

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - June 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: April 2006

- During the month of April 2006, Massachusetts state wide lodging room demand (1,408k) was up 6.5% compared to April 2005(1,322k). Also, the average daily room rate for these two periods increased 9.6% to \$126.17 from \$115.07. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 3.5 percentage points to 62.5% from 59.0%. Overall room revenue increased 16.7% to \$177.6 million from \$152.1 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 11.4% to \$61.59 from \$55.31 as of the month of April. The prior year increase was 6.3%

Massachusetts Hotel Lodging Data

Month of April

| Year | DEMAND (000's) | RATE (\$'s) | OCCUP'Y | REVENUE (millions) |
|------|----------------|-------------|---------|--------------------|
| 2006 | 1,408 | 126.17 | 62.5 | \$177.6 |
| 2005 | 1,322 | 115.07 | 59.0 | \$152.1 |
| 2004 | 1,317 | 109.71 | 59.1 | \$144.5 |

REVPAR- CYTD thru April

| Year | (\$'s) | % increase |
|------|--------|------------|
| 2006 | 61.59 | 11.4% |
| 2005 | 55.31 | 6.3% |
| 2004 | 52.05 | 5.4% |

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

Room Occupancy Taxes: May 2006

- For the month of May 2006 (FY 2006) the room occupancy tax collections of \$11.943 million was a 13.9% increase over the May 2005 (FY2005) collections of \$10.484 million. The May 2005 collections were up 6.7% compared to May 2004.
- For the fiscal year to date period through May 2006, room occupancy tax collections were up 7.2% from the corresponding period in FY2005. And the FY2005 collections thru May were up over 12.7% compared to year to date May FY2004.
Source: Mass DOR Collections and Refunds

Total Room Occupancy Tax Collections

Month of May

| Year | \$ (000) | % Change |
|---------|----------|----------|
| FY 2006 | 11,943 | 13.9% |
| FY 2005 | 10,484 | 6.7% |
| FY 2004 | 9,827 | -5.3% |

Fiscal Year to Date through May

| Year | \$ (000) | % Change |
|---------|----------|----------|
| FY 2006 | 130,130 | 7.2% |
| FY 2005 | 121,390 | 12.7% |
| FY 2004 | 107,673 | -2.6% |

Massachusetts Tourism Fund (MTF) Collections: May 2006

Fiscal YTD through May 2006 Massachusetts Tourism Fund collections were up 7.9% compared to YTD May 2005 collections (\$33.3 million v. \$30.9 million). The FY2005 collections were 9.5% higher than the same period in FY2004 (\$30.9 million v. \$28.2 million).

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

Museum and Attraction Attendance: April 2006

Massachusetts' museum and attraction attendance was up significantly (13.9%) in the month of April 2006 compared to April 2005 (1,129,255 visitors v. 991,645 visitors). The total net visitor increase was just over 137,600 at the 53 institutions. Year to date thru April, attendance is up 16% compared to the same period in 2005 (2,917,823 v. 2,518,991)

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

Logan International Airport Passenger Volume: April 2006

- In April 2006, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 2.094 million, an increase of 3.6% from the April 2005 total of 2.021 million. Calendar Year to Date the increase was 5.6%. (Source: Massport)
- The number of **international passenger** arrivals and departures increased in April 2006, up 2.3 % compared to April 2005 (378,700 v. 370,300). Calendar Year to Date there has been a decrease of 3.2% (Source: Massport)

Domestic Passenger Volume

| April | (000) | % Change |
|-------|-------|-------------|
| 2006 | 2,094 | 3.6 |
| 2005 | 2,021 | 5.8 |
| 2004 | 1,910 | 17.9 |

International Passenger Volume

| April | (000) | % Change |
|-------|-------|-------------|
| 2006 | 379 | 2.3 |
| 2005 | 370 | 4.8 |
| 2004 | 354 | 22.8 |

Domestic Passenger Volume

| CYTD thru April | (000) | % Change |
|-----------------|-------|-------------|
| 2006 | 7,458 | 5.6 |
| 2005 | 7,063 | 7.0 |
| 2004 | 6,599 | 16.9 |

International Passenger Volume

| CYTD thru April | (000) | % Change |
|-----------------|-------|-------------|
| 2006 | 1,275 | -3.2 |
| 2005 | 1,317 | 0.9 |
| 2004 | 1,306 | 16.3 |

(Source: Massport)

MASSVACATION.COM Activity: June 2006

The MASSVACATION.COM site had just under 133,000 unique visitor sessions in June (up 4.7% from June 2005). There were 1.1 million page views and 5.9 million hits in June. These values represent just under a 4% decrease from June 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.

GETAWAY GUIDE Individual and Bulk Distribution: June 2006

The total number of Getaway Guides distributed during June was 33,746. A breakout by category is as follows: Individual requests (8,961), Major Info Centers (14,840), MA Hotels (1,540), and AAA Travel Offices (1,085).

There were 6,992 massvacation.com site based requests in June and over 37,000 of these web requests year to date.

Calendar year to date, and including a bulk shipment of 210,000 to the New York Times, a total of just under 567,000 Getaway Guides have been distributed.

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

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

Please note that the massvacation.com 2006 activity has been included in this edition. MOTT has moved to a new web analytical tool---Google's URCHIN. This tool will provide us with more accurate activity data. A summary of the first six months activity in 2006 will be posted to the site in the near future.

Massachusetts

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For details, and to register, visit massvacation.com/conference later this year