

# Visit Buffalo Niagara Travel Pulse

## A Monthly Statistical Update and Analysis

April 2022

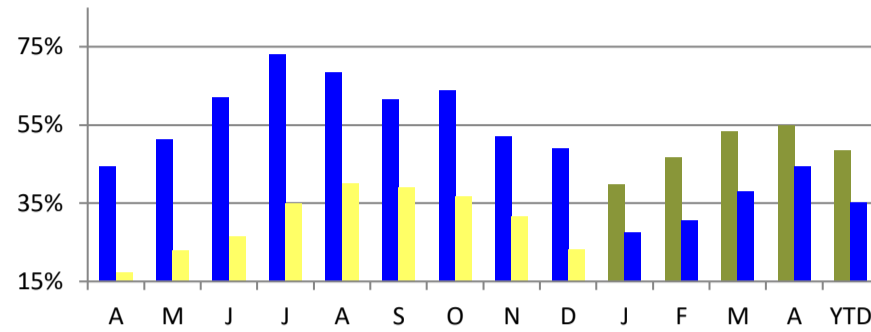
### Erie County Hotel Occupancy

April occupancy measured 55.00%, which is up + 24.15% compared to April 2021. Overall U.S. Occupancy was up for the month of April by +14.40% compared with the same period in 2021.

The total number of hotel rooms available in Erie County from April 2021 to April 2022 increased from 10,592 to 10,852 or approximately + 2.45%.

**2022 YTD** Occupancy is 38.46%, an increase of 45.31% from the previous year.

Occupancy

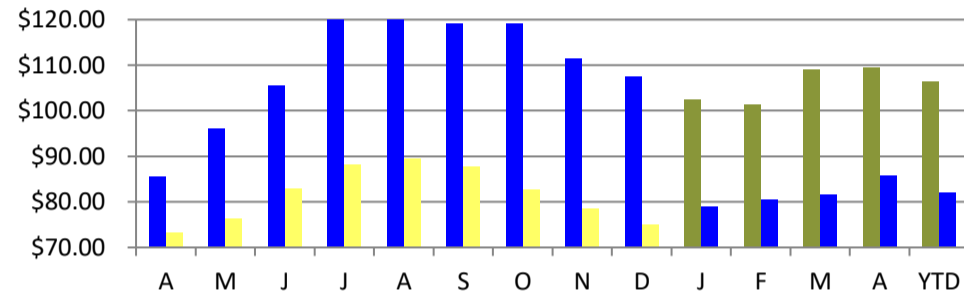


### Average Daily Room Rate (ADR)

In April, Erie County ADR was \$ 109.38, an increase of +27.68% over April 2021. For the month of April, U.S. Rates increased +35.10% over the previous year.

**2022 YTD** ADR is \$ 106.35, an increase of +29.57% when compared with the same time period in 2021.

Average Daily Rate

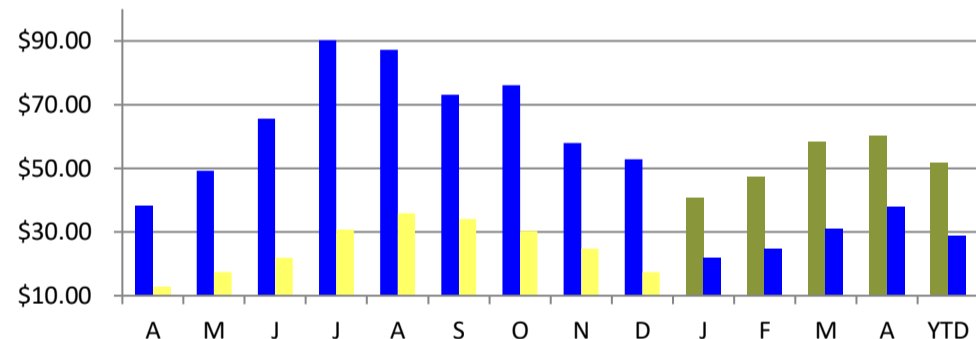


### Revenue Per Available Room (RevPAR)

Erie County RevPAR for the month of April was up +58.50% from April 2021, finishing the month at \$ 60.20. The Overall U.S. RevPAR was up +54.50% for the month.

**2022 YTD** RevPAR is \$ 51.65, an increase of +79.34% when compared with \$ 28.80 through April 2021.

Revenue Per Available Room

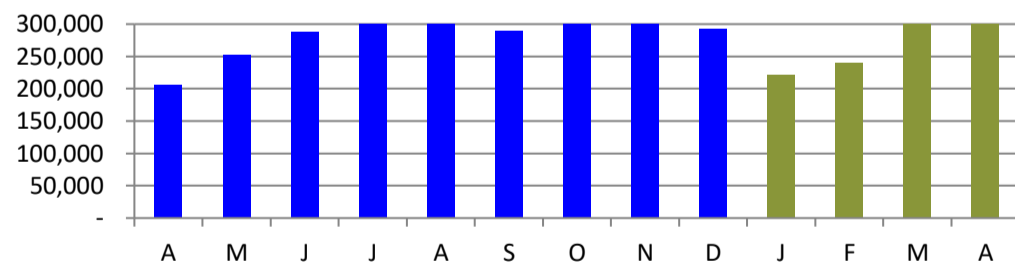


### Airport Passenger Traffic

342,387 Passengers passed through the gates of BNIA during April 2022. For the month of April 2022, traffic was up + 66.70% compared with April 2021.

Year to date for 2022, passenger traffic is up +121.45% compared with the same period in 2021.

BNIA Passenger Traffic

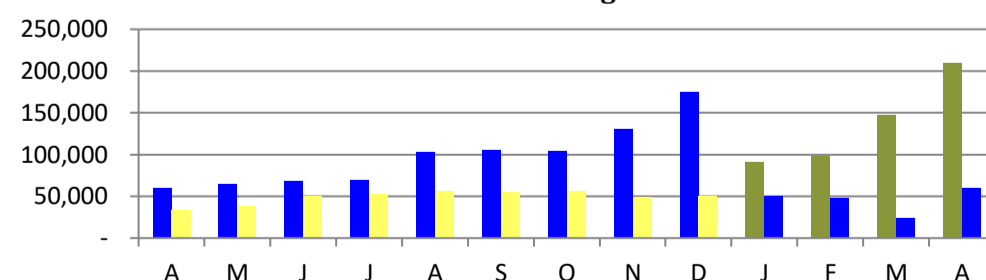


### Cross Border Bridge Traffic

For the month of April 2022, traffic crossing the four major bridges from Canada to the U.S. was up +252.70% as compared with April 2021.

**2022 YTD** overall bridge traffic is up +201.04% compared to the first two months of 2021.

Cross Border Bridge Traffic



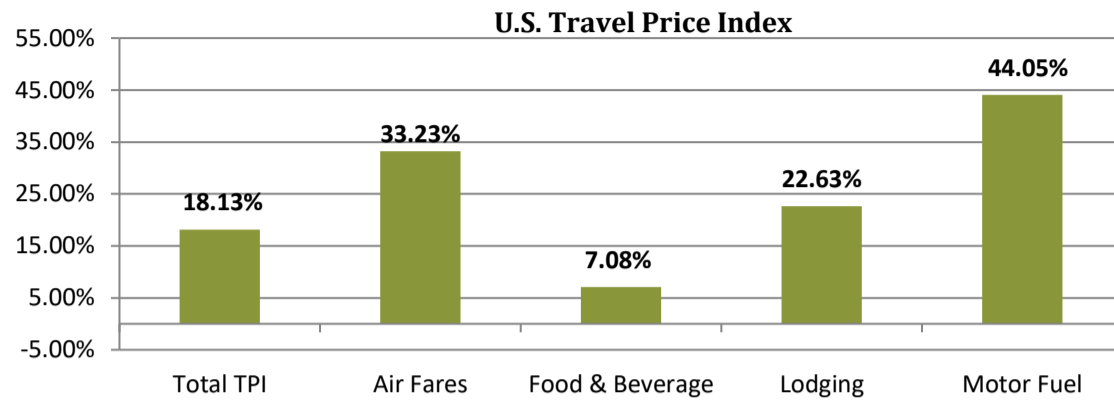
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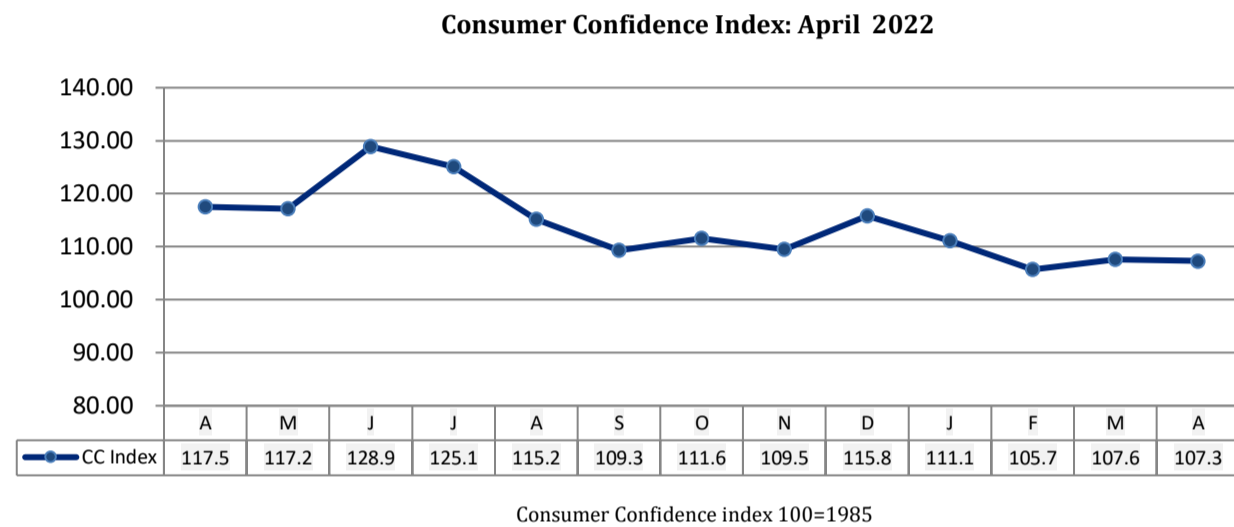
### U.S. Travel Price Index

The April 2022 Travel Price Index(TPI) was up 18.13% compared to April 2021. Air Fares, F&B rates, Lodging and Motor Fuel all showed increases in April 2022 of +33.23%, 7.08%, 22.63% and 44.05% respectively.



### Consumer Confidence

According to the U.S. Conference Board, the Consumer Confidence Index(CCI) decreased to 107.3% in April 2022 down from the previous month's index of 107.6% reported for April 2021. The current CCI is down -10.20 pts from the previous year's April index of 117.50%

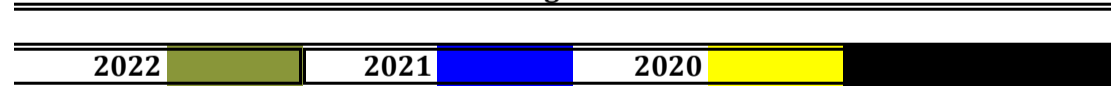


### Currency Exchange

The average daily value of the Canadian dollar as of April 2022 was down - 1.74% from the same period in 2021.

	2020		2021		2022	
	Low	High	Low	High	Low	High
January	\$ 0.7557	\$ 0.7710	\$ 0.7806	\$ 0.7920	\$ 0.7830	\$ 0.8017
February	\$ 0.7447	\$ 0.7527	\$ 0.7795	\$ 0.7981	\$ 0.7793	\$ 0.7888
March	\$ 0.6898	\$ 0.7173	\$ 0.7894	\$ 0.7953	\$ 0.7772	\$ 0.8019
April	\$ 0.7034	\$ 0.7192	\$ 0.7926	\$ 0.8140	\$ 0.7755	\$ 0.8031
May	\$ 0.7080	\$ 0.7265	\$ 0.8120	\$ 0.8298	\$ -	\$ -
June	\$ 0.7309	\$ 0.7472	\$ 0.8052	\$ 0.8306	\$ -	\$ -
July	\$ 0.7344	\$ 0.7485	\$ 0.7838	\$ 0.8102	\$ -	\$ -
August	\$ 0.7476	\$ 0.7668	\$ 0.7778	\$ 0.8002	\$ -	\$ -
September	\$ 0.7465	\$ 0.7660	\$ 0.7795	\$ 0.7988	\$ -	\$ -
October	\$ 0.7491	\$ 0.7621	\$ 0.7093	\$ 0.8111	\$ -	\$ -
November	\$ 0.7543	\$ 0.7713	\$ 0.7817	\$ 0.8085	\$ -	\$ -
January	\$ 0.7364	\$ 0.7529	\$ 0.7727	\$ 0.7910	\$ -	\$ -

Legend:



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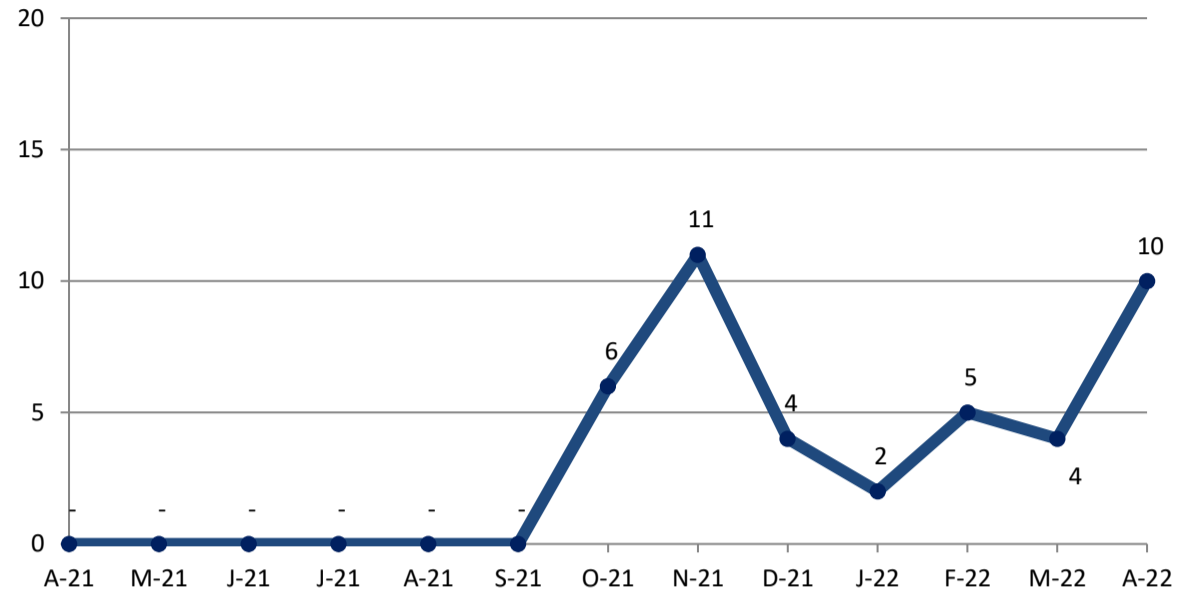
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## Buffalo Niagara Convention Center Events Hosted

The building re-opened in October 2021, after being closed since March 2020. In April 2022, the building hosted 10 events. Since re-opening in October 2021, the building has hosted a total of 42 events.

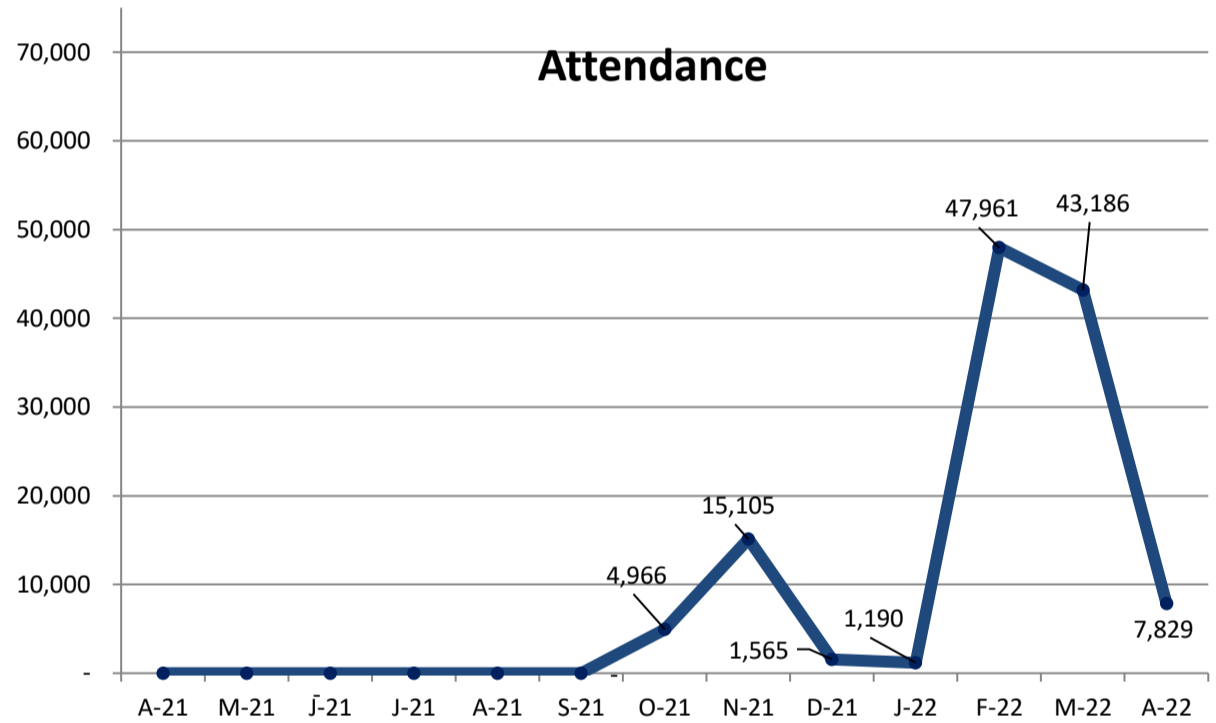
### Events Hosted



## Buffalo Niagara Convention Center Attendance

The building re-opened in October 2021, after being closed since March 2020. For calendar year 2022, the building hosted 21 events with a total attendance of 100,166 people. Since re-opening in October 2021, the building has hosted nearly 121,802 people.

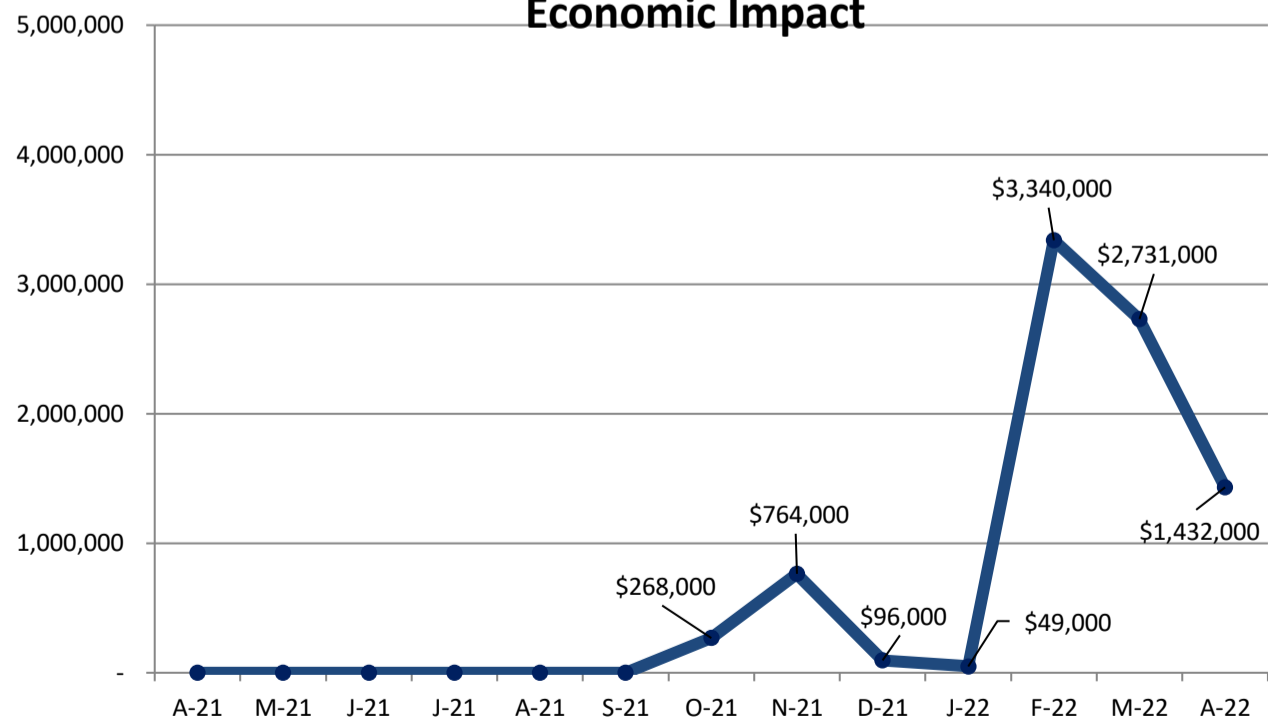
### Attendance



## Buffalo Niagara Convention Center Economic Impact

The building re-opened in October 2021, after being closed since March 2020. In calendar year 2022, the building hosted 21 events with an economic impact of \$ 7,552,000. Since re-opening in October 2021, the building has hosted 42 events with a total economic impact of approximately \$ 8.7 million dollars.

### Economic Impact



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## **Visit Buffalo Niagara Website Statistics:**

For the Month of April ,VBN's website recorded 118,324 sessions (visits). Below is a list of the top ten states/ provinces by visitation to the VBN website:

- 1.) New York
- 2.) Ontario
- 3.) Pennsylvania
- 4.) Ohio
- 5.) Florida
- 6.) California
- 7.) Texas
- 8.) Virginia
- 9.) North Carolina
- 10.) Illinois