



**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**

# OUTLOOK 2017

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**Matthew R. Arrants, ISHC**

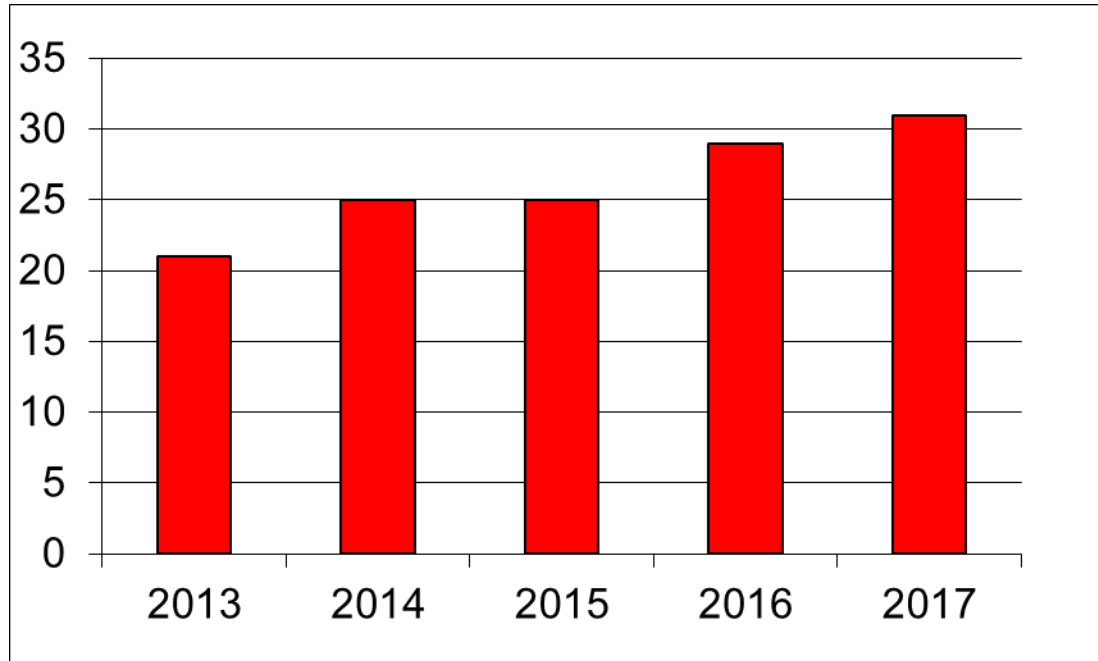
Pinnacle Advisory Group

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# Citywide Characteristics

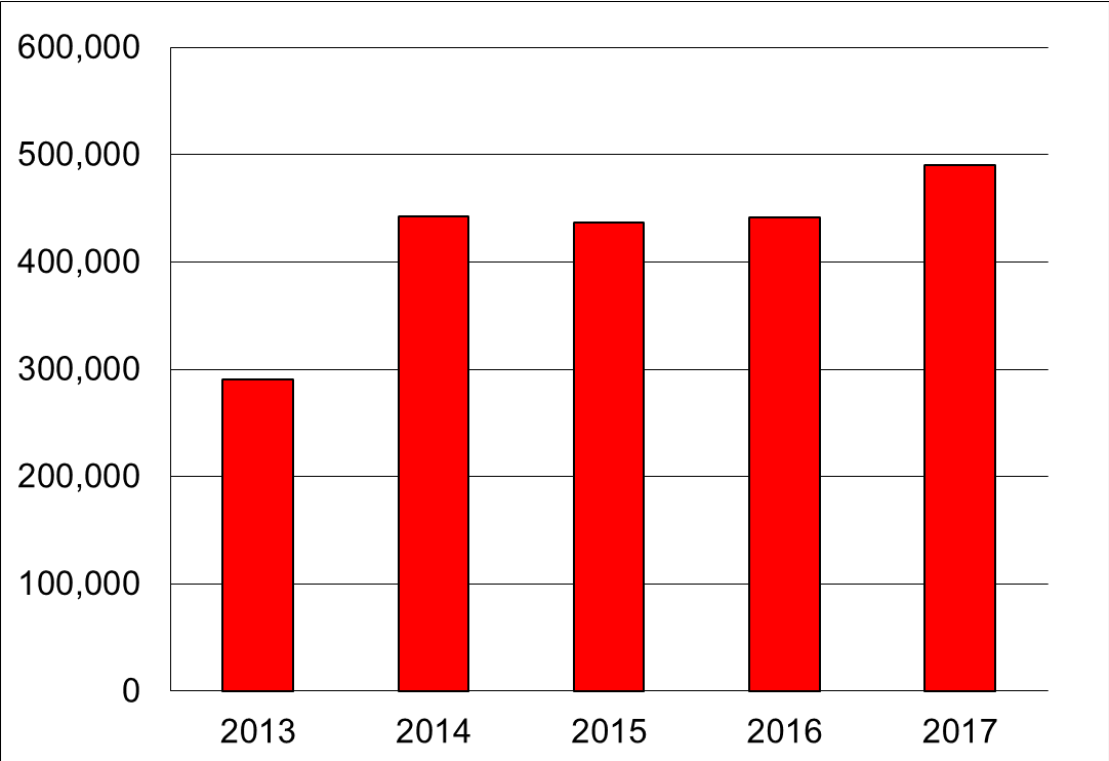
- More than 2,000 Rooms on Peak Night
- Create “Compression”
- Less meaningful due to focus on multiple smaller events

# Citywide Conventions: 2013-2017



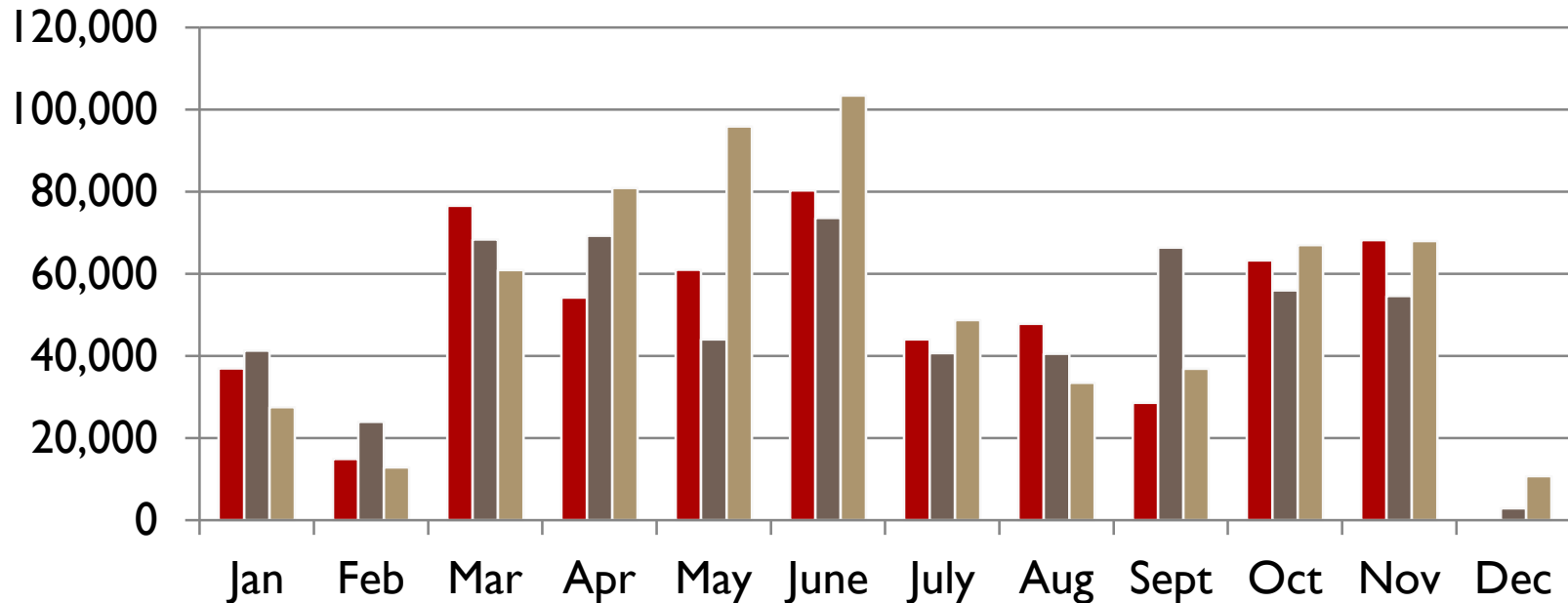
*Note: Citywide Conventions data includes Head of the Charles & the Boston Marathon*

# Citywide Convention Room Nights: 2013-2017



# Total Convention Room Nights by Month

■ 2015 ■ 2016 ■ 2017



# 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

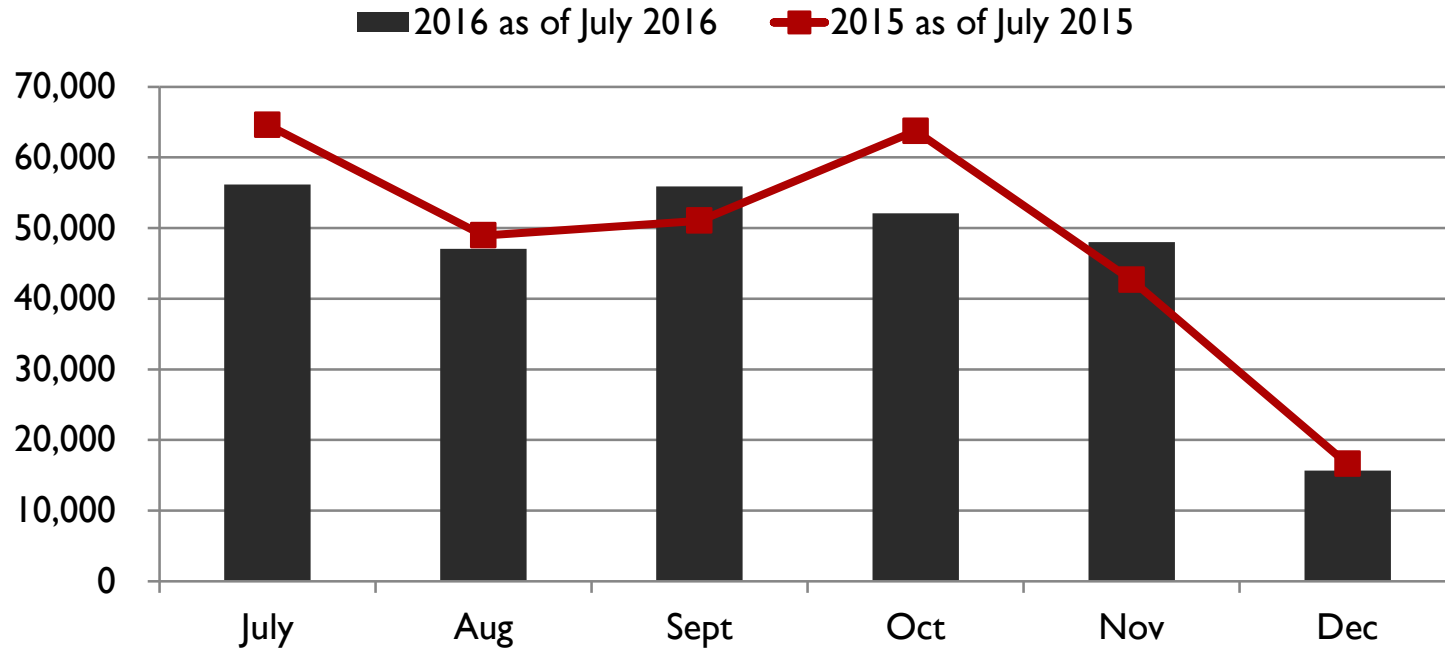
Definite Group Booking Pace

**JULY – DECEMBER 2016**

# Definite Group Room Night Pace 2H 2016 vs. 2015

## Back Bay Set

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

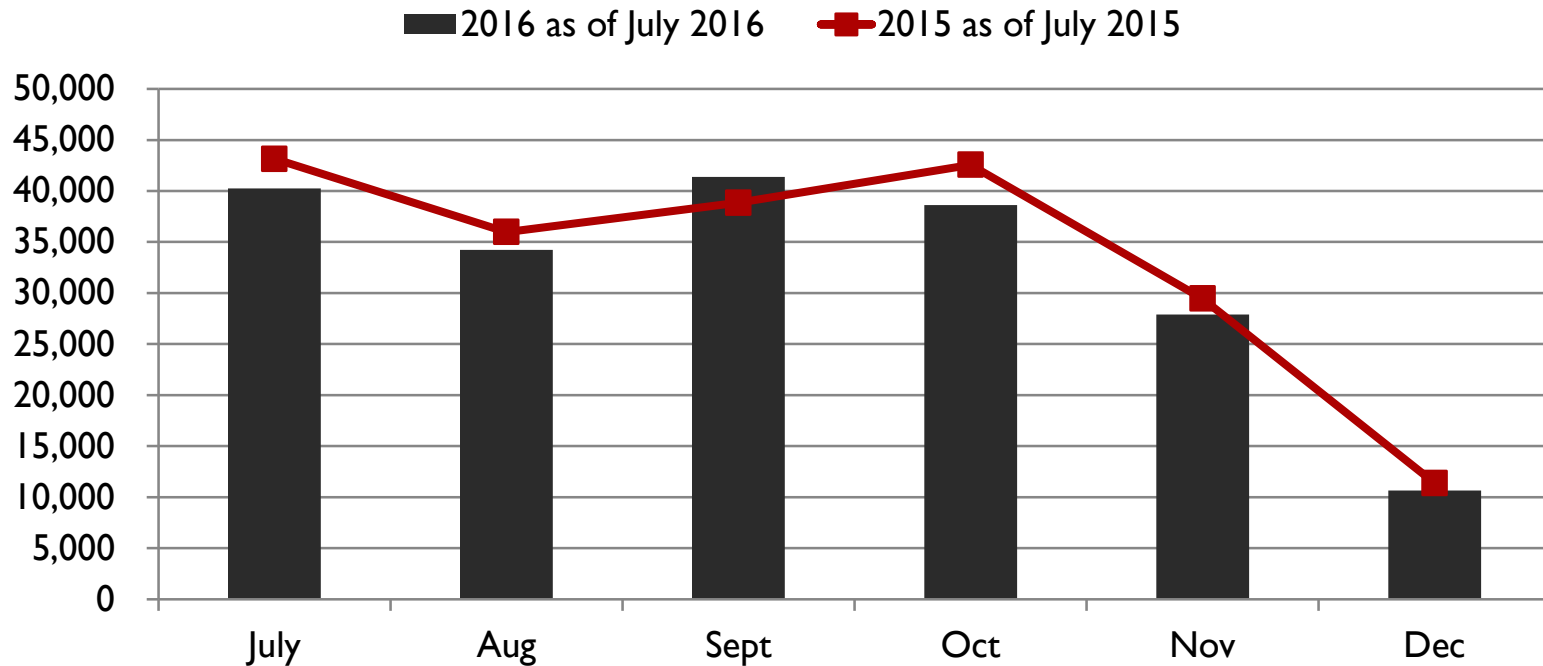




# Definite Group Room Night Pace 2H 2016 vs. 2015

## Downtown Set

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

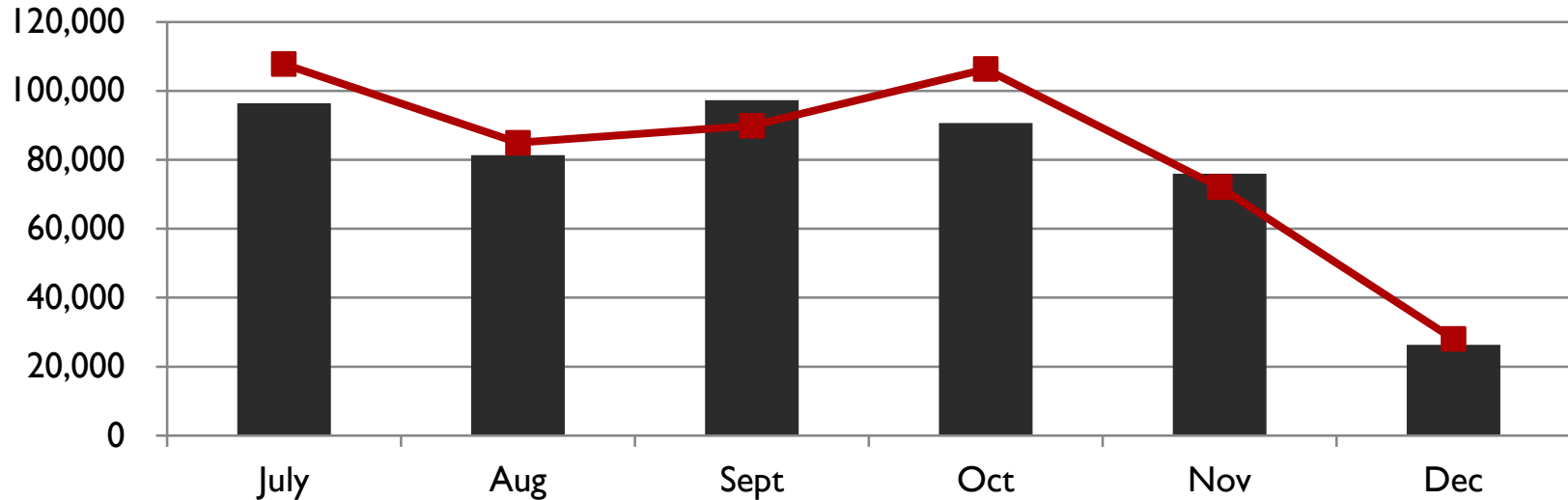


# Definite Group Room Night Pace 2H 2016 vs. 2015

## Back Bay & Downtown Sets

*Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont, Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, & Omni*

■ 2016 as of July 2016    ■ 2015 as of July 2015



# French Bulldogs are cute.



# Frenchies make good pets.



Remember to spay and neuter  
your pets.



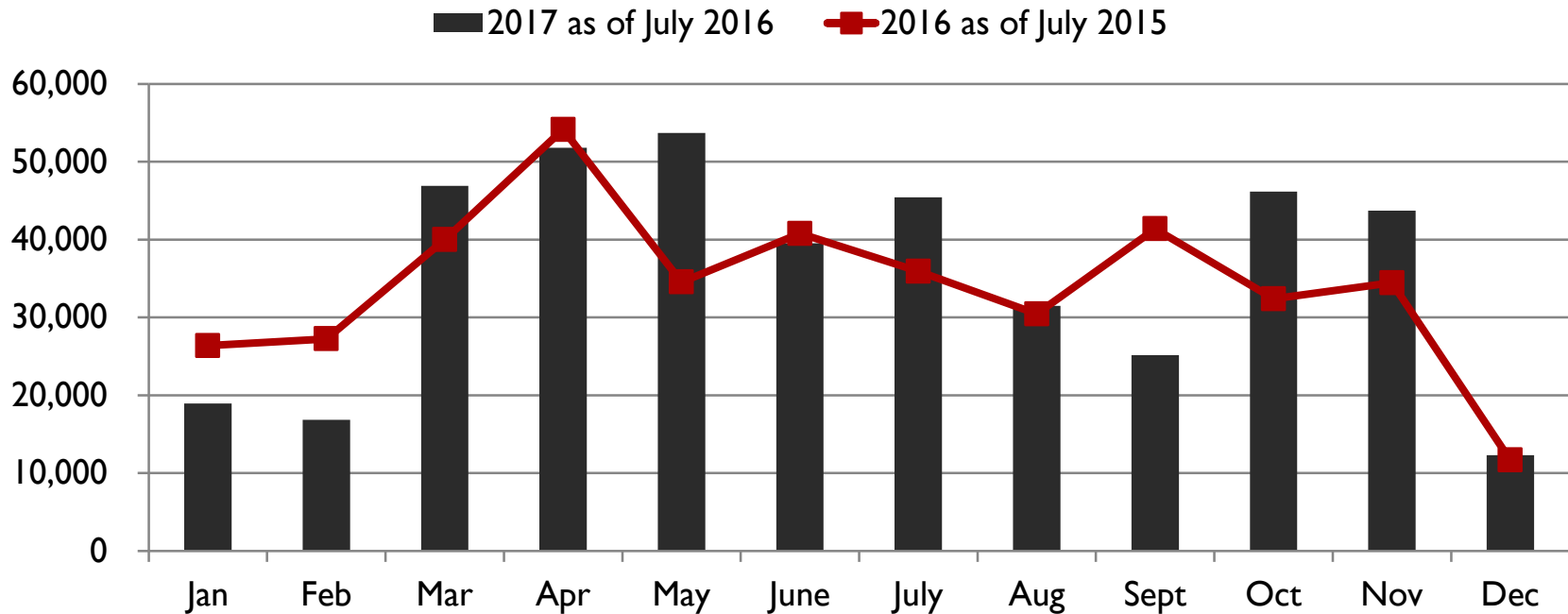
Group Booking Pace

**2017**

# Definite Group Room Night Pace 2017 vs. 2016

## Back Bay Set

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

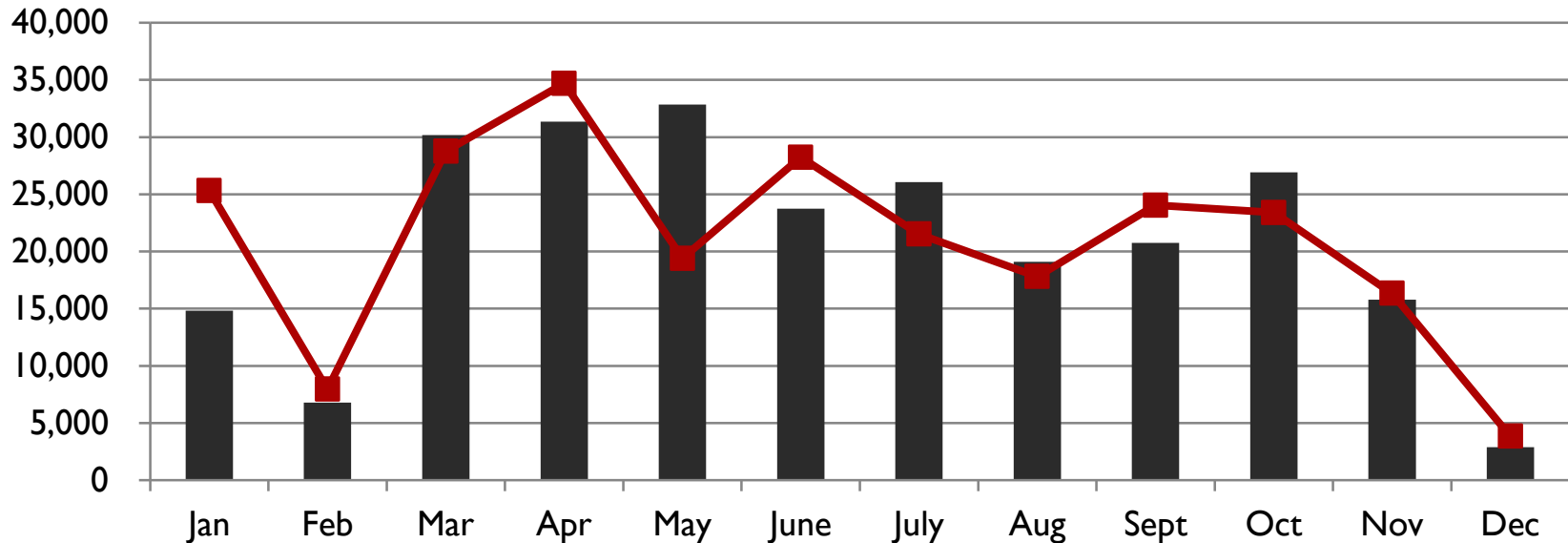


# Definite Group Room Night Pace 2017 vs. 2016

## Downtown Set

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

■ 2017 as of July 2016    ■ 2016 as of July 2015

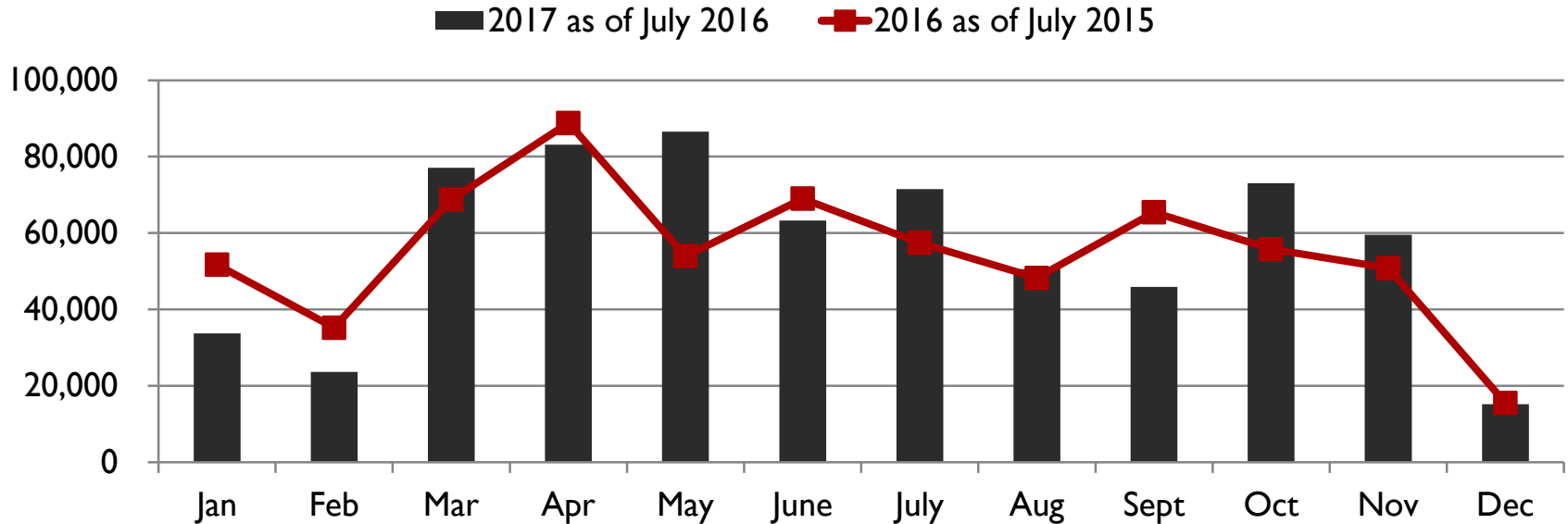




# Definite Group Room Night Pace 2017 vs. 2016

## Back Bay & Downtown Sets

*Properties: Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont, Westin Waterfront, Renaissance, Seaport, Intercontinental, Marriott Long Wharf, Hilton FD, Hyatt FD, & Omni*



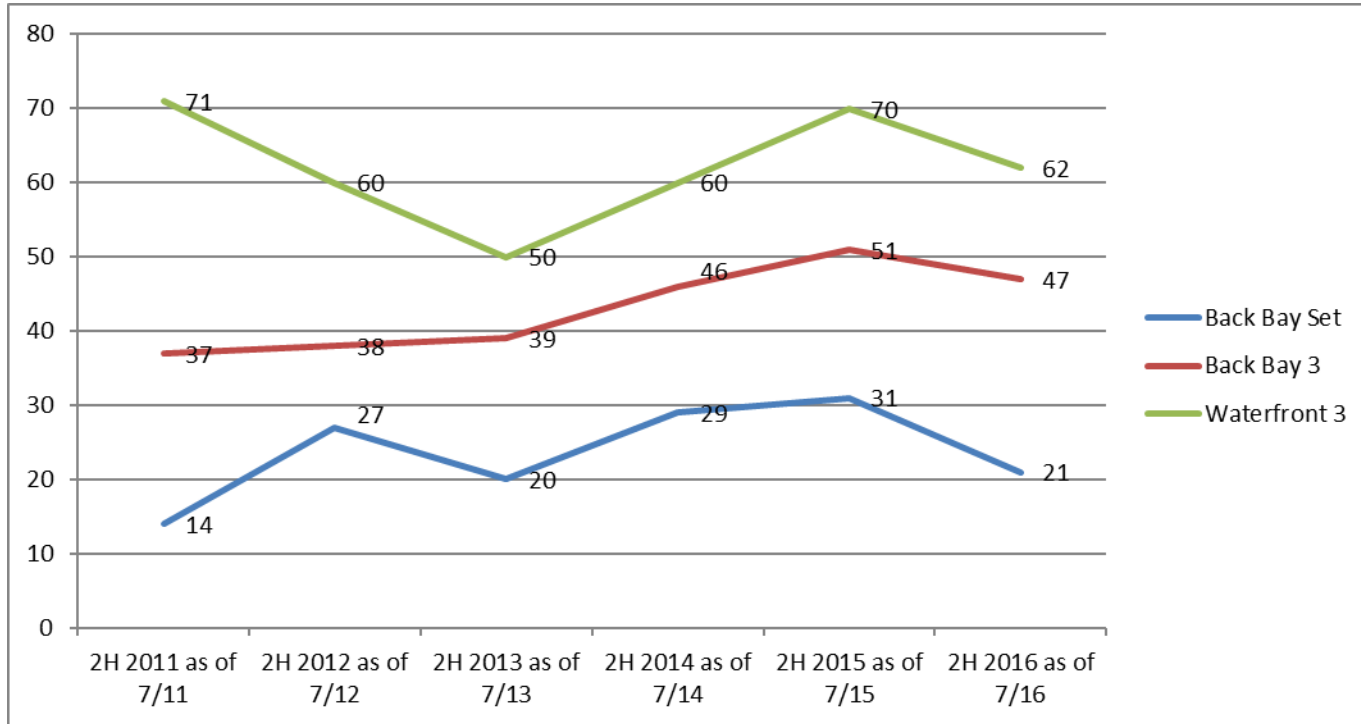
# Group Compression Days

- *50% or more of available supply is committed to groups.*

## Sets

- Back Bay Set - Sheraton, Westin Copley, Back Bay Hilton, Park Plaza, Marriott Copley, Fairmont
- Back Bay 3 - Sheraton, Westin Copley, Marriott Copley
- Waterfront 3 - Westin Waterfront, Seaport, Renaissance

# Group Compression Days: 2H 2011 – 2H 2016



## Group Compression Days

Period	Back Bay Set	Back Bay 3	Waterfront 3
2H 2015 as of 7/15	31	51	70
2H 2016 as of 7/16	21	47	62
Variance	-10	-4	-8

# 2H 2016 Compression Days: Back Bay & “Waterfront 3”

*Waterfront 3 are bolded; Compression Days for both sets are bolded & in red*

JULY:                   **1, 8, 9, 10, 11, 12, 13, 18, 19, 20,**  
**21, 22, 23, 25, 26, 27, 28**

AUGUST:               **5, 6, 7, 8, 16, 17, 22, 23, 24**

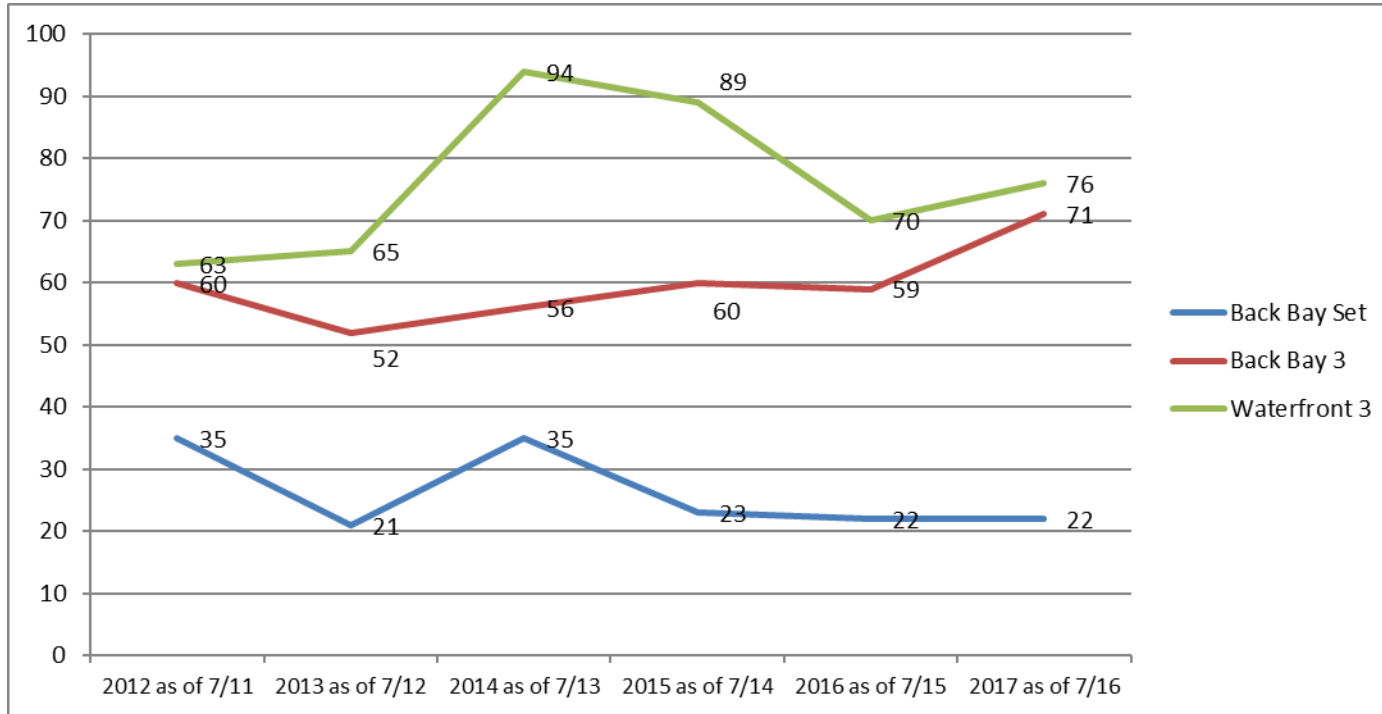
SEPTEMBER:           **12, 13, 14, 15, 19, 20, 21, 22,**  
**23, 24, 25, 26, 27, 28, 29, 30**

OCTOBER:              **4, 5, 6, 7, 8, 9, 15, 16, 17, 18, 19,**  
**20, 23, 24, 25, 26, 27**

NOVEMBER:            **9, 10, 11, 12, 13, 14, 17, 18, 19, 29**

DECEMBER:            **–**

# Group Compression Days 2012 - 2017



## Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2016 as of 7/15	22	59	70
2017 as of 7/16	22	71	76
Variance	0	12	6

# 2017 Compression Days: Back Bay & “Waterfront 3”

*Waterfront 3 are bolded; Compression Days for both sets are bolded & in red*

JANUARY:	<b>25, 26, 27</b>
FEBRUARY:	–
MARCH:	<b>9, 10, 11, 12, 18, 19, 20, 31</b>
APRIL:	<b>1, 2, 3, 16, 21, 23, 24, 25, 26, 27</b>
MAY: 1, 2, 3, 4,	<b>10, 11, 12, 13, 14, 15, 22, 23, 24</b>
JUNE:	<b>4, 5, 14, 15, 16, 17, 30</b>
JULY: 1, 2, 3, 4,	<b>5, 16, 17, 18, 26, 29, 30, 31</b>
AUGUST:	<b>1, 6, 7, 8, 24, 25</b>
SEPTEMBER:	<b>9, 10, 11, 13, 14, 15</b>
OCTOBER:	<b>8, 9, 20, 21, 22, 23, 27, 28, 29, 30, 31</b>
NOVEMBER:	<b>7, 8, 9, 17, 18, 19</b>
DECEMBER:	–



# Summary - 2H 2016

- Citywides: 14 vs 12 Last year
- Hynes & BCEC Events: 35 vs 41 Last Year
- Group Booking Pace: Down 4.3% to Last Year
- Compression Days: Down to Last Year

# Summary - 2017

- Citywides: 31 vs 29 in 2016
- Hynes & BCEC Events: 71 vs 74 in 2016
- Group Booking Pace: Up 3.4% to 2016
- Compression Days: Up to 2016



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