

For Immediate Release:
Thursday, January 27, 2005

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MCCA Announces Record Number of Bookings; 150,000 Visitors Expected in Early 2005
Bookings and Upcoming Events show Convention Business in Boston is Booming

The Massachusetts Convention Center Authority today announced that it booked a record amount of events in the last quarter, booking more events than any other quarter in the Authority's history, and that it is hosting more than 150,000 attendees at its two facilities in the first quarter of 2005. The new bookings include 17 events at the new Boston Convention & Exhibition Center (BCEC).

"The meetings and convention business in Boston is booming," said James E. Rooney, Executive Director of the MCCA. "Last quarter, we booked more conventions and trade shows than any other quarter in the Authority's 20-year history and the hotel roomnights associated with those events also broke the record number contracted in any quarter. These roomnights directly translate into economic activity and tax revenue so this is great news for the convention and visitor industry in Boston."

The events were booked at both the BCEC and the Hynes, proving that Boston is one of the top destinations in the industry and that the city can compete and win in a highly competitive market. The 34 events represent more than 343,000 hotel roomnights and an expected \$93 million in economic impact over roughly the next decade. These events do not include the 65 other small functions and meetings that were also booked to use the BCEC or the Hynes.

The BCEC opened just over six months ago and has seen a steady increase in bookings due to a revamped marketing and sales effort and the ability for people to get in and see firsthand all that the building has to offer.

"Boston is conducive, overall as a convention city but there were a number of specific reasons we were drawn to Boston," said Bart Ecker of Teachers of English to Students of Other Languages (TESOL), which will be coming to the BCEC in 2010. "The new BCEC is open and airy and offers us lots of space and wonderfully equipped meeting rooms. It is also easily accessible for our attendees – more than 20 percent come from outside the U.S. - and we expect this venue to be a big draw due to more flights and easy access from the airport to the convention center and hotels."

The 17 events booked at the new BCEC are mostly large, either association or corporate events. Some of these events include:

- American Association of Periodontology in September of 2009, with 6,000 attendees and 8,600 roomnights;
- American Association for Retired Persons (AARP) in September 2007 with 20,000 attendees and 19,934 roomnights;

- American Society of Anesthesiologists in October 2016 with 14,500 attendees and 38,400 hotel roomnights;
- American Society for Human Genetics in October 2013 with 6,500 attendees and 11,934 roomnights;
- American Society of Plastic Surgeons in September 2015 with 5,000 attendees and 14,250 roomnights;
- American Water Works Association in June 2014 with 13,000 attendees and 30,630 roomnights;
- International Boston Seafood Show in March 2006 with 26,000 attendees and 18,245 roomnights;
- National Association of Chain Drug Stores in June and August of 2009, with a total of 6,500 attendees and 17,655 roomnights;
- National Business Travel Association in July 2007 with 5,000 attendees and 13,445 roomnights;
- New England Food Service and Lodging in April of 2006 with 15,000 attendees and 3,000 roomnights;
- SAP Tech Ed in September 2005 with 4,000 attendees and 10,650 roomnights;
- SAP Sapphire in May 2005 with 10,000 attendees and 20,150 roomnights and;
- Teachers of English to Speakers of Other Languages (TESOL) in March of 2010 with 7,000 attendees and 11,390 roomnights;

“AWWA’s Annual Conference and Exposition brings together the top minds in the water industry to explore critical issues and share the latest technology,” said Paula MacIlwaine, Deputy Executive Director at American Water Works Association. “The spacious new facility in Boston and waterfront location are ideal for us. And with all of the wonderful history and activities that Boston has to offer, we know the event will be memorable for our members.”

As bookings continue to increase, the immediate future will also be a busy time for the MCCA and its partners in the city. In the first quarter of 2005, 150,000 visitors will be in Boston for shows like New England Grows, which will be held next week with 15,000 attendees and Boston Seafood in March with 25,000. This is the first time that these events, which rank in the top ten biggest events for the MCCA, will be at the BCEC and organizers have said that the move has allowed them to grow their shows between 25 and 60 percent. At the Hynes, the American Library Association (13,000), Yankee Dental Congress (26,000), Vision New England (10,000) and Linuxworld (12,000) will be keeping that calendar busy despite Boston Seafood and New England Grows moving to the BCEC.

“We are thrilled to be coming to the BCEC and are really excited for our exhibitors and attendees to be in the new building next week,” said Mary Hill, Show Manager of New England Grows. “We have increased our exhibit space by more than 60 percent and with a new layout and more things to see and do; we know that this will be one of our best years yet.”

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