



Massachusetts Lodging Association Outlook 2024

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Milt Herbert, Executive Director of the Boston Convention Marketing Center
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What is the Main Driver to Pursue Convention Center Business in Boston?

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- Hotel Room Nights
- Economic Impact
- Hotel Room Nights
 - Citywide Sales team and Hotel Relations are paid on room night performance



Thank You to Our Hotel Partners

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

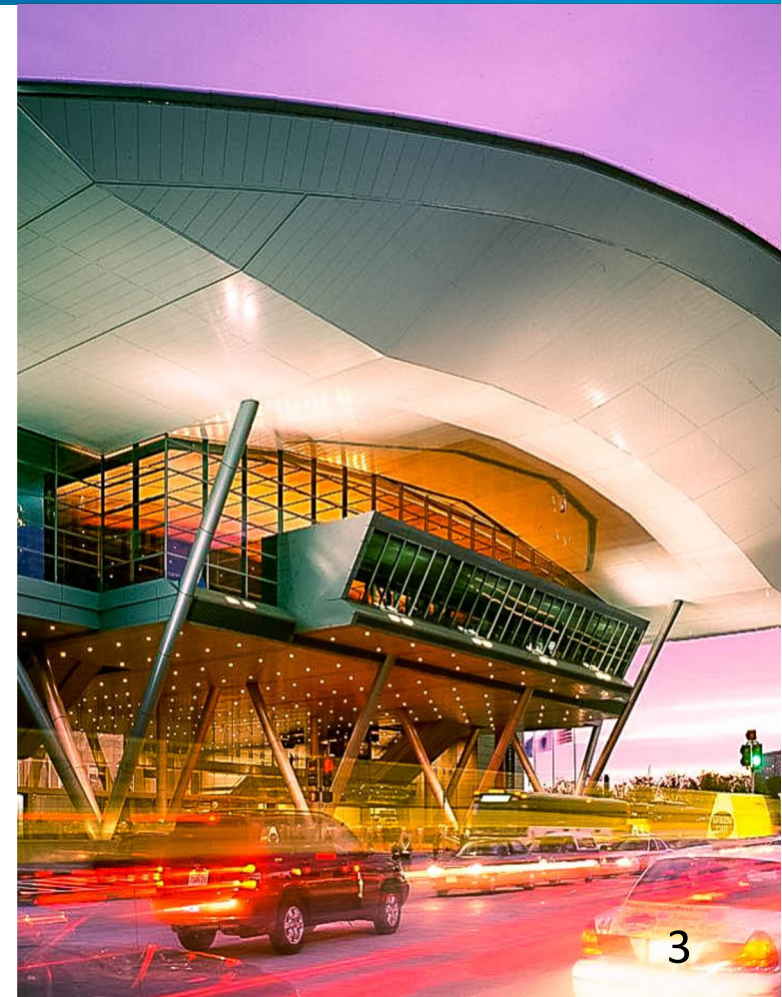


This also assists in occupancy, ADR and RevPAR

How is the Convention Center Business Doing in 2023?

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- 476,684 room nights (BCEC)
- 215,851 room nights (Hynes)
- 14,392 room nights (short-term & counting)
- 706,927 room nights
- And counting (we still have leads for 2023)



What does the Convention Center calendar look like in 2024? *Signature* BOSTON™

- 483,977 room nights (BCEC)
- 111,740 room nights (Hynes)
- 7,856 room nights (short-term & counting)
- 603,573 room nights
- And counting (we still have leads for 2024)



How does this compare to history?

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- 490,575 room nights (BCEC 2024)
- 484,252 room nights (BCEC 2018, highest ever)
- 112,998 room nights (Hynes 2024) vs. 262,496 room nights (Hynes 2017) (typical average is 230,000 room nights)
- Hynes not being sold for most of the past 3-4 years



Hynes Status

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- Hynes is open and available for additional sales.
- Hynes has capital investment requirements that are critical (electrical switch gears, air handling units).
- Hynes has capital improvements that are taking place (all escalators, carpeting, lighting systems).
- Hynes may have additional improvements (ADA, building code fixes – study is being done).
- Hynes prime selling dates open through 2028.



BCEC Status

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- Proposal to add flexible space to the south end of the BCEC to include a second ballroom of 75,000 square feet and 23,000 square feet of meeting space at Level 2 of the existing building.
- The BCEC needs a second ballroom (and a larger one to accommodate customer demands).
- Forecast for this addition is to increase room night generation by 150,000 – 180,000 room nights.
- BCEC is operating at the top of industry performance at 70+%. We can do a better mix of business with the expansion.



Why has the Boston Convention Center business been strong coming out of the pandemic?

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- 70% of convention center business is from associations, which are reliable and predictable.
- Demand for Boston for convention - scale customers is very strong.
- Practice of requiring contracts for committed space with associated room nights puts guarantees on the books that the business will be there.
- The booking calendar for the BCEC for prime months is currently 2030 - 2035 (and beyond).
- We are still booking space in non-prime dates for the years 2026 - 2031.



What has been the room night performance of convention center groups coming out of the pandemic?

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- Strong – most groups are achieving their “forecasted room night” status.
- No cancellations (or discussions either).
- Virtual meetings seem to be part of the act, but no takeaway from the physical event.
- Visas (and access to the U.S.) are still an issue for pan – pacific countries.



When do customers book their convention space for Boston? *Signature* BOSTON™

- Two-thirds of all major contracts for 2024 were signed 8 or more years ago.
- Only 10% of room nights are signed inside of a 3-year window and these are typically for non-prime dates.
- Furthest out contract is signed for 2037.



Largest Room Night Events 1st Quarter 2024

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Event	Month	Building	Room Nights
Massachusetts Dental Society Yankee Dental Congress 2024	January	BCEC	15,432
American Physical Therapy Association Combined Sections Meeting 2024	February	BCEC	15,413
Diversified Communications Seafood Expo North America / Seafood Processing North America 2023	March	BCEC	20,187
Reed Exhibitions - Penny Arcade Expo East 2023	March	BCEC	22,227

Largest Room Night Events 2nd Quarter 2024

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Event	Month	Building	Room Nights
American Society of Cataract & Refractive Surgery, Inc Annual Symposium and Congress 2024	April	BCEC	41,386
American College of Physicians Internal Medicine 2024	April	BCEC	28,077
Heart Rhythm Society Annual Scientific Sessions 2024	May	BCEC	33,618
Endocrine Society's Annual Meeting & Exposition 2024	June	BCEC	22,221

Largest Room Night Events 3rd Quarter 2024

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Event	Month	Building	Room Nights
School Nutrition Association Annual National Conference 2024	July	BCEC	13,859
National Association of Letter Carriers Biennial Convention 2024	August	BCEC	24,435
HubSpot, Inc. Inbound 2024	September	BCEC	21,063
Cystic Fibrosis Foundation North American Cystic Fibrosis Conference 2024	September	BCEC	19,888

Largest Room Night Events 4th Quarter 2024

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Event	Month	Building	Room Nights
American College of Chest Physicians CHEST Annual Meeting 2024	October	BCEC	16,713
International Association of Chiefs of Police Annual Conference 2024	October	BCEC	33,640
National Association of Realtors Annual Conference & Expo 2024	November	BCEC	43,545
Materials Research Society Fall Meeting 2024	December	Hynes	14,770

MINT + Top 250 (2023)

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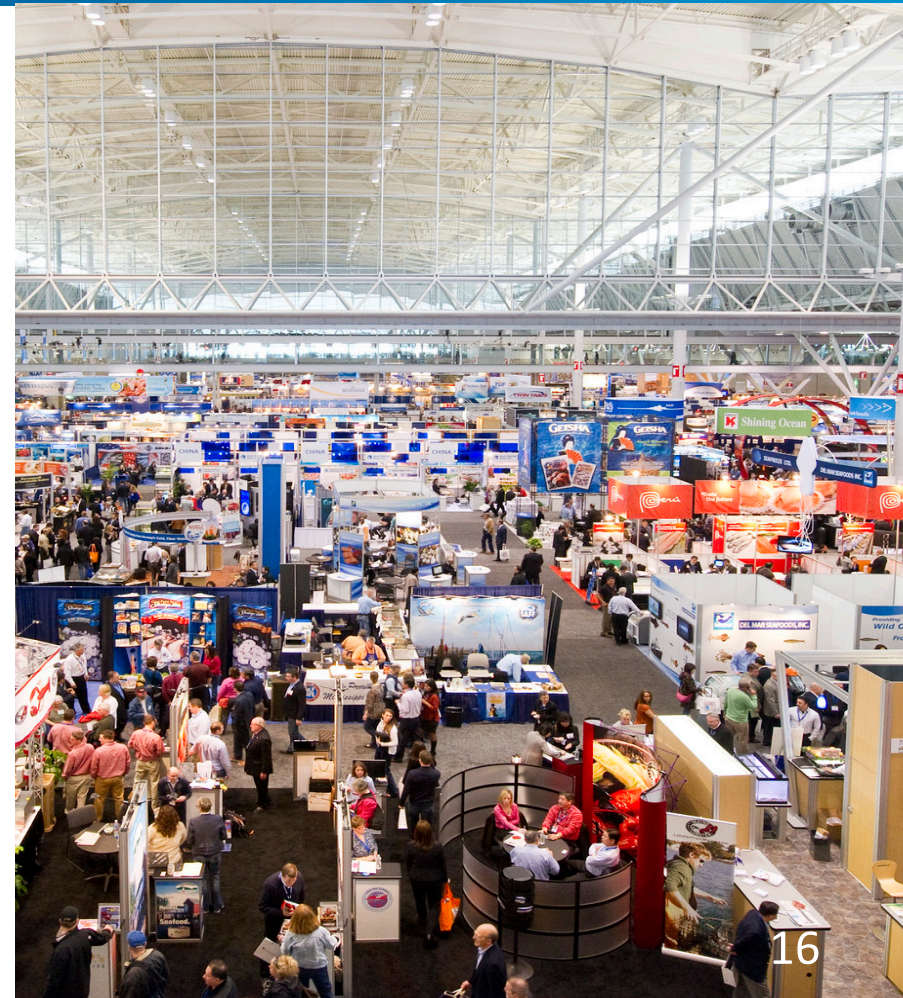
- Requires city rotation
- Requires 2,800+ rooms on peak
- 82% of the 250 meet in the top 20 destinations
 - (1) Orlando 18
 - (2) Chicago 17
 - (3T) New Orleans 15
 - (3T) San Diego 15
 - (5T) Boston 14
 - (5T) Las Vegas 14



BCEC Performance

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- Approximately #30 in terms of physical size in the U.S.
- 67% of BCEC business is association-based
- Booking Room Nights
 - 8% (15+ years into future)
 - 32% (10-15 years into future)
 - 18% (8-10 years into future)
 - 20% (5-8 years into future)
- Biggest industry in Boston (room nights)
 - 49% Medical
 - 16% Professional
 - 15% Technology



Hynes Performance

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- Competes against 100s of other U.S. locations
- 77% of Hynes business is association-based
- Booking Room Nights
 - 0% (15+ years into future)
 - 9% (10-15 years into future)
 - 17% (8-10 years into future)
 - 26% (5-8 years into future)
- Biggest industry in Boston (room nights)
 - 46% Medical
 - 23% Professional
 - 11% Education



This presentation is about 2024, what does 2025 look like at the BCEC?

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- 2024: 490,575 room nights
- 2025: 449,835 room nights (to date)
 - ... and counting





Thank you for your time!

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