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Caption:

Boston will play host to “Big Air at Fenway” February 11 & 12, 2016, a big air snowboarding and freeskiing US Grand Prix tour event. Featuring a 140-foot high snow ramp, taller than the light towers at Fenway Park and bringing in athletes from around the world, including Olympic and World Champions.

International Sporting Events Continue to Book Boston

Boston is well known as a sports town with a long history of collegiate and professional sporting teams and major annual sporting events such as the Head of the Charles Regatta and the Boston Marathon. Now, however, it’s becoming the home of several international sporting events that draw athletes and spectators from around the world.

“We keep building partnerships that increasingly make us attractive as a destination for these events. Working with Massport on new air service, our colleges and universities to host the events and the City of Boston among others has helped us to build on our successes,” said Patrick B. Moscaritolo, President & CEO of the Greater Boston Convention & Visitors Bureau. “Our most recent partnership includes a collaboration with longtime partners Ken Brissette, Director of the Mayor’s Office of Tourism, Sports & Entertainment, Larry Cancro, Senior Vice President Fenway Affairs, who also chairs the GBCVB Sports Marketing Committee and is Vice Chair of the GBCVB Board of Directors, and Fenway Sports Management has helped draw Big Air at Fenway, an International Ski Federation World Cup and part of the U.S. Grand Prix tour.”

On February 11 and 12, 2016, Fenway Park will host a big air snowboarding and freeskiing U.S. Grand Prix tour event. “Big Air at Fenway” will feature a 140-foot high snow ramp, taller than the light towers at the ballpark, and bring in athletes from around the world including Olympic and World Champions. As a U.S. Grand Prix and part of the International Ski Federation’s (FIS) World Cup tour, Big Air at Fenway will bring in many of the top big air competitors including Olympic slopestyle skiing gold medalist Joss Christensen, slopestyle snowboarding Olympic champion Sage Kostenburg and Olympian Ty Walker. In big air, snowboarders and skiers do a single trick off a ramp similar to those seen on slopestyle courses. Men’s and women’s big air snowboarding will debut at the 2018 Winter Olympics in PyeongChang, South Korea. Men’s big air snowboarding has been part of the FIS World Championships since 2003. It

was added to the World Cup tour for women a year ago, with Walker winning the opener at a city stadium event in Istanbul.

Since 2001, international air travel to Boston has been showing signs of steady growth. In 2014, there were almost 2.5 million inbound passengers on international flights into Boston's Logan International Airport, a 9.8% increase over 2013. Today, Logan airport offers non-stop international service to 51 destinations, including key locations, in Europe, Asia, and the Middle East. "With these new additions in air service, the Boston CVB has been able to attract more visitors and events from around the world," said Patrick B. Moscaritolo, President & CEO of the Greater Boston Convention & Visitors Bureau.

As a result of the GBCVB's expanded international and sports marketing initiatives, 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.

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.

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 GBCVB's aggressive marketing efforts and its marketing partnerships, the international 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.

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.