

# Massachusetts

Office of Travel & Tourism

massvacation.com

## MOTT TravelStats Newsletter -October 2006

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: August 2006

- During the month of August 2006, Massachusetts state wide lodging room demand (1,773k) was up 1.6% compared to August 2005 (1,744k). Also, the average daily room rate for these two periods increased 5.6 % to \$135.00 from \$127.84. Occupancy rates, which reflect changes in both supply and demand for rooms, remained virtually unchanged at 73.1%. Overall room revenue increased 7.3% to \$239.3 million from \$223.0 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 on a calendar year to date basis by 12.0% to \$80.98 from \$72.33. The prior year's increase was 3.8%

#### Massachusetts Hotel Lodging Data

##### Month of August

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2006	1,773	135.00	73.1	\$239.3
2005	1,744	127.84	73.1	\$223.0
2004	1,742	123.66	73.3	\$215.4

##### REVPAR- CYTD thru August

Year	(\$'s)	% increase
2006	80.98	12.0%
2005	72.33	3.8%
2004	69.66	8.9%

### Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: September 2006

- During the month of September 2006, Massachusetts state wide lodging room demand (1,665k) was up 0.3% compared to September 2005 (1,659k). Also, the average daily room rate for these two periods increased 4.6% to \$136.63 from \$130.58. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 1 percentage point to 71.0% from 72.0%. Overall room revenue increased 5.0% to \$227.4 million from \$216.7 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 on a calendar year to date basis by 10.8% to \$82.89 from \$74.81. The prior year's increase was 4.9%

#### Massachusetts Hotel Lodging Data

##### Month of September

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2006	1,665	136.63	71.0	\$227.4
2005	1,659	130.58	72.0	\$216.7
2004	1,602	120.99	69.7	\$193.8

##### REVPAR- CYTD thru September

Year	(\$'s)	% increase
2006	82.89	10.8%
2005	74.81	4.9%
2004	71.32	9.7%

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

## Room Occupancy Taxes: September 2006

- For the month of September 2006 (FY 2007) the room occupancy tax collections of just under \$17million was a 8.6% increase over the September 2005 (FY2006) collections of \$15.6 million. The September 2005 (FY 2006) collections were up 1.6% compared to September 2004 (FY2005).
- For the Fiscal Year 2007 thru September 2006, room occupancy tax collections totalled over \$51 million which was a 12.4% increase over the \$45.3 million the same period the previous year. The FY2006 period thru September saw a 3.3% increase over same period FY2005 (\$45.3 mil v. \$43.9 mil).

Source: Mass DOR Monthly Report of Collections and Refunds

### Total Room Occupancy Tax Collections

#### Month of September

Year	\$ (000)	% Change
FY 2007	16,998	8.6%
FY 2006	15,653	1.6%
FY 2005	15,400	7.2%

#### CYTD thru September

Year	\$ (000)	% Change
FY 2007	50,999	12.4%
FY 2006	45,371	3.3%
FY 2005	43,906	13.4%

## Massachusetts Tourism Fund (MTF) Collections: September 2006

For the month of September 2006 (FY 2007) Massachusetts Tourism Fund collections were up 8.2% compared to September 2005 (FY2006) collections (\$13.2 million v. \$12.2 million). The September 2005 collections were 2.5% higher than September 2004 (FY2005) (\$12.2 million v. \$11.9 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: September 2006

Massachusetts' museum and attraction attendance was up 12.1% in the month of September compared to September 2005 (992,094 visitors v. 885,353 visitors). The total net visitor decrease was almost 107,000 at the 53 reporting institutions.

Year-to-date thru September, attendance is up 3.7% compared to the same period in 2005 (9,123,045 v. 8,796,407)

(Source: MOTT aggregate of 53 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

## Logan International Airport Passenger Volume: August & September 2006

- In **August 2006**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 2.176 million, an increase of 3.7% from the August 2005 total of 2.097 million. Calendar Year to Date the increase was 3.5%. (Source: Massport)
- The number of **international passenger** arrivals and departures decreased in August 2006 by 5.8% compared to August 2005 (401k v. 425k). Calendar year-to-date thru September there has been a decrease of 4.8%

### Domestic Passenger Volume

August	(000)	% Change
2006	2,176	3.7
2005	2,097	-0.2
2004	2,101	15.2

### International Passenger Volume

August	(000)	% Change
2006	401	-5.8
2005	425	-1.3
2004	431	6.7

### Domestic Passenger Volume

CYTD thru August	(000)	% Change
2006	15,888	3.5
2005	15,347	5.1
2004	14,601	16.3

(Source: Massport)

### International Passenger Volume

CYTD thru August	(000)	% Change
2006	2,826	-4.8
2005	2,969	1.8
2004	2,916	13.0

- In **September 2006**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 1.827 million, a decrease of 1.6% from the September 2005 total of 1.857 million. Calendar year-to-date there has been an increase of 3.5%. (Source: Massport)
- The number of **international passenger** arrivals and departures decreased in September 2006 by 3.3% compared to July 2005 (345k v. 357k). Calendar year-to-date there has been a decrease of 4.7%

### Domestic Passenger Volume

September	(000)	% Change
2006	1,827	-1.6
2005	1,857	7.3
2004	1,731	17.4

### International Passenger Volume

September	(000)	% Change
2006	345	-3.3
2005	357	0.9
2004	354	8.8

### Domestic Passenger Volume

CYTD thru Sept	(000)	% Change
2006	17,716	3.0
2005	17,204	5.3
2004	16,332	16.4

(Source: Massport)

### International Passenger Volume

CYTD thru Sept	(000)	% Change
2006	3,171	-4.7
2005	3,326	1.7
2004	3,270	12.6

## **MASSVACATION.COM Activity:      October 2006**

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The MASSVACATION.COM site had over 157,000 unique visitor sessions in October 2006 (down slightly from October 2005). Additionally, there were over 1 million page views (also down a bit) and 3.0 million hits (also down). The top DO pages visited in October were History, Outdoor Activities and Whale Watching Tours. The top GO pages were Maps and Directions, Special Offers and Where to Stay. The two top Regions pages visited were Boston & Cambridge and Cape Cod.

Calendar year to date thru October the unique visitor sessions are up just under 4%, page views are up over 3% and hits are up 1%.

Source: MOTT- Urchin (Google)

## **GETAWAY GUIDE Individual and Bulk Distribution:      October 2006**

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The total number of Getaway Guides distributed in October was 32,632. There were 4,632 individual requests of which 2,739 were web based. Additionally, 20,825 guides were sent to major info centers and 1,435 to hotels.

Calendar year-to-date thru October there have been over 75,000 individual requests of which 56,000 were web based. In total, and including 210,000 guides sent thru The New York Times, 693,965 CY2006 Getaway Guides have been distributed. Just over 750,000 Getaway Guides were printed for CY distribution.

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

## **MOTT Updates and Activities from Tony D'Agostino: December 2006**

The calendar year 2005 economic impact of travel and tourism in MA preliminary report from TIA showed a 6.5% increase in travel and tourism related expenditures over 2004 for MA. Great news! The results are consistent with the 5.2% room revenue increase estimate from Smith Travel Research for the MA lodging industry over the same periods.

Filming of the 2007 TV commercials promoting MA as a travel destination just completed at several sites around the Commonwealth. The final products will be broadcast in the New York and Connecticut markets next spring.

This edition of TravelStats contains August and September lodging and Logan Airport passenger volume data. Hopefully future additions can retain this more recent monthly reporting relationship. Happy holidays.

# *Massachusetts*

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Join your colleagues in the tourism and hospitality industries for the most important annual gathering of travel businesses in **Massachusetts**. This jam-packed two-day conference promises to be the best ever and will offer quality keynote addresses, breakout sessions and networking opportunities designed to keep you informed about the current state of the industry, marketing trends and the latest research.

**For details, and to register, visit [massvacation.com/conference](http://massvacation.com/conference) later this year**