



MOTT TravelStats Newsletter - January 2004

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 Heather.Magaw@state.ma.us.

Hotel Occupancy

- November 2003 v. 2002. Statewide lodging room demand was down (2.8%) in November 2003 compared to November 2002, according to Smith Travel Research, Inc. Average daily room rate decreased by (2.2%). Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 51.6% in November 2003, down (4.4%) from November 2002. (Source: Smith Travel Research)
- November 2002 v. 2001. Statewide lodging room demand was up 5.4% in November 2002 compared to November 2001. Average daily room rate increased 2.4% and occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 54.1% in November 2002, up 1.9% from November 2001. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

| November | % Occupancy |
|----------|-------------|
| 2003 | 51.6 |
| 2002* | 54.0 - 54.1 |
| 2001 | 53.1 |

| YTD through November | % Occupancy |
|----------------------|-------------|
| 2003 | 59.2 |
| 2002* | 61.6 - 61.7 |
| 2001 | 63.8 |

(Source: Smith Travel Research)
* Range due to sampling methodology

Room Occupancy Tax Collections

- December 2003 total room occupancy tax collections decreased (2.6%) over December 2002 collections. Fiscal year-to-date collections are down (4.4%). (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through December 2003, Massachusetts Tourism Fund (MTF) collections are down (12.9%) below collections from the same time period last fiscal year (\$19.2 mil v. \$22.0 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

| December | \$ (000) | % Change |
|----------|----------|----------|
| FY 2004 | 8,929 | (2.6) |
| FY 2003 | 9,171 | 7.6 |
| FY 2002 | 8,525 | (24.1) |

| FYTD through December | \$ (000) | % Change |
|-----------------------|----------|----------|
| FY 2004 | 71,778 | (4.4) |
| FY 2003 | 75,051 | 0.2 |
| FY 2002 | 74,881 | (18.4) |

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

Museum and Attraction Attendance

Massachusetts' museum and attraction attendance decreased (4.7%) in October 2003 over October 2002 and decreased again in November, down (3.6%) compared to November 2002. (Source: MOTT aggregate of 23 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: November

- In November, the number of domestic passengers arriving to and departing from Logan International Airport increased 6.6%, compared to November 2002. Year-to-date through November, domestic passenger volume is up 0.9%. (Source: Massport)
- The number of international passenger arrivals and departures increased 5.1% in November, compared to November 2002. Year-to-date through November, international passenger volume is down (2.1%). (Source: Massport)

Domestic Passenger Volume

| November | (000) | % Change |
|----------------------|--------|----------|
| 2003 | 1,542 | 6.6 |
| 2002 | 1,447 | 11.3 |
| 2001 | 1,300 | (32.1) |
| YTD through November | (000) | % Change |
| 2003 | 17,391 | 0.9 |
| 2002 | 17,233 | (7.1) |
| 2001 | 18,557 | (13.6) |

(Source: Massport)

International Passenger Volume

| November | (000) | % Change |
|----------------------|-------|----------|
| 2003 | 280 | 5.1 |
| 2002 | 267 | 15.0 |
| 2001 | 232 | (29.9) |
| YTD through November | (000) | % Change |
| 2003 | 3,526 | (2.1) |
| 2002 | 3,603 | (11.3) |
| 2001 | 4,061 | (3.7) |

(Source: Massport)

Logan International Airport Passenger Volume: December

- In December, the number of domestic passengers arriving to and departing from Logan International Airport increased 0.4%, compared to December 2002. Year-to-date through December, domestic passenger volume is up 0.9%. (Source: Massport)
- The number of international passenger arrivals and departures increased 3.7% in December, compared to December 2002. Year-to-date through December, international passenger volume is down (1.7%). (Source: Massport)

Domestic Passenger Volume

| December | (000) | % Change |
|----------------------|--------|----------|
| 2003 | 1,499 | 0.4 |
| 2002 | 1,493 | 20.6 |
| 2001 | 1,238 | (24.2) |
| YTD through December | (000) | % Change |
| 2003 | 18,890 | 0.9 |
| 2002 | 18,725 | (6.7) |
| 2001 | 20,070 | (12.8) |

(Source: Massport)

International Passenger Volume

| December | (000) | % Change |
|----------------------|-------|----------|
| 2003 | 290 | 3.7 |
| 2002 | 279 | 16.0 |
| 2001 | 241 | (19.2) |
| YTD through December | (000) | % Change |
| 2003 | 3,816 | (1.7) |
| 2002 | 3,882 | (9.7) |
| 2001 | 4,301 | (4.9) |

(Source: Massport)



MASSVACATION.COM Activity

During the month of December, the site registered 137,501 visits, a decrease of (13.0%) over December 2002. In calendar year 2003, web visits totaled 3.78 million. Visits originating in the U.S. represented 91.5% of visits, while visits from international countries represented 8.5% of visits. (Source: MOTT Web Analysis)

Getaway Guide Requests

The overall number of Getaway Guide requests in December was down (6.1%) compared to December 2002. During calendar year 2003, total requests for the Massachusetts Getaway Guide were down (12.5%). Guide requests originating from massvacation.com exceeded the previous year's requests during 9 months in 2003 and were up 1.1% for the year. Conversely, guide requests received through traditional modes continued to decrease. d|a|p, MOTT's external fulfillment vendor, saw a (24.5%) decline in phone requests in 2003 over 2002. This is the third consecutive year in which d|a|p has experienced a decline in phone requests. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)

**** NEW REPORT - NOW AVAILABLE ****

The Economic Impact of Travel on Massachusetts Counties: 2002

Visit the research section of massvacation.com today to download a copy of this report, along with tables summarizing the state-level 5-year economic impact trend and 2002 county-level estimates.