

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -September 2008

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 2008

- During the month of August 2008, Massachusetts state wide lodging room demand (1,864k) decreased 0.1% compared to August 2007 (1,866k). The average daily room rate between these two periods increased by 2.7% to \$148.30 from \$144.40. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 1.5 percentage points to 75.4% from 76.9%. Overall room revenue increased 2.6% to \$276.5 million from \$269.5 million.
- REVPAR, which is a function of occupancy rate and room rate, increased for CYTD thru August 2008 over 2007 by 4.4% to \$88.50 from \$84.74. Occupancy was up 0.1% and the room rate was up 4.3%.

Massachusetts Hotel Lodging Data

Month of August

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2008	1,864	148.30	75.4	\$276.5
2007	1,866	144.40	76.9	\$269.5
2006	1,752	136.97	72.9	\$240.0

REVPAR- CYTD thru August

Year	(\$'s)	% Change
2008	88.50	4.4
2007	84.74	3.9
2006	81.59	12.4

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

Room Occupancy Taxes: August 2008 (Fiscal Year 2009)

- For the month of August 2008, the room occupancy tax collections of \$19.2 million increased by 3.1% over the August 2007 (FY08) collections of \$18.6 million. The August 2007 collections were a 3.0% increase over the August 2006 (FY07) collections of \$18.1 million.

Total Room Occupancy Tax Collections

Month of August

Year	\$ (000)	% Change
FY2009	19,206	3.1
FY2008	18,637	3.0
FY2007	18,101	15.6

Source: Mass DOR Monthly Report of Collections and Refunds

Massachusetts Tourism Fund (MTF) Collections: FYTD August 2008 (FY09)

For FY2009 thru the month of **August**, Massachusetts Tourism Fund collections were up 1.2% compared to the August 2007 (FY2008) collections (\$9.13 million v. \$9.03 million). The FYTD August 2007 collections were 9.7% higher than August 2006 (FY2007 (\$9.03 million v. \$8.69 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: August 2008

Massachusetts' museum and attraction attendance increased 5.3% in the month of August 2008 compared to August 2007 (1,642,148 visitors v. 1,559,803 visitors). The total net visitor increase was 82,345 at the 57 reporting institutions. Calendar year to date thru August attendance is up 3.5% to 8,792,410 from the 8,491,693 attendees during the same period in 2007.

(Source: MOTT aggregate of 57 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: August 2008

- In **August 2008**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.096 million, a decrease of 9.1% from the August 2007 total of 2.307 million. Calendar year to date the volume is down 6.3% from prior year.
- The number of **international passenger** arrivals and departures decreased in August 2008 by 2.8% compared to August 2007. CYTD the volume is down by 0.5% from prior year.

Domestic Passenger Volume

August	(000)	% Change
2008	2,096	-9.1
2007	2,307	6.0
2006	2,176	3.7

International Passenger Volume

August	(000)	% Change
2008	430	-2.8
2007	442	10.3
2006	401	-5.8

Domestic Passenger Volume

CYTD thru August	(000)	% Change
2008	15,293	-6.3
2007	16,325	2.7
2006	15,888	3.5

International Passenger Volume

CYTD thru August	(000)	% Change
2008	2,829	-0.5
2007	2,844	0.6
2006	2,826	-4.8

(Source: Massport)

International Visitors to Massachusetts in CY2007 and to U.S. in CY08

	Visitors to Massachusetts		Percentage change in Visitors to U.S. in CY08 thru July
	2007 Visitors (000s)	2007 SHARE of MARKET	
ALL OVERSEAS	1,171	4.9%	10.1%
WESTERN EUROPE	684	5.9%	17.3%
Canada	604	3.6%	13.6%
United Kingdom	243	5.4%	7.9%
Germany	85	5.6%	19.7%
Japan	64	1.8%	-3.9%
Ireland	48	9.7%	17.0%
France	47	4.7%	26.6%
Italy	41	6.7%	26.8%
Netherlands	28	5.6%	28.7%
Brazil	28	4.4%	20.4%
Spain	28	5.4%	33.2%
Argentina	18	6.7%	20.8%

Estimated international visitation (All Overseas plus Canada) to Massachusetts during **CY2007** was just under **1.8 million**. This was a significant increase over the **CY2006** estimate of **1.7 million**.

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

Canadian visitors accounted for more than a third of all international visits to MA in **CY2007** at just over 604,000.

For **CY2007**, international visitation to the U.S. increased by 11% to 56.7 million. Canadian visitation increased by 10.9% while Overseas visitation increased 10.3%. Western European visitors to the U.S. increased by 12.6%

Data from OTTI for **CYTD thru July 2008** show significant increases in visitors to the **U.S.** from Overseas (up 10.1%), Western Europe (up 17.3%) and Canada (up 13.6%) suggesting good news for MA also.

Please see the chart below for domestic and international spending data in MA for **CY2007**.

(Sources: Department of Commerce (OTTI) and StatisticsCanada)

Direct Economic Impact of Travel and Tourism, CY2007

Domestic and International travelers directly spent over \$15.1 billion in Massachusetts during CY2007, up 6.6% from CY2006. Domestic traveler spending increased 6% while International traveler spending (helped by the strength of foreign currencies) increased 11.1%. These expenditures generated \$943.5 million in state and local taxes for Massachusetts.

<i>2007 Expenditures in MA</i> By Industry	Domestic (\$ Millions)	International (\$ Millions)	Total (\$ 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 over \$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, 2007)

MASSVACATION.COM Activity: September 2008

The MASSVACATION.COM site had **61,470** unique visits in **September 2008**. Additionally, there were **355,077** page views. Both these values were a significant increase from **September 2007** when there were **47,520** unique visits and **300,541** page views.

For **Q3 CY2008** (July, August, September), the total unique visits were **258,397** and the page views were **1,622,869**. The median length of a visit was **4 minutes and 33 seconds**. Visitors from the **United States** visited the website most frequently with **221,871** sessions. **Canada** followed with **11,841** visits and the **United Kingdom** was third with **5,689** visits.

Also for **Q3** (and other than the homepage) the **find lodging page** was visited more than any other page on the website (**38,214 visits**). Of the pages that individually profiled regions or super regions **Cape Cod (32,865 visits)**, **Western Mass (31,609 visits)**, and **Greater Boston (30,219 visits)** were the top three. The **Tours Information** page was the number 4 visited page with **31,929** visits. Additionally, the **90 Spots** and **50 under 50 pages** were in the top ten with **28,079** and **26,447** visits respectively.

Source: MOTT- (Google Analytics)

GETAWAY GUIDE Individual and Bulk Distribution: September 2008

The total number of **2008 Getaway Guides** distributed in **September** was **33,316**. Of these, **3,595** were individual requests from FARM, the online system, **19,740** went to visitor information centers and there were **8** individual requests for the **Student Guide**. Also, **1,360** guides were sent to AAA travel offices.

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

Lesbian Gay Bisexual Transgender (LGBT): August 2008

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.

MOTT Updates and Activities from Tony D'Agostino: October 2008

Please note that the **Economic Impact of Travel and Tourism to MA for CY2007** are included in this edition.

A big thank you to Lucia Marconi for her work in pulling this edition of TravelStats together.