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MCCA ANNOUNCES LARGEST ROOMNIGHT EVENT IN ITS HISTORY

2017 American Urological Association Annual Meeting Will Book Over 48,000 Hotel Room Nights

The Massachusetts Convention Center Authority (MCCA) today announced that the American Urological Association (AUA) will hold its Annual Scientific Meeting at the Boston Convention & Exhibition Center (BCEC) in 2017, generating the highest number of hotel roomnights booked in association with an event in MCCA history. The ten-day event, scheduled May 9-18, 2017, is expected to draw in 17,500 attendees, booking more than 48,000 hotel roomnights in total.

“As the largest roomnight event in the history of Boston convention centers, this booking is a big accomplishment for our sales team,” said James E. Rooney, Executive Director of the MCCA. “It is a great indicator of how well Boston is performing in a very competitive industry when a major, large event like AUA contracts with a city 10 years in advance.”

Prior to booking the AUA Annual Scientific Meeting, the record for the largest roomnight event was held by the American Society of Anesthesiologists (ASA), which comes to the BCEC in 2016 with 38,400 associated roomnights. AUA has 48,150 hotel rooms booked in association with its event—a 25% increase over ASA. The 2017 AUA Annual Scientific Meeting is the largest roomnight booking for the City of Boston other than the Democratic National Convention in 2004 that booked over 60,000 roomnights.

The 2017 AUA Annual Scientific Meeting is the largest meeting of urologic professionals in the world, and the best place for attendees to network with leaders in the field of urology and access breaking news on the treatment of urologic disease. Each year, more than 15,000 urologists, healthcare professionals, exhibitors and media gather to learn about the latest advancements in urology and showcase new products and services.

“As a thriving center of medical activity—from the local area hospitals to the dozens of academic programs and research facilities—Boston is a natural host city for an event like ours,” said Janet Skorepa, Associate Executive Director of AUA. “We are very excited to bring our annual meeting to Boston, and I’m confident that its location will attract medical professionals from across the country, as well as our growing international membership.”

The American Urological Association (AUA), founded in 1902 and headquartered near Baltimore, Maryland, is the premier professional association for the advancement of urologic patient care, and works to ensure that its more than 15,000 members worldwide are current on the latest research and practices in urology. The AUA also pursues its mission of fostering the highest standards of urologic clinical care through education, research, and in the formulation of health care policy.

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 2006, the MCCA hosted 275 events at the BCEC and the Hynes, which drew in 696,522 attendees and generated 648,862 hotel roomnights, as well as \$528 million in economic impact for Greater Boston.

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