

OUTLOOK 2016



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

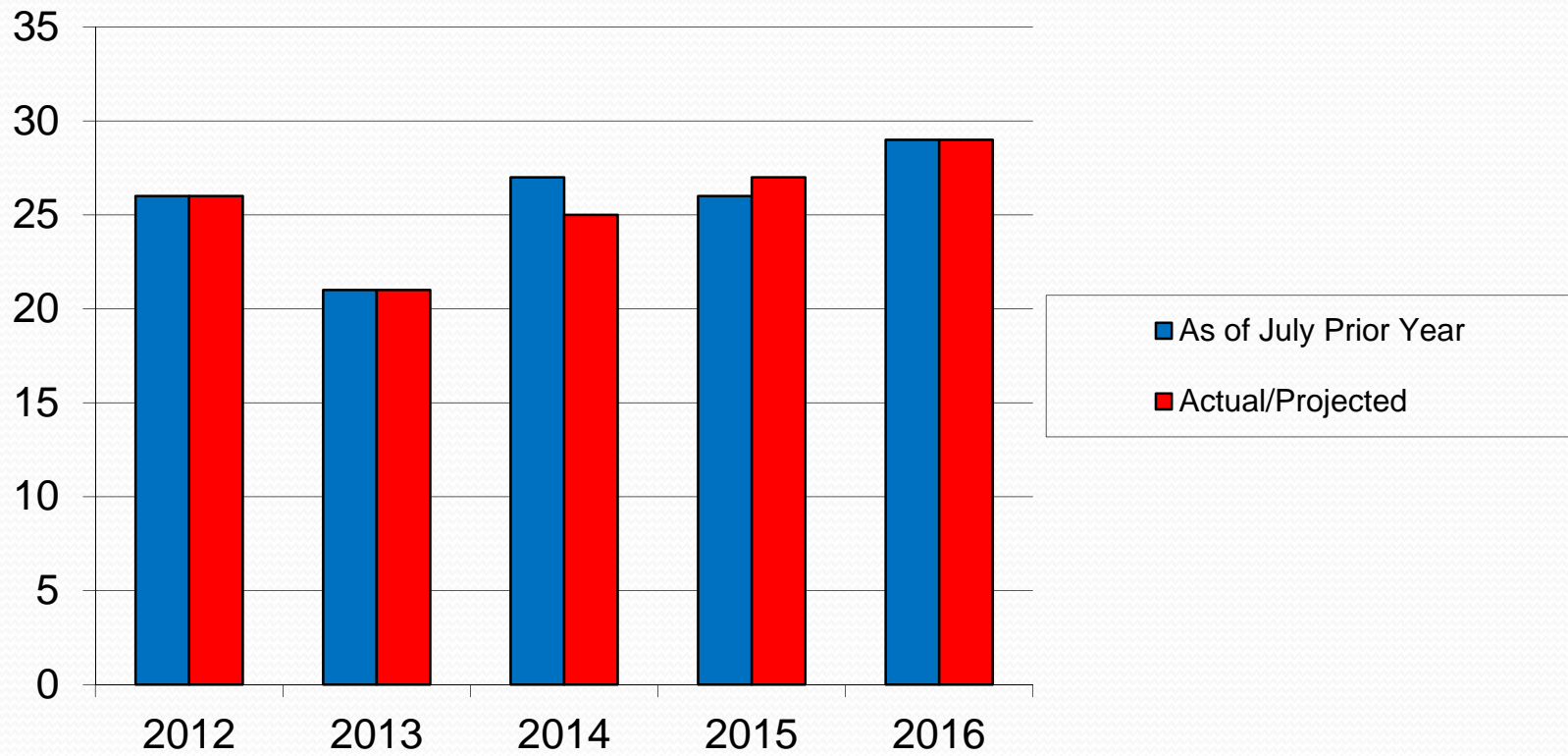
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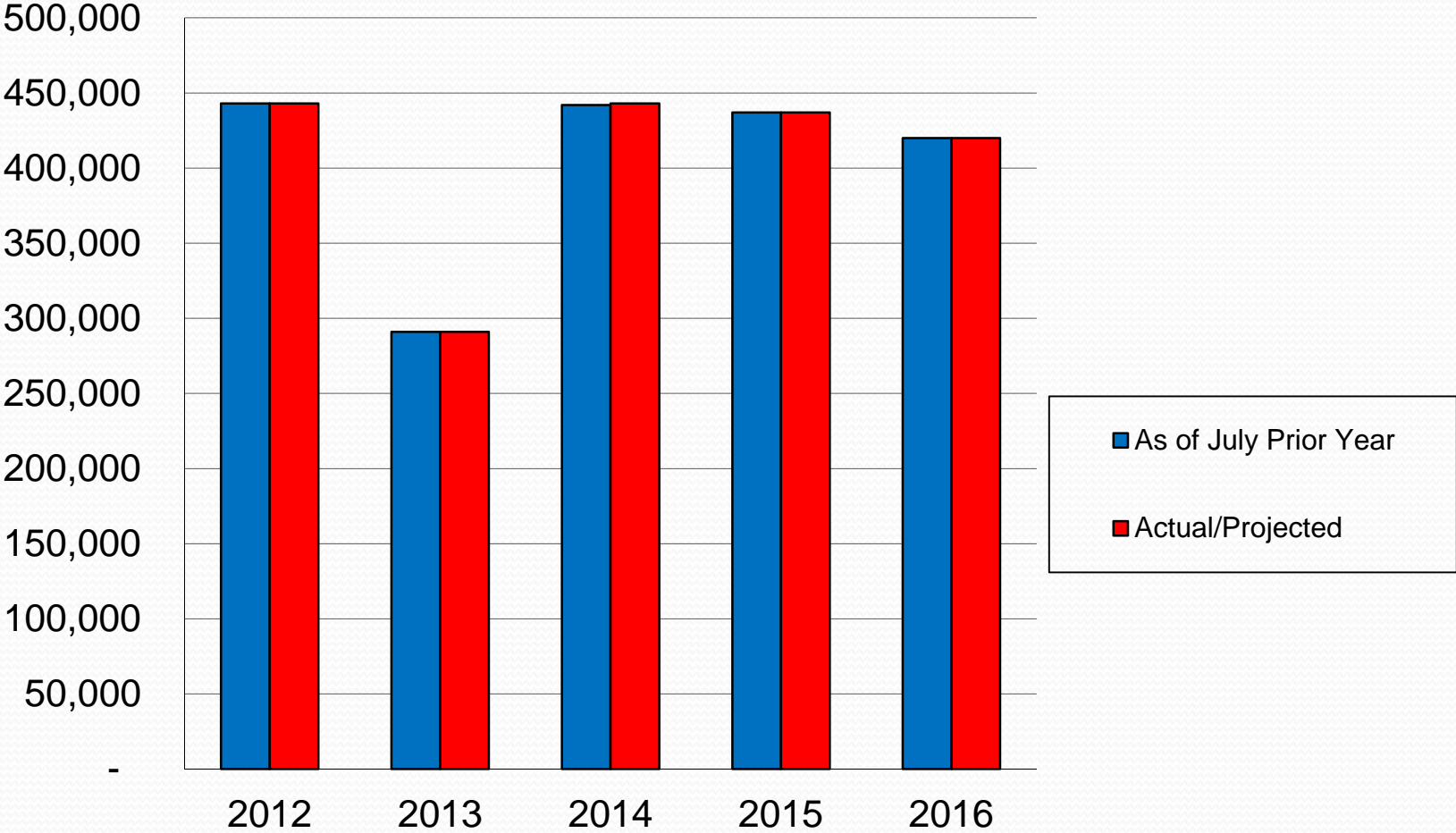
Citywide Characteristics

- More than 2,000 Rooms on Peak Night
- Create “Compression”
- Less meaningful due to focus on multiple smaller events

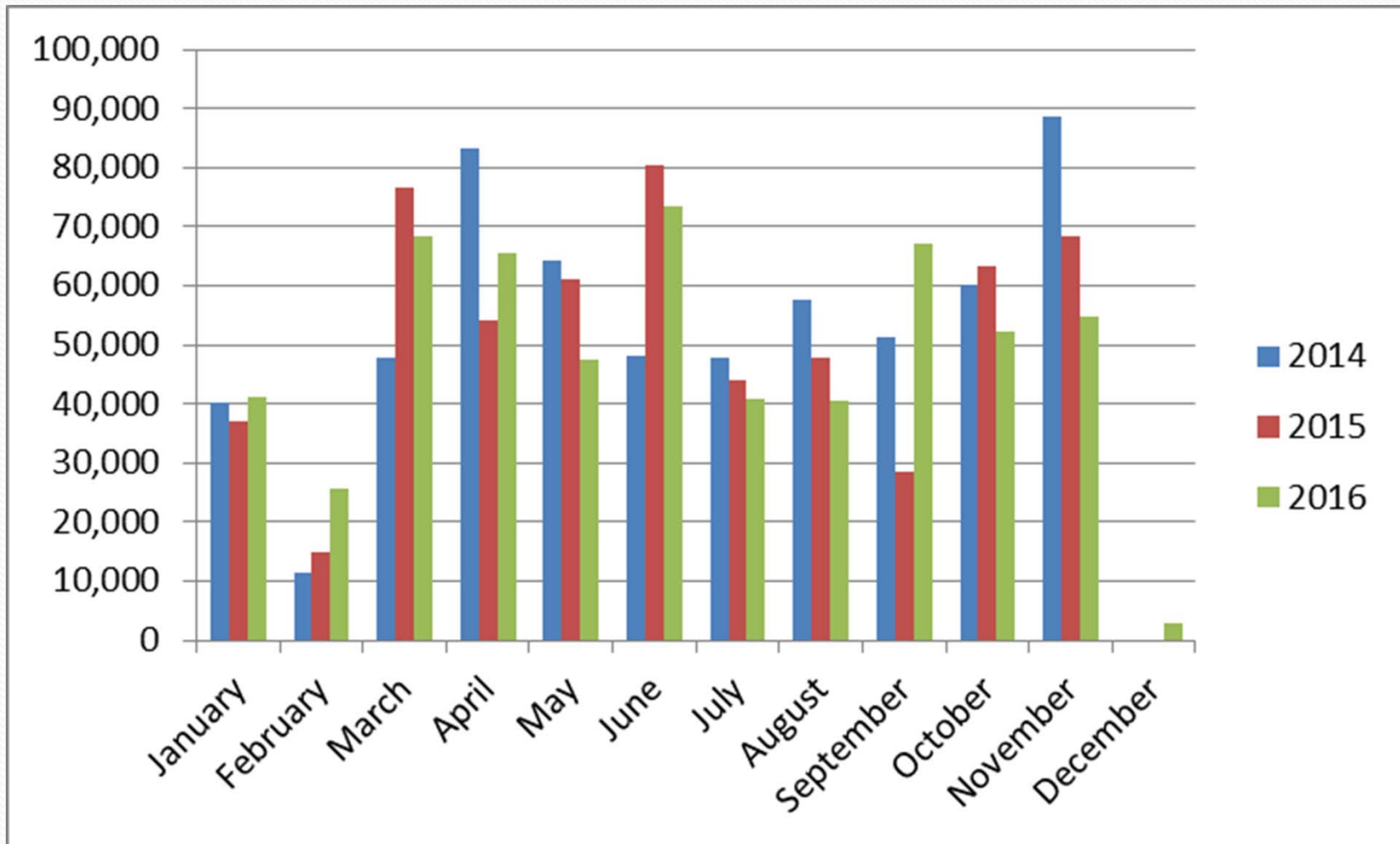
Citywide Conventions 2012-2016



Citywide Convention Room Nights 2012-2016



Total Convention Room Nights by Month





Hotel Booking Pace

Definite Group Room Nights on the Books at a Given Point in Time

Back Bay Set

Sheraton, Marriott Copley, Westin Copley, Hilton Back Bay, Fairmont, Park Plaza

Waterfront Set

Marriott Long Wharf, Westin Waterfront, Hilton Logan, Seaport, Hyatt Harborside, Intercontinental, Renaissance, Hilton Financial District

Downtown Set

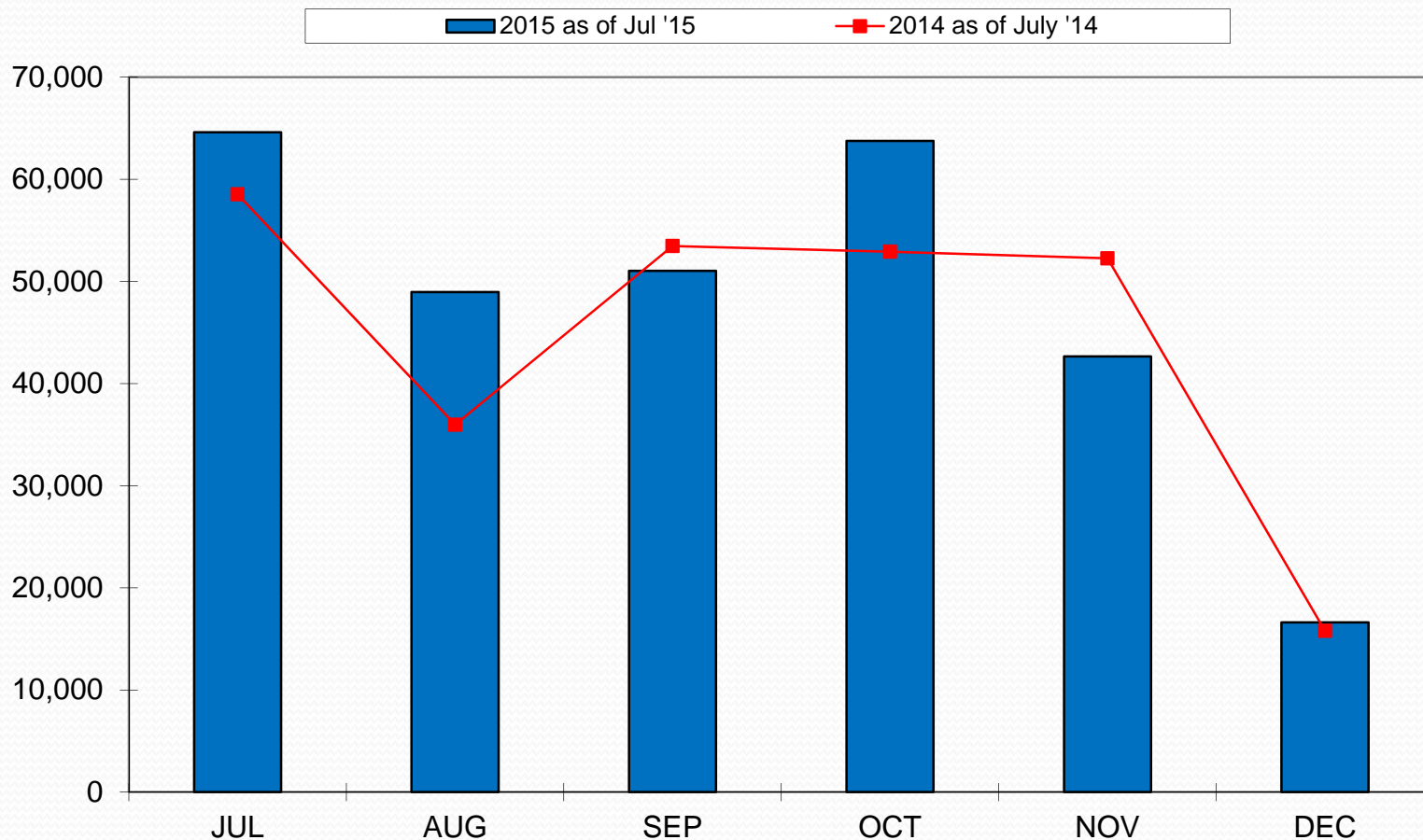
Marriott Long Wharf, Westin Waterfront, Seaport, Intercontinental, Renaissance, Hilton Financial District, Omni, Hyatt Financial District



July – December 2015

Definite Group Room Night Pace 2H 2015 vs. 2014

Back Bay Set

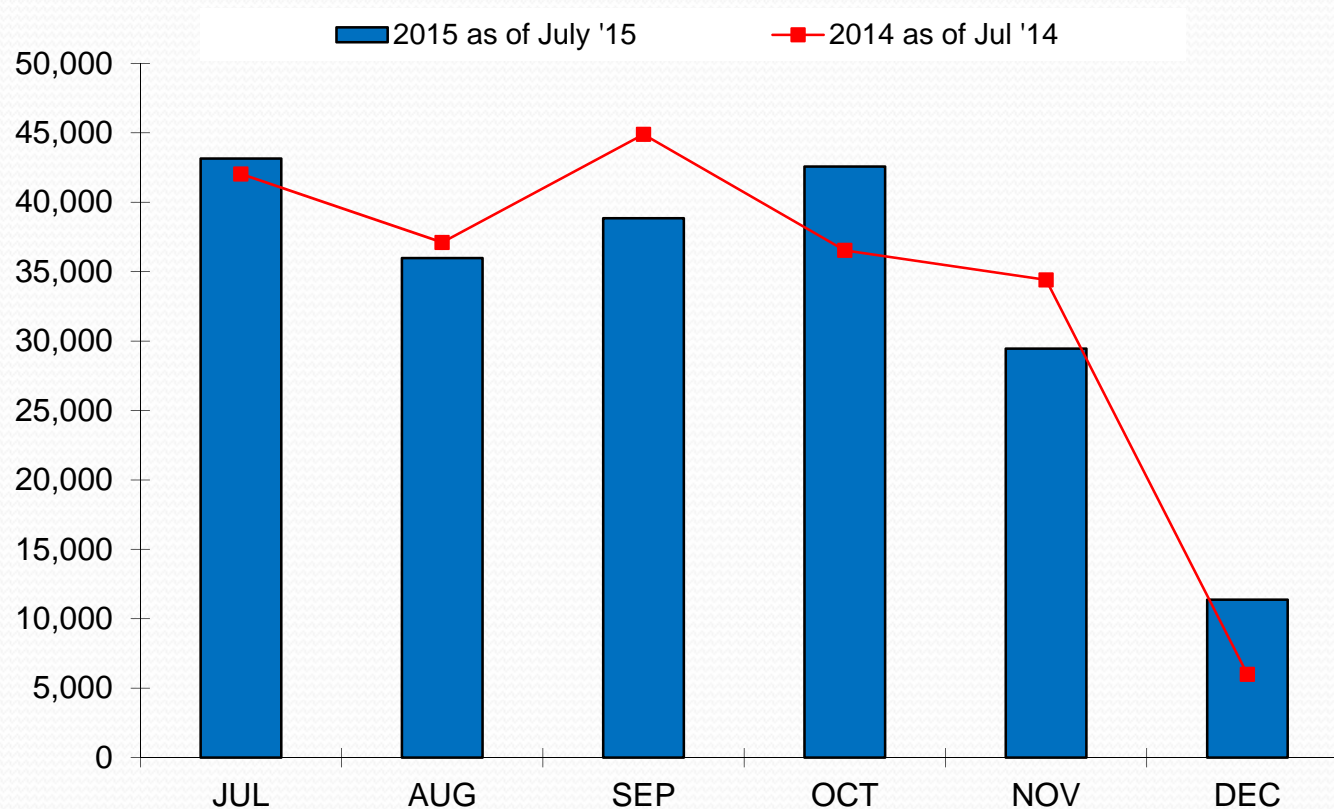


*** 2H 2015 is up 7% compared to 2014**

Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont

Definite Group Room Night Pace 2H 2015 vs. 2014

Downtown Set

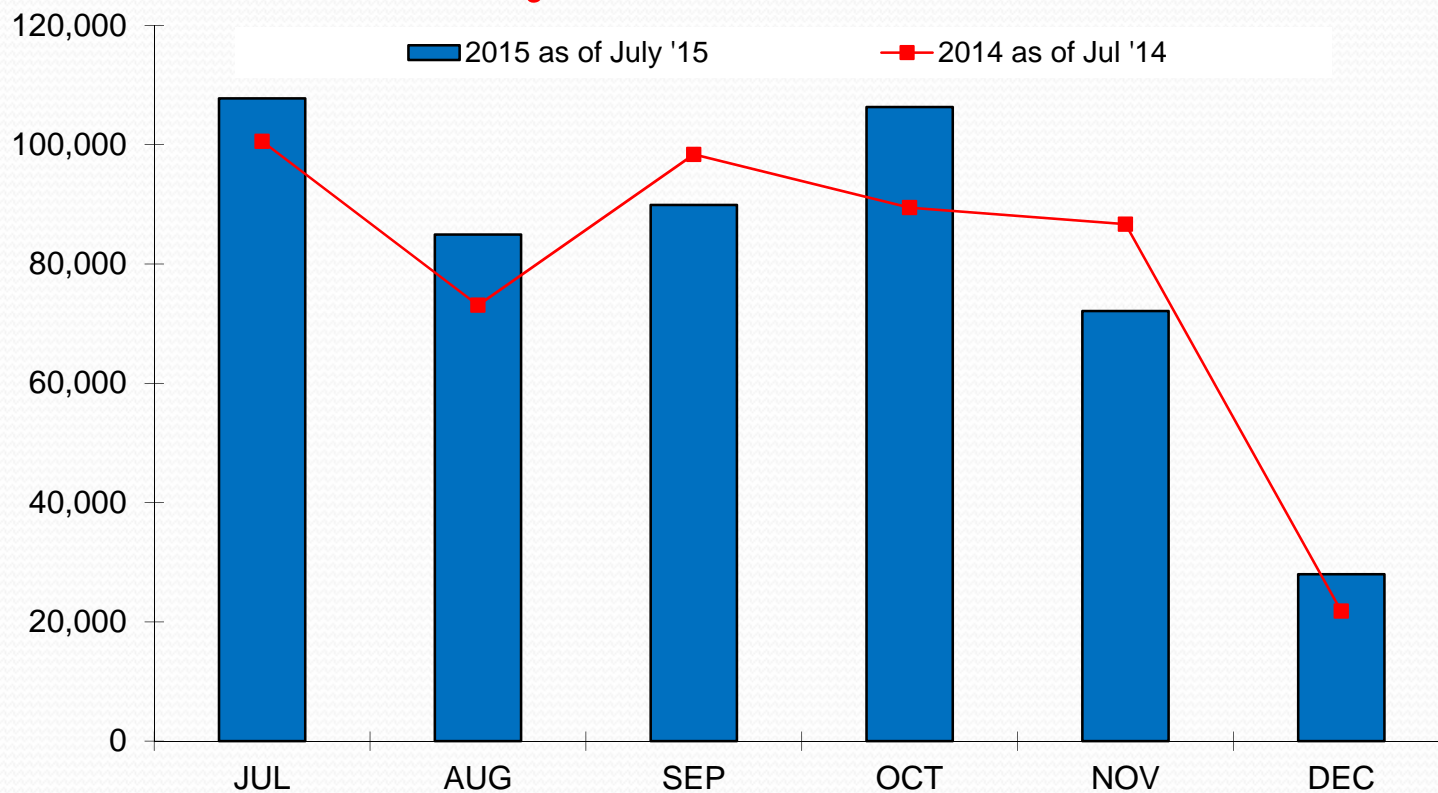


*** 2H 2015 is flat to 2014**

Properties: Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni

Definite Group Room Night Pace 2014 vs. 2013

Back Bay and Downtown Sets



*** 2H 2015 is up 4% compared to 2014**

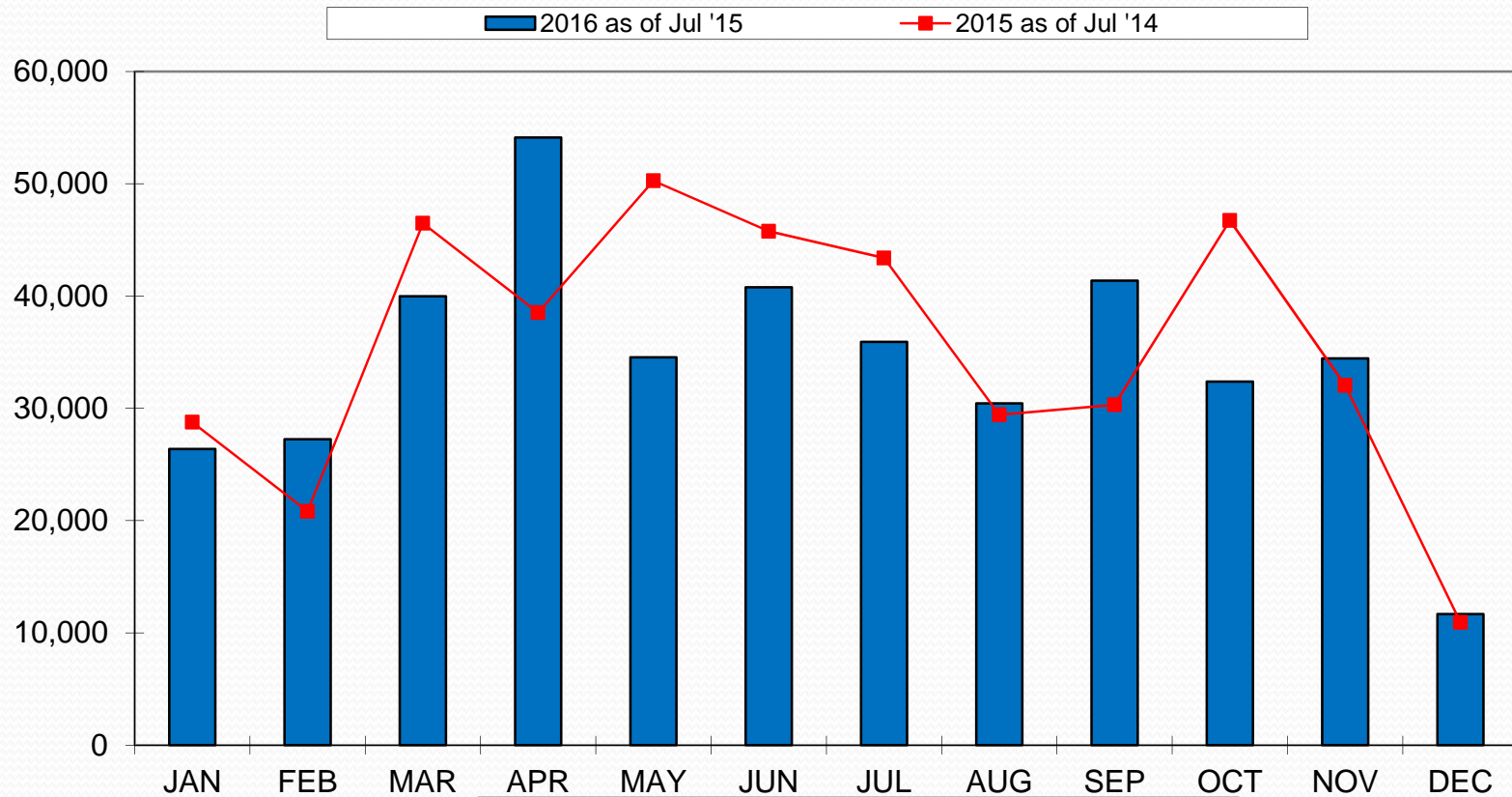
Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni



2016

Definite Group Room Night Pace 2016 vs. 2015

Back Bay Set

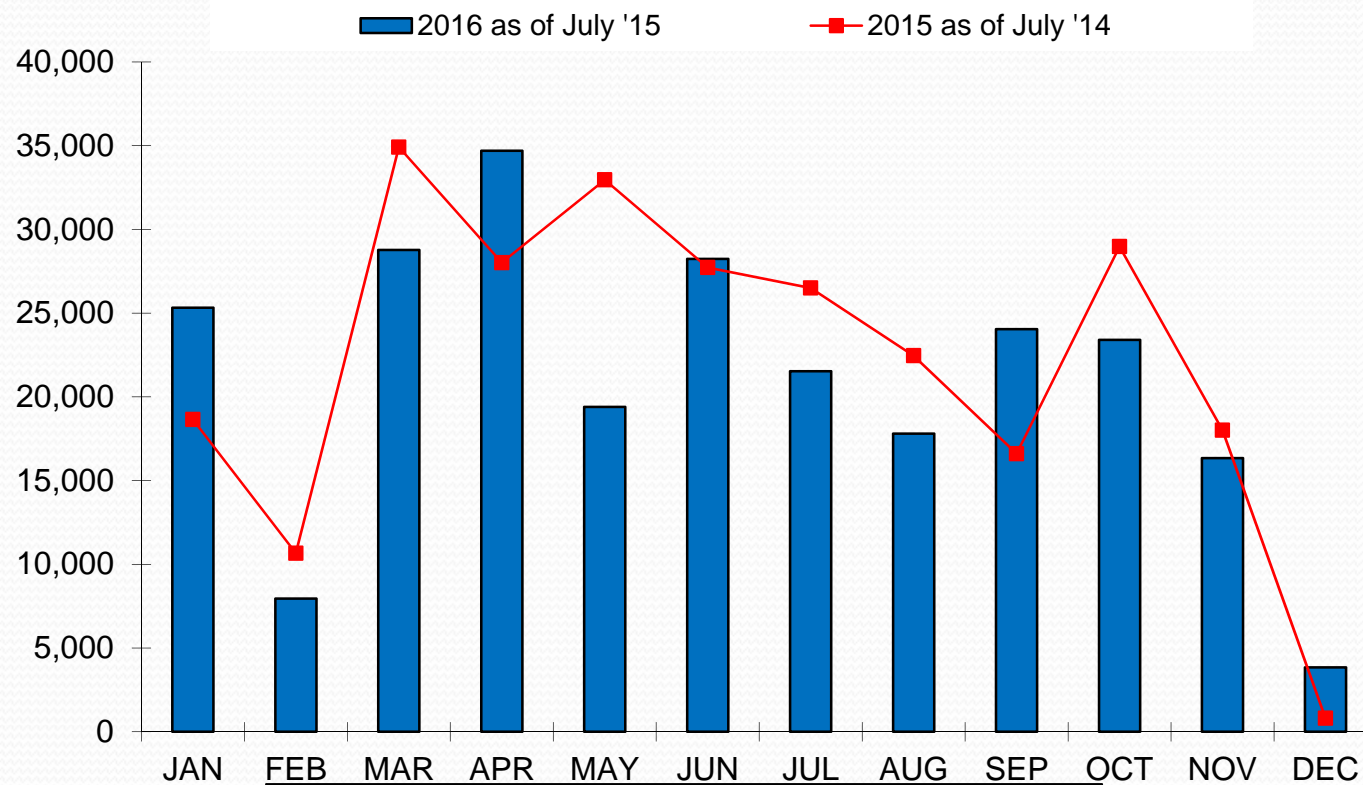


*** 2016 is down 3% to 2015**

Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont

Definite Group Room Night Pace 2016 vs. 2015

Downtown Set

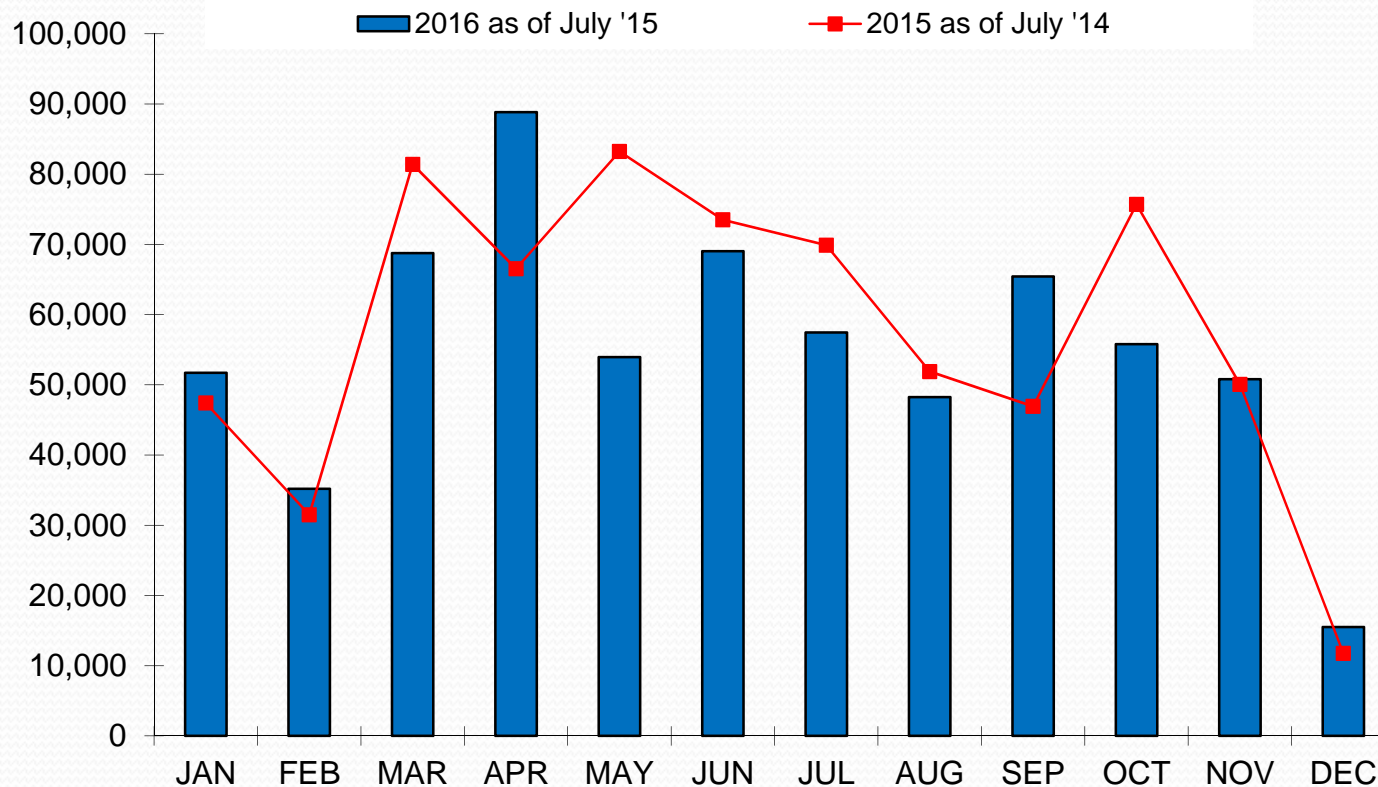


*** 2016 is down 6% to 2015**

Properties: Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni

Definite Group Room Night Pace 2016 vs. 2015

Back Bay and Downtown Sets



*** 2016 is down 4% to 2014**

Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni



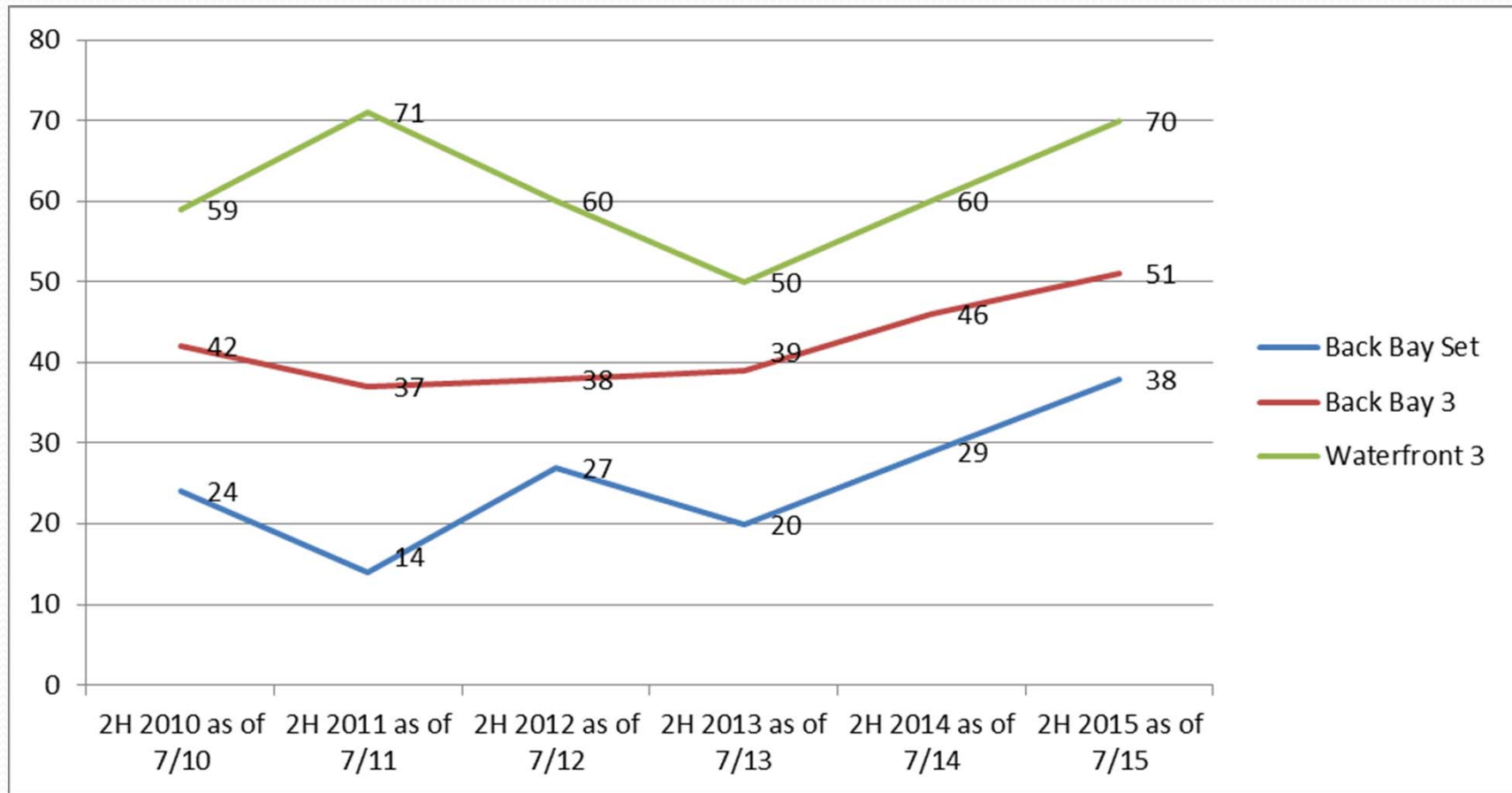
Group Compression Day

50% or more of available supply is committed to groups.

Sets

Back Bay Set	Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont
Back Bay 3	Sheraton, Westin Copley, Marriott Copley
Waterfront 3	Westin Waterfront, Seaport, Renaissance

Group Compression Days 2H 2010 – 2H 2015





Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2H 2014 as of 7/14	29	46	60
2H 2015 as of 7/15	38	51	70
Variance	9	5	10

2H 2015 Compression Days – Back Bay and “Waterfront 3”

Waterfront 3 are in Bold, compression days for both sets are bold and red

July 7, 8, 9, 10, 11, **12, 13**, 14 **15, 16, 19, 20, 21**,
22, 23, 24, 25, 26, 27, 28, 30, 31

August 1, 3, 4, **5, 6, 7, 9, 10**, 11, 15, **16, 17, 18**, 31

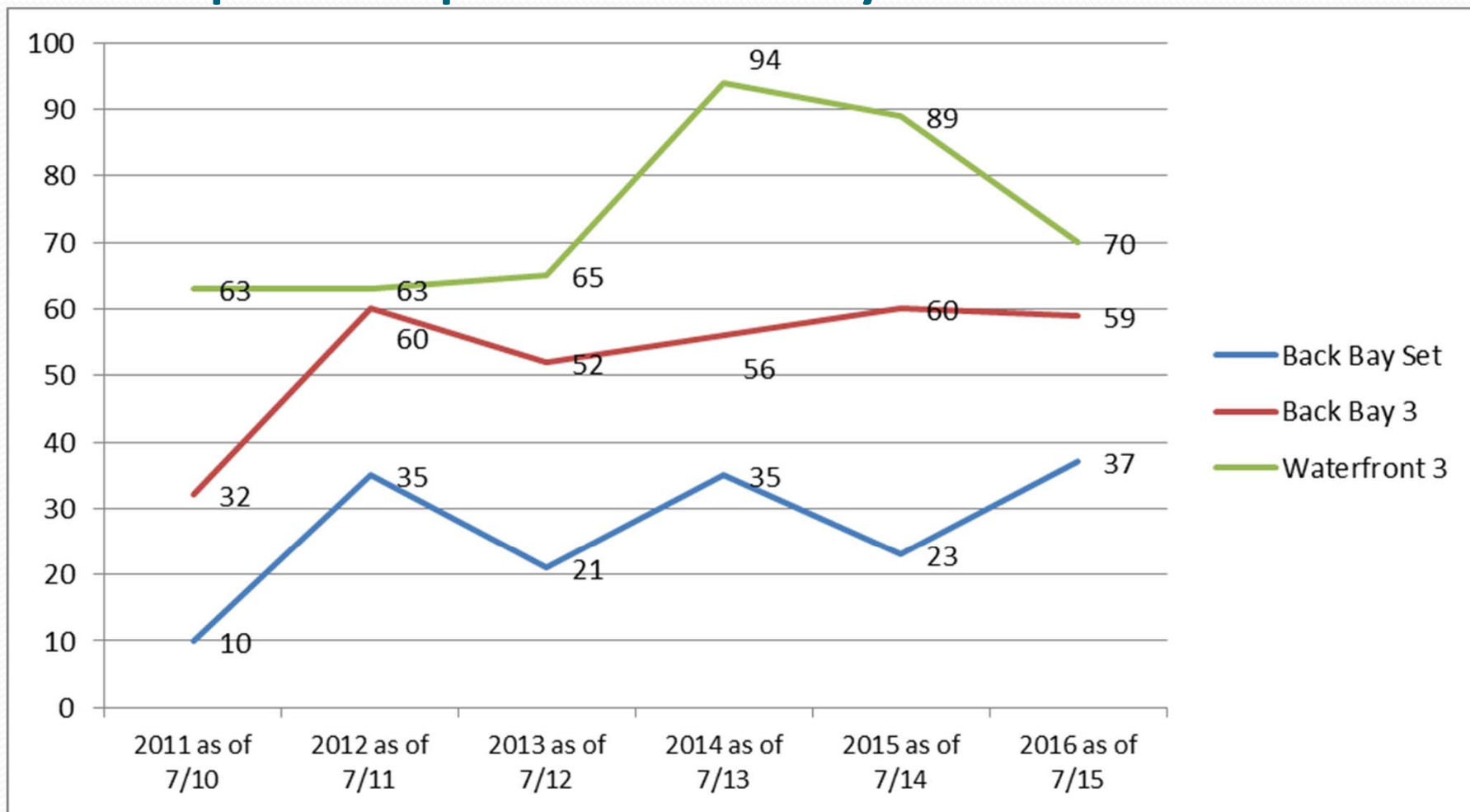
September **8, 9, 10, 15**, 16, 17, 18, 19, 22, 24, 25, 26,
27, 28, 29, 30

October 1, 2, 3, 4, **5, 6**, 7, 8, 16, 17, **18, 19**, 20, **25**,
26, 27, 28

November: **1, 2, 3**, 4, 5, 9, 10, 11, **12**, 13, 14, 15, 18, 19,
20, 21

December 1, **2**

Group Compression Days 2011 - 2016



Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2015 as of 7/14	23	60	89
2016 as of 7/15	37	59	70
Variance	14	-1	-19

Summary - 2H 2015

Citywides:

- 11 versus 12 same period last year
- Room nights are down 30 percent versus same period last year

Hynes and BCEC Events:

- 40 versus 32 same period last year
- Room nights are down 24 percent versus same period last year

Group Booking Pace:

- Back Bay is up 7% versus same period last year
- Downtown is flat versus same period last year
- Combined the two sets are up 4% ahead of same period last year

Back Bay Group Compression Days:

- Back Bay 3 and Back Bay Set are up 9% and 5% respectively
- Waterfront 3 are up 10%

Summary - 2016

Citywides:

- Total conventions are projected to be up 3
- Room nights are projected to be Flat

Hynes and BCEC Events:

- Total Events are Currently Up 1
- Room nights are Currently Flat

Group Booking Pace:

- Back Bay is down 3% to 2015
- Downtown down 6% to 2015
- Combined both sets are down 4% to 2015

Compression Days:

- Back Bay is down 1 day to 2015
- Waterfront 3 is down 19 days to 2015

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