



MONTHLY KPI DASHBOARD REPORT

APRIL 2024



**BUFFALO
CONVENTION
CENTER**

AIRPORT AND CROSS BORDER TRAFFIC KPIS – APRIL 2024

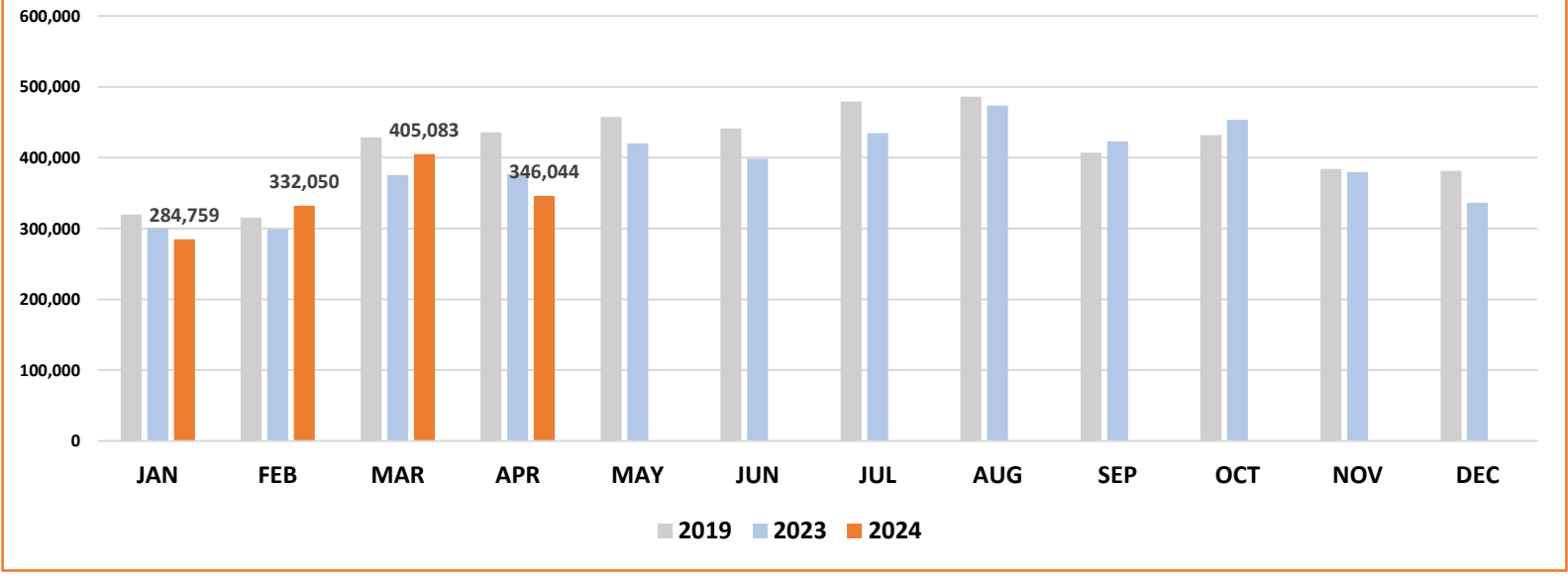
BUF AIRPORT PASSENGERS – APRIL 2024	
APRIL BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
346,044	
CHANGE	MAR 2024
-14.6%	405,083

CROSS BORDER TRAFFIC – APRIL 2024	
APRIL U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC	
354,593	
CHANGE	MAR 2024
0.4%	535,027

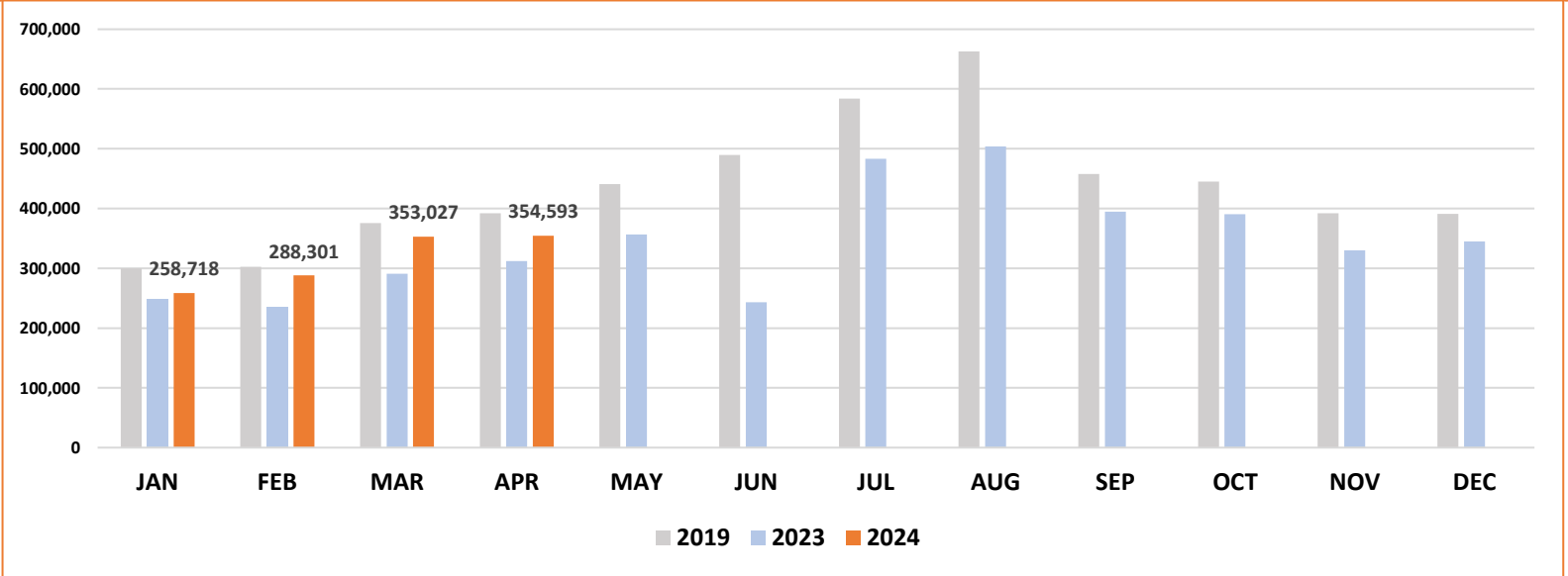
BUF AIRPORT PASSENGERS – APRIL 2024	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
1,367,936	
CHANGE	2023
1.1%	1,352,433
CHANGE	2019
-8.8%	1,499,531

CROSS BORDER TRAFFIC – FY 2024 YTD	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
1,254,639	
CHANGE	2023
15.4%	1,087,168
CHANGE	2019
-8.4%	1,369,753

BUF AIRPORT PASSENGERS – MONTHLY COMPARISON BY YEAR



CROSS BORDER TRAFFIC – MONTHLY COMPARISON BY YEAR



SALES AND SERVICES KPIS – APRIL 2024

LEADS GENERATED PERFORMANCE – APRIL 2024

APRIL LEADS GENERATED		APRIL LEADS ROOM NIGHTS		APRIL LEADS ATTENDANCE		APR. LEADS ECONOMIC IMPACT	
56		44,862		29,221		\$31,422,838	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
51.4%	37	182.9%	15,856	-3.9%	30,403	108.9%	\$15,045,102

LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
197		135,789		131,083		\$109,716,459	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
12.6%	175	105.1%	66,210	128.2%	57,452	119.5%	\$49,992,278

DEFINITE BOOKINGS PERFORMANCE – APRIL 2024

APRIL DEFINITE BOOKINGS		APRIL DEFINITE ROOM NIGHTS		APRIL DEFINITE ATTENDANCE		APR. DEFINITE ECONOMIC IMPACT	
32		18,985		16,507		\$15,686,162	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
14.3%	28	62.7%	11,670	19.7%	13,785	78.2%	\$8,801,977

DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
108		58,895		67,127		\$50,338,283	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-6.9%	116	46.3%	40,253	39.1%	48,258	62.5%	\$30,975,221

EVENTS HELD PERFORMANCE – APRIL 2024

APR. EVENTS HELD		APR. EVENTS HELD HOTEL ROOMS		APR. EVENTS HELD ATTENDANCE		APRIL GROUPS SERVICED	
27		9,423		11,675		13	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
8.0%	25	-34.7%	14,433	-34.9%	17,945	-7.1%	14

EVENTS HELD PERFORMANCE – FY2024 YTD

YTD EVENTS HELD		YTD EVENTS HELD HOTEL ROOMS		YTD EVENTS HELD ATTENDANCE		YTD GROUPS SERVICED	
81		50,285		61,462		42	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
10.2%	63	-9.1%	51,617	9.2%	50,151	-3.3%	42

LOST BUSINESS LEADS – APRIL

APRIL LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
25		68	
CHANGE	MAR 2024	CHANGE	2023
38.9%	18	15.4%	59

LOST BUSINESS LEADS – FY YTD

PARTNER REFERRALS – APRIL

APRIL PARTNER REFERRALS		YTD PARTNER REFERRALS	
11		251	
CHANGE	MAR 2024	CHANGE	2023
-92.0%	138	No History	New KPI

MARKETING AND COMMUNICATIONS KPIs – APRIL 2024

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – APRIL 2024

APRIL ENGAGED SESSIONS		APRIL MOBILE SESSIONS		APRIL WEBSITE VIEWS		APRIL ALL VIDEO VIEWS		APRIL SHARED SOCIAL POSTS	
171,811		117,261		805,878		2,452,251		181	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
29.6%	132,545	33.0%	88,165	138.1%	376,189	255.3%	690,287	0.6%	180

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
477,351		312,553		1,662,254		4,062,574		721	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
45.1%	328,944	56.8%	199,306	52.3%	1,091,217	45.4%	2,794,898	2.4%	704

MEDIA RELATIONS PERFORMANCE – APRIL 2024

APRIL MEDIA PLACEMENTS		APRIL MEDIA IMPRESSIONS		APRIL MEDIA SOCIAL SHARES		APRIL MEDIA TOUCHPOINTS		APRIL MEDIA VISITS	
15		507,992,933		1,330		23		1	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
-25.0%	20	43.8%	353,363,406	52.3%	873	109.1%	11	-66.7%	3

MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
64		949,420,553		3,751		52		5	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
120.7%	29	-1.8%	966,674,286	44.9%	2,588	-16.1%	62	Null	5

SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
101,982		29,864		86,452		29,395	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
1.1%	100,840	-0.1%	29,880	51.7%	56,991	54.7%	19,003

CONVENTION CENTER KPIS – APRIL 2024

BCC REVENUE PERFORMANCE – APRIL 2024

APRIL TOTAL REVENUE		APRIL RENT REVENUE		APRIL F&B REVENUE		APRIL ELECTRICAL REV		APRIL OTHER REVENUE	
\$470,601		\$84,262		\$359,667		\$26,552		\$120	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
11.2%	\$423,158	-49.2%	\$165,910	58.2%	\$227,364	-11.1%	\$29,884	100.0%	\$0.00

BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
\$1,834,630		\$423,248		\$1,308,266		\$96,121		\$6,995	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
29.5%	\$1,416,238	15.0%	\$368,173	50.8%	\$867,275	32.9%	\$72,351	-93.6%	\$108,439
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
12.3%	\$1,634,170	3.3%	\$409,865	15.1%	\$1,137,019	11.3%	\$86,324	626.1%	\$962

BCC OPERATIONS PERFORMANCE – APRIL 2024

APRIL TOTAL EVENTS		APRIL CONVENTIONS		APRIL MEETINGS		APRIL BANQUETS		APRIL CONS/PUBLIC SHOWS	
12		5		2		2		3	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
33.3%	8	-33.3%	2	100.0%	2	200.0%	3	Null	1

BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
35		11		9		8		7	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
40.0%	25	37.5%	8	350.0%	2	-20.0%	10	40.0%	5
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-14.6%	41	22.2%	9	-10.0%	10	-42.9%	14	-12.5%	8

BCC EVENT ATTENDANCE – APRIL 2024

APRIL TOTAL EVENT ATTENDANCE	
8,946	
CHANGE	MAR 2024
-66.9%	27,062

BCC EVENT ATTENDANCE – FY2024 YTD

YTD TOTAL EVENT ATTENDANCE	
66,581	
CHANGE	2023
-38.6%	108,470
CHANGE	2019
-56.6%	152,969

BCC DAYS OCCUPIED – APRIL 2024

APRIL TOTAL NUMBER OF DAYS OCCUPIED	
28	
CHANGE	MAR 2024
16.7%	24

BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
96	
CHANGE	2023
7.9%	89
CHANGE	2019
-1.0%	97

CONVENTION CENTER KPIS – APRIL 2024

BCC REVENUE DASHBOARD – APRIL 2024

APRIL TOTAL LEADS		APRIL LEADS GENERATED BY BCC		APRIL LEADS GENERATED BY VBN		APRIL CONFIRMED BOOKINGS	
11		9		2		8	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
-30.7%	9	-33.3%	6	-25.0%	3	166.7%	16

SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
44		29		15		51	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-18.5%	54	-23.7%	38	-6.3%	16	27.5%	40

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – APRIL 2024

APRIL TOTAL SOLICITATION CALLS		APRIL EXISTING CLIENT CALLS		APRIL NEW CLIENT CALLS		APRIL LOST BUSINESS	
51		30		21		8	
CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024	CHANGE	MAR 2024
13.3%	45	50.0%	20	-16.0%	25	33.3%	6

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
197		107		90		26	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-16.5%	236	28.9%	83	-44.1%	161	4.0%	25

BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

	2019	2024	2025	2026	2027
Number of Events	138	109	71	46	27
Expected Attendance	249,975	160,446	212,872	148,962	109,650
Expected Hotel Room Nights	25,000	21,706	20,414	20,317	3,975
Expected Economic Impact	\$34,063,840	\$25,971,991	\$29,098,168	\$17,135,127	\$12,515,640

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
Momentus Technologies
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics
Zartico



BUFFALO CONVENTION CENTER