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# Massachusetts Lodging Association Outlook 2022

Milt Herbert, Executive Director of the Boston Convention Marketing Center

July 29, 2021



# ***Thank You to our Hotel Partners***

***We cannot accomplish Convention Center performance without this Partnership!***



# 2020-CY BCEC & Hynes (COVID-19 Impact)

Room Night Sales - Sold

	BCEC	Hynes	Events	Room Nights
Bulls-Eye	32	20	52	561,947
Non Bulls-Eye	6	24	30	61,947
Event & Media Sales	53	60	113	27,364
Totals	91	104	195	651,258

Room Night Sales – Actualized

	BCEC	Hynes	Events	Room Nights
Bulls-Eye	5	4	9	64,833
Non Bulls-Eye	0	3	3	3,987
Event & Media Sales	10	16	26	6,797
Totals	15	23	38	75,617

Note: 2020 Cancelled Events and Room Nights Summary: 157 events with 575,641 corresponding room nights.





# 2021-CY BCEC & Hynes (COVID-19 Impact)

## Room Night Sales - Sold

	BCEC	Hynes	Events	Room Nights
Bulls-Eye	25	21	46	491,492
Non Bulls-Eye	7	24	31	69,374
Event & Media Sales	28	30	58	11,388
Totals	60	75	135	572,254

## Room Night Sales – On The Books

	BCEC	Hynes	Events	Room Nights
Bulls-Eye	9	5	14	189,542
Non Bulls-Eye	2	7	9	22,860
Event & Media Sales	16	14	30	6,127
Totals	27	26	53	218,529

Note: 2021 Cancelled Events and Room Nights Summary: 82 events with 353,725 corresponding room nights.





# *We Still Have 2021 Business on the Books*

- ◆ Customers are anxious about executing their physical events
- ◆ Generally, events will be smaller than “as booked”
- ◆ The causes of event reductions will be
  - ◆ Loss of international travel
  - ◆ Corporate restrictions on travel and budgets
  - ◆ Occupations
  - ◆ Fear
- ◆ Some 2021 events are the result of rebooking from 2020 or earlier in 2021





# 2021 3rd Quarter Key Room Night Events

Event	Building	Month	Room Nights
Heart Rhythm Society Annual Scientific Sessions 2021 (originally 7,000 rooms on peak; 29,750 total rooms for May 20-22)	BCEC	July	17,733
American Probation and Parole Association Annual Training Institute 2021	Hynes	August	3,335
American Orthotic and Prosthetic Association National Assembly 2021	Hynes	September	5,142
North American Spine Society Annual Meeting 2021 (originally 4,400 rooms on peak; 16,764 total rooms)	BCEC	September - October	11,880
Other Events			10,556
Total Rooms 3rd Qtr.			48,646



# 2021 4th Quarter Key Room Night Events

Event	Building	Month	Room Nights
HLTH, LLC HLTH Conference 2021 (originally 3,500 rooms on peak; 12,075 total rooms)	BCEC	October	7,245
American College of Emergency Physicians Scientific Assembly 2021 (originally 5,300 rooms on peak; 23,585 total rooms)	BCEC	October	21,045
American Academy of Optometry Academy Boston 2021	BCEC	November	12,550
American Institute of Chemical Engineers Annual Meeting 2021 (originally 1,750 rooms on peak; 7,912 total rooms)	Hynes	November	6,322
American Heart Association Annual Scientific Sessions 2021 (originally 7,000 rooms on peak; 24,920 total rooms)	BCEC	November	13,654
Materials Research Society Fall Meeting 2021 (originally 2,600 rooms on peak; 12,225 total rooms)	Hynes	November - December	6,258
Other Events			20,528
Total Rooms 4th Qtr.			87,602



# 2022-CY BCEC & Hynes (as of June 30, 2021)

## Room Night Sales - Sold

	BCEC	Hynes	Events	Room Nights
Bulls-Eye	31	16	47	464,906
Non Bulls-Eye	3	12	15	28,881
Event & Media Sales	14	16	30	8,216
Totals	48	44	92	502,003

## Room Night Sales – On The Books

	BCEC	Hynes	Events	Room Nights
Bulls-Eye	28	16	44	441,833
Non Bulls-Eye	3	12	15	28,881
Event & Media Sales	14	16	30	8,216
Totals	45	44	89	478,930

Note: 2022 Cancelled Events and Room Nights Summary: 3 events with 23,073 corresponding room nights.





## Hotel Room Contribution



Note: As of June 30, 2021

\*Actively selling 2022 dates (have candidates for 2 of 3 cancelled events)

\*Assumes no additional business to be sold for 2022-CY (there will be additional business)

\*Forecast based upon historical averages sold into 2022

\*Lost approximately 20 months of sales time for 2022



# A Cautionary Note

- ◆ Report on July 12, 2021: Boston's hotel market among nation's most depressed
- ◆ Every city is going to be trying to recover rate and occupancy
- ◆ Let us collectively not lose this short-term window of recovery for the City of Boston





# CY-22 Booked Events- When were they sold?



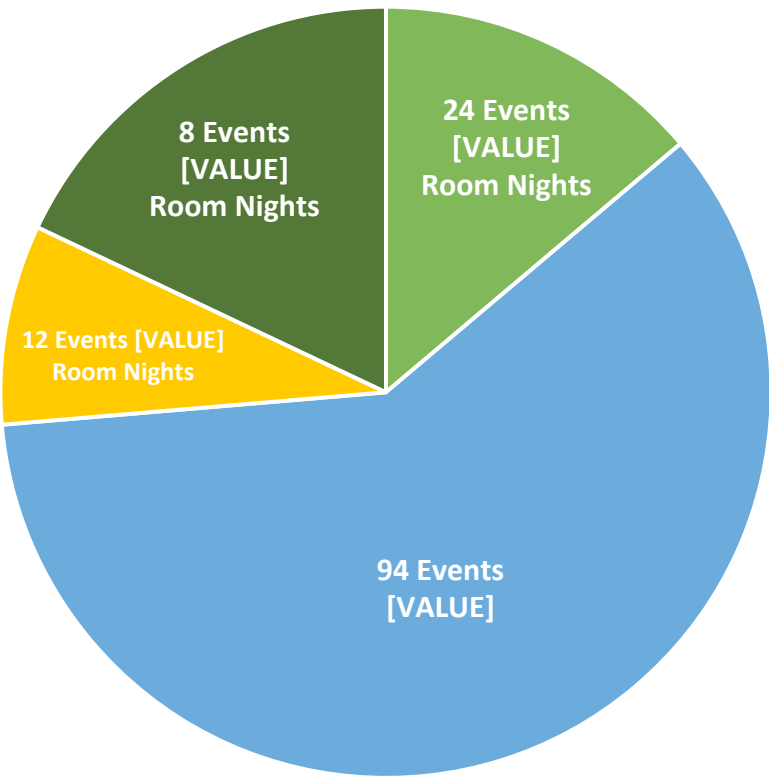
- 313,312 room nights booked at BCEC in CY-22:
  - 66.6% of room nights booked 6+ years ago
  - 12.6% of room nights booked 4-5 years ago
  - 20.8% of room nights booked 3 years or less
- 157,402 room nights booked at Hynes in CY-22:
  - 54.4% of room nights booked 6+ years ago
  - 22.0% of room nights booked 4-5 years ago
  - 23.6% of room nights booked 3 years or less
- Convention Center pacing is 7 to 9 years into the future

Note: Events with large room nights book many years in advance and require Boston to commit to those events when the opportunity arises, or they are lost to another city.



## Citywide Convention Sales & Hotel Relations

Lost Business



What Our Potential Customers Say?

- Hotel rooms and / or room types not available
- Average citywide hotel rates too high
- Too many hotels required to assemble room block
- Lack of hotel development in South Boston Waterfront / High shuttle costs

2020 - 2024: 138 Total Events / 1,004,250 Total Room Nights

Note: All business that is qualified for a fit for Boston is recorded as lost business, if not contracted.

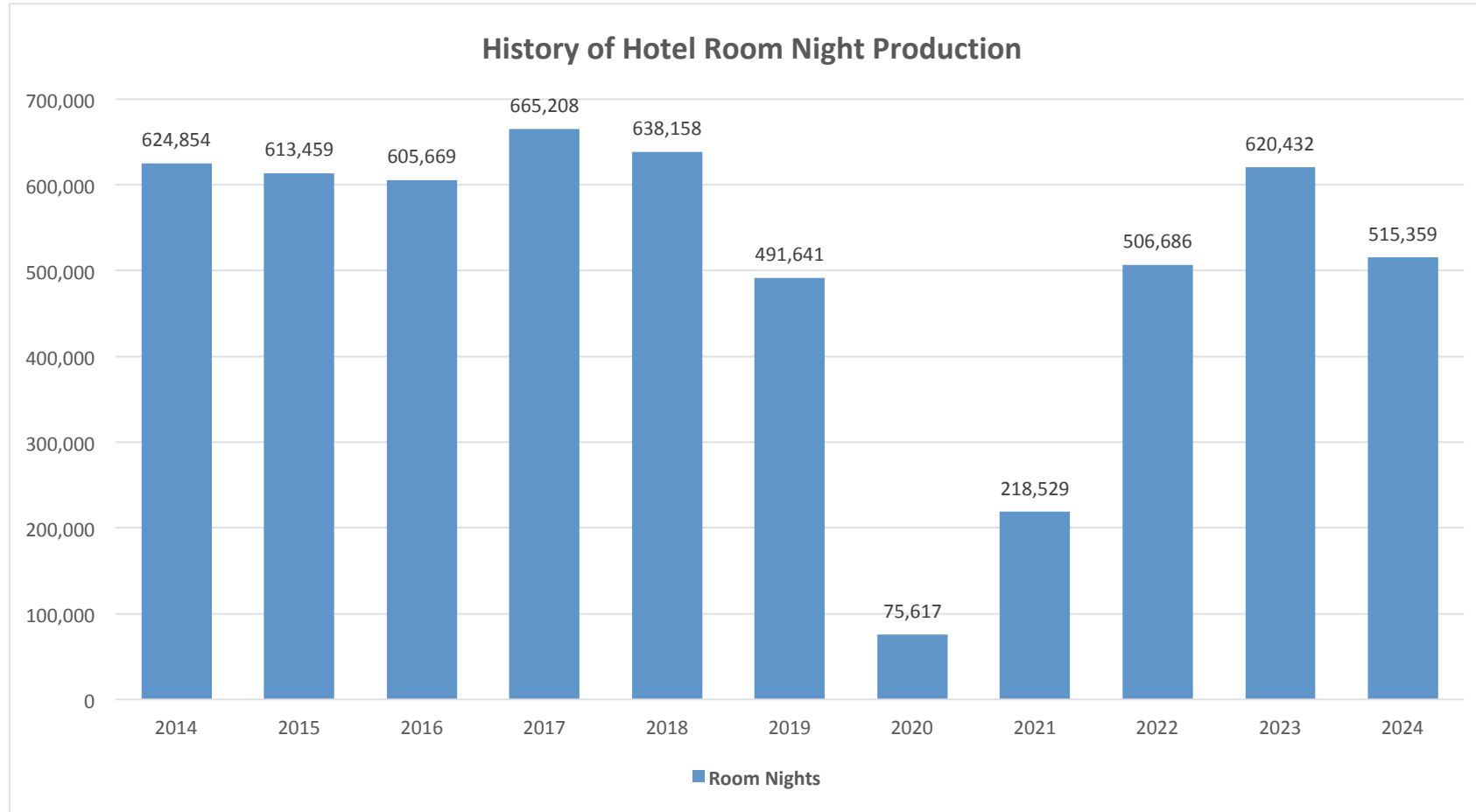
# *The cost of losing a piece of business*

- ◆ Business moves to another city
- ◆ Less than optimal business gets sold into those future dates
- ◆ Can't recover from most lost business, booking window disappears
- ◆ ... and they might fall in love with another destination





# History of Hotel Room Night Production



Note: As of June 30, 2021

\*2020 – 2024 on pace to be strongest room night production in history

\*Some lost sales time in 2022 – 2024 due to COVID-19 impact on selling opportunities

\*2022 – 2024 does not include Event & Media room night sales

# Significant Convention Business in 2022

*(1st Quarter)*

Event	Month	Building	Room Nights
Allied Social Science Associations Annual Meeting 2022	January	Hynes	24,150
Massachusetts Dental Society Yankee Dental Congress 2022	January	BCEC	13,657
Society for Laboratory Automation and Screening Annual Meeting 2022	February	BCEC	6,450
National Association of School Psychologists Annual Convention 2022	February	Hynes	6,198
Joseph Volleyball Camps, Inc. Boston Volleyball Festival 2022	February	BCEC	6,950
Diversified Business Communications International Boston Seafood Show / Seafood Processing America 2022	March	BCEC	15,927
American Academy of Dermatology Annual Meeting 2022	March	BCEC	34,575



# Significant Convention Business in 2022

*(2nd Quarter)*

Event	Month	Building	Room Nights
Specialty Coffee Association of America Annual Exposition 2022	April	BCEC	9,439
Reed Exhibitions Penny Arcade Expo East 2022	April	BCEC	16,849
Association for Behavior Analysis International Annual Convention 2022	May	BCEC	9,620
American Transplant Congress 2022	June	Hynes	14,425
National Fire Protection Association Conference & Expo 2022	June	BCEC	9,026
Million Dollar Round Table Annual Meeting 2022	June	BCEC	11,778
Massachusetts Mutual Life Insurance Co. Leadership Conference 2022	June	Hynes	9,975

# Significant Convention Business in 2022

*(3rd Quarter)*

Event	Month	Building	Room Nights
American Federation of Teachers, AFL-CIO Biennial Convention 2022	July	BCEC	10,665
National Institute for Governmental Purchasing, Inc. Annual Forum & Products Expo 2022	August	BCEC	5,550
National Association of Chain Drug Stores, Inc. Total Store EXPO 2022	August	BCEC	11,700
HubSpot, Inc. Inbound 2022	September	BCEC	12,295
American Society for Healthcare Risk Management Annual Conference 2022	September	Hynes	7,725
Cardiovascular Research Foundation Transcatheter Cardiovascular Therapeutics 2022	September	BCEC	27,180
American Society for Surgery of the Hand Annual Meeting 2022	September	Hynes	5,640



# Significant Convention Business in 2022

## (4th Quarter)

Event	Month	Building	Room Nights
Medical Group Management Association Annual Conference 2022	October	BCEC	10,816
American Association of Pharmaceutical Scientists Annual Meeting 2022	October	BCEC	14,350
American Osteopathic Association Osteopathic Medical Education Conference (OMED) 2022	October	Hynes	8,116
American Society of Plastic Surgeons Plastic Surgery 2022	October	BCEC	13,184
American Public Health Association Annual Meeting & Exposition 2022	November	BCEC	19,200
American Council on the Teaching of Foreign Languages Annual Convention & World Languages & EXPO 2022	November	BCEC	9,450
Materials Research Society Fall Meeting 2022	November	Hynes	13,071



- ◆ We are starting to see light
- ◆ We are still in the tunnel
- ◆ 2023 Already has over 620,000 convention center room nights under contract (this could be the biggest convention center room night year ... ever)!
- ◆ Thank you again ... Hotel Partners



*Thank you for your time!*

*Signature* BOSTON™

***Remarkable Experiences. Imagination Realized.***

