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**MCCA BREAKS SINGLE MONTH RECORD FOR HOTEL ROOM NIGHT BOOKINGS**  
*Also December Records for Future Attendees and Number of Events Signed*

The Massachusetts Convention Center Authority (MCCA) today announced last month's sales bookings for the Boston Convention & Exhibition Center (BCEC) and John B. Hynes Veterans Memorial Convention Center (Hynes) combined to establish a new a single month record for booking 450,000 future hotel room nights into the City of Boston. The sales team also set records for the month of December in the categories of number of events booked (46) and number of expected future attendees (400,000). These events will generate approximately \$282 million (2007 dollars) in future economic impact in and around the City of Boston.

The new hotel room nights record surpassed the previous single month record of December 2005 with a 38% increase in bookings. 44% more contracts were signed in December 2007 with an increase of 229% in future attendees over events booked in December 2006.

"Like in many businesses, the final month of the year is a busy contract month in our industry. Shattering a sales record for the month of December where meeting and convention clients look to close the majority of their business, is a tremendous hallmark of success by our sales team," said James E. Rooney, Executive Director of the MCCA. "Boston is constantly in competition with the top convention destinations in the North America, and exceeding all time and monthly sales records is a great indicator of our venues' increasing popularity."

December 2007 booking highlights include (by economic impact):

<b>Year</b>	<b>Event Name</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Economic Impact</b>
2015	American Diabetes Association	15,000	Over 49,000	Nearly \$27 Million
2014	American College of Rheumatology	18,000	Over 38,000	Nearly \$25 Million
2014	National Science Teachers Association	20,000	27,780	Over \$22 Million
2010	American Federation of State, County & Municipal Employees	4,800	Over 26,000	Over \$12 Million
2011	Association for Financial Professionals	7,500	20,970	Over \$12 Million
2016	American Association for Study of Liver Disease	6,000	Over 18,000	Over \$10 Million
2014	American Association for Study of Liver Disease	6,000	Over 18,000	Over \$10 Million
2012	American Association for Study of Liver Disease	6,000	Over 18,000	Over \$10 Million

The increase in sales bookings can be attributed to recent national recognition the city has garnered from leading industry publications.

The BCEC was named the 2007 “Convention Center of the Year” by *Event Solutions Magazine*, and *TradeShow Week* has ranked Boston a top-ten convention city for three consecutive years.

Three BCEC-hosted conventions, BIO International, New England Grows!, and the Boston International Seafood Show, were featured in *TradeShow Week*'s annual *Fastest 50* celebration, which honors America's fastest-growing conventions.

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 fiscal year 2007, the MCCA hosted at the BCEC and the Hynes 305 events with over 1.6 million attendees that generated nearly 1.1 million hotel room nights and \$890 million in economic impact for Greater Boston.

Large upcoming events at the BCEC includes the New England Boat Show, bringing over 54,000 attendees on 1/8/08 through 1/22/08; the International Boston Seafood Show drawing 28,000 attendees 2/19 through 2/28; and the Sports & Fitness Expo bringing over 60,000 attendees 4/18 through 4/20.

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