



**MONTHLY  
KPI  
DASHBOARD  
REPORT  
SEPTEMBER 2024**



**BUFFALO  
CONVENTION  
CENTER**

# HOTEL & SHORT-TERM RENTAL KPIS – SEPTEMBER 2024

## HOTEL PERFORMANCE – SEPTEMBER 2024

SEPT. REVENUE		SEPT. OCCUPANCY		SEPT. DEMAND		SEPT. AVERAGE DAILY RATE		SEPT. REVPAR	
<b>\$30,089,017</b>		<b>68.1%</b>		<b>206,666</b>		<b>\$145.59</b>		<b>\$99.13</b>	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
<b>-19.7%</b>	\$37,490,401	<b>-12.0%</b>	77.4%	<b>-14.8%</b>	242,663	<b>-5.8%</b>	\$154.50	<b>-17.1%</b>	\$119.53

## HOTEL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD DEMAND		YTD AVERAGE DAILY RATE		YTD REVPAR	
<b>\$251,989,118</b>		<b>63.8%</b>		<b>1,757,696</b>		<b>\$143.36</b>		<b>\$91.45</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
<b>6.9%</b>	\$235,811,873	<b>3.1%</b>	61.9%	<b>-1.5%</b>	1,784,298	<b>9.9%</b>	\$130.50	<b>13.1%</b>	\$80.83
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
<b>22.1%</b>	\$206,349,376	<b>0.5%</b>	63.5%	<b>-8.0%</b>	1,910,233	<b>32.7%</b>	\$108.02	<b>33.3%</b>	68.59

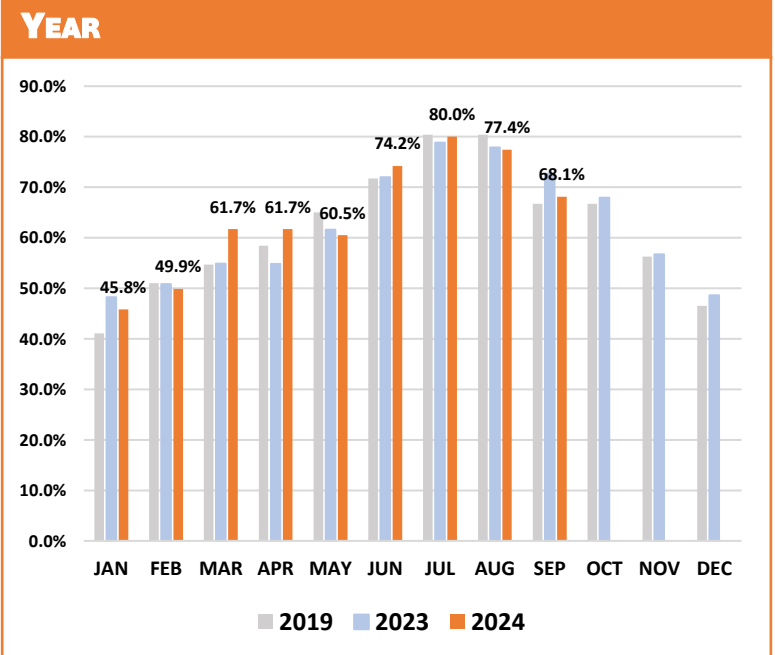
## SHORT-TERM RENTAL PERFORMANCE – SEPTEMBER 2024

SEPT. REVENUE		SEPT. OCCUPANCY		SEPT. GUEST CHECK-INS		SEPT. AVERAGE DAILY RATE		SEPT. REVPAR	
<b>\$5,397,636</b>		<b>38.7%</b>		<b>9,415</b>		<b>\$175.00</b>		<b>\$68.00</b>	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
<b>-29.1%</b>	\$7,608,261	<b>-16.6%</b>	46.4%	<b>-23.6%</b>	12,331	<b>-11.6%</b>	\$198.00	<b>-26.1%</b>	\$92.00

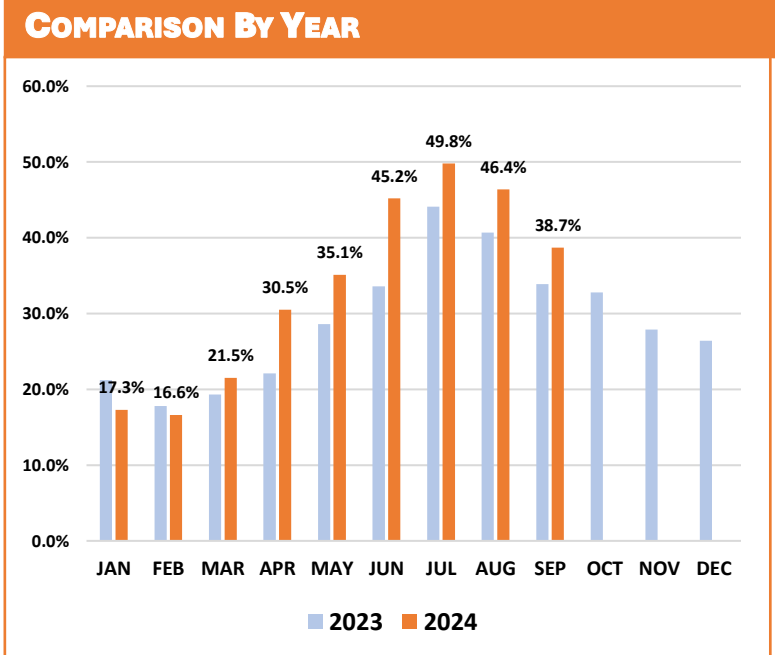
## SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD GUEST CHECK-INS		YTD AVERAGE DAILY RATE		YTD REVPAR	
<b>\$43,696,989</b>		<b>37.3%</b>		<b>79,857</b>		<b>\$168.00</b>		<b>\$63.00</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
<b>36.1%</b>	\$32,105,440	<b>-7.2%</b>	40.2%	<b>25.9%</b>	63,437	<b>6.3%</b>	\$158.00	<b>-1.6%</b>	\$64.00

## HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



## SHORT TERM RENTAL OCCUPANCY – MONTHLY COMPARISON BY YEAR



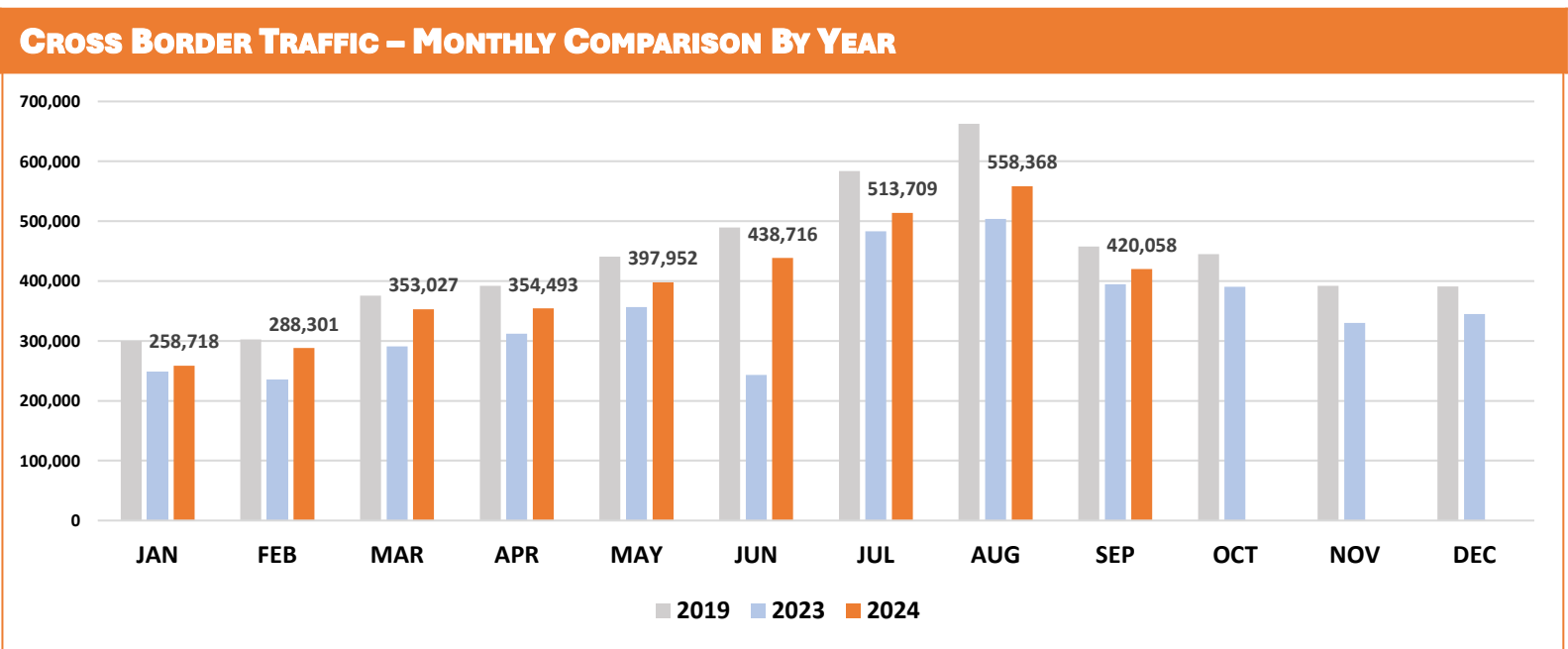
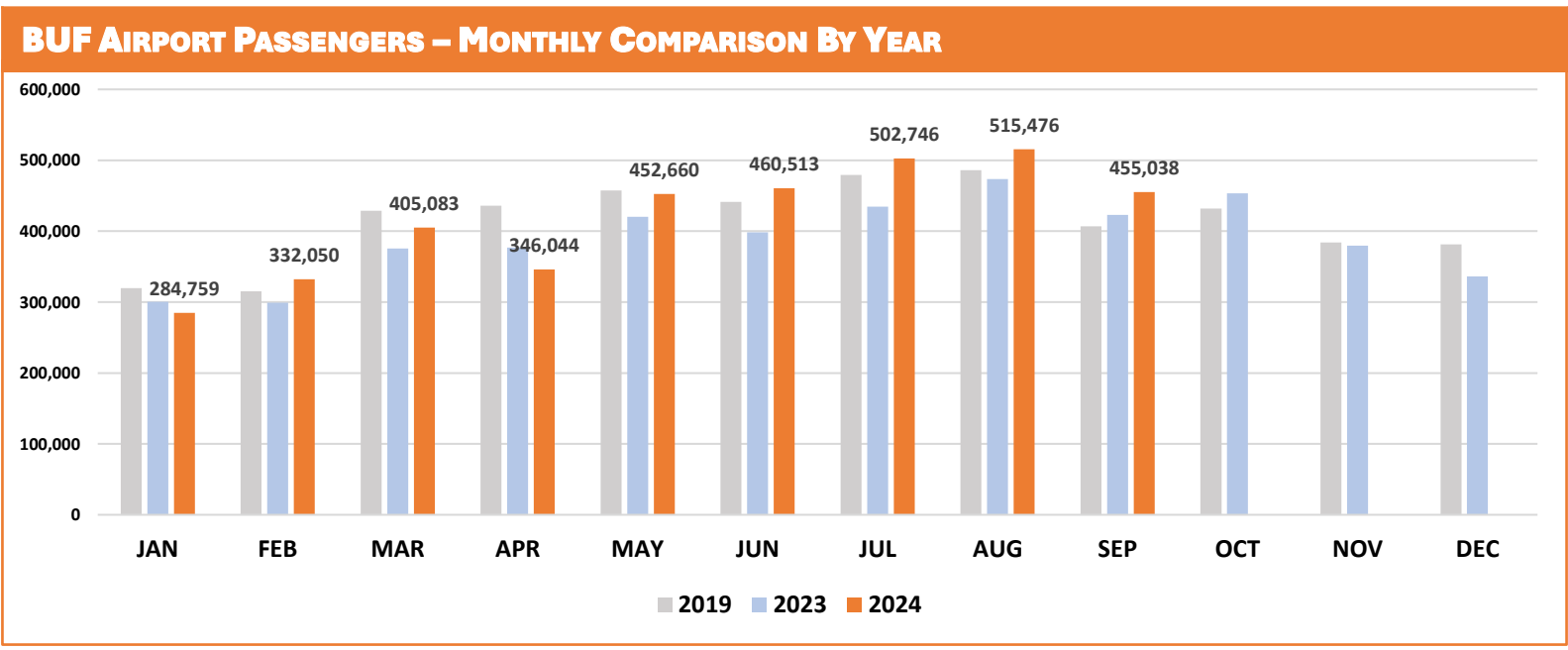
# AIRPORT AND CROSS BORDER TRAFFIC KPIS – SEPTEMBER 2024

BUF AIRPORT PASSENGERS – SEPTEMBER 2024	
SEPT. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>455,038</b>	
CHANGE	AUGUST 2024
<b>-11.7%</b>	515,476

CROSS BORDER TRAFFIC – SEPTEMBER 2024	
SEPT. U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC	
<b>420,058</b>	
CHANGE	AUGUST 2024
<b>-28.0%</b>	558,368

BUF AIRPORT PASSENGERS – SEPT. 2024	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>3,754,369</b>	
CHANGE	2023
<b>7.2%</b>	3,502,514
CHANGE	2019
<b>-0.4%</b>	2,770,500

CROSS BORDER TRAFFIC – FY 2024 YTD	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>3,583,442</b>	
CHANGE	2023
<b>-16.8%</b>	3,068,325
CHANGE	2019
<b>-10.5%</b>	4,004,374



# SALES AND SERVICES KPIS – SEPTEMBER 2024

## LEADS GENERATED PERFORMANCE – SEPTEMBER 2024

SEPT. LEADS GENERATED		SEPT. LEADS ROOM NIGHTS		SEPT. LEADS ATTENDANCE		SEPT. LEADS ECONOMIC IMPACT	
35		25,740		42,220		\$41,399,663	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
-5.4%	37	43.2%	17,981	145.7%	17,185	228.3%	\$12,611,271

## LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
422		244,506		288,028		\$128,361,732	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
1.4%	416	17.8%	207,493	51.9%	189,665	-32.2%	\$189,250,210

## DEFINITE BOOKINGS PERFORMANCE – SEPTEMBER 2024

SEPT. DEFINITE BOOKINGS		SEPT. DEFINITE ROOM NIGHTS		SEPT. DEFINITE ATTENDANCE		SEPT. DEFINITE ECONOMIC IMPACT	
19		12,213		19,774		\$7,666,984	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
5.6%	18	-3.4%	12,645	53.9%	12,849	-93.7%	\$12,041,485

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
245		115,667		153,067		\$95,954,146	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-6.1%	261	40.6%	82,268	39.1%	110,061	48.1%	\$64,771,746

## EVENTS HELD PERFORMANCE – SEPTEMBER 2024

SEPT. EVENTS HELD		SEPT. EVENTS HELD HOTEL ROOMS		SEPT. EVENTS HELD ATTENDANCE		SEPT. GROUPS SERVICED	
26		3,649		3,619		15	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
-7.1%	28	-33.7%	5,500	-34.9%	5,560	-6.25%	16

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
245		115,667		153,067		\$95,954,146	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-6.1%	261	40.6%	82,268	39.1%	110,061	48.1%	\$64,771,746

## LOST BUSINESS LEADS – SEPT 2024

## LOST BUSINESS LEADS – FY YTD

SEPT. LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
9		122	
CHANGE	AUGUST 2024	CHANGE	2023
12.5%	8	14.1%	142

## PARTNER REFERRALS – SEPT 2024

## PARTNER REFERRALS – FY YTD

SEPT. PARTNER REFERRALS		YTD PARTNER REFERRALS	
564		3,450	
CHANGE	AUGUST 2024	CHANGE	2023
110.4%	268	No History	New KPI



# SEPT. MARKETING AND COMMUNICATIONS KPIS – SEPTEMBER 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – SEPTEMBER 2024

SEPT. ENGAGED SESSIONS		SEPT. MOBILE SESSIONS		SEPT. WEBSITE VIEWS		SEPT. ALL VIDEO VIEWS		SEPT. SHARED SOCIAL POSTS	
106,286		73,377		320,241		580,212		175	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
-23.0%	137,975	-23.5%	95,944	-24.9%	426,525	-81.4%	3,127,646	-1.2%	174

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
1,142,818		764,986		3,643,686		9,300,559		1,592	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
27.9%	893,209	30.2%	587,680	32.2%	2,756,016	20.1%	7,745,901	-1.8%	1,622

## MEDIA RELATIONS PERFORMANCE – SEPTEMBER 2024

SEPT. MEDIA PLACEMENTS		SEPT. MEDIA IMPRESSIONS		SEPT. MEDIA SOCIAL SHARES		SEPT. MEDIA TOUCHPOINTS		SEPT. MEDIA VISITS	
10		39,380,575		1,184		18		7	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
-37.5%	16	-86.5%	292,433,878	-57.9%	2,815	-28.0%	25	75.0%	4

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
128		1,999,084,773		32,057		127		24	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
52.4%	84	-10.6%	2,235,118,757	468.7%	5,636	-0.8%	128	-35.1%	37

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
110,385		29,925		89,675		31,449	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
9.5%	100,794	0.9%	29,662	17.4%	76,380	17.8%	26,700

# CONVENTION CENTER KPIS – SEPTEMBER 2024

## BCC REVENUE PERFORMANCE – SEPTEMBER 2024

SEPT. TOTAL REVENUE		SEPT. RENT REVENUE		SEPT. F&B REVENUE		SEPT. ELECTRICAL REV		SEPT. OTHER REVENUE	
\$197,514		\$12,300		\$177,383		\$5,581		\$2,250	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
70.7%	\$115,678	-55.6%	\$27,708	106.6%	\$85,846	162.8%	\$2,124	100.0%	0

## BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
\$3,352,405		\$684,373		\$2,489,608		\$157,047		\$21,377	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
30.3%	\$2,572,343	19.0%	\$575,030	41.7%	\$1,757,331	35.6%	\$115,854	-81.7%	\$116,783
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
25.2%	\$2,677,444	13.6%	\$602,464	28.9%	\$1,931,681	10.5%	\$142,062	16281.1%	\$1,237

## BCC OPERATIONS PERFORMANCE – SEPTEMBER 2024

SEPT. TOTAL EVENTS		SEPT. CONVENTIONS		SEPT. MEETINGS		SEPT. BANQUETS		SEPT. CONS/PUBLIC SHOWS	
9		0		3		6		0	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
12.5%	8	-100.0%	1	-25.0%	4	100.0%	3	Null	0

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
84		22		25		28		9	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
23.5%	68	69.2%	13	108.3%	12	-15.2%	33	-10.0%	10
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-12.5%	96	-29.4%	17	-16.7%	30	-28.2%	39	-10.0%	10

## BCC EVENT ATTENDANCE – SEPTEMBER 2024

SEPT. TOTAL EVENT ATTENDANCE	
6,486	
CHANGE	SEPT. 2024
70.2%	3,810

## BCC EVENT ATTENDANCE – FY2024 YTD

YTD TOTAL EVENT ATTENDANCE	
128,926	
CHANGE	2023
-20.8%	162,723
CHANGE	2019
-36.3%	202,493

## BCC DAYS OCCUPIED – SEPTEMBER 2024

SEPT. TOTAL NUMBER OF DAYS OCCUPIED	
CHANGE	SEPT. 2024

## BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
192	
CHANGE	2023
21.5%	158
CHANGE	2019
3.2%	186

# CONVENTION CENTER KPIS – SEPTEMBER 2024

## BCC REVENUE DASHBOARD – SEPTEMBER 2024

SEPT. TOTAL LEADS		SEPT. LEADS GENERATED BY BCC		SEPT. LEADS GENERATED BY VBN		SEPT. CONFIRMED BOOKINGS	
10		8		2		13	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
-41.2%	17	-50.0%	16	100.0%	1	62.5%	8

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
99		75		24		97	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-13.2%	114	10.3%	68	-47.8%	46	14.1%	85

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

SEPT. TOTAL SOLICITATION CALLS		SEPT. EXISTING CLIENT CALLS		SEPT. NEW CLIENT CALLS		SEPT. LOST BUSINESS	
33		10		23		8	
CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024	CHANGE	AUGUST 2024
17.9%	28	-16.7%	12	43.8%	16	-27.3%	11

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

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
392		179		213		60	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-22.2%	504	-11.8%	203	-29.2%	301	5.3%	57

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

	2019	2024	2025	2026	2027
Number of Events	138	119	89	51	35
Expected Attendance	249,975	173,174	208,162	205,630	149,718
Expected Hotel Room Nights	25,000	20,776	22,571	24,206	13,975
Expected Economic Impact	\$34,063,840	\$27,882,585	\$29,247,987	\$22,687,888	\$16,631,534

## 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:

Sept.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  
Sept.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  
Sept.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 Sept.keting Cloud  
Simpleview  
STR (Smith Travel Research)  
Tourism Economics  
Zartico



# BUFFALO CONVENTION CENTER