

Fast Facts...

The Massachusetts Tourism Industry

Hotels and Restaurants are the third largest industry in Massachusetts*:

Health Services 334,433 employees
 Business Services 245,058 employees

**Eating & Drinking Places/
 Hotels & Other Lodging Places 233,969 employees**

*Labor Force Estimates 1/03, MA Division of Employment and Training

The MA Division of Employment and Training estimates there are over **14,000** establishments providing food, drink or accommodations in the Commonwealth.

YTD Through December	Percent Occupancy	Average Daily Rate
2002	60.1%	\$145.03
2001	62.0%	\$156.78
2000	70.1%	\$168.39

Information from Smith Travel Research and Pinnacle Advisory Group

STATE ROOM OCCUPANCY TAX

FY 2001 \$149.6 million
 FY 2002 \$123.3 million
 Estimated FY 2003 \$136.5 million

LOCAL OPTION ROOM OCCUPANCY TAX

FY 2001 \$85.6 million
 FY 2002 \$70.9 million
 Estimated FY 2003 \$78.5 million

FY 2002 - 2003 PROJECTED TOTAL

TOURISM OFFICE BUDGETS - BY STATE

Note: California, Connecticut and Virginia did not provide budget figures. Survey conducted by Travel Industry Association (TIA)

1. Hawaii	\$56,000,000
2. Illinois	\$49,694,900
3. New York	\$47,700,000
4. Pennsylvania	\$35,131,766
5. Texas	\$32,148,252
6. Florida	\$29,389,464
7. Louisiana	\$17,790,301
8. West Virginia	\$16,000,000
9. Missouri	\$15,188,668
10. Wisconsin	\$14,781,300
11. Michigan	\$14,756,943
12. New Mexico	\$14,344,400
13. Maryland	\$13,442,033
14. Tennessee	\$13,442,033
15. Nevada	\$12,320,172
16. Arkansas	\$12,263,552
17. Oklahoma	\$10,852,245
18. North Carolina	\$10,359,791
19. Massachusetts	\$10,064,676
20. Minnesota	\$9,937,000
21. South Carolina	\$9,694,527
22. Georgia	\$9,410,851
23. Mississippi	\$9,344,113
24. Kentucky	\$9,041,000
25. Arizona	\$9,016,500
26. Alabama	\$8,529,336
27. Montana	\$7,681,577
28. Colorado	\$7,547,000
29. Utah	\$7,300,000
30. South Dakota	\$6,670,000
31. New Jersey	\$5,990,000
32. Maine	\$5,969,178
33. Wyoming	\$5,646,209
34. Idaho	\$5,512,505
35. New Hampshire	\$5,448,900
36. Ohio	\$5,352,171
37. Indiana	\$5,335,714
38. Vermont	\$4,756,462
39. Kansas	\$4,048,008
40. Iowa	\$3,558,229
41. Washington	\$3,523,855
42. Nebraska	\$3,032,225
43. Oregon	\$2,945,497
44. North Dakota	\$2,542,206
45. Rhode Island	\$2,461,000
46. Delaware	\$2,020,000
47. Alaska	\$550,674

What is the Tourism Industry?

The tourism/travel industry includes:

Public Transportation - Air, intercity bus, rail, boat or ship and taxicab/limousine

Auto Transportation - Privately-owned cars, gasoline service stations and automotive rental

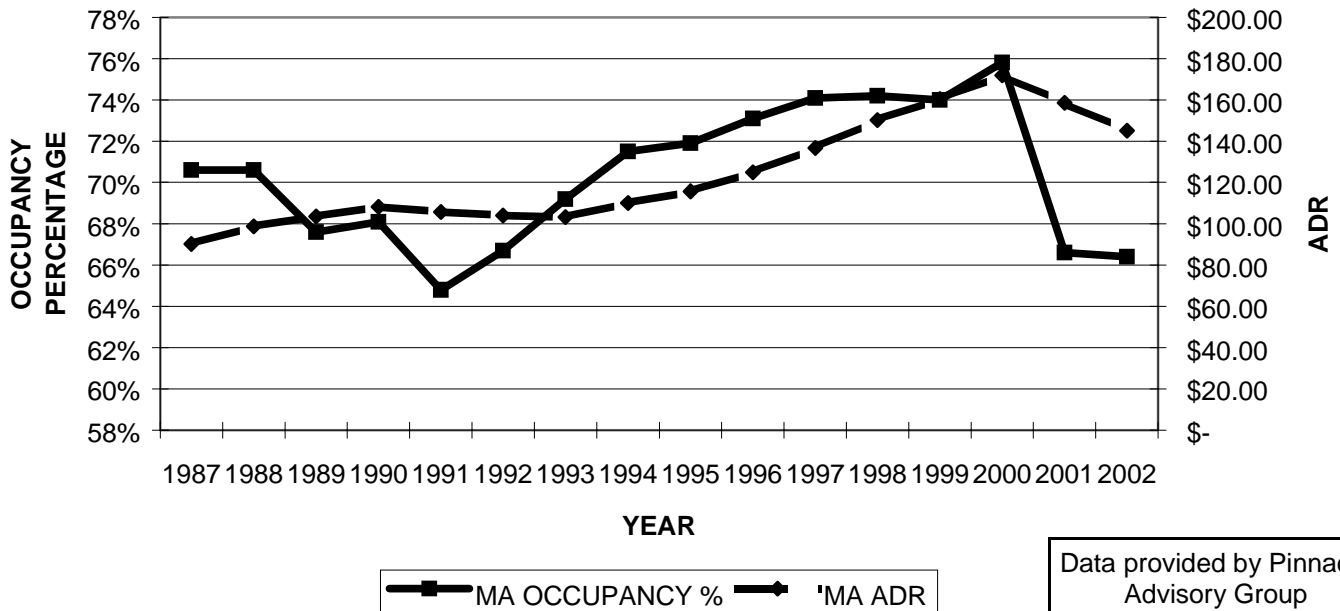
Lodging - Hotels, motels, campgrounds, B&Bs, inns and ownership or rental of vacation/rental homes

Food Service - Restaurants, grocery stores and other eating/drinking establishments

Entertainment and Recreation - Golf, skiing, museums, movie theaters, etc.

Retail Sector - Gifts, clothes, souvenirs and other retail purchases

**1987-2002 MASSACHUSETTS OCCUPANCY &
AVERAGE DAILY RATE (ADR)**



**Guest Pays Bill,
with taxes added**

5.7%
is paid in State Rooms
Occupancy Tax
Amount collected in
FY '02: \$104,173,829

Up to **4%**
is paid in Local Option
Tax in 151 cities in
MA
Amount collected in
FY '02: \$70,953,000

2.75%
is paid in the cities of
Boston, Cambridge,
Worcester and Springfield
for Convention Center
Amount collected in
FY '02: \$19,132,171

35%
of this goes to the
State's Tourism Fund.
FY '02: \$36,460,840

65%
of this goes
directly to the
State's
general fund.

Most cities put this
money directly into
their general fund.
A few towns have
laws that allow some
money to be used for
local tourism
activities.

This money is used to
offset bonding on the
new Boston Con-
vention Center and on
other convention
facilities.

Of this amount, the formula is as
follows*,
40% - MA Office of Travel and Tourism
38% - MA Convention Center Authority
19% - the 13 Regional Tourist Councils
3% - MA Office of International Trade

*Due to legislative earmarking, these
offices are usually not fully funded.

Where Do Lodging Taxes Go?
Every time someone spends a night in Massachusetts,
he has to pay Rooms Occupancy Tax. This tax amount
differs depending on the city. Why is this important?
When tax rates increase, it affects the bottom line by
changing the amount a guest will have to pay.