

# OUTLOOK 2011



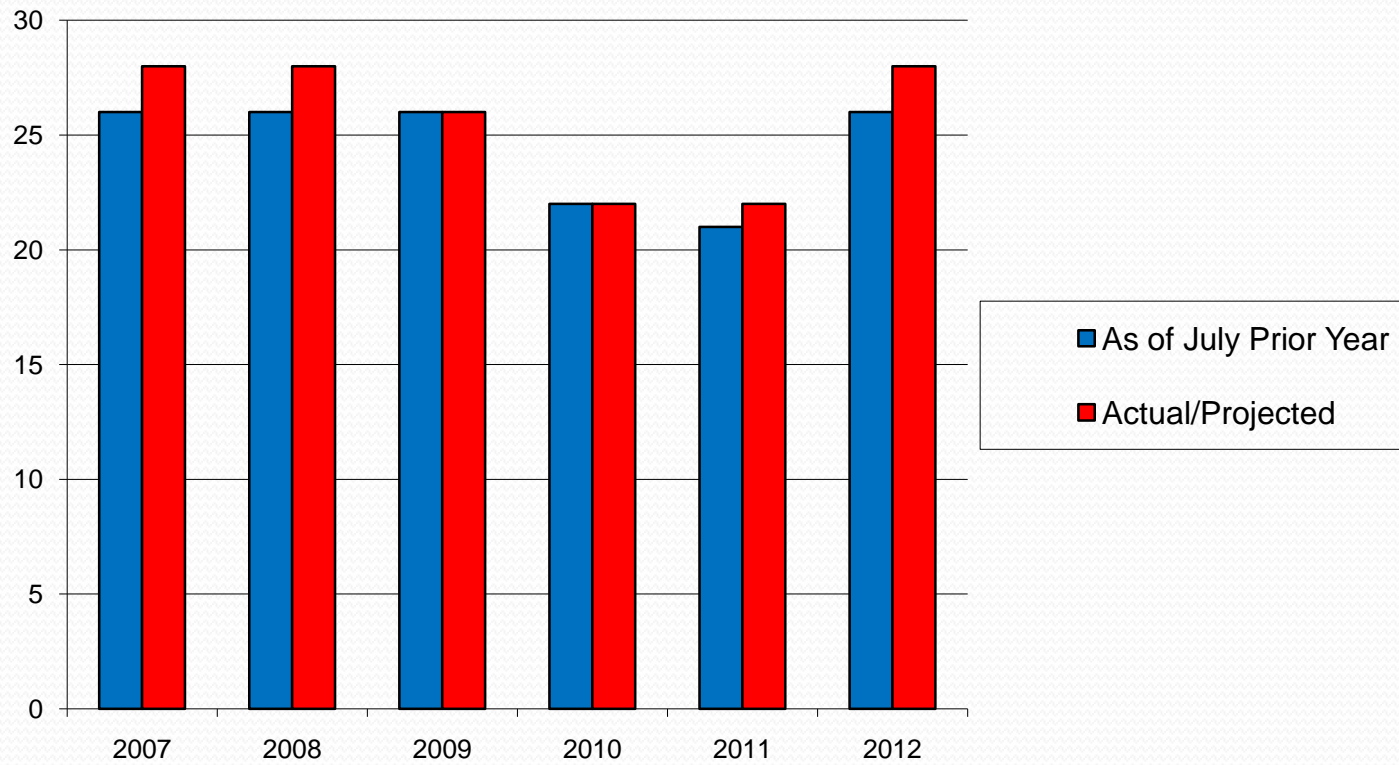
**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**

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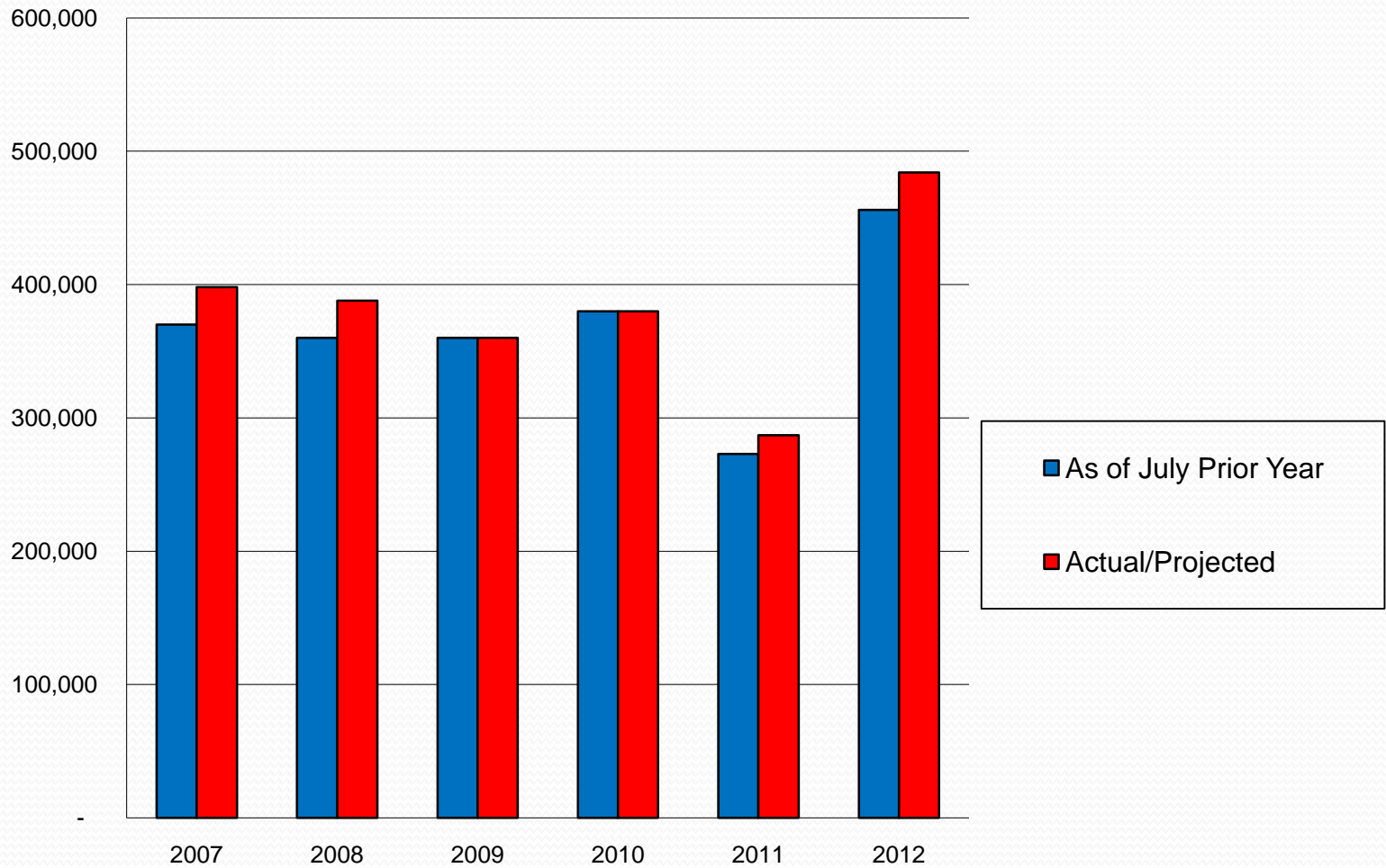
# Citywide Characteristics

- More than 2,000 Rooms on Peak Night
- Create “Compression”
- Associations (5-10 year booking window)
- Corporations (1- 3 Year booking window)
- Trade Shows (3-5 year booking window)

## Citywide Conventions 2007-2012



## Citywide Convention Room Nights 2007-2012



# 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

# Group Compression Days

Group Compression Day: 50% or more of available supply is committed to groups.

## Back Bay Group Compression Days

2H 2009 as of July 2009	23
2H 2010 as of July 2010	24

## Back Bay Group Compression Days

2010 as of July 2009	12
2011 as of July 2010	10

# Group Compression Days 2H 2010

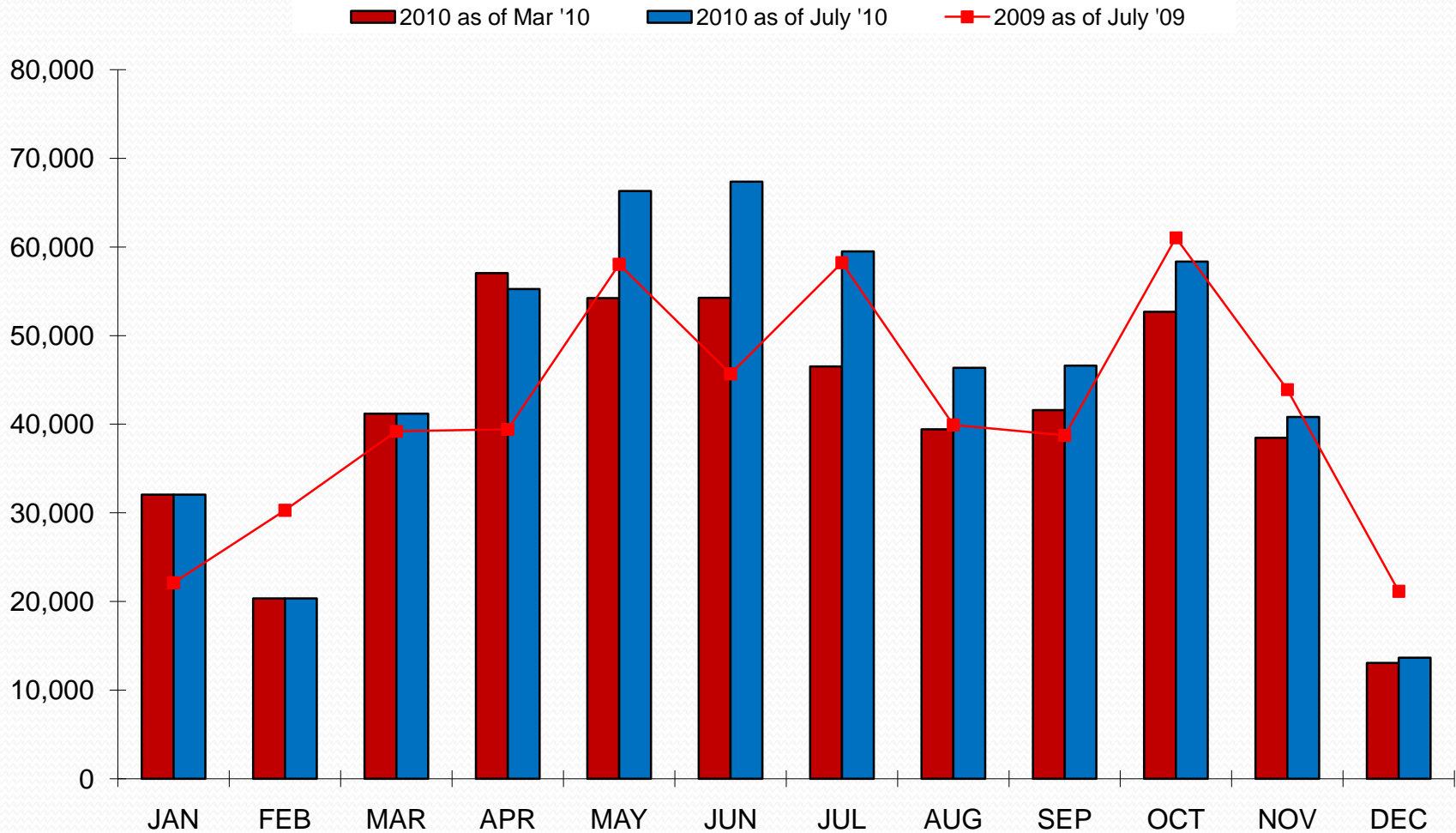
<b>Date</b>	<b>Citywide</b>
July 1	Municipal Employees
July 10	
July 14	
August 22-24	American Chemical Society
September 12-14	Am. Society of Microbiology
September 23-27	Am. Academy of Otolaryngology
October 7	Materials Research Society
October 28 - 31	Liver Diseases
November 7-8	Am. Dietetic Association
November 20	Foreign Languages
November 30 – Dec. 1	Materials Research

# Group Compression Days 2011

<b>Date</b>	<b>Citywide</b>
January 6-8	American Historical Association
April 28	Oncology Nursing
June 13-14	Fire Protection
August 22-23	Blacks in Government National Training
October 14-15	Am. Academy of Pediatrics

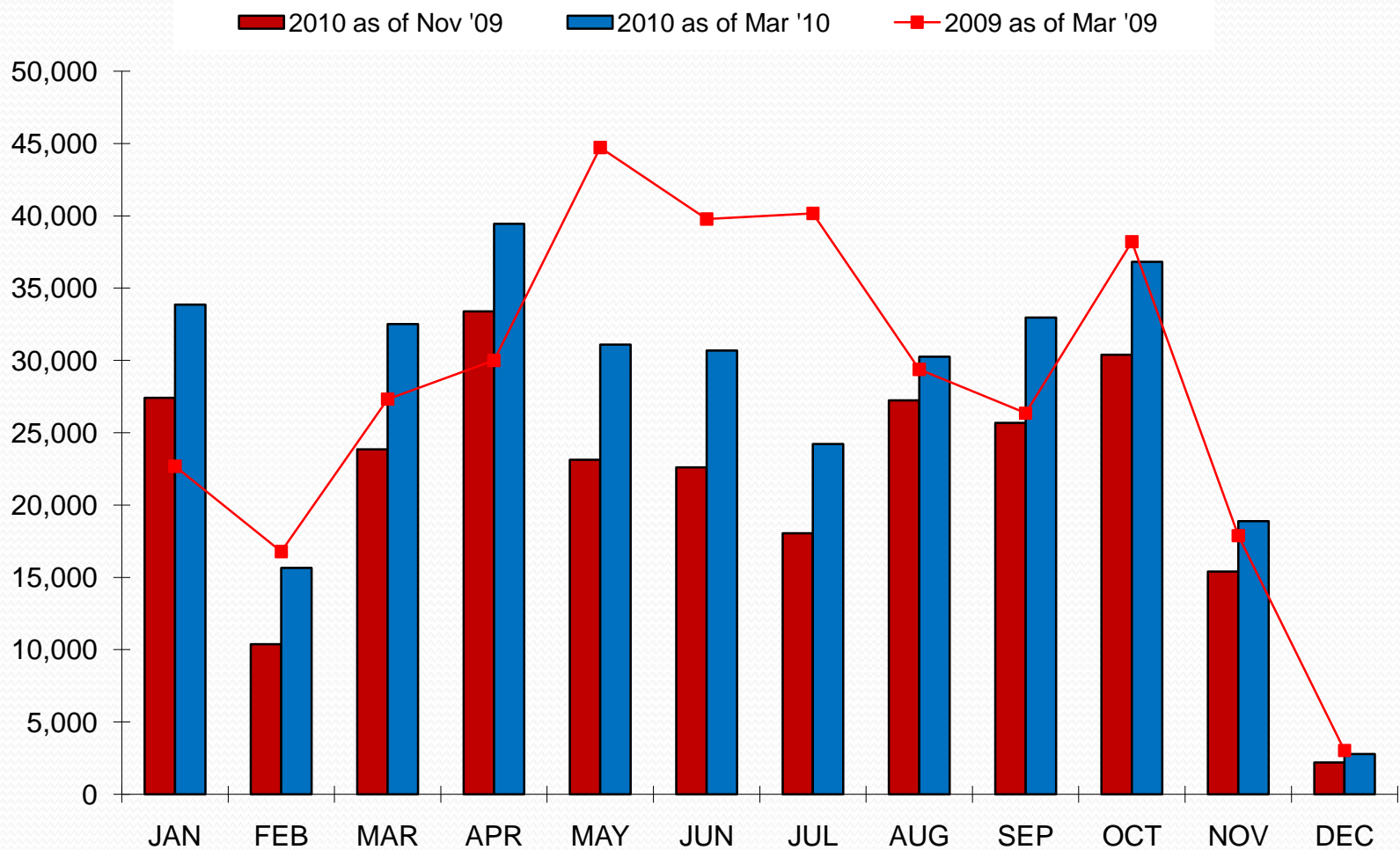


# Definite Group Room Night Pace 2010 – Back Bay Set



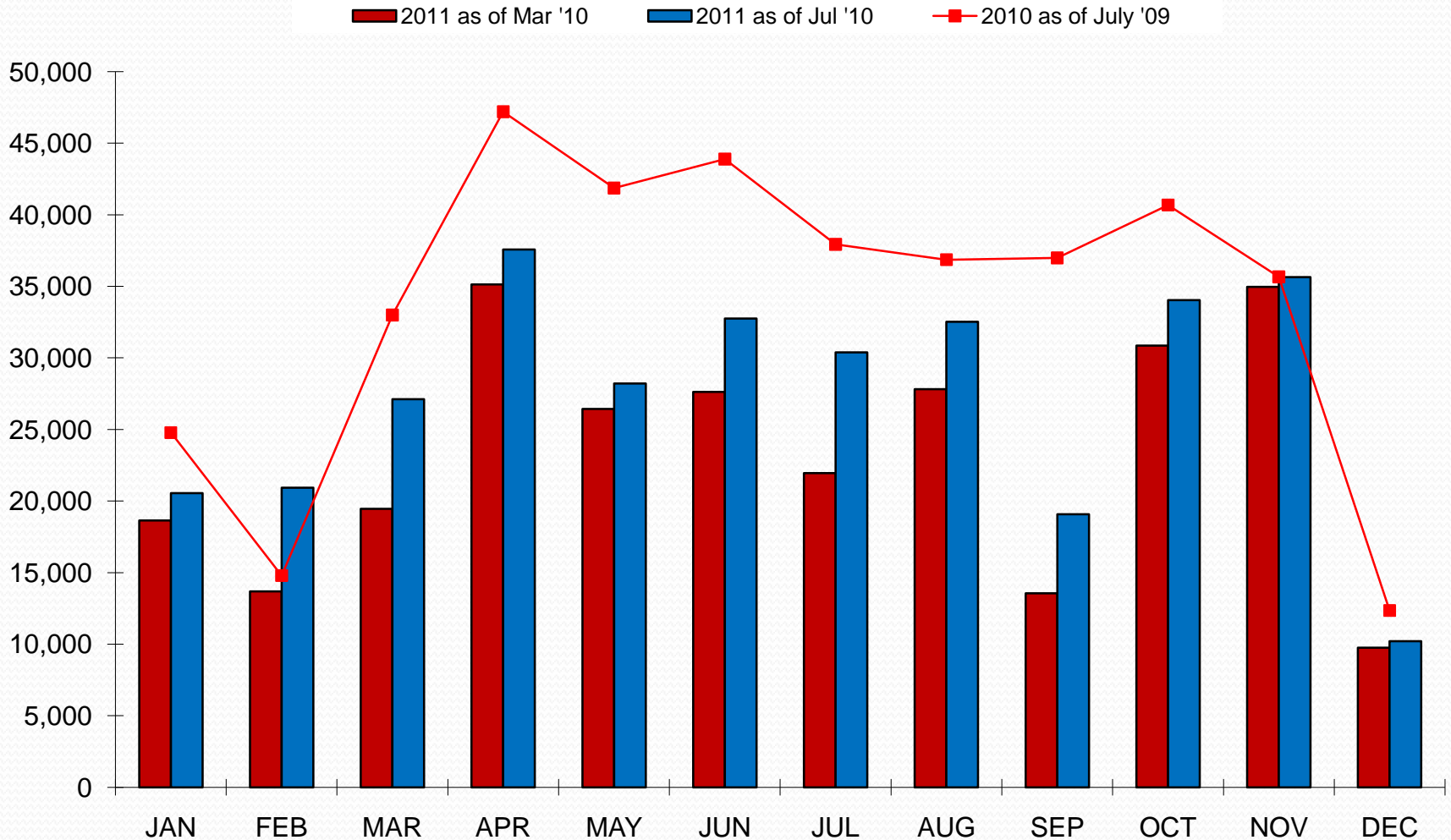
Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont

# Definite Group Room Night Pace 2010 – Downtown Set



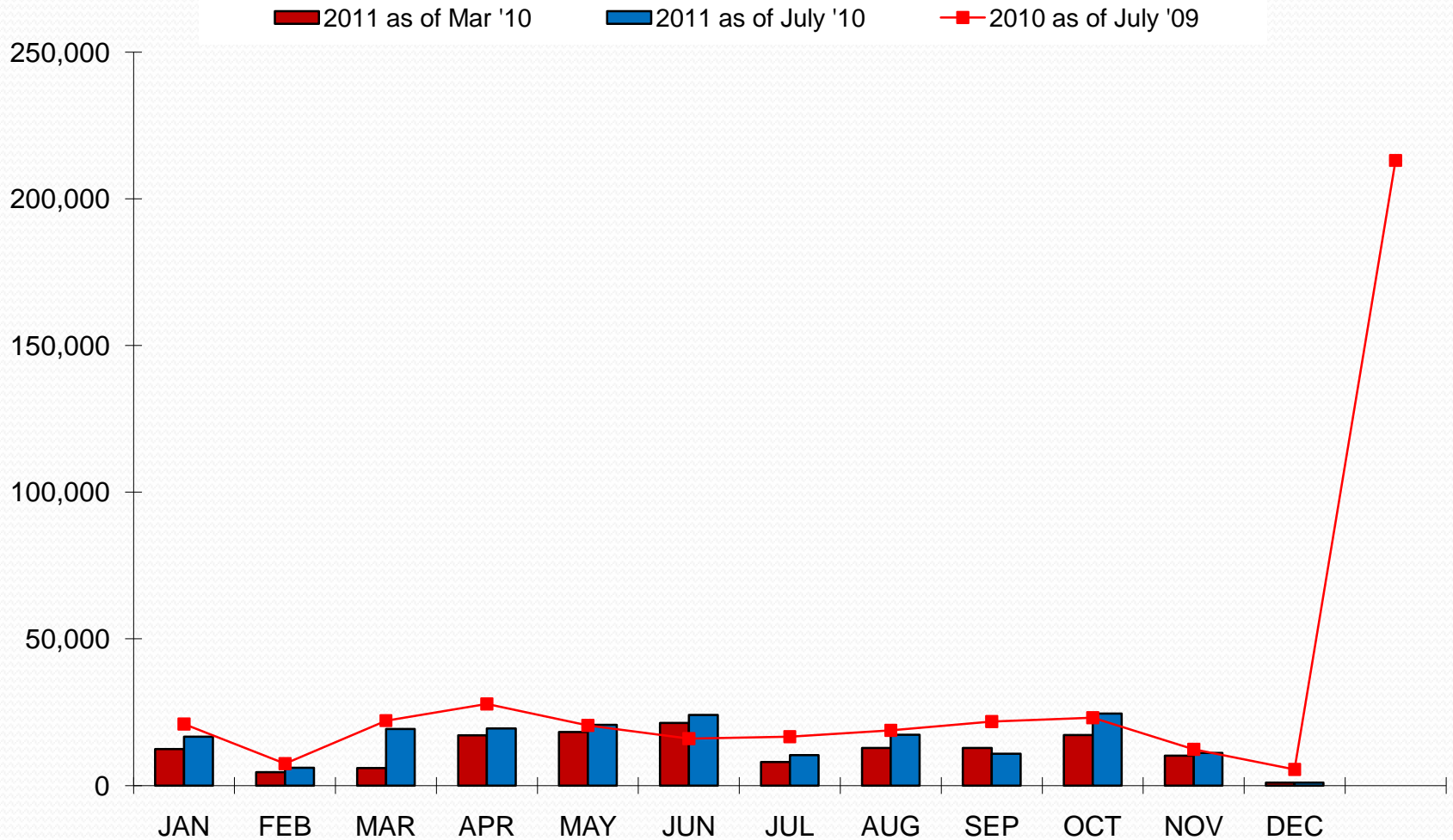
Properties: Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni

# Definite Group Room Night Pace 2011 – Back Bay Set



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

# Definite Group Room Night Pace 2011 – Downtown Set



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

# Summary - 2H 2010

## **Citywides:**

- 11 conventions versus 11 1H 2010
- Room nights are down 19% vs 1H 2010

## **Back Bay Group Compression Days:**

- Up slightly – 24 for 2H 2010 vs 23 for 2H 2009

## **Group Booking Pace:**

- Back Bay up 1% to last year (1H 2010 finished up 17%)
- Downtown down 6% to last year (1H 2010 finished down 1% to last year)

# Summary - 2011

## **Citywides:**

- Currently down one but projected to be flat at 22
- Room nights are projected to be down by 93,000 (24%) but there is the opportunity to close this gap considerably based on short term pick up

## **Back Bay Group Compression Days:**

- Down slightly from 12 to 10 compared to same time last year

## **Group Booking Pace:**

- Back Bay down 24% to 2010
- Downtown down 15% to 2010

# 2012 Notes

## **Citywides:**

- 28 Conventions – Near Record Levels
- 484,000 Room Nights - Record (up 200k from 2011)
- Hynes is already 20,000 room nights over 2011
- BCEC has large citywides (averaging over 15,000)

## **Back Bay Group Compression Days:**

- There are already 24 - compared to 10 currently for 2011

## **Group Booking Pace:**

- Back Bay down 14% to 2010
- Downtown down 2% to 2010

# Conclusion

- **Citywide-related room nights are down for 2011**
- **In-house group demand in the Back Bay is currently down at the same rate as citywide demand**
- **Recent pick-up for 2011 has been very strong**
- **Group demand in 2011 for the market is expected to be down 5 to 15 percent**
- **2012 looks very strong**



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