



**Office of Travel & Tourism**

massvacation.com

**MOTT TravelStats Newsletter - July 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](mailto:Tony.Dagostino@state.ma.us).

**Hotel Demand, Rate, Occupancy, Revenue, and REVPAR Data: June 2008 (CY2008)**

- During the month of June 2008, Massachusetts state wide lodging room demand (1,708k) decreased 0.6% compared to June 2007 (1,717k). The average daily room rate between these two periods increased by 4.7% to \$149.72 from \$143.05. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 2.5 percentage points to 71.6% from 73.5%. Overall room revenue increased 4.1% to \$255 million from \$245 million.

**Massachusetts Hotel Lodging Data**

Month of June

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2008	1,708	149.72	71.6	\$255
2007	1,717	143.05	73.5	\$245
2006	1,678	140.26	72.7	\$235

- REVPAR, which is a function of occupancy rate and room rate, increased for CYTD thru June 2008 over 2007 by 5.8% to \$80.74 from \$76.32. Occupancy was up 0.7% and the room rate was up 5.1%.

REVPAR- CYTD thru June

Year	(\$'s)	% Change
2008	80.74	5.8
2007	76.32	4.4
2006	74.03	8.7

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

**Room Occupancy Taxes: June 2008 (Fiscal Year 2008)**

- For the month of June 2008 the room occupancy tax collections of \$15.7 million increased by 2.4% over the June 2007 (FY07) collections of \$15.4 million. The June 2007 collections were a 4.6% increase over the June FY2006 collections of \$14.7 million.
- For Fiscal Year 2008 (ending June 2008), room occupancy tax collections totalled over \$174.2 million, a 10.6% increase over FY2007. The FY2007 collections of \$157.5 million were an 8.8% increase over the FY2006 collections of \$144.8 million.

**Total Room Occupancy Tax Collections**

Month of June

Year	\$ (000)	% Change
FY2008	15,731	2.4
FY2007	15,362	4.6
FY2006	14,678	21.3

FYTD thru June

Year	\$ millions	% Change
FY2008	174.2	10.6
FY2007	157.5	8.8
FY2006	144.8	8.5

Source: Mass DOR Monthly Report of Collections and Refunds

## Massachusetts Tourism Fund (MTF) Collections: June 2008 (FY2008)

For the Fiscal Year ended **June 2008**, Massachusetts Tourism Fund collections were up 7.2% compared to the FY ended June 2007 collections (\$41.7 million v. \$38.9 million). The FY 2007 collections were 5.1% higher than in FY2006 (\$38.9 million v. \$37.0 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: June 2008 (CY2008)

Massachusetts' museum and attraction attendance decreased 1.9% in the month of June 2008 compared to June 2007 (1,364,283 visitors v. 1,390,412 visitors). The total net visitor decrease was 26,129 at the 57 reporting institutions. Calendar year to date thru June attendance is up 3.0% to 5,479,326 from the 5,318,919 attendees 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: June 2008 (CY2008)

- In **June 2008**, the number of **domestic passengers** arriving to and departing from Logan International Airport totaled 2.018 million, a decrease of 7.4% from the June 2007 total of 2.178 million. Calendar year to date the volume is down 5.8% from prior year.
- The number of **international passenger** arrivals and departures decreased in June 2008 by 3.2% compared to June 2007. CYTD the volume is up 0.6% from prior year.

**Domestic Passenger Volume**

June	(000)	% Change
2008	2,018	-7.4
2007	2,178	4.2
2006	2,091	2.0

**International Passenger Volume**

June	(000)	% Change
2008	386	-3.2
2007	399	4.5
2006	382	-5.4

**Domestic Passenger Volume**

CYTD thru June	(000)	% Change
2008	11,112	-5.8
2007	11,808	2.0
2006	11,575	4.1

**International Passenger Volume**

CYTD thru June	(000)	% Change
2008	1,979	0.6
2007	1,967	-2.0
2006	2,008	-4.5

(Source: Massport)

## International Visitors to Massachusetts in CY2007 and to U.S. in CY08

	Visitors to Massachusetts		Percentage change in Visitors to U.S. in 2008 thru May
	2007 Visitors (000s)	2007 SHARE of MARKET	
<b>ALL OVERSEAS</b>	<b>1,171</b>	<b>4.9%</b>	<b>10.4%</b>
<b>WESTERN EUROPE</b>	<b>684</b>	<b>5.9%</b>	<b>16.2%</b>
<b>Canada</b>	<b>604</b>	<b>3.6%</b>	<b>16.8%</b>
<b>United Kingdom</b>	<b>243</b>	<b>5.4%</b>	<b>8.1%</b>
<b>Germany</b>	<b>85</b>	<b>5.6%</b>	<b>19.9%</b>
<b>Japan</b>	<b>64</b>	<b>1.8%</b>	<b>-3.1%</b>
<b>Ireland</b>	<b>48</b>	<b>9.7%</b>	<b>20.4%</b>
<b>France</b>	<b>47</b>	<b>4.7%</b>	<b>25.3%</b>
<b>Italy</b>	<b>41</b>	<b>6.7%</b>	<b>27.9%</b>
<b>Netherlands</b>	<b>28</b>	<b>5.6%</b>	<b>24.9%</b>
<b>Brazil</b>	<b>28</b>	<b>4.4%</b>	<b>24.6%</b>
<b>Spain</b>	<b>28</b>	<b>5.4%</b>	<b>29.0%</b>
<b>Argentina</b>	<b>18</b>	<b>6.7%</b>	<b>24.2%</b>

Estimated international visitation (All Overseas plus Canada) to Massachusetts during **CY2007** was just under **1.8 million**. This was a significant increase over the **CY2006** estimate of **1.7 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 **CY2007** at just over 604,000.

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 May 2008** show significant increases in visitors to the **U.S.** from Overseas (up 10.4%), Western Europe (up 16.2%) and Canada (up 16.8%) suggesting good news for MA also.

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
<b>2006 Totals</b>	<b>\$12,592.2</b>	<b>\$1,619.0</b>	<b>\$14,211.2</b>

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: July 2008 (CY2008)

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

For **Q2 CY2008** (April, May, and 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: July 2008 (CY2008)**

The total number of **2008 Getaway Guides** distributed in July was **44,828**. Of these, **7,446** were individual requests from FARM, the online system, **17,080** went to visitor information centers and **17** were individual requests for the Student Guide. Also, **9,520** guides were sent to several conventions held during the month.

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

## **MOTT Updates and Activities from Tony D'Agostino: August 2008**

Please note that the international visitation numbers to MA for 2007 are included in this edition.

The June museum and attractions attendance data contained in this July version was not published on the original July TravelStats e-mailed to the listserve members. Additionally the July GG distribution amounts have been updated.

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