



**Office of Travel & Tourism**

massvacation.com

**MOTT TravelStats Newsletter - February 2010**

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: January 2010**

- During the month of January 2010, Massachusetts state wide lodging room demand (1,012K) increased 13.7% compared to January 2009 (890k). The average daily room rate between these two periods decreased by 4.2% to \$108.3 from \$113. Occupancy rates, which reflect changes in both supply and demand for rooms increased by 5.1 percentage points to 43.6 from 38.5 percent. Overall room revenue increased 9% to \$109.7 mil from \$100.6 mil.
- REVPAR, which is a function of occupancy rate and room rate, increased for CY2010 over CY2009, thru January by 8.5% to \$47.2 from \$43.5. Occupancy was up 13.3% and the room rate decreased by 4.2%.

**Massachusetts Hotel Lodging Data**

Month of January

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2010	1,012.2	108.3	43.6	109.7
2009	890.3	113.0	38.5	100.6
2008	998.9	119.4	43.9	119.3

REVPAR- Calendar Year 2010, thru January

Year	(\$'s)	% Change
2010	47.2	8.5
2009	43.5	-17.0
2008	52.4	9.9

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

**Room Occupancy Taxes: January 2010 and Fiscal Year 2010 thru January**

- For the month of January 2010 (FY10), the net room occupancy tax collections of \$7.4 million decreased by 16.4% from the January 2009 (FY09) collections of \$8.8 million. The January 2009 collections were a 4.5% decrease from the January 2008 (FY08) collections of \$9.2 million.
- For FY2010 to date thru January 2010, net room occupancy tax collections totalled \$98.8 million, a 12.5% decrease from the same period of FY09. The FY09 collections of \$112.9 million were 2.4 % less than the FY08 collections of \$115.7 million.

**Total Room Occupancy Tax Collections**

Month of January

Year	\$ (000)	% Change
FY2010	7,360.7	-16.4
FY2009	8,806.2	-4.5
FY2008	9,217.6	2.5

FY2010 thru January

Year	\$ (000)	% Change
FY2010	98,776	-12.5
FY2009	112,898	-2.4
FY2008	115,668	11.0

Source: Mass DOR Monthly Report of Collections and Refunds



## Ma Tourism Fund (MTF) Collections: FY2010 thru January and FY2009

The FY2010 thru January 2010 MTF collections totaled \$23.7mil which was a 13% decrease from the \$27.3 mil collected during the same period of FY2009.

The final FY2009 collections totaled \$38.3 million. The FY2009 collections were 8.0% lower than the FY2008 collections (\$38.3 million v. \$41.7 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: January 2010 and CY 2009

Massachusetts' museum and attraction attendance increased 19.9% in the month of January 2010 compared to January 2009 (597,869 visitors v. 498,596 visitors). The total net visitor increase was 99,273 at the 58 institutions reporting visitor data.

For calendar year 2009 attendance was up 0.1% to 12,182,771 from the 12,171,257 attendees in 2008.

(Source: Museum of Science Monthly attendance report)

## Logan International Airport Passenger Volume: January 2010 and CY 2009

- In **January 2010**, the number of **domestic passenger** arrivals and departures from Logan International Airport totaled 1.55 million, an increase of 13.1% from the January 2009 total of 1.37 million. The calendar year 2009 total was 21.7 million down 1.2% from CY 2008.
- The number of **international passenger** arrivals and departures decreased in January 2010 by 0.3% compared to January 2009 from 240.7k to just over 241.4k. The calendar year 2009 totals were down 7.1% to 3.7 million from just under 4 million.

**Domestic Passenger Volume**

January	(000)s	% Change
2010	1,554	13.1
2009	1,374	-11.0
2008	1,543	-6.8

**International Passenger Volume**

January	(000)s	% Change
2010	241	-0.3
2009	241	-13.7
2008	280	2.7

**Domestic Passenger Volume**

CY	(000)s	% Change
2009	21,767	-1.2
2008	22,032	-7.6
2007	23,837	1.2

**International Passenger Volume**

CY	(000)s	% Change
2009	3,696	-7.1
2008	3,977	-4.2
2007	4,153	2.6

(Source: Massport)



**Domestic Visitation to Massachusetts FY2009:**

Domestic visitors' origin, number of trips (visits) and percentage of total trips.

<u>Origin State</u>	<u>Person trips</u>	<u>Share of all trips</u>
Massachusetts	4,404,000	28.3%
New York	2,317,000	14.9%
Connecticut	1,456,000	9.4%
New Hampshire	823,000	5.3%
Rhode Island	675,000	4.3%
California	683,000	4.4%
Florida	455,000	2.9%
New Jersey	717,000	4.6%
Maine	595,000	3.8%
Virginia	173,000	1.1%
Pennsylvania	617,000	4.0%
Vermont	356,000	2.3%
Sub Total	13,271,000	
All Other States	2,289,000	14.7%
All New England States	8,309,000	53.4%
All Mid Atlantic States	3,652,000	23.5%

Source:TNS, Travels America, FY2009

The total domestic trips to Massachusetts in FY2009 were 15.6 million. The primary trip purpose in FY2009 was visiting friends and/or relatives, the top activity was attending a family/social event, and almost 70% of visitors arrived in their own vehicle. Of the visitors that stayed overnight, nearly 50% stayed in a hotel/motel/inn or B&B. Please see the Travel Industry Report on massvacation.com for more details.

Source:TNS, Travels America, FY2009

## International Visitors to MA in CY2008 & to U.S. for all of CY2009

	Visitors to Massachusetts		Visitors to U.S. change in CY2009
	2008 Visitors	2008 SHARE of U.S. MARKET	
	(000s)		
<b>ALL OVERSEAS</b>	<b>1,267</b>	<b>5.0%</b>	<b>-6.3%</b>
<b>WESTERN EUROPE</b>	<b>720</b>	<b>5.9%</b>	<b>-10.0%</b>
<b>Canada</b>	<b>635</b>	<b>3.4%</b>	<b>-5.0%</b>
<b>United Kingdom</b>	<b>237</b>	<b>5.2%</b>	<b>-14.6%</b>
<b>Germany</b>	<b>123</b>	<b>6.9%</b>	<b>-5.4%</b>
<b>Japan</b>	<b>62</b>	<b>1.9%</b>	<b>-10.2%</b>
<b>Ireland</b>	<b>52</b>	<b>9.7%</b>	<b>-22.6%</b>
<b>France</b>	<b>57</b>	<b>4.6%</b>	<b>-3.2%</b>
<b>Italy</b>	<b>58</b>	<b>7.5%</b>	<b>-3.4%</b>
<b>Netherlands</b>	<b>33</b>	<b>5.4%</b>	<b>-9.9%</b>
<b>Brazil</b>	<b>45</b>	<b>5.9%</b>	<b>16%</b>
<b>Spain</b>	<b>32</b>	<b>4.9%</b>	<b>-9.4%</b>
<b>Argentina</b>	<b>16</b>	<b>5.1%</b>	<b>12%</b>

### Travel to Massachusetts from MOTT target markets in CY2008

Estimated OVERSEAS visits to Massachusetts during **CY2008** was just under **1.3 million**. This was an 8.2% increase over the **CY2007** estimate of **1.2 million**.

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

### Travel to U.S. from MOTT target markets for all of CY2009

For CY 2009 through December 2009, all Overseas travel to the U.S. has dropped 6.3%. Visitation from Canada to U.S. has dropped 5.0%, while visits from Western Europe have declined 10.0% compared to CY 2008.

Source: Dept of Commerce, OTTI

Please see the chart below for domestic and international spending data in MA for **CY2008**.

## Direct Economic Impact of Travel and Tourism, CY2008

Domestic and International traveler expenditures totaled \$15.6 billion in MA during 2008, up 2.9% from 2007. Domestic traveler spending increased 1.4% while international traveler spending increased 13.3 %. Total expenditures generated \$962.7 million in state and local taxes for MA.

<i>2008 Expenditures in MA</i>	<b>Domestic</b>	<b>International</b>	<b>Total</b>
<b>By Industry</b>	(\$ Millions)	(\$ Millions)	(\$ Millions)
Public Transportation	\$4,419.0	\$265.3	\$4,684.3
Auto Transportation	2,016.5	29.2	2,045.8
Lodging	2,851.4	712.6	3,564.0
Foodservice	2,605.4	375.9	2,981.3
Entertainment & Recreation	790.2	165.7	955.9
General Retail Trade	857.0	488.5	1,345.5
<b>2008 Totals</b>	<b>\$13,539.5</b>	<b>\$2,037.3</b>	<b>\$15,576.8</b>

Direct travel expenditures in the U.S. in CY2008 totaled \$773 billion.

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, 2008)

## MASSVACATION.COM Activity: February 2010 & CYTD February, 2010

The **MASSVACATION.COM** site had **59,206 visits** in **February 2010**, down 4.71% from the 62,135 in February 2009. Additionally, there were **306,060 page views** in February, down 11.04% from the **344,023** in February 2009. The average time on the site went down 12.68% to **3 minutes 36 seconds**. The **Email** page had the largest percentage increase in **views, up 120.7% to 15,291**.

For CYTD February 2010, the total **visits** were **110,388 (down 7.69% from CYTD February 2009)** and the **pageviews** were **0.59 million (down 29.61%)**. The average time on the site was **3 minutes 44 seconds (down 10.12%)**. The **United States** generated the most website visits with **91,558 (down 9.5%)**. **Canada** followed with **4,706 (up 4.8%)** and the **United Kingdom** was third with **3,327 (up 20.24%)**.

The **Find Lodging** page had the most visits so far for CYTD 2010 with **52,930 pageviews**. The top three region pages were Cape Cod and the Islands (**12,172 views**), Greater Boston (**11,008**) and Western Mass (**8,020**)

Source: MOTT- (Google Analytics)



## Lesbian Gay Bisexual Transgender (LGBT) data: February 2010 & CYTD thru February

The Community Marketing, Inc. 13<sup>th</sup> Annual LGBT Tourism Study found that **Boston** ranked **9<sup>th</sup>** with **17.1%** visitation among cities visited in the last 12 month for **Leisure (11.5%)** and **Business (5.6%)** purposes by the LGBT community.

The Massachusetts' **LGBT microsite** was launched on January 23, 2009 and the site utilization has been very high. Since inception thru December 2009 there were 65,347 visits and 145,661 pageviews.

In February 2010 there were 7,830 visits and 12,921 pageviews.

The top five information pages viewed were blog, iphone xdirectory, capemass, marriage, bostonmass, westmass, and contest.

(Source: CM,I and MOTT)

## GETAWAY GUIDE Distribution: Calendar Year 2009

For **calendar year 2009** just under **750,000** Getaway Guides were distributed to interested consumers.

Off this total, 85,000 requests came thru **FARM** (MOTT's on line fulfillment system)

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

## MOTT Updates and Activities from Tony D'Agostino: April 2010

A big thanks to all who attended the 23<sup>rd</sup> Annual Governor's Conference on Travel and Tourism on Wednesday March 24<sup>th</sup>, 2010 at The Park Plaza Hotel in Boston. The feedback has been extremely positive. Look forward to seeing you again next year.

Thanks to MOTT intern Christine Chen for pulling this edition of TravelStats together.