

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -August 2008

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: July 2008

- During the month of July 2008, Massachusetts state wide lodging room demand (1,821k) increased 2.0% compared to July 2007 (1,786k). The average daily room rate between these two periods increased by 3.6% to \$147.67 from \$142.57. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 0.2 percentage points to 73.7% from 73.9%. Overall room revenue increased 5.6% to \$269 million from \$254.7 million.
- REVPAR, which is a function of occupancy rate and room rate, increased for CYTD thru July 2008 over 2007 by 5.3% to \$85.01 from \$80.73. Occupancy was up 0.6% and the room rate was up 4.7%.

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

Massachusetts Hotel Lodging Data

Month of July

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2008	1,821	147.67	73.7	\$269.0
2007	1,786	142.57	73.9	\$254.7
2006	1,761	142.26	73.6	\$250.5

REVPAR- CYTD thru July

Year	(\$'s)	% Change
2008	85.01	5.3
2007	80.73	2.5
2006	78.75	13.5

Room Occupancy Taxes: July 2008 (Fiscal Year 2009)

- For the month of July 2008 the room occupancy tax collections of \$17.8 million increased by 3.9% over the July 2007 (FY08) collections of \$17.1 million. The July 2007 collections were a 7.8% increase over the July 2006(FY07) collections of \$15.9 million.

Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of July

Year	\$ (000)	% Change
FY2009	17,809	3.9
FY2008	17,139	7.8
FY2007	15,900	13.1

Massachusetts Tourism Fund (MTF) Collections: July 2008 (FY2009)

For the month of **July**, Massachusetts Tourism Fund collections were up 0.5% compared to the July 2007 collections (\$4.22 million v. \$4.20 million). The July 2007 collections were 5.5% higher than in July 2006 (\$4.2 million v. \$3.9 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: July 2008

Massachusetts' museum and attraction attendance increases 3.6% in the month of July 2008 compared to July 2007 (1,670,556 visitors v. 1,612,971 visitors). The total net visitor increase was 57,585 at the 57 reporting institutions. Calendar year to date thru July attendance is up 3.1% to 7,149,882 from the 6,931,890 attendees during the same period in 2007.

(Source: MOTT aggregate of 57 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: July 2008

- In **July 2008**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.075 million, a decrease of 6.1% from the July 2007 total of 2.209 million. Calendar year to date the volume is down 5.9% from prior year.
- The number of **international passenger** arrivals and departures decreased in July 2008 by 3.1% compared to July 2007. CYTD the volume is down by 0.1% from prior year.

Domestic Passenger Volume

July	(000)	% Change
2008	2,075	-6.1
2007	2,209	3.4
2006	2,137	0.2

International Passenger Volume

July	(000)	% Change
2008	421	-3.1
2007	434	3.9
2006	417	-5.6

Domestic Passenger Volume

CYTD thru July	(000)	% Change
2008	13,197	-5.9
2007	14,018	2.2
2006	13,712	3.5

International Passenger Volume

CYTD thru July	(000)	% Change
2008	2,399	-0.1
2007	2,401	-1.0
2006	2,425	3.5

(Source: Massport)

International Visitors to Massachusetts in CY2007 and to U.S. in CY08

	Visitors to Massachusetts		Percentage change in Visitors to U.S. in CY08 thru June
	2007 Visitors (000s)	2007 SHARE of MARKET	
ALL OVERSEAS	1,171	4.9%	10.1%
WESTERN EUROPE	684	5.9%	16.8%
Canada	604	3.6%	16.5%
United Kingdom	243	5.4%	8.0%
Germany	85	5.6%	21.1%
Japan	64	1.8%	-3.4%
Ireland	48	9.7%	17.4%
France	47	4.7%	25.2%
Italy	41	6.7%	26.2%
Netherlands	28	5.6%	29.6%
Brazil	28	4.4%	22.0%
Spain	28	5.4%	30.7%
Argentina	18	6.7%	23.1%

Estimated international visitation (All Overseas plus Canada) to Massachusetts during **CY2007** was just under **1.8 million**. This was a significant increase over the **CY2006** estimate of **1.7 million**.

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

Canadian visitors accounted for more than a third of all international visits to MA in **CY2007** at just over 604,000.

For **CY2007**, international visitation to the U.S. increased by 11% to 56.7 million. Canadian visitation increased by 10.9% while Overseas visitation increased 10.3%. Western European visitors to the U.S. increased by 12.6%

Data from OTTI for **CYTD thru June 2008** show significant increases in visitors to the **U.S.** from Overseas (up 10.1%), Western Europe (up 16.8%) and Canada (up 16.5%) suggesting good news for MA also.

Please see the chart below for domestic and international spending data in MA for **CY2007**.

(Sources: Department of Commerce (OTTI) and StatisticsCanada)

Direct Economic Impact of Travel and Tourism, CY2007

Domestic and International travelers directly spent over \$15.1 billion in Massachusetts during CY2007, up 6.6% from CY2006. Domestic traveler spending increased 6% while International traveler spending (helped by the strength of foreign currencies) increased 11.1%. These expenditures generated \$943.5 million in state and local taxes for Massachusetts.

<i>2007 Expenditures in MA</i> By Industry	Domestic (\$ Millions)	International (\$ Millions)	Total (\$ Millions)
Public Transportation	\$4,392.9	\$231.9	\$4,624.8
Auto Transportation	1,908.7	24.6	1,933.3
Lodging	2,856.6	641.9	3,498.5
Foodservice	2,548.3	327.7	2,876.0
Entertainment & Recreation	769.4	148.6	918.0
General Retail Trade	870.5	423.4	1,293.9
2007 Totals	\$13,346.5	\$1,798.1	\$15,144.6

Direct travel expenditures in the U.S. in CY2007 totaled over \$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, 2007)

MASSVACATION.COM Activity: August 2008

The MASSVACATION.COM site had **84,790** unique visits in **August 2008**. Additionally, there were **549,475** page views. Both these values were a significant increase from August 2007 when there were **69,490** unique visits and **496,906** page views.

For **Q2 CY2008** (April, May and June), the total unique visits were **354,259** and the page views were **2,161,795**. The median length of a visit was **3 minutes and 34 seconds**. Visitors from the United States visited the website most frequently, with **369,965** sessions. Canada followed with **13,035** visits and the United Kingdom was third with **4,688** visits.

Also for **Q2**, the page on **lodging deals** was visited more than any other page on the website (**205,058 visits**). The homepage was the second most visited page with **168,827** views and the pages that individually profiled Cape Cod, Martha's Vineyard, and Nantucket Island were third (**51,238**). The **search for lodging** page was fourth, with **41,893** visits. However, when visitors were looking at pages about the super regions of Massachusetts, they visited pages on Cape Cod, Martha's Vineyard and Nantucket Island the most, with **51,238** visits. Similarly, when visitors looked at regions of Massachusetts, they visited the Cape Cod page most often (**11,953**).

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: August 2008

The total number of **2008 Getaway Guides** distributed in August was **51,475**. Of these, **5,187** were individual requests from FARM, the online system, **24,960** went to visitor information centers and **3** were individual requests for the Student Guide. Also, **12,600** guides were sent to several conventions and trade shows held during the month.

(Source: FARM Monthly Report & MOTT Fulfillment Dept.)

MOTT Updates and Activities from Tony D'Agostino: September 2008

Please note that the Economic Impact of travel and tourism to MA for 2007 are included in this edition.

The July museum and attractions attendance has been added to this August TravelStats.

A big thank you to Shannon Conway for her work in pulling this edition of TravelStats together.