



**To: MCVB Board**

**From: Dee-dee Guerra – Executive Director**

**Date: March 28, 2017**

**RE: McKinney CVB February 2017-Staff Report**

### **Goal 1 Operational Excellence**

#### **Strategies:**

- Thank you Letters from HelmsBriscoe Planners.
- Staff met with Pogue Construction Meeting Planners and is assisting in finding venues & hotels for the following meetings:
  - Annual Christmas Party
  - March Meeting of 40 with an additional 10-15 attendees for a cocktail hour
  - Annual Company Picnic
- Staff met with Sport Source regarding the December 1-3, 2017 Collegiate Soccer Tournament. CVB is assisting with:
  - A VIP Dinner at Tupps for College Coaches
  - Introduction w/MISD Athletic Director Shawn Pratt (possible use of turf fields for the tournament-if needed)
  - Assisting with contacts for possible corporate sponsorships
  - Mayor's Proclamation
  - Welcome bags, hotels, & 12-VIP Baskets for Scouts
  - MISD partnership

#### **Events: 2**

- Vanesa & Dee-dee attended TTIA (Texas Travel Industry Association) Unity Dinner and Converge on the Capital (Texas Hotel Lodging Association in Austin- to meet with local representatives and leave them with information on the items the Texas Travel Industry is supporting and the bills they are not supporting). City Manager Grimes and Chandler Merritt joined us for Unity Dinner.
- On Saturday, Feb. 25, the MCVB took photos for social media and participated in greeting 10 visitors from Australia and one from New Zealand who were in town for a long weekend on behalf of the Friendship Force International adult travel exchange program. About 20 members of the Dallas chapter were also on hand for their breakfast at Bill Smith's Café. The MCVB also provided goody bags for these visitors and assisted the mayor's office in gathering information for the proclamation he read at the breakfast.
- Austin Sales Calls: 2/13-17/17
- HelmsBriscoe Planners at Sheraton, North Texas Escape Room & Tupps Brewery (2/8-9/17).

- Attended Health Fair at Old Settler's for East Side of McKinney.

Venues: 1

- Rosemary Barn <http://www.therosemarybarn.com/>

## Goal 2 Financially Sound Government

### Strategies:

- Balance resources generated by Hot tax
- Develop and utilize performance measures to ensure successful and efficient operations

### HOT Tax Collections: 2016-2017

#### HOT TAX collection reported by City:

- MOM 2016 vs. 2015 (16-Hotels & 6- B&B/VRBO reporting)
  - December 2016: \$ 120,551
  - December 2015: \$ 103,954
    - 15.97%↑

### MCVB Room Nights Generated: TTL Room nights: 114; TTL Revenue: \$ 12,539

#### WEDDINGS Completed in February 2017 - TTL Room Nights: 94 TLL Rev: \$10,139

- Blanchard /Seeman Wedding: Holiday Inn - Room Nights: 52; TTL Rev: \$5419
- Nease/Brown Wedding: Holiday Inn- Room Nights: 8; TTL Rev: \$872
- Romero/Rodrigues Wedding: Holiday Inn – Room Nights: 5; TTL Rev: \$542, Hampton Inn & Suites – Room Nights: 29; TTL Rev: \$3306

#### SPORTS: TTL Rooms: TTL Rev: \$ 0

- Cowboy Classic (we were suppose to have overflows from Frisco) no pick up. Allen CVB stated they didn't get any overflow either.

#### Association/Corporate/SMERF: TTL Room nights: 20 TTL Revenue: \$2400,

- Christ's Church Ministers Retreat: Holiday Inn – TTL Room Nights: 20; TTL Rev: \$2400

#### ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 28

- Association: (Austin): 11
  - Texas Health Care, Angela Torres. Stated she had never been to McKinney and was open to a site visit. We could possibly accommodate their April 2017/2018 conference.
  - Texas Automobile Dealers, Janet Hale – drop off, follow up with email.
  - Texas Hospital Association, Ann Pargac. Drop off, left material with Sheri (receptionist)
  - Associated General Contractors of Texas, Daniel Krauss, Drop off, offered site visit to McKinney
  - Automotive Parts & Services Association – Melanie Norman, drop off.
  - Association for Early Learning Leaders – Collen Haddad (executive director) McKinney could handle their small meetings, approx. 200. National Conference is booked in Orlando and San Diego through 2018. Will follow up on possibility of hosting small meetings.

- Texas Choral Directors – Hallie Boone. Big Conference is always held in San Antonio, small board meetings are usually held closest to where current board members live. Will follow up and keep in touch with her to secure small meetings.
- US Tennis Association – Pam Jaeger. Introduction and drop off. Followed up with email thanking her for her time.
- Associated General Contractors of America, Austin Chapter – Toni Olsberry. McKinney could accommodate the AGC board meetings, consisting of 15-20. Offered site visit. Will follow up with Toni.
- Associated General Contractors of Texas – Daniele Krauss, drop off. Offered site visit to McKinney. Follow up with email.
- Texas Criminal Defence Lawyers Association – Melissa Schank. Good lead for McKinney, they have been here before and will be again in 2019
- **Corporate: (Austin/Surrounding Area): 10**
  - Dell Computers (Round Rock)– received information from gatekeeper on how to submit vendor information.
  - Armstrong McCall – Jennifer Media. Armstrong McCall is a division of Sally's Beauty Supply HDQ in Denton. Jennifer took our material with her to take to meeting planner in Denton. Will research and follow up with call to Sally's
  - Texas Mutual Insurance Co – unable to locate physical location, will mail info to them.
  - Compliance Alliance – Drop off
  - Standtech – Janelle E. Jacobson. Advised me that they only hold meetings in Austin and surrounding areas.
  - National Financial Partner & Kestra Company – Receptionist, Trisha took information and stated that the planner would contact us if they were interested. She would not give out email for follow up.
  - Venture Alliance Group – Amy Blakely. Their conferences are 500-800 in attendance, too big for what McKinney has to offer at this time. I advised her that we would love to host their board meetings/small meetings. She will keep us in mind, however those meetings are usually done in Austin/surrounding area.
  - Whole Foods – drop off. Not receptive
  - Sports Clips (Georgetown) – Crystal Sutter/Saronna Maldonado, drop off. Will follow up with email.
  - Graves Dougherty Hearon & Moody – Margaret Carbajal, drop off and offered site visit.
- **SMERF: (Local): 5**
  - Wedding: D'Vine Grace, DFW Area Network
  - Sports: Sports Source Showcase
  - Education: Region 10 Education Service Center, Follow up call. With information that I provided last month, they are good and will call me when needed.
  - Religious: Steve Jacobs, Reformed Synagogue. Looking for space to host Gayla Fundraiser for Synagogue. Sent RFP request to Piazza on the Green, D'Vine Grace, Avalon Legacy, Stone Crest, Cotton Mill, Flour Mill, and Collin College. Lost bid to Plano
  - Social – Gotta Go Tours by Patti: Day Trip. They are coming to McKinney for a day, however we lost the Wine Tour to Eden Hills in Celina.

- **McKinney Top 25: 2**

- TSports Source-Dicussed Dec. 2-3, 2017 event, Hotel rooms nights, Tupps event for VIP's, bags, & 12 Gift Baskets for VIPs, partnership with MISD Athletics.
- Pogue Construction- Site Visit

- **MCVB Calendar of Events 2017-2019: 4**

Month	Group	Venue	Room Nights	Attendees
<b>October</b>				
<b>November</b>				
11/6-10/17	Emerson	Sheraton	90	30
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
<b>December</b>				
12/1-3/17	Sports Source	City wide	2016: 400	1000+
12/4-6/17	Emerson	Holiday Inn	60	30
12/12-14/17	Emerson	Holiday Inn	48	24
<b>January</b>				
1/15/17	Emerson	Holiday Inn	60	30
<b>February</b>				
2/4-5/17	Christ's Church Ministries Retreat	Holiday Inn,	20	60
<b>March</b>				
<b>April</b>				
4/18-20/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120
<b>May</b>				
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/23-25/17	Emerson	Holiday Inn	48	24
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19 2016: Cancelled- weather	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
<b>June</b>				
6/27-29/17	Texas Bankruptcy Court	Grand Hotel	38	19
6/4-9/17	Emerson	Holiday Inn	106	153

Month	Group	Venue	Room Nights	Attendees
6/30/17- 7/3/17 Alt Date 9/1/4/17	Miss Globe USA	Sheraton	140	300
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/25/20- 7/1/20	Texas Rural Carrier	Sheraton	100	250
<b>July</b>				
7/2019	Texas Agri-Life	Sheraton	100	300
7/18-21/17	Emerson	Holiday Inn	48	24
7/20/17	Rug Fest	Holiday Inn & Hampton	20	70
<b>August</b>				
8/14-18/17	Emerson	Holiday Inn	24	48
<b>September</b>				

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Rat & Rod Show (Tupps Brewery)
- Home for the Holidays
- Ghost Walk
- 4<sup>th</sup> of July Parade
- Holiday Home Tour
- Dinosaurs Live!
- Living History Days
- Collin County Historical Society Museum
- Halloween at the Heard
- Second Saturday
- ORLY- Old Red Lumber Yard
- Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- Farmers Market
- State of the City of McKinney Volunteer McKinney
- Chamber Community Awards
- Pumpkinville at Tucker Hill
- Sanctuary ( Adriatica ) Events
- Franconia Brewery Tour
- Tupps Brewery Tour
- Heritage
- Whales Manor Music Under the Stars
- City wide weekend events/concerts
- All MPAC Events

**Visitors: FYTD Total (October- February'17): YTD Total: 1992**

- January Total: 273
- Walk-ins: 219
- Out of State: 22
- Out of Country: 13
- Texas Residents: 19
- McKinney Residents: 0

**Day Trips: 0**

**Made in McKinney Store Revenue:**

- February 2017: \$ 453.15
- February 2016: \$ 394.80
  - 14.78 %↑

**Meetings: 6**

Sales: 3

- Sports Source
- Rosemary Barn
- Pogue Construction

Advertising: 3

- Phone meeting with Chet Garner (Daytripper)
- Sales call with Susan Fox (PYM)
- Sales call about social media app Flye Social Monitoring

**RFP's: 22 (1-Association, 0-Corporate, 15-Weddings, 4-Social (1-Religious), 1 -Sports, 1 -Day Trips)**

**Association: 1**

- Texas Rural Letter Carrier's Assoc.- For June 2020 (6/25-7/1-2020). Peak Night – 100 Rooms, attendees: 250 Sent to Sheraton.

**Weddings: 15**

- LM Media World Wide, LLC -Bambico/Dillard Wedding September 2017
- Zina Patel Wedding, November 2017. \*Actually received in January
- Rachel Kaplan Wedding – January 2018, The Springs
- Hannah Brewer Wedding – November 2017, Myers Park
- Zoe Blevins Wedding – September 2017, Stone Crest
- Rachel Cohenouer - October 2017, The Springs
- Julie Perry Wedding – June 2017, The Springs
- Perez/Bowman Wedding – March 2017, Springs
- Megan Richards Wedding – March 2017
- Rachel Wilson Wedding – May 2017
- Erin Ramsey Wedding – June 2017, The Springs
- Ashley Fernendex Wedding – June 2017,
- Julian Haugh Wedding – September 2017
- Lora Hall (MOG) Wedding – September 2017, The Springs
- Shelbie Gardner Wedding – July 2017, The Springs

**Day Trip: 1**

- Meals and Wheels Waco – Day Trip to McKinney – Scheduled for late April, currently working on details and possible site visit to Heard-Craig House.

**Social: 4**

- Amazing Church – May 2017, Planning a Festival that includes music/good/games, low potential for overnights. Forwarded info to MPAC also.
- Rug Fest/Hook Inn, Robin Reynolds – 15-20 Rooms Needed 1 night only, July 20, 2017 (Holiday Inn & Hampton).
- U.S. Bankruptcy Court: June 27-29, 2017 at The Grand Hotel; 38 room nights, 19 attendees.
- Cvent – National Antique Oldsmobile Club National Meet – Sent to Sheraton

**Sports: 1**

- Sports Source Dec 2-3, 2017

**Site Visits: 3**

- Rosemary Barn- New venue
- Pogue Construction- Josie Betts & Needs- March May Meeting, Christmas Party.
- Rachel Cohenour (Bride) – Hampton, Comfort, Holiday Inn

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal)****(45-Weddings, 4-Social, 0 -Sports, 0 -Day Trips)****Wedding: 45**

- Casey Wilt Wedding – March 2017, The Springs
- Kate Nazzocco Wedding – March 2017
- Sherry Zaunick Wedding – March 2017, The Springs
- Hensley/Wilson Wedding - March 2017
- McCauley/Little Wedding – March 2017
- Rohr Wedding – March 2017
- Kenya Alexander Vow Renewal - March 2017, looking for venue/hotels
- Blair Bundren Wedding – April 2017, The Springs
- Jacinda Jeter Wedding – April 2017, Rustic Grace
- Blair Bundren Wedding – April 2017, The Springs
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Allison Ellis Wedding – May 2017, The Springs
- Max Pippin Wedding – May 2017, The Springs
- Tracey Gayle Wedding – May 2017, The Springs
- J Barton Wedding – May 2017, The Springs
- Caitlyn Gilliam Wedding – May 2017
- Knuth/LaGrow Wedding – May 2017
- Cole Frazier Wedding – June 2017, The Springs
- Grace Weldon Wedding – June 2017, The Springs
- Kofahl Wedding – June 2017

- Harvey Wedding – July 2017, Stone crest
- Emily Malloy Wedding – July 2017, Stone crest
- Lynn Jones (MOB) Wedding – July 2017, The Springs
- Lynn Mikesell (MOB) Wedding – July 2017, Rustic Grace
- Dannie Teese Wedding – July 2017, The Springs
- Neena/Vay Wedding – July 2017
- Howard/Hope Wedding – July 2017, The Springs
- Katie Thompson Wedding – September 2017, The Springs
- Laura Clark Wedding – September 2017, Mitas Hill
- Camry Farhat Wedding – September 2017, The Springs
- Bowmer Wedding – September 2017, Bella Donna
- Carly Schindler Wedding – October 2017, Stone Crest
- Jeania Lemons Wedding – October 2017, The Springs
- Katie Almaleh Wedding – October 2017, The Springs
- Margot Delossantos Wedding – October 2017, The Springs
- Herrea/Sutherland Wedding – October 2017, Stone Crest
- Symone Wedding – October 2017, The Springs
- Sean Jamisen Wedding- November 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Emily Jones Wedding – November 2017
- Julisa Martinez Wedding – December 2017, The Springs
- Claire Chaney Wedding – December 2017, The Springs
- Clay Quinn Wedding – December 2017, The Springs (?)

#### Social: 4

- Swanson Meetings & Event Planning Family Reunion –June 2017
- Puckett Family Reunion – July 2017 – Looking for Venue
- Miss Globe USA September 2017
- Ashfia Salemin Birthday Celebration – April 2017, looking for venue/hotels

#### **Goal 3 Enhance the Quality of Life in Downtown:**

##### **Strategies:**

- **Continue to highlight Downtown McKinney as a unique destination.**
- **Continue efforts to expand entertainment, dining, & shopping options.**

**Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)**

**Bags Serviced: 728**

**Mailing Leads Processed: 90**

Tour Texas – 90

**Advertising/Marketing/Media**



Created/submitted materials (photos and text)-

**Blogs on our website**

- Rye: Local History, Farm-Fresh Food and Craft Cocktails: 36
- Silent Film 'Sunrise' Features Organ Soloist- 17
- Guest Blog: Restless Chipotle Visits McKinney: 64
- Cooking & Sharing on the Square: 1
- Treat Your Valentine in McKinney: 48

**Visits on Homepage News Flash buttons & landing pages:**

- Weekend Update – 95
- Lights Camera Action: Popular Ink on TV - 29
- Shopping & Prizes (NorthTexasShopping.com)- 49
- World War I Exhibit - 52

**Photos Taken/Submitted and Ads Submitted**

- Took photos at Krewe of Barkus
- Took photos at Friendship Force International breakfast with mayor
- Took photos at Mad Hatters Event at Sharla's
- Took photos at Helms Briscoe night at TUPPS
- Submitted content for Daytripper March newsletter
- Submitted content for script for Book Festival
- Wrote speech for Tourism Partner of the Year award/Chamber

**Meetings/Events Attended/Connections Made:**

- Main Street Business Meeting
- Strategy Meeting with City Communications
- Roundtable meeting
- Helms-Briscoe (Assist with TUPPS event)
- Phone meeting with Chet Garner (Daytripper)
- Directors meeting for Dee-dee
- Sales call with Susan Fox (PYM)
- Sales call about social media app Flye Social Monitoring

**ADVERTISING Website & Publication ROI Tracking:**

- Quinceañeras – 6
- Meeting Planners Guide – 14

**SOCIAL MEDIA TRACKING: FACEBOOK**

Month FY 16-17	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct-16	89	5,213	41,111	455,040	2,609,061
Nov-16	49	5262	34,002	428,214	2,800,279
Dec-16	22	5284	24,896	385,544	1,981,838
Jan-17	51	5335	56,136	683,769	2,709,980
Feb-17	140	5475	125,150	1,211,410	4,007,313
<b>Totals</b>	<b>278</b>	<b>n/a</b>	<b>281,295</b>	<b>3,163,977</b>	<b>14,108,471</b>

WEBSITE ANALYTICS – FEB. 2017					
Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg Views	Lifetime Pg Views
3262	8890	2766	141,404	570,848	120,588

#### SOCIAL MEDIA TRACKING

Type	Number	Increase #	Percentage (+/-)
<b>Twitter</b>			
Followers	4268	31	+1.3%
Tweets	5515	58	+14%
Tweet Impressions	17.2K	Not given	-13.1%
Profile Visits	227	-54	-12%
Mentions by other users	13	+3	+62.5%
<b>Yelp</b>	<b>30 days</b>	<b>12 mon.</b>	<b>24 mon.</b>
Views	8 (-11%)	123 (-8%)	256
Web Visits	4	21	51
<b>Google Sites</b>	<b>Views</b>	<b>Followers</b>	<b>Subscribers</b>
YouTube	2577	n/a	12

#### Top Pages in FEBRUARY 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,626	1,308	0:01:01	1,236	39.32%	40.53%
Calendar	752	599	0:01:17	493	46.25%	42.69%
Visitors Guide	251	207	0:01:48	24	37.50%	36.25%
Explore	172	118	0:00:21	1	100.00%	15.12%
Monthly Annual Ev	156	150	0:02:38	79	87.34%	70.51%
Dining / Nightlife	156	132	0:03:01	109	77.06%	66.03%
Events	154	129	0:00:16	5	0.00%	8.44%
Shopping Centers	153	138	0:04:09	111	83.78%	75.82%
Dining	135	111	0:00:57	8	25.00%	16.30%
Stay	127	92	0:00:13	8	62.50%	7.87%
About McKinney	124	93	0:00:51	13	38.46%	17.74%
Shopping Centers	121	107	0:00:58	78	50.00%	40.50%
New/Coming	111	98	0:01:24	97	81.44%	79.28%
Calendar	98	75	0:01:27	72	31.94%	41.84%
Weekend Update	92	86	0:01:57	7	85.71%	41.30%

Wed / Rec / Venues	90	74	0:00:22	47	31.91%	30.00%
Resource Dir.	71	58	0:01:17	1	0.00%	5.63%
NTTA Blog	65	60	0:01:38	60	90.00%	90.77%
Restless Chipotle	64	55	0:03:56	53	86.79%	82.81%
Res. Directory	64	49	0:01:40	14	35.71%	35.94%
Calendar	63	44	0:00:36	1	100.00%	33.33%
Event Planning	60	43	0:00:51	3	33.33%	13.33%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,144	79.04%	2,485	55.47%	2.75	0:02:01
Canada	22	68.18%	15	36.36%	2.68	0:03:07
Colombia	11	63.64%	7	54.55%	4.36	0:08:26
Philippines	10	40.00%	4	80.00%	1.2	0:00:16
Mexico	9	55.56%	5	66.67%	2	0:02:40
India	8	100.00%	8	87.50%	1.75	0:00:53
United Kingdom	7	100.00%	7	42.86%	2.43	0:00:55
(not set)	7	71.43%	5	57.14%	1.86	0:02:35
Brazil	4	100.00%	4	100.00%	1	0:00:00
Australia	3	100.00%	3	66.67%	2.67	0:00:26

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,453	77.17%	1,893	55.89%	2.59	0:01:55
California	119	88.24%	105	57.98%	2.41	0:02:03
Oklahoma	49	91.84%	45	57.14%	3.24	0:01:44
Illinois	43	83.72%	36	46.51%	5.49	0:03:28
Kansas	32	84.38%	27	62.50%	2.5	0:01:15
Florida	31	87.10%	27	54.84%	2.06	0:02:13
Georgia	30	76.67%	23	56.67%	2.93	0:03:32
Arizona	27	85.19%	23	51.85%	2.48	0:01:22
New Jersey	22	59.09%	13	54.55%	2.32	0:02:00
Wisconsin	21	85.71%	18	33.33%	4.62	0:02:30

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	857	64.99%	557	60.09%	2.52	0:02:07
Dallas	544	83.64%	455	59.38%	2.22	0:01:32
Plano	111	89.19%	99	52.25%	2.91	0:01:36
Frisco	93	84.95%	79	54.84%	3.06	0:01:48
Allen	70	78.57%	55	67.14%	2.01	0:01:47
Fort Worth	51	72.55%	37	29.41%	4.18	0:03:29
Houston	47	93.62%	44	59.57%	1.91	0:00:58
Austin	39	64.10%	25	53.85%	3.23	0:01:39
Prosper	33	93.94%	31	63.64%	2.33	0:01:03
Richardson	31	83.87%	26	58.06%	2.03	0:00:40

<b>FY 16-17</b>	<b>Budgeted Amount</b>
<b>Adv.</b>	<b>\$64,526</b>
<b>Promo.</b>	<b>\$88,757</b>
<b>Total</b>	<b>\$153,283</b>

<b>FEBRUARY 2017 - MCVB Publicity/Free Media Coverage</b>						
Publication	Article/Topic/Writer	Print Value	Web Value	Ad Value	PR Value	Impressions
Restless Chipotle Sponsored Blog	2 entries – what to do in McKinney; McKinney B&B	\$0	\$9,000	\$0	\$27,000	315,000
BubbleLife Collin County	Shared our blog and web postings 6 times	\$0	\$18,000	\$0	\$54,000	2,650,000
Courier Gazette	Used our Krewe of Barkus photo with story (24 in.)	\$864	\$ 2,000	\$0	\$8,592	595,000
<b>TOTALS for Month</b>		<b>\$864</b>	<b>\$29,000</b>	<b>\$0</b>	<b>\$89,592</b>	<b>3,560,000</b>
<b>FY 16-17 YTD Totals:</b>		<b>\$864</b>	<b>\$29,000</b>	<b>\$58,545</b>	<b>\$155,842</b>	<b>17,999,861</b>



## February 2017 Multi-Media ROI Report McKinney CVB

Thank you for making TRIPinfo your Next Generation Marketing Partner! Our audience is Group + Tour + Agent + Meeting + Religious + Reunion + Event + Sport + Student + Wedding + International Planners. Traffic is filtered to remove search engine spiders, bots & page requests not fully transmitted.

<b>INVESTMENT</b>	<b>CURRENT MONTH</b>	<b>CAMPAIGN TO DATE</b>
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + Text Ads on Market, Tables, Tour Index & Video Index + 1/2-Page Ad Each Issue of Quarterly Digital Magazine + 9 Newsletter Features Campaign Start 10/2016; \$9,200 Annual Buy	\$767	\$3,833

<b>IMPRESSIONS</b>	<b>CURRENT MONTH</b>	<b>CAMPAIGN TO DATE</b>
TRIPinfo.com 24/7/365 Online	419	4,831
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,178	4,779
TRIPinfo Quarterly Digital Magazine*	1,590	6,275
<b>Total Impressions</b>	<b>3,187</b>	<b>15,885</b>

<b>CLICKS</b>	<b>CURRENT MONTH</b>	<b>CAMPAIGN TO DATE</b>
Clicks to Your Website or Video	72	736
<b>Click-Thru Rate</b>	<b>2.26%</b>	<b>4.63%</b>

**WHY CLICK-THRU RATE (CTR) IS IMPORTANT**  
Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 93x the industry average.** Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 93 times the industry average CTR, that same multiplier should apply to the CPM budget for an Engaged Audience!

**TRAVEL PROFESSIONALS SPEND MORE TIME HERE THAN ANY TRAVEL SITE**  
~123,000 travel professionals book \$222+ billion/year in group/volume bookings. An average 1 in 4 use TRIPinfo.com to plan. ~30,000 TRIPinfo.com pros book \$50+ billion/year...\$1,500,000+ average each!  
**A click from a TRIPinfo.com travel pro has buying power up to ~375 times more than consumers,** who spend < \$4,000/year for family vacations. Multi-media impressions boost CTR!

**Top 5 McKinney Hotels July & August 2016 Occupancy Rates:**

	<u>Oct. '16</u>	<u>Nov. '16</u>	<u>Dec. '16</u>	<u>Jan. '17</u>
Comfort Inn	N/A	73.44 %	67.54%	67.49%
Hampton Inn	96.90	99.24%	95.68%	97.84%
Holiday Inn	83.19%	80.34 %	60.05%	65.30%
La Quinta	79.01%	77.38%	74.85%	77.95%
Sheraton	75.19%	75.20 %	57.74%	69.54%
Townplace	72.02%	78.01%	73.40%	69.54%

**Sheraton Occupancy Rates:**

Month	FY 14-15	FY 15-16	FY 16-17
October	N/A	67.28%	75.19%
November	N/A	61.35%	75.20%
December	N/A	69.24%	57.74%
January	N/A	61.62%	<b>69.54%</b>
February	N/A	71.58%	
March	24.60 %	63.53%	
April	39.29%	82.34%	
May	50.47%	64.60%	
June	69.70%	75.03%	
July	75.60%	72.61%	
August	56.22%	63.86%	
September	56.43%	72.50%	

**LOST BUSSINESS – 0**