



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: May 23, 2017
RE: McKinney CVB April 2017-Staff Report

Goal 1 Operational Excellence

Strategies:

Events:

Goal 2 Financially Sound Government

Strategies:

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

Events: 2

- The Springs Open House Event
- New Holiday Inn Express at Craig Ranch- ribbon cutting

Meetings: 6

- **Sales-4**
 - Met with Dylan about Eventzee for TDA
 - Conference Call –TDA (Texas Downtown Assocaition)#3- 4//17
 - Met with Matt Hamilton about TDA/FARFA
 - 2nd Quarter Hotelier Meeting – Al DeBerry Guest Speaker

- **Advertising-2**
 - Training call with ITI to learn #GetSocial admin side
 - Phone meeting with Melissa Stafford at AJR – about advertising for next yea

Venues: 1

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- MOM 2017 vs. 2016 (16-Hotels & 19-B&B/VRBO reporting)
 - March 2017: \$ 140,633
 - March 2016: \$ 137,503

- 2.28%↑

MCVB Room Nights Generated: 511 TTL Room Nights; TTL Revenue: \$ 57,661

Weddings- April 2017 - TTL Room Nights: 213 TTL Rev: \$23,689

- Amanda Voyta – no pick up provided
- Amber Kotzur – Towne Place Suites: TTL Rooms – 4, TTL Rev: \$436, Sheraton: TTL Rooms – 43, TTL Rev - \$5907
- Bonham/Rhodes – Grand Hotel: TTL Rooms – 9, TTL Rev: \$1161; Sheraton: TTL Rooms – 2, TTL Rev: \$318; Hampton Inn – TTL Rooms – 2, TTL Rev: \$228
- Blair Bundren – no pick up provided – Most likely used the Hampton, but not enough rooms held to have a block.
- Brooklyn Harkness – Hampton Inn: TTL Rooms-12, TTL Rev- \$ 1368
- Jacinda Jeter – Towne Place Suites: TTL Rooms – 6, TTL Rev- \$654; Grand Hotel: TTL Rooms – 6, TTL Rev \$ 585
- Kate Nazzocco- no pick up provided
- Lindsay Sachs – Sheraton: TTL Room – 24, TTL Rev: \$2681
- Mallory Smith – Grand Hotel: TTL Rooms: 27, TTL Rev: \$4084; Hampton Inn: TTL Rooms – 14, TTL Rev -\$1596
- Reinemund/Hefner – Hampton Inn: TTL Rooms – 35, TTL Rev - \$3990
- Shelby Knight – Hampton Inn: TTL Rooms – 13, TTL Rev - \$1482, Sheraton: TTL Rooms 44, TTL Rev - \$3471
- Wesley Beeland – Holiday Inn – TTL Rooms: 15, TTL Rev: \$1635

Association/Corporate/SMERF-April 2017:

TTL Room nights: 298 TTL Revenue: \$ 33,972

- Linda's Electirc Quilters Group – Hampton Inn: TTL Rooms: 16, TTL Rev: \$1824
- Texas Justice Court Training Group – Sheraton: TTL Rooms 282, TTL Rev: \$32,148
- Emerson Cancelled for Month of April.

Sales calls: 28

Association: 10

- **TX Association of Accessing Officers:** Contact: Cherry Abel. She was out of the office at a conference, Katherine advised me to send her an email regarding location for 2020. Sent Email.
- **Texas Rural Letter Carriers Assoc:** Contact Vicki Lovings. Vickie stated that McKinney was to expensive for their budget. I asked her to not make a decision for 2020 just yet, and gave RFP to Holiday Inn. She is looking for a \$129 room rate, and F&B no greater than \$10k with free meeting space.
- **ALOA Security Professionals Association.** Contact: Kathryn Beard. Left a message on her voice mail and followed up with an email.
- **AAF Tenth District.** Contact: Kevin Dobbs, looking for 2018. Provided Holiday Inn with their RFP.

- **Texas Association of Life Health Insurance.** Contact: Sharon Mineo, left message on voice mail to determine if Sharon is still the appropriate contact. Also gave RFP received at SW showcase Holiday Inn
- **Texas Bankers Association.** Contact: Mary Lange, left message on voice mail. Followed up with email.
- **Texas Rural Water Association.** Contact: Angela Russell, Left message on voice mail. Followed up with email
- **Texas Food & Fuel Association.** Contact: Dana Fuller. Left her a voice mail. Followed up with email. Will try again.
- **Texas Retailers Association.** Contact: Lauren Swetland. Left message on Dianna Cordovia's voicemail. There was not an option for Lauren. Asking for clarification of who is the correct contact. Dianna called back to advise that Lauren is no longer with Texas Retailers. New contact is Justin Williamson, he will begin late April. She will forward him my contact information.
- **US Chamber of Commerce SW & Southern Office.** Contact: Monique Thierry, left message on voice mail. Followed up with email

Corporate: 9

- **AZZ Incorporated.** Contact: Michelle Scott. Does not currently have any meetings planned in the near future. Typically has meetings at the locations where their branches are located. Offered a site meeting to check out McKinney. Confirmed for May 24, 2017.
- **Rent-A-Center** - Receptionist stated there is no one named Alisha Berry on her database. I asked her who would be the contact for Meeting Planner at Rent a Center, she said they had various ones depending on department and that I needed to have name. I will research other avenues to make contact and follow up.
- **State Farm Insurance** – Contact: Heather Carter. Left message on voice mail and followed up with a voice mail.
- **SYSCO Foods North Texas** – Contact: Terry Ruiz. Terry advised that they rarely go off site for meetings or trainings. They have onsite space that can hold up to 600. I asked her to keep us in mind for board retreats and executive staff retreats and would touch base with her periodically. She stated that she would like that and that she loves McKinney. Followed up with an email to open communication.
- **Tyler Technologies Inc.** – Contact: Brandy Shepherd. Left message on voice mail and followed with an email.
- **Pureflow Inc.** – Contact: Ashley Lynch. Spoke with Ashley. She stated at this time they are not holding any meetings in the DFW area until they get their branch up and running. Followed up with an email to open lines of communication and advised her of services we can provide.
- **TIGI Linea Corp** – Contact: Kayla Duckett. Left message on voice mail and followed up with an introductory email.

- **Flooring Services Builder Resources** – Contact: Stacey Shelly, left message on voice mail, unable to obtain an email, will try again later.
- **Conference Direct** – Contact: Jim Murdock. Left message on voice mail and followed up with a voice mail. Mr. Murdock stated he was very familiar with McKinney and looked forward to the next opportunity to partner with me.

SMERF: 3

- McKinney Soccer Assoc. Flamefest. Norma will call me when she is ready for hotels.
- PlayTri – Contact: Staci Brode. Left message with employee and sent follow up email. Staci responded stating they use the Sheraton for their hotel needs. I thanked her.
- Trinity Presby – Contact: Phylis Tippit. Phylis will reach out to the elders at their next meeting to see if I can get on agenda to come and speak to them about using McKinney as their loctions for Clergy Retreats.

McKinney Top 25: 3

- Blue Mountain Energy-Met with the receptionist, Matt Thompson was unavailable. She stated that they do need venues from time to time (Christmas Party, etc.) and they bring in people from out of town as well. Follow up to see if we can help him set up a room rate with neighboring hotels. Followed up with an email 4/13/17, no response
- Stat Lab- Met with Brandy Kerns, left a sales kit. She said that she will follow up as needed. Followed up with an email 4/13/17, no response.
- Leon’s Cuisine- Met with Glenda Parrish- Glenda said she would follow up with me, she need to ask the powers that be if they would like to set up a room rate with the Hampton Inn. Followed up with an email 4/13/17, no response.

● **MCVB Calendar of Events 2017-2019: 1**

Month	Group	Venue	Room Nights	Attendees
<i>October</i>				
<i>November</i>				
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
12/4-6/17	Emerson	Holiday Inn	60	30
12/12-14/17	Emerson	Holiday Inn	48	24
12/7-9/19	NAIA Mens Soccer National Championships	MISD	200	400
January				
1/15/17	Emerson	Holiday Inn	60	30
February				
March				
April				
4/18-20/17	Emerson	Sheraton	90	30
4/17-19/2017	Civil Court Process	Sheraton	300	120
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	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
5/5-6/18	Texas Beer & Fly Fishing Festival	Myers Park	75	700
June				
6/27-29/17	Texas Bankruptcy Court	Grand Hotel	38	19
6/4-9/17	Emerson	Holiday Inn	106	153
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
7/18-21/17	Emerson	Holiday Inn	48	24
7/20/17	Rug Fest	Holiday Inn & Hampton	20	70
August				
8/14-18/17	Emerson	Holiday Inn	24	48
September				

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
- 4th 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 '16-September '17):

- YTD Total: 1,374
- April Total: 307
- Out of State: 67
- Out of Country: 14
- Texas Residents: 20

- McKinney Residents: 11
- Ticker Count: 307 (195 didn't sign guest book)

Day Trips: 1

- Mesquite Parks & Rec Senior Group- Nancy Kramer

Made in McKinney Store Revenue:

- April 2017: \$ 761.42
- April 2016: \$ 1102.63
 - -30.95 %↓

RFP's: 9 (1-Association, 0-Corporate, 7-Weddings, 1-Social (0-Religious), 0 -Sports, 0-Day Trips)

Weddings

- Alison France (MOG) Wedding, August 2017, The Springs
- Christina Flex Wedding, August 2107, The Springs
- Kristen Byler Wedding, Septembe 2017, The Rusty Barn
- Carly Schindler Wedding, October 2017, Stonecrest
- Bernice Medellin Wedding, March 2018, D'Vine Grace
- Delaney Lohmann Wedding – August 2017, The Springs
- Sylvia Sanches Family Reunion, September 2017
- April Bear (MOB) Wedding, January 2018, The Springs

Associaton: 1

- Texas Association of College & University Police Administrators. Contact: Teri Adamson, Date: Nov 27-Dec 1, 2017; Attendees: 120, Room Nights: 46 Peak/151 Total. (this is a resubmitt with alternative dates requested). Sent to Sheraton for consideration

Site Visits: 1

- Texas Agri-Life Collin County Division – (For 2019 Conference) Sheraton Hotel,MPAC, Tupps, & Harvest.

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 51-(49-Weddings, 2-Social, 0 -Sports, 0-Day Trips)

Weddings: 49

- Allison Ellis Wedding – May 2017, The Springs
- Max Pippin Wedding – May 2017, The Springs
- Tracey Gayle Wedding – May 2017, The Springs
- J Barton Wedding – May 2017, The Springs
- Caitlyn Gilliam Wedding – May 2017
- Knuth/LaGrow Wedding – May 2017
- Rachel Wilson Wedding – May 2017

- Joseph Hackenbracht Wedding – June 2017, The Springs
- Cole Frazier Wedding – June 2017, The Springs
- Grace Weldon Wedding – June 2017, The Springs
- Kofahl Wedding – June 2017
- Julie Perry Wedding – June 2017, The Springs
- Erin Ramsey Wedding – June 2017, The Springs
- Ashley Fernendex Wedding – June 2017
- Shelbie Gardner Wedding – July 2017, The Springs
- Harvey Wedding – July 2017, Stone crest
- Emily Malloy Wedding – July 2017, Stone crest
- Lynn Jones (MOB) Wedding – July 2017, The Springs
- Lynn Mikesell (MOB) Wedding – July 2017, Rustic Grace
- Dannie Teese Wedding – July 2017, The Springs
- Neena/Vay Wedding – July 2017
- Howard/Hope Wedding – July 2017, The Springs
- Christine Westman Wedding – August 2017, The Springs
- Brittany Villarosa Wedding – August 2017, The Springs.
- 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
- Herrea/Sutherland Wedding – October 2017, Stone Crest
- Symone Wedding – October 2017, The Springs
- Rachel Cohenouer - October 2017, The Springs
- 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
- 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 (?)
- Rachel Kaplan Wedding – January 2018, The Springs

Social: 2

- Swanson Meetings & Event Planning Family Reunion –June 2017
- Puckett Family Reunion – July 2017 – Looking for Venue

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: 188

Mailing Leads Processed: 688

- Tour Texas – 113
- Texas State Travel Guide – 59
- Texas Highways – 20
- See Texas First - 496

Advertising/Marketing/Media

Created/submitted materials (photos and text)

Blogs on our website

- Visitor World Map (new post end of month) - 7
- Plan Your Trip – Visit Widget - 40
- St. Patty Day’s Fun: 56

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update – 122
- Vintage Market Days - 48
- Tour de Coop - 103
- World War I Exhibit – 35
- North Texas Shopping – 2
- Memorial Day Weekend (new end of April) -5

Photos, Text Written, Marketing Materials and Ads Submitted

- Photos of Arts in Bloom
- Attend/photos of All-Abilities Playground Groundbreaking
- Attend/photos – ribbon cutting at The Comedy Arena
- Work for National Tourism Week – press release, website news flash button and webpage
- Photos of new Holiday Inn Express
- Submitted ad to Fort Hood Sentinel
- Provided photos/text for Oxford American summer issue

ADVERTISING Website & Publication ROI Tracking:

- Meeting Planners Guide – 16
- Daytripper – Arts in Bloom – 23
- Austin Monthly – 14
- Fort Hood Sentinel – 3
- Louisiana Life – 1
- Historic Calendar – 1

SOCIAL MEDIA TRACKING**FACEBOOK -**

Month FY	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
16-17					
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
TOTALS	389	N/A	393,352	4,208,609	19,905,418

SOCIAL MEDIA TRACKING – APRIL 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4340	+42	+1%
Tweets	5635	+70	+29.6%
Tweet Impressions	21.7K	(not given)	+30.5%
Profile Visits	258	+72	+31%
Mentions by other users	13	same	0%
Google Sites	Views	Followers	Subscribers
YouTube	2778	n/a	12

WEBSITE ANALYTICS – APRIL 2017

Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg Views	Lifetime Pg Views
3703	10,446	3090	149,076	591,444	127,073

Top Pages in APRIL 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,948	1,485	0:01:08	1,431	39.90%	39.43%
Calendar	937	717	0:01:12	555	38.56%	35.75%
Dining	242	132	0:00:42	20	30.00%	11.57%
Visitors Guide	240	202	0:01:51	36	63.89%	41.25%
Explore	232	161	0:00:36	10	80.00%	13.36%
Calendar	230	189	0:00:51	182	40.11%	44.78%
Shopping Centers	227	203	0:01:52	174	87.93%	81.94%
Eents	206	169	0:00:12	13	7.69%	6.31%
Shopping Centers	181	162	0:01:05	125	52.80%	46.41%
Mo. & Ann.Events	140	121	0:02:12	63	76.19%	67.86%
About McKinney	124	95	0:01:00	4	100.00%	18.55%
Weekend Update	121	109	0:01:27	2	100.00%	33.06%
Dining & Nightlife	114	104	0:01:44	76	86.84%	64.91%
Stay	113	80	0:00:16	4	25.00%	5.31%
Wedd. Rec. Venues	101	72	0:00:32	46	23.91%	27.72%
Tour de Coop	98	83	0:02:52	53	77.36%	74.49%
Welcoming Bus.	93	81	0:03:33	79	77.22%	76.34%
Staff Directory	77	59	0:01:07	25	64.00%	44.16%
Calendar	71	58	0:01:07	3	100.00%	21.13%
Res. Dir.	70	56	0:00:28	2	50.00%	11.43%
Calendar	70	56	0:01:18	5	80.00%	34.29%
Calendar	65	44	0:00:52	2	50.00%	32.31%
Calendar	63	51	0:00:25	2	100.00%	30.16%
Unique Venues	60	50	0:02:17	2	100.00%	16.67%
NTTA Tolls Blog	58	51	0:04:18	51	92.16%	87.93%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,585	78.55%	2,816	51.77%	2.85	0:02:14
Philippines	17	41.18%	7	64.71%	1.76	0:05:18
India	9	77.78%	7	33.33%	2.33	0:01:54
Russia	8	100.00%	8	100.00%	1	0:00:00
Brazil	7	100.00%	7	100.00%	1	0:00:00
United Kingdom	7	100.00%	7	28.57%	3.86	0:01:25
Japan	7	100.00%	7	100.00%	1	0:00:00
(not set)	7	100.00%	7	42.86%	4.29	0:01:39
Germany	4	100.00%	4	50.00%	7.25	0:04:30
Australia	3	66.67%	2	100.00%	1	0:00:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,884	77.15%	2,225	51.42%	2.8	0:02:16
California	97	81.44%	79	54.64%	3.26	0:02:22
Oklahoma	48	91.67%	44	43.75%	3.71	0:02:48
Florida	40	82.50%	33	40.00%	3.42	0:02:14
Illinois	40	90.00%	36	52.50%	2.5	0:02:12
Georgia	39	53.85%	21	56.41%	2.64	0:03:15
Virginia	36	75.00%	27	69.44%	1.92	0:01:07
Colorado	32	87.50%	28	40.62%	4.06	0:02:05
Kansas	28	82.14%	23	60.71%	2.89	0:03:04
Missouri	27	81.48%	22	62.96%	3.26	0:02:50

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	899	65.74%	591	52.17%	2.99	0:02:39
Dallas	702	81.34%	571	55.13%	2.28	0:01:56
Plano	154	87.01%	134	48.05%	2.56	0:01:51
Frisco	137	84.67%	116	49.64%	3.02	0:02:39
Allen	81	85.19%	69	51.85%	2.49	0:01:39
Austin	70	57.14%	40	51.43%	2.69	0:02:16
Houston	64	81.25%	52	45.31%	3.45	0:02:59
Fort Worth	56	89.29%	50	46.43%	3.02	0:02:27
Prosper	47	87.23%	41	44.68%	2.91	0:04:35
Denton	42	64.29%	27	57.14%	2.71	0:02:16

Free Publicity:

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

APRIL 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>
McKinney Online	Press release – National Tourism Week	\$0	\$1400	\$4200	90,500
BubbleLife Collin County	Shared our blog and web postings 6 times	\$0	\$ 18,000	\$54,000	915,000
TOTALS for Month		0	\$ 19,400	\$58,200	1,005,500
FY 16-17 YTD Totals:		\$864	\$ 66,400	\$ 170,745	\$20,257,906



**April 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	\$5,367

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	419	5,828
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,085	7,189
TRIPinfo Quarterly Digital Magazine*	378	7,802
Total Impressions	1,882	20,819

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	129	961
Click-Thru Rate	6.85%	4.62%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 92x 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 92 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!

*ISSUU now reports real Impressions for Digital Magazines -- more detail than Distribution.

Top 5 McKinney Hotels July & August 2016 Occupancy Rates:

	<u>Oct. '16</u>	<u>Nov. '16</u>	<u>Dec. '16</u>	<u>Jan. '17</u>	<u>Feb.'17</u>	<u>Mar. '17</u>
Comfort Inn	N/A	73.44 %	67.54%	67.49%	92.50%	78.80%
Hampton Inn	96.90	99.24%	95.68%	97.84%	97.82%	97.82%
Holiday Inn	83.19%	80.34 %	60.05%	65.30%	73.70%	73.57%
La Quinta	79.01%	77.38%	74.85%	77.95%	76.99%	85.01%
Sheraton	75.19%	75.20 %	57.74%	69.54%	79.77%	77.04%
Townplace	72.02%	78.01%	73.40%	69.54%	65.49%	71.04%

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%	
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 BUSSINESS – 1

- Texas Rural Letter Association – Sent RFP to Sheraton. Meeting is for June 2020, Total room nights: approx 435, Total Attendees: 250.