



# MONTHLY KPI DASHBOARD REPORT MAY 2024



**BUFFALO  
CONVENTION  
CENTER**

# HOTEL & SHORT-TERM RENTAL KPIS – MAY 2024

## HOTEL PERFORMANCE – MAY 2024

MAY REVENUE		MAY OCCUPANCY		MAY DEMAND		MAY AVERAGE DAILY RATE		MAY REVPAR	
<b>\$25,990,652</b>		<b>60.5%</b>		<b>190,072</b>		<b>\$136.74</b>		<b>\$82.77</b>	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
-7.9%	\$28,225,733	-1.9%	61.7%	2.2%	185,902	-9.9%	\$151.83	-11.6%	\$93.65

## HOTEL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD DEMAND		YTD AVERAGE DAILY RATE		YTD REVPAR	
<b>\$112,552,419</b>		<b>54.7%</b>		<b>832,039</b>		<b>\$135.27</b>		<b>\$74.00</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
6.8%	\$105,363,793	1.1%	54.1%	-5.4%	879,207	12.9%	\$119.84	14.1%	\$64.83
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
22.8%	\$91,629,336	0.9%	54.2%	-7.0%	895,102	32.1%	\$102.37	33.4%	\$55.46

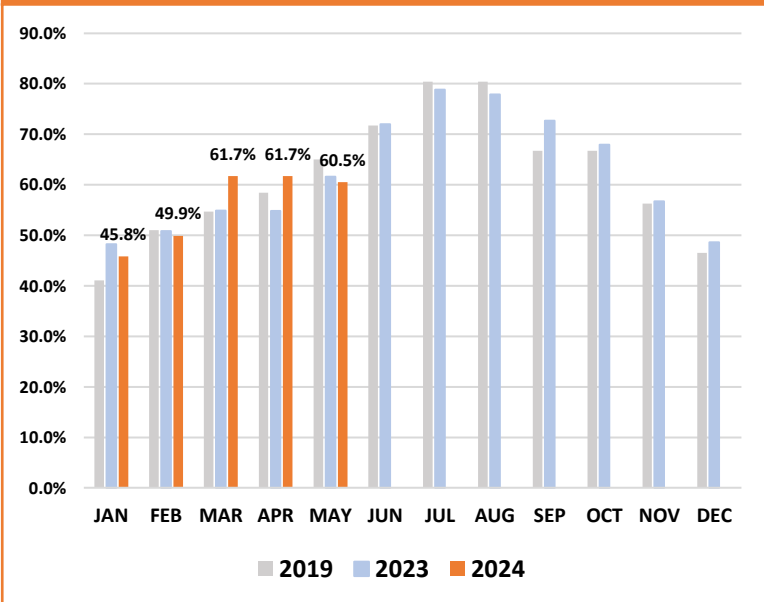
## SHORT-TERM RENTAL PERFORMANCE – MAY 2024

MAY REVENUE		MAY OCCUPANCY		MAY GUEST CHECK-INS		MAY AVERAGE DAILY RATE		MAY REVPAR	
<b>\$4,502,707</b>		<b>35.1%</b>		<b>9,371</b>		<b>\$160.00</b>		<b>\$56.00</b>	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
22.6%	\$3,643,729	15.1%	30.5%	25.3%	7,476	Null	\$160.00	14.3%	\$49.00

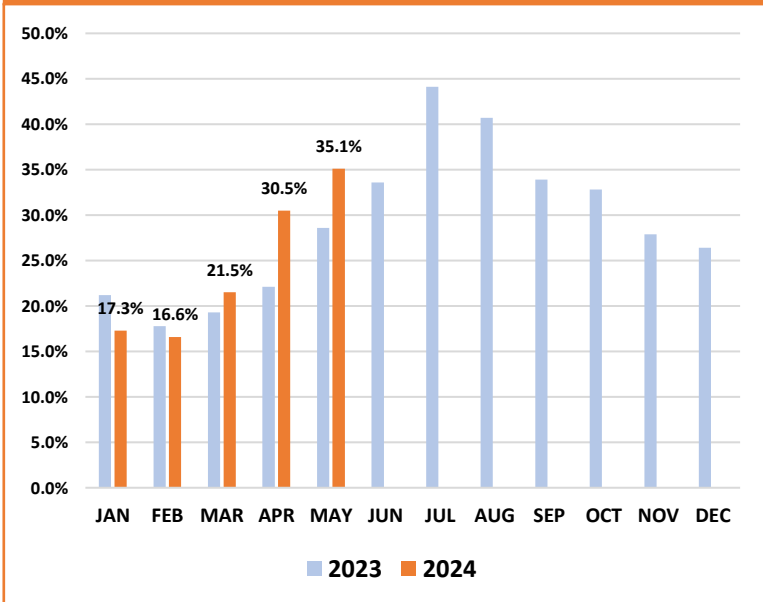
## SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD GUEST CHECK-INS		YTD AVERAGE DAILY RATE		YTD REVPAR	
<b>\$16,493,902</b>		<b>31.1%</b>		<b>35,898</b>		<b>\$142.00</b>		<b>\$44.00</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
14.3%	\$14,430,78	-19.4%	38.6%	12.3%	31,969	-4.7%	\$149.00	-22.8%	\$57.00

## HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



## SHORT TERM RENTAL OCCUPANCY - MONTHLY COMPARISON BY YEAR



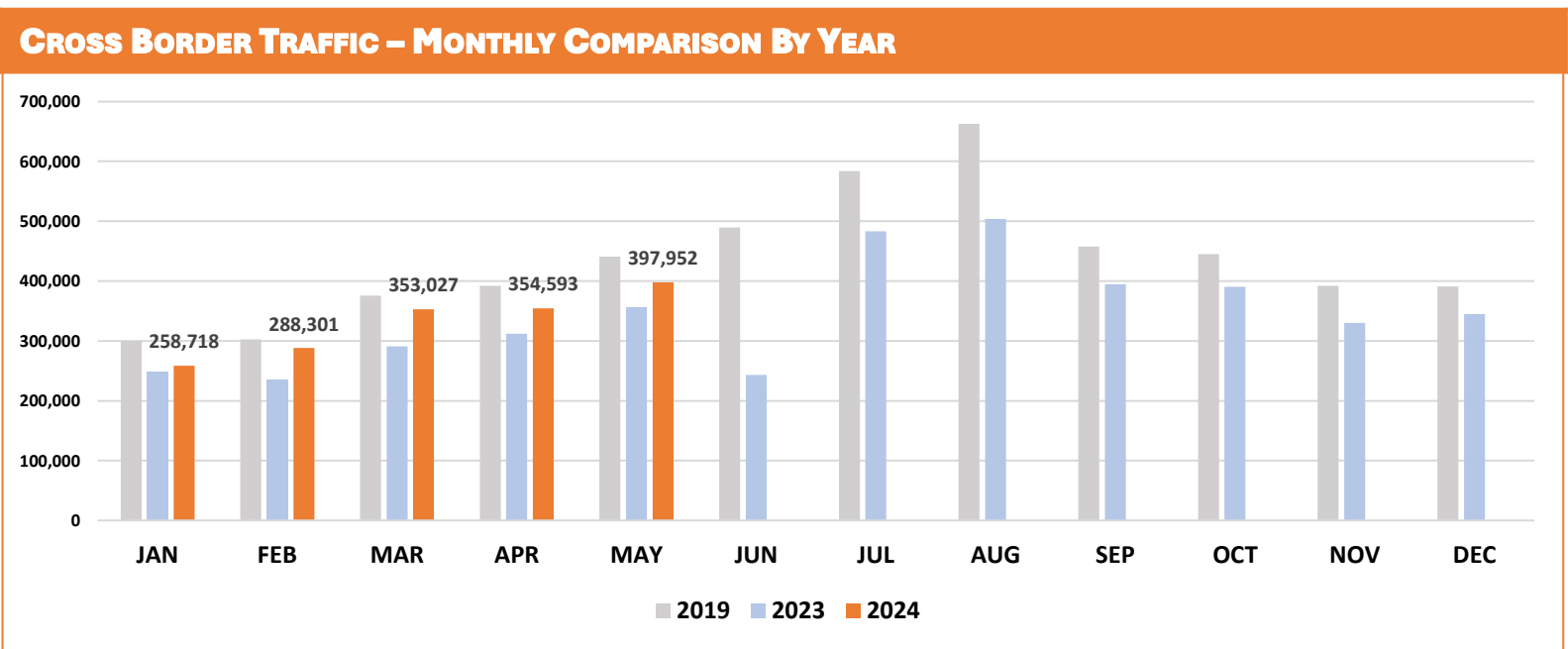
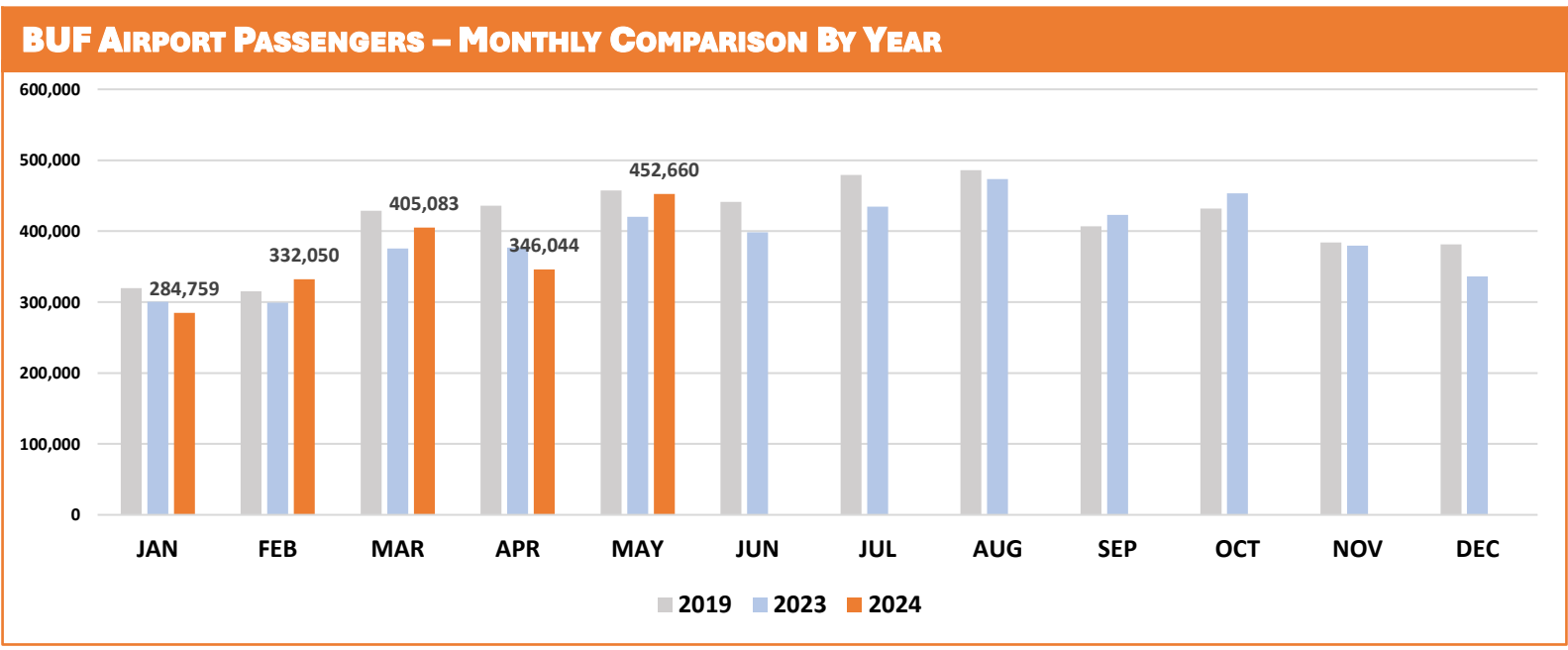
# AIRPORT AND CROSS BORDER TRAFFIC KPIS – MAY 2024

BUF AIRPORT PASSENGERS – MAY 2024	
MAY BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>452,660</b>	
CHANGE	APRIL 2024
<b>30.8%</b>	<b>346,044</b>

CROSS BORDER TRAFFIC – MAY 2024	
MAY U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC	
<b>397,952</b>	
CHANGE	APRIL 2024
<b>12.2%</b>	<b>354,593</b>

BUF AIRPORT PASSENGERS – MAY 2024	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>1,820,596</b>	
CHANGE	2023
<b>2.7%</b>	<b>1,772,585</b>
CHANGE	2019
<b>-7.0%</b>	<b>1,956,933</b>

CROSS BORDER TRAFFIC – FY 2024 YTD	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
<b>1,652,591</b>	
CHANGE	2023
<b>14.5%</b>	<b>1,443,596</b>
CHANGE	2019
<b>-8.7%</b>	<b>1,810,607</b>



# SALES AND SERVICES KPIS – MAY 2024

## LEADS GENERATED PERFORMANCE – MAY 2024

MAY LEADS GENERATED		MAY LEADS ROOM NIGHTS		MAY LEADS ATTENDANCE		MAY LEADS ECONOMIC IMPACT	
59		24,576		58,504		\$20,964,747	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
5.4%	56	-45.2%	44,862	100.2%	29,221	-33.3%	\$31,422,838

## LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
256		160,365		189,587		\$130,681,207	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
13.8%	225	66.7%	96,180	119.8%	86,236	29.1%	\$101,236,241

## DEFINITE BOOKINGS PERFORMANCE – MAY 2024

MAY DEFINITE BOOKINGS		MAY DEFINITE ROOM NIGHTS		MAY DEFINITE ATTENDANCE		MAY DEFINITE ECONOMIC IMPACT	
32		11,810		22,074		\$9,399,309	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
Null	32	-37.8%	18,985	33.7%	16,507	-40.1%	\$15,686,162

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
140		70,705		89,201		\$59,737,592	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-7.9%	152	42.4%	49,653	39.9%	63,771	51.2%	\$39,496,253

## EVENTS HELD PERFORMANCE – MAY 2024

MAY EVENTS HELD		MAY EVENTS HELD HOTEL ROOMS		MAY EVENTS HELD ATTENDANCE		MAY GROUPS SERVICED	
19		5,190		15,007		8	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
8.0%	27	-44.9%	9,423	28.5%	11,675	-38.5%	13

## EVENTS HELD PERFORMANCE – FY2024 YTD

YTD EVENTS HELD		YTD EVENTS HELD HOTEL ROOMS		YTD EVENTS HELD ATTENDANCE		YTD GROUPS SERVICED	
100		55,475		76,469		50	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
11.1%	90	-3.9%	51,617	16.8%	65,471	-12.3%	57

## LOST BUSINESS LEADS – MAY

MAY LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
11		79	
CHANGE	APRIL 2024	CHANGE	2023
-56.0%	25	2.6%	77

## LOST BUSINESS LEADS – FY YTD

## PARTNER REFERRALS – MAY

MAY PARTNER REFERRALS		YTD PARTNER REFERRALS	
46		297	
CHANGE	APRIL 2024	CHANGE	2023
318.2%	11	No History	New KPI

# MARKETING AND COMMUNICATIONS KPIS – MAY 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – MAY 2024

MAY ENGAGED SESSIONS		MAY MOBILE SESSIONS		MAY WEBSITE VIEWS		MAY ALL VIDEO VIEWS		MAY SHARED SOCIAL POSTS	
117,263		76,785		336,908		596,562		184	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
-31.7%	171,811	-34.5%	117,261	-58.2%	805,878	-78.3%	2,452,251	1.7%	181

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
594,614		389,338		1,999,162		4,659,136		905	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
43.5%	414,335	42.7%	272,899	45.6%	1,372,948	7.7%	4,326,437	1.9%	888

## MEDIA RELATIONS PERFORMANCE – MAY 2024

MAY MEDIA PLACEMENTS		MAY MEDIA IMPRESSIONS		MAY MEDIA SOCIAL SHARES		MAY MEDIA TOUCHPOINTS		MAY MEDIA VISITS	
10		95,130,990		217		14		1	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
-33.3%	15	-81.3%	507,992,933	-83.7%	1,330	-39.1%	23	Null	1

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
74		1,044,551,543		3,978		66		6	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
94.7%	38	-0.4%	1,048,249,597	58.9%	2,503	-10.8%	74	Null	6

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
102,112		29,901		86,991		28,628	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
1.0%	101,079	0.2%	29,822	40.2%	62,045	38.1%	20,726

# CONVENTION CENTER KPIs – MAY 2024

## BCC REVENUE PERFORMANCE – MAY 2024

MAY TOTAL REVENUE		MAY RENT REVENUE		MAY F&B REVENUE		MAY ELECTRICAL REV		MAY OTHER REVENUE	
<b>\$341,055</b>		<b>\$72,145</b>		<b>\$264,850</b>		<b>\$4,020</b>		<b>\$40</b>	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
<b>-27.5%</b>	\$470,601	<b>-14.4%</b>	\$84,262	<b>-26.4%</b>	\$359,667	<b>-84.9%</b>	\$26,552	<b>-66.7%</b>	\$120

## BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
<b>\$2175,685</b>		<b>\$495,393</b>		<b>\$1,573,116</b>		<b>\$100,141</b>		<b>\$7,035</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
<b>30.5%</b>	\$1,666,811	<b>17.6%</b>	\$421,418	<b>47.9%</b>	\$1,063,713	<b>36.9%</b>	\$73,171	<b>-93.5%</b>	108,479
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
<b>7.7%</b>	\$2,020,543	<b>4.3%</b>	\$474,926	<b>8.7%</b>	\$1,447,746	<b>3.6%</b>	\$96,664	<b>482.9%</b>	1,207

## BCC OPERATIONS PERFORMANCE – MAY 2024

MAY TOTAL EVENTS		MAY CONVENTIONS		MAY MEETINGS		MAY BANQUETS		MAY CONS/PUBLIC SHOWS	
<b>11</b>		<b>3</b>		<b>2</b>		<b>5</b>		<b>1</b>	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
<b>-8.3%</b>	12	<b>-40.0%</b>	5	<b>Null</b>	2	<b>150.0%</b>	2	<b>200.0%</b>	3

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
<b>46</b>		<b>14</b>		<b>11</b>		<b>13</b>		<b>8</b>	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
<b>31.4%</b>	35	<b>40.0%</b>	10	<b>22.2%</b>	9	<b>116.7%</b>	6	<b>800.0%</b>	0
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
<b>-16.4%</b>	55	<b>7.7%</b>	13	<b>-26.7%</b>	15	<b>-31.6%</b>	19	<b>Null</b>	8

## BCC EVENT ATTENDANCE – MAY 2024

MAY TOTAL EVENT ATTENDANCE	
<b>18,242</b>	
CHANGE	APRIL 2024
<b>103.9%</b>	8,946

## BCC EVENT ATTENDANCE – FY2024 YTD

YTD TOTAL EVENT ATTENDANCE	
<b>84,823</b>	
CHANGE	2023
<b>-30.8%</b>	122,590
CHANGE	2019
<b>-52.9%</b>	179,947

## BCC DAYS OCCUPIED – MAY 2024

MAY TOTAL NUMBER OF DAYS OCCUPIED	
<b>27</b>	
CHANGE	APRIL 2024
<b>-3.6%</b>	28

## BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
<b>123</b>	
CHANGE	2023
<b>9.8%</b>	112
CHANGE	2019
<b>-1.6%</b>	125

# CONVENTION CENTER KPIS – MAY 2024

## BCC REVENUE DASHBOARD – MAY 2024

MAY TOTAL LEADS		MAY LEADS GENERATED BY BCC		MAY LEADS GENERATED BY VBN		MAY CONFIRMED BOOKINGS	
15		13		2		8	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
36.4%	11	44.4%	9	Null	2	Null	9

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
59		42		17		59	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
78.8%	33	68.0%	25	112.5%	8	7.3%	55

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

MAY TOTAL SOLICITATION CALLS		MAY EXISTING CLIENT CALLS		MAY NEW CLIENT CALLS		MAY LOST BUSINESS	
66		34		32		4	
CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024	CHANGE	APRIL 2024
29.4%	51	13.3%	30	52.4%	21	-50.0%	8

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

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
263		141		122		30	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-18.3%	312	17.5%	120	-36.5%	192	-11.8%	34

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

	2019	2024	2025	2026	2027
Number of Events	138	109	71	46	27
Expected Attendance	249,975	160,446	212,872	148,962	109,650
Expected Hotel Room Nights	25,000	21,706	20,414	20,317	3,975
Expected Economic Impact	\$34,063,840	\$25,971,991	\$29,098,168	\$17,135,127	\$12,515,640

## 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:

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  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
Mark 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  
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 Key Performance Indicator Report:

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



# BUFFALO CONVENTION CENTER