



**Office of Travel & Tourism**

massvacation.com

**MOTT TravelStats Newsletter -February 2006**

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 and Revenue Data: December 2005**

- During the month of December 2005, Massachusetts state wide lodging room demand was up 3.1% compared to December 2004 (977k v. 948k). Also, the average daily room rate for these two periods increased 5.6% to \$108.50 from \$102.79. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 1.1 percentage points to 43.7% from 42.6%. Overall room revenue increased 8.8% to \$106.1 million from \$97.5 million.
- For the calendar year to date through December 2005, Massachusetts state wide lodging room demand was up 1.1% over the same period in 2004 (16,662k v. 16,488k). Room rates increased 4.2% to \$120.64 from \$115.82 and occupancy rates averaged 60.9%, up from 60.5%. Overall room revenue increased 5.3% to \$2,010 million from \$1,910 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2005 over 2004 by 8.1% for the month of December and 4.8% for CYD through December.  
\* (Source: Smith Travel Research, Inc.(STR). Any re-use of this data without the written permission of STR is prohibited)

**Massachusetts Hotel Lodging Data \***

Month of December

Year	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2005	977	108.50	43.7%	\$106.1
2004	948	102.79	42.6%	\$ 97.5
2003	926	100.23	41.8%	\$ 92.8

Calendar Year to Date through December

CYD	DEMAND (000's)	RATE (\$'s)	OCCUP'Y	REVENUE (millions)
2005	16,662	120.64	60.9%	\$2,010
2004	16,488	115.82	60.5%	\$1,910
2003	15,794	108.79	58.2%	\$1,734

REVPAR- Month and Calendar Year to Date

	December(\$'s)	CYD(\$'s)
2005	47.37	73.43
2004	43.84	70.08
2003	41.94	63.89

**Room Occupancy Taxes: January 2006 & Fiscal Year to Date through January 2006**

- For the month of January 2006 (FY 2006) room occupancy tax collections of \$7.9 million increased 9.9% over the January 2005 (FY2005) collections of \$7.2 million. January 2005 saw a 12.3 % increase in collections over January 2004.
- For the fiscal year to date period through January 2006, room occupancy tax collections were up 5.9% from the corresponding period in FY2005. And the FY2006 collections thru January were up over 20% from the FY2004 corresponding period.  
Source: Mass DOR Collections and Refunds

**Total Room Occupancy Tax Collections**

Month of January

Year	\$ (000)	% Change
FY 2006	7,913	9.9
FY 2005	7,200	12.3
FY 2004	6,408	n/a

Fiscal Year to Date through January

Year	\$ (000)	% Change
FY 2006	94,418	5.9
FY 2005	89,123	13.9
FY 2004	78,186	n/a

## Massachusetts Tourism Fund (MTF) Collections: January 2006

Fiscal YTD through January 2006 (FY2006) Massachusetts Tourism Fund (MTF) collections were up 7.0% compared to January FY2005 collections (\$24.6 million v. \$23.0 million). The FY2005 collections were 10.6% higher than the same period in FY2004 (\$23.0 million v. \$20.8 million).

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

## Museum and Attraction Attendance: December 2005

Massachusetts' museum and attraction attendance was up sharply (14.1%) in the month of December 2005 compared to December 2004 (668,777 visitors v. 586,071 visitors). Calendar year to date through December 2005 there were 11,396,444 visitors compared to 11,427,848 visitors for the corresponding period in 2004. This was a 0.4% drop.

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

## Logan International Airport Passenger Volume: December 2005

- In December 2005, the number of domestic passengers arriving to and departing from Logan International Airport totaled nearly 1.71 million, an increase of 1.8% from the December 2004 total of 1.68 million. The calendar year to date through December 2005 domestic arrivals and departures totaled 22.7 million, up 4.1% over the 2004 total of 21.8 million. (Source: Massport)
- The number of international passenger arrivals and departures decreased slightly in December 2005, down 3.2 % compared to December 2004 (283,000 v. 292,000). Calendar YTD through December 2005, international passenger arrivals and departures totaled 4.23 million, up 0.8% over the 2004 total of 4.20 million. (Source: Massport)

### Domestic Passenger Volume

December	(000)	% Change
2005	1,713	1.8
2004	1,683	12.3
2003	1,499	n/a
Calendar Year YTD	(000)	% Change
2005	22,729	4.1
2004	21,830	15.6
2003	18,890	n/a

(Source: Massport)

### International Passenger Volume

December	(000)	% Change
2005	283	-3.2
2004	292	0.8
2003	290	n/a
Calendar Year YTD	(000)	% Change
2005	4,237	0.8
2004	4,202	10.1
2003	3,816	n/a



## MASSVACATION.COM Activity: Calendar Year

The MASSVACATION.COM web site had 2,432,980 visits in 2005. The daily average was 6,665 and the average visit length was 6 minutes and 41 seconds. Visits from the U.S. made up 91.5% of the total and international the remaining 8.5%. There were just under 1.4 million unique visits and over 120 thousand visitors who visited more than once.

## GETAWAY GUIDE Individual and Bulk Distribution: February 2006

The total number of Getaway Guides distributed during February was 171,222. A breakout by category is as follows: Individual (8,742), Major Info Centers (40,625), MA Hotels (13,965), Parks/Campgrounds (6,440), Trade Shows/Conventions (26,465), AAA Travel Offices (16,275), other (58,710).

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

## MOTT Updates and Activities from Tony D'Agostino: March 2006

Please note **MASSVACATION.COM** web site activity for 2005 has been updated in this month's **TravelStats**. Additionally, Getaway Guide bulk distribution data is included for the first time just up above. I hope that those of you who attended the Governor's Conference last month had a productive and fun time. You will be receiving a survey soon...please take the time to complete and submit. Your participation in the survey will help continue to enhance the already fabulous event.

*Massachusetts*

**29<sup>th</sup> ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM**  
**March , 2007 • Worcester, Massachusetts**

Join your colleagues in the tourism and hospitality industries for the most important annual gathering of travel businesses in Massachusetts. This jam-packed two-day conference promises to be the best ever and will offer quality keynote addresses, breakout sessions and networking opportunities designed to keep you informed about the current state of the industry, marketing trends and the latest research.

**For details, and to register, visit [massvacation.com/conference](http://massvacation.com/conference) later this year**