



MASSACHUSETTS OFFICE OF TRAVEL & TOURISM

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NOVEMBER 5, 2020

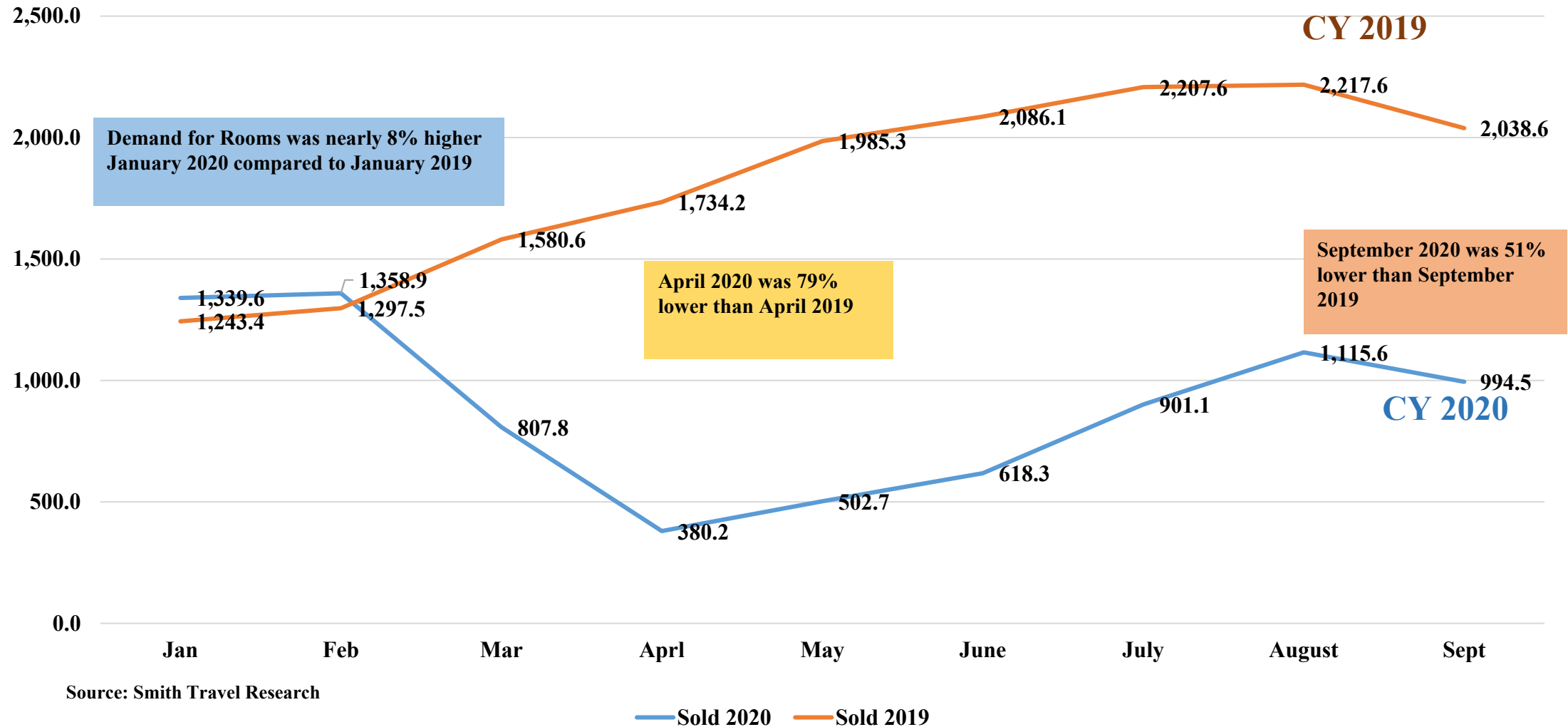


ACT&T Research Presentation

- **Single event: Check out and pay for overnight stay**
- **Smith Travel Research: Receive from individual hotels**
 - **Rooms Available, Rooms sold, Room Revenue**
 - **Produce monthly, weekly reports delivered to clients following month or week**
- **Massachusetts Department of Revenue: Receive tax payments/process abatements**
 - **Produce monthly NET Occupancy Tax collections (BLUE BOOK)**
 - **Last posted June 2020**

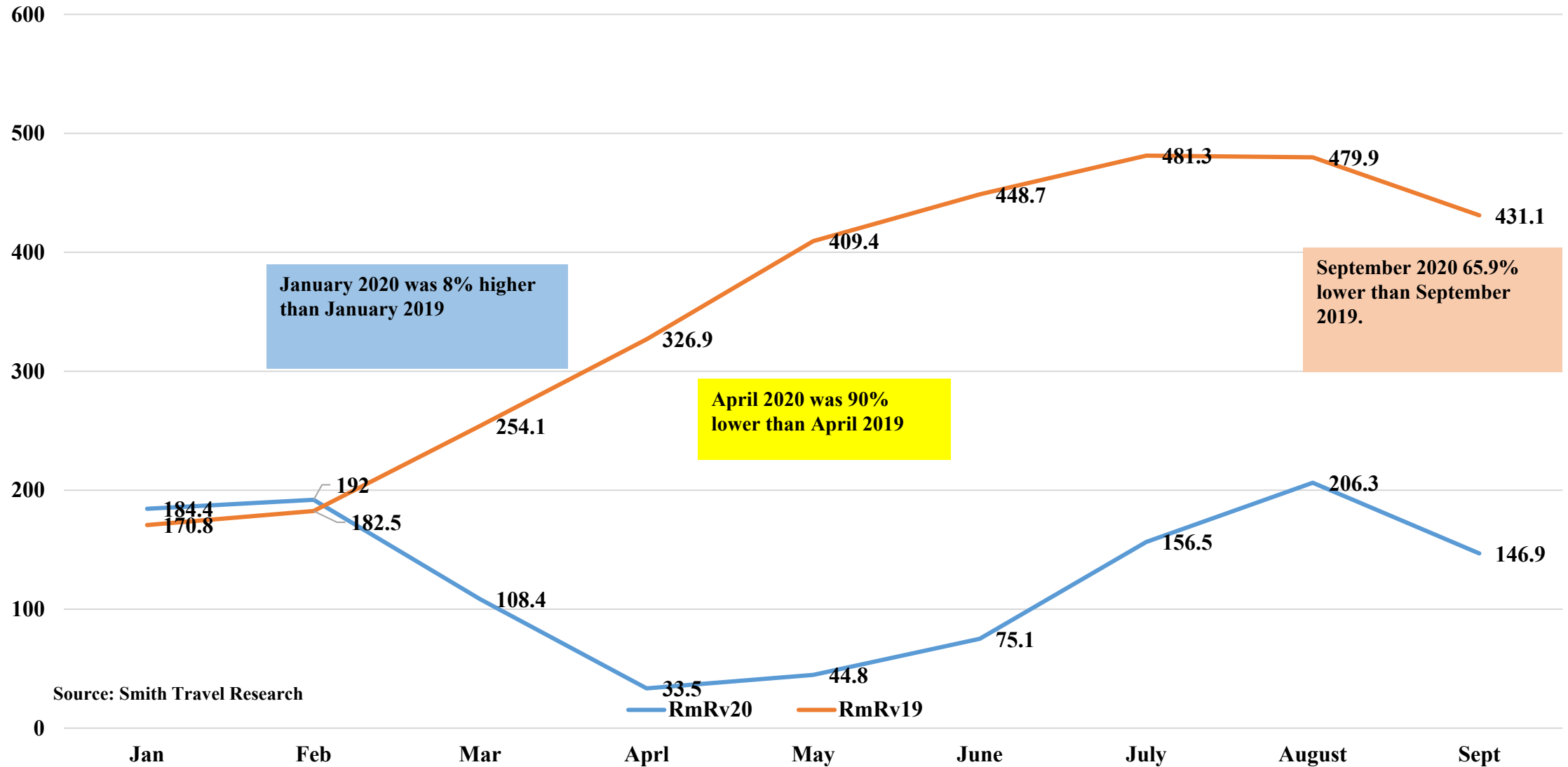
MA Lodging Monthly Rooms Sold: CYs 2020 & 2019 through September

Thousands - Room Nights



MA Lodging Monthly Room Revenue: CYs 2020 & 2019 through September

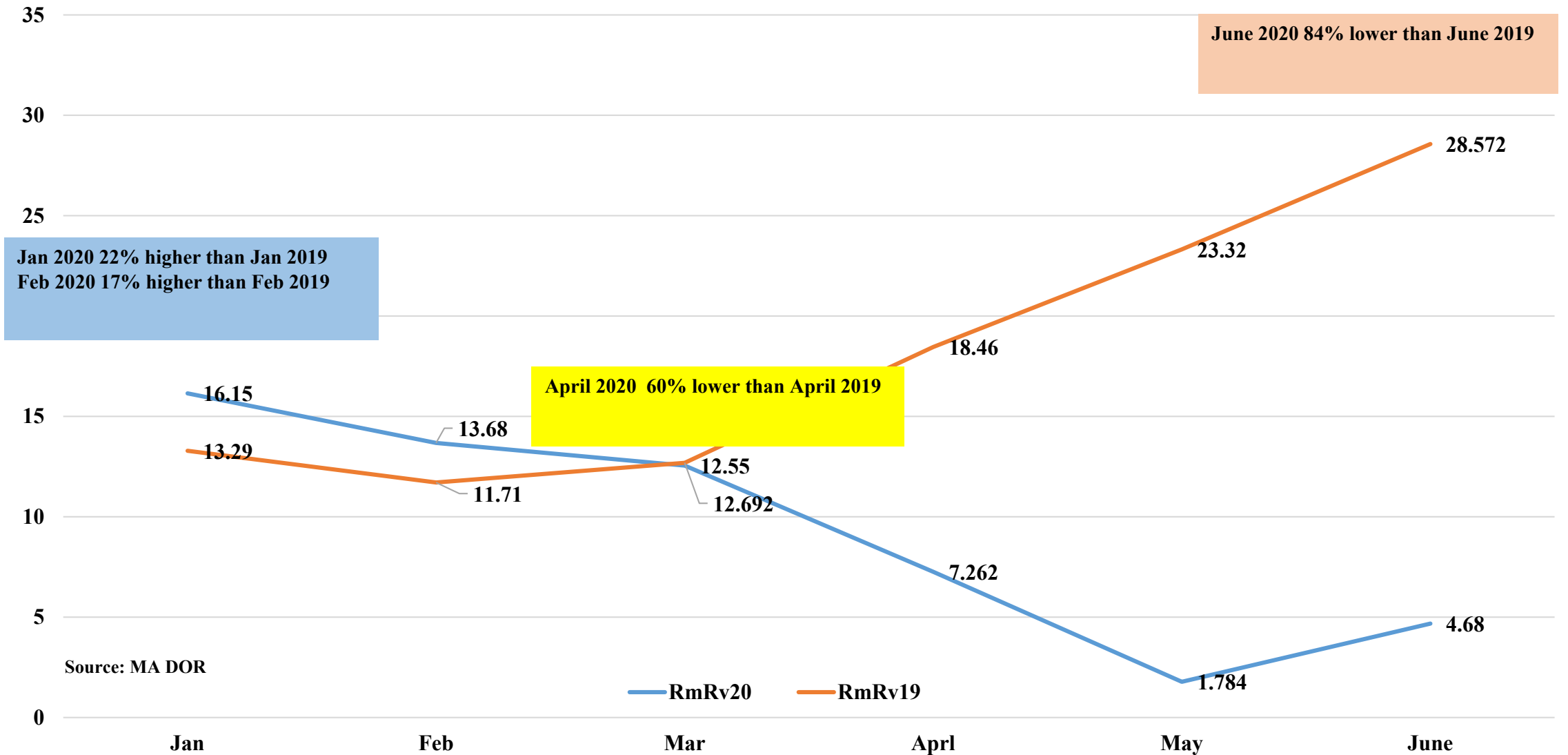
Millions USD



Source: Smith Travel Research

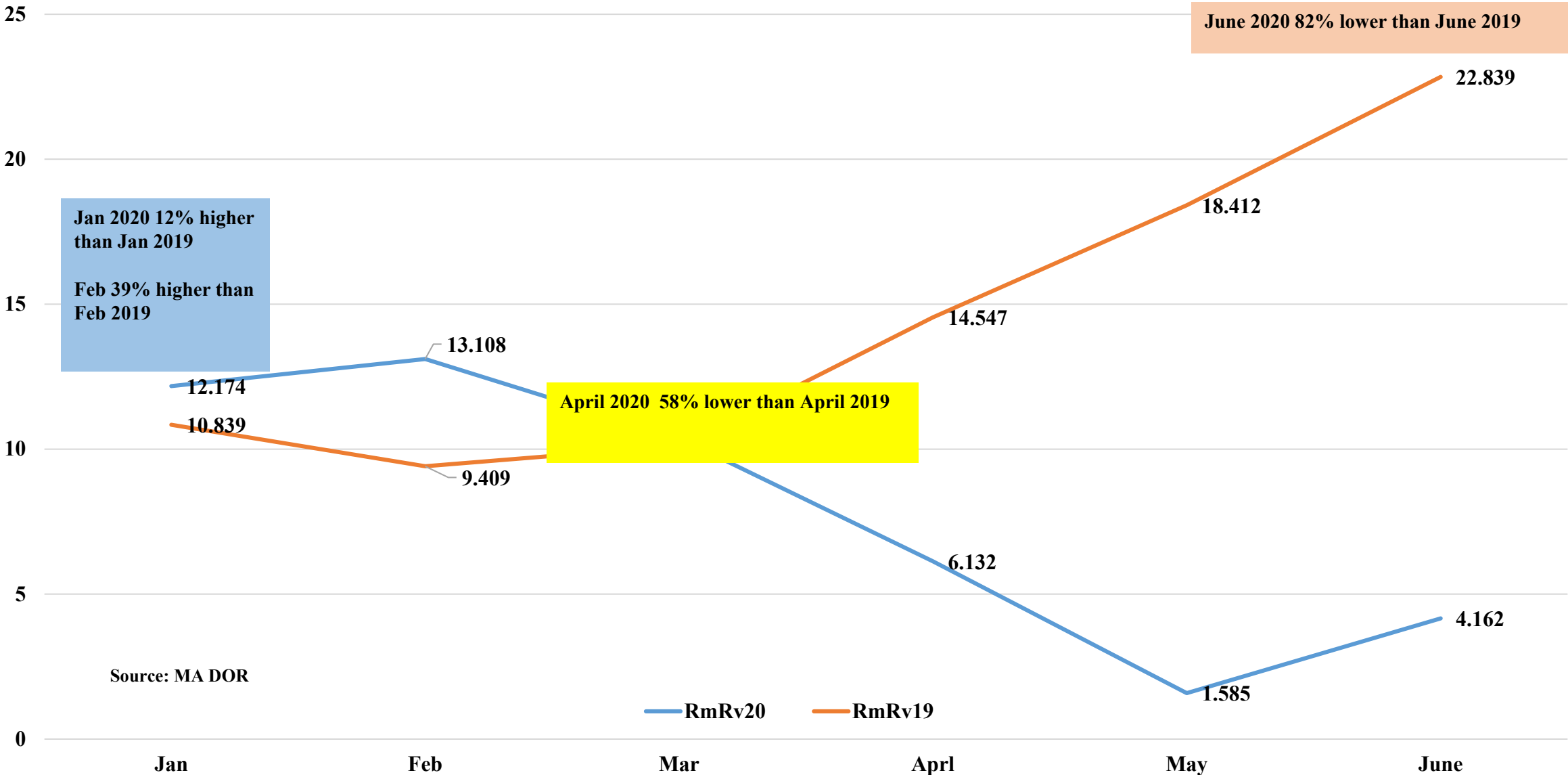
MA State Level Lodging Room Revenue: CYs 2020 & 2019 through June

Millions USD



MA Local Level Lodging Room Revenue: CYs 2020 & 2019 through June

Millions USD



Massachusetts Lodging & Tax Collection Results: **CYs 2020 v. 2019**

- **The Lodging Industry in Massachusetts started off CY 2020 with substantial gains**
- **Jan/Feb 2020 both Rooms Sold and Room Revenue increased 8% Yr/Yr**
- **Rooms Sold down 80% both April/May 2020 Yr/Yr**
- **During the summer, the MA lodging industry Yr/Yr decreases began to improve**
- **However, September 2020, Rooms Sold and Room Revenue decreased 51% and 66%**
- **The much sharper decline in revenue was caused by 30% decline in room rate**

Massachusetts Lodging & Tax Collection Results: CYs 2020 v. 2019 Continued

- **Most recent STR reports reflect a leveling of the previously positive trends**
- **MA DOR occupancy tax collections reports lag STR - content and publication**
- **Jan/Feb 2020 saw much higher increase in taxes than STR room revenue**
 - **Caused by: Hotel 2019 Q4 room revenue growth was double digit, Short Term Rentals, Work Loads**
- **There is nearly a two month lag between actual hotel stay and taxes collected reporting**