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2011: MCCA signs most events since 2007

Despite economy, Boston books major meetings and convention business; for third consecutive year, Boston remains No. 1 city for international events in U.S.

BOSTON - Boston and the Massachusetts Convention Center Authority booked a record number of events during fiscal 2011, signing the most future events at the Boston Convention & Exhibition and Hynes Convention centers since 2007.

The MCCA booked 77 future events in fiscal 2011, creating 808,117 future hotel room nights, the most generated since fiscal 2008. This is a 10 percent increase over events booked in fiscal 2010, and a 37 percent increase in hotel room nights compared to last year. These events are expected to generate \$676.8 million in economic impact for Boston and the Commonwealth, as well as \$43.2 million in direct state and city taxes.

“This is a sign of the worldwide confidence in Boston,” said James E. Rooney, executive director of the Massachusetts Convention Center Authority. “While other cities are scrambling for business in the meetings and convention industry, these numbers prove Boston delivers exceptional meetings and an exceptional destination.”

The list of new business brings 37 future shows to the BCEC and 40 to the Hynes, including:

- American Chemical Society Full National Meeting in 2021 (25,050 hotel room nights)
- North American Spine Society Annual Meeting in 2016 (15,220 hotel room nights);
- National Association of Chain Drug Stores meeting in 2016 (12,006 hotel room nights)
- American Council on the Teaching of Foreign Languages Annual World Conference in 2019 (9,450 hotel room nights).

There were also a number of multiple-year bookings in 2011, including:

- Massachusetts Teachers Association (2012, 2013) Hynes
- IEEE International Microwave Symposium (2019, 2029) BCEC

- Public Responsibility in Medicine & Research Advancing Ethical Research (2013, 2015) Hynes
- New England International Seafood Show (2016-2019) BCEC
- Yankee Dental Congress (2015-2020) BCEC
- Drug Information Association (2018, 2023) BCEC
- American Academy of Religion / Society of Biblical Literature (2017, 2020) Hynes
- Red Hat Summit (2012, 2013) Hynes
- American Society for Microbiology (2014, 2017, 2020) BCEC
- Northeastern Retail Lumber Association (2013-2015) Hynes

With market share of international meetings in the U.S. dropping, Boston has continued to do well, retaining its ranking as the top destination for international meetings and conventions in the United States for the third year in a row, according to the International Congress and Convention Association.

International events booked in fiscal 2011 include:

- Society for Worldwide Interbank Financial Telecommunication (SIBOS) (2014) BCEC (23,220 room nights)
- World Congress on Biomechanics (2014) Hynes (7,600 room nights)
- Alzheimer's Association International Conference on Alzheimer's Disease & Related Disorders (2013) BCEC (9,849 room nights)

The news comes just a month after an advisory group recommended expanding the Boston Convention & Exhibition Center as well as the construction of an adjacent hotel. The recommendations will be included in a final report to be distributed to Governor Deval Patrick, Mayor Thomas M. Menino, and legislative leaders at the end of this month. It is expected that a joint House-Senate committee will be named to further study the report and its findings.

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 12th 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.