



Office of Travel & Tourism

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MOTT TravelStats Newsletter - January 2010

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.

Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: December 2009

- During the month of December 2009, Massachusetts state wide lodging room demand (976K) decreased 3.0% compared to December 2008 (1,007k). The average daily room rate between these two periods decreased by 4.9% to \$108.62 from \$114.19. Occupancy rates, which reflect changes in both supply and demand for rooms decreased by 1.7 percentage points to 41.9 from 43.6 percent. Overall room revenue decreased 7.8% to \$106.0 mil from \$115.0 mil.
- REVPAR, which is a function of occupancy rate and room rate, decreased for CY2009 over CY2008 by 14.7% to \$74.97 from \$87.88. Occupancy was down 6.6% and the room rate decreased by 8.7%.

Massachusetts Hotel Lodging Data

Month of December

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2009	976	108.62	41.9	106.0
2008	1,007	114.19	43.6	115.0
2007	997	120.39	43.8	120.0

REVPAR- Calendar Year 2009

Year	(\$'s)	% Change
2009	74.97	-14.7
2008	87.88	0.2
2007	87.69	7.7

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

Room Occupancy Taxes: December 2009 and (Fiscal Year 2010)

- For the month of December 2009 (FY09), the net room occupancy tax collections of \$10.6 million decreased by 13.9% from the December 2008 (FY09) collections of \$12.3 million. The December 2008 collections were a 12.2% decrease from the December 2007 (FY08) collections of \$14.0 million.
- For FY2010 to date thru December 2009, net room occupancy tax collections totalled \$91.4 million, a 12.2% decrease from the same period of FY09. The FY09 collections of \$104.1 million were 2.3 % less than the FY08 collections of \$106.5 million.

Total Room Occupancy Tax Collections

Month of December

Year	\$ (000)	% Change
FY2010	10,622	-13.9
FY2009	12,331	-12.2
FY2008	14,039	19.0

FY2010 thru December

Year	\$ (000)	% Change
FY2010	91,415	-12.2
FY2009	104,092	-2.3
FY2008	106,451	11.8

Source: Mass DOR Monthly Report of Collections and Refunds



Ma Tourism Fund (MTF) Collections: December 2009 and FY2009

The December 2009 MTF collections totaled \$2.4 million compared to \$2.8 million in December 2008.

The final FY2009 collections totaled \$38.3 million. The FY2009 collections were 8.0% lower than the FY2008 collections (\$38.3 million v. \$41.7 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: December 2009 and CY 2009

Massachusetts' museum and attraction attendance increased 5.7% in the month of December 2009 compared to December 2008 (603,239 visitors v. 570,475 visitors). The total net visitor increase was 32,764 at the 60 institutions reporting visitor data.

For calendar year 2009 attendance was up 0.1% to 12,182,771 from the 12,171,257 attendees in 2008.

(Source: Museum of Science Monthly attendance report)

Logan International Airport Passenger Volume: December 2009 and CY 2009

- In **December** 2009, the number of **domestic passenger** arrivals and departures from Logan International Airport totaled 1.7 million, an increase of 5.8% from the December 2008 total of 1.6 million. The calendar year 2009 total was 21.7 million down 1.2% from CY 2008.
- The number of **international passenger** arrivals and departures increased in December 2009 by 0.1% compared to December 2008 from 257k to just over 257k. The calendar year 2009 totals are down 7.1% to 3,696k from 3,977k.

Domestic Passenger Volume

December	(000)s	% Change
2009	1,698	5.8
2008	1,604	-3.3
2007	1,660	-7.5

International Passenger Volume

December	(000)s	% Change
2009	257	0.1
2008	257	-12.2
2007	293	4.3

Domestic Passenger Volume

CY	(000)s	% Change
2009	21,767	-1.2
2008	22,032	-7.6
2007	23,837	1.2

International Passenger Volume

CY	(000)s	% Change
2009	3,696	-7.1
2008	3,977	-4.2
2007	4,153	2.6

(Source: Massport)



Domestic Visitation to Massachusetts FY2009:

Domestic visitors' origin, number of trips (visits) and percentage of total trips.

<u>Origin State</u>	<u>Person trips</u>	<u>Share of all trips</u>
Massachusetts	4,404,000	28.3%
New York	2,317,000	14.9%
Connecticut	1,456,000	9.4%
New Hampshire	823,000	5.3%
Rhode Island	675,000	4.3%
California	683,000	4.4%
Florida	455,000	2.9%
New Jersey	717,000	4.6%
Maine	595,000	3.8%
Virginia	173,000	1.1%
Pennsylvania	617,000	4.0%
Vermont	356,000	2.3%
Sub Total	13,271,000	
All Other States	2,289,000	14.7%
All New England States	8,309,000	53.4%
All Mid Atlantic States	3,652,000	23.5%

Source:TNS, Travels America, FY2009

The total domestic trips to Massachusetts in FY2009 were 15.6 million. The primary trip purpose in FY2009 was visiting friends and/or relatives, the top activity was attending a family/social event, and almost 70% of visitors arrived in their own vehicle. Of the visitors that stayed overnight, nearly 50% stayed in a hotel/motel/inn or B&B. Please see the Travel Industry Report on massvacation.com for more details.

Source:TNS, Travels America, FY2009

International Visitors to MA in CY2008 & to U.S. in CY2009 thru November

	Visitors to Massachusetts		Visitors to U.S. change in CY09 thru November
	2008 Visitors	2008 SHARE of U.S. MARKET	
	(000s)		
ALL OVERSEAS	1,267	5.0%	-7.1%
WESTERN EUROPE	720	5.9%	10.5%
Canada	635	3.4%	-5.9%
United Kingdom	237	5.2%	-14.9%
Germany	123	6.9%	-5.8%
Japan	62	1.9%	-11.5%
Ireland	52	9.7%	-22.6%
France	57	4.6%	-3.2%
Italy	58	7.5%	-5.1%
Netherlands	33	5.4%	-10.4%
Brazil	45	5.9%	15.1%
Spain	32	4.9%	-10.4%
Argentina	16	5.1%	11.3%

Travel to Massachusetts from MOTT target markets in CY2008

Estimated OVERSEAS visits to Massachusetts during CY2008 was just under **1.3 million**. This was an 8.2% increase over the CY2007 estimate of **1.2 million**.

Historically, the top five origin countries to visit MA have been Canada, the United Kingdom, Germany, France and Italy.

Travel to U.S. from MOTT target markets CYTD thru November 2009

For CY 2009 through November 2009, all Overseas travel to the U.S. has dropped 7.1%. Visitation from Canada to U.S. has dropped 6.3%, while visits from Western Europe have declined 10.5% compared to same period in CY 2008.

Source: Dept of Commerce, OTTI

Please see the chart below for domestic and international spending data in MA for **CY2008**.

Direct Economic Impact of Travel and Tourism, CY2008

Domestic and International traveler expenditures totaled \$15.6 billion in MA during 2008, up 2.9% from 2007. Domestic traveler spending increased 1.4% while international traveler spending increased 13.3 %. Total expenditures generated \$962.7 million in state and local taxes for MA.

<i>2008 Expenditures in MA</i>	Domestic	International	Total
By Industry	(\$ Millions)	(\$ Millions)	(\$ Millions)
Public Transportation	\$4,419.0	\$265.3	\$4,684.3
Auto Transportation	2,016.5	29.2	2,045.8
Lodging	2,851.4	712.6	3,564.0
Foodservice	2,605.4	375.9	2,981.3
Entertainment & Recreation	790.2	165.7	955.9
General Retail Trade	857.0	488.5	1,345.5
2008 Totals	\$13,539.5	\$2,037.3	\$15,576.8

Direct travel expenditures in the U.S. in CY2008 totaled \$773 billion.

A traveler is defined as one who travels more than 50 miles from home one way to a destination or who stays at a destination overnight.

(Source: TIA, The Economic Impact of Travel on Massachusetts Counties, 2008)

MASSVACATION.COM Activity: January 2010 & Calendar Year 2009

The **MASSVACATION.COM** site had **51,182 visits** in **January 2010**, down 10.9% from the 57,452 in January 2009. Additionally, there were **282,972 page views** in January, down 42.6% from the **492,789** in January 2009. The average time on the site went down 7.2% to **3 minutes 53 seconds**. The **50 under \$50** page had the largest percentage increase in views, **up 155% to 7,439**.

For CY2009, the total **visits** were **985,965 (down 2.1% from CY2008)** and the **pageviews** were **5.4 million (down 3.2%)**. The average time on the site was **4 minutes 3 seconds (up 7.5%)**. The **United States** generated the most website visits with **850,159 (down 4.4%)**. **Canada** followed with **41,390 (up 15.6%)** and the **United Kingdom** was third with **18,155 (up 3.9%)**. The **Mass Value Pass** page had the most visits for CY2009 with **539,277 pageviews**. The top three region pages were Cape Cod and the Islands (**96,337 views**), Greater Boston (**81,645**) and Western Mass (**74,120**)

Source: MOTT- (Google Analytics)



GETAWAY GUIDE Distribution: January 2010 & Calendar Year 2009

The total number of **2009 Getaway Guides** distributed in **January** was 35,500. Of these, **1,925 were individual requests from FARM** (the online fulfillment system). Most of the remaining guides were sent to travel shows and small amounts went to major information centers across the state, hotels and motels, and parks and camp grounds.

For **calendar year 2009** just under **750,000** Getaway Guides have been distributed to interested consumers.

Off this total, 85k requests have come thru **FARM**.

(Source: FARM Monthly Report & MOTT Fulfillment Dept.)

Lesbian Gay Bisexual Transgender (LGBT) data: January 2010

The Community Marketing, Inc. 13th Annual LGBT Tourism Study found that **Boston** ranked **9th** with **17.1%** visitation among cities visited in the last 12 month for **Leisure (11.5%)** and **Business (5.6%)** purposes by the LGBT community.

The Massachusetts' **LGBT microsite** was launched on January 23, 2009 and the site utilization has been very high. Since inception thru December 2009 there were 65,347 visits and 145,661 pageviews.

In January 2010 there were 9,053 visits and 15,787 pageviews.

The top five information pages viewed were capemass, marriage, bostonmass, westmass, and contest.

(Source: CM,I and MOTT)

MOTT Updates and Activities from Tony D'Agostino: February 2010

Looking forward to seeing many of you at the 23rd Annual Governor's Conference on Travel and Tourism on Wednesday March 24th, 2010 at The Park Plaza Hotel in Boston. For more information please contact Dagney Ashley at MOTT.

Thanks to MOTT intern Valerie Small for pulling this edition of TravelStats together.

