

Buffalo

MONTHLY

KPI

REPORT

AUGUST 2025

VISIT
Buffalo

BUFFALO
CONVENTION
CENTER

Buffalo
SPORTS
COMMISSION

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

ERIE COUNTY HOTEL PERFORMANCE - AUGUST 2025

August Revenue		August Occupancy		August Demand		August Average Daily Rate		August RevPAR	
\$38,273,678		78.8%		247,784		\$154.46		\$121.77	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
1.9%	\$37,559,904	1.0%	78.0%	1.5%	244,087	0.4%	\$153.88	1.5%	\$120.02

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$216,613,786		62.1%		1,528,965		\$141.67		\$87.92	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-2.4%	\$221,900,101	-1.9%	63.3%	-1.4%	1,551,030	-1.0%	\$143.07	-2.9%	\$90.50

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - AUGUST 2025

August Revenue		August Occupancy		August Guest Check-Ins		August Average Daily Rate		August RevPAR	
\$7,600,744		39.1%		9,746		\$235.00		\$92.00	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-1.8%	\$7,741,572	-5.1%	41.2%	0.6%	9,685	0.9%	\$233.00	-4.2%	\$96.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$36,320,358		29.0%		56,288		\$196.00		\$57.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-5.5%	\$38,424,640	-22.0%	37.2%	-20.0%	70,395	17.4%	\$167.00	-8.1%	\$62.00

BUF AIRPORT PASSENGERS - AUG 2025

August BUF Airport Passenger Traffic	
542,130	
Change	Jul-25
6.5%	508,951

BUF AIRPORT PASSENGERS - FY 2025 YTD

YTD BUF Passenger Traffic	
3,423,732	
Change	2024
3.8%	3,299,331

CROSS BORDER TRAFFIC - AUG 2025

August U.S./Canada Cross Border Bridge Traffic	
476,068	
Change	Jul-25
10.9%	429,206

CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridge Traffic	
2,688,255	
Change	2024
-15.0%	3,163,384

CROSS BORDER TRAFFIC - FY 2024 YOY

August U.S./Canada Cross Border Bridge Traffic	
476,068	
Change	Aug-24
-14.7%	558,368



SALES & SERVICES KPIs - AUGUST 2025

LEADS GENERATED PERFORMANCE - AUGUST 2025							
August Leads Generated		August Leads Room Nights		August Leads Attendance		August Leads Economic Impact	
25		23,102		12,485		\$13,945,800	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-41.9%	43	-1.0%	23,330	-78.6%	58,245	-54.6%	\$30,738,471
LEADS GENERATED PERFORMANCE - YTD 2025							
YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
349		252,152		315,450		\$245,465,825	
Change	2024	Change	2024	Change	2024	Change	2024
-9.8%	387	15.3%	218,766	28.3%	245,808	38.7%	\$177,022,069

DEFINITE BOOKINGS PERFORMANCE - AUGUST 2025							
August Definite Bookings		August Definite Room Nights		August Definite Attendance		August Definite Economic Impact	
16		3,620		4,830		\$3,153,756	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-54.3%	35	-75.6%	14,841	-69.9%	16,035	-77.7%	\$14,128,293
DEFINITE BOOKINGS PERFORMANCE - YTD 2025							
YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
218		104,357		140,460		\$87,780,710	
Change	2024	Change	2024	Change	2024	Change	2024
-3.5%	226	0.9%	103,454	5.4%	133,293	-0.3%	\$88,066,516

EVENTS HELD PERFORMANCE - AUGUST 2025							
August Events Held		August Events Held Hotel Rooms		August Events Held Attendance		August Groups Served	
17		2,618		3,635		9	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-39.3%	28	-75.6%	10,740	-75.7%	14,957	-55.0%	20
EVENTS HELD PERFORMANCE - YTD 2025							
YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
149		79,532		112,720		95	
Change	2024	Change	2024	Change	2024	Change	2024
-26.6%	203	-9.1%	87,536	-6.8%	120,914	-12.8%	109

SALES & SERVICES ACTIVITIES - AUGUST 2025

LOST LEADS - AUGUST 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - AUG 2025		PARTNER REFERRALS - YTD 2025	
August Lost Business Leads		YTD Lost Business Leads		August Partner Referrals		YTD Partner Referrals	
15		162		9		243	
Change	Jul-25	Change	2024	Change	Jul-25	Change	2024
87.5%	8	43.4%	113	-35.7%	14	-35.5%	377

TRADESHOW ATTENDANCE - AUGUST 2025

 Annual Convention & Tradeshow August 9-13 Los Angeles, CA Leah Mueller, Temekia Powers and Meaghan Zimmer	 Annual Convention August 12-14 Dallas, TX Marisa Urbano and Melissa Burke (BCC)	 Annual Convention for Sports, Associations and SMERF August 25-26 Miami, FL James Adler, Marisa Urbano and Meaghan Zimmer	 Annual Event August 5 Dunkirk, NY Greg Gelinias, Meredith Walsh, and Lauren Vargo
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CLIENT SITE VISITS - August 2025

Association	SMERF	Sports	Tour & Travel
2	1	0	1

CLIENT SITE VISITS - YTD 2025

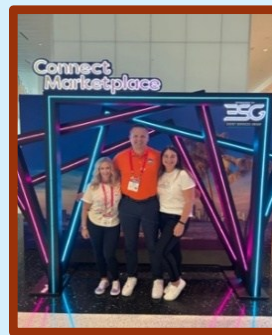
Association	SMERF	Sports	Tour & Travel
9	8	7	9

VISIT BUFFALO ATTENDS CONNECT MARKETPLACE

Visit Buffalo attended Connect Marketplace in Miami, Florida, one of the nation's top trade shows for the meetings, events, and sports industries. The event brought together thousands of meeting planners, sports rights holders, and destination representatives for three days of focused networking and business growth.

Representing Buffalo were Meaghan Zimmer, who met with planners in the association meetings sector; Marissa Urbano, who focused on the SMERF (social, military, educational, religious, and fraternal) markets; and James Adler, who held appointments with sports event organizers. Each had a full schedule of one-on-one meetings, promoting Buffalo's growing reputation as a competitive and welcoming destination for a wide range of meetings and sporting events.

Visit Buffalo was also proud to participate alongside our New York State DMO counterparts, showcasing the strength of the state's tourism and events industry. The team returned with new leads, strengthened relationships, and valuable insights to help drive future business opportunities for Buffalo and Erie County.



SALES & SERVICES ACTIVITIES - AUGUST 2025

BID PRESENTATION: 2027 MARINE CORPS LEAGUE ANNUAL CONVENTION

Visit Buffalo, the Buffalo Convention Center, and the Hyatt Regency Buffalo recently partnered to present Buffalo's bid to host the 2027 Marine Corps League Annual Convention, a prestigious national gathering that honors and unites veterans from across the country.

The joint presentation highlighted Buffalo's convention center improvements, our hospitality community, and the warm, welcoming spirit that characterizes our destination. The proposal received strong enthusiasm, positioning Buffalo as a top contender to host this important event.

Congratulations to Melissa Burke, Marisa Urbano, Meredith Walsh, and Jennifer Wilson from the Hyatt Regency Buffalo team for their outstanding work in preparing and executing the bid. Their months of planning, site visits, and collaboration showed Buffalo's readiness to once again host this prestigious and honorable group of Marines and their loved ones.



BUFFALO HOSTS MAJOR LEAGUE QUADBALL'S 10TH ANNIVERSARY TOURNAMENT

Buffalo proudly hosted the 2025 Major League Quadball 10th Anniversary Tournament, welcoming teams from Boston, Charlotte, Cleveland, Detroit, Houston, Kansas City, Minneapolis, New York, San Antonio, and Washington, D.C. to compete throughout the weekend. Games took place at the Kevin T. Keane Sports Park at Nardin Academy, with a special celebration held Sunday evening of the tournament weekend at Rec Room Buffalo.

This fast-growing sport, inspired by the world of Quidditch, combines athleticism, strategy, and community spirit, making Buffalo the perfect host city for this milestone event.

Special thanks to the Buffalo Sports Commission team: Leah Mueller, Greg Gelinas, and Lauren Vargo for their exceptional work in securing and managing the tournament. Their efforts continue to highlight Erie County's diverse venues and strong reputation as a welcoming and capable sports destination.



AUNT ROSIE'S INTERNATIONAL TOURNAMENT RETURNS TO WNY

In August, we recognized Eric Guzdek, General Manager of the Northtown Center, for his outstanding leadership and dedicated service as Chair of the Buffalo Niagara Sports Commission Advisory Council over the past two years. His commitment to supporting amateur athletes and advancing sports opportunities across Erie County has been invaluable.

We were also pleased to welcome Traci Murphy, Athletic Director at Daemen University, as the new Chair of the Advisory Council. Traci brings great enthusiasm and a strong vision for growing sports tourism in our region, and we look forward to working with her in this new leadership role.

Our sincere thanks go to all members of the Advisory Council for their continued dedication, guidance, and support in strengthening Buffalo's reputation as a top sports destination.



MARKETING & COMMUNICATIONS KPIS - AUGUST 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - AUGUST 2025

August Engaged Sessions		August Mobile Sessions		August Website Views		August Search Impressions		August All Video Views	
107,891		77,531		298,825		13,183,771		763,552	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-20.6%	135,876	-21.9%	99,299	-28.7%	418,876	1.0%	13,051,526	28.1%	596,288

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
727,013		499,876		2,024,585		86,193,349		4,069,342	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-19.1%	898,557	-19.4%	619,991	509.0%	332,445	7.9%	1,489,328	-53.3%	8,720,347











MEDIA RELATIONS PERFORMANCE - AUGUST 2025

August Media Placements		August Media Impressions		August Media Social Shares		August Media Touchpoints		August Media Visits	
34		158,219,557		3,200		27		5	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-2.9%	35	-85.9%	1,124,682,385	-33.3%	4,800	3.8%	26	-16.7%	6

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
209		4,818,564,053		99,151		184		32	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
104.9%	102	145.9%	1,959,704,198	221.2%	30,870	68.8%	109	88.2%	17

EXAMPLES OF AUGUST MEDIA HITS

 <p>12 U.S. Cities Set To Make a Big Comeback in 2025</p> <p>One of the top cities to watch is Buffalo, NY.</p> <p>11. Buffalo, New York</p>  <p>Buffalo saw its first big peak in the mid-1800s, when it was a central point for transporting goods. It was a thriving destination throughout the late 19th and early 20th century, but as people moved to the suburbs, it began to decline in popularity. Today, residents are looking to move back into the city, and savvy business owners are opening breweries, restaurants, and housing within the city limits.</p> <p>Readership: 12,940,746</p>	 <p>America's Most Visited State From Abroad Is A Walkable Destination Full of Famous Cities, Restaurants, And Parks</p> <p>Buffalo's waterside and Main Street are overflowing with food, parks, and theatre</p>  <p>Out of all the main NYC cities in New York state, Buffalo tends to get the most attention from because of its proximity to Niagara Falls. About 30 minutes by car, located right along I-190, it has its own international airport, Buffalo Niagara International Airport (BUF), and connects to Niagara Falls directly by the Buffalo Niagara Transit Authority. But even though the entirety of Erie County has seen a recent rise in tourism, and Niagara Falls itself gets a combined 14 million visitors per year, only a million of them come from abroad. Buffalo tends to get overlooked, even though it checks boxes that international visitors might want and need.</p> <p>Readership: 934,227</p>	 <p>Where to Eat America's Most Iconic Regional Dishes</p> <p>By <i>Stephan Lee</i> Published on August 2025</p> <p>02 Buffalo wings</p>  <p>In Buffalo, wings aren't a side, they're the whole meal – and it's taken so far that Buffalo invented the wing, and the city still does it better than just about anywhere. Whether you like them mild, medium, or scorching hot, the sauce, texture, and serving all matter.</p> <p>Buffalo has been a hot spot for foodies since the 1960s, and while it's a must for foodies, plenty of locals have a hard time getting it. But it's time to try it.</p> <p>Readership: 373,020,423</p>	 <p>11 Best Museums in New York</p> <p>It's no secret that New York is one of the world's great museum cities, no first visit to the Big Apple is complete without at least a few museum stops. But New York isn't just the city, and it's full of worthwhile museums that most out-of-state visitors have never heard of. Whether you're looking for something to explore on a business trip, or a whole state of New York is unbelievably packed with excellent museums. So while these 11 New York museums worth visiting include some of the world-famous heavy hitters, there's plenty more to learn and explore.</p> <p>Buffalo Transportation Pierce Arrow Museum - Buffalo</p>  <p>Readership: 38,379</p>	 <p>Top Tailgating Destination in Every State</p>  <p>New York: Buffalo</p> <p>3/3/51</p> <p>The Buffalo Bills' performance on the field the past few seasons and high expectations for 2025 aren't likely to stop Bills Mafia from slamming themselves through tables outside of Highmark Stadium in Orchard Park week after week this fall.</p> <p>Readership: 91,390</p>
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MARKETING & COMMUNICATIONS KPIS - AUGUST 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
127,179		29,061		97,500		41,478		1,325	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
16.2%	109,459	-2.8%	29,908	9.5%	89,067	33.6%	31,036	-6.5%	1,417

EXAMPLES OF SOCIAL MEDIA POSTS - AUGUST 2025



August
Most Viewed
Social Media Post
Erie County Fair
280,300





BUFFALO FEATURED IN MATADOR NETWORK

In September, Buffalo was featured on the national stage with an NBC Nightly News segment highlighting Canadian travel to Buffalo. The story was produced by NBC News Chief Capitol Hill Correspondent and Buffalo native Ryan Nobles, along with producer Frank Thorpe and the NBC News crew, who traveled to Buffalo to capture the city's story and its enduring cross-border connections.

The segment, which was scheduled to air September 14, included an on-camera interview with Visit Buffalo President & CEO Patrick Kaler, filmed at Frank Lloyd Wright's Martin House, a location chosen to highlight Buffalo's world-class architecture and cultural assets. Special thanks go to Jessie Fisher and the Martin House team for their generous hospitality, and to Michelle Kearns for coordinating logistics and media support throughout the visit.

This national exposure underscored the strong cultural and economic ties between Western New York and Canada, celebrating the shared history, attractions, and hospitality that continue to draw Canadian visitors to Buffalo.

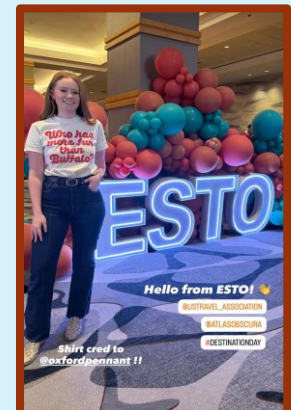


VISIT BUFFALO ATTENDS ANNUAL U.S. TRAVEL ESTO CONFERENCE

In August, Kate Scaduto, Visit Buffalo's Marketing & Social Media Manager, attended the U.S. Travel Association's annual ESTO (Educational Seminar for Tourism Organizations) conference in Phoenix, Arizona. ESTO is recognized as the nation's leading educational and professional development event for destination marketing professionals, drawing hundreds of attendees from across the country to explore best practices, new research, and emerging trends shaping the tourism industry.

The 2025 conference featured sessions on data-driven marketing strategies, brand storytelling, influencer engagement, visitor experience design and evolving traveler behavior. Kate participated in workshops and networking sessions with peers from other top U.S. destinations, gaining valuable insights that will inform Visit Buffalo's upcoming marketing initiatives and campaign development.

Attending ESTO helps Visit Buffalo stay connected to national industry trends and adopt innovative strategies that boost Buffalo and Erie County's visibility, competitiveness, and visitor engagement.



ORGANIZATIONAL ACTIVITIES - AUGUST 2025

VISITOR SPEND IN ERIE COUNTY HITS RECORD IN 2024



Visit Buffalo is proud to share exciting news: tourism spending in Erie County reached a record \$2.7 billion in 2024, a 7.2% increase over the previous year and a 69% increase since 2014, according to the latest *Tourism Economics* report. Erie County continues to lead the Greater Niagara region, accounting for 65% of the area's total tourism economy.

Visitor spending rose across every sector in 2024:

- Lodging: +11.3% (\$506 million)
- Food & Beverage: +10.5% (\$1.14 billion)
- Retail: +9.5% (\$509 million)
- Transportation: +7.7% (\$195 million)
- Recreation: +4.9% (\$280 million)
- Second Homes: +13.0% (\$26 million)

Tourism now supports nearly 30,000 local jobs, a 4.3% increase from the previous year, highlighting its growing importance as a key part of Buffalo's economy.

These record-breaking results demonstrate the strength of our destination brand, the dedication of our hospitality partners, and the collaboration of the broader community. Together, we are demonstrating that Buffalo and Erie County are top destinations, places where authentic experiences, vibrant culture, and local pride continue to draw visitors and drive economic growth in Western New York.

RALPH WILSON CENTENNIAL PARK TOUR



Visit Buffalo's Karen Fashana and Brian Hayden recently toured the transformative Ralph Wilson Centennial Park project, which will soon become a signature destination on Buffalo's waterfront. This over 100-acre redevelopment is reshaping one of the city's most important public spaces into a lively, inclusive, and accessible park that will benefit both residents and visitors.

Guided by years of community input through the Imagine LaSalle planning process, the redesign emphasizes safe access and connectivity, including a striking new pedestrian bridge that will connect the Lower West Side directly to the waterfront. The project also incorporates extensive green space, recreational amenities, and thoughtful design elements that showcase Buffalo's community spirit and natural beauty.

Once finished, Ralph Wilson Centennial Park will rank among the most innovative urban parks in the country, improving Buffalo's quality of life and its attractiveness as a destination.

VISITOR ENGAGEMENT AT THE NATIONAL BUFFALO WING FESTIVAL

The Visit Buffalo team was present in full force at this year's National Buffalo Wing Festival at Sahlen Field, celebrating one of Buffalo's most iconic events and biggest attractions for visitors. Special thanks to Drew Cerza, "The Wing King," for providing prime space for the Visit Buffalo Niagara tent, which served as a lively hub for engagement throughout the weekend.

Our team and dedicated volunteers welcomed hundreds of attendees who stopped by for selfies, visitor guides, and a chance to drop a pin on our hometown map. The festival once again highlighted the best of Buffalo's hospitality, humor, and community pride.

Highlights included greeting a family from Texas who've celebrated "Wing Wednesday" since their first date, and congratulating the wing-eating champion, who proudly visited our tent trophy in hand after downing 50 wings in eight minutes.

The National Buffalo Wing Festival remains a key celebration of Buffalo's culinary heritage and a major tourism attraction, drawing tens of thousands of visitors from across the country. For Visit Buffalo Niagara, it also offers an excellent opportunity to connect with visitors directly, share insider travel tips, and highlight the many ways to experience Buffalo beyond just the wings.

ORGANIZATIONAL ACTIVITIES - AUGUST 2025

PUBLIC ART UNVEILED AT THE BUFFALO CONVENTION CENTER



The Buffalo Convention Center unveiled Western New York's largest public art installation, a transformative new mural that has redefined the Pearl Street streetscape and added a bold new visual landmark to downtown Buffalo.

Created by Buffalo artists Cassandra Ott and Chuck Tingley, the expansive mural spans more than half a city block along the back façade of the Convention Center. Its design celebrates Buffalo's community spirit with dynamic imagery featuring the city's signature red and blue color palette, Lake Erie-inspired wave patterns, and shimmering gold accents that evoke energy and optimism.

The project was made possible through the leadership and support of Erie County Executive Mark Poloncarz, the Erie County Legislature, including Legislator Lawrence Dupre, and the Art in Public Places Initiative. Additional thanks are extended to the Erie County Arts Committee, the Department of Public Works, and the Department of Environment and Planning for their vision and collaboration.

What was once a blank concrete wall is now a vibrant public space that has already become a photo stop for residents and visitors alike. This installation enhances the Buffalo Convention Center's role as both a meeting hub and a cultural destination, showcasing how art and public spaces together can elevate downtown Buffalo's appeal for events, visitors, and the local community.

CONGRATULATIONS TO BOARD MEMBER MATT CHIAZZA



Visit Buffalo extends congratulations to Matt Chiazza, General Manager of the Reikart House, on being named Hotel General Manager of the Year by Marriott International.

This prestigious award honors Matt's exceptional leadership, dedication to excellence, and the impactful contributions he has made to Buffalo's hospitality scene. His work showcases the passion and professionalism that characterize our region's visitor experience.

We are especially proud to have Matt serve on the board of Visit Buffalo, the Buffalo Convention Center, and the Buffalo Sports Commission, where his insights and dedication continue to enhance our destination.

BIZ BASH HIGHLIGHTS BUFFALO'S HISTORIC EVENT VENUES

Buffalo earned national attention this month with a feature in *BizBash*, one of the meetings and events industry's leading publications. Highlighting events in historic landmarks, the article showcased Buffalo as a destination where architectural heritage and creative design combine for unforgettable experiences.

Venues featured included The Richardson Hotel, Shea's Performing Arts Center, Frank Lloyd Wright's Martin House, and Buffalo RiverWorks, each offering a distinct blend of history, creativity, and atmosphere.

Leah Mueller, Visit Buffalo's Vice President of Sales & Services, was prominently quoted, noting how Buffalo's historic venues deliver immersive, story-driven experiences that capture the city's character. Secured through Visit Buffalo's public relations agency, Lou Hammond Group, the *BizBash* feature reinforces Buffalo's growing reputation as one of the nation's most distinctive destinations for meetings and events.

BUFFALO CONVENTION CENTER KPIs - AUGUST 2025

BCC REVENUE PERFORMANCE - AUGUST 2025									
August Total Revenue		August Rent Revenue		August Food & Beverage Revenue		August Electrical Revenue		August Other Revenue	
\$83,897		\$29,122		\$54,385		\$290		\$100	
Change	July 202	Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-59.2%	\$205,594	-42.0%	\$50,247	-52.1%	\$113,475	-99.1%	\$33,437	-98.8%	\$8,408
BCC REVENUE PERFORMANCE - FY2025 YTD									
YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$2,522,969		\$585,133		\$1,728,934		\$125,105		\$27,588	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-20.0%	\$3,152,641	-12.9%	\$672,073	-25.2%	\$2,312,225	-17.4%	\$151,466	63.5%	\$16,877

BCC OPERATIONS PERFORMANCE - AUGUST 2025									
August Total Events Held		August Conventions		August Meetings		August Banquets		August Consumer/Public Shows	
5		1		2		1		1	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
66.7%	3	-50.0%	2	200.0%	0	0.0%	1	100.0%	0
0									
YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
61		18		13		23		7	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-18.7%	75	-18.2%	22	-40.9%	22	4.5%	22	-22.2%	9

BCC EVENT ATTENDANCE - AUG 2025	
August Total Event Attendance	
9,590	
Change	Jul-25
275.3%	2,555
BCC EVENT ATTENDANCE - FY 2025 YTD	
YTD Total Event Attendance	
125,330	
Change	2024
2.4%	122,440

BCC DAYS OCCUPIED - AUG 2025	
August Total Number of Days Occupied	
11	
Change	Jul-25
-21.4%	14
BCC DAYS OCCUPIED - FY 2025 YTD	
YTD Total Number of Days Occupied	
160	
Change	2024
-9.6%	177

BCC SALES ACTIVITY KPIs - AUGUST 2025

LEADS GENERATED PERFORMANCE - AUGUST 2025

August Total Leads Generated		August BCC Generated Leads		August VBN Generated Leads		August Confirmed Bookings	
16		10		6		7	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
45.5%	11	100.0%	5	0.0%	6	133.3%	3

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
110		58		52		74	
Change	2024	Change	2024	Change	2024	Change	2024
23.6%	89	-13.4%	67	136.4%	22	-11.9%	84

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - AUGUST 2025

August Total Solicitation Calls		August Existing Client Calls/Contact		August New Client Calls/Contact		August Lost Business	
40		8		32		5	
Change	Jul-25	Change	Jul-25	Change	Jul-25	Change	Jul-25
-13.0%	46	-60.0%	20	23.1%	26	-44.4%	9

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	
416		188		228		47	
Change	2024	Change	2024	Change	2024	Change	2024
15.9%	359	11.2%	169	20.0%	190	-9.6%	52

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	103	73	56	28
Expected Attendance	249,975	172,743	169,590	207,612	191,020	138,550
Expected Hotel Room Nights	25,000	21,094	19,947	30,141	25,349	1,195
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 25,825,808	\$ 23,587,199	\$ 21,282,585	\$ 15,442,779

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN AUGUST 2025



BUFFALO
CONVENTION
CENTER

Visit Buffalo Board of Directors

Officers

Cindy Abbott-Letro, Law Offices of Francis A Letro - Chair
Kimberly Minkel, NFTA - Vice Chair
Thomas Long, The Westin Buffalo - Treasurer
Thomas Beauford, Buffalo Urban League - Secretary
Mary F. Roberts, Martin House - Immediate Past Chair

Members

Terry Alford, Michigan Street African-American Corridor
Mark Alnut, University of Buffalo Department of Athletics
Melissa Brown, Buffalo History Museum
Daniel Castle, Erie County Department of Environment & Planning
Anthony J.W. Chase, Buffalo State University
Dottie Gallagher, Buffalo Niagara Partnership
Mark Glasgow, Erie County Legislature Majority Caucus Appointee
Brian Gould, City of Buffalo Appointee
Patrick Kaler, Visit Buffalo Niagara CEO
Bob Karmazyn, Embassy Suites Buffalo
William Paladino, Erie County Legislature Minority Caucus Appointee
Shannon Patch, Delaware North
Steven Ranalli, Erie County Stadium Corporation
David Schutte, Schutte Hospitality Group
Michelle Urbanczyk, Explore and More Children's Museum

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.

Visit Buffalo Staff

Jennifer Bialek, Executive Assistant to the CEO
Drew Brown, Senior Content Director
Michele Butlak, Accounting & Benefits Manager
Brooke Chavanne, Administrative Sales Assistant
Karen Cox, Director of Convention Services
Ben DiStasio, Convention Services Coordinator
Karen Fashana, Vice President of Marketing
Brian Hayden, Senior Director of Marketing & Communications
Nick Householder, Destination Experience Specialist
Patrick Kaler, President & CEO
Jheanelle Kerr, Industry Relations Assistant
Michelle Kearns, Director of Communications
David Marzo, Chief Financial Officer
Leah Mueller, Vice President of Sales and Services
Hailey Muscarella, Administrative Assistant Business Intelligence
Heather Nowakowski, Senior Director of Business Intelligence
Temekia Powers, National Sales Director
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, Graphic Designer
TBD, Marketing Specialist
TBD, Visitor Center Manager

Buffalo Sports Commission Staff

James Adler, Director of Sports Sales
Greg Gelinis, 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
Christie Walker, Convention & Event Services Manager
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



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