

MB Meet
BOSTON

2025 OUTLOOK & TRENDS



2024 Update

An aerial photograph of Central Park in New York City, showing the park's green spaces, winding paths, and the surrounding dense urban landscape of Midtown Manhattan. The Hudson River is visible on the right side of the image. A large light blue semi-circle is overlaid on the left side of the image.

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MB | TRAVEL SENTIMENT

- Travel and prioritization of travel budget have increased since 2023, with the majority of household income groups showing increases in sentiment compared to last quarter.

92%

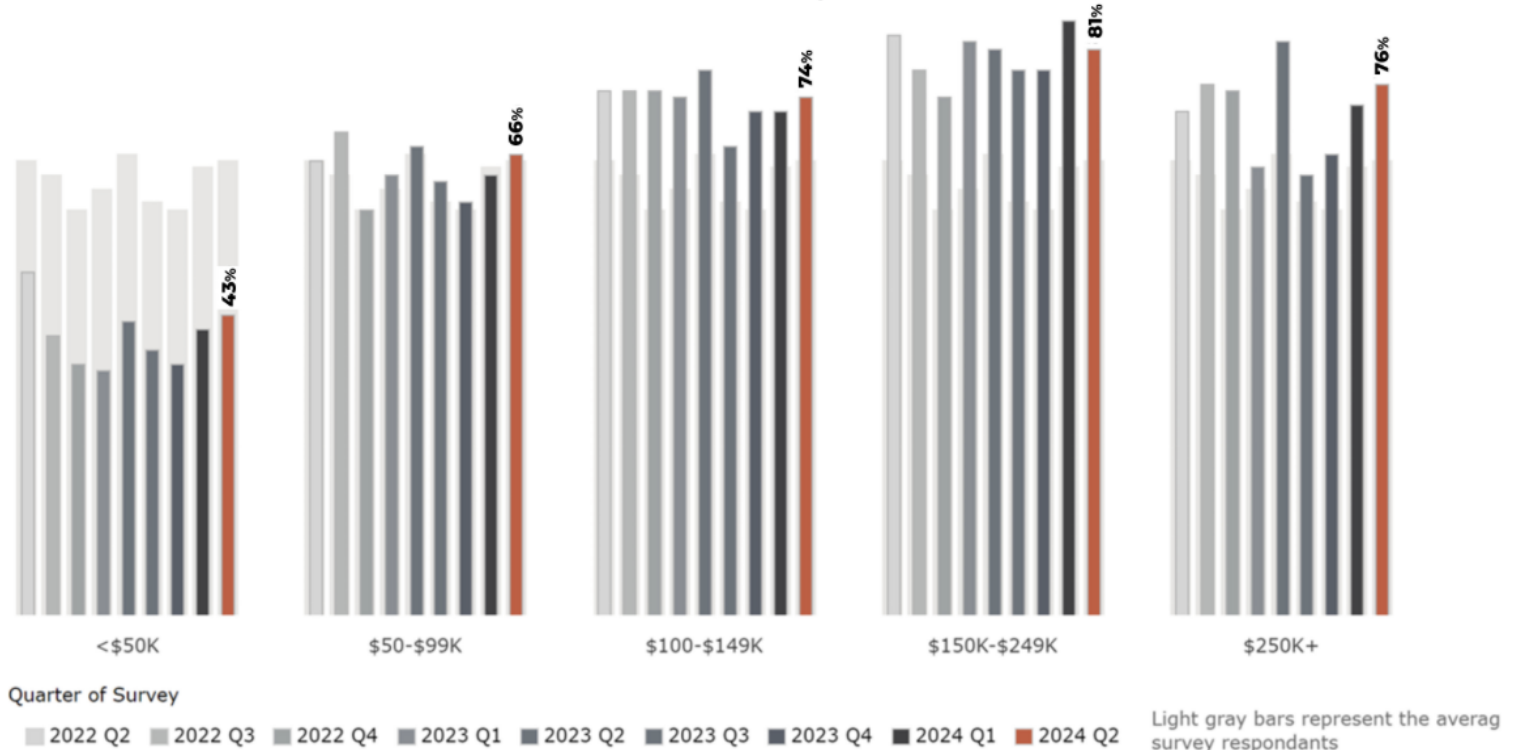
*of travelers who have plans to travel
in next 6 months*

58%

*Of consumers prioritize travel
in their budget*

INTENT TO TRAVEL IN NEXT 6 MONTHS

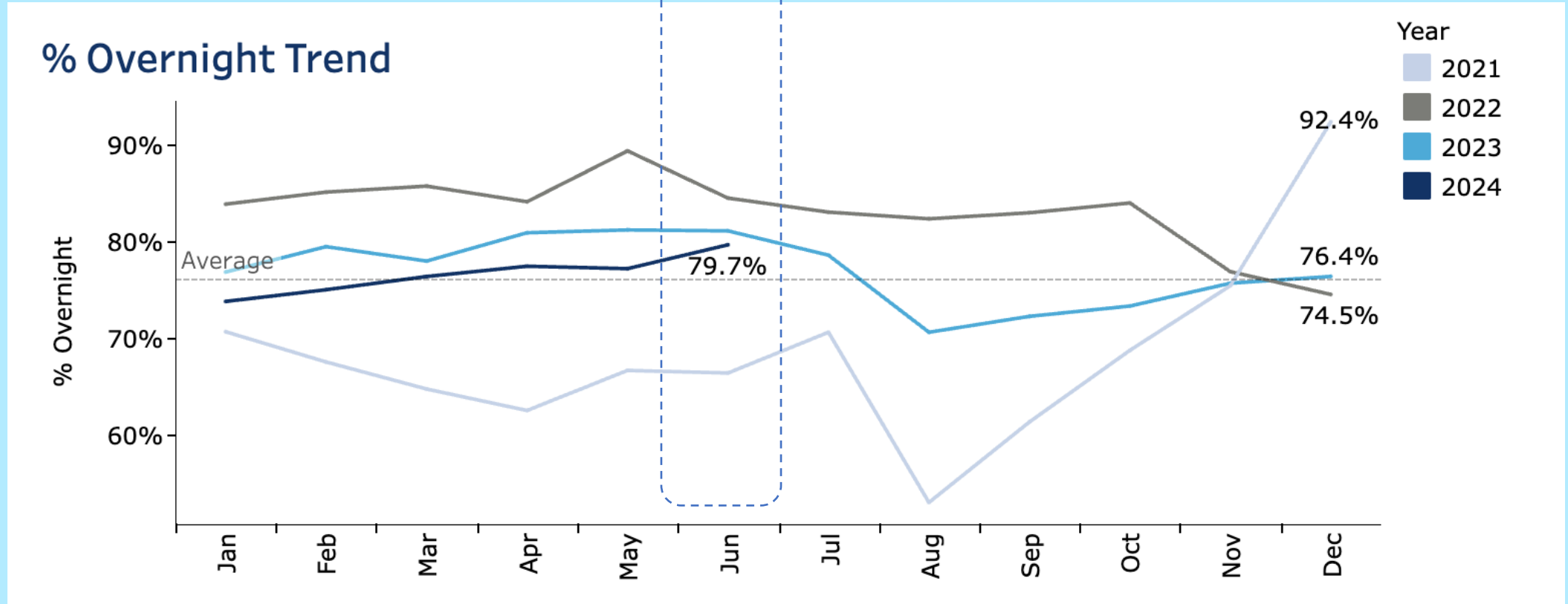
% of American Consumers | Source: MMGY



Source: MMGY
Date Range: *As of Q2 2024

MB | 2024 OVERNIGHT TRIPS

While overnight trips from domestic travelers remain below year-over-year, there has been a consistent upward trend since the beginning of the year, suggesting a positive forecast ahead.



Source: Near via Symphony Tourism Economics
Date Range: 1/1/21 – 6/30/24



MB | TOP 25 USA MARKETS

Boston Ranks

YTD 2024

YTD 2023

#4

RevPAR

#9

YoY Rank

#5

ADR

#5

YoY Rank

#8

Occupancy

#13

YoY Rank

Top Markets Hotel Performance

	Occupancy	ADR	RevPAR
Oahu Island, HI	80.1% ▲ 1.8%	\$283 ▲ 3.2%	\$227 ▲ 5.0%
New York, NY	81.0% ▲ 4.2%	\$278 ▲ 5.6%	\$225 ▲ 10.1%
Miami, FL	77.9% ▲ 3.9%	\$245 ▼ -1.2%	\$191 ▲ 2.6%
Boston, MA	71.3% ▲ 5.0%	\$219 ▲ 3.3%	\$156 ▲ 8.4%
Orlando, FL	74.3% ▼ -2.7%	\$206 ▲ 0.3%	\$153 ▼ -2.4%
San Diego, CA	74.0% ▲ 0.4%	\$204 ▲ 0.8%	\$151 ▲ 1.3%
San Francisco/San Mateo, CA	64.2% ▲ 0.2%	\$223 ▼ -1.3%	\$143 ▼ -1.1%
Orange County, CA	69.6% ▼ -1.2%	\$204 ▼ -0.7%	\$142 ▼ -1.9%
Phoenix, AZ	73.1% ▲ 0.4%	\$193 ▼ -2.9%	\$141 ▼ -2.5%
Tampa, FL	74.1% ▼ -1.6%	\$187 ▼ -0.8%	\$138 ▼ -2.4%
Los Angeles, CA	70.5% ▼ -1.2%	\$193 ▼ -2.6%	\$136 ▼ -3.8%
Washington, DC	68.7% ▲ 2.1%	\$191 ▲ 3.2%	\$131 ▲ 5.3%
Nashville, TN	67.9% ▼ -2.6%	\$178 ▼ -1.6%	\$121 ▼ -4.1%
Seattle, WA	68.2% ▲ 6.5%	\$169 ▲ 2.6%	\$115 ▲ 9.3%
New Orleans, LA	65.5% ▲ 4.0%	\$175 ▼ -4.1%	\$115 ▼ -0.3%
Denver, CO	67.1% ▼ -1.7%	\$146 ▲ 1.3%	\$98 ▼ -0.4%
Chicago, IL	61.1% ▲ 2.2%	\$157 ▲ 0.5%	\$96 ▲ 2.7%
Philadelphia, PA	62.4% ▲ 3.5%	\$150 ▲ 0.5%	\$94 ▲ 4.1%
Dallas, TX	67.3% ▼ -1.3%	\$132 ▲ 4.8%	\$89 ▲ 3.4%
Atlanta, GA	65.4% ▼ -2.2%	\$126 ▼ -0.8%	\$82 ▼ -3.0%
Houston, TX	64.5% ▲ 3.9%	\$120 ▲ 3.2%	\$77 ▲ 7.2%
Norfolk/Virginia Beach, VA	60.1% ▼ -0.9%	\$125 ▲ 0.8%	\$75 ▼ -0.1%



Source: STR
Date Range: 1/1/24 – 6/30/24

MB | TOP 25 MARKETS

2024 vs 2019
(% difference)

↑ 13%
RevPAR

↑ 13%
ADR

↓ 0.2%
Occupancy

Top Markets Hotel Performance compared to 2019

Top 25 Markets Hotel Performance

January - June 2024 compared to the same months in 2019 | Ranked by ADR

	Occupancy		ADR		RevPAR	
Oahu Island, HI	80.1%	▼ -3.8%	\$283	▲ 21.4%	\$227	▲ 16.8%
New York, NY	81.0%	▼ -2.9%	\$278	▲ 18.7%	\$225	▲ 15.3%
Miami, FL	77.9%	▼ -2.3%	\$245	▲ 13.3%	\$191	▲ 10.7%
San Francisco/San Mateo, CA	64.2%	▼ -20.7%	\$223	▼ -12.3%	\$143	▼ -30.5%
Boston, MA	71.3%	▼ -0.2%	\$219	▲ 12.8%	\$156	▲ 12.6%
Orlando, FL	74.3%	▼ -7.0%	\$206	▲ 54.9%	\$153	▲ 44.1%
San Diego, CA	74.0%	▼ -4.2%	\$204	▲ 24.0%	\$151	▲ 18.9%
Orange County, CA	69.6%	▼ -9.6%	\$204	▲ 26.5%	\$142	▲ 14.4%
Los Angeles, CA	70.5%	▼ -11.1%	\$193	▲ 9.3%	\$136	▼ -2.8%
Phoenix, AZ	73.1%	▼ -3.6%	\$193	▲ 29.4%	\$141	▲ 24.8%
Washington, DC	68.7%	▼ -3.4%	\$191	▲ 14.6%	\$131	▲ 10.7%
Tampa, FL	74.1%	▼ -4.9%	\$187	▲ 28.5%	\$138	▲ 22.1%
Nashville, TN	67.9%	▼ -7.7%	\$178	▲ 18.3%	\$121	▲ 9.2%
New Orleans, LA	65.5%	▼ -11.3%	\$175	▲ 10.8%	\$115	▼ -1.8%
Seattle, WA	68.2%	▼ -5.6%	\$169	▲ 9.8%	\$115	▲ 3.7%
Chicago, IL	61.1%	▼ -8.8%	\$157	▲ 12.1%	\$96	▲ 2.3%
Philadelphia, PA	62.4%	▼ -8.9%	\$150	▲ 10.3%	\$94	▲ 0.5%
Denver, CO	67.1%	▼ -7.5%	\$146	▲ 12.8%	\$98	▲ 4.3%
Minneapolis, MN	55.7%	▼ -13.7%	\$132	▲ 10.7%	\$73	▼ -4.5%
Dallas, TX	67.3%	▼ -2.9%	\$132	▲ 17.8%	\$89	▲ 14.5%
Atlanta, GA	65.4%	▼ -7.8%	\$126	▲ 5.4%	\$82	▼ -2.8%



Source: STR
Date Range: 1/1/19– 6/30/19

MB | GROUP SALES TRENDS-2024

Group Sales Summary

Year over Year change

482

Definite Lead Volume



27%

104

Average Peak

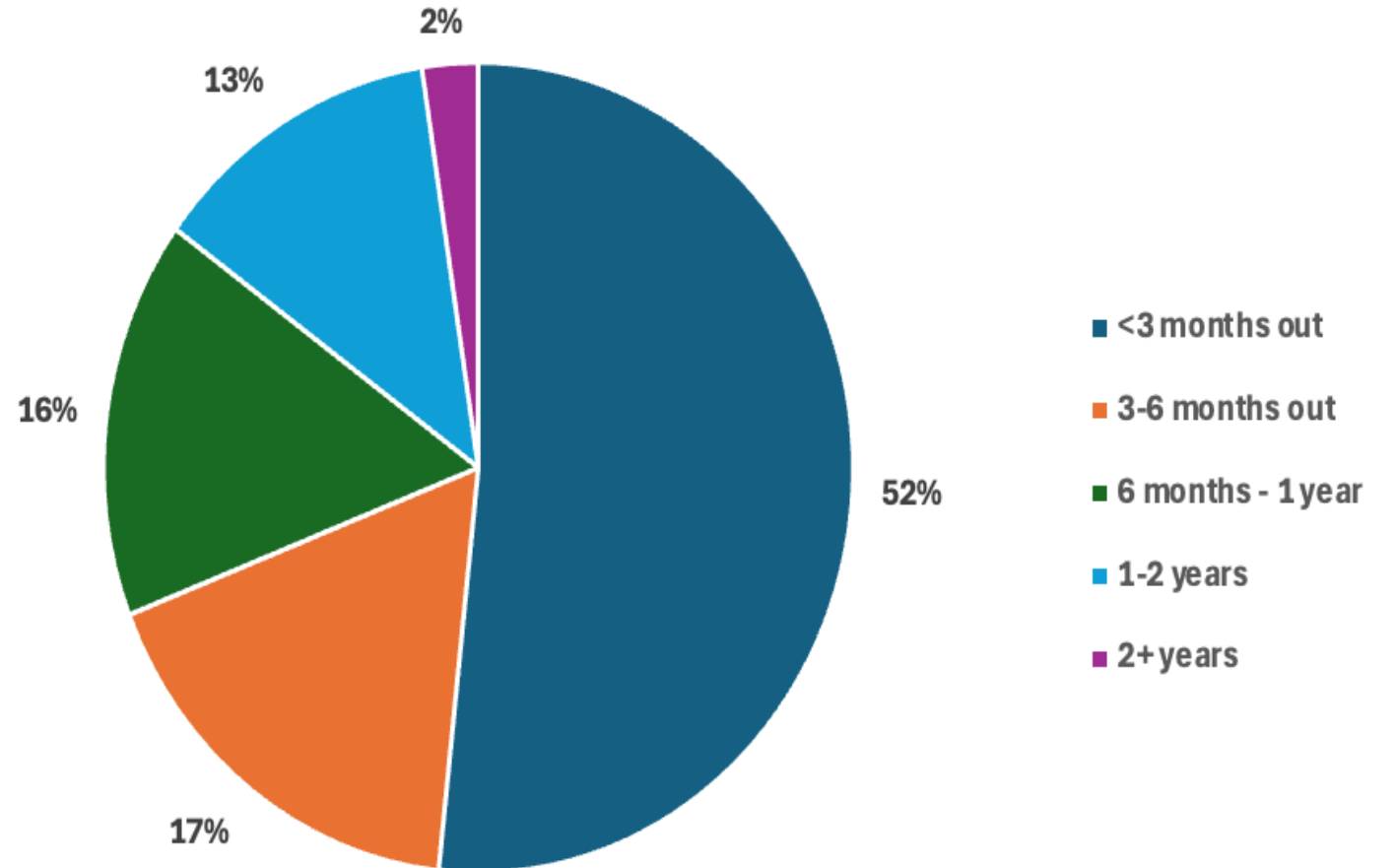


11%

-7%

Average Room Block

Group Sales Booking Window



Source: Meet Boston CRM System (SimpleView)
Date Range: *As of 7/31/2024

MB | 2024 SPORTS EVENTS

SCHEDULED EVENTS

SuperTri

August 18, 2024

WNBA – CT Sun Game

August 20, 2024

FM Championship (LPGA)

August 29 – September 1, 2024

Premier Lacross League Quarter Finals

September 2, 2024

Head of the Charles

October 19-20, 2024

Wasabi Fenway Bowl

December 28, 2024



2025 and Future Outlook

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MB | ROOM NIGHTS ON THE BOOKS

As of July 2024, Boston's room nights booked are trending above the national average for 2024, 2025, and 2026.

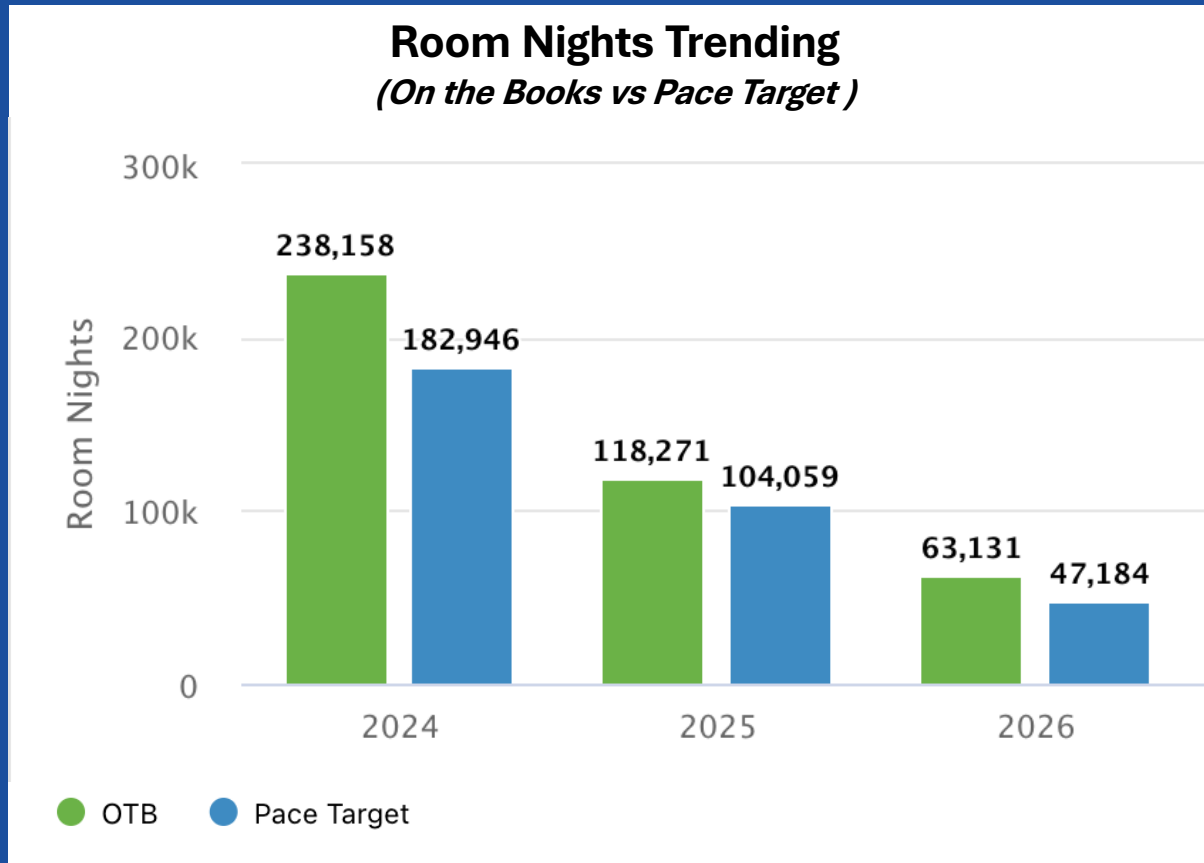
**note: For 2026, FIFA attributed rooms are not included*

Room Nights Booked: National Benchmark Comparison

+30%
2024
compared to National Benchmark

+14%
2025
compared to National Benchmark

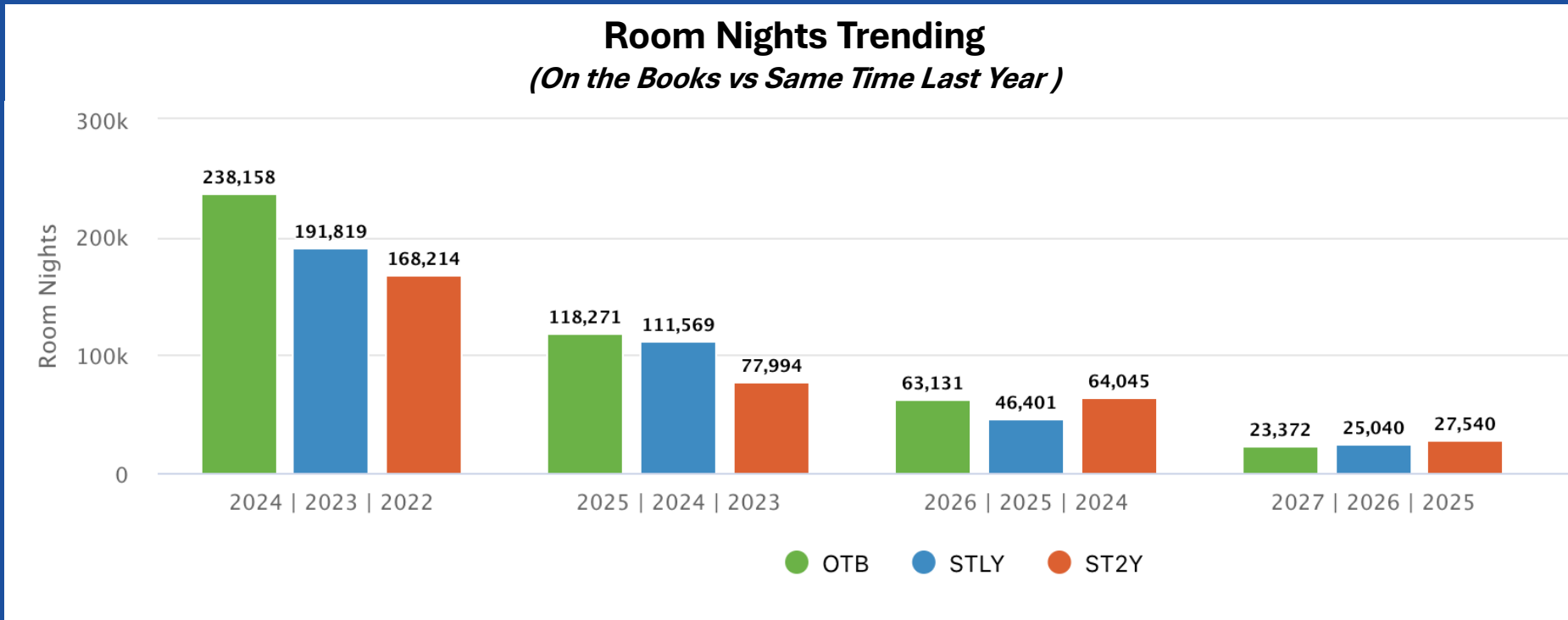
34%
2026
compared to National Benchmark



Source: FuturePace (SimpleView)
Date Range: *As of 7/31/2024

MB | ROOM NIGHTS ON THE BOOKS

- Booking Pace continues to remain strong compared to STLY and ST2Y.
- 2026 Pace does not currently include FIFA room blocks.



*OTB = On the Books

*STLY = Same Time Last Year

*ST2Y = Same Time 2 Years

+24%
2024 vs STLY

+6%
2025 vs STLY

+36%
2026 vs STLY



Source: FuturePace (SimpleView)
Date Range: *As of 7/31/2024

MB | 2025 SPORTS EVENTS

SCHEDULED EVENTS

Date	Event
February 13-17, 2025	Blast Esports Rainbow 6 Invitational
February 17-20, 2025	NHL: 4 Nations Face-Off
February 23-25, 2025	National Sports Forum
March 6-9, 2025	New Balance Nationals Indoor Track and Field
March 20-24, 2025	ISU World Figure Skating Championships 2025
April 21, 2025	Boston Marathon
May 24 & 26, 2025	NCAA Divisions I, II and III Men's Lacrosse Championships- Finals
May 23 & 25, 2025	NCAA Division I, II and III Women's Lacrosse Championship- Semifinals/Finals
May 31 – June 1, 2025	North American Cup Rugby IGR (International Gay Rugby)
October 18-19, 2025	Head of the Charles
December	Wasabi Fenway Bowl



Source: Meet Boston CRM System (SimpleView)
Date Range: 1/1/25 - 12/31/2025

International Visitation



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MB | International Visitor Markets | 2024

- Canada and the UK are projected to bring in over 1 million visitors in 2024.
- China is expected to see over a 1.3x increase in visitors compared to last year, gradually returning to 2019 visitation numbers.

Predicted 2024* Top International Markets by Overnight Visits

Canada	838.2K	▲1.1% YOY
United Kingdom	194.7K	▲5.8% YOY
China	180.1K	▲133.9% YOY
France	106.2K	▲40.0% YOY
India	89.9K	▲4.3% YOY
Brazil	89.6K	▲23.8% YOY
Spain	74.8K	▲23.5% YOY
Portugal	73.7K	▲72.5% YOY
Germany	71.9K	▲8.7% YOY
Japan	69.7K	▲56.7% YOY

Top Growth Markets (compared to 2023)



China



Portugal



Japan



France



*Data predictions as of 4/26/2024
Source: Tourism Economics Global City Travel
Date Range: 1/1/24 – 12/31/24

MB | International Visitor Markets | 2025

- By 2025, 80% of the top 10 international markets are projected to exceed 2019 visitation levels
- By 2026 all top markets are projected to exceed 2019 visitation levels, including China.

Predicted 2025* Top International Markets by Overnight Visits

Canada	892.2K	▲3.3%
China	239.7K	▼4.9%
United Kingdom	213.5K	▼0.7%
France	118.7K	▲18.7%
Brazil	102.1K	▲8.9%
India	93.5K	▲18.3%
Japan	87.9K	▲17.9%
Germany	80.5K	▲8.1%
Spain	80.1K	▲14.5%
Rest of Caribbean	76.0K	▲12.4%



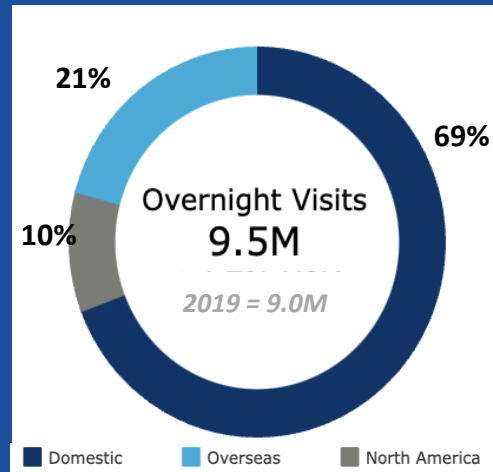
*Data predictions as of 4/26/2024
Source: Tourism Economics Global City Travel
Date Range: 1/1/25 – 12/31/25



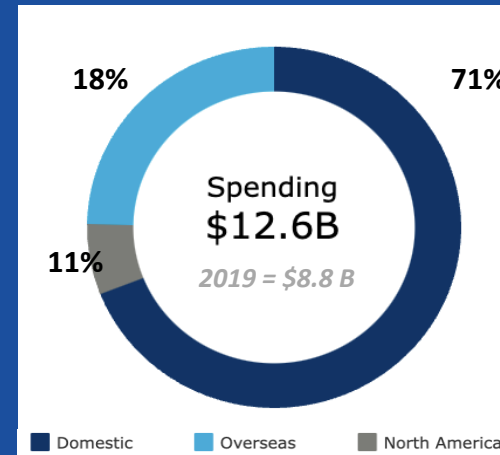
MB | International Visitation & Spending | 2025

- In 2025, total overnight visits across all markets are predicted to increase by 500,000 compared to 2019.
- However, those visitors are expected to spend more, totaling an additional \$3.8 billion compared to 2019.

Predicted Visitation and Spending in Boston 2025 (International + Overseas + Domestic)



+5%
Compared to 2019



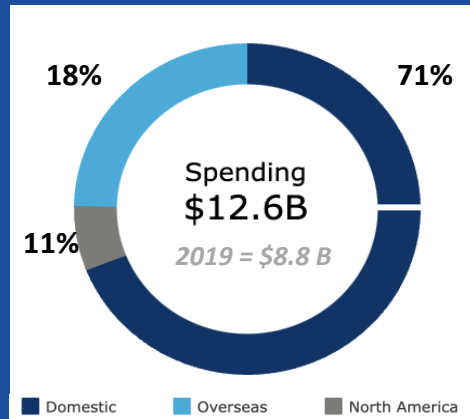
+43%
Compared to 2019



*Data predictions as of 4/26/2024
Source: Tourism Economics Global City Travel
Date Range: 1/1/25 – 12/31/25

MB | International Spending Markets - 2025

- Canada in particular is expected to drive close to quarter over a billion dollars in spending in 2025, which is a 58% increase from 2019.
- Additionally, France and Spain are two countries showing over 50% increases in spending compared to 2019



+43%

Compared to 2019

Predicted International Spending in Boston 2025 (International + Overseas)

Country	Spending (\$M)	% Change from 2019
Canada	\$772.3M	▲58.0%
China	\$463.5M	▲0.3%
United Kingdom	\$334.5M	▲22.1%
France	\$189.7M	▲55.1%
Brazil	\$134.0M	▲22.6%
India	\$190.7M	▲39.5%
Japan	\$154.3M	▲39.2%
Germany	\$122.2M	▲38.6%
Spain	\$114.3M	▲50.2%



*Data predictions as of 4/26/2024
Source: Tourism Economics Global City Travel
Date Range: 1/1/25 – 12/31/25

FIFA Update



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~ CONTRACTED HOTELS

3,700

~ ON PEAK CONTRACTED ROOMS



MB | FIFA – MATCH SCHEDULE



MATCH SCHEDULE

6/13/26 GROUP STAGE	6/26/26 GROUP STAGE
6/16/26 GROUP STAGE	6/29/26 ROUND OF 32
6/19/26 GROUP STAGE	7/09/26 QUARTERFINAL
6/23/26 GROUP STAGE	



THANK YOU!

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