



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - July 2007

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 2007

- During the month of June 2007, Massachusetts state wide lodging demand (1,715.4k) was up 2.3% compared to June 2006 (1,678k). The average daily room rate between these two periods increased 2.1% to \$143.20 from \$140.28. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 0.8 percentage points, from 72.7% to 73.5%. However, overall room revenue increased 4.4% to \$245.6 million from \$235.3 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2007 over the same period of 2006 by 3.0 % from \$74.02 to \$76.24. Year to date occupancy rate was down 1.4%, but room rate was up 4.4%. The prior period RevPar increase was 13.0%

Massachusetts Hotel Lodging Data

Month of June

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,715.4	143.20	73.5	\$246
2006	1,677.5	140.28	72.7	\$235
2005	1,630.1	126.57	71.3	\$206

REVPAR- CYTD thru June

Year	(\$'s)	Increase
2007	76.24	3.0%
2006	74.02	13.0%
2005	65.52	6.2%

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

Room Occupancy Taxes: June 2007 (Fiscal Year 2007)

- For the month of June 2007 (FY07) the room occupancy tax collections (\$15.4 million) increased by 4.6% over the June 2006 (FY06) collections of \$14.7 million. The June 2006 collections were up 21.3% compared to April 2005 (FY05) collections of \$12.1 million.
- For the Fiscal Year 2007 thru June 2007, room occupancy tax collections totalled over \$157 million, a 8.7% increase over the same period of FY06. The FY2006 collections of \$144 million was 8.4% more than FY2005.

Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of June

Year	\$ (000)	% Change
FY 2007	15,362	4.6%
FY 2006	14,678	21.3%
FY 2005	12,096	-3.2%

FYTD thru June

Year	\$ (000)	% Change
FY 2007	157,515	8.7%
FY2006	144,808	8.4%
FY2005	133,487	11.1%

MA Tourism Fund (MTF) Collections: June 2007 (FY07)

Through the month of **June 2007 (FY07)**, Massachusetts Tourism Fund collections FYTD were up 5.1% compared to **June 2006 (FY06)** collections (\$38.9 million v. \$37.0 million). The **June 2006** collections FYTD were 8.1% higher than **June 2005** (\$37.0 million v. \$34.2 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: June 2007

Massachusetts museum and attraction attendance was up 8.7% for the month of **June 2007** compared to **June 2006** (1,372,606 visitors vs. 1,263,282 visitors). The total net visitor increase was 109,324 at the 54 reporting institutions.

Calendar year to date thru **June 2007**, attendance is up 0.9% compared to the same period in 2006 (5,227,108 visitors vs. 5,180,725 visitors)

(Source: MOTT aggregate of 54 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: June 2007

- In **June 2007**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.18 million, a 4.2% increase over the **June 2006** total. Calendar year-to-date there was an increase of 2.0% (11.81 mil vs. 11.57 mil).
- The number of **international passenger** arrivals and departures increased in **June 2007** by 4.5% compared to **June 2006** (399k vs. 382k). Calendar year-to-date thru **June** there was a decrease in volume of 2.0% (1.97 mil vs. 2.01 mil).

Domestic Passenger Volume			International Passenger Volume		
June	(000)	% Change	June	(000)	% Change
2007	2,179	4.2	2007	399	4.5
2006	2,091	2.0	2006	382	-5.4
2005	2,051	2.0	2005	404	3.4

Domestic Passenger Volume		
CYTD thru June	(000)	% Change
2007	11,808	2
2006	11,574	4.1
2005	11,116	6.4

International Passenger Volume		
CYTD thru June	(000)	% Change
2007	1,967	-2.0
2006	2,008	-4.5
2005	2,102	2.2

(Source: Massport)

MASSVACATION.COM Activity: July 2007 and 2nd Quarter Highlights

The MASSVACATION.COM site had just over 90,762 unique visitor sessions in **July 2007**. Additionally, there were 648,938 page views.

The top non-navigational pages visited during the **second quarter of 2007** were Summer Lodging Offers, Order a Getaway Guide, and Lodging Search. After the U.S., Canada, the United Kingdom, Germany and Italy were the top countries of origin of site visitors.

Other 2007 Second Quarter Highlights

The top **GO** categories were Regions, Special Offers and Travel Resources.

The top **Regions** pages visited were North of Boston, Cape Cod and Boston/Cambridge.

The top **DO** categories were Outdoor Activities, History and Tours.

The top **DO** pages were Beaches, Whale Watching and Whale Watch Tours.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: July 2007

The total number of **2007/2008** Getaway Guides distributed in **July** was 30,585. There were 5,706 individual requests of which 5,696 were web based. The number of guides distributed through major information centers was 18,285.

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

Calendar Year 2006 Economic Impact Study August 2007

Domestic and International travelers directly spent over \$14.2 billion in Massachusetts during 2006, up 8.6 percent from 2005. Domestic traveler spending increased 7.7% while International traveler spending (helped by the strength of foreign currencies) increased 16.6%. Federal, state and local governments collected nearly \$2.2 billion in tax revenue from these expenditures.

Direct travel expenditures in the U.S. in 2006 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*

MOTT Updates and Activities from Tony D'Agostino: September 2007

Shooting has just completed at 90 separate locations around the Commonwealth for the TV spots to be shown in next year's Brand Marketing campaign. Everyone involved is really excited to be showcasing so much of Massachusetts.

As of July 1, 2007 MOTT has been given the responsibility for marketing Massachusetts internationally. Accordingly, TravelStats will be incorporating international data in subsequent issues.

The 2008 Governor's Conference on travel will be held in February....details to follow.

Please enjoy the best month of the year-September and be extra kind to those leaf peeping tourists.

Thanks to Jenna Paradise, an intern here at MOTT, for helping with this months edition.