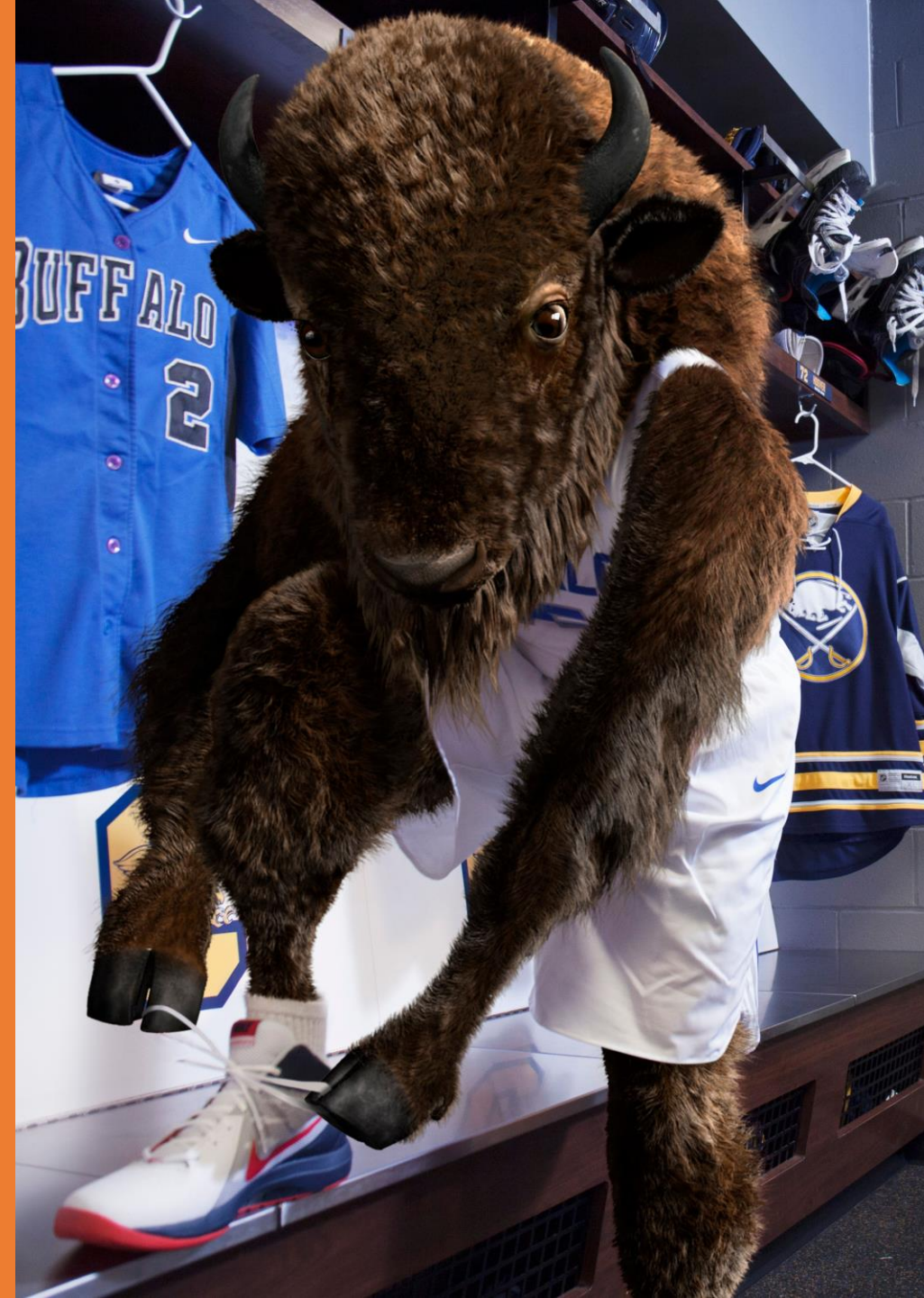




## MARCH 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

PATRICK J. KALER, PRESIDENT & CEO

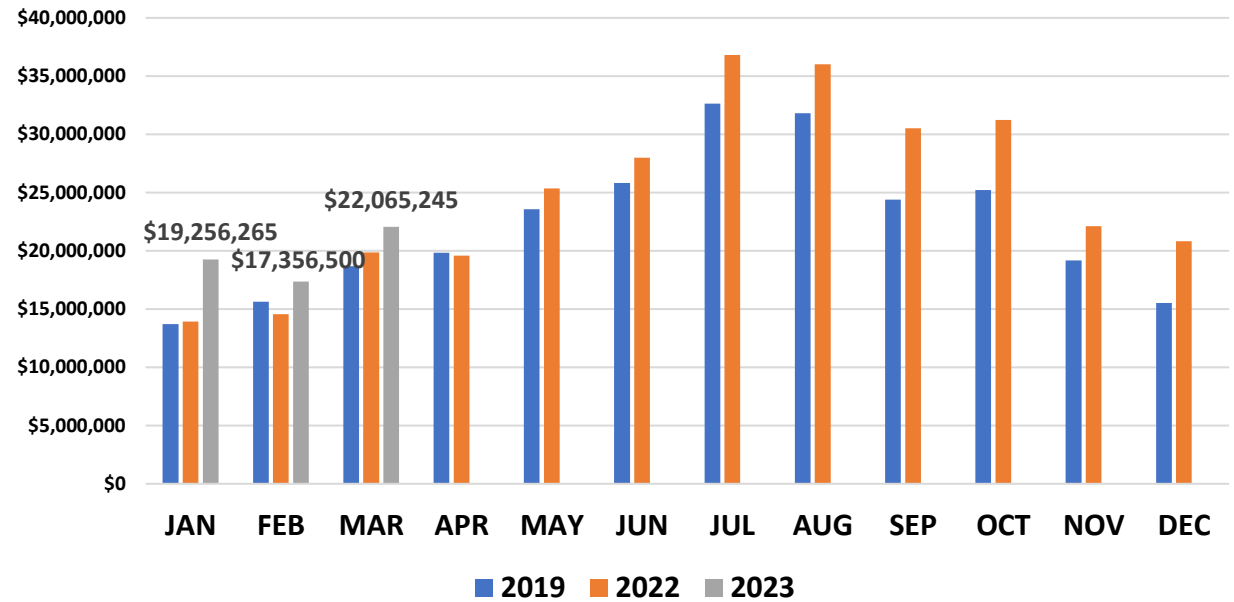


## ERIE COUNTY HOTEL REVENUE – MARCH 2023

March Hotel Revenue	
	<b>\$22,065,245</b>
Mar 2022	11.1%
Mar 2019	18.1%
YTD Hotel Revenue	
	<b>\$58,681,957</b>
2022	21.3%
2019	20.0%

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

March 2023 hotel revenue collections totaled, **\$22,065,245** which was a **11.1%** increase over March 2022. March 2023 hotel revenue was **18.1%** higher than 2019.



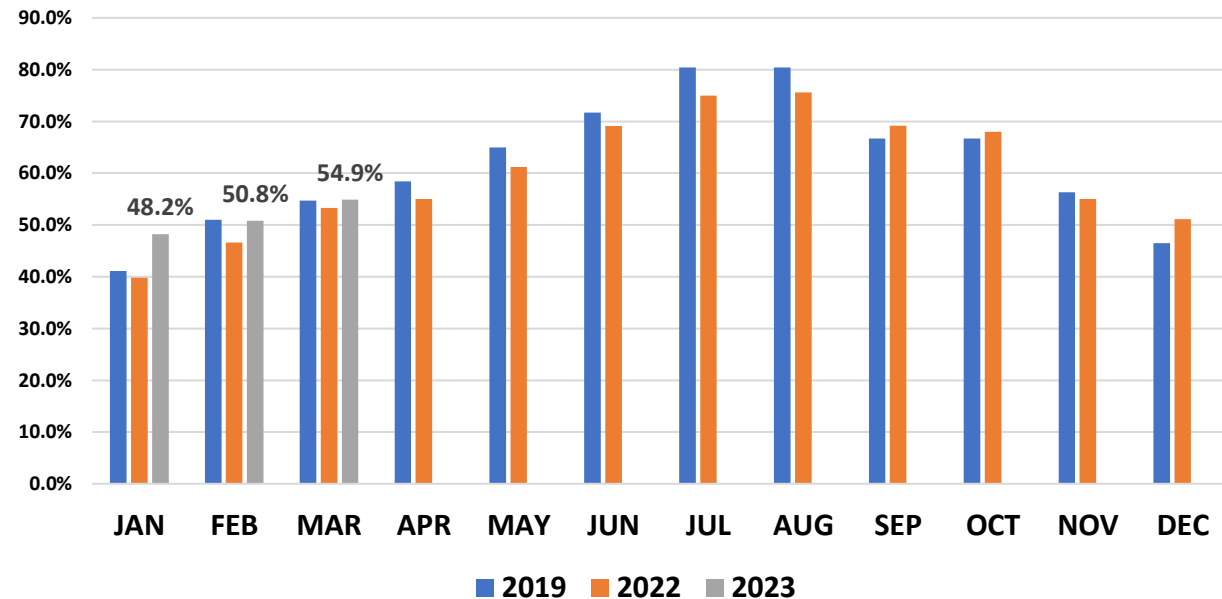
## ERIE COUNTY HOTEL OCCUPANCY – MARCH 2023

March Hotel Occupancy	
	<b>54.9%</b>
Mar 2022	3.0%
Mar 2019	0.4%
YTD Hotel Occupancy	
	<b>51.3%</b>
2022	10.3%
2019	4.9%

**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.

March 2023 occupancy measured **54.9%**, which was up **3.0%** compared to March 2022. March 2023 was **0.4%** higher than occupancy in 2019.

In comparison, for the U.S., March occupancy was up **2.0%** over 2022 and up **6.4%** compared to 2019. The State Of New York, was up **9.6%** in occupancy in March 2023 compared to 2022, and down **4.4%** compared to 2019



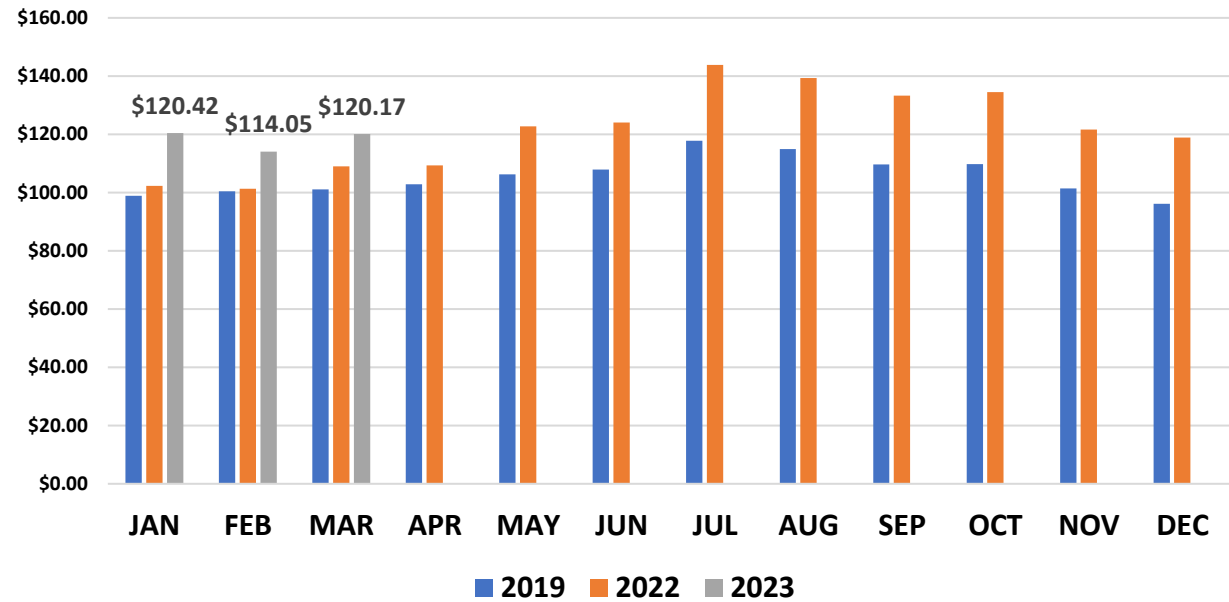
## ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – MARCH 2023

March Hotel Average Daily Rate	
<b>\$120.17</b>	
Mar 2022	10.2%
Mar 2019	18.8%
YTD Hotel Revenue	
<b>\$118.46</b>	
2022	13.1%
2019	18.2%

**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 March, Erie County ADR was **\$120.17** an increase of **10.2%** over 2022, and a **13.1%** increase from 2019.

*The U.S. ADR for March 2023 was up 7.9% compared to 2022, as well as up 19.2% from 2019. New York State ADR for 2023 was up 12.6% compared to 2022 and up 10.3% over 2019.*



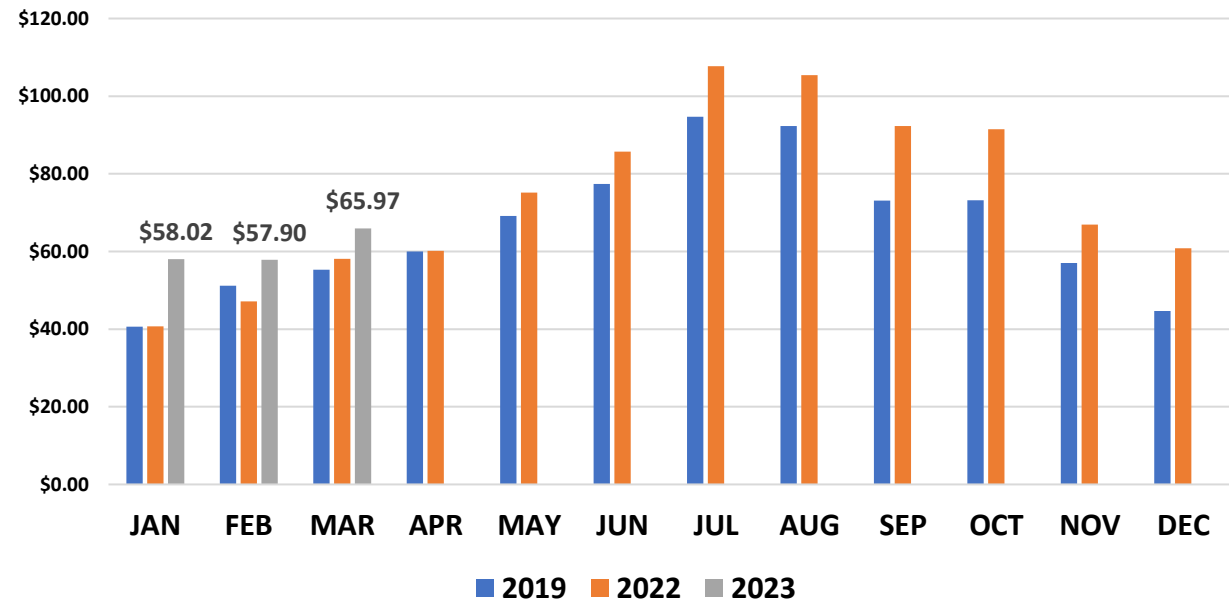
## ERIE COUNTY HOTEL REVPAR – MARCH 2023

March Hotel RevPAR	
<b>\$65.97</b>	
Mar 2022	12.4%
Mar 2019	22.5%
YTD Hotel RevPAR	
<b>\$60.73</b>	
2022	24.5%
2019	23.8%

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

2023 March RevPAR was **\$65.97** which was an increase of **12.4%** over 2022, and **22.5%** from 2019.

*RevPAR for the U.S. was up 10.5% for March 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 23.6% increase over 2022 and 5.5% increase over 2019.*



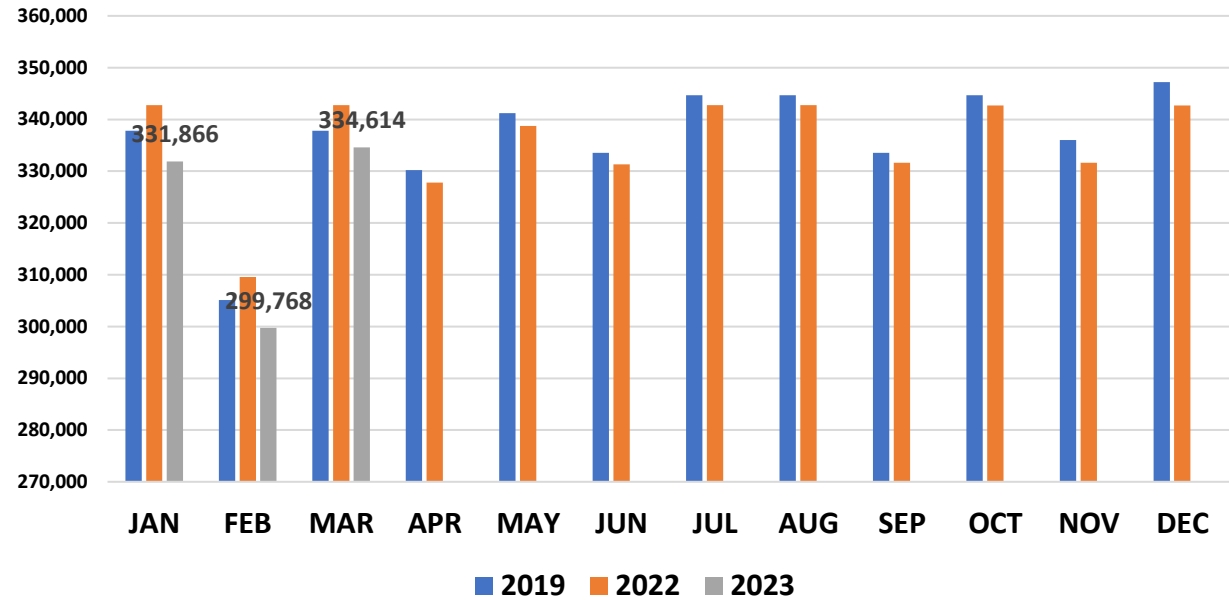
## ERIE COUNTY HOTEL SUPPLY – MARCH 2023

March Hotel Supply		
	<b>334,614</b>	
Mar 2022	-2.1%	
Mar 2019	-0.9%	
YTD Hotel Supply		
	<b>966,258</b>	
2022	-2.6%	
2019	-1.5%	

**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 March 2023, Erie County’s hotel supply totaled **334,614**, which was a **2.1%** decrease from 2022 and a **0.9%** decrease from 2019.

The number of Erie County available hotel rooms totaled **10,794** which is a **0.9%** decrease from 2019.

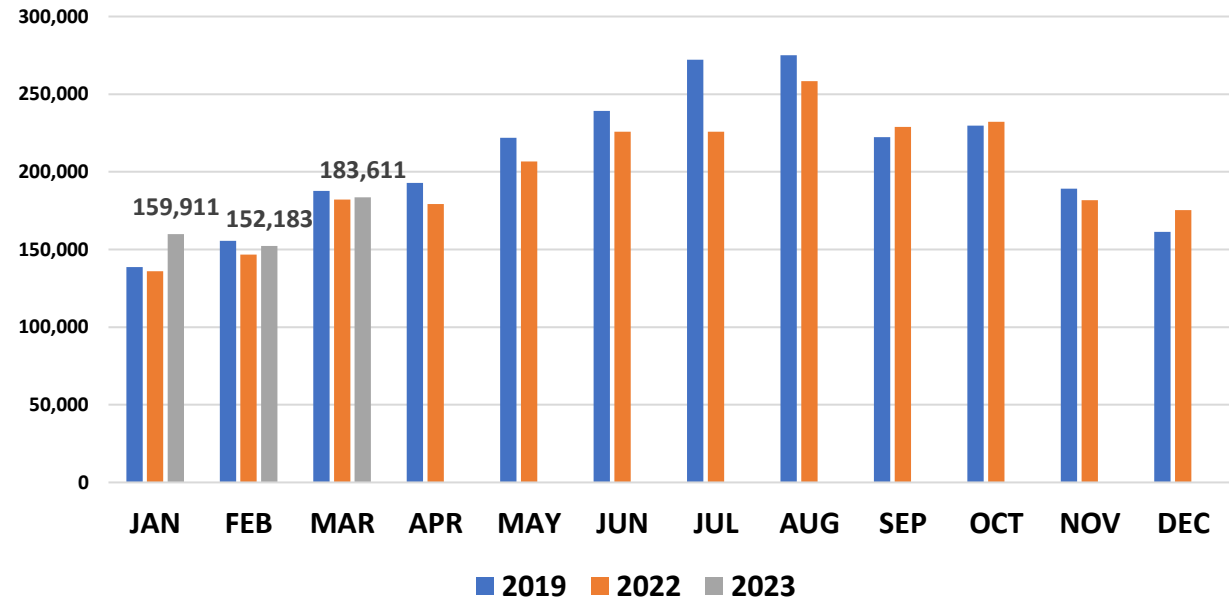


## ERIE COUNTY HOTEL DEMAND – MARCH 2023

March Hotel Demand		
	<b>183,611</b>	
Mar 2022	0.8%	
Mar 2019	-0.6%	
YTD Hotel Demand		
	<b>495,391</b>	
2022	7.5%	
2019	3.5%	

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

March 2023 hotel demand totaled, **183,611** which was a **0.8%** increase over 2022 and a **0.6%** decrease from 2019.



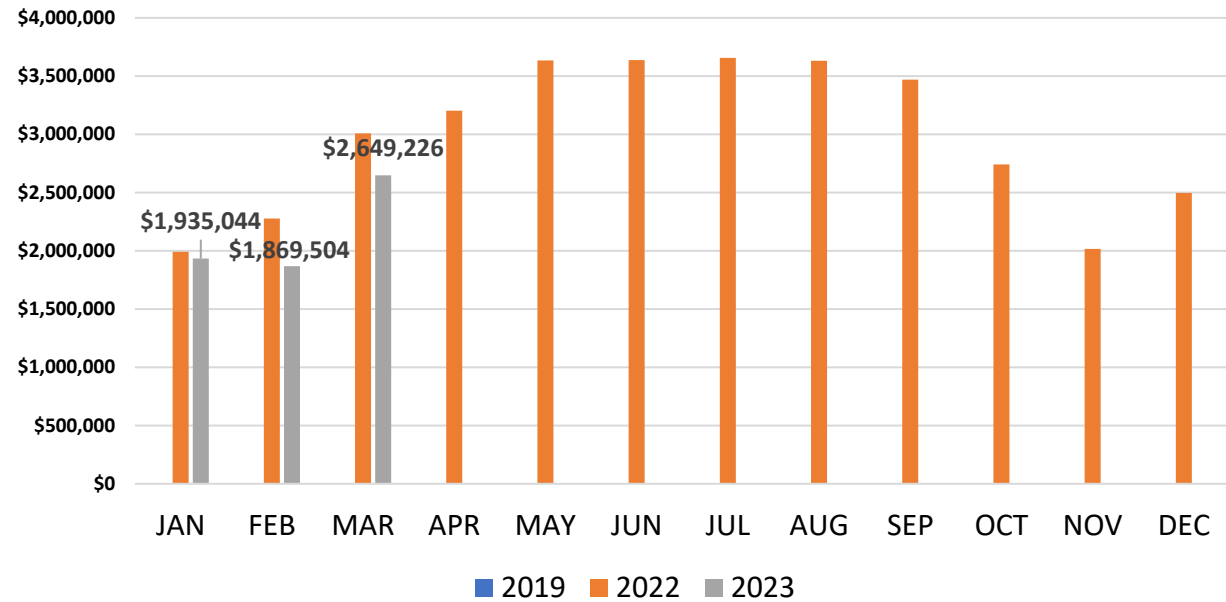
## ERIE COUNTY SHORT TERM RENTAL REVENUE – MARCH 2023

March Short Term Rental Revenue	
	<b>\$2,649,226</b>
Mar 2022	-12.0%
Mar 2019	NA
YTD Short Term Rental Revenue	
	<b>\$6,655,413</b>
2022	-8.5%
2019	NA

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

In March 2023, Erie County’s short term rental revenue generated **\$2,649,226** which was down **12.0%** from 2022.

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



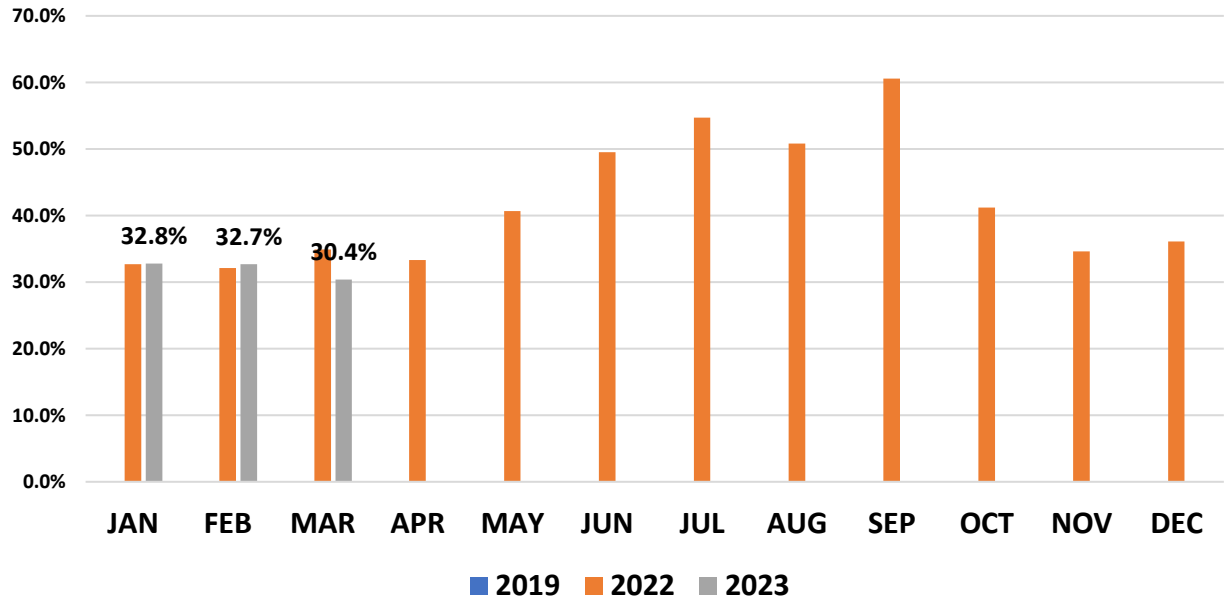
## ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – MARCH 2023

March Short Term Rental Occupancy	
	<b>30.4%</b>
Mar 2022	-13.0%
Mar 2019	NA
YTD Short Term Rental Occupancy	
	<b>33.4%</b>
2022	-4.6%
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 units sold by the number of units available.

March 2023 occupancy measured **30.4%**, which was up **13.0%** compared to March 2022.

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





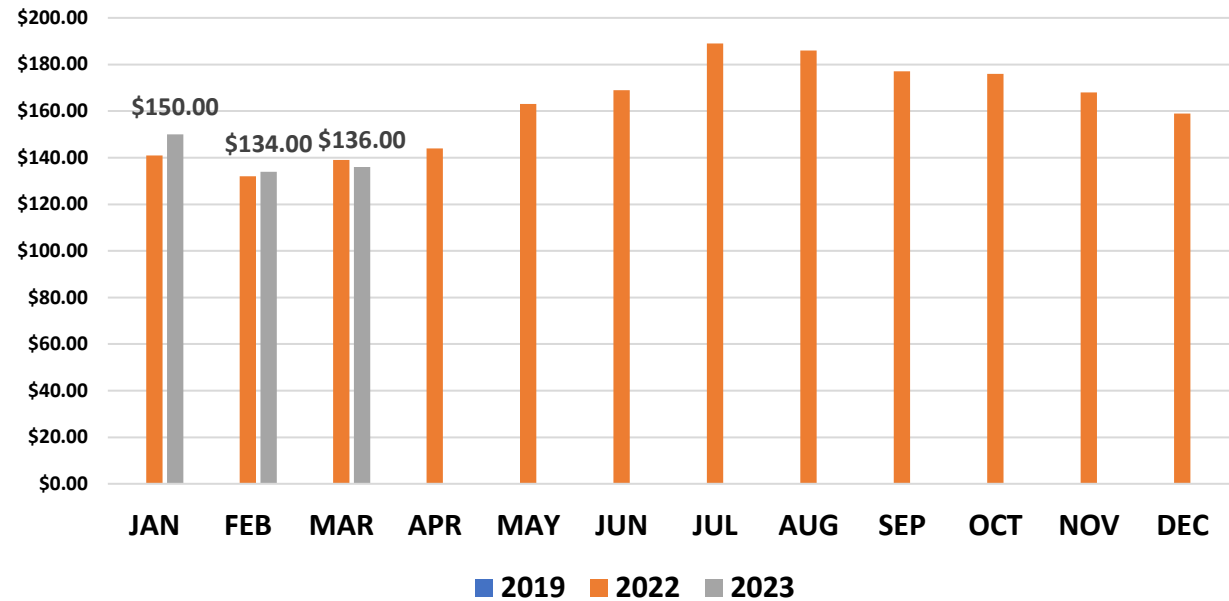
## ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – MARCH 2023

March Short Term Rental ADR	
	<b>\$136.00</b>
Mar 2022	-2.2%
Mar 2019	NA
YTD Short Term Rental ADR	
	<b>\$136.00</b>
2022	Null
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 March, Erie County Short Term Rental ADR was **\$136.00** a decrease of **2.2%** from 2022.

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



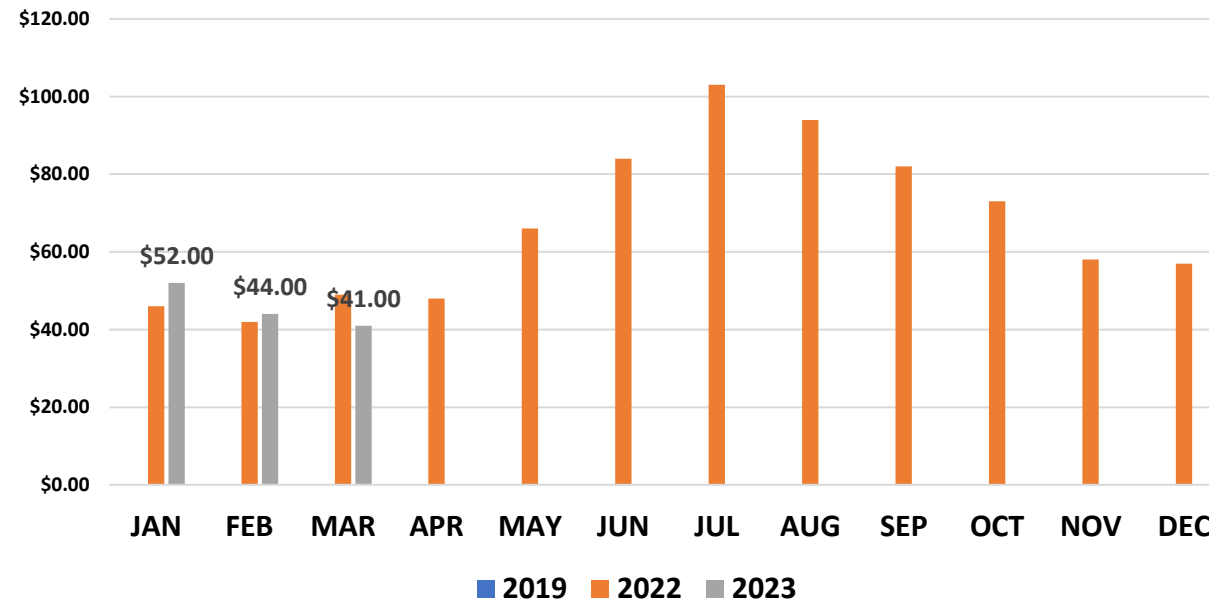
## ERIE COUNTY SHORT TERM RENTAL REVPAR – MARCH 2023

March Short Term Rental RevPAR	
	<b>\$41.00</b>
Mar 2022	-16.3%
Mar 2019	NA
YTD Short Term Rental RevPAR	
	<b>\$46.00</b>
2022	2.2%
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 March RevPAR was **\$41.00** which was a decrease of **16.3%** from 2022.

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



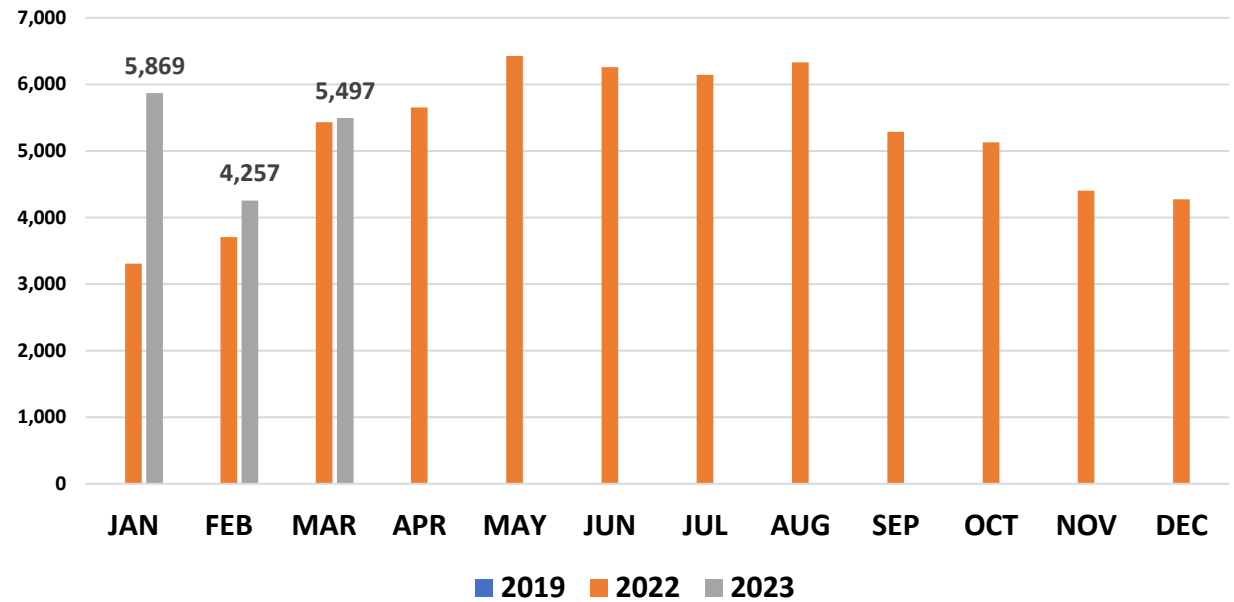
## ERIE COUNTY SHORT TERM BOOKINGS – MARCH 2023

March Short Term Rental Bookings	
	<b>5,497</b>
Mar 2022	1.2%
Mar 2019	NA
YTD Short Term Rental Bookings	
	<b>14,506</b>
2022	15.6%
2019	NA

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

In March, Erie County Short Term Rental Bookings totaled **5,497** which was an increase of **1.2%** from 2022.

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



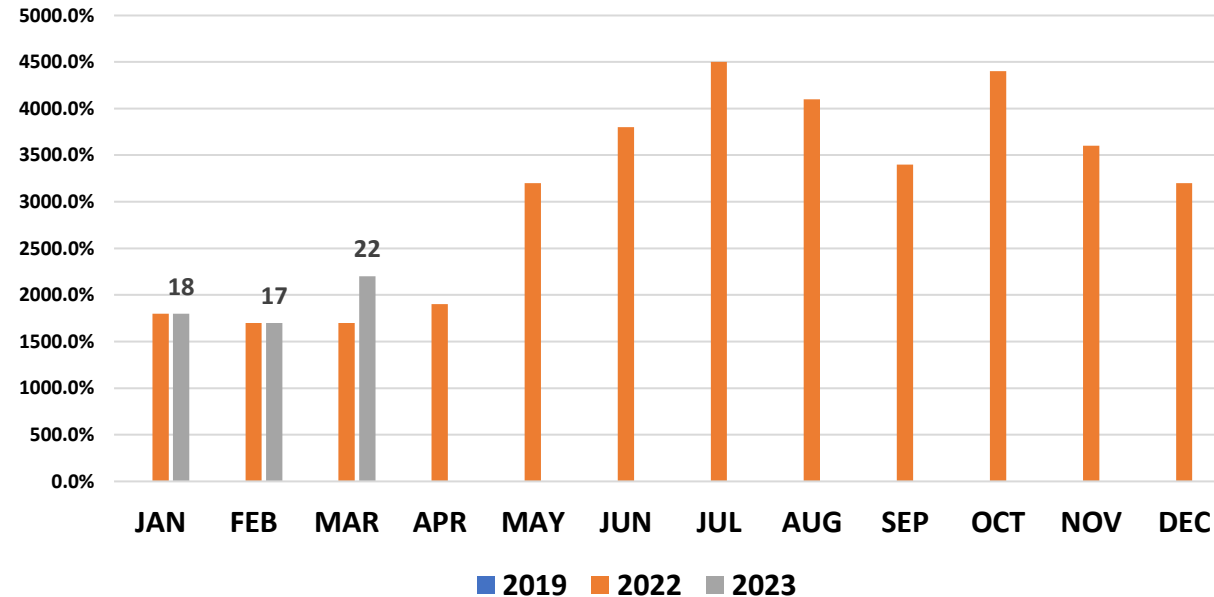
## ERIE COUNTY SHORT TERM BOOKING WINDOW – MARCH 2023

Mar Short Term Rental Booking Window (days)	
	<b>22</b>
Mar 2022	29.4%
Mar 2019	NA
YTD Short Term Rental Booking Window (days)	
	<b>19</b>
2022	11.8
2019	NA

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

In March 2023 the short term rental booking window was **22 days** prior to arrival, which was a **29.4%** increase from 2022.

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

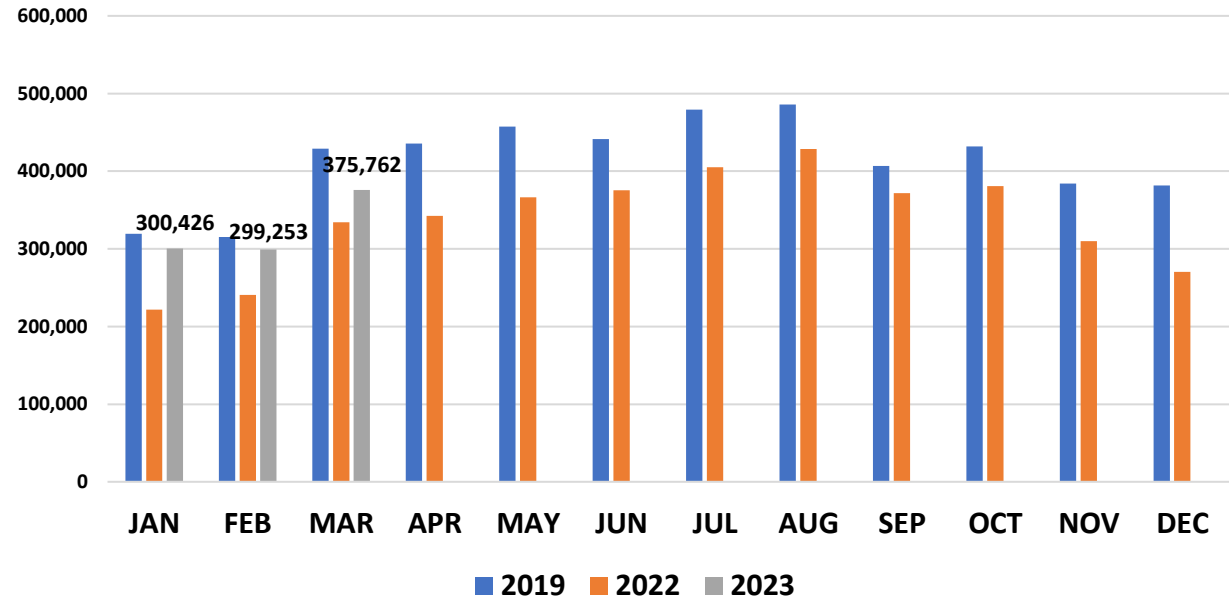


## BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – MARCH 2023

March BUF Airport Passengers	
<b>375,762</b>	
Mar 2022	<b>12.4%</b>
Mar 2019	<b>-12.4%</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 March 2023 totaled **375,762** representing a **12.4%** increase over 2022 and a **12.4%** decrease from 2019.

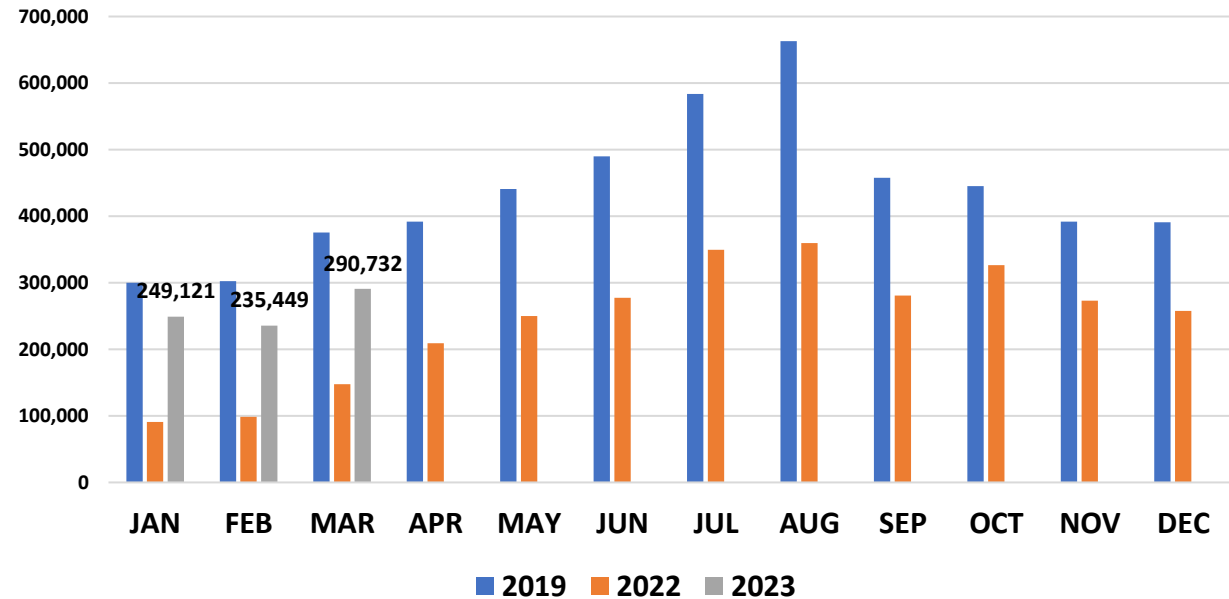


## U.S. / CANADIAN CROSS BORDER TRAFFIC – MARCH 2023

March US/Canadian Border Traffic	
<b>290,732</b>	
Mar 2022	<b>97.0%</b>
Mar 2019	<b>-22.6%</b>
YTD US/Canadian Border Traffic	
<b>775,302</b>	
2022	<b>309.3%</b>
2019	<b>-20.7%</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 March 2023 totaled **290,732** which was a **97.0%** increase from 2022 and a **20.7%** decrease from 2019.





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

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business	
<b>38</b>		<b>13,201</b>		<b>8,571</b>		<b>\$8,543,057</b>		<b>16</b>	
March 2022	-22.4%	March 2022	-31.5%	March 2022	-27.6%	March 2022	-52.4%	March 2022	-40.7%
March 2019	-43.3%	March 2019	-35.2%	March 2019	-41.3%	March 2019	NA	March 2019	-5.9%
Definite Events Booked		Definite Room Nights Booked		Definite Expected Attendance		Definite Event Economic Impact			
<b>27</b>		<b>9,383</b>		<b>7,365</b>		<b>\$6,715,584</b>			
March 2022	-22.9%	March 2022	-39.1%	March 2022	-64.1%	March 2022	-52.1%		
March 2019	-22.9%	March 2019	-49.4%	March 2019	-62.5%	March 2019	-60.3%		
Events Held		Events Held Room Nights		Events Held Attendance		Groups Served			
<b>29</b>		<b>25,212</b>		<b>29,604</b>		<b>18</b>			
March 2022	Null	March 2022	3.7%	March 2022	10.9%	March 2022	28.6%		
March 2019	-3.3%	March 2019	19.5%	March 2019	30.0%	March 2019	5.9%		

## 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>131</b>		<b>50,395</b>		<b>34,994</b>		<b>\$37,958,264</b>		<b>49</b>	
2022	2.3%	2022	-13.2%	2022	3.9%	2022	-27.7%	2022	-25.9%
2019	-33.8%	2019	-62.0%	2019	-68.2%	2019	NA	2019	-32.9%
YTD Definite Events Booked		YTD Definite Room Nights Booked		YTD Definite Expected Attendance		YTD Definite Event Economic Impact			
<b>87</b>		<b>28,294</b>		<b>21,743</b>		<b>\$20,358,647</b>			
2022	4.8%	2022	-34.0%	2022	-52.6%	2022	-48.1%		
2019	-29.3%	2019	-41.0%	2019	-52.0%	2019	-49.5%		
YTD Events Held		YTD Events Heald Room Nights		YTD Events Held Attendance		YTD Groups Served			
<b>49</b>		<b>44,976</b>		<b>45,590</b>		<b>30</b>			
2022	2.1%	2022	9.9%	2022	10.6%	2022	25.0%		
2019	-54.5%	2019	-1.6%	2019	-5.7%	2019	-11.8%		

# SALES & SERVICES DEPARTMENT UPDATE



2023 March over January Sales & Services KPI Comparison	
Key Performance Indicator	MOM Percent Change
Leads Distributed	-24.0%
Lead Room Nights	-31.9%
Lead Attendance	-21.1%
Lead Economic Impact	-45.0%
Definite Bookings	-30.8%
Definite Room Nights	-23.6%
Definite Attendance	-9.2%
Definite Economic Impact	-33.1%
Lost Leads	-23.8%
Events Held In Month	114.7%
Events Held In Month Room Nights	69.2%
Events Held In Month Attendance	164.2%
Groups Serviced	14.3%

**Sports ETA Women’s Summit**

Lauren Vargo represented the Buffalo Niagara Sports Commission at Sports ETA’s Women’s Summit in Dallas, TX. In addition to the educational and networking opportunities with sports rights holders, Lauren was able to experience the Title IX exhibit as well as attend the 2023 NCAA Women’s Basketball Tournament semi-final games that led to LSU and Iowa competing for the National Championship.



March 2023 Trade Shows/Conferences Attended		
SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
Destination Showcase / PCMA	Washington DC	Shannon Jenkins
Heartland Travel Showcase	Cincinnati, OH	Leah Mueller
Select Traveler Showcase	Branson, MO	Leah Mueller & Karen Cox
Sports ETA Women’s Summit	Dallas, TX	Lauren Vargo
MPI Upstate NY Chapter Gala Awards	Saratoga Springs, NY	Meaghan Zimmer

March 2023 Site Visits / FAMs	
	4



**Heartland Travel Showcase – Cincinnati, OH**

VBN’s Senior Director of Travel Industry Sales Leah Mueller attended, the 2023 Heartland Travel Showcase in Cincinnati, OH meeting with tour operators and planners. Leah and our regional group tour partners shared details about the 2024 solar eclipse, details on the Circle Lake Ontario tour collaboration and The Great Wright Road Trip which focuses on Erie County’s Frank Lloyd Wright sites as well as those in Erie, Pennsylvania enroute to Fallingwater in the Laurel Highlands of southwest Pennsylvania.



**GMID – Global Meetings Industry Day**

Visit Buffalo Niagara and the Buffalo Niagara Convention Center marked the annual U.S. Travel Association Global Meetings Industry Day initiative by highlighting Erie County meetings and convention data through a robust social media campaign on LinkedIn, Twitter and Facebook.





**Buffalo Curling Club and Greater Buffalo Adaptive Sports**

The Buffalo Niagara Sports Commission staff met with the Buffalo Curling Club and Greater Buffalo Adaptive Sports touring the indoor curling facility in the former Buffalo China Factory. This collaboration will feature various programs and events, including adaptive curling, to increase public appreciation and participation in the sport of curling.

**Erie Community College and BNSC Host Events**

Erie County Community College and the Buffalo Niagara Sports Commission were proud to host two NJACC National Championships in the month of March. The county's best bowlers, swimmers and divers competed at the AMF Airport Lanes, and ECC Burt Flickinger Athletic Center. BNSC and our local hospitality industry ensured that the athletes, coaches, families and fans had an enjoyable time in Buffalo.



**The American Cheese Society Site Visit**

The American Cheese Society is the leading organization supporting the understanding, appreciation, and promotion of farmstead, artisan, and specialty cheeses produced in the Americas. Over 2,100 members strong, ACS provides advocacy, education, business development, and networking opportunities for cheesemakers, retailers, enthusiasts, and the extended industry. In March, Visit Buffalo Niagara partnered with the Erie County Department of Environment and Planning and Invest Buffalo to showcase the County's agricultural and cheese producers at a lunch and learn presentation during the meeting planner's site visit. The planners also had the opportunity to tour several of the cheese producers manufacturing facilities, convention center, hotels and attractions.



**MPI Thought Leaders Site Visit**

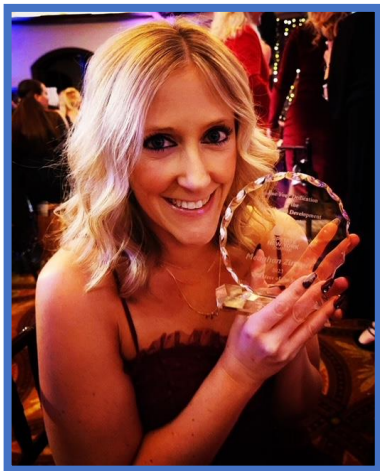
Visit Buffalo Niagara will serve as the host destination for the 2023 MPI Thought Leaders Summit taking place in September. The MPI Foundation convenes the meeting and event industry's top leaders for its Annual Summit to discuss, ideate and problem solve critical challenges such as safety, diversity and design.



VBN's sales team is working with the event planners to incorporate Buffalo's best into the program and itinerary, while also taking the exclusive opportunity to network with over 70 meeting and event planners.







### Congratulations Meaghan Zimmer

Visit Buffalo Niagara’s National Sales Director, Meaghan Zimmer was honored by the Upstate New York Chapter of Meeting Planners International as the recipient of their 2023 Volunteer of the Year Award. Thanks to Meaghan for her sales work on behalf of the destination, but for also going the distance to be engaged with our clients and affiliated industry associations and partners.

### Destination Showcase / PCMA – Washington DC

Shannon Jenkins, National Sales Director, represented Visit Buffalo Niagara and Buffalo Niagara Convention Center at the annual Destination Showcase/PCMA Power of Purpose Business Events Industry Week in Washington, DC. VBN partnered with locally owned and operated, Golden Cup Coffee to create a special Buffalo Blend coffee pouch as a giveaway item for planners who stopped by the booth.



### The Buffalo News Q&A with Greg Gelinas

Buffalo Niagara Sports Commission’s new Director of Sport Development, Greg Gelinas was featured in a Q&A in The Buffalo News. Greg shared his experience in the industry and his vision for bringing more sporting events and their economic returns to the destination.

Gelinas looks to help bring Buffalo its fair share of sports tourism

Sports tourism is big business – and it’s getting bigger.

It’s Greg Gelinas’ job to make sure the Buffalo Niagara region gets its fair share of the action, and he’s looking forward to that challenge.

In October, Gelinas, 36, was named director of sports development for the Buffalo Niagara Sports Commission, where he’ll promote Erie County to a variety of event organizers and help play host to amateur and senior sporting events, sports-related conventions, trade shows and conferences.

Sports tourism is projected to grow globally by nearly \$600 billion by 2027, according to studies. Gelinas wants the Buffalo-area to get its piece of that pie and garner significant economic impact through sports tourism.

People are also reading...

- 1 Lancaster golf course ends 'corkage fee,' Breathalyzer test amid online criticism
- 2 Gioia Foundation is latest to pull support from Nardin pending leadership change




### A Big Box of BUF Stuff

A reimagined “Big Box of BUF Stuff” amenity has been produced for Visit Buffalo Niagara and Buffalo Niagara Sports Commission VIP clients. Prior to the pandemic, VBN/BNCC received many compliments and accolades for the innovated “box” and its contents. The box contains useful and edible items that tell the stories about the history, industries and firsts of Buffalo and Erie County. Some of the items in the box: Cheerios, Big League Chew, Erie County Maple Syrup, Fisher-Price Little People, Stitch Buffalo. The invention of the kazoo and air conditioning are represented in the box, as well as representation of Buffalo’s architecture. Finally, a gift from Buffalo wouldn’t be complete without wing sauce and sponge candy.



### Select Travel Conference – Branson, MO

The always entertaining, Joel Dombrowski with Buffalo Double Decker Bus Tours joined Visit Buffalo Niagara’s Karen Cox and Leah Mueller at the 2023 Select Travel Conference in Branson, MO. Visit Buffalo Niagara will host both travel planners and suppliers at the 2024 conference which will take place at the Buffalo Hyatt Regency.

Select Traveler Conference is the nation’s leading organization for Loyalty Program Directors including banks and financial institutions nationwide. Loyalty Clubs are generating a new sales market and providing great opportunities for travel companies, destinations and suppliers that want new group sales.



# MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

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

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
<b>113,280</b>		<b>70,083</b>		<b>1:59</b>		<b>222,640</b>		<b>180</b>	
March 2022	0.7%	March 2022	-5.4%	March 2022	2 seconds	March 2022	10.2%	March 2022	9.1%
March 2019	-27.9%	March 2019	-32.3%	March 2019	46 seconds	March 2019	-25.3%	March 2019	-5.5%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
<b>100,686</b>		<b>29,938</b>		<b>54,733</b>		<b>18,706</b>		<b>1,485,002</b>	
March 2022	2.5%	March 2022	1.0%	March 2022	23.3%	March 2022	145.7%	March 2022	350.1%
March 2019	8.4%	March 2019	6.4%	March 2019	77.7%	March 2019	NA	March 2019	732.1%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
<b>9</b>		<b>634,478,298</b>		<b>5</b>		<b>19</b>		<b>1</b>	
March 2022	28.6%	March 2022	7464.9%	March 2022	-95.3%	March 2022	58.3%	March 2022	Null
March 2019	NA	March 2019	NA	March 2019	NA	March 2019	NA	March 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>321,071</b>		<b>204,943</b>		<b>1:59</b>		<b>526,014</b>		<b>527</b>	
2022	12.8%	2022	10.2%	2022	2 seconds	2022	1.4%	2022	-31.5%
2019	-6.7%	2019	-6.0%	2019	46 seconds	2019	-21.4%	2019	5.4%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
<b>100,686</b>		<b>29,938</b>		<b>54,733</b>		<b>18,706</b>		<b>2,287,513</b>	
2022	2.5%	2022	1.0%	2022	23.3%	2022	145.7%	2022	190.0%
2019	8.4%	2019	6.4%	2019	77.7%	2019	NA	2019	952.8%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
<b>20</b>		<b>655,341,976</b>		<b>2,166</b>		<b>49</b>		<b>3</b>	
2022	11.1%	2022	85.8%	2022	-16.1%	2022	-43.7%	2022	Null
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



## 2023 March over January Marketing & Communications KPI Comparison

Key Performance Indicator	MOM Percent Change
Website Sessions	6.7%
Mobile Website Sessions	4.3%
Duration on Site	2 seconds
Website Page Views	11.4%
Social Media Posts	7.1%
Facebook Followers	0.1%
Twitter Followers	-0.2%
Instagram Followers	12.9%
TikTok Followers	1.2%
All Video Views	116.2%
Media Placements	80.0%
Media Impressions	5170.7%
Social Media Shares	-99.6%
Media Touchpoints	850.0%
Media Visits	Null



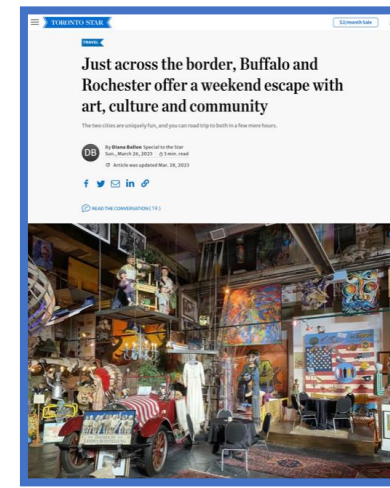
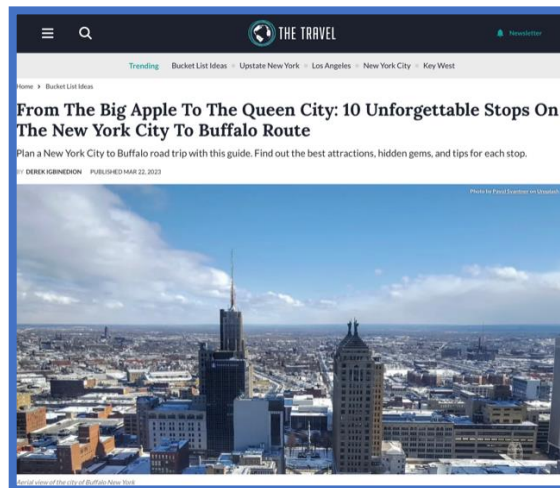
### Buffalo AKG Hard Hat Tour

The Visit Buffalo Niagara marketing staff took part in a hard hat tour of the expansion project of the Buffalo AKG.

## March 2023 Media Hits

PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
IG News	Buffalo and Rochester Tour Offers Arts and Culture	97,845	NA
Toronto Star	Just Across The Border, Buffalo and Rochester Offer A Weekend Escape with Art, Culture and Community	7,752,473	NA
The Travel	From The Big Apple To the Queen City: 10 Unforgettable Stops On The New York City Route To Buffalo	184,411,589	1
Lucky Developer	Upstate Eats Trail	500	NA
Trip 101	Top 3 Extended Stay Hotels in Buffalo, NY	1,735,560	NA
The Travel	10 Best Public Art Displays To See This Spring In Upstate New York	2,175,959	4
Harpers Bazaar	Buffalo AKG Art Museum	15,737,079	NA
Travel+Leisure	New York Is Making It Easier for Black Travelers to Experience "Unparalleled" Black History and Culture	418,538,001	NA
Daily Sabah	New York Celebrates Black History With Cultural Sites	1,029,292	NA

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





## Most Viewed Video March 2023

Breakfast Sandwiches  
1,057,317

Sample of other video content for the month:

Adaptive Rock Climbing at Central Rock Gym

Places Brewing Irish Themed Beers

Ted's Hot Dogs

Must Try Fish Fry

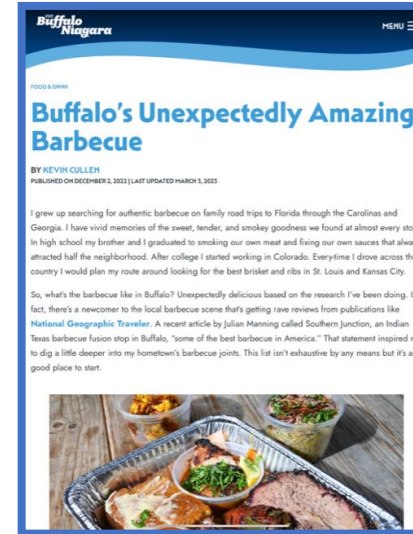


## New Website Content – Spring Guide

With the welcome change of seasons from Winter to Spring, Visit Buffalo Niagara has curated a comprehensive Spring Guide. The Spring Guide content includes information, videos and blogs showcasing hikes, icecream, bike rides, flowers at the botanical gardens and things to do on “April Shower” days.

The creation of these special guides has been an excellent way to repackage website content for seasonal and special promotions as well as unique aspects of Erie County.

## Sample March 2023 Blog Content



## Sample March 2023 Instagram Posts



# DESTINATION DEVELOPMENT DEPARTMENT UPDATE

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

Visitor Guide Requests		Weekly Lodging Dashboard Distribution		Tourism Insider Distribution			
<b>806</b>		<b>460</b>		<b>2,650</b>			
March 2022	-47.7%	March 2022	35.7%	March 2022	-4.0%		
March 2019	-32.7%	March 2019	NA	March 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>2</b>		<b>52</b>		<b>3</b>		<b>89</b>	
March 2022	-60.0%	March 2022	-71.7%	March 2022	100.0%	March 2022	100.0%
March 2019	NA	March 2019	NA	March 2019	NA	March 2019	NA
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
<b>171</b>		<b>61</b>		<b>3</b>		<b>4</b>	
March 2022	100.0%	March 2022	100.0%	March 2022	50.0%	March 2022	100.0%
March 2019	271.0%	March 2019	134.6%	March 2019	100.0%	March 2019	-76.5%

## 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>2,245</b>		<b>460</b>		<b>2,650</b>			
2022	-10.0%	2022	35.7%	2022	-4.0%		
2019	22.8%	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>3</b>		<b>99</b>		<b>6</b>		<b>92.5</b>	
2022	-40.0%	2022	-62.0%	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>275</b>		<b>61</b>		<b>5</b>		<b>4</b>	
2022	195.7%	2022	100.0%	2022	-73.7%	2022	-74.4%
2019	957.7%	2019	-47.4%	2019	-66.7%	2019	-86.2%







### Buffalo Eclipse Industry Meeting Workshop

Thirteen months before the April 2024 solar eclipse that puts Buffalo in totality, Visit Buffalo Niagara held the first Industry Meeting Eclipse Workshop to begin the community conversation about event possibilities, safety aspects and visitor preparedness. The event was kicked off with remarks by County Executive Mark Poloncarz, followed by presentations by Gregory Butcher and Darien

Pratchett - Erie County Emergency Services, Mark Percy and Kevin Williams - Buffalo Eclipse Task Force, Marisa Wigglesworth - Buffalo Science Museum and Patrick Kaler - Visit Buffalo Niagara. More Industry Meeting Eclipse Workshops will be scheduled throughout the next year.



### Restaurant Industry Meeting

In cooperation with the New York State Restaurant Association, Visit Buffalo Niagara hosted an Industry Meeting event for Erie County restaurant owners and managers. The event was held a month before the launch of VBN's Spring Buffalo Restaurant Week in an effort to build excitement for the event as well as encourage more restaurants to participate. Following the success of the October 2022 Buffalo Restaurant Week, the organization has set a goal to have 100 restaurants participate in the April promotion.



### Quarterly Hotel Sales Update

As the destination continues its recovery for meetings/conventions and sporting events, Visit Buffalo Niagara and the Buffalo Niagara Sports Commission held its quarterly hotel sales meeting in March. Over 20 hotel directors of sales attended the event where our team shared information on upcoming planner site inspections, sales lead distribution, and expectations on business that has been booked through the rest of the year.



### Restaurant Industry Meeting

Visit Buffalo Niagara's Vice President of Destination Experience – Renata Toney, Vice President of Marketing and Communications – Ed Healy and Senior Director of Marketing – Karen Fashana presented at the University of Buffalo's Communicator's Conference. The team shared how Visit Buffalo Niagara communicates the Buffalo story for visitors and residents through our marketing initiatives locally, regionally, nationally and internationally..



### Resurgence Brewing Company Launches Brewery Tour

Visit Buffalo Niagara and the Buffalo Niagara Sports Commission staff were guests of Resurgence Brewing Company's Owner/President, Jeff Ware to experience their newly launched brewery tour. The tour adds a behind the scenes experience to their business model. VBN/BNSC staff enjoyed learning about the history of Resurgence, history of the building, general overview of the brewery equipment, demonstrations, and beer sampling.

# BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



MONTHLY Buffalo Convention Center Operational Dashboard – March 2023 vs. March 2022 and March 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event - Social	
8		2		1		3		2		0	
January 2022	100.0%	Mar 2022	100.0%	Mar 2022	Null	Mar 2022	100.0%	Mar 2022	Null	Mar 2022	Null
Mar 2019	-11.1%	Mar 2019	-33.3%	Mar 2019	Null	Mar 2019	-50.0%	Mar 2019	-33.3%	Mar 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
48,206				33				New survey system being developed for mid-year.			
Mar 2022		11.6%		Mar 2022		17.9%		Mar 2022		NA	
Mar 2019		-29.8%		Mar 2019		83.3%		Mar 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
375,190		\$185,005		\$163,290		\$26,324		\$571			
Mar 2022	23.0%	Mar 2022	16.5%	Mar 2022	28.3%	Mar 2022	43.8%	Mar 2022	2.3%		
Mar 2019	-11.9%	Mar 2019	-3.6%	Mar 2019	-19.3%	Mar 2019	-15.0%	Mar 2019	-23.4%		

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	
19		4		2		8		5		0	
2022	12.0%	2022	33.3%	2022	100.0%	2022	300.0%	2022	Null	2022	Null
2019	-28.4%	2019	-33.3%	2019	-71.4%	2019	-20.0%	2019	-44.4%	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
102,249				65				New survey system being developed for mid-year.			
2022		12.3%		2022		27.5%		2022		NA	
2019		-27.1%		2019		-19.8%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue - Other			
\$1,022,693		\$326,904		\$525,084		\$62,306		\$108,399			
2022	83.8%	2022	9.1%	2022	148.0%	2022	40.8%	2022	14747.7%		
2019	-14.4%	2019	-960%	2019	-32.0%	2019	-15.2%	2019	13499.5%		

# BUFFALO CONVENTION CENTER SALES UPDATE



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

Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
<b>16</b>		<b>12</b>		<b>4</b>		<b>16</b>	
Mar 2022	-20.0%	Mar 2022	-14.3%	Mar 2022	-33.3%	Mar 2022	-77.8%
Mar 2019	23.1%	Mar 2019	50.0%	Mar 2019	-20.0%	Mar 2019	-77.8%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
<b>46</b>		<b>14</b>		<b>32</b>		<b>7</b>	
Mar 2022	109.1%	Mar 2022	75.0%	Mar 2022	100.9%	Mar 2022	-12.5%
Mar 2019	NA	Mar 2019	NA	Mar 2019	NA	Mar 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>43</b>		<b>30</b>		<b>13</b>		<b>32</b>	
2022	19.4%	2022	25.0%	2022	8.3%	2022	33.3%
2019	104.8%	2019	100.0%	2019	44.4%	2019	6.7%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
<b>189</b>		<b>50</b>		<b>139</b>		<b>18</b>	
2022	225.9%	2022	138.1%	2022	256.4%	2022	-67.3%
2019	NA	2019	NA	2019	NA	2019	NA

## Current and Future Ongoing Buffalo Convention Center Business Booked (\*As Of March 31, 2023)

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	94	87	48	29
Expected Attendance	249,975	208,054	227,423	180,507	118,762
Number of Hotel Room Nights	25,000	22,696	20,978	15,519	14,250
Expected Economic Impact	\$34,063,840	\$29,855,134	\$30,136,107	\$22,768,055	\$13,301,639





## New York State Hospitality and Travel Association Lobby Day and NYSDMO Board Meeting – Albany, NY

Visit Buffalo Niagara President & CEO, Patrick Kaler spent several days in the State Capitol, participating in NYSHTA Lobby Day activities as well attending the quarterly NYSDMO quarterly meeting.

The 2023 Lobby Day agenda for State Legislators included; the reinstatement of NYS Tourism Matching Grant Funds to 2022 levels, legislation related to short-term rentals, website accessibility and Tourism Improvement District (TID). Buffalo’s Senator Tim Kennedy is the sponsor of the TID legislation in the Senate and he participated in a panel discussion with Albany Assemblymember John McDonald, Sarah Bratko – American Hotel & Lodging Association and Scott Nowak – Hilton Hotels & Resorts.



Tourism Economics' Adam Sacks, a leading authority on measuring the economic impact of visitor activity analyzed the impacts of cruising, gaming, timeshares, hotels, attractions and destination marketing.

Take aways from Adam’s presentation include

1. A mild recession is likely in 2023
  - Inflation and higher interest rates will leave a mark
  - Strong balance sheets should limit the downside
2. Travel is uniquely positioned for this downturn
  - Households are in a fiscally strong position
  - Pent-up demand is prioritizing travel
  - Business travel continues to rebuild
  - International travel is coming back



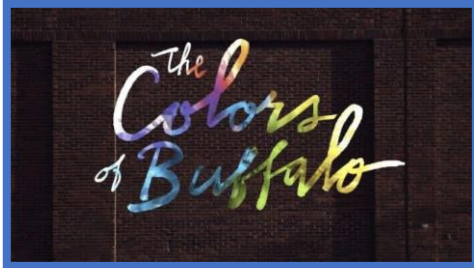
## Annual Events Return To the BNCC

Over 48,000 people attended at eight separate events over the course of 33 days at the Buffalo Niagara Convention Center during the month of March. Returning in 2023 included the Buffalo Home Show and Buffalo Motorama, both long-term annual events. Community banquets also took place including the annual SABAH Awards Program and the Buffalo Niagara Partnership’s Athena Awards.

Making a return after a three-year absence was the National Association of College Admission Counseling (NACAC) College Fair that brought 5,000 students, parents, counselors and colleges and universities back to Buffalo.







### North American Travel Journalists Association Award

Visit Buffalo Niagara’s “The Colors of Buffalo” public art/mural video has been recognized by the North American Travel Journalists Association with a Gold Award. “The Colors of Buffalo” showcases the vibrant public art that winds through all of Buffalo’s neighborhoods. This highly acclaimed video would not be possible without the support of Paget Films, Albright-Knox Public Art Initiative, UB Arts Collaborative and Hertel Walls.



### VBN On Local News

President & CEO Patrick Kaler made several local media appearances during the month of March including his weekly Friday segment on WGRZ’s Most Buffalo sharing five things to do over the weekend. He was also on WVB speaking about Erie County Spring Break Staycation packages .



When someone on the Visit Buffalo Niagara staff gets a thank you email like this from one of their clients, it must be shared.

*“I cannot even begin to thank you enough for all your help! From the very beginning stages of my planning, in August of 2022, giving me guidance from the very start, and all along this journey, to just recently following up and*

*checking in, just to seeing how things are going! You're always so quick and with a pleasant response - EVERY time! I so wish every city was so cooperative and helpful. It makes such a huge difference when you are planning! Is there PLEASE someone I can reach out to - or a place where I can post and let your superiors (or someone/anyone!) know what a great job you have done?”*

March CEO Meetings
NYSHTA Executive Committee Meeting
World Canals 2025 Conference Planning Meeting
Meeting with Riverworks Ownership and Management
VBN Industry Meeting Buffalo Restaurant Week
Explore Buffalo Open Doors Committee Meeting
Art of Research Competition - Judge
Canal NY Board Meeting
ECIDA EDES Implementation Meeting
VBN/BNCC Officers Meeting
Buffalo Niagara Partnership Board Meeting
BCAR Board Meeting
VBN Industry Meeting 2024 Eclipse
Martin House Strategic Planning

### Visit Buffalo Niagara Staff FUN Fact

March is an important month for employee anniversaries at VBN. Congratulations to the following on their many years of service.

- Judy Smith – 35 Years
- David Marzo – 25 Years
- Leah Mueller – 22 years
- Karen Cox – 20 Years

That’s a combined **102** years of service to VBN.

## 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  
Momentus Technologies (formerly Ungerboeck)  
Sales Force Marketing Cloud  
Simpleview  
STR (Smith Travel Research)  
Tourism Economics

