

*Buffalo*

**MONTHLY**

**KPI**

**REPORT**

**OCTOBER 2025**

VISIT  
*Buffalo*

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

*Buffalo*  
SPORTS  
COMMISSION

# ERIE COUNTY HOTEL & SHORT-TERM RENTAL KPIS - OCTOBER 2025

## ERIE COUNTY HOTEL PERFORMANCE - OCTOBER 2025

October Revenue		October Occupancy		October Demand		October Average Daily Rate		October RevPAR	
<b>\$33,007,973</b>		<b>69.8%</b>		<b>219,042</b>		<b>\$150.69</b>		<b>\$105.18</b>	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
-9.1%	\$36,318,701	-3.5%	72.3%	-0.5%	220,058	-6.1%	\$160.50	-9.4%	\$116.12

## ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
<b>\$284,427,326</b>		<b>63.9%</b>		<b>1,965,208</b>		<b>\$144.73</b>		<b>\$92.43</b>	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
1.0%	\$281,521,853	-0.2%	64.0%	0.2%	1,960,354	0.8%	\$143.61	0.6%	\$91.89

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

October Revenue		October Occupancy		October Guest Check-Ins		October Average Daily Rate		October RevPAR	
<b>\$4,837,514</b>		<b>35.4%</b>		<b>7,666</b>		<b>\$237.00</b>		<b>\$84.00</b>	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
-13.8%	\$5,613,698	-10.4%	39.5%	0.1%	7,661	-4.8%	\$249.00	-14.3%	\$98.00

## ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
<b>\$43,721,691</b>		<b>34.9%</b>		<b>69,710</b>		<b>\$201.00</b>		<b>\$70.00</b>	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
0.1%	\$43,696,989	-6.4%	37.3%	-12.7%	79,857	19.6%	\$168.00	11.1%	\$63.00

## BUF AIRPORT PASSENGERS - OCT 2025

October BUF Airport Passenger Traffic	
<b>477,669</b>	
Change	Sep-25
6.2%	449,862

## BUF AIRPORT PASSENGERS - FY25 YTD

YTD BUF Passenger Traffic	
<b>4,351,263</b>	
Change	2024
3.1%	4,220,439

## CROSS BORDER TRAFFIC - OCT 2025

October U.S./Canada Cross Border Bridge Traffic	
<b>354,400</b>	
Change	Sep-25
-2.0%	361,814

## CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridge Traffic	
<b>3,405,469</b>	
Change	2024
-14.9%	3,999,698

## CROSS BORDER TRAFFIC - FY 2024 YOY

October U.S./Canada Cross Border Bridge Traffic	
<b>354,400</b>	
Change	Oct-24
-14.9%	416,256

# SALES & SERVICES KPIS - OCTOBER 2025

## LEADS GENERATED PERFORMANCE - OCTOBER 2025

October Leads Generated		October Leads Room Nights		October Leads Attendance		October Leads Economic Impact	
54		36,067		43,585		\$30,806,412	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
-11.5%	61	-35.7%	56,128	-76.6%	186,433	-49.1%	\$60,508,087

## LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
464		344,347		545,468		\$336,780,325	
Change	2024	Change	2024	Change	2024	Change	2024
-4.1%	484	20.9%	284,776	74.9%	311,877	34.6%	\$250,252,717

## DEFINITE BOOKINGS PERFORMANCE - OCTOBER 2025

October Definite Bookings		October Definite Room Nights		October Definite Attendance		October Definite Economic Impact	
19		11,786		28,760		\$10,540,180	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
-44.1%	34	-43.0%	20,663	-1.7%	29,256	-32.8%	\$15,696,157

## DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
271		136,806		198,476		\$114,017,047	
Change	2024	Change	2024	Change	2024	Change	2024
0.0%	271	6.9%	127,931	19.1%	166,699	8.6%	\$104,975,975

## EVENTS HELD PERFORMANCE - OCTOBER 2025

October Events Held		October Events Held Hotel Rooms		October Events Held Attendance		October Groups Served	
31		10,568		14,020		15	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
-11.4%	35	95.1%	5,417	145.8%	5,703	-11.8%	17

## EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
232		98,135		136,078		136	
Change	2024	Change	2024	Change	2024	Change	2024
-9.0%	255	-4.0%	102,228	-1.2%	137,723	0.7%	135

# SALES & SERVICES ACTIVITIES - OCTOBER 2025

LOST LEADS - OCT 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - OCT 2025		PARTNER REFERRALS - YTD 2025	
October		YTD		October		YTD	
Lost Business Leads		Lost Business Leads		Partner Referrals		Partner Referrals	
<b>15</b>		<b>191</b>		<b>37</b>		<b>294</b>	
Change	Sep-25	Change	2024	Change	Sep-25	Change	2024
7.1%	14	22.4%	156	164.3%	14	-92.2%	3,778

## TRADESHOW ATTENDANCE - October 2025

 <p>Annual Convention October 2-3 Cleveland, OH Meredith Walsh</p>	 <p>National Championship October 2-4 San Diego, CA James Adler</p> <p>The Buffalo Sports Commission has secured hosting the 2027 National Championship</p>	 <p>Convention &amp; Tradeshow October 6-10 Las Vegas, NV Temekia Powers, Marisa Urbano and Meaghan Zimmer</p>
 <p>Annual Convention October 13-16 Columbus, OH Leah Mueller and Greg Gelinas</p>	 <p>Annual Convention October 22-24 New York, NY Karen Cox and Meaghan Zimmer</p> <p>Buffalo will once again host the annual convention in 2026</p>	 <p>UK &amp; Europe Week October 19-24 London, England Leah Mueller and Meredith Walsh</p>

## CLIENT SITE VISITS - OCTOBER 2025

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

## CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
<b>12</b>	<b>8</b>	<b>10</b>	<b>11</b>

## ATTENDANCE BUILDING FOR 2026 NYSSBA ANNUAL CONVENTION



When creativity combines with Buffalo pride, it sparks genuine engagement. Visit Buffalo's Sales and Services team, Meaghan Zimmer and Karen Cox, who generated strong interest this week in New York City at the New York State School Boards Association Conference through an innovative attendance-building activity tied to NYSSBA's 2026 Buffalo citywide convention.

Inspired by Josh Allen's famous Bills logo sketch, attendees took part in a "Draw Your Best Buffalo" activity that ignited conversation, creativity, and excitement for Buffalo as a hosting destination. The activity proved to be an effective and well-received way to generate enthusiasm and awareness for the upcoming convention.

We thank everyone who stopped by the Visit Buffalo booth, including longtime partner and meeting planner Heidi Longton. We look forward to welcoming NYSSBA back to Buffalo in 2026 and building on this early momentum.

# SALES & SERVICES ACTIVITIES - OCTOBER 2025

## CAREER DEVELOPMENT WITH FUTURE INDUSTRY LEADERS

In October, Greg Gelinas from the Buffalo Sports Commission staff spoke with Hospitality and Tourism students at Buffalo State University, emphasizing the organization's dedication to workforce development and industry education.

Returning to the speaker's alma mater offered an opportunity to share professional experience and insights into careers in sports tourism, events, and destination marketing. Special recognition is given to Dr. Lori Till, whose ongoing leadership and mentorship in the classroom play a vital role in preparing the next generation of hospitality professionals.

Engagements like this help build stronger ties between the Sports Commission and local colleges, while motivating students to pursue careers that support Buffalo's visitor economy and sports tourism sector.



## BUFFALO SPORTS COMMISSION AT ADAPTED SPORTS SYMPOSIUM

James Adler, Director of Sports Sales for the Buffalo Sports Commission, was a featured speaker at the Adapted Sport LABS Leadership and Business Symposium, hosted by All In Sport Consulting. The Buffalo Sports Commission also sponsored the event, further demonstrating its commitment to inclusive sports, education, and industry leadership.

James participated on a panel alongside Jazmin Zavala, Gerald Taylor, and Cole McKeel, sharing insights on leadership, business strategy, and the evolving landscape of adapted and inclusive sports. The session was moderated and curated by Dawna Callahan, whose work continues to elevate conversations around access and opportunity in sport.

James's participation positioned the Buffalo Sports Commission as a proactive leader within the adapted sports community, while also supporting broader efforts to attract inclusive sporting events to Buffalo and Erie County. The sponsorship and speaking role further increased the Commission's visibility among national sports organizers and strengthened its commitment to hosting events of all types and abilities.



## THAT'S BUFFALO FOR YOU BRAND MAKES DEBUTE AT IMEX TRADESHOW

Visit Buffalo participated in IMEX America, the largest trade show for meetings and events in North America and a key global marketplace for the industry. Temekia Powers, Marisa Urbano, and Meaghan Zimmer attended on behalf of Visit Buffalo, representing within the I Love NY booth.

IMEX America brings together tens of thousands of meeting planners, association executives, corporate buyers, and incentive travel decision-makers from around the world. Attendance at the show is essential to Visit Buffalo's national sales plan, giving direct access to planners responsible for large conventions, trade shows, and meetings that generate many hotel room nights and long-term economic benefits.

Throughout the week, the Visit Buffalo team held one-on-one meetings and informal networking talks to highlight Buffalo's convention assets, including the Buffalo Convention Center, downtown hotel options, and the city's walkability, affordability, and hospitality. These interactions are key in building relationships, securing future RFPs, and positioning Buffalo as a strong alternative to larger, more expensive markets.

As Marisa Urbano, the National Sales Manager, noted after the show, the size of IMEX and the quality of interactions highlighted the value of Buffalo's presence at this global event. The connections made at IMEX America will continue to be nurtured as part of Visit Buffalo's ongoing efforts to turn leads into future meetings and conventions for Buffalo and Erie County.



# SALES & SERVICES ACTIVITIES - OCTOBER 2025

## INTERNATIONAL ENGAGEMENT: BRAND USA WEEK IN LONDON



Visit Buffalo took part in Brand USA European Week in London, a key international sales and education event focused on long-haul travel to the United States. The event is especially important because more than 40 percent of all international arrivals to the U.S. come from the United Kingdom and Western Europe, making this region a priority market for Buffalo.

During the week, Visit Buffalo engaged in a full schedule of enrichment sessions, peer exchanges, and one-on-one meetings with international travel trade partners. Meredith Walsh, along with Visit Buffalo representatives, met with more than 40 tour operators, travel advisors, and planners actively considering U.S. destinations for future itineraries and group travel programs.

Conversations aim to position Buffalo as a unique, welcoming, and culturally vibrant destination for European travelers, especially those looking for genuine American cities beyond the usual gateways. Participating in Brand USA European Week boosts Visit Buffalo's global trade connections and helps build long-term efforts to increase international visitors, awareness, and tour operator interest in Buffalo and Erie County.

## BUFFALO SPORTS COMMISSION AT TEAMS CONFERENCE & EXPO

In November, the Buffalo Sports Commission's Greg Gelinas and Leah Mueller attended the TEAMS Conference & Expo in Columbus, one of the top markets in the country for sports event organizers and destination representatives. The conference offered valuable opportunities to connect with rights holders, tournament organizers, and industry partners from across the nation while highlighting Buffalo's expanding sports tourism portfolio.

The Sports Commission collaborated with colleagues from New York State's Destination Marketing Organizations to jointly promote New York as a top destination for sporting events, highlighting Buffalo's role in the statewide sports tourism strategy.

Leah and Greg were joined by George Parillo from Ellicott Hotels, highlighting the importance of local hotel partners in supporting successful event planning and execution.

Participation in TEAMS continues to build new relationships, strengthen existing partnerships, and position Buffalo for upcoming sporting events, reinforcing the city's momentum as a competitive and collaborative sports destination.



## INTRODUCING BENJAMIN DISTASIO TO THE TEAM



Benjamin DiStasio brings energy, precision, and a service first mindset to his role as Convention Services Coordinator at Visit Buffalo Niagara. A proud Canisius College graduate with both bachelor's and master's degrees in sport management and sport administration, Ben sharpened his operational skills with the Buffalo Bills, supporting game day operations, training camp, and fan experience efforts. He now applies that hands on experience to supporting our convention and group clients, helping deliver seamless events and a strong first impression of Buffalo Niagara every time.

# MARKETING & COMMUNICATIONS KPIs - OCTOBER 2025

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - OCTOBER 2025

October Engaged Sessions		October Mobile Sessions		October Website Views		October Search Impressions		October All Video Views	
116,266		83,007		460,584		3,096,165		1,041,800	
Change	September 2025	Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
13.0%	102,903	14.2%	72,656	55.7%	295,809	-72.4%	11,209,908	52.1%	684,864

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
946,182		655,539		2,960,978		100,499,422		5,796,006	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-27.2%	1,299,477	-25.5%	879,617	-32.3%	4,376,636	7.9%	1,483,928	-43.7%	10,290,593






## MEDIA RELATIONS PERFORMANCE - OCTOBER 2025

October Media Placements		October Media Impressions		October Media Social Shares		October Media Touchpoints		October Media Visits	
27		1,118,729,050		2,100		25		2	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
-35.7%	42	62.8%	687,241,172	-79.0%	10,000	25.0%	20	0.0%	2

## MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
278		6,624,534,275		111,251		229		36	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
97.2%	141	219.0%	2,076,799,413	245.8%	32,169	72.2%	133	38.5%	26

## EXAMPLES OF OCTOBER 2025 MEDIA HITS

 <p><b>Islands</b> One Of America's Favorite Small Towns Is A New York Gem Dubbed 'The Birthplace Of Arts And Crafts'</p> <p>Readership: 2,594,254</p>	 <p><b>NATIONAL GEOGRAPHIC</b> These 10 industrial American cities have had a glow up</p> <p>Readership: 6,042,119</p>	 <p><b>Chowhound</b> The Hidden Gem Restaurant To Visit While Traveling The Erie Canal</p> <p>Readership: 4,047,359</p>	 <p><b>The Boston Globe</b> Old urban landmarks are not just portals to our past but glimpses of our future</p> <p>Readership: 346,630</p>	 <p><b>FAMILY DESTINATIONS GUIDE</b> 11 Overlooked Cities In New York That Are Perfect For A Walk-Friendly Day Trip</p> <p>Readership: 1,348,888</p>
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# MARKETING & COMMUNICATIONS KPIS - OCTOBER 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
15.7%	111,328	-3.1%	29,853	8.8%	90,445	30.3%	32,853	-6.6%	1,769

## EXAMPLES OF SOCIAL MEDIA POSTS - October 2025

October  
Most Viewed  
Social Media Post  
Kusama Exhibit - AKG  
331,500

## NATIONAL MEDIA PARTNERSHIP: ATLAS OBSCURA FEATURES BUFFALO



## NATIONAL ADVERTORIAL: BON APPETIT HIGHLIGHTS BUFFALO'S CULINARY IDENTITY



In October, Visit Buffalo partnered with Atlas Obscura to highlight some of Buffalo's most unique and lesser-known stories for a national audience. The collaboration aimed to showcase the city's depth, creativity, and sense of discovery, elements that increasingly appeal to today's experiential travelers.

The features explored a variety of unique sites and stories, including the location where Theodore Roosevelt took the oath of office, the rediscovered Mark Twain manuscripts housed at the Buffalo & Erie County Public Library, the collection of presidential memorabilia at Founding Fathers Pub, and the artistry and community-driven work of Stitch Buffalo.

Together, these stories showcased Buffalo as a city rich in living history, shaped by innovation, culture, and its people who continue to define it today. The partnership with Atlas Obscura reinforced Visit Buffalo's strategy of highlighting authentic,



## PROMOTING NATIONAL RECOGNITION FOR BUFFALO'S CULINARY COMMUNITY

As part of the rollout of Visit Buffalo's new destination brand, Buffalo's culinary story was featured nationally in a sponsored advertorial with Bon Appétit, titled *"In Buffalo, Culinary History Meets Modern, Globally-Influenced Innovation."*

The feature examined how Buffalo's food scene embodies the spirit of the new brand by combining heritage with creativity. It showcased the city's variety of flavors, from French pastries and globally inspired dishes to the famous Buffalo wing, positioning Buffalo as a place where tradition and innovation thrive.

This advertorial was strategically placed to align with the brand launch, ensuring that Buffalo's refreshed identity reached a national audience through a trusted and influential food publication. The partnership supports Visit Buffalo's broader effort to tell authentic, modern stories that reshape perceptions and reinforce Buffalo's position as a compelling culinary destination.



## RESTAURANT WEEK AND BRAND INTEGRATION

Visit Buffalo encouraged local chefs, restaurateurs, and food innovators to participate in the James Beard Foundation Awards nomination process, which officially opened for the upcoming awards cycle. The outreach aimed to ensure Buffalo's evolving and nationally competitive culinary scene is fully represented during the nomination period.



The James Beard Awards are among the most prestigious honors in the food and beverage industry, and the open nomination period allows for free submissions, including self-nominations, in written, audio, or video formats. Visit Buffalo shared information and resources to raise awareness ahead of the November 21 deadline and encourage participation across the region's diverse culinary sectors, from restaurants and bakeries to breweries and food entrepreneurs.

This effort aligns with Visit Buffalo's broader strategy to elevate Buffalo's food culture nationally and strengthen the city's growing reputation as a destination known for both culinary heritage and innovation.

In October, Visit Buffalo announced strong early participation for Buffalo Restaurant Week, with more than 70 restaurants across Erie County committed to the October 13–19 promotion. The weeklong event continues to serve as a key platform for boosting local dining activity while showcasing Buffalo's culinary depth to residents and visitors alike.

Buffalo Restaurant Week is organized in partnership with the New York State Restaurant Association, Western New York Chapter, and celebrates the chefs, restaurateurs, and hospitality professionals who play a crucial role in the region's economy and visitor experience.



## STAFF EXPERIENCE: NIAGARA FALLS AIRIAL TOUR

This year's program also acted as an early launch of Visit Buffalo's new brand, *That's Buffalo For You*, by organizing participating menus around two signature expressions: "Refreshingly Spicy," representing bold, unexpected flavors, and "No-Fuss Fancy," showcasing elevated comfort food rooted in local character. The integration allowed diners to experience the new brand through food in an authentic and accessible way.

The kickoff press conference was held at Tappo Italian Restaurant and included remarks from local culinary leaders and industry partners, such as representatives from Tappo Italian Restaurant, the Western New York Chapter of the New York State Restaurant Association, and KT Caribbean Cuisine Café.

Visit Buffalo also recognized the Hispanic Heritage Council of Western New York and Casimiro D. Rodriguez Sr. for their leadership in increasing participation among Hispanic-owned restaurants, further enhancing the diversity and reach of this year's Restaurant Week.

Buffalo Restaurant Week remains a key economic driver and storytelling platform, strengthening Buffalo's reputation as a destination known for flavor, creativity, and community.

# BUFFALO CONVENTION CENTER KPIs - OCTOBER 2025

## BCC REVENUE PERFORMANCE - OCTOBER 2025

October Total Revenue		October Rent Revenue		October Food & Beverage Revenue		October Electrical Revenue		October Other Revenue	
\$392,874		\$48,283		\$320,244		\$22,247		\$2,100	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
17.4%	\$334,650	39.8%	\$34,535	7.1%	\$299,026	1942.9%	\$1,089	0.0%	\$0

## BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$3,214,524		\$633,416		\$2,402,589		\$148,731		\$29,788	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-15.5%	\$3,802,551	-12.5%	\$723,553	-16.8%	\$2,888,158	-9.0%	\$163,517	9.0%	\$27,323

## BCC OPERATIONS PERFORMANCE - OCTOBER 2025

October Total Events Held		October Conventions		October Meetings		October Banquets		October Consumer/Public Shows	
11		2		2		5		2	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
0.0%	11	-50.0%	4	0.0%	2	25.0%	4	100.0%	1

## BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
83		24		27		32		10	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-14.4%	97	-4.0%	25	3.8%	26	-11.1%	36	0.0%	10

## BCC EVENT ATTENDANCE - OCT 2025

October Total Event Attendance	
8,491	
Change	Sep-25
70.1%	4,991

## BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
138,812	
Change	2024
1.5%	136,694

## BCC DAYS OCCUPIED - OCT 2025

October Total Number of Days Occupied	
25	
Change	Sep-25
19.0%	21

## BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
205	
Change	2024
-5.1%	216

# BCC SALES ACTIVITY KPIs - OCTOBER 2025

## LEADS GENERATED PERFORMANCE - OCTOBER 2025

October Total Leads Generated		October BCC Generated Leads		October VBN Generated Leads		October Confirmed Bookings	
13		8		5		12	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
-31.6%	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	
151		72		79		100	
Change	2024	Change	2024	Change	2024	Change	2024
55.7%	97	-4.0%	75	259.1%	22	3.1%	97

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

October Total Solicitation Calls		October Existing Client Calls/Contact		October New Client Calls/Contact		October Lost Business	
64		30		34		10	
Change	Sep-25	Change	Sep-25	Change	Sep-25	Change	Sep-25
82.9%	35	36.4%	22	161.5%	13	400.0%	2

## 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	
555		248		307		64	
Change	2024	Change	2024	Change	2024	Change	2024
18.3%	469	17.5%	211	19.0%	258	-9.9%	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 OCTOBER 2025



American Association  
for Aerosol Research



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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.