Visit Buffalo Niagara
2024 Pitch Research

July 2024

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Methodology

Mower conducted an online survey among leisure travel decision-makers residing in NY, PA, OH and Ontario. The objective of this research was to understand experiences with and perceptions of Buffalo Niagara as a travel destination.

Quantitative Survey	• 10 minutes • Data collected via online survey
Sample	• Pollfish Online Panel
Field	• July 17, 2024 – July 22, 2024
Qualification	• Adults, Age 18+ • Reside in New York, Pennsylvania, Ohio or Ontario, Canada • At least share in the responsibility for planning leisure or vacation travel for their household
Respondents	• Total = 356

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Detailed Results

Top 3 Things Looking For In Leisure Travel Experience

Over half of leisure travelers prioritize relaxation in a travel experience. Around 4 in 10 are also looking to spend time with family and eat great food.

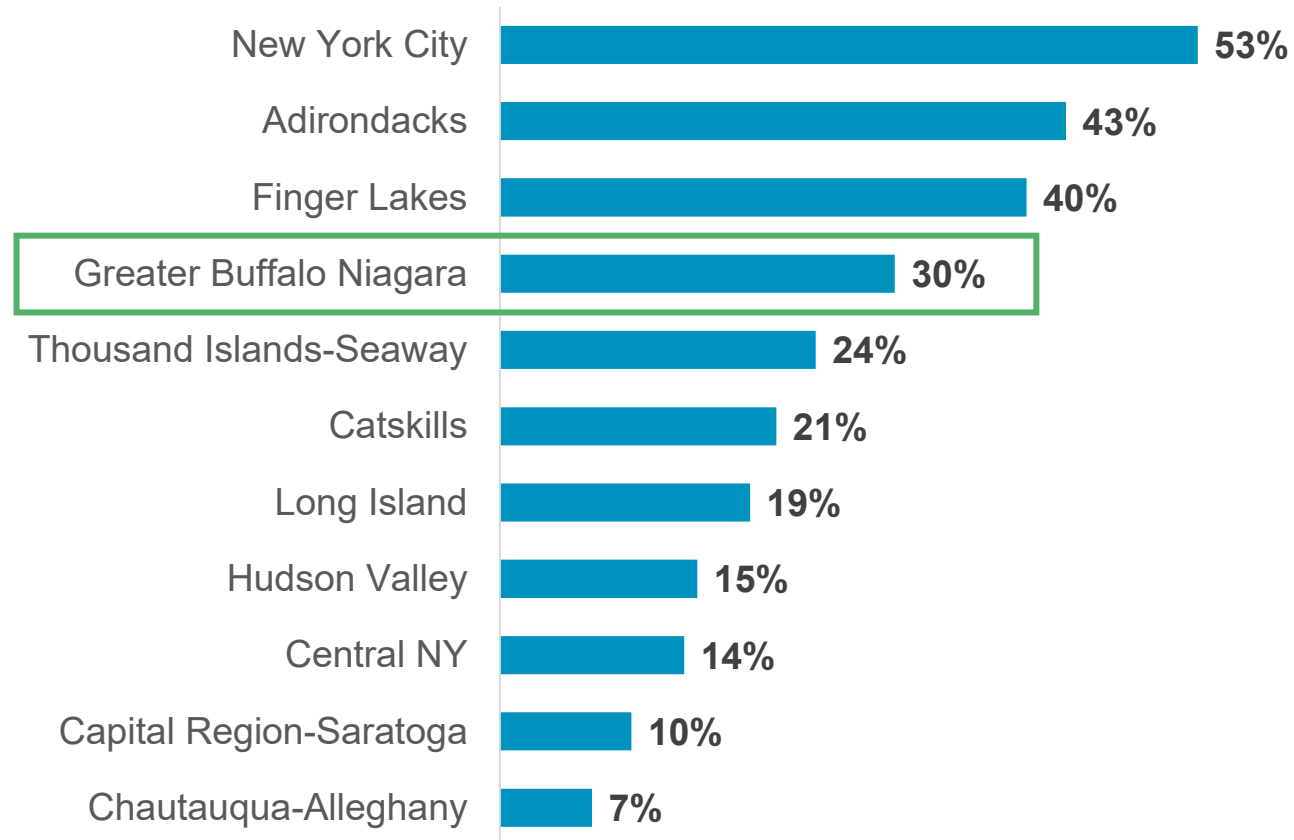| Category	Percentage
Relaxation	51%
Spending time with family	42%
Eating great food	37%
Making memories	34%
Seeing the sights	30%
Plenty of activities and attractions	23%
Exploration	17%
Experiencing the local culture	16%
Experiencing history	12%
Shopping	12%
Consuming art and music	6%
Learning	6%
Physical activity	4%

Base: Total Respondents (n=356)
Q1. When you think about leisure or vacation travel (whether for a quick getaway or longer stays), what are the top 3 primary things you're looking for in that travel experience?

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Top 3 NY State Destinations That Come To Mind

When thinking about leisure destinations in New York State, over half think of New York City first. Another 4 in 10 think of the Adirondacks and/or the Finger Lakes, followed by 3 in 10 selecting Greater Buffalo Niagara.
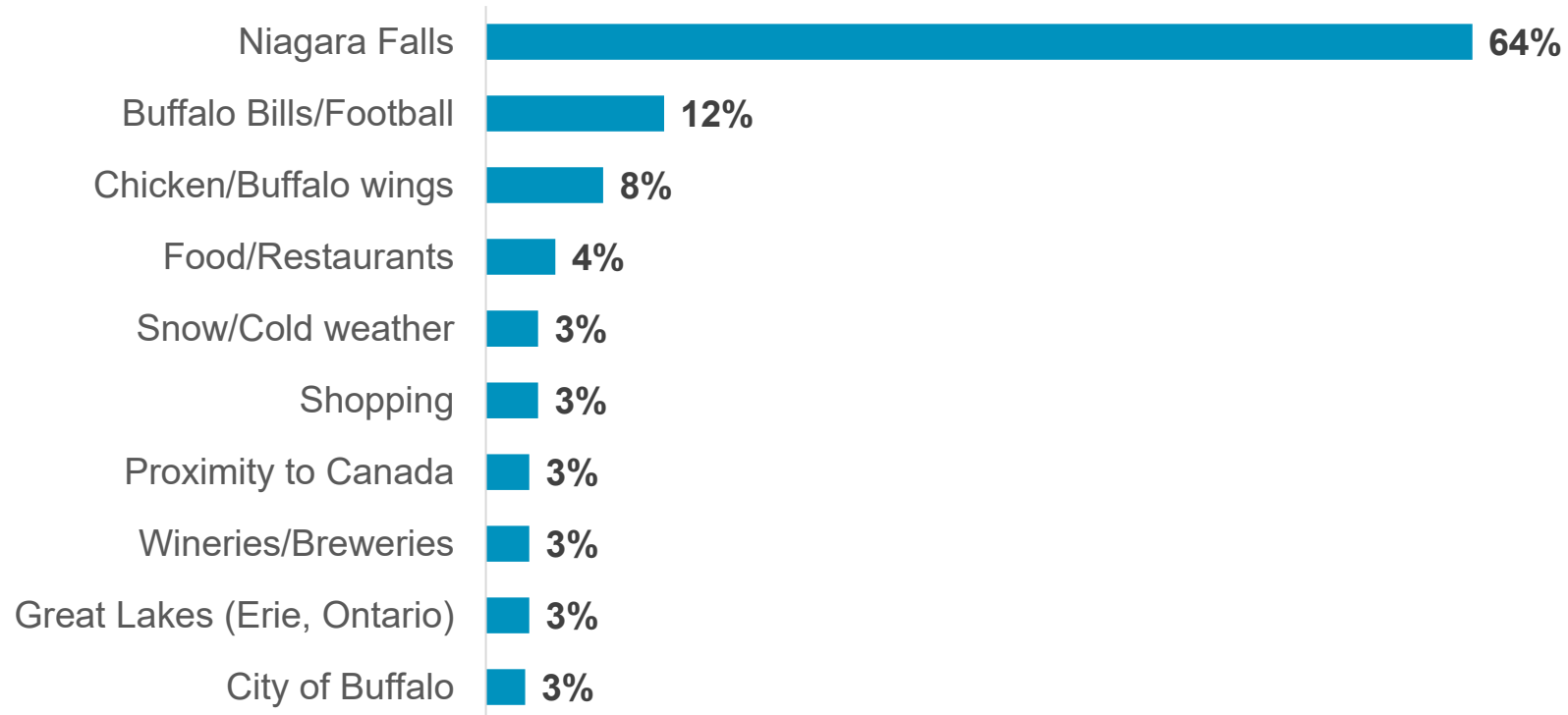
Destination	Percentage
New York City	53%
Adirondacks	43%
Finger Lakes	40%
Greater Buffalo Niagara	30%
Thousand Islands-Seaway	24%
Catskills	21%
Long Island	19%
Hudson Valley	15%
Central NY	14%
Capital Region-Saratoga	10%
Chautauqua-Alleghany	7%

Base: Total Respondents (n=356)
Q2. When thinking about leisure and vacation destinations in NY state, what are the top 3 you think of first?

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What Buffalo Niagara Is Known For: Unaided

When prompted unaided, nearly two-thirds mention the Buffalo Niagara area is known for Niagara Falls. About 1 in 10 also mention the Buffalo Bills, and Chicken/Buffalo wings.

Top Mentions

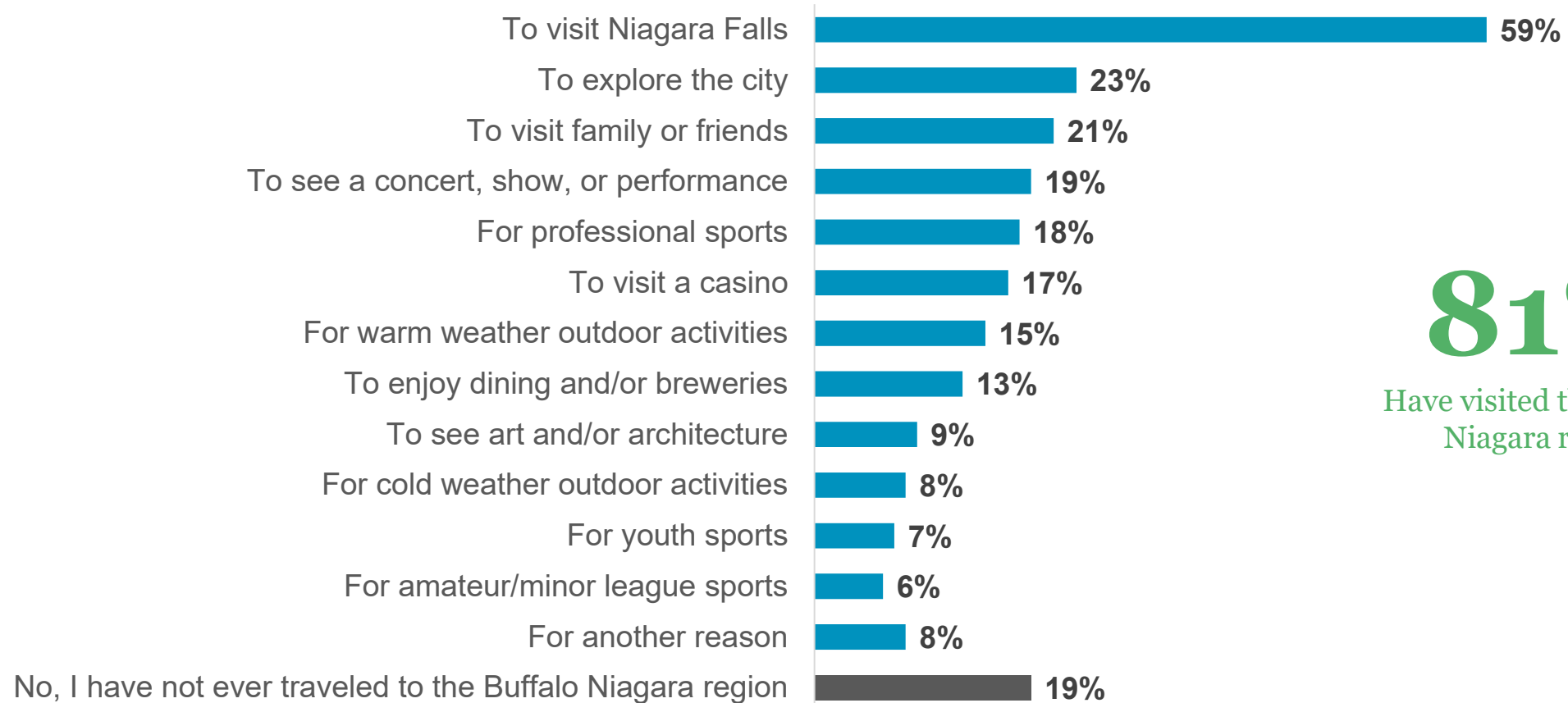| Category	Percent
Niagara Falls	64%
Buffalo Bills/Football	12%
Chicken/Buffalo wings	8%
Food/Restaurants	4%
Snow/Cold weather	3%
Shopping	3%
Proximity to Canada	3%
Wineries/Breweries	3%
Great Lakes (Erie, Ontario)	3%
City of Buffalo	3%

Base: Total Respondents (n=356)
Q3. Thinking specifically about the Buffalo Niagara region of New York, what would you say the area is known for? [OPEN END; CODED]

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Buffalo Niagara Visitation

Over 8 in 10 have visited the Buffalo Niagara region, with the majority visiting Niagara Falls.

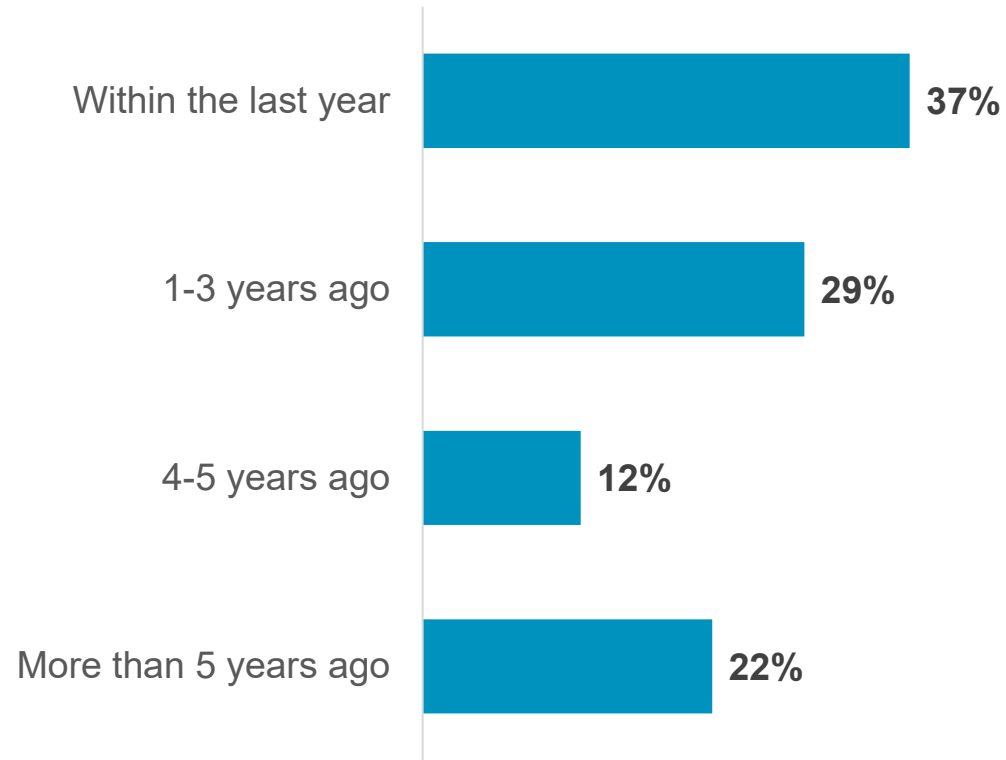| Reason	Percentage
To visit Niagara Falls	59%
To explore the city	23%
To visit family or friends	21%
To see a concert, show, or performance	19%
For professional sports	18%
To visit a casino	17%
For warm weather outdoor activities	15%
To enjoy dining and/or breweries	13%
To see art and/or architecture	9%
For cold weather outdoor activities	8%
For youth sports	7%
For amateur/minor league sports	6%
For another reason	8%
No, I have not ever traveled to the Buffalo Niagara region	19%

81%

Have visited the Buffalo Niagara region

Base: Total Respondents (n=356)
Q4. Have you ever traveled to the Buffalo Niagara region of New York? Please select all that apply.

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How Recently Traveled To Buffalo Niagara Region

Among those that have visited the Buffalo Niagara region, nearly 4 in 10 have done so within the last year.
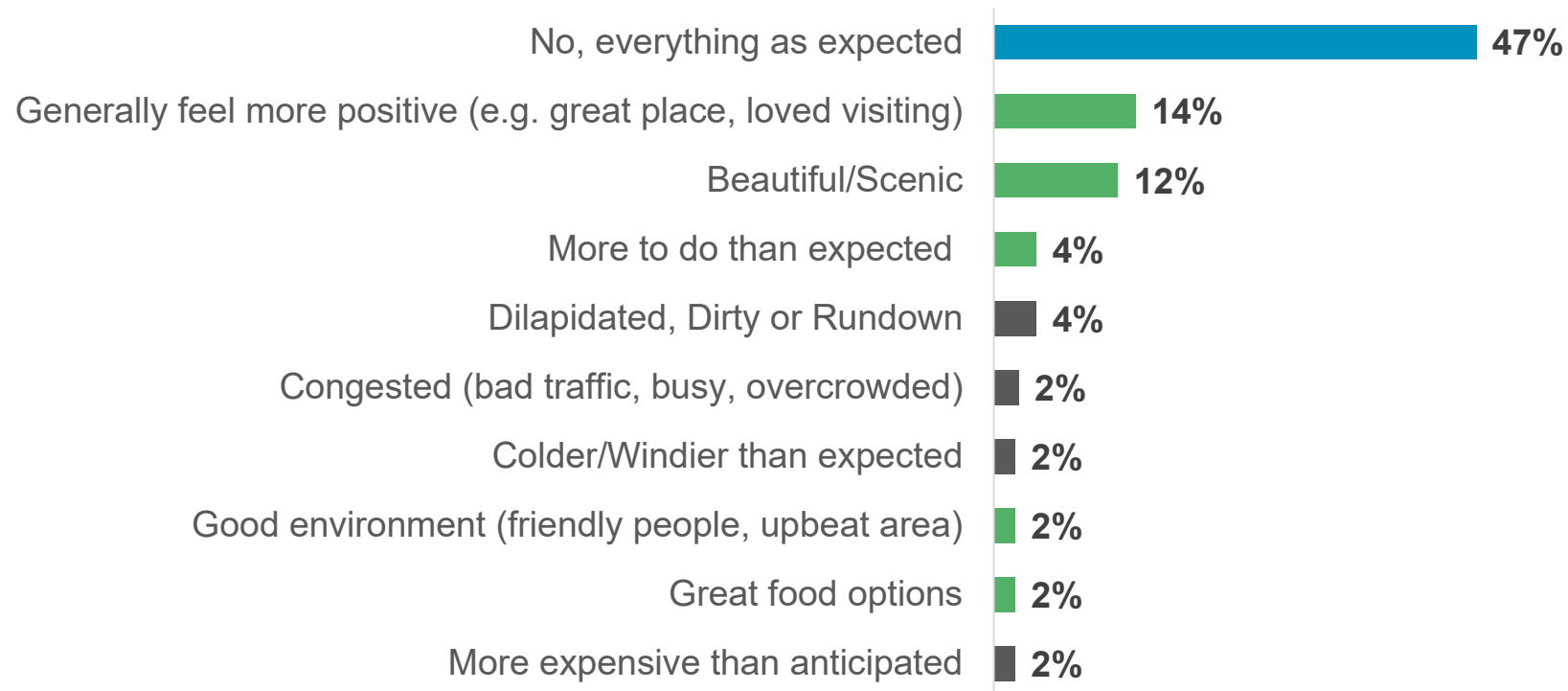

Within the last year — 37%
1-3 years ago — 29%
4-5 years ago — 12%
More than 5 years ago — 22%

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Changes In Opinion After Visiting Buffalo Niagara

Among those that have visited the Buffalo Niagara region, about half indicate their opinion about the region did not change after their visit. Over 1 in 10 said they felt more positive about the region after their visit, or they were surprised at how beautiful it was (particularly, Niagara Falls).

Top Mentions

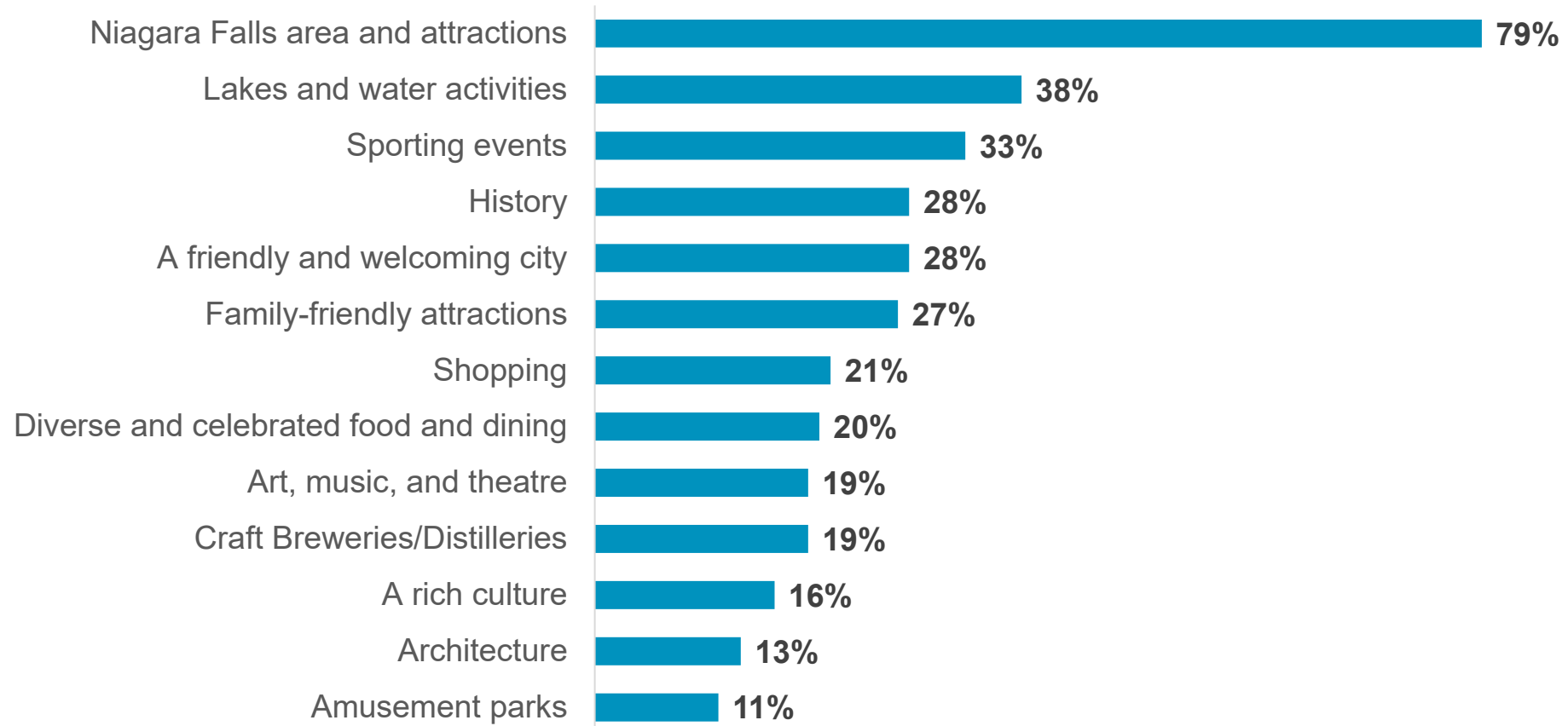| Mention	%
No, everything as expected	47%
Generally feel more positive (e.g. great place, loved visiting)	14%
Beautiful/Scenic	12%
More to do than expected	4%
Dilapidated, Dirty or Rundown	4%
Congested (bad traffic, busy, overcrowded)	2%
Colder/Windier than expected	2%
Good environment (friendly people, upbeat area)	2%
Great food options	2%
More expensive than anticipated	2%

Base: Visited Buffalo Niagara (n=289)
Q6. After your visit, did you have any different opinions of the region than before your visit? Did anything surprise you? [OPEN END; CODED]

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What Buffalo Niagara Is Known For: Aided

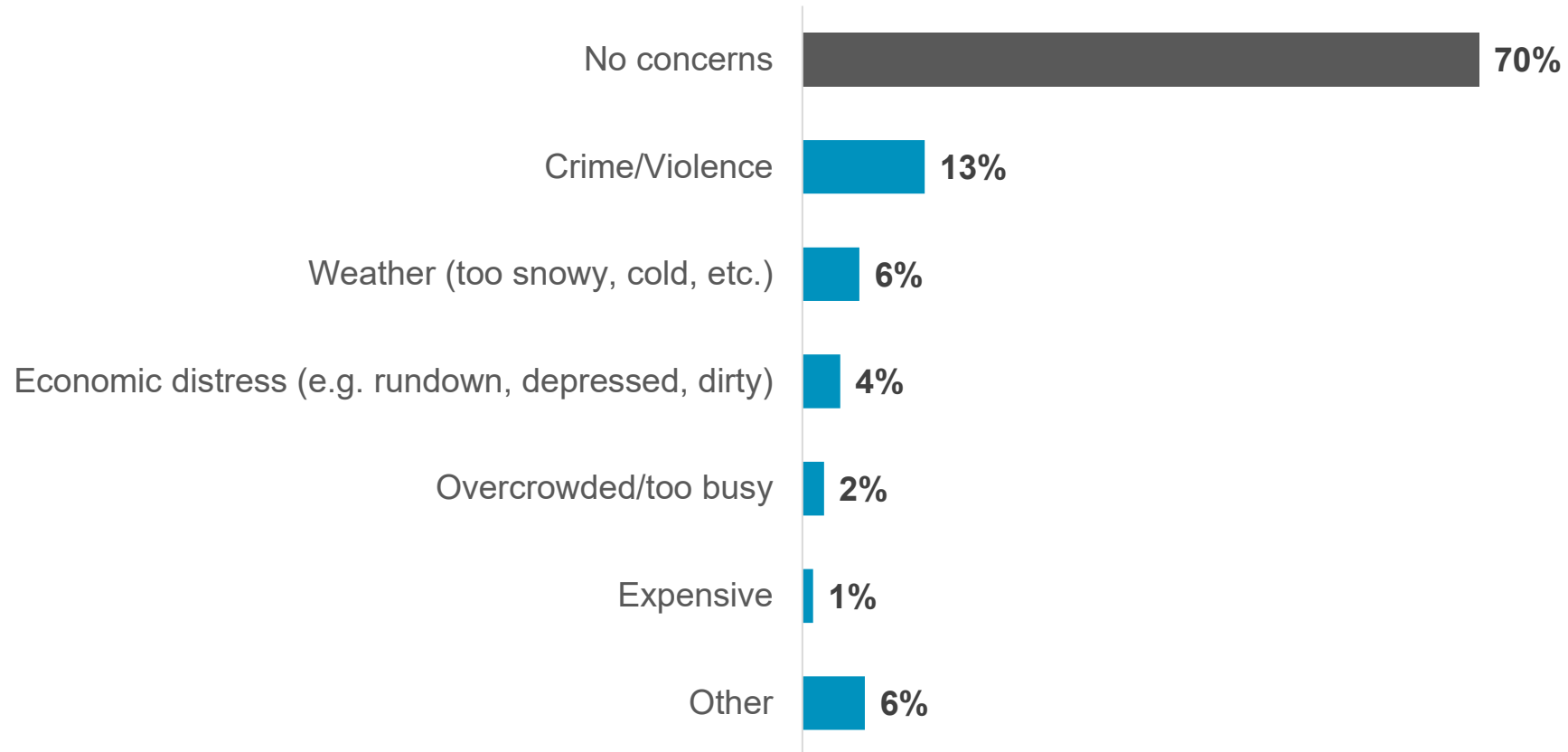Nearly 8 in 10 believe Buffalo Niagara is best known for the Niagara Falls area and attractions.

Category	Percentage
Niagara Falls area and attractions	79%
Lakes and water activities	38%
Sporting events	33%
History	28%
A friendly and welcoming city	28%
Family-friendly attractions	27%
Shopping	21%
Diverse and celebrated food and dining	20%
Art, music, and theatre	19%
Craft Breweries/Distilleries	19%
A rich culture	16%
Architecture	13%
Amusement parks	11%

Base: Total Respondents (n=356)
Q7. When thinking about the Buffalo Niagara region of New York, which of the following would you say the area is well-known for? Please select all that apply.

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Concerns About Buffalo Niagara Region

7 in 10 have no concerns or have not heard anything negative about the Buffalo Niagara region. Among those that have, the top concern is a high crime rate or violence.

Category	Percentage
No concerns	70%
Crime/Violence	13%
Weather (too snowy, cold, etc.)	6%
Economic distress (e.g. rundown, depressed, dirty)	4%
Overcrowded/too busy	2%
Expensive	1%
Other	6%

Base: Total Respondents (n=356)
Q8. Do you have any concerns about the Buffalo Niagara region of New York or have you heard any negatives about its reputation? [OPEN END; CODED]

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Description Alignment With Feelings About Region

Just over half indicate the description below aligns with what they know about the area. Over one-quarter are surprised by it, while just under 2 in 10 believe it just scratches the surface.

As the second largest city in New York State, Buffalo offers a wealth of attractions for leisure travelers. Perhaps now more than ever, the Buffalo-Niagara Metro Region isn't a stop on the way to another place—it's a destination. Home to the world-class AKG Art Museum (formerly Albright-Knox), the area draws in fans of modern and contemporary art with dozens of exhibits under one roof. The region's timeless architecture tells stories of its own—from Frank Lloyd Wright's Martin House and Graycliff to the newly opened Richardson Hotel, a national historic landmark. Outdoor enthusiasts don't have to travel far for an array of activities, from kayaking on Buffalo's waterfront to hiking along the gorge in Niagara Falls. And did we mention it's a mere five minutes from Canada? No matter what brings you to the city of good neighbors, there's always something new to discover.

Sounds about right for what I know about the area — **55%**

I'm surprised, this is all news to me — **27%**

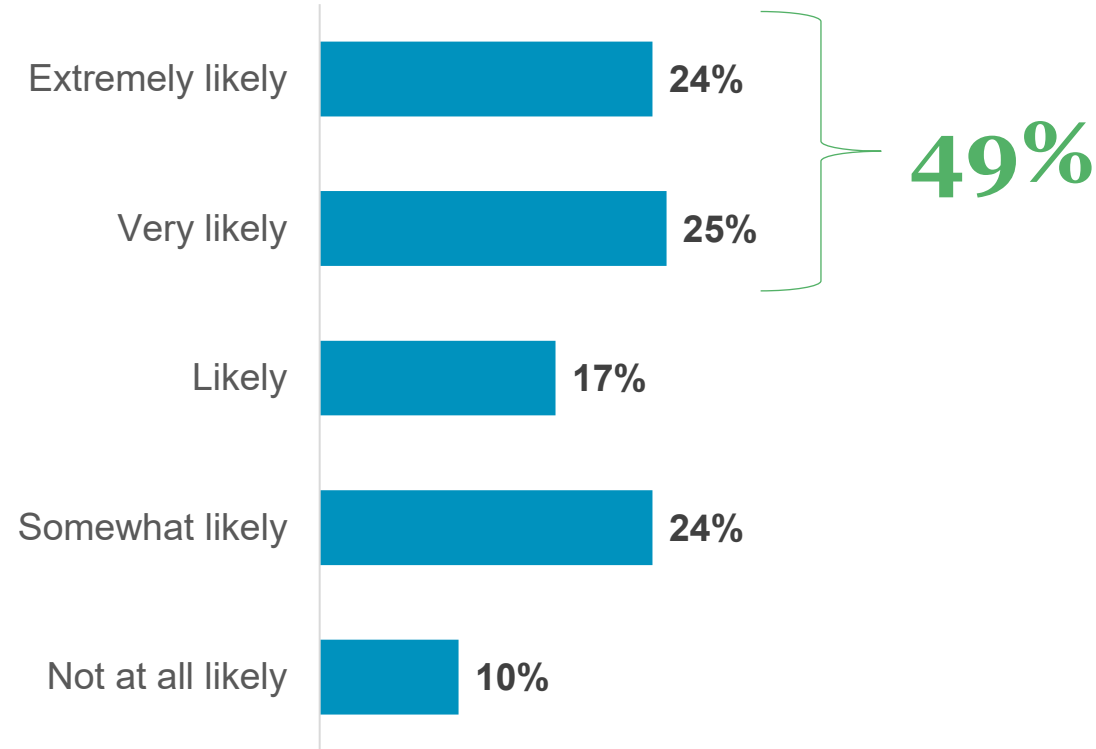This only scratches the surface, there is so much more to enjoy in the region — **18%**

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Likelihood To Visit Buffalo Niagara In The Future

9 in 10 are at least somewhat likely to visit Buffalo Niagara for leisure travel in the future, with nearly 5 in 10 being very or extremely likely.

Extremely likely — 24%

Very likely — 25%

49%

Likely — 17%

Somewhat likely — 24%

Not at all likely — 10%

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Demographics

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Demographics

GENDER	
Female	58%
Male	42%

RACE/ETHNICITY	
White	75%
Asian	9%
Black	6%
Hispanic	4%
Other	4%
Prefer not to answer	2%

AGE	
18-24	8%
25-34	19%
35-44	23%
45-54	17%
55+	33%

CHILDREN	
1	19%
2	20%
3	8%
4+	6%
None	44%
Prefer not to answer	3%

MARITAL STATUS	
Married	43%
Single	29%
Living with partner	12%
Divorced	8%
Widowed	4%
Separated	2%
Prefer not to answer	2%

DECISION-MAKER STATUS	
Solely responsible for travel decisions	64%
Share travel decisions	36%

Base: Total Respondents (n=356)

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Demographics

STATE OR PROVINCE	
New York	78%
Ontario, Canada	12%
Pennsylvania	6%
Ohio	4%

EDUCATION	
Less than High School	1%
High School	28%
Vocational/Tech College	19%
University	35%
Post-Graduate	17%

EMPLOYMENT	
Employed for wages	54%
Retired	15%
Self-employed	7%
Unable to work	7%
Unemployed and looking	6%
Homemaker	4%
Student	3%
Other	4%

INCOME	
Under $25,000	20%
$25,000 - $49,999	21%
$50,000 - $74,999	16%
$75,000 - $99,999	14%
$100,000 - $124,999	9%
$125,000 - $149,999	5%
$150,000+	10%
Prefer not to answer	5%

Base: Total Respondents (n=356)

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