



MOTT TravelStats Newsletter - February 2005

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: December

- o December. Statewide lodging room demand was up 2.8% in December 2004 compared to December 2003, according to Smith Travel Research, Inc. Average daily room rate increased 2.1% to \$102.37. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 42.7% in December 2004, up 2.2% over December 2003. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- o 2004. Statewide lodging room demand was up 4.9% in 2004 over 2003, according to Smith Travel Research, Inc. Room rates increased 4.9% and occupancy rates averaged 60.5%, up 4.0%. Overall, room revenue increased 10.0% over 2003. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)

Massachusetts Hotel Occupancy Rates

December	% Occupancy
2004	42.7
2003	41.8
2002	42.4

Calendar Year	% Occupancy
2004	60.5
2003	58.2
2002	60.3

SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED

Room Occupancy Tax Collections: January

- o January 2005 total room occupancy tax collections increased 12.4 % over January 2004 collections. Fiscal YTD through January, collections are up 14.0%. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- o Fiscal YTD through January 2005 Massachusetts Tourism Fund (MTF) collections were up 10.6% compared to FY04 collections during the same period (\$23.0 mil v. \$20.8 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

January	\$ (000)	% Change
FY 2005	7,200	12.4
FY 2004	6,408	(16.4)
FY 2003	7,662	8.9
FY 2002	7,034	(16.9)

FYTD through January	\$ (000)	% Change
FY 2005	89,123	14.0
FY 2004	78,186	(5.5)
FY 2003	82,712	1.0
FY 2002	81,915	(18.3)

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

Museum and Attraction Attendance

Massachusetts' museum and attraction attendance was up 8.1% in December 2004 over December 2003. (Source: MOTT aggregate of 22 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: December

- In December, the number of domestic passengers arriving to and departing from Logan International Airport totaled nearly 1.7 million, an increase of 12.3% over December 2003. Calendar year 2004 domestic arrivals and departures totaled 21.8 million, up 15.6 over 2003%. (Source: Massport)
- The number of international passenger arrivals and departures increased slightly in December, up 0.8 % compared to December 2003. Calendar year 2004 international passenger arrivals and departures totaled 4.2 million, up 10.1% over 2003. (Source: Massport)

Domestic Passenger Volume

December	(000)	% Change
2004	1,683	12.3
2003	1,499	0.4
2002	1,493	20.6
2001	1,238	(24.2)
Calendar Year	(000)	% Change
2004	21,830	15.6
2003	18,890	0.9
2002	18,725	(6.7)
2001	20,070	(12.8)

(Source: Massport)

International Passenger Volume

December	(000)	% Change
2004	292	0.8
2003	290	3.7
2002	279	16.0
2001	241	(19.2)
Calendar Year	(000)	% Change
2004	4,202	10.1
2003	3,816	(1.7)
2002	3,882	(9.7)
2001	4,301	(4.9)

(Source: Massport)

MASSVACATION.COM Activity

During the month of January, the site registered 318,743 visits, an increase of 152.9% over January 2004. Visits originating in the U.S. represented 92.6% of visits, while visits from international countries represented 7.4% of visits. (Source: MOTT Web Analysis)

Individual Getaway Guide Requests

The overall number of individual Getaway Guide requests increased in January. Requests totaled 9,861, 24.1% more requests than January 2004. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)



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