



**Office of Travel & Tourism**

massvacation.com

**MOTT TravelStats Newsletter -January 2008**

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: December 2007**

- During the month of December 2007, Massachusetts state wide lodging room demand (996.6k) was up 4.8% compared to December 2006 (950.8k). The average daily room rate between these two periods increased by 5.6 % to \$119.8 from \$113.42. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 1.70 percentage points to 44.1% from 42.4%. Overall room revenue increased 10.7% to \$119.4 million from \$107.8 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2007 over 2006 by 7.2% to \$87.25 from \$81.38. Occupancy was up 1.4% and the room rate was up 5.7%. The prior year's RevPar increase was 10.2%

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 December**

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	996.6	119.80	44.1	\$119.4
2006	950.8	113.42	42.4	\$107.8
2005	962.3	108.53	43.9	\$104.4

**REVPAR- CYTD thru December**

Year	(\$'s)	Increase
2007	87.25	7.2%
2006	81.38	10.2%
2005	73.84	4.8%

**Room Occupancy Taxes: December 2007 (Fiscal Year 2008)**

- For the month of December 2007 (FY08) the room occupancy tax collections of \$14.0 million increased by 18.9% over the December 2006 (FY07) collections of \$11.8 million. The December 2006 collections were up 4.6% compared to December 2005 (FY06) collections of \$11.3 million.
- For the Fiscal Year 2008 thru December 2007, room occupancy tax collections totalled almost \$106.5 million, a 11.8% increase over the same period of FY07. The FY2007 collections of \$95.3 million were a 10.1% increase over the FY06 collections of \$86.5 million.

Source: Mass DOR Monthly Report of Collections and Refunds

**Total Room Occupancy Tax Collections**

**Month of December**

Year	\$ (000)	% Change
FY2007	14,039	18.9%
FY 2007	11,803	4.6%
FY 2006	11,282	10.1%

**FYTD thru December**

Year	\$ (000)	% Change
FY2007	106,451	11.8%
FY 2007	95,253	10.1%
FY2006	86,505	5.6%

## Massachusetts Tourism Fund (MTF) Collections: December 2007(FY08)

Through the month of **December 2007** (FY08), Massachusetts Tourism Fund collections FYTD were up 8.6% compared to December 2006 (FY07) collections (\$26.1 million v. \$24.0 million). The December 2006 collections FYTD were 6.2% higher than December 2005 (FY06) (\$24.0 million v. \$22.6 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: December 2007

Massachusetts' museum and attraction attendance was down 26.5% in the month of **December 2007** compared to December 2006 (633,304 visitors vs. 861,621 visitors). The total net visitor decrease was over 228,500 at the 55 reporting institutions.

For all of calendar year 2007, attendance was up 0.1% compared to calendar year 2006 (11,944,423 visitors vs. 11,927,564 visitors). There was a net increase of just under 17,000.

(Source: MOTT aggregate of 55 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

## Logan International Airport Passenger Volume: December 2007

- o In **December 2007**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 1.66 million, a decrease of 7.5% from the December 2006 total of 1.79 million. Calendar year-to-date the increase was 1.2% (23.8 mil vs. 23.6 mil).
- o The number of **international passenger** arrivals and departures increased in **December 2007** by 4.3% compared to December 2006 (293k v. 281k). Calendar year-to-date thru December there was an increase in volume of 2.6% (4.15 million vs. 4.05 million).

### Domestic Passenger Volume

December	(000)	% Change
2007	1,660	-7.5
2006	1,795	4.8
2005	1,713	1.8

### International Passenger Volume

December	(000)	% Change
2007	293	4.3
2006	281	-0.8
2005	283	-3.2

### Domestic Passenger Volume

CYTD thru December	(000)	% Change
2007	23,838	1.2
2006	23,556	3.6
2005	22,729	4.1

### International Passenger Volume

CYTD thru December	(000)	% Change
2007	4,153	2.6
2006	4,050	-4.4
2005	4,237	0.8

(Source: Massport)



## **International Visitors to Massachusetts in CY2006 and to U.S. in CY2007**

Estimated international visitation to Massachusetts during CY2006 was just under 1.6 million. This was a significant increase over the CY2005 estimate of 1.4 million.

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

Canadian visitors accounted for more than a third of all international visits in CY2006 at just fewer than 600,000.

For CY2007, international visitation to the U.S. increased by 11% to 56.7million. Canadian visitation increased by 10.9% while Overseas visitation increased 10.3%. Western European visitors to the U.S. increased by 12.6%

Please see the chart below for international spending data for CY2006.

(Sources: Department of Commerce (OTTI) and StatisticsCanada)

## **MASSVACATION.COM Activity: January 2008 and CY2007**

The **MASSVACATION.COM** site had over **56,000** unique visitor sessions in **January 2008** (down 6% from January 2007). Additionally, there were **339,000** page views.

In Calendar year 2007 the site had **782,500** unique visitor sessions and **5,239,300** page views. The most active month was May with 109,300 visits and the least active month was December with 34,400. The top origin country for visitors was the United States with 698,000 visits, 89% of total, followed by Canada (35,500), United Kingdom (18,600), Germany (6,300) and Italy (4,200).

For calendar year 2007, MOTT changed the software used to analyze visitors to the web site. Additionally, mid way though the year, the site was completely overhauled and updated. These two changes make comparisons with previous years difficult at best.

Source: MOTT- Urchin (Google)



## **GETAWAY GUIDE Individual and Bulk Distribution: CY2007**

The total number of 2007 Getaway Guides distributed in **January** 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 January there were over 72,000 individual requests of which 71,500 were web based.

In total, and including 210,000 guides distributed to The New York Times home subscribers, 700,000 2007 Getaway Guides were distributed.

Just over 750,000 of the exciting new 2008 Getaway Guides were printed for CY 2008 distribution.

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

## **Direct Economic Impact of Travel and Tourism, CY2006**

Domestic and International travelers directly spent over \$14.2 billion in Massachusetts during CY2006, up 8.6% from CY2005. Domestic traveler spending increased 7.7% while International traveler spending (helped by the strength of foreign currencies) increased 16%. These expenditures generated \$887.2 million in state and local taxes for Massachusetts.

<i>2006 Expenditures in MA</i> <b>By Industry</b>	<b>Domestic</b> (\$ Millions)	<b>International</b> (\$ Millions)	<b>Total</b> (\$ Millions)
Public Transportation	4,168.6	216.4	4,385.0
Auto Transportation	1,802.0	22.1	1,824.1
Lodging	2,644.0	571.8	3,215.8
Foodservice	2,403.8	296.8	2,700.6
Entertainment & Recreation	733.2	135.7	868.9
General Retail Trade	840.6	376.2	1,216.8
<b>2006 Totals</b>	<b>\$12,592.2</b>	<b>\$1,619.0</b>	<b>\$14,211.2</b>

Direct travel expenditures in the U.S. in CY2006 totaled just under \$700 billion.

For purposes of this study, 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, 2006)



## **MOTT Updates and Activities from Tony D'Agostino: February 2008**

The Governor's Conference on Travel and Tourism held at the Copley Fairmont and the State House was a tremendous success. The active participation of Governor Patrick, the rousing address by keynote speaker Jonathan Kraft, the hard work of my fellow MOTT staffers and the enthusiastic participation of all the speakers and attendees made for a dynamite time.

Especially effective was the awards presentation... inspired by Tim Grafft's moving videography.