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## **Massachusetts Convention Center Authority joins Global Convention Center Alliance**

BOSTON - The Massachusetts Convention Center Authority, which operates the award-winning Boston Convention & Exhibition Center and the John B. Hynes Veterans Memorial Convention Center in Boston, is proud to announce its membership in the Global Alliance, the premiere coalition for the world's meeting and convention industry.

"Boston's strengths as the United States' leading international meetings destination for the past three years, combined with the quality and reach of Global Alliance, is a perfect marriage," said James E. Rooney, executive director of the MCCA. "The MCCA knows the value of hosting international events and we look forward to participating and benefitting from the best practices gained from our new partners in Germany, South Africa, Mexico and Australia."

Global Alliance is a coalition of international convention centers who subscribe to similar objectives and business values. Members include the Centro Banamex Exhibition and Convention Centre in Mexico City, the Adelaide Convention Centre in Australia, the Congress Centre Hamburg in Germany, and the International Convention Centre Durban in South Africa. Boston, which includes the BCEC and the Hynes, is the exclusive member from the United States.

"The Global Alliance has added a partner with a strong role in the powerful U.S. meetings and conventions market, and Boston is it," said Alec Gilbert, chief executive officer at the Adelaide Convention Centre. "Boston and the Massachusetts Convention Center Authority bring an established international reputation to the Global Alliance as well as a wealth of knowledge and contacts that will bring benefits to our membership."

Members aim to provide international meeting and conference organizers and planners with a convenient choice of international venues as their events rotate around different continents. Global Alliance members actively engage in joint marketing efforts, business leads exchange and knowledge transfer, particularly around the organization of events. In the end, teaming with the Global Alliance will not only increase the MCCA's and Boston's visibility in the world marketplace, but the city and state authority also plans to learn from other members who are already hosting the world's major meetings and conventions.

"We're looking forward to partnering with other Global Alliance members on sales and marketing initiatives that will further our mutual goals and objectives," said Rooney. "The MCCA has a history of hosting many successful events and looks to further our reach through this new partnership."

Boston was recently named the top U.S. destination for international meetings and conventions by the International Congress and Convention Association, the third consecutive year the city has held the position. Key international events held in Boston include SIBOS, Lions Club International, and the International Chiefs of Police Association.

***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. The BCEC and Hynes have earned a rare gold standard from the International Association of Congress Centres (AIPC), making Boston only the fourth city in North America and the 12<sup>th</sup> worldwide to have been awarded this top standard, the highest certification level a convention facility can achieve under strict AIPC guidelines. In 2010, the MCCA hosted 239 events at the BCEC and the Hynes with 773,387 attendees, generating 585,528 hotel room nights and \$462 million in economic impact. The MCCA is currently in the midst of its Top 5 campaign to launch Boston into the top five convention destinations in North America. For more information, go to [www.t5boston.com](http://www.t5boston.com).

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