



APRIL 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

PATRICK J. KALER, PRESIDENT & CEO

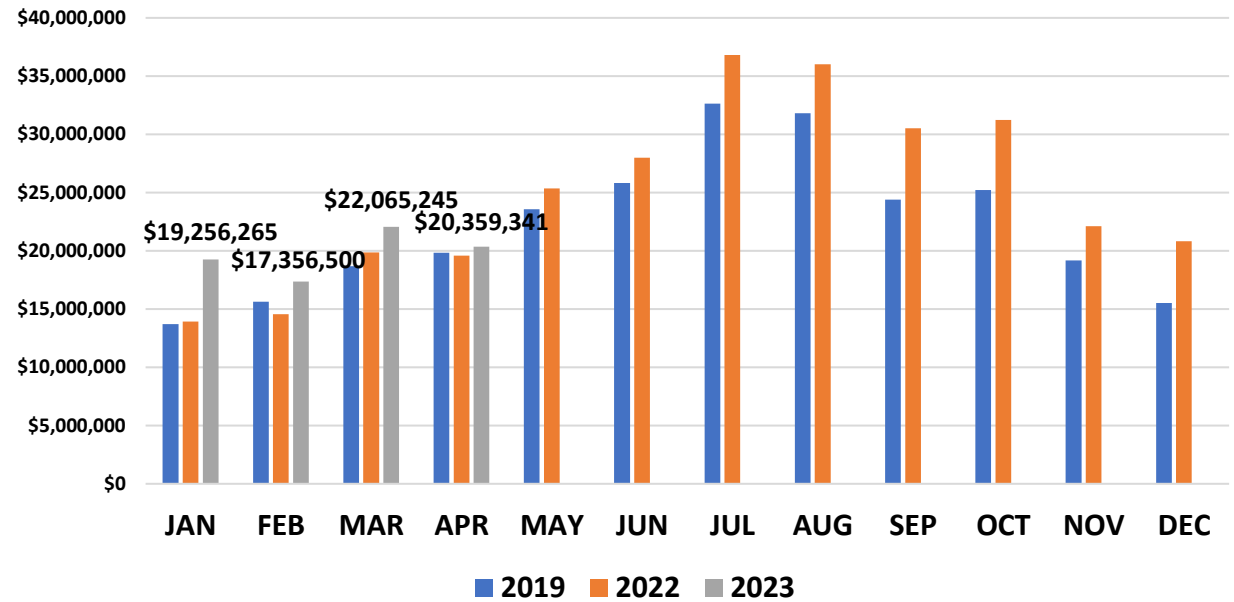


ERIE COUNTY HOTEL REVENUE – APRIL 2023

April Hotel Revenue	
\$20,359,341	
April 2022	3.9%
April 2019	2.7%
YTD Hotel Revenue	
\$79,041,079	
2022	16.7%
2019	16.2%

Hotel Revenue is the lodging revenue for all hotel/motel properties in Erie County reported for the month.

April 2023 hotel revenue collections totaled, **\$20,359,341** which was a **3.9%** increase compared to April 2022. April 2023 hotel revenue was **2.7%** higher than 2019.



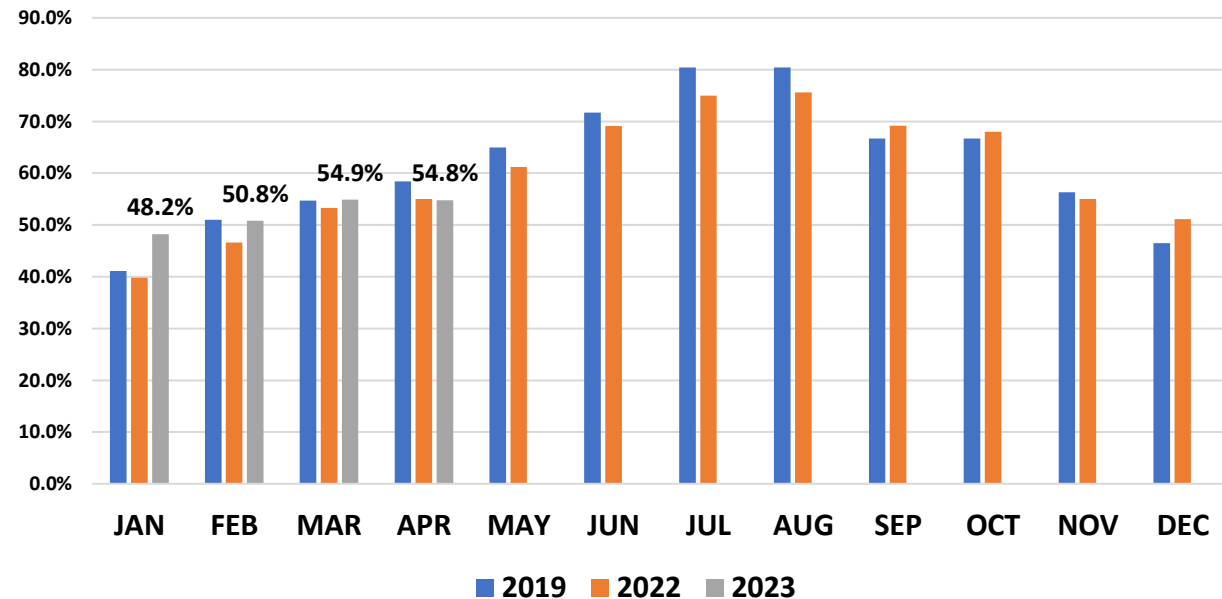
ERIE COUNTY HOTEL OCCUPANCY – APRIL 2023

April Hotel Occupancy	
54.8%	
April 2022	-0.4%
April 2019	-6.2%
YTD Hotel Occupancy	
52.2%	
2022	7.4%
2019	1.8%

Hotel Occupancy is the percentage of available rooms sold during the month in Erie County. Occupancy is calculated by dividing the number of rooms sold by the number of rooms available.

April 2023 occupancy measured **54.8%**, which was down **0.4%** compared to April 2022. April 2023 was **6.2%** lower than occupancy in 2019.

*In comparison, for the U.S., April occupancy was up **1.7%** over 2022 and up **5.3%** compared to 2019. The State Of New York, was up **1.3%** in occupancy in April 2023 compared to 2022, and down **5.5%** compared to 2019.*



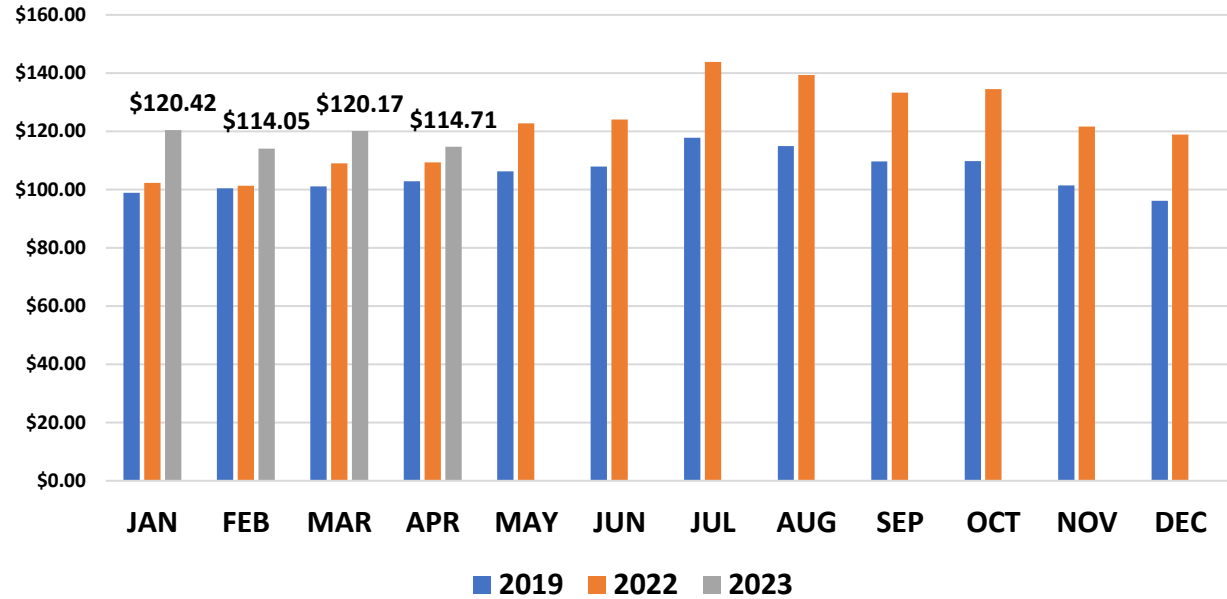
ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – APRIL 2023

April Hotel Average Daily Rate	
\$114.71	
April 2022	4.9%
April 2019	11.6%
YTD Hotel Average Daily Rate	
\$117.47	
2022	10.4%
2019	16.3%

Hotel Average Daily Rate (ADR) is the measure of the average rate paid for hotel/motel rooms sold for the month. It is calculated by dividing room revenue by the number of rooms sold for that time period.

In April, Erie County ADR was **\$114.71** an increase of **4.9%** over 2022, and **11.6%** increase compared to 2019.

*The U.S. ADR for April 2023 was up **3.9%** compared to 2022, as well as up **18.1%** from 2019. New York State ADR for 2023 was up **8.2%** compared to 2022 and up **9.9%** compared to 2019.*



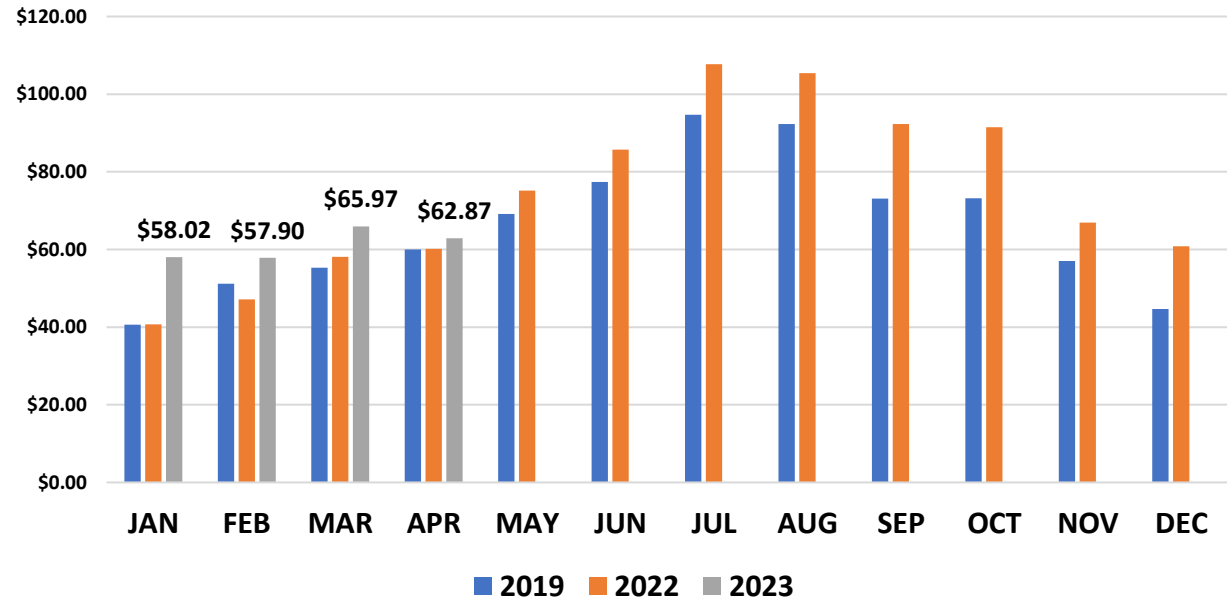
ERIE COUNTY HOTEL REVPAR – APRIL 2023

April Hotel RevPAR	
\$62.87	
April 2022	4.4%
April 2019	4.7%
YTD Hotel RevPAR	
\$61.27	
2022	18.6%
2019	18.3%

Hotel Revenue Per Available Room (RevPAR) is the total room revenue for the month divided by the total number of available rooms.

2023 April RevPAR was **\$62.87** which was an increase of **4.4%** over 2022, and **4.7%** compared to 2019.

*RevPAR for the U.S. was up **2.2%** for April 2023 over 2022, and up **12.0%** compared to 2019. The State of New York also had year-over-year increases for RevPAR in 2023 with a **9.5%** increase over 2022 and a **3.9%** increase compared to 2019.*



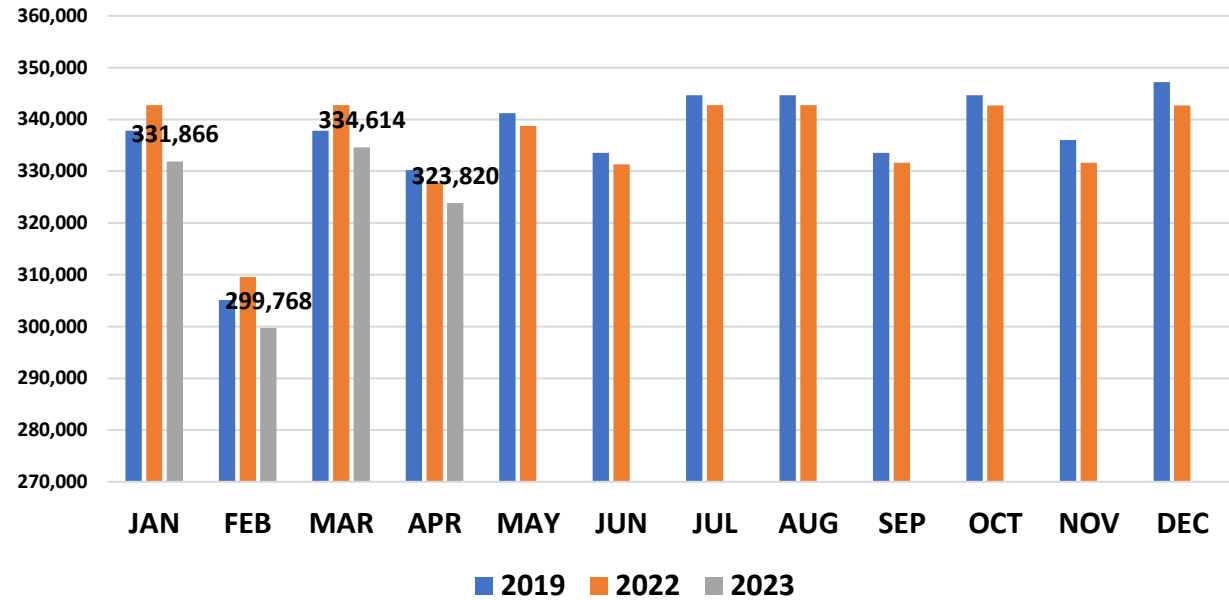
ERIE COUNTY HOTEL SUPPLY – APRIL 2023

April Hotel Supply	
	323,820
April 2022	-0.5%
April 2019	-1.9%
YTD Hotel Supply	
	1,290,088
2022	-2.1%
2019	-1.6%

Hotel Supply is the number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period.

In April 2023, Erie County’s hotel supply totaled **323,820** which was a **0.5%** decrease from 2022 and a **1.9%** decrease compared to 2019.

The number of Erie County available hotel rooms totaled **10,794** which is a **1.9%** decrease compared to 2019.

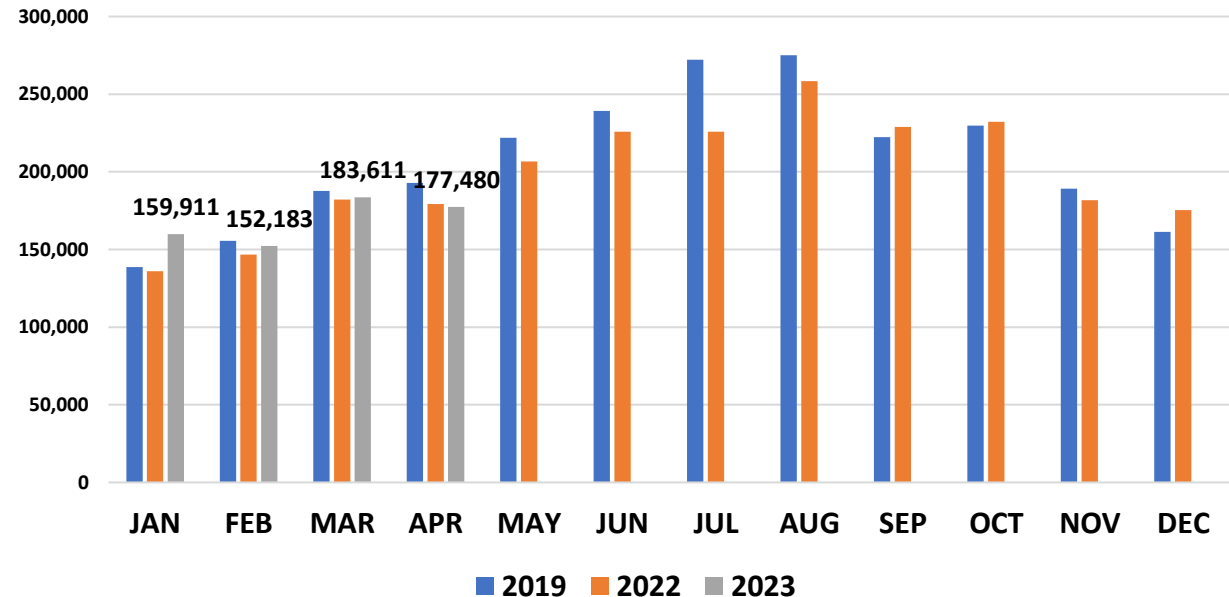


ERIE COUNTY HOTEL DEMAND – APRIL 2023

April Hotel Demand	
	177,480
April 2022	-1.0%
April 2019	-7.9%
YTD Hotel Demand	
	672,842
2022	5.2%
2019	0.1%

Hotel Demand is the number of hotel/motel rooms sold in a specified time period (excludes complimentary rooms).

April 2023 hotel demand totaled, **177,480** which was a **1.0%** decrease compared to 2022 and a **7.9%** decrease compared to 2019.



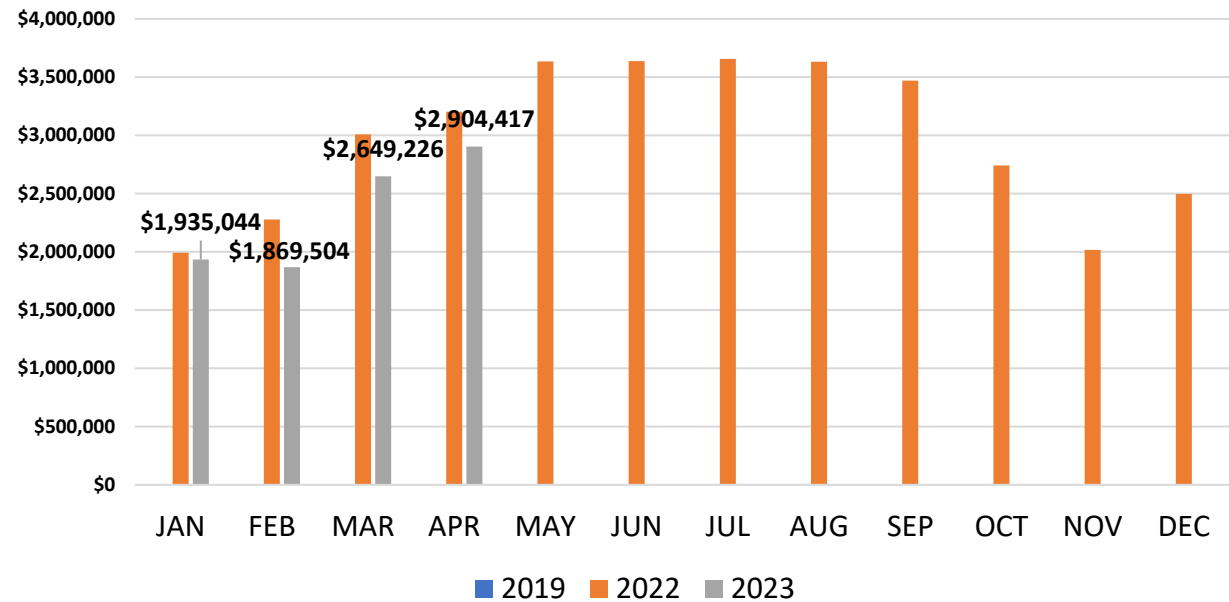
ERIE COUNTY SHORT TERM RENTAL REVENUE – APRIL 2023

April Short Term Rental Revenue	
	\$2,904,417
April 2022	-9.3%
April 2019	NA
YTD Short Term Rental Revenue	
	\$10,043,417
2022	-4.2%
2019	NA

Short Term Rental Revenue is the total lodging revenue for all short-term rentals reported for the month.

In April 2023, Erie County’s short term rental revenue generated **\$2,904,417** which was down **9.3%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



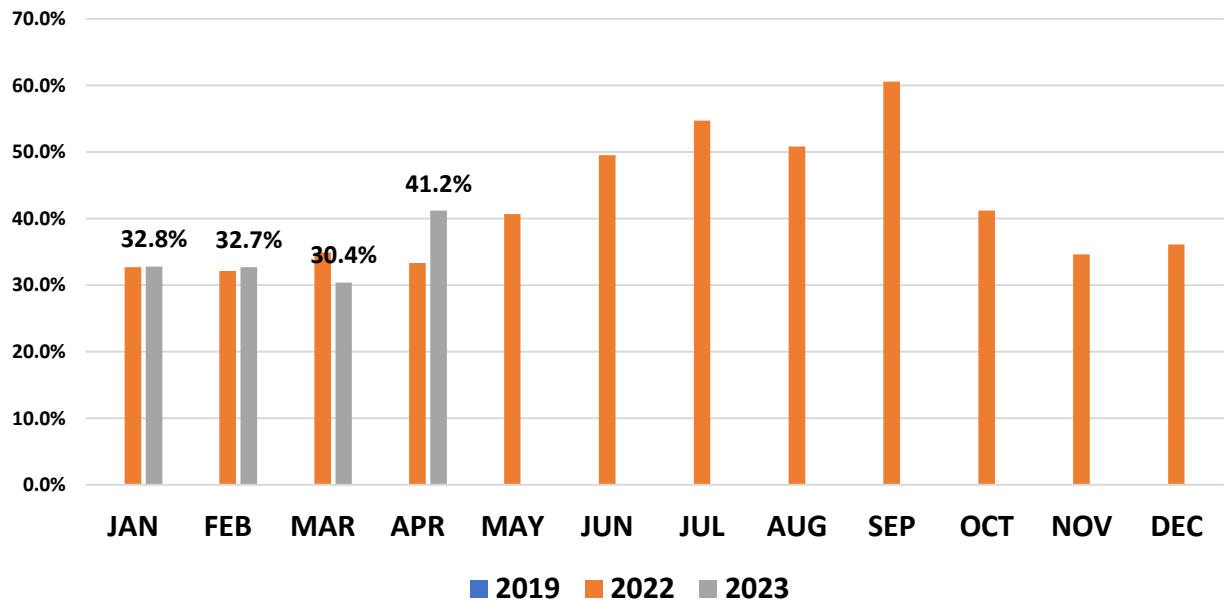
ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – APRIL 2023

April Short Term Rental Occupancy	
	41.2%
April 2022	23.7%
April 2019	NA
YTD Short Term Rental Occupancy	
	37.8%
2022	7.4%
2019	NA

Short Term Rental Occupancy is the percentage of available rental units sold during the month in Erie County. Occupancy is calculated by dividing the number of sold by the number of units available.

April 2023 occupancy measured **41.2%**, which was up **23.7%** compared to April 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



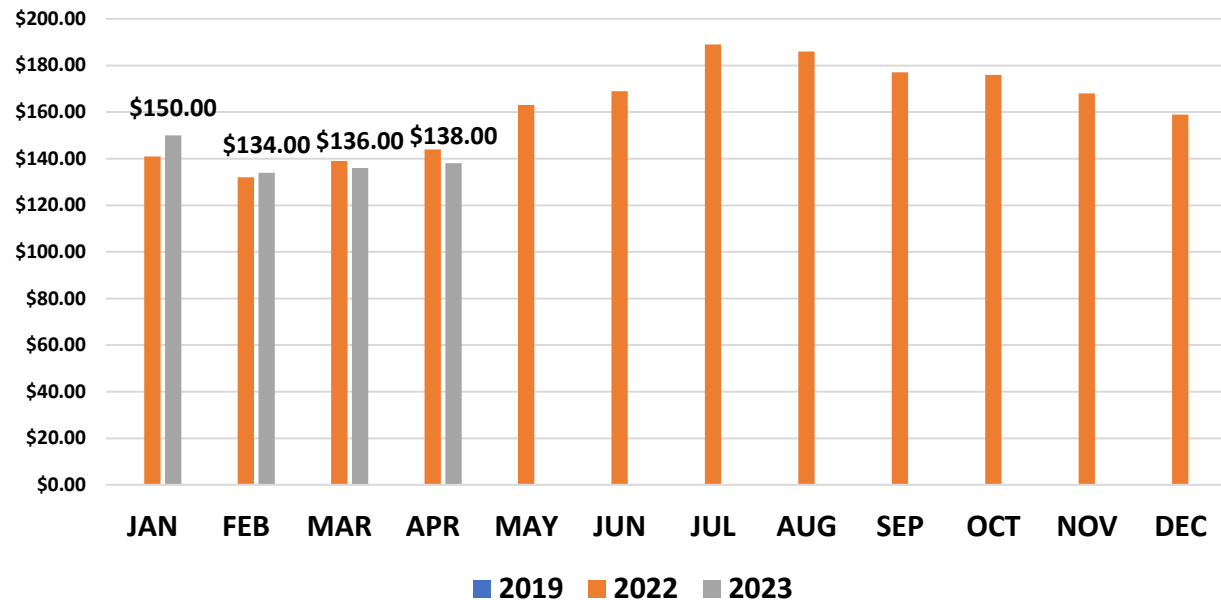
ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – APRIL 2023

April Short Term Rental ADR	
\$138.00	
April 2022	-4.2%
April 2019	NA
YTD Short Term Rental ADR	
\$137.00	
2022	0.7%
2019	NA

Short Term Rental Average Daily Rate (ADR) is the measure of the average rate paid for short term rental units sold for the month. It is calculated by dividing rental units' revenue by the number of units sold for that time period.

In April, Erie County Short Term Rental ADR was **\$138.00** a decrease of **4.2%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



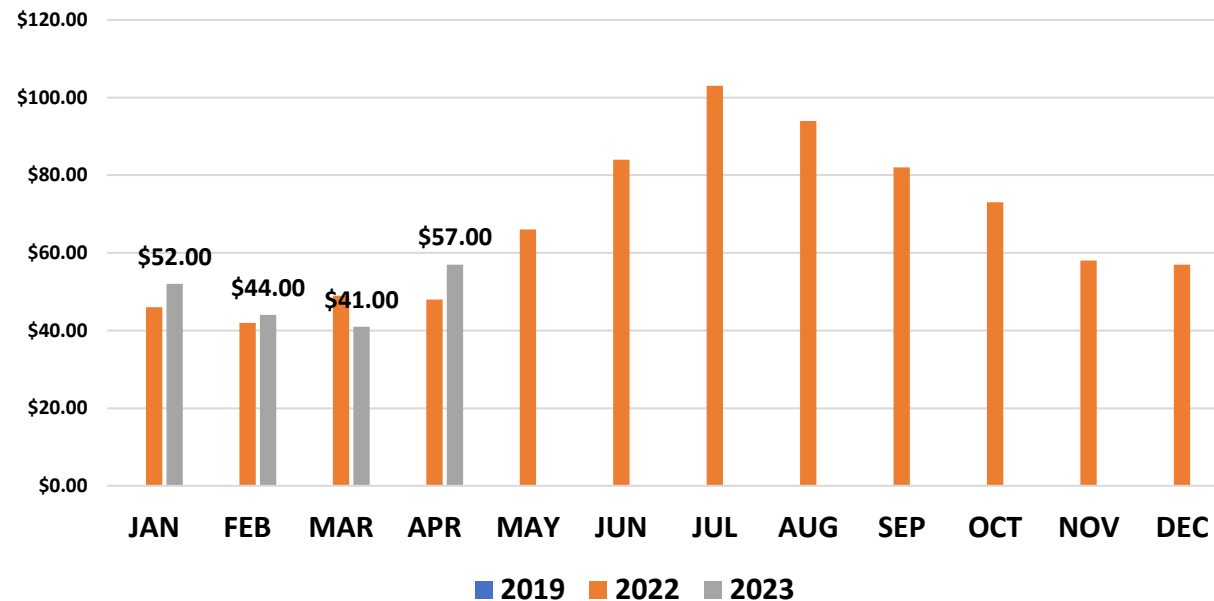
ERIE COUNTY SHORT TERM RENTAL REVPAR – APRIL 2023

April Short Term Rental RevPAR	
\$57.00	
April 2022	18.8%
April 2019	NA
YTD Short Term Rental RevPAR	
\$52.00	
2022	6.1%
2019	NA

Short Term Rental Revenue Per Available Room (RevPAR) is the total short term rental revenue for the month divided by the total number of available short term rental units.

2023 April RevPAR was **\$57.00** which was an increase of **18.8%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



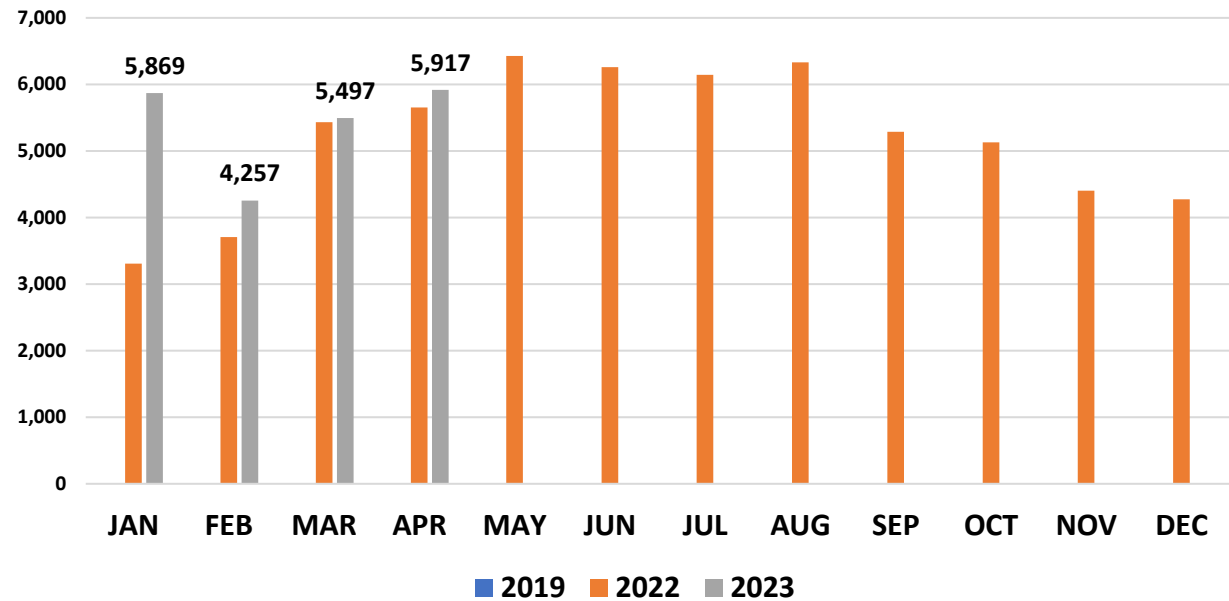
ERIE COUNTY SHORT TERM BOOKINGS – APRIL 2023

April Short Term Rental Bookings	
	5,917
April 2022	4.6%
April 2019	NA
YTD Short Term Rental Bookings	
	20,920
2022	15.6%
2019	NA

Short Term Rental Bookings is the measure of the total bookings in all Erie County short term rentals for the month.

In April, Erie County Short Term Rental Bookings totaled **5,917** which was an increase of **4.6%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



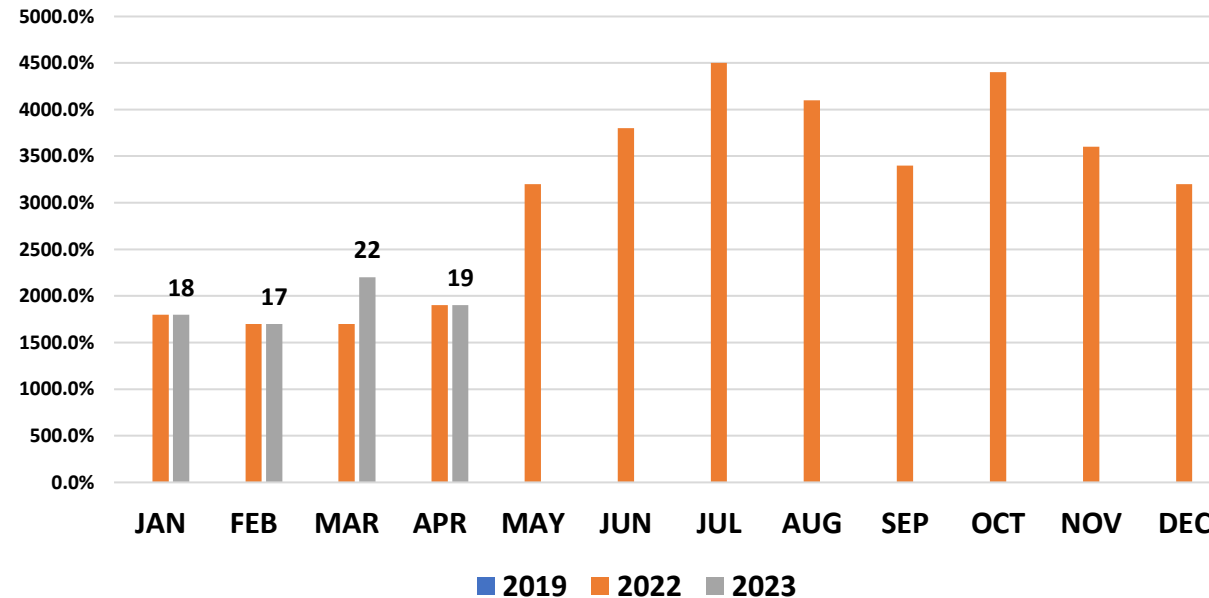
ERIE COUNTY SHORT TERM BOOKING WINDOW – APRIL 2023

April Short Term Rental Booking Window (days)	
	19
April 2022	Null
April 2019	NA
YTD Short Term Rental Booking Window (days)	
	18
2022	Null
2019	NA

Short Term Booking Window is the number of days prior to arrival/check-in of a short term rental booking.

In April 2023 the short term rental booking window was **19 days** prior to arrival, which was the same as 2022.

Note: VBN did not collect Short Term Rental Data in 2019.

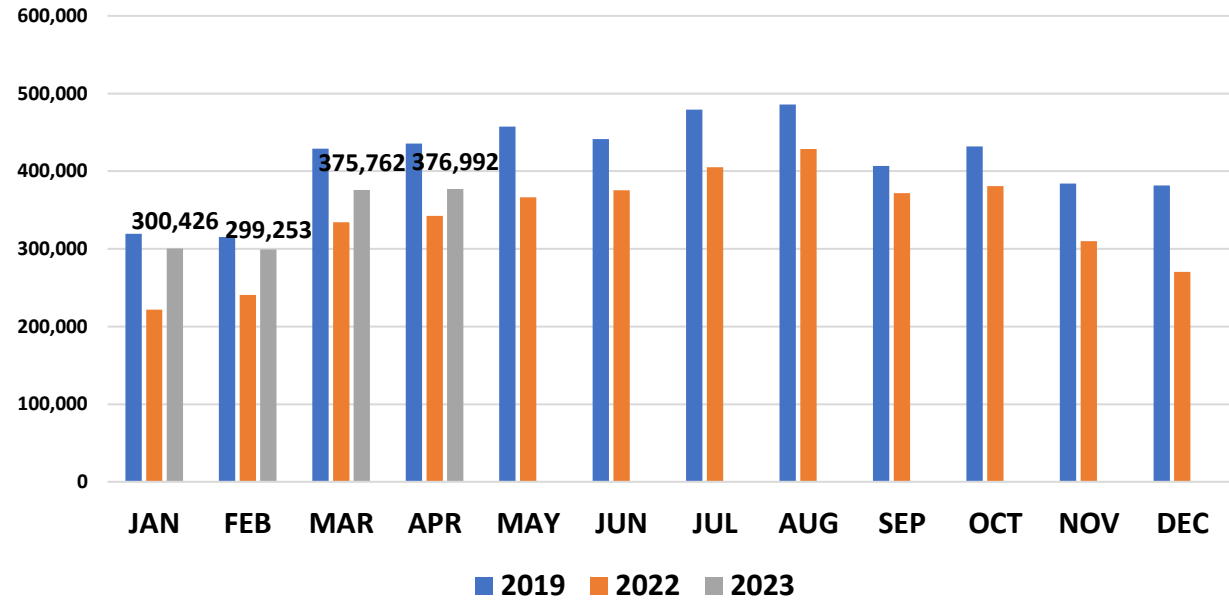


BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – APRIL 2023

April BUF Airport Passengers	
376,992	
April 2022	10.1%
April 2019	-13.5%
YTD BUF Airport Passengers	
1,352,433	
2022	18.7%
2019	-9.8%

Airport Passengers is the total monthly air traffic passengers at Buffalo Niagara International Airport as reported by NFTA.

Passengers through BUF in April 2023 totaled **376,992** representing a **10.1%** increase over 2022 and a **13.5%** decrease compared to 2019.

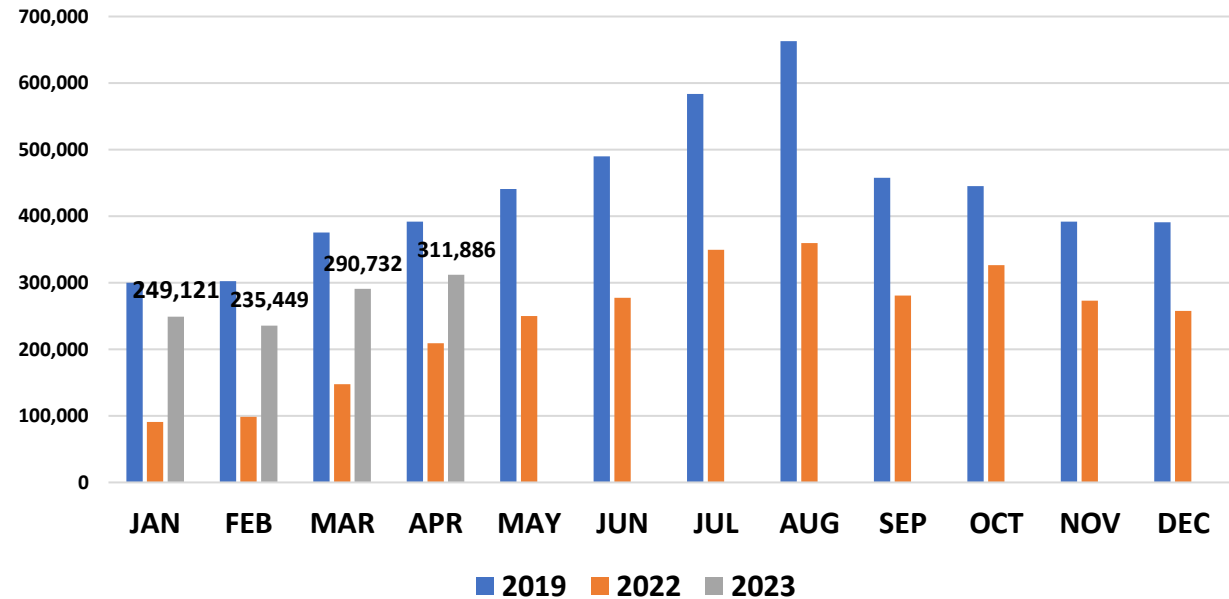


U.S. / CANADIAN CROSS BORDER TRAFFIC – APRIL 2023

April US/Canadian Border Traffic	
311,886	
April 2022	48.9%
April 2019	-20.5%
YTD US/Canadian Border Traffic	
1,087,168	
2022	99.0%
2019	-20.6%

Cross Border Traffic calculates the monthly border crossings between the United States and Canada in Erie and Niagara Counties.

Travel between the two countries through the Erie and Niagara County access points for the month of April 2023 totaled **311,886** which was a **48.90%** increase over 2022 and a **20.5%** decrease compared to 2019.



MONTH Sales & Services Department Dashboard - April 2023 vs. April 2022 and April 2019 (RECOVERY BENCHMARK)

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business			
44		15,815		22,458		\$12,034,216		10			
April 2022	-24.4%	April 2022	-36.9%	April 2022	68.8%	April 2022	-12%	April 2022	-40.7%		
April 2019	-26.7%	April 2019	-7.5%	April 2019	-94.8%	April 2019	NA	April 2019	-5.9%		
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact		
29			11,959			26,515			\$11,616,574		
April 2022			April 2022			April 2022			April 2022		
-12.1%			19.0%			408.0%			11.9%		
April 2019			April 2019			April 2019			April 2019		
-55.4%			20.1%			200.6%			-26.4%		
Events Held			Events Held Room Nights			Events Held Attendance			Groups Served		
14			6,641			4,561			12		
April 2022			April 2022			April 2022			April 2022		
-26.3%			8.1%			21.2%			Null		
April 2019			April 2019			April 2019			April 2019		
-65.9%			-66.0%			-26.8%			-33.3%		

YEAR TO DATE Sales & Services Department Dashboard - Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Sales Lead Distributed		YTD Sales Lead Room Nights		YTD Lead Expected Attendance		YTD Lead Economic Impact		YTD Lost Business			
175		66,210		57,452		\$49,992,278		59			
2022	-6.4%	2022	-20.3%	2022	22.2%	2022	-31.0%	2022	-22.3%		
2019	-33.5%	2019	-55.8%	2019	-52.7%	2019	NA	2019	-37.9%		
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact		
116			40,253			48,258			\$30,975,221		
2022			2022			2022			2022		
Null			-25.4%			-5.5%			-36.4%		
2019			2019			2019			2019		
-38.3%			-30.6%			-10.7%			-43.4%		
YTD Events Held			YTD Events Held Room Nights			YTD Events Held Attendance			YTD Groups Served		
63			51,617			50,151			42		
2022			2022			2022			2022		
-6.0%			10.0%			11.5%			16.7%		
2019			2019			2019			2019		
-45.2%			-20.9%			-21.3%			-19.2%		



SALES & SERVICES DEPARTMENT UPDATE

2023 April compared to March Sales & Services KPI Comparison	
Key Performance Indicator	MOM Percent Change
Leads Distributed	15.8%
Lead Room Nights	19.8%
Lead Attendance	162.0%
Lead Economic Impact	40.9%
Definite Bookings	7.4%
Definite Room Nights	27.5%
Definite Attendance	260.0%
Definite Economic Impact	58.1%
Lost Leads	-37.5%
Events Held In Month	-51.7%
Events Held In Month Room Nights	-73.7%
Events Held In Month Attendance	-84.6%
Groups Serviced	-33.3%



2023 MPI Thought Leaders Summit Planning

Visit Buffalo Niagara will host the 2023 MPI Thought Leaders Summit in August of this year. The MPI Foundation convenes the meeting and event industry's top leaders for it's annual Thought Leaders Summit to discuss, ideate and problem-solve critical challenges such as safety, diversity and design. This is an excellent opportunity to showcase our phenomenal destination to influential meeting planners. The VBN team continues to plan with the MPI staff to prepare an Unexpected Buffalo experience for the attendees so that they will consider Buffalo and Erie County for future meetings and conventions.

April 2023 Trade Shows/Conferences Attended		
SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
VBN did not attend any tradeshow or conferences during the month of April		
April 2023 Site Visits / FAMs		4



Arrowhead Conferences + Events Leadership Meeting & FAM

Visit Buffalo Niagara had the privilege of hosting Arrowhead Conferences + Events leaderships meeting and familiarization tour of Buffalo for twelve members of their leadership team and planners. Attending the meeting/fam included the organization's CEO Scott Falk and Account Manager, Tommy Keown who also serves on the VBN/BNCC Customer Advisory Council. Arrowhead Conferences was founded in 1986, Arrowhead is a non-profit ministry of Cru, with specialties in Christian conference and event planning. The annual meeting took place at the recently rebranded Richardson Hotel, and an industry marketplace and luncheon with twelve Erie County tourism partners held at the Buffalo Niagara Convention Center. The attendees also enjoyed an evening reception with various activities at Buffalo Riverworks.





Adaptive Equipment & Youth Sports Program Celebration

The Buffalo Niagara Sports Commission and the Buffalo Niagara Convention Center hosted and attended the Greater Buffalo Adaptive Sports Youth Sports Program Celebration. The event took place at the BNCC and was attended by partners, coaches, volunteers and athletes who came out to try new adaptive sports equipment. The goal of Greater Buffalo Adaptive Sports is to provide an opportunity for individuals with disabilities to participate in adaptive sports and, through this participation, develop the social, emotional, and physical confidence necessary to become leaders in the community. BNSC has enjoyed a strong collaboration with the organization in bringing and supporting adaptive sporting events to Erie County.



Greg Gelinas Speaks to Buffalo State University Students

Buffalo Niagara Sports Commission Director of Sports Development, Greg Gelinas, had the opportunity to speak to the students graduating from the Hospitality and Tourism program at Buffalo State University, as well as attend the 27th Annual Buffalo Niagara Ambassador Awards where several of the students were recognized for their academic accomplishments.



Buffalo Niagara Sales and Marketing Executives Honors Mike Even

Mike Even, Visit Buffalo Niagara's Vice President of Sales and Services was honored with the Elite Sales and Marketing Executive of the Year Award by the Buffalo Niagara Sales and Marketing Executives Association. A long-term member representing VBN with BNSME, Mike has also served on the organization's executive committee. BNSME provides a unique forum for business owners, executives and decision makers to network and to share ideas, best practices and experience. Founded in 1942, BNSME is the largest organization of its kind in our region, and the only one dedicated to consistently improving professionalism in sales and marketing.



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

MONTHLY Marketing & Communications Department Dashboard April 2023 vs. April 2022 and April 2019

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
229,665		157,953		3:05		483,881		177	
April 2022	94.1%	April 2022	101.3%	April 2022	25 seconds	April 2022	139.2%	April 2022	-4.9%
April 2019	57.0%	April 2019	20.3%	April 2019	29 seconds	April 2019	75.6%	April 2019	2.3%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
100,840		29,880		56,991		19,003		507,385	
April 2022	2.6%	April 2022	0.6%	April 2022	28.4%	April 2022	147.9%	April 2022	1492.6%
April 2019	8.0%	April 2019	5.8%	April 2019	81.5%	April 2019	NA	April 2019	222.4%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
9		311,332,310		282		13		2	
April 2022	200.0%	April 2022	4592.7%	April 2022	-65.5%	April 2022	8.3%	April 2022	Null
April 2019	NA	April 2019	NA	April 2019	NA	April 2019	NA	April 2019	NA

YEAR TO DATE Marketing & Communications Department Dashboard. Year Over Year Comparison 2023 vs. 2022 and 2019

YTD Website Sessions		YTD Mobile Website Sessions		Duration On Site		YTD Website Page Views		YTD Shared Social Media Posts	
550,736		362,896		3.05		913,632		704	
2022	36.6%	2022	37.3%	2022	25 seconds	2022	26.7%	2022	-26.3%
2019	12.3%	2019	16.2%	2019	29 seconds	2019	-3.3%	2019	4.6%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
100,840		29,880		56,991		19,003		2,794,898	
2022	2.6%	2022	0.6%	2022	28.4%	2022	147.9%	2022	240.6%
2019	8.0%	2019	5.8%	2019	81.5%	2019	NA	2019	646.0%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
29		966,674,286		2,448		62		5	
2022	38.1%	2022	169.0%	2022	-28.0%	2022	-37.4%	2022	Null
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



2023 April compared to March Marketing & Communications KPI Comparison	
Key Performance Indicator	MOM Percent Change
Website Sessions	102.7%
Mobile Website Sessions	125.4%
Duration on Site	1:06 seconds
Website Page Views	117.3%
Social Media Posts	-1.7%
Facebook Followers	0.2%
Twitter Followers	-0.2%
Instagram Followers	4.1%
TikToc Followers	1.6%
All Video Views	-65.8%
Media Placements	Null
Media Impressions	-50.9%
Social Media Shares	5540.0%
Media Touchpoints	-31.6%
Media Visits	100.0%



Michelle Kearns Joins Buffalo Niagara PRSA Chapter
 Visit Buffalo Niagara Communications Manager, Michelle Kearns was recognized as a new member of the Buffalo Niagara Chapter of PRSA.

April 2023 Media Hits			
PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
Trip Advisor	The Big Appeal of a Small-City Vacation	104,240,863	57
USA TODAY Outdoor Wire	16 Outstanding Urban Kayaking Destinations Throughout the US	33,607	17
The New York Times	Buffalo Remakes Its Museum In Its Own Image	136,446,084	NA
The Washington Post	Want To See the Total Eclipse in 2024? Better Make Your Plans Now	56,216,417	52
Lazy Trips	Road Trip from Detroit to Washington DC	236,828	NA
Lonely Planet	6 Underrated Cities To Add To Your US Itinerary	4,280,066	77
AAA	4 Scenic Byways To Drive Close To Home	2,586,063	NA
Long Weekends	The Great Wright Road Trip	1,275	79

Not all media hits were as a direct result of efforts by Madden Media.

3. Buffalo, New York
 Once an industrial powerhouse, then an ailing metropolis that saw big swathes of its population fleeing to the suburbs and – notoriously – its pro-football team lose four Super Bowls in a row, [New York's second-largest city](#) is turning things around. There's been a decade-long effort to invest in housing, job training, public green spaces and the arts, among other things. Today, this city is hitting its stride.

And there's more to come. A major 30,000 sq ft expansion of the Buffalo AKG Art Museum (formerly the [Albright-Knox Art Gallery](#)) is scheduled to open in June 2023, and a new park and a collection of grain silos have been repurposed for mixed-use community on the waterfront. Check out the old stalwarts too: [Niagara Falls](#), obviously, but also architectural gems such as Frank Lloyd Wright's Prairie-style [Martin House](#), Eliel and Eero Saarinen's [Kleinhans Music Hall](#) and parks by Frederick Law Olmsted.

Want to see the total eclipse in 2024? Better make your plans now.
 Cities with high visibility, such as Dallas, Cleveland and Buffalo, are already vying for visitors

Advice by [Hannah Samoson](#)
 Staff writer
 April 26, 2023 at 8:00 a.m. EDT

People wear protective glasses as they look up at a solar eclipse in Exmouth, Australia, on April 20. (Aaron Bunch/AAP/AP)



Most Viewed Video April 2023

The Buffalo Cherry Blossom Festival
183,700

Sample of other video content for the month:

Easter Time – The Broadway Market

Spring Buffalo Restaurant Week

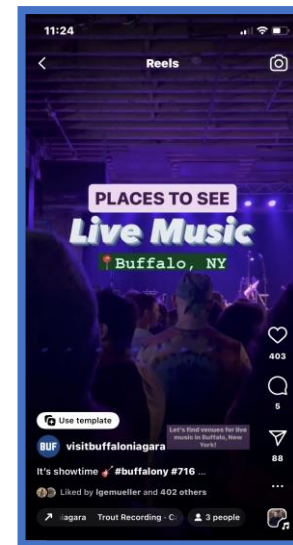
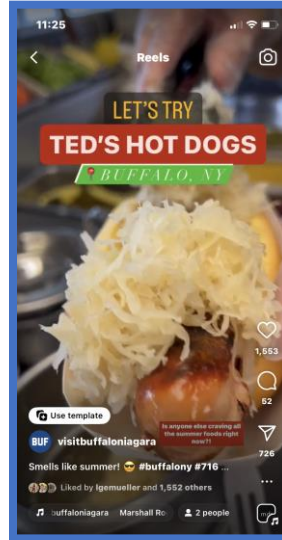
Let's Try Ted's Hot Dogs

Places to See Live Music

Make Your Own Bouquet



Sample April Instagram Content



New Website Content

The Visit Buffalo Niagara Marketing Department curated new content for the destination's website for a Sponge Candy Trail and leading into the peak travel season, The Perfect Weekend Getaway.



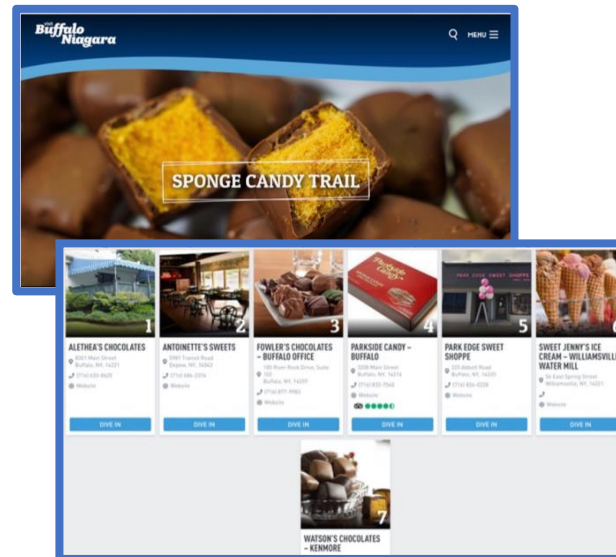
Photo courtesy of Bill Wippert

No. 1: Taste of Buffalo - Buffalo, New York

Taste of Buffalo shows off Buffalo's blossoming food truck and restaurant scene, as well as wines from New York State vineyards. Regional specialties, from beef on weck to sponge candy to Buffalo wings, abound. The event raises scholarship money for college-bound students who are committed to studying hospitality and culinary arts.

Taste of Buffalo Named No. 1 on USA TODAY 10 Best

The Taste of Buffalo was recognized as the number one best food festivals across the nation in USA TODAY's 10 Best! The Taste of Buffalo highlights various regional specialties, including beef on weck, sponge candy, Buffalo wings, and more, while showcasing Buffalo's ever expanding food truck and restaurant scene. The USA TODAY 10 Best list celebrates mouthwatering tastings, live cooking demos, beautiful venues and top-notch chefs, with these top ten destinations being voted on by readers from across the country.



DESTINATION DEVELOPMENT DEPARTMENT UPDATE

MONTHLY Destination Development Department Dashboard – April 2023 vs. April 2022 and April 2019 (RECOVERY BENCHMARK)

Visitor Guide Requests		Weekly Lodging Dashboard Distribution		Tourism Insider Distribution			
173		468		2,604			
April 2022	-42.9%	April 2022	36.0%	April 2022	-6.2%		
April 2019	-72.1%	April 2019	NA	April 2019	-6.1%		
Number of Mobile Visitor Center Events		Mobile Visitor Center Volunteer Hours		Number of Convention/Sport Events		Conventions/Sport Event Volunteer Hours	
0		0		1		24	
April 2022	Null	April 2022	Null	April 2022	-50.0%	April 2022	100.0%
April 2019	NA	April 2019	NA	April 2019	NA	April 2019	NA
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
0		0		7		1	
April 2022	Null	April 2022	Null	April 2022	100.0%	April 2022	-66.7%
April 2019	-300.0%	April 2019	-47.0%	April 2019	100.0%	April 2019	-96.7%

YEAR TO DATE Destination Development Department Dashboard – Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Visitor Guide Requests		YTD Weekly Lodging Dashboard Distribution		YTD Tourism Insider Distribution			
2,418		468		2,604			
2022	-36.6	2022	-62.0%	2022	-6.2%		
2019	-1.2%	2019	NA	2019	-6.1%		
YTD Number of Mobile Visitor Center Events		YTD Mobile Visitor Center Volunteer Hours		YTD Number of Convention/Sport Events		YTD Conventions/Sport Event Volunteer Hours	
3		99		7		116.5	
2022	-40.0%	2022	-53.3%	2022	250.0%	2022	870.8%
2019	NA	2019	NA	2019	NA	2019	NA
YTD Industry Meeting Attendance		YTD Industry Event Attendance		YTD Extranet Training Attendance		YTD Dest./Customer Service Training Attend.	
275		61		12		5	
2022	195.7%	2022	100.0%	2022	-37.8%	2022	-70.6%
2019	96.8%	2019	-62.6%	2019	-20.0%	2019	-91.5%





Buffalo Eclipse One-Year Out Press Conference

On April 8th, the Visit Buffalo Niagara staff joined our industry partners at the Buffalo Science Museum to support Erie County Executives Mark Poloncarz for the official announcement of the 2024 Buffalo Eclipse. Local awareness surrounding the April 2024 total eclipse that will put Buffalo and Erie County in totality. Erie County is working closely with New York State Police and the local law enforcement officials throughout the County to ensure overall safety for residents and visitors. County Executive Poloncarz used the occasion to announce a \$100,000 grant to the Buffalo Science Museum to purchase and distribute viewing glasses. VBN launched an aggressive social media campaign highlighting the launch of the Buffalo Eclipse landing page and VBN's logo.



VBN Launches Spring 2024 Buffalo Restaurant Week

Visit Buffalo Niagara's Spring 2024 Buffalo Restaurant Week took place April 17-23, 2023, following the successful first iteration of the event in the fall of 2022. A total of 108 restaurants participated in the Spring week-long event, a 37% increase over this past fall. Of the participating restaurants, 27% were women and or black-owned businesses. The marketing of the events proved strong with more than 102,000 views on the Buffalo Restaurant Week landing page and an average time spent on the page of 5:18 minutes. All of the local television and radio stations in WNY had daily stories featuring Buffalo Restaurant Week following the week prior press conference, and the restaurants themselves took to social media to celebrate and highlight their successes of the week.



BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



MONTHLY Buffalo Convention Center Operational Dashboard – April 2023 vs. April 2022 and April 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event - Social	
6		4		0		2		0		0	
January 2022	-45.5%	April 2022	Null	April 2022	Null	April 2022	-50.0%	April 2022	Null	April 2022	Null
April 2019	-40.0%	April 2019	33.3%	April 2019	-100.0%	April 2019	-50.0%	April 2019	-100.0%	April 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
6,221				24				New survey system being developed for mid-year.			
April 2022		-20.5%		April 2022		4.3%		April 2022		NA	
April 2019		-38.1%		April 2019		33.3%		April 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
\$393,545		\$41,269		\$342,191		\$10,045		\$40			
April 2022	-20.8%	April 2022	-23.3%	April 2022	-21.6%	April 2022	55.0%	April 2022	-79.8%		
April 2019	-7.6%	April 2019	-33.5%	April 2019	-6.2%	April 2019	-24.9%	April 2019	-75.8%		

YEAR TO DATE Convention Center Operational Dashboard – Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event – Banquet		Event – Consumer/Public Show		Event - Social	
25		8		2		10		5		0	
2022	13.6%	2022	14.3%	2022	100.0%	2022	66.7%	2022	-28.6%	2022	Null
2019	-32.4%	2019	-11.1%	2019	-66.7%	2019	-28.6%	2019	-37.5%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
108,470				89				New survey system being developed for mid-year.			
2022		12.8%		2022		3.0%		2022		NA	
2019		-29.1%		2019		-17.6%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
\$1,416,238		\$368,173		\$867,275		\$72,351		\$108,439			
2022	34.4%	2022	4.1%	2022	33.8%	2022	42.7%	2022	11585.2%		
2019	-27.1%	2019	-10.2%	2019	-23.7%	2019	-16.7%	2019	11172.2%		

BUFFALO CONVENTION CENTER SALES UPDATE



MONTHLY Buffalo Convention Center Sales Dashboard – April 2023 vs. April 2022 and April 2019 (RECOVERY BENCHMARK)

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
11		8		3		8	
April 2022	10.0%	April 2022	14.3%	April 2022	50.0%	April 2022	100.0%
April 2019	266.7%	April 2019	300.0%	April 2019	200.0%	April 2019	-27.3%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
47		33		14		7	
April 2022	-25.4%	April 2022	17.9%	April 2022	-60.0%	April 2022	600.0%
April 2019	NA	April 2019	NA	April 2019	NA	April 2019	-30.0%

YEAR TO DATE Buffalo Convention Center Sales Dashboard – 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Total Leads		YTD BNCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
54		38		16		40	
2022	20.0%	2022	22.6%	2022	14.3%	2022	42.9%
2019	125.0%	2019	123.5%	2019	128.6%	2019	-2.4%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
236		83		161		25	
2022	95.0%	2022	69.4%	2022	117.6%	2022	38.9%
2019	NA	2019	NA	2019	NA	2019	-4.2%

Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	105	93	51	30
Expected Attendance	249,975	241,537	235,032	183,257	119,762
Number of Hotel Room Nights	25,000	26,636	21,378	15,667	14,250
Expected Economic Impact	\$34,063,840	\$32,430,123	\$30,505,997	\$24,630,356	\$13,765,263



U.S. Travel Association Spring Meetings and Destination Capitol Hill

Visit Buffalo Niagara President & CEO, Patrick Kaler spent several days in the nation's capital participating in U.S. Travel Association's Destination Capitol Hill and attending the Spring Board of Director's meeting.

Travel is essential to every state and district across the country, driving economic growth, supporting jobs and boosting the U.S. trade balance. Travel's growth and success also fuels other vital industries across the United States – from manufacturing and agriculture to health care and more – which depend on travel to generate business, spur innovation and support education.

U.S. Travel Association's Key Asks of Congress for 2023 include:

- Fully fund the Assistant Secretary of Commerce for Travel and Tourism
- Lower visitor visa wait times
- Provide H-2B cap relief
- Advance FAA reauthorization priorities

U.S. Travel Association's Board of Director's priorities for 2023 include:

- Establish travel as essential and responsible
- Shape solutions to operational challenges
- Advance seamless and secure travel
- Build a strong business: engagement, team. culture

U.S Travel's unique mission is to increase travel to and within the United States.

We pursue this mission by establishing travel as essential and responsible, advancing seamless and secure travel, shaping solutions to operational challenges and building a strong business. By engaging with U.S. Travel, our members shape a thriving and sustainable travel experience.



Visit Buffalo Niagara Staff Receives CPR Training

Following the miraculous recovery of Buffalo Bill's Damar Hamlin, the Visit Buffalo Niagara staff participated in a CPR/AED certification course led by WNY Health Education and Equipment which is also a meetings/convention sales client for VBN. WNYHE is dedicated to providing superior healthcare training to its students. The VBN staff felt that with so much of our work being public facing through small and large gatherings it would be in our best interests as an organization to receive this life-saving training.



Heather Nowakowski is ZDOS Certified

Congratulations to Visit Buffalo Niagara's Business Intelligence Manager, Heather Nowakowski for completing the Zartico destination operating system certification program. VBN made the investment into Zartico in January of this year, which takes intelligence, analytics, and data visualizations and combines it with context and strategic input to support VBN's data-driven decision-making in real-time. Heather completed the nine-course certification program which she has mastered the opportunities to interpret Buffalo and Erie County's tourism data, understanding our visitation and assist the marketing department with planning and tracking.





Young Professional Staff Involvement

Visit Buffalo Niagara, Buffalo Niagara Sports Commission and Buffalo Niagara Convention Center have benefitted from recent hirings of young talent to each of their teams. They are engraining themselves into the community through volunteerism and participation in many of the young professional groups with organization such as the Buffalo Niagara Partnership and Explore Buffalo. Their enthusiasm for being involved in the community has allowed them to learn and understand more about Buffalo and Erie County which in turn benefits their selling of the destination for meetings/conventions, sporting events and marketing and content creation. Our future looks incredibly bright.

VBN On Local News

President & CEO Patrick Kaler made several appearances on local television and radio broadcasts as well as print regarding the Buffalo Eclipse and Buffalo Restaurant Week. He continues to contribute to a weekly segment on WGRZ's Most Buffalo sharing five things to do in Buffalo and Erie County for that weekend and the week ahead.



Buffalo Niagara Convention Center is at Buffalo Niagara Convention Center.
 Apr 12 · Buffalo · 📍

What's your favorite dessert?! Here at the Buffalo Niagara Convention Center, it's hard to decide 🍰

#buffalony #716 #buffalony #buffalofoodie #buffalofood #desserts #dessertlovers #cakedesign #fruitdessert #cake

Buffalo Niagara Convention Center Steps Up Social Media Marketing

Utilizing the content creation of Visit Buffalo Niagara's resources, the Buffalo Niagara Convention Center increased their engagement on social media. Creating interesting and compelling content regarding the soon to be completed façade project, interior painting and technology upgrades, and the new culinary options and menu items, the BNCC hopes to engage further with its current and potential client base as well as the local community. New content also showcases the diversity of the business taking place in the center, from large convocations of meetings, unique tradeshow set up, elaborate parties and receptions, and massive consumer shows that are open to the public.

April CEO Meetings
Buffalo Solar Eclipse Press Conference
Strategy Meetings Regarding Women's Flag Football Event
Meeting with Riverworks Ownership and Management
U.S. Travel Sustainable Travel Coalition Meeting
Erie County State of the County Address
U.S. Travel Association Destination Capitol Hill
U.S. Travel Board of Directors Spring Meeting
Canal New York Board Meeting
Snow Symposium Pre-Convention Meeting
Buffalo Niagara Partnership Board Meeting
Shea's Buffalo CEO Search Committee Meeting
VBN Finance Committee Meeting
Erie County Comptroller Short-Term Rental Meeting

Congratulations Judy Smith



Visit Buffalo Niagara's Director of Administration, Judy Smith, officially retired from the organization after 35 years of service on April 30th.

Judy will support in the transition with her replacement, oversee the VBN's reaccreditation process with Destinations International, and assist with the next three-year strategic plan.

Visit Buffalo Niagara Board of Directors

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair
Kimberley A. Minkel NFTA – Vice Chair
Huseyin Taran, Buffalo Marriott HarborCenter – Treasurer
Thomas Beauford, Buffalo Urban League - Secretary
Mary F. Roberts, Martin House - Immediate Past Chair
Mark Alnutt, University of Buffalo Department of Athletics
Melissa Brown, Buffalo History Museum
Daniel Castle, Erie County Dept. of Environment & Planning
Matt Chiazza, Reikart House
Anthony J.W. Chase, Buffalo State University
Dottie Gallagher, Buffalo Niagara Partnership
Mark Glasgow, Erie County Legislature Majority Caucus Appointee
Patrick Kaler, Visit Buffalo Niagara – President & CEO
Thomas Long, The Westin Buffalo
William Paladino, Ellicott Development, Inc.
Steven Ranalli, Erie Canal Harbor Development Corporation
Don Spasiano, Trocaire College
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens



Visit Buffalo Niagara Staff

James Adler, Sports Sales Manager
Jo Ann Blatner, Industry Relations Assistant
Drew Brown, Marketing Manager
Michele Butlak, Accounting & Benefits Manager
Emma Carlo, National Sales Manager
Karen Cox, Convention Sales & Services Manager
Mike Even, Vice President of Sales & Services
Karen Fashana, Director of Marketing
Greg Gelinias, Director Sports Development
Ed Healy, Vice President of Marketing
Patrick Kaler, President & CEO
Michelle Kearns, Communications Manager
Shannon Jenkins, National Association Sales Director
David Marzo, Chief Financial Officer
Leah Mueller, Director of Tourism Sales
Heather Nowakowski, Business Intelligence Manager
Kathryn Scaduto, Marketing and Social Media Specialist
Judy Smith, Director of Administration
Renata Toney, Vice President of Destination Experience
Marisa Urbano, Administrative Sales Assistant
Lauren Vargo, Sports Services Manager
Meaghan Zimmer, National Sales Director

Buffalo Niagara Convention Center Staff

Melissa Burke, Senior Director of Sales
Jeff Calkins, Vice President & General Manager
Tom Christy, Contoller
Lorna Cullen, Office Manager
Patrick Kaler, President & CEO
Sue Kimmins, Sales and Catering Manager
Craig Landseadel, Executive Chef
Mary Ann Martin, Bookkeeper & Benefits Manager
Mark McMahon, Maintenance Supervisor
Terry O'Brien, Director of Operations
Heather Petrino, Sales & Service Coordinator
Ken Sanford, Chief Engineer
Christie Walker, Convention and Event Service Manager
Cory Watson, Food and Beverage Manager
Michael Will, Assistant Director of Operations
Colleen Willis, Sales Manager
Danielle Winiarski, Assistant General Manager
Alishia Vega, Front Desk Receptionist



VISION:

To be the most surprising destination you'll ever visit.

MISSION:

Transforming our community by inspiring visitors and locals to discover Buffalo and Erie County.

Data Sources For This Report:

Cervis Technologies
Cision
Google Analytics
Key Data
Madden Media
Momentus Technologies (formerly Ungerboeck)
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics

