

PATRICK J. KALER

PRESIDENT AND CEO

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December 4, 2025

Ms. Olivia M. Owens
Clerk, Erie County Legislature
92 Franklin Street, 4th Floor
Buffalo, NY 14202

Dear Ms. Owens:

Enclosed please find Visit Buffalo's and the Buffalo Convention Center's third quarter reports for 2025, along with the Destination Performance Reports for July, August, and September. Also included are the financial statements for the period ending September 30, 2025.

Sincerely,



Patrick J. Kaler
President and CEO

/Enclosures



PATRICK J. KALER
PRESIDENT AND CEO

December 4, 2025

I, the undersigned, do hereby certify based on my knowledge, the information provided herein:

- Is accurate, correct and does not contain any untrue statement of material fact;
- Does not omit any material fact which, if omitted, would cause the financial statements to be misleading in light of the circumstances under which such statements are made;
- Fairly presents, in all material respects, the financial condition and results of operations of the authority as of and for the periods presented in the financial statements.

Visit Buffalo
Buffalo Convention Center



Patrick J. Kaler
President and CEO



Buffalo

MONTHLY KPI REPORT

JULY 2025



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 Serviced	
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 Serviced	
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		YTD		July		YTD	
Lost Business Leads		Lost Business Leads		Partner Referrals		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

 <p>DESTINATIONS INTERNATIONAL Annual Convention Chicago, IL July 9-11 Drew Brown, Patrick Kaler, Mueller, Temekia Powers, Renata Toney, and Meaghan Zimmer</p>	 <p>Innovators Summit Annual Destination Marketing & Sports Summit Valley Forge, PA July 21-23 James Adler</p>
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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



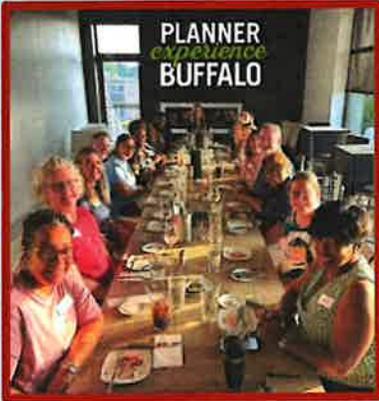
In July, a Visit Buffalo delegation attended the Destinations International Annual Convention in Chicago, the premier gathering for destination marketing professionals across North America. The event drew more than 1,800 attendees, including executives and industry leaders from tourism organizations 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 Gelinas, 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 Houses 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.



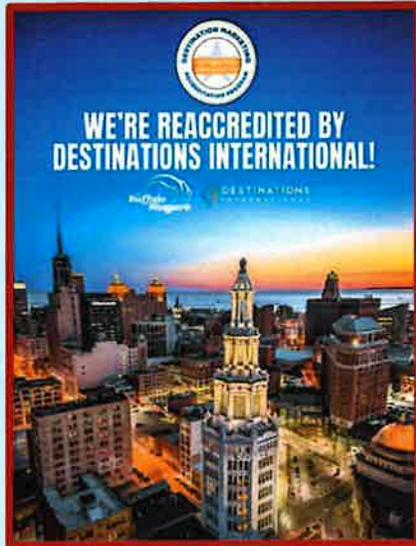
VISIT BUFFALO'S CANADIAN EFFORTS FEATURES IN DI PRESENTATION

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		July		July		July	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		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		YTD		YTD		YTD	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		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		July		July		July	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		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		YTD		YTD		YTD	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		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
Momentus 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 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

BUFFALO CONVENTION CENTER

Purpose Statement:
We inspire connection through
unparalleled hospitality, collaborative
partnerships, and exceptional
experiences. COMM. 24M-1

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		YTD		August		YTD	
Lost Business Leads		Lost Business Leads		Partner Referrals		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 Gelinas, 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 TOURNEY

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%	1,859,704,198	221.2%	30,870	68.8%	109	88.2%	17

EXAMPLES OF AUGUST MEDIA HITS

<p>FINANCE BUZZ</p> <p>12 U.S. Cities Set To Make a Big Comeback in 2025</p> <p>11. Buffalo, New York</p>  <p>Readership: 12,940,746</p>	<p>Islands</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>Readership: 934,227</p>	<p>FOOD & WINE</p> <p>Where to Eat America's Most Iconic Regional Dishes</p> <p>12 Buffalo wings</p>  <p>Readership: 373,020,423</p>	<p>worldatlas</p> <p>11 Best Museums In New York</p> <p>Buffalo Transportation Pierce Arrow Museum - Buffalo</p>  <p>Readership: 38,379</p>	<p>TRAVEL PULSE</p> <p>Top Tailgating Destination in Every State</p> <p>New York: Buffalo 39/51</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.

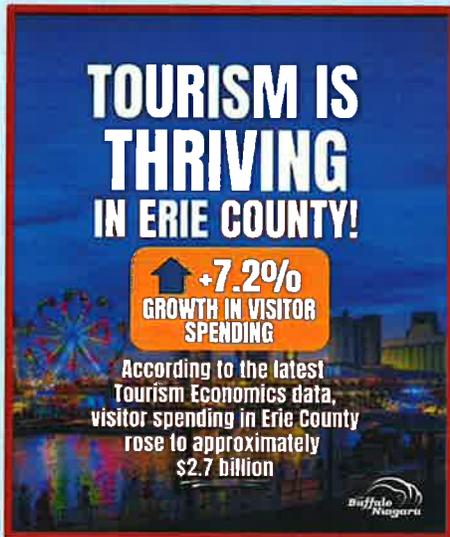
Attending ESTO helps Visit Buffalo stay connected to national industry trends and adopt innovative strategies that boost Buffalo and Erie County's visibility, competitiveness, and visitor engagement.



COMM. 24M-1

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

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
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Visit Buffalo Board of Directors

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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 Gellinas, 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.

Buffalo

**MONTHLY
KPI
REPORT**

SEPTEMBER 2025



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

ERIE COUNTY HOTEL PERFORMANCE - SEPTEMBER 2025									
September Revenue		September Occupancy		September Demand		September Average Daily Rate		September RevPAR	
\$36,318,701		72.3%		220,058		\$160.50		\$116.12	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
-5.1%	\$38,273,678	-8.2%	78.8%	-11.2%	247,784	3.9%	\$154.46	-4.6%	\$121.77
ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD									
YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$251,924,275		63.2%		1,749,021		\$144.04		\$91.02	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
0.0%	\$251,989,118	-0.9%	63.8%	-0.5%	1,757,696	0.5%	\$143.36	-0.5%	\$91.45

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - SEPTEMBER 2025									
September Revenue		September Occupancy		September Guest Check-Ins		September Average Daily Rate		September RevPAR	
\$5,613,698		39.5%		7,661		\$249.00		\$98.00	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
-26.1%	\$7,600,744	1.0%	39.1%	-21.4%	9,746	6.0%	\$235.00	6.5%	\$92.00
ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD									
YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$40,940,573		32.0%		63,020		\$203.00		\$65.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-6.3%	\$43,696,989	-14.2%	37.3%	-21.1%	79,857	20.8%	\$168.00	3.2%	\$63.00

BUF AIRPORT PASSENGERS - SEPT 2025	
September BUF Airport Passenger Traffic	
449,862	
Change	Aug-25
-17.0%	542,130
BUF AIRPORT PASSENGERS - FY25 YTD	
YTD BUF Passenger Traffic	
3,873,594	
Change	2024
3.2%	3,754,369

CROSS BORDER TRAFFIC - SEPT 2025	
September U.S./Canada Cross Border Bridge Traffic	
361,814	
Change	Aug-25
-24.0%	476,068
CROSS BORDER TRAFFIC - FY 2024 YTD	
YTD U.S./Canada Cross Border Bridge Traffic	
3,051,069	
Change	2024
-14.9%	3,583,442
CROSS BORDER TRAFFIC - FY 2024 YOY	
September U.S./Canada Cross Border Bridge Traffic	
361,814	
Change	Aug-25
-13.9%	420,058

SALES & SERVICES KPIs - SEPTEMBER 2025

LEADS GENERATED PERFORMANCE - SEPTEMBER 2025

September Leads Generated		September Leads Room Nights		September Leads Attendance		September Leads Economic Impact	
61		56,128		186,433		\$60,508,087	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
144.0%	25	143.0%	23,102	1393.3%	12,485	333.9%	\$13,945,800

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
410		308,280		501,883		\$305,973,912	
Change	2024	Change	2024	Change	2024	Change	2024
-2.8%	422	26.1%	244,506	74.2%	288,028	72.8%	\$177,022,069

DEFINITE BOOKINGS PERFORMANCE - SEPTEMBER 2025

September Definite Bookings		September Definite Room Nights		September Definite Attendance		September Definite Economic Impact	
34		20,663		29,256		\$15,696,157	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
112.5%	16	470.8%	3,620	505.7%	4,830	397.7%	\$3,153,756

DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
252		125,020		169,716		\$103,476,866	
Change	2024	Change	2024	Change	2024	Change	2024
2.9%	245	8.1%	115,667	10.9%	153,067	7.8%	\$95,954,146

EVENTS HELD PERFORMANCE - SEPTEMBER 2025

September Events Held		September Events Held Hotel Rooms		September Events Held Attendance		September Groups Served	
35		5,417		5,703		17	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
105.9%	17	106.9%	2,618	56.9%	3,635	88.9%	9

EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
201		87,567		122,058		121	
Change	2024	Change	2024	Change	2024	Change	2024
-18.0%	245	-24.3%	115,667	-20.3%	153,067	1.7%	119

SALES & SERVICES ACTIVITIES - SEPTEMBER 2025

LOST LEADS - SEPT 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - SEPT 2025		PARTNER REFERRALS - YTD 2025	
September Lost Business Leads		YTD Lost Business Leads		September Partner Referrals		YTD Partner Referrals	
15		162		9		257	
Change	Jul-25	Change	2024	Change	Jul-25	Change	2024
0.0%	15	3.8%	156	0.0%	9	-93.2%	3,778

TRADESHOW ATTENDANCE - SEPTEMBER 2025

 Annual Convention September 4-6 Hampton, VA Marisa Urbano	 BID Symposium September 14-19 Indianapolis, IN James Adler and Greg Gelinas	SMALL MARKET MEETINGS Annual Tradeshow September 16-19 Buffalo, NY Leah Mueller, Karen Cox, Marisa Urbano and Meaghan Zimmer	 Women's Conference September 14-19 Annapolis, MD Lauren Vargo

CLIENT SITE VISITS - SEPTEMBER 2025

Association	SMERF	Sports	Tour & Travel
2	0	3	1

CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
11	8	10	10

BUFFALO HOSTS 2025 SMALL MARKET MEETINGS CONFERENCE

In September, Buffalo proudly hosted the 2025 Small Market Meetings Conference, welcoming meeting planners, industry professionals, and destination representatives from across the United States. The conference took place September 16–18 at the Buffalo Convention Center, with the Hyatt Regency Buffalo serving as the official host hotel.

The event provided an invaluable opportunity to showcase Buffalo's meeting and convention capabilities to a national audience of small and mid-sized market planners. Over the course of three days, attendees participated in educational sessions, networking opportunities, and one-on-one appointments designed to foster business relationships and drive future bookings.

Visit Buffalo worked closely with local partners to deliver a first-class experience for attendees. The conference opened with a welcome reception at the Hofbräuhaus Buffalo, giving guests an authentic taste of Buffalo's hospitality and spirit. The closing night celebration, hosted by I LOVE NY, took place at Buffalo RiverWorks, where visiting delegates enjoyed one of the city's most dynamic waterfront venues.

"Hosting the Small Market Meetings Conference allowed us to put Buffalo's meeting infrastructure, hospitality, and culture on full display," said Patrick Kaler, President & CEO of Visit Buffalo. "It gave meeting planners a first-hand look at why Buffalo continues to be a competitive and compelling choice for regional and national events."

The conference reinforced Buffalo's growing reputation as a destination for professional gatherings, conventions, and group travel, further positioning the city as a leader in New York State's meetings and events market.



SALES & SERVICES ACTIVITIES - SEPTEMBER 2025

BUFFALO HOSTS THE 2025 WORLD CANALS CONFERENCE

Buffalo hosted the largest-ever World Canals Conference, welcoming nearly 500 participants from 10 countries and 22 U.S. states. Held at the Buffalo Convention Center, the event earned high praise for its organization, field studies and events, venues, and speaker content.

As the western terminus of the Erie Canal, Buffalo's role was celebrated throughout the week with field tours, waterfront activities, and the "Summer Send-Off" at Canalside. The launch of the replica *Seneca Chief* on September 24 drew strong public turnout and media coverage, despite rainy weather, as the vessel began its symbolic voyage to NYC.

Governor Kathy Hochul highlighted the Erie Canal's enduring legacy in her remarks, emphasizing its power to connect people and ideas.

With 46 sponsors, 33 exhibitors, and international delegates from Belgium, France, India, Canada, and beyond, the conference showcased Buffalo as a global hub for inland-waterway innovation and heritage tourism—strengthening the city's story as a leader in waterfront revitalization.



PROFESSIONAL FRATERNITY ASSOCIATION SELECTS BUFFALO FOR 2026



Visit Buffalo was proud to be represented at the 2025 Professional Fraternity Association Conference, where Marisa Urbano from Visit Buffalo and Jennifer Wilson from the Hyatt Regency Buffalo delivered a presentation and led attendance-building efforts for next year's event in Buffalo.

This exciting opportunity resulted from the partnership and advocacy of Lane Velayo, CAE, a valued member of the Visit Buffalo/Buffalo Convention Center Customer Advisory Council, who played a key role in helping bring the 2026 conference to our city.

Their efforts showcased Buffalo's accessibility, hospitality, and growing appeal as a convention destination. We look forward to welcoming PFA attendees in 2026 and continuing to build on the relationships that make our Customer Advisory Council such a powerful driver of future business for Buffalo and Erie County.

ANNUAL CUSTOMER ADVISORY COUNCIL MEETS IN BUFFALO

September marked a key milestone as Visit Buffalo hosted the 2025 Customer Advisory Council Meeting at the Buffalo Convention Center. The three-day program brought together 18 national and regional meeting planners, convention clients, and sports event organizers to shape the future of Buffalo's meetings, conventions, and sports markets.

Council members stayed at the Hampton Inn & Suites Downtown and experienced a guided city tour, the debut of the *That's Buffalo For You* campaign, and a series of networking and hospitality events. Highlights included an opening reception at The Barrel Factory and a closing dinner at Lombardo's Ristorante, both showcasing Buffalo's signature food and atmosphere.

Council members also participated in an engaging session with representatives of the Buffalo and Erie County hotel industry to discuss shared responsibilities in partnering with Visit Buffalo and meeting the evolving expectations of today's meeting planners.

Visit Buffalo's leadership, hotel partners, and agency team met with council members to discuss emerging trends and opportunities for 2026 and beyond. The results were immediate: two members have already confirmed conventions in Buffalo for 2026, demonstrating the impact of this collaborative effort.

The insights and perspectives shared by our Customer Advisory Council are invaluable, their feedback challenges us to think bigger, sharpen our strategy, and continue elevating Buffalo's position as a premier destination for meetings, conventions, and sporting events. The 2025 Customer Advisory Council Meeting reaffirmed Buffalo's growing reputation as a dynamic, welcoming, and high-impact destination, strengthening the partnerships and business opportunities that will continue to drive visitation and economic growth in the years ahead.

MARKETING & COMMUNICATIONS KPIS - SEPTEMBER 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - SEPTEMBER 2025

September Engaged Sessions		September Mobile Sessions		September Website Views		September Search Impressions		September All Video Views	
102,903		72,656		295,809		11,209,908		684,864	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
-4.6%	107,891	-6.3%	77,531	-1.0%	298,825	-15.0%	13,183,771	-10.3%	763,552

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
829,916		572,532		2,500,394		97,403,257		4,754,206	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-36.1%	1,299,477	-34.9%	879,617	-42.9%	4,376,636	7.9%	1,483,928	-53.8%	10,290,593

MEDIA RELATIONS PERFORMANCE - SEPTEMBER 2025

September Media Placements		September Media Impressions		September Media Social Shares		September Media Touchpoints		September Media Visits	
42		687,241,172		10,000		20		2	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
23.5%	34	334.4%	158,219,557	212.5%	3,200	-25.9%	27	-60.0%	5

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
251		5,505,805,225		109,151		204		34	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
78.0%	141	165.1%	2,076,799,413	239.3%	32,169	53.4%	133	30.8%	26

EXAMPLES OF SEPTEMBER 2025 MEDIA HITS

 <p>2025's Best Cities for a Meaty Cookout</p>  <p>When US cities boast the best grilling could be in for a meaty meal!</p> <p>With tailgating season underway and Labor Day Weekend around the corner, Learn Love and Live vertics to us in 2025's Best Cities for a Meaty Cookout</p> <p>Readership: 30,383,090</p>	 <p>2. Great Lakes Seaway Trail</p>  <p>Working for 80 years and a mile along the coast of western Canada, the Great Lakes Seaway Trail stands as a symbol of labor and industry and the spirit of the Great Lakes Region. It is one of the most important waterways in the world, and it is also one of the most beautiful.</p> <p>Readership: 65,734,692</p>	 <p>Buffalo Joins Las Vegas, California, Philadelphia, Chicago, Seattle in Groundbreaking New Multinillion-Dollar Tourism Campaign That's About to Change US Travel Sector Forever</p>  <p>Visit Buffalo's Multinillion Dollar Campaign to Transform Tourism and Attract Visitors</p> <p>Buffalo, New York, is proud to be one of the 10 cities selected for the Groundbreaking New Multinillion-Dollar Tourism Campaign. This exciting campaign will help Buffalo attract more visitors and boost the local economy. The campaign is a joint effort between Buffalo and other major US cities, including Las Vegas, California, Philadelphia, Chicago, and Seattle.</p> <p>Readership: 2,789,040</p>	 <p>BBK Melts perfectly in week</p>  <p>BBK Melts perfectly in week</p> <p>BBK Melts perfectly in week</p> <p>Readership: 29,895,066</p>	 <p>Set sail on the Erie Canal 200 years after its inaugural voyage</p>  <p>Set sail on the Erie Canal 200 years after its inaugural voyage</p> <p>The Erie Canal is a historic waterway that has played a vital role in the development of the United States. It is one of the most important infrastructure projects in the country's history.</p> <p>Readership: 390,330,017</p>
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MARKETING & COMMUNICATIONS KPIS - SEPTEMBER 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
128,265		29,036		97,911		41,904		1,488	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
15.2%	111,328	-2.7%	29,853	8.3%	90,445	27.5%	32,853	-15.9%	1,769

EXAMPLES OF SOCIAL MEDIA POSTS - SEPTEMBER 2025

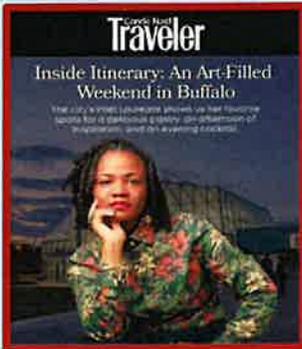
September
Most Viewed
Social Media Post
National Sponge Candy
446,000







BUFFALO FEATURED IN CONDE NAST TRAVELER



Buffalo's Poet Laureate, Aitina Fareed-Cooke, recently offered national audiences an inspiring and heartfelt tour of our city in a new Condé Nast Traveler feature sponsored in partnership with Visit Buffalo.

In the article, Aitina curates an art-filled weekend in Buffalo, highlighting her favorite spots and showcasing the city's lively cultural scene. Her itinerary features stops at local gems like CEPA Gallery, the recently expanded Buffalo AKG Art Museum, and a must-visit neighborhood bakery, each showcasing Buffalo's unique mix of creativity, community, and character.

Through Aitina's perspective, Buffalo appears as a city where the arts flourish, inspiration is all around, and local voices keep shaping the city's cultural identity.

BUFFALO FEATURED IN MATADOR NETWORK

Buffalo's culinary and cultural scene continues to gain national recognition with a new feature in Matador Network, highlighting the city as an unexpected food destination. The article celebrates Buffalo favorites, including wings, beef on weck, and sponge candy, alongside the city's expanding global influences, from Yemeni coffeehouses to James Beard-nominated chefs shaping Buffalo's new food identity.

The article also goes beyond the cuisine, highlighting the people, neighborhoods, and creative energy that make Buffalo such a memorable and authentic place to visit. This recognition highlights the power of collaboration and storytelling. Special thanks to Visit Buffalo's communications team and our PR partners at Lou Hammond Group for their ongoing efforts to share Buffalo's story with national audiences, as well as to the many restaurants, cultural organizations, and small businesses that helped bring this feature to life.

Every story like this enhances Buffalo's reputation as a destination rooted in flavor, culture, and community.



MARKETING ACTIVITIES - SEPTEMBER 2025

VISIT BUFFALO BRAND AND NATIONAL CAMPAIGN LAUNCH

Visit Buffalo officially ushered in a bold new era for our destination marketing with the public launch of our refreshed brand and advertising campaign. The unveiling took place at RiverWorks, where hundreds of community partners, elected officials, and media representatives joined us to celebrate the next chapter of Buffalo's tourism story.

The new brand, developed in partnership with MMGY Global, is rooted in the authentic voices and experiences of the people who call Buffalo home. As part of the research and discovery phase, MMGY conducted nearly 30 in-depth interviews with local stakeholders, neighborhood leaders, chefs, small business owners, artists, and attraction partners from across Erie County. Combined with immersive destination visits, these conversations revealed a consistent theme: Buffalo is a city of dynamic contrasts, where warmth meets grit, history meets innovation, and sophistication meets authenticity.

That spirit became the creative foundation of the campaign, distilled into a series of two-word expressions that capture Buffalo's character: *Refreshingly Spicy*, *Fiercely Friendly*, *Historically New*, *No-Fuss Fancy*, and *Low-Key Loud*. These combinations represent more than clever taglines, they reflect the lived experiences, values, and contradictions that make Buffalo memorable and genuine.

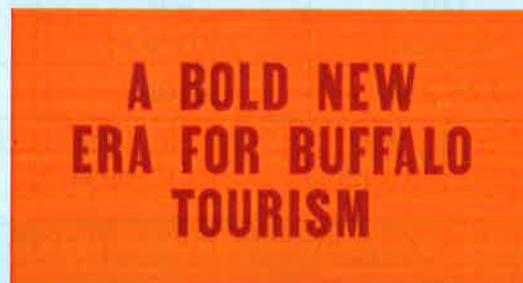
A key visual centerpiece of the rebrand is the new Visit Buffalo logo, which local outlets such as *Buffalo Rising* described as "bold, confident, and deeply symbolic." The design features a subtle lightning bolt inspired by the City of Buffalo flag, representing the city's energy, power, and forward momentum. According to *WGRZ-TV*, this marks the organization's most significant brand evolution in more than 40 years, reflecting how far Buffalo has come and where it's headed next.

The campaign rollout, as reported by all of the local broadcast and print news outlets, represents a multimillion-dollar investment in Buffalo's visitor economy, supported through Erie County's enhanced tourism marketing resources. The advertising strategy will extend across digital, social, video, and outdoor platforms in key target markets including Boston, Washington, D.C., Philadelphia, and Chicago, cities where perception research showed strong potential for growth.

"Buffalo and Erie County continue to capture attention for all the right reasons," said Patrick Kaler, President & CEO of Visit Buffalo, during the launch event. "This brand isn't about creating an image; it's about amplifying the authentic, everyday experiences that make this place special. We built it from the voices of our community."

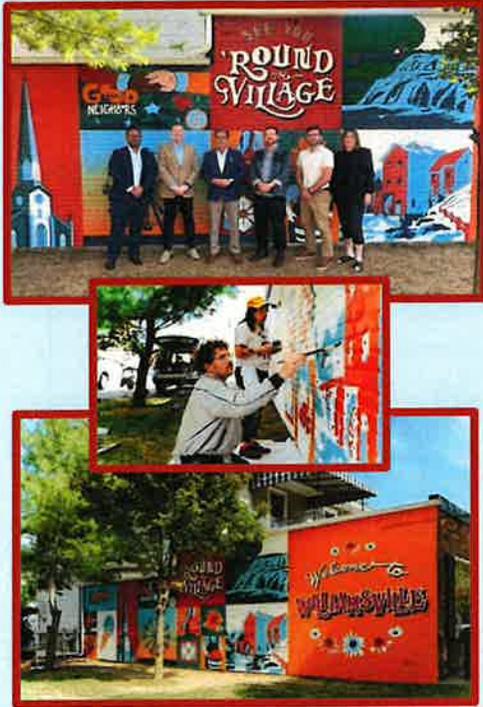
Community response has been overwhelmingly positive. Coverage from *Buffalo Spree Magazine*, *WGRZ*, and *Buffalo Rising* praised the campaign's authenticity, its bold visual identity, and the lighthearted tone that celebrates Buffalo's contradictions with pride. Even late-night television took notice, with the brand earning a humorous nod from Seth Meyers, a moment that showcased the campaign's reach and cultural relevance.

The brand's launch marks not just a marketing milestone, but a renewed commitment to telling Buffalo's story through the eyes of those who live it every day. As our new tagline reminds us: *That's Buffalo For You*.



ORGANIZATIONAL ACTIVITIES - SEPTEMBER 2025

VISIT BUFFALO LAUNCHES COUNTYWIDE MURAL INITIATIVE IN WILLIAMSVILLE



Visit Buffalo unveiled the first mural in its new countywide mural initiative this month in the Village of Williamsville, marking an exciting step in a project designed to celebrate the distinct character of Erie County's communities through public art.

Created by local artist James Moffitt, the mural captures the spirit of Williamsville with vivid imagery featuring St. Peter & Paul's Church, the Water Mill, Glen Falls, and other recognizable landmarks. What makes the piece especially meaningful is that it was inspired by input from residents and community members, ensuring that the mural reflects Williamsville's own story and sense of place. This installation is the first in a series of murals planned for towns, villages, and neighborhoods across Erie County. Each will highlight the unique identity of its community while incorporating Visit Buffalo's "That's Buffalo For You" color palette, creating a unified, visually engaging trail of art across the region.

Special thanks to Erie County Legislator Jeanne Vinal, Stephen Vujcec from the Williamsville Business Association, and partners from the Amherst Chamber of Commerce and the Village of Williamsville, including Trustee Steven Meyer, for their support and participation in the unveiling event.

This initiative aims to foster community pride, placemaking, and creativity while showcasing Erie County as a vibrant, photo-worthy destination where art, storytelling, and local identity come together. Murals in Springville, Elmwood Village and Hamburg are planned for 2026.

CEO PENS AN ANOTHER VOICE COLUMN FOR THE BUFFALO NEWS

Why Buffalo Can—and Should—Be a Top Business Travel Destination

By Patrick J. Kaler, President & CEO – Visit Buffalo

Buffalo has arrived as a leisure travel destination. Years of investment and effort have paid off, from the restoration of our architectural treasures and the rebirth of our waterfront to the flourishing arts scene, acclaimed restaurants, and exciting new attractions that now define our city. The launch of our new multimillion-dollar leisure campaign, "That's Buffalo For You," is a celebration of that progress, and a testament to the energy and creativity that have reshaped how visitors experience Buffalo.

But even as we celebrate, we must acknowledge the challenges our visitor economy still faces. Business travel is rebounding nationwide, with companies increasingly drawn to mid-sized cities like ours for their affordability, accessibility, and cultural appeal. Buffalo has many advantages, including direct air service to more than 30 U.S. destinations, world-class cultural institutions, and Niagara Falls just minutes away. Yet to fully compete, we must also confront the challenges that limit our ability to attract major corporate gatherings.

Buffalo lacks a critical mass of full-service, higher-end hotels that large groups expect. Our convention center, despite upgrades, remains one of the oldest in the country and does not offer the flexible design and amenities meeting planners demand. And while our airport is efficient, we need more nonstop flights, particularly international, to compete with peer cities like Cleveland and Indianapolis.

That is why the challenge before us is one we must embrace together. Hoteliers, restaurateurs, business leaders, elected officials, and cultural partners all have a role to play in strengthening our visitor economy. Business travel is not just about filling convention halls; it means hotels bustling with guests, restaurants and shops thriving, and first-time visitors returning with their families. Each meeting or convention ripples across our economy, creating jobs and generating revenue that benefits us all.

The recent USA TODAY article, "The top 10 business destination cities in the U.S., according to American Express," is proof of what is possible among cities our size. Buffalo was not on that list—but there is no reason we shouldn't strive to be. With investment, vision, and confidence, we can build on the extraordinary momentum of our leisure success to reach new heights as a business destination. The energy is here. And now, we have the tools to tell our story to a wider audience than ever before. The opportunity is right in front of us. The only question is: will we step up to claim it?

BUFFALO CONVENTION CENTER KPIs - SEPT 2025

BCC REVENUE PERFORMANCE - September 2025									
September Total Revenue		September Rent Revenue		September Food & Beverage Revenue		September Electrical Revenue		September Other Revenue	
\$334,650		\$34,535		\$299,026		\$0		\$1,089	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
298.9%	\$83,897	18.6%	\$29,122	449.8%	\$54,385	-100.0%	\$290	989.0%	\$100

BCC REVENUE PERFORMANCE - FY2025 YTD									
YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$2,821,650		\$585,133		\$2,082,345		\$126,484		\$27,688	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-15.8%	\$3,352,405	-14.5%	\$684,373	-16.4%	\$2,489,608	-19.5%	\$157,047	29.5%	\$21,377

BCC OPERATIONS PERFORMANCE - September 2025									
September Total Events Held		September Conventions		September Meetings		September Banquets		September Consumer/Public Shows	
11		4		2		4		1	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
120.0%	5	300.0%	1	0.0%	2	300.0%	1	0.0%	1

BCC OPERATIONS PERFORMANCE - FY2025 YTD									
YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
72		22		25		27		8	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-14.3%	84	0.0%	22	0.0%	25	-3.6%	28	-11.1%	9

BCC EVENT ATTENDANCE - AUG 2025	
September Total Event Attendance	
4,991	
Change	Aug-25
-48.0%	9,590
BCC EVENT ATTENDANCE - FY 2025 YTD	
YTD Total Event Attendance	
130,321	
Change	2024
1.1%	128,926

BCC DAYS OCCUPIED - AUG 2025	
September Total Number of Days Occupied	
21	
Change	Aug-25
90.9%	11
BCC DAYS OCCUPIED - FY 2025 YTD	
YTD Total Number of Days Occupied	
180	
Change	2024
-6.3%	192

BCC SALES ACTIVITY KPIS - SEPTEMBER 2025

LEADS GENERATED PERFORMANCE - SEPTEMBER 2025

September Total Leads Generated		September BCC Generated Leads		September VBN Generated Leads		September Confirmed Bookings	
19		6		13		12	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
18.8%	16	-40.0%	10	116.7%	6	71.4%	7

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
129		64		69		88	
Change	2024	Change	2024	Change	2024	Change	2024
44.9%	89	-4.5%	67	213.6%	22	4.8%	84

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - SEPT 2025

September Total Solicitation Calls		September Existing Client Calls/Contact		September New Client Calls/Contact		September Lost Business	
35		22		13		2	
Change	Aug-25	Change	Aug-25	Change	Aug-25	Change	Aug-25
-12.5%	40	175.0%	8	-59.4%	32	-60.0%	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	
491		218		273		54	
Change	2024	Change	2024	Change	2024	Change	2024
36.8%	359	29.0%	169	43.7%	190	3.8%	52

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	106	77	56	32
Expected Attendance	249,975	172,743	168,434	210,947	191,220	150,075
Expected Hotel Room Nights	25,000	21,094	19,567	30,341	25,349	11,950
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 25,658,223	\$ 24,089,899	\$ 21,299,526	\$ 16,504,779

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN SEPTEMBER 2025



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 Afford, 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
Momentus 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 Butiak, 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
Tala Harden, Marketing Specialist
Brian Hayden, Senior Director of Marketing & Communications
Nick Householder, Destination Experience Specialist
Patrick Kaler, President & CEO
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
Kelly Rosenfeld, Graphic Designer
Kate Scaduto, Marketing & Social Media Manager
Renata Toney, Vice President of Destination Experience
Marisa Urbano, National Sales Manager
Meredith Walsh, Travel Trade Manager
Meaghan Zimmer, National Sales Director
TBD, Industry Relations Assistant
TBD, Visitor Center Manager

Buffalo Sports Commission Staff

James Adler, Director of Sports Sales
Greg 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
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. COMM. 24M-1



Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

SEPTEMBER 30, 2025 AND 2024

UNAUDITED

**Approved at the Board of Directors Meeting on
Wednesday November 12, 2025**

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
FINANCIAL STATEMENTS
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

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Statement of Activities	Page 3
Statement of Total Revenues	Page 4
Statement of Total Expenses	Page 5-6

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
BALANCE SHEET
SEPTEMBER 30, 2025 AND 2024

UNAUDITED

	2025	2024
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 5,008,195	\$ 2,246,125
Accounts Receivable - Erie County	-	-
Accounts Receivable - Trade	76,496	111,718
Grants Receivable	200,000	333,252
Prepaid expenses and supplies	173,080	192,946
Total current assets	5,457,771	2,884,041
Property and equipment, net	33,065	37,774
Right of Use Asset	174,375	174,375
Total assets	\$ 5,665,211	\$ 3,096,190

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	695,422	392,002
Accounts payable - Foundation	20,668	15,950
Deferred revenue - Other	168,479	188,400
Deferred revenue - Erie County Grant	1,882,500	1,145,000
SBA - EIDL Loan	133,625	137,578
Total current liabilities	2,900,694	1,878,930
Lease Liability	174,375	174,375
Net assets	2,590,142	1,042,885
Total liabilities and net assets	\$ 5,665,211	\$ 3,096,190

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	<u>Actual 9 Month(s) 09/30/25</u>	<u>Budgeted 9 Month(s) 09/30/25</u>	<u>\$ Variance Over (Under)</u>	<u>% Variance Over (Under)</u>	<u>Annual Budget 2025</u>	<u>Actual 9 Month(s) 09/30/24</u>
REVENUES	<u>\$ 7,658,063</u>	<u>\$ 6,875,527</u>	<u>\$ 782,536</u>	<u>11.38%</u>	<u>\$ 8,961,680</u>	<u>\$ 3,904,138</u>
MARKETING DEPARTMENT EXPENSES	\$ 3,016,422	\$ 3,212,214	\$ (195,792)	-6.10%	\$ 4,690,260	\$ 1,353,629
CONVENTION AND SPORTS SALES AND SERVICES	1,634,203	1,835,715	(201,512)	-10.98%	2,357,235	1,462,832
DESTINATION DEVELOPMENT	252,894	256,233	(3,339)	-1.30%	358,100	326,916
CANALSIDE VISITOR CENTER	35,368	67,860	(32,492)	-47.88%	108,500	-
ADMINISTRATIVE & FINANCE EXPENSES	834,109	825,278	8,831	1.07%	1,056,645	808,829
RESEARCH DEPARTMENT EXPENSES	283,748	298,171	(14,423)	-4.84%	390,940	220,789
TOTAL EXPENSES	<u>\$ 6,056,744</u>	<u>\$ 6,495,471</u>	<u>\$ (438,727)</u>	<u>-6.75%</u>	<u>\$ 8,961,680</u>	<u>\$ 4,172,995</u>
INCREASE (DECREASE) IN NET ASSETS	\$ 1,601,319	\$ 380,056	\$ 1,221,263		\$ 0	\$ (268,857)
NET ASSETS - BEGINNING	988,823	988,823	-		988,823	1,311,742
NET ASSETS - ENDING	<u>\$ 2,590,142</u>	<u>\$ 1,368,879</u>	<u>\$ 1,221,263</u>	<u>89.22%</u>	<u>\$ 988,823</u>	<u>\$ 1,042,885</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL REVENUES
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	Actual 9 Month(s) 09/30/25	Budgeted 9 Month(s) 09/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 9 Month(s) 09/30/24
Erie County Grant	\$ 5,587,497	\$ 5,587,497	\$ -	0.00%	\$ 7,450,000	\$ 3,375,000
Erie County Grant - Prior Year Overage	1,400,401	1,000,000	400,401	40.04%	1,000,000	-
Erie County - Restaurant Grant	-	-	-	-	20,000	-
ERTC Revenues	308,785	-	308,785	-	-	-
Advertising Sales	204,800	204,800	-	0.00%	204,800	206,600
Assessments - Convention	-	-	-	-	-	-
NYS Matching Funds Program	24,995	25,000	(5)	-0.02%	49,775	51,048
Joint/Co-Op - Marketing	28,500	9,000	19,500	216.67%	37,000	15,000
Joint/Co-Op - Sales	45,710	16,500	29,210	177.03%	25,000	17,531
Joint/Co-Op - Destination Development	-	2,500	(2,500)	-100.00%	18,500	1,974
Grant Revenues	-	-	-	-	120,000	207,798
Interest Income	54,154	29,000	25,154	86.74%	35,000	29,016
Miscellaneous Income	3,069	855	2,214	258.95%	1,105	25
Merchandising Revenues - Canalside	-	-	-	-	-	-
Merchandising Revenues - Conventions	152	375	(223)	-59.47%	500	146
Total Revenues	\$ 7,658,063	\$ 6,875,527	\$ 782,536	11.38%	\$ 8,961,680	\$ 3,904,138

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL EXPENSES
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	Actual 9 Month(s) 09/30/25	Budgeted 9 Month(s) 09/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 9 Month(s) 09/30/24
<u>Personnel Costs:</u>						
Salaries	\$ 1,631,220	\$ 1,699,173	\$ (67,953)	-4.00%	\$ 2,272,605	\$ 1,609,187
Payroll Taxes & Fringe Benefits	304,078	349,607	(45,529)	-13.02%	470,950	285,813
Training	70,182	84,345	(14,163)	-16.79%	109,550	54,849
Total Personnel Costs	\$ 2,005,480	\$ 2,133,125	\$ (127,645)	-33.81%	\$ 2,853,105	\$ 1,949,849
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 2,005,928	\$ 2,101,205	\$ (95,277)	-4.53%	\$ 3,097,500	\$ 603,785
Convention Commitments	365,890	426,400	(60,510)	-14.19%	445,000	192,481
Visitor Guide	150,735	151,000	(265)	-0.18%	170,000	137,302
Tradeshows	169,082	172,655	(3,573)	-2.07%	245,000	142,151
Printing	40,275	12,350	27,925	226.11%	20,000	11,324
Postage	2,247	2,602	(355)	-13.64%	3,500	1,881
Sales Bids & Promotions	140,967	117,500	23,467	19.97%	135,000	108,114
Convention Sales & Services	8,973	26,600	(17,627)	-66.27%	36,000	24,976
Travel & Meetings	29,585	39,170	(9,585)	-24.47%	58,000	26,495
Receptions	-	12,500	(12,500)	-100.00%	35,000	8,739
Research	190,606	193,211	(2,605)	-1.35%	252,000	129,269
Website Development/Hosting	129,307	175,150	(45,843)	-26.17%	263,750	96,131
Travel Writers & Influencers	35,733	64,425	(28,692)	-44.54%	86,000	44,071
Public/Media Relations	146,653	160,100	(13,447)	-8.40%	221,000	42,625
Freelance/Graphic Artist	69,519	72,622	(3,103)	-4.27%	140,000	51,817
Regional Marketing	4,994	5,000	(6)	-0.12%	5,000	5,070
Promotional Items	12,718	27,065	(14,347)	-53.01%	38,000	13,453
Destination Development	69,529	63,885	5,644	8.83%	100,500	148,432
Canalside Visitor Center Operations	35,368	15,050	20,318	135.00%	24,000	-

COMM. 24M-1
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BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	Actual 9 Month(s) 09/30/25	Budgeted 9 Month(s) 09/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 9 Month(s) 09/30/24
Film/Video/Photo Productions	2,475	45,000	(42,525)	-94.50%	90,000	22,453
Photography	22,302	40,300	(17,998)	-44.66%	75,000	24,950
Social Networking/Wing Trail	33,720	19,830	13,890	70.05%	34,000	2,010
Total Sales & Marketing Expenditures	<u>\$ 3,666,606</u>	<u>\$ 3,943,620</u>	<u>\$ (277,014)</u>	<u>-7.02%</u>	<u>\$ 5,574,250</u>	<u>\$ 1,837,529</u>
Technology & Equipment	26,427	36,895	(10,468)	-28.37%	57,500	40,226
Departmental Administrative Expenses	358,231	381,831	(23,600)	-6.18%	476,825	345,391
Total Expenses	<u>\$ 6,056,744</u>	<u>\$ 6,495,471</u>	<u>\$ (438,727)</u>	<u>-6.75%</u>	<u>\$ 8,961,680</u>	<u>\$ 4,172,995</u>



**Buffalo Niagara Convention Center Management
Corporation**

**FINANCIAL STATEMENTS
September 30, 2025**

UNAUDITED

For the Board Meeting November 12, 2025

Buffalo Niagara Convention Center Management Corp
BALANCE SHEET
September 30, 2025

UNAUDITED

	2025	2024
ASSETS		
Current Assets:		
Cash and cash equivalents	\$ 904,697.00	\$ 1,631,018
Accounts Receivable	425,226	175,970
Accounts Receivable-County Grant	-	(645,321)
Inventory	41,915	707,929
Prepaid Expenses	31,405	36,671
Total Current Assets	1,403,243	1,906,267
Property and equipment, net	-	-
Total assets	1,403,243	1,906,267
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Short-term borrowings	\$ -	\$ -
Current Portion of long-term debt	-	400,000
Accounts Payables and accrued expenses	215,069	(78,984)
Deferred revenue - Erie County Grant	587,500	-
Deferred revenue - Other	105,366	64,301
Total current liabilities	907,935	385,317
Long-term debt	-	-
Net Assets:		
Net assets - unrestricted	495,308	1,520,950
Total liabilities and net assets	\$ 1,403,243	\$ 1,906,267

Buffalo Niagara Convention Center Management Corp
STATEMENT OF ACTIVITIES
FOR THE NINE MONTHS ENDED September 30, 2025

	<u>Actual September 2025</u>	<u>Annual Budget 2025</u>	<u>Actual September 2024</u>
County Grant Funds	\$ 1,762,500	\$ 2,350,000	\$ 1,935,965
Other revenues	1,136,516	2,680,065	2,311,222
Total Revenues	<u>2,899,016</u>	<u>5,030,065</u>	<u>4,247,187</u>
Payroll and related costs	1,968,364	3,217,416	1,971,476
Professional fees	153,439	142,600	174,620
Supplies	173,564	429,860	235,578
Telephone	84,926	109,162	87,582
Postage and freight	2,555	3,500	4,328
Occupancy costs	514,162	823,456	435,785
Equipment rental and maintenance	133,614	187,054	110,768
Travel expenses	26,278	17,000	12,577
Promotional expenses	12,664	28,600	19,555
Other expenses	39,304	71,417	37,708
Capital equipment purchase	3,975		8,595
Total Operating expenses	<u>3,112,845</u>	<u>5,030,065</u>	<u>3,098,572</u>
Increase (decrease) in net assets	(203,098)	-	822,544
Net assets - beginning	698,406	698,406	698,406
Net assets - ending	<u>\$ 495,308</u>	<u>\$ 698,406</u>	<u>\$ 1,520,950</u>

BUFFALO CONVENTION CENTER			
Q3 Revenue	Goal	Actual	Variance
Rent Revenue	\$112,348	\$113,904	1.38%
F&B Revenue	\$501,021	\$467,357	-6.72%
Electrical Service	\$50,882	\$34,816	-31.57%
Other Revenue	\$8,408	\$8,508	1.19%
TOTAL REVENUE	\$672,659	\$624,585	-7.15%
YTD Revenue	2025	2024	Variance
Rent Revenue	\$548,789	\$684,373	-19.81%
F&B Revenue	\$2,082,813	\$2,517,684	-17.27%
Electrical Service	\$127,016	\$159,774	-20.50%
Other Revenue	\$27,688	\$20,377	35.88%
TOTAL REVENUE	\$2,886,306	\$3,382,208	-14.66%
YTD Events	2025	2024	Variance
Number of Events	72	84	-14.29%
Attendance	130,321	128,926	1.08%
Comments Q3			
<p>Third quarter has been coming in with actuals lower than original projections, some of this is due to underperformance by some of the larger events such as the NYS Law Examiners (\$21,776 under sales projection for July), & Maritime Heritage Conference (\$27,723 under sales projection for Sept-due to government cuts). Attendance numbers are now comparable to last year due to the continuous use of the Evolv Entry System.</p> <p>As of the end of the third quarter we are still on a positive variance of almost \$300,000 over budgeted sales YTD, with another expected \$75,000 for the remainder of the fiscal year.</p>			

Q3 Major Events Hosted			
Month	Event Name	Number of Attendees	Revenue
July	New York State Bar Exam - Board of Law Examiners	2,154	\$122,062
July	National College Testing Association – ILSA National Conference	325	\$81,612
August	Oddities and Curiosities Expo - Boulevard Trash Entertainment	9,100	\$43,103
August	IRR Supply Centers – Town Hall Meeting and Vendor Tradeshow	356	\$20,414
September	Buffalo Common Council - The Senior's Ball	1,229	\$48,544
September	Buffalo Urban League – 2025 Gala	800	\$49,608
September	Bennett High School – 100 th Anniversary Dinner	455	\$28,600
September	New York Power Authority – World Canals Conference 2025	450	\$44,500
September	Aspire of Western New York – Art & Wine Festival	425	\$5,035
September	The National Alliance for Direct Support Professionals – 2025 Annual Conference	425	\$77,271
September	Maritime Heritage – Annual Conference	268	\$47,777

Q3 Major Events Booked		
Year	Event Name	Expected Revenue
2025	New York Power Authority – World Canals Conference	\$50,000
2025	Revelas family Foundation – “Not So Silent Night”	\$35,700
2025	CSEA – 2025 Holiday Party	\$30,000
2025	Greater Buffalo Sports Hall of Fame – Induction Dinner	\$28,000
2026	ECMC Foundation – 2026 Springfest Gala	\$176,585
2026	Association for Library and Information Science Foundation – 2026 ALISE Annual Conference	\$51,108
2026	Niagara Frontier Volleyball – Buffalo Nationals Tune Up 2026	\$34,245
2026	Boulevard Trash Entertainment, LLC – 2026 Oddities and Curiosities Expo	\$34,067
2026	Association of State Dams Safety Officials Inc.- 2026 Northeast Regional Conference	\$33,750
2027	National Consumers League – National LifeSmart Championships 2027	\$110,000
2027	Marine Corps League – 2027 National Convention	\$40,000

Q3 Notable BCC Activities	
Date	Program
July	Hosted and participated in RCMA FAM with VBN
July	Participated in CAC Check in meeting with VBN and facilitator
Aug	Attended ASAE with VBN in Los Angeles
Aug	Marine Corp League, Inc. bid presentation with VBN and Hyatt Regency in Dallas
Aug	Attended ESSAE Membership virtual meeting
Aug	Interviews for Event Service Manager
Sept	Hosted and participated in CAC meeting
Sept	Hosted and participated in Small Market Meetings
Sept	Participated in VBN/BCC Book Club
Sept	Site inspection with NYS Snowmobile Association
Sept	Site inspection with American Institute of Architects of New York State
Ongoing	Work began on soffit project around the building