



Office of Travel & Tourism

massvacation.com

**MOTT TravelStats Newsletter -September 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](mailto:Tony.Dagostino@state.ma.us).

**Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: July 2006**

- During the month of July 2006, Massachusetts state wide lodging room demand (1,789k) was up 5.6% compared to July 2005 (1,694k). Also, the average daily room rate for these two periods increased 10.6% to \$141.63 from \$128.05. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 2.8 percentage points to 73.9% from 71.1%. Overall room revenue increased 16.8% to \$253.4 million from \$216.9 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 13.2% to \$78.22 from \$69.0. The prior year's increase was 4.0%

**Massachusetts Hotel Lodging Data**

Month of July

| Year | DEMAND (000's) | RATE (\$'s) | Occupancy Rate % | REVENUE (millions) |
|------|----------------|-------------|------------------|--------------------|
| 2006 | 1,789          | 141.63      | 73.9             | \$253.4            |
| 2005 | 1,694          | 128.05      | 71.1             | \$216.9            |
| 2004 | 1,718          | 131.29      | 72.1             | \$225.5            |

REVPAR- CYTD thru July

| Year | (\$'s) | % increase |
|------|--------|------------|
| 2006 | 78.22  | 13.2%      |
| 2005 | 69.07  | 4.0%       |
| 2004 | 66.44  | 9.5%       |

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

**Room Occupancy Taxes: August 2006**

- For the month of August 2006 (FY 2007) the room occupancy tax collections of \$18.1 million was a 15.6% increase over the August 2005 (FY2006) collections of \$15.6 million. The August 2005 (FY 2006) collections were down slightly compared to August 2004 (FY2005).
- For the Fiscal Year 2007 thru August 2006, room occupancy tax collections totalled over \$34 million which was a 14.3% increase over the same period the previous year. The FY2006 period thru August saw a 4.3% increase over same period FY2005 (\$29.7 mil v. \$28.5 mil).

**Total Room Occupancy Tax Collections**

Month of August

| Year    | \$ (000) | % Change |
|---------|----------|----------|
| FY 2007 | 18,101   | 15.6%    |
| FY 2006 | 15,657   | -.01%    |
| FY 2005 | 15,672   | 20.4%    |

CYTD thru August

| Year    | \$ (000) | % Change |
|---------|----------|----------|
| FY 2007 | 34,002   | 14.3%    |
| FY 2006 | 29,718   | 4.3%     |
| FY 2005 | 28,506   | 16.7%    |

Source: Mass DOR Collections and Refunds



## Massachusetts Tourism Fund (MTF) Collections: August 2006

For the month of August (FY 2007) Massachusetts Tourism Fund collections were up over 9.7% compared to August 2005 (FY2006) collections (\$8.7 million v. \$7.9 million). The August 2005 collections were 4.5% higher than August 2004 (FY2005) (\$7.9 million v. \$7.6 million).

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

## Museum and Attraction Attendance: August 2006

Massachusetts' museum and attraction attendance was up 2.1% in the month of August compared to August 2005 (1,458,243 visitors v. 1,427,624 visitors). The total net visitor decrease was just over 30,600 at the 53 reporting institutions.

Year-to-date thru August, attendance is up 2.8% compared to the same period in 2005 (8,130,951 v. 7,911,054)

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

## Logan International Airport Passenger Volume: July 2006

- In July 2006, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 2.138 million, an increase of 0.2% from the July 2005 total of 2.137 million. Calendar Year to Date the increase was 3.5%. (Source: Massport)
- The number of **international passenger** arrivals and departures decreased in July 2006 by 5.6% compared to July 2005 (417k v. 442k). Calendar year-to-date there has been a decrease of 4.7% (Source: Massport)

### Domestic Passenger Volume

| July | (000) | %<br>Change |
|------|-------|-------------|
| 2006 | 2,138 | 0.2%        |
| 2005 | 2,137 | 4.0%        |
| 2004 | 2,050 | 15.2%       |

### International Passenger Volume

| July | (000) | %<br>Change |
|------|-------|-------------|
| 2006 | 417   | -5.6        |
| 2005 | 442   | 3.0         |
| 2004 | 429   | 9.5         |

### Domestic Passenger Volume

| CYTD thru July | (000)  | %<br>Change |
|----------------|--------|-------------|
| 2006           | 13,712 | 3.5         |
| 2005           | 13,250 | 6.0         |
| 2004           | 12,500 | 16.5        |

(Source: Massport)

### International Passenger Volume

| CYTD thru July | (000) | %<br>Change |
|----------------|-------|-------------|
| 2006           | 2,425 | -4.7        |
| 2005           | 2,544 | 2.4         |
| 2004           | 2,485 | 14.2        |



**MASSVACATION.COM Activity: September 2006 and CY06 thru June**

The MASSVACATION.COM site had over 86,700 unique visitor sessions in September 2006 (down just over 10% from September 2005). Additionally, there were over 680,000 page views (down 4% from last September) and 3.0 million hits (also down from last year in September). Calendar year to date thru September the unique visitor sessions are up just under 4%, page views are up over 3% and hits are up 1%.

Calendar year to date thru June, the site had 838,179 unique visitor sessions, 5.5 million page views and over 32 million hits. This activity represents a 4% increase over the same period in 2005. Just over 92% of the site visitors were domestic and 8% international. Canada, the UK, Italy and the Netherlands were the top 4 countries of origin for web site visitors. The winter and spring offers pages were the two most visited pages receiving approximately 50,000 visits each.

Source: MOTT- Urchin (Google)

**GETAWAY GUIDE Individual and Bulk Distribution: September 2006**

The total number of Getaway Guides distributed during September was 42,472. A breakout by category is as follows: individual requests (11,047 in August), major info centers (20,930), MA hotels (1,225).

There were 7,987 massvacation.com site based requests in August and over 50,000 of these web based requests calendar year to date.

Calendar year to date, and including a bulk shipment of 210,000 to the New York Times, a total of just under 660,000 Getaway Guides have been distributed.

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

**MOTT Updates and Activities from Tony D'Agostino: October 2006**

The calendar year 2005 economic impact of travel and tourism in MA preliminary report from TIA showed a 6.5% increase in expenditures over 2004 for MA. Great news and consistent with the 5.2% room revenue increase estimate from Smith Travel Research for the MA lodging industry over the same period. Filming of the 2007 TV commercials promoting MA as a travel destination just completed at several sites around the commonwealth. The final products will be broadcast in the New York and Connecticut markets.



**20<sup>th</sup> ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM  
March, 2007 • Worcester, Massachusetts**

Join your colleagues in the tourism and hospitality industries for the most important annual gathering of travel businesses in **Massachusetts**. This jam-packed two-day conference promises to be the best ever and will offer quality keynote addresses, breakout sessions and networking opportunities designed to keep you informed about the current state of the industry, marketing trends and the latest research.

**For details, and to register, visit [massvacation.com/conference](http://massvacation.com/conference) later this year**