

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -May 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: March 2006

- During the month of March 2006, Massachusetts state wide lodging room demand was up 5.7% compared to March 2005 (1,231.4k v. 1165.1k). Also, the average daily room rate for these two periods increased 12.4% to \$116.41 from \$103.61. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 2.6 percentage points to 54.9% from 52.3%. Overall room revenue increased 13.3% to \$143.3 million from \$118.6 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 on a calendar year to date basis by 12.5% to \$63.88 from \$56.78 as of the month of March.

Massachusetts Hotel Lodging Data

Month of March

| Year | DEMAND (000's) | RATE (\$'s) | OCCUP'Y | REVENUE (millions) |
|------|----------------|-------------|---------|--------------------|
| 2006 | 1,231 | 116.41 | 54.9 | \$143.3 |
| 2005 | 1,165 | 103.61 | 52.3 | \$126.5 |
| 2004 | 1,154 | 102.76 | 51.9 | \$118.6 |

REVPAR- CYTD thru March

| Year | (\$'s) | % increase |
|------|--------|------------|
| 2006 | 63.88 | 12.5% |
| 2005 | 56.78 | 6.4% |
| 2004 | 53.34 | 6.7% |

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

Room Occupancy Taxes: April 2006

- For the month of April 2006 (FY 2006) the room occupancy tax collections of \$9.304 million was a 10.9% increase over the April 2005 (FY2005) collections of \$8,390 million. The April 2005 collections were an aberrational 61.1% increase over April 2004.
- For the fiscal year to date period through April 2006, room occupancy tax collections were up 6.6% from the corresponding period in FY2005. And the FY2005 collections thru April were up over 13.3% from year to date April FY2004.
Source: Mass DOR Collections and Refunds

Total Room Occupancy Tax Collections

Month of April

| Year | \$ (000) | % Change |
|---------|----------|----------|
| FY 2006 | 9,304 | 10.9% |
| FY 2005 | 8,390 | -9.2% |
| FY 2004 | 9,240 | 61.1% |

Fiscal Year to Date through April

| Year | \$ (000) | % Change |
|---------|----------|----------|
| FY 2006 | 118,187 | 6.6% |
| FY 2005 | 110,906 | 13.3% |
| FY 2004 | 97,846 | -2.2% |

Massachusetts Tourism Fund (MTF) Collections: April 2006

Fiscal YTD through April 2006 Massachusetts Tourism Fund collections were up 7.4% compared to YTD April 2005 collections (\$30.5 million v. \$28.4 million). The FY2005 collections were 10.1% higher than the same period in FY2004 (\$28.4 million v. \$25.8 million).

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

Museum and Attraction Attendance: March 2006

Massachusetts' museum and attraction attendance was up significantly (11.1%) in the month of March 2006 compared to March 2005 (712,133 visitors v. 641,209 visitors). The total net visitor increase was just under 71,000 at the 53 institutions. Year to date thru March, attendance is up over 17% compared to the same period in 2005.

(Source: MOTT aggregate of 53 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: March 2006

- In March 2006, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 2.083 million, an increase of 6.5% from the March 2005 total of 1.957 million. Calendar Year to Date the increase was 6.4%. (Source: Massport)
- The number of **international passenger** arrivals and departures decreased in March 2006, down 4.5 % compared to March 2005 (348,000 v. 365,000). Calendar Year to Date the decrease was 5.3% (Source: Massport)

Domestic Passenger Volume

| March | (000) | % Change |
|-------|-------|-------------|
| 2006 | 2,083 | 6.5 |
| 2005 | 1,957 | 9.3 |
| 2004 | 1,790 | 17.0 |

International Passenger Volume

| March | (000) | % Change |
|-------|-------|-------------|
| 2006 | 348 | -4.5 |
| 2005 | 365 | -0.3 |
| 2004 | 366 | 16.6 |

Domestic Passenger Volume

| CYTD thru March | (000) | % Change |
|-----------------|-------|-------------|
| 2006 | 5,365 | 6.4 |
| 2005 | 5,042 | 7.5 |
| 2004 | 4,688 | 16.6 |

International Passenger Volume

| CYTD thru March | (000) | % Change |
|-----------------|-------|-------------|
| 2006 | 896 | -5.3 |
| 2005 | 947 | -0.6 |
| 2004 | 953 | 14.1 |

(Source: Massport)

MASSVACATION.COM Activity: May 2006

The MASSVACATION.COM site had 163,284 unique visitor sessions, 1.1 million page views and 6.45 million hits in May. These values represent just under a 4% increase over May 2005. Calendar year to date thru May, the site had 679,693 unique visitor sessions, 4.48 million page views and over 25.36 million hits. This activity was also just under a 4% increase over the same period in 2005.

GETAWAY GUIDE Individual and Bulk Distribution: May 2006

The total number of Getaway Guides distributed during April was 31,243. A breakout by category is as follows: Individuals (765), Major Info Centers (12,565), MA Hotels (980), Parks/Campgrounds (945), AAA Travel Offices (910), and Special Promotions-MBTA (1,050).

There were 6,661 massvacation.com site based requests in May and over 30,000 of these web requests year to date.

Calendar year to date, a total of just under 298,900 guides have been distributed.

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

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

Please note that the massvacation.com 2006 activity has been included in this edition. MOTT has moved to a new web analytical tool---Google's URCHIN. This tool will provide us with more accurate activity data.

Massachusetts

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