



## August 2019

### I. ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2019: TTL Room nights: 451; TTL Revenue: \$46,308

#### WEDDINGS COMPLETED-August 2019 - TTL Room Nights: 146 TTL Rev.: \$16,488

- Thomas/Hutchens Wedding – Sheraton: TTL room nights: 10, TTL Rev.: \$1,030; Grand: TTL room nights: 29, TTL Rev.: \$4,431
- Demetro/Worsham Wedding – Sheraton: TTL room nights: 30, TTL Rev.: \$3,240
- Heather Cook – Grand: TTL room nights: 1, TTL rev; \$179
- Alpert Wedding – Hampton Inn: TTL room nights: 5, TTL Rev.: \$495
- McKamie/Fuerst Wedding – Hampton Inn: TTL room nights: 14, TTL Rev.: \$1,506
- Wilson/Tew Wedding – Hampton Inn: TTL room nights: 36, TTL Rev.: \$4,137
- Falk/Tate Wedding – One Preston Events in Gunter TX – 10 rooms at La Quinta and 10 at Holiday Inn & Suites, however, they were not in block, therefore unable to obtain a pick up report. (these rooms are not included in the total room nights figure) 21 room nights were picked up from the Comfort Suites booking link they provide, this link provides 20% off of available rates at time of booking. (Rate Averages around \$70). Avg TTL rev: \$1470

**Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.**

- Jessica Harshman – Chandlers Garden
- Parker Juarez - Rosemary Barn
- Lourdes Vasquez –Springs

#### ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2019: TTL Room nights: 305; TTL Revenue: \$29,820

##### ASSOCIATION – TTL Room Nights: 49; TTL Rev.: \$4,931

- Texas Christmas Tree Growers Association – Sheraton: TTL room nights: 45 Total Rev.: \$4,455
- Texas Lake Trails – Grand: TTL room nights: 4, TTL Rev.: \$476

##### CORPORATE – TTL Room Nights: 157; TTL Rev.: \$15,229

- Torchmark-LNL 101- 8/5-8/19, Sheraton: TTL room nights: 0; TTL Rev. \$ Class didn't make
- Torchmark-AIL 201- 8/12-14/19, Sheraton: TTL room nights: 103; TTL Rev. \$9,991
- Torchmark-LNL 301- 8/25-28/19, Sheraton: TTL room nights: 54; TTL Rev. \$5,238

**SMERF: TTL Room nights: 0; TTL Rev.: \$ N/A**

**SPORTS: TTL Room nights: 99; TTL Rev.: \$9,660**

- Southwest football college Officials-Sheraton: TTL room nights: 99; TTL Rev. \$9,660

### II. Visitors: FYTD Total (Oct.'18– Sept. '19): 4,726

**Total:** (includes all individuals that have come through the visitor's center)

- Out of State: 67
- Out of Country: 34
- Texas Residents: 24
- McKinney Residents: 5
- Register Total: 130
- Ticker Counter: 448

**III. RFP's: 9 (4-Association, 0-Corporate, 5-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Day Trips)**

**Association: 4**

1. TTIA 66<sup>th</sup> Texas Travel Counselors Conference – Spring 2021. April date with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Room nights: approximately 425
2. TTIA 67<sup>th</sup> Texas Travel Counselors Conference – Spring 2022. April date with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Room nights: approximately 425
3. National Horseshoe Pitchers Association – July 2022, 2-week event with a Monday-Saturday pattern. Peak room nights: 550 Approximately 1,000 -1,600 participants with approximately 5,000 spectators.
4. National Interscholastic Athletic & Afterschool Safety & Security Summit: Dates: Feb. 4-6, 2020. Arrival Date Feb. 3, 2020. TTL Room nights: 100; Attendees: 125. Meeting: MISD CEC

**Corporate: 0**

**SMERF: 5 (5-Weddings, 0-Social, 0-Sport, 0-Religious)**

1. Terry Bracken (MOB) – October 2019, River Rd Chateau
2. Lindi Blake – April 2020, Rosemary Barn
3. Megan White – May 2020, Stone Crest
4. Brooke Barnes – February 2020, Magnolia Grace Ranch
5. Erin Horomanski – August 2020, Stone Crest

**IV. Site Visits: 4**

1. Keisha Mayer – Bride, December 15, 2019 Wedding
2. 8/20/19-NCAA D2 Football Committee: McKinney: Sheraton & Springhill Suites. Allen: Delta & Pin Stack.
3. Lone Star Reel- Hotels, Venues, Restaurants, & Attractions. This is a result of the BREP joint Sales Calls.
4. National Interscholastic Athletic & Afterschool Safety & Security Summit. Dates: Feb. 3-6, 2020, TTL Room nights: 300, Attendees: 150, sent to the Sheraton, using meeting space at MISD CEC, Using Tups for one evening & catering in Mexican food for dinner. Assisting with a webpage link to our Visit McKinney website of things to do & see while this group is in town in February.

**V. Day Trips: 1**

1. Docents from the DeGolyer House at the Arboretum will be hosting a day trip to McKinney on August 14<sup>th</sup>. They will start at the Heard Craig House then enjoy shopping downtown. I will welcome them on Wednesday and give them coupons from the downtown merchants.

**VI. Advertising: Ads/materials created and submitted: Created/submitted materials (photo and text)**

**Blogs (Top 5) for AUGUST 2019:**

Blog Home Page - 94

NTTA – 94

Plan Your Trip (Visit Widget) – 44

McKinney Community Concerts -31

Organ Concert – 23

<b>BLOG VISITS - FY 18-19</b>	
<b>MONTH</b>	<b>Sessions</b>
Oct. 2018	384
Nov. 2018	250
Dec. 2018	232
Jan. 2019	380
Feb. 2019	294
Mar. 2019	298
April.2019	367
May.2019	467
June.2019	379
July.2019	500
August.2019	495
<b>FY 18-19</b>	<b>4,046</b>

**VII. AUGUST 2019 Visits on Homepage News Flash buttons & landing pages:**

- Weekend Update page – 194
- McKinney to Munich – 152
- Ask a Local - 58
- Tours - 15
- Grants – 14
- Getting Around Downtown – 10
- KPIs – 8
- Meeting Planners Guide – 170
- Yarn Crawl – 85
- THSLL - 5

**VIII. AUGUST 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Bus Tours Magazine info submitted for Sept.-Oct. 2019 issue
- Updated the McKinney-to-Munich page with the new contest logo and other info
- Submitted MPI-DFW Partner info
- Submitted email newsletter info for Tour Texas September 2019
- Submitted Texas Event Calendar events for winter (Dec.-Feb.)
- Made Board's changes to Strategic Plan and submitted to City Comm.
- Created coupon sheets for:
  - Yarn Crawl
  - Dallas Arboretum DeGloyer House docents
  - Texas Lakes Trail

**IX. Advertising- Website & Publication ROI Tracking:**

- Business 360 – 3
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 15
- MHS Lions – 5
- MHNS Bulldogs - 3
- Polka News – 2
- Texas State Travel Guide – 1
- Stonebridge Ranch News – 12

- Texas Highways – 10
- Meet Texas – 1
- Historic Calendar - 3

**AUGUST 2019 SOCIAL MEDIA**

<b>FACEBOOK STATS</b>					
<b>FY 18-19</b>	<b>New Likes</b>	<b>TTL Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
Oct. 18	97	7,491	92,814	378,097	2,678,708
Nov. 18	65	7,556	88,311	449,685	2,860,148
Dec. 18	63	7,619	159,866	1,042,216	4,343,739
Jan.19	76	7,695	135,200	1,022,782	4,626,660
Feb. 19	146	7,845	129,516	831,301	4,108,790
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610
June.19	110	8,349	94,367	511,199	3,682,075
July.19	110	8,459	119,343	490,099	4,686,919
August.19	304	8,763	104,625	438,578	4,586,953
<b>TOTALS</b>	<b>1,365</b>	<b>N/A</b>	<b>1,362,959</b>	<b>8,200,919</b>	<b>46,886,621</b>

<b>AUGUST 2019 Web Traffic</b>	<b>Users</b>
Mobile	4,554
Desktop	1,750
Tablet	629
<b>TOTAL</b>	<b>6,933</b>

<b>INSTAGRAM</b>	<b>New Followers</b>
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
April-19	77
May-19	61
June.19	71
July.19	79
August.19	88
<b>TOTAL</b>	<b>1,711</b>

<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
July.2019	203	1
August.2019	445	2
<b>TOTAL</b>	<b>8,881</b>	<b>48</b>

<b>TWITTER – AUG. 2019</b>	
Followers	5,237 (+47)
Tweets	6818 (+63)
Tweet	140,000
Profile Visits	129
Mentions	10

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
July.2019	6,596	13,422	5,670
August.2019	8,046	15,664	6,933
<b>FY 18-19</b>	<b>52,089</b>	<b>110,290</b>	<b>44,274</b>

#### **AUGUST 2019 Website Numbers**

<b>Google Bus. Page</b>	<b>Page Views</b>	<b>Web visits</b>
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2150	56
May.2019	2,060	45
June.2019	2,144	29
July.2019	1,860	35
August.2019	1,490	34
<b>TOTAL</b>	<b>20,889</b>	<b>390</b>

**AUGUST 2019 - TOP 25 WEB PAGES**

Page	Pageviews	Unique Page Views
Home Page	3,075	6,345
Calendar	2,325	2,400
McKinney to Munich	1,979	1,395
Visitors Guide	225	168
Explore	200	151
Events	196	159
Monthly Annual Events	193	177
Shopping Centers	191	170
Weekend Update	178	143
Dining	161	107
Event Planning	149	132
McK-to-Munich home button	137	105
Ask a Local	126	113
Calendar entry	118	103
Parks Trail Map	117	109
Weekend Update sign-up	115	98
Accommodations	114	100
Calendar item	106	84
Calendar Item	104	87
Blog main page	94	88
Blog – toll tag	94	78
Shopping	92	90
About McKinney	90	63
Tours	88	69
Yarn Crawl Landing page	85	62
Bed & Breakfasts	84	73

**Top Countries – AUGUST 2019**

Country Breakdown	Users	New Users	Sessions
United States	6,459	6,221	7,537
Canada	313	312	328
France	40	40	40
Germany	21	21	22
India	20	20	20
South Korea	13	13	13
(not set)	12	12	12
United Kingdom	10	10	10
Mexico	7	6	8
Denmark	5	5	5

**Top States**

State Breakdown	Users	New Users	Sessions
Texas	4,885	4,653	5,815
Virginia	132	128	144
California	115	111	122
Oklahoma	112	111	118
Illinois	82	79	100
New York	74	56	63
Pennsylvania	67	67	72
Florida	66	64	71
Missouri	47	44	49
Tennessee	53	52	58

#### Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,481	1,392	1,642
McKinney	1,444	1,285	1,846
Plano	247	237	268
Allen	187	171	219
Frisco	114	137	165
Austin	98	95	115
Prosper	94	90	105
Houston	78	75	84
Fort Worth	75	75	76
Richardson	69	66	83

VISIT WIDGET - AUGUST 2019				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>55</b>	<b>57</b>	<b>254</b>	
<i>Desktop</i>	36	38	181	
<i>Mobile</i>	19	19	73	
<b>Mobile APP</b>	<b>168</b>	<b>169</b>	<b>961</b>	
<i>App-iOS</i>	136	137	812	57
<i>App-Android</i>	32	32	149	21
<b>TOTAL</b>	<b>223</b>	<b>226</b>	<b>1215</b>	<b>78</b>

CROWDRIF GALLERIES - AUGUST 2019		
Gallery	Interactions	Views
Being Social	19	20
Explore	87	164
Dining	8	145
History (Downtown)	30	76
Events	16	168
Home Gallery	69	1,100
<b>TOTAL</b>	<b>229</b>	<b>1,673</b>

Advertising- Website & Publication ROI Tracking:  
 Publicity: *Does not include \$30,000 for Grants*



<b>FY 18-19</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$ 141,470</b>

<b>AUGUST 2019 FREE MEDIA</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
Bubble Life	Shared Blog/web updates (10 times)	\$0	\$10,000	\$30,000	700,000
Courier Gazette	Article from info sent to them	\$756	\$1,000	\$5,268	75,000
Courier Gazette	1/2 pg. Article: Guy discusses tours and Visit McKinney	\$2,324	\$1,000	\$9,972	75,000
Meetings Today	Full page article about Visit McKinney/TDA conf.	\$11,000	\$3,000	\$43,500	98,601
<b>TOTALS</b>		<b>\$14,080</b>	<b>\$15,000</b>	<b>\$88,740</b>	<b>948,601</b>
<b>FY 18-19</b>		<b>\$54,467</b>	<b>\$255,515</b>	<b>\$1,104,002</b>	<b>15,974,601</b>

**X. LOST BUSINESS: 3**

1. TTIA 66<sup>th</sup> Texas Travel Counselors Conference – Spring 2021. April timeframe with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Conference Travel Expo space requirements are too large for Sheraton, unable to accommodate 70 – 10’x10’ booths with 8’ high back and 10’ in between rows.
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