy
2003	42.8
2002*	42.0 - 42.8
2001	42.4

YTD through December	% Occupancy
2003	57.8
2002*	60.0 - 60.1
2001	62.0

(Source: Smith Travel Research)
* Range due to sampling methodology

Room Occupancy Tax Collections

- January 2004 total room occupancy tax collections decreased (16.4%) over January 2003 collections. Fiscal-year-to-date collections are down (5.5%). (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through January 2004, Massachusetts Tourism Fund (MTF) collections are up 7.5% from the same time period last fiscal year (\$20.8 mil v. \$19.4 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

January	\$ (000)	% Change
FY 2004	6,408	(16.4)
FY 2003	7,662	8.9
FY 2002	7,034	(16.9)

FYTD through January	\$ (000)	% Change
FY 2004	78,186	(5.5)
FY 2003	82,712	1.0
FY 2002	81,915	(18.3)

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

Logan International Airport Passenger Volume

- As of the release of this newsletter, Logan International Airport has not yet released January data.

Bradley International Airport Passenger Volume

- In December, the number of domestic and international passengers arriving to and departing from Bradley International Airport decreased by (1.3%), compared to December 2002. (Source: Bradley International Airport, CT Dept. of Transportation)
- During 2003, Bradley International Airport experienced a (4.0%) decline in passenger volume. This is the third year in which Bradley has experienced declines in passenger volume. (Source: Bradley International Airport, CT Dept. of Transportation)

December	(000)	% Change
2003	528	(1.3)
2002	535	10.8
2001	483	(12.9)
YTD through December	(000)	% Change
2003	6,262	(4.0)
2002	6,525	(5.3)
2001	6,888	(6.1)

(Source: Bradley International Airport,
CT Dept. of Transportation)

MASSVACATION.COM Activity

During the month of January, the site registered 241,989 visits, a decrease of (17.1%) over January 2003. Visits originating in the U.S. represented 91.8% of visits, while visits from international countries represented 8.2% of visits. Declines in web visitation are likely due to reduced media support for MOTT's winter lodging promotion this year as compared to last year. (Source: MOTT Web Analysis)

Getaway Guide Requests

- The overall number of individual Getaway Guide requests in January was down (8.7%) compared to January 2003. This is the seventh consecutive month in which guidebook requests have been down. Declines in individual Getaway Guide requests are likely due to a decline in web visits and reduced media support for MOTT's winter lodging promotion this year as compared to last year. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)

Massachusetts

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