



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: October 26, 2017

RE: McKinney CVB September 2017-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar:3**
 - Destination International: The Weaponization of Travel: Boycotts, Bans and Restrictions (Dee-dee & Vanesa)
 - TTIA: Working with the Media (Beth)
 - City of Mckinney: The Art of Negotiation – Joseph Mazzola (Vanesa)
- **Board Agenda Items: 3**
 - MCVB FY 17-18 KPI's
 - MCVB FY 17-18 Grant Application , Guidelines & Hotel Usage
 - MCVB FY 17-18 Strategic & Marketing Plan

Events/Services: 7

- 9-11 Remembrance Event
- Mock parade with film crew- **“Virgil Texas, Revisited” 30th anniversary documentary on “True Stories”** (shot here in 1986) – Worked with MCVB, Main Street and Streets to coordinate a mock parade involving the Morning Maniacs and twins. We put a call for movie extras on both the MCVB and Main Street social media and in the VisitMcKinney.com blog which received 1230 page views (blog and homepage feature button combined). There were 80-100 people who turned out to help with the film, including several sets of twins. See next page for photos and more information.
- Meeting with Sheri Bell and Von Daniel (Comedy Sportz Arena)
- Assisted the FARFA conference with registration.
- Susan Spoonmoore with Holiday Inn – various venues and attractions
- Attended open Bridal Show for D’Vine Grace.
- Working the Springs Bridal show on 9/17/17.

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**

- **Develop and utilize performance measures to ensure successful and efficient operations**

Meetings:

- **Sales:**
 -
- **Advertising:**
 - Dallas Cowboys Bluebook – ¼ page ad in annual program
 - Free advertising for FARFA in the way of an article on the WN.Com (WorldNewsNetwork) - https://article.wn.com/view/2017/09/05/Learn_more_about_Texas_agriculture_at_this_years_Farm_and_Fo/

Venues: N/A

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- MOM 2017 vs. 2016 (17-Hotels & 7-B&B/VRBO reporting)
 - August 2017: \$
 - August 2016: \$
 - % ↑

MCVB Room Nights Generated: 899 TTL Room Nights; TTL Revenue \$ 96,591

WEDDINGS COMPLETED in August 2017 - TTL Room Nights: 419 TTL Rev: \$47,527.00

- Zoe Blevins Wedding – Sheraton - TTL Rooms: 27, TTL Rev: \$3320; Hampton Inn - TTL Rooms: 25, TTL Rev: \$2850; Holiday Inn - TTL Rooms: 2, TTL Rev: \$ 198
- Julian Haugh Wedding – Sheraton - TTL Rooms: 94, TTL Rev: \$9635
- Anna Ferrero Wedding – Sheraton - TTL Rooms: 65, TTL Rev: \$ 6630
- Kelsey Mundry Wedding – Hampton Inn – TTL Rooms: 21, TTL Rev: \$2499; Holiday Inn – TTL Rooms: 11, TTL Rev: \$1199
- Kristin Byler Wedding – Hampton Inn – TTL Rooms: 33, TTL Rev: \$3927
- Nottestad/Gallagher Wedding – Hampton Inn – TTL Rooms: 47, TTL Rev: \$5358
- Casie Summers/Nick Fahrer Wedding - Hampton Inn – TTL Rooms: 22, TTL Rev: \$2618
- Heather Mitchell Wedding – Comfort Suites - TTL Rooms: 9, TTL Rev: \$801

No Pick-ups on the following weddings:

- Brittani Davidson Wedding - The Springs – Block was at Holiday Inn, no rooms picked up
- Jeremy Love Wedding –The Springs - Block was at Holiday Inn, no rooms picekd up
- Morgan Underwood Wedding – The Springs – most likely at the Sheraton, no block
- Katie Thompson Wedding – The Springs– most likely at the Sheraton, no block

- Bowmer Wedding – Bella Donna – most likely at the Sheraton, no block
- Lora Hall (MOG) Wedding – The Springs – most likely at the Sheraton, no block
- Bambico/Dillard Wedding – Hampton Inn – TTL Rooms: 29 TTL Rev: \$3306

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2017: 480 TTL Room nights, TTL Revenue: \$49,064

Associaton: TTL Rooms: 45 TTL Rev: \$ 5,694

- FARFA – Grand Hotel - TTL Rooms: 38, TTL Rev: \$ 5052; Holiday Inn: TTL Rooms: 7, TTL Rev: \$642

Corporate: TTL Rooms:342 TTL Revenue: \$ 34,206

- Torchmark- Sheraton 8/13-15/17; 86 TTL Room nights; \$8,600 TTL Revenue

SMERF: TTL Rooms: 93 TTL Rev: \$ 8684

- Stark Girls Weekend Get-a-way – Grand Hotel- TTL Rooms: 11, TTL Rev: \$ 1529
- Oktoberfest – Grand Hotel – TTLRooms: 20, TTL Rev: \$3160
- Barn Hunt National Trials – La Quinta – TTL Rooms: 61, TTL Rev: \$5795
- Crape Myrtle Run – no pick up
- Munzee Event – no pick up

Sports: 0 TTL Rooms: TTL Rev: \$ 0

- N/A

Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 28

Association: 10

- Texas Association of Assessing Officers – Contact Cherry Abel. She advised me that the conference is bid out for next 3 years and she has previously looked at the Sheraton. The board conferences bid yearly. The 2017 board conference is in Frisco (in November). First time to hold outside of Austin. Going to see how that sets with board members before she bids out for next year. Usually board conference is 1 1/2 - 2 days. I will confer with her again in early December.
- Independent Bankers Association of Texas – Contact: Julie Courtney. Follow up call from previous email and phone conversation. Left message on voice mail.
- American Kitefliers Association – Contact: Phillip Whitaker, left message on voice mail. Follow up on sales call in July. No Response
- Texas Food & Fuel Association – Contact: Dana Fuller. Ms. Fuller stated due to hurricane Harvey their meeting scheudled for September in Rockwall has been postponed to November 1-2, 2017. She stated they will look at 2018 meeting shceudles later this year. I will reach back out to her in December.
- Texas Choral Directors – Contact: Hallie Boone, left message on voice mail. Trying to follow up on previous emails and voice mails. No Response.
- National Association of Women in Construction – Reveived voice mail, tried to leave voice mail but phone continued to ring. No answer.

- American Mensa – Contact: Shirley Meine, left message on voice mail. Follow up from conversation in spring.
- Texas Criminal Defence Lawyers Association – Contact: Melissa Schank. I have left messages for Melissa previously, left follow up voice mail and email.
- Texas Grain & Feed Association – Contact: Megan Giles. Megan advised that they have their meetings booked through 2024 for this area. They will be in Rockwall in 2019. She advised that they will start looking in 2021.
- Texas Chiropractic Association – Contact: Andrea Howard. Sent email to Andrea offering site visit to McKinney. She replied and stated that she might be able to in late October. Will follow up again next month to see if we can secure a date.

Corporate: 10

- McKinney Airport – Met with Andrew Griffin to discuss partnership with CVB and obtain leads for transient customers to the McKinney Air Center.
- Lafarge Holcim – Contact: Donna White, left message on voice mail.
- OmniSys – Contact: Jason Appleby, spoke with Jason and offered a site visit. He asked me to send an email with information that he could share with his director, Ann Batey. Will discuss with her what type of meetings they host. Email sent and will follow up to determine if McKinney is a good fit for them.
- State Farm Insurance – Contact: Heather Carter, left message on voice mail. (3rd attempt to contact)
- Infinix Global Meetings & Events – Contact: Tammy Williams. Follow up on email sent in August. Left message on her voice mail.
- Graves Dougherty Hearon & Moody – Contact: Margaret Carbajal. She stated that they usually do not conduct annual retreats outside of the Austin area; however, McKinney was not out of the question. She asked me to email her some info and stated that the planning would take place shortly after the New Year. She also stated that she would be open to a site visit. Will check back with her in Jan/Feb to see if I can secure a site visit with her.
- Landmark Bank – Joint Effort with the Grand Hotel. Contact: Sabrina Miller, Board of Directors meeting. Ms. Miller stated they were very impressed with McKinney and planned to come back for another board retreat.
- FlexJet – Contact: Logistics Dept., Michelle Tadio. Left message on her voice mail.
- Jack Henry & Associates-Contact: Corporate Travel Department, Kelly Russo. Left message on her voice mail. Will follow up again.
- Toyota – Contact: Jess Chacon. Toyota has their own conference center that can seat up to 400; they hold all of their conferences in house.

SMERF: 5

- Dallas Stars/Dr Pepper Center – Contact: Brad Buckland/Todd. Meet with Brad and Todd to discuss upcoming tournaments in both hockey and figure skating, as well as discussed our partnership and how we can meet each other's needs.

- Follow up with Carol Kadel (email), for day trip to McKinney – October 13, 2017. Church of the Incarnation, will meet and greet group. Working on additional attractions for them to visit.
- LeTourneau University – Contact: Cullen Hippler. Spoke with Cullen regarding student conference in the North Texas/Dallas area. He stated that their meetings take place at the Gaylord; however, there are plans for a ½ conference in McKinney sometime this fall. He was going to get the information and follow up with me.
- PSA McKinney– Contact: Mort Kramer, discussed 2018 Tournament schedule
- Dallas County Master Gardners – Contact: Georgia Rayna and Steve Hudkins. Spoke with Georgia about brining Dallas Master Gardners conference or mini conference to Collin County as well as coordinate a day trip out to Myers Park. She advised I speak with Dallas County Ag Extention Agent Steve Hudkins, left a message with Steve’s assistant.

McKinney Top 25: 3

- Raytheon- 9/22/17- Spoke to Yolanda Foster, asked for 10 welcome bags to keep for new hires. Dropped off 9/25/17.
- Medical Center of McKinney- 9/14/17-Sent email to Sally Huggins reminded her of the services we offer and other venues that can be used for corporate meetings as well as employee gatherings.
- Collin College- 9/14/17- Spoke to Herbert Harper from Purchasing. He forwarded my email to all of the Administrative Assistants at the Central Campus the contained all of the MCVB Services.

• MCVB Calendar of Events 2017-2019: 3

Month	Group	Venue	Room Nights	Attendees
October				
10/10-12/17	Emerson- Reg. Sales II	Sheraton	50	25
Oct. 11-13/17	Torchmark- FHL 201	Sheraton	69	23
Oct. 16-17/17	Torchmark- AIL 301	Sheraton	30	15
Oct. 22-25/17	Torchmark- LNL 101	Sheraton	400	100
Oct. 8-11/17	Torchmark- FHL 101	Sheraton	144	36
November				
Nov. 5-8/17	Torchmark-LNL 301	Grand	40	10
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

11/14/-17/17	Emerson Global- Inside Sales Automation Solutions SK (HelmsBriscoe)	Sheraton	35	70
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				
4/7-1119 or 4/14-18/19	TTIA-Travelers Conference	Sheraton	425	225
April 5-9, 2020	TTIA-Travelers Conference	Sheraton	425	225
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				
6/2019	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
7/30- 8/1/17	Torchmark- LNL 301	Grand	60	20
August				
8/14-18/17	Emerson	Holiday Inn	30	10
8/14-15/17	Torchmark- AIL 201	Sheraton	100	50
8/27-30/17	Torchmark- LNL 101	Sheraton	400	100
September				
9/17-20/17	Torchmark- LNL201	Sheraton	120	30
9/24-26/17	Torchmark- AIL101	Sheraton	300	100

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
 - Home for the Holidays
 - 4th of July Parade
 - Second Saturday
 - Krewe of Barkus
 - Bike the Bricks
 - Arts in Bloom
- MPAC Events (all concerts/plays/art exhibits/public events)

- Chestnut Square
 - Ghost Walk (Chestnut Square/Collin County Historical Museum)
 - Holiday Home Tour
 - Farmers Market
 - Farm to Table dinners
 - Prairie Camp
 - Ice Cream Crank Off
- Collin County Historical Society Museum (all exhibits)
- Heard Natural Science Museum & Wildlife Sanctuary
 - Dinosaurs Live!
 - Halloween at the Heard
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 - Spring and Fall Native Plant Sales
 - Texas Heritage Day
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars

The McKinney Shop:

- **September 2017 Sales \$ 1,543.43**
 - **10% (43.43)=\$ 4.34**

Visitors: FYTD Total (October '16-September '17): 2,763

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

- Out of State: 30
- Out of Country: 21
- Texas Residents: 18
- McKinney Residents: 14
- Register Total: 83
- Ticker Counter: 328

Day Trips: 0

RFP's: 10 (2-Association, 1-Corporate, 7-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 2

- Texas Travel Counselors Conference for 2019 & 2020. Sent to Holiday Inn and Sheraton. TTL Attendees: 225, TTL Room Nights: 425 over 5 days, (85 per night) Potential date: April 7-11, or 14-18, 2019, April 5-9, 2020

Corporate: 1

- RFP Received: Emerson Global-Inside Sales Automation Solutions SK (HelmsBriscoe) www.emerson.com. RFP sent to the Sheraton. Dates: 11/14-17/17.

Weddings: 7

- Peggy Grubbs (MOG) Wedding – March 2018 – StoneCrest Trying to follow up on previous emails and voice mails. No Response.
- Amy Hernandez Wedding – November 2017 – D’Vine Grace
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Glenda Meadows Wedding – October 2017 – Bella Donna
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Grubbs Wedding – March 2018 – Stonecrest
- Chris Shuma Wedding – April 2016 – The Springs

SMERF: 0

Site Visits: 0

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

Weddings:

- Mercedes Henderson Wedding – October 2017, Rustic Grace
- 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
- Folkening/Hsrbour Wedding – October 2017, The Springs
- Debbie Lynn (MOG) Wedding – November 2017, The Rusty Barn
- Spencer Mitchell Wedding – November 2017, Stone Crest
- Petry Wedding – November 2017, Stone Crest
- Jordon Knutson Wedding (Springs) November 2017
- 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
- Meagan Elmer Wedding – November 2017, The Springs
- 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 (?)
- Heisy Servellon Wedding (Springs) January 2018
- Rachel Kaplan Wedding – January 2018, The Springs
- McLendon Wedding – February 2018, Avalon Legacy
- Kayla Schwalenberg Wedding – February 2018, Stonecrest
- Mary Sine (MOB) Wedding – February 2018, The Grand Ivory/Leonard
- Nicole Castelin Wedding – February 2018, The Springs
- Nisha Rajay Wedding – February 2018, Stone Crest
- Aja Walker Wedding – March 2018, The Springs
- Eric Burgett Wedding – March 2018, The Springs
- Kristina Schkade Wedding – March 2018, Stone Crest
- Jenny Checks Wedding – April 2018, Stone Crest
- Crystal Eaton Wedding – April 2018, Stone Crest
- Hyejin Hwang Wedding – May 2018, The Springs
- Sydney Rodriguez Wedding – May 2018, The Springs
- Eva McGuire Wedding – May 2018, The Springs
- Olivia Sebesta Wedding – June 2018 Wedding, The Springs
- Samantha Guerra Wedding– August 2018, The Springs
- Chelsea Parsons Wedding – August 2018, The Springs
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, The Springs

Social: 0

- N/A

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: 1195

Mailing Leads Processed: 603

- See Texas First – 502

- Texas State Travel Guide – 36
- Tour Texas – 65

Advertising/Marketing/Media

Blogs on our website:

- **Peek Inside The Old Gough-Hughston House: 2108**
- Support Your Local Farmers & Locally-Grown Food: 20
- Heard Museum 50th: 55
- **Want to be in a Movie?: 806**
- Benji House on Film Trail: 12
- Keep McKinney Beautiful This Fall: 3
- McKinney Shop opens: 17

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update: 160
- World War I Exhibit: 21
- Plan Your Visit Button: 14
- 9/11 Ceremony: 25
- McKinney Shop: 27
- Weather : 7

#GETSOCIAL	
FY 2016-17	Views
May	88
Jun	71
Jul	69
Aug	55
Sept.	43
TOTALS	283

Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - Oktoberfest
 - New Farmers Market location
 - Photos during True Stories film parade
 - Photos at Wistron of film crew
 - Photos of Dinosaurs Live at The Heard (Set up a Dropbox, too, to share with The Heard)
- Materials Submitted
 - Winter calendar info for Texas Events Calendar
 - Submitted ad to Texas Highways for Nov.
 - Oktoberfest photos to Dallas Child

- Photos and text for Texas Meetings + Events social media posts
- Provided Dinosaurs Live pics to the Heard via Dropbox

Advertising- Website & Publication ROI Tracking: (waiting)

- Meeting Planners Guide – 19
- Historic Calendar – 2
- TourTexas (Oktoberfest) – 6
- Oxford American (Oktoberfest) - 38
- Faster2First Tourney – 16
- DFW Map – 1
- Daytripper – Oktoberfest: 24
- Southern Living – 1
- Dallas Cowboys - 1

Free Publicity:

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

August 2017 - MCVB Publicity/Free Media Coverage					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
BubbleLife Collin Co.	Shared Blog/Web posts (4)	\$ 0	\$ 8,000	\$ 24,000	366,700
TOTALS for Month		\$ 0	\$ 8,000	\$ 24,000	366,700
FY 16-17 YTD Totals:		\$ 95,723	\$ 204,390	\$ 808,404	37,094,201

SOCIAL MEDIA TRACKING

FACEBOOK - 2016-17					
FY 2016-17	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
17-Jun	143	5711	87,677	919,916	4,783,586
Jul-17	181	5892	105,962	1,081,257	4,299,004
Aug-17	164	6056	147,299	1,308,174	4,964,275
Sept. 17	114	6170	179,620	1,360,549	6,006,072
TOTALS	1046	N/A	959,051	8,117,363	44,232,216

OTHER SOCIAL MEDIA TRACKING – AUGUST 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4489	+30	+0.67%
Tweets	5932	+58	+0.99%
Tweet Impressions	18.6K	(not given)	+4.5%
Profile Visits	282	+ 2	0.71%
Mentions by other users	19	+2	+11.8%
Google Sites	Views	Increase	Subscribers
YouTube	3686	213	19 (+1)

Web Analytics – September 2017

Month	Sessions	Page views	Users
Oct-16	6,846	13,332	6,312
Nov-16	3,651	9,867	3,115

Dec-16	3,478	8,795	2,976
Jan-17	3,331	9,336	2,804
Feb-17	3,262	8,890	2,766
Mar-17	3,969	10,150	3,395
Apr-17	3,703	10,446	3,090
May-17	3,970	10,080	3,266
Jun-17	3,711	9,448	3,092
July	3,749	8,658	3,201
August	4303	9877	3705
September	6145	12,167	5276
2016-17 Totals	50,118	121,046	42,998

Top Pages in SEPTEMBER 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Gough-Hughston	2,106	1,833	0:01:52	1,826	88.28%	85.90%
Home	1,777	1,380	0:01:12	1,279	40.66%	40.97%
Calendar	1,034	774	0:01:32	621	44.77%	40.72%
Movie blog	802	694	0:03:50	679	87.78%	84.54%
Events	200	159	0:00:18	23	8.70%	9.50%
Dining	181	112	0:00:37	3	33.33%	14.92%
Weekend Update	154	140	0:01:48	12	83.33%	42.21%
Visitors Guide	152	137	0:02:23	29	62.07%	50.00%
Monthly-Annual Events	137	129	0:02:16	65	92.31%	76.64%
Shopping Centers	123	111	0:04:23	90	85.56%	78.05%
Dining - Nightlife	119	108	0:03:44	83	86.75%	73.95%
Shopping	115	106	0:00:58	80	63.75%	51.30%
About McKinney	109	83	0:00:56	6	50.00%	27.52%
Stay	107	68	0:00:21	1	0.00%	4.67%
Weddings / Rec.	85	70	0:00:43	44	20.45%	17.65%
Calendar	71	57	0:00:38	4	75.00%	26.76%
Unique Venues	62	55	0:02:22	5	40.00%	33.87%
Event Planning	58	43	0:00:19	6	50.00%	13.79%
Heard Museum	58	37	0:01:10	2	0.00%	25.86%
Blog Overall	54	40	0:01:14	13	30.77%	11.11%
New & Coming	52	45	0:01:41	45	73.33%	76.92%

Heard Museum	51	44	0:02:38	30	86.67%	72.55%
NTTA Toll Options	51	44	0:03:37	44	84.09%	86.27%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce		Avg. Visit
				Rate	Pgs/Visit	Duration
United States	6,040	79.69%	4,813	69.22%	1.97	0:01:22
Canada	11	100.00%	11	54.55%	2.27	0:00:38
Colombia	9	0.00%	0	0.00%	14	0:25:36
India	9	100.00%	9	77.78%	1.22	0:00:26
United Kingdom	6	100.00%	6	66.67%	1.67	0:00:28
Mexico	5	100.00%	5	100.00%	1	0:00:00
Philippines	5	80.00%	4	60.00%	1.8	0:00:41
(not set)	5	100.00%	5	60.00%	2.8	0:02:51
Germany	4	75.00%	3	75.00%	1.5	0:00:21
France	4	75.00%	3	50.00%	5.5	0:02:53

State Breakdown	Sessions	% New Sessions	New Users	Bounce		Avg. Visit
				Rate	Pgs/Visit	Duration
Texas	5,227	78.71%	4,114	70.15%	1.91	0:01:20
California	110	84.55%	93	60.91%	2.22	0:01:03
Illinois	63	77.78%	49	65.08%	2.51	0:01:07
Oklahoma	58	86.21%	50	60.34%	2.59	0:01:55
Florida	42	80.95%	34	54.76%	2.26	0:00:53
Georgia	38	73.68%	28	52.63%	2.39	0:01:24
Missouri	33	87.88%	29	75.76%	3.03	0:02:15
Arkansas	27	77.78%	21	62.96%	3.19	0:01:49
Virginia	27	85.19%	23	85.19%	1.26	0:00:15
District of Columbia	26	96.15%	25	76.92%	1.96	0:00:51

TripInfo Report for September – Our final report



September 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	\$787	\$9,200

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	306	8,505
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,079	11,718
TRIPinfo Quarterly Digital Magazine*	682	11,118
Total Impressions	2,067	31,341

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	85	1,382
Click-Thru Rate	4.11%	4.41%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 88x 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 88 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!

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	83.33	80.59	76.35			
Hampton	96.90	99.24	95.68	97.84	97.82	97.82	97.82	97.82	97.82			
Holiday Inn	83.19	80.34	60.05	65.30	73.70	73.57	91.14	85.76	77.54			
La Quinta	79.01	77.38	74.85	77.95	76.99	85.01	90.34	79.13	85.91			
Sheraton	75.19	75.20	57.74	69.54	79.77	77.04	84.81	81.11	88.88			
Towneplace	72.02	78.01	73.40	69.54	65.49	71.04	93.07	81.99	75.43			

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%	84.81%
May		50.47%	64.60%	81.11%
June		69.70%	75.03%	88.88%
July		75.60%	72.61%	
August		56.22%	63.86%	
September		56.43%	72.50%	

LOST BUSSINESS – 0