

visit mckinney Monthly Report

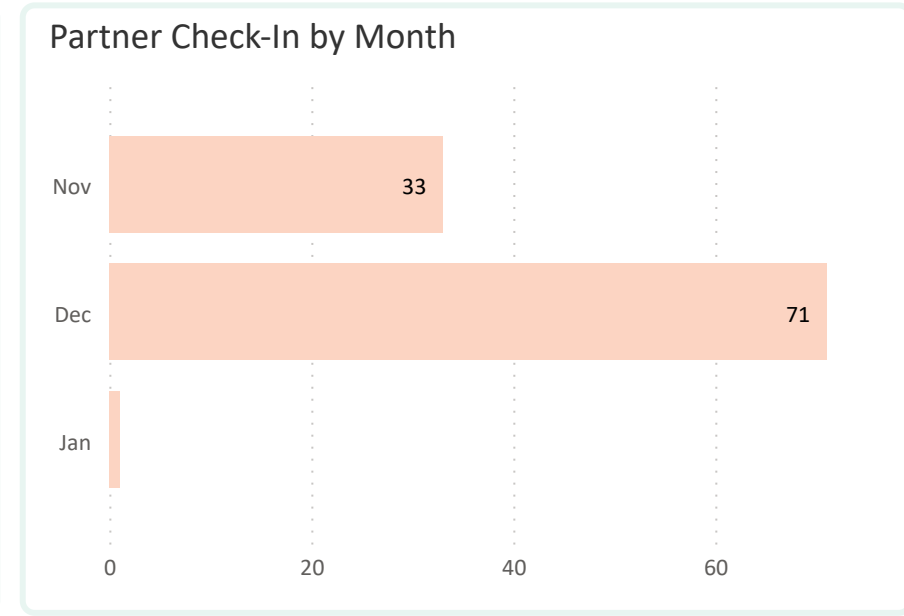
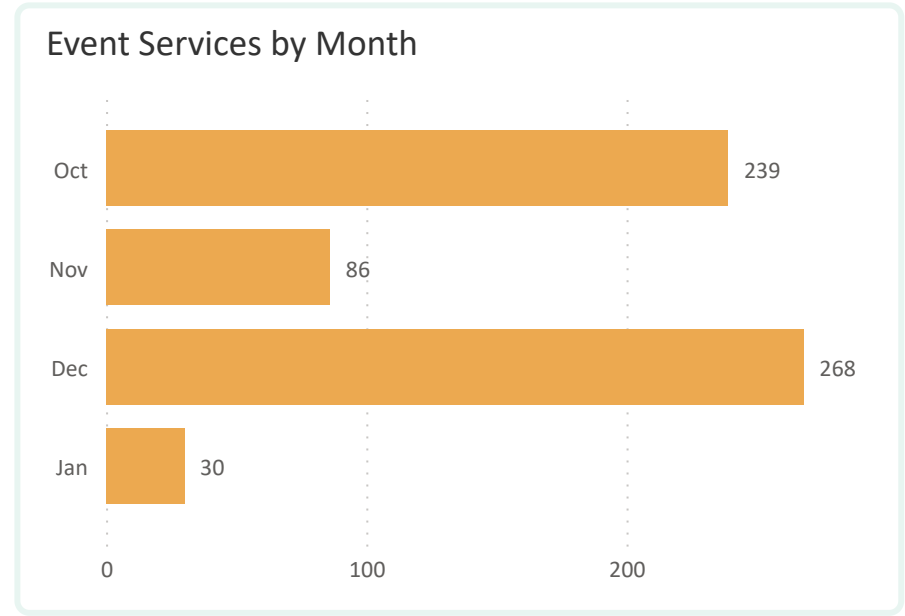
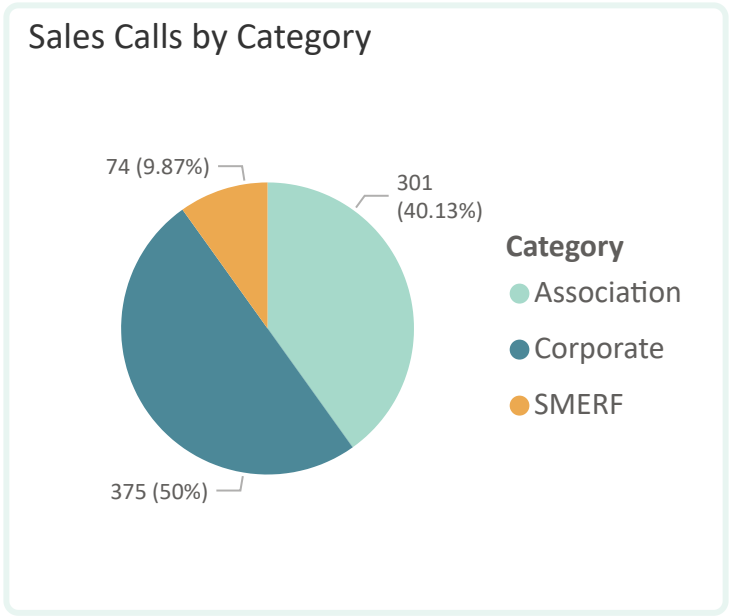
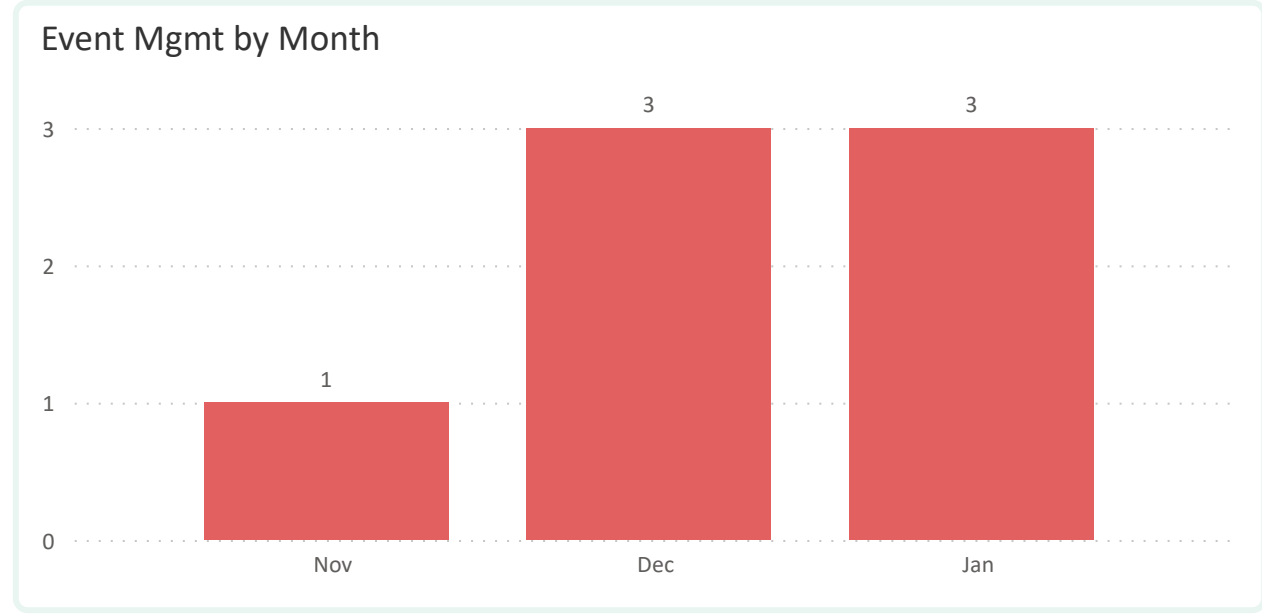
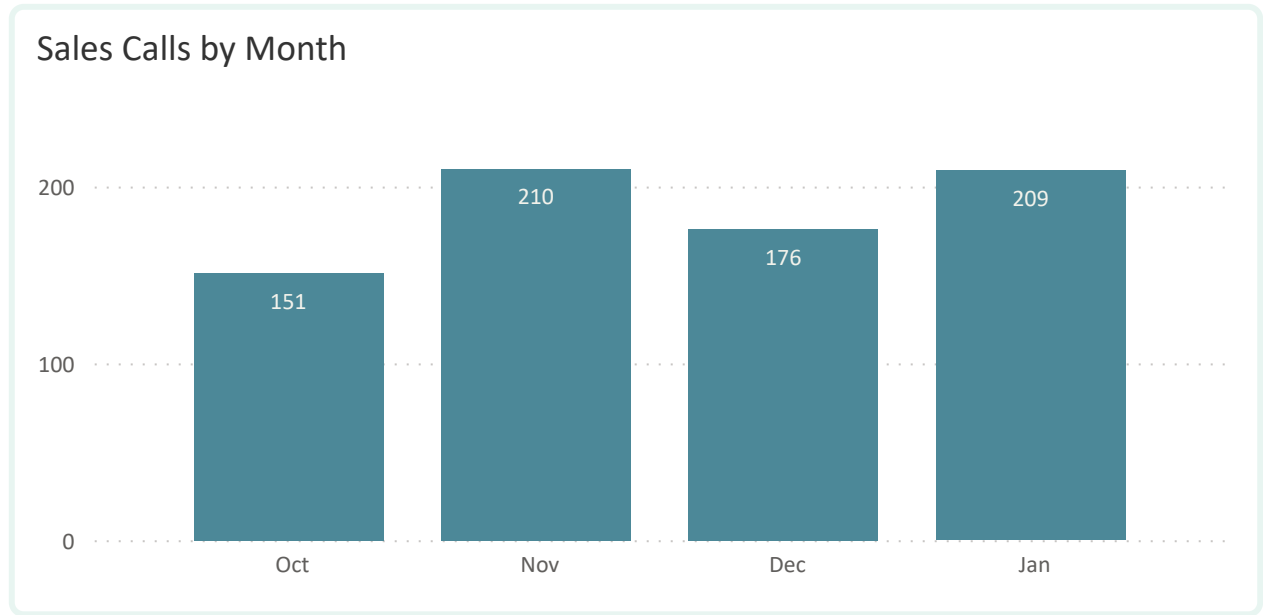
February - 2023



747
Sales Calls YTD

7
Event Mgmt YTD

623
Total Welcome Bags YTD

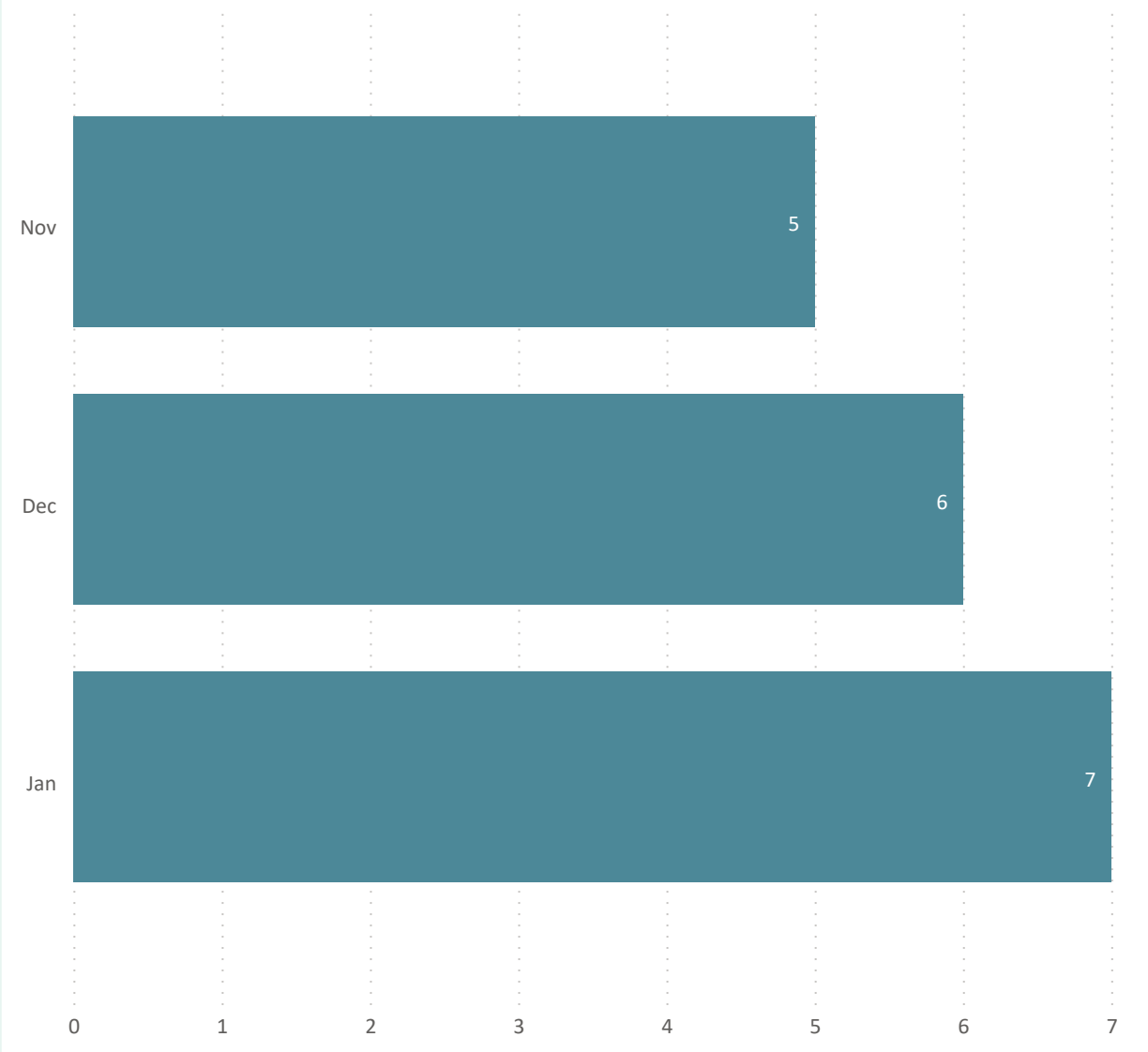


18
Leads YTD

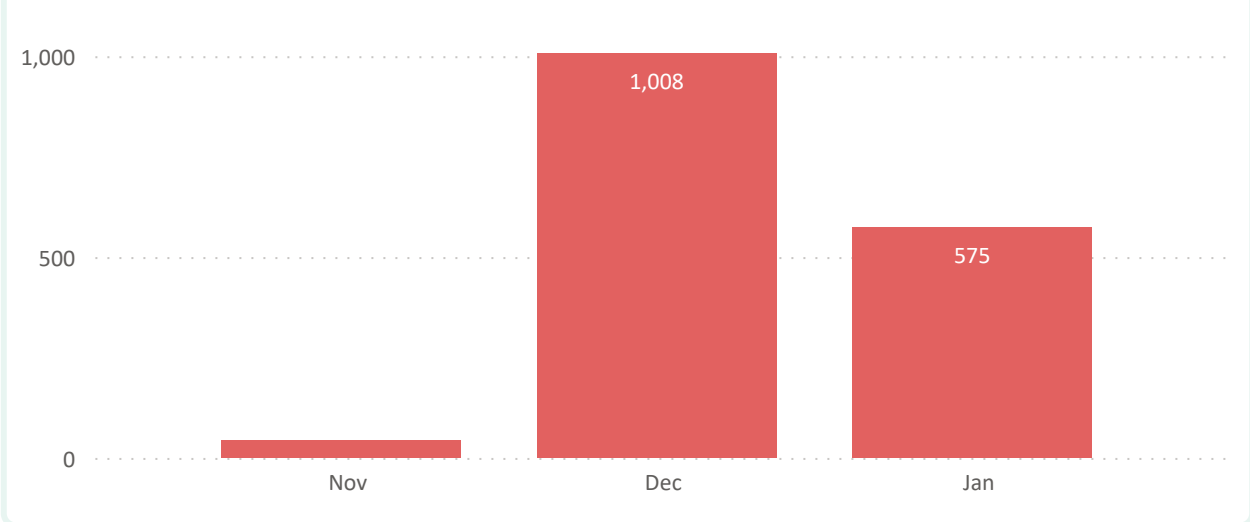
1,627
Total Rooms Nights YTD

\$210,362
Total Revenue YTD

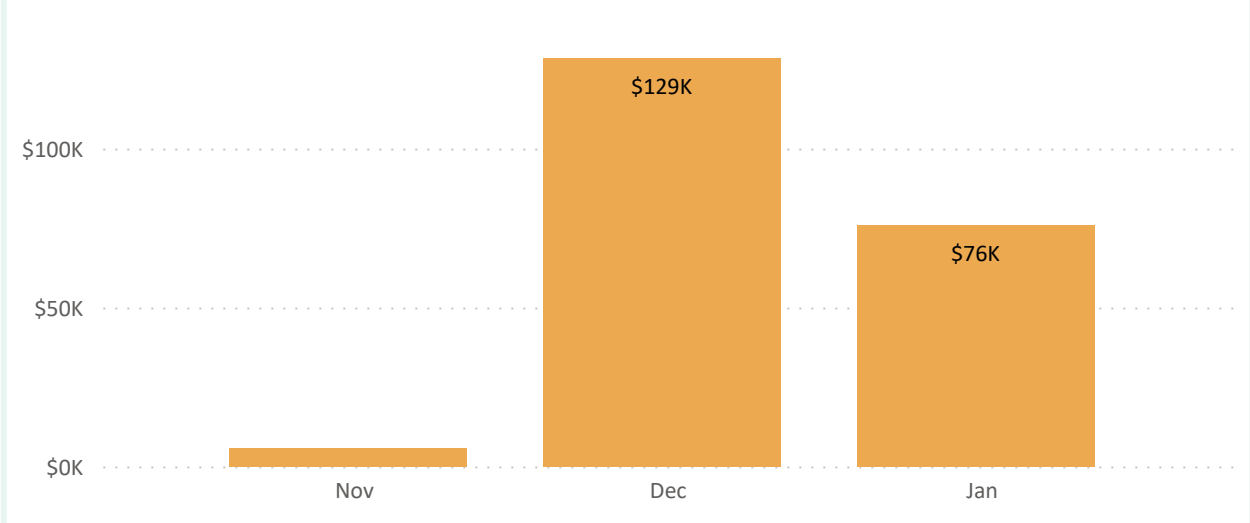
Leads by Month



Total Room Nights by Month



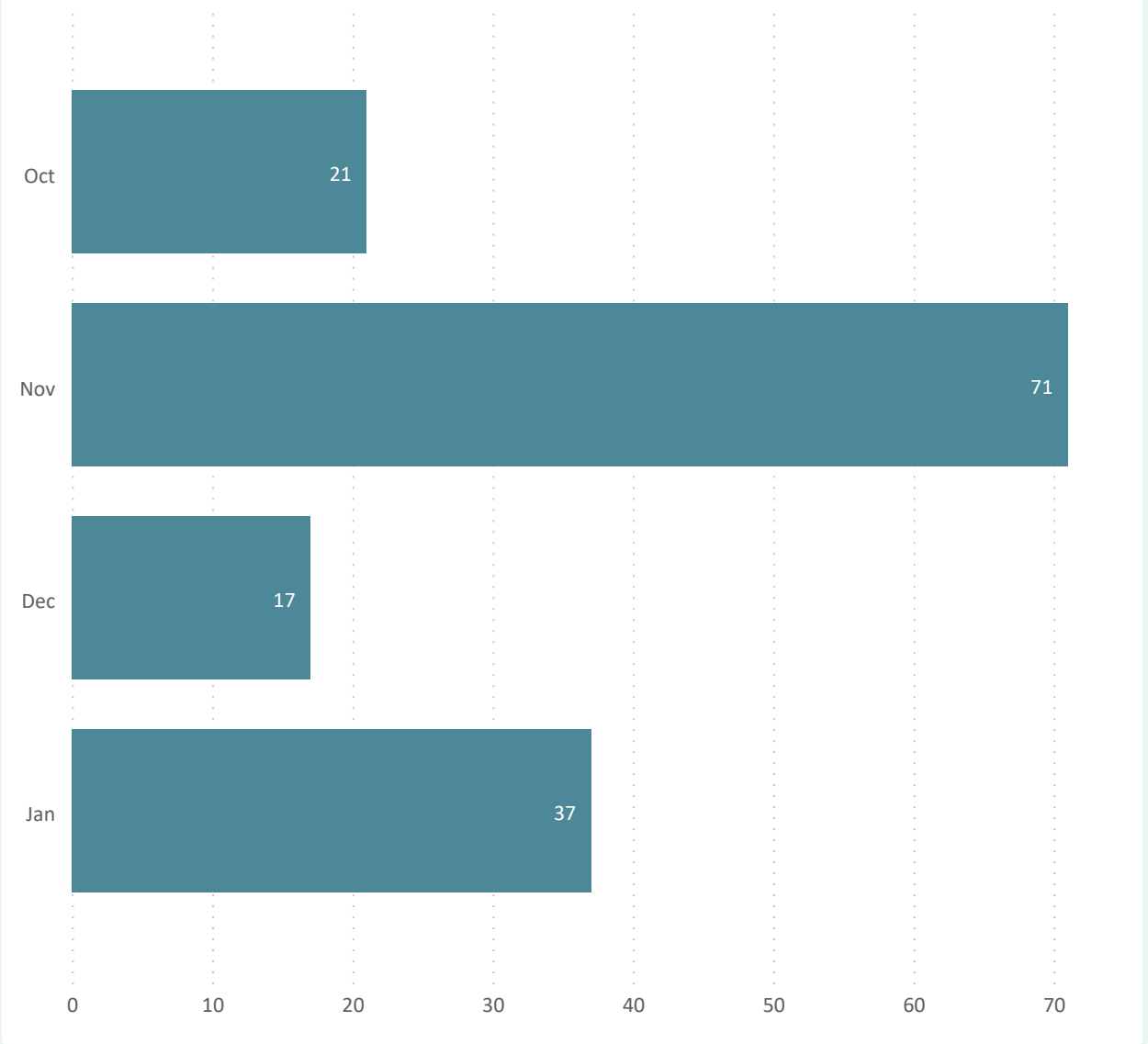
Total Revenue by Month



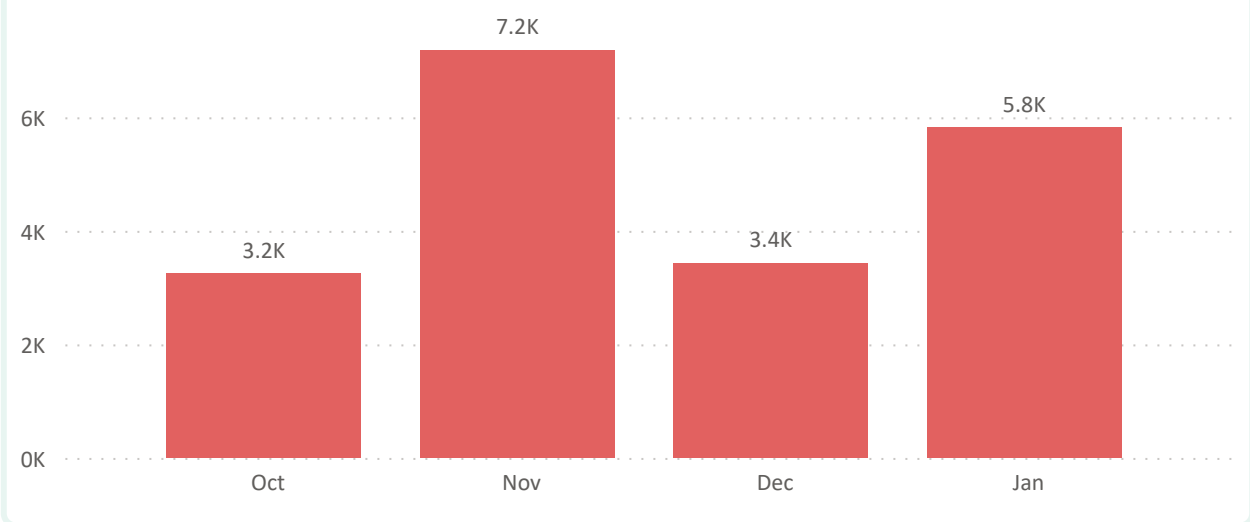
146
New RFPs YTD

19,669
Est Room Nights YTD

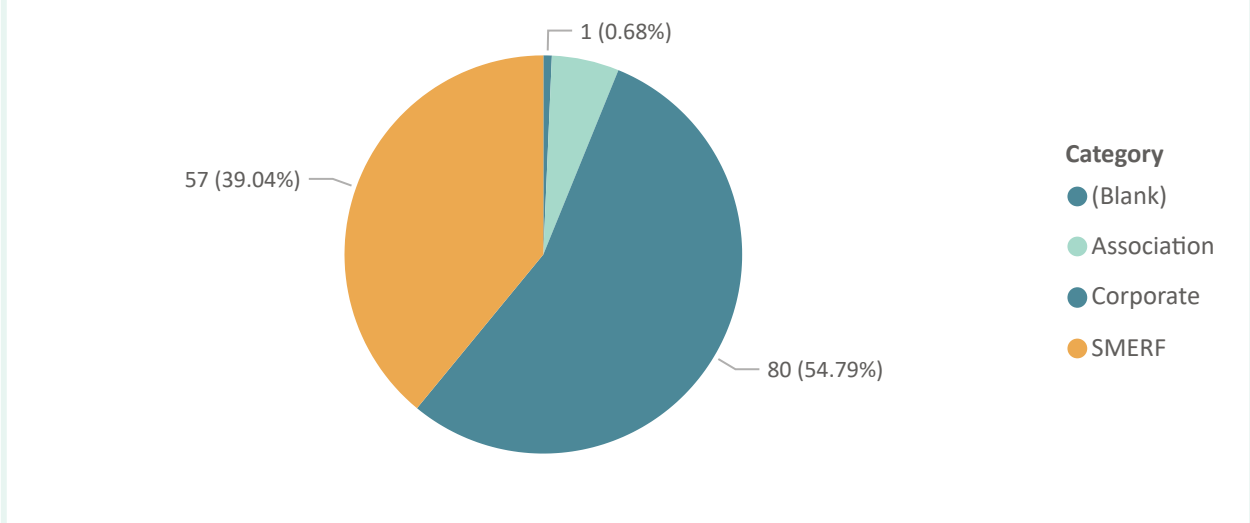
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

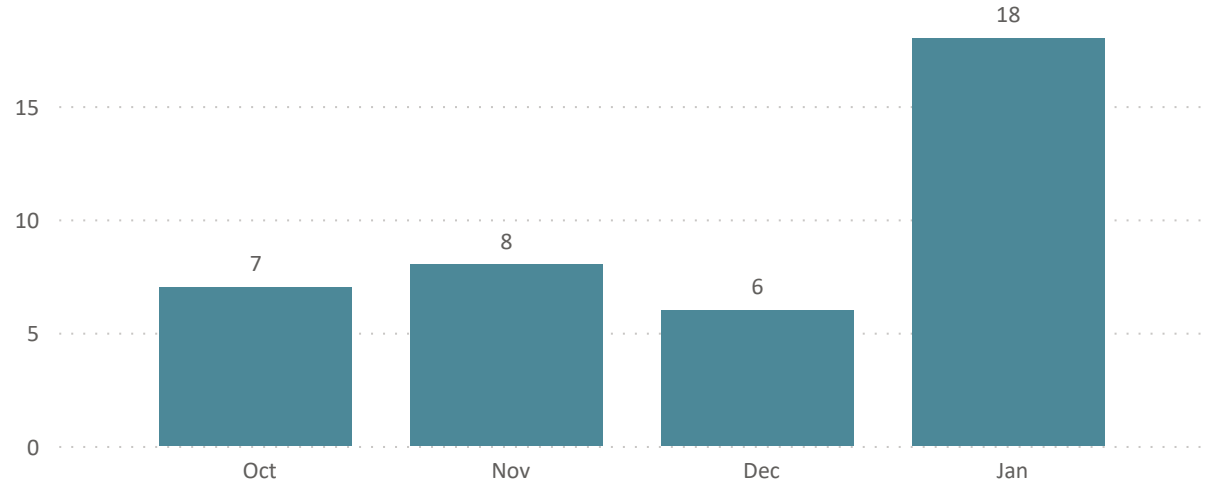
0 3000

39
Lost Opp YTD

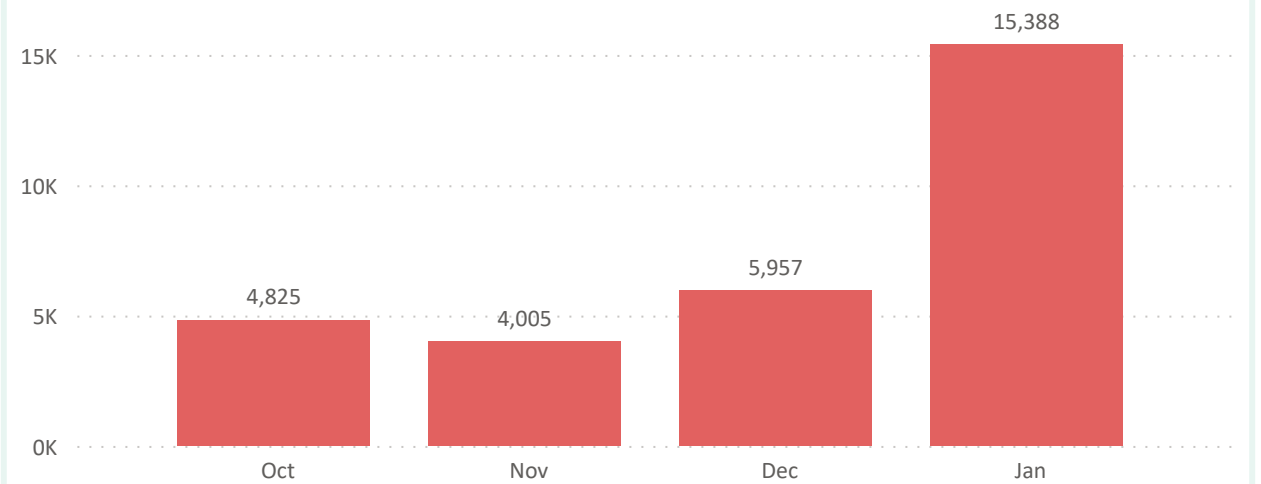
30,175
Lost Room Nights YTD

\$4,255,942
Lost Revenue YTD

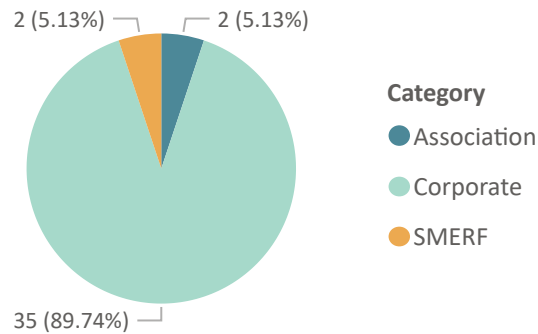
Lost Opportunities by Month



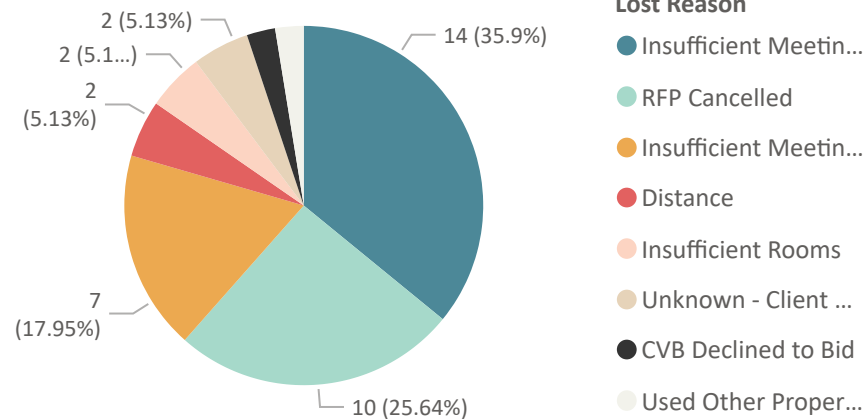
Lost Room Nights by Month



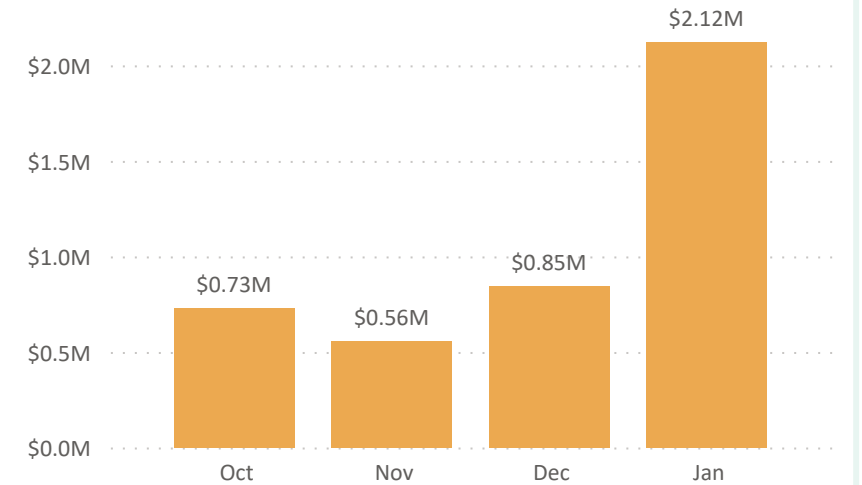
Lost by Category



Lost by Reason



Lost Revenue by Month



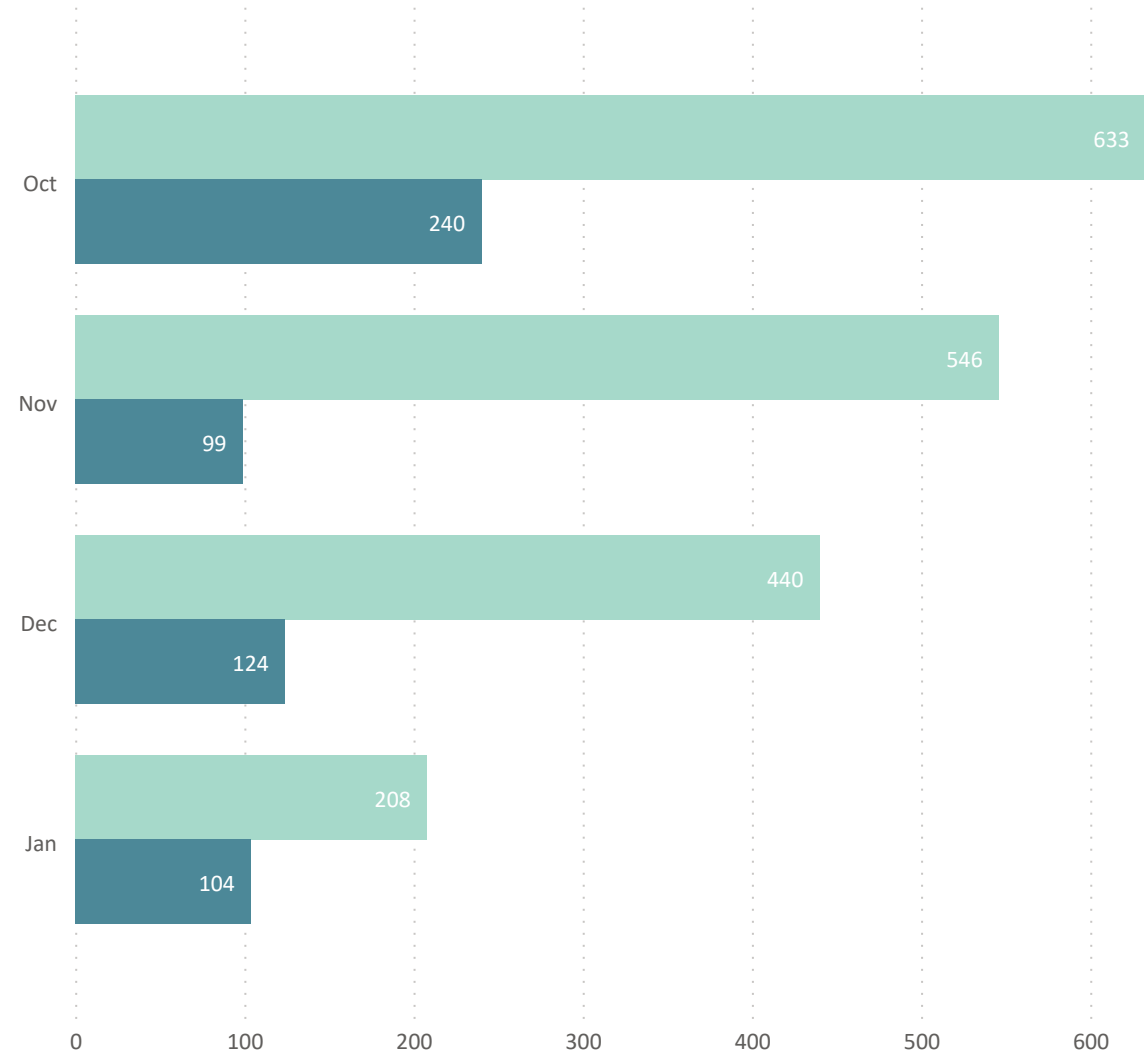
567
 Visitors YTD

63
 Tour Attendees YTD

[See details](#)

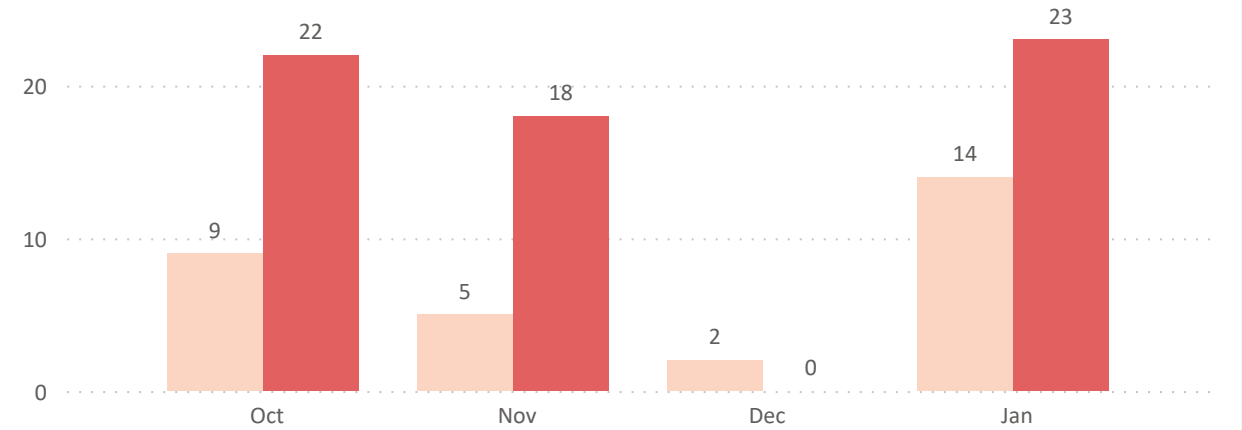
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month



130,956

Page Views YTD

81,029

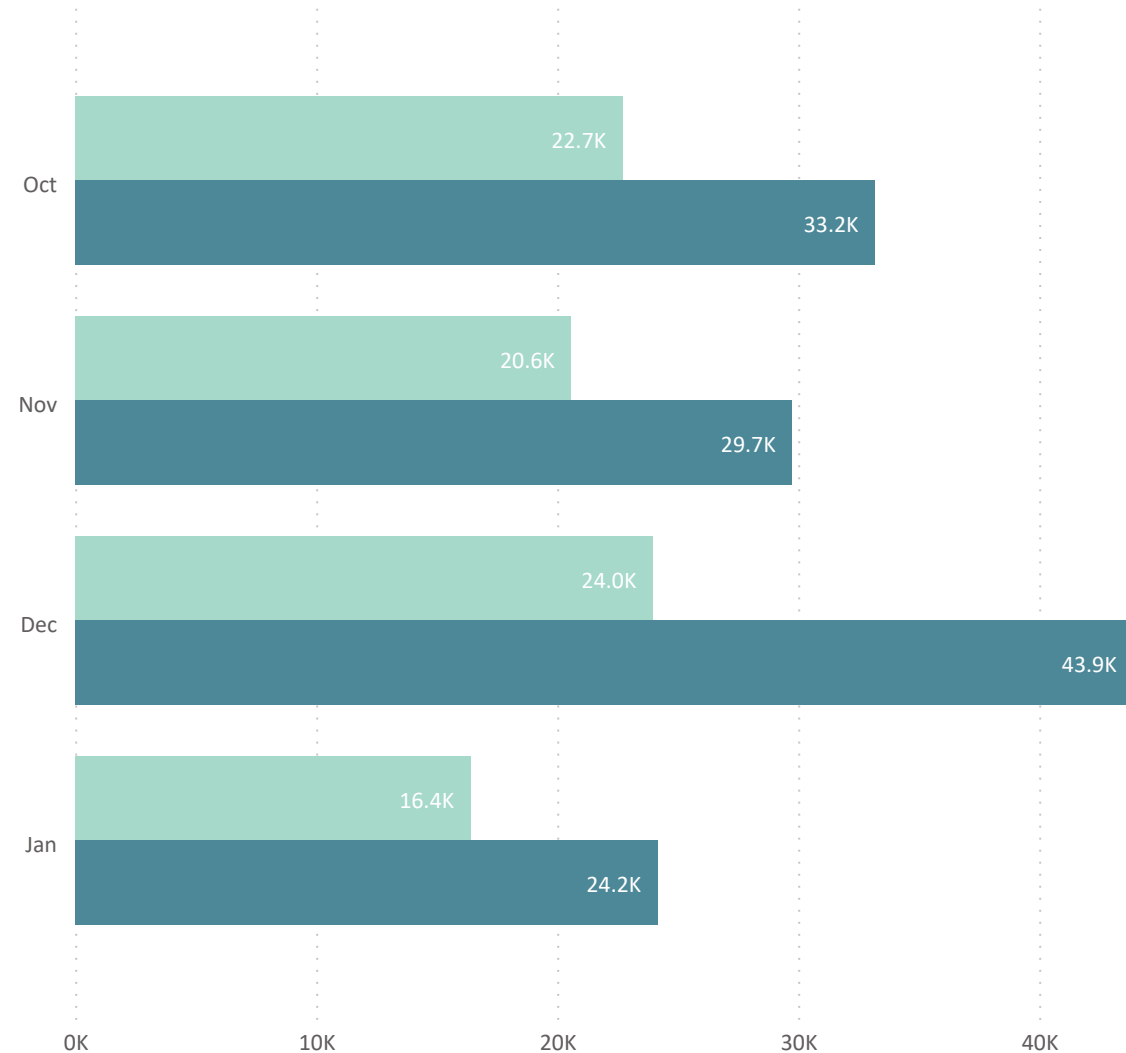
Sessions YTD

67,382

Users YTD

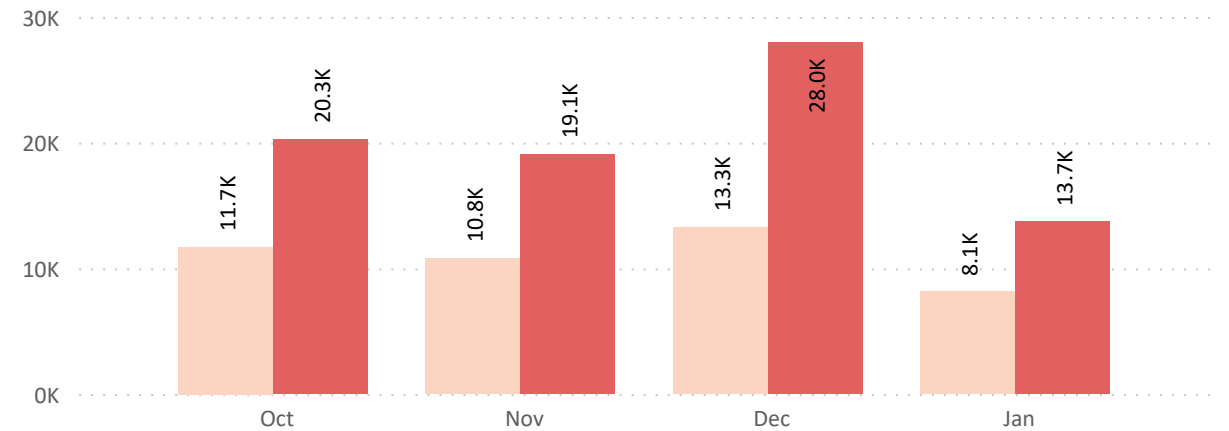
Page Views by Month

● Page Views LY ● Page Views



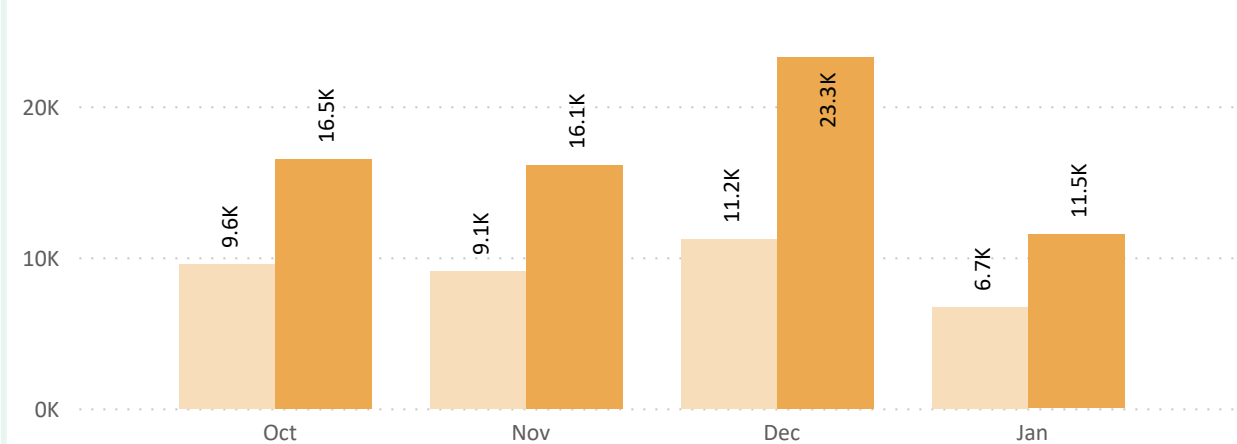
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users

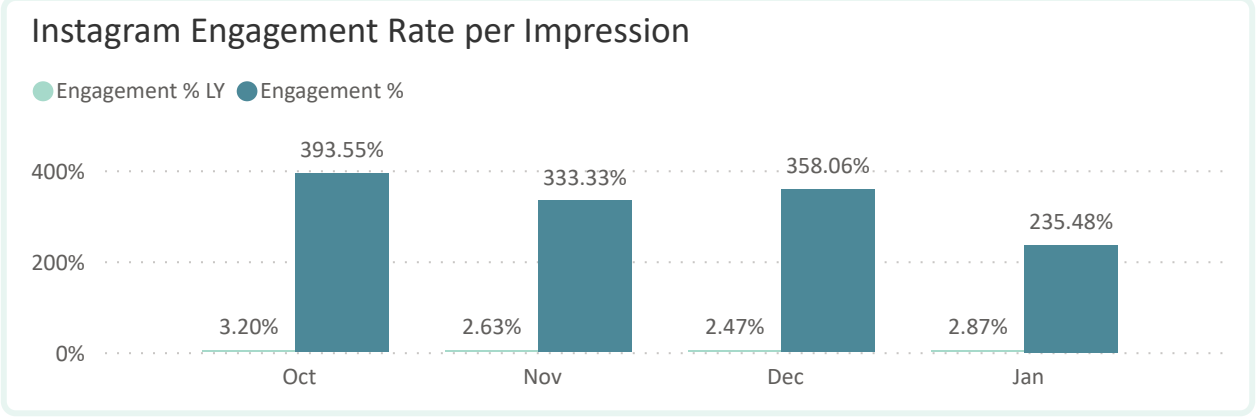
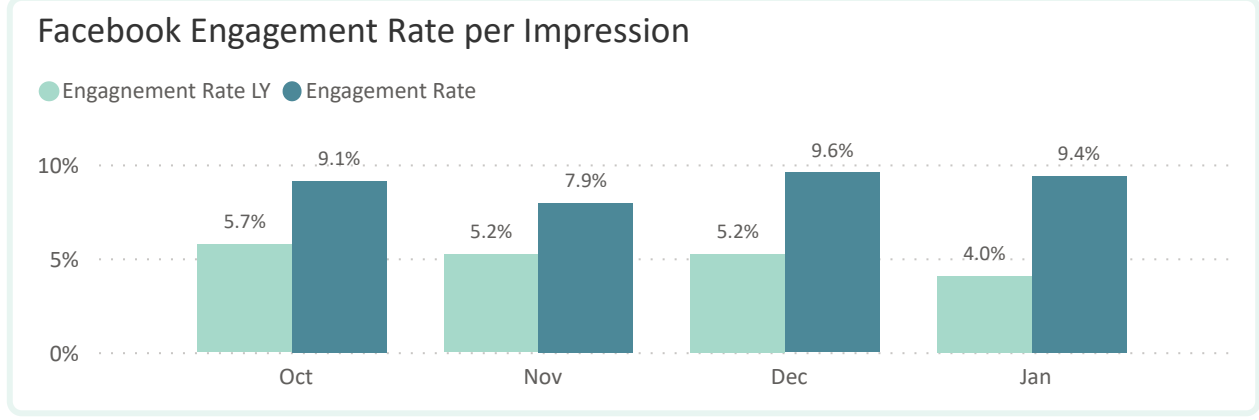
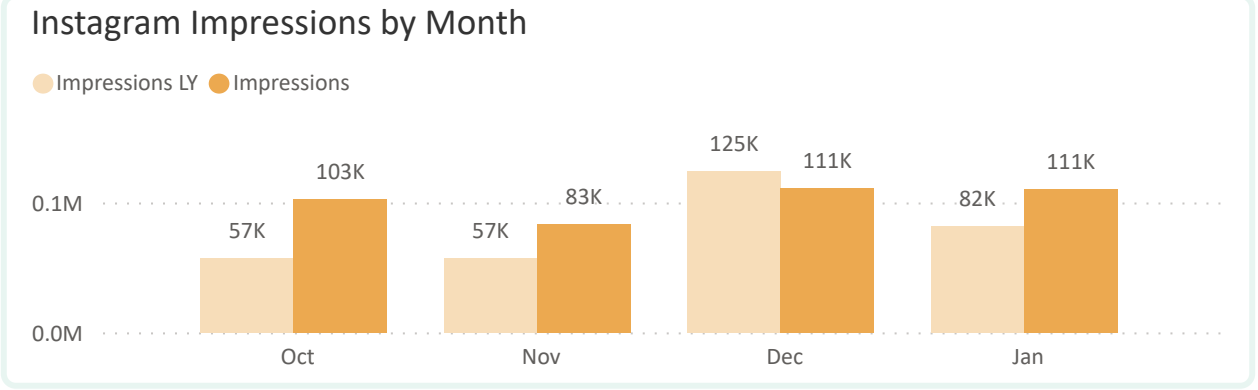
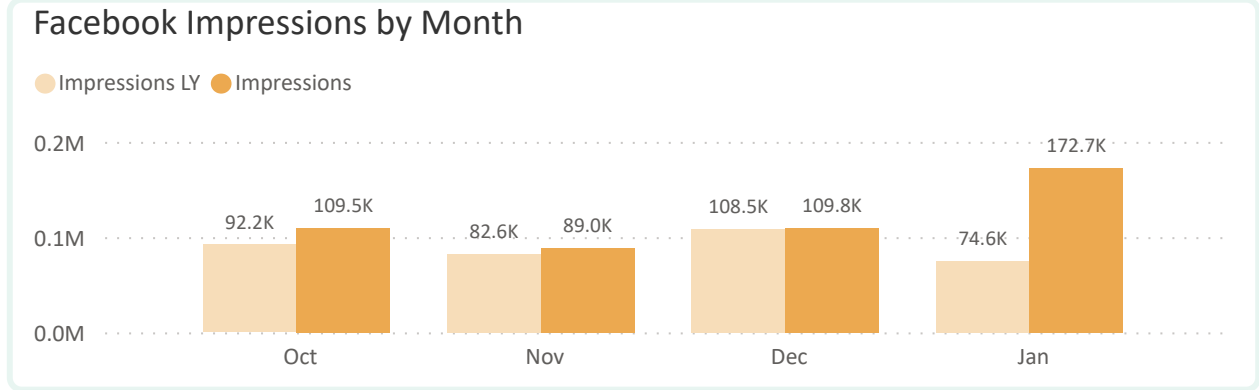
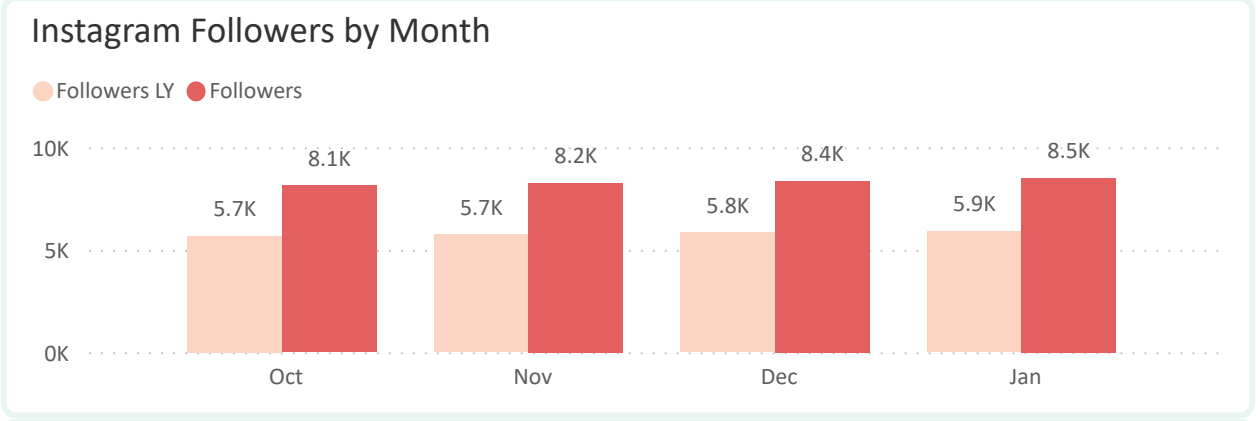
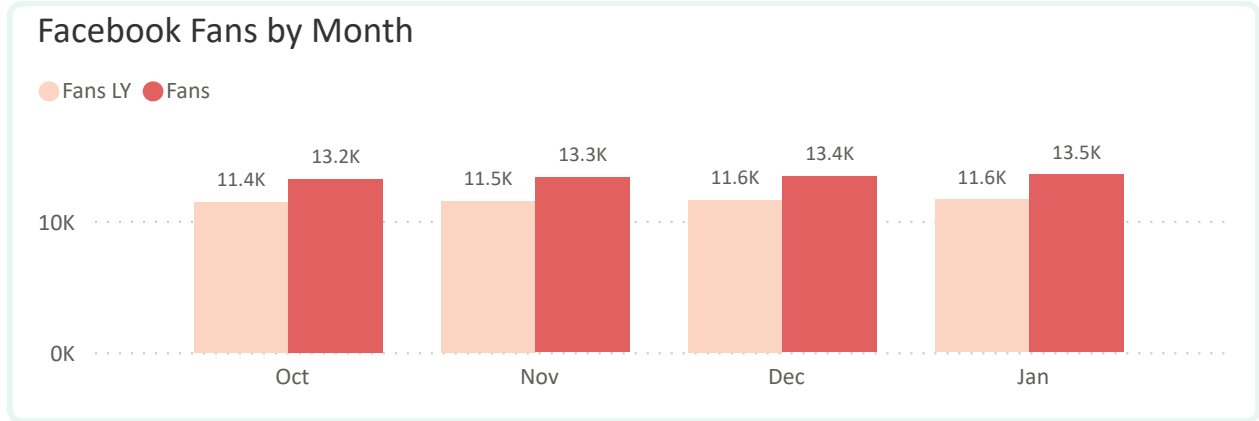


13,521
Current FB Fans

308
FB Posts YTD

8,502
Current IG Followers

220
IG Posts & Stories YTD

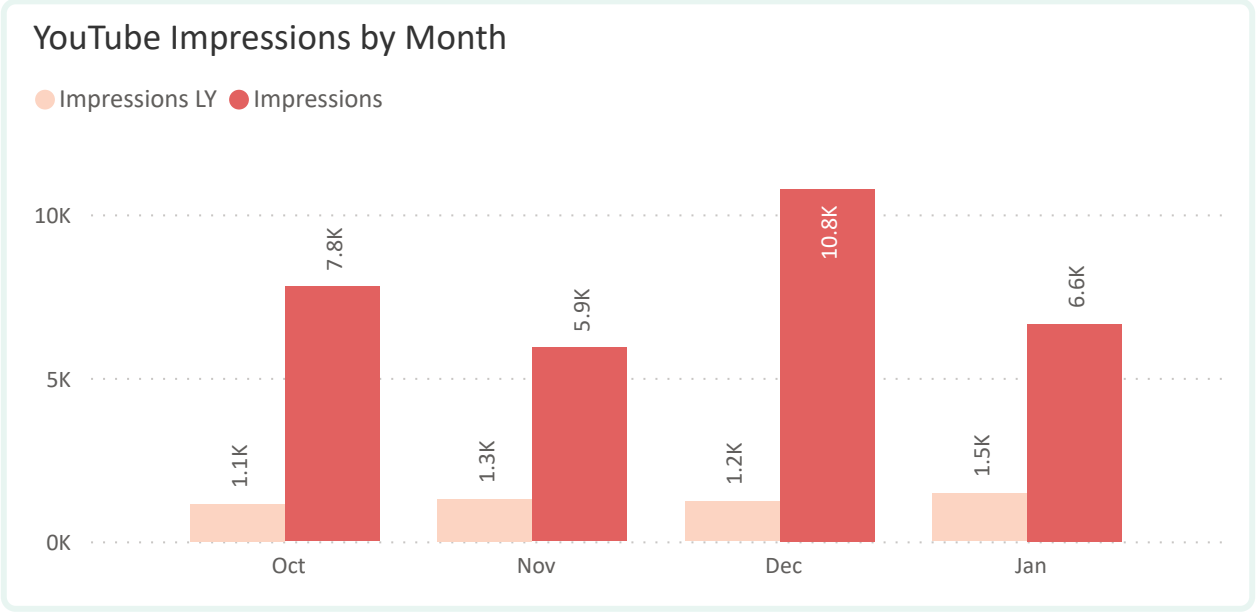
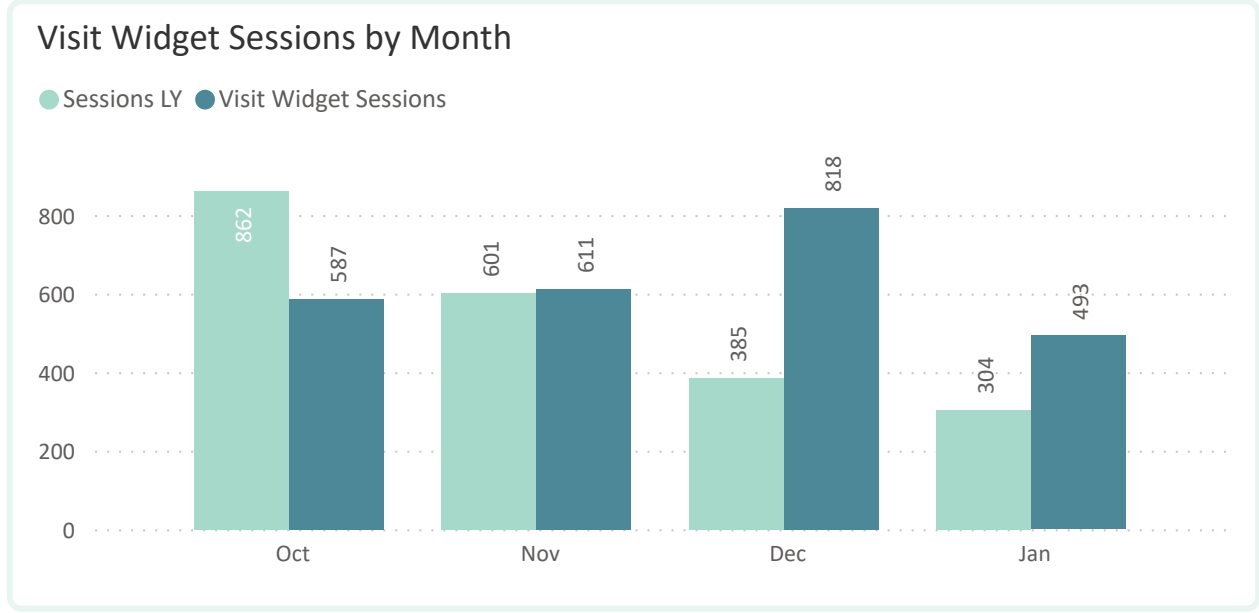
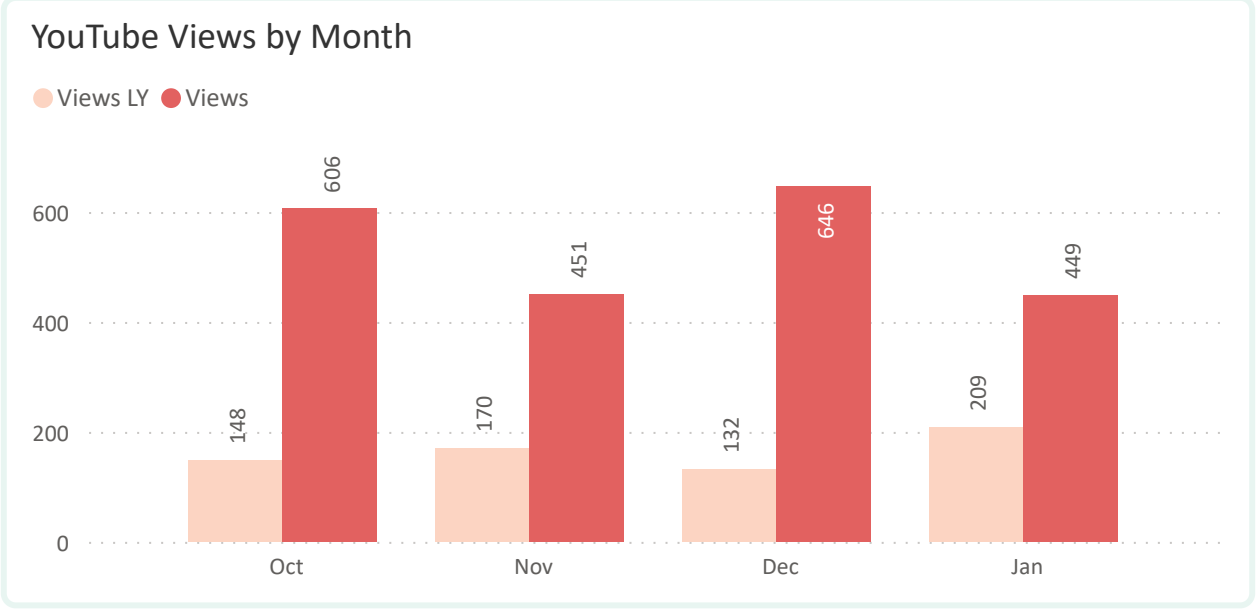
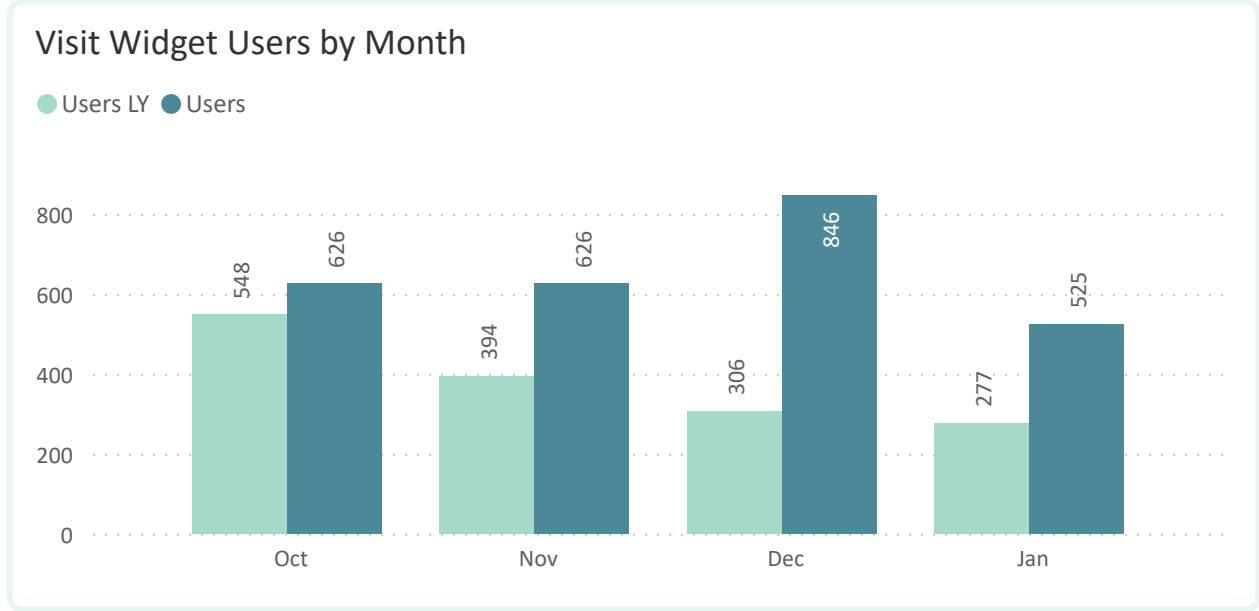


2,623
Visit Widget Users YTD

2,509
VW Sessions YTD

2,152
YouTube Views YTD

31,128
Impressions YTD



31.61%

Open Rate YTD

10.60%

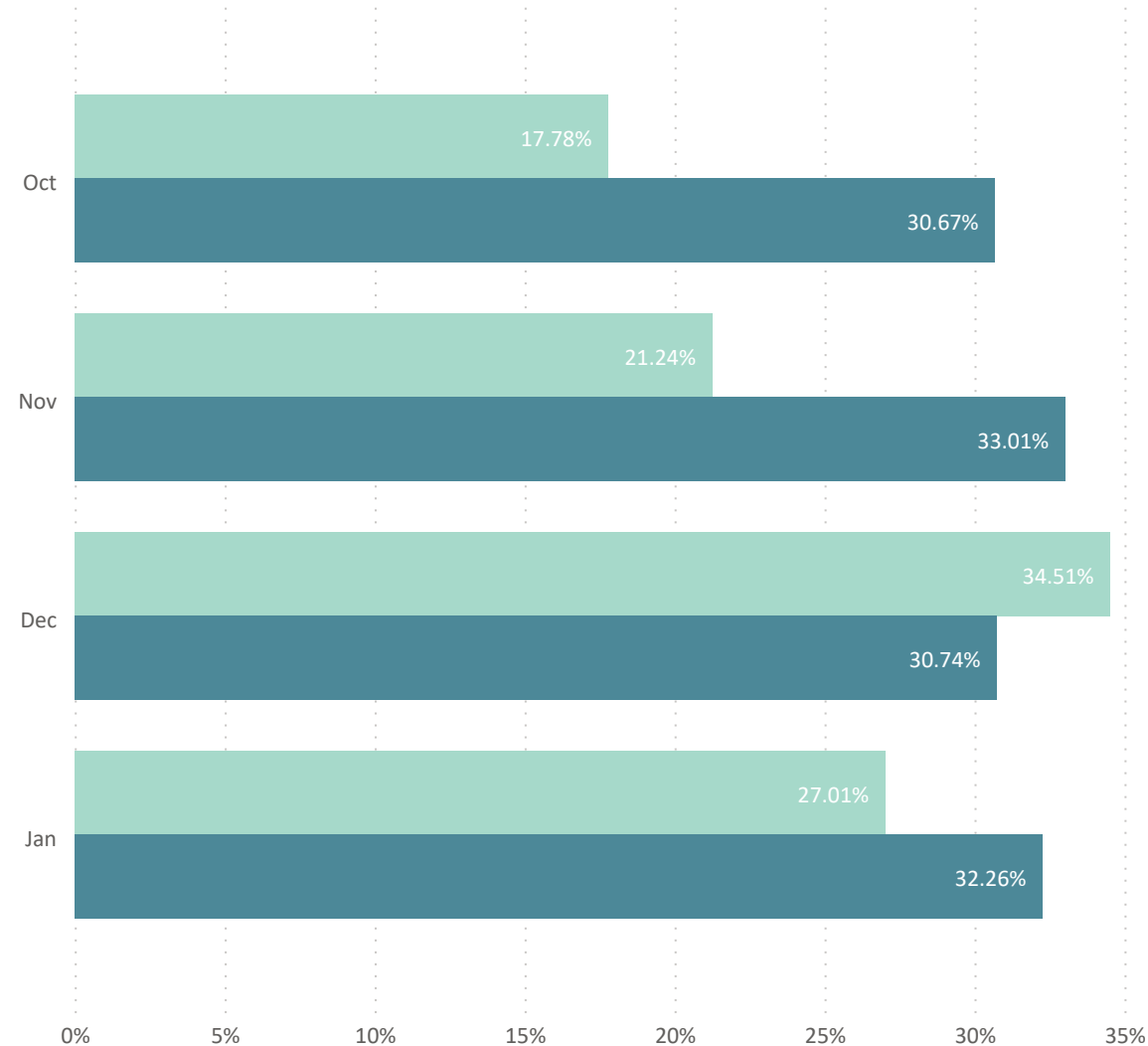
Click Rate YTD

63,381

Total Recipients YTD

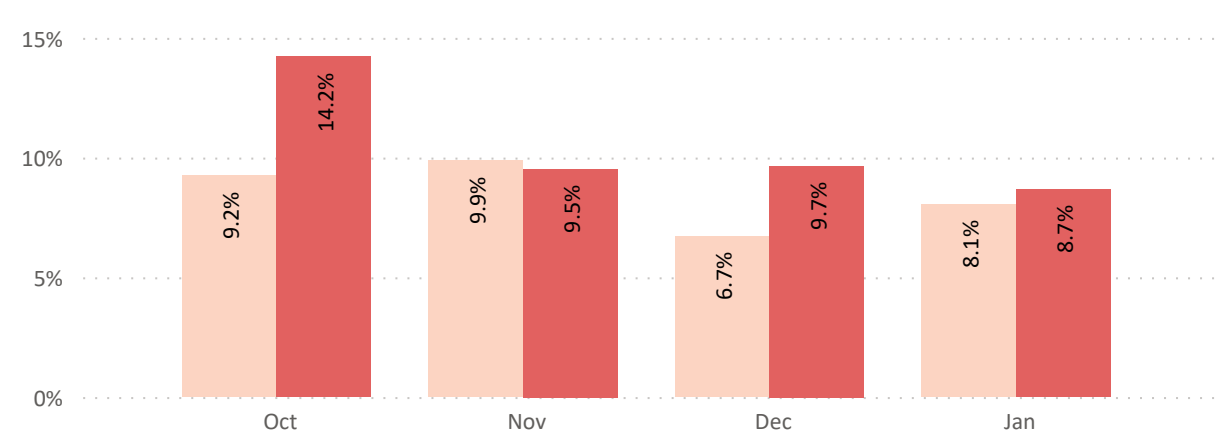
Open Rate by Month

● Open Rate LY ● Open Rate



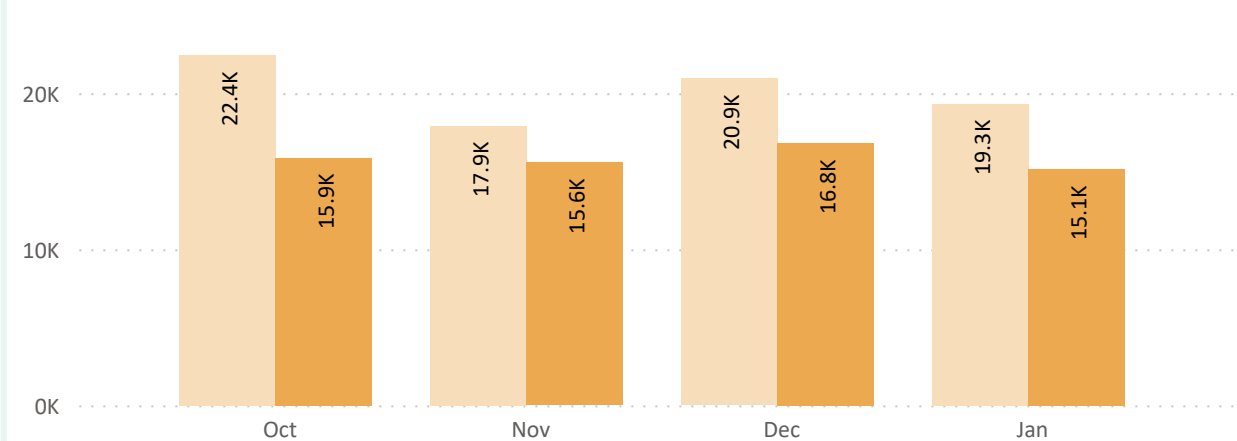
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



68.33%

Occupancy YTD

\$91.47

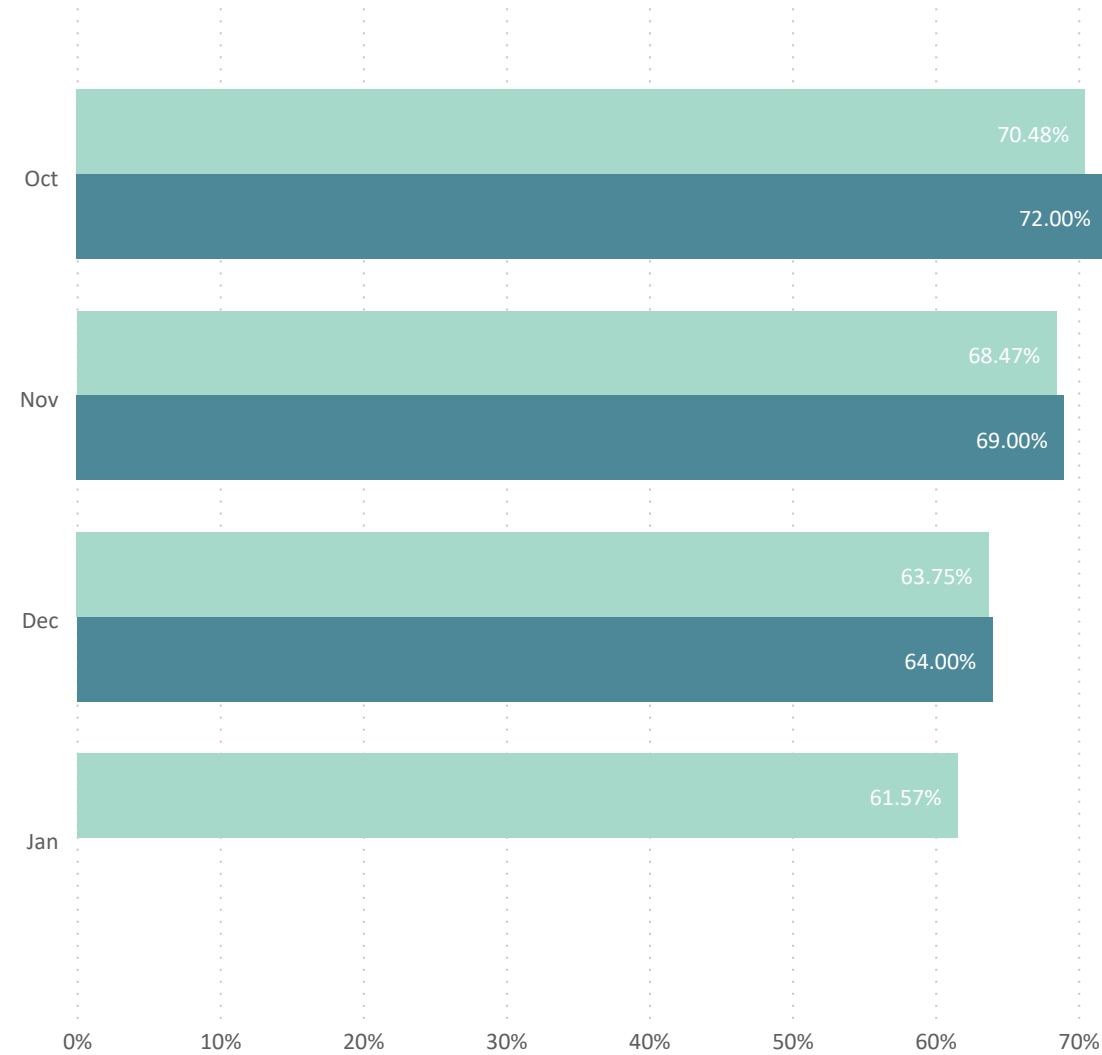
ADR YTD

\$9,626,882.77

Total Revenue YTD

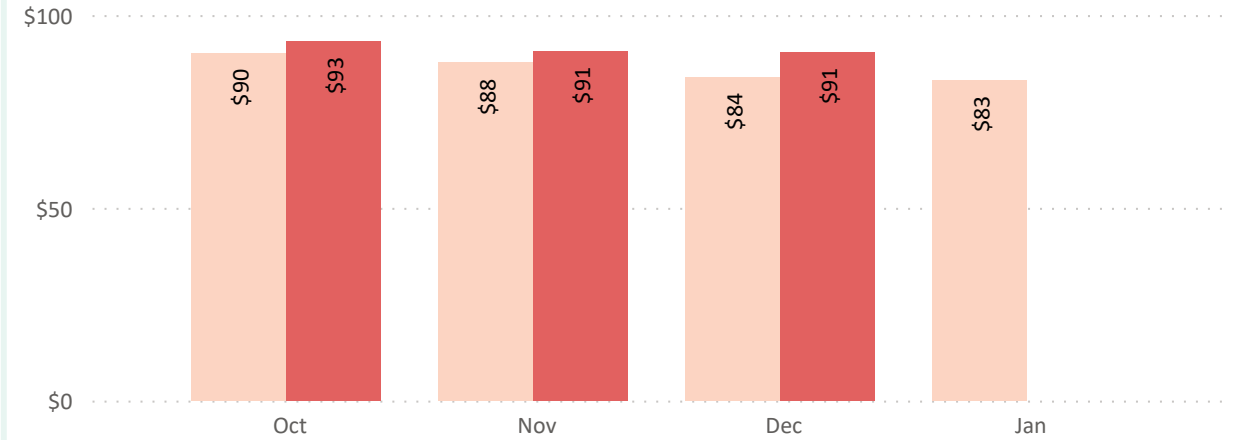
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



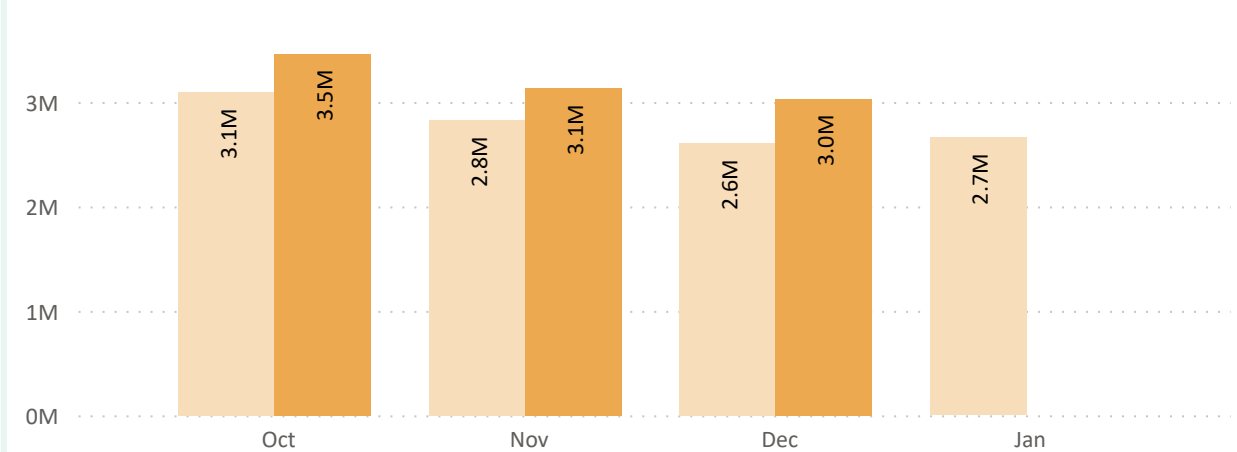
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



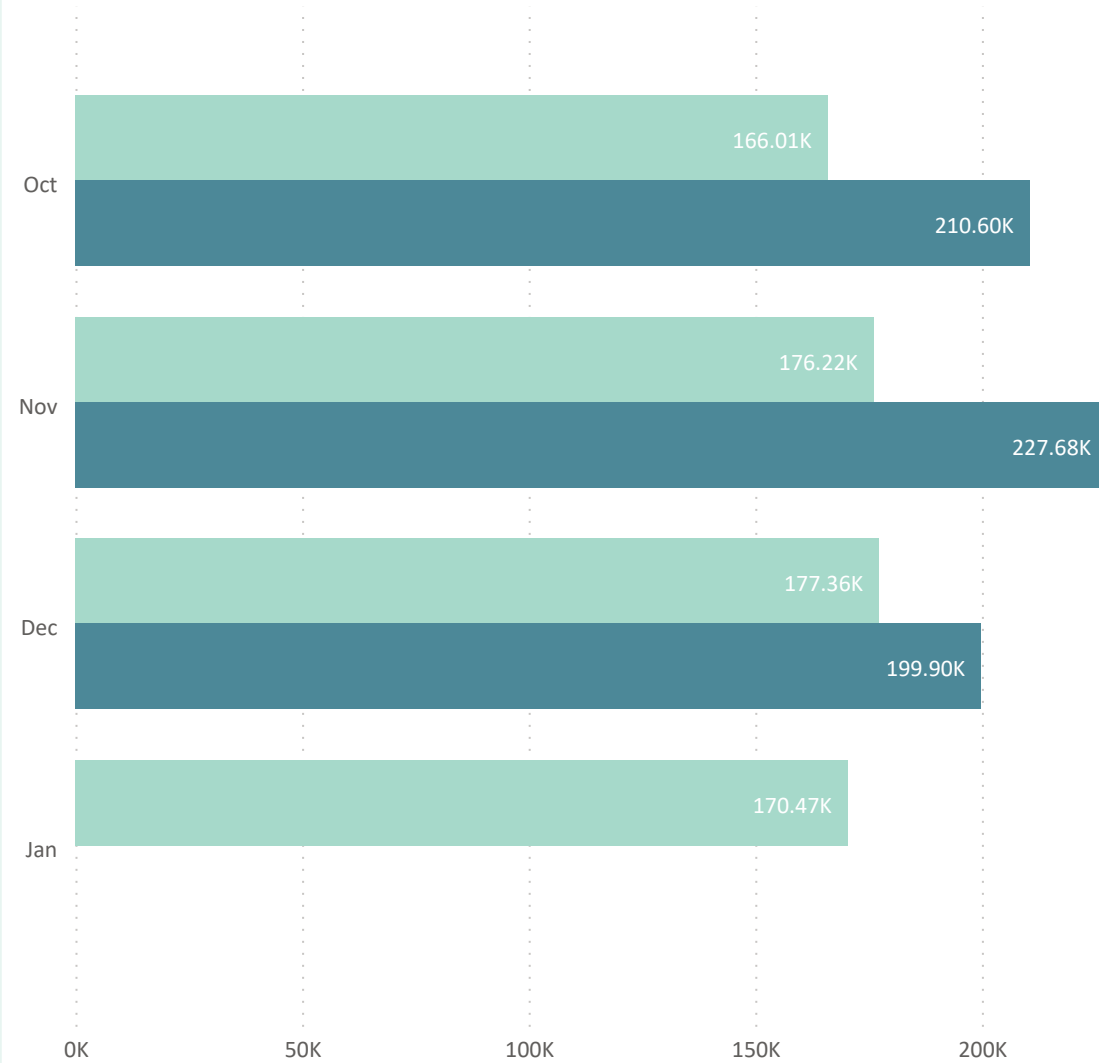
\$638,186
HOT Revenue YTD

38.63%
% Rooms Nights YTD

81,185
Room Nights YTD

Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



Amount Paid by Property

