



Office of Travel & Tourism

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MOTT TravelStats Newsletter -SEPTEMBER 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: August 2007

- During the month of August 2007, Massachusetts state wide lodging demand (1,868.1k) was up 6.7% compared to July 2006 (1,751.0k). The average daily room rate between these two periods increased 5.9% to \$145.15 from \$137.09. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 5.6 percentage points, from 72.9% to 77.0%. However, overall room revenue increased 13% to \$271.2 million from \$240.0 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2007 over the same period of 2006 by 3.9% from \$81.57 to \$84.75. Year to date occupancy rate remained constant at 62.8%, but room rate was up 4.0%. The prior period RevPar increase was 12.4%

Massachusetts Hotel Lodging Data

Month of August

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,868.1	145.15	77.0	\$271
2006	1,751.0	137.09	72.9	\$240
2005	1,733.2	127.74	73.1	\$221

REVPAR- CYTD thru August

Year	(\$'s)	Increase %
2007	84.75	3.9
2006	81.57	12.4
2005	72.59	3.8

Source: Smith Travel Research, Inc.(STR). Any re-use is prohibited.

Room Occupancy Taxes: August 2007 (Fiscal Year 2008)

- For the month of August 2007 (FY08) the room occupancy tax collections (\$18.6 million) increased by 3.0% over the August 2006 (FY07) collections of \$18.1 million. The August 2006 collections were up 15.6% compared to August 2005 (FY06) collections of \$15.7 million.
- For the Fiscal Year 2008 thru August 2007, room occupancy tax collections totalled over \$35 million, a 5.2% increase over the same period of FY07. The FY07 collections of \$34 million was 14.4% more than FY06.

Total Room Occupancy Tax Collections

Month of August Year	\$ (000)	% Change
FY 2008	18,637	3.0
FY 2007	18,101	15.6
FY 2006	15,657	- 0.1

FYTD thru August Year	\$ (000)	% Change
FY 2008	35,777	5.2
FY2007	34,002	14.4
FY2006	29,718	4.2

Source: Mass DOR Monthly Report of Collections and Refunds

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

Through the month of **August 2007 (FY08)**, Massachusetts Tourism Fund collections FYTD were up 3.8% compared to **August 2006 (FY07)** collections (\$9.02 million v. \$8.69 million). The **August 2006** collections FYTD were 9.7% higher than **August 2005** (\$8.69 million v. \$7.92 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: August 2007

Massachusetts museum and attraction attendance was up 6.2% for the month of **August 2007** compared to **August 2006** (1,548,545 visitors vs. 1,457,958 visitors). The total net visitor increase was 90,587 at the 54 reporting institutions.

Calendar year to date thru **August 2007**, attendance is up 3.6% compared to the same period in 2006 (8,392,374 visitors vs. 8,099,851 visitors)

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

Logan International Airport Passenger Volume: August 2007

- o In **August 2007**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.31 million, a 6.0% increase over the **August 2006** total. Calendar year-to-date there was an increase of 2.7% (16.32 mil vs. 15.89 mil).
- o The number of **international passenger** arrivals and departures increased in **August 2007** by 10.3% compared to **August 2006** (442k vs. 401k). Calendar year-to-date thru **August** there was an increase in volume of 0.6% (2.84 mil vs. 2.83 mil).

Domestic Passenger Volume			International Passenger Volume		
August	(000)	% Change	August	(000)	% Change
2007	2,307	6.0	2007	442	10.3
2006	2,176	3.7	2006	401	-5.8
2005	2,097	-0.2	2005	425	-1.3

Domestic Passenger Volume		
CYTD thru August	(000)	% Change
2007	16,325	2.7
2006	15,888	3.5
2005	15,346	5.1

International Passenger Volume		
CYTD thru August	(000)	% Change
2007	2,844	0.6
2006	2,826	-4.8
2005	2,969	1.8

(Source: Massport)

International Visitation to Massachusetts

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

Estimated international visitation to Massachusetts during 2006 was just under 1.6 million. This was a significant increase over the 2005 estimate of 1.4 million.

Canadian visitors accounted for more than a third of all international visits in 2006 at just under 600,000.

Please see the chart below for international spending data in 2006.

Sources: Department of Commerce (OTTI) and StatisticsCanada

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

The MASSVACATION.COM site had just over 47,520 unique visitor sessions in **September 2007**. Additionally, there were 300,541 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: September 2007

The total number of **2007/2008** Getaway Guides distributed in **September** was 49,416. There were 5,431 individual requests of which 5,358 were web based. The number of guides distributed through major information centers was 20,090.

(Source: FARM, MOTT Fulfillment System)

Calendar Year 2006 Economic Direct Impact of Travel

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.

<i>2006 Expenditures in MA</i> By Industry	Domestic (\$ Millions)	International (\$ Millions)	Total (\$ Millions)	% of Total
Public Transportation	4,168.6	216.4	4,385.0	30.9%
Auto Transportation	1,802.0	22.1	1,824.1	12.8%
Lodging	2,644.0	571.8	3,215.8	22.6%
Foodservice	2,403.8	296.8	2,700.6	19.0%
Entertainment & Recreation	733.2	135.7	868.9	6.1%
General Retail Trade	840.6	376.2	1,216.8	8.6%
2006 Totals	\$12,592.2	\$1,619.0	\$14,211.2	100.0%

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; November 2007

Hope the new international data sections are informative. The methodology used to estimate overseas visitation (excludes Canada) has been questioned by many state researchers. A state researcher group is currently working with a credit card company on another approach. Stay tuned.

Thanks to Cornelia Gerth, an intern here at MOTT, for helping with this months edition.