

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -April 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: March 2007

- During the month of March 2007, Massachusetts state wide lodging room demand (1,250.6k) was up 3.5% compared to March 2006 (1,208.4k). Additionally, the average daily room rate between these two periods increased 4.7% to \$122.64 from \$117.14. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 0.4 percentage points to 55.4% from 55%. Overall room revenue increased 8.3% to \$153.3 million from \$141.6 million.
- REVPAR, which is a function of occupancy rate and room rate, increased, so far in 2007 over 2006 by 3.8% to \$58.24 from \$56.13. Year to date occupancy rate was down 1.4% but room rate was up 5.2%. The prior year's RevPar increase was 9.3%

Massachusetts Hotel Lodging Data

Month of March

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,250.6	122.64	55.4	\$153
2006	1,208.4	117.14	55.0	\$142
2005	1,146.8	109.11	52.5	\$125

REVPAR- CYTD thru March

Year	(\$'s)	Increase
2007	58.24	3.8%
2006	56.13	9.3%
2005	51.34	7.1%

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

Room Occupancy Taxes: March 2007 (Fiscal Year 2007)

- For the month of March 2007 (FY07) the room occupancy tax collections (\$8.2 million) increased by 10.4% over the March 2006 (FY06) collections of \$7.4 million. The March 2006 collections were up 5.9% compared to March 2005 (FY05) collections of \$7.1 million.
- For the Fiscal Year 2007 thru March 2007, room occupancy tax collections totalled over \$119.5 million, a 9.8% increase over the same period of FY06. The FY2006 collections of \$108.9 million was 6.2% more than FY2005.

Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of March

Year	\$ (000)	% Change
FY 2007	8,253	10.4%
FY 2006	7,475	5.9%
FY 2005	7,052	38.4%

FYTD thru March

Year	\$ (000)	% Change
FY 2007	119,524	9.8%
FY2006	108,883	6.2%
FY2005	102,515	15.7%

Massachusetts Tourism Fund (MTF) Collections: March 2007 (FY07)

Through the month of **March 2007 (FY07)**, Massachusetts Tourism Fund collections FYTD were up 6.2% compared to **March 2006 (FY06)** collections (\$29.9 million v. \$28.2 million). The **March 2006** collections FYTD were 7.2% higher than **March FY05** (\$28.2 million v. \$26.3 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: March 2007

Massachusetts' museum and attraction attendance was down 7.7% for the month of **March 2007** compared to **March 2006** (658,330 visitors vs. 713,348 visitors). The total net visitor decrease was over 55,018 at the 54 reporting institutions. The two largest drawing institutions, The Museum of Fine Arts and The Museum of Science reported a drop in attendance of 12.5% and 13.1%, respectively. Institutions with significant attendance increases included: Boston Duck Tours, which reported a visitor increase of 52.1% in **March 2007** over **March 2006** (5,735 vs. 3,770), and ZNE: Franklin Park Zoo, which reported an attendance increase of 32.4% (16,213 vs. 12,244).

Calendar year to date thru **March 2007**, attendance is down 3.7% compared to the same period in 2006 (1,723,954 visitors vs. 1,790,183 visitors)

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

Logan International Airport Passenger Volume: March 2007

- In **March 2007**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.08 million, matching the **March 2006** total. Calendar year-to-date there was an increase of 0.4% (5.39 mil vs. 5.36 mil).
- The number of **international passenger** arrivals and departures decreased in **March 2007** by 2.3% compared to **March 2006** (340k v. 348k). Calendar year-to-date thru **March** there was a decrease in volume of 3.0% (869k vs. 896k).

Domestic Passenger Volume

March	(000)	% Change
2007	2,088	0.2
2006	2,083	6.5
2005	1,957	9.3

International Passenger Volume

March	(000)	% Change
2007	340	-2.3
2006	348	-4.5
2005	365	-0.3

Domestic Passenger Volume

CYTD thru March	(000)	% Change
2007	5,389	0.4
2006	5,365	6.4
2005	5,042	7.5

International Passenger Volume

CYTD thru March	(000)	% Change
2007	869	-3.0
2006	896	-5.3
2005	946	-0.6

(Source: Massport)

MASSVACATION.COM Activity: April 2007

The MASSVACATION.COM site had just over 81,548 unique visitor sessions in **April 2007** (up nearly 3% from April 2006). Additionally, there were 562,939 page views (up 2.9%).

During the **first quarter of 2007** there were 204,704 Unique Visits to the site and over 1,351,000 Page Views.

The top non-navigational pages visited during the **first quarter of 2007** were Winter Lodging Specials, 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 First Quarter Highlights

The top **GO** categories were Regions, Travel Resources and Special Offers.

The top Regions pages visited were Boston/ Cambridge, Cape Cod and North of Boston.

The top **DO** categories were Outdoor Activities, History and Tours.

The top **DO** pages were Museums, Skiing and Freedom Trail.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: April 2007

Just over 32,000 **2007/2008** Getaway Guides were distributed in April. Nearly 7,900 were delivered to Major Information Centers and another 8,800 individual requests were filled. Of the individual requests, 7,800 came through the massvacation.com web site.

Calendar year to date, there have been 487,600 **2007/2008** guides distributed. Over 230,000 were shipped bulk directly from the printer. Of these, a total of 210,000 went to the New York Times. Additionally, over 73,000 went to Major Information Centers and 36,000 individual requests were filled (32,700 web based).

(Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)



MOTT Updates and Activities from Tony D'Agostino: June 2007

MOTT'S print and TV ads are now in market and the preliminary results look good. We are tracking awareness while the campaign is running for the first time this year. Please look for the ads and any feedback you might have, please share.