



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - December 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 Demand, Rate, Occupancy and Revenue Data: October 2005

- During the month of October 2005, Massachusetts state wide lodging room demand was down 2.2% compared to October 2004 (1,704k vs. 1,741k). However, the average daily room rate for these two periods increased 3.6% to \$130.98 from \$126.49. Occupancy rates, which reflect changes in both supply and demand for rooms, dropped 1.8 percentage points to 71.0% from 72.8%. However, overall room revenue increased 1.3% to \$223 million from \$220 million.

Massachusetts Hotel Lodging Data *

Month of October

Year	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2005	1,704	130.98	71.0%	\$223
2004	1,741	126.49	72.8%	\$220
2003	1,653	119.30	69.7%	\$197

- For the calendar year to date through October 2005, Massachusetts statewide lodging room demand was up 0.6% over the same period in 2004 (14,446k vs. 14,355k). Room rates increased 4.0% to \$121.06 from 116.34 and occupancy rates averaged 63.0%, up from 62.8%. Overall, room revenue increased 4.7% to \$1,749 million from \$1,670 million.

Calendar Year to Date through October

CYD	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2005	14,446	121.06	63.0%	\$1,749
2004	14,354	116.34	62.8%	\$1,670
2003	13,741	110.66	60.4%	\$1,521

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

Room Occupancy Taxes: November 2005 & Fiscal Year to Date through November 2005

- For the month of November 2005 (FY 2006) total room occupancy tax collections of \$14.9 million increased 2.3 % over November 2004 (FY2005) collections of \$14.6 million. November 2004 saw a 14.1 % increase in collections over November 2003.

Total Room Occupancy Tax Collections

Month of November

Year	\$ (000)	% Change
FY 2006	14,943	2.3
FY 2005	14,604	14.1
FY 2004	12,794	n/a

- For the fiscal year to date period through November 2005, total room occupancy tax collections were up 4.9% from the corresponding period in FY2005. The FY2005 period collections were up 14.1% from the FY2004 corresponding period.

Fiscal Year to Date through November

Year	\$ (000)	% Change
FY 2006	75,223	4.9
FY 2005	71,680	14.1
FY 2004	62,849	n/a

Source: Mass DOR Collections and Refunds

Massachusetts Tourism Fund (MTF) Collections: November 2005

Fiscal YTD through November 2005 Massachusetts Tourism Fund (MTF) collections were up 6.4% compared to FY2004 collections during the same period (\$19.9 million v. \$18.7 million). The FY2004 collections were 10.6% higher than the same period in FY2003 (\$18.7 million v. \$16.9 million). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Museum and Attraction Attendance: October 2005

Massachusetts' museum and attraction attendance was down 7.5% in the month of October 2005 compared to October 2004 (1,046,837 visitors v. 1,131,622 visitors). Calendar year to date through October 2005 there were 9,898,716 visitors to the museums and attractions compared to 10,126,233 visitors for the corresponding period in 2004. This was a 1.9% drop. (Source: MOTT aggregate of 54 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: October 2005

- In October 2005, the number of domestic passengers arriving to and departing from Logan International Airport totaled nearly 1.94 million, a decrease of 3.7% from the October 2004 total of 2.02 million. The calendar year to date through October 2005 domestic arrivals and departures totaled 19.1 million, up 4.3% over the 2004 total of 18.3 million. (Source: Massport)
- The number of international passenger arrivals and departures decreased slightly in October 2005, down 2.3 % compared to October 2004 (343,000 v. 352,000). Calendar YTD through October 2005, international passenger arrivals and departures totaled 3.67 million, up 1.3% over the 2004 total of 3.62 million. (Source: Massport)

Domestic Passenger Volume

October	(000)	% Change
2005	1,943	-3.7
2004	2,018	10.9
2003	1,819	n/a
Calendar Year YTD	(000)	% Change
2005	19,147	4.3
2004	18,350	15.8
2003	15,850	n/a

(Source: Massport)

International Passenger Volume

October	(000)	% Change
2005	343	-2.3
2004	352	3.1
2003	341	n/a
Calendar Year YTD	(000)	% Change
2005	3,670	1.3
2004	3,621	11.6
2003	3,246	n/a

MASSVACATION.COM Activity:

MASSVACATION.COM website data will be reported in upcoming TravelStats issues.

Individual GETAWAY GUIDE Requests: November 2005

The overall number of individual Getaway Guide requests decreased to 3,806 in November 2005 as compared to 4,038 requests in November 2004. This was a decrease of 5.7%.

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

MOTT Updates and Activities from Tony D'Agostino

I am excited to be onboard as MOTT's new Research Director. This issue contains additional data elements in some charts which I thought you would find useful. I look forward to seeing many of you at the Governor's Conference in March.

Massachusetts

19th ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM
March 29-30, 2006 • Springfield, Massachusetts

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