

Destination Performance Report



April 2022 *Source: STR, Inc. Republication or other use of this data without the express written permission of STR is strictly prohibited. Simpleview CRM

Hotel and Visitor Overview –April 2022

Hotel Revenue	Hotel Occupancy	Hotel Demand	Hotel ADR	Hotel RevPAR
\$19,598,571	55.0%	179,185	\$109.38	\$60.20
Mar 2022 1.3%	Mar 2022 3.2%	Mar 2022 -1.6%	Mar 2022 0.3%	Mar 2022 3.5%
Airport Passengers	Cross Border Traffic	Touring Guide Requests	Mobile VC Events	MVC Event Attendance
342,387	209,423	303	0	0
Mar 2022 38.8%	Mar 2022 41.9%	Mar 2022 -80.8%	Mar 2022 -100.0%	Mar 2022 -100.0%

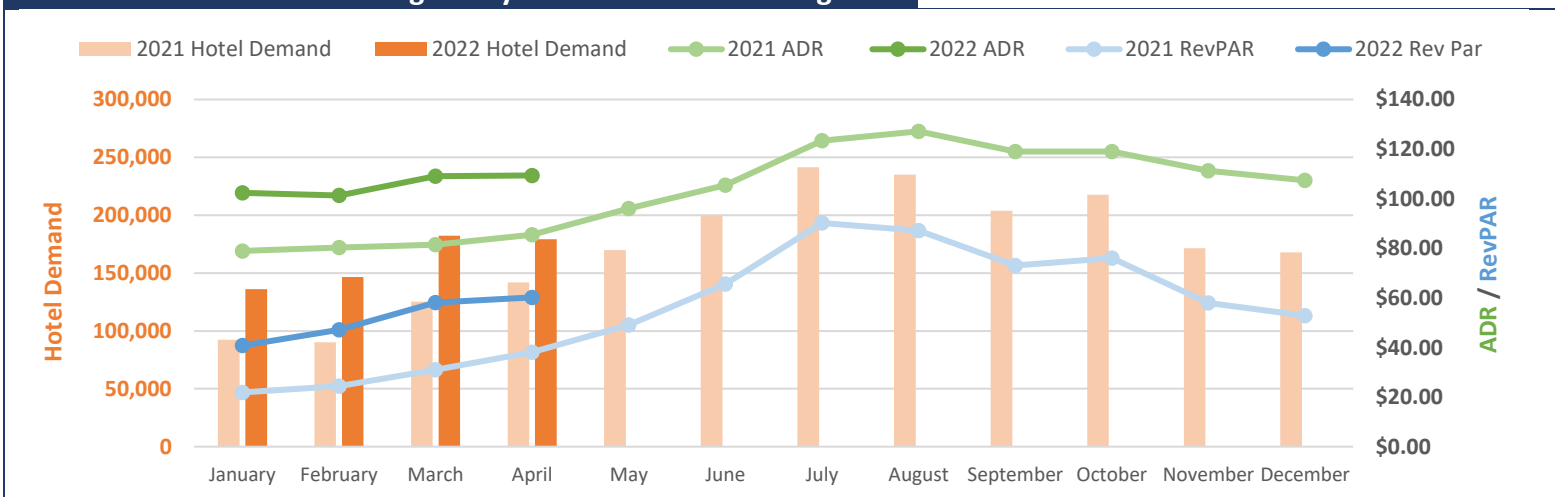
Hotel and Visitor Overview Comparison YOY 2022 vs. 2019 and 2021

YTD Hotel Revenue	YTD Hotel Occupancy	YTD Hotel Demand	YTD Hotel ADR	YTD Hotel RevPAR
\$68,041,579	48.6%	639,809	\$106.35	\$51.65
2021 84.2%	2021 38.1%	2021 42.1%	2021 29.6%	2021 37.1%
2019 0.2%	2019 -5.3%	2019 -4.9%	2019 5.3%	2019 -0.3%
YTD Airport Passengers	YTD Cross Border Traffic	YTD Touring Guide Requests	YTD Mobile VC Events	YTD MVC Event Attendance
1,139,239	546,433	3,797	5	143,757
2021 121.5%	2021 152.8%	2021 122.4%	2021 NA	2021 NA
2019 -24.0%	2019 -63.6%	2019 55.1%	2019 NA	2019 NA

STR Hotel Revenue and Hotel Occupancy 12-month running



STR Hotel Demand and Average Daily Rate 12-month running

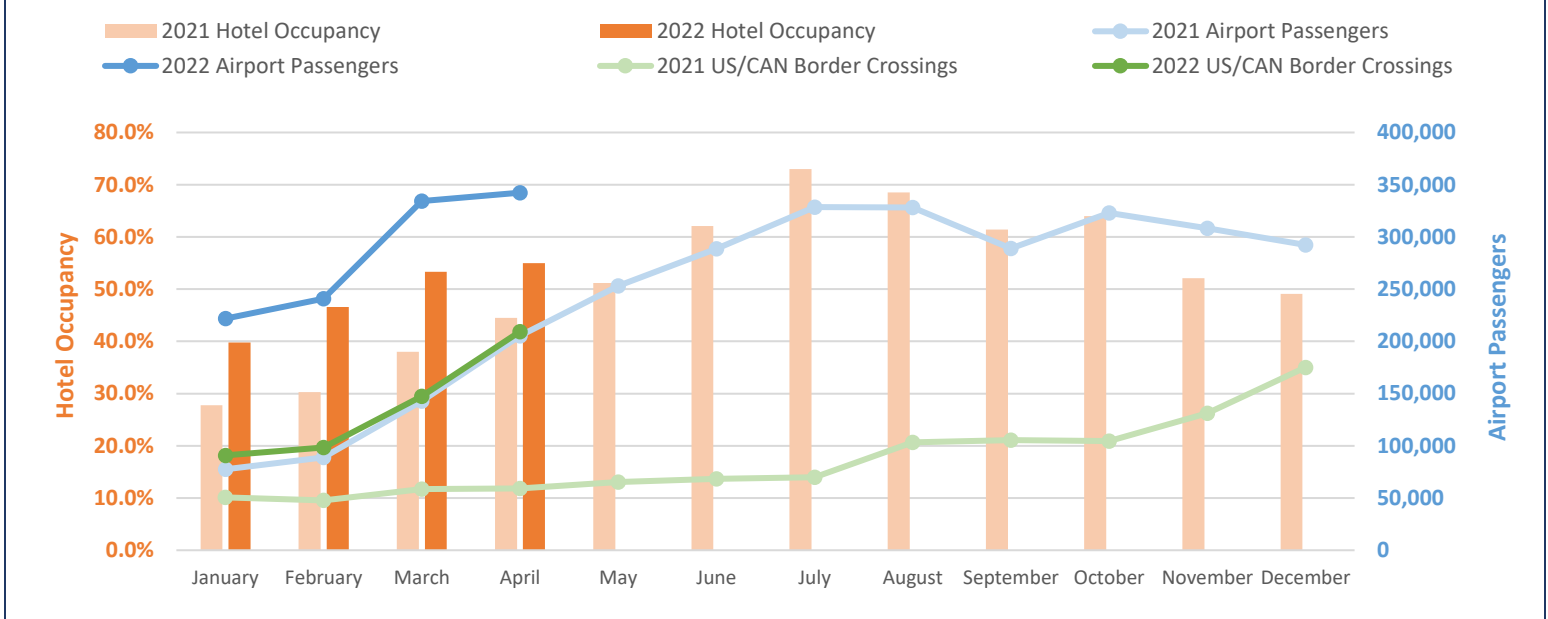


Destination Performance Report

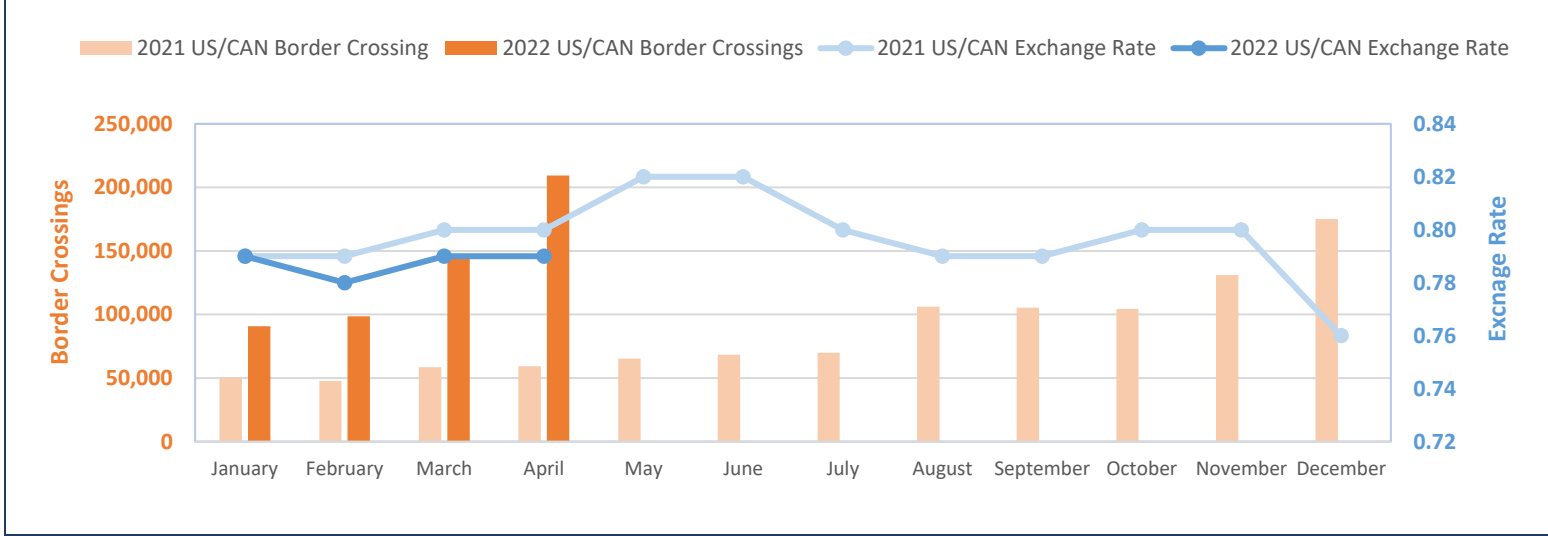


April 2022 *Source: STR, Inc. Republication or other use of this data without the express written permission of STR is strictly prohibited. Simpleview CRM

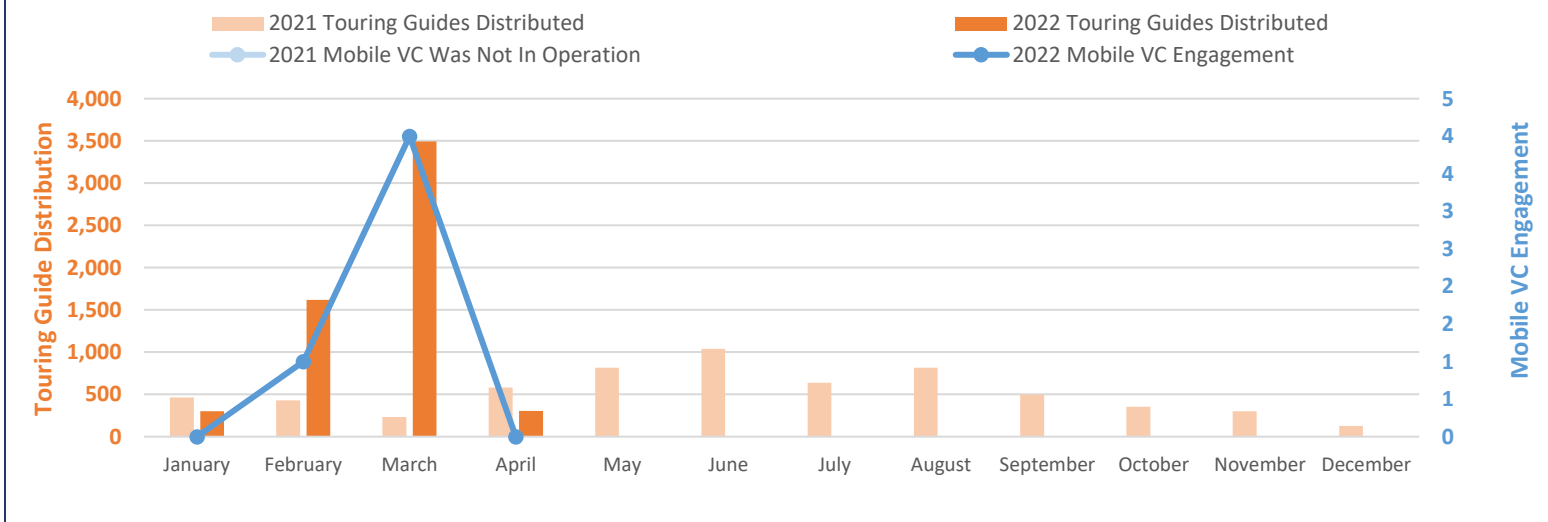
Airport Passengers vs. Hotel Occupancy* 12-month running



US/CAN Cross Border Traffic and US/CAN Currency Exchange Rate 12-month running



Touring Guide Distribution and Mobile VC Engagement 12-month running



Destination Performance Report

April 2022 **Source: Key Data. Reproduction or other use of this data without the express written permission of Key Data is strictly prohibited.



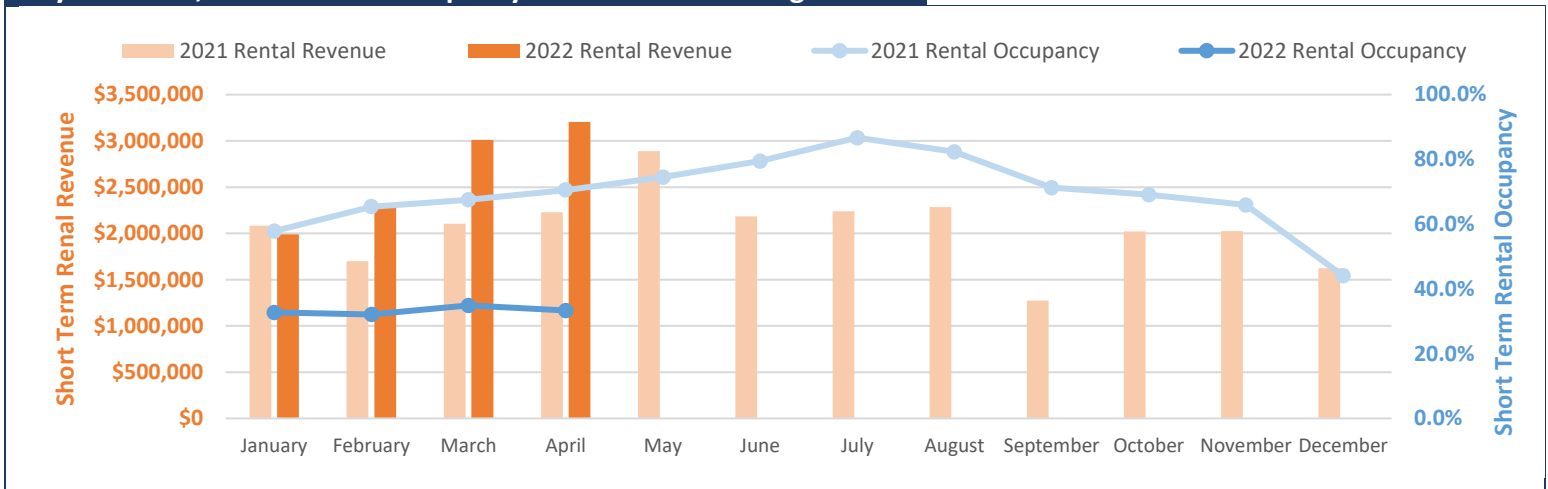
Short Term Rental Data –April 2022

Short Term Rental Revenue**	Short Term Rental Occupancy**	Short Term Rental Bookings**	Short Term Rental ADR**	Short Term Rental RevPAR**
\$3,203,684	33.3%	5,656	\$144.00	\$48.00
Mar 2022 6.5%	Mar 2022 -4.6%	Mar 2022 4.1%	Mar 2022 3.6%	Mar 2022 -2.0%

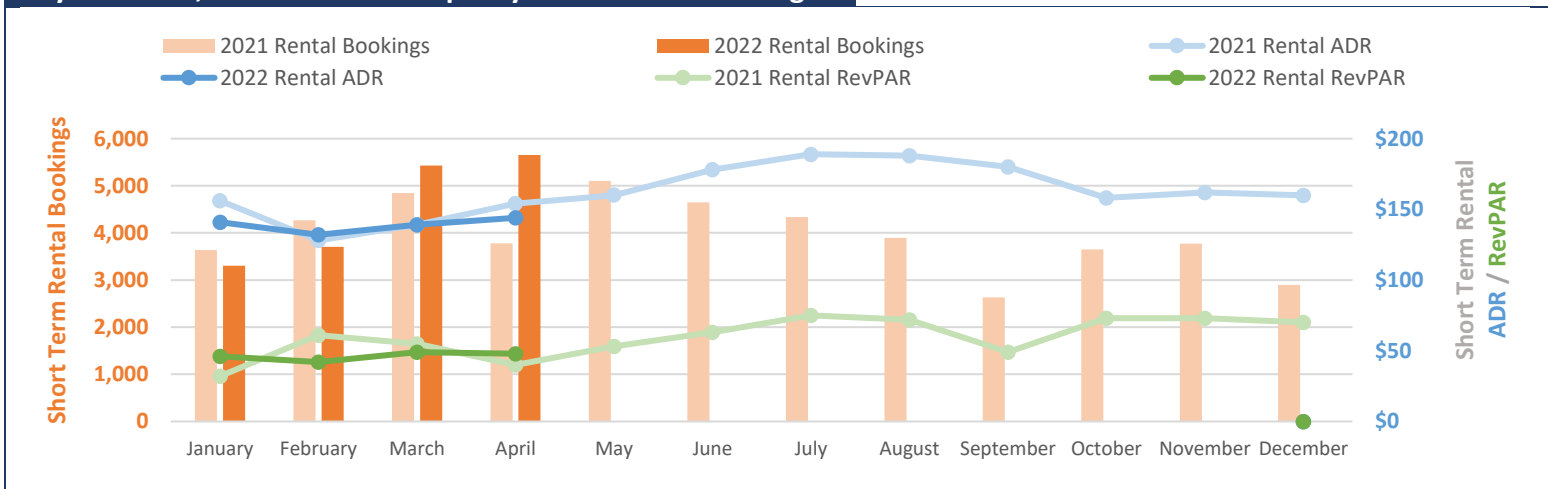
Short Term Rental Data Comparison YOY 2022 vs. 2019 and 2021

YTD Short Term Rental Revenue**	YTD Short Term Rental Occupancy**	YTD Short Term Rental Bookings**	YTD Short Term Rental ADR**	YTD Short Term Rental RevPAR**
\$10,480,959	35.2%	18,099	\$1368.00	\$49.00
2021 34.5%	2021 4.5%	2021 17.8%	2021 -1.4%	2021 4.3%
2019 NA	2019 NA	2019 NA	2019 NA	2019 NA

KeyData ADR, RevPAR and Occupancy** 12-month running



KeyData ADR, RevPAR and Occupancy** 12-month running



2019 Tourism Economics Annual Performance Report – Erie County

Erie County Tourism Impact					
\$1,879,000,000					
Erie County Travel Spend – Amounts in millions of nominals dollars					
Lodging	Recreation	Food & Beverage	Retail	Transportation	2 nd Home Purchase
\$333.8	\$201.0	\$712.9	\$373.9	\$238.4	\$19.0
Tourism Related Taxes		Erie County Tourism Related Labor		Tax Savings Per Household	
New York State Taxes	Erie County Taxes	Employment	Labor Income	\$598	
\$155,040	\$184,602	32,395	\$1,561.8M		

Sales and Services Performance Report



April 2022 Source: Simpleview CRM

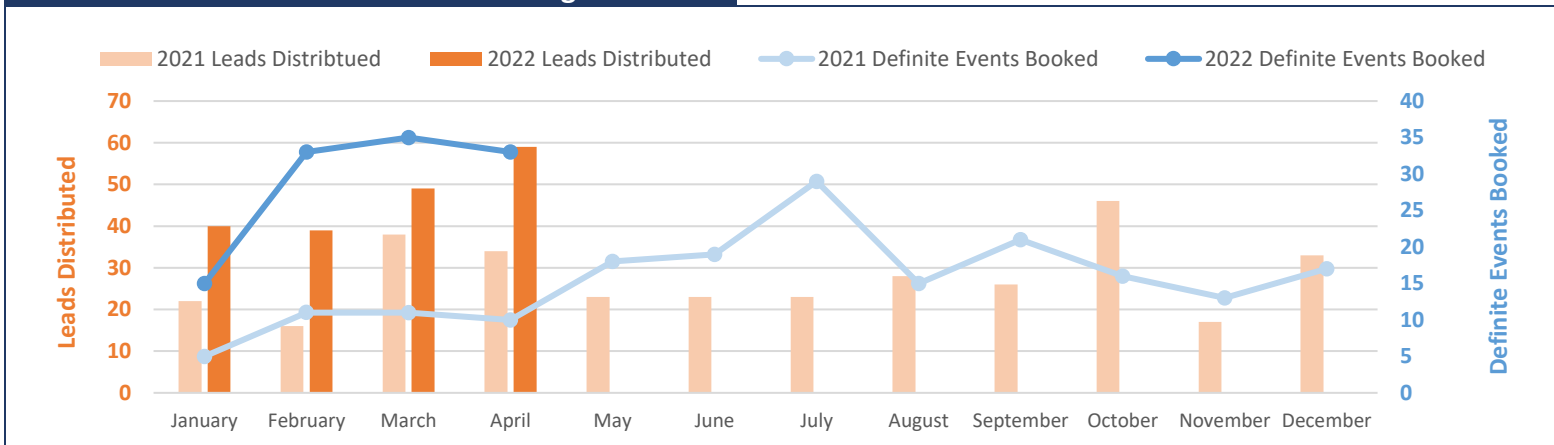
Sales Leads, Bookings and Outreach – April 2022

Sales Leads Distributed	Room Nights (Leads)	Person to Person Prospects	Indirect Prospects	Lost Business
59	25,072	517	1	10
Mar 2022 20.4%	Mar 2022 30.2%	Mar 2022 -21.8%	Mar 2022 -50.0%	Mar 2022 -63.0%
Definite Events Booked	Definite Room Nights Booked	Definite Expected Attendance	Definite Event Economic Impact	
33	10,048	5,220	\$9,490,653	
Mar 2022 -5.7%	Mar 2022 -34.9%	Mar 2022 -74.5%	Mar 2022 -32.2%	
Events Held	Room Nights	Attendance	Groups Served	
19	6,144	3,763	12	
Mar 2022 -34.8%	Mar 2022 -76.5%	Mar 2022 -85.9%	Mar 2022 -14.3%	

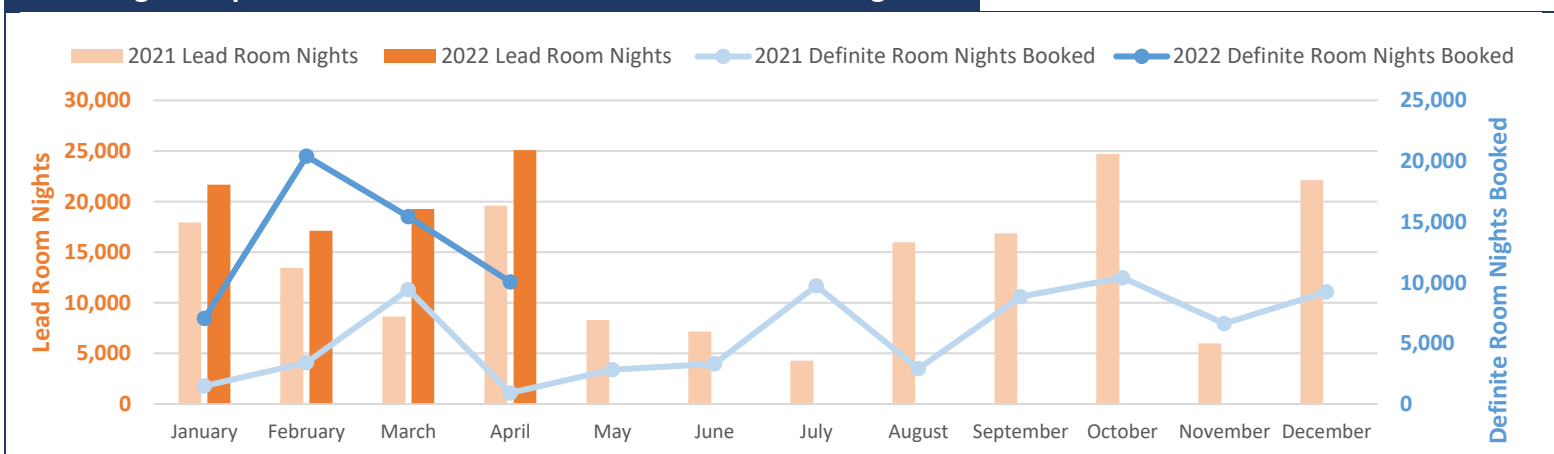
Sales Leads, Bookings and Outreach – YOY 2022 vs. 2019 and 2021

YTD Sales Leads Distributed	YTD Room Nights (Leads)	YTD Person to Person Prospects	YTD Indirect Prospects	YTD Lost Business
187	83,126	2,471	3	76
2021 70.0% 2019 -29.0%	2021 39.4% 2019 -44.5%	2021 34.4% 2019 NA	2021 -97.8% 2019 NA	2021 4.1% 2019 -20.0%
YTD Definite Events Booked	YTD Definite Room Nights Booked	YTD Definite Expected Attendance	YTD Definite Event Economic Impact	
116	53,930	51,075	\$48,698,408	
2021 213.5% 2019 -38.3%	2021 247.9% 2019 -8.7%	2021 269.0% 2019 -5.4%	2021 357.4% 2019 -11.0%	
YTD Events Held	YTD Room Nights	YTD Attendance	YTD Groups Served	
67	47,069	44,975	36	
2021 318.8% 2019 -41.7%	2021 278.3% 2019 -27.8%	2021 256.0% 2019 -29.4%	2021 3500.0% 2019 -30.8%	

Sales Leads vs. Definite 12-month running



Room Nights Represented In Leads vs. Definite 12 month running



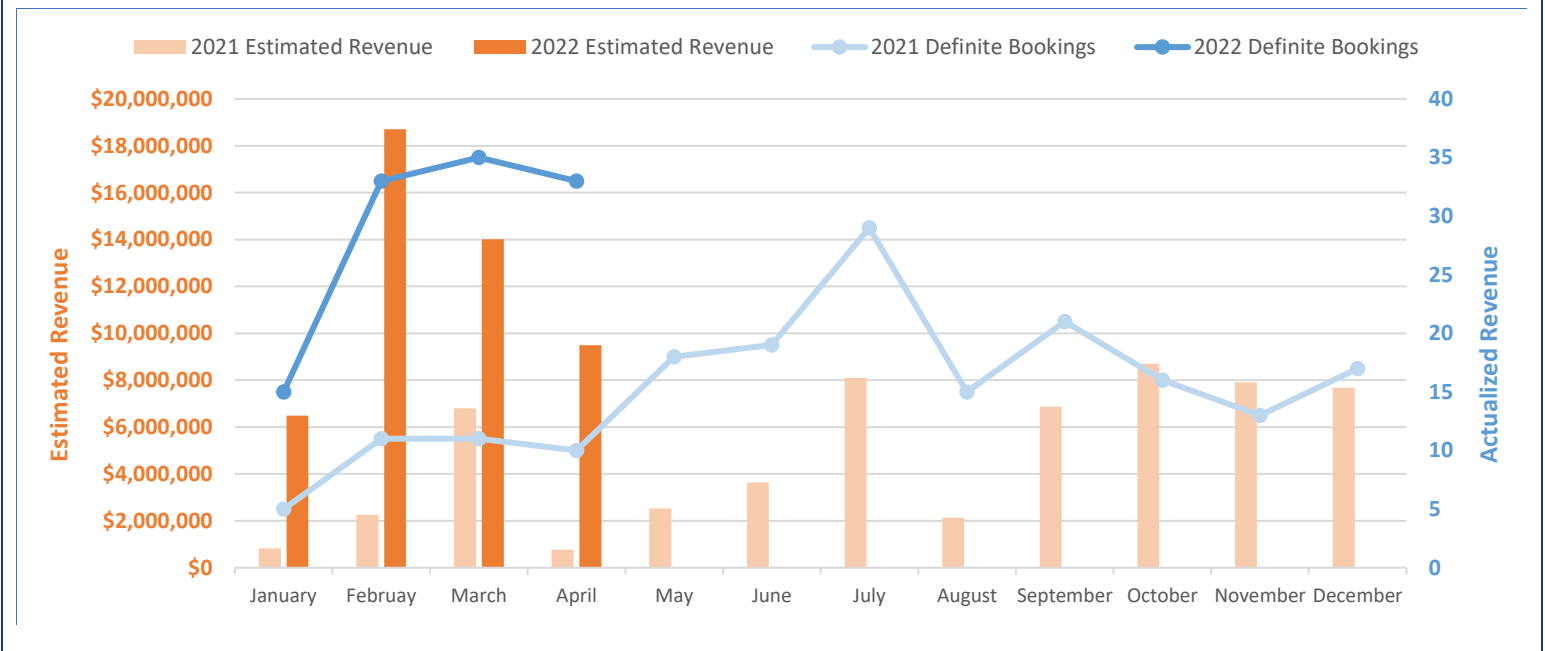
Sales and Services Performance Report

April 2022

Source: Simpleview CRM



Future Economic Impact 12-month running



Sales Outreach By Month – Fiscal Year 2021

Month of Year	Person-to-Person Outreach	Percent Change	Indirect Outreach	Percent Change
January	721	79.8%	2	-66.7%
February	572	-20.7%	0	-100.0%
March	661	16.0%	2	200.0%
April	517	-21.8%	1	-50.0%
May				
June				
July				
August				
September				
October				
November				
December				

Group Events Held by Month and Room Nights Generated – Fiscal Year 2021

Month of Year	Group Events This Month	Percent Change	Room Nights Generated	Percent Change
January	5	-16.7%	5,064	98.9%
February	14	180.0%	9,687	91.3%
March	29	107.1%	26,174	170.2%
April	19	-34.8%	6,144	-76.5%
May				
June				
July				
August				
September				
October				
November				
December				

Marketing Performance Report

April 2022

Sources: Cision, Google Analytics, Madden Media, Simpleview CRM



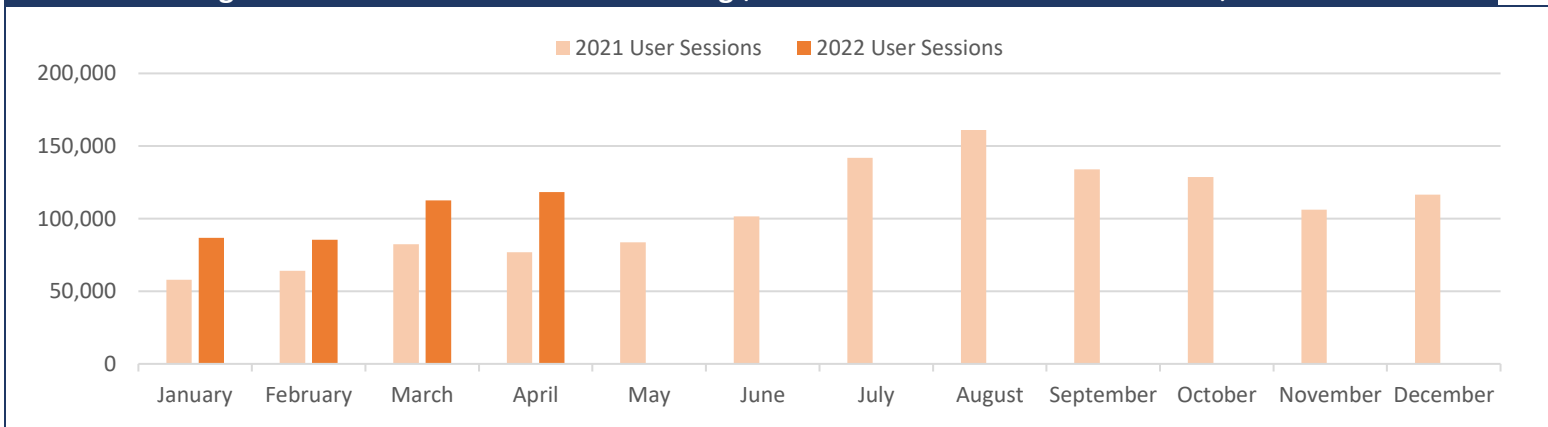
Marketing Metrics Overview – April 2022

Website Sessions	Mobile Site Sessions	Duration on Site	Website Page Views	Shared Social Media Posts
118,324	78,469	1:54	202,263	186
Mar 2022 5.2%	Mar 2022 5.9%	Mar 2022 -9 seconds	Mar 2022 5.9%	Mar 2022 -53.6%
Facebook Followers	Twitter Followers	Instagram Followers	Tiktok Followers	All Platforms Video Views
98,241	29,688	44,370	7,667	31,860
Mar 2022 0.02%	Mar 2022 0.1%	Mar 2022 -0.02%	Mar 2022 0.7%	Mar 2022 -90.3%
Media Placements	Media Impressions	Media Social Shares	Media Touchpoints	Media Visits
3	6,634,371	818	12	2
Mar 2022 -57.1%	Mar 2022 -20.9%	Mar 2022 664.5%	Mar 2022 Null	Mar 2022 100.0%

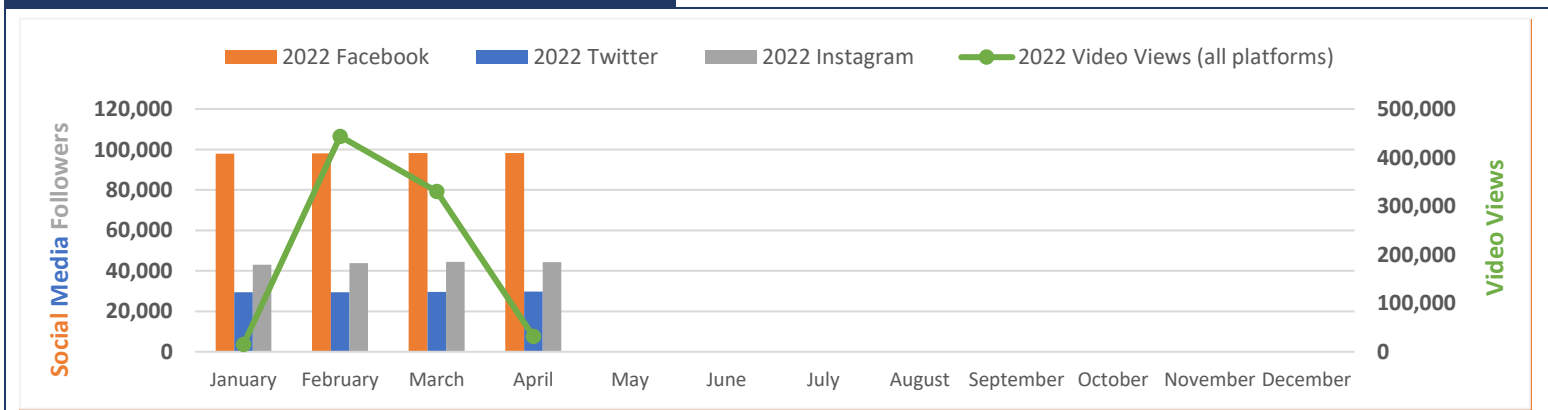
Marketing Metrics Overview Comparison YOY 2022 vs. 2019 and 2021

YTD Website Sessions	YTD Mobile Site Sessions	YTD Avg Duration on Site	YTD Website Page Views	YTD Shared Soc Med Posts
403,082	264,365	2:00	721,079	955
2021 43.3%	2021 46.3%	2021 36 seconds	2021 38.9%	2021 96.9%
2019 -17.8%	2019 -15.4%	2019 30 seconds	2019 92.5%	2019 41.9%
YTD Facebook Followers	YTD Avg Twitter Followers	YTD Avg Instagram Followers	YTD Avg Tiktok Followers	YTD All Video Views
98,241	29,688	44,370	7,667	820,682
2021 1.7%	2021 2.0%	2021 12.9%	2021 NA	2021 396.1%
2019 5.2%	2019 5.1%	2019 41.3%	2019 NA	2019 119.0%
YTD Media Placements	YTD Media Impressions	YTD Media Social Shares	YTD Media Touchpoints	YTD Media Visits
21	359,390,589	3,400	99	5
2021 950.0%	2021 3875.0%	2021 233.7%	2021 661.5%	2021 500.0%
2019 NA	2019 NA	2019 NA	2019 NA	2019 NA

VisitBuffaloNiagara.com Web Stats 12-month running (Total Combined Sessions – Website and Mobile)



Social Media and Video Stats – Fiscal Year 2021



Industry Relations Performance Report

April 2022

Source: Simpleview CRM, Cervis, Salesforce



Industry Relations Metrics Overview – April 2022

Volunteer Hours – Conventions	Volunteer Hours – Mobile VC	Total Volunteer Hours
12	0	12
Mar 2022 100.0%	Mar 2022 -100.0%	Mar 2022 -93.5%
Weekly Lodging Dashboard	Tourism Insider Distribution	Industry Events Attendance
344	2,777	0
Mar 2022 1.5%	Mar 2022 0.6%	Mar 2022 Null
Destination/Customer Service Training Attend	Extranet Training Attendance	Industry Meeting Attendance
0	0	0
Mar 2022 Null	Mar 2022 -100.0%	Mar 2022 Null

Industry Relations Metrics Overview Comparison YOY 2022 vs. 2019 and 2021

YTD Volunteer Hours – Conventions	YTD Volunteer Hours – Mobile VC	YTD Total Volunteer Hours
12	261	273
2021 100.0%	2021 Null	2021 Null
2019 NA	2019 NA	2019 -100.0%
YTD Weekly Lodging Dashboard	YTD Tourism Insider Distribution	YTD Industry Events Attendance
344	2,777	0
2021 4.6%	2021 14.6%	2021 Null
2019 NA	2019 0.1%	2019 Null
YTD Dest/Customer Service Training Attend	YTD Extranet Training Attendance	YTD Industry Meeting Attendance
14	14	93
2021 Null	2021 40.0%	2021 -31.6%
2019 -76.2%	2019 -6.7%	2019 -33.6%

Destination Performance Report - Glossary

Destination Performance Metrics

Hotel Revenue – Total lodging revenue for all property types reported for the previous month. Data is provided by Smith Travel Research (STR).

Hotel Occupancy – Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research (STR).

Hotel Average Daily Rate (ADR) – A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research (STR).

Hotel Demand – The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research (STR).

Hotel Revenue Per Available Room (RevPAR) – Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research (STR).

Total Airport Passengers – Total monthly air traffic reported for the previous month. Data is provided by Buffalo Niagara International Airport.

Cross Border Traffic – Total monthly border crossings between US and Canada in the previous month. Data is provided by Buffalo and Fort Erie Public Bridge Authority.

Touring Guide Requests – Total number of touring guides (visitor guide publication) requests made and distributed in the previous month. Data is provided by Visit Buffalo Niagara staff.

Mobile Visitor Center Events – Total number of events that mobile visitor center was staged in the previous month. Data is provided by Simpleview CRM.

Mobile Visitor Center Engagements – Total number of people engaged at mobile visitor center in the previous month. Data is provided by Simpleview CRM.

Short Term Rental Revenue – Total lodging revenue for all short-term rentals reported for the previous month. Data is provided by Key Data.

Short Term Rental Occupancy – Percentage of available short-term rentals sold during the previous month. Occupancy is calculated by dividing the number of rental units sold by rental units available. Data is provided by Key Data.

Short Term Rental Average Daily Rate (ADR) – A measure of the average rate paid for short-term rental units sold for the previous month, calculated by dividing rental units revenue by rental units sold. Data is provided by Smith Travel Research (STR).

Short Term Rental Demand – The number of short-term rental units sold in the previous month. Data is provided by Key Data.

Short Term Rental Revenue Per Available Room (RevPAR) – Total short term rental units revenue for the previous month divided by the total number of available rental units. Data is provided by Key Data.

Sales Performance Metrics

Sales Leads Issued – Monthly tentative sales leads sent to hotel partners & service providers in Buffalo/ Erie County. Data is provided by Simpleview CRM.

Room Nights (Leads) – Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

Leads Turned Definite – Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

Estimated Revenue – Estimated monthly review of definite leads booked. Data is provided by Simpleview CRM.

P2P Outreach – Monthly person-to-person interactions between the sales team and clients/prospects. Includes virtual meetings, in-person, solicitation efforts via phone and email. Data is provided by Simpleview CRM.

Indirect Outreach – Monthly communications from the sales team to more than one client at a time. Includes direct mail and mass e-mail communications. Data is provided by Simpleview CRM.

Group Events Held – The number of groups who were sourced through VBN and met in Buffalo/Erie County during the given month. Data is provided by Simpleview CRM.

Room Nights Generated – Room nights generated by the groups held who were sourced through VBN and met in Buffalo/Erie County during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

Groups Serviced – Groups who met in Buffalo/Erie County who received or were offered additional planning services by VBN during the given month. Data is provided by Simpleview CRM.

Marketing Performance Metrics

Website User Sessions – Number of monthly website sessions to VisitBuffaloNiagara.com. Data is provided by Google Analytics.

Mobile Site Visits – Number of monthly website sessions from mobile or tablet devices to VisitBuffaloNiagaa.com. Data is provided by Google Analytics.

Website Time on Site – Average time in minutes and seconds spent on VisitBuffaloNiagara.com. Data is provided by Google Analytics.

Website Page Views – Number of monthly page views on VisitBuffaloNiagara.com. Data is provided by Google Analytics.

Shared Social Media Posts – Number of monthly individual shared Visit Buffalo Niagara Facebook and Instagram posts. Data provided by Google Analytics.

Total Facebook Fans – Total number of Facebook fans for Visit Buffalo Niagara Facebook page reported monthly. Data is provided by Facebook.

Total Twitter Followers – Total number of Twitter followers for Visit Buffalo Niagara Twitter account reported monthly. Data is provided by Twitter.

Total Instagram Followers – Total number of Instagram followers for Visit Buffalo Niagara Instagram account reported monthly. Data is provided by Instagram.

Total Tiktok Followers – Total number of Tiktok followers for Visit Buffalo Niagara Tiktok account reported monthly. Data is provided by Tiktok. This will be a new social media platform that will be measured in 2022.

Video Views (All Platforms) – Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Factbook and Instagram and does not include advertising campaign views.

Media Placements – Clips from online, print, or broadcast media that Visit Buffalo Niagara had a hand in securing or that feature Buffalo/Erie County predominantly that have a reach of a certain threshold. Reported for the previous month. Data is provided by Cision.

Media Social Shares – Number of monthly social media shares of media placements that Visit Buffalo Niagara has a hand in securing. Reported for the previous month. Data is provided by Cision.

Media Touchpoints – Monthly contact that members of the Visit Buffalo Niagara staff and/or contracted media relations firm had with various media outlets or journalists for the previous month. Data is provided by Visit Buffalo Niagara and Madden Media teams.

Media Visits – Monthly visits to Buffalo/Erie County by journalists and hosted by Visit Buffalo Niagara and local tourism partners in the previous month. Data is provided by the Visit Buffalo Niagara and Madden Media teams.

Industry Relations Performance Metrics

Volunteer Hours – Sales Events – Number of total monthly hours worked by volunteers at meetings/conventions or sporting events. Data is provided by Simpleview CRM.

Volunteer Hours – Mobile Visitor Center – Number of total monthly hours worked by volunteers at events where mobile visitor center was staged. Data is provided by Simpleview CRM.

Total Volunteer Hours – Total number of total monthly hours worked by volunteers. Data is provided by Simpleview CRM.

Weekly Lodging Dashboard – Weekly lodging comparison report of occupancy, ADR and RevPAR for hotels and rental units. Data is provided by STR and Key Data.

Tourism Insider Distribution – Total monthly recipients of Tourism Insider. Data is provided by Simpleview CRM.

Industry Events Attendance – Total monthly attendance by industry, stakeholder, and staff at VBN events. Data is provided by Simpleview CRM.

Destination/Customer Service Training Attendance – Total monthly attendance by industry taking part in VBN Destination/Customer Service Training program. Data is provided by Simpleview CRM.

Extranet Training Attendance – Total monthly attendance by industry taking part in VBN CRM Training program. Data is provided by Simpleview CRM.

Industry Meeting Attendance – Total monthly attendance by industry taking part in VBN industry meeting. Data is provided by Simpleview CRM.

Data Sources

Cervis Technologies – Cervis is a volunteer/event management software program specifically geared toward the uses of non-profit organizations.

Cision – Cision is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact.

Google Analytics – Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

Key Data – Key Data Dashboard provides business intelligence and benchmarking tools for the vacation rental space. ***Republication or other use of this data without the express written permission of Key Data is strictly prohibited.***

Madden Media – Madden Media is one of the nation’s leading providers of custom and cooperative destination marketing solutions, in both digital and print. The company produces award-winning tourism promotions, offering more than 950 Destination Marketing Organizations around the country innovative, effective, and affordable media programs.

SalesForce Marketing Cloud – Salesforce Marketing Cloud is a provider of digital marketing automation and analytics software and services.

Simpleview – The company offers integrated products and services, including the industry’s most advanced customer relationship management (CRM) and content management system (CMS) platforms, powerful forecasting and reporting tools, dynamic websites, sites for mobile web, search engine optimization and interactive marketing.

STR (Smith Travel Research) – STR is the leading provider of premium global data benchmarking, analytics, and marketplace insights across multiple market sectors. We provide data that is confidential, reliable, accurate and actionable, and our comprehensive reports empower our clients to strategize and compete within their markets. ***Republication or other use of STR data without the express written permission of STR is strictly prohibited.***

Tourism Economics – Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics to answer the most important questions facing destinations, developers, and strategic planners.