



**To:** MCVB Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** September 26, 2017  
**RE:** McKinney CVB August 2017-Staff Report

**Goal 1 Operational Excellence  
Strategies:**

**Events/Services:**

- Ribbon Cutting MCA (Vanessa & Dee-dee)
- Collin College Service Learning- 8/24/17 (Dee-dee)
- Council Orientation 8/15/17 (Dee-dee)
- Met with new staff from Holiday Inn McKinney off of Craig Dr. (Vanessa & Dee-dee)
- Webinar – Future of the Meeting Industry, Destination Marketing (Vanessa)
- Webinar – Bookingcommunity.com (Vanessa)
- The Art of Negotiation – Joe Mazzola (Vanessa)

**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:**
  - Collaborative meeting with MDCD, MEDC, MCVB and Order 66 Toys
  - OSAE Conference- Oklahoma
- **Advertising:**
  - Interview for Dallas Observer

**Venues: N/A**

**Webinar:**

- TTIA Webinar - #WhatILikeAboutTexas” campaign

**HOT Tax Collections: 2016-2017**

**HOT TAX collection reported by City:**

- MOM 2017 vs. 2016 (17-Hotels & 7-B&B/VRBO reporting)
  - July 2017: \$ 191,804
  - July 2016: \$ 153,021
    - 25.34% ↑

**MCVB Room Nights Generated: 472 TTL Room Nights; TTL Revenue \$ 47,396**

**WEDDINGS COMPLETED in August 2017 - TTL Room Nights: 89 TTL Rev: \$9541**

- Christine Westman Wedding – Comfort Suites: TTL Rooms: 13, TTL Rev: \$ 1157
- Brittany Villarosa Wedding – Hamton Inn: TTL Rooms: 36 TTL RevL \$4104; Holiday Inn: TTL Rooms: 2, TTL Rev: \$198
- Christina Felix Wedding – no pick up
- Delaney Lohman Wedding – no pick up
- France-Thompson Wedding – Hampton Inn: TTL Rooms: 12, TTL Rev: \$1368
- John Gorczk Wedding – Hampton Inn: TTL Rooms: 16, TTL Rev: 1824
- Hanson-Furber Wedding – Comfort Suites: TTL Rooms: 10, TTL Rev: \$890

**ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2017: 383 TTL Room nights, TTL Revenue: \$37,855**

**Associaton: TTL Rooms: TTL Rev: \$**

- N/A

**Corporate: TTL Room nights: 383 TTL Revenue: \$ 37,855**

- Torchmark- Sheraton 8/13-15/17; 86 TTL Room nights; \$8,600 TTL Revenue
- Torchmark- Sheraton 8/27-30/17; 250 room Nights; \$25,000 TTL Revenue
- Emerson- Holiday Inn 8/14-18/17; 6 TTL Room nights; \$ 606 TTL Revenue
- Gatehouse Media – Holiday Inn: TTL Rooms: 41, TTL Rev: \$3649

**SMERF: TTL Rooms: TTL Rev: \$ 0**

- N/A

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

- N/A

**Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 32**

**Association: 10**

- Building Officials Association of Texas – Corresponded with Lauren Grossman. She stated that they are booked through 2019, and won't start planing for 2020 until early 2019. I advised her that I would reach out to her again in April 2019, but to feel free to call with any concerns/questions prior to then if any arise.
- Fire Prevention Association of North Texas – Sent intro email via website. No phone number available.

- US Tennis Association – Contact: Pam Jaeger, left message on her voice mail. No Response
- Independent Bankers Association – Contact: Julie Courtney. Julie advised that she may have a Leadership Regional meeting that would be a good fit for McKinney and asked me to email her some info. Sent email and will follow up in September.
- Texas Clogging Association – Contact: Libby? Molly? - left message on voice mail twice and received no response.
- Texas Association of Counties – Contact: Michele Ewere. Michele advised that she has already bid out her meetings for 2018 and 2019. She asked that I send her an email with some info so that she could forward to her colleagues.
- TPA Academy of Independent Pharmacists – Contact: Audra Conwell. Left message on voice mail as well as followed up with an email.
- American Heart Association – Contact: Melissa Cameron (Executive Director). Left message on voice mail. (twice)
- Texas Ambulance Association – Spoke with the assistant to the Executive Director. She took my information and advised me that the executive director would call me for additional information if she needs it.
- National Association of Women in Construction – Left message on voicemail, no response.

**Corporate: 11**

- Cisco Systems, Richardson Office. Spoke with Teresa, receptionist to gather information regarding meeting planners. She stated each department plans their own meetings. Asked me for my contact information and stated she would pass along to appropriate administrative personnel.
- GateHouse Media, Contact: Matt Guthrie. Regional Meeting, Holiday Inn. Approximately 20 attendees. Date: August 9-13, 2017.
- The Valisade Group – Contact: Valerie Delany. Follow up call and discussion regarding potential business to McKinney. Currently does not have a meeting planned that would be a good fit for McKinney. Asked her to keep us in mind and will follow up again in a year.
- Tyler Technologies – Contact: Brandy Sheperd, left message on vm.
- Raising Canes – Contact: Megan Olivera (Sp?) Left message on vm.
- EM Care – Contact: Carla Marshall, left 2<sup>nd</sup> voice mail. Will follow up again in a few days.
- SportClips – Contact: Saronna Maldonado, left voice mail as well as followed up with an email.
- Infinix Global Meetings & Events – Contact: Tammy Williams, sent introductory email along with links to meeting planner guides.
- Texas Hospital Insurance Exchange – Contact: Liz Jennings, left message on voice mail. (also asked her to confirm that she is the correct person to reach out to)

- Meeting Planning Professionals – Contact: Paula Rigling, left message on voice mail, advised that I will reach out again.
- Texas Book Company – Spoke with Melissa in the wholesale division. She asked me to send her some information to send along to the retail division. Retail division has booked their 2018 confernece in Mesquite, they may be interested in making a change in the future.

**SMERF: 6**

- Calvary Church – Contact: Shannon Eaton. Working with Shannon to bring a group of seniors/church members to McKinney for a day trip in the spring of 2018.
- Dallas Stars/Dr Pepper Center – Contact: Brad Buckland/James. Spoke with Brad, we plan to secure a meeting the week of September 4<sup>th</sup>.
- Urban Planner, Planning & Transportation, DFW - Metro– Contact: Matthew Ables. Assiting him with location for an educational public meeting on road development in Melissa and Blue Ridge.
- DFW Area Vendors Network – meet with new wedding venues in the area and provided them with my information, advising them to use our office for assistance with hotel accomodations.
- Heritage Ranch Republican Party – Contact: Kathy Gonzales, left message on her voice mail to reconnect. We assisted Kathy in 2015.
- Follow up with Carol Kadel (email), for day trip to McKinney – October 13, 2017. Church of the Incarnation

**McKinney Top 25: 5**

- Tong Yang- Spoke to Scott L. (HR Director): Sent him information on venues for a Christmas Party (12-16/17). Waiting back to hear from him to see if he would like to do a site visit of any of the venues. 90 attendees at \$90 per person. Have used Ricks before, have been at Chamberlin’s, Brazilian Steak House on Addison. Sent him: Sheraton, Holiday Inn, Piazza on the Green, TPC, Éclair Bistro, Eldorado Country Club, D’ Vine Grace, Mitas Hill, & Venue at McKinney Towne Center.
- Wistron Green Tech-Met with Joseph Hsu (GM) & Mike Smolik (HR). Getting a corporate rate for them from our hotels, currently they are using Hampton Inn in Allen to house their employees. Setting up a time to take Mr. Smolik in on a site visit of venues and hotels in McKinney. Special Thanks to Abby Liu for sharing updated contact information for Wistron
- Harbor Freight- Stopped by and introduced myself to the GM. They are excited to be in McKinney. They do not need room nights or training venues.

**• MCVB Calendar of Events 2017-2019:**

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
<b>November</b>				
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
<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendees</b>
<b>December</b>				
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
<b>January</b>				
<b>February</b>				

<b>March</b>				
<b>April</b>				
<b>May</b>				
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
<b>June</b>				
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
<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendees</b>
<b>July</b>				
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
<b>August</b>				
8/14-18/17	Emerson	Holiday Inn	30	10
8/14-15/17	Torchmark- AIL 201	Sheraton	100	50
8/27-30/17	Torchmark- LNL 101	Sheraton	400	100
<b>September</b>				
9/17-20/17	Torchmark- LNL201	Sheraton	120	30
9/24-26/17	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:**

- **August 2017 Sales \$ 1,524.66**
  - **10% (24.66)=\$ 2.47**

**Visitors: FYTD Total (October '16-September '17): 2,435**

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

- Out of State: 32

- Out of Country: 13
- Texas Residents: 22
- McKinney Residents: 10
- Register Total: 77
- Ticker Counter: 272

**Day Trips: 0**

**RFP's: 14 (0-Association, 0-Corporate, 13-Weddings, 1-Social (0-Religious), 0 -Sports, 0-Day Trips)**

**Association: 0**

**Corporate: 0**

**Weddings: 13**

- Spencer Mitchell Wedding – November 2017, Stone Crest
- Petry Wedding – November 2017, Stone Crest
- McLendon Wedding – February 2018, Avalon Legacy
- Sydney Rodriguez Wedding – May 2018, The Springs
- Eva McGuire Wedding – May 2018, The Springs
- Mercedes Henderson Wedding – October 2017, Rustic Grace
- Olivia Sebesta Wedding – June 2018 Wedding, The Springs
- Sarah Cantu Wedding – September 2018 Wedding, D'Vine Grace
- Aja Walker Wedding – March 2018, The Springs
- Samantha Guerra Wedding– August 2018, The Springs
- Ray Byrns Wedding – September 2018, The Springs
- Debbie Lynn (MOG) Wedding – November 2017, The Rusty Barn
- Casie Summers/Nick Fahrer Wedding - September 2017

**SMERF: 1**

- Crape Myrtle Run – September 22, 2017

**Site Visits: 1**

- Olivia Sebastian (Wedding) – Grand Hotel and Hampton Inn

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 42 (42-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**

**Weddings:**

- 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
- Heather Mitchell Wedding – September 2017, Rock Creek Ranch
- Jeremy Love 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
- 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
- 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: 570**

**Mailing Leads Processed: 4,776**

- See Texas First – 4,704
- Texas Highways –1
- Texas State Travel Guide – 52
- Tour Texas – 19

**Advertising/Marketing/Media****Blogs on our website:**

- Want to be in a Movie? : 1,183
- Benji House on Film Trail: 105
- Keep McKinney Beautiful This Fall: 31
- Buster Keaton Alive & Well: 10
- Areté Volleyball Facility: 37
- Farmers Market moving: 9
- McKinney Shop opens: 22

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

- Call for Movie Extras: 46
- Benji Movie: 42
- 9/11 Day of Remembrance: 19
- Weather: 11
- World-War-I-Centennial-Commemoration: 22
- Plan Your Visit (VisitWidget): 29
- Weekend Update page: 134
- GetSocial#: 55

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

- Facebook photos
  - Photos for The McKinney Shop
- Materials Submitted
  - Ads for 3 high school booster programs
  - TSAE Advertising info
  - Text/photos to Travel South
  - AD to Southern Living
  - Met with Ruth Thompson and Italian filmmakers/Charlie Phillips
  - Submit editorial/photos for Louisiana Road Trips Magazine
  - Submit Oktoberfest info to Daytripper
  - Quarterly Meeting Planners e-newsletter

**Advertising- Website & Publication ROI Tracking:**

- Welcome to McKinney (Visitor Map): 2
- Meeting Planners Guide: 14
- Texas Highways – 4
- Historic-Calendar - 1
- Convention-South-Readers-2017 - 1
- Fort-Hood-Sentinel – 1
- **Faster2First-Tournament – 83**
- **USA-Today-Travel-Guide-Readers - 4**
- **McKinney-Oktoberfest---TourTexas.com-Read – 84**
- **McKinney-Oktoberfest---OA-Readers - 16**
- **Travel-South-Readers – 4 (this ad was JUST published)**
- **Welcome-Day Trippers-See-you-at-Oktoberfest - 4**
- **Welcome-Louisiana-Road-Trip-Readers – 1 (this ad was JUST published)**

**Free Publicity:**

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

<b>August 2017 - MCVB Publicity/Free Media Coverage</b>					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
<b>Small Market Meetings</b>	Texas True West	\$3,750	\$2,000	\$17,250	1,110,000
<b>Polka News</b>	McKinney Oktoberfest	\$1,000	\$0	\$3,000	\$0
<b>BubbleLife Collin Co.</b>	Shared Blog/Web posts	\$0	\$10,000	\$30,000	1,833,333
<b>TOTALS for Month</b>		<b>\$ 4,750</b>	<b>\$ 12,000</b>	<b>\$50,250</b>	<b>2,943,333</b>
<b>FY 16-17 YTD Totals:</b>		<b>\$ 95,723</b>	<b>\$ 196,390</b>	<b>\$ 784,404</b>	<b>36,727,501</b>

**SOCIAL MEDIA TRACKING**

<b>FACEBOOK - 2016-17</b>					
<b>FY 2016-17</b>	<b>New Likes</b>	<b>TTL Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
<b>16-Oct</b>	89	5,213	41,111	455,040	2,609,061
<b>16-Nov</b>	49	5262	34,002	428,214	2,800,279
<b>16-Dec</b>	22	5284	24,896	385,544	1,981,838
<b>17-Jan</b>	51	5335	56,136	683,769	2,709,980
<b>17-Feb</b>	140	5475	125,150	1,211,410	4,007,313
<b>17-Mar</b>	27	5502	71,907	640,829	2,972,790
<b>17-Apr</b>	11	5513	40,150	403803	2,824,157
<b>17-May</b>	55	5568	45,141	599,407	4,273,861
<b>17-Jun</b>	143	5711	87,677	919,916	4,783,586
<b>Jul-17</b>	181	5892	105,962	1,081,257	4,299,004
<b>Aug-17</b>	<b>164</b>	<b>6056</b>	<b>147,299</b>	<b>1,308,174</b>	<b>4,964,275</b>
<b>TOTALS</b>	<b>932</b>	<b>N/A</b>	<b>779,431</b>	<b>8,117,363</b>	<b>38,226,144</b>

**OTHER SOCIAL MEDIA TRACKING – JULY 2017**

<b>Type</b>	<b>Number</b>	<b>Increase #</b>	<b>Percentage (+/-)</b>
<b>Twitter</b>			
Followers	4489	+39	+0.07%
Tweets	5874	+51	-19.4%
Tweet Impressions	18.1K	(not given)	-11.6%
Profile Visits	280	+ 78	+22.8%
Mentions by other users	13	+1	+10%
<b>Google Sites</b>	<b>Views</b>	<b>Followers</b>	<b>Subscribers</b>
YouTube	3473	n/a	18

<b>VISIT WIDGET - AUGUST 2017</b>						
<b>AUG 2017</b>	<b>Sessions</b>	<b>Users</b>	<b>Page Views</b>	<b>Pages per Session</b>	<b>Bounce Rate %</b>	<b>% New Sessions</b>
<b>Aug. 1-6</b>	36	31	152	4.22	41.67	69.44
<b>Aug. 7-13</b>	35	29	133	3.8	42.86	57.14
<b>Aug. 14-20</b>	36	26	156	4.33	41.67	41.60

<b>Aug. 21-27</b>	27	18	227	8.41	48.15	44.44
<b>Aug. 28-31</b>	32	25	243	7.59	40.62	46.88
<b>TOTALS</b>	<b>166</b>	<b>129</b>	<b>911</b>	<b>28.35</b>	<b>n/a</b>	<b>n/a</b>

### Web Analytics – August 2017

Month	Sessions	Page views	Users
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
Aug-17	4,303	9,877	3,705
<b>TOTAL</b>	<b>43,973</b>	<b>108,879</b>	<b>37,722</b>

### Website Top 25 Pages

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,642	1,275	0:01:11	1,201	40.63%	39.04%
Be in a Movie Blog	1,181	1,049	0:03:46	1,029	90.18%	87.55%
Calendar	808	596	0:01:24	465	44.09%	38.37%
Events	186	157	0:00:25	16	31.25%	11.83%
Visitors Guide	170	141	0:01:48	20	50.00%	38.82%
Dining	169	94	0:00:20	5	40.00%	13.02%
Explore	167	109	0:00:28	5	60.00%	16.17%
Monthly & Ann. Events	141	133	0:02:22	66	89.39%	67.38%
Shopping Centers	140	129	0:01:24	108	90.74%	80.00%
Weekend Update June 23	133	123	0:01:37	19	84.21%	44.36%
Shopping Centers	128	108	0:01:24	83	54.22%	46.09%
About McKinney	126	101	0:00:53	10	40.00%	26.98%
Dining & Nightlife	125	115	0:03:01	92	75.00%	67.20%
Stay	105	77	0:00:30	8	25.00%	6.67%
Benji Blog	104	82	0:04:43	60	91.67%	76.92%
Weddings Rec. Venues	96	74	0:00:48	50	42.00%	35.42%
New & Coming Soon	88	75	0:01:41	74	79.73%	75.00%

McKinney Okt	84	79	0:03:43	77	88.31%	85.71%
Broken Link	81	54	0:02:43	52	53.85%	51.85%
Calendar	79	64	0:01:10	5	40.00%	18.99%
Faster2First Tourn.	70	58	0:03:01	54	81.48%	78.57%
Heard Museum	69	40	0:00:50	7	42.86%	11.59%
Event Planning	66	42	0:00:38	6	66.67%	10.61%
Get Social	55	45	0:03:47	15	73.33%	49.09%
Unique Venues	53	48	0:02:05	6	83.33%	28.30%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
United States	4,151	81.47%	3,382	64.88%	2.29	0:01:46
Canada	22	63.64%	14	59.09%	3.5	0:05:39
Venezuela	16	31.25%	5	62.50%	2.81	0:06:00
India	13	92.31%	12	76.92%	1.23	0:00:23
Philippines	13	100.00%	13	84.62%	1.69	0:00:38
Colombia	12	25.00%	3	16.67%	8.67	0:09:57
United Kingdom	10	80.00%	8	70.00%	2.2	0:00:39
South Korea	9	100.00%	9	100.00%	1	0:00:00
Germany	8	87.50%	7	75.00%	1.25	0:00:42
Russia	5	100.00%	5	100.00%	1	0:00:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
Texas	3,395	80.32%	2,727	65.74%	2.23	0:01:46
California	112	92.86%	104	63.39%	2.72	0:02:29
Oklahoma	46	80.43%	37	60.87%	2.22	0:01:47
Illinois	43	81.40%	35	44.19%	3.6	0:02:16
Florida	42	85.71%	36	76.19%	2.29	0:01:57
Georgia	42	64.29%	27	61.90%	2.17	0:01:25
New Jersey	37	78.38%	29	67.57%	2.19	0:00:47
Kansas	32	71.88%	23	37.50%	3.59	0:02:22
New York	32	87.50%	28	53.12%	2.56	0:01:35
Virginia	25	84.00%	21	84.00%	1.44	0:00:19

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs./Visit	Avg. Visit Duration
McKinney	1,241	70.10%	870	64.38%	2.3	0:02:18
Dallas	812	84.61%	687	72.91%	1.8	0:01:09
Plano	163	86.50%	141	58.90%	2.65	0:02:04
Frisco	124	86.29%	107	69.35%	2.09	0:01:01
Allen	116	87.07%	101	70.69%	1.9	0:01:13

Prosper	73	84.93%	62	75.34%	1.85	0:00:51
Houston	69	91.30%	63	72.46%	2.09	0:01:47
Fort Worth	64	92.19%	59	60.94%	2.97	0:02:44
Austin	51	80.39%	41	56.86%	2.29	0:02:04
Richardson	36	91.67%	33	66.67%	2.22	0:01:15



## August 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	\$8,433

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	296	8,199
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,098	10,639
TRIPinfo Quarterly Digital Magazine*	452	10,436
<b>Total Impressions</b>	<b>1,846</b>	<b>29,274</b>

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	46	1,297
<b>Click-Thru Rate</b>	<b>2.49%</b>	<b>4.43%</b>

**WHY CLICK-THRU RATE (CTR) IS IMPORTANT**  
Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 89x 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 89 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!

### 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%	<b>88.88%</b>
July		75.60%	72.61%	
August		56.22%	63.86%	
September		56.43%	72.50%	

**LOST BUSSINESS – 1**

- Texas Law Enforcement Records Association - Approx. 100 Attendees, day business only. Meeting did not come to fruition. Original bid was for either 23<sup>rd</sup> or 30<sup>th</sup> of August.