



Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - October 2005

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 Occupancy: August 2005**

- August. Statewide lodging room demand was up 0.2% in August 2005 compared to August 2004, according to Smith Travel Research, Inc. Average daily room rate increased 3.4%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 73.1% in August 2005, down slightly compared to August 2004 and 2003. August had the highest occupancy rate of any month this year. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
- YTD through August. Statewide lodging room demand is up 0.6% for the first eight months of 2005 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased 3.5% and occupancy rates averaged 60.7%, up 0.2%. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)

**Massachusetts Hotel Occupancy Rates**

August	% Occupancy
2005	73.1
2004	73.2
2003	73.2

YTD through August	% Occupancy
2005	60.7
2004	60.6
2003	58.7

SOURCE: SMITH TRAVEL RESEARCH, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED

**Room Occupancy Tax Collections: September 2005**

- September 2005 total room occupancy tax collections increased 1.6% over September 2004 collections. Fiscal YTD through September, collections are up 3.3%. (Source: Department of Revenue Monthly Report of Collections and Refunds)
- Fiscal YTD through September 2005 Massachusetts Tourism Fund (MTF) collections were up 3.2% compared to 2004 collections (\$12.2 mil v. \$11.9 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

**Total Room Occupancy Tax Collections**

September	\$ (000)	% Change
FY2005	15,653	1.6
FY 2004	15,400	7.7
FY 2003	14,321	(3.6)

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

## **Logan International Airport Passenger Volume: August 2005**

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- In August 2005, the number of domestic passengers arriving to and departing from Logan International Airport decreased 0.2%, compared to August 2004. Year-to-date through August, domestic arrivals and departures are up 5.1%. (Source: Massport)
- The number of international passenger arrivals and departures decreased 1.3% in August 2005, compared to August 2004. Year-to-date through August, international passenger arrivals and departures are up 1.8%. (Source: Massport)

### **Domestic Passenger Volume**

August	(000)	% Change
2005	2,097	(0.2)
2004	2,101	15.2
2003	1,824	(2.3)
YTD through August	(000)	% Change
2005	15,347	5.1
2004	14,601	16.3
2003	12,556	(0.6)

(Source: Massport)

### **International Passenger Volume**

August	(000)	% Change
2005	425	(1.3)
2004	431	6.7
2003	404	(2.3)
YTD through August	(000)	% Change
2005	2,969	1.8
2004	2,916	13.0
2003	2,580	(2.3)

(Source: Massport)

## **MASSVACATION.COM Activity**

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Web site results will resume in future TravelStats

## **Individual Getaway Guide Requests: September 2005**

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The overall number of individual Getaway Guide requests in September totaled 4,495, down slightly from the totals in September 2004. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)

## **Museum and Attraction attendance: July and August 2005**

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The attendance at the 53 sites for the months of July and August 2005 was up 18.2% and 3.0%. Calendar year to date attendance was down 1.6% and up 1.9%.