



MOTT TravelStats Newsletter - April 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

- February 2004 v. 2003. Statewide lodging room demand was up 0.5% in February 2004 compared to February 2003, according to Smith Travel Research, Inc. Average daily room rate decreased (0.9%). Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 48.5% in February 2004, down (0.4%) over February 2003. (Source: Smith Travel Research)
- February 2003 v. 2002. Statewide lodging room demand was down (2.1%) in February 2003 compared to February 2002, according to Smith Travel Research, Inc. Room rates decreased by (2.5%). Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 48.7% in February 2003, down (5.4%) from February 2002. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

February	% Occupancy
2004	48.5
2003	48.7
2002	51.5

(Source: Smith Travel Research)

Room Occupancy Tax Collections

- March 2004 total room occupancy tax collections decreased (18.8%) over March 2003 collections. Fiscal-year-to-date collections are down (6.1%). (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through March 2004, Massachusetts Tourism Fund (MTF) collections are up 4.8% from the same time period last fiscal year (\$23.5 mil v. \$22.4 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

March	\$ (000)	% Change
FY 2004	5,095	(18.8)
FY 2003	6,276	3.3
FY 2002	6,077	49.8

FYTD through March	\$ (000)	% Change
FY 2004	88,607	(6.1)
FY 2003	94,342	0.9
FY 2002	93,478	(16.3)

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

Logan International Airport Passenger Volume

- In February, the number of domestic passengers arriving to and departing from Logan International Airport increased 24.2%, compared to February 2003. (Source: Massport)
- The number of international passenger arrivals and departures increased 15.7 % in February, compared to February 2003. (Source: Massport)

Domestic Passenger Volume

February	(000)	% Change
2004	1,539	24.2
2003	1,239	(2.2)
2002	1,268	(18.9)
YTD through February	(000)	% Change
2004	2,897	16.3
2003	2,492	2.6
2002	2,429	(21.8)

(Source: Massport)

International Passenger Volume

February	(000)	% Change
2004	292	15.7
2003	252	5.0
2002	240	(25.2)
YTD through February	(000)	% Change
2004	587	12.6
2003	521	6.7
2002	488	(24.1)

(Source: Massport)

Bradley International Airport Passenger Volume

- In February, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 8.3%, compared to February 2003. (Source: Bradley International Airport, CT Dept. of Transportation)

Passenger Volume

February	(000)	% Change
2003	502	8.3
2002	464	(3.8)
2001	482	(11.7)
YTD through February	(000)	% Change
2003	959	5.2
2002	912	(0.8)
2001	920	(14.1)

MOTT Activity: Web visits and individual Getaway Guide requests were down in March. This is likely due to MOTT delaying the start of their TV ads this year until April to capitalize on consumers' shorter planning time. Last year, ads started in March.

MASSVACATION.COM Activity

During the month of March, the site registered 228,591 visits, a decline of (20.1%) over March 2003. Visits originating in the U.S. represented 91.2% of visits, while visits from international countries represented 8.8% of visits. (Source: MOTT Web Analysis)

Individual Getaway Guide Requests

The overall number of individual Getaway Guide requests in March was down (6.9%) compared to March 2003. Requests originating from all sources were down. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)