

THE MASSACHUSETTS M·E·S·S·E·N·G·E·R

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SPECIAL EDITION: SPRING/SUMMER 1995 TRAVEL BAROMETER

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Summer season shows moderate growth

University of Massachusetts
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Slow growth characterized the spring and summer season. Traffic and visitor counts each recorded increases of 1.8%. On the transportation side, Steamship Authority boardings to and from Martha's Vineyard jumped 6% while international arrivals and departures at Logan Airport slipped 6.5%. Attendance patterns were mixed. While beaches registered a slight decline, use of state and national parks and information centers increased 8 to 10%. Most of the growth in use of information centers came from double-digit growth at the MassPike's east- and westbound centers at Charlton. On the lodging side, spring occupancy rates showed the strongest increases with growth moderating in early summer, then turning down 2.8% in August.

MASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1995

	SPG/SUM 95	SPG/SUM 94	% +/-
ATTENDANCE SUMMARY (Mar-Aug)	15,545,910	15,266,890	+ 1.8%
Museums & Attractions	8,090,324	8,072,202	+ 0.2%
State & Nat'l Beaches	3,919,076	3,937,531	- 0.5%
State & Nat'l Parks	2,153,420	1,997,496	+ 7.8%
Information Centers	1,383,090	1,259,661	+ 9.8%

TRAFFIC SUMMARY (Mar-Aug)	80,373,006	78,985,290	+ 1.8%
Air	13,648,904	13,708,953	- 0.4%
Rail	38,382	34,169	+ 12.3%
Ferry	1,696,899	1,614,607	+ 5.1%
Highway	64,988,821	63,627,561	+ 2.1%

	Statewide			Boston		
	Curr	Prev	% +/-	Curr	Prev	% +/-
LODGING						
<i>Occupancy Rates</i>						
March	68.6%	65.9%	+ 4.1%	77.7%	73.3%	+ 5.9%
April	74.3%	72.1%	+ 3.0%	81.4%	79.2%	+ 2.8%
May	76.1%	73.9%	+ 3.0%	82.4%	79.7%	+ 3.3%
June	81.4%	79.8%	+ 2.1%	87.4%	85.8%	+ 1.8%
July	80.9%	80.7%	+ 0.3%	86.0%	84.8%	+ 1.3%
August	84.0%	86.4%	- 2.8%	87.5%	89.9%	- 2.7%

	SPG/SUM 95	SPG/SUM 94	% +/-
MUSEUMS AND ATTRACTIONS (Mar-Aug)	8,090,324	8,072,202	+ 0.2%
<i>Greater Boston</i>			
Adams National Historic Site	30,899	30,356	+ 1.8%
Boston Tea Party Ship & Museum	81,141	83,090	- 2.3%
Bunker Hill Pavilion	39,969	92,647	- 56.9%
Children's Museum	----- no data available -----		
Computer Museum	88,921	78,468	+ 13.3%
DeCordova Museum	54,314	32,296	+ 68.2% (a)
Franklin Park Zoo	128,287	121,583	+ 5.5%
John Hancock Observatory	258,268	278,939	- 7.4%
Harvard University Art Museums	44,811	47,076	- 4.8%
Institute of Contemporary Art	7,763	5,782	+ 34.3%
Isabella Stewart Gardner Museum	96,139	87,570	+ 9.8%
John F. Kennedy Library & Museum	155,256	201,332	- 22.9%
The Mapparium	66,773	69,580	- 4.0%
MIT Museum	109,700	121,800	- 9.9%
Museum of Fine Arts	398,914	411,237	- 3.0%
Museum of Our National Heritage	44,510	36,736	+ 21.2%
Museum of Science	951,292	898,982	+ 5.8%
New England Aquarium	852,425	848,611	+ 0.4%
Old State House	38,220	37,133	+ 2.9%
Paul Revere House	122,810	114,137	+ 7.6%
Stone Zoo	92,281	108,223	- 14.7%
USS Constitution	337,956	304,256	+ 11.1%
USS Constitution Museum	45,202	55,668	- 18.8%
<i>North of Boston</i>			
Hammond Castle Museum	----- no data available -----		
House of Seven Gables	90,331	81,187	+ 11.3%
Museum of American Textile History	0	0	0.0% (b)
Peabody Essex Museum	62,637	54,296	+ 15.4%
Salem Maritime Nat'l Historic Site	444,273	374,416	+ 18.7%
<i>Plymouth County</i>			
Fuller Museum of Art	14,381	11,373	+ 26.4%
Plimoth Plantation/Mayflower II	281,656	256,491	+ 9.8%
<i>Worcester County</i>			
Fruitlands Museums	10,814	9,582	+ 12.9%
Higgins Armory Museum	27,927	27,376	+ 2.0%
New England Science Center	93,876	92,984	+ 1.0%
Old Sturbridge Village	273,440	273,040	+ 0.1%
Whalom Park	196,908	198,501	- 0.8%
<i>Pioneer Valley</i>			
Basketball Hall of Fame	103,362	107,065	- 3.5%
Connecticut Valley Historical Museum	11,506	7,664	+ 50.1%
Historic Deerfield	19,949	17,546	+ 13.7%
Holyoke Children's Museum	36,251	19,790	+ 83.2% (c)
Riverside Park	623,472	641,486	- 2.8%
George Walter Smith Art Museum	25,008	29,483	- 15.2%
Springfield Armory Nat'l Hist. Site	9,529	10,081	- 5.5%
Springfield Museum of Fine Arts	17,111	19,974	- 14.3%
Springfield Science Museum	60,165	50,587	+ 18.9%
The Big E	--- closed for the season ---		

SPG/SUM 95 SPG/SUM 94 % +/-

MUSEUMS AND ATTRACTIONS (cont)

Berkshires

Berkshire Museum	38,400	35,912	+ 6.9%
Berkshire Scenic Railway	4,976	5,342	- 6.9%
Clark Art Institute	69,624	68,882	+ 1.1%
Hancock Shaker Village	47,690	46,063	+ 3.5%
Norman Rockwell Museum	123,520	133,861	- 7.7%
Tanglewood Music Festival	326,910	316,943	+ 3.1%

Bristol County

Fall River Carousel	76,350	90,483	- 15.6%
Capron Park Zoo	88,698	74,123	+ 19.7%
Great Woods Performing Arts Center	621,492	702,604	- 11.5%
New Bedford Whaling Museum	28,801	27,275	+ 5.6%

Cape Cod

Cape Cod Scenic Railroad	40,024	47,293	- 15.4%
Heritage Plantation	71,353	71,707	- 0.5%
Pilgrim Monument & Museum	75,957	72,767	+ 4.4%
Sandwich Glass Museum	28,082	30,523	- 8.0%

BEACHES (Mar-Aug)

	3,919,076	3,937,531	- 0.5%
Cape Cod National Seashore	3,548,152	3,585,038	- 1.0%
Crane Memorial Reservation	137,730	139,025	- 0.9%
Horseneck Beach State Reservation	233,194	213,468	+ 9.2%
Salisbury Beach State Reservation	----- no data available -----		

(d)

PARKS (Mar-Aug)

	2,153,420	1,997,496	+ 7.8%
Fall River Heritage State Park	551,526	563,316	- 2.1%
Lowell National Historical Park	406,799	379,908	+ 7.1%
Minute Man National Historical Park	796,226	673,575	+ 18.2%
Mt. Greylock State Reservation	----- no data available -----		
Nickerson State Park	230,758	208,026	+ 10.9%
Harold Parker State Forest	53,343	42,925	+ 24.3%
Skinner/Holyoke Range State Park	60,893	72,933	- 16.5%
Wells State Park	35,675	35,071	+ 1.7%
Western Gateway Heritage State Park	18,200	21,742	- 16.3%

INFORMATION CENTERS (Mar-Aug)

	1,383,090	1,259,661	+ 9.8%
Boston Nat'l Hist. Park Visitor Ctr.	191,738	218,754	- 12.3%
Boston Common Information Booth	175,652	169,389	+ 3.7%
Charlton-East Information Center	160,358	132,528	+ 21.0%
Charlton-West Information Center	80,970	57,139	+ 41.7%
Lee Information Center	74,692	76,714	- 2.6%
Mansfield Information Center	142,647	138,742	+ 2.8%
Natick Information Center	32,245	32,184	+ 0.2%
Plymouth Information Center	472,045	434,211	+ 8.7%
Swansea Information Center	52,743	0	+ 0.0%

(e)

- (a) DM&SP: Strokes of Genius Exhibit, April-Aug 95
- (b) ATH: closed until Fall of 1996
- (c) HCM: special exhibits in 1995; Sea Monsters & Anne Frank
- (d) Does not include July
- (e) Swansea: center opened May 1995
- (f) Incomplete data
- (g) Does not include March, April, May & June

	SPG/SUM 95	SPG/SUM 94	% +/-
AIR (Mar-Aug)	13,648,904	13,708,953	- 0.4%
<i>Logan Airport</i>	13,324,561	13,411,979	- 0.7%
Domestic - Inbound & Outbound	11,400,262	11,353,962	+ 0.4%
International - Inbound & Outbound	1,924,299	2,058,017	- 6.5%
<i>Regional Airports</i>	324,343	296,974	+ 9.2%
Barnstable Airport - Inbound	95,533	89,704	+ 6.5%
Barnstable Airport - Outbound	98,354	87,905	+ 11.9%
Nantucket Airport - Outbound	130,456	119,365	+ 9.3%
RAIL (Mar-Aug)	38,382	34,169	+ 12.3%
<i>Amtrak</i>			
Boston Rail Service	----- no data available -----		
Cape Cod Rail Service	----- no data available -----		
<i>M.B.T.A.</i>			
Passport Program	38,382	34,169	+ 12.3%
FERRY (Mar-Aug)	1,696,899	1,614,607	+ 5.1%
<i>Steamship Authority</i>			
Martha's Vineyard	1,345,379	1,269,792	+ 6.0%
Nantucket	351,520	344,815	+ 1.9%
HIGHWAY (Mar-Aug)	64,988,821	63,627,561	+ 2.1%
<i>Massachusetts Turnpike</i>	15,367,273	14,980,974	+ 2.6%
Eastbound at Weston	4,486,116	4,429,935	+ 1.3%
Westbound at Weston	4,753,594	4,656,009	+ 2.1%
Entering at Sturbridge	4,350,856	4,187,393	+ 3.9%
Eastbound at West Stockbridge	1,776,707	1,707,637	+ 4.0%
<i>Interstate</i>	22,301,642	21,674,807	+ 2.9%
I91, Northbound at Longmeadow	6,369,539	6,194,162	+ 2.8%
I91, Southbound at Deerfield	2,653,730	2,597,738	+ 2.2%
I93, Southbound at Andover	0	0	0.0% (f)
I95, Southbound at Georgetown	5,507,861	5,391,417	+ 2.2%
I95, Northbound at Attleboro	7,770,512	7,491,490	+ 3.7%
I195, Eastbound at Seekonk	0	0	0.0% (f)
<i>Intrastate</i>	27,319,906	26,971,780	+ 1.3%
Route 2, at Concord	0	0	0.0% (f)
Route 2, at Orange	1,888,279	1,842,902	+ 2.5%
Route 2, at Lancaster	7,568,005	7,395,392	+ 2.3%
Bourne Bridge	7,359,633	7,603,529	-3.2%
Sagamore Bridge	4,157,937	4,135,772	+ 0.5% (g)
Tobin Memorial Bridge	6,346,052	5,994,185	+ 5.9%

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Mass. Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: PKF Consulting for lodging statistics; Mass. Turnpike Authority and Mass. Highway Department for auto traffic; Massport for Logan Airport traffic; Steamship Authority for ferry traffic.

For more information, please contact Mark McDermott at the Office of Travel & Tourism, (617) 727-3201 x212.