



MONTHLY KPI DASHBOARD REPORT JULY 2024



**BUFFALO
CONVENTION
CENTER**

HOTEL & SHORT-TERM RENTAL KPIS – JULY 2024

HOTEL PERFORMANCE – JULY 2024

JULY REVENUE		JULY OCCUPANCY		JULY DEMAND		JUNE AVERAGE DAILY RATE		JULY REVPAR	
\$39,890,081		80.0%		250,854		\$159.02		\$127.18	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
24.8%	\$31,964,655	7.8%	74.2%	11.3%	225,445	12.2%	\$141.78	20.9%	\$105.19

HOTEL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD DEMAND		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$184,407,920		61.2%		1,308,345		\$140.95		\$86.24	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
5.9%	\$174,159,349	1.5%	60.3%	-2.9%	1,347,768	11.3%	\$126.68	13.0%	\$76.34
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
22.8%	\$150,129,736	1.2%	60.5%	-7.3%	1,411,021	32.5%	106.40	33.9%	\$64.42

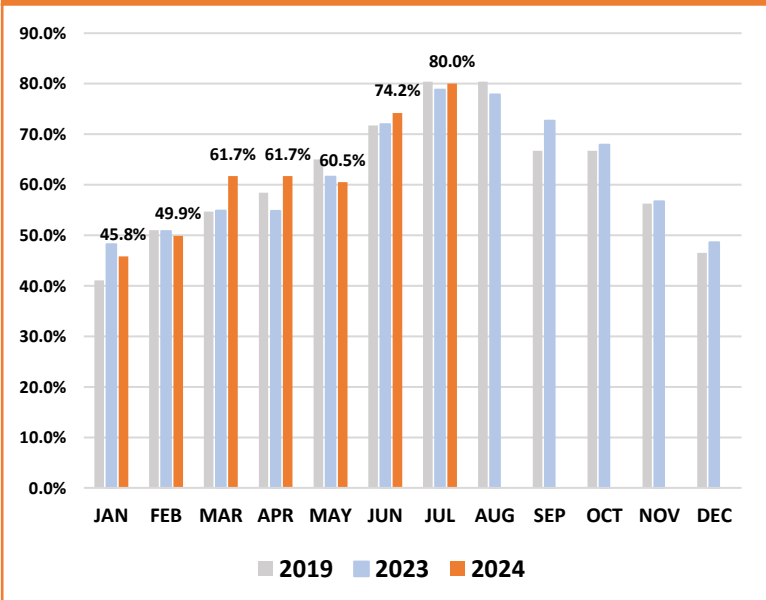
SHORT-TERM RENTAL PERFORMANCE – JULY 2024

JULY REVENUE		JULY OCCUPANCY		JULY GUEST CHECK-INS		JULY AVERAGE DAILY RATE		JULY REVPAR	
\$8,320,893		49.8%		12,328		\$201.00		\$100.00	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
29.0%	\$6,449,576	10.1%	45.2%	20.7%	10,216	11.7%	\$180.00	23.5%	\$81.00

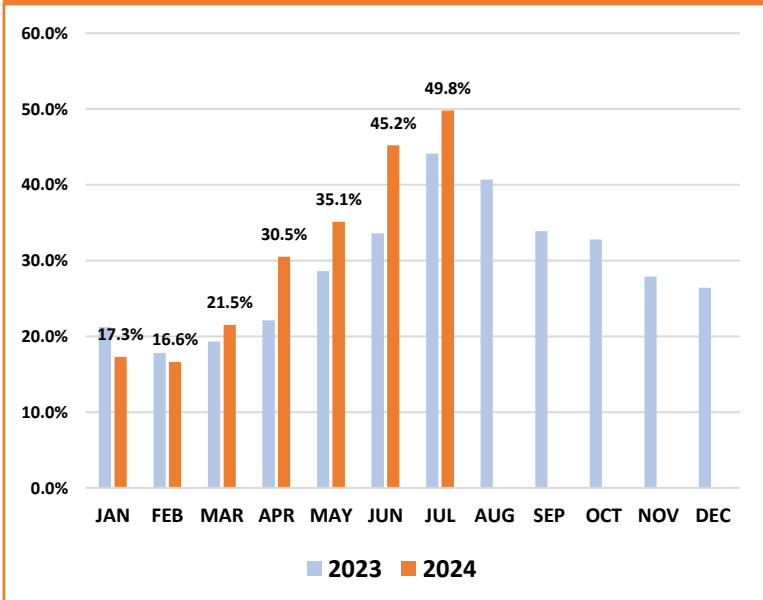
SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

YTD REVENUE		YTD OCCUPANCY		YTD GUEST CHECK-INS		YTD AVERAGE DAILY RATE		YTD REVPAR	
\$30,982,334		35.9%		58,489		\$161.00		\$58.00	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
37.9%	\$24,910,235	8.1%	40.4%	27.7%	43,211	7.3%	\$154.00	16.0%	\$62.00

HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



SHORT TERM RENTAL OCCUPANCY – MONTHLY COMPARISON BY YEAR



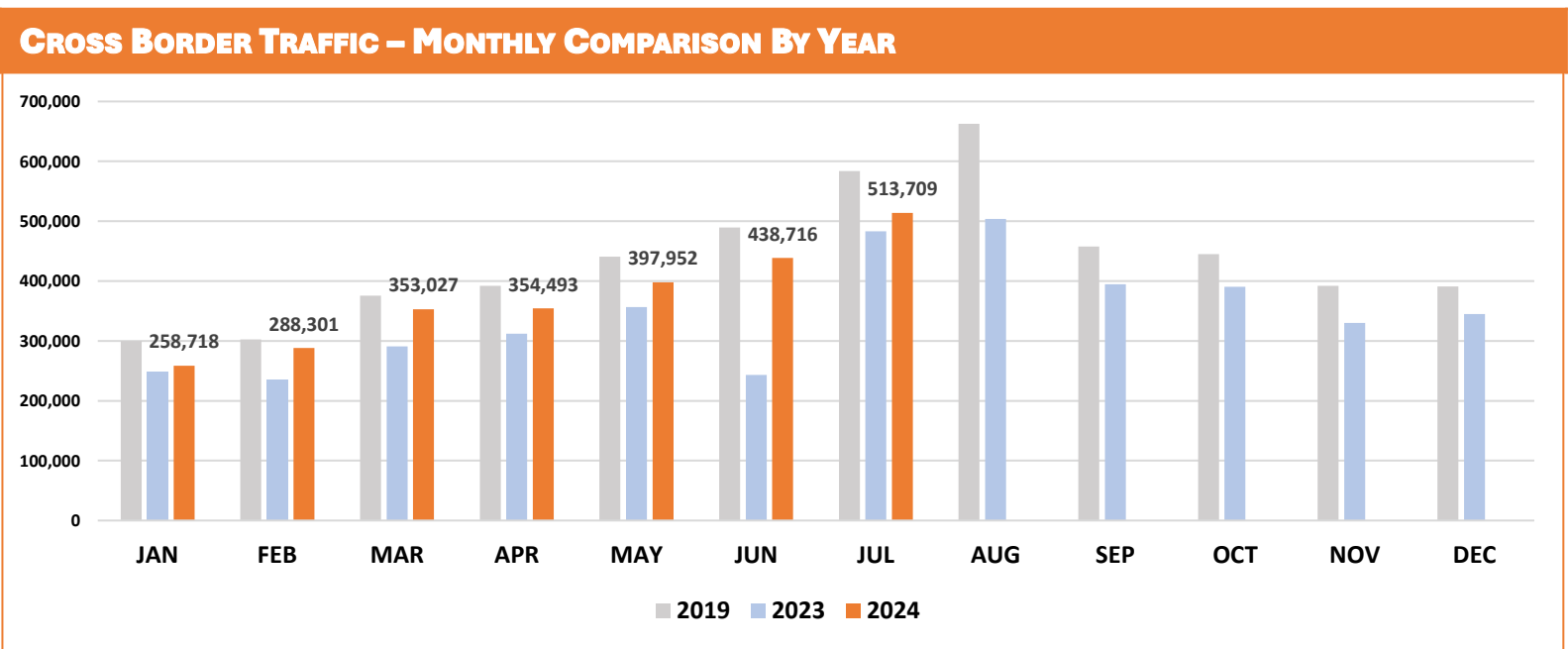
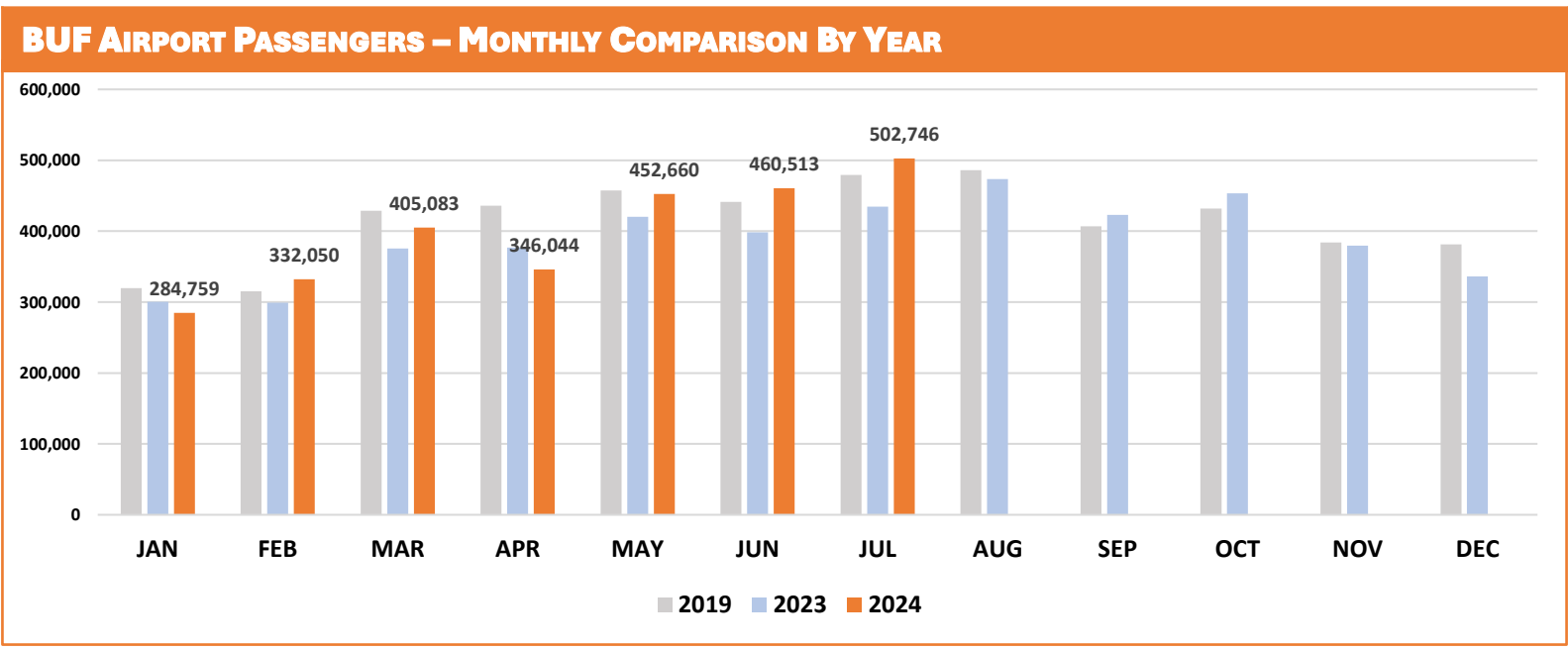
AIRPORT AND CROSS BORDER TRAFFIC KPIS – JULY 2024

BUF AIRPORT PASSENGERS – JULY 2024	
JUNE BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
502,746	
CHANGE	JUNE 2024
9.2%	460,513

CROSS BORDER TRAFFIC – JULY 2024	
JUNE U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC	
513,709	
CHANGE	JUNE 2024
17.1%	438,716

BUF AIRPORT PASSENGERS – JULY 2024	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
2,783,855	
CHANGE	2023
6.8%	2,605,876
CHANGE	2019
-3.3%	2,877,585

CROSS BORDER TRAFFIC – FY 2024 YTD	
YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC	
2,605,016	
CHANGE	2023
20.0%	2,170,037
CHANGE	2019
-9.7%	2,883,868



SALES AND SERVICES KPIs – JULY 2024

LEADS GENERATED PERFORMANCE – JULY 2024

JULY LEADS GENERATED		JULY LEADS ROOM NIGHTS		JULY LEADS ATTENDANCE		JULY LEADS ECONOMIC IMPACT	
61		31,018		30,522		\$23,863,020	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
79.4%	34	212.3%	9,932	246.3%	8.841	131.0%	\$10,328,255

LEADS GENERATED PERFORMANCE – FY2024 YTD

YTD LEADS GENERATED		YTD LEADS ROOM NIGHTS		YTD LEADS ATTENDANCE		YTD LEADS ECONOMIC IMPACT	
351		201,315		228,923		\$164,872,482	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
4.2%	337	16.8%	172,315	53.3%	149,287	-1.7%	\$167,735,521

DEFINITE BOOKINGS PERFORMANCE – JULY 2024

JULY DEFINITE BOOKINGS		JULY DEFINITE ROOM NIGHTS		JULY DEFINITE ATTENDANCE		JULY DEFINITE ECONOMIC IMPACT	
44		9,329		14,141		\$8,000,723	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
83.3%	24	-13.4%	10,775	-17.3%	17,102	-6.0%	\$8,507,362

DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

YTD DEFINITE BOOKINGS		YTD DEFINITE ROOM NIGHTS		YTD DEFINITE ATTENDANCE		YTD DEFINITE ECONOMIC IMPACT	
208		90,809		120,444		\$76,245,677	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-4.1%	217	38.8%	65,415	38.0%	87,284	47.1%	\$51,861,871

EVENTS HELD PERFORMANCE – JULY 2024

JULY EVENTS HELD		JULY EVENTS HELD HOTEL ROOMS		JULY EVENTS HELD ATTENDANCE		JULY GROUPS SERVICED	
44		11,293		18,170		24	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
41.9%	31	-26.0%	15,368	-12.3%	20,715	26.3%	19

EVENTS HELD PERFORMANCE – FY2024 YTD

YTD EVENTS HELD		YTD EVENTS HELD HOTEL ROOMS		YTD EVENTS HELD ATTENDANCE		YTD GROUPS SERVICED	
175		82,036		115,354		93	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
2.9%	170	-2.7%	84,322	12.3%	102,754	-6.1%	99

LOST BUSINESS LEADS – JUNE

JULY LOST BUSINESS LEADS		YTD LOST BUSINESS LEADS	
6		105	
CHANGE	JUNE 2024	CHANGE	2023
-25.0%	8	-8.0%	114

LOST BUSINESS LEADS – FY YTD

PARTNER REFERRALS – JUNE

JULY PARTNER REFERRALS		YTD PARTNER REFERRALS	
44		377	
CHANGE	JUNE 2024	CHANGE	2023
-46.3%	82	No History	New KPI

PARTNER REFERRALS – FY YTD

MARKETING AND COMMUNICATIONS KPIs – JULY 2024

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – JULY 2024

JULY ENGAGED SESSIONS		JULY MOBILE SESSIONS		JULY WEBSITE VIEWS		JULY ALL VIDEO VIEWS		JULY SHARED SOCIAL POSTS	
167,177		137,007		486,795		441,336		171	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
22.2%	136,766	46.3%	93,646	18.5%	410,963	-10.3%	492,229	1.8%	168

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

YTD ENGAGED SESSIONS		YTD MOBILE SESSIONS		YTD WEBSITE VIEWS		YTD ALL VIDEO VIEWS		YTD SHARED SOCIAL POSTS	
898,557		619,991		2,896,920		5,592,701		1,244	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
37.6%	652,817	43.8%	431,071	63.8%	1,768,249	-9.5%	6,176,831	-1.0%	1,257

MEDIA RELATIONS PERFORMANCE – JULY 2024

JULY MEDIA PLACEMENTS		JULY MEDIA IMPRESSIONS		JULY MEDIA SOCIAL SHARES		JULY MEDIA TOUCHPOINTS		JULY MEDIA VISITS	
14		172,427,909		23,784		12		3	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
Null	14	-61.7%	450,290,868	8017.4%	293	100.0%	6	-25.0%	4

MEDIA RELATIONS PERFORMANCE – FY2024 YTD

YTD MEDIA PLACEMENTS		YTD MEDIA IMPRESSIONS		YTD MEDIA SOCIAL SHARES		YTD MEDIA TOUCHPOINTS		YTD MEDIA VISITS	
102		1,667,270,320		28,055		84		13	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
15.9%	80	-17.7%	2,026,583,554	622.0	3,886	-19.2%	104	-59.4%	32

SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

YTD FACEBOOK		YTD X (TWITTER)		YTD INSTAGRAM		YTD TIKTOK	
107,995		29,898		88,186		29,898	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
7.6%	100,366	0.7%	29,699	23.4%	71,469	21.0%	24,700

CONVENTION CENTER KPIs – JULY 2024

BCC REVENUE PERFORMANCE – JULY 2024

JULY TOTAL REVENUE		JULY RENT REVENUE		JULY F&B REVENUE		JULY ELECTRICAL REV		JULY OTHER REVENUE	
\$317,401		\$69,420		\$199,780		\$40,105		\$8,096	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
-42.2%	\$549,464	18.4%	\$58,806	-58.6%	\$482,489	409.7%	\$7,869	2598.7%	\$300

BCC REVENUE PERFORMANCE – YTD2024 YTD

YTD TOTAL REVENUE		YTD RENT REVENUE		YTD F&B REVENUE		YTD ELECTRICAL REVENUE		YTD OTHER REVENUE	
\$3,028,663		\$623,619		\$2,255,386		\$148,115		\$15,431	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
33.8%	\$2,262,744	15.1%	\$541,660	51.6%	\$1,488,058	27.4%	\$116,243	-98.7%	\$116,783
CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019	CHANGE	2019
27.0%	\$2,384,737	14.3%	\$545,667	32.8%	\$1,698,045	5.9%	139,808	26.8%	\$1,217

BCC OPERATIONS PERFORMANCE – JULY 2024

JULY TOTAL EVENTS		JULY CONVENTIONS		JULY MEETINGS		JULY BANQUETS		JULY CONS/PUBLIC SHOWS	
9		4		2		3		0	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
-43.6%	16	Null	4	-66.7%	6	-50.0%	6	Null	0

BCC OPERATIONS PERFORMANCE – FY2024 YTD

YTD TOTAL EVENTS		YTD CONVENTIONS		YTD MEETINGS		YTD BANQUETS		YTD CONS/PUBLIC SHOWS	
71		22		19		22		8	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
24.6%	57	83.3%	12	171.4%	7	-24.1%	29	11.1%	9
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-6.6%	76	57.1%	14	-17.4%	23	-29.0%	31	Null	8

BCC EVENT ATTENDANCE – JULY 2024

JULY TOTAL EVENT ATTENDANCE	
5,442	
CHANGE	JULY 2024
-72.8%	19,972

BCC EVENT ATTENDANCE – FY2024 YTD

YTD TOTAL EVENT ATTENDANCE	
110,247	
CHANGE	2023
-24.5%	146,063
CHANGE	2019
-42.6%	192,001

BCC DAYS OCCUPIED – JULY 2024

JULY TOTAL NUMBER OF DAYS OCCUPIED	
23	
CHANGE	JULY 2024
4.5%	22

BCC DAYS OCCUPIED – FY2024 YTD

YTD TOTAL NUMBER OF DAYS OCCUPIED	
168	
CHANGE	2023
22.6%	137
CHANGE	2019
12.0%	150

CONVENTION CENTER KPIs – JULY 2024

BCC REVENUE DASHBOARD – JULY 2024

JULY TOTAL LEADS		JULY LEADS GENERATED BY BCC		JULY LEADS GENERATED BY VBN		JULY CONFIRMED BOOKINGS	
5		3		2		10	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
-37.5%	8	-50.0%	6	Null	2	42.9%	7

SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

YTD TOTAL LEADS		YTD LEADS GENERATED BY BCC		YTD LEADS GENERATED BY VBN		YTD CONFIRMED BOOKINGS	
72		51		21		76	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
20.9%	91	-8.9%	56	-40.0%	35	16.9%	65

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – JULY 2024

JULY TOTAL SOLICITATION CALLS		JULY EXISTING CLIENT CALLS		JULY NEW CLIENT CALLS		JULY LOST BUSINESS	
31		7		24		7	
CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024	CHANGE	JUNE 2024
-16.2%	37	-22.2%	9	-14.3%	28	75.0%	4

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

YTD TOTAL SOLICITATION CALLS		YTD EXISTING CLIENT CALLS		YTD NEW CLIENT CALLS		YTD LOST BUSINESS	
331		157		174		41	
CHANGE	2023	CHANGE	2023	CHANGE	2023	CHANGE	2023
-18.5%	406	-5.4%	166	-27.5%	240	-8.9%	45

BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

	2019	2024	2025	2026	2027
Number of Events	138	119	84	48	33
Expected Attendance	249,975	169,967	229,432	202,512	158,650
Expected Hotel Room Nights	25,000	20,911	21,534	24,206	5,754
Expected Economic Impact	\$34,063,840	\$26,675,114	\$31,422,457	\$22,064,040	\$17,036,640

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:

Juneke 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
Juneke 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

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 Gelinis, 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
Megan Gummo, Sales & Catering Manager
Patrick Kaler, President & CEO
Craig Landseadel, Executive Chef
Mary Ann Martin, Bookkeeper & Benefits Manager
Heather Petrino, Sales & Service Coordinator
Ken Sanford, Chief Engineer
Christie Walker, Convention & Event Service Manager
Cory Watson, Food and Beverage Manager
Michael Will, 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