

# OUTLOOK 2009

GREATER  
**BOSTON**  
CONVENTION  
& VISITORS  
BUREAU

*America's Walking City*



**BOSTON. MAKING CONVENTION HISTORY.**

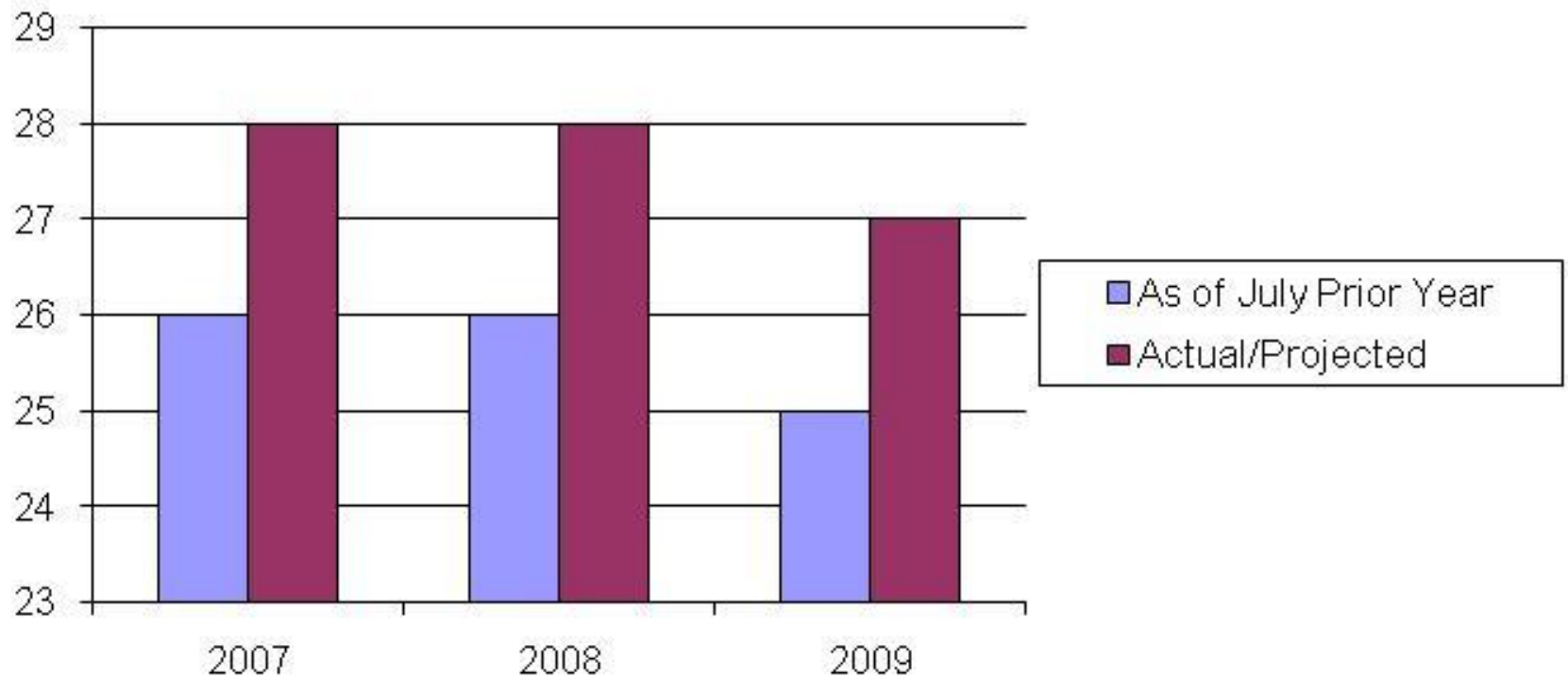
Matthew R. Arrants, ISHC  
Pinnacle Advisory Group  
[marrants@pinnacle-advisory.com](mailto:marrants@pinnacle-advisory.com)



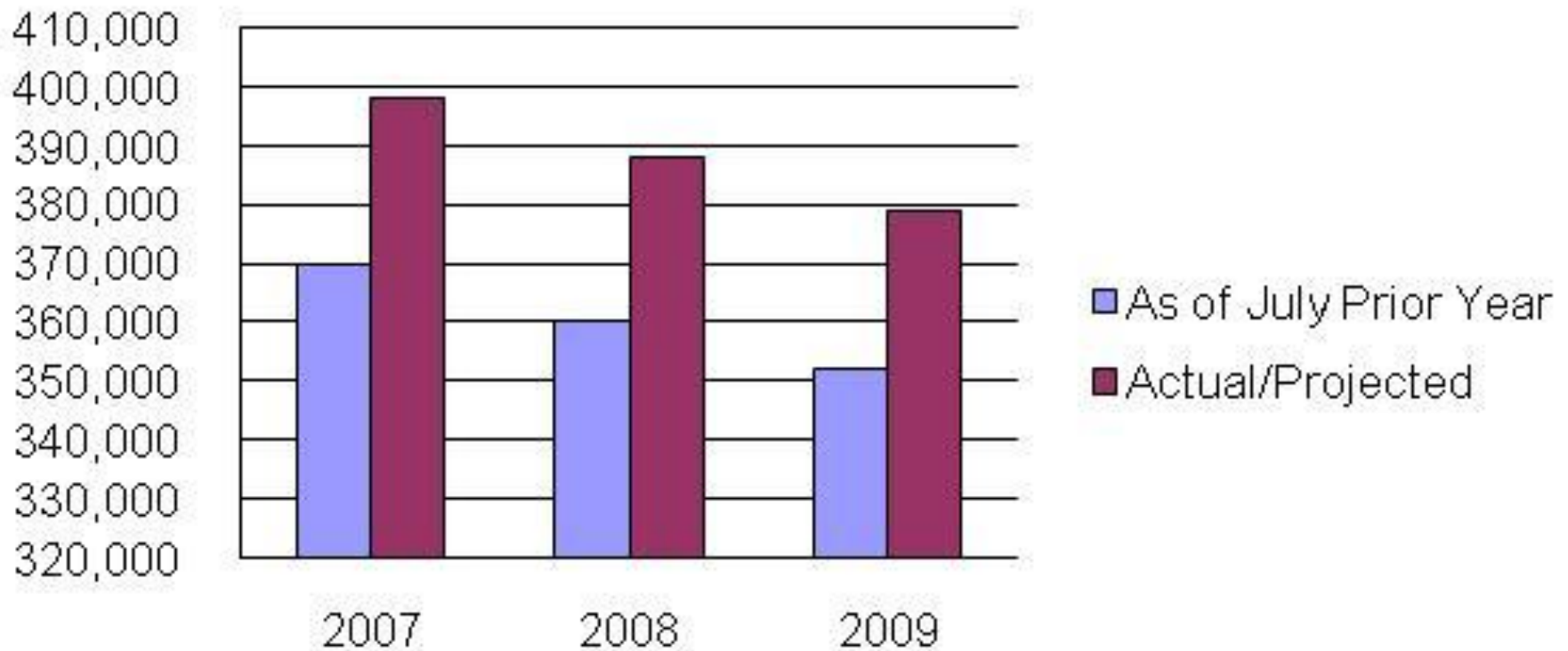
# Citywide Characteristics

- 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 2007-2009



# Citywide Convention Room Nights 2007-2009



# 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, Hyatt Intercontinental, Renaissance, Hilton Financial District, Omni, Hyatt Financial District

# Back Bay Set Day by Day Group Rooms

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Back Bay Set Definite - Group Rm Nights on the Books		
DataDate	MktGrpRmNights	Percent of Total Available
7/8/2008	2,482	51.09%
7/9/2008	2,230	45.90%
7/10/2008	2,600	53.52%
7/11/2008	2,157	44.40%
7/12/2008	2,088	42.98%
7/13/2008	2,087	42.96%

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

# Predictive Analysis

## **Back Bay:**

RevPAR is 38% higher on Citywide Days vs. Non-Citywide days the prior year.

## **Rest of the City:**

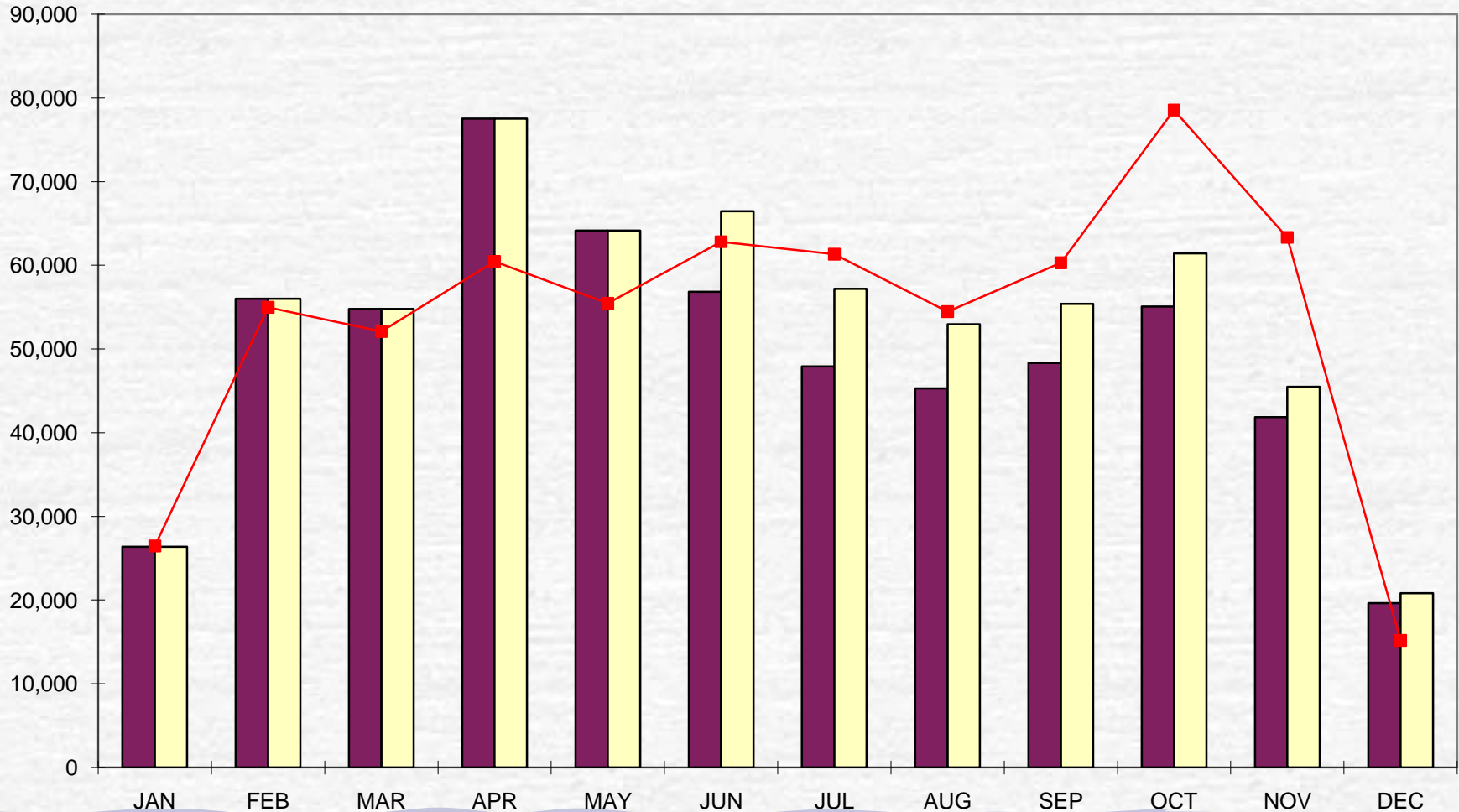
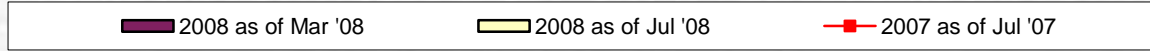
RevPAR is 17% higher on Citywide Days vs. Non-Citywide days the prior year.

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

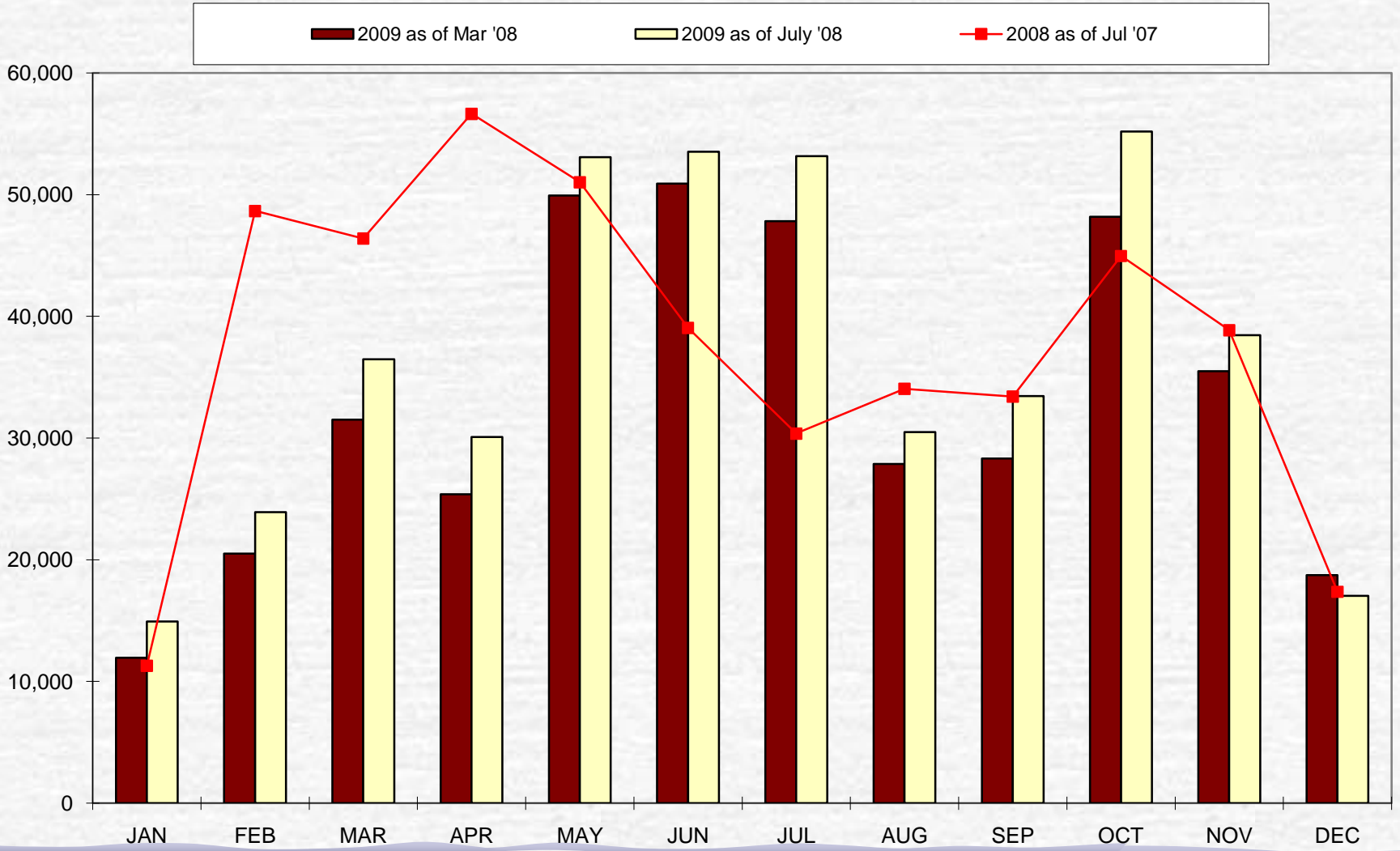


# Definite Group Roomnights: Back Bay Set

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



# Future Of the Hynes

## **\$18 Million Renovation**

- 30,000 Square Feet of Retail/Restaurant Space
- Two new restaurants on Boylston Street
- Renovated facade
- Upgrades to wireless and cell service
- New visual information systems
- New Audio System

# THE MASSACHUSETTS FILM TAX CREDIT LAW

- Original law effective January of 2006
- New version effective January of 2007
- KEY PROVISIONS NOW INCLUDE:
  - 25% credit on all spending in state.
  - No sales tax on production spending.
  - No caps. No limits.
  - State guarantees credit at 90% of value.

# TAX CREDITS MAKE A BIG DIFFERENCE

## ☞ BEFORE THE CREDIT:

☞ 5 major movies in 7 years.

## ☞ AFTER THE CREDIT:

☞ 10 major movies in only 2 years.

# Miscellaneous

**Bureau Short Term Initiatives to fill 2008-2009 Holes**

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

**In 2007 Boston/Cambridge was ranked #3 in hosting International meetings behind New York and San Diego.**

**Over the last ten years Boston/Cambridge was ranked number three in hosting international meetings trailing only New York and San Diego**

**International Leisure demand increased 21% between 2005 and 2007.**

# Sports And Special Events Marketing

Major League Lacrosse Championships – August 2008

Deutsche Bank Championship – August 2008 and 2009

Nike Indoor Nationals – March 2009

Women's NCAA Frozen 4 Hockey Championships – March 2009

Men's NCAA Div. 1 Basketball East Regional – March 2009

ACC Baseball Championship - May 2009

NCAA Lacrosse Championships – May 2009

Volvo Round the World Sailing – May 2009

Tall Ships – July 2009

# CMC FY 2008 Booking Activity

**73 Events booked for future years for both BCEC and Hynes.**

**818,104 Total room nights for both buildings for all future years.**

**50% of events were booked in short-term years (2008-2011) with 252,511 room nights.**

**Medical and Professional Associations comprised over 65% of all future bookings.**

**Long-term events, (booked for 2015 and beyond) were an average size of almost 18,000 total room nights and 5,500 rooms on peak.**



# Summary

- Group room nights at the “Back Bay Six” are down 12% for 2H 2008 compared to 2H 2007
- Group room nights at the “Back Bay Six” are down only 3% for 2009 as compared to 2008
- Citywide convention demand for 2009 is down 5% compared to same time last year.

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