

Massachusetts

Office of Travel & Tourism

massvacation.com

MOTT TravelStats Newsletter - January 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: December 2006

- During the month of December 2006, Massachusetts state wide lodging room demand (962.0k) was down 0.7% compared to December 2005 (968.4k). However, the average daily room rate between these two periods increased 3.9 % to \$112.66 from \$108.43. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 1.30 percentage points to 42.4% from 43.7%. Overall room revenue increased 3.2% to \$108.4 million from \$105.0 million.
- REVPAR, which is a function of occupancy rate and room rate, increased in 2006 over 2005 by 10% to \$80.98 from \$73.65. Occupancy was up 2.1% and the room rate was up 7.7%. The prior year's RevPar increase was 4.9%

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 December

| Year | DEMAND (000's) | RATE (\$'s) | Occupancy Rate % | REVENUE (millions) |
|------|----------------|-------------|------------------|--------------------|
| 2006 | 962.0 | 112.66 | 42.4 | \$108.4 |
| 2005 | 968.4 | 108.43 | 43.7 | \$105.0 |
| 2004 | 939.5 | 103.19 | 42.7 | \$ 97.0 |

REVPAR- CYTD thru December

| Year | (\$'s) | Increase |
|------|--------|----------|
| 2006 | 80.98 | 10.0% |
| 2005 | 73.65 | 4.9% |
| 2004 | 70.21 | 9.7% |

Room Occupancy Taxes: December 2006 (Fiscal Year 2007)

- For the month of December 2006 (FY07) the room occupancy tax collections (\$11.8 million) increased by 4.6 % over the December 2005 (FY06) collections of \$11.3 million. The December 2005 collections were up 10.1% compared to December 2004 (FY05) collections of \$10.2 million.
- For the Fiscal Year 2007 thru December 2006, room occupancy tax collections totalled over \$95.2 million, a 10.1% increase over the same period of FY06. The FY2006 collections of \$86.5 million were a 5.6% increase over the FY05 collections of \$81.9 million.

Source: Mass DOR Monthly Report of Collections and Refunds

Total Room Occupancy Tax Collections

Month of December

| Year | \$ (000) | % Change |
|---------|----------|----------|
| FY 2007 | 11,803 | 4.6% |
| FY 2006 | 11,282 | 10.1% |
| FY 2005 | 10,243 | 14.7% |

FYTD thru December

| Year | \$ (000) | % Change |
|---------|----------|----------|
| FY 2007 | 95,253 | 10.1% |
| FY2006 | 86,505 | 5.6% |
| FY2005 | 81,923 | 14.1% |

Massachusetts Tourism Fund (MTF) Collections: December 2006 (FY07)

Through the month of **December 2006 (FY07)**, Massachusetts Tourism Fund collections FYTD were up 6.2% compared to December 2005 (FY06) collections (\$24.0 million v. \$22.6 million). The December 2005 collections FYTD were 6.5% higher than December 2004 (FY05) (\$22.6 million v. \$21.2 million).

Source: Mass DOR Monthly Report of Collections and Refunds

Museum and Attraction Attendance: December 2006

Massachusetts' museum and attraction attendance was up 28.9% in the month of **December 2006** compared to December 2005 (855,905 visitors vs. 664,199 visitors). The total net visitor increase was over 191,700 at the 53 reporting institutions. Leading the way were the Stone zoo, Edaville USA, the Worcester Art Museum and The New Bedford Whaling Museum.

For all of calendar year 2006, attendance is up 4.8% compared to calendar year 2005 (11,867,006 visitors vs. 11,318,806 visitors)

(Source: MOTT aggregate of 53 reporting Massachusetts museums and attractions; attendance based on Museum of Science Report)

Logan International Airport Passenger Volume: December 2006

- o In **December 2006**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled nearly 1.956 million, an increase of 4.7% from the December 2005 total of 1.869 million. Calendar year-to-date the increase was 3.5% (21.761 mil vs. 21.016 mil).
- o The number of **international passenger** arrivals and departures decreased in **December 2006** by 6.1% compared to December 2005 (267k v. 284k). Calendar year-to-date thru December there was a decrease in volume of 4.7% (3.769 million vs. 3.954 million).

Domestic Passenger Volume

| December | (000) | % Change |
|----------|-------|----------|
| 2006 | 1,795 | 4.8 |
| 2005 | 1,713 | 1.8 |
| 2004 | 1,683 | 12.3 |

International Passenger Volume

| December | (000) | % Change |
|----------|-------|----------|
| 2006 | 281 | -0.8 |
| 2005 | 283 | -3.2 |
| 2004 | 292 | 0.8 |

Domestic Passenger Volume

| CYTD thru December | (000) | % Change |
|--------------------|--------|----------|
| 2006 | 23,256 | 3.3 |
| 2005 | 22,729 | 4.1 |
| 2004 | 21,830 | 15.6 |

International Passenger Volume

| CYTD thru December | (000) | % Change |
|--------------------|-------|----------|
| 2006 | 4,050 | -4.4 |
| 2005 | 4,237 | 0.8 |
| 2004 | 4,202 | 10.1 |

(Source: Massport)

MASSVACATION.COM Activity: January 2007

The MASSVACATION.COM site had over 68,000 unique visitor sessions in **January 2007** (up nearly 3% from January 2006). Additionally, there were 443,000 page views (up 3.6%).

The top DO pages visited during the **fourth quarter** of 2006 were Fall Foliage, Scenic Wonders and Museums. The top GO pages were Regions, Travel Resources and Special Offers. The top Regions pages visited were Boston, Cambridge, Cape Cod and North of Boston.

Source: MOTT- Urchin (Google)

GETAWAY GUIDE Individual and Bulk Distribution: January 2007

The total number of 2006/2007 Getaway Guides distributed in **January** 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.

Calendar year-to-date thru January there have been over 82,000 individual requests of which 61,600 were web based.

In total, and including 210,000 guides distributed to The New York Times home subscribers, 713,000 2006-2007 Getaway Guides have been distributed. Just over 750,000 Getaway Guides were printed for CY 2006 distribution.

More 2006-2007 Getaway Guides will be distributed in early 2007. Copies of the 2007-2008 guides were sent to previous requestors and travel industry players in late January, 2007.

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



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

Back issues of TravelStats can be located on the massvacation.com site. Go to industry info then research.