



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: July 26, 2016
RE: McKinney CVB May 2016-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Develop and maintain a customer service oriented organization culture that emphasizes continual quality of life improvement throughout the city**

Events: 2

- McKinney Chamber Golf Tournament – Dee-dee volunteered
- TTIA Travel College Year 2- Dee-dee attended
- North Texas Hotel Assoc. Advisory Board Meeting- Vanesa & Dee-dee attended
- City of McKinney Boards and Commissions- Vanesa & Dee-dee attended
- FISH training in Irving- Beth & Sue attended

Goal 2 Financially Sound Government

Strategies:

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

Tradeshows/Missions: 0

Hot Tax Collections: June 2016 – Sales Report TTL Room Nights: 398, TTL Rev: \$49,249

SMERF TTL Room Nights: 209, TTL Rev: \$26,152

Weddings: 160 Rooms, \$20,341 TTL Rev

- Summer Graham Wedding – Towne Place Suites: 34 Rooms, \$3766
- Marcum Wedding – Sheraton Hotel: 61 Rooms, \$7930, Holiday Inn: 4 Rooms, \$436
- St Clair/Gettert Wedding – Grand Hotel: 16 Rooms, \$2384
- Gardner/Kemp Wedding – Grand Hotel: 9 Rooms, \$1491
- Holcomb/Douglas Wedding – Sheraton Hotel: 30 Rooms, \$3720
- Williams/Mason Wedding – Holiday Inn: 6 Rooms, \$614
- Cannella/Eisenhart Wedding – No Pick - up
- Dana Pense Wedding – No Pick up

- Patke Wedding – No Pick up
- Jennings Wedding – No Pick up

Social Groups: 32 Rooms, \$3958 TLL Rev

- Jones/Robinson Family Reunion – no pick up
- Armstrong/Davis Whitaker Family Reunion – Sheraton Hotel: 32 Rooms, \$3958

Education Groups: N/A

Sports Groups: 17 Rooms, \$1853

- Lynn Varnell Soccer Tournament – Holiday Inn: 17 Rooms, \$ 1853

Associations/Corporate:

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 189; TTL Revenue: \$23,097**
 - Analysis Group Team Building Event – June 2016, Sheraton Hotel: 17 Rooms, \$2533
 - Aramark Conference-Holiday Inn
 - June 27-29 (114 room nights @ \$129) \$14,706
 - Emerson-Holiday Inn:
 - June 7-9 (35 room nights @\$101) \$3535
 - June 14-16 (23 room nights @\$101) \$2323

HOT Tax Collections:

MOM 2016 vs. 2015 (16 Hotels & 6 B&B/VRBO reporting)

- May 2016: \$ 146,015
- May 2015: \$ 85,809
 - 70.16%↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF/MCKINNEY TOP 25 Sales Calls: 23

Association:

- Greater Denton Wise County Association of Realtors- Nancy Myers, called & emailed. No response.
- Denton County Medical Society- Called and Spoke to May Tay. Asked me to email her & send hard copy of our meeting planners guide & sales kit.
- Texas Severe Storm Association-Martin Lisius- emailed, called & left message. No response.
- Texas Numismatic Association- Spoke to Doug Davis, he said McKinney way too far. They stay in the Arlington area.
- Arlington Young Lawyers Association-Sent Deanna Green and email. She asked to send her a hard copy of the sales kit and the link to the Meeting Planners Guide on our website for her to review.
- International Association of Venue Managers-Spoke to Bill Jenkins. Asked me to follow up with him in 4 months (September 12, 2016) to set up a site visit. He is interested in bringing some meetings to McKinney.
- American Mensa, Ltd. - Left a message for Page Faulkner on 6/17/16. Will follow up.

- Tarrant County Medical Society-Emailed Karen Reynolds. She asked me to mail her a sales kit. Will follow up.
- Texas Association of Museums-Called twice – no answer. Emailed through the website. Will follow up.
- Texas Wine & Grape Growers Association- Called on 6/17/16. Left message. Emailed through their website. Received email back from Connie Lewis. She said they would keep McKinney in mind for other events. Right now they are booked out through 2020 and are looking for venues for 2021-2023.

Corporate: Arlington, TX: 11

- Citronix, Inc. - Shirley Satterfield: No meetings offsite.
- New Castle Manufacturing- Do not have any meetings, only do sales calls.
- Pureflow, Inc. - Ashley Lynch-No meetings at this time. Sent lead to Chad Walker at MEDC, they are looking for a place in North TX. They are currently looking in Arlington.
- Webshops.com' Jeb Doyle- No meetings at this time. All on line sales.
- Fort Wealth Advisors- Use office space for meetings.
- Greenway Investment Co.: Receptionist-Have meeting space in house.
- Happy King Investments: Kay King-No meetings.
- LPL Financial; Michael Vatter-Meet with clients in their own office space.
- Luke Investments: JG Luke- use their own meeting space.
- Moritz Interests Ltd. David Moritz- Meetings onsite only.
- RWM Investments-Robert Mahoney-Meet on site only.

SMERF: 1

- Severa Trevino- High School Reunion for Dallas Deaf Class of 1972

McKinney Top 25: 1

- Methodist Hospital- Staci Jones

• MCVB Calendar of Events 2015-2017:15

Month	Group	Venue	Room Nights	Attendees
<i>October</i>				
10/3-7/16	Emerson	Sheraton	90	30
10/2016	Cornerstone Health	Sheraton	150	175
10/23-26/2016	Texas State University-Texas School Safety Center (SW Showcase)	Sheraton & Collin College Higher Ed. Bldg.	240	250
10/2016 or 11/2016	Texas Association of Assessing	Sheraton & Holiday Inn	55	40

	Officers (SW Showcase)			
November				
11/2016	Cornerstone Health	Sheraton	150	175
11/2016	TASBO (Texas Association of School Business Officials) Lost to Allen Marriott	Sheraton	150	105
11/16/2016	Collin County Association of Realtors- Installation Ceremony	Piazza on the Green/Trolley	350	0-using Wingate in Frisco, TX
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
Month	Group	Venue	Room Nights	Attendees
December				
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
January				
1/17-/19/17	Emerson	Holiday Inn	30	15
1/24-27/17	Emerson	Holiday Inn	30	15
February				
2/27/17-3/3/17	Emerson	Holiday Inn	30	15
March				
April				
4/18-20/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120
4/2017	Justice of the Peace- Lost Bus.	Sheraton	495	150
May				

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
June				
6/10-12/16	Lynn Varnell	Gabe Nesbit & Craig Ranch Soccer	300	300 Teams/2000-3000 attendees
6/3-5/16	Analysis Group Team Building Event (Dallas)	Was looking for information: hotels, things to see and do	Sheraton	10
6/7-9/16	Emerson	Holiday Inn	30	15
6/14-16/16	Emerson	Holiday Inn	30	15
6/6-8/17	Emerson	Holiday Inn	30	15
6/13-15/17	Emerson	Holiday Inn	30	15
6/24-26/17	Texas Chamber of Commerce Executives Convention & Expo	Sheraton	300	150
6/2017	Texas Counseling Association	Sheraton- Lost Bus.	400	350
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/27-29/16	Aramark- K-12: Education Summer FL Meeting	Sheraton	120	130
6/11-14/16	Triple Crown Softball	Craig Ranch, Gabe Nesbit, Towne Lake	2014:281 2015:209	
July				
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
7/18-20/17	Emerson	Holiday Inn	30	15
August				

8/2016	Miniature Book Society	Sheraton	50	100
8/15-17/17	Emerson	Holiday Inn	30	15
September				
9/2016	Fortium-National Partner Meeting	Sheraton & Holiday Inn	75	75

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 '15 –September '16): 1069**
 - June Total: 226
 - Out of State: 86
 - Out of Country: 16
 - Texas Residents: 68
 - McKinney Residents: 56

Day Trips: 1

- Plano Legacy Senior Group

Made in McKinney Store Revenue:

- Sales for June 2016 \$ 1164.83
- Sales for June 2015 \$ 1588.39
- MOM down by 26.64%

RFP's: 14

RFP'S sent: 1

- Texas Chamber of Commerce Executives Convention & Expo 6/24-26/17, 300 room nights; 150 attendees@ the Sheraton.

RFP Bid Won: 13

- TX Academy of Nutrition & Dietetics- Shearton7/14-16/16. 120 room nights, 60 attendees. Dinner at Éclair Bistro on 7/15/16.
- Emerson:
 - 11/6-10/17-Sheraton; 90 room nights, 30 attendees
 - 12/4-6/17-Holiday Inn; 30 Room nights, 15 attendees
 - 12/6-8/17-Holiday Inn; 30 Room nights, 15 attendees
 - 12/12-14/17-Holiday Inn; 30 Room nights, 15 attendees
 - 1/17-/19/17-Holiday Inn; 30 Room nights, 15 attendees
 - 1/24-27/17-Holiday Inn; 30 Room nights, 15 attendees
 - 2/27/17-3/3/17-Holiday Inn; 30 Room nights, 15 attendees
 - 4/18-20/17- Sheraton; 90 room nights, 30 attendees
 - 5/23-25/17- Holiday Inn; 30 Room nights, 15 attendees
 - 6/6-8/17- Holiday Inn; 30 Room nights, 15 attendees
 - 6/13-15/17- Holiday Inn; 30 Room nights, 15 attendees
 - 7/18-20/17-Holiday Inn; 30 Room nights, 15 attendees
 - 8/15-17/17- Holiday Inn; 30 Room nights, 15 attendees

Site Visits: 1

- Chery K. Abel-Texas Association of Assessing Officers

SMERF (Social, Military, Religious, & Fraternal)

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

19 Weddings (6-New), 0- Day Trip (0 new), & 0- Sport (0 new)

New & Ongoing Prospects: *Italic indicates new business*

- Spunck/Ryan Wedding – July 2016
- Anders Wedding – July 2016
- Alvarado Wedding – July 2016
- Geotz/Ruminski Wedding – July 2016
- Gina Roll (MOB) Wedding – August 2016
- Namey Wedding – September 2016
- Tavera Wedding – September 2016
- Stanlely Wedding – September 2016

- Oscar Butos Wedding – Sept 2016
- Stoner Wedding – October 2016
- Britt Wedding – October 2016
- Foote Wedding – November 2016
- Gajewski-McGowan Wedding – December 2016
- *Froehlich/Frey Wedding – July 2016*
- *Wilcox/Yanniello Wedding – July 2016*
- *Sterling/Conky Wedding – August 2016*
- *Barron/Rhodes Wedding – December 2016*
- *Knuth/LaGrow Wedding – May 2017*
- *Kofahl Wedding – 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: 575

Mailing Leads Processed: April 2016 Leads Processed: 2079

Top Five Sources:

- See Texas First – 1946
- Southern Living – 9
- Tour Texas - 124

Advertising/Marketing/Media

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

- **Blogs**
 - Remembering Our Heroes: 11
 - Father's Day Blog: 57
- **Submitted photos and text:**
 - Took photos around McKinney for new Holiday Inn Express website/for files; set up in Dropbox for owner
- **Ads/materials created and submitted in April**
 - Created glamour URLs for parks pages for Baylor publications
 - Created/submitted ad for Historic calendar

Photos Representing MCVB

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

- Ice Cream Crank-Off

SOCIAL MEDIA TRACKING

Facebook tracking

- “Likes”: 4875
- 28 Day Engaged Users: 35,017
- 28 Day Total Reach: 328,031
- 28 Day Total Impressions: 1,746,835

Twitter

- Followers: 3937
- Tweets: 5099
- Tweet impressions: 23.9K (down 5.5%)
- Profile Visits: 287 (up 5.9%)
- Mentions by other users: 15 (up 25.0%)

Blog Views on WordPress:

- 285 reads
- Lifetime views: 30,952
- Lifetime Visitors: 15,656

YELP

- 13 views
- 2 website visits
- 12 months – 134 views/26 website visits
- 24 months – 260 views/50 website visits

Google+ Page/YouTube

- Google+ - Page views: 8,278 – 17 followers
- YouTube Channel: 1569 Views/9 subscribers

WEBSITE ANALYTICS

- Total Website visits: 2104
- Page Views: 13349
- Unique Visitors: 1774
- Total Lifetime Website visits: 110,409
- Total Lifetime Page Views: 488,055
- Total Lifetime Unique Visitors: 93,733

Top 25 Pages in June 2016

Home	2,919	1,239	0:00:25	1,200	7.42%	21.48%
Calendar	867	358	0:00:28	287	2.44%	20.30%
Explore	479	176	0:00:13	9	0.00%	6.26%
Calendar	363	136	0:00:23	6	0.00%	8.26%
Visitors Guide	262	115	0:00:44	9	0.00%	17.18%
Attractions	207	89	0:00:50	2	0.00%	11.11%
Staff Directory	197	76	0:00:26	19	10.53%	23.86%

Stay	195	76	0:00:25	3	33.33%	1.54%
Events	180	78	0:00:07	4	0.00%	5.00%
Dining & Nightlife	164	75	0:00:37	27	0.00%	24.39%
Shopping	150	73	0:00:44	35	0.00%	35.33%
Uniquely McKinney	134	63	0:00:25	14	0.00%	14.93%
Unique Venues	132	44	0:01:37	1	0.00%	9.09%
Dining & Nightlife	128	44	0:00:17	2	0.00%	5.47%
About McKinney	124	51	0:00:15	3	0.00%	8.06%
Tours	122	54	0:00:50	7	0.00%	11.48%
All Dining Options	112	53	0:00:36	3	0.00%	3.57%
Hotels & Motels	112	49	0:00:25	1	0.00%	16.07%
Stay and Eat	102	46	0:00:04	0	0.00%	3.92%
Shopping	100	45	0:00:36	13	0.00%	23.00%
Weddings & Receptions	98	40	0:00:11	31	0.00%	13.27%
Shopping Centers	96	41	0:00:23	33	0.00%	36.46%
Attractions	92	38	0:00:42	1	0.00%	5.43%
Monthly & Annual Events	92	44	0:00:13	26	3.85%	34.78%
Home	87	35	0:00:38	27	3.70%	26.44%
Home	2,919	1,239	0:00:25	1,200	7.42%	21.48%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
United States	1,904	77.52%	1,476	2.52%	6.68	0:02:45
United Kingdom	62	100.00%	62	85.48%	1.66	0:00:40
Brazil	33	100.00%	33	0.00%	2.24	0:00:12
Philippines	17	52.94%	9	0.00%	5.53	0:01:52
Germany	15	100.00%	15	0.00%	3.2	0:01:11
India	11	90.91%	10	0.00%	2.36	0:00:04
Canada	10	100.00%	10	0.00%	5.2	0:01:01
South Africa	5	40.00%	2	0.00%	15.8	0:07:53
(not set)	5	80.00%	4	20.00%	7	0:00:33
Italy	4	100.00%	4	0.00%	2	0:00:01

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
Texas	1,395	74.84%	1,044	1.79%	6.52	0:02:40
California	78	85.90%	67	1.28%	5.42	0:01:32
Florida	39	94.87%	37	0.00%	5.77	0:01:10
Kansas	38	42.11%	16	26.32%	16.21	0:15:23
Oklahoma	28	89.29%	25	0.00%	8.46	0:02:11
Georgia	25	68.00%	17	0.00%	5.12	0:00:51
Illinois	22	90.91%	20	0.00%	8.91	0:03:38
New York	21	100.00%	21	23.81%	5	0:00:38

Arizona	17	94.12%	16	0.00%	8.24	0:02:38
Virginia	16	81.25%	13	0.00%	5	0:02:39

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs. /Visit	Avg. Visit Duration
McKinney	464	60.13%	279	2.16%	6.68	0:02:08
Dallas	154	86.36%	133	1.95%	6.08	0:02:50
Plano	96	78.12%	75	2.08%	5.4	0:02:09
Frisco	65	69.23%	45	1.54%	5.26	0:01:14
Allen	50	78.00%	39	2.00%	8.22	0:04:09
Austin	38	65.79%	25	2.63%	6.95	0:05:14
Houston	32	78.12%	25	0.00%	6	0:01:29
Richardson	30	96.67%	29	0.00%	6.53	0:02:52
Fort Worth	24	87.50%	21	0.00%	6.92	0:02:09
Garland	20	85.00%	17	0.00%	6.8	0:04:24

ADVERTISING Website & Publication ROI Tracking: *Scans of QR codes/using redirect URLs in our ads:*

- TourTexas.com newsletter (June): 108
- Meeting Planner page from QR code scan - 64
- Multiview Behavioral Marketing Campaign (web hits) – 2
- Quinciañera page - 10
- TourTexas.com Newsletter (promoting Ice Cream Crank off) - 160

JUNE 2016 Media Coverage:

Courier-Gazette (Published online version of MCVB Weekend Update each week)

- (Online) Ad Value: \$1600
- PR Value: \$4800
- Impressions: 49384

TOTALS Media Values for JUNE 2016: - free positive publicity/press generated by MCVB

TOTAL PRINT/DIGITAL VALUE: \$1600

TOTAL PR VALUE: \$4800

TOTAL Impressions: 49384

June 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 + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features Campaign Start 10/2015; \$9,120 Annual Buy	\$760	\$6,840

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	816	5,797
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>		
TRIPinfo Quarterly Digital Magazine		36,083
Total Impressions	3,156	53,347

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	131	612
Click-Thru Rate	4.15%	1.15%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. Your TRIPinfo CTR is 23x 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 23 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!

TRIPinfo.com utilizes respected web analytics from multiple sources:
Alexa, Comcast, Compete, Quantcast & Google Analytics.

TourTexas.com – Annual Stats

We are part of this state tourism website at a cost of roughly \$3100 a year.



Content Engagement Report



McKinney Convention & Visitors Bureau

06/01/2015 - 07/08/2016

TOTAL CONTENT ENGAGEMENT = 7,100

1,223 - Total Guides Ordered
1181 - **Postal requests**
42 - **PDF downloads**

Average economic impact for each Visitor Guide sent out is \$48*. TourTexas.com has facilitated **1223** Visitor Guide Requests to Texas travelers on your behalf.

TOTAL ECONOMIC IMPACT OF THOSE REQUESTS

=\$58,704

Top Responding States
TX
CA
IL

* Source: Western Association of Convention & Visitor Bureaus's Economic Impact of Visitor Guide Requests 2014

Total actions taken - 5,877

 **263**
Website Click-thrus

 **4878**
Page Views

 **24**
Slideshow Views

 **196**
Facebook Click-thrus

 **186**
Twitter Click-thrus

 **152**
Pinterest Click-thrus

 **178**
Newsletter Click-thrus

Behavioral Marketing:

Multiview Behavioral Marketing Campaign – Report for June 2016

Leads: 2

- Iowa Hospital Association
- CSG Investments, Inc.

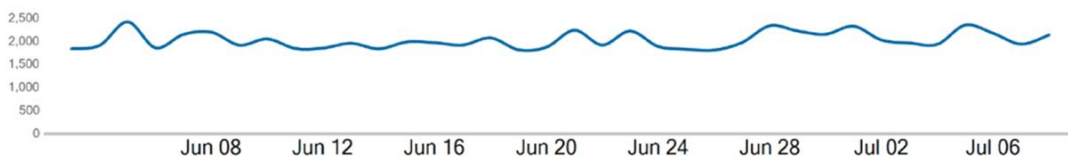


McKinney Convention & Visitors Bureau

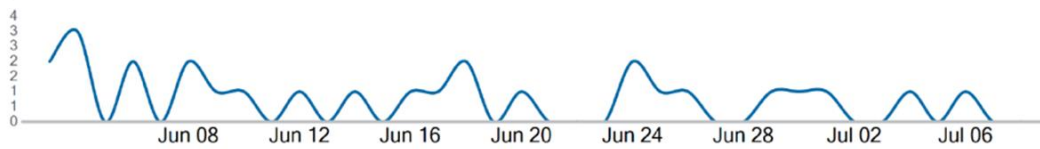
PERSONA HD

Total Impressions Served	Total Clicks	CTR %
72,898	27	0.04%

Impressions by Day



Clicks by Day



Digital Persona Breakdown

Percentage by Impressions (Top 6 Overall Campaign)



- Business Associations
- Civic And Social Associations
- Membership Organizations
- Planning for a large social event
- Professional Organizations
- Travel Agencies and Reservation Services

Campaign Summary

Campaign	Impressions	Clicks	CTR
Meeting Planners	72,898	27	0.04%

Top 5 McKinney Hotels May 2016 Occupancy Rates:

Comfort Inn	81.72 %
Hampton Inn	97.26 %
Holiday Inn	91.07 %
La Quinta	76.68 %
Sheraton	64.60 %
Townplace	89.05 %

Sheraton Occupancy Rates FY 14-15:

- Mar. 2015: 24.60 % (Had three days of tax in Feb. paid in March)
- Apr. 2015: 39.29 %
- May 2015: 50.47 %
- Jun. 2015: 69.70 %
- Jul. 2015: 75.60 %
- Aug. 2015: 56.22 %
- Sept. 2015: 56.43 %

Sheraton Occupancy Rates FY 15-16:

- Oct. 2015: 67.28 %
- Nov. 2015: 61.35 %
- Dec. 2015: 69.24 %
- Jan. 2016 61.62 %
- Feb. 2016 71.58 %
- Mar. 2016 63.53 %
- Apr. 2016 82.34 %
- May 2016 64.60 %

LOST BUSINESS-0