



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -August 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: June 2006

- During the month of June 2006, Massachusetts state wide lodging room demand (1,702k) was up 3.7% compared to June 2005 (1,642k). Also, the average daily room rate for these two periods increased 9.6% to \$138.61 from \$126.49. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 1.7 percentage points to 72.9% from 71.2%. Overall room revenue increased 13.6% to \$236 million from \$207.7 million.

Massachusetts Hotel Lodging Data

Month of June

Year	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2006	1,702	138.61	72.9	\$236.0
2005	1,642	126.49	71.2	\$207.7
2004	1,603	119.23	69.8	\$191.1

- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 on a calendar year to date basis by 12.7% to \$73.44 from \$65.16 as of the month of June. The prior year increase was 6.1%

REVPAR- CYTD thru June

Year	(\$'s)	% increase
2006	73.44	12.7%
2005	65.16	6.1%
2004	61.40	7.3%

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

Room Occupancy Taxes: July 2006

- For the month of July 2006 (FY 2007) the room occupancy tax collections of \$15.9 million was a 13.1% increase over the July 2005 (FY2006) collections of \$14.06 million. The July 2005 (FY 2006) collections were up 9.6% compared to July 2004 (FY2005).

Total Room Occupancy Tax Collections

Month of July

Year	\$ (000)	% Change
FY 2007	15,901	13.1%
FY 2006	14,061	9.6%
FY 2005	12,834	12.4%

- For the completed Fiscal Year 2007 through July 2006, room occupancy tax collections are the same as above.

Source: Mass DOR Collections and Refunds



Massachusetts Tourism Fund (MTF) Collections: July 2006

For the FY 2007(beginning July 2006) Massachusetts Tourism Fund collections were up over 9.3% compared to FY 2006(July 2005) collections (\$3.98 million v. \$3.64 million). The FY2006 (July 2005) collections were 8.0% higher than FY2005 (\$3.64 million v. \$3.37 million).

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

Museum and Attraction Attendance: June 2006

Massachusetts' museum and attraction attendance was down 7.3% in the month of June 2006 compared to June 2005 (1,262,864 visitors v. 1,362,490 visitors). The total net visitor decrease was just over 99,200 at the 53 reporting institutions. Year-to-date thru June, attendance is up 5.3% compared to the same period in 2005 (5,149,670 v. 4,889,498)

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

Logan International Airport Passenger Volume: June 2006

- In June 2006, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 2.091 million, an increase of 2.0% from the June 2005 total of 2.051 million. Calendar Year to Date the increase was 5.1%. (Source: Massport)
- The number of **international passenger** arrivals and departures decreased in June 2006 by 5.4% compared to June 2005 (382,000 v. 404,000). Calendar year-to-date there has been a decrease of 4.5% (Source: Massport)

Domestic Passenger Volume

June	(000)	% Change
2006	2,091	2.0
2005	2,051	2.0
2004	2,011	17.0

International Passenger Volume

June	(000)	% Change
2006	382	-5.4
2005	404	3.4
2004	390	8.6

Domestic Passenger Volume

CYTD thru June	(000)	% Change
2006	11,575	4.1
2005	11,117	6.4
2004	10,450	16.7

International Passenger Volume

CYTD thru June	(000)	% Change
2006	2,008	-4.5
2005	2,102	2.2
2004	2,056	15.2

(Source: Massport)



MASSVACATION.COM Activity: August 2006 and CY06 thru June

The MASSVACATION.COM site had over 123,200 unique visitor sessions in August 2006 (up 11.5% from August 2005). Additionally, there were 1.03 million page views and 5.2 million hits in August. These values represent 12% and 3% increases respectively from August 2005.

Calendar year to date thru June, the site had 838,179 unique visitor sessions, 5.5 million page views and over 32 million hits. This activity represents a 4% increase over the same period in 2005. Just over 92% of the site visitors were domestic and 8% international. Canada, the UK, Italy and the Netherlands were the top 4 countries of origin for web site visitors. The winter and spring offers pages were the two most visited pages receiving approximately 50,000 visits each.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: August 2006

The total number of Getaway Guides distributed during August was 42,472. A breakout by category is as follows: individual requests (11,047), major info centers (20,930), MA hotels (1,225).

There were 7,987 massvacation.com site based requests in August and over 50,000 of these web requests calendar year to date.

Calendar year to date, and including a bulk shipment of 210,000 to the New York Times, a total of over 609,000 Getaway Guides have been distributed.

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

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

The calendar year 2005 economic impact of travel and tourism in MA preliminary report from TIA just arrived and the numbers look very strong. More info will be provided in next month's TravelStats. While you wait, please go out and catch the foliage.

Massachusetts

20th ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM
March, 2007 • Worcester, 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 later this year