



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: August 23, 2016
RE: McKinney CVB July 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

- 4th of July Parade (assisted Main St by driving City Officials (Dee-dee & Vanesa), Beth took pictures of the event throughout the day.
- Board & commission Interviews (Dee-dee)

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: 369; TTL Rev: \$45,000.75

SMERF: (completed in July 2016) TTL Room Nights: 271 TL Rev: \$33,819

Weddings: 225 Rooms, \$27,435 TTL Rev \$27,435

- Froehlich/Frey Wedding – The Grand: TTL Room Nights: 1, TTL Rev: \$ 179
- Wilcox/Yanniello Wedding – Towne Place Suites: TTL Room Nights: 45, TTL Rev: \$4905, Holiday Inn: TTL Room Nights: 30, TTL Rev: \$ 3230
- Sievers/Leroy Wedding – Holiday Inn: TTL Room Nights: 17, TTL Rev: \$1823
- Henrich/Wilson Wedding – The Grand Hotel: TTL Room Nights: 15, TTL Rev: \$2335
- Spunk/Ryan Wedding – The Grand Hotel: TTL Room Nights: 35, TTL Rev; \$ 5755
- Alvarado Wedding – no pick up
- Geotz/Ruminski Wedding – Holiday Inn: TTL Room Nights: 17, TTL Rev: \$1733
- Canella Wedding – no pick up
- Gardner/Kemp Wedding – The Grand Hotel: TTL Room Nights: 9, TTL Rev: \$1491

- Moreno/Brown Wedding – Holiday Inn: TTL Room Nights: 56, TTL Rev: \$ 5984

Social Groups: N/A

Education Groups: N/A

Sports Groups: PrimeTime (PSA) - Sheraton: TTL Room nights: 46 room nights; TTL Revenue: \$6015

Associations/Corporate: TTL Room nights: 98 ; TTL Revenue: \$11,181.75

- Texas Society of Infection Control & Prevention: Sheraton- TTL Room nights: 23; TTL Revenue \$2,967
- TX Academy of Nutrition & Dietetics: Sheraton- TTL room nights:75; TTL Revenue \$8,214.75

HOT Tax Collections:

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

- June 2016: \$ 162,294
- June 2015: \$ 115,036
 - 41.08 %↑

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

Association: Austin, TX

Corporate: DFW Metoplex:

SMERF:

McKinney Top 25: 1

- **MCVB Calendar of Events 2015-2017:2**

Month	Group	Venue	Room Nights	Attendees
October				
10/3-7/16	Emerson	Sheraton	90	30
10/23-26/2016	Texas State University-Texas School Safety Center (SW Showcase) Lost Business	Sheraton & Collin College Higher Ed. Bldg.	240	250
10/2016 or 11/2016	Texas Association of Assessing Officers (SW Showcase) Lost Business	Sheraton & Holiday Inn	55	40
November				
11/16/2016	Collin County Association of Realtors-	Piazza on the Green/Trolley	0-using Wingate in Frisco, TX 50	350

	Installation Ceremony			
11/10/16	Kansas City Railroad Association- Dinner party tribute to retiring Pres	Sheraton	30	50
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
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				
6/6-8/17	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 Lost Business	Sheraton	300	150
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
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				
8/10/16	Visage (Dru Reiss (Popular Ink)	Rick's Chophouse-rick's 101	18	0
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- Lost Business	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

ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 32

Association: Austin, TX: 21

- Texas Telephone Association- Met with Joan Kamerman (new planner) briefly. She had an unexpected family emergency. Asked me to follow up with her.
- Texas Counseling Association- Jennifer Taylor (new planner). Follow up in 1 week.
- Independent Bankers Association- Julie Courtney- out of town. Asked me to drop off info. Follow up.
- Texas Association of Local Housing Finance Agencies- Jeane Taerico-Drop; Follow up.
- Texas Dental Association Sandy Blum- McKinney is too far.
- Texas Association of Secondary School Principals- Cynthia Kirby- out of office. Drop-follow up.
- Texas Bankers Association- Gabrielle Ryan (new planner). Dropped off sale kit. Follow up.
- Texas Funeral Directors Association- Met with Ann Singer. Leadership Conf. 70 people. M-W, Golf Tournament, Meeting in afternoon and Tue Evening Dinner. Wants to do a site visit call in October 2016.
- TPA Academy of Independent Pharmacists- Audra Conwell, moved- mail sales kit.
- Texas Conferences of Urban Counties-
- Texas Food & Drug Association-Dana Fuller on vacation. Drop off information.
- FCCLA- Family Career & Community Leadership of America- Met w/ Sahron Reddell Pierce, pier Education Conference- 80 doubles. Tie w/ State Fair (Ag Awareness Day). They have a non-profit day (Samaritan Inn/Food Pantry). 72 rooms at Sheraton overflow to Holiday Inn. Boxed Lunch, Continental Breakfast. Possibly use Collin College Higher Ed. For breakouts. Follow up for a Site Visit.
- Armstrong & McColl (Beauty Tradeshow/Conference)- Breona Mouton. Met briefly. Wanted to look over info. Emailed back and said she would let me know if anything becomes available.
- Texas Criminal Defense Lawyers Association- Denise Garza Steusloff; drop. Follow up.
- Texas Music Educators Association- Kay Valandingham- Asked me to drop off information. Follow up.
- Texas Municipal League- Met with five planners. Lavern Gaines is the best fit. Follow up for a site visit.

- Texas Food & Fuel Association
- AGC of TX- Danielle Kraus (new planner-Deborah C. Koehler retired). Left information With reseptionist, Danieele was out of the office at a meeting. Follow up.
- Texas Motor Transportation-Jesie Dominguez- was on vacation. He asked me to drop off information.
- Texas Assocaition of Gifted & Talented-Lisa Varner-couldn't meet asked me to mail her a sales kit.
- Texas Assocaition of Regional Councils- Met w/ Jennifer Jones. Nothing at this time. Kept sales kit and said she would call if anything comes available in the DFW area.
- Texas Association of Community & Schools- Spoke to Linda Valk. This group only like to meet in big cities/resort towns (Dallas, FW, San Antoniuo, Austin, South Padre)

Corporate: Metroplex (DFW Area): 10

- American Assocaition of Community Theater -Met with Julie Crawford, Mckinney is too far.
- MuniServices- Ted Kamel; Stay in Fort Worth for meetings.
- HelmsBriscoe (southlake)- Tim Lamont; Nothing at this time. He wil lkeep McKinney in Mind. Mail a Slae kit and follow up in 3 months.
- HelmsBriscoe (McKinney)-Monica Palacios;Nothing at thid time but weil certsinly send what she recives our way. Wanst to do a site visit within the next few weeks. Follow up.
- State Farm-Heather Carter; No response tried emailing, and calling her twice.
- Conference Direct-Darla Hucksaby; Moving to Frisco, Nothing at this time but wil keep in touch. Follow up in 4 months.
- Conference Direct- Jim Murdock; Has toured the Sheraton. Hoping to have some oportunites soon. Follow up in 4 months.
- Dr Pepper Snapple-Kami Prouix; Waiting to do a sit with the Sheraton. Folved up with Taylor, said they were coming in to do a wine tasting. Kami is good friends with Crystal & jennifer at Gather. Follow up in 1 month.
- LAFARGE North America-Benoit Cotnoir;; No meetings at this time. Follow up in 6 months.
- DPG Partners-Mike Daughtery; Meet in his office or in clients office. Make inactive in IDSS.

McKinney Top 25: 1

- Methodist Hospital.-Staci Jones:Nothing at this time, check back in six months.

Visitors:

- **FYTD Total (October '15 –September '16): 1742**
 - July Total: 273
 - Out of State: 65
 - Out of Country: 10
 - Texas Residents: 90
 - McKinney Residents: 98

Day Trips: 0

Made in McKinney Store Revenue:

- Sales for July 2016 \$ 1263.91
- Sales for July 2015 \$ 951.02
- MOM up by 32.91%

RFP's: 2

RFP'S sent: 2

- Popular Ink (Dru Reiss) Visage Board Meeting 8/10/16
- Kansas City Railroad Association- Dinner party tribute to retiring Pres.; Sheraton Nov 10

RFP Bid Won: 1

- Popular Ink (Dru Reiss) Visage Board Meeting 8/10/16- Ricks Chophouse- Ricks 101

Site Visits: 4

- The Sports Source – Soccer Tournament Dec 2016
- SW Bank (Ft Worth) – Day Trip
- Vicki Croxton – Mother of Bride (5/16/17 wedding)
- Nancy Wheeler – Mother of Bride (10/7/17 wedding)

SMERF (Social, Military, Religious, & Fraternal)

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

22 Weddings (6-New), 0- Day Trip (0 new), 3-Social (1- new)& 1- Sport (1 new)

New & Ongoing Prospects: *Italic indicates new business*

Ongoing Prospects:

- Miniature Book Society Conclave – August 5-8, 2016 (Sheraton)
- Gina Roll (MOB) Wedding – August 2016
- Sterling/Conky Wedding – August 2016
- Stetler Media & Expos – September 18, 2016 (Sheraton)
- Stephanie Caldwell Wedding – September 2016
- Namey Wedding – September 2016
- Tavera Wedding – September 2016
- Stanlely Wedding – September 2016
- Oscar Butos Wedding – Sept 2016
- Britt Wedding – October 2016
- Stoner Wedding – October 2016
- Foote Wedding – November 2016
- The Sports Source – Soccer Tournament – December 2016
- Barron/Rhodes Wedding – December 2016
- Gajewski-McGowan Wedding –December 2016
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Knuth/LaGrow Wedding – May 2017

- Kofahl Wedding – June 2017
- *Michael Elliott Wedding – August 2016*
- *McKinney Noon Lions Fall Conference – Oct 2016 (Holiday Inn)*
- *Rohr Wedding – March 2017*
- *Emily Jones Wedding – November 2016*
- *Kara Girardo Wedding – October 2016*
- *Coleman/Haskew Wedding – October 2016*
- *Brown/Ussher Wedding – October 2016*

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: 173

Mailing Leads Processed: July 2016 Leads Processed: 2949

Top Sources:

- See Texas First – 2876
- Southern Living – 3
- Tour Texas – 70

Advertising/Marketing/Media

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

- **Blogs on our website**
 - Summer Camps - 4
 - Pokemon in Downtown McKinney - 37
- **Submitted photos and text:**
 - Silent Film Comedy Classics event (on behalf of NTOS)
 - Community Band 10th Anniversary Concert (on behalf of MCB)
- **Ads/materials created and submitted**
 - TripInfo – ad for Digital online directory; also supplied photo and ad for fall as well
 - Oktoberfest materials for Polka News
 - New Orleans Magazine ad for Sept. Issue
 - Met with Blake Marting, social media sales rep for WFAA
 - Met with Jakia to discuss MPAC/promoting Madi Davis Concert

Photos Representing MCVB

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

- Red White & Boom Parade
- Event at Pacific Tradewinds Coffee

- Farmers Market
- Back the Blue photos

Meetings/Events Attended/Connections Made:

- Main Street Business Meeting
- Monthly Communications Strategy meeting
- Radio call in with Brian Glenn on AM 620 – discuss Pokemon craziness in downtown McKinney
- Contacted WFAA producer about Madi Davis appearing on GMT
- Arranged connection between freelance writer Rita Cook and McKinney Olympian Johnny Quinn

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

- Welcome to McKinney (tear off map) – 1
- Convention South – 1
- Louisiana Life - 1
- Multiview Behavioral Marketing Campaign (web hits) – 2
- Quinceanera page – 6
- Meeting Planners Guide (from cards/handout) – 31

SOCIAL MEDIA TRACKING

<i>JULY 2016 Social Media Coverage</i>			
Type	Number	Increase #	Percentage
Facebook			
Likes	4991	116	2.32%
28-Day Engaged Users	58,916	23,899	40.56%
28 Day Total Reach	669,707	341,676	51%
28-Day Total Impressions	3,459,735	1,712,900	49.51%
Twitter			
Followers	3990	62	1.50%
Tweets	5142	46	21.10%
Tweet Impressions	19200	Not given	-13.70%
Profile Visits	317	Not given	10.10%
Mentions by other users	20	Not given	33.30%
Yelp			
	<i>July</i>	<i>12 mon.</i>	<i>24 mon.</i>
Views	8	129	26
Web Visits	2	256	50
Word Press Blog			
	<i>Views</i>	<i>Lifetime views</i>	<i>Lifetime Visitors</i>
July	258	35152	15848
Google Sites			
	<i>Views</i>	<i>Followers</i>	<i>Subscribers</i>
Google+	8348	17	N/A
YouTube	1609	N/A	9

WEBSITE ANALYTICS

JULY WEBSITE ANALYTICS					
Total Visits July	July Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg. Views	Lifetime Pg. Views
3546	12,938	2,944	113,955	500,993	96,677

Top 25 Pages in June 2016

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	2,737	1,683	0:00:53	1,614	32.78%	30.00%
Calendar	768	543	0:00:54	506	35.38%	36.98%
Explore	313	206	0:00:36	10	40.00%	13.74%
Visitors Guide	260	219	0:01:29	28	71.43%	40.77%
Dining & Nightlife	235	164	0:00:58	13	46.15%	16.60%
Events	233	149	0:00:33	12	0.00%	16.31%
Shopping	190	158	0:01:44	104	53.85%	40.53%
Monthly & Annual Events	171	148	0:01:07	59	77.97%	47.37%
Dining & Nightlife	168	133	0:01:52	92	80.43%	57.74%
Stay	157	108	0:00:11	6	16.67%	5.73%
About McKinney	157	96	0:00:43	6	66.67%	17.20%
Shopping Centers	147	127	0:01:56	91	85.71%	68.03%
Explore	144	49	0:00:22	3	0.00%	4.86%
	139	120	0:00:35	120	77.50%	77.70%
Weddings / Rec.	135	105	0:00:38	67	37.31%	34.81%
Attractions	118	69	0:00:36	3	66.67%	16.10%
Resource Dir.	115	91	0:01:12	3	100.00%	33.04%
Calendar	115	54	0:00:19	2	0.00%	13.91%
Unique Venues	105	80	0:01:58	13	61.54%	27.62%
Resource Dir.	97	75	0:00:49	1	0.00%	17.53%
Error	93	66	0:00:23	2	50.00%	16.13%
Resource Dir.	92	81	0:00:40	1	0.00%	8.70%
Weekend Update NR	90	85	0:02:06	3	100.00%	34.44%
Attractions	85	43	0:00:43	0	0.00%	4.71%
Texas Highways NR	79	73	0:02:55	2	50.00%	41.77%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,414	79.64%	2,719	44.79%	3.67	0:02:30
United Kingdom	45	97.78%	44	77.78%	2.04	0:01:15
Philippines	16	81.25%	13	43.75%	6	0:05:54

Canada	10	100.00%	10	40.00%	3.8	0:02:30
Germany	10	100.00%	10	70.00%	2.1	0:00:03
Mexico	9	66.67%	6	66.67%	2.56	0:00:39
Italy	7	85.71%	6	14.29%	7.86	0:01:39
France	4	100.00%	4	75.00%	4.25	0:01:50
India	4	100.00%	4	50.00%	1.5	0:00:00
Australia	3	100.00%	3	100.00%	1	0:00:00
State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,592	77.62%	2,012	44.75%	3.56	0:02:30
California	110	88.18%	97	38.18%	5.13	0:04:01
Kansas	71	49.30%	35	42.25%	6.1	0:06:09
Oklahoma	63	87.30%	55	33.33%	4.05	0:02:11
New York	47	89.36%	42	48.94%	3.47	0:02:23
Illinois	39	89.74%	35	48.72%	3.49	0:01:18
Florida	32	87.50%	28	56.25%	2.66	0:00:34
Georgia	29	75.86%	22	41.38%	4.14	0:02:56
Louisiana	25	92.00%	23	36.00%	3.4	0:01:23
Missouri	25	88.00%	22	44.00%	4.56	0:03:55

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	861	66.32%	571	48.08%	3.64	0:02:49
Dallas	536	80.22%	430	53.54%	2.9	0:02:21
Plano	115	90.43%	104	41.74%	3.43	0:01:33
Allen	88	81.82%	72	53.41%	2.78	0:01:05
Frisco	88	85.23%	75	44.32%	2.61	0:01:46
Houston	62	82.26%	51	37.10%	4.5	0:03:31
Fort Worth	54	83.33%	45	38.89%	4.3	0:01:52
Austin	40	90.00%	36	30.00%	4.15	0:02:53
Arlington	33	78.79%	26	36.36%	4.18	0:02:24
Prosper	32	81.25%	26	46.88%	2.62	0:01:03

JULY 2016 Media Coverage:

JULY 2016 - MCVB Publicity/Free Media Coverage Values					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Courier-Gazette	Weekend Update	\$0.00	\$1,600.00	\$4,800.00	49384
"	Community Band 10th Anniv. Concert	\$2,741.00	\$1,600.00	\$13,023.00	49384
"	Silent Movie Comedy Festival/organ	\$0.00	\$1,600.00	\$4,800.00	49384
North TX E-News	Community Band 10th Anniv. Concert	\$0.00	\$240.00	\$720.00	60000
"	Silent Movie Comedy Festival/organ	\$0.00	\$240.00	\$720.00	60000
McKinney Image	Community Band 10th Anniv. Concert	\$0.00	\$1,400.00	\$4,200.00	40000
McKinney Online (Chamber)	Community Band 10th Anniv. Concert	\$0.00	\$1,800.00	\$5,400.00	75000
"	Silent Movie Comedy Festival/organ	\$0.00	\$1,800.00	\$5,400.00	75000
Texas Highways Mag	Green Living (Patina Green Article) - 3 pgs	\$22,428.00	\$0.00	\$67,284.00	202673
"	McKinney Squared (Downtown Square) - 8 pgs	\$59,808.00	\$0.00	\$179,424.00	202673
TOTALS		\$84,977.00	\$10,280.00	\$285,771.00	863498



July 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	\$7,600

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	691	6,488
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,317	12,784
TRIPinfo Quarterly Digital Magazine	1,231	37,314
Total Impressions	3,239	56,586

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	33	645
Click-Thru Rate	1.02%	1.14%

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.



Behavioral Marketing:

Multiview Behavioral Marketing Campaign - Reports no longer generated monthly – latest report was mid-July

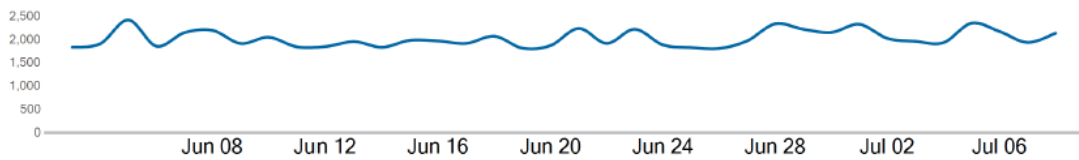


McKinney Convention & Visitors Bureau

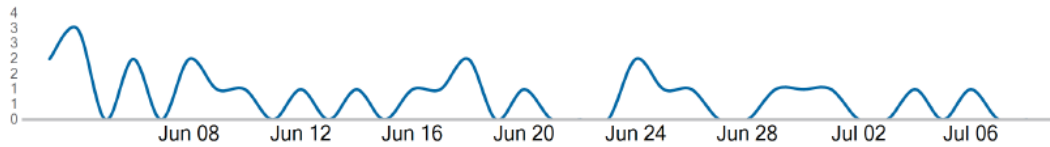
PERSONA HD

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 June 2016 Occupancy Rates:

Comfort Inn	84.92 %
Hampton Inn	98.73 %
Holiday Inn	93.00 %
La Quinta	89.58 %
Sheraton	75.09 %
Townplace	87.83 %

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 %
- June 2016 75.03 %

LOST BUSINESS-5

- Fortium National Partner Meeting 9/2016, 75 attendees- Wouldn't disclose a reason
- Texas Chamber of Commerce Executives convention & Expo 6/24-27/17, 300 attendees –Not enough space
- Cornerstone Health 10 or 11/2016, 150 attendees-N/A
- Texas State University School Safety Center-10/23-26/16, 240 attendees- Wouldn't disclose a reason
- Texas Association of Assessing Officers-10/16 or 11/16 , 55 attendees-N/A