



MOTT TravelStats Newsletter - August 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

- o June. Statewide lodging room demand was up 4.4% in June 2004 compared to June 2003, according to Smith Travel Research, Inc., exceeding demand in both June 2002 and 2003. Average daily room rate increased 5.2%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 69.8% in June 2004, up 3.6% over June 2003, exceeding occupancy in both June 2002 and 2003. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- o YTD through June. Statewide lodging room demand is up 4.6% for the first six months of 2004 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased 3.1% and occupancy rates averaged 56.3%, up 3.7%. (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

June	% Occupancy
2004	69.8
2003	67.4
2002	69.3

YTD through June	% Occupancy
2004	56.3
2003	54.3
2002	57.0

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

- o July 2004 total room occupancy tax collections increased 12.4% over July 2003 collections. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- o July 2004 Massachusetts Tourism Fund (MTF) collections were up 10.5% compared to July 2003 collections (\$3.37 mil v. \$3.05 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

Total Room Occupancy Tax Collections

July	\$ (000)	% Change
2004	12,834	12.4
2003	11,418	(5.6)
2002	12,110	(11.4)

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

Logan International Airport Passenger Volume

- In June, the number of domestic passengers arriving to and departing from Logan International Airport increased 17.0%, compared to June 2003. Year-to-date through June, domestic arrivals and departures are up 16.7%. (Source: Massport)
- The number of international passenger arrivals and departures increased 8.6 % in June, compared to June 2003. Year-to-date through June, international passenger arrivals and departures are up 15.2%. (Source: Massport)

Domestic Passenger Volume

June	(000)	% Change
2004	2,011	17.0
2003	1,718	(0.2)
2002	1,722	(12.3)
YTD through June		
June	(000)	% Change
2004	10,450	16.7
2003	8,951	(0.4)
2002	8,986	(16.8)

(Source: Massport)

International Passenger Volume

June	(000)	% Change
2004	390	8.6
2003	360	(0.6)
2002	362	(18.7)
YTD through June		
June	(000)	% Change
2004	2,056	15.2
2003	1,784	(3.0)
2002	1,840	(21.6)

(Source: Massport)

Bradley International Airport Passenger Volume

- In June, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 10.2%, compared to June 2003. Year-to-date through June, passenger volume has increased 6.8%. (Source: Bradley International Airport, CT Dept. of Transportation)

Passenger Volume

June	(000)	% Change
2004	567	10.2
2003	515	(9.9)
2002	571	(8.6)
YTD through June		
June	(000)	% Change
2004	3,255	6.8
2003	3,048	(5.5)
2002	3,224	(11.0)

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

MASSVACATION.COM Activity

During the month of July, the site registered 372,800 visits, a decline of (17.3%) over July 2003. Visits originating in the U.S. represented 94% of visits, while visits from international countries represented 6% of visits. (Source: MOTT Web Analysis)

Individual Getaway Guide Requests

- The overall number of individual Getaway Guide requests in July was down (16.3%) compared to July 2003. Requests originating from all sources were down. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)