

Fast Facts...

The Massachusetts Tourism Industry

What is the Tourism Industry?

The Commonwealth's third-largest industry, tourism/travel industry includes:

Lodging - Hotels, motels, campgrounds, B&Bs and inns

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

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

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

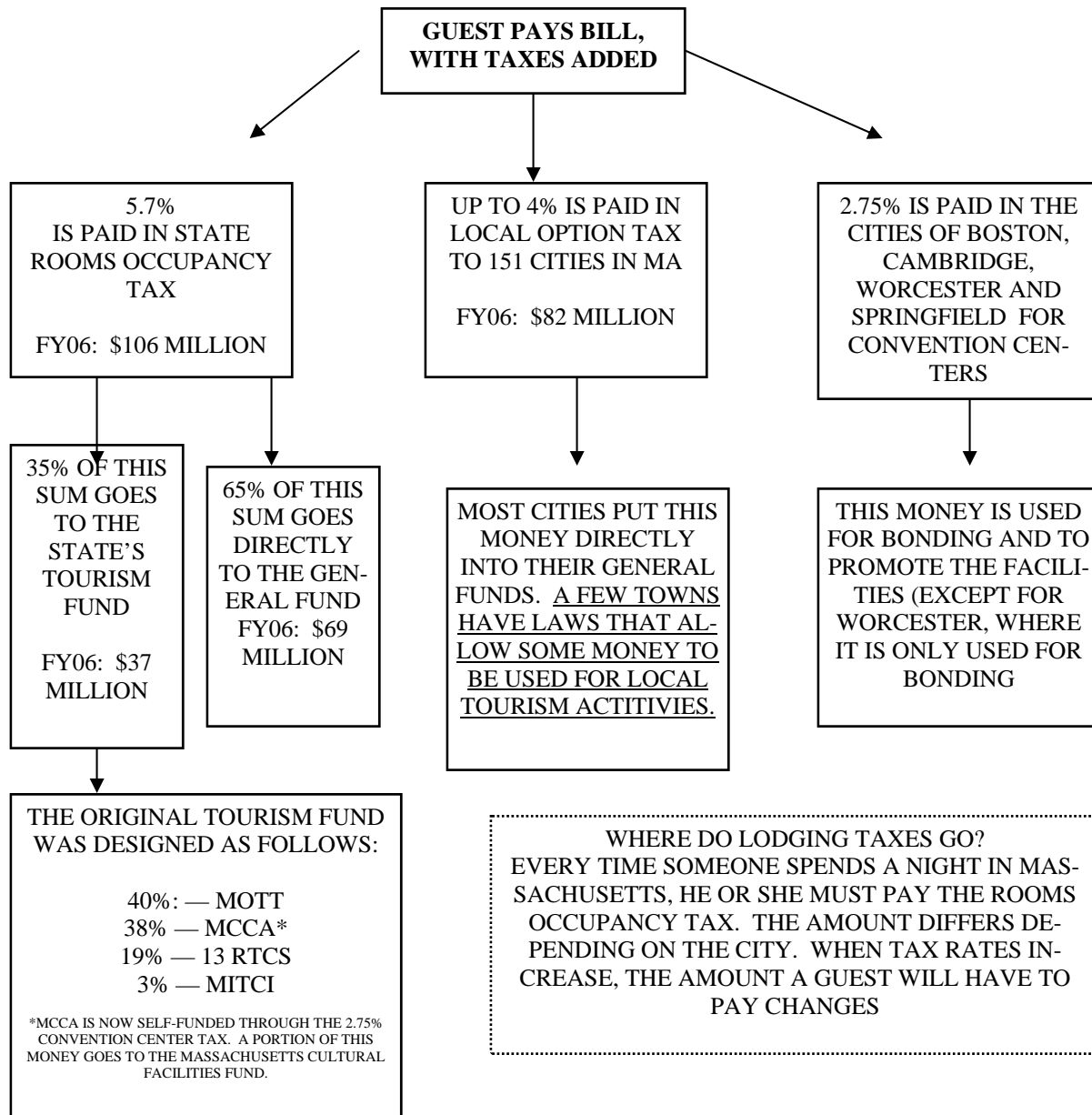
Entertainment and Recreation - Golf, skiing, museums, guided tours, movie theaters, etc.

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

PROJECTED STATE TOURISM OFFICE BUDGETS BY RANK

	<u>FY 2006-2007 TOTAL BUDGET</u>		<u>FY 2006-2007 TOTAL BUDGET</u>
Hawaii	\$70,700,000	26. Georgia	\$11,482,467
Pennsylvania	\$64,732,000	27. Wyoming	\$10,744,264
Illinois	\$48,957,900	28. Oklahoma	\$10,592,889
Florida	\$33,066,588	29. Minnesota	\$10,524,584
Texas	\$29,112,987	30. Alabama	\$10,441,580
California	\$28,845,965	31. Montana	\$9,525,413
Colorado	\$22,173,832	32. South Dakota	\$9,367,472
Arizona	\$20,669,758	33. Oregon	\$9,311,960
Virginia	\$20,390,579	34. Massachusetts*	\$9,100,002
New York	\$19,270,000	35. Mississippi	\$8,946,188
Louisiana	\$18,958,639	36. West Virginia	\$7,868,004
South Carolina	\$18,786,826	37. Maine	\$7,554,190
Tennessee	\$18,219,600	38. Idaho	\$6,864,438
Missouri	\$17,767,811	39. Ohio	\$6,712,845
Utah	\$16,481,700	40. Connecticut	\$6,409,726
Kentucky	\$15,830,500	41. Nebraska	\$6,268,714
Michigan	\$15,629,143	42. New Hampshire	\$5,435,997
Nevada	\$15,040,008	43. Vermont	\$4,536,011
Wisconsin	\$14,973,300	44. Kansas	\$4,453,447
Arkansas	\$14,805,353	45. Indiana	\$4,360,000
North Carolina	\$14,597,000	46. Washington	\$3,674,931
New Mexico	\$13,937,300	47. Iowa	\$3,544,443
Maryland	\$13,057,151	48. North Dakota	\$2,919,515
Alaska	\$12,664,562	49. Delaware	\$2,200,000
New Jersey	\$12,110,000	50. Rhode Island	\$1,562,629

THE TOURISM FUND FORMULA



YTD THRU DEC	MA % OCCUPANCY	MA ADR	REV PAR
2005	71.5	\$162.23	\$116.02
2006	72.5	\$178.96	\$129.70

DATA PROVIDED BY PINNACLE ADVISORY GROUP, BOSTON, MA.