



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.