



JULY 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

PATRICK J. KALER, PRESIDENT & CEO

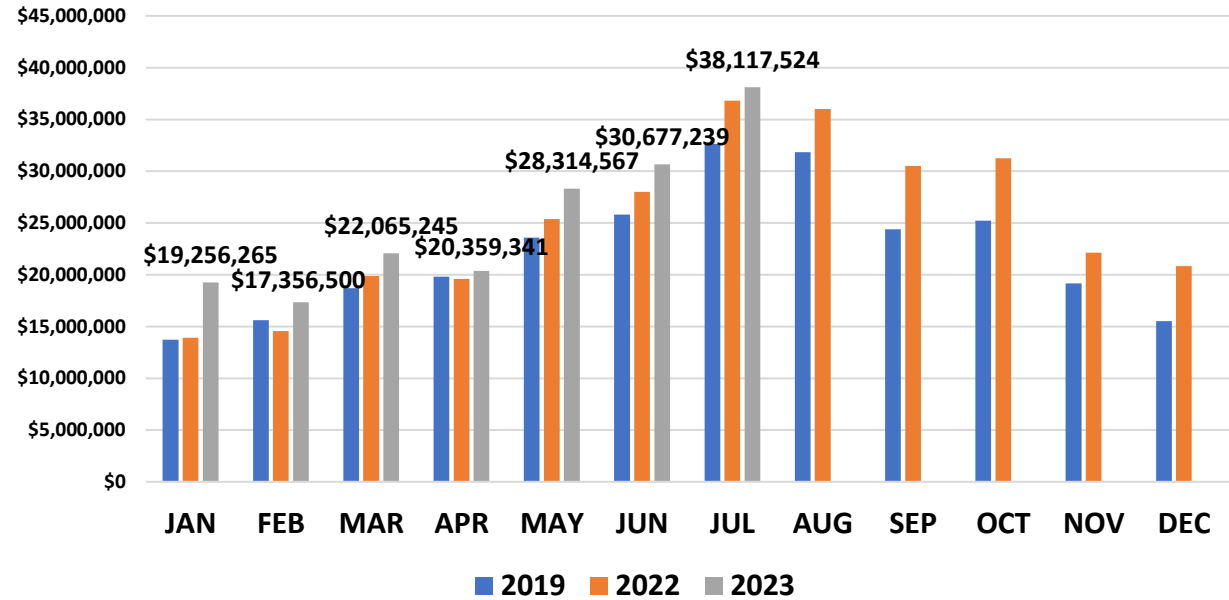


ERIE COUNTY HOTEL REVENUE – JULY 2023

July Hotel Revenue	
	\$38,117,524
July 2022	3.5%
July 2019	16.8%
YTD Hotel Revenue	
	\$174,159,349
2022	10.0%
2019	16.0%

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

July 2023 hotel revenue collections totaled, **\$38,117,524** which was a **3.5%** increase compared to July 2022. July 2023 hotel revenue was **16.8%** higher than 2019.



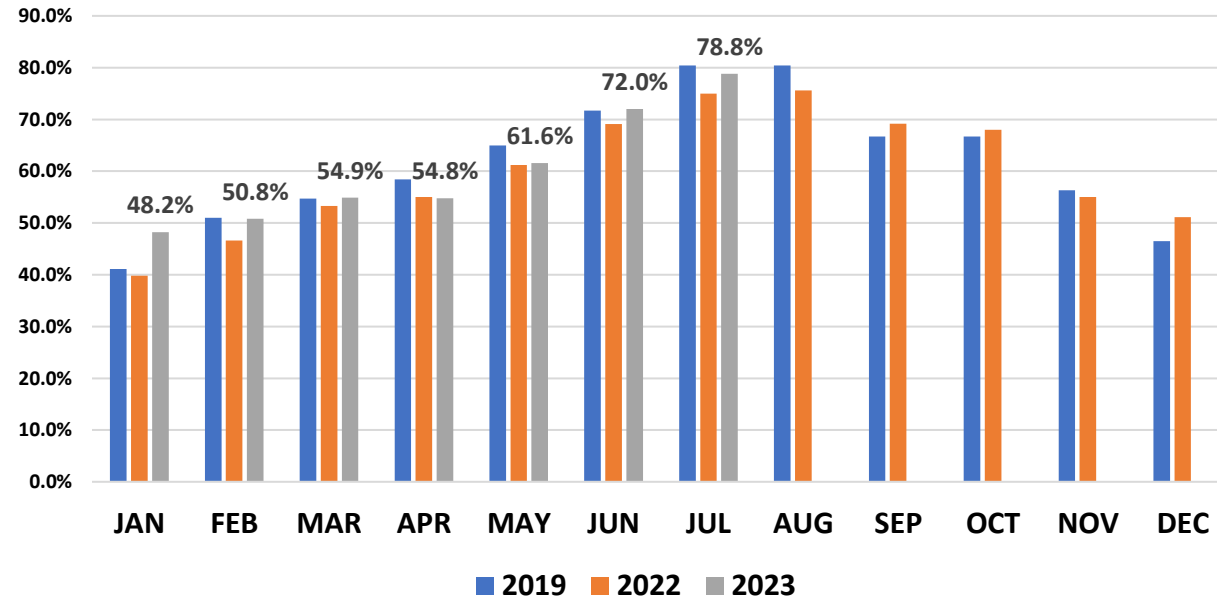
ERIE COUNTY HOTEL OCCUPANCY – JULY 2023

July Hotel Occupancy	
	78.8%
July 2022	3.8%
July 2019	-2.0%
YTD Hotel Occupancy	
	60.3%
2022	5.6%
2019	-0.3%

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.

July 2023 occupancy measured **78.8%**, which was up **3.8%** compared to July 2022. July 2023 occupancy was down **2.0%** compared to 2019.

In comparison, for the U.S., July occupancy was down 0.7% compared 2022 and down 6.4% compared to 2019. The State Of New York, was up 4.9% in Occupancy in July 2023 compared to 2022, and down 4.7% compared to 2019.



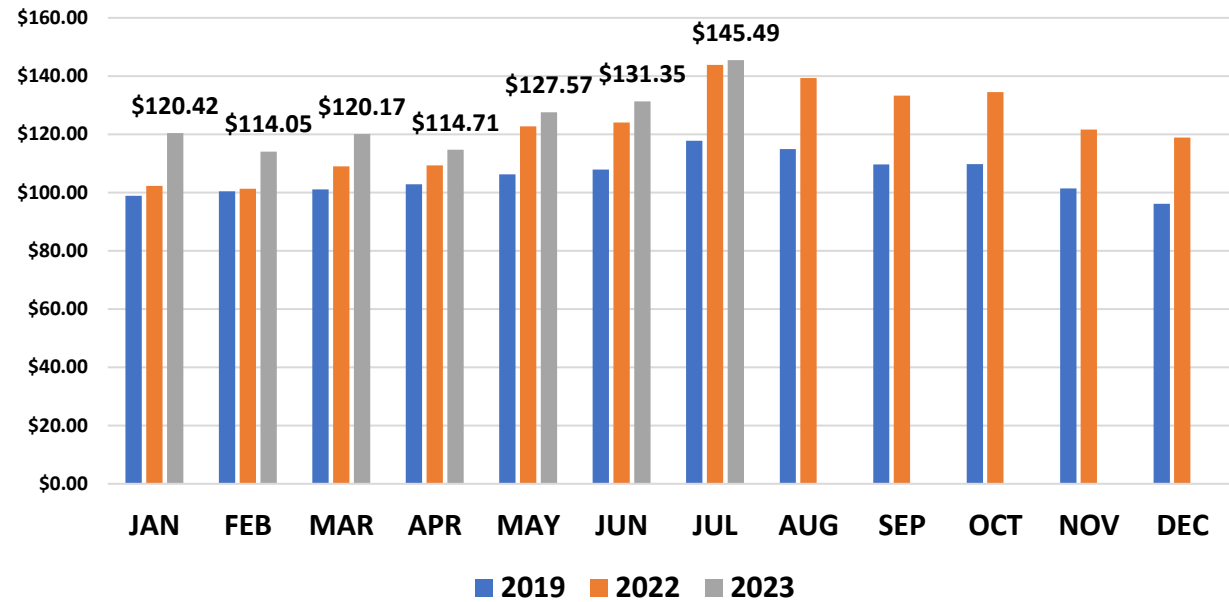
ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – JULY 2023

July Hotel Average Daily Rate	
\$145.49	
July 2022	1.2%
July 2019	23.5%
YTD Hotel Average Daily Rate	
\$128.68	
2022	8.0%
2019	18.7%

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 July, Erie County ADR was **\$145.49** an increase of **1.2%** over 2022, and a **23.5%** increase compared to 2019.

*The U.S. ADR for July 2023 was up **0.8%** compared to 2022, as well as up **18.7%** from 2019. New York State ADR for 2023 was up **3.8%** compared to 2022 and up **15.8%** compared to 2019.*



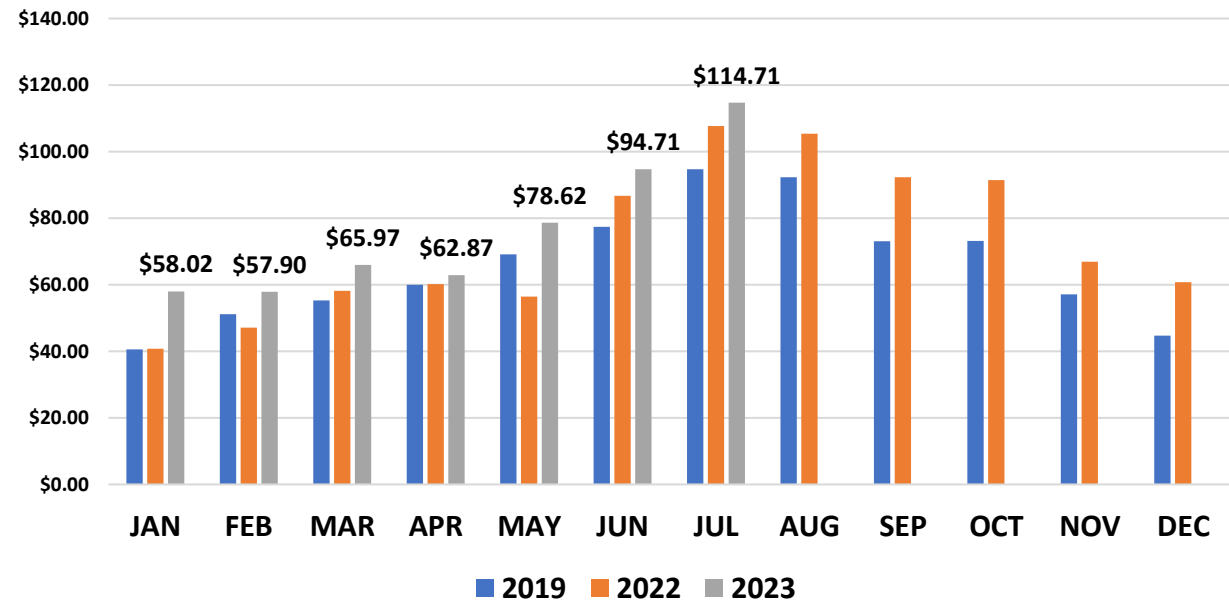
ERIE COUNTY HOTEL REVPAR – JULY 2023

July Hotel RevPAR	
\$114.71	
July 2022	6.3%
July 2019	21.1%
YTD Hotel RevPAR	
\$76.34	
2022	12.2%
2019	18.5%

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

2023 July RevPAR was **\$114.71** which was an increase of **6.3%** over 2022, and up **21.1%** compared to 2019.

*RevPAR for the U.S. was up **0.1%** for July 2023 over 2022, and up **11.2%** compared to 2019. The State of New York also had increases for RevPAR in 2023 with a **8.9%** increase over 2022 and **10.3%** increase compared to 2019.*



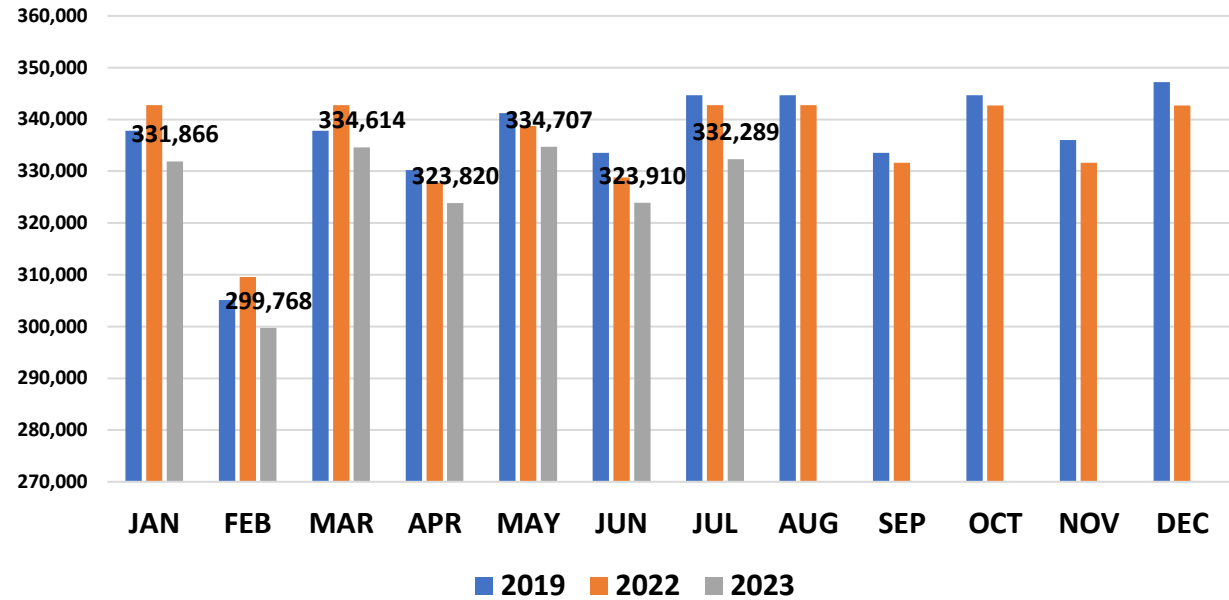
ERIE COUNTY HOTEL SUPPLY – JULY 2023

July Hotel Supply	
	332,289
July 2022	-2.6%
July 2019	-3.6%
YTD Hotel Supply	
	2,281,354
2022	-2.0%
2019	-2.1%

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 July 2023, Erie County’s hotel supply totaled **323,289** which was a **2.6%** decrease from 2022 and a **3.6%** decrease compared to 2019.

The number of Erie County available hotel rooms totaled **10,719** which is a **3.6%** decrease compared to 2019.

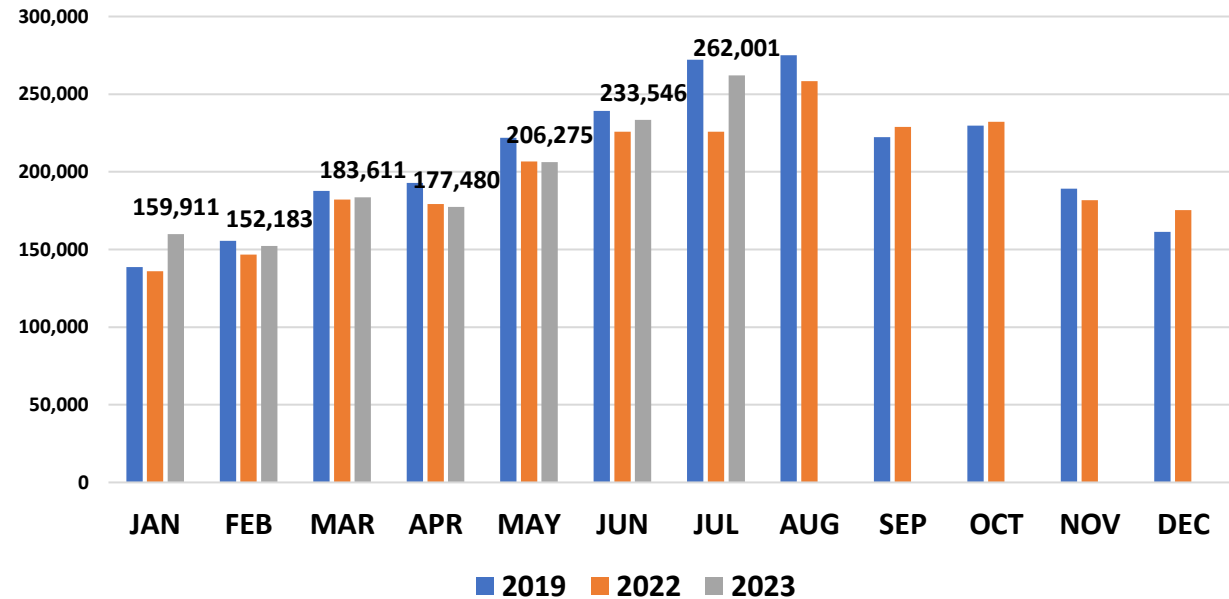


ERIE COUNTY HOTEL DEMAND – JULY 2023

July Hotel Demand	
	262,001
July 2022	2.3%
July 2019	-3.6%
YTD Hotel Demand	
	1,374,768
2022	3.5%
2019	-2.6%

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

July 2023 hotel demand totaled, **262,001** which was a **2.3%** increase compared to 2022 and a **5.5%** decrease compared to 2019.



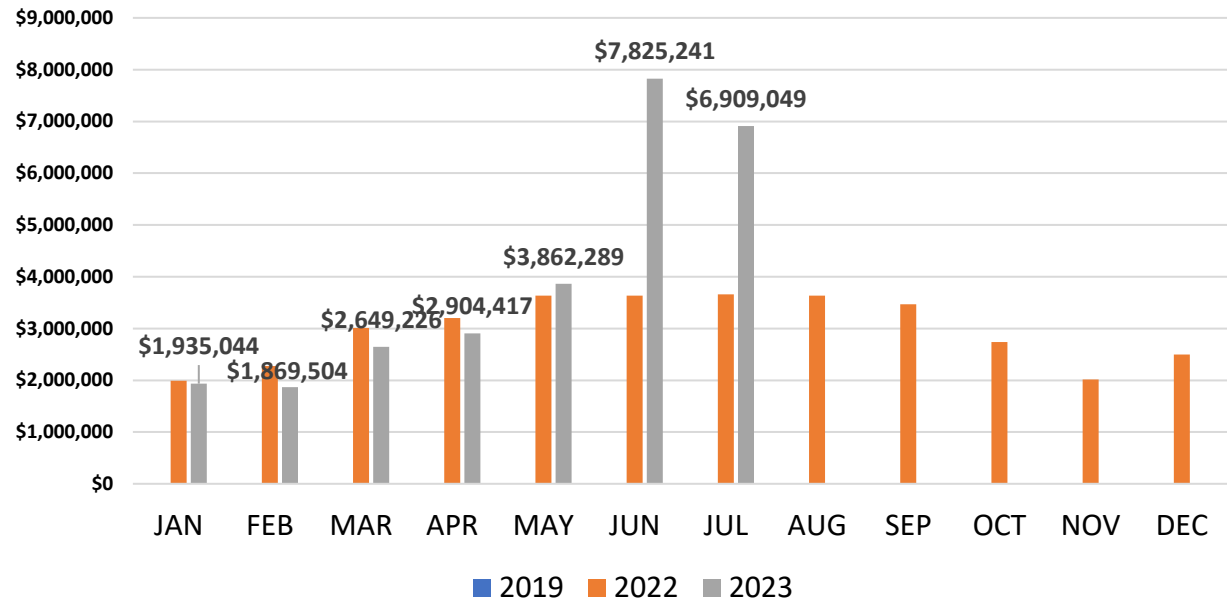
ERIE COUNTY SHORT TERM RENTAL REVENUE – JULY 2023

July Short Term Rental Revenue	
	\$6,909,049
July 2022	102.9%
July 2019	NA
YTD Short Term Rental Revenue	
	\$24,910,235
2022	48.4%
2019	NA

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

In July 2023, Erie County's short term rental revenue generated **\$6,909,049** which was up **102.9%** compared to 2022.

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



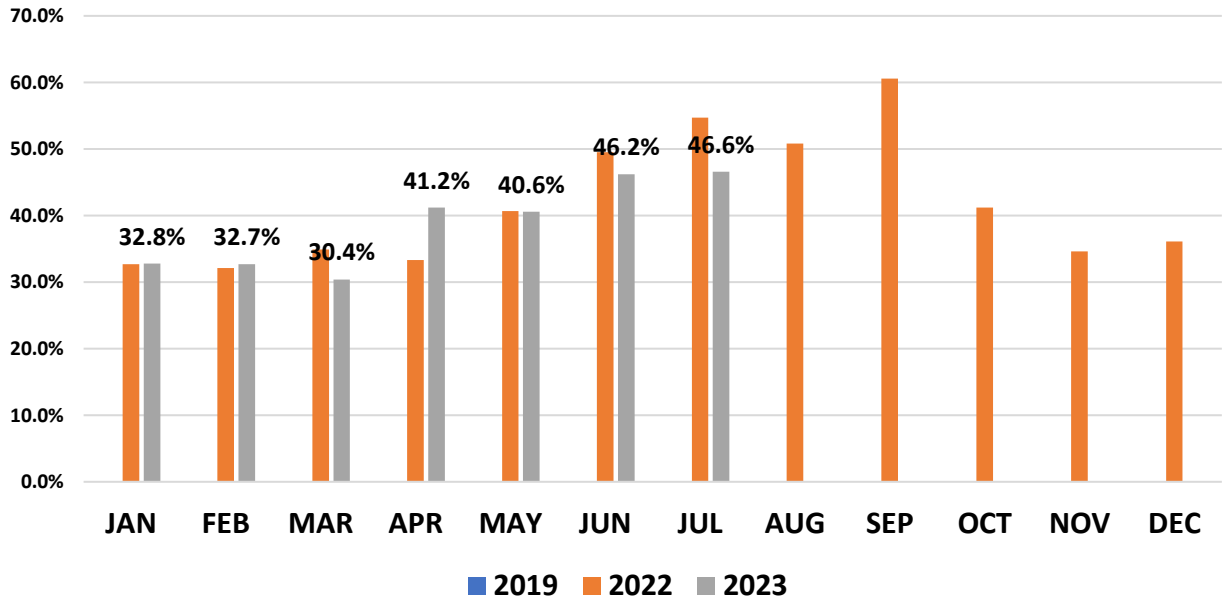
ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – JULY 2023

July Short Term Rental Occupancy	
	46.6%
July 2022	-4.3%
July 2019	NA
YTD Short Term Rental Occupancy	
	40.4%
2022	7.2%
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.

July 2023 occupancy measured **46.6%**, which was down **4.3%** compared to July 2022.

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



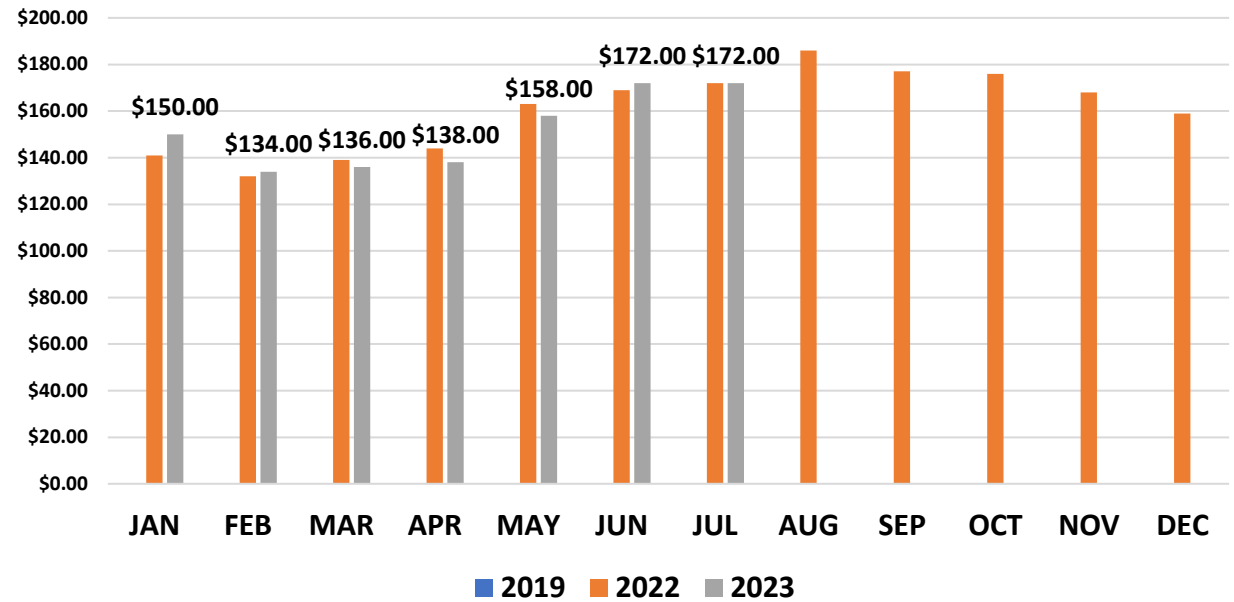
ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – JULY 2023

July Short Term Rental ADR	
\$172.00	
July 2022	Null
July 2019	NA
YTD Short Term Rental ADR	
\$154.00	
2022	Null
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 July, Erie County Short Term Rental ADR was **\$172.00** the same as 2022.

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



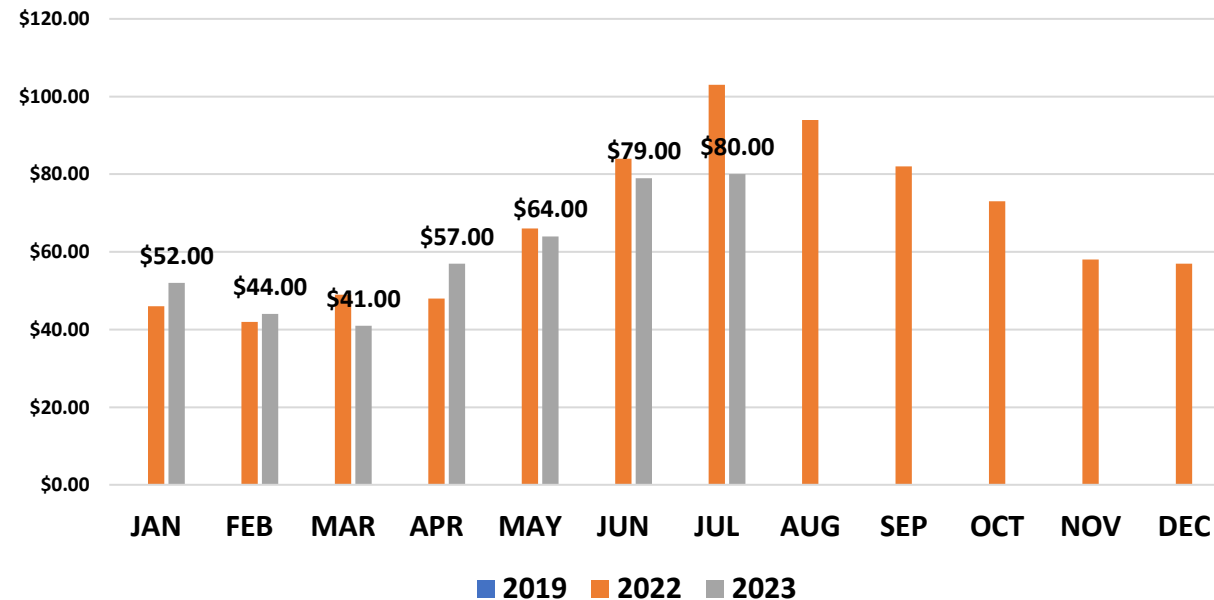
ERIE COUNTY SHORT TERM RENTAL REVPAR – JULY 2023

July Short Term Rental RevPAR	
\$80.00	
July 2022	-7.0%
July 2019	NA
YTD Short Term Rental RevPAR	
\$62.00	
2022	6.9%
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 July RevPAR was **\$80.00** which was a decrease of **7.0%** compared to 2022.

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



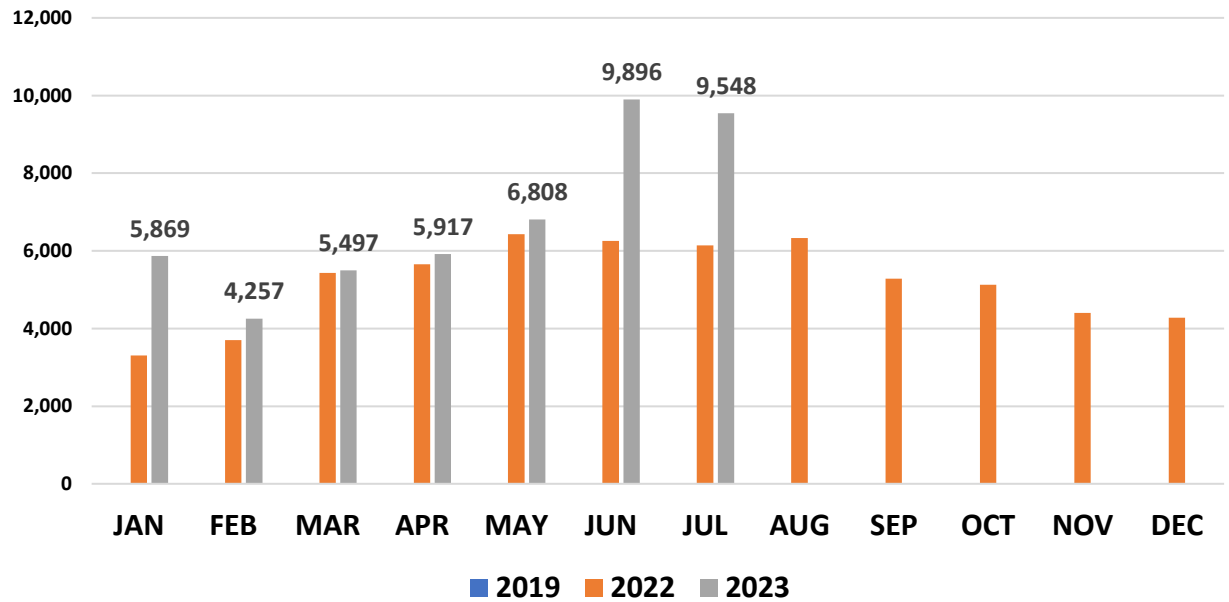
ERIE COUNTY SHORT TERM BOOKINGS – JULY 2023

July Short Term Rental Bookings	
9,548	
July 2022	51.6%
July 2019	NA
YTD Short Term Rental Bookings	
43,245	
2022	33.5%
2019	NA

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

In July, Erie County Short Term Rental Bookings totaled **9,548** which was an increase of **51.6%** compared to 2022.

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



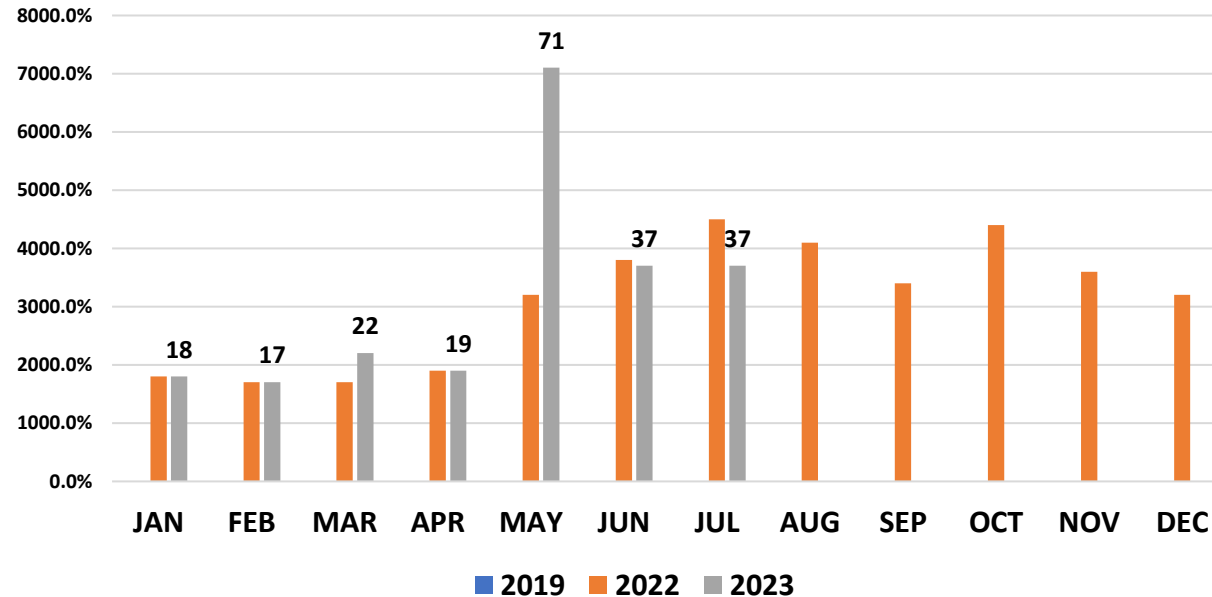
ERIE COUNTY SHORT TERM BOOKING WINDOW – JULY 2023

July Short Term Rental Booking Window (days)	
37	
July 2022	-5.3%
July 2019	NA
YTD Short Term Rental Booking Window (days)	
26	
2022	Null
2019	NA

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

In July 2023 the short term rental average booking window was **37 days** prior to arrival, which was a decrease of **5.3%** from 2022.

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

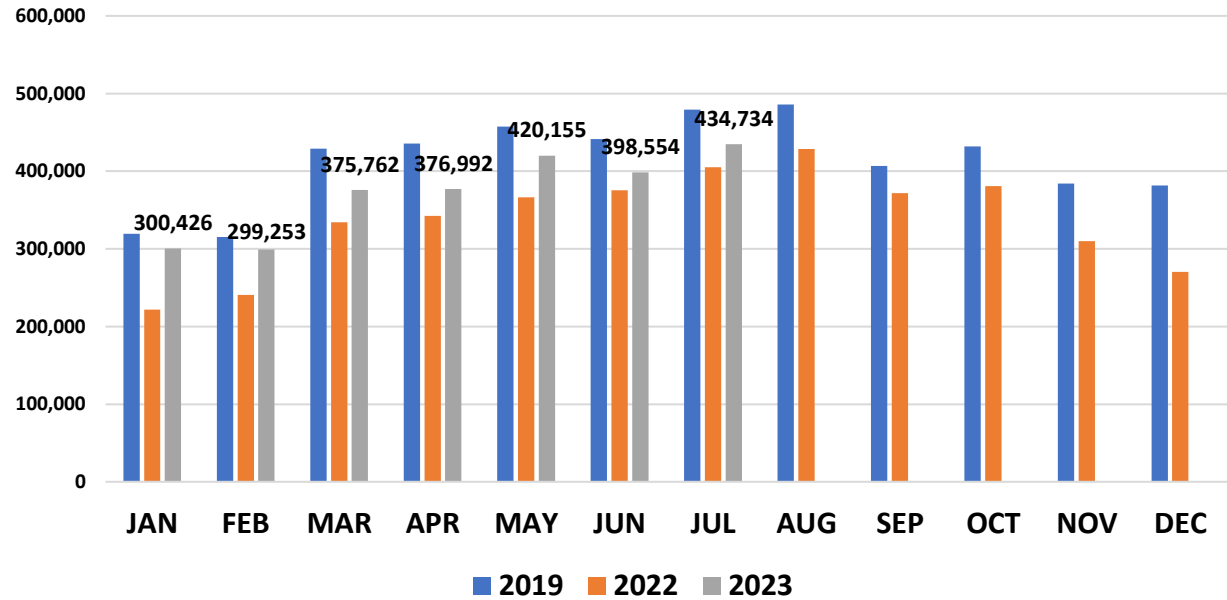


BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – JULY 2023

July BUF Airport Passengers	
434,734	
July 2022	7.3%
July 2019	-9.3%
YTD BUF Airport Passengers	
2,605,874	
2022	14.0%
2019	-9.4%

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

Passengers through BUF in July 2023 totaled **434,734** representing a **7.3%** increase over 2022 and a **9.3%** decrease compared to 2019.

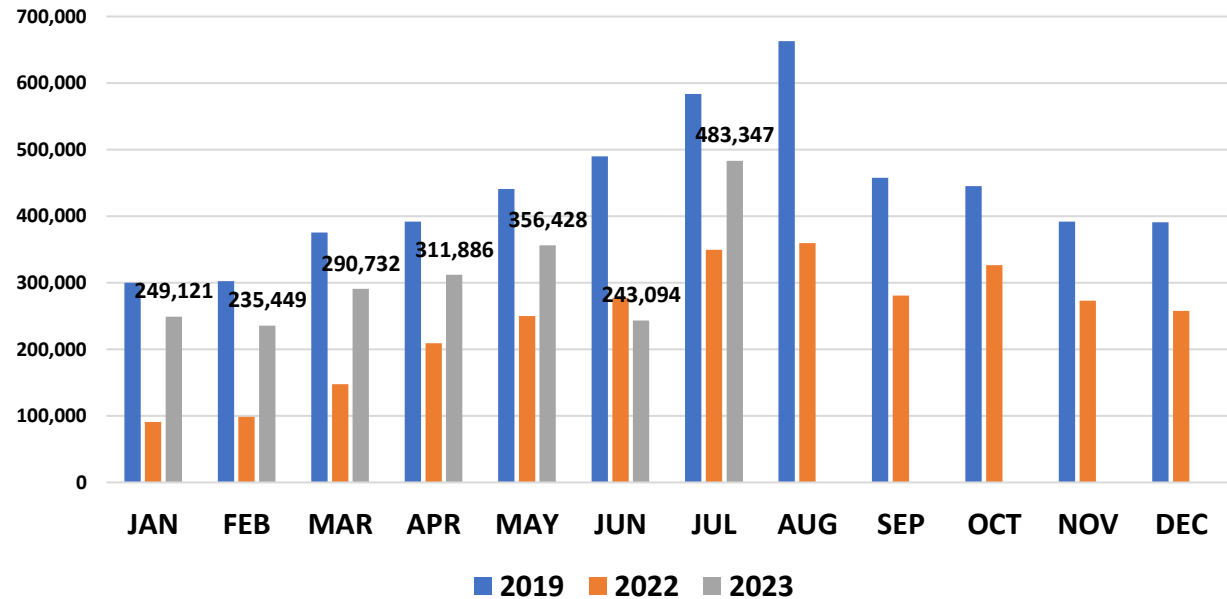


U.S. / CANADIAN CROSS BORDER TRAFFIC – JULY 2023

July US/Canadian Border Traffic	
483,347	
July 2022	38.2%
July 2019	-17.2%
YTD US/Canadian Border Traffic	
2,170,037	
2022	10.2%
2019	-24.8%

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 July 2023 totaled **483,347** which was a **38.2%** increase compared 2022 and a **17.2%** decrease compared to 2019.



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

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business	
60		35,303		34,415		\$39,853,739		13	
July 2022	9.1%	July 2022	7.1%	July 2022	21.5%	July 2022	34.2%	July 2022	-45.8%
July 2019	1.7%	July 2019	-6.8%	July 2019	42.5%	July 2019	33.6%	July 2019	30.0%
Definite Events Booked		Definite Room Nights Booked		Definite Expected Attendance		Definite Event Economic Impact			
37		8,182		11,918		\$6,158,044			
July 2022	54.2%	July 2022	-13.6%	July 2022	62.0%	July 2022	-15.6%		
July 2019	-19.0%	July 2019	-52.7%	July 2019	-18.8%	July 2019	-3.7%		
Events Held		Events Held Room Nights		Events Held Attendance		Groups Served			
51		12,261		17,875		28			
July 2022	30.8%	July 2022	-23.1%	July 2022	75.4%	July 2022	12.0%		
July 2019	-19.0%	July 2019	-52.7%	July 2019	-18.8%	July 2019	3.7%		

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	
337		172,315		149,287		\$167,735,521		114	
2022	1.2%	2022	0.9%	2022	42.8%	2022	21.4%	2022	-14.9%
2019	-24.4%	2019	-36.7%	2019	-19.6%	2019	-23.3%	2019	-24.5%
YTD Definite Events Booked		YTD Definite Room Nights Booked		YTD Definite Expected Attendance		YTD Definite Event Economic Impact			
217		65,415		87,284		\$51,861,871			
2022	59.7%	2022	-25.6%	2022	6.8%	2022	-36.5%		
2019	7.3%	2019	-26.2%	2019	16.6%	2019	-33.1%		
YTD Events Held		YTD Events Heald Room Nights		YTD Events Held Attendance		YTD Groups Served			
170		84,322		102,754		99			
2022	10.4%	2022	4.6%	2022	55.0%	2022	22.2%		
2019	-38.4%	2019	-27.9%	2019	-3.0%	2019	-17.5%		

2023 July compared to May Sales & Services KPI Comparison	
Key Performance Indicator	MOM Percent Change
Leads Distributed	15.4%
Lead Room Nights	-13.5%
Lead Attendance	-0.7%
Lead Economic Impact	49.6%
Definite Bookings	32.1%
Definite Room Nights	7.9%
Definite Attendance	2.8%
Definite Economic Impact	-0.8%
Lost Leads	45.8%
Events Held In Month	75.9%
Events Held In Month Room Nights	-14.5%
Events Held In Month Attendance	-7.9%
Groups Serviced	100.0%

Fall Sales and Services Activity Planning

Typically, a slower month of the tourism year, Visit Buffalo Niagara utilized July to plan for several site visits, MPI Thought Leaders Summit, Customer Advisory Council meeting and sales activities related to Buffalo Bills games in Washington, DC and London.

July 2023 Trade Shows/Conferences Attended		
SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
Destinations International Annual Convention	Dallas, TX	Renata Toney and Meaghan Zimmer

July 2023 Site Visits / FAMs	4
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Attendance Building For 2024 American Cheese Society

Visit Buffalo Niagara Services Staff, Karen Cox and Marisa Urbano attended the 2023 American Cheese Society Annual Conference in Des Moines, IA to build attendance for the 2024 conference which will be held in Buffalo. At the American Cheese Society Annual Conference, attendees celebrate a vibrant and growing market for world-class American-manufactured cheeses.



Buffalo Book Club Summer Reading

The Visit Buffalo Niagara Book Club, spent the month of July reading “The Secrets We Bury” by Mary Bush. The club’s Facebook page was buzzing with various posts from the staff including an Instagram Reel that featured an Explore Buffalo tour highlighting various sites in the book. The club members were also excited to receive their goody box with treats



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

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

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
202,754		139,960		1:51		360,147		183	
July 2022	-5.5%	July 2022	-9.7%	July 2022	-2 seconds	July 2022	-7.4%	July 2022	1.1%
July 2019	2.5%	July 2019	3.0%	July 2019	19 seconds	July 2019	-9.2%	July 2019	6.4%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
100,366		29,699		71,469		24,700		402,471	
July 2022	1.8%	July 2022	0.7%	July 2022	60.6%	July 2022	56.1%	July 2022	-42.7%
July 2019	6.0%	July 2019	4.2%	July 2019	115.9%	July 2019	NA	July 2019	572.8%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
12		688,634,021		55		10		6	
July 2022	140.0%	July 2022	595.6%	July 2022	-98.6%	July 2022	-54.5%	July 2022	20.0%
July 2019	NA	July 2019	NA	July 2019	NA	July 2019	NA	July 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	
1,070,800		697,449		1:15		1,768,249		1,257	
2022	15.9%	2022	11.9%	2022	-2 seconds	2022	7.6%	2022	-15.6%
2019	7.5%	2019	7.7%	2019	19 seconds	2019	-9.7%	2019	5.5%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
100,366		29,699		71,469		24,700		6,176,831	
2022	1.8%	2022	0.7%	2022	60.6%	2022	56.1%	2022	173.0%
2019	6.0%	2019	4.2%	2019	115.9%	2019	NA	2019	884.8%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
60		2,026,583,554		3,886		104		32	
2022	81.8%	2022	205.2%	2022	-47.1%	2022	-30.7%	2022	128.6%
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



2023 July compared to March Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	20.8%
Mobile Website Sessions	32.8%
Duration on Site	-23 seconds
Website Page Views	17.1%
Social Media Posts	-1.6%
Facebook Followers	-0.03%
Twitter Followers	-0.2%
Instagram Followers	3.9%
TikToc Followers	3.9%
All Video Views	-72.2%
Media Placements	20.0%
Media Impressions	137.7%
Social Media Shares	-95.9%
Media Touchpoints	-50.0%
Media Visits	-70.0%

July 2023 Media Hits

PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
Explorers Away	Buffalo AKG Museum Brings New Energy To The City	168,993,485	
Explorers Away	The Richardson Hotel: Where History Meets Luxury in a Brand-New Buffalo	168,993,485	
Flipboard	Glass Roof Forms Sunning Vortex in Art Museum's Courtyard	3,391,456	
CNN	25 of the USA's Most Underrated Destination	168,941,453	
Architectural Digest	From a Dreamy Resort by Hollis to a Stellar Museum Renovation, Hear Are AD's Discoveries of the Month	5,144,761	
MSN	10 Officially Most Livable Cities in New York State	165,879,495	
Lazy Trips	Road Trip from Toronto to Philadelphia	291,971	
Essence	6 Black History Sites Every Black Traveler Should Visit	3,654,343	
Ebony	How New Communal Space At The Buffalo AKG Art Museum Hopes To Help Eradicate The City's Divide	342,891	10
MSN	20+ Best Things To Do In Buffalo	142,877,153	
MSN	10 Best Hotels In Buffalo	143,042,198	
MSN	The Richardson Hotel Intertwines History and Luxury in Buffalo	143,042,198	
Uproxx	New York-Based Breweries You Need To Visit This Summer (That Aren't In NYC)	4,400,000	44

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



Most Viewed Video July 2023

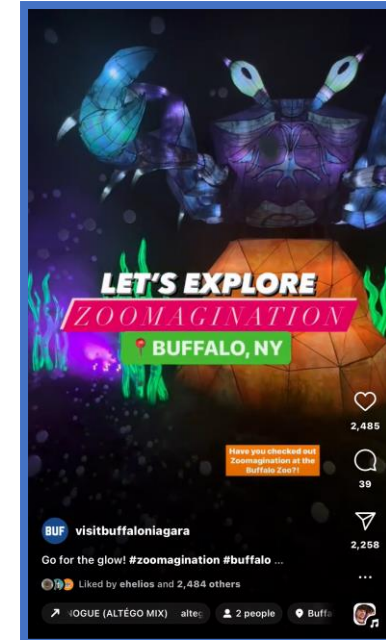
716 Day
150,187

Sample of other video content for the month:

- Happy Canada Day
- Buffalo Place – Thursday & Main
- Zoomagination at the Buffalo Zoo
- Free Theater Experience at Shakespears In Delaware Park
- Garden Walk Buffalo
- National Chicken Wing Day



Examples of July Blogs and Social Media Posts



Marketing Agency Meeting and Destination Immersion



Representatives from Visit Buffalo Niagara's digital Marketing agency, Madden Media, spent two days in the destination strategizing fall/winter campaigns and website enhancements as well as spending time experiencing the new things to see and do throughout the destination. They were able to experience the accommodations at the recently renamed Richardson Hotel and the reopening of the expanded Buffalo AKG in addition to Buffalo's Waterfront, the Wing Trail, and public art.

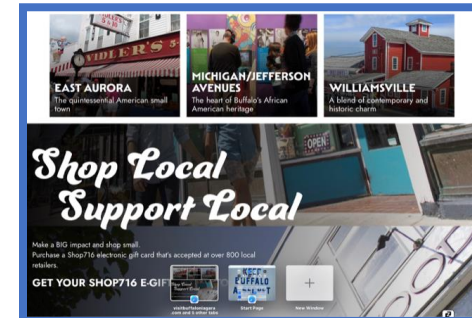


New & Enhanced VisitBuffaloNiagara.com Content



Neighborhoods

The Visit Buffalo Niagara marketing team continues to enhance the Neighborhood section of the destination website, including new storytelling and expanding business listings and event content.



DESTINATION DEVELOPMENT DEPARTMENT UPDATE

MONTHLY Destination Development Department Dashboard – July 2023 vs. July 2022 and July 2019 (RECOVERY BENECHMARK)

Visitor Guide Requests		Weekly Lodging Dashboard Distribution		Tourism Insider Distribution			
403		481		2,531			
July 2022	68.6%	July 2022	33.2%	July 2022	-7.3%		
July 2019	-64.9%	July 2019	NA	July 2019	-2.3%		
Number of Mobile Visitor Center Events		Mobile Visitor Center Volunteer Hours		Number of Convention/Sport Events		Conventions/Sport Event Volunteer Hours	
8		30		1		4	
July 2022	-11.1%	July 2022	100.0%	July 2022	100.0%	July 2022	-100.0%
July 2019	NA	July 2019	NA	July 2019	NA	July 2019	NA
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
0		120		0		0	
July 2022	Null	July 2022	100.0%	July 2022	Null	July 2022	Null
July 2019	-100.0%	July 2019	9.1%	July 2019	-100.0%	July 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			
3,336		481		2,531			
2022	-47.5%	2022	33.2%	2022	-4.3%		
2019	-28.4%	2019	NA	2019	-2.3%		
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	
16		152		10		203	
2022	-23.8%	2022	-45.9%	2022	150.0%	2022	576.7%
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.	
275		261		15		5	
2022	787.1%	2022	741.9%	2022	-11.8%	2022	-73.7%
2019	-59.8%	2019	-28.7%	2019	-42.3%	2019	-94.1%



BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



MONTHLY Buffalo Convention Center Operational Dashboard – July 2023 vs. July 2022 and July 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event – Social	
2		1		0		0		1		0	
July 2022	-60.0%	July 2022	Null	July 2022	-100.0%	July 2022	-100.0%	July 2022	Null	July 2022	Null
July 2019	-33.3%	July 2019	Null	July 2019	-100.0%	July 2019	Null	July 2019	-100.0%	July 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
3,628				5				New survey system being developed for mid-year.			
July 2022		13.6%		July 2022		-64.3%		July 2022		NA	
July 2019		0.4%		July 2019		-72.2%		July 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$126,018		\$55,075		\$28,332		\$34,780		\$7,831			
July 2022	-74.5%	July 2022	16.4%	July 2022	-34.2%	July 2022	8083.5%	July 2022	Null		
July 2019	37.2%	July 2019	13.8%	July 2019	-44.6%	July 2019	-15.7%	July 2019	7820.0%		

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	
57		12		7		29		9		0	
2022	21.3%	2022	-7.7%	2022	40.0%	2022	45.0%	2022	Null	2022	Null
2019	-20.8%	2019	-14.3%	2019	-61.1%	2019	-6.5%	2019	12.5%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
146,036				137				New survey system being developed for mid-year.			
2022		20.7%		2022		-8.7%		2022		NA	
2019		-23.9%		2019		-27.5%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$2,261,043		\$541,660		\$1,488,057		\$114,543		\$116,783			
2022	34.9%	2022	13.4%	2022	31.3%	2022	79.3%	2022	6880.5%		
2019	-5.2%	2019	-0.7%	2019	-12.4%	2019	-82.3%	2019	9496.0%		

BUFFALO CONVENTION CENTER SALES UPDATE



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

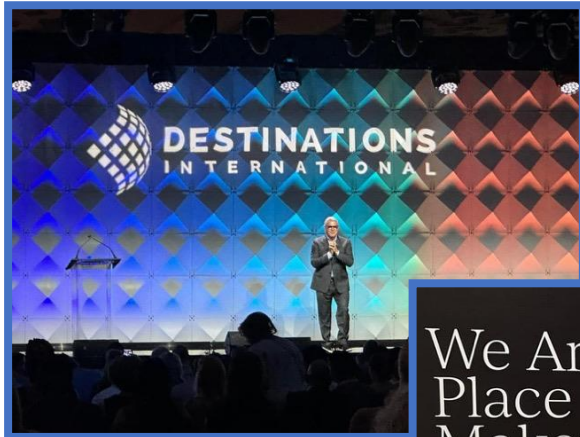
Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
14		7		7		9	
July 2022	7.7%	July 2022	40.0%	July 2022	Null	July 2022	200.0%
July 2019	1300.0%	July 2019	600.0%	July 2019	700.0%	July 2019	200.0%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
40		20		20		5	
July 2022	-7.0%	July 2022	53.8%	July 2022	-33.3%	July 2022	25.0%
July 2019	NA	July 2019	NA	July 2019	NA	July 2019	66.7%

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	
91		56		35		65	
2022	13.8%	2022	1.8%	2022	40.0%	2022	25.0%
2019	97.8%	2019	115.4%	2019	288.9%	2019	-14.5%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
406		166		240		45	
2022	52.1%	2022	58.1%	2022	48.1%	2022	32.45
2019	NA	2019	NA	2019	NA	2019	-2.2%

Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	102	88	56	33
Expected Attendance	249,975	204,808	209,332	205,037	135,262
Number of Hotel Room Nights	25,000	23,306	23,253	19,673	14,250
Expected Economic Impact	\$34,063,840	\$28,741,074	\$28,244,186	\$26,940,954	\$14,874,663



Destinations International Annual Convention

Renata Toney and Meaghan Zimmer represented Visit Buffalo Niagara at Destinations International’s 2023 Annual Conference in Dallas, TX. In addition to actively participating in professional development workshops, educational sessions and networking, Renata and Meaghan represented VBN at the America’s Best Cities reception. Sponsored by Resonance Consultancy, Buffalo ranked #53. Noted for its “Understated urban revival in one of America’s architectural bounties.” Buffalo’s national ranking highlights include: #15 Walking Destination, #25 Pro Sports, #26 Sites and Landmarks, and #35 Instagram Hashtags.



U.S. Travel Association Summer Board Summit

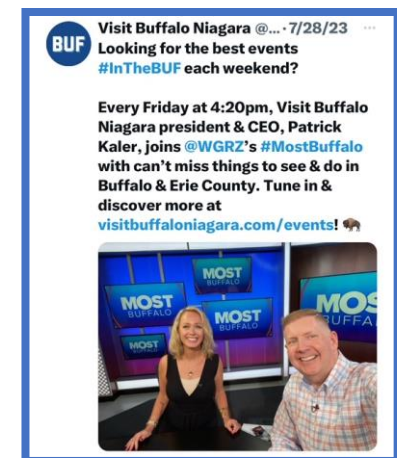
Visit Buffalo Niagara, CEO, Patrick Kaler attended the inaugural U.S. Travel Association Summer Board Summit in Boston, MA. Lead by USTA CEO Geoff Freeman, the meeting featured an incredible agenda of compelling speakers from organizations such as Hilton Hotels, Destination Canada, Google, ITR Economics, Morgan Stanly, Delta Airlines, Marriott, Bank of America and CEOs from Choose Chicago and San Francisco Travel. Summit content focused on three insightful themes: industry and traveler pressure points, game-changing disruption and the shifting travel experience.



Who Wore It Better...Dan or Don?

The Buffalo Philharmonic Orchestra and Vidler’s 5 & 10 both requested the use of the Visit Buffalo Niagara Unexpected Buffalo costume for promotional purposes. In the spirit of fun, Dan Hart – BPO CEO, and Don Vidler – Vidler’s owner, both took the opportunity to try on the costume and share on social media.

July CEO Meetings and Events
VBN Marketing Recap with Madden Media
BNCC Façade Project Update Meeting
Fall CAC Planning Meeting with Terri Breining
VBN Sales Client Dinner Meeting
Amherst Senior Center Presentation
VBN New Board Member Orientation
Erie County Short Term Rental Tax Public Hearing
VBN Sales Client Breakfast Meeting
DMAP Board Meeting
NYSHTA Executive Committee Meeting
ESTO Conference Panel Session Planning Meeting
NYSDMO/I Love NY Meeting
VBN Executive Committee Meeting
BCAR Board Meeting
U.S. Travel Association Summer Board Meeting



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
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
Momentus Technologies (formerly Ungerboeck)
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics