



Office of Travel & Tourism

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MOTT TravelStats Newsletter -October 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: September 2007

- During the month of September 2007, Massachusetts state wide lodging demand (1,728.3k) was up 5.3% compared to September 2006 (1,641.9k). The average daily room rate between these two periods increased 7.4% to \$147.50 from \$137.29. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 2.9 percentage points, from 70.7% to 73.6%. Overall room revenue increased 13.1% to \$254.9 million from \$225.4 million.
- REVPAR, which is a function of occupancy rate and room rate, increased CYTD in 2007 over the same period of 2006 by 4.9% from \$83.34 to \$87.41. Year to date occupancy rates increased slightly to 64.0%, and room rate was up 4.4% to \$136.58. The prior period RevPar increase was 11.1%

Massachusetts Hotel Lodging Data

Month of September

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,728.4	147.50	73.6	\$254.9
2006	1,641.9	137.29	70.7	\$225.4
2005	1,650.9	130.60	72.0	\$215.6

REVPAR- CYTD thru September

Year	(\$'s)	Increase %
2007	87.41	4.9
2006	83.34	11.1
2005	75.00	4.9

Source: Smith Travel Research, Inc.(STR). Any re-use is prohibited.

Room Occupancy Taxes: September 2007 (Fiscal Year 2008)

- For the month of September 2007 (FY08) the room occupancy tax collections (\$19.0 million) increased by 11.9% over the September 2006 (FY07) collections of \$16.9 million. The September 2006 collections were up 8.6% compared to September 2005 (FY06) collections of \$15.7 million
- For the Fiscal Year 2008 September 2007, room occupancy tax collections totalled over \$54.8 million, a 7.5 % increase over the same period of FY07. The FY07 collections of \$50.9 million was 12.4% more than FY06.

Total Room Occupancy Tax Collections

Month of September Year	\$ (000)	% Change
FY 2008	19,030	11.9
FY 2007	16,998	8.6
FY 2006	15,653	1.6

FYTD thru September Year	\$ (000)	% Change
FY 2008	54,806	7.5
FY2007	50,999	12.4
FY2006	45,370	3.3

Source: Mass DOR Monthly Report of Collections and Refunds

MA Tourism Fund (MTF) Collections: September 2007 (FY08)

Through the month of **September 2007 (FY08)**, Massachusetts Tourism Fund collections FYTD were up 5.9% compared to **September 2006 (FY07)** collections (\$14.0 million v. \$13.2 million). The **September 2006** collections FYTD were 3.2% higher than **September 2005** (\$13.2 million v. \$11.9 million)

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: September 2007

Massachusetts museum and attraction attendance was down 6.3% for the month of **September 2007** compared to **September 2006** (908,073 visitors vs. 969,540 visitors). The total net visitor decrease was 61,467 at the 54 reporting institutions.

Calendar year to date thru **September 2007**, attendance is up 2.5% compared to the same period in 2006 (9,338,724 vs. 9,110,347)

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

Logan International Airport Passenger Volume: September 2007

- The **September 2007** number of **domestic passengers** arriving to and departing from Logan International Airport was updated February, 2008.
- The number of **international passenger** arrivals and departures in **September 2007** was updated February, 2008.

Domestic Passenger Volume			International Passenger Volume		
September	(000)	% Change	September	(000)	% Change
2007	1,854	1.5	2007	366	6.0
2006	1,827	-1.6	2006	345	-3.3
2005	1,857	7.3	2005	356	5.3

Domestic Passenger Volume		
CYTD September	(000)	% Change
2007	18,179	2.6
2006	17,715	3.0
2005	17,203	0.9

International Passenger Volume		
CYTD thru September	(000)	% Change
2007	3,209	1.2
2006	3,171	-4.7
2005	3,326	1.7

(Source: Massport)

International Visitation to Massachusetts CY2006 and CY2007 thru June

Estimated international visitation to Massachusetts during 2006 was just under 1.6 million. This was a significant increase over the 2005 estimate of 1.4 million.

Historically, the top five origin countries have been Canada, the United Kingdom, Germany, France and Italy.

Canadian visitors accounted for more than a third of all international visits in CY2006 at just under 600,000.

Through the first three quarters of CY2007 international visitation to the U.S. increased by 9.8%. Canadian visits increased by 7.7% and the Overseas visitation increased 9.5%

Please see the chart below for international spending data for CY2006.

Sources: Department of Commerce (OTTI) and StatisticsCanada

MASSVACATION.COM Activity: October 2007 and 3rd Quarter Highlights

The MASSVACATION.COM site had just over 51,697 unique visitor sessions in **October** 2007. Additionally, there were 326,388 page views.

2007 Third Quarter Highlights

The top **non-navigational** pages visited during the **third quarter of 2007** were Greater Boston, Cape Cod, Tours and Sightseeing and Lodging Search.

The top **Region** pages visited were Cape Cod Berkshires, North of Boston, Boston and Martha's Vineyard

After the U.S., Canada, the United Kingdom, Germany and Italy were the top origin countries of site visitors.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: October 2007

The total number of **2007/2008** Getaway Guides distributed in **October** was 24,626. There were 4,019 individual web based requests in October. The number of guides distributed through major information centers was 20,090.

Calendar year to date there have been just over 670,000 Getaway Guides distributed.

(Source: FARM, MOTT Fulfillment System)

Calendar Year 2006 Economic Direct Impact of Travel

Domestic and International travelers directly spent over \$14.2 billion in Massachusetts during 2006, up 8.6 percent from 2005. Domestic traveler spending increased 7.7% while International traveler spending (helped by the strength of foreign currencies) increased 16.6%. Federal, state and local governments collected nearly \$2.2 billion in tax revenue from these expenditures.

<i>2006 Expenditures in MA</i> By Industry	Domestic (\$ Millions)	International (\$ Millions)	Total (\$ Millions)	% of Total
Public Transportation	4,168.6	216.4	4,385.0	30.9%
Auto Transportation	1,802.0	22.1	1,824.1	12.8%
Lodging	2,644.0	571.8	3,215.8	22.6%
Foodservice	2,403.8	296.8	2,700.6	19.0%
Entertainment & Recreation	733.2	135.7	868.9	6.1%
General Retail Trade	840.6	376.2	1,216.8	8.6%
2006 Totals	\$12,592.2	\$1,619.0	\$14,211.2	100.0%

Direct travel expenditures in the U.S. in CY2006 totaled just under \$700 billion.

For purposes of this study, a traveler is defined as one who travels more than 50 miles from home one way to a destination or who stays at a destination overnight.

Source: TIA, The Economic Impact of Travel on Massachusetts Counties, 2006



MOTT Updates and Activities from Tony D'Agostino; November 2007

Planning has moved ahead for this year's Governor's Conference on travel and tourism. It will be held in Boston on the 28th and 29th of February. Hopefully we will see many of you there.