



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - April 2005

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 Occupancy

- February 2005 v. 2004. Statewide lodging room demand was up 2.6% in February 2005 compared to February 2004, according to Smith Travel Research, Inc. Average daily room rate increased 5.2%. Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 49.4% in February 2005, up 2.1% over February 2004. (Source: Smith Travel Research)
- CYTD thru February 2005 v. 2004. Statewide lodging room demand was up 2.5% CYTD thru February 2005 compared to February 2004, according to Smith Travel Research, Inc. Room rates increased by 5.2%. Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 46.3%, up 1.8%. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

February	% Occupancy
2005	49.4
2004	48.5
2003	48.7

(Source: Smith Travel Research)

Room Occupancy Tax Collections

- March 2005 total room occupancy tax collections increased 38.4% over March 2004 collections. Fiscal-year-to-date collections are up 15.7%. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through March 2005, Massachusetts Tourism Fund (MTF) collections are up 12% from the same time period last fiscal year (\$26.3 mil v. \$23.5 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

March	\$ (000)	% Change
FY 2005	7,052	38.4%
FY 2004	5,095	(18.8)
FY 2003	6,276	3.3

FYTD through March	\$ (000)	% Change
FY 2005	102,515	15.7
FY 2004	88,607	(6.1)
FY 2003	94,342	0.9

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

Logan International Airport Passenger Volume

- In February 2005, the number of domestic passengers arriving to and departing from Logan International Airport increased 2.2%, compared to February 2004. (Source: Massport)
- The number of international passenger arrivals and departures decreased 3.3 % in February 2005, compared to February 2004. (Source: Massport)

Domestic Passenger Volume

February	(000)	% Change
2005	1,575	2.2
2004	1,539	24.2
2003	1,239	(2.2)
YTD through February	(000)	% Change
2005	3,085	6.4
2004	2,897	16.3
2003	2,492	2.6

(Source: Massport)

International Passenger Volume

February	(000)	% Change
2005	282	(3.3)
2004	292	15.7
2003	252	5.0
YTD through February	(000)	% Change
2005	582	(0.8)
2004	587	12.6
2003	521	6.7

(Source: Massport)

MOTT Activity: Web visits and individual Getaway Guide requests were down in March. This is likely due to MOTT delaying the start of their TV ads this year until April to capitalize on consumers' shorter planning time. Last year, ads started in March.

MASSVACATION.COM Activity

Web site statistics will appear in future TravelStats.

Individual Getaway Guide Requests

During March 2005, there were 7,332 individual Getaway Guide requests, up slightly from March 2004. Requests originating from all sources were up. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)