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**MCCA ANNOUNCES FY 2005 CONVENTION BOOKINGS EXCEEDED GOALS**  
***96 Future Events Contracted for BCEC and Hynes; 60% in Target Industries***

The Massachusetts Convention Center Authority (MCCA) today announced that it exceeded its Fiscal Year 2005 bookings goals, booking 96 future conventions and trade shows into Boston – 51 at the Boston Convention & Exhibition Center (BCEC) and 45 at the Hynes Convention Center - a 43 percent increase over last fiscal year's bookings.

“These booking numbers indicate the BCEC is well on its way to not only stabilization, but also to a convention center with a very healthy market share,” said James E. Rooney, MCCA Executive Director. “When you look at the sales pipeline process in this industry, it’s fairly typical that the number of events you are booking on average annually is what you will be hosting on average annually in the future. So these numbers are extremely positive and don’t even take into account the nearly 200 short term events and functions we booked this year.”

The 96 events, which are five more than the goal set for the fiscal year, will result in 826,000 hotel room nights and an expected \$303 million dollars in economic activity for the city of Boston. Sixty percent of the events fall into the MCCA’s target industries of medical, high tech and academic.

Rooney credited several factors for the sales success: a revamped strategic marketing and sales approach that was put in place in 2003; the successful opening of the BCEC and subsequent positive response from industry leaders; a renewed customer service focus at the MCCA; and construction on a new 790-room Westin Hotel that will be connected to the BCEC and will open in July 2006.

Twenty events were booked in June alone with nine for the BCEC including the American Society for Therapeutic Radiology and Oncology in September 2008 with 10,000 attendees and 27,000 hotel room nights, the Risk and Insurance Management Society in April of 2010 with 9,500 attendees and 27,000 hotel room nights, the American Academy of Otolaryngology in September 2010 with 10,000 attendees and 22,500 hotel room nights, and the American College of Physicians in April 2015 with 12,500 attendees and 20,500 hotel room nights.

Bookings were consistent throughout the entire fiscal year with the second quarter being a record breaking quarter for bookings at the MCCA. Thirty-four events were booked – 17 at the BCEC and 17 at the Hynes – in the second quarter, totaling more than 343,000 hotel room nights and an expected \$93 million in economic impact. The events booked in that quarter were the most booked in any quarter in the MCCA’s 20-year history.

In addition to the 96 conventions and trade shows contracted, 196 short-term and smaller functions were booked in the fiscal year – 107 at the BCEC and 89 at the Hynes.

127 events have been held at the BCEC since it opened in June 2004. Next week, the BCEC will host the SAP Summer Sales Meeting for the second year in a row and the Hynes will host MacWorld, which has moved over from the BCEC after returning to Boston last year.

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