

OUTLOOK 2013



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

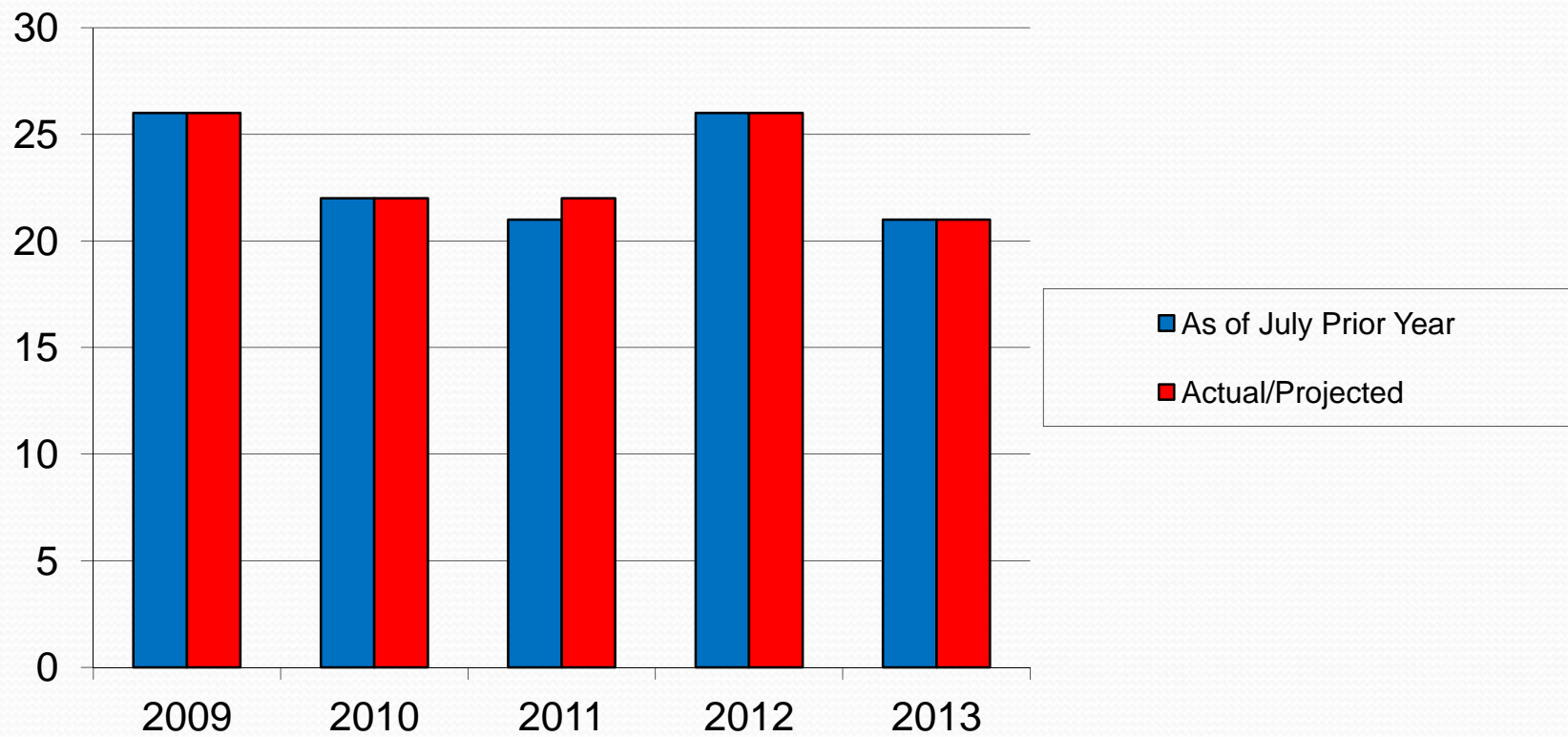
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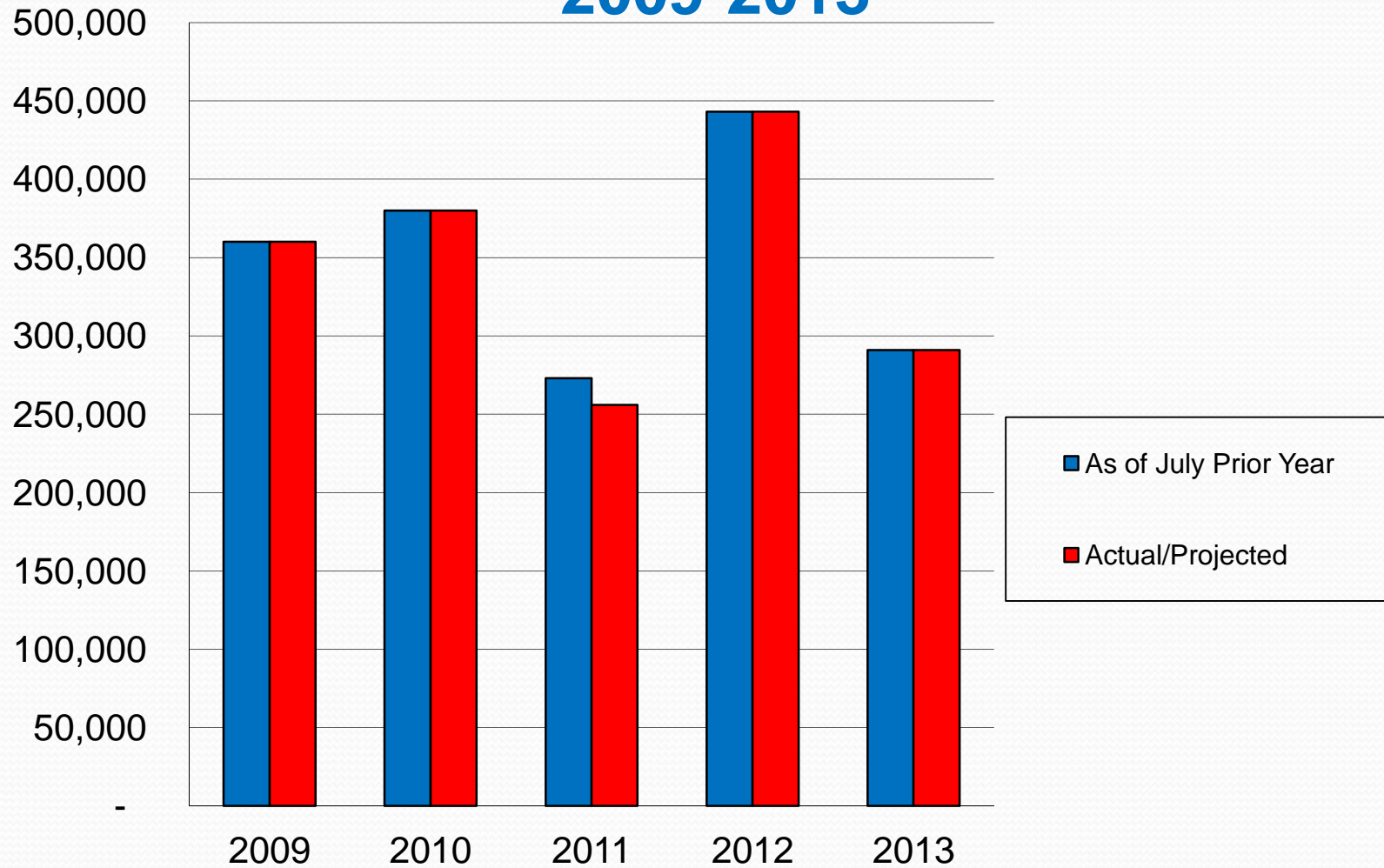
Citywide Characteristics

- 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 2009-2013



Citywide Convention Room Nights 2009-2013





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

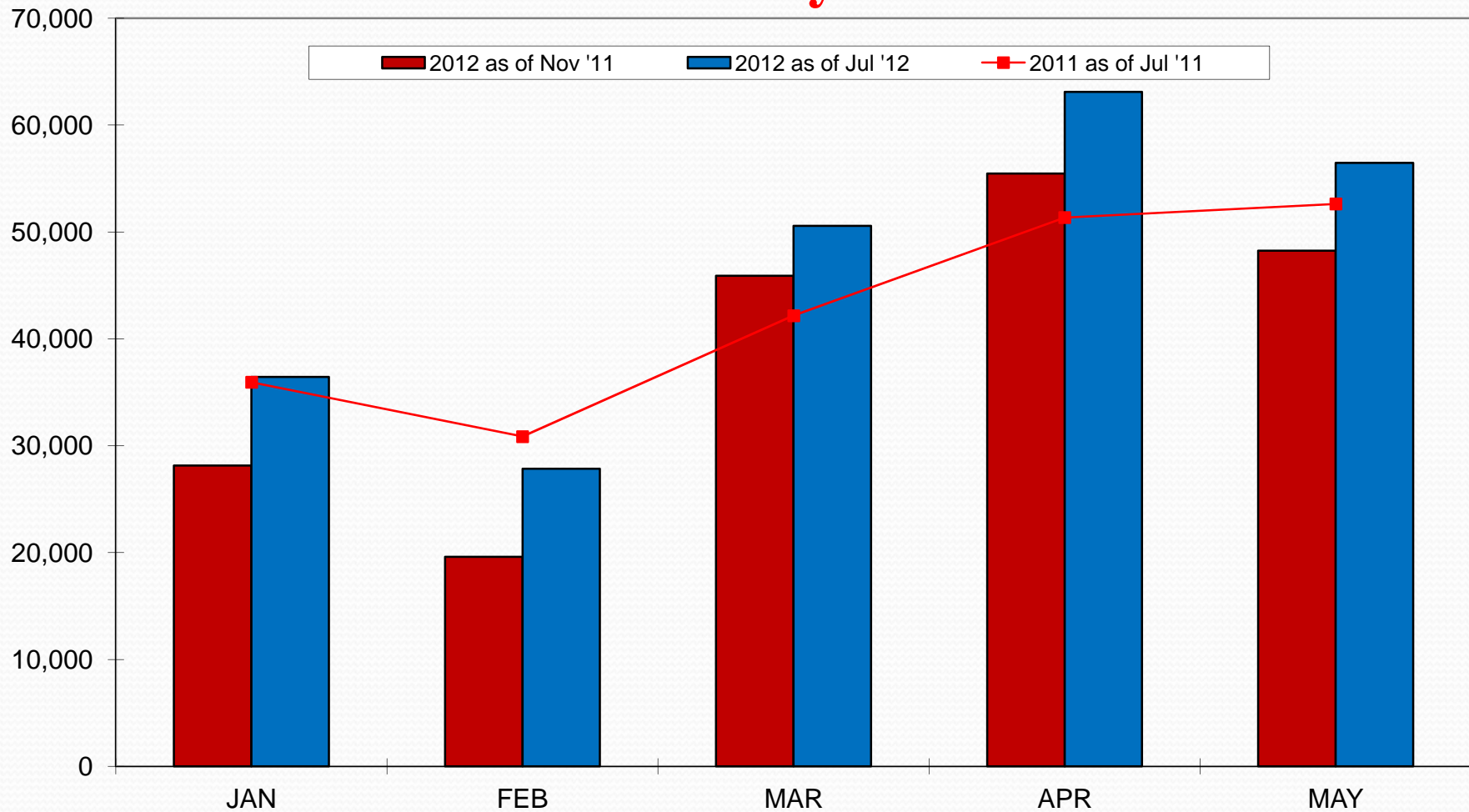
Marriott Long Wharf, Westin Waterfront, Hilton Logan, Seaport,
Hyatt Harborside, Intercontinental,
Renaissance, Hilton Financial District

Downtown Set

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

Definite Group Room Night Pace 2012 vs. 2011

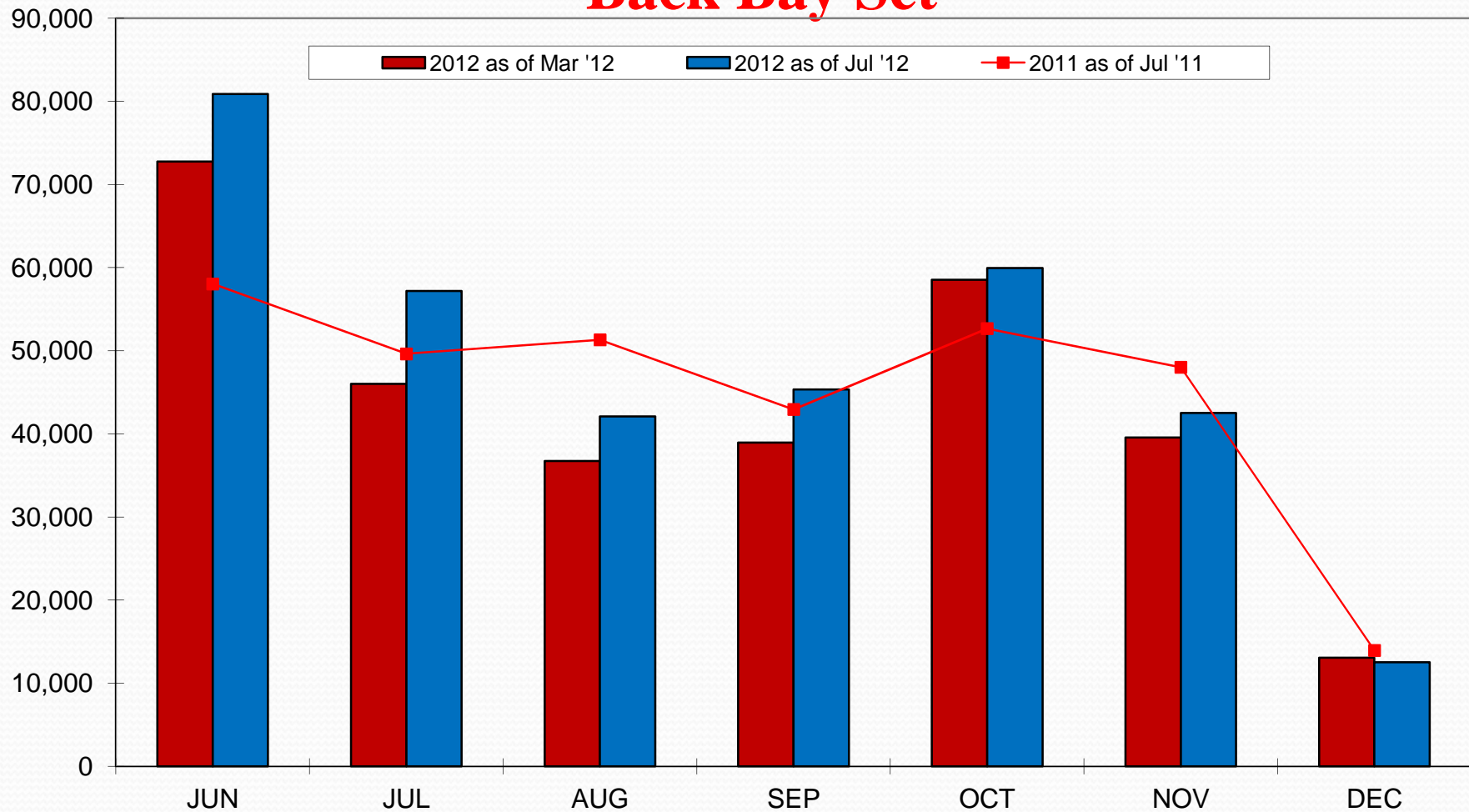
Back Bay Set



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

Definite Group Room Night Pace 2012 vs. 2011

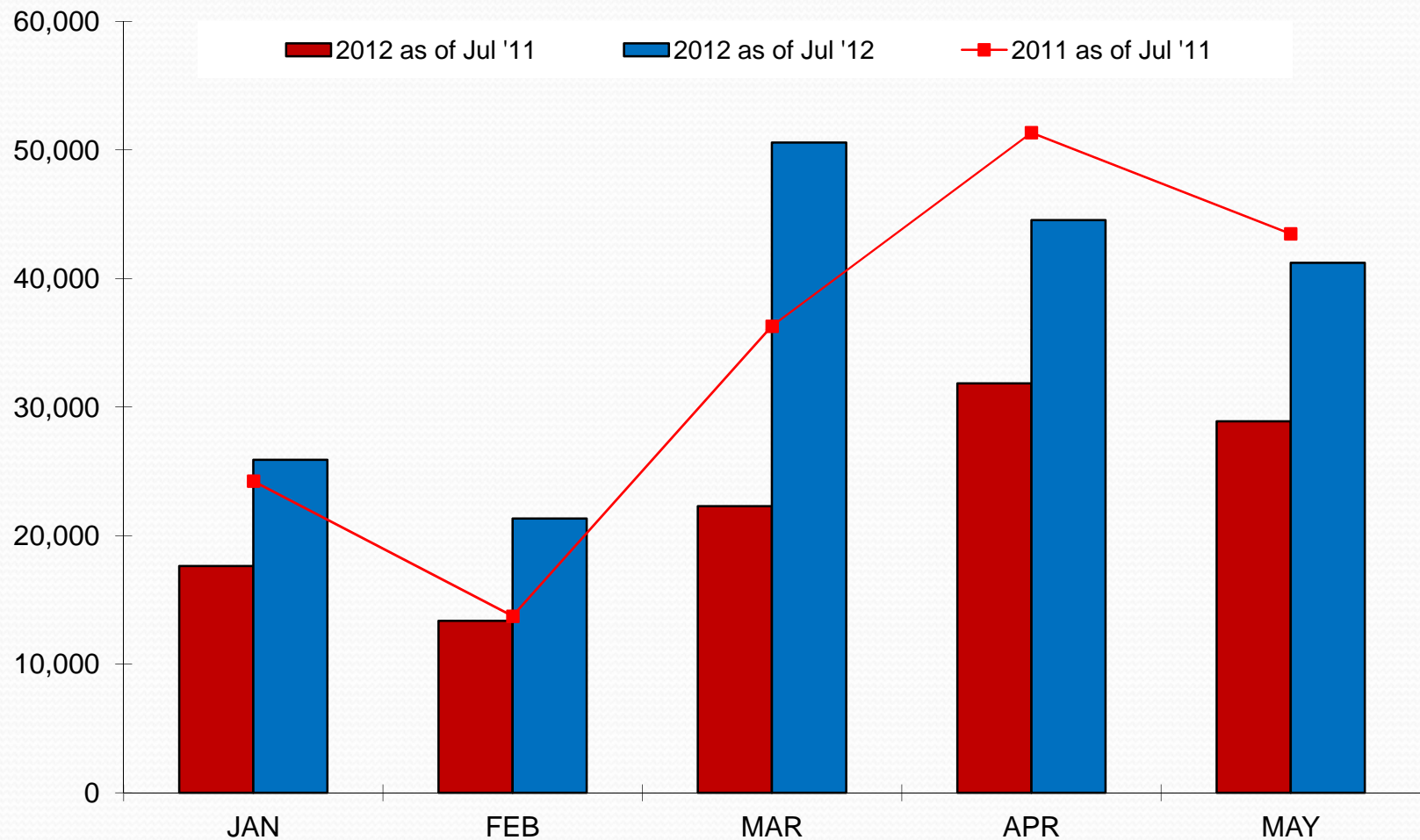
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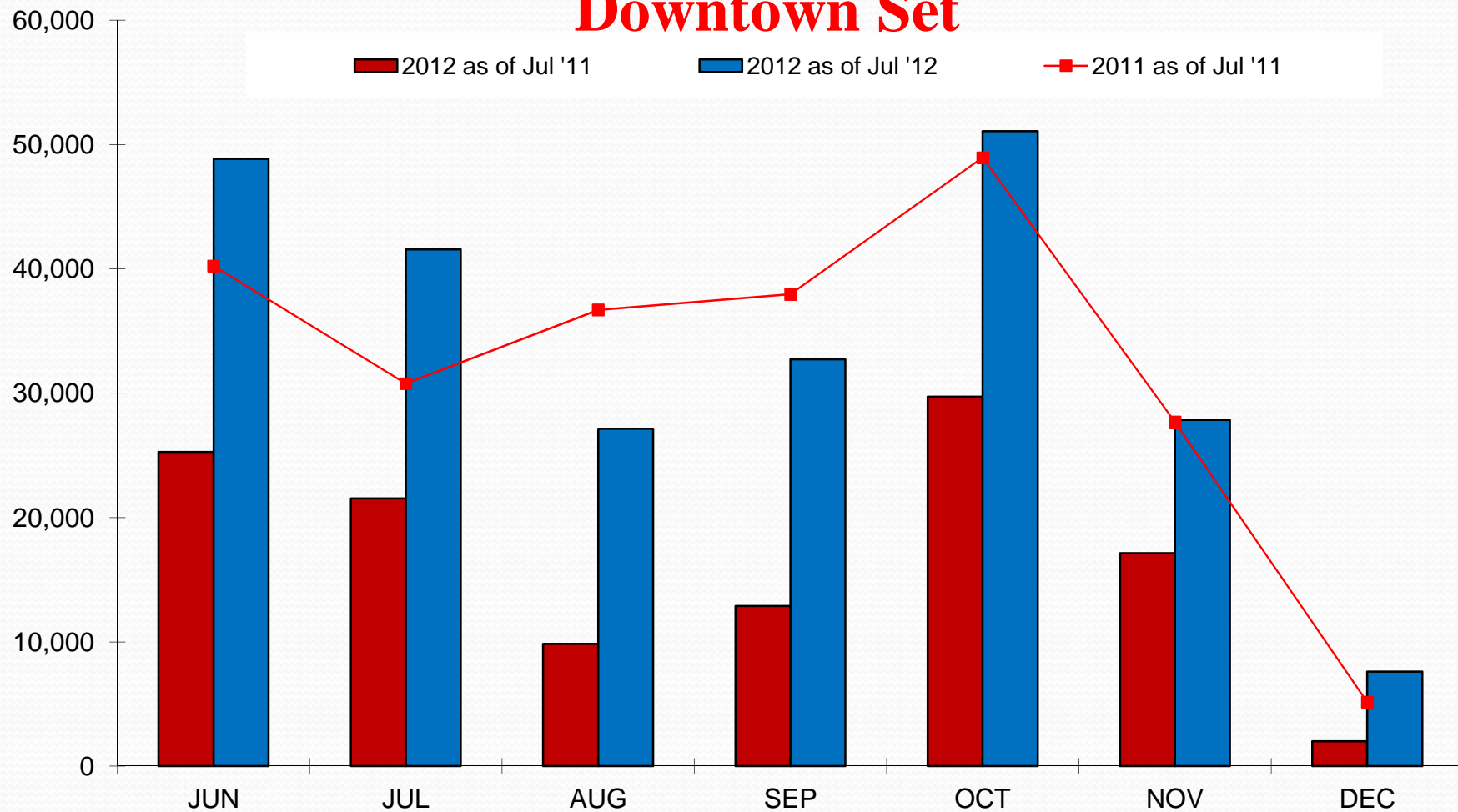
Downtown Set



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

Definite Group Room Night Pace 2012 vs. 2011

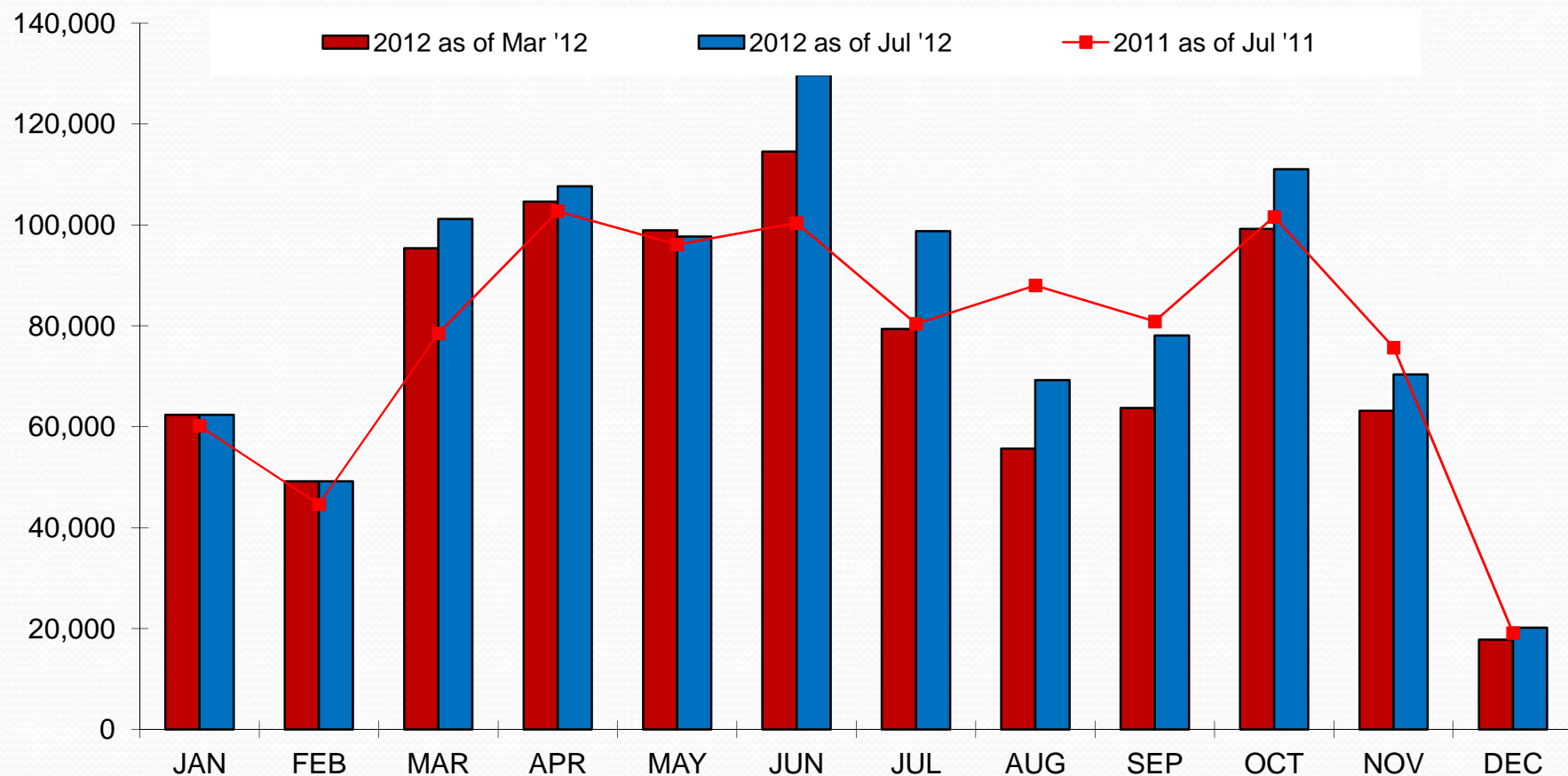
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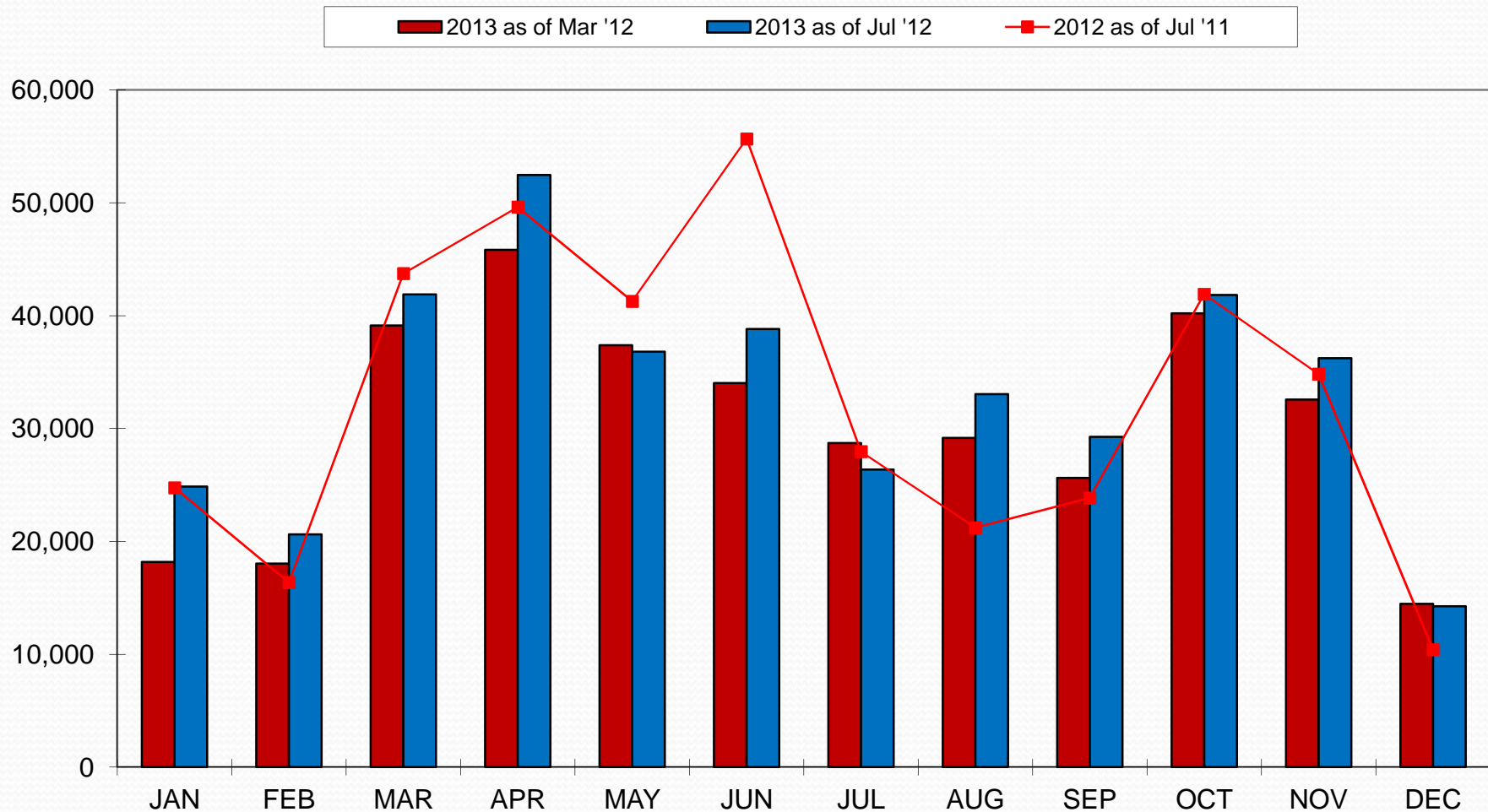
Back Bay and Downtown Sets



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

Definite Group Room Night Pace 2013 vs. 2012

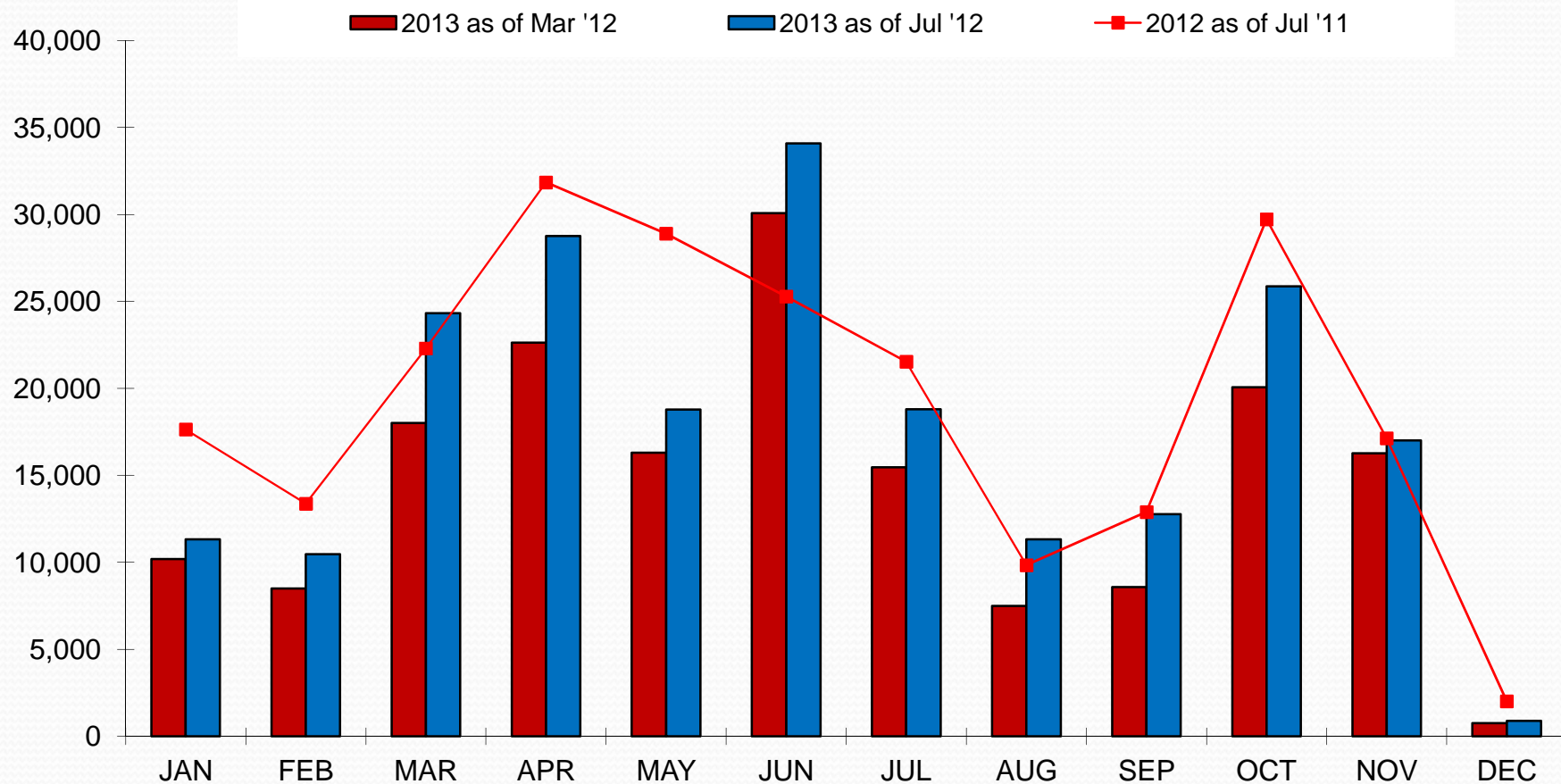
Back Bay Set



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

Definite Group Room Night Pace 2013 vs. 2012

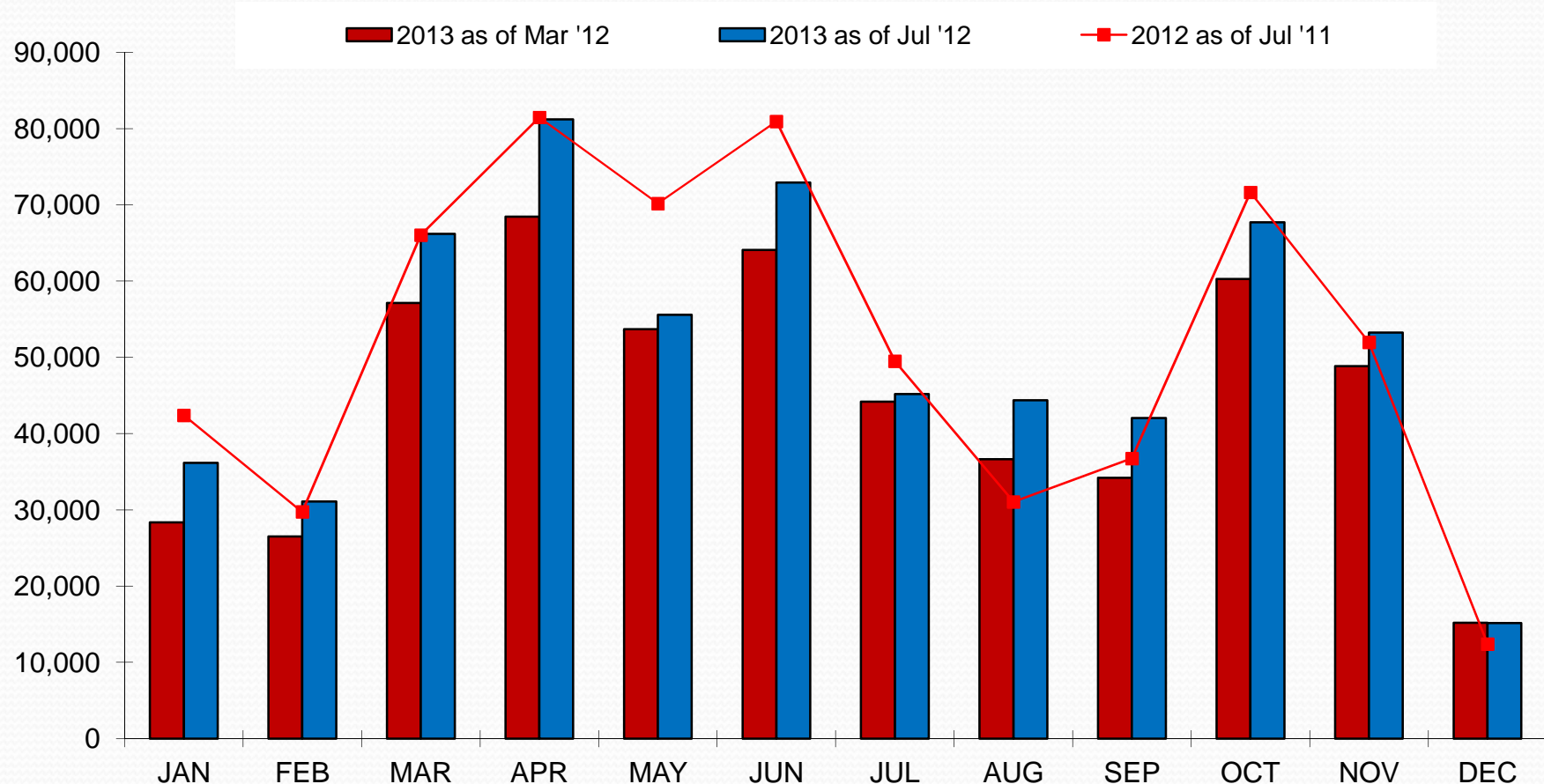
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Definite Group Room Night Pace 2013 vs. 2012

Back Bay and Downtown Sets



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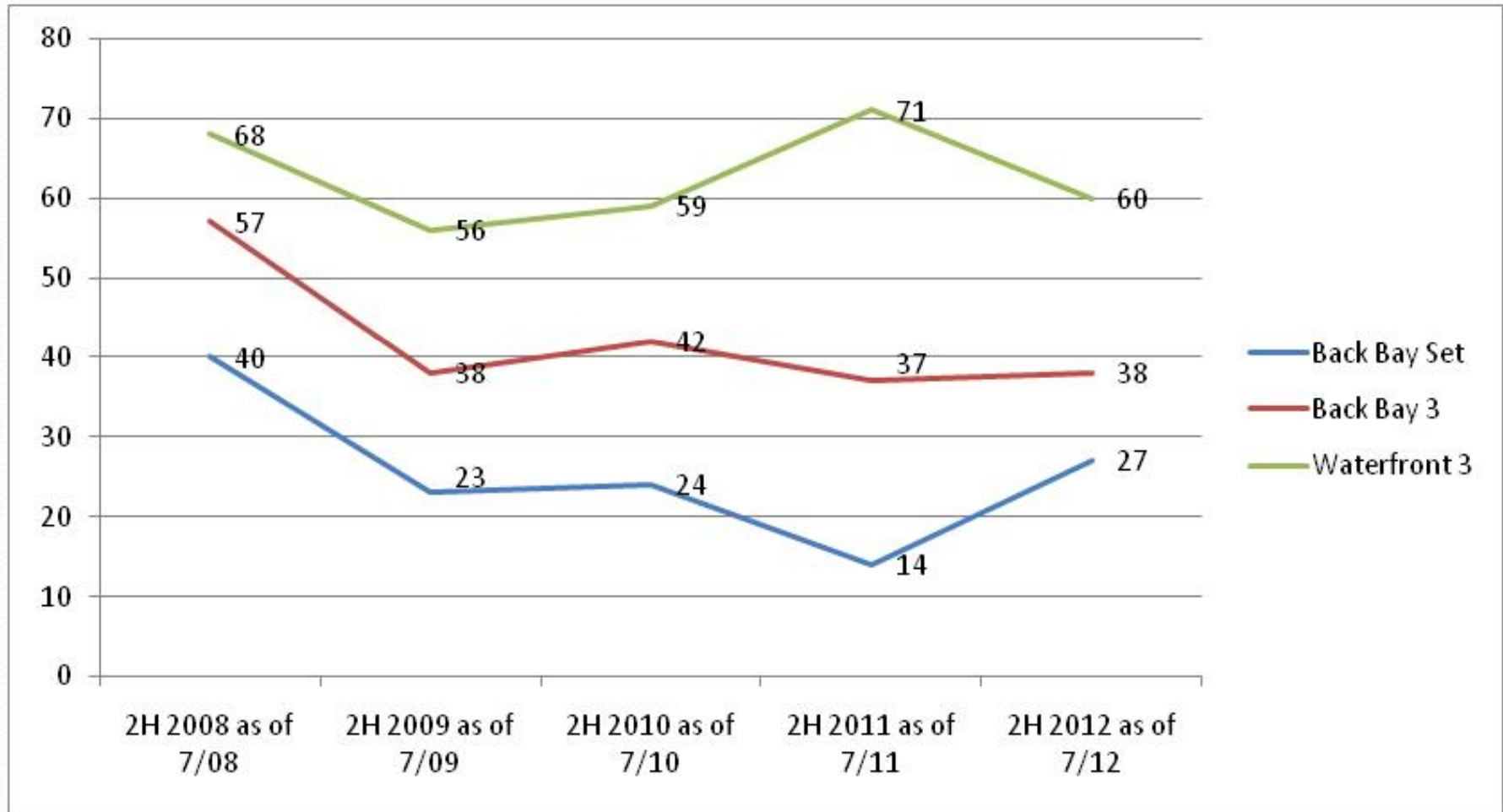
Group Compression Day

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 2008 – 2H 2012

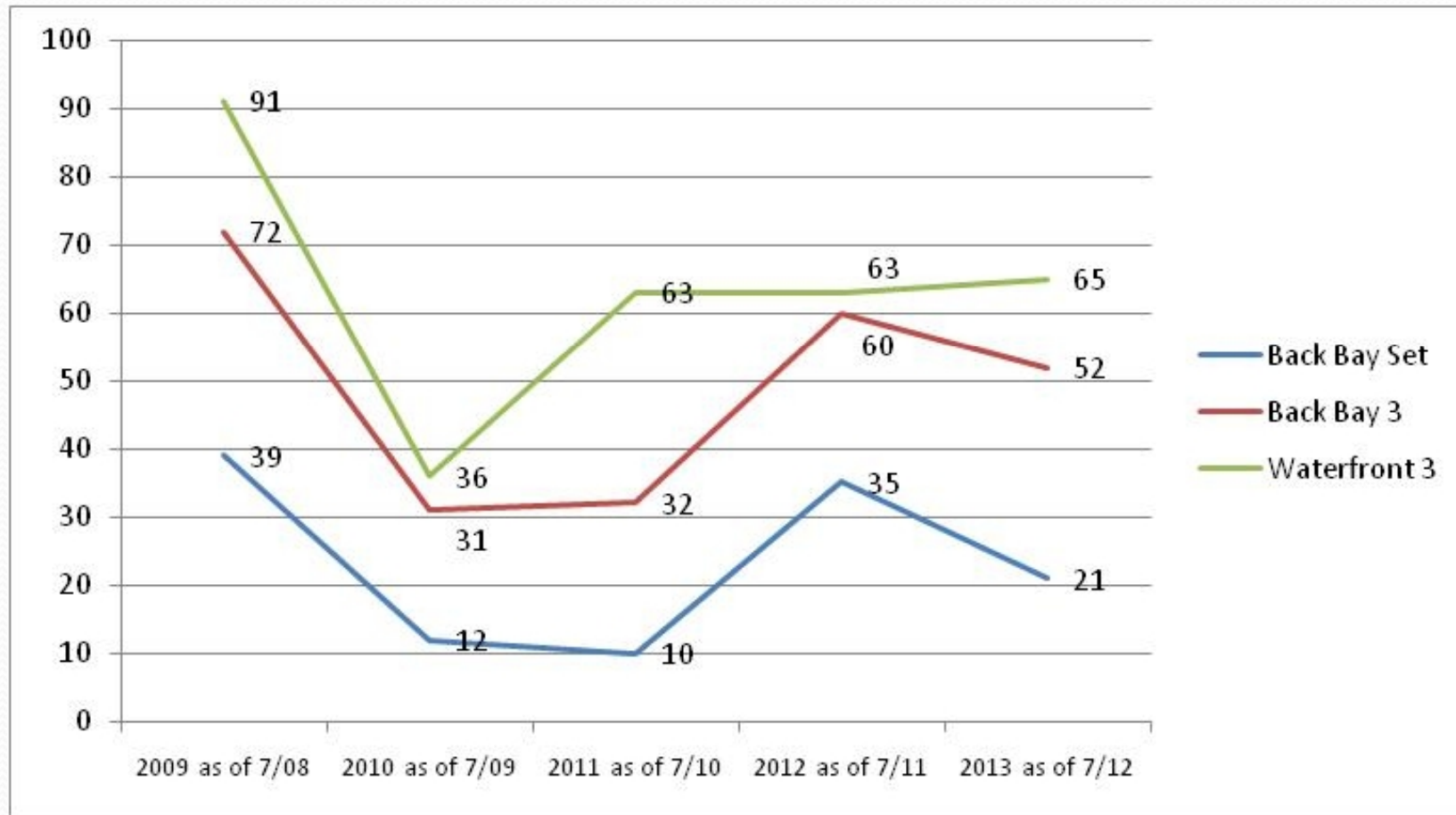




Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2H 2011 as of 7/11	14	37	71
2H 2012 as of 7/12	27	38	60
Variance	13	1	-11

Group Compression Days 2009 - 2013





Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2012 as of 7/11	35	60	63
2013 as of 7/12	21	52	65
Variance	-14	-8	2



Summary - 2H 2012

Citywides:

- 11 conventions versus 9 2H 2011
- Room nights are up 63% vs 2H 2011 (1H was up 69%)

Group Booking Pace:

- Back Bay is flat for 2H 2012 vs. 2H 2011
- Downtown is also flat for 2H 2012 vs. 2H 2011

Back Bay Group Compression Days:

- Back Bay 3 and Back Bay Set are up 13 and 1 respectively
- Waterfront 3 are down 11



Summary - 2013

Citywides:

- Total conventions are projected to be down (21 vs. 26)
- Room nights are projected to be down by 136,000 (-47%)

Group Booking Pace:

- Back Bay up 1% to 2012
- Downtown down 8% to 2012
- Combined both sets are down 2% to 2012

Compression Days:

- Back Bay is down 8 days to 2012
- Waterfront 3 up 2 days to 2013

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