



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: August 22, 2017
RE: McKinney CVB July 2017-Staff Report

Goal 1 Operational Excellence

Strategies:

Events/Services:

- Ribbon Cutting for Azure Photography
- Met/tour with Italian Filmmakers Matteo Petrelli & Daniel Bondi

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:**
 - Colabrative meeting with MCD, MEDC, MCVB and Order 66 Toys
 - OSAE Confrence- Oklahoma
- **Advertising:**
 - Interview for Dallas Observer

Venues: N/A

Webinar:

- TTIA Webinar - #What I Like About Texas" campaign

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- MOM 2017 vs. 2016 (16-Hotels & 15-B&B/VRBO reporting)
 - June 2017: \$ 159,734
 - June 2016: \$ 162,924
 - **-1.58% ↓**

- 3rd Q: '16 vs '17
 - Apr '15-Jun '16: \$ 464,324
 - Apr '16-Jun '17: \$470,340
 - **1.30% ↑**

- FY : '16 vs '17
 - Oct '15-Jun '16: \$1,135,590
 - Oct '16-Jun '17: \$1,236,961
 - **8.93% ↑**

MCVB Room24 Nights Generated: 507 TTL Room Nights; TTL Revenue \$ 54,077:

WEDDINGS COMPLETED in July 2017 - TTL Room Nights: 159 TTL Rev: \$16,910

- Rosier/Lees Wedding – Comfort Suites, TTL Rooms: 15, TTL Rev: \$1410
- R Tallud Wedding - Hampton, TTL Rooms: 22, TTL Rev: \$2508
- Harvey Wedding – Sheraton, TTL Rooms: 16, TTL Rev: \$1728
- Emily Malloy Wedding – Towne Place Suites, TTL Rooms: 11, TTL Rev: \$1199; Hampton Inn, TTL Rooms: 21, TTL Rev: \$2394
- Lynn Jones (MOB) Wedding – Hampton Inn, TTL Rooms: 15, TTL Rev: 1710
- Dannie Teese Wedding – Towne Place Suites, TTL Rooms: 12, TTL Rev: \$1308
- Howard/Hope Wedding – Holiday Inn, TTL Rooms: 5, TTL Rev: \$ 495
- Sigman/Grossman Wedding – Holiday Inn, TTL Rooms: 42, TTL Rev: \$ 4,158
-

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2017: 348 TTL Room nights, TTL Revenue: \$ 37,167

Associaton: TTL Rooms: TTL Rev: \$

- N/A

Corporate: TTL Rooms: 156 TTL Rev: \$ 16,239

- Torchmark- Grand Hotel 7/30-8/1/2017; 73 TTL Room nights; \$6282 TTL Revenue
- Emerson- Holiday Inn 7//11-13/17; 20 TTL Room nights; \$ 2020 TTL Revenue
- The Seed Company, Grand Hotel - TTL Room Nights: 27 , TTL Rev: \$3293
- Chico's/White House Black Market – TTL Room Nights: 36, TTL Rev: \$ 4644

SMERF: TTL Rooms: 192 TTL Rev: \$ 20,928

- UUS Belle Grove, Holiday Inn – Holiday Inn, TTL Room Nights: 192 TTL Rev \$20,928
- Rug Fest – Hampton Inn, Lana stated that most rooms were booked outside of the block due to (using points or getting lower rates via AAA Travel Club)

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

- N/A

Sales calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 32

Association: 12 (OSAE 2017 Conference) – (meet/spoke with these contacts and followed up with emails)

- American Kitefliers Association, Contact: Phillip Whitaker
- Oklahoma Restaurant Association, Contact: Chandy Rice
- Oklahoma State Medical Association, Contact: Arnora Parish
- Utica Physicians' Association, Contact: Amy Prentice
- Oklahoma County Medical Society, Contact: Jana Timberlake
- Oklahoma Psychological Association, Contact: Dana Fowble
- National Weather Association, Contact: Hulda Johannsdottir
- Oklahoma Chapter, National Electrical Contractors Association, Contact: Scott Hopkins, was receptive to McKinney. Responded to email stating that he would stop by McKinney the next time he was in the DFW area.
- Helping Friends Foundation, Contact: Erica Fowble
- National Weather Association, Contact: Tanya Schoor
- Oklahoma State Medical Association, Contact: Donna Bartlett, very receptive to McKinney. Will need to follow up again in a few months to see if she is ready for a site visit/plan a meeting in McKinney.
- Oklahoma Building Burglar & Fire Alarm Association, Contact: Dana Fowble – Dana was receptive to McKinney and the idea of planning a meeting here. She stated that she would reach out to me over the next few months to possibly set up a site visit.

Corporate: 10

- The Seed Company, Contact: Abraham Torress. Conference at Grand Hotel, 13 Attendees July 17-20, 2017
- Chico's, Contact: David Nelson, Conference at Grand, 12 Attendees July 18-21, 2017
- Live-Love-Travel: Contact: Erin Johnson. Spoke with Erin and followed up with an email. We are planning to meet in early August for a site visit. She will email me with some possible dates.
- Sally Beauty Supply, Contact: Kelly Hughes. Advised that she will send a reminder to various admins to consider McKinney for future meetings and stated she would call me when she needs assistance.
- Dynamax, Contact: Michelle Whitaker. She stated the company is in a transition with new leadership and are discussing new directions and strategies. She asked me to call back in mid-August to discuss potential for meeting in McKinney.
- EMCare, Contact: Carla Marshall. Left message on her voice mail. Will follow up again.
- Dr Pepper/Seven Up: Contact: Jason Haynes, left message on voice mail
- Texas WorkForce Commission, Workforce Development Division. Contact: Courtney Arbour, Div. Director. Sent email, she was out of the office. Will follow up again in August.
- Texas WorkForce Commission, Business Operations Division, Contact: Glenn Neal. Sent email of introduction.

- Brookshires, Contact: Deann Nix. Deann advised that at this time they are not conducting regional recognition programs/ceremonies. She suggested that I reach out to her again in Spring 2018.

SMERF: 5

- Barn Hunt National Trials – Dog Competition, Myers Park. Approx 100 Attendees, using La Quinta in McKinney and Allen. (September 2017)
- Oak Hollow Ladies Golf Association, provided promotional items for their fund raiser. Discussed the potential of bringing more out of town attendees and utilizing McKinney area hotels.
- McKinney HS Class of 1977 40th Reunion, Contact: Nina Dowell Ringley. August 5, 2017, Approx. 200 attendees, Event Venue: Louisiana Street Grill
- Legacy Church, Contact: Eliane Jones – Childrens Ministry. Sent email, offered site visit and McKinney as a destination for a staff retreat.
- McKinney Noon Lions Club – Spoke with Elaine to discuss fall meeting. She advised they rotate cities in the North Texas area for the regional meetings. Gave me contacts for both the Morning Lions and the Noon Lions groups. Sec. for Noon Lions: Jim Halphen, Sec. for Morning Lions: Jaquie Crews.

McKinney Top 25: 5

- Lone Star Reel- Do not need any space for training and they do not bring in any out of town guests.
- UPS- Spoke to HR manager- They have 1 of 7 training facilities here in McKinney. They currently use the here on hotel for their overnight guests. Everything is done by Atlanta headquarters and he couldn't give me a name or a phone number to call in the Atlanta office. I tried calling the Atlanta Corporate Headquarters phone number I found online, they only have a phone number for employee verification. They do not have any way to contact anyone in Human Resources.
- Health Care Associates-I reached out to Kristian Daniels, I sent her two emails and left two voicemails, no response.
- Areté Volleyball- Lance Black: (Madison Clark from MEDC Intro.) Site tour of his facility on 7/26/17.
- Torchmark-Follow Up-Kathy Lopez. Picked up 1100 rooms for 4th Quarter and 683 for FY 17-18 1st Quarter.

MCVB Calendar of Events 2017-2019: 10

Month	Group	Venue	Room Nights	Attendees
<i>October</i>				
10/10-12/17	Emerson- Reg. Sales II	Sheraton	50	25
Oct. 11-13/17	Torchmark- FHL 201	Sheraton	69	23

Oct. 16-17/17	Torchmark- AIL 301	Sheraton	30	15
Oct. 22-25/17	Torchmark- LNL 101	Sheraton	400	100
Oct. 8-11/17	Torchmark- FHL 101	Sheraton	144	36
November				
Nov. 5-8/17	Torchmark-LNL 301	Grand	40	10
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
7/30- 8/1/17	Torchmark- LNL 301	Grand	60	20
August				
8/14-18/17	Emerson	Holiday Inn	30	10
Aug. 14-15/17	Torchmark- AIL 201	Sheraton	100	50
Aug. 27-30/17	Torchmark- LNL 101	Sheraton	400	100
September				
Sept. 17-20/17	Torchmark- LNL201	Sheraton	120	30
Sept. 24-26/17	Torchmark- AIL101	Sheraton	300	100

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:

- **July 2017 Sales \$799.85 (Soft opening- 7/12-31/17)**

Visitors: FYTD Total (October '16-September '17): 2,163

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

- Out of State: 43
- Out of Country: 13
- Texas Residents: 44
- McKinney Residents: 23
- Register Total: 123
- Ticker Counter: 244

Day Trips: 0

RFP's: 17 (0-Association, 10-Corporate, 7-Weddings, 0-Social (0-Religious), 0 -Sports, 0-Day Trips)

Corporate:

- Torchmark-10

<u>4TH Q MTG</u>		<u>Headcount</u>		<u>Rm</u>
<u>Name</u>	<u>Dates</u>	<u>expected</u>	<u>Location</u>	<u>Nights</u>
LNL 301	July 30- Aug. 1	20	Grand	60
AIL 201	Aug. 14-15	50	Sheraton	100
LNL 101	Aug. 27-30	100	Sheraton	400
LNL 201	Sept. 17-20	30	Sheraton	120
AIL 101	Sept. 24-26	100	Sheraton	300
Total Rm nights				1000

<u>1ST Q MTG</u>		<u>Headcount</u>		<u>Rm</u>
<u>Name</u>	<u>Dates</u>	<u>expected</u>	<u>Location</u>	<u>Nights</u>
FHL 201	Oct. 11-13	23	Sheraton	69
AIL 301	Oct. 16-17	15	Sheraton	30
LNL 101	Oct. 22-25	100	Sheraton	400
FHL 101	Oct. 8-11	36	Sheraton	144
LNL 301	Nov. 5-8	10	Grand	40
Total Rm nights				683

Weddings: 7

- Heather Mitchell Wedding – Septembe 2017, Rock Creek Ranch
- Jeremy Love Wedding – September 2017, The Springs
- Nisha Rajay Wedding – February 2018, Stone Crest
- Eric Burgett Wedding – March 2018, The Springs
- Kristina Schkade Wedding – March 2018, Stone Crest
- Jenny Checks Wedding – April 2018, Stone Crest
- Crystal Eaton Wedding – April 2018, Stone Crest

Site Visits: 3

- Areté Volleyball – Met lance Balck and toured his facility.
- Alshia Byers – Wedding (Stone Crest) – Visited: Hampton Inn, Comfort Suites, Holiday Inn, Sheraton, Grand Hotel, and Town Place Suites.
- Saray & Dylan Harbor – Wedding, Visited: Comfort Inn and Towne Place Suites.

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 37 (37-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings: 37

- 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
- Herrera/Sutherland Wedding – October 2017, Stone Crest
- Symone Wedding – October 2017, The Springs
- Rachel Cohenouer - October 2017, The Springs
- Folkening/Hsrbour Wedding – 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
- Meagan Elmer Wedding – November 2017, The Springs
- 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
- 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

Social: 0

- N/A

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: 455

Mailing Leads Processed: 796

- See Texas First – 691
- Texas Highways - 1
- Texas State Travel Guide – 45
- Tour Texas – 59

Advertising/Marketing/Media

Blogs on our website

- Farmhouse Fresh Blog - 2
- Visiting Duck Family – 1
- World's Largest Collection (Ice cream freezers) – (still waiting for clarification)
- Great Music Fills McKinney's Summer Calendar – (still waiting for clarification)
- Farmers Market Moves - 242
- The McKinney Shop Now Open - 48
- Areté Volleyball Facility - 1

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update – 36
- World War I Exhibit - 28
- GetSocial – 69
- Plan Your Visit Button - (still waiting for clarification)

Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - Red White & BOOM parade
 - Photos of Explorers Club
 - Photos for McKinney Shop
- Materials Submitted
 - Faster2First materials/landing page for tournament
 - Posters for USS Belle Grove visiting group
 - Ads/editorial/photos to Polka News
 - AD for historic calendar
 - Web banners ads to Oxford American (Oktoberfest)

Advertising- Website & Publication ROI Tracking:

- Meeting Planners Guide – 12

- Fort Hood Sentinel – 1
- Texas Highways – 1
- Louisiana Life Readers – 2
- Historic Calendar – 1
- Convention South – (still waiting for clarification)
- Fort Hood Sentinel – 1
- USA Today Travel Guide – 1
- TourTexas (Oktoberfest) – 2
- Faster2First Tourney - 12

SOCIAL MEDIA TRACKING

FACEBOOK - 2016-17					
FY 2016-17	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
Jul-17	181	5892	105,962	1,081,257	4,299,004
TOTALS	768	N/A	632,132	6,809,189	33,261,869

OTHER SOCIAL MEDIA TRACKING – JUNE 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4450	+31	+0.07%
Tweets	5823	+53	-5.4%
Tweet Impressions	20.4K	(not given)	-33.8%
Profile Visits	202	-57	-24.9%
Mentions by other users	12	+2	-33.3%
Google Sites			
YouTube	Views	Followers	Subscribers
	3306	n/a	17

VISIT WIDGET - July 2017						
Jul-17	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions
June 26-July 2	34	26	131	3.85	32.35	64.71
July 3-9	23	19	106	4.61	52.17	52.17
July 10-16	25	20	97	3.88	52.00	76.00
July 17-23	28	19	148	5.29	39.29	50.00
July 24-30	23	17	80	3.48	39.13	69.57
TOTALS	133	101	562	21.11	n/a	n/a

Web Analytics – July 2017

Month	Web Visits	Page views	Unique Web Visitors
Oct-16	6,846	13,332	6,312
Nov-16	3,651	9,867	3,115
Dec-16	3,478	8,795	2,976
Jan-17	3,331	9,336	2,804
Feb-17	3,262	8,890	2,766
Mar-17	3,969	10,150	3,395
Apr-17	3,703	10,446	3,090
May-17	3,970	10,080	3,266
Jun-17	3,711	9,448	3,092
Jul-17	3,749	8,658	3,201
2016-17 Totals	39,670	99,002	34,017

Top Pages in JULY 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,563	1,250	0:01:08	1,185	40.17%	41.39%
Calendar	933	752	0:01:01	628	46.18%	44.37%
Calendar	310	290	0:03:22	240	93.33%	90.65%
Farmer's Mkt Move	242	229	0:06:12	223	93.72%	90.91%
Explore	178	130	0:00:20	6	50.00%	16.29%
Shopping Centers	175	163	0:04:06	132	87.12%	78.29%
Shopping Centers	159	140	0:01:15	95	64.21%	46.54%
Visitors Guide	155	128	0:01:18	21	47.62%	41.29%
Weekend Update	135	121	0:01:49	12	91.67%	38.52%
Events	128	115	0:00:19	7	0.00%	3.91%
Events	125	117	0:01:14	67	82.09%	68.00%
Dining	116	86	0:00:36	6	33.33%	23.28%
Dining & Nightlife	116	106	0:02:45	89	77.53%	68.97%
New & Coming Soon	111	91	0:03:28	90	81.11%	76.58%
About McKinney	98	81	0:00:26	6	50.00%	18.37%
Wedd/Rec/Venues	97	81	0:00:24	65	29.23%	34.02%
Stay	80	56	0:00:13	5	20.00%	7.50%
Coffee Houses	74	51	0:01:23	1	100.00%	33.78%
NTTA Toll Options	73	66	0:03:23	66	86.36%	87.67%
Calendar	72	54	0:00:37	1	100.00%	37.50%
Social media	69	56	0:03:47	18	72.22%	46.38%
Resources Dir.	64	51	0:01:07	4	75.00%	18.75%
Unique Venues	62	53	0:01:45	3	100.00%	35.48%
Staff Directory	56	43	0:00:55	18	66.67%	46.43%
Facebook	54	44	0:00:16	2	0.00%	16.67%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,651	79.65%	2,908	60.70%	2.32	0:01:33
India	15	93.33%	14	73.33%	1.67	0:00:48
South Korea	10	100.00%	10	100.00%	1	0:00:00
(not set)	9	100.00%	9	66.67%	1.44	0:00:19
Bulgaria	6	50.00%	3	100.00%	1	0:00:00
Brazil	6	100.00%	6	100.00%	1	0:00:00
Canada	6	100.00%	6	66.67%	2.5	0:03:24
Philippines	6	100.00%	6	83.33%	1.67	0:00:46
China	3	100.00%	3	100.00%	1	0:00:00
Germany	3	100.00%	3	100.00%	1	0:00:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,974	79.35%	2,360	61.30%	2.23	0:01:26
California	152	61.84%	94	55.92%	2.44	0:02:10
Oklahoma	54	88.89%	48	48.15%	4.22	0:03:28
Florida	38	84.21%	32	39.47%	2.66	0:02:15
Georgia	36	58.33%	21	63.89%	2.17	0:02:11
Colorado	34	73.53%	25	64.71%	2.38	0:01:14
Illinois	34	85.29%	29	50.00%	2.74	0:02:07
New York	27	92.59%	25	74.07%	3.74	0:02:28
Virginia	24	95.83%	23	62.50%	2.21	0:01:49
Missouri	23	86.96%	20	39.13%	3.61	0:03:14

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	956	69.77%	667	62.97%	2.19	0:01:30
Dallas	704	82.53%	581	64.20%	1.94	0:00:53
Allen	137	85.40%	117	67.88%	1.74	0:01:09
Frisco	136	77.94%	106	58.82%	2.38	0:01:43
Plano	128	85.16%	109	62.50%	2.11	0:01:21
Fort Worth	62	85.48%	53	53.23%	2.53	0:02:25
Prosper	60	80.00%	48	63.33%	2.28	0:02:16
Houston	50	92.00%	46	64.00%	1.92	0:00:58
Richardson	36	91.67%	33	55.56%	2.61	0:01:01
Little Elm	31	83.87%	26	58.06%	2.26	0:01:12



July 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	\$7,667

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	409	7,903
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	0	9,541
TRIPinfo Quarterly Digital Magazine*	414	9,984
Total Impressions	823	27,428

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	69	1,251
Click-Thru Rate	8.38%	4.56%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT

Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 91x 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 91 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!

Free Publicity:

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

July 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>
Dallas Observer online	10 DFE Staycations	\$0	\$4,000	\$12,000	2,134,423
BubbleLife Collin Co.	Shared Blog/web posts (3 times)	\$0	\$ 6,000	\$ 18,000	1,100,000
Voyage Dallas	Feature on McKinney B&B	\$0	\$ 600	\$ 1,800	42,000
Texas living Magazine	Getaway article by M. Audet	\$15,000	\$3,500	\$55,500	3,400,000
Vintage Style Magazine	McKinney B&B article	\$21,000	\$4,000	\$75,000	4,100,000
Dallas Child Online	Staycation Article	\$ 0	\$ 600	\$ 1,800	525,000
Community Impact	McKinney Shop	\$1,000	\$400	\$4,200	225,000
TOTALS for Month		\$ 37,000	\$ 19,100	\$168,300	11,527,423
FY 16-17 YTD Totals:		\$ 90,973	\$ 275,993	\$ 732,154	233,784,168

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	76.35			
Hampton	96.90	99.24	95.68	97.84	97.82	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	77.54			
La Quinta	79.01	77.38	74.85	77.95	76.99	85.01	90.34	79.13	85.91			
Sheraton	75.19	75.20	57.74	69.54	79.77	77.04	84.81	81.11	88.88			
Towneplace	72.02	78.01	73.40	69.54	65.49	71.04	93.07	81.99	75.43			

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%	88.88%
July		75.60%	72.61%	
August		56.22%	63.86%	
September		56.43%	72.50%	

LOST BUSSINESS – 2

- Wells Fargo Regional Holiday/Christmas Party – Branches opted to hold their own individual parties instead of a regional gathering.
- 2017 International Assoc. of Tour Directors & Guides – This would have been a day trip in which we would have also needed to assist in with costs (sponsorship). We did not have the funds and also the wineries are not fully developed and able to accommodate group size.