



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: May 22, 2018

RE: McKinney CVB March 2018-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar:**
 - Leadership Team Meeting: “The Five Dysfunctions of a Team” by Patrick Lencioni (Dee-dee)
 - Attended Book Club: “Hard Goals” by Mark Murphy (Dee-dee)
 - The Art of Negotiation (Vanesa)
 - P-Card/Purchasing Refresher Training (Vanesa)
- **Upcoming Hotel Openings:**
 - Hilton Home 2- Scheduled to open on July 17,2018
 - Springhill Suites- Scheduled to open on September 15,2018
- **Events/Services:**
 - Texas Library Association Annual Conf- Hotel Partner Invite- attended General Session w/ Rick Steves (Vanesa & Dee-dee)
 - Beth & Dee-dee awarded 10 year Service Recognition
 - Annual Legislative Update Luncheon- The Hotel Association (Dee-dee)
 - Travel Information Center Sales Blitz (Vanesa)

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:**
 - Texas Folklore Society awarded the Sheraton with their April 25-28, 2019. They will bring 150-200 attendees, Approx. 70 room nights. They will come back for a site visit for “things to do” – the group is very interested in Historical Tours. Staff offered assistance with registration, name badges, welcome bags etc. and possibly the trolley or some kind of transportation.

- Staff Meeting with MISD Athletic Office regarding NAIA RFP 2019 (National Association of Intercollegiate Athletics).
- **Advertising:**
 - The University of Texas Arlington students we're working with through Riipen are currently writing blogs based on topics we provided. The instructor and possibly two of her students will be attending the MCVB board meeting in May.
 - We've begun working with a new social media aggregator of consumer generated content - CrowdRiff. It is a much more robust system than the one we used before with better features and functions than the previous provider whose contract ended with us March 30. The new system will go live May 1, 2018. On-boarding to take place with CrowdRiff – new vendor/provider for aggregation of user generated content. (GetSocial was discontinued the end of March.) Launch call set for Tuesday, April 24; goes live May 1.
 - We're meeting next week with the organizers of three events all taking place on Memorial Day Weekend – Bike the Bricks, the Yellow Wood Festival and Smiles Concert – in the hopes of working together to market McKinney as THE destination for Memorial Day Weekend.
 - **Successful Meeting** July 2018 Meetings & Conventions issue, 1/3 pg. ad + a reduced rate for two to attend Destination Texas Tradeshow, December 10-13, 2018. *30 meeting planners from all over US & 30 Texas suppliers. All buyers are hand-selected and pre-qualified to attend and must have prospective programs/RFPs for TX.*
 - **Authentic TX-** Advertising in Summer issue to promote Oktoberfest & Dinosaurs Live

HOT Tax Collections: 2017-2018

HOT TAX collection reported by City:

- MOM 2018 vs. 2017 (-Hotels & -B&B/VRBO reporting)
 - March 2018: \$ 136,879
 - March 2017: \$ 140,633
 - **-2.67% ↓**

MCVB Room Nights Generated: TTL Room Nights: 582; TTL Revenue: \$ 62,809

WEDDINGS COMPLETED in April 2018 - TTL Room Nights: 206; TTL Rev: \$ 22,313

- McLellan/Sanders Wedding – Sheraton: TTL rooms: 26, TTL rev: \$2734
- Taitt Wedding – Sheraton: TTL rooms: 30, TTL rev: \$ 3925
- Kacie Phillips – Holiday Inn: TTL rooms: 2, TTL rev: \$228; Towne Place Suites: TTL rooms 19, TTL rev: \$2071, Hampton Inn: TTL rooms – 8, TTL rev: \$952
- Patty Quexada Wedding – Holiday Inn: TTL rooms: 12, TTL rev: \$1428
- Jenny Checks Wedding – block made at Holiday Inn, no pick ups
- Emily Wolf – The Grand: TTL rooms: 43, TTL rev: \$3416
- Crystal Eaton Wedding – La Quinta: TTL rooms: 33, TTL rev: \$2411
- Chris Shuma Wedding – Hampton Inn: TTL rooms: 1, TTL rev; \$119
- Spears/Vazquez – Grand: TTL rooms: 32, TTL rev; \$ 5,029

No Pick-ups on the following weddings: 6

- Alex Parkinson Wedding, April 2018, the Rosemary Barn
- Chris Shuma Wedding – April 2018, the Springs
- Angel Vance – April 2018, River Road Chateau
- Moomaw/Tchao –April 2018, D’Vine Grace

ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2018: TTL Room nights: 376, TTL Revenue: \$ 40,496

Associaton: TTL Rooms: 0; TTL Rev: \$ 0

Corporate: TTL Rooms: 376; TTL Revenue: \$ 40,496

- Torchmark- AIL 101, Sheraton-April 8-11, 2018, TTL room nights: 289 ; TTYL Rev. \$ 27,455
- Torchmark- Sheraton: April 22-25,2018, TTL room nights: 53; TTYL Rev. \$ 5,035
- Emerson: Lifecycle SVCS IV1106 - Holiday Inn: April 10-12, 2018, TTL room nights: ; TTYL Rev. \$ CANCELLED
- Clayton Homes- the Grand: TTL room nights 34; TTYL Rev. \$8,006

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

- Arts & Bloom: Holiday Inn- No Pick-Up

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

Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 29

Association: 10

- Texas Society of Professional Engineers – Contact: Claire Black. Follow up correspondence/call. Claire advised they will be making a decision in this month as to if they will bring their meeting to the Sheraton. June 2020, Approx. 60-100 attendees.
- Distribution Contractors Association – Contact: Robert Darden
- Texas Funeral Directors Association – Contact: Joyce Dawson
- Texas Association of Sports Officials – Contact: Michael Fitch
- Academy of GP Orthodontics – Contact: Adam Griswold
- Texas Medical Association – Contact: Sylvia Hall
- Conference for the Advancement of Mathematics Teaching – Contact: Anita Hopkins
- Rural Rental Housing Association of Texas – Contact: Royce Ann Wiggins. We have conference call set for Tuesday, May 1 to discuss meeting needs.
- Texas High School Coaches Association – Contact: Joe Martin

- Texas Self Storage Association – Contact: Kay Davis

Corporate: 10

- Texas Electric Cooperatives, Inc. – Contact: Maggie Gallant
- Clayton Homes – Contact: Celena Wilson
- CDW Software – Contact: Kim Koulihan
- Pureflow Inc. – Contact: Ashly Lynch
- Sally’s Beauty Supply – Contact: Kelly Lynch
- Helms Briscoe – Contact: Gay Sills
- Sysco Foods North Texas – Terry Ruiz
- Cre8ad8 Event & Travel Management – Gregorio Palomino
- State Farm Insurance – Contact: Heather Carter
- NTTA – Contact: Megan Price

SMERF: 5

- AWC Travel Department – Contact: Jane Elliott – Travel Coordinator from Arlington
- Trinity Christian Academy Foundation – Contact: Rome Francois
- First Baptist Dallas Women’s Ministry – Contact: Pam Brewer
- Texas Thespians – Contact: Jennifer Haisten
- Delta Kappa Gamma Society International – Contact; Nita Scott

McKinney Top 25: 4

- StatLab-Called & emailed Brandy Kerns to set up a meeting, no response.
- MISD Athletics-Met with Asst Coach Corey Homer & Athletic Director Coach Sawn Pratt regarding refiling the RFP to the NAIA for the 2019 Cahmopinships. City & MISD are in agreement, the RFP wil be resubmitted and we waiting to see if we receive the bid.
- Leon’s Cuisine- Called & emailed Glenda Parish to set up a meeting, no response.
- Blue Mountian Equipment- Followed up with Amy Hernanadez on the venues I sent her for their 2018 Chritmas party, no response.

MCVB Calendar of Events 2018-2020: 3

2018

Month	Group	Venue	Room Nights	Attendees
October				
10/4-7/18	NAACP	Sheraton	75	250
10/2-5/18	Torchmark	Sheraton	30	90
10/21-25/18	Torchmark	Sheraton	300	100
10/28-31/18	Torchmark	Sheraton	60	20
10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
November				

11/6-8/18	Emerson: Regulator: 1100	Holiday Inn	60	30
Month	Group	Venue	Room Nights	Attendance
11/6-8/18	Emerson: Regulator: 1106	Holiday Inn	60	30
11/13-15/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
11/2018	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	150	300
December				
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
January				
February				
March				
April				
4/8-11/18	Torchmark	Sheraton	300	100
4/10-12/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
4/22-25/18	Torchmark	Sheraton	40	20
May				
5/4-6/18	Strikes Against Cancer (Moved to Flower Mound)	Hampton	30	250
5/10-13/18	Texas Best Gymnastics	Holiday Inn/Holiday Inn Express	24	200
5/1-3/18	Emerson: Lifecycle SVCS:IV1100	Holiday Inn	60	30
5/3-4/18	TX Volunteer Conf.	Hampton/Collin College Conf. Center	10	150
5/3-5/18	TX Society of American Medical Technologist	Sheraton	75	70
5/14-16/18	Torchmark	Sheraton	160	80
5/20-24/18	Torchmark	Sheraton	400	100
5/22-24/18	Emerson: Regulator: 1112	Holiday Inn	60	30
5/28-31/18	TX Assoc. of Counties Leadership Program	Grand Hotel	75	30
1June				
6/4-6/18	Torchmark	Sheraton	30	15

6/15-17/18	Flamefest-Craig Ranch	Holiday Inn, Holiday Inn Express & La Quinta	50	300
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
6/18-21/18	Torchmark	Sheraton	90	30
6/20-22/18	Torchmark	Sheraton	16	8
July				
7/13-15/18	Copart Int'l	Sheraton, Holiday Hampton, Inn, Hilton Home 2, & Comfort Suites	60	100
7/15-18/18	Torchmark	Sheraton	300	100
August				
8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30
September				
9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/17-19/18	Torchmark	Sheraton	60	30
9/23-26/18	Torchmark	Sheraton	300	100
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
9/30/18-10/3/18	Torchmark	Sheraton	60	20

2019

Month	Group	Venue	Room Nights	Attendance
April				
4/25/48/19	Texas Folklore	Sheraton	70	150
April/May	TACVB Marketing Symposium	Sheraton	90	75-100
July				
7/2019	Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
September				
3 rd /4 th week	TTIA Travel Summit	Sheraton	500	250

2020

Month	Group	Venue	Room Nights	Attendance
June				

6/15-19/2020	TCCE Annual Convention	Sheraton	175	300
September				
3 rd /4 th week	TTIA Travel Summit	Sheraton	500	250

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

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

The McKinney Shop:

- **April 2018 Gross Sales \$ 1,344.80**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'17 – Apr. '18): 3,084

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

- Out of State: 73
- Out of Country: 27
- Texas Residents: 13
- McKinney Residents: 0
- Register Total: 113
- Ticker Counter: 392

Day Trips: 0

RFP's: 7 (3-Association, 0-Corporate, 4-Weddings, 0 -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 3

- TACVB 2019 Marketing Symposium
 - 2 day symposium, dates are flexible – April & May preferred. 75-100 Attendance, 90 Total room nights, 60 peak
- TTIA 2019 Travel Summit. Date: 3rd or 4th Week in September. Peak room nights – 250, Approximately 500 attendees. Requirements from CVB were very steep (i.e.: \$18,000 for sponsored sit-down lunch, \$6,000 for Sponsor & Host board dinner, \$16,000 for sponsor & hosting of opening night reception. Etc.)
- TTIA 2020 Travel Summit. Date: 3rd or 4th Week in September. Peak room nights – 250, Approximately 500 attendees. Requirements from CVB were very steep (i.e.: \$18,000 for sponsored sit-down lunch, \$6,000 for Sponsor & Host board dinner, \$16,000 for sponsor & hosting of opening night reception. Etc.)

RFP Awarded: Texas Folklore Society - April 25-28, 2019, Hotel Selected: Sheraton, 150-200 attendees. Approx. 70 room nights. They will come back for a site visit for "things to do" – the group is very interested in Historical Tours

Corporate: 0

SMERF: 4 (Weddings)

- Philip Alvarado Wedding – The Springs
- Rosie Perez Wedding – D'Vine Grace
- Erin Burge Wedding – Stonecrest
- Stephanie Aguilar – The Springs

Site Visits: 1

- City Perimeter Site Tour with Hilton Home 2 & Spring Hills Suites Sales Managers

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 39 (39-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings:

- Debbie Wood (MOG) – May 2018, Stone Crest/Chestnut Square
- Ryan Davis – May 2018, Mitas Hill
- Mattison Johnson – May 2018, the Springs
- Meghana Patil Wedding – May 2018, Springs
- Sarah Rain Wedding – May 2018; the Springs
- Morgan Coldwell Wedding – May 2018; Stonecrest
- Lauren Daynard Wedding, May 2018 – Chandlers Garden
- Hyejin Hwang Wedding – May 2018, the Springs
- Sydney Rodriguez Wedding – May 2018, the Springs
- Eva McGuire Wedding – May 2018, the Springs
- Leticia Banda – June 2018, the Springs
- Olivia Sebesta Wedding – June 2018 Wedding, the Springs
- Karmen Acencio – July 2018, The Springs
- Briana O’Neil – July 2018, Stone Crest
- Emily Jacobs – July 2018, D’Vine Grace
- Allyssa Chavez – August 2018, Springs
- Brittany Tigert Wedding – July 2018; the Springs
- Samantha Guerra – August 2018, The Springs
- Shannon Owens – August 2018, D’Vine Grace
- Lannie Robinson- August 2018, D’ Vine Grace
- Samantha Guerra Wedding– August 2018, the Springs
- Chelsea Parsons Wedding – August 2018, the Springs
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest
- Thanh Do- September 2018, Springs
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, the Springs
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Brooke Von Readen Wedding – October 2018,
- Haley Spencer Wedding – October 2018, the Springs
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Kayly Browne Wedding, October 2018 – Avalon Legacy
- Priscilla Arriaga Wedding – December 2018, The Springs
- Joyce Spisak Wedding – December 2018, Springs
- Dana Curry (MOB) – January 2019, Rustic Grace

- Meghan Powers Wedding - March 2019, Springs
- Shauna Brown Wedding – April 2019, Springs
- Jessica Costello Wedding –April 2019, Stone Crest

Social: 0

Goal 3 Enhance the Quality of Life in Downtown:

Strategies:

- Continue to highlight Downtown McKinney as a unique destination.
- Continue efforts to expand entertainment, dining, & shopping options.

Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)

Bags Serviced: 334

Mailing Leads Processed: 5,832

- Tour Texas-70
- See Texas First-5,762
- Top Five States requesting information:
 - Top Five States requesting information:
 - Texas- Houston, San Antonio, Austin, Ft Worth, Dallas
 - California – Los Angeles, Sacramento, Riverside, San Diego, Fairfield
 - Florida – Orlando, Coral Springs, Jacksonville, Port St. Lucie, Tampa
 - Oklahoma – OKC, Edmond, Broken Arrow, Norman, Tulsa
 - Louisiana – Lake Charles, Shreveport, Baton Rouge, New Iberia Slidell

Advertising/Marketing/Media

Blogs on our website:

Blogs on our website: 241

- Food Walks of Texas: 1
- Breakfasting McKinney Style: 9
- 7 Reasons to Love McKinney Wine Merchant: 62
- Second Saturday Blog: 63
- Yellow Wood Festival: 79
- Memorial Day Weekend in McKinney: 27

Visits on Homepage News Flash buttons & landing pages:

- Arts in Bloom: 67
- Memorial Day Weekend: 36
- Plan Your Visit: 16
- Weekend Update page: 131
- Weather: 0

- Breakfast: 6
- Second Saturdays: 6

Photos, Text Written, Marketing Materials and Ads Submitted

▪ **Materials Submitted**

- Press release for Yellow Wood Festival
- Set up page for Memorial Day Weekend events
- Took photos at Arts in Bloom
- Submitted May TourTexas.com materials
- Wrote letters of support about filmmaker for City Manager and CVB Director
- Prepared welcome slide for Volunteer McKinney sponsorship
- Photos at Art Meets Floral
- Submitted NTTW info to TTIA
- Took photos at:
 - Arts in Bloom
 - Art Meets Floral
 - Chicken Coop Tour

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

- Meeting Planners Guide: 29
- McKinney Lions Program: 2
- TourTexas.com: 18
- Strikes Against Cancer: 53
- Oxford American Readers: 1
- County Line Magazine:5

Free Publicity:

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

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

APRIL 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/website updates (6 times)	\$ -	\$12,000.00	\$36,000	1,200,000
Courier Gazette	Used large CVB photo for Arts in Bloom	\$ 720	\$1,100.00	\$3,300	100,000
McKinney Online	Yellow Wood Festival		\$1,800.00	\$5,400	75,000
Community Impact	Yellow Wood Festival	\$ -	\$240.00	\$720	60,000

TOTALS		\$720	\$15,140	\$45,420	1,435,000
FY 17-18 Totals		\$20,723	\$98,980	\$954,610	12,497,384

SOCIAL MEDIA TRACKING

FACEBOOK - 2017-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
Nov. 17	80	6295	66,475	751,207	4,365,662
DEC. 17	56	6351	38,610	242,212	2,449,176
JAN. 18	175	6526	93,363	532,078	3,879,202
FEB. 18	59	6585	69,527	759,268	3,289,228
MAR. 18	76	6664	80,690	567,892	3,499,942
APR. 18	106	6770	83,960	449,311	3,615,527
TOTALS	493	N/A	441,479	3,703,431	21,865,420

OTHER SOCIAL MEDIA TRACKING – APRIL 2018

Type	Number	Increase #
Twitter		
Followers	4715	+27
Tweets	6097	+49
Tweet Impressions	17.8K	(not given)
Profile Visits	301	+58.4%
Mentions by other users	13	-12
Google Sites		
	Views	Subscribers
YouTube views	5397 (+ 275)	25 (+1)

Web Analytics – APRIL 2018

Month	Sessions	Pageviews	Users
Oct-17	3,613	9,034	3,018
Nov-17	3,456	8,370	2,868
Dec-17	2,892	6,591	2,462
Jan-18	2,561	6,820	2,009
Feb-18	2,360	6,537	1,949
Mar-18	3,404	7,926	2,811
Apr-18	3,526	8,219	2,971
FY 17-18 Total	21,812	53,497	18,088

Top Pages in April 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,222	992	0:01:02	946	36.89%	37.07%
Calendar	897	669	0:00:58	564	41.31%	39.58%
Memorial Day	313	293	0:02:35	256	80.47%	74.76%
Shopping Centers	199	180	0:03:08	167	84.43%	80.40%
Visitors Guide	178	142	0:01:35	30	63.33%	41.57%
Mo. Ann. Events	176	164	0:01:48	115	84.35%	74.43%
Events	155	124	0:00:17	23	34.78%	10.32%
Wknd Update	127	116	0:01:02	22	77.27%	49.61%
About McKinney	106	86	0:01:27	14	64.29%	29.25%
Explore	93	72	0:00:25	9	88.89%	23.66%
Calendar	92	69	0:00:47	6	83.33%	39.13%
Dining	88	61	0:00:29	9	77.78%	14.77%
Staff Directory	85	63	0:01:40	26	69.23%	42.35%
We. Rec. Venues	83	68	0:00:57	47	29.79%	27.71%
Yellow Wood	79	68	0:03:14	62	90.32%	79.75%
Shopping	76	61	0:01:49	39	46.15%	32.89%
Stay	68	61	0:00:08	7	85.71%	14.71%
Arts in Bloom	67	65	0:00:30	4	50.00%	16.42%
Calendar	66	64	0:02:19	7	57.14%	78.79%
Event Planning	64	54	0:00:33	9	88.89%	21.88%
Calendar	63	39	0:00:51	3	100.00%	30.16%
Blog	62	50	0:00:34	11	45.45%	12.90%
2nd Saturday	62	54	0:02:48	14	64.29%	33.87%
7 Reasons to Love...	62	50	0:02:19	42	88.10%	70.97%
Memorial Day	60	21	0:00:29	2	0.00%	5.00%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. per Session	Avg. sess. Duration
United States	2,840	2,655	3,390	59.06%	2.36	0:01:42
South Korea	29	29	29	93.10%	1.07	0:00:01
Canada	23	23	23	82.61%	1.57	0:00:09
(not set)	17	17	17	94.12%	1.06	<00:00:01
India	16	16	16	81.25%	1.5	0:00:26
Peru	11	11	11	100.00%	1	0:00:00
Philippines	10	10	12	58.33%	1.83	0:02:17
Brazil	4	4	4	100.00%	1	0:00:00
Australia	2	2	2	100.00%	1	0:00:00
Spain	2	2	2	50.00%	2	0:00:11

Top Pages in April 2018 Continued

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. per Session	Avg. Sess. Duration
Texas	2,353	2,187	2,847	58.41%	2.34	0:01:44
California	67	61	69	53.62%	2.94	0:02:01
Illinois	34	31	37	59.46%	3.11	0:03:54
Oklahoma	29	26	30	60.00%	3.13	0:01:46
Florida	28	27	37	48.65%	3.08	0:02:36
New York	28	27	28	71.43%	1.57	0:00:16
Tennessee	27	26	30	93.33%	1.13	0:00:05
Virginia	26	26	27	77.78%	2	0:00:47
Missouri	20	19	23	69.57%	3.04	0:01:42
Kansas	15	14	19	52.63%	2.95	0:01:29

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	685	594	893	59.57%	2.49	0:02:05
Dallas	669	611	745	64.97%	1.97	0:01:09
Plano	141	135	155	49.03%	2.47	0:01:56
Frisco	91	86	106	63.21%	2	0:00:52
Allen	83	77	93	54.84%	2.3	0:01:07
Fort Worth	50	44	56	41.07%	3.36	0:03:41
Houston	49	47	58	50.00%	2.31	0:01:33
Prosper	43	38	56	58.93%	2.45	0:01:31
Austin	38	35	42	59.52%	2.07	0:01:17
Richardson	29	29	32	62.50%	1.78	0:00:26

Visit Widget - April 2018

April 2018					
	Sessions	Users	Page Views	Pages/Session	Bounce Rate
Widget	90	67	489	5.43	34%
iOS App	43	33	335	10	N/A
Android App	1	1	1	1	N/A
Total/AVG	134	101	825	5.48	N/A

OCCUPANCY RATES:

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

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

Sheraton Occupancy Rates:

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

LOST BUSSINESS – 2

- TTIA 2019 Travel Summit – event is too large for McKinney and they are asking for to many concessions.
- TTIA 2020 Travel Summit – event is too large for McKinney and they are asking for to many concessions.