

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - July 2005

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 Occupancy: May 2005

- May. Statewide lodging room demand was down 1.1% in May 2005 compared to May 2004, according to Smith Travel Research, Inc. Average daily room rate increased 5.1% to \$121.42. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 62.8% in May 2005, down 1.6% from May 2004. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OF OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- YTD through May. Statewide lodging room demand was up .8% during the first five months of 2005 over the same time period last year. Room rates increased by 5.0% and occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 53.6%, up 0.4%. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)

Massachusetts Hotel Occupancy Rates

May	% Occupancy
2005	62.8
2004	63.9
2003	61.3

YTD through May	% Occupancy
2005	53.6
2004	53.5
2003	51.6

SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED

Room Occupancy Tax Collections: June 2005

- June room occupancy tax collections in June totaled \$12.1 mil v. \$12.5 mil in June 2004, a 3.3% drop. Fiscal year to date 2005 collections totaled \$133 mil v. \$120 mil in 2004, an 11% increase.
- Fiscal year to date Massachusetts Tourism Fund-Room Occupancy collections were \$34.2 mil up 10% over the fiscal year 2004 collections of \$31.1 mil.

Logan International Airport Passenger Volume: May 2005

- **Domestic.** In May, the number of domestic passengers arriving to and departing from Logan International Airport increased 8.8%, compared to May 2004. Year-to-date through May, domestic passenger volume increased 7.4%. (Source: Massport)
- **International.** The number of international passenger arrivals and departures increased 5.9% in May, compared to May 2004. Year-to-date through May, international passenger volume increased 1.9%. (Source: Massport)

May	(000)	% Change
2005	2,002	8.8
2004	1,840	15.7
2003	1,590	(3.4)
YTD through May	(000)	% Change
2005	9,066	7.4
2004	8,439	16.7
2003	7,233	(0.5)

May	(000)	% Change
2005	380	5.9
2004	359	19.1
2003	302	(11.4)
YTD through May	(000)	% Change
2005	1,698	1.9
2004	1,665	16.9
2003	1,424	(3.8)

MASSVACATION.COM Activity

Web sit results will resume on future TravelStats.

Museum And Attraction attendance: February and March 2005

February 2005 attendance dropped 18.8% from February 2004. Calendar year to date 2005 thru February attendance is down 26.9% from the same period in 2004. March 2005 attendance is down slightly from March 2004, 1.3%. March calendar year to date the 2005 attendance is down 16.3% from the same period 2004.

Individual Getaway Guide requests: June 2005

June 2005 individual Getaway Guide requests totaled 9,765 up slightly from June 2004.