



**MONTHLY  
KPI  
DASHBOARD  
REPORT  
MARCH 2024**



**BUFFALO  
CONVENTION  
CENTER**

# HOTEL & SHORT-TERM RENTAL KPIS – MARCH 2024

## HOTEL PERFORMANCE – MARCH 2024

| MARCH REVENUE       |              | MARCH OCCUPANCY |          | MARCH DEMAND   |          | MAR. AVERAGE DAILY RATE |          | MARCH REVPAR   |          |
|---------------------|--------------|-----------------|----------|----------------|----------|-------------------------|----------|----------------|----------|
| <b>\$21,508,171</b> |              | <b>55.2%</b>    |          | <b>171,963</b> |          | <b>\$125.07</b>         |          | <b>\$69.06</b> |          |
| CHANGE              | FEB 2024     | CHANGE          | FEB 2024 | CHANGE         | FEB 2024 | CHANGE                  | FEB 2024 | CHANGE         | FEB 2024 |
| 21.4%               | \$17,711,371 | 10.6%           | 49.9%    | -4.7%          | 180,419  | -0.8%                   | \$126.13 | 9.7%           | \$62.97  |

## HOTEL PERFORMANCE – FY2024 YTD

| YTD REVENUE         |              | YTD OCCUPANCY |          | YTD DEMAND     |          | YTD AVERAGE DAILY RATE |          | YTD REVPAR     |          |
|---------------------|--------------|---------------|----------|----------------|----------|------------------------|----------|----------------|----------|
| <b>\$58,265,305</b> |              | <b>47.8%</b>  |          | <b>283,091</b> |          | <b>\$129.71</b>        |          | <b>\$61.95</b> |          |
| CHANGE              | YTD 2023     | CHANGE        | YTD 2023 | CHANGE         | YTD 2023 | CHANGE                 | YTD 2023 | CHANGE         | YTD 2023 |
| -0.7%               | \$58,681,957 | -1.8%         | 51.3%    | -8.1%          | 495,391  | 8.0%                   | \$118.46 | 6.1%           | \$60.73  |
| CHANGE              | YTD 2019     | CHANGE        | YTD 2019 | CHANGE         | YTD 2019 | CHANGE                 | YTD 2019 | CHANGE         | YTD 2019 |
| 21.1%               | \$48,097,664 | 3.1%          | 48.9%    | -5.1%          | 479,787  | 27.6%                  | \$100.25 | 31.4%          | \$49.04  |

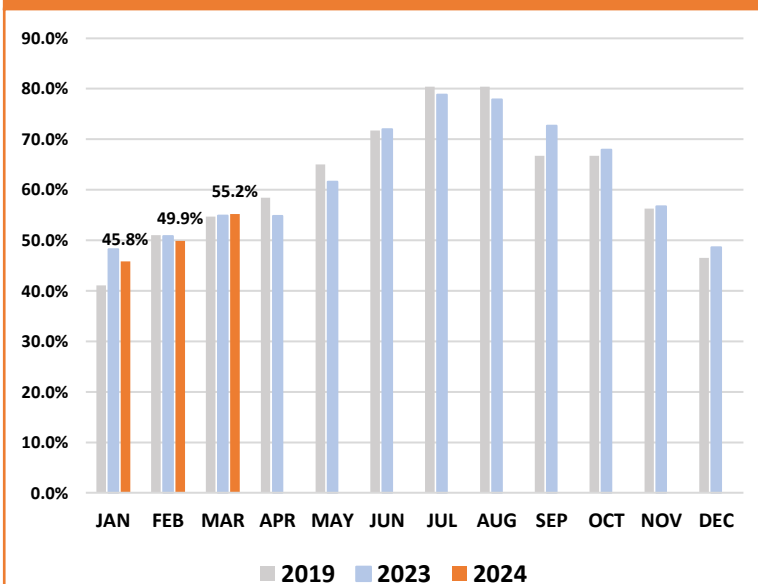
## SHORT-TERM RENTAL PERFORMANCE – MARCH 2024

| MARCH REVENUE      |             | MARCH OCCUPANCY |          | MAR. GUEST CHECK-INS |          | MAR. AVERAGE DAILY RATE |          | MARCH REVPAR   |          |
|--------------------|-------------|-----------------|----------|----------------------|----------|-------------------------|----------|----------------|----------|
| <b>\$2,404,563</b> |             | <b>21.5%</b>    |          | <b>4,854</b>         |          | <b>\$151.00</b>         |          | <b>\$32.00</b> |          |
| CHANGE             | FEB 2024    | CHANGE          | FEB 2024 | CHANGE               | FEB 2024 | CHANGE                  | FEB 2024 | CHANGE         | FEB 2024 |
| 47.7%              | \$1,627,938 | 29.5%           | 16.6%    | 34.3%                | 3,615    | 4.1%                    | \$145.00 | 33.3%          | \$24.00  |

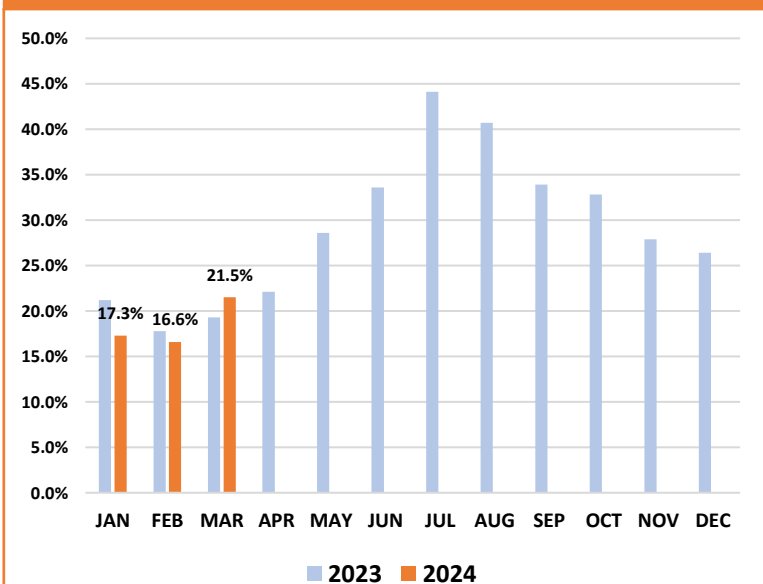
## SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

| YTD REVENUE        |             | YTD OCCUPANCY |          | YTD GUEST CHECK-INS |          | YTD AVERAGE DAILY RATE |          | YTD REVPAR     |          |
|--------------------|-------------|---------------|----------|---------------------|----------|------------------------|----------|----------------|----------|
| <b>\$6,036,721</b> |             | <b>18.8%</b>  |          | <b>12,570</b>       |          | <b>\$151.00</b>        |          | <b>\$28.00</b> |          |
| CHANGE             | YTD 2023    | CHANGE        | YTD 2023 | CHANGE              | YTD 2023 | CHANGE                 | YTD 2023 | CHANGE         | YTD 2023 |
| 55.3%              | \$3,887,192 | -5.5%         | 19.9%    | 50.7%               | 8,343    | 1.3%                   | \$149.00 | -6.7%          | \$30.00  |

## HOTEL OCCUPANCY – YOY COMPARISON



## SHORT TERM RENTAL OCCUPANCY - YOY COMPARISON



# AIRPORT AND CROSS BORDER TRAFFIC KPIS – MARCH 2024

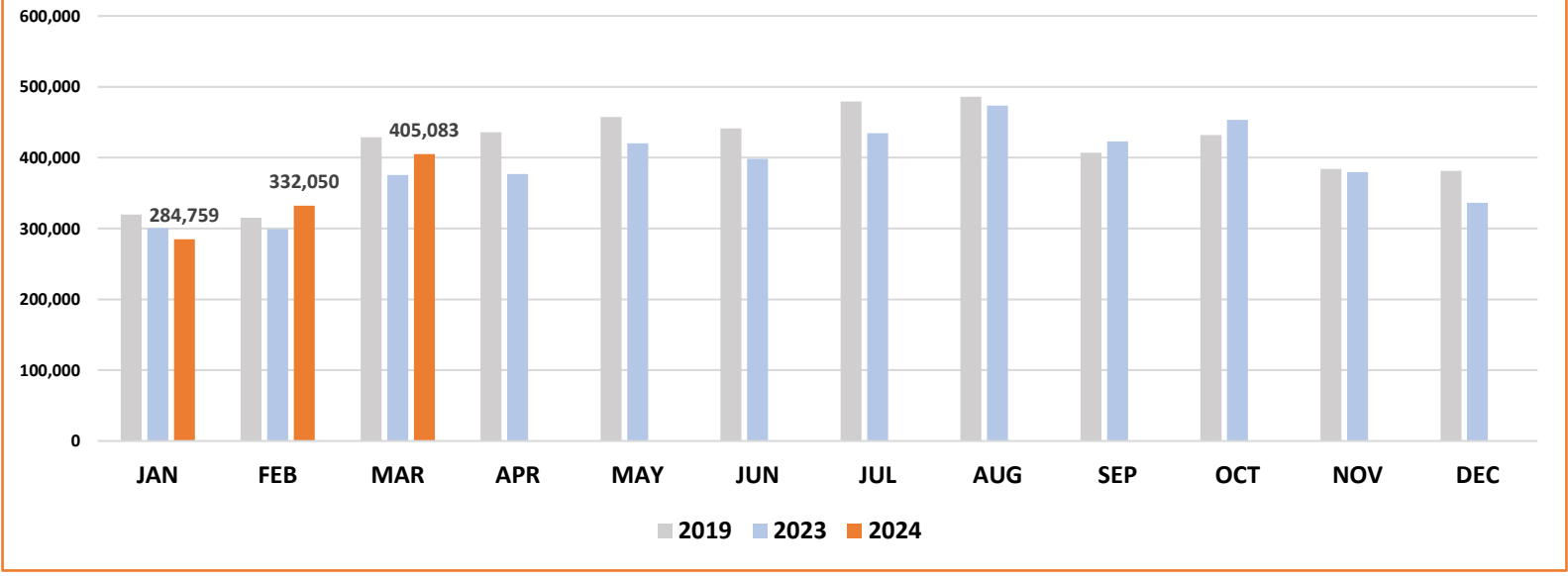
| BUF AIRPORT PASSENGERS – MARCH 2024                          |                |
|--|----------------|
| MAR. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC |                |
| <b>405,083</b>   |                |
| CHANGE   | FEB 2024       |
| <b>22.0%</b>   | <b>332,050</b> |

| CROSS BORDER TRAFFIC – MARCH 2024               |                |
|---|----------------|
| MARCH U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC |                |
| <b>353,027</b>                                  |                |
| CHANGE  | FEB 2024       |
| <b>22.5%</b>                                    | <b>288,301</b> |

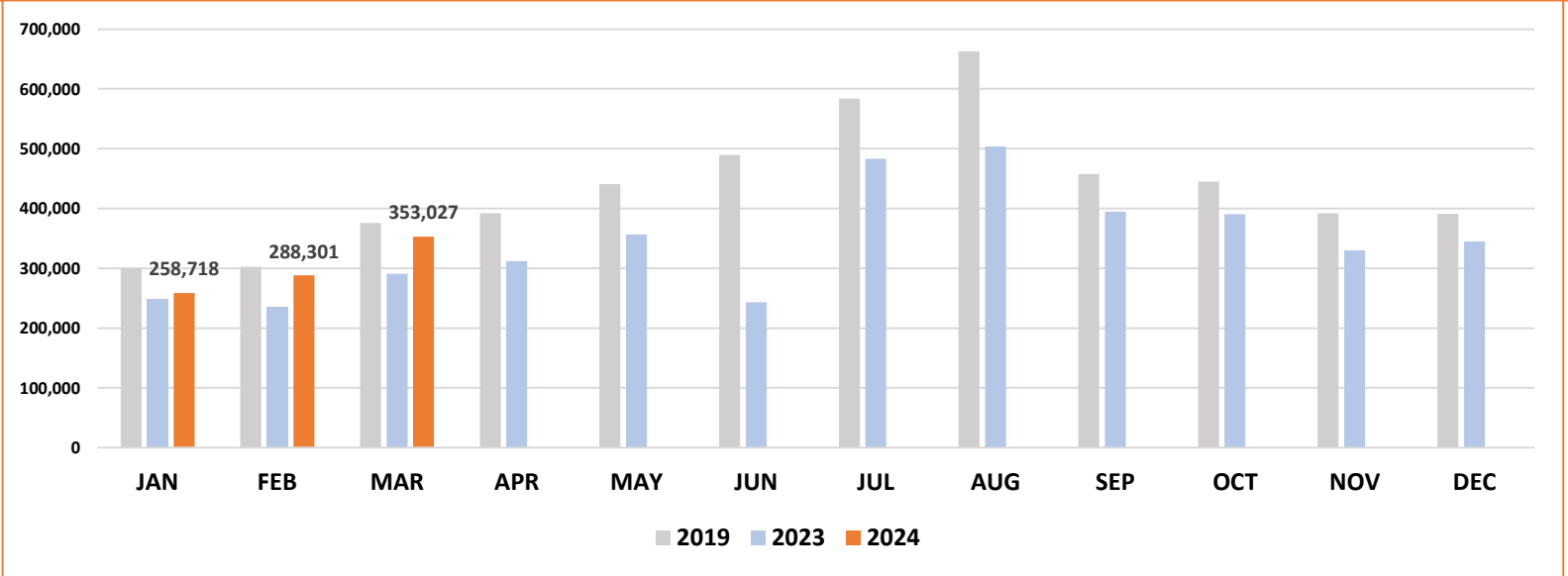
| BUF AIRPORT PASSENGERS – MARCH 2024                          |                  |
|--|------------------|
| MAR. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC |                  |
| <b>1,021,892</b>   |                  |
| CHANGE   | YTD 2023         |
| <b>4.8%</b>  | <b>975,441</b>   |
| CHANGE   | YTD 2019         |
| <b>-3.9%</b>   | <b>1,063,727</b> |

| CROSS BORDER TRAFFIC – FY 2024 YTD                          |                |
|---|----------------|
| YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC |                |
| <b>900,046</b>  |                |
| CHANGE  | YTD 2023       |
| <b>16.1%</b>  | <b>775,302</b> |
| CHANGE  | YTD 2019       |
| <b>-7.9%</b>  | <b>977,743</b> |

## BUF AIRPORT PASSENGERS – YOY COMPARISON



## CROSS BORDER TRAFFIC – YOY COMPARISON



# SALES AND SERVICES KPIS – MARCH 2024

## LEADS GENERATED PERFORMANCE – MARCH 2024

| MARCH LEADS GENERATED |          | MARCH LEADS ROOM NIGHTS |          | MARCH LEADS ATTENDANCE |          | MAR. LEADS ECONOMIC IMPACT |              |
|-----------------------|----------|-------------------------|----------|------------------------|----------|----------------------------|--------------|
| 37                    |          | 15,856                  |          | 30,403                 |          | \$15,045,102               |              |
| CHANGE                | FEB 2024 | CHANGE                  | FEB 2024 | CHANGE                 | FEB 2024 | CHANGE                     | FEB 2024     |
| -43.9%                | 66       | -72.3%                  | 57,702   | -40.3%                 | 50,964   | -66.5%                     | \$44,871,936 |

## LEADS GENERATED PERFORMANCE – FY2024 YTD

| YTD LEADS GENERATED |          | YTD LEADS ROOM NIGHTS |          | YTD LEADS ATTENDANCE |          | YTD LEADS ECONOMIC IMPACT |              |
|---------------------|----------|-----------------------|----------|----------------------|----------|---------------------------|--------------|
| 114                 |          | 90,927                |          | 101,862              |          | \$78,273,622              |              |
| CHANGE              | YTD 2023 | CHANGE                | YTD 2023 | CHANGE               | YTD 2023 | CHANGE                    | YTD 2023     |
| -13.0%              | 131      | 80.4%                 | 50,395   | 191.1%               | 34,994   | 106.2%                    | \$37,958,264 |

## DEFINITE BOOKINGS PERFORMANCE – MARCH 2024

| MARCH DEFINITE BOOKINGS |          | MARCH DEFINITE ROOM NIGHTS |          | MARCH DEFINITE ATTENDANCE |          | MAR. DEFINITE ECONOMIC IMPACT |              |
|-------------------------|----------|----------------------------|----------|---------------------------|----------|-------------------------------|--------------|
| 28                      |          | 11,670                     |          | 13,785                    |          | \$8,801,977                   |              |
| CHANGE                  | FEB 2024 | CHANGE                     | FEB 2024 | CHANGE                    | FEB 2024 | CHANGE                        | FEB 2024     |
| -9.7%                   | 31       | -38.5%                     | 18,984   | -42.3%                    | 23,910   | -45.6%                        | \$16,790,008 |

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

| YTD DEFINITE BOOKINGS |          | YTD DEFINITE ROOM NIGHTS |          | YTD DEFINITE ATTENDANCE |          | YTD DEFINITE ECONOMIC IMPACT |              |
|-----------------------|----------|--------------------------|----------|-------------------------|----------|------------------------------|--------------|
| 76                    |          | 39,910                   |          | 50,620                  |          | \$34,610,156                 |              |
| CHANGE                | YTD 2023 | CHANGE                   | YTD 2023 | CHANGE                  | YTD 2023 | CHANGE                       | YTD 2023     |
| -12.6%                | 87       | 41.1%                    | 28,294   | 132.8%                  | 21,743   | 70.0%                        | \$20,358,647 |

## EVENTS HELD PERFORMANCE – MARCH 2024

| MAR. EVENTS HELD |          | MAR. EVENTS HELD HOTEL ROOMS |          | MAR. EVENTS HELD ATTENDANCE |          | MARCH GROUPS SERVICED |          |
|------------------|----------|------------------------------|----------|-----------------------------|----------|-----------------------|----------|
| 25               |          | 14,433                       |          | 17,945                      |          | 14                    |          |
| CHANGE           | FEB 2024 | CHANGE                       | FEB 2024 | CHANGE                      | FEB 2024 | CHANGE                | FEB 2024 |
| 56.3%            | 16       | 4.6%                         | 13,799   | 1.3%                        | 17,717   | 55.6%                 | 9        |

## EVENTS HELD PERFORMANCE – FY2024 YTD

| YTD EVENTS HELD |          | YTD EVENTS HELD HOTEL ROOMS |          | YTD EVENTS HELD ATTENDANCE |          | MARCH GROUPS SERVICED |          |
|-----------------|----------|-----------------------------|----------|----------------------------|----------|-----------------------|----------|
| 54              |          | 40,862                      |          | 49,787                     |          | 29                    |          |
| CHANGE          | YTD 2023 | CHANGE                      | YTD 2023 | CHANGE                     | YTD 2023 | CHANGE                | YTD 2023 |
| 10.2%           | 49       | -9.1%                       | 44,976   | 9.2%                       | 45,590   | -3.3%                 | 30       |

## LOST BUSINESS LEADS – MARCH

| MARCH LOST BUSINESS LEADS |          | YTD LOST BUSINESS LEADS |              |
|---------------------------|----------|-------------------------|--------------|
| 18                        |          | 43                      |              |
| CHANGE                    | FEB 2024 | CHANGE                  | PREVIOUS YTD |
| 28.6%                     | 14       | -12.2%                  | 49           |

## LOST BUSINESS LEADS – FY YTD

## PARTNER REFERRALS – MARCH

| MARCH LOST BUSINESS LEADS |          | YTD LOST BUSINESS LEADS |              |
|---------------------------|----------|-------------------------|--------------|
| 81                        |          | 102                     |              |
| CHANGE                    | FEB 2024 | CHANGE                  | PREVIOUS YTD |
| No History                | New KPI  | No History              | New KPI      |

# MARKETING AND COMMUNICATIONS KPIs – MARCH 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – MARCH 2024

| MARCH ENGAGED SESSIONS |          | MARCH MOBILE SESSIONS |          | MARCH WEBSITE VIEWS |          | MARCH ALL VIDEO VIEWS |          | MARCH SHARED SOCIAL POSTS |          |
|------------------------|----------|-----------------------|----------|---------------------|----------|-----------------------|----------|---------------------------|----------|
| 132,545                |          | 88,165                |          | 376,189             |          | 690,287               |          | 180                       |          |
| CHANGE                 | FEB 2024 | CHANGE                | FEB 2024 | CHANGE              | FEB 2024 | CHANGE                | FEB 2024 | CHANGE                    | FEB 2024 |
| 41.3%                  | 93,803   | 51.7%                 | 58,106   | 48.2%               | 253,919  | 55.1%                 | 445,076  | -1.6%                     | 183      |

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

| YTD ENGAGED SESSIONS |          | YTD MOBILE SESSIONS |          | YTD WEBSITE VIEWS |          | YTD ALL VIDEO VIEWS |           | YTD SHARED SOCIAL POSTS |          |
|----------------------|----------|---------------------|----------|-------------------|----------|---------------------|-----------|-------------------------|----------|
| 305,504              |          | 195,292             |          | 500,832           |          | 1,610,323           |           | 540                     |          |
| CHANGE               | YTD 2023 | CHANGE              | YTD 2023 | CHANGE            | YTD 2023 | CHANGE              | YTD 2023  | CHANGE                  | YTD 2023 |
| 60.0%                | 191,499  | 74.1%               | 112,169  | -19.5%            | 622,507  | -29.6%              | 2,287,513 | 2.5%                    | 527      |

## MEDIA RELATIONS PERFORMANCE – MARCH 2024

| MARCH MEDIA PLACEMENTS |          | MARCH MEDIA IMPRESSIONS |            | MARCH MEDIA SOCIAL SHARES |          | MARCH MEDIA TOUCHPOINTS |          | MARCH MEDIA VISITS |          |
|------------------------|----------|-------------------------|------------|---------------------------|----------|-------------------------|----------|--------------------|----------|
| 20                     |          | 353,363,406             |            | 873                       |          | 11                      |          | 3                  |          |
| CHANGE                 | FEB 2024 | CHANGE                  | FEB 2024   | CHANGE                    | FEB 2024 | CHANGE                  | FEB 2024 | CHANGE             | FEB 2024 |
| 81.8%                  | 11       | 624.6%                  | 48,763,647 | 204.2%                    | 287      | 10.0%                   | 10       | 200.0%             | 1        |

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

| YTD MEDIA PLACEMENTS |          | YTD MEDIA IMPRESSIONS |             | YTD MEDIA SOCIAL SHARES |          | YTD MEDIA TOUCHPOINTS |          | YTD MEDIA VISITS |          |
|----------------------|----------|-----------------------|-------------|-------------------------|----------|-----------------------|----------|------------------|----------|
| 49                   |          | 441,427,620           |             | 2,431                   |          | 29                    |          | 4                |          |
| CHANGE               | YTD 2023 | CHANGE                | YTD 2023    | CHANGE                  | YTD 2023 | CHANGE                | YTD 2023 | CHANGE           | YTD 2023 |
| 145.0%               | 20       | -32.6%                | 655,341,976 | 12.2%                   | 2,166    | -40.8%                | 49       | 33.3%            | 3        |

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

| YTD FACEBOOK |          | YTD X (TWITTER) |          | YTD INSTAGRAM |          | YTD TIKTOK |          |
|--------------|----------|-----------------|----------|---------------|----------|------------|----------|
| 101,725      |          | 29,793          |          | 83,622        |          | 28,040     |          |
| CHANGE       | YTD 2023 | CHANGE          | YTD 2023 | CHANGE        | YTD 2023 | CHANGE     | YTD 2023 |
| 1.0%         | 100,686  | -0.5%           | 29,938   | 52.8%         | 54,733   | 49.9%      | 18,706   |

# CONVENTION CENTER KPIS – MARCH 2024

## BCC REVENUE PERFORMANCE – MARCH 2024

| MARCH TOTAL REVENUE |           | MARCH RENT REVENUE |           | MARCH F&B REVENUE |           | MARCH ELECTRICAL REV |          | MARCH OTHER REVENUE |          |
|---------------------|-----------|--------------------|-----------|-------------------|-----------|----------------------|----------|---------------------|----------|
| \$423,158           |           | \$165,910          |           | \$227,364         |           | \$29,884             |          | \$0.00              |          |
| CHANGE              | FEB 2024  | CHANGE             | FEB 2024  | CHANGE            | FEB 2024  | CHANGE               | FEB 2024 | CHANGE              | FEB 2024 |
| -24.5%              | \$560,559 | 21.3%              | \$136,746 | -40.5%            | \$382,119 | 18.5%                | \$36,669 | -100.0%             | \$5,025  |

## BCC REVENUE PERFORMANCE – YTD2024 YTD

| YTD TOTAL REVENUE |             | YTD RENT REVENUE |           | YTD F&B REVENUE |             | YTD ELECTRICAL REVENUE |           | YTD OTHER REVENUE |           |
|-------------------|-------------|------------------|-----------|-----------------|-------------|------------------------|-----------|-------------------|-----------|
| \$1,364,029       |             | \$338,986        |           | \$948,599       |             | \$69,569               |           | \$6,875           |           |
| CHANGE            | YTD 2023    | CHANGE           | YTD 2023  | CHANGE          | YTD 2023    | CHANGE                 | YTD 2023  | CHANGE            | YTD 2023  |
| 33.4%             | \$1,022,693 | 22.0%            | \$141,899 | 93.0%           | \$373,788   | 10.3%                  | \$35,982  | -93.6%            | \$108,399 |
| CHANGE            | YTD 2019    | CHANGE           | YTD 2019  | CHANGE          | YTD 2019    | CHANGE                 | YTD 2019  | CHANGE            | YTD 2019  |
| -24.5%            | \$1,807,037 | -2.5%            | \$345,804 | -29.2%          | \$1,342,475 | -40.0%                 | \$115,906 | 709.8%            | \$849     |

## BCC OPERATIONS PERFORMANCE – MARCH 2024

| MARCH TOTAL EVENTS |          | MARCH CONVENTIONS |          | MARCH MEETINGS |          | MARCH BANQUETS |          | JAN CONS/PUBLIC SHOWS |          |
|--------------------|----------|-------------------|----------|----------------|----------|----------------|----------|-----------------------|----------|
| 8                  |          | 2                 |          | 2              |          | 3              |          | 1                     |          |
| CHANGE             | FEB 2024 | CHANGE            | FEB 2024 | CHANGE         | FEB 2024 | CHANGE         | FEB 2024 | CHANGE                | FEB 2024 |
| 33.3%              | 6        | -33.3%            | 3        | 100.0%         | 1        | 200.0%         | 1        | Null                  | 1        |

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

| YTD TOTAL EVENTS |          | YTD CONVENTIONS |          | YTD MEETINGS |          | YTD BANQUETS |          | YTD CONS/PUBLIC SHOWS |          |
|------------------|----------|-----------------|----------|--------------|----------|--------------|----------|-----------------------|----------|
| 23               |          | 6               |          | 7            |          | 6            |          | 4                     |          |
| CHANGE           | YTD 2023 | CHANGE          | YTD 2023 | CHANGE       | YTD 2023 | CHANGE       | YTD 2023 | CHANGE                | YTD 2023 |
| 21.1%            | 19       | 50.0%           | 4        | 250.0%       | 2        | -25.0%       | 8        | -20.0%                | 5        |
| CHANGE           | YTD 2023 | CHANGE          | YTD 2023 | CHANGE       | YTD 2023 | CHANGE       | YTD 2023 | CHANGE                | YTD 2023 |
| -23.3%           | 30       | Null            | 6        | Null         | 7        | -40.0%       | 10       | -42.9%                | 7        |

## BCC EVENT ATTENDANCE – MARCH 2024

| MARCH TOTAL EVENT ATTENDANCE |          |
|------------------------------|----------|
| 27,062                       |          |
| CHANGE                       | FEB 2024 |
| 17.5%                        | 23,027   |

## BCC EVENT ATTENDANCE – FY2024 YTD

| TYD TOTAL EVENT ATTENDANCE |          |
|----------------------------|----------|
| 57,635                     |          |
| CHANGE                     | YTD 2023 |
| -43.6%                     | 102,249  |
| CHANGE                     | YTD 2019 |
| -59.7%                     | 142,915  |

## BCC DAYS OCCUPIED – MARCH 2024

| MARCH TOTAL NUMBER OF DAYS OCCUPIED |          |
|-------------------------------------|----------|
| 24                                  |          |
| CHANGE                              | FEB 2024 |
| 9.1%                                | 22       |

## BCC DAYS OCCUPIED – FY2024 YTD

| TYD TOTAL NUMBER OF DAYS OCCUPIED |          |
|-----------------------------------|----------|
| 68                                |          |
| CHANGE                            | YTD 2023 |
| 4.6                               | 65       |
| CHANGE                            | YTD 2019 |
| -10.5                             | 76       |

# CONVENTION CENTER KPIS – MARCH 2024

## BCC REVENUE DASHBOARD – MARCH 2024

| MARCH TOTAL LEADS |          | MARCH LEADS GENERATED BY BCC |          | MARCH LEADS GENERATED BY VBN |          | MARCH CONFIRMED BOOKINGS |          |
|-------------------|----------|------------------------------|----------|------------------------------|----------|--------------------------|----------|
| 9                 |          | 6                            |          | 3                            |          | 16                       |          |
| CHANGE            | FEB 2024 | CHANGE                       | FEB 2024 | CHANGE                       | FEB 2024 | CHANGE                   | FEB 2024 |
| -30.7%            | 13       | -33.3%                       | 9        | -25.0%                       | 4        | 166.7%                   | 6        |

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

| YTD TOTAL LEADS |          | YTD LEADS GENERATED BY BCC |          | YTD LEADS GENERATED BY VBN |          | YTD CONFIRMED BOOKINGS |          |
|-----------------|----------|----------------------------|----------|----------------------------|----------|------------------------|----------|
| 33              |          | 20                         |          | 13                         |          | 43                     |          |
| CHANGE          | YTD 2023 | CHANGE                     | YTD 2023 | CHANGE                     | YTD 2023 | CHANGE                 | YTD 2023 |
| -23.3%          | 43       | 33.3%                      | 30       | Null                       | 13       | 34.4%                  | 32       |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – MARCH 2024

| MARCH TOTAL SOLICITATION CALLS |          | MARCH EXISTING CLIENT CALLS |          | MARCH NEW CLIENT CALLS |          | MARCH LOST BUSINESS |          |
|--------------------------------|----------|-----------------------------|----------|------------------------|----------|---------------------|----------|
| 45                             |          | 20                          |          | 25                     |          | 6                   |          |
| CHANGE                         | FEB 2024 | CHANGE                      | FEB 2024 | CHANGE                 | FEB 2024 | CHANGE              | FEB 2024 |
| -6.3%                          | 48       | -31.0%                      | 29       | 31.6%                  | 19       | -40.0%              | 10       |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

| YTD TOTAL SOLICITATION CALLS |          | YTD EXISTING CLIENT CALLS |          | YTD NEW CLIENT CALLS |          | YTD LOST BUSINESS |          |
|------------------------------|----------|---------------------------|----------|----------------------|----------|-------------------|----------|
| 146                          |          | 77                        |          | 69                   |          | 18                |          |
| CHANGE                       | YTD 2023 | CHANGE                    | YTD 2023 | CHANGE               | YTD 2023 | CHANGE            | YTD 2023 |
| -22.8%                       | 189      | 43.0%                     | 50       | -50.4%               | 139      | Null              | 18       |

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

|                            | YTD 2019     | 2024         | 2025         | 2026         | 2027         |
|----------------------------|--------------|--------------|--------------|--------------|--------------|
| Number of Events           | 138          | 112          | 69           | 44           | 24           |
| Expected Attendance        | 249,975      | 166,530      | 216,987      | 142,362      | 103,650      |
| Expected Hotel Room Nights | 25,000       | 21,879       | 19,441       | 20,317       | 3,975        |
| Expected Economic Impact   | \$34,063,840 | \$26,016,605 | \$29,269,549 | \$16,498,327 | \$11,963,640 |

## 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  
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

Momentum Technologies

Sales Force Marketing Cloud

Simpleview

STR (Smith Travel Research)

Tourism Economics

Zartico



# BUFFALO CONVENTION CENTER