



# JUNE 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

**PATRICK J. KALER, PRESIDENT & CEO**

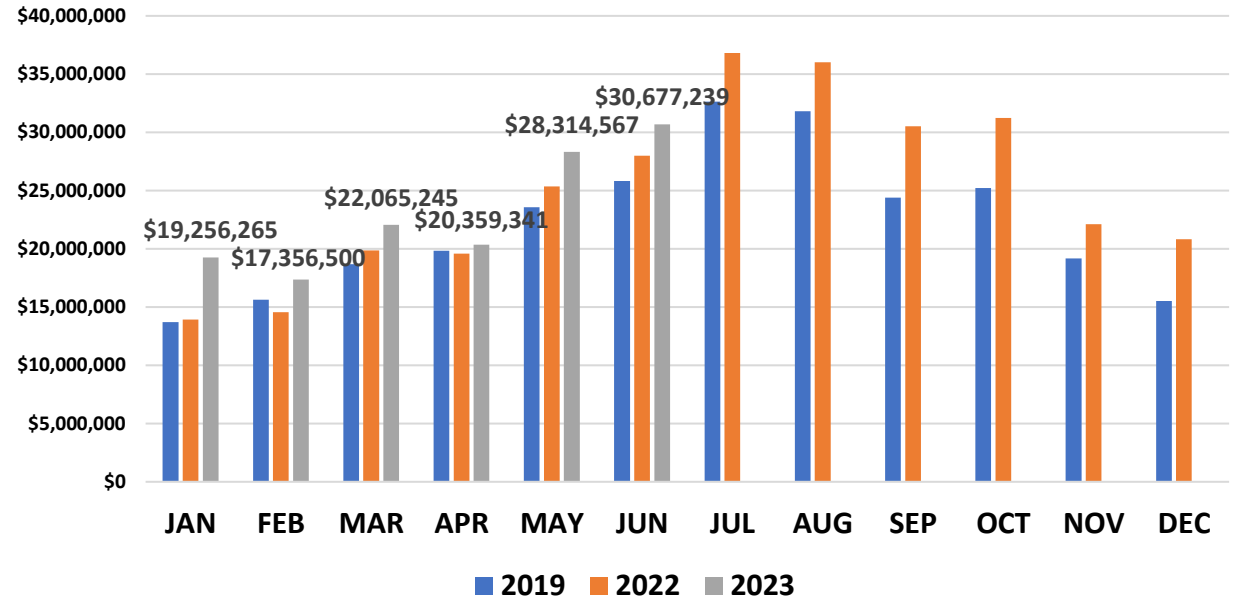


## ERIE COUNTY HOTEL REVENUE – JUNE 2023

June Hotel Revenue	
<b>\$30,677,239</b>	
June 2022	9.5%
June 2019	18.8%
YTD Hotel Revenue	
<b>\$136,039,460</b>	
2022	12.0%
2019	15.8%

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

June 2023 hotel revenue collections totaled, **\$30,677,239** which was a **9.5%** increase compared to June 2022. June 2023 hotel revenue was **18.8%** higher than 2019.



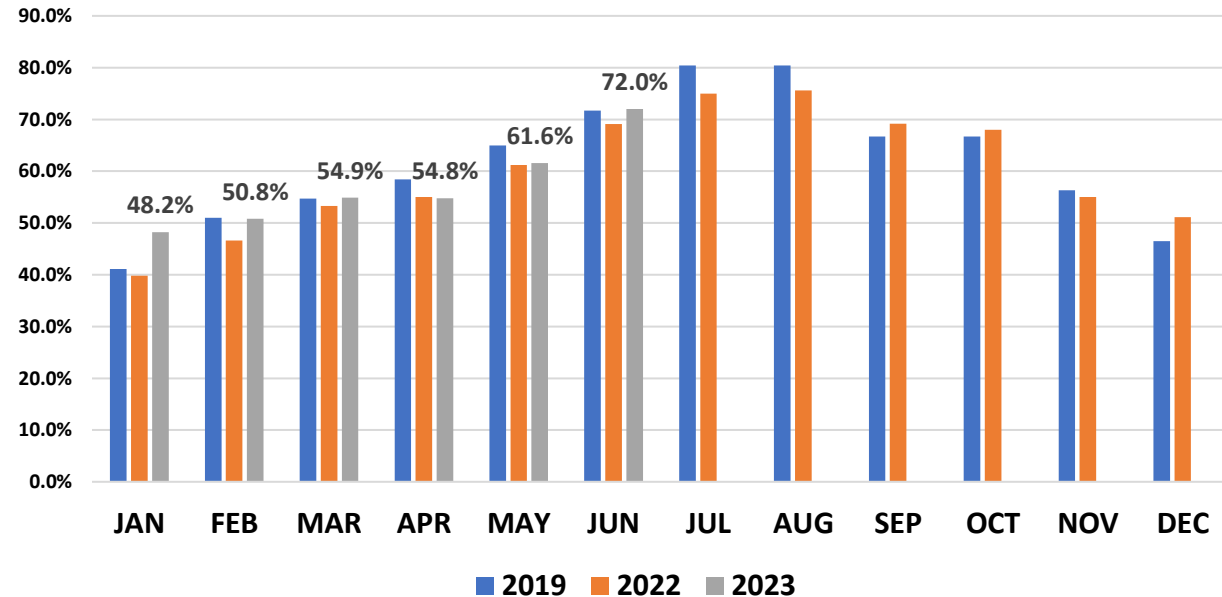
## ERIE COUNTY HOTEL OCCUPANCY – JUNE 2023

June Hotel Occupancy	
<b>72.0%</b>	
June 2022	4.3%
June 2019	-0.6%
YTD Hotel Occupancy	
<b>57.1%</b>	
2022	5.5%
2019	Null

**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.

June 2023 occupancy measured **72.0%**, which was up **4.3%** compared to June 2022. June 2023 was the same as the occupancy in 2019.

*In comparison, for the U.S., June occupancy was down **0.6%** compared 2022 and down **5.2%** compared to 2019. The State Of New York, was up **1.1%** in Occupancy in June 2023 compared to 2022, and down **4.7%** compared to 2019.*



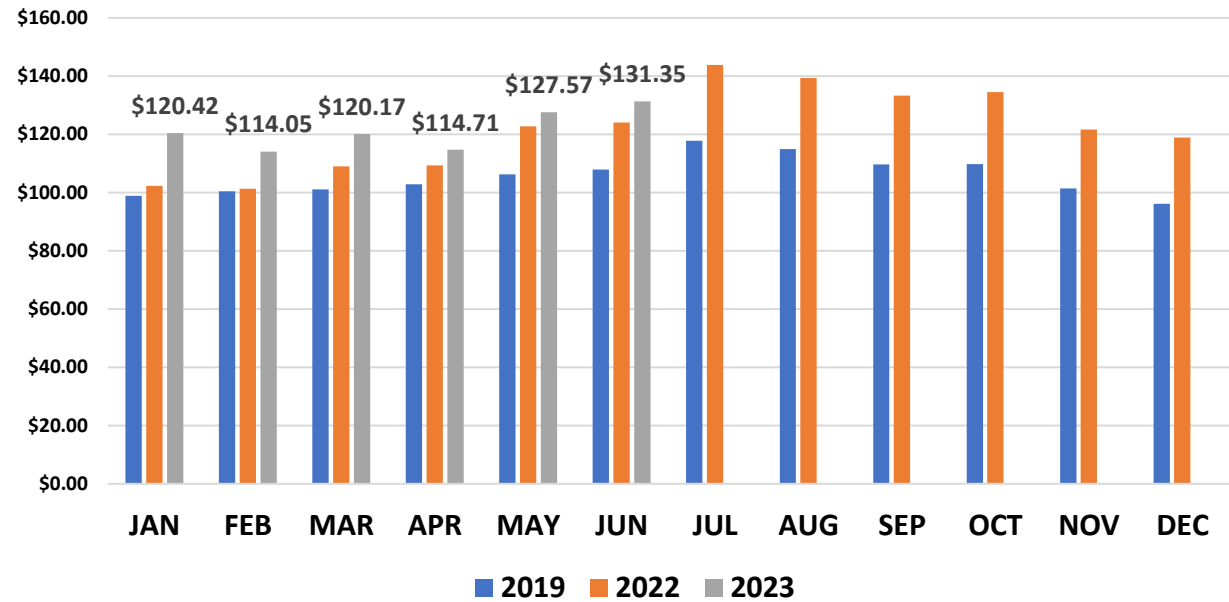
## ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – JUNE 2023

June Hotel Average Daily Rate	
<b>\$131.35</b>	
June 2022	5.9%
June 2019	9.9%
YTD Hotel Average Daily Rate	
<b>\$122.25</b>	
2022	8.0%
2019	18.0%

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

In June, Erie County ADR was **\$131.35** an increase of **5.9%** over 2022, and a **21.7%** increase compared to 2019.

*The U.S. ADR for June 2023 was up **4.2%** compared to 2022, as well as up **17.8%** from 2019. New York State ADR for 2023 was up **7.3%** compared to 2022 and up **13.9%** compared to 2019.*



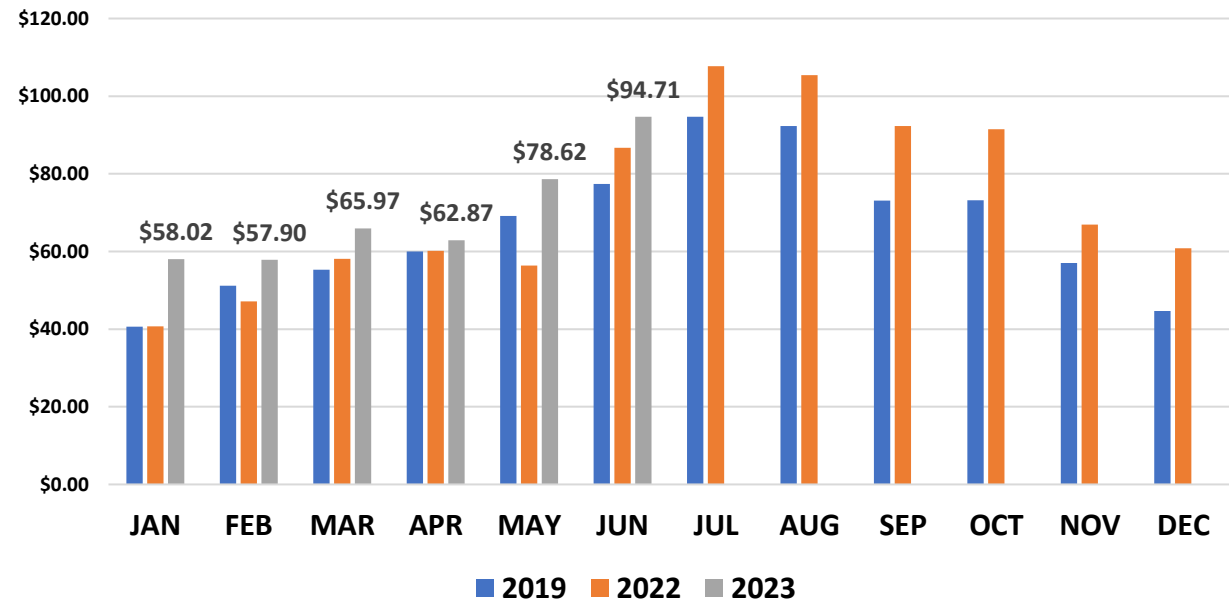
## ERIE COUNTY HOTEL REVPAR – JUNE 2023

June Hotel RevPAR	
<b>\$94.71</b>	
June 2022	9.2%
June 2019	22.3%
YTD Hotel RevPAR	
<b>\$69.80</b>	
2022	10.0%
2019	18.0%

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

2023 June RevPAR was **\$94.71** which was an increase of **9.2%** over 2022, and up **22.3%** compared to 2019.

*RevPAR for the U.S. was up **1.6%** for June 2023 over 2022, and up **11.6%** compared to 2019. The State of New York also had year-over-year increases for RevPAR in 2023 with a **3.5%** increase over 2022 and **8.6%** increase compared to 2019.*



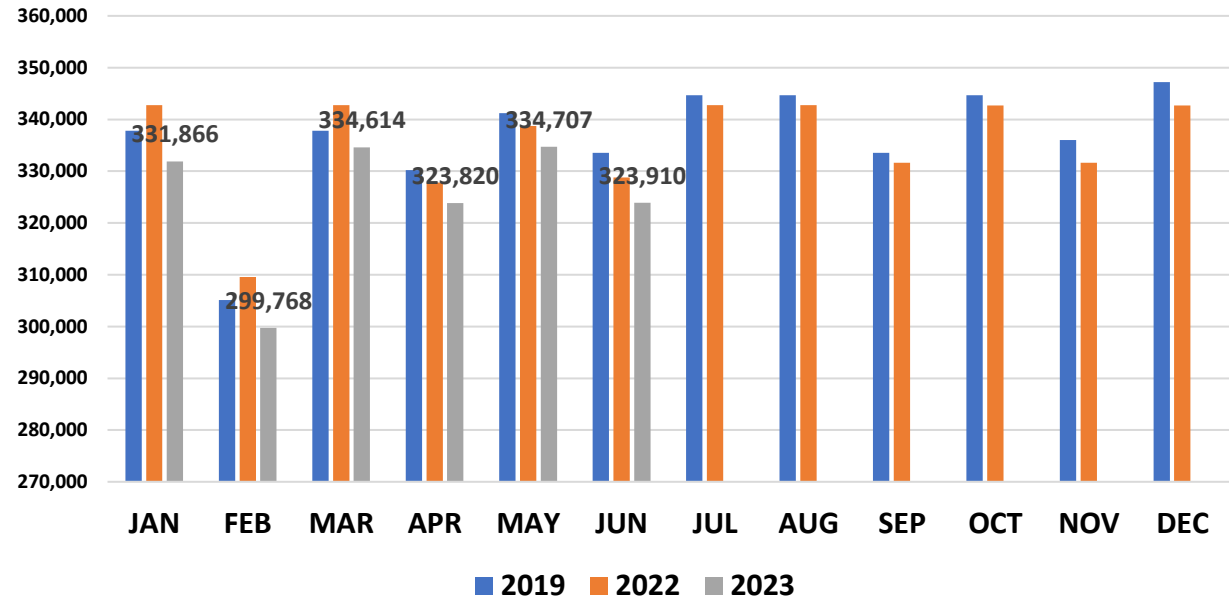
## ERIE COUNTY HOTEL SUPPLY – JUNE 2023

June Hotel Supply	
	<b>323,910</b>
June 2022	-0.9%
June 2019	-5.1%
YTD Hotel Supply	
	<b>1,949,065</b>
2022	-1.7%
2019	-1.8%

**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 June 2023, Erie County’s hotel supply totaled **323,910** which was a **0.9%** decrease from 2022 and a **5.1%** decrease compared to 2019.

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

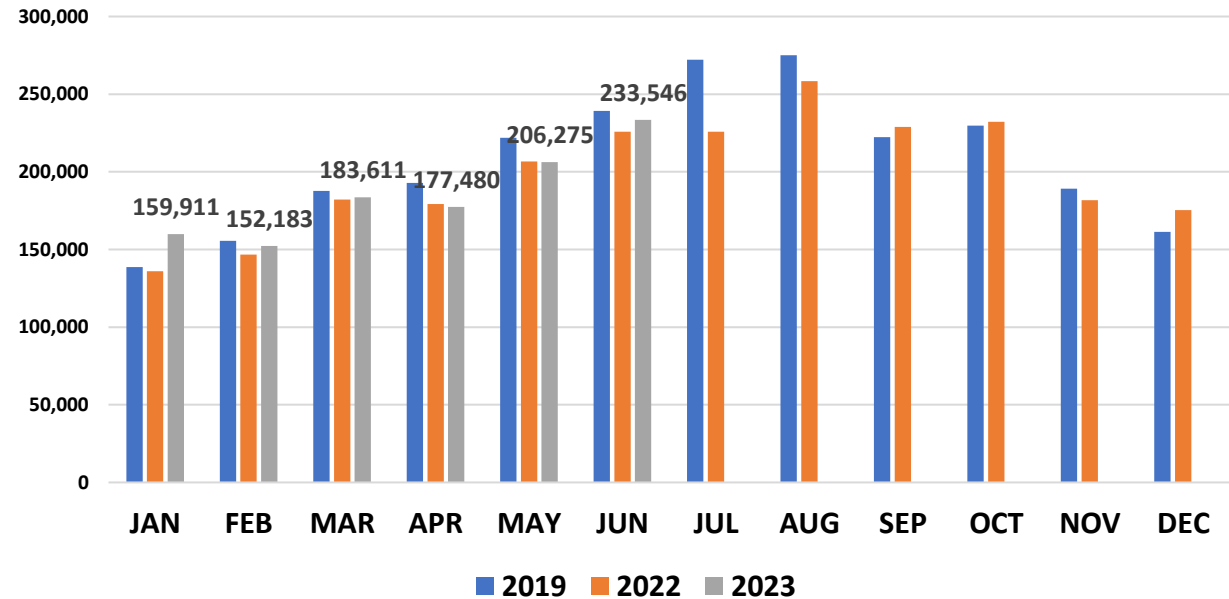


## ERIE COUNTY HOTEL DEMAND – JUNE 2023

June Hotel Demand	
	<b>233,546</b>
June 2022	3.5%
June 2019	-2.4%
YTD Hotel Demand	
	<b>1,112,753</b>
2022	3.7%
2019	-1.9%

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

June 2023 hotel demand totaled, **233,546** which was a **3.5%** increase compared to 2022 and a **2.4%** decrease compared to 2019.



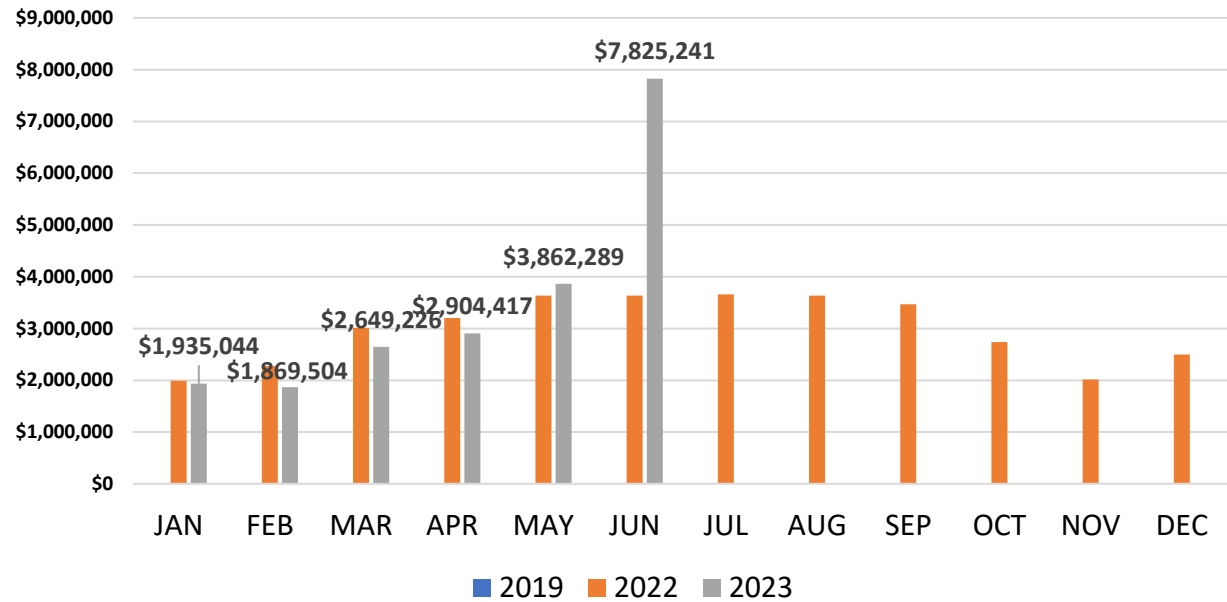
## ERIE COUNTY SHORT TERM RENTAL REVENUE – JUNE 2023

June Short Term Rental Revenue	
<b>\$7,825,241</b>	
June 2022	<b>115.1%</b>
June 2019	NA
YTD Short Term Rental Revenue	
<b>\$26,091,531</b>	
2022	<b>57.7%</b>
2019	NA

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

In June 2023, Erie County’s short term rental revenue generated **\$7,825,241** which was up **115.3%** compared to 2022.

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



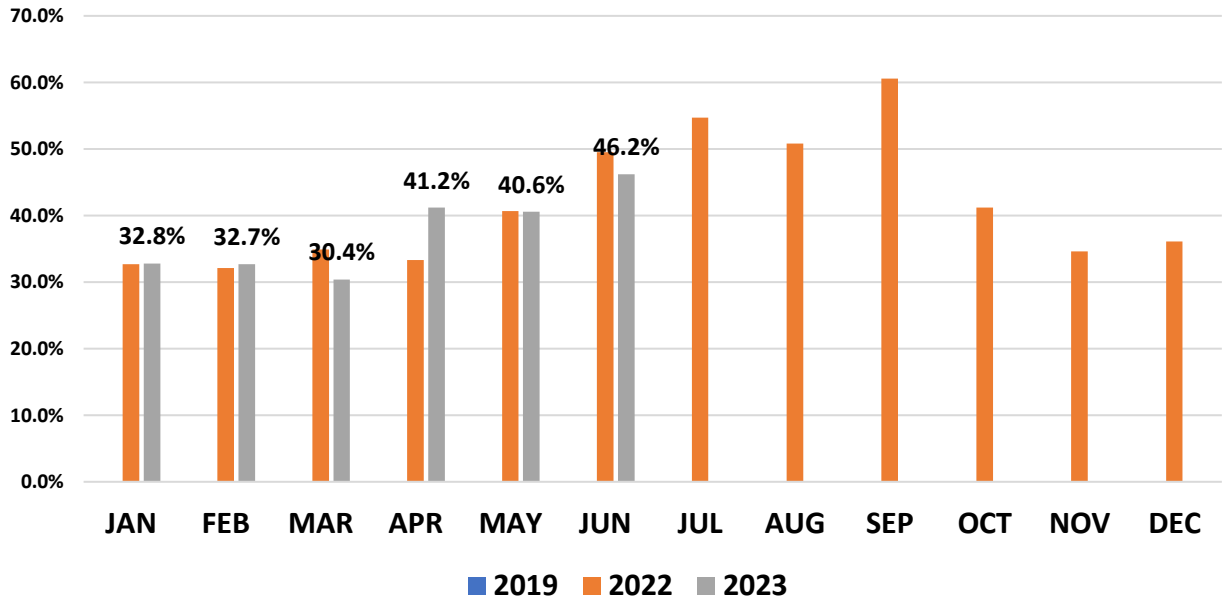
## ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – JUNE 2023

June Short Term Rental Occupancy	
<b>46.2%</b>	
June 2022	<b>-6.7%</b>
June 2019	NA
YTD Short Term Rental Occupancy	
<b>38.6%</b>	
2022	<b>7.5%</b>
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.

June 2023 occupancy measured **46.2%**, which was down **6.7%** compared to June 2022.

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



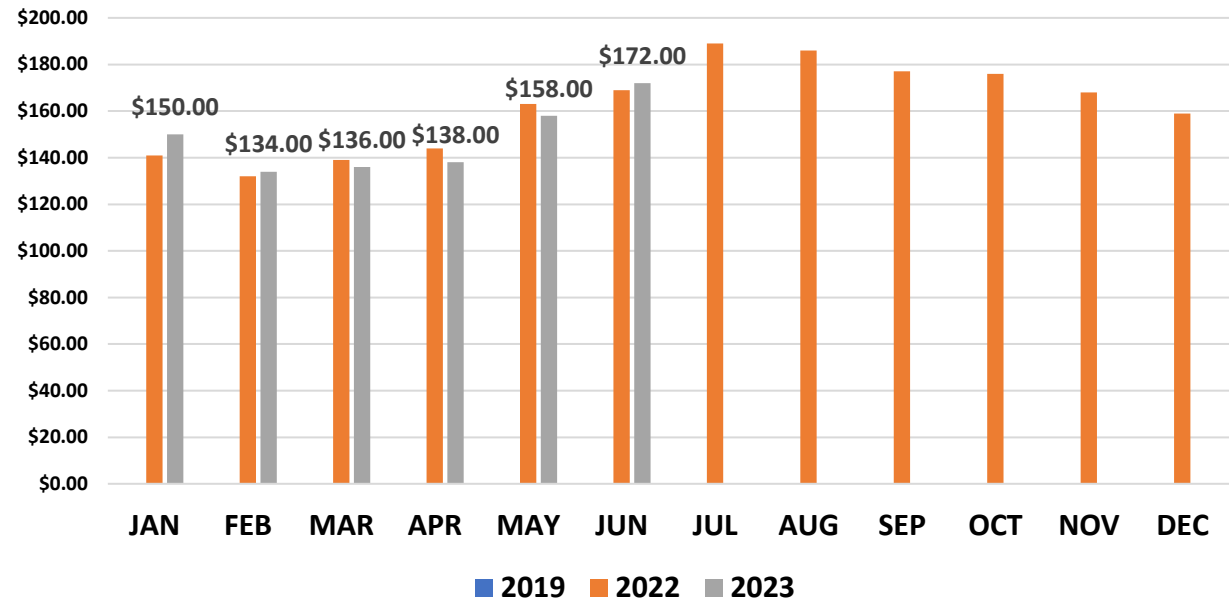
## ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – JUNE 2023

June Short Term Rental ADR	
<b>\$172.00</b>	
June 2022	1.8%
June 2019	NA
YTD Short Term Rental ADR	
<b>\$152.00</b>	
2022	2.7%
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 June, Erie County Short Term Rental ADR was **\$172.00** a increase of **1.8%** compared to 2022.

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



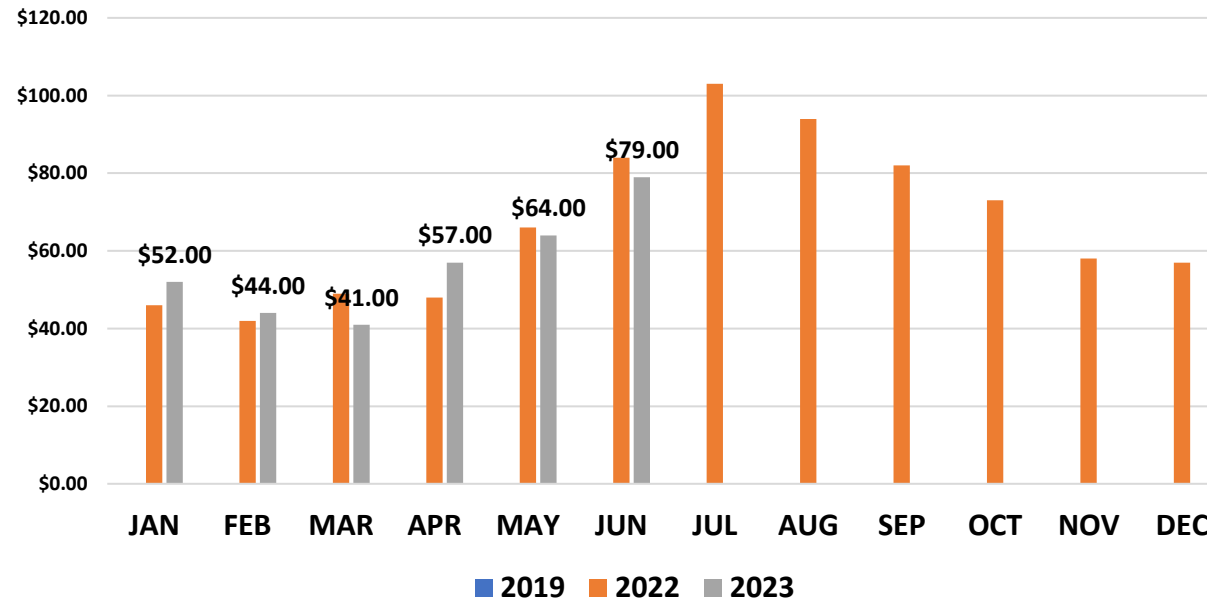
## ERIE COUNTY SHORT TERM RENTAL REVPAR – JUNE 2023

June Short Term Rental RevPAR	
<b>\$79.00</b>	
June 2022	-6.0%
June 2019	NA
YTD Short Term Rental RevPAR	
<b>\$62.00</b>	
2022	8.8%
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 June RevPAR was **\$79.00** which was a decrease of **6.0%** compared to 2022.

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



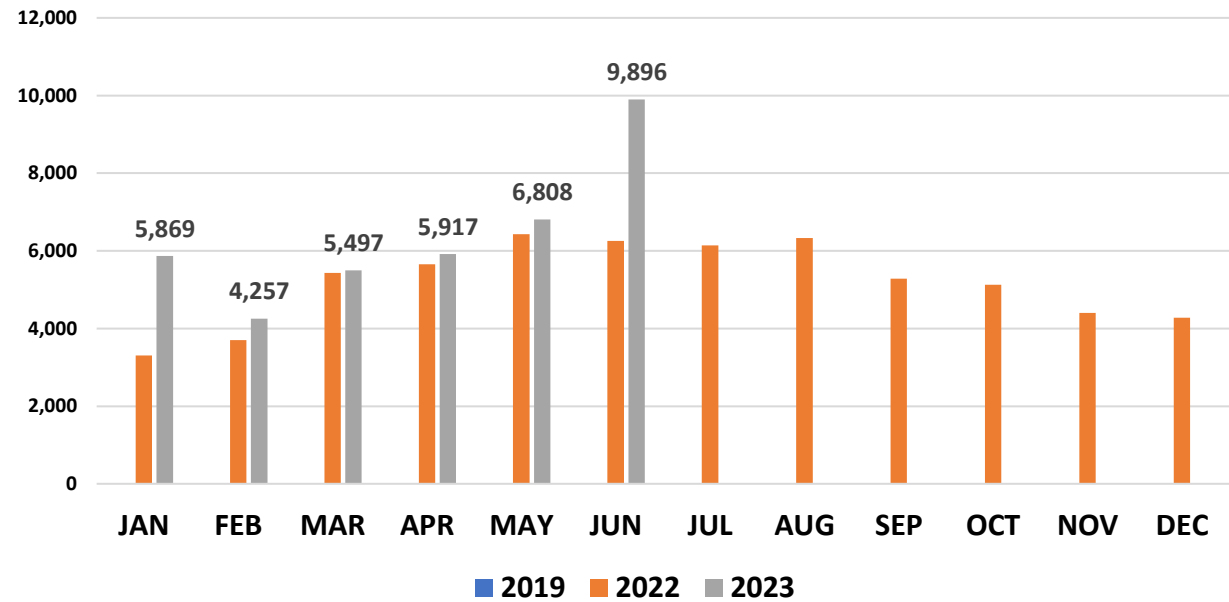
## ERIE COUNTY SHORT TERM BOOKINGS – JUNE 2023

June Short Term Rental Bookings	
<b>9,896</b>	
June 2022	58.1%
June 2019	NA
YTD Short Term Rental Bookings	
<b>43,803</b>	
2022	51.4%
2019	NA

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

In June, Erie County Short Term Rental Bookings totaled **9,896** which was an increase of **58.1%** compared to 2022.

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



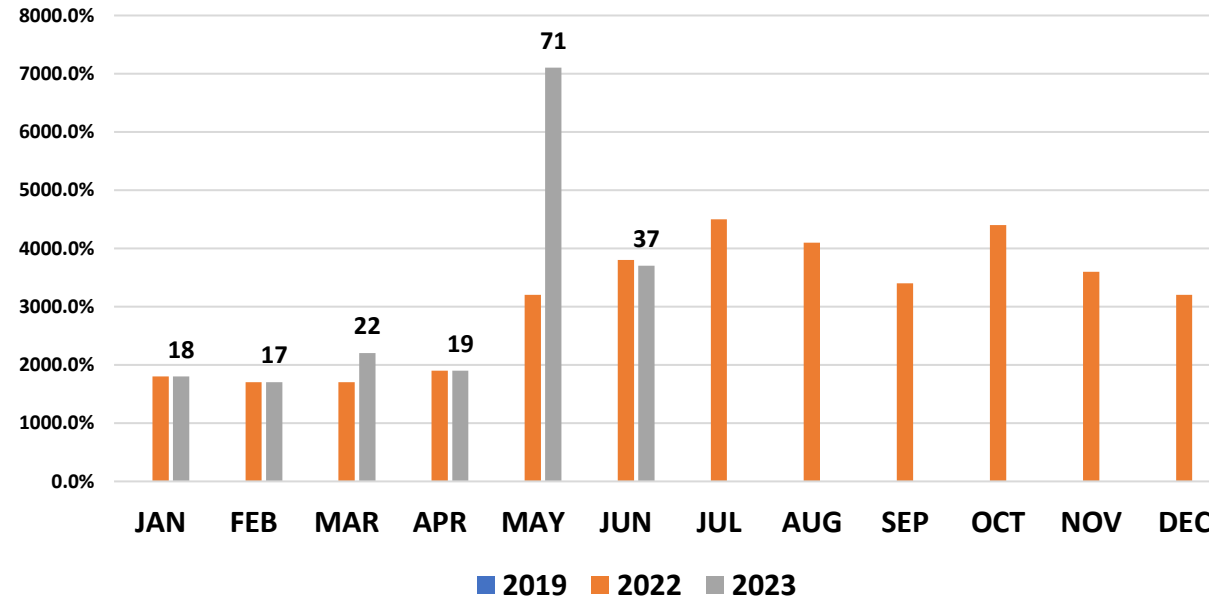
## ERIE COUNTY SHORT TERM BOOKING WINDOW – JUNE 2023

June Short Term Rental Booking Window (days)	
<b>37</b>	
June 2022	-2.6%
June 2019	NA
YTD Short Term Rental Booking Window (days)	
<b>27</b>	
2022	3.8%
2019	NA

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

In June 2023 the short term rental average booking window was **37 days** prior to arrival, which was a decrease of **2.6%** from 2022.

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

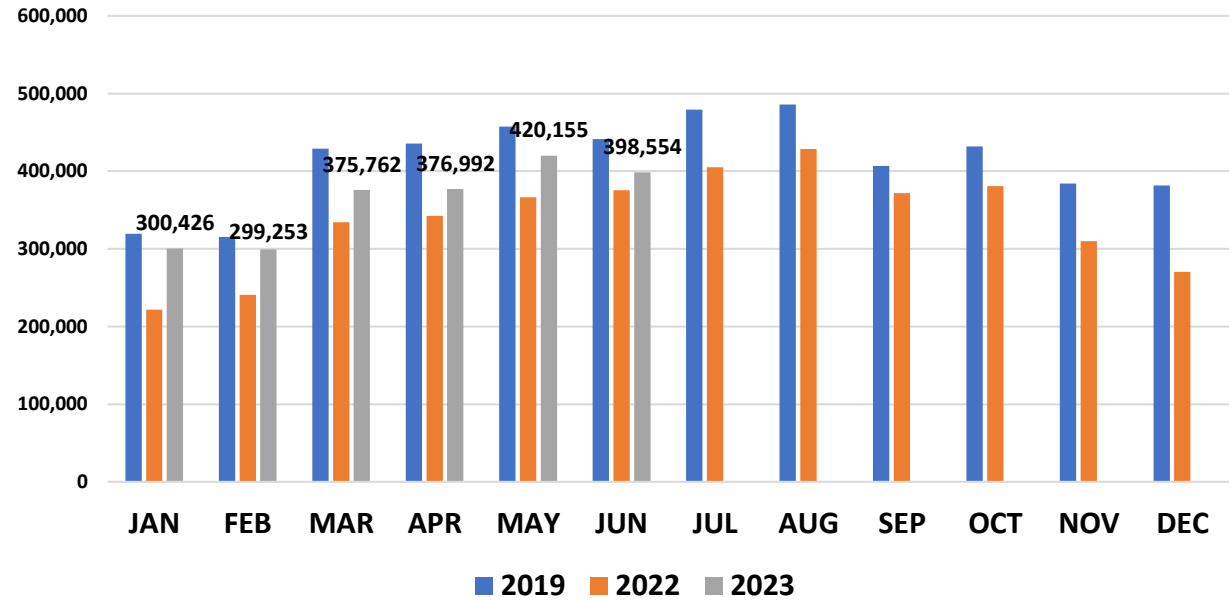


## BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – JUNE 2023

June BUF Airport Passengers	
<b>398,554</b>	
June 2022	6.2%
June 2019	-18.6%
YTD BUF Airport Passengers	
<b>2,171,142</b>	
2022	15.4%
2019	-9.5%

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

Passengers through BUF in June 2023 totaled **398,554** representing a **9.2%** increase over 2022 and a **18.6%** decrease compared to 2019.

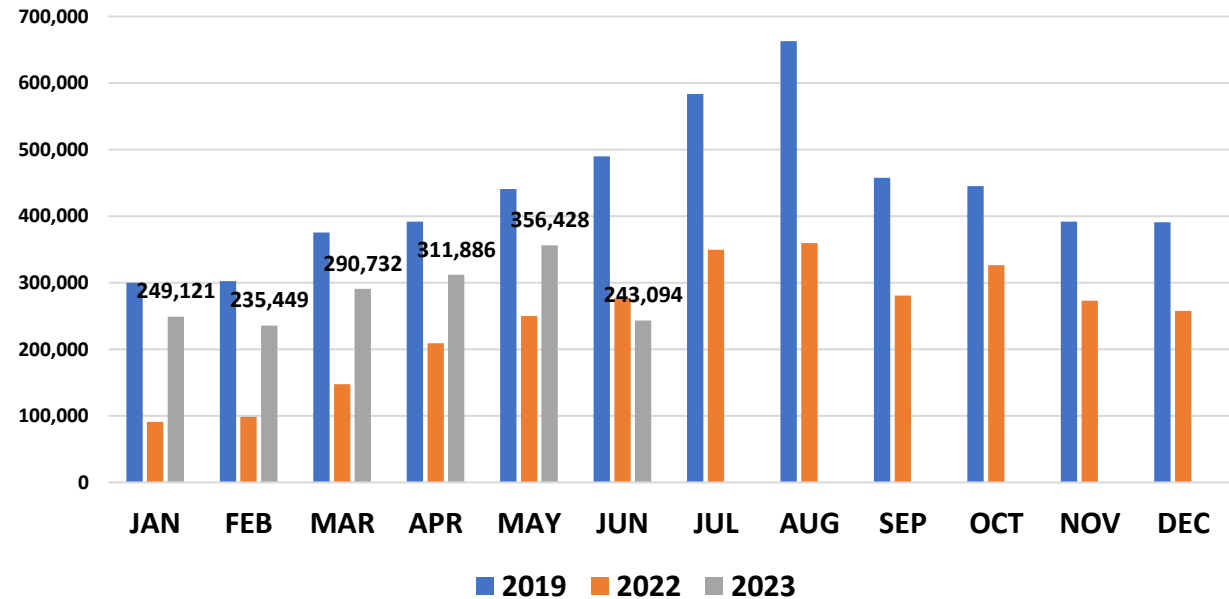


## U.S. / CANADIAN CROSS BORDER TRAFFIC – JUNE 2023

June US/Canadian Border Traffic	
<b>243,094</b>	
June 2022	-12.3%
June 2019	-50.4%
YTD US/Canadian Border Traffic	
<b>1,686,690</b>	
2022	57.1%
2019	-26.7%

**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 June 2023 totaled **243,094** which was a **12.3%** decrease compared 2022 and a **50.4%** decrease compared to 2019.





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

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business			
<b>52</b>		<b>40,832</b>		<b>31,636</b>		<b>\$26,645,541</b>		<b>24</b>			
June 2022	52.9%	June 2022	19.1%	June 2022	-7.7%	June 2022	22.9%	June 2022	9.1%		
June 2019	-8.8%	June 2019	49.1%	June 2019	125.5%	June 2019	42.3%	June 2019	14.3%		
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact		
<b>28</b>			<b>7,580</b>			<b>11,595</b>			<b>\$6,207,574</b>		
June 2022	Null		June 2022	-6.9%		June 2022	-1.3%		June 2022	-52.4%	
June 2019	-28.2%		June 2019	-48.8%		June 2019	70.7%		June 2019	-42.8%	
Events Held			Events Held Room Nights			Events Held Attendance			Groups Served		
<b>29</b>			<b>14,345</b>			<b>19,408</b>			<b>14</b>		
June 2022	16.0%		June 2022	22.1%		June 2022	168.3%		June 2022	40.0%	
June 2019	-45.3%		June 2019	7.7%		June 2019	112.6%		June 2019	-73.6%	

## 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			
<b>277</b>		<b>137,012</b>		<b>117,872</b>		<b>\$127,881,782</b>		<b>101</b>			
2022	-70.4%	2022	-0.5%	2022	49.7%	2022	18.3%	2022	-8.2%		
2019	-28.4%	2019	-41.5%	2019	28.0%	2019	32.3%	2019	-28.4%		
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact		
<b>180</b>			<b>57,233</b>			<b>75,366</b>			<b>\$45,703,827</b>		
2022	-3.7%		2022	-24.1%		2022	1.3%		2022	-38.6%	
2019	-34.3%		2019	-28.0%		2019	5.2%		2019	-35.9%	
YTD Events Held			YTD Events Heald Room Nights			YTD Events Held Attendance			YTD Groups Served		
<b>119</b>			<b>72,061</b>			<b>84,879</b>			<b>71</b>		
2022	3.5%		2022	11.5%		2022	51.3%		2022	26.8%	
2019	-44.1%		2019	-20.9%		2019	1.1%		2019	-23.7%	

# SALES & SERVICES DEPARTMENT UPDATE



**2023 June compared to May  
Sales & Services  
KPI Comparison**

Key Performance Indicator	MOM Percent Change
Leads Distributed	4.0%
Lead Room Nights	36.2%
Lead Attendance	9.9%
Lead Economic Impact	-48.0%
Definite Bookings	-22.2%
Definite Room Nights	-19.4%
Definite Attendance	25.3%
Definite Economic Impact	-27.2%
Lost Leads	33.35
Events Held In Month	7.4%
Events Held In Month Room Nights	135.2%
Events Held In Month Attendance	26.7%
Groups Serviced	-6.7%



**June 2023 Trade Shows/Conferences Attended**

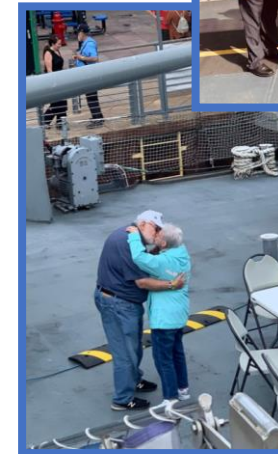
SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
SGMP - Society of Government Meeting Planners	Bloomington, MN	Shannon Jenkins
ESSAE - Empire State Society of Association Executives	Albany, NY	Meaghan Zimmer
Compete Sports Diversity Summer Membership Conference	St. Petersburg, FL	James Adler
TAP Dance – Travel Alliance Partners	Rochester, NY	Leah Mueller
MPI – WEC Meeting Planners International	Riviera Maya, Mexico	Shannon Jenkins
PBA – Pennsylvania Bus Association	Chautauqua, NY	Leah Mueller
Military Reunion Network Annual Summit	Niagara Falls, NY	Emma Carlo

**June 2023 Site Visits / FAMs**

**15**

**Military Reunion Network Annual Summit**

Visit Buffalo Niagara was pleased to host an evening event and dinner on the fantail of the USS Little Rock at the Buffalo and Erie County Naval Park as part of the Military Reunion Network Annual Summit held in Niagara Falls, NY. The 120 military reunion planner attendees were treated to a tour of Buffalo before their arrival at the Naval Park. Finding their way to the fantail following a tour of the Naval Park, the delegation was greeted by Buffalo Jazz & Swing to set a Big Band mood for the evening. VBN National Sales Director, Emma Carlo did an exceptional job organizing the Buffalo night and furthering her relationships with the clients who are an important part of our meetings/convention business.





**Compete Sports Diversity Summer Conference**

Compete Sports Diversity connects, educates, empowers, and inspires mission driven LGBTQ+ and allied sports and community leaders, sports organizations, non-profit groups, tourism partners, corporate partners, and athletes to further sports diversity together through our membership, media, and event platforms. James Adler, represented the Buffalo Niagara Sports Commission at the 2023 Summer Conference which took place in St. Petersburg, FL.



**TAP Dance Conference – Travel Alliance Partners**

Travel Alliance Partners was established in 2001 with a simple vision – to join forces with Tour Operators who each offered their own area of geographical expertise, aiming to fill more scheduled departures, reduce cancellations and expand product portfolios. Senior Director of Tourism Sales, Leah Mueller attended the 2023 TAP Dance Conference on behalf of Visit Buffalo Niagara when it took place in Rochester, NY conducting one-on-one meetings with tour operator planner.

**SGMP – National Education Conference**

Shannon Jenkins, Visit Buffalo Niagara’s National Sales Director attended the 2023 National Education Conference for the Society of Government Meeting Planners which took place in Bloomington, MN. Shannon was recognized as this year’s Top Young Professional by the Gilmer Institute of Trustees.



**ESSAE Annual Conference**

Meaghan Zimmer, VBN National Sales Director and Melissa Burke, BNCC Director of Sales were joined by Britton Windingland of Vision Hotels and Brianna Chadwell with the Aloft at 500 Pearl, represented Buffalo and Erie County at the Empire State Society of Association Executives annual conference in Albany in a Buffalo Wing themed booth.



**A Summer in Full Swing of Amateur Sports**

The Summer season of sporting events, hotel room nights and significant economic impact had begun for Buffalo and Erie County. Two weekends in June saw multiple events at venues throughout the county taking place that required the services of our mobile visitor center, staff and volunteers. The diversity of hosted spring events included; USA Hockey, Clarence Rotary Club Pickleball, Aunt Rosie’s Softball, Hope Chest Buffalo Dragon Boat Races and Special Olympics New York flag football.



# MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

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

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
<b>168,714</b>		<b>105,390</b>		<b>2:14</b>		<b>307,641</b>		<b>186</b>	
June 2022	-2.1%	June 2022	-9.7%	June 2022	-5 seconds	June 2022	0.7%	June 2022	1.1%
June 2019	-5.5%	June 2019	-11.7%	June 2019	42 seconds	June 2019	-11.7%	June 2019	8.1%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
<b>100,398</b>		<b>29,750</b>		<b>68,800</b>		<b>23,775</b>		<b>1,447,923</b>	
June 2022	2.0%	June 2022	-0.4%	June 2022	53.7%	June 2022	80.1%	June 2022	166.9%
June 2019	6.5%	June 2019	4.6%	June 2019	111.1%	June 2019	NA	June 2019	3187.6%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
<b>10</b>		<b>289,698,936</b>		<b>1,328</b>		<b>20</b>		<b>20</b>	
June 2022	233.3%	June 2022	-48.7%	June 2022	-62.4%	June 2022	-84.4%	June 2022	122.2%
June 2019	NA	June 2019	NA	June 2019	NA	June 2019	NA	June 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	
<b>867,046</b>		<b>557,489</b>		<b>2:14</b>		<b>1,424,535</b>		<b>1,074</b>	
2022	22.5%	2022	19.1%	2022	-5 seconds	2022	13.6%	2022	-18.0%
2019	8.7%	2019	8.9%	2019	42 seconds	2019	-8.9%	2019	5.2%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
<b>100,398</b>		<b>29,750</b>		<b>68,800</b>		<b>23,775</b>		<b>5,774,360</b>	
2022	2.0%	2022	-0.4%	2022	53.7%	2022	80.1%	2022	270.0%
2019	6.5%	2019	4.6%	2019	111.1%	2019	NA	2019	917.7%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
<b>48</b>		<b>1,337,948,533</b>		<b>3,831</b>		<b>94</b>		<b>26</b>	
2022	71.4%	2022	136.8%	2022	8.5%	2022	-26.6%	2022	188.9%
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



## 2023 June compared to March Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	14.3%
Mobile Website Sessions	18.1%
Duration on Site	22 seconds
Website Page Views	12.7%
Social Media Posts	1.1%
Facebook Followers	-0.7%
Twitter Followers	-0.2%
Instagram Followers	11.0%
TikToc Followers	14.7%
All Video Views	-5.5%
Media Placements	11.1%
Media Impressions	255.1%
Social Media Shares	2314.6%
Media Touchpoints	-66.7%
Media Visits	1900.0%



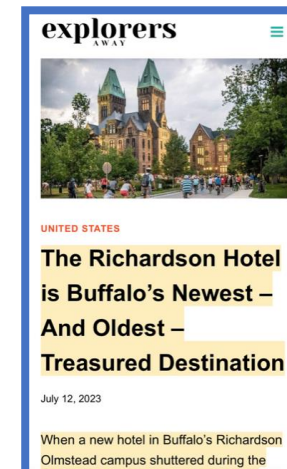
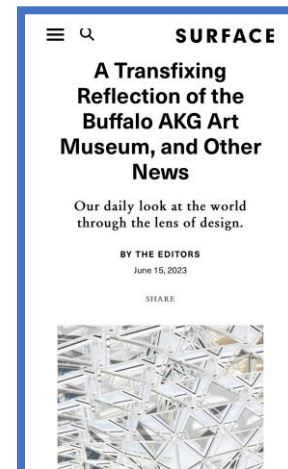
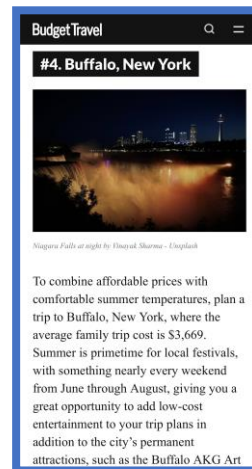
### Great Lakes USA Media Fam

Visit Buffalo Niagara hosted its first United Kingdom media FAM as a member of Great Lakes USA. We look forward to partnering with the other Great Lakes states and cities to further our international awareness in the UK and German markets.

## June 2023 Media Hits

PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
National Geographic	Here's Where To Travel in the U.S. This July	7,992,863	NA
Forbes	New Building, Expanded Collection and Clifford Still Welcome Public Back To Rechristened Buffalo AKG	72,426,846	NA
Explorers Away	The Richardson Hotel is Buffalo's Newest And Oldest Treasured Destination	168,933,485	1
Time Out	10 New Amazing New Museums Around The World We're Excited To Visit IN 2023	18,611,485	30
Travel+Leisure	The Most Popular U.S. Cities To Visit For The 2024 Total Solar Eclipse	12,128,796	56
National Geographic	The Trails Aren't For Hikers, They're For Kayakers	7,992,863	980
Surface	A Transfixing Reflection of the Buffalo AKG Art Museum, and Other News	38,503	NA
Art News	A Haven For Modern Art In Buffalo, Returns, Doubling in Size and Ambition	792,677	NA
Budget Travel	The Most Affordable Cities For Family Vacations This Summer	71,198	NA

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



Most Viewed Video June 2023

Buffalo AKG Opening 532,700

Sample of other video content for the month:

Welcome to the Buffalo Wing Trail

Indoor and Outdoor Dog Park - Barkology

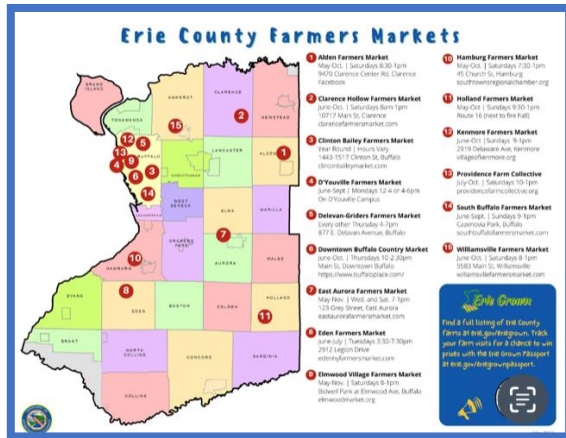
Exploring Silo City – Explore Buffalo

Free Things To Do This Summer



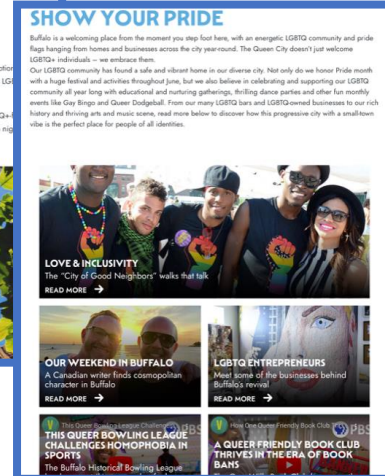
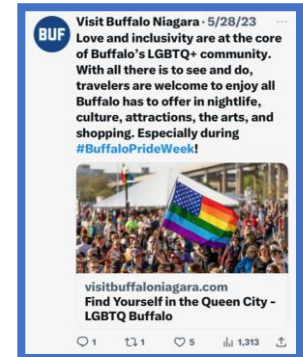
Promoting Erie County Farmers Markets

Summer in Erie County means that Farmers Market season is in full swing through the fall months. Visit Buffalo Niagara utilizes the



resources provided through the Erie County Department of Environment and Planning's Erie Grown initiative to ensure that the most complete and up-to-date information regarding farmers markets and agricultural opportunities are promoted to visitors and residents. VBN uses this information for social media posts, website content and blogs.

Annual June Events – Juneteenth and Pride Promotions



# DESTINATION DEVELOPMENT DEPARTMENT UPDATE

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

Visitor Guide Requests		Weekly Lodging Dashboard Distribution		Tourism Insider Distribution			
<b>330</b>		<b>482</b>		<b>2,596</b>			
June 2022	-61.9%	June 2022	36.2%	June 2022	-4.1%		
June 2019	-26.2%	June 2019	NA	June 2019	0.2%		
Number of Mobile Visitor Center Events		Mobile Visitor Center Volunteer Hours		Number of Convention/Sport Events		Conventions/Sport Event Volunteer Hours	
<b>4</b>		<b>13</b>		<b>2</b>		<b>70</b>	
June 2022	-20.0%	June 2022	-27.8%	June 2022	50.0%	June 2022	-100.0%
June 2019	NA	June 2019	NA	June 2019	NA	June 2019	NA
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
<b>82</b>		<b>80</b>		<b>3</b>		<b>0</b>	
June 2022	100.0%	June 2022	100.0%	June 2022	100.0%	June 2022	Null
June 2019	34.5%	June 2019	-68.8%	June 2019	-62.5%	June 2019	-100.0%

## 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			
<b>2,933</b>		<b>482</b>		<b>2,596</b>			
2022	-52.0%	2022	36.2%	2022	-4.1%		
2019	-16.4%	2019	NA	2019	0.2%		
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	
<b>8</b>		<b>122</b>		<b>9</b>		<b>198.5</b>	
2022	100.0%	2022	306.7%	2022	125.0%	2022	561.7%
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.	
<b>143</b>		<b>355</b>		<b>15</b>		<b>5</b>	
2022	361.3%	2022	117.8%	2022	-21.1%	2022	-73.3-7%
2019	-44.1%	2019	-45.2%	2019	-34.8%	2019	-92.6%





**2025 World Canals Conference Industry Meeting**

Buffalo will serve as the host city for the 2025 World Canals Conference that will attract attendees from around the World. As the host-city destination marketing organization sponsor of the conference, Visit Buffalo Niagara hosted an informational meeting for the Western New York tourism industry to discuss sponsorship opportunities, conference content and destination tours.



**Mobile Visitor Center – Busy Summer Season**

Seymour Buffalo, Visit Buffalo Niagara’s mobile visitor center has a jam-packed calendar of appearances through the summer with fall dates filling up. VBN staff and volunteers have been engaging visitors and residents and sharing their favorite things to see and do in Erie County.



**VBN Staff at the Buffalo Bisons**

The Visit Buffalo Niagara team were treated to an afternoon of Buffalo Bisons baseball in a suite at Sahlen's Field. Unfortunately, due to smoke from the Canadian fires, the game was called, but the team had a good time spending time together and eating some great Buffalo wings, pizza and beef-on-weck.

**Industry Night at the Buffalo & Erie County Naval Park and African American Veterans Monument**

Thank you to the Buffalo & Erie County Naval Park and the leadership of the African American Veterans Monument for hosting the Visit Buffalo Niagara Industry Night with tours and refreshments provided by Liberty Hound. Over fifty of our industry partners participated in the event.



**Erie Community College Earn To Learn Program Kick-Off**

Visit Buffalo Niagara was honored to partner with Erie Community College on their new Earn To Learn program to train and employ students for the hospitality industry. The initiative is being sponsored by the Statler Foundation and the Buffalo Marriott at LECOM HARBORCENTER. A kick-off event was hosted by VBN board member Huseyin Taran at the Buffalo Marriott Hotel.



# BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



MONTHLY Buffalo Convention Center Operational Dashboard – June 2023 vs. June 2022 and June 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event – Social	
20		2		3		13		2		0	
June 2022	81.8%	June 2022	100.0%	June 2022	Null	June 2022	116.7%	June 2022	100.0%	June 2022	Null
June 2019	11.1%	June 2019	200.0%	June 2019	-50.0%	June 2019	8.3%	June 2019	-100.0%	June 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
19,895				30				New survey system being developed for mid-year.			
June 2022		212.0%		June 2022		25.0%		June 2022		NA	
June 2019		32.4%		June 2019		15.4%		June 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$457,094		\$65,167		\$384,862		\$6,592		\$473			
June 2022	96.7%	June 2022	100.1%	June 2022	96.6%	June 2022	70.5%	June 2022	178.2%		
June 2019	3.8%	June 2019	5.0%	June 2019	5.5%	June 2019	-50.7%	June 2019	186.7%		

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	
55		12		8		27		8		0	
2022	31.0%	2022	-7.7%	2022	100.0%	2022	50.0%	2022	14.3%	2022	Null
2019	-20.3%	2019	-70.0%	2019	-52.9%	2019	12.9%	2019	14.3%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
142,435				152				New survey system being developed for mid-year.			
2022		20.9%		2022		11.8%		2022		NA	
2019		-24.4%		2019		44.8%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$2,123,905		\$486,585		\$1,459,726		\$79,763		\$108,952			
2022	34.0%	2022	13.3%	2022	33.8%	2022	25.7%	2022	6412.4%		
2019	-16.9%	2019	-2.4%	2019	-12.5%	2019	-19.1%	2019	8926.7%		

# BUFFALO CONVENTION CENTER SALES UPDATE



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

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
<b>11</b>		<b>6</b>		<b>5</b>		<b>7</b>	
June 2022	-15.4%	June 2022	-45.5%	June 2022	150.0%	June 2022	-36.4%
June 2019	1000.0%	June 2019	500.0%	June 2019	-100.0%	June 2019	-61.1%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
<b>54</b>		<b>26</b>		<b>28</b>		<b>6</b>	
June 2022	1.9%	June 2022	36.8%	June 2022	-17.6	June 2022	-33.3
June 2019	NA	June 2019	NA	June 2019	NA	June 2019	53.8%

## 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	
<b>77</b>		<b>49</b>		<b>28</b>		<b>56</b>	
2022	13.2%	2022	-2.0%	2022	55.6%	2022	14.3%
2019	126.5%	2019	88.5%	2019	250.0%	2019	-23.3%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
<b>366</b>		<b>146</b>		<b>220</b>		<b>40</b>	
2022	64.9%	2022	58.7%	2022	66.7%	2022	33.3
2019	NA	2019	NA	2019	NA	2019	-7.0%

## Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	102	93	52	31
Expected Attendance	249,975	208,175	217,082	183,937	123,262
Number of Hotel Room Nights	25,000	23,677	23,258	20,073	14,250
Expected Economic Impact	\$34,063,840	\$29,233,124	\$30,273,561	\$24,914,941	\$14,089,863



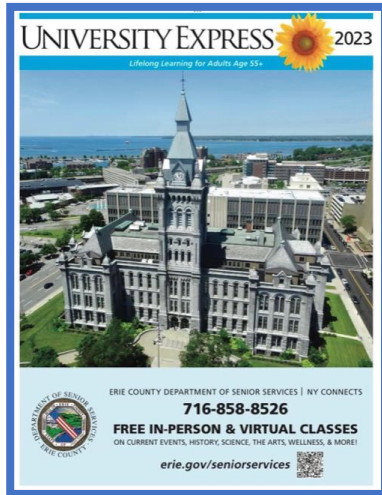
## Welcome New Board Members

The Visit Buffalo Niagara Board of Directors unanimously elected David Schutte, owner of the Schutte Group and Michelle Urbanczyk, President & CEO of Explore and More Childrens Museum to fill open Member-At-Large seats. We look forward to their involvement and contribution to the organization from their areas of expertise in the tourism and hospitality industry.



## Welcome to the VBN Team – Jennifer Bialek

Jennifer Bialek has joined the Visit Buffalo Niagara staff as Executive Assistant to the CEO. Jennifer comes to VBN after experiences in the areas of finance and law. Her duties will include management of the VBN board of directors, office manager, and working on special projects and sponsorships with the CEO. Special thanks to Buffalo Cider Works for hosting a welcome reception for Jennifer and the VBN staff.



## Erie County University Express

Visit Buffalo Niagara, CEO, Patrick Kaler was invited to present “On the Horizon in Buffalo & Erie County: Tourism, Conventions and Amateur Sports as part of Erie County Department of Senior Services University Express program for senior citizen residents of Erie County. Summer presentations took place at senior centers in Tonawanda and Amherst, with fall and winter dates being scheduled for future presentations. The 2024 Solar Eclipse and the prospect of Great Lakes cruises were both of special interest during open discussion.

## Welcome Sales & Services Intern Juliana Pauly

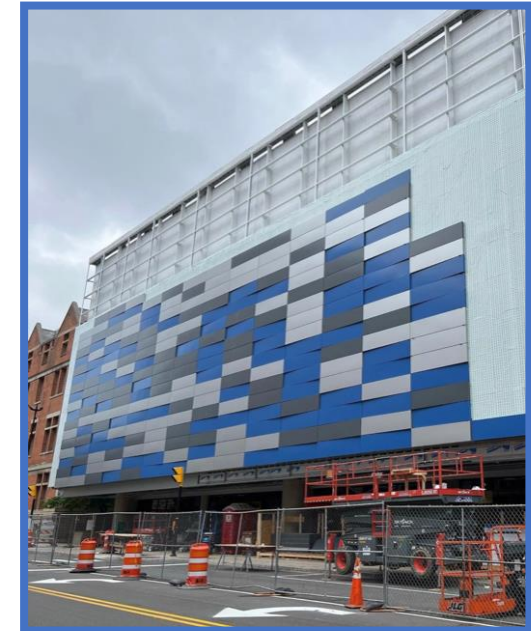
Juliana Pauly has joined the Visit Buffalo Niagara Sales & Services Department as a summer intern. A graduate of Kenmore West High School, Juliana is on the Dean’s List majoring in Event & Meeting Management at Niagara University where she is also minoring in Dance. Juliana has been working with the VBN meetings/conventions services team assisting with the groups who are holding events in Buffalo, as well as preparing for services needed this fall.



## Convention Center Façade Construction Update

The Buffalo Niagara Convention Center façade project has noticeably progressed with the installation of the steel cladding and lighting effect. The lighting testing for the façade will be tested in early July for position and color correcting. Once the metal work and lighting are completed, the front entrance work will resume as well as installation of the new marquee signage and building name.

The interior painting of the ballroom will be completed in early July, while turning attention to the first level flooring in the hallways and meeting rooms as well as the meeting room airwalls.





## Groundbreaking and Ribbon Cutting Ceremonies

Visit Buffalo Niagara, CEO, Patrick Kaler attended the groundbreaking ceremony for the new Buffalo Bills Stadium as well as the official ribbon cutting event for the reopening of the Buffalo AKG.



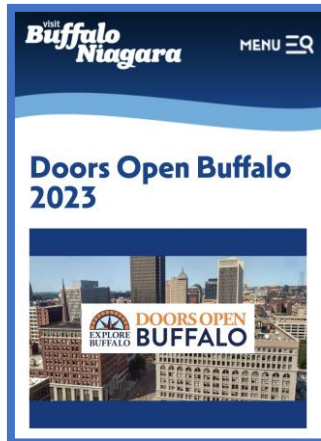
## ECMC Springfest Gala

The Buffalo Niagara Convention Center once again served as the host venue for the 2023 ECMC Springfest Gala. Rave reviews from the event organizers and several of the nearly 2,000 attendees were bestowed upon the BNCC staff at the end of the night. Former VBN board member, Jonathan A. Dandies was honored with the Chairman's Award.



## South Korean Delegation Visits Buffalo

Visit Buffalo Niagara welcomed a delegation from the city of Jeollanam-do, South Korea. The delegation of government officials, business and tourism leaders chose to stop in Buffalo as part of their U.S. tour following the hospitality of a South Korean tour group who were taken in by a Buffalo family during last year's December snowstorm.



## Partnership with Explore Buffalo

Visit Buffalo Niagara and the Buffalo Niagara Convention Center are partnering with Explore Buffalo for the 2023 Doors Open Buffalo taking place in September. The BNCC will serve as the headquarters for the event, as well as a site for visitors to tour following the completion of the façade and the recent cosmetic upgrades. VBN will be creating and distributing walking maps of the buildings and sites who will be opening their doors for residents and visitors to tour.

June CEO Meetings and Events	
	ESD Cruise Line Meeting
	ECMC Springtime Gala
	Buffalo Bills Stadium Groundbreaking Ceremony
	Explore Buffalo Doors Open Committee Meeting
	2025 World Canals Conference Industry Meeting
	Shea's Buffalo President/CEO Search Committee Meeting
	Meeting with Ambridge Regional Sales Director
	VBN/Buffalo AKG Media Lunch
	NYS African American History Commission Public Meeting
	ECC Earn To Learn Kickoff
	Erie County University Express Presentation - Tonawanda
	Buffalo AKG Ribbon Cutting
	City of Buffalo Smart Street Design Event
	Canal NY Board Meeting
	ESTO Conference Panel Call
	Destinations International DMAP Board Meeting
	VBN Industry Night – Naval Park
	Korean Delegation Presentation
	Military Reunion Network VBN Event
	City of Buffalo / Seneca Gaming Corporation Meeting
	VBN Executive Committee Meeting
	Quarterly Meeting with County Executive
	U.S. Travel Association Semi-Annual Travel Forecast Call

## 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  
David Schutte, Schutte Hospitality Group  
Don Spasiano, Trocaire College  
Michelle Urbanczyk, Explore & More Children's Museum  
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens

## Visit Buffalo Niagara Staff

James Adler, Sports Sales Manager  
Jennifer Bialek, Executive Assistant to the CEO  
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  
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

Julie Brooks, Controller  
Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
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

Momentum Technologies (formerly Ungerboeck)

Sales Force Marketing Cloud

Simpleview

STR (Smith Travel Research)

Tourism Economics

