



**To: MCVB Board**

**From: Dee-dee Guerra – Executive Director**

**Date: July 24, 2018**

**RE: McKinney CVB May 2018-Staff Report**

**Goal 1 Operational Excellence**

**Strategies:**

- **Education/Webinar:**
  - Personal Branding Class 5/16/18 (Dee-dee)
  - TACVB-sponsored Marketing Symposium in Temple, TX – May 2-3, 2018 (Beth)
  
- **Events/Services:**
  - National Tourism Week
  - Denison Travel Information Center Travel Day (Vanesa)
  - Volunteer Management Conference Collin College Conference Center & Evening (Dee-dee)
  - Welcome/Network Reception Collin County Museum(Dee-dee)
  - Lunch w/ Mort Kramer – PSA-McKinney (Dee-dee & Vanesa)
  - North Texas Jobs Corps Luncheon/Hotel Association-(Dee-dee & Vanesa)
  - MISD partners in Education (Dee-dee)

**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/New Business:**
  - Volunteer Management Conference in town May 3-4, 2018 used Collin College Conference Center: 100 attendees, used Hampton Inn & Suites for room nights.
  - Texas State Society of American Technologists - Sheraton, 150 attendees May 2-5, 2018.
  - Vintage Market Days - May 11-13, 2018. This event is held twice a year and it brings in 8,000 attendees to Myers Park. Use Comfort Inn & Suites as their Host Hotel.

- Women's Health Network, November 13-16, 2018. Contact: Janice Sturm. Decision date: June 7, 2018. Attendees: 20, Approx. room nights: 40
- Texas Association of Counties, Health & Employee Benefits Pool, February 17-19, 2019. Contact: Amy Lawson. Expected Attendance: 200-225, Approx. room nights: 350. Decision date: August 16, 2018

- **Advertising:**

- **Be a Tourist in Your Own Town: We've kicked off National Travel & Tourism Week in McKinney:**
- We are celebrating the one week each year that we promote McKinney to McKinney residents to help them learn all about their home community. This helps them be better ambassadors for their city when friends and family visit. Below are the events we're hosting.
- Capturing McKinney Photo Scavenger Hunt (via **Eventzee**) – We'll be using the best photos for marketing purposes (with user credit, of course) and some will win McKinney swag. Download the app and enter this code to play: *VisitMcKinney18*
- Public Safety Appreciation Day Lunch – feeding lunch to our first responders to thank them for keeping us all safe.
- Free Historic Walking Tours – Tuesday, Wednesday and Thursday, Guy Giersch is doing the tours in partnership with the CVB and the Collin County History Museum. During the tours, Guy will be promoting the new digital McKinney walking tour map, giving attendees a flyer to show them how to download it for future use. (He will not be using it on the tour as he has a talk already laid out; thus the reason he is promoting it for later use.)
- Brown Bag Lunchtime Historic Talk by Deborah Kilgore (Collin County History Museum curator) at MPAC on Saturday
- All week – little giveaways as people come in, promoting guests pinning their hometowns on our world map, etc.
- MCVB met w/Main St. Co-op Advertising for Oktoberfest & future Co-op advertising initiatives for downtown.
- Communications Staff took part in two webinars last week, one about using Google's free features and one about GDPR regulations. Following these regulations, the CVB is working to grow our Google presence AND has been working to bring our email list into compliance with GDPR regulations.
- Photos-Facebook for Bike the Bricks, Yellow Wood Festival and Smiles as well as a few for Pecan Grove Memorial Day ceremony. <https://www.facebook.com/VisitMcKinney/>
- We're waiting to get CrowdRiff's user generated content up and running live on our site. We've created photo galleries, but issues with its integration with CivicPlus functionality is causing a delay. (The same thing happened when we added VisitWidget to our website.)

- **Budget:**

- Meeting w/City Manager's Office & City Finance

## **HOT Tax Collections: 2017-2018**

### **HOT TAX collection reported by City:**

- MOM 2018 vs. 2017 (17-Hotels & 6-B&B/VRBO reporting)
  - April 2018: \$ 145,642
  - April 2017: \$ 160,466
    - **-9.24% ↓**

## **MCVB Room Nights Generated: TTL Room Nights: 669; TTL Revenue: \$ 68,626**

### **WEDDINGS COMPLETED in April 2018 - TTL Room Nights: 170; TTL Rev: \$ 21,712**

- Carleen Wisniewski Wedding – TPS: TTL rooms -22, TTL rev: \$2,398
- Wood/Ware Wedding – TPS: TTL rooms: 25, TTL rev: \$2,725
- Hahn/Sanford Wedding – Holiday Inn: TTL rooms -2, TTL rev -\$198, Grand Hotel: TTL rooms – 80, TTL rev - \$11,980
- Kaitlyn McGuire Wedding – Holiday Inn: TTL rooms – 1, TTL rev - \$119, TPS: TTL rooms – 9, TTL rev: \$981
- Lauren Daynard Wedding – Holiday Inn: TTL rooms – 6, TTL rev - \$624
- Jameson -Krath wedding – TPS: TTL rooms – 23, TTL rev -\$2507, Comfort Suites: TTL rooms – 2, TTL rev - \$180

#### **No Pick-ups on the following weddings: 9**

- Candace Georger
- Sheri Monroe
- Ryan Davis
- Mattison Johnson
- Meghana Patil
- Sarah Rain,
- Morgan Coldwell
- Hyejin Hwang
- Sydney Rodriguez

## **ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2018: TTL Room nights: 499; TTL Revenue: \$ 46,914**

### **Associaton: TTL Rooms: 15; TTL Rev: \$ 1,425**

- Volunteer Management Conference: - Holiday Inn: May 1-3, 2018, TTL room nights: 15; TTYL Rev. \$ 1,425

### **Corporate: TTL Rooms: 444; TTL Revenue: \$ 41,450**

- Torchmark- AIL 101, Sheraton-May 14-16, 2018, TTL room nights: 115; TTYL Rev. \$ 10,195

- Torchmark- Sheraton: May 20-24, 2018, TTL room nights: 305 ; TTYL Rev. \$ 28,975
- Emerson: - Holiday Inn: May 1-3, 2018, TTL room nights: ; TTYL Rev. \$ CANCELLED
- Emerson: - Holiday Inn: May 22-24, 2018, TTL room nights: 24; TTYL Rev. \$ 2,280

**SMERF: TTL Rooms: 32; TTL Rev: \$ 3,247**

- Church of Christ/Judy Skelton – Grand Hotel: TTL rooms: 10, TTL rev: \$1509
- Vintage Market Days – Comfort Suites: TTL rooms: 22, TTL rev: \$1738

**Sports: TTL Rooms: 8; TTL Rev: \$ 792**

- Strikes Against Cancer – No pick-ups, Blocks were at Holiday Inn & Suites, and Hampton Inn.
- McKinney Soccer Association – McKinney Spring Classic Tournament – no pick ups
- Texas Best Gymnastics Competition – Holiday Inn: TTL rooms -8, TTL rev-\$792, The Comfort Suited did get room nights from this group, however the booked outside of a room block.

**Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 31**

**Association: 11**

- Rural Rental Housing Association of Texas – Contact: Royce Ann Wiggins. Follow up from April call. Royce Ann asked me to call her back the first part of August to see if we can set up a site visit. She is working on July 2017 conference now.
- Texas Trial Lawyers Association – Contact: Trista Allen, meetings held in the Austin, Midland/Odessa & El Paso areas.
- Texas Association of School Boards – Contact: Mandy Begley, conventions are too large for McKinney (7,000 person convention that rotates between Dallas, Austin & San Antonio)
- Southern Gas Association – Contact : Maryann Woods, does not have any meetings in our area, she advised she will reach out to me if anything changes
- National Association of Women in Construction – Contact: Beth Brooks, conventions are booked through 2022 and typically held in large cities. Board meetings held in Ft Worth. No other meetings scheduled at this time.
- Texas Trucking Association – Contact: Glenna Bruun
- Texas nurse Practitioners – Contact: Jan Allen
- Texas Association for School Nutrition – Contact: Karen Andradi
- Texas Grain & Feed Association – Contact: Tara Artho
- Texas Association of Broadcasters – Contact: Beth Bobbitt
- Texas & New Mexico Hospice Organization – Contact: Brandie Baker

**Corporate: 11**

- Byrne Construction – Contact: Chad Davis
- Helmerich and Payne, IDC – Contact: general info, no contact listed
- Pennwell Petroleum Group – Contact: Gail Killough
- Ditch Witch – Contact: Teresa Taylor
- Corptax – Contact: Debbie Juett
- Mannatech Inc. – Contact: Susan Wakefield

- Assure 360 – Contact: Brittni Rawdon
- Lockheed Martin – Contact: Cheryl Williams
- Nowex Environmental Products – Contact: Patty Duffy
- Helms Briscoe – Contact: Carol Benavidez (previously planned meeting for Container Store)
- Nestle Café – Contact: Joey Zapoli

**SMERF: 5**

- Sanger ISD – Contact: Dr. McCoy-Jackson – Group Block at Grand Hotel, 25 rooms July 25-26, 2018
- Church of Christ – Contact: Judy Skelton – Group Block at Grand Hotel, 5 rooms, May 5-6
- Dallas Baptist Assoc. – Contact: Cesar Zamora
- Bryan County Master Gardeners – Contact: Gingerlei Waddell
- Bryan County Commissioners Office – Contact: Debra Watkins

**McKinney Top 25: 4**

- Watson & Chalin-Dropped by the W & C office of fof 380 and Ali Allen from HR was not available to see me. I left information with the receptionist and followed up with an email.
- Blunt Foods-Dropped by to see Elizabeth Pruett. She asked me to contact their Corporate office in Fall River, Massachusets.
- Emerson Process Management- Dropped by to See Tammy Warren. She did not have any needs, but is excited to do a site visit once the Hilton Home 2 & Springhill Suites are open for business. I am trying to convince her to move the business she take to the Courtyard in Allen to McKinney.
- Mercedes Benz-Dropped by the dealership, Jennifer Coutier is no longer with this establishment. Sent an email to the new GM Rax Patel to see if we can assist him with anything. No response.

**MCVB Calendar of Events 2018-2020: 2**

**2018**

Month	Group	Venue	Room Nights	Attendees
<b>May</b>				
5/4-6/18	Strikes Against Cancer (Moved to Flower Mound)	Hampton	30	250
5/10-13/18	Texas Best Gymnastics	Holiday Inn/Holiday Inn Express	24	200
5/1-3/18	Emerson: Lifecycle SVCS:IV1100	Holiday Inn	60	30

5/3-4/18	TX Volunteer Conf.	Hampton/Collin College Conf. Center	10	150
5/3-5/18	TX Society of American Medical Technologist	Sheraton	75	70
5/14-16/18	Torchmark	Sheraton	160	80
5/20-24/18	Torchmark	Sheraton	400	100
5/22-24/18	Emerson: Regulator: 1112	Holiday Inn	60	30
5/28-31/18	TX Assoc. of Counties Leadership Program	Grand Hotel	75	30
<b>June</b>				
6/4-6/18	Torchmark	Sheraton	30	15
6/15-17/18	Flamefest-Craig Ranch	Holiday Inn, HI Express & La Quinta	50	300
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
6/18-21/18	Torchmark	Sheraton	90	30
6/20-22/18	Torchmark	Sheraton	16	8
<b>July</b>				
7/13-15/18	Copart Int'l	Sheraton, Holiday Hampton, Inn, Hilton Home 2, & Comfort Suites	60	100
7/15-18/18	Torchmark	Sheraton	300	100
<b>August</b>				
8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30
<b>September</b>				
9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/17-19/18	Torchmark	Sheraton	60	30
9/23-26/18	Torchmark	Sheraton	300	100
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
9/30/18-10/3/18	Torchmark	Sheraton	60	20
<b>October</b>				
10/4-7/18	NAACP	Sheraton	75	250
10/2-5/18	Torchmark	Sheraton	30	90
10/21-25/18	Torchmark	Sheraton	300	100
10/28-31/18	Torchmark	Sheraton	60	20

10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
<b>November</b>				
11/6-8/18	Emerson: Regulator: 1100	Holiday Inn	60	30
11/6-8/18	Emerson: Regulator: 1106	Holiday Inn	60	30
11/13-15/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
11/13-16/2018	Women's Health Network		40	20
11/2018	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	150	300
<b>December</b>				
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
January				
February				
March				
April				

## 2019

Month	Group	Venue	Room Nights	Attendance
<b>February</b>				
2/17-19/19	Texas Association of Counties, Health & Employee Benefits Pool	Sheraton	350	225
<b>April</b>				
4/25/48/19	Texas Folklore	Sheraton	70	150
April/May	TACVB Marketing Symposium	Sheraton	90	75-100
<b>July</b>				
7/2019	Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
<b>September</b>				
3 <sup>rd</sup> /4 <sup>th</sup> week	TTIA Travel Summit	Sheraton	500	250

## 2020

Month	Group	Venue	Room Nights	Attendance
<b>June</b>				
6/15-19/2020	TCCE Annual Convention	Sheraton	175	300
<b>September</b>				
3 <sup>rd</sup> /4 <sup>th</sup> week	TTIA Travel Summit	Sheraton	500	250

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
  - Home for the Holidays
  - 4th of July Parade
  - Second Saturday
  - Krewe of Barkus
  - Bike the Bricks
  - Arts in Bloom
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
  - Ghost Walk (Chestnut Square/Collin County Historical Museum)
  - Holiday Home Tour
  - Farmers Market
  - Farm to Table dinners
  - Prairie Camp
  - Ice Cream Crank Off
- Collin County Historical Society Museum (all exhibits)
- Heard Natural Science Museum & Wildlife Sanctuary
  - Dinosaurs Live!
  - Halloween at the Heard
  - Holiday Trail of Lights
  - Butterfly Gardens & House
  - Spring and Fall Native Plant Sales
  - Texas Heritage Day
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour



- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars

**The McKinney Shop:**

- **May 2018 Gross Sales \$ 1118.31**
  - **Rent check \$355.00**

**Visitors: FYTD Total (Oct.'17 – May. '18): 3,568**

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

- Out of State: 106
- Out of Country: 51
- Texas Residents: 83
- McKinney Residents: 38
- Register Total: 278
- Ticker Counter: 484

**Day Trips: 0**

**RFP's: 7 (1-Association, 0-Corporate, 5-Weddings, 1-Social (0-Religious), 0 -Sports, 0-Day Trips)**

**Association: 1**

- Texas Association of Counties, Health & Employee Benefits Pool, February 17-19, 2019. Contact: Amy Lawson. Expected Attendance: 200-225, Approx. room nights: 350. Decision date: August 16, 2018

**Corporate: 0**

**Social: 1**

- Women's Health Network, November 13-16, 2018. Contact: Janice Sturm. Decision date: June 7, 2018. Attendees: 20, Approx. room nights: 40

**SMERF: 5 ( Weddings)**

- Ginny Brazil (MOB) Wedding- July 2018, Springs
- Bellio/LaRue Wedding – June 2018, Stone Crest
- Erika Hernandez Wedding – March 2019, Springs
- Jacobs Wedding – August 2018, Springs
- Kundle/Garner Wedding – May 2018, Piazza on the Green

**Site Visits: 1**

- Carly Harris, Bride. Hotels: Holiday Inn, Grand, Hampton Inn, and Neathery B&B

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 29 (29-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**

**Weddings: 29**

- Leticia Banda –June 2018, Springs
- Olivia Sebesta Wedding – June 2018 Wedding, Springs
- Karmen Acencio – July 2018, Springs
- Briana O’Neil – July 2018, Stone Crest
- Emily Jacobs – July 2018, D’Vine Grace
- Allyssa Chavez – August 2018, Springs
- Brittany Tigert Wedding – July 2018, Springs
- Samantha Guerra – August 2018, Springs
- Shannon Owens – August 2018, D’Vine Grace
- Lannie Robinson- August 2018, D’ Vine Grace
- Samantha Guerra Wedding– August 2018, Springs
- Chelsea Parsons Wedding – August 2018, Springs
- Katie Nelson Wedding, August 2018, Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest
- Thanh Do- September 2018, Springs
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, Springs
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Brooke Von Readen Wedding – October 2018,
- Haley Spencer Wedding – October 2018, Springs
- Danille Jansma Wedding – October 2018, Rustic Grace
- Levi Kennaw Wedding – October 2018, Stonecrest
- Kayly Browne Wedding, October 2018, Avalon Legacy
- Priscilla Arriaga – December 2018, Springs
- Joyce Spisak – December 2018, Springs
- Dana Curry (MOB) – January 2019, Rustic Grace
- Meghan Powers- March 2019, Springs
- Shauna Brown – April 2019, Springs
- Jessica Costello –April 2019, Stone Crest

**Social: 0**

**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: 512**

**Mailing Leads Processed: 4,372**

- Tour Texas-11

- See Texas First-4,260
- McKinney Chamber-1
  - Top Five States requesting information:
    - San Antonio
    - Houston
    - Fort worth
    - Austin
    - Corpus Christi

## **Advertising/Marketing/Media**

### **Blogs on our website: 377**

- Fallen Heroes - 36
- Second Saturday Blog - 39
- Yellow Wood Festival - 10
- Memorial Day Weekend in McKinney - 132
- Everything Old is New Again- 31
- Plan Your Trip - 19
- Guitar Sanctuary – 20
- National Tourism Week- 70
- Put Yourself on our Map - 20

### **Visits on Homepage News Flash buttons & landing pages:**

- Fallen Heroes: 36
- National Tourism Week: 33
- Second Saturdays: 61
- Memorial Day Weekend: 158
- Plan Your Visit: 16
- Weekend Update button: 128

### **Photos, Text Written, Marketing Materials and Ads Submitted**

- **Materials Submitted**
  - May Second Saturday
  - Bike the Bricks
  - Yellow Wood Festival & Race
  - Yellow Wood Barnyard Dinner
  - Smiles Concert
  - NTTW Tour/History Talk Event
- **Advertising- Website & Publication ROI Tracking:**
  - Visitor Map: 1
  - Meeting-Planners-Guide: 28
  - Go-MNHS-Bulldogs: 9

- Howdy-Dallas-Cowboys-Fans: 1
- Go-MHS-Lions: 4
- Go-Boyd-High-Broncos: 2
- TourTexas.com-Readers: 41
- WELCOME-TALK-BUSINESS-360-READERS-VIEWER: 1
- Greetings-TSAE-Members: 1
- Strikes-Against-Cancer-2018: 51
- Oxford-American-Readers: 1
- Readers-of-County-Line-Magazine: 2

**Free Publicity:**

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710
<b>Total</b>	<b>\$ 126,365</b>

- *Does not include \$20,000 for Grants*

May 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/website updates (7 times)		\$ 14,000	\$ 42,000	1,400,000
Courier Gazette	Various Small Calendar pieces	\$ 400	\$ 600	\$ 1,800	60,000
Star Media/Mesquite	Yellow Wood Festival	\$ 700	\$ 800	\$ 4,500	75,000
County Line Magazine	Yellow Wood Festival	\$ 795	\$ 350	\$ 3,135	239,000
<b>TOTALS</b>		<b>\$1,895</b>	<b>\$15,750</b>	<b>\$ 51,435</b>	<b>1,774,000</b>
<b>FY 17-18 Totals</b>		<b>\$22,618</b>	<b>\$ 114,730</b>	<b>\$ 1,006,045</b>	<b>14,271,384</b>

**SOCIAL MEDIA TRACKING**

FACEBOOK - 2017-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
Nov. 17	80	6295	66,475	751,207	4,365,662
DEC. 17	56	6351	38,610	242,212	2,449,176
JAN. 18	175	6526	93,363	532,078	3,879,202
FEB. 18	59	6585	69,527	759,268	3,289,228
MAR. 18	76	6664	80,690	567,892	3,499,942
APR. 18	106	6770	83,960	449,311	3,615,527
May-18	109	6879	104,144	795,947	4,492,035
<b>TOTALS</b>	<b>708</b>	<b>N/A</b>	<b>629,583</b>	<b>4,948,689</b>	<b>29,972,982</b>

**OTHER SOCIAL MEDIA TRACKING – MAY 2018**

Type	Number	Increase #
<b>Twitter</b>		
Followers	4750	+35
Tweets	6386	+289
Tweet Impressions	20.6K	+24.5%
Profile Visits	208	-25.2%
Mentions by other users	42	+200%
<b>Google Sites</b>		
	<b>Views</b>	<b>Subscribers</b>
YouTube views	5660 (+ 263)	26 (+1)

**Web Analytics –MAY 2018**

Month	Sessions	Pageviews	Users
Oct-17	3,613	9,034	3,018
Nov-17	3,456	8,370	2,868
Dec-17	2,892	6,591	2,462
Jan-18	2,561	6,820	2,009
Feb-18	2,360	6,537	1,949
Mar-18	3,404	7,926	2,811
Apr-18	3,526	8,219	2,971
May-18	4,865	10,285	4,052
<b>FY 17-18</b>	<b>26,677</b>	<b>63,782</b>	<b>22,140</b>

Mobile Traffic	Users	Percent of Total
Mobile Traffic	2,239	55.26%
Desktop	1,494	36.87%
Tablet	319	7.87%

### Top Pages in MAY 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,684	1,353	0:01:09	1,298	44.07%	42.34%
Memorial Day	864	810	0:01:26	650	74.92%	67.82%
Calendar	858	667	0:01:10	531	40.68%	38.93%
Calendar	469	430	0:02:37	420	84.52%	83.58%
Memorial Blog	226	216	0:00:46	210	80.48%	77.88%
Calendar	199	165	0:02:03	20	65.00%	65.83%
Events	184	145	0:00:26	16	37.50%	13.04%
Shopping Centers	176	157	0:01:52	147	90.48%	84.66%
News Flash	157	147	0:00:19	5	40.00%	16.56%
Visitors Guide	151	128	0:02:02	18	33.33%	35.10%
Mo./Annual Events	151	138	0:01:29	89	84.27%	70.86%
Calendar	142	139	0:02:01	25	76.00%	69.01%
Weekend Update	126	109	0:00:30	2	50.00%	41.27%
Explore	105	86	0:00:35	9	77.78%	19.05%
Dining	103	75	0:01:15	9	66.67%	21.36%
Toll Tag	103	90	0:04:12	89	84.27%	81.55%
About McKinney	83	72	0:01:08	11	72.73%	30.12%
Plan Mck Trip	83	56	0:00:34	16	56.25%	19.28%
Staff Directory	77	51	0:01:02	15	66.67%	44.16%
Calendar	72	68	0:01:53	68	94.12%	91.67%
Stay	69	50	0:00:09	5	80.00%	7.25%
Nat'l Tourism Blog	67	49	0:04:11	29	75.86%	53.73%
Second Saturdays	61	45	0:00:32	1	100.00%	13.11%
Shopping	58	46	0:01:09	30	43.33%	39.66%
Event Planning	57	45	0:00:22	7	85.71%	17.54%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	3,903	3,697	4,707	64.65%	2.13	0:01:24
India	21	21	21	66.67%	1.67	0:01:01
France	20	20	20	100.00%	1	0:00:00
Peru	19	19	19	89.47%	1.11	0:00:06
Canada	17	16	22	77.27%	2.14	0:02:03
South Korea	17	17	17	94.12%	1.24	0:02:17
Philippines	10	10	10	70.00%	2.6	0:00:39
(not set)	8	7	8	37.50%	3	0:03:59
Germany	5	5	5	100.00%	1	0:00:00
United Kingdom	4	4	4	50.00%	3	0:01:07

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	3,281	3,089	3,997	65.22%	2.07	0:01:22
California	72	70	78	62.82%	2.18	0:01:15
New York	54	52	55	80.00%	1.42	0:00:33
Oklahoma	49	48	58	50.00%	2.91	0:01:28
Florida	37	33	41	43.90%	3.1	0:02:26
District of Columbia	36	29	39	74.36%	1.74	0:00:55
Kansas	30	30	30	73.33%	1.83	0:01:56
Tennessee	30	28	32	78.12%	1.78	0:00:47
Illinois	29	27	33	42.42%	2.61	0:01:35
Virginia	26	25	26	76.92%	1.73	0:00:59

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	1,196	1,062	1,500	62.73%	2.28	0:01:49
Dallas	884	805	1,014	71.01%	1.77	0:00:53
Allen	142	130	167	67.66%	1.83	0:00:55
Plano	138	131	153	56.86%	2.13	0:01:19
Frisco	121	106	134	69.40%	2.11	0:01:29
Prosper	99	94	106	71.70%	1.64	0:00:35
Houston	65	60	72	63.89%	1.92	0:01:00
Austin	37	36	43	58.14%	2.58	0:01:37
Fort Worth	37	28	42	61.90%	2.57	0:01:23
Celina	33	32	37	59.46%	1.7	0:00:56

VISIT WIDGET MAY 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
Widget	52	60	217	3.6	45%
iOS App	34	47	345	10	N/A
Android App	20	21	63	3.2	N/A
<b>Total/AVG</b>	<b>106</b>	<b>128</b>	<b>625</b>	<b>5.60</b>	<b>N/A</b>

**OCCUPANCY RATES:**

**Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %**

Hotel	Oct. '17	Nov. '17	Dec. '17	Jan. '18	Feb. '18	Mar. '18	Apr. '18	May '18	Jun. '18	Jul. '18	Aug. '18	Sep. '18
Comfort	67.79	70.85	54.28	53.51	60.15	76.50	69.21					
Hampton	97.82	97.82	97.82	97.82	97.82	97.82	97.82					
Holiday Inn	69.05	71.18	57.02	60.61	51.12	47.18	53.74					
Holiday Inn CR	73.79	69.88	55.40	57.26	69.06	75.77	68.59					
La Quinta	N/A	74.43	61.49	64.68	70.57	68.74	65.65					
Sheraton	96.77	N/A	N/A	72.13	79.03	75.54	78.06					
Townplace	79.01	81.65	79.01	98.88	63.20	64.15	73.33					

**Sheraton Occupancy Rates:**

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18
October	N/A	67.28%	75.19%	96.77%
November	N/A	61.35%	75.20%	N/A%
December	N/A	69.24%	57.74%	N/A%
January	N/A	61.62%	69.54%	72.13%
February	N/A	71.58%	79.77%	79.03%
March	24.60 %	63.53%	77.04%	75.54%
April	39.29%	82.34%	84.81%	78.06%
May	50.47%	64.60%	81.11%	%
June	69.70%	75.03%	88.88%	%
July	75.60%	72.61%	N/A	%
August	56.22%	63.86%	76.00%	%
September	56.43%	72.50%	N/A	%

**LOST BUSSINESS – 1**

- TX Association of Counties-Grand Hotel-5/25-31/18; 75 room nights, 30 attendees. Looking for venues that were off the beaten path and will force attendees to network