

# Unique Factors Shaping the Buffalo Lodging Market

June 12, 2024 / By Christian Cross



As a border town, Buffalo has historically been heavily reliant on Canadian visitors and U.S. travelers stopping over en route to/from Canada for lodging demand. Based on a recent hotel market study and many hotel appraisals in the greater Buffalo-Niagara area I have performed, it is clear that traffic volume at the land crossings has an impact on these border markets. Below is a brief timeline of the changing restrictions for border crossings from 2020 until 2023.

## Key Dates for Border-Crossing Restrictions

2020



### March

- The U.S.-Canadian border closed to nonessential automobile travel

### April

- Canada launched ArriveCAN app to collect information from travelers and monitor quarantine requirements

### December

- First COVID-19 vaccines approved by both Health Canada and FDA

2021



### August

- Canada reopened its borders for nonessential travel allowing U.S. visitors to cross over; however, travelers needed to fill in the ArriveCAN app and have a valid, negative antigen test. The U.S. border remained closed, preventing Canadians from traveling to the U.S. for nonessential purposes

### November

- U.S. reopened land borders to fully vaccinated Canadians for nonessential travel; however, all travelers still needed to use the ArriveCAN app and have a valid, negative antigen test that was taken outside of Canada, no more than one day before crossing at the Canadian the land border, thus restricting nonessential day trips and making weekend trips more difficult

2022



### April

- The Canadian government no longer required pre-entry COVID-19 test for fully vaccinated travelers entering Canada

## Summary

The Buffalo lodging market is affected by several unique factors given its location along the Canadian border. In this article, we explore the correlation between Buffalo occupancy and border crossings to the market from Canada, as well as the impact of the exchange rate for the U.S. dollar to the Canadian dollar.

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**June**

- Travelers entering the U.S. for non-essential purposes are no longer required to show proof of a negative COVID-19 test

**October**

- Canadian government removed all COVID-19-related border restrictions

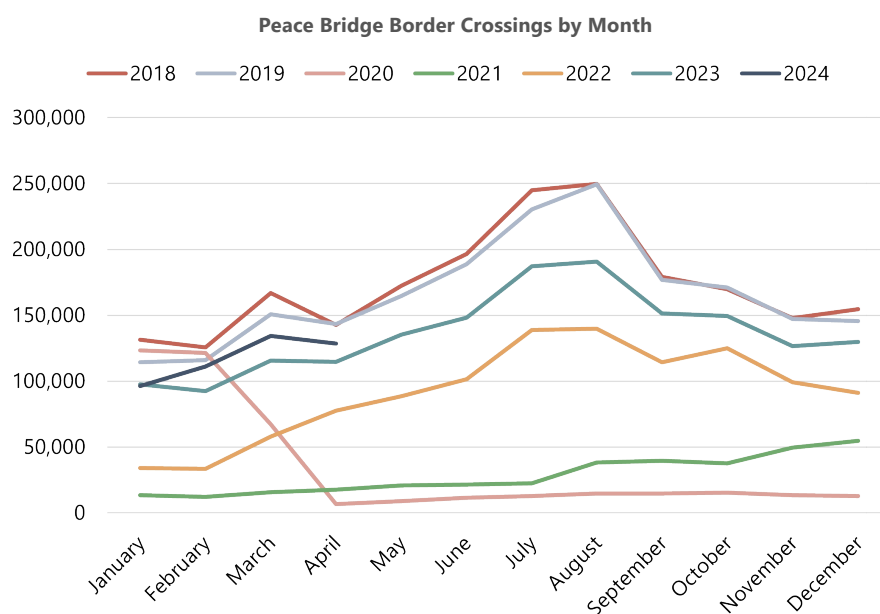
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**2023**

**May**

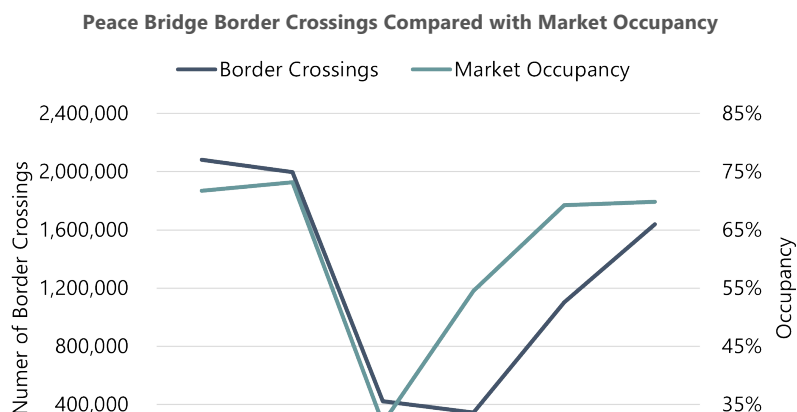
- U.S. government removed requirement for noncitizen and nonimmigrant visitors to provide proof of being fully vaccinated against COVID-19

As the one-year anniversary recently passed since all COVID-19 border restrictions were lifted, I wanted to take a look at the correlation between the key metrics for the Buffalo lodging market and crossings data at the Peace Bridge, an international land border that connects Buffalo to Fort Erie in Ontario, Canada.



\* Crossings reflect automobiles entering the U.S. from Canada (excludes trucks and crossings in dedicated commercial lanes)

Source: **Buffalo and Fort Erie Public Bridge Authority**



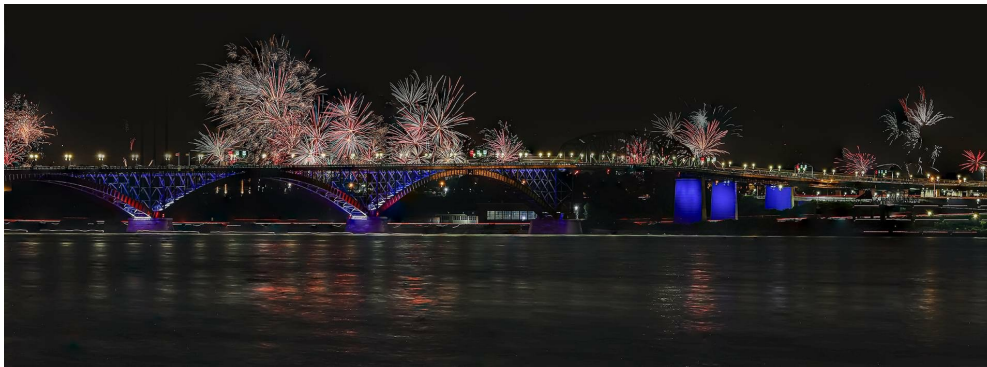


*Note: occupancy levels do not include all hotels in the market but comprise a representative sample*

*Source: STR, Buffalo and Fort Erie Public Bridge Authority*

As illustrated above, the depth and duration of the impact of the COVID-19 pandemic affected the two metrics slightly differently based on the nature and extent of restrictions on businesses and the restrictions placed on border crossings. With the availability of vaccines and lifting of many business restrictions, occupancy generally improved in 2021, although the Omicron variant slowed the recovery in the latter part of the year. However, international border crossings declined in 2021 as the border remained closed for all nonessential travel for much of the year and then reopened with heavy restrictions in place. With border restrictions fully lifted in early 2023, both international crossings into Buffalo and occupancy levels spiked.

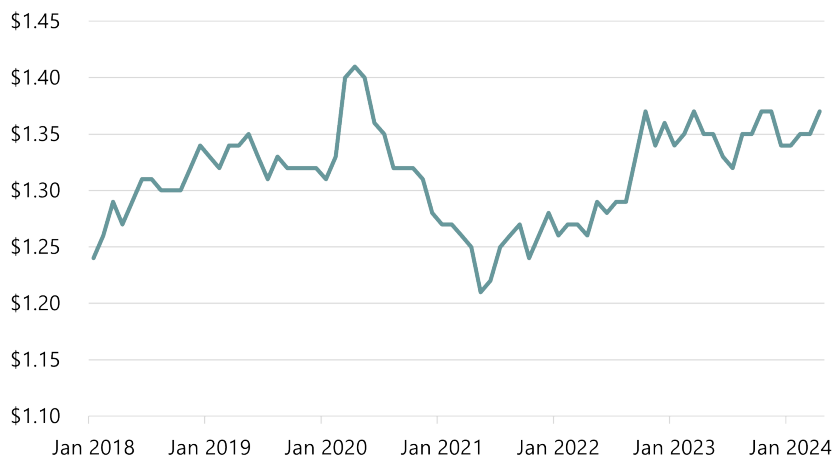
### Peace Bridge



*Photo Credit: Larry Mathewson (Published with Permission)*

We note that 2024 will be the first year since 2019 where COVID-19-related border restrictions will not play a role in the local border crossings or the occupancy of Buffalo hotels. Neither metric has fully recovered to pre-pandemic levels, largely due to a third variable that plays a significant role in both: exchange rates. Buffalo is a convenient stopover destination for Canadian travelers heading south for vacation, and the duty-free exemptions in the U.S. have historically made shopping in New York an attractive weekend getaway for Canadians; however, these trips are more appealing when the U.S. dollar is not quite as strong, as was the case in 2018. While exchange rates were also lower in 2021, the Buffalo market did not see the typical benefits given the aforementioned border restrictions.

### Historical USD to CAD Exchange Rate—January 2018 through April 2024



*Source: Federal Reserve Board*

## Final Thoughts

The Buffalo lodging market has historically benefited from notable demand created by Canadian travelers, and

this demand source will continue to play an important role going forward. While occupancy levels have not fully recovered from the negative impact of the COVID-19 pandemic and related border restrictions, double-digit annual rate growth allowed market RevPAR to exceed pre-pandemic levels in 2022 and significantly outpace those levels in 2023. Data for 2024 illustrate a continued upward trend, bolstered by the impact of the **solar eclipse**, during which Downtown Buffalo was in the path of totality for 3 minutes and 45 seconds.

Our positioning within local markets empowers us to conduct primary interviews with key market participants. This approach ensures we obtain real-time insights and current data for each market we operate in. For more information about the Buffalo market or for help making informed investment decisions that align with your goals and risk tolerance, please **contact Christian Cross**, your local HVS Upstate New York hospitality expert.

#### About **Christian Cross**



As a hospitality consultant and hotel analyst based in Buffalo, New York, Christian consults on hotel projects throughout the Northeast, Midwest, and Mid-Atlantic regions. He has completed hundreds of hotel appraisals and other consulting assignments such as hotel market studies and feasibility analyses in nearly two dozen states. This includes the key markets of Pittsburgh, Buffalo, Rochester, Syracuse, the Finger Lakes, Albany, Cleveland, Erie, and Washington, D.C. Christian earned his Bachelor of Commerce at the University of Guelph. Contact Christian at +1 (828) 490-2274 or **[email protected]**.