



MONTHLY KPI DASHBOARD REPORT

JANUARY 2024



**BUFFALO
CONVENTION
CENTER**

HOTEL & SHORT-TERM RENTAL KPIS – JANUARY 2024

HOTEL PERFORMANCE – JANUARY 2024

JANUARY REVENUE		JANUARY OCCUPANCY		JANUARY DEMAND		JAN. AVERAGE DAILY RATE		JANUARY REVPAR	
\$19,008,596		45.8%		142,672		\$133.23		\$61.04	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
-2.3%	\$19,470,100	-5.8%	48.6%	-5.9%	151,678	3.8%	\$128.36	-2.2%	\$62.43

HOTEL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD DEMAND		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$19,008,596		45.8%		142,672		\$133.23		\$61.04	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-1.3%	\$19,256,265	-5.0%	48.2%	-10.8%	159,911	10.6%	\$120.42	5.2%	\$58.02
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
38.6%	\$13,718,035	11.4%	41.1%	2.9%	138,694	34.7%	\$98.91	50.3%	\$40.61

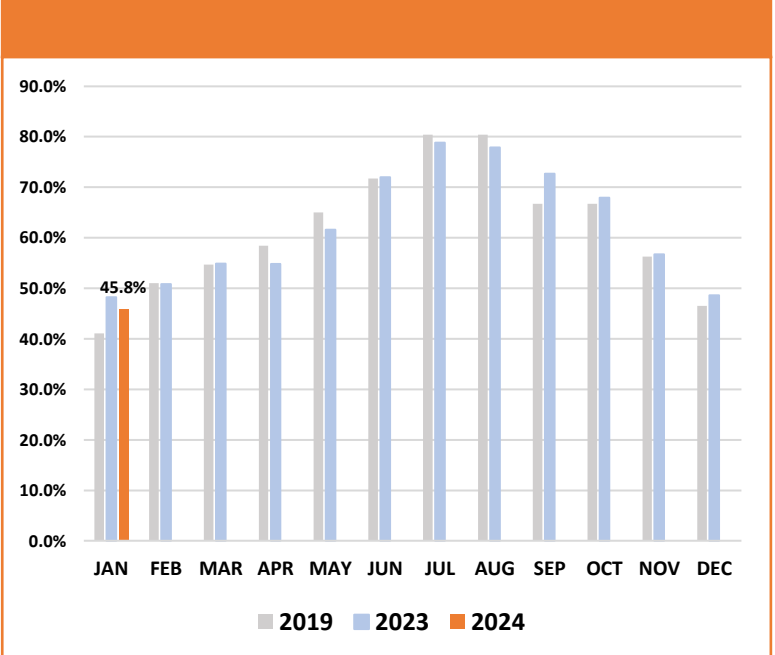
SHORT-TERM RENTAL PERFORMANCE – JANUARY 2024

JANUARY REVENUE		JANUARY OCCUPANCY		JAN. GUEST CHECK-INS		JAN. AVERAGE DAILY RATE		JANUARY REVPAR	
\$1,903,222		17.3%		3,867		\$156		\$27	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
-42.0%	\$1,496,386	-34.5%	26.4%	-32.7%	5,750	-12.8%	\$179	-42.6%	\$47

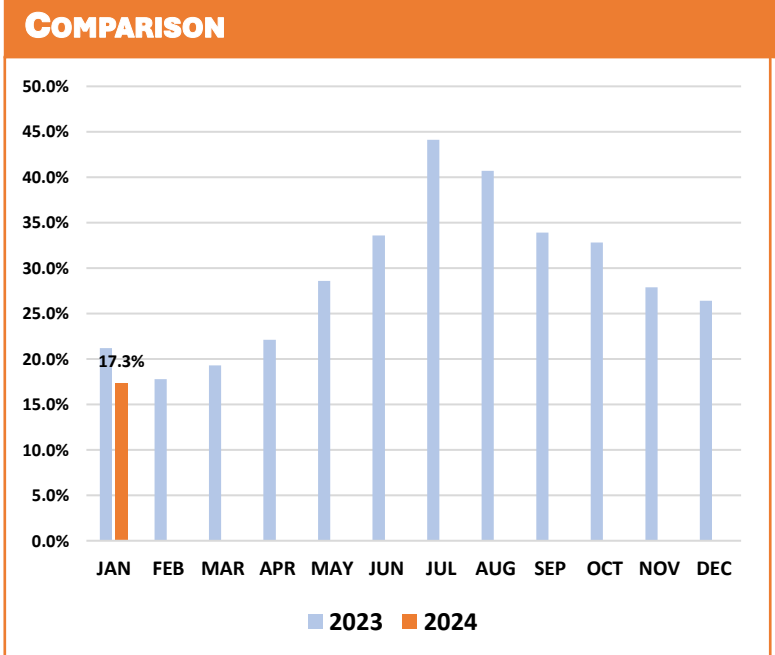
SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD REVENUE		YTD BOOKINGS		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$1,903,856		17.3%		3,867		\$156		\$27	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
27.2%	\$1,496,386	-18.4%	21.2%	30.6%	2,960	-0.6%	\$157	-1.3%	\$33

HOTEL OCCUPANCY – YOY COMPARISON



SHORT TERM RENTAL OCCUPANCY - YOY COMPARISON



AIRPORT AND CROSS BORDER TRAFFIC KPIS – JANUARY 2024

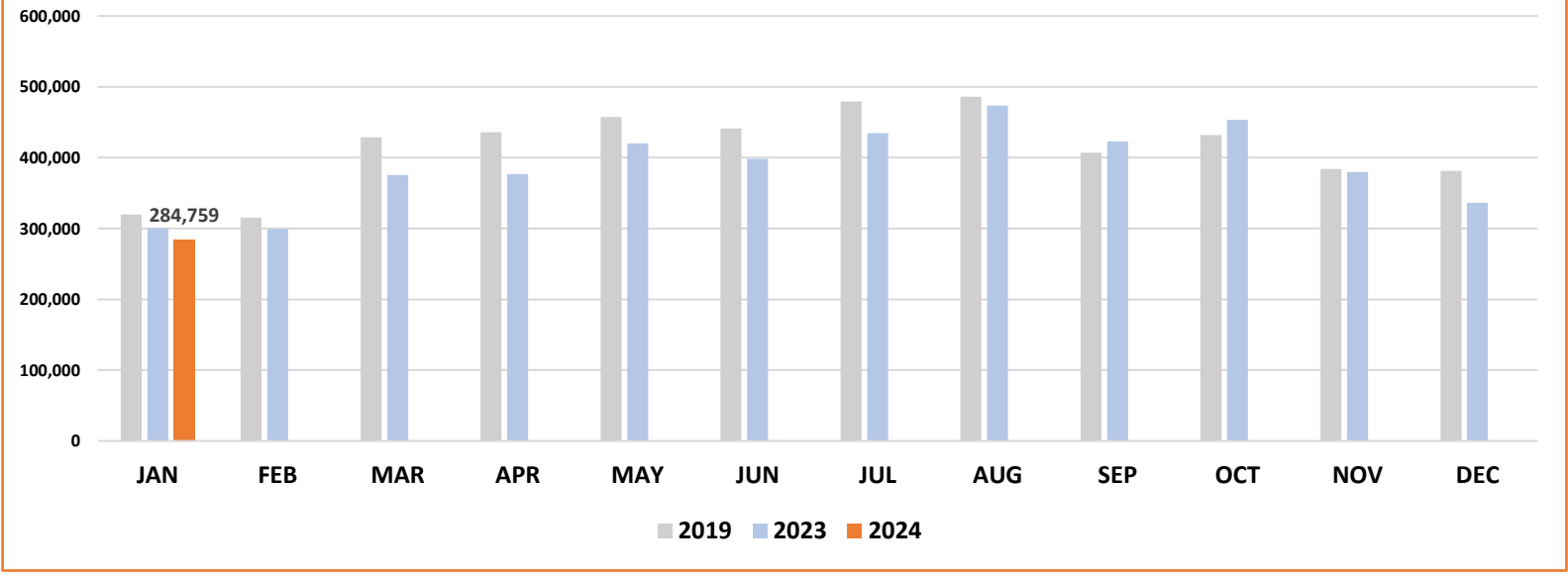
BUF AIRPORT PASSENGERS – JANUARY 2024	
JAN. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
284,759	
CHANGE	DEC 2023
-15.3%	336,146

CROSS BORDER TRAFFIC – JANUARY 2024	
JANUARY U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC	
258,718	
CHANGE	DEC 2023
-25.0%	344,938

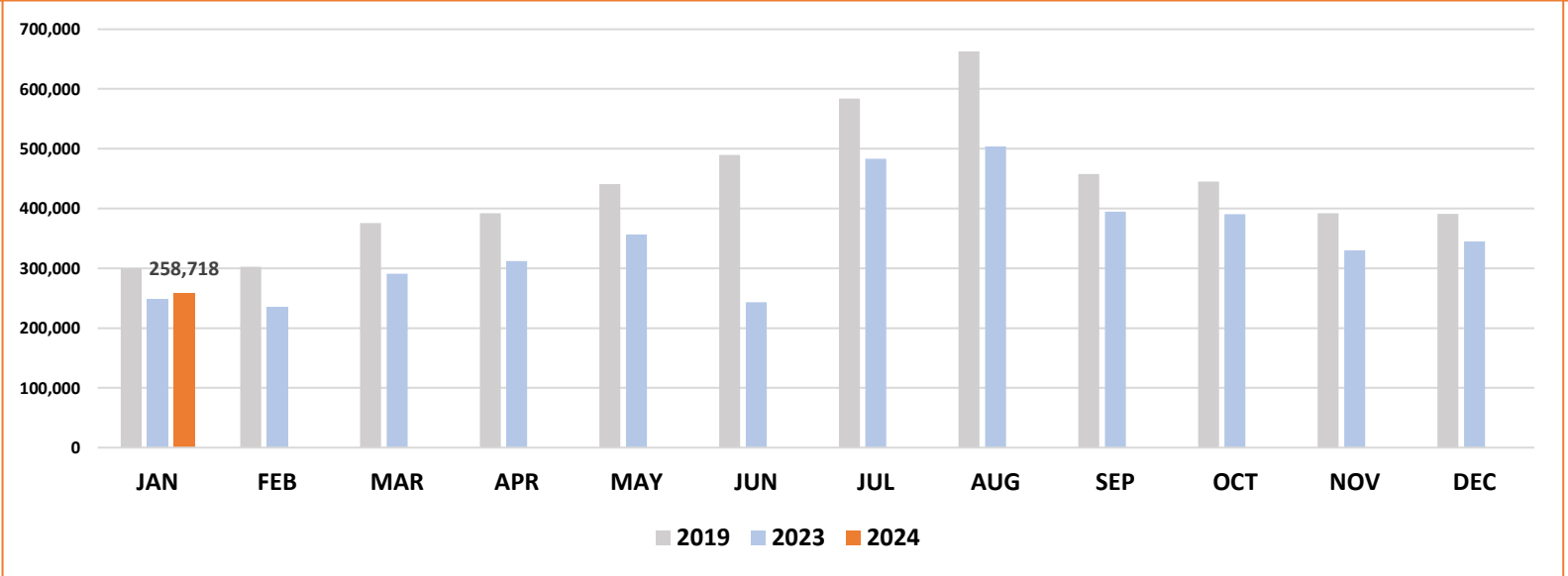
BUF AIRPORT PASSENGERS – JANUARY 2024	
JAN. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
284,759	
CHANGE	2023
-5.2%	300,426
CHANGE	2019
-10.9%	319,551

CROSS BORDER TRAFFIC – FY 2024 YTD	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
258,718	
CHANGE	2023
3.9%	249,121
CHANGE	2019
-13.7%	299,932

BUF AIRPORT PASSENGERS – YOY COMPARISON



CROSS BORDER TRAFFIC – YOY COMPARISON



SALES AND SERVICES KPIS – JANUARY 2024

LEADS GENERATED PERFORMANCE – JANUARY 2024

JANUARY LEADS GENERATED		JANUARY LEADS ROOM NIGHTS		JANUARY LEADS ATTENDANCE		JAN. LEADS ECONOMIC IMPACT	
38		17,869		20,495		\$18,356,584	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
-7.3%	41	16.3%	15,363	42.5%	14,383	33.2%	\$13,781,924

LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
38		17,869		20,495		\$18,356,584	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-11.6%	43	0.4%	17,796	31.7%	15,557	32.2%	\$13,882,191

DEFINITE BOOKINGS PERFORMANCE – JANUARY 2024

JANUARY DEFINITE BOOKINGS		JANUARY DEFINITE ATTENDANCE		JANUARY DEFINITE ATTENDANCE		JAN. DEFINITE ECONOMIC IMPACT	
17		9,256		12,925		\$9,000,137	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
-15.0%	20	11.3%	8,317	233.5%	3,875	52.5%	\$5,901,233

DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
17		9,256		12,925		\$9,000,137	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-19.0%	21	39.6%	6,630	106.2%	6,268	91.3%	\$4,704,742

EVENTS HELD PERFORMANCE – JANUARY 2024

JAN. EVENTS HELD		JAN. EVENTS HELD ATTENDANCE		JAN. EVENTS HELD ATTENDANCE		JANUARY GROUPS SERVICED	
13		12,630		14,125		6	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
116.7%	6	450.1%	2,296	188.3%	4,900	500.0%	1

EVENTS HELD PERFORMANCE – FY2024 YTD

YTD EVENTS HELD		YTD EVENTS HELD ATTENDANCE		YTD EVENTS HELD ATTENDANCE		JANUARY GROUPS SERVICED	
13		12,630		14,125		6	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
62.5%	8	159.8%	4,861	195.5%	4,780	50.0%	4

LOST BUSINESS LEADS – JANUARY

JANUARY LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
11		11	
CHANGE	DEC 2023	CHANGE	PREVIOUS YTD
Null	11	-8.3%	12

LOST BUSINESS LEADS – FY YTD

PARTNER REFERRALS – JANUARY

JANUARY PARTNER REFERRALS		YTD PARTNER REFERRALS	
21		21	
CHANGE	DEC 2023	CHANGE	PREVIOUS YTD
No History	New KPI	No History	New KPI

LOST BIZ DUE TO HOTEL – FY YTD

MARKETING AND COMMUNICATIONS KPIs – JANUARY 2024

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – JANUARY 2024

JANUARY ENGAGED SESSIONS		JANUARY MOBILE SESSIONS		JANUARY WEBSITE VIEWS		JANUARY ALL VIDEO VIEWS		JANUARY SHARED SOCIAL POSTS	
79,192		49,543		226,268		474,960		177	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
-50.1%	158,673	-24.1%	65,235	-8.9%	248,471	-82.0%	2,644,712	-2.7%	182

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE PAGE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
79,192		49,543		226,268		474,960		177	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-22.0%	101,575	-26.8%	67,667	16.4%	194,338	310.6%	115,671	-1.1%	179

MEDIA RELATIONS PERFORMANCE – JANUARY 2024

JANUARY MEDIA PLACEMENTS		JANUARY MEDIA IMPRESSIONS		JANUARY MEDIA SOCIAL SHARES		JANUARY MEDIA TOUCHPOINTS		JANUARY MEDIA VISITS	
18		39,300,567		1,277		8		0	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
80.0%	10	-84.3%	249,721,090	-68.1%	4,008	-20.0%	10	-200.0%	2

MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
18		39,300,567		1,277		8		0	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
125.0%	8	345.3%	8,825,886	64.6%	776	-71.4%	28	-100.0%	1

SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
101,301		29,727		82,107		27,684	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
0.8%	100,466	-0.8%	29,962	74.0%	47,198	51.3%	18,303

CONVENTION CENTER KPIs – JANUARY 2024

BCC REVENUE PERFORMANCE – JANUARY 2024

JANUARY TOTAL REVENUE		JANUARY RENT REVENUE		JANUARY F&B REVENUE		JANUARY ELECTRICAL REV		JANUARY OTHER REVENUE	
\$755,758		\$36,330		\$339,116		\$3,016		\$1,850	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
218.1%	\$237,602	210.9%	\$11,686	-33.3%	\$233,603	-85.7%	\$2,313	100.0%	\$0

BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
\$755,758		\$36,330		\$339,116		\$3,016		\$1,850	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
188.0%	\$262,381	43.0%	\$25,400	156.7%	\$132,131	-37.8%	\$4,850	-98.2%	\$100,000
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
145.3%	\$308,153	-22.9%	\$47,139	31.8%	\$257,349	-17.7%	\$3,665	100.0%	\$0

BCC OPERATIONS PERFORMANCE – JANUARY 2024

JANUARY TOTAL EVENTS		JANUARY CONVENTIONS		JANUARY MEETINGS		JANUARY BANQUETS		JAN CONS/PUBLIC SHOWS	
9		2		2		1		4	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
-18.2%	11	200.0%	0	-33.3%	3	-85.7%	7	300.0%	1

BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
9		2		2		1		4	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
50.0%	6	100.0%	1	100.0%	1	-66.7%	3	33.3%	3
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
12.5%	8	Null	2	Null	2	100.0%	2	100.0%	2

BCC EVENT ATTENDANCE – JANUARY 2024

JANUARY TOTAL EVENT ATTENDANCE	
7,546	
CHANGE	DEC 2023
4.2%	7,242

BCC EVENT ATTENDANCE – FY2024 YTD

TYD TOTAL EVENT ATTENDANCE	
7,546	
CHANGE	2023
38.5%	5,449
CHANGE	2019
-48.9%	14,755

BCC DAYS OCCUPIED – JANUARY 2024

JANUARY TOTAL NUMBER OF DAYS OCCUPIED	
18	
CHANGE	DEC 2023
NULL	18

BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
18	
CHANGE	2023
38.5%	13
CHANGE	2019
-10.0%	20

CONVENTION CENTER KPIS – JANUARY 2024

BCC REVENUE DASHBOARD – JANUARY 2024

JANUARY TOTAL LEADS		JANUARY LEADS GENERATED BY BCC		JANUARY LEADS GENERATED BY VBN		JANUARY CONFIRMED BOOKINGS	
11		5		6		21	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
83.3%	6	66.7%	3	100.0%	3	90.9%	11

SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
11		5		6		21	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-31.3%	16	-54.5%	11	20.0%	5	250.0%	6

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – JANUARY 2024

JANUARY TOTAL SOLICITATION CALLS		JANUARY EXISTING CLIENT CALLS		JANUARY NEW CLIENT CALLS		JANUARY LOST BUSINESS	
53		23		30		2	
CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023	CHANGE	DEC 2023
8.2%	49	109.1%	19	Null	30	100.0%	1

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
53		23		30		2	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
12.8%	47	53.3%	15	-6.3%	32	-60.0%	5

BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

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

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
Nick Tronolone, Research and Operations Assistant
Marisa 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**