

# Massachusetts

## Office of Travel & Tourism

massvacation.com

### MOTT TravelStats Newsletter -February 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](mailto:Tony.Dagostino@state.ma.us).

#### Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: January 2007

- During the month of January 2007, Massachusetts state wide lodging room demand (957.5k) was down 1.8% compared to January 2006 (974.6k). However, the average daily room rate between these two periods increased 4.3 % to \$112.77 from \$108.10. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 2.10 percentage points to 42.3% from 44.4%. Overall room revenue increased 2.4% to \$107.9 million from \$105.4 million.
- REVPAR, which is a function of occupancy rate and room rate, decreased so far in 2007 over 2006 by 0.5% to \$47.72 from \$47.94. Occupancy was down 4.7% and the room rate was up 4.3%. RevPar increased 7.8% from 2005 to 2006 and 7.2% the prior year.

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

#### Massachusetts Hotel Lodging Data

##### Month of January

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	957.5	112.70	42.3	\$107.9
2006	974.6	108.10	44.4	\$105.4
2005	949.8	102.48	43.4	\$ 97.3

##### REVPAR- CYTD thru January

Year	(\$'s)	Increase
2007	47.72	- 0.5%
2006	47.94	7.8%
2005	44.49	7.2%

#### Room Occupancy Taxes: January 2007 (Fiscal Year 2007)

- For the month of January 2007 (FY07) the room occupancy tax collections (\$8.9 million) increased by 13.6 % over the January 2006 (FY06) collections of \$7.9 million. The January 2006 collections were up 10% compared to January 2005 (FY05) collections of \$7.2 million.
- For the Fiscal Year 2007 thru January 2007, room occupancy tax collections totalled over \$104.2 million, a 10.4% increase over the same period of FY06. The FY2006 collections of \$94.4 million were a 5.9% increase over the FY05 collections of \$89.1 million.

#### Total Room Occupancy Tax Collections

##### Month of January

Year	\$ (000)	% Change
FY 2007	8,996	13.6%
FY 2006	7,913	10.0%
FY 2005	7,200	12.4%

##### FYTD thru January

Year	\$ (000)	% Change
FY 2007	104,249	10.4%
FY2006	94,418	5.9%
FY2005	89,123	13.9%



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Source: Mass DOR Monthly Report of Collections and Refunds

## Massachusetts Tourism Fund (MTF) Collections: January 2007 (FY07)

Through the month of **January 2007**, Massachusetts Tourism Fund collections FYTD were up 6.3% compared to January 2006 (FY06) collections (\$26.2 million v. \$24.6 million). The January 2006 collections FYTD were 6.9% higher than January 2005 (FY05) (\$24.6 million v. \$23.0 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: January 2007

Massachusetts' museum and attraction attendance was up 6.4% in the month of **January 2007** compared to January 2006 (508,330 visitors vs. 477,899 visitors). The total net visitor increase was over 30,431 at the 55 reporting institutions. Leading the way were the Museum of Fine Arts, the Science Museum, the DeCordova and The New Bedford Whaling Museum.

(Source: MOTT aggregate of 55 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

## Logan International Airport Passenger Volume: January 2007

- In **January 2007**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 1.655 million, an increase of 1.6% from the January 2006 total of 1.629 million. The previous year there was a 7.9% increase from 1.510 million to 1.629 million.
- The number of **international passenger** arrivals and departures decreased in **January 2007** by 2.8% compared to January 2006 (273k v. 280k). The previous year there was a decrease of 6.5% from 300k to 280k.

### Domestic Passenger Volume

January	(000)	% Change
2007	1,655	1.6
2006	1,629	7.9
2005	1,510	11.2

### International Passenger Volume

January	(000)	% Change
2007	273	-2.8
2006	280	-6.5
2005	300	1.8

(Source: Massport)

## **MASSVACATION.COM Activity: February 2007**

The MASSVACATION.COM site had over 663,500 unique visitor sessions in **February 2007** (up over 3% from February 2006). Additionally, there were 452,500 page views (up 3.8%).

The top DO pages visited during the **fourth quarter** of 2006 were Fall Foliage, Scenic Wonders and Museums. The top GO pages were Regions, Travel Resources and Special Offers. The top Regions pages visited were Boston, Cambridge, Cape Cod and North of Boston.

Source: MOTT- Urchin (Google)

## **GETAWAY GUIDE Individual and Bulk Distribution: February 2007**

The total number of 2007/2008 Getaway Guides distributed in **February** was just under 350,000.

Nearly 235,000 were distributed directly from printer to the New York Times (210,000) and 25,000 to MOTT's repeat customers, the legislature, businesses and journalists.

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

## **MOTT Updates and Activities from Tony D'Agostino: April 2007**

MOTT went live with its new fulfillment and distribution system in February called FARM. The new system integrates several independent tools and consolidates the customer database management process. Spring is in the Air!!!!!!!