



**Office of Travel & Tourism**

massvacation.com

**MOTT TravelStats Newsletter -April 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](mailto:Tony.Dagostino@state.ma.us).

**Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: March 2009**

- During the month of March 2009, Massachusetts state wide lodging room demand (1,112k) decreased 9.6% compared to March 2008 (1,229k). The average daily room rate between these two periods decreased by 7.5% to \$119.33 from \$128.94. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 5.7 percentage points to 47.7% from 53.4%. Overall room revenue decreased 16.3% to \$132.7 mil from \$158.2 mil.
- REVPAR, which is a function of occupancy rate and room rate, decreased for CYTD 2009 over same period in CY2008 by 18.5% to \$50.89 from \$62.42. Occupancy was down 11.7% and the room rate decreased by 7.7%.

**Massachusetts Hotel Lodging Data**

Month of March

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2009	1,112	119.33	47.7	132.7
2008	1,229	128.94	53.4	158.5
2007	1,248	122.70	55.1	153.1

REVPAR- Calendar Year 2009 thru March

Year	(\$'s)	% Change
2009	50.89	-18.5
2008	62.42	7.0
2007	58.32	3.9

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

**Room Occupancy Taxes: March 2009 (Fiscal Year 2009)**

- For the month of March 2009 (FY09), the net room occupancy tax collections of \$7.3 million decreased by 22.4% from the March 2008 (FY08) collections of \$9.3 million. The March 2008 collections were a 13.8% increase over the March 2007 (FY07) collections of \$8.3 million.
- For the Fiscal Year 2009 thru March 2009, net room occupancy tax collections totalled \$126.9 million, a 4.8% decrease from the same period of FY08. The FY08 collections of \$133.3 million were 11.5% more than the FY07 collections of \$119.5 million.

**Total Room Occupancy Tax Collections**

Month of March

Year	\$ (000)	% Change
FY2009	7,293	-22.4
FY2008	9,393	13.8
FY2007	8,253	10.4

FYTD thru March

Year	\$ (000)	% Change
FY2009	126,859	-4.8
FY2008	133,297	11.5
FY2007	119,524	9.8

Source: Mass DOR Monthly Report of Collections and Refunds

**Mass Tourism Fund (MTF) Collections: FYTD March 2009 (FY09)**

The FY2009 to date thru March 2009 Massachusetts Tourism Fund collections were down 5.4% compared to the collections for the same period in FY2008 (\$30.7 million v. \$32.4 million). The FYTD March 2008 collections were 8.2% higher than the FYTD March 2007 collections (\$32.4 million v. \$29.9 million).

Source: Mass DOR Monthly Report of Collections and Refunds

**Museum and Attraction Attendance: March 2009 and CYTD 2009**

Massachusetts' museum and attraction attendance decreased 2.7% in the month of March 2009 compared to March 2008 (689,808 visitors v. 718,496 visitors). The total net visitor decrease was 19,688 at the 57 institutions reporting visitor data.

For all of calendar year 2009 thru March attendance was up 3.0% to 1.9 million from the 1.8 million attendees during the same period in 2008.

(Source: Museum of Science Monthly attendance report)

**Logan International Airport Passenger Volume: March 2009**

- In **March 2009**, the number of **domestic passenger** arrivals and departures from Logan International Airport totaled 1.8 million, a decrease of 8.7% from the March 2008 total of 1.9 million. Calendar year to date thru March the total was 4.6 million down 10.1%.
- The number of **international passenger** arrivals and departures decreased in March 2009 by 13.2% compared to March 2008 to 295,000 from 340,000. Calendar year to date totals thru March are down 14.5% to 764,000 from 893,000.

**Domestic Passenger Volume**

March	(000)s	% Change
2009	1,765	-8.7
2008	1,932	-7.5
2007	2,088	0.2

**International Passenger Volume**

March	(000)s	% Change
2009	295	-13.2
2008	340	-0.1
2007	340	-2.3

**Domestic Passenger Volume**

CYTD	(000)s	% Change
2009	4,597	-10.1
2008	5,116	-5.1
2007	5,389	0.4

**International Passenger Volume**

CYTD	(000)s	% Change
2009	764	-14.5
2008	893	2.8
2007	869	-3.0

(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
<b>Massachusetts</b>	6,733,000	34.7%
<b>New York</b>	2,500,000	12.9%
<b>Connecticut</b>	1,997,000	10.3%
<b>New Hampshire</b>	1,022,000	5.3%
<b>Rhode Island</b>	800,000	4.1%
<b>California</b>	631,000	3.3%
<b>Florida</b>	626,000	3.2%
<b>New Jersey</b>	575,000	3.0%
<b>Maine</b>	525,000	2.7%
<b>Virginia</b>	401,000	2.1%
<b>Pennsylvania</b>	386,000	2.0%
<b>Vermont</b>	380,000	2.0%
<b>All Other States</b>	2,803,000	14.5%
<b>All New England States</b>	11,457,000	59.1%
<b>All Mid Atlantic States</b>	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 February
	2008 Visitors (000s)	2008 SHARE of MARKET	
<b>ALL OVERSEAS</b>	<b>1,267</b>	<b>5.0%</b>	<b>-9.4%</b>
<b>WESTERN EUROPE</b>	<b>720</b>	<b>5.9%</b>	<b>-13.0%</b>
<b>Canada</b>	<b>n/a</b>	<b>n/a</b>	<b>-10.8%</b>
<b>United Kingdom</b>	<b>237</b>	<b>5.2%</b>	<b>-21.9%</b>
<b>Germany</b>	<b>123</b>	<b>6.9%</b>	<b>-12.1%</b>
<b>Japan</b>	<b>62</b>	<b>1.9%</b>	<b>-11.4%</b>
<b>Ireland</b>	<b>52</b>	<b>9.7%</b>	<b>-15.2%</b>
<b>France</b>	<b>57</b>	<b>4.6%</b>	<b>1.1%</b>
<b>Italy</b>	<b>58</b>	<b>7.5%</b>	<b>0.1%</b>
<b>Netherlands</b>	<b>33</b>	<b>5.4%</b>	<b>-10.1%</b>
<b>Brazil</b>	<b>45</b>	<b>5.9%</b>	<b>12.6%</b>
<b>Spain</b>	<b>32</b>	<b>4.9%</b>	<b>-7.6%</b>
<b>Argentina</b>	<b>16</b>	<b>5.1%</b>	<b>14.0%</b>

**Travel to Massachusetts from MOTT target markets in CY2008**

Estimated OVERSEAS visits to Massachusetts during CY2008 was just under **1.3 million**. This was a 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 CY2008 and February 2009**

For CY 2009 through February 2009, visitation from Canada to U.S. dropped 10.8%, while W/European visits declined 13% 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>	<b>Domestic</b>	<b>International</b>	<b>Total</b>
<b>By Industry</b>	(\$ 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
<b>2007 Totals</b>	<b>\$13,346.5</b>	<b>\$1,798.1</b>	<b>\$15,144.6</b>

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: April 2009 & CYTD Thru April 2009

The **MASSVACATION.COM** site had **112,531 unique visits** in **April 2009**, down 1% from 114,076 in April 2008. Additionally, there were **564,175 page views** in April, down 9% from the **617,580** in 2008. The average time on the site was up almost 5% to **3 minutes 46 seconds**.

For CY2009 through April 2009, the total **visits** were **305,973** and the **page views** were **1,810,206**. The average time on the **site was 4 minutes 1 second**. The United States generated the most website visits with **262,985**. Canada followed with **12,016** and the United Kingdom was third with **6,034**.

The **Mass Value Pass** page had the most visits for CY2009 through April 2009 with 106,683. The top three region pages were Cape Code (28,775 views), Greater Boston (28,585), and Western Mass (23,183).

Source: MOTT- (Google Analytics)

**GETAWAY GUIDE Distribution: April 2009**

The total number of **2009 Getaway Guides** distributed in **April** was **73,041**. Of these, **7,247** were **individual requests from FARM** (the online fulfillment system). The remaining guides were sent to major information centers across the state (7,200), hotels and motels (1,100), and 1,500 were sent to AAA info centers.

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

**Lesbian Gay Bisexual Transgender (LGBT): April 2009**

The Community Marketing, Inc. 13<sup>th</sup> Annual LGBT Tourism Study found that **Boston** ranked **9<sup>th</sup>** 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 April 2009 there have been 17,352 visits and 63,284 page views.

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

**MOTT Updates and Activities from Tony D'Agostino: May 2009**

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

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