

IN: growth

INVESTING IN BOSTON

Customers continue to demonstrate their confidence in Boston as a convention destination, with robust 2007 sales that have booked more than one million future hotel roomnights. The New England International Auto Show, booked through 2009, will bring an expected 90,000 attendees to Boston each year. Following a successful 2006 conference that featured live remote heart surgery on a patient in Italy, the Heart Rhythm Society will return to the BCEC in 2009, 2012, 2015, 2018, and 2021 with an annual average of 15,000 attendees and nearly 30,000 hotel roomnights. And there'll be no "shushing" when the American Library Association comes to Boston in 2010 and 2016 with an average of 13,000 attendees and nearly 21,000 hotel roomnights.

HOORAY FOR THE HYNES

Another bright spot for the MCCA this year was the strength of future bookings at the Hynes. With the uncertainty surrounding its future resolved, customers are flocking to this convenient convention space in the heart of the Back Bay. Bookings are up nearly 10 percent from 2006 and over the next five years more than 600 projected events will be held at the Hynes, with nearly 1.8 million attendees and 1.5 million hotel roomnights. With \$18 million in renovations and updates on the way for the facility, we're confident the Hynes will remain a strong and very appealing destination for convention-goers.

For the second straight year, more than 1 million hotel roomnights in the city of Boston were booked.



2007 TOTAL SALES DATA

\$\$ IN MILLIONS

	Events Booked	Attendees	Hotel Roomnights	Economic Impact
Commercial	28	352,887	116,292	201.5
Education	15	49,100	76,432	56.3
High-Tech	37	83,188	78,597	75.5
Medical	49	186,242	398,739	255.0
Other	168	395,115	363,016	294.7
Gate Show	8	551,000	19,575	7.1
TOTAL	305	1,617,532	1,052,651	890.1

The BCEC was honored with the 2007 Convention Center of the Year award at the Event Solutions Spotlight Awards.



+5

The number of additional shows The Heart & Rhythm Society booked



AIMING FOR CROWDS

Attendance at MCCA conventions is on the rise, with four of our top twenty shows this year hosting more than 20,000 attendees. At the largest show, AIM/OnDemand, more than 35,000 visitors came to Boston, with a direct economic impact of \$28.3 million. At the Hynes, 26,000 medical professionals attended the Yankee Dental Congress and more than 11,000 dedicated “eBayers” filled the halls at the BCEC for eBay! Live.

SIGGRAPH

Economic Impact: More than \$22 Million
Attendees: 20,000
Hotel Roomnights: More than 28,000



4 of our top 20 shows hosted more than **20,000 attendees**

TOTAL ATTENDANCE

