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MCCA ANNOUNCES BCEC BREAKS ONE MILLION ROOM NIGHT MARK
Attendees Deliver \$910 Million in Economic Impact In Nearly 4 Years

The Massachusetts Convention Center Authority (MCCA) today announced that the Boston Convention & Exhibition Center (BCEC) has surpassed a total hotel room night bookings of one million since opening the facility in 2004. The milestone was reached today with the opening of the 108th General Meeting of the American Society of Microbiology taking place June 1 – June 5, 2008.

“After hitting the one million attendee mark last fall, after just three years in operation, the BCEC has hit yet another important benchmark proving its success as a premier convention facility,” said James E. Rooney, Executive Director of the MCCA. “The BCEC is competing with the top convention centers in the country, and exceeding one million hotel room nights in this short time is a great indicator of the venue’s popularity and its ability to generate significant economic impact for the Commonwealth and its hospitality venues.”

Since its grand opening in June 2004, the BCEC has welcomed nearly 1.4 million national and international visitors during 520 meetings, conventions and tradeshows and generated \$910 million in economic impact for the city and region. The American Society of Microbiology General Meeting will book 23,100 hotel room nights, draw 12,000 educational, research, industrial and government professionals to the BCEC, and bring in \$15.6 million in economic activity for Greater Boston.

“This is a great accomplishment for the BCEC, and I'm pleased that our annual meeting of over 12,000 scientists could be a part of this milestone, with our attendees booking hotel rooms throughout the city," said Steve Schultz, Assistant Director of Meetings and Industry Relations. "Boston has made a name for itself in the industry as a vital host for all types of scientific shows, and the BCEC is an attractive destination for an event such as ours.”

The American Society for Microbiology, headquartered in Washington, D.C., is the largest single life science association, with 42,000 members worldwide. Its members work in educational, research, industrial, and government settings on issues such as the environment, the prevention and treatment of infectious diseases, laboratory and diagnostic medicine, and food and water safety. ASM’s mission is to gain a better understanding of basic life processes and to promote the application of this knowledge for improved health and economic and environmental well-being.

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 fiscal year 2007, the MCCA hosted at the BCEC and the Hynes 305 events with over 1.6 million attendees that generated nearly 1.1 million hotel room nights and \$890 million in economic impact for Greater Boston.

Large upcoming events at the BCEC include the National Association of Letter Carriers Annual Convention, drawing over 11,000 attendees from 7/20 thru 7/25; the American Society for Therapeutic Radiology & Oncology annual meeting, drawing over 12,000 attendees from 9/16 to 9/26; and this fall's Natural Products Expo, drawing over 20,000 attendees from 10/16 thru 10/18.

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