



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - March 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: January 2005

- January 2005. Statewide lodging room demand was up over 2.5% in January 2005 compared to January 2004, according to Smith Travel Research, Inc. Average daily room rate increased 5.2% to \$101.92. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 43.6% in January 2005, more than a 1.0% increase over January 2004. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- January 2005. Statewide room revenue was up 7.8 % compared to January 2004. The dollar increase was over \$7 million. RevPar was also up having increased over 7.1% (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)

Massachusetts Hotel Occupancy Rates

January	% Occupancy
2005	43.6
2004	42.8
2003	41.5

January	Revenue(000s)
2005	\$98,568
2004	\$91,476
2003	\$88,536

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

Room Occupancy Tax Collections: February 2005

- February 2005 total room occupancy tax collections increased 19.1 % over February 2004 collections. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal YTD through February Massachusetts Tourism Fund (MTF) collections were up 10.6% compared to FY04 collections for the same period (\$24.5 mil v. \$22.2 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

February	\$ (000)	% Change
FY 2005	6,341	19.1
FY 2004	5,325	(1.0)
FY 2003	5,353	(2.5)
FY 2002	5,487	n/a

Massachusetts Tourism Fund Collections

FYTD through February	\$ (000)	% Change
FY 2005	24,596	10.6
FY 2004	22,222	6.8
FY 2003	20,800	3.4
FY 2002	20,100	n/a

(Source: Department of Revenue Monthly Report)

Museum and Attraction Attendance: January 2005

Massachusetts' museum and attraction attendance was down 28% in January 2005 compared to January 2004. (Source: MOTT aggregate of 54 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: January 2005

- In January 2005, the number of domestic passengers arriving to and departing from Logan International Airport totaled over 1.5 million, an increase of 11.1% over January 2004. (Source: Massport)
- The number of international passenger arrivals and departures also increased in January, up 1.7 % compared to January 2004. (Source: Massport)

Domestic Passenger Volume

January	(000)	% Change
2005	1,510	11.1
2004	1,358	8.4
2003	1,253	7.9
2002	1,161	n/a
Calendar Year through January	(000)	% Change
2005	1,510	11.1
2004	1,358	8.4
2003	1,253	7.9
2002	1,161	n/a

(Source: Massport)

International Passenger Volume

January	(000)	% Change
2005	300	1.7
2004	295	9.7
2003	269	8.5
2002	248	n/a
Calendar Year through January	(000)	% Change
2005	300	1.7
2004	295	9.7
2003	269	8.5
2002	248	n/a

(Source: Massport)

MASSVACATION.COM Activity: January 2005

During the month of January, the site registered 318,743 visits, an increase of 152.9% over January 2004. Visits originating in the U.S. represented 92.6% of visits, while visits from international countries represented 7.4% of visits. (Source: MOTT Web Analysis)

Individual Getaway Guide Requests: January 2005

The overall number of individual Getaway Guide requests increased in January. Requests totaled 24.1% more than January 2004. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)

