



MOTT TravelStats Newsletter - June 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

- April. Statewide lodging room demand was up 7.3% in April 2004 compared to April 2003, according to Smith Travel Research, Inc., exceeding demand in both April 2002 and 2003. Average daily room rate increased 4.2%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 59.4% in April 2004, up 6.8% over April 2003. (Source: Smith Travel Research)
- YTD through April. Statewide lodging room demand was up 4.6% during the first four months of 2004 over the same time period last year, according to Smith Travel Research, Inc. Room rates increased slightly by 1.6% and occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 50.8%, up 3.7%. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

April	% Occupancy
2004	59.4
2003	55.6
2002	60.3

(Source: Smith Travel Research)

YTD through April	% Occupancy
2004	50.8
2003	49.0
2002	51.8

(Source: Smith Travel Research)

Room Occupancy Tax Collections

- May 2004. Total room occupancy tax collections decreased (5.3%) over May 2003 collections. Fiscal-year-to-date collections are down (2.5%). (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through May 2004. Massachusetts Tourism Fund (MTF) collections are up 5.6% from the same time period last fiscal year (\$28.2 mil v. \$26.7 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

May	\$ (000)	% Change
FY 2004	9,827	(5.3)
FY 2003	10,376	(16.8)
FY 2002	12,476	(35.7)

FYTD through May	\$ (000)	% Change
FY 2004	107,673	(2.5)
FY 2003	110,453	(0.7)
FY 2002	111,265	(12.5)

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

Museum and Attraction Attendance

Massachusetts' museum and attraction attendance decreased (15.6%) in March 2004 over March 2003. (Source: MOTT aggregate of 22 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume

- Domestic. In April, the number of domestic passengers arriving to and departing from Logan International Airport increased 17.9%, compared to April 2003. Year-to-date through April, domestic passenger volume increased 16.9%. (Source: Massport)
- International. The number of international passenger arrivals and departures increased 22.8% in April, compared to April 2003. Year-to-date through April, international passenger volume increased 16.3%. (Source: Massport)

Domestic Passenger Volume

April	(000)	% Change
2004	1,911	17.9
2003	1,621	(2.2)
2002	1,657	(16.8)
YTD through April		
	(000)	% Change
2004	6,599	16.9
2003	5,643	0.4
2002	5,649	(19.0)

(Source: Massport)

International Passenger Volume

April	(000)	% Change
2004	353	22.8
2003	288	(5.6)
2002	320	(23.0)
YTD through April		
	(000)	% Change
2004	1,306	16.3
2003	1,123	(1.6)
2002	1,140	(23.7)

(Source: Massport)

Bradley International Airport Passenger Volume

- In April, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 6.4%, compared to April 2003. Year-to-date through April, passenger volume increased 5.7%. (Source: Bradley International Airport, CT Dept. of Transportation)

Passenger Volume

April	(000)	% Change
2003	576	6.4
2002	541	(7.1)
2001	583	(10.8)
YTD through April		
	(000)	% Change
2003	2,104	5.7
2002	1,990	(4.0)
2001	2,074	(11.6)

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

MOTT Activity: Web visits and individual Getaway Guide requests were down in May. This is likely due to a dramatic reduction in MOTT's marketing budget which greatly reduced MOTT's advertising presence.

MASSVACATION.COM Activity

During May, the site registered 310,950 visits, a decline of (29.8%) over May 2003. Visits originating in the U.S. represented 93.8% of visits, while visits from international countries represented 6.2% of visits. (Source: MOTT Web Analysis)

Individual Getaway Guide Requests

In May, the overall number of individual Getaway Guide requests was slightly down by (0.6%) compared to May 2003. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)