

*Massachusetts*

Office of Travel & Tourism

**Massachusetts Domestic Visitor Profile:  
Calendar Year 2003**

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Data include both pleasure and business travel. A traveler is defined as someone who travels at least 50 miles one way or travels any distance and stays overnight. Counts include in-state and out-of-state travelers meeting the definition. Source: TravelScope®, Travel Industry Association. LAST UPDATED 04.21.2004



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<b>Person Trip Volume:</b>	25,681,000
<b>U.S. Market Share:</b>	2.2% of all domestic travel

<b>Origin by Census Region</b>		
Census Region	Total Person Trips to Massachusetts	Share All Person Trips to Massachusetts
New England	14,546,000	56.6%
Mid-Atlantic	5,514,000	21.5%
South Atlantic	2,438,000	9.5%
East North Central	1,005,000	3.9%
Pacific	744,000	2.9%

<b>Origin by State (Top 10)</b>		
State	Total Person Trips to Massachusetts	Share All Person Trips to Massachusetts
Massachusetts	6,560,000	25.5%
Connecticut	3,548,000	13.8%
New York	3,513,000	13.7%
New Hampshire	1,847,000	7.2%
New Jersey	1,249,000	4.9%
Rhode Island	1,145,000	4.5%
Maine	972,000	3.8%
Florida	757,000	2.9%
Pennsylvania	751,000	2.9%
California	561,000	2.2%

<b>Trips to State by Quarter</b>	
1 <sup>st</sup> Quarter	15.3%
2 <sup>nd</sup> Quarter	24.8%
3 <sup>rd</sup> Quarter	38.2%
4 <sup>th</sup> Quarter	21.6%



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<b>Primary Trip Purpose</b>	
Visit Friends/Relatives	41.8%
Other Pleasure/Personal	17.1%
Entertainment/Sightseeing	15.2%
Convention /Seminar	10.0%
Outdoor Recreation	9.3%
Business	4.2%
Combined Business & Pleasure	2.3%

<b>Overnight v. Day Trip</b>	
Overnight Trip	72.5%
Day Trip	27.5%

<b>Primary Mode of Transportation</b>	
Own Auto / Truck	75.2%
Airplane	16.7%
Rental Car	2.2%
Bus	1.2%
Camper/RV	1.4%
Train	1.5%
Ship/Boat	1.2%
Motorcoach	0.5%



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<b>Average Trip Duration</b>	
Massachusetts stay, includes no nights	2.1 nights
Massachusetts stay, excludes no nights	3.7 nights
Total Trip, includes no nights	3.6 nights
Total Trip, excludes no nights	4.6 nights

<b>Lodging Used in State</b>	
Hotel / Motel / B & B	28.7%
Private Home	24.9%
RV / Tent	2.2%
Condo / Time Share	1.3%
No overnight stay or lodging type not specified	41.5%
Other	3.6%

<b>Trip Activities in State</b>	
Shopping	34.1%
Attend a Social/Family Event	29.7%
Beach Activities	18.4%
City/Urban Sightseeing	16.6%
Historical Places / Museums	15.1%
Rural Sightseeing	11.5%
Zoo/Aquarium/Science Museum	8.8%
Outdoor	8.3%
Nightlife / Dancing	6.9%
Water Sports/Boating	6.6%
Seminar/Courses	6.5%
Sports Event	5.9%
National / State Parks	5.6%
Art Museums/Galleries	5.5%
Performing Arts	5.3%
Cultural Events / Festivals	3.2%
Theme / Amusement Park	2.7%
Golf	2.2%
Winter Sports	1.2%



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<b>Travel Party Size</b>	
Average	<u>2.0</u>
One	42.3%
Two	35.5%
Three	10.1%
Four	8.2%
Five or more	3.9%

<b>Adults (18 and over) in Travel Party</b>	
Average	<u>1.6</u>
One	53.0%
Two	41.1%
Three or more	6.0%

<b>Children (Under 18) in Travel Party</b>	
Average (including none)	<u>0.4</u>
None	74.1%
One	14.2%
Two	8.1%
Three or more	3.5%

<b>Annual Household Income</b>	
Average	<u>\$81,598</u>
Less than \$20,000	6.5%
\$20,000 - \$29,999	8.4%
\$30,000 - \$49,999	17.1%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	17.0%
\$100,000 - \$149,999	19.3%
\$150,000 or more	9.0%



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<b>Household Ethnicity</b>	
White	93.8%
African-American	2.7%
Spanish / Hispanic Origin	2.3%
Asian / Pacific Islander	1.3%
Native American	0.4%
Other	1.8%

<b>Children in Household</b>	
Average	<u>0.5</u>
None	70.8%
1	14.0%
2	11.9%
3	2.7%
4 or more	0.7%