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MCCA RELEASES WEB-BASED 2006 ECONOMIC IMPACT REPORT
Internet Site Showcases MCCA Financial Numbers and Community Programs

The Massachusetts Convention Center Authority (MCCA) today released its 2006 Economic Impact Report which outlines the effects of direct spending by event attendees on hotel rooms, local transportation, shopping and dining within calendar year 2006 in association with events at the Boston Convention & Exhibition Center (BCEC) and the Hynes Convention Center. For the first time in MCCA history, the report is Web-based and can be viewed by visiting: <http://www.massconvention.com/economicimpact>.

“With two facilities and 275 events in the past year, Boston is a major player in the meetings, conventions and exhibitions industry, and our convention centers are a driving force behind regional economic activity, generating \$528 million in direct spending,” said James E. Rooney, Executive Director of the MCCA. “This report allows the MCCA to show local residents, hospitality partners, the business community and government officials how the Authority is positively impacting our community.”

Collaborating with Communication via Design (CviaD), a full service graphic design and marketing company located in Boston’s Seaport District, the MCCA created an electronic and print campaign to present its economic impact data, with an interactive Flash website and a direct mail postcard. The 2006 Economic Impact Report actively engages its audience through dynamic elements, charts and graphs. The information in the report targets three specific audiences—local residents, business and government, and hospitality partners—and focuses on how the individuals of each group are impacted by MCCA convention traffic.

The transition from a printed report to an interactive electronic report reflects the MCCA’s commitment to innovation and its technologically advanced facilities. Also, the MCCA has the ability to track its success through website hits and download reports, a feature unique to an online approach.

MCCA 2006 Economic Impact Report Highlights:

- The BCEC and the Hynes hosted 275 conventions, tradeshow, meetings and events in 2006, generating \$528 in economic impact for the Commonwealth of Massachusetts, a 60 percent increase from 2005.

- The facilities generated \$18.86 million in direct tax revenue, a 64.1 percent increase from the previous year.
- For the second year in a row, *Tradeshow Week*, the industry's most prestigious weekly tradeshow magazine, ranked Boston in its Top Ten List of Leading Cities.
- In 2006, it cost \$37.2 million to run the BCEC and the Hynes, compared to the \$528 million the two facilities generated in economic impact.
- 6,763 jobs have been sustained by the local convention center industry.

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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