

# visit McKinney Monthly Report

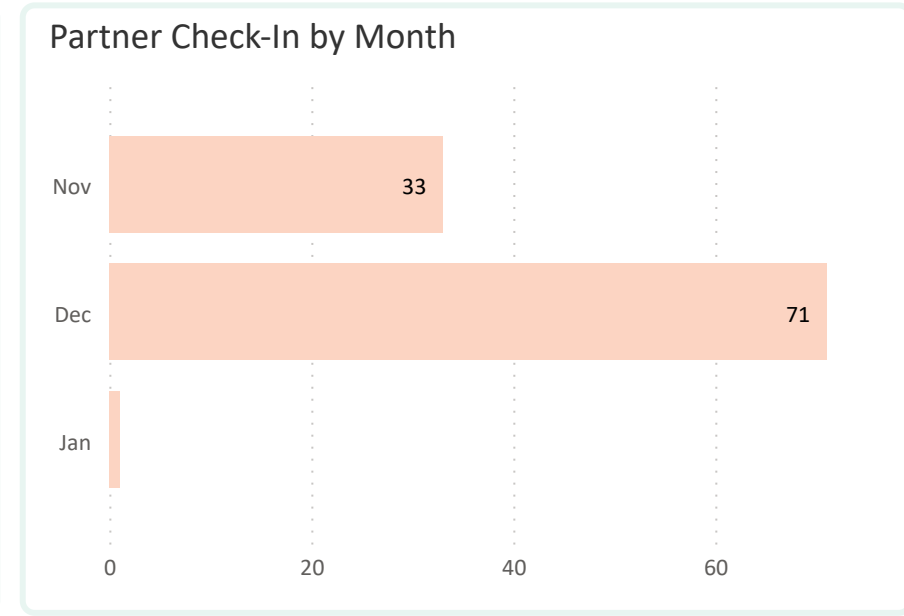
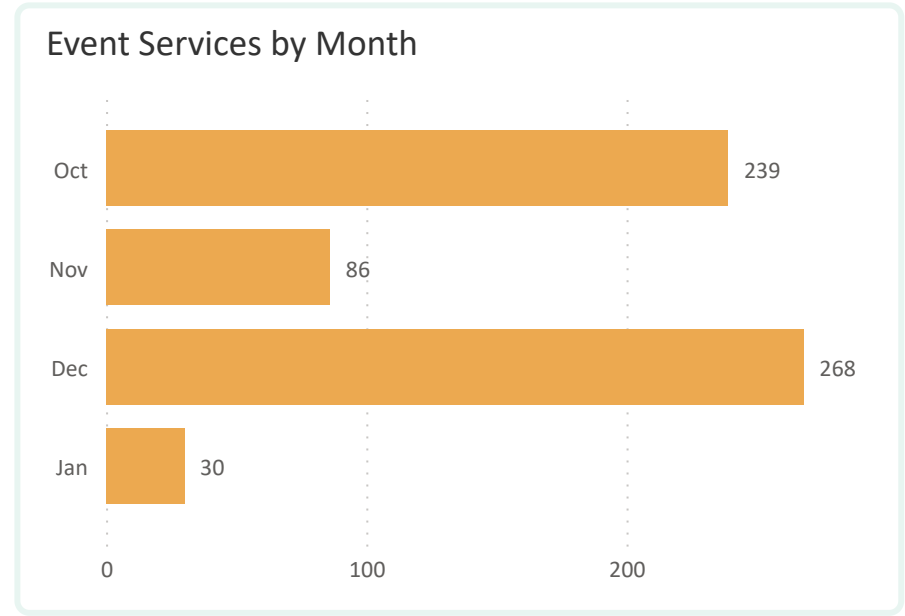
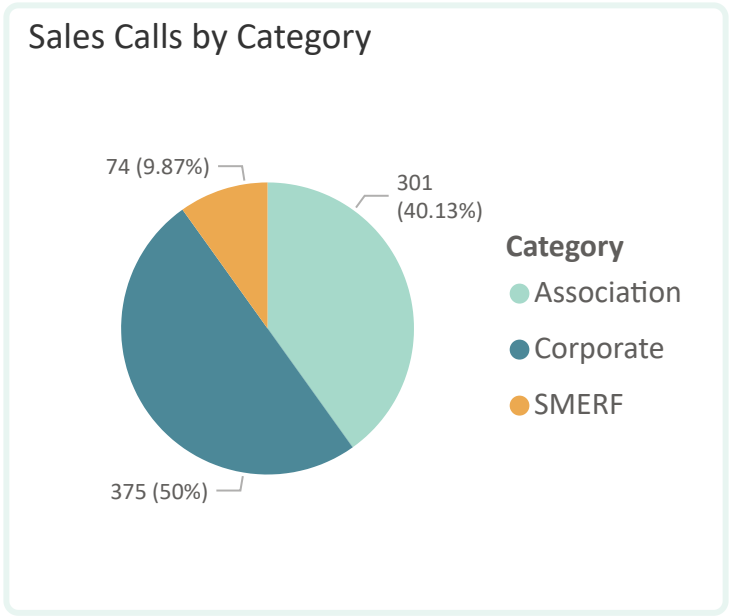
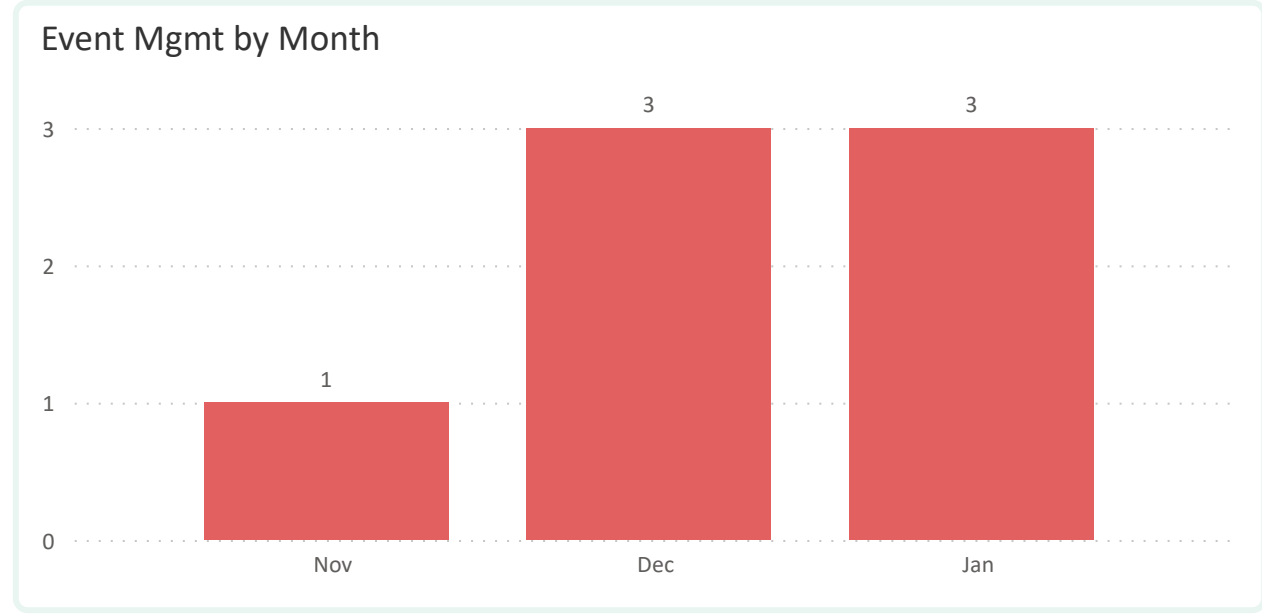
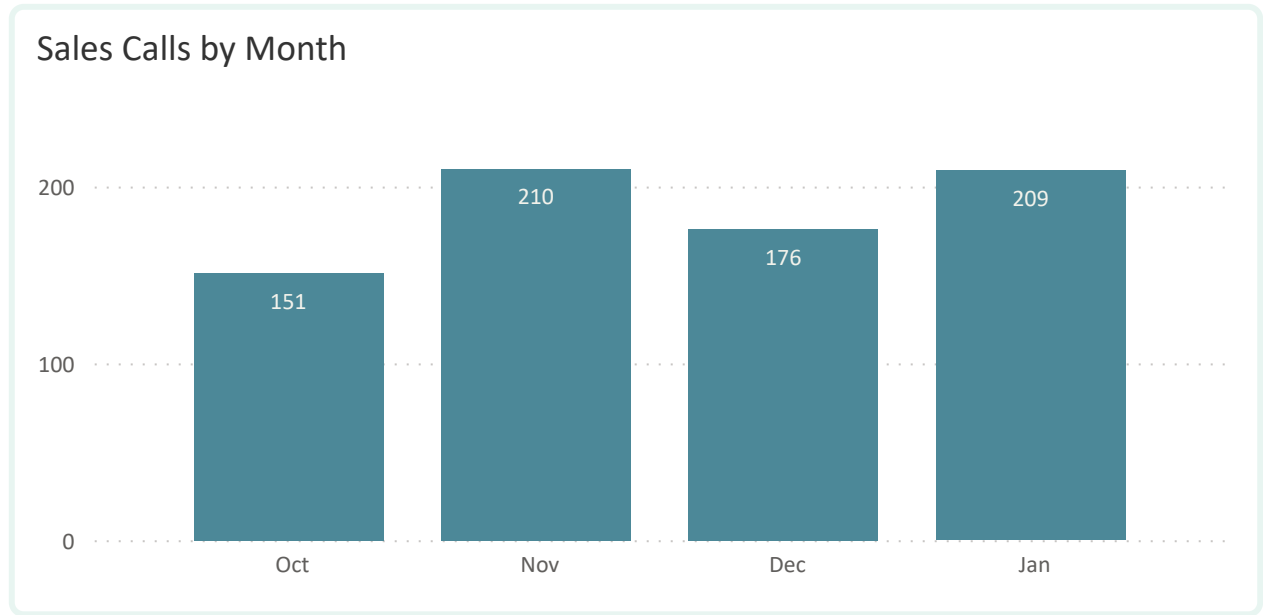
February - 2023



**747**  
Sales Calls YTD

**7**  
Event Mgmt YTD

**623**  
Total Welcome Bags YTD

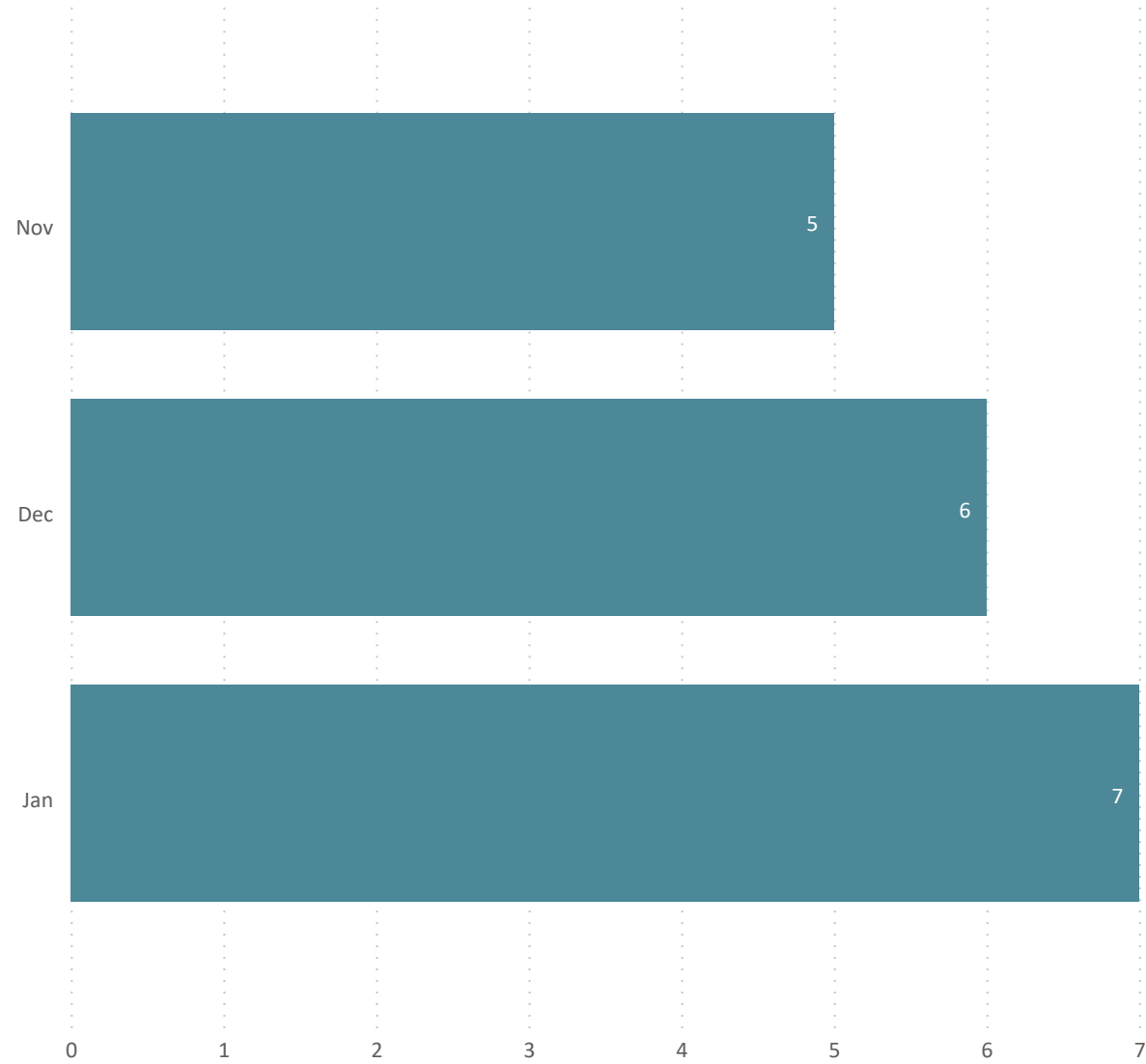


**18**  
Leads YTD

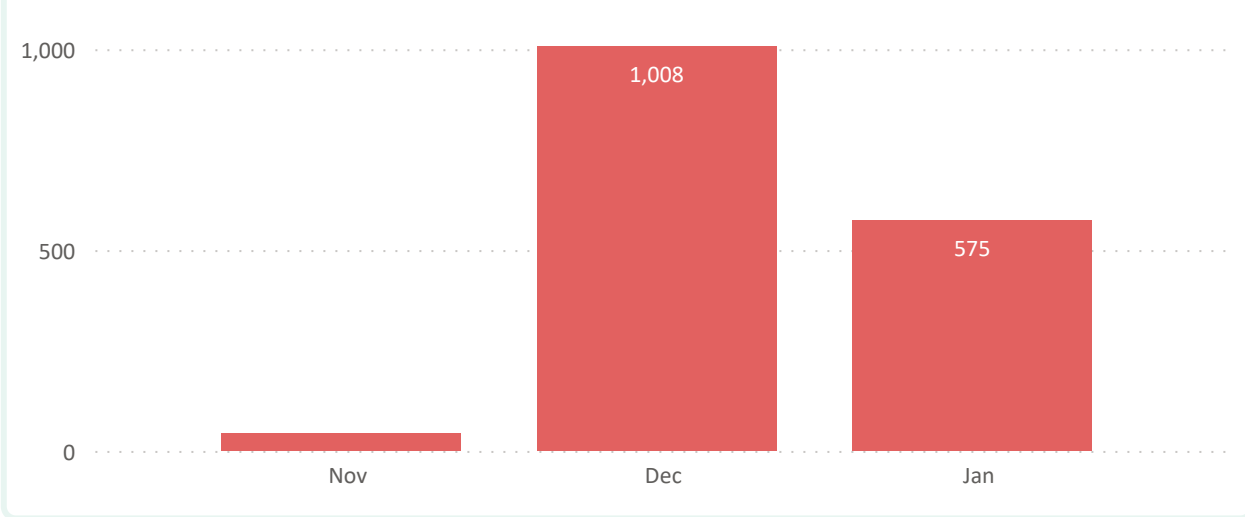
**1,627**  
Total Rooms Nights YTD

**\$210,362**  
Total Revenue YTD

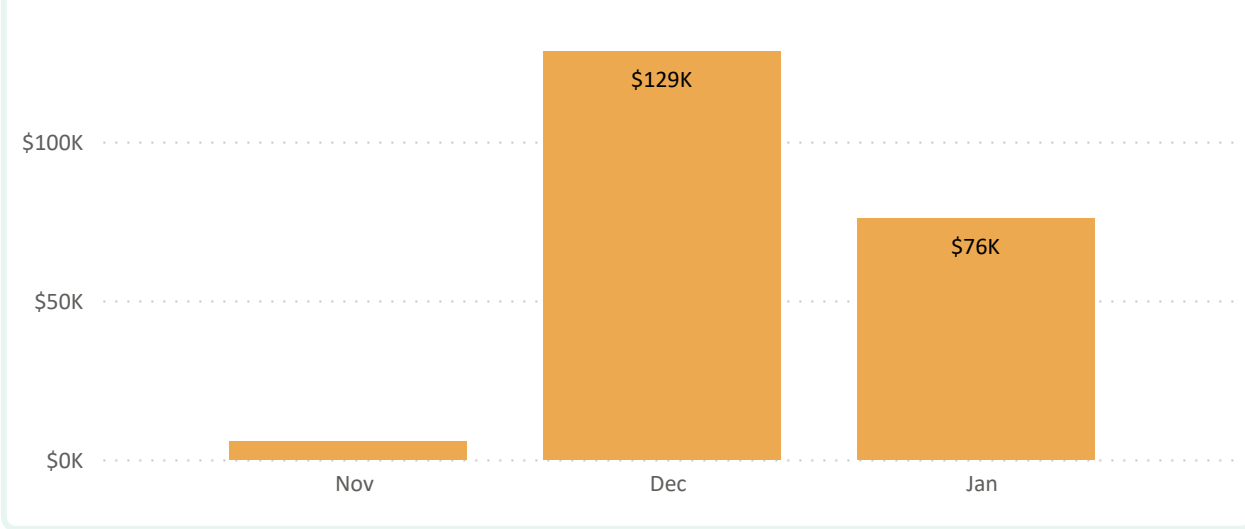
# Leads by Month



Total Room Nights by Month



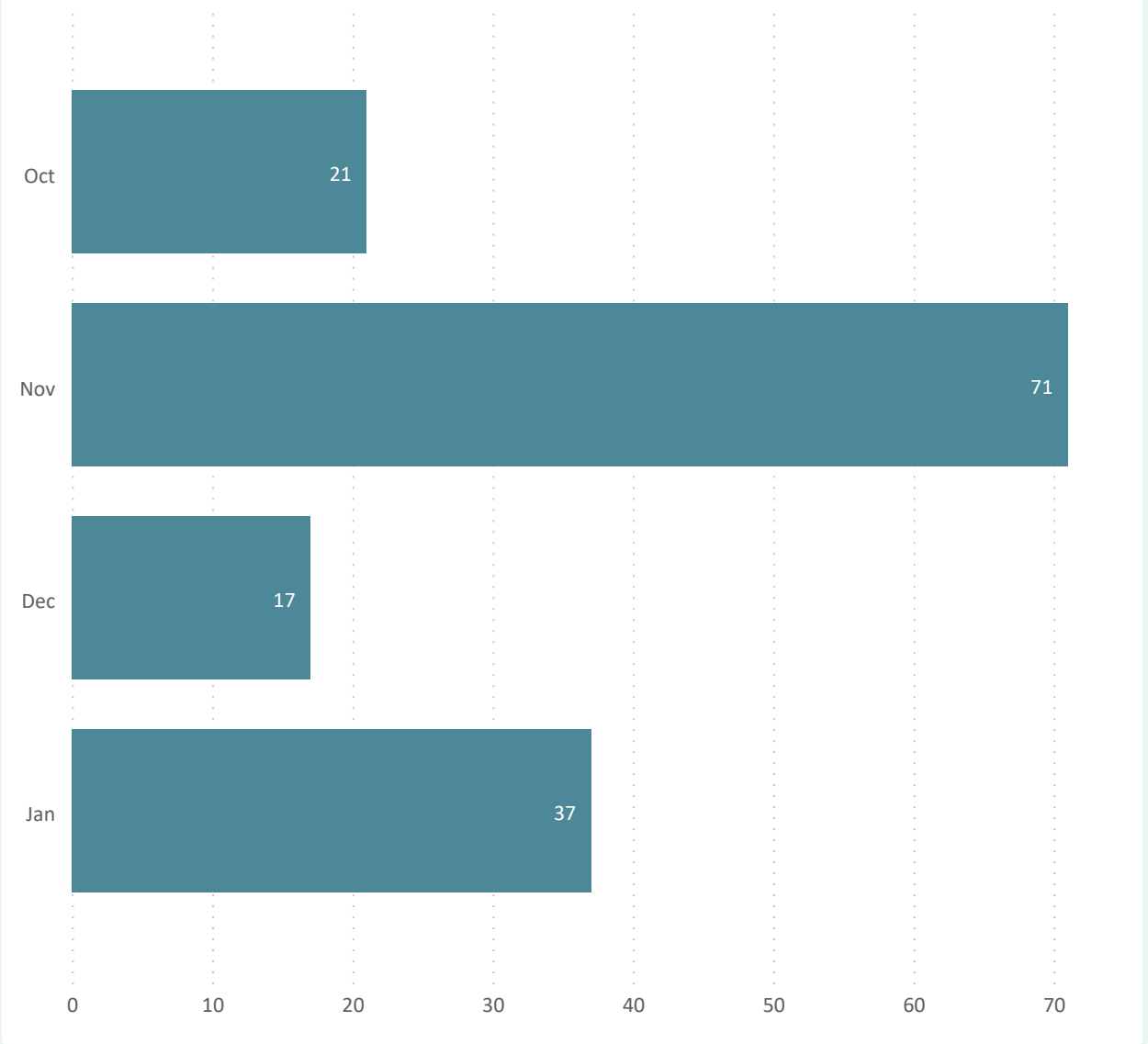
Total Revenue by Month



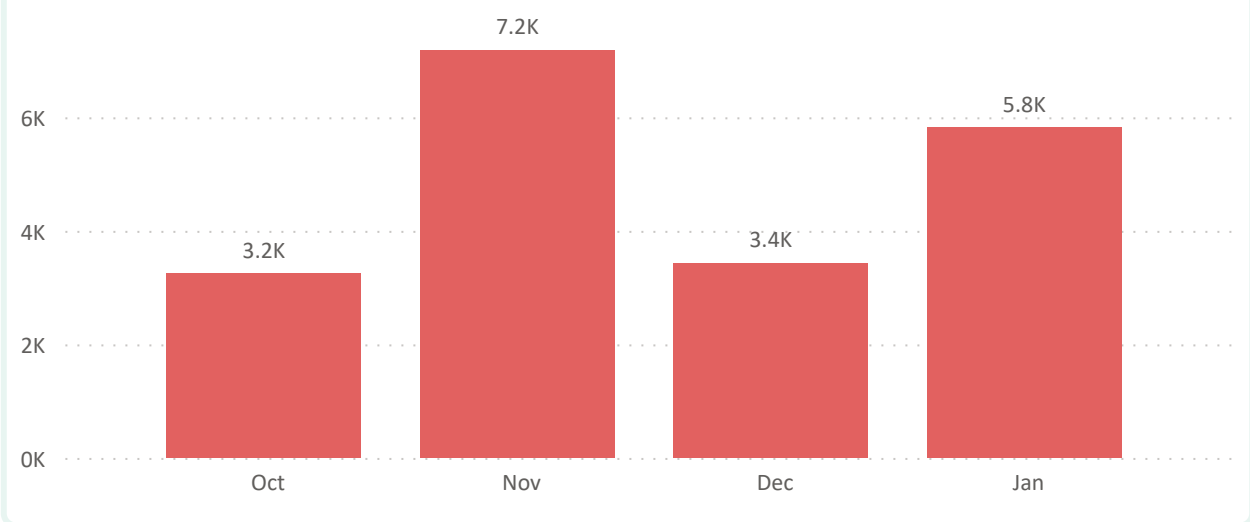
**146**  
New RFPs YTD

**19,669**  
Est Room Nights YTD

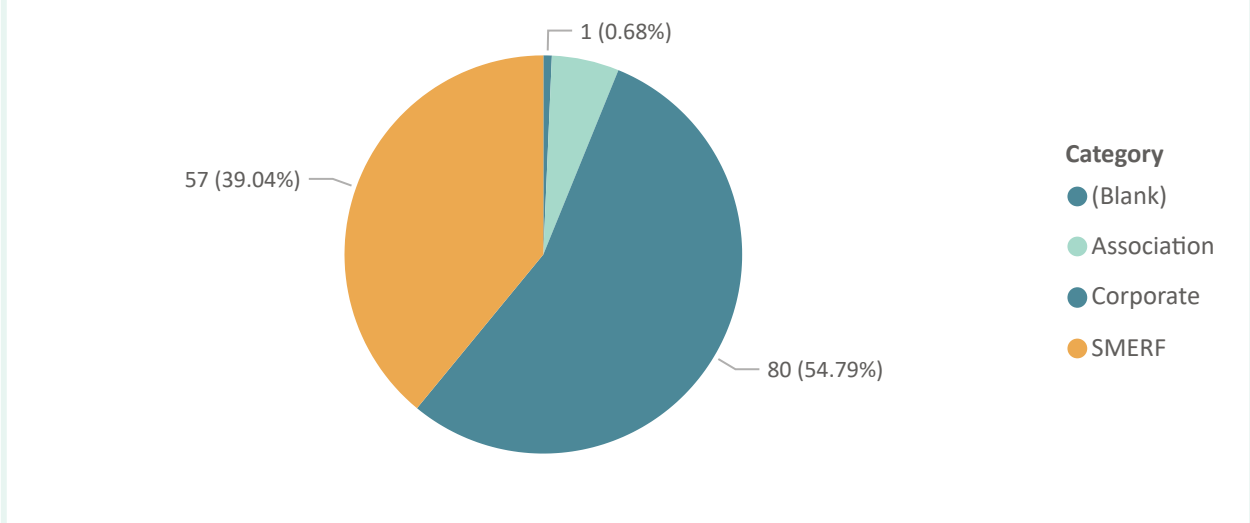
# New RFPs by Month



Total Room Nights by Month



New RFPs by Category





# of Attendees

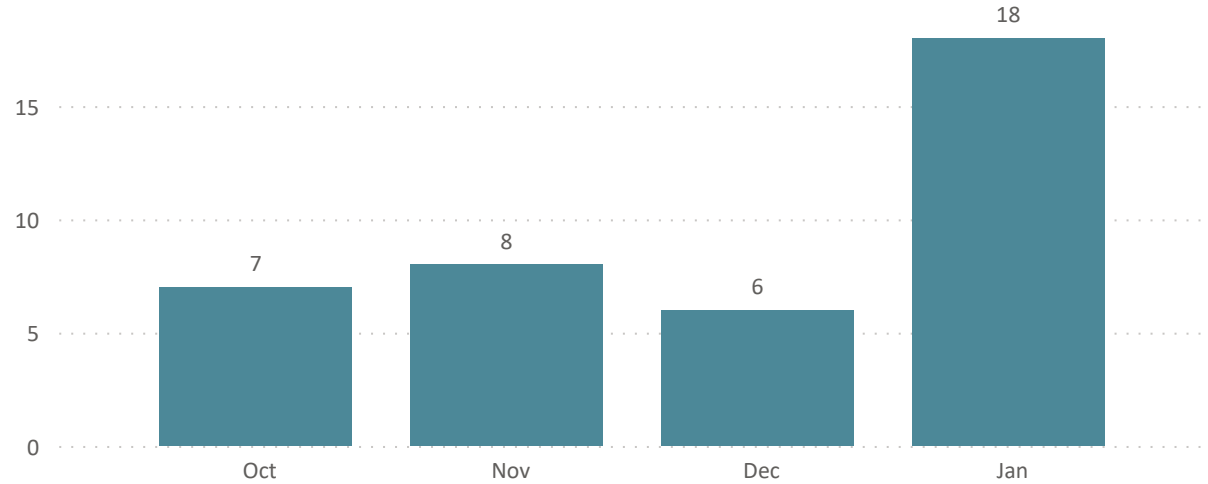
0 3000

39  
Lost Opp YTD

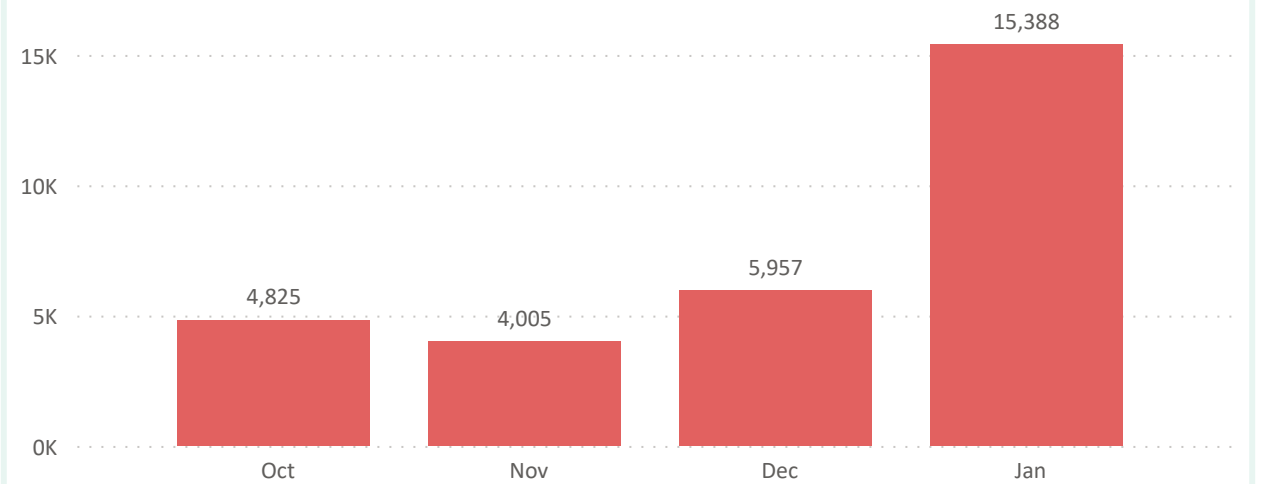
30,175  
Lost Room Nights YTD

\$4,255,942  
Lost Revenue YTD

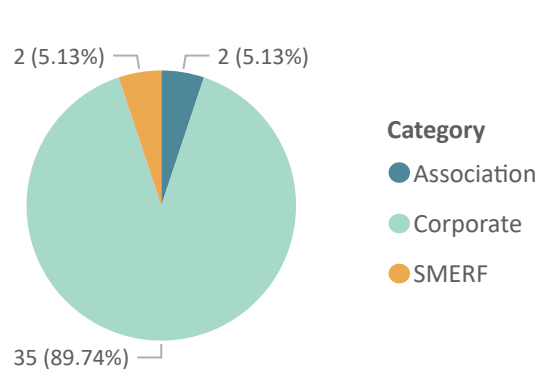
## Lost Opportunities by Month



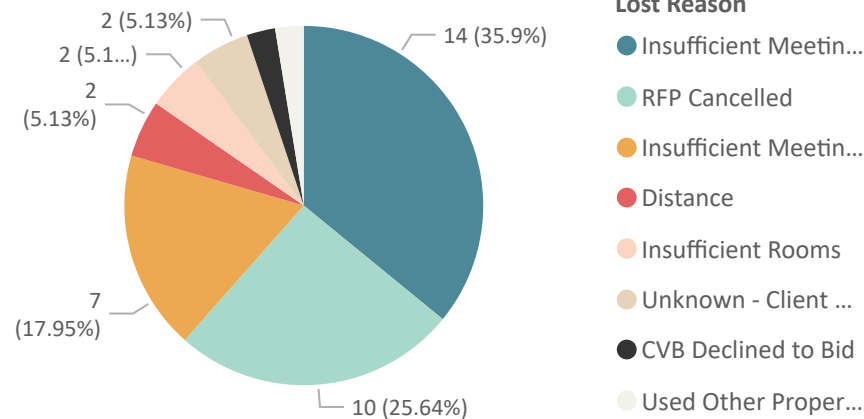
## Lost Room Nights by Month



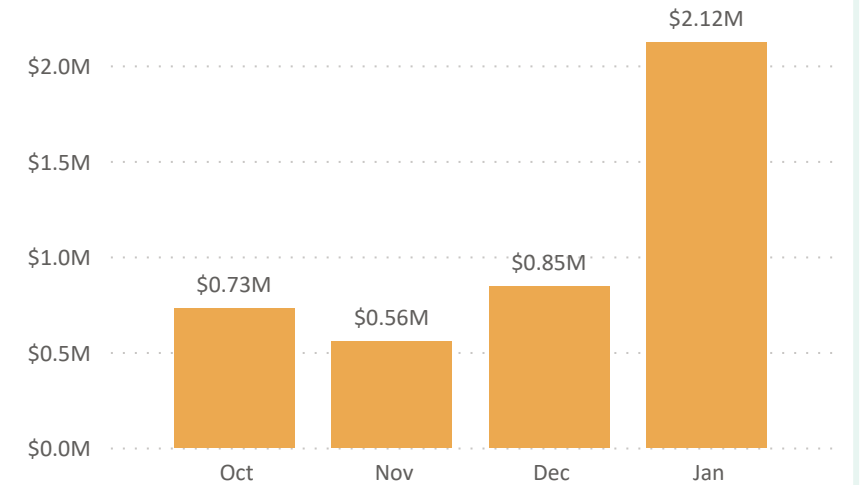
## Lost by Category



## Lost by Reason



## Lost Revenue by Month



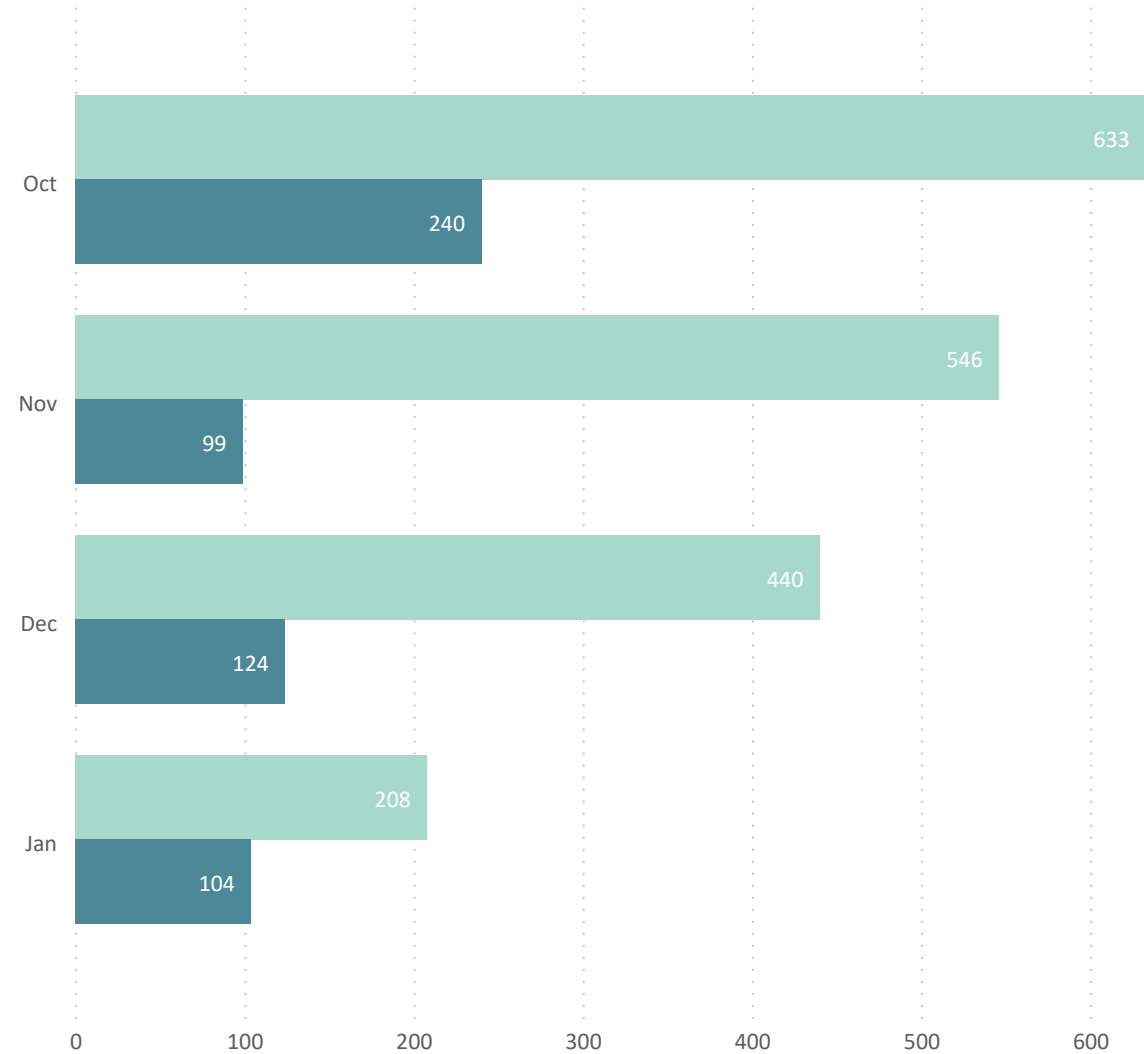
**567**  
 Visitors YTD

**63**  
 Tour Attendees YTD

[See details](#)

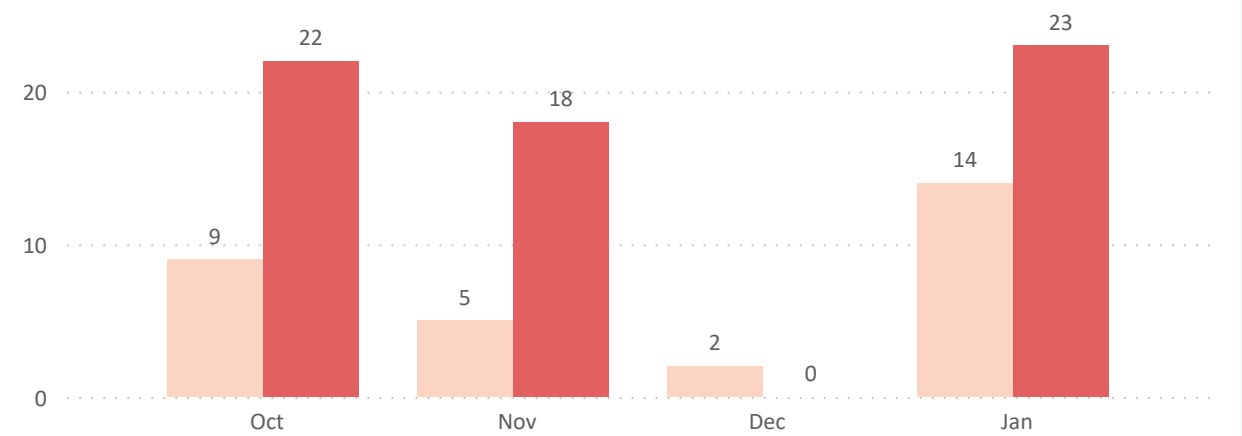
## Total Visitors by Month

● Visitors LY ● Visitors



## Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



## McKinney Market Payments by Month



130,956

Page Views YTD

81,029

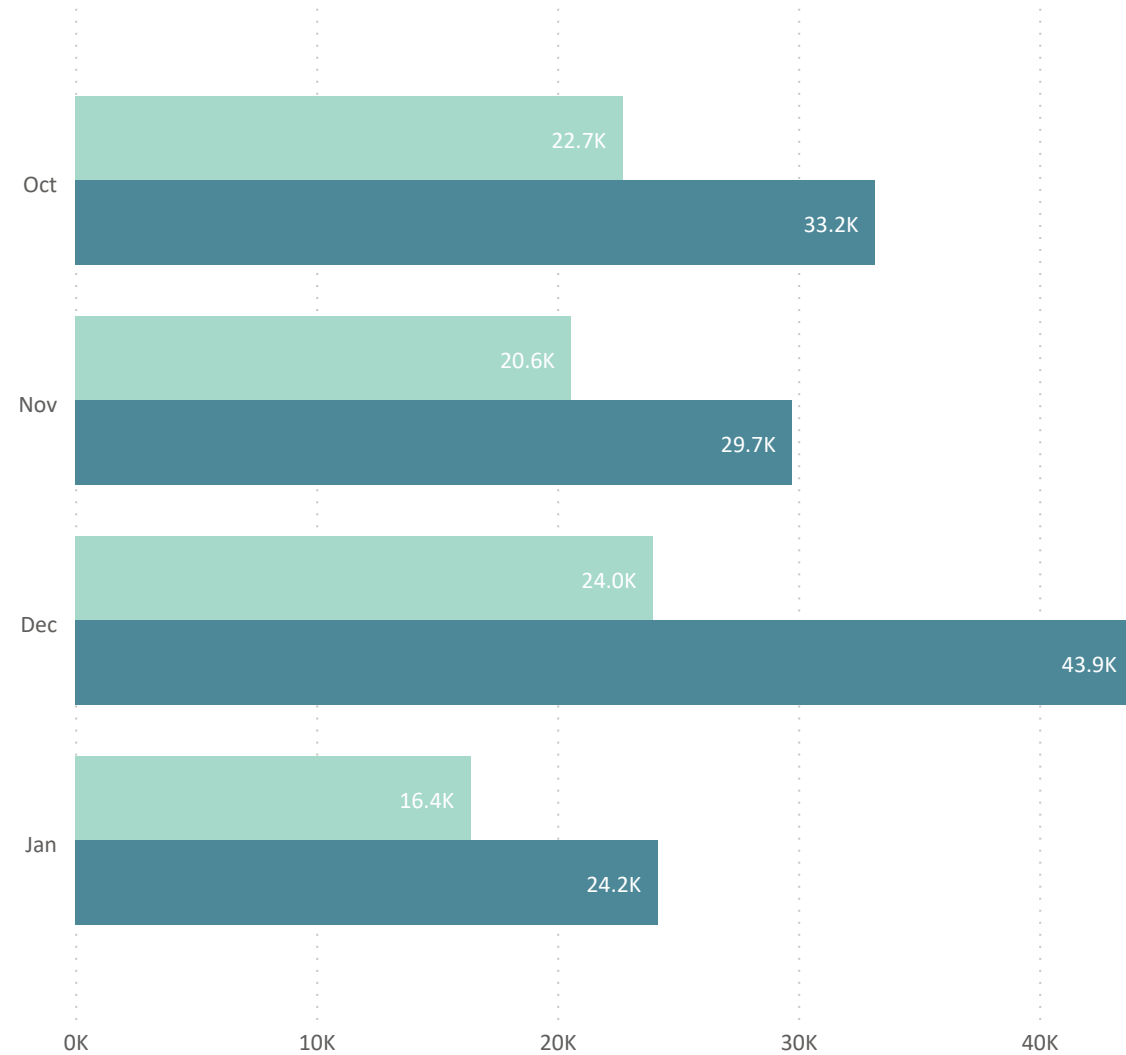
Sessions YTD

67,382

Users YTD

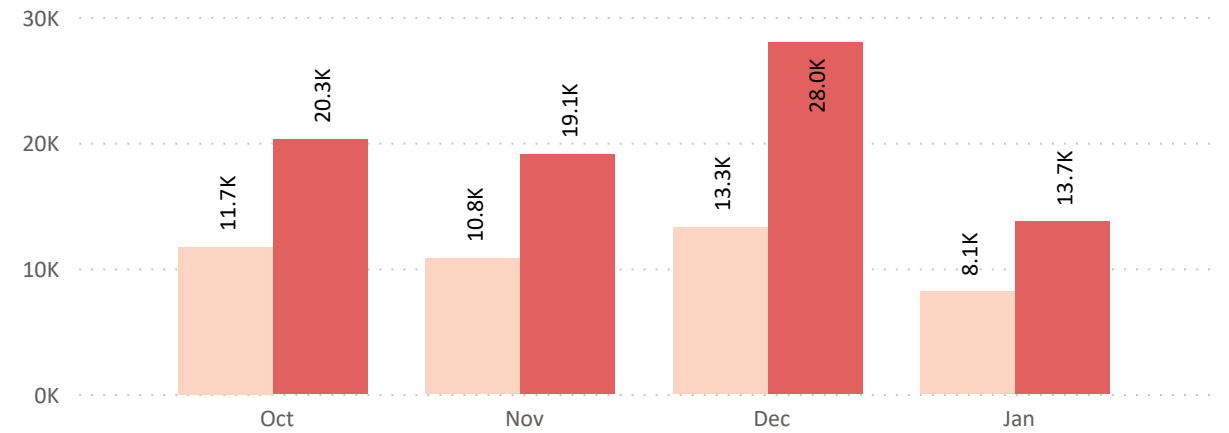
## Page Views by Month

● Page Views LY ● Page Views



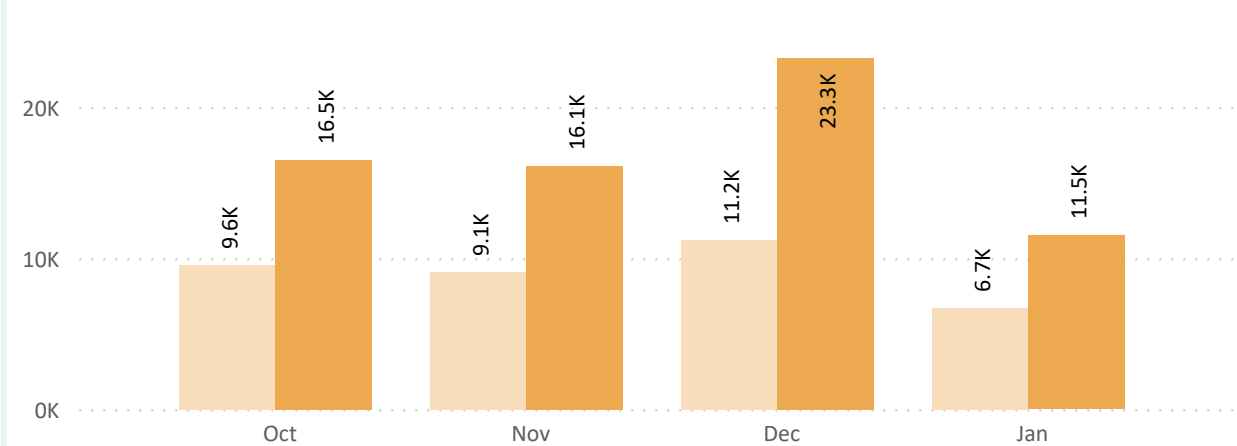
## Sessions by Month

● Sessions LY ● Sessions



## Users by Month

● Users LY ● Users

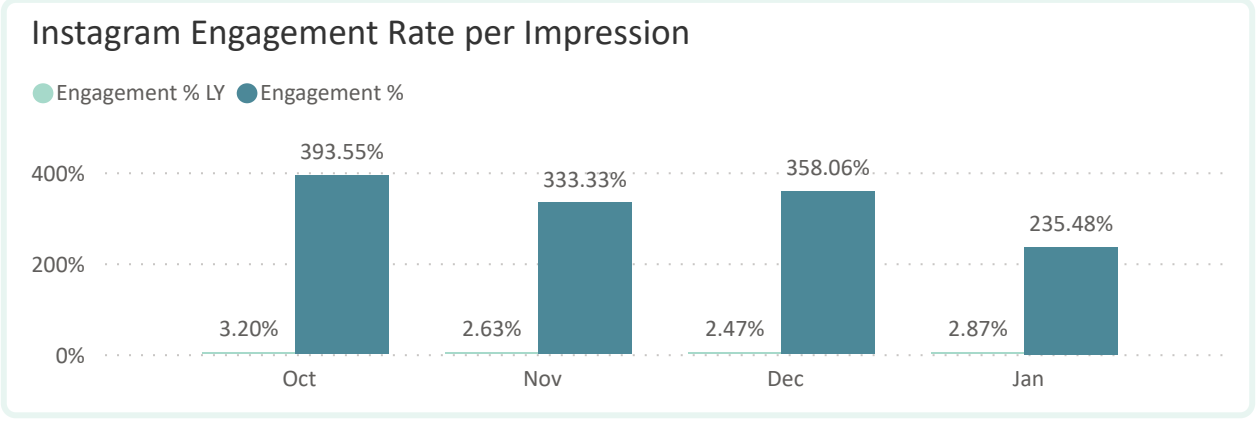
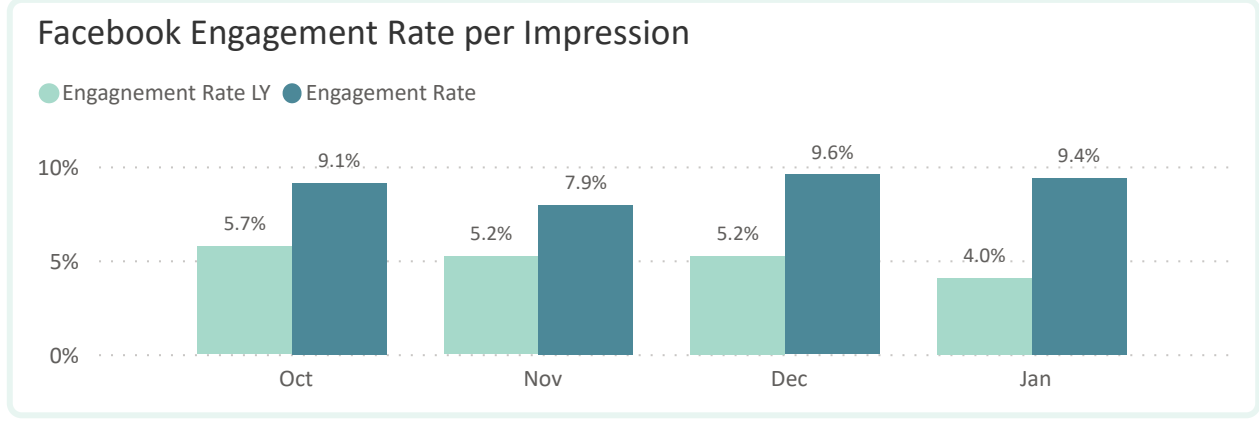
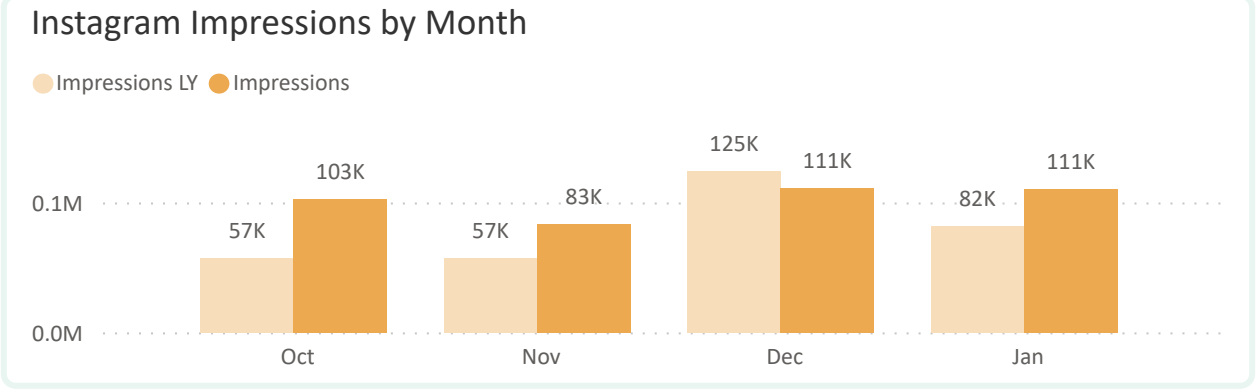
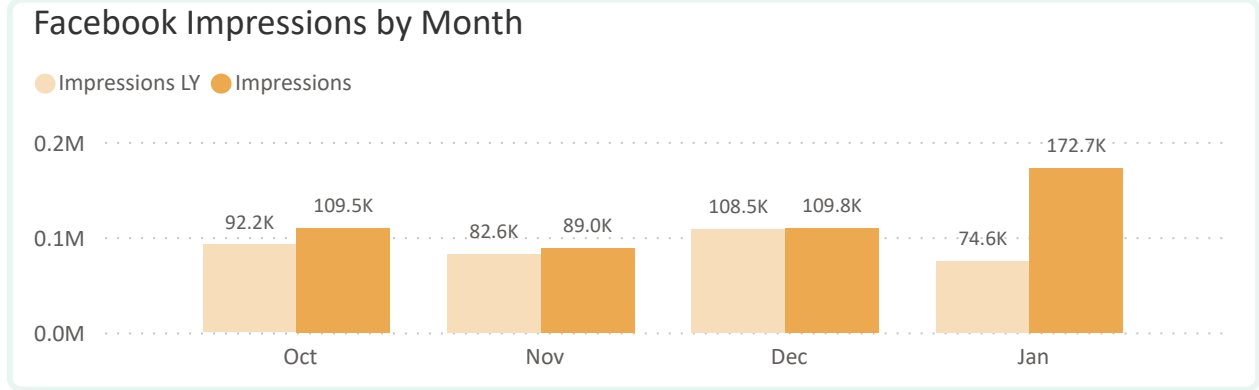
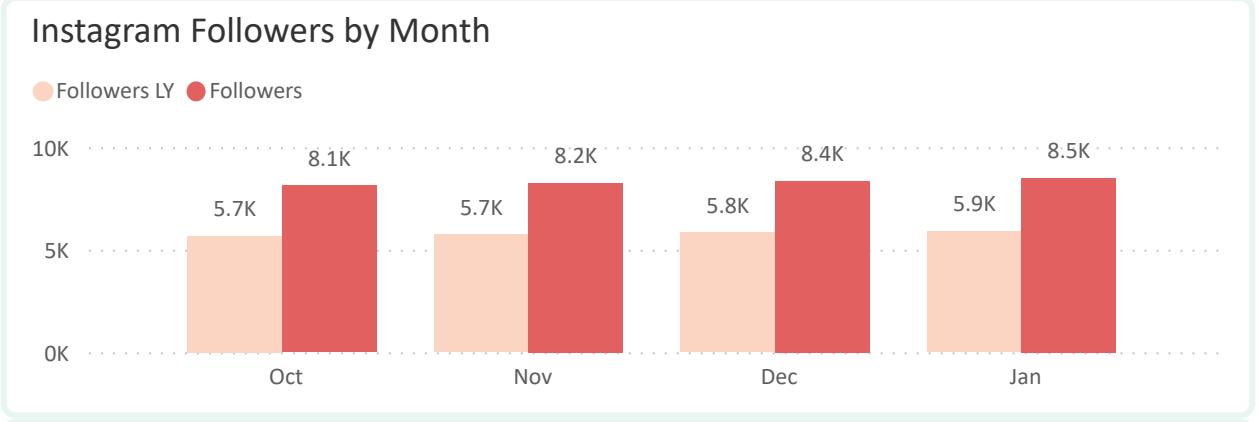
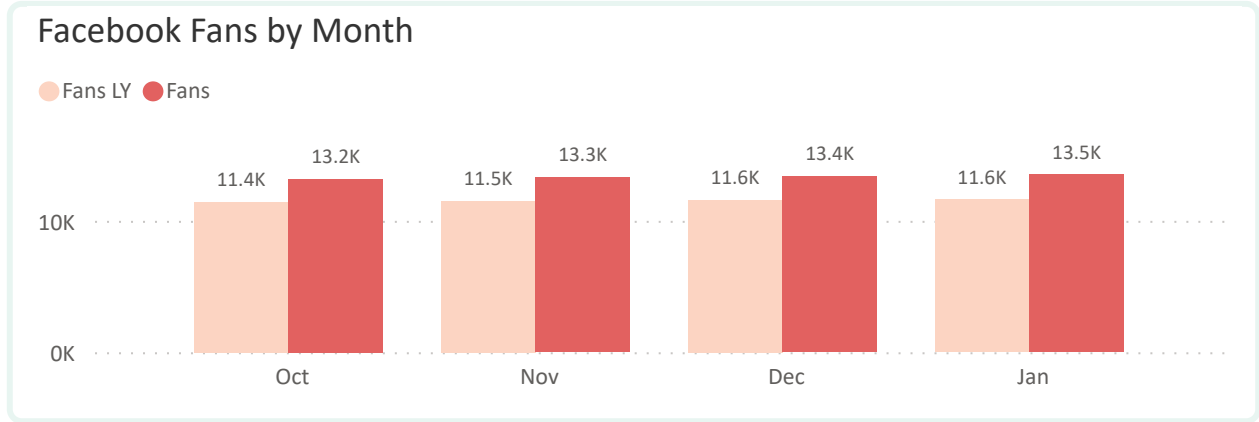


**13,521**  
Current FB Fans

**308**  
# FB Posts YTD

**8,502**  
Current IG Followers

**220**  
# IG Posts & Stories YTD



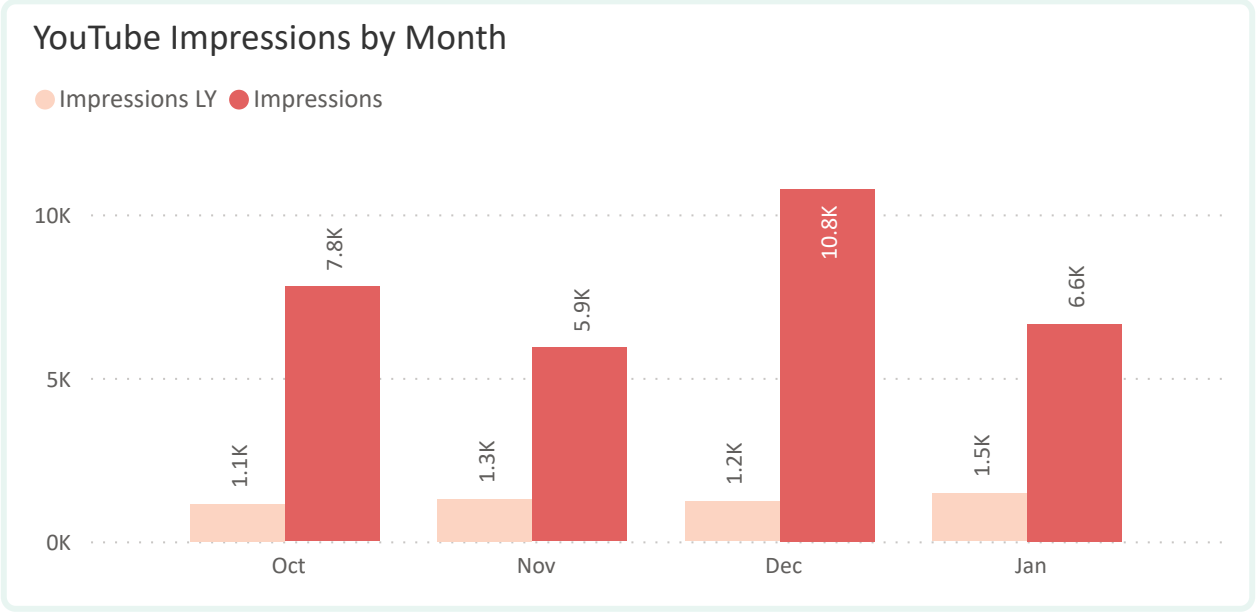
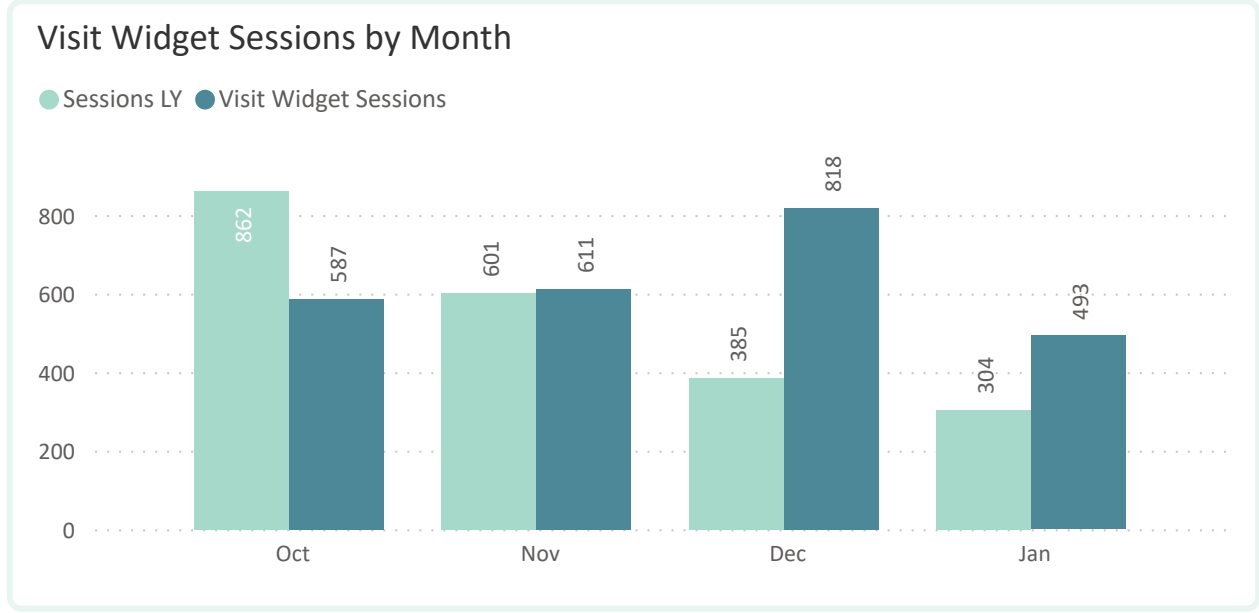
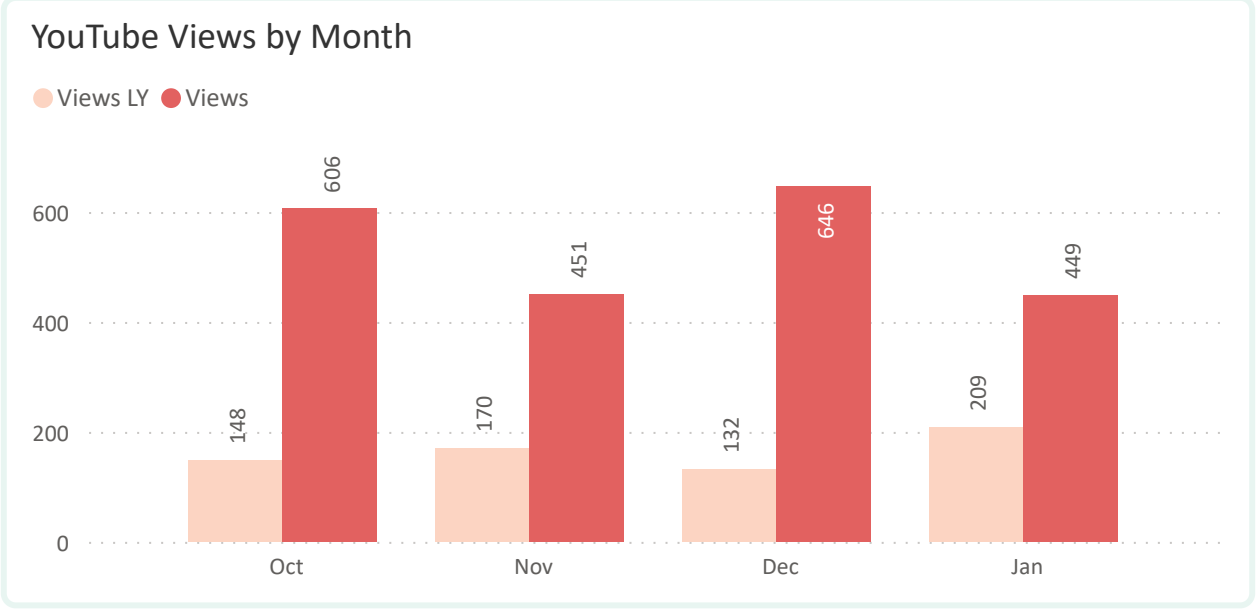
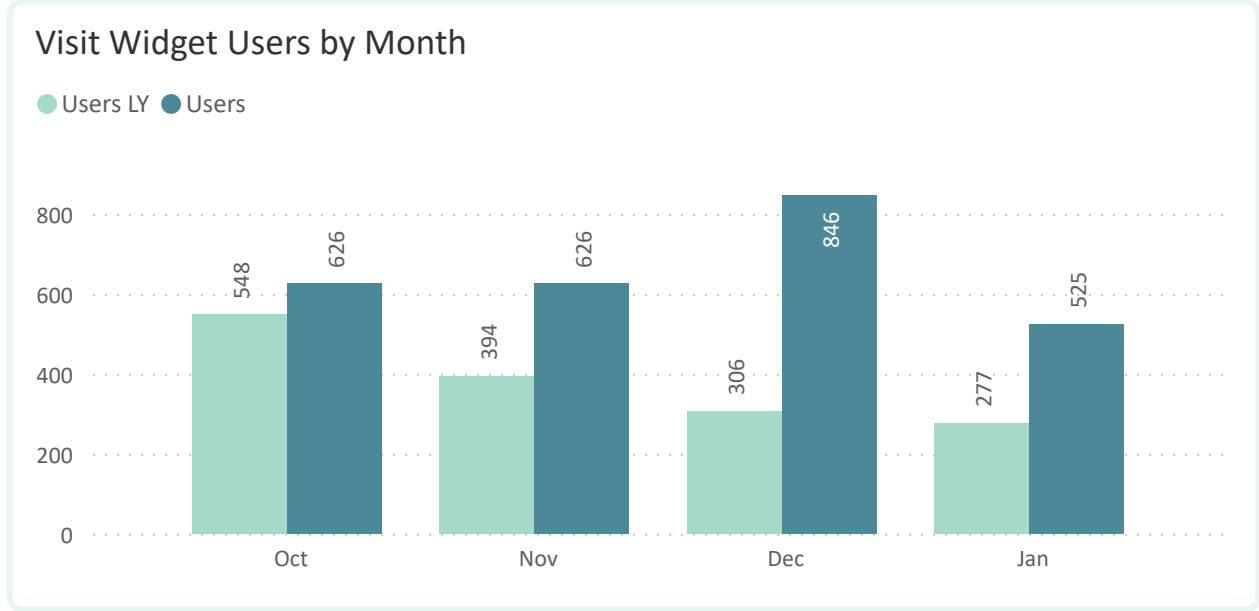


**2,623**  
Visit Widget Users YTD

**2,509**  
VW Sessions YTD

**2,152**  
YouTube Views YTD

**31,128**  
Impressions YTD



31.61%

Open Rate YTD

10.60%

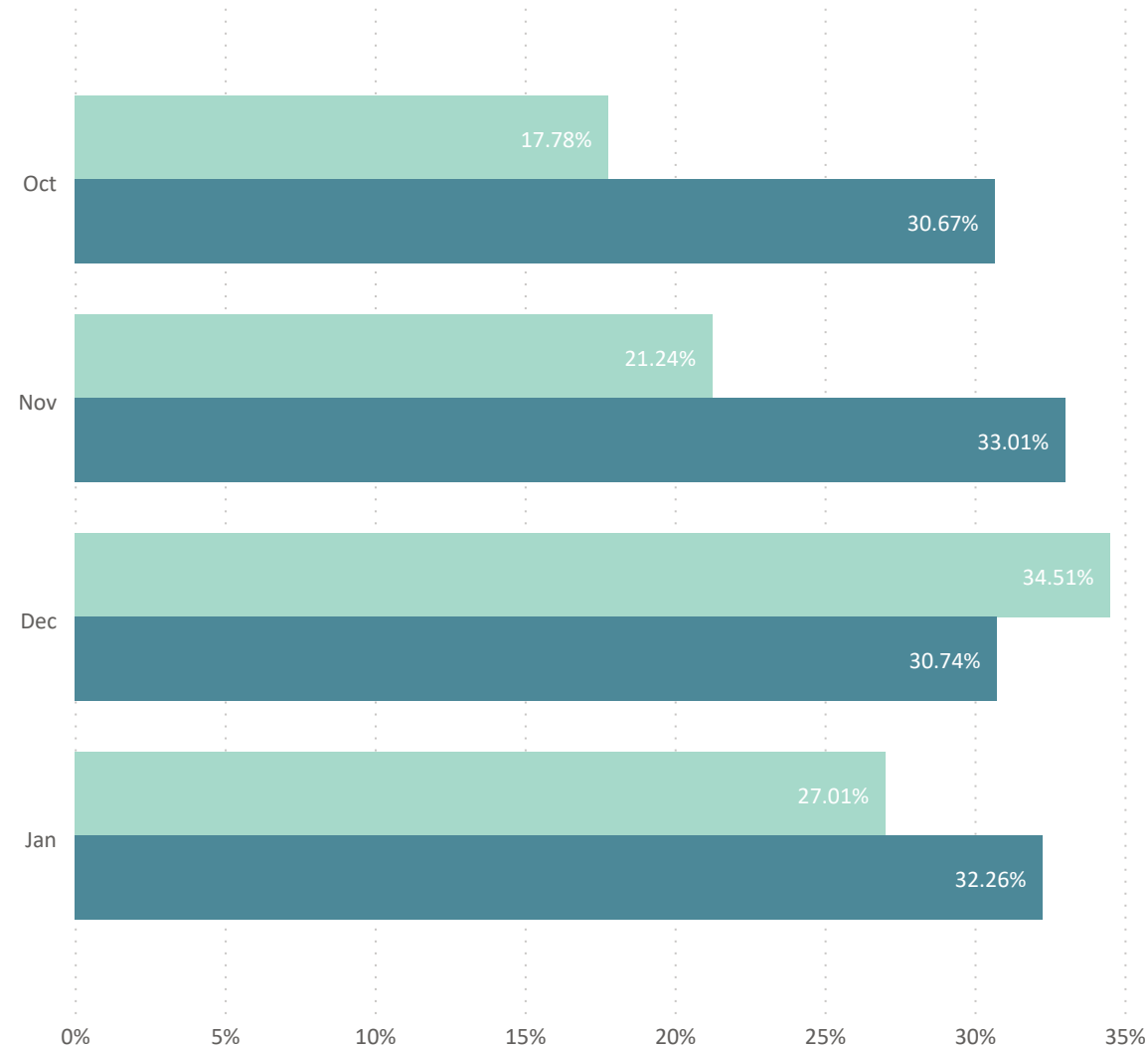
Click Rate YTD

63,381

Total Recipients YTD

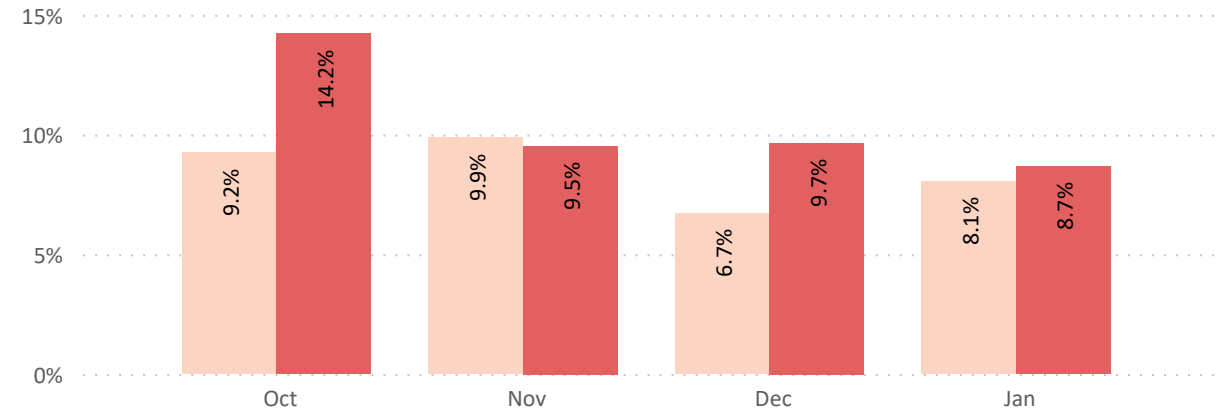
### Open Rate by Month

● Open Rate LY ● Open Rate



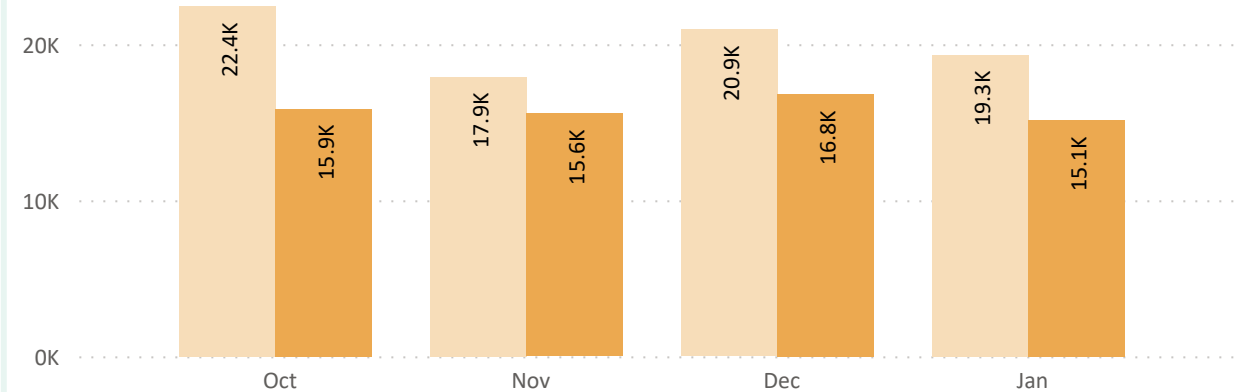
### Click Rate by Month

● Click Rate LY ● Click Rate



### Total Recipients by Month

● Total Recipients LY ● Total Recipients



68.33%

Occupancy YTD

\$91.47

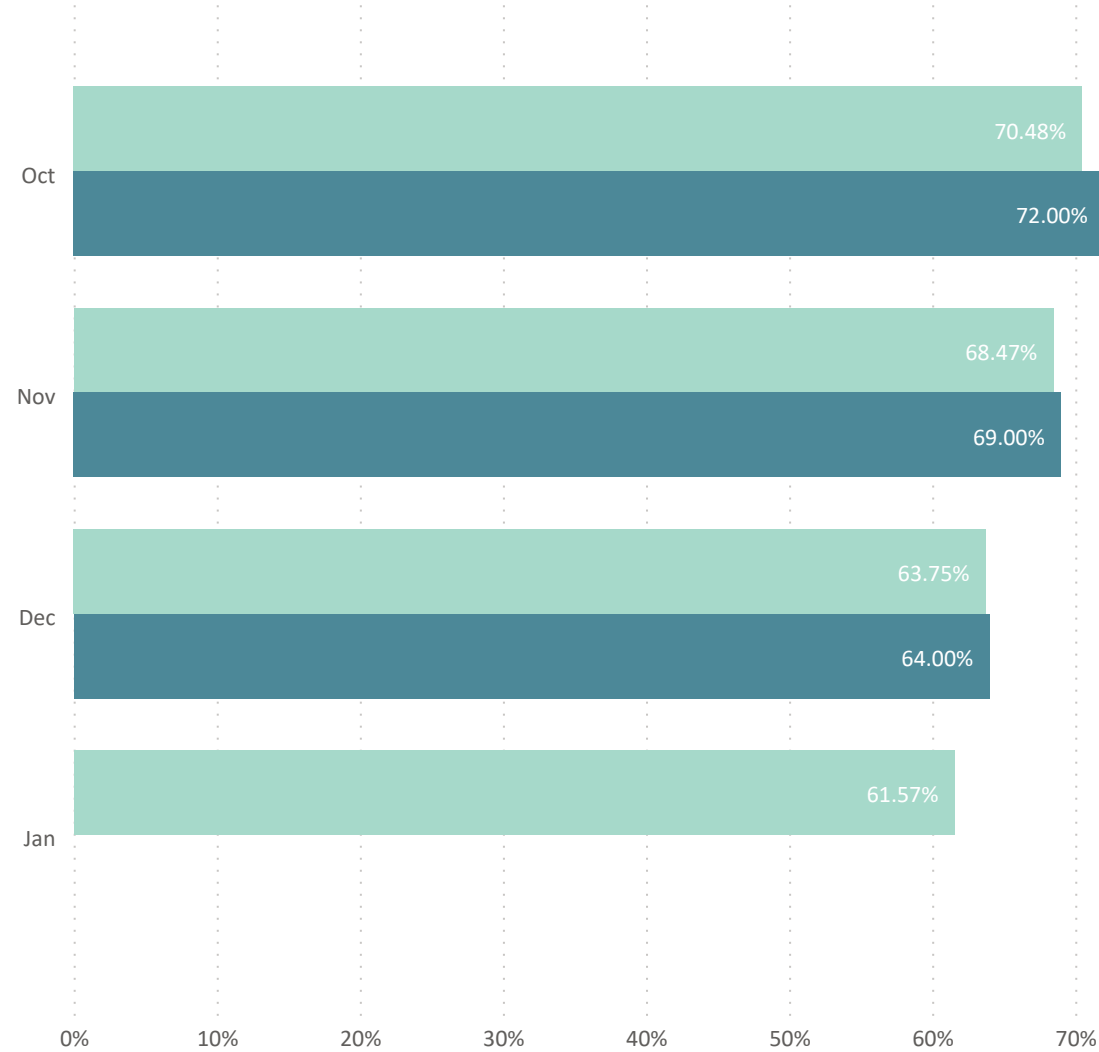
ADR YTD

\$9,626,882.77

Total Revenue YTD

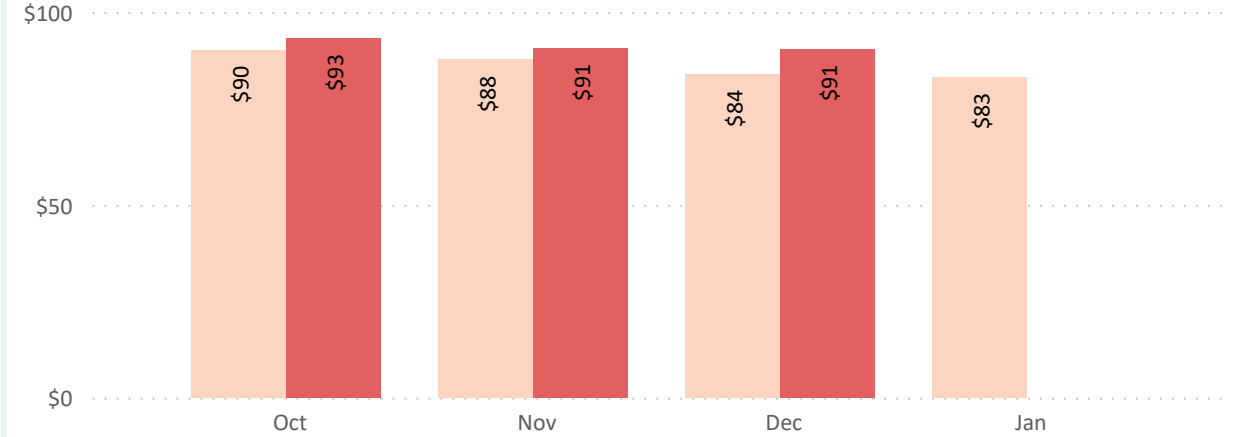
### Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



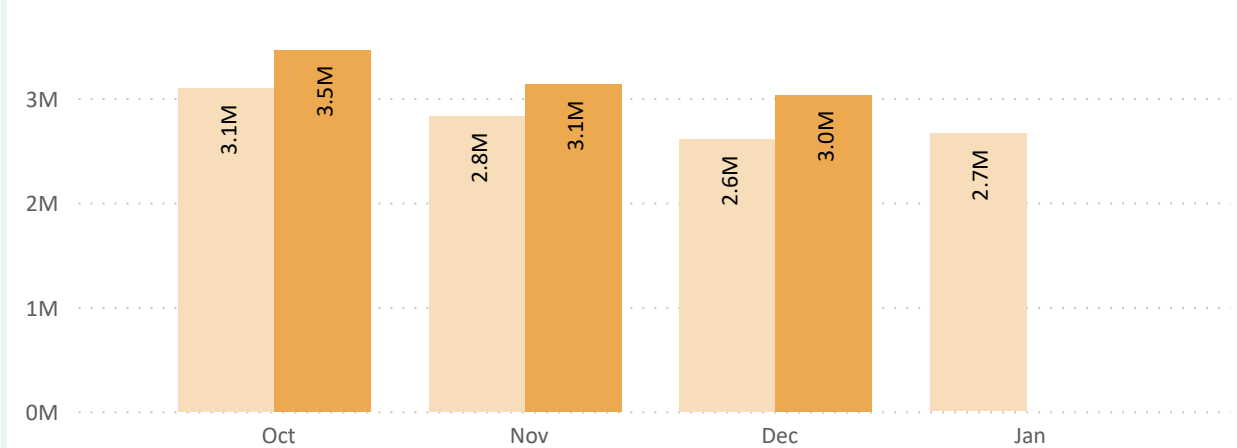
### Average Daily Rate by Month

● ADR LY ● ADR



### Revenue by Month

● Revenue LY ● Revenue



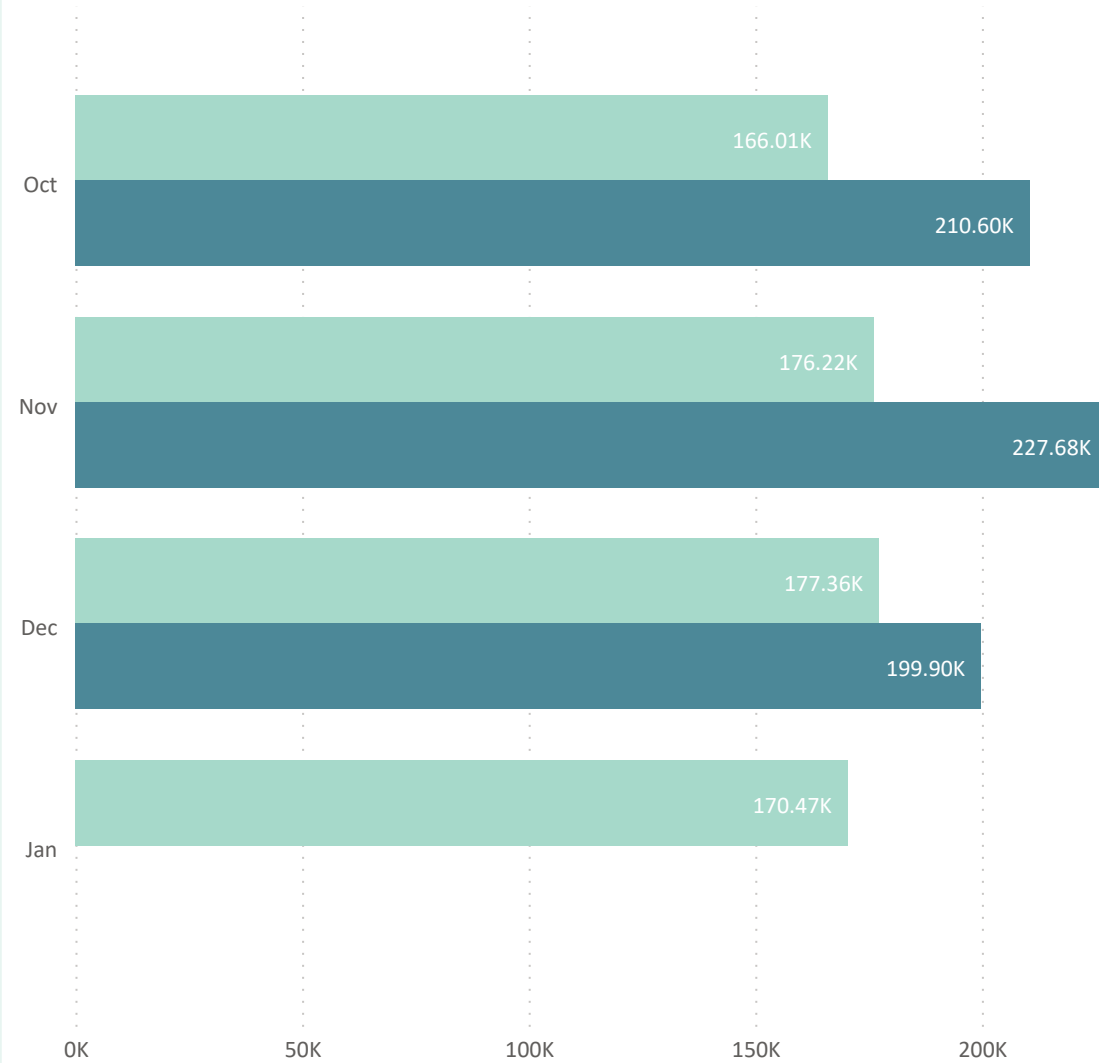
**\$638,186**  
HOT Revenue YTD

**38.63%**  
% Rooms Nights YTD

**81,185**  
# Room Nights YTD

## Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



## Amount Paid by Property

