

Talking Points January 2017 for December 2016

MCVB Updates:

MCVB Room Nights Generated: 2016): TTL Room nights: 189; TTL Revenue: \$ 16,298

Weddings completed in December 2016 - TTL Room Nights: 84 TTL Rev: \$8993

- L. Schinall Wedding – Hampton Inn, TTL Rooms: 8, TTL Rev: \$ 912
- Barron-Rhodes Wedding – Comfort Suites, TTL Rooms:16, TTL Rev \$1344
- Gajewski-McGowan Wedding –Holiday Inn, TTL Rooms: 10, TTL Rev: \$ 1037
- Sepeda/Beene Wedding – Hampton Inn, TTL Rooms: 18, TTL Rev: \$2052
- Lindsey Lacey Wedding – Hampton Inn, TTL Rooms: 32, TTL Rev: \$3648
- Jose Cerda Wedding – no pick up

Education Groups: N/A

Sports Groups:

Sports Source: Sheraton -TTL Rooms: 105, TTL Rev: \$13,396. Holiday Inn - TTL Rooms: 59, TTL Rev: \$7305

Associations/Corporate: TTL Room nights; TTL Revenue: \$ 0

Visitors:

FYTD Total (October '16 –September '17): YTD Total: 5639

December Total: 342

Out of State: 24

Out of Country: 19

Texas Residents: 13

McKinney Residents: 6

Day Trips: 1

- Marianne Scruggs –Dallas Garden Club

RFP's: 16 (1-Association, 0-Corporate, 13-Weddings, 2-Social, 0 -Sports, 0 -Day Trips)

- TCCE Annual Convention 2019 – Sent to Sheraton
- Kate Nazzocco Wedding – March 2017
- Claire Chaney Wedding – December 2017, The Springs
- Hochevar/Scott Wedding – January 2017, The Grand
- Nease Wedding – February 2017, The Springs
- Casey Wilt Wedding – March 2017, The Springs
- Jacinda Jeter Wedding – April 2017, Rustic Grace
- Laura Clark Wedding – September 2017, Mitas Hill

MEDC-MCDC-MAIN ST.

- Camry Farhat Wedding – September 2017, The Springs
- Blair Bundren Wedding – April 2017, The Springs
- Katie Almaleh Wedding – October 2017, The Springs
- Tracey Gayle Wedding – May 2017, The Springs
- Dannie Teese Wedding – July 2017, The Springs
- Vintage Market Days 2017- 20 room nights Comfort Inn & Suites over 3 days; 8,000 attendees.
 - May 7-9, 2017
 - November 17-19, 2017

Advertising:

- **Ads/materials created and submitted:**
 - Submitted Texas Meetings + Events text and photos
 - Submitted profile page for NTA
 - Submitted design elements and photos to VisitWidget

December 2016 Media Coverage:

<i>WEBSITE ANALYTICS – DEC. 2016</i>					
Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg. Views	Lifetime Pg. Views
3478	8795	2976	134,811	552,622	115,018