



Office of Travel & Tourism

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MOTT TravelStats Newsletter -December 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.

Hotel Demand, Rate, Occupancy, Revenue and REVPAR Data: November 2007

- During the month of November 2007, Massachusetts state wide lodging demand (1,339.6k) was up 5.6% compared to November 2006 (1,268.6k). The average daily room rate between these two periods increased 10.6% to \$142.67 from \$129.05. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 2.8 percentage points, to 60.4% from 57.6%. Overall room revenue increased 16.7% to \$191.1 million from \$163.7 million.
- REVPAR, which is a function of occupancy rate and room rate, increased CYTD in 2007 over the same period CYTD 2006 by 7.1% to 90.32 from 84.37. Year to date occupancy rates increased modestly to 64.7%, and room rate was up 5.7% to \$139.55. The prior period RevPar increase was 10.8%
(Source: Smith Travel Research, Inc.(STR). Any re-use is prohibited.)

Massachusetts Hotel Lodging Data

Month of November

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,339.6	142.67	60.4	\$191.1
2006	1,268.6	129.05	57.6	\$163.7
2005	1,229.3	119.60	57.1	\$147.0

REVPAR- CYTD thru November

Year	(\$'s)	Increase %
2007	90.32	7.1
2006	84.37	10.8
2005	76.16	4.7

Room Occupancy Taxes: November 2007 (Fiscal Year 2008)

For the month of **November 2007 (FY08)** the room occupancy tax collections (\$19.8 million) increased by 17.6% over the November 2006 (FY07) collections of \$16.8 million. The November 2006 collections were up 12.7% compared to November 2005 (FY06) collections of \$14.9 million.

Room Occupancy Tax Collections

Month of November Year	\$ (000)	% Change
FY 2008	19,810	17.6
FY 2007	16,847	12.7
FY 2006	14,943	2.3

For **FY2008 to date thru November 2007**, room occupancy tax collections totalled over \$92.4 million, a 10.7% increase over the same period of FY07. The FY07 collections of \$83.5 million was 10.9% more than FY06.

Source: Mass DOR Monthly Report of Collections and Refunds

FYTD thru November Year	\$ (000)	% Change
FY 2008	92,411	10.7
FY2007	83,450	10.9
FY2006	75,223	4.9

MA Tourism Fund (MTF) Collections: November 2007 (FY08)

Through the month of **November 2007 (FY08)**, Massachusetts Tourism Fund collections FYTD were up 7.7% compared to **November 2006 (FY07)** collections (\$22.9 million v. \$21.2 million). The **November 2006** collections FYTD were 6.7% higher than **November 2005** (\$21.2 million v. \$19.9 million)

(Source: Mass DOR Monthly Report of Collections and Refunds.)

Museum and Attraction Attendance: November 2007

Massachusetts museum and attraction attendance was down 5.3% for the month of **November 2007** compared to **November 2006** (773,705 visitors vs. 816,746 visitors). The total net visitor decrease was 43,041 at the 53 reporting institutions.

Calendar year to date thru **November 2007**, attendance is up 2.2% compared to the same period in 2006 (11,149,547 vs. 10,913,731)

(Source: Museum of Science report aggregate of 53 reporting Massachusetts museums and attractions)

Logan International Airport Passenger Volume: November 2007

- The **November 2007** number of **domestic passengers** arriving to and departing from Logan International Airport was just over 1.9 million. This number was down 2.9% from November 2006. Calendar year to date the number of domestic passengers is up 1.9% to just under 22.2 million.
- The number of **international passenger** arrivals and departures in **November 2007** was just under 297,000, an 11% increase over November 2006. Calendar year to date the number of international passengers is up 2.4% to 3.9 million.

Domestic Passenger Volume			International Passenger Volume		
November	(000)	% Change	November	(000)	% Change
2007	1,900	-2.9	2007	297	11.0
2006	1,956	4.7	2006	267	-6.1
2005	1,869	4.0	2005	285	-1.2

Domestic Passenger Volume			International Passenger Volume		
CYTD November	(000)	% Change	CYTD thru November	(000)	% Change
2007	22,178	1.9	2007	3,861	2.4
2006	21,761	3.5	2006	3,769	-4.7
2005	21,016	4.3	2005	3,954	1.1

(Source: Massport)

International Visitation to Massachusetts CY2006 and CY2007 thru Sept

Estimated international visitation to Massachusetts during CY2006 was just under 1.6 million. This was a significant increase over the CY2005 estimate of 1.4 million.

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

Canadian visitors accounted for more than a third of all international visits in CY2006 at just under 600,000.

Through the first three quarters of CY2007 international visitation to the U.S. increased by 9.8%. Canadian visits increased by 7.7% and the Overseas visitation increased 9.5%

Please see the chart below for international spending data for CY2006.

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

MASSVACATION.COM Activity: December 2007 and 3rd Quarter Highlights

The MASSVACATION.COM site had just over 34,000 unique visitor sessions in **December 2007**. Additionally, there were over 154,000 page views.

2007 Third Quarter Highlights

The top **non-navigational** pages visited during the **third quarter of 2007** were Greater Boston, Cape Cod, Tours and Sightseeing and Lodging Search.

The top **Region** pages visited were Cape Cod Berkshires, North of Boston, Boston and Martha's Vineyard

After the U.S., Canada, the United Kingdom, Germany and Italy were the top origin countries of site visitors.

(Source: MOTT- Urchin (Google))

GETAWAY GUIDE Individual and Bulk Distribution: December 2007

The total number of **2007/2008** Getaway Guides distributed in **December** was 6,749. There were 4,019 individual web based requests in November. The number of guides distributed through major information centers was just over 200.

There were just over 670,000 Getaway Guides distributed in calendar year 2007

(Source: FARM, MOTT Fulfillment System)

Direct Economic Impact of Travel and Tourism, CY2006

Domestic and International travelers directly spent over \$14.2 billion in Massachusetts during CY2006, up 8.6% from CY2005. Domestic traveler spending increased 7.7% while International traveler spending (helped by the strength of foreign currencies) increased 16%. These expenditures generated \$887.2 million in state and local taxes for Massachusetts.

<i>2006 Expenditures in MA</i>	Domestic	International	Total
By Industry	(\$ Millions)	(\$ Millions)	(\$ Millions)
Public Transportation	4,168.6	216.4	4,385.0
Auto Transportation	1,802.0	22.1	1,824.1
Lodging	2,644.0	571.8	3,215.8
Foodservice	2,403.8	296.8	2,700.6
Entertainment & Recreation	733.2	135.7	868.9
General Retail Trade	840.6	376.2	1,216.8
2006 Totals	\$12,592.2	\$1,619.0	\$14,211.2

Direct travel expenditures in the U.S. in CY2006 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: January 2008

Planning has moved ahead for this year's Governor's Conference on travel and tourism. It will be held in Boston on the 28th and 29th of February. Hopefully we will see many of you there.

Thanks to Lizette Mossali, a new intern here at MOTT, for her help putting this edition of TravelStats together.