



SEPTEMBER 2023 DESTINATION UPDATE

A MONTHLY DASHBOARD AND QUALITATIVE REPORT

PATRICK J. KALER, PRESIDENT & CEO

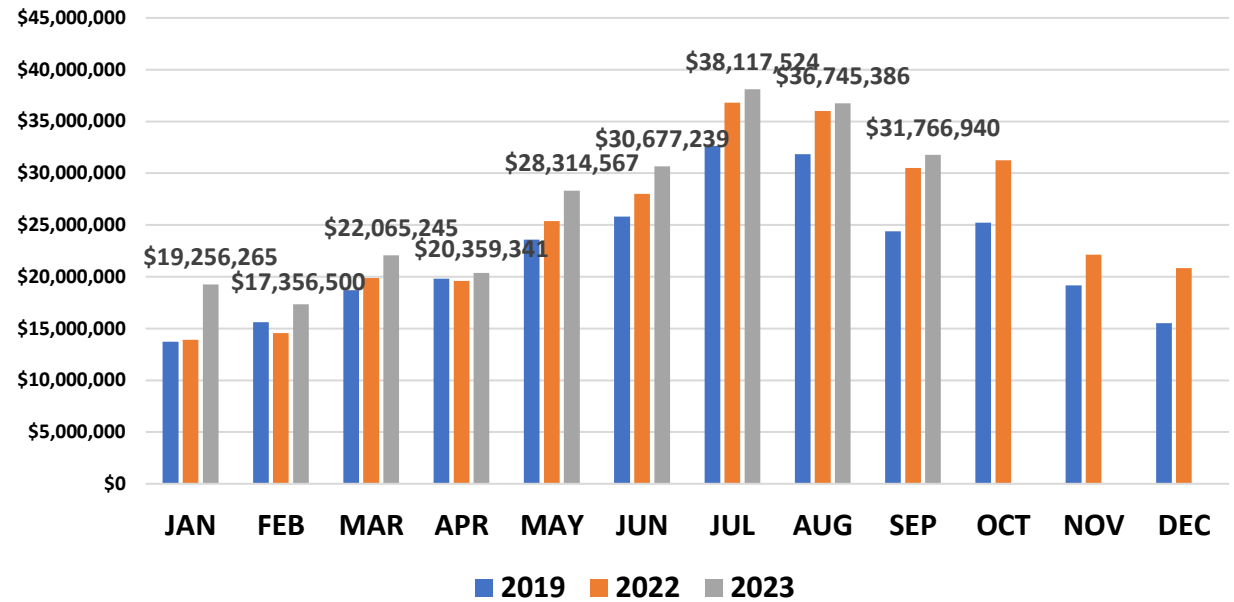


ERIE COUNTY HOTEL REVENUE – SEPTEMBER 2023

September Hotel Revenue	
	\$31,766,940
Sept 2022	4.1%
Sept 2019	30.3%
YTD Hotel Revenue	
	\$235,811,873
2022	4.8%
2019	14.3%

Hotel Revenue is the lodging revenue for all hotel/motel properties in Erie County reported for the month.

September 2023 hotel revenue collections totaled, **\$31,766,940** which was a **4.1%** increase compared to September 2022. September 2023 hotel revenue was **30.3%** higher than 2019.



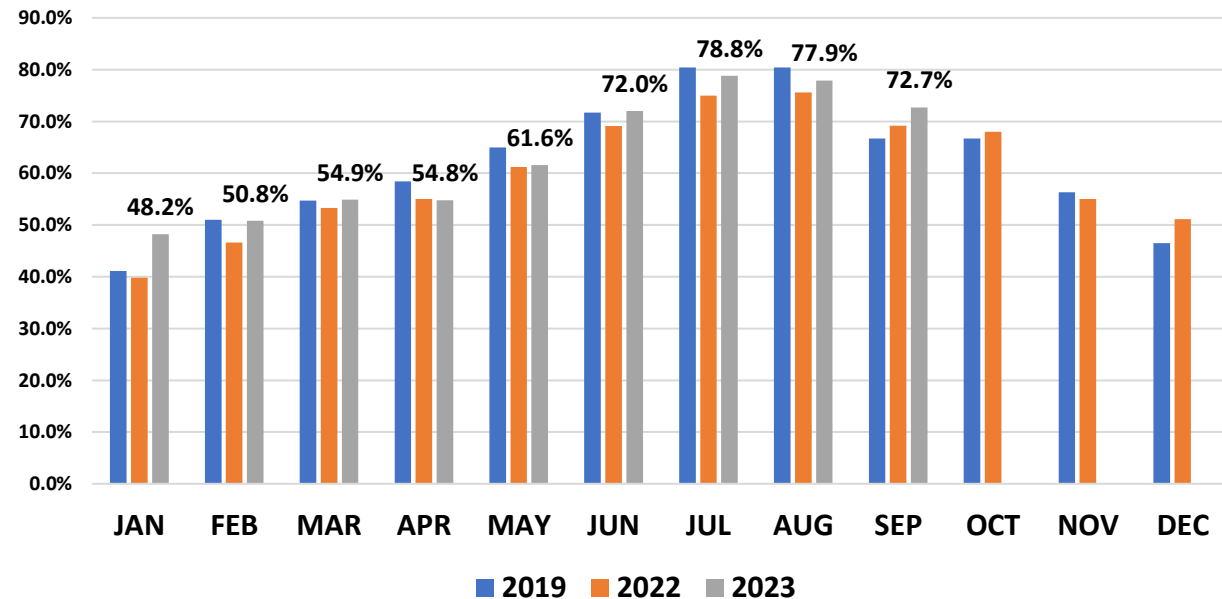
ERIE COUNTY HOTEL OCCUPANCY – SEPTEMBER 2023

September Hotel Occupancy	
	72.7%
Sept 2022	5.1%
Sept 2019	9.0%
YTD Hotel Occupancy	
	63.7%
2022	20.0%
2019	-14.5%

Hotel Occupancy is the percentage of available rooms sold during the month in Erie County. Occupancy is calculated by dividing the number of rooms sold by the number of rooms available.

September 2023 occupancy measured **72.7%**, which was up **5.1%** compared to September 2022. September 2023 occupancy was down **9.0%** compared to 2019.

In comparison, for the U.S., September occupancy was down 0.7% compared 2022 and down 1.8% compared to 2019. The State Of New York, was up 1.4% in Occupancy in September 2023 compared to 2022, and down 0.9% compared to 2019.



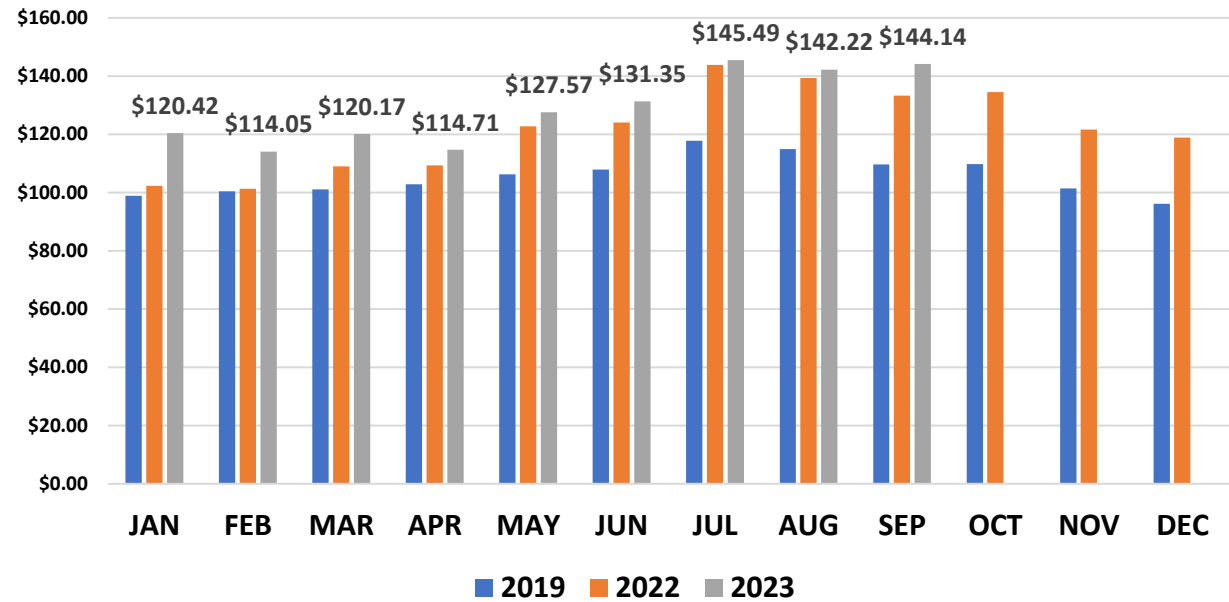
ERIE COUNTY HOTEL AVERAGE DAILY RATE (ADR) – SEPTEMBER 2023

Sept Hotel Average Daily Rate	
	\$144.14
Sept 2022	8.1%
Sept 2019	31.4%
YTD Hotel Average Daily Rate	
	\$132.16
2022	6.7%
2019	22.3%

Hotel Average Daily Rate (ADR) is the measure of the average rate paid for hotel/motel rooms sold for the previous year. It is calculated by dividing room revenue by the number of rooms sold for that time period.

In September, Erie County ADR was **\$144.14** an increase of **8.1%** over 2022, and a **31.4%** increase compared to 2019.

The U.S. ADR for September 2023 was up 3.8% compared to 2022, as well as up 21.4% from 2019. New York State ADR for 2023 was up 7.8% compared to 2022 and up 27.9% compared to 2019.



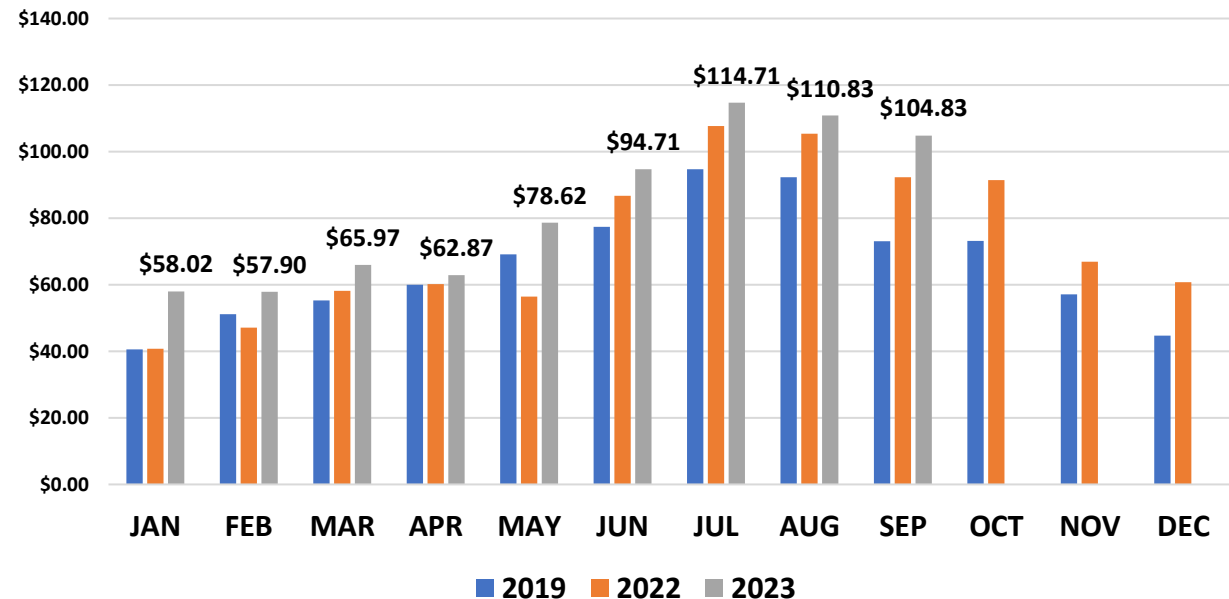
ERIE COUNTY HOTEL REVPAR – SEPTEMBER 2023

Sept Hotel RevPAR	
	\$104.83
Sept 2022	13.6%
Sept 2019	43.4%
YTD Hotel RevPAR	
	\$84.16
2022	12.2%
2019	22.7%

Hotel Revenue Per Available Room (RevPAR) is the total room revenue for the previous year divided by the total number of available rooms.

2023 September RevPAR was **\$104.83** which was an increase of **13.6%** over 2022, and up **43.4%** compared to 2019.

RevPAR for the U.S. was up 3.0% for September 2023 over 2022, and up 19.3% compared to 2019. The State of New York also had increases for RevPAR in 2023 with a 9.3% increase over 2022 and 23.8% increase compared to 2019.



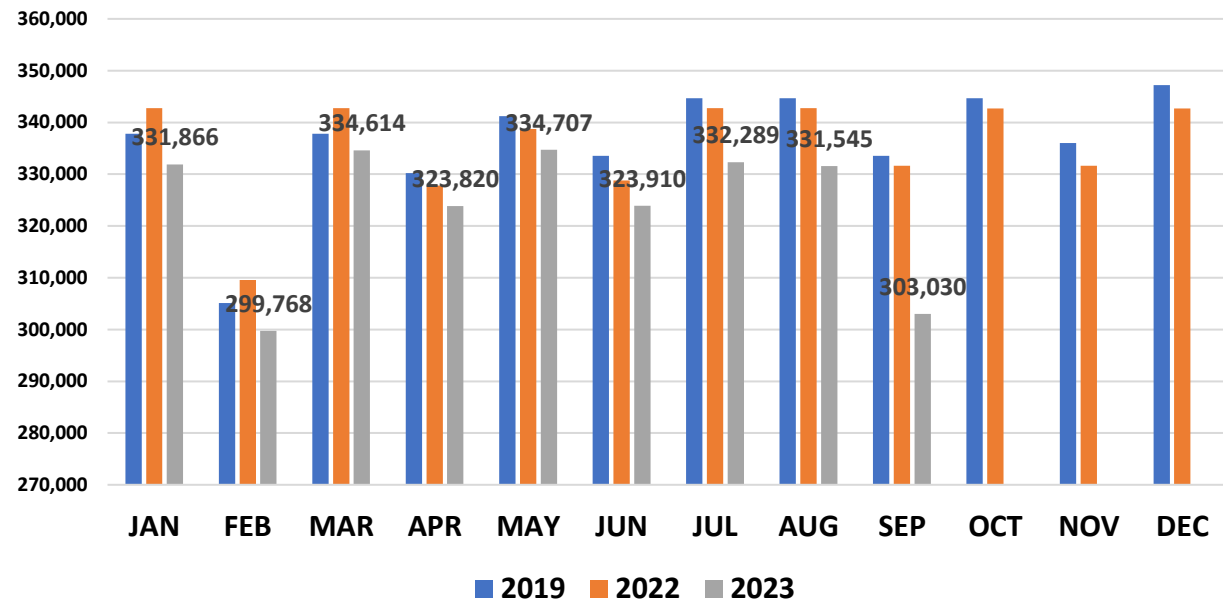
ERIE COUNTY HOTEL SUPPLY – SEPTEMBER 2023

Sept Hotel Supply	
	303,030
Sept 2022	-8.3%
Sept 2019	-9.1%
YTD Hotel Supply	
	2,802,071
2022	-6.6%
2019	-6.9%

Hotel Supply is the number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period.

In September 2023, Erie County's hotel supply totaled **303,030** which was a **8.3%** decrease from 2022 and a **9.1%** decrease compared to 2019.

The number of Erie County available hotel rooms totaled **10,101** which is a **9.1%** decrease compared to 2019.

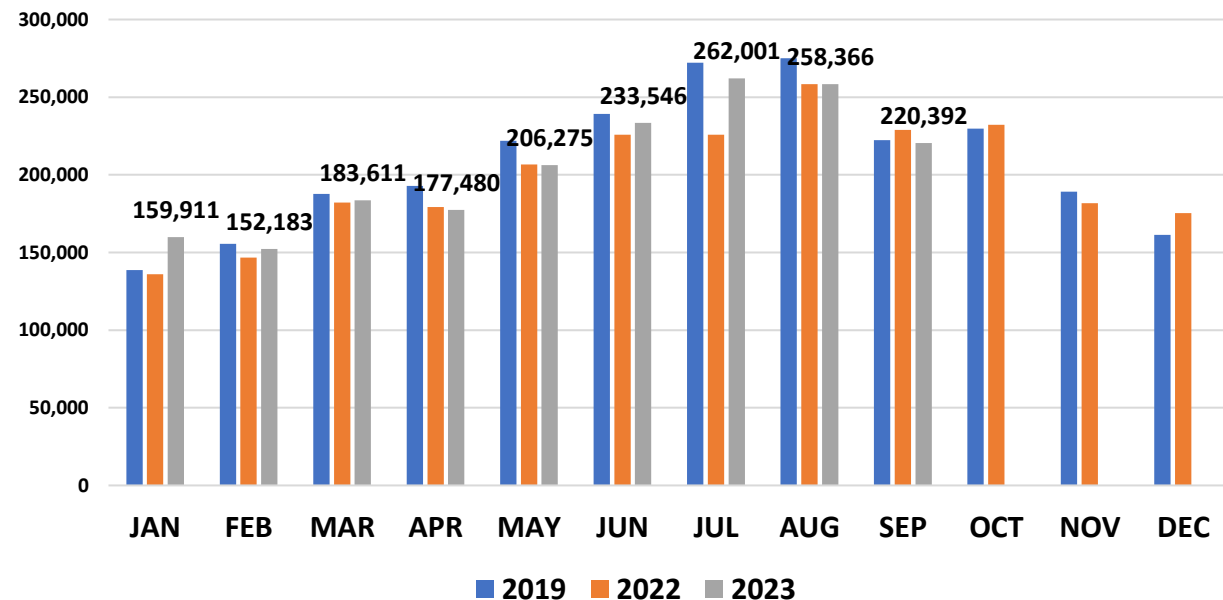


ERIE COUNTY HOTEL DEMAND – SEPTEMBER 2023

Sept Hotel Demand	
	220,392
Sept 2022	-3.7%
Sept 2019	-0.9%
YTD Hotel Demand	
	1,784,298
2022	-1.8%
2019	-6.6%

Hotel Demand is the number of hotel/motel rooms sold in a specified time period (excludes complimentary rooms).

September 2023 hotel demand totaled, **220,392** which was a **3.7%** decreased compared 2022 and a **0.9%** decrease compared to 2019.



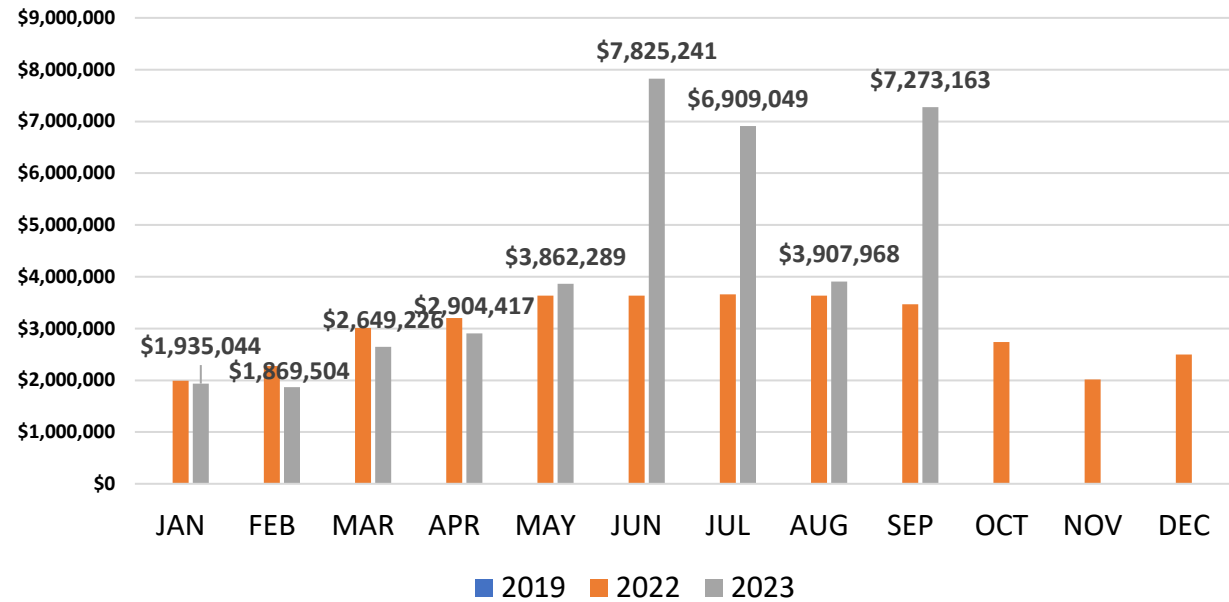
ERIE COUNTY SHORT TERM RENTAL REVENUE – SEPTEMBER 2023

Sept Short Term Rental Revenue	
	\$7,273,163
Sept 2022	183.3%
Sept 2019	NA
YTD Short Term Rental Revenue	
	\$41,945,803
2022	65.3%
2019	NA

Short Term Rental Revenue is the total lodging revenue for all short-term rentals reported for the month.

In Sept 2023, Erie County’s short term rental revenue generated **\$7,273,163** which was up **65.3%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



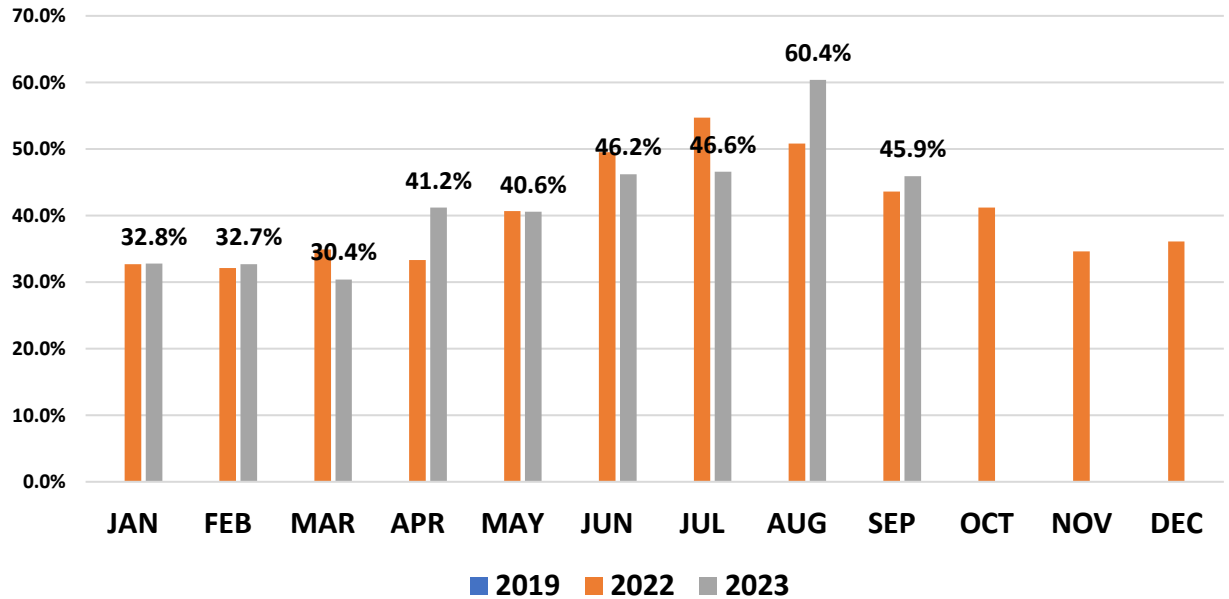
ERIE COUNTY SHORT TERM RENTAL OCCUPANCY – SEPTEMBER 2023

Sept Short Term Rental Occupancy	
	45.9%
Sept 2022	3.1%
Sept 2019	NA
YTD Short Term Rental Occupancy	
	41.1%
2022	-10.8%
2019	NA

Short Term Rental Occupancy is the percentage of available rental units sold during the month in Erie County. Occupancy is calculated by dividing the number of sold by the number of units available.

Sept 2023 occupancy measured **45.9%**, which was up **3.1%** compared to September 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



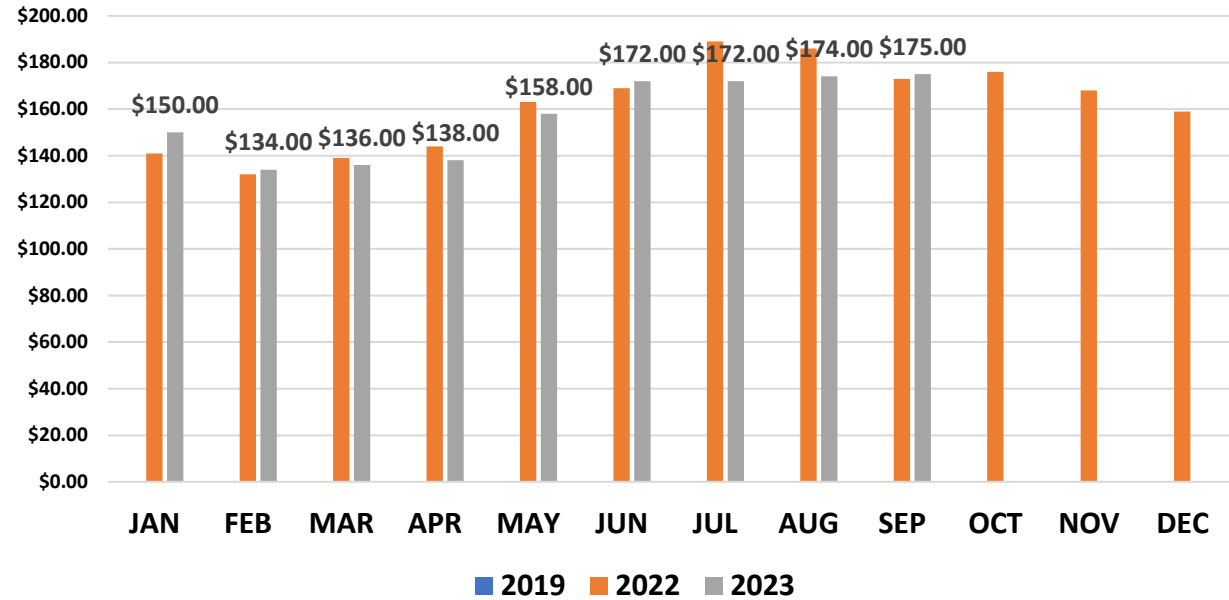
ERIE COUNTY SHORT TERM RENTAL AVERAGE DAILY RATE – SEPTEMBER 2023

Sept Short Term Rental ADR	
	\$175.00
Sept 2022	1.2%
Sept 2019	NA
YTD Short Term Rental ADR	
	\$167.00
2022	-1.2%
2019	NA

Short Term Rental Average Daily Rate (ADR) is the measure of the average rate paid for short term rental units sold for the month. It is calculated by dividing rental units' revenue by the number of units sold for that time period.

In September, Erie County Short Term Rental ADR was **\$175.00** an increase of **1.2%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



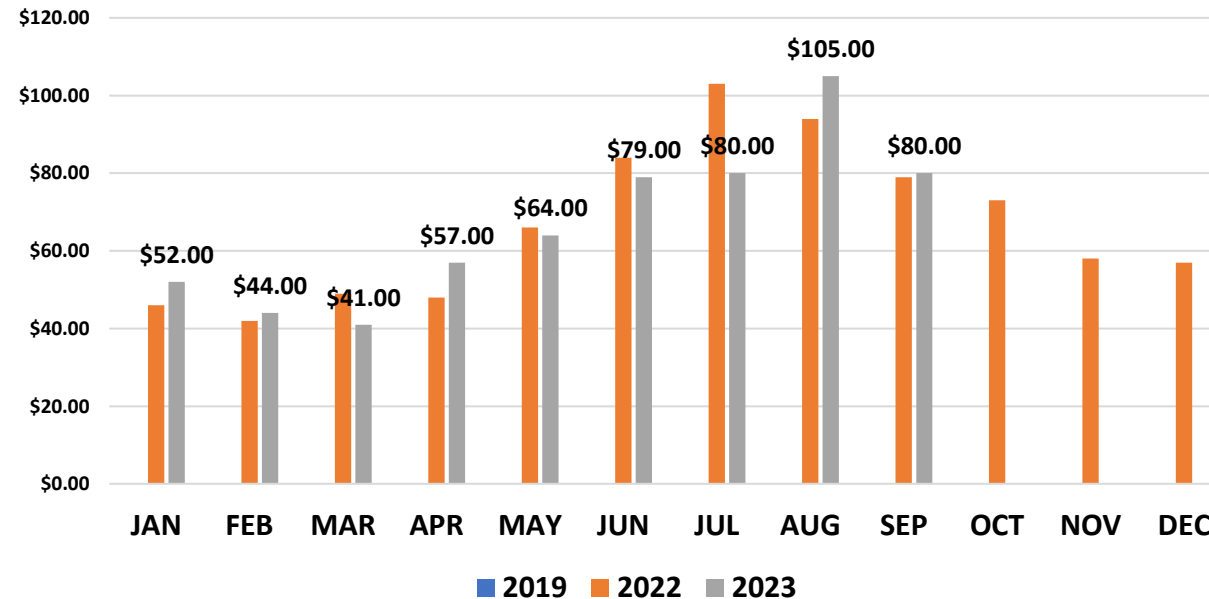
ERIE COUNTY SHORT TERM RENTAL REVPAR – SEPTEMBER 2023

Sept Short Term Rental RevPAR	
	\$80.00
Sept 2022	1.3%
Sept 2019	NA
YTD Short Term Rental RevPAR	
	\$78.00
2022	11.4%
2019	NA

Short Term Rental Revenue Per Available Room (RevPAR) is the total short term rental revenue for the month divided by the total number of available short term rental units.

2023 September RevPAR was **\$80.00** which was an increase of **1.3%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



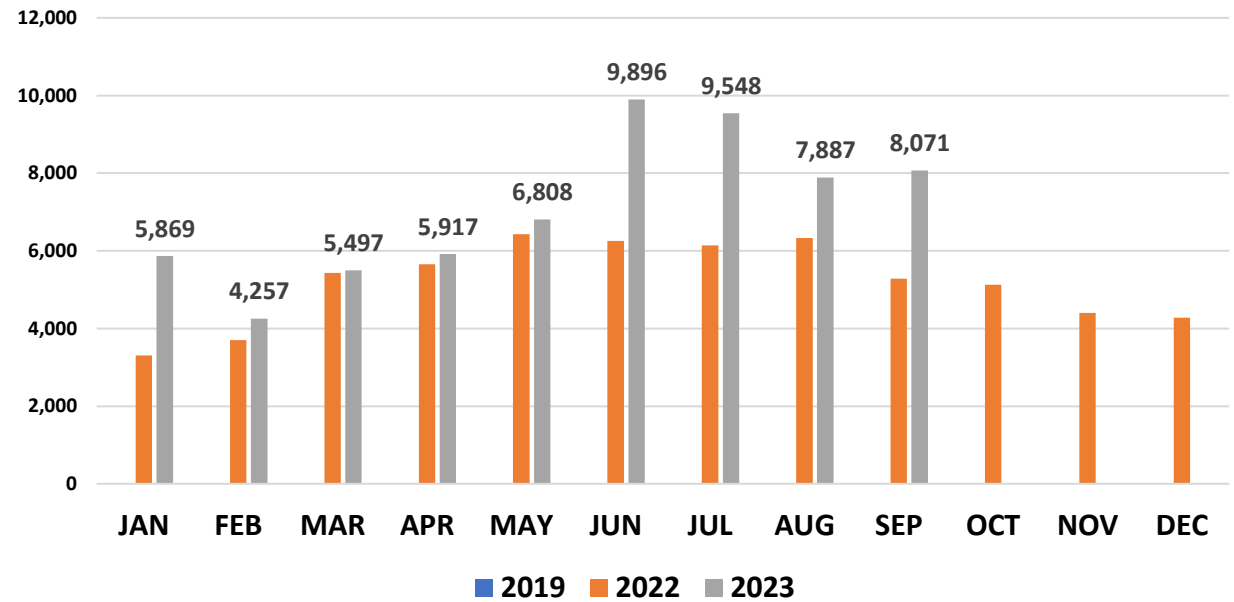
ERIE COUNTY SHORT TERM BOOKINGS – SEPTEMBER 2023

Sept Short Term Rental Bookings	
8,071	
Sept 2022	62.9%
Sept 2019	NA
YTD Short Term Rental Bookings	
69,731	
2022	42.9%
2019	NA

Short Term Rental Bookings is the measure of the total bookings in all Erie County short term rentals for the month.

In September, Erie County Short Term Rental Bookings totaled **8,071** which was an increase of **62.9%** compared to 2022.

Note: VBN did not collect Short Term Rental Data in 2019.



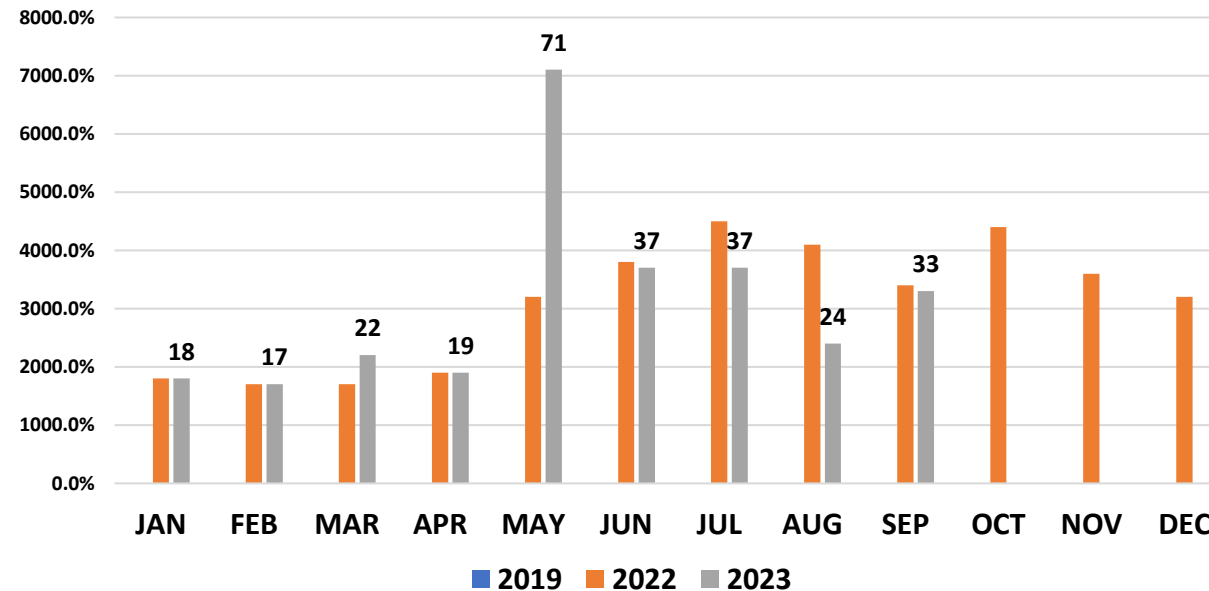
ERIE COUNTY SHORT TERM BOOKING WINDOW – SEPTEMBER 2023

Sept Short Term Rental Booking Window (days)	
33	
Sept 2022	-8.3%
Sept 2019	NA
YTD Short Term Rental Booking Window (days)	
28	
2022	-18.8%
2019	NA

Short Term Booking Window is the average number of days prior to arrival/check-in of a short term rental booking.

In September 2023 the short term rental average booking window was **33 days** prior to arrival, which was a decrease of **8.3%** from 2022.

Note: VBN did not collect Short Term Rental Data in 2019.

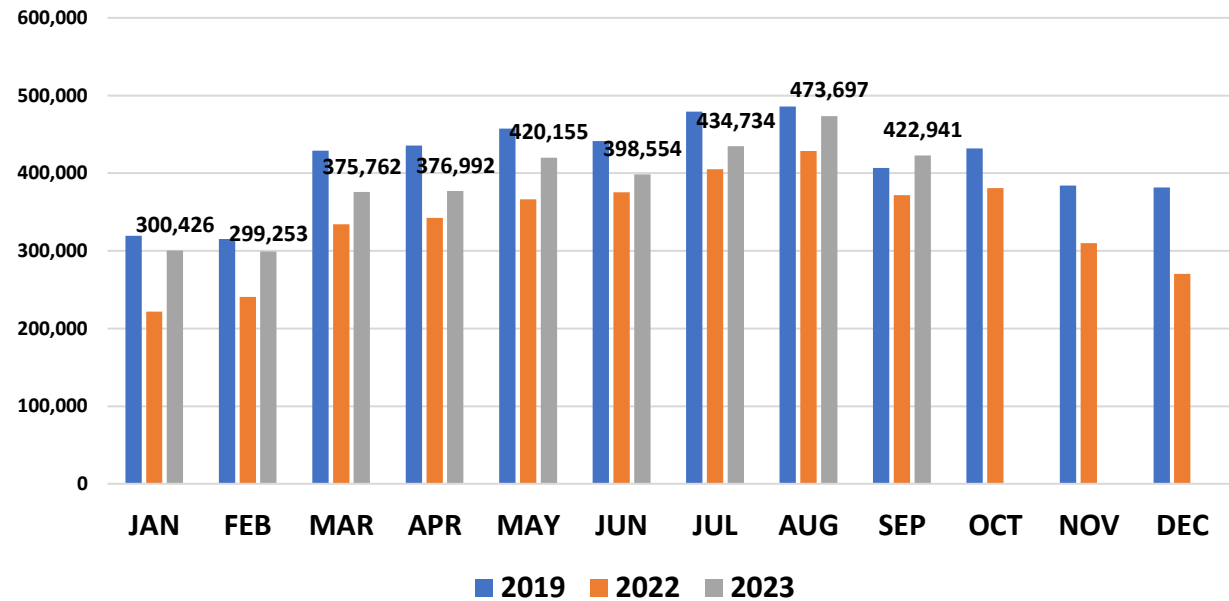


BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGERS – SEPTEMBER 2023

Sept BUF Airport Passengers	
422,941	
Sept 2022	13.7%
Sept 2019	3.9%
YTD BUF Airport Passengers	
3,502,514	
2022	13.5%
2019	-7.1%

Airport Passengers is the total monthly air traffic passengers at Buffalo Niagara International Airport as reported by NFTA.

Passengers through BUF in September 2023 totaled **422,941** representing a **13.7%** increase over 2022 and a **3.9%** increase compared to 2019.

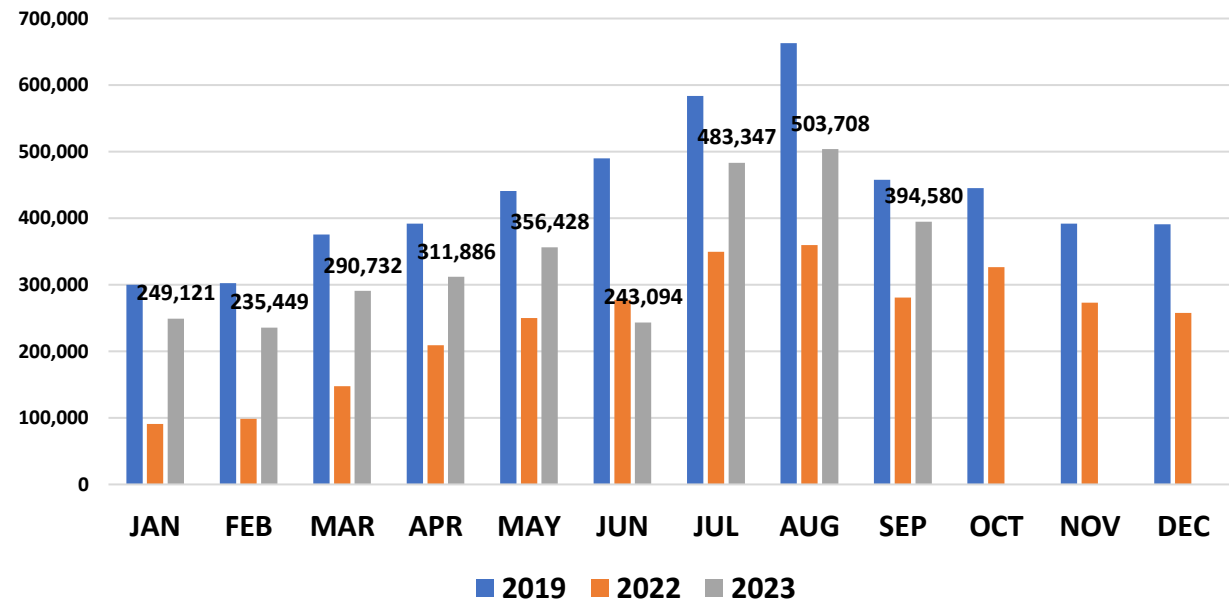


U.S. / CANADIAN CROSS BORDER TRAFFIC – SEPTEMBER 2023

Sept US/Canadian Border Traffic	
394,580	
Sept 2022	40.5%
Sept 2019	-13.8%
YTD US/Canadian Border Traffic	
3,068,325	
2022	48.7%
2019	-23.4%

Cross Border Traffic calculates the monthly border crossings between the United States and Canada in Erie and Niagara Counties.

Travel between the two countries through the Erie and Niagara County access points for the month of September 2023 totaled **394,580** which was a **40.5%** increase compared 2022 and a **13.8%** decrease compared to 2019.



MONTH Sales & Services Department Dashboard - September 2023 vs. September 2022 and September 2019 (RECOVERY BENCHMARK)

Sales Lead Distributed		Sales Lead Room Nights		Lead Expected Attendance		Lead Economic Impact		Lost Business									
32		13,863		11,810		\$10,309,627		14									
Sept 2022	-25.6%	Sept 2022	-29.0%	Sept 2022	29.6%	Sept 2022	-15.8%	Sept 2022	Null								
Sept 2019	-38.5%	Sept 2019	-39.2%	Sept 2019	-20.4%	Sept 2019	-30.3%	Sept 2019	-22.2%								
Definite Events Booked			Definite Room Nights Booked			Definite Expected Attendance			Definite Event Economic Impact								
27			6,928			8,043			561,471								
Sept 2022			8.0%			Sept 2022			55.7%			Sept 2022			13.8%		
Sept 2019			3.8%			Sept 2019			-39.6%			Sept 2019			-46.2%		
Events Held			Events Held Room Nights			Events Held Attendance			Groups Served								
31			9,668			5,112			22								
Sept 2022			107%			Sept 2022			60.8%			Sept 2022			Null		
Sept 2019			-13.9%			Sept 2019			34.2%			Sept 2019			Null		

YEAR TO DATE Sales & Services Department Dashboard - Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Sales Lead Distributed		YTD Sales Lead Room Nights		YTD Lead Expected Attendance		YTD Lead Economic Impact		YTD Lost Business									
416		207,493		189,665		\$189,250,210		142									
2022	-1.2%	2022	0.1%	2022	36.7%	2022	13.8%	2022	11.7%								
2019	-25.7%	2019	-33.3%	2019	-10.0%	2019	-18.2%	2019	-10.3%								
YTD Definite Events Booked			YTD Definite Room Nights Booked			YTD Definite Expected Attendance			YTD Definite Event Economic Impact								
261			82,268			110,061			64,771,746								
2022			2.8%			2022			23.5%			2022			-53.5%		
2019			28.8%			2019			37.5%			2019			-38.9%		
YTD Events Held			YTD Events Heald Room Nights			YTD Events Held Attendance			YTD Groups Served								
234			100,271			114,237			144								
2022			16.9%			2022			46.8%			2022			24.1%		
2019			-30.5%			2019			0.8%			2019			-7.7%		



**2023 Sept compared to May
Sales & Services
KPI Comparison**

Key Performance Indicator	MOM Percent Change
Leads Distributed	-31.9%
Lead Room Nights	-35.0%
Lead Attendance	-58.7%
Lead Economic Impact	-52.1%
Definite Bookings	58.8%
Definite Room Nights	-30.2%
Definite Attendance	-45.4%
Definite Economic Impact	-23.0%
Lost Leads	Null
Events Held In Month	-6.1%
Events Held In Month Room Nights	53.9%
Events Held In Month Attendance	-19.8%
Groups Serviced	-4.3%



S.P.O.R.T.S. The Relationship Conference

Buffalo Niagara Sports Commission Director of Sports Development, Greg Gelinias attended The Sport Relationship Conference which provides two days worth of 15-minute appointments with top sporting event planners and event rights holders.

September 2023 Trade Shows/Conferences Attended

SHOW/ CONFERENCE NAME	LOCATION	ATTENDED BY
Professional Fraternal Association Conference	Albuquerque, NM	Emma Carlo
S.P.O.R.T.S. The Relationship Conference	South Bend, IN	Greg Gelinias
Small Market Meetings	Cedar Rapids, IA	Meaghan Zimmer

September 2023 Site Visits / FAMs

7



Professional Fraternal Association Conference

Visit Buffalo Niagara’s National Sales Manager, Emma Carlo attended the 2023 Professional Fraternal Association Conference. Attendees include members who serve as paid or volunteer executive directors or paid staff. VBN attends as an associate member who is looking to strengthen and expand our partnerships with fraternal organizational members to bring events to Buffalo and Erie County. Emma had the opportunity to network with VBN Customer Advisory Council member, Lane Velayo.



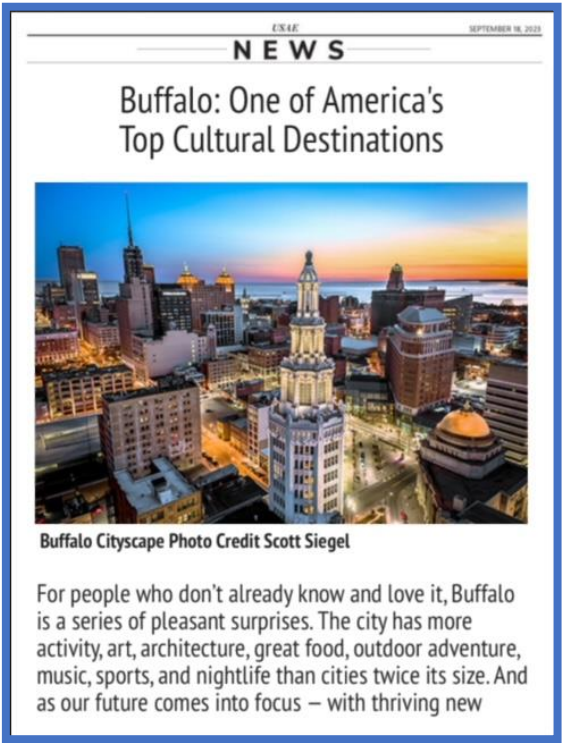
Small Market Meetings

Small Market Meetings is a gathering of destinations, hotels, conference centers and meeting planners looking for small to medium size conferences. Visit Buffalo Niagara’s National Sales Director, Meaghan Zimmer participated in marketplace sessions with conference delegates in one-on-one meetings for potential business opportunities. Buffalo will be the host city for the Small Market Meetings Conference in 2025.



USAE Editorial

The reopening of the Buffalo AKG, provided an opportunity for USAE to highlight an editorial feature of Buffalo as a top Cultural Destination.



Compete Sports Diversity Familiarization Tour

The Buffalo Niagara Sports Commission hosted representative members of Compete Sports Diversity for a familiarization tour of venues and experiences in Buffalo and Erie County. As part of the FAM, VBN/BNSC hosted a community stakeholder breakfast that included representatives from Erie County, City of Buffalo, Michigan Street African American Heritage Corridor, Pride Center of WNY, and the Gay & Lesbian Youth Support of WNY. Compete Sports Diversity representative, John Deffee gave Buffalo and Erie County the highest compliment when he shared, "It has to be one of the best, if not best fam site visits, I've even been on and I've been on a lot. The culture and community and sense of pride was



impressive. If we had more Buffalo mindsets in place, our country and world would be a better, safer, and more inclusive place for all."



Washington DC-Based Meeting Planner Event

Visit Buffalo Niagara CEO, Patrick Kaler and VP of Sales and Services, Mike Even hosted a group of existing and potential new meeting planner clients at the Buffalo Bills versus Washington Commanders game in DC. PS – The Bills won the game.



SBWWGSD – Breakfast Presentation

The Visit Buffalo Niagara Sales and Services Department revitalized the "Bring It Home" campaign with a breakfast celebrating the female leaders of Buffalo and Erie County. At the invitation of the VBN female members of the board of directors, over 60 leaders attended a breakfast presentation led by VBN Chairwoman, Cindy Abbott-Letro and female members of the VBN sales staff. The attendees learned about the opportunity they have to connect VBN with the business associations and organizations they hold membership and attend meetings/conventions. Each attendee was gifted a custom Oxford Pennant emblazoned with "SBWWGSD" Smart Buffalo Women Who Get Stuff Done.



MARKETING & COMMUNICATIONS DEPARTMENT UPDATE

MONTHLY Marketing & Communications Department Dashboard September 2023 vs. September 2022 and September 2019

Website Sessions		Mobile Website Sessions		Duration On Site		Website Page Views		Social Media Posts	
187,361		127,052		1:30		298,712		184	
Sept 2022	34.2%	Sept 2022	33.5%	Sept 2022	-23 seconds	Sept 2022	14.9%	Sept 2022	-1.1%
Sept 2019	70.5%	Sept 2019	82.3%	Sept 2019	4 seconds	Sept 2019	36.8%	Sept 2019	-1.1%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		All Video Views	
100,794		29,662		76,380		26,700		741,888	
Sept 2022	1.1%	Sept 2022	-0.9%	Sept 2022	67.1%	Sept 2022	60.8%	Sept 2022	172.3%
Sept 2019	6.2%	Sept 2019	3.3%	Sept 2019	123.6%	Sept 2019	NA	Sept 2019	670.6%
Media Placements		Media Impressions		Media Social Shares		Media Touchpoints		Media Visits	
14		119,288,064		919		12		1	
Sept 2022	100.0%	Sept 2022	5.9%	Sept 2022	-30.8%	Sept 2022	-40.0%	Sept 2022	-95.0%
Sept 2019	NA	Sept 2019	NA	Sept 2019	NA	Sept 2019	NA	Sept 2019	NA

YEAR TO DATE Marketing & Communications Department Dashboard. Year Over Year Comparison 2023 vs. 2022 and 2019

YTD Website Sessions		YTD Mobile Website Sessions		Duration On Site		YTD Website Page Views		YTD Shared Social Media Posts	
1,455,838		910,590		1:30		2,417,428		1,622	
2022	16.3%	2022	13.3%	2022	-23.0%	2022	7.8%	2022	-12.6%
2019	13.6%	2019	14.8%	2019	4.0%	2019	-3.9%	2019	4.0%
Facebook Followers		Twitter Followers		Instagram Followers		TikTok Followers		YTD All Video Views	
100,794		29,662		76,30		26,700		7,745,901	
Sept 2022	1.1%	Sept 2022	-0.9%	Sept 2022	67.1%	Sept 2022	60.8%	2022	178.5%
Sept 2019	6.2%	Sept 2019	3.3%	Sept 2019	123.6%	Sept 2019	NA	2019	890.4%
YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
84		2,235,118,757		5,636		128		37	
2022	90.9%	2022	176.0%	2022	47.1%	2022	36.2%	2022	42.3%
2019	NA	2019	NA	2019	NA	2019	NA	2019	NA



2023 Sept compared to March Marketing & Communications KPI Comparison	
Key Performance Indicator	MOM Percent Change
Website Sessions	-5.2%
Mobile Website Sessions	-7.3%
Duration on Site	-9 seconds
Website Page Views	-11.1%
Social Media Posts	1.7%
Facebook Followers	0.2%
Twitter Followers	Null
Instagram Followers	2.1%
TikToc Followers	3.3%
All Video Views	-10.2%
Media Placements	40.0%
Media Impressions	33.7%
Social Media Shares	10.6%
Media Touchpoints	Null
Media Visits	-75.0%

Sept 2023 Media Hits			
PUBLICATION/SOURCE	ARTICLE HEADLINE	READERSHIP	SHARES
Irish Post	Great Icons, Great Lakes	258,134	
CBS News Pittsburgh	Travel Expert Shares the Perfect Trips That Don't Require a Plane Ticket	47,918,818	
USAЕ	Buffalo: One of America's Top Cultural Destinations	895	
Reader's Digest	Buffalo, New York Is The Nicest Place In America	12,208,474	779
Today Show	Here Are The Nicest Cities In The United States	21,666,177	
Lonely Planet	12 Things Locals Know About Visiting New York State	4,738,539	4
Leisure Group Travel	Buffalo, NY	14,833	88
Global Traveler Magazine	Buffalo AKG Art Museum Expansion by OMA, Shrohei Shigematsu Reveal	20,904	5
Elie Décor (Italy)	OMA Renovates One of America's Oldest Museum Institutions	2,831,123	
The Globe and Mail	Five Must-See Gallery and Museum Exhibits Coming Up This Fall	5,961,221	43
Brazil Travel News	Buffalo: The Incredible City Still Unexplored by Brazilian Travelers In The State of New York	6,163	
Extended Weekend Getaways	This Food Trail Leads To Buffalo	22,046,388	
The Plan	Common Sky – A Glass Tree Generates An Inclusive Spade	44,234	

Not all media hits were as a direct result of efforts by Madden Media.



Most Viewed Video
September 2023

716 Day
150,187

Sample of other video content for
the month:

- Half Baked Cookies
- Buffalo Wing Trail – Blackthorn
Restaurant & Pub
- Explore Buffalo – Doors Open
- Buffalo & Erie County Theater
Month
- Fall In Erie County
- Apple Picking



Examples of September Blogs and Social
Media Posts



Arts & Culture Advertising Campaign and Arts District Map

"ONE OF THE MOST INTERESTING PLACES TO VISIT IN NORTH AMERICA"
TORONTO GLOBE & MAIL

"...A MODERN AND MULTIFACETED CITY, MORE THAN READY FOR ITS MOMENT."
THE NEW YORK TIMES

"...WARM HOSPITALITY, RICH HERITAGE, VIBRANT ART AND LANDMARK ARCHITECTURE."
IN MAGAZINE

"EVERY DAY THAT I'M HERE, I FALL MORE AND MORE IN LOVE..."
GUILLELMO DEL TORO

WONDERFUL THINGS LIKE FRANK LLOYD WRIGHT'S MARTIN HOUSE AWAIT YOU.

"BEING INSIDE THE DARWIN MARTIN HOUSE IS LIKE MEDICINE FOR YOUR SOUL."
DEPARTURES.COM

SEE YOU IN BUFFALO.COM Buffalo Niagara I ❤️ NY

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LIKE VISITING THE MOUNTAINS. HUMBLING. SUBLIME.
— FORBES

A HIGH ACHIEVEMENT OF PRESENTATION, ERUDITION, AND ELEGANCE.
— FRANCIS KOWSKY, AUTHOR, THE DUAL CAREER OF CALVERT VAUX

HOW RARE IT IS TO SEE BEST-IN-CLASS ARTWORKS TOGETHER IN ONE PLACE.
— ARTNET

REMARKABLE.
— ARTSY

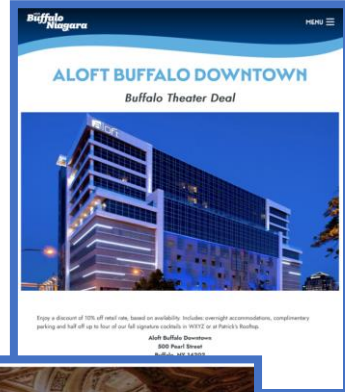
THE NEW BUFFALO AKG ART MUSEUM IS WAITING FOR YOU

SEE YOU IN BUFFALO.COM Buffalo Niagara I ❤️ NY

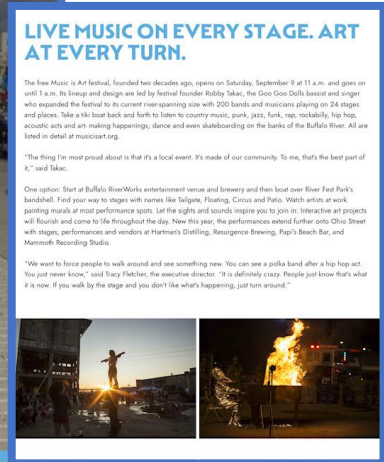
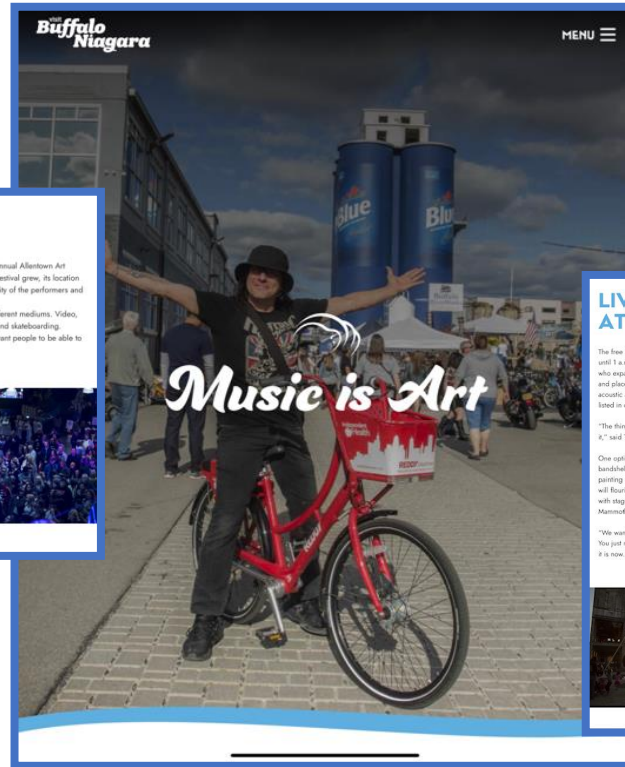
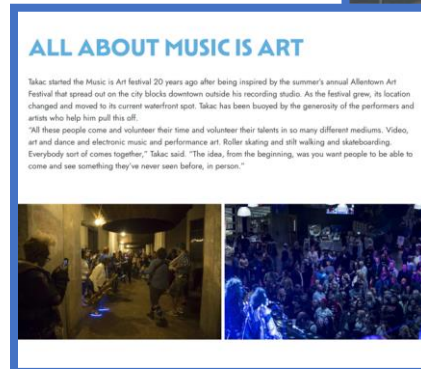
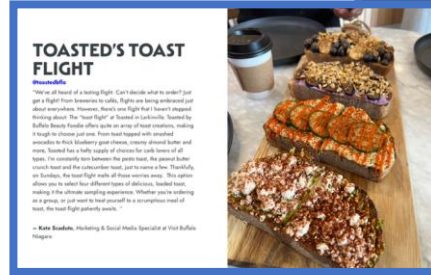
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Erie County Theater Month Promotion



New VisitBuffaloNiagara.com Content



DESTINATION DEVELOPMENT DEPARTMENT UPDATE

MONTHLY Destination Development Department Dashboard – September 2023 vs. September 2022 and September 2019 (RECOVERY BENECHMARK)

Visitor Guide Requests		Weekly Lodging Dashboard Distribution		Tourism Insider Distribution			
351		489		2,833			
Sept 2022	48.1%	Sept 2022	16.2%	Sept 2022	3.8%		
Sept 2019	-24.2%	Sept 2019	NA	Sept 2019	6.2%		
Number of Mobile Visitor Center Events		Mobile Visitor Center Volunteer Hours		Number of Convention/Sport Events		Conventions/Sport Event Volunteer Hours	
4		24		1		8	
Sept 2022	Null	Sept 2022	-63.9%	Sept 2022	-50.1%	Sept 2022	-81.4%
Sept 2019	NA	Sept 2019	NA	Sept 2019	NA	Sept 2019	NA
Industry Meeting Attendance		Industry Event Attendance		Extranet Training Attendance		Destination Customer Service Training Attend.	
0		176		6		0	
Sept 2022	-100.0%	Sept 2022	100.0%	Sept 2022	20.0%	Sept 2022	Null
Sept 2019	Null	Sept 2019	100.0%	Sept 2019	100.0%	Sept 2019	Null

YEAR TO DATE Destination Development Department Dashboard – Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Visitor Guide Requests		YTD Weekly Lodging Dashboard Distribution		YTD Tourism Insider Distribution			
4,069		489		2,833			
2022	-39.7%	2022	17.6%	2022	3.8%		
2019	-27.8%	2019	NA	2019	9.3%		
YTD Number of Mobile Visitor Center Events		YTD Mobile Visitor Center Volunteer Hours		YTD Number of Convention/Sport Events		YTD Conventions/Sport Event Volunteer Hours	
28		198		13		227	
2022	-12.5%	2022	-42.9%	2022	85.7%	2022	167.1%
2019	NA	2019	NA	2019	NA	2019	NA
YTD Industry Meeting Attendance		YTD Industry Event Attendance		YTD Extranet Training Attendance		YTD Dest./Customer Service Training Attend.	
275		497		23		5	
2022	11.3%	2022	1503.2%	2022	-4.2%	2022	-73.7%
2019	-61.6%	2019	-4.1%	2019	-45.2%	2019	-94.1%





National Wing Festival Visitor Engagement

Visit Buffalo Niagara and our volunteers were back once again at the Buffalo Wing Trail. This is one of our most sought-after volunteer events as visitors from all around the World come to Buffalo to eat wings.

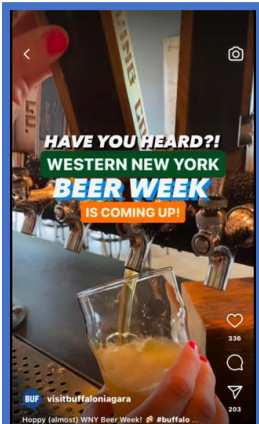


Each year visitors are asked to “pin” their home location on a map of the US and the World proving that Buffalo Wings are a global foodie favorite. VBN also provides Instagram-able photo opportunities for at the mobile visitor center unit.



Buffalo Historic River Tours

Thank you to Buffalo Historic River Tours for hosting the Visit Buffalo Niagara staff for a morning cruise. Our incredible docent told the story of the Erie Canal, Buffalo’s history as the largest grain port in the world and we were able to experience the nation’s largest collection of standing grain elevators up close and personal. We always learn something new when we get to experience first-hand the tourism opportunities in our destination.



Buffalo Beer Week

Thank you to the Western New York Brewers Guild for including Visit Buffalo Niagara in their kick-off press conference for the 2023 Buffalo Beer Week. Currently, Western New York is home to over 40 craft breweries. Western New York has led the way for New York State to become the 4th largest craft beer producer in the country and contributed over \$5.4 Billion dollars of Economic Impact to the state’s economy. Additionally, the local craft beer industry employs over 1,000 Western New York residents and contributes significant dollars to local causes and not-for-profit organizations. Visit Buffalo Niagara is proud to promote this exciting sector of the tourism industry through its production of a Beer Guide, website landing page, hosting travel writers, and its social media channels.



September Industry Night – The Village of Williamsville

Members of Erie County’s hospitality industry as well as Visit Buffalo Niagara’s staff and volunteers were treated to a unique evening in the Village of Williamsville. Thanks to our partners at RationAles, Glen Park Tavern, BriteSmith Brewing and Eagle House Restaurant for hosting a progressive crawl through the village where attendees were able to sample the unique cuisines and specialty drinks and beer tastings are each location.



BUFFALO CONVENTION CENTER OPERATIONAL UPDATE



MONTHLY Buffalo Convention Center Operational Dashboard – Sept 2023 vs. Sept 2022 and Sept 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event - Banquet		Event – Consumer/Public Show		Event – Social	
8		1		4		3		0		0	
Sept 2022	60.0%	Sept 2022	-50.0%	Sept 2022	-100.0%	Sept 2022	200.0%	Sept 2022	-100.0%	Sept 2022	Null
Sept 2019	-33.3%	Sept 2019	-50.0%	Sept 2019	Null	Sept 2019	-25.0%	Sept 2019	-100.0%	Sept 2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
3,810				15				New survey system being developed for mid-year.			
Sept 2022		47.4%		Sept 2022		Null		Sept 2022		NA	
Sept 2019		-37.1%		Sept 2019		-25.0%		Sept 2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$255,317		\$8,600		\$235,562		\$7,345		0			
Sept 2022	-14.7%	Sept 2022	7.7%	Sept 2022	70.8%	Sept 2022	225.9%	Sept 2022	-100.0%		
Sept 2019	28.0%	Sept 2019	-71.3%	Sept 2019	41.9%	Sept 2019	230.6%	Sept 2019	-100.0%		

YEAR TO DATE Convention Center Operational Dashboard – Year Over Year Comparison 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)											
Total Events		Event – Convention		Event – Meeting		Event – Banquet		Event – Consumer/Public Show		Event – Social	
68		13		12		33		10		0	
2022	28.3%	13.3%	13.3%	2022	140.0%	2022	65.0%	2022	-16.7%	2022	Null
2019	-26.1%	2019	-23.5%	2019	-53.8%	2019	-15.4%	2019	Null	2019	Null
Total Event Attendance				Number of Days Occupied				Customer Service Score			
162,723				158				New survey system being developed for mid-year.			
2022		25.1%		2022		-5.4%		2022		NA	
2019		-19.6%		2019		-28.5%		2019		NA	
Total Revenue		Revenue – Rent		Revenue – Food & Beverage		Revenue – Electrical Service		Revenue – Other			
\$2,572,343		\$575,030		\$1,757,331		\$123,199		\$116,783			
2022	50.9%	2022	-6.7%	2022	36.7%	2022	85.0%	2022	6717.5%		
2019	-3.9%	2019	-4.6%	2019	-9.0%	2019	-13.3%	2019	3858.8%		

BUFFALO CONVENTION CENTER SALES UPDATE



MONTHLY Buffalo Convention Center Sales Dashboard – Sept 2023 vs. Sept 2022 and Sept 2019 (RECOVERY BENCHMARK)

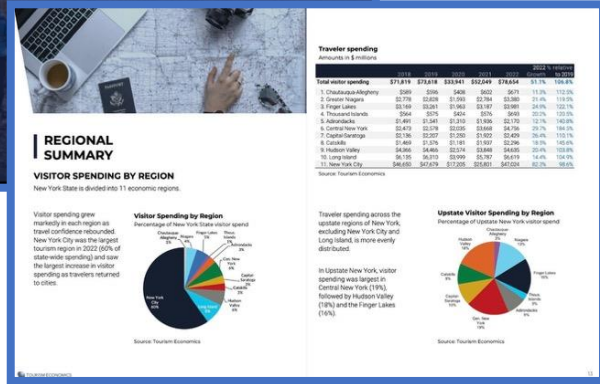
Total Leads		BNCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
7		2		5		10	
Sept 2022	-22.2%	Sept 2022	-71.4%	Sept 2022	150.0%	Sept 2022	25.0%
Sept 2019	-53.3%	Sept 2019	83.3%	Sept 2019	66.7%	Sept 2019	-16.7%
Total Solicitation Cals		Existing Business/Clients Solicitation Calls		New Business/Clients Solicitation Calls		Lost Business	
55		12		43		5	
Sept 2022	34.1%	Sept 2022	-42.9%	Sept 2022	115.0%	Sept 2022	25.0%
Sept 2019	NA	Sept 2019	NA	Sept 2019	NA	Sept 2019	22.2%

YEAR TO DATE Buffalo Convention Center Sales Dashboard – 2023 vs. 2022 and 2019 (RECOVERY BENCHMARK)

YTD Total Leads		YTD BNCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
114		68		46		85	
2022	14.0%	2022	-1.4%	2022	48.4%	2022	13.3%
2019	67.6%	2019	25.9%	2019	228.6%	2019	-11.5%
YTD Total Solicitation Cals		YTD Existing Business/Clients Solicitation Calls		YTD New Business/Clients Solicitation Calls		YTD Lost Business	
504		203		301		57	
2022	45.2%	2022	45.0%	2022	45.4%	2022	35.7%
2019	NA	2019	NA	2019	NA	2019	-6.6%

Current and Future Ongoing Buffalo Convention Center Business Booked

	2019 Year End	2023*	2024*	2025*	2026*
Number of Events	138	107	89	58	42
Expected Attendance	249,975	205,083	209,182	210,537	148,462
Number of Hotel Room Nights	25,000	22,525	22,332	18,444	15,463
Expected Economic Impact	\$34,063,840	\$28,778,339	\$29,586,852	\$28,211,953	\$16,610,820



Economic Impact of Visitors In New York 2022

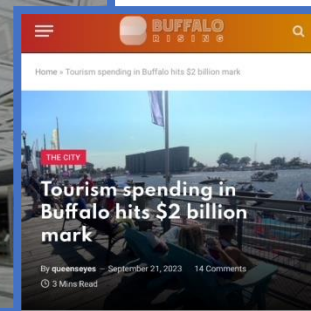
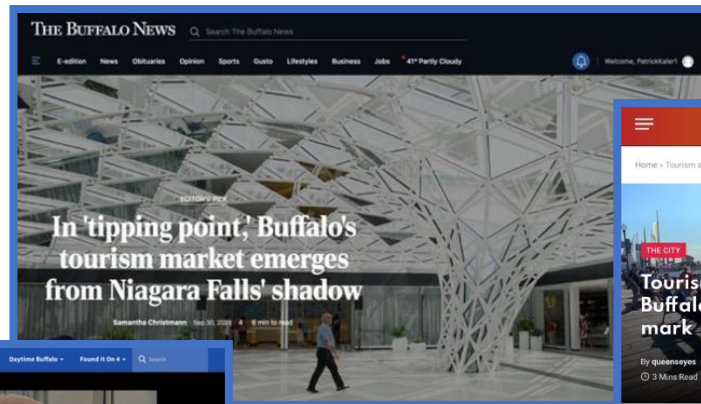
New York State Governor Kathy Hochul released the Economic Impact of Visitors 2022 Report completed by Tourism Economics. The numbers for Erie County, which is in the State's Greater Niagara Region, is doing extremely well in its recovery and exceeding 2019 levels in several categories.

Report takeaways for Erie County:

- Erie County represents 64% of the region’s tourism sales, with \$2.2 billion in direct tourism spending.
- Tourism in the Greater Niagara region generated \$1.1 billion in direct labor income and \$1.8 billion, including indirect and induced impacts.
- Total labor income, including indirect and induced impacts, was the most significant in Erie County at \$1.2 billion.
- Erie County produced the most tourism-related jobs in the Greater Niagara region (27,399 jobs).
- Tourism in Greater Niagara generated \$366 million in state and local taxes in 2022. Sales, property, and hotel bed taxes contributed \$202 million in local taxes. Erie County constituted 65.5% of the region’s tourism tax base.
- Were it not for tourism-generated state and local taxes, the average household in Erie County would have to pay an additional \$594 to maintain the same level of government revenue, already hard hit by the pandemic.

Local News Coverage

Following the release of the ESD Economic Impact of Visitors In NEW York 2022 report, Visit Buffalo Niagara was featured on every local news platform, print, radio, blogs, and television, focusing on the positive economic impact numbers for Erie County. Each platform provided the opportunity to speak not only about the work of VBN’s sales, marketing and promotion activities, but to also reiterate the importance of the private and public investments that have been made into Buffalo and Erie County’s overall tourism product and experiences. Proving that while Niagara Falls is twenty-minutes away, Erie County can stand alone in its appeal and attraction in the visitor economy.



Western New York's share of visitor dollars surpasses pre-pandemic era

Tourism in Buffalo is big business, again. According to Visit Buffalo Niagara (VBN), tourism spending in Buffalo hit the \$2 billion mark. This is significant in a number of ways, according to VBN. Not only did visitor economic impact in Erie County surpass pre-pandemic levels, traveler spending rose 14%. A new economic impact study published this month shows that visitor spending hit a record \$2.2 billion in 2022 (compared to \$1.8 billion total of 2019).



WORLD TOURISM DAY 2023

WIVB Coverage of World Tourism Day

Local CBS affiliate WIVB Channel 4 focused its Wednesday, September 27th morning show live broadcast at the Buffalo AKG to celebrate World Tourism Day. With the assistance of Visit Buffalo Niagara, all of the live stories featured local tourism leaders including live interviews with: Bratts Hill, Buffalo AKG, Buffalo Philharmonic Orchestra, Buffalo's Waterfront, Explore & More Children's Museum, Michigan Street African American Heritage Corridor, and Ujima Theater.




HISPANIC HERITAGE COUNCIL
Where's Your Story?



You are cordially invited to the
Hispanic Heritage Cultural Institute
GROUNDBREAKING CEREMONY
FRIDAY, SEPTEMBER 15, 2023

Hispanic Heritage Cultural Institute Groundbreaking

Several members of the Visit Buffalo Niagara staff were on hand for the monumental and historic groundbreaking ceremony of the Hispanic Heritage Cultural Institute. VBN has had a long and positive relationship with Casimiro Rodriguez, Sr., President of the Hispanic Heritage Council and look forward to working together to create and promote new tourism related experiences of Buffalo's vibrant Hispanic culture, history, businesses and events.



September CEO Meetings and Events

Visit Buffalo Niagara Customer Advisory Council Meeting

World Canals Conference 2025 Committee Meeting

Destinations International Staff Retreat Presentation

Western New York REDC Strategic Plan Update Meeting

Presentation to Rotary Club

World Canals Conference 2025 Meeting Planner Selection Committee Meeting

Canal NY Board Meeting

Hispanic Heritage Cultural Institute Groundbreaking

Interviews with Meeting Planning Firms for WCC2025

Meeting with Embassy Suites General Manager

Buffalo Beer Week Press Conference

Compete Sports Diversity Familiarization Tour and Stakeholder Breakfast

Buffalo Bills versus Washington Commanders Meeting Planner Event

VBN Executive Committee Meeting

Buffalo Niagara Partnership Board Meeting

Meeting with Invest Buffalo Leadership

NYSHTA Executive Committee Meeting

BCAR Board Meeting

Special Olympics New York State Meeting

Erie County Legislature Small Business Committee Economic Impact of Tourism Presentation

Explore Buffalo Doors Open

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Mark Glasgow, Erie County Legislature Majority Caucus Appointee
Patrick Kaler, Visit Buffalo Niagara – President & CEO
Thomas Long, The Westin Buffalo
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Steven Ranalli, Erie Canal Harbor Development Corporation
David Schutte, Schutte Hospitality Group
Don Spasiano, Trocaire College
Michelle Urbanczyk, Explore & More Children's Museum
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens

Visit Buffalo Niagara Staff

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Jennifer Bialek, Executive Assistant to the CEO
Jo Ann Blatner, Industry Relations Assistant
Drew Brown, Marketing Manager
Michele Butlak, Accounting & Benefits Manager
Emma Carlo, National Sales Manager
Karen Cox, Convention Sales & Services Manager
Mike Even, Vice President of Sales & Services
Karen Fashana, Director of Marketing
Greg Gelinias, Director Sports Development
Ed Healy, Vice President of Marketing
Patrick Kaler, President & CEO
Michelle Kearns, Communications Manager
David Marzo, Chief Financial Officer
Leah Mueller, Director of Tourism Sales
Heather Nowakowski, Business Intelligence Manager
Kathryn Scaduto, Marketing and Social Media Specialist
Renata Toney, Vice President of Destination Experience
Marisa Urbano, Convention Services Coordinator
Lauren Vargo, Sports Services Manager
Meredith Walsh, Administrative Sales Assistant
Meaghan Zimmer, National Sales Director

Buffalo Niagara Convention Center Staff

Julie Brooks, Controller
Melissa Burke, Senior Director of Sales
Jeff Calkins, Vice President & General Manager
Lorna Cullen, Office Manager
Patrick Kaler, President & CEO
Sue Kimmins, Sales and Catering Manager
Craig Landseadel, Executive Chef
Mary Ann Martin, Bookkeeper & Benefits Manager
Mark McMahon, Maintenance Supervisor
Terry O'Brien, Director of Operations
Heather Petrino, Sales & Service Coordinator
Ken Sanford, Chief Engineer
Christie Walker, Convention and Event Service Manager
Cory Watson, Food and Beverage Manager
Michael Will, Assistant Director of Operations
Colleen Willis, Sales Manager
Danielle Winiarski, Assistant General Manager
Alishia Vega, Front Desk Receptionist



VISION:

To be the most surprising destination you'll ever visit.

MISSION:

Transforming our community by inspiring visitors and locals to discover Buffalo and Erie County.



Data Sources For This Report:

Cervis Technologies
Cision
Google Analytics
Key Data
Madden Media
Momentus Technologies (formerly Ungerboeck)
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics