

OUTLOOK 2012



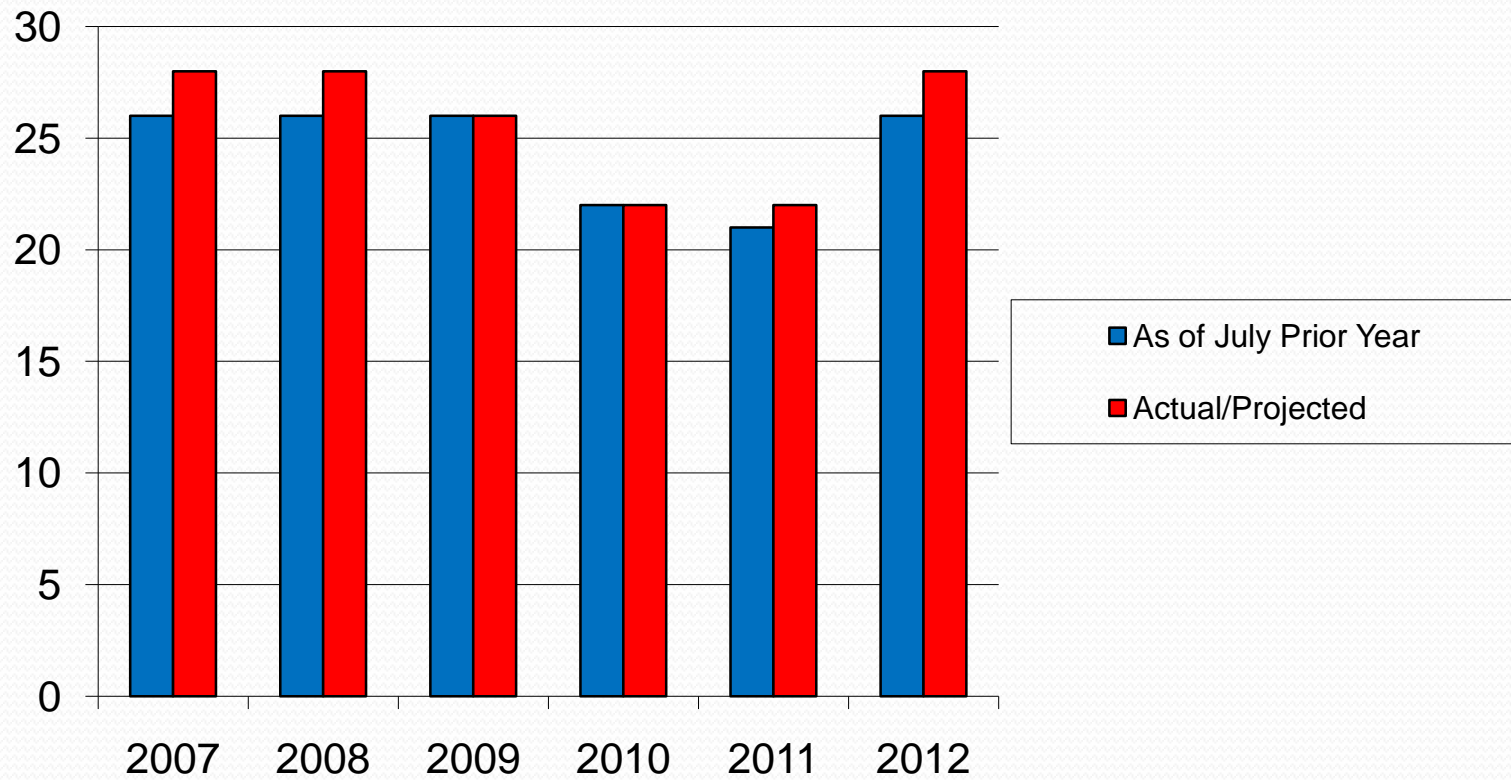
**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

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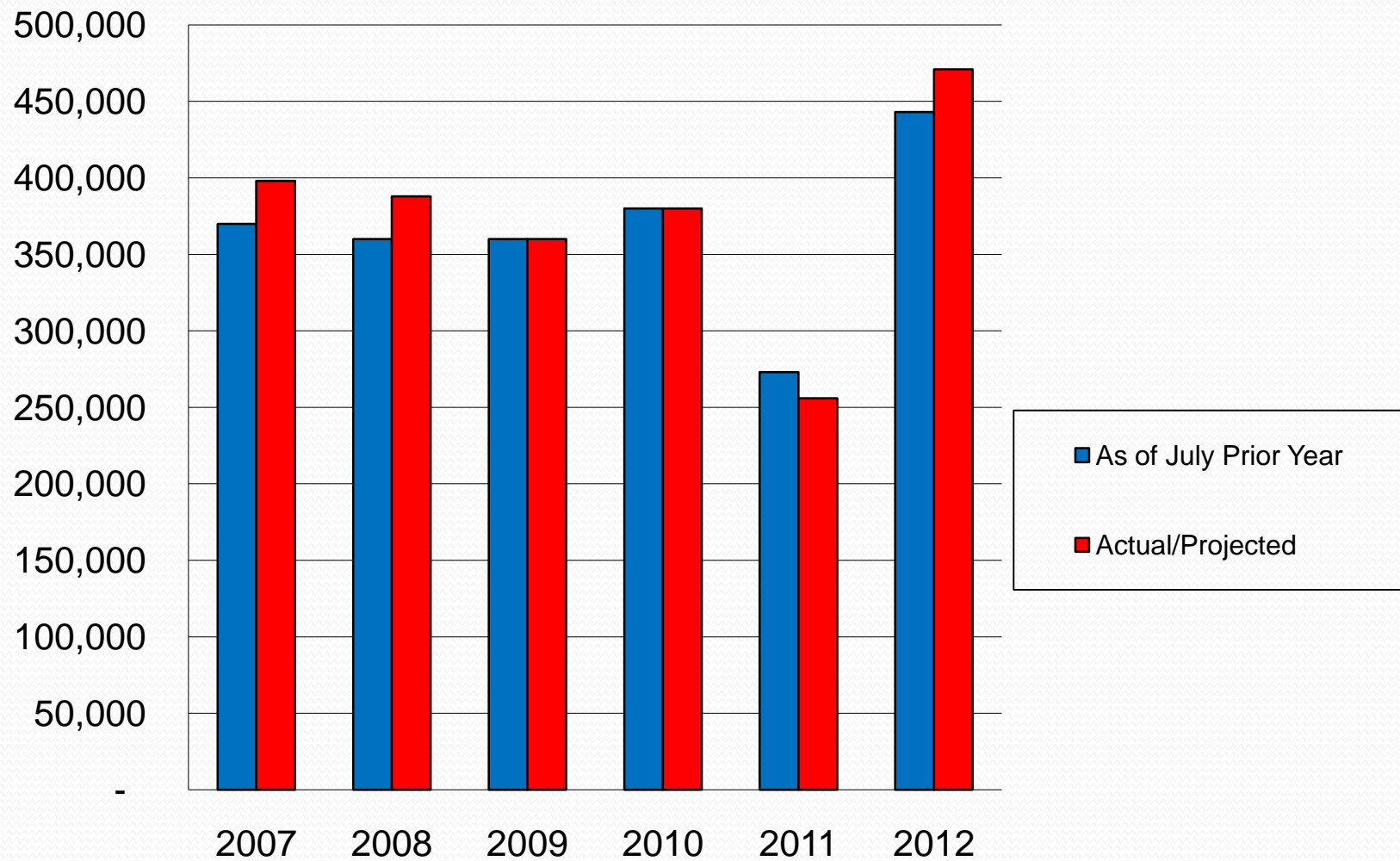
Citywide Characteristics

- 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)

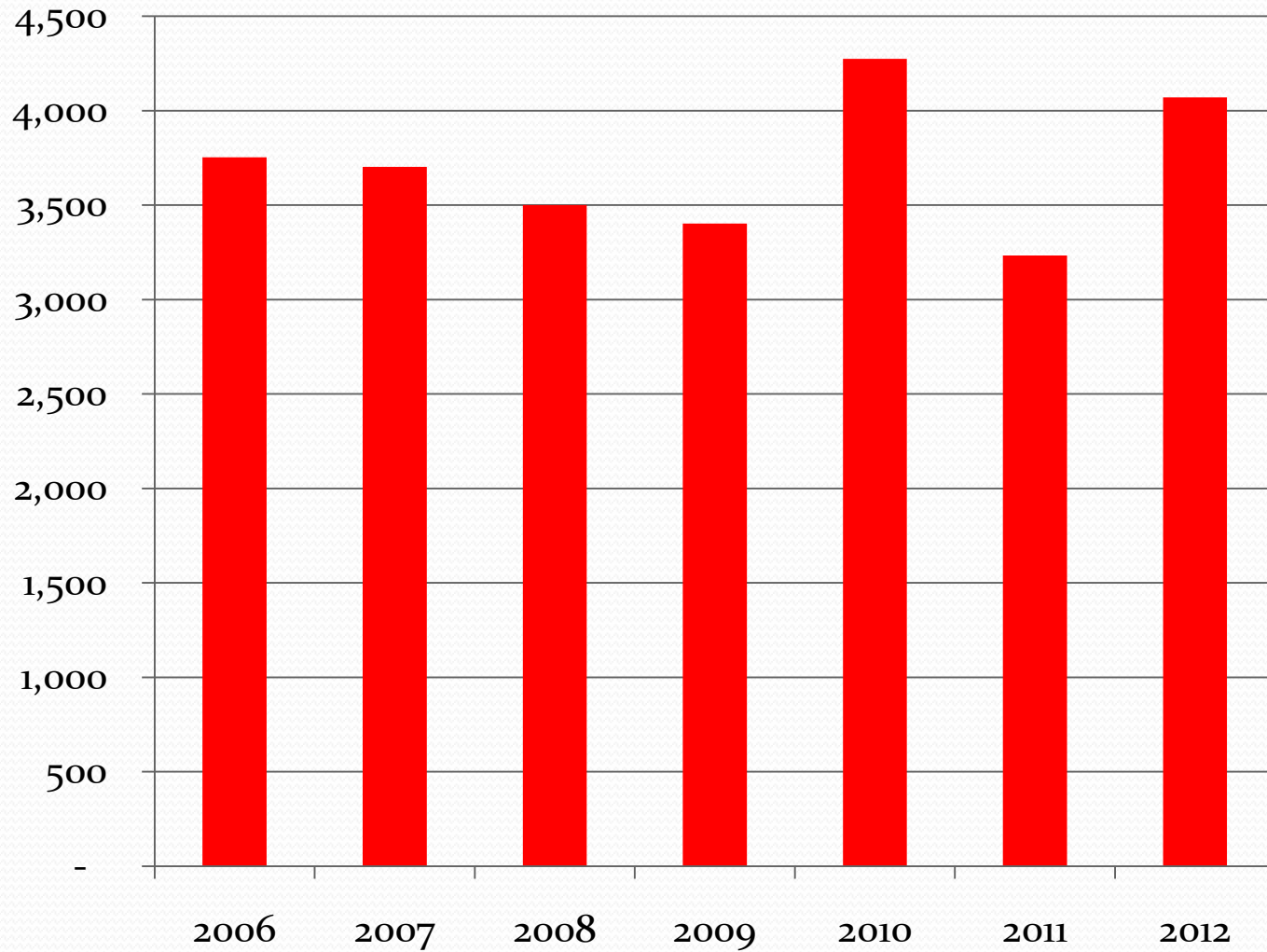
Citywide Conventions 2007-2012



Citywide Convention Room Nights 2007-2012



Average Citywide Room Nights On Peak Night



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

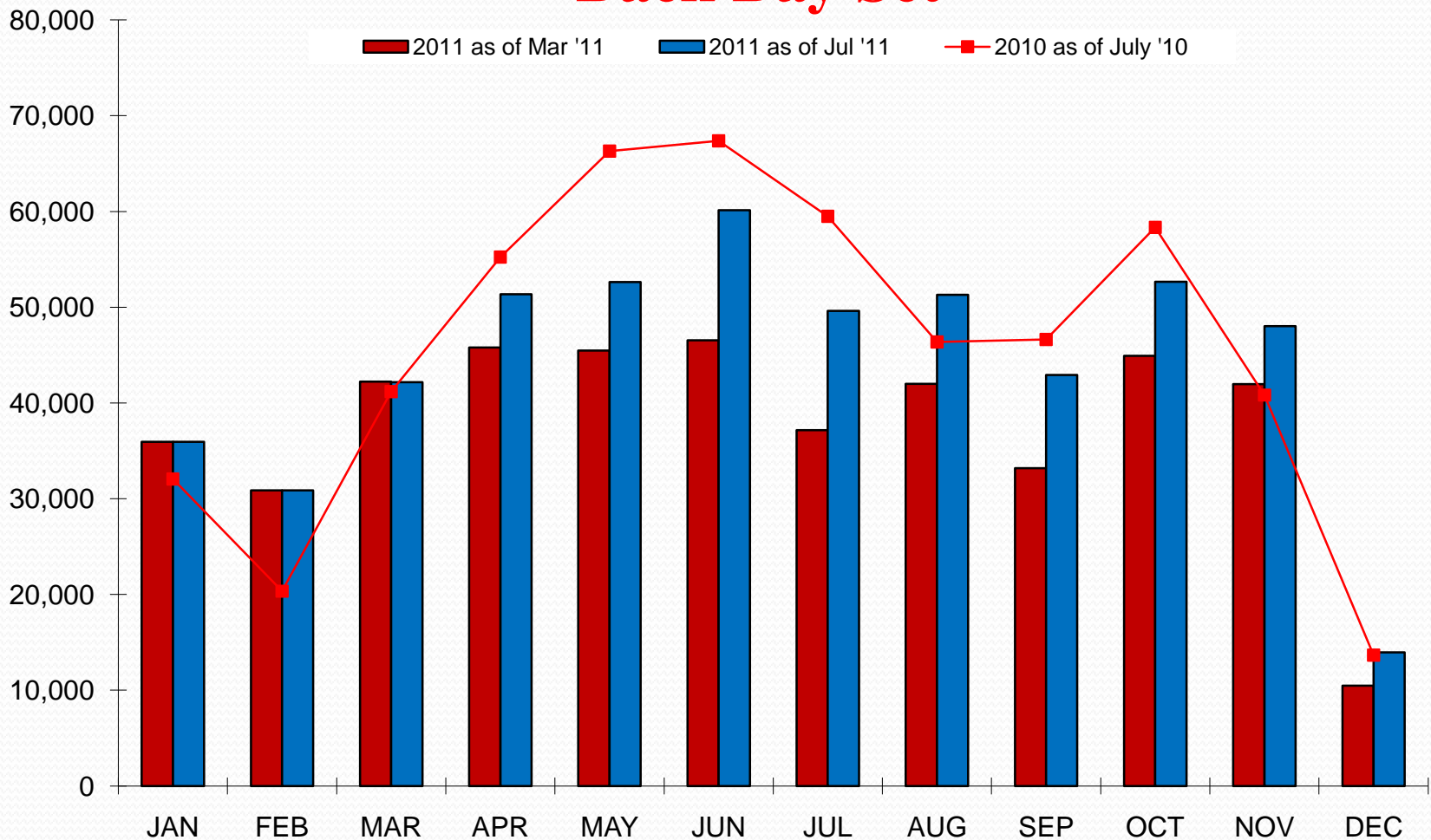
Marriott Long Wharf, Westin Waterfront, Hilton Logan, Seaport, Hyatt Harborside, Intercontinental, Renaissance, Hilton Financial District

Downtown Set

Marriott Long Wharf, Westin Waterfront, Seaport, Intercontinental, Renaissance, Hilton Financial District, Omni, Hyatt Financial District

Definite Group Room Night Pace 2011 vs. 2010

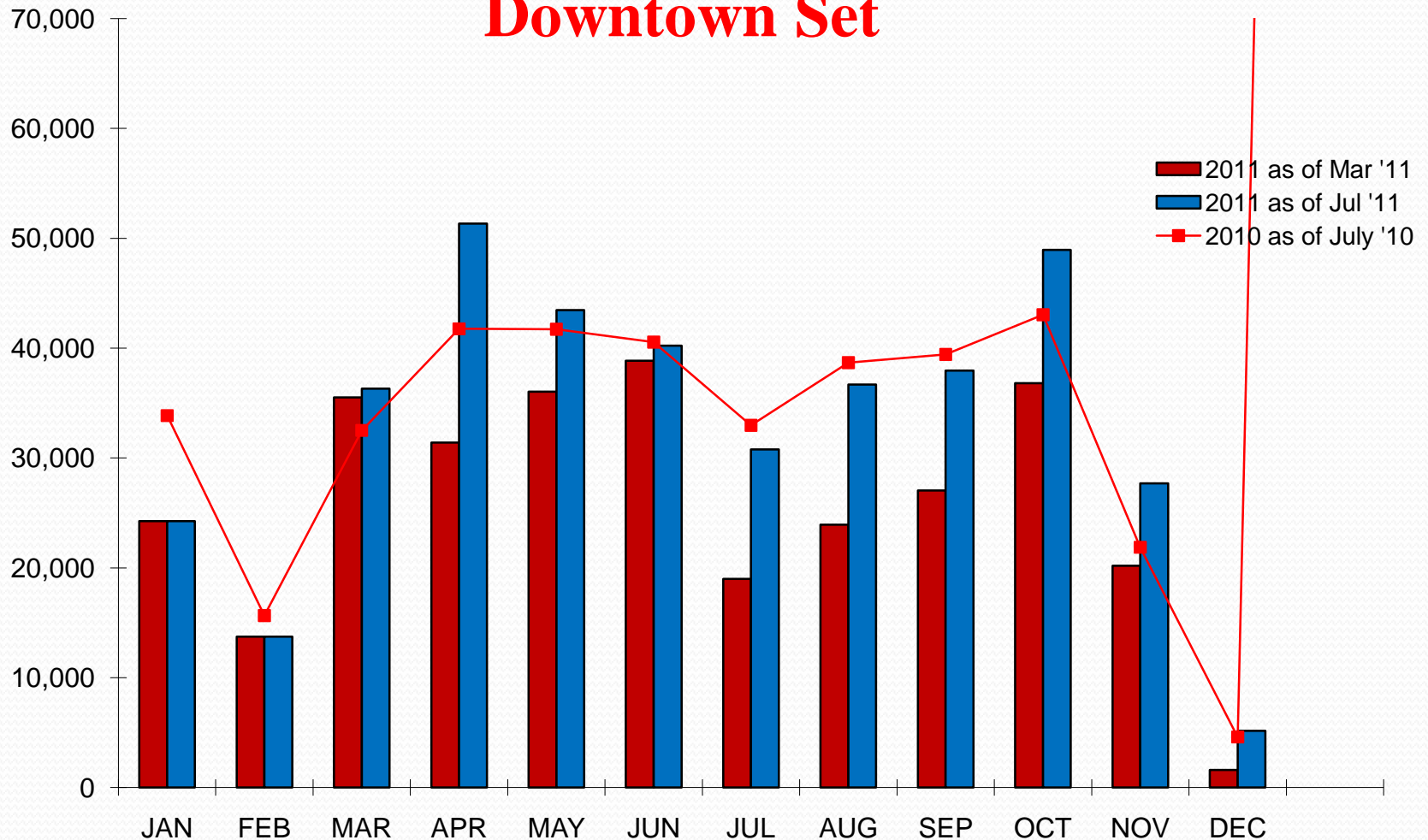
Back Bay Set



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

Definite Group Room Night Pace 2011 vs. 2010

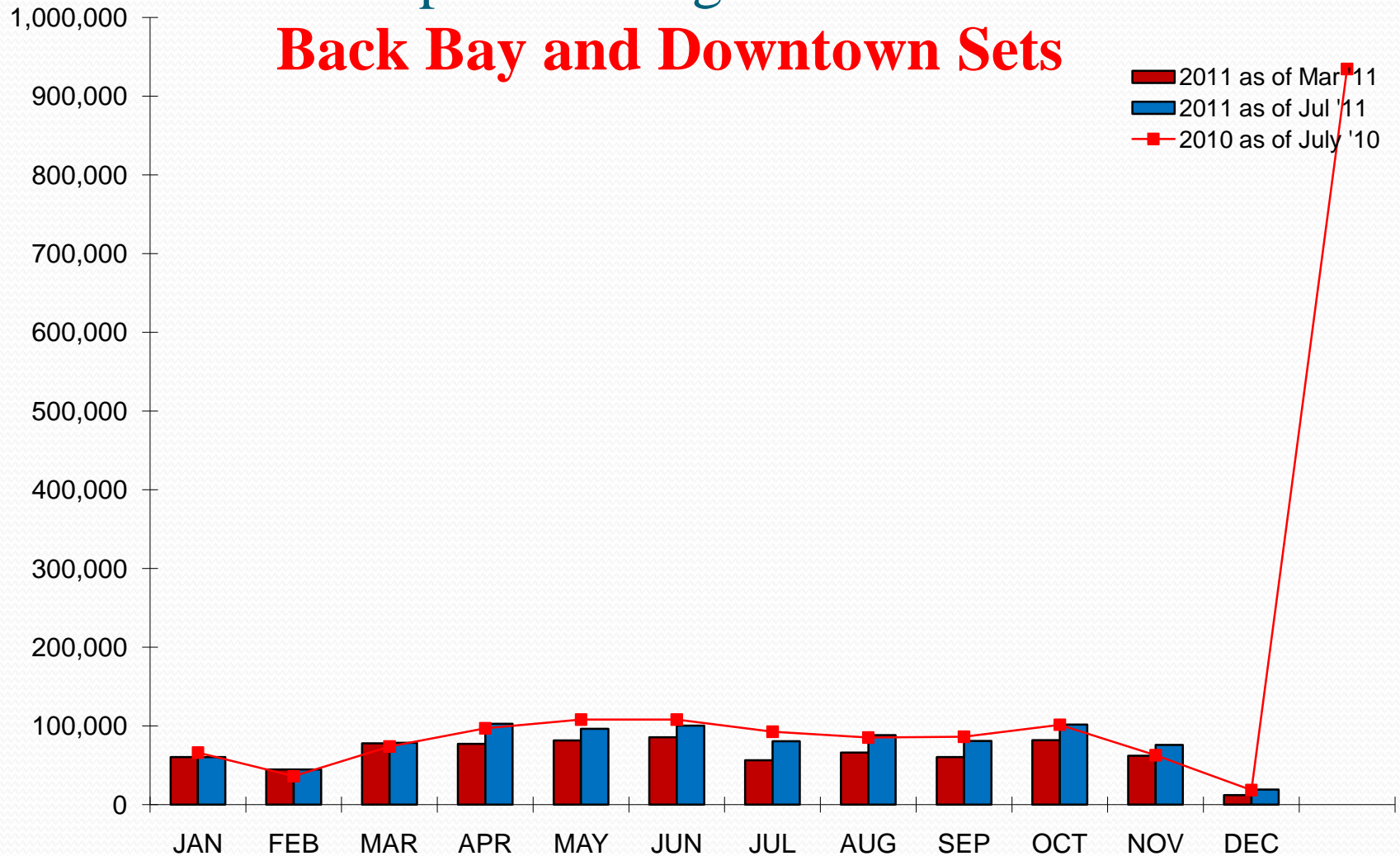
Downtown Set



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

Definite Group Room Night Pace 2011 vs. 2010

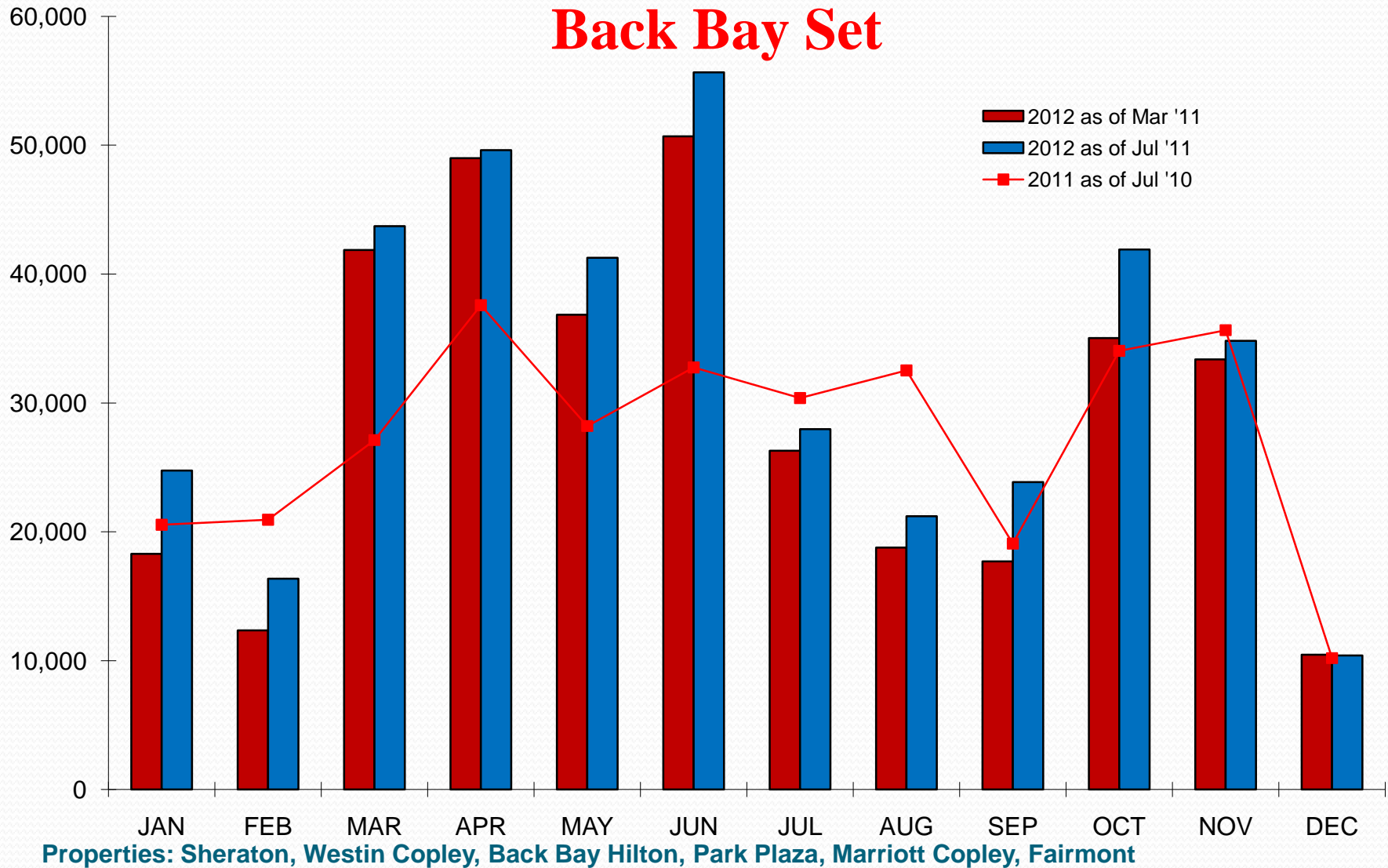
Back Bay and Downtown Sets



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

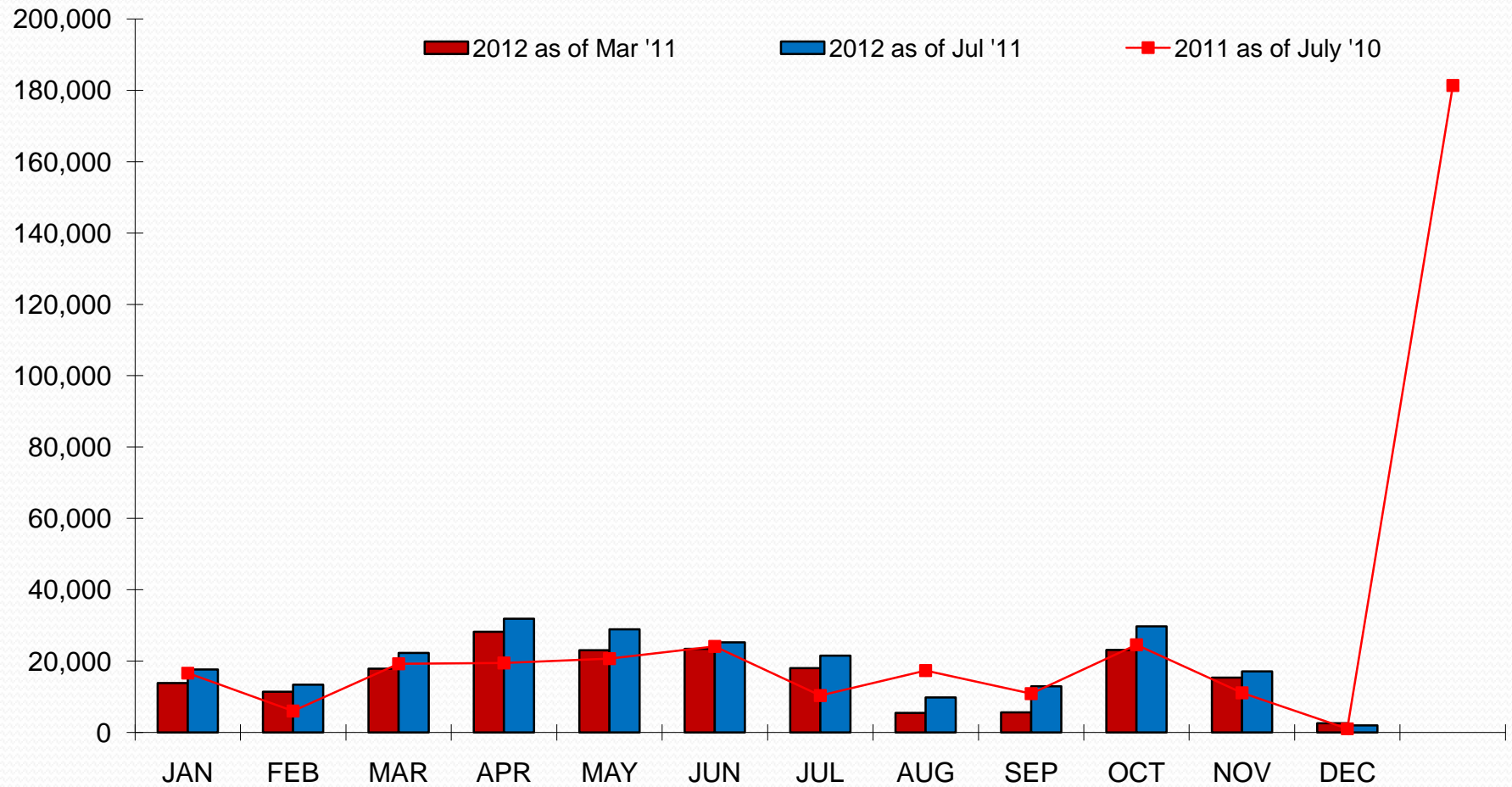
Definite Group Room Night Pace 2012 vs. 2011

Back Bay Set



Definite Group Room Night Pace 2012 vs. 2011

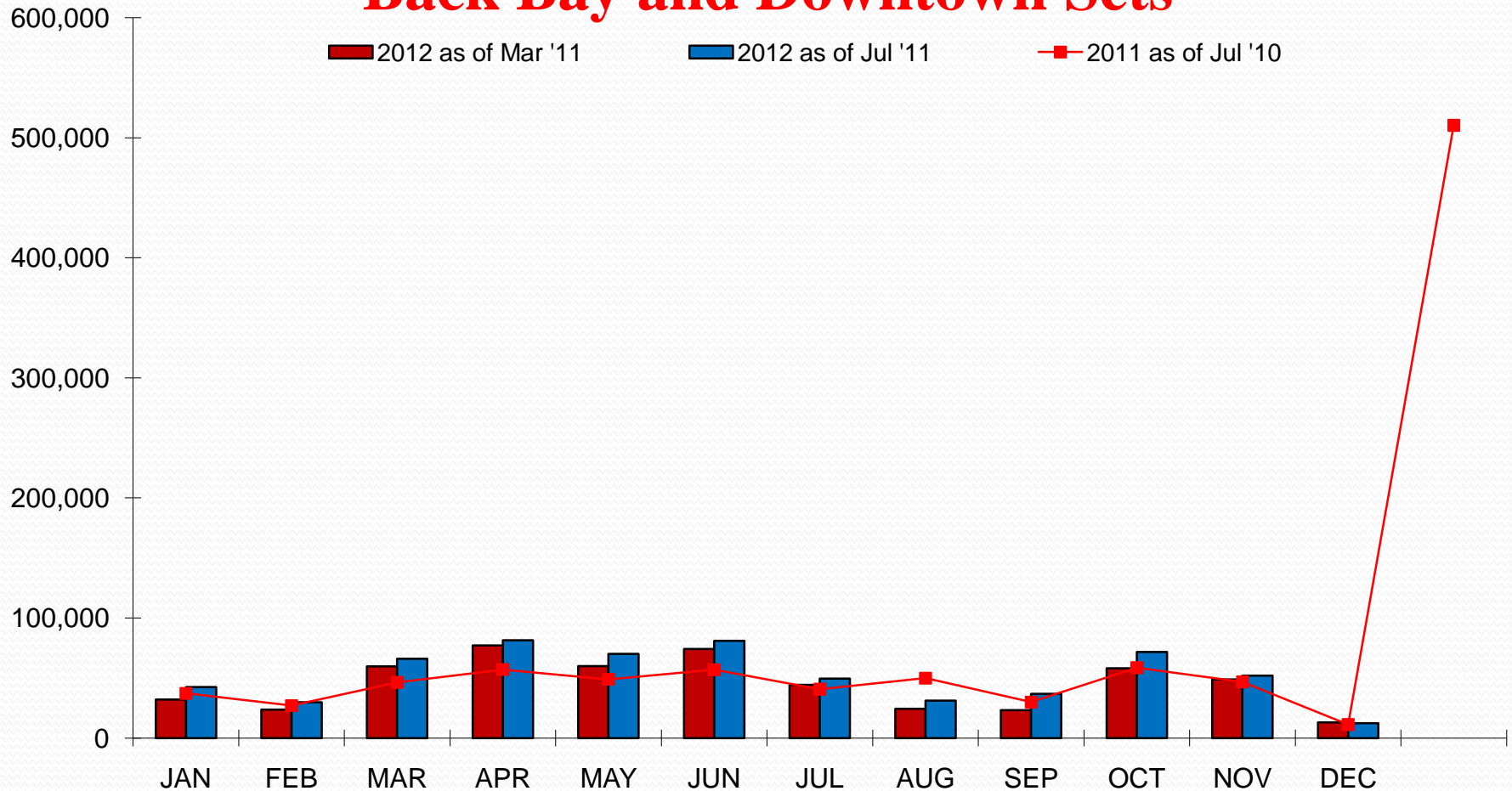
Downtown Set



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

Definite Group Room Night Pace 2012 vs. 2011

Back Bay and 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, and Omni

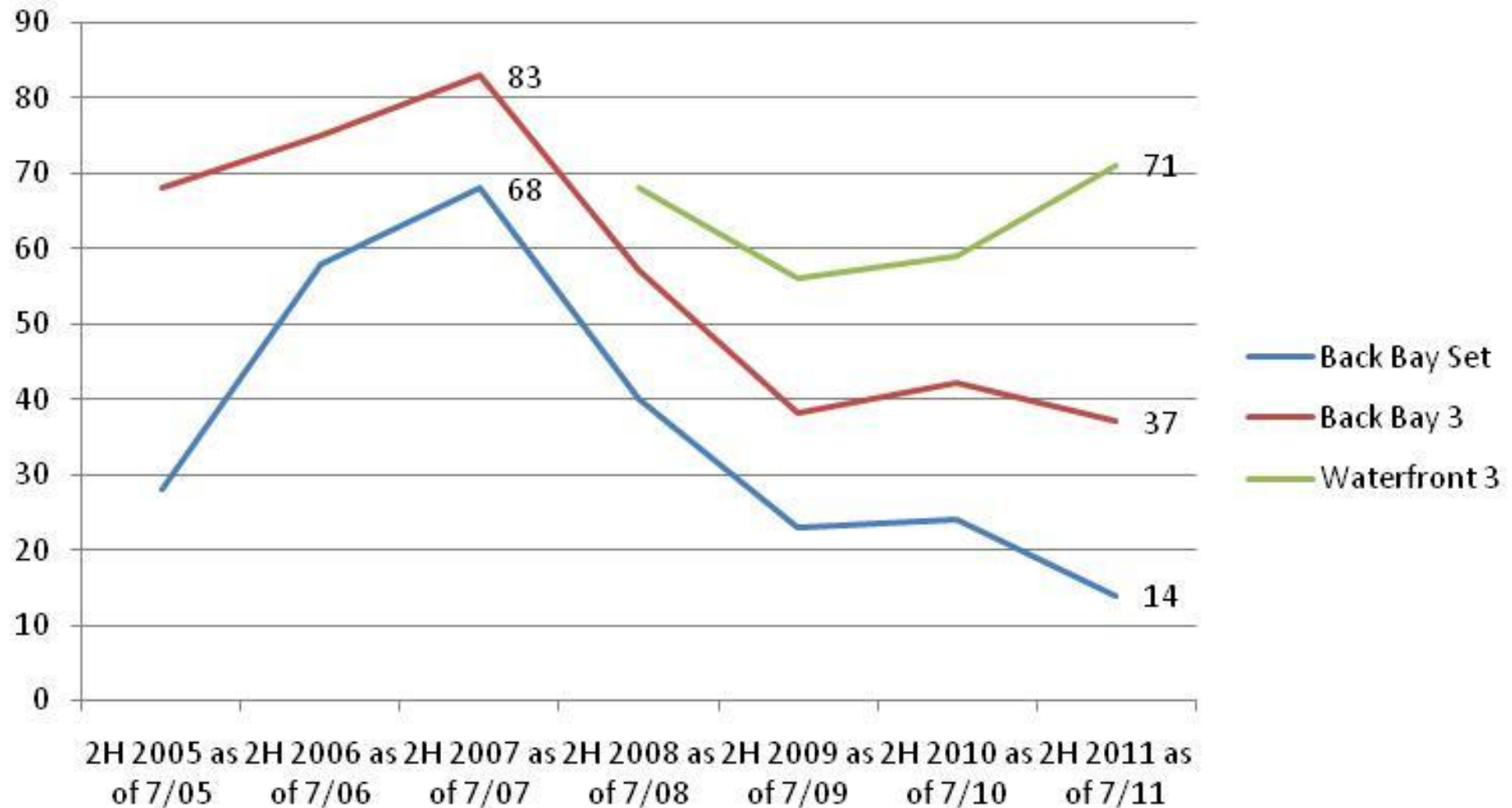
Group Compression Day

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 2005 – 2H 2011



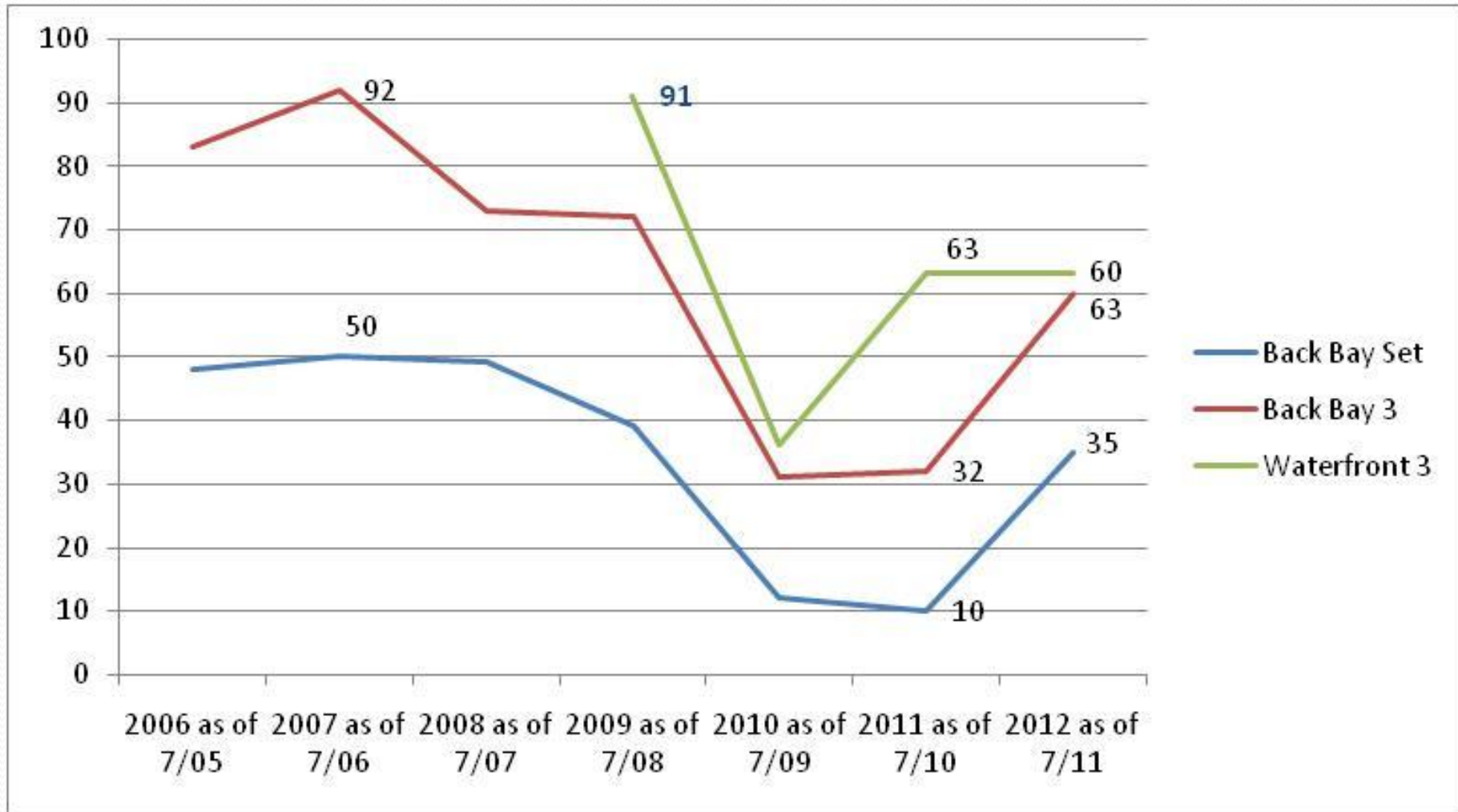
Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2H 2010 as of 7/10	42	24	59
2H 2011 as of 7/11	37	14	71
Variance	-5	-10	12

Back Bay Compression Days 2H 2011

Date	Citywide
July 18	Financial Aid Administrators
August 8	
August 18-25	Orgill / Blacks in Government
October 13-15	
October 19-20	Infectious Disease
November 4-6	Financial Professionals
November 19	
November 29-30	Materials Research

Group Compression Days 2006 - 2012



Group Compression Days

Period	Back Bay 3	Back Bay Set	Waterfront 3
2011 as of 7/10	32	10	63
2012 as of 7/11	60	35	63
Variance	28	25	0

Back Bay Compression Days 2012

Date	Citywide
April 12	
April 20-21	National School Boards
April 29	Pediatric Academics
May 8-11	Heart Rhythm Society
May 20-22	NCTA
June 2-4	Information Display
June 12	
June 18-20	Biotechnology Industry
August 5-6	Academy of Management
October 27-30	Therapeutic Radiology and Oncology
November 9-12	Liver Diseases
November 26-29	National League of Cities

Summary - 2H 2011

Citywides:

- 9 conventions versus 11 2H 2010
- Room nights are down 37% vs 2H 2010 (1H was down 28%)

Group Booking Pace:

- Very Strong Short Term Pick Up
- Back Bay is down 3% for 2H 2011 vs. 2H 2010
- Downtown is up 4% for 2H 2011 vs. 2H 2010
- Combined both sets are flat to last year

Back Bay Group Compression Days:

- Back Bay 3 and Back Bay Set are Down
- Waterfront 3 are up

Summary - 2012

Citywides:

- Total conventions are projected to be up (28 vs. 22)
- Room nights are projected to be up by 215,000 (84%)

Group Booking Pace:

- Back Bay up 19% to 2011
- Downtown up 28% to 2011
- Combined both sets are up 22% to 2011

Compression Days:

- Back Bay up 25 days to 2011 (250%)
- Waterfront 3 are flat to 2011

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