

Buffalo

MONTHLY

KPI

REPORT

DECEMBER 2025

VISIT
Buffalo

BUFFALO
CONVENTION
CENTER

Buffalo
SPORTS
COMMISSION

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

ERIE COUNTY HOTEL PERFORMANCE - DECEMBER 2025

December Revenue		December Occupancy		December Demand		December Average Daily Rate		December RevPAR	
\$23,151,585		52.1%		164,508		\$140.73		\$73.32	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-15.7%	\$27,478,756	-13.3%	60.1%	-10.5%	183,771	-5.9%	\$149.53	-18.5%	\$89.91

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$335,045,718		62.6%		2,313,405		\$144.83		\$90.60	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
1.7%	\$329,298,053	0.0%	62.6%	0.5%	2,301,693	1.2%	\$143.07	1.1%	\$89.58

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - DECEMBER 2025

December Revenue		December Occupancy		December Guest Check-Ins		December Average Daily Rate		December RevPAR	
\$4,332,333		27.4%		6,164		\$255.00		\$70.00	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-4.0%	\$4,514,287	-10.5%	30.6%	-1.4%	6,251	2.4%	\$249.00	-7.9%	\$76.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$60,743,763		34.0%		83,684		\$235.00		\$80.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
20.2%	\$50,522,553	6.6%	31.9%	-10.9%	93,966	39.1%	\$169.00	48.1%	\$54.00

BUF AIRPORT PASSENGERS - DEC 2025

December BUF Airport Passenger Traffic	
372,087	
Change	Nov-25
-5.1%	392,202

BUF AIRPORT PASSENGERS - FY25 YTD

YTD BUF Passenger Traffic	
5,115,552	
Change	2024
1.8%	5,026,746

CROSS BORDER TRAFFIC - DEC 2025

December U.S./Canada Cross Border Bridge Traffic	
295,664	
Change	Nov-25
-4.4%	309,369

CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridge Traffic	
4,010,502	
Change	2024
-15.6%	4,750,745

CROSS BORDER TRAFFIC - FY 2024 YOY

December U.S./Canada Cross Border Bridge Traffic	
295,664	
Change	Dec-24
-18.6%	363,236

SALES & SERVICES KPIS - DECEMBER 2025

LEADS GENERATED PERFORMANCE - DECEMBER 2025

December Leads Generated		December Leads Room Nights		December Leads Attendance		December Leads Economic Impact	
27		12,415		20,747		\$11,637,786	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-20.6%	34	-45.2%	22,654	-29.1%	29,274	-40.3%	\$19,507,854

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
525		379,416		595,489		\$367,925,964	
Change	2024	Change	2024	Change	2024	Change	2024
-5.2%	554	16.9%	324,633	64.2%	362,749	29.3%	\$284,443,745

DEFINITE BOOKINGS PERFORMANCE - DECEMBER 2025

December Definite Bookings		December Definite Room Nights		December Definite Attendance		December Definite Economic Impact	
26		15,767		21,178		\$13,222,631	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
52.9%	17	454.0%	2,846	486.2%	3,613	488.6%	\$2,246,375

DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
314		155,419		223,267		\$129,486,053	
Change	2024	Change	2024	Change	2024	Change	2024
0.6%	312	4.9%	148,167	2.8%	217,093	3.2%	\$125,467,352

EVENTS HELD PERFORMANCE - DECEMBER 2025

December Events Held		December Events Held Hotel Rooms		December Events Held Attendance		December Groups Served	
15		6,167		8,760		9	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-31.8%	22	-8.0%	6,704	-76.4%	37,183	0.0%	9

EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
269		111,006		182,021		154	
Change	2024	Change	2024	Change	2024	Change	2024
-2.9%	277	-4.2%	115,920	9.6%	166,041	6.2%	145

SALES & SERVICES ACTIVITIES - DECEMBER 2025

LOST LEADS - NOV 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - NOV 2025		PARTNER REFERRALS - YTD 2025	
December Lost Business Leads		YTD Lost Business Leads		December Partner Referrals		YTD Partner Referrals	
23		221		0		298	
Change	Nov-25	Change	2024	Change	Nov-25	Change	2024
228.6%	7	18.2%	187	-100.0%	4	-93.8%	4,805

TRADESHOW ATTENDANCE - December 2025

	Tradeshow and Sponsorship December 7-11 Lexington, KY Greg Gelians		Holiday Event 17-Dec New York, NY Meaghan Zimmer
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CLIENT SITE VISITS - December 2025

Association	SMERF	Sports	Tour & Travel
0	0	1	0

CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
14	10	15	13

BUF IN LEX FOR U.S. SPORTS CONGRESS



The Buffalo Sports Commission participated in and sponsored the U.S. Sports Congress, one of the top national events for sports event organizers, rights holders, and destination leaders.

Besides participating in the conference, the Buffalo Sports Commission also sponsored the Walking Foodie Tour, offering a high-visibility chance to highlight Buffalo's culinary culture while casually engaging with key industry partners and decision-makers. This sponsorship reinforced Buffalo's image as a welcoming, authentic, and experience-focused host city for sporting events.

The conference provided valuable opportunities to strengthen existing relationships and start new conversations with partners responsible for organizing future tournaments and championships. Appreciation is extended to Lou Mengsol for hosting another successful U.S. Sports Congress and to VisitLEX for their hospitality.

Participation and sponsorship at the U.S. Sports Congress help support the Buffalo Sports Commission's ongoing efforts to attract new sporting events, expand its national network, and position Buffalo as a competitive and collaborative sports destination.

SALES & SERVICES ACTIVITIES - DECEMBER 2025

ESPORTS & GAMING TOURISM: UNIVERSUS GAMING NETWORK EVENT

In December, Buffalo hosted the UniVersus Gaming Network for a weekend-long competitive gaming event at The M Hotel Buffalo. The event was organized by Rochester Collectible Card Games and attracted players and spectators from around the region.

UniVersus is a nationally recognized competitive collectible card game platform that features characters from anime, video games, and pop culture in strategic, head-to-head gameplay. Players build custom decks that focus on tactics, timing, and skill, making the game popular among both competitive esports players and casual gaming fans.

Events like this highlight Buffalo's growing appeal as a host city for emerging esports and gaming competitions, a segment that continues to generate overnight stays, repeat visits, and strong engagement from younger audiences. Hosting UniVersus further demonstrates Buffalo's hotel and event venues' versatility in accommodating a wide range of non-traditional sports and competitive events.

This weekend-long competition supports the Buffalo Sports Commission's broader plan of drawing diverse tournaments and experiential events that grow the region's sports and events offerings beyond traditional athletics.



CUSTOMER ENGAGEMENT: NYSAE ANNUAL HOLIDAY EVENT



Meaghan Zimmer represented Visit Buffalo at the annual holiday event hosted by the New York State Society of Association Executives (NYSAE). The event offered a valuable opportunity to connect with association leaders who collectively organize and oversee hundreds of meetings, conferences, and conventions each year across New York State.

Participation in NYSAE events is a vital part of Visit Buffalo's strategy for meetings and conventions. These connections help build long-term business growth by positioning Buffalo as a competitive, high-value destination for future association meetings, especially for organizations looking for accessible, walkable, and affordable host cities.

Meaghan's engagement strengthened Visit Buffalo's role within the statewide association community and helped build connections that could lead to future RFPs, site visits, and booked business for Buffalo and Erie County.

SPORTS WIN: 2026 AMERICAN JUMP ROPE NATIONAL CHAMPIONSHIP

Buffalo has been chosen to host the American Jump Rope National Championship in June 2026, adding another nationally significant event to the city's expanding sports tourism portfolio. The multi-day competition will draw hundreds of athletes, along with coaches, families, and fans, to Buffalo and Erie County. Final dates and venues will be announced by event organizers in the coming months.

The announcement was launched through a creative social media campaign, featuring Buffalo Sports Commission team member Greg Gelinas jumping rope with event organizers at several iconic Buffalo sites. The fun activation sparked strong engagement and showcased Buffalo's energy, enthusiasm, and unique way of highlighting sports.

The American Jump Rope National Championship is a top event in the sport, showcasing elite youth and amateur athletes competing in various disciplines. The event is expected to generate significant hotel demand and boost visitor spending, while also highlighting Buffalo's ability to host large amateur sports championships.

This victory highlights the ongoing success of Visit Buffalo's sports sales strategy. Special thanks to Leah Mueller, Greg Gelinas, and Lauren Vargo for their leadership in securing this event and for their creative announcement of Buffalo as the 2026 host city.



MARKETING & COMMUNICATIONS KPIs - DECEMBER 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - DECEMBER 2025

December Engaged Sessions		December Mobile Sessions		December Website Views		December Search Impressions		December All Video Views	
80,154		60,446		258,454		6,963,614		1,142,100	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
12.2%	71,427	15.6%	52,303	16.5%	221,841	-5.0%	7,329,991	121.5%	515,700

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
1,097,763		768,288		3,441,273		114,793,027		7,453,806	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-26.0%	1,483,928	-23.9%	1,009,455	-30.0%	4,917,758	Due to change in website domain, historical data is no longer available.		-40.1%	12,450,279











MEDIA RELATIONS PERFORMANCE - DECEMBER 2025

December Media Placements		December Media Impressions		December Media Social Shares		December Media Touchpoints		December Media Visits	
9		257,710,909		4,000		12		0	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-57.1%	21	43.5%	179,652,053	-11.1%	4,500	-47.8%	23	-100.0%	1

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
308		7,061,897,237		119,751		264		37	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
89.0%	163	216.9%	2,228,346,807	264.4%	32,862	91.3%	138	32.1%	28

EXAMPLES OF DECEMBER 2025 MEDIA HITS

 <p>The Bleisure Travel Trend and Its Impact on Budget US Destinations</p> <p>By: [Author Name]</p>  <p>Top 10 Budget-Friendly US Cities for Bleisure</p> <ul style="list-style-type: none"> • Memphis, Tennessee – The great capital of the world, where accommodation costs approximately 20% less than the national average. Great for blues buffs, BBQ aficionados, and anyone who loves a live music scene. • Pittsburgh, Pennsylvania – A city with its own cultural renaissance that boasts independent museums and lots of free things to do. • St. Louis, Missouri – Free zoo, free museums, fantastic parks. Best for bleisure travel, particularly if you're bringing the kids. • Indianapolis, Indiana – A major medical hub and transit. • Raleigh-Durham, North Carolina – Tech hubs where you can easily square in meetings and conferences between laid-back evenings in tree-lined hoods. • Albuquerque, New Mexico – Unique culture, stunning architecture, free sites, and pretty low costs across the board. • Milwaukee, Wisconsin – Breweries, sports matches, lakefront strolls, and reasonably priced hotels. • Richmond, Virginia – Cosmopolitan without the cosmopolitan prices. History, art, and a local on a shoestring. • Buffalo, New York – A love for the food, and it's near Niagara Falls, so any trip is automatically going to be a few days longer. • Salt Lake City, Utah – A paradise for those who like to combine work and play outdoors – with mountains, nature, and trails right outside your door. <p>Readership: 5,213,383</p>	 <p>This Surprising Spot Was Just Named the Most Festive U.S. City to Celebrate Christmas</p> <p>By: [Author Name]</p> <p>Eight bells are ringing in this Update New York city! Beating our contenders in holiday happenings like Colorado and Vermont, Buffalo, NY has been named the most Christmas city in the United States by the online crypto casino J1L, according to Travel and Culture.</p> <p>A study found that Buffalo has hundreds of holiday events and typically receives over 25 inches of snowfall in December. Additionally, the city has a 53% chance of snow on Christmas day, they said.</p> <p>J1L also noted that hotel rates in Buffalo are typically under \$170 per night on the special holiday, making it a comparatively affordable option.</p>  <p>Readership: 27,240,460</p>	 <p>12 FOODIE DESTINATIONS IN NEW YORK STATE THAT LOCALS SWEAR BY</p> <p>By: CLARA WITHMORE December 2, 2025</p> <p>8. BUFFALO – WINGS, BEEF ON WECK, AND CITY COMFORTS</p>  <p>Readership: 261,455</p>	 <p>Where to Go in 2026: Places That Are on the Rise and Off the Beaten Path</p> <p>By: [Author Name]</p> <p>The city's African American Heritage Corridor gets revitalized with a re-born jazz club and first of its kind Black radio museum, setting the tempo for wider change.</p>  <p>Readership: 694,315</p>	 <p>Running meets tourism: The most beautiful marathons on the planet</p> <p>By: [Author Name]</p> <p>Niagara Falls International Marathon (Canada/USA)</p>  <p>Readership: 160,859,703</p>
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MARKETING & COMMUNICATIONS KPIS - DECEMBER 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
131,018		28,240		99,172		44,000		1,985	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
12.2%	116,805	-4.1%	29,438	7.4%	92,360	27.9%	34,413	-6.4%	2,121

EXAMPLES OF SOCIAL MEDIA POSTS - DECEMBER 2025

December
Most Viewed
Social Media Post
Take the Trip
360,000

NATIONAL RECOGNITION: BUFFALO NAMED TO AFAR'S "WHERE TO GO IN 2026"

Buffalo received notable national recognition this month when it was included on AFAR's "Where to Go in 2026" list, which highlights 24 destinations shaping the future of travel. The list focuses on places making meaningful investments in culture, community, and visitor experience, placing Buffalo among a select group of innovative cities worldwide.

AFAR emphasized Buffalo's commitment to cultural preservation and placemaking as key reasons for its selection. Highlights included revitalizing the Michigan Street African American Heritage Corridor, reopening the Historic Colored Musicians Club, launching the nation's first museum dedicated to Black radio, and undertaking major waterfront and sports infrastructure projects like Ralph Wilson Park and the new Highmark Stadium.

The feature showcases Buffalo's momentum at the intersection of heritage, innovation, and community-led development. From cultural storytelling to large-scale public investments, AFAR notes that Buffalo is purposefully shaping its next chapter, attracting increasing attention from both national and international travelers.

This recognition further confirms Visit Buffalo's strategy to highlight authentic stories, celebrate cultural assets, and position the destination as an emerging city heading into 2026 and beyond.

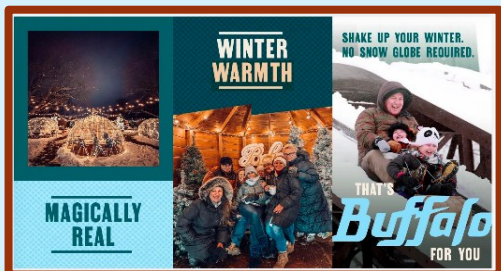
PASSPORT MAGAZINE SPOTLIGHTS BUFFALO'S CULINARY SCENE

Buffalo was featured in Passport Magazine's World Eats series, spotlighting the city's evolving, globally influenced food scene and positioning Buffalo as more than just the home of the chicken wing. The article highlighted local standouts including The Richardson Hotel, Beacon Grille, Southern Junction, and Miller's Thumb Bakery, underscoring the depth and diversity of the culinary landscape.

Writer Jeff Heilmann described Buffalo as an "irrepressibly cheerful hub of open arms hospitality" with a scene that is "Refreshingly Spicy," closely aligning with Visit Buffalo's That's Buffalo For You brand. The feature represents another strong national media win for Visit Buffalo and our public relations partners at Lou Hammond Group, reinforcing Buffalo's growing reputation as a welcoming and creative food destination.

MARKETING ACTIVITIES - DECEMBER 2025

THAT'S BUFFALO FOR YOU LAUNCHES NATIONAL WINTER CAMPAIGN



Visit Buffalo has launched its first-ever dedicated winter advertising campaign, marking a major expansion of the That's Buffalo For You brand platform. Developed in partnership with MMGY Global, the winter campaign aims to promote Buffalo as a year-round destination and increase visitation during the colder months.

The campaign is now live in targeted regional markets such as Cleveland, Pittsburgh, Philadelphia, Boston, and Chicago, with additional nationwide exposure across social media, digital channels, YouTube, and streaming audio platforms.

This winter campaign showcases Buffalo's unique charm during the colder months with confident, evocative messages like Ruggedly Inviting, Boldly Cozy, and Magically Real. The creative elements are paired with iconic winter scenes, such as Canalside at the Buffalo Waterfront and Chestnut Ridge County Park.

The campaign focuses on a clear and memorable message: Made for Snow Buffs. That's Buffalo For You.

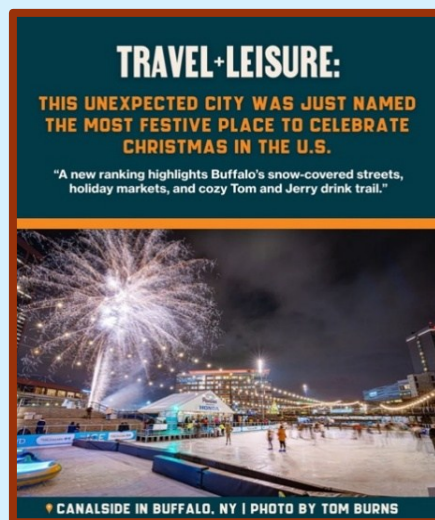
This initiative highlights Visit Buffalo's ongoing effort to increase tourism, support local partners, and promote the Buffalo Niagara region as an appealing destination year-round.

TRAVEL + LEISURE NAMES BUFFALO A TOP CHRISTMAS DESTINATION

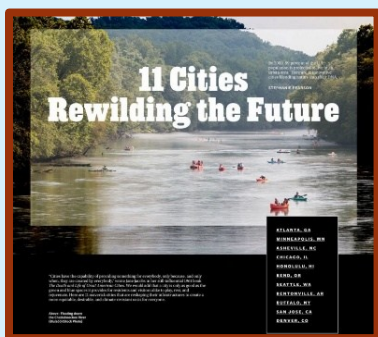
Buffalo received major national recognition this holiday season with a feature in Travel + Leisure, which named Buffalo the most festive city to celebrate Christmas. The article highlighted Buffalo's unique holiday atmosphere, noting its illuminated downtown, historic architecture, and a strong sense of community that lasts throughout the winter.

The piece highlighted Buffalo's blend of old-fashioned charm and modern energy, pointing out seasonal light displays, walkable neighborhoods, and family-friendly traditions that make the city feel both welcoming and authentic during the holidays. Travel + Leisure emphasized that Buffalo's celebrations are rooted in community rather than spectacle, setting it apart from larger, more commercialized holiday destinations.

This high-profile placement signifies a significant media achievement for Visit Buffalo and enhances the destination's growing national appeal during the winter travel season. Special recognition goes to Visit Buffalo's marketing team and our public relations partners at Lou Hammond Group for securing and supporting this feature, which continues to boost Buffalo's visibility and reputation in key leisure travel markets.



OUTSIDE MAGAZINE LISTS BUFFALO ON 11 CITIES REWILDING THE FUTURE



In December, Buffalo gained national recognition when Outside named the city one of 11 Cities *Rewilding the Future*, highlighting destinations that are redefining urban life through access to nature, public green spaces, and sustainable placemaking. The article emphasized Buffalo's expanding waterfront parks, historic Olmsted-designed park system, revitalized river corridors, and major public space plans for 2026 as proof of a city successfully blending heritage with forward-looking environmental design.

The feature positions Buffalo as a place where urban living and outdoor access coexist, attracting travelers who value both culture and nature. This recognition supports Visit Buffalo's broader storytelling strategy and enhances Buffalo's growing reputation as a forward-thinking destination that emphasizes quality of life for residents and visitors alike.

ORGANIZATIONAL ACTIVITIES - December 2025

CELEBRATING THE HOLIDAYS WITH OUR INDUSTRY PARTNERS



Visit Buffalo hosted a year-end gathering with members of the hospitality and tourism community at The Show at Shea's Seneca, providing an opportunity to reflect on the year and celebrate shared accomplishments.

Set against the venue's eye-catching 1920s-inspired architecture, the evening created a warm and inviting atmosphere for conversation, connection, and appreciation. It served as a fitting end to the year, highlighting the collaboration and camaraderie that define Buffalo's tourism industry.

We appreciate the ongoing collaboration of our hospitality community and the collective effort that makes Buffalo a destination to celebrate. The gathering strengthened the strong relationships that will lead Visit Buffalo and our partners into another year of growth and success.

BUILDING ORGANIZATIONAL LEADERS THROUGH LEADERSHIP BUFFALO

Visit Buffalo and the Buffalo Sports Commission marked two Leadership Buffalo milestones that underscore our commitment to leadership development and community engagement. James Adler, Director of Sports Sales, graduated from the Rising Leaders Class of 2025, completing the program with distinction and serving as class chair. Kate Scaduto, Marketing and Social Media Manager, has also been accepted into the Rising Leaders Class of 2026, reflecting her creativity, strategic thinking, and passion for sharing Buffalo's story.

Leadership Buffalo has long played an important role in strengthening Visit Buffalo's leadership bench, with alumni including Patrick Kaler, Brian Hayden, and Renata Toney. We value our continued partnership with Leadership Buffalo and its mission to develop leaders who create meaningful, lasting impact across Western New York.



BUILDING MORE DESTINATION EXPERTS THROUGH CTA PROGRAM

Visit Buffalo is proud to honor the newest graduates of Buffalo's Certified Tourism Ambassador (CTA) program. Twenty-five team members from the Buffalo Marriott LECOM HARBORCENTER and Explore and More The Ralph C. Wilson Jr. Children's Museum successfully completed the training, demonstrating strong engagement, curiosity, and pride in the Buffalo and Erie County region.

We sincerely thank Huseyin Taran, General Manager, and Taylor Costanzo, Human Resources Manager at the Buffalo Marriott LECOM HARBORCENTER, for hosting the session. We also appreciate the ongoing support of Michelle Urbanczyk, President and CEO of Explore and More, and Visit Buffalo board member, whose leadership has been key in advancing the program.



The CTA program continues to receive highly positive feedback for its relevance, energy, and ability to inspire frontline ambassadors. Organizations with groups of 20 or more can request custom onsite training, providing a convenient way to invest in staff development. Additional details are available through Nicklaus Householder, CTA. The CTA program remains a crucial effort in improving the visitor experience by empowering local ambassadors to confidently and authentically share Buffalo's story, one visitor at a time.

VISIT BUFFALO EXTENDS HOLIDAY WISHES TO OUR BOARD AND PARTNERS



Our team recently gathered at Britesmith Brewing to celebrate the season and reflect on a year filled with meaningful work, shared successes, and great pride in our destination.

We appreciate our partners' ongoing support and collaboration and look forward to building on this momentum in the year ahead, guided by the same Buffalo spirit that continually distinguishes our community.

BUFFALO CONVENTION CENTER KPIs - DECEMBER 2025

BCC REVENUE PERFORMANCE - DECEMBER 2025

December Total Revenue		December Rent Revenue		December Food & Beverage Revenue		December Electrical Revenue		December Other Revenue	
\$252,542		\$18,118		\$230,224		\$4,126		\$74	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-35.7%	\$392,874	-62.5%	\$48,283	-28.1%	\$320,244	-81.5%	\$22,247	0.0%	\$2,100

BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$3,711,433		\$842,839		\$2,979,315		\$166,165		\$40,435	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-18.5%	\$4,555,653	-5.6%	\$892,479	-13.7%	\$3,452,353	-3.4%	\$172,092	4.4%	\$38,729

BCC OPERATIONS PERFORMANCE - DECEMBER 2025

December Total Events Held		December Conventions		December Meetings		December Banquets		December Consumer/Public Shows	
6		0		1		4		1	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-57.1%	14	-100.0%	1	0.0%	1	-50.0%	8	-75.0%	4

BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
103		25		19		44		15	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-15.6%	122	-3.8%	26	-32.1%	28	-15.4%	52	-6.3%	16

BCC EVENT ATTENDANCE - DEC 2025

December Total Event Attendance	
4,556	
Change	Nov-25
-79.2%	21,869

BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
165,237	
Change	2024
-4.8%	173,606

BCC DAYS OCCUPIED - DEC 2025

December Total Number of Days Occupied	
20	
Change	Nov-25
-31.0%	29

BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
254	
Change	2024
-3.1%	262

BCC SALES ACTIVITY KPIs - DECEMBER 2025

LEADS GENERATED PERFORMANCE - DECEMBER 2025

December Total Leads Generated		December BCC Generated Leads		December VBN Generated Leads		December Confirmed Bookings	
11		7		4		3	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-31.3%	16	-12.5%	8	-20.0%	5	-75.0%	12

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
140		79		73		96	
Change	2024	Change	2024	Change	2024	Change	2024
5.3%	133	-15.1%	93	82.5%	40	-21.3%	122

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - DEC 2025

December Total Solicitation Calls		December Existing Client Calls/Contact		December New Client Calls/Contact		December Lost Business	
27		16		11		7	
Change	Nov-25	Change	Nov-25	Change	Nov-25	Change	Nov-25
-50.0%	54	-55.6%	36	-38.9%	18	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	
636		300		336		75	
Change	2024	Change	2024	Change	2024	Change	2024
16.1%	548	30.4%	230	5.7%	318	-5.1%	79

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	103	79	52	32
Expected Attendance	249,975	172,743	165,237	216,207	185,615	157,325
Expected Hotel Room Nights	25,000	21,094	19,640	27,561	27,561	11,950
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 25,552,120	\$ 20,825,286	\$ 20,825,286	\$ 17,346,429

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN December 2025



Visit Buffalo 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

Visit Buffalo 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
Ben DiStasio, Convention Services Coordinator
Karen Fashana, Vice President of Marketing
Tala Harden, Marketing Specialist
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
Kelly Rosenfeld, Graphic Designer
Kate Scaduto, Marketing & Social Media Manager
Renata Toney, Vice President of Destination Experience
Marisa Urbano, National Sales Manager
Meredith Walsh, Travel Trade Manager
Meaghan Zimmer, National Sales Director
TBD, Industry Relations Assistant
TBD, Visitor Center Manager

Buffalo Sports Commission Staff

James Adler, Director of Sports Sales
Greg Gelinas, 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
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

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.



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