



**MONTHLY
KPI
DASHBOARDS**
January 2025



**BUFFALO
CONVENTION
CENTER**

ERIE COUNTY HOTEL & SHORT-TERM RENTAL KPIs - JANUARY 2025

ERIE COUNTY HOTEL PERFORMANCE - January 2025									
January Revenue		January Occupancy		January Demand		January Average Daily Rate		January RevPAR	
\$19,080,672		43.9%		137,868		\$138.40		\$60.76	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
-7.6%	\$20,650,413	-12.2%	50.0%	-12.1%	156,770	5.1%	\$131.72	-8.0%	\$66.01
ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD									
YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$19,080,672		43.9%		137,868		\$138.40		\$60.76	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
0.4%	\$19,008,596	-4.1%	45.8%	-3.4%	142,672	3.9%	\$133.23	-0.5%	\$61.04

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - January 2025									
January Revenue		January Occupancy		January Guest Check-Ins		January Average Daily Rate		January RevPAR	
\$2,571,617		19.9%		5,383		\$156.00		\$31.00	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
-30.7%	\$3,713,289	-20.1%	24.9%	-14.6%	6,305	-13.8%	\$181.00	-31.1%	45.00
ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD									
YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$2,571,617		19.9%		5,383		\$156.00		\$31.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
35.1%	\$1,903,856	15.0%	17.3%	39.2%	3,867	0.0%	\$156.00	14.8%	\$27.00

BUF AIRPORT PASSENGERS - January 2025	
January BUF Airport Passenger Traffic	
324,058	
Change	December 2024
-18.3%	396,492
BUF AIRPORT PASSENGERS - FY 2025 YTD	
YTD BUF Passenger Traffic	
324,058	
Change	2024
13.8%	284,759

CROSS BORDER TRAFFIC - January 2025	
January U.S./Canada Cross Border Bridget Traffic	
285,231	
Change	December 2024
-21.5%	363,236
CROSS BORDER TRAFFIC - FY 2024 YTD	
YTD U.S./Canada Cross Border Bridget Traffic	
285,231	
Change	2024
10.2%	258,718



SALES & SERVICES KPIs - January 2025

LEADS GENERATED PERFORMANCE - January 2025

January Leads Generated		January Leads Room Nights		January Leads Attendance		January Leads Economic Impact	
55		30,428		39,278		\$50,066,597	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
83.3%	30	56.4%	19,451	96.5%	19,984	197.4%	\$16,836,744

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
55		30,428		39,278		\$50,066,597	
Change	2024	Change	2024	Change	2024	Change	2024
44.7%	38	70.3%	17,869	91.6%	20,495	172.7%	\$18,356,583

DEFINITE BOOKINGS PERFORMANCE - January 2025

January Definite Bookings		January Definite Room Nights		January Definite Attendance		January Definite Economic Impact	
23		13,723		14,854		\$10,715,829	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
43.8%	16	104.6%	6,707	-41.1%	25,232	22.9%	\$8,716,534

DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
23		13,723		14,854		\$10,715,829	
Change	2024	Change	2024	Change	2024	Change	2024
35.3%	17	48.3%	9,256	14.9%	12,925	18.3%	\$9,060,137

EVENTS HELD PERFORMANCE - January 2025

January Events Held		January Events Held Hotel Rooms		January Events Held Attendance		January Groups Served	
12		12,075		12,144		3	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
100.0%	6	124.8%	5,371	84.6%	6,580	-40.0%	5

EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
12		12,075		12,144		3	
Change	2024	Change	2024	Change	2024	Change	2024
-7.7%	13	-4.4%	12,630	-14.0%	14,125	-50.0%	6

SALES & SERVICES ACTIVITIES - January 2025

LOST LEADS - January 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - Jan 2025		PARTNER REFERRALS - YTD 2025	
January Lost Business Leads		YTD Lost Business Leads		January Partner Referrals		YTD Partner Referrals	
11		11		72		72	
Change	Dec. 2024	Change	2024	Change	Dec. 2024	Change	2024
0.0%	11	0.0%	11	260.0%	20	242.9%	21

TRADESHOW ATTENDANCE - January 2025

 <p>RCMA Emerge Conference/Tradeshow Phoenix, AZ January 6-8 Meredith Walsh & Leah Mueller</p>	 <p>Convening Leaders Convention & Tradeshow Houston, TX January 12-15 Temeka Powers</p>	 <p>Conference & Tradeshow Las Vegas, NV January 16-17 Greg Gelinas</p>	 <p>Conference & Tradeshow San Juan, PR January 27-31 James Adler</p>
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CLIENT SITE VISITS - January 2025

Association	SMERF	Sports	Tour & Travel
0	0	2	1



The Buffalo Niagara Sports Commission proudly supported an exciting cross-town basketball doubleheader featuring the Villa Maria College and Bryant & Stratton College - Buffalo Women's and Men's Basketball Teams. This high-energy event brought the community together, showcasing local collegiate talent and strengthening regional sports engagement.

As part of our commitment to enhancing the fan experience, the Sports Commission provided free commemorative towels to attendees. Additionally, we were honored to welcome distinguished guests Barbara Jean Bertges and Jared Sullenberger from the United States Collegiate Athletic Association, further reinforcing Buffalo's reputation as a premier destination for collegiate athletics.



Visit Buffalo Niagara kicked off the year at RCMA's EMERGE conference in Phoenix, where Leah Mueller and Meredith Walsh promoted Buffalo as a top destination for faith-based meetings.

Key takeaways:

- 94% of faith-based planners expect industry growth.
- 70% foresee expansion within their organizations.
- Buffalo stands out as a prime location for faith-based events.

In July, we'll host RCMA's top planners for an in-depth look at our destination, strengthening our position in this growing market.

MARKETING & COMMUNICATIONS KPIs - January 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - January 2025

January Engaged Sessions		January Mobile Sessions		January Website Views		January Organic Search Impressions		January All Video Views	
70,846		46,513		207,326		19,128,322		433,208	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
-18.9%	87,327	-26.0%	62,868	-16.1%	246,984	88.4%	10,150,538	-10.8%	485,568

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Organic Search Impressions		YTD Shared Social Posts	
70,846		46,513		207,326		19,128,322		433,208	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-9.4%	78,192	-5.1%	49,021	-8.4%	226,268	NEW KPI	NO HISTORY	-8.8%	474,960

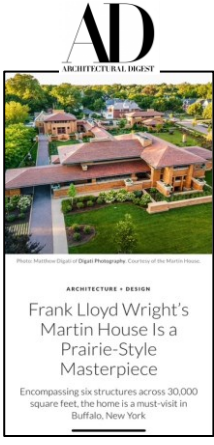
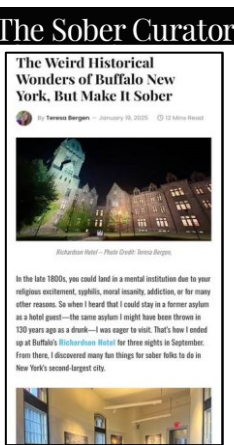
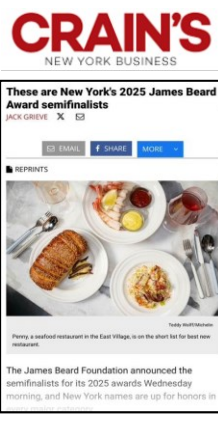

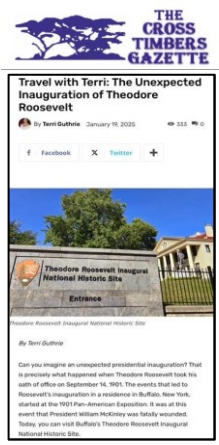
MEDIA RELATIONS PERFORMANCE - January 2025

January Media Placements		January Media Impressions		January Media Social Shares		January Media Touchpoints		January Media Visits	
16		174,505,113		7		2		0	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
220.0%	5	698.3%	21,860,201	600.0%	1	100.0%	1	-100.0%	1

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
16		174,505,113		7		2		0	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-11.1%	18	344.0%	39,300,567	-99.5%	1,277	-75.0%	8	#DIV/0!	0

EXAMPLES OF JANUARY MEDIA HITS

 <p>AD ARCHITECTURAL DIGEST</p> <p>Frank Lloyd Wright's Martin House Is a Prairie-Style Masterpiece</p> <p>Readership: 3,666,329</p>	 <p>The Sober Curator</p> <p>The Weird Historical Wonders of Buffalo New York. But Make It Sober</p> <p>Readership: 13,659</p>	 <p>CRAIN'S NEW YORK BUSINESS</p> <p>These are New York's 2025 James Beard Award semifinalists</p> <p>Readership: 219,499</p>	 <p>GO WORLD TRAVEL MAGAZINE</p> <p>Following Buffalo, New York's Vegan Wing Trail</p> <p>Readership: 33,037</p>	 <p>THE CROSS TIMBERS GAZETTE</p> <p>Travel with Terri: The Unexpected Inauguration of Theodore Roosevelt</p> <p>Readership: 39,594</p>
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MARKETING & COMMUNICATIONS KPIs - January 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025									
YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
117,441		29,371		93,265		34,905		172	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
15.9%	101,301	-1.2%	29,727	13.6%	82,107	26.1%	27,684	-2.8%	177

EXAMPLES OF SOCIAL MEDIA POSTS - JANUARY 2025



JANUARY MOST VIEWED POST
"Today Show Buffalo Bills Pep Rally"
109,400 views







2025 VISIT BUFFALO NIAGARA VISITOR GUIDE

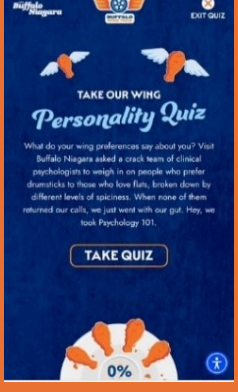









BUFFALO WING TRAIL SOCIAL MEDIA



Take the Buffalo Wing Trail Personality Quiz.

I'm the Flame Flinger



NEW FOR 2025 GUIDE

Buffalo is set for a landmark 2025 with exciting new attractions, renovations, and expansions celebrating its waterfront history and African American heritage. These developments will boost the city's appeal as a top destination. Building on recent momentum, including the \$230 million Buffalo AKG Art Museum expansion in 2023, Buffalo continues to evolve with new amenities, restaurants, hotels, and architectural restorations, shaping a vibrant future.




BUFFALO CONVENTION CENTER KPIs - JANUARY 2025

BCC REVENUE PERFORMANCE - January 2025

January Total Revenue		January Rent Revenue		January Food & Beverage		January Electrical Revenue		January Other	
\$236,832		\$97,794		\$119,354		\$19,684		\$0	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
-21.9%	\$303,196	439.7%	\$18,120	-57.1%	\$277,901	949.8%	\$1,875	-100.0%	\$5,300

BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage		NEW KPI - YTD Concessions Revenue		YTD Electrical Revenue	
\$236,832		\$97,794		\$119,354		\$34,477		\$0	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-68.7%	\$755,758	169.2%	\$36,330	-64.8%	\$339,116	1043.1%	\$3,016	-100.0%	\$1,850

BCC OPERATIONS PERFORMANCE - January 2025

January Total Events Held		January Conventions		January Meetings		January Banquets		January Consumer/Public	
10		0		4		4		2	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
25.0%	8	#DIV/0!	0	300.0%	1	-33.3%	6	100.0%	1

BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public	
10		0		4		4		2	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
11.1%	9	-100.0%	2	100.0%	2	300.0%	1	-50.0%	4

BCC EVENT ATTENDANCE - January 2024

January Total Event Attendance	
17,763	
Change	December 2024
299.4%	4,447

BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
17,763	
Change	2024
135.4%	7,546

BCC DAYS OCCUPIED - January 2025

January Total Number of Days Occupied	
20	
Change	December 2024
11.1%	18

BCC DAYS OCCUPIED - FY 2024 YTD

YTD Total Number of Days Occupied	
20	
Change	2024
11.1%	18

BCC SALES ACTIVITY KPIs - January 2025

LEADS GENERATED PERFORMANCE - January 2025

January Total Leads Generated		January BCC Generated Leads		January VBN Generated Leads		January Confirmed Bookings	
18		12		6		25	
Change	Dec. 2224	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
157.1%	7	200.0%	4	100.0%	3	150.0%	10

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
18		12		6		25	
Change	2024	Change	2024	Change	2024	Change	2024
63.6%	11	140.0%	5	0.0%	6	19.0%	21

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - January 2025

January Total Solicitation Calls		January Existing Client		January New Client Calls/Contact		January Lost Business	
84		26		58		7	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
121.1%	38	136.4%	11	163.6%	22	75.0%	4

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	
84		26		58		7	
Change	2024	Change	2024	Change	2024	Change	2024
58.5%	53	13.0%	23	93.3%	30	250.0%	2

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	97	74	42	23
Expected Attendance	249,975	172,743	202,270	231,322	159,365	117,950
Expected Hotel Room Nights	25,000	21,094	23,741	25,416	14,282	1,893
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 29,079,642	\$ 25,224,025	\$ 17,639,568	\$ 13,315,853

* Final for year **Updated monthly

EXAMPLES OF BUFFALO CONVENTION CENTER BUSINESS HELD IN JANUARY 2025



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
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

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,
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 Assistant
TBD, Visitor Center Manager

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

Buffalo Niagara Sports Commission Staff

James Adler, Director of Sports Sales
Greg Gelinias, Director of Sports Development
Patrick Kaler, President & CEO
Leah Mueller, Vice President of Sales & Services
Lauran 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



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



Purpose Statement:
We inspire connection through
unparalleled hospitality, collaborative
partnerships, and exceptional
experiences.