



## MOTT TravelStats Newsletter - November/December 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: September

- September. Statewide lodging room demand was up 9.5% in September 2004 compared to September 2003, according to Smith Travel Research, Inc. Average daily room rate increased 4.9%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 69.6% in September 2004, up 8.6% over September 2003. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- YTD through September. Statewide lodging room demand is up 4.8% for the first three quarters of 2004 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased 4.8% and occupancy rates averaged 61.6%, up 3.9%. (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

September	% Occupancy
2004	69.6
2003	64.1
2002	65.9

YTD through September	% Occupancy
2004	61.6
2003	59.3
2002	61.7

SOURCE: SMITH TRAVEL RESEARCH, INC.  
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### Hotel Occupancy: October

- October. Statewide lodging room demand was up 5.9% in October 2004 compared to October 2003, according to Smith Travel Research, Inc. Average daily room rate increased 5.7%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 72.9% in October 2004, up 4.6% over October 2003. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- YTD through October. Statewide lodging room demand is up 5.0% for the first ten months of 2004 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased 5.0% and occupancy rates averaged 62.8%, up 4.0%. (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

October	% Occupancy
2004	72.9
2003	69.7
2002	71.4

YTD through October	% Occupancy
2004	62.8
2003	60.4
2002	62.7

SOURCE: SMITH TRAVEL RESEARCH, INC.  
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## Room Occupancy Tax Collections: October

- October 2004 total room occupancy tax collections increased 16.2% over October 2003 collections. Fiscal YTD through October, collections are up 14.0%. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal YTD through October 2004 Massachusetts Tourism Fund (MTF) collections were up 10.9% compared to 2003 collections (\$15.1 mil v. \$13.6 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

### Total Room Occupancy Tax Collections

October	\$ (000)	% Change
FY 2005	13,170	16.2
FY 2004	11,330	(4.7)
FY 2003	11,891	(1.6)
FY 2002	12,088	(26.0)
FY 2001	16,338	1.2
FY 2000	16,140	---

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

## Logan International Airport Passenger Volume

- In September, the number of domestic passengers arriving to and departing from Logan International Airport totaled more than 1.7 million, an increase 17.4% over September 2003. Year-to-date through September, domestic arrivals and departures are up 16.4%. (Source: Massport)
- The number of international passenger arrivals and departures increased 8.8% in September, compared to September 2003. Year-to-date through September, international passenger arrivals and departures total nearly 3.3 million, up 12.6% over 2003. (Source: Massport)

### Domestic Passenger Volume

September	(000)	% Change
2004	1,731	17.4
2003	1,474	1.6
2002	1,451	35.2
2001	1,074	(42.5)
YTD through September	(000)	% Change
2004	16,332	16.4
2003	14,030	(0.4)
2002	14,082	(12.9)
2001	16,172	(33.4)

(Source: Massport)

### International Passenger Volume

September	(000)	% Change
2004	354	8.8
2003	325	(8.1)
2002	354	(29.4)
2001	273	(7.4)
YTD through September	(000)	% Change
2004	3,270	12.6
2003	2,905	(3.0)
2002	2,995	(15.7)
2001	3,553	1.8

(Source: Massport)

## Museum and Attraction Attendance

Massachusetts' museum and attraction attendance was strong in both September and October. September attendance was up 18.2%, and October attendance was up 10.6%. (Source: MOTT aggregate of 22 Massachusetts museums and attractions; attendance based on Museum of Science Report)

## **Bradley International Airport Passenger Volume: September**

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In September, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 11.5%, compared to September 2003. Year-to-date through September, passenger volume has increased 6.7%. (Source: Bradley International Airport, CT Dept. of Transportation)

### **September Passenger Volume**

September	(000)	% Change
2004	486	11.5
2003	436	(5.8)
2002	462	25.0
2001	370	(33.8)
<b>YTD through September</b>		
YTD through September	(000)	% Change
2004	4,968	6.7
2003	4,658	(5.3)
2002	4,917	(8.5)
2001	5,376	(2.1)

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

## **Bradley International Airport Passenger Volume: October**

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In October, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 8.7%, compared to October 2003. Year-to-date through October, passenger volume has increased 6.9%. (Source: Bradley International Airport, CT Dept. of Transportation)

### **October Passenger Volume**

October	(000)	% Change
2004	608	8.7
2003	560	(1.6)
2002	569	9.3
2001	521	(21.4)
<b>YTD through October</b>		
YTD through October	(000)	% Change
2004	5,577	6.9
2003	5,219	(4.9)
2002	5,486	(7.0)
2001	5,897	(4.2)

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

## **MASSVACATION.COM Activity**

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During the month of October, the site registered 188,982 visits, an increase of 4.5% over October 2003. Visits originating in the U.S. represented 90.4% of visits, while visits from international countries represented 9.6% of visits. (Source: MOTT Web Analysis)

During the month of November, the site registered 265,301 visits, an increase of 124.6% over November 2003. Visits originating in the U.S. represented 91.5% of visits, while visits from international countries represented 8.5% of visits. (Source: MOTT Web Analysis)

## **Individual Getaway Guide Requests**

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The overall number of individual Getaway Guide requests decreased in October and in November. October requests totaled 4,351, (8.8%) fewer requests than October 2003, and November requests totaled 4,038, (2.1%) fewer requests than November 2003 (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)