

# Massachusetts

## Office of Travel & Tourism

massvacation.com

### MOTT TravelStats Newsletter -April 2008

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: March 2008

- During the month of March 2008, Massachusetts state wide lodging room demand (1,229k) decreased 1.5% compared to March 2007 (1,247k). The average daily room rate between these two periods increased by 5.1% to \$128.85 from \$122.54. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 1.6 percentage points to 53.6% from 55.2%. Overall room revenue increased 3.6% to \$158.3 million from \$152.8 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in CYTD 2008 over 2007 by 7.3% to \$62.62 from \$58.38. Occupancy was up 1.4% and the room rate was up 5.6%.

#### Massachusetts Hotel Lodging Data

##### Month of March

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2008	1,228.8	128.85	53.6	\$158.3
2007	1,246.9	122.54	55.2	\$152.8
2006	1,206.6	117.13	55.0	\$141.3

##### REVPAR- CYTD thru March

Year	(\$'s)	% Change
2008	62.62	7.3%
2007	58.38	3.9%
2006	56.20	9.5%

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

#### Room Occupancy Taxes: March 2008 (Fiscal Year 2008)

- For the month of March 2008 the room occupancy tax collections of \$9.4 million increased by 13.8% over the March 2007 (FY07) collections of \$8.3 million.
- For the Fiscal Year 2008 thru March 2008, room occupancy tax collections totalled almost \$133.3 million, an 11.5% increase over the same period of FY07. The FY2007 collections of \$119.5 million were a 9.8% increase over the FY06 collections of \$108.9 million.

Source: Mass DOR Monthly Report of Collections and Refunds

#### Total Room Occupancy Tax Collections

##### Month of March

Year	\$ (000)	% Change
FY2008	9,393	13.8%
FY2007	8,253	10.4%
FY2006	7,475	6.0%

##### FYTD thru March

Year	\$ (000)	% Change
FY2008	133,297	11.5%
FY2007	119,524	9.8%
FY2006	108,883	6.2%

## Massachusetts Tourism Fund (MTF) Collections: March 2008(FY08)

Through the month of March 2008, Massachusetts Tourism Fund collections FYTD were up 8.4% compared to March 2007 (FY07) collections (\$32.4 million v. \$29.9 million). The March 2007 collections FYTD were 6.0% higher than March 2006 (FY06) (\$29.9 million v. \$28.2 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: March 2008

Massachusetts' museum and attraction attendance increased 9.9% in the month of March 2008 compared to March 2007 (732,307 visitors v. 666,342 visitors). The total net visitor increase was 65,965 at the 57 reporting institutions. Calendar year to date attendance is up 5.4% to 1,845,223 from 1,750,022 during the same period in 2007.

(Source: MOTT aggregate of 57 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

## Logan International Airport Passenger Volume: March 2008

- o In March 2008, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled over 1.93 million, a decrease of 7.5% from the March 2007 total of 2.09 million. Calendar year to date the volume is down 5.1%
- o The number of **international passenger** arrivals and departures decreased in March 2008 by 0.1% compared to March 2007. CYTD the volume is up 2.8%

### Domestic Passenger Volume

March	(000)	% Change
2008	1,932	-7.5
2007	2,088	0.2
2006	2,083	6.5

### International Passenger Volume

March	(000)	% Change
2008	340	-0.1
2007	340	-2.3
2006	348	-4.5

### Domestic Passenger Volume

CYTD thru March	(000)	% Change
2008	5,116	-5.1
2007	5,389	0.4
2006	5,365	6.4

### International Passenger Volume

CYTD thru March	(000)	% Change
2008	893	2.8
2007	869	-3.0
2006	896	-5.3

(Source: Massport)

## International Visitors to Massachusetts in CY2006 and to U.S. in CY2007

2006 RANK		2006 VISITORS to U.S. (IN 000s)	Visitors to Massachusetts		Visitors to U.S.% change 2007	To U.S. 2008 thru March
			2006 Visitors (IN 000s)	2006 SHARE OF COUNTRY MKT		
	<b>ALL OVERSEAS</b>	<b>21,668</b>	<b>1,105</b>	<b>5.1%</b>	<b>10.3%</b>	<b>10.0%</b>
	<b>WESTERN EUROPE</b>	<b>9,675</b>	<b>610</b>	<b>6.3%</b>	<b>12.6%</b>	<b>14.4%</b>
<b>1</b>	<b>Canada</b>	<b>15,992</b>	<b>583</b>	<b>3.6%</b>	<b>10.9%</b>	<b>21.4%</b>
<b>2</b>	<b>United Kingdom</b>	<b>4,176</b>	<b>242</b>	<b>5.8%</b>	<b>7.7%</b>	<b>6.0%</b>
<b>3</b>	<b>Germany</b>	<b>1,386</b>	<b>90</b>	<b>6.5%</b>	<b>10.0%</b>	<b>19.4%</b>
<b>4</b>	<b>Japan</b>	<b>3,673</b>	<b>51</b>	<b>1.4%</b>	<b>-3.8%</b>	<b>-2.6%</b>
<b>5</b>	<b>Ireland</b>	<b>414</b>	<b>46</b>	<b>11.1%</b>	<b>19.0%</b>	<b>N/A</b>
<b>6</b>	<b>France</b>	<b>790</b>	<b>41</b>	<b>5.2%</b>	<b>26.3%</b>	<b>16.1%</b>
<b>9</b>	<b>Netherlands</b>	<b>447</b>	<b>31</b>	<b>7.0%</b>	<b>13.4%</b>	<b>16.6%</b>
<b>11</b>	<b>Brazil</b>	<b>525</b>	<b>26</b>	<b>4.9%</b>	<b>21.7%</b>	<b>21.9%</b>
<b>13</b>	<b>Italy</b>	<b>533</b>	<b>24</b>	<b>4.5%</b>	<b>19.0%</b>	<b>22.3%</b>
<b>15</b>	<b>Spain</b>	<b>424</b>	<b>21</b>	<b>5.0%</b>	<b>21.7%</b>	<b>31.9%</b>
<b>23</b>	<b>Argentina</b>	<b>212</b>	<b>12</b>	<b>5.8%</b>	<b>25.9%</b>	<b>24.8%</b>

Estimated international visitation to Massachusetts during CY2006 was just under 1.7 million. This was a significant increase over the CY2005 estimate of 1.4 million.

Historically, the top five origin countries to MA have been Canada, the United Kingdom, Germany, France and Italy.

Canadian visitors accounted for more than a third of all international visits to MA in CY2006 at just fewer than 600,000.

For CY2007, international visitation to the U.S. increased by 11% to 56.7 million. Canadian visitation increased by 10.9% while Overseas visitation increased 10.3%. Western European visitors to the U.S. increased by 12.6%

Data from OTTI for CYTD thru March 2008 show significant increases in visitors to the U.S. from Overseas (up 10.0%), Western Europe (up 14.4%) and Canada (up 21.4%).

Please see the chart below for international spending data for CY2006.  
(Sources: Department of Commerce (OTTI) and StatisticsCanada)

## Direct Economic Impact of Travel and Tourism, CY2006

Domestic and International travelers directly spent over \$14.2 billion in Massachusetts during CY2006, up 8.6% from CY2005. Domestic traveler spending increased 7.7% while International traveler spending (helped by the strength of foreign currencies) increased 16%. These expenditures generated \$887.2 million in state and local taxes for Massachusetts.

<i>2006 Expenditures in MA</i> By Industry	Domestic (\$ Millions)	International (\$ Millions)	Total (\$ Millions)
Public Transportation	4,168.6	216.4	4,385.0
Auto Transportation	1,802.0	22.1	1,824.1
Lodging	2,644.0	571.8	3,215.8
Foodservice	2,403.8	296.8	2,700.6
Entertainment & Recreation	733.2	135.7	868.9
General Retail Trade	840.6	376.2	1,216.8
<b>2006 Totals</b>	<b>\$12,592.2</b>	<b>\$1,619.0</b>	<b>\$14,211.2</b>

Direct travel expenditures in the U.S. in CY2006 totaled just under \$700 billion.

For purposes of this study, a traveler is defined as one who travels more than 50 miles from home one way to a destination or who stays at a destination overnight.

(Source: TIA, The Economic Impact of Travel on Massachusetts Counties, 2006)

## MASSVACATION.COM Activity: April 2008

The MASSVACATION.COM site had **102,172** unique visits in **April 2008**. Additionally, there were **617,580** page views. Both these values were a significant increase from April 2007 when there were **81,548** unique visits and **562,939** page views.

For **Q1 CY2008** (January through March), the total unique visits were **174,613** and the page views were **1,093,329**. The median length of a visit was **3 minutes and 34 seconds**. Visitors from the United States visited the website most frequently, with **174,151** sessions. Canada followed with **6,471** visits and the United Kingdom was third with **3,907** visits.

The homepage was visited more than any other page on the website (**137,158 visits**). The page on lodging deals was the second most visited page with **60,552** views and Order a Getaway Guide was third (**26,837**). Pages that individually profiled Cape Cod, Martha's Vineyard, and Nantucket Island were fourth, with **26,648** visits. However, when visitors were looking at pages about the super regions of Massachusetts, they visited pages on Cape Cod, Martha's Vineyard and Nantucket Island the most, with **26,648** visits. Similarly, when visitors looked at regions of Massachusetts, they visited the Cape Cod page most often (**6,211**).

Source: MOTT- Urchin (Google)



## **GETAWAY GUIDE Individual and Bulk Distribution: April 2008**

The total number of 2008 Getaway Guides distributed in April was **20,940**. Of these, **7,037** were individual requests from FARM, the online system, and **153** were individual requests for the Student Guide. Also, over **4,000** guides were sent to the two Major Information Centers in Plymouth and Salisbury.

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

## **MOTT Updates and Activities from Tony D'Agostino: May 2008**

The FY2008 media campaign is in place...keep an eye out for the many attractive Massachusetts destinations in the ads.

A big thank you to Andrea Sarbach for her work in pulling this edition of TravelStats together.