

*Buffalo*

**MONTHLY**

**KPI**

**REPORT**

**NOVEMBER 2025**

VISIT  
*Buffalo*

**BUFFALO**  
**CONVENTION**  
**CENTER**

*Buffalo*  
SPORTS  
COMMISSION

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

## ERIE COUNTY HOTEL PERFORMANCE - NOVEMBER 2025

November Revenue		November Occupancy		November Demand		November Average Daily Rate		November RevPAR	
<b>\$27,478,756</b>		<b>60.1%</b>		<b>183,771</b>		<b>\$149.53</b>		<b>\$89.91</b>	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-16.8%	\$33,007,973	-13.9%	69.8%	-16.1%	219,042	-0.8%	\$150.69	-14.5%	\$105.17

## ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
<b>\$311,891,061</b>		<b>63.5%</b>		<b>2,148,897</b>		<b>\$145.14</b>		<b>\$92.20</b>	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
1.1%	\$308,647,640	-0.5%	63.8%	0.2%	2,144,923	0.9%	\$143.90	0.5%	\$91.77

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

November Revenue		November Occupancy		November Guest Check-Ins		November Average Daily Rate		November RevPAR	
<b>\$4,514,287</b>		<b>30.6%</b>		<b>6,251</b>		<b>\$249.00</b>		<b>\$76.00</b>	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-6.7%	\$4,837,514	-13.6%	35.4%	-18.5%	7,666	5.1%	\$237.00	-9.5%	\$84.00

## ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
<b>\$56,411,430</b>		<b>34.6%</b>		<b>77,250</b>		<b>\$233.00</b>		<b>\$81.00</b>	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
1.0%	\$55,865,114	-6.7%	37.1%	-10.1%	85,937	13.7%	\$205.00	6.6%	\$76.00

## BUF AIRPORT PASSENGERS - NOV 2025

November BUF Airport Passenger Traffic	
<b>392,202</b>	
Change	Oct-25
-17.9%	477,669

## BUF AIRPORT PASSENGERS - FY25 YTD

YTD BUF Passenger Traffic	
<b>4,743,465</b>	
Change	2024
2.4%	4,630,254

## CROSS BORDER TRAFFIC - NOV 2025

November U.S./Canada Cross Border Bridge Traffic	
<b>309,369</b>	
Change	Oct-25
-12.7%	354,400

## CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridge Traffic	
<b>3,714,838</b>	
Change	2024
-15.3%	4,387,509

## CROSS BORDER TRAFFIC - FY 2024 YOY

NOVEMBER U.S./Canada Cross Border Bridge Traffic	
<b>309,369</b>	
Change	Nov-24
-20.2%	387,811

# SALES & SERVICES KPIS - NOVEMBER 2025

## LEADS GENERATED PERFORMANCE - NOVEMBER 2025

November Leads Generated		November Leads Room Nights		November Leads Attendance		November Leads Economic Impact	
34		22,654		29,274		\$19,507,854	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-37.0%	54	-37.2%	36,067	-32.8%	43,585	-36.7%	\$30,806,412

## LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
498		367,001		547,742		\$356,288,178	
Change	2024	Change	2024	Change	2024	Change	2024
2.9%	484	28.9%	284,776	75.6%	311,877	42.4%	\$250,252,717

## DEFINITE BOOKINGS PERFORMANCE - NOVEMBER 2025

November Definite Bookings		November Definite Room Nights		November Definite Attendance		November Definite Economic Impact	
17		2,846		3,613		\$2,246,375	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-10.5%	19	-75.9%	11,786	-87.4%	28,760	-78.7%	\$10,540,180

## DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
288		139,652		202,089		\$116,263,422	
Change	2024	Change	2024	Change	2024	Change	2024
6.3%	271	9.2%	127,931	21.2%	166,699	10.8%	\$104,975,975

## EVENTS HELD PERFORMANCE - NOVEMBER 2025

November Events Held		November Events Held Hotel Rooms		November Events Held Attendance		November Groups Served	
22		6,704		37,183		9	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-29.0%	31	-36.6%	10,568	165.2%	14,020	-40.0%	15

## EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
254		104,839		173,261		145	
Change	2024	Change	2024	Change	2024	Change	2024
-0.4%	255	2.6%	102,228	25.8%	137,723	7.4%	135

# SALES & SERVICES ACTIVITIES - NOVEMBER 2025

LOST LEADS - NOV 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - NOV 2025		PARTNER REFERRALS - YTD 2025	
November Lost Business Leads		YTD Lost Business Leads		November Partner Referrals		YTD Partner Referrals	
<b>15</b>		<b>191</b>		<b>37</b>		<b>294</b>	
Change	Oct-25	Change	2024	Change	Oct-25	Change	2024
0.0%	15	22.4%	156	0.0%	37	-92.2%	3,778

## TRADESHOW ATTENDANCE - NOVEMBER 2025

 <b>OMCA</b> Association of Meeting & Convention Professionals	 <b>AAOMPT</b> American Academy of Orthopedic Manual Physical Therapists	 <b>NCBMP</b> National Coalition of Black Meeting Professionals	
Annual Convention	Annual Conference	Annual Convention & Tradeshow	
November 3-5	November 5-8	November 19-22	
Ottawa, Ontario	Reno, NV	Portland, OR	
Meridith Walsh	Marisa Urbana and Ben Distasio	Temekia Powers	

## CLIENT SITE VISITS - NOVEMBER 2025

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

## CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
<b>14</b>	<b>10</b>	<b>14</b>	<b>13</b>

## ATTENDANCE BUILDING FOR 2026 AAOMPT ANNUAL CONFERENCE

In November, Visit Buffalo continued its efforts to boost attendance for future conventions by having representatives on-site at the American Academy of Orthopedic Manual Physical Therapists (AAOMPT) Annual Conference in Reno, Nevada.

Benjamin DiStasio and Marisa Urbano participated on behalf of Visit Buffalo, engaging directly with attendees, exhibitors, and association leaders to promote Buffalo as the host city for the 2026 AAOMPT Conference. Their goal was to increase early awareness, foster future registration interest, and showcase Buffalo's strengths as a welcoming, walkable, and affordable meeting destination.

This proactive outreach helped Visit Buffalo build relationships with potential attendees, answer destination-specific questions, and increase excitement for next year's conference in the Queen City. Such initiatives are crucial for boosting delegate participation, hotel bookings, and overall economic growth for conventions held in Buffalo.

The AAOMPT conference marked an important professional milestone for staff while emphasizing Visit Buffalo's commitment to supporting its clients early on and ensuring strong attendance at future meetings hosted in the region.



# SALES & SERVICES ACTIVITIES - NOVEMBER 2025

## MEAGHAN ZIMMER SPEAKER AT RIT HOSPITALITY INNOVATION CONFERENCE



Meaghan Zimmer, a member of Visit Buffalo's Sales & Services team, was a featured speaker at the Rochester Institute of Technology Hospitality Innovation Conference, hosted by the Saunders College of Business.

Meaghan was invited to present after a connection made earlier this fall at IMEX America, showcasing the value of Visit Buffalo's national and regional industry engagement. Her session highlighted Visit Buffalo's strategies for destination marketing, meetings, and brand storytelling, providing students and industry professionals with practical insights into how destinations compete and innovate in today's hospitality industry.

Conference organizers commended the session for its fresh perspective and relevance, highlighting strong attendee engagement and meaningful discussions throughout the event. Meaghan's involvement further established Visit Buffalo as a thought leader in the hospitality and meetings sector, while also strengthening ties with academic and professional partners across New York State.

## PROFESSIONAL FRATERNITY ASSOCIATION SELECTES BUFFALO FOR 2026

Buffalo Convention Center proudly hosted the 48th Annual Buffalo Niagara Dental Meeting, welcoming dental professionals from across the region to downtown Buffalo.

The multi-day conference brought together practitioners, educators, and industry partners for 2.5 days of continuing education, networking, and professional development. The program featured nationally recognized speakers, opportunities to engage with leading dental suppliers, and social events designed to foster connections within the profession, including the popular "Smile in the Aisle" networking event.

The Buffalo Niagara Dental Meeting is a long-standing annual event and a prime example of the Convention Center's capacity to support recurring professional conferences that attract steady visitors and boost economic activity. Hosting such events enhances Buffalo's reputation as a reliable and welcoming destination for medical, educational, and association meetings.



## THANKSGIVING WEEKEND TRADITIONS AT THE BUFFALO CONVENTION CENTER



Over the Thanksgiving holiday weekend, the Buffalo Convention Center again served as the hub for two of Buffalo's most cherished annual traditions, attracting thousands of residents and visitors to downtown.

Thanksgiving morning started with the Turkey Trot, which brought out thousands of runners and spectators for the 2025 edition of this longstanding community event. The Convention Center played a key role in race operations and participant support, helping ensure a smooth and festive holiday kickoff.

Later in the weekend, the Convention Center transformed into the site of the World's Largest Disco, one of Buffalo's most iconic nightlife events. The 2025 Disco showcased its signature mix of music, costumes, and high-energy celebration, attracting attendees from across the region and beyond.

Together, these events showcase the Buffalo Convention Center's ability to host large-scale, diverse programs and strengthen its role as a community gathering spot during one of the city's busiest holiday weekends. The success of both events demonstrates the strong teamwork among event partners, attendees, and the dedicated Convention Center staff.

# MARKETING & COMMUNICATIONS KPIS - NOVEMBER 2025

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - November 2025

November Engaged Sessions		November Mobile Sessions		November Website Views		November Search Impressions		November All Video Views	
71,427		52,303		221,841		7,329,991		515,700	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-38.6%	116,266	-37.0%	83,007	-51.8%	460,584	136.7%	3,096,165	-50.5%	1,041,800

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
1,017,609		707,842		3,182,819		107,829,413		6,311,706	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
10.4%	922,128	-25.2%	946,587	-31.9%	4,670,774	Due to change in website domain, historical data is no longer available.		-46.0%	11,694,711






## MEDIA RELATIONS PERFORMANCE - November 2025

November Media Placements		November Media Impressions		November Media Social Shares		November Media Touchpoints		November Media Visits	
21		179,652,053		4,500		23		1	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-22.2%	27	-83.9%	1,118,729,050	114.3%	2,100	-8.0%	25	-50.0%	2

## MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
299		6,804,186,328		115,751		252		37	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
89.2%	158	208.4%	2,206,486,606	252.2%	32,861	83.9%	137	42.3%	26

## EXAMPLES OF November 2025 MEDIA HITS

 <p><b>Readership: 18,867,941</b></p>	 <p><b>Readership: 5,213,383</b></p>	 <p><b>Readership: 2,555,787</b></p>	 <p><b>Viewership: 24,275,826</b></p>	 <p><b>Readership: 787,500</b></p>
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# MARKETING & COMMUNICATIONS KPIs - NOVEMBER 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025									
YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
128,860		28,940		98,416		42,812		1,653	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
11.7%	115,325	-1.7%	29,450	7.7%	91,408	26.5%	33,840	-15.1%	1,946

## EXAMPLES OF SOCIAL MEDIA POSTS - November 2025



November  
Most Viewed  
Social Media Post  
Mira  
131,900






## BUFFALO LOVES CANADA ACTIVATION WITH MUSICALFARE

Visit Buffalo teamed up with MusicalFare Theatre Company to host 40 Canadian visitors for a matinee of *Come From Away*, sustaining the momentum of the Buffalo Loves Canada initiative.

The promotion was fueled by targeted outreach to over 700 Canadian email contacts gathered during Visit Buffalo's July Canada Day campaign. Using this expanding database enabled Visit Buffalo to directly connect with Canadian audiences through a culturally relevant experience that highlighted Buffalo's accessibility, hospitality, and shared cross-border values.

Following the performance, Visit Buffalo staff met with attendees to welcome them to Buffalo and collect informal feedback, further strengthening relationships with this key market.

Special thanks go to Randy Kramer and Karen Fashana for their partnership in making this experience possible. The activation showed how thoughtful programming and data-driven outreach can effectively reengage Canadian visitors through arts and culture.



## INTERNATIONAL ATTENTION FOR VISIT BUFFALO'S REBRAND



Visit Buffalo's new destination brand is gaining international attention, including recent coverage in ITTN, Ireland's leading travel trade publication. The article underscores growing global interest in Buffalo and reflects the strength of Visit Buffalo's long standing relationships with international tour operators, travel advisors, and media.

The Ireland coverage is particularly meaningful given the country's strong outbound travel market and Buffalo's deep Irish heritage. This exposure reached key travel trade influencers and supports Visit Buffalo's broader goals of elevating Buffalo's international profile, expanding tour operator interest, and advancing long term air service development, including continued collaboration with the Niagara Frontier Transportation Authority to enhance global connectivity.

# MARKETING ACTIVITIES - NOVEMBER 2025

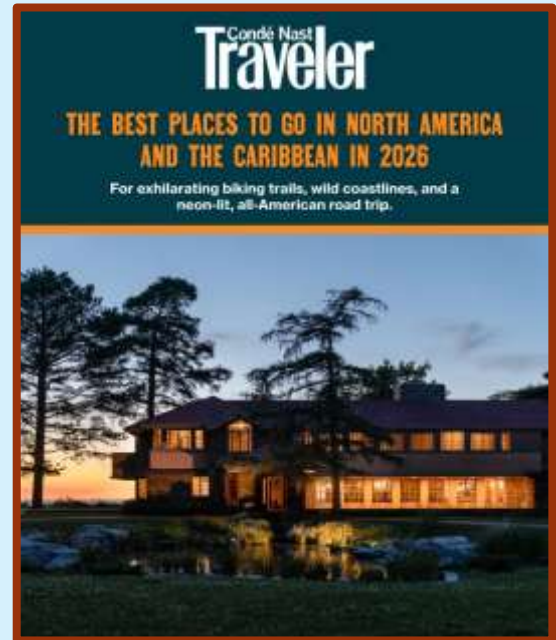
## CONDE NAST TRAVELER NAMES BUFFALO A BEST PLACE TO GO IN 2026

Buffalo received significant international recognition when Condé Nast Traveler named the city one of its Best Places to Go in 2026. The designation places Buffalo among a select group of global destinations and reflects the city's continued transformation and growing appeal to leisure travelers.

The highlighted feature showcased Buffalo's momentum across several areas, including the redesigned waterfront, the upcoming Ralph Wilson Park Conservancy, the development of the new Highmark Stadium, revitalized cultural institutions, and community-led initiatives like the Hispanic Heritage Cultural Institute run by the Hispanic Heritage Council of Western New York. Together, these investments emphasize how creativity, teamwork, and inclusive urban planning are shaping Buffalo's next chapter.

This high-profile placement resulted from coordinated efforts by the Visit Buffalo team, strong collaboration with local partners, and targeted media outreach by Lou Hammond Group. The article was written by Charles Hobbs, helping spread Buffalo's story to a global audience of travelers and industry influencers.

The recognition from Condé Nast Traveler strengthens Buffalo's growing profile as a global destination and supports Visit Buffalo's plan to increase awareness, encourage visits, and position the city for ongoing growth into 2026 and beyond.



## PARTNERSHIP WITH HALLMARK STUDIOS ON HOLIDAY MOVIE PREMIER



In November, Visit Buffalo was contacted by Hallmark Studios to assist with the local premiere of *Holiday Touchdown: A Buffalo Bills Love Story*, a nationally televised holiday movie celebrating Buffalo, football, and community.

The premiere occurred in East Aurora, where Main Street was transformed into a festive, Hallmark-style holiday setting. Members of the Visit Buffalo, Buffalo Convention Center, and Buffalo Sports Commission teams participated in the event, greeting attendees and handing out candy canes to hundreds of fans lining the street. Several staff members also attended the premiere screening as part of the celebration.

The event sparked significant local excitement and gained national attention for the region, strengthening Buffalo's reputation as a warm, lively destination during the holiday season. The collaboration underscores Visit Buffalo's role as a trusted local partner for major media productions and high-profile events linked to the city's brand and cultural identity.

# ORGANIZATIONAL ACTIVITIES - NOVEMBER 2025

## VISIT BUFFALO VISITOR INFORMATION CENTER OPENS AT THE CHANDLERY

In November, Visit Buffalo officially opened its new Visitor Information Center at The Chandlery, a transformative new destination at Canalside and a key part of Buffalo's ongoing waterfront revitalization.

The opening was marked by a ribbon-cutting ceremony held alongside the launch of the Ice at Canalside season. The Chandlery represents a \$14.25 million investment by the Erie Canal Harbor Development Corporation and features a four-story, 14,000-square-foot design that combines 19th-century Erie Canal character with modern visitor amenities.

Situated at 1 Commercial Street near Perry Boulevard and Pearl Street, the new Visitor Information Center now functions as the main entrance to Buffalo's waterfront. It offers visitors and locals personalized trip planning assistance, maps, itineraries, interactive kiosks, and local insights provided by the Visit Buffalo team. The center also features "Destination," a permanent public art piece that celebrates Buffalo's immigrant heritage and marks the Erie Canal Bicentennial.

The opening of the Visitor Information Center marks a significant advance in improving the visitor experience at Canalside and enhancing Buffalo's capacity to welcome and guide travelers throughout the year.

Visit Buffalo thanks Kathy Hochul and the Erie Canal Harbor Development Corporation for their leadership and support in bringing this important waterfront project to life.



## ERIE COUNTY PUBLIC ART COLLECTION DEBUTS AT THE BCC



The Buffalo Convention Center is now home to Erie County's first Public Art Collection, launched through the county's Public Art Act to expand the visibility, accessibility, and integration of art in public spaces.

Selected through a competitive process that drew more than 300 submissions, the collection includes 22 works by 17 local artists and spans multiple mediums, including painting, photography, sculpture, collage, and mixed media. Curated by the Art in Public Places Committee, the inaugural collection enhances the Convention Center's role as both a premier events venue and a civic space that celebrates the region's artistic talent, cultural richness, and community identity.

## VISIT BUFFALO PARTNERS WITH THE BUFFALO INTERNATIONAL FILM FESTIVAL

Visit Buffalo has strategically partnered with the Buffalo International Film Festival, supporting one of the region's leading cultural events that celebrates independent film and storytelling. As part of the relationship, Visit Buffalo's Flight 716 destination video was shown before each film screening during the festival, providing repeated exposure to audiences composed of filmmakers, industry professionals, and visitors.

During the festival, Visit Buffalo representatives attended a screening of *The Baristas vs. The Billionaires*, followed by a post-film discussion with producer Alec Baldwin and several Buffalo baristas featured in the documentary. The screening and Q&A highlighted Buffalo's role as both a setting and a subject for compelling nationally relevant stories.

Visit Buffalo's participation strengthened the organization's commitment to supporting the local creative economy while using cultural events as platforms to promote the destination. The festival sponsorship also aligned with Visit Buffalo's broader strategy to weave brand storytelling into arts and culture experiences that connect with both visitors and residents.



# BUFFALO CONVENTION CENTER KPIs - NOVEMBER 2025

## BCC REVENUE PERFORMANCE - NOVEMBER 2025

November Total Revenue		November Rent Revenue		November Food & Beverage Revenue		November Electrical Revenue		November Other Revenue	
\$496,909		\$127,648		\$346,011		\$12,677		\$10,573	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
26.5%	\$392,874	164.4%	\$48,283	8.0%	\$320,244	-43.0%	\$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		\$761,064		\$2,748,600		\$161,408		\$40,361	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-12.7%	\$4,252,457	-13.0%	\$874,359	-12.7%	\$3,147,452	-5.2%	\$170,217	20.7%	\$33,429

## BCC OPERATIONS PERFORMANCE - NOVEMBER 2025

November Total Events Held		November Conventions		November Meetings		November Banquets		November Consumer/Public Shows	
14		1		1		8		4	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
27.3%	11	-50.0%	2	-50.0%	2	60.0%	5	100.0%	2

## BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
97		25		20		40		14	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-14.9%	114	-3.8%	26	-25.9%	27	-13.0%	46	-6.7%	15

## BCC EVENT ATTENDANCE - NOV 2025

November Total Event Attendance	
21,869	
Change	Oct-25
157.6%	8,491

## BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
160,681	
Change	2024
-5.0%	169,159

## BCC DAYS OCCUPIED - NOV 2025

November Total Number of Days Occupied	
29	
Change	Oct-25
16.0%	25

## BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
234	
Change	2024
-4.1%	244

# BCC SALES ACTIVITY KPIs - NOVEMBER 2025

## LEADS GENERATED PERFORMANCE - NOVEMBER 2025

November Total Leads Generated		November BCC Generated Leads		November VBN Generated Leads		November Confirmed Bookings	
16		8		5		12	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-15.8%	19	33.3%	6	-61.5%	13	0.0%	12

## LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
129		72		69		100	
Change	2024	Change	2024	Change	2024	Change	2024
2.4%	126	-19.1%	89	86.5%	37	-10.7%	112

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

November Total Solicitation Calls		November Existing Client Calls/Contact		November New Client Calls/Contact		November Lost Business	
54		36		18		4	
Change	Oct-25	Change	Oct-25	Change	Oct-25	Change	Oct-25
-15.6%	64	20.0%	30	-47.1%	34	-60.0%	10

## 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	
589		264		325		68	
Change	2024	Change	2024	Change	2024	Change	2024
25.6%	469	25.1%	211	26.0%	258	-4.2%	71

## BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	106	77	56	32
Expected Attendance	249,975	172,743	168,434	210,947	191,220	150,075
Expected Hotel Room Nights	25,000	21,094	19,567	30,341	25,349	11,950
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 25,658,223	\$ 24,089,899	\$ 21,299,526	\$ 16,504,779

\* Final for year \*\*Updated monthly

## EXAMPLES OF BCC BUSINESS HELD IN NOVEMBER 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  
Momentum 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.