



Office of Travel & Tourism

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MOTT TravelStats Newsletter -May 2009

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 2009

- During the month of April 2009, Massachusetts state wide lodging room demand (1,284k) decreased 11.7% compared to April 2008 (1,455k). The average daily room rate between these two periods decreased by 11.9% to \$125.60 from \$142.64. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 8.1 percentage points to 54.8% from 62.9%. Overall room revenue decreased 22.3% to \$161.3 mil from \$207.5 mil.
- REVPAR, which is a function of occupancy rate and room rate, decreased for CYTD 2009 over same period in CY2008 by 20.1% to \$55.52 from \$69.47. Occupancy was down 12.8% and the room rate decreased by 11.9%.

Massachusetts Hotel Lodging Data

Month of April

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2009	1,284	125.60	54.8	161.3
2008	1,455	142.64	62.9	207.5
2007	1,378	132.78	60.8	182.9

REVPAR- Calendar Year 2009 thru April

Year	(\$'s)	% Change
2009	55.52	-20.1
2008	69.47	8.4
2007	64.08	3.0

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

Room Occupancy Taxes: April 2009 (Fiscal Year 2009)

- For the month of April 2009 (FY09), the net room occupancy tax collections of \$8.9 million decreased by 17.9% from the April 2008 (FY08) collections of \$10.9 million. The April 2008 collections were an 8.6% increase over the April 2007 (FY07) collections of \$10 million.
- For the Fiscal Year 2009 thru April 2009, net room occupancy tax collections totalled \$135.8 million, a 5.8% decrease from the same period of FY08. The FY08 collections of \$144.2 million were 11.3% more than the FY07 collections of \$129.5 million.

Total Room Occupancy Tax Collections

Month of April

Year	\$ (000)	% Change
FY2009	8,927	-17.9
FY2008	10,867	8.6
FY2007	10,007	7.6

FYTD thru April

Year	\$ (000)	% Change
FY2009	135,786	-5.8
FY2008	144,164	11.3
FY2007	129,531	9.6

Source: Mass DOR Monthly Report of Collections and Refunds

Mass Tourism Fund (MTF) Collections: FYTD April 2009 (FY09)

The FY2009 to date thru April 2009 Massachusetts Tourism Fund collections were down 12.1% compared to the collections for the same period in FY2008 (\$30.7 million v. \$34.9 million). The FYTD April 2008 collections were 8.0% higher than the FYTD April 2007 collections (\$34.9 million v. \$32.3 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: April 2009 and CYTD 2009

Massachusetts' museum and attraction attendance increased 5.3% in the month of April 2009 compared to April 2008 (1,128,067 visitors v. 1,071,676 visitors). The total net visitor increase was 56,391 at the 59 institutions reporting visitor data.

For all of calendar year 2009 thru April attendance was up 4.5% to 3.1 million from the 2.9 million attendees during the same period in 2008.

(Source: Museum of Science Monthly attendance report)

Logan International Airport Passenger Volume: April 2009

- In **April 2009**, the number of **domestic passenger** arrivals and departures from Logan International Airport totaled 1.9 million, a decrease of 7.2% from the April 2008 total of 2.01 million. Calendar year to date thru April the total was 6.5 million down 9.3%.
- The number of **international passenger** arrivals and departures decreased in April 2009 by 7.2% compared to April 2008 to 322,381 from 347,385. Calendar year to date totals thru April are down 12.5% to 1,086,048 from 1,240,696.

Domestic Passenger Volume

April	(000)s	% Change
2009	1,866	-7.2
2008	2,010	-5.6
2007	2,130	1.7

International Passenger Volume

April	(000)s	% Change
2009	322	-7.2
2008	347	2.1
2007	340	-10.1

Domestic Passenger Volume

CYTD	(000)s	% Change
2009	6,463	-9.3
2008	7,126	-5.2
2007	7,519	0.8

International Passenger Volume

CYTD	(000)s	% Change
2009	1,086	-12.5
2008	1,241	2.6
2007	1,209	-5.2

(Source: Massport)

Domestic Visitation to Massachusetts FY2008:

Domestic Visitors Origin: Top 10 States, FY2008

<u>Origin</u>	Person Trips to Massachusetts	Share of all Person Trips
Massachusetts	6,733,000	34.7%
New York	2,500,000	12.9%
Connecticut	1,997,000	10.3%
New Hampshire	1,022,000	5.3%
Rhode Island	800,000	4.1%
California	631,000	3.3%
Florida	626,000	3.2%
New Jersey	575,000	3.0%
Maine	525,000	2.7%
Virginia	401,000	2.1%
Pennsylvania	386,000	2.0%
Vermont	380,000	2.0%
All Other States	2,803,000	14.5%
All New England States	11,457,000	59.1%
All Mid Atlantic States	3,461,000	17.9%

There was a 3.8% increase in domestic visitation to MA in FY2008 compared to FY2007. The primary trip purpose in FY2008 was visiting friends and/or relatives, the top activity was attending a family/social event, and 66% of visitors arrived in their own vehicle. Of the visitors that stayed overnight, 47% stayed in a hotel/motel/inn or B&B.

International Visitors to Massachusetts in CY2008 and to U.S. in CY2009

	Visitors to Massachusetts		Change in visitors to U.S. in CY09 thru March
	2008 Visitors	2008 SHARE of MARKET	
	(000s)		
ALL OVERSEAS	1,267	5.0%	-13.0%
WESTERN EUROPE	720	5.9%	-17.7%
Canada	n/a	n/a	-11.8%
United Kingdom	237	5.2%	-25.5%
Germany	123	6.9%	-14.7%
Japan	62	1.9%	-10.7%
Ireland	52	9.7%	-25.5%
France	57	4.6%	1.1%
Italy	58	7.5%	-4.5%
Netherlands	33	5.4%	-10.1%
Brazil	45	5.9%	6.4%
Spain	32	4.9%	-19.6%
Argentina	16	5.1%	9.8%

Travel to Massachusetts from MOTT target markets in CY2008

Estimated OVERSEAS visits to Massachusetts during **CY2008** were just under **1.3 million**. This was an 8.2% increase over the **CY2007** estimate of **1.2 million**.

Historically, the top five origin countries to visit MA have been Canada, the United Kingdom, Germany, France and Italy.

All travel to U.S. from MOTT target markets in March 2009

For CY 2009 through March 2009, visitation from Canada to U.S. dropped 13.2%, while W/European visits declined 17.7% compared to same period in 2008.

Source: Dept of Commerce, OTTI

Please see the chart below for domestic and international spending data in MA for **CY2008**.

Direct Economic Impact of Travel and Tourism, CY2007

Domestic and International travelers directly spent over \$15.1 billion in MA during 2007, up 6.6% from 2006. Domestic traveler spending increased 6% while international traveler spending increased 11.1%. Total expenditures generated \$943.5 million in state and local taxes for MA.

<i>2007 Expenditures in MA</i>	Domestic	International	Total
By Industry	(\$ Millions)	(\$ Millions)	(\$ Millions)
Public Transportation	\$4,392.9	\$231.9	\$4,624.8
Auto Transportation	1,908.7	24.6	1,933.3
Lodging	2,856.6	641.9	3,498.5
Foodservice	2,548.3	327.7	2,876.0
Entertainment & Recreation	769.4	148.6	918.0
General Retail Trade	870.5	423.4	1,293.9
2007 Totals	\$13,346.5	\$1,798.1	\$15,144.6

Direct travel expenditures in the U.S. in CY2007 totaled \$700 billion.

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, 2007)

MASSVACATION.COM Activity: May 2009 & CYTD Thru May 2009

The **MASSVACATION.COM** site had **102,472 visits** in **May 2009**, down 31.9% from 150,545 in May 2008. Additionally, there were **579,917** page views in May, down 24.0% from the **763,622** in 2008. The average time on the site was up 32.2% to **4 minutes 31 seconds**.

For CY2009 through May 2009, the total **visits** were **408,445** and the **page views** were **2,390,123**. The average time on the **site was 4 minutes 9 seconds**. The United States generated the most website visits with **352,825**. Canada followed with **16,606** and the United Kingdom was third with **7,581**.

The **Mass Value Pass** page had the most visits for CY2009 through May 2009 with 147,975. The top three region pages were Cape Code (39,880 views), Greater Boston (36,987), and Western Mass (30,414).

Source: MOTT- (Google Analytics)

GETAWAY GUIDE Distribution: May 2009

The total number of **2009 Getaway Guides** distributed in **May** was **26,126**. Of these, **17,104** were **individual requests from FARM** (the online fulfillment system). The remaining guides were sent to major information centers across the state (1,500), hotels and motels (200), and 1,500 were sent to AAA info centers.

(Source: FARM Monthly Report & MOTT Fulfillment Dept.)

Lesbian Gay Bisexual Transgender (LGBT): May 2009

The Community Marketing, Inc. 13th Annual LGBT Tourism Study found that **Boston** ranked **9th** with **17.1%** visitation among cities visited in the last 12 month for **Leisure (11.5%)** and **Business (5.6%)** by the LGBT community.

The **LGBT micro site** was launched on January 23 and the site utilization has been fantastic. Since inception thru May 2009 there have been 29,137 visits and 79,120 page views.

The top five information pages viewed were capemass, marriage, bostonmass, westmass, and southmass.

MOTT Updates and Activities from Tony D'Agostino: June 2009

Please note that the 2008 Tourism Industry Report is now on the website Research page.

A big thanx to Kevin Dillon, a MOTT summer intern, for putting this edition of TravelStats together.