



November 2019

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2019: TTL Room nights: 1002; TTL Revenue: \$107,499

WEDDINGS COMPLETED- November 2019 - TTL Room Nights: 642; TTL Rev: \$72,073

Grand Hotel

- 1 Wedding block
- 62 total room nights
- \$9,958 total revenue

Sheraton Hotel

- 12 Wedding Blocks
- 388 total room nights
- \$42,219 total revenue

Hampton Inn

- 18 Wedding Blocks
- 102 total room nights
- \$11,423 total revenue

Holiday Inn & Suites

- 2 Wedding Blocks
- 49 total room nights
- \$4,851 total revenue

Comfort Suites

- 31 total room nights
- \$2,418 total revenue

Spring Hill Suites

- 1 Wedding block
- 10 total room nights
- \$1,204 total revenue

ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2019: TTL Room nights: 360; TTL Revenue: \$35,426

ASSOCIATION: TTL Room Nights: 0; TTL Rev.: \$ 0

CORPORATE: TTL Room Nights: 269; TTL Rev.: \$26,489

- Torchmark LNL 101-Sheraton: TTL room nights: 251; TTYL Rev. \$24,347
- Nature Nates-Grand: TTL room nights: 18; TTYL Rev. \$2,142
- Emerson FC1605/1100-Holiday Inn: TTL room nights: ; TTYL Rev. \$ No response from Hotel
- Emerson IV 1006-Holiday Inn: TTL room nights: ; TTYL Rev. \$ No response from Hotel
- Emerson IV 1100-Holiday Inn: TTL room nights: ; TTYL Rev. \$ No response from Hotel

SMERF: TTL Room nights: 61 TTL rev: \$5,417

- **Holiday Inn -1 Block**
 - Vintage Market Days
 - 54 total room nights
 - \$4,590 total revenue
- **Hilton Home 2 - 1 Block**
 - Vintage Market Days
 - 7 room nights
 - \$827 total revenue

SPORTS: TTL Room nights: 30 TTL Rev: \$3,520

- **Holiday Inn – 4 sports blocks, only 1 had pick-up**
 - US Tennis/Courts of McKinney
 - 5 total room nights



- \$545 total revenue
- **Hilton Home 2 – 2 blocks**
 - US Tennis/Courts of McKinney
 - 7 total room nights
 - \$833 total revenue
 - U90C Soccer – League Challenge Cup
 - 18 total room nights
 - \$2,142 total revenue

II. Visitors: FYTD Total (Oct. '19– Sept. '20): 928

November 2019 Total: (includes all individuals that have come through the visitor's center)

- Out of State: 71
- Out of Country: 9
- Texas Residents: 10
- McKinney Residents: 0
- Register Total: 90
- Ticker Counter: 425

Top Five States requesting information:

1. Texas
2. Arkansas
3. Arizona
4. Nevada
5. New York

III. RFP's: 5 (2-Association, 0 -Corporate, 0-Weddings, 3-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association: 2

1. ILEAD Grand: Grand: 12/2-6/19; total attendees: 10
2. Encore Wire: Grand: 12/3-5/19; total attendees: 27

Corporate: 0

SMERF: 3 (0-Weddings,3-Social, 0-Sport, 0-Religious)

1. Eastern Stars – Contact: Nancy Hardy. Date: April 3-5, 2020. Attendees: 40-60. Total room nights: approximately 40
2. Junior League of Collin County – Contact: Caitlin Ayers. Date: March 30, 2020. Meeting space only. Attendees: 200
3. The 99's – Contact: Laurie Peake, Attendees: 100, Total Room nights: 50

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

Blogs (Top 5) for NOVEMBER 2019: 468

Open for Thanksgiving-194
 DCI -175
 NTTA-59
 Blog Home Page-25
 Benji House-15

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
FY 18-19	852



NOVEMBER 2019 Homepage News Flash buttons (Top 5): 435

- Weekend Update-166
- Open for Thanksgiving Dinner-137
- DCI-95
- D2 Link-24
- Take a Tour -13

NOVEMBER Landing Pages: 287

- NCS4-9
- KPIs-6
- Meeting Planners Guide (pages combined)-243
- Turlaxin-29

V. OCTOBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote Where to Eat on Thanksgiving blog
- Submitted editorial content, photos and ad to Bus Tours Magazine
- Submitted ad to Texas Meetings + Events
- Final approval of Native Texan article
- Submitted Texas Events Calendar Spring ad
- Submitted Convention South ad

Advertising- Website & Publication ROI Tracking:

- Daytripper - 21
- TourTexas-3
- TSAE - 26
- Texas Meetings+Events-1
- Small Market Meetings-1
- Boyd Broncos-3
- Meet Texas-1
- Historic Calendar - 1

NOVEMBER 2019 SOCIAL MEDIA

FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
NOV.2019	160	9,543	121,629	1,127,541	4,041,914
TOTALS	260	N/A	239,362	1,741,870	8,625,104

TWITTER - NOVEMBER 2019	
Followers	5,352 (+12)
Tweets	6,977 (+103)
Tweet Impressions	138,000
Profile Visits	129
Mentions	34



INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov. 2019	53
TOTAL	2,503

NOVEMBER 2019 YOUTUBE

YOUTUBE	Views	Subscribers
<i>Historical #s</i>	9,242	49
Oct. 2019	208	1
Nov. 2019	172	0
TOTAL	9,622	50

NOVEMBER GOOGLE BUSINESS PAGE

Google Bus. P.	Page Views	Web visits
Oct. 2019	2,540	25
Nov. 2019	4,820	31
TOTAL	7,360	56

NOVEMBER 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov. 2019	5,202	10,499	4,428
FY 19-20	9,835	20,685	8,294

OCT 2019 Traffic	Users
Mobile	2,673
Desktop	1,459
Tablet	296
TOTAL	4,428



NOVEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	1,734	1,398
Calendar (general)	1,214	956
DCI press release	461	415
Events pg.	230	178
DCI blog	196	175
Thanksgiving restaurants blog	184	162
NCAA D2 Football	176	162
Shopping Centers	165	149
Visitors Guide	151	112
Weekend Update	151	77
Monthly events	139	104
Explore	128	108
Shopping	120	111
Dining	111	84
Calendar listing	110	60
Event Planning	93	79
Home page button (Thanksgiving)	90	74
Calendar	84	72
About McKinney	81	65
Calendar item	73	72
DCI Home page button	74	70
Accommodations	73	60
Bed & Breakfasts	70	64
Blog-NTTA Tollway	64	59
Weekend Update sign-up	59	45

Top Countries-NOVEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	4,180	4,254	5,202
Canada	79	79	84
(undefined)	26	26	27
France	15	15	15
India	14	14	14
Germany	13	12	13
Argentina	12	12	12
S. Korea	11	11	11
Mexico	8	8	8
Philippines	7	7	7



Top States

State Breakdown	Users	New Users	Sessions
Texas	2,797	3,503	4,421
California	141	139	148
Virginia	84	84	85
Oklahoma	53	50	62
Florida	46	45	46
Illinois	45	44	47
Missouri	36	34	38
Oregon	29	29	29
N. Carolina	27	26	30
New York	26	25	26

Top Cities

City Breakdown	Users	New Users	Sessions
McKinney	1084	957	1395
Dallas	962	908	1101
Plano	155	145	167
Allen	122	112	135
Frisco	101	97	112
Austin	68	60	77
Houston	47	47	52
Prosper	47	44	51
Richardson	47	43	54
Fort Worth	37	36	40

CROWDRIFT GALLERIES - NOVEMBER 2019		
Gallery	Interactions	Views
Being Social	22	32
Explore	38	112
Dining	4	132
History (Downtown)	28	108
Events	14	278
Home Gallery	41	696
TOTAL	147	1,358



VISIT WIDGET - NOVEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	41	46	199	
<i>Desktop</i>	22	23	110	
<i>Mobile</i>	19	23	89	
Mobile APP	222	187	773	
<i>App-iOS</i>	114	94	535	25
<i>App-Android</i>	108	93	238	0
TOTAL	263	233	972	25

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

NOVEMBER 2019 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Community Impact	DCI Announcement	\$0	\$2,500	\$7,500	410,000
Courier	DCI Announcement	\$1,050	\$1,200	\$6,750	100,000
Bubble Life	Shared Blog/web updates (3 times)	\$0	\$3,000	\$9,000	300,000
TOTALS		\$1,050	\$6,700	\$23,250	810,000
FY 19-20 Totals		\$8,490	\$10,200	\$56,070	1,520,000

VI. LOST BUSINESS: 8 (these were RFP's sent to The Sheraton, they were not able to accommodate the groups either because of the groups demands or the Sheraton was booked on the days of the request.

1. Civil Air Patrol
2. DaNang Reunion
3. Council on Occupational Education
4. Morehouse School of Medicine
5. Destinations International 2020 Fall Summit & Learning Week
6. International Textile & Apparel Association
7. HMM/Vmm-265 Squadron's Reunion
8. American Society of Parasitologists