



JANUARY 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

PATRICK J. KALER, PRESIDENT & CEO

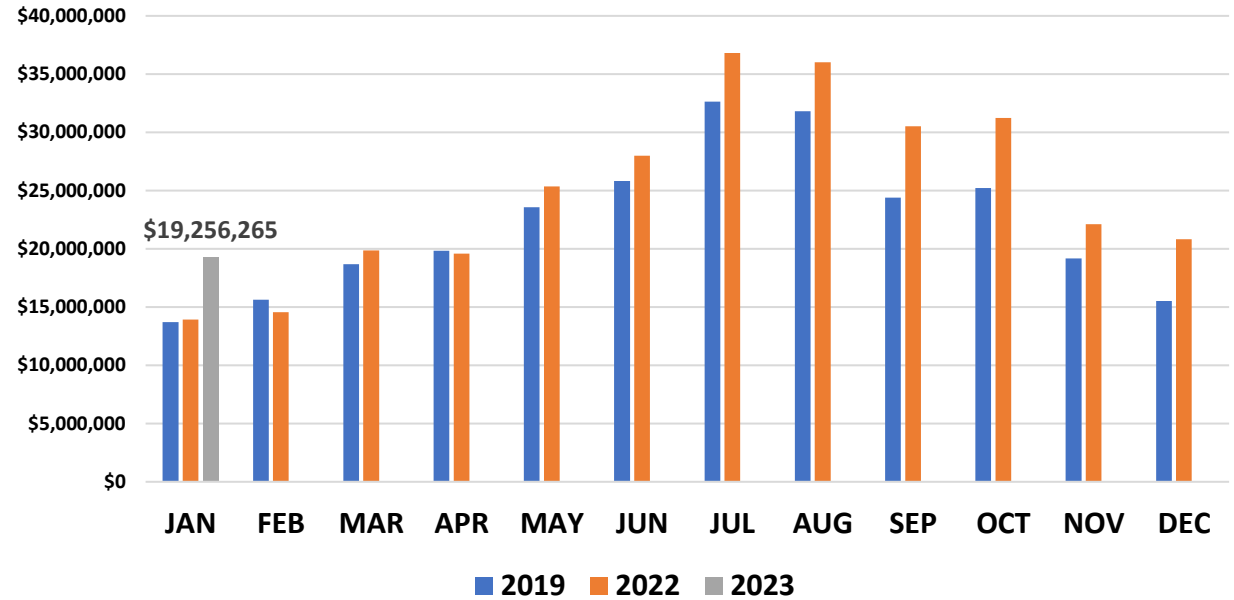


ERIE COUNTY HOTEL REVENUE – JANUARY 2023

January Hotel Revenue	
	\$19,256,265
January 2022	38.3%
January 2019	40.4%
YTD Hotel Revenue	
	\$19,256,265
2022	38.3%
2019	40.4%

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

January 2023 hotel revenue collections totaled, **\$19,256,265** which was a **38.3%** increase over January 2022. January 2023 hotel revenue was **40.4%** higher than 2019.



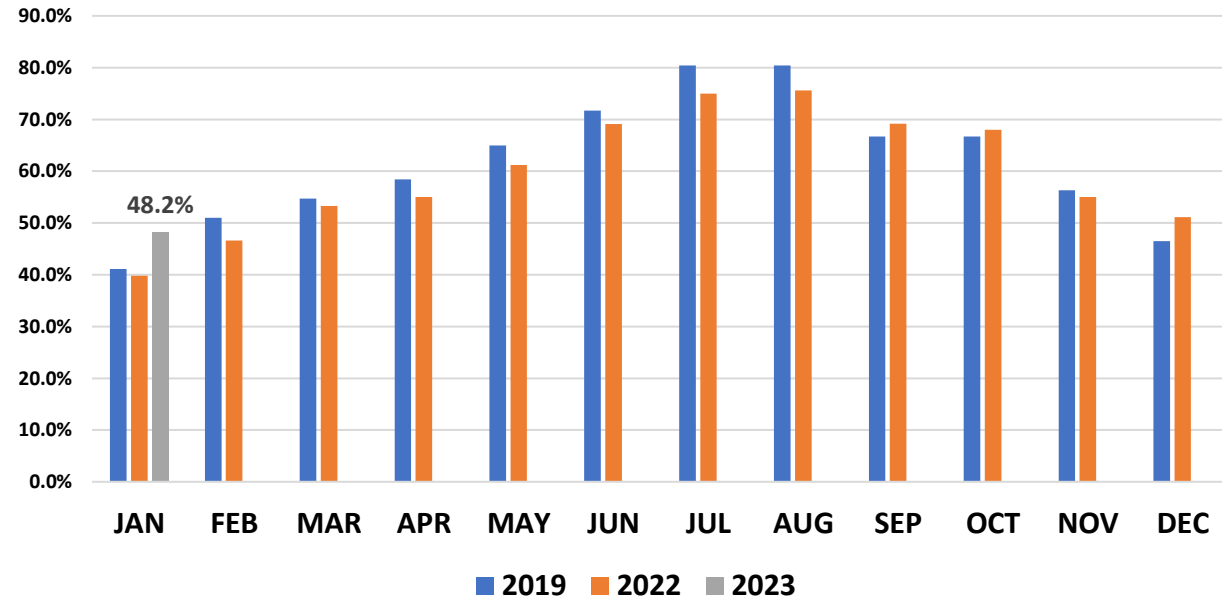
ERIE COUNTY HOTEL OCCUPANCY – JANUARY 2023

January Hotel Occupancy	
	48.2%
January 2022	21.1%
January 2019	17.3%
YTD Hotel Occupancy	
	48.2%
2022	21.1%
2019	17.3%

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.

January 2023 occupancy measured **48.2%**, which was up **21.1%** compared to January 2022. January 2023 was **17.3%** higher than occupancy in 2019.

In comparison, for the U.S., January occupancy was up **10.5%** over 2022 and down **3.6%** compared to 2019. The State Of New York, was up **34.5%** in Occupancy in January 2023 compared to 2022, but down **3.1%** compared to 2019



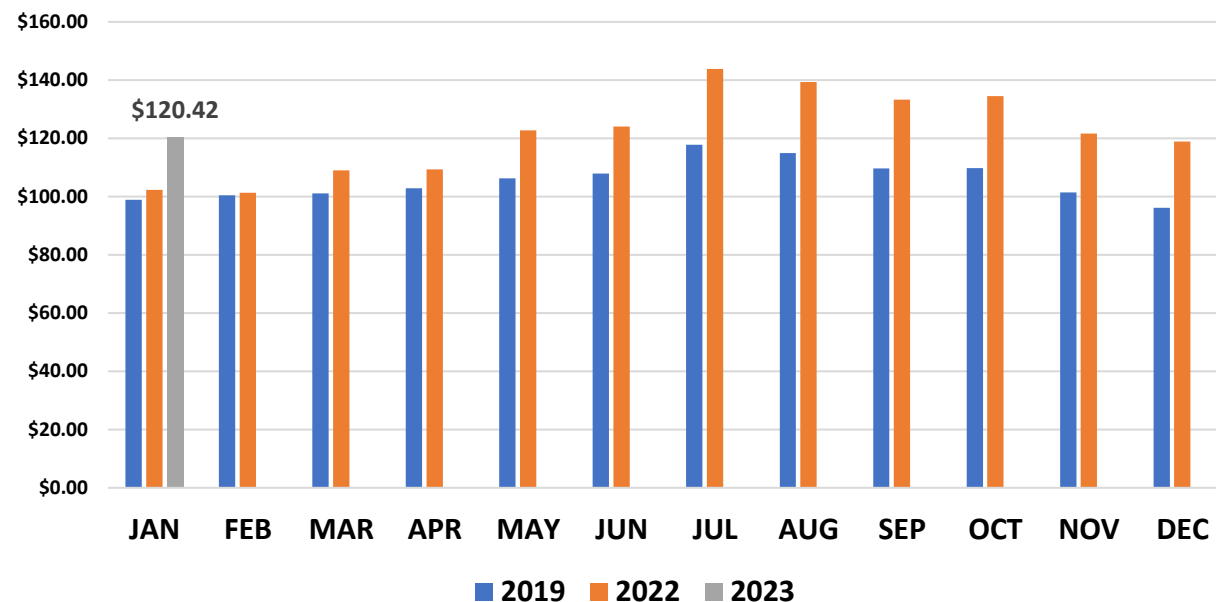
ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – JANUARY 2023

January Hotel Average Daily Rate	
\$120.42	
January 2022	17.7%
January 2019	21.7%
YTD Hotel Revenue	
\$120.42	
2022	17.7%
2019	21.7%

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 January, Erie County ADR was **\$120.42** an increase of **17.7%** over 2022, and a **21.7%** increase over 2019.

*The U.S. ADR for January 2023 was up **24.5%** compared to 2022, as well as up 14.3% from 2019. New York State ADR for 2023 was down **2.3%** compared to 2022 but increased **9.0%** over 2019.*



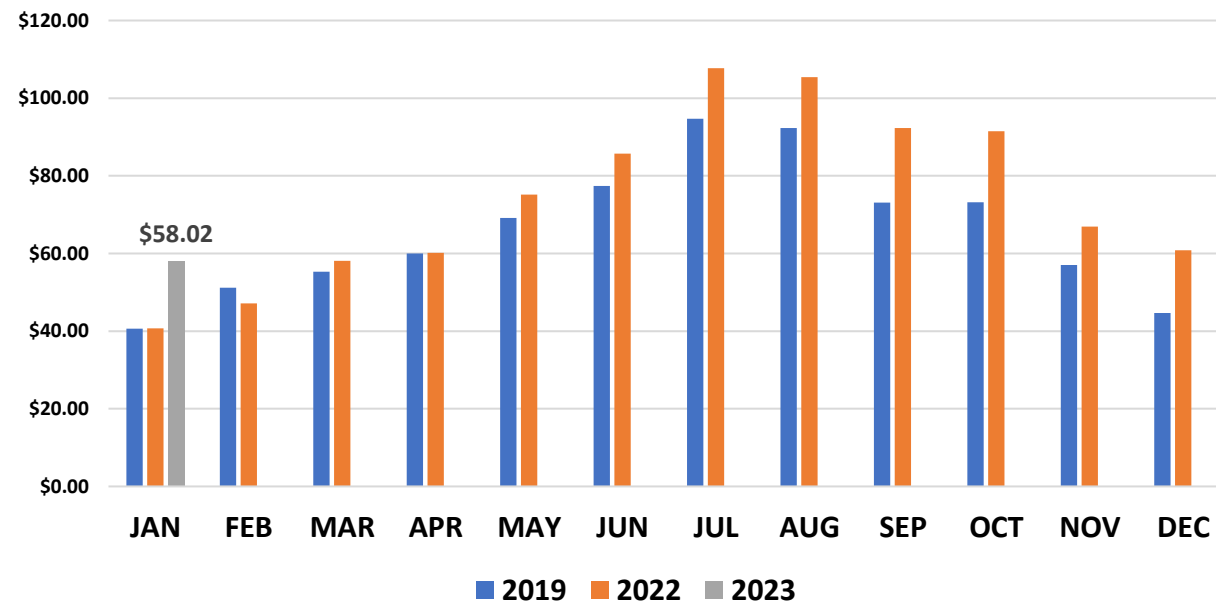
ERIE COUNTY HOTEL REVPAR – JANUARY 2023

January Hotel RevPAR	
\$58.02	
January 2022	42.4%
January 2019	42.9%
YTD Hotel RevPAR	
\$58.02	
2022	42.4%
2019	42.9%

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

2023 January RevPAR was **\$58.02** which was an increase of **42.2%** over 2022, and **42.9%** over 2019.

*RevPAR for the U.S. was up **84.3%** for January 2023 over 2022, and up **10.1%** over 2019. The State of New York also year-over-year increases for RevPAR in 2023 with a **31.5%** increase over 2022 and **5.5%** increase over 2019.*



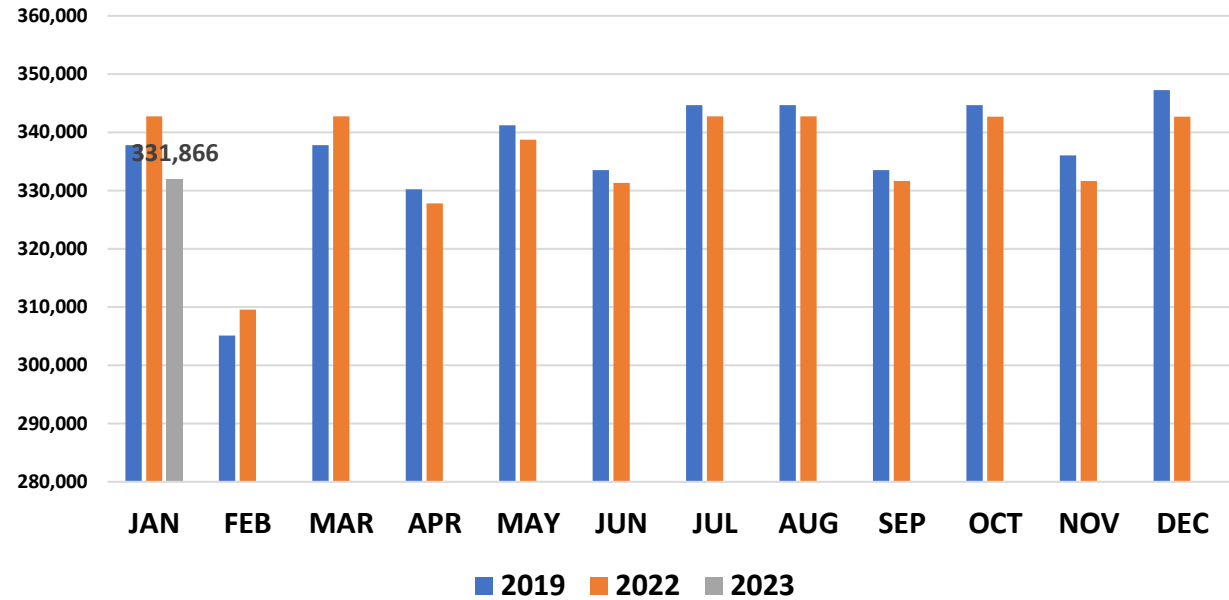
ERIE COUNTY HOTEL SUPPLY – JANUARY 2023

January Hotel Supply	
	331,866
January 2022	-2.9%
January 2019	-1.8%
YTD Hotel Supply	
	331,866
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 January 2023, Erie County’s hotel supply totaled **331,866**, which was a **2.9%** decrease from 2022 and a **1.8%** decrease over 2019.

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

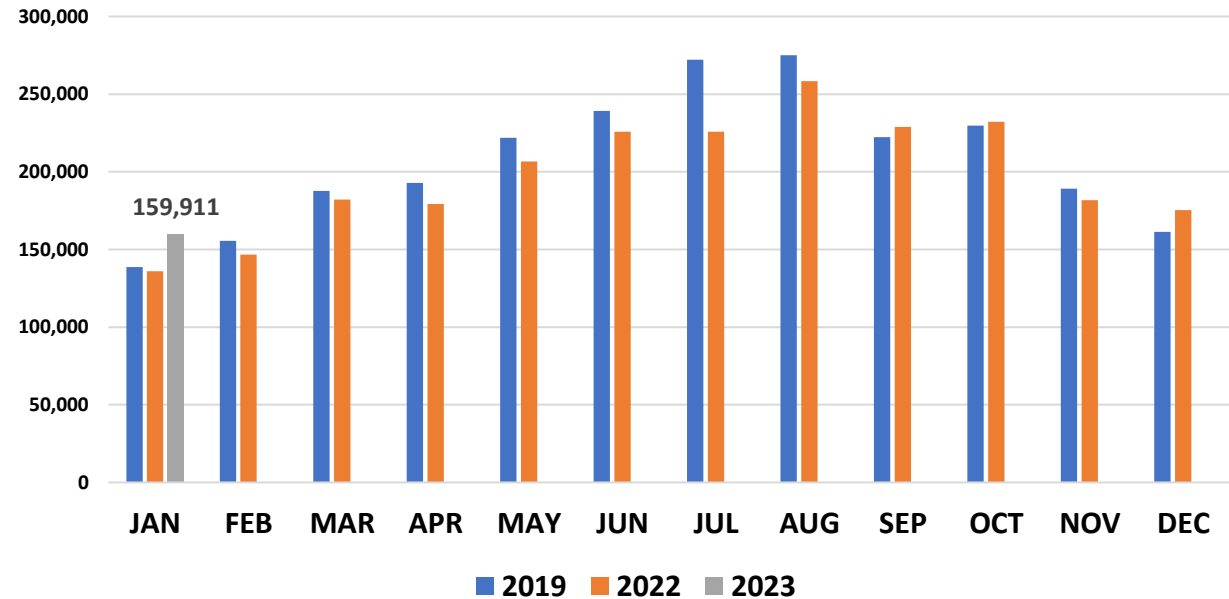


ERIE COUNTY HOTEL DEMAND – JANUARY 2023

January Hotel Demand	
	159,911
January 2022	17.5%
January 2019	15.3%
YTD Hotel Demand	
	159,911
2022	17.5%
2019	15.3%

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

January 2023 hotel demand totaled, **159,911** which was a **17.5%** increase over 2022 and a **15.3%** increase over 2019.



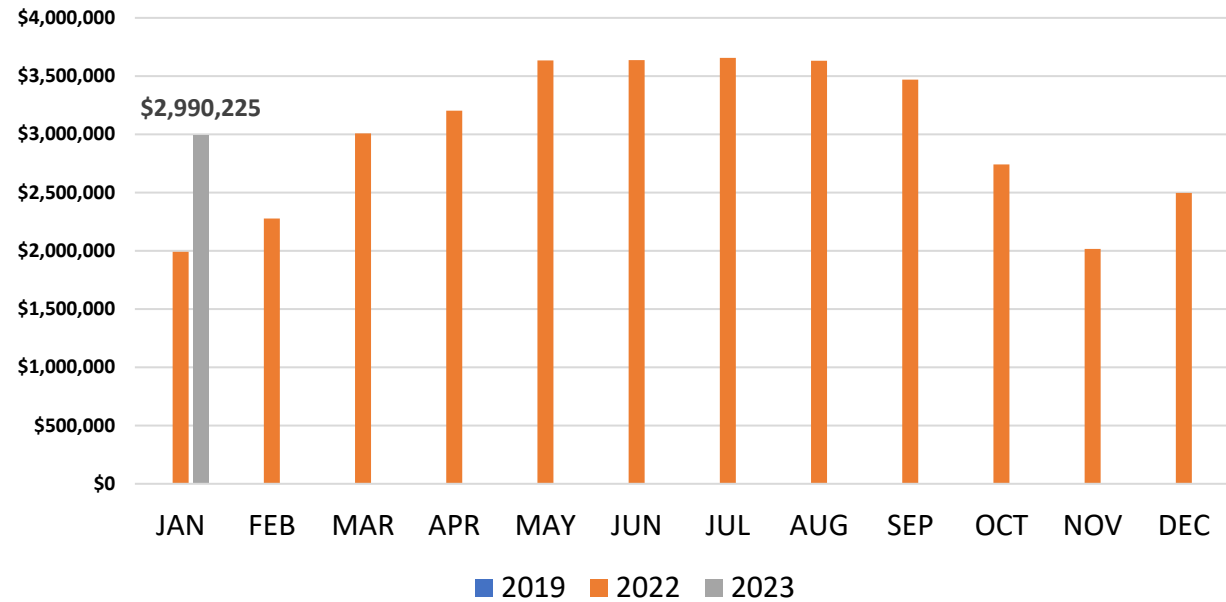
ERIE COUNTY SHORT TERM RENTAL REVENUE – JANUARY 2023

January Short Term Rental Revenue	
	\$2,990,225
January 2022	50.2%
January 2019	NA
YTD Short Term Rental Revenue	
	\$2,990,225
January 2022	50.2%
January 2019	NA

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

In January 2023, Erie County's short term rental revenue generated **\$2,990,225** which was **50.2%** over 2022.

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



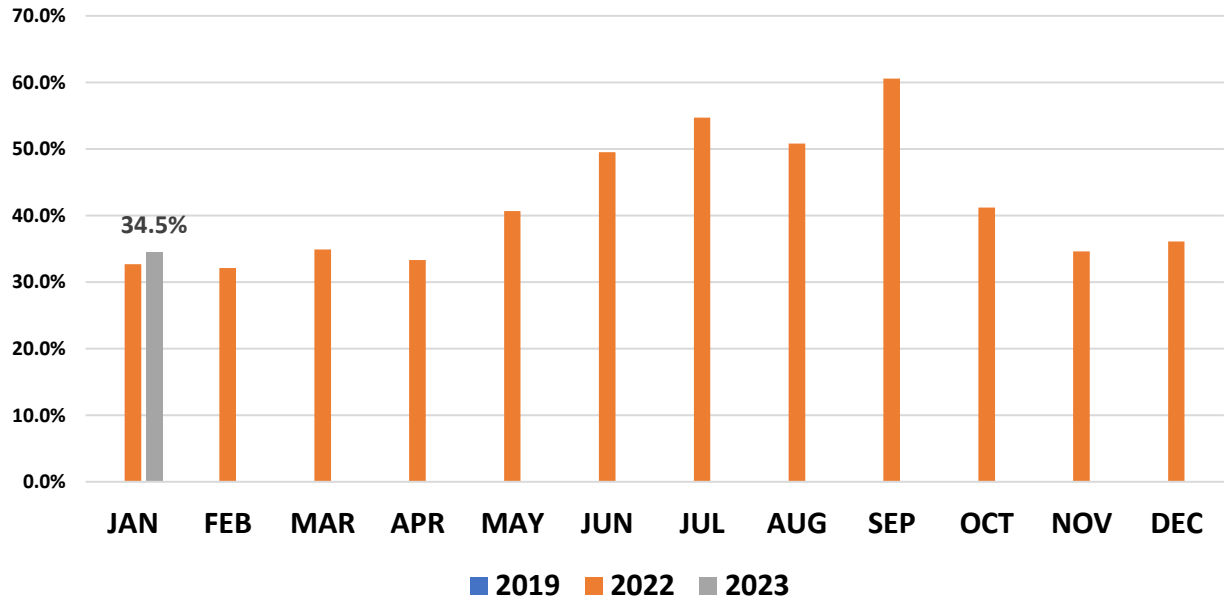
ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – JANUARY 2023

January Short Term Rental Occupancy	
	34.5%
January 2022	5.5%
January 2019	NA
YTD Short Term Rental Revenue	
	34.5%
January 2022	5.5%
January 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 by the number of units available.

January 2023 occupancy measured **34.5%**, which was up **5.5%** compared to January 2022.

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



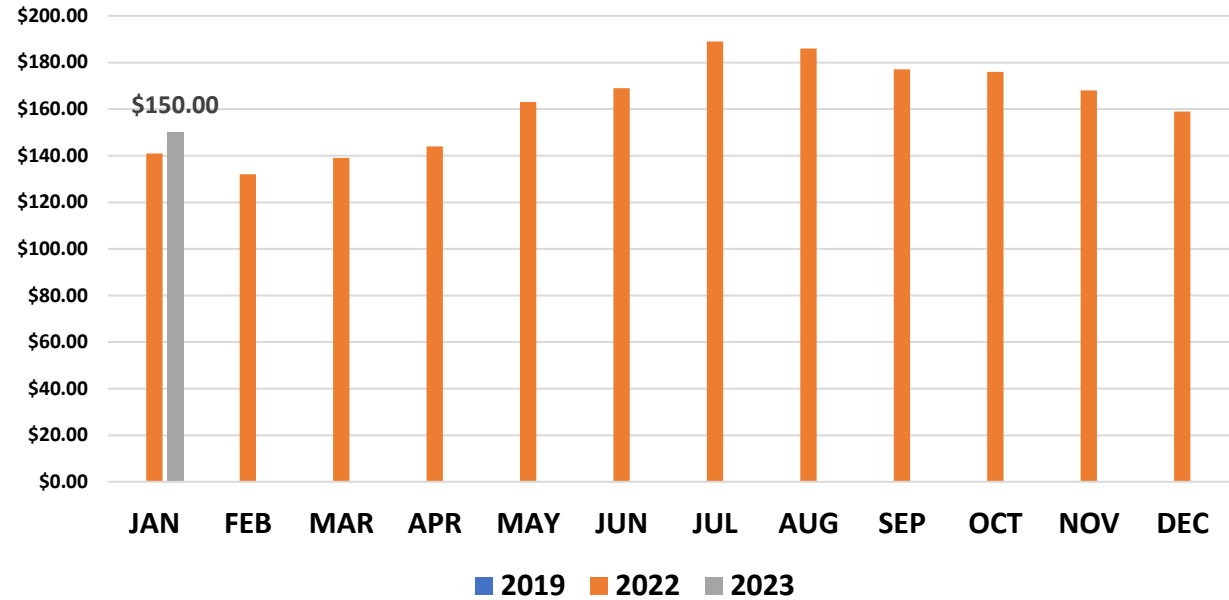
ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – JANUARY 2023

January Short Term Rental ADR	
	\$150.00
January 2022	6.4%
January 2019	NA
YTD Short Term Rental ADR	
	\$150.00
January 2022	6.4%
January 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 January, Erie County Short Term Rental ADR was **\$150.00** an increase of **6.4%** over 2022.

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



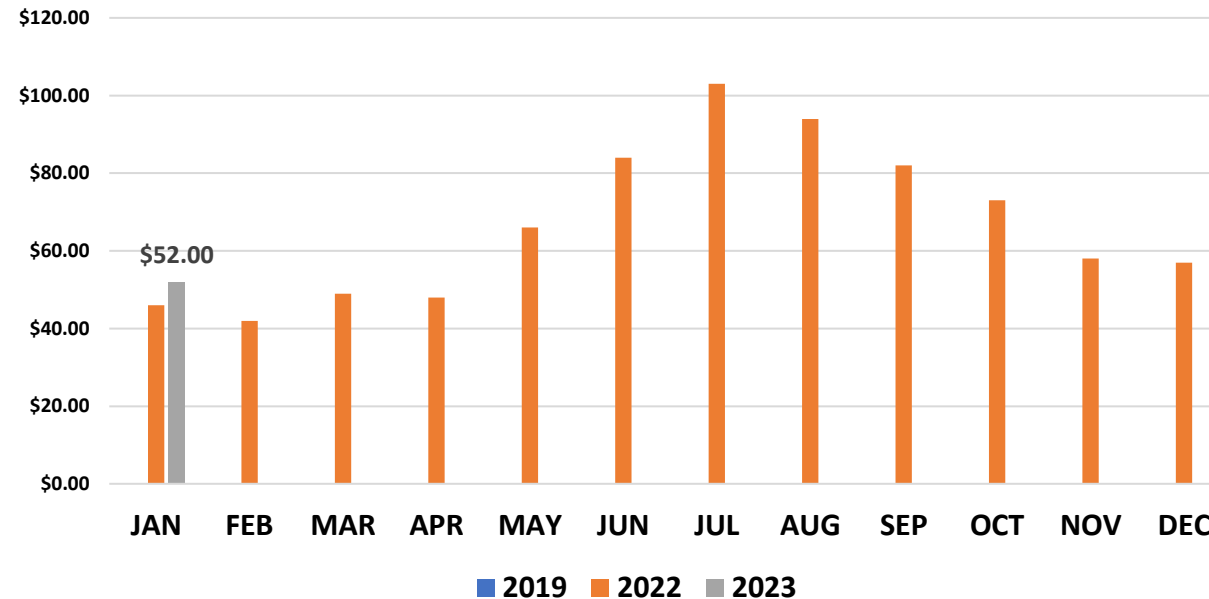
ERIE COUNTY SHORT TERM RENTAL REVPAR – JANUARY 2023

January Short Term Rental RevPAR	
	\$52.00
January 2022	13.0%
January 2019	NA
YTD Short Term Rental RevPAR	
	\$52.00
January 2022	13.0%
January 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 January RevPAR was **\$52.00** which was an increase of **13.0%** over 2022.

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



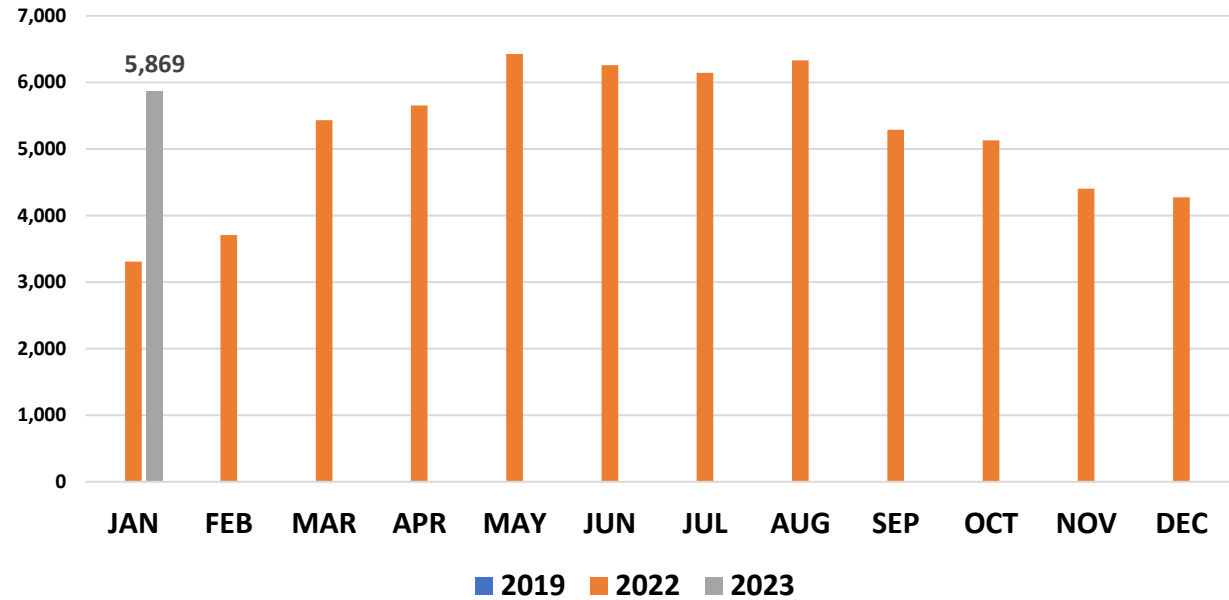
ERIE COUNTY SHORT TERM BOOKINGS – JANUARY 2023

January Short Term Rental Bookings	
	5,869
January 2022	77.5%
January 2019	NA
YTD Short Term Rental Bookings	
	5,869
January 2022	77.5%
January 2019	NA

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

In January, Erie County Short Term Rental Bookings totaled 5,869 which was a **77.5%** over 2022.

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



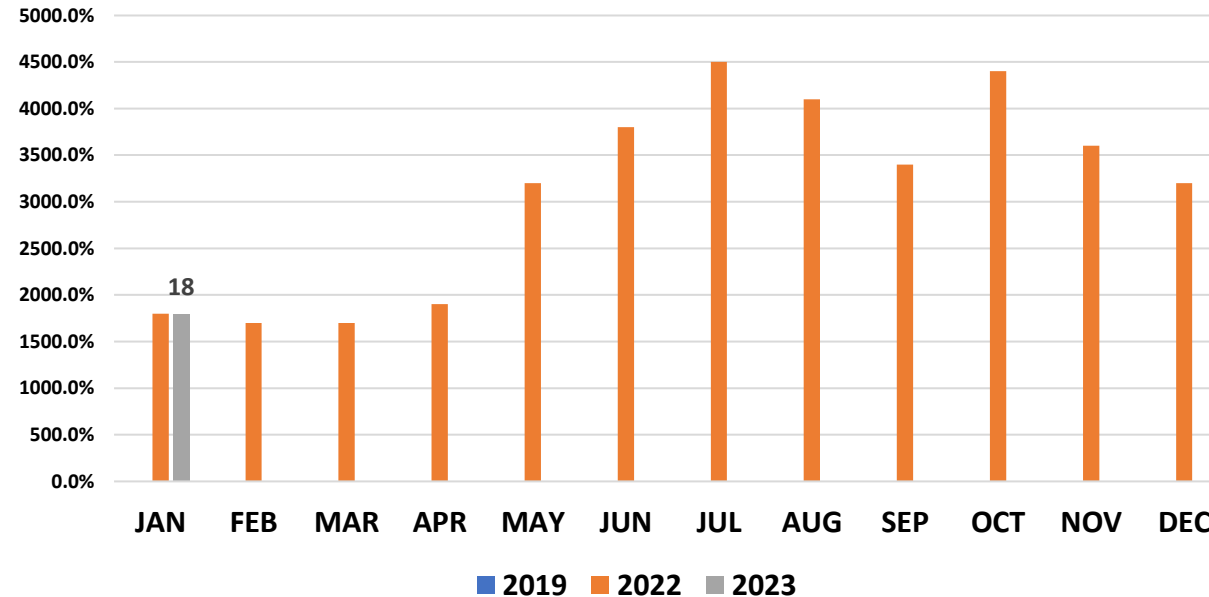
ERIE COUNTY SHORT TERM BOOKING WINDOW – JANUARY 2023

January Short Term Rental Booking Window (days)	
	18
January 2022	Null
January 2019	NA
YTD Short Term Rental Booking Window (days)	
	18
2022	Null
2019	NA

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

In January 2023 the short term rental booking window was **18 days** prior to arrival, which was the same as 2022.

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

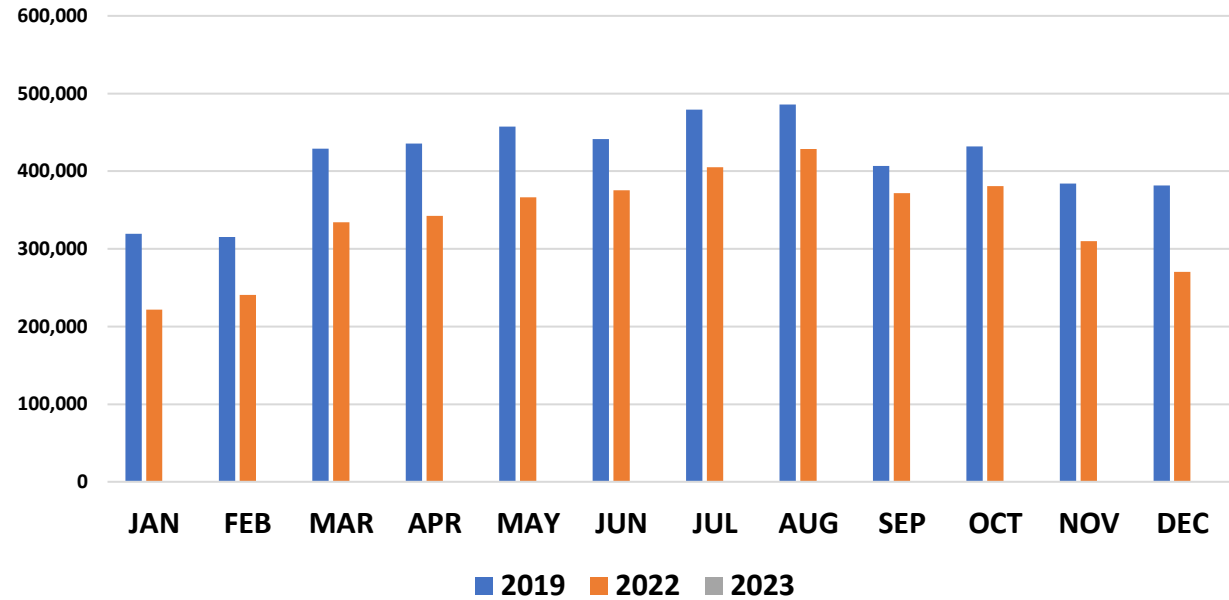


BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – JANUARY 2023

January BUF Airport Passengers	
NA	
January 2022	NA
January 2019	NA
YTD BUF Airport Passengers	
NA	
2022	NA
2019	NA

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

Unfortunately, the NFTA was not able to report the January airport passengers at the time of this report.

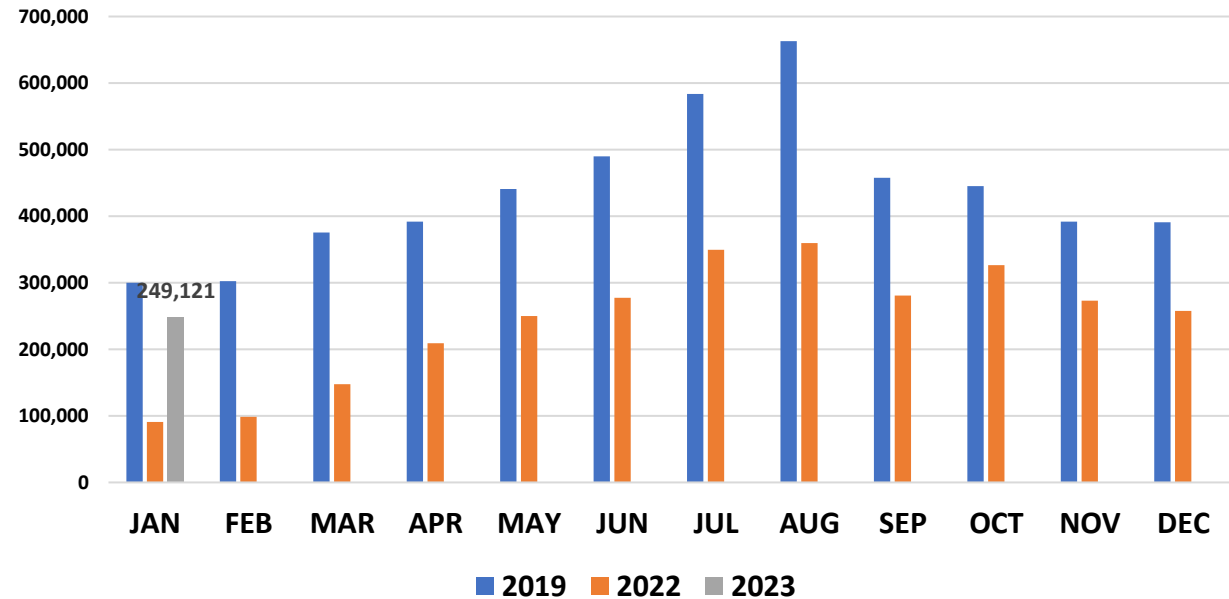


U.S. / CANADIAN CROSS BORDER TRAFFIC – JANUARY 2023

January US/Canadian Border Traffic	
249,121	
January 2022	174.1%
January 2019	-16.9%
YTD US/Canadian Border Traffic	
\$21,000,000	
2022	174.1%
2019	-16.9%

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 January 2023 totaled **249,121** which was a **174.1%** increase over 2022 and a **16.9%** decrease over 2019.



MONTHLY Sales & Services Department Dashboard - January 2023 vs. January 2022 and January 2019 (RECOVERY BENCHMARK)

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business			
43		17,796		15,557		\$13,882,191		12			
January 2022	7.5%	January 2022	-17.9%	January 2022	26.6%	January 2022	-26.7%	January 2022	-45.5%		
January 2019	-38.6%	January 2019	-78.2%	January 2019	-79.9%	January 2019	NA	January 2019	-45.5%		
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact		
21			6,630			6,268			\$4,704,742		
January 2022	40.0%	January 2022	-6.0%	January 2022	-1.8%	January 2022	-27.5%	January 2022	-27.5%	January 2022	-27.5%
January 2019	-38.3%	January 2019	-51.3%	January 2019	-40.4%	January 2019	-54.1%	January 2019	-54.1%	January 2019	-54.1%
Events Held			Events Held Room Nights			Events Held Attendance			Groups Served		
8			4,861			4,780			4		
January 2022	60.0%	January 2022	-4.0%	January 2022	-6.5%	January 2022	33.3%	January 2022	33.3%	January 2022	33.3%
January 2019	-65.2%	January 2019	-63.8%	January 2019	-66.3%	January 2019	-20.0%	January 2019	-20.0%	January 2019	-20.0%

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			
43		17,796		15,557		\$13,882,191		12			
January 2022	7.5%	January 2022	-17.9%	January 2022	26.6%	January 2022	-26.7%	January 2022	-45.5%		
January 2019	-38.6%	January 2019	-78.2%	January 2019	-79.9%	January 2019	NA	January 2019	-45.5%		
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact		
21			6,630			6,268			\$4,704,742		
January 2022	40.0%	January 2022	-6.0%	January 2022	-1.8%	January 2022	-27.5%	January 2022	-27.5%	January 2022	-27.5%
January 2019	-38.3%	January 2019	-51.3%	January 2019	-40.4%	January 2019	-54.1%	January 2019	-54.1%	January 2019	-54.1%
YTD Events Held			YTD Events Heald Room Nights			YTD Events Held Attendance			YTD Groups Served		
8			4,861			4,780			4		
January 2022	60.0%	January 2022	-4.0%	January 2022	-6.5%	January 2022	33.3%	January 2022	33.3%	January 2022	33.3%
January 2019	-65.2%	January 2019	-63.8%	January 2019	-66.3%	January 2019	-20.0%	January 2019	-20.0%	January 2019	-20.0%

SALES & SERVICES DEPARTMENT UPDATE





January 2023 Trade Shows/Conferences Attended

SHOW NAME	LOCATION	ATTENDED BY
PCMA	Columbus, OH	Shannon Jenkins
RCMA	Chattanooga, TN	Mike Even and Emma Carlo
Compete Sports Diversity Summit	Las Vegas, NV	James Adler
ESPA	Pittsburgh, PA	Karen Cox and Laurant Vargo

January 2023 Site Visits / FAMs	3
---------------------------------	---



Compete Sports Diversity Summit – Las Vegas, NV
 Buffalo Niagara Sports Commission's James Adler attended the January convention of **Compete Sports Diversity** in Las Vegas. Compete connects, educates, empowers, and inspires mission driven LGBTQ+ and allied sports and community leaders, sports organizations, non-profit groups, tourism partners, corporate partners, and athletes to further sports diversity through our membership, media, and event platforms.



James also went back to his alma mater, **Canisius College**, to speak to students in the Sports Management Professional Development Seminar class to share his experience working in the sports commission industry.



PCMA Convention – Columbus, OH
 VBN Director of National Sales, Shannon Jenkins hosted a client dinner in cooperation with Discover Albany while at the annual **PCMA Convention** at Columbus, OH.



RCMA – EMERGE Conference – Chattanooga, TN
 Visit Buffalo Niagara was represented at the annual **EMERGE Conference** of RCMA in Chattanooga, TN by VP of Sales, Mike Even and Sales Manager, Emma Carlo. In addition to attending the tradeshow, VBN hosted a client dinner. The President/CEO of RCMA, Harry Schmidt is a member of the VBN Customer Advisory Council.



ESPA Conference – Pittsburgh, PA
 VBN's Director of Client Services, Karen Cox and BNSC's Services Manager, Lauren Vargo attended the Annual **ESPA Conference** in Pittsburgh, PA where they met the services team from Visit Cincy. VBN and Visit Cincy have established a stronger professional relationship since Damar Hamlin's cardiac incident in December.





Buffalo Niagara Sports Commission Q1 Meeting

The Buffalo Niagara Sports Commission Council began the year with their Q1 meeting on January 27th hosted by the incoming BNSC Advisory Council Chair – Eric Guzdek at the Northtown Center – Amherst. VBN/BNSC staff gave an update on last year’s sales activities and events held, as well as the plans for 2023.

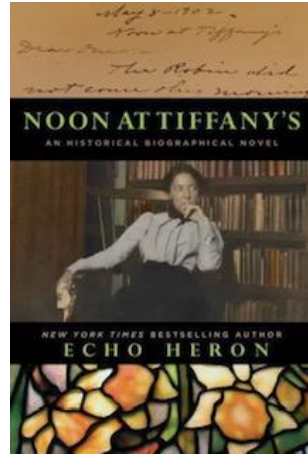
The BNSC has welcomed the following individuals to serve on the Advisory Council: Kate Braun - Buffalo Niagara Court Center, Mark DiFilippo - Section VI NYSPHSAA, Linda Groff - NYS Amateur Hockey Association, Ona Halladay – D’Youville University, Katie Jurkas - Outloud Sports, Pete Kennedy - The Monsignor Martin High School Athletic Association, Kirk Lang - West Side Rowing, Chuck Lawless - Sahlen’s Sports Park, Nic Mendola - FC Buffalo, Norm Page - Greater Buffalo Adaptive Sports, Jeff Qualey - Buffalo Rugby, Chad Sleiman - West Seneca Soccer Complex, and Brad Waltz - Town of Amherst.

Visit Buffalo Niagara Book Club

Author Eco Heron’s “Noon at Tiffany’s” has been selected as the next selection of the Visit Buffalo Niagara Sales Department’s Book Club.

In 2022, the Stained-Glass Association of North America located their headquarters to office space in Trinity Episcopal Church in downtown Buffalo, NY. Buffalo will also serve as the host city for the association’s annual conference in September of 2023. With these significant milestones, coupled with the exceptional collection of stained glass in Erie County to choose the backdrop and theme for the Book Club’s next read.

The VBN staff are working to create group tours as well as tour options for meetings and events.



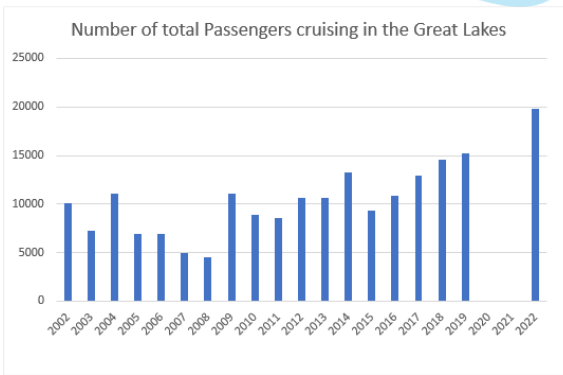
Virtual Business Development Co-op

Visit Buffalo Niagara’s Senior Director of Travel Industry Sales, Leah Mueller, participated in a series of weekly managed sales calls with key destination management companies, receptive tour operators, and domestic tour operators based in the major gateways of the United States. The purpose of these sales calls was to develop new and continue existing relationships while growing our destination profile with tour and travel planners. A total of twelve meetings were held during the month of January. Buffalo and Erie County tour and travel products presented included; The Great Wright Road Trip, Buffalo Wing Trail, the upcoming opening of the Buffalo AKG, new hotel package opportunities and new dining opportunities.



Cruise the Great Lakes Annual Report

In anticipation of the potential of cruise ships on the Great Lakes using Buffalo as a port city in future years, Visit Buffalo Niagara has established an industry partnership with the Cruise the Great Lakes consortium through the Great Lakes St. Lawrence Governors and Premiers. In January, Cruise the Great Lakes released an annual report of the 2022 cruise impact on the region as well as expectations for the 2023 cruise season.



In 2022, eight cruise companies operated eleven different cruise ships on the Great Lakes and St. Lawrence Seaway.

- Nearly **20,000 cruise passengers** visited Great Lakes ports
 - a more than **25% increase** from 2019
- Great Lakes cruises made over **700 port visits**
- Total cruise **passenger traffic was nearly 150,000**
- Cruising generated an **economic impact of over \$125,000,000**

Visit Buffalo Niagara will host the 2023 Great Lakes USA annual meeting in Buffalo in May 2023.



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

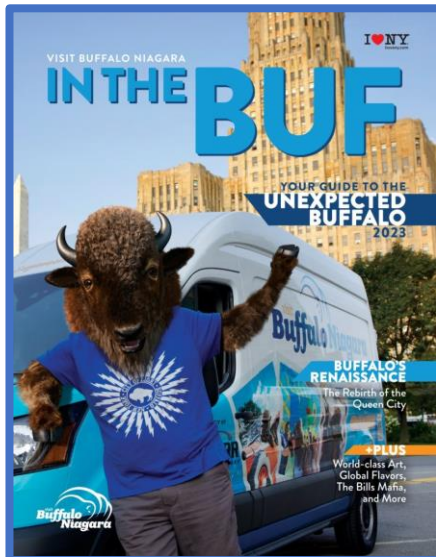
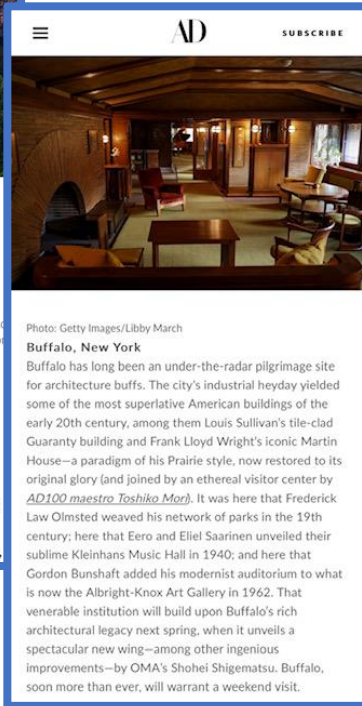
MONTHLY Marketing & Communications Department Dashboard January 2023 vs. January 2022 and January 2019

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
101,575		67,667		1:58		194,338		179	
January 2022	16.9%	January 2022	19.1%	January 2022	-4 seconds	January 2022	23.6%	January 2022	-2.7%
January 2019	0.8%	January 2019	7.4%	January 2019	37 seconds	January 2019	0.2%	January 2019	5.3%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
100,466		29,962		47,198		18,303		115,671	
January 2022	2.5%	January 2022	1.9%	January 2022	9.6%	January 2022	NA	January 2022	667.7%
January 2019	8.7%	January 2019	6.9%	January 2019	32.6%	January 2019	NA	January 2019	6358.5%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
6		8,825,886		776		28		1	
January 2022	100.0%	January 2022	-86.9%	January 2022	38.4%	January 2022	-22.2%	January 2022	Null
January 2019	NA	January 2019	NA	January 2019	NA	January 2019	NA	January 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	
101,575		67,667		1:58		194,338		179	
2022	16.9%	2022	19.1%	2022	-4 seconds	2022	23.6%	2022	-2.7%
2019	0.8%	2019	7.4%	2019	37 seconds	2019	0.2%	2019	5.3%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
100,466		29,962		47,198		18,303		115,671	
2022	2.5%	2022	1.9%	2022	9.6%	2022	NA	2022	667.7%
2019	8.7%	2019	6.9%	2019	32.6%	2019	NA	2019	6358.5%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
6		8,825,886		776		28		1	
2022	100.0%	2022	-86.9%	2022	38.4%	2022	-22.2%	2022	Null
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



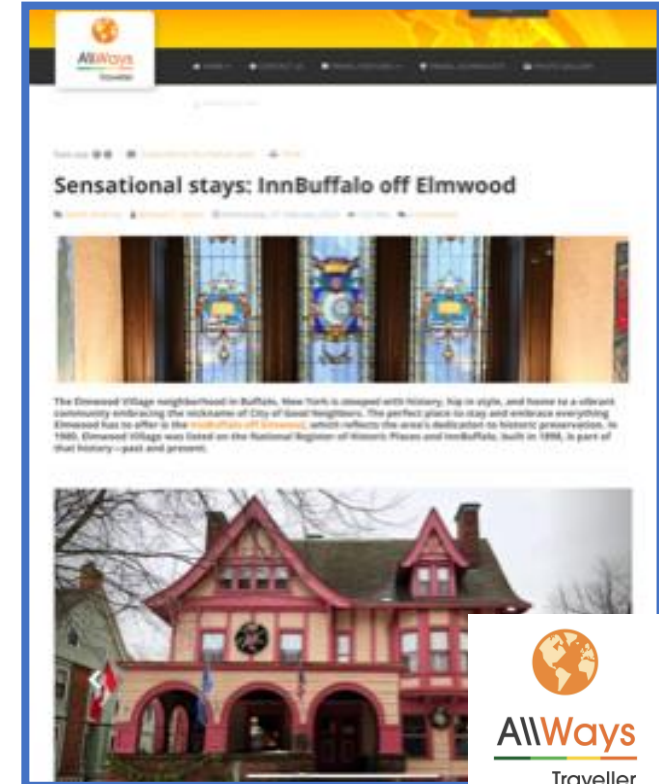


2023 Visit Buffalo Niagara Visitor Guide

The 2023 “In The BUF” visitor guide was delivered, and distribution began in January. 150,000 guides with three different covers were printed as well as a digital version that is available on the VBN website.

January 2023 Media Hits			
PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
I LOVE NY Blog	23 New Things to See and Do in New York State	318,546	31
Architectural Digest	AD’s 23 Places to Travel in 2023	4,927,914	192
AllWays Traveler	“Sensational Stays” InnBuffalo off Elmwood	784	0
ArchDaily	<i>The 23 Most Anticipated Projects of 2023</i>	3,334,302	516
<i>The Architect’s Newspaper</i>	<i>Hear are ten buildings and projects we can’t wait to see in 2023</i>	140,112	32
<i>blooloop</i>	<i>Top 15 new museums opening in 2023</i>	104,138	5

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



Most Viewed Video January 2023

Bocce Club Pizza 43,000 views

Sample of other video content for the month:
Hello, 2023 – A Recap of 2022

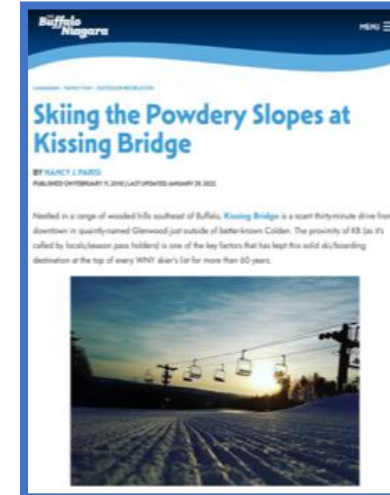
Where To Find Mocktails in Buffalo

Amazing Game Shop

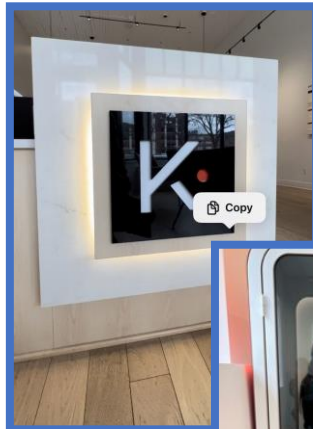
Park Edge Sweet Shoppe



Sample January 2023 Blog Content

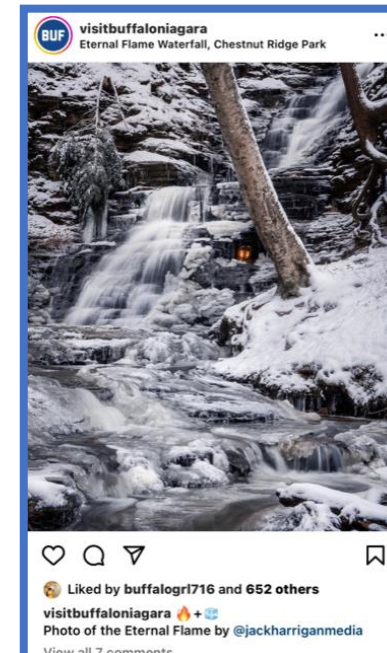
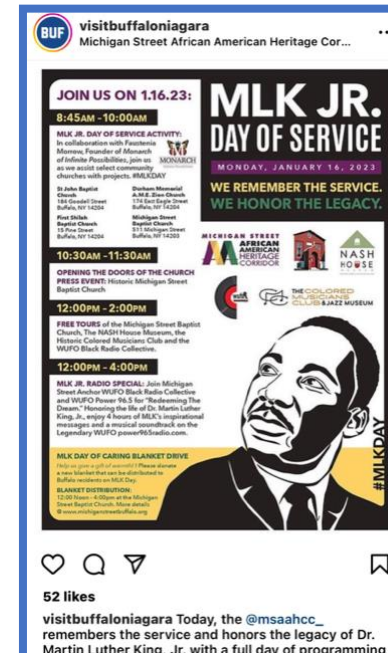


Sample January 2023 Instagram Posts



Marketing Team Visits K Art

Michelle Kearns and Kate Scaduto were treated to a fantastic tour at K Art in downtown Buffalo. This unique space is one of the only Native-American-owned commercial art galleries and focuses on showcasing the works of Native-American, First Nations and indigenous artists. Michelle and Kate enjoyed viewing The Cadence of Night: Recent Works by Duane Slick and La Garrison Mentalite by Henry Payer at this impressive gallery.



DESTINATION DEVELOPMENT DEPARTMENT UPDATE

MONTHLY Destination Development Department Dashboard – January 2023 vs. January 2022 and January 2019 (RECOVERY BENCHMARK)							
Visitor Guide Requests		Weekly Lodging Dashboard Distribution				Tourism Insider Distribution	
1,224		488				2,701	
January 2022		308.0%		January 2022		59.0%	
January 2019		458.9%		January 2019		NA	
January 2022		6.2%		January 2019		77.0%	
Number of Mobile Visitor Center Events		Mobile Visitor Center Volunteer Hours		Number of Convention/Sport Events		Conventions/Sport Event Volunteer Hours	
0		0		0		0	
January 2022		Null		January 2022		Null	
January 2019		-100.0%		January 2019		-100.0%	
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
104		0		2		0	
January 2022		100.0%		January 2022		Null	
January 2019		NA		January 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	
1,224		488				2,701	
2022		308.0%		2022		59.0%	
2019		458.9%		2019		NA	
2022		6.2%		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	
0		0		0		0	
2022		Null		2022		Null	
2019		-100.0%		2019		-100.0%	
YTD Industry Meeting Attendance		YTD Industry Event Attendance		YTD Extranet Training Attendance		YTD Dest./Customer Service Training Attend.	
104		0		2		0	
2022		100.0%		2022		Null	
2019		NA		2019		-100.0%	





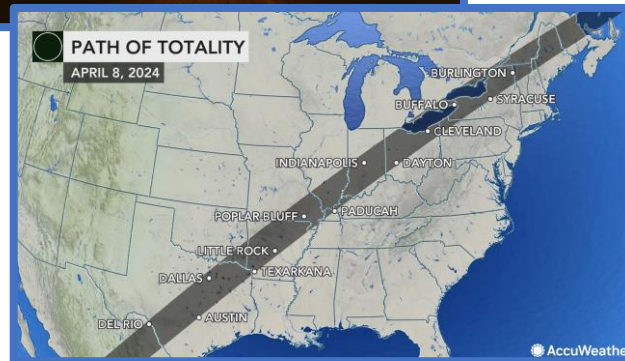
Visit Buffalo Niagara Tourism Marketing Outlook Forum

Over 100 Erie County and regional industry partners attended Visit Buffalo Niagara’s inaugural **Tourism Marketing Outlook Forum** at 500 Pearl on January 18th. Eric Evjen with Tourism Economics, shared an economic forecast for 2023 with thoughts on a potential recession and its impacts on travel and tourism in the United States. Anna Blount with Longwoods International, shared data on three VBN commissioned research studies – 2022 Visitor Profile Study, Visitor Satisfaction Study and Resident Sentiment Study. VBN’s executive staff members also presented the organization’s individual departmental 2023 business plan initiatives. The Forum was extremely well received with exceptionally positive feedback. Planning has already begun for the 2024 Tourism Marketing Outlook Forum event.



Visit Buffalo Niagara Restaurant Week

Following the successful feedback from participants of the Fall 2022 **Visit Buffalo Niagara Restaurant Week** promotion, the Destination Development department has begun work on the 2023 promotional week which will take place April 17-23. Working in cooperation with the WNY Chapter of the NYS Restaurant Association, we hope to grow the number of Erie County dining establishments participating in both the Spring and Fall 2023 promotions. A kick-off event is planned for March 13, 2023, at Osteria 166. If your restaurant is interested in more information, please contact Renata Toney at Toney@VisitBuffaloNiagara.com.



2024 Eclipse

On Monday, April 8, 2024, there will be a **total solar eclipse**, and Buffalo is in the direct path of totality. In a solar eclipse, people who are in the path of totality will see the Sun’s bright disk covered by the moon for a short time. This event is expected to bring thousands of people to Buffalo and Erie County in the days leading up to, and the day off the eclipse. Visit

Buffalo Niagara is engaging at the County and local levels to curate events for public viewing as well as a source for public information and safety. If your venue, site or organization are planning any activations during the 2024 Eclipse, please contact Renata Toney at Toney@VisitBuffaloNiagara.com.

BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



MONTHLY Buffalo Convention Center Operational Dashboard – January 2023 vs. January 2022 and January 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event - Social	
6		1		1		3		1		0	
January 2022	200.0%	January 2022	100.0%	January 2022	100.0%	January 2022	200.0%	January 2022	Null	January 2022	Null
January 2019	-25.5%	January 2019	-50.0%	January 2019	-50.0%	January 2019	50.0%	January 2019	-50.0%	January 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
5,449				14				New survey system being developed for mid-year.			
January 2022		357.9%		January 2022		250.0%		January 2022		NA	
January 2019		-63.1%		January 2019		-30.0%		January 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
\$262,966		\$25,400		\$133,338		\$4,228		\$100,000			
January 2022	1860.8%	January 2022	446.8%	January 2022	1559.3%	January 2022	479.2%	January 2022	100.0%		
January 2019	-14.7%	January 2019	-46.1%	January 2019	-48.2%	January 2019	15.4%	January 2019	100.0%		

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	
6		1		1		3		1		0	
2022	200.0%	2022	100.0%	2022	100.0%	2022	200.0%	2022	Null	2022	Null
2019	-25.5%	2019	-50.0%	2019	-50.0%	2019	50.0%	2019	-50.0%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
5,449				14				New survey system being developed for mid-year.			
2022		357.9%		2022		250.0%		2022		NA	
2019		-63.1%		2019		-30.0%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
\$262,966		\$25,400		\$133,338		\$4,228		\$100,000			
2022	1860.8%	2022	446.8%	2022	1559.3%	2022	479.2%	2022	100.0%		
2019	-14.7%	2019	-46.1%	2019	-48.2%	2019	15.4\$	2019	100.0%		

BUFFALO CONVENTION CENTER SALES UPDATE



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

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
16		11		5		6	
January 2022	200.0%	January 2022	100.0%	January 2022	100.0%	January 2022	Null
January 2019	-25.5%	January 2019	-50.0%	January 2019	-50.0%	January 2019	-71.4%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
45		15		32		2	
January 2022	164.7%	January 2022	114.3%	January 2022	220.0%	January 2022	NA
January 2019	NA	January 2019	NA	January 2019	NA	January 2019	NA

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

YTD Total Leads		YTD BNCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
15		11		4		6	
2022	200.0%	2022	100.0%	2022	100.0%	2022	Null
2019	NA	2019	NA	2019	NA	2019	-71.4%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
45		15		32		2	
2022	164.79%	2022	114.3%	2022	220.0%	2022	NA
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	96	72	44	29
Expected Attendance	249,975	245,547	195,672	169,797	123,262
Number of Hotel Room Nights	25,000	24,801	18,633	16,553	11,410
Expected Economic Impact	\$34,063,840	\$28,552,052	\$21,414,039	\$17,773,652	\$12,441,557



New Board Member

A warm welcome to Visit Buffalo Niagara's newest board member, **Melissa Brown, Executive Director of the Buffalo History Museum**. Melissa was appointed by Erie County Executive, Mark Poloncarz to serve as one of his five appointments to the VBN Board. Melissa has been with the Buffalo History Museum since February 1998 and served as co-chair of the EC200 – Erie County Bicentennial.



Weekly Promotional Segment

Visit Buffalo Niagara and WGRZ – Channel 2, started a weekly segment during the Friday 4 pm program “**Most Buffalo**” hosted by Kate Welshofer. Kate and Patrick talk about five upcoming events or activities taking place in Buffalo and Erie County for that weekend and into the following week. This has proven a positive community engagement opportunity that has driven website traffic as well as social media engagement.



U.S. Travel National Plan for Vacation Day Promotion

Visit Buffalo Niagara participated in the annual U.S. Travel **National Plan for Vacation Day** which took place on January 31st. National Plan for Vacation Day is a day to encourage Americans to plan their vacation days for the whole year at the start of the year—and inspire them to use those days to explore the USA. NPVD highlights the importance of taking time off to travel—both for personal wellbeing and for the overall economic prosperity of our nation.



Visit Buffalo Niagara Onboards with Zartico

In January, Visit Buffalo Niagara began the onboarding process as a client of **Zartico Destination Operating System®** which takes intelligence, analytics and data visualizations and combines it with context and strategic input to support a Destination Management Organization's data-driven decisions in real-time. Once operational, VBN will be superior stewards of Erie County's tourism industry and economy through improved data intelligence to make real-time decision making for sales, marketing and promotions. As an organization, we will be better at benchmarking and providing better analytical services in our marketing, community development of the tourism product and overall sustainability efforts of the County's tourism economy.

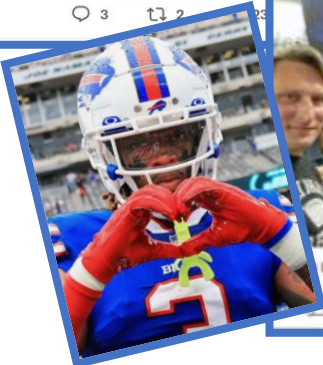


Visit Buffalo Niagara • 1/12/23
 Buffalo is feeling the love from our friends at @Visit_Cincy! Their team gifted our staff many pints of delicious @graeters ice cream.

Thank you to Visit Cincy for this thoughtful gift & to the entire Cincinnati community for their support & care for @HamlinIsland & his family!



Patrick Kaler
 Jan 20 · 🌐
 Great to see our friends and colleagues from Visit Cincy enjoying some pre-playoff-game deliciousness courtesy of Erie County's own Perry's Ice Cream. Buffalo had to return the favor after our diving spoon first into Graeter's Ice Cream last weekend. Feeling the ❤️🔥❤️🔥❤️🔥 between our two cities. Julie Harrison Calvert



Visit Buffalo Niagara & Visit Cincy Partnership

Following the January 3rd cardiac arrest of Buffalo Bills, Damar Hamlin during the Bills versus Cincinnati Bengals game, Visit Buffalo Niagara found itself in a place of compassion, care, camaraderie and ultimate collaboration. While Damar was under care at University of Cincinnati Medical Center, our colleagues at Visit Cincy were providing meals and retail gift cards to Damar's family. Visit Cincy also assisted in VBN providing dinner for the healthcare workers taking care of Damar while at UCMC. As Damar's health improved, the united spirit of camaraderie between our two destination marketing organizations continued with the gift of ice cream from iconic ice cream companies in each of our cities. Cincinnati was first with a gift of several pints of Graeter's Ice Cream to the VBN office. Not to be outdone, Perry's Ice Cream reciprocated with several pints of Erie County's own tasty treats to the Visit Cincy office. A stronger bond between Patrick and Visit Cincy's CEO, July Harrison Calvert has been established with the intent to bridge the two destinations together in collaborative marketing and sales efforts. As we all celebrate the continued recovery of Damar, we also celebrate the opportunities ahead for our Visit Buffalo Niagara and Visit Cincy cross promotions.

NYSDMO Quarterly Meeting

At the January quarterly meeting of the New York State Destination Marketing Organizations, Visit Buffalo Niagara's marketing partner, Madden Media presented several of their programs for potential statewide opportunities highlighting the success of their work with VBN and other NYS DMOs.



January CEO Meetings

World Canals Conference 2025 Steering Committee
NYSHTA Legislative Committee
ESD Cruise Infrastructure Meeting
Buffalo Niagara Sports Commission Advisory Council
BCAR Monthly Meeting
U.S. Travel Association Sustainable Travel Committee

Recent CEO Board Appointments

Explore Buffalo Board of Directors
Martin House Corporation Executive Committee
NYSHTA Executive Committee
Canals New York Board of Directors
World Canals Conference 2025 Steering Committee

Visit Buffalo Niagara Staff FUN Fact

Greg Gelinas, Buffalo Niagara Sports Commission Director of Sports Development is a former student-athlete wrestler, and now serves as a NYS Wrestling Official.

This photo is Greg officiating the Heavyweight Finals at the 2022 New York State Wrestling Tournament.



Visit Buffalo Niagara Board of Directors

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair
Kimberley A. Minkle, NFTA – Vice Chair
Huseyin Taran, Buffalo Marriott 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
Momentus Technologies (formerly Ungerboeck)
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics

