



FOR IMMEDIATE RELEASE

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Sports Events Bring Huge Benefits to Boston

Boston, MA (July 23, 2015): Boston's visitor industry and visitor economy are off the charts thanks in large part to the Greater Boston Convention and Visitors Bureau expanded sports marketing initiative. Added to annual events such as the Head of the Charles Regatta and the Boston Marathon as well as its professional and college teams, Boston will also play host to a number of high profile, world-class events in 2016 and 2017. The GBCVB estimates that sports related special events in 2016 and 2017 will result in more than \$200 million in new spending for Boston's visitor industry.

For the first time in its 130 - year history, the ISU World Figure Skating Championships will be held in Boston March 28 – April 3, 2016. The ISU event will bring 200 of the world's greatest figure skaters, representing 37 countries, to the TD Garden to compete for the prized title of World Champion. "This event is the pinnacle for figure skating competition and fans from all over the globe will be headed to Boston for this event." Patrick Moscaritolo, President and CEO Greater Boston Convention and Visitors Bureau said.

"The event will generate more than \$3 million, use more than 12 hotels and result in more than 15,000 room nights in business for Boston hotels." Moscaritolo added. New to Boston in 2016, but scheduled to be an annual event through 2020, is the IndyCar series Grand Prix of Boston which will take place August 29 to September 5, 2016. As a major sporting event, the Grand Prix draw thousands of spectators and visitors from the United States and around the world. The race drivers come from 8 different countries and will bring with them their fans and support to Boston. Grand Prix in other US cities have typically drawn 250,000+ spectators over three days with \$75-80 million in spending impact. As a first time event the IndyCar event, will also bring widespread media focus and attention to Boston. On average, each IndyCar race produces 6,000 media stories, with inaugural events producing almost twice that number.

The Boston Bruins will play on a nontraditional field at Gillette Stadium on New Years' Day against the Montreal Canadiens in the 2016 NHL Winter Classic. At the collegiate sports level, Boston will host the 2016 NCAA National Collegiate Fencing Championship at Brandeis University March 24-27, the NCAA Division II Women's Field Hockey National Championship at Stonehill College November 11-13 and football rivals Boston College and Notre Dame will play at Fenway Park on November 21st.

In June of 2017, Boston will host the four day Tall Ships Festival as part of the Canada 150 Tall Ships Regatta. Boston will be the only official American port for Tall Ship fans. And in 2018, the NCAA Division I Men's Basketball East Regional, will once again take place in Boston at the TD Garden.

"With the Bureau's aggressive marketing efforts and its marketing partnerships, the sports tourism industry has blossomed into a key part of Boston's booming visitor industry," said Moscaritolo "Clearly, sports related special events are paying off big time for our region's visitor industry meaning business for our hotels, for our restaurants and for our event venues." he added.

According to the National Association of Sports Commissions, direct visitor spending in the sport tourism industry in the U.S. for 2014 was \$8.96 billion. For example annual sporting events like the Boston Marathon and the Head of the Charles Regatta not only create huge spending impacts but they also draw visitors from across the world to Boston and Cambridge. The Boston Marathon and its related events usually generate more than \$160M in spending with over 500,000 spectators (making it the most widely viewed sporting event in New England). The Head of the Charles Regatta is also a major driver of visitors to Boston as the 11,000 athletes and over 350,000 spectators account for more than \$50M in visitor spending. The Tiger Woods Foundation and the Deutsche Bank Championship over Labor Day Weekend bring top caliber golfers and their fans to Boston while raising thousands of dollars for charity. The Deutsche Bank Championship generates over \$55M in spending annually for the Boston visitor industry.

For more information on sports related meeting and events in Boston, contact: Stephanie Pappas, Director of International Meetings and Sports Sales at spappas@bostonusa.com or 1-617-867-8222.