



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -February 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: January 2008

- During the month of January 2008, Massachusetts state wide lodging room demand (\$1.0 million) was up 5.3% compared to January 2007 (953k). The average daily room rate between these two periods increased by 5.8% to \$119.01 from \$112.45. Occupancy rates, which reflect changes in both supply and demand for rooms, increased by 1.90 percentage points to 44.5% from 42.6%. Overall room revenue increased 11.5% to \$119.5 million from \$107.2 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2008 over 2007 by 10.4% to \$52.93 from \$47.93. Occupancy was up 4.5% and the room rate was up 5.8%. The prior year's RevPar decreaseb by 0.8%

Massachusetts Hotel Lodging Data

Month of January

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2008	1000.0	119.01	44.5	\$119.5
2007	953.0	112.45	42.6	\$107.2
2006	965.8	108.45	44.5	\$104.7

REVPAR- CYTD thru January

Year	(\$'s)	% Change
2008	52.93	10.4%
2007	47.93	-0.8%
2006	48.31	8.0%

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

Room Occupancy Taxes: January 2008 (Fiscal Year 2008)

- For the month of January 2008 (FY08) the room occupancy tax collections of \$9.2 million increased by 2.5% over the January 2007 (FY07) collections of \$8.9 million. The January 2007 collections were up 13.7% compared to January 2006 (FY06) collections of \$7.9 million.
- For the Fiscal Year 2008 thru January 2008, room occupancy tax collections totalled almost \$115.7 million, a 10.9% increase over the same period of FY07. The FY2007 collections of \$104.2 million were a 10.1% increase over the FY06 collections of \$94.4 million.
Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of January

Year	\$ (000)	% Change
FY2008	9,217	2.5%
FY 2007	8,996	13.7%
FY 2006	7,912	9.9%

FYTD thru January

Year	\$ (000)	% Change
FY2008	115,668	10.9%
FY 2007	104,249	10.1%
FY2006	94,417	5.9%

Massachusetts Tourism Fund (MTF) Collections: January 2008(FY08)

Through the month of **January 2008 (FY08)**, Massachusetts Tourism Fund collections FYTD were up 8.0% compared to January 2007 (FY07) collections (\$28.3 million v. \$26.2 million). The January 2007 collections FYTD were 6.5% higher than January 2006 (FY06) (\$26.2 million v. \$24.6 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: January 2008

Massachusetts' museum and attraction attendance was down 4.9% in the month of January 2008 compared to January 2007 (496,890 visitors vs. 522,735 visitors). The total net visitor decrease was over 25,845 at the 55 reporting institutions.

(Source: MOTT aggregate of 55 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: January 2008

- In **January 2008**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled over 1.54 million, a decrease of 6.8% from the January 2007 total of 1.65 million.
- The number of **international passenger** arrivals and departures increased in January 2008 by 2.7% compared to January 2007 (279k v. 272k).

Domestic Passenger Volume

January	(000)	% Change
2008	1,542	-6.8
2007	1,654	1.6
2006	1,629	7.9

International Passenger Volume

January	(000)	% Change
2008	279	2.7
2007	272	-2.8
2006	280	-6.5

Domestic Passenger Volume

CYTD thru January	(000)	% Change
2008	1,542	-6.8
2007	1,654	1.6
2006	1,629	7.9

International Passenger Volume

CYTD thru January	(000)	% Change
2008	279	2.7
2007	272	-2.8
2006	280	-6.5

(Source: Massport)

International Visitors to Massachusetts in CY2006 and to U.S. in CY2007

Estimated international visitation to Massachusetts during CY2006 was just under 1.6 million. This was a significant increase over the CY2005 estimate of 1.4 million.

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

Canadian visitors accounted for more than a third of all international visits in CY2006 at just fewer than 600,000.

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

Please see the chart below for international spending data for CY2006.

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

MASSVACATION.COM Activity: February 2008 and CY2007

The **MASSVACATION.COM** site had over **65,500** unique visitor sessions in **February 2008** (up 2% from January 2007). Additionally, there were just under **385,000** page views.

In Calendar year 2007 the site had **782,500** unique visitor sessions and **5,239,300** page views. The most active month was May with 109,300 visits and the least active month was December with 34,400. The top origin country for visitors was the United States with 698,000 visits, 89% of total, followed by Canada (35,500), United Kingdom (18,600), Germany (6,300) and Italy (4,200).

For calendar year 2007, MOTT changed the software used to analyze visitors to the web site. Additionally, mid way though the year, the site was completely overhauled and updated. These two changes make comparisons with previous years difficult at best.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: February 2008

The total number of 2008 Getaway Guides distributed in February was 289,517. Of these, 210,000 were distributed with the New York Times. Another 23,000 were sent to e-mail subscribers and previous customers. Just under 23,000 were sent to major information centers, 8200 went to trade shows and 10,200 were sent to AAA offices throughout New England, the U.S. and Canada.

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

Direct Economic Impact of Travel and Tourism, CY2006

Domestic and International travelers directly spent over \$14.2 billion in Massachusetts during CY2006, up 8.6% from CY2005. Domestic traveler spending increased 7.7% while International traveler spending (helped by the strength of foreign currencies) increased 16%. These expenditures generated \$887.2 million in state and local taxes for Massachusetts.

<i>2006 Expenditures in MA</i> By Industry	Domestic (\$ Millions)	International (\$ Millions)	Total (\$ Millions)
Public Transportation	4,168.6	216.4	4,385.0
Auto Transportation	1,802.0	22.1	1,824.1
Lodging	2,644.0	571.8	3,215.8
Foodservice	2,403.8	296.8	2,700.6
Entertainment & Recreation	733.2	135.7	868.9
General Retail Trade	840.6	376.2	1,216.8
2006 Totals	\$12,592.2	\$1,619.0	\$14,211.2

Direct travel expenditures in the U.S. in CY2006 totaled just under \$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, 2006)



MOTT Updates and Activities from Tony D'Agostino; March 2008

The media FY2008 media campaign is in place...keep an eye out for the many attractive Massachusetts destinations in the ads.