



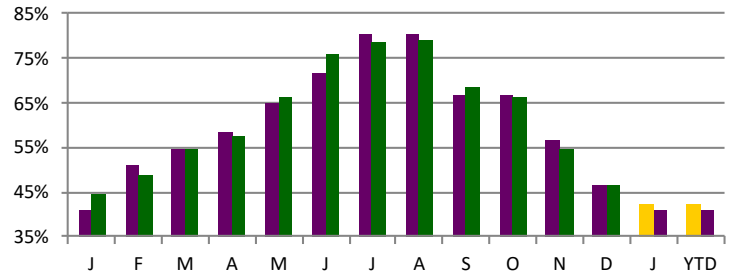
# BUFFALO TRAVEL PULSE

## MONTHLY STATISTICAL UPDATE & ANALYSIS

Period January 2020

### Erie County Hotel Occupancy

January occupancy measured **42.3%**, which is **up 3.42%** compared to 2019. Overall U.S. Occupancy was up for the month of January by 0.8% compared with the same period in 2019.

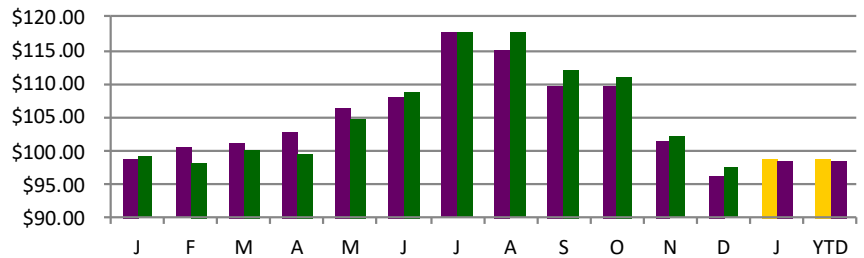


SOURCE: Smith Travel Research

The total number of hotel rooms available in Erie County from January 2019 to January 2020 increased from 10,897 to 11,201 or approximately 2.79%.

### Average Daily Room Rate (ADR)

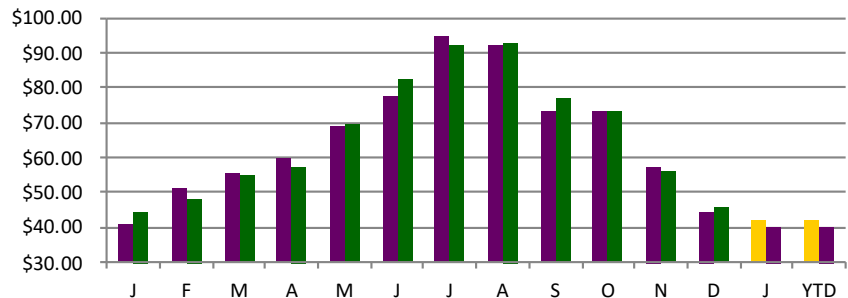
In January, Erie County ADR was **\$98.93** an **increase of 0.29%** over January 2019. U.S. Rates increased 1.4% over the previous year.



SOURCE: Smith Travel Research

### Revenue Per Available Room (RevPAR)

Erie County RevPAR for the month of January was **up 3.69%** from January 2019, finishing the month at **\$41.83**. The overall U.S. RevPAR was **up 2.2%** for the month.



SOURCE: Smith Travel Research

### Currency Exchange

The average daily value of the Canadian dollar as of January 2020 was **up 2.05%** from the same period in 2019.

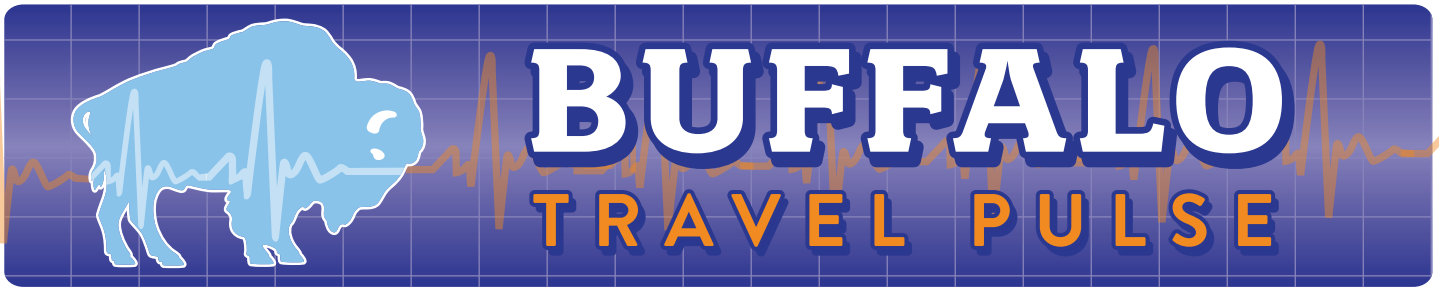
KEY  
2018 ■ 2019 ■ 2020 ■

	2018		2019		2020	
	Low	High	Low	High	Low	High
January	\$0.7978	\$0.8135	\$0.7353	\$0.7608	\$0.7557	\$0.7710
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						

SOURCE: Bank of Canada

CANADIAN TO U.S. DOLLAR EQUIVALENTS



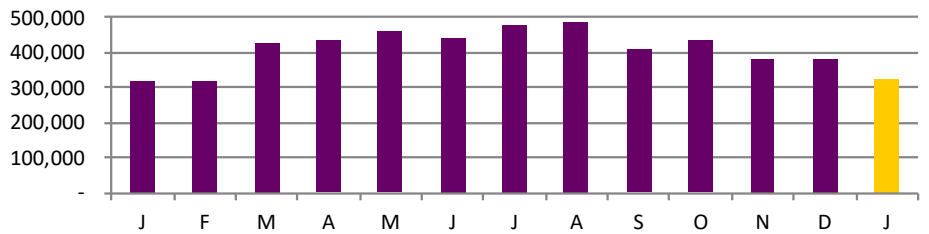


**MONTHLY STATISTICAL UPDATE & ANALYSIS**

**Period January 2020**

**Airport Passenger Traffic**

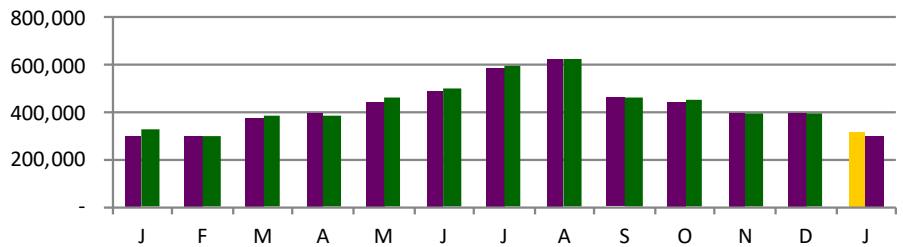
**322,351** passengers have passed through the gates of BNIA during January 2020. Traffic was **up 0.88%** in January 2020 compared with January 2019.



SOURCE: Buffalo Niagara International Airport

**Cross Border Bridge Traffic**

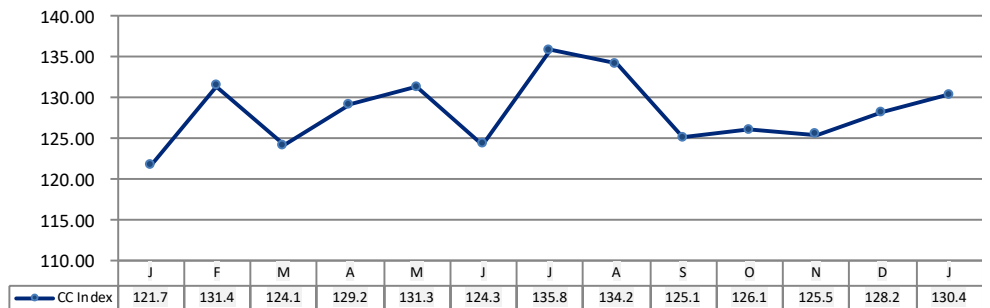
For the month of January 2020, traffic crossing the four major bridges from Canada to the U.S. was **up 7.55%** as compared with January 2019.



SOURCE: Peace Bridge Authority and Niagara Falls Bridge Commission

**Consumer Confidence**

According to the U.S. Conference Board, the Consumer Confidence Index (CCI) **increased to 130.4** in January 2020 from the previous month's index of 128.2 reported for December 2019.

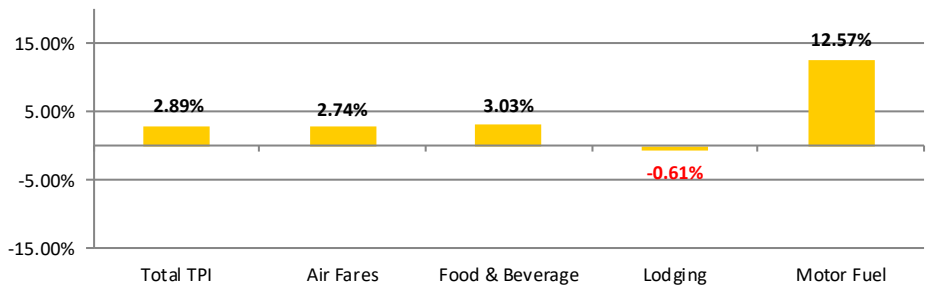


SOURCE: Consumer Confidence index 100=1985; Travelers Sentiment Index 100= January 2007

The current CCI is **up 8.7 points** from the previous year's January index of 121.7%.

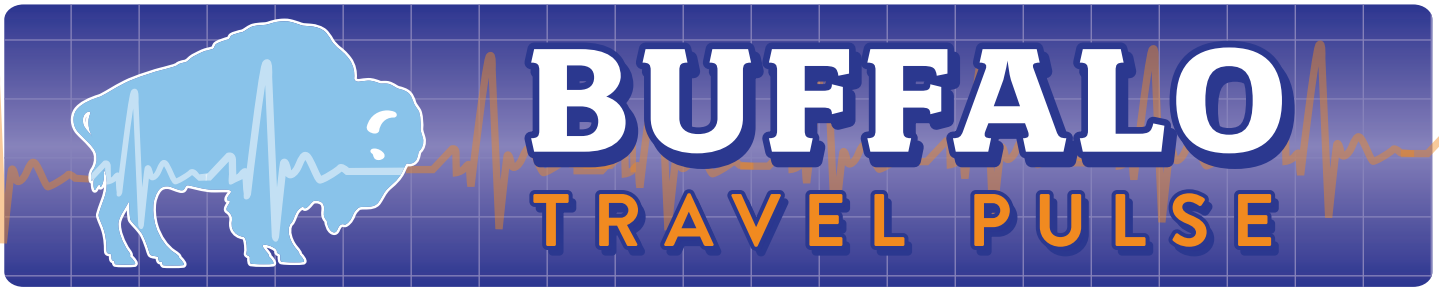
**U.S. Travel Price Index**

The 2020 January Travel Price Index (TPI) was **up 2.89%** compared to January 2020. Food & beverage (+3.03%), airfares (+2.74%) and motor fuels (+12.5%) all increased during January 2020 while lodging (-0.61%) fell.



SOURCE: U.S. Travel Association

KEY  
2018 2019 2020

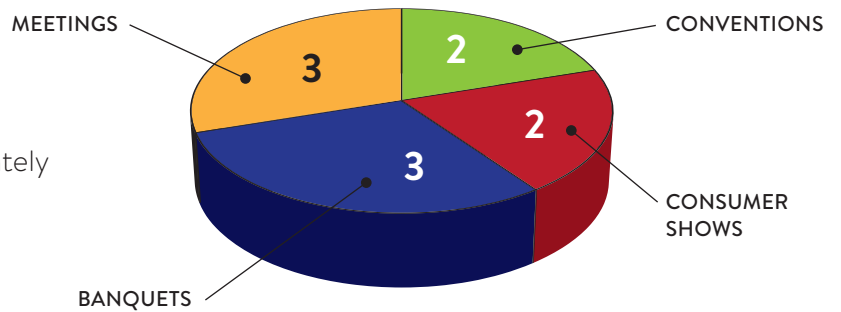


**MONTHLY STATISTICAL UPDATE & ANALYSIS**

Period January 2020

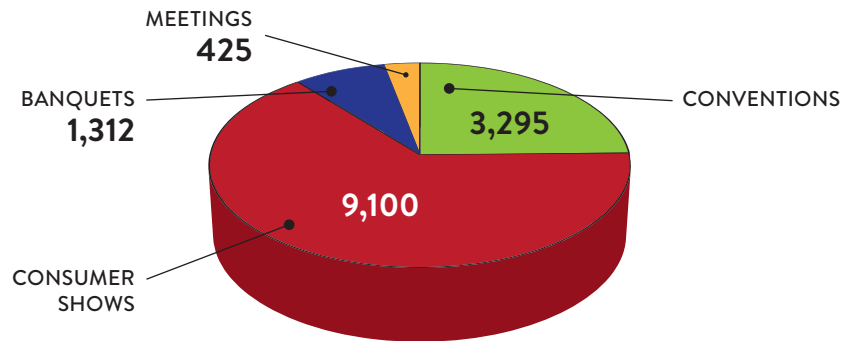
**Buffalo Niagara Convention Center Events Hosted**

The Buffalo Niagara Convention Center has held **10** events in 2020. Of the total number of events, **3** were conventions which accounted for approximately **30%** of the total.



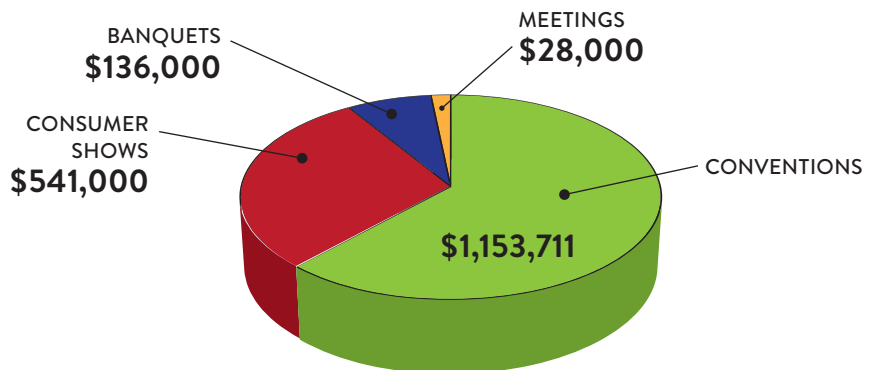
**Buffalo Niagara Convention Center Attendance**

Through January 2020, approximately **14,000 attendees** attended an event at the Center. Of the total number of attendees, **3,295** or **23%** were there to attend a convention-related event.



**Buffalo Niagara Convention Center Economic Impact**

In 2020, the 10 pieces of business held at the Convention Center generated over **\$1.8 million of economic impact** for Erie County. The majority of the economic impact is generated from convention-related groups at the Center, and accounted for over **\$1.1 million** or **60%** of the total generated by the Convention Center.



**Visit Buffalo Niagara Website Statistics**

For the month of January, VBN’s website recorded **99,338 sessions** (visits). To the right is a list of the top ten states/provinces by visitation to the VBN website.

- |                |                 |
|----------------|-----------------|
| 1 New York     | 6 Ohio          |
| 2 Ontario      | 7 Texas         |
| 3 Florida      | 8 New Jersey    |
| 4 Pennsylvania | 9 Massachusetts |
| 5 California   | 10 Virginia     |