

Buffalo

MONTHLY

KPI

REPORT

JULY 2025

VISIT
Buffalo

BUFFALO
CONVENTION
CENTER

Buffalo
SPORTS
COMMISSION

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

ERIE COUNTY HOTEL PERFORMANCE - JULY 2025									
July Revenue		July Occupancy		July Demand		July Average Daily Rate		July RevPAR	
\$37,559,904		78.0%		244,087		\$153.88		\$120.02	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
15.8%	\$32,432,956	8.2%	72.1%	11.2%	219,480	4.1%	\$147.77	12.6%	\$106.58
ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD									
YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$178,355,680		59.6%		1,281,296		\$139.20		\$82.98	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-3.3%	\$184,407,920	-2.6%	61.2%	-2.1%	1,308,345	-1.2%	\$140.95	-3.8%	\$86.24

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - JULY 2025									
July Revenue		July Occupancy		July Guest Check-Ins		July Average Daily Rate		July RevPAR	
\$7,741,572		41.2%		9,685		\$233.00		\$96.00	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
30.2%	\$5,944,023	12.3%	36.7%	12.4%	8,613	10.4%	\$211.00	23.1%	\$78.00
ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD									
YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$28,747,585		27.5%		46,575		\$187.00		\$52.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
15.4%	\$24,910,235	-23.4%	35.9%	-20.4%	58,489	16.1%	\$161.00	-10.3%	\$58.00

BUF AIRPORT PASSENGERS - JULY 2025	
July BUF Airport Passenger Traffic	
508,951	
Change	Jun-25
14.1%	446,067
BUF AIRPORT PASSENGERS - FY 2025 YTD	
YTD BUF Passenger Traffic	
2,881,602	
Change	2024
3.5%	2,783,855

CROSS BORDER TRAFFIC - JULY 2025	
July U.S./Canada Cross Border Bridge Traffic	
429,206	
Change	Jun-25
18.8%	361,264
CROSS BORDER TRAFFIC - FY 2024 YTD	
YTD U.S./Canada Cross Border Bridge Traffic	
2,213,187	
Change	2024
-15.0%	2,605,016
CROSS BORDER TRAFFIC - FY 2024 YOY	
July U.S./Canada Cross Border Bridge Traffic	
429,206	
Change	Jun-24
-16.4%	513,709



SALES & SERVICES KPIs - JULY 2025

LEADS GENERATED PERFORMANCE - JULY 2025

July Leads Generated		July Leads Room Nights		July Leads Attendance		July Leads Economic Impact	
43		23,330		58,245		\$30,738,471	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
-8.5%	47	-11.5%	26,350	161.3%	22,291	26.9%	\$24,228,266

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
324		229,050		302,965		\$231,520,025	
Change	2024	Change	2024	Change	2024	Change	2024
-7.7%	351	13.8%	201,315	32.3%	228,923	40.4%	\$164,872,482

DEFINITE BOOKINGS PERFORMANCE - JULY 2025

July Definite Bookings		July Definite Room Nights		July Definite Attendance		July Definite Economic Impact	
35		14,841		16,035		\$14,128,293	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
20.7%	29	-20.5%	18,660	-52.0%	33,421	-11.8%	\$16,019,349

DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
202		100,737		135,630		\$84,626,954	
Change	2024	Change	2024	Change	2024	Change	2024
-2.9%	208	10.9%	90,809	55.4%	87,284	11.0%	\$76,245,677

EVENTS HELD PERFORMANCE - JULY 2025

July Events Held		July Events Held Hotel Rooms		July Events Held Attendance		July Groups Served	
28		10,740		14,957		20	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
16.7%	24	44.8%	7,419	40.7%	10,631	33.3%	15



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
-14.9%	175	-5.7%	84,322	-2.3%	115,354	2.2%	93

SALES & SERVICES ACTIVITIES - JULY 2025

LOST LEADS - JULY 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - JULY 2025		PARTNER REFERRALS - YTD 2025	
July Lost Business Leads		YTD Lost Business Leads		July Partner Referrals		YTD Partner Referrals	
8		147		14		234	
Change	Jun-25	Change	2024	Change	Jun-25	Change	2024
-60.0%	20	40.0%	105	250.0%	4	-37.9%	377

TRADESHOW ATTENDANCE - JULY 2025

 DESTINATIONS INTERNATIONAL Annual Convention Chicago, IL July 9-11 Drew Brown, Patrick Kaler, Mueller, Temekia Powers, Renata Toney, and Meaghan Zimmer	 the playeasy Innovators Summit Annual Destination Marketing & Sports Summit Valley Forge, PA July 21-23 James Adler
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CLIENT SITE VISITS - JULY 2025

Association	SMERF	Sports	Tour & Travel
0	1	2	0

CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
7	7	7	8

DESTINATIONS INTERNATIONAL ANNUAL CONVENTION



In July, a Visit Buffalo delegation attended the Destinations International Annual Convention in Chicago, the premier gathering for destination marketing professionals across North America. The event drew more than 1,800 attendees, including executives and industry leaders from tourism organizations across the nation. Representing Buffalo were Patrick Kaler, Drew Brown, Leah Mueller, Temekia Powers, Renata Toney, and Meaghan Zimmer.

The conference featured keynotes, workshops, and roundtable discussions on topics such as AI and data integration, workforce development, brand storytelling, sustainable tourism, and community alignment. Attendees also reviewed new research and case studies addressing evolving traveler behavior and the economic impact of tourism.

For Visit Buffalo, the convention offered valuable opportunities for professional development, collaboration, and innovation. The delegation returned with actionable insights and stronger national ties, boosting Buffalo's reputation as a creative, forward-thinking destination marketing organization.

SALES & SERVICES ACTIVITIES - JULY 2025

VISIT BUFFALO HOSTS RELIGIOUS CONFERENCE AND MEETINGS ASSOCIATION EXPERIENCE



Visit Buffalo welcomed thirteen planners and staff from the Religious Conference Management Association (RCMA) for an immersive Buffalo Planner Experience showcasing the city's meeting venues, history, and cultural attractions.

Participants toured legacy churches, the Buffalo Convention Center, leading hotels, and gardens, while also enjoying hands-on experiences such as creating miniature stained-glass windows inside a church featuring Louis Tiffany originals. The itinerary included visits to Niagara Falls, a Lake Erie cruise, and a tour of Frank Lloyd Wright's Darwin D. Martin House, highlighting Buffalo's rich architectural and cultural heritage.

Special recognition goes to retiring RCMA CEO Harry Schmidt, a long-time member of the Visit Buffalo/Buffalo Convention Center Customer Advisory Committee, whose passion for Buffalo helped make this event possible and deepened the city's connection with RCMA's national network of faith-based meeting planners.

SPORTS COMMISSION CLIENT EVENT AT THE BUFFALO BISONS

The Buffalo Sports Commission and Visit Buffalo hosted a successful client familiarization event at a Buffalo Bisons game at Sahlen Field, giving guests an authentic experience of Buffalo's hospitality and sports culture. The evening brought together current and prospective sports event organizers, community partners, and local stakeholders in a relaxed setting to strengthen relationships and highlight the city's ability to host major sporting events.

Led by Leah Mueller, James Adler, Greg Gelinias, and Lauren Vargo, the event featured behind-the-scenes access, local fare, and on-field recognition, creating a memorable impression of Buffalo's energy and enthusiasm. These personal, experience-based interactions remain essential to attracting future tournaments and championships to Buffalo and Erie County, reinforcing the region's reputation as a welcoming and capable sports destination.



AUNT ROSIE'S INTERNATIONAL TOURNAMENT RETURNS TO WNY



In July, the Buffalo Sports Commission proudly welcomed back the long-standing Aunt Rosie's International Tournament to Western New York. Held at the Northtown Softball Complex in Amherst, the event featured 216 youth fast-pitch teams and over 3,000 participants and fans from across the U.S. and Canada competing in multiple age divisions.

After a brief hiatus, the tournament's return reinforced Buffalo's reputation as a premier host for regional and cross-border sporting events. The Commission's support helped showcase the area's quality facilities, hospitality infrastructure, and strong community partnerships.

Beyond the competition, the tournament generated meaningful economic impact through 2,800 hotel room nights, dining, and visitor spending, while renewing valuable relationships with youth sports organizers and families who return to the region year after year.

SALES & SERVICES ACTIVITIES - JULY 2025

USA DIVING MASTERS NATIONAL CHAMPIONSHIPS



The Buffalo Sports Commission, in partnership with USA Diving and the University at Buffalo, proudly hosted the USA Diving Masters National Championships at UB's world-class Alumni Arena Natatorium. The event brought together hundreds of accomplished divers from across the United States, many of whom are former collegiate and competitive athletes who continue to pursue their passion for the sport.

Over several days of competition, participants competed in springboard and platform events across a range of age divisions, demonstrating remarkable skill, dedication, and camaraderie. Hosting the championship highlighted Buffalo's ability to successfully stage national-caliber aquatic events, supported by the University at Buffalo's exceptional facilities and the community's enthusiastic hospitality.

The event served as both a celebration of athletic longevity and a testament to Buffalo's growing reputation as a destination for amateur and masters-level sports. It also strengthened relationships with USA Diving and other national governing bodies, paving the way for future aquatic and multi-sport opportunities in the region.

BASSMASTERS : LAKE ERIE AMONG TOP BASS LAKES IN THE NORTHEASTERN U.S.



Our region earned a noteworthy spotlight from Bassmaster Magazine, featuring Lake Erie among the top bass lakes in the Northeastern U.S. in its "Best Bass Lakes 2025" series.

This recognition highlights the increasing importance of partnership initiatives led by the Buffalo Sports Commission, in collaboration with the Erie County Department of Environment and Planning and local fisheries and charter-boat captains. Together, these efforts actively promote Buffalo and Erie County as a top destination for bass fishing and angling tourism, supported by Lake Erie's world-class fishery.

By aligning sports tourism strategies with habitat and access improvements, we are strengthening the region's appeal to recreational anglers and charter operators. This type of feature enhances our destination profile and encourages long-term visitor growth centered on outdoor experiences and the opportunity to host high-profile fishing events.

Buffalo

MARKETING & COMMUNICATIONS KPIs - JULY 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - JULY 2025

July Engaged Sessions		July Mobile Sessions		July Website Views		July Search Impressions		July All Video Views	
135,876		99,299		418,876		13,051,526		596,288	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
10.0%	123,511	11.6%	88,956	8.2%	387,031	15.3%	11,316,984	19.2%	500,278

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
619,122		422,345		1,905,760		73,009,578		3,305,790	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-31.1%	898,557	-31.9%	619,991	-34.2%	2,896,920	7.9%	1,489,328	-40.9%	5,592,701


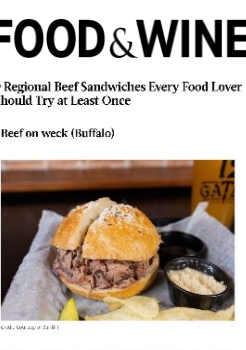


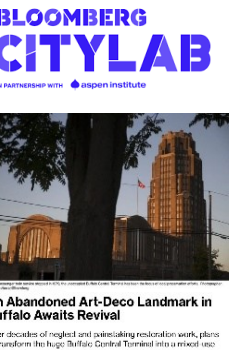
MEDIA RELATIONS PERFORMANCE - JULY 2025

July Media Placements		July Media Impressions		July Media Social Shares		July Media Touchpoints		July Media Visits	
35		1,124,682,385		4,800		26		6	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
6.1%	33	38.7%	810,901,359	-90.5%	50,700	23.8%	21	-62.5%	16

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
175		4,660,344,496		95,951		157		27	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
71.6%	102	179.5%	1,667,270,320	242.0%	28,055	86.9%	84	107.7%	13

EXAMPLES OF JULY MEDIA HITS

 <p>AFAR</p> <p>Step Back in Time at These 12 Frank Lloyd Wright Louises Across the USA</p> <p>Readership: 771,349</p>	 <p>FOOD & WINE</p> <p>9 Regional Beef Sandwiches Every Food Lover Should Try at Least Once</p> <p>Readership: 934,227</p>	 <p>yahoo!life</p> <p>The Most Popular Chicken Wing Flavor in the US Isn't BBQ</p> <p>Readership: 373,020,423</p>	 <p>travelweek</p> <p>Affordable Summer Getaways in New York State</p> <p>Readership: 38,379</p>	 <p>BLOOMBERG CITYLAB</p> <p>An Abandoned Art-Deco Landmark in Buffalo Awaits Revival</p> <p>Readership: 17,013,290</p>
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MARKETING & COMMUNICATIONS KPIS - JULY 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
126,202		29,098		97,270		41,109		1,163	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
16.9%	107,995	-2.7%	29,898	10.3%	88,186	37.0%	30,012	-6.5%	1,244

EXAMPLES OF SOCIAL MEDIA POSTS - JULY 2025

July

Most Viewed

Social Media Post

North Buffalo Collab

123,000

CANADA DAY PROMOTION - BUFFALO LOVES CANADA

On Canada Day, July 1, Visit Buffalo launched the “Buffalo Loves Canada” campaign to celebrate and strengthen the region’s long-standing cross-border ties. The campaign carried a simple and heartfelt message of friendship and appreciation for our Canadian neighbors, reminding travelers that Buffalo and Canada share more than proximity, they share community.

A new billboard along the QEW near Toronto featured the “Buffalo Loves Canada” logo, while downtown Buffalo landmarks were illuminated in red in partnership with the City of Buffalo to honor Canada’s national holiday. The campaign also included a \$500 Visa gift card giveaway, which drew over 750 entries from Canadian fans of Buffalo, a strong demonstration of continued interest and engagement from across the border.

The high response to the giveaway will provide a valuable database of Canadian participants for future promotional opportunities and cross-border marketing efforts. This campaign is a reminder that Canadians are not only our visitors—they’re our friends, our neighbors, and part of the shared community that has defined life on both sides of the border for generations.

The “Buffalo Loves Canada” initiative reflects Visit Buffalo’s ongoing commitment to keeping the city top of mind in the Canadian market, celebrating the cultural and economic connections that continue to unite Western New York and Canada.



VISIT BUFFALO'S CANADIAN EFFORTS FEATURES IN DI PRESENTATION

Thanks to Destinations International for highlighting Visit Buffalo's marketing and media relations efforts in Canada during the “Language of Welcome: Insights From a Borderless Lexicon” session at last week’s annual convention. The recognition underscored our ongoing work to attract individual Canadian travelers while also maintaining strong engagement with Canadian travel writers and media outlets. Hearing such positive feedback from our colleagues across the border about our campaign and outreach, and receiving their warm words of encouragement for our team’s continued efforts, was both validating and sincerely appreciated.



ORGANIZATIONAL ACTIVITIES - JULY 2025

VISIT BUFFALO ACHIEVES DMAP REACCREDITATION



Visit Buffalo has officially earned reaccréditation through Destinations International's Destination Marketing Accreditation Program (DMAP), eight years after first achieving this important industry distinction.

DMAP is the global gold standard for destination organizations, recognizing excellence in areas such as governance, finance, human resources, sales, communications, research, and destination stewardship. The comprehensive review process gauges Visit Buffalo against the highest professional and ethical standards in our industry, ensuring transparency, accountability, and organizational effectiveness.

Reaccréditation is more than just a renewal; it involves a thorough, year-long assessment of how our team performs across every aspect of our operation. It verifies that Visit Buffalo continues to meet the high standards expected of top-tier destination marketing organizations.

We are proud to be among over 200 accredited DMOs worldwide, reaffirming our dedication to growing the tourism economy of Buffalo and Erie County. We sincerely thank our staff for their hard work and dedication throughout this process, and for their daily commitment to excellence as we tell Buffalo's story and welcome visitors from around the world.

NATIONAL MEDIA FEATURE: VISIT BUFFALO IN HUFF POST



Visit Buffalo was featured in a recent HuffPost travel article exploring the growing trend of "townsizin" travelers seeking slower, more meaningful experiences in walkable, character-rich destinations. The story positioned Buffalo and Erie County as ideal examples of places where visitors can unwind, explore by foot or bike, and discover unexpected moments of connection.

Patrick Kaler, President & CEO of Visit Buffalo, was quoted throughout the piece, emphasizing the appeal of smaller destinations: "Spending time in smaller places, where it's easy to explore by foot or bicycle, lets travelers take a relaxed approach. These destinations offer a rejuvenating escape from everyday life. The best experiences happen when you least expect it, let serendipity be your guide."

The feature, secured through Visit Buffalo's public relations agency, Lou Hammond Group, aligns perfectly with the new brand's focus on authenticity, exploration, and human connection, showcasing Buffalo as a destination where visitors are encouraged to slow down, wander, and experience the magic of discovery.



BUFFALO CONVENTION CENTER KPIs - JULY 2025

BCC REVENUE PERFORMANCE - JULY 2025									
July Total Revenue		July Rent Revenue		July Food & Beverage Revenue		July Electrical Revenue		July Other Revenue	
\$205,594		\$50,247		\$113,475		\$33,437		\$8,408	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
4.4%	\$196,920	14.8%	\$43,775	-23.8%	\$148,953	1046.3%	\$2,917	559.5%	\$1,275
BCC REVENUE PERFORMANCE - FY2025 YTD									
YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$2,466,760		\$585,133		\$1,728,934		\$125,105		\$27,588	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-18.6%	\$3,028,663	-6.2%	\$623,619	-32.3%	\$2,555,386	-15.5%	\$148,115	78.8%	\$15,431

BCC OPERATIONS PERFORMANCE - JULY 2025									
July Total Events Held		July Conventions		July Meetings		July Banquets		July Consumer/Public Shows	
3		2		0		1		0	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
-62.5%	8	0.0%	2	0.0%	0	-83.3%	6	0.0%	0
BCC OPERATIONS PERFORMANCE - FY2025 YTD									
YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
56		17		11		22		6	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-21.1%	71	-22.7%	22	-42.1%	19	0.0%	22	-25.0%	8

BCC EVENT ATTENDANCE - JULY 2025	
July Total Event Attendance	
2,555	
Change	Jun-25
-85.4%	17,487
BCC EVENT ATTENDANCE - FY 2025 YTD	
YTD Total Event Attendance	
115,740	
Change	2024
5.0%	110,247

BCC DAYS OCCUPIED - JULY 2025	
July Total Number of Days Occupied	
14	
Change	Jun-25
0.0%	14
BCC DAYS OCCUPIED - FY 2025 YTD	
YTD Total Number of Days Occupied	
148	
Change	2024
-11.9%	168

BCC SALES ACTIVITY KPIs - JULY 2025

LEADS GENERATED PERFORMANCE - JULY 2025

July Total Leads Generated		July BCC Generated Leads		July VBN Generated Leads		July Confirmed Bookings	
11		5		6		3	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
-8.3%	12	25.0%	4	-25.0%	8	-57.1%	7

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
94		48		46		67	
Change	2024	Change	2024	Change	2024	Change	2024
30.6%	72	-5.9%	51	119.0%	21	-11.8%	76

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - JULY 2025

July Total Solicitation Calls		July Existing Client Calls/Contact		July New Client Calls/Contact		July Lost Business	
46		20		26		9	
Change	Jun-25	Change	Jun-25	Change	Jun-25	Change	Jun-25
0.0%	46	-13.0%	23	13.0%	23	80.0%	5

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
111.2%	197	19.7%	157	31.0%	174	14.6%	41

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	101	67	56	28
Expected Attendance	249,975	172,743	168,957	204,792	181,850	126,650
Expected Hotel Room Nights	25,000	21,094	20,437	29,696	23,549	11,950
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 25,690,668	\$ 23,275,746	\$ 20,352,023	\$ 14,346,779

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN JULY 2025



NCTA
NATIONAL COLLEGE
TESTING ASSOCIATION



New York Bar Exam



ONEBRIDGE
BENEFITS

Visit Buffalo Niagara 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
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 Gelinias, 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

**BUFFALO
CONVENTION
CENTER**

Purpose Statement:

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