



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: July 27, 2021
RE: Visit McKinney May 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 3**
 1. Cision – State of the Media Summit – PR’s Got Talent
 2. City Book Club Sessions – Find the Good
 3. Webinar: “Influencer shouldn’t be a Dirty Word to DMOs”
 - **Dee-dee: 4**
 1. Destination Analyst (Travel Sentiments)-5/11 & 28/21
 2. Event Trust Fund 5/18 & 20/21
 - **Marie: 0**
 - **Sabine: 3**
 1. TDM Credit, Virtual Tour: Mustang Island State Park
 2. InDesign Mini Training videos
 3. Simpleview: McKinney CMS Project | CRM Event & Listing updates overview
- **Events/Services: 8**
 1. Byron Nelson
 2. MPI -Texas Hill Country Chapter
 3. Main Street Monthly Business Meeting
 4. Music Friendly Advisory Board – TMR25 info
 5. Scouted locations with Dallas Film Commission scout/follow-up calls and emails
 6. National Travel & Tourism Week luncheon & Tours
 7. Women in Leadership Luncheon in Adriatica
 8. McKinney Restaurant Council-Chamber
- **Venue: 0**
- **Hotel Calls: 13**
 1. The Neathery Estate
 2. Comfort Suites
 3. Hampton Inn
 4. Home2 Suites by Hilton
 5. SpringHill Suites
 6. Holiday Inn & Suites
 7. Sheraton
 8. Townplace Suites
 9. La Quinta Inn & Suites
 10. Holiday Inn Express (Craig Ranch)

11. Best Western Plus McKinney Inn & Suites
12. Woodsprings
13. Grand

Goal 2 Financially Sound Government

Strategies:

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

HOT Tax Collection reported by City: 2020-2021

- **MOM 2021 vs. 2020 (19-Hotels & 3-B&B/VRBO reporting)**
 - May 2021: \$ 160,169
 - May 2020: \$ 42,666
 - **275.40%**
- **YOY 2021 vs. 2020**
 - Oct. '20 – May '21: \$ 1,007,665
 - Oct. '19 – May '20: \$ 1,011,930
 - **-0.42%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2021: TTL Room nights: 1043; TTL Revenue: \$97,019

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 138; TTL Revenue: \$13,622**
 - Association: TTL Room nights: 0; TTL Rev.: \$ 0
 - Corporate: TTL Room nights: 138; TTL Rev.: \$13,622
 - TAVA Lifestyle (overflow)-Sheraton- TTL Room nights: 138; TTL Rev.: \$13,622
- **SMERF HOTEL ROOMS- TTL Room nights: 905; TTL Revenue: \$83,397**
 - Sports: TTL Room nights: 812; TTYL Rev.: \$73,553
 - Byron Nelson-TTL Room nights: 745; TTL Rev.: \$68,698
 - Sheraton-Room nights: 136; TTL Rev.: \$17,544
 - Holiday Inn & Suites: TTL Room nights: 5; TTL Rev.: \$550
 - Holiday Inn Express: TTL Room nights: 450; TTL Rev.: \$33,750
 - Spring Hill: TTL Room nights: 6; TTL Rev.: \$654
 - Home2: TTL Room nights: 15; TTL Rev.: \$2,253
 - TownePlace: TTL Room nights: 129; TTL Rev.: \$13,651
 - La Quinta: TTL Room nights: 4; TTL Rev.: \$296
 - *Byron Nelson: Sister Cities-TTL Room nights: 2,678; TTL Rev.: \$380,450*
*****NOT INCLUDED IN TOTALS*****
 - *Allen -TTL Room nights: 1032; TTL Rev.: \$118,160*
 - *Frisco-TTL Room nights: 644; TTL Rev.: \$86,940*
 - *Plano-TTL Room nights: 1002; TTL Rev.: \$175,350*
 - UC90-TTL Room nights: 67; TTL Rev.: \$4,855
 - Holiday Inn Express-TTL Room nights: 67; TTL Rev.: \$4,855
 - Weddings: TTL Room nights: 93 ; TTYL Rev.: \$9,844
 - Hampton Inn: TTL Room nights: 11; TTL Rev.: \$1,111
 - Jones Wedding-TTL Room nights: 8; TTL Rev.: \$896
 - Banister Wedding-TTL Room nights: 0; TTL Rev.: \$ NO PICKUP
 - Huntsman Wedding-TTL Room nights: 3; TTL Rev.: \$215
 - Sheraton: TTL Room nights: 71; TTL Rev.: \$7,569
 - Huntmans Wedding-TTL Room nights: 17; TTL Rev.: \$ 1,683
 - Hodges Wedding- TTL Room nights: 54; TTL Rev.: \$5,886
 - Bogaret Wedding-TTL Room nights: 0; TTL Rev.: \$ NO PICKUP
 - SpringHill: TTL Room nights: 11; TTL Rev.: \$1,164

- Hodges Wedding-TTL Room nights: 4; TTL Rev.: \$436
- Rath Wedding- TTL Room nights: 7; TTL Rev.: \$728

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 620

- **Association: Available Upon Request: 344**
- **Corporate: Available Upon Request: 182**
- **SMERF: Available Upon Request: 92**
- **McKinney Corporate: 2**
 1. Keasler is looking to do a meeting in June. She will get back to me once she speaks to the owner. Phone call & email correspondence on 5/27/21.
 2. Emerson emailed the planner on 5/17/21, still not traveling.

VISIT MCKINNEY Calendar of Events 2020-2024: 10

Yellow highlight-New business & Red type=indicates Lost Business*Note: BOOKING LINK- We have provided a Link on our Website to these partners for Hotel Room nights-Unsure if the parents will book, but we are working with our partners to drive traffic to our local hotels for these Events.

2021				
Month	Group	Venue	Room Nights	Attendance
May				
5/10-16/21	Byron Nelson	City Wide	500	10,000
5/21-23/21	TAVA Lifestyle – overflow	Sheraton	120	40
5/28-31/21	U90C Sports Dallas Open	City Wide	390	260
June				
6/2021	GSS Council	Grand and Sheraton 4 and 5-star properties only	10	10
6/11-13/21	U90C Sports premier Copa	City Wide	250	125
6/11-13/21	Triple Crown Gabe Nesbit	Unable to find Hotel rooms	120	60
6/9-12/21	Association of Texas Small School Bands – All state band clinic]	Sheraton & Home 2	320	500
6/2021	Sigma Phi Omega	Sheaton	0	1000
6/2021	Cooper High School Reunion	N/A	N/A	N/A
6/24/21	McKinney Library-Adventures on the Farm	N/A	0	150
6/26/21	Blockbuster reunion	Sheraton & Tupps	10	40
July				
7/14-16/21	Texas Justice Courts Training	Sheraton	380	165

	Center-The Court Personnel Seminar			
7/18-21/21	Texas Justice Courts Training Center, The Civil Process Seminar	Sheraton	495	165
August				
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130
September				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/2021	DSISD Track Team – no meeting space.	City Wide- LOST – client selected another city closer to the event	12	24
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
October				
Boys 10/15-17/21 Girls: 10/22-24/21 HS Boys 10/29-31/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn.	500	2,000
November				
11/ 5-7/21	Toastmasters D50 – Conclave Conference	Sheraton	75	25
10/2021	T.E.A.C.H	Sheraton	180	90
December				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110
12/2021	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
September				
9/18-24/21	International Junior Tournament	La Quinta	240	60
9/21-24/21	Koha-US	Sheraton	240	60
9/2021	Synergy Meeting	Sheraton & Holiday Inn	565	230

2022

Month	Group	Venue	Room Nights	Attendance
January				
February				
2/18-20/21	BlueSkye Boy & Girls Beauty Pageant	Sheraton-Event Space only-Lost Due to lack of Breakout rooms	0	120
2/2021	Texas Parks & Wildlife Department –TPWD	Sheraton and will find overflow as needed.	1300 Need 12,000 sf. Meeting Space	260
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
2/2022	National African American Education Association	Sheraton	285	120
March				
April				
4/21-23/22	NAIA Women’s Beach Volleyball National InvitationalAttendees:	Sheraton	150	120
May				
5/2022	Byron Nelson	City Wide	Unknown	Unknown
June				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300
September				
9/22	CEMRF Tax Institute	Sheraton & Holiday Inn	135	63
November				
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	75
12/2022	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2023

Month	Group	Venue	Room Nights	Attendance
March				
3/20-24/23	Texas Police Chief Leadership	Sheraton	200	1000
April				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
May				
5/2023	Byron Nelson	City Wide	Unknown	Unknown
December				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2024

Month	Group	Venue	Room Nights	Attendance
December				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500
April				
4/11-14/24	American Legion, Oratorical Competition	Sheraton-We do not have the required meeting space.	250	300
May				
5/2024	Byron Nelson	City Wide	Unknown	Unknown

2025

Month	Group	Venue	Room Nights	Attendance
December				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
May				
5/2025	Byron Nelson	City Wide	Unknown	Unknown

Events the VISIT MCKINNEY assists with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
 - Home for the Holidays
 - 4th of July Parade
 - Krewe of Barkus
 - Arts in Bloom
 - Oktoberfest
 - Santa's Helpers Toy Drive
- 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
- Trolley Tours
- Collin County Historical Society Museum (all exhibits)
- Heard Craig Center for the Arts
 - Teas
 - Weddings
 - Art Series
 - Art-o-Mat
- 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
 - Ziplines, Rope Course, & Canoe Experience
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse Show, Life Stock Shows & Master Gardener Events, Vintage Market Days)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Live music at local restaurants/pubs/wine bars
- Stonebridge Spooktacular
- Walking Tours w/ Guy Giersch & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

The McKinney Market:

- May 2021 Gross Sales \$939.50
 - Rent check \$300.00

Visitors: FYTD Total (May '21): 1,652

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

- Out of State: 35
- Out of Country: 4
- Texas Residents: 20
- McKinney Residents: 2
- Register Total: 61

- Ticker Counter: 317

Day Trips-1

1. Jacobsen Bus Tours September 2021

RFP's: 18 (0-Association, 1-Corporate, 8-Weddings, 5-Social, 0- Military, 0-Gov't, 0-Education, 0-Religious, 4-Sports, 0-Fraternal)

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until fall

Association: 0

Corporate: 1

1. TAVA Lifestyle – 5/7 received an email from McKinney Sheraton requesting assistance in locating 20 overflow sleep rooms for this booked piece of business. Event booked for May 21 – 23, 2021 with room block of 75, overflow of 20 rooms. Booked

SMERF: 9

1. DSISD Track Team – 5/18 received RFP from C-vent for September 2021 business; based on size requirements and use of space, sent citywide for bid consideration based on their desire/availability. RFP states 24 attendees using 12 sleep rooms, no meeting space. LOST – client selected another city closer to the event
2. McKinney Lacrosse Club – 5/14 received a request from S. Wooter to assist in locating room blocks citywide in McKinney. Anticipate 2,000+ people to attend: Boys 10/15-17, Girls: 10/22-24, and HS Boys 10/29-31. This is for sleep rooms only. 4/18 prepared RFP and emailed to 13 properties of S. Wooter's choice. BOOKED – using rooms at Sheraton, Comfort, SpringHill, Home2, and Holiday Inn.
3. International Junior Tournament @ the Courts, 9/18-24/21, La Quints, 60 attendees, 240 room nights.
4. Triple Crown Gabe Nesbit: 6/11-13/21, unable to find hotels that weekend booked too late.
5. BlueSkye Boy & Girls Beauty Pageant – 5/21 received RFP thru C-vent. Due to size requirements, forwarded RFP to Sheraton only. This February 18-20 event is for event space only, with no sleep rooms. Might be too big, LOST – Sheraton did not bid due to lack of breakout rooms.
6. American Legion, Oratorical Competition – 5/27 received RFP from American Legion. Based on meeting space requirements, forwarded RFP to Sheraton. This RFP is for a 3-year contract (2024, 2025 & 2026). Date: 2024-April 11-14, attendees: 300, & room nights 250. Require a lot of meeting space. Waiting to hear from Sheraton if the event will fit and if they have availability. Lost-too large.
7. Blockbuster Reunion 6/26/21- TUPPs, asked for 10 room nights at the Sheraton, attendees 40.

Government: 0

Weddings: 8

1. Elliot Wedding 10/2/21
2. Leven Wedding 6/12/21
3. Durst Wedding- Bella Donna Chapel/Sanctuary
4. Willis Wedding -Rustic Grace-10/3/21
5. Willimas Wedding-Davis & Grey-6/30/21
6. Kinder Wedding -Gather-October 2022
7. Guffey Wedding-MPAC- May 29, 2021
8. Heidger/Pequeno-Stone Crest-6/30/21

Site Visits: 0

Association: 0

Corporate: 0

SMERF: 0

ONGOING PROSPECTS/LEADS: 14 -SMERF (0-Social, Military, Education, Religious, & Fraternal): 14-Weddings, 0-Sports, 0-Day Trips)

SMERF:

WEDDINGS: 14

1. Megan Jordon; June 12, 2021 – Rustic Grace
2. Randi Cole; June 19, 2021 – Magnolia Grace
3. Victoria Nicholson; October 2021 – Magnolia Grace
4. Madison Krell; October 10, 2021 – Magnolia Grace
5. Brittney Larocca; October 16, 2021 – Magnolia Grace
6. Shelby Hill; July 2021-Magnolia Grace
7. MOB: Lauren Walsh; June 18, 2022-Magnolia Grace Ranch
8. Lindsay Mullen; June 25, 2021-Rustic Grace Estate
9. Kris Sudberry; July 16, 2021-Springs
10. Ramonica Jones; May 8, 2021-Springs
11. Kenadee Muller-Thompson; October 8, 2021-Magnolia Grace
12. Victoria Rodriguez; October 15, 2021-Magnolia Grace
13. Richardson/Webster Wedding; November 27, 2021-Magnolia Grace
14. Ashley Torres; March 22, 2022-Magnolia Grace

DAY TRIPS: 0

SPORTS: 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

Bags Serviced: 150

Mailing Leads Processed: 173

- Tour Texas: 107
- OKC Garden Show: 66

Top Five States requesting information:

- Oklahoma
- Texas
- Arizona
- California
- Arkansas

Advertising/Marketing/Media

MAY 2021 -ROBLY Email Stats	
Average Open Rate	27.20%
Average Click-thru Rate	15.80%
Total Audience	3,980

MAY 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Created new logo Zoom backgrounds
- Created new rack card

- Created Team Texas box of handouts and delivered to Heather in Grapevine
- Thank you cards for Byron Nelson volunteers
- Created Certified ad folder
- Created Fall Texas Events Calendar ad
- Submitted photos/text to Multiview for six-month TSAE email campaign
- Submitted vendor listing info to TM+E
- Gathered and delivered items from Visit McKinney and Apex for Craig Ranch Fitness boxes
- Submitted Fall 2021 events to Texas Events Calendar
- Created ad tracking spreadsheet
- Created Social Media Calendar
- Worked on website CRM

SOCIAL MEDIA STATS

FACEBOOK STATS					
FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
FEB. 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
APRIL.2021	90	10,800	50,069	316,802	1,438,732
MAY.2021	65	10,865	37,275	373,757	1,396,683
TOTALS	636	N/A	298,993	2,149,381	9,951,882

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
FEB. 2021	224
MARCH.2021	188
APRIL.2021	106
MAY.2021	121
TOTAL	4,770

TWITTER - MAY 2021	
Total Followers	5,604
New Followers	-36
Tweets	12
Tweet Impressions (+45%)	7.4K
Profile Visits (+164%)	396
Mentions	13
Twitter is continuing to remove fake accounts, so follower counts are dropping. Our tweet impressions and profile visits are way up.	

YOUTUBE 2020-21		
<i>Month</i>	<i>Views</i>	<i>Subscribers</i>
Historical #s	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
FEB. 2021	187	2
MARCH.2021	214	2
APRIL.21	252	3
MAY.2021	227	3
TOTAL	16,444	79

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
FEB. 2021	1,980	21
MARCH.2021	3,470	48
APRIL.2021	4,060	61
MAY.2021	4,620	41
TOTAL	52,345	635

WEBSITE DATA – MAY 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
FEB. 2021	3,100	6,736	2,706
MARCH.2021	5,636	10,873	4,987
APRIL.2021	6,546	12,377	5,735
MAY.2021	6,293	12,067	5,502
TOTAL	36,861	73,407	32,084

MAY.2021	Users
Mobile	3,033
Desktop	2,267
Tablet	202
TOTAL	5,502

MAY 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	2,028	1,730
Calendar home pg.	655	493
Free state video	634	575
Byron Nelson	493	452
NTTA Blog	346	233
TMR25 blog	332	300
Dining in McKinney	324	233
DCI Delay until 2022	275	265
Monthly/Annual Events	211	193
Visitors Guide	203	149

Top Countries - MAY 2021			
Country Breakdown	Users	New Users	Sessions
United States	5,254	5,142	6,033
Canada	68	68	69
China	16	16	17
Germany	16	16	16
U.K.	14	13	14
Spain	13	13	15

India	11	11	12
Netherlands	11	11	11
France	9	9	9
Mexico	9	9	12

Top States – MAY 2021			
State Breakdown	Users	New Users	Sessions
Texas	3,217	3,117	3,784
Arkansas	270	263	304
California	230	227	255
Oklahoma	174	172	183
Virginia	152	151	153
Kansas	1139	136	143
Florida	96	92	114
New York	70	70	75
(not set)	65	64	65
Georgia	53	51	60

Top Cities – MAY 2021			
City Breakdown	Users	New Users	Sessions
McKinney	947	874	1188
Dallas	756	710	840
Frisco	132	129	151
Allen	126	120	131
Plano	112	109	122
Houston	109	103	118
Coffeyville, KS	108	108	109
Ashburn, VA	99	97	101
San Antonio	99	97	101
Austin	60	55	68

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
Nov. 2020	680
Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
APRIL.2021	460
MAY.2021	1,118

TOTAL	4,777
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MAY 2021: TOP REFERRAL PG	
definition.org	122
Facebook	101
newsbreakapp.com	58
McKinneyTexas.org	52
tpc.googlesyndication.com	36
flytki.com	35
McKinneyBubblelife.com	34
MoneyMade.com	32
mrfood.com	29
travelawaits.com (blogger)	28
TOTAL	527

MAY 2021-KPIs & Groups	
KPIs	10
Pickleball	71
Byron Nelson	496
TOTAL:	577

MAY 2021: Top 5 HOME BUTTONS	
TMR25 Ticket contest	125
Weekend Update	119
TMR25/Music Friendly McK	41
YOLO Visits McKinney	27
That Texas Couple blog	18
TOTAL	330

Blogs (Top 5) for MAY 2021: 845

- NTTA - 346
- Music Friendly McKinney welcomes TMR25 – 332
- Bucket List Things to See in McKinney - 64
- Blog Home page – 54
- Romantic Getaway (Our Sweet Adventures) – 49

MAY 2021 -Ad Landing Pages	
Rack Card	23
Oxford American	5
TM+E	2
Meet Texas	3
North Bulldogs	2
Stonebridge ranch	2
Texas Events Calendar	3

SDM - Tennis	2
Certified Map	3
Bus Tours Magazine	1
TSAE	1
Tour Texas	1
TOTAL	48

MAY 2021 – MPG Page Views	
Main Page	43
Venues by Capacity	19
RFP	4
Venues/Videos	35
Sports Planning	9
Group Services	6
Tour Options/Itineraries	206
TOTAL:	322

OTHER STATS

CROWDRIFT – MAY 2021		
Gallery	Interactions	Views
Being Social	1	18
History/Dwntrn	10	31
Home Gallery	49	662
McK Dining	39	214
McK Events	35	146
Explore	43	71
Weddings	0	33
Shopping	0	48
TOTAL	177	1,223

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
NOV. 2020	9	1
DEC. 2020	0	1
JAN. 2021	0	0
FEB. 2021	10	1
MAR.2021	1	1
APRIL.2021	0	0
MAY 2021 (last month)	8	2
TOTAL	33	7

VISIT WIDGET - MAY 2021				
	Users	Sessions	Page Views	New Downloads
Widget	102	107	329	
<i>Desktop</i>	65	69	206	
<i>Mobile</i>	37	38	123	
Mobile APP	95	74	269	
<i>App-iOS</i>	66	50	211	8
<i>App-Android</i>	29	24	58	5
TOTAL	197	181	598	13

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
MAR.2021	567	269	100	4,573	370
APRIL.2021	347	221	124	2,798	348
MAY.2021	608	189	189	1,995	353
TOTAL	3,529	2,538	877	23,134	2,549

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$194,767

MAY 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Travel Awaits	16 Reasons to Fall in Love with McKinney - Kim Croisant blog	\$0	\$652	\$1,956	346,935
North Texas E-News	TMR25 article	\$0	\$14	\$42	7,598
Bubble Life	Shared content 3 times	\$0	\$3,000	\$9,000	400,000
TOTALS		\$0	\$3,666	\$10,998	754,533
FY 20-21 Running Totals		\$35,423	\$169,701	\$341,274	30,384,616

Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %

OCCUPANCY RATES:

Hotel	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Feb. '21	Mar. '21	Apr. '21	May '21	Jun. '21	Jul. '21	Aug. '21	Sept. '21
Comfort	54.02	0	53.56	57.40	70.18	80.59	72.17					
Hampton	93.79	91.46	86.05	90.89	93.75	99.44	99.44					
Holiday Inn	39.07	43.80	49.84	49.84	64.82	80.81	69.75					
Holiday Inn Exp. (CR)	44.31	45.38	36.98	42.62	51.80	63.28	52.09					
Home 2	51.52	48.16	48.27	61.62	68.59	88.57	85.95					
La Quinta	41.40	37.47	56.59	68.97	73.73	80.44	80.76					
Sheraton	48.99	30.37	22.94	28.01	39.63	52.03	53.89					
Springhill	54.45	45.76	39.87	47.02	51.89	73.29	66.03					

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	

TOTAL LOST BUSINESS: 7; Lost Revenue:\$5,364,000

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
				Corporate Lost:	\$0

ASSOCIATION: Lost Business 7; Lost Revenue:\$5,364,000

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
September 2024	Texas Association of Addiction Professionals, State Conference	Sheraton, Too Large	2,100	700	\$407,500
September 2025	Texas Veterans Commission, Annual State Convention	Sheraton, Too Large	1,000	500	\$170,000

January thru December 2024	International Association of Drilling Contractors, Drilling Conference	Sheraton, Too Large	8,700	2,900	\$1,743,000
October or November 2024	International Association Geophysical Contractors, Annual Conference	Sheraton, Too Large	1,500	750	\$320,000
June 2024	International Liquid Terminals Association, Annual Conference & Trade Show	Sheraton, Too Large	2,200	1,100	\$461,000
April 2025	National Ocean Industrial Association, Annual Meeting	Sheraton, Too Large	1,200	600	\$263,000
September 2023	Society of Exploration Geophysicists, Annual Meeting	Sheraton, Too Large	10,500	2,100	\$1,999,500
Totals			27,200	8,650	\$5,364,000

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history

**These numbers may change considerably due to COVID19
There is no guarantee this business would be awarded to McKinney. This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions.**