



MOTT TravelStats Newsletter - October 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

- August. Statewide lodging room demand was up 0.9% in August 2004 compared to August 2003, according to Smith Travel Research, Inc., exceeding demand in August 2003. Average daily room rate increased 4.2%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 73.2% in August 2004, level with August 2003, the highest occupancy rate of any month this year. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- YTD through August. Statewide lodging room demand is up 4.2% for the first eight months of 2004 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased 4.7% and occupancy rates averaged 60.6%, up 3.2%. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)

Massachusetts Hotel Occupancy Rates

August	% Occupancy
2004	73.2
2003	73.2
2002	75.7

YTD through August	% Occupancy
2004	60.6
2003	58.7
2002	61.1

SOURCE: SMITH TRAVEL RESEARCH, INC.
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Room Occupancy Tax Collections

- September 2004 total room occupancy tax collections increased 7.7% over September 2003 collections. Fiscal YTD through September, collections are up 13.4%. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal YTD through September 2004 Massachusetts Tourism Fund (MTF) collections were up 11.8% compared to 2003 collections (\$11.9 mil v. \$10.6 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

September	\$ (000)	% Change
FY 2004	15,400	7.7
FY 2003	14,321	(3.6)
FY 2002	14,860	3.3
FY 2001	14,382	(13.7)
FY 2000	16,662	4.4

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

New Research Report Available: Getaway Guide Conversion Study

Customers who requested the Guide via massvacation.com during the 4th quarter of 2003 were recently surveyed to gain a better understanding of the impact the Guide has on travel planning.

Key findings include:

- More than six months after requesting the guide, nine in ten customers recalled receiving the Guide.
- 43 percent of those customers traveled to Massachusetts after receiving the Getaway Guide.
- Eighty-six percent of Massachusetts travelers indicated that the Guide was either somewhat or very helpful in planning their most recent leisure trip.
- Seventy-one percent indicated lodging in paid accommodations.

*** To request a copy of the full report contact Heather.Magaw@state.ma.us ***

Logan International Airport Passenger Volume

- In August, the number of domestic passengers arriving to and departing from Logan International Airport increased 15.2%, compared to August 2003. Year-to-date through August, domestic arrivals and departures are up 16.3%. (Source: Massport)
- The number of international passenger arrivals and departures increased 6.7% in August, compared to August 2003. Year-to-date through August, international passenger arrivals and departures are up 13.0%. (Source: Massport)

Domestic Passenger Volume

August	(000)	% Change
2004	2,101	15.2
2003	1,824	(2.3)
2002	1,868	(15.4)
2001	2,207	1.1
YTD through August		
	(000)	% Change
2004	14,601	16.3
2003	12,556	(0.6)
2002	12,631	(16.3)
2001	15,098	(3.1)

(Source: Massport)

International Passenger Volume

August	(000)	% Change
2004	431	6.7
2003	404	(2.3)
2002	413	(12.9)
2001	475	(0.7)
YTD through August		
	(000)	% Change
2004	2,916	13.0
2003	2,580	(2.3)
2002	2,641	(19.5)
2001	3,279	6.5

(Source: Massport)

Bradley International Airport Passenger Volume

In August, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 6.5%, compared to August 2003. Year-to-date through August, passenger volume has increased 6.2%. (Source: Bradley International Airport, CT Dept. of Transportation)

August Passenger Volume

August	(000)	% Change
2004	619	6.5
2003	581	(7.4)
2002	628	(11.8)
YTD through August		
	(000)	% Change
2004	4,483	6.2
2003	4,222	(5.2)
2002	4,455	(11.0)

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

MASSVACATION.COM Activity

During the month of September, the site registered 203,245 visits, an increase of (14.8%) over September 2003. Visits originating in the U.S. represented 90.0% of visits, while visits from international countries represented 10.0% of visits. (Source: MOTT Web Analysis)

Individual Getaway Guide Requests

The overall number of individual Getaway Guide requests in September totaled 6,158, 3.9% fewer requests than those received in September 2003. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)