



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: July 24, 2017
RE: McKinney CVB May 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:

- National Travel & Tourism Week
 - Interview & remote frm KLAK
 - First Responders Day – over 75 attendees
- Attended MISD Volunteer Luncheon

Meetings:

- **Sales-**
 - Able to secure Sponsorship for TDA- FarmHouse Fresh (\$4200 value), and a basket full of products from FarmHouse Fresh for silent auction for FARFA.
 - Set meeting up with Sports Source & MISD- for possible use of the turf fields.

- **Advertising-**
 - MCVB is Sponsoring the 2017 Regional Meeting for the South Central – Georgia – Alabama Motorcoach Associations taking place in Arlington, TX. As part of the event, we will be included during the Early Bird Dinner on Sunday, July 30 and the Icebreaker Dinner on Monday, July 31. This is a unique opportunity to highlight our organization to more than 300 motor coach and tour operators and related industry attendees
 - We received a Facebook message from John Coughlin with CNN Money asking for permission to use a photo from our Facebook photo galleries to accompany an article they're running about McKinney being among the country's fastest growing cities. The CVB submitted a few photos (the raw, full sized files) of what he said they wanted from our FB photo albums.

Venues:

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- MOM 2017 vs. 2016 (-Hotels & -B&B/VRBO reporting)
 - April 2017: \$ 160,466
 - April 2016: \$ 156,015
 - 2.85 %↑

MCVB Room Nights Generated: 473 TTL Room Nights; TTL Revenue: \$ 50,723

WEDDINGS COMPLETED in May 2017 - TTL Room Nights: 260 TTL Rev: \$29,450

- Apodaca/Rodrigues Wedding (Springs) – Hampton Inn: TTL Room: 56, TTL Rev: \$6384
- Allison Ennis Wedding (The Springs) – Hampton Inn: TTL Rooms:22, TTL Rev: \$ 2508
- Max Pippin Wedding (The Springs) – Hampton Inn: TTL Rooms: 8, TTL Rev: \$912; Holiday Inn: TTL Rooms: 6, TTL Rev: \$694
- Tracey Gayle Wedding (The Springs) – Hampton Inn: TTL Rooms: 9, TTL Rev \$1026
- J Barton Wedding (The Springs) – Hampton Inn: TTL Rooms: 12, TTL Rev: \$1368; Holiday Inn: TTL Rooms: 31, TTL Rev: \$3289
 - Caitlyn Gilliam Wedding (The Springs) – Holiday Inn: TTL Rooms: 9, TTL Rev: \$ 732, Towne Place Suites: TTL Rooms: 21, TTL Rev: \$2289
- Knuth/Lagrow Wedding (Cotton Mill) – Holiday Inn: TTL Rooms: 3, TTL Rev: \$327
- Rachel Herhold Wedding (The Springs) – Hampton Inn: TTL Rooms: 6, TTL Rev: \$684; Holiday Inn: TTL Rooms: 14, TTL Rev: \$1732
- Hagelin/Buccino Wedding – Holiday Inn: TTL Room: 27, TTL Rev \$2673
- Hirt/Hendrickson Wedding – Grand Hotel: TTL Room: 14, TTL Rev: \$2216
- White/Lydic Wedding (Rusty Barn) – Holiday Inn: TTL Rooms: 22, TTL Rev: \$2616
- Lorde Wedding – Sheraton, no block made, guests used rooms. No pick up. Provided 15 bags, assuming pick up would have been around \$1785
- Rachel Wilson Wedding – no pick up
- Josh Bautista Wedding (The Springs) – no pick up

ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2017: TTL Room nights: 191 TTL Revenue: \$ 18,985

- Gorden Funeral – Towne Place Suites: TTL Rooms: 14, TTL Rev; \$2086
- Clayton Homes – Grand Hotel: TTL Rooms: 92, TTL Rev: \$9108; 23 attendees, 4 nights each @\$99
- Vintage Market Days: TTL rooms: 52, TTL Rev: \$4,108
- Tom Pierce Corp: Grand Hotel: TTL Rooms: 20, TTL Rev: \$2380; 7 attendees, 3 nights (avg)

- Emerson 5/23-25/17 (Holiday Inn)- 13 rooms at \$101=\$1,313
- Bike The Bricks:

SPORTS: TTL Rooms: 22 TTL Rev: \$2288

- Strikes Against Cancer: Sheraton, no pick up, Holiday Inn: TTL Rooms: 22, TTL Rev: \$2288
- USTA- No Pick Up

Sales calls: 30

ASSOCIATIONS-/CORPORATE /SMERF Sales Calls:

• **Association: 10**

- Collin County Deputies Assoc – Sent email to Jared Clark & Kim Mathews. Previously sent email to Mr. Clark, no response. Unable to locate phone contact. If no response on current email, will check with this association yearly.
- Texas Justice Court Training Center – Heather Hildago. Left message on voice mail, also followed up with email. No response.
- Collin County Bar Association – Teresa Moore. Sent a follow up email in order to make contact. There is no phone number listed on website for this association. If no response from Teresa, will check with this association yearly.
- National Association of Remodeling Industry Greater Dallas – Spoke with Kim, she advised there is no opportunity for meetings in McKinney due to distance. She said she would keep McKinney in mind if anything changed.
- Science Teachers Association of Texas – Contact: Lauren Swetland. She stated there are possibilities of meeting's in McKinney for 2018. She asked I check back with her in October for potential 2018 RFP's.
- Texas Association of Community Development – Contact: Robyn Murphy. Robyn advised that Galveston was selected for 2018. She asked that I check back with her in late June to see if we can coordinate a site visit. She will be considering locations for 2019 and 2020.
- Texas Association of Life & Health Insurers – Contact: Sharon Mineo, left message on her voice mail. Will follow up and try again.
- Texas Veterinary Medical Association – Contact: Ellen Forsythe, left message on voice mail.
- National Alliance for Insurance Education & Research – Contact: Rick Bosquez, left message on voice mail.
- Texas Chiropractic Association – Contact: Andrea Howard, left message with Janet for Andrea to return call

• **Corporate: 10**

- Rent-A-Center – Contact: Collin Riegle. Left message on voice mail.
- The Flooring Services Company – Contact: Stacy Shelly, left message on voice mail. 2nd attempt to make contact.

- Dr. Pepper/Snapple – Contact: Kami Prouix. Got VM at number and was for Ann Rector. Left message with Ann to see if she is the new contact. Also sent email to Kami Prouix, came back undeliverable. Will reach out again in June if no response.
- Intuit – Not sure of contact, operator transferred me to VM of Employee Engagement Group – left message for them to call back. Will try again.
- JC Penny – Contact: Christian Walker. Unable to make contact. Several attempts to call numbers listed for JC Penny, all state calls are unable to complete as dialed.
- NexStar Broadcasting – Contact: Donna Elder. Donna is open to a site visit to McKinney, we are working on dates – for late May or mid June. She did advise that most of their meetings are in Irving, Dallas, or at one of their stations.
- Holcim Cement (Lafarge) - Contact: Donna White. At this time she does not have any meetings in which she would need a location outside of their office in Addison, and stated that McKinney was too far. She was open to me sending her information about McKinney, to open lines of communication. Followed up with email and will check back with her in a couple of months to keep lines of communication open. Also offered a site visit, she may consider that later.
- Latimore Materials – spoke to receptionist, she does not do meetings outside of Dallas office and stated she did not need to receive any information about McKinney.
- Capital One Auto – Contact: Zachry Wilson, left message on voice mail, will reach out again.
- Cinemark – Contact: Jennifer Crikesburo (sp) – left message on voice mail, will reach out again.
- **SMERF: 7**
 - Texas First Bank Travel Club – Contact: Linda Holm. Linda stated her customers prefer trips that are multi day and to fly to a destination to meet with other travel clubs. She stated that McKinney was too far for a day trip and there is not enough to do in McKinney to gain interest and fill a bus. Sent her an email to open lines of communication for potential future trips and included link of downtown.
 - Texas Bank Travel Club – Contact: Necole, Nacogdoches Branch. Spoke with Necole, she stated they usually only do one trip per year and it is to Branson. I sent her a follow up email with information about McKinney and link to YouTube that highlights downtown.
 - Exchange Bank – Contact: Danielle Witting. Spoke with Danielle and also sent her a follow up email. She advised that most domestic trips are taken to destinations that are outside of Texas (Nashville, NYC, Albuquerque).
 - Flag Football World Tournament – Contact: Todd Burnett. Todd is looking to partner with the CVB in grants or funds to help promote their tournaments. They do have a tournament scheduled for June 2017 at Craig Ranch Soccer Fields. Working with 3rd party housing company to secure McKinney Hotels.
 - LG Motorsports Facility: Contact: Lou Gigliotti. LM on voice mail
 - Faster 2 First – Softball Tournament. Spoke with director Joe Van, sent him hotel responses to RFP. Tournament is September 8-10, 2017.
 - Triple Crown Sports – Left message on voice mail. Tournament is June 2017.

McKinney Top 25: 3

- Emerson- Spoke to Tammy Warren, site visit May 25, 2017 to see Holiday Inn @ Craig Ranch, D' Vine Grace, & Rosemary Barn. Added one more class in October (50 room nights).
- Performance Food Group- Spoke to Shawn Whitham, needs corporate housing. Helping her get rates at Towneplace Suites.
- Watson & Chalin Manufacturing, Inc.-Spoke to Ali Allen, already have room rates set up with hotels. Offered up welcome bags for guests and venue selection for dinners and meetings as well as assistance if they ever need help with any guest related bookings.

• **MCVB Calendar of Events 2017-2019: 2**

Month	Group	Venue	Room Nights	Attendees
October				
10/10-12/17	Emerson- Reg. Sales II	Sheraton	50	25
November				
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
12/4-8/17	Emerson	Holiday Inn	80	20
12/12-14/17	Emerson	Holiday Inn	20	10

12/7-9/19	NAIA Mens Soccer National Championships	MISD	200	400
January				
February				
March				
April				
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 2017- No pick up	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
5/5-6/19	Texas Beer & Fly Fishing Festival	Myers Park	75	700
June				
6/24/17	Taiwanese Banquet	Sheraton Ballroom	0	200
6/27-29/17	Texas Bankruptcy Court	Grand Hotel	38	19
6/5-9/17	Emerson	Holiday Inn	120	30
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
7/11-13/17	Emerson	Holiday Inn	30	15
7/20/17	Rug Fest	Holiday Inn & Hampton	20	70
August				
8/14-18/17	Emerson	Holiday Inn	30	10
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 Gardener 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):

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

- YTD: 1681
- Out of State: 48
- Out of Country: 15
- Texas Residents: 14
- McKinney Residents: 12
- Register Total: 89
- Ticker Counter: 267

Day Trips: 0

Made in McKinney Store Revenue:

- May 2017: \$ 441.60
- May 2016: \$ 1017.99
 - -56.62%↓

RFP's: 5 (1-Association, 1-Corporate, 3-Weddings, 0-Social (0-Religious), 0 -Sports, 0-Day Trips)

Weddings

- Brittani Davidson Wedding (Springs) September 2017
- Jordon Knutson Wedding (Springs) November 2017
- Heisy Servellon Wedding (Springs) January 2018

Associaton: 1

- Taiwanese Chamber of Commerce Association Annual Banquet- The Sheraton 06/24/17- no room nights only banquet. This assocaiton has more events that are a possibility to acquire.

Corporate: 1

- Emerson- October 2017- Sheraton; 25 attendees, 50 room nights.

Site Visits: 4

- Beau Beasley- Texas Beer & Fly-fishing Tournament 2019 (March)-Myers Park & Hampton Inn.
- Tammy Warren- New Holiday Inn at Craig Ranch & Rosemary Barn
- FarmHouseFresh- Met with Sales Staff and toured the corporate facility
- AZZ Corporation (Ft. Worth Based, potential clients for 2018 or 2019 – officer managers staff, approx 50 attendees)

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 46 (43-Weddings, 3-Social, 0 -Sports, 0-Day Trips)

Weddings:

- 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
- Puckett Family Reunion – July 2017 – Looking for Venue
- 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

- Rug Fest/Hook Inn, Robin Reynolds – 15-20 Rooms Needed 1 night only, July 20, 2017
- U.S. Bankruptcy Court – June 2017 at The Grand Hotel
- Swanson Meetings & Event Planning Family Reunion –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: 282

Mailing Leads Processed: 1,165

- Tour Texas – 101

- Texas State Travel Guide – 83
- Texas Highways – 4
- See Texas First - 977

Advertising/Marketing/Media

Created/submitted materials (photos and text)

Advertising/Marketing/Media

Blogs on our website

- Farmhouse Fresh Blog -51
- Visitor World Map - 1
- National Travel & Tourism Week – 27
- Plan Your Trip (Visit Widget blog) - 15

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update-116
- Memorial Day Weekend-401
- Vintage Market Days-34
- World War I Exhibit-28
- North Texas Shopping-2
- Tour de Coup-18
- GetSocial-88

Photos, Text Written, Marketing Materials and Ads Submitted

- Photos of Bike the Bricks
- Photos of Smiles Charity Concert
- Photos of Pecan Grove Memorial Day event
- Sent photos to Judy Skowron in Mesquite of downtown for a planning meeting she was having about their historic district
- Submitted photos to Mary Dunklin with Dallas Morning News
- Book Fair Proclamation
- Submitted Fall events to Texas Events Calendar

Advertising- Website & Publication ROI Tracking:

- Meeting Planners Guide – 1
- Texas Highways - 3
- Texas State Travel Guide – 1
- Fort Hood Sentinel – 1
- Historic Calendar – 1
- Louisiana Life – 1

Free Publicity:

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

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May 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions
BubbleLife Collin County	Shared our blog and web postings 6 times	\$0	\$ 18,000	\$54,000	900,000
TOTALS for Month		0	\$ 18,000	\$54,000	900,000
FY 16-17 YTD Totals:		\$49,769	\$ 132,440	\$ 410,887	18,176,518

SOCIAL MEDIA TRACKING

FACEBOOK – May 2017 Numbers up considerably due to a couple viral FB posts

Month FY 16-17	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
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
17-May	55	5568	45,141	599,407	4,273,861
TOTALS	444	N/A	438,493	4,808,016	24,179,279

SOCIAL MEDIA TRACKING – MAY 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4377	+37	+1%
Tweets	5710	+75	+30.1%
Tweet Impressions	30.7K	(not given)	+38.2%
Profile Visits	158	-100	-25%
Mentions by other users	6	-7	-30%
Google Sites			
YouTube	Views	Followers	Subscribers
	2925	n/a	13

WEBSITE NUMBERS

WEBSITE ANALYTICS – MAY 2017					
Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg. Views	Lifetime Pg. Views
3970	10,080	3266	153,046	601,524	131,339

Top Pages in MAY 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,744	1,352	0:01:04	1,264	42.25%	40.94%
Calendar	962	725	0:01:35	571	38.53%	38.05%
Memorial Day	401	370	0:02:02	250	85.20%	72.57%
Visitors Guide	199	158	0:01:35	22	54.55%	36.68%
Calendar	196	152	0:00:48	139	38.13%	41.33%
Events	179	151	0:00:29	12	0.00%	5.03%
Explore	177	138	0:00:26	11	27.27%	14.69%
Shopping	176	149	0:02:14	112	57.14%	46.59%
Shopping Center	167	158	0:02:16	140	91.43%	83.83%
Dining	154	99	0:00:22	8	62.50%	10.39%
Monthly & Ann. Eve	152	140	0:02:45	83	86.75%	67.76%
New & Coming Soon	148	125	0:03:40	124	79.03%	79.05%
Stay	142	97	0:00:25	6	33.33%	7.75%
Broken link	130	117	0:00:52	28	28.57%	16.92%
About McKinney	116	85	0:01:11	5	60.00%	27.59%
Weekend Update	113	90	0:00:57	2	100.00%	31.86%
Dining / Nightlife	109	99	0:04:02	76	82.89%	69.72%
Get Social	88	66	0:04:11	33	84.85%	54.55%
NTTA Toll Options	70	59	0:02:37	59	84.75%	82.86%
Coffee Houses	67	54	0:01:49	3	66.67%	41.79%
Calendar	65	54	0:01:18	11	81.82%	35.38%
Weddings/Rec/Venues	64	54	0:00:31	37	32.43%	29.69%
Calendar	62	47	0:00:50	2	50.00%	37.10%
Facebook	54	45	0:00:12	2	50.00%	16.67%
FHF	51	40	0:02:08	35	80.00%	68.63%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce		Avg. Visit Duration
				Rate	Pgs/Visit	
United States	3,873	77.23%	2,991	57.47%	2.54	0:01:53
Canada	20	85.00%	17	70.00%	2.1	0:00:57
India	10	80.00%	8	70.00%	1.4	0:00:39
Philippines	10	40.00%	4	50.00%	1.7	0:06:38
(not set)	7	100.00%	7	57.14%	3	0:03:15
United Kingdom	4	50.00%	2	50.00%	10.5	0:15:37
Indonesia	4	100.00%	4	75.00%	1.25	0:00:04
Japan	4	100.00%	4	75.00%	1.5	0:00:43
Germany	3	100.00%	3	33.33%	2.33	0:04:05
Netherlands	3	100.00%	3	66.67%	1.67	0:00:17

State Breakdown	Sessions	% New Sessions	New Users	Bounce		Avg. Visit Duration
				Rate	Pgs/Visit	
Texas	3,164	76.68%	2,426	57.08%	2.48	0:01:51
California	97	83.51%	81	62.89%	2.24	0:01:23
Georgia	49	40.82%	20	61.22%	2.37	0:03:56
Oklahoma	48	85.42%	41	56.25%	3.77	0:01:58
Kansas	39	69.23%	27	71.79%	2.18	0:01:42
Florida	30	80.00%	24	46.67%	3.07	0:03:00
Illinois	28	92.86%	26	50.00%	2.61	0:01:16
Colorado	27	77.78%	21	59.26%	2.3	0:01:15
Louisiana	24	75.00%	18	54.17%	2.12	0:00:37
Virginia	23	91.30%	21	65.22%	1.74	0:01:29

City Breakdown	Visits	% New Visits	New Visits	Bounce		Avg. Visit Duration
				Rate	Pgs/Visit	
McKinney	1,162	66.70%	775	55.94%	2.59	0:02:04
Dallas	782	80.69%	631	62.92%	2.04	0:01:29
Plano	149	81.88%	122	57.05%	2.15	0:01:28
Frisco	113	80.53%	91	55.75%	2.46	0:01:41
Allen	89	80.90%	72	56.18%	2.48	0:01:58
Prosper	69	82.61%	57	44.93%	2.49	0:02:00
Houston	64	85.94%	55	64.06%	2.02	0:01:04
Austin	60	71.67%	43	51.67%	2.98	0:01:32
Fort Worth	44	77.27%	34	56.82%	3.39	0:02:37
Garland	27	85.19%	23	51.85%	3.41	0:02:52



May 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	\$6,133

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	1,162	6,990
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,154	8,343
TRIPinfo Quarterly Digital Magazine*	1,065	8,867
Total Impressions	3,381	24,200

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	115	1,076
Click-Thru Rate	3.40%	4.45%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT

Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 89x 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 89 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 2016-2017 Occupancy Rates: %

Hotel	Oct. '16	Nov. '16	Dec. '16	Jan. '17	Feb. '17	Mar. '17	Apr. '17	May '17	Jun. '17	Jul. '17	Aug. '17	Sep. '17
Comfort Inn	N/A	73.44	67.54	67.49	92.50	78.80						
Hampton	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						
Towneplace	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

- 2019 TACVB Annual Conference, Sheraton not large enough to accomodate