



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: July 24, 2017
RE: McKinney CVB June 2017-Staff Report

**Goal 1 Operational Excellence
Strategies:**

Events/Services:

- Attended Channel 5 filming at Chestnut Square
- Boards & Commissions Open House
- Attended the O’Riley McDonald’s All American Crew Competition 6/16/17. They have two stores in McKinney (Inside Wal-Mart- Custer/380 & Eldorado/Hardin). This is their annual competition and this group goes to a regional competition.

**Goal 2 Financially Sound Government
Strategies:**

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

Meetings:

- **Sales:**
 - The Hotel Association Quarterly Meeting
- **Advertising:**
 - Interview for Small Market Meetings Magazine (Future Issue) Free Publicity – Rustic Venues in McKinney

Venues: N/A

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- MOM 2017 vs. 2016 (16-Hotels & 7 -B&B/VRBO reporting)
 - May 2017: \$ 150,140
 - May 2016: \$ 146,015
 - **2.83%↑**

MCVB Room Nights Generated: 370 TTL Room Nights; TTL Revenue: \$42,662 & F&B \$3,000

WEDDINGS COMPLETED in June 2017 - TTL Room Nights: 241 TTL Rev: \$28,975

- Monica Perez Wedding – Sheraton Hotel: TTL Rooms: 76, TTL Rev: \$8284
- Nelson/Hartman Wedding – Towne Place Suites: TTL Rooms: 56, TTL Rev: \$6104
- Grace Weldon Wedding – Holiday Inn: TTL Rooms: 2, TTL Rev: \$218, Hampton Inn: TTL Rooms: 8, TTL Rev: \$912
- Kofahl Wedding – Holiday Inn: TTL Rooms: 23, TTL Rev: \$2507
- Miskell Wedding – Hampton Inn: TTL Rooms: 10, TTL Rev: \$1140
- Swanson Meetings & Event Planning Family Reunion –June 2017
- Dale/Brown Wedding – Grand Hotel: TTL Rooms: 64, TTL Rev: \$9602
- Julie Perry Wedding – Provided RFP, Venue: Springs
- Erin Ramsey Wedding – June 2017, The Springs
- Ashley Fernandez Wedding – Provided RFP, no welcome bags, No Pick Up
- Joseph Hackenbracht Wedding – Comfort Suites: TTL Rooms 2, TTL Rev; \$ 208
- Cole Frazier Wedding – No Pick Up

ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2017: 129 TTL Room nights, TTL Revenue: \$13,687 & F&B: \$3,000

Associaton: 56 TTL Rooms: TTL Rev: \$ 5544

- U.S. Bankruptcy Court –The Grand Hotel: 56 TLL Rooms, TTL Rev: \$5544
- Taiwanese Chamber Banquet- Sheraton: 0 TTL Rooms, F&B Rev \$3,000

Corporate: 69 TTL Rooms: TTL Rev: \$7,707

- Emerson: Holiday Inn- 54 room nights @ \$101=\$5,454
- Hero Nation- Grand Hotel room nights: 15 nights @ \$129 & 2 nights @ \$159=\$1935 + \$318=\$2253

SMERF: 4 TTL Rooms: TTL Rev: \$ 436

- Texas Author Book Festival – Towne Place Suites: TTL Rooms: 4, TTL Rev: \$436

Sports: 0 TTL Rooms: TTL Rev: \$0

- Bike the Bricks – No pick up
- Battle Dallas Flag Football Tournament – No pick up

Sales calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 35

Association: 10

- Texas Association of Assessing Offices - Contac: Cherry Able. She asked that I reach out to her again in September when she will be planning for a fall conference (1 ½ board conference/retreat)
- Texas Trucking Association/Texas Motor Association – Contact: Lance Shillingburg. Left message on his voice mail.

- TLERA (Texas Law Enforcement Records Association) – Contact: Heather Moody. Spoke with Heather about hosting their quarterly meeting in McKinney during late August. Currently working on securing/selecting a location.
- Food & Drug Administration – Contact: Melissa Crabtree. She stated the association is going through a reorg/realignment and at this time many things/responsibilities are up in the air. She stated that it would be 4Q before things begin to settle, will reach out to her again in January 2018.
- Texas Bankers Association – Contact: Mary Lange. She asked that I call back in mid-July, she was on vacation. She is interested in McKinney for future meetings.
- Texas Police Association – Contact: Ramona King, left message on voice mail
- Texas Mortgage Bankers Association – Contact: Alexa Lopez, left message on voice mail.
- Texas Criminal Defense Lawyers Association – Contact: Melissa Schank. Sent email to keep lines of communication open for 2019 meetings in McKinney.
- Texas Association of Future Educators – left message on voice mail of Alice Moody. Trying to establish correct contact for this association.
- Texas Association of CDC – Contact: Robyn Murphy. She is interested in site visit, this is a follow up call to determine time. She needs to discuss with her boss when he returns from vacation and will get back with me in early July.

Corporate: 10

- Exxon Mobil – Unable to make contact. Guard stated visitors are not permitted entrance without an appointment. He stated he would forward the information folder I provided.
- CitiCards – Unable to make contact. Guard stated unless I had a name to provide him he would not take the information.
- Flur Corporation – Unable to make contact. Gated entry.
- Nexstar – Contact: Donna Elder. Dropped off information folder. We spoke last month and are trying to coordinate a site visit. At this time, she has not responded back to my emails or calls.
- Lennox – Contact: Kim Hintges (event planner) Dropped off information with receptionist (Pat). Followed up with Call, Kim stated her conferences are too large for McKinney, however she would keep McKinney in mind for any small meetings or board meetings that she comes across.
- Dr Pepper – Contact: Sandy Ochoa. Call unable to connect. Sent email, waiting for response.
- Byrne Construction – Contact: Chad Anderson, left message on voice mail
- Wells Fargo Regional Office – Contact: Michelle Miller. Working with Michelle for venue space for upcoming corporate party
- 3d Travel – Contact: Charlene Hanyzewski. Conference is October 2017, Grand Hotel & MPAC. Approx. 30 attendees.

- Rock Tenn Company – Contact: Alisha McGee. Alisha stated their office does not plan any meetings, it's all done via their corporate office in Atlanta and meetings are held either in Georgia or Florida.

SMERF: 9

- Richardson Senior Center – Contact: Haley McCrary. Dropped off information and followed up with phone call. Left message on voice mail.
- Park Hills Church – Womens Ministries Contact: Brook Domek. Dropped off information with receptionist.
- Prestwood Baptist Church – Contact: Sara Gurley & Krissy Dunham. Receptionist stated that the church doesn't hold many ministry retreats due to size of church, however she would pass along the info to the womens ministry leader and executive pastor's assistant for future consideration of a staff retreat/meeting.
- Lewisville Senior Center – Contact: Lisa Raetzman, dropped off information and followed up with phone call. Left message on her voice mail.
- City of Prosper- Contact: Carol Myers, followed up with email. At this time they do not need meeting space and their new city hall will be completed in 2018. She stated should would reach out as the need arises for hotel rooms.
- City of Melissa – Contact: Erin Mynatt. Erin stated at times they have had a need to use meeting room space and appreciated information packet. At this time they do not have any meetings planed.
- City of Anna- Contact: Jessica Perkins. She was out of the office, left information folder with the receptionist (Loretta) and followed up with an email.
- Wadill Street Baptist Church – Contact: Pat McNap – assisted with locating location for womens Christmas party.
- Church of the Incarnation – Contact: Carol Kadel. Assist Carol with Day Group trip to McKinney, scheduled for October 13, 2017

McKinney Top 25: 6

- Ag-Power Inc.- saoke to Bethany Roadarmer, she said they ddin;t have any use for hotels but they might call on us for a venue for a Christmas Party. She asked me to drop off a sales kit.
- Traxxas- Emailed to see if I could get a response. Stopped by the facilty, but there is no way to get in with out an appointment.
- Hero Nation- Wayne Salamns- Bring his top cleints for a coaching session June 25-27, 2017. They will be using Grand Hotel for accomdations, Chamber Board room, Ricks for Happy Hour on June 26th and looking for a dinner venue for Sunday, June 25th.
- Right Now Media- Drop during Sales calls, receptionist gave me a contact name Brittany Larson. Follow up call.

- Regus- Met with Tina Rophani, left her a sales kit. She said she would call me as she need rooms nights/welcome bags.
- First Service Mortgage- Follwoing up with Pati McGee to see if there were an meetings or room nights she needed help with.

• **MCVB Calendar of Events 2017-2019:0**

Month	Group	Venue	Room Nights	Attendees
October				
10/10-12/17	Emerson- Reg. Sales II	Sheraton	50	25
November				
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
11/26/18-12/1/18	NAIA Mens Soccer National Championships	MISD	200	400
11/27/17-12/1/17	Texas Association of College & University Police Administrators	Sheraton	151	120
Month	Group	Venue	Room Nights	Attendees
December				
12/1-3/17	Sports Source	City wide	2016: 400	1000+
12/4-8/17	Texas Association of College & University Police Administrators	Sheraton	151	120
12/4-8/17	Emerson	Holiday Inn	80	20
12/12-14/17	Emerson	Holiday Inn	20	10
12/7-9/19	NAIA Mens Soccer National Championships	MISD	200	400

January				
February				
March				
April				
May				
5/6-8/17	USTA Junior National Championship	City Wide	50	200
5/23-25/17	Emerson	Holiday Inn	48	24
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19 2016: Cancelled- weather 2017- No pick up	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
5/5-6/19	Texas Beer & Fly Fishing Festival	Myers Park	75	700
June				
6/2019	Keep Texas Beautiful	City Wide	200	500
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
Month	Group	Venue	Room Nights	Attendees
July				
7/2019	Texas Agri-Life	Sheraton	100	300
7/11-13/17	Emerson	Holiday Inn	30	15
7/20/17	Rug Fest	Holiday Inn & Hampton	20	70
August				
8/14-18/17	Emerson	Holiday Inn	30	10
September				

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
- 4th 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 Gardner 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 '16-September '17): 1919

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

- Out of State: 53
- Out of Country: 25
- Texas Residents: 12
- McKinney Residents: 5
- Register Total: 95
- Ticker Counter: 238

Day Trips: 0

RFP's: 7 (0-Association, 0-Corporate, 7-Weddings, 0-Social (0-Religious), 0 -Sports, 0-Day Trips)

Weddings: 7

- Folkening/Hsrbour Wedding – October 2017, The Springs
- Meagan Elmer Wedding – November 2017, The Springs
- Kayla Schwalenberg Wedding – February 2018, Stonecrest
- Mary Sine (MOB) Wedding – February 2018, The Grand Ivory/Leonard
- Nicole Castelin Wedding – February 2018, The Springs
- Hyejin Hwang Wedding – May 2018, The Springs
- Chelsea Parsons Wedding – August 2018, The Springs

Site Visits: 1

- Kelly Wride (MOB) – Venue: Springs, visited McKinney Hotels

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 40 (38-Weddings, 2-Social, 0 -Sports, 0-Day Trips)

Weddings: 38

- Shelbie Gardner Wedding – July 2017, The Springs
- 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
- Christine Westman Wedding – August 2017, The Springs
- Brittany Villarosa Wedding – August 2017, The Springs.
- Brittani Davidson Wedding (Springs) September 2017
- Morgan Underwood Wedding – September 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
- Zoe Blevins Wedding – September 2017, Stone Crest
- Julian Haugh Wedding – September 2017
- Lora Hall (MOG) Wedding – September 2017, The Springs
- 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
- Rachel Cohenouer - October 2017, The Springs
- Jordon Knutson Wedding (Springs) November 2017
- Sean Jamisen Wedding- November 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Emily Jones Wedding – November 2017
- Hannah Brewer Wedding – November 2017, Myers Park
- Jasmin Torres Wedding – December 2017
- Kaelam Cowan Wedding – December 2017, The Springs
- Julisa Martinez Wedding – December 2017, The Springs
- Claire Chaney Wedding – December 2017, The Springs
- Clay Quinn Wedding – December 2017, The Springs (?)
- Heisy Servellon Wedding (Springs) January 2018
- Rachel Kaplan Wedding – January 2018, The Springs

Social: 2

- Puckett Family Reunion – July 2017 – Looking for Venue
- Rug Fest/Hook Inn, Robin Reynolds – 15-20 Rooms Needed 1 night only, July 20, 2017

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: 553

Mailing Leads Processed: 2,564

- Tour Texas- 92
- Texas State Travel Guide- 80
- See Texas First- 2,392

Advertising/Marketing/Media

Created/submitted materials (photos and text)

Blogs on our website

- Farmhouse Fresh Blog - 8
- Plan Your Trip (Visit Widget blog) – 51
- Visiting Duck Family – 38
- Celebrate Father’s Day – 26
- World’s Largest Collection (Ice cream freezers) – 84
- Great Music Fills McKinney’s Summer Calendar - 27

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update – 150
- World War I Exhibit – 20
- GetSocial – 71

Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - Ice Cream Crank Off
 - Delaney House Ribbon Cutting
 - Crape Myrtle World Collection Park pictures
 - Dixie’s Store Ice Cream Freezer Collection
 - Celtic Music Festival
 - Ribbon Cutting at Happiness is Quilting
 - McKinney Square Book Festival
- Materials Submitted
 - Sports Destination information and photos
 - Texas Events Calendar fall info
 - Updated info to Convention South
 - Photos and information to Small Market Meetings for article

Advertising- Website & Publication ROI Tracking:

- Meeting Planners Guide – 18
- Fort Hood Sentinel – 1
- Welcome to McKinney (Visitor Map) – 1
- Welcome to Website (DFW Map) - 1

SOCIAL MEDIA TRACKING

FACEBOOK – JUNE 2017 Numbers up considerably due to a couple viral FB posts

Month FY 16-17	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
16-Oct	89	5,213	41,111	455,040	2,609,061
16-Nov	49	5262	34,002	428,214	2,800,279
16-Dec	22	5284	24,896	385,544	1,981,838
17-Jan	51	5335	56,136	683,769	2,709,980
17-Feb	140	5475	125,150	1,211,410	4,007,313
17-Mar	27	5502	71,907	640,829	2,972,790
17-Apr	11	5513	40,150	403803	2,824,157
17-May	55	5568	45,141	599,407	4,273,861
17-Jun	143	5711	87,677	919,916	4,783,586
TOTALS	587	N/A	526,170	5,727,932	28,962,865

OTHER SOCIAL MEDIA TRACKING – JUNE 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4419	+42	+0.09%
Tweets	5710	+53	-15.9%
Tweet Impressions	31.9K	(not given)	-1.5%
Profile Visits	255	+97	+35%
Mentions by other users	14	+8	+55.6%
Google Sites			
	Views	Followers	Subscribers
YouTube	3064	n/a	16

WEBSITE ANALYTICS – JUNE 2017					
Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg. Views	Lifetime Pg. Views
3711	9448	3092	156,757	610,972	133,431

Visit Widget- June 2017						
2017	Session	Users	Page Views	Pages per Session	Bounce Rate	% New Sessions
June 1-4	31	23	138	4.45	41.94	54.84
June 5-11	27	24	104	3.85	44.44	74.07
June 12-18	22	19	85	3.86	31.82	54.55
June 19-25	18	17	132	7.33	50.00	77.87
Totals	98	83	459	-	-	-

Top Pages in JUNE 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,558	1,235	0:00:56	1,168	40.41%	39.22%
Calendar	980	734	0:01:11	591	44.67%	39.49%
Calendar	183	170	0:01:45	134	94.03%	85.79%
Visitors Guide	181	160	0:01:50	29	48.28%	43.09%
Events	178	139	0:00:24	11	45.45%	8.99%
Calendar	163	129	0:01:05	119	40.34%	46.01%
Shopping Centers	159	146	0:01:51	116	87.07%	77.99%
Dining	144	88	0:00:47	6	66.67%	18.06%
Shopping Centers	143	126	0:01:33	94	50.00%	46.85%
Weekend Update	142	130	0:02:07	44	84.09%	52.11%
Explore	138	112	0:00:31	7	85.71%	12.32%
Monthly & Ann. Ev.	113	103	0:02:18	59	76.27%	62.83%
Dining / Nightlife	111	99	0:01:26	81	75.31%	63.96%
About McKinney	110	88	0:01:01	10	60.00%	19.09%
New & Coming Soon	110	99	0:01:52	99	82.83%	82.73%
Calendar	103	98	0:04:42	92	91.30%	88.35%
Stay	93	76	0:00:12	6	33.33%	7.53%
Wedd., Rec. Venues	91	68	0:00:21	48	35.42%	26.37%
Calendar	89	60	0:01:04	6	50.00%	25.84%
Crank-Off	84	75	0:04:24	49	93.88%	80.95%
Calendar	78	50	0:00:41	2	100.00%	43.59%
Staff Directory	72	48	0:01:06	21	52.38%	38.89%
#GetSocial	71	61	0:02:49	18	83.33%	46.48%

NTTA Toll Blog	66	63	0:02:08	63	95.24%	95.45%
Coffee Houses	60	47	0:00:48	2	100.00%	41.67%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pg./Visit	Avg. Visit Duration
United States	3,597	77.20%	2,777	57.30%	2.58	0:01:52
Canada	24	100.00%	24	100.00%	1	0:00:00
India	17	88.24%	15	76.47%	1.35	0:01:42
Brazil	12	100.00%	12	91.67%	1.58	0:00:08
Philippines	7	100.00%	7	71.43%	2	0:00:59
Germany	5	80.00%	4	60.00%	2.2	0:00:56
United Kingdom	5	100.00%	5	60.00%	1.4	0:03:53
Bangladesh	4	100.00%	4	100.00%	1	0:00:00
Russia	4	100.00%	4	75.00%	1.25	0:00:00
(not set)	4	100.00%	4	25.00%	4	0:01:56

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pg./Visit	Avg. Visit Duration
Texas	2,980	75.84%	2,260	57.45%	2.52	0:01:51
California	71	88.73%	63	63.38%	2.45	0:01:24
Oklahoma	43	88.37%	38	46.51%	3.58	0:02:09
Florida	30	83.33%	25	63.33%	1.97	0:01:14
Georgia	28	57.14%	16	64.29%	2.79	0:01:18
Missouri	28	82.14%	23	53.57%	4.5	0:02:45
Kansas	25	80.00%	20	80.00%	1.52	0:00:24
Arkansas	23	69.57%	16	39.13%	3.39	0:03:13
Illinois	23	95.65%	22	56.52%	2.74	0:02:46
New York	23	82.61%	19	43.48%	3.35	0:01:56

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pg./Visit	Avg. Visit Duration
McKinney	1,066	63.70%	679	55.91%	2.62	0:02:17
Dallas	658	84.19%	554	63.68%	2.21	0:01:20
Plano	143	86.01%	123	58.74%	2.42	0:01:46
Frisco	112	74.11%	83	55.36%	2.77	0:01:57
Allen	106	73.58%	78	49.06%	2.61	0:01:47
Houston	74	95.95%	71	59.46%	2.58	0:01:39
Fort Worth	54	90.74%	49	53.70%	2.48	0:01:51
Prosper	53	90.57%	48	56.60%	2.25	0:01:51
Austin	43	81.40%	35	60.47%	2.28	0:01:55
Garland	37	83.78%	31	62.16%	2.03	0:01:44



June 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.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
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	\$6,900

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	504	7,494
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,198	9,541
TRIPinfo Quarterly Digital Magazine*	703	9,570
Total Impressions	2,405	26,605

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	106	1,182
Click-Thru Rate	4.41%	4.44%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. Your TRIPinfo CTR is 89x 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 89 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 \$227 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!

*ISSUU now reports real Impressions for Digital Magazines -- more detail than Distribution.

Free Publicity:

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

June 2017 - MCVB Publicity/Free Media Coverage					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
KLAK Radio	four minute PSA w/Johnny B	\$ 300	0	\$ 1200	0
BubbleLife Collin Co.	Shared Blog/web posts (4 times)		\$ 8000	\$ 2400	900,000
CollinCountyMagazine.com	Blog share for Father's Day (online)		\$ 600	\$ 1800	12,000
Community Impact	DASH Coverage (online)		\$ 1400	\$ 3600	100,000
McKinney Online (Chamber)	DASH Coverage (online only)		\$ 600	\$ 1800	75,000
Courier Gazette	DASH Coverage (print/online)	\$ 84	\$ 1000	\$ 3252	49,384
Community Impact	McKinney Shop/Parade photo (print)	\$ 925	\$ 0	\$ 2775	0
McKinney Online (Chamber)	DASH Coverage (online only)	\$0	\$ 1800	\$ 5400	75,000
NBC DFW Channel 5	Coverage of Ducks in downtown	\$ 7200	\$ 2400	\$ 21,600	0
TOTALS for Month		\$ 8209	\$ 15,800	\$ 65,427	1,211,384
FY 16-17 YTD Totals:		\$ 53,973	\$ 165,290	\$ 563,854	22,256,745

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

Hotel	Oct. '16	Nov. '16	Dec. '16	Jan. '17	Feb. '17	Mar. '17	Apr. '17	May '17	Jun. '17	Jul. '17	Aug. '17	Sep. '17
Comfort Inn	N/A	73.44	67.54	67.49	92.50	78.80	83.33	80.59				
Hampton	96.90	99.24	95.68	97.84	97.82	97.82	97.82	97.82				
Holiday Inn	83.19	80.34	60.05	65.30	73.70	73.57	91.14	85.76				
La Quinta	79.01	77.38	74.85	77.95	76.99	85.01	90.34	79.13				
Sheraton	75.19	75.20	57.74	69.54	79.77	77.04	84.81	81.11				
Towneplace	72.02	78.01	73.40	69.54	65.49	71.04	93.07	81.99				

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%	69.54%
February		N/A	71.58%	79.77%
March		24.60 %	63.53%	77.04%
April		39.29%	82.34%	84.81%
May		50.47%	64.60%	81.11%
June		69.70%	75.03%	
July		75.60%	72.61%	
August		56.22%	63.86%	
September		56.43%	72.50%	

LOST BUSSINESS – 0