



Q4 2023 YEAR-END DESTINATION UPDATE

OCTOBER, NOVEMBER AND DECEMBER DASHBOARDS AND QUALITATIVE REPORT

PATRICK J. KALER, PRESIDENT & CEO



Dear Friend of Tourism.

On this 10th anniversary of my arrival in Buffalo, I am grateful to have witnessed our region's transformation and the tourism economy that continues to thrive in its wake. To see it underway when I arrived — waterfront cranes were at work building Canalside's park and promenade — made Buffalo an exciting place to be. The result, a decade later, of continuing change and discovery, is the community impact we work for: More and more people are coming and staying longer to experience Buffalo's outdoor recreation, sporting venues, arts, theater, history, music, food, culture, convention amenities and the warmth of its people who continue to make the visitor experience remarkable.

Numbers reflect this dramatic change:

Tourism spending in Western New York increased by 37.5 percent in the last decade.

Last year's total reached an all-time high of \$2.2 billion, surpassing the pre-pandemic high by 16 percent.

Hotel business has also risen dramatically. A new study, released this month, revealed improvement and strength -- in spite of a 7.8 percent decrease in rooms, convention business still in recovery and a slow return of Canadian visitors -- 2023 hotel revenue was \$309,591,826. A 16.3 percent increase.

This is a credit to our community of hoteliers offering remarkable stays that either didn't exist 10 years ago or have been transformed — at the Marriott, the Westin, the Richardson Hotel, the Hyatt. The historic Statler, with renovations and reopening on the horizon, promises to become another sought after Buffalo stay.

As our attractions continue to emerge, evolve and win acclaim, like the Buffalo AKG Art Museum and its \$195 million expansion, dynamism has become part of Buffalo's identity and appeal. News of Buffalo's new elements, like this summer's planned re-opening of the expanded Colored Musicians Club and Museum, helps us do our job. As we share the depth and diversity of travel experiences people can have here, we're able to tell fresh and unique stories.

Travel writer Ashlea Halpern described the new Buffalo well in an article for NeueHouse: *"Its transformation is truly remarkable and it's a place I always look forward to visiting because its evolution is constant and inspiring," she wrote.*

This year's transformational news included the \$6 million upgrade of the convention center, its façade, lobby and meeting rooms. The bright new colors and open entryway have turned it into a more welcoming space that have led 20 of the 30 convention planners who visited this year to choose Buffalo for their upcoming meetings.

Increasing convention center business is a major focus at Visit Buffalo Niagara. We also host regular Buffalo tours to showcase the city. Last year that included the Thought Leader Summit for Meeting Professionals International, the largest international planner association. Visitors also came to see us from faith-based organizations working with Arrowhead Conferences. Our Washington, D.C.-based staff member stays connected to the community of associations at the capital.

Last year's amateur sport success stories include some of the nation's fastest growing sports — women's wrestling, flag football, adaptive sports, kickball. Buffalo, with its sports-centric heart and love for its pro teams is also a community that embraces amateur athletics.

Buffalo's strength in hosting athletic events is a pillar of our economy because, as we've learned, sports is a recession-proof, and pandemic-proof, category of tourism spending. We are continuing to expand our efforts to attract tournaments and competitions with an emphasis on diversity.

Sports executives, like John Deffee, a former vice president of Compete Sports Diversity, have been impressed by our community and its sense of pride. *"If we had more Buffalo mindsets in place, our country and world would be a better, safer, and more inclusive place for all,"* he said.

This past year we have had great success in getting our story out. People rely on video as they plan travels. We have focused on expanding our presence on YouTube and Instagram reels with some standout videos: The decadently delicious tacos cooking on the griddle at D.A. Taste earned 1.2 million views. Our breakfast sandwich roundup was a close second at 1.1 million.

Our sneak peek tour of the new Buffalo AKG Art Museum was also at the top of our Instagram counts with 593,000 views. The former Albright Knox Art Gallery, long known as one of the world's finest contemporary art collections, debuted its reimagined and more welcoming campus this past summer. The effusive reception from writers and critics was the news in many of the 120 Buffalo-related travel stories this year. Together they had a combined readership of 1.1million. People read about our city and region in an award-winning Travel + Leisure story, a rave review in the Cleveland Plain Dealer and in Forbes 50 Best Places to Travel in 2024.

The coverage and public delight in the reopened museum became one of the "Unexpected Buffalo" moments that we've built the city's brand around. We were grateful to be recognized by a Buffalo News editorial, in October, that said, "Western New York is fortunate to have the steak — legitimate tourist draws, as well as the sizzle — a smart visitor's bureau. May this never be taken for granted."

As a destination marketing organization, we are selling something that can seem invisible — experiences. We do that by getting the word out and collaborating with our creative community partners.

New initiatives include spearheading a revived Restaurant Week, which has contributed to more dinners out, great local news stories and new awareness of the depth and range of the local dining scene. We've also worked closely with our theater community by promoting theater month and producing promotional videos for each of our professional theaters.

As 2024 begins, we look forward to the new Outer Harbor amphitheater and its sunset views, the reimagined and expanded Ralph Wilson Park and the promise of cruises returning to the Great Lakes. The renaissance of our shimmering Queen City continues.

Sincerely and with wishes for a happy, healthy and abundantly good year ahead.

Patrick Kaler

President and CEO

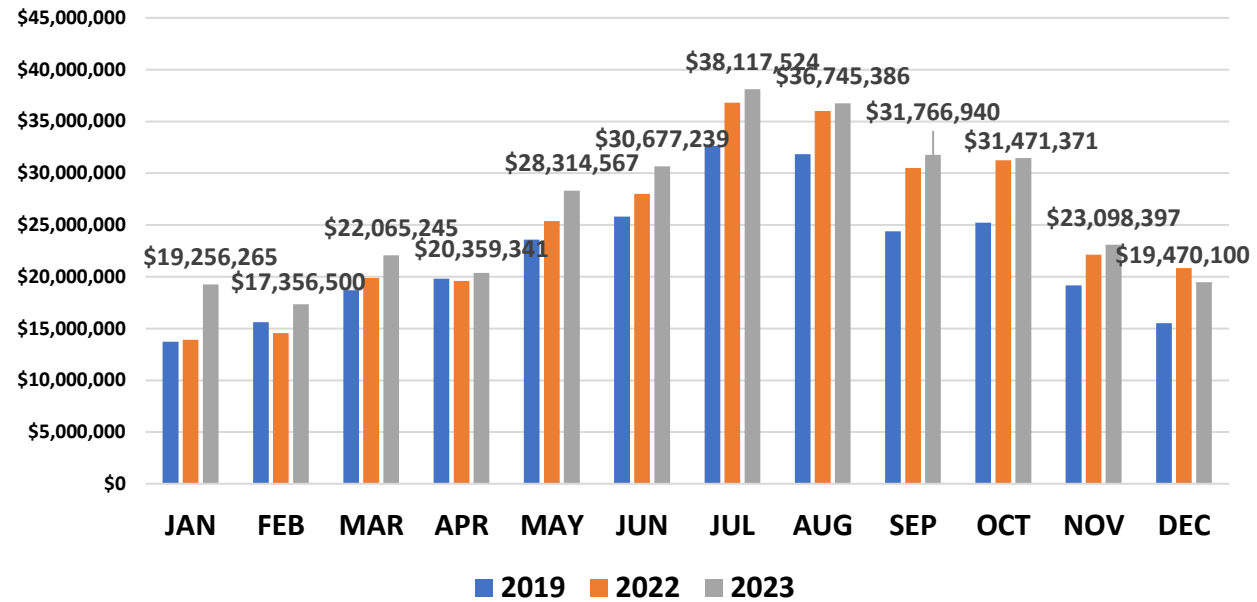


ERIE COUNTY HOTEL REVENUE – DECEMBER 2023

December Hotel Revenue	
	\$19,470,100
Dec 2022	-6.6%
Dec 2019	25.4%
YTD Hotel Revenue	
	\$309,591,826
2022	3.3%
2019	16.3%

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

December 2023 hotel revenue collections totaled **\$19,470,100** which was a **6.6%** decrease compared to December 2022. December 2023 hotel revenue was **25.4%** higher than 2019.



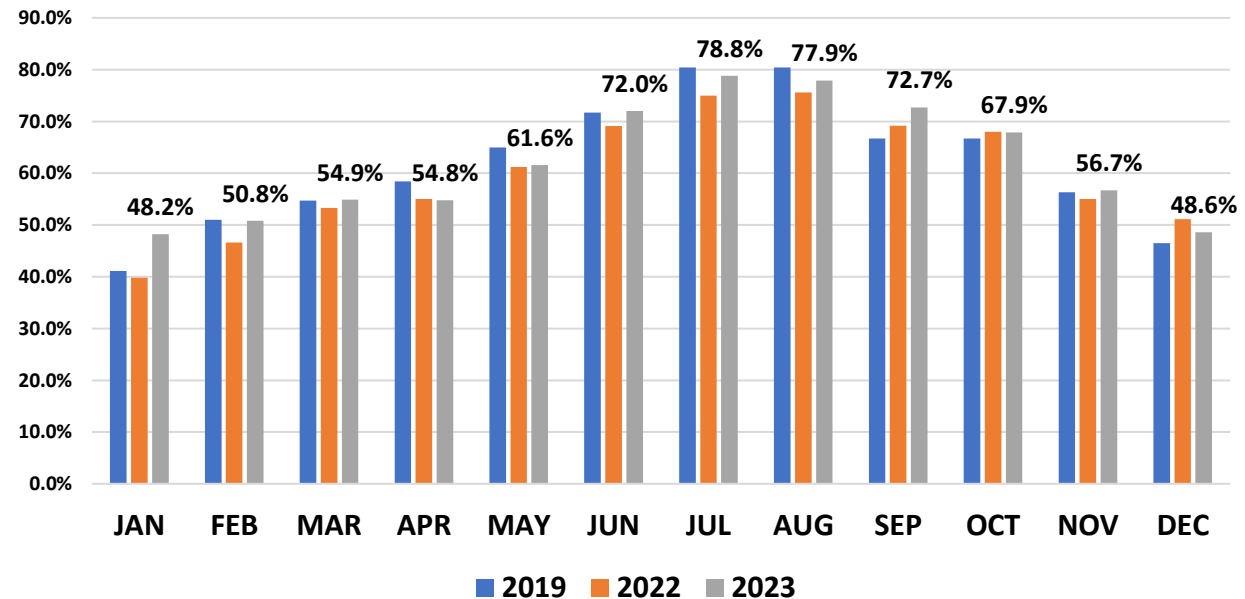
ERIE COUNTY HOTEL OCCUPANCY – DECEMBER 2023

December Hotel Occupancy	
	48.6%
Dec 2022	-4.9%
Dec 2019	4.5%
YTD Hotel Occupancy	
	662.1%
2022	3.7%
2019	0.6%

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.

December 2023 occupancy measured **48.6%**, which was down **0.9%** compared to December 2022. December 2023 occupancy was up **4.5%** compared to 2019.

*In comparison, for the U.S., December occupancy was down **1.9%** compared 2022 and up **3.3%** compared to 2019. The State Of New York, was up **2.2%** in Occupancy in December 2023 compared to 2022, and up **0.4%** compared to 2019.*



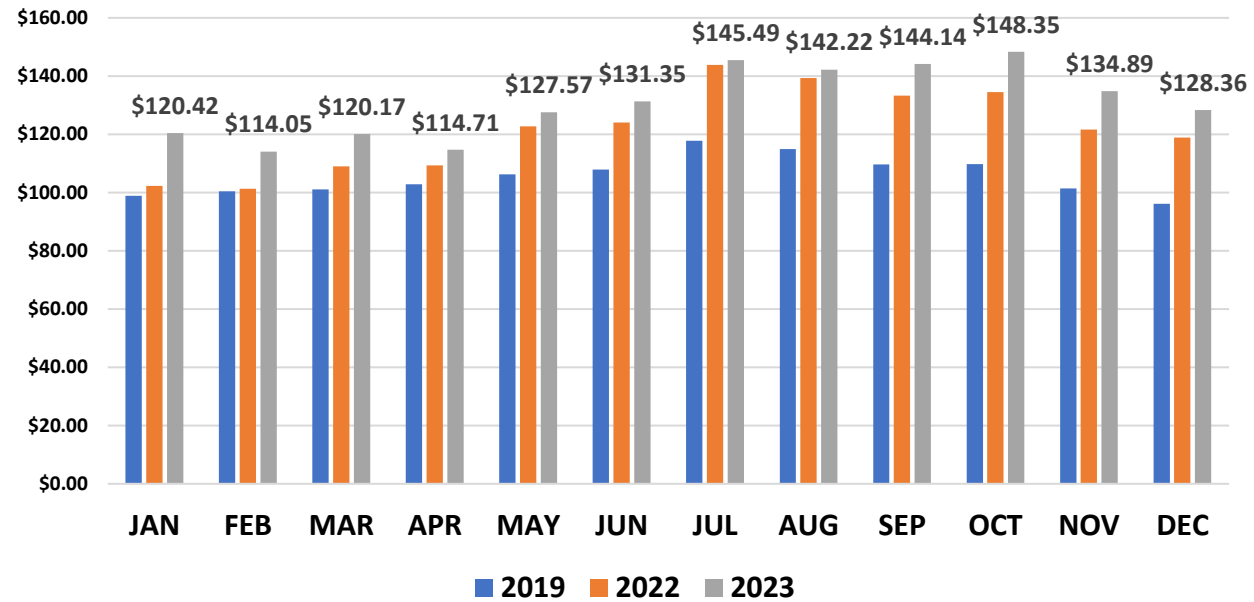
ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – DECEMBER 2023

Oct Hotel Average Daily Rate	
	\$128.36
Dec 2022	8.0%
Dec 2019	33.5%
YTD Hotel Average Daily Rate	
	\$133.85
2022	7.7%
2019	25.2%

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 December, Erie County ADR was **\$128.36** an increase of **8.0%** over 2022, and a **33.5%** increase compared to 2019.

The U.S. ADR for December 2023 was up 3.0% compared to 2022, however down 19.2% from 2019. New York State ADR for 2023 was up 7.1% compared to 2022 and up 24.8% compared to 2019.



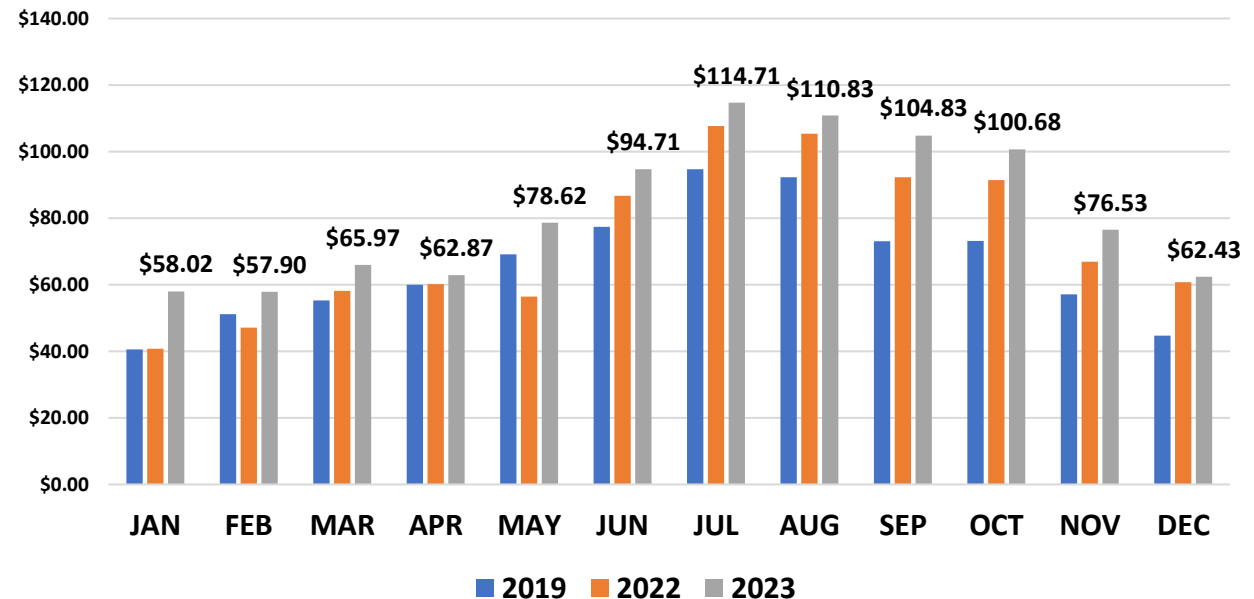
ERIE COUNTY HOTEL REVPAR – DECEMBER 2023

Oct Hotel RevPAR	
	\$62.43
Dec 2022	2.7%
Dec 2019	39.7%
YTD Hotel RevPAR	
	\$83.18
2022	11.8%
2019	26.1%

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

2023 December RevPAR was **\$62.43** which was an increase of **2.74%** over 2022, and up **39.7%** compared to 2019.

RevPAR for the U.S. was up 1.0% for December 2023 over 2022, and up 36.1% compared to 2019. The State of New York also had increases for RevPAR in 2023 with a 9.5% increase over 2022 and 24.2% increase compared to 2019.



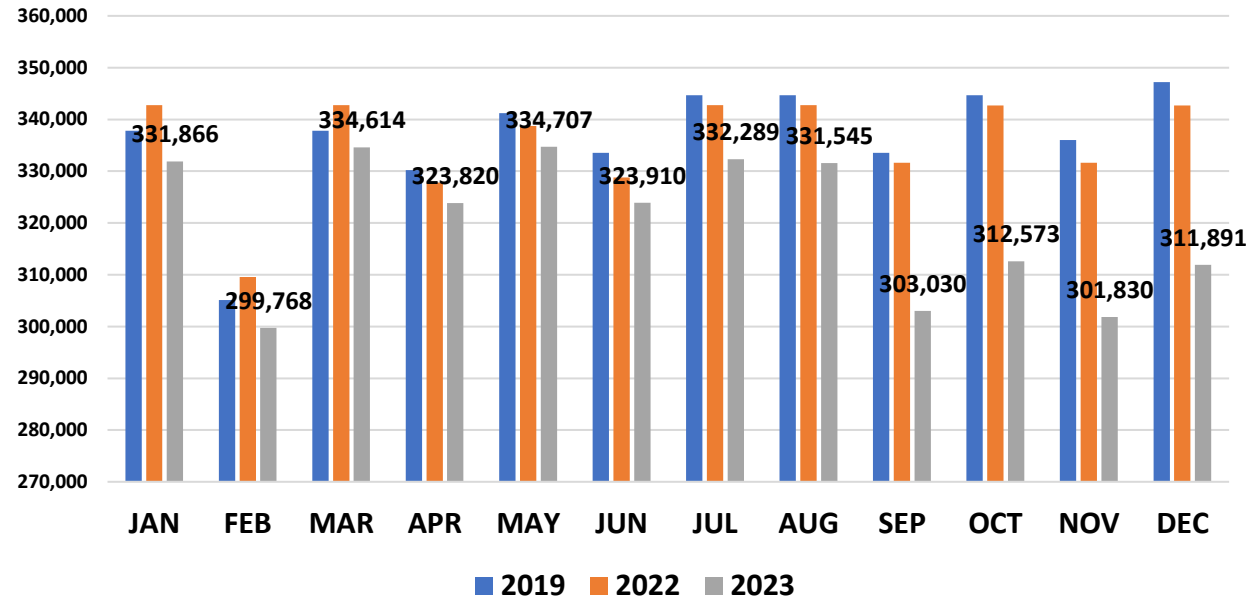
ERIE COUNTY HOTEL SUPPLY – DECEMBER 2023

Oct Hotel Supply	
	311,891
Dec 2022	-9.0%
Dec 2019	-10.2%
YTD Hotel Supply	
	3,722,021
2022	-7.6%
2019	-7.8%

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 December 2023, Erie County's hotel supply totaled **311,891** which was an **9.0%** decrease from 2022 and a **10.2%** decrease compared to 2019.

The number of Erie County available hotel rooms totaled **10,061** which is a **10.2%** decrease compared to 2019.

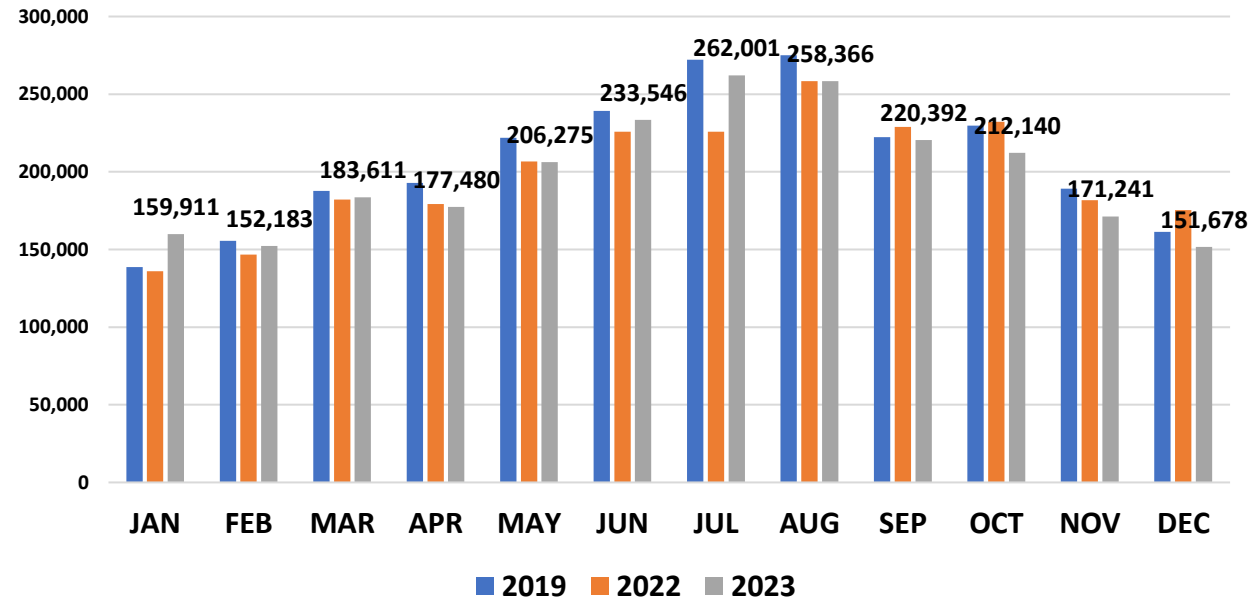


ERIE COUNTY HOTEL DEMAND – DECEMBER 2023

Oct Hotel Demand	
	151,678
Dec 2022	-13.5%
Dec 2019	-6.0%
YTD Hotel Demand	
	2,313,052
2022	-4.1%
2019	-7.1%

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

December 2023 hotel demand totaled, **151,678** which was a **13.5%** decreased compared 2022 and a **6.0%** decrease compared to 2019.



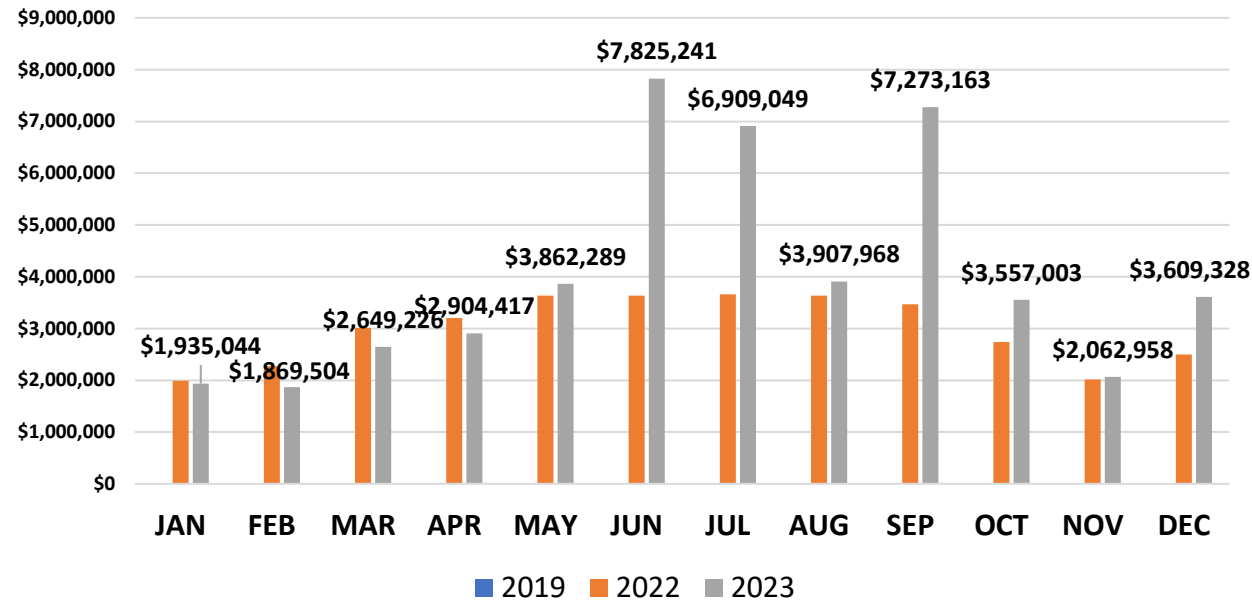
ERIE COUNTY SHORT TERM RENTAL REVENUE – DECEMBER 2023

Oct Short Term Rental Revenue	
	\$3,609,328
Dec 2022	74.2%
Dec 2019	NA
YTD Short Term Rental Revenue	
	\$39,303,601
2022	36.4%
2019	NA

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

In Oct 2023, Erie County's short term rental revenue generated **\$3,609,328** which was up **74.2%** compared to 2022.

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



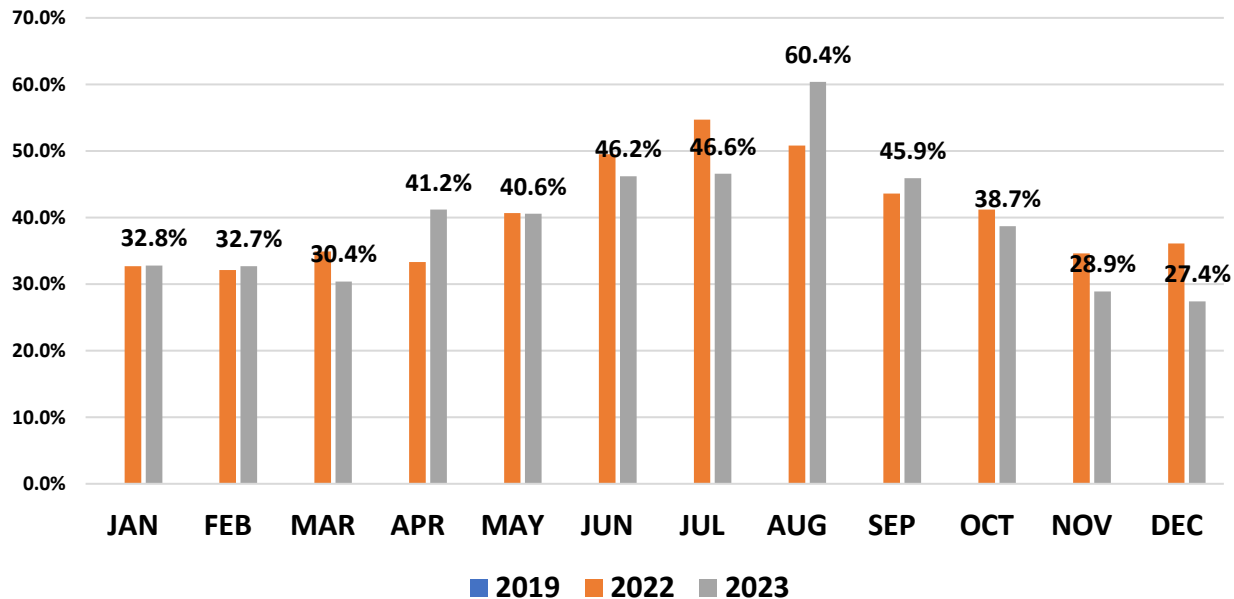
ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – DECEMBER 2023

Oct Short Term Rental Occupancy	
	27.4%
Dec 2022	-0.7%
Dec 2019	NA
YTD Short Term Rental Occupancy	
	37.9%
2022	-8.1%
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.

Oct 2023 occupancy measured **27.4%**, which was down **0.7%** compared to December 2022.

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



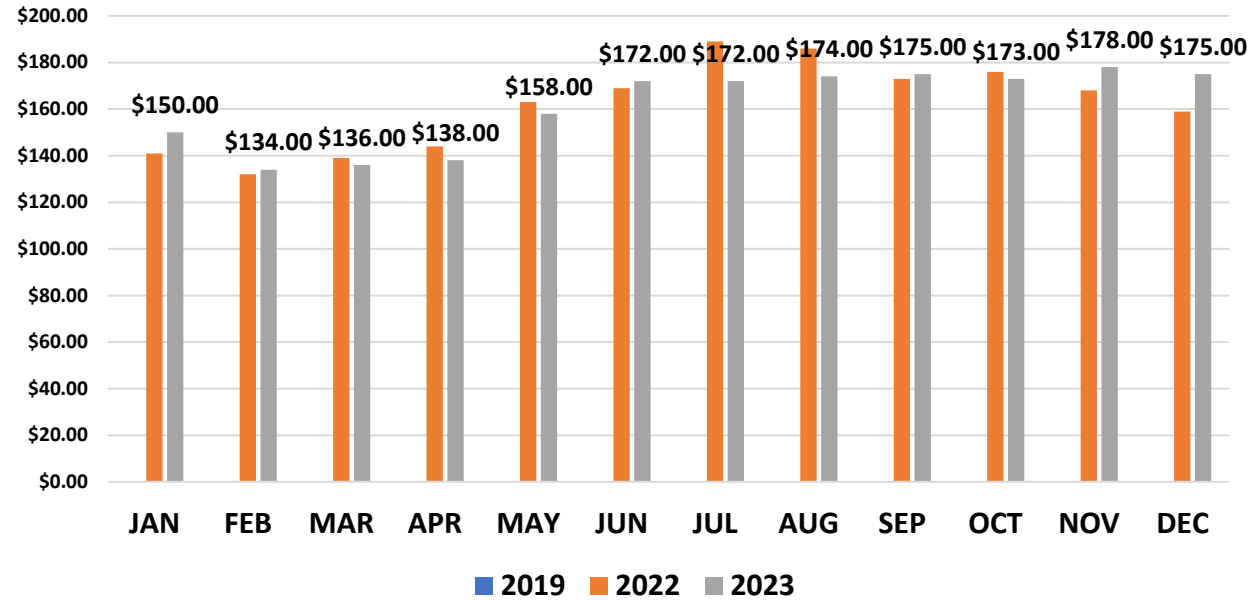
ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – DECEMBER 2023

Oct Short Term Rental ADR	
	\$175.00
Dec 2022	7.4%
Dec 2019	NA
YTD Short Term Rental ADR	
	\$171.00
2022	6.2%
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 December, Erie County Short Term Rental ADR was **\$175.00** an increase of **7.4%** compared to 2022.

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



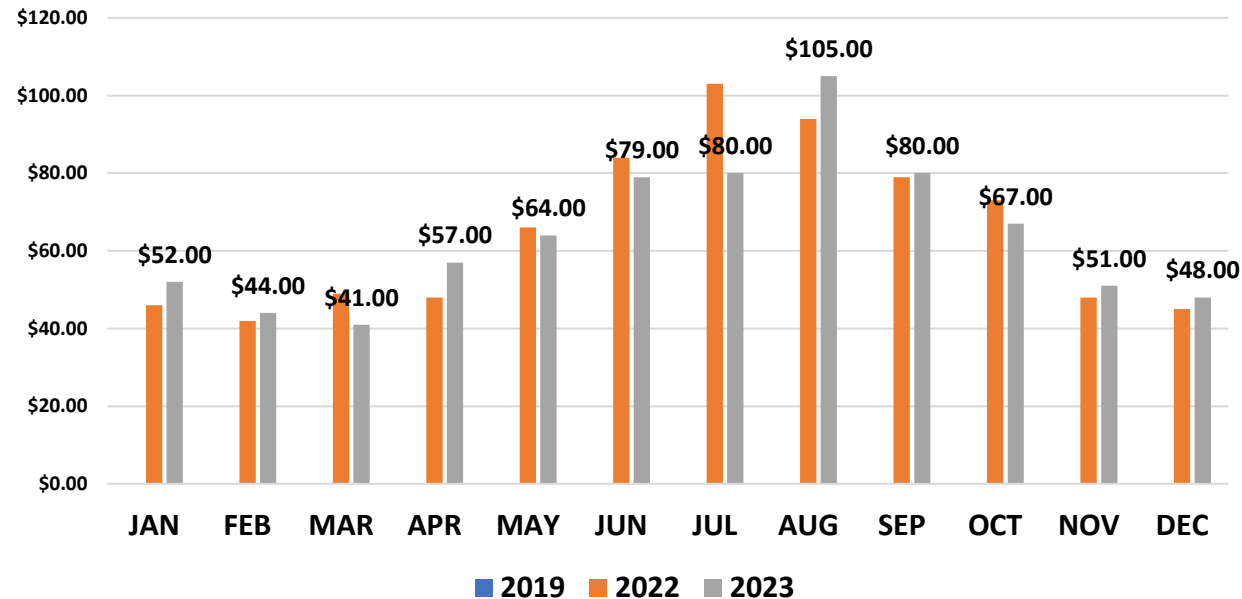
ERIE COUNTY SHORT TERM RENTAL REVPAR – DECEMBER 2023

Oct Short Term Rental RevPAR	
	\$48.00
Dec 2022	6.7%
Dec 2019	NA
YTD Short Term Rental RevPAR	
	\$54.00
2022	-1.6%
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 December RevPAR was **\$48.00** which was an increase of **6.7%** compared to 2022.

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



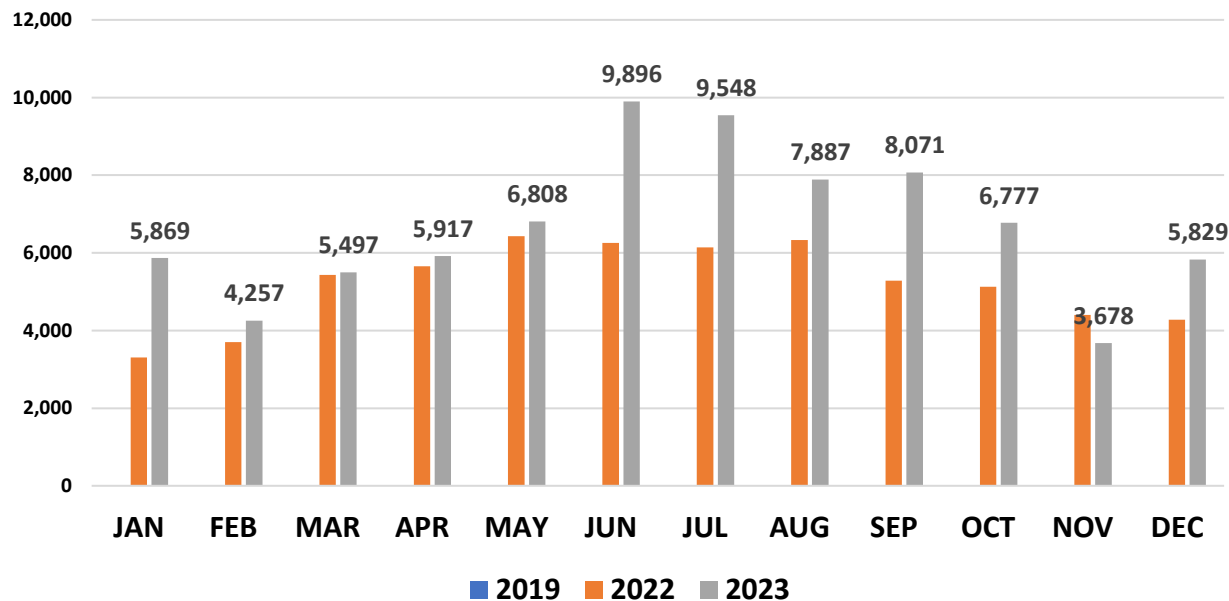
ERIE COUNTY SHORT TERM BOOKINGS – DECEMBER 2023

Oct Short Term Rental Bookings	
	5,829
Dec 2022	55.7%
Dec 2019	NA
YTD Short Term Rental Bookings	
	68,003
2022	32.5%
2019	NA

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

In December, Erie County Short Term Rental Bookings totaled **5,829** which was an increase of **55.7%** compared to 2022.

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



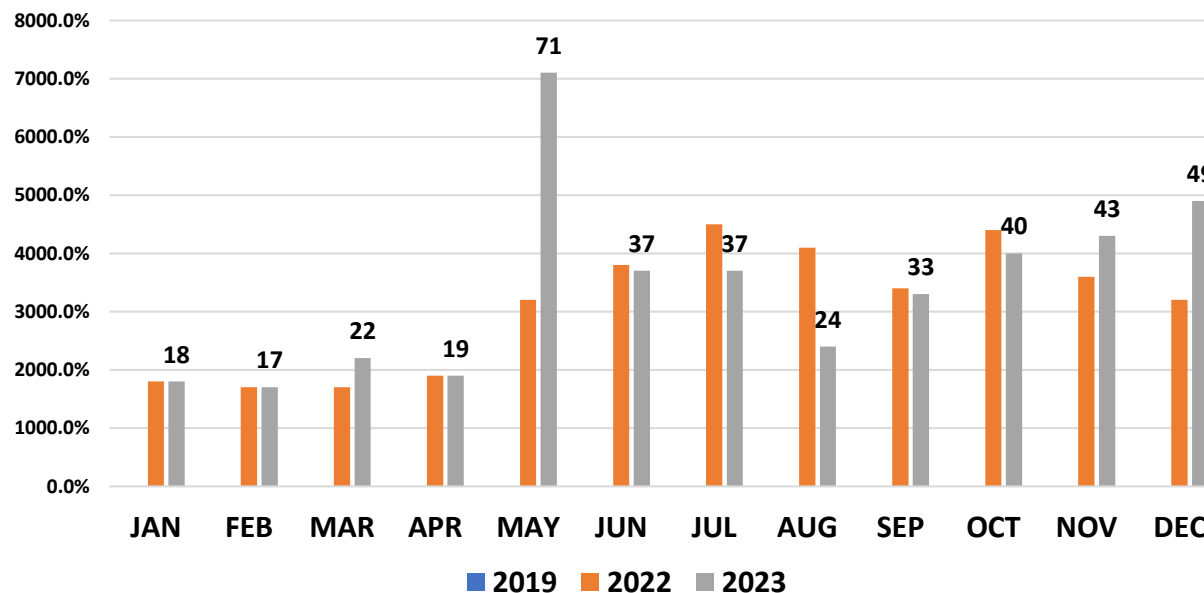
ERIE COUNTY SHORT TERM BOOKING WINDOW – DECEMBER 2023

Oct Short Term Rental Booking Window (days)	
	49
Dec 2022	11.4%
Dec 2019	NA
YTD Short Term Rental Booking Window (days)	
	42
2022	-4.5%
2019	NA

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

In December 2023 the short term rental average booking window was **49 days** prior to arrival, which was an increase of **11.4%** from 2022.

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



BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – DECEMBER 2023

Oct BUF Airport Passengers

336,146

Dec 2022 **24.3%**

Dec 2019 **-11.9%**

YTD BUF Airport Passengers

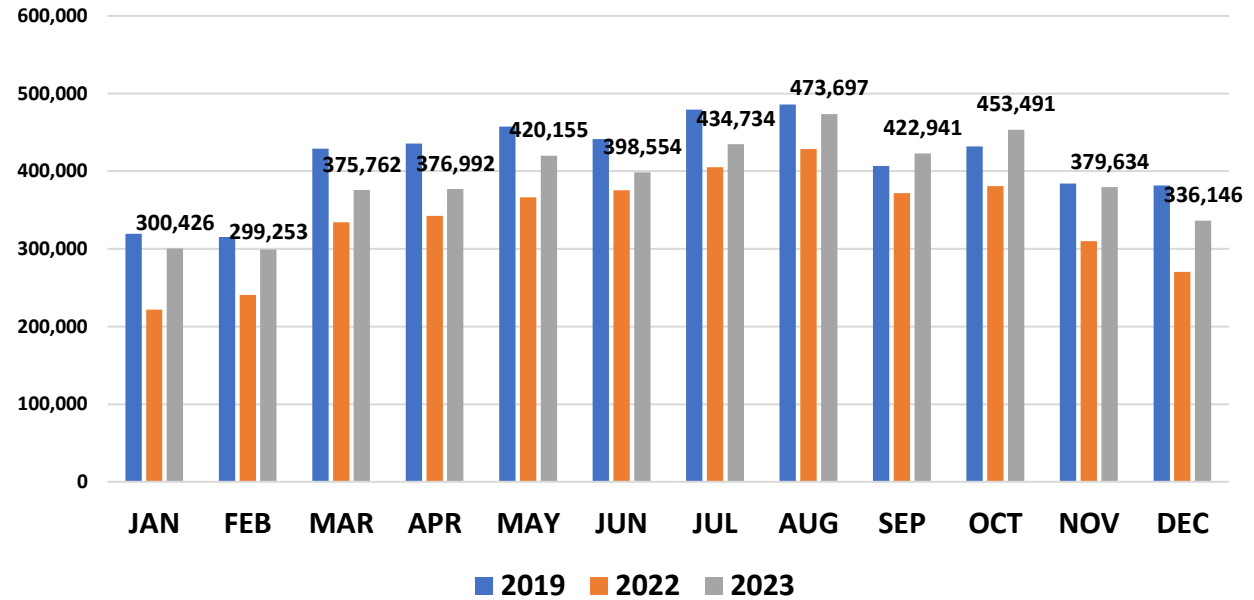
4,671,785

2022 **15.4%**

2019 **-6.0%**

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

Passengers through BUF in December 2023 totaled **336,146** representing a **24.3%** increase over 2022 and a **11.9%** decrease compared to 2019.



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

Oct US/Canadian Border Traffic

344,938

Dec 2022 **33.8%**

Dec 2019 **-11.7%**

YTD US/Canadian Border Traffic

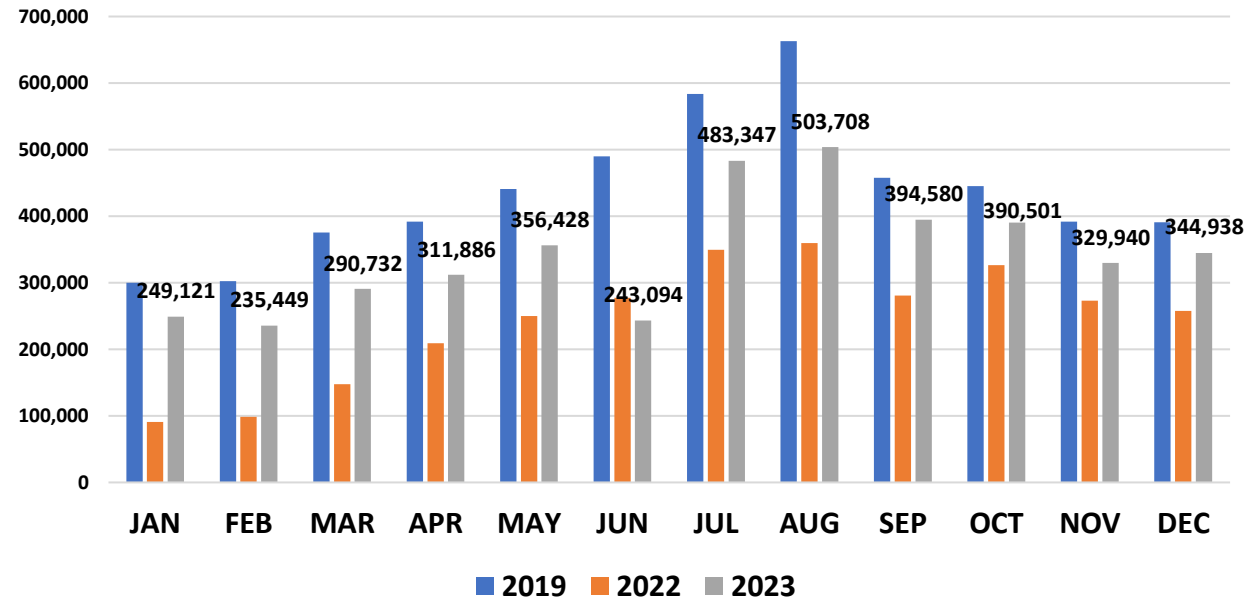
4,133,704

2022 **41.5%**

2019 **-21.0%**

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 December 2023 totaled **344,938** which was a **33.8%** increase compared 2022 and a **11.7%** decrease compared to 2019.



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

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business																							
49		48,130		35,643		\$39,209,586		22																							
Oct 2022	2.1%	Oct 2022	51.1%	Oct 2022	68.9%	Oct 2022	59.6%	Oct 2022	37.5%																						
Oct 2019	-33.8%	Oct 2019	68.4%	Oct 2019	97.9%	Oct 2019	23.6%	Oct 2019	22.2%																						
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact																						
23			9,765			10,227			\$7,156,250																						
Oct 2022			27.8%			Oct 2022			9.6%			Oct 2022			58.1%			Oct 2022			4.3%										
Oct 2019			-48.8%			Oct 2019			-23.3%			Oct 2019			31.1%			Oct 2019			-22.9%										
Events Held				Events Held Room Nights				Events Held Attendance				Groups Served																			
35				10,976				15,985				19																			
Oct 2022				20.7%				Oct 2022				129.3%				Oct 2022				168.2%				Oct 2022				-13.6%			
Oct 2019				-7.9%				Oct 2019				-34.9%				Oct 2019				52.2%				Oct 2019				-24.0%			

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																							
465		255,623		225,308		\$238,769,423		164																							
2022	-0.9%	0.1%	4.4%	2022	55.5%	2022	24.7%	2022	-9.9%																						
2019	-26.7%	2019	-24.7%	2019	-2.2%	2019	-14.0%	2019	-25.8%																						
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact																						
284			92,033			120,288			\$71,927,996																						
2022			4.4%			2022			-13.7%			2022			25.9%			2022			-24.5%										
2019			-33.2%			2019			-23.2%			2019			18.2%			2019			-28.9%										
YTD Events Held				YTD Events Heald Room Nights				YTD Events Held Attendance				YTD Groups Served																			
269				111,247				130,222				163																			
2022				17.0%				2022				13.6%				2022				55.5%				2022				18.1%			
2019				-28.5%				2019				-24.3%				2019				5.2%				2019				-9.9%			



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

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business			
43		16,371		41,811		\$15,208,659		19			
Nov 2022	-15.7%	Nov 2022	-50.3%	Nov 2022	147.0%	Nov 2022	-34.0%	Nov 2022	18.8%		
Nov 2019	-23.2%	Nov 2019	-37.8%	Nov 2019	111.8%	Nov 2019	-33.1%	Nov 2019	11.8%		
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact		
21			18,071			29,918			\$13,984,841		
Nov 2022	-44.7%		Nov 2022	-30.9%		Nov 2022	35.5%		Nov 2022	-28.9%	
Nov 2019	-40.0%		Nov 2019	-45.5%		Nov 2019	84.7%		Nov 2019	-31.9%	
Events Held			Events Held Room Nights			Events Held Attendance			Groups Served		
15			11,556			25,684			6		
Nov 2022	7.1%		Nov 2022	118.0%		Nov 2022	280.4%		Nov 2022	-33.3%	
Nov 2019	-21.1%		Nov 2019	103.8%		Nov 2019	511.3%		Nov 2019	-33.3%	

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

YTD Sales Lead Distributed		YTD Sales Lead Room Nights		YTD Lead Expected Attendance		YTD Lead Economic Impact		YTD Lost Business			
508		271,994		267,119		\$253,978,083		183			
2022	0.2%	0.1%	-1.3%	2022	67.1%	2022	18.8%	2022	-13.3%		
2019	-26.4%	2019	-25.7%	2019	6.8%	2019	-15.5%	2019	-13.0%		
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact		
305			110,104			150,206			\$85,912,837		
2022	3.7%		2022	-13.0%		2022	27.5%		2022	-23.5%	
2019	-33.7%		2019	-28.1%		2019	27.3%		2019	-29.4%	
YTD Events Held			YTD Events Heald Room Nights			YTD Events Held Attendance			YTD Groups Served		
284			122,803			155,906			169		
2022	19.3%		2022	17.6%		2022	76.1%		2022	15.8%	
2019	-28.1%		2019	-18.3%		2019	21.8%		2019	-11.1%	



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

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business															
41		15,363		14,383		\$13,781,924		11															
Dec 2022	7.9%	Dec 2022	-49.9%	Dec 2022	-3.6%	Dec 2022	-38.2%	Dec 2022	-62.1%														
Dec 2019	-14.6%	Dec 2019	-10.5%	Dec 2019	53.8%	Dec 2019	64.1%	Dec 2019	Null														
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact														
20			8,317			3,875			\$5,901,233														
Dec 2022			-9.1%			Dec 2022			-58.1%			Dec 2022			-69.1%			Dec 2022			-65.4%		
Dec 2019			-42.9%			Dec 2019			-25.8%			Dec 2019			-42.2%			Dec 2019			-6.1%		
Events Held			Events Held Room Nights			Events Held Attendance			Groups Served														
6			2,296			4,900			1														
Dec 2022			-25.0%			Dec 2022			-64.9%			Dec 2022			2.3%			Dec 2022			-87.5%		
Dec 2019			-33.3%			Dec 2019			-64.6%			Dec 2019			53.4%			Dec 2019			-83.3%		

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															
549		287,357		281,502		\$267,760,007		194															
2022	-1.6%	0.1%	-6.9%	2022	59.2%	2022	13.0%	2022	-14.5%														
2019	-25.6%	2019	-25.0%	2019	8.5%	2019	-13.3%	2019	-22.1%														
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact														
325			118,421			157,081			\$91,814,070														
2022			-2.1%			2022			-22.4%			2022			12.7%			2022			-30.4%		
2019			-34.3%			2019			-27.9%			2019			20.4%			2019			-28.3%		
YTD Events Held			YTD Events Heald Room Nights			YTD Events Held Attendance			YTD Groups Served														
290			125,099			160,806			170														
2022			15.1%			2022			14.0%			2022			68.7%			2022			9.7%		
2019			-28.2%			2019			-21.4%			2019			66.4%			2019			-13.3%		

SALES & SERVICES DEPARTMENT UPDATE



SALES & SERVICES DEPARTMENT UPDATE

2023 Oct compared to Sept Sales & Services KPI Comparison	
Key Performance Indicator	MOM Percent Change
Leads Distributed	52.1%
Lead Room Nights	247.2%
Lead Attendance	201.8%
Lead Economic Impact	280.3%
Definite Bookings	-14.8%
Definite Room Nights	40.9%
Definite Attendance	27.2%
Definite Economic Impact	27.4%
Lost Leads	57.1%
Events Held In Month	12.9%
Events Held In Month Room Nights	13.5%
Events Held In Month Attendance	212.7%
Groups Serviced	-13.6%
Oct 2023 Site Visits / FAMs	4

2023 Nov compared to Oct Sales & Services KPI Comparison	
Key Performance Indicator	MOM Percent Change
Leads Distributed	-12.2%
Lead Room Nights	-66.0%
Lead Attendance	17.3%
Lead Economic Impact	-61.2%
Definite Bookings	-8.7%
Definite Room Nights	85.1%
Definite Attendance	192.5%
Definite Economic Impact	95.4%
Lost Leads	-13.6%
Events Held In Month	-57.1%
Events Held In Month Room Nights	5.3%
Events Held In Month Attendance	60.7%
Groups Serviced	-68.4%
Nov 2023 Site Visits / FAMs	3

2023 Dec compared to Nov Sales & Services KPI Comparison	
Key Performance Indicator	MOM Percent Change
Leads Distributed	-4.7%
Lead Room Nights	6.2%
Lead Attendance	-65.6%
Lead Economic Impact	-9.4%
Definite Bookings	-4.8%
Definite Room Nights	-54.0%
Definite Attendance	-77.0%
Definite Economic Impact	-57.8%
Lost Leads	-42.1%
Events Held In Month	-60.0%
Events Held In Month Room Nights	-80.1%
Events Held In Month Attendance	-80.9%
Groups Serviced	-83.3%
Dec 2023 Site Visits / FAMs	1

Note: Visit Buffalo Niagara's Sales Department had two open meetings/conventions sales positions during this period.



Empire State Society of Association Executives, Inc. Site Visit

Visit Buffalo Niagara's National Sales Director, Meaghan Zimmer, had the opportunity to tour Carrie Laney of Empire State Society of Association Executives, Inc around Buffalo. Meaghan utilizes our membership with ESSAE to build relationships with the many meeting planners and executives of associations who bring their annual and regional meetings to Buffalo and Erie County with great frequency. Tour highlights included the renovated Buffalo Convention Center and several of Buffalo's cultural attractions.



October 2023 Trade Shows/Conferences Attended

SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
TEAMS Conference & Expo	West Palm Beach, FL	James Adler and Greg Gelinas
ESSAE	Albany, NY	Meghan Zimmer
Bus Association of New York Marketplace	Callicoon, NY	Leah Mueller
Great Lakes USA United Kingdom Mission	England, Scotland & Ireland	Leah Mueller

November 2023 Trade Shows/Conferences Attended

SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
National Tour Association	Shreveport, LA	Leah Mueller
MPI Fall Focus	Ithaca, NY	Meaghan Zimmer

December 2023 Trade Shows/Conferences Attended

SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
Talley Group Dinner – Buffalo, Omaha, Birmingham and Memphis	Washington, DC	Meaghan Zimmer



TEAMS Conference Sponsorship

The Buffalo Niagara Sports Commission served as the Foodie Tour sponsor for the annual TEAMS Conference and Expo held in West Palm Beach, FL in October. James Adler and Greg Gelinas represented the organization and took the opportunity to engage with current and potential sports rights holders for future events in Buffalo and Erie County.

MPI Fall Focus

National Sales Director, Meaghan Zimmer represented Visit Buffalo Niagara at the annual MPI Fall Focus which took place in Ithaca, NY in November. VBN hosted a Buffalo Bills watch party for the first Thursday Night Football game of the season.



Going Back To Campus

Meaghan Zimmer from VBN's sales department was a guest speaker at her alma mater, Buffalo State University. She spoke to the class of Kathleen O'Brien's class in the Hospitality and Tourism department, where Kathleen serves as Chair and Lecturer.



Buffalo Speedskating

The Buffalo Niagara Sports Commission assisted the Buffalo Speedskating club in hosting the nation's largest speedskating competition in the US in October at the Northtown Center. 175 skaters from the U.S., Canada and Germany participated in the event.



2023 New York State School Boards Association Annual Convention & Expo

Visit Buffalo Niagara and the Buffalo Niagara Convention Center were pleased to bring back to Buffalo the 2023 New York State School Boards Association Annual Convention & Expo. The Convention brought over 2,000 attendees to Buffalo for a three-day convention. Heidi Laughton, the NYSSBA meeting planner, who is also a member of the Visit Buffalo Niagara Customer Advisory Council, reported that this was the largest and best executed convention that she has experienced in years. Because of the large size of this convention, only Buffalo and New York City are large enough to host, with a return to Buffalo in 2026.



UK Bills Game Promotion and Great Lakes USA Sales Mission

Visit Buffalo Niagara took advantage of the Buffalo Bills playing in London against the Jacksonville Jaguars to conduct sales calls with London based tour operators and travel media. Patrick Kaler, Leah Mueller and Karen Fashana from the VBN staff also hosted a luncheon with members of the media and tour operators in which Mary Moore Mason of Essentially America spoke about her personal experiences in Buffalo and Erie County, especially her appreciation for East Aurora, the Roycroft Inn and Campus and its significance to the arts and craft movement, and her time spent at Vidler's 5 & 10. On game day, VBN hosted a group of fifteen tour operators and media at the Bills game. While it wasn't a winning game for the Bills, our invited guests enjoyed themselves with articles being written about Buffalo, and future site visits planned following U.S. Travel Association's IPW taking place in Los Angeles in 2024.

Great Lakes USA UK Sales Mission

Following the Bills promotion, Leah Mueller joined the Great Lakes USA for their UK sales mission in England, Scotland and Ireland. Leah joined representatives from Illinois, Michigan, Chicago, Cleveland and Detroit for meetings and events with tour operators and media showcasing Buffalo's relationship to the other Great Lakes destinations and integrating our product into regional itineraries that might use Chicago, Detroit and Cleveland as their gateway cities into the United States.



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

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

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
166,994		117,544		1:24		723,519		179	
Oct 2022	-12.2%	Oct 2022	33.5%	Oct 2022	-1:39	Oct 2022	29.4%	Oct 2022	-3.8%
Oct 2019	44.7%	Oct 2019	54.9%	Oct 2019	-4 seconds	Oct 2019	223.6%	Oct 2019	6.5%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
101,004		29,671		77,201		26,909		360,634	
Oct 2022	1.1%	Oct 2022	1.1%	Oct 2022	68.2%	Oct 2022	59.7%	Oct 2022	40.8%
Oct 2019	6.3%	Oct 2019	3.5%	Oct 2019	124.8%	Oct 2019	NA	Oct 2019	674.2%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
8		33,074,420		124		23		2	
Oct 2022	33.3%	Oct 2022	72.9%	Oct 2022	-98.7%	Oct 2022	109.1%	Oct 2022	100.0%
Oct 2019	NA	Oct 2019	NA	Oct 2019	NA	Oct 2019	NA	Oct 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	
1,622,832		1,079,134		1:24		2,701,966		1,801	
2022	12.6%	2022	18.2%	2022	-1:39	2022	-3.5%	2022	-11.7%
2019	16.3%	2019	9.8%	2019	-4 seconds	2019	-1.3%	2019	4.3%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
101,004		29,671		77,201		26,909		8,105,725	
Oct 2022	1.1%	Oct 2022	1.1%	Oct 2022	68.2%	Oct 2022	59.7%	2022	166.92%
Oct 2019	6.2%	Oct 2019	3.3%	Oct 2019	123.6%	Oct 2019	NA	2019	878.3%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
92		2,268,193,177		5,760		151		39	
2022	84.0%	2022	173.6%	2022	-70.0%	2022	-20.5%	2022	-50.0%
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

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

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
145,932		59,340		2:27		249,912		179	
Nov 2022	66.0%	Nov 2022	1.2%	Nov 2022	26 seconds	Nov 2022	49.2%	Nov 2022	-4.8%
Nov 2019	40.1%	Nov 2019	-14.0%	Nov 2019	1:10	Nov 2019	33.9%	Nov 2019	16.2%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
101,112		29,677		79,180		27,177		950,729	
Nov 2022	1.1%	Nov 2022	0.1%	Nov 2022	71.7%	Nov 2022	53.2%	Nov 2022	245.0%
Nov 2019	6.3%	Nov 2019	3.2%	Nov 2019	129.3%	Nov 2019	NA	Nov 2019	1363.8%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
12		81,716,435		3,732		16		5	
Nov 2022	200.0%	Nov 2022	-42.4%	Nov 2022	1501.7%	Nov 2022	-5.9%	Nov 2022	400.0%
Nov 2019	NA	Nov 2019	NA	Nov 2019	NA	Nov 2019	NA	Nov 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	
1,852,330		1,138,474		2:27		2,990,804		1,980	
2022	21.1%	2022	9.3%	2022	26 seconds	2022	0.8%	2022	-11.1%
2019	23.5%	2019	22.6%	2019	1:10	2019	2.2%	2019	5.3%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
101,112		29,667		79,180		27,177		9,056,454	
Nov 2022	1.1%	Nov 2022	0.1%	Nov 2022	71.7%	Nov 2022	53.2%	2022	173.4%
Nov 2019	6.3%	Nov 2019	3.2%	Nov 2019	129.3%	Nov 2019	NA	2019	913.6%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
104		2,349,909,612		9,492		167		44	
2022	85.7%	2022	142.0%	2022	-51.1%	2022	-19.3%	2022	63.0%
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

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

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
158,673		65,235		2:25		248,471		182	
Dec 2022	80.3%	Dec 2022	8.7%	Dec 2022	1:10	Dec 2022	59.6%	Dec 2022	52.9%
Dec 2019	53.6%	Dec 2019	-7.9%	Dec 2019	1:07	Dec 2019	36.0%	Dec 2019	8.3%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
101,195		29,699		81,018		27,399		2,664,712	
Dec 2022	1.1%	Dec 2022	0.4%	Dec 2022	72.7%	Dec 2022	52.2%	Dec 2022	427.3%
Dec 2019	6.3%	Dec 2019	3.2%	Dec 2019	133.3%	Dec 2019	NA	Dec 2019	1241.4%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
10		249,721,090		4,008		10		2	
Dec 2022	150.0%	Dec 2022	-34.7%	Dec 2022	2043.3%	Dec 2022	-44.4%	Dec 2022	-50.0%
Dec 2019	NA	Dec 2019	NA	Dec 2019	NA	Dec 2019	NA	Dec 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	
2,011,003		1,203,709		2:25		3,214,712		2,162	
2022	24.3%	2022	9.3%	2022	1:10	2022	2.9%	2022	-10.6%
2019	25.5%	2019	14.3%	2019	1:07	2019	3.4%	2019	5.5%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
101,195		29,699		81,081		27,399		11,721,166	
Dec 2022	1.1%	Dec 2022	0.4%	Dec 2022	72.7%	Dec 2022	52.2%	2022	207.0%
Dec 2019	6.3%	Dec 2019	3.2%	Dec 2019	129.3%	Dec 2019	NA	2019	913.6%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
114		2,599,630,702		13,500		177		46	
2022	73.3%	2022	89.7%	2022	-31.1%	2022	-21.3%	2022	48.4%
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



2023 Oct compared to Sept Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	-10.9%
Mobile Website Sessions	-7.5%
Duration on Site	-6 seconds
Website Page Views	142.2%
Social Media Posts	-2.7%
Facebook Followers	0.2%
Twitter Followers	0.03%
Instagram Followers	1.1%
TikToc Followers	0.8%
All Video Views	-51.4%
Media Placements	-42.9%
Media Impressions	-72.3%
Social Media Shares	-86.5%
Media Touchpoints	91.7%
Media Visits	100.0%

2023 Nov compared to Oct Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	-41.8%
Mobile Website Sessions	-49.5%
Duration on Site	1:03
Website Page Views	-65.5%
Social Media Posts	Null
Facebook Followers	0.1%
Twitter Followers	0.02%
Instagram Followers	2.6%
TikToc Followers	1.0%
All Video Views	163.6%
Media Placements	50.0%
Media Impressions	43.4%
Social Media Shares	2909.7%
Media Touchpoints	-30.4%
Media Visits	150.0%

2023 Dec Compared To Nov Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	8.7%
Mobile Website Sessions	9.9%
Duration on Site	-2 seconds
Website Page Views	-0.6%
Social Media Posts	1.7%
Facebook Followers	0.1%
Twitter Followers	0.1%
Instagram Followers	2.3%
TikToc Followers	0.8%
All Video Views	171.7%
Media Placements	9.6%
Media Impressions	10.6%
Social Media Shares	42.2%
Media Touchpoints	6.0%
Media Visits	4.5%

October, November and December 2023 Media Hits

PUBLICATION/ SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
Bloomberg	The 7 Top Caribbean Restaurants and Bars to Check out in London (reference to Buffalo's Chef Darian and Bratts Hill)	26,506,530	
NI Travel News	Tour the Unexpected and Live Like a Local in Buffalo, NY	17,178	
The Travel	These are the Most Beautiful Snow-Covered Cities to Visit in the US this Winter	2,990,132	
Global Traveler	9 Coffee Bars Going Beyond Pumpkin Spice This Fall	20,975	
AFAR	12 Great US Museums Focused on Latin American Art	1,387,931	79
She Buys Travel	Stunning Northeast Road Trips to Take with the Kids	366,365	38
World Atlas	Discover The Largest Cities in New York	4,292,463	7
Via Travelers	New York Travel Guide: Travel Tips for Visiting	389,194	
Travel Awaits	12 US Roadside Attractions Worth Pulling Over For	1,543,541	
TravelMag	Neighborhood Guide: Elmwood Village Buffalo	106,400	
The Points Guy	The 16 Best Places to Travel: The Most Exciting Destinations for 2024	7,280,928	171
Group Travel Leader	Immigrant Festivals Rock	757	
The Independent	A First-Timer's Guide to Buffalo	49,845,234	
AARP	8 Affordable US Destinations for 2024	16,771,688	
Had Luggage Only (UK)	13 Best Things to do in New York State	NA	3,061

PUBLICATION/ SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
Northern Ireland Travel News	Tour the Unexpected Buffalo and Live Like a Local in Buffalo	69,000	
WIVB	New Buffalo Sculpture Unveiled at Canalside	621,777	382
Buffalo Rising	ECHDC, Visit Buffalo Niagara and the Erie Canalway Announce new "BUF" Sculpture	41,945	69
Audacy	New "BUF" Sculpture Unveiled at Canalside	5,391,892	48
Grand Island Dispatch	Erie Canal Harbor Development, Visit Buffalo Niagara Announce New Sculpture	43,273	
Paste Magazine	What To Do in Buffalo: Beyond Snow, Wings and the Bills	1,580,984	14
Travel + Leisure	I'm A Native New Yorker and These Are the State's Best Hidden Gems Beyond NYC	11,707,490	
Wall Street Journal	The Buffalo AKG Art Museum's Collection in a New Context	28,219,883	23
Wall Street Journal	The Buffalo AKG Art Museum Adds a Jewel to its Setting	28,219,883	
Forbes Advisor	50 Best Places to Travel in 2024	72,975,564	129
Forbes	Narsico Martinez Artwork Honors Undocumented Farm Workers	72,975,564	3
ArchDaily	Est Architectural Projects in 2023	2,997,058	3
Azure	Top Ten of 2023: Our Favourite Architecture Projects	45,265	41
The Travel	10 Fully-Indoor Historic Sites In New York State To Visit This Winter	2,779,516	61
Wall Street Journal	The Best Architecture of 2023: Solving Problems in Imaginative Style	28,219,883	

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



INDEPENDENT

A First-Timer's Guide to Buffalo, NY Through Five Extraordinary Landmarks

As the second largest city in New York State, Buffalo can get somewhat overshadowed by a certain Big Apple. But there are so many reasons to visit—and not just because it's a mere 25 miles from Niagara Falls, and the birthplace of famous chicken wings. From architectural masterpieces and fascinating historical sites to world-class art galleries and a bustling waterfront, here are five must-see spots for visitors to the Queen City.

Wednesday 08 November 2023 08:57 GMT

TRAVEL + LEISURE

12 U.S. Roadside Attractions Worth Pulling Over For

KARA WILLIAMS NOV. 3, 2023

Tripes around the Buffalo Canals to snap a photo with Shark Girl.

Visit Buffalo

New York Travel Guide: Travel Tips for Visiting

1. Explore the Beauty of Buffalo

Buffalo, which lies right along the Canadian border in Western New York, is widely known for its world-famous chicken wings.

THE TRAVEL

These Are The Most Beautiful Snow-Covered Cities To Visit In The U.S. This Winter

Discover winter wonderlands in America, here are the most beautiful snow-covered cities in the US to visit, perfect for a cozy, scenic winter getaway.

2 Buffalo, New York

Buffalo sees its fair share of lake effect snow, with almost 10 inches blanketing the city each winter. As such, there's no lack of whimsical winter adventures in Buffalo each year.

TRAVEL + LEISURE

I'm a Native New Yorker, and These Are the State's Best Hidden Gems Beyond NYC

New York's best-kept secrets outside the Big Apple, from lesser-known museums to the world's longest elevated pedestrian bridge.

PHOTO BRUCE CARLIN

Buffalo's West Side Bazaar

Patronizing vendors at Buffalo's West Side Bazaar can actually change lives. This international culinary and retail marketplace is comprised of stalls owned by immigrants and refugees who were granted a microloan by Buffalo's Westchester Economic Development Initiative (WEDI). For many, it was the first step to a new life.

Forbes ADVISOR

50 Best Places To Travel In 2024

By Caroline Lupini, Dylan Pearl

Great Places To Travel in the East

Buffalo, New York

If you haven't been to Buffalo in the last decade—or two—you may be surprised to find that the city has transformed. Neighborhoods have been reinvigorated with culinary offerings that match the growing diversity of its people. Colorful public art is found throughout the city, which is in sharp contrast to restored architectural landmarks by Frank Lloyd Wright and Henry Hobson Richardson. Even the waterfront, which was once strictly industrial, has seen a significant revitalization. Visitors can now rock climb, zip line and catch a concert in the former grain silos.

WorldAtlas

Discover The Largest Cities In New York

With a 2022 population of 19,677,151, a 0.91% decline from 2021, New York is the fourth most populated state after California, Texas, and Florida. Its largest cities are centered around the most populated city, New York City (NYC), and the state capital of Albany, which is the eighth most populous. The megapolises attract families, students, job seekers, and working professionals, with many affordable places to live in the prominent state, the second most popular to visit.

4. Buffalo: 276,486

NO TRAVEL

Tour the Unexpected and Live Like a Local in Buffalo, New York

With welcoming locals and easy-to-get-to Buffalo, NY, and beyond, there has never been a better time to visit Buffalo, NY.

Best Architectural Projects of 2023

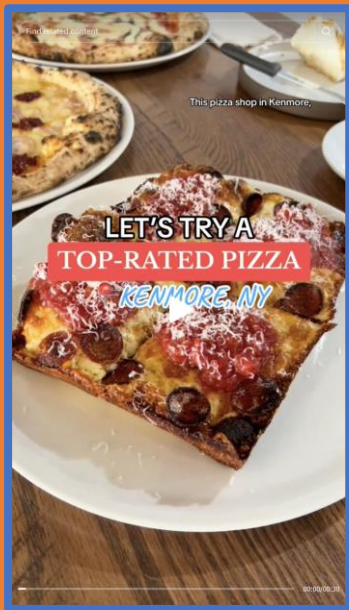
Every year, ArchDaily features thousands of new projects that make up the largest online architecture library in the world. Our team of curators review, rank, and make sure to explore some of the most innovative and relevant architectural works around. Just like the projects that appeared in our first ArchDaily book, our aim is to open up our platform and highlight the best of Good Architecture.



Monthly Most Viewed Videos

October

Jay's Artisan
Pizza
76,200



- Other October Videos:
- The Brain Museum
- O'Neill's Stadium Inn
- Buffalo Restaurant Week
- Places To Go Hiking
- Halloween In Buffalo

November

Southern
Junction
267,000



- Other November Videos:
- Buffalo Olde Brewery
- Parkside Candy
- The Bakers Men Buffalo Cookie Decorating
- Holiday Shopping at Museum Gift Shops

December

Carfrigerator
1,954,200



- Other December Videos:
- BUF Letters at Canalside
- Tom & Jerry Trail
- Blue Cave Restaurant
- Classic Theaters Showing Holiday Movies
- Guess That Place...Find the Unexpected Buffalo

Q4 Blog Content

A Buffalo-centric Etsy Christmas List for Santas with Queen City Roots

BY MICHELLE KEARNS
PUBLISHED ON DECEMBER 8, 2022 | LAST UPDATED DECEMBER 16, 2022

Buffalo Santas can delight their loved ones with cheerful spins on hometown pride. Wares from the shelves of local Etsy makers include Bills Mafia wrapping paper and a broken table ornament. While the holiday is near and shipping deadlines are closing, Buffalo-centric makers sell year-round, have inspiration for great anytime gifts and many have options for on-the-ground pick up. The ShopCraft gallery at 773 Elmwood Ave. features Buffalo artisans and some of the makers on this list.

Take a peek. Continue the Buffalo winter season merrily with more fodder: Christmas cards featuring whimsy like a Buffalo-lalala-lalo word play and Josh Allen holding a Christmas tree as he jumps over a Bills fans' broken tables.

Each has Etsy item has a story. The couple who made the tree topper say they were inspired to make sturdy cutouts because of the Bills quarterback's habit of leaping. "We were just in awe as it happened again," wrote Jessica Poblocki of Queen City Crafts 716.

For a hot cocoa mug with wintry visions of Buffalo city streetscapes, including Allentown, Mary Kunz Goldman starts by sketching outdoors in "plein air" with pen and ink before transferring images to Etsy objects d'art. "The Allen Street houses were in the snow when I drew them, from a coffeehouse across the street, so all I did was add watercolor and falling snow," she explained by email. "This scene always strikes

Flyfishing for Steelhead Trout Around Buffalo, NY

BY KEVIN CULLEN
PUBLISHED ON DECEMBER 6, 2022 | LAST UPDATED OCTOBER 11, 2023

The region surrounding Buffalo boasts some of the best steelhead trout fishing opportunities in America, if not the world. With more than 118 miles of fishing access, a long season — October through April — and stunning scenery, the steelhead trout fishing in the Buffalo area is simply exceptional.

First things first: "What is a steelhead trout?" A steelhead trout is a species of rainbow trout that lives part of its life in open water — in this case Lake Erie. The trout migrate to the colder depths of Lake Erie in the spring before the creeks and streams heat up in the summer and then move back to the well oxygenated moving water in the fall to spawn and spend their winter. This back-and-forth migration is called a run and is the best time to cast a line.

Beethoven in Buffalo: "A Wonderful Gift for Music Lovers"

BY MARY KUNZ GOLDMAN
PUBLISHED ON NOVEMBER 26, 2023

The Miro Quartet / Photo via MKJ Artists

Beethoven fans have a strong sense of place. They revere Bonn, Germany, where their hero was born. And Vienna, Austria, where he lived, died, and was buried.

4 Rinks Open for Public Skating and Icy Fun

BY DREW BROWN
PUBLISHED ON FEBRUARY 9, 2017 | LAST UPDATED NOVEMBER 30, 2023

Buffalo is an all-encompassing destination when it comes to winter fun. Just south of the city, you'll find skiing and snowboarding, snowshoeing and cross-country ski trails, and high-speed tobogganing. But maybe you're looking for an activity that's a little more low-key. Or maybe you're looking for winter fun a bit closer to downtown. Well then lace up your skates, bundle up and chill out at our favorite rinks all around town.



BUF Letters at Canalside

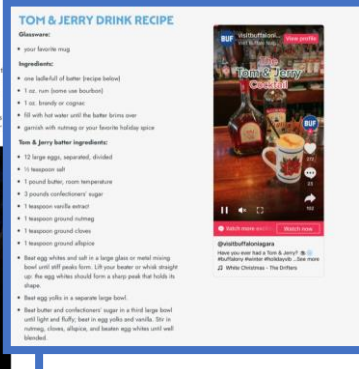
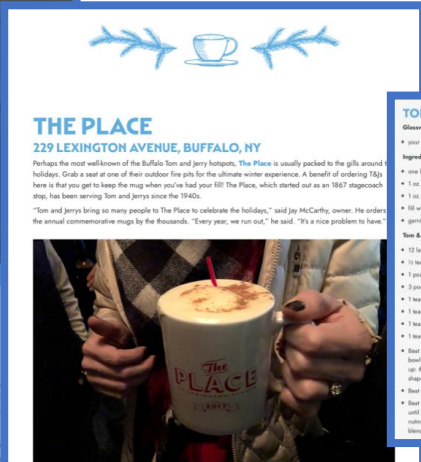
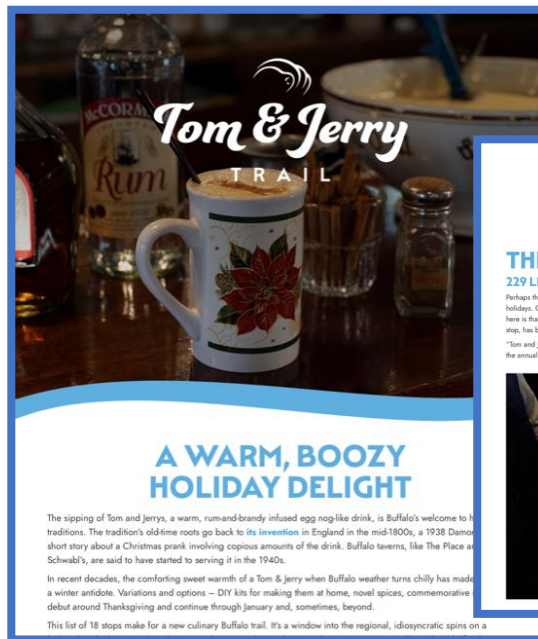
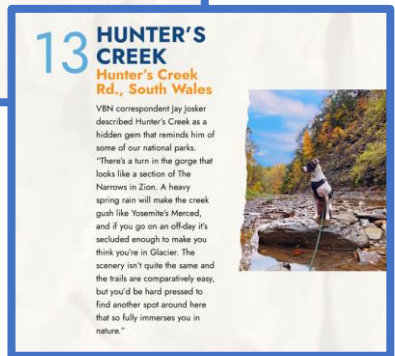
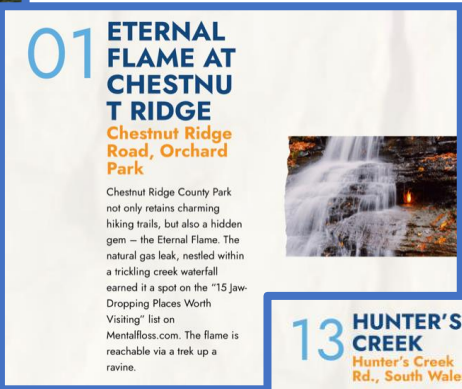
Visit Buffalo Niagara was excited to share the unveiling of the new BUF letters sculpture at Canalside. The letters are a collaborative effort between VBN, Erie Canal Harbor Development and Erie Canalway. The steel 3-D letters, 5 feet tall and weighing more than 1,000 pounds, represent the waterfront's latest piece of public art and is sure to create many Instagrammable moments. VBN secured a grant from the Erie Canal National Heritage Corridor in advance of the incoming Worlds Canal Conference in September 2025. The letters were created by Buffalo's own Rigidized Metals Corporation and hand-painted by Buffalo artist Nicole Cherry.

HSMAI Adrian Award

Visit Buffalo has been awarded a Hospitality Sales & Marketing Association Gold Award for the Public Relations/Communications – Feature Placement Online or Print Consumer Media category. Adrian Awards recognize hospitality brands and agencies for creativity and innovation in advertising, digital, public relations/communications, and integrated campaigns. VBN's award was for our coordination and hosting of travel writer Jessica Ritz and an article that appeared in Travel+Leisure Magazine.



New VisitBuffaloNiagara.com Content





Buffalo School of Culinary Arts and Hospitality Management Partnership with VBN

As part of Visit Buffalo Niagara's partnership with the Buffalo School of Culinary Arts and Hospitality Management, twenty high school students were granted an opportunity to gain practical knowledge beyond their classroom lectures. This experience will help in their future careers by working with the New York State School Boards Annual Convention. Working with VBN, PS 355 Principal Kathleen Schuta, and teaching staff, Heidi Longton with NYSSBA designed a program where students assisted with conference tasks at the Buffalo Niagara Convention Center--organizing conference bags, scanning session entry, registration check-ins, and manning stations to help welcome and manage more than 2,000 attendees.



Fall Restaurant Week Results

Now an annual promotion for Visit Buffalo Niagara, the Fall Restaurant week attracted over 100 participating Erie County restaurants. The Restaurant Week landing page attracted over 60,000 users, a 36% increase over October 2022. Of the website traffic, 30% were more than 50 miles outside of Erie County. The Top Ten Restaurant Views: The Little Pig, Big Mama's Hustle & Soul, Irishman East Aurora, Glen Park Tavern, The Mansard, Roycroft Inn, Bella Ciao, Ilio DiPaolo's, Chef's and Tenton Kitchen. The local media outlets have continued to do an outstanding job of covering the week and highlighting the diversity of the area's restaurant scene on their morning programming with live broadcasts with owners and chefs.



Holiday Industry Night and Volunteer Mixer at The Barrel Factory

Visit Buffalo Niagara hosted its annual Holiday Industry Night and Volunteer Appreciation Mixer at The Barrel Factory with nearly 60 volunteers and partners in attendance. Owner Steve Bystran welcomed the group with specialty themed cocktails and Buffalo appetizers. VBN is extremely fortunate to have an engaged corps of volunteers who represent our destination to visiting meetings/convention attendees and sporting event fans sharing their favorite things to see and do in Buffalo and Erie County.

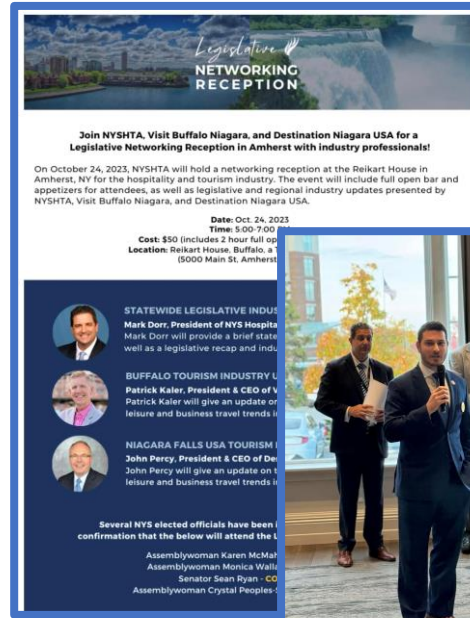


Visit Buffalo Niagara Awarded Market New York Grant

Visit Buffalo Niagara is the recipient of a \$100K Market NY grant for our Freedom's Footsteps – A Journey Through Buffalo's African American Heritage which is an initiative to market Buffalo's stories within the African American Heritage Corridor. The grant will provide marketing dollars to promote the launch of the product in 2024. This visitor-ready experience will feature the following attractions: Michigan Street African American Heritage Corridor Commission, Michigan Street Baptist Church, Nash House, Colored Musicians Club, WUFO Radio Station, Forest Lawn Memorial Parks and Mortuaries and the Buffalo and Erie County Naval & Military Park.

Accolades by The Buffalo News Editorial Board

On October 8th, The Buffalo News Editorial Board recognized the efforts of Visit Buffalo Niagara's marketing and promotions of Buffalo and Erie County in relation to the significant investments that have been made into the destination's tourism product and experiences. The article put a spotlight on the organization's many years of work to bring many visitor profiles to Buffalo, but the highlight of the article came at the end with the statement, "Western New York is fortunate to have the steak – legitimate tourist draws, as well as the sizzle – a smart visitor's bureau."



Reikhart House Hosts NYSHTA Regional Legislative Reception

Thank you to VBN Board Member, Matt Chiazza – General Manager at The Reikhart House for hosting the Erie and Niagara Counties Fall Legislative Reception for the New York State Hospitality and Tourism Association which VBN CEO Patrick Kaler serves on their Executive Committee. NYSHTA CEO, Mark Dorr introduced several legislative agenda items to the local New York State Legislators in attendance including; Assembly Majority Leader – Crystal Peoples-Stokes, Assembly Member, Karen McMahon, Senator Tim Kennedy, Senator Sean Ryan and over fifty members of the hospitality industry.

VBN Shares Holiday Sprit

The Visit Buffalo Niagara staff worked with two community organizations to share our holiday spirit with those in need. Our team delivered 55 pounds of pasta and pasta sauce to the community pantry Feed Buffalo whose mission is to heal communities with a healthy food initiative, especially in black and Muslim refugee communities. A long time VBN staff tradition each holiday is to shop for much-needed school



supplies, season items and gifts to The Little Match Girl Foundation whose goal is to positively impact the lives of as many children as possible. The staff also made collective personal end of year contributions to the PUNT Foundation, Wings Flights of Hope and the Paul Murphy Scholarship Fund.

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

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
8		7		1		11	
Oct 2022	-27.3%	Oct 2022	75.0%	Oct 2022	-85.7%	Oct 2022	37.5%
Oct 2019	Null	Oct 2019	-12.5%	Oct 2019	100.0%	Oct 2019	-15.4%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
52		16		36		4	
Oct 2022	62.5%	Oct 2022	31.3%	Oct 2022	69.4%	Oct 2022	-20.0%
Oct 2019	NA	Oct 2019	NA	Oct 2019	NA	Oct 2019	33.3%

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	
122		75		47		96	
2022	9.9%	2022	2.7%	2022	23.7%	2022	15.7%
2019	60.5%	2019	21.0%	2019	235.7%	2019	11.9%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
556		219		337		61	
2022	46.7%	2022	36.0%	2022	54.6%	2022	29.8%
2019	NA	2019	NA	2019	NA	2019	-4.7%

Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	103	98	60	44
Expected Attendance	249,975	200,380	218,932	216,037	152,812
Number of Hotel Room Nights	25,000	22,141	22,712	18,444	15,463
Expected Economic Impact	\$34,063,840	\$28,254,890	\$30,358,528	\$28,965,860	\$17,006,970

BUFFALO CONVENTION CENTER OPERATIONAL UPDATE

MONTHLY Buffalo Convention Center Operational Dashboard – Oct 2023 vs. Oct 2022 and Oct 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event – Social	
10		3		3		4		0		0	
Oct 2022	-37.5%	Oct 2022	-57.1%	Oct 2022	Null	Oct 2022	33.3%	Oct 2022	100.0%	Oct 2022	Null
Oct 2019	-23.1%	Oct 2019	-25.0%	Oct 2019	-50.0%	Oct 2019	33.3%	Oct 2019	-100.0%	Oct 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
5,817				28				New survey system being developed for mid-year.			
Oct 2022		-45.7%		Oct 2022		27.3%		Oct 2022		NA	
Oct 2019		-31.6%		Oct 2019		12.0%		Oct 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$585,579		\$30,656		\$538,226		\$12,807		0			
Oct 2022	18.7%	Oct 2022	-35.3%	Oct 2022	133.7%	Oct 2022	49.7%	Oct 2022	-100.0%		
Oct 2019	86.4%	Oct 2019	-47.6%	Oct 2019	23.1%	Oct 2019	-43.3%	Oct 2019	41.2%		

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	
78		16		15		37		10		0	
2022	13.0%	13.3%	-11.1%	2022	87.5%	2022	104.6%	2022	25.0%	2022	Null
2019	-28.4%	2019	-23.8%	2019	-58.3%	2019	94.7%	2019	Null	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
186,535				186				New survey system being developed for mid-year.			
2022		32.5%		2022		12.7%		2022		NA	
2019		-11.6%		2019		-11.8%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$3,034,428		\$698,452		\$2,087,462		\$131,731		\$116,783			
2022	28.9%	2022	27.9%	2022	21.2%	2022	59.0%	2022	6717.5%		
2019	1.4%	2019	5.7%	2019	-3.4%	2019	-20.0%	2019	2825.4%		

BUFFALO CONVENTION CENTER OPERATIONAL UPDATE

MONTHLY Buffalo Convention Center Operational Dashboard – Nov 2023 vs. Nov 2022 and Nov 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event – Social	
14		1		0		9		4		0	
Nov 2022	27.3%	Nov 2022	Null	Nov 2022	-300.0%	Nov 2022	125.0%	Nov 2022	33.3%	Nov 2022	Null
Nov 2019	-22.2%	Nov 2019	-66.7%	Nov 2019	-200.0%	Nov 2019	Null	Nov 2019	Null	Nov 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
23,812				30				New survey system being developed for mid-year.			
Nov 2022		-3.3%		Nov 2022		3.4%		Nov 2022		NA	
Nov 2019		-18.7%		Nov 2019		7.1%		Nov 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$462,305		\$123,422		\$330,131		\$8,832		0			
Nov 2022	50.8%	Nov 2022	67.6%	Nov 2022	46.5%	Nov 2022	14.8%	Nov 2022	-100.0%		
Nov 2019	-17.5%	Nov 2019	4.4%	Nov 2019	21.7%	Nov 2019	-50.0%	Nov 2019	-100.0%		

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	
92		17		15		46		14		0	
2022	28.3%	2022	-10.5%	2022	36.4%	2022	43.8%	2022	22.2%	2022	Null
2019	-27.6%	2019	-29.2%	2019	-60.5%	2019	-9.8%	2019	Null	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
192,352				216				New survey system being developed for mid-year.			
2022		16.3%		2022		11.3%		2022		NA	
2019		-19.9%		2019		-9.6%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$3,620,007		\$729,108		\$2,625,688		\$144,538		\$120,673			
2022	6.1%	2022	-10.7%	2022	4.6%	2022	74.4%	2022	6944.5%		
2019	1.9%	2019	-6.4%	2019	1.6%	2019	-21.8%	2019	2715.4%		

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

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
9		6		3		8	
Nov 2022	-18.2%	Nov 2022	50.0%	Nov 2022	Null	Nov 2022	100.0%
Nov 2019	-50.0%	Nov 2019	100.0%	Nov 2019	50.0%	Nov 2019	-55.6%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
44		13		31		8	
Nov 2022	37.5%	Nov 2022	18.8%	Nov 2022	93.8%	Nov 2022	60.0%
Nov 2019	NA	Nov 2019	NA	Nov 2019	NA	Nov 2019	-11.1%

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	
131		81		50		104	
2022	8.3%	2022	1.3%	2022	22.0%	2022	19.5%
2019	61.7%	2019	22.7%	2019	233.3%	2019	-18.1%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
600		232		368		60	
2022	46.0%	2022	31.1%	2022	57.3%	2022	32.7
2019	NA	2019	NA	2019	NA	2019	-17.8%

Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	102	97	61	45
Expected Attendance	249,975	198,477	214,562	262,287	153,712
Number of Hotel Room Nights	25,000	22,811	22,332	20,041	15,463
Expected Economic Impact	\$34,063,840	\$28,898,535	\$30,320,673	\$28,970,860	\$17,227,314

BUFFALO CONVENTION CENTER OPERATIONAL UPDATE

MONTHLY Buffalo Convention Center Operational Dashboard – Dec 2023 vs. Dec 2022 and Dec 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event – Social	
11		0		3		7		1		0	
Dec 2022	37.5%	Dec 2022	Null	Dec 2022	50.0%	Dec 2022	40.0%	Dec 2022	Null	Dec 2022	Null
Dec 2019	Null	Dec 2019	Null	Dec 2019	100.0%	Dec 2019	-22.2%	Dec 2019	-50.0%	Dec 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
7,242				13				New survey system being developed for mid-year.			
Dec 2022		43.8%		Dec 2022		-27.8%		Dec 2022		NA	
Dec 2019		-25.3%		Dec 2019		40.9%		Dec 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$237,602		\$11,686		\$223,603		\$2,313		0			
Dec 2022	4.2%	Dec 2022	-51.2%	Dec 2022	11.8%	Dec 2022	-43.4%	Dec 2022	Null		
Dec 2019	-3.8%	Dec 2019	-53.4%	Dec 2019	1.9%	Dec 2019	-3.1%	Dec 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	
103		17		18		53		15		0	
2022	17.0%	2022	-10.5%	2022	38.5%	2022	42.2%	2022	-21.1%	2022	Null
2019	-25.4%	2019	-29.2%	2019	-52.6%	2019	-11.7%	2019	-6.3%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
199,594				229				New survey system being developed for mid-year.			
2022		17.1%		2022		8.0%		2022		NA	
2019		-20.2%		2019		-12.3%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$3,857,609		\$740,794		\$2,849,291		\$146,851		\$120,673			
2022	6.0%	2022	15.1%	2022	32.7%	2022	68.9%	2022	6944.5%		
2019	1.5%	2019	-7.9%	2019	1.6%	2019	-21.5%	2019	2751.4%		

BUFFALO CONVENTION CENTER SALES UPDATE

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

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
6		3		3		11	
Dec 2022	-14.3%	Dec 2022	Null	Dec 2022	-25.0%	Dec 2022	57.1%
Dec 2019	Null	Dec 2019	-40.0%	Dec 2019	200.0%	Dec 2019	Null
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
49		19		30		1	
Dec 2022	16.7%	Dec 2022	-26.9%	Dec 2022	87.5%	Dec 2022	-66.7%
Dec 2019	NA	Dec 2019	NA	Dec 2019	NA	Dec 2019	-75.0%

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

YTD Total Leads		YTD BNCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
137		84		53		115	
2022	7.0%	2022	1.2%	2022	17.8%	2022	22.3%
2019	57.5%	2019	18.3%	2019	231.3%	2019	-16.7%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
649		251		398		70	
2022	43.3%	2022	23.6%	2022	59.2%	2022	27.3%
2019	NA	2019	NA	2019	NA	2019	-9.1%

Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	103	100	56	44
Expected Attendance	249,975	199,594	216,182	209,987	147,112
Number of Hotel Room Nights	25,000	22,761	22,322	20,041	16,540
Expected Economic Impact	\$34,063,840	\$28,827,677	\$30,104,423	\$28,260,770	\$16,806,544



Fanfare of the Completion of the Façade Project

October 3, 2023, served as the official reopening of the Buffalo Convention Center following the completion of the façade project. The day began early in the morning flipping the switch on the façade lighting enhancement for live broadcasts on Channel 2 with Erie County Department of Public Works Commissioner Bill Geary. Later that morning, Erie County Executive Mark Poloncarz surrounded by both BCC and VBN staff held a press conference announcing the completion of the project while also celebrating the upcoming definite bookings of meetings and conventions at the Center because of all the improvements made over the past two years. Those improvements include the renovated lobby, new entry, painting of all first-floor meeting rooms and the impressive new façade. Yes, these improvements have made a difference in the way that planners view the Center. As reported at the press conference, between January and September of 2023, VBN hosted 29 meeting planner site visits for future business. During the same pre-pandemic nine-month period of time in 2019, VBN hosted 9 site visits. The other impressive number is that of the 29 site visits, 20 of those meetings will be held in the newly updated Buffalo Convention Center.

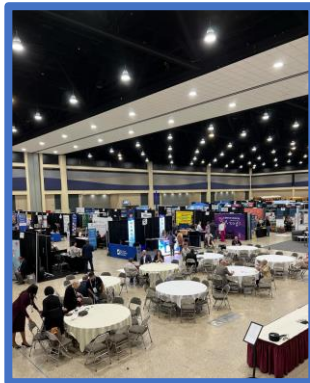
**BUFFALO
CONVENTION
CENTER**

**New Name New Logo –
Buffalo Convention Center**

With the new façade, County Executive Poloncarz announced the new name and logo of the Convention Center. Dropping Niagara from the original name, the Buffalo Convention Center truly exemplifies the location and economic generator the building has for Erie County. The new logo, designed by Buffalo-based advertising agency, White Bicycle, has a subtle reference to the clean and contemporary new façade metal cladding and colors.



The Many Uses of the Buffalo Convention Center
Tradeshows Conventions Sports Banquets Special Events and the World's Largest Disco



Visit Buffalo Niagara Board of Directors

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Cory Watson, Food and Beverage Manager
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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



**BUFFALO
CONVENTION
CENTER**

