

*Massachusetts*

Office of Travel & Tourism

**Massachusetts Domestic Visitor Profile:  
Calendar Year 2004**

April 29, 2005



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Data include both pleasure and business travel. A traveler is defined as someone who travels at least 50 miles one way or travels any distance and stays overnight. Counts include in-state and out-of-state travelers meeting the definition. Source: TravelScope®, Travel Industry Association. LAST UPDATED 04.28.2005



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<b>Person Trip Volume:</b>	29,830,000
<b>U.S. Market Share:</b>	2.5% of all domestic travel

<b>Origin by Census Regions (Top 5)</b>		
Census Region	Total Person Trips to Massachusetts	Share All Person Trips to Massachusetts
New England	16,768,000	56.2%
Mid-Atlantic	6,954,000	23.3%
South Atlantic	2,640,000	8.8%
Pacific	1,091,000	3.7%
East North Central	979,000	3.3%

<b>Origin by State (Top 10)</b>		
State	Total Person Trips to Massachusetts	Share All Person Trips to Massachusetts
Massachusetts	6,796,000	22.8%
New York	4,689,000	15.7%
Connecticut	4,307,000	14.4%
New Hampshire	1,968,000	6.6%
Rhode Island	1,541,000	5.2%
New Jersey	1,420,000	4.8%
Maine	1,309,000	4.4%
California	899,000	3.0%
Vermont	847,000	2.8%
Pennsylvania	845,000	2.8%

<b>Trips to State by Quarter</b>	
1 <sup>st</sup> Quarter	14.3%
2 <sup>nd</sup> Quarter	23.6%
3 <sup>rd</sup> Quarter	36.4%
4 <sup>th</sup> Quarter	25.7%



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<b>Primary Trip Purpose</b>	
Visit Friends/Relatives	45.2%
Other Pleasure/Personal	17.6%
Entertainment/Sightseeing	14.5%
Business	9.0%
Outdoor Recreation	6.3%
Convention/Seminar	4.7%
Combined Business & Pleasure	2.7%

<b>Overnight v. Day Trip</b>	
Overnight Trip	67.1%
Day Trip	32.9%

<b>Primary Mode of Transportation</b>	
Own Auto / Truck	70.9%
Airplane	17.1%
Rental Car	3.1%
Bus	2.4%
Train	1.5%
Camper/RV	1.2%
Ship/Boat	0.6%
Motorcoach	0.4%



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<b>Average Trip Duration</b>	
Massachusetts stay, includes no nights	2.1 nights
Massachusetts stay, excludes no nights	3.9 nights
Total Trip, includes no nights	3.4 nights
Total Trip, excludes no nights	4.6 nights

<b>Lodging Used in State</b>	
Private Home	25.8%
Hotel / Motel / B & B	24.3%
RV / Tent	1.9%
Condo / Time Share	2.4%
No overnight stay or lodging type not specified	45.3%
Other	3.1%

<b>Trip Activities in State</b>	
Shopping	35.5%
Attend a Social/Family Event	31.6%
City/Urban Sightseeing	16.1%
Historical Places / Museums	15.1%
Beach Activities	13.5%
Rural Sightseeing	9.6%
Outdoor	9.0%
Zoo/Aquarium/Science Museum	8.3%
Seminar/Courses	7.5%
Sports Event	6.6%
Nightlife / Dancing	6.1%
National / State Parks	5.6%
Performing Arts	4.7%
Water Sports/Boating	4.5%
Theme / Amusement Park	4.1%
Art Museums/Galleries	3.0%
Cultural Events / Festivals	2.5%
Golf	2.1%
Winter Sports	1.0%



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<b>Travel Party Size</b>	
Average	<u>2.1</u>
One	41.1%
Two	34.4%
Three	9.5%
Four	10.0%
Five or more	5.0%

<b>Adults (18 and over) in Travel Party</b>	
Average	<u>1.6</u>
One	48.9%
Two	44.8%
Three or more	6.3%

<b>Children (Under 18) in Travel Party</b>	
Average (including none)	<u>0.5</u>
None	74.9%
One	10.2%
Two	10.7%
Three or more	4.1%

<b>Annual Household Income</b>	
Average	<u>\$78,704</u>
Less than \$20,000	9.6%
\$20,000 - \$29,999	7.5%
\$30,000 - \$49,999	17.7%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	17.7%
\$100,000 - \$149,999	17.9%
\$150,000 or more	8.6%



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<b>Household Ethnicity</b>	
White	95.1%
African-American	2.0%
Spanish / Hispanic Origin	3.1%
Asian / Pacific Islander	1.2%
Native American	0.2%
Other	1.5%

<b>Children in Household</b>	
Average	<u>0.6</u>
None	68.3%
1	13.5%
2	12.7%
3	3.9%
4 or more	1.6%