

## History is Hub's primary attraction

By M.J. LANGATHIANOS

Hub convention-goers are drawn most by its history, listing Faneuil Hall and the Freedom Trail at the top of their itineraries.

But they also enjoy the arts, from the highbrow lure of the Museum of Fine Arts to the pop culture icon of Cheers.

A recent survey, conducted by research firm City Square Associates, revealed that out-of-staters who attend Hynes Convention Center events flock to Boston's historical landmarks and such prestigious places as Harvard.

Pat Moscaritolo, president of the Greater Boston Visitor and Convention Bureau, knows the power of the city's attractions.

"We who live here might not have the opportunity to reflect on the history," he said. "To be able to touch Paul Revere's House and walk the Freedom Trail is quite an experience for someone else."

The Public Gardens and USS Constitution topped many to-do lists.

Quincy Market always draws a crowd for its shopping, eateries and proximity to the North End and Financial District, Moscaritolo said. "What we tend to forget is that even 20-plus years ago, Faneuil Hall was on everyone's must-see list. It shows its enduring power."

The study, commissioned by the Massachusetts Convention Center Authority, measured the economic impact of events held at Hynes and the overall impression attendees took with them from their stay. Of the 2,659 out-of-state delegates questioned, 97 percent rated Boston "desirable" as a convention location.

"The destination itself is an important driver of attendance," said Chris Schiavone, president of City Square Associates. "It's good news for the city from a marketing standpoint."

On average, delegates spend \$1,116 per person, with \$801 going to lodging and food, \$140 to retail spending, \$96 to local transportation and \$79 to entertainment.

Carol Anne Duke, 28, and Ed Hong, 30, are spending plenty on their trip to Boston as they plan on attending three Red Sox games. The Atlanta-based couple have already braved the Prudential Center Skywalk and ventured on a Duck Tour.

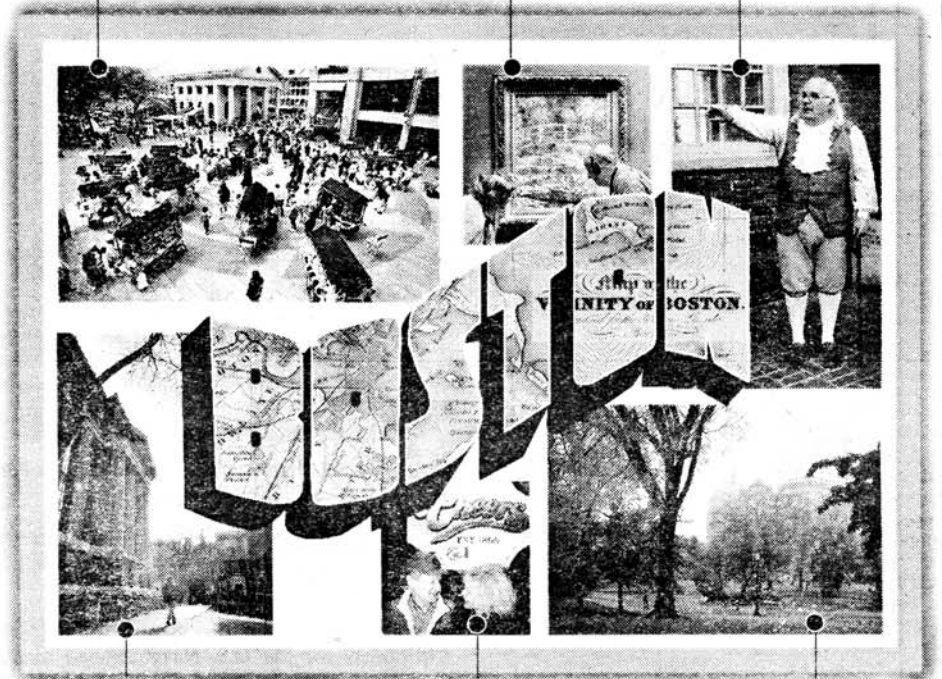
"It's very entertaining ... riding on an amphibious vehicle," said Hong, a sales manager. "It was definitely different."

### Conventional faves

Out-of-staters who come to Boston for events at the John B. Hynes Veterans Memorial Convention Center rank Faneuil Hall and the Museum of Fine Arts as their favorite places during their visit, according to a study done for the Massachusetts Convention Center Authority.

### Convention-goers hot spots (ranked by % of visitors)

- 1** Faneuil Hall/ Quincy Market - **18.6%**
- 2** Museum of Fine Arts - **14.8%**
- 3** Freedom Trail - **14.2%**



- 4** Harvard University - **10.9%**
- 5** Cheers - **9.1%**
- 6** Public Gardens - **8%**
- 7.** USS Constitution
- 8.** Aquarium
- 9.** Duck Tour
- 10.** JFK Museum
- 11.** Trolley tour
- 12.** Museum of Science
- 13.** Old North Church
- 14.** Paul Revere House
- 15.** Prudential Skywalk Observation Deck