



MOTT TravelStats Newsletter - May 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

- March. Statewide lodging room demand was up 5.3% in March 2004 compared to March 2003, according to Smith Travel Research, Inc., exceeding demand in both March 2002 and 2003. Average daily room rate increased 2.3%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 52.0% in March 2004, up 4.6% over March 2003, and equal to occupancy rates in March 2002. (Source: Smith Travel Research)
- YTD through March. Statewide lodging room demand is up 3.5% for the first three months of 2004 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased slightly by 0.3% and occupancy rates, which reflect changes in both the supply and demand for rooms, average 47.8%, up 2.6%. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

March	% Occupancy
2004	52.0
2003	49.7
2002	52.0

(Source: Smith Travel Research)

YTD through March	% Occupancy
2004	47.8
2003	46.6
2002	48.9

(Source: Smith Travel Research)

Room Occupancy Tax Collections

- April 2004 total room occupancy tax collections increased 61.1% over April 2003 collections. Fiscal-year-to-date collections are down (2.2%). (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through April 2004, Massachusetts Tourism Fund (MTF) collections are up 7.6% from the same time period last fiscal year (\$25.78 mil v. \$23.95 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

April	\$ (000)	% Change
FY 2004	9,240	61.1
FY 2003	5,736	8.0
FY 2002	5,311	(15.3)

FYTD through April	\$ (000)	% Change
FY 2004	97,846	(2.2)
FY 2003	100,077	1.3
FY 2002	98,789	(16.3)

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

Museum and Attraction Attendance

Massachusetts' museum and attraction attendance decreased (7.0%) in January 2004 over January 2003. (Source: MOTT aggregate of 22 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume

- In March, the number of domestic passengers arriving to and departing from Logan International Airport increased 17.0%, compared to March 2003. (Source: Massport)
- The number of international passenger arrivals and departures increased 16.6 % in March, compared to March 2003. (Source: Massport)

Domestic Passenger Volume

March	(000)	% Change
2004	1,790	17.0
2003	1,530	(0.2)
2002	1,533	(15.2)
YTD through March		
March	(000)	% Change
2004	4,688	16.6
2003	4,022	1.5
2002	3,962	(18.9)

(Source: Massport)

International Passenger Volume

March	(000)	% Change
2004	366	16.6
2003	314	(5.5)
2002	332	(21.3)
YTD through March		
March	(000)	% Change
2004	953	14.1
2003	835	1.8
2002	820	(23.0)

(Source: Massport)

Bradley International Airport Passenger Volume

- In March, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 5.3%, compared to March 2003. Year-to-date through March, passenger volume has increased 5.4%. (Source: Bradley International Airport, CT Dept. of Transportation)

Passenger Volume

March	(000)	% Change
2003	565	5.3
2002	537	(6.1)
2001	571	(8.3)
YTD through March		
March	(000)	% Change
2003	1,528	5.4
2002	1,449	(2.8)
2001	1,491	(12.0)

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

MOTT Activity: Web visits and individual Getaway Guide requests were down in April. This is likely due to MOTT delaying the start of their TV ads this year to capitalize on consumers' shorter planning time and a dramatic reduction in MOTT's marketing budget.

MASSVACATION.COM Activity

During the month of April, the site registered 321,200 visits, a decline of (26.9%) over April 2003. Visits originating in the U.S. represented 92.9% of visits, while visits from international countries represented 7.1% of visits. (Source: MOTT Web Analysis)

Individual Getaway Guide Requests

The overall number of individual Getaway Guide requests in April was down (5.2%) compared to April 2003. Requests originating from all sources were down. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)