Tourism U

November 29, 2012

Today's discussion….

- "Traveler" …..domestic and international spending, origin, purpose and activities
- Lodging data
- Regional research

Massachusett's Travel and Tourism Top Line Numbers

Direct Economic Impact of Domestic and International Travel in Mass

		CY2011	CY2010	CY2009
Expenditures		$16.9 Billion	$15.5 Billion	$14.4 Billion
Employment Supported		124,700	121,700	121,500
Payroll Income Supported		$3.6 Billion	$3.5 Billion	$3.4 Billion
Tax Revenue Generated				
	State	$ 652.2 Million	$ 622.7 Million	$ 573.8 Million
	Local	$ 406.1 Million	$ 383.6 Million	$ 341.5 Million
	Total	$1,058.3 Milion	$1,006.3 Million	$915.3 Million

CY2012 thru October Lodging data for Massachusetts hotels shows Room Revenue up 9% which is outpacing the U.S. average of up 7% and bodes well for tourism in MA for CY2012.

Economic Impact of Domestic and International Traveler to Mass

2011 Preliminary Estimates

Travel Expenditures	Domestic 2011p ($ Millions)		International 2011p ($ Millions)		Total 2011p ($ Millions)	
Public Transportation	$4,744.7	32%	$287.7	13%	$5,032.7	30%
Auto Transportation	2,240.7	15%	34.6	2%	2,275.5	13%
Lodging	2,920.0	20%	775.7	34%	3,695.8	22%
Foodservice	2,906.1	20%	439.0	19%	3,345.2	20%
Entertainment & Recreation	869.2	6%	185.4	8%	1,054.7	6%
General Retail Trade	939.1	6%	571.7	25%	1,510.8	9%
Total	**$14,619.8**	100%	**$2,294.0**	100%	**$16,914.8**	100%

2011 Domestic Spending in Mass by County								
County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)			
Barnstable	$851.80	$217.60	8.43	$35.93	$51.48			
Berkshire	345.80	86.53	3.46	17.13	9.76			
Bristol	421.19	83.71	2.95	21.61	8.07			
Dukes	122.31	29.82	1.18	4.59	6.97			
Essex	752.67	168.05	6.21	38.76	19.30			
Franklin	55.99	9.77	0.36	2.98	1.76			
Hampden	483.04	101.64	3.21	25.95	9.49			
Hampshire	111.06	23.31	0.83	5.82	3.00			
Middlesex	2,161.21	551.98	19.48	115.71	57.07			
Nantucket	147.73	30.31	0.99	4.29	5.21			
Norfolk	922.45	268.31	9.31	47.63	19.83			
Plymouth	514.19	97.83	3.59	24.36	23.19			
Suffolk	6,979.10	1,300.86	41.48	178.70	127.04			
Worcester	751.26	143.98	5.33	38.75	16.45			
Statewide	$14,619.81	$3,113.70	106.81	$562.21	$358.63			

Total Spending due to Multiplier

- Direct…spending by visitors

- Indirect…spending by industry with suppliers

- Induced…spending by industry employees

Indirect plus Induced = Multiplier

$16.9 Billion +$10.0 Billion = $26.9 Billion

Domestic Visitation to Mass by Origin State

Source: TNS

	2011	% of Total	2010
Massachusetts	6,834,000	36%	5,719,000
New York	1,823,000	10%	2,551,000
Connecticut	1,616,000	8%	1,673,000
New Hampshire	1,631,000	9%	985,000
Rhode Island	797,000	4%	869,000
California	648,000	3%	437,000
Florida	499,000	3%	450,000
New Jersey	737,000	4%	651,000
Maine	765,000	4%	807,000
Virginia	246,000	1%	254,000
Pennsylvania	534,000	3%	440,000
Vermont	322,000	2%	200,000
Illinois	336,000	2%	191,000
Minnesota	101,000	1%	95,000
Michigan	97,000	1%	202,000
Ohio	184,000	1%	235,000
Maryland	270,000	1%	240,000
North Carolina	327,000	2%	269,000
Texas	368,000	2%	290,000
Georgia	160,000	1%	85,000
Top 20	18,295,000	95%	16,643,000
All Other States	864,000	5%	1,303,000
All New England States	11,965,000	62%	10,253,000
All Mid Atlantic States	3,094,000	16%	3,642,000
Total	19,159,000		17,946,000

Domestic Visitor Profile to MA

- Main Purpose of trip.....Visit friends/relatives (46%)
- Main Activities.....VFR (46%) and Shopping (17%)
- Transportation Mode...Own car/truck (68%), Air (18%)
- Overnight v. Day tripper.....60/40

International Visitation to Mass CY2011

	(000s)	Market Share
Residence		
ALL OVERSEAS	**1,422**	**5.1%**
WESTERN EUROPE	**683**	**5.7%**
United Kingdom	**222**	**5.8%**
PROC (china)	**139**	**12.8%**
Germany	**120**	**6.6%**
France	**69**	**4.6%**
Australia	**65**	**6.3%**
Brazil	**54**	**3.6%**
Italy	**54**	**6.1%**
India	**50**	**7.5%**
South Korea	**50**	**4.4%**
Japan	**49**	**1.5%**
Argentina	**34**	**6.7%**
Spain	**27**	**3.8%**
Netherlands	**26**	**4.4%**
Ireland	**20**	**5.8%**
Belgium	**15**	**5.8%**
Canada	**678**	**3.3%**
Total International (Canada + Overseas)	**2,100**	

OVERSEAS [(1)] VISITORS TO SELECT U.S. STATES AND TERRITORIES

		2010		2011		
2011 Rank	STATE/TERRITORY	MARKET SHARE	VISITATION (000)	MARKET SHARE	VISITATION (000)	% CHANGE
1	New York	32.8%	8,647	34.1%	9,508	10%
2	California	21.3%	5,615	22.0%	6,134	9%
3	Florida	22.1%	5,826	20.4%	5,688	-2%
4	Nevada	9.5%	2,504	10.3%	2,872	15%
5	Hawaiian Islands	8.1%	2,135	8.2%	2,286	7%
6	Massachusetts	4.9%	1,292	5.1%	1,422	10%
7	Texas	3.9%	1,028	4.6%	1,283	25%
8	Illinois	4.5%	1,186	4.5%	1,255	6%
9	Guam	5.0%	1,318	4.4%	1,227	-7%
10	New Jersey	3.7%	975	3.5%	976	0%
11	Pennsylvania	3.5%	923	3.3%	920	0%
12	Arizona	2.9%	765	3.1%	864	13%
13	Georgia	3.1%	817	2.4%	669	-18%
14	Washington	1.9%	501	1.8%	502	0%
14	Utah	1.8%	475	1.8%	502	6%
16	Colorado	1.3%	343	1.6%	446	30%
17	Virginia	1.4%	369	1.3%	362	-2%
18	North Carolina	1.3%	343	1.2%	335	-2%
18	Maryland	n.a.	n.a.	1.2%	335	na
20	Connecticut	1.1%	290	1.1%	307	6%

OVERSEAS [1] VISITORS TO SELECT U.S. CITIES

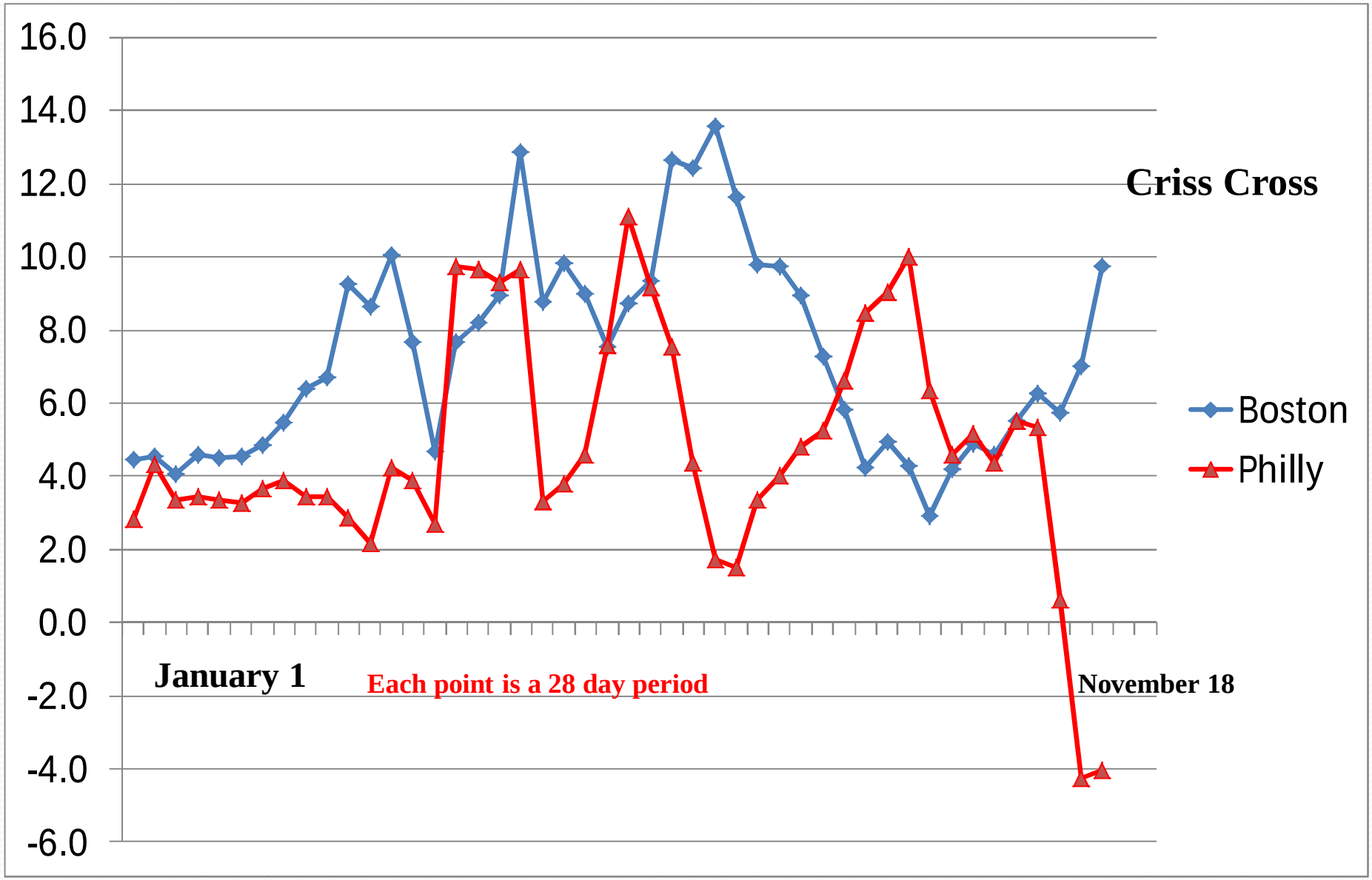
2011 RANK	CITY VISITATION [2]	2010 MARKET SHARE	2010 VISITATION (000)	2011 MARKET SHARE	2011 VISITATION (000)	VOLUME % CHANGE
1	New York City-WP-W	32.1%	8,463	33.3%	9,285	10%
2	Los Angeles	12.7%	3,348	13.1%	3,653	9%
3	Miami	11.8%	3,111	10.6%	2,956	-5%
4	San Francisco	10.0%	2,636	10.3%	2,872	9%
5	Las Vegas	9.2%	2,425	10.0%	2,788	15%
5	Orlando	10.3%	2,715	10.0%	2,788	3%
7	Washington, DC	6.6%	1,740	6.5%	1,812	4%
8	Honolulu	6.2%	1,635	6.4%	1,785	9%
9	Boston	4.5%	1,186	4.7%	1,311	11%
10	Chicago	4.3%	1,134	4.3%	1,199	6%
11	San Diego	2.9%	765	2.7%	753	-2%
12	Philadelphia	2.4%	633	2.2%	613	-3%
13	Houston	1.7%	448	2.1%	586	31%
13	Atlanta	2.7%	712	2.1%	586	-18%
13	Flagstaff-Grand Cany	1.9%	501	2.1%	586	17%
16	Seattle	1.8%	475	1.7%	474	0%
17	Dallas-Plano-Irving	1.3%	343	1.5%	418	22%
18	San Jose	1.1%	290	1.3%	362	25%

Lodging Data CY2012 to date through October STR

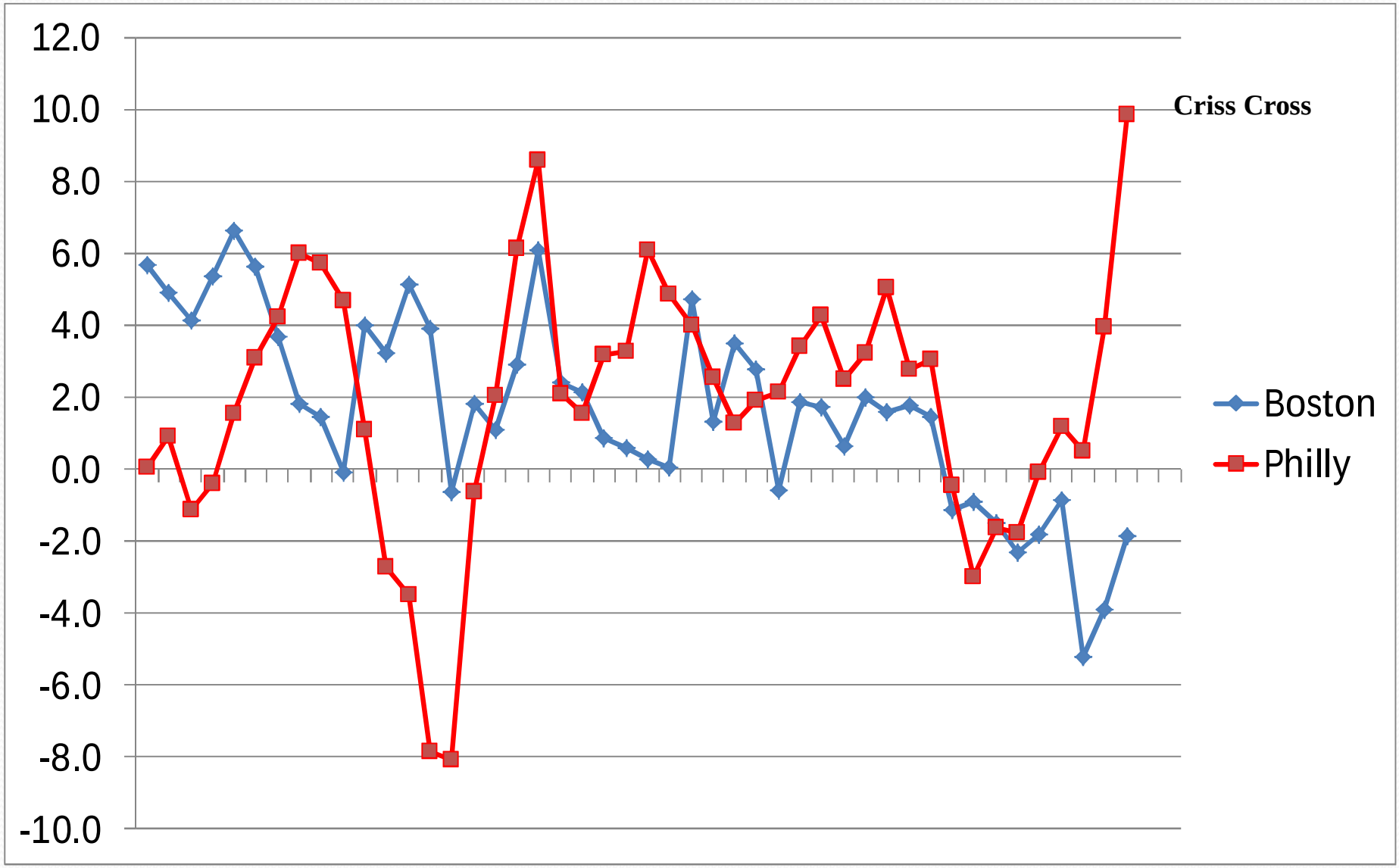
	Year to Date - October 2012 vs October 2011											
	Occ %		ADR		RevPAR		Percent Change from YTD 2011					
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	63.2	61.6	106.34	102.04	67.18	62.86	2.6	4.2	6.9	7.3	0.4	3.0
New England	63.7	63.2	128.57	122.24	81.86	77.24	0.8	5.2	6.0	6.4	0.4	1.1
Massachusetts	68.8	68.0	150.83	141.16	103.80	95.98	1.2	6.9	8.2	8.7	0.5	1.7
Worcester Co.	61.7	62.7	94.90	89.58	58.51	56.14	-1.6	5.9	4.2	6.1	1.8	0.1

Smith Travel Research

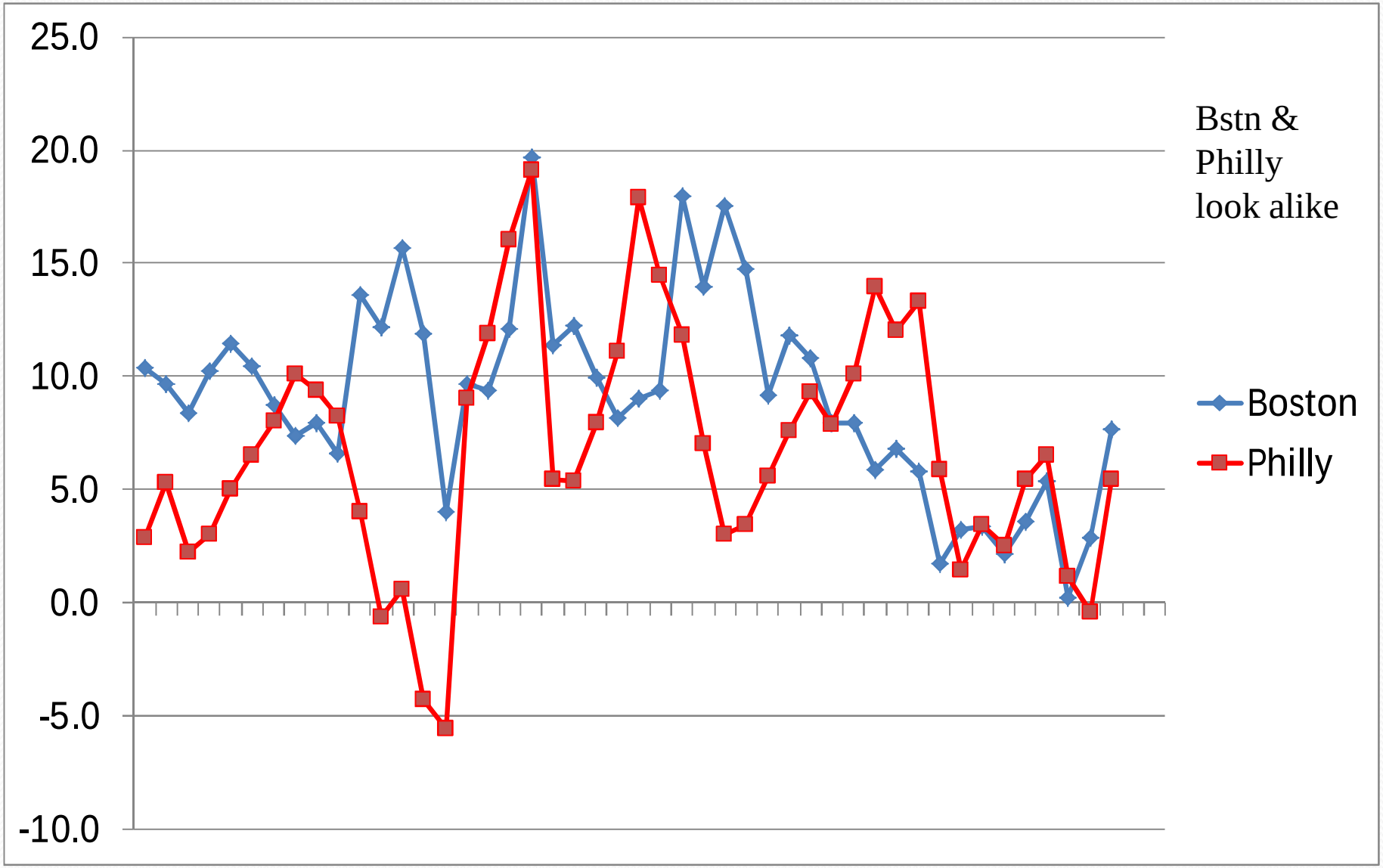
Room Rate...28 day lag change 2012 v. 2011



Rooms Sold… 28 day…2012 v. 2011



Room Revenue….28 day…2012 v. 2011



MOTT and RTC Research Initiatives

- Monthly TravelStats
- Web Site analysis
- Customer database analysis
- Region specific TNS research

SURVEY METHODOLOGY

- **MOTT and the RTCs hired TNS to perform surveys of known leisure travelers**
- **Two surveys were conducted in months of July, August and September**
  - **1. Came to MA**
  - **2. Considered but Did Not Come to MA**
- **The focus was on respondents who resided within driving distance to MA—NE and Mid Atl**

TNS SURVEY OUTLINES

CAME TO MASS LAST LEISURE TRIP July/August/September 2011		DID NOT COME TO MASS ON LAST LEISURE TRIP July/August/September 2011	
Number of respondents	244		684
Frequency of trips to MA	Q1-Q3	Q1-Q3	Timing of any trips to MA
Holiday/Weekend	Q4,Q5	Q4	Region Visited during that Trip
Type of Accomodation	Q6	Q5	Reason for Visiting on that Trip
Region Visited Primary	Q7	Q6	Did you consider MASS during your J/A/S 2011 trip or When Planning any Trip in past 12 mnths
More than One Region...Order and more	Q8	Q7	What areas Did you Consider
Activities	Q9	Q8	Reason for Considering
Satisfaction	Q10	Q9	Why did you go to ...during J/A/S 2011 trip
Likely to Return	Q11	Q10	What factors would help you consider MA
Sources Used in Planning trip	Q12	Q11	Familiarity with MA promotions during past 3 Years
Method Used in Booking Trip	Q13	Q12	Activities to ....during J/A/S 2011 trip
Frequency of going to or seeing movies Influence of mvies on travel	Q14	Q13	Satisfaction with trip to....during J/A/S 2011 trip
		Q14	Likely to return to...
3 Items considered when planning a trip	Q15	Q15	3 items considered when planning trip
"what w/b best strategy to have you consider	Q16	Q16	"what w/b best strategy to have you consider..."
Household demographics	Q17...Q20	Q17...Q20	Household demographics

"CAME TO MA" …Survey Hi Lites

(Massachusetts , **Central MA**)

- **% of respondents … repeat visitors (90 , 88)**
- **% very or extremely satisfied with trip (90 , 85)**
- **% very or extremely likely to return (85 , 82)**

- **Best Strategy to get return visit**
  - **Nothing (34% , 35%)**
  - **Special Deals (25% , 20%)**

- **Primary Characteristics considered when planning**
  - **Inexpensive (30% , 40%)**
  - **Easy to get to (37% , 45%)**
  - **Variety of things to do (25% , 25%)**

"CAME TO MA" …Survey Hi Lites

(Visited Central MA)

Visited NoB only or (Multiple) regions on trip

- **Only Stop** **(70%)**
- **Stopped at first** **(10%)**
- **Stopped at Second** **(20%)**

Regularly visit region….Why

- **"Family"** **(>60%)**
- **Convenient/safe** **(>50%)**
- **Accommodations, balance, value** **(>60%)**

“Did Not Come to MA” J/A/S

- 71% do not recall seeing any promo for MA (3yrs)
- 86% did not consider coming during J/A/S
- Largest group who considered MA decided on a “new place”
- Many who considered MA decided might come at different time of year

“Did Not Come to MA” J/A/S

- Top 3 ITEMS considered when planning a trip
  - Inexpensive 50%,
  - Easy to get to 48%,
  - Enjoy peace and quiet 36%
- Best strategy to use by MA to get consideration
  - Provide deals 26%,
  - “NOTHING” 29%
- Factors influencing consideration of MA
  - Special Deals 42%,
  - Time of the Year 47%,
  - Discounts 28%

“Did Not Come to MA” J/A/S

- 60% Satisfaction with Trip to…… (90, 85)
- 37% likely to return to…….. (85, 82)
- Activities in “other” choice…..
  Entertainment/Amusement

Information plus analysis helps focus the picture

Goals

- get day trippers to stay overnight
- Overnighters to stay another night
- Visit multiple regions…same trip or plan another trip
- NEED TO BE PINBALL WIZARDS!!!