



MCVB April 2019 Update

I. MCVB Room Nights Generated: TTL Room Nights: 631; TTL Revenue: \$72,425

WEDDINGS COMPLETED- April 2019 - TTL Room Nights: 231; TTL Rev: \$29,097

- Caldwell/Husband Wedding – Sheraton: 78 room nights, \$8990
- Costello Wedding – Sheraton: 41 room nights, \$5109.
- Brock/Ray Wedding – Sheraton: 15 room nights: \$1785
- Wilkes/Versher Wedding – Grand Hotel: 16 room nights: \$2874
- Ladd Wedding – Grand Hotel: 7 room nights: \$873
- Ratcliff/Amlin Wedding – Grand Hotel: 31 room nights: \$4969
- Garrett/Kaufman Wedding – Hampton Inn: 4 room nights: \$396
- Simmons/Preston Wedding – Holiday Inn: 31 room nights, \$3069
- Brown/Wren Wedding – Hampton Inn: 8 room nights, \$1032
- Mock Wedding – Wedding was cancelled

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Hettish Wedding – Holiday Inn, 0 rooms picked up from block
- Carrasco/Moon Wedding – Holiday Inn & Hampton Inn, 0 rooms picked up from block

ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2019: TTL Room nights: 400; TTL Revenue: \$43,328

Associaton: TTL Rooms: 64; TTL Rev: \$ 7,200

- Texas Folklore Society – Sheraton: 64 room nights: \$7200
- Veterans of Underage Military – Sheraton- No pick up

Corporate: TTL Rooms: 300; TTL Revenue: \$ 30,744

- Torchmark-AIL 301-Sheraton: TTL room nights: 228 ; TTL Rev. \$ 22,116
- Mitas Group-Grand Hotel: Room nights= 69 @ \$8,211, 2 @ \$298, 1-\$199 Total room nights: 72; TTL Rev. \$8,628

SMERF: TTL Room nights: 11; TTL Rev: \$ 2,893

- Junto Group – Grand Hotel: 9 room nights, \$2,595
- Ovation Academy – Grand Hotel: 2 room nights, \$298

Sports: TTL Rooms: 25; TTL Rev: \$ 2,491

- Texas Gymnastic State Championship – Hampton Inn -0, Towne Place Suites- 0, Holiday Inn – 9 room nights, \$891
- Texas State Hammadang Tournament – La Quinta: 8 room nights: \$800; Holiday Inn Express: 8 room nights: \$800

II. Visitors: FYTD Total (Oct. '18– Sept. '19): 2,859

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

- Out of State: 36
- Out of Country: 29
- Texas Residents: 30
- McKinney Residents: 4
- Register Total: 99
- Ticker Counter: 410

III. RFP's: 5 (0-Association, 1-Corporate, 4-Weddings, 0 -Social, 0-Religious, 0-Sports, 0-Day Trips)

Association: 0

Corporate:

1. Verity (Baylor Scott & White partner) July 17, 2019, Room Block of 200 attendees 40. Sent to Hampton, Holiday Inn, Holiday Inn Express, Hilton Home 2, Springhill Suites, & Towneplace.

SMERF: 4 (4-Weddings, 0-Social, 0-Sport, 0-Religious)

1. Genny Holmes (MOB), Sept 21, 2019 – River Rd
2. Chapman/Wise Wedding, May 2019
3. Holmes Wedding, September 2019 – River Rd
4. Graves Wedding, September 2019 – The Springs

IV. Site Visits: 2

- Jack Henry Travel & Meeting Planners: Kim Cotton, Christie Dawson, and Cassie McCarty.
- Garland Senior Recreation Center – Contact: Sarah Bannerman. Looking to bring a group to McKinney in October for a day trip

V. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

- **Blogs: 349**
- Blog Home page – 35
- Film Friendly City – 30
- Plan Your Visit - 12
- Toll Tag blog – 102
- Easter Brunch – 75
- NTTA – 52
- Ice Cream Museum at Chestnut - 43

VI. Visits on Homepage News Flash buttons & landing pages:

Weekend Update page – 165

National Tourism Week –52

Then & Now exhibit – 20

Event-Planning Pages/Meeting Planners Guide – 183

Visitors Guide – 171

MPAC Upcoming Events – 21

KPIs – 10

Tourism Grants – 14

National Travel & Tourism Week - 52

Special Client Pages:

TAAF State Gymnastics Meet – 204

Lacrosse - 85

Big Z Golf Tourney – 7

IAEE - 1

Texas Volunteer Management - 4

VII. Photos, Text Written, Marketing Materials, and Ads Submitted

- Submitted May Hot & Happening info for TourTexas.com
- Two Ask a Local campaign shoots – Phyllis & Bree/Marshall
- National Travel & Tourism Week – wrote press release, created Passport

VIII. Advertising- Website & Publication ROI Tracking:

- Stonebridge Ranch HOA - 4
- Texas Meetings & Events – 2
- Oxford American – 1
- Talk Business 360 (American Airlines) – 3
- MHS Lions – 2
- Boyd Broncos – 2
- Convention South Readers – 6
- Meet Texas Readers – 19
- County Line Magazine – 7
- TSAE – 1
- Texas Meetings & Events Mag – 1
- Louisiana Life – 1
- Tour Texas – 84

SOCIAL MEDIA TRACKING

FACEBOOK - 2018-19					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7491	92,814	378,097	2,678,708
Nov. 18	65	7556	88,311	449,685	2,860,148
Dec. 18	63	7619	159,866	1,042,216	4,343,739
Jan.19	76	7695	135,200	1,022,782	4,626,660
Feb. 19	146	7845	129,516	831,301	4,108,790
19-Mar	106	7951	194,190	1,322,497	5,951,768
19-Apr	144	8095	135,964	812,985	5,175,251
TOTALS	697	54,252	935,861	5,859,563	29,745,064

Type	Number
TWITTER – April 2019	
Followers	5,089
Tweets	6,676
Tweet Impressions	12,100
Profile Visits	228
Mentions by other users	39

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
TOTAL	1335

YOUTUBE	Views	Subscribers
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
Mar-19	142	3
Apr-19	141	0
TOTAL	7932	42

Google Business Pg.	Page Views	Website visits
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2,150	56
TOTAL	13,335	247

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
FY 18-19	21,672	50,639	18,236

Web ANALYTICS-APRIL 2019

April Traffic by Device	Users
Mobile	1434
Desktop	1296
Tablet	207

APRIL 2019 TOP WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,437	1,124	0:01:24	1,009	43.21%	41.89%
Calendar	688	488	0:01:29	304	40.79%	37.21%
Events	282	218	0:00:30	104	31.73%	22.34%
TAAF Gymnastics	182	143	0:03:04	137	69.34%	64.29%
Visitors Guide	171	147	0:02:18	33	69.70%	46.78%
Wknd. Update Sign	165	156	0:02:01	139	66.91%	62.42%
Shopping Centers	156	144	0:02:05	132	86.36%	81.41%
Monthly & Ann. Ev.	121	109	0:02:18	53	75.47%	55.37%
Dining	115	73	0:00:32	13	84.62%	27.83%
Explore	110	90	0:00:25	14	57.14%	20.00%
Calendar	109	97	0:01:32	96	81.25%	80.73%
Staff Directory	103	65	0:00:36	12	66.67%	27.18%
TAAF Gymnastics	85	67	0:04:34	62	75.81%	68.24%
About McKinney	85	76	0:00:55	11	81.82%	31.76%
Wknd. Up. May 2	85	77	0:01:25	8	87.50%	45.88%
Arts in Bloom	84	66	0:01:34	65	76.92%	70.24%
Calendar	80	41	0:01:14	11	36.36%	30.00%
Sitemap	79	20	0:00:38	1	0.00%	3.80%
Easter Blog	75	71	0:02:31	40	90.00%	72.00%
Accommodations	68	60	0:00:30	18	38.89%	16.18%
Event Planning	66	42	0:00:31	18	77.78%	30.30%
Shopping Centers	62	55	0:01:11	39	43.59%	50.00%
NTTA	55	45	0:03:44	45	86.67%	81.82%
Hotels & Motels	55	44	0:02:44	5	60.00%	40.00%
Wedd. Rec. Venues	52	42	0:01:22	27	18.52%	19.23%

Top Countries

Country Breakdown	Users	New Users	Sessions	% Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2937	2798	3591	60.68%	2.34	0:01:48
Canada	56	56	56	78.57%	1.54	0:00:53
Germany	22	21	22	90.91%	1.18	0:00:17
India	15	15	16	81.25%	1.75	0:00:19
South Korea	14	14	14	100.00%	1.0	0:00:00
(not set)	12	12	12	91.67%	1.08	0:00:03
Denmark	10	10	11	90.91%	1.27	0:01:34
Philippines	8	8	8	62.50%	1.62	0:00:15
Mexico	7	7	7	85.71%	1.57	0:00:15
United Kingdom	5	5	7	71.43%	2.43	0:01:01

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	2,166	2,044	2,707	59.44%	2.39	0:01:48
Virginia	77	76	77	90.91%	1.26	0:00:11
California	74	70	80	77.50%	1.61	0:00:48
(not set)	37	37	37	100.00%	1	0:00:00
Oklahoma	32	31	39	48.72%	3.9	0:04:19
Illinois	29	28	30	56.67%	1.77	0:00:38
Florida	25	25	27	59.26%	2.81	0:03:10
New York	25	24	28	50.00%	2.39	0:02:15
Massachusetts	24	22	29	48.28%	2.83	0:02:25
Georgia	23	22	30	60.00%	1.9	0:01:11

Top Cities

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	708	617	938	54.58%	2.72	0:02:17
Dallas	587	538	661	65.36%	1.88	0:01:10
Frisco	89	83	98	60.20%	2.42	0:01:07
Plano	83	80	92	58.70%	2.01	0:01:23
Allen	72	68	86	67.44%	1.76	0:01:17
Houston	64	58	81	74.07%	1.68	0:01:18
Prosper	34	32	43	55.81%	2	0:01:35
Austin	33	32	44	61.36%	2.43	0:01:32
Fort Worth	29	27	33	51.52%	2.64	0:01:33
Carrollton	25	22	29	41.38%	3.69	0:04:17

VISIT WIDGET - APRIL 2019				
	Users	Sessions	Page Views	New Downloads
Widget	60	64	382	
Desktop	43	46	334	
Mobile	17	18	48	
iOS	97	103	667	36
Android	21	22	102	9
TOTAL	178	189	1151	45

CROWDRIFT GALLERY ACCESS - APRIL 2019		
Gallery	Interactions	Views
Summer Fun	17	30
Explore	2	121
Dining	19	129
History (Downtown)	3	90
Events	57	274
Home Gallery	147	623
TOTAL	245	1267

Advertising- Website & Publication ROI Tracking:

Publicity: Does not include \$30,000 for Grants

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

APRIL 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates	\$0	\$8,000	\$24,000	610,000
Courier-Gazette	National Tourism Week	\$4,500	\$1,000	\$16,500	100,000
Community Impact	Game On - article on bringing sports groups to McK	\$7,500	\$9,500	\$51,000	410,000
County line Magazine	Included McK in Farm to table dinner article/MCVB provided	\$450	\$3,500	\$11,850	50,000
TOTALS		\$12,450	\$22,000	\$103,350	1,170,000
FY 18-19 Totals		\$29,364	\$153,515	\$712,733	9,661,000

X. Lost Business-2

1. Texas Retailers, Room nights 149, Attendees: 250. Sheraton did not have space due to Texas Agri Life holding their conference there.
2. 2020 TTIA Unity Dinner – Late Feb/Early March. 700 Attendees, 170 room nights, Tuesday/Wednesday Pattern