



**For Immediate Release
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**More conventions and meetings coming to Boston in next three
years than at any time in state history**
Record 1.66 million hotel room nights to be generated by events from 2010 to 2012

Boston's convention business will hit a historic milestone in the next three years as more conventions and meetings come to town than at any time in the state's history, with the record number of events expected to generate \$1.25 billion in economic impact, according to the latest figures from the Massachusetts Convention Center Authority.

2012 is expected to break all Boston records for meeting and convention business, with a scheduled 613,000 room nights. Prior to this, 2006 broke all Massachusetts convention records with 576,000 hotel room nights. And 2010, 2011 and 2012 are expected to generate a combined 1.66 million hotel room nights, more than has ever been generated in any three years in the state of Massachusetts.

Highlights of 2012 include the BIO International Convention in June, with 41,200 expected room nights, the American Society of Radiation Oncology annual meeting in October with 38,700 room nights, and the National School Boards Association convention in April 2012 with 33,300 room nights.

"This economy has seen other destinations slip behind, but Boston's brand is winning in the convention and meeting industry," said James E. Rooney, executive director of the MCCA.

Hotel room nights are the key gauge for convention business in Massachusetts because they serve as a strong indicator of the amount of economic activity generated by conventions and meetings, and because of the hotel tax benefits received by the state and city.

The MCCA is expecting events to generate \$447.15 million in economic impact from events this year, \$381.33 million in 2011 and \$417.82 in 2012. Total economic impact for all three years is expected to total \$1.25 billion.

This year alone is expected to see an increase in local events, with 48 major events and 504,471 hotel room nights booked. By comparison, 2009 saw 39 major events with 464,620 hotel room nights.

Boston is defying the convention and meeting industry's trends in other areas as well. While corporate and trade show events are down both here and nationwide, 85 percent of the events taking place in Boston are association events, which remain stable. Even corporate and trade show numbers in Boston are suffering far less than other cities.

Event highlights this year include:

- 13,500 room nights from the Yankee Dental Congress this month
- 41,600 room nights from the Risk and Insurance Management Society in April
- 36,225 room nights from the American Society of Cataract & Refractive Surgery Symposium and Congress, also in April
- 29,190 room nights from the American Chemical Society Fall National Congress in August
- 26,387 room nights from the American Federation of State, County & Municipal Employees Biennial national Convention in June
- 25,200 room nights from the American Society for Microbiology conference in September

Highlights for 2011 include the Association of Financial Professionals 2011 Annual Conference in November 2011 with 20,970 hotel room nights, and the Endocrine Society Annual Meeting in June 2011 with 18,790 hotel room nights. Highlights for 2012 include the Bio International Convention with 41,200 room nights in June, the American Society for Radiation Oncology Annual Meeting with 38,775 room nights in October, and the National School Boards Association Annual Convention with 33,300 room night in April.

About the Massachusetts Convention Center Authority (MCCA)

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In 2008, the MCCA hosted 239 events at the BCEC and the Hynes with 914,549 attendees, generating 627,544 hotel room nights and \$522 million in economic impact for Greater Boston.

