



**MONTHLY
KPI
DASHBOARD
REPORT
AUGUST 2024**



**BUFFALO
CONVENTION
CENTER**

HOTEL & SHORT-TERM RENTAL KPIS – AUGUST 2024

HOTEL PERFORMANCE – AUGUST 2024

AUGUST REVENUE		AUGUST OCCUPANCY		AUGUST DEMAND		AUG. AVERAGE DAILY RATE		AUGUST REVPAR	
\$37,490,401		77.4%		242,663		\$154.50		\$119.53	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-6.0%	\$39,890,081	-3.3%	80.0%	-3.3%	250,854	-2.8%	\$159.02	-6.0%	\$127.18

HOTEL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD DEMAND		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$221,900,101		63.3%		1,551,030		\$143.07		\$90.50	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
5.1%	\$211,126,884	1.3%	62.5%	-5.0%	1,635,209	10.8%	\$129.11	12.2%	\$80.67
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
21.9%	\$181,960,125	0.3%	63.1%	-8.1%	1,687,871	32.7%	\$107.80	33.0%	\$68.02

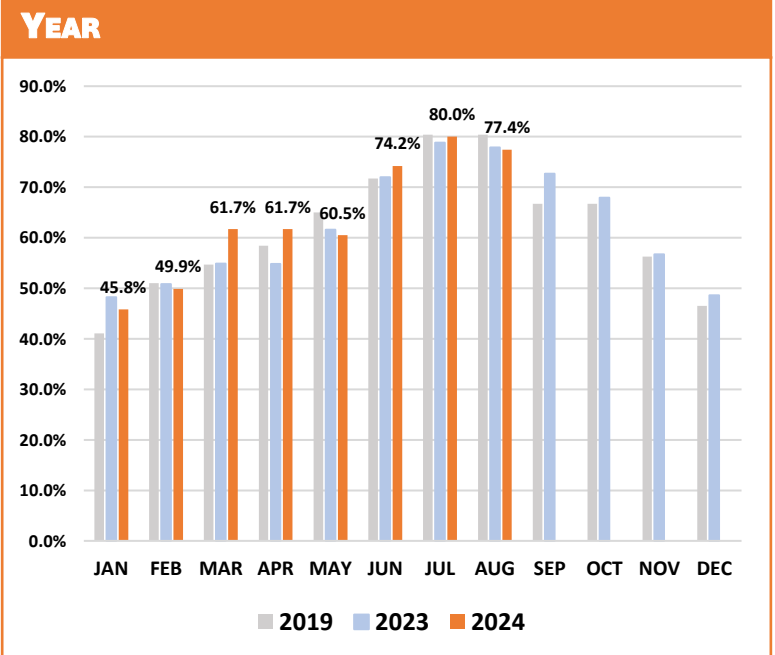
SHORT-TERM RENTAL PERFORMANCE – AUGUST 2024

AUGUST REVENUE		AUGUST OCCUPANCY		AUGUST GUEST CHECK-INS		AUG. AVERAGE DAILY RATE		AUGUST REVPAR	
\$7,608,261		46.4%		12,331		\$198.00		\$92.00	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-8.6%	\$8,320,893	-6.9%	49.8%	-0.02%	12,328	-1.5%	\$201.00	-8.0%	\$100.00

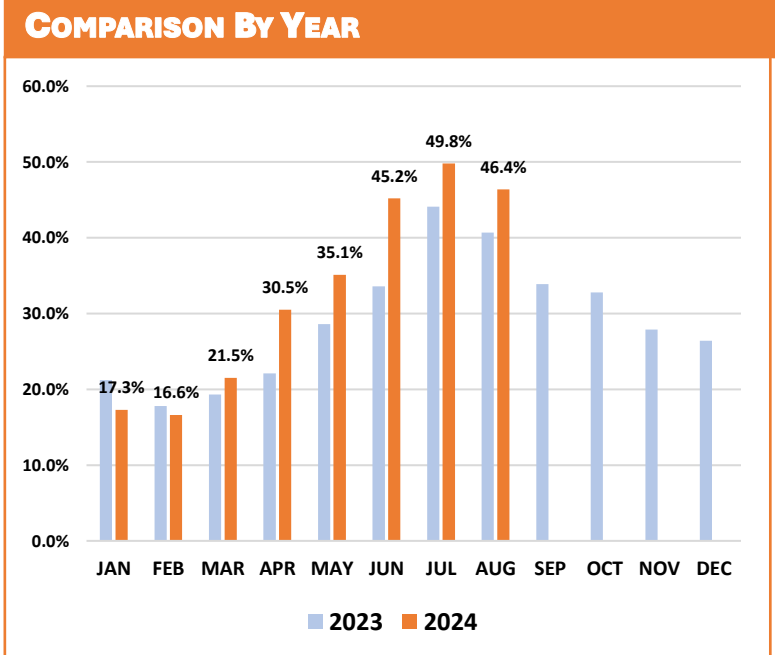
SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD GUEST CHECK-INS		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$38,424,640		37.2%		70,395		\$167.00		\$62.00	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
41.0%	\$27,245,060	-5.8%	39.4%	30.3%	54,032	7.1%	\$156.00	Null	\$62.00

HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



SHORT TERM RENTAL OCCUPANCY – MONTHLY COMPARISON BY YEAR



AIRPORT AND CROSS BORDER TRAFFIC KPIS – AUGUST 2024

BUF AIRPORT PASSENGERS – AUGUST 2024

AUGUST BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

515,476

CHANGE

2.5%

JULY 2024

502,746

BUF AIRPORT PASSENGERS – AUGUST 2024

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

3,299,331

CHANGE

7.1%

2023

3,079,573

CHANGE

-1.9%

2019

3,363,566

CROSS BORDER TRAFFIC – AUGUST 2024

AUGUST U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC

558,368

CHANGE

8.7%

JULY 2024

513,709

CROSS BORDER TRAFFIC – FY 2024 YTD

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

3,163,384

CHANGE

18.3%

2023

2,673,745

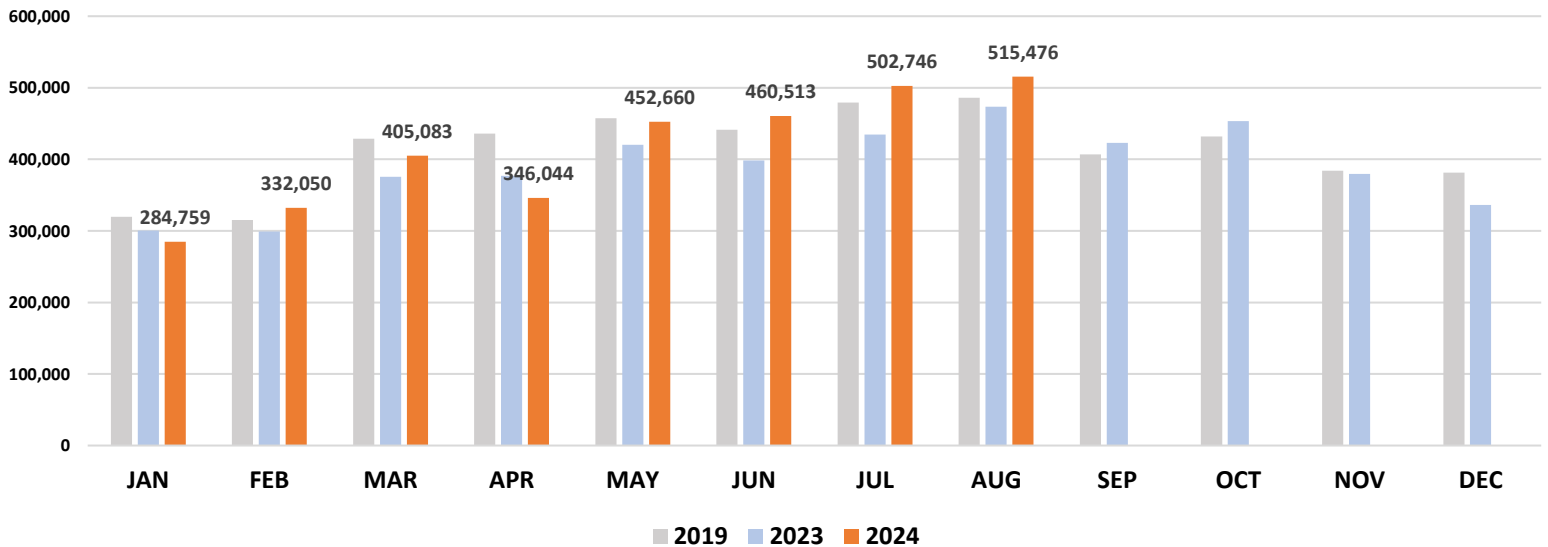
CHANGE

-10.8%

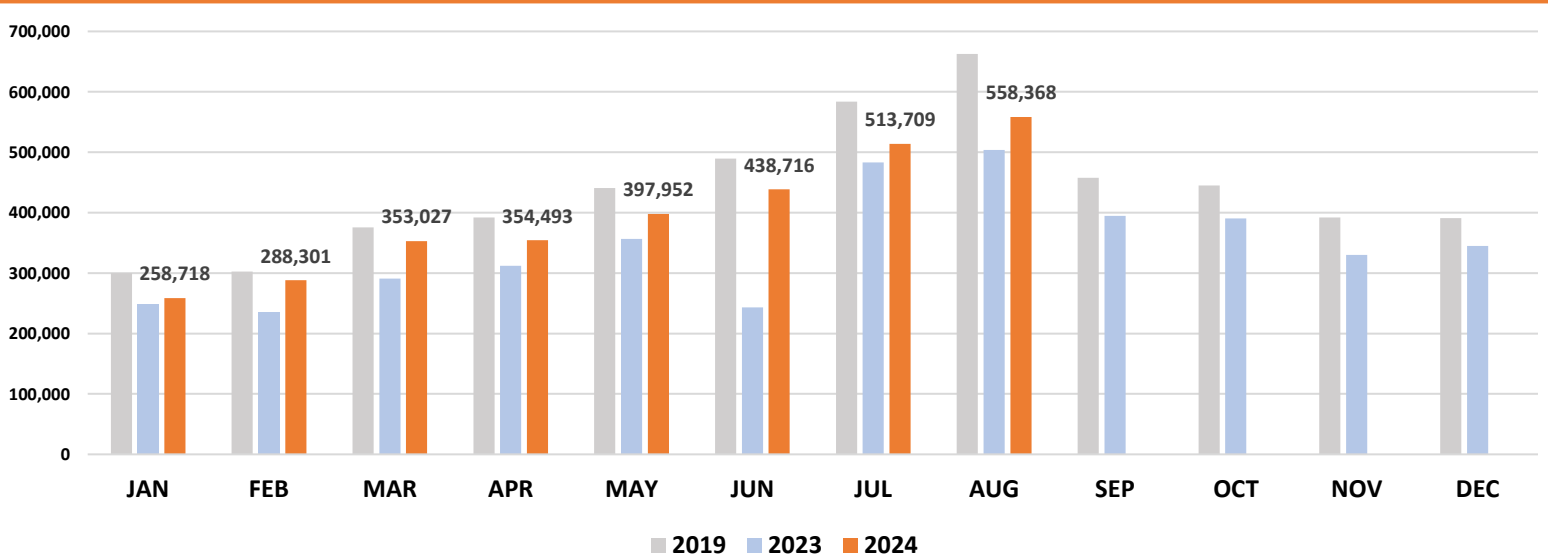
2019

3,546,799

BUF AIRPORT PASSENGERS – MONTHLY COMPARISON BY YEAR



CROSS BORDER TRAFFIC – MONTHLY COMPARISON BY YEAR



SALES AND SERVICES KPIS – AUGUST 2024

LEADS GENERATED PERFORMANCE – AUGUST 2024

AUGUST LEADS GENERATED		AUGUST LEADS ROOM NIGHTS		AUGUST LEADS ATTENDANCE		AUGUST LEADS ECONOMIC IMPACT	
37		17,981		17,185		\$12,611,271	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-38.3%	60	-41.0%	30,488	-43.1%	30,222	-46.1%	23,863,336

LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
387		218,766		245,808		\$177,022,069	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
0.8%	384	13.0%	193,630	38.2%	177,855	-6.5%	\$189,250,210

DEFINITE BOOKINGS PERFORMANCE – AUGUST 2024

AUGUST DEFINITE BOOKINGS		AUGUST DEFINITE ROOM NIGHTS		AUGUST DEFINITE ATTENDANCE		AUGUST DEFINITE ECONOMIC IMPACT	
18		12,645		12,849		\$12,041,485	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-59.1%	44	35.5%	9,329	-9.1%	14,141	50.5%	\$8,000,723

DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
226		103,454		133,293		\$88,066,516	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-3.4%	234	37.3%	75,340	30.7%	102,018	48.9%	\$59,155,275

EVENTS HELD PERFORMANCE – AUGUST 2024

AUGUST EVENTS HELD		AUGUST EVENTS HELD HOTEL ROOMS		AUGUST EVENTS HELD ATTENDANCE		AUGUST GROUPS SERVICED	
28		5,500		5,560		16	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-36.4%	44	-51.3%	11,293	-69.4%	18,170	-33.3%	24

EVENTS HELD PERFORMANCE – FY2024 YTD

YTD EVENTS HELD		YTD EVENTS HELD HOTEL ROOMS		YTD EVENTS HELD ATTENDANCE		YTD GROUPS SERVICED	
203		87,536		120,914		109	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
Null	203	-3.4%	90,603	10.8%	109,125	-10.7%	122

LOST BUSINESS LEADS – AUGUST

AUGUST LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
8		113	
CHANGE	JULY 2024	CHANGE	2023
-55.5%	18	-11.7%	128

LOST BUSINESS LEADS – FY YTD

PARTNER REFERRALS – AUGUST

AUGUST PARTNER REFERRALS		YTD PARTNER REFERRALS	
40		417	
CHANGE	JULY 2024	CHANGE	2023
-9.1%	44	No History	New KPI

AUGUST MARKETING AND COMMUNICATIONS KPIs – AUGUST 2024

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – AUGUST 2024

AUGUST ENGAGED SESSIONS		AUGUST MOBILE SESSIONS		AUGUST WEBSITE VIEWS		AUGUST ALL VIDEO VIEWS		AUGUST SHARED SOCIAL POSTS	
137,975		95,944		426,525		3,127,646		173	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-17.5%	167,177	-14.9%	112,681	-12.4%	486,795	608.7%	441,336	1.2%	171

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
898,557		619,991		3,323,445		8,720,347		1,417	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
32.8%	652,817	42.0%	520,870	36.1%	2,442,031	24.5%	7,003,203	-1.5%	1,438

MEDIA RELATIONS PERFORMANCE – AUGUST 2024

AUGUST MEDIA PLACEMENTS		AUGUST MEDIA IMPRESSIONS		AUGUST MEDIA SOCIAL SHARES		AUGUST MEDIA TOUCHPOINTS		AUGUST MEDIA VISITS	
16		292,433,878		2,815		25		4	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
14.3%	14	69.6%	172,427,909	-88.2%	23,784	108.3%	12	33.3%	3

MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
102		1,959,704,198		30,870		109		17	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
68.6%	70	-7.4%	2,115,830,693	554.4%	4,717	-6.0%	116	-52.8%	36

SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
109,459		29,908		89,067		31,036	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
8.8%	100,622	0.8%	29,660	19.1%	74,781	20.1%	25,838

CONVENTION CENTER KPIs – AUGUST 2024

BCC REVENUE PERFORMANCE – AUGUST 2024

AUGUST TOTAL REVENUE		AUGUST RENT REVENUE		AUGUST F&B REVENUE		AUGUST ELECTRICAL REV		AUGUST OTHER REVENUE	
\$115,678		\$27,708		\$85,846		\$2,124		\$0	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-65.6%	\$317,401	-60.0%	\$69,420	-57.0%	\$119,780	-94.7%	\$2,124	-100.0%	\$8,096

BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
\$3,152,641		\$672,073		\$2,312,225		\$151,466		\$16,877	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
35.8%	\$2,320,836	18.7%	\$566,430	51.9%	\$1,521,769	30.7%	\$115,854	-85.5%	\$116,783
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
17.7%	\$2,677,444	11.6%	\$602,464	19.7%	\$1,931,681	6.6%	\$142,062	98.9%	\$1,237

BCC OPERATIONS PERFORMANCE – AUGUST 2024

AUGUST TOTAL EVENTS		AUGUST CONVENTIONS		AUGUST MEETINGS		AUGUST BANQUETS		AUG. CONS/PUBLIC SHOWS	
4		0		3		0		1	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-55.6%	9	-100.0%	4	50.0%	2	-100.0%	3	100.0%	0

BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
75		22		22		22		9	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
25.0%	60	83.3%	12	175.0%	8	-26.7%	30	-10.0%	10
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-10.7%	84	46.7%	15	-15.4%	26	-37.1%	35	12.5%	8

BCC EVENT ATTENDANCE – AUGUST 2024

AUGUST TOTAL EVENT ATTENDANCE	
12,193	
CHANGE	AUGUST 2024
124.1%	5,442

BCC EVENT ATTENDANCE – FY2024 YTD

YTD TOTAL EVENT ATTENDANCE	
122,440	
CHANGE	2023
-23.0%	158,913
CHANGE	2019
-37.7%	196,438

BCC DAYS OCCUPIED – AUGUST 2024

AUGUST TOTAL NUMBER OF DAYS OCCUPIED	
9	
CHANGE	AUGUST 2024
-60.9%	23

BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
177	
CHANGE	2023
23.8%	143
CHANGE	2019
6.0%	167

CONVENTION CENTER KPIS – AUGUST 2024

BCC REVENUE DASHBOARD – AUGUST 2024

AUGUST TOTAL LEADS		AUGUST LEADS GENERATED BY BCC		AUGUST LEADS GENERATED BY VBN		AUGUST CONFIRMED BOOKINGS	
17		16		1		8	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
240.0%	5	433.3%	3	-50.0%	1	-20.0%	10

SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
89		67		22		84	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-16.8%	100	1.5%	66	-50.0%	41	12.0%	75

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – AUGUST 2024

AUGUST TOTAL SOLICITATION CALLS		AUGUST EXISTING CLIENT CALLS		AUGUST NEW CLIENT CALLS		AUGUST LOST BUSINESS	
28		12		16		11	
CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024	CHANGE	JULY 2024
-9.7%	31	71.4%	7	-33.3%	24	57.1%	7

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
359		169		190		52	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-20.0%	449	-11.5%	191	-26.4%	258	Null	52

BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

	2019	2024	2025	2026	2027
Number of Events	138	119	84	48	33
Expected Attendance	249,975	169,967	229,432	202,512	158,650
Expected Hotel Room Nights	25,000	20,911	21,534	24,206	5,754
Expected Economic Impact	\$34,063,840	\$26,675,114	\$31,422,457	\$22,064,040	\$17,036,640

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:

August k 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
August k 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
August k 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 August k eting Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics
Zartico



**BUFFALO
CONVENTION
CENTER**