



MOTT TravelStats Newsletter - March 2004

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

- January 2004 v. 2003. Statewide lodging room demand was up 5.0% in January 2004 compared to January 2003, according to Smith Travel Research, Inc. Average daily room rate decreased (1.0%). Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 43.1% in January 2004, up 3.6% over January 2003. (Source: Smith Travel Research)
- January 2003 v. 2002. Statewide lodging room demand was down (1.0%) in January 2003 compared to January 2002, according to Smith Travel Research, Inc. Room rates decreased by (3.3%). Occupancy rates, which reflect changes in both the supply and demand for rooms, averaged 41.6% in January 2003, down (3.9%) from January 2002. (Source: Smith Travel Research)

Massachusetts Hotel Occupancy Rates

January	% Occupancy
2004	43.1
2003	41.6
2002	43.3

(Source: Smith Travel Research)

Room Occupancy Tax Collections

- February 2004 total room occupancy tax collections decreased (0.5%) over February 2003 collections. Fiscal-year-to-date collections are down (5.2%). (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal year-to-date through February 2004, Massachusetts Tourism Fund (MTF) collections are up 6.8% from the same time period last fiscal year (\$22.2 mil v. \$20.8 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

February	\$ (000)	% Change
FY 2004	5,325	(0.5)
FY 2003	5,353	(2.4)
FY 2002	5,487	(26.0)

FYTD through February	\$ (000)	% Change
FY 2004	83,511	(5.2)
FY 2003	88,066	0.8
FY 2002	87,402	(18.8)

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

Museum and Attraction Attendance

Massachusetts' museum and attraction attendance decreased (15.8%) in December 2003 over December 2002. (Source: MOTT aggregate of 23 Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume

- In January, the number of domestic passengers arriving to and departing from Logan International Airport increased 8.4%, compared to January 2003. (Source: Massport)
- The number of international passenger arrivals and departures increased 9.7% in January, compared to January 2003. (Source: Massport)

Domestic Passenger Volume

January	(000)	% Change
2004	1,357	8.4
2003	1,253	7.9
2002	1,161	(24.1)

(Source: Massport)

International Passenger Volume

January	(000)	% Change
2004	295	9.7
2003	269	8.4
2002	248	(22.9)

(Source: Massport)

Bradley International Airport Passenger Volume

- In January, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 1.9%, compared to January 2003. (Source: Bradley International Airport, CT Dept. of Transportation)

Passenger Volume

January	(000)	% Change
2004	457	1.9
2003	449	2.6
2002	438	(16.6)

(Source: Bradley International Airport, CT Dept. of Transportation)

MASSVACATION.COM Activity

During the month of February, the site registered 229,949 visits, a 10.1% increase over February 2003. Visits originating in the U.S. represented 91.8% of visits, while visits from international countries represented 8.2% of visits. (Source: MOTT Web Analysis)

Getaway Guide Requests

- The overall number of individual Getaway Guide requests in February was up slightly by 0.2% compared to February 2003. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)
- Individual Getaway Guide requests received via MOTT's toll-free number are down significantly by (70.3%). This phone number is promoted as part of MOTT's winter lodging promotion and this year's declines are likely due to reduced media support for MOTT's winter lodging promotion this year as compared to last year. (Source: d|a|p Monthly Report)