

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - July 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.

Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: May 2006

- During the month of May 2006, Massachusetts state wide lodging room demand (1,602k) was up 7.4% compared to May 2005 (1,492k). Also, the average daily room rate for these two periods increased 9.2% to \$133.23 from \$121.98. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 4.2 percentage points to 67.0% from 62.8%. Overall room revenue increased 17.3% to \$213.5 million from \$182.0 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 12.9% to \$67.65 from \$59.94 as of the month of May. The prior year increase was 5.5%

Massachusetts Hotel Lodging Data

Month of May

Year	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2006	1,602	133.23	67.0	\$213.5
2005	1,492	121.98	62.8	\$182.0
2004	1,510	115.99	63.9	\$175.1

REVPAR- CYTD thru May

Year	(\$'s)	% increase
2006	67.65	12.9%
2005	59.94	5.5%
2004	56.84	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: June 2006

- For the month of June 2006 (FY 2006) the room occupancy tax collections of \$14.67 million was a 21.3% increase over the June 2005 (FY2005) collections of \$12.09 million. The June 2005 collections were down 3.2% compared to June 2004.
- For the completed fiscal year through June 2006, room occupancy tax collections totaled over \$144.8 million, up 8.5% from the fiscal year ended June 2005. And the FY2005 collections of \$133.5 million were up over 11.1% compared to FY2004.

Total Room Occupancy Tax Collections

Month of June

Year	\$ (000)	% Change
FY 2006	14,678	21.3%
FY 2005	12,096	-3.2%
FY 2004	12,505	31.1%

Fiscal Year to Date through June

Year	\$ (000)	% Change
FY 2006	144.8	8.5%
FY 2005	133.5	11.1%
FY 2004	120.2	0.2%

Source: Mass DOR Collections and Refunds

Massachusetts Tourism Fund (MTF) Collections: June 2006

For the Fiscal Year ending June 2006 Massachusetts Tourism Fund collections were up over 8.1% compared to FY ending June 2005 collections (\$37.0 million v. \$34.2 million). The FY2005 collections were 10.1% higher than FY2004 (\$34.2 million v. \$31.1 million).

(Source: Department of Revenue Monthly Report of Collections and Refunds)

Museum and Attraction Attendance: May 2006

Massachusetts' museum and attraction attendance was down 3.7% in the month of May 2006 compared to May 2005 (1,023,252 visitors v. 1,062,481 visitors). The total net visitor decrease was just over 39,200 at the 53 institutions. Year to date thru May, attendance is up 10% compared to the same period in 2005 (3,941,075 v. 3,581,472)

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

Logan International Airport Passenger Volume: May 2006

- In May 2006, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 2.025 million, an increase of 1.1% from the May 2005 total of 2.002 million. Calendar Year to Date the increase was 4.6%. (Source: Massport)
- The number of **international passenger** arrivals and departures decreased in May 2006 by 7.8% compared to May 2005 (350,000 v. 380,000). Calendar Year to Date there has been a decrease of 4.2% (Source: Massport)

Domestic Passenger Volume

May	(000)	% Change
2006	2,025	1.1
2005	2,002	8.8
2004	1,840	15.7

International Passenger Volume

May	(000)	% Change
2006	350	-7.8
2005	380	5.9
2004	359	19.1

Domestic Passenger Volume

CYTD thru May	(000)	% Change
2006	9,484	4.6
2005	9,066	7.4
2004	8,439	16.7

International Passenger Volume

CYTD thru May	(000)	% Change
2006	1,626	-4.2
2005	1,698	1.9
2004	1,665	16.9

(Source: Massport)



MASSVACATION.COM Activity: July 2006 and CY06 thru June

The MASSVACATION.COM site had just under 132,000 unique visitor sessions in July (up 11% from July 2005). There were 1.1 million page views and 6.3 million hits in July. These values represent 5.1% and 6.3% increases respectively from July 2005.

Calendar year to date thru June, the site had 838,179 unique visitor sessions, 5.5 million page views and over 32 million hits. This activity represents a 4% increase over the same period in 2005. Just over 92% of the site visitors were domestic and 8% international. Canada, the UK, Italy and the Netherlands were the top 4 countries of origin for web site visitors. The Winter and Spring Offers pages were the two most visited pages receiving approximately 50,000 visits each.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: July 2006

The total number of Getaway Guides distributed during July was 33,746. A breakout by category is as follows: Individual requests (8,961), Major Info Centers (14,840), MA Hotels (1,540), and AAA Travel Offices (1,085).

There were 6,992 massvacation.com site based requests in June and over 37,000 of these web requests year to date.

Calendar year to date, and including a bulk shipment of 210,000 to the New York Times, a total of just under 567,000 Getaway Guides have been distributed.

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

MOTT Updates and Activities from Tony D'Agostino: September 2006

As the summer draws to a close please note that lodging data which will be reported in the coming TravelStats will show a successful summer lodging season for MA hotels and motels. MA state rooms' occupancy tax collections further demonstrate this positive performance with significantly higher revenue year over year. Congratulations to all industry partners who worked extremely hard to produce these results.

Massachusetts

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For details, and to register, visit massvacation.com/conference later this year