

Massachusetts

Office of Travel & Tourism

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MOTT TravelStats Newsletter -November 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: October 2007

- During the month of October 2007, Massachusetts state wide lodging demand (1,816.5k) was up 5.9% compared to October 2006 (1,714.9k). The average daily room rate between these two periods increased 10.7% to \$158.85 from \$143.48. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 5 percentage points, from 71.5% to 75.1%. Overall room revenue increased 17.3% to \$288.5 million from \$246 million.
- REVPAR, which is a function of occupancy rate and room rate, increased CYTD in 2007 over the same period of 2006 by 6.4% from \$85.33 to \$90.79. Year to date occupancy rates increased slightly to 65.2%, and room rate was up 5.3% to \$139.26. The prior period RevPar increase was 11.0%
(Source: Smith Travel Research, Inc.(STR). Any re-use is prohibited.)

Massachusetts Hotel Lodging Data

Month of October

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,816.5	158.85	75.1	\$288.5
2006	1,714.9	143.48	71.5	\$246.0
2005	1,667.0	131.94	70.5	\$220.0

REVPAR- CYTD thru October

Year	(\$'s)	Increase %
2007	90.79	6.4
2006	85.33	11.0
2005	76.90	4.3

Room Occupancy Taxes: October 2007 (Fiscal Year 2008)

- For the month of **October 2007 (FY08)** the room occupancy tax collections (\$17.8 million) increased by 14% over the October 2006 (FY07) collections of \$15.6 million. The October 2006 collections were up 4.7% compared to October 2005 (FY06) collections of \$14.9 million.
- For **FY2008 to date thru October 2007**, room occupancy tax collections totalled over \$72.6 million, a 9.0 % increase over the same period of FY07. The FY07 collections of \$66.6 million was 10.5% more than FY06. Source: Mass DOR Monthly Report of Collections and Refunds

Room Occupancy Tax Collections

Month of October Year	\$ (000)	% Change
FY 2008	17,795	14.0
FY 2007	15,604	4.7
FY 2006	14,909	13.2

FYTD thru October Year	\$ (000)	% Change
FY 2008	72,602	9.0
FY2007	66,603	10.5
FY2006	60,280	5.6

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

Through the month of **October 2007 (FY08)**, Massachusetts Tourism Fund collections FYTD were up 6.7% compared to **October 2006 (FY07)** collections (\$18.3 million v. \$17.1 million). The **October 2006** collections FYTD were 6.7% higher than **October 2005** (\$17.1 million v. \$16.1 million)

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

Museum and Attraction Attendance: October 2007

Massachusetts museum and attraction attendance was up 4.5% for the month of **October 2007** compared to **October 2006** (1,033,276 visitors vs. 1,079,788 visitors). The total net visitor increase was 46,512 at the 53 reporting institutions.

Calendar year to date thru **October 2007**, attendance is up 2.9% compared to the same period in 2006 (10,063,444 vs. 10,354,586)

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

Logan International Airport Passenger Volume: October 2007

- o The **October 2007** number of **domestic passengers** arriving to and departing from Logan International Airport was updated in February, 2008.
- o The number of **international passenger** arrivals and departures in **October 2007** was updated February, 2008.

Domestic Passenger Volume			International Passenger Volume		
October	(000)	% Change	October	(000)	% Change
2007	2,099	0.5	2007	355	7.3
2006	2,089	7.5	2006	330	-3.7
2005	1,942	-3.7	2005	343	-2.3

Domestic Passenger Volume			International Passenger Volume		
CYTD October	(000)	% Change	CYTD thru October	(000)	% Change
2007	20,278	2.4	2007	3,564	1.8
2006	19,805	3.4	2006	3,501	-4.6
2005	19,147	4.3	2005	3,669	1.3

(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: November 2007 and 3rd Quarter Highlights

The MASSVACATION.COM site had just over 30,585 unique visitor sessions in **November 2007**. Additionally, there were 192,219 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: November 2007

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

Calendar year to date there have been just over 670,000 Getaway Guides distributed.

(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 percent 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> By Industry	Domestic (\$ Millions)	International (\$ Millions)	Total (\$ Millions)	% of Total
Public Transportation	4,168.6	216.4	4,385.0	30.9%
Auto Transportation	1,802.0	22.1	1,824.1	12.8%
Lodging	2,644.0	571.8	3,215.8	22.6%
Foodservice	2,403.8	296.8	2,700.6	19.0%
Entertainment & Recreation	733.2	135.7	868.9	6.1%
General Retail Trade	840.6	376.2	1,216.8	8.6%
2006 Totals	\$12,592.2	\$1,619.0	\$14,211.2	100.0%

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: December 2007

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.