



Office of Travel & Tourism

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MOTT TravelStats Newsletter - June 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.

Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: May 2010

- During the month of May 2010, Massachusetts statewide lodging room demand (1,660.2k) increased 12.4% compared to May 2009 (1,476.5k). The average daily room rate between these two periods increased by 0.3% to \$138.78 from \$138.39. Occupancy rates, which reflect changes in both supply and demand for rooms increased by 7.5 percentage points to 67.0 from 59.5 percent. Overall room revenue increased 12.8% to \$230.4 mil from \$204.3 mil.

Massachusetts Hotel Lodging Data

Month of May

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2010	1,660.2	138.78	67.0	230.4
2009	1,476.5	138.39	59.5	204.3
2008	1,603.6	147.87	65.4	237.1

- REVPAR, which is a function of occupancy rate and room rate, increased for CYTD May over same period last year by 11.3% to \$68.21 from \$61.28. Occupancy was up 12.3% and the room rate decreased by 0.9 %.

REVPAR- Calendar Year 2010, thru May

Year	(\$'s)	% Change
2010	68.21	11.3
2009	61.28	-18.2
2008	74.94	6.6

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

Room Occupancy Taxes: May 2010 & Fiscal Year 2010 thru May

- For the month of May 2010 (FY10), the net room occupancy tax collections of \$13.1 million increased by 17.0% from the May 2009 (FY09) collections of \$11.2 million. The May 2009 collections were a 21.6% decrease from the May 2008 (FY08) collections of \$14.3 million.
- For FY2010 to date thru May 2010, net room occupancy tax collections totalled \$136.4 million, a 7.2% decrease from the same period of FY09. The FY09 collections of \$147.0 million were 7.2 % less than the FY08 collections of \$158.4 million.

Total Room Occupancy Tax Collections

Month of May

Year	\$ (000)	% Change
FY2010	13,075.9	17.0
FY2009	11,174.5	-21.6
FY2008	14,260.7	13.0

FY2010 thru May

Year	\$ (million)	% Change
FY2010	136.4	-7.2
FY2009	147.0	-7.2
FY2008	158.4	11.4

Source: Mass DOR Monthly Report of Collections and Refunds

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

The FY2010 thru May 2010 MTF collections totaled \$32.1 mil which was a 4.7% increase from the \$30.7 mil collected during the same period of FY2009. The FY2009 collections were 19.4% less than the FY2008 collections of \$38.1 mil.

The final FY2009 collections totaled \$30.7 million. The FY2009 collections were 12.1% lower than the FY2008 collections (\$30.6 million v. \$34.9 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: May 2010 and CYTD 2010

Massachusetts' museum and attraction attendance decreased 1.7% in the month of May 2010 compared to May 2009 (1,058,270 visitors v. 1,076,234 visitors). The total net visitor decrease was 17,964 at the 59 institutions reporting visitor data.

For calendar year 2010 thru May attendance is up 2.4% to 4,124,575 from the 4,026,643 attendees during the same period in CY2009, an increase of 97,932 visitors.

(Source: Museum of Science Monthly attendance report)

Logan International Airport Passenger Volume: May 2010 and CYTD 2010

- In **May 2010**, the number of **domestic passenger** arrivals and departures from Logan International Airport totaled 2.02 million, an increase of 7.2% from the May 2009 total of 1.89 million. The CYTD2010 thru May total was 9.0 million, up 8.3% from last year.
- The number of **international passenger** arrivals and departures increased in May 2010 by 2.3% compared to May 2009 to 319k from 312k. The CYTD thru May totals were down 4.0% to 1.34 mil from 1.40 mil last year.

Domestic Passenger Volume

May	(000)s	% Change
2010	2,021	7.2
2009	1,886	-4.7
2008	1,978	-6.3

International Passenger Volume

May	(000)s	% Change
2010	319	2.3
2009	312	-11.1
2008	351	-2.2

Domestic Passenger Volume

CYTD May	(000)s	% Change
2010	9,047	8.3
2009	8,350	-8.3
2008	9,105	-5.5

International Passenger Volume

CYTD May	(000)s	% Change
2010	1,342	-4.0
2009	1,398	-12.2
2008	1,592	1.5



Domestic Visitation to Massachusetts CY2009:

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	4,704,000	30.3%
New York	2,209,000	14.2%
Connecticut	1,524,000	9.8%
New Hampshire	637,000	4.1%
Rhode Island	395,000	2.5%
California	478,000	3.1%
Florida	627,000	4.0%
New Jersey	787,000	5.1%
Maine	487,000	3.1%
Virginia	163,000	1.1%
Pennsylvania	562,000	3.6%
Vermont	597,000	3.8%
Sub Total	13,170,000	91.7%
All Other States	1,286,000	8.3%
All New England States	8,344,000	53.8%
All Mid Atlantic States	3,558,000	22.9%

Source:TNS, Travels America, CY2009

The total domestic trips to Massachusetts in CY2009 were 15.5 million. The primary trip purpose in CY2009 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, CY2009

International Visitors to MA in CY2008 and to U.S. in CY2009 and CY2010

	Visitors to Massachusetts		CY2009 change in Visitors to U.S.	CY2010 thru February change in Visitors to U.S.
	2008 Visitors (000s)	2008 SHARE of U.S. MARKET		
ALL OVERSEAS	1,267	5.0%	-6.3%	9.2%
WESTERN EUROPE	720	5.9%	-10.0%	1.5%
Canada	635	3.4%	-5.0%	10.7%
United Kingdom	237	5.2%	-14.6%	-3.4%
Germany	123	6.9%	-5.4%	3.6%
Japan	62	1.9%	-10.2%	10.7%
Ireland	52	9.7%	-22.6%	-19.1%
France	57	4.6%	-3.2%	3.3%
Italy	58	7.5%	-3.4%	8.9%
Netherlands	33	5.4%	-9.9%	5.0%
Brazil	45	5.9%	16%	33.8%
Spain	32	4.9%	-9.4%	10.7%
Argentina	16	5.1%	12%	11.1%

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.

Travel to U.S. from MOTT target markets for February 2010

Visitation from Canada, which is Massachusetts number one international visitor origin market, was up 10.7% in February and all Overseas visitation was up 9.2%.

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>	Domestic	International	Total
By Industry	(\$ 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
2008 Totals	\$13,539.5	\$2,037.3	\$15,576.8

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: June 2010 & First Half of CY2010

The **MASSVACATION.COM** site had **128,432 visits** in **June 2010**, up 14.7% from the 111,985 in June 2009. Additionally, there were **557,124 page views** in June, down 14.2% from the **649,555** in June 2009. The average time on the site went down 26% to **3 minutes 22 seconds**. The **MASS99** page (new in 2010) had the most views with just over 45,000. The **Find Lodging** page had 19,070 views up 0.7% from June, 2009. **Visits** originating in the U.S. increased by 15.7% to 114,727. Visits from Canada increased 16.8% to 5,807.

For CY2010 Q1 and Q2 combined, the total **visits** were **490,659 (down 5.7% from CY09 Q1 and Q2)** and the **pageviews** were **2.4 million (down 19.5%)**. The average time on the **site** was **3 minutes 41 seconds (down 12.9%)**. The **United States** generated the most website visits with **421,122 (down 6.8%)**. **Canada** followed with **24,037 (up 11.4%)** and the **United Kingdom** was third with **8,840 (down 3.4%)**. The **Find Lodging** page had the most views in the first six months of 2010 with **76,883 pageviews**. The top three region pages were Cape Cod (**57,753 views**), Greater Boston (**44,203**) and Western Mass (**33,239**)

Source: MOTT- (Google Analytics)



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

The Community Marketing, Inc. 13th Annual LGBT Tourism Study found that **Boston** ranked **9th** 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 February 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 June 2010 there were 9,258 visits and 19,483 page views. Calendar Year to date thru June there have been 46,632 visits and 89,699 page views.

The top five information pages viewed were blog, contest, iphone xdirectory, capemass, 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: July 2010

Thanks to intern Liza Heussler for pulling this addition of TravelStats together.

