



# MONTHLY KPI DASHBOARDS

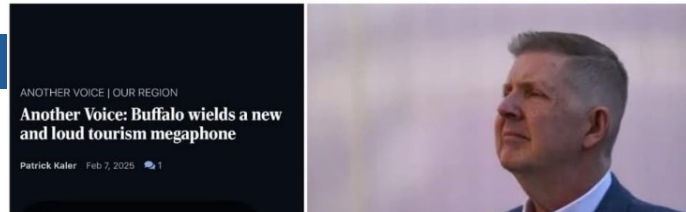
February 2025



**BUFFALO  
CONVENTION  
CENTER**

# CEO'S ANOTHER VOICE

February 7, 2025 - The Buffalo News



As more and more visitors from around the country, and the world, discover Buffalo for the first time they're finding a transformed city and tourist destination. A series of new attractions and re-openings, along with the restoration of architectural landmarks and a reinvigorated waterfront have put the spotlight on Buffalo and Erie County. We've stepped on to a larger national, and international, stage.

Now, this year, thanks to new tourism marketing funding from Erie County's bed tax, our story will go farther and attract new travelers.

We are finding new ways to get the word out about the great visitor experiences that come from the hard work that got us this far. Decades of effort, ingenuity, perseverance and preservation created so much new life that this historic community transformed itself into a great place to live. And a modern visitor destination.

Stars in our tourism constellation include the newly expanded Buffalo AKG Art Museum, a rehabilitated and reimagined Erie Canal waterfront, the reopening of the Michigan Street Baptist Church and Colored Musicians Club, the restoration of two Frank Lloyd Wright houses and the revived Richardson Hotel at the center of the Richardson Campus and asylum. Soon, in 2026, the reconceived Ralph Wilson Park on the lakeshore will join the lineup. We've been attracting the attention of outlets like Time Magazine, the New York Times, Food & Wine and CNN Travel. Our momentum helps our sales team and the Buffalo Niagara Sports Commission draw conventions and sports-related gatherings, like tournaments and championships.

All together it's a windfall. Tourists have been coming, and spending, more than ever before. They take in our music, theater, unique local fare, a new global food scene and outdoor pleasures. Their spending on hotels, restaurants and attractions adds up: Tourism revenue rose to \$2.4 billion in 2023, topping 2022's \$2.2 billion, which was already a record leap from the pre-pandemic high of \$1.87 billion. Newly released 2024 hotel data reveal \$329 million came to our region last year, a 6 percent increase from 2023.

This record-setting growth led us to a new pinnacle for 2025. Significant new marketing funding will allow for Visit Buffalo Niagara to deploy powerful new tools. With more dollars from Erie County's bed tax, we have groundbreaking plans to reach new markets in the year ahead.

We've hired two national firms to launch wide-reaching advertising and public relations efforts. We will share Buffalo's story in new places across North America and beyond.

We will invite more media to explore and get the word out to the traveling public about the remarkable experiences that await. New advertising campaigns will give us a bigger national megaphone. We can't wait to show you how we are going to promote Buffalo now. Stay tuned. The best is yet to come.

# ERIE COUNTY HOTEL & SHORT-TERM RENTAL KPIs - February 2025

## ERIE COUNTY HOTEL PERFORMANCE - February 2025

February Revenue		February Occupancy		February Demand		February Average Daily Rate		February RevPAR	
<b>\$17,704,953</b>		<b>48.4%</b>		<b>137,501</b>		<b>\$128.76</b>		<b>\$62.32</b>	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-7.2%	\$19,080,672	10.3%	43.9%	-0.3%	137,868	-7.0%	\$138.40	2.6%	\$60.76

## ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
<b>\$36,794,976</b>		<b>46.0%</b>		<b>275,487</b>		<b>\$133.56</b>		<b>\$61.47</b>	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
0.2%	\$36,719,964	-3.8%	47.8%	-2.7%	283,091	3.0%	\$129.71	-0.8%	\$61.95

## ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - February 2025

February Revenue		February Occupancy		February Guest Check-Ins		February Average Daily Rate		February RevPAR	
<b>\$2,300,428</b>		<b>20.9%</b>		<b>4,854</b>		<b>\$149.00</b>		<b>\$31.00</b>	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-10.5%	\$2,571,617	5.0%	19.9%	-9.8%	5,383	-4.5%	\$156.00	0.0%	\$31.00

## ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
<b>\$4,872,045</b>		<b>20.4%</b>		<b>10,237</b>		<b>\$152.00</b>		<b>\$31.00</b>	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
35.2%	\$3,604,726	17.9%	17.3%	33.9%	7,647	1.3%	\$150.00	19.2%	\$26.00

## BUF AIRPORT PASSENGERS - February 2025

February BUF Airport Passenger Traffic	
<b>326,550</b>	
Change	January 2025
0.8%	324,058
BUF AIRPORT PASSENGERS - FY 2025 YTD	
YTD BUF Passenger Traffic	
<b>650,608</b>	
Change	2024
5.5%	616,809

## CROSS BORDER TRAFFIC - February 2025

February U.S./Canada Cross Border Bridge Traffic	
<b>246,792</b>	
Change	January 2025
-13.5%	285,231
CROSS BORDER TRAFFIC - FY 2024 YTD	
YTD U.S./Canada Cross Border Bridge Traffic	
<b>532,023</b>	
Change	2024
-2.7%	547,019

# SALES & SERVICES KPIs - February 2025

## LEADS GENERATED PERFORMANCE - February 2025

February Leads Generated		February Leads Room Nights		February Leads Attendance		February Leads Economic Impact	
56		66,837		67,702		\$55,282,199	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
1.8%	55	119.7%	30,428	72.4%	39,278	10.4%	\$50,066,597

## LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
111		97,265		106,980		\$105,348,796	
Change	2024	Change	2024	Change	2024	Change	2024
6.7%	104	29.6%	75,071	49.7%	71,459	66.6%	\$63,228,520

## DEFINITE BOOKINGS PERFORMANCE - February 2025

February Definite Bookings		February Definite Room Nights		February Definite Attendance		February Definite Economic Impact	
33		21,607		19,404		\$16,530,693	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
43.5%	23	57.5%	13,723	30.6%	14,854	54.3%	\$10,715,829

## DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
56		35,330		34,258		\$27,246,523	
Change	2024	Change	2024	Change	2024	Change	2024
16.7%	48	25.1%	28,240	-7.0%	36,835	5.4%	\$25,850,145

## EVENTS HELD PERFORMANCE - February 2025

February Events Held		February Events Held Hotel Rooms		February Events Held Attendance		February Groups Served	
24		13,264		31,698		10	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
100.0%	12	9.8%	12,075	161.0%	12,144	100.0%	5

## EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
36		25,339		43,842		15	
Change	2024	Change	2024	Change	2024	Change	2024
24.1%	29	-4.1%	26,429	37.7%	31,842	0.0%	15

# SALES & SERVICES ACTIVITIES - February 2025

LOST LEADS - February 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - Feb. 2025		PARTNER REFERRALS - YTD 2025	
February Lost Business Leads		YTD Lost Business Leads		February Partner Referrals		YTD Partner Referrals	
<b>14</b>		<b>25</b>		<b>81</b>		<b>102</b>	
Change	Jan. 2025	Change	2024	Change	Jan. 2025	Change	2024
<b>27.3%</b>	11	<b>0.0%</b>	25	<b>285.7%</b>	21	<b>5.2%</b>	97

## TRADESHOW ATTENDANCE - February 2025

 <b>AMERICAN BUS ASSOCIATION</b>	 <b>Event Service Professionals Association</b>		 <b>NEW YORK SOCIETY OF ASSOCIATION EXECUTIVES</b>
<b>Conference/Tradeshow</b>  Philadelphia, PA February 1-4  Leah Mueller	<b>Convention &amp; Tradeshow</b>  Louisville, KY January 31- February 2 Karen Cox, Marisa Urbano and Lauren Vargo		<b>Meeting NY Conference &amp; Tradeshow</b>  New York, NY February 26-28  Meaghan Zimmer

Members of the Visit Buffalo Niagara and Buffalo Niagara Sports Commission services team attended the annual Event Services Professionals Association (ESPA) Conference in Louisville, KY. This premier industry event brings together destination professionals from across the country to share best practices, enhance service strategies, and strengthen the vital role of event services in destination success.

Through a series of educational sessions, networking opportunities, and industry roundtables, our team gained valuable insights into emerging trends, innovative service approaches, and strategies to enhance the event experience for meeting and sports event organizers. Attending ESPA allows VBN and BNSC to stay at the forefront of event services excellence, ensuring that Buffalo remains a top-tier destination for conventions, meetings, and sporting events.

Our participation reinforces our commitment to delivering outstanding service to event planners and ensuring every event held in Buffalo is seamless, successful, and memorable.

## CLIENT SITE VISITS - February 2025

Association	SMERF	Sports	Tour & Travel
<b>4</b>	<b>0</b>	<b>1</b>	<b>1</b>

## CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
<b>4</b>	<b>1</b>	<b>3</b>	<b>2</b>

## 2025 American Bus Association Marketplace - Philadelphia, PA



In February, Leah Mueller, VBN's Vice President of Sales & Services, attended the American Bus Association (ABA) Marketplace, a key industry event she has participated in for over 20 years. This conference continues to serve as an essential platform for identifying new business prospects, strengthening relationships with longstanding tour operator partners, and networking with industry peers. As in previous years, Visit Buffalo Niagara returned with valuable leads and opportunities that will contribute to future group travel business in the region.

# SALES & SERVICES ACTIVITIES - February 2025

## CELEBRATING GIRLS AND WOMEN IN SPORTS DAY



In recognition of National Girls & Women in Sports Day (NGWSD) this past February, Visit Buffalo Niagara and the Buffalo Niagara Sports Commission proudly celebrated the achievements of girls and women in sports. This national initiative highlights the transformative power of sports in unlocking limitless potential and emphasizes the importance of equitable access to athletic opportunities for all.

As part of our commitment to supporting and promoting women's sports, we are thrilled to welcome an exciting lineup of women's sporting events to Buffalo and Erie County throughout 2025. These events will provide valuable opportunities for female athletes of all ages to compete, grow, and inspire future generations.

### Upcoming Women's Sporting Events in 2025:

**Girls Only - NYSAA's Try Hockey For Free Event** – February 8, Northtown Center at Amherst

**Professional Women's Hockey League Takeover Tour** – February 23, KeyBank Center

**USCAA Division I & II Women's Small College Basketball National Championships** – March 7, Villa Maria College Athletic Center

**NYSAA Girls Tier I & II 12U, 14U, 16U & 19U State Championships** – March 7-9, Northtown Center at Amherst

**RCX Sports 2025 NFL Flag Football Regional Tournament** – March 15, Sahlen's Sports Park

**Pepsi-Cola Invitational - Pepsi All Girls Weekend** – March 28, Holiday Twin Rinks & Leisure Rinks

**Buffalo Niagara Dragon Boat River Festival** – June 14, Buffalo RiverWorks

**Aunt Rosie's Softball (U12 - U18 events)** – Various dates throughout June & July

Through these events, Visit Buffalo Niagara and the Buffalo Niagara Sports Commission continue to champion opportunities for female athletes and showcase Buffalo as a premier destination for women's sports. We look forward to celebrating these incredible athletes and fostering a more inclusive and dynamic sports community.

## SUPPORTING PROFESSIONAL WOMEN'S HOCKEY IN BUFFALO



Professional women's hockey took center stage at KeyBank Center as Buffalo hosted a PWHL Takeover Tour game, with support from Visit Buffalo Niagara and the Buffalo Niagara Sports Commission. Over 8,000 fans watched the New York Sirens face off against the Boston Fleet in a thrilling match that went into overtime and a shootout, highlighting the rising momentum of women's professional hockey. Amherst Youth Hockey also took the ice between periods, energizing the local community.

As the sixth stop on the league's North American tour, the event reinforced Buffalo's reputation as a top destination for major sports and its commitment to hockey development at all levels.

Thanks to partners including the Buffalo Niagara Sports Commission, Rob Crean & the Buffalo Sabres, and KeyBank Center, the event was a success and further solidified Buffalo as a hub for women's sports.



# MARKETING & COMMUNICATIONS KPIs - February 2025

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - February 2025

February Engaged Sessions		February Mobile Sessions		February Website Views		February Search Impressions		February All Video Views	
57,731		34,864		181,644		8,096,533		343,697	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-18.5%	70,846	-25.0%	46,513	-12.4%	207,326	-26.7%	11,039,781	-20.7%	433,208

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
128,577		81,377		388,970		19,136,314		776,905	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-25.3%	172,176	-24.0%	107,127	-16.5%	465,839	NEW KPI	NO HISTORY	-15.6%	920,036






## MEDIA RELATIONS PERFORMANCE - February 2025

February Media Placements		February Media Impressions		February Media Social Shares		February Media Touchpoints		February Media Visits	
25		67,337,227		3,700		2		1	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
56.3%	16	-61.4%	174,505,113	-24.5%	4,900	0.0%	2	#DIV/0!	0

## MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
41		241,337,060		8,600		4		1	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
41.4%	29	174.0%	88,064,214	452.0%	1,558	-77.8%	18	0.0%	1

## EXAMPLES OF FEBRUARY MEDIA HITS

<p><b>THE POINTS GUY</b> </p> <p>12 destinations where you can learn about Black history in America</p> <p><small>Benny Marx</small> Buffalo, New York</p>  <p><small>NIAGARA FALLS UNDERBRIDGE RAILROAD HERITAGE CENTER/FACEBOOK</small></p> <p>Founded in 1935, The Colored Musicians Club and Jazz Museum in Buffalo welcomed Black artists, providing a safe place to perform and enjoy music when they were often denied entry to other clubs and venues. The museum will</p> <p><b>Readership: 5,416,750</b></p>	<p><b>lonely planet</b></p> <p>15 cities with the most tantalizing food scenes</p> <p>14. Buffalo, USA</p> <p>Recommended by <b>Julia Buckley</b></p> <p>In 1964, the story goes, Teresa Bellissimo, owner of Buffalo's <b>Anchor Bar</b>, deep-fried some chicken wings for her hungry son and his student friends, then tossed them in cayenne hot sauce. That's how Buffalo Wings supposedly originated – and today you'll want to munch your way through the official (and lip-smackingly good) <b>Buffalo Wing Trail</b>. But there's far more to foodie Buffalo than chicken. There's beef on weck – salted, hard bread <b>kumme</b>weck rolls dusted with caraway seeds, stuffed with roast beef and a splodge of horseradish, and served with a pickle. Then there's sponge</p> <p><b>Readership: 3,297,798</b></p>	<p><b>FINANCE BUZZ</b></p> <p>The Hottest Chicken Wing Spot in Every State (#32 Is Where Buffalo Style Began)</p> <p>Get ready to savor the finger-licking flavors of your state's favorite wing haven.</p>  <p><small>Updated March 5, 2025 Fact checked by Sandy Baker Edited by Michael Kurko</small></p> <p>What do you think makes for the best chicken?</p> <p><b>32. New York: Anchor Bar (Buffalo)</b></p> <p>Anchor Bar in Buffalo is a must for this area, considering it's noted as the original home of the buffalo chicken wing.</p> <p><b>Readership: 10,189,366</b></p>	<p>The Official Magazine of #FWTWA <b>FOOD WINE TRAVEL Magazine</b></p>  <p><b>I Never Thought Buffalo Was This Cool</b></p> <p>February 11, 2025 Terri Guthrie</p> <p>Buffalo is one place I never expected to visit. I only knew its beloved Buffalo Bills football team and Buffalo Wings.</p> <p>But then I learned something new as I read <b>Texas Monthly</b> magazine. It had named the city's Southern Junction restaurant among "The Best Places in the USA to Get Texas BBQ (Outside of Texas)." Hmm. As it</p> <p><b>Readership: 7,119</b></p>	<p><b>Democrat &amp; Chronicle</b></p> <p>Buffalo, NY</p>  <p><small>The Buffalo skyline photographed from the Roswell Park Cancer Institute. File Photo 2010</small></p> <p>This "understated urban revival of one of America's architectural bounties" earned the 41st spot on the list. With 1.6 million in the Buffalo metro area, Buffalo is New York's second-largest city and is located in Erie County in western New York, bordering Lake Erie. It is just a stone's throw from Canada and Niagara Falls, which straddles the international border.</p> <p><b>Readership: 1,439,951</b></p>
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# MARKETING & COMMUNICATIONS KPIs - February 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025									
YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
117,662		29,278		93,703		35,033		168	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
0.2%	117,441	-0.3%	29,371	0.5%	93,265	0.4%	34,905	-2.3%	172

## EXAMPLES OF SOCIAL MEDIA POSTS - February 2025



February

Most Viewed

Social Media Post

"BuffaSNOW Art Trail"

59,871





## VBN'S BUFFaSNOW ART TRAIL

During the month of February, Visit Buffalo Niagara proudly introduced the BuffaSNOW Art Trail, a unique winter attraction that showcased larger-than-life, colorized snow sculptures at three iconic Erie County locations. Created in collaboration with artist Eric Jones, this initiative enhanced Buffalo's winter tourism appeal and provided residents and visitors with an interactive and visually stunning seasonal experience.

The BuffaSNOW Art Trail was open to the public free of charge and encouraged social media engagement, further promoting Buffalo as a premier winter destination. The sculptures were on display at the following locations:

- BearBNB** – The Buffalo Zoo, 300 Parkside Ave, Buffalo
- Tropical Parad-Ice** – Buffalo and Erie County Botanical Gardens, 2655 South Park Ave, Buffalo
- Magnificent** – Chestnut Ridge Park, Orchard Park, Erie County

This initiative highlighted our region's creativity and vibrant winter culture, inviting the community to explore, engage, and celebrate the season in Buffalo.



## BNP SUSTAINABLE TOURISM FORUM



Visit Buffalo Niagara was proudly represented by Vice President of Marketing, Karen Fashana, at the Buffalo Niagara Partnership's Hospitality Forum, where we participated in a dynamic panel discussion on sustainability in tourism. It was an excellent opportunity to highlight our region's commitment to sustainable travel practices and engage with industry leaders. We appreciate the Buffalo Niagara Partnership for hosting this important conversation and for the opportunity to contribute to the dialogue.

## DESTINATION PROFESSIONALS DAY



In February, Visit Buffalo Niagara proudly joined destinations across the country in celebrating National Destination Day, recognizing the vital role destination professionals play in driving tourism, supporting local economies, and enhancing community pride. The team marked the occasion by highlighting staff contributions on social media and participating in industry-wide conversations that showcased the impact of destination marketing and management.



# ORGANIZATIONAL ACTIVITIES - February 2025

## ONBOARDING NEW AGENCY OF RECORD

As part of our onboarding with our new agency of record, MMGY Global, Visit Buffalo Niagara hosted a two-day visit that combined strategic collaboration with an immersive introduction to Buffalo's distinct character. Together, we explored branding insights, media strategy, and key performance indicators—laying the groundwork for the upcoming launch of our new brand and advertising campaign set to debut in Q3. Beyond the boardroom, we introduced the MMGY team to Buffalo's rich history and vibrant culture with visits to The Buffalo History Museum, the Buffalo AKG Art Museum, and the Theodore Roosevelt Inaugural National Historic Site, as well as fun and flavorful experiences like curling at Buffalo RiverWorks and sampling our diverse culinary scene. The visit was both inspiring and productive, setting the stage for a bold new chapter in how we promote Buffalo to the world.



## U.S. TRAVEL ASSOCIATION POWER HOUR WITH CONGRESSMAN KENNEDY



The U.S. Travel Association's #TravelWorks campaign arrived in Buffalo this winter for a Power Hour event that brought together Congressman Tim Kennedy and key tourism leaders to underscore the vital role the travel industry plays in driving economic growth and job creation. Congressman Kennedy remarked, "The Buffalo Niagara region is a premier destination, and travelers are taking note."

The event featured Patrick Kaler, President and CEO of Visit Buffalo Niagara; Congressman Timothy Kennedy (NY-26); John Percy, CDME, President and CEO of Destination Niagara USA; and Nicole Porter, Vice President of Political Affairs at the U.S. Travel Association. They were joined by more than twenty tourism industry leaders from Erie and Niagara counties, reflecting a strong regional commitment to collaboration and the continued advancement of the travel sector.

"The Power Hour event was a pivotal opportunity to highlight the tremendous economic impact of travel and tourism on our region," said Patrick Kaler. "Buffalo and Niagara Falls continue to gain recognition as must-visit destinations that offer rich cultural experiences, iconic attractions, and thriving local businesses." The conversation was especially timely, taking place as early discussions of potential U.S. tariffs on Canadian goods began to raise concern and influence Canadian traveler sentiment toward cross-border visits.

## FEBRUARY INDUSTRY NIGHT AT THE ROSE

Visit Buffalo Niagara hosted a successful Industry Night in February at The Rose, welcoming more than 70 attendees for an evening of networking and celebration. Special thanks to our gracious hosts, Lisa and Chris Roosevelt, and their outstanding team for creating such a warm and welcoming atmosphere.

To stay informed about future Industry Night events and the latest happenings in Buffalo's tourism scene, we encourage partners to subscribe to our weekly *In the BUF* newsletter, delivered every Thursday. The newsletter highlights industry news, local attractions, hotels, restaurants, and more—including *Buffalo Niagara This Week*, a curated roundup of top events happening across Erie County.



# BUFFALO CONVENTION CENTER KPIs - February 2025

## BCC REVENUE PERFORMANCE - February 2025

February Total Revenue		February Rent Revenue		February Food & Beverage Revenue		February Electrical Revenue		February Other Revenue	
\$335,145		\$62,876		\$250,533		\$17,703		\$4,033	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
41.5%	\$236,832	-35.7%	\$97,794	109.9%	\$119,354	-10.1%	\$19,684	403300.0%	\$0

## BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$571,977		\$160,670		\$369,887		\$52,180		\$4,033	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-39.2%	\$940,871	-7.2%	\$173,076	-48.7%	\$721,235	31.5%	\$39,685	-41.3%	\$6,875

## BCC OPERATIONS PERFORMANCE - February 2025

February Total Events Held		February Conventions		February Meetings		February Banquets		February Consumer/Public Shows	
8		2		3		2		1	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Dec. 2023
-20.0%	10	#DIV/0!	0	-25.0%	4	-50.0%	4	-50.0%	2

## BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
18		2		7		6		3	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
20.0%	15	-50.0%	4	40.0%	5	100.0%	3	0.0%	3

## BCC EVENT ATTENDANCE - February 2025

February Total Event Attendance	
9,039	
Change	Jan-24
-49.1%	17,763

## BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
26,802	
Change	2024
-12.3%	30,573

## BCC DAYS OCCUPIED - February 2025

February Total Number of Days Occupied	
23	
Change	Jan-24
15.0%	20

## BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
43	
Change	2024
-4.4%	45

# BCC SALES ACTIVITY KPIs - February 2025

## LEADS GENERATED PERFORMANCE - February 2025

February Total Leads Generated		February BCC Generated Leads		February VBN Generated Leads		February Confirmed Bookings	
17		6		11		12	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-5.6%	18	-50.0%	12	10.0%	10	-52.0%	25

## LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
39		18		21		37	
Change	2024	Change	2024	Change	2024	Change	2024
62.5%	24	28.6%	14	110.0%	10	37.0%	27

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - February 2025

February Total Solicitation Calls		February Existing Client Calls/Contact		February New Client Calls/Contact		February Lost Business	
52		11		41		7	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-38.1%	84	-57.7%	26	-29.3%	58	0.0%	7

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - YTD 2025

YTD Total Solicitation Calls		YTD Existing Client Calls/Contact		YTD New Client Calls/Contact		YTD Lost Business	
136		37		99		14	
Change	2024	Change	2024	Change	2024	Change	2024
34.7%	101	-28.8%	52	102.0%	49	16.7%	12

## BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	100	71	43	24
Expected Attendance	249,975	172,743	196,859	214,082	160,765	119,450
Expected Hotel Room Nights	25,000	21,094	19,456	26,326	14,282	1,893
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 29,162,007	\$ 23,777,935	\$ 17,784,034	\$ 13,453,430

\* Final for year \*\*Updated monthly

## EXAMPLES OF BCC BUSINESS HELD IN FEBRUARY 2025



**MOOG**



New York Bar Exam



**BUFFALO  
CONVENTION  
CENTER**

## Visit Buffalo Niagara Board of Directors

### Officers

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

### Members

Terry Alford, Michigan Street African-American Corridor  
Mark Alnut, University of Buffalo Department of Athletics  
Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Department of Environment & Planning  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
Mark Glasgow, Erie County Legislature Majority Caucus Appointee  
Brian Gould, City of Buffalo Appointee  
Patrick Kaler, Visit Buffalo Niagara CEO  
Bob Karmazyn, Embassy Suites Buffalo  
William Paladino, Erie County Legislature Minority Caucus Appointee  
Shannon Patch, Delaware North  
Steven Ranalli, Erie County Stadium Corporation  
David Schutte, Schutte Hospitality Group  
Michelle Urbanczyk, Explore and More Children's Museum

## Data Sources For This Key Performance Indicator Report:

Cevis Technologies  
Cision  
Destinations International  
Google Analytics  
Key Data  
Longwoods International  
Lou Hamond Group  
MMGY  
Momentus Technologies  
Sales Force Marketing Cloud  
Simpleview  
STR (Smith Travel Research)  
Tourism Economics  
U.S. Travel Association  
Zartico



**Purpose Statement:**  
We champion America's greatest  
reimagined city.

## Visit Buffalo Niagara Staff

Jennifer Bialek, Executive Assistant to the CEO  
Drew Brown, Senior Content Director  
Michele Butlak, Accounting & Benefits Manager  
Brooke Chavanne, Administrative Sales Assistant  
Karen Cox, Director of Convention Services  
Karen Fashana, Vice President of Marketing  
Brian Hayden, Senior Director of Marketing & Communications  
Nick Householder, Destination Experience Specialist  
Patrick Kaler, President & CEO  
Michelle Kearns, Director of Communications  
David Marzo, Chief Financial Officer  
Leah Mueller, Vice President of Sales and Services  
Hailey Muscarella, Administrative Assistant Business Intelligence  
Heather Nowakowski, Senior Director of Business Intelligence  
Temekia Powers, National Sales Director  
Kate Scaduto, Marketing & Social Media Manager  
Renata Toney, Vice President of Destination Experience  
Marisa Urbana, Convention Services Manager  
Meredith Walsh, National Sales Manager  
Meaghan Zimmer, National Sales Director  
TBD, Industry Relations Assistant  
TBD, Graphic Designer  
TBD, Marketing Specialist  
TBD, Visitor Center Manager

## Buffalo Niagara Sports Commission Staff

James Adler, Director of Sports Sales  
Greg Gelinis, Director of Sports Development  
Patrick Kaler, President & CEO  
Leah Mueller, Vice President of Sales & Services  
Lauren Vargo, Sports Services Manager

## Buffalo Convention Center Staff

Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
Lorna Cullen, Office Manager  
Jamie Flood, Controller  
Patrick Kaler, President & CEO  
Craig Landseadel, Executive Chef  
Mary Ann Martin, Bookkeeper & Benefits Manager  
Heather Petrino, Sales & Services Coordinator  
Ken Sanford, Chief Engineer  
Christie Walker, Convention & Event Services Manager  
Michael Will, Director of Operations  
Colleen Willis, Director of Sales  
Danielle Winiarski, Assistant General Manager  
Marc Witman, Operations Manager  
Alishia Vega, Front Desk Receptionist  
Jolani Yeager, Sales & Catering Manager

**BUFFALO  
CONVENTION  
CENTER**

### **Purpose Statement:**

**We inspire connection through  
unparalleled hospitality, collaborative  
partnerships, and exceptional  
experiences.**