

OUTLOOK 2008

GREATER
BOSTON
CONVENTION
& VISITORS
BUREAU

America's Walking City



BOSTON. MAKING CONVENTION HISTORY.

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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 (1- 3 Year booking window)
- Trade Shows (3-5 year booking window)



Impact of Citywide Conventions



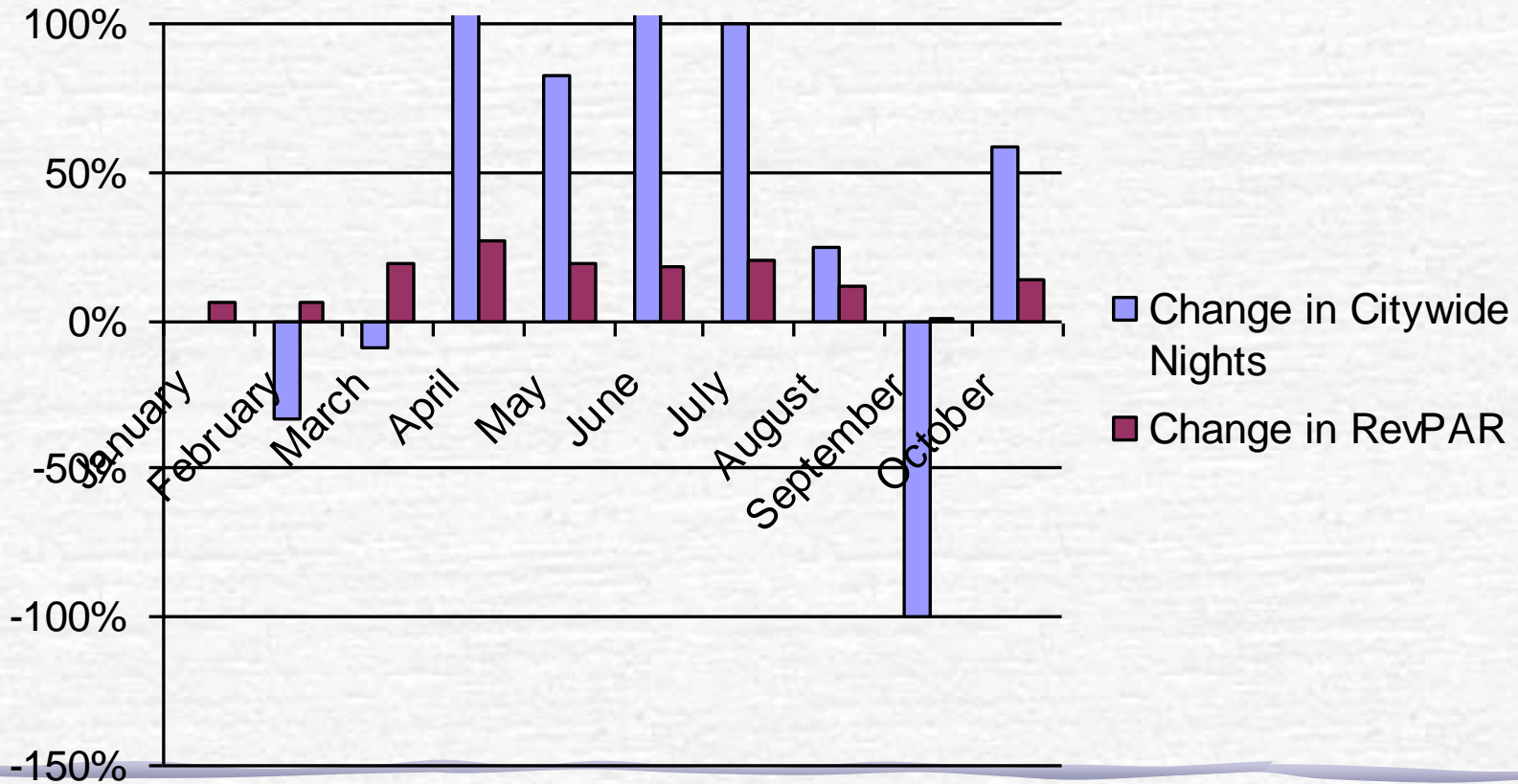
Predictive Analysis

Based on a four year analysis of historic performance in the Back Bay, days on which there are citywide conventions are likely to have RevPAR that is an average of 38% above the same day the prior year (on which there was not a citywide).

In the rest of the City, days on which there are citywide conventions are likely to have RevPAR that is 17% above the same day the prior year (on which there was no citywide).

Citywide conventions benefit all hotels in the market, but particularly, those that participate in the block

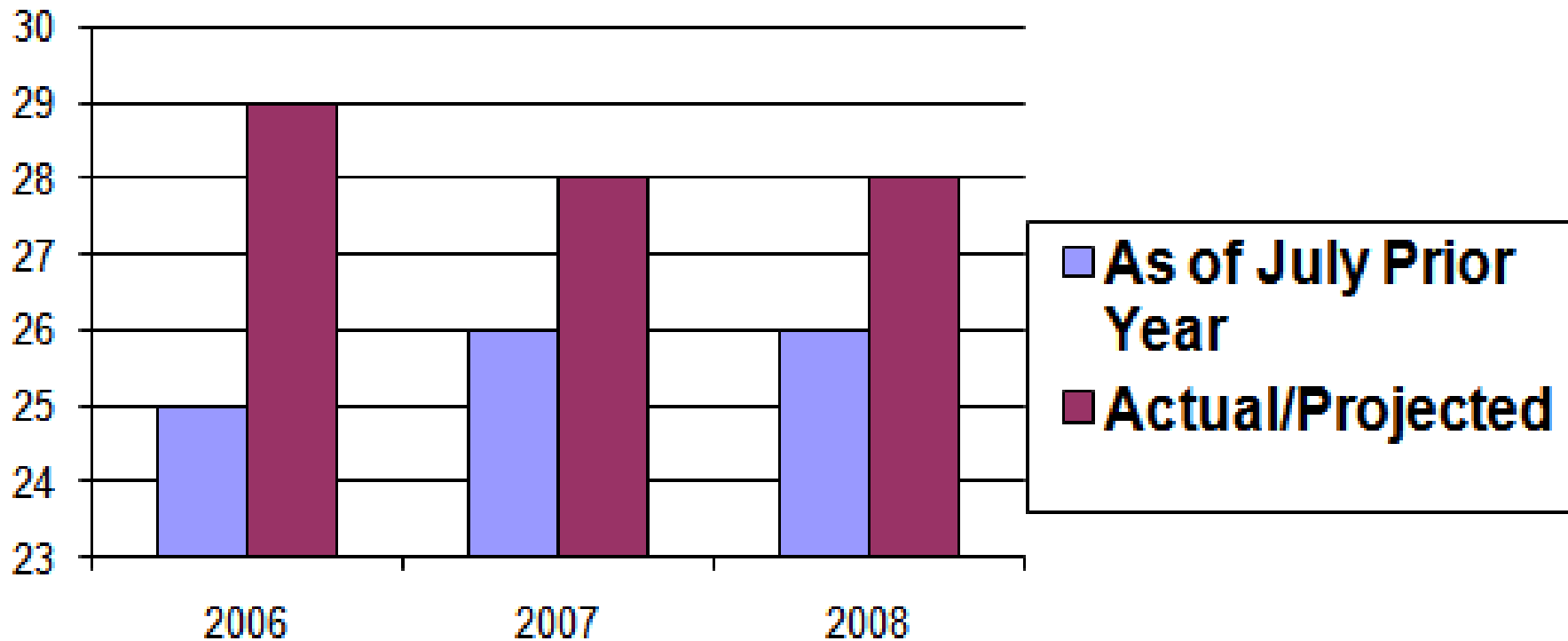
2006 Change in Citywide Demand vs. Change in RevPAR



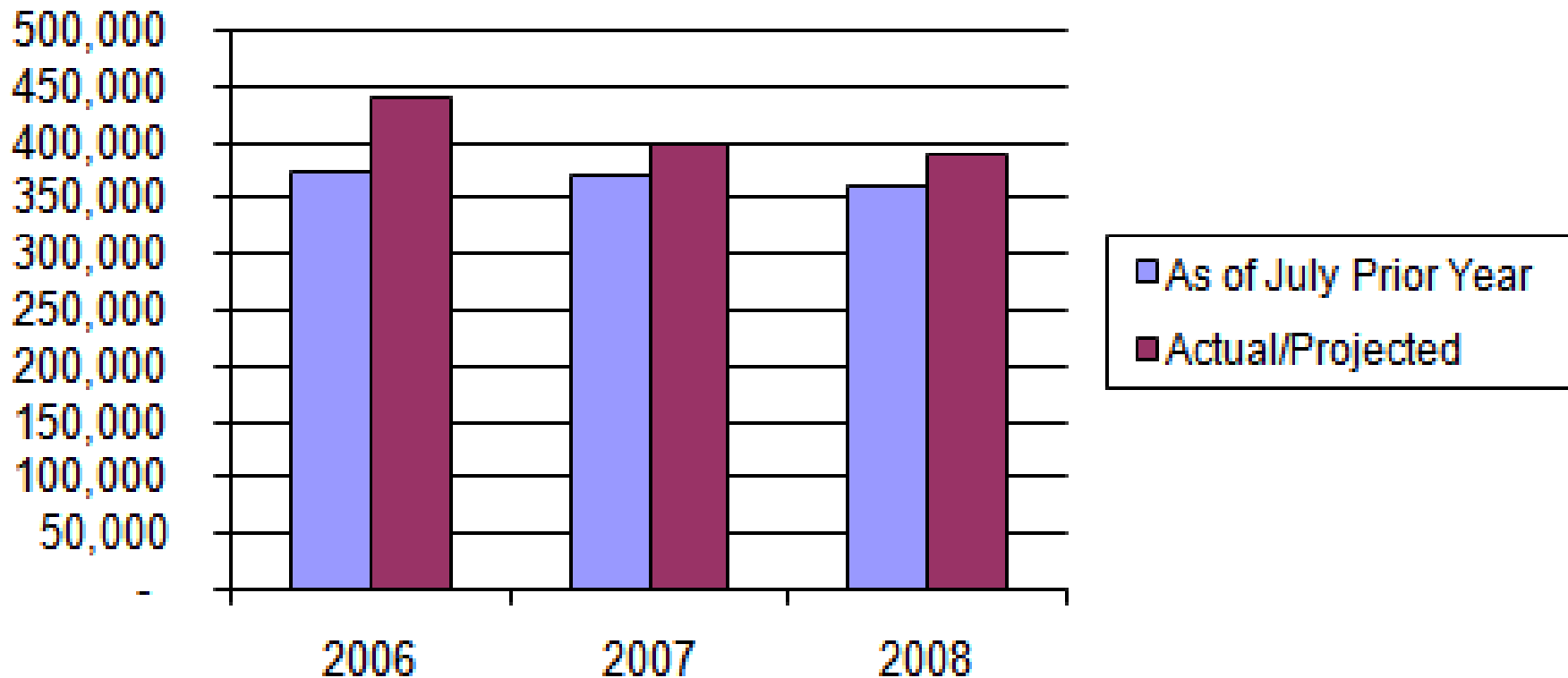
Citywide Demand

- Citywide conventions create a greater opportunity for transient rate increases versus in-house group business due to broader compression across the city.
- Dramatic supply increases will depress occupancy levels over the next five years without increases in convention demand.

Citywide Conventions 2006-2008



Citywide Convention Room Nights 2006-2008



Citywide Outlook

Actual/Projected Citywide Conventions			
Year	2006	2007	2008*
Conventions	29	28	28
Room Nights	439,000	398,000	391,000
Avg Rm Nts On Peak	3,800	3,700	3,600

* Projected based on historic pick-up



Hotel Booking Pace



Hotel Booking Pace

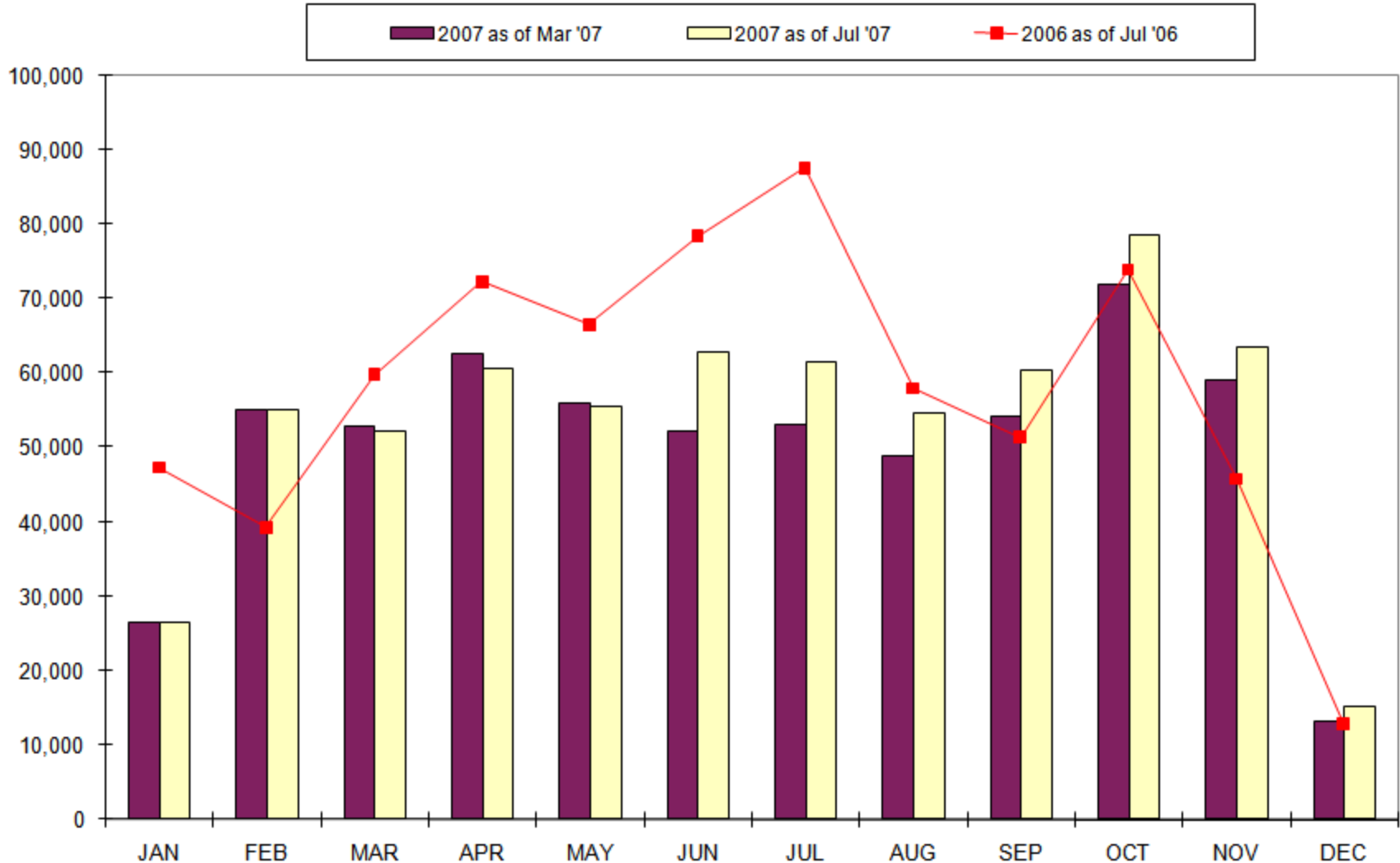
- **Definite** Group Room Nights on the Books at a Given Point in Time
- **Back Bay Set**
 - Sheraton, Marriott Copley, Westin Copley, Hilton Back Bay, Fairmont, Park Plaza
- **Waterfront Set**
 - Marriott Long Wharf, Westin Waterfront, Hilton Logan, Seaport, Hyatt Harborside, Intercontinental



2007 Booking Pace

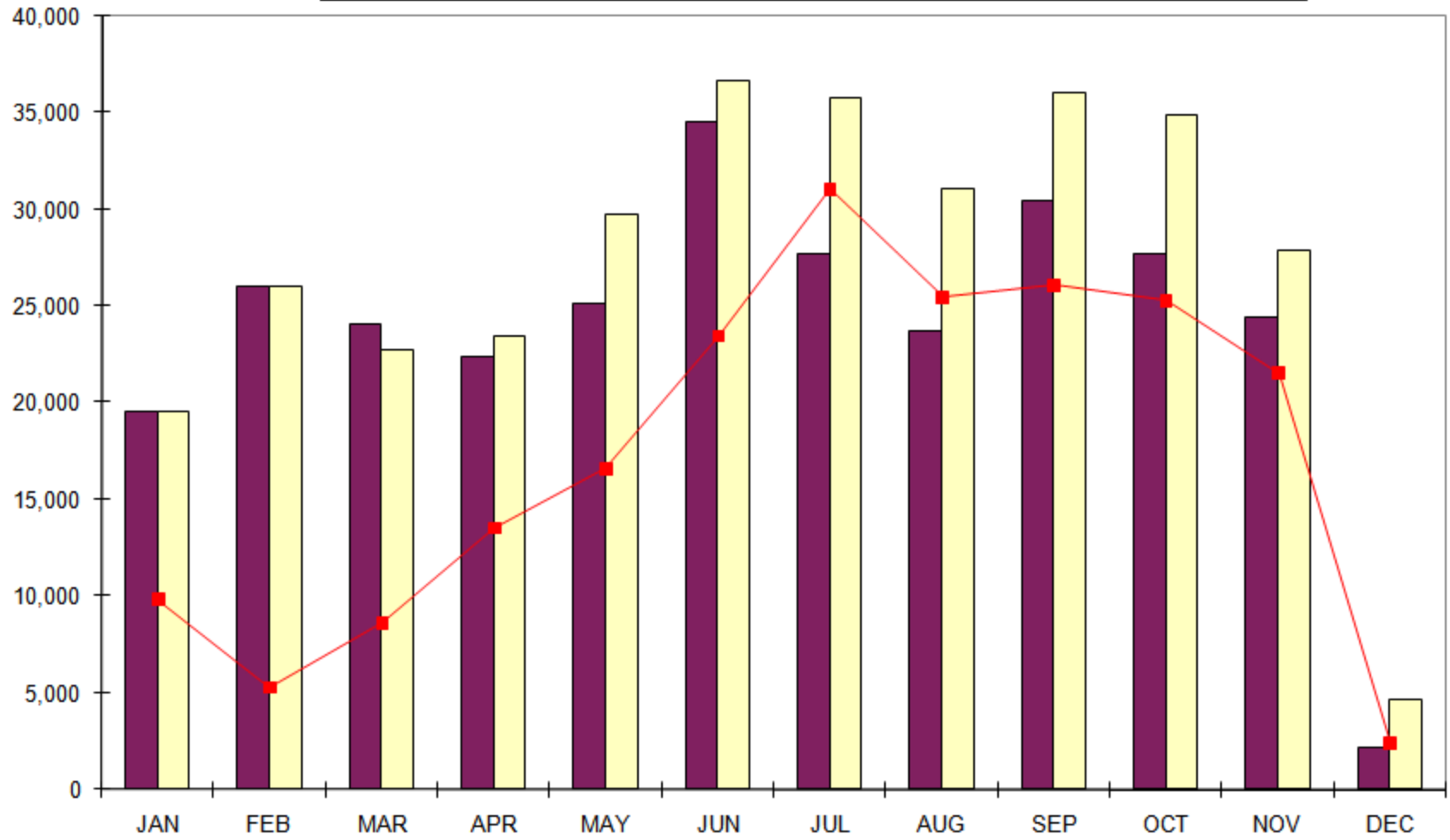
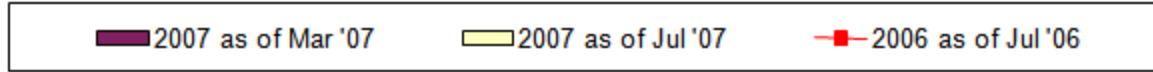
Definite Group Roomnights: Back Bay Set

Sheraton Boston, Westin, Back Bay Hilton, Park Plaza, Marriott Copley Place, Copley Plaza Hotels



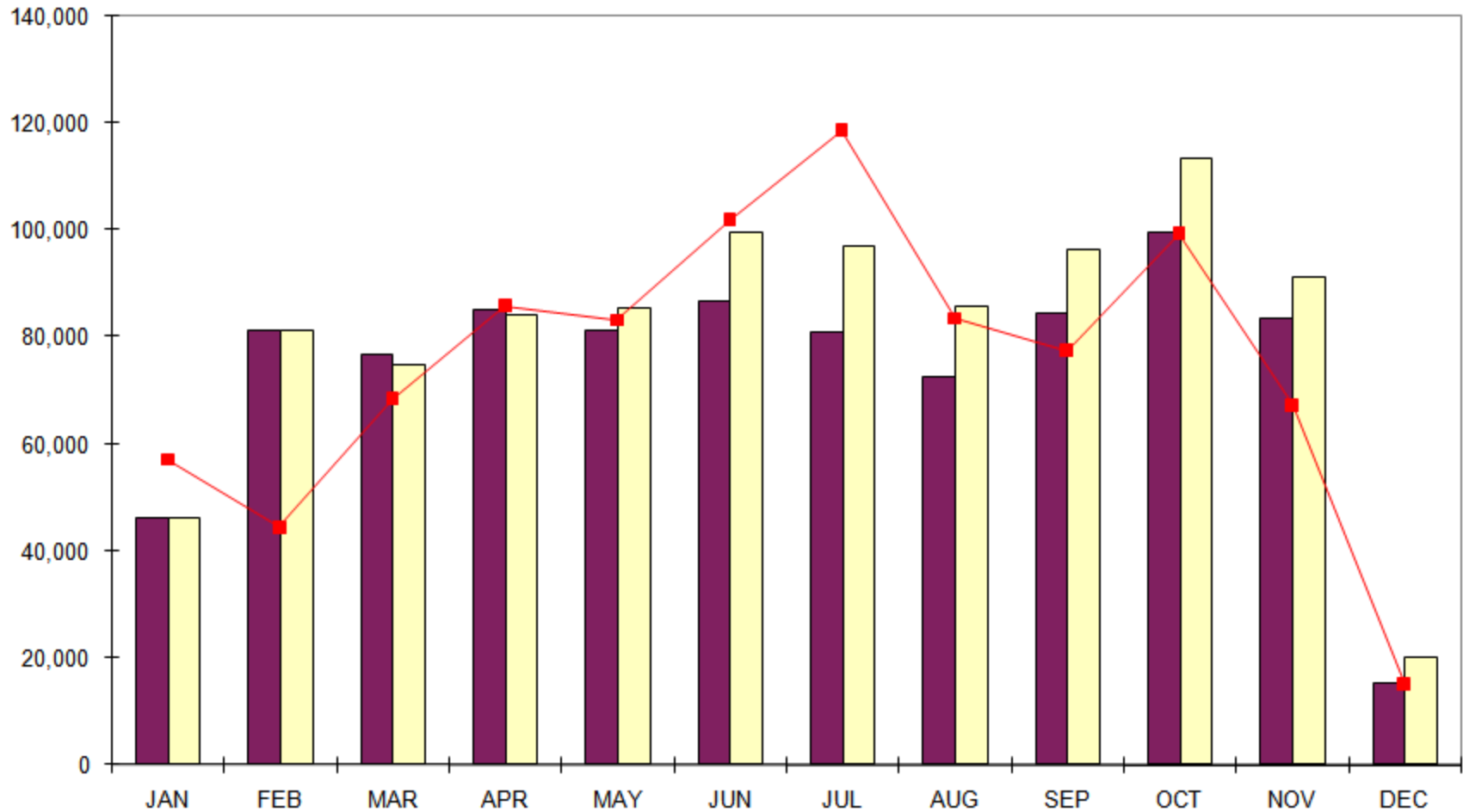
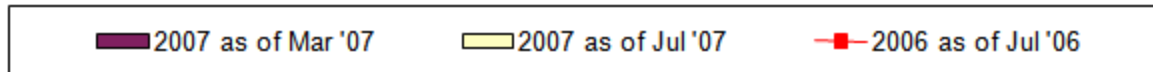
Definite Group Roomnights: Waterfront Set

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



Definite Group Roomnights: Waterfront and Back Bay Sets

Marriott Copley, Westin Copley, Sheraton, Hilton Back Bay, Fairmont, Park Plaza, Westin Waterfront, Seaport, Hilton Logan, Hyatt Harborside, Intercontinental, Marriott Long Wharf

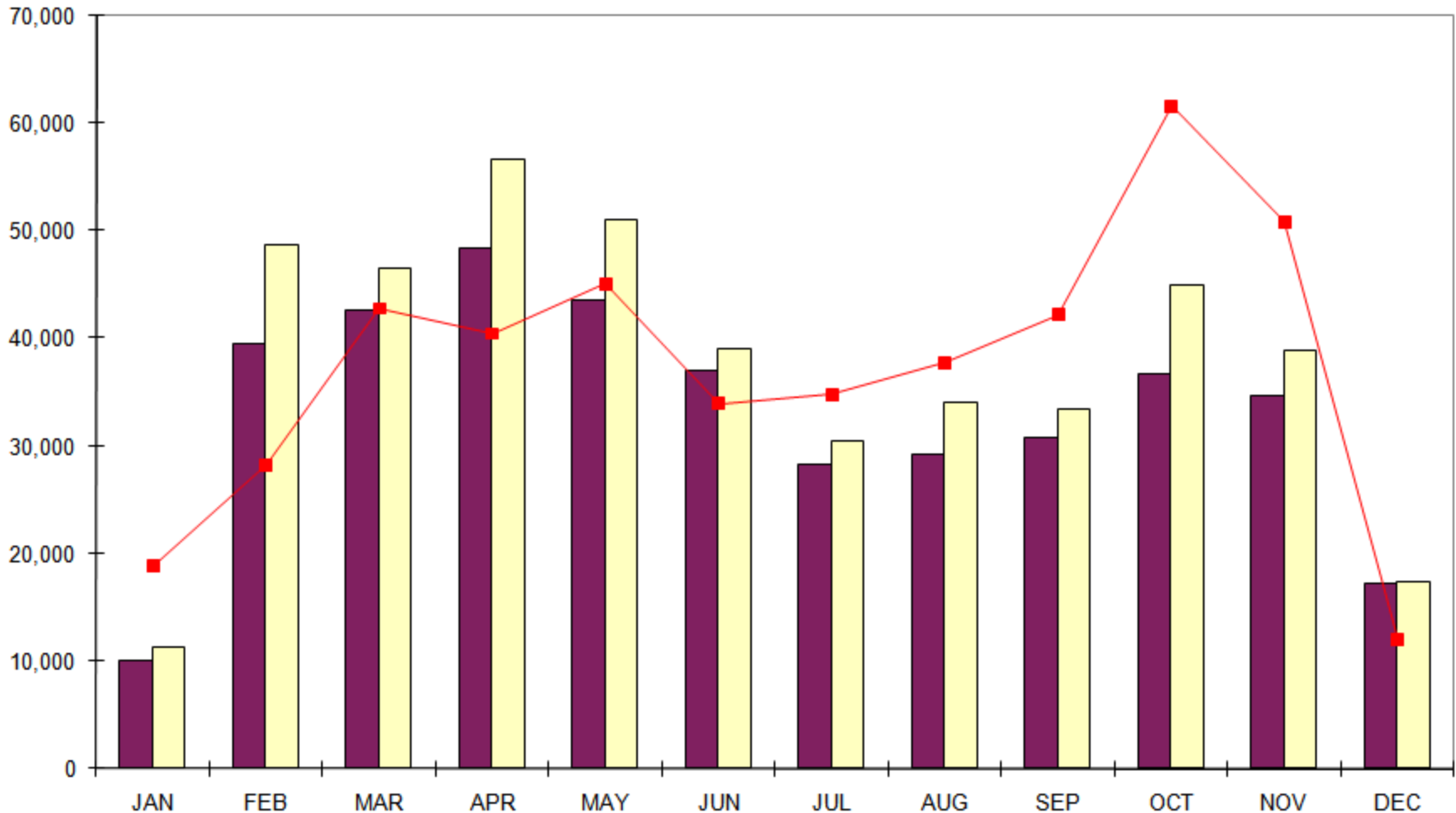
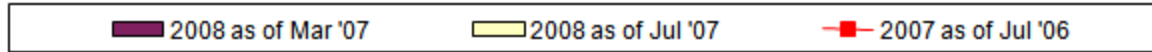




2008 Booking Pace

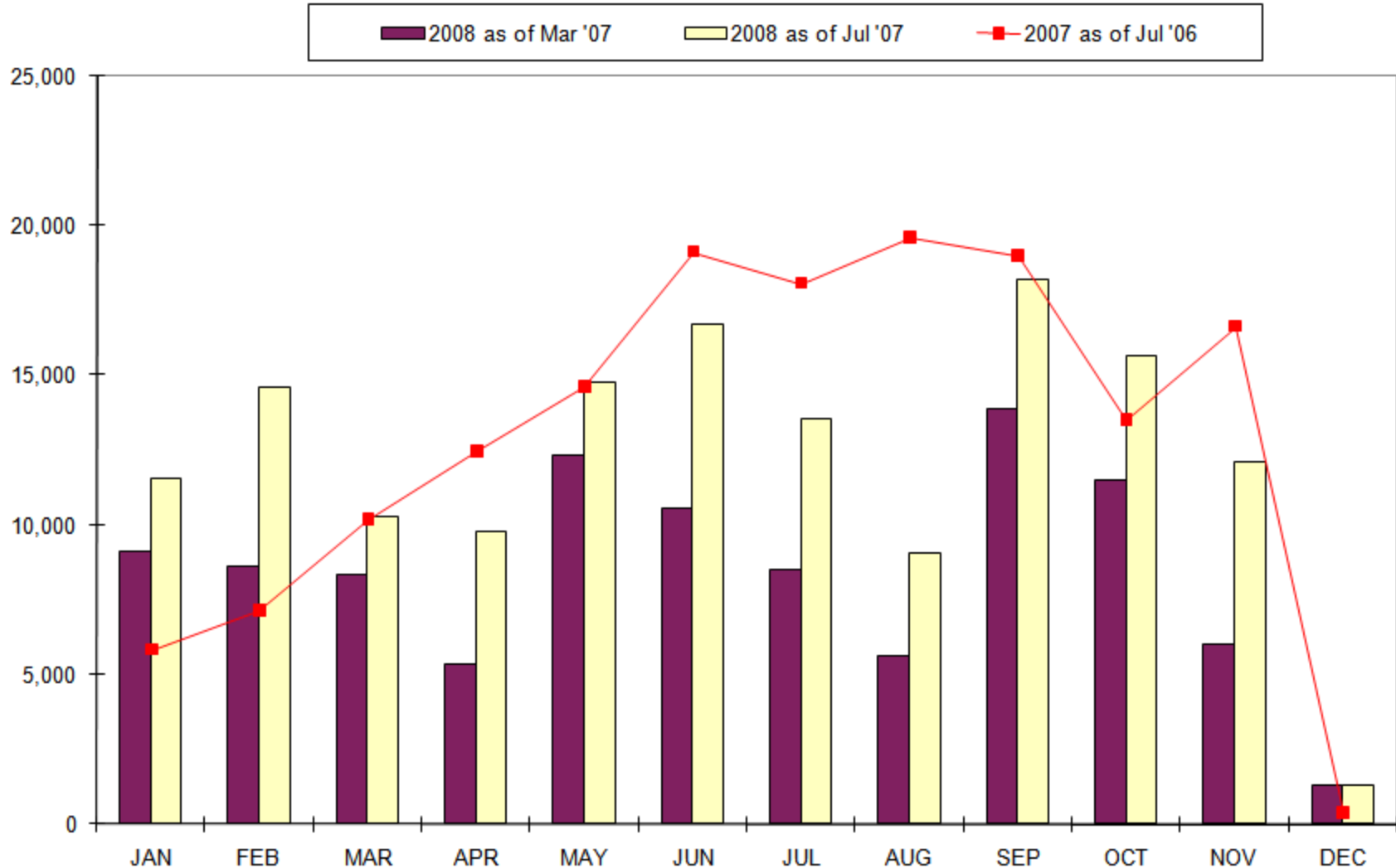
Definite Group Roomnights: Back Bay Set

Sheraton Boston, Westin, Back Bay Hilton, Park Plaza, Marriott Copley Place, Copley Plaza Hotels



Definite Group Roomnights: Waterfront Set

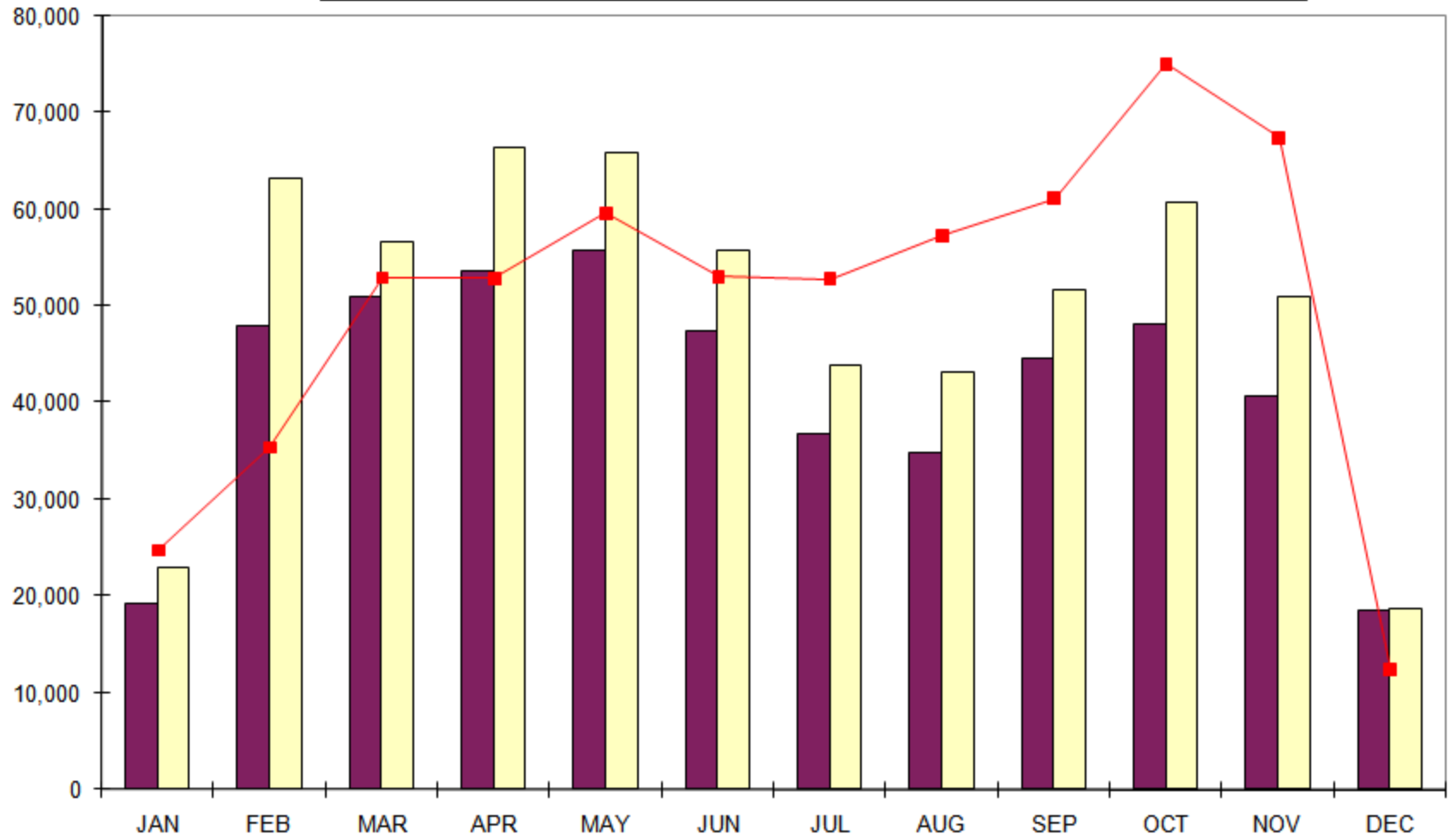
Marriott Long Wharf, Intercontinental, Hilton Logan, Hyatt Harborside, Seaport, Westin Waterfront



Definite Group Roomnights: Waterfront and Back Bay Sets

Marriott Copley, Westin Copley, Sheraton, Hilton Back Bay, Fairmont, Park Plaza, Westin Waterfront, Seaport, Hilton Logan, Hyatt

2008 as of Mar '07
 2008 as of Jun '07
 2007 as of Jul '06



Back Bay Set Day by Day Group Rooms

Back Bay Set - Definite Group Rm Nights on the Books			
Date	MktGrpRmNights	% of Total Avail	
9/17/2007	1,968	40.51%	
9/18/2007	2,479	51.03%	
9/19/2007	2,463	50.70%	

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

Future Of the Hynes

Legislature transferred ownership of the Hynes back from the State Pension Fund to the MCCA, thus ensuring its continued operation as a Convention Center

\$18 million renovation and modernization planned

Miscellaneous

Bureau Short Term Initiatives to fill 2008 Holes

Bureau in Partnership with the Cambridge Office of Tourism is expanding its International Meeting Initiative.

In 2006 Boston/Cambridge was ranked #1 in hosting International meetings up from 9th in 2005.

International Leisure demand increased 24 % in 2006 (U.S. Dept of Commerce – Preliminary Figures).

All sports marketing and film promotion activity has been consolidated under the Mass Sports and Entertainment Commission.

State has expanded tax credits for films made in the State.

CMC FY 2007 Booking Activity

101 Events booked for future years for both BCEC and Hynes

982,909 Total room nights for both buildings

Hynes had best future production year in last five years with 54 events and over 325,000 room nights.

Over 55% of events were booked in short-term years (2007-2010) with 331,758 room nights

Medical and Professional Associations comprised over 74% of future bookings.

Long-term events, (booked for 2014 and beyond) were an average size of almost 22,000 total room nights and close to 5,000 rooms on peak.

Sports And Special Events Marketing

Deutsche Bank Championship – September 2008

USA Track and Field Indoor Championships – February 2008

Olympic Running Trials – April 2008

NCAA Men's Lacrosse Championships – May 2008

Women's NCAA Frozen 4 Hockey Championships – March 2009

NCAA Men's Regional Basketball – March 2009

ACC Baseball Championship - May 2009

Volvo Round the World Sailing – May 2009

Tall Ships – July 2009

Summary

- Group Room Nights at the “Back Bay Six” are flat for 2H 2007 compared to 2H 2006
- Citywide Convention Demand for 2008 is very strong in the first half of the year (flat overall)
- Group Rooms on the Books for 2008 at the Back Bay Six hotels is flat to 2007 with all of the shortfall in the second half of the year.

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