

# Massachusetts

## Office of Travel & Tourism

massvacation.com

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

#### Hotel Demand, Rate, Occupancy, Revenue and REVPAR Data: July 2007

- During the month of July 2007, Massachusetts state wide lodging demand (1,782.5k) was up 1.3% compared to July 2006 (1,759.4k). The average daily room rate between these two periods increased 0.2% to \$142.74 from \$142.46. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 0.4 percentage points, from 73.6% to 73.9%. However, overall room revenue increased 1.5% to \$254.4 million from \$250.6 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2007 over the same period of 2006 by 2.4 from \$78.74 to \$80.65. Year to date occupancy rate was down 1.0%, but room rate was up 3.5%. The prior period RevPar increase was 13.4%

#### Massachusetts Hotel Lodging Data

##### Month of July

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,782.5	142.74	73.9	\$254
2006	1,759.4	142.46	73.6	\$251
2005	1,681.0	128.07	71.1	\$215

##### REVPAR- CYTD thru July

Year	(\$'s)	Increase
2007	80.65	2.4%
2006	78.74	13.4%
2005	69.41	4.0%

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

#### Room Occupancy Taxes: July 2007 (Fiscal Year 2008)

- For the month of July 2007 (FY08) the room occupancy tax collections (\$17.1 million) increased by 7.8% over the July 2006 (FY07) collections of \$15.9 million. The July 2006 collections were up 13.1% compared to July 2005 (FY06) collections of \$14.1 million.
- For the Fiscal Year 2008 thru July 2007, room occupancy tax collections totalled over \$17 million, a 7.8% increase over the same period of FY07. The FY2007 collections of just under \$16 million was 13.1% more than FY2006.

Source: Mass DOR Monthly Report of Collections and Refunds

#### Total Room Occupancy Tax Collections

##### Month of July

Year	\$ (000)	% Change
FY 2008	17,140	7.8%
FY 2007	15,901	13.1%
FY 2006	14,061	9.5%

##### FYTD thru July

Year	\$ (000)	% Change
FY 2008	17,140	7.8%
FY2007	15,901	13.1%
FY2006	14,061	9.5%

## MA Tourism Fund (MTF) Collections: July 2007 (FY07)

Through the month of July 2007 (FY08), Massachusetts Tourism Fund collections FYTD were up 5.5% compared to July 2006 (FY07) collections (\$4.20 million v. \$3.98 million). The July 2006 collections FYTD were 9.0% higher than July 2005 (\$3.98 million v. \$3.65 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: July 2007

Massachusetts museum and attraction attendance was up 9.6% for the month of July 2007 compared to July 2006 (1,596,991 visitors vs. 1,456,585 visitors). The total net visitor increase was 140,406 at the 54 reporting institutions.

Calendar year to date thru July 2007, attendance is up 2.8% compared to the same period in 2006 (6,824,099 visitors vs. 6,637,310 visitors)

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

## Logan International Airport Passenger Volume: July 2007

- o In July 2007, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.21 million, a 3.4% increase over the July 2006 total. Calendar year-to-date there was an increase of 2.2% (14.02 mil vs.13.71 mil).
- o The number of **international passenger** arrivals and departures increased in July 2007 by 3.9% compared to July 2006 (434k vs. 417k). Calendar year-to-date thru July there was a decrease in volume of 1.0% (2.40 mil vs.2.43 mil).

Domestic Passenger Volume			International Passenger Volume		
July	(000)	% Change	July	(000)	% Change
2007	2,209	3.4	2007	434	3.9
2006	2,138	0.2	2006	417	-5.6
2005	2,133	4.0	2005	442	3.0

Domestic Passenger Volume		
CYTD thru July	(000)	% Change
2007	14,018	2.2
2006	13,712	3.5
2005	13,250	6.0

International Passenger Volume		
CYTD thru July	(000)	% Change
2007	2,401	-1.0
2006	2,425	-4.7
2005	2,544	2.4

(Source: Massport)

## **MASSVACATION.COM Activity: August 2007 and 2<sup>nd</sup> Quarter Highlights**

The MASSVACATION.COM site had just over 69,490 unique visitor sessions in **July** 2007. Additionally, there were 496,906 page views.

The top non-navigational pages visited during the **second quarter of 2007** were Summer Lodging Offers, Order a Getaway Guide, and Lodging Search. After the U.S., Canada, the United Kingdom, Germany and Italy were the top countries of origin of site visitors.

### **Other 2007 Second Quarter Highlights**

The top **GO** categories were Regions, Special Offers and Travel Resources.

The top **Regions** pages visited were North of Boston, Cape Cod and Boston/Cambridge.

The top **DO** categories were Outdoor Activities, History and Tours.

The top **DO** pages were Beaches, Whale Watching and Whale Watch Tours.

Source: MOTT- Urchin (Google)

## **GETAWAY GUIDE Individual and Bulk Distribution: August 2007**

The total number of **2007/2008** Getaway Guides distributed in **August** was 26,326. There were 4,486 individual requests of which 4,471 were web based. The number of guides distributed through major information centers was 13,755.

Calendar year to date, there have been just under 600,000 Getaway Guides distributed. There have been 60,000 individual requests of which 59,000 were web based.

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

## **Calendar Year 2006 Economic Impact Study**

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.

Direct travel expenditures in the U.S. in 2006 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: October 2007**

Shooting has just completed at 90 separate locations around the Commonwealth for the TV spots to be shown in next year's Brand Marketing campaign. Everyone involved is really excited to be showcasing so much of Massachusetts.

As of July 1, 2007 MOTT has been given the responsibility for marketing Massachusetts internationally. Accordingly, TravelStats will be incorporating international data in subsequent issues.

The 2008 Governor's Conference on travel will be held in February ....details to follow.

Please enjoy the best month of the year-September and be extra kind to those leaf peeping tourists.

Thanks to Cornelia Gerth, an intern here at MOTT, for helping with this months edition.