



# MONTHLY KPI DASHBOARDS

March 2025



BUFFALO  
CONVENTION  
CENTER

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

## ERIE COUNTY HOTEL PERFORMANCE - March 2025

March Revenue		March Occupancy		March Demand		March Average Daily Rate		March RevPAR	
\$22,221,374		55.2%		173,772		\$127.88		\$70.65	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
25.5%	\$17,704,953	14.0%	48.4%	26.4%	137,501	-0.7%	\$128.76	13.4%	\$62.32

## ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$59,016,350		49.2%		449,259		\$131.36		\$64.63	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
1.3%	\$58,265,305	2.9%	47.8%	-1.3%	455,406	1.3%	\$129.71	4.3%	\$61.95

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

March Revenue		March Occupancy		March Guest Check-Ins		March Average Daily Rate		March RevPAR	
\$2,585,735		21.1%		4,900		\$149.00		\$32.00	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
12.4%	\$2,300,428	1.0%	20.9%	0.9%	4,854	0.0%	\$149.00	3.2%	\$31.00

## ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$7,419,622		20.5%		15,128		\$151.00		\$31.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
22.9%	\$6,036,721	9.0%	18.8%	20.4%	12,570	0.0%	\$151.00	10.7%	\$28.00

## BUF AIRPORT PASSENGERS - March 2025

March BUF Airport Passenger Traffic	
401,282	
Change	February 2025
22.9%	326,550
BUF AIRPORT PASSENGERS - FY 2025 YTD	
YTD BUF Passenger Traffic	
1,051,890	
Change	2024
2.9%	1,021,892

## CROSS BORDER TRAFFIC - March 2025

March U.S./Canada Cross Border Bridge Traffic	
293,582	
Change	February 2025
19.0%	246,792
CROSS BORDER TRAFFIC - FY 2024 YTD	
YTD U.S./Canada Cross Border Bridge Traffic	
825,605	
Change	2024
-8.3%	900,046
CROSS BORDER TRAFFIC - FY 2024 YOY	
March U.S./Canada Cross Border Bridge Traffic	
293,582	
Change	March 2024
-16.8%	353,027



# SALES & SERVICES KPIs - March 2025

LEADS GENERATED PERFORMANCE - March 2025							
March Leads Generated		March Leads Room Nights		March Leads Attendance		March Leads Economic Impact	
40		28,595		46,940		\$26,180,255	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-28.6%	56	-57.2%	66,837	-30.7%	67,702	-52.6%	\$55,282,199
LEADS GENERATED PERFORMANCE - YTD 2025							
YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
151		125,860		153,920		\$131,529,051	
Change	2024	Change	2024	Change	2024	Change	2024
32.5%	114	38.4%	90,927	51.1%	101,862	68.0%	\$78,273,622

DEFINITE BOOKINGS PERFORMANCE - March 2025							
March Definite Bookings		March Definite Room Nights		March Definite Attendance		March Definite Economic Impact	
25		14,244		17,361		\$10,401,627	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-24.2%	33	-34.1%	21,607	-10.5%	19,404	-37.1%	\$16,530,693
DEFINITE BOOKINGS PERFORMANCE - YTD 2025							
YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
81		49,450		51,619		\$37,648,149	
Change	2024	Change	2024	Change	2024	Change	2024
6.6%	76	23.9%	39,910	2.0%	50,620	8.8%	\$34,610,156

EVENTS HELD PERFORMANCE - March 2025							
March Events Held		March Events Held Hotel Rooms		March Events Held Attendance		March Groups Served	
24		20,896		24,210		19	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
0.0%	24	57.5%	13,264	-23.6%	31,698	90.0%	10
EVENTS HELD PERFORMANCE - YTD 2025							
YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
60		46,235		68,052		34	
Change	2024	Change	2024	Change	2024	Change	2024
11.1%	54	13.1%	40,862	36.7%	49,787	17.2%	29

# SALES & SERVICES ACTIVITIES - March 2025

LOST LEADS - March 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - Mar. 2025		PARTNER REFERRALS - YTD 2025	
March Lost Business Leads		YTD Lost Business Leads		March Partner Referrals		YTD Partner Referrals	
34		59		22		119	
Change	Feb. 2025	Change	2024	Change	Feb. 2025	Change	2024
142.9%	14	37.2%	43	-12.0%	25	-50.4%	240

## TRADESHOW ATTENDANCE - March 2025

 <p><b>CHRISTIAN CAMP &amp; CONFERENCE ASSOCIATION</b></p> <p>Conference &amp; Tradeshow Colorado Springs, CO March 4-4 Meredith Walsh</p>	 <p><b>select TRAVELER CONFERENCE</b></p> <p>Tradeshow Owensboro, KY March 9-11 Leah Mueller</p>	 <p><b>ESSAE</b> GUIDE. EMPOWER. LEAD. EMPIRE STATE SOCIETY OF ASSOCIATION EXECUTIVES</p> <p>Conference &amp; Tradeshow Albany, NY March 20 Meaghan Zimmer</p>	 <p><b>MIC of Colorado</b> Meetings Industry Council of Colorado</p> <p>Tradwshow Denver, CO March 24-25 Meaghan Zimmer</p>
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Meaghan Zimmer, National Sales Director at Visit Buffalo Niagara, recently represented the destination at the Meetings Industry Council (MIC) of Colorado's Educational Conference & Trade Show—marking the organization's first time attending this premier event. With a strong concentration of national meeting planners in attendance, the MIC Conference presented a valuable opportunity to position Buffalo as a competitive and welcoming host city for future conventions and meetings. By entering a new and strategically important market, Zimmer was able to build meaningful relationships, share Buffalo's story, and generate interest that could lead to increased group business and economic impact for the region. At our interactive booth, we asked the tough question, "Flats or Drums?"



## CLIENT SITE VISITS - March 2025

Association	SMERF	Sports	Tour & Travel
1	1	0	2

## CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
5	2	3	4

## BUFFALO HOSTS 2025 NJCAA SWIMMING & DIVING CHAMPIONSHIPS



The Buffalo Niagara Sports Commission and Visit Buffalo Niagara, in partnership with Erie Community College, hosted the 2025 NJCAA Men's and Women's Swimming & Diving Championships from March 5–8 at the Burt Flickinger Athletic Center.

The event drew over 300 top junior college athletes from across the country for four days of national competition. The state-of-the-art venue provided an exceptional experience for competitors and fans alike, while generating increased hotel stays and visitor spending.

Thanks to ECC and all involved for helping showcase Buffalo as a premier destination for collegiate sports.



# SALES & SERVICES ACTIVITIES - March 2025

## 34 TEAMS FROM ACROSS THE COUNTRY WELCOMED TO BUFFALO FOR USCAA

In March, Buffalo and Erie County proudly welcomed 34 teams and their fans from across the country for the USCAA Basketball National Championships—a first-time event for our region that proved to be an incredible success. The Buffalo Niagara Sports Commission is thrilled with the outcome and grateful for the community-wide collaboration that helped showcase why hosting events in Erie County is something special.

The eight-day tournament not only delivered an outstanding experience for student-athletes and visitors, but also made a measurable impact on our local economy. Hotel occupancy across the region saw a 14.2% week-over-week increase, reflecting the significant boost in travel and tourism activity generated by the event.

From venue support to hospitality services, the seamless coordination across our partners played a key role in creating a memorable championship experience.

A sincere thank you to all who helped make this event possible:

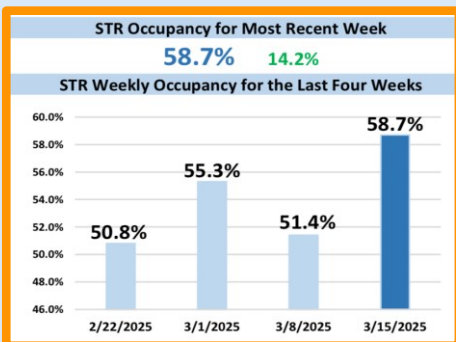
- Bryant & Stratton College – Buffalo
- Villa Maria College
- Erie Community College
- D’Youville University
- Erie County
- City of Buffalo
- Buffalo RiverWorks
- Buffalo Civic Auto Ramps, Inc.

Your partnership and dedication were instrumental in the success of this national championship, and we look forward to building on this momentum for future events.



## THE IMPACT OF ONE BASKETBALL TOURNAMENT ON ERIE COUNTY

In March 2025, Buffalo and Erie County experienced a notable surge in tourism activity driven by the successful hosting of the United States Collegiate Athletic Association (USCAA) Men’s and Women’s Basketball National Championships. Over the course of eight days, the event brought 34 teams and their fans from across the country, creating a substantial boost in visitor spending across hotels, restaurants, and local attractions during a typically slower travel period.



The impact of the tournament is clearly reflected in hotel performance. According to STR data, hotel occupancy for the week ending March 15, 2025, climbed to 58.7%, up from 51.4% the previous week—marking a 14.2% week-over-week increase. This was the highest occupancy rate recorded over the last four weeks, underscoring the value of sports tourism in driving economic activity during the shoulder season.

Looking ahead, March 2026 is shaping up to be a landmark month for collegiate basketball fans in Buffalo. Visit Buffalo Niagara and the Buffalo Niagara Sports Commission are proud to welcome back the USCAA Men’s and Women’s Basketball National Championships, and will also host Rounds 1 & 2 of the NCAA Men’s Basketball Tournament at KeyBank Center. These back-to-back events are expected to draw thousands of athletes, families, and fans, generating strong economic returns and reinforcing Buffalo’s reputation as a premier destination for major sporting events.

# MARKETING & COMMUNICATIONS KPIs - March 2025

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - March 2025

March Engaged Sessions		March Mobile Sessions		March Website Views		March Search Impressions		March All Video Views	
70,410		45,685		217,444		9,259,634		217,444	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-0.6%	70,846	-1.8%	46,513	4.9%	207,326	-16.1%	11,039,781	19.7%	181,644

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
198,987		127,062		606,414		28,395,948		606,414	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-34.9%	305,504	-34.9%	195,292	-2.6%	622,507	NEW KPI	NO HISTORY	-29.2%	856,376




## MEDIA RELATIONS PERFORMANCE - March 2025

March Media Placements		March Media Impressions		March Media Social Shares		March Media Touchpoints		March Media Visits	
13		4,398,570		836		26		0	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-48.0%	25	-93.5%	67,337,227	-77.4%	3,700	44.4%	18	#DIV/0!	0

## MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
54		245,735,630		9,436		60		1	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
10.2%	49	-44.3%	441,427,620	288.2%	2,431	106.9%	29	-75.0%	4

## EXAMPLES OF March MEDIA HITS

<p><b>TastingTable.</b></p> <p>How Pizza And Chicken Wings Became A Classic Combo</p> <p>Buffalo, NY is the birthplace of this combo</p>  <p>The truth is that when the Todoros launched their wing business in 1994, hot Buffalo chicken wings were a relatively new dish in the culinary world. A handful of decades earlier, right around the time the eldest Joe Todoraro opened La Nova Pizza, wings were seen as a "throwaway" cut of meat. It wasn't until the 1960s when two restaurants, Wings and Things and Anchor Bar, began serving saucy, fried chicken wings that this classic became inextricably tied to the food scene of Buffalo, New York.</p> <p><b>Readership: 8,638,644</b></p>	<p><b>Condé Nast Traveler</b></p> <p>28 Spring Travel Deals to Ring in the Season</p> <p>Ring in spring with a staycation at the Curtiss Hotel</p> <p>The Curtiss Hotel in Buffalo, New York, is a boutique hotel that blends historic charm with modern sophistication. Housed in a beautifully restored early 20th-century landmark building, the hotel offers fine dining at the renowned Chez Ami, home to the city's only revolving bar, and stunning panoramic views of downtown Buffalo in its rooftop lounge. The hotel also features a lavish indoor/outdoor urban hot springs experience, making it a premier destination for both visitors and locals seeking a refined, unforgettable stay. Now through April 30, the resort is offering a Spring Staycation Package for guests that includes a one night stay for two in standard king room, dinner at Chez Ami Restaurant, unlimited use of the hotel's unique</p> <p><b>Readership: 102,030</b></p>	<p><b>yahoo!creators</b></p> <p>The ultimate U.S. travel bucket list: Top 20 tourist attractions ranked</p> <ol style="list-style-type: none"> <li>Central Park in New York, New York</li> <li>National Mall in Washington, DC.</li> <li>Balboa Park in San Diego, California</li> <li>Smithsonian National Museum of History in Washington, DC.</li> <li>Times Square in New York City, New York</li> <li>Rockefeller Center in New York City, New York</li> <li>Niagara Falls in Buffalo, New York</li> <li>Golden Gate Park in San Francisco, California</li> <li>Magic Kingdom Park in Orlando, Florida</li> <li>Brooklyn Bridge Park in New York, New York</li> </ol> <p><b>Readership: 5,704,883</b></p>	<p><b>I ♥ NY</b></p> <p>28 Spring Festivals You Can't Miss in New York State</p> <p>Buffalo Cherry Blossom Festival: April 26-27 (Greater Niagara)</p>  <p>Buffalo's beloved spring celebration is back for its 12th year at the Japanese Garden in Delaware Park. Join in the seasonal splendor with festival highlights that include live music, pink boat rides, taiko drumming, pink parade, origami, Japanese cultural displays, food trucks, and tons of beautiful cherry blossoms! Plus, a pop-up tea ceremony will also take place on the Portico of the Buffalo History Museum. Buffalo; admission is free.</p> <p><b>Readership: 356,306</b></p>	<p><b>TRAVEL AWAITS</b></p> <p>Top 8 Spots to Eat Buffalo Wings in Buffalo, NY</p> <p>Mammoser's Tavern &amp; Restaurant</p>  <p>In 1976, restaurateur Phyllis Mammoser decided to add her twist to the buffalo wing: she avoided the standard Frank's Red Hot sauce,</p> <p><b>Readership: 120,310</b></p>
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# MARKETING & COMMUNICATIONS KPIs - March 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025									
YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
118,516		29,245		94,522		35,360		507	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
16.5%	101,725	-1.8%	29,793	13.0%	83,622	26.1%	28,040	-6.1%	540

## EXAMPLES OF SOCIAL MEDIA POSTS - March 2025



**March**  
**Most Viewed**  
**Social Media Post**  
**"Paczki Day"**  
**70,542**








## SPRING CAMPAIGN PROMOTION IN FULL BLOOM


Spring has officially arrived in Buffalo, bringing with it renewed energy, vibrant blooms, and a full slate of seasonal activities that highlight our destination's natural beauty and cultural vibrancy.

Visit Buffalo Niagara has launched its spring promotion campaign encouraging visitors to explore everything the season has to offer—from ballgames and scenic trails to festivals, cherry blossoms, and neighborhood strolls. Our digital marketing efforts are directing potential visitors to curated seasonal content designed to inspire immediate travel planning.


As the city awakens from winter, we're capitalizing on the momentum to drive visitation, support our local tourism partners, and showcase Buffalo at one of its most picturesque times of year.




**SIGNS OF SPRING IN THE BUF**  
Spring makes its presence known in Buffalo.  
[READ MORE →](#)



**OUR CITY OF MURALS**  
Explore the colors of Buffalo.  
[READ MORE →](#)



**AWE-INSPIRING HIKES**  
Get outside and blaze a trail.  
[READ MORE →](#)



**Clarence Bike Path**  
Choices abound if you decide to give the Clarence Bike Path a try. You can jump on the path at a number of places, as it crosses numerous roads along the length.

## BUFFALO LOVES CANADA AT THE BUFFALO BANDITS GAME



Visit Buffalo Niagara and the Buffalo Niagara Sports Commission proudly celebrated our Canadian neighbors during a special Buffalo Loves Canada activation at the Buffalo Bandits game this past weekend. The event served as a dynamic reminder of the strong cross-border ties that unite our region and the vital role Canadian visitation plays in our local tourism economy.

The energy in the arena was electric, and the message was clear—Buffalo truly values our Canadian friends. A special thank you goes to the Buffalo Marriott LECOM HARBORCENTER and our partners in the local hospitality community, including attractions, restaurants, and breweries, for helping us offer a dream Buffalo getaway to one lucky Canadian fan.

We look forward to welcoming them—and many more visitors from across the border—back to Buffalo in the near future.

# ORGANIZATIONAL ACTIVITIES - March 2025

## VISIT BUFFALO NIAGARA RESPONSE TO BED TAX PROPOSALS

### Opposition to Proposed 3% Bed Tax Increases in Buffalo and Cheektowaga

Visit Buffalo Niagara (VBN) formally opposes the proposed 3% hotel bed tax increases in the City of Buffalo and the Town of Cheektowaga. As Erie County's official destination marketing organization, we are deeply concerned about the negative consequences of these increases on our region's competitiveness, particularly as the funds would be used to fill municipal budget deficits rather than support tourism marketing or destination-related infrastructure.

#### Key Concerns:

##### Competitive Disadvantage Nationally

The proposed tax hikes would increase the total tax on hotel rooms in Buffalo and Cheektowaga from 13.75% to 16.75%, placing the region among the nation's top 25 most heavily taxed hotel markets, tied with San Francisco. This elevated rate could severely disadvantage Buffalo in securing conventions, meetings, and leisure travel business, particularly when competing against cities with more favorable tax environments and newer or expanded facilities.

##### Timing Amid Hotel Inventory Challenges

Buffalo is already facing supply-side limitations in the meetings and events sector, with the 500-room Buffalo Grand Hotel still closed and uncertainty surrounding the timeline for The Statler Hotel's reopening. These conditions already make hosting large-scale events difficult. A higher tax burden now would compound these challenges and risk losing future business to more competitive destinations.

##### Flawed Revenue Assumptions from Visitor Demand

Assumptions that a 3% bed tax increase will generate substantial new revenue overlook several key market realities. Overall travel demand remains uneven, and Buffalo faces headwinds in rebuilding group business, especially amid hotel inventory challenges and a soft convention pipeline. Compounding this is the current decline in Canadian visitation—historically, a substantial segment for Buffalo and Cheektowaga hotels. Canadian tariffs have negatively impacted cross-border travel, an unfavorable exchange rate, and rising political tensions, including rhetoric suggesting Canada's alignment as a potential "51st state," inflamed public sentiment and decreased U.S. destination coverage in Canadian media. While Canadian travelers are not the only source of room nights, historically they have accounted for 35-40% of Buffalo and Erie County visitation, the ongoing volatility in this key market further weakens the reliability of projected revenue gains from the proposed tax increase.

##### Inconsistent with Industry Best Practices

The American Hotel & Lodging Association (AHLA) and New York State Hospitality and Tourism Association (NYSHTA) have consistently opposed bed tax increases used for general municipal budgets. They advocate for revenues explicitly directed toward destination marketing, tourism promotion, or infrastructure improvements like convention centers that drive future travel demand. These taxes weaken the tourism ecosystem and threaten long-term economic returns when used otherwise.

##### Risk of Reduced Travel Demand

Raising hotel taxes without reinvesting in tourism marketing or improving visitor experiences may cause a decline in occupancy and average daily rates, especially among cost-sensitive leisure travelers and price-conscious meeting planners. Rather than generating new revenue, the tax increase could reduce overall regional tourism spending.

Visit Buffalo Niagara urges policymakers to reconsider the proposed bed tax increases. Taxing overnight visitors to fund general government operations is a short-sighted strategy that risks long-term damage to the regional tourism economy. At a time when Buffalo is working to grow its national meeting footprint and regain its cross-border visitation, imposing one of the highest tax rates in the country without reinvesting in destination development will only set our community back. We stand ready to collaborate with municipal leaders to pursue solutions supporting fiscal sustainability and a thriving visitor economy.

## CONGRATULATIONS WESTIN BUFFALO



We're proud to celebrate The Westin Buffalo—led by General Manager and Visit Buffalo Niagara Board Member Thomas Long—for earning two top honors from Delaware North: Hotel of the Year and the Reputational Excellence Award for GuestPath®.

These awards highlight The Westin's exceptional guest service and operational excellence. As Thomas Long noted, "This recognition reflects the dedication and teamwork of our entire staff—from the front desk to Patina 250—who consistently deliver unforgettable guest experiences."

Congratulations to Thomas and the entire Westin Buffalo team for this outstanding achievement that continues to elevate Buffalo as a premier travel destination.

# ORGANIZATIONAL ACTIVITIES - March 2025

## GREAT LAKES USA & CRUISE THE GREAT LAKES ANNUAL MEETING

Visit Buffalo Niagara CEO, Patrick Kaler, attended the 2025 joint annual meeting of Great Lakes USA (GLUSA) and Cruise the Great Lakes (CTGL) which convened in Milwaukee, Wisconsin, from March 19–21. As a proud partner member of both organizations, Visit Buffalo Niagara (VBN) actively participated in sessions focused on promoting regional tourism, enhancing cruise infrastructure, and fostering cross-border collaboration.

### Key Highlights:

#### Record-Breaking Cruise Season Forecast

CTGL announced that the 2025 Great Lakes cruise season is projected to generate over \$230 million in economic impact—a 15% increase from 2024. More than 22,000 passengers are expected to sail, marking a nearly 10% rise year-over-year. This growth is attributed to expanded itineraries and the addition of cruise lines such as Victory Cruise Lines and Ponant, which join existing members like Viking and Pearl Seas Cruises.

#### Infrastructure Investments

Port Milwaukee unveiled plans for a new \$17 million South Shore Cruise Dock, slated for completion in 2026. This facility aims to accommodate larger vessels and enhance passenger experiences, reinforcing Milwaukee's status as a premier Great Lakes cruise destination.

#### Collaborative Regional Marketing

GLUSA emphasized the importance of unified marketing strategies to attract international visitors. Leaders from various states and provinces discussed joint campaigns to showcase the Great Lakes' unique offerings, highlighting the benefits of regional cooperation over competition. GLUSA will have a significant presence at U.S. Travel Association's IPW tradeshow taking place in Chicago this coming June, while also organizing post-familiarization tours for both travel trade and media.

#### Implications for Visit Buffalo Niagara

- **Cruise Tourism Opportunities:** The anticipated increase in cruise activity presents opportunities for Buffalo to position itself as a key port of call, leveraging its rich history and waterfront attractions.
- **Marketing Collaborations:** Engaging in GLUSA's collective marketing initiatives can amplify Buffalo's visibility in international markets, attracting a broader audience of travelers.
- **Infrastructure Development:** Insights from Milwaukee's investment in cruise infrastructure can inform Buffalo's strategies to enhance its own port facilities and services.

VBN's engagement at the annual meeting reinforces its commitment to regional collaboration and positions Buffalo to capitalize on the burgeoning Great Lakes cruise industry.

## DESTINATIONS INTERNATIONAL ANNUAL CEO SUMMIT

From March 23–25, 2025, Visit Buffalo Niagara President & CEO Patrick Kaler joined over 300 destination leaders at the Destinations International (DI) CEO Summit in Savannah, Georgia. This record-setting event, hosted in partnership with Visit Savannah, brought together 309 attendees—including 71 first-time participants—for three days of collaboration, innovation, and strategic dialogue.

### Summit Themes & Key Takeaways

**Adaptive Reuse & Destination Development** - A standout keynote featured Richard Kessler (The Kessler Collection) and architect Christian Sottile, who detailed the transformation of Savannah's historic Georgia Power Plant into the award-winning Plant Riverside District and JW Marriott. Their presentation underscored the power of visionary public-private partnerships and creative placemaking—offering valuable insights for Buffalo's waterfront development and heritage tourism initiatives.

**Proving DMO Value** - In a session titled "Prove It or Lose It," Chuck Davison of Tourism Economics emphasized the importance of measuring and communicating the impact of destination marketing. This aligns with VBN's ongoing efforts to demonstrate return on investment to stakeholders and policymakers.

**Leadership in Uncertain Times** - DI's Chief Advocacy Officer, Jack Johnson, led a session on navigating global uncertainty, addressing challenges such as natural disasters, political instability, and societal shifts. The discussion highlighted the need for destination leaders to maintain a long-term, purpose-driven vision.

**Innovation & Community Engagement** - Jared Orton, President of the Savannah Bananas, delivered an engaging presentation on creating a "fans-first" experience. His insights into cultivating a culture of innovation and fun resonated with attendees seeking to enhance community engagement.



We're proud to share that Ryan Fernandez, chef and owner of Southern Junction, has once again earned national recognition—this time as a Finalist for Best Chef: New York State in the prestigious 2025 James Beard Awards. Following his nomination in a different category last year, this continued success reflects both his culinary excellence and Buffalo's growing reputation as a food-forward destination.



# BUFFALO CONVENTION CENTER KPIs - March 2025

## BCC REVENUE PERFORMANCE - March 2025

March Total Revenue		March Rent Revenue		March Food & Beverage Revenue		March Electrical Revenue		March Other Revenue	
\$560,847		\$212,302		\$310,340		\$35,756		\$2,449	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
67.3%	\$335,145	237.7%	\$62,876	23.9%	\$250,533	102.0%	\$17,703	403300.0%	\$4,033

## BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$1,132,824		\$372,972		\$680,227		\$73,143		\$6,482	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-17.0%	\$1,364,029	10.0%	\$338,986	-28.3%	\$948,599	5.1%	\$69,569	-5.7%	\$6,875

## BCC OPERATIONS PERFORMANCE - March 2025

March Total Events Held		March Conventions		March Meetings		March Banquets		March Consumer/Public Shows	
7		3		0		2		2	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2023
-12.5%	8	50.0%	2	-100.0%	3	0.0%	2	100.0%	1

## BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
25		5		7		8		5	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
8.7%	23	-16.7%	6	0.0%	7	33.3%	6	25.0%	4

## BCC EVENT ATTENDANCE - March 2025

March Total Event Attendance	
41,893	
Change	Jan-24
363.5%	9,039

## BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
68,695	
Change	2024
19.2%	57,635

## BCC DAYS OCCUPIED - March 2025

March Total Number of Days Occupied	
30	
Change	Jan-24
30.4%	23

## BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
73	
Change	2024
7.4%	68

# BCC SALES ACTIVITY KPIs - March 2025

## LEADS GENERATED PERFORMANCE - March 2025

March		March		March		March	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
17		10		7		5	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
112.5%	8	66.7%	6	-36.4%	11	-58.3%	12

## LEADS GENERATED PERFORMANCE - YTD 2025

YTD		YTD		YTD		YTD	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
52		28		24		42	
Change	2024	Change	2024	Change	2024	Change	2024
57.6%	33	40.0%	20	84.6%	13	-2.3%	43

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

March		March		March		March	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		Lost Business	
61		31		30		10	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
17.3%	52	181.8%	11	-26.8%	41	42.9%	7

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

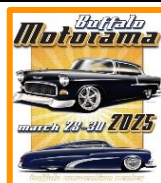
YTD		YTD		YTD		YTD	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		Lost Business	
197		68		129		24	
Change	2024	Change	2024	Change	2024	Change	2024
34.9%	146	-11.7%	77	87.0%	69	33.3%	18

## BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	103	69	47	25
Expected Attendance	249,975	172,743	174,938	210,067	166,700	122,450
Expected Hotel Room Nights	25,000	21,094	22,146	26,326	17,762	11,893
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 26,005,916	\$ 23,747,748	\$ 18,529,534	\$ 13,958,527

\* Final for year \*\*Updated monthly

## EXAMPLES OF BCC BUSINESS HELD IN March 2025



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.**