



December 2019

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2019: TTL Room nights: 1,078; TTL Revenue: \$122,302

WEDDINGS COMPLETED- December 2019 – 16 Wedding Room Blocks, TTL Room Nights: 344 TTL Rev: \$40,205

Grand Hotel 1 wedding block

- 54 total room nights
- \$8,394 total revenue

Springhill Suites

- 1 wedding block
- 20 total room nights
- \$2,080 total revenue

Hilton Home 2

- 1 wedding block
- 24 total room nights
- \$2,496 total revenue

Sheraton Hotel

- 9 wedding blocks
- 154 total room nights
- \$17,401 total revenue

Hampton Inn

- 3 wedding blocks
- 87 total room nights
- \$9,122 total revenue

Holiday Inn & Suites

- No pick up

Holiday Inn Express

- 1 wedding block
- 5 total room nights
- \$712 total revenue

Comfort Suites

- No pick up

ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2019: TTL Room nights: 734; TTL Revenue: \$82,097

ASSOCIATION – TTL Room Nights: 0 TTL Rev: \$0

CORPORATE – TTL Room Nights: 162; TTL Rev: \$18,347

- ILEAD Grand: TTL room nights: 39; TTYL Rev. \$4,641
- Encore Wire: TTL room nights: 53; TTYL Rev. \$5,777
- Emerson IV 1006-Holiday Inn-TTL room nights: 55; TTYL Rev. \$5,544
- Ameri-State Bank-Grand Hotel: TTL room nights: 15 room nights; TTYL Rev. \$2,385



SMERF: TTL Room nights: 12; TTL rev: \$1,888

- **Grand Hotel**
 - 12 room nights
 - \$1,888 total revenue

SPORTS: TTL Room nights: 560; TTL Rev: \$61,862

- NCAA D2 Football Dame: TTL room nights: 560; TTYL Rev. \$61,862
 - Sheraton (NCAA & Florida State Team): TTL room nights: 282; TTYL Rev. \$32,430
 - F&B \$4,335 (not included in total)
 - Home 2 (Fans): TTL room nights: 47 ; TTYL Rev. \$5,053
 - Holiday Inn CR: TTL room nights: 31; TTYL Rev. \$2,480
 - Holiday Inn: TTL room nights: 55; TTYL Rev. \$5,544
 - SpringHill Suites TTL room nights: 145; TTYL Rev. \$16,355
 - Officials: TTL room nights: 34; TTYL Rev. \$4,386
 - Fans: TTL room nights: 111; TTYL Rev. \$11,969

**Note: The Delta in Allen: TTL room nights: 161; TTYL Rev. \$19,159
F&B \$10,738.40= \$29,897.40 (EI-lost to Allen)**

II. Visitors: FYTD Total (Oct.'19– Sept. '20): 1,419

December 2019 Total: (includes all individuals that have come through the visitor's center)

- Out of State: 6
- Out of Country: 11
- Texas Residents: 9
- McKinney Residents: 0
- Register Total: 26
- Ticker Counter: 491

Top Five States requesting information:

1. Florida
2. California
3. Ohio
4. Michigan
5. Wisconsin

III. RFP's: 32 (1-Association, 28-Corporate, 2-Weddings, 0-Social, 1-Religious, 0-Sports, 0-Day Trips)

Association:

1. Texas Downtown Association Board Meeting-Grand- January 23-24, 2020. Attendees: 25, total room block: 21
2. Church 121 – Contact: Ann Bridgman. Sheraton, Feb 7-8, 2020; Attendees: 120, Room nights: 50

Corporate: 27-Globelife Total rooms: Total attendees:

Meeting Name	Month	Dates	Year	Venue
AIL LA 101	Jan	19-22	2020	Sheraton
LNL LA 201	Jan	26-29	2020	Sheraton
FHL 101	Feb	2-5	2020	Sheraton
AIL LA 201	Feb	10-12	2020	Sheraton



LNL LA 201	Feb	16-20	2020	Sheraton
FHL 201	Feb	19-21	2020	Sheraton
AIL LA 301	Feb	23-25	2020	Sheraton
LNL LA 301	Mar	22-25	2020	Sheraton
FHL 301	Apr	19-21	2020	Sheraton
FHL 101	Apr	21-24	2020	Sheraton
AIL LA 101	Apr	26-29	2020	Sheraton
LNL LA 101	May	10-14	2020	Sheraton
FHL 201	July	12-14	2020	Sheraton
FHL 101	July	14-17	2020	Sheraton
LNL LA 101	July	19-22	2020	Sheraton
AIL LA 101	Aug	2-5	2020	Sheraton
LNL LA 101	Aug	16-20	2020	Sheraton
AIL LA 201	Aug/Sep	31-3	2020	Sheraton
LNL LA 301	Sep	13-16	2020	Sheraton
AIL LA 301	Sep	21-23	2020	Sheraton
FHL 301/401	Sep	27-29	2020	Sheraton
FHL 101	Sep/Oct	29-2	2020	Sheraton
LNL LA 201	Oct	11-14	2020	Sheraton
FHL 201	Oct	12-14	2020	Sheraton
AIL LA 101	Nov	8-11	2020	Sheraton
LNL LA 101	Nov	15-19	2020	Sheraton

Ameristate – Contact: Marci Bond. December 6-7, 2018, Attendees: 20 Room Block 15, Grand Hotel

SMERF: 2 (2-Weddings, -Social, 0-Sport, 0-Religious)

1. Pam Williams – MOB. December 31, 2019, Bella Donna
2. Lauren Williams

IV. Advertising: Ads/materials created and submitted: Created/submitted materials (photo and text)

Blogs (Top 5) for DECEMBER 2019: 259

Benji House – 118

NTTA – 80

Blog Home Page - 27

Archived blog – 18

Special Experiences for Christmas Gifts - 16



BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
FY 18-19	1,231

DECEMBER 2019 Homepage News Flash buttons (Top 5): 234

- Weekend Update – 122
- NCAA Tickets - 52
- Tourism Grants - 36
- Then & Now Exhibit - 11
- Ask a Local - 13

DECEMBER Landing Pages

- NCS4 – 9
- KPIs – 4
- Meeting Planners Guide (pages combined) – 233
- Turlaxin – 2

DECEMBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote “Ring in 2020 in McKinney” blog/posted
- Wrote “Give the Gift of a Special McKinney Experience” blog/posted
- Created coupon pages for three visiting groups (for Vanesa)
- Created coupon pages & final itinerary for NCAA coaches’ wives event
- Cover photos submitted for Bus Tours Magazine
- Wrote draft of Visit McKinney press release for board review
- Wrote/submitted NCAA game press release after finalists named

V. DECEMBER 2019 Advertising- Website & Publication ROI Tracking:

- Daytripper - 2
- Boyd Broncos – 3
- MHS Program - 3
- Historic Calendar - 1

DECEMBER 2019 SOCIAL MEDIA

FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
NOV.2019	160	9,543	121,629	1,127,541	4,041,914
DEC.2019	110	9,653	157,730	1,565,106	4,678,448
TOTALS	370	N/A	397,092	3,306,976	13,303,552



TWITTER – DECEMBER 2019	
Followers	5,370 (+19)
Tweets	7005 (+28)
Tweet Impressions	168,200
Profile Visits	106
Mentions	102

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
TOTAL	2,567

DECEMBER 2019 YOUTUBE

YOUTUBE	Views	Subscribers
<i>Historical #s</i>	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
TOTAL	9,992	52

DECEMBER 2019 GOOGLE BUSINESS PAGE

Google Bus. Pg.	Page Views	Web visits
Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
TOTAL	10,720	78

WEBSITE – DECEMBER 2019

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
Dec. 2019	4,909	9,338	4,237
FY 19-20	14,744	30,023	12,531



DEC 2019 Traffic	Users
Mobile	2,678
Desktop	1,347
Tablet	212
TOTAL	4,237

DECEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	1413	1173
Calendar (general)	1062	844
NCAA (general info – drive to D2 site)	945	853
Shopping Centers	233	213
Calendar listing for NCAA game	190	176
Events	171	136
Visitors Guide	142	116
Shopping	138	123
Weekend Update button	122	98
Benji House Blog	151	77
Explore page	100	86
Calendar home page	96	77
Bed & Breakfast directory	90	79
Dining	82	59
NTTA Blog	80	66
January calendar page	80	50
Expired calendar entry	78	70
Event Planning home page	76	66
Monthly/Annual Events	71	69
Calendar item – Collin Co. Jr. Livestock	64	52
DCI Press release/blog	59	54
Heard Museum events	59	44
Accommodations page	56	49
Dinosaurs Live calendar listing	64	59
Home page button - NCAA	52	47

Top Countries – DECEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	4,075	3,959	4,739
Canada	58	58	61
India	15	15	16
Germany	12	11	12
S. Korea	11	11	11
Denmark	8	8	8
(undefined)	6	6	6
China	3	3	3



United Kingdom	3	3	3
Indonesia	3	3	3

Top States – DECEMBER 2019

State Breakdown	Users	New Users	Sessions
Texas	2,797	3,503	4,421
Florida	101	96	116
California	90	89	97
Oklahoma	55	54	59
Virginia	55	54	55
Illinois	51	48	54
Minnesota	50	48	64
Pennsylvania	42	40	46
Michigan	39	39	42
New York	39	39	41

Top Cities – DECEMBER 2019

City Breakdown	Users	New Users	Sessions
Dallas	940	887	1046
McKinney	940	856	1160
Plano	143	136	162
Allen	132	122	141
Frisco	118	115	130
Austin	66	62	68
Prosper	56	54	58
Houston	50	49	55
Fort Worth	41	38	46
Anna	36	34	39

CROWDRIFF GALLERIES - DECEMBER 2019		
Gallery	Interactions	Views
Dining	24	89
History (Downtown)	30	112
Home Gallery	47	543
Explore McKinney	6	87
Being Social	2	31
Events	5	218
TOTAL	114	1,080



VISIT WIDGET - DECEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	48	48	188	
<i>Desktop</i>	33	33	134	
<i>Mobile</i>	15	15	54	
Mobile APP	123	98	563	
<i>App-iOS</i>	89	75	475	24
<i>App-Android</i>	34	23	88	8
TOTAL	171	146	751	32

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

DECEMBER 2019 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions/Reach
Community Impact	NCAA Game Preview	\$1,860	\$3,000	\$14,580	420,000
Courier- Gazette	Feature on We Ate Well - 1/2 pg.	\$1,680	\$1,500	\$9,540	100,000
Courier- Gazette	NCAA Game Preview	\$0	\$1,500	\$6,750	100,000
Living Magazine	DCI coming to McKinney (full pg.)	\$3,400	\$1,000	\$13,200	85,000
Bubble Life	Shared Blog/web updates (2 times)	\$0	\$2,000	\$6,000	275,000
TOTALS		\$6,940	\$9,000	\$50,070	980,000
FY 19-20 Totals		\$15,,930	\$19,200	\$106,140	2,500,000

VI. **LOST BUSINESS: 0**