

OUTLOOK 2010



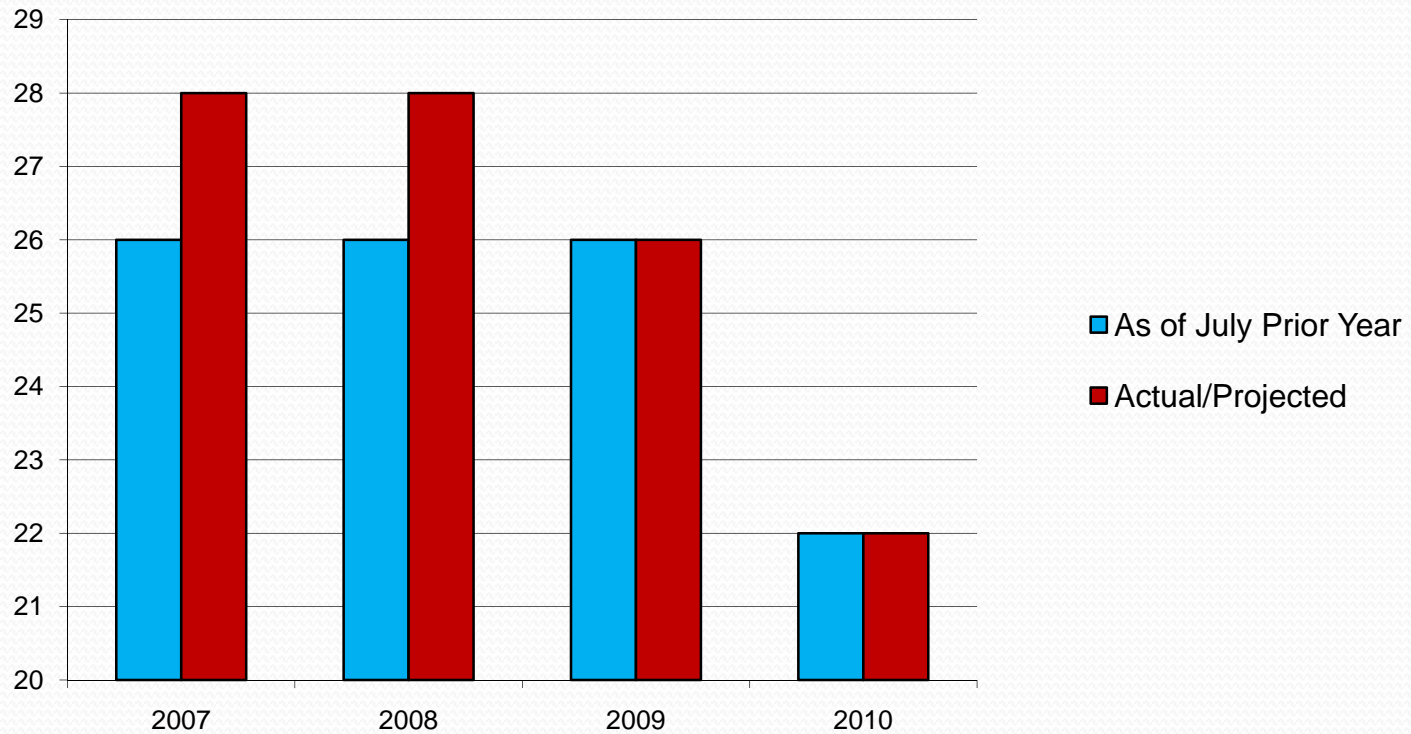
**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

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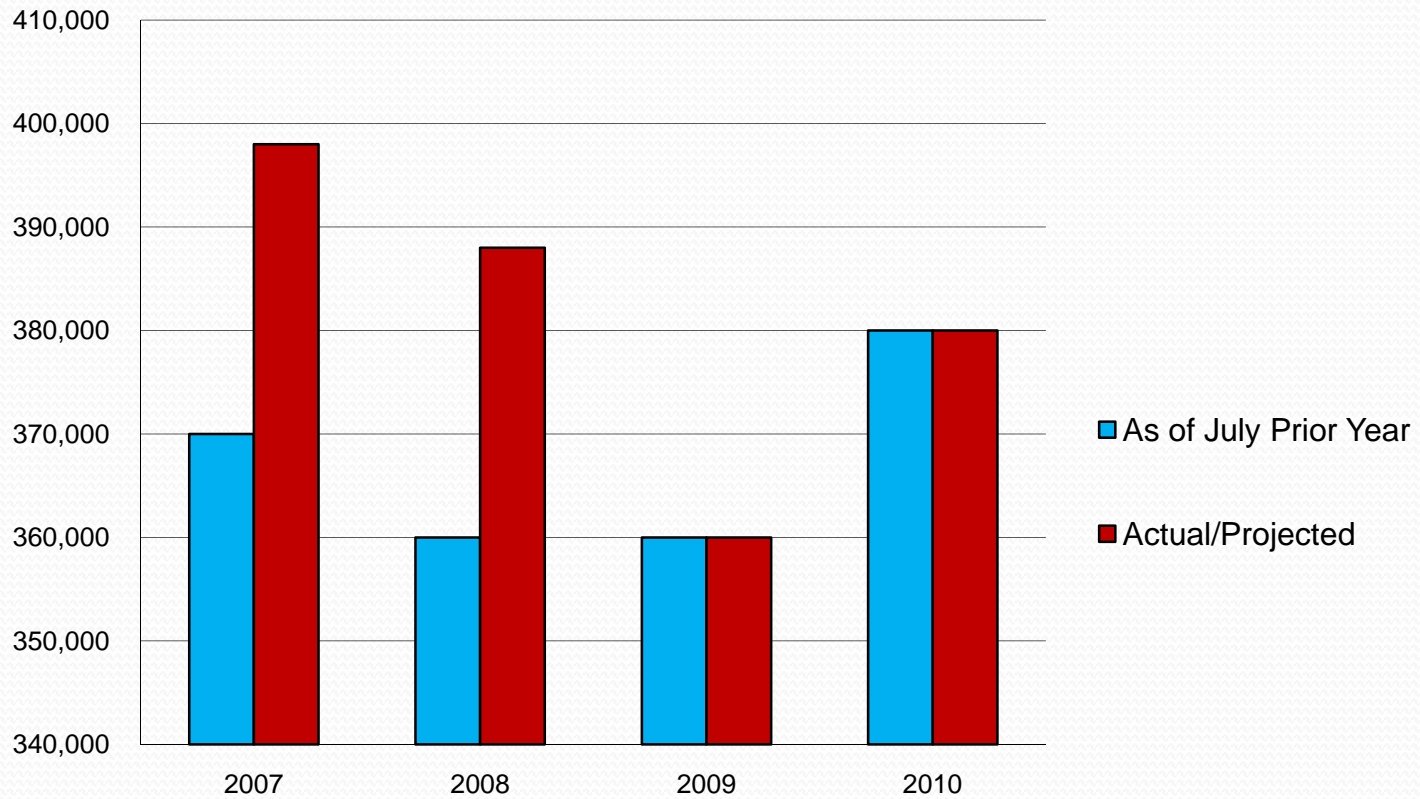
Citywide Characteristics

- 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 2007-2010



Citywide Convention Room Nights 2007-2010



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

Group Compression Days

Group Compression Day: 50% or more of available supply is committed to groups.

Back Bay Group Compression Days

2H 2008 as of July 2008	40
2H 2009 as of July 2009	23

Back Bay Group Compression Days

2009 as of July 2008	39
2010 as of July 2009	12

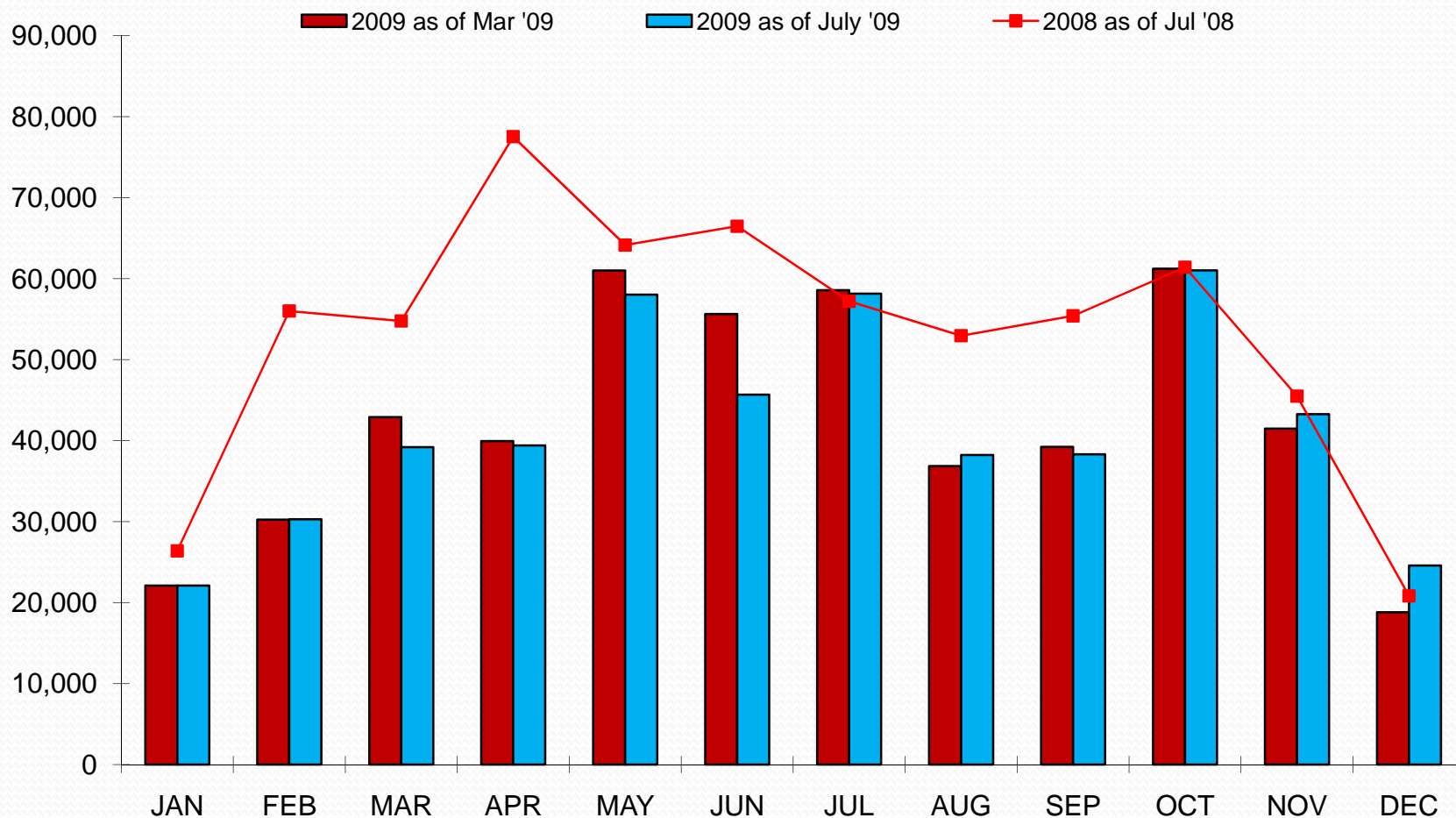
Group Compression Days 2H 2009

Date	Citywide
July 10, 11, 13-15	Intl. Soc. Of Thrombosis & Homeostasis
July 29, 30	
September 23, 24	Natural Products Expo
October 4-7	Am. College of Emergency Physicians
October 20	
October 29-November 2	Am. Soc. Of Liver Diseases
November 30-December 3	Materials Research Society

Group Compression Days 2010

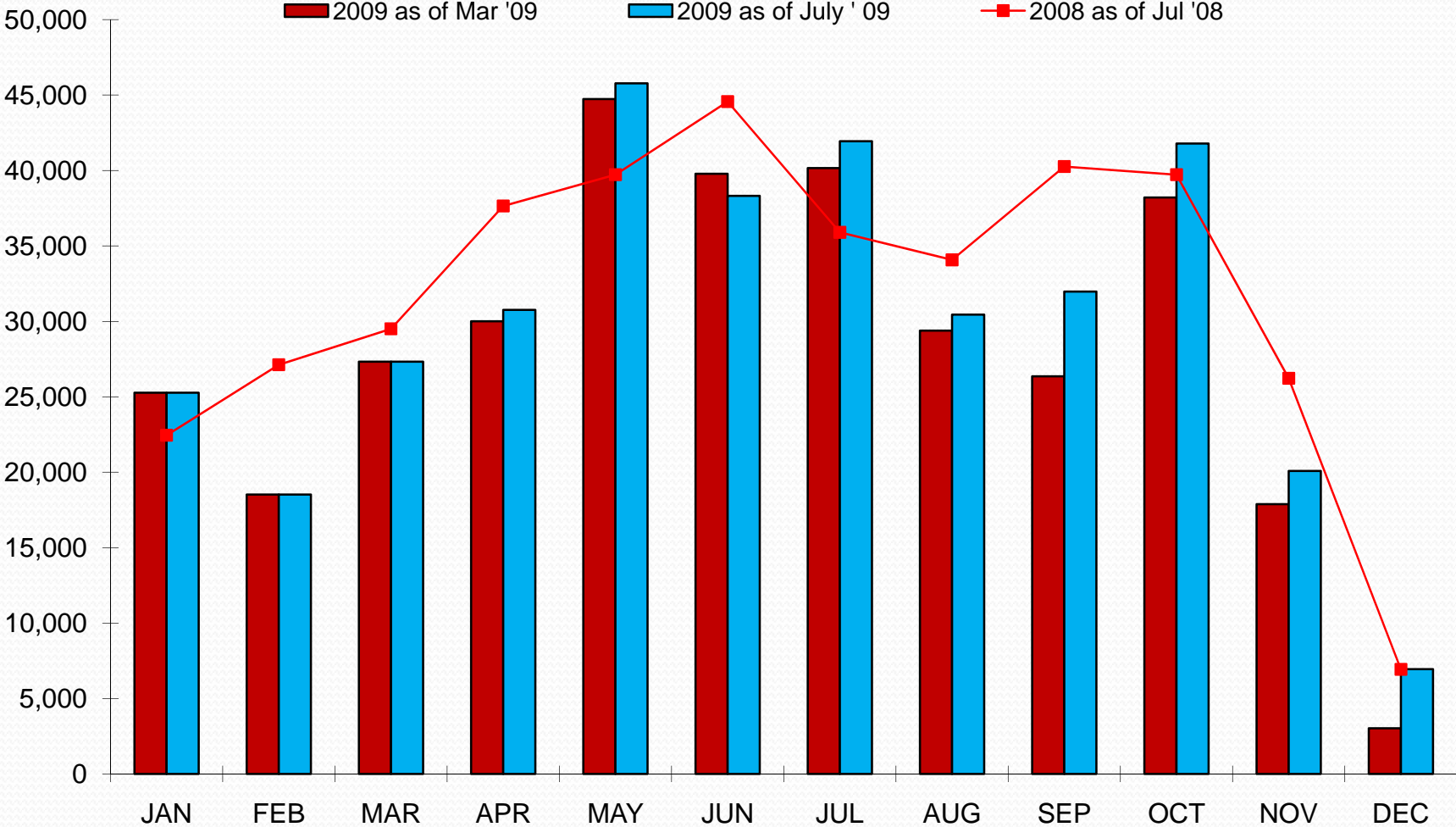
Date	Citywide
April 9-11	Cataract and Refractive Surgery
April 27	Risk and Insurance Management
May 10-11	EMC World
June 27-28	Municipal Employees
August 22	American Chemical Society
September 12,13	Am. Society of Microbiology
September 28	Am. Academy of Otolaryngology

Definite Group Room Night Pace 2009 – Back Bay Set



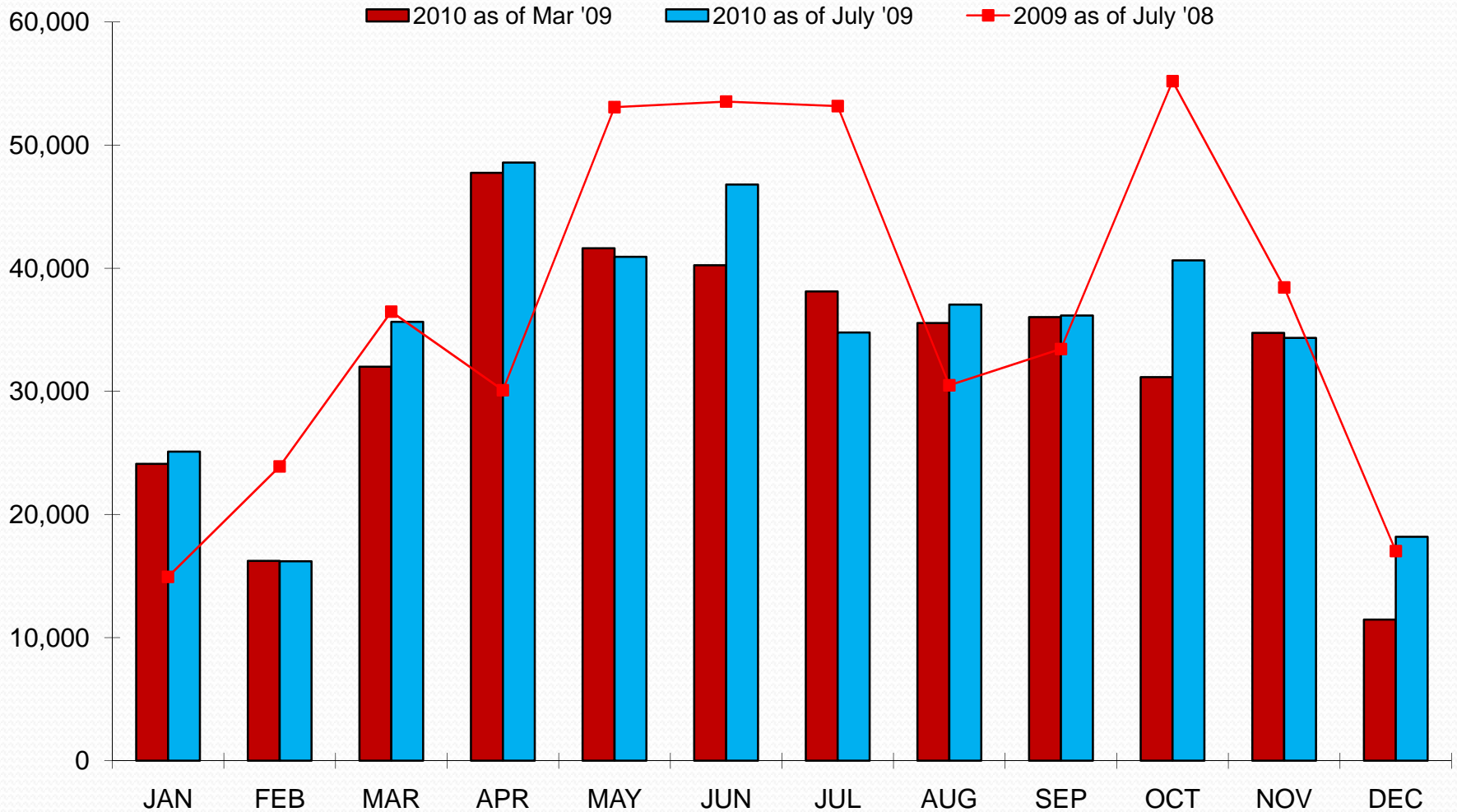
Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont

Definite Group Room Night Pace 2009 – Downtown Set



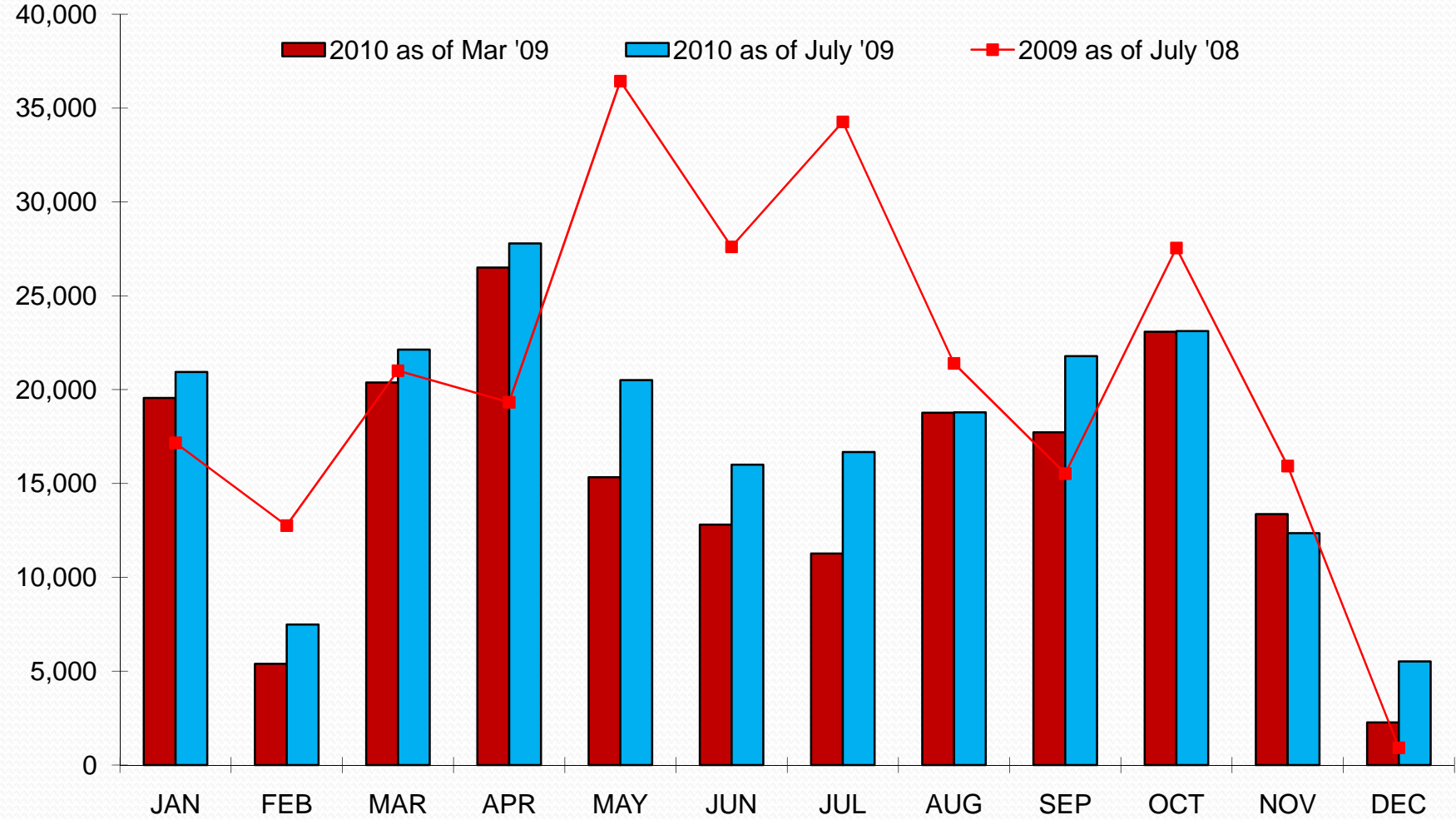
Properties: Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni

Definite Group Room Night Pace 2010 – Back Bay



Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley Place, Fairmont

Definite Group Room Night Pace 2010 – Downtown



Properties: Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, and Omni

Summary - 2H 2009

Citywides:

- 12 conventions versus 14 1H 2009
- Room nights are down 18% vs 1H 2009

Back Bay Group Compression Days:

- Down from 40 last year to 23 this year

Group Booking Pace:

- Back Bay down only 10% to last year (compared to 1H 2009 which was down 32%)
- Downtown only bdown 5% to last year

Summary - 2010

Citywides:

- 22 versus 26 in 2009
- Room nights are UP 6%

Back Bay Group Compression Days:

- Down from 39 (for 2009 as of July 2008) to 12

Group Booking Pace:

- Back Bay down 6% to 2009
- Downtown down 15% to 2009

Conclusion ...Things Aren't that Bad

- **Citywide-related room nights are up for 2010**
- **Boston continues to have record breaking conventions**
- **Group numbers are deceiving due to the economic environment – everything is last minute therefore improvement is likely**
- **Downturn will encourage operators to provide bigger room blocks at reasonable rates for conventions in the future**

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