



OUTLOOK 2006

Greater Boston Convention and Visitors Bureau

Presented by:
Matthew R. Arrants, ISHC
Pinnacle Advisory Group



Forecasting Tools

- ☛ Citywide Conventions
- ☛ Hotel Booking Pace
- ☛ Hynes / BCEC Bookings

Citywide Characteristics

- More than 2,000 Rms on Peak Night
- Create “Compression”
- Typically Associations
(2-10 year booking window)

Citywide Outlook 2006

Year	2002	2003	2004*	2005	2006	2006 vs. 2005
City-Wide Conventions	15	15	18	21	25	+19%
Room Nights (Peak x 2.5)	110,250	107,262	160,250	168,000	230,500	+37%

*DNC Represented 42,000 room nights.

Citywide Outlook 2006

Year	2002	2003	2004*	2005	2006	2006 vs. 2005
City-Wide Conventions	15	15	18	21	25	+19%
Room Nights (Peak x 2.5)	110,250	107,262	160,250	168,000	230,500	+37%

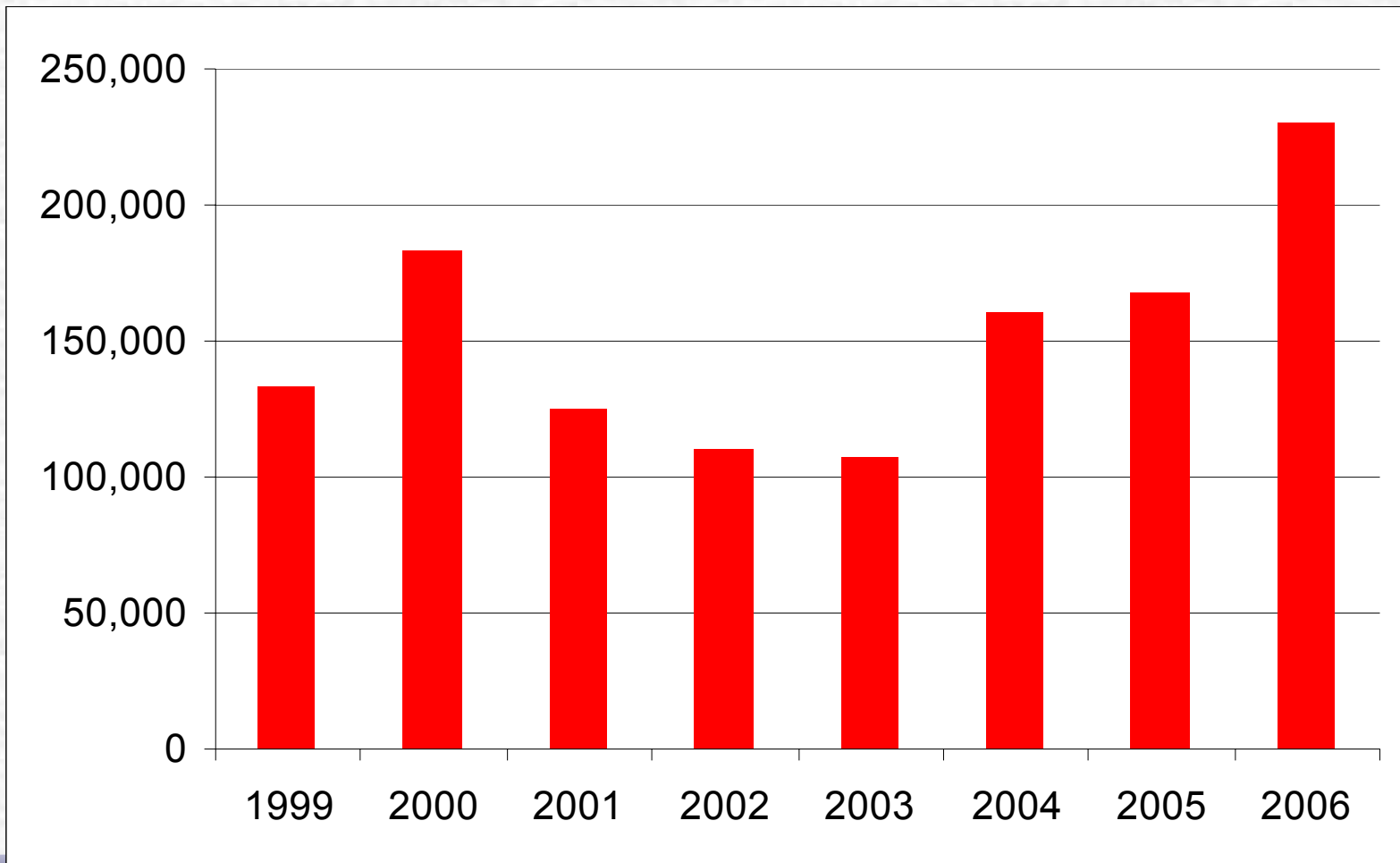
*DNC Represented 42,000 room nights.

Citywide Outlook 2006

Year	2002	2003	2004*	2005	2006	2006 vs. 2005
City-Wide Conventions	15	15	18	21	25	+19%
Room Nights (Peak x 2.5)	110,250	107,262	160,250	168,000	230,500	+37%

*DNC Represented 42,000 room nights.

Citywide Room Nights 1999 – 2006P



Hotel Booking Pace

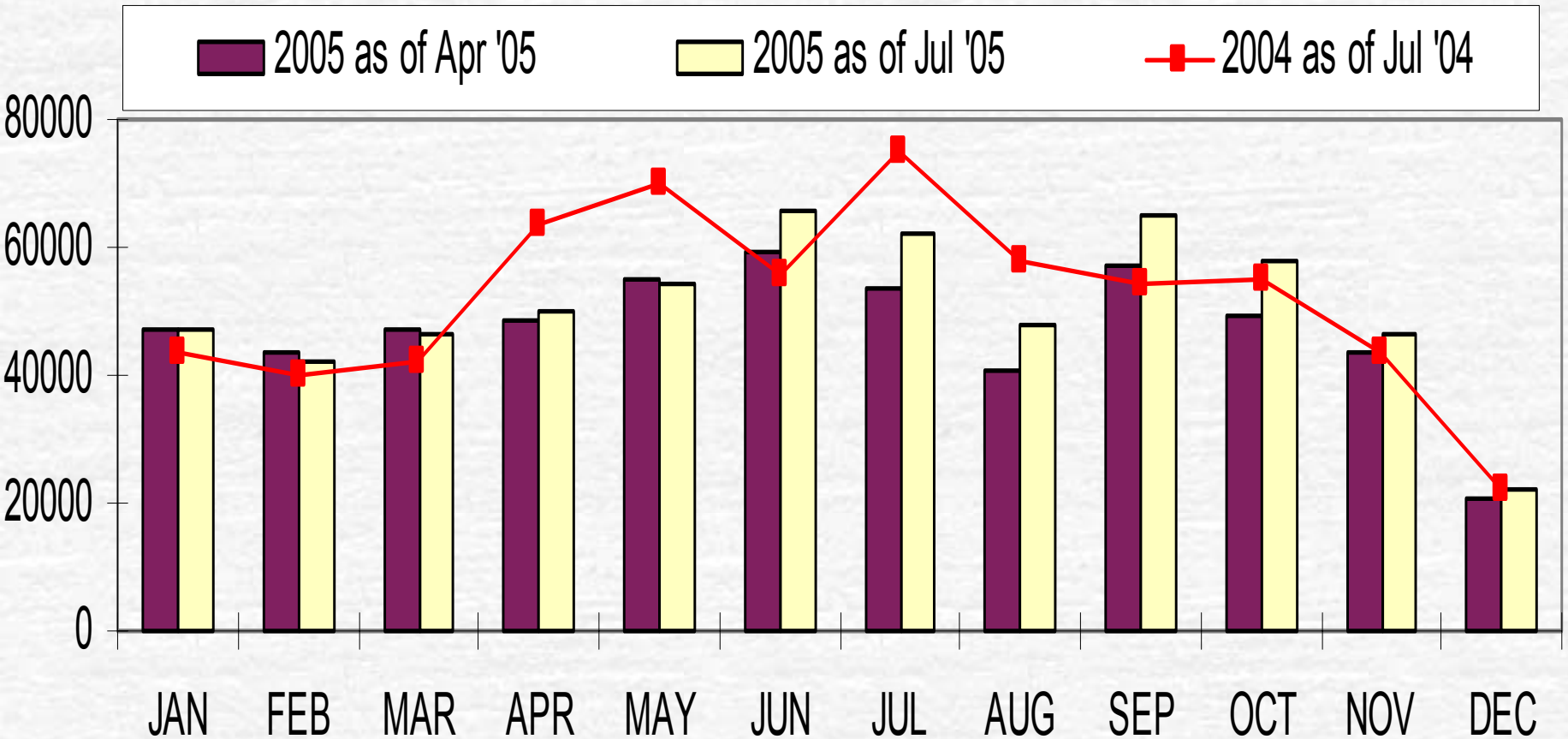
- **Definite** Group Room Nights on the Books at a Given Point in Time
- At the Back Bay Six
 - Sheraton, Marriott, Westin, BB Hilton, Fairmont, Park Plaza



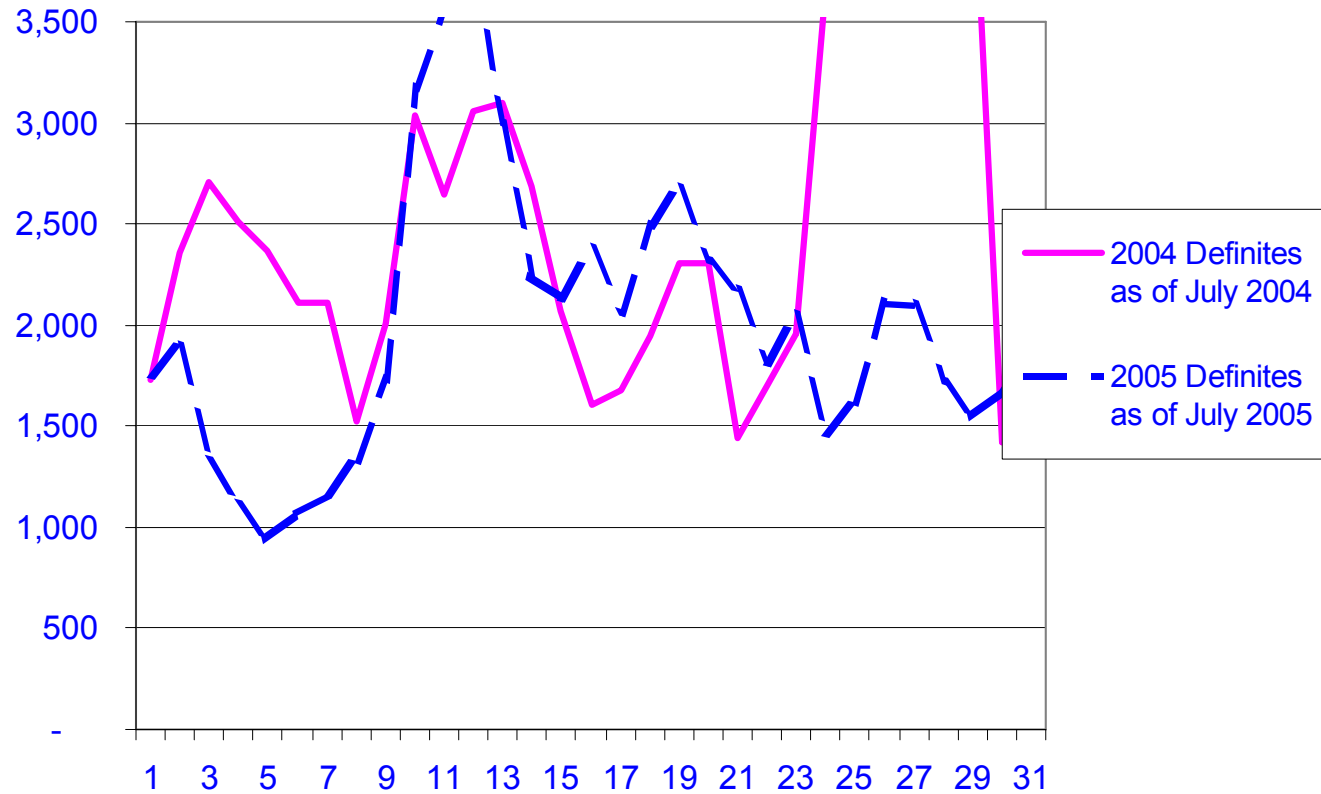
2005 Booking Pace by Month



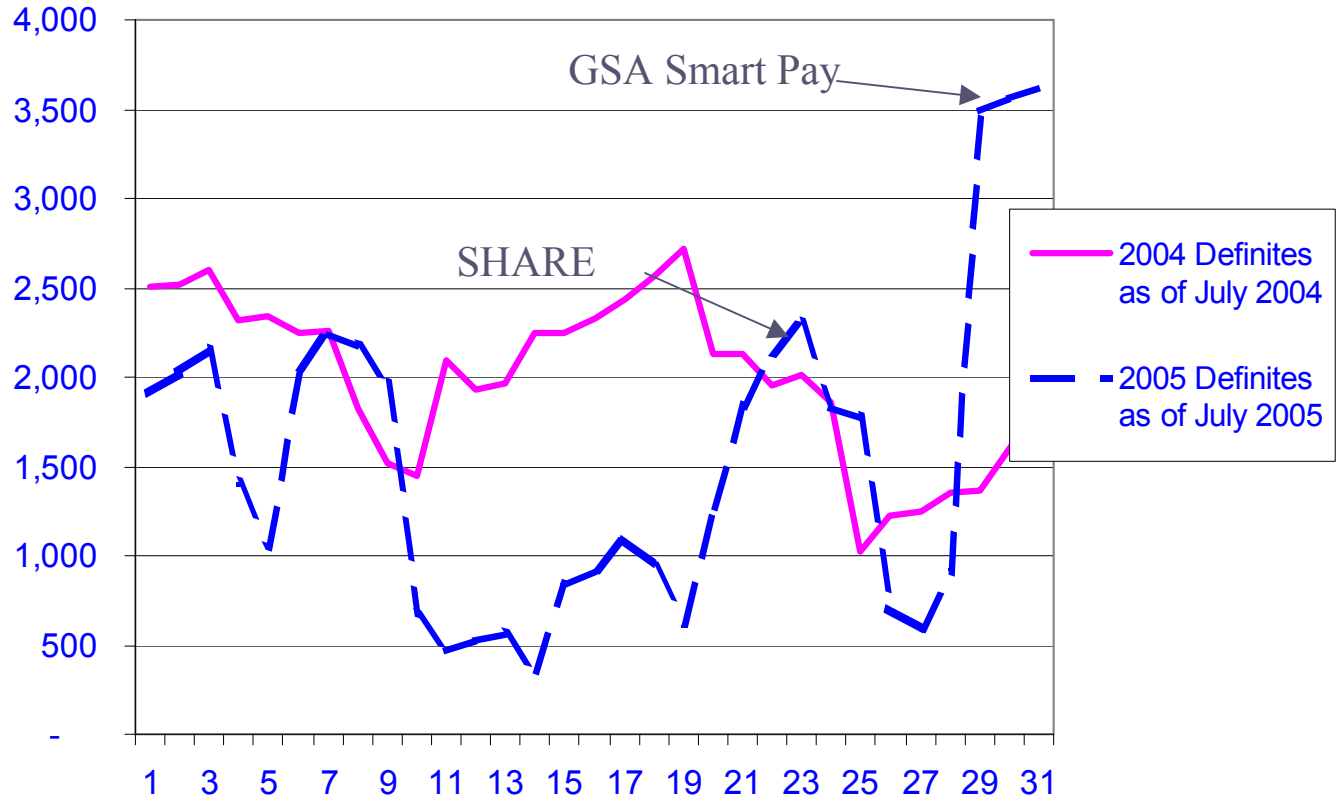
Definite group rooms: Sheraton Boston, Westin, Back Bay Hilton, Park Plaza, Marriott Copley Place, Fairmont Copley Plaza Hotels



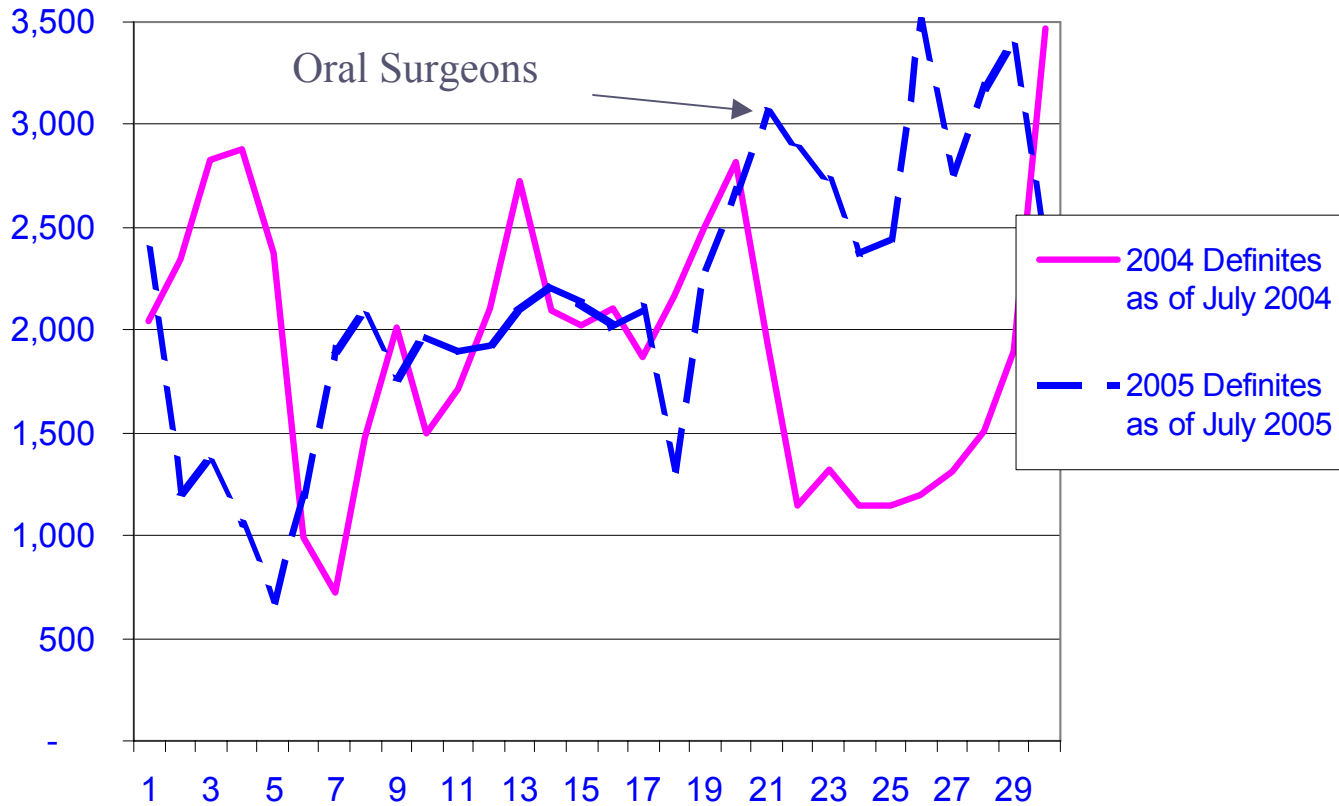
July 2005 Booking Pace



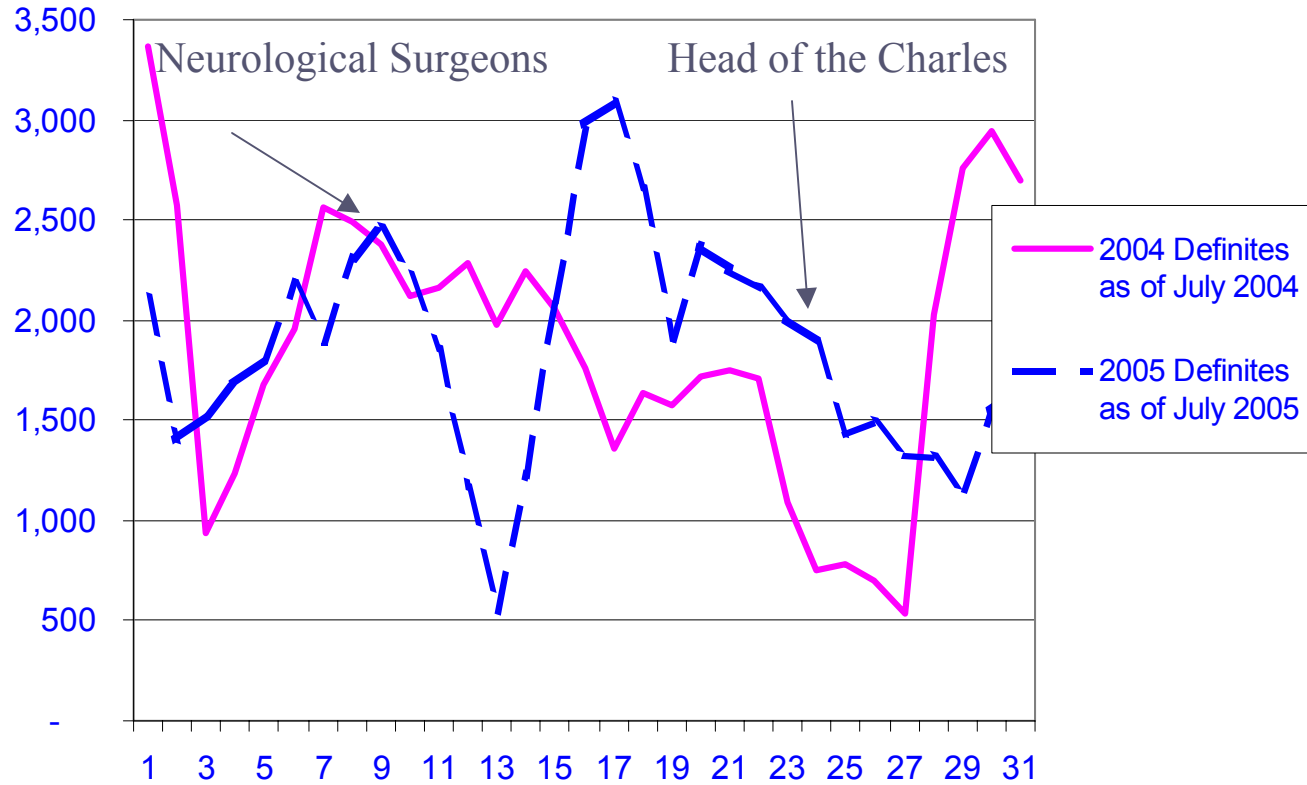
August 2005 Booking Pace



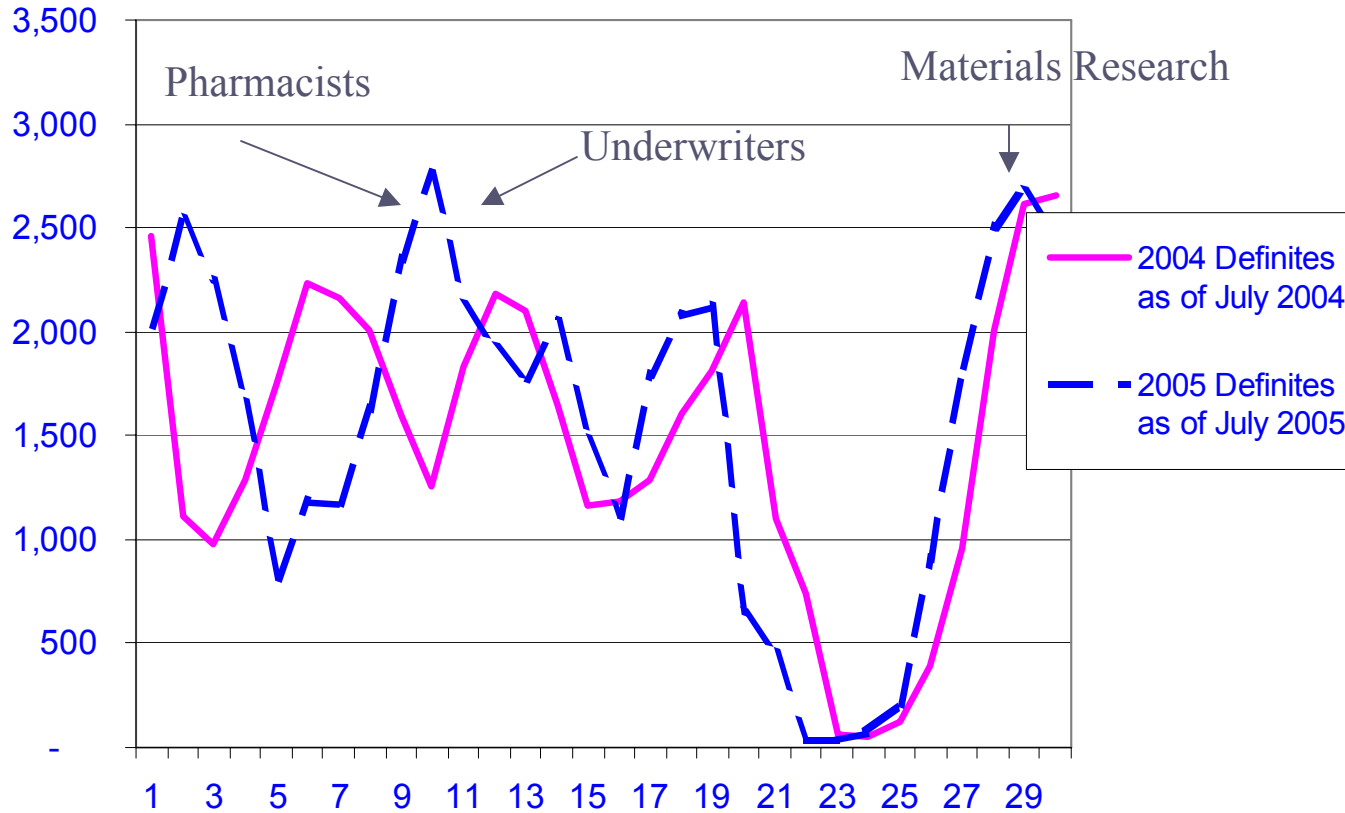
September 2005 Booking Pace



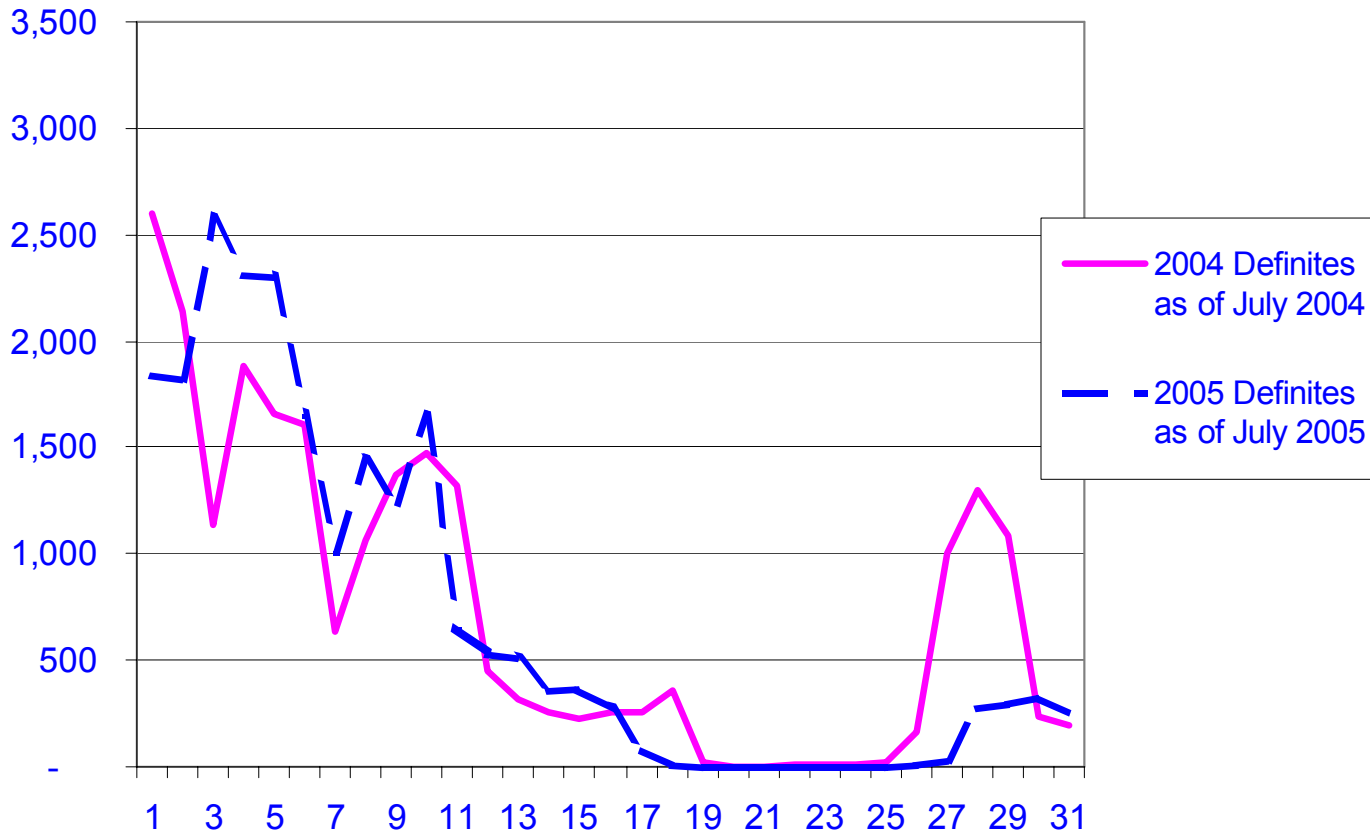
October 2005 Booking Pace



November 2005 Booking Pace



December 2005 Booking Pace





Long-Term Booking Pace



State of the City Booking Pace Report
(Sheraton, Westin, Marriott, Hilton, Fairmont, Park Plaza)

Period	1 yr out	2 yrs out	3 yrs out	4 yrs out	5 yrs out	6 yrs out	7 yrs out	Total
As of Aug 2000	484,961	321,440	221,130	163,697	88,697	47,594	28,905	1,356,424
As of Aug 2001	477,690	287,754	226,369	161,507	111,616	59,395	41,885	1,366,216
As of July 2002	371,268	296,700	198,530	165,570	90,194	72,041	22,267	1,216,570
As of July 2003	393,556	259,614	241,031	198,749	91,887	38,071	16,835	1,239,743
As of July 2004	388,624	350,266	256,997	189,938	114,840	39,866	46,420	1,386,951
5 year average	423,220	303,155	228,811	175,892	99,447	51,393	31,262	1,313,181
<i>Year</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>	<i>Total</i>
As of July 2005	469,970	309,661	243,469	185,355	127,043	51,659	24,374	1,411,531
2005 Pace vs 5 yr avg	11%	2%	6%	5%	28%	1%	-22%	7%
Definite Citywides	25	22	18	19	12	8	2	126

Source: Pinnacle Advisory Group and the Greater Boston Convention and Visitors Bureau

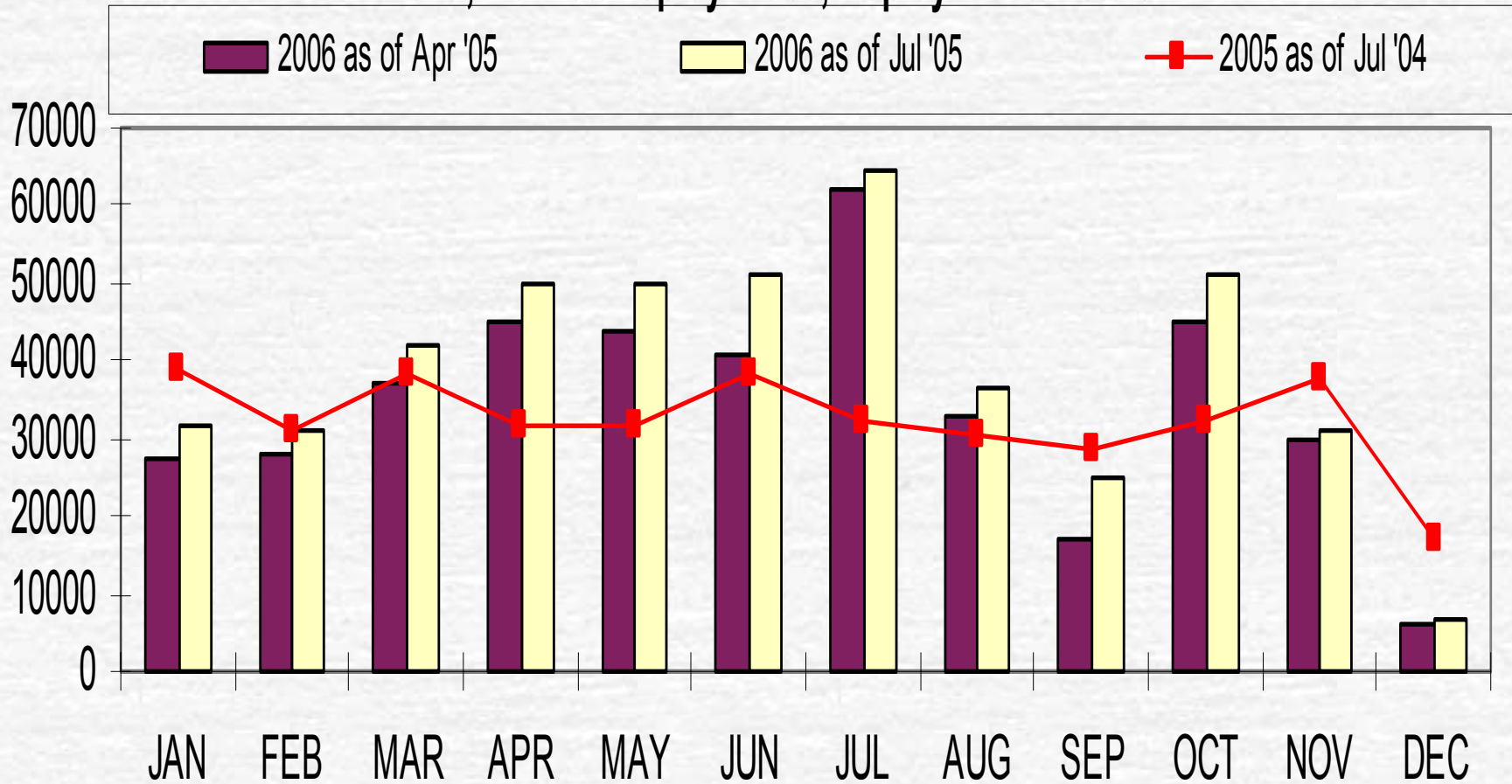
Period		1 yr out
As of Aug 2000		484,961
As of Aug 2001		477,690
As of July 2002		371,268
As of July 2003	→	393,556
As of July 2004	→	388,624
5 year average		423,220
	<i>Year</i>	<i>2006</i>
As of July 2005	→	469,970
2005 Pace vs 5 yr avg		11%
Definite Citywides		25



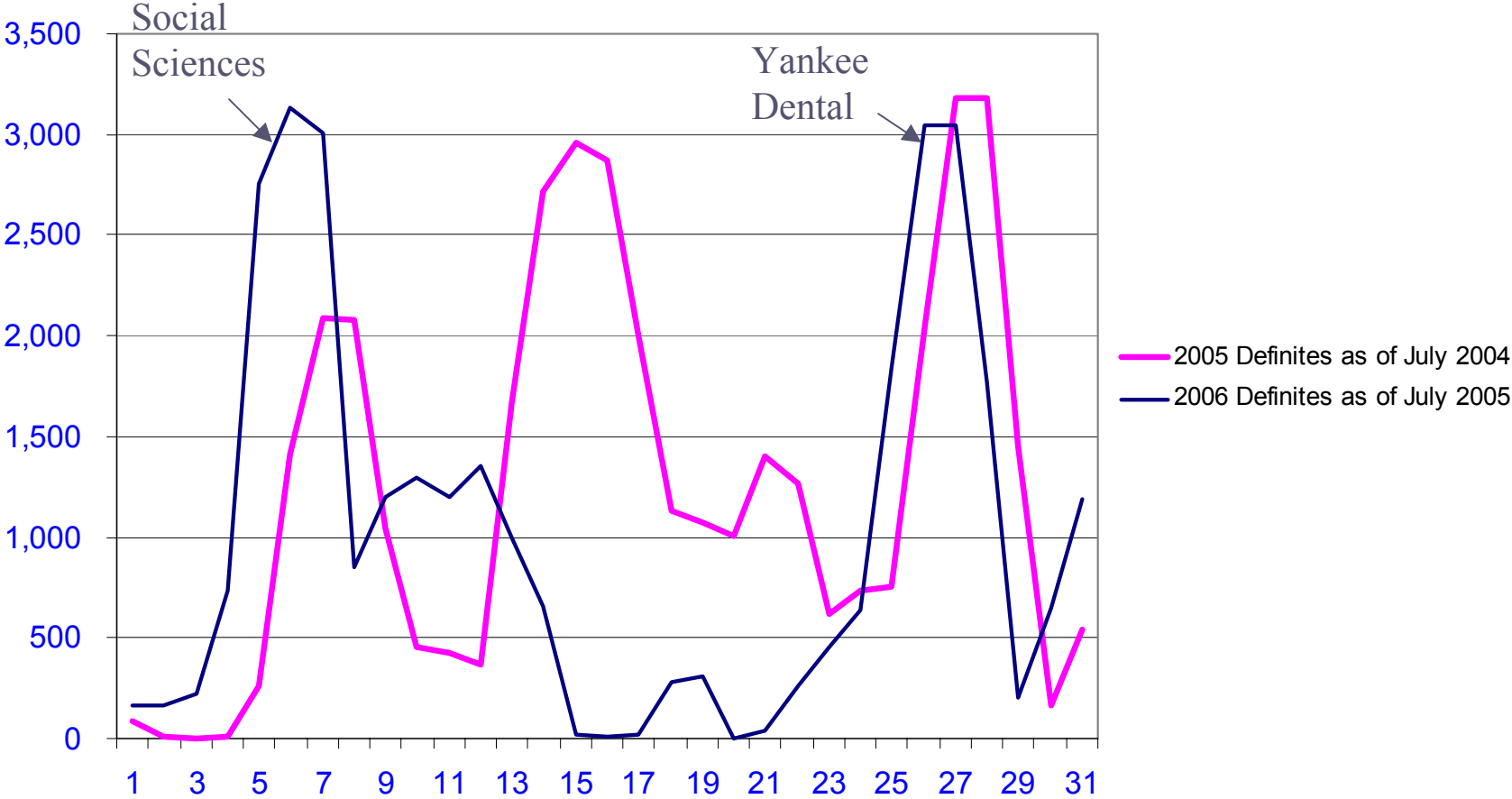
2006 Booking Pace by Month



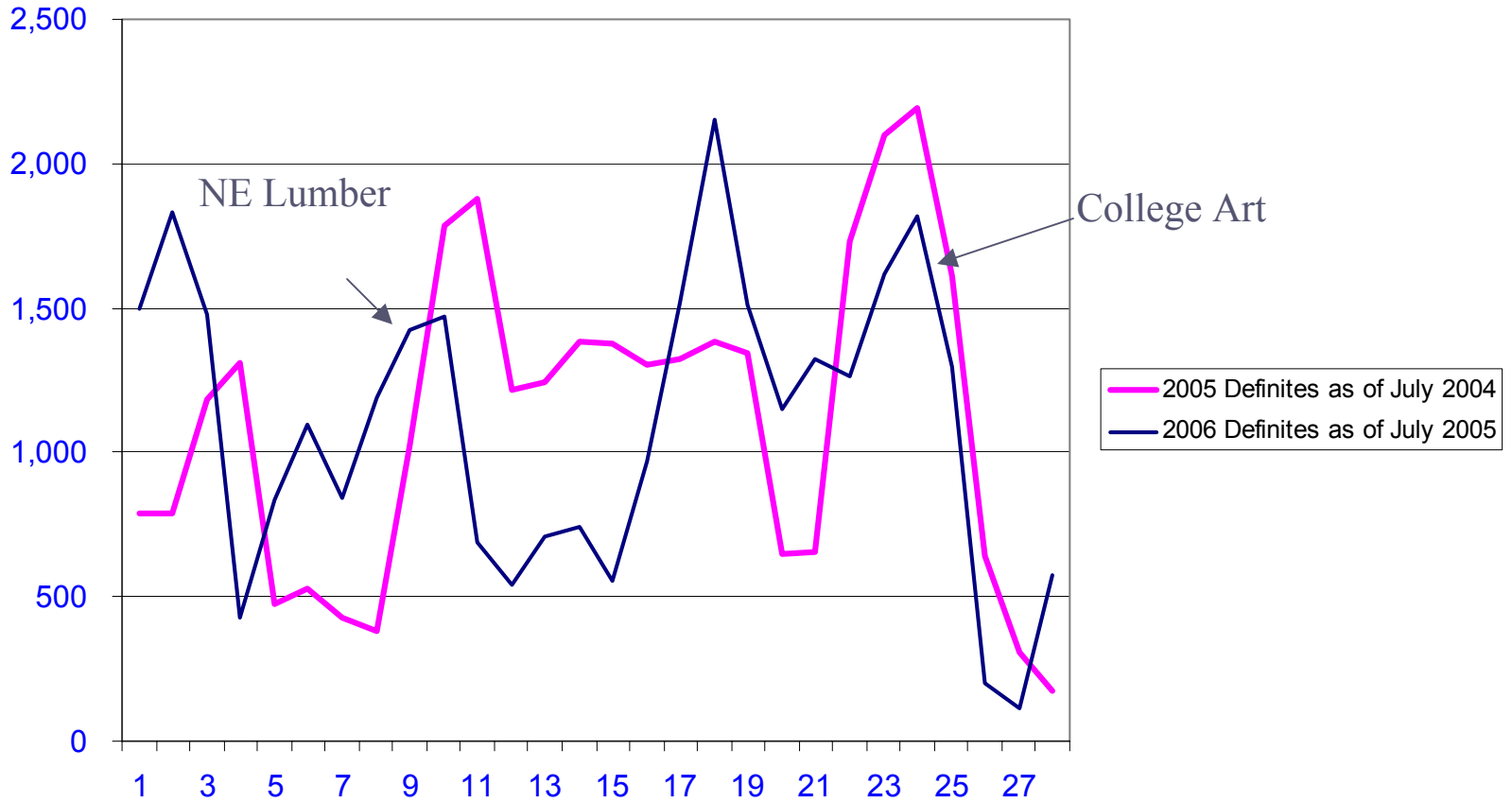
Definite group roomnights: Sheraton Boston, Westin, Back Bay Hilton, Park Plaza, Marriott Copley Place, Copley Plaza Hotels



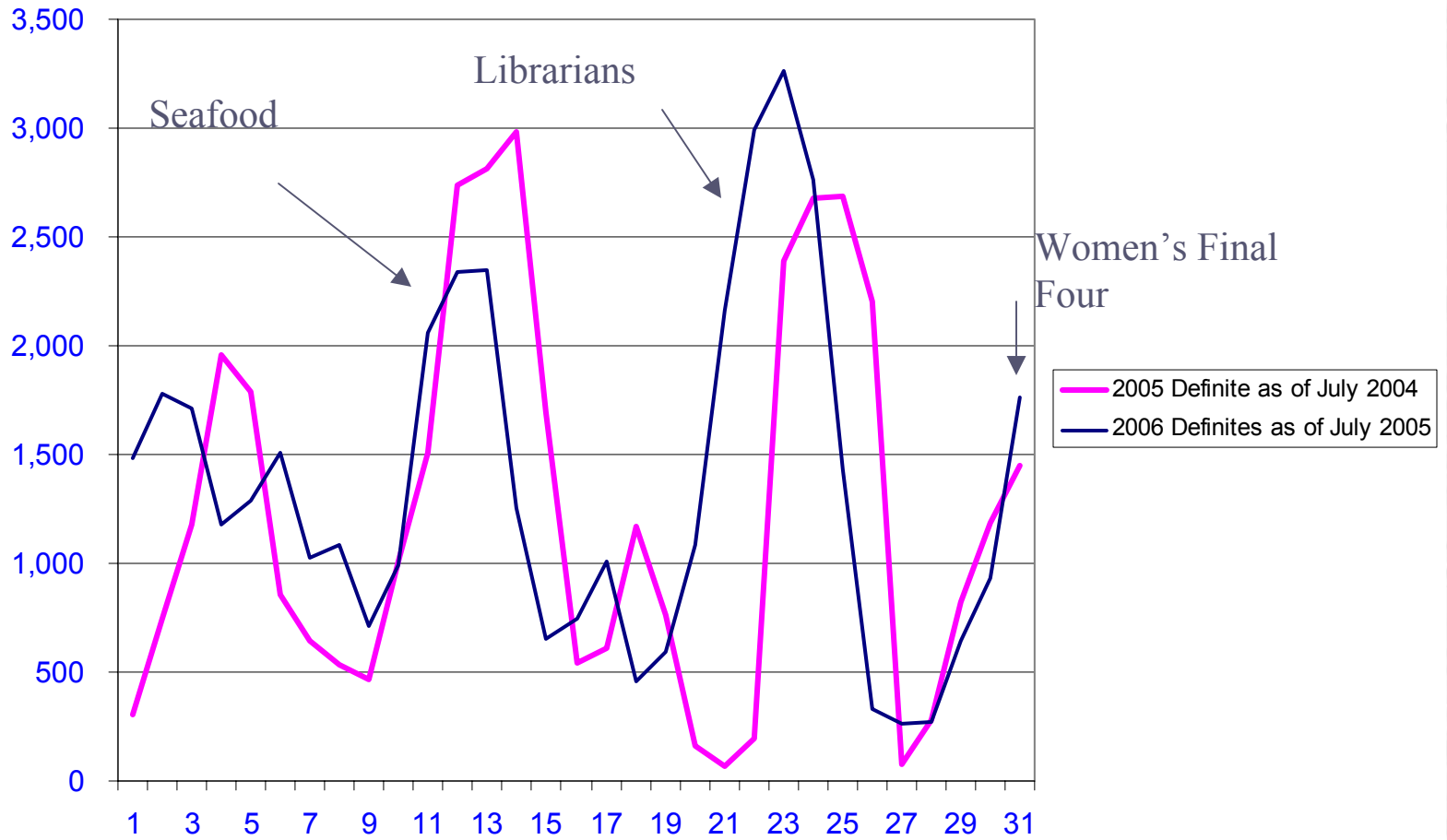
January 2006 Booking Pace



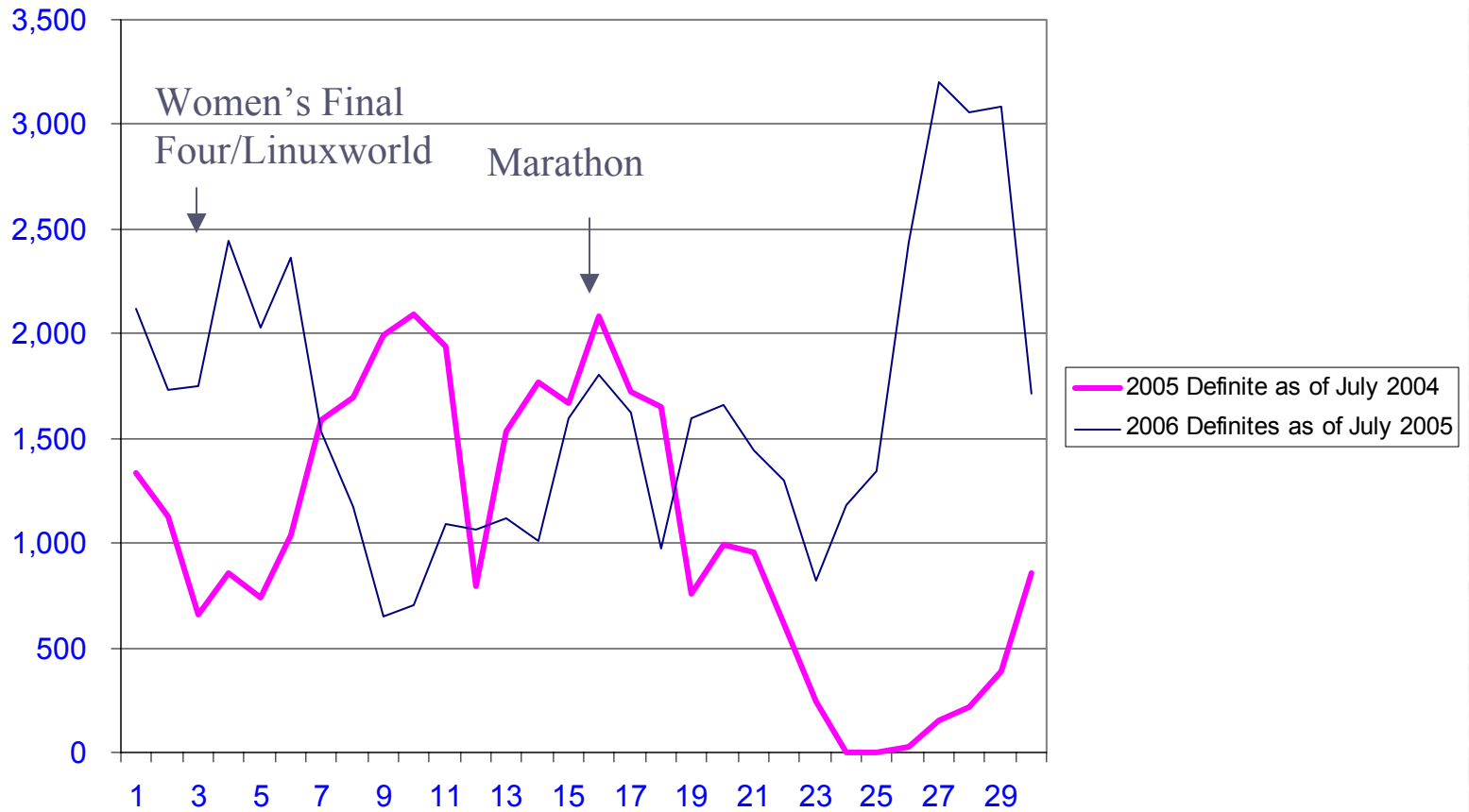
February 2006 Booking Pace



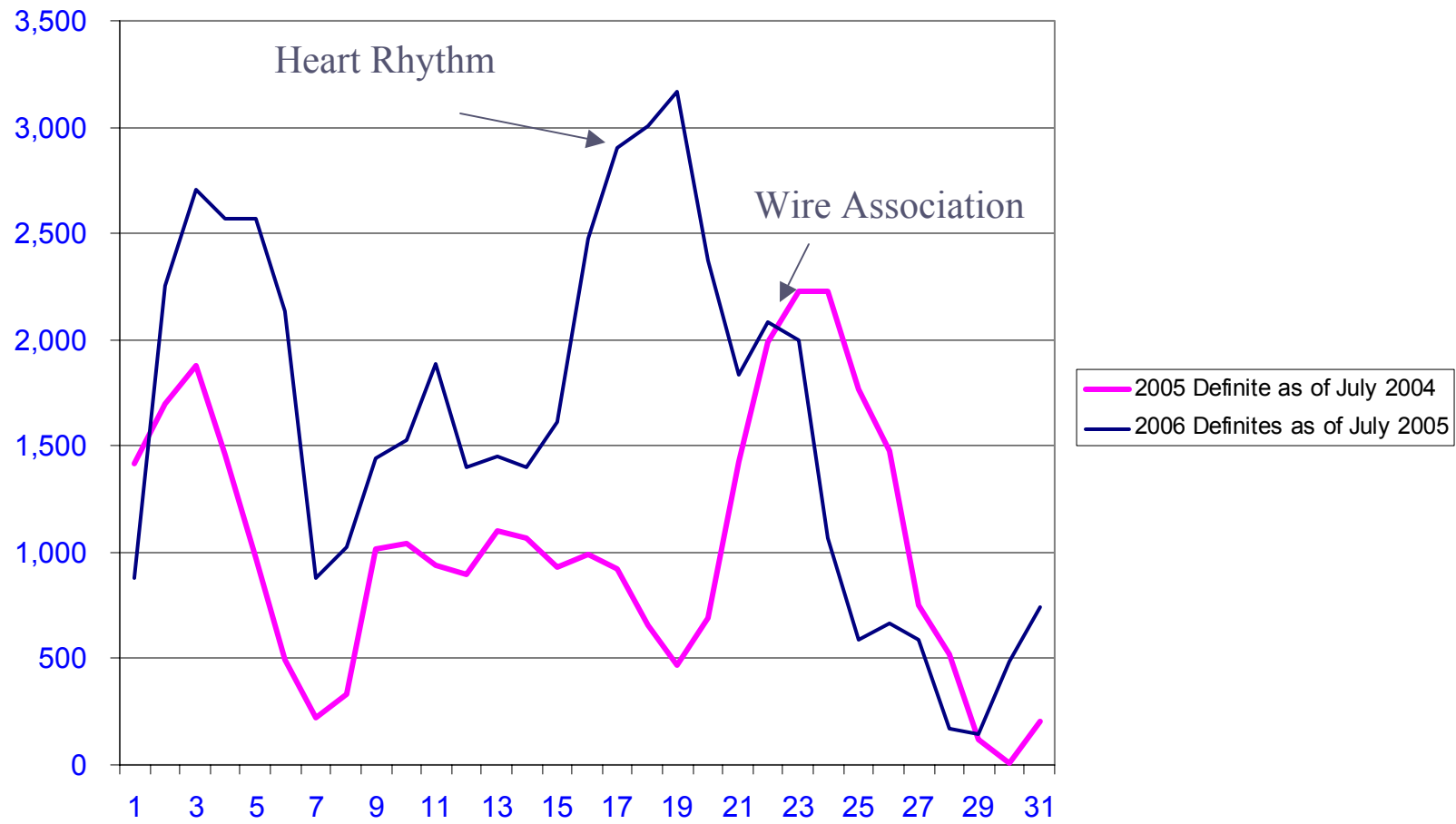
March 2006 Booking Pace



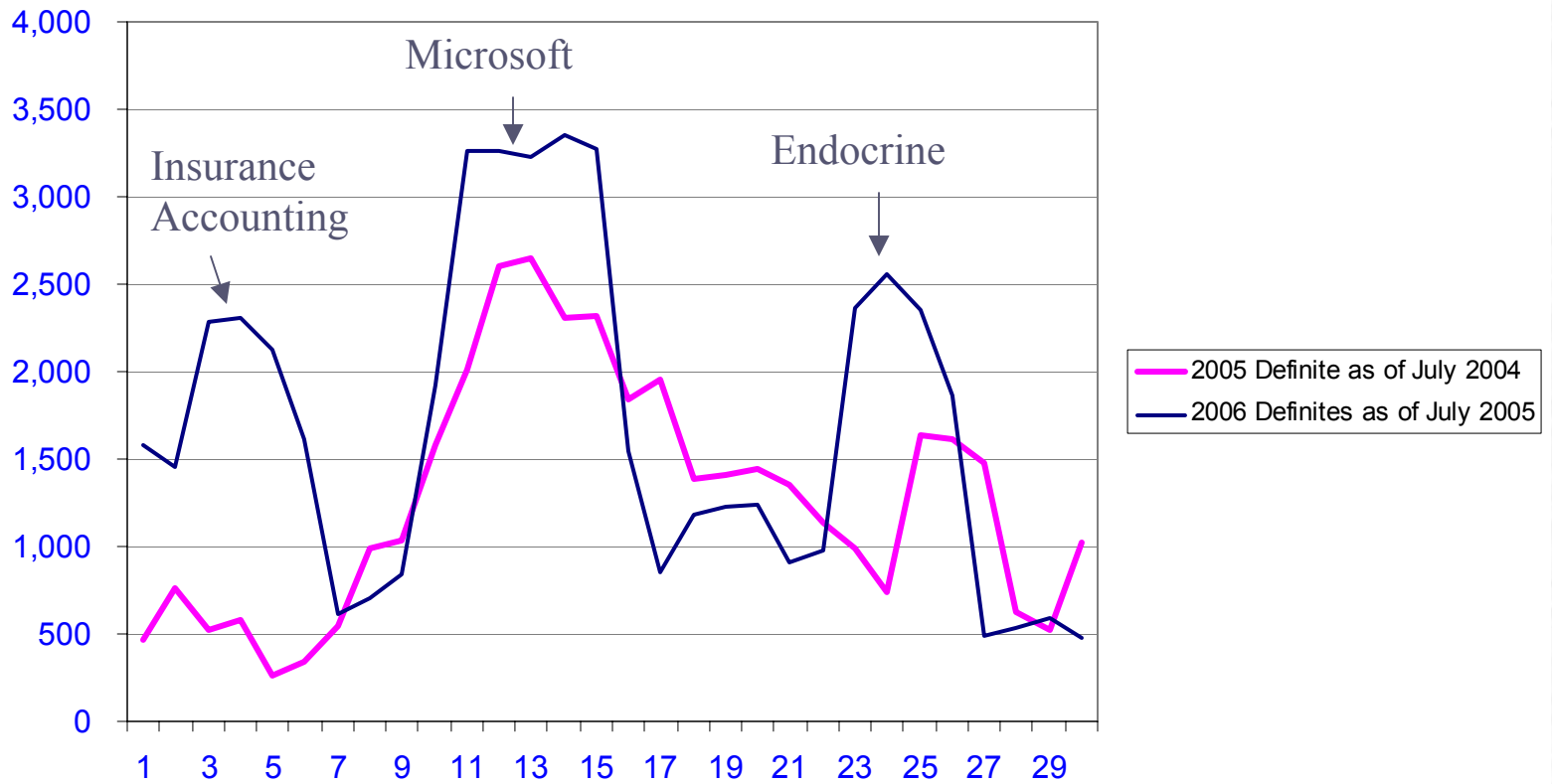
April 2006 Booking Pace



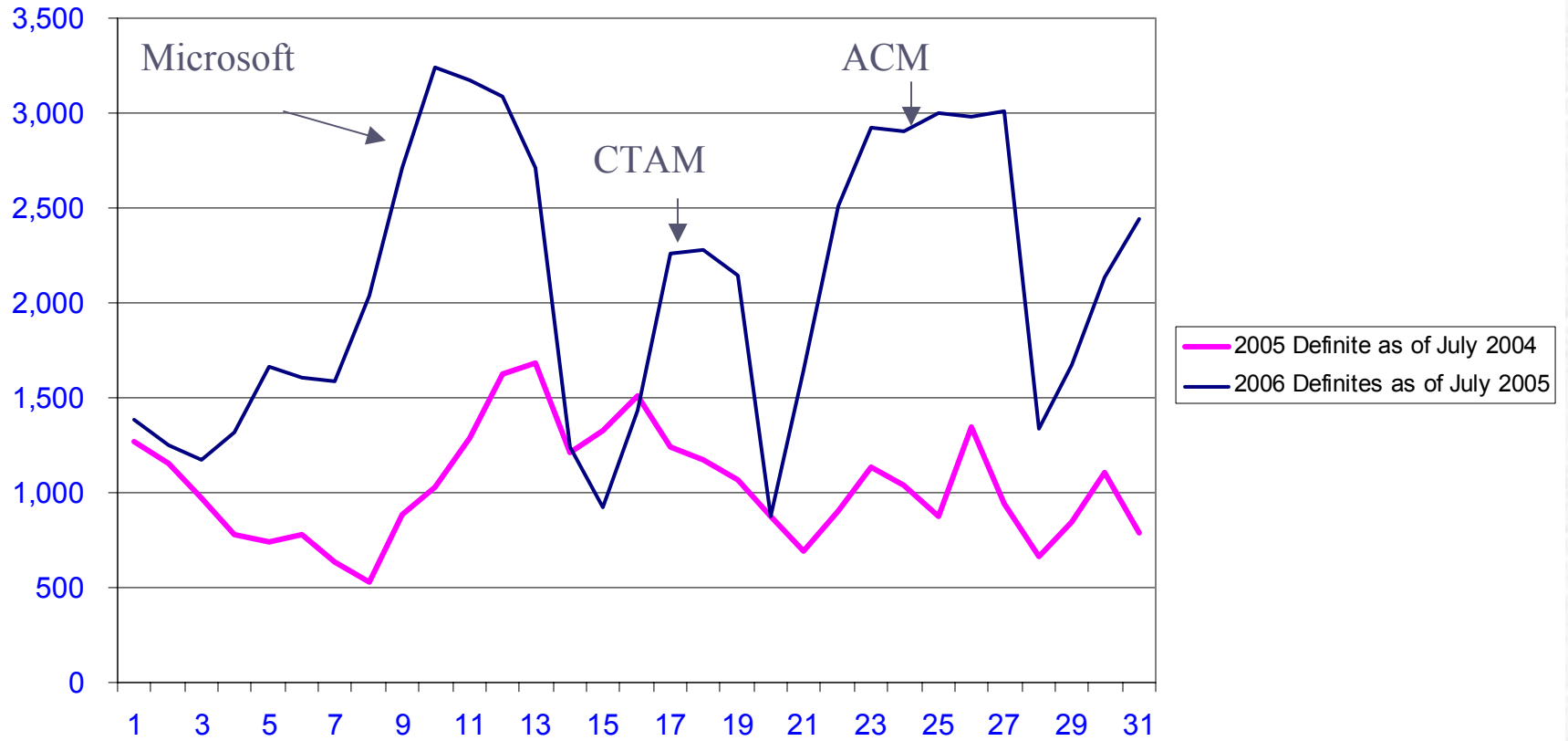
May 2006 Booking Pace



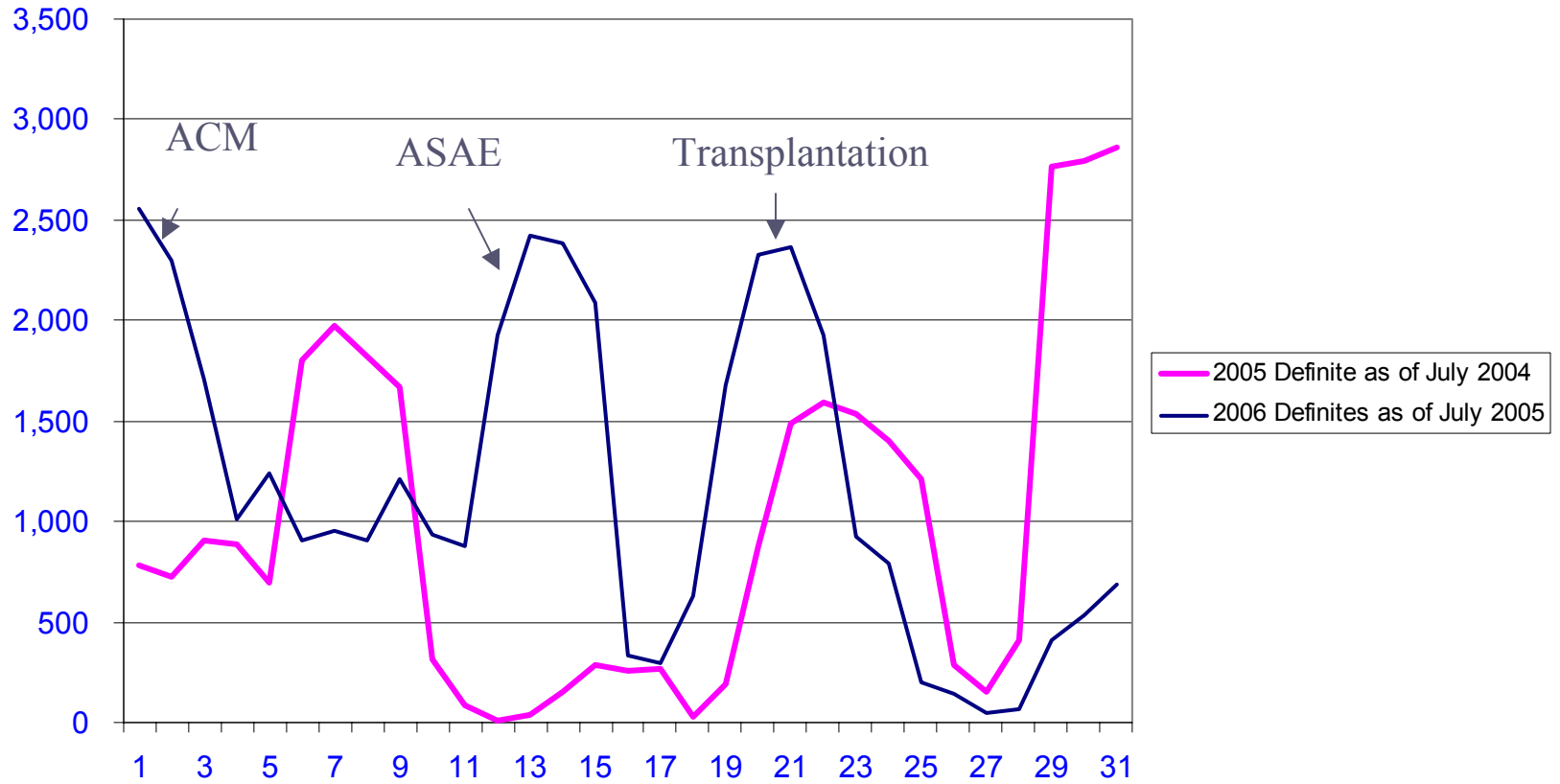
June 2006 Booking Pace



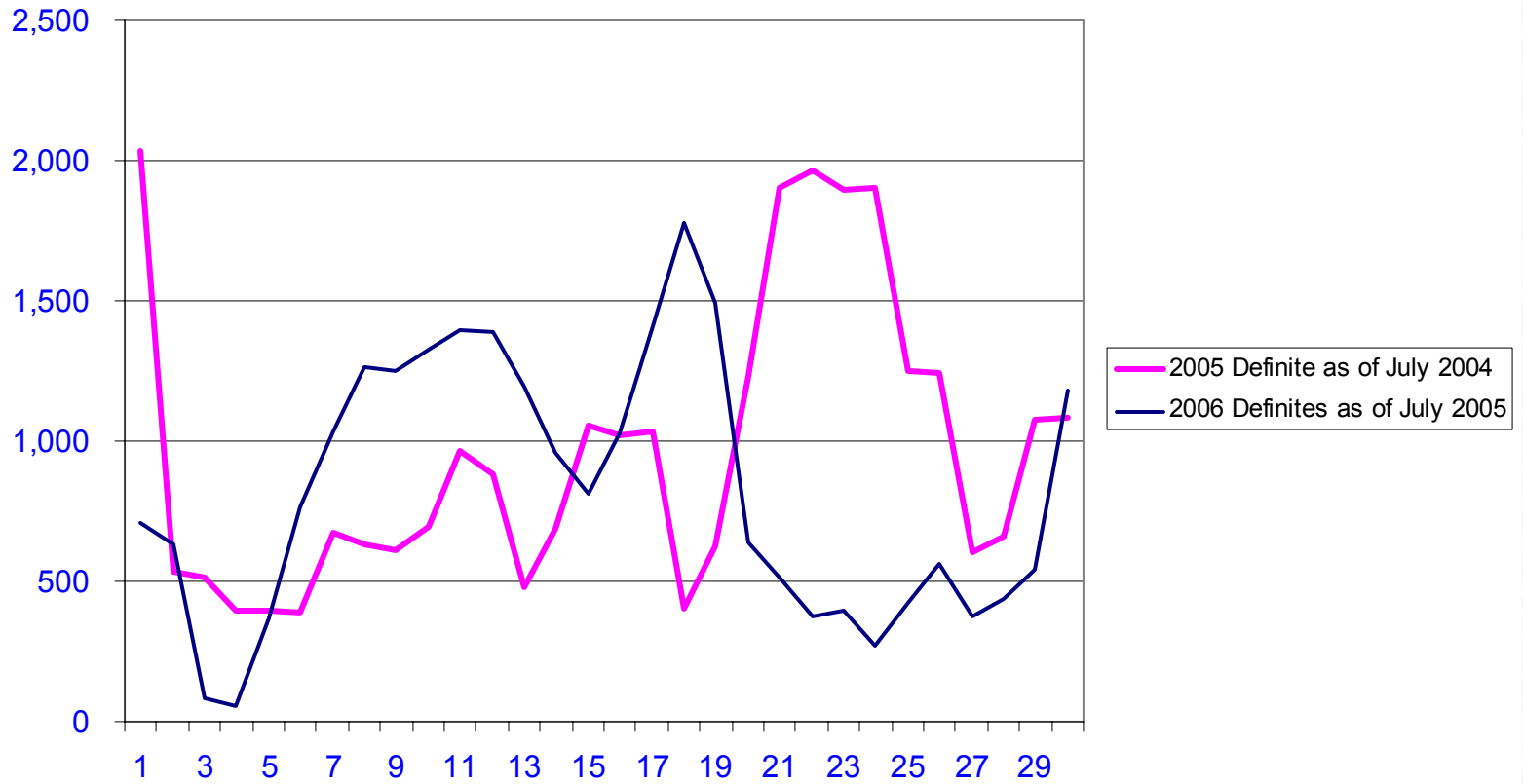
July 2006 Booking Pace



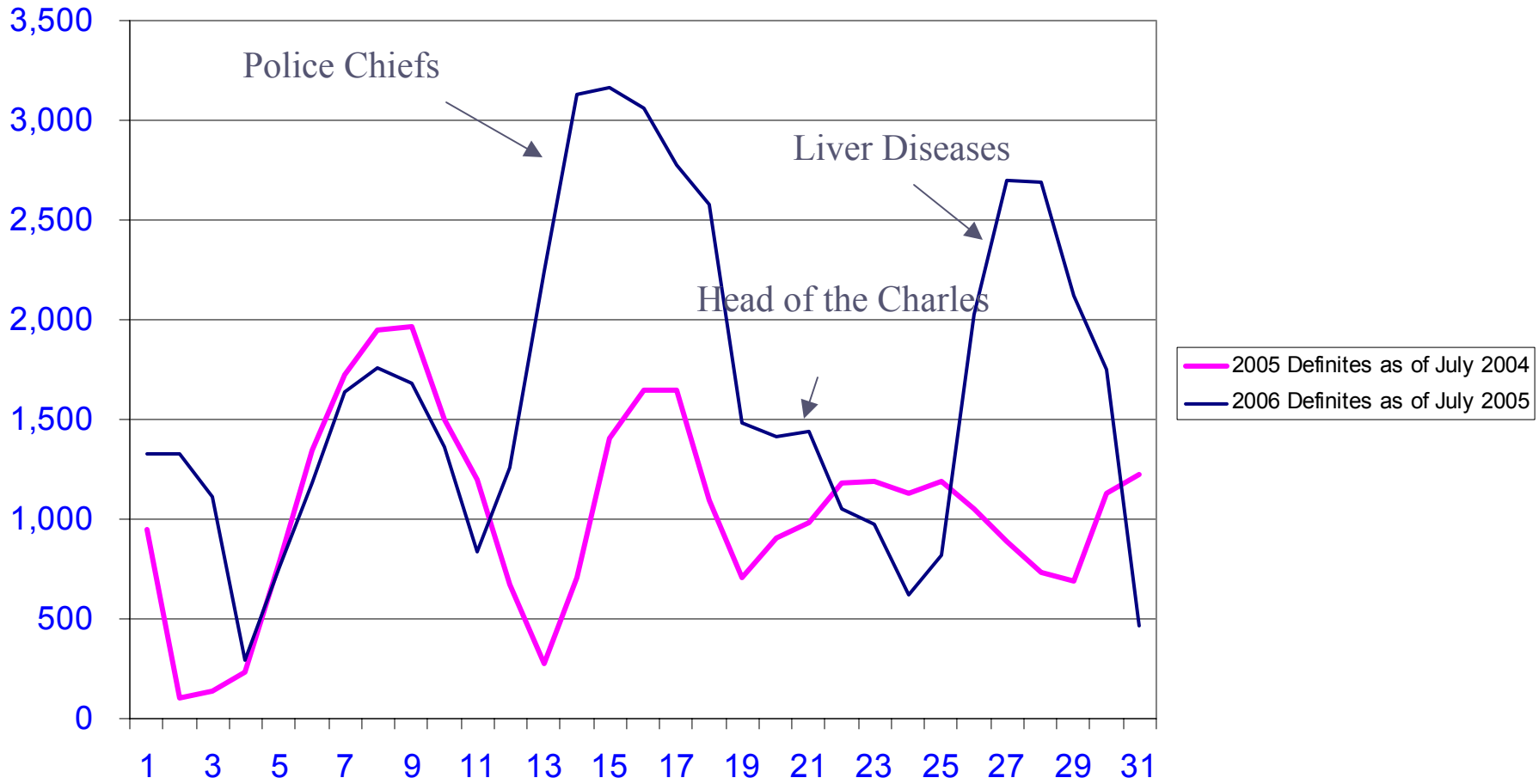
August 2006 Booking Pace



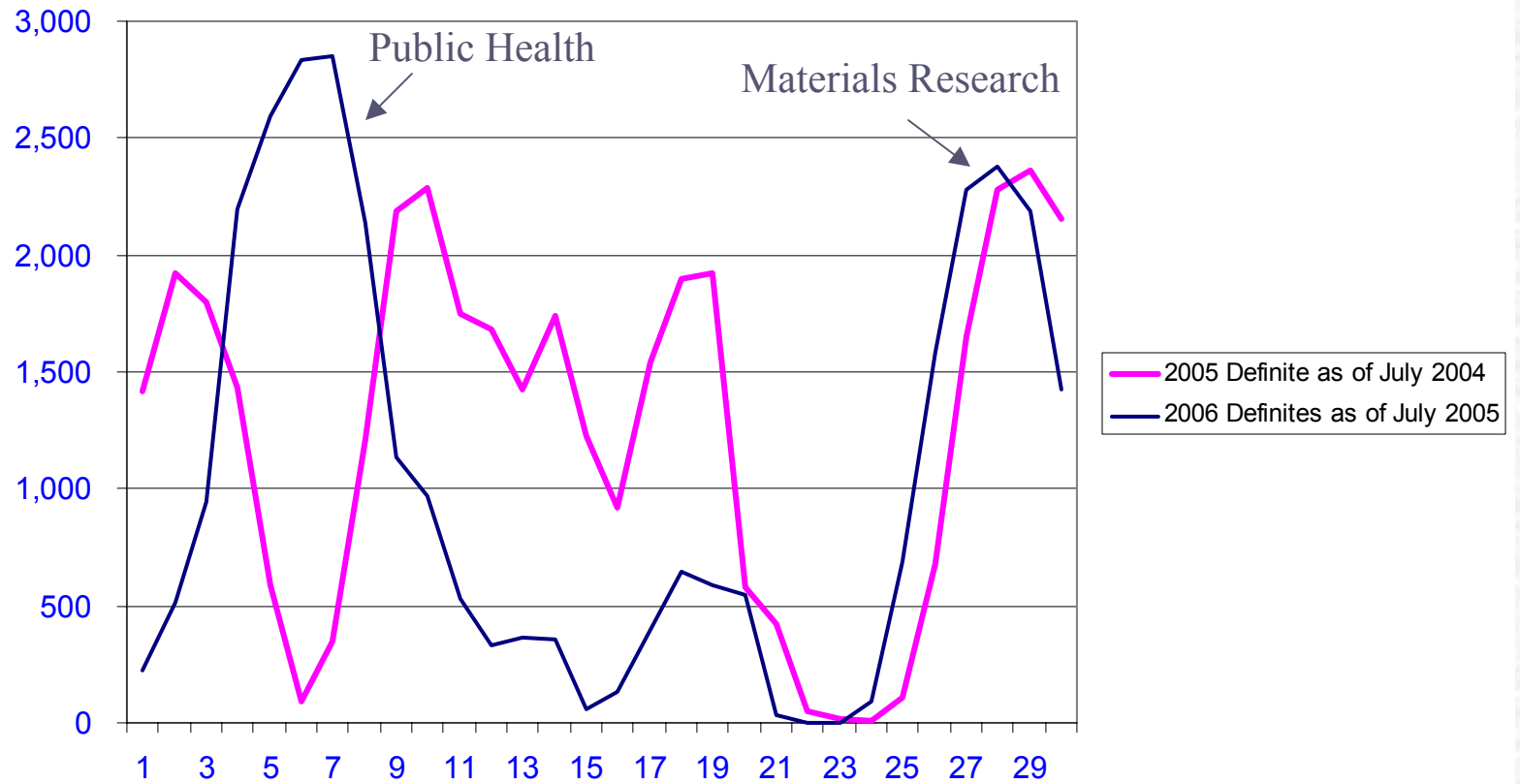
September 2006 Booking Pace



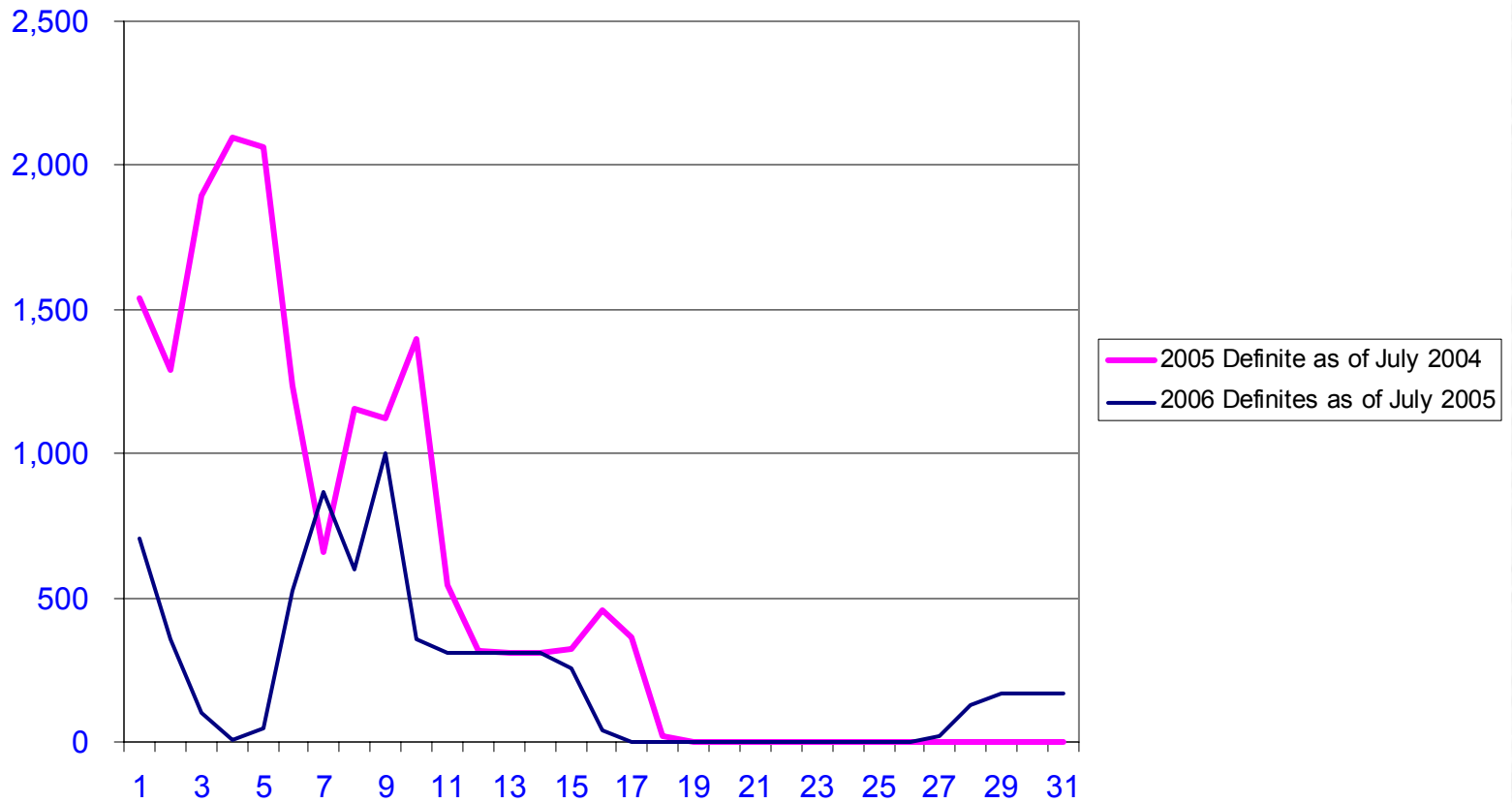
October 2006 Booking Pace



November 2006 Booking Pace



December 2006 Booking Pace

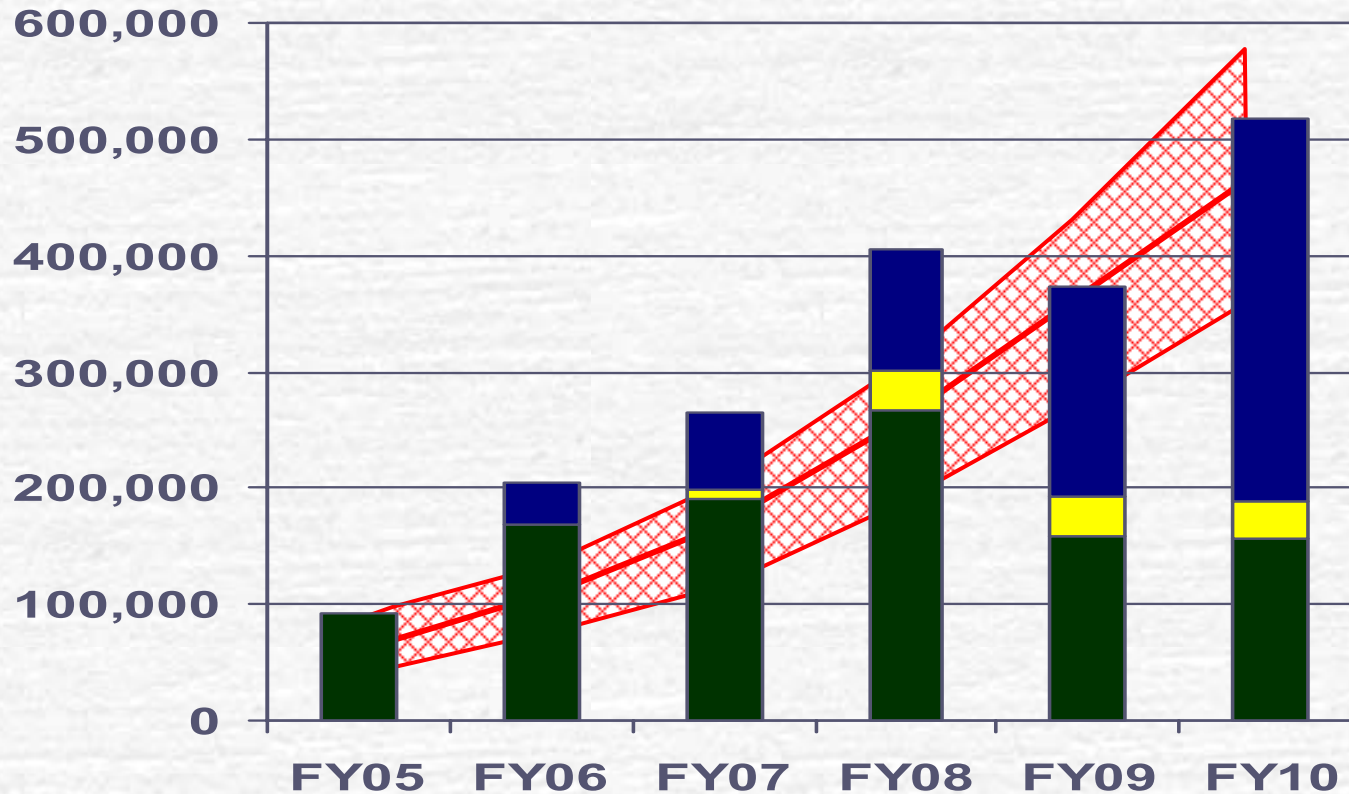




Hynes / BCEC Room Nights Booked



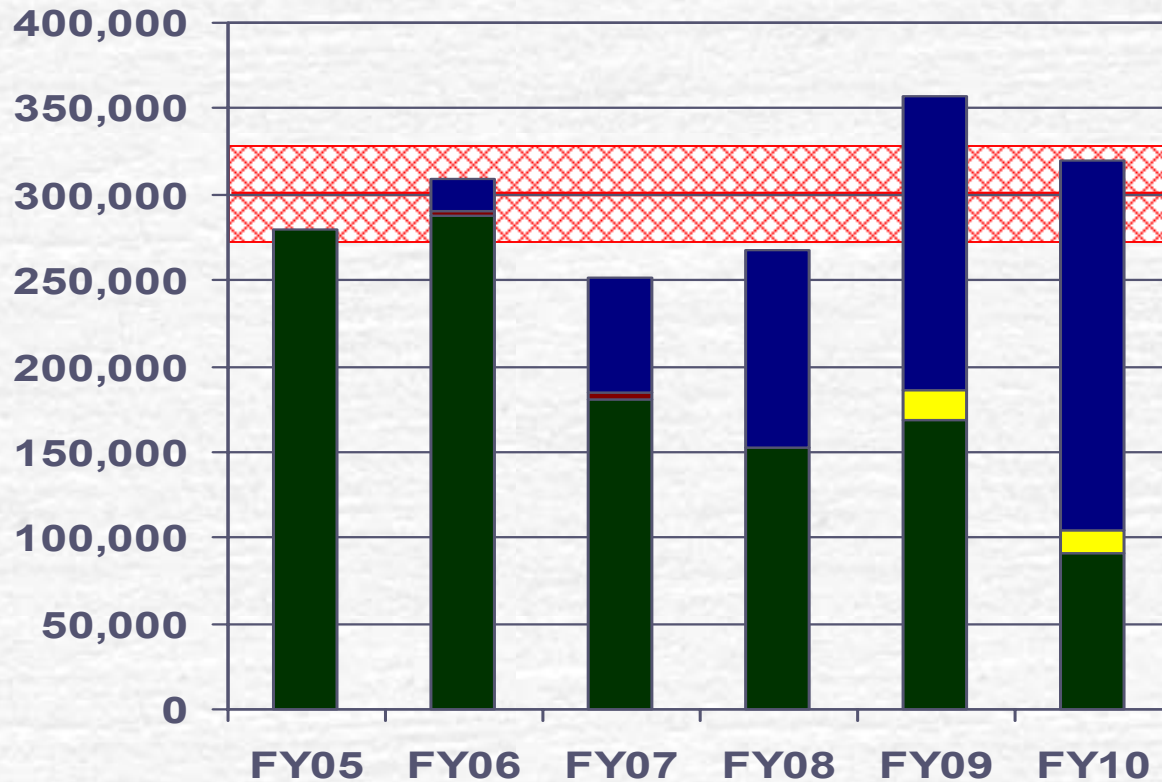
Projected BCEC Room Nights



■ Definite Bookings **■ Pending Contracts**
■ Recurring Customers **■ Hotels Projected**

 Projected Range for BCEC

Projected Hynes Room Nights



 Historical Range for Hynes



Shameless Sales Pitch



Monthly State of the City

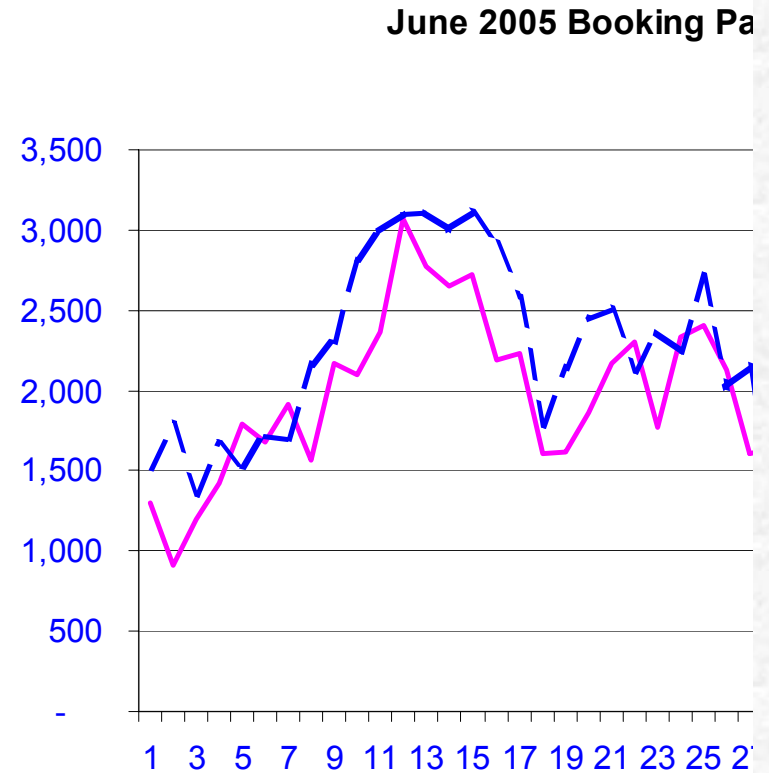
- Bigger and Better than Ever!
- More Historical/Pace Data
- Two Reports
 - Back Bay
(Sheraton, Marriott, Westin, Fairmont, Park Plaza, B.B. Hilton)
 - Waterfront – Beginning August 2005
(Westin, Seaport, Logan Hilton, Hyatt Harborside, Intercontinental, Marriott L.W.)
- Actual Historical by Day
- Definite Rooms by Day, Month and Year

Actual

ReportingMonthYear	DataDate	MktPriorMonth(1)	MktGrpRmNights(2)	%Avail(3)	MktPickUp(4)	MktPickUp%(5)
June-05						
	01-May-05	1,512	1,531	31.52%	19	1.26%
	02-May-05	1,796	1,850	38.08%	54	3.01%
	03-May-05	1,888	1,886	38.82%	-2	-0.11%
	04-May-05	1,405	1,344	27.67%	-61	-4.34%
	29-May-05	504	527	10.85%	23	4.56%
	30-May-05	285	295	6.07%	10	3.51%
	31-May-05	602	785	16.16%	183	30.40%
	Total	52,259	54,245	36.02%	1986	3.80%

Daily – Six Years

Day	2004 Definites as of June 2004	2005 Definites as of June 2005	Citywides (2004)	Citywides (2005)
1	1,298	1,512		
2	910	1,792		
3	1,197	1,352		
4	1,420	1,671		
5	1,794	1,526		
6	1,683	1,722		
7	1,913	1,698		
8	1,566	2,161		System Pharmacist:
9	2,170	2,303		System Pharmacist:
10	2,099	2,811		System Pharmacist:
11	2,359	2,992		System Pharmacist:
12	3,070	3,098		System Pharmacist:
13	2,773	3,106		System Pharmacist:
14	2,652	2,997		System Pharmacist:
15	2,727	3,106		System Pharmacist:
16	2,186	2,917		System Pharmacist:
17	2,228	2,579		
18	1,606	1,783		
19	1,617	2,144		
20	1,864	2,446		
21	2,169	2,512		
22	2,301	2,119		
23	1,773	2,366		
24	2,333	2,242		
25	2,401	2,710		
26	2,128	2,019		
27	1,607	2,153		
28	1,638	1,232		
29	1,721	1,132		
30	1,641	1,614		



Monthly – Six Years

DataDate	MktGrpRmNights		MktGrpRmNights				MktGrpRmNights		
	Jun-05		May-05	Variance	Variance %		December-04	Variance	Variance %
Jun-05	65,815		60,712	5,103	8%		47,224	18,591	39%
Jul-05	58,852		51,574	7,278	14%		39,563	19,289	49%
Aug-05	45,023		39,823	5,200	13%		36,380	8,643	24%
Sep-05	61,538		58,853	2,685	5%		41,834	19,704	47%
Oct-05	56,055		53,747	2,308	4%		42,331	13,724	32%
Nov-05	45,157		43,190	1,967	5%		38,701	6,456	17%
Dec-05	21,003		20,960	43	0%		18,291	2,712	15%
Jan-06	28,850		27,520	1,330	5%		26,508	2,342	9%
Feb-06	30,711		29,423	1,288	4%		27,318	3,393	12%
Mar-06	36,805		36,578	227	1%		33,142	3,663	11%
Apr-06	45,951		45,403	548	1%		41,121	4,830	12%
May-06	47,263		45,044	2,219	5%		41,725	5,538	13%
Jun-06	48,047		44,984	3,063	7%		39,756	8,291	21%
Jul-06	63,924		62,020	1,904	3%		46,025	17,899	39%
Aug-06	35,393		33,729	1,664	5%		30,293	5,100	17%
Sep-06	20,569		16,961	3,608	21%		15,372	5,197	34%
Oct-06	47,189		44,806	2,383	5%		43,806	3,383	8%
Nov-06	30,148		29,716	432	1%		28,183	1,965	7%
Dec-06	6,729		6,733	(4)	0%		6,078	651	11%
Jan-07	13,472		12,647	825	7%		11,767	1,705	14%
Feb-07	22,609		22,164	445	2%		19,769	2,840	14%
Mar-07	28,180		28,769	(589)	-2%		26,617	1,563	6%
Apr-07	20,093		19,187	906	5%		17,793	2,300	13%
May-07	27,731		26,341	1,390	5%		25,794	1,937	8%
Jun-07	19,043		18,821	222	1%		17,866	1,177	7%
Jul-07	14,616		14,653	(37)	0%		10,813	3,803	35%
Aug-07	25,350		25,336	14	0%		23,359	1,991	9%
Sep-07	28,262		26,086	2,176	8%		14,790	13,472	91%

Yearly – Six Years

DataDate	MktGrpRmNights		MktGrpRmNights				MktGrpRmNights		
	June '05		May '05	Variance	Variance %		Dec-04	Variance	Variance %
2005	593,255		566,685	26,570	4.7%		468,872	124,383	26.5%
2006	441,579		422,917	18,662	4.4%		379,327	62,252	16.4%
2007	298,403		291,442	6,961	2.4%		263,842	34,561	13.1%
2008	224,253		224,744	(491)	-0.2%		198,856	25,397	12.8%
2009	178,238		172,657	5,581	3.2%		135,754	42,484	31.3%
2010	121,308		111,357	9,951	8.9%		62,051	59,257	95.5%
2011	47,523		47,523	-	0.0%		46,420	1,103	2.4%

Monthly State of the City

Act now and Save!

Only \$2,500 Per year

For more information contact:

Beth Stehley

bstehley@bostonusa.com

617-867-8236

Summary

- Group Room Nights at the “Back Bay Six” are down 2% for 2H 2005 compared to 2H 2004
- Definite Group Room Nights at the “Back Bay Six” are currently up 21 percent for 2006 compared to 2005
- Citywide Convention Demand is Up 37% for 2006
- Short Term Pick-Up Remains Very Strong



OUTLOOK 2006

Greater Boston Convention and Visitors Bureau

Presented by:
Matthew R. Arrants, ISHC
Pinnacle Advisory Group

