

visit
McKinney

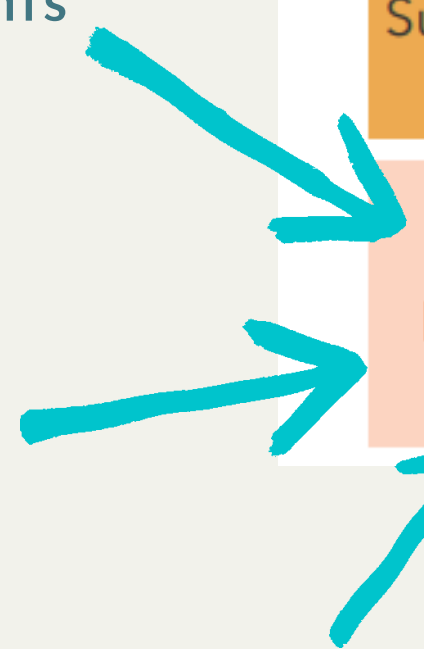


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○ In November 2022, Visit McKinney embarked on a strategic planning process to create strategic priorities for 2023 through 2025.

○ Goal 4 was “Become a Data-Focused Organization”

○ Visit McKinney contracted with Zartico for geolocation and spend data comparing visitors and residents



visit McKinney 2023-2025 Strategic Plan

Vision

To be the most welcoming gem in all of Texas.

Mission

To improve the economic vitality of McKinney by inviting others to visit, explore, and enjoy the many experiences our city has to offer.

Core Values - R.I.S.E.

Respect: We support a healthy work environment.
Integrity: We model ethical behavior.
Service: We are selfless public servants.
Excellence: We are competent and dedicated.

Goals

1

Support and Promote Events in McKinney

2

Create a Strategic Marketing Plan

3

Develop a Unified Tourism Plan with Strategic Partners

4

Become a Data-Focused Organization

5

Enhance Organizational Structure

6

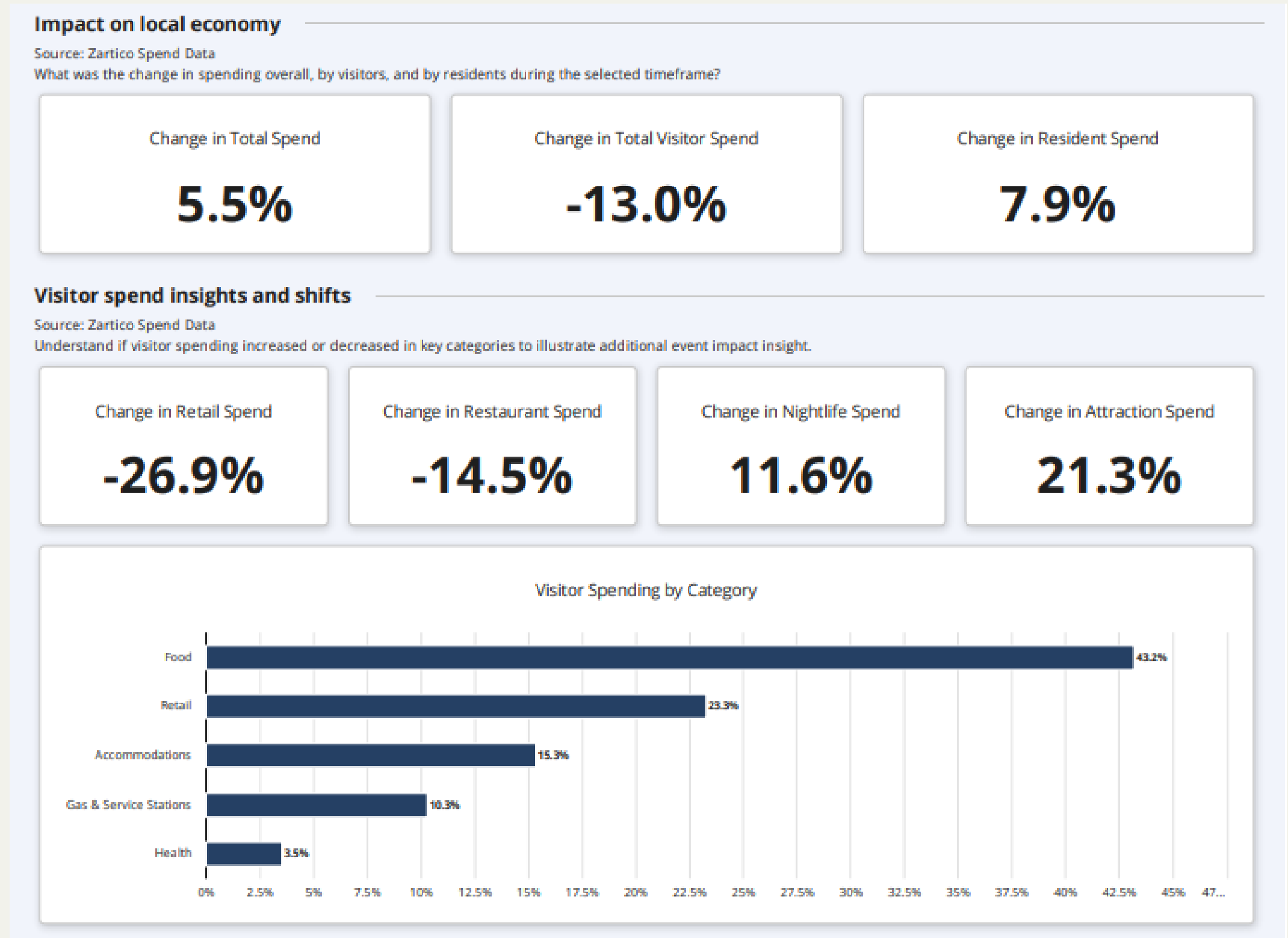
Ensure Financial Growth of Visit McKinney

Zartico Event Report Dashboard

Visitor = Home location > 50 miles away

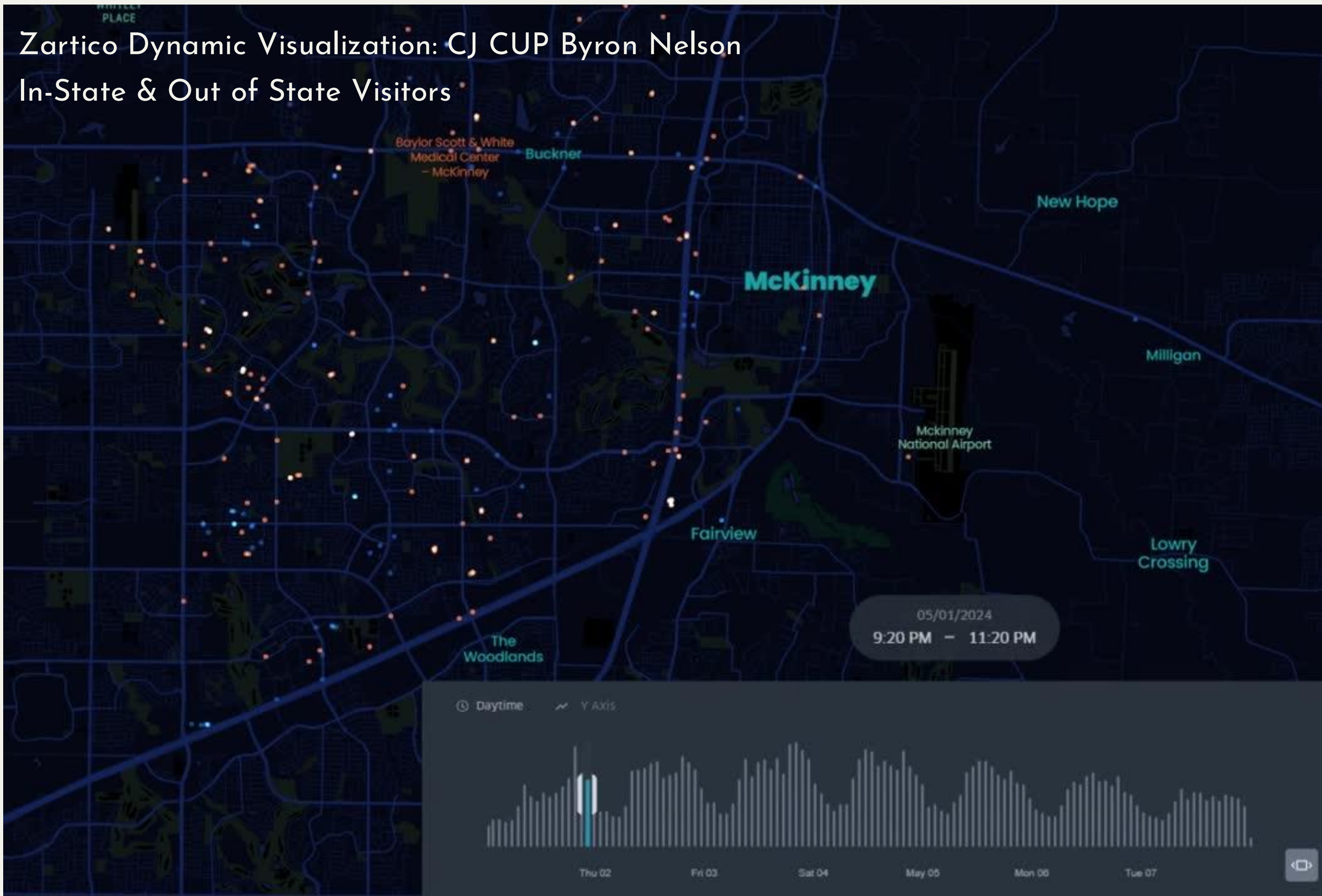
Resident = Home location < 50 miles away

- A 5.5% increase in total spending, with residents accounting for a 7.9% increase.
- Visitor spend actually decreased during this period, down -13.0%.
- Food accounted for 43.2% of visitor spend and retail accounted for 23.3%.

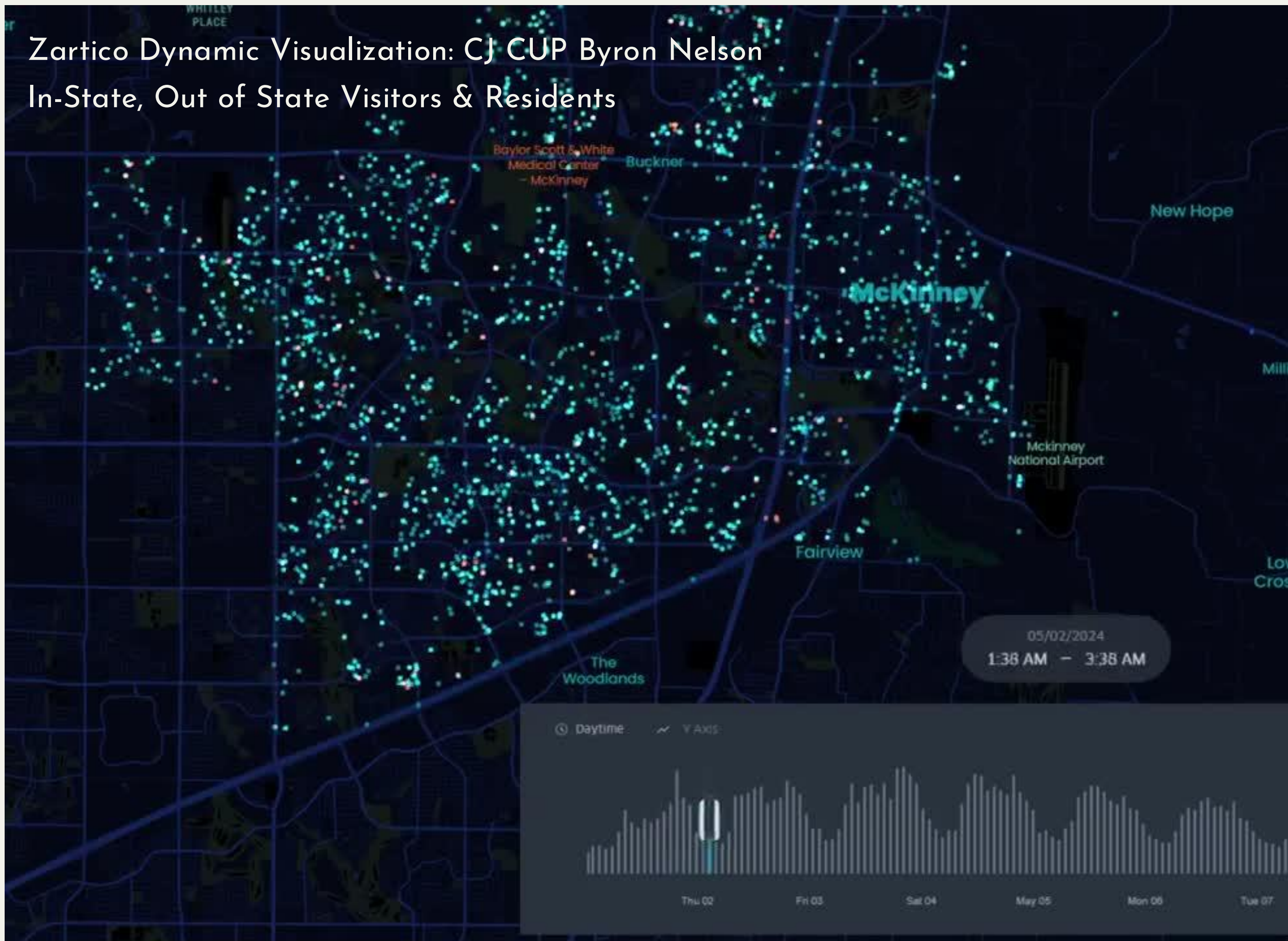


* The event date is compared to the four weeks prior to the event.

Zartico Dynamic Visualization: CJ CUP Byron Nelson In-State & Out of State Visitors



Zartico Dynamic Visualization: CJ CUP Byron Nelson In-State, Out of State Visitors & Residents



Zartico Event Report Dashboard

- **52.9%** of visitors were out of state
- **41%** had a HHI of over \$100k
 - Little Rock visitors increased their visitation by 46%,
 - Wichita Falls TX & Lawton OK visitors saw a 21.0% increase
 - Oklahoma City visitors were 11.9%.

What are your visitor demographics?

Source: Zartico Spend Data
Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

52%

% Cardholders - \$100k+

41%

% Cardholders Children in Household

46%

Where are your visitors from?

Source: Zartico Geolocation Data
Better understand where visitors are coming from, including the percentage of visitors from out-of-state, top DMAs and how they relate to the percentage of visitors, percentage of visitor spend and average visitor spend.

Out-of-State Visitors

52.9%

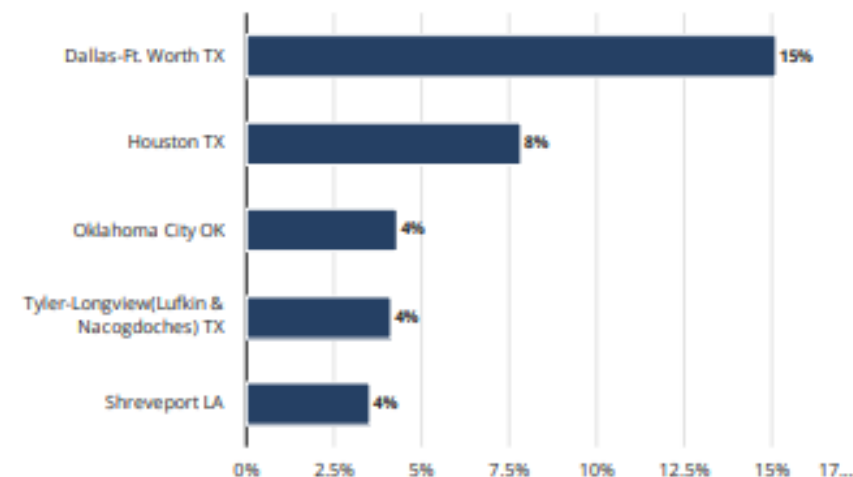
Top Origin Markets - In-State & Out-of-State



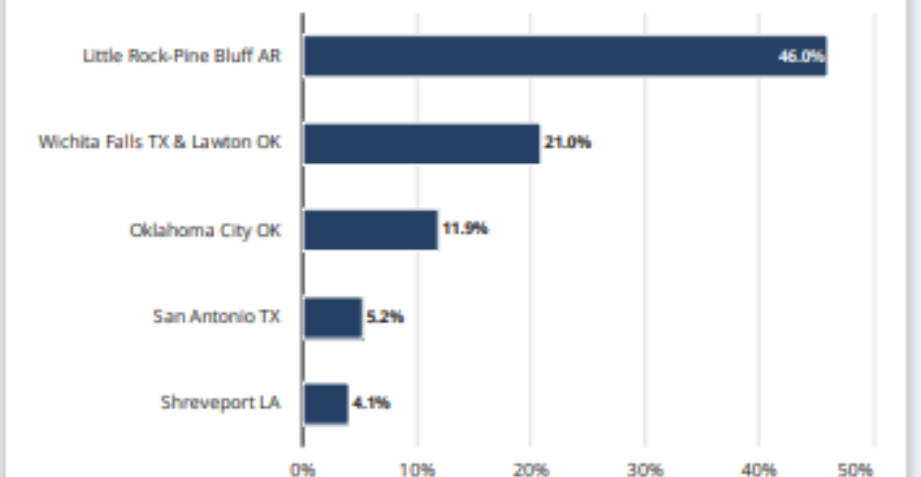
Origin market make up and shifts

Source: Zartico Geolocation Data
Understand if your event attracted visitors from new or different origin markets.

Top Origin Markets

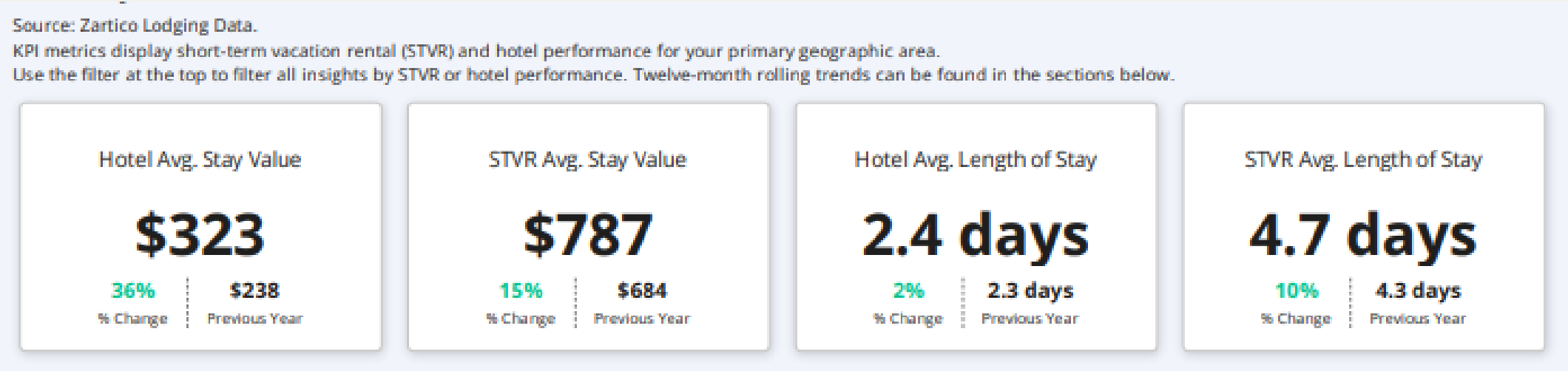


Top Origin Markets - Change in Visitation



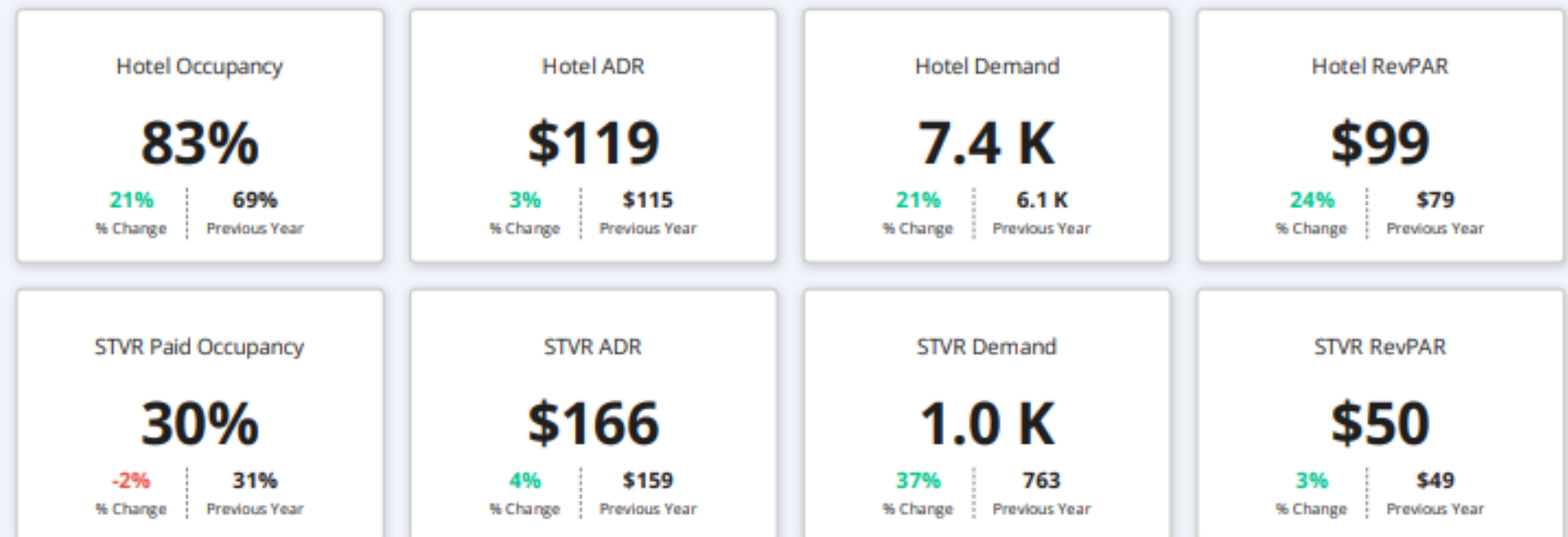
Zartico Lodging Core Dashboard

- Hotel avg. stay value was up **36%**, from \$238 last year to \$323 this year.
- Length of stay was up 2% from last year.
- STVR avg. stay value was up over **\$100**, going from \$684 to \$787.
- Length of stay was up from 4.3 days to 4.7 as well, a 10% increase.
 - Hotel Occupancy was up to 83% from 69% last year.
 - Hotel Demand was up 21% and RevPAR was up 24%
 - STVR demand was slightly down, however this is due to having many more of these available now. The demand was up 37%, ADR up 4% and RevPAR up 3% when looking at STVR.



Key Lodging KPIs for Reporting

Use this section to report key insights about your hotels and short-term vacation rentals (STVR). Observed hotel demand is for properties reporting into the Amadeus system and will not reflect 100% of all properties in your destination. Use this to understand year-over-year demand trends. Zartico recommends using lodging tax data as the most authoritative measure of total lodging revenue and demand.



SO.... WHAT DOES THE DATA REALLY SAY?

Residents (anyone living within 50 miles of McKinney) had a significant impact, especially on the local economy. Visitor spending may have decreased slightly, but they did show up and spend at your hotels.



Things to Consider:

1. Can future marketing attract more visitors from the locations with the highest increase in 2024?
2. Will new hotel additions like the Denizen Hotel and AC Marriott help keep more “Residents” inside McKinney during the event?
3. How can we continue to build connections between the event and Downtown McKinney/Hub 121/District 121/etc. to boost retail and restaurant spending?

