

An aerial photograph of Boston, Massachusetts, showing the city skyline with numerous skyscrapers in the background, a dense urban area with brick buildings in the middle ground, and a large body of water (the harbor) in the foreground with several sailboats. The image is slightly faded to allow text to be overlaid.

Boston

BostonUSA.com

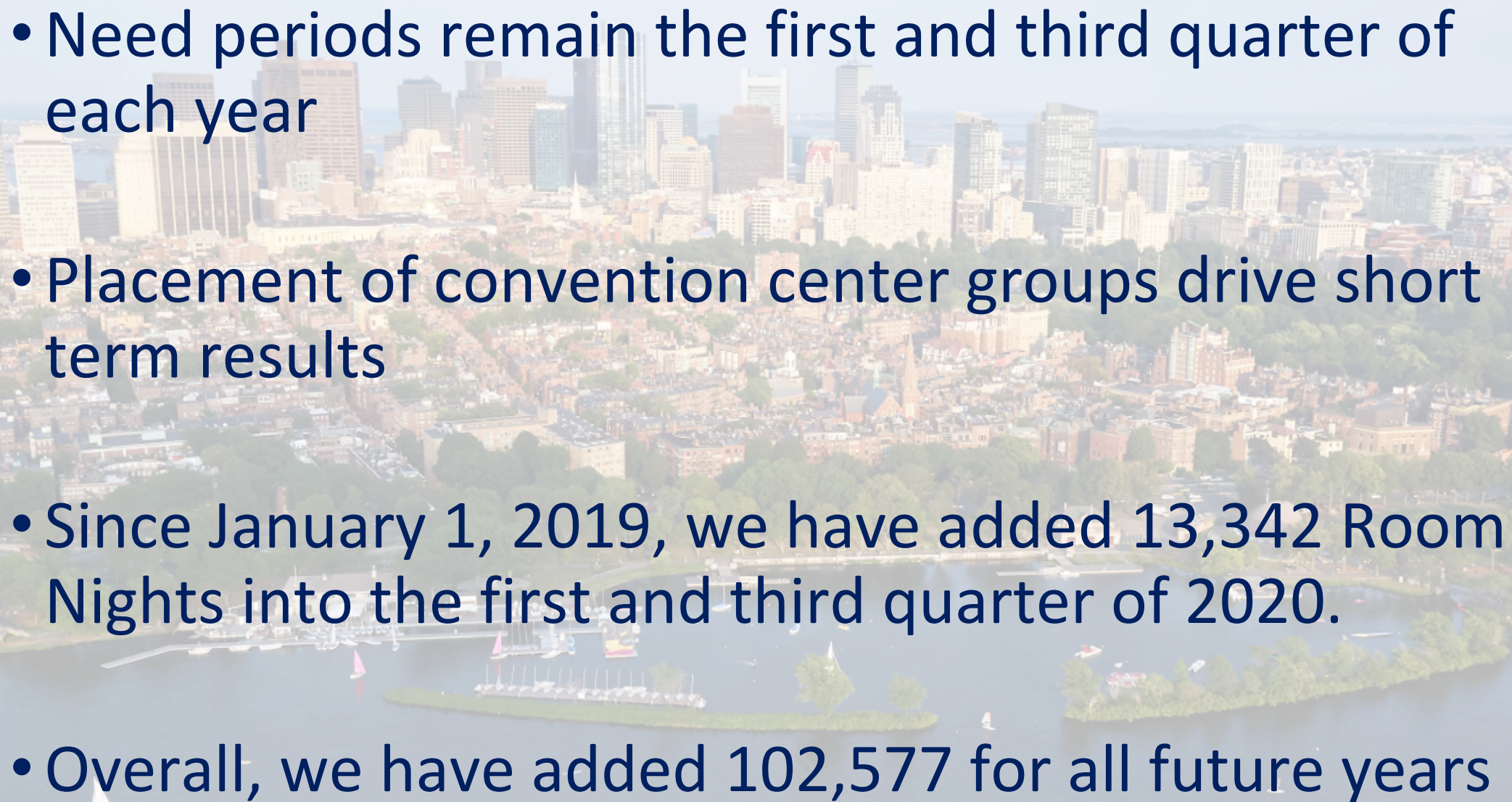
2020 OUTLOOK



Agenda

- Overview
- Market Activity
- International
- Other Initiatives



- 
- An aerial photograph of New York City, showing the dense urban landscape of Manhattan with numerous skyscrapers and buildings. Central Park is visible in the middle ground, surrounded by greenery. The Hudson River is in the foreground, with several sailboats and a marina. The image is slightly faded to allow the text to be read clearly.
- Need periods remain the first and third quarter of each year
 - Placement of convention center groups drive short term results
 - Since January 1, 2019, we have added 13,342 Room Nights into the first and third quarter of 2020.
 - Overall, we have added 102,577 for all future years



Market Activity

Northeast Initiatives

Have booked 42,128 room nights in the year for the year.

- High end financial group that includes 8-10 service requests for venues, restaurants and tours
- High end manufacturing company sited Cambridge
- Recent client event in NYC – received a lead from a scientific research company for fall of 2019



Market Activity

Northeast Initiatives

- #1 third party – HelmsBriscoe booked 5 years of high end single property groups through 2023
- Continue to host local client events with partners



West Coast

- Denver MIC
 - Booked December 2019 program 700+ room nights
 - Booked Fall 2019 program – 475 room nights
- Houston Rodeo Event
 - Booked June 2019 program – 30 rooms
 - Booked May 2019 program – 376 room nights
- HelmsBriscoe Partner Meeting
 - Received 7 leads totaling over 4200 room nights
 - 4 of these are for 2020 – 1658 room nights



Chicago/Midwest

- Market has always been a top performer for us
- Ice Cream Visits
 - Resulted in 8 RFP's
 - 2020 – Five – 2,551 room nights
 - 2022 – One – 2,196 room nights

Short Term Market

- Less than 50 rooms on peak
- To date -1,500 more rooms booked than 2018
- 150 definite groups booked YTD
 - 144 of 150 definite groups booked were for 2019 – totaling 11,486 room nights



Washington DC

- Remains an active market
- A recent uptick in the market; influenced by rate and availability

International

- MICE
 - We are experiencing an uptick of MICE and FIT business from the UK
 - Attended C&IT – a corporate show in London in January
 - Renewed relationship with a high-end medical company
 - To Date received 35 RFP's
 - Booked 25 of them
 - All but 2 of definites are for 2019
 - Trend groups do not want to commit to room blocks



FIT, Group Tour and Cruise Markets

- **FAM Trips**

- DER Touristik May 2019
- DNE Pre Summit Fam – May 2019
- TUI Germany – June 2019
- Discover New England UK Sales Mission – June 2019
- British Holidays – July 2019
- Virgin/Delta UK Sales Incentive Program – March and July 2019

- **Group Tour Market**

- Hosted two Boards – United States Tour Operators and Tourism Cares

- **Cruise**

- Expected to welcome 400,000 passengers in 2019 – sure to see an increase in 2020
- Earlier start – March and extended end – November
- Companies include: Holland America, Royal Caribbean, Norwegian and Disney Cruises



Continued Success in China

- Chinese Marketing 101
 - Sharon Xu - zh@bostonusa.com
- Boston Global Consulting – Education - Winter Business - 1400 Room Nights
- GD Great Scenery – June 2019 – Tour company, Local reception Restaurant and hotel - 48 pp
- Yunnan Overseas International Travel Service Co., LTD – Summer 2019 - Hotel, transportation company
 - Museum and school visit, local reception and hotel



Other Initiatives

- **Destination Services continues to book events at our restaurants, museums and attractions.**
 - Issued 459 Service Requests and have closed 65% of them.
- **Continue partnership with Expedia for both summer and winter campaigns. CVB contributes financially to both campaigns**
 - **Winter**
 - Approximately 25 hotels and \$11M of business and average rate in mid \$220's
 - **Summer**
 - Approximately 36 hotels. Anticipating an Increase in revenue as 2019 program is a month longer
- **Airlines**
 - Continued Growth in both domestic and international routes
 - International carriers are interested in pursuing partnerships with us in the first and third quarter



An aerial photograph of Boston, Massachusetts, showing the city skyline with numerous skyscrapers in the background, a dense residential area in the middle ground, and a large body of water in the foreground with several sailboats. The text is overlaid on the image.

Thank you

Beth Stehley

bstehley@bostonusa.com

617-867-8236

