



QUARTERLY HIGHLIGHTS

APRIL - JUNE 2024

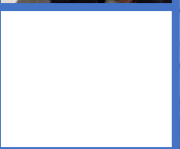
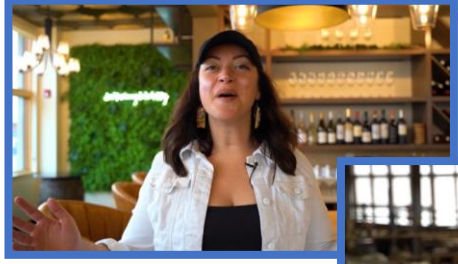


**BUFFALO
CONVENTION
CENTER**



“Say Cheese” Attendance Building-Welcome Video for American Cheese Society Convention

In anticipation of the American Cheese Society’s annual convention, which will take place at the Buffalo Convention Center in July, Visit Buffalo Niagara created an attendance-building welcome video that was released in April for social media purposes. The video featured local cheese producers and businesses, including Meet & Eat Charcuterie, Eden Valley Creamery, Lactalis, and Erie County Executive Mark Poloncarz.



Inaugural Jeff Sauer International Deaf Hockey Series

In April, the Buffalo Niagara Sports Commission was excited to welcome the inaugural Jeff Sauer International Deaf Hockey Series that took place at the Northtown Center at Amherst. The tournament featured women's teams from the USA and Canada as well as men's teams from the USA, Canada, Czech Republic, and Finland. The event is named after Jeff Sauer, a member of the U.S. Hockey Hall of Fame, who had a distinguished coaching career spanning over 40 years. Sauer was the former head coach of the USA men's deaf team and notably he led the U.S. to gold medals in deaf hockey and Paralympic sled hockey competitions.



Part of the event included a community outreach program where the USA Women's Deaf national team alongside the Buffalo Sabres hosted a hockey themed assembly for students at Buffalo's St. Mary's School for the Deaf. Thank you, Team USA, for taking the time to make a difference in these students lives. It was an inspirational experience for the students and athletes to share together.

Brand USA Chicago-Pittsburgh-Buffalo Japanese FAM Tour

As part of an immersive Buffalo arts and culture experience, Patrick Kaler, Mike Even and Leah Mueller hosted a dinner in the Gardener's Cottage at Frank Lloyd Wright's Martin House with a delegation of tour operators from Japan. Visit Buffalo Niagara partnered with Brand USA and our DMO counterparts in Chicago and Pittsburgh to host this multi-destination familiarization tour for an international inbound market that is poised to make a strong return of post-pandemic visitation to the United States. The visit coincided with the Martin House special exhibit “Thought-Built: The Imperial Hotel at 100” a rare opportunity to explore the largest collection of artifacts from the lost Imperial Hotel in Chiyoda City, Tokyo, a hybrid of Japanese and Western architectural traditions.



Q2 2024 SALES & SERVICES HIGHLIGHTS

U.S. Travel's IPW International Travel Tradeshow

Visit Buffalo Niagara's Leah Mueller, Michelle Kearns, and Patrick Kaler were joined by representatives from Buffalo AKG, National Comedy Center, and Visions Hotels in Los Angeles, CA, at the 2024 U.S. Travel Association's IPW tradeshow. IPW is the largest international inbound travel tradeshow held in the United States. Over three days, VBN conducted over 150 meetings with international tour operators and travel media. The staff also participate in market update sessions, educational seminars, and meetings with several organizational vendors and partners.

Following IPW, the team returned to Buffalo. It hosted familiarization with the in-market representatives from I Love NY's Germany, Switzerland, and Australia offices and the UK office for the Great Lakes USA. In addition to the representatives, travel trade and media members also participated on the fam tours.



Q2 2024 SALES AND SERVICES DEPARTMENT TRADESHOW ATTENDANCE

 <p>Sports ETA SPORTS EVENTS & TOURISM ASSOCIATION</p> <p>Women's Summit Cleveland, OH April 3-5 Lauren Vargo</p>	 <p>DESTINATIONS INTERNATIONAL pcma</p> <p>Sales & Services Summit and Destinations Showcase Washington, DC April 8-11 Temekia Powers</p>	 <p>2024 New York State TOURISM CONFERENCE</p> <p>Tourism Conference Niagara Falls, NY April 17-19 Michelle Kearns, Meredith Walsh & Meaghan Zimmer</p>	 <p>CLIA CRUISE LINES INTERNATIONAL ASSOCIATION</p> <p>Cruise 360 Conference Fort Lauderdale, FL April 16-18 Leah Mueller</p>
 <p>African American Traveler Conference Chesapeake, VA April 16-18 Karen Cox & Marisa Urbano</p>	 <p>Sports ETA SPORTS EVENTS & TOURISM ASSOCIATION</p> <p>Young Professionals Conference Portland, OR April 19-21 James Adler</p>	 <p>U.S. TRAVEL ASSOCIATION®</p> <p>IPW Tradeshow Los Angeles, CA May 3-7 Leah Mueller & Patrick Kaler</p>	 <p>SGMP Society of Government Meeting Professionals</p> <p>Annual Convention Omaha, NB May 7-9 Meredith Walsh</p>
 <p>GREAT LAKES USA CRUISE THE GREAT LAKES</p> <p>Annual Members Meeting Virtually May 13-14 Leah Mueller & Patrick Kaler</p>	 <p>TAP INTO TRAVEL</p> <p>Annual Conference Rochester, NY June 11-14 Leah Mueller</p>	 <p>COMPETE SPORTS. DIVERSITY.</p> <p>Diversity Summit Columbus, OH June 12-16 James Adler & Greg Gelinas</p>	 <p>PBA PENNSYLVANIA BUS ASSOCIATION SINCE 1923</p> <p>Annual Convention Ithaca, NY June 17-20 Leah Mueller</p>
 <p>THE MILITARY REUNION NETWORK Formerly Reunion Friendly Network</p> <p>Annual Convention Fairfax, VA June 21-24 Meredith Walsh</p>	 <p>asae®</p> <p>Leadership Forum Toronto, ON June 23-25 Temekia Powers</p>	 <p>GUIDE. EMPOWER. LEAD. ESSAE EMPIRE STATE SOCIETY OF ASSOCIATION EXECUTIVES</p> <p>Annual Conference & Expo Saratoga Springs, NY June 27-28 Meaghan Zimmer</p>	 <p>IWI Inland Waterways International</p> <p>World Canals Conference Bydgoszcz, Poland June 22-26</p>



2024 Visit Buffalo Niagara In The BUF Visitor Guide

Visit Buffalo Niagara's Meaghan Zimmer and Melissa Burke from the Buffalo Convention Center were joined by sales staff from the Hyatt Regency Buffalo and The Westin Buffalo at the 2024 Empire State Society of Association Executives Annual Tradeshow in

Saratoga Springs, NY. The New York State Association market is very important to the annual convention and meetings success for the convention center and the hotel industry producing millions of dollars of economic impact for the community.

Meaghan also served on a panel discussion organized by Meeting Planners International's Update New York Chapter entitled, "The ABC's of RFP's."



Celebrating Global Meetings Industry Day

Global Meetings Industry Day was created by the U.S. Travel Association to showcase the economic relevance and job creation that the meetings/conventions industry has for communities and businesses across the country. Visit Buffalo Niagara and the Buffalo Niagara Convention Center recognized this day by highlighting the benefits and impact of professional meetings and events held in Buffalo and Erie County through a video showcasing the convention center, hotels, and off-site venues.

Increasing convention center business is a major focus at Visit Buffalo Niagara; the video featured the 2023 New York State School Boards Association annual meeting as an illustration of their impact.



Promoting 2025 World Canals Conference in Poland

In September 2025, the World will come to Buffalo as the International Waterways World Canal Conference will bring together hundreds of canals and inland waterway enthusiasts, professionals, and scholars to learn about a variety of topics related to canals. New York State and the New York State Canal Corporation's commemoration of the 200th anniversary of the Erie Canal's opening in 1825 will be incorporated into the conference program.

Visit Buffalo Niagara with our state and canal partners in kicking off the promotion of WCC2025 with a special invitation video, including a message from Governor Kathy Hochul during the closing ceremonies of the 2024 World Canals Conference in Bydgoszcz, Poland.



New York State DMO Sports FAM and Buffalo Pre-FAM

The Buffalo Niagara Sports Commission was honored to be a part of the first-ever New York State Destination Marketing Organizations Sports FAM Tour in Discover Albany! Greg Gelinias & James Adler had the opportunity to meet with seventeen rights holders looking to host their events in Buffalo and Erie County.

BSN hosted a pre-fam before the Albany Event, hosting rights holders who have not previously held events in our destination, including; World Axe Throwing League, American Dart Association, Legends Masters CrossFit, and Professional Disc Golf Association. A huge thank you to our local partners and Huddle Up Group, LLC who contributed to making this visit a success. Together, we showcased what Buffalo and Erie County offer in the Sports and Hospitality Scene. Stay tuned for potential collaborations and future events!



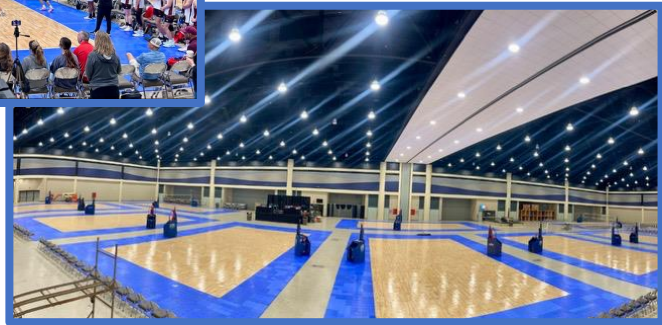


56th Annual International Aviation Snow Symposium

Visit Buffalo Niagara welcomed back to the Buffalo Convention Center the organizers and attendees for the April 56th Annual International Aviation Snow Symposium. We're thrilled to have one of our favorite long-term annual conventions back in town and strive each year to make the experience as easy as possible for the planners and enjoyable for the attendees. A huge thank you to all the local industry stakeholders, including hotels, audio-visual companies, special event production professionals, and the businesses in the downtown Buffalo entertainment district. We also appreciate the working relationship with the Niagara Frontier Transportation Authority and the Buffalo Niagara International Airport staff for their support in hosting this annual event.

Bump-Set-Spike Volleyball Comes to the BCC

The Buffalo Niagara Sports Commission and the Buffalo Convention Center hosted its first-ever volleyball event, organized by the Niagara Frontier Volleyball Club, in preparation for the national tournament. The Northeast Point Series Championship brought 64 teams from Ohio, Pennsylvania, Canada, and New York. We're looking forward to this being the first of many volleyball events at the Buffalo Convention Center. Kudos to BNSC's Greg Gelinas and Colleen Scozzafava from the BCC for their determination to land the event and for their creativity to make ten volleyball courts fit on the center's exhibit floor.



Bandits Win Means Donuts for VBN/BNSC

There is nothing like in-state sports rivalry between two destination marketing organizations, especially when it comes to professional lacrosse. This year, the Buffalo Bandits took on the Albany Fire Wolves for the NLL Championships! In the spirit of friendly competition, Visit Buffalo Niagara and Discover Albany have raised the stakes of this series. After the Bandits' championship win, Discover Albany sent Cider Belly donuts to the Visit Buffalo Niagara team. Being the good sports that we are as a staff, we did send some Perry's ice cream to our rivals in Albany.



VBN Attends NYSTIA Conference

Members of the Visit Buffalo Niagara staff joined other tourism industry professionals from across New York State at the 2024 New York State Tourism Conference in Niagara Falls, NY. The team enjoyed learning and engaging with fellow industry colleagues, vendors and speakers. Professional development topics included insights into AI, outdoor travel writing, and furthering sustainability in the tourism space.



ED HEALY
PRESERVATION
AWARD WINNER

LIFETIME
PRESERVATION
ACHIEVEMENT



Celebrating Ed Healy's Retirement After 20+ Years

Visit Buffalo Niagara celebrated and recognized our Vice President of Marketing, Edward Healy, who retired after 20+ years with the organization at the end of May. The staff honored Ed with memories, laughter, and even a few tears at a luncheon in downtown Buffalo. We also gathered for one last staff picture with Ed in front of the iconic BUF letters at Canalside, a vision he led and helped bring to light. It has been such a privilege for all of us to work alongside Ed. His leadership, marketing, and communications expertise have guided Visit Buffalo Niagara to award-winning campaigns, websites, travel media exposure, superb video content, and so much more. Ed truly made a difference and an unforgettable impact on our entire region. As part of Ed's last week with VBN, he was honored with the Lifetime Preservation Achievement Award from Preservation Buffalo Niagara for his career in Buffalo tourism and his work to bring the National Trust For Historic Preservation to Buffalo. Thank you, Ed, for everything you've done at Visit Buffalo Niagara to make our work respected, enjoyable, and incredibly rewarding!



VBN's Live Music Tourism Promotion – Podcast Launch

As part of Visit Buffalo Niagara's music tourism campaign, VBN has launched a new podcast series. Buffalo is a perfect destination for the lover of live music. Don't believe us? Hear it from Buffalo's awesome venues' musicians, fans, and owners. From elegant concert halls to indie-rock watering holes, Buffalo has everything happening seven days a week. The destination is home to a large population of deeply talented professional musicians working in every imaginable genre and a larger population of true music lovers eager to bask in the region's all-but-limitless live music offerings. VBN launched the Hear Here podcast production with Buffalo Toronto Public Media. Further activations related to Hear Here will be launched later this year with a broader advertising campaign in 2025.

HEAR HERE: LIVE MUSIC IN BUFFALO

Have you ever been to a concert in Buffalo? If not, Buffalo is an perfect destination for the lover of live music. Don't believe us? Hear it from the musicians, fans and owners of Buffalo's awesome venues!

From elegant concert halls to indie-rock watering holes, we've got it all going on, seven days a week. Our city is home to a large population of deeply talented professional musicians working in every imaginable genre, and an even larger population of true music lovers eager to bask in the region's all-but-limitless live music offerings. That's why we've created a podcast about it!

Each episode of Hear Here will have everything from behind-the-scenes tours to interviews with experts from different venues, Q&As with music icons, testimonials from fans and plenty more. Listen to the latest episodes of Hear Here or subscribe where ever you listen to podcasts!

Hear Here is a production of Buffalo Toronto Public Media for Visit Buffalo Niagara

EPISODE 1: TOWN BALLROOM

Hear Here: Live Music in Buffalo, NY
 Town Ballroom: Hear Here

On this episode of Hear Here, we visit the iconic Town Ballroom. Initially called The Town Casino in the '40s, '50s and '60s, the Town Ballroom on Main Street in Buffalo, NY hosted legends such as Frank Sinatra, Nat King Cole, and Miles Davis. In the following decades, the building would change ownership multiple times. Nearly twenty years ago, hoping to establish a premier concert venue in Buffalo, Arnie Kierchoff and Donny Kutzbach of Furture Presents decided to "reopen the old girl to her former glory." In this episode, Donnie and Arnie share their story of transforming this iconic venue to showcase local, national, and international acts. Bentley also visits with Max Kerman, the lead singer of Arkeleto, to find out what it's like to play here. Finally, we meet Town Ballroom superstar Jim Lemoy, who has officially obtained VIP status, attending more than 400 concerts, and counting.

A MUSIC-LOVER'S GUIDE TO BUFFALO

Buffalo is an ideal destination for the lover of live music. From elegant concert halls to indie-rock watering holes, we've got it all going on, seven days a week. Our city is home to a large population of deeply talented professional musicians working in every imaginable genre, and an even larger population of true music lovers eager to bask in the region's all-but-limitless live music offerings. That's why we've created a podcast about it!

JamBase - Follow
 Jul 8 · 📍

"Are you ready to jam?! Or jazz? Or rock? Where you at indie folk punk funk dub folks?! All the symphony fans in the house say yeah-yuh!" Whatever your vibe, every night in Buffalo you can find something cool to listen to - and some nights you can find everything. Check out this sneaky cool scene - you're going to love what you hear here.

Buffalo Niagara

I ❤️ NY

visitbuffalonigara.com
Find Your Groove in Buffalo [Learn more](#)



MOHAWK PLACE

47 EAST MOHAWK ST., BUFFALO, NY

IF YOU'RE LOOKING FOR MORE ON BUFFALO'S LEGENDARY MUSIC SCENE CHECK OUT OUR **LIVE MUSIC & NIGHTLIFE PAGE**

EXAMPLES OF Q2 MEDIA HITS

AFAR

Our Favorite Family Destinations Across the U.S. for 2024

Hikes, museums, and train rides await, from Hawaii's to New York and beyond.



Our writers have taken their families to New Mexico, New York, and Kauai this year.

Travel changes when you have kids, but it doesn't have to end; you just need to factor in a few more needs and opinions than before. Thankfully, the

Readership: 1,437,120
Shares: 23

TORONTO STAR

Why you should spend a weekend in Buffalo, N.Y., a city of low-key cool

Buffalo is undergoing a renaissance, with a revitalized waterfront, a fast-growing food and drink scene and transformed historic sites.

Updated April 23, 2024 at 11:10 a.m.

April 20, 2024



A view of downtown Buffalo, N.Y., and its art deco City Hall.

Joseph Hrycyk / Joseph Hrycyk /

By Karen Kwan Special to the Star

On my first visit to Buffalo, N.Y., eight years ago, I remember looking up at the stunning art deco design of the City Hall, and at the large (and

Readership: 4,697,511
Shares: 59

TimeOut



The best food and drink trails in America for experiencing local flavors

Hit the road and chow down along the best food and drink trails in America

Tuesday April 23 2024

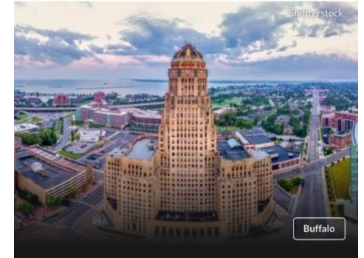
Photograph: Courtesy Experience Grand Rapids

Readership: 18,891,051
Shares: NA

THE TRAVEL

A Visit To Buffalo Convinced Me It's One Of The Best Affordable Cities In New York

By Sharon Kong-Perring · May 28, 2024



Thread Follow Share

Readership: 2,090,506
Shares: 7

bon appétit

What a 28-Year-Old Laid-Off Marketer Eats on Unemployment Aid in Buffalo, NY

She receives \$441 a week in unemployment assistance. Between job interviews and a matinee movie, she makes Turkish eggs, pasta alla Norma, and a Thai basil eggplant stir-fry.

BY BON APPÉTIT CONTRIBUTOR
May 17, 2024



Readership: 7,129,256
Shares: 3

TRAVEL + NOIRE

CULTURE

24 CITIES WHERE JUNETEENTH CELEBRATIONS ARE HAPPENING THIS MONTH



Photo Credit: Bastiaan Slabbers / Getty Images

While supporting Black culture and businesses should be year-round, Juneteenth is a special time to invest in the community.

Simone Cheri · Jun 14, 2024

Readership: 790,004
Shares: 20

BLAVITY

11 MUSEUMS AND MONUMENTS ACROSS THE NATION KEEPING BLACK MUSIC ALIVE, FROM PAISLEY PARK TO MOTOWN

Culture Music

Martie Bowser

June 21, 2024



Photo: Raymond Boyd/Getty Images

Readership: 897,528
Shares: NA

USA TODAY

Find your next vacation spot at one of these 10 amazing lakes in the US



Photo courtesy of Shores & Islands Ohio

No. 1: Lake Erie - New York, Ohio, and Pennsylvania

It may be the shallowest of North America's Great Lakes, but Lake Erie has a massive amount of potential when it comes to both tourism and outdoor adventure. Buffalo, Cleveland, and Toledo are just a few of the storied cities that can be explored along the Erie shore, while recreation opportunities range from fishing to bird-watching to shipwreck diving.

Readership: 1,152,881
Shares: 193

Steve Martin Social Media Posts at the BCC

Look who snapped a photo in downtown Buffalo when he was in town doing a show at Shea's Buffalo. His Facebook post received over 200K likes and nearly 5K shares.



What Is The Buffalo Wing?

The Visit Buffalo Niagara Marketing Team capitalized on the pop-culture moment when the "Buffalo Wing" was the clue on a recent Jeopardy episode.

Q2 MOST-VIEWED SOCIAL MEDIA VIDEO VIEWS

APRIL



Winter Walk
Total Views: 107,226

MAY



Seneca Chief Inauguration
Total Views: 287,187

JUNE



AKG Anniversary
Total Views: 93,699

Other Q2 Social Media Video Content:

Happy Earth Day

Buffalo Botanical Gardens Community Free Nights

Coffee Shops You Have To Try

Today's Mood: Hotdogs

Buffalo Porchfest

Free Buffalo: Shakespeare in the Park

Vidler's 5 & 10

2024 Total Solar Eclipse Recap

The total experience, as seen by our staff! Would you believe it if we told you that our team has been preparing for the 2024 Total Solar Eclipse for nearly years?

From group bookings to website preparations, media alerts, and just about everything in between, this was indeed an all-hands-on-deck, once-in-a-lifetime event that we all had the pleasure of contributing to. Our team spent part of the week organizing bags, magnets, chocolate Buffalos, visitor guides, Erie County Department of Health emergency services flyers, and NFTA public transportation brochures. Once put together, the kits were distributed to various hotels throughout the county!

We want to thank our government leaders in Erie County for coordinating with the City of Buffalo, towns, villages, and the State of New York and surrounding counties to make this event such a success. We also want to thank our tourism partners—hotels, restaurants, museums, parks, venues, breweries, and attractions—for their creativity and excitement in embracing this opportunity.

Despite the clouds obstructing our view of totality, the positive impact on visitation and the enthusiastic response from businesses and attractions throughout Buffalo and Erie County was genuinely inspiring. As calculated by the economic impact calculator tool, the eclipse generated an economic impact of \$14.7M for our community, a testament to our collective strength and resilience.

While witnessing this life-changing experience was amazing, the reward of seeing our community come together to provide a safe and enjoyable experience was unlike anything else. Thank you, Buffalo and Erie County!





2024 Summer Online Guide

Sun's out, fun's out! From beaches to breweries, concerts to cuisine, the great outdoors to the heart of downtown, Buffalo has quite the summer on tap. The VBN Marketing Department launched a digital 2024 Summer Guide for all the seasonal activities and things to do this summer. So, get out there and have the best Buffalo summer ever.

Examples of New and Updated Blog Content

Visit Buffalo Niagara's Marketing Department continues to create new and updated existing blog content, giving potential visitors more insight into the unique things to experience in Buffalo and Erie County.



Telly Award – “The Art of Light”

Visit Buffalo Niagara’s production of “The Art of Light: Stained Glass in Buffalo, NY,” produced in cooperation with Paget Films, won a Gold Telly Award in the Arts & Culture, Non-broadcast category, and a Silver Telly Award in the General Travel & Tourism category! The Telly Awards showcase the best work created across TV and video. This honor is even more rewarding knowing that the annual Telly Awards receives over 12K entries from six continents and all fifty states; winners represent work from the most respected production companies, publishers, and more.



VBN's Tourism Industry Extranet Opportunities

Last year, the Visit Buffalo Niagara website had over 1.2 million engaged sessions. Every day, our award-winning site publishes new, strategic content featuring attractions, people, and activities, offering visitors a glimpse of our unique experiences and as a starting point for planning future trips.

The VBN Extranet is a significant asset to our hospitality partners. This portal allows partners to better interact with our website by providing tools for creating content about venues, such as listings, images, events, contacts, and methods for learning and responding to leads. It also provides insights into reporting, tracking, and the ability to receive notifications and announcements.

We are enhancing our extranet training format to better serve our partners. Three distinct components of the new program are:

- Quarterly new user training (broad overview of the extranet)
- Ongoing targeted audience-specific sessions (i.e., hotels, restaurants, etc.)
- One-on-one training sessions

New user and audience-specific training will start this fall.



Hispanic Heritage Community Annual Breakfast

Members of the Visit Buffalo Niagara and Buffalo Niagara Sports Commission staff attended the 11th Annual Hispanic Heritage Community Breakfast held at the Buffalo Convention Center. Each year, the Hispanic Heritage Council of WNY, Inc. hosts this event to announce its plans for the coming year and reflect on the previous year's accomplishments.



Spring Restaurant Week

The spring edition of Buffalo Restaurant Week took place in April. It started with a press conference with the New York State Restaurant Association's Western New York chapter and Southern Junction to spread the word about this seven-day countywide culinary celebration. With its seasonal menus, Buffalo Restaurant Week allows visitors, local diners, and Canadian neighbors to sample classics and unique offerings from local restaurants, taverns, bistros, eateries, and cafes. Dine on prix fixe meals and new dishes made specially for the week's menus.

The promotion featured 128 participating restaurants. The event landing page generated over 74,000 engaged sessions, up 36% over 2023, and over 450,000 views, which increased 218% over last year.



Buffalo Pride Parade

Visit Buffalo Niagara, Buffalo Convention Center, and the Buffalo Niagara Sports Commission are full of Buffalo Pride. With our Seymore Buffalo mobile visitor center, we marched in the 2024 Buffalo Pride Parade. We had such a blast kicking off festival season at this exciting event and being present and supportive in celebrating the diversity of our community.



2024 Visit Buffalo Niagara Visitor Profile Study

Every two years, Visit Buffalo Niagara undertakes a comprehensive study, in collaboration with Longwoods International, to profile overnight and day trip visitors to Buffalo and Erie County.

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the most significant ongoing study on American travelers, providing destinations with more reliable data and a remarkable ability to hone in on key market segments of interest.
- The overnight trip is a journey for business or pleasure outside your community that is not part of your normal routine. You spend one or more nights away from home.
- This report provides an overview of Buffalo and Erie County’s domestic tourism business in 2023.

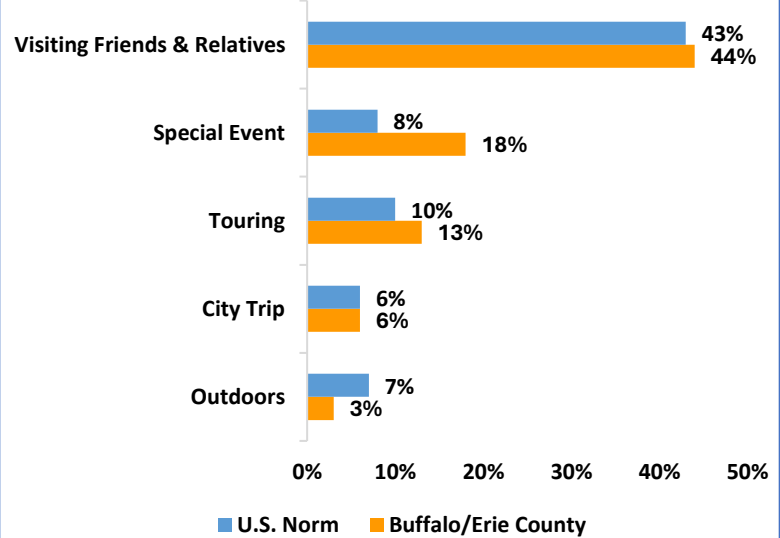


Buffalo/Erie County Overnight Trip Characteristics

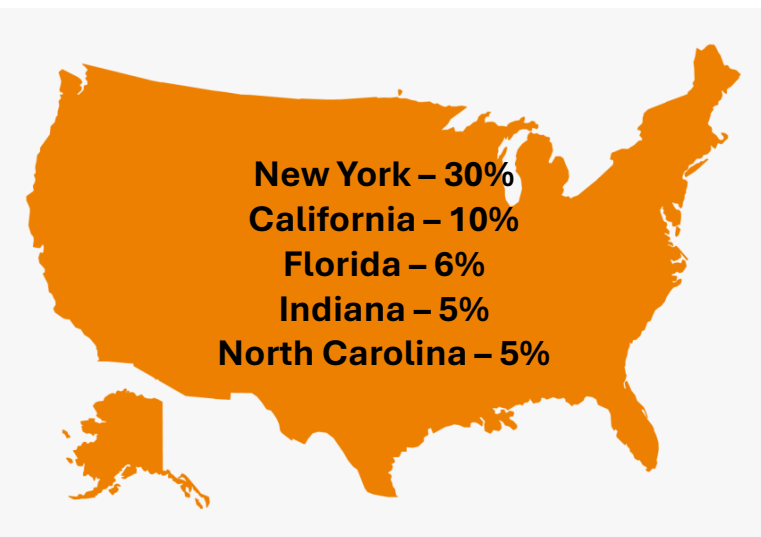
Main Purpose of Trip



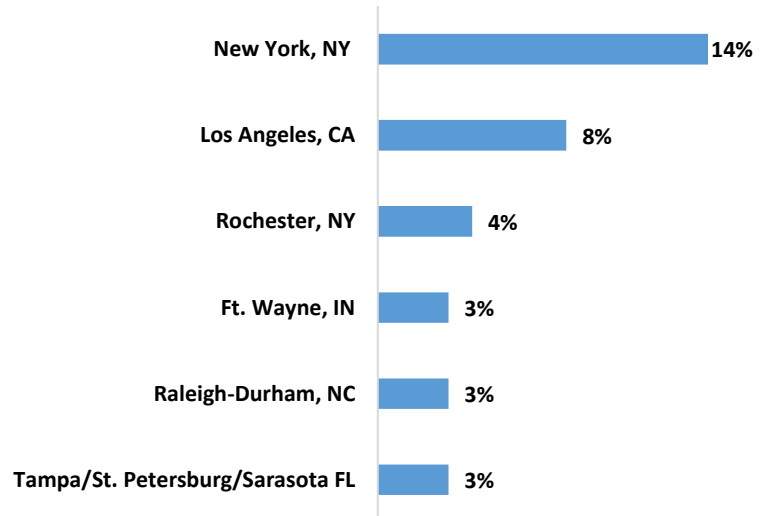
Main Purpose of Leisure Trip



State Origin of Trip



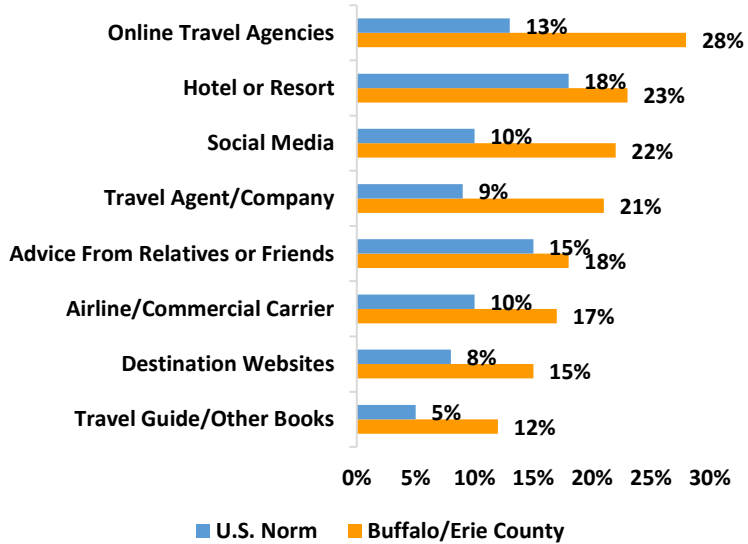
DMA Origin of a Trip



Growth Potential Markets:
Boston, Chicago, Philadelphia and Washington DC

Buffalo/Erie County Overnight Trip Characteristics - Continued

Trip Planning Information Sources



Length of Trip Planning

	Buffalo	U.S. Norm
1 month or less	33%	33%
2 Months	19%	17%
3-5 Months	22%	18%
6-12 Months	13%	13%
More than 1 year in advance	4%	4%
Did not plan anything in advance	9%	15%

Activity Groupings



Outdoor Activities
57%
U.S. Norm 47%



Entertainment Activities
66%
U.S. Norm 54%



Cultural Activities
52%
U.S. Norm 28%



Sporting Activities
40%
U.S. Norm 20%



Business Activities
28%
U.S. Norm 15%

Top 10 Activities and Experiences

	Buffalo	U.S. Norm
Shopping	36%	26%
Sightseeing	27%	20%
Landmark / Historic Site	26%	13%
Attending Special Event	23%	15%
Attending Pro/College Sports Event	21%	5%
Bar / Nightclub	20%	15%
Museum	19%	11%
Business Convention / Conference	16%	7%
Business Meeting	16%	8%
Local Parks / Playgrounds	16%	10%

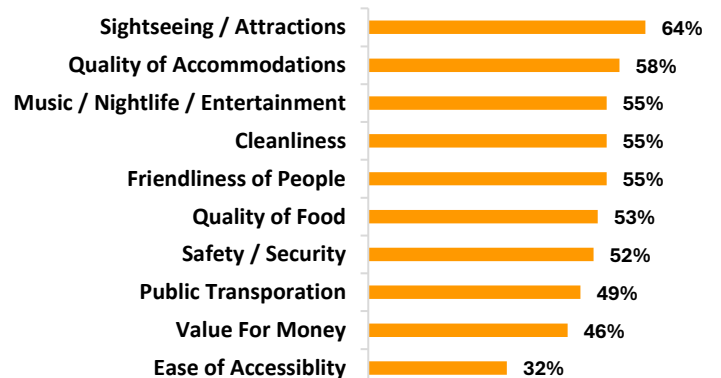
Dining Types on Trip

	Buffalo	U.S. Norm
Casual Dining	70%	56%
Fast Food	60%	45%
Unique / Local Food	44%	30%
Carry-Out / Food Delivery	39%	22%
Fine / Upscale Dining	28%	19%
Picnicking	16%	11%

% Very Satisfied With Trip



64% of overnight travelers were very satisfied with their overall Buffalo experience





AMERICA'S BEST CITIES REPORT

41 Buffalo
New York

PLACE POWER HIGHLIGHTS

- Biking
- Average Rent

POPULATION
Metro 1,163,000

Understated urban revival in one of America's architectural bounties.

Long and erroneously viewed as a faded Rust Belt afterthought, overshadowed by Toronto's global ascent and the tourist magnetism of Niagara Falls, Buffalo has quietly gone about its work of reinvention. The second-most populated city in the state behind New York City has invested too much capital—intellectual, economic and especially architectural—over the past two centuries to not reclaim its former glory as home of the Erie Canal and one of America's largest steel, grain and banking centers. It is the only city in America where the country's three most iconic architects have buildings still standing: Frank Lloyd Wright's Martin House, plus the recently restored Graybill, Louis Sullivan's Guaranty Building; and, perhaps most impressive, the Henry Hobson Richardson-designed "Buffalo State Asylum for the Insane," with grounds by landscape architect Frederick Law Olmsted. The complex's 13 buildings are slowly being repurposed—into a luxury hotel and co-working spaces to start. With the 11th-lowest rent in the nation according to our data, Buffalo is also America's hottest housing market. Zillow noted that, at under \$250,000, Buffalo's typical home value is nearly 30% lower than the national average and could appreciate the most of any U.S. city in 2024.

Buffalo #41 On America's Best Cities Report

Resonance Consultancy has released its annual list of America's Best Cities! Buffalo has risen to #41 this year thanks to its continued reinvention and transformation.

Resonance uses a method that analyzes core statistics, qualitative evaluations, user-generated reviews, social media, and online activity to evaluate cities based on livability, lovability, and prosperity.

Many factors that make the biggest cities in the United States great places to visit—good weather, world-class museums, and quality restaurants—also make them great cities to live in. Resonance, a consultancy group in real estate, tourism, and economic development, considered these factors and user-generated data from social media to create a comprehensive ranking of the best cities in the United States for travelers and residents.

To determine which cities would be considered for this list, Resonance looked at U.S. cities with populations of more than 500,000. Each city was ranked based on a combination of core statistics and user-generated data from sites like Tripadvisor and Instagram. Everything comes together for its proprietary Place Power Score.

Tourism Economics – Positive Outlook for Summer Travel

- Record-setting air passenger traffic**

U.S. air passenger traffic reached 107% in 2019 levels in May 2024. Between January and May, **360 million people** passed through TSA checkpoints, a new record and a signal of momentum heading into the summer travel season.

- Consumer intent to travel is rising**

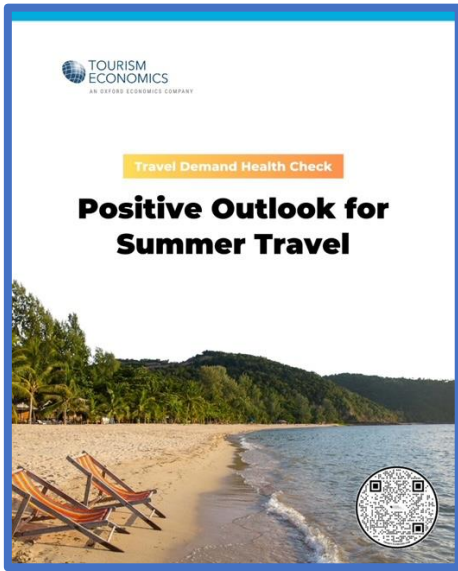
The intent to travel rose across most income categories in the first quarter of 2024, according to MMGY, though travel intentions weakened among those making less than \$50,000 a year.

- Leisure travel is increasingly a priority**

The share of consumers viewing **leisure travel as a near-term spending priority has increased** since the beginning of the year, reaching 59% in April, according to Future Partners. Additionally, Longwoods International found that 93% of travelers plan to take a trip in the next six months.

- Hotel occupancy and demand up**

STR reported that U.S. **occupancy reached a 2024 peak** in early May. But **shifts in Easter timing can distort YOY comparisons**. Hotel performance in May should clarify how the industry is performing as we enter the summer travel season.



Simpleview Summit

Visit Buffalo Niagara utilizes the destination marketing organization prescribed industry CRM system Simpleview for sales, marketing, and industry partner engagement. In April, four members of the staff attended the annual Simpleview Summit in Milwaukee, where they attended sessions on the latest in travel data, research, CRM resources, and so much more. VBN has prioritized staying current with the system's enhancements, and several employees have completed new training modules and obtained Simpleview certifications.

OLV National Registry of Historic Places Announcement

Our Lady of Victory Shrine and Basilica in the City of Lackawanna has been named to the National Register of Historic Places. During the official celebration and press conference of this designation, Visit Buffalo Niagara's CEO, Patrick Kaler, was invited to speak about the positive impact that the Basilica has on tourism in Buffalo and Erie County. With this designation, the OLV Shrine and Basilica campus will now be known as Our Lady of Victory Roman Catholic Basilica Complex. VBN thanks Our Lady of Victory Shrine and Basilica for including us in this exciting event. Congratulations!



Paul Murphy Way Dedication

City of Buffalo Mayor Byron Brown dedicated the part of Franklin Street in front of the Buffalo Convention Center in honor of our former General Manager, Paul Murphy. Members of Paul's family, members of the City of Buffalo Common Council, present and former VBN board members and staff gathered to commemorate this designation with a ceremony honoring Paul and his incredible leadership at the Buffalo Convention Center.



National Travel & Tourism Week

May is celebrated as National Travel and Tourism Week! This year, Visit Buffalo Niagara celebrated #NTTW24 and what travel means to Buffalo and Erie County, from our communities to our jobs to our economy—travel touches and improves it all. Travel has an essential impact on our economy & countless communities across the country. VBN shared various national and local statistics showcasing the impact and significance of travel and tourism.



Buffalo State University Award

Thank you to the Buffalo State University Hospitality and Tourism Department for awarding Visit Buffalo Niagara's CEO, Patrick Kaler, with the 2024 Hospitality

Ambassadors Award, recognizing his work over the past ten years leading Buffalo and Erie County's tourism marketing, sales, and promotion. The award was presented by Interim President Bonita R. Durand and Kathleen O'Brien, Chair and Lecturer of the Hospitality and Tourism Department.

Gail Wells – Visit Buffalo Niagara Board Member Memorial

Our community was deeply saddened to hear of the passing of Gail Wells, a Visit Buffalo Niagara board member (2019–2024).

A marketing consultant, event planner, diversity trainer, wellness educator, and social justice advocate, Gail earned a master's degree in urban planning and a bachelor's in public policy and urban planning from the University at Buffalo.

She had a varied career as an entrepreneur and leader. Gail co-founded the UB Black Student Union, Black Dance Workshop, School of Movement, and Center for Positive Thought. She also co-owned the Watu Sokoni People's Market and was a co-editor of Buffalo After Dark Magazine. Additionally, she served on the inaugural committee that founded Juneteenth in Buffalo.

A long-time Grassroots Gardener who cherished bringing the beauty of nature into urban spaces, Gail stewarded community gardens in the African American Heritage Corridor. In 2020, she founded Buffalo Freedom Gardens in response to the pandemic.



Q2 2024 CONVENTION CENTER HIGHLIGHTS

ENSURING EVERY STUDENT HAS A gown FOR THEIR PROM
Volunteer | Donate a Gown | Get a Gown

Colvin Cleaners | Allstate



BUFFALO ANNUAL CONVENTION + INDUSTRY EXPO
JUNE 17-21, 2024



ECMC SPRINGFEST Gala



UNICORN WORLD



56th Annual INTERNATIONAL AVIATION SNOW SYMPOSIUM
NECIAAAE



SB BUFFALO MARATHON WEEKEND

FORWARD



NACUFS 2024 SPRING CONFERENCE
APRIL 2-4 | BUFFALO, NY

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Terry O'Brien, Director of Operations
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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.

BUFFALO CONVENTION CENTER

VISION:

To create memorable event experiences for our guests and be a catalyst for economic development and improved quality of life in Buffalo and Erie County.

MISSION:

Delivering quality facilities and exceptional service through our warm hospitality, attention to detail and drive to achieve our clients' vision.

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



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