

OUTLOOK 2007



BOSTON. MAKING CONVENTION HISTORY.

GREATER
BOSTON
CONVENTION
& VISITORS
BUREAU

America's Walking City

Matthew R. Arrants, ISHC
Pinnacle Advisory Group
marrants@pinnacle-advisory.com

Forecasting Tools

- ☞ Citywide Conventions
- ☞ Hotel Booking Pace
- ☞ Sales and Marketing Initiatives

Citywide Characteristics

- More than 2,000 Rooms on Peak Night
- Create "Compression"
- Associations (5-10 year booking window)
- Corporations and Trade Shows
(1-4 year booking window)



Impact of Citywide Conventions

Citywide Impact

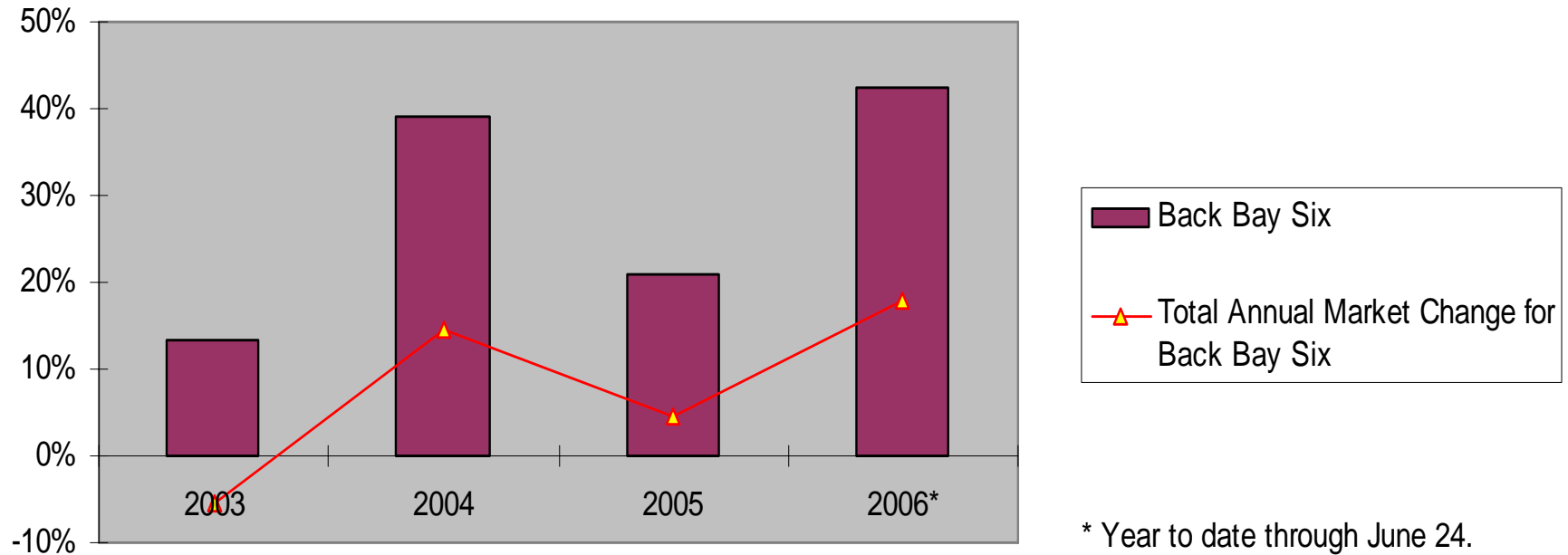
Measuring the Impact to Market Performance

“Back Bay Six” and Boston Less “Back Bay Six”

Compared RevPAR On Citywide Days to Days When there Was No Citywide the Same Day the Prior Year

Impact of Citywide Conventions on RevPAR

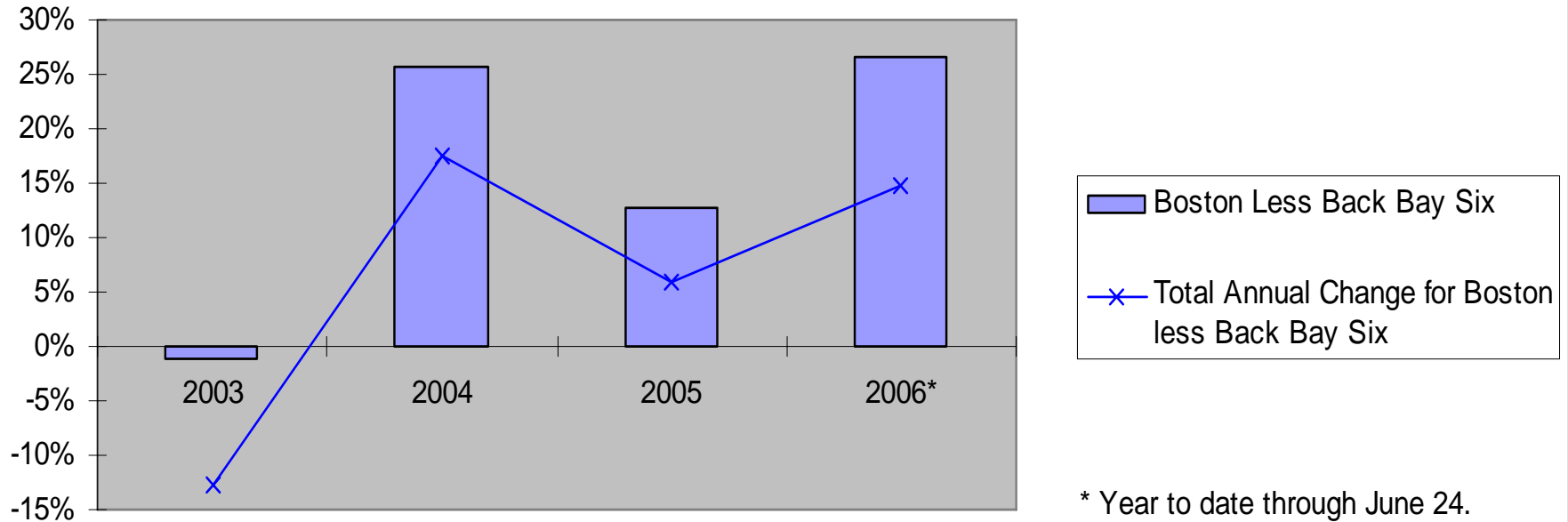
Change From Same Day Last Year Without Citywide Convention
Compared to Total Annual Change in RevPAR



RevPAR growth on days that there are citywide conventions is dramatically higher than the annual market average

Impact of Citywide Conventions on RevPAR

Change From Same Day Last Year Without Citywide Convention
Compared to Total Annual Change in RevPAR

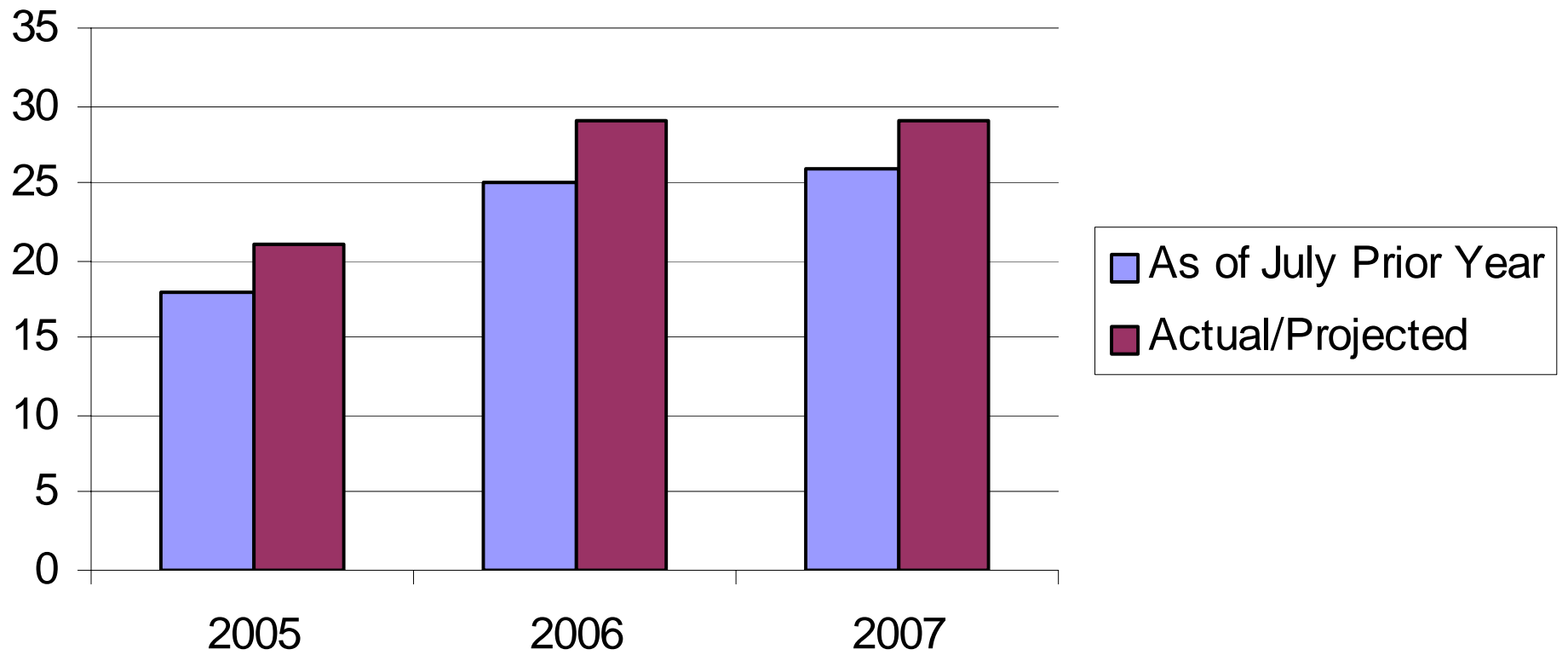


Citywide Conventions also benefit non-convention hotels

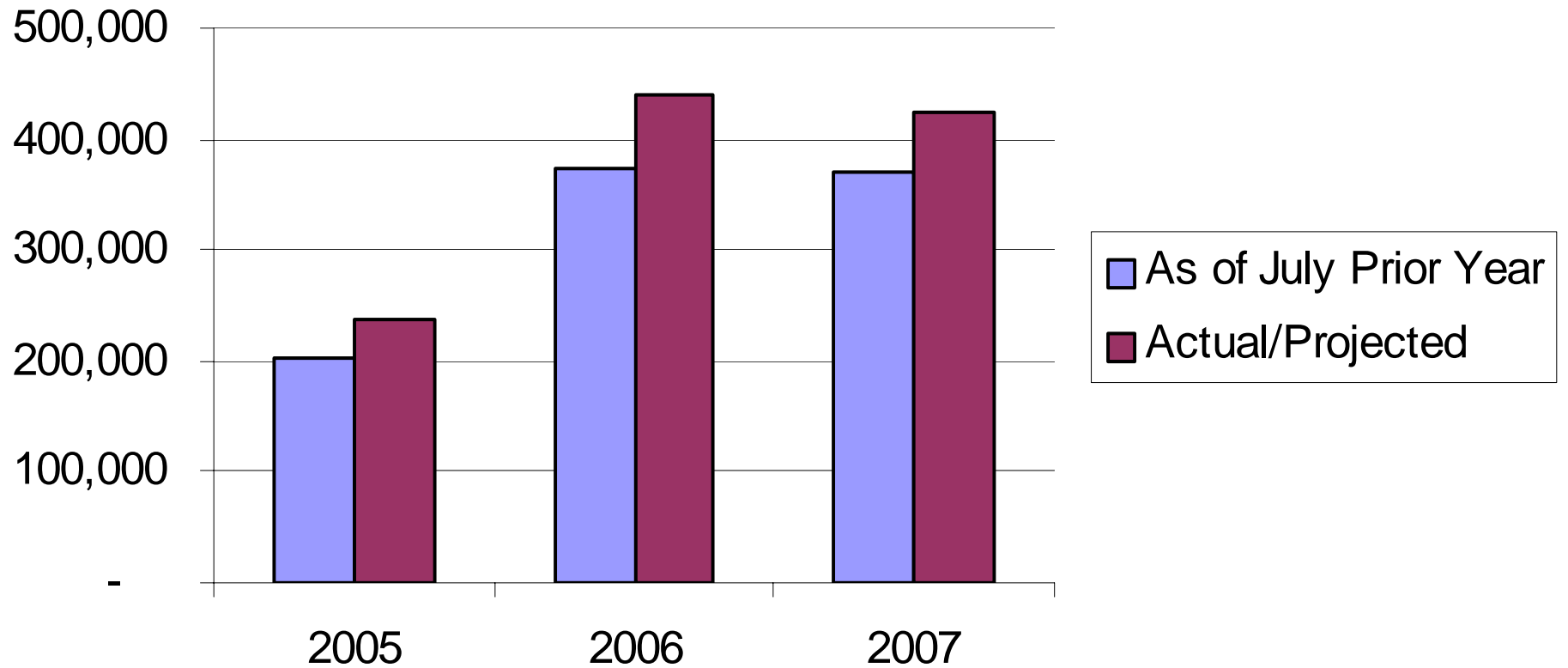


Actual and Projected Citywide Conventions 2005-2007

Citywide Conventions 2005-2007



Citywide Convention Room Nights 2005-2007



Citywide Outlook 2007

Actual/Projected Citywide Conventions

Year	2005	2006	2007
Conventions	21	29	29
Room Nights	236,000	439,000	425,000

Hotel Booking Pace

Hotel Booking Pace

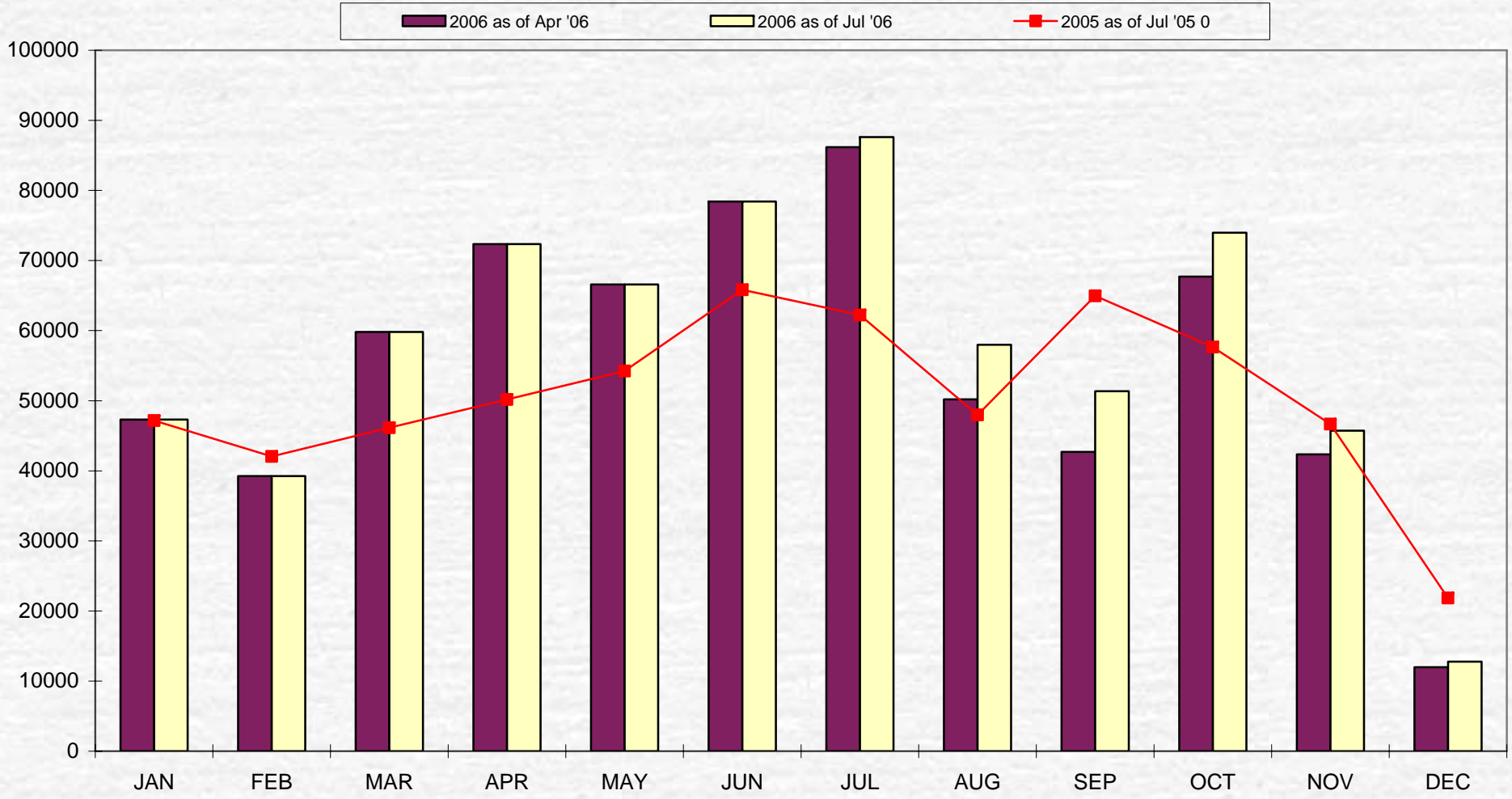
- **Definite** Group Room Nights on the Books at a Given Point in Time
- **Back Bay Six**
Sheraton, Marriott Copley, Westin Copley, Hilton Back Bay, Fairmont, Park Plaza
- **Waterfront Six**
Marriott Long Wharf, Westin Waterfront, Hilton Logan, Seaport, Hyatt Harborside, Intercontinental

Back Bay Six Day by Day Group Rooms

DataDate	MktGrpRmNights	Mkt%
9/17/06	2,581	53%
9/18/06	2,902	59%
9/19/06	2,866	59%
9/20/06	2,797	57%

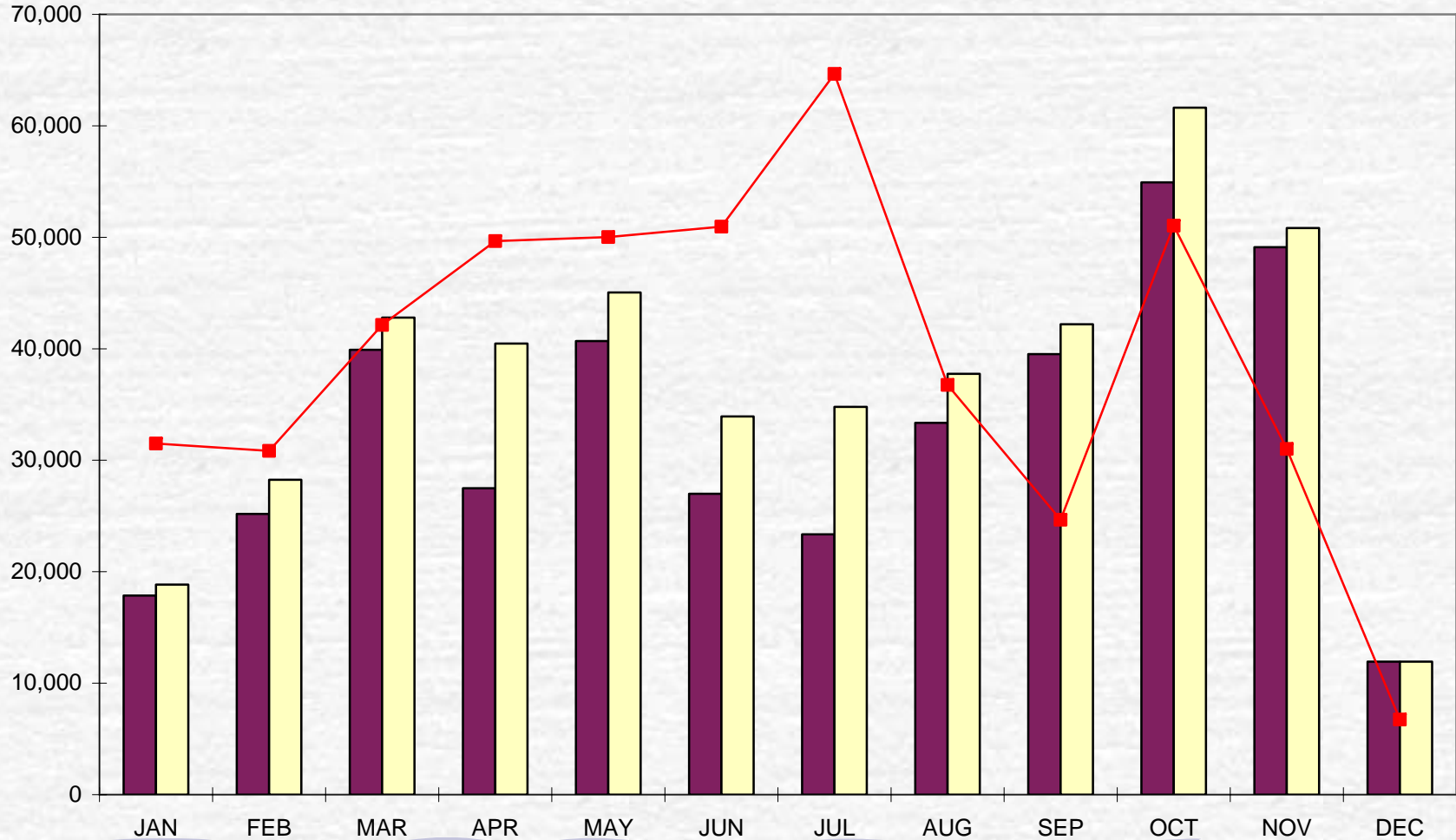
For information on purchasing Group Booking Pace Reports for the
Back Bay and Waterfront sets contact Beth Stehley at
bstehley@bostonusa.com.

**Definite group roomnights: Sheraton Boston, Westin, Back Bay Hilton, Park Plaza, Marriott Copley Place, Copley Plaza
Hotels**



**Definite Group Roomnights: Sheraton Boston, Westin, Back Bay Hilton, Park Plaza, Marriott
Copley Place, Copley Plaza Hotels**

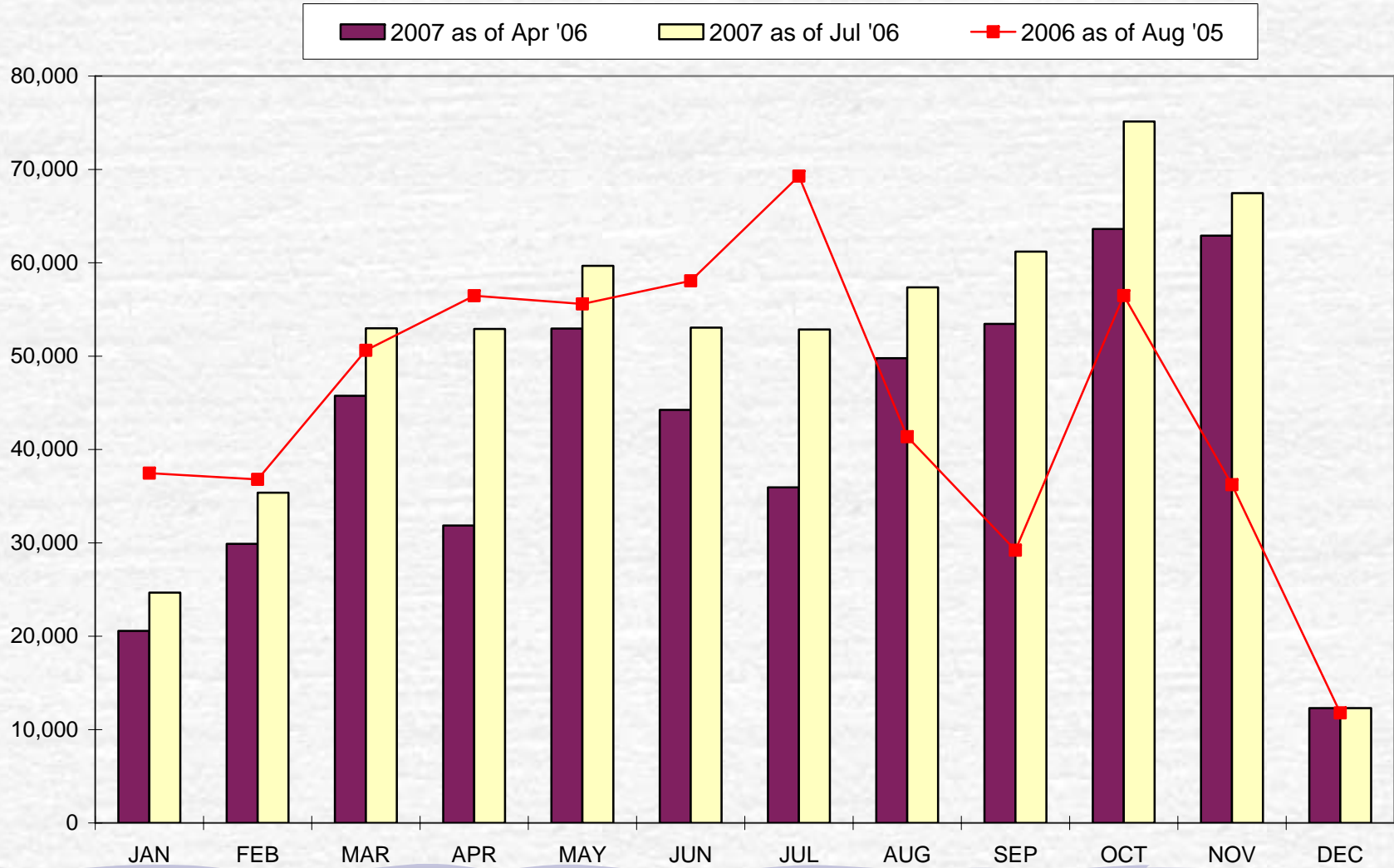
■ 2007 as of Apr '06 ■ 2007 as of Jul '06 ■ 2006 as of Jul '05





2007 Waterfront And Back Bay Booking Pace by Month

Definite Group Roomnights: Back Bay Six and Waterfront Six



Future Of the Hynes

**Commission Recommendation to Keep
Facility Open as a Convention Center**

**Senate President and Speaker of the House
are Advocates for the Hynes**

Expected to remain open indefinitely

Sports Marketing

Deutsche Bank Championship – September 2007

USA Track and Field Indoor Championships – February 2007

Olympic Running Trials – April 2008

NCAA Men's Lacrosse Championships – May 2008

Sports Lawyers Association – May 2008

Men's NCAA Frozen Four Hockey Championships – March 2009

Women's NCAA Frozen Four Hockey Championships – March 2009

NCAA Men's Regional Basketball – March 2009

ACC Baseball Championship - May 2009

Summary

- Group Room Nights at the “Back Bay Six” are up 6% for 2H 2006 compared to 2H 2005
- 2006 will be a record convention year for Boston
- Citywide Convention Demand for 2007 is on pace with 2006
- Citywides are crucial to the overall health of the Market

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