



Remarkable experiences.
Imagination realized.™

Massachusetts Lodging Association Outlook 2020

Milt Herbert, Executive Director of the Boston Convention Marketing Center

August 06, 2019

Thank You to our Hotel Partners

We cannot accomplish Convention Center performance without this Partnership!



2019 CY Convention Center

HOTEL ROOM CONTRIBUTION (BREAKDOWN)



Citywide Sales

	BCEC	Hynes	Total Events	Total Room Nights
Bulls-Eye	20	21	41	426,000
Non Bulls-Eye	8	17	25	46,000
Total Citywide Sales	28	38	66	472,000

Event & Media Sales

Total Events	Total Room Nights
142	21,000

Total = 493,000 Room Nights

Note: as of June 30, 2019

CY-19 BOOKED EVENTS- WHEN WERE THEY SOLD?



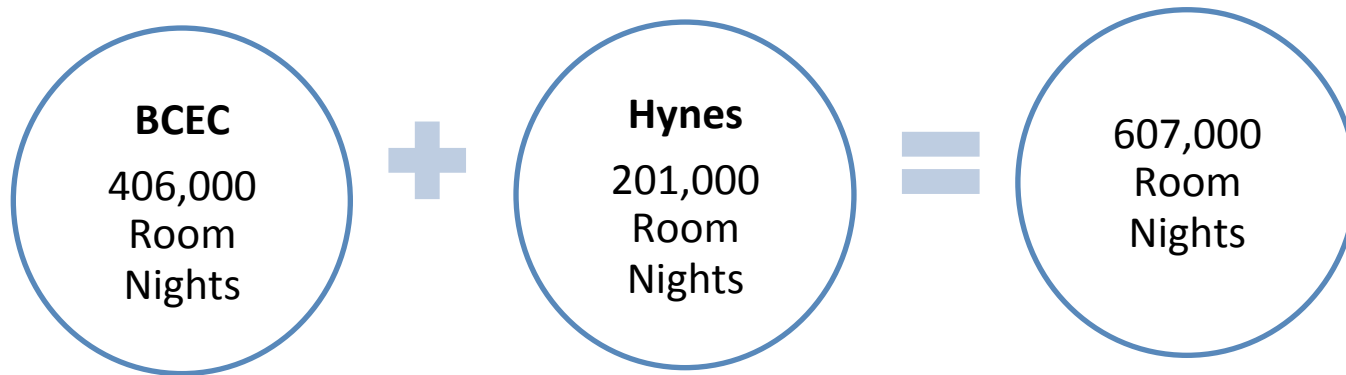
- 284,000 room nights booked at BCEC in CY-19:
 - 78.6% of room nights booked 6+ years ago
 - 14.2% of room nights booked 4-5 years ago
 - 7.2% of room nights booked 3 years or less
- 209,000 room nights booked at Hynes in CY-19:
 - 62.9% of room nights booked 6+ years ago
 - 21.7% of room nights booked 4-5 years ago
 - 15.4% of room nights booked 3 years or less

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.

2020 CY Convention Center

HOTEL ROOM CONTRIBUTION



Note:

- an increase of 114,000 room nights from 2020 CY.
- assumes no additional business to be sold for 2020 CY
- as of June 30, 2019

2020 CY Convention Center

HOTEL ROOM CONTRIBUTION (BREAKDOWN)



Citywide Sales

	BCEC	Hynes	Total Events	Total Room Nights
Bulls-Eye	29	20	49	528,000
Non Bulls-Eye	6	23	29	58,000
Total Citywide Sales	35	43	78	586,000

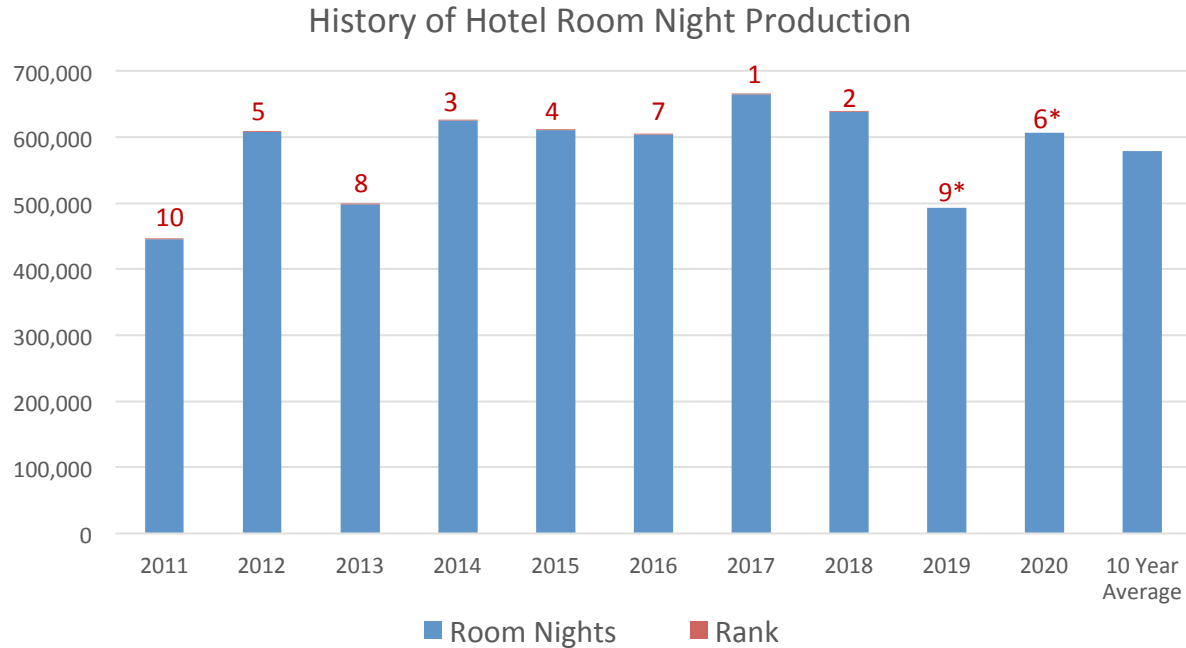
Event & Media Sales

Total Events	Total Room Nights
60	21,000

Total = 607,000 Room Nights

Note: as of June 30, 2019

HISTORY OF HOTEL ROOM NIGHT PRODUCTION



* As of June 30, 2019

* 2020 will most likely be the #3 or #2 ranking in the past 10 years

BULLS-EYE EVENTS IN 2020 vs. 2019



BCEC

Average Room Nights

2020- **13,189**

2019- **13,143**

Bulls-Eye Events

2020- **29**

2019- **20**

Hynes

Average Room Nights

2020- **7,260**

2019- **7,780**

Bulls-Eye Events

2020- **20**

2019- **21**

Note: as of June 30, 2019

Average Room Nights is Relatively the Same, it is the number of Events Booked that Makes the Difference.

CY-20 BOOKED EVENTS- WHEN WERE THEY SOLD?



- 406,000 room nights booked at Bcec in CY-20:
 - ✓ 65.6% of room nights booked for 6+ years ago
 - ✓ 24.9% of room nights booked 4-5 years ago
 - ✓ 9.5% of room nights booked 3 years or less
- 201,000 room nights booked at Hynes in CY-20:
 - ✓ 53.4% of room nights booked 6+ years ago
 - ✓ 24.7% of room nights booked 4-5 years ago
 - ✓ 21.9% of room nights booked 3 years or less

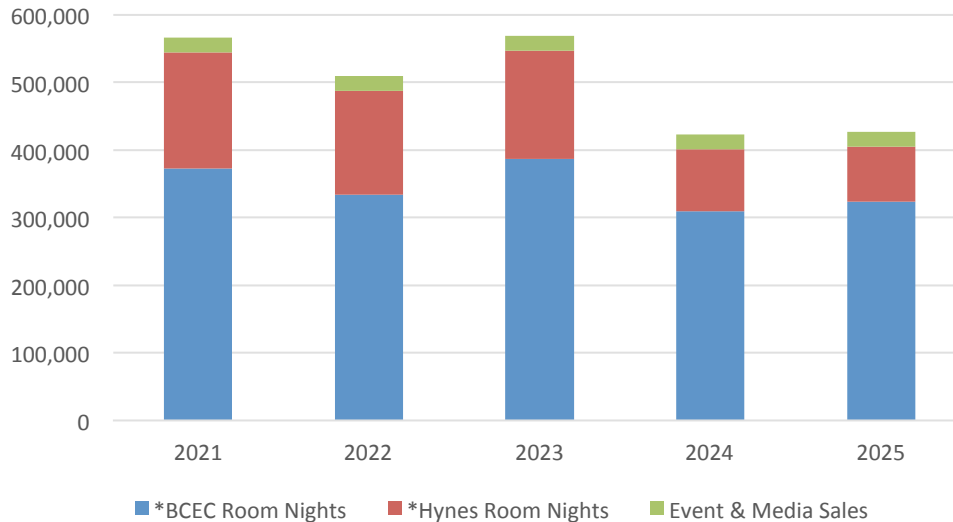
Note:

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.

WHAT DOES BEYOND 2020 LOOK LIKE?



2020 & Beyond



Total Room Nights

2021- 566,000

2022- 509,000

2023- 569,000

2024- 423,000

2025- 427,000

* As of June 30, 2019

* BCEC and Hynes Room Nights for 2021 – 2025 are all definite, contracted business.

SIGNIFICANT CONVENTION BUSINESS IN 2020

(1ST QUARTER)



Event	Month	Building	Room Nights
American Meteorological Society Annual Meeting	January	BCEC	9,490
Massachusetts Dental Society Yankee Dental Congress	January	BCEC	17,619
International Antiviral Society – USA Conference on Retroviruses and Opportunistic Infections	March	Hynes	15,516
Diversified Communications Seafood Expo North America/Seafood Processing North America	March	BCEC	15,927
American Occupational Therapy Association Annual Conference and Exposition	March	BCEC	13,980

SIGNIFICANT CONVENTION BUSINESS IN 2020

(2ND QUARTER)



Event	Month	Building	Room Nights
National Science Teachers Association National Conference on Science Education	April	BCEC	22,790
Association for Unmanned Vehicle Systems International XPONENTIAL	May	BCEC	14,370
American Society of Cataract & Refractive Surgery ASCRS-ASOA Annual Meeting	May	BCEC	39,725
Pegasystems, Inc. PegaWorld	May	BCEC	20,435
National Apartment Association Apartmentalize	June	BCEC	16,436

SIGNIFICANT CONVENTION BUSINESS IN 2020

(3RD QUARTER)



Event	Month	Building	Room Nights
College Board AP Annual Conference	July	BCEC	7,055
National Association for the Advancement of Colored People National Convention	July	BCEC	7,701
Professional and Scientific Associates GSA SmartPay	August	BCEC	10,225
Hubspot, Inc. Inbound	August	BCEC	12,295
National Guard Association of the United States General Conference and Exhibition	August	BCEC	12,654

SIGNIFICANT CONVENTION BUSINESS IN 2020

(4TH QUARTER)

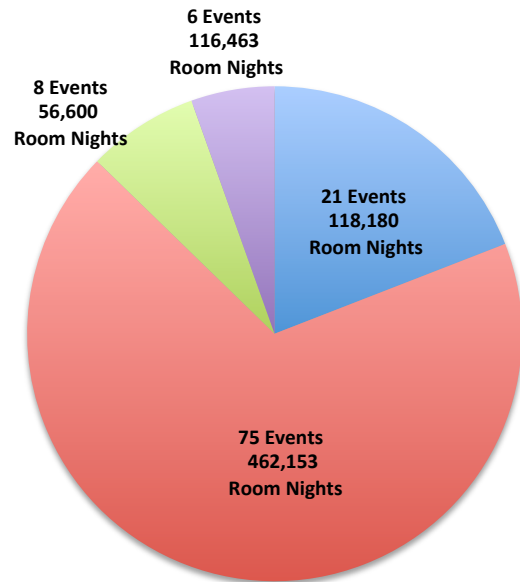


Event	Month	Building	Room Nights
Society for Worldwide Interbank Financial Telecommunications SIBOS	October	BCEC	24,260
EDUCAUSE Annual Meeting	October	BCEC	14,274
American Association for the Study of Liver Diseases Annual Meeting	November	Hynes	21,030
Society of Biblical Literature / American Academy of Religion Annual Meetings	November	Hynes	20,861
Materials Research Society Fall Meeting	November	Hynes	13,071





Lost Business 2020-2023 (Hotel Reasons Only)

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

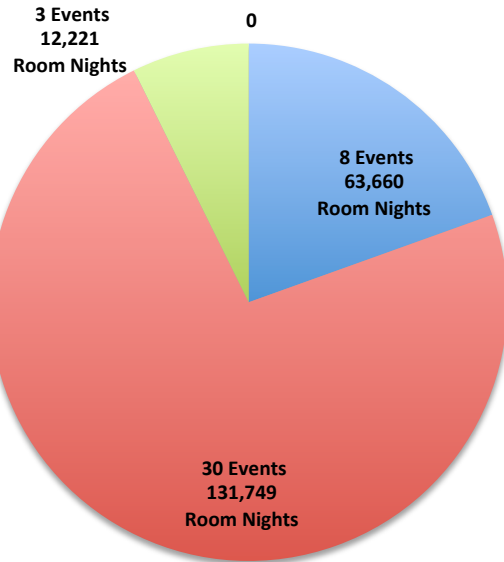
2020-2023: 110 Total Events/ 753,396 Total Room Nights

Note: All Business that is Qualified for a Fit for Boston is recorded as Lost Business, if not contracted.

Lost Business 2020 (Hotel Reasons Only)

CITYWIDE CONVENTION SALES & HOTEL RELATIONS

Lost Business



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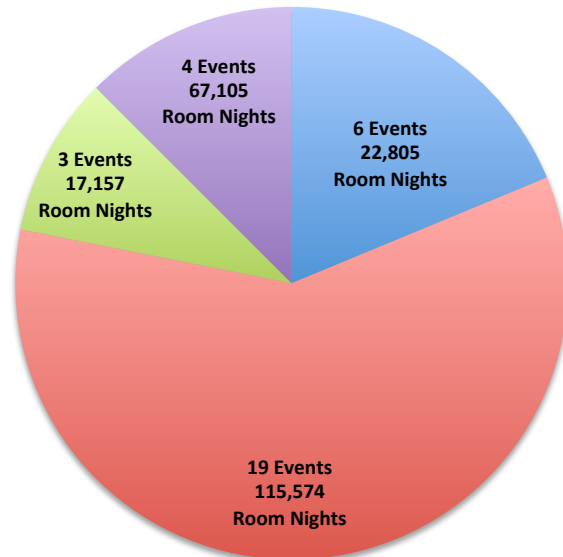
2020: 41 Total Events/ 207,630 Total Room Nights

Note: All Business that is Qualified for a Fit for Boston is recorded as Lost Business, if not contracted.





Lost Business 2021 (Hotel Reasons Only)

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
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-  Lack of hotel development in South Boston Waterfront/ High shuttle costs

2021: 32 Total Events/ 222,641 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

CONSTRUCTION IS COMING TO THE BACK BAY IN THE NEIGHBORHOOD OF THE HYNES CONVENTION CENTER



- ◆ 1000 Boylston Street
- ◆ Dalton Street Bridge
- ◆ Dalton Street Garage

1000 BOYLSTON STREET



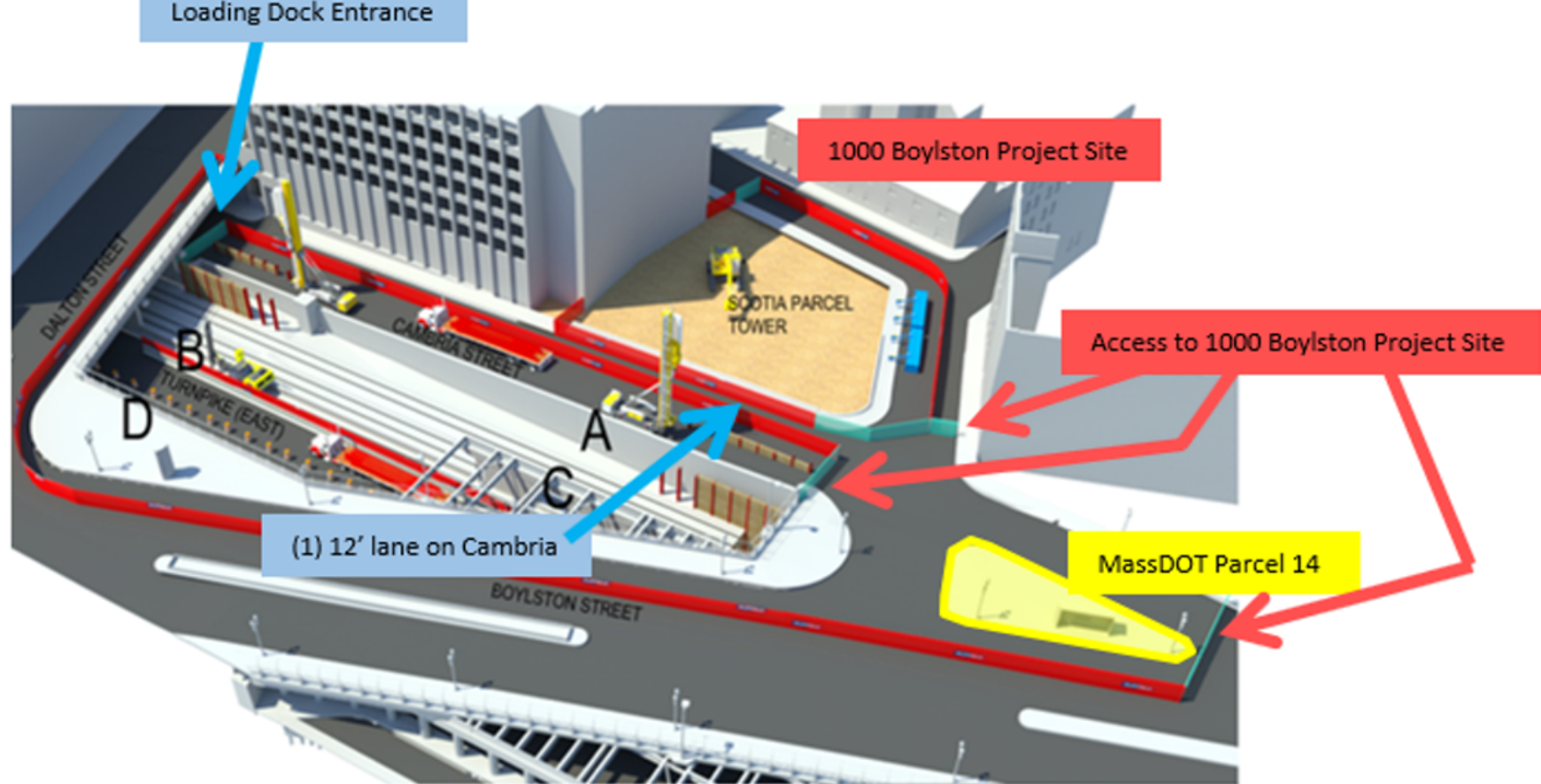
- 35-story mixed use high rise building
- Will span over the Mass Turnpike and Cambria Street
- Front door on Boylston Street and loading dock off Cambria Street
- Construction estimate is 3 years, starting September 2019 (estimated)
- Impact to the Hynes is access to the loading dock from Cambria Street

DALTON STREET BRIDGE

- Owned by the City of Boston
- Touches the exterior wall of the Hynes Convention Center
- Bridge is determined to be in a deteriorated state and will be repaired within the next 24 months
- Dalton Street will be reduced to one lane in each direction from two lanes that exists today
- Spans over Cambria Street, which is the street that accesses the Hynes loading docks

DALTON STREET GARAGE

- Planned development to add 4-7 stories of mixed use above the current structure
- Project time line lags slightly behind 1000 Boylston Street, but may end up being concurrent
- Development is expected to be over 36 months
- Impact to the Hynes is Dalton Street traffic and access to Cambria Street



(1) 12' lane on Cambria

1000 Boylston Project Site

Access to 1000 Boylston Project Site

MassDOT Parcel 14

PROJECT LEGEND

- A. X-1 & X-2 COLUMN LINE
- B. PIER 4 EAST WORK AREA (WORK ZONE 1A)
- C. PIER 4 WEST WORK AREA (WORK ZONE 1A)
- D. PIER 3 WORK AREA (WORK ZONES 2A & 1B)

CONSTRUCTION IMPACT TO THE HYNES CONVENTION CENTER

- We don't really know what the impact will be from a business standpoint
- Access to the Hynes loading docks from Cambria Street will be reduced
- Noise and vibration issues will occur with respect to the construction projects
- MCCA is working with the developers, MassDot and the City of Boston

QUALIFIED BUSINESS OPPORTUNITIES IN LEADLINK

BCEC & HYNES



Year	BCEC Events	Hynes Events	Total Events	Total Room Nights
2020	0	1	1	425
2021	4	5	9	16,777
2022	3	9	12	55,103
2023	3	7	10	60,210
2024	8	5	13	128,605
2025	5	6	11	89,548
2026	7	2	9	88,534
2027-2029	6	3	9	136,977
2030 & beyond	7	0	7	178,678

Note: as of July 30, 2019

Check your Leadlink portal for leads for convention center business so that we can add more hotel rooms to the current booking calendar.

Thank you for your time!

REMARKABLE EXPERIENCES. IMAGINATION REALIZED.

Signature
BOSTON™

