

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -May 2007

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: April 2007

- During the month of April 2007, Massachusetts state wide lodging room demand (1,375k) was down 1.1% compared to April 2006 (1,390k). The average daily room rate between these two periods increased 4.5% to \$132.64 from \$126.96. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 1.9 percentage points, from 62.8% to 60.7%. However, overall room revenue increased 3.4% to \$182.5 million from \$176.5 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2007 over the same period of 2006 by 2.8% from \$62.23 to \$63.86. Year to date occupancy rate was down 2.1%, but room rate was up 4.9%. The prior year's RevPar increase was 11.7%

Massachusetts Hotel Lodging Data

Month of April

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,375.7	132.64	60.7	\$182
2006	1,390.3	126.96	62.8	\$176
2005	1,303.5	115.48	59.1	\$150

REVPAR- CYTD thru April

Year	(\$'s)	Increase
2007	63.86	2.8%
2006	62.23	11.7%
2005	55.72	6.3%

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

Room Occupancy Taxes: April 2007 (Fiscal Year 2007)

- For the month of April 2007 (FY07) the room occupancy tax collections (\$10 million) increased by 7.5% over the April 2006 (FY06) collections of \$9.3 million. The April 2006 collections were up 10.8% compared to April 2005 (FY05) collections of \$8.4 million.
- For the Fiscal Year 2007 thru April 2007, room occupancy tax collections totalled over \$129 million, a 9.6% increase over the same period of FY06. The FY2006 collections of \$118 million was 6.6% more than FY2005.

Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of April

Year	\$ (000)	% Change
FY 2007	10,007	7.5%
FY 2006	9,304	10.8%
FY 2005	8,390	-9.2%

FYTD thru April

Year	\$ (000)	% Change
FY 2007	129,531	9.6%
FY2006	118,187	6.6%
FY2005	110,906	13.4%

Massachusetts Tourism Fund (MTF) Collections: April 2007 (FY07)

Through the month of **April 2007 (FY07)**, Massachusetts Tourism Fund collections FYTD were up 6.25% compared to **April 2006 (FY06)** collections (\$32.3 million v. \$30.5 million). The **April 2006** collections FYTD were 7.4% higher than **April FY05** (\$30.5 million v. \$28.4 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: April 2007

Massachusetts museum and attraction attendance was down 10.5% for the month of **April 2007** compared to **April 2006** (1,012,099 visitors vs. 1,130,278 visitors). The total net visitor decrease was 118,179 at the 54 reporting institutions. The largest drawing institution, The Museum of Science, reported a drop in attendance of 18.6% in **April 2007**, compared with **April 2006** (177,918 vs. 218,654). Other institutions with notable attendance decreases included: The Museum of Fine Arts, with attendance down 29.4% (74,916 vs. 106,142), and ZNE: Franklin Park Zoo, with attendance down 27.7% (26,880 vs. 37,173).

Calendar year to date thru **April 2007**, attendance is down 6.3% compared to the same period in 2006 (2,736,053 visitors vs. 2,920,461 visitors)

(Source: MOTT aggregate of 54 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: April 2007

- In **April 2007**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.13 million, a 1.7% increase over the **April 2006** total. Calendar year-to-date there was an increase of 0.8% (7.52 mil vs. 7.46 mil).
- The number of **international passenger** arrivals and departures decreased in **April 2007** by 10.1% compared to **April 2006** (340k v. 378k). Calendar year-to-date thru **April** there was a decrease in volume of 5.2% (1.21 mil vs. 1.27 mil).

Domestic Passenger Volume

April	(000)	% Change
2007	2,130	1.7
2006	2,094	3.6
2005	2,021	5.8

International Passenger Volume

April	(000)	% Change
2007	340	-10.1
2006	378	2.3
2005	370	4.8

Domestic Passenger Volume

CYTD thru April	(000)	% Change
2007	7,518	0.8
2006	7,458	5.6
2005	7,063	7.0

International Passenger Volume

CYTD thru April	(000)	% Change
2007	1,209	-5.2
2006	1,275	-3.2
2005	1,317	0.9

(Source: Massport)

MASSVACATION.COM Activity: May 2007

The MASSVACATION.COM site had just over 98,019 unique visitor sessions in **May** 2007. Additionally, there were 709,339 page views.

The top non-navigational pages visited during the **first quarter of 2007** were Winter Lodging Specials, Order a Getaway Guide, and Lodging Search. After the U.S., Canada, the United Kingdom, Germany and Italy were the top countries of origin of site visitors.

Other 2007 First Quarter Highlights

The top **GO** categories were Regions, Travel Resources and Special Offers.

The top Regions pages visited were Boston/ Cambridge, Cape Cod and North of Boston.

The top **DO** categories were Outdoor Activities, History and Tours.

The top **DO** pages were Museums, Skiing and Freedom Trail.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: May 2007

The total number of **2007/2008** Getaway Guides distributed in **May** was 39,025. There were 10,865 individual requests of which 10,033 were web based. The number of guides distributed through major info centers was 17,780.

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

MOTT Updates and Activities from Tony D'Agostino: June 2007

The new MASSVACATION.COM website is live. Log on and check it out.