

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter -March 2007

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: February 2007

- During the month of February 2007, Massachusetts state wide lodging room demand (1,005.4k) was up 1.4% compared to February 2006 (991.7k). However, the average daily room rate between these two periods increased 7.4% to \$119.04 from \$110.88. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 0.30 percentage points to 49.6% from 49.9%. Overall room revenue increased 8.8% to \$119.04 million from \$110.00 million.
- REVPAR, which is a function of occupancy rate and room rate, increased, so far in 2007 over 2006 by 3.1% to \$53.04 from \$51.44. Occupancy was down 2.6% but room rate was up 7.4%. The prior year's RevPar increase was 7.4%

Massachusetts Hotel Lodging Data

Month of February

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,005.4	119.04	49.6	\$119
2006	991.7	110.88	49.9	\$110
2005	973.1	105.17	49.1	\$105

REVPAR- CYTD thru February

Year	(\$'s)	Increase
2007	53.04	3.1%
2006	51.44	7.4%
2005	47.90	7.5%

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

Room Occupancy Taxes: February 2007 (Fiscal Year 2007)

- For the month of February 2007 (FY07) the room occupancy tax collections (\$7.0 million) increased by 4.6 % over the February 2006 (FY06) collections of \$6.9 million. The February 2006 collections were up 10.2% compared to February 2005 (FY05) collections of \$6.3 million.
- For the Fiscal Year 2007 thru February 2007, room occupancy tax collections totalled over \$111.3 million, a 9.7% increase over the same period of FY06. The FY2006 collections of \$101.4 million was 6.2% more than FY2005.

Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of February

Year	\$ (000)	% Change
FY 2007	7,002	4.6%
FY 2006	6,990	10.2%
FY 2005	6,340	19.1%

FYTD thru February

Year	\$ (000)	% Change
FY 2007	111,272	9.7%
FY2006	101,408	6.2%
FY2005	95,463	14.3%

Massachusetts Tourism Fund (MTF) Collections: February 2007 (FY07)

Through the month of **February 2007 (FY07)**, Massachusetts Tourism Fund collections FYTD were up 6.2% compared to February 2006 (FY06) collections (\$28.0 million v. \$26.3 million). The February 2006 collections FYTD were 6.5% higher than February FY05 (\$26.3 million v. \$25.0 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: February 2007

Massachusetts' museum and attraction attendance was down 7.0% for the month of **February 2007** compared to February 2006 (557,107 visitors vs. 598,936 visitors). The total net visitor decrease was over 41,800 at the 54 reporting institutions. Museum and attractions seeing increases were, the Worcester Art Museum, the EcoTarium and the New England Aquarium.

Calendar year to date thru February 2007, attendance is down 1.1% compared to the same period in 2006 (1,065,437 visitors vs. 1,076,835 visitors)

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

Logan International Airport Passenger Volume: February 2007

- In **February 2007**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled over 1.64 million, a slight decrease of from the February 2006 total of 1.65 million. Calendar year-to-date there was an increase of 0.6% (3.30 mil vs. 3.28 mil).
- The number of **international passenger** arrivals and departures decreased in **February 2007** by 4.3% compared to February 2006 (256k v. 268k). Calendar year-to-date thru February there was a decrease in volume of 3.5% (529k vs. 548k).

Domestic Passenger Volume

February	(000)	% Change
2007	1,646	-0.4
2006	1,652	4.9
2005	1,575	2.2

International Passenger Volume

February	(000)	% Change
2007	256	-4.3
2006	268	-5.2
2005	282	-3.3

Domestic Passenger Volume

CYTD thru February	(000)	% Change
2007	3,301	0.6
2006	3,281	6.4
2005	3,085	6.4

International Passenger Volume

CYTD thru February	(000)	% Change
2007	529	-3.5
2006	548	-5.9
2005	582	-0.8

(Source: Massport)

MASSVACATION.COM Activity: March 2007

The MASSVACATION.COM site had just over 73,063 unique visitor sessions in **March 2007** (up nearly 2% from March 2006). Additionally, there were 455,000 page views (up 2.6%).

During the **first quarter of 2007** there were 204,704 Unique Visits to the site and over 1,351,000 Page Views

The top non-navigational pages visited during the **first quarter of 2007** were Winter Lodging Specials, Order a Getaway Guide and Lodging Search. After the U.S., Canada, the United Kingdom, Germany and Italy were the top countries of origin of site visitors.

Other 2007 First Quarter Highlights

The top GO categories were Regions, Travel Resources and Special Offers.

The top Regions pages visited were Boston/ Cambridge, Cape Cod and North of Boston.

The top DO categories were Outdoor Activities, History and Tours.

The top Do pages were Museums, Skiing and Freedom Trail.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: March 2007

The total number of **2006/2007** Getaway Guides distributed in **March** was 9,657. There were 3,217 individual requests of which 2,600 were web based. Additionally, just over 5,000 guides were sent to major info centers.

Almost 50,000 **2007/2008** Getaway Guides were distributed in March. Nearly 30,000 were distributed at the Boston Marathon, Over 5,000 to Major Information Centers and 8,400 at Trade shoes.

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



MOTT Updates and Activities from Tony D'Agostino: May 2007

MOTT recently wished Mary Hayes good bye and good luck in her retirement after many years of great work and even greater attitude. She will be missed by all her colleagues throughout MA and beyond.