



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -March 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, Revenue, and REVPAR Data: January 2006

- During the month of January 2006, Massachusetts state wide lodging room demand was up 2.9% compared to January 2005 (986k v. 958k). Also, the average daily room rate for these two periods increased 5.4% to \$107.85 from \$102.33. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 1 percentage point to 44.4% from 43.4%. Overall room revenue increased 8.5% to \$106.4 million from \$98.1 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 by 7.8% to \$47.87 from \$44.39 for the month of January.

Massachusetts Hotel Lodging Data

Month of January

Year	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2006	986	107.85	44.4%	\$106.4
2005	958	102.33	43.4%	\$ 98.1
2004	941	96.99	42.8%	\$ 91.2

REVPAR- Month of January

Year	January(\$'s)
2006	47.87
2005	44.39
2004	41.48

* (Source: Smith Travel Research, Inc.(STR). Any re-use of this data without the written permission of STR is prohibited)

Room Occupancy Taxes: February 2006

- For the month of February 2006 (FY 2006) the room occupancy tax collections of \$6.99 million was a 10.2% increase over the January 2005 (FY2005) collections of \$6.34 million. January 2005 saw a 19.1 % increase in collections over January 2004.
- For the fiscal year to date period through February 2006, room occupancy tax collections were up 6.2% from the corresponding period in FY2005. And the FY2006 collections thru February were up over 14% from year to date February FY2004.
Source: Mass DOR Collections and Refunds

Total Room Occupancy Tax Collections

Month of February

Year	\$ (000)	% Change
FY 2006	6,990	10.2
FY 2005	6,341	19.1
FY 2004	5,325	n/a

Fiscal Year to Date through February

Year	\$ (000)	% Change
FY 2006	101,408	6.2
FY 2005	95,463	14.3
FY 2004	83,511	n/a

Massachusetts Tourism Fund (MTF) Collections: February 2006

Fiscal YTD through February, 2006 Massachusetts Tourism Fund collections were up 6.9% compared to YTD February, 2005 collections (\$26.3 million v. \$24.6 million). The FY2005 collections were 10.8% higher than the same period in FY2004 (\$24.6 million v. \$22.2 million).
 (Source: Department of Revenue Monthly Report of Collections and Refunds)

Museum and Attraction Attendance: January 2006

Massachusetts' museum and attraction attendance was up dramatically (35.4%) in the month of January 2006 compared to January 2005 (388,342 visitors v. 279,338 visitors). The total net visitor increase was just over 109,000 at the 53 institutions.
 (Source: MOTT aggregate of 54 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: January 2006

- In January 2006, the number of domestic passengers arriving to and departing from Logan International Airport totaled nearly 1.71 million, an increase of 1.8% from the January 2005 total of 1.68 million. (Source: Massport)
- The number of international passenger arrivals and departures decreased slightly in January 2006, down 3.2 % compared to January 2005 (283,000 v. 292,000). (Source: Massport)

Domestic Passenger Volume

January	(000)	% Change
2006	1,629	7.9%
2005	1,510	11.1
2004	1,358	n/a

(Source: Massport)

International Passenger Volume

January	(000)	% Change
2006	280	-6.5%
2005	300	1.6
2004	295	n/a

MASSVACATION.COM Activity: Calendar Year 2005

The MASSVACATION.COM web site had 2,432,980 visits in 2005. The daily average was 6,665 and the average visit length was 6 minutes and 41 seconds. Visits from the U.S. made up 91.5% of the total and international the remaining 8.5%. There were just under 1.4 million unique visits and over 120 thousand visitors who visited more than once.

GETAWAY GUIDE Individual and Bulk Distribution: March 2006

The total number of Getaway Guides distributed during March was 171,222. A breakout by category is as follows: Individual (8,742), Major Info Centers (40,625), MA Hotels (13,965), Parks/Campgrounds (6,440), Trade Shows/Conventions (26,465), AAA Travel Offices (16,275), other (58,710).

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

MOTT Updates and Activities from Tony D'Agostino: April 2006

Please note *MASSVACATION.COM* web site activity for 2005 has been updated in this month's *TravelStats*. Additionally, please note those calendar years to date charts are not necessary in any January data comparisons so they have been removed.

Massachusetts

29th ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM March, 2007 • Worcester, Massachusetts

Join your colleagues in the tourism and hospitality industries for the most important annual gathering of travel businesses in **Massachusetts**. This jam-packed two-day conference promises to be the best ever and will offer quality keynote addresses, breakout sessions and networking opportunities designed to keep you informed about the current state of the industry, marketing trends and the latest research.

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