

visit mckinney Monthly Report

September - 2022



3336

Sales Calls YTD

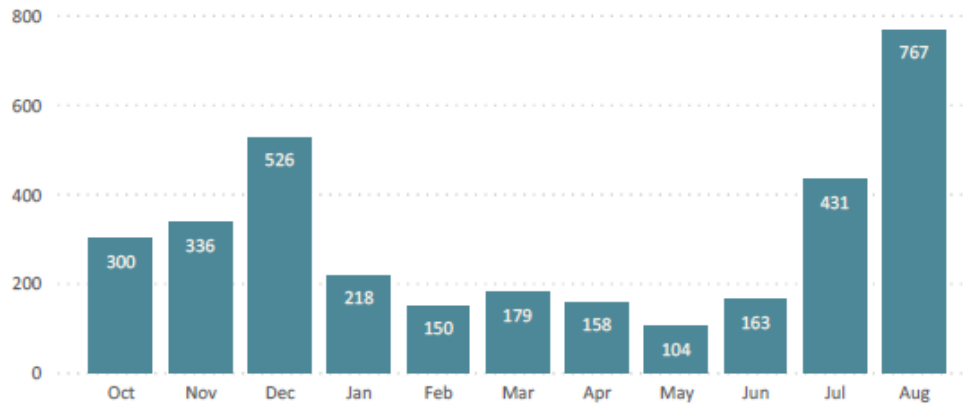
106

Event Mgmt YTD

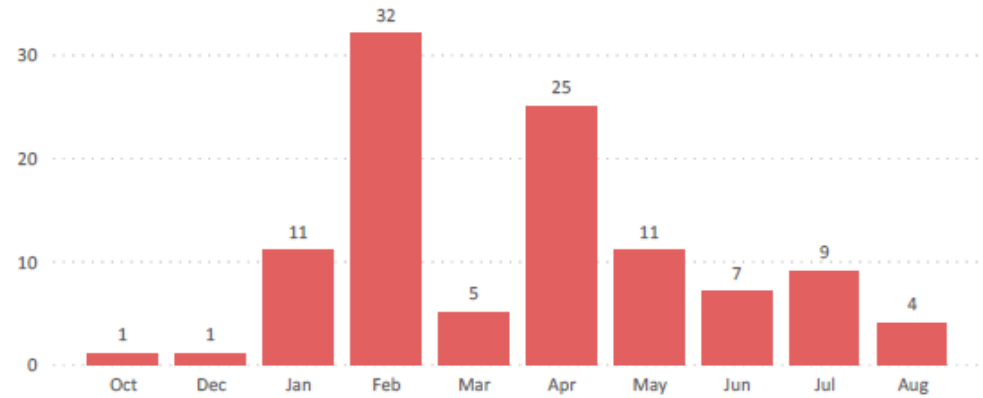
6,816

Total Welcome Bags YTD

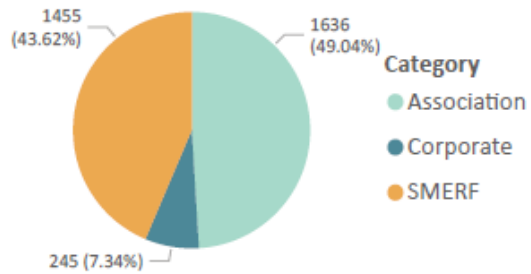
Sales Calls by Month



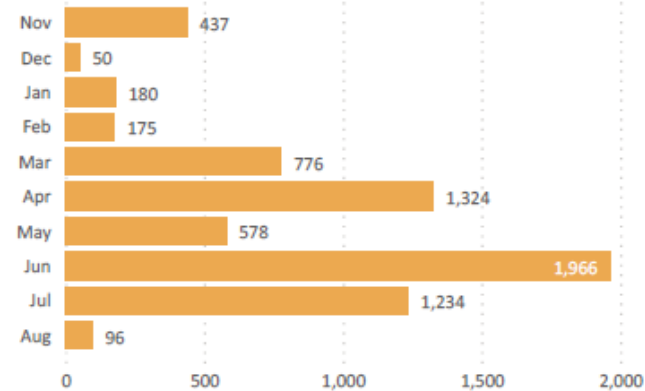
Event Mgmt by Month



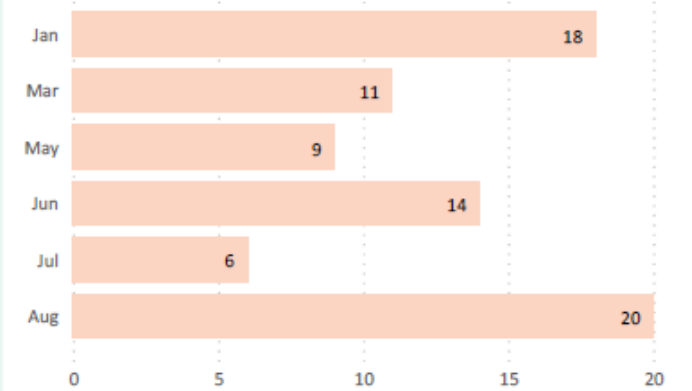
Sales Calls by Category



Event Services by Month



Partner Check-In by Month

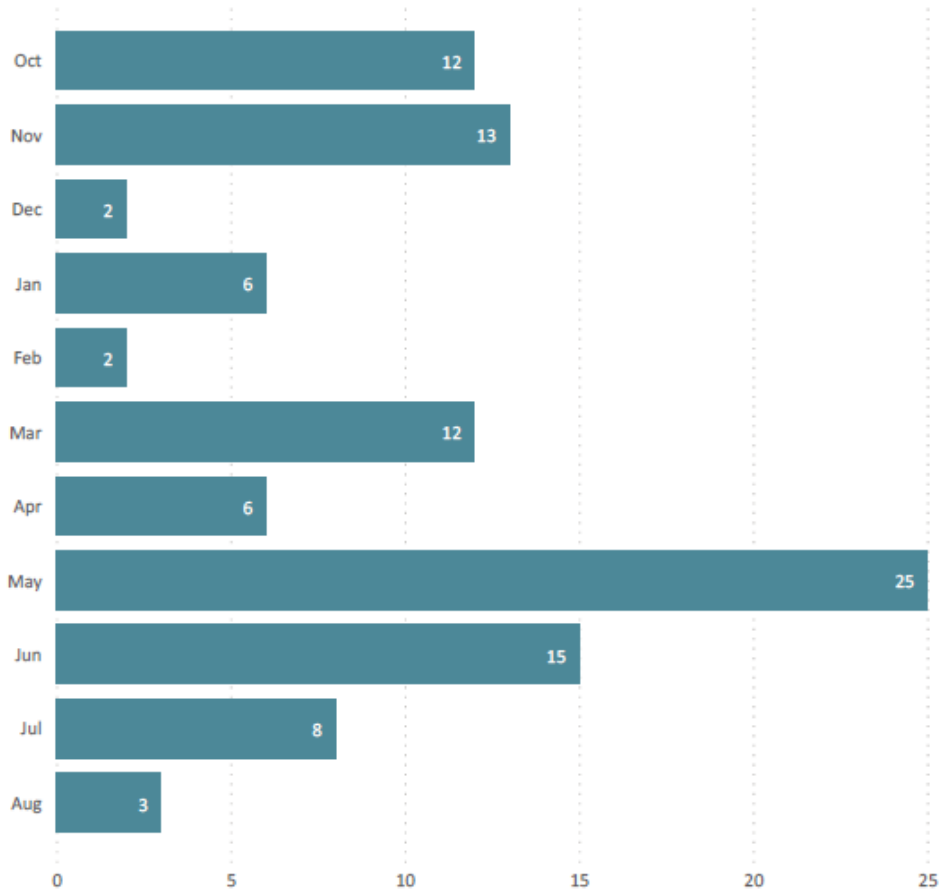


104
Leads YTD

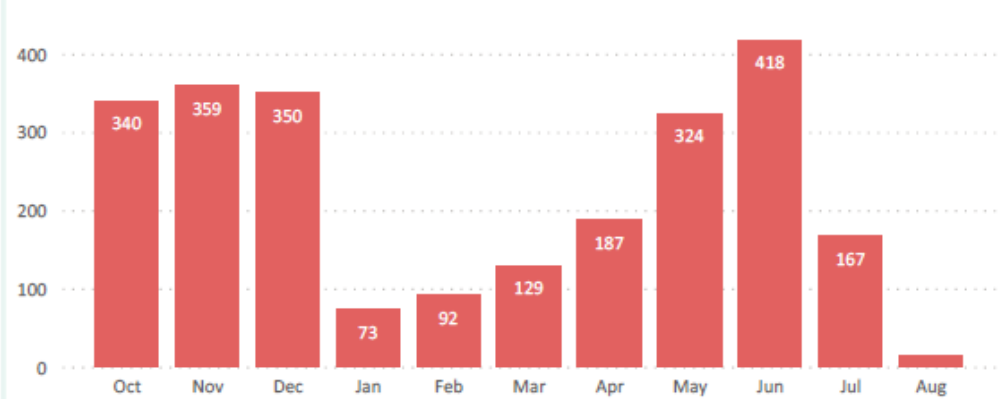
2,454
Total Rooms Nights YTD

\$292,757
Total Revenue YTD

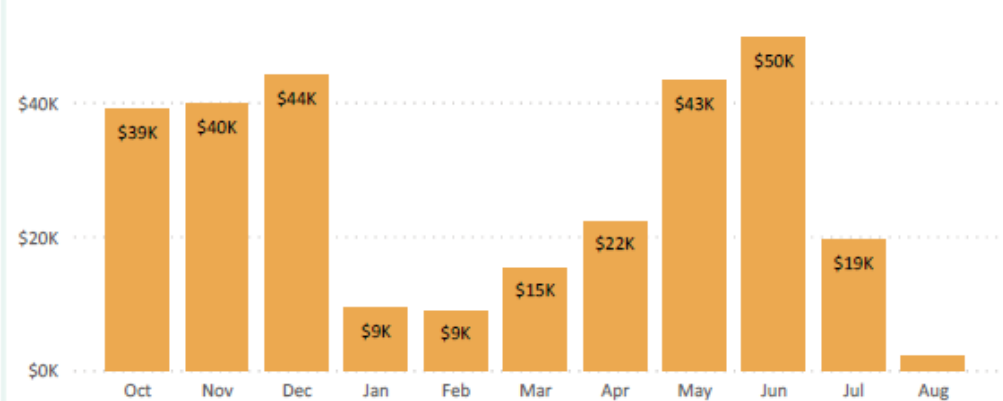
Leads by Month



Total Room Nights by Month



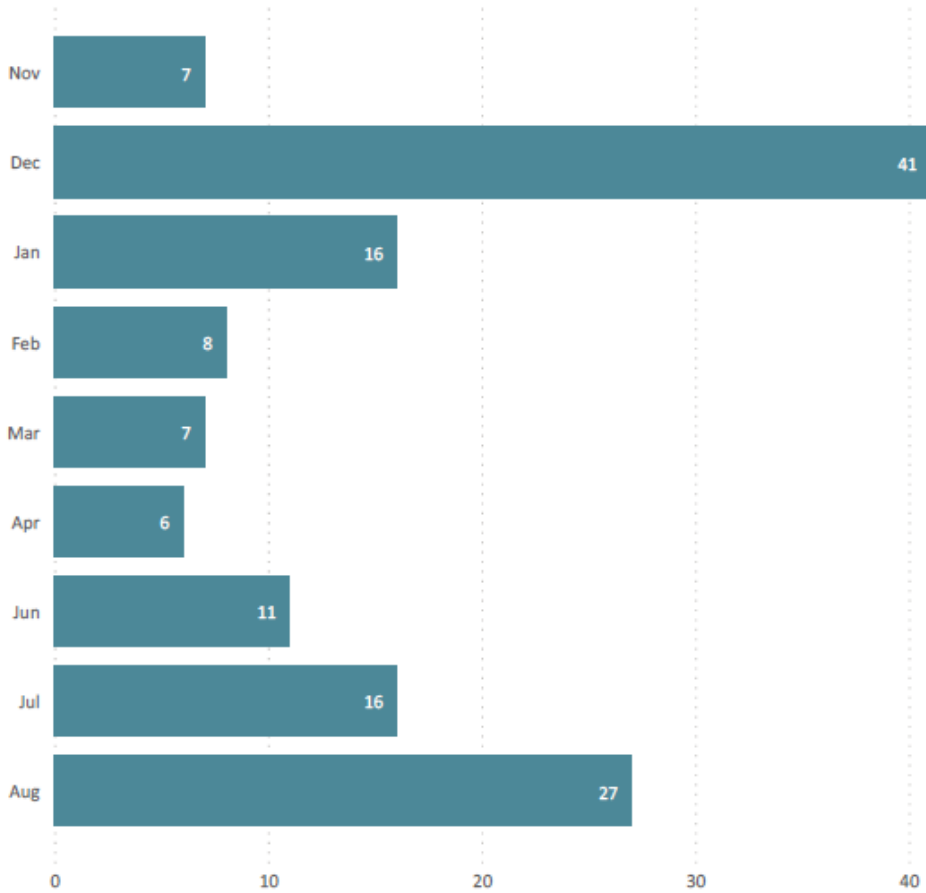
Total Revenue by Month



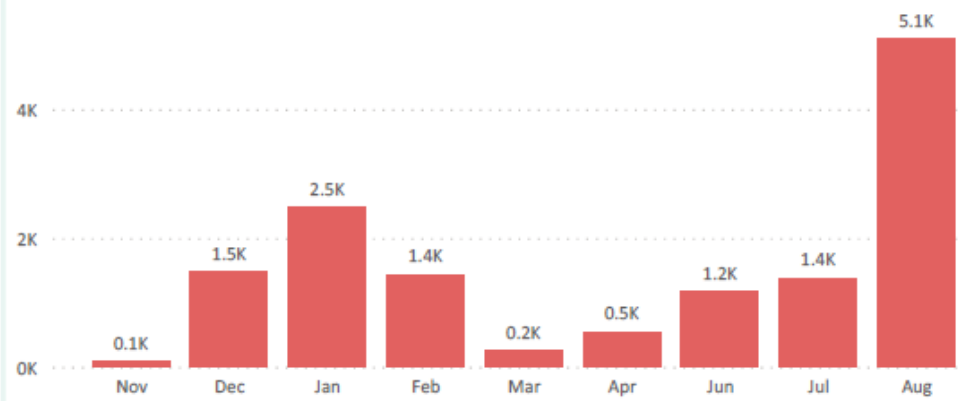
139
New RFPs YTD

13,854
Est Room Nights YTD

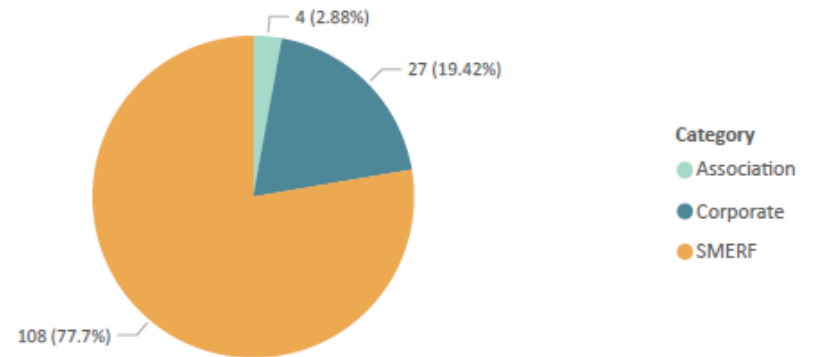
New RFPs by Month



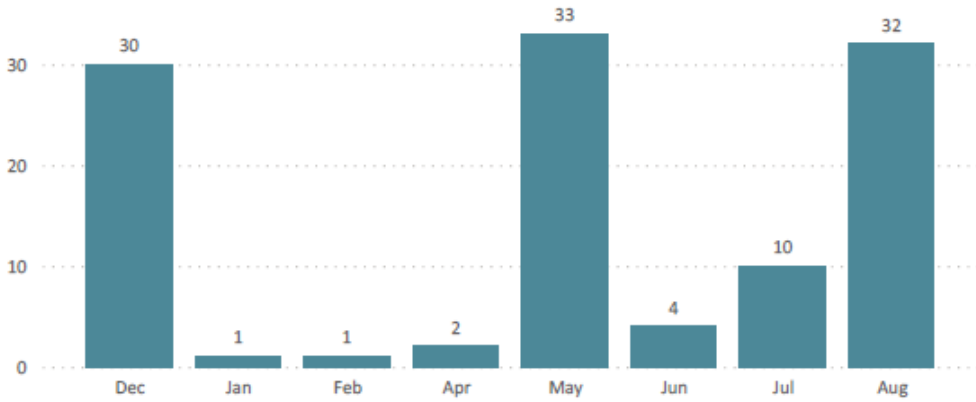
Total Room Nights by Month



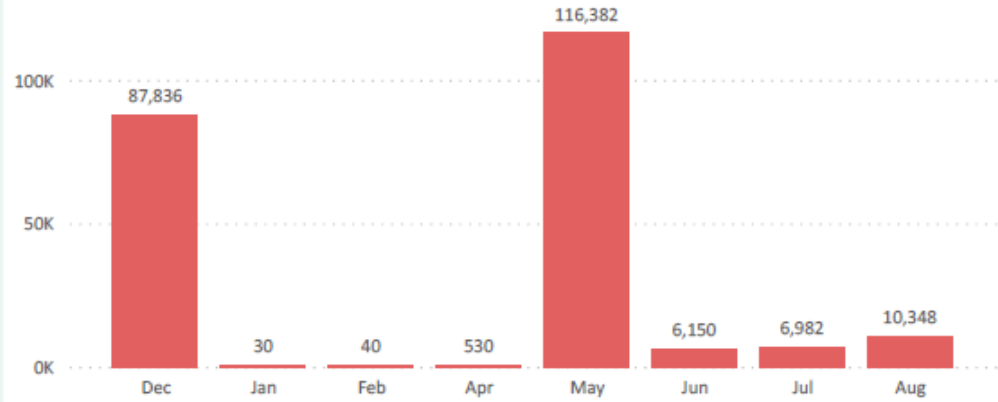
New RFPs by Category



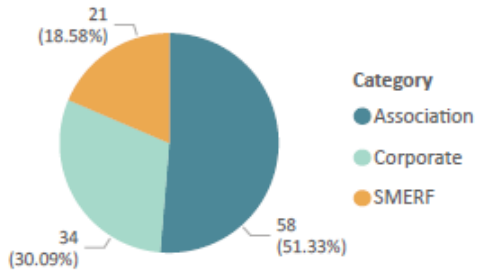
Lost Opportunities by Month



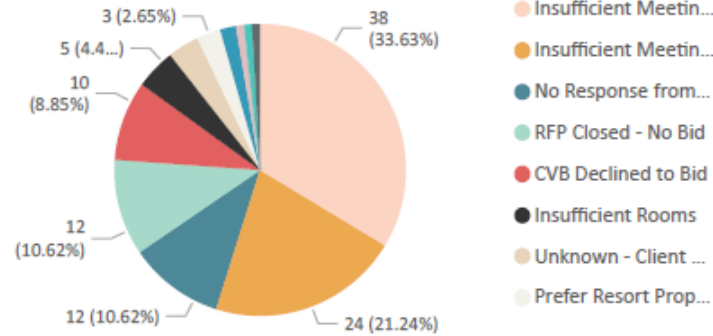
Lost Room Nights by Month



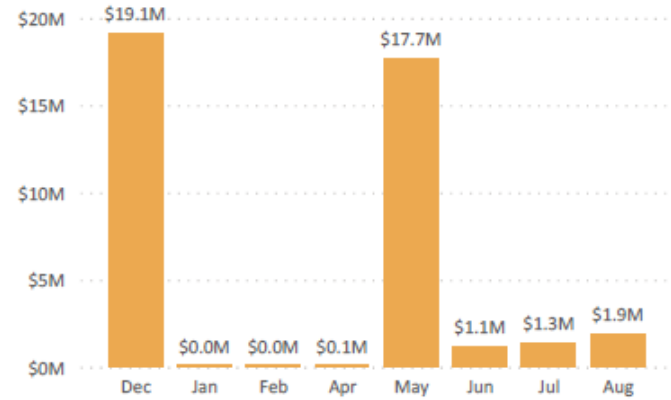
Lost by Category



Lost by Reason



Lost Revenue by Month

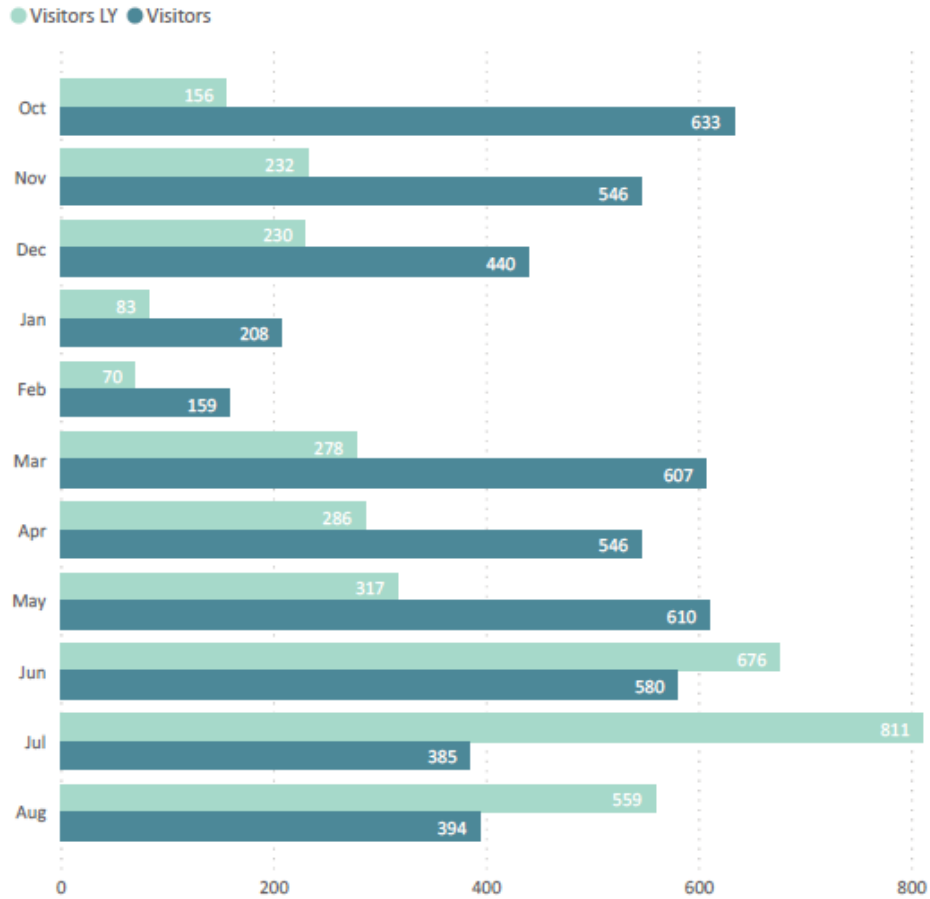


5108
 Visitors YTD

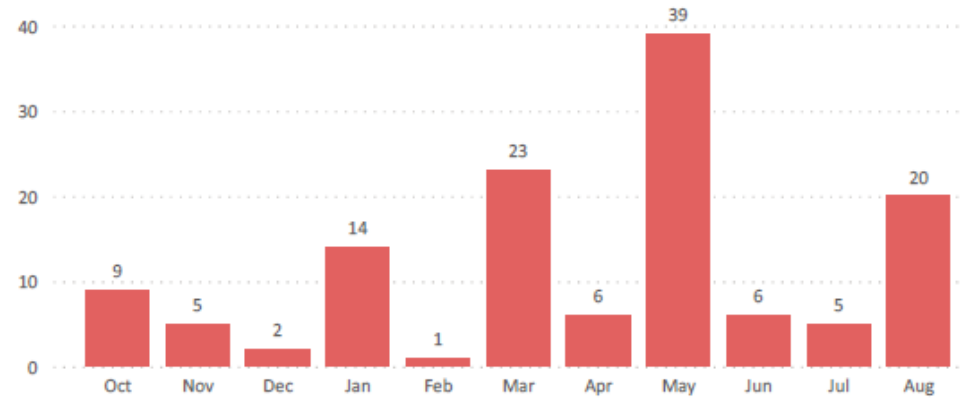
130
 Tour Attendees YTD

\$4,275
 McK Market Payment YTD

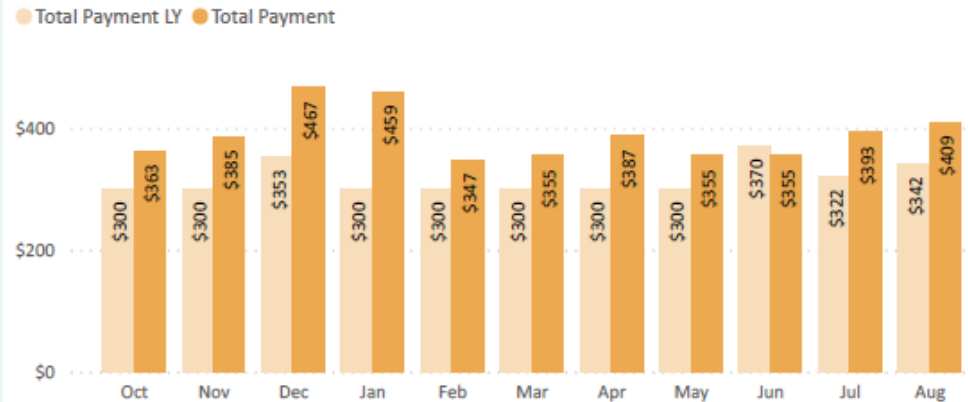
Total Visitors by Month



Tour Attendees by Month



McKinney Market Payments by Month

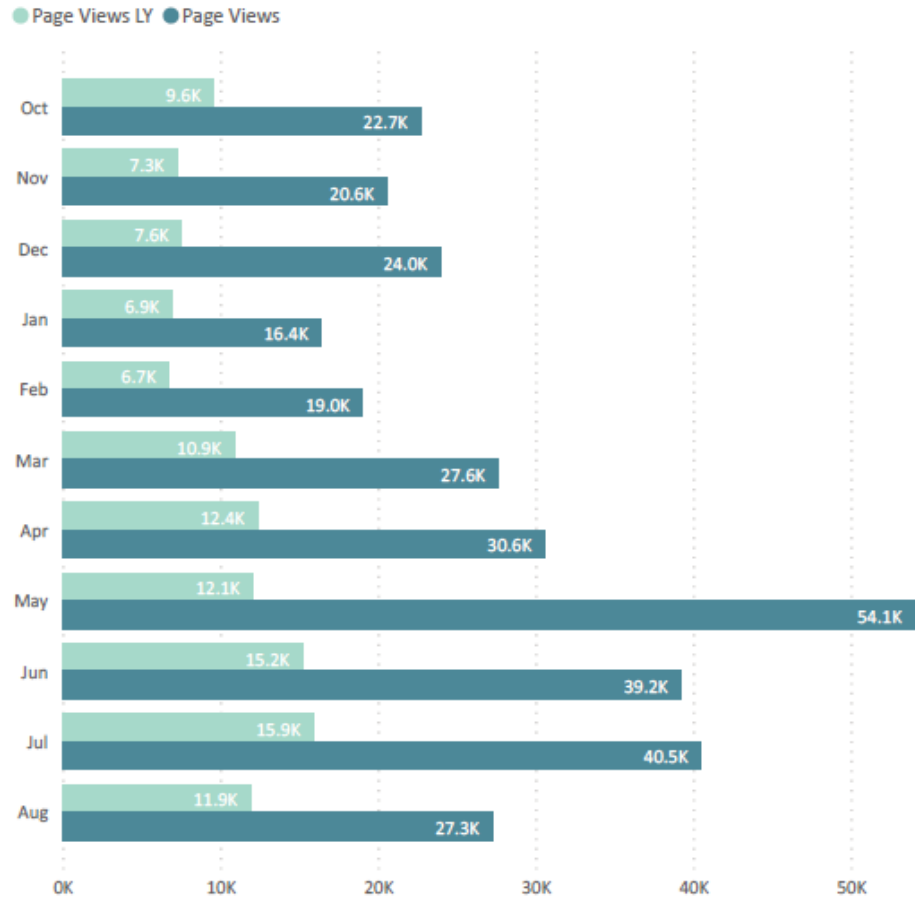


321,896
Page Views YTD

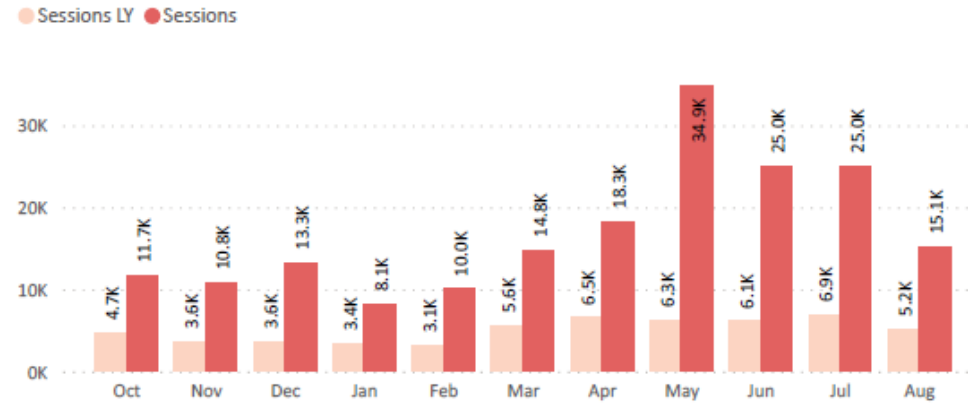
187,084
Sessions YTD

157,225
Users YTD

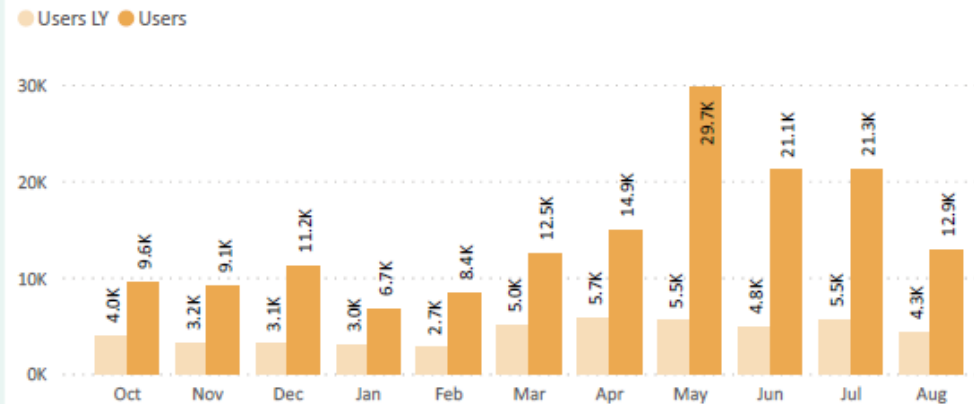
Page Views by Month



Sessions by Month



Users by Month



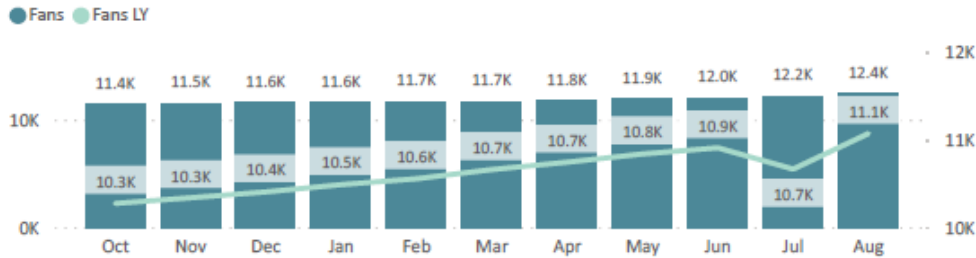
12,407
Current FB Fans

875
FB Posts YTD

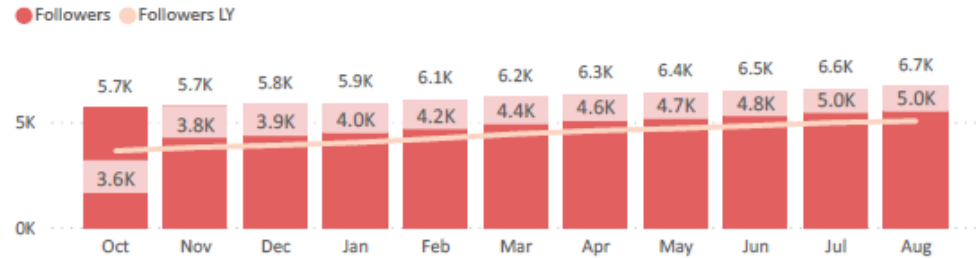
6,703
Current IG Followers

766
IG Posts & Stories YTD

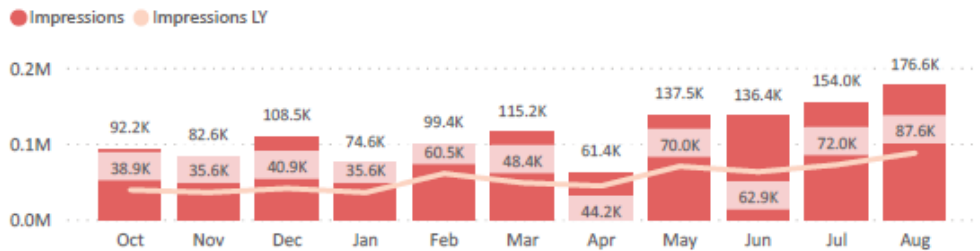
Facebook Fans by Month



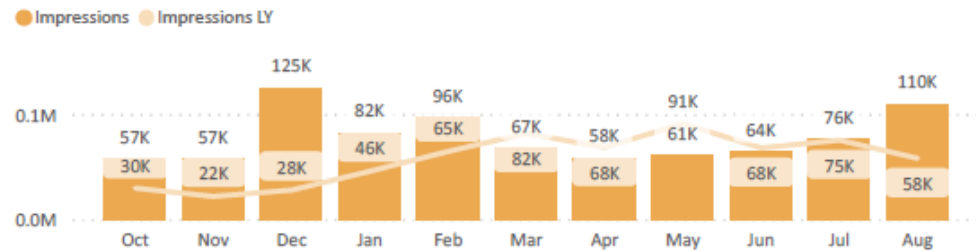
Instagram Followers by Month



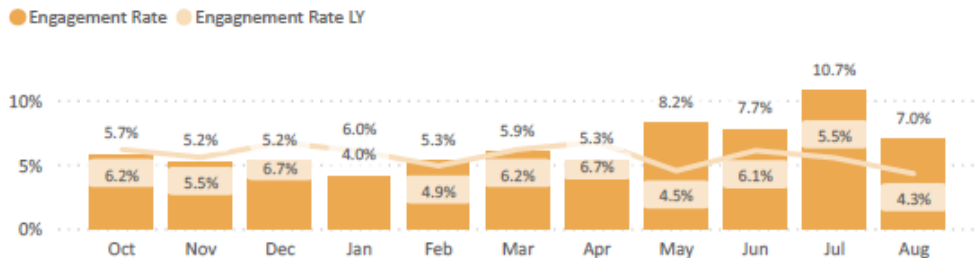
Facebook Impressions by Month



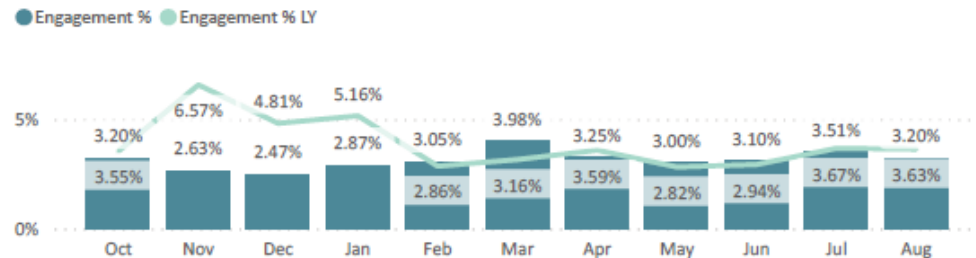
Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression



6,828
Visit Widget Users YTD

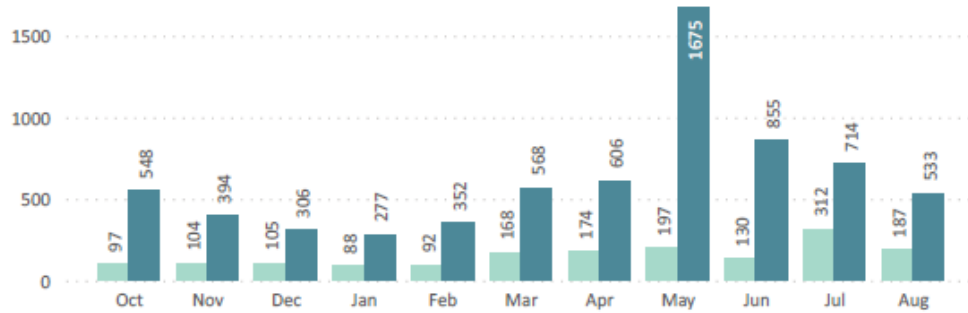
7,425
VW Sessions YTD

6,240
YouTube Views YTD

44,434
Impressions YTD

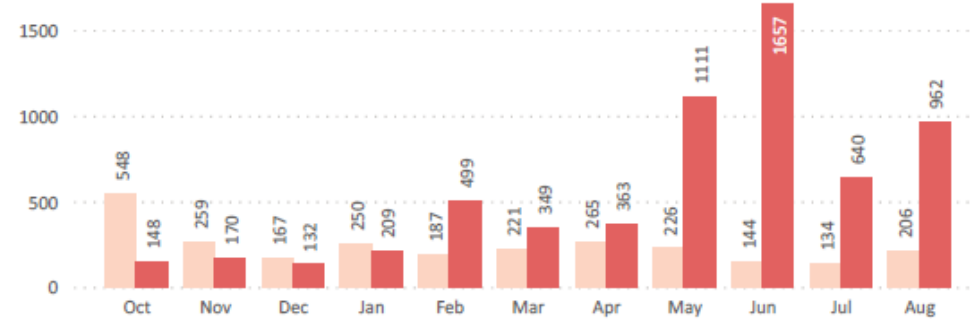
Visit Widget Users by Month

Users LY Users



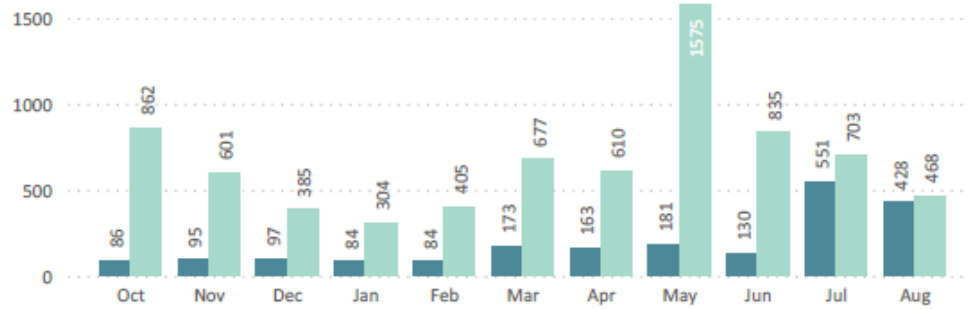
YouTube Views by Month

Views LY Views



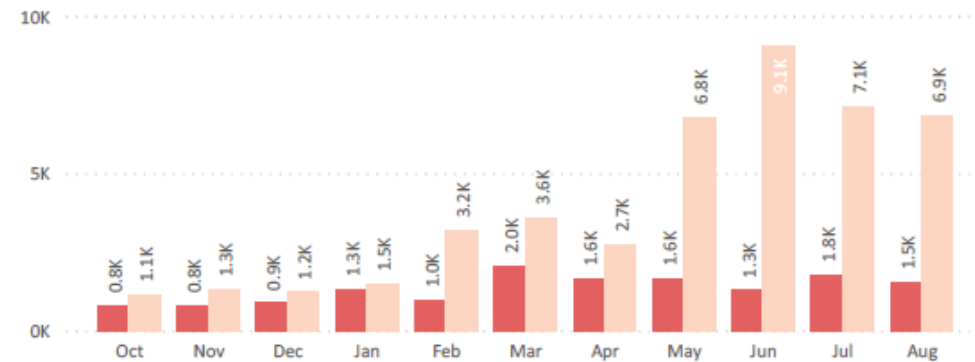
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions

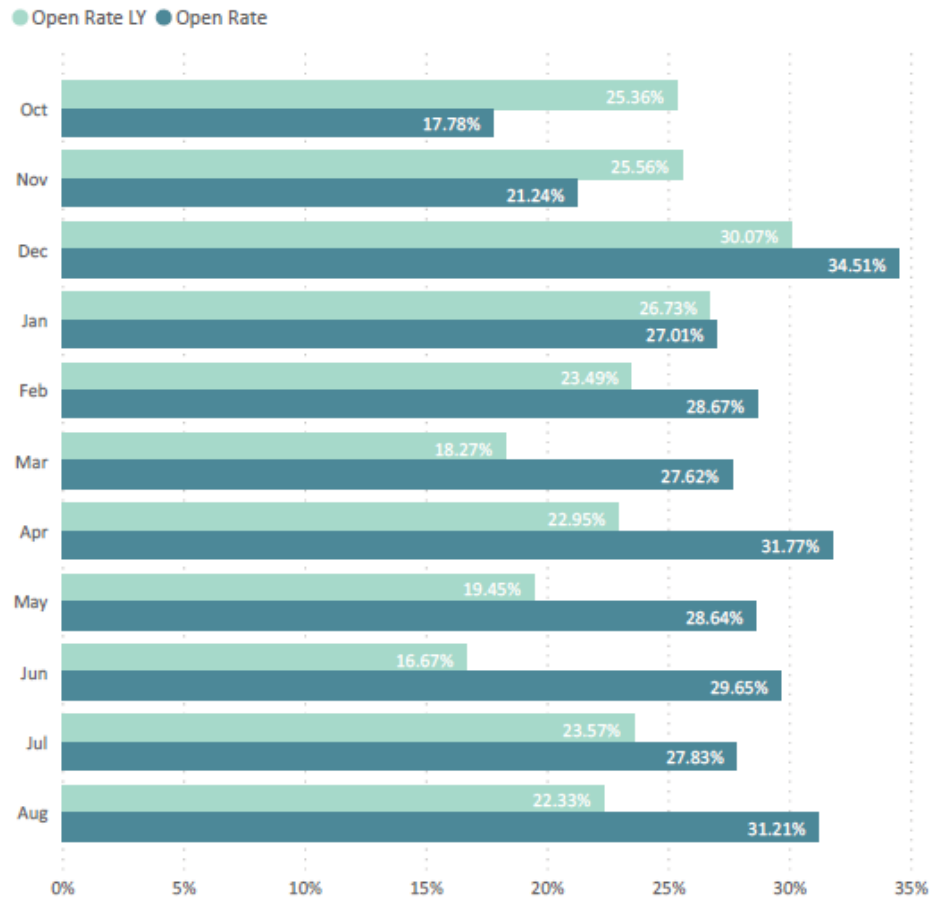


27.97%
Open Rate YTD

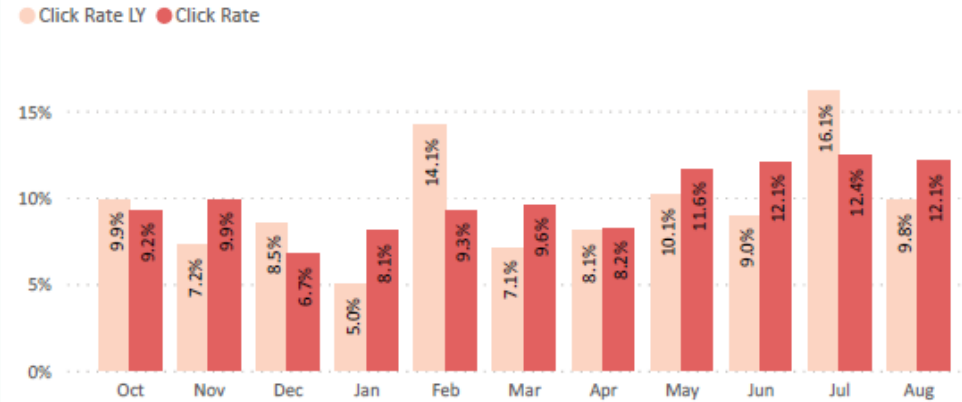
9.82%
Click Rate YTD

194,124
Total Recipients YTD

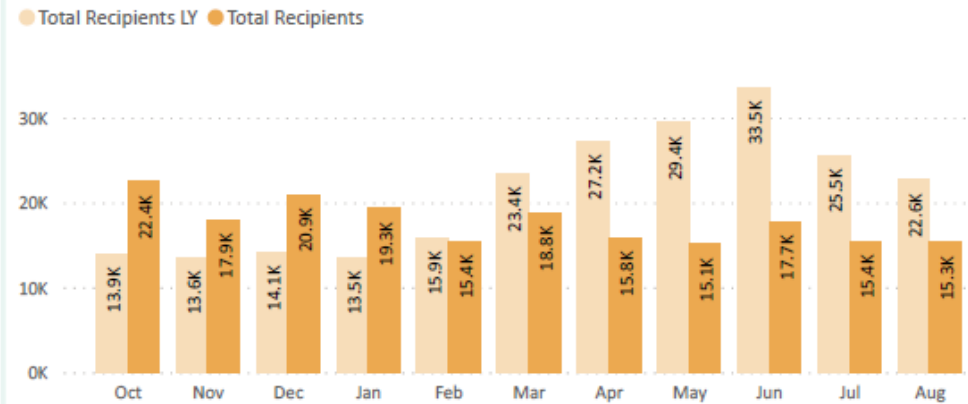
Open Rate by Month



Click Rate by Month



Total Recipients by Month



Earned Media Report:

SOUTHERN LIVING • TRAVEL • TEXAS

How to Spend a Long Weekend in McKinney, Texas

Eats, drinks, shopping, and local charm make McKinney a must-stop while in North Texas.

By **Amanda Ogle** | Updated August 10, 2022



CREDIT: XTREME HEIGHTS PRODUCTIONS

Thirty minutes north of Dallas, you'll find McKinney, Texas, a town oozing with charm. There's plenty of shopping, dining, and entertainment in the historic downtown area, and many outdoor spaces for a moment of peace at the

AUGUST 2022 - Free/Earned Media Coverage for Visit McKinney

Publication	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Southern Living	How to Spend a Long Weekend in McKinney	\$0	\$10,300	\$30,900	5,498,392
MSN	Picked up Southern Living article	\$0	\$278,200	\$834,600	147,977,480
TOTALS		\$0	\$288,500	\$865,500	153,475,872
FY 21-22 Running Totals		\$23,574	\$2,575,374	\$7,808,863	228,501,430

www.southernliving.com/travel/texas/mckinney-tx

Top-Performing Organic Facebook Posts

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post

Drum Corps International (DCI) Competition in McKinney

Jun 28, 2022, 1:05 PM

This post reached **5,582%** more people (55,914 people) than your median post (984 people) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Visit McKinney TX updated their cover photo.

Aug 12, 2022, 3:54 PM

This post received **7,863%** more reactions (637 reactions) than your median post (8 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

Have you heard the news that after 66 years in McKinney, Bill Smith's Cafe will be closing as of July 31? So many w...

Jul 22, 2022, 1:11 PM

This post received 121 comments compared to your median post (0 comments) on Facebook.