



JANUARY 2021

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2020: TTL Room Nights: ?; TTL Rev: \$?

WEDDINGS COMPLETED-January 2021- Wedding Room Blocks: TTL Room Nights: 52; TTL Rev: \$7,633

1. Slappa Wedding-Sheraton:TTL Room Nights: 21; TTL Rev: \$2,184
2. Tuner/Garcia Wedding-Grand: TTL Room Nights: 31; TTL Rev: \$4,819

No Pick up:

1. Hightower Wedding: Sheraton & Hampton Inn

Association COMPLETED-January 2021: TTL Room Nights: 0; TTL Rev: \$0

Corporate COMPLETED-January 2021: TTL Room Nights: 0; TTL Rev: 0

SMERF COMPLETED-January 2021: TTL Room nights: 0; TTL Rev.: \$0

SPORTS COMPLETED i-January 2021: TTL Room nights: ?; TTL Rev.: \$?

1. Michael Johnson Performance Center-Sheraton: TTL Room nights: 89; TTL Rev.: \$6,586
2. Texas Best Gymnastics-Springhill Suites: TTL Room nights: ?; TTL Rev.: \$? **Waiting for response from Hotel**

II. Visitors: FYTD Total (Oct. '20-Jan. '21): 701

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

- January 2021 data:
 - Out of State: 16
 - Out of Country: 0
 - Texas Residents: 9
 - McKinney Residents: 10
 - Register Total: 35
 - Ticker Counter: 83

Top Five States requesting information:

- Texas
- California
- Missouri
- Colorado
- Illinois

III. RFP's: (0-Association, -Corporate, -Weddings, -Social, -Religious, 0-Sports, 0-Gov't)

RFP's: 12 (3-Association, 2 -Corporate, 0-Weddings, 2-Social, 0- Military, 2-Education, 0-Religious, 3-Sports, 0-Fraternal)

Association: 3

1. Qdoba Franchisee Association – 12/31 received RFP from Cvent for February 2022 business; forwarded to Sheraton the same day for their review and consideration. 1/4/21 Sheraton advised unable to bid due to space requirements under 1-roof – Bidding; 1/25 **LOST**
1. CEMRF Tax Institute – 1/21 received RFP from Cvent for September 2022 business; forwarded to Sheraton and Holiday Inn for their review and consideration. Holiday Inn advised they are bidding.
2. National African American Education Association – 1/25 received RFP from Cvent for February 2022 conference. With 10 breakouts, believe too large but emailed to Sheraton for their determination and response.

Corporate: 2

1. Synergy Meeting – 1/25 received RFP from Cvent for March 2021; immediately shared with Holiday Inn and Sheraton to bid.
2. S Pharma POA III – 12/29 received RFP from Cvent for September 2021 business; forwarded to Sheraton same day for their review and consideration. 1/4/21 Sheraton advised unable to bid due to space requirements under 1-roof – NO BID, this event too large (had contacted them in August 2020) **LOST**

SMERF: 7

Social: 2

1. Texas Division Sons of Confederate Veterans – 1/25 Followed up with Mr. May, who did a site visit on January 21st. He will be returning to the McKinney Sheraton with the State Director on 2/4/21 for a second site visit for their June 2022 convention.
2. Texas Division United Daughters of the Confederacy – 1/25 Based on Mr. May's suggestion, reached out to Tami Hurly regarding their annual conference and state our strong interest to host them.

Military: 0

Education: 2

1. Secured room block (10 rooms, possibly more) for Frisco Home School Group at the Springhill Suites. Dates: 2/20/21. Their training will take place at the Station in downtown Mck.
2. Working with Melissa ISD Band for a band concert they will host in June in McKinney. June 9-11, 2021. Sheraton: 320 total room block; Springhill Suites: 180 total room block; Hilton Home 2 Suites: 120 total room block.

Religious: 0

Government: 0

Weddings: 0

Sports: 3

1. Mid-South Pickleball Tournament April 22-25, 2021, The Courts over 1000 attendees.
2. Summit Volleyball Tournaments (Collin County Wide): 2/19-21/21 (Sheraton, Hampton Inn, Home 2 & Springhill Suites). Room nights 100: Attendees: 1300.
3. Secured room block (10 rooms, possibly more) for Texas Best Gymnastics at the Springhill Suites. Rates: \$89 & \$92 This is repeat business – they will have a tournament in McKinney the weekend of January 29, 2021.

Site Visits: 2

1. Site visit w/Tommy May - SCV North Texas Chapter
2. Site visit w/Sid Nandi – Tech Culture

IV. Advertising/Marketing/Media

JAN. 2021 -ROBLY Email Stats	
Average Open Rate	38.40%
Average Click-thru Rate	6.00%
Total Audience	2,973

Note: Robly overall audience dropped from last month because I removed non-engaged subscribers from the past six months so that we could add more contacts from Tour Texas and planner emails. (Not sending to unengaged email addresses keeps our rates from going up.) The open and click rates dropped a bit, too, because of the new email addresses receiving a first email from us.

JANUARY 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote an article for TML’s TC&C Magazine about DMO reimagining their destinations
- Wrote Valentine’s Day idea blog
- Submitted 15-second video to Travel Texas (state travel office)
- Created a video for The 99s/social media
- Updated YOLO TX blog and home page button to reflect The Celt episode on Jan. 31.
- Created landing page for Pickleball tournament
- Submitted text and photo for Daytripper February e-newsletter
- Updated the Byron Nelson landing page
- Updated COVID safety information and added an updated button/message to the homepage.
- Created and sent Corporate and Association planner Winter 2021 e-newsletter

SOCIAL MEDIA STATS

FACEBOOK STATS					
FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
TOTALS	312	N/A	135,002	843,169	4,315,274

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
TOTAL	4,131

TWITTER - JANUARY 2021	
Total Followers	5,517
New Followers	-128
Tweets	19
Tweet Impressions	8,078
Profile Visits	234
Mentions	3
As of Jan. 2021, Twitter no longer counts locked accounts in a profile's follower metrics, thus the drop.	

YOUTUBE 2020-21		
<i>Month</i>	<i>Views</i>	<i>Subscribers</i>
<i>Historical #s</i>	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
TOTAL	15,564	69

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
TOTAL	38,215	464

WEBSITE DATA – JANUARY 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
TOTAL	15,286	31,354	13,154

JAN. 2021	Users
Mobile	1,628
Desktop	1,240
Tablet	82
TOTAL	2,950

JAN. 2021: HOME BUTTONS	
Weekend Update	77
Romantic Getaway	31
Valentine's Day	27
YOLO The Celt	23
McKinney Monarchs	9
Byron Nelson	9
MPAC Events	5
TOTAL	181

Top Countries - JANUARY 2021			
Country Breakdown	Users	New Users	Sessions
United States	2,747	2,678	3,135
United Arab Emirates	68	68	68
undetermined	35	35	36
Denmark	15	15	15
Philippines	10	10	12
Germany	8	8	8
France	8	8	8
United Kingdom	8	8	9
India	7	7	7
Canada	5	5	11

Top States – JANUARY 2021			
State Breakdown	Users	New Users	Sessions
Texas	1,660	1,598	1,987
Virginia	180	180	180
California	143	141	150
Kansas	137	137	140
(undetermined)	50	47	55
Washington	64	63	68
Florida	47	46	54
Oklahoma	38	38	43
Illinois	36	34	43
New York	35	35	37

Top Cities – JANUARY 2021			
City Breakdown	Users	New Users	Sessions
McKinney	497	460	668
Dallas	386	364	425
Ashburn, Virginia	158	158	158
Coffeyville, Kansas	82	82	82
Frisco	69	66	79
Allen	68	67	76
Plano	65	63	76
Prosper	41	38	48
San Jose, CA	36	36	36
Fort Worth	32	32	35

JANUARY 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	1,627	1,405
Calendar - Jan.	377	284
Dining in McKinney	232	177
Visitors Guide	162	123
Monthly/Annual Events	130	119
Blog: NTTA	130	119
Bed & Breakfast search	118	113
Explore	108	90
About McKinney	104	88
Events	103	87

JAN. 2021: TOP REFERRAL PG	
Facebook	42
Bubblelife	24
McKinneyTexas.org	24
flytki.com	19
Instagram	10
The Knot	9
Mck.Philharmonic	7
Robly	5
TravelTexas	3
TOTAL	143

JAN. 2021-KPIs & Groups	
KPIs	7
Pickleball	4
Byron Nelson	78
TOTAL:	89

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
NOV. 2020	680
DEC. 2020	770
JAN. 2021	465
TOTAL	2,452

Blogs (Top 5) for JANUARY 2021:

- NTTA - 130
- Valentine's Day - 70
- YOLO TX Visits McKinney - 47
- Romantic Guide (Guest Blog) - 22
- Benji House - 21

JAN. 2021 -Ad Landing Pages	
Daytripper Newsletter	7
Convention South	1
County Line Magazine	2
TM+E	1
Stonebridge Ranch	2
TOTAL	13

JANUARY 2021 – MPG Page Views	
Main Page	61
RFP	5
Venues/Videos	50
Sports Planning	25
Group Services	13
Tour Options/Itineraries	125
TOTAL:	279

OTHER STATS

CROWDRIFF – JANUARY 2021		
Gallery	Interactions	Views
Being Social	0	12
History/Dwntn	2	45
Home Gallery	217	599
McK Dining	22	176
McK Events	7	108
Explore	34	59
Weddings	1	41
Shopping	13	50
TOTAL	296	1,090

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
NOV. 2020	9	1
DEC. 2020	0	1
JAN. 2021	0	0
TOTAL	14	3

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
TOTAL	1,679	1,696	348	11,665	1,179

VISIT WIDGET - JANUARY 2021				
	Users	Sessions	Page Views	New Downloads
Widget	37	38	161	
<i>Desktop</i>	23	23	75	
<i>Mobile</i>	14	15	86	
Mobile APP	51	46	263	
<i>App-iOS</i>	40	37	221	11
<i>App-Android</i>	11	9	42	4
TOTAL	88	84	424	15

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$187,267

JANUARY 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Daytripper newsletter	Top 2020 Burger - The Yard	\$0	\$300	\$900	12,000
YOLO TX	The Celt 7 min. segment	\$0	\$10,100	\$30,300	5,370,770
Bubble Life	Shared content 3 times	\$0	\$3,000	\$9,000	200,000
<i>TOTALS</i>		\$0	\$13,400	\$40,200	5,582,770
FY 20-21 Totals		\$21,073	\$37,344	\$172,251	10,349,103

V. TOTAL LOST BUSINESS:

Association /Corporate Lost Business:

TOTAL LOST BUSINESS: 29; Lost Revenue: \$26,456,085

Association /Corporate Lost Business: Groups: Groups: 29; Lost Revenue \$26,456,085

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
Oct 2023	International Women's Insolvency & Restructuring Confederation – DFW Chapter Annual Fall Conference	Sheraton Too Large	2,000	1,000	\$460,000

Sep 2023	(The) Great Game of Business – Annual Conference	Sheraton Too Large	1,900	950	\$421,500
Sep 2021	S Pharma POA III Conference	Sheraton All sleep rooms and meeting space under 1-roof	563	232	\$67,480
Feb 2022	Qdoba Franchise Assn	Sheraton 14,000 exhibit hall & multiple breakouts under 1-roof	495	190	\$113,605
Feb, Apr, Jul 2023	Women Empower X Conference	Sheraton Too Large	3,000	1,500	\$605,000
Oct 2024	International Assn of Chiefs of Police	Sheraton Too Large	45,000	15,000	\$8,550,000
Feb 2025	American Academy of Forensic Sciences – Annual Meeting	Sheraton Too Large	4,500	900	\$930,000
Oct 2024	International Assn of Bloodstain Pattern Analysts – Annual Conf	Sheraton Too Large	6,000	1,200	\$1,105,000
Feb 2023	American Assn for Justice – Winter Convention	Sheraton Too Large	1,200	400	\$325,000
Fall 2024	Corporate Counsel Women of Color	Sheraton Too Large	2,800	1,400	\$550,000
Nov 2024	Mothers Against Drunk Driving National Convention	Sheraton Too large	4,000	2,000	\$730,000
Nov 2025	Academy of Managed Care Pharmacy – Nexus Conf	Sheraton Too large	6,000	2,000	\$1,210,000
Mar 2025	Academy of Managed Care Pharmacy – Annual Mtg	Sheraton Too large	4,200	1,400	\$836,000
Jun 2025	American Assn of Pharmaceutical Scientists – Annual Conf	Sheraton Too large	3,600	1,800	\$708,000
Jul 2024	American Assn of Colleges of Pharmacy – Annual Conf	Sheraton Too large	12,000	3,000	\$2,490,000
Feb 2025	American Assn of Colleges of Pharmacy – Interim Conf	Sheraton Too Large	3,000	1,100	\$670,000

Oct 2024	American College of Chest Physicians – Annual Meeting	Sheraton Too Large	7,200	1,800	\$1,422,000
Apr 2024	Hematology-Oncology Pharmacy Assn – Annual Conf	Sheraton Too Large	2,100	700	\$418,000
Feb 2024	National Assn of Chain Drug Stores – Regional Chain Conf	Sheraton Too Large	1,200	400	\$276,000
Mar 2024	National Assn of Chain Drug Stores – Annual Meeting	Sheraton Too Large	2,700	900	\$573,000
Oct 2024	Society of Critical Care Medicine – Symposium	Sheraton Too Large	300	300	\$79,000
Jun 2024	Society of Critical Care Medicine – Annual Business Meeting & Award Banquet	Sheraton Too Large	1,400	700	\$306,000
Jun 2024	American Orthopaedic Assn – Annual Leadership Mtg	Sheraton Too Large	2,500	500	\$552,500
Mar 2025	American Accounting Assn – SW Region Meeting	Sheraton Too Large	2,000	500	\$430,000
Feb 2024	Society for Protective Coatings – Coatings+ Conf & Expo	Sheraton Too Large	2,700	900	\$556,000
Apr 2024	Assn of Briefing Program Managers – Annual Conference	Sheraton Too Large	1,800	900	\$365,000
May 2025	Experian – Vision Conference	Sheraton Too Large	2,400	800	\$443,000
Mar 2024	African American Educators Assn – Annual Conference	Sheraton Too Large	600	300	\$84,000
Sept 2025	ASIS – Global Security Exchange Conference & Tradeshow	Sheraton Too Large	18,000	4,500	\$1,180,000
Totals:			145,158	42,272	\$26,456,085

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. These numbers may change considerably due to COVID19. There is no guarantee this business would be awarded to McKinney. This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions.

McKinney Corporate Groups: Total: Groups: 0; Lost Revenue: \$ 0

SMERF: Total: Groups: 0; Lost Revenue: \$ 0