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MCCA ANNOUNCES 2005 CONVENTION BOOKINGS; SETS NEW RECORD
First time in History - One Million Future Hotel Room Nights Associated with Booked Events

The Massachusetts Convention Center Authority (MCCA) today announced its calendar year 2005 bookings, setting a new record and for the first time exceeding one million hotel room nights. The MCCA booked 108 future conventions and trade shows in Boston – 53 at the Boston Convention & Exhibition Center (BCEC) and 55 at the Hynes Convention Center - a 30 percent increase over last calendar year's bookings and a 48 percent increase in hotel room nights.

“Boston is on the map and this dramatic increase in bookings demonstrates that the city is succeeding in the major convention and trade show market place,” said James E. Rooney, MCCA Executive Director. “Booking events with more than one million associated room nights is a major milestone for any city competing in the big leagues. With our first full year of operations under our belt, the word is out that Boston is a top tier city to host an event and these bookings are indicative of the reputation we are solidifying in the industry.”

The future events will result in a total 1.175 million hotel room nights, an expected \$454 million dollars in direct economic activity for the city of Boston and \$33.2 million in direct tax revenue. Rooney pointed to the city's recent ranking in *Tradeshaw Week's Data Book* as another example of the city taking its place among the top-tier convention cities and credited these successes for the taxpayers to a continued focus on strategic marketing and sales, renewed emphasis on customer service and the MCCA's commitment to improving the entire convention experience for its clients.

Forty-nine conventions or trade shows were booked in the last quarter of the year, breaking last year's record of 34 for most bookings in a quarter. Some of the major conventions booked in the last quarter include:

- The American Society of Cataract and Refractive Surgery at the BCEC in April 2010 and April 2014 with 13,000 attendees and 35,500 hotel room nights per show.
- The International Reading Association at the BCEC in April 2016, April 2021 and April 2027 with 22,000 attendees and 34,500 hotel room nights.
- Lions Clubs International occupying space in both buildings in July 2006 with 12,900 attendees and 43,200 hotel room nights.
- Natural Products Expo East at the BCEC in October 2008, September 2009 and October 2010 with 20,000 attendees and 14,000 hotel room nights per show.

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- Oncology Nursing Society at the BCEC in April 2006 with 8,000 attendees and 14,700 hotel room nights.
- School Nutrition Association at the BCEC in July 2014 with 6,500 attendees and 14,000 hotel room nights.
- The American Academy of Family Physicians at the BCEC in October 2009 with 13,000 attendees and 27,000 hotel room nights.
- The American Association of Critical Care Nurses at the BCEC in May 2013 with 9,000 attendees and 25,000 hotel room nights.
- National Fire Protection Association at the BCEC in May 2007 with 5,000 attendees and 9,000 hotel room nights.
- Heart Failure Society at the Hynes in September 2009 and September 2011 with 2,500 attendees and 7,500 hotel room nights per show.
- American Association of Neurological Surgeons at the Hynes in August 2009 with 5,000 attendees and 15,000 hotel room nights.
- American Association of Endodontists at the Hynes in April 2012 with 4,000 attendees and 6,000 hotel room nights.
- American Association for Cancer Research at the Hynes in November 2009 with 2,500 attendees and 6,000 hotel room nights.
- Nanotechnology Conference and Trade Show at the Hynes in May 2006 with 2,500 attendees and 2,000 hotel room nights.

“We were thrilled to book our two annual conventions at the BCEC. We have had several meetings in Boston and find it to be an excellent location for attracting attendees from the Northeast,” said John Ciccone from the American Society of Cataract and Refractive Surgery, which booked its 2010 and 2014 conventions at the BCEC. “Boston is very accessible by air travel; the new convention center is ideal; there is a good supply of hotels and; there are many cultural and entertainment attractions for our attendees to visit when they are not in conference sessions.”

In addition to the 108 conventions and trade shows contracted, 199 short-term and smaller functions were booked in the calendar year – 113 at the BCEC and 86 at the Hynes.

The new bookings records come on the heels of Boston making *Tradeshow Week's* annual Top Ten List of Leading Cities for the first time in 22 years. The leading cities list ranks the top ten convention cities in the country by the number of trade shows and events with more than 100 exhibitors a city is expected to host in the upcoming calendar year. Boston ranked at number seven on the list, moving up from 12, although only the top ten are published. For the seventh year in a row, Las Vegas ranks at number one, with New York, Toronto, Chicago, Atlanta and Orlando following respectively. Boston is ahead of New Orleans (based on pre-Hurricane Katrina information), Dallas and San Diego and replaced Washington, D.C. on the list.

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 2005, the MCCA hosted at the BCEC and the Hynes 263 events with 588,632 attendees that generated 392,897 hotel room nights and \$239 million in economic impact for Greater Boston.