



# MONTHLY KPI DASHBOARD REPORT DECEMBER 2024



BUFFALO  
CONVENTION  
CENTER

# HOTEL & SHORT-TERM RENTAL KPIS – DECEMBER 2024

## HOTEL PERFORMANCE – DECEMBER 2024

| DEC. REVENUE        |              | DEC. OCCUPANCY |           | DEC. DEMAND    |           | DEC. AVERAGE DAILY RATE |           | DEC. REVPAR    |           |
|---------------------|--------------|----------------|-----------|----------------|-----------|-------------------------|-----------|----------------|-----------|
| <b>\$20,650,413</b> |              | <b>50.1%</b>   |           | <b>156,770</b> |           | <b>\$131.72</b>         |           | <b>\$66.01</b> |           |
| CHANGE              | Nov. 2024    | CHANGE         | Nov. 2024 | CHANGE         | Nov. 2024 | CHANGE                  | Nov. 2024 | CHANGE         | Nov. 2024 |
| <b>-23.9%</b>       | \$27,125,787 | <b>-18.7%</b>  | 61.6%     | <b>-23.2%</b>  | 156,770   | <b>-10.4%</b>           | \$146.97  | <b>-27.1%</b>  | \$90.57   |

## HOTEL PERFORMANCE – FY2024 YTD

| YTD REVENUE          |               | YTD OCCUPANCY |       | YTD DEMAND       |           | YTD AVERAGE DAILY RATE |          | YTD REVPAR     |         |
|----------------------|---------------|---------------|-------|------------------|-----------|------------------------|----------|----------------|---------|
| <b>\$329,298,053</b> |               | <b>62.6%</b>  |       | <b>2,301,693</b> |           | <b>\$143.07</b>        |          | <b>\$89.58</b> |         |
| CHANGE               | 2023          | CHANGE        | 2023  | CHANGE           | 2023      | CHANGE                 | 2023     | CHANGE         | 2023    |
| <b>6.4%</b>          | \$309,591,826 | <b>0.8%</b>   | 62.1% | <b>-0.5%</b>     | 2,313,052 | <b>6.8%</b>            | \$133.95 | <b>7.7%</b>    | \$83.18 |
| CHANGE               | 2019          | CHANGE        | 2019  | CHANGE           | 2019      | CHANGE                 | 2019     | CHANGE         | 2019    |
| <b>23.7%</b>         | \$266,269,853 | <b>1.5%</b>   | 61.7% | <b>-7.6%</b>     | 2,490,459 | <b>33.8%</b>           | \$106.92 | <b>35.8%</b>   | \$65.97 |

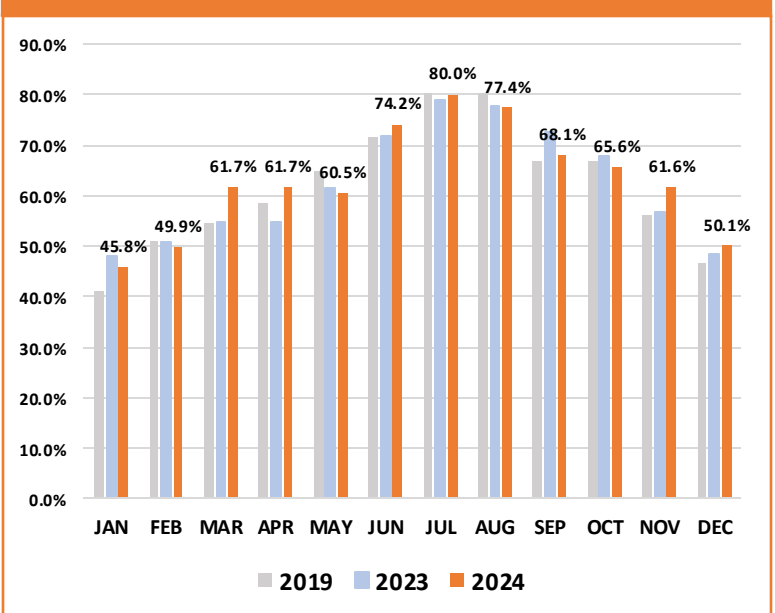
## SHORT-TERM RENTAL PERFORMANCE – DECEMBER 2024

| DEC. REVENUE       |             | DEC. OCCUPANCY |           | DEC. GUEST CHECK-INS |           | DEC. AVERAGE DAILY RATE |           | DEC. REVPAR    |           |
|--------------------|-------------|----------------|-----------|----------------------|-----------|-------------------------|-----------|----------------|-----------|
| <b>\$3,713,289</b> |             | <b>24.9%</b>   |           | <b>6,305</b>         |           | <b>\$181.00</b>         |           | <b>\$45.00</b> |           |
| CHANGE             | Nov. 2024   | CHANGE         | Nov. 2024 | CHANGE               | Nov. 2024 | CHANGE                  | Nov. 2024 | CHANGE         | Nov. 2024 |
| <b>-10.0%</b>      | \$4,126,425 | <b>-17.5%</b>  | 30.2%     | <b>-19.5%</b>        | 7,828     | <b>6.3%</b>             | \$173.00  | <b>-13.5%</b>  | \$52.00   |

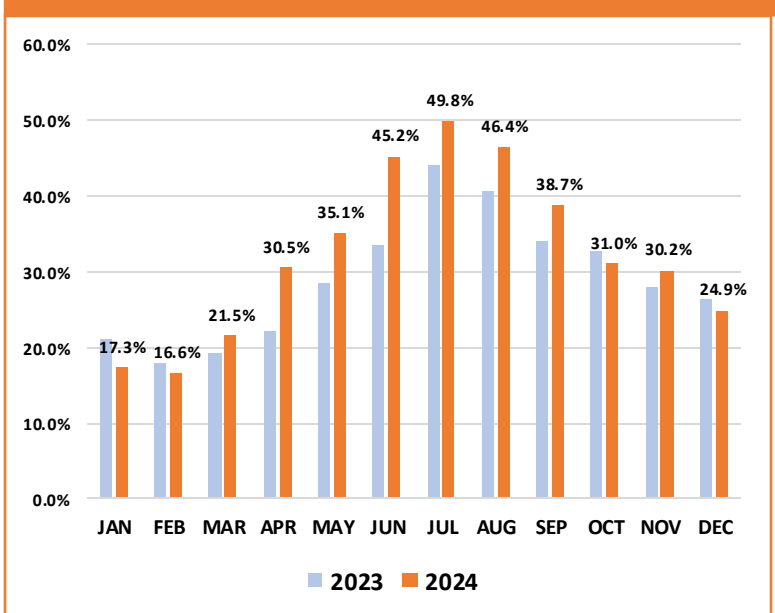
## SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

| YTD REVENUE         |            | YTD OCCUPANCY |       | YTD GUEST CHECK-INS |        | YTD AVERAGE DAILY RATE |          | YTD REVPAR     |         |
|---------------------|------------|---------------|-------|---------------------|--------|------------------------|----------|----------------|---------|
| <b>\$50,522,553</b> |            | <b>31.9%</b>  |       | <b>93,966</b>       |        | <b>\$169.00</b>        |          | <b>\$54.00</b> |         |
| CHANGE              | 2023       | CHANGE        | 2023  | CHANGE              | 2023   | CHANGE                 | 2023     | CHANGE         | 2023    |
| <b>30.9%</b>        | 38,589,258 | <b>-7.8%</b>  | 34.4% | <b>19.7%</b>        | 78,503 | <b>6.3%</b>            | \$159.00 | <b>-1.8%</b>   | \$55.00 |

## HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



## SHORT TERM RENTAL OCCUPANCY – MONTHLY COMPARISON BY YEAR



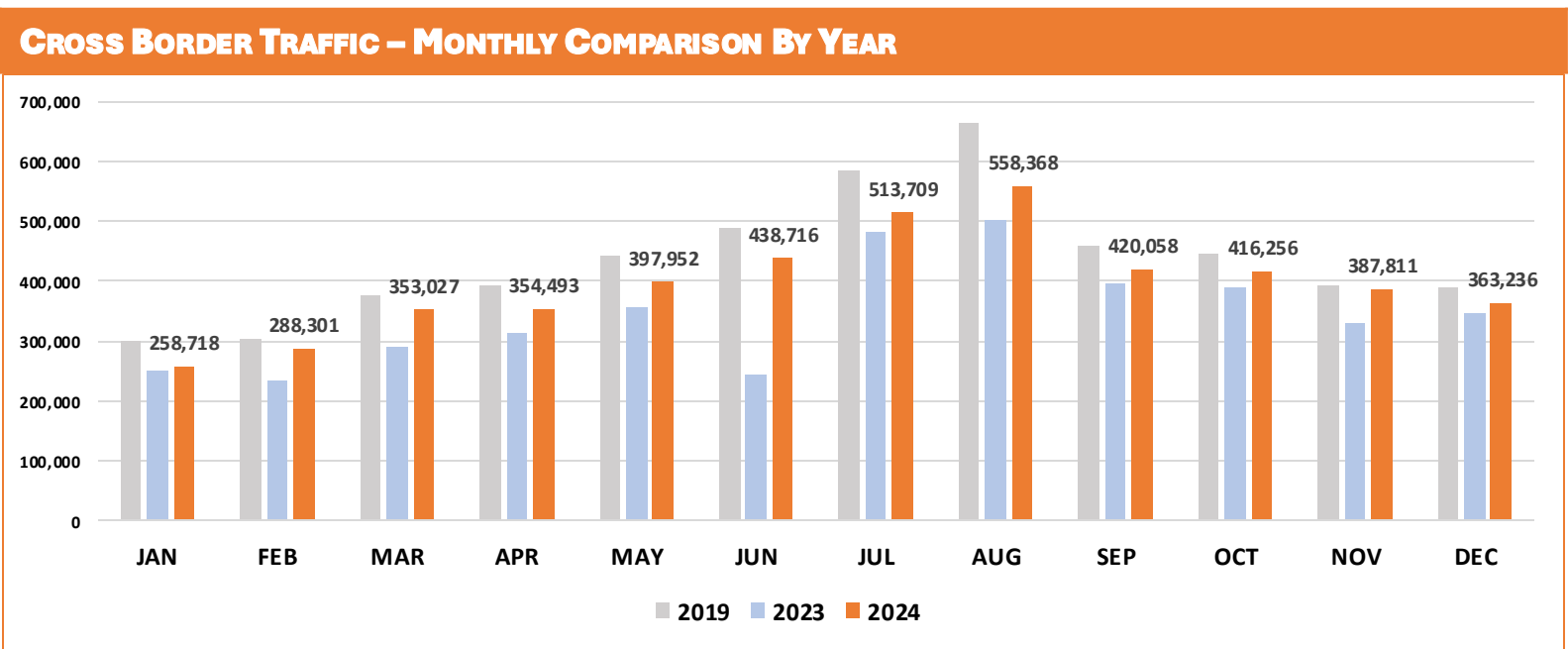
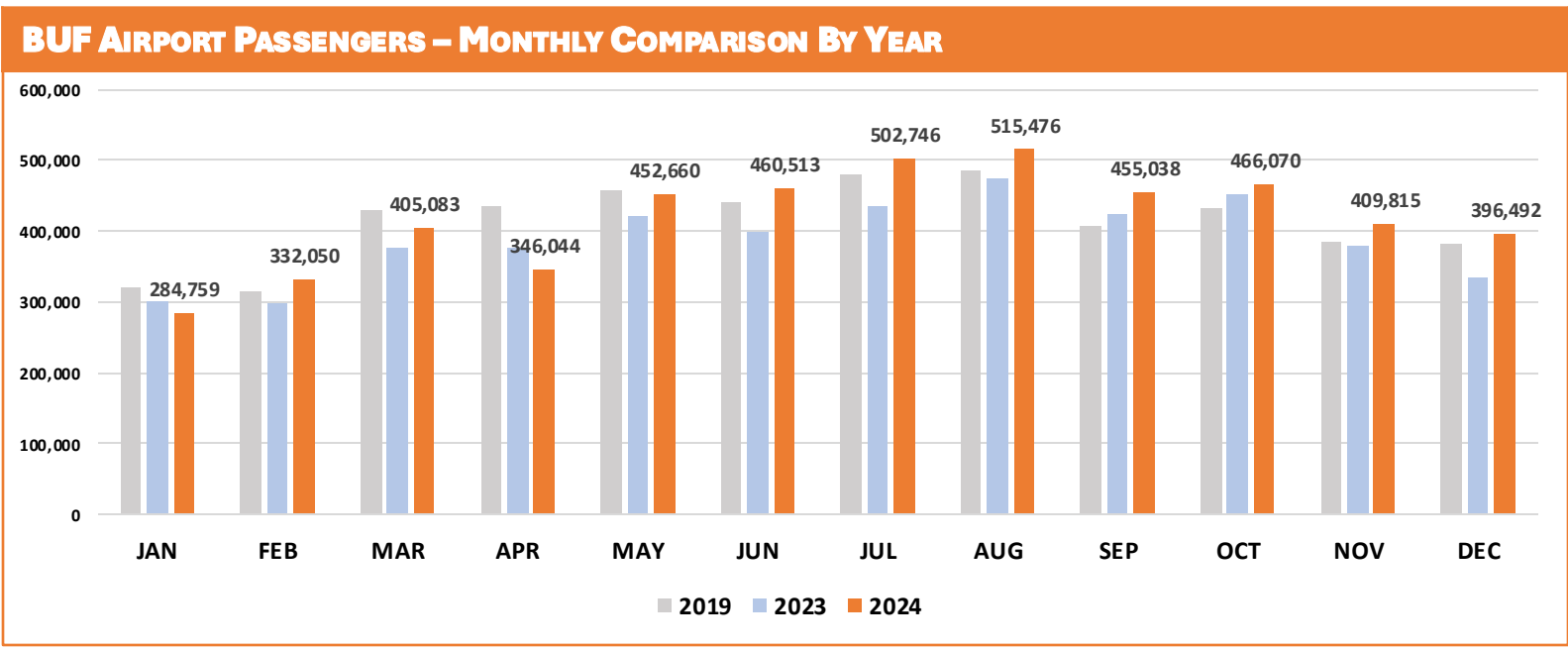
# AIRPORT AND CROSS BORDER TRAFFIC KPIS – DECEMBER 2024

| BUF AIRPORT PASSENGERS – DECEMBER 2024                       |                |
|--|----------------|
| DEC. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC |                |
| <b>396,492</b>   |                |
| CHANGE   | Nov. 2024      |
| <b>-3.3%</b>   | <b>409,815</b> |

| CROSS BORDER TRAFFIC – DECEMBER 2024           |                |
|--|----------------|
| DEC. U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC |                |
| <b>363,236</b>                                 |                |
| CHANGE   | Nov. 2024      |
| <b>-6.3%</b>                                   | <b>387,811</b> |

| BUF AIRPORT PASSENGERS – DEC. 2024                          |                  |
|---|------------------|
| YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC |                  |
| <b>5,026,746</b>  |                  |
| CHANGE  | 2023             |
| <b>7.6%</b>   | <b>4,671,785</b> |
| CHANGE  | 2019             |
| <b>1..2%</b>  | <b>4,967,860</b> |

| CROSS BORDER TRAFFIC – FY 2024 YTD                          |                  |
|---|------------------|
| YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC |                  |
| <b>4,750,745</b>  |                  |
| CHANGE  | 2023             |
| <b>14.9%</b>  | <b>4,133,704</b> |
| CHANGE  | 2019             |
| <b>-9.2%</b>  | <b>5,232,229</b> |



# SALES AND SERVICES KPIS – DECEMBER 2024

## LEADS GENERATED PERFORMANCE – DECEMBER 2024

| DEC. LEADS GENERATED |           | DEC. LEADS ROOM NIGHTS |           | DEC. LEADS ATTENDANCE |           | DEC. LEADS ECONOMIC IMPACT |              |
|----------------------|-----------|------------------------|-----------|-----------------------|-----------|----------------------------|--------------|
| 30                   |           | 19,451                 |           | 19,984                |           | \$16,836,744               |              |
| CHANGE               | Nov. 2024 | CHANGE                 | Nov. 2024 | CHANGE                | Nov. 2024 | CHANGE                     | Nov. 2024    |
| -25.0%               | 40        | -4.7%                  | 20,406    | -35.3%                | 30,888    | -3.0%                      | \$17,354,285 |

## LEADS GENERATED PERFORMANCE – FY2024 YTD

| YTD LEADS GENERATED |      | YTD LEADS ROOM NIGHTS |         | YTD LEADS ATTENDANCE |         | YTD LEADS ECONOMIC IMPACT |               |
|---------------------|------|-----------------------|---------|----------------------|---------|---------------------------|---------------|
| 554                 |      | 324,633               |         | 362,749              |         | \$284,443,745             |               |
| CHANGE              | 2023 | CHANGE                | 2023    | CHANGE               | 2023    | CHANGE                    | 2023          |
| 0.9%                | 549  | 13.0%                 | 287,357 | 28.9%                | 281,502 | 6.2%                      | \$267,760,007 |

## DEFINITE BOOKINGS PERFORMANCE – DECEMBER 2024

| DEC. DEFINITE BOOKINGS |           | DEC. DEFINITE ROOM NIGHTS |           | DEC. DEFINITE ATTENDANCE |           | DEC. DEFINITE ECONOMIC IMPACT |              |
|------------------------|-----------|---------------------------|-----------|--------------------------|-----------|-------------------------------|--------------|
| 16                     |           | 6,707                     |           | 25,323                   |           | \$8,716,534                   |              |
| CHANGE                 | Nov. 2024 | CHANGE                    | Nov. 2024 | CHANGE                   | Nov. 2024 | CHANGE                        | Nov. 2024    |
| -36.0%                 | 25        | -50.4%                    | 13,529    | 1.0%                     | 25,071    | -26.0%                        | \$11,774,843 |

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

| YTD DEFINITE BOOKINGS |      | YTD DEFINITE ROOM NIGHTS |         | YTD DEFINITE ATTENDANCE |         | YTD DEFINITE ECONOMIC IMPACT |              |
|-----------------------|------|--------------------------|---------|-------------------------|---------|------------------------------|--------------|
| 312                   |      | 148,167                  |         | 217,093                 |         | \$125,467,352                |              |
| CHANGE                | 2023 | CHANGE                   | 2023    | CHANGE                  | 2023    | CHANGE                       | 2023         |
| -4.0%                 | 325  | 25.1%                    | 118,421 | 38.2%                   | 157,081 | 36.7%                        | \$91,814,070 |

## EVENTS HELD PERFORMANCE – DECEMBER 2024

| DEC. EVENTS HELD |           | DEC. EVENTS HELD HOTEL ROOMS |           | DEC. EVENTS HELD ATTENDANCE |           | DEC. GROUPS SERVICED |           |
|------------------|-----------|------------------------------|-----------|-----------------------------|-----------|----------------------|-----------|
| 6                |           | 5,371                        |           | 6,580                       |           | 5                    |           |
| CHANGE           | Nov. 2024 | CHANGE                       | Nov. 2024 | CHANGE                      | Nov. 2024 | CHANGE               | Nov. 2024 |
| -62.5%           | 16        | -35.5%                       | 8,321     | -69.7%                      | 21,738    | Null                 | 5         |

## EVENTS HELD PERFORMANCE – FY2024 YTD

| YTD EVENTS HELD |      | YTD EVENTS HELD HOTEL ROOMS |         | YTD EVENTS HELD ATTENDANCE |         | YTD GROUPS SERVICED |      |
|-----------------|------|-----------------------------|---------|----------------------------|---------|---------------------|------|
| 277             |      | 115,920                     |         | 166,041                    |         | 145                 |      |
| CHANGE          | 2023 | CHANGE                      | 2023    | CHANGE                     | 2023    | CHANGE              | 2023 |
| -4.8%           | 290  | -7.3%                       | 125,099 | 3.3%                       | 160,806 | -14.7%              | 170  |

## LOST BUSINESS LEADS – OCT 2024

## LOST BUSINESS LEADS – FY YTD

| DEC. LOST BUSINESS LEADS |           | YTD LOST BUSINESS LEADS |      |
|--------------------------|-----------|-------------------------|------|
| 12                       |           | 187                     |      |
| CHANGE                   | Nov. 2024 | CHANGE                  | 2023 |
| -36.8%                   | 19        | -3.6%                   | 194  |

## PARTNER REFERRALS – OCT 2024

## PARTNER REFERRALS – FY YTD

| DEC. PARTNER REFERRALS |           | YTD PARTNER REFERRALS |         |
|------------------------|-----------|-----------------------|---------|
| 727                    |           | 4,805                 |         |
| CHANGE                 | Nov. 2024 | CHANGE                | 2023    |
| 142.3%                 | 300       | No History            | New KPI |

# MARKETING AND COMMUNICATIONS KPIs – DECEMBER 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – DECEMBER 2024

| DEC. ENGAGED SESSIONS |           | DEC. MOBILE SESSIONS |           | DEC. WEBSITE VIEWS |           | DEC. ALL VIDEO VIEWS |           | DEC. SHARED SOCIAL POSTS |           |
|-----------------------|-----------|----------------------|-----------|--------------------|-----------|----------------------|-----------|--------------------------|-----------|
| <b>87,327</b>         |           | <b>62,868</b>        |           | <b>246,984</b>     |           | <b>485,568</b>       |           | <b>175</b>               |           |
| CHANGE                | NOV. 2024 | CHANGE               | NOV. 2024 | CHANGE             | NOV. 2024 | CHANGE               | NOV. 2024 | CHANGE                   | NOV. 2024 |
| <b>-4.2%</b>          | 91,124    | <b>-6.1%</b>         | 66,970    | <b>-16.0%</b>      | 294,138   | <b>-80.0%</b>        | 1,674,118 | <b>Null</b>              | 175       |

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

| YTD ENGAGED SESSIONS |           | YTD MOBILE SESSIONS |         | YTD WEBSITE VIEWS |           | YTD ALL VIDEO VIEWS |            | YTD SHARED SOCIAL POSTS |       |
|----------------------|-----------|---------------------|---------|-------------------|-----------|---------------------|------------|-------------------------|-------|
| <b>1,483,928</b>     |           | <b>1,009,455</b>    |         | <b>4,917,758</b>  |           | <b>12,450,279</b>   |            | <b>2,121</b>            |       |
| CHANGE               | 2023      | CHANGE              | 2023    | CHANGE            | 2023      | CHANGE              | 2023       | CHANGE                  | 2023  |
| <b>19.3%</b>         | 1,243,602 | <b>20.2%</b>        | 839,799 | <b>23.6%</b>      | 3,977,918 | <b>6.3%</b>         | 11,721,166 | <b>1.9%</b>             | 2,162 |

## MEDIA RELATIONS PERFORMANCE – DECEMBER 2024

| DEC. MEDIA PLACEMENTS |           | DEC. MEDIA IMPRESSIONS |             | DEC. MEDIA SOCIAL SHARES |           | DEC. MEDIA TOUCHPOINTS |           | DEC. MEDIA VISITS |           |
|-----------------------|-----------|------------------------|-------------|--------------------------|-----------|------------------------|-----------|-------------------|-----------|
| <b>5</b>              |           | <b>21,860,201</b>      |             | <b>1</b>                 |           | <b>1</b>               |           | <b>1</b>          |           |
| CHANGE                | NOV. 2024 | CHANGE                 | NOV. 2024   | CHANGE                   | NOV. 2024 | CHANGE                 | NOV. 2024 | CHANGE            | NOV. 2024 |
| <b>-70.6%</b>         | 17        | <b>-83.1%</b>          | 129,687,193 | <b>-99.9%</b>            | 692       | <b>-75.0%</b>          | 4         | <b>100.0%</b>     | 0         |

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

| YTD MEDIA PLACEMENTS |      | YTD MEDIA IMPRESSIONS |               | YTD MEDIA SOCIAL SHARES |        | YTD MEDIA TOUCHPOINTS |      | YTD MEDIA VISITS |      |
|----------------------|------|-----------------------|---------------|-------------------------|--------|-----------------------|------|------------------|------|
| <b>163</b>           |      | <b>2,228,346,807</b>  |               | <b>32,862</b>           |        | <b>138</b>            |      | <b>28</b>        |      |
| CHANGE               | 2023 | CHANGE                | 2023          | CHANGE                  | 2023   | CHANGE                | 2023 | CHANGE           | 2023 |
| <b>43.0%</b>         | 114  | <b>-14.3%</b>         | 2,599,630,702 | <b>143.4%</b>           | 13,500 | <b>-22.0%</b>         | 177  | <b>-39.1%</b>    | 46   |

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

| YTD FACEBOOK   |         | YTD X (TWITTER) |        | YTD INSTAGRAM |        | YTD TIKTOK    |        |
|----------------|---------|-----------------|--------|---------------|--------|---------------|--------|
| <b>116,805</b> |         | <b>29,438</b>   |        | <b>92,360</b> |        | <b>34,413</b> |        |
| CHANGE         | 2023    | CHANGE          | 2023   | CHANGE        | 2023   | CHANGE        | 2023   |
| <b>15.4%</b>   | 101,195 | <b>-0.9%</b>    | 29,699 | <b>14.0%</b>  | 81,018 | <b>25.6%</b>  | 27,399 |

# CONVENTION CENTER KPIs – DECEMBER 2024

## BCC REVENUE PERFORMANCE – DECEMBER 2024

| DEC. TOTAL REVENUE |           | DEC. RENT REVENUE |           | DEC. F&B REVENUE |           | DEC. ELECTRICAL REV |           | DEC. OTHER REVENUE |           |
|--------------------|-----------|-------------------|-----------|------------------|-----------|---------------------|-----------|--------------------|-----------|
| <b>\$303,196</b>   |           | <b>\$18,120</b>   |           | <b>\$277,901</b> |           | <b>\$1,875</b>      |           | <b>\$5,300</b>     |           |
| CHANGE             | Nov. 2024 | CHANGE            | Nov. 2024 | CHANGE           | Nov. 2024 | CHANGE              | Nov. 2024 | CHANGE             | Nov. 2024 |
| <b>-39.6%</b>      | \$499,977 | <b>-88.0%</b>     | \$150,806 | <b>-17.4%</b>    | \$336,294 | <b>-72.0%</b>       | \$6,700   | <b>-14.5%</b>      | \$6,197   |

## BCC REVENUE PERFORMANCE – YTD2024 YTD

| YTD TOTAL REVENUE  |             | YTD RENT REVENUE |           | YTD F&B REVENUE    |             | YTD ELECTRICAL REVENUE |           | YTD OTHER REVENUE |           |
|--------------------|-------------|------------------|-----------|--------------------|-------------|------------------------|-----------|-------------------|-----------|
| <b>\$4,555,653</b> |             | <b>\$892,479</b> |           | <b>\$3,452,353</b> |             | <b>\$172,092</b>       |           | <b>\$38,729</b>   |           |
| CHANGE             | 2023        | CHANGE           | 2023      | CHANGE             | 2023        | CHANGE                 | 2023      | CHANGE            | 2023      |
| <b>18.1%</b>       | \$3,857,609 | <b>20.5%</b>     | \$740,794 | <b>21.2%</b>       | \$2,849,291 | <b>17.2%</b>           | \$146,851 | <b>-67.9%</b>     | \$120,673 |
| CHANGE             | 2019        | CHANGE           | 2019      | CHANGE             | 2019        | CHANGE                 | 2019      | CHANGE            | 2019      |
| <b>19.9%</b>       | \$3,798,938 | <b>11.0%</b>     | \$804,301 | <b>23.2%</b>       | \$2,803,287 | <b>-8.0%</b>           | \$187,118 | <b>815.1%</b>     | \$4,232   |

## BCC OPERATIONS PERFORMANCE – DECEMBER 2024

| DEC. TOTAL EVENTS |           | DEC. CONVENTIONS |           | DEC. MEETINGS |           | DEC. BANQUETS |           | DEC. CONS/PUBLIC SHOWS |           |
|-------------------|-----------|------------------|-----------|---------------|-----------|---------------|-----------|------------------------|-----------|
| <b>8</b>          |           | <b>0</b>         |           | <b>1</b>      |           | <b>6</b>      |           | <b>1</b>               |           |
| CHANGE            | Nov. 2024 | CHANGE           | Nov. 2024 | CHANGE        | Nov. 2024 | CHANGE        | Nov. 2024 | CHANGE                 | Nov. 2024 |
| <b>-52.9%</b>     | 17        | <b>-100.0%</b>   | 1         | <b>Null</b>   | 1         | <b>-40.0%</b> | 10        | <b>-80.0%</b>          | 5         |

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

| YTD TOTAL EVENTS |      | YTD CONVENTIONS |      | YTD MEETINGS  |      | YTD BANQUETS  |      | YTD CONS/PUBLIC SHOWS |      |
|------------------|------|-----------------|------|---------------|------|---------------|------|-----------------------|------|
| <b>122</b>       |      | <b>26</b>       |      | <b>28</b>     |      | <b>52</b>     |      | <b>16</b>             |      |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE        | 2023 | CHANGE        | 2023 | CHANGE                | 2023 |
| <b>18.4%</b>     | 103  | <b>52.9%</b>    | 17   | <b>55.6%</b>  | 18   | <b>-1.9%</b>  | 53   | <b>6.7%</b>           | 15   |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE        | 2023 | CHANGE        | 2023 | CHANGE                | 2023 |
| <b>-11.6%</b>    | 138  | <b>8.3%</b>     | 24   | <b>-26.3%</b> | 38   | <b>-13.3%</b> | 60   | <b>Null</b>           | 16   |

## BCC EVENT ATTENDANCE – DECEMBER 2024

| DEC. TOTAL EVENT ATTENDANCE |           |
|-----------------------------|-----------|
| <b>4,447</b>                |           |
| CHANGE                      | Nov. 2024 |
| <b>-86.3%</b>               | 32,465    |

## BCC EVENT ATTENDANCE – FY2024 YTD

| YTD TOTAL EVENT ATTENDANCE |         |
|----------------------------|---------|
| <b>173,606</b>             |         |
| CHANGE                     | 2023    |
| <b>-13.0%</b>              | 199,594 |
| CHANGE                     | 2019    |
| <b>-30.6%</b>              | 249,975 |

## BCC DAYS OCCUPIED – DECEMBER 2024

| DEC. TOTAL NUMBER OF DAYS OCCUPIED |           |
|------------------------------------|-----------|
| <b>18</b>                          |           |
| CHANGE                             | Nov. 2024 |
| <b>-35.7%</b>                      | 28        |

## BCC DAYS OCCUPIED – FY2024 YTD

| YTD TOTAL NUMBER OF DAYS OCCUPIED |      |
|-----------------------------------|------|
| <b>262</b>                        |      |
| CHANGE                            | 2023 |
| <b>14.4%</b>                      | 229  |
| CHANGE                            | 2019 |
| <b>0.4%</b>                       | 261  |

# CONVENTION CENTER KPIS – DECEMBER 2024

## BCC REVENUE DASHBOARD – DECEMBER 2024

| DEC. TOTAL LEADS |           | DEC. LEADS GENERATED BY BCC |           | DEC. LEADS GENERATED BY VBN |           | DEC. CONFIRMED BOOKINGS |           |
|------------------|-----------|-----------------------------|-----------|-----------------------------|-----------|-------------------------|-----------|
| 7                |           | 4                           |           | 3                           |           | 10                      |           |
| CHANGE           | Nov. 2024 | CHANGE                      | Nov. 2024 | CHANGE                      | Nov. 2024 | CHANGE                  | Nov. 2024 |
| -46.2%           | 13        | -60.0%                      | 10        | Null                        | 3         | 233.3%                  | 3         |

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

| YTD TOTAL LEADS |      | YTD LEADS GENERATED BY BCC |      | YTD LEADS GENERATED BY VBN |      | YTD CONFIRMED BOOKINGS |      |
|-----------------|------|----------------------------|------|----------------------------|------|------------------------|------|
| 133             |      | 93                         |      | 40                         |      | 122                    |      |
| CHANGE          | 2023 | CHANGE                     | 2023 | CHANGE                     | 2023 | CHANGE                 | 2023 |
| -2.9%           | 137  | 10.7%                      | 84   | -24.5%                     | 53   | 6.1%                   | 115  |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – DECEMBER 2024

| DEC. TOTAL SOLICITATION CALLS |           | DEC. EXISTING CLIENT CALLS |           | DEC. NEW CLIENT CALLS |           | DEC. LOST BUSINESS |           |
|-------------------------------|-----------|----------------------------|-----------|-----------------------|-----------|--------------------|-----------|
| 38                            |           | 11                         |           | 22                    |           | 4                  |           |
| CHANGE                        | Nov. 2024 | CHANGE                     | Nov. 2024 | CHANGE                | Nov. 2024 | CHANGE             | Nov. 2024 |
| -7.3%                         | 41        | 37.5%                      | 8         | -33.3%                | 33        | Null               | 4         |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

| YTD TOTAL SOLICITATION CALLS |      | YTD EXISTING CLIENT CALLS |      | YTD NEW CLIENT CALLS |      | YTD LOST BUSINESS |      |
|------------------------------|------|---------------------------|------|----------------------|------|-------------------|------|
| 548                          |      | 230                       |      | 318                  |      | 79                |      |
| CHANGE                       | 2023 | CHANGE                    | 2023 | CHANGE               | 2023 | CHANGE            | 2023 |
| -15.6%                       | 649  | -10.5%                    | 251  | -20.1%               | 398  | 12.9%             | 70   |

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

|                            | 2019         | 2024         | 2025         | 2026         | 2027         |
|----------------------------|--------------|--------------|--------------|--------------|--------------|
| Number of Events           | 138          | 122          | 95           | 66           | 41           |
| Expected Attendance        | 249,975      | 172,743      | 204,957      | 222,892      | 153,665      |
| Expected Hotel Room Nights | 25,000       | 21,094       | 23,686       | 25,416       | 14,282       |
| Expected Economic Impact   | \$34,063,840 | \$27,712,443 | \$29,154,963 | \$24,583,519 | \$17,131,034 |

## VISIT BUFFALO NIAGARA BOARD OF DIRECTORS

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Thomas Long, The Westin Buffalo– Treasurer  
Thomas Beauford, Buffalo Urban League - Secretary  
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Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Dept. of Environment & Planning  
Matt Chiazza, Reikart House  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
Mark Glasgow, Erie County Legislature Majority Caucus Appointee  
Patrick Kaler, Visit Buffalo Niagara – President & CEO  
Bob Karmazyn, Embassy Suites Buffalo  
William Paladino, Ellicott Development, Inc.  
Steven Ranalli, Erie Canal Harbor Development Corporation  
David Schutte, Schutte Hospitality Group  
Don Spasiano, Trocaire College  
Michelle Urbanczyk, Explore & More Children's Museum

## VISIT BUFFALO NIAGARA STAFF

James Adler, Sports Sales Manager  
Jennifer Bialek, Executive Assistant to the CEO  
Jo Ann Blatner, Industry Relations Assistant  
Drew Brown, Marketing Manager  
Michele Butlak, Accounting & Benefits Manager  
Brooke Chavanne, Administrative Sales Assistant  
Karen Cox, Convention Sales & Services Manager  
Mike Even, Vice President of Sales & Services  
Karen Fashana, Director of Marketing  
Greg Gelinis, Director Sports Development  
Ed Healy, Vice President of Marketing  
Nicklaus Householder, Destination Experience Specialist  
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  
Nick Tronolone, Research and Operations Assistant  
Marisa Urbano, Convention Services Coordinator  
Lauren Vargo, Sports Services Manager  
Meredith Walsh, National Sales Manager  
Meaghan Zimmer, National Sales Director

## BUFFALO CONVENTION CENTER STAFF

Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
Lorna Cullen, Office Manager  
Jamie Flood, Controller  
Megan Gummo, Sales & Catering Manager  
Patrick Kaler, President & CEO  
Craig Landseadel, Executive Chef  
Mary Ann Martin, Bookkeeper & Benefits Manager  
Mike McMahan, Director of Operations  
Heather Petrino, Sales & Service Coordinator  
Ken Sanford, Chief Engineer  
Christie Walker, Convention & Event Service Manager  
Cory Watson, Food & 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 Key Performance Indicator Report:

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



# BUFFALO CONVENTION CENTER