



**MOTT TravelStats Newsletter - September 2004**

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 Heather.Magaw@state.ma.us.

**Hotel Occupancy**

- o July. Statewide lodging room demand was up 6.0% in July 2004 compared to July 2003, according to Smith Travel Research, Inc. , exceeding demand in both July 2002 and 2003. Average daily room rate increased 12.0%. Occupancy rates, which reflect changes in both supply and demand for rooms, averaged 72.1% in July 2004, up 5.1% over July 2003, exceeding occupancy in both July 2002 and 2003. . (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)
  
- o YTD through July. Statewide lodging room demand is up 4.9% for the first seven months of 2004 over the same time period last year, according to Smith Travel Research, Inc. Room rates have increased 4.1% and occupancy rates averaged 58.8%, up 4.1%. (SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED)

**Massachusetts Hotel Occupancy Rates**

July	% Occupancy
2004	72.1
2003	68.6
2002	69.9

YTD through July	% Occupancy
2004	58.8
2003	56.5
2002	59.0

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

**Room Occupancy Tax Collections**

August 2004 total room occupancy tax collections increased 20.4% over August 2003 collections. Fiscal YTD through August, collections are up 16.7%. (Source: Department of Revenue Monthly Report of Collections and Refunds)

- o Fiscal YTD through August 2004 Massachusetts Tourism Fund (MTF) collections were up 16.6% compared to 2003 collections (\$3.37 mil v. \$3.05 mil). (Source: Department of Revenue Monthly Report of Collections and Refunds)

**Total Room Occupancy Tax Collections**

August	\$ (000)	% Change
FY 2004	15,672	20.4
FY 2003	13,013	(5.2)
FY 2002	13,724	(7.0)
FY 2001	14,762	(7.6)

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

**REMINDER** --- visit [massvacation.com](http://massvacation.com) for research updates and reports.

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## Logan International Airport Passenger Volume

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- In July, the number of domestic passengers arriving to and departing from Logan International Airport increased 15.2%, compared to July 2003. Year-to-date through June, domestic arrivals and departures are up 16.5%. (Source: Massport)
- The number of international passenger arrivals and departures increased 9.5% in July, compared to July 2003. Year-to-date through July, international passenger arrivals and departures are up 14.2%. (Source: Massport)

### Domestic Passenger Volume

July	(000)	% Change
2004	2,050	15.2
2003	1,781	0.2
2002	1,776	(15.1)

YTD through July	(000)	% Change
2004	12,500	16.5
2003	10,732	(0.3)
2002	10,763	(16.5)

(Source: Massport)

### International Passenger Volume

July	(000)	% Change
2004	429	9.5
2003	392	1.3
2002	387	(15.2)

YTD through July	(000)	% Change
2004	2,485	14.2
2003	2,176	(2.3)
2002	2,227	(20.6)

(Source: Massport)

## Bradley International Airport Passenger Volume

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- In July, the number of domestic and international passengers arriving to and departing from Bradley International Airport increased 5.7%, compared to July 2003. Year-to-date through July, passenger volume has increased 6.1%. (Source: Bradley International Airport, CT Dept. of Transportation)

### July Passenger Volume

July	(000)	% Change
2004	609	5.7
2003	577	(4.3)
2002	602	(10.4)

YTD through July	(000)	% Change
2004	3,864	6.1
2003	3,641	(4.9)
2002	3,827	(10.9)

(Source: Bradley International Airport, CT Dept. of Transportation)

## MASSVACATION.COM Activity

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During the month of August, the site registered 329,548 visits, a decline of (5.02%) over August 2003. Visits originating in the U.S. represented 93.5% of visits, while visits from international countries represented 6.5% of visits. (Source: MOTT Web Analysis)

## Individual Getaway Guide Requests

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The overall number of individual Getaway Guide requests in August was nearly equal to requests received in August 2003. (Source: d|a|p Monthly Report & MOTT Fulfillment Dept.)