



# FEBRUARY 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

**PATRICK J. KALER, PRESIDENT & CEO**

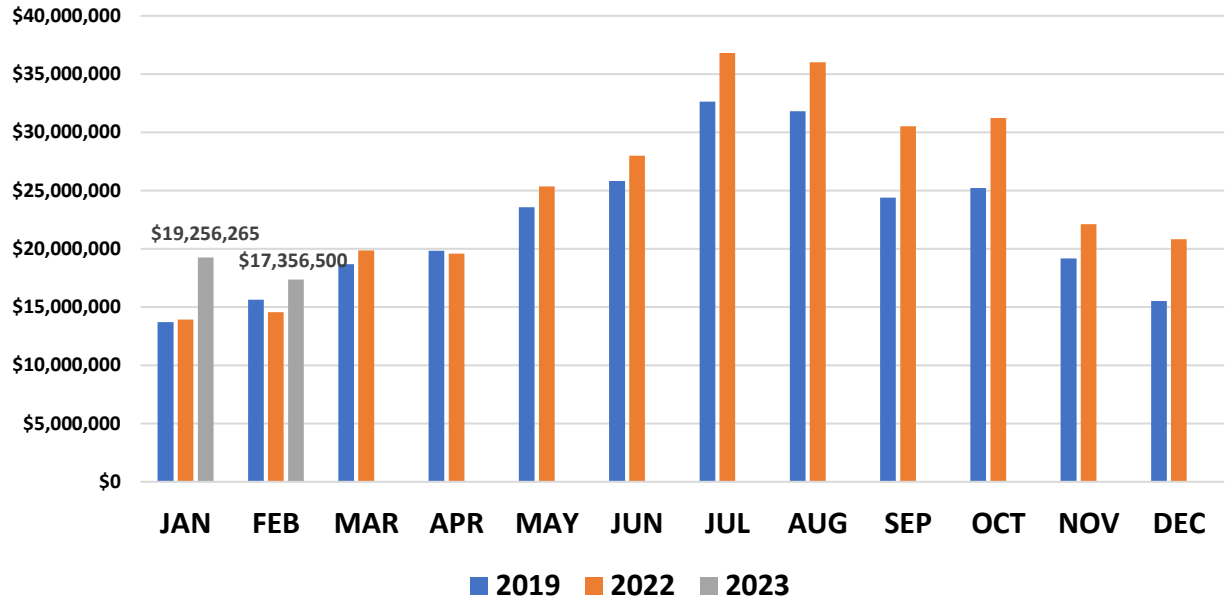


## ERIE COUNTY HOTEL REVENUE – FEBRUARY 2023

February Hotel Revenue	
<b>\$17,356,500</b>	
Feb 2022	<b>19.2%</b>
Feb 2019	<b>11.1%</b>
YTD Hotel Revenue	
<b>\$36,611,719</b>	
2022	<b>28.0%</b>
2019	<b>24.8%</b>

**Hotel Revenue** is the lodging revenue for all hotel/motel properties in Erie County reported for the month.

February 2023 hotel revenue collections totaled, **\$17,356,500** which was a **19.2%** increase over February 2022. February 2023 hotel revenue was **11.1%** higher than 2019.



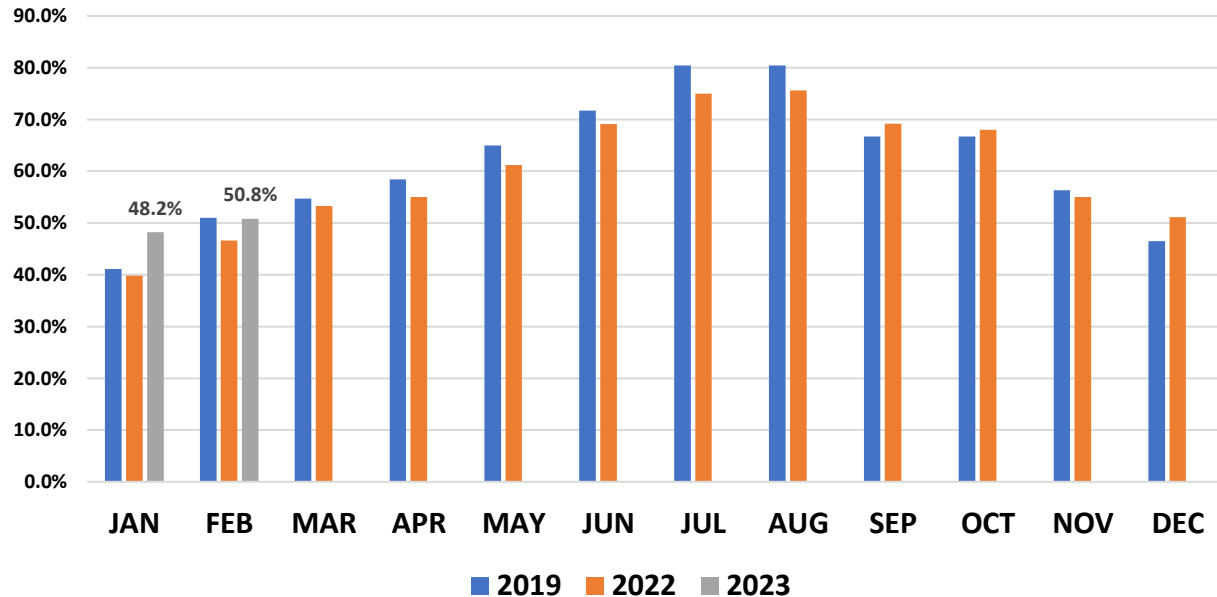
## ERIE COUNTY HOTEL OCCUPANCY – FEBRUARY 2023

February Hotel Occupancy	
<b>50.8%</b>	
Feb 2022	<b>9.0%</b>
Feb 2019	<b>-3.8%</b>
YTD Hotel Occupancy	
<b>49.4%</b>	
2022	<b>11.6%</b>
2019	<b>6.0%</b>

**Hotel Occupancy** is the percentage of available rooms sold during the month in Erie County. Occupancy is calculated by dividing the number of rooms sold by the number of rooms available.

February 2023 occupancy measured **50.8%**, which was up **9.0%** compared to February 2022. February 2023 was **3.8%** lower than occupancy in 2019.

In comparison, for the U.S., February occupancy was up **5.8%** over 2022 and up **3.7%** compared to 2019. The State Of New York, was up **17.2%** in occupancy in February 2023 compared to 2022, and down **5.1%** compared to 2019.



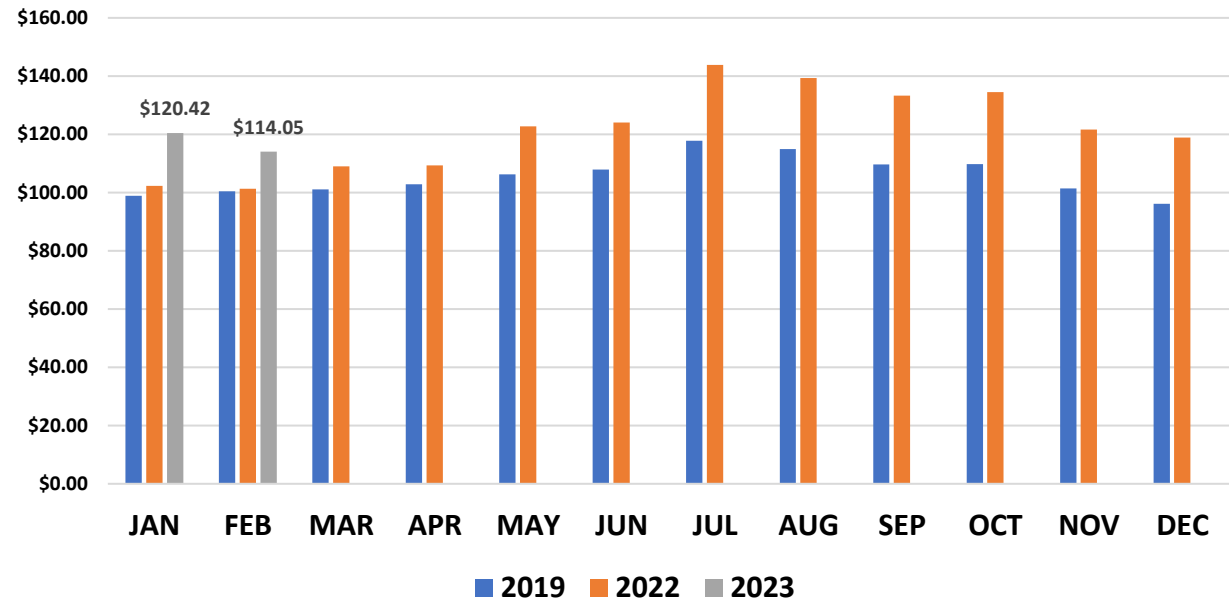
## ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – FEBRUARY 2023

February Hotel Average Daily Rate	
<b>\$114.05</b>	
Feb 2022	12.6%
Feb 2019	13.5%
YTD Hotel Revenue	
<b>\$117.43</b>	
2022	15.3%
2019	17.8%

**Hotel Average Daily Rate (ADR)** is the measure of the average rate paid for hotel/motel rooms sold for the previous year. It is calculated by dividing room revenue by the number of rooms sold for that time period.

In February, Erie County ADR was **\$114.05** an increase of **12.6%** over 2022, and a **13.5%** increase over 2019.

*The U.S. ADR for February 2023 was up **10.3%** compared to 2022, as well as up **17.9%** from 2019. New York State ADR for 2023 was up **13.8%** compared to 2022 and up **10.1%** over 2019.*



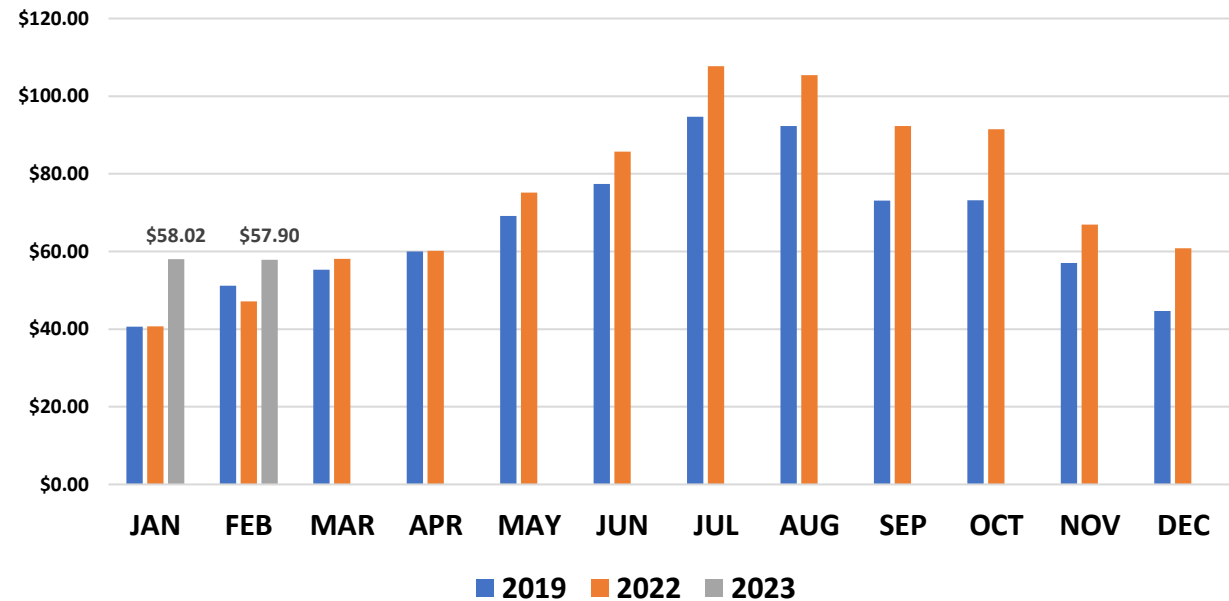
## ERIE COUNTY HOTEL REVPAR – FEBRUARY 2023

February Hotel RevPAR	
<b>\$57.90</b>	
Feb 2022	22.7%
Feb 2019	13.1%
YTD Hotel RevPAR	
<b>\$57.96</b>	
2022	31.7%
2019	27.0%

**Hotel Revenue Per Available Room (RevPAR)** is the total room revenue for the previous year divided by the total number of available rooms.

2023 February RevPAR was **\$57.90** which was an increase of **22.7%** over 2022, and **13.1%** over 2019.

*RevPAR for the U.S. was up **16.6%** for February 2023 over 2022, and up **13.8%** over 2019. The State of New York also had year-over-year increases for RevPAR in 2023 with a **33.3%** increase over 2022 and **7.4%** increase over 2019.*



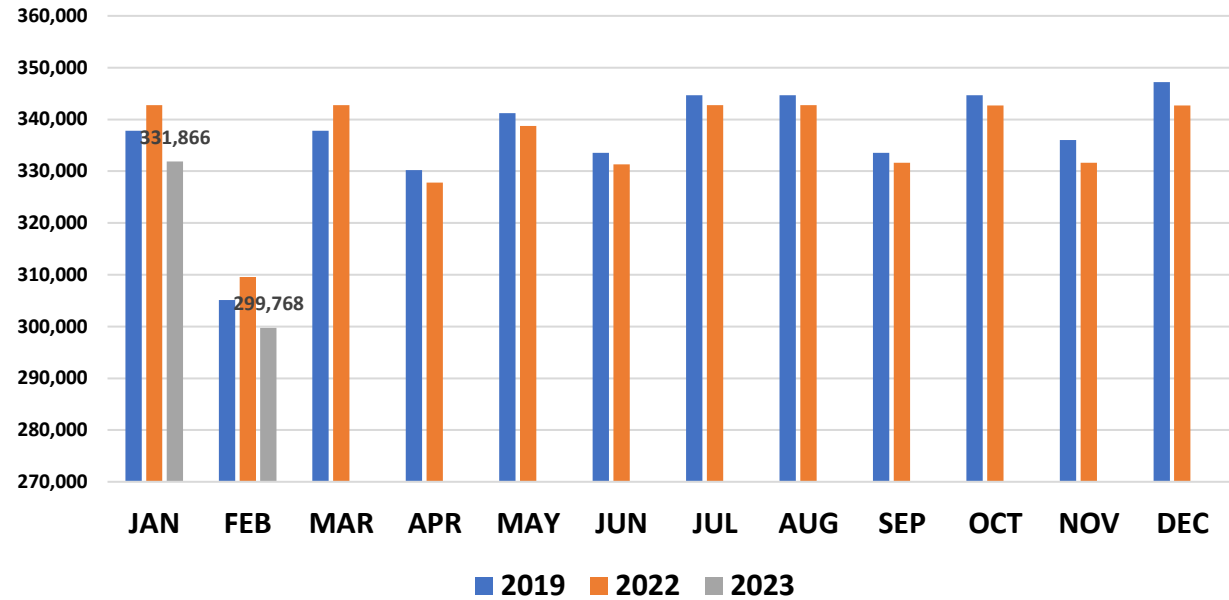
## ERIE COUNTY HOTEL SUPPLY – FEBRUARY 2023

February Hotel Supply		
	<b>299,768</b>	
Feb 2022	-2.9%	
Feb 2019	-1.8%	
YTD Hotel Supply		
	<b>631,654</b>	
2022	-2.9%	
2019	-1.8%	

**Hotel Supply** is the number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period.

In February 2023, Erie County’s hotel supply totaled **299,768**, which was a **2.9%** decrease from 2022 and a **1.8%** decrease from 2019.

The number of Erie County available hotel rooms totaled **10,706** which is a **1.8%** decrease from 2019.

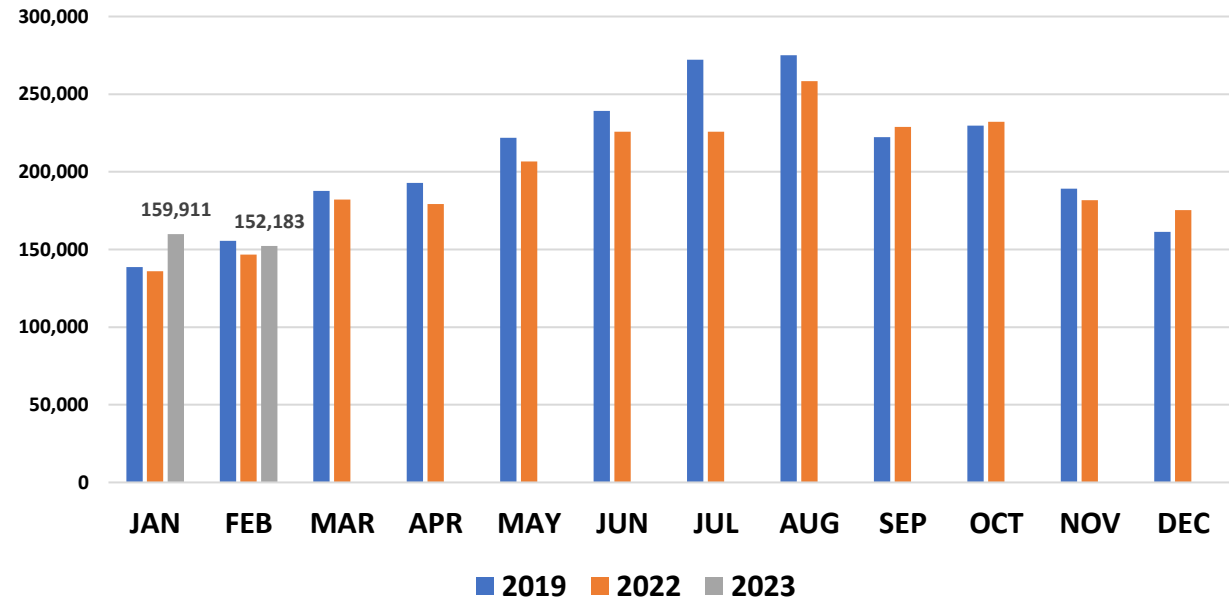


## ERIE COUNTY HOTEL DEMAND – FEBRUARY 2023

February Hotel Demand		
	<b>152,183</b>	
Feb 2022	3.7%	
Feb 2019	-2.2%	
YTD Hotel Demand		
	<b>311,782</b>	
2022	11.0%	
2019	5.9%	

**Hotel Demand** is the number of hotel/motel rooms sold in a specified time period (excludes complimentary rooms).

February 2023 hotel demand totaled, **152,183** which was a **3.7%** increase over 2022 and a **2.2%** decrease from +2019.



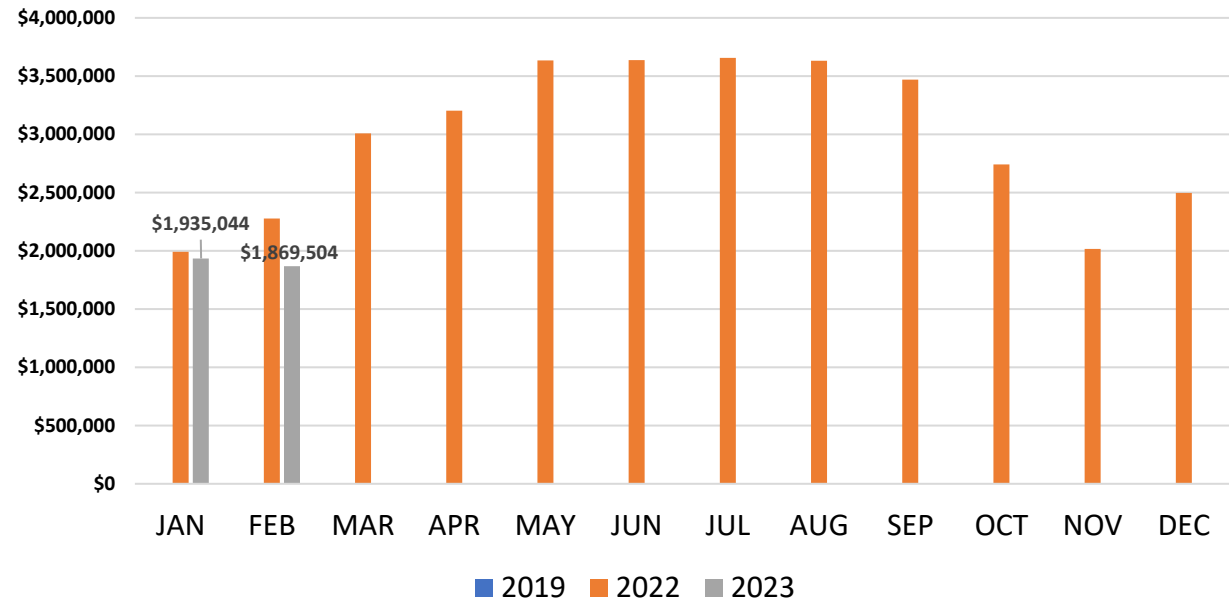
## ERIE COUNTY SHORT TERM RENTAL REVENUE – FEBRUARY 2023

February Short Term Rental Revenue	
<b>\$1,869,504</b>	
Feb 2022	<b>-17.9%</b>
Feb 2019	NA
YTD Short Term Rental Revenue	
<b>\$4,146,642</b>	
2022	<b>-2.9%</b>
2019	NA

**Short Term Rental Revenue** is the total lodging revenue for all short-term rentals reported for the month.

In February 2023, Erie County’s short term rental revenue generated **\$1,869,504** which was down **17.9%** from 2022.

*Note: VBN did not collect Short Term Rental Data in 2019.*



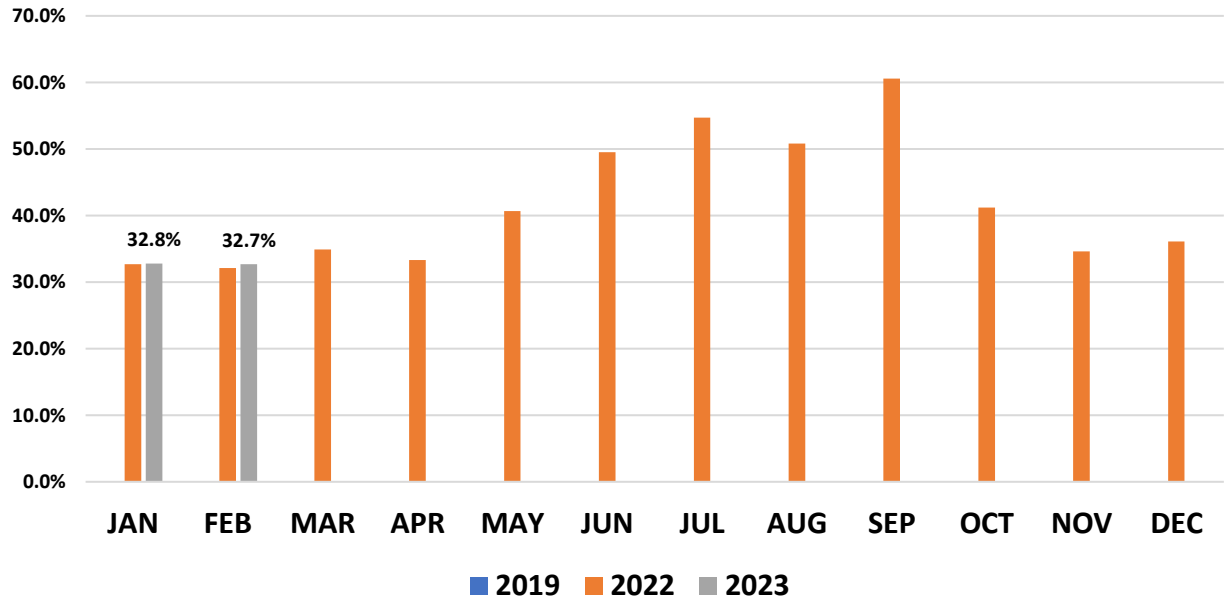
## ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – FEBRUARY 2023

February Short Term Rental Occupancy	
<b>32.7%</b>	
Feb 2022	<b>1.9%</b>
Feb 2019	NA
YTD Short Term Rental Revenue	
<b>34.3%</b>	
2022	<b>3.0%</b>
2019	NA

**Short Term Rental Occupancy** is the percentage of available rental units sold during the month in Erie County. Occupancy is calculated by dividing the number of sold units by the number of units available.

February 2023 occupancy measured **32.7%**, which was up **1.9%** compared to February 2022.

*Note: VBN did not collect Short Term Rental Data in 2019.*



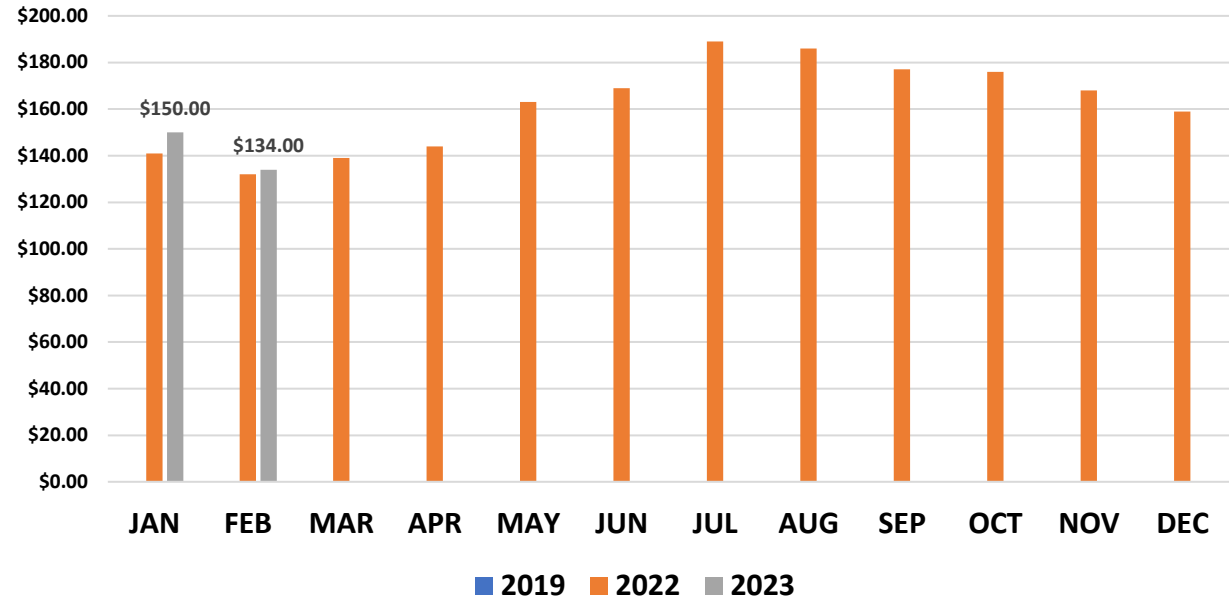
## ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – FEBRUARY 2023

February Short Term Rental ADR	
<b>\$134.00</b>	
Feb 2022	1.5%
Feb 2019	NA
YTD Short Term Rental ADR	
<b>\$138.00</b>	
2022	1.5%
2019	NA

**Short Term Rental Average Daily Rate (ADR)** is the measure of the average rate paid for short term rental units sold for the month. It is calculated by dividing rental units' revenue by the number of units sold for that time period.

In February, Erie County Short Term Rental ADR was **\$134.00** an increase of **1.5%** over 2022.

*Note: VBN did not collect Short Term Rental Data in 2019.*



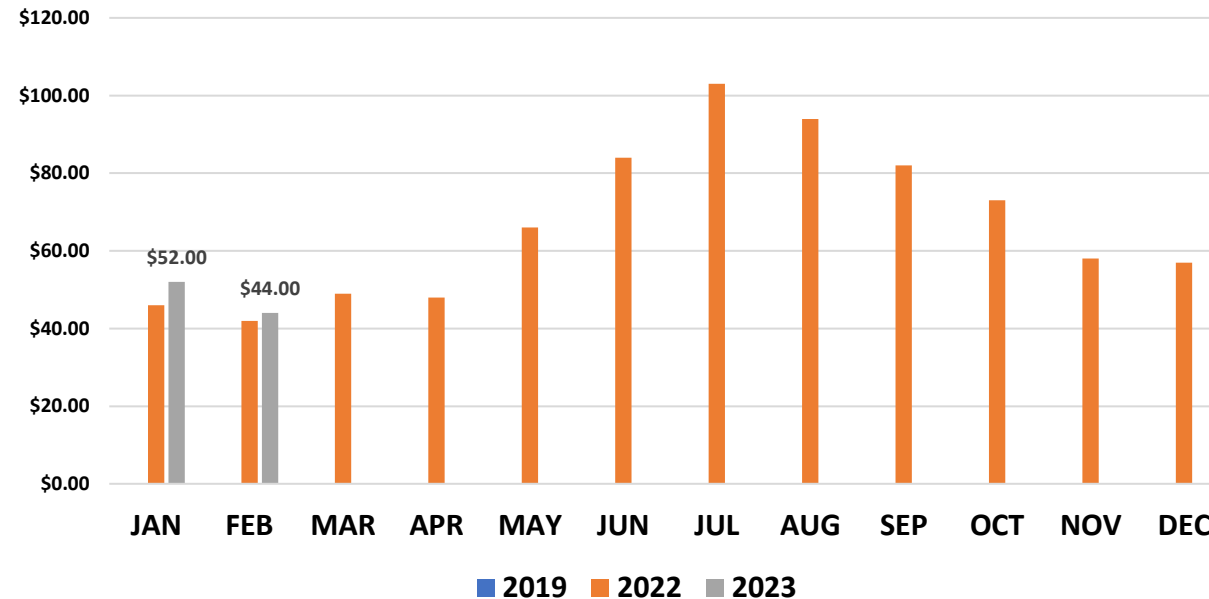
## ERIE COUNTY SHORT TERM RENTAL REVPAR – FEBRUARY 2023

February Short Term Rental RevPAR	
<b>\$44.00</b>	
Feb 2022	4.8%
Feb 2019	NA
YTD Short Term Rental RevPAR	
<b>\$47.00</b>	
2022	4.4%
2019	NA

**Short Term Rental Revenue Per Available Room (RevPAR)** is the total short term rental revenue for the month divided by the total number of available short term rental units.

2023 February RevPAR was **\$44.00** which was an increase of **4.8%** over 2022.

*Note: VBN did not collect Short Term Rental Data in 2019.*



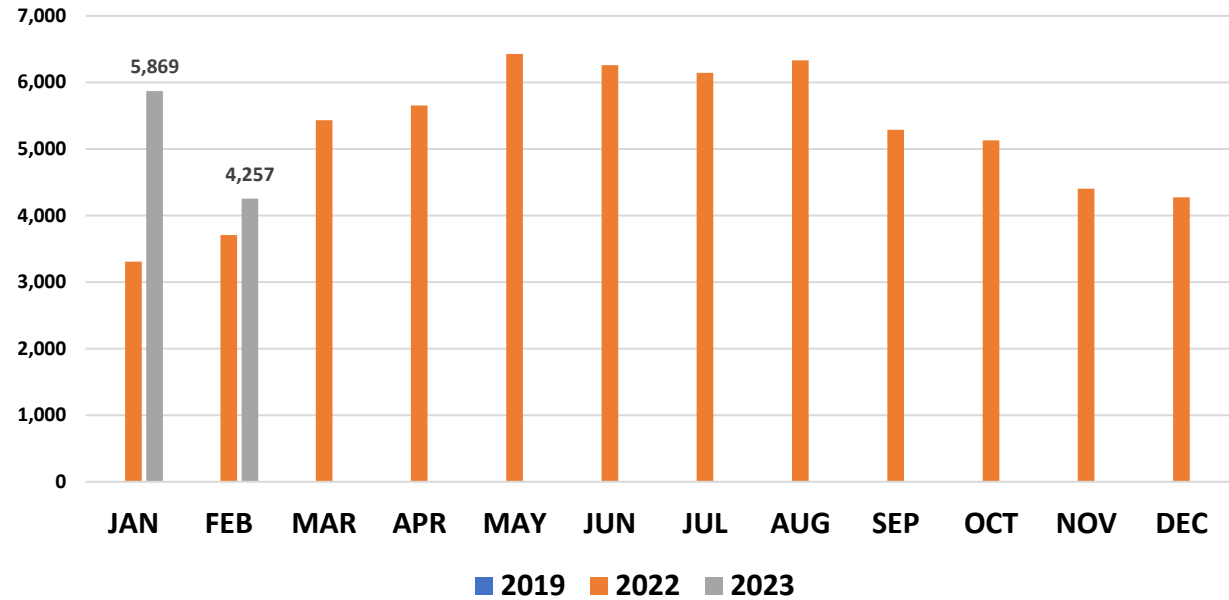
## ERIE COUNTY SHORT TERM BOOKINGS – FEBRUARY 2023

February Short Term Rental Bookings	
<b>4,257</b>	
Feb 2022	<b>12.9%</b>
Feb 2019	NA
YTD Short Term Rental Bookings	
<b>9,152</b>	
2022	<b>30.5%</b>
2019	NA

**Short Term Rental Bookings** is the measure of the total bookings in all Erie County short term rentals for the month.

In February, Erie County Short Term Rental Bookings totaled **4,257** which was a **12.9%** over 2022.

*Note: VBN did not collect Short Term Rental Data in 2019.*



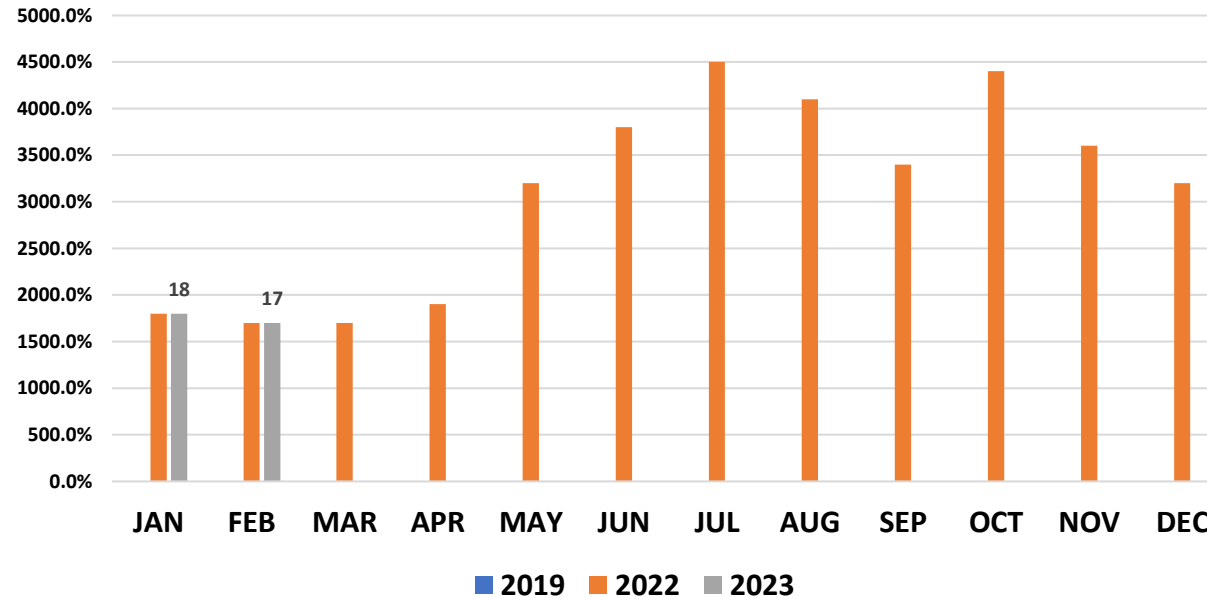
## ERIE COUNTY SHORT TERM BOOKING WINDOW – FEBRUARY 2023

Feb Short Term Rental Booking Window (days)	
<b>17</b>	
Feb 2022	<b>Null</b>
Feb 2019	NA
YTD Short Term Rental Booking Window (days)	
<b>17</b>	
2022	<b>-5.7</b>
2019	NA

**Short Term Booking Window** is the number of days prior to arrival/check-in of a short term rental booking.

In February 2023 the short term rental booking window was **17 days** prior to arrival, which was the same as 2022.

*Note: VBN did not collect Short Term Rental Data in 2019.*

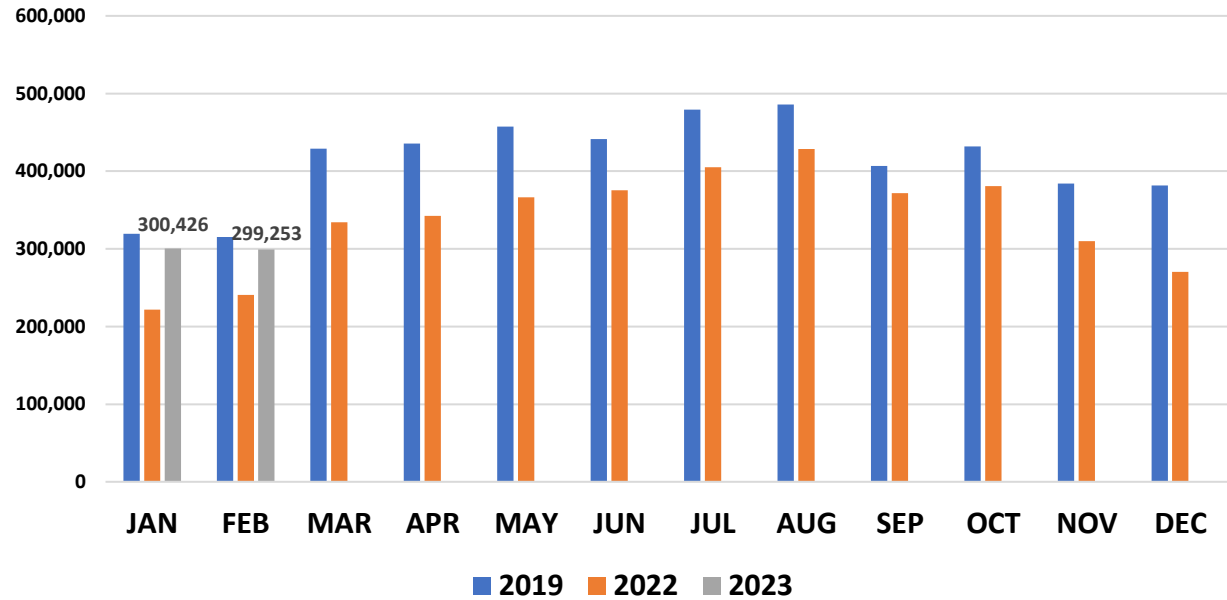


## BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – FEBRUARY 2023

February BUF Airport Passengers	
<b>299,253</b>	
Feb 2022	<b>24.2%</b>
Feb 2019	<b>-5.1%</b>
YTD BUF Airport Passengers	
<b>599,679</b>	
2022	<b>29.6%</b>
2019	<b>-5.5%</b>

**Airport Passengers** is the total monthly air traffic passengers at Buffalo Niagara International Airport as reported by NFTA.

Passengers through BUF in February 2023 totaled **299,253** representing a **24.2%** increase over 2022 and a **5.1%** decrease from 2019.

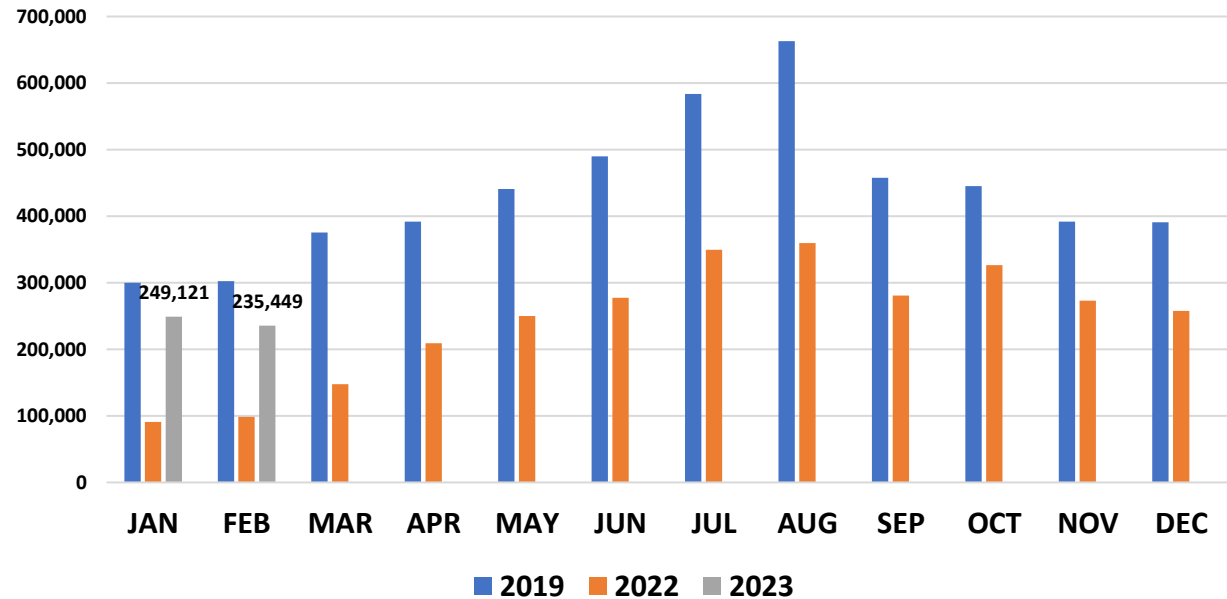


## U.S. / CANADIAN CROSS BORDER TRAFFIC – FEBRUARY 2023

February US/Canadian Border Traffic	
<b>235,449</b>	
Feb 2022	<b>138.9%</b>
Feb 2019	<b>-22.1%</b>
YTD US/Canadian Border Traffic	
<b>484,570</b>	
2022	<b>155.8%</b>
2019	<b>-19.6%</b>

**Cross Border Traffic** calculates the monthly border crossings between the United States and Canada in Erie and Niagara Counties.

Travel between the two countries through the Erie and Niagara County access points for the month of February 2023 totaled **235,449** which was a **138.9%** increase over 2022 and a **22.1%** decrease from 2019.





## MONTH Sales & Services Department Dashboard - February 2023 vs. February 2022 and February 2019 (RECOVERY BENCHMARK)

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business	
<b>50</b>		<b>19,398</b>		<b>10,866</b>		<b>\$15,533,016</b>		<b>21</b>	
Feb 2022	28.5%	Feb 2022	13.4%	Feb 2022	13.5%	Feb 2022	-0.7%	Feb 2022	23.5%
Feb 2019	-28.6%	Feb 2019	-28.6%	Feb 2019	-39.0%	Feb 2019	NA	Feb 2019	-38.3%
Definite Events Booked		Definite Room Nights Booked		Definite Expected Attendance		Definite Event Economic Impact			
<b>39</b>		<b>12,281</b>		<b>8,110</b>		<b>\$8,938,321</b>			
Feb 2022	18.2%	Feb 2022	-39.2%	Feb 2022	-57.3%	Feb 2022	-52.2%		
Feb 2019	-27.8%	Feb 2019	11.0%	Feb 2019	-22.9%	Feb 2019	-12.9%		
Events Held		Events Held Room Nights		Events Held Attendance		Groups Served			
<b>12</b>		<b>14,903</b>		<b>11,206</b>		<b>7</b>			
Feb 2022	-14.3%	Feb 2022	53.8%	Feb 2022	19.2%	Feb 2022	Null		
Feb 2019	-47.8%	Feb 2019	10.4%	Feb 2019	-21.0%	Feb 2019	40.0%		

## YEAR TO DATE Sales & Services Department Dashboard - Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Sales Lead Distributed		YTD Sales Lead Room Nights		YTD Lead Expected Attendance		YTD Lead Economic Impact		YTD Lost Business	
<b>93</b>		<b>37,194</b>		<b>26,423</b>		<b>\$29,415,702</b>		<b>33</b>	
2022	17.7%	2022	-4.1%	2022	20.9%	2022	-14.9%	2022	-15.4%
2019	-31.6%	2019	-66.9%	2019	-72.3%	2019	NA	2019	-41.1%
YTD Definite Events Booked		YTD Definite Room Nights Booked		YTD Definite Expected Attendance		YTD Definite Event Economic Impact			
<b>60</b>		<b>18,911</b>		<b>14,378</b>		<b>\$13,643,063</b>			
2022	25.0%	2022	-31.1%	2022	-45.5%	2022	-45.9%		
2019	-31.8%	2019	-35.9%	2019	-78.0%	2019	-41.7%		
YTD Events Held		YTD Events Heald Room Nights		YTD Events Held Attendance		YTD Groups Served			
<b>20</b>		<b>19,764</b>		<b>15,986</b>		<b>11</b>			
2022	5.3%	2022	34.0%	2022	-61.2%	2022	10.0%		
2019	-54.5%	2019	-19.8%	2019	-37.5%	2019	-35.3%		

# SALES & SERVICES DEPARTMENT UPDATE



**SALES & SERVICES DEPARTMENT UPDATE**

2023 February over January Sales & Services KPI Comparison	
Key Performance Indicator	MOM Percent Change
Leads Distributed	16.3%
Lead Room Nights	9.0%
Lead Attendance	-30.2%
Lead Economic Impact	11.2%
Definite Bookings	85.7%
Definite Room Nights	85.2%
Definite Attendance	29.4%
Definite Economic Impact	78.0%
Lost Leads	75.0%
Events Held In Month	75.0%
Events Held In Month Room Nights	206.6%
Events Held In Month Attendance	134.4%
Groups Serviced	75.0%



**Niagara University's Hospitality and Tourism Association Visits VBN**

Visit Buffalo Niagara's Sales Manager, Emma Carlo hosted students from her alma mater, Niagara University, at the VBN office. Emma shared how her education at NU as well as serving as VP of the Hospitality and Tourism Association and her internship with VBN prepared her to take on her successful position as a meetings/convention sales manager.

**February 2023 Trade Shows/Conferences Attended**

SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
American Bus Association (ABA)	Detroit, MI	Leah Mueller
Association of Meeting Professionals	Arlington, VA	Shannon Jenkins
Sports ETA Young Professionals Retreat	New Orleans, LA	James Adler

<b>February 2023 Site Visits / FAMs</b>	<b>3</b>
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**Buffalo Frank Lloyd Wright Feature Article**

Visit Buffalo Niagara was able to secure a feature article in the travel trade publication, Group Tour Magazine. The article highlighted all of the sites currently featured as part of the Great Wright Road Trip product that VBN created in 2022 and is gaining interest from both domestic and international tour operators.



**Association of Meeting Professionals AMPS – Arlington, VA**

Visit Buffalo Niagara, in cooperation with NYC&CO (New York City's, DMO) and Convene Magazine, sponsored the 2023 AMPS Annual State of the Industry Event on February 21st in Arlington, VA. VBN was represented by Shannon Jenkins, National Sales Director who was given the opportunity to address the attendees.





### Sports ETA Young Professionals

Buffalo Niagara Sports Commission Sales Manager, James Adler attended the Sports Events & Tourism Association Young Professionals retreat in New Orleans networking with several of his counterparts in the sports tourism industry. James utilized this opportunity for further professional development as well as furthering relationships with his peers and sports rights holders for future consideration of Buffalo and Erie County as a site for their events.



### Welcome Back SUNYAC Swimming and Diving

Buffalo and Erie Community College have hosted the SUNYAC Swimming and Diving Championships at the Burt Flickinger Aquatic Center for over twenty years. The Buffalo Niagara Sports Commission is pleased to continue its partnership with SUNYAC and ECC to host this event.

### American Bus Association – Detroit, MI

Leah Mueller, Senior Director of Travel Industry Sales, attended the February annual convention of the American Bus Association in Detroit, MI. In addition to holding fifty pre-scheduled meetings with group tour operators, Visit Buffalo



Niagara cohosted a breakfast with I Love New York, and other statewide DMOs and attractions. A client dine-around with several customers was also organized, giving Leah additional opportunities to promote Erie County as a group tour destination while specifically highlighting the reopening of the Buffalo AKG, the Great Wright Road Trip, and our county’s hotel partners who welcome motorcoach groups.



### Buffalo Niagara Sports Commission Launches LinkedIn Presence

During the month of February, the Buffalo Niagara Sports Commission launched a presence on the social media platform, LinkedIn accumulating over 300 followers in the first month. Posts will feature the diversity of the events being held in Erie County as well as the unique venues the destination has to offer. Content will also include, profiles of staff and sports leaders who are members of the Buffalo Niagara Sports Commission.



### New York State School Boards Pre-Convention Planning Meeting

In preparation for their annual convention taking place in Buffalo in October 2023, Visit Buffalo Niagara hosted New York State School Boards Association’s , Heidi Longton – Director of Convention and Events and Anna O’Hara – Expo Manager for a pre-convention planning meeting in February. The meeting included finalizing contract details with the BNCC and hotels, as well as experience off-site opportunities for convention attendees.

# MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

## MONTHLY Marketing & Communications Department Dashboard February 2023 vs. February 2022 and February 2019

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
<b>106,216</b>		<b>67,193</b>		<b>2:01</b>		<b>199,934</b>		<b>168</b>	
Feb 2022	24.4%	Feb 2022	22.9%	Feb 2022	-3 seconds	Feb 2022	25.3%	Feb 2022	8.7%
Feb 2019	23.2%	Feb 2019	30.5%	Feb 2019	31 seconds	Feb 2019	12.9%	Feb 2019	1.8%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
<b>100,579</b>		<b>29,983</b>		<b>48,490</b>		<b>18,377</b>		<b>686,840</b>	
Feb 2022	2.7%	Feb 2022	2.0%	Feb 2022	12.6%	Feb 2022	162.1%	Feb 2022	54.7%
Feb 2019	8.5%	Feb 2019	6.9%	Feb 2019	62.0%	Feb 2019	NA	Feb 2019	1755.2%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
<b>5</b>		<b>12,037,792</b>		<b>1,385</b>		<b>2</b>		<b>1</b>	
Feb 2022	-37.5%	Feb 2022	-95.7%	Feb 2022	14.9%	Feb 2022	-94.9%	Feb 2022	Null
Feb 2019	NA	Feb 2019	NA	Feb 2019	NA	Feb 2019	NA	Feb 2019	NA

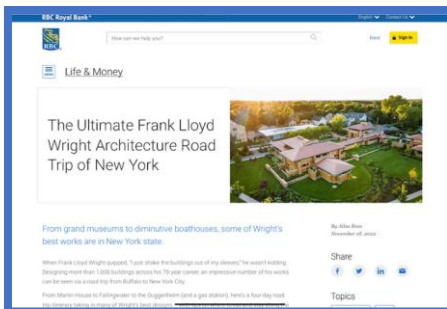
## YEAR TO DATE Marketing & Communications Department Dashboard. Year Over Year Comparison 2023 vs. 2022 and 2019

YTD Website Sessions		YTD Mobile Website Sessions		Duration On Site		YTD Website Page Views		YTD Shared Social Media Posts	
<b>207,791</b>		<b>134,860</b>		<b>2:01</b>		<b>342,651</b>		<b>347</b>	
2022	20.6%	2022	20.6%	2022	3 seconds	2022	8.2%	2022	-5.7%
2019	11.1%	2019	17.9%	2019	28 seconds	2019	-7.6%	2019	3.6%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
<b>100,579</b>		<b>29,983</b>		<b>48,490</b>		<b>18,377</b>		<b>802,511</b>	
2022	2.7%	2022	2.0%	2022	12.6%	2022	162.1%	2022	74.9%
2019	8.5%	2019	6.9%	2019	62.0%	2019	NA	2019	1967.6%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
<b>11</b>		<b>20,863,678</b>		<b>2,161</b>		<b>30</b>		<b>2</b>	
2022	Null	2022	-93.9%	2022	-12.7%	2022	-60.0%	2022	Null
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



## 2023 February over January Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	4.6%
Mobile Website Sessions	-0.7%
Duration on Site	3 seconds
Website Page Views	2.9%
Social Media Posts	-6.1%
Facebook Followers	0.1%
Twitter Followers	0.1%
Instagram Followers	2.7%
TikTok Followers	0.4%
All Video Views	493.8%
Media Placements	-16.7%
Media Impressions	36.4%
Social Media Shares	78.5%
Media Touchpoints	-92.9%
Media Visits	Null



### Royal Bank of Canada

The Royal Bank of Canada featured Visit Buffalo Niagara's "Great Wright Road Trip" in a February article.

## February 2023 Media Hits

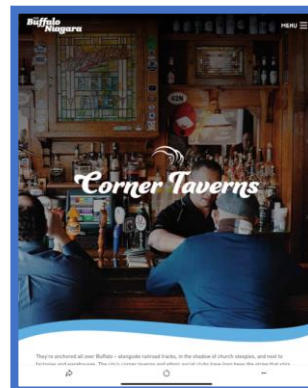
PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
<i>The Architecture Designs</i>	<i>Be Ready to Visit Stunning Infrastructure Projects Opening in 2023</i>	37,792	1
Essence	6 Unexpected Destinations To Travel To That Are Full of Black History	3,200,000	75
Fodors	14 Stunning Waterfalls Across North America	2,100,000	207
The Kansas City Start	Celebrate Black History Month By Visiting these Unexpected Travel Destinations	2,600,000	NA
Lonely Planet	10 Places To See Cherry Blossoms In the US in 2023	4,100,000	1,102

*Media Hits in italics were not generated by Visit Buffalo Niagara and not included in monthly quantitative dashboard.*



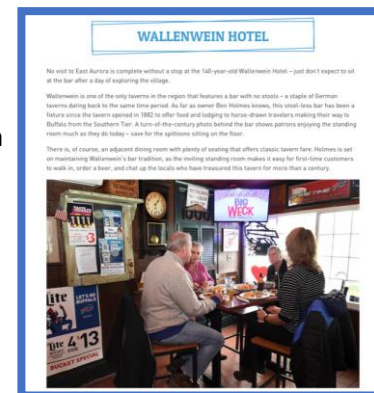
### International Media Marketplace – New York City

Visit Buffalo Niagara's Communications Manager, Michelle Kearns, attended the 7<sup>th</sup> Annual International Media Marketplace Conference at the Javits Center in New York City in February. Michelle met with writers, broadcasters, videographers and content creators from outlets such as Fodor's Travel, Lonely Planet and outlets in our target markets including Toronto. These meetings will hopefully generate not only new articles about Buffalo and Erie County, but also media visits by travel writers for future coverage of the destination. Part of VBN's pitch to the media is the story of Stitch Buffalo and gifted a "stitched Buffalo heart" to the writers that she met with during the marketplace.



### New Website Content – Corner Taverns

The Marketing Department continues to add new content to the destination's website. This month, the unique neighborhood taverns got their own section on the site. The spirit of these bars are summed up like this, "The city's corner taverns and ethnic social clubs have long been the straw that stirs Buffalo's drink – the glue of its neighborhoods and a meeting place outside of work that forge the ties that bind generations of Buffalonians together over a cold beer and a good conversation."



Most Viewed Video February 2023

Twin Petrels Seltzery 559,130 views

Sample of other video content for the month:

Explore & More Children's Museum

Central Rock Gym

Park Edge Sweet Shop

Niagara Falls Underground

Railroad Heritage Center



Sample February 2023 Blog Content



Sample February 2023 Instagram Posts



Buffalo Wing Trail Promotion / New Logo

The Visit Buffalo Niagara Marketing team unveiled a new logo for the Buffalo Wing Trail in conjunction with the mailing of prizes for individuals who made stops at six of the twelve Wing Trail locations as part of the promotion. In February, ??? shirts were mailed to



# DESTINATION DEVELOPMENT DEPARTMENT UPDATE

## MONTHLY Destination Development Department Dashboard – February 2023 vs. February 2022 and February 2019 (RECOVERY BENCHMARK)

Visitor Guide Requests		Weekly Lodging Dashboard Distribution		Tourism Insider Distribution			
<b>215</b>		<b>453</b>		<b>2,678</b>			
Feb 2022	-47.7%	Feb 2022	39.8%	Feb 2022	0.2%		
Feb 2019	-86.7%	Feb 2019	NA	Feb 2019	77.0%		
Number of Mobile Visitor Center Events		Mobile Visitor Center Volunteer Hours		Number of Convention/Sport Events		Conventions/Sport Event Volunteer Hours	
<b>1</b>		<b>47</b>		<b>3</b>		<b>3.5</b>	
Feb 2022	Null	Feb 2022	-39.0%	Feb 2022	100.0%	Feb 2022	100.0%
Feb 2019	NA	Feb 2019	NA	Feb 2019	NA	Feb 2019	NA
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
<b>0</b>		<b>0</b>		<b>0</b>		<b>0</b>	
Feb 2022	Null	Feb 2022	Null	Feb 2022	-100.0%	Feb 2022	-100.0%
Feb 2019	NA	Feb 2019	-100.0%	Feb 2019	-100.0%	Feb 2019	-100.0%

## YEAR TO DATE Destination Development Department Dashboard – Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Visitor Guide Requests		YTD Weekly Lodging Dashboard Distribution		YTD Tourism Insider Distribution			
<b>1,439</b>		<b>453</b>		<b>2,678</b>			
2022	128.4%	2022	39.8%	2022	0.2%		
2019	-25.0%	2019	NA	2019	77.0%		
YTD Number of Mobile Visitor Center Events		YTD Mobile Visitor Center Volunteer Hours		YTD Number of Convention/Sport Events		YTD Conventions/Sport Event Volunteer Hours	
<b>1</b>		<b>47</b>		<b>3</b>		<b>3.5</b>	
2022	Null	2022	-39.0%	2022	100.0%	2022	100.0%
2019	NA	2019	NA	2019	NA	2019	NA
YTD Industry Meeting Attendance		YTD Industry Event Attendance		YTD Extranet Training Attendance		YTD Dest./Customer Service Training Attend.	
<b>104</b>		<b>0</b>		<b>2</b>		<b>0</b>	
2022	11.8%	2022	Null	2022	-88.2%	2022	-100.0%
2019	48.6%	2019	-100.0%	2019	-86.7%	2019	-100.0%





### Partnership With Buffalo School of Culinary Arts and Hospitality Management PS#355

Visit Buffalo Niagara and the Buffalo Niagara Convention Center have entered a partnership with the Buffalo School of Culinary Arts and Hospitality Management PS#355 to further expose the students to real-world experiences and mentorship in the culinary and hospitality industry. In February, students were treated to a front of house and back of house tour of the Buffalo Niagara Convention Center. The students got to speak with BNCC General Manager – Jeff Calkins, Executive Chef – Craig Landseadel, and Banquet Manager – Cory Watson. Their experience provided the opportunity to see the menu preparation and room set-up of an upcoming event being held at the facility.

The Paul Murphy Memorial Scholarship will also be providing a Buffalo School of Culinary Arts and Hospitality Management graduating senior who will be continuing their education in a culinary/hospitality program in the Fall of 2023 with a \$500 scholarship, with the recipient being announced in June.



### DELILA – Destination Extranet Leads Information Listings Activities

As the destination approaches its high-season of visitation for the year, Visit Buffalo Niagara is launching an effort to encourage all businesses that welcome out-of-town visitors and residents to update their listings and upload their events for the calendar of events. The Destination Development staff will also be holding regular training for new businesses and staff on the DELILA extranet program used to populate the VBN website content.



### Mobile Visitor Center Makes Its 2023 Debut at Buffalo Auto Show

The 2023 Buffalo Auto Show served as the kick-off event for Visit Buffalo Niagara’s mobile visitor center, Seymour Buffalo. Seymour will be out and about through the rest of the year with our staff and volunteers to inform visitors and residents on things to do and places to go in Erie County. The 2023 calendar still has openings for Seymour and our team to make an appearance.



### Buffalo Eclipse Logo

Visit Buffalo Niagara has developed a Buffalo Eclipse logo when the Moon passes between the Sun and the Earth, completely blocking the face of the sun on Monday, April 8, 2024. The logo will be used for VBN’s marketing and promotion of the Buffalo Eclipse on an Eclipse landing page, digital and social media marketing. Erie County’s tourism industry and business community are invited and encouraged to use this logo on their websites and marketing materials.



# BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



## MONTHLY Buffalo Convention Center Operational Dashboard – February 2023 vs. February 2022 and February 2019 (RECOVERY BENCHMARK)

Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event - Social	
<b>5</b>		<b>1</b>		<b>0</b>		<b>2</b>		<b>2</b>		<b>0</b>	
January 2022	Null	Feb 2022	-50.0%	Feb 2022	Null	Feb 2022	100.0%	Feb 2022	Null	Feb 2022	Null
Feb 2019	-50.0%	Feb 2019	Null	Feb 2019	-100.0%	Feb 2019	-66.7%	Feb 2019	Null	Feb 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
<b>48,544</b>				<b>18</b>				<b>New survey system being developed for mid-year.</b>			
Feb 2022		3.5%		Feb 2022		-18.2%		Feb 2022		NA	
Feb 2019		-18.4%		Feb 2019		-41.9%		Feb 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
<b>\$383,914</b>		<b>\$116,499</b>		<b>\$228,455</b>		<b>\$31,132</b>		<b>\$7,828</b>			
Feb 2022	61.3%	Feb 2022	-14.5%	Feb 2022	199.1%	Feb 2022	23.5%	Feb 2022	4451.2%		
Feb 2019	-16.6%	Feb 2019	7.1%	Feb 2019	-27.0%	Feb 2019	-19.8%	Feb 2019	14953.8%		

## YEAR TO DATE Convention Center Operational Dashboard – Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

Total Events		Event – Convention		Event – Meeting		Event – Banquet		Event – Consumer/Public Show		Event - Social	
<b>11</b>		<b>2</b>		<b>1</b>		<b>5</b>		<b>3</b>		<b>0</b>	
2022	57.0%	2022	Null	2022	100.0%	2022	150.0%	2022	Null	2022	Null
2019	-38.9%	2019	-33.3%	2019	--66.7%	2019	-37.5%	2019	-25.0%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
<b>54,043</b>				<b>32</b>				<b>New survey system being developed for mid-year.</b>			
2022		12.3%		2022		23.1%		2022		NA	
2019		-27.1%		2019		-37.3%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
<b>\$647,503</b>		<b>\$141,899</b>		<b>\$361,794</b>		<b>\$35,982</b>		<b>\$107,828</b>			
2022	157.5%	2022	0.7%	2022	328.6%	2022	38.7%	2022	62590.7%		
2019	-15.8%	2019	-9.0%	2019	-36.9%	2019	-15.3%	2019	207262.0%		

# BUFFALO CONVENTION CENTER SALES UPDATE



## MONTHLY Buffalo Convention Center Sales Dashboard – February 2023 vs. February 2022 and February 2019 (RECOVERY BENCHMARK)

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
<b>11</b>		<b>7</b>		<b>4</b>		<b>10</b>	
Feb 2022	120.0%	Feb 2022	250.0%	Feb 2022	33.3%	Feb 2022	11.1%
Feb 2019	266.7%	Feb 2019	133.3%	Feb 2019	-100.0%	Feb 2019	Null
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
<b>96</b>		<b>21</b>		<b>75</b>		<b>6</b>	
Feb 2022	405.3%	Feb 2022	250.0%	Feb 2022	476.9%	Feb 2022	20.0%
Feb 2019	NA	Feb 2019	NA	Feb 2019	NA	Feb 2019	NA

## YEAR TO DATE Buffalo Convention Center Sales Dashboard – 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Total Leads		YTD BNCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
<b>27</b>		<b>18</b>		<b>9</b>		<b>16</b>	
2022	68.8%	2022	44.4%	2022	50.0%	2022	6.7%
2019	237.5%	2019	61.1%	2019	800.0%	2019	-45.5%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
<b>45</b>		<b>15</b>		<b>32</b>		<b>2</b>	
2022	297.2%	2022	200.0%	2022	365.2%	2022	22.2%
2019	NA	2019	NA	2019	NA	2019	NA

## Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	93	84	44	29
Expected Attendance	249,975	239,857	268,182	180,897	118,762
Number of Hotel Room Nights	25,000	24,857	18,718	14,969	14,250
Expected Economic Impact	\$34,063,840	\$27,964,337	\$26,726,814	\$20,277,156	\$13,301,639



### Thank You For Your Service

At the February Visit Buffalo Niagara / Buffalo Niagara Convention Center Annual Meeting, outgoing board member Jonathan A. Dandes was recognized for his most recent board term which included four years as Chair. Jon also served as chairman of the Buffalo Niagara Sports Commission, the VBN CEO search in 2013, and the BNCC GM search in 2021. Jon was recently announced as the Honorary Chair of the World Canals Conference taking place in Buffalo in September of 2025.



### New Board Member

The Visit Buffalo Niagara / Buffalo Niagara Convention Center board of directors unanimously elected Steven Ranalli to serve as an At-Large member. Steve is currently the President of Erie Canal Harbor Development Corporation but will soon transition to be the President of the Erie County Stadium Corporation later this spring.

### Election of VBN / BNCC Officers

The Visit Buffalo Niagara / Buffalo Niagara Convention Center board of directors held its election of officers at its February 2023 Annual Meeting, with the following individuals elected to hold officer positions for the next fiscal year:

**Cindy Abbott-Letro**  
Chair



**Kimberley Minkel**  
Vice-Chair



**Huseyin Taran**  
Treasurer



**Thomas Beauford**  
Secretary



**Mary R. Roberts**  
Immediate Past-Chair





## Erie County Legislators Tour the Convention Center

Members of the Erie County Legislature Minority Caucus and their staff members took part in a tour and meeting at the Buffalo Niagara Convention Center with CEO Patrick Kaler. The tour/meeting was to update the Legislators on the exterior façade project and interior renovation and painting projects. The Legislators were also briefed on needed upgrades to the facility’s technology capabilities which were last upgraded in 2013. A conversation was held regarding the state of the County’s tourism industry post-pandemic as well as the future of meetings and conventions both globally and locally.



## NYSHTA Presentation to Barclay Damon

As a member of the New York State Hospitality and Travel Association, VBN’s CEO, Patrick Kaler had the honor of presenting John P. Gaughan and Scott Rogoff from Barclay Damon with the NYSHTA Partner of the Year Award.



## WIVB’s Daytime Buffalo Appearance

Visit Buffalo Niagara’s CEO Patrick Kaler made an appearance on WIVB’s Daytime Buffalo program to promote 2022 end of year tourism data as well as upcoming destination developments such as the Buffalo AKG and VBN programs like Restaurant Week and the 2024 Eclipse.

## February CEO Meetings

The Martin House Annual Board Meeting
NYSSBA 2023 Conference Planning Meeting
VBN/BNCC Annual Board Meeting
WCC2025 Outreach Committee Meeting
Live Well Erie Taskforce Meeting
BNCC Tour with Erie County Legislators
Explore Buffalo Board Meeting
Meeting with NYS Assemblymember Jonathan Rivera
Canal NY Board Meeting
Microenterprise Collaborative Meeting
VBN/BNCC Officers Meeting
Buffalo Niagara Partnership Board Meeting
BCAR Board Meeting

## Visit Buffalo Niagara / Buffalo Niagara Convention Center Staff FUN Fact

BNCC Convention Sales Manager, Colleen Scozzafava and her husband John were married last October, and were able to enjoy a honeymoon to Thailand in February.

Congratulations Colleen and John!



## Visit Buffalo Niagara Board of Directors

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair  
Kimberley A. Minkel, NFTA – Vice Chair  
Huseyin Taran, Buffalo Marriot HarborCenter – Treasurer  
Thomas Beauford, Buffalo Urban League - Secretary  
Mary F. Roberts, Martin House - Immediate Past Chair  
Mark Alnutt, University of Buffalo Department of Athletics  
Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Dept. of Environment & Planning  
Matt Chiazza, Reikart House  
Dottie Gallagher, Buffalo Niagara Partnership  
Mark Glasgow, Erie County Legislature Majority Caucus Appointee  
Patrick Kaler, Visit Buffalo Niagara – President & CEO  
Thomas Long, The Westin Buffalo  
William Paladino, Ellicott Development, Inc.  
Steven Ranalli, Erie Canal Harbor Development Corporation  
Don Spasiano, Trocaire College  
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens



## Visit Buffalo Niagara Staff

James Adler, Sports Sales Manager  
Jo Ann Blatner, Industry Relations Assistant  
Drew Brown, Marketing Manager  
Michele Butlak, Accounting & Benefits Manager  
Emma Carlo, National Sales Manager  
Karen Cox, Convention Sales & Services Manager  
Mike Even, Vice President of Sales & Services  
Karen Fashana, Director of Marketing  
Greg Gelinias, Director Sports Development  
Ed Healy, Vice President of Marketing  
Patrick Kaler, President & CEO  
Michelle Kearns, Communications Manager  
Shannon Jenkins, National Association Sales Director  
David Marzo, Chief Financial Officer  
Leah Mueller, Director of Tourism Sales  
Heather Nowakowski, Business Intelligence Manager  
Kathryn Scaduto, Marketing and Social Media Specialist  
Judy Smith, Director of Administration  
Renata Toney, Vice President of Destination Experience  
Marisa Urbano, Administrative Sales Assistant  
Lauren Vargo, Sports Services Manager  
Meaghan Zimmer, National Sales Director

## Buffalo Niagara Convention Center Staff

Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
Tom Christy, Contoller  
Lorna Cullen, Office Manager  
Patrick Kaler, President & CEO  
Sue Kimmins, Sales and Catering Manager  
Craig Landseadel, Executive Chef  
Mary Ann Martin, Bookkeeper & Benefits Manager  
Mark 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 Report:

Cervis Technologies

Cision

Google Analytics

Key Data

Madden Media

Momentum Technologies (formerly Ungerboeck)

Sales Force Marketing Cloud

Simpleview

STR (Smith Travel Research)

Tourism Economics

