



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - May 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 March 2005

- March. Statewide lodging room demand was up 1.5% in March 2005 compared to March 2004, according to Smith Travel Research, Inc., exceeding demand in both March 2004 and 2003. Average daily room rate increased 5.0%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 52.5% in March 2005, up 1.2% over March 2004, and also exceeding occupancy rates in March 2003. (Source: Smith Travel Research)
- YTD through March. Statewide lodging room demand is up 2.1% for the first three months of 2005 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased by 5.1% and occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 48.4%, up 1.5%. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

March	% Occupancy
2004	52.5
2004	52.0
2003	49.7

(Source: Smith Travel Research)

YTD through March	% Occupancy
2005	48.4
2004	47.8
2003	46.6

(Source: Smith Travel Research)

Room Occupancy Tax Collections April 2005

- April 2005 total room occupancy tax collections increased 9.2% over April 2004 collections. However fiscal-year-to-date collections are up 11.1%. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through April 2005, Massachusetts Tourism Fund (MTF) collections are up 10% from the same time period last fiscal year (\$28.36 mil v. \$25.78 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

April	\$ (000)	% Change
FY2005	8,390	(9.2)
FY 2004	9,240	61.1
FY 2003	5,736	8.0

FYTD through April	\$ (000)	% Change
FY2005	10,906	11.1
FY 2004	97,846	(2.2)
FY 2003	100,077	1.3

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

Museum and Attraction Attendance January 2005

Massachusetts' museum and attraction attendance decreased 39% in January 2005 over January 2004 to 361,000 visitors from 501,000 visitors. (Source: MOTT, 22 MA museums and attractions; based on Museum of Science Report)

Logan International Airport Passenger Volume

- In March 2005, the number of domestic passengers arriving to and departing from Logan International Airport increased 9.3%, compared to March 2004. (Source: Massport)
- The number of international passenger arrivals and departures decreased slightly in March 2005, compared to March 2004. (Source: Massport)

Domestic Passenger Volume

March	(000)	% Change
2005	1,957	9.3
2004	1,790	17.0
2003	1,530	(0.2)
YTD through March	(000)	% Change
2005	5,042	7.5
2004	4,688	16.6
2003	4,022	1.5

(Source: Massport)

International Passenger Volume

March	(000)	% Change
2005	364	(0.3)
2004	366	16.6
2003	314	(5.5)
YTD through March	(000)	% Change
2005	947	(0.6)
2004	953	14.1
2003	835	1.8

(Source: Massport)

MASSVACATION.COM Activity

Website activity will be reported on future TravelStats.

Individual Getaway Guide Requests April 2005

The overall number of individual Getaway Guide requests in April was up slightly to 8,627 compared to April 2004. Requests originating from all sources increased slightly. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)