



October 2019

I. ASSOCIATION/CORPORATE/SMERF COMPLETED SALES CALLS- in October 2019: TTL Room nights: 851; TTL Revenue: \$92,665

WEDDINGS COMPLETED- October 2019 -TTL Room Nights: 361; TTL Rev: \$44,157

Sheraton Hotel

- 9 Weddings Parties
- 198 Room Nights
- \$24,269 Total Revenue

Hampton Inn

- 2 Wedding Parties
- 32 Room Nights
- \$3,450 Revenue

Grand Hotel

- 3 Wedding Parties
- 72 Total Room Nights
- \$11,488 Total Revenue

Comfort Suites (unable to break down #of weddings they do not offer wedding room blocks, they will only offer a booking link that is custom to Visit McKinney)

- 43 Room Nights
- \$3350 Total Revenue

Holiday Day Inn Express

- 1 Wedding Party: 16 Room nights
- \$1,600 Revenue

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made nor bags provided.

- Regie O. Spearmon Wedding – October 2019, Gather
- Skertahly/Spangler Wedding – October 2019, Stone Crest
- Basket/McCarty Wedding – October 2019, Stone Crest
- Christy Skertchly – October 2019, Stone Crest
- Stutzman Wedding – October 2019, Stone Crest

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2019: TTL Room nights: 690 ; TTL Revenue: \$48,508

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

CORPORATE – TTL Room Nights: 483; TTL Rev.: \$47,675

- Torchmark-LNL 201-Sheraton: TTL room nights: 86; TTL Rev. \$8,342
- TorchmarkFHL 101--Sheraton: TTL room nights: 76; TTL Rev. \$7,372
- Torchmark-FHL 201-Sheraton: TTL room nights: 41; TTL Rev. \$3,977
- Torchmark-AIL 101-Sheraton: TTL room nights: 248; TTL Rev. \$24,056
- Pogue Construction-Grand: TTL room nights: 10; TTL Rev. \$ 1,190
- ACM Interviews-Grand: TTL room nights: 4; TTL Rev. \$436
- Lily Pharma – Grand Hotel: TTL room nights: 18 TTL Rev: \$2,302

SMERF: TTL Room nights: 0; TTL Rev: \$0



SPORTS: TTL Room nights: 7 TTL Rev: \$833

- Turlaxin Lacrosse Tournament-Hilton Home 2, TTL room nights: 7; TTL Rev.\$833

II. Visitors: FYTD Total (Oct.'19– Sept.'20): 503

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

- Out of State: 9
- Out of Country: 13
- Texas Residents: 3
- McKinney Residents: 9
- Register Total: 84
- Ticker Counter: 503

Top Five States requesting information:

1. Florida
2. California
3. Tennessee
4. Michigan
5. Pennsylvania

III. RFP's: 17 (3-Association, 2 -Corporate, 10-Weddings, 2-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association:

1. 2021 TACVB Winter Education Conference – Contact: Kim Phillips. Meeting Date: January 25-27, 2021. Alternate date: January 19-21, 2021. Total attendees: 120-150. Expected room nights: 235
2. 2021 TACVB Annual Conference – Contact: Kim Phillips. Meeting date: August 23-27, 2021. Alternate date: August 16-20, 2021. Total attendees: 300-400. Expected room nights: 485
3. Hotel Lobbyists – Contact: Brett Sterenson. Meeting Date: January 13-15, 2020. Attendees: 30, Room nights: 50. Specifically asked for a hotel in downtown with walking distance to shopping & dining.

Corporate:

1. Pogue Construction-Interviews-Grand 10/3-5/19
2. City of McKinney ACM Interviews-Grand 10/15-19/19

SMERF: 12 (10-Weddings,2 -Social, 0-Sport, 0-Religious)

1. North Central Texas College – Contact: Dr. Rochelle Gregory. Conference College Teachers English (CTE). March 5-7, 2020. Attendees: approximately 50, room nights: 30. **Bid Awarded to Sheraton & Collin Conference Center.**
2. American Guest – Contact: Richard Williams. Meeting Date: February 18 – March 1, 2020. Attendees: 100, Room nights: Approximately 700
3. Carly Pingsterhouse – April 2020, Springs
4. Nicki Harmon – July 2020, Bingham House
5. Morgan Berigan –Rehearsal Dinner needs/locations
6. Kathy Shehan – April 2020, Myers Park
7. Cislo Wedding – February 2020, no hotel room block, Mother of Bride was looking for information about McKinney to provide to guests.
8. Nicole Mancos – May 2020, Stone Crest
9. Kim Cunningham – August 2020
10. Katelyn Collins – August 2020, Springs



- 11. McKiddy Wedding – October 2020, Springs
- 12. Ali Leven Wedding – June 2021, Stone Crest

Site Visits: 1

Watson & Chalin-Springhill Suites for a Meeting in November

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

- NTTA- 65
- Blog home page- 26
- Benji House (archived) - 22
- Plan Your Trip (Visit Widget) - 21
- Convention South 4th Year Award - 10

| BLOG VISITS - FY 19-20 | |
|------------------------|------------|
| MONTH | Sessions |
| Oct. 2018 | 234 |
| FY 18-19 | 234 |

OCTOBER 2019 Homepage News Flash buttons (Top 5):

- Weekend Update- 99
- D2 Link- 31
- Ask a Local- 17
- Tours - 14
- Expired Button – 7

OCTOBER Landing Pages

- NCS4- 10
- KPIs- 12
- Meeting Planners Guide (pages combined) - 206
- Turlaxin- 190
- Polka News- 1
- 360 Readers Business Talk- 2
- Daytripper- 4

V. OCTOBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Proofed final version of Native Texan article/submitted photos
- Submitted Dropbox of photos to Sparklight – a marketing firm that reached out for a city project
- Submitted Spring events to Texas Events Calendar
- Submitted McKinney Christmas gift ideas to County Line Magazine
- Submitted bio and headshot to VisitDFW for inclusion on the event webpage dedicated to who is attending
- Submitted videos, photos and text for Horizon Magazine with special added-value of Times Square video
- Submitted changes to Strategic Plan from Board meeting.
- Updated McKinney profile sheet for National Travel Association/Team Texas
- Updated McKinney event info sheet for Vanesa’s TIC blitz
- Assembled/completed 2018-19 Year-end Look Book for board
- Revised year-end PowerPoint for the Board meeting.
- Submitted ad to Sports Destination Management – featuring The Courts
- Submitted final draft of info to Scott Sandford’s office requesting Tennis Capital of North Texas Designation

Advertising- Website & Publication ROI Tracking:



- Business 360 – 3
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 15
- MHS Lions – 5
- MHNS Bulldogs – 3
- Polka News – 2
- Texas State Travel Guide – 1
- Stonebridge Ranch News – 12
- Texas Highways – 10
- Meet Texas – 1
- Historic Calendar - 3

OCTOBER 2019 SOCIAL MEDIA

| FACEBOOK STATS | | | | | |
|-----------------------|------------------|------------------|----------------------|--------------------|--------------------|
| FY 19-20 | New Likes | TTL Likes | Engaged Users | Total Reach | Impressions |
| OCT. 2019 | 100 | 9,383 | 117,733 | 614,329 | 4,583,190 |
| TOTALS | 100 | N/A | 117,733 | 614,329 | 4,583,190 |

| TWITTER - OCTOBER 2019 | |
|-------------------------------|-------------|
| Followers | 5,340 (+54) |
| Tweets | 6874 (+56) |
| Tweet Impressions | 132,000 |
| Profile Visits | 142 |
| Mentions | 34 |

OCTOBER 2019 YOUTUBE

| YOUTUBE | Views | New Subscribers |
|----------------|--------------|------------------------|
| Oct. 2019 | 208 | 1 |
| TOTAL | 208 | 1 |

| INSTAGRAM | New Followers |
|------------------|----------------------|
| From 2018-19 | 2,341 |
| Oct. 2019 | 109 |
| TOTAL | 2450 |



OCTOBER 2019 Google Business Page

| <i>Google Bus. Pg.</i> | <i>Page Views</i> | <i>Web visits</i> |
|------------------------|-------------------|-------------------|
| Oct. 2019 | 2,540 | 25 |
| TOTAL | 2,540 | 25 |

OCTOBER 2019 Website Numbers

| Month | Sessions | Pageviews | Users |
|-----------------|--------------|---------------|--------------|
| Oct. 2019 | 4,633 | 10,186 | 3,866 |
| | | | |
| FY 19-20 | 4,633 | 10,186 | 3,866 |

| OCT 2019 Traffic | Users |
|------------------|--------------|
| | |
| Mobile | 2,242 |
| Desktop | 1,364 |
| Tablet | 260 |
| TOTAL | 3,866 |

OCTOBER 2019 - TOP WEB PAGES

| Page | Pageviews | Unique Page Views |
|----------------------------|-----------|-------------------|
| Home Page | 1,645 | 1,324 |
| Calendar (general) | 1,506 | 1,201 |
| Events Page | 267 | 228 |
| Turlaxin | 188 | 166 |
| Shopping Centers | 168 | 149 |
| Visitors Guide | 163 | 130 |
| Explore | 152 | 109 |
| Monthly/Annual Events | 123 | 104 |
| Calendar (October) | 118 | 64 |
| Dining | 117 | 77 |
| Event Planning | 114 | 104 |
| Calendar entry (expired) | 113 | 109 |
| Visitors Guide button | 99 | 79 |
| About McKinney | 92 | 77 |
| Specialty Inn listing page | 81 | 72 |
| Calendar entry (expired) | 80 | 74 |
| Shopping | 78 | 67 |
| Calendar Entry (expired) | 76 | 53 |
| Accommodations | 74 | 66 |
| Historic District Tours | 73 | 62 |
| Nov. 2 Calendar | 70 | 55 |
| Calendar general | 68 | 49 |
| Tours | 66 | 58 |



| | | |
|--------------------------|----|----|
| Blog – NTTA Tollway | 65 | 57 |
| Calendar entry (expired) | 60 | 49 |

Top Countries – OCTOBER 2019

| Country Breakdown | Users | New Users | Sessions |
|-------------------|-------|-----------|----------|
| United States | 3,866 | 3,695 | 4,633 |
| Canada | 70 | 70 | 79 |
| (undefined) | 22 | 21 | 23 |
| Germany | 19 | 19 | 19 |
| India | 17 | 17 | 20 |
| South Korea | 14 | 14 | 14 |
| Denmark | 10 | 10 | 10 |
| United Kingdom | 8 | 8 | 8 |
| Philippines | 6 | 6 | 6 |
| France | 3 | 3 | 3 |

Top States

| State Breakdown | Users | New Users | Sessions |
|-----------------|-------|-----------|----------|
| Texas | 2,797 | 3,503 | 4,421 |
| Virginia | 286 | 284 | 286 |
| California | 114 | 113 | 124 |
| Oklahoma | 57 | 55 | 68 |
| Florida | 45 | 42 | 48 |
| Illinois | 45 | 42 | 48 |
| Georgia | 44 | 43 | 46 |
| New York | 27 | 26 | 29 |
| Missouri | 27 | 26 | 29 |
| Arizona | 25 | 25 | 27 |

Top Cities

| City Breakdown | Users | New Users | Sessions |
|----------------|-------|-----------|----------|
| Dallas | 843 | 775 | 972 |
| McKinney | 762 | 683 | 1,037 |
| Plano | 155 | 145 | 167 |
| Allen | 110 | 94 | 132 |
| Frisco | 103 | 95 | 115 |
| Austin | 56 | 52 | 63 |
| Prosper | 55 | 51 | 57 |
| Houston | 53 | 51 | 63 |
| Fort Worth | 44 | 42 | 50 |
| Richardson | 38 | 33 | 48 |



| CROWDRIFT GALLERIES - OCTOBER 2019 | | |
|------------------------------------|--------------|--------------|
| Gallery | Interactions | Views |
| Being Social | 5 | 26 |
| Explore | 48 | 112 |
| Dining | 29 | 114 |
| History (Downtown) | 51 | 76 |
| Events | 44 | 242 |
| Home Gallery | 68 | 640 |
| TOTAL | 245 | 1,210 |

| VISIT WIDGET - OCTOBER 2019 | | | | |
|-----------------------------|------------|------------|------------|---------------|
| | Users | Sessions | Page Views | New Downloads |
| Widget | 41 | 42 | 174 | |
| <i>Desktop</i> | 28 | 28 | 138 | |
| <i>Mobile</i> | 13 | 14 | 36 | |
| Mobile APP | 158 | 136 | 729 | |
| <i>App-iOS</i> | 114 | 90 | 518 | 24 |
| <i>App-Android</i> | 44 | 46 | 211 | 16 |
| TOTAL | 199 | 178 | 903 | 40 |

| FY 19-20 | Budgeted Amount |
|------------------|-----------------|
| Adv. & Promo TTL | \$ 169,617 |

| OCTOBER 2019 - Free Media Coverage for Visit McKinney | | | | | |
|---|--|----------------|----------------|-----------------|--------------------|
| Publication | Article/Topic/Writer | Print Value | Web Value | PR Value | Impressions /Reach |
| Community Impact | 2 pgs. on McKinney hotels vs Airbnb - by Emily Davis | \$7,440 | \$2,500 | \$29,820 | 410,000 |
| Bubble Life | Shared Blog/web updates (1 times) | \$0 | \$1,000 | \$3,000 | 300,000 |
| TOTALS | | \$7,440 | \$3,500 | \$32,820 | 710,000 |
| FY 19-20 | | \$7,440 | \$3,500 | \$32,820 | 710,000 |



VI. LOST BUSINESS: 2

1. Hotel Lobbyists – Contact: Brett Sterenson. Meeting Date: January 13-15, 2020. Attendees: 30, Room nights: 50. Specifically asked for a hotel in downtown with walking distance to shopping & dining. Grand did not have rooms available.
2. Texas Association of Administrators & Supervisors of Young Children (TAASPYC). Allen/Watters Creek Delta Hotel & Conference won the bid. Date: Feb 10-11, 2020. Approximately 90 attendees and 50 room nights.