



AUGUST 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

PATRICK J. KALER, PRESIDENT & CEO

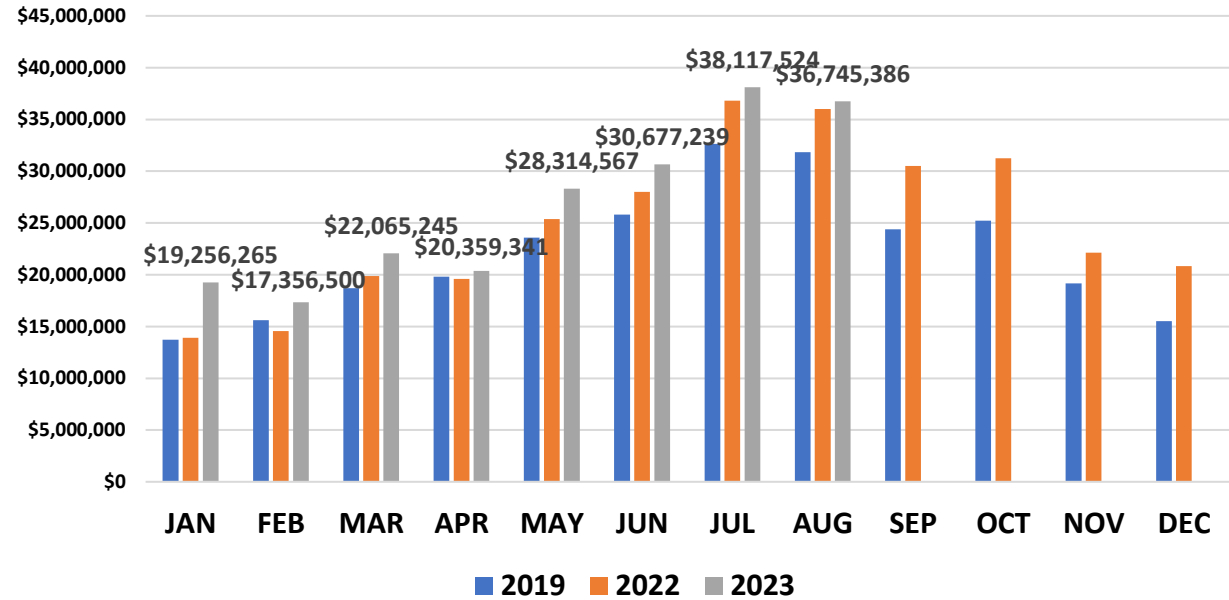


ERIE COUNTY HOTEL REVENUE – AUGUST 2023

August Hotel Revenue	
	\$36,745,386
August 2022	2.1%
August 2019	15.5%
YTD Hotel Revenue	
	\$211,126,684
2022	8.5%
2019	16.0%

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

August 2023 hotel revenue collections totaled, **\$36,745,386** which was a **2.1%** increase compared to August 2022. August 2023 hotel revenue was **15.5%** higher than 2019.



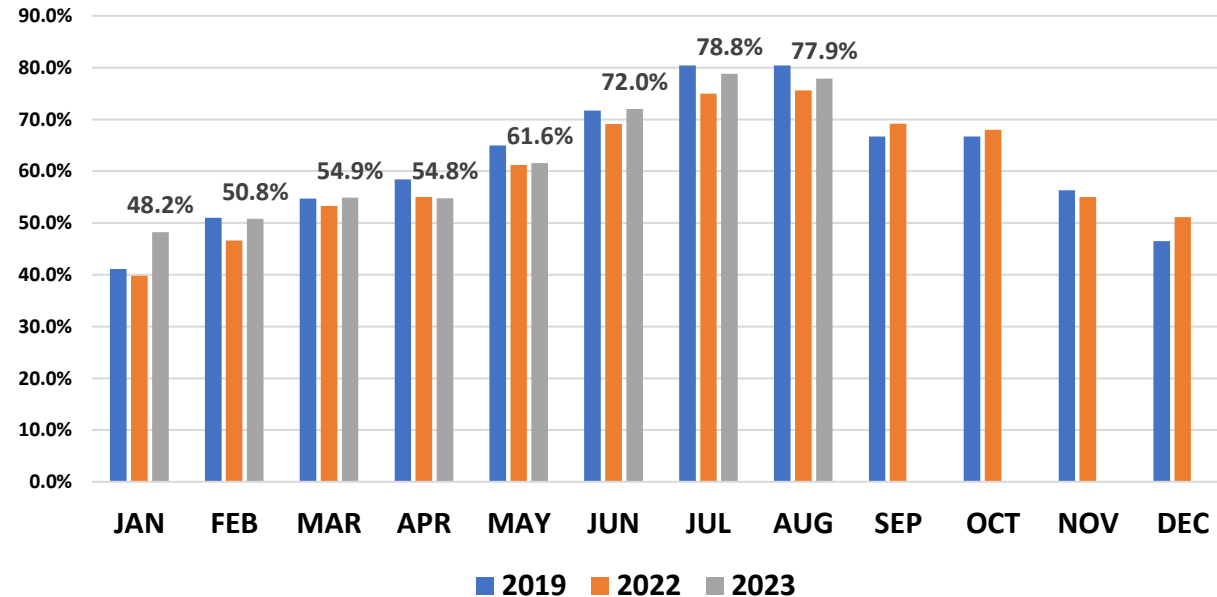
ERIE COUNTY HOTEL OCCUPANCY – AUGUST 2023

August Hotel Occupancy	
	77.9%
August 2022	3.0%
August 2019	-3.1%
YTD Hotel Occupancy	
	62.5%
2022	5.0%
2019	-1.0%

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.

August 2023 occupancy measured **77.9%**, which was up **3.0%** compared to August 2022. August 2023 occupancy was down **3.1%** compared to 2019.

*In comparison, for the U.S., August occupancy was down **0.8%** compared 2022 and down **7.6%** compared to 2019. The State Of New York, was up **3.0%** in Occupancy in August 2023 compared to 2022, and down **7.0%** compared to 2019.*



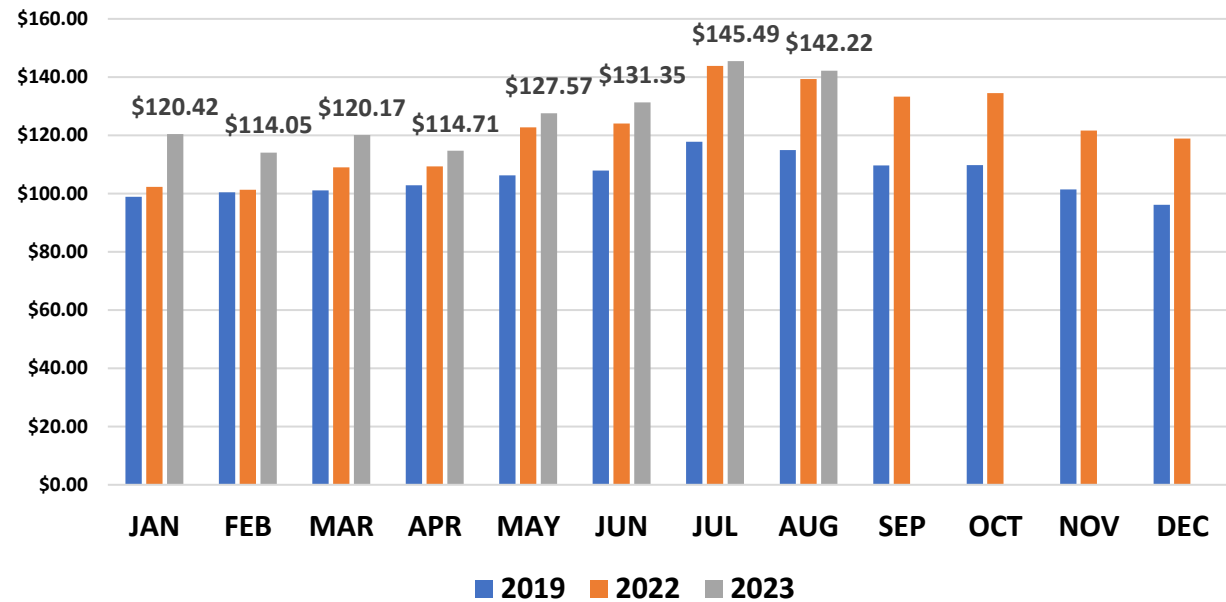
ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – AUGUST 2023

August Hotel Average Daily Rate	
\$142.22	
August 2022	2.0%
August 2019	23.8%
YTD Hotel Average Daily Rate	
\$129.11	
2022	5.3%
2019	19.8%

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 August, Erie County ADR was **\$142.22** an increase of **2.0%** over 2022, and a **23.8%** increase compared to 2019.

The U.S. ADR for August 2023 was up 1.4% compared to 2022, as well as up 16.0% from 2019. New York State ADR for 2023 was up 5.1% compared to 2022 and up 14.2% compared to 2019.



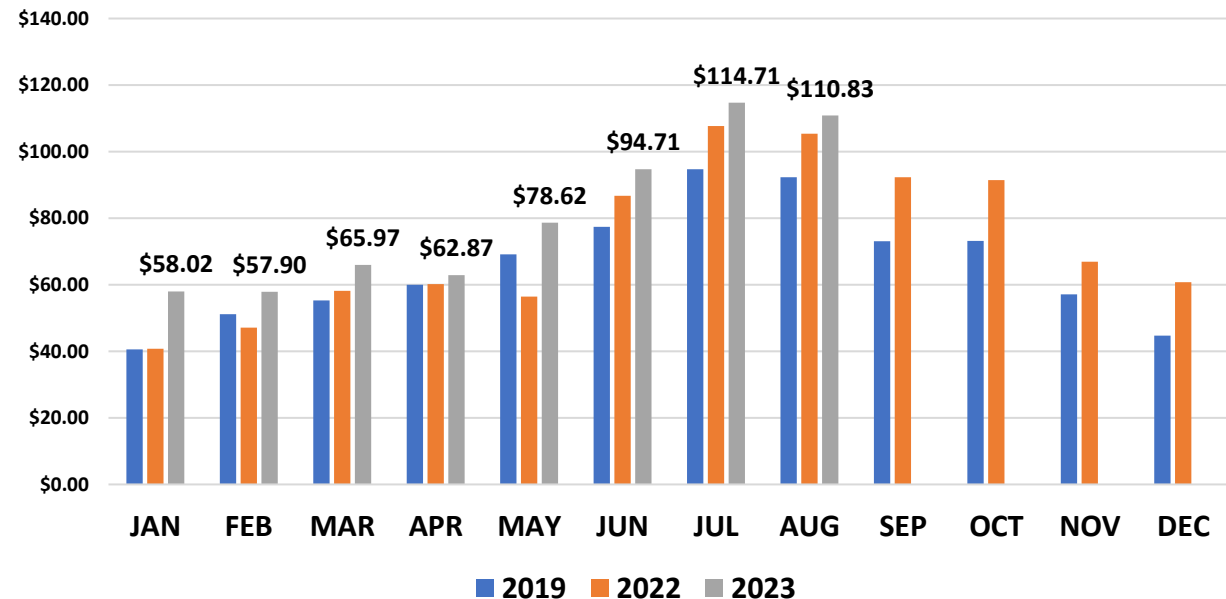
ERIE COUNTY HOTEL REVPAR – AUGUST 2023

August Hotel RevPAR	
\$110.83	
August 2022	5.2%
August 2019	20.0%
YTD Hotel RevPAR	
\$80.67	
2022	10.7%
2019	18.6%

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

2023 August RevPAR was **\$110.83** which was an increase of **5.2%** over 2022, and up **20.0%** compared to 2019.

RevPAR for the U.S. was up 0.7% for August 2023 over 2022, and up 7.2% compared to 2019. The State of New York also had increases for RevPAR in 2023 with a 8.3% increase over 2022 and 6.3% increase compared to 2019.



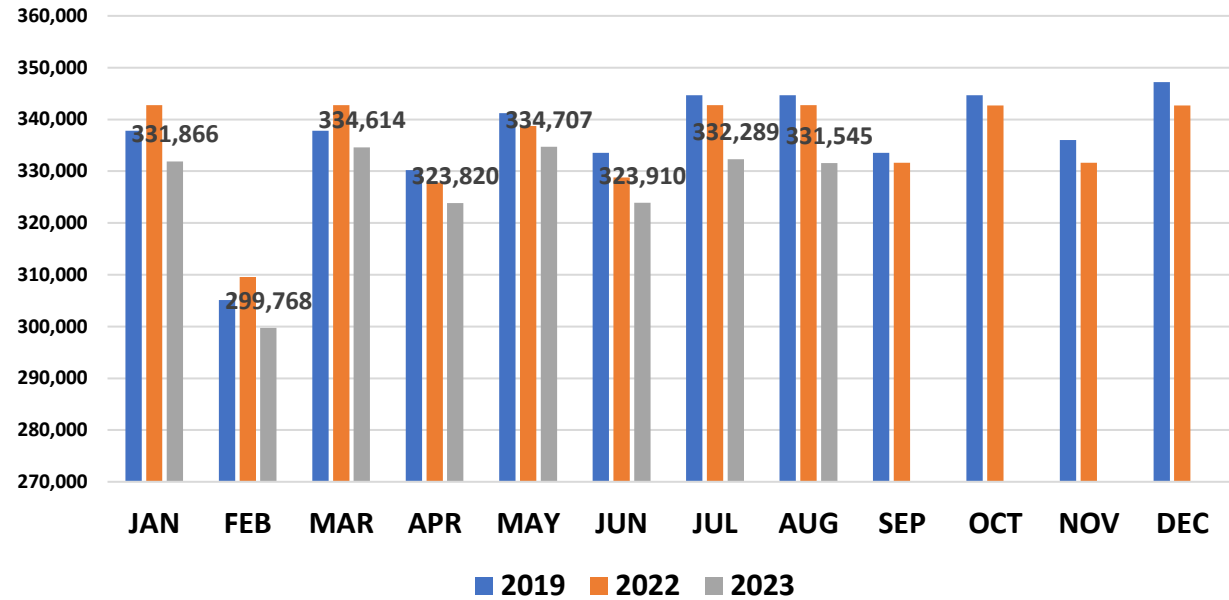
ERIE COUNTY HOTEL SUPPLY – AUGUST 2023

August Hotel Supply	
	331,545
August 2022	-3.0%
August 2019	-3.8%
YTD Hotel Supply	
	2,617,139
2022	-2.2%
2019	-2.0%

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 August 2023, Erie County’s hotel supply totaled **331,545** which was a **3.0%** decrease from 2022 and a **3.8%** decrease compared to 2019.

The number of Erie County available hotel rooms totaled **10,695** which is a **3.8%** decrease compared to 2019.

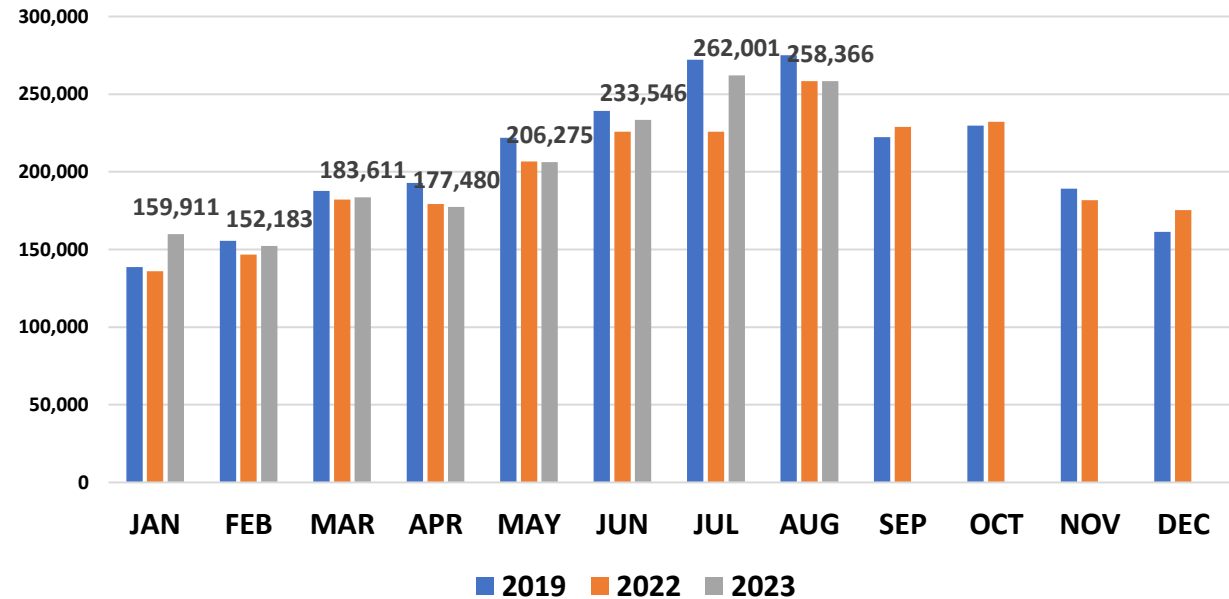


ERIE COUNTY HOTEL DEMAND – AUGUST 2023

August Hotel Demand	
	258,366
August 2022	Null
August 2019	-6.7%
YTD Hotel Demand	
	1,635,209
2022	3.0%
2019	-3.1%

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

August 2023 hotel demand totaled, **258,366** which was the same as 2022 and a **6.7%** decrease compared to 2019.



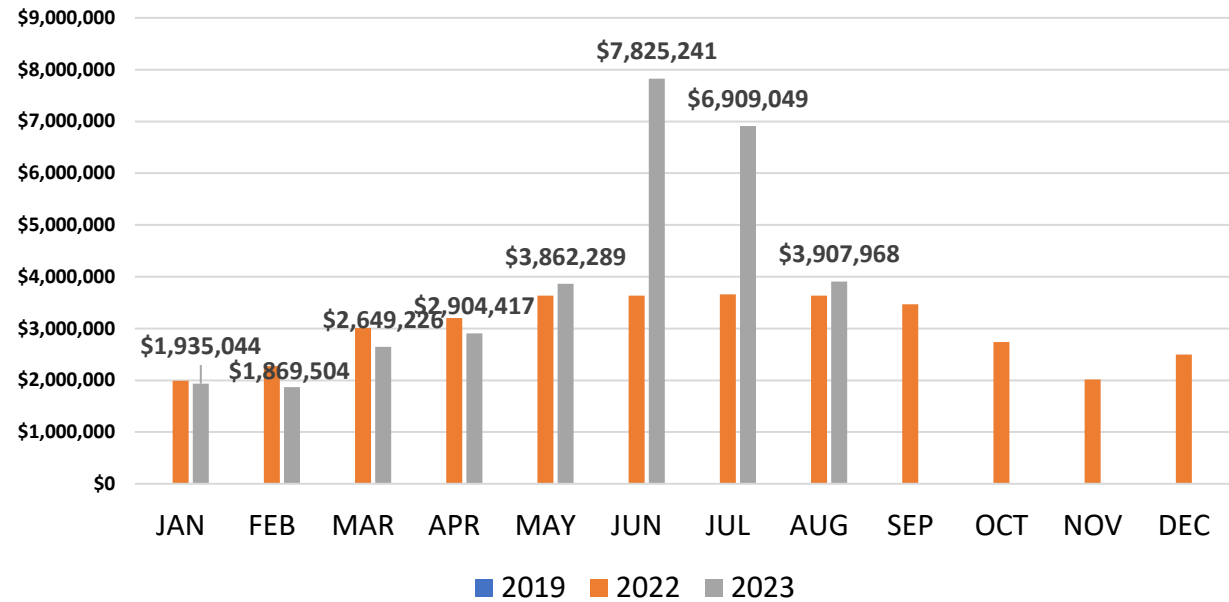
ERIE COUNTY SHORT TERM RENTAL REVENUE – AUGUST 2023

August Short Term Rental Revenue	
	\$3,907,968
August 2022	7.6%
August 2019	NA
YTD Short Term Rental Revenue	
	\$27,876,372
2022	19.5%
2019	NA

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

In August 2023, Erie County’s short term rental revenue generated **\$3,907,968** which was up **7.6%** compared to 2022.

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



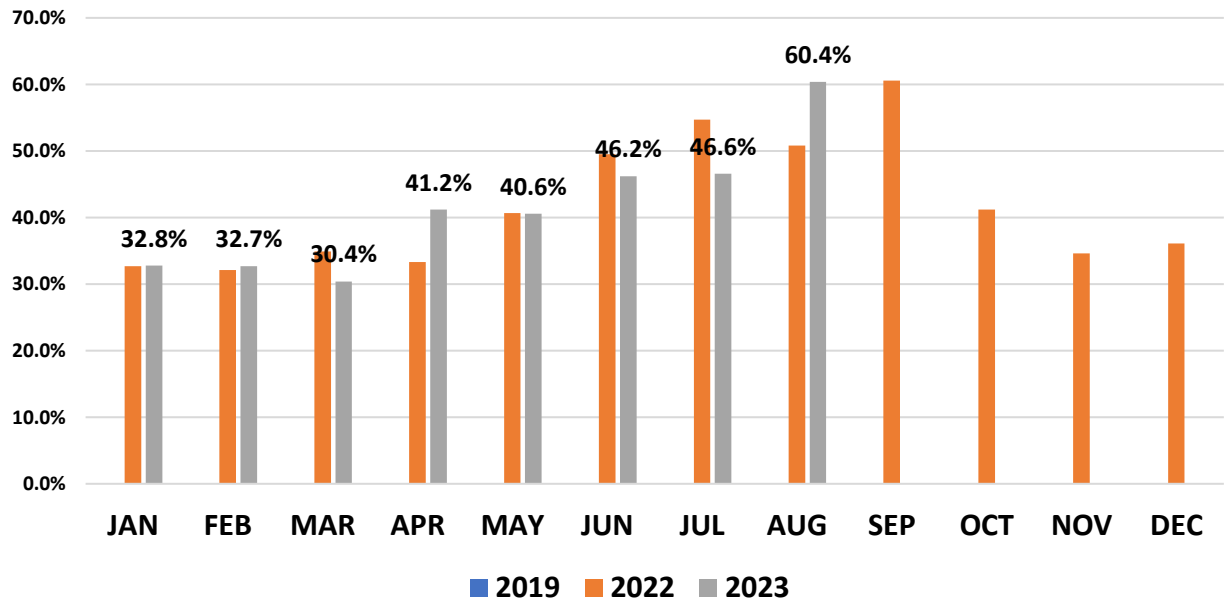
ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – AUGUST 2023

August Short Term Rental Occupancy	
	60.4%
August 2022	18.7%
August 2019	NA
YTD Short Term Rental Occupancy	
	40.8%
2022	-4.2%
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.

August 2023 occupancy measured **60.4%**, which was up **18.7%** compared to August 2022.

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



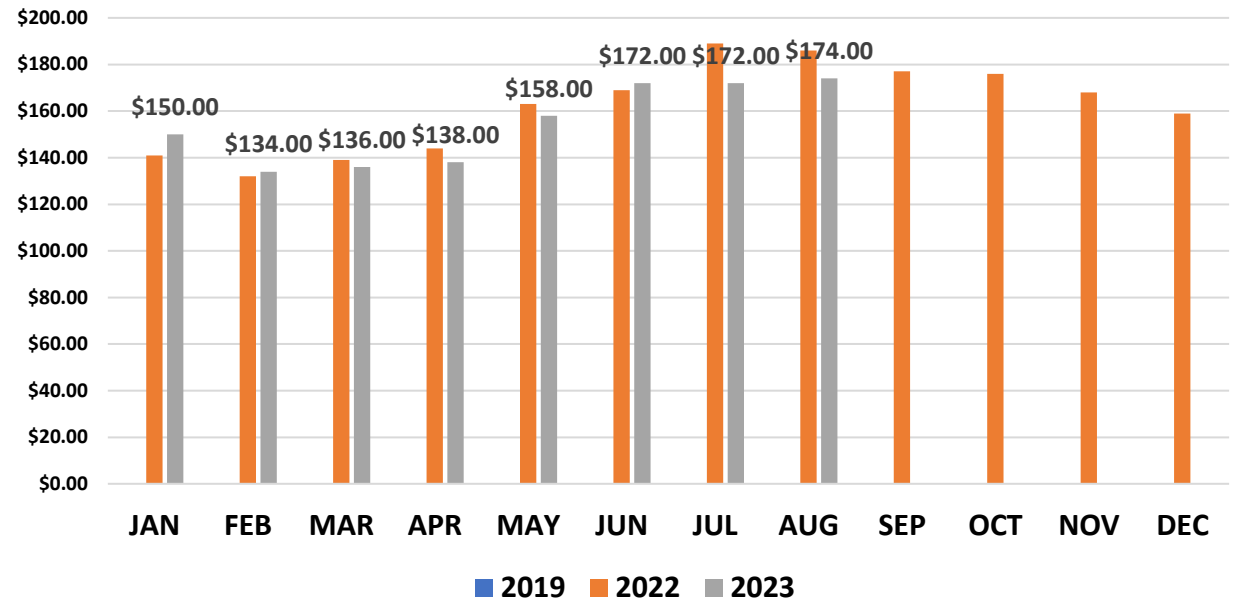
ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – AUGUST 2023

August Short Term Rental ADR	
	\$174.00
August 2022	-6.5%
August 2019	NA
YTD Short Term Rental ADR	
	\$158.00
2022	-3.1%
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 August, Erie County Short Term Rental ADR was **\$174.00** a decrease of **6.5%** compared to 2022.

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



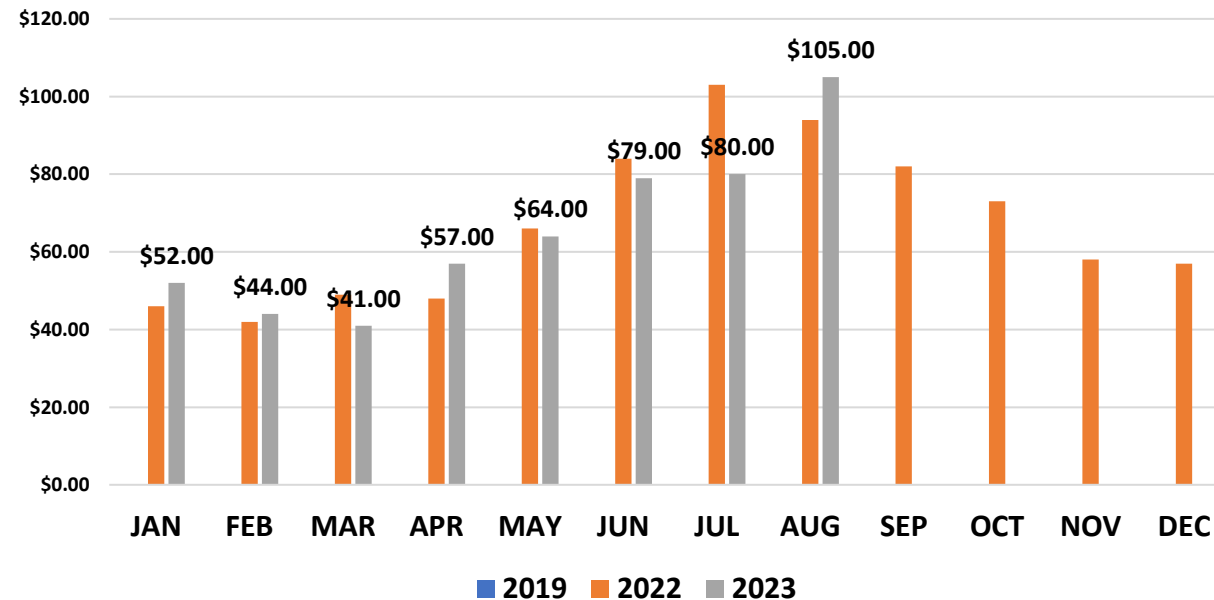
ERIE COUNTY SHORT TERM RENTAL REVPAR – AUGUST 2023

August Short Term Rental RevPAR	
	\$105.00
August 2022	11.7%
August 2019	NA
YTD Short Term Rental RevPAR	
	\$76.00
2022	10.1%
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 August RevPAR was **\$105.00** which was an increase of **11.7%** compared to 2022.

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



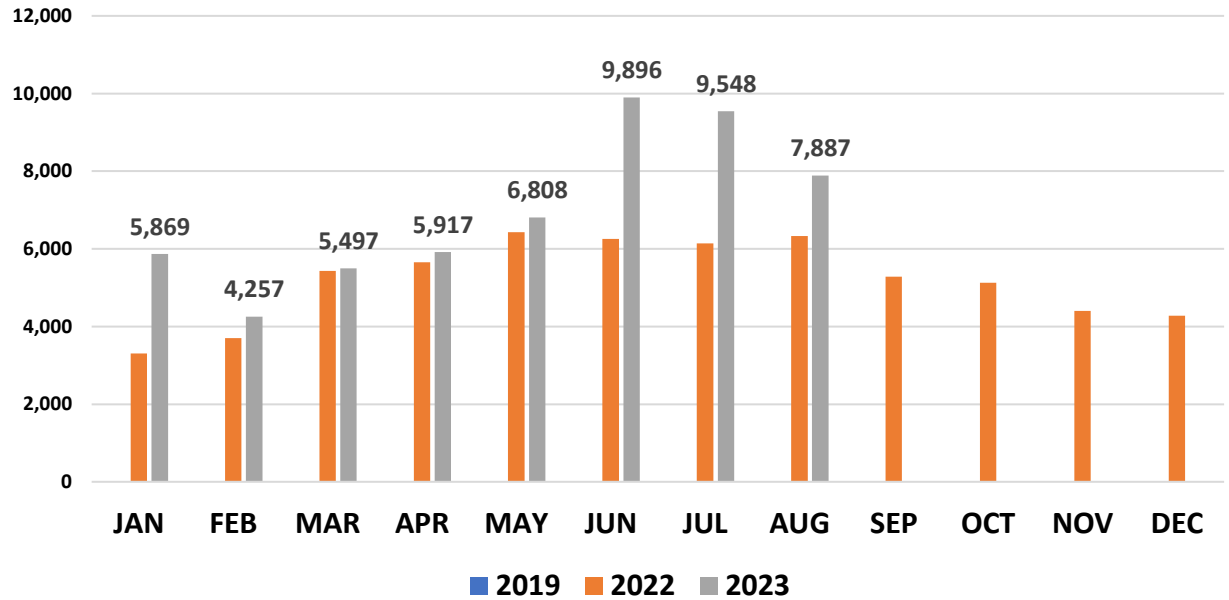
ERIE COUNTY SHORT TERM BOOKINGS – AUGUST 2023

August Short Term Rental Bookings	
7,887	
August 2022	24.6%
August 2019	NA
YTD Short Term Rental Bookings	
51,974	
2022	27.8%
2019	NA

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

In August, Erie County Short Term Rental Bookings totaled **7,887** which was an increase of **24.6%** compared to 2022.

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



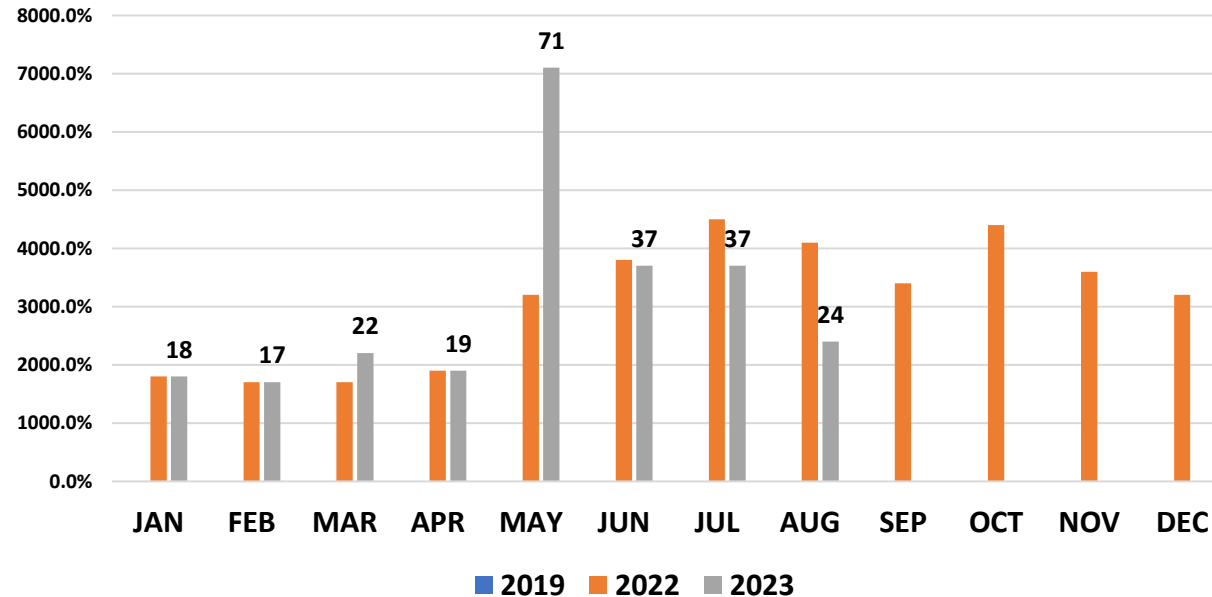
ERIE COUNTY SHORT TERM BOOKING WINDOW – AUGUST 2023

August Short Term Rental Booking Window (days)	
24	
August 2022	-40.0%
August 2019	NA
YTD Short Term Rental Booking Window (days)	
27	
2022	12.9%
2019	NA

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

In August 2023 the short term rental average booking window was **324 days** prior to arrival, which was a decrease of **40.0%** from 2022.

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

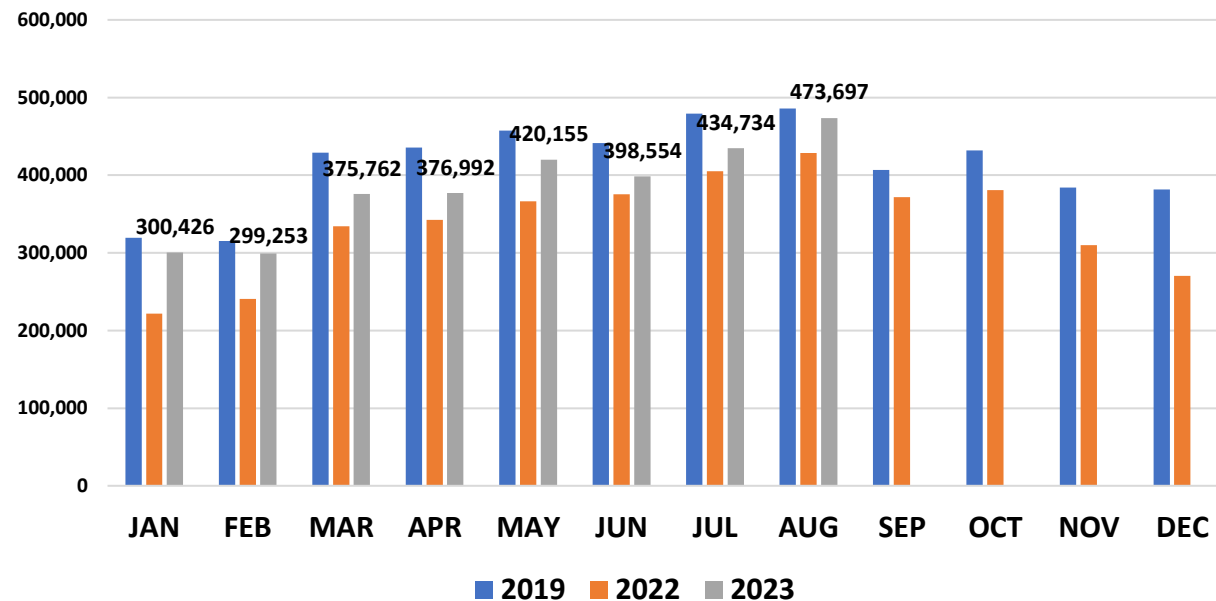


BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – AUGUST 2023

August BUF Airport Passengers	
473,697	
August 2022	10.5%
August 2019	-2.5%
YTD BUF Airport Passengers	
3,079,573	
2022	13.4%
2019	-8.4%

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

Passengers through BUF in August 2023 totaled **434,734** representing a **10.5%** increase over 2022 and a **2.5%** decrease compared to 2019.

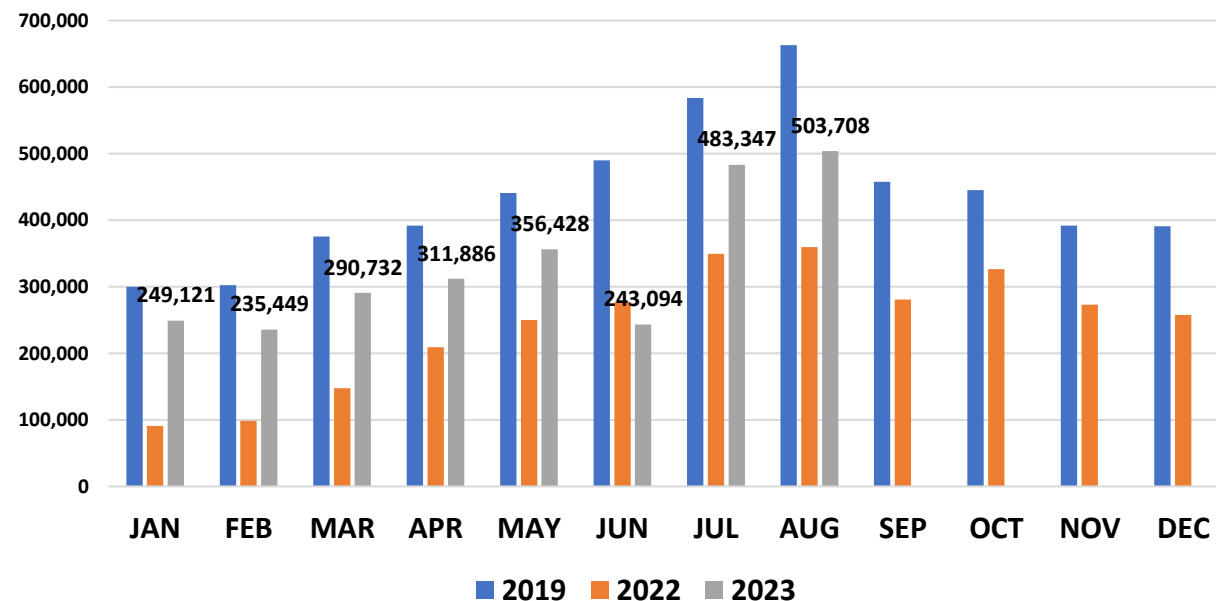


U.S. / CANADIAN CROSS BORDER TRAFFIC – AUGUST 2023

August US/Canadian Border Traffic	
503,708	
August 2022	40.1%
August 2019	-24.0%
YTD US/Canadian Border Traffic	
2,679,745	
2022	50.0%
2019	-24.6%

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 August 2023 totaled **503,708** which was a **50.0%** increase compared 2022 and a **24.6%** decrease compared to 2019.



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

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business			
47		21,315		28,568		\$21,514,689		14			
August 2022	4.4%	August 2022	-6.2%	August 2022	25.7%	August 2022	-31.4%	August 2022	-6.7%		
August 2019	-24.2%	August 2019	-32.2%	August 2019	140.6%	August 2019	70.3%	August 2019	-58.8%		
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact		
17			9,925			14,734			\$7,239,404		
August 2022			240.4%			August 2022			301.2%		
August 2019			95.1%			August 2019			80.2%		
August 2019			-57.5%			August 2019			155.4%		
Events Held			Events Held Room Nights			Events Held Attendance			Groups Served		
33			6,281			6,371			23		
August 2022			-3.7%			August 2022			76.9%		
August 2019			5.3%			August 2019			89.2%		
August 2019			26.9%			August 2019			64.3%		

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			
384		193,630		177,855		\$189,250,210		128			
2022	1.6%	2022	0.9%	2022	55.1%	2022	22.4%	2022	-14.1%		
2019	-24.4%	2019	-32.8%	2019	-10.0%	2019	-18.2%	2019	-30.8%		
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact		
234			75,340			102,018			\$59,155,275		
2022			-17.0%			2022			-55.5%		
2019			-19.7%			2019			26.5%		
2019			-33.9%			2019			-27.4%		
YTD Events Held			YTD Events Held Room Nights			YTD Events Held Attendance			YTD Groups Served		
203			90,603			109,125			122		
2022			4.0%			2022			29.8%		
2019			-26.3%			2019			-0.2%		
2019			-32.8%			2019			-9.0%		

SALES & SERVICES DEPARTMENT UPDATE



2023 August compared to May Sales & Services KPI Comparison

Key Performance Indicator	MOM Percent Change
Leads Distributed	-21.7%
Lead Room Nights	-39.6%
Lead Attendance	-9.1%
Lead Economic Impact	-46.1%
Definite Bookings	-54.1%
Definite Room Nights	-21.3%
Definite Attendance	23.6%
Definite Economic Impact	18.4%
Lost Leads	Null
Events Held In Month	-6.1%
Events Held In Month Room Nights	53.9%
Events Held In Month Attendance	-19.8%
Groups Serviced	-4.3%

NCAA Bid Process Symposium

Buffalo Niagara Sports Commission staff members, James Adler and Greg Gelinas attended the 2023 NCAA Bid Process Symposium in Indianapolis, IN in preparation for the opportunity to host several collegiate sports championships from 2028-2032. James and Greg are working with the athletic departments at several WNY colleges and universities to identify the appropriate competitions that fit Erie County venues.



August 2023 Trade Shows/Conferences Attended

SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
Connect Marketplace	Minneapolis, MN	Emma Carlo, Greg Gelinas, and Leah Mueller
NCAA Bid Symposium	Indianapolis, IN	James Adler and Greg Gelinas

August 2023 Site Visits / FAMs

4



Connect Marketplace

Visit Buffalo Niagara and the Buffalo Niagara Sports Commission were well represented in Minneapolis, MN at the 2024 Connect Marketplace. This unique tradeshow brings together meeting planners, sports rights holders and tour operators at one marketplace. VBN's Senior Director of Travel Industry Sales – Leah Mueller, National Sales Manager – Emma Carlo and BNSC's Director of Sports Development – Greg Gelinas represented the destination well and brought back several leads for future business.

August Sporting Events Held in Buffalo and Erie County



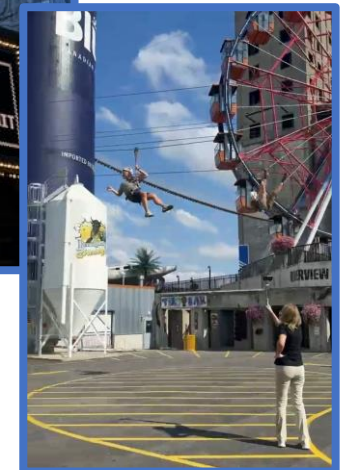
MPI Thought Leaders Summit

Visit Buffalo Niagara had the distinct honor to host the 2023 Meeting Professionals International (MPI) Thought Leaders Summit with 80 meeting planners and industry leaders in attendance.

The MPI Foundation convenes the meeting industry's top leaders for its annual Thought Leaders Summit to discuss, ideate and problem-solve critical challenges such as safety, diversity and design. It is an opportunity for meeting planners to help establish new programs, develop new opportunities and share the future of the industry with their audiences. Attendees benefit from insights from some of the brilliant minds in the business while collaborating with fellow leaders to create tangible solutions that will help to take their profession to new heights.

The Summit also provides the attendees an immersive three-day experience in the host destinations. The opening night dinner was held on the Shea's Buffalo stage, the second evening event took place at the Darwin Martin House, with the closing evening dinner taking place at The Barrel Factory.

Throughout the 2023 Meeting Professionals International Thought Leaders Summit, Visit Buffalo Niagara organized various excursions around Buffalo for attendees to enjoy. Thank you to our excursion sponsor, Niagara Scenic Tours, for providing transportation to the following attractions: Buffalo Riverworks, Michigan Street African American Heritage Corridor, Resurgence Brewing Company, Buffalo Double Decker Bus Tours, the Buffalo AKG Art Museum, Buffalo Tiki Tours, and Private Chef Camille le Caer's "Chopped" cooking experience!



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

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

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
197,677		137,089		1:39		335,920		181	
August 2022	5.1%	August 2022	4.7%	August 2022	-10 seconds	August 2022	-0.8%	August 2022	0.6%
August 2019	13.8%	August 2019	14.2%	August 2019	10 seconds	August 2019	-0.5%	August 2019	Null
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
100,622		29,660		74,781		25,838		826,372	
August 2022	1.5%	August 2022	-0.8%	August 2022	64.5%	August 2022	60.4%	August 2022	236.9%
August 2019	6.1%	August 2019	3.6%	August 2019	122.4%	August 2019	NA	August 2019	1312.6%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
10		89,247,139		813		12		4	
August 2022	150.0%	August 2022	369.7%	August 2022	-55.1%	August 2022	-20.0%	August 2022	-42.9%
August 2019	NA	August 2019	NA	August 2019	NA	August 2019	NA	August 2019	NA

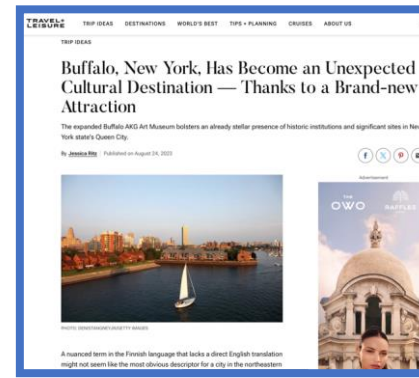
YEAR TO DATE Marketing & Communications Department Dashboard. Year Over Year Comparison 2023 vs. 2022 and 2019

YTD Website Sessions		YTD Mobile Website Sessions		Duration On Site		YTD Website Page Views		YTD Shared Social Media Posts	
1,268,477		834,538		1:39		2,118,356		1,438	
2022	14.1%	2022	10.7%	2022	-10 seconds	2022	6.9%	2022	-13.9%
2019	7.5%	2019	7.7%	2019	10 seconds	2019	-7.8%	2019	4.7%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
100,622		29,660		74,781		25,838		7,003,203	
August 2022	1.5%	August 2022	-0.8%	August 2022	64.5%	August 2022	60.4%	2022	179.2%
August 2019	6.1%	August 2019	3.6%	August 2019	122.4%	August 2019	NA	2019	921.3%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
70		2,115,830,693		4,717		116		36	
2022	89.2%	2022	209.7%	2022	-48.5%	2022	-29.7%	2022	71.4%
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



2023 August compared to March Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	-3.0%
Mobile Website Sessions	-2.1%
Duration on Site	-12 seconds
Website Page Views	-6.9%
Social Media Posts	-1.1%
Facebook Followers	0.3%
Twitter Followers	-0.1%
Instagram Followers	4.6%
TikToc Followers	4.6%
All Video Views	105.3%
Media Placements	-16.7%
Media Impressions	-87.0%
Social Media Shares	1410.9%
Media Touchpoints	20.0%
Media Visits	33.3%



August 2023 Media Hits

PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
Travel+Leisure	This City In Western New York Has Become An Unexpected Cultural Destination – Thanks To A Brand-New Attraction	12,450,410	179
USAToday	10 Best: Prison Cells To Luxury Rooms: These World-Class Hotels Have A Dark History In Their Halls	1,381,434	
Pride Journeys	Celebrate Autumn in Buffalo, New York	881	
Arch Daily	Buffalo AKG Museum / OMA/Shohei Shigematsu	2,711,010	
The Globe and Mail	A Buffalo Hotel and Former Asylum Undergoes Extensive Restoration	5,593,274	
The Points Guy	8 Best Foodie Trails In The US	7,282,302	47
Cleveland.com	Newly Expanded Buffalo AKG Art Museum is a National Treasure Worthy Of A Road Trip	4,060,925	
The Travel	Historic Empire State: 10 Oldest Towns in New York State	2,745,271	
Select Traveler	Here's To Buffalo	4,841	
Long Weekends	Buffalo Wing Trail	1,282	
Washington Post	Quat City, Old Forge, Jumbo Slice and More Quirky American Pizza	53,016,791	

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



Most Viewed Video August 2023

Buffalo Wing Trail –
Elmo's
208,800 views

Sample of other video content for
the month:

Buffalo River History Tours

The Jerk Hutt at Bratts Hill

Half Baked Cookies

Gondola Rides at Hoyt Lake

New Foods at the Erie County Fair

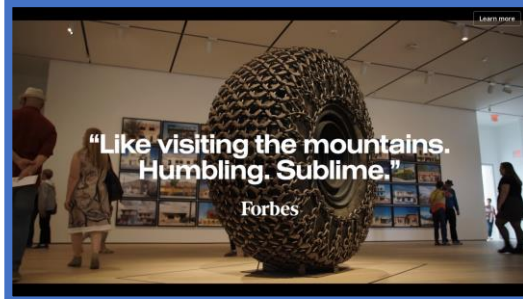
Bills Season Opener!



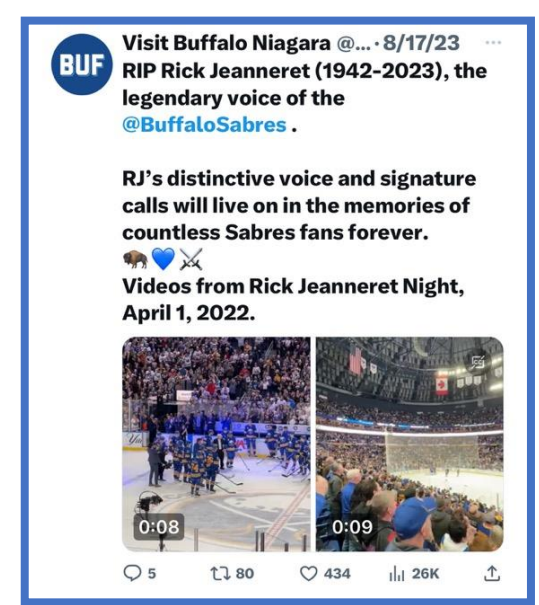
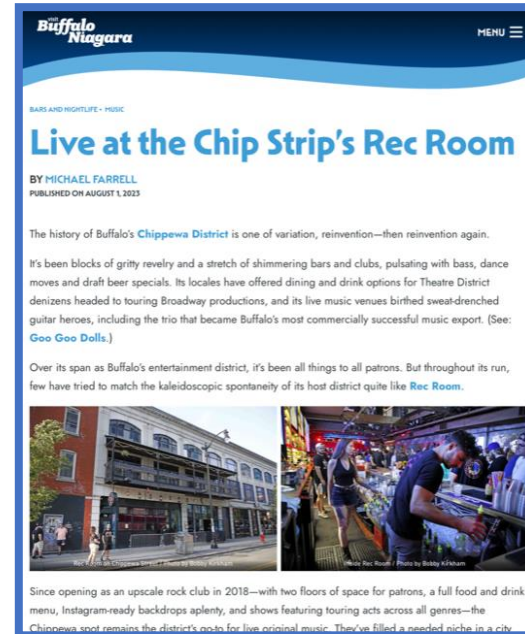
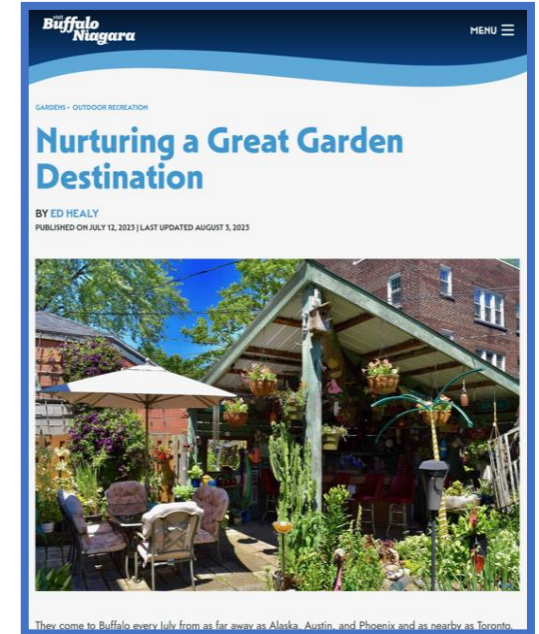
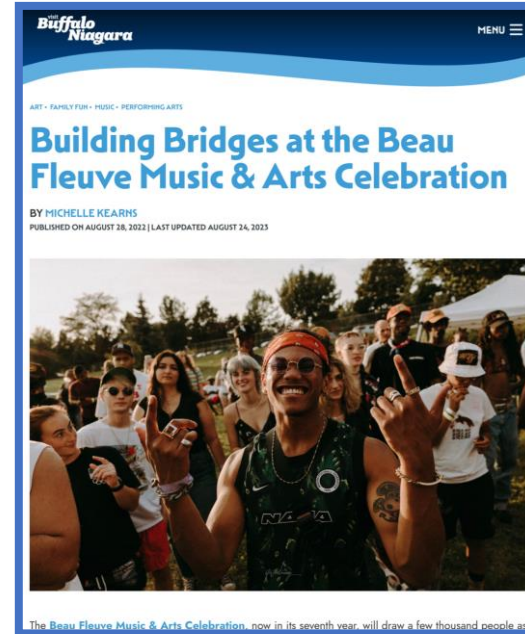
Buffalo AKG Art Museum Promotional Video

The Visit Buffalo Niagara marketing department created a promotional video highlighting the headlines and quotes of travel writers following the original opening of the Buffalo AKG.

Overlaid on video of the newly expanded museum, quotes were featured from publications such as: Forbes, ArtNews, DesignBoom, Apollo, and Architectural Digest.



Examples of August Blogs and Social Media Posts



DESTINATION DEVELOPMENT DEPARTMENT UPDATE

MONTHLY Destination Development Department Dashboard – August 2023 vs. August 2022 and August 2019 (RECOVERY BENCHMARK)							
Visitor Guide Requests		Weekly Lodging Dashboard Distribution			Tourism Insider Distribution		
382		482			2,752		
August 2022		August 2022			August 2022		
131.5%		17.6%			0.7%		
August 2019		August 2019			August 2019		
-25.1%		NA			6.2%		
Number of Mobile Visitor Center Events		Mobile Visitor Center Volunteer Hours		Number of Convention/Sport Events		Conventions/Sport Event Volunteer Hours	
8		32		2		16	
August 2022		August 2022		August 2022		August 2022	
14.3%		100.0%		100.0%		23.1%	
August 2019		August 2019		August 2019		August 2019	
NA		NA		NA		NA	
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
0		60		2		0	
August 2022		August 2022		August 2022		August 2022	
Null		100.0%		100.0%		Null	
August 2019		August 2019		August 2019		August 2019	
-100.0%		-100.0%		-84.6%		-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		
3,718		482			2,752		
2022		2022			2022		
-42.9%		17.6%			0.7%		
2019		2019			2019		
-28.1%		NA			6.2%		
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	
24		184		12		219	
2022		2022		2022		2022	
-14.3%		-34.3%		140.0%		461.5%	
2019		2019		2019		2019	
NA		NA		NA		NA	
YTD Industry Meeting Attendance		YTD Industry Event Attendance		YTD Extranet Training Attendance		YTD Dest./Customer Service Training Attend.	
275		321		17		5	
2022		2022		2022		2022	
787.1%		935.5%		Null		-73.7%	
2019		2019		2019		2019	
-61.6%		-25.3%		-56.4%		-94.1%	



BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



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

Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event – Social	
3		1		1		1		0		0	
August 2022	200.0%	August 2022	100.0%	August 2022	100.0%	August 2022	100.0%	August 2022	-100.0%	August 2022	Null
August 2019	-62.5%	August 2019	Null	August 2019	-66.7%	August 2019	-75.0%	August 2019	Null	August 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
12,850				6				New survey system being developed for mid-year.			
August 2022		97.7%		August 2022		200.0%		August 2022		NA	
August 2019		189.6%		August 2019		-71.4%		August 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$66,631		\$24,770		\$33,711		\$8,150		0			
August 2022	143.7%	August 2022	89.4%	August 2022	115.0%	August 2022	1533.3%	August 2022	Null		
August 2019	-29.4%	August 2019	-7.5%	August 2019	-50.2%	August 2019	-80.3%	August 2019	Null		

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	
60		12		8		30		10		0	
2022	25.0	2022	-7.7%	2022	60.0%	2022	57.9%	2022	Null	2022	Null
2019	-25.0%	2019	-20.0%	2019	-63.6%	2019	-14.3%	2019	25.0%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
158,913				143				New survey system being developed for mid-year.			
2022		31.3%		2022		-5.9%		2022		NA	
2019		-19.1%		2019		-28.9%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$2,320,836		\$566,430		\$1,521,769		\$115,854		\$116,783			
2022	36.2%	2022	15.4%	2022	32.6%	2022	71.9%	2022	6880.5%		
2019	-6.4%	2019	-1.1%	2019	-13.8%	2019	-17.1%	2019	9496.0%		

BUFFALO CONVENTION CENTER SALES UPDATE



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

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
16		10		6		10	
August 2022	45.5%	August 2022	100.0%	August 2022	50.0%	August 2022	-33.3%
August 2019	128.6%	August 2019	42.9%	August 2019	200.0%	August 2019	25.0%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
43		25		18		7	
August 2022	10.3%	August 2022	78.6%	August 2022	-28.0%	August 2022	75.0%
August 2019	NA	August 2019	NA	August 2019	NA	August 2019	22.2%

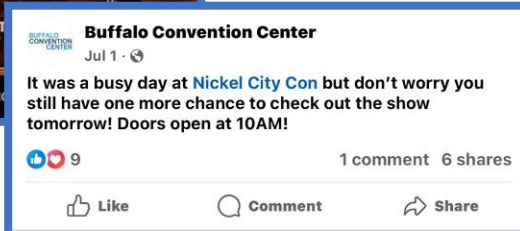
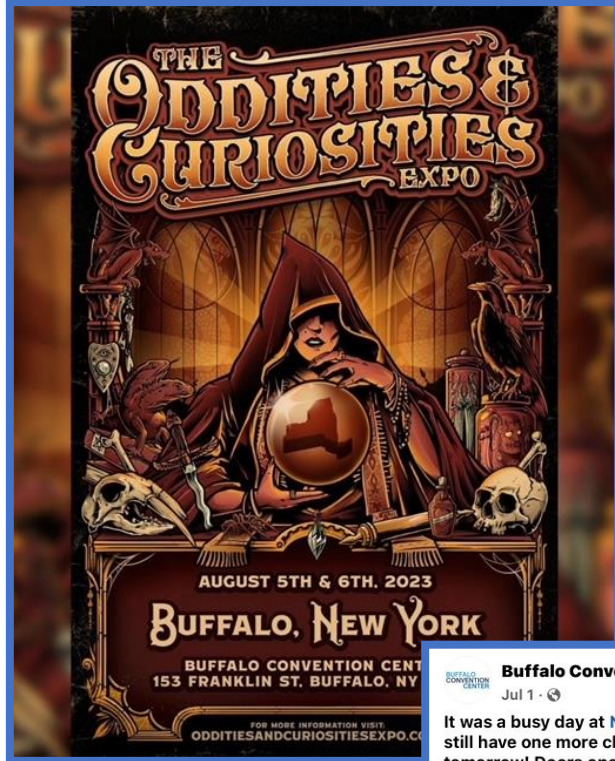
YEAR TO DATE Buffalo Convention Center Sales Dashboard – 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Total Leads		YTD BNCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
107		66		41		75	
2022	17.6%	2022	6.5%	2022	41.4%	2022	11.9%
2019	101.9%	2019	57.1%	2019	272.7%	2019	-10.7%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
449		191		258		52	
2022	46.7%	2022	60.5%	2022	38.0%	2022	36.8%
2019	NA	2019	NA	2019	NA	2019	-5.5%

Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	105	91	58	38
Expected Attendance	249,975	203,468	211,132	210,637	140,862
Number of Hotel Room Nights	25,000	23,306	22,332	18,199	14,250
Expected Economic Impact	\$34,063,840	\$28,588,309	\$29,647,694	\$28,074,046	\$15,744,813

Returning Convention Center Events



BCC Façade Construction Progress



Buffalo Convention Center Façade Construction

The final stages of the Buffalo Convention Center façade and entry project continues toward its completion with panel lighting and signage continuing through August and into September. A formal press conference will take place in early October to officially illuminate the lighting feature as well as celebrate the future meetings and convention bookings





Industry Night at the Roycroft Inn and Roycroft Campus

Visit Buffalo Niagara has resumed regularly scheduled Industry Night events and kicked-off the return at the Roycroft Inn and Roycroft Campus. Dan Garvey, General Manager at the Roycroft Inn welcomed over 60 guests with hors d'oeuvres and a cash bar, with tours of the Roycroft Campus being hosted by Mark Mortenson.



U.S. Travel Association ESTO Conference

Visit Buffalo Niagara sent a staff delegation to the annual U.S. Travel Association ESTO Conference that took place in Savannah, GA. Patrick Kaler, Renata Toney, Karen Fashana, Drew Brown, Michelle Kearns and Kate Scaduto represented the organization at the highest attended ESTO.

VBN CEO Patrick Kaler, served on a panel discussion about DMO crisis communications after tragic events. He shared VBN's strategies and tactics following the 5/14 Tops Shooting and the December Snowstorm.



The staff participated in the annual Destination Day activity wearing interactive Wing Trail shirts with a QR code asking attendees if they preference for "Flats or Drums and Blue Cheese or Ranch". The winning entry won a weekend getaway to attend the National Wing Festival.

August CEO Meetings and Events

Explore Buffalo – Open Doors Planning Committee
VBN Industry Night – Roycroft Inn and Roycroft Campus
Buffalo Bills Stadium Groundbreaking Ceremony
Cruise the Great Lakes Consortium Meeting
Meeting w/s Terry Alfred MSAAHC
New York State Hospitality and Travel Association Executive Committee
Martin House Governance Committee Meeting
VBN/BNCC Board of Directors Meeting
U.S. Travel Association ESTO Conference
Martin House Board of Directors Meeting
Roswell Park New Student Orientation Presentation
Cruise Ship Meeting with Empire State Development Staff
Zartico Meeting with VBN Marketing Staff
Canal NY Board Meeting



Beau Fleuve Music & Arts Community Impact Awards

Congratulations to VBN Board Member and Explore & More Children's Museum CEO –Michelle Urbanczyk and Visit Buffalo Niagara VP of Destination Experiences –

Renata Toney for being honored at the 7th Annual Beau Fleuve Music & Arts Community Awards Ceremony.

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 Marriot 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
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, Convention Services Coordinator
Lauren Vargo, Sports Services Manager
Meredith Walsh, Administrative Sales Assistant
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
Momentus Technologies (formerly Ungerboeck)
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics