

# OUTLOOK 2015



**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**

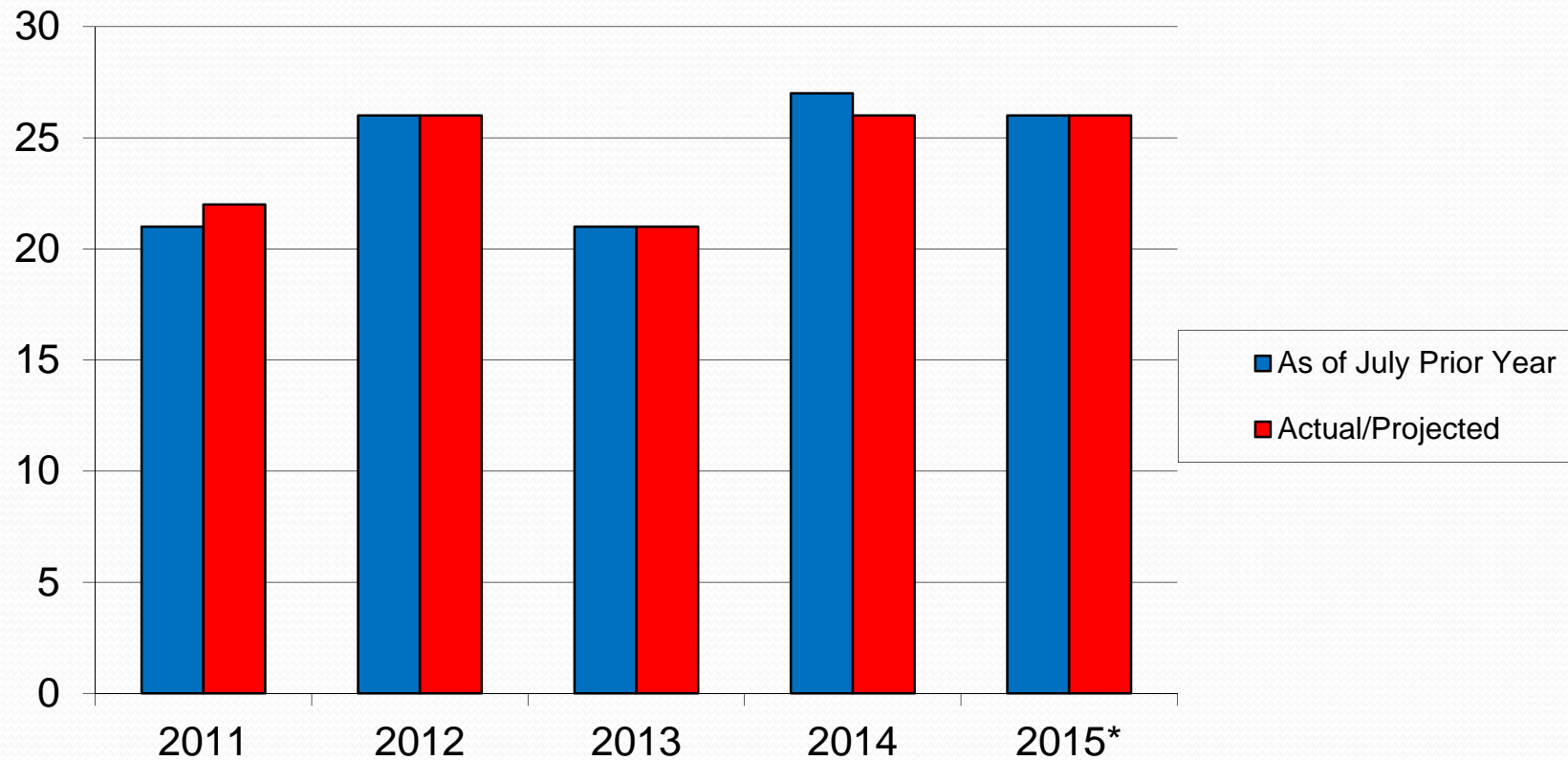
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# Citywide Characteristics

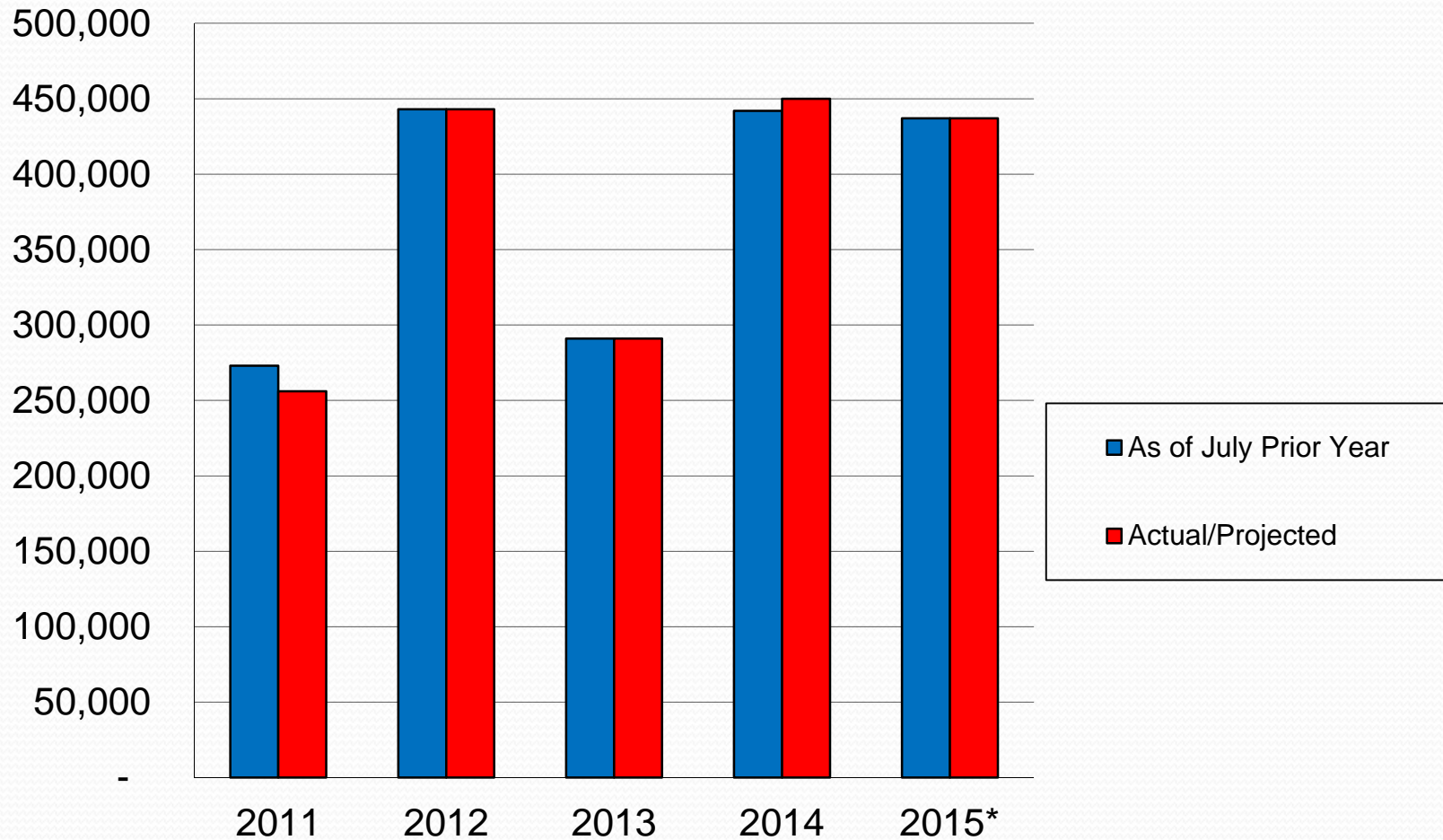
- More than 2,000 Rooms on Peak Night
- Create “Compression”
- Associations (5-10 year booking window)
- Corporations (1- 3 Year booking window)
- Trade Shows (3-5 year booking window)

## Citywide Conventions 2011-2015



\*Does not include N.E. Retail Lumber and N.E. Grows, which overlap February 4-6, which combined would qualify as a citywide

## Citywide Convention Room Nights 2011-2015



\*Does not include N.E. Retail Lumber and N.E. Grows, which overlap February 4-6 with a combined 2,328 rooms on peak.



# Hynes and BCEC Events

- In 2014 there are 3 events below 2,000 rooms on peak that overlap with citywides.
- In 2014 there are approximately 641,000 room nights using BCEC or Hynes.
- In 2015 there are 5 events below 2,000 rooms on peak that overlap with citywides.
- In 2015 BCEC or Hynes are expected to generate approximately 615,000.



# 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

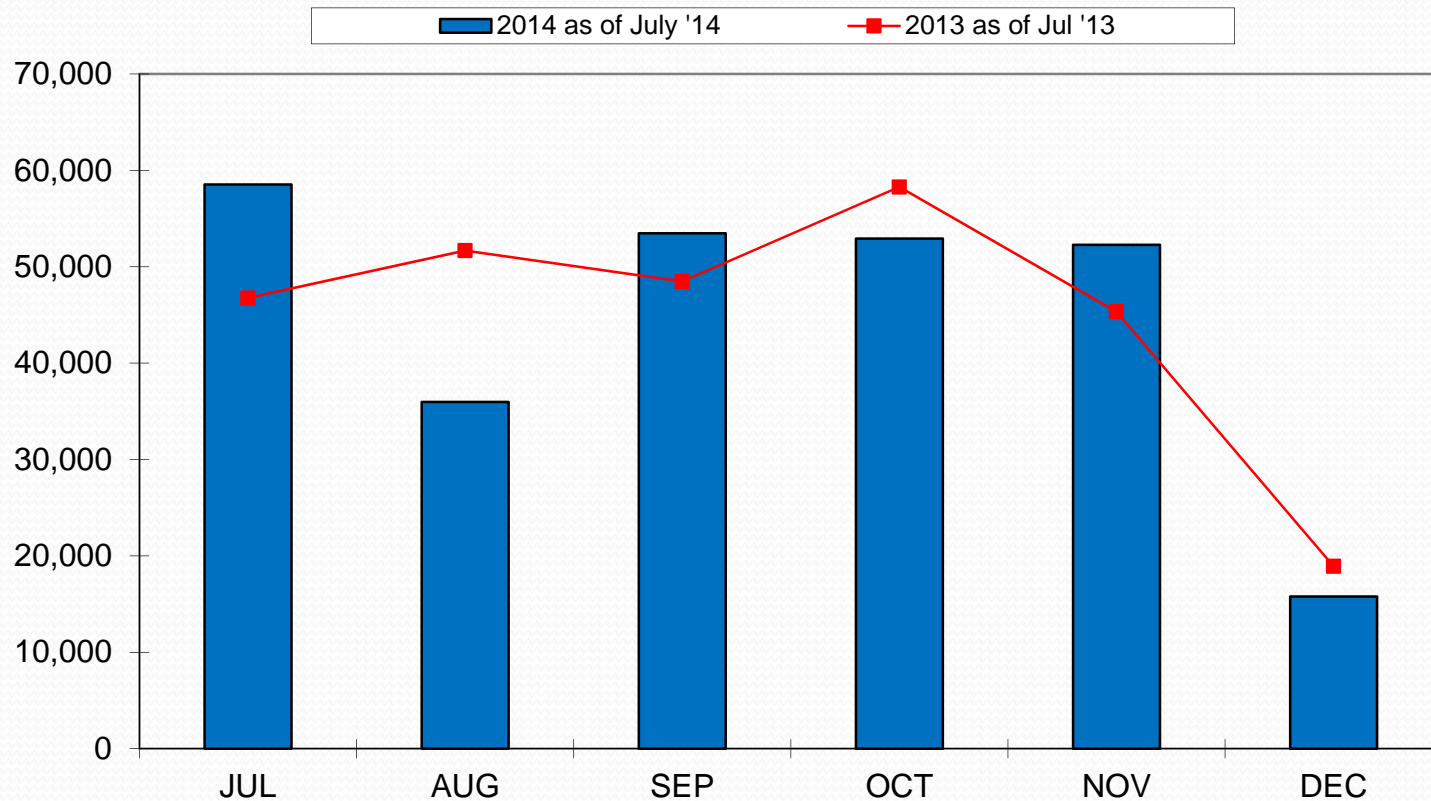
Marriott Long Wharf, Westin Waterfront, Seaport, Intercontinental, Renaissance, Hilton Financial District, Omni, Hyatt Financial District



**July – December 2014**

# Definite Group Room Night Pace 2H 2014 vs. 2013

## Back Bay Set

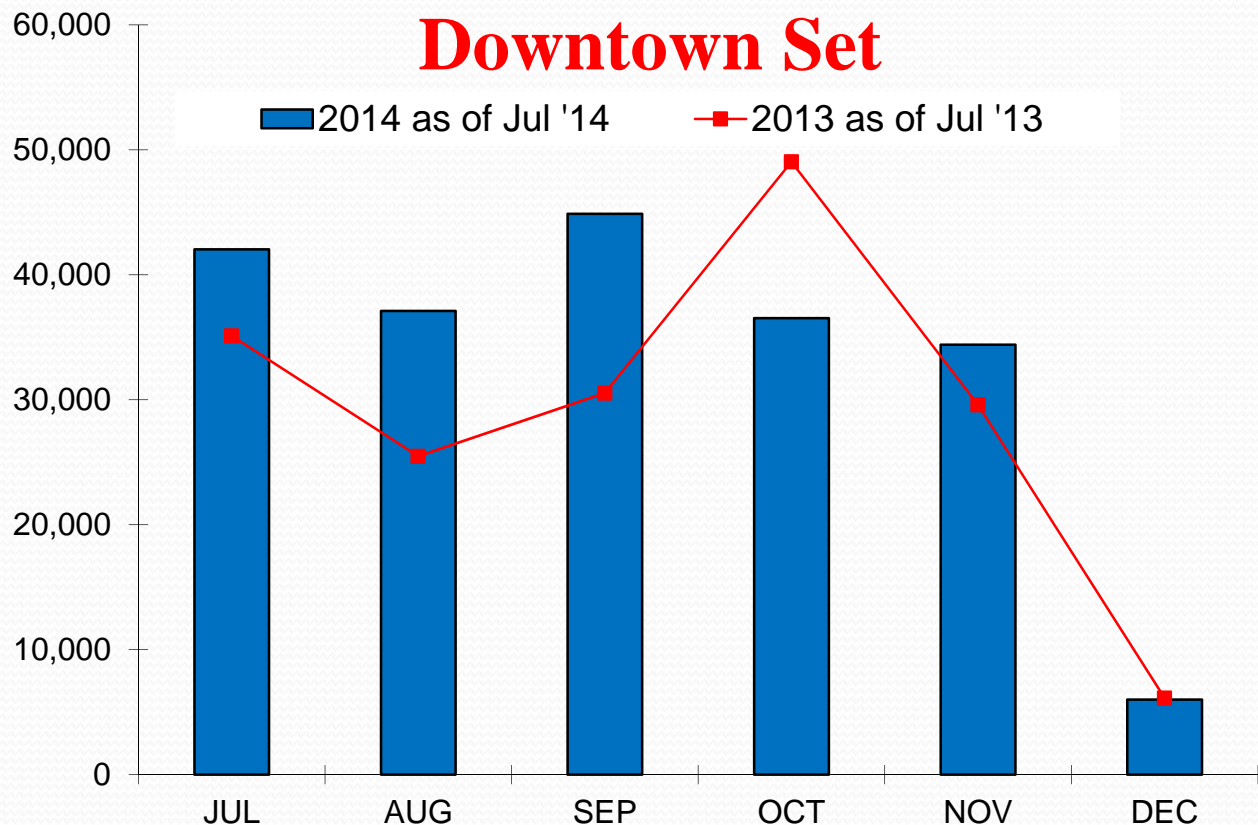


**\* 2H 2014 is flat compared to 2013**

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



# Definite Group Room Night Pace 2H 2014 vs. 2013

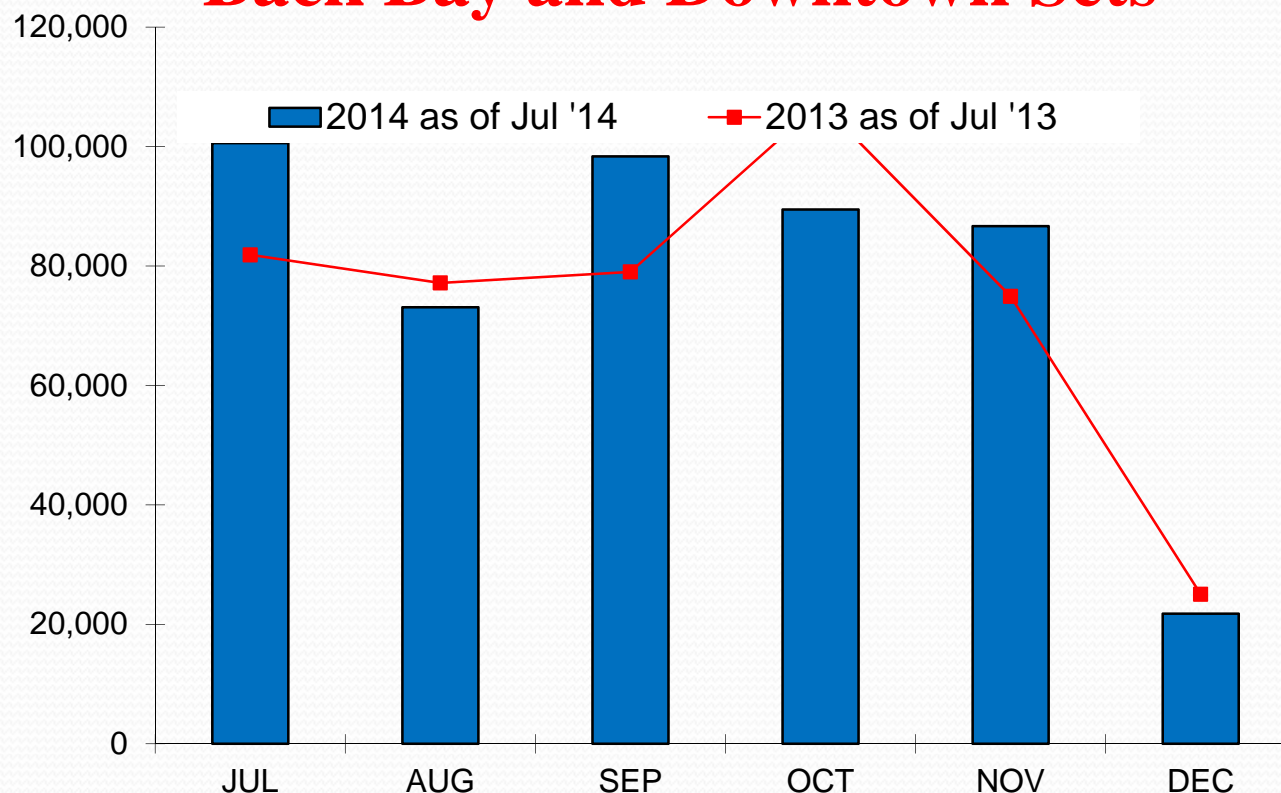


**\* 2H 2014 is 14% Ahead of 2013**

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 2014 is up 6% compared to 2013**

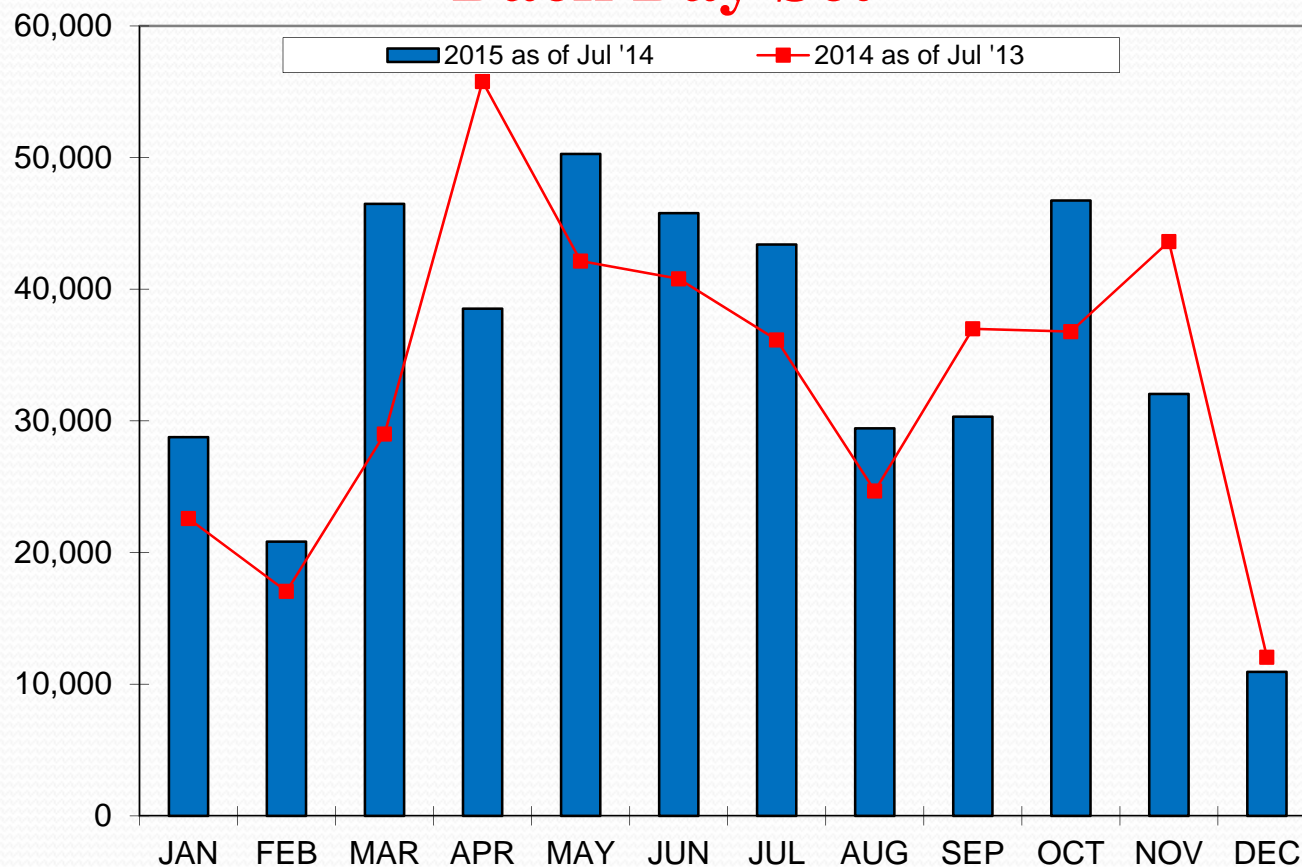
Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni



**2015**

# Definite Group Room Night Pace 2015 vs. 2014

## Back Bay Set

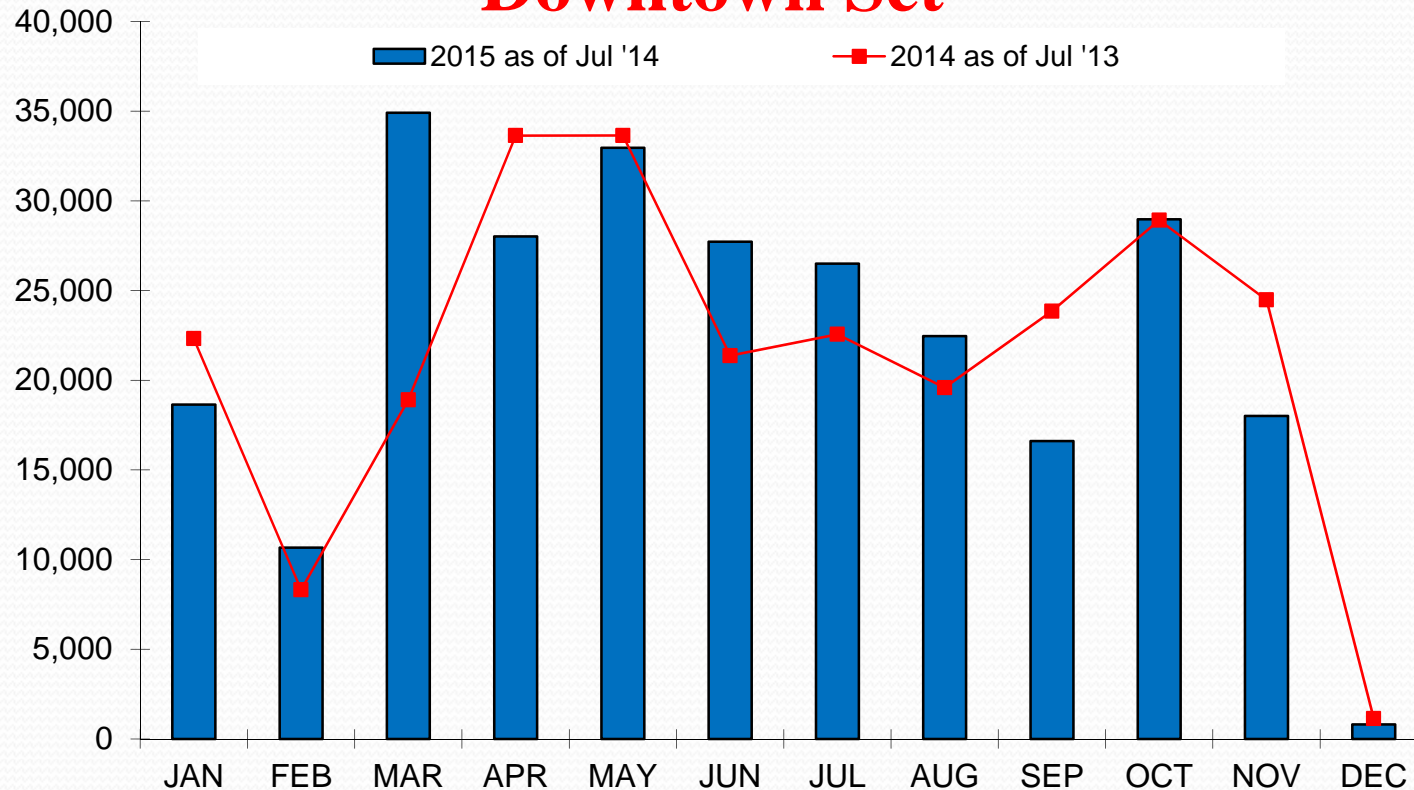


**\* 2015 is up 7% to 2014**

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

# Definite Group Room Night Pace 2015 vs. 2014

## Downtown Set

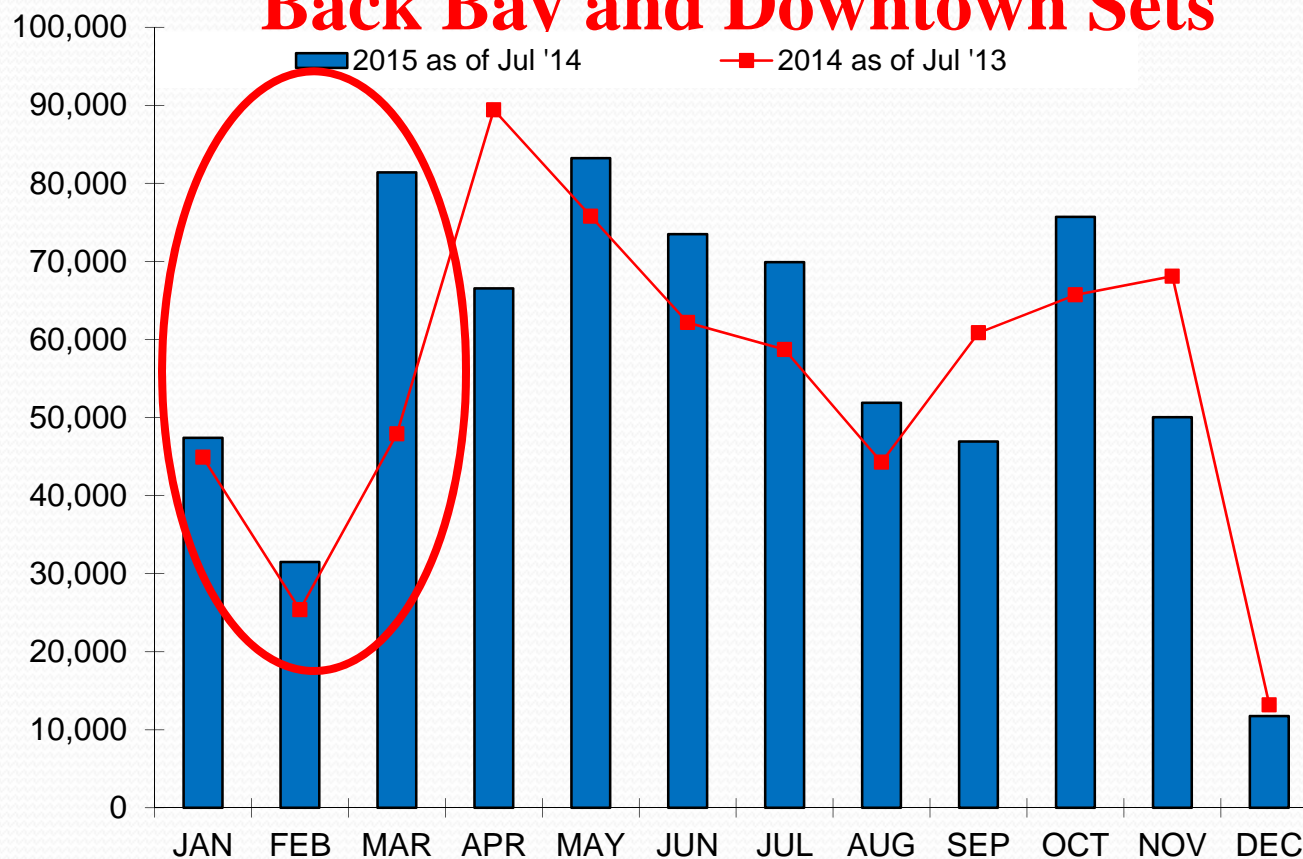


**\* 2015 is 3% ahead of 2014**

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

# Definite Group Room Night Pace 2015 vs. 2014

## Back Bay and Downtown Sets



**\* 2015 is up 5% 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



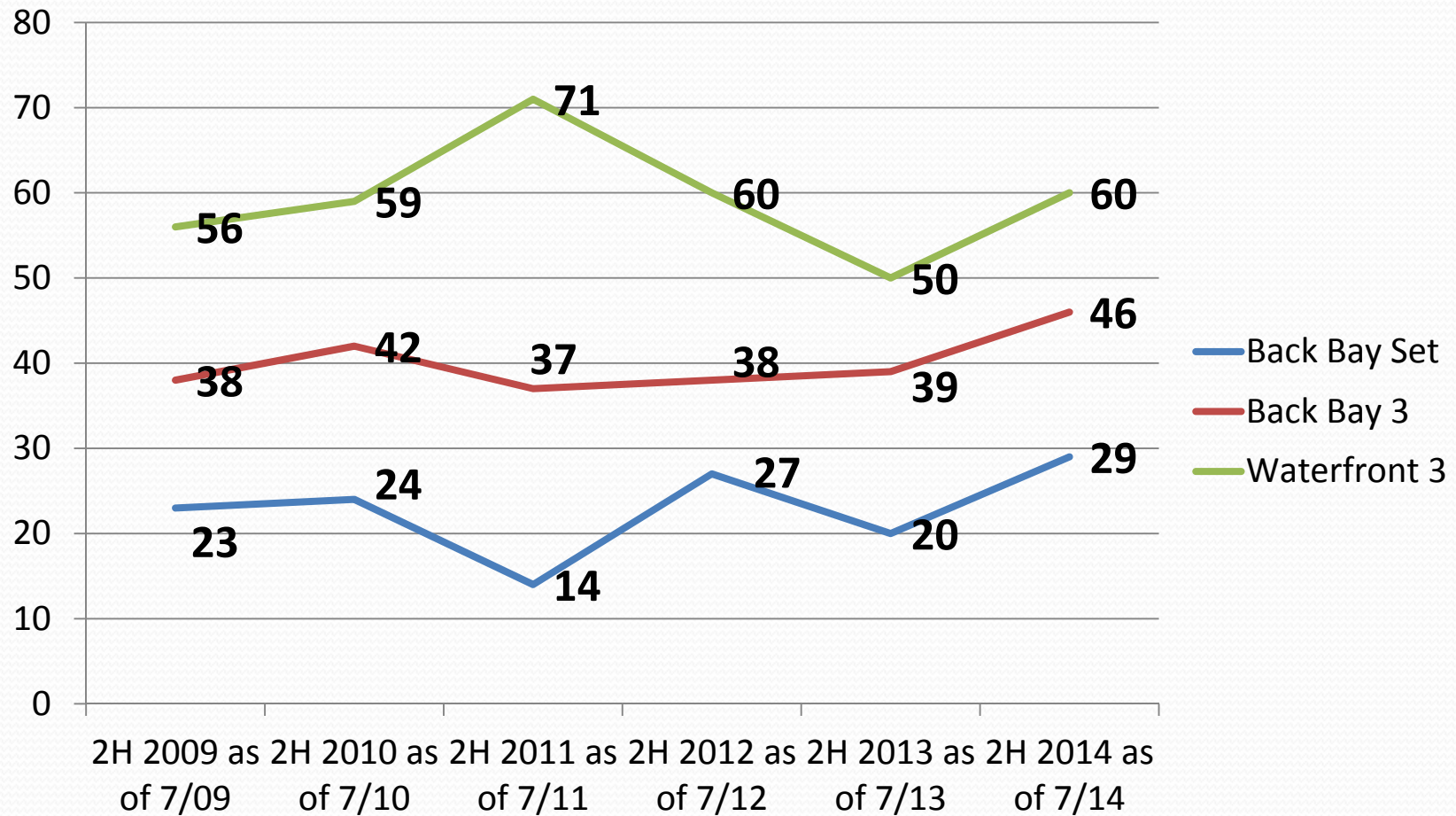
# Group Compression Day

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 2009 – 2H 2014





## Group Compression Days

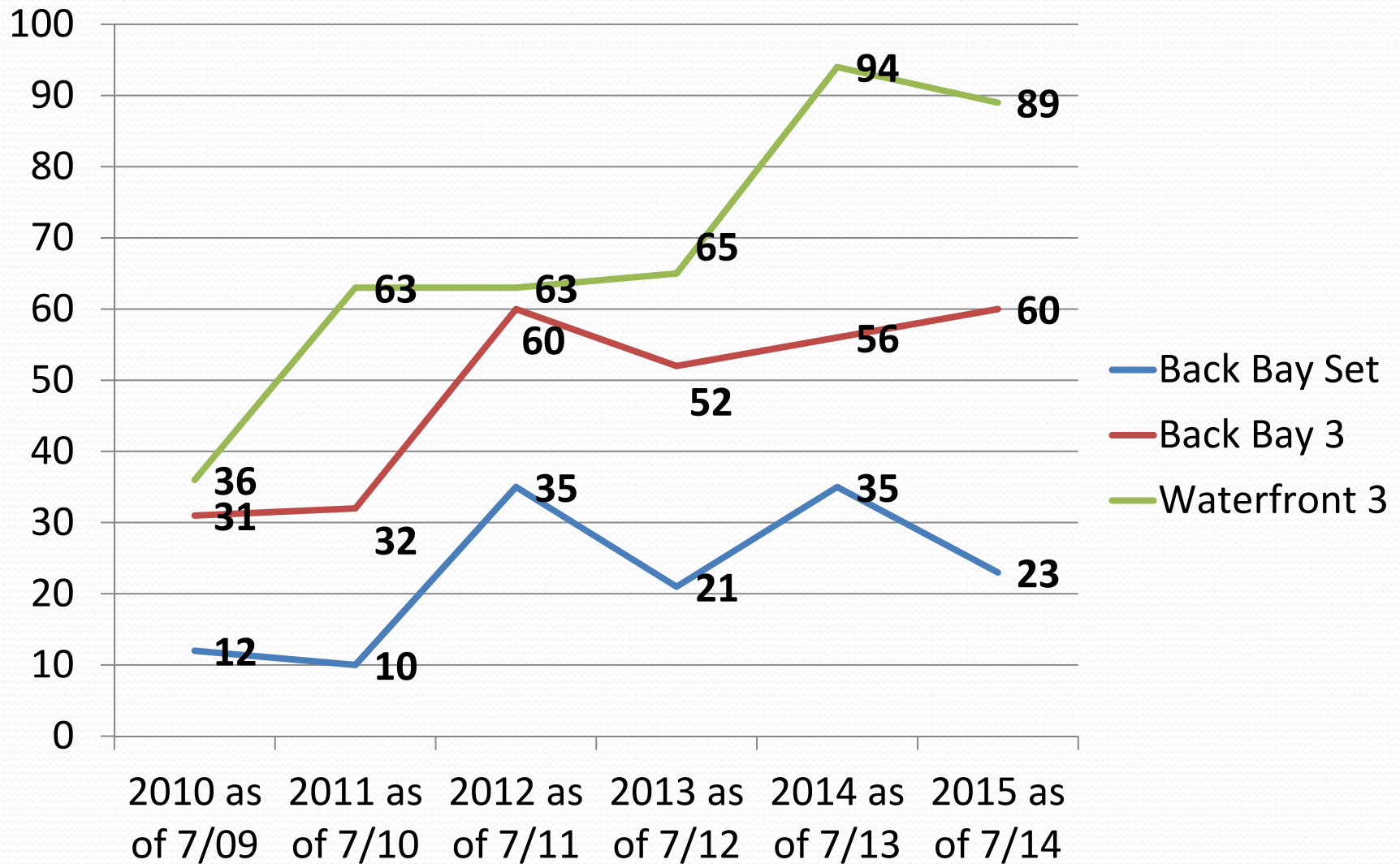
Period	Back Bay 3	Back Bay Set	Waterfront 3
2H 2013 as of 7/13	39	20	50
2H 2014 as of 7/14	46	29	60
Variance	7	9	10

# 2H 2014 Compression Days – Back Bay and “Waterfront 3”

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

July	10, 12, 13, <b>14,15</b> , 23, 24, 25, 26
August	2, 3, 4, 5, <b>6</b> , 7,8,9, 11, 12, 13, <b>18</b> , 19, 22, 23, 24, 25
September	8, 9, 10, <b>11, 12</b> , 13, 15, 16, <b>17, 18, 19</b> , 20, 27, 28, 29, 30
October	1, 2, <b>9</b> , 10, <b>11, 12, 13, 14</b> , 15, 19, 20, 21
November:	2, 3, 4, <b>6</b> , 7, 8, 9, 10, <b>14, 15, 16, 17, 18</b>
December	2

# Group Compression Days 2010 - 2015



## Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2014 as of 7/13	56	35	94
2015 as of 7/14	60	23	89
Variance	4	-12	-5

# 2015 Compression Days – Back Bay and “Waterfront 3”

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

January 2, 3, 4, **28, 29, 30**

March **5, 6, 7, 14, 15, 16, 19, 20, 22, 23, 28, 29, 30**

April 1, 8, 15, **16, 17, 18, 19, 21, 22, 23, 29, 30**

May **1, 3, 4, 5, 6, 12, 13, 14, 15, 16, 25, 26, 27, 28**

June **4, 5, 6, 7, 8, 14, 15**

# 2015 Compression Days – Back Bay and “Waterfront 3”

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

July                    **10, 11, 12, 13, 20, 21, 22, 25, 26, 27, 28**

August                **9, 10, 15, 16, 17, 18**

September **17, 18, 19, 26, 27, 28, 28**

October              **5, 16, 17, 18, 25, 26, 27, 28**

November **1, 2, 3, 4, 19, 20, 21**



# Summary - 2H 2014

## **Citywides:**

- 13 conventions versus 9 same period last year
- Room nights are up 122 percent versus same period last year

## **Group Booking Pace:**

- Back Bay is flat versus same period last year
- Downtown is 14% ahead of same period last year
- Combined the two sets are up 6% ahead of same period last year

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

- Back Bay 3 and Back Bay Set are up 7 and 9 respectively
- Waterfront 3 are up 10

# Summary - 2015

## **Citywides:**

- Total conventions are projected to be flat (26)
- Room nights are projected to be down 3% from record year in 2014

## **Group Booking Pace:**

- Back Bay is up 7% to 2014
- Downtown up 3% to 2014
- Combined both sets are up 5% to 2014

## **Compression Days:**

- Back Bay is down 12 days to 2014
- Waterfront 3 is down 5 days to 2014



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