

# Massachusetts

Office of Travel & Tourism

massvacation.com

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

## Hotel Demand, Rate, Occupancy, Revenue and REVPAR Data: May 2007

- During the month of **May 2007**, Massachusetts state wide lodging room demand (1,589k) was up 0.6% compared to May 2006 (1,577k). The average daily room rate between these two periods increased 5.8% to \$141.09 from \$133.65. Occupancy rates, which reflect changes in both supply and demand for rooms, decreased by 0.8 percentage points, from 66.7% to 65.9%. However, overall room revenue increased 6.3% to \$224.2 million from \$210.8 million.
- REVPAR**, which is a function of occupancy rate and room rate, increased in 2007 over the same period of 2006 by 3.1 % from \$68.10 to \$70.23. Year to date occupancy rate was down 1.8%, but room rate was up 5.1%. The prior year's RevPar increase was 12.9%

### Massachusetts Hotel Lodging Data

#### Month of May

Year	DEMAND (000's)	RATE (\$'s)	Occupancy Rate %	REVENUE (millions)
2007	1,589.1	141.09	65.9	\$224
2006	1,577.8	133.65	66.7	\$211
2005	1,481.4	122.17	62.9	\$181

#### REVPAR- CYTD thru May

Year	(\$'s)	Increase
2007	70.23	3.1%
2006	68.10	12.9%
2005	60.32	5.5%

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

## Room Occupancy Taxes: May 2007 (Fiscal Year 2007)

- For the month of **May 2007 (FY07)** the room occupancy tax collections (\$12.6 million) increased by 5.4% over the May 2006 (FY06) collections of \$11.9 million. The May 2006 collections were up 12.2% compared to April 2005 (FY05) collections of \$10.4 million.
- For the Fiscal Year 2007 thru **May 2007**, room occupancy tax collections totalled over \$142 million, a 8.5% increase over the same period of FY06. The FY2006 collections of \$130 million was 6.7% more than FY2005.

Source: Mass DOR Monthly Report of Collections and Refunds

### Total Room Occupancy Tax Collections

#### Month of May

Year	\$ (000)	% Change
FY 2007	12,621	5.4%
FY 2006	11,943	12.2%
FY 2005	10,485	6.3%

#### FYTD thru May

Year	\$ (000)	% Change
FY 2007	142,152	8.5%
FY2006	130,130	6.7%
FY2005	121,390	11.3%

## MA Tourism Fund (MTF) Collections: May 2007 (FY07)

Through the month of **May 2007 (FY07)**, Massachusetts Tourism Fund collections FYTD were up 5.7% compared to **May 2006 (FY06)** collections (\$35.3 million v. \$33.3 million). The **May 2006** collections FYTD were 7.9% higher than **May 2005** (\$33.3 million v. \$30.9 million).

Source: Mass DOR Monthly Report of Collections and Refunds

## Museum and Attraction Attendance: May 2007

Massachusetts museum and attraction attendance was up 10.9% for the month of **May 2007** compared to **May 2006** (1,124,044 visitors vs. 1,013,813 visitors). The total net visitor increase was 130,315 at the 53 reporting institutions. The largest drawing institution, The Museum of Science, reported an increase in attendance of 1.8% in **May 2007**, compared with **May 2006** (130,315 vs. 127,955). Other institutions with notable attendance increases included: The Museum of Fine Arts, with attendance up 22.6% (119,492 vs. 97,470), and ZNE: Franklin Park Zoo, with attendance up 45.1% (42,959 vs. 29,603).

Calendar year to date thru **May 2007**, attendance is down 2.0% compared to the same period in 2006 (3,812,991 visitors vs. 3,892,073 visitors)

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

## Logan International Airport Passenger Volume: May 2007

- In **May 2007**, the number of domestic passengers arriving to and departing from Logan International Airport totaled 2.11 million, a 4.3% increase over the **May 2006** total. Calendar year-to-date there was an increase of 1.5% (9.63 mil vs. 9.48 mil).
- The number of international passenger arrivals and departures increased in **May 2007** by 2.3% compared to **May 2006** (359k v. 351k). Calendar year-to-date thru **May** there was a decrease in volume of 3.5% (1.56 mil vs. 1.62 mil).

### Domestic Passenger Volume

May	(000)	% Change
2007	2,111	4.3
2006	2,025	1.1
2005	2,002	8.8

### International Passenger Volume

May	(000)	% Change
2007	359	2.3
2006	351	-7.8
2005	380	5.9

### Domestic Passenger Volume

CYTD thru May	(000)	% Change
2007	9,630	1.5
2006	9,483	4.6
2005	9,066	7.4

### International Passenger Volume

CYTD thru May	(000)	% Change
2007	1,568	-3.5
2006	1,625	-4.2
2005	1,697	1.9

(Source: Massport)

## **MASSVACATION.COM Activity: June 2007**

The MASSVACATION.COM site had just over 60,082 unique visitor sessions in **June** 2007. Additionally, there were 496,679 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: June 2007**

The total number of **2007/2008** Getaway Guides distributed in **June** was 39,067. There were 7,537 individual requests of which 7,515 were web based. The number of guides distributed through major information centers was 28,980.

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

## **MOTT Updates and Activities from Tony D'Agostino: August 2007**

The new MASSVACATION.COM website is live. Log on and check it out. Shooting has started at 90 separate locations around the Commonwealth for the TV spots to be shown in next year's Brand Marketing campaign.