

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - June 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: May 2008

- During the month of May 2008, Massachusetts state wide lodging room demand (1,618k) increased 2.0% compared to May 2007 (1,588k). The average daily room rate between these two periods increased by 3.1% to \$145.46 from \$141.06. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 0.1 percentage points to 65.8% from 65.9%. Overall room revenue increased 5.0% to \$235.3 million from \$224 million.

- REVPAR, which is a function of occupancy rate and room rate, increased in CYTD May 2008 over 2007 by 7.0% to \$75.25 from \$70.32. Occupancy was up 1.6% and the room rate was up 5.3%.

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 May

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2008	1,617.6	145.46	65.8	\$235.3
2007	1,587.8	141.06	65.9	\$224.0
2006	1,578.3	133.69	66.7	\$211.0

REVPAR- CYTD thru May

Year	(\$'s)	% Change
2008	75.25	7.0%
2007	70.32	3.2%
2006	68.14	13.0%

Room Occupancy Taxes: May 2008 (Fiscal Year 2008)

- For the month of May 2008 the room occupancy tax collections of \$14.3 million increased by 13.0% over the May 2007 (FY07) collections of \$12.6 million. The May 2007 collections of \$12.6 million were a 7.6% increase over the May FY06 collections of \$11.9 million.

- For the Fiscal Year 2008 thru May 2008, room occupancy tax collections totalled over \$158.4 million, an 11.4% increase over the same period of FY07. The FY2007 collections of \$142.2 million were a 9.2% increase over the FY06 collections of \$130.1 million.

Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of May

Year	\$ (000)	% Change
FY2008	14,261	13.0%
FY2007	12,621	7.6%
FY2006	11,943	13.9%

FYTD thru May

Year	\$ (000)	% Change
FY2008	158,425	11.4%
FY2007	142,152	9.2%
FY2006	130,130	7.1%

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

Through the month of **May 2008**, Massachusetts Tourism Fund collections FYTD were up 7.9% compared to May 2007 (FY07) collections (\$38.1 million v. \$35.3 million). The May 2007 collections FYTD were 6.0% higher than May 2006 (FY06) (\$35.3 million v. \$33.3 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: May 2008

Massachusetts' museum and attraction attendance increased 4.6% in the month of May 2008 compared to May 2007 (1,189,382 visitors v. 1,137,090 visitors). The total net visitor increase was 52,292 at the 57 reporting institutions. Calendar year to date attendance is up 4.9% to 4,107,379 from 3,915,326 during the same period in 2007.

(Source: MOTT aggregate of 57 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: May 2008

- In **May 2008**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled just under 2 million, a decrease of 6.3% from the May 2007 total of 2.1 million. Calendar year to date the volume is down 5.5%
- The number of **international passenger** arrivals and departures decreased in May 2008 by 2.2% compared to May 2007. CYTD the volume is up 1.5%

Domestic Passenger Volume

May	(000)	% Change
2008	1,979	-6.3
2007	2,111	4.3
2006	2,025	1.1

International Passenger Volume

May	(000)	% Change
2008	351	-2.2
2007	359	2.3
2006	351	-7.8

Domestic Passenger Volume

CYTD thru May	(000)	% Change
2008	9,105	-5.5
2007	9,630	1.5
2006	9,484	4.6

International Passenger Volume

CYTD thru May	(000)	% Change
2008	1,592	1.5
2007	1,568	-3.5
2006	1,626	-4.2

(Source: Massport)



Office of Travel & Tourism

massvacation.com

International Visitors to Massachusetts in CY2006 and to U.S. in CY07,CY08

2006 RANK		2006 VISITORS to U.S. (IN 000s)	Visitors to Massachusetts		Visitors to U.S.% change 2007	To U.S. 2008 thru March
			2006 Visitors (IN 000s)	2006 SHARE OF COUNTRY MKT		
	ALL OVERSEAS	21,668	1,105	5.1%	10.3%	10.0%
	WESTERN EUROPE	9,675	610	6.3%	12.6%	14.4%
1	Canada	15,992	583	3.6%	10.9%	21.4%
2	United Kingdom	4,176	242	5.8%	7.7%	6.0%
3	Germany	1,386	90	6.5%	10.0%	19.4%
4	Japan	3,673	51	1.4%	-3.8%	-2.6%
5	Ireland	414	46	11.1%	19.0%	N/A
6	France	790	41	5.2%	26.3%	16.1%
9	Netherlands	447	31	7.0%	13.4%	16.6%
11	Brazil	525	26	4.9%	21.7%	21.9%
13	Italy	533	24	4.5%	19.0%	22.3%
15	Spain	424	21	5.0%	21.7%	31.9%
23	Argentina	212	12	5.8%	25.9%	24.8%

Estimated international visitation to Massachusetts during CY2006 was just under 1.7 million. This was a significant increase over the CY2005 estimate of 1.4 million.

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

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

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

Data from OTTI for CYTD thru March 2008 show significant increases in visitors to the U.S. from Overseas (up 10.0%), Western Europe (up 14.4%) and Canada (up 21.4%).

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

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

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)

MASSVACATION.COM Activity: June 2008

The **MASSVACATION.COM** site had **126,236** unique visits in **June 2008**. Additionally, there were **780,593** page views. Both these values were a significant increase from June 2007 when there were **60,032** unique visits and **496,679** page views.

For **Q2 CY2008** (April through June), the total unique visits were **354,259** and the page views were **2,161,795**. The median length of a visit was **3 minutes and 34 seconds**. Visitors from the United States visited the website most frequently, with **369,965** sessions. Canada followed with **13,035** visits and the United Kingdom was third with **4,688** visits.

The page on lodging deals was visited more than any other page on the website (**205,058 visits**). The homepage was the second most visited page with **168,827** views and the pages that individually profiled Cape Cod, Martha's Vineyard, and Nantucket Island were third (**51,238**). The search for lodging page was fourth, with **41,893** visits. However, when visitors were looking at pages about the super regions of Massachusetts, they visited pages on Cape Cod, Martha's Vineyard and Nantucket Island the most, with **51,238** visits. Similarly, when visitors looked at regions of Massachusetts, they visited the Cape Cod page most often (**11,953**).

Source: MOTT- Urchin (Google)



GETAWAY GUIDE Individual and Bulk Distribution: June 2008

The total number of 2008 Getaway Guides distributed in June was **30,100**. Of these, **10,717** were individual requests from FARM, the online system, **12,215** went to visitor information centers and **8** were individual requests for the Student Guide. Also, **2,090** guides were sent to the AAA Travel Offices.

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

MOTT Updates and Activities from Tony D'Agostino: July 2008

Keep an eye out for the 50 attractive Massachusetts destinations and activities for under \$50.

A big thank you to Gabby Rainville for her work in pulling this edition of TravelStats together.