



**To:** MCVB Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** March 22, 2016  
**RE:** McKinney CVB February 2016-Staff Report

### **Goal 1 Operational Excellence**

#### **Strategies:**

- **Develop and maintain a customer service oriented organization culture that emphasizes continual quality of life improvement throughout the city**
  - Letter from Chamber Staff to Dee-dee, Re: Chamber Awards

#### **Events: 2**

- Chamber Awards
- TTIA Unity Dinner
  - Travel Spending in McKinney (Spending, Earnings, Employment, Local & State Tax Receipts):<http://www.deanrunyan.com/TXTravelImpacts/TXTravelImpacts.html> (Travel Spending in McKinney)
    - Go to selected Cities
    - Select City- McKinney
    - Hit Access Data upper right
  - Legislative Briefing:
    - Preserve full funding for state tourism promotion (Office of the Governor, Economic Development and Tourism)
    - Maintain school start date law (4th Monday in August)
    - Ensure dedicated funds are used for their intended purposes
    - Prevent unfair taxes and unreasonable regulations on the Texas travel industry
    - Protect the Event Trust Funds
    - Preserve state funding for beneficial travel and tourism programs at Texas Parks & Wildlife Department (TPWD), Texas Historical Commission (THC), Texas Department of Transportation (TxDOT) and Texas Commission on the Arts (TCA)
    - Support comprehensive transportation infrastructure planning and support (Move Texas Forward coalition)
    - Support reasonable public policies for water infrastructure and water/drought planning

**Webinars: 0**

**Goal 2 Financially Sound Government**

**Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

**Tradeshows/Missions: 3**

- NTA Exchange (Team Texas)- Atlanta, Georgia
- Quinciañera Expo- Irving, TX-11 leads
- Heritage Springs Bridal Show

**Hot Tax Collections: February 2016 – Sales Report**

**SMERF Totals: TTL Room Nights: 63, TTL Rev: \$9317**

**Weddings:**

- Corbin-Knowles Wedding: Holiday Inn – 5 Rooms, TTL Rev \$515
- Burkett Wedding: Grand Hotel – 16 Rooms, TTL Rev: \$2464
- Smith-Trumble Wedding: Grand Hotel – 42 Rooms, TTL Rev: \$6338
- No pick-up report on Alaina Dowdy Wedding

Social Groups: N/A

Sports Groups: N/A

- MOM 2015 vs. 2014 ( 15 Hotels & 3 B&B/VRBO reporting)
  - January 2016: \$103,830
  - January 2015: \$ 59,241
    - 75.27%↑

**Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 30**

**Association: Austin Sales Calls: 15**

- Texas Trucking Association/Texas Motor Association- Lance Schillinburg (Madison)- Call for Nov. 2017 bid, \$132.00 rate/Wed.-Fri., Sections A&B Breakfast & Lunch @Sheraton.
- Texas Association of School Professional Administrators- Chandelle Crane- Personal emergency met w/ 2 other planners in the office.
- Texas Association of School Personnel-Jennifer Garrido-Cold Call- Good lead has 2016 dates for 50 attendees. Tue/Wed-\$139 rate. Follow up call for a site visit.
- National Alliance for Insurance & Education Research- Ricardo Bosque- Great lead-call for a Site Visit. 650 Meetings per yr. Mon-Wed, Possible use Collin College and use Sheraton for Hotel room nights.
- United States Tennis Association- Met w/ Pam Jaeger Email Tennis Court Information9 High School & The Courts).
- Ms. Memo-Judy LeViseur- Follow up after SW Showcase- had to go out of town unexpectedly

- Texas Land and Title Association-Lynee Daves- call in June for next year's planning phase.
- Fiatch- Met w/Eva Leos wanted Sales Kit and to meet us, not sure how meetings are moving forward.
- Texas Veterinary Medicine Association- Ellen Forthsythe- Talked about using Colling College Higher Ed Building for a Sat class and using Hotel for overnights.
- Texas Association of Freestanding Emergency Rooms- Lisa (Pearson) Keltner-send information on Mitas Hill, Tupps & Ricks) Steak 101 Class One day Saturday meeting-50 room block.
- Texas Rural Water Association- Angela Russell- Fall Management Peer Conference- Has Nov 2017 Available. Got a copy of the 2016 RFP to see if we can fit their meeting needs/shared w- Robin at the Sheraton. District Meeting Conference- Site Visit on 11/1/16 after a meeting in Fort Worth.
- Texas Association of Counties- Michelle Ewere- Working w/ Planners to get RFPS as available. Follow up call from TX Connect.
- Municipal Advisory Council of TX-Laura N. Slaughter-Plans Board Meetings/Board is in Dallas.
- Texas Institute for Education Reform-Cameron Petty-Drop, left sale skit. Follow up.
- TAAF- Ginger Stegera (new planner) Ask Parks & Rec to bid on Management School Cont. Ed 3 days 70-80 attendees. Sept 20219- Annual/Mon. - Thur., 100-120 attendees 3<sup>rd</sup> week of Sept. would like to have a Golf tournament w/1 Social Event)
- Texas Golf Storage Association-Sonnia (planner) –Dropped off information. Follow up.

#### **Corporate: Frisco/Plano, TX: 12**

- RSI Repair Service-Samsung- Only meet at Executive Offices.
- Tyler Technologies-Brandy Shepherd dropped off sales kit. Follow up.
- Erickson-Dropped off Sales kit
- Pepsi Co-Met w/Admin Becky /Sally, will call if there is a need.
- Denbury Onshore- Spoke to Emily Stanton in HR will keep information for any outside meeting requests.
- Dr. Pepper Snapple Group-Chris Rogers- asked for information on new venues: Sugarbacon, Piazza on the Green, Rye & Colin College. Email sent. Follow up.
- Frito Lay, Inc. Dianne Douglas asked to have sales kit Dropped off. Follow up.
- JC Penney Corporate- Met w/ Christina Walker said she would call if anything came up. Follow up.
- Intuit Inc. Left Sales Kit w. Security- Follow up w/ HR to get planners name.
- Miller Coors of Plano- Drop- Sales Kit left w/ Front Desk. Follow up.
- Rent-A-Center- Alishia Berry, Dropped of sales kit- follow up- Alisha was in training.
- Yum restraint- Sent an email to Josie Betts for replacement. No email returned went to drop another sales kit for the new planner.

#### **SMERF: 1**

- Vintage Market Days- Sent Jackie Shaw Economic Impact Information.

#### **McKinney Top 25: 3**

- Food Source- Corporate by out Blount Fine Foods-Elizabeth Russel use Hampton Inn for out of town guests. Have meeting space on site.
- Tong Yang Group- Spoke to Sheri Wu, use Abby Liu to make arrangements.
- Southwest Ice Cream Specialties- Angie Parks- Need help w/ Hotels from time to time. Left Sales kit and Business Card asked her to call me, if she ever needed room blocks.

**MCVB Calendar of Events 2015-2017: 2 New**

Month	Group	Venue	Room Nights	Attendees
<b>October</b>				
10/4/15 - 3/3/15)	Houston Apartment Association (June Sales Calls)	Sheraton	20	10 ( Sending Top 10 Performers as an incentive for the weekend)
10/3-7/16	Emerson	Sheraton	90	30
10/2016	Cornerstone Health	Sheraton	150	175
10/23-26/2016	Texas State University-Texas School Safety Center (SW Showcase)	Sheraton & Collin College Higher Ed. Bldg.	240	250
10/2016 or 11/2016	Texas Association of Assessing Officers ( SW Showcase)	Sheraton & Holiday Inn	55	40
<b>November</b>				
11/2016	Cornerstone Health	Sheraton	150	175
11/2016	TASBO (Texas Association of School Business Officials) Lost to Allen Marriott	Sheraton	150	105
11/16/2016	Collin County Association of Realtors- Installation Ceremony	Piazza on the Green/Trolley	350	0-using Wingate in Frisco, TX
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
<b>December</b>				
12/6-8/16	Emerson	Holiday Inn	30	15
12/13-15/16	Emerson	Holiday Inn	30	15
Month	Group	Venue	Room Nights	Attendees

<b>January</b>				
1/12-14/16	Emerson	Holiday Inn	30	15
1/14-17/16		Heard Natural & Science Wildlife Museum	100	Using Hilton Garden Inn in Allen, they said the Sheraton was too pricey
1/16-17/2016	Nehemiah Network (tentative)	Hampton Inn	15	15
1/19-21/16	Emerson	Holiday Inn	30	15
<b>February</b>				
2/2-4/16	Emerson	Holiday Inn	30	15
Winter 2016	Texas Classic Tournaments	East McKinney Fields	20	100
2/9-11/15	Emerson	Holiday Inn	30	15
<b>March</b>				
<b>April</b>				
4/16/2016	Texas Chiropractic Association- 1 Day Seminar (SW Showcase)	Sheraton & Holiday Inn	100	0
4/2016	Red Hats-(Retired State Agency Executive Secretaries)	Sheraton, Holiday Inn & The Grand	40	50
4/25-28/16	Emerson	Sheraton	90	30
April 1-2, 2016	Destination Imagination	Anna TX /Fair Park	100+	8000
April (will now by December 19 <sup>th</sup> )	Tae Kwando Tournament	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees
4/2017	Civil Court Process- Bid won	Sheraton	300	120
4/2017	Justice of the Peace- Lost Bus.	Sheraton	495	150
<b>May</b>				
5/6-8/2015	Strikes Against Cancer	Craig Ranch, Towne Lake, Gabe Nesbit, Mouzon, North Park, Triple Creek Academy &	2014:118 2015:142	510 teams 50,000 attendees

		McKinney ISD- fields		
5/7-8/16	Vintage Market Days	Myers Park	30	8000 (weekend)
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/28/16	Bike the Bricks	Downtown McKinney	2014: 0 2015:19	2014: riders: 550; attendees: 8,000 2015: 600, 9,000
May 2016 (dates not determined)	U-90C Soccer Tourney	Craig Ranch	2014:93 2015:45 (McKinney did not have enough hotels rooms due to another tournament)	2014: teams: 15 attendees:1000+ 2015: teams: 20 attendees:1000+
May 2017	Court Personnel	Sheraton-Lost Bus.	310	170
<b>June</b>				
6/10-12/16	Lynn Varnell	Gabe Nesbit & Craig Ranch Soccer	300	300 Teams/2000- 3000 attendees
6/3-5/16	Analysis Group Team Building Event (Dallas)	Was looking for information: hotels, things to see and do	Sheraton	10
6/7-9/16	Emerson	Holiday Inn	30	15
6/14-16/16	Emerson	Holiday Inn	30	15
6/2017	Texas Counseling Association	Sheraton- Lost Bus.	400	350
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/11-14/16	Triple Crown Softball	Craig Ranch, Gabe Nesbit, Towne Lake	2014:281 2015:209	
<b>July</b>				
<b>August</b>				
8/2016	Miniature Book Society	Sheraton	50	100
<b>September</b>				
9/2016	Fortium-National Partner Meeting	Sheraton & Holiday Inn	75	75
9/2019	Texas Society of Anesthesiologists (SW Showcase- Lost Business- Need lots of space for	N/A	1160	250

	Exhibitors- only want to be in one hotel)			
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Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Rat & Rod Show (Tupps Brewery)
- Home for the Holidays
- Ghost Walk
- 4<sup>th</sup> of July Parade
- Holiday Home Tour
- Dinosaurs Live!
- Living History Days
- Collin County Historical Society Museum
- Halloween at the Heard
- Second Saturday
- ORLY- Old Red Lumber Yard
- Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardner Events)
- Farmers Market
- State of the City of McKinney Volunteer McKinney
- Chamber Community Awards
- Pumpkinville at Tucker Hill
- Sanctuary ( Adriatica ) Events
- Franconia Brewery Tour
- Tupps Brewery Tour
- Heritage
- Whales Manor Music Under the Stars
- City wide weekend events/concerts
- All MPAC Events

**Visitors:**

- **FYTD Total (October '15 –September '16): 694**
- February Total: 206
- Out of State: 67
- Out of Country: 20
- Texas Residents: 37
- McKinney Residents: 82

**Day Trips: 0**

**Made in McKinney Store Revenue:**

- Sales for February 2016 \$ 394.80
- Sales for February 2015 \$ 950.10
- MOM down by 58.45%

#### **RFP Rec'd-2**

- Collin County Realtors Association-11/16/16- Installation Ceremony
- Business Analysis Group-6/16- Looking for a site to have their team building

#### **Site Visits: 0**

#### **SMERF (Social, Military, Religious, & Fraternal)**

**New Prospects:** Bold & *Italic indicates new business: 18 Weddings (4-New), 0- Day Trip (0 new), & 1 Sport (0 new)*

#### **New & Ongoing Prospects: *Italic indicates new business***

- April Goodman Wedding – March 2016
- Raboy/Boswell Wedding – March 2016
- Megan Ellis Wedding – April 2016
- Lindsay Lee Wedding – April 2016
- Samiya Akram Wedding – April 2016
- Natali Martinez Wedding – April 2016
- Patke Wedding – June 2016
- Lynn Varnell – Soccer Tournament – June 2016
- Summer Graham Wedding – June 2016
- Cannella/Eisenhart Wedding – June 2016
- Dana Pense Wedding – June 2016
- Geotz/Ruminski Wedding – July 2016
- Gina Roll (MOB) Wedding – August 2016
- Oscar Butos Wedding – Sept 2016
- Lynn Varnell – Soccer Tournament – June 2016
- *Chris Caffareal Wedding – May 2016*
- *Anders Wedding – July 2016*
- *Alvarado Wedding – July 2016*
- *Stanley Wedding – September 2016*

#### **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: 226**



## **Mailing Leads Processed: February 2016 Leads Processed: 2808**

### Top Five Sources:

- Tour Texas –43
- Madden Media - 83
- Travel Fun – 56
- Texas State Travel Guide – 137
- See Texas First – 2141

## **Advertising/Marketing/Media**

Created/submitted materials (photos and text) – new this month

- Blogs
  - Meet McKinney's Bed & Breakfasts – 150
  - February 2016 Full of Sweet Events – 28
  - Wurlitzer Organ to Shine – 44
  - **Previous month blogs that are still performing in top 25 pages**
    - Undercover Boss Comes to McKinney (Published end of January) – 122
    - The Voice contestant blog (Still getting reads) - 102
- Successful press pitches
  - Undercover Boss/Marcos Pizza – article published by Courier on 2/7
  - Segway Tours – Good Morning Texas aired a 5-1/2 minute live piece
- Submitted photos and text:
  - Texas Events Calendar (Summer months)
  - Photos to Courier and McKinney Image Magazine
  - Photos to City Council/City attorney for city manager search brochure
  - Speech for Tourism Partner of the Year
- Ads created and submitted in Feb.
  - Louisiana Life
  - Convention South (ad & advertorial copy)
  - Certified Folder ad
  - TCC (TML Magazine) ad
  - Texas Meetings+Events ad
  - TripInfo special section ad – foodie destinations

## **Photos Representing MCVB**

Took photos at the following events/venues to post on Facebook:

- Krewe of Barkus photos

## **SOCIAL MEDIA TRACKING**

### **Facebook tracking**

- "Likes": 4520 (73 new likes)
- 28 Day Engaged Users: 49,961
- 28 Day Total Reach: 514,482
- 28 Day Total Impressions: 2,452,098
- Paid Reach Impressions (Segway Tours promoted for one day on Facebook): 7,038

## Twitter

- Followers: 3711 (36 new ones)
- Tweets: 4922
- Tweet impressions: 18.3K (up 11.4%)
- Profile Visits: 242
- Mentions by other users: 13

## Blog Views on WordPress:

- 303 reads
- Lifetime views: 29,531
- Lifetime Visitors: 14,485

## YELP

- 14 views
- 3 website visits
- 12 months – 135 views/28 website visits
- 24 months – 275 views/60 website visits

## Google+ Page/YouTube

- Google+ - Page views: 7,434
- YouTube Channel: 1,366 Views/9 subscribers

## WEBSITE ANALYTICS

- Total Website visits: 2278
- Page Views: 12965
- Unique Visitors: 1894
- Total Lifetime Website visits: 100,593
- Total Lifetime Page Views: 429,077
- Total Lifetime Unique Visitors: 85,488

## Top 25 Pages in Feb. 2016 (Notice that three blog entries are showing in the top 25 pages!)

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	2,258	926	0:00:22	893	1.46%	18.38%
Calendar	939	368	0:00:30	309	1.29%	21.09%
Explore	399	154	0:00:15	9	0.00%	7.02%
Calendar	354	135	0:00:21	10	9.09%	11.58%
Stay	260	93	0:00:08	16	0.00%	5.00%
Events	234	94	0:00:09	6	0.00%	6.41%
Visitors Guide	202	94	0:00:33	11	0.00%	20.79%
Attractions	192	84	0:00:36	4	0.00%	10.42%
Dining	166	56	0:00:05	4	0.00%	2.41%
Home	164	70	0:00:50	60	5.00%	25.00%

Staff Directory	161	64	0:00:29	12	8.33%	24.22%
B&B Blog	150	68	0:00:32	61	0.00%	42.00%
Unique Venues	148	65	0:01:09	2	0.00%	9.46%
Shopping	146	70	0:01:02	34	0.00%	36.99%
Weddings & Rec	143	60	0:00:12	48	2.08%	11.89%
About McKinney	124	55	0:00:15	3	0.00%	12.10%
Undercover Boss	122	51	0:00:12	45	0.00%	36.89%
Unique Venues	114	51	0:00:43	1	0.00%	14.04%
Unique Venues	114	43	0:01:30	0	0.00%	14.91%
Shopping	114	46	0:00:22	14	0.00%	16.67%
Dining & Nightlife	112	42	0:00:27	12	0.00%	13.39%
All Places to Stay	106	40	0:00:41	5	0.00%	8.49%
Attractions	104	41	0:00:25	1	0.00%	4.81%
Plan Next Mtg in Mck	104	57	0:00:25	49	6.12%	46.15%
The Voice Blog	102	45	0:00:26	44	0.00%	44.12%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	2,161	76.31%	1,649	4.07%	5.76	0:02:08
Canada	18	77.78%	14	0.00%	4.67	0:00:42
Germany	18	88.89%	16	0.00%	2.89	0:00:08
United Kingdom	9	88.89%	8	0.00%	8.33	0:02:42
Philippines	7	85.71%	6	0.00%	6.57	0:03:50
France	6	100.00%	6	0.00%	2.67	0:00:32
India	6	66.67%	4	0.00%	10	0:06:01
Brazil	5	100.00%	5	0.00%	4.8	0:04:22
Hungary	5	40.00%	2	20.00%	2.8	0:01:41
Mexico	5	80.00%	4	0.00%	8	0:01:55

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
Texas	1,533	76.65%	1,175	1.57%	5.89	0:02:13
California	108	71.30%	77	15.74%	4.93	0:01:56
New York	103	91.26%	94	20.39%	2.71	0:00:51
Illinois	51	78.43%	40	13.73%	4.08	0:01:52
Florida	48	56.25%	27	25.00%	2.98	0:01:37
Oklahoma	41	85.37%	35	2.44%	8.46	0:02:49

Georgia	32	62.50%	20	6.25%	5.38	0:02:40
Virginia	30	96.67%	29	30.00%	4.53	0:01:37
(not set)	22	81.82%	18	45.45%	1.77	0:00:24
Kansas	22	59.09%	13	18.18%	3.27	0:00:47

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs./Visit	Avg. Visit Duration
McKinney	650	68.00%	442	0.62%	5.72	0:02:06
Dallas	146	84.93%	124	2.05%	6.62	0:03:25
Plano	101	86.14%	87	1.98%	5.28	0:01:34
Frisco	51	72.55%	37	5.88%	5.06	0:01:45
Houston	45	84.44%	38	4.44%	3.31	0:00:43
Fort Worth	36	75.00%	27	2.78%	5.22	0:02:24
Richardson	35	82.86%	29	2.86%	6.83	0:02:04
Allen	33	87.88%	29	0.00%	5.15	0:01:51
Austin	23	86.96%	20	8.70%	4.91	0:01:34
Carrollton	20	75.00%	15	0.00%	6.6	0:02:33

**ADVERTISING Website & Publication ROI Tracking:**

Scans of QR codes/using redirect URLs in our ads:

Tea in Texas Holiday Issue: 14

McKinney - Maharani Weddings: 34

Welcome, Louisiana Life Readers: 2

Meeting Planner Page (from QR code on card and meetings/events magazines) - **47**

**February 2016 Media Coverage:**

**Courier-Gazette** (Published online version of MCVB Weekend Update each week)

- (Online) Ad Value: \$1600
- PR Value: \$4800
- Impressions: 49384

**Marco's Pizza on Undercover Boss:**

Pitched article/provided contact info for follow-up after show aired

- Print Value: \$2860
- (Online) Ad Value: \$1600
- PR Value: \$8580
- Impressions: 49384

**Article on McKinney Photo of the Day FB page:**

(Reporter quoted Beth on behalf of CVB and asked for contact info)

- Print Value: \$2257
- (Online) Ad Value: \$1600
- PR Value: \$6771
- Impressions: 49384

**McKinney Image Magazine (Beth provided two articles she wrote):**

**Trout Derby with photos – 1 page**

- Print Value: \$2825
- Online ad value: \$1400
- PR Value: \$8475
- Impressions (distribution for print): 47,000

**Myers Park/Dog Agility and More – (2 pages)**

- Print Value: \$5650
- Online ad value: \$1400
- PR Value: \$16,950
- Impressions (distribution for print): 47,000

**WFAA Good Morning Texas (5-1/2 minute live segment)**

Pitched Segway tours; reporter did live segment

- Broadcast Value: \$8,000
- Online ad value: \$4000
- PR Value: \$24,000
- Impressions (distribution for print): 419,780

Also Value-Added coverage of McKinney in TripInfo Magazine in February – a feature of the contract with them for our presence on their website.

**TOTALS Media Values for FEBRUARY 2016: - free positive publicity/press generated by MCVB**

TOTAL PRINT/BROADCAST VALUE: **\$21,592**

TOTAL ONLINE AD VALUE: **\$11,600**

TOTAL PR VALUE: **\$64,776**

TOTAL Impressions: **661,932**



## February 2016 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, framed pages & page requests not fully transmitted.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + 8 Text Ads on Market, Tables, Tour Index & Video Index + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features Campaign Start 10/2015; \$9,120 Annual Buy	\$760	\$3,800

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,692	5,666
TRIPinfo Quarterly Digital Magazine		13,733
TRIPinfo.com Online	665	3,034
<b>Total Impressions</b>	<b>2,357</b>	<b>22,433</b>

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	56	283
<b>Click-Thru Rate</b> (Clicks Divided by Online Impressions + Newsletters)	<b>2.38%</b>	<b>3.25%</b>

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Travel Display Ads average CTR = 0.07%. <b>Your TRIPinfo.com CTR is 46 times the industry average.</b> Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 46 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 \$222+ 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! <b>A click from a TRIPinfo.com travel pro has buying power up to ~375 times more than consumers,</b> who spend < \$4,000/year for family vacations. Multi-media impressions boost CTR!

**Behavioral Marketing: Multiview Behavioral Marketing Campaign** –visits to our landing page

**Leads: 5**

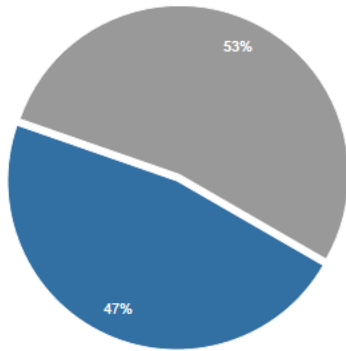
- Independent Bankers Association
- Burt & Associates
- B&M Machinery Co.
- Warfront Café LLC
- Intercom Online

Multiview Behavioral Marketing Campaign – 661 click-thrus

## All Campaign Overview



### Impressions Usage

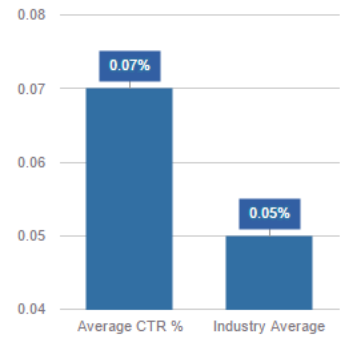


● Served Impressions ● Remaining Impressions

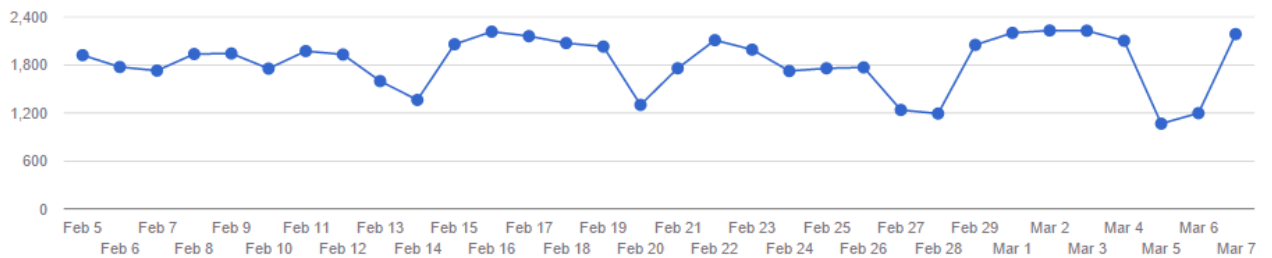
### Impressions Served



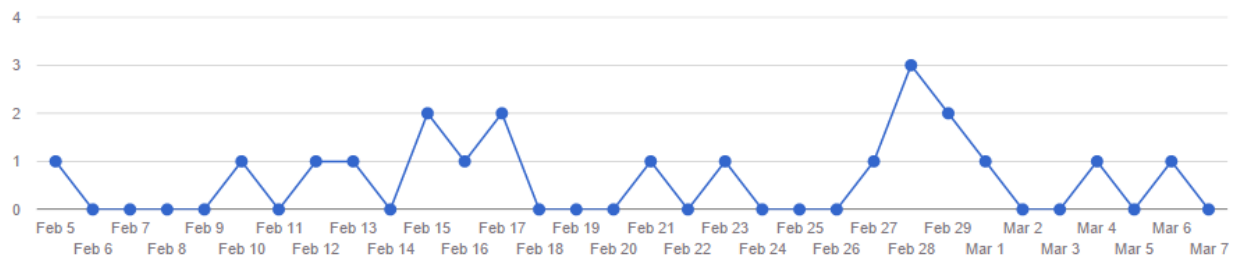
### Impressions Remaining



### Impressions Served - Last 30 Days



### Clicks - Last 30 Days



**Top 5 McKinney Hotels January 2016 Occupancy Rates:**

Comfort Inn 97.03 %  
Hampton Inn 46.02 %  
Holiday Inn 74.85 %  
La Quinta 63.62 %  
Sheraton 61.62 %

**Sheraton Occupancy Rates FY 14-15:**

- Mar. 2015: 24.60 % (Had three days of tax in Feb. paid in March)
- Apr. 2015: 39.29 %
- May 2015: 50.47 %
- Jun. 2015: 69.70 %
- Jul. 2015: 75.60 %
- Aug. 2015: 56.22 %
- Sept. 2015: 56.43 %

**Sheraton Occupancy Rates FY 15-16:**

- Oct. 2015: 67.28 %
- Nov. 2015: 61.35 %
- Dec. 2015: 69.24 %
- Jan. 20116 61.62 %

**LOST BUSINESS-1**

- Collin County Association of Realtors- Installation Ceremony- Using Wingate 11/16/16.