



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: September 27, 2016 – **No Quorum Meeting Cancelled**

RE: McKinney CVB August 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**

From: Barbara Williamson [<mailto:willibj1@att.net>]

Sent: Monday, August 22, 2016 8:42 AM

To: Paul Grimes <pgrimes@mckinneytexas.org>

Cc: Vanesa Rhodes <vrhodes@visitmckinney.com>; Beth Shumate <bshumate@visitmckinney.com>

Subject: Commendations for the McKinney Convention and Visitors Bureau

Mr. Grimes,

I am writing to enthusiastically endorse the staff at the McKinney Convention and Visitors Bureau. My husband and I were hosts to a long weekend convention of the Miniature Book Society, Inc. This international society meets only once a year in different cities around the world. McKinney, Texas was chosen for the 2016 venue. We live in McKinney and the first step to begin the planning process was in the McKinney Convention and Visitors Bureau. The actual convention was held in the Sheraton McKinney Hotel. We hosted folks from 4 countries and 17 US States.

We worked with Vanesa Rhodes and all her staff members. From the beginning, we received such solid support and resources from this office. When we signed up to host the Conclave, GoTaps was still in place and we were so happy to have simple transportation for our conference attendees. When GoTaps folded, transportation around McKinney became a huge issue. Vanesa worked with us tirelessly to find solutions for moving attendees around the city. They put together wonderful welcome bags for our attendees. When a Thursday night VIP dinner venue fell through, they helped us find another wonderful place to host our VIPs.

I can't say how important their generous support was to us as we are not event planners. This office is so critical to visitors. I'd like to leave you with a moment that our guests are STILL talking about. On Saturday, August 5, we bussed our guests to the Historic Square for free time to shop and dine. While we had a bus circulating, some folks were still downtown past the bus service deadline. They assumed they could just get a taxi. (Note: please please help with the lack of taxi service in McKinney. It is brutal and with economic growth, it is so essential). Some folks ended up in the Visitor's Center. They got back to the hotel when a staff member getting off duty, brought them in her own car. In another case, a shopkeeper from the Square brought others back to the Hotel.

Our guests were full of gratitude and amazement at the radical hospitality so evident in McKinney. Our deep thanks and sincere appreciation goes out to every member of the McKinney Convention and Visitors

Bureau. Because of them, our feedback from attendees proclaimed McKinney Texas the best venue in 34 years of this conference. With the state of our world being often chaotic, we were so proud of our little city McKinney, Texas!

With gratitude and admiration,

Barbara J. Williamson
Miniature Book Society, Inc.
2016nd Conclave Host

Events: 4

- Dee-dee Guerra attended the Leadership McKinney Retreat on 8/11-12/16.
- Vanesa Rhodes attended the Heritage Springs Bridal Show in Anna TX on 8/21/16.
- Beth Shumate & Vanesa Rhodes attended the Texas Association of Convention and Visitors Bureau annual conference on 8/15-19/16. Vanesa Rhodes was certified and awarded as a TDM (Texas Destination Marketer) at the conference.
- Beth Shumate spoke at Morning Lions Club meeting (Market Street).
- Sports- City Manager Grimes MCVB Staff, Dana Riley & MISD Superintendent Dr. Rick McDaniel, & the MISD Athletic Staff met with the NAIA (National Athletic Intercollegiate Association) about possibly bring a Football Championship Play-off game in December 16, 2017 to the new MISD Football Stadium. Consensus was that it was too soon to the delivery date of the stadium. City Manager Grimes asked to see if they could wait until 2018, so that we would have a year under our belt and all the kinks were worked out with the stadium. We want to produce a memorable experience for these athletes and their families and fans. Still waiting to hear from Coach Pratt on the discussion he had with the NAIA on the response we gave to their proposal

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: 0

Hot Tax Collections: August 2016 – Sales Report TTL Room Nights: 299; TTL Rev: \$38,837

SMERF: TTL Room Nights: 299 TL Rev: \$38,837

(7 Weddings- & 1 Social Group 2 weddings had no pick up)

Weddings: 124 Rooms, TTL Rev \$15,187

- Elliott Wedding – Sheraton Hotel: TTL Room Nights: 31, TTL Rev: \$4309
- Roll Wedding – Towne Place Suites: TTL Room Nights: 25, TTL Rev: \$ 2725
- Sterling/Conky Wedding – Holiday Inn: TTL Room Nights: 2, TTL Rev; \$ 218
- Samantha Sands Wedding – Sheraton Hotel: TTL Room Nights: 39, TTL Rev: \$4992
- Aidan Dially Wedding – no pick up
- Di Domenico/Landers Wedding – no pick up
- Stefanie Caldwell Wedding – Holiday Inn: TTL Room Nights: 27, TTL Rev: \$2943

Social Groups:

- Miniature Book Society Conclave – Sheraton Hotel: TTL Room Nights: 175, TTL Rev: \$20,650

Education Groups: N/A

Sports Groups: N/A

Associations/Corporate: 0 TTL Room nights; ; TTL Revenue: \$ 0& F&B: \$948.89

- Visage – Dru Reiss (popular Ink) Meeting at Ricks 101 no room nights. F&B \$948.89

HOT Tax Collections:

MOM 2016 vs. 2015 (16 Hotels & 6 B&B/VRBO reporting)

- July 2016: \$ 153,021
- July 2015: \$ 115,619
 - 32.35%↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF/MCKINNEY TOP 25 Sales Calls:21

Association: Follow up calls-10

- American Heart Association- You have to go through their procurement and there is no guarantee they will call back. I sent in our information.
- American Mensa followed up and left message for meeting planner (Marie Myer) & sent email. No response.
- American Orthodontic Society- Tom Cahpamn said he would never have a need to bring a meeting to McKinney with all the hotels in the Dallas area that are closed to the airport.
- American Subcontractors- Francine Dix- TX Connect lead. Left voice mail & followed up with an email. No response.
- Arlington Young Lawyers Association- Sent Deanna Green an email, no phone number was listed on their website.
- Association of Progressive Rentals Organization- Bill Keese/ Shelley Martinek. Spoke to Shelly their meetings are too large for our venues, they need 35,000 sq ft just for exhibit space.
- Collin County Association of Realtors- Follow up call to Christina, checking on Nov.'16 Event at Piazza on the Green. Christa followed up with an email and stated that she has everything she needs.
- Greater Denton/Wise County Realtors-Nancy Meyers, sent two emails and tried calling twice. No response.
- International Association of Venue Managers-Bill Jenkins, followed up with an email & voice mail. He wanted to come for a site visit.
- Women's Golf Association of McKinney- Barb Probst & Ruth Stovall. Helped with their annual Diamonds in the Rough Golf Tournament.

Corporate: (Follow up calls): 10

- AB Maui Bakery Ingredients- Followed up with Cedric Jackson; kept information on file. Will call if he needs anything.
- Applied Operations LLC-Multiview Lead. Called and left two voice mails, no response.
- Behringer Investments-Warren Farmer- Followed up with voice mail and an email to see if he would be willing to come do a site visit. No response.
- Blue Lynx Media- Do not have meetings outside of their offices according to the receptionist.
- Cisco Systems- Niecey Burns. Emailed Niecey twice and left two voice mails, no response.
- Denbury Onshore LLC- Email sent and left a voice mail from Emily Stradon (HR). No response.
- EMcare-Janet Warby-Sent two emails. No response.
- Fia Tech- Called and emailed Eva Leos regarding reorg and to see if the company was still traveling for their meetings. No response.
- Frito Lay- Dianne Douglas-Currently use Sheraton and can only use Pepsi served venues/hotels.
- Lennox International- Kim Hentges to big from McKinney. Mainly do meetings out of state.

McKinney Top 25: 1

- Simpson Strong tie- Met with Lisa Chumbley. MEDC (Abby Liu) assisted with this meeting. Currently they bring 850 room nights a year to the Courtyard in Allen. We are working on setting up a site visit for the Hampton Inn & Townplace Suites. From time to time she uses the Holiday Inn and Suites depending on the level of employee that is coming into town. She refuses to work with Sheraton. Too many complaints on getting in and out of the hotel. They had accounting issues, the employees that stayed were billed for items not being used. This should have been set up as a direct bill to Simpson Strong Tie.

MCVB Calendar of Events 2015-2017:2

Month	Group	Venue	Room Nights	Attendees
October				
10/3-7/16	Emerson	Sheraton	90	30
10/20-21/16	First Mortgage- BID WON	Grand Hotel & MPAC-Emerson Board Room, Lunch from Patina Green, Dinner at Ricks Chophouse	6	6
November				
11/16/2016	Collin County Association of Realtors- Installation Ceremony	Piazza on the Green/Trolley	350	0-using Wingate in Frisco, TX
11/10/16	Kansas City Railroad Association- Dinner party tribute to retiring Pres	Sheraton	30	50

11/6-10/17	Emerson	Sheraton	90	30
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
Month	Group	Venue	Room Nights	Attendees
December				
12/6-8/16	Emerson	Holiday Inn	30	15
12/13-15/16	Emerson	Holiday Inn	30	15
12/4-6/17	Emerson	Holiday Inn	30	15
12/6-8/17	Emerson	Holiday Inn	30	15
12/12-14/17	Emerson	Holiday Inn	30	15
12/19/16	Vasquez Taekwondo	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees
January				
1/17-/19/17	Emerson	Holiday Inn	30	15
1/19-20/17	TCDLA (Texas Criminal Defense Lawyers Association (1 Day Seminar)- BID WON	Holiday Inn	60	60
1/24-27/17	Emerson	Holiday Inn	30	15
February				
2/27/17-3/3/17	Emerson	Holiday Inn	30	15
March				
April				
4/18-20/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120
May				
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/23-25/17	Emerson	Holiday Inn	30	15
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19 2016: Cancelled-weather	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
June				
6/6-8/17	Emerson	Holiday Inn	30	15
6/13-15/17	Emerson	Holiday Inn	30	15
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
July				

7/14-16/16	TX Academy of Nutrition & Dietetics	Sheraton	120	60
7/20-21/16	Texas Society of Infection Control & Prevention (TSICP)	Sheraton	50	30
7/18-20/17	Emerson	Holiday Inn	30	15
August				
8/10/16	Visage (Dru Reiss (Popular Ink)	Rick's Chophouse- rick's 101	18	0
8/2016	Miniature Book Society	Sheraton	50	100
8/15-17/17	Emerson	Holiday Inn	30	15
September				

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
- 4th 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): 2023; YTD:4019**
 - August Total: 281
 - Out of State: 96
 - Out of Country: 44
 - Texas Residents: 50
 - McKinney Residents: 91
- **Note: Out of Country visitors that stopped in the visitors center the month of August, 2016: Scotland, Australia, Russia, England, Italy, Puerto Rico, Taiwan, Germany, South Africa, Malta – Europe, Chile, and China.**

Day Trips: 0

Made in McKinney Store Revenue:

- Sales for August 2016 \$ 1010.00
- Sales for august 2015 \$ 879.07
- MOM up by 14.89%

RFP's:

- RFP'S sent: 2
 - TCDLA-Texas Criminal Defense Lawyers Association. One day Seminar in McKinney. January 20, 2017 and need assistance finding a hotel to host the seminar. 60 people classroom, a sleeping rooms for the night of the 19th (govt. rate). Continental breakfast, and maybe boxed lunch.
 - First Service Mortgage Strategic Planning Session (lead from MEDC- Abby Liu), 10/20-21/16, 6 attendees.
- RFP Bid Won: 13
 - TCDLA-Texas Criminal Defense Lawyers Association. One day Seminar in McKinney. January 20, 2017 and need assistance finding a hotel to host the seminar. 60 people classroom, a sleeping rooms for the night of the 19th (govt. rate). Continental breakfast, and maybe boxed lunch.
 - First Service Mortgage Strategic Planning Session (lead from MEDC- Abby Liu), 10/20-21/16, 6 attendees.
 - *Barnard/McCoy Wedding – September 2016*
 - *Overman/Gartley Wedding – October 2016*
 - *Dunn/Adair Wedding – October 2016*
 - *Sepeda/Beene Wedding – December 2016*
 - *Rachael Blanchard Wedding – February 2017*
 - *Hensley/Wilson Wedding – March 2017*
 - *McCauley/Little Wedding – March 2017*
 - *Caitlyln Gilliam Wedding – May 2017*
 - *Neena/Vay Wedding – July 2017*
 - *Swanson Meetings & Event Planning Family Reunion –June 2017*
 - *Wylie High School 10 Year Class Reunion – May 2017*

Site Visits: 0

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: Bold & *Italic indicates new business:*

29 Weddings (11-New), 0- Day Trip (0 new), 3-Social (2- new)& 1- Sport (0- new)

New & Ongoing Prospects: *Italic indicates new business*

Ongoing Prospects:

- Stetler Media & Expos – September 18, 2016 (Sheraton)
- Stephanie Caldwell Wedding – September 2016
- Namey Wedding – September 2016
- Tavera Wedding – September 2016
- Stanlely Wedding – September 2016
- Oscar Butos Wedding – Sept 2016
- Britt Wedding – October 2016
- Stoner Wedding – October 2016
- Foote Wedding – November 2016
- The Sports Source – Soccer Tournament – December 2016
- Barron/Rhodes Wedding – December 2016
- Gajewski-McGowan Wedding –December 2016
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Knuth/LaGrow Wedding – May 2017
- Kofahl Wedding – June 2017
- Michael Elliott Wedding – August 2016
- McKinney Noon Lions Fall Conference – Oct 2016 (Holiday Inn)
- Rohr Wedding – March 2017
- Emily Jones Wedding –November 2016
- Kara Girardo Wedding – October 2016
- Coleman/Haskew Wedding – October 2016
- Brown/Ussher Wedding – October 2016
- *Barnard/McCoy Wedding – September 2016*
- *Overman/Gartley Wedding – October 2016*
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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: 500 - Dallas Stars Youth Hockey Texas Show Down

Mailing Leads Processed: July 2016 Leads Processed: 1046

Top Sources:

- See Texas First – 970
- Southern Living – 5
- Tour Texas – 71

Advertising/Marketing/Media:

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

- **Blogs on our website: 219**
 - Bay Willow Design – 70
 - Catch 'Em All (Pokemon)- 16
 - 21 Reasons I'm Obsessed with McKinney (guest blog) – 133
- **Submitted photos and text:**
 - Nothing in August – nothing going on other than Oktoberfest
- **Ads/materials created and submitted**
 - Created Tea in Texas co-op piece (partnership with Heard-Craig House/Chestnut Square)
 - Home & Away web banner ad
 - Daytripper materials
 - TSAE Banner ads
 - Oxford American ad
 - TourTexas.com Sept newsletter materials – Oktoberfest
 - Wrote/delivered proclamation for Sport Source tourney
 - Oktoberfest landing page and home page News Flash button for our website

Photos Representing MCVB

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

- Farmers Market
- More Back the Blue photos
- Miniature Book Fair

ADVERTISING Website & Publication ROI Tracking: Scans of QR codes/using redirect URLs in our ads:

- Welcome to McKinney (tear off map) – 2
- Convention South – 2
- Quinciañera page – 6
- Meeting Planners Guide (from cards/handout) – 14
- Welcome to the Website (visitors Guide) – 1

SOCIAL MEDIA TRACKING

AUGUST 2016 Social Media Coverage			
Type	Number	Increase #	Percentage
Facebook			
Likes	4991	116	2.32%
28-Day Engaged Users	58,916	23,899	40.56%
28 Day Total Reach	669,707	341,676	51%
28-Day Total Impressions	3,459,735	1,712,900	49.51%
Twitter			
Followers	3990	62	1.50%
Tweets	5142	46	21.10%
Tweet Impressions	19200	Not given	-13.70%
Profile Visits	317	Not given	10.10%
Mentions by other users	20	Not given	33.30%
Yelp			
	July	12 mon.	24 mon.
Views	8	129	26
Web Visits	2	256	50
Word Press Blog			
	Views	Lifetime views	Lifetime Visitors
August	261	35413	16045
Google Sites			
	Views	Followers	Subscribers
Google+	8348	17	N/A
YouTube	1718	N/A	8

WEBSITE ANALYTICS

AUGUST WEBSITE ANALYTICS					
Total Visits AUGUST	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg Views	Lifetime Pg Views
3546	9,971	2,905	117,292	510,964	96,677

Top 25 Pages in AUGUST 2016

Page	Pg Views	Unique Pg Views	Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,987	1,545	0:00:56	1,473	38.42%	38.35%
Calendar	833	644	0:01:10	503	42.35%	36.97%
Visitors Guide	322	259	0:01:36	18	61.11%	38.51%
Explore	250	177	0:00:30	10	60.00%	16.00%
Events	225	174	0:00:30	7	28.57%	12.00%
Dining-Nightlife	171	139	0:02:27	111	80.18%	61.40%
Shopping	166	141	0:01:25	81	64.20%	43.37%
Dining-Nightlife	160	128	0:00:43	8	62.50%	20.00%
Wedding/Recep Venues	156	121	0:00:41	89	35.96%	29.49%
About McKinney	151	118	0:01:19	14	57.14%	22.52%
Shopping Centers	144	134	0:02:15	101	87.13%	77.78%
Stay	141	101	0:00:12	9	33.33%	8.51%
21 Reasons Blog	133	108	0:03:05	95	83.16%	76.69%
Monthly & Ann. Ev	131	121	0:01:45	51	68.63%	45.04%
Res. Directory	126	91	0:00:37	1	100.00%	20.63%
Weekend Updates	126	113	0:02:19	7	57.14%	39.68%
Welcoming Bus.	107	91	0:01:25	91	73.63%	74.77%
Unique Venues	103	73	0:02:21	5	60.00%	24.27%
Res. Directory	73	65	0:00:39	1	0.00%	12.33%
Bay Willow	71	62	0:02:27	57	82.46%	78.87%
TX Hwys Mag.	70	65	0:02:39	2	0.00%	37.14%
Unique Venues	69	49	0:02:26	3	100.00%	15.94%
Res. Directory	68	56	0:00:29	0	0.00%	10.29%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,106	82.10%	2,550	50.42%	3.06	0:02:08
United Kingdom	93	100.00%	93	62.37%	1.88	0:00:19
France	31	100.00%	31	93.55%	1.1	0:00:04
Canada	11	100.00%	11	45.45%	1.91	0:00:18
India	11	90.91%	10	72.73%	4.09	0:00:22
Germany	10	100.00%	10	100.00%	1	0:00:00
(not set)	10	100.00%	10	90.00%	2	0:00:29
Philippines	5	80.00%	4	60.00%	2.4	0:00:54
United Arab Emirates	4	100.00%	4	100.00%	1	0:00:00
Bangladesh	4	50.00%	2	25.00%	2.75	0:04:08

	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,346	80.52%	1,889	51.02%	2.96	0:02:12
California	100	85.00%	85	51.00%	2.72	0:02:08
Oklahoma	65	86.15%	56	30.77%	4.66	0:03:02
Illinois	55	85.45%	47	50.91%	2.84	0:01:28
Florida	44	84.09%	37	59.09%	2.34	0:01:05
Kansas	42	83.33%	35	45.24%	4.79	0:02:59
New York	38	86.84%	33	34.21%	2.95	0:01:11
Arizona	29	75.86%	22	48.28%	3.38	0:01:41
Louisiana	29	89.66%	26	51.72%	3.31	0:02:39
Virginia	27	85.19%	23	77.78%	2	0:00:35

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	744	68.68%	511	53.49%	2.88	0:02:33
Dallas	582	85.40%	497	56.70%	2.62	0:01:53
Plano	132	78.79%	104	50.00%	3.24	0:02:18
Frisco	81	80.25%	65	53.09%	2.73	0:01:25
Allen	70	92.86%	65	52.86%	2.19	0:00:49
Austin	49	81.63%	40	34.69%	3.71	0:02:08
Houston	49	93.88%	46	48.98%	2.41	0:00:46
Fort Worth	44	90.91%	40	27.27%	2.93	0:02:41
Prosper	39	92.31%	36	43.59%	2.97	0:02:36
Irving	27	96.30%	26	37.04%	3.3	0:01:24

AUGUST 2016 Media Coverage:

AUGUST 2016 Media Coverage:

AUGUST 2016 - MCVB Publicity/Free Media Coverage Values					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Courier-Gazette	Weekend Update	\$0.00	\$1,600.00	\$4,800.00	49384
BubbleLife (by Rita Cook)	Local Performance Training Facility	0.00	2000.00	6,000.00	837,343
TOTALS		0.00	\$3,600.00	\$10,800.00	886,727



August 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, bots & 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	\$8,360

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	480	6,968
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,029	13,813
TRIPinfo Quarterly Digital Magazine	1,006	38,320
Total Impressions	2,515	59,101

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	44	689
Click-Thru Rate	1.75%	1.17%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. Your TRIPinfo CTR is 23x the industry average. Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 23 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! A click from a TRIPinfo.com travel pro has buying power up to ~375 times more than consumers, who spend < \$4,000/year for family vacations. Multi-media impressions boost CTR!

Behavioral Marketing:

Multiview Behavioral Marketing Campaign - Reports no longer generated monthly – Nothing this month

Top 5 McKinney Hotels July & August 2016 Occupancy Rates:

	<u>July</u>	<u>August</u>
Comfort Inn	75.63%	70.25%
Hampton Inn	99.18%	97.92%
Holiday Inn	86.41%	87.13%
La Quinta	87.30%	67.91%
Sheraton	72.61%	63.86%
Townplace	86.30%	N/A

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. 2016: 61.62 %
- Feb. 2016 : 71.58 %
- Mar. 2016: 63.53 %
- Apr. 2016: 82.34 %
- May 2016: 64.60 %
- June 2016: 75.03 %
- July 2016: 72.61%
- August 2016: 63.86%

LOST BUSINESS-0