



**MONTHLY
KPI
DASHBOARD
REPORT
FEBRUARY 2024**



**BUFFALO
CONVENTION
CENTER**

HOTEL & SHORT-TERM RENTAL KPIS – FEBRUARY 2024

HOTEL PERFORMANCE – FEBRUARY 2024

FEBRUARY REVENUE		FEBRUARY OCCUPANCY		FEBRUARY DEMAND		FEB. AVERAGE DAILY RATE		FEBRUARY REVPAR	
\$17,711,371		49.9%		140,419		\$126.13		\$62.97	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
-6.8%	\$19,008,596	9.0%	45.8%	-1.6%	142,672	-5.3%	\$133.23	3.2%	\$61.04

HOTEL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD DEMAND		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$36,719,967		47.8%		283,091		\$129.71		\$61.95	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
0.3%	\$36,611,719	-3.2%	49.4%	-9.2%	311,782	10.6%	\$117.43	6.9%	\$57.96
CHANGE	YTD 2019	CHANGE	YTD 2019	CHANGE	YTD 2019	CHANGE	YTD 2019	CHANGE	YTD 2019
25.1%	\$29,345,933	4.4%	45.8%	-3.8%	294,320	30.1%	\$99.71	35.7%	\$45.64

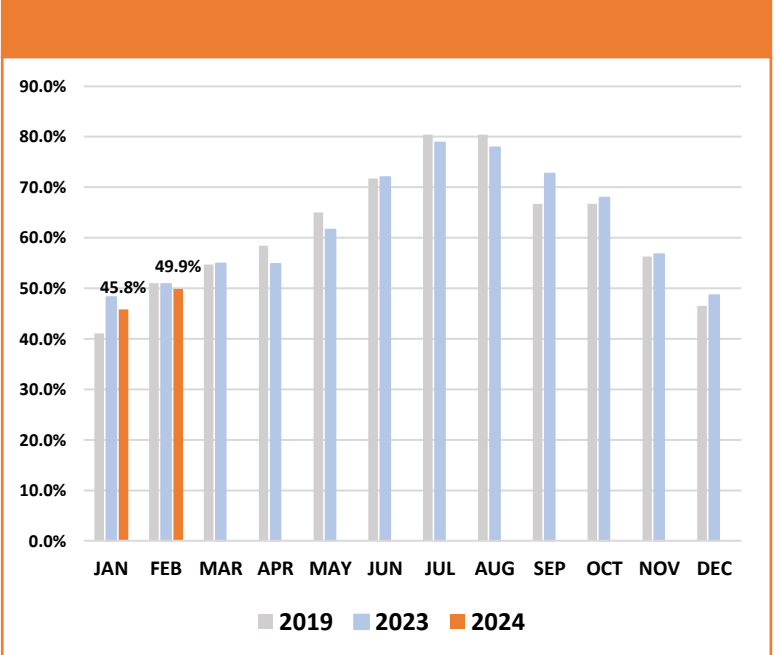
SHORT-TERM RENTAL PERFORMANCE – FEBRUARY 2024

FEBRUARY REVENUE		FEBRUARY OCCUPANCY		FEB. GUEST CHECK-INS		FEB. AVERAGE DAILY RATE		FEBRUARY REVPAR	
\$1,627,938		16.6%		3,615		\$145.00		\$24.00	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
-15.5%	\$1,903,222	-4.0%	17.3%	-6.5%	3,867	-7.1%	\$156.00	-11.1%	\$27.00

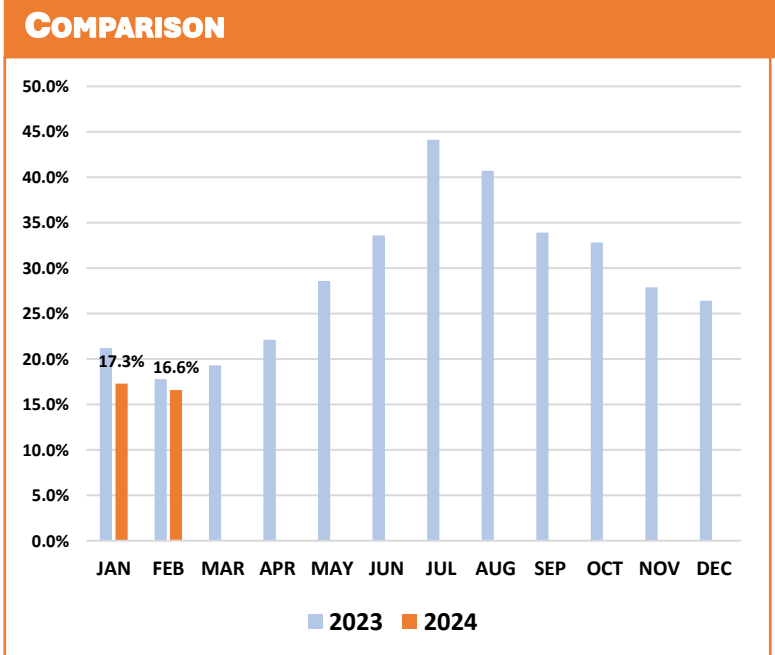
SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD GUEST CHECK-INS		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$3,604,726		17.3%		7,647		\$150.00		\$26.00	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
42.6%	\$2,527,076	-11.3%	19.5%	87.0%	4,090	1.4%	\$148.00	-10.3%	\$29.00

HOTEL OCCUPANCY – YOY COMPARISON



SHORT TERM RENTAL OCCUPANCY - YOY COMPARISON



AIRPORT AND CROSS BORDER TRAFFIC KPIS – FEBRUARY 2024

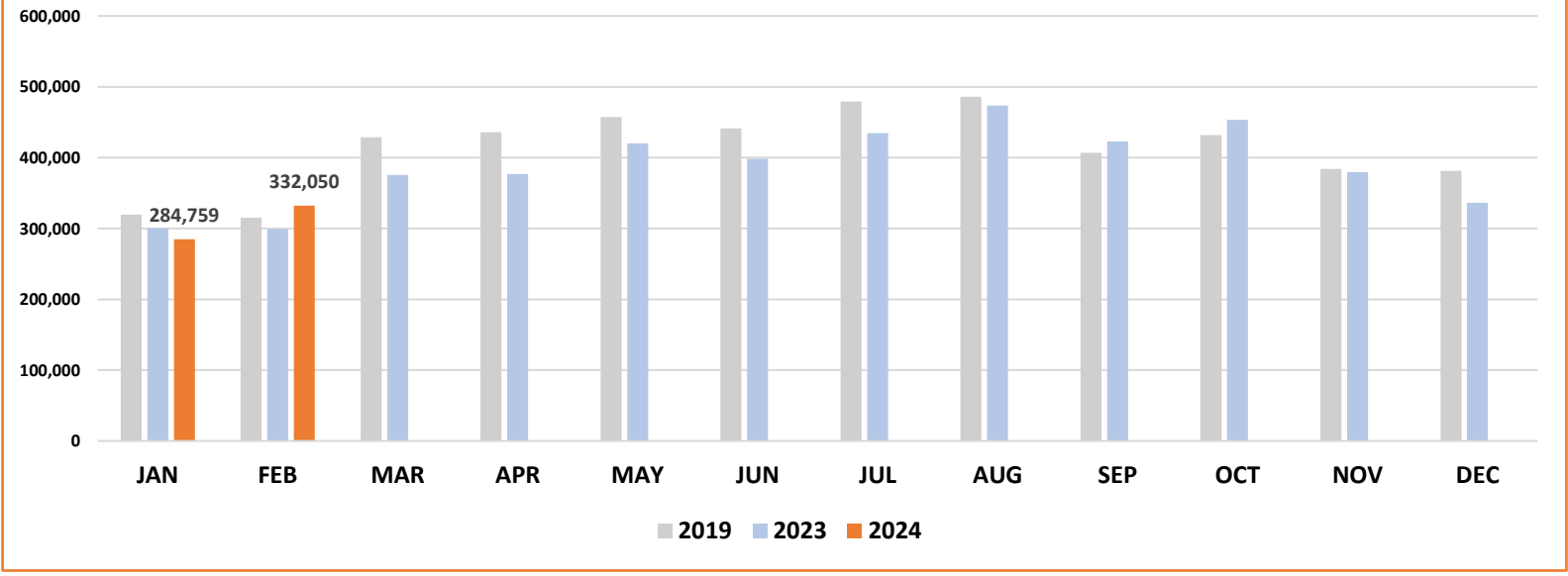
BUF AIRPORT PASSENGERS – FEBRUARY 2024	
FEB. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
332,050	
CHANGE	JAN 2024
16.6%	336,146

CROSS BORDER TRAFFIC – FEBRUARY 2024	
FEBRUARY U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC	
288,301	
CHANGE	JAN 2024
11.4%	344,938

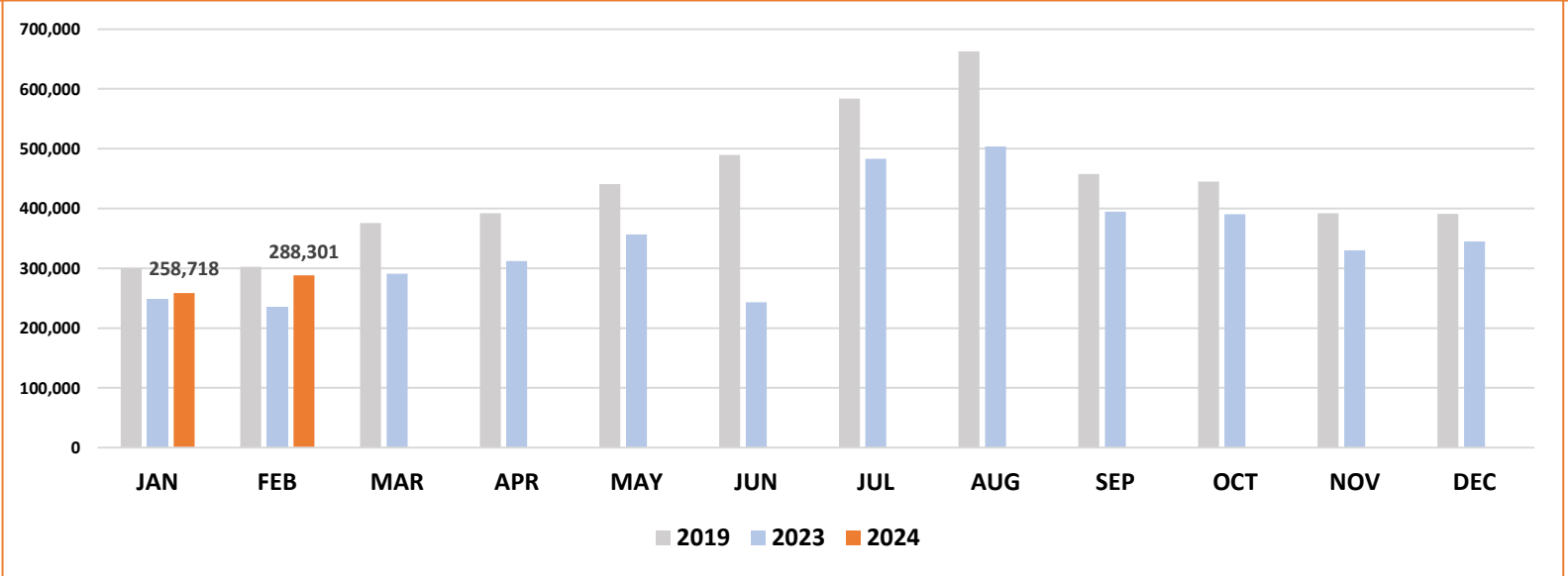
BUF AIRPORT PASSENGERS – FEBRUARY 2024	
FEB. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
616,809	
CHANGE	YTD 2023
2.9%	599,679
CHANGE	YTD 2019
-3.6%	639,761

CROSS BORDER TRAFFIC – FY 2024 YTD	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
547,019	
CHANGE	YTD 2023
12.9%	484,570
CHANGE	YTD 2019
-9.2%	602,346

BUF AIRPORT PASSENGERS – YOY COMPARISON



CROSS BORDER TRAFFIC – YOY COMPARISON



SALES AND SERVICES KPIS – FEBRUARY 2024

LEADS GENERATED PERFORMANCE – FEBRUARY 2024

FEBRUARY LEADS GENERATED		FEBRUARY LEADS ROOM NIGHTS		FEBRUARY LEADS ATTENDANCE		FEB. LEADS ECONOMIC IMPACT	
66		57,202		50,964		\$44,871,936	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
73.7%	38	220.1%	17,869	148.7%	20,495	144.4%	\$18,356,534

LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
104		75,071		71,459		\$63,228,520	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
11.8%	93	101.8%	37,194	170.4%	26,423	114.9%	\$29,415,702

DEFINITE BOOKINGS PERFORMANCE – FEBRUARY 2024

FEBRUARY DEFINITE BOOKINGS		FEBRUARY DEFINITE ROOM NIGHTS		FEBRUARY DEFINITE ATTENDANCE		FEB. DEFINITE ECONOMIC IMPACT	
31		18,984		23,910		\$16,790,008	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
82.4%	17	105.1%	9,256	85.0%	12,925	85.3%	\$9,060,137

DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
48		28,240		36,835		\$25,850,145	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
-20.0%	60	49.3%	18,911	156.2%	14,378	89.5%	\$13,643,063

EVENTS HELD PERFORMANCE – FEBRUARY 2024

FEB. EVENTS HELD		FEB. EVENTS HELD HOTEL ROOMS		FEB. EVENTS HELD ATTENDANCE		FEBRUARY GROUPS SERVICED	
16		13,799		17,717		9	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
23.1%	13	9.3%	12,630	25.4%	14,125	50.0%	6

EVENTS HELD PERFORMANCE – FY2024 YTD

YTD EVENTS HELD		YTD EVENTS HELD HOTEL ROOMS		YTD EVENTS HELD ATTENDANCE		FEBRUARY GROUPS SERVICED	
29		26,429		31,842		15	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
45.0%	20	33.7%	19,764	99.2%	15,986	36.4%	11

LOST BUSINESS LEADS – FEBRUARY

LOST BUSINESS LEADS – FY YTD

FEBRUARY LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
14		25	
CHANGE	JAN 2024	CHANGE	PREVIOUS YTD
-33.3%	21	-24.2%	33

PARTNER REFERRALS – FEBRUARY

PARTNER REFERRALS – FY YTD

FEBRUARY PARTNER REFERRALS		YTD PARTNER REFERRALS	
81		102	
CHANGE	JAN 2024	CHANGE	PREVIOUS YTD
No History	New KPI	No History	New KPI

MARKETING AND COMMUNICATIONS KPIs – FEBRUARY 2024

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FEBRUARY 2024

FEBRUARY ENGAGED SESSIONS		FEBRUARY MOBILE SESSIONS		FEBRUARY WEBSITE VIEWS		FEBRUARY ALL VIDEO VIEWS		FEBRUARY SHARED SOCIAL POSTS	
93,803		58,106		253,919		445,076		183	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
53.1%	61,282	62.5%	35,754	25.5%	202,368	-6.3%	474,960	3.4%	177

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
172,176		107,127		465,839		920,036		360	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
73.3%	99,323	47.0%	72,892	17.0%	398,247	14.6%	802,511	3.7%	347

MEDIA RELATIONS PERFORMANCE – FEBRUARY 2024

FEBRUARY MEDIA PLACEMENTS		FEBRUARY MEDIA IMPRESSIONS		FEBRUARY MEDIA SOCIAL SHARES		FEBRUARY MEDIA TOUCHPOINTS		FEBRUARY MEDIA VISITS	
11		48,763,647		281		10		1	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
-38.9%	18	24.1%	39,300,564	-78.0%	1,277	25.0%	8	100.0%	0

MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
29		88,064,214		1,558		18		1	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
163.6%	11	322.1%	20,863,678	-27.9%	2,161	-40.0%	30	-50.0%	2

SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
101,496		29,774		82,899		27,813	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
0.9%	100,579	-0.7%	29,983	71.0%	48,490	51.3%	18,377

CONVENTION CENTER KPIs – FEBRUARY 2024

BCC REVENUE PERFORMANCE – FEBRUARY 2024

FEBRUARY TOTAL REVENUE		FEBRUARY RENT REVENUE		FEBRUARY F&B REVENUE		FEBRUARY ELECTRICAL REV		FEBRUARY OTHER REVENUE	
\$560,559		\$136,746		\$382,119		\$36,669		\$5,025	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
47.4%	\$380,312	276.4%	\$36,330	12.7%	\$339,116	1115.8%	\$3,016	171.62%	\$1,850

BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
\$940,871		\$173,076		\$721,235		\$39,685		\$6,875	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
42.7%	\$659,477	22.0%	\$141,899	93.0%	\$373,788	10.3%	\$35,982	-93.6%	\$107,828
CHANGE	YTD 2019	CHANGE	YTD 2019	CHANGE	YTD 2019	CHANGE	YTD 2019	CHANGE	YTD 2019
22.4%	\$768,578	11.0%	\$155,962	26.5%	\$570,098	-6.5%	\$42,466	13121.2%	\$52.00

BCC OPERATIONS PERFORMANCE – FEBRUARY 2024

FEBRUARY TOTAL EVENTS		FEBRUARY CONVENTIONS		FEBRUARY MEETINGS		FEBRUARY BANQUETS		JAN CONS/PUBLIC SHOWS	
6		3		1		1		1	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
33.3%	9	50.0%	2	-50.0%	2	Null	1	-75.0%	4

BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
15		4		5		3		3	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
36.4%	11	100.0%	2	400.0%	1	-40.0%	5	Null	3
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
-16.7%	18	33.3%	3	66.7%	3	-62.5%	8	-25.0%	4

BCC EVENT ATTENDANCE – FEBRUARY 2024

FEBRUARY TOTAL EVENT ATTENDANCE	
23,027	
CHANGE	JAN 2024
205.2%	7,546

BCC EVENT ATTENDANCE – FY2024 YTD

TYD TOTAL EVENT ATTENDANCE	
30,573	
CHANGE	YTD 2023
-43.4%	53,993
CHANGE	YTD 2019
-35.3%	47,250

BCC DAYS OCCUPIED – FEBRUARY 2024

FEBRUARY TOTAL NUMBER OF DAYS OCCUPIED	
27	
CHANGE	JAN 2024
50.0%	18

BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
45	
CHANGE	YTD 2023
104.5%	22
CHANGE	YTD 2019
-11.8%	51

CONVENTION CENTER KPIS – FEBRUARY 2024

BCC REVENUE DASHBOARD – FEBRUARY 2024

FEBRUARY TOTAL LEADS		FEBRUARY LEADS GENERATED BY BCC		FEBRUARY LEADS GENERATED BY VBN		FEBRUARY CONFIRMED BOOKINGS	
13		9		4		6	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
18.2%	11	80.0%	5	-33.3%	6	-71.3%	21

SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
24		14		10		27	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
-11.1%	27	-38.9%	18	11.1%	9	68.8%	16

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FEBRUARY 2024

FEBRUARY TOTAL SOLICITATION CALLS		FEBRUARY EXISTING CLIENT CALLS		FEBRUARY NEW CLIENT CALLS		FEBRUARY LOST BUSINESS	
48		29		19		10	
CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024	CHANGE	JAN 2024
-9.4%	53	26.1%	23	-36.7%	30	400.0%	2

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
101		52		49		12	
CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023	CHANGE	YTD 2023
-29.4%	143	44.4%	36	-54.2%	107	9.1%	11

BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

	YTD 2019	2024	2025	2026	2027
Number of Events	138	109	66	44	24
Expected Attendance	249,975	198,204	215,812	142,412	102,400
Expected Hotel Room Nights	25,000	21,637	19,741	17,717	3,975
Expected Economic Impact	\$34,063,840	\$28,265,193	\$28,954,770	\$16,586,544	\$11,847,640

VISIT BUFFALO NIAGARA BOARD OF DIRECTORS

Officers:

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair
Kimberley A. Minkel, NFTA – Vice Chair
Thomas Long, The Westin Buffalo– Treasurer
Thomas Beauford, Buffalo Urban League - Secretary
Mary F. Roberts, Martin House - Immediate Past Chair

Directors:

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
Bob Karmazyn, Embassy Suites 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
Brooke Chavanne, Administrative Sales Assistant
Karen Cox, Convention Sales & Services Manager
Mike Even, Vice President of Sales & Services
Karen Fashana, Director of Marketing
Greg Gelinas, Director Sports Development
Ed Healy, Vice President of Marketing
Nicklaus Householder, Destination Experience Specialist
Patrick Kaler, President & CEO
Michelle Kearns, Communications Manager
David Marzo, Chief Financial Officer
Leah Mueller, Director of Tourism Sales
Heather Nowakowski, Business Intelligence Manager
Kathryn Scaduto, Marketing and Social Media Specialist
Renata Toney, Vice President of Destination Experience
MariNick Tronolone, Research and Operations Assistant
sa Urbano, Convention Services Coordinator
Lauren Vargo, Sports Services Manager
Meredith Walsh, National Sales Manager
Meaghan Zimmer, National Sales Director

BUFFALO 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 Key Performance Indicator Report:

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



BUFFALO CONVENTION CENTER