

# Visit Buffalo Niagara Travel Pulse

## A Monthly Statistical Update and Analysis

March 2022

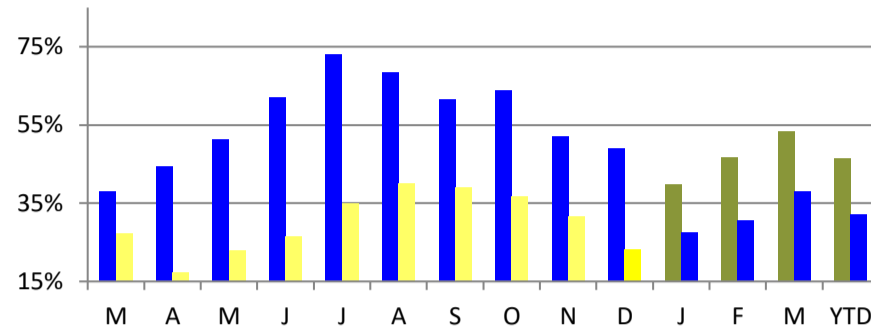
### Erie County Hotel Occupancy

March occupancy measured 53.30%, which is up + 40.63% compared to March 2021. Overall U.S. Occupancy was up for the month of March by +17.90% compared with the same period in 2021.

The total number of hotel rooms available in Erie County from March 2021 to March 2022 increased from 10,592 to 11,021 or approximately +4.05%.

**2022 YTD** Occupancy is 46.50%, an increase of 45.31% from the previous year.

Occupancy

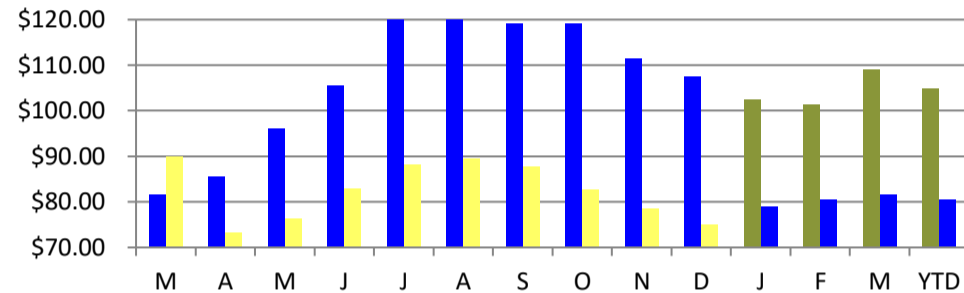


### Average Daily Room Rate (ADR)

In March, Erie County ADR was \$ 109.05, an increase of +33.59% over March 2021. For the month of March, U.S. Rates increased +37.50% over the previous year.

**2022 YTD** ADR is \$ 104.74, an increase of +30.21% when compared with the same time period in 2021.

Average Daily Rate

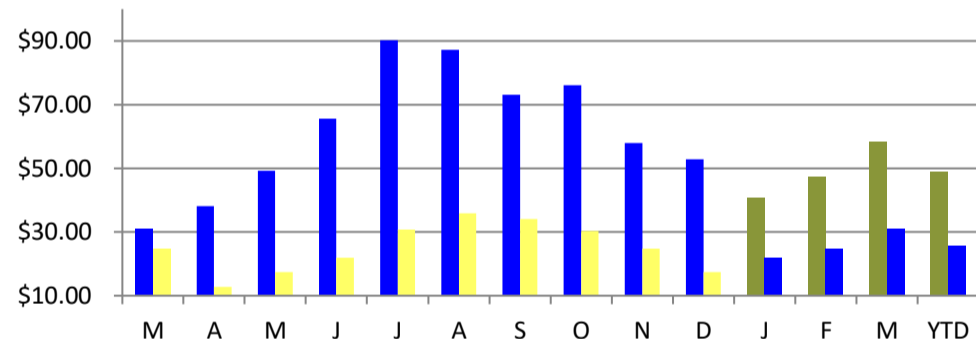


### Revenue Per Available Room (RevPAR)

Erie County RevPAR for the month of March was up +88.03% from March 2021, finishing the month at \$ 58.14. The Overall U.S. RevPAR was up +62.10% for the month.

**2022 YTD** RevPAR is \$ 48.76, an increase of +89.29% when compared with \$ 25.76 through March 2021.

Revenue Per Available Room

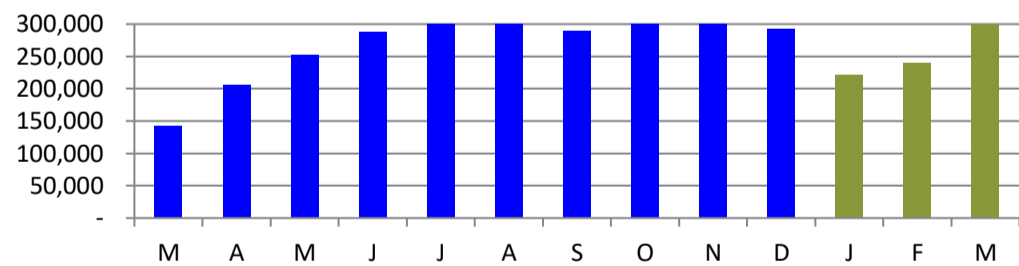


### Airport Passenger Traffic

334,190 Passengers passed through the gates of BNIA during March 2022. For the month of March 2022, traffic was up + 134.11% compared with March 2021.

Year to date for 2022, passenger traffic is up +157.84% compared with the same period in 2021.

BNIA Passenger Traffic

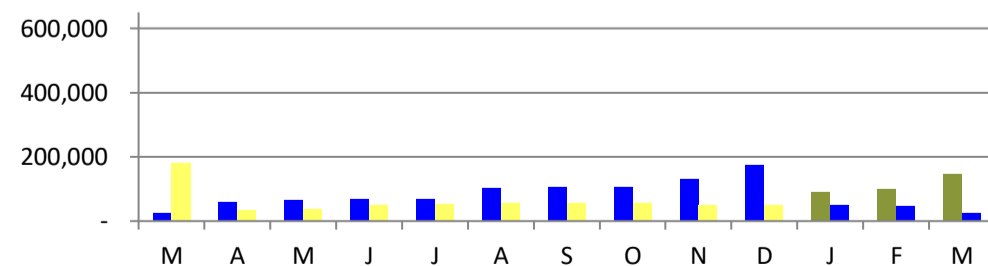


### Cross Border Bridge Traffic

For the month of March 2022, traffic crossing the four major bridges from Canada to the U.S. was up +518.91% as compared with March 2021.

**2022 YTD** overall bridge traffic is up +176.07% compared to the first two months of 2021.

Cross Border Bridge Traffic



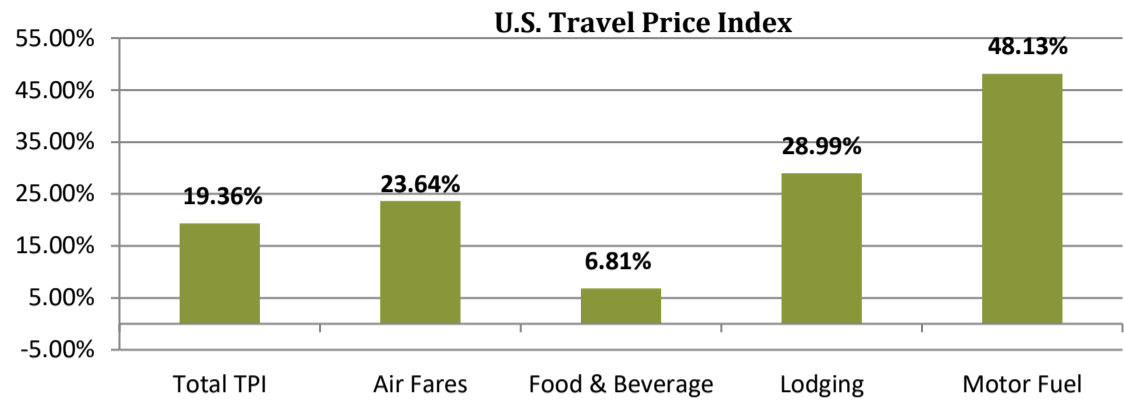
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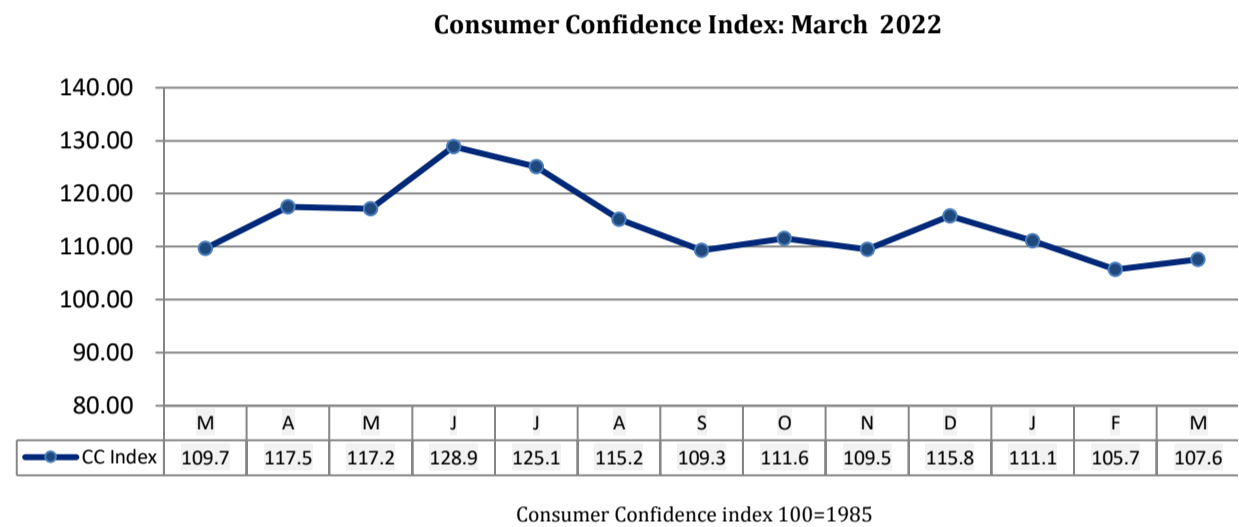
### U.S. Travel Price Index

The March 2022 Travel Price Index(TPI) was up 19.36% compared to March 2021. Air Fares, F&B rates, Lodging and Motor Fuel all showed increases in March 2022 of +23.64%, 6.81%, 28.99% and 48.13% respectively.



### Consumer Confidence

According to the U.S. Conference Board, the Consumer Confidence Index(CCI) increased to 107.6% in March 2022 up from the previous month's index of 105.7% reported for March 2021. The current CCI is down -2.10 pts from the previous year's March index of 109.70%



### Currency Exchange

The average daily value of the Canadian dollar as of March 2022 was down - .35% 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	\$ -	\$ -
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:

2022	2021	2020
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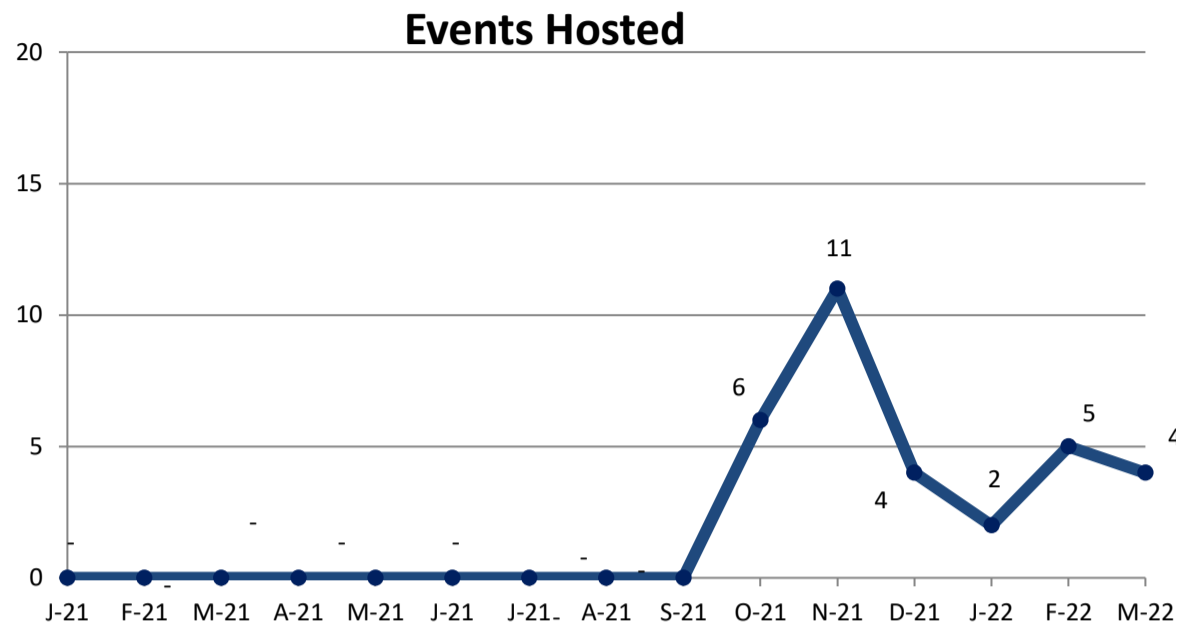
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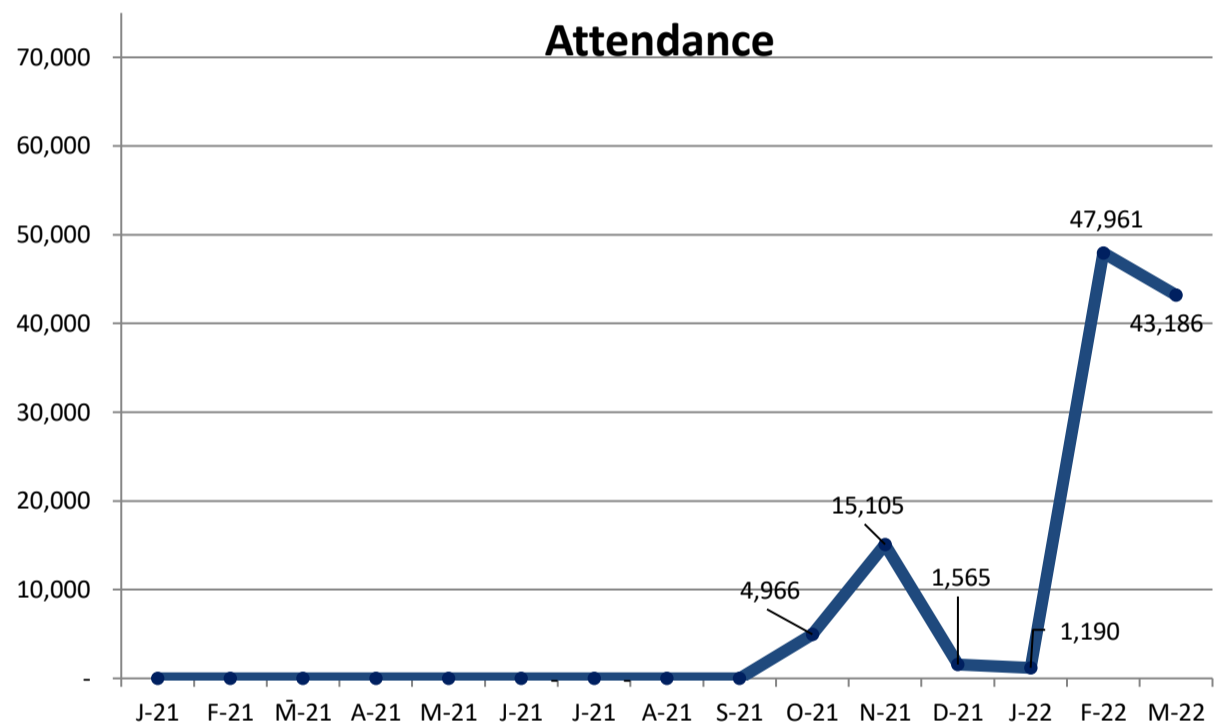
## Buffalo Niagara Convention Center Events Hosted

The building re-opened in October 2021, after being closed since March 2020. In March 2022, the building hosted 4 events. Since opening in October 2021, the building has hosted a total of 32 events.



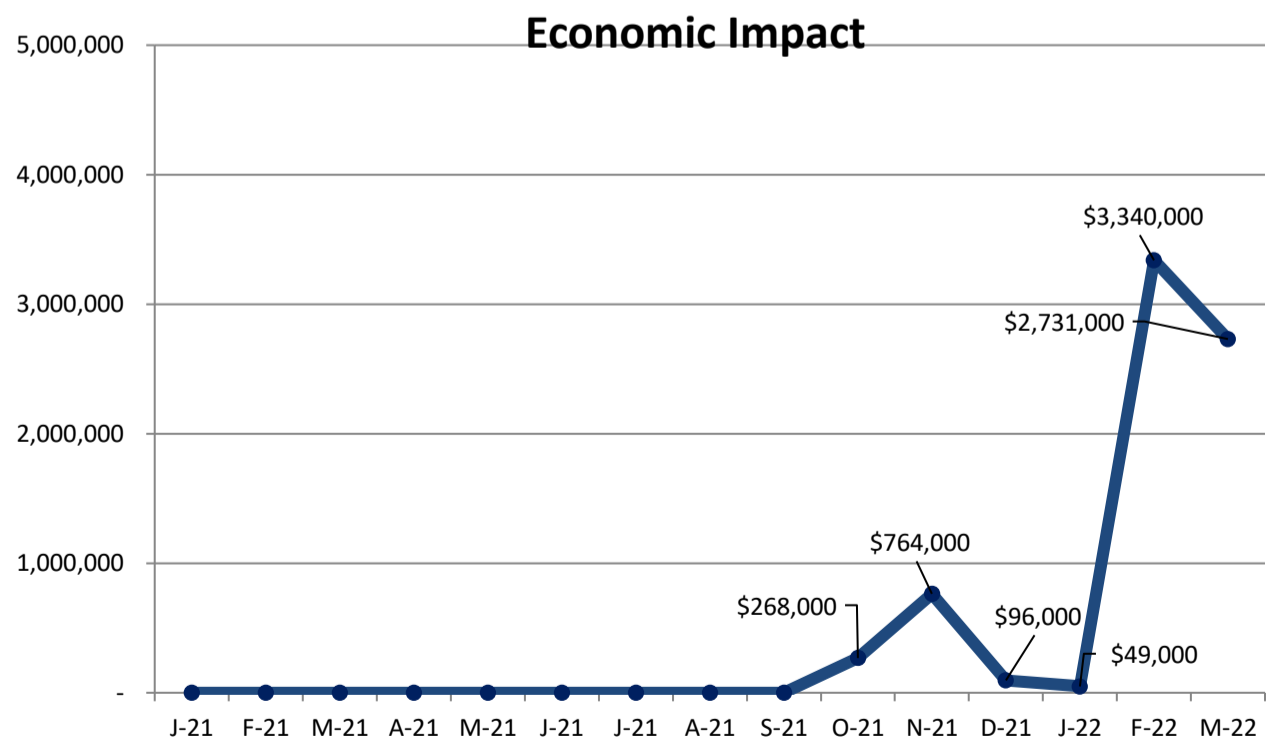
## Buffalo Niagara Convention Center Attendance

The building re-opened in October 2021, after being closed since March 2020. For calendar year 2022, the building hosted 11 events with a total attendance of 92,337 people. Since re-opening in October 2021, the building has hosted nearly 114,000 people.



## 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 11 events with an economic impact of \$ 6,120,000. Since re-opening in October 2021, the building has hosted 32 events with a total economic impact of approximately \$ 7.3 million dollars.



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### Visit Buffalo Niagara Website Statistics:

For the Month of March ,VBN's website recorded 112,499 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.) Washington DC
- 7.) California
- 8.) Texas
- 9.) Virginia
- 10.) Illinois