



# MONTHLY KPI DASHBOARD REPORT JUNE 2024



**BUFFALO  
CONVENTION  
CENTER**

# HOTEL & SHORT-TERM RENTAL KPIS – JUNE 2024

## HOTEL PERFORMANCE – JUNE 2024

JUNE REVENUE		JUNE OCCUPANCY		JUNE DEMAND		JUNE AVERAGE DAILY RATE		JUNE REVPAR	
<b>\$31,964,655</b>		<b>74.2%</b>		<b>225,445</b>		<b>\$141.78</b>		<b>\$105.19</b>	
CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024
23.0%	\$25,990,652	22.4%	60.5%	18.6%	190,072	3.7%	\$136.74	27.1%	\$82.77

## HOTEL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD DEMAND		YTD AVERAGE DAILY RATE		YTD REVPAR	
<b>\$144,517,074</b>		<b>57.9%</b>		<b>1,057,484</b>		<b>\$136.66</b>		<b>\$79.19</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
6.2%	\$136,039,460	1.4%	57.1%	-5.0%	1,112,753	11.8%	\$122.25	13.5%	\$69.80
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
23.0%	\$117,484,318	1.4%	57.1%	-6.7%	1,133,866	31.9%	\$103.61	33.8%	\$59.17

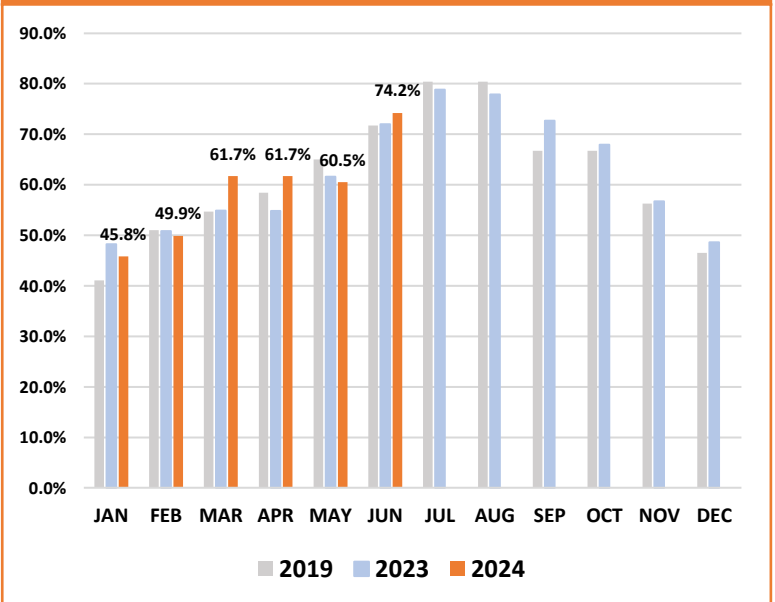
## SHORT-TERM RENTAL PERFORMANCE – JUNE 2024

JUNE REVENUE		JUNE OCCUPANCY		JUNE GUEST CHECK-INS		JUNE AVERAGE DAILY RATE		JUNE REVPAR	
<b>\$6,449,576</b>		<b>45.2%</b>		<b>10,216</b>		<b>\$180.00</b>		<b>\$81.00</b>	
CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024
43.2%	\$4,502,707	28.8%	35.1%	9.0%	9,371	12.5%	160.00	44.6%	\$56.00

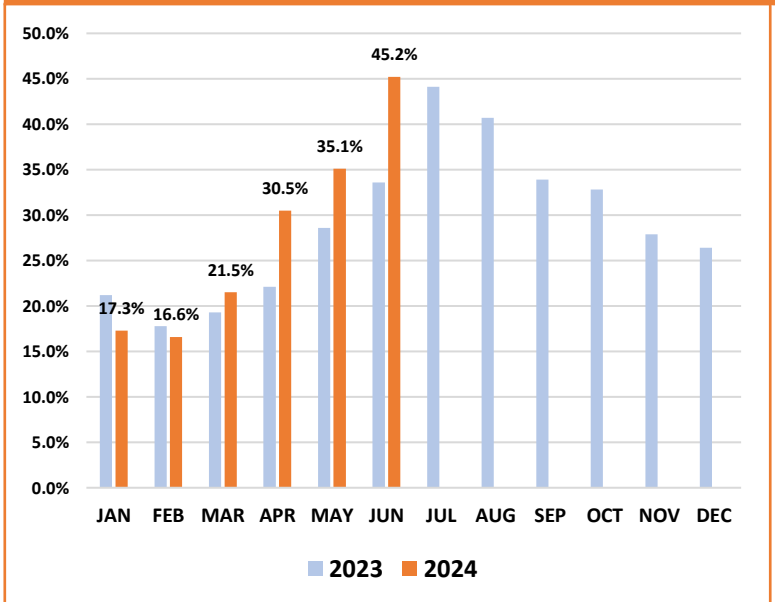
## SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD GUEST CHECK-INS		YTD AVERAGE DAILY RATE		YTD REVPAR	
<b>\$22,302,378</b>		<b>32.9%</b>		<b>45,339</b>		<b>\$151.00</b>		<b>\$50.00</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-14.5%	\$26,091,531	-14.8%	38.6%	41.8%	31,969	-0.7%	\$152.00	-19.3%	\$62.00

## HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



## SHORT TERM RENTAL OCCUPANCY – MONTHLY COMPARISON BY YEAR



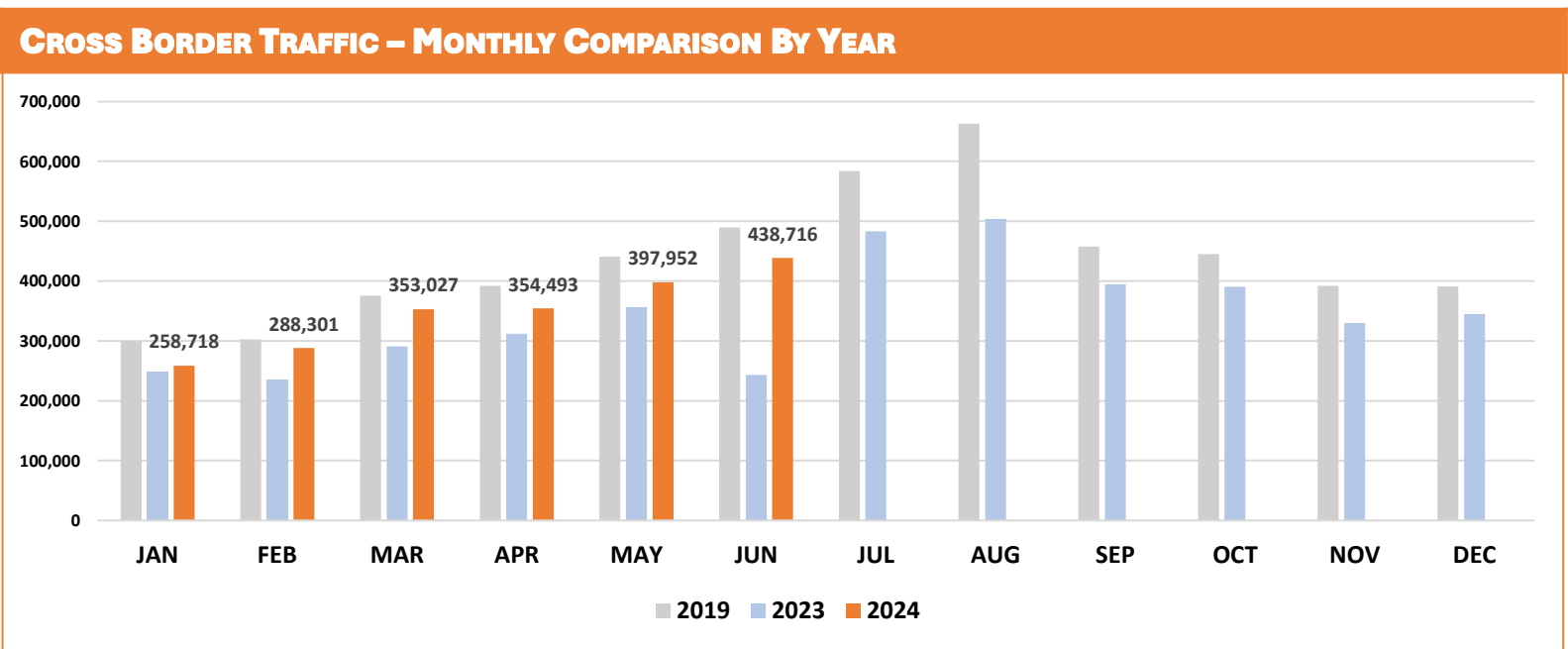
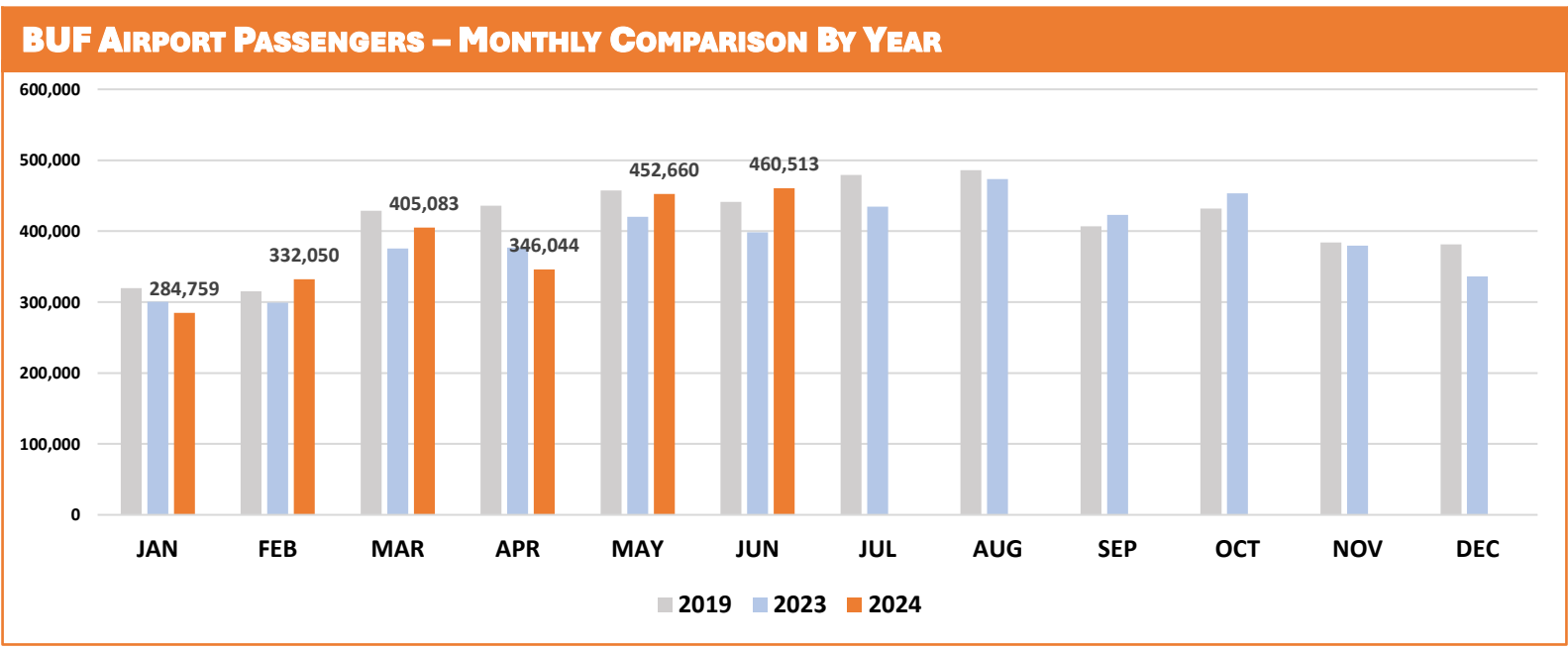
# AIRPORT AND CROSS BORDER TRAFFIC KPIS – JUNE 2024

BUF AIRPORT PASSENGERS – JUNE 2024	
JUNE BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>460,513</b>	
CHANGE	MAY 2024
<b>1.7%</b>	<b>452,660</b>

CROSS BORDER TRAFFIC – JUNE 2024	
JUNE U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC	
<b>438,716</b>	
CHANGE	MAY 2024
<b>10.2%</b>	<b>397,952</b>

BUF AIRPORT PASSENGERS – JUNE 2024	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>2,281,109</b>	
CHANGE	2023
<b>5.1%</b>	<b>2,171,142</b>
CHANGE	2019
<b>-4.9%</b>	<b>2,398,182</b>

CROSS BORDER TRAFFIC – FY 2024 YTD	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>2,091,307</b>	
CHANGE	2023
<b>24.0%</b>	<b>1,686,690</b>
CHANGE	2019
<b>-9.1%</b>	<b>2,300,328</b>



# SALES AND SERVICES KPIS – JUNE 2024

## LEADS GENERATED PERFORMANCE – JUNE 2024

JUNE LEADS GENERATED		JUNE LEADS ROOM NIGHTS		JUNE LEADS ATTENDANCE		JUNE LEADS ECONOMIC IMPACT	
34		9,932		8,814		\$10,328,255	
CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024
-42.4%	59	-59.6%	24,576	-84.9%	58,504	-50.7%	\$20,964,747

## LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
290		170,297		198,401		\$141,009,462	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
4.7%	277	24.3%	137,012	68.3%	117,872	10.3%	\$127,881,782

## DEFINITE BOOKINGS PERFORMANCE – JUNE 2024

JUNE DEFINITE BOOKINGS		JUNE DEFINITE ROOM NIGHTS		JUNE DEFINITE ATTENDANCE		JUNE DEFINITE ECONOMIC IMPACT	
24		10,775		17,102		\$8,507,362	
CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024
-25.0%	32	-8.8%	11,810	-22.5%	22,074	-9.5%	\$9,399,309

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
164		81,480		106,303		\$68,244,954	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-8.9%	180	42.4%	57,233	41.0%	75,366	49.3%	\$45,703,827

## EVENTS HELD PERFORMANCE – JUNE 2024

JUNE EVENTS HELD		JUNE EVENTS HELD HOTEL ROOMS		JUNE EVENTS HELD ATTENDANCE		JUNE GROUPS SERVICED	
31		15,268		167,915		19	
CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024
65.2%	19	194.2%	5,190	1018.9%	15,007	137.5%	8

## EVENTS HELD PERFORMANCE – FY2024 YTD

YTD EVENTS HELD		YTD EVENTS HELD HOTEL ROOMS		YTD EVENTS HELD ATTENDANCE		YTD GROUPS SERVICED	
131		70,743		244,384		69	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
10.1%	119	-1.8%	72,061	187.9%	84,879	-2.8%	71

## LOST BUSINESS LEADS – JUNE

JUNE LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
8		87	
CHANGE	MAY 2024	CHANGE	2023
-27.2%	25	13.9%	101

## LOST BUSINESS LEADS – FY YTD

## PARTNER REFERRALS – JUNE

JUNE PARTNER REFERRALS		YTD PARTNER REFERRALS	
82		333	
CHANGE	MAY 2024	CHANGE	2023
78.2%	11	No History	New KPI



# JUNEKETING AND COMMUNICATIONS KPIs – JUNE 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – JUNE 2024

JUNE ENGAGED SESSIONS		JUNE MOBILE SESSIONS		JUNE WEBSITE VIEWS		JUNE ALL VIDEO VIEWS		JUNE SHARED SOCIAL POSTS	
136,766		93,646		410,963		492,229		168	
CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024
16.6%	117,263	22.0%	76,785	22.0%	336,908	-17.5%	596,562	-8.7%	184

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
731,380		482,984		1,214,364		5,151,365		1,073	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
42.5%	513,177	44.8%	333,634	-28.6%	1,700,009	-10.8%	5,774,360	-0.1%	1,074

## MEDIA RELATIONS PERFORMANCE – JUNE 2024

JUNE MEDIA PLACEMENTS		JUNE MEDIA IMPRESSIONS		JUNE MEDIA SOCIAL SHARES		JUNE MEDIA TOUCHPOINTS		JUNE MEDIA VISITS	
14		450,290,868		293		6		4	
CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024	CHANGE	MAY 2024
40.0%	10	373.3%	95,130,990	35.0%	217	-57.1%	14	300.0%	1

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
88		1,494,842,411		4,271		72		10	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
83.3%	48	11.7%	1,337,948,533	28.2%	3,331	-23.4%	94	-61.5%	26

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
102,502		29,885		87,388		29,420	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
2.1%	100,398	0.5%	29,750	27.0%	68,800	23.7%	23,775

# CONVENTION CENTER KPIs – JUNE 2024

## BCC REVENUE PERFORMANCE – JUNE 2024

JUNE TOTAL REVENUE		JUNE RENT REVENUE		JUNE F&B REVENUE		JUNE ELECTRICAL REV		JUNE OTHER REVENUE	
\$470,601		\$84,262		\$359,667		\$26,552		\$120	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
11.2%	\$423,158	-49.2%	\$165,910	58.2%	\$227,364	-11.1%	\$29,884	100.0%	\$0.00

## BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
\$1,834,630		\$423,248		\$1,308,266		\$96,121		\$6,995	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
29.5%	\$1,416,238	15.0%	\$368,173	50.8%	\$867,275	32.9%	\$72,351	-93.6%	\$108,439
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
12.3%	\$1,634,170	3.3%	\$409,865	15.1%	\$1,137,019	11.3%	\$86,324	626.1%	\$962

## BCC OPERATIONS PERFORMANCE – JUNE 2024

JUNE TOTAL EVENTS		JUNE CONVENTIONS		JUNE MEETINGS		JUNE BANQUETS		JUNE CONS/PUBLIC SHOWS	
12		5		2		2		3	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
33.3%	8	-33.3%	2	100.0%	2	200.0%	3	Null	1

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
35		11		9		8		7	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
40.0%	25	37.5%	8	350.0%	2	-20.0%	10	40.0%	5
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-14.6%	41	22.2%	9	-10.0%	10	-42.9%	14	-12.5%	8

## BCC EVENT ATTENDANCE – JUNE 2024

JUNE TOTAL EVENT ATTENDANCE	
8,946	
CHANGE	JUNE 2024
-66.9%	27,062

## BCC EVENT ATTENDANCE – FY2024 YTD

YTD TOTAL EVENT ATTENDANCE	
66,581	
CHANGE	2023
-38.6%	108,470
CHANGE	2019
-56.6%	152,969

## BCC DAYS OCCUPIED – JUNE 2024

JUNE TOTAL NUMBER OF DAYS OCCUPIED	
28	
CHANGE	JUNE 2024
16.7%	24

## BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
96	
CHANGE	2023
7.9%	89
CHANGE	2019
-1.0%	97

# CONVENTION CENTER KPIs – JUNE 2024

## BCC REVENUE DASHBOARD – JUNE 2024

JUNE TOTAL LEADS		JUNE LEADS GENERATED BY BCC		JUNE LEADS GENERATED BY VBN		JUNE CONFIRMED BOOKINGS	
11		9		2		8	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
-30.7%	9	-33.3%	6	-25.0%	3	-50.0%	16

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
44		29		15		51	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-18.5%	54	-23.7%	38	-6.3%	16	27.5%	40

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – JUNE 2024

JUNE TOTAL SOLICITATION CALLS		JUNE EXISTING CLIENT CALLS		JUNE NEW CLIENT CALLS		JUNE LOST BUSINESS	
51		30		21		8	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
13.3%	45	50.0%	20	-16.0%	25	33.3%	6

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
197		107		90		26	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-16.5%	236	28.9%	83	-44.1%	161	4.0%	25

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

	2019	2024	2025	2026	2027
Number of Events	138	116	87	48	29
Expected Attendance	249,975	162,065	225,687	162,062	116,950
Expected Hotel Room Nights	25,000	21,822	20,639	23,538	3,975
Expected Economic Impact	\$34,063,840	\$26,162,914	\$30,964,741	\$18,344,340	\$13,191,640

## VISIT BUFFALO NIAGARA BOARD OF DIRECTORS

### Officers:

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair  
Kimberley A. Minkel, NFTA – Vice Chair  
Thomas Long, The Westin Buffalo– Treasurer  
Thomas Beauford, Buffalo Urban League - Secretary  
Mary F. Roberts, Martin House - Immediate Past Chair

### Directors:

JuneK Alnutt, University of Buffalo Department of Athletics  
Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Dept. of Environment & Planning  
Matt Chiazza, Reikart House  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
JuneK Glasgow, Erie County Legislature Majority Caucus Appointee  
Patrick Kaler, Visit Buffalo Niagara – President & CEO  
Bob Karmazyn, Embassy Suites Buffalo  
William Paladino, Ellicott Development, Inc.  
Steven Ranalli, Erie Canal Harbor Development Corporation  
David Schutte, Schutte Hospitality Group  
Don Spasiano, Trocaire College  
Michelle Urbanczyk, Explore & More Children's Museum  
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens

## VISIT BUFFALO NIAGARA STAFF

James Adler, Sports Sales Manager  
Jennifer Bialek, Executive Assistant to the CEO  
Jo Ann Blatner, Industry Relations Assistant  
Drew Brown, Marketing Manager  
Michele Butlak, Accounting & Benefits Manager  
Brooke Chavanne, Administrative Sales Assistant  
Karen Cox, Convention Sales & Services Manager  
Mike Even, Vice President of Sales & Services  
Karen Fashana, Director of Marketing  
Greg Gelinas, Director Sports Development  
Ed Healy, Vice President of Marketing  
Nicklaus Householder, Destination Experience Specialist  
Patrick Kaler, President & CEO  
Michelle Kearns, Communications Manager  
David Marzo, Chief Financial Officer  
Leah Mueller, Director of Tourism Sales  
Heather Nowakowski, Business Intelligence Manager  
Kathryn Scaduto, Marketing and Social Media Specialist  
Renata Toney, Vice President of Destination Experience  
Nick Tronolone, Research and Operations Assistant  
Marisa Urbano, Convention Services Coordinator  
Lauren Vargo, Sports Services Manager  
Meredith Walsh, National Sales Manager  
Meaghan Zimmer, National Sales Director

## BUFFALO CONVENTION CENTER STAFF

Julie Brooks, Controller  
Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
Lorna Cullen, Office Manager  
Patrick Kaler, President & CEO  
Sue Kimmins, Sales and Catering Manager  
Craig Landseadel, Executive Chef  
Mary Ann Martin, Bookkeeper & Benefits Manager  
JuneK 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 Key Performance Indicator Report:

Cervis Technologies  
Cision  
Google Analytics  
Key Data  
Madden Media  
Momentus Technologies  
Sales Force Juneketing Cloud  
Simpleview  
STR (Smith Travel Research)  
Tourism Economics  
Zartico



# BUFFALO CONVENTION CENTER