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# Massachusetts 2006 And Beyond

**Matthew R. Arrants, ISHC**

**marrants@pinnacle-advisory.com**

**76 Canal Street Boston, MA 02114 ~ 617/722-9916**

**[www.pinnacle-advisory.com](http://www.pinnacle-advisory.com)**



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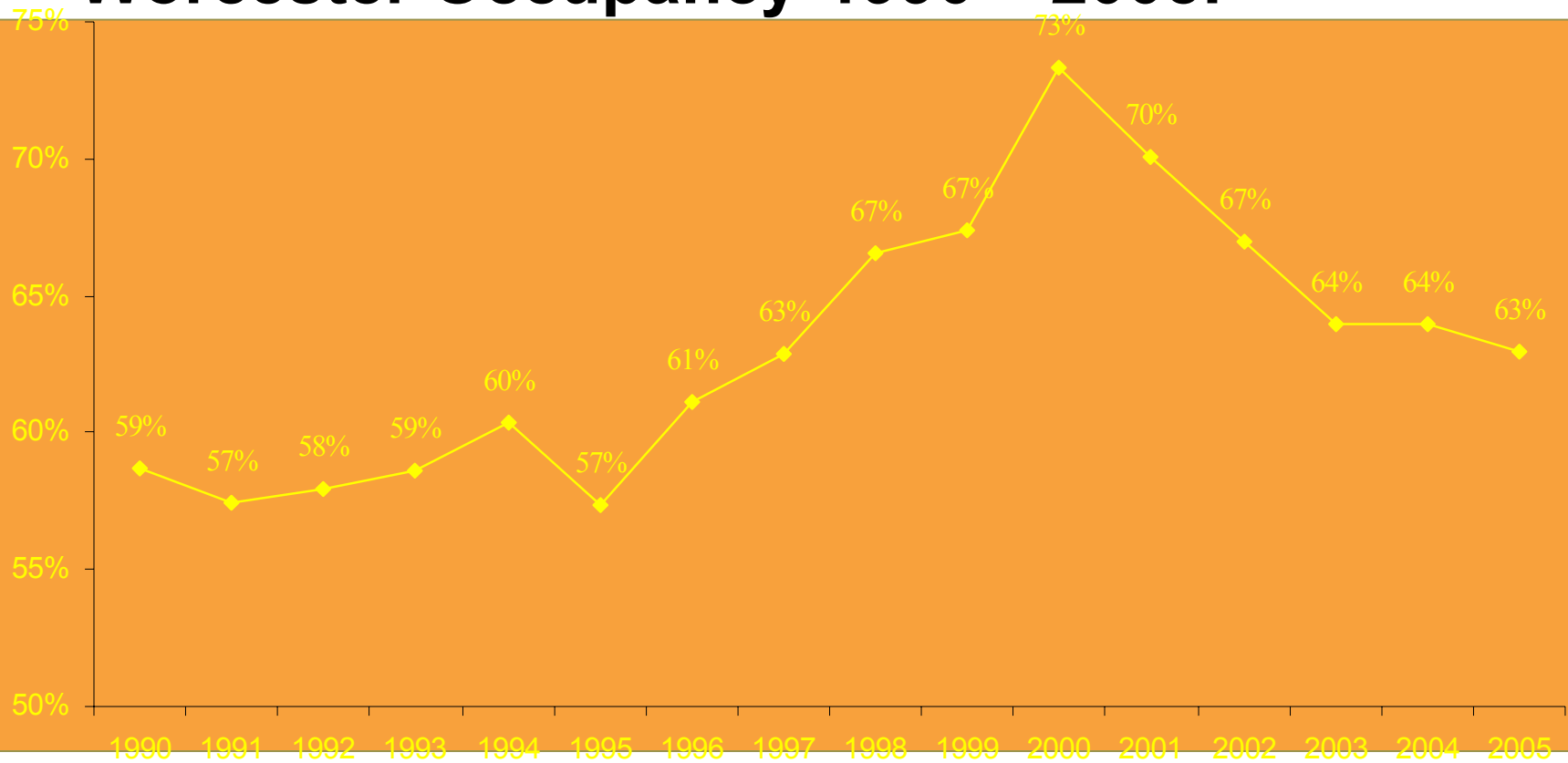
# Worcester Performance Statistics





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## Worcester Occupancy 1990 – 2005P

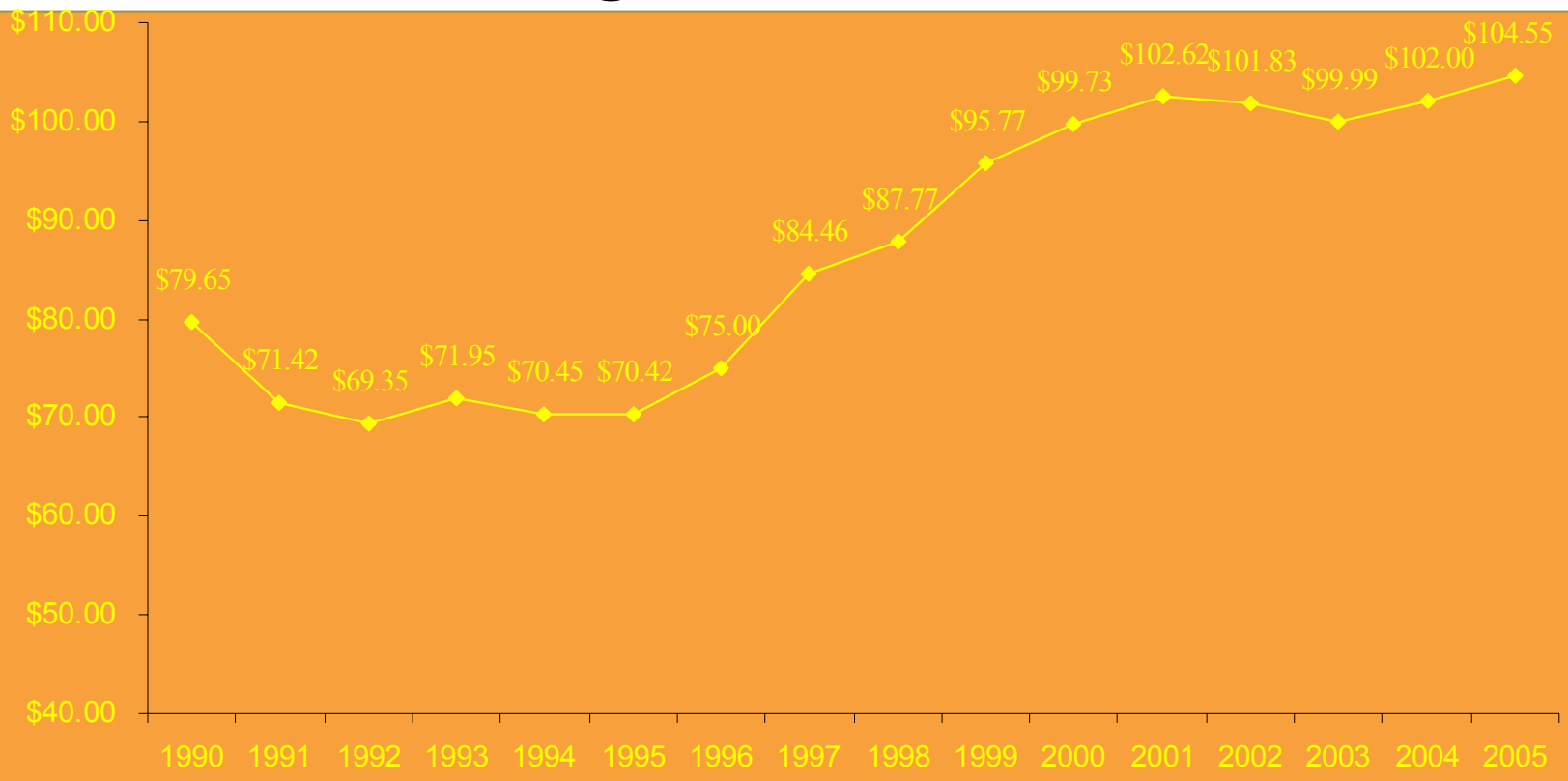


Source: Smith Travel Research/Pinnacle Advisory Group



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## Worcester Average Rate 1990-2005P



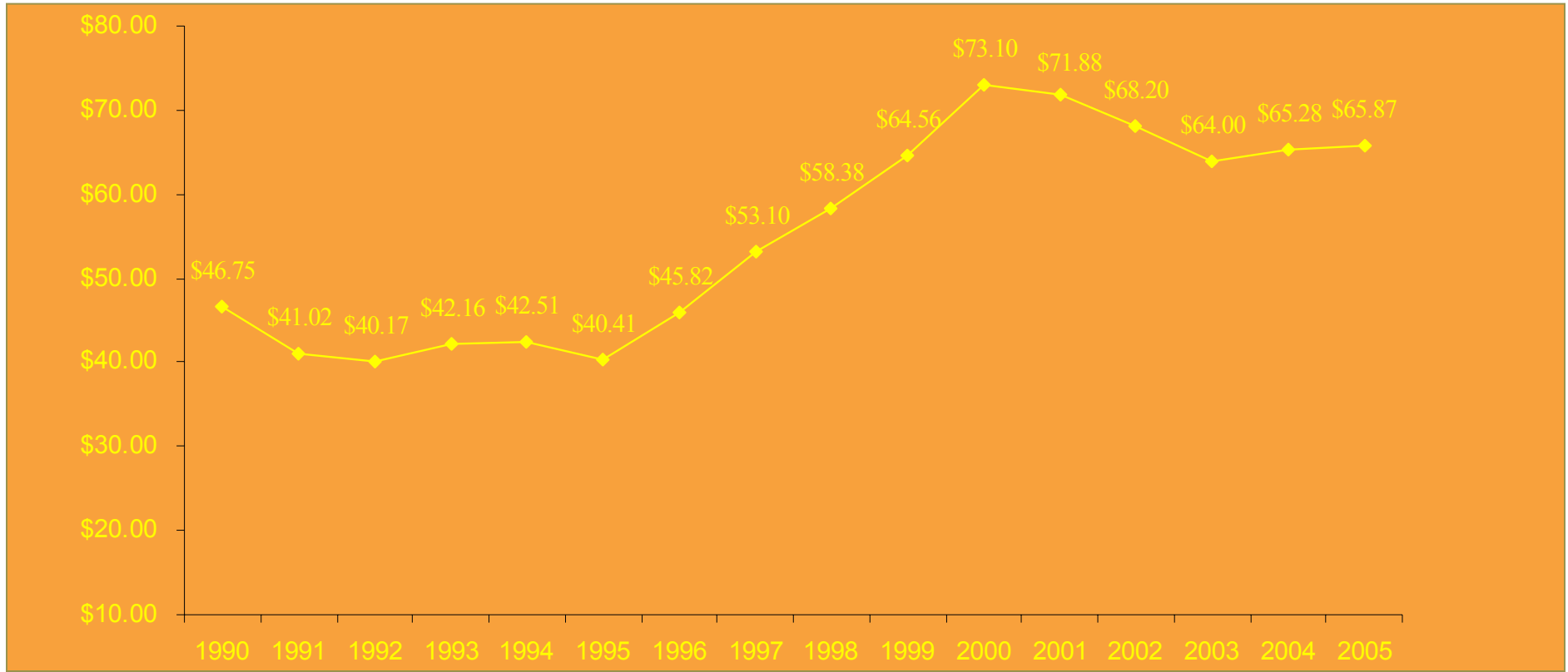
Source: Smith Travel Research/Pinnacle Advisory Group





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# Worcester RevPAR 1990 – 2005P



Source: Smith Travel Research/Pinnacle Advisory Group



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## Worcester New Supply

**Residence Inn – 124 Rooms - November 2005**

**Hilton Garden Inn Worcester – 200 Rooms – Early Fall 2006**



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## Worcester 2006

- Increasing Competition
  - Increased Supply
  - New Biotech Space
- General Economic Improvement



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## Worcester Forecast 2006

- Occupancy Down 2-4 Points
- Average Rate Flat





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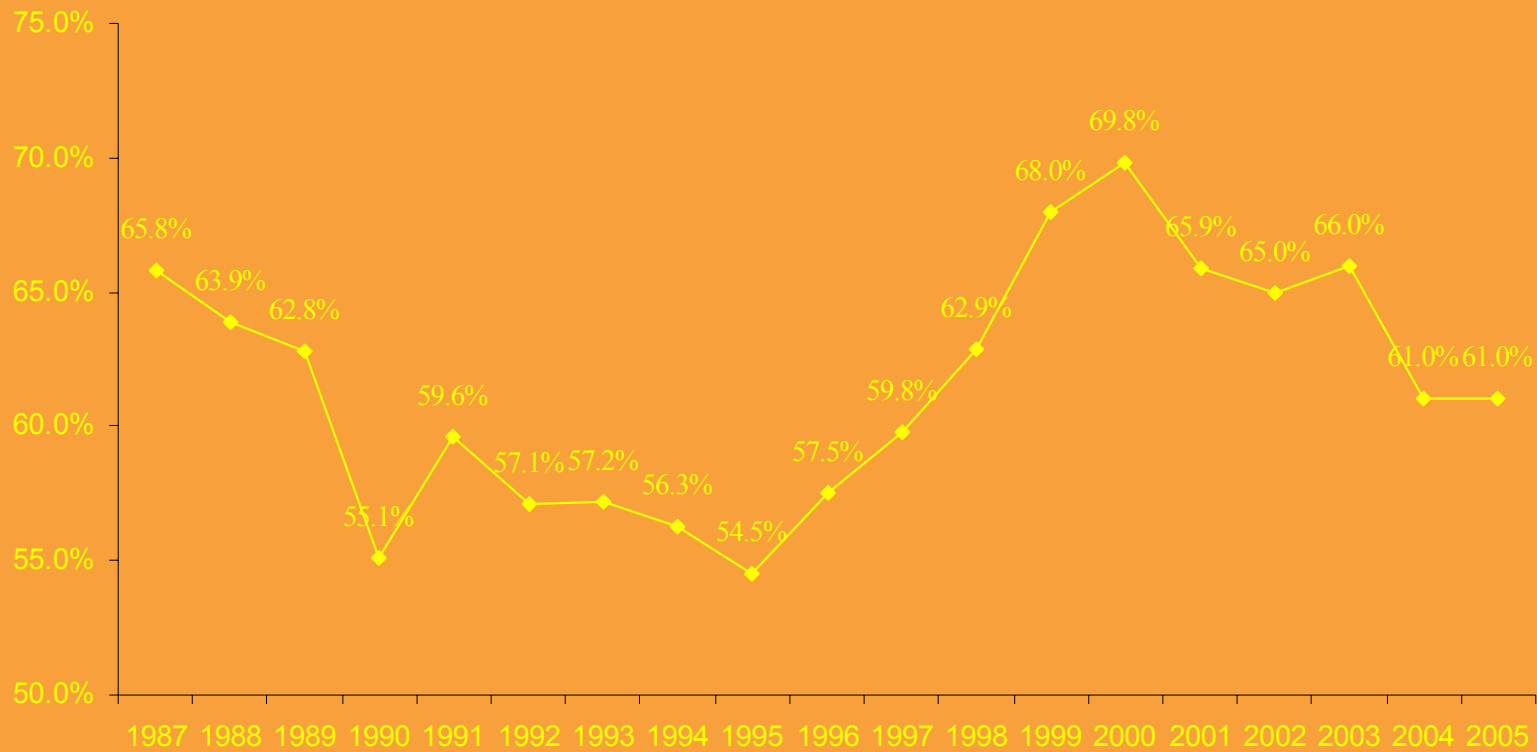
# Springfield Performance Statistics





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## Springfield Occupancy 1995 - 2005

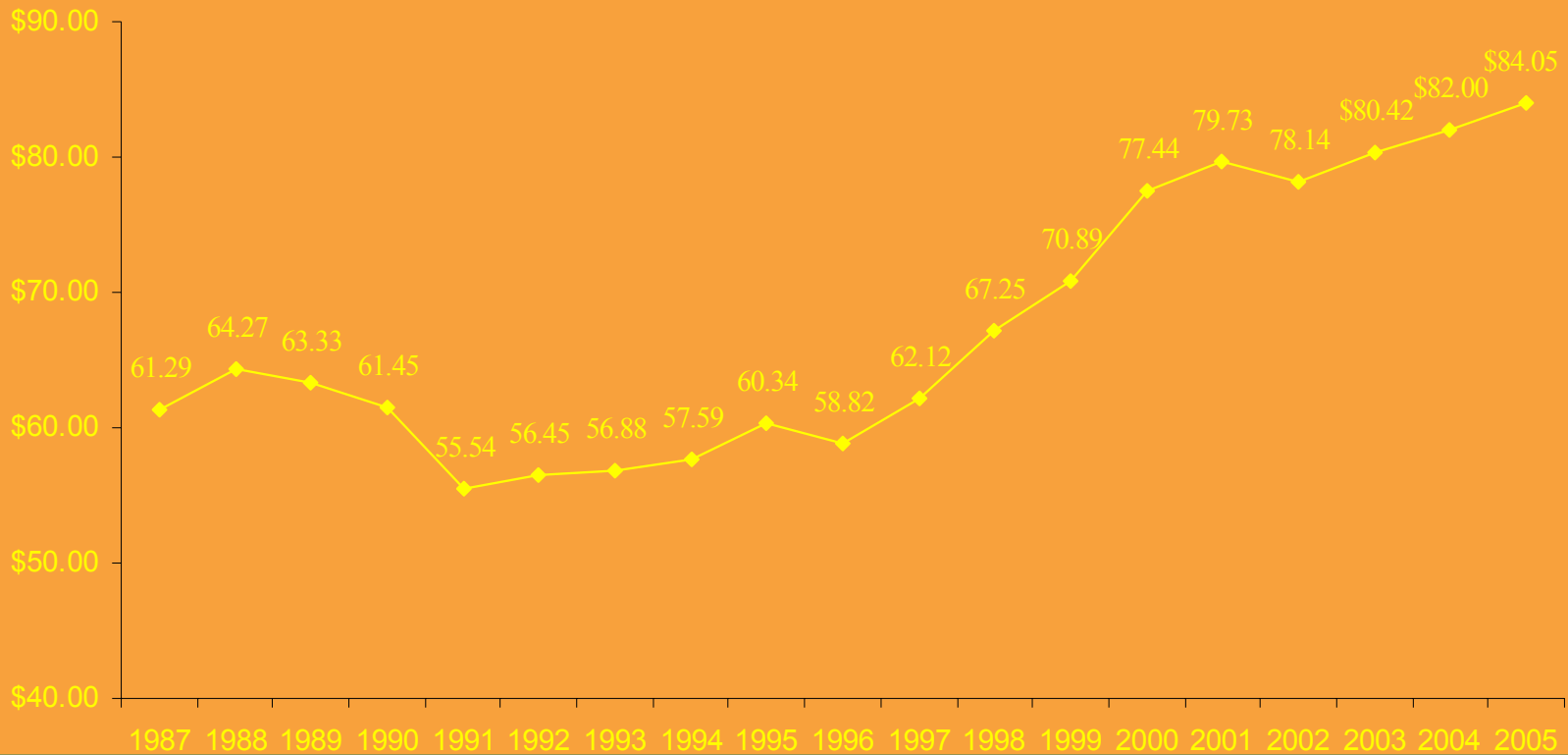


**Source: Smith Travel Research/Pinnacle Advisory Group**



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## Springfield Average Rate 1989 - 2005

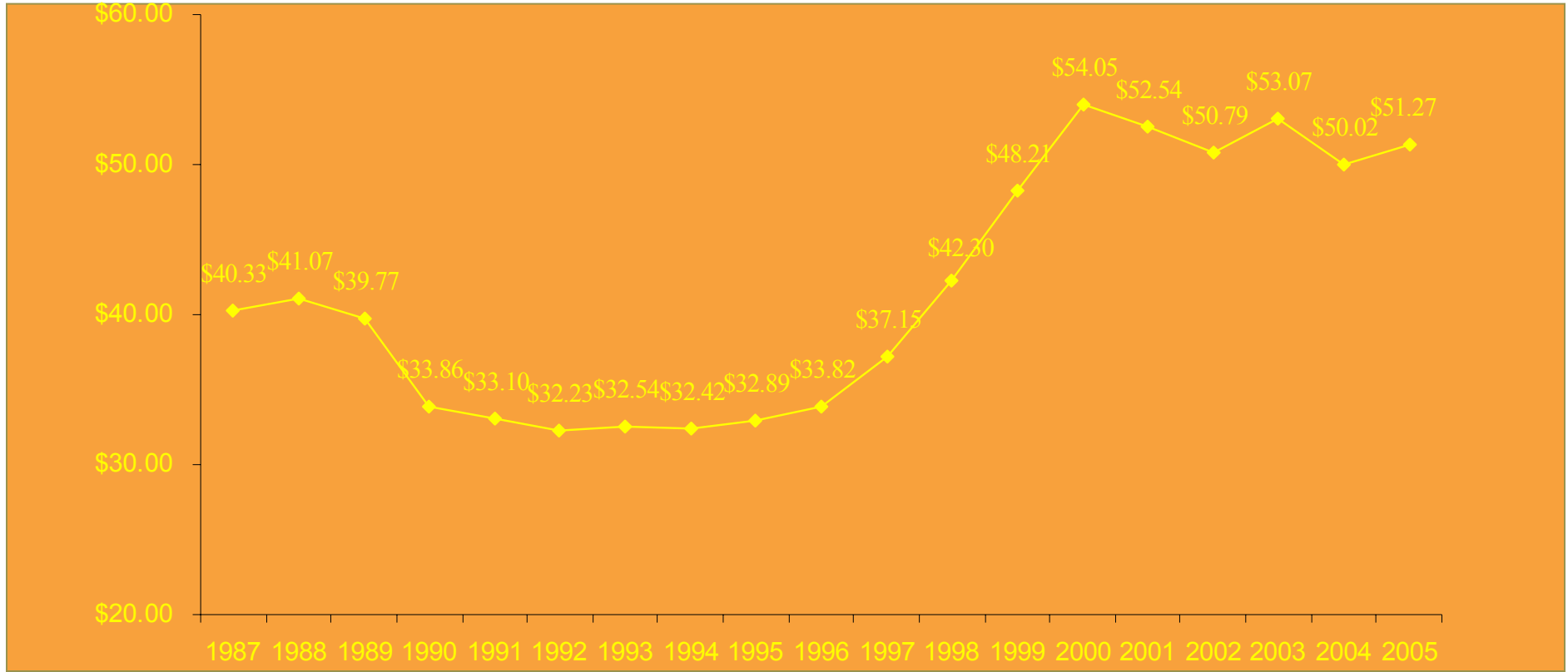


Source: Smith Travel Research/Pinnacle Advisory Group



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## Springfield RevPAR 1989 - 2005



Source: Smith Travel Research/Pinnacle Advisory Group



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## Springfield New Supply

**Courtyard By Marriott – Springfield??**  
**Boutique Hotel – Springfield??**





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## Springfield 2006

- Increasing Competition
  - Increased Supply
- New Convention Center
- Downtown Revitalization



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## Springfield Projections 2006

- Occupancy up 0-2 points
- Average Rate up 2-3 percent



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# The Rest of the State



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## Western Mass/Berkshires

- Strong Demand
- New Supply



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## Sturbridge

- Increased Competition
  - New Supply
  - Demand???





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## Cape and Islands

- Stable Demand
  - Less Supply
  - The Weather



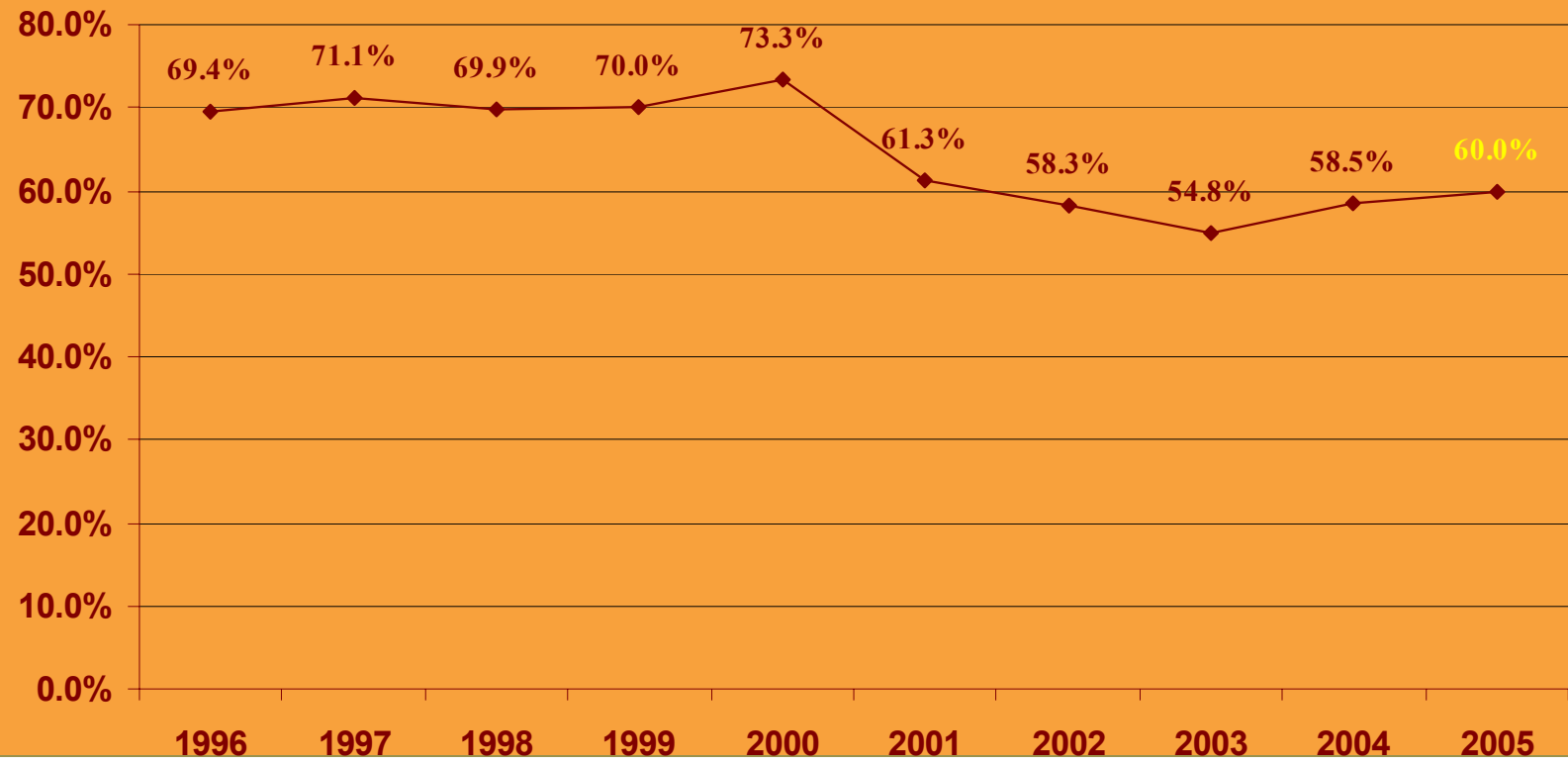
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# SUBURBAN BOSTON LODGING MARKET



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## Suburban Boston Occupancy 1995 - 2005

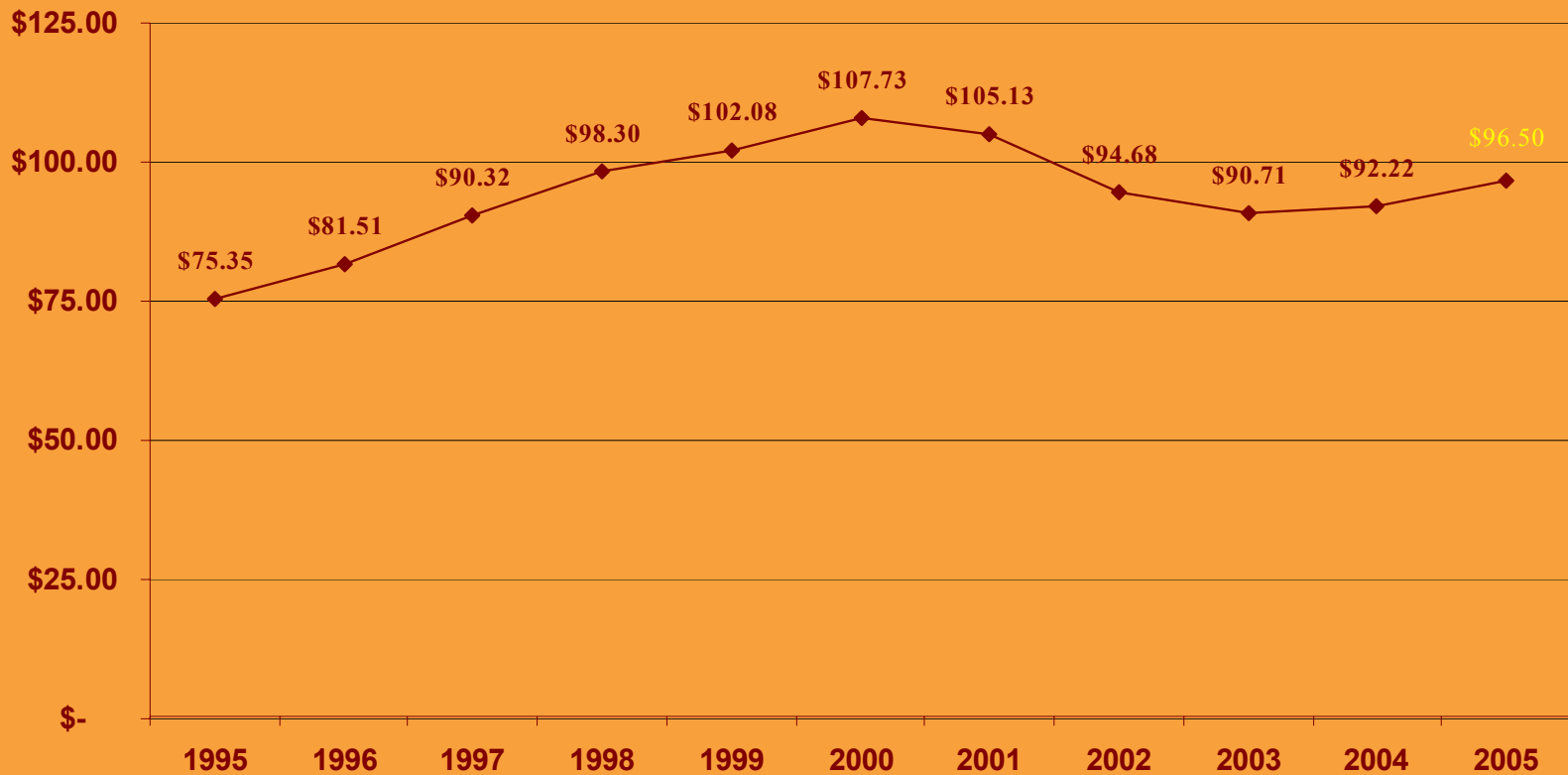


Source: Smith Travel Research/Pinnacle Advisory Group



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## Suburban Boston Average Daily Rate 1995-2005

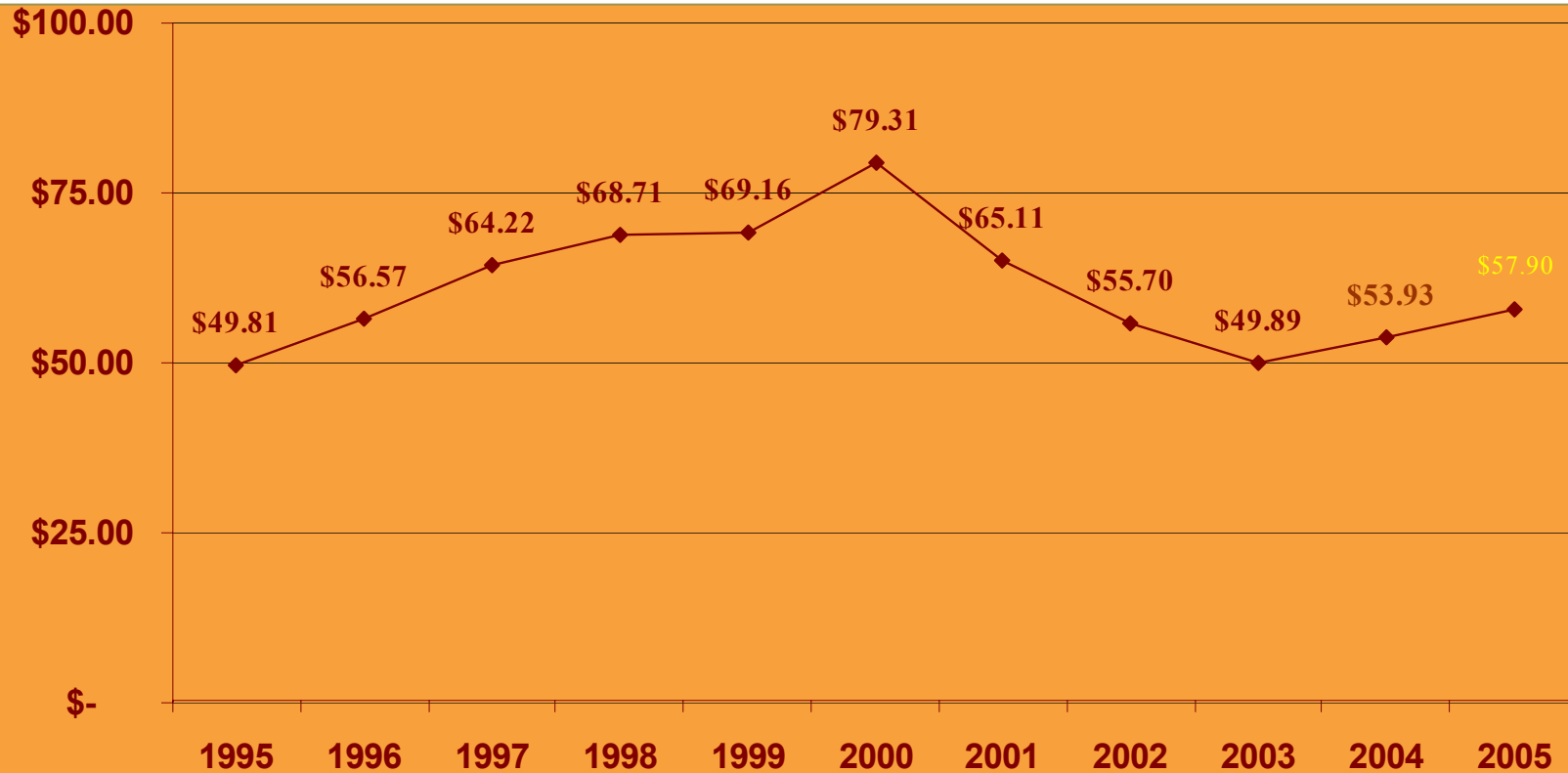


Source: Smith Travel Research/Pinnacle Advisory Group



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## Suburban Boston RevPAR 1995 - 2005



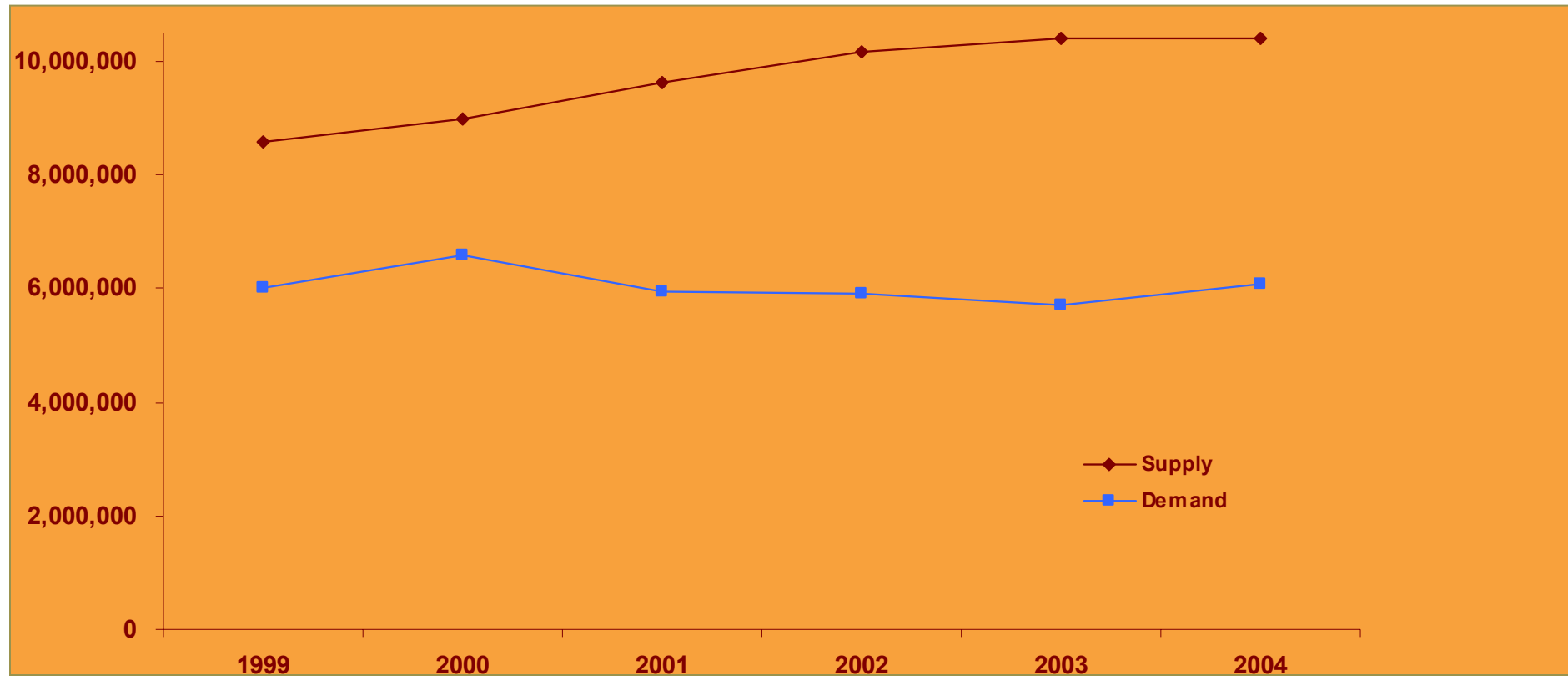
Source: Smith Travel Research/Pinnacle Advisory Group





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## Suburban Boston Supply and Demand 1999 - 2004



Source: Smith Travel Research/Pinnacle Advisory Group



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## Suburban Boston 2006

- Very Strong Convention Year
  - Improving Economy
  - Limited New Supply
    - Conversions
    - Demand???



## Suburban Boston Projections 2006

	2005	2006	Change
Occupancy	60.0%	62.5%	4.2%
Average Rate	\$96.37	\$101.50	5.3%
RevPAR	\$57.82	\$62.93	9.7%

Source: Pinnacle Advisory Group



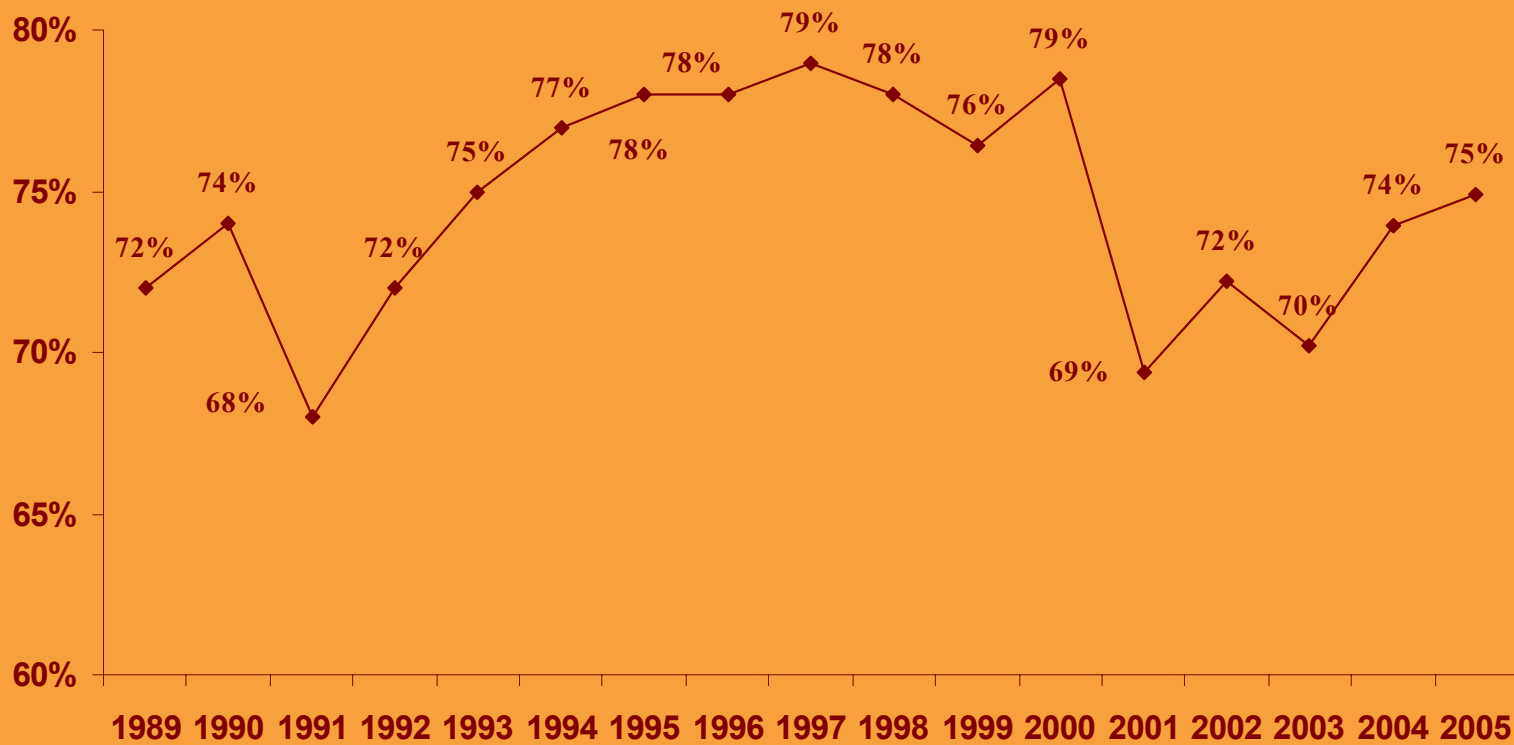
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# BOSTON CAMBRIDGE LODGING MARKET



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## Boston / Cambridge Occupancy 1989-2005



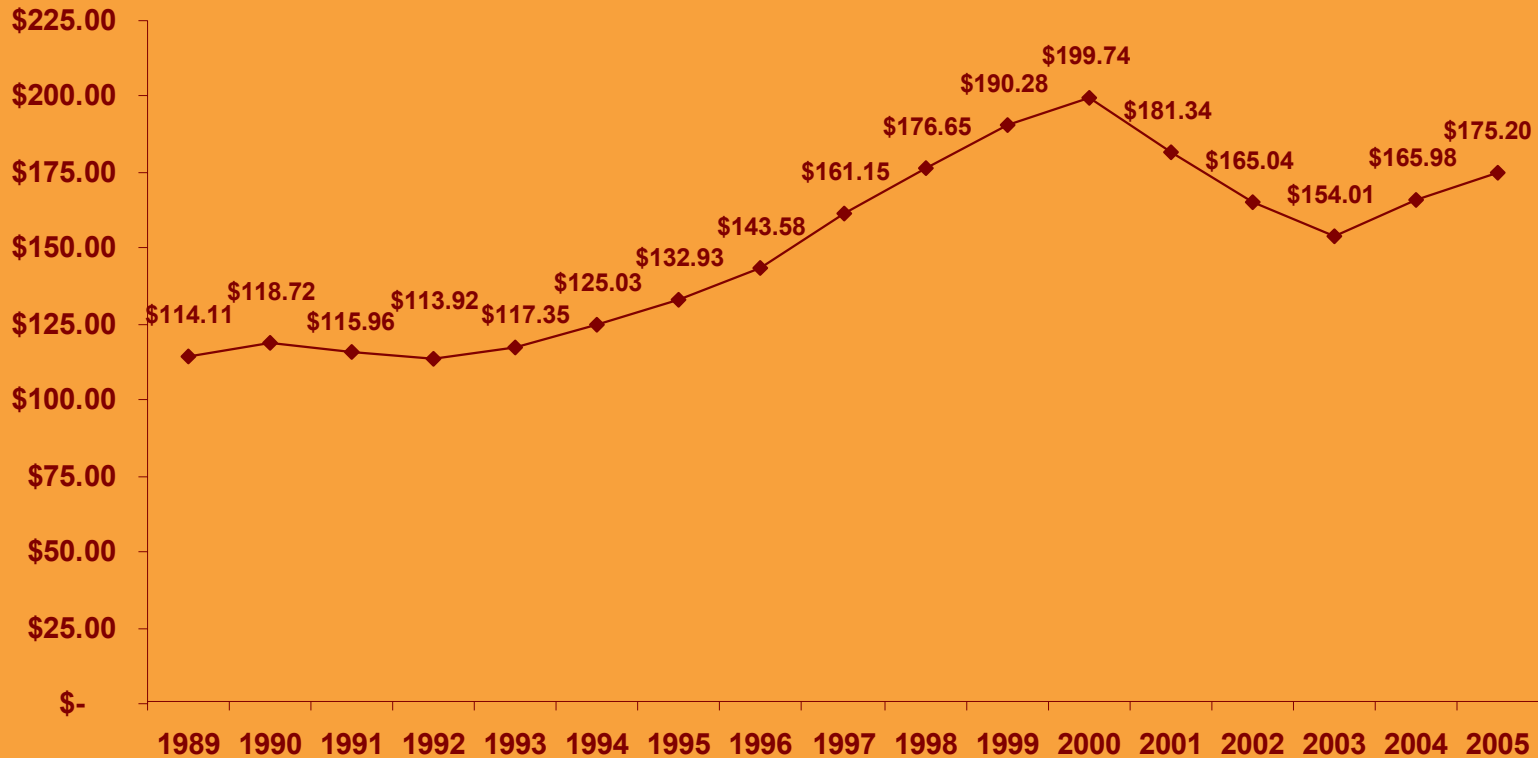
Source: Pinnacle Advisory Group





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## Boston / Cambridge ADR 1989-2005

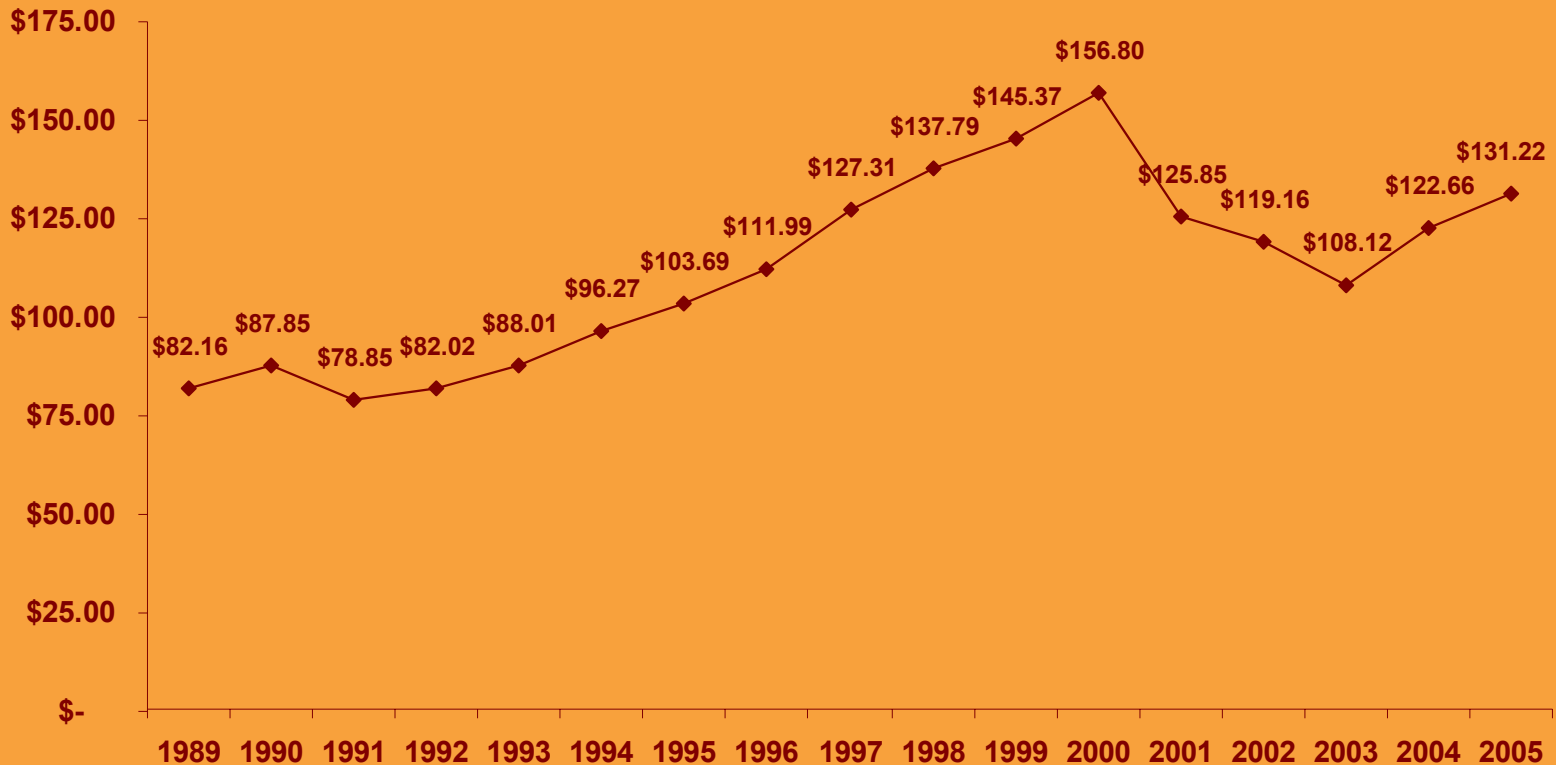


Source: Pinnacle Advisory Group



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## Boston / Cambridge RevPAR 1989-2005

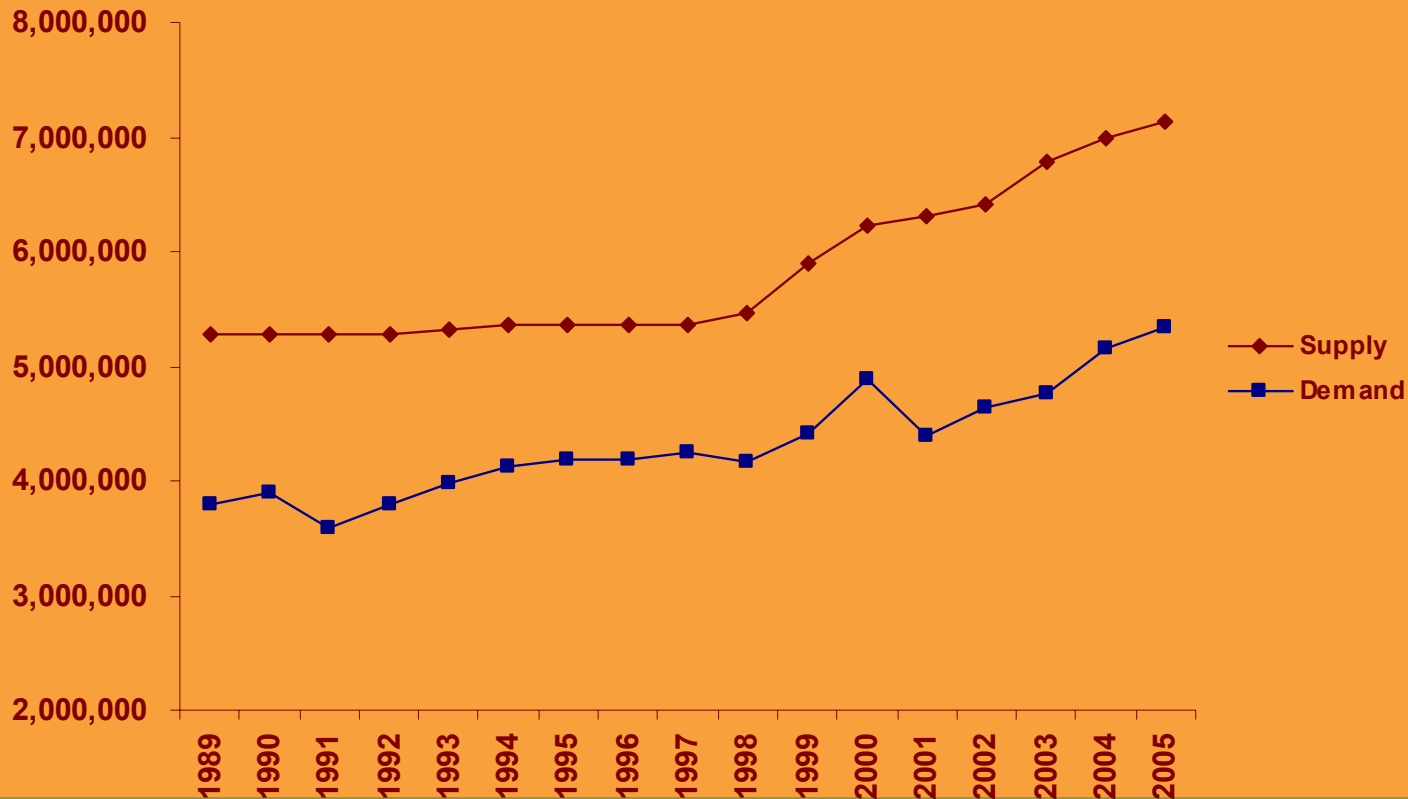


Source: Pinnacle Advisory Group



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## Boston / Cambridge Supply and Demand 1989-2005



Source: Pinnacle Advisory Group



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## Boston / Cambridge Demand Factors

- **Corporate**

- Recent Strong Growth Likely to Continue

- **Group**

- 2006 VERY Strong convention year
- Strong short term pick-up

- **Leisure**

- Benefits from DNC publicity
- Big Dig Completion and Logan Modernization





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# Citywide Outlook 2006

Year	2002	2003	2004*	2005	2006	2006 vs. 2005
City-Wide Conventions	15	15	18	21	29	+38%
Room Nights (Peak x 2.5)	110,250	107,262	160,250	168,000	262,725	+56%

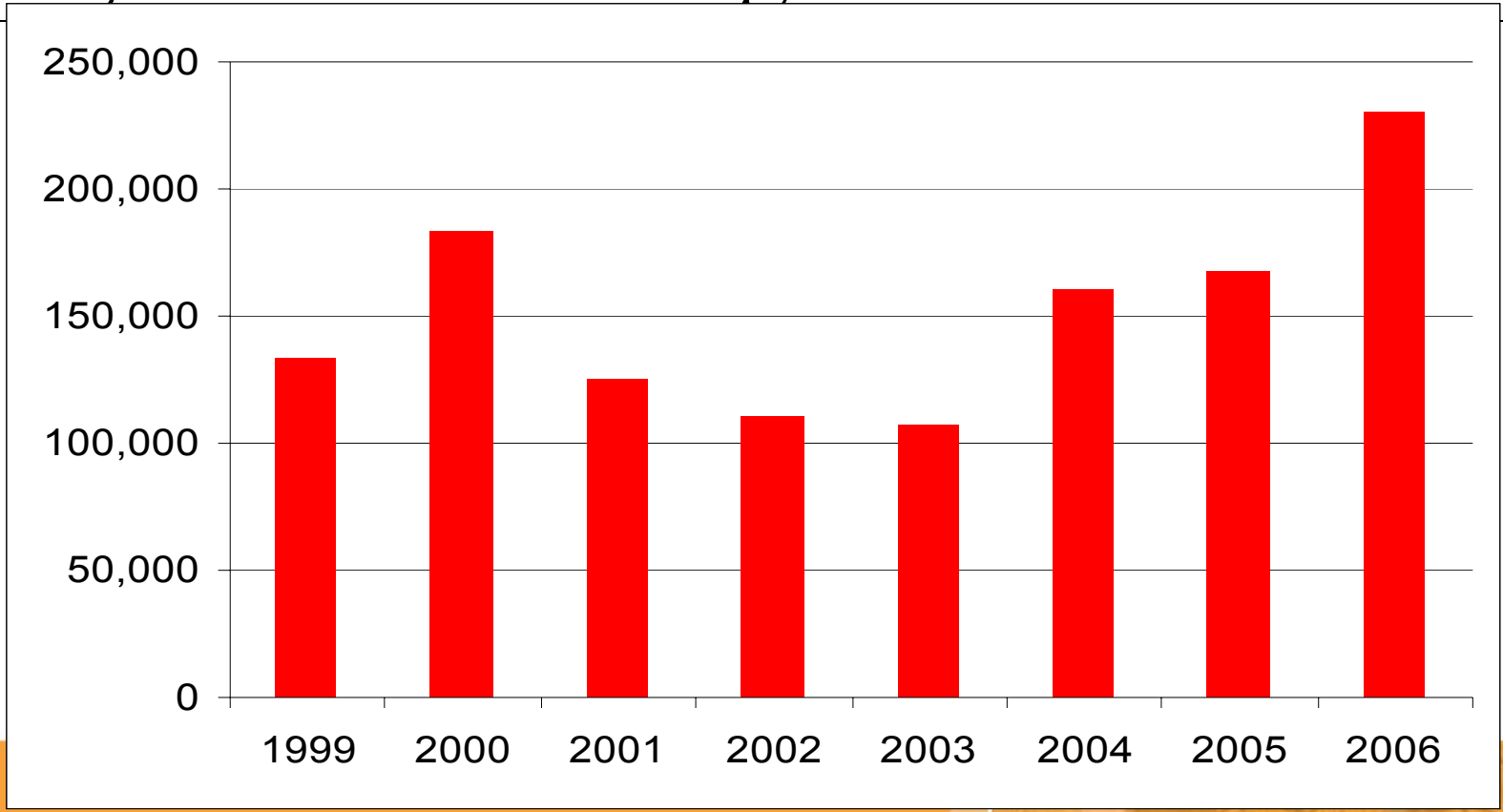
\*DNC Represented 42,000 room nights.





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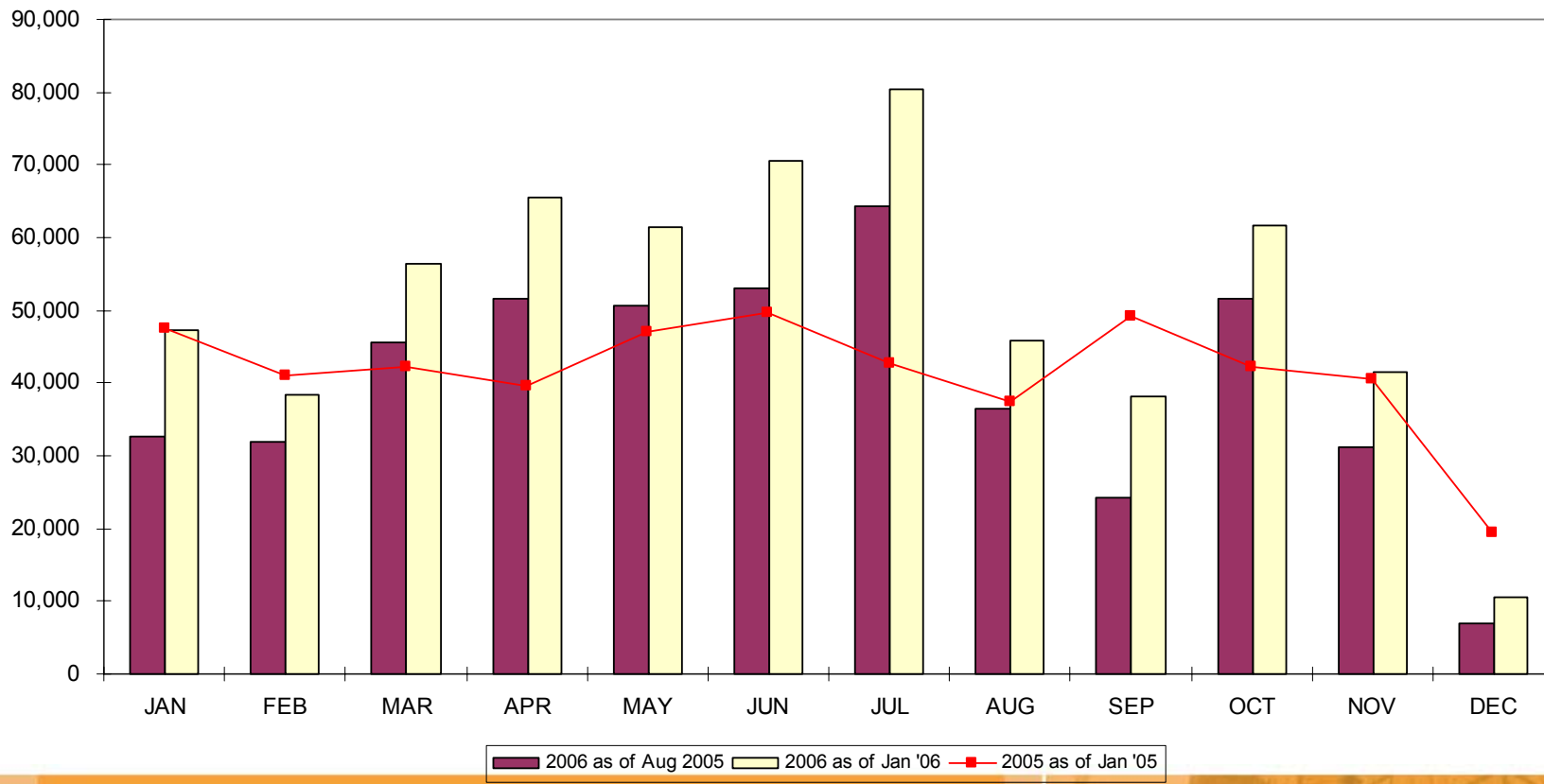
# Citywide Room Nights 1999 – 2006P





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### Definite group roomnights: "Back Bay Six" (Sheraton Westin, Back Bay Hilton, Park Plaza, Marriott Copley Place, Fairmont)





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## Factors Affecting Demand 2006

- Very Strong Convention Year
- First Quarter Advertising Campaign
- Improving Economy
- Impact of new supply will be limited



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## Boston Cambridge Projections 2006

	2005	2006	Change
Occupancy	75%	76%	1.5%
Average Rate	\$175.20	\$191.00	9.0%
RevPAR	\$131.22	\$145.16	10.6%

Source: Pinnacle Advisory Group



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## 2007 and Beyond...

- New Supply
- Increased Convention Demand
- Increased Leisure Demand





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## America's most spectacular, flexible, user-friendly convention facility.

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- [Additional Event Venues](#)
- [Media Center](#)
- [Advantage BOSTON](#)

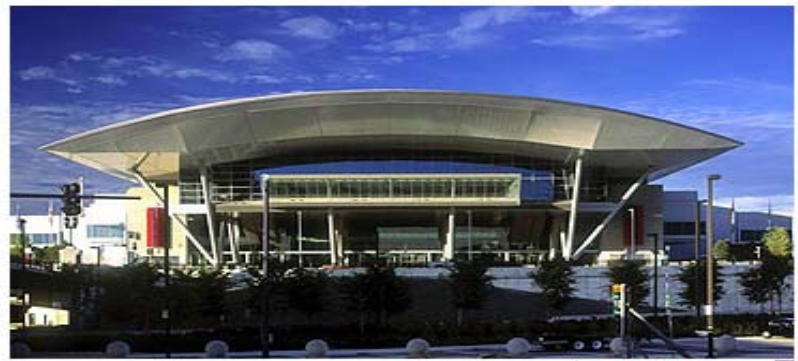
**Visit us at Booth #917**  
at the  
**PEC Expo in Charlotte**  
on January 23, 2006!

Sign up for your **free**  
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Take the  
**Advantage Boston**  
Photo Tour

### Built by Users, For Users

**The Boston Convention & Exhibition Center** is the most user-friendly convention facility in the world. Flexibility in every area lets you decide how to use the building to your best advantage. Customize your event in 516,000 square feet of contiguous exhibit space, 84 configurable meeting rooms, over 300,000 square feet of function areas, eight registration areas, and a 40,020 square foot ballroom. And because it's closer to major transportation systems, you'll attract more attendees here than any city in North America.

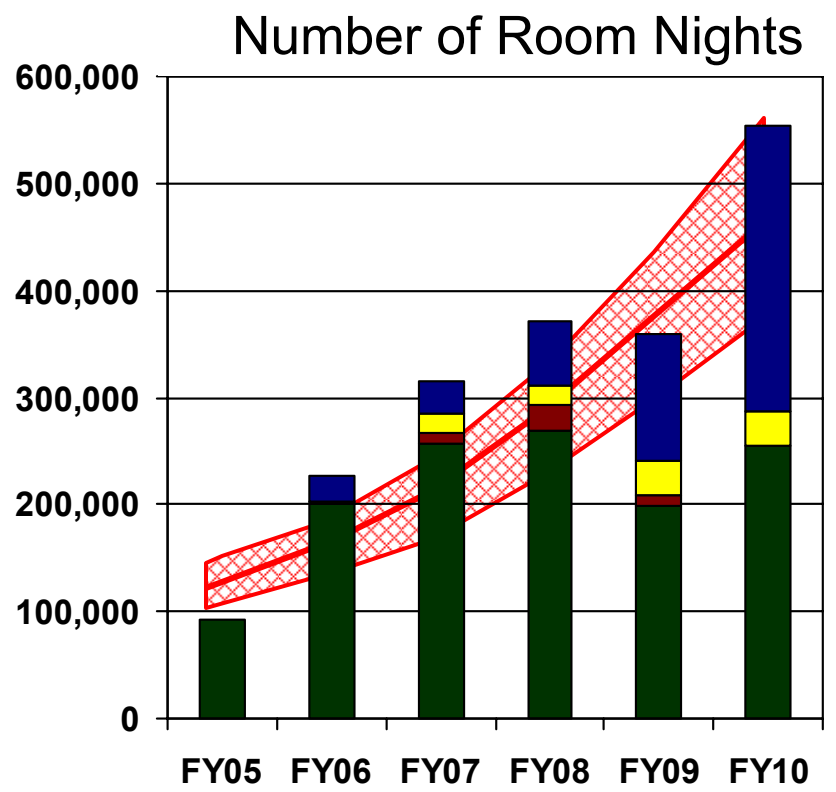
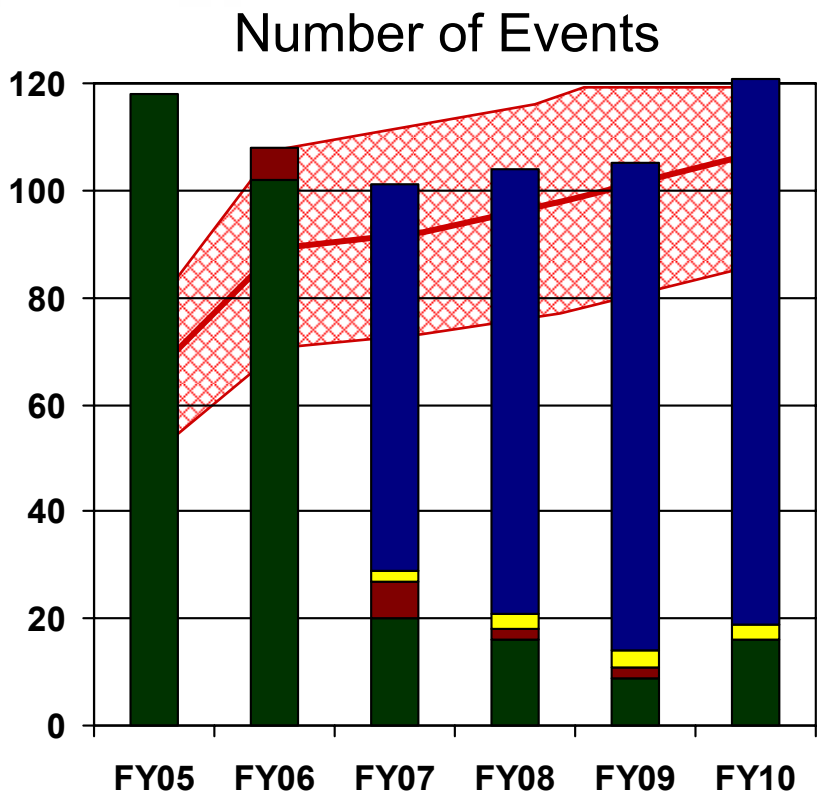


[view enlargement](#)

**BCEC Advantages**

- Attract more attendees than any major convention center
- More flexibility so you can design your event to your specifications
- Built-in information technology and utilities to meet every event need

# Projected BCEC Results: Total Events



- Definite Contracts
- Pending Contracts
- Recurring Customers
- Projected Bookings

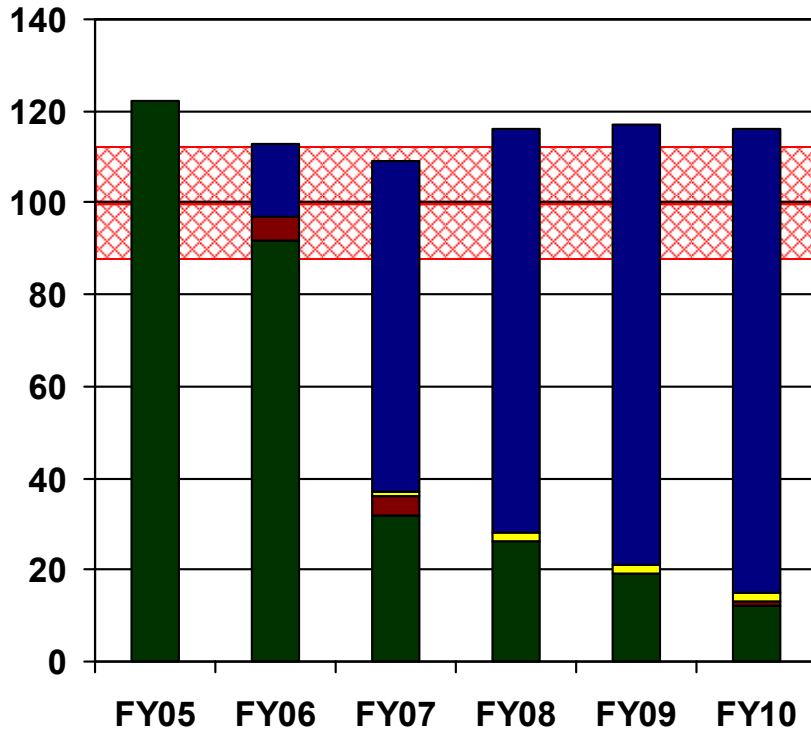
- Definite Bookings
- Pending Contracts
- Recurring Customers
- Hotels Projected



Projected Range for BCEC

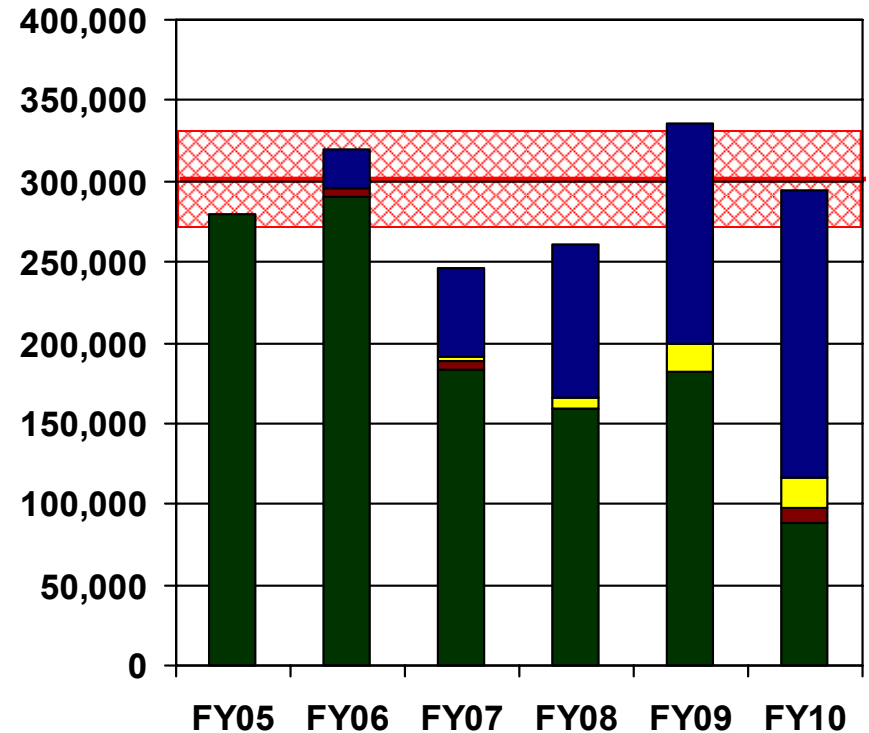
# Projected Hynes Results: Total Events

## Number of Events



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

## Number of Room Nights



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



Historical Range for Hynes



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# PINNACLE ADVISORY GROUP

**76 Canal Street Boston, MA 02114 ~ 617/722-9916**

**238 South State Street, Newtown, PA 18940 ~ 215/579-1804**

**3418 Norfolk Street, Pompano Beach, FL 33062 ~ 954/786-2019**

[www.pinnacle-advisory.com](http://www.pinnacle-advisory.com)