

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -November 2006

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 2006

- During the month of October 2006, Massachusetts state wide lodging room demand (1,726k) was up 2.7% compared to October 2005 (1,681k). Also, the average daily room rate between these two periods increased 8.9% to \$143.26 from \$131.59. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by .60 percentage points to 71.4% from 70.8%. Overall room revenue increased 11.8% to \$247.3 million from \$221.2 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 on a calendar year-to-date basis by 10.7% to \$84.93 from \$76.72. The prior year's increase was 4.4%

Massachusetts Hotel Lodging Data

Month of October

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2006	1,726	143.26	71.4	\$247.3
2005	1,681	131.59	70.8	\$221.2
2004	1,726	126.95	72.9	\$219.1

REVPAR- CYTD thru October

Year	(\$'s)	% increase
2006	84.93	10.7%
2005	76.72	4.4%
2004	73.52	9.9%

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

Room Occupancy Taxes: October 2006

- For the month of October 2006 (FY 2007) the room occupancy tax collections of \$15.6 million increased by 4.7% over the October 2005 (FY2006) collections of \$14.9 million. The October 2005 (FY 2006) collections were up 13.2% compared to October 2004 (FY2005).
- For the Fiscal Year 2007 thru October 2006, room occupancy tax collections totalled over \$66.6 million, a 10.4% increase over the same period of FY2006. The FY2006 collections of \$60.3 million were a 5.6% increase over the FY2005 collections of \$57.1million.

Total Room Occupancy Tax Collections

Month of October

Year	\$ (000)	% Change
FY 2007	15,604	4.7%
FY 2006	14,909	13.2%
FY 2005	13,169	16.2%

FYTD thru October

Year	\$ (000)	% Change
FY 2007	66.603	10.4%
FY2006	60,280	5.6%
FY2005	57,075	14.0%

Source: Mass DOR Monthly Report of Collections and Refunds

Massachusetts Tourism Fund (MTF) Collections: October 2006

For the month of **October 2006** (FY 2007) Massachusetts Tourism Fund collections were up 6.7% compared to October 2005 (FY2006) collections (\$17.1 million v. \$16.1 million). The October 2005 collections were 6.4% higher than October 2004 (FY2005) (\$16.1 million v. \$15.1 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: October 2006

Massachusetts' museum and attraction attendance was up 0.8% in the month of **October 2006** compared to October 2005 (1,047,522 visitors v. 1,039,675 visitors). The total net visitor increase was almost 8,000 at the 53 reporting institutions.

Calendar year-to-date thru October, attendance is up 3.4% compared to the same period in 2005 (10,170,567 visitors v. 9,836,082 visitors)

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

Logan International Airport Passenger Volume: October 2006

- In **October 2006**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 2.089 million, an increase of 7.5% from the October 2005 total of 1.943 million. Calendar year-to-date the increase was 3.4% (19.8 mil v.19.1 mil).
- The number of **international passenger** arrivals and departures decreased in **October 2006** by 3.7% compared to October 2005 (331k v. 343k). Calendar year-to-date thru October there has been a decrease of 4.6% (3.50 mil v. 3.67 mil).

Domestic Passenger Volume

October	(000)	% Change
2006	2,089	7.5
2005	1,943	-3.7
2004	2,018	10.9

International Passenger Volume

October	(000)	% Change
2006	331	-3.7
2005	343	-2.3
2004	352	3.1

Domestic Passenger Volume

CYTD thru October	(000)	% Change
2006	19,805	3.4
2005	19,147	4.3
2004	18,350	15.8

International Passenger Volume

CYTD thru October	(000)	% Change
2006	3,502	-4.6
2005	3,670	1.3
2004	3,621	11.6

(Source: Massport)

MASSVACATION.COM Activity: November 2006

The MASSVACATION.COM site had over 121,000 unique visitor sessions in **November 2006** (up nearly 4% from November 2005). Additionally, there were just fewer than 1 million page views (up 3%) and 2.7 million hits (up over 10%).

Calendar year to date thru **November** the unique visitor sessions are up just under 4%, page views are up over 3% and hits are up 12% compared to the same period last year.

The top DO pages visited in **October** were History, Outdoor Activities and Whale Watching Tours. The top GO pages were Maps and Directions, Special Offers and Where to Stay. The two top Regions pages visited were Boston & Cambridge and Cape Cod

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: November 2006

The total number of Getaway Guides distributed in **November** was 9,020. There were 3,575 individual requests of which 2,523 were web based. Additionally, 1820 guides were sent to major info centers and 315 to hotels.

Calendar year-to-date thru November there have been over 79,000 individual requests of which 58,500 were web based.

In total, and including 210,000 guides distributed to The New York Times home subscribers, 703,000 2006-2007 Getaway Guides have been distributed. Just over 750,000 Getaway Guides were printed for CY 2006 distribution.

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

MOTT Updates and Activities from Tony D'Agostino: December 2006

The calendar year 2005 Economic Impact of Travel and Tourism in MA preliminary report from TIA showed a 6.5% increase in travel and tourism related expenditures over 2004 for MA. Great news! The results are consistent with the 5.2% room revenue increase estimate from Smith Travel Research for the MA lodging industry over the same periods. Results will be posted to the web site soon. We have just received a preliminary report on the economic impact of the CY2006 brand marketing campaign and the results look good. Also, plans are starting to take shape for this year's Governor's Conference and they look great. More info to come soon.

Happy New Year to all.

Massachusetts

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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 later this year