



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - January 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.

Hotel Demand, Rate, Occupancy and Revenue Data: November 2005

- During the month of November 2005, Massachusetts state wide lodging room demand was up 4.5% compared to November 2004 (1,255k v. 1,200k). Also, the average daily room rate for these two periods increased 5.2% to \$118.67 from \$112.76. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 2 percentage points to 56.9% from 54.9%. Overall room revenue increased 10.0% to \$148.9 million from \$135.3 million.
- For the calendar year to date through November 2005, Massachusetts state wide lodging room demand was up 0.9% over the same period in 2004 (15,692k v. 15,549k). Room rates increased 4.1% to \$120.89 from \$116.11 and occupancy rates averaged 62.4%, up from 62.1%. Overall room revenue increased 5.0% to \$1,897 million from \$1,806 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2005 over 2004 by 9.3% for the month of November and 4.7% for CYD through November.
* (Source: Smith Travel Research, Inc.(STR). Any re-use of this data without the written permission of STR is prohibited)

Massachusetts Hotel Lodging Data *

Month of November

Year	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2005	1,255	118.67	56.9%	\$148.9
2004	1,200	112.76	54.9%	\$135.3
2003	1,138	106.94	52.1%	\$121.7

Calendar Year to Date through November

CYD	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2005	15,692	120.89	62.4%	\$1,897
2004	15,549	116.11	62.1%	\$1,806
2003	14,877	110.66	59.6%	\$1,642

REVPAR- Month and Calendar Year to Date

	November(\$'s)	CYD(\$'s)
2005	67.58	75.43
2004	61.85	72.07
2003	55.72	65.81

Room Occupancy Taxes: December 2005 & Fiscal Year to Date through December 2005

- For the month of December 2005 (FY 2006) room occupancy tax collections of \$11.3 million increased 10.1 % over the December 2004 (FY2005) collections of \$10.2 million. December 2004 saw a 14.7 % increase in collections over December 2003.
- For the fiscal year to date period through December 2005, room occupancy tax collections were up 5.6% from the corresponding period in FY2005. The FY2006 collections thru December were up over 20% from the FY2004 corresponding period.
Source: Mass DOR Collections and Refunds

Total Room Occupancy Tax Collections

Month of December

Year	\$ (000)	% Change
FY 2006	11,281	10.1
FY 2005	10,243	14.7
FY 2004	8,929	n/a

Fiscal Year to Date through December

Year	\$ (000)	% Change
FY 2006	86,505	5.6
FY 2005	81,923	14.1
FY 2004	71,778	n/a

Massachusetts Tourism Fund (MTF) Collections: December 2005

Fiscal YTD through December 2005 Massachusetts Tourism Fund (MTF) collections were up 6.5% compared to FY2005 collections during the same period (\$22.6 million v. \$21.2 million). These FY2005 collections were 10.8% higher than the same period in FY2004 (\$21.2 million v. \$19.2 million). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Museum and Attraction Attendance: November 2005

Massachusetts' museum and attraction attendance was up sharply 14.8% in the month of November 2005 compared to November 2004 (824,218 visitors v. 717,899 visitors). Calendar year to date through November 2005 there were 10,730,718 visitors compared to 10,841,777 visitors for the corresponding period in 2004. This was a 1.0% drop.

(Source: MOTT aggregate of 54 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: December 2005

- In December 2005, the number of domestic passengers arriving to and departing from Logan International Airport totaled nearly 1.9 million, an increase of 4.0% from the December 2004 total of 1.8 million. The calendar year to date through December 2005 domestic arrivals and departures totaled 21.0 million, up 4.3% over the 2004 total of 20.1 million. (Source: Massport)
- The number of international passenger arrivals and departures decreased slightly in December 2005, down 1.2 % compared to December 2004 (285,000 v. 288,000). Calendar YTD through December 2005, international passenger arrivals and departures totaled 3.954 million, up 1.1% over the 2004 total of 3.910 million. (Source: Massport)

Domestic Passenger Volume

December	(000)	% Change
2005	1,713	1.8
2004	1,683	
2003		
Calendar Year YTD	(000)	% Change
2005	22,729	4.1
2004	21,830	
2003		

(Source: Massport)

International Passenger Volume

December	(000)	% Change
2005	283	-3.2
2004	292	
2003		
Calendar Year YTD	(000)	% Change
2005	4,237	0.8
2004	4,202	
2003		

MASSVACATION.COM Activity:

MASSVACATION.COM website data will be reported in upcoming TravelStats issues.

Individual GETAWAY GUIDE Requests: December 2005

The overall number of individual Getaway Guide requests increased to 2,766 in December 2005 as compared to 2,676 requests in December 2004. This was an increase of 3.4%.

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

MOTT Updates and Activities from Tony D'Agostino: December 2005

Please note that the research page on the *MASSVACATION.COM* web site has been updated with the most recent economic impact data (2004), return on investment calculation for the (2005) brand advertising campaign and (2004) domestic visitor profile. Also note that this month's *TravelStats* has REVPAR added to the lodging data. I look forward to seeing many of you at the Governor's Conference in March.

Massachusetts

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For details, and to register, visit massvacation.com/conference