



**To:** MCVB Board

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

**Date:** January 23, 2017

**RE:** McKinney CVB November 2016-Staff Report

**Goal 1 Operational Excellence  
Strategies:**

- **MCVB Update:**
  - MCVB Board met for their regular monthly Board meeting and followed with their 2016-17 Strategic Planning Session.
    - During the Board meeting, the Board voted on the Tourism Partner of the Year that will be awarded on February 17, 2017 at the Sheraton Hotel for the Annual Chamber Awards Dinner. The three partners that were suggested by staff were Franconia Brewery, Tupps Brewery & Sheraton Hotel & Conference Center. The Sheraton was selected as the “MCVB 2017 Tourism Partner of the Year.”
    - The Board made several changes to the FY 16-17 MCVB Goals & Strategic Plan, once these changes are finalized the MCVB Board will approve the finalized Goals & Strategic & Marketing Plan at the January 24, 2017 Board meeting (The MCVB Board elected at the October Board meeting not to meet in December).
  - The MCVB & MCDC have agreed to co-op on an app called Visitwidget:
    - The app is for both visitors and resident. It is really a wonderful enhancement to our website as it lets visitors plan their itinerary when in town. It even routes it for them. The cost is \$3600 and we will be splitting the cost with MCDC. The widget app works in conjunction with our website, it pulls all the calendar, attraction, hotel & restaurant info already on our website to populate the app; it does the same with our social media – it pulls our Facebook posts every couple of hours to keep it updated, which is an awesome feature. The app lives on the website and people can use it from their home computer, laptop or tablet. But then people can also download the app from the Apple and Google stores (for free), so they can take it with them on their mobile devices. Below are some links to see how the app works:

## **New Venues:1**

- Holiday Inn (Craig Ranch) Update- They are trying to get open before the end of the year but they think it will be close to mid- January before they actually finish construction and receive their CO from the City.

## **Events: 2**

- Beth attended Travel Writer Media Mission with the Office of the Governor on 11/13-14/16. She met with 6 Travel Writers.
- Vanesa attended Connect TX-Galveston, TX on 11/15-17/16. Vanesa met with 9 Association Planners, 10 Corporate Planners, & 6 SMERF (Social, Military, Educational, Religious, and Fraternal) Planners.

## **Goal 2 Financially Sound Government**

### **Strategies:**

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

### **Hot Tax Collections:**

**November 2016): TTL Room nights: 76; TTL Revenue: \$ 8,225; F&B: 0**

**(1-Corporate, 9-Weddings [6-no pick up])**

**Weddings completed in November 2016 - TTL Room Nights: 59 TL Rev: \$6,904**

- Jelesa Holmes Wedding: Comfort Inn: 6 room nights, \$534 TTL Rev.
- Tori Penrose Wedding: *no pick up report provided*
- Emily Jones Wedding: *no pick up report provided*
- Foote Wedding: Sheraton Hotel, 22 Room nights, \$3161 TTL Rev.
- Bertrand/Williams Wedding: Holiday Inn, had room block, no rooms picked up
- Maytee/Coronona Wedding: *no pick up report provided*
- Tiliacos/LaPenna Wedding: Holiday Inn, 31 Room Nights, \$3209 TTL Rev.
- Calandar/Lewallen Wedding: *no pick up report provided*
- Grimes/Nicholson Wedding: *no pick up report provided*

### **Social Groups: 1**

- Vintage Market Days Comfort Suites: 17 room nights; Revenue: \$1351

**Education Groups: N/A**

**Sports Groups: N/A**

**Corporate: N/A**

**Associations/Corporate:**

- Collin County Realtors: Room nights went to Wingate Hotel- Frisco, TX, F&B: Piazza on the Green

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

- MOM 2016 vs. 2015 (16-Hotels & 8- B&B/VRBO reporting)
  - October 2016: \$ 147,064
  - October 2015: \$ 121,725
    - 20.82%↑

**Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF/MCKINNEY TOP 25 Sales Calls:**

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

**Association: 9**

- Texas Rural Water Association – Angela Russell, Conference is held in DFW & SAT every other year (150-300 attendees). They do hold board retreats also. Sent follow up email as well as video of downtown McKinney.
- Texas Association of Workforce Boards - Greg Vaughn, 2017 Conference is already booked looking for 2018 Conference. Distance between DFW airport and McKinney major issue due to transportation. He books small short meetings. Sent email and video of McKinney.
- Texas Association of Community Development Corporations –Robyn Murphy, open bid for 2018. She will recommend locations to her Board of Directors in December. Offered site visit to showcase McKinney. Sent email along with video of McKinney.
- Texas HOSA – Janet Villarreal, 2017 conference booked in Frisco, looking for space to accommodate 2000 theatre style for open/close ceremonies. Sent email. No venue available to accommodate her needs.
- Texas Bankers Association – Mary Lange, good lead. Books small meetings, 20-60 attendees. Sent follow up email with video. Will follow up again in January.
- Texas Retailers Association – Lauren Swetland, Solid lead. Clients consist of small and big box retailers. She is open for bid for spring 2017, 1 day event. Needs venue space, not room nights. Sent her email with Downtown video. Will follow up in January.
- Texas Association of Life and Health Insurers- Sharon Mineo, Looking for historic cultural events as well as golf courses for her clients 2019 conference. Also interested in small board retreats for 2017. Sent email, offered site visit. Will follow up in January.
- Dallas Building Owners & Managers Association – Alyssa Trongaard, Looking for a 2 year contract for use of golf course. She books awards banquets for her clients, occasionally will need room nights, but mainly meeting space. Sent follow up email, and will also follow up after conversation with Christina at TPC.
- Helms Brisco, Kenneth Benjamin – Religious markets. Dropped off McKinney Info and sent email for follow up

**Corporate: 10**

- Infinix Global Meetins & Events/RX Worldwide – Tammy Williams, Ground Transportation a must. Avg Size of mtg 80-90 attendees. Prefer 4 star properties. Sent follow up email to open lines of communication.
- DC Global Meetins & Events – Deborah Cohen, meetingd are usually last week in April. 100 Rooms, 3 meals/5 breakouts. She prefers to do a site visit. Offered to show her McKinney. Sent follow up email. Although she stated that most likely doesn't have anything that would fit McKinney/Sheraton.
- Experient – A Maritz z Global Events Company – Debbie Ploeger, we don't have venue/space large enough for her client. Needed 2000 seating, theatre style.
- Meeting Planning Professionals – Paula Rigling, bidding for Large conference in 2018 – 750 attendees. Also hosts regional mettings. Stated McKinney would be more suited for those meetings. Sent email and video of McKinney.
- Summit Conference & Incentives – Michael Williams, currently working with Michael on sports event taking place in Frisco at Dallas Cowboys training center. McKinney Hotels are overflow. Good partner, loves McKinney and wants us to keep him updated on new venues and hotels in McKinney.
- Meetings Plus – Karen Shannon (3<sup>rd</sup> party planner), plans/bids 1 day only conferences, usually consiting of 75-175 attendees. Currently looking for citites rich in manufactureres. Sent her email for follow up. (also am reaching out to EDC for assistance).
- The Valisade Groupo –Valerie Delaney, bids 1 day/1 night meetings once a year. Second week in September. Potential to earn large conference in 2020, Good lead for McKinney, sent email to open lines of communication.
- Helms Briscoe – Martine Lacombe-Michels, offered site visit to allow her to bring clients to McKinney. They will be bidding 2018 after the new year. 220 attendees on peak and would need overflow hotel rooms. Sent follow up email to open lines of communication. Will follow up in January.
- Dynamaxx – Michelle Whitaker, Group Tour Operator, looking for things to do and see in McKinney for 2018. Sent follow up email to open lines of communication, also sent video of Downtown McKinney
- Texas Hospital Insurance Exchange – Liz Jennings and Texx Frazier. Dropped off McKinney information, sent follow up email on 11-21-16.

#### **Social: 5**

- Texas State Council Knights of Columbus – Michael McLaughlin, 2018 is open for bid. Sent email to offer site visit and open lines of communication. Also sent mail to Dallas Regional Leader roay Rabenaltd.
- New Creation Christian Fellowship – Sandra Ross, handles religious retreats. Looking to book mens retreat for Feb 2017. Sent follow up email and video of McKinney.

- AAF Tenth District – Kevin Dobbs, Small Market Meetings, great lead for McKinney. 2017 confernece is already firm, he is looking for 2018. Sent him email and will follow up in 2017.
- Texas Veterans Commission – Sue Jevning. Recevied RFP, bid on 2018 Summitt
- Helms Briscoe – Kenneth Benjamin (religious markets), opened lines of communication and sent email. (unscheduled meeting)

**McKinney Top 25: 1**

- Monica Palacios (Regional Manager) - Helms Briscoe- 1<sup>st</sup> Quarter Meeting at Sheraton. February 5-6, 2017. 30 attendees, Room nights comped by the hotel. We will be working with them on an evening out that they will pay for. This is about showcasing the Sheraton Hotel & Conference Center to these 3<sup>rd</sup> Party Meeting Planners.

**MCVB Calendar of Events 2015-2017:4**

Month	Group	Venue	Room Nights	Attendees
<b>October</b>				
10/3-7/16	Emerson	Sheraton	90	30
10/20-21/16	First Mortgage-	Grand Hotel & MPAC-Emerson Board Room, Lunch from Patina Green, Dinner at Ricks Chophouse	6	6
<b>November</b>				
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
<b>December</b>				
12/6-8/16	Emerson	Holiday Inn	30	15
12/13-15/16	Emerson	Holiday Inn	30	15
12/4-6/17	Emerson	Holiday Inn	30	15
12/6-8/17	Emerson	Holiday Inn	30	15
12/12-14/17	Emerson	Holiday Inn	30	15
12/19/16	Vasquez Taekwondo	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees

Month	Group	Venue	Room Nights	Attendees
<b>January</b>				
1/17-/19/17	Emerson	Holiday Inn	30	15
1/19-20/17	TCDLA (Texas Criminal Defense Lawyers Association (1 Day Seminar)	Holiday Inn	60	60
1/24-27/17	Emerson	Holiday Inn	30	15
<b>February</b>				
2/28/2017-3/3/2017	Texas Veteran's Commission	Sheraton	15	25
2/27/17-3/3/17	Emerson	Holiday Inn	30	15
<b>March</b>				
<b>April</b>				
4/18-20/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120
<b>May</b>				
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/23-25/17	Emerson	Holiday Inn	30	15
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19 2016: Cancelled- weather	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
5/2017	Wylie High School Reunion	Sheraton	25	250
<b>June</b>				
6/23-25/2017 7/21-23/2017 7/28-30/2017 7/14-16/2017	Applique Getaway- Annual Crafting away	Sheraton	325	600-800
6/3/2017	McKinney Square Book Festival	MPAC-45 authors		
6/6-8/17	Emerson	Holiday Inn	30	15
6/13-15/17	Emerson	Holiday Inn	30	15
6/30/17-7/3/17 Alt Date 9/1/4/17	Miss Globe USA	Sheraton	140	300

6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendees</b>
<b>July</b>				
7/14-16/16	TX Academy of Nutrition & Dietetics	Sheraton	120	60
7/20-21/16	Texas Society of Infection Control & Prevention (TSICP)	Sheraton	50	30
7/2019	Texas Agri-Life	Sheraton	100	300
7/18-20/17	Emerson	Holiday Inn	30	15
<b>August</b>				
8/10/16	Visage (Dru Reiss (Popular Ink)	Rick's Chophouse- rick's 101	18	0
8/2016	Miniature Book Society	Sheraton	50	100
8/15-17/17	Emerson	Holiday Inn	30	15
<b>September</b>				

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
- 4<sup>th</sup> 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 '15 –September '16): 1132; YTD: 5297**

- November Total: 543
- Out of State: 36
- Out of Country: 13
- Texas Residents: 14
- McKinney Residents: 9

**Day Trips: 2**

- Greenville Chamber of Commerce – Chestnut Square, Downtown McKinney Shopping
- Calvary Chapel Ladies Sunday School Class – Paris Texas, Heard Craig House, Shoppings, Harvest

**Made in McKinney Store Revenue:**

- Sales for November 2016 \$ 1611.08
- Sales for November 2015 \$ 1063.37
- MOM up by 51.51%

**RFP's: 12 (1-Association, 1-Corporate, 8-Weddings, 2-Social, -Sports, 0 -Day Trips)**

- Texas Veterans Commission, February 28 – March 3, 2017 Regional Conference. 25 attendees, 15 Room nights, sent to Sheraton.
- JLM Events – Applique Getaway, Summer 2017 (flexible dates given). 600-800 attendees
- Ramos/Salas Wedding – September 29-30, 2017, Decision will be made on January 30, 2017. 10 Attendees, 22 Room nights
- Amber Bertrand/Thomas Williams Wedding- November 2016, Sheraton
- Carol Beth Scott – Meeting space for 30-50 and hotel rooms
- Leah Hefner/Brennan Reinemund Wedding – April 2017
- Megan Sexton Wedding – The Springs
- USS Belle Grove Reunion – July 2017 (Holiday Inn)
- Casey Wilt Wedding – March 2017 (Springs)
- Clark/Maler Wedding – September 2017 (Hampton Inn/Springs)
- Camry Farhat Wedding – September 2017 – Springs
- Texas Authors Book Festival (Towneplace Suites) – June 2017

**Site Visits: 0**

**SMERF (Social, Military, Religious, & Fraternal)**

**New Prospects:** Bold & *Italic indicates new business:*

*30-Weddings (6-New), 0 - Day Trip (0- new), 6-Social (2- new) & 2 - Sport 0(- new)*



**New & Ongoing Prospects: *Italic indicates new business***

**Ongoing Prospects:**

- Miss Globe USA September 2017
- Cowboys Classic Indoor Track & Field (Sheraton), February 2017
- The Sports Source – Soccer Tournament – December 2016
- L. Schinall Wedding – December 2016 The Springs
- Barron/Rhodes Wedding – December 2016
- Gajewski-McGowan Wedding –December 2016
- Sepeda/Beene Wedding – December 2016
- Rachael Blanchard Wedding – Februarys 2017
- Sherry Zaunick Wedding – March 2017, The Springs
- Hensley/Wilson Wedding - March 2017
- McCauley/Little Wedding – March 2017
- Rohr Wedding – March 2017
- Kenya Alexander Vow Renewal - March 2017, looking for venue/hotels
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Ashfia Salemin Birthday Celebration – April 2017, looking for venue/hotels
- J Barton Wedding – May 2017, The Springs
- Caitlyn Gilliam Wedding – May 2017
- Knuth/LaGrow Wedding – May 2017
- Kofahl Wedding – June 2017
- Swanson Meetings & Event Planning Family Reunion –June 2017
- Puckett Family Reunion – July 2017 – Looking for Venue
- Neena/Vay Wedding – July 2017
- Howard/Hope Wedding – July 2017, The Springs
- Bowmer Wedding – September 2017, Bella Donna
- Margot Delossantos Wedding – October 2017, The Springs
- Herrea/Sutherland Wedding – October 2017, Stone Crest
- Symone Wedding – October 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Emily Jones Wedding – November 2017

**New: 8**

- Amber Bertrand/Thomas Williams Wedding- November 2016, Sheraton
- Carol Beth Scott – Meeting space for 30-50 and hotel rooms- still working out details.
- Leah Hefner/Brennan Reinemund Wedding – April 2017
- Megan Sexton Wedding – The Springs
- USS Belle Grove Reunion – July 2017 (Holiday Inn)
- Casey Wilt Wedding – March 2017 (Springs)
- Clark/Maler Wedding – September 2017 (Hampton Inn/Springs)
- Camry Farhat Wedding – September 2017 – Springs

- Texas Authors Book Festival – June 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: 566**

**Mailing Leads Processed: September 2016 Leads Processed: 2009**

Top Sources:

- See Texas First -1981
- Tour Texas -28

***Advertising/Marketing/Media***

Created/submitted materials (photos and text) – new this month

- **Blogs on our website**
  - Guest Blog: A Slice of Life in Historic McKinney - 13
  - Veterans Day Events blog – 11
  - Shop Small in McKinney (Small Business Saturday) - 32
  - Can You Escape (Escape Room) – 94

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

- Weekend Update – 149
- Home for the Holidays – 239
- Public Art in McKinney – 27
- Don't Mess with Texas – 3

- **Ads/materials/web promotion created and submitted**

- Submitted photos to USA Today.com
- Submitted Spring Texas Events calendar listings
- Art for new promotional koozies

**Photos Representing MCVB**

Took photos at the following events/venues to post on Facebook:

- Home for the Holidays
- Sisters on the Fly McKinney visit
- New MIM store merchandise for FB
- Old Settlers 20<sup>th</sup> Anniversary Celebration

**ADVERTISING Website & Publication ROI Tracking:**

- Quinceanera page – 11
- Meeting Planners Guide (from cards/handout) – 7
- Historic Calendar ad – 2
- Southern Living – 4

- Welcome to McKinney Visitors Map – 1
- Houston House & Home – 3

**SOCIAL MEDIA TRACKING**

**FACEBOOK -**

Month 16-17	FY	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct-16		89	5,213	41,111	455,040	2,609,061
Nov-16		49	5262	34,002	428,214	2,800,279
<b>Totals</b>		<b>138</b>	<b>n/a</b>	<b>75113</b>	<b>883,254</b>	<b>5,409,340</b>

**SOCIAL MEDIA TRACKING**

Type	Number	Increase #	Percentage (+/-)
<b>Twitter</b>			
Followers	4144	61	+1.49%
Tweets	5376	51	+0.96%
Tweet Impressions	16.2K	Not given	-20.3%
Profile Visits	230	38	+23%
Mentions by other users	19	2	5.6%
<b>Yelp</b>			
	<b>30 days</b>	<b>12 mon.</b>	<b>24 mon.</b>
Views	7 (-42%)	144 (+15%)	269
Web Visits	0	30	52
<b>Google Sites</b>			
	<b>Views</b>	<b>Followers</b>	<b>Subscribers</b>
YouTube	2053	N/A	10
	25,297 all time views		

**WEBSITE ANALYTICS – NOV. 2016**

Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg Views	Lifetime Pg Views
<b>3651</b>	9867	3115	131,333	543,827	112,042

*Top 25 Pages in November 2016*

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,866	1,411	0:01:19	1,350	34.44%	38.59%
Calendar	1,410	1,086	0:00:56	961	39.75%	39.50%
Visitors Guide	225	192	0:01:27	28	60.71%	40.44%
Events	209	173	0:00:15	23	26.09%	14.35%
Shopping	180	148	0:00:58	111	47.75%	45.00%
Explore	163	116	0:00:30	7	57.14%	10.43%
Dining	157	120	0:01:10	7	71.43%	22.93%
Shopping Centers	155	141	0:01:41	100	83.00%	71.61%
Monthly & Ann. Ev	152	140	0:02:03	61	80.33%	73.68%
Weekend Update	145	129	0:01:41	33	72.73%	39.31%
?	129	44	0:00:00	44	0.00%	34.11%
Calendar	117	92	0:00:33	5	80.00%	34.19%
Dining / Nightlife	103	94	0:01:40	70	77.14%	67.96%
Calendar	101	77	0:00:51	4	75.00%	32.67%
About McKinney	93	75	0:01:31	7	71.43%	22.58%
Escape Rooms	92	87	0:04:38	80	93.75%	90.22%
Stay	89	61	0:00:11	6	100.00%	14.61%
Weddings	85	61	0:01:23	48	33.33%	32.94%
Calendar	77	56	0:01:02	0	0.00%	31.17%
New & Coming Soon	76	62	0:01:30	62	75.81%	73.68%
Resource Directory	72	62	0:00:28	2	50.00%	22.22%
Resource Directory	71	57	0:00:47	1	100.00%	32.39%
History of McKinney	62	46	0:00:42	10	60.00%	24.19%
Calendar	62	56	0:00:45	0	0.00%	22.58%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,363	82.81%	2,785	49.57%	2.73	0:01:46
Russia	99	4.04%	4	7.07%	1.93	0:05:07
(not set)	32	93.75%	30	81.25%	1.5	0:00:32
Canada	25	96.00%	24	80.00%	2.2	0:01:30
Germany	22	100.00%	22	27.27%	2.36	0:00:01
United Kingdom	21	100.00%	21	9.52%	2.81	0:00:26
Austria	19	100.00%	19	0.00%	2.95	0:00:00
Italy	10	100.00%	10	0.00%	3.1	0:00:04
Saudi Arabia	10	100.00%	10	10.00%	2.8	0:00:00
Colombia	7	42.86%	3	28.57%	11.86	0:28:06

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,695	81.56%	2,198	48.98%	2.67	0:01:41
California	96	89.58%	86	57.29%	2.52	0:01:50
Oklahoma	71	77.46%	55	40.85%	2.93	0:02:17
New York	36	94.44%	34	58.33%	3.56	0:03:07
Florida	32	93.75%	30	53.12%	4.19	0:02:52
Georgia	32	62.50%	20	56.25%	2.53	0:03:03
Missouri	31	77.42%	24	41.94%	3.03	0:02:35
Illinois	29	89.66%	26	48.28%	2.14	0:01:13
Louisiana	28	96.43%	27	42.86%	4.04	0:02:05
North Carolina	22	95.45%	21	45.45%	3.09	0:01:19

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	811	73.37%	595	53.39%	2.52	0:01:50
Dallas	649	83.36%	541	53.00%	2.26	0:01:18
Plano	136	88.24%	120	40.44%	2.95	0:01:45
Frisco	111	85.59%	95	47.75%	3	0:01:29
Allen	75	88.00%	66	37.33%	2.61	0:01:25
Fort Worth	64	85.94%	55	46.88%	2.86	0:01:49
Houston	58	74.14%	43	55.17%	2.74	0:01:32
Prosper	51	86.27%	44	39.22%	2.94	0:01:18
Austin	48	79.17%	38	45.83%	2.77	0:01:24
Carrollton	41	82.93%	34	41.46%	2.46	0:01:24

**SEPTEMBER 2016 Media Coverage:**

<i>September 2016 - MCVB Publicity/Free Media Coverage Values</i>					
<b>Publication</b>	<b>Article/Topic</b>	<b>Print Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions</b>
Community Impact News	Article about new hotels/quoted D2	\$4005	\$350	\$12,015	49384
BubbleLife	Shared our blog link (4 times)	0.00	\$8000	\$38,560	3,349,372
<b>TOTALS</b>		<b>\$4,005</b>	<b>\$8,350</b>	<b>\$50,575</b>	<b>3,398,756</b>



## November 2016 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 + 8 Text Ads on Market, Tables, Tour Index & Video Index + 1/2-Page Ad Each Issue of Quarterly Digital Magazine + 9 Newsletter Features <a href="#">Campaign Start 10/2016; \$9,200 Annual Buy</a>	\$767	\$1,533

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	456	1,902
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,176	2,297
TRIPinfo Quarterly Digital Magazine	1,790	3,255
<b>Total Impressions</b>	<b>3,422</b>	<b>7,454</b>

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	105	401
<b>Click-Thru Rate</b>	<b>3.07%</b>	<b>5.38%</b>

**WHY CLICK-THRU RATE (CTR) IS IMPORTANT**

Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 108x 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 108 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 \$222+ 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!

**Top 5 McKinney Hotels July & August 2016 Occupancy Rates:**

	<u>Oct. '16</u>	<u>Nov. '16</u>	<u>Dec. '16</u>
Comfort Inn	N/A%	73.44 %	
Hampton Inn	96.90 %	99.24%	
Holiday Inn	83.19%	80.34 %	
La Quinta	79.01%	77.38%	
Sheraton	75.19%	75.20 %	
Townplace	72.02%	78.01%	

**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%	
January	N/A	61.62%	
February	N/A	71.58%	
March	24.60 %	63.53%	
April	39.29%	82.34%	
May	50.47%	64.60%	
June	69.70%	75.03%	
July	75.60%	72.61%	
August	56.22%	63.86%	
September	56.43%	72.50%	

**LOST BUSINESS-3**

- Wylie HS 10 Year Class Reunion – Cost prohibited- Sheraton
- JLM Events – Applique Getaway, Summer 2017. No Venue large enough to accommodate their needs.
- NAIA, Mens Volleyball National Invitational 2018/2019, No venue large enough to accommodate needs.