

visit mckinney Monthly Report

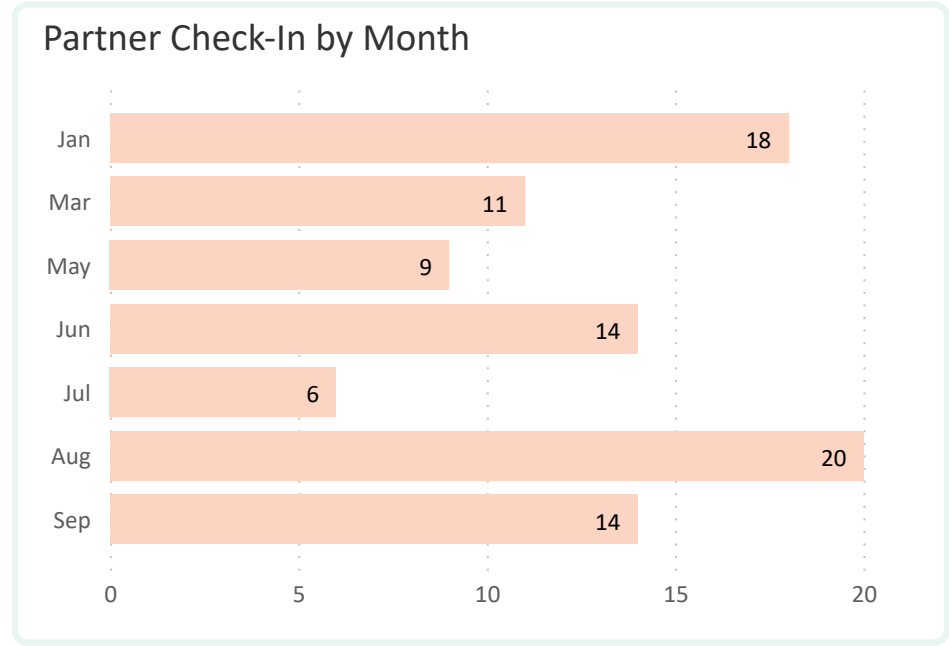
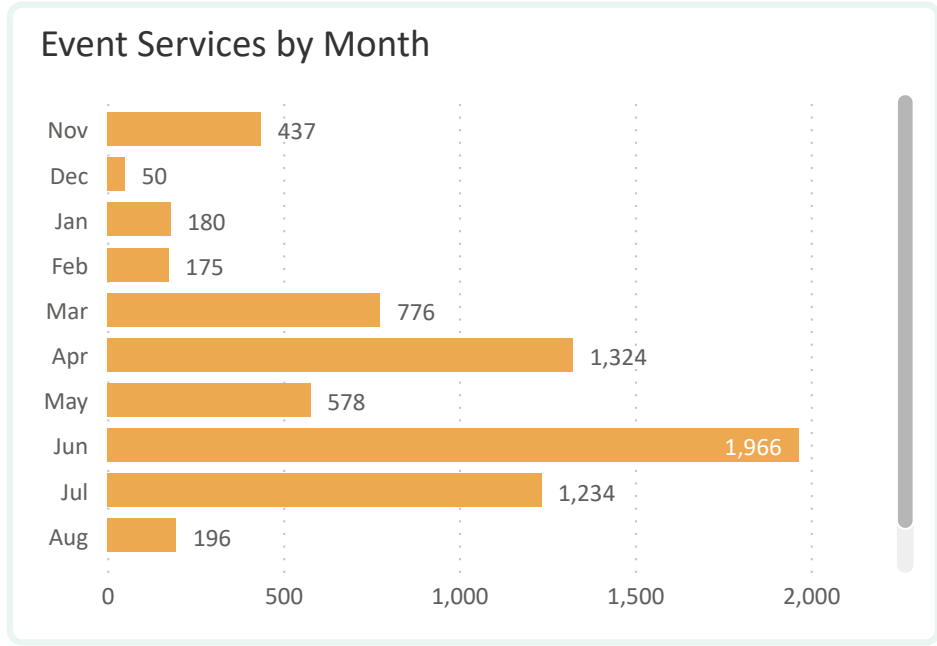
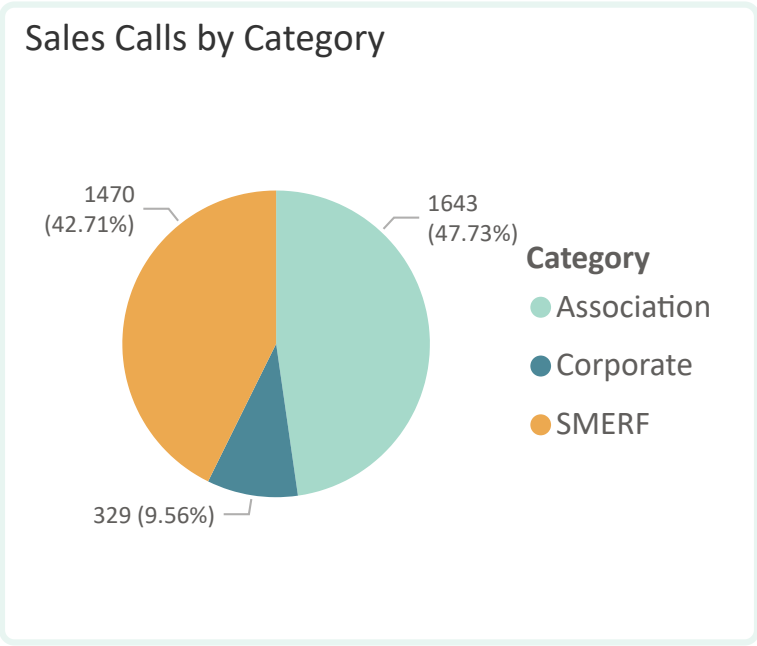
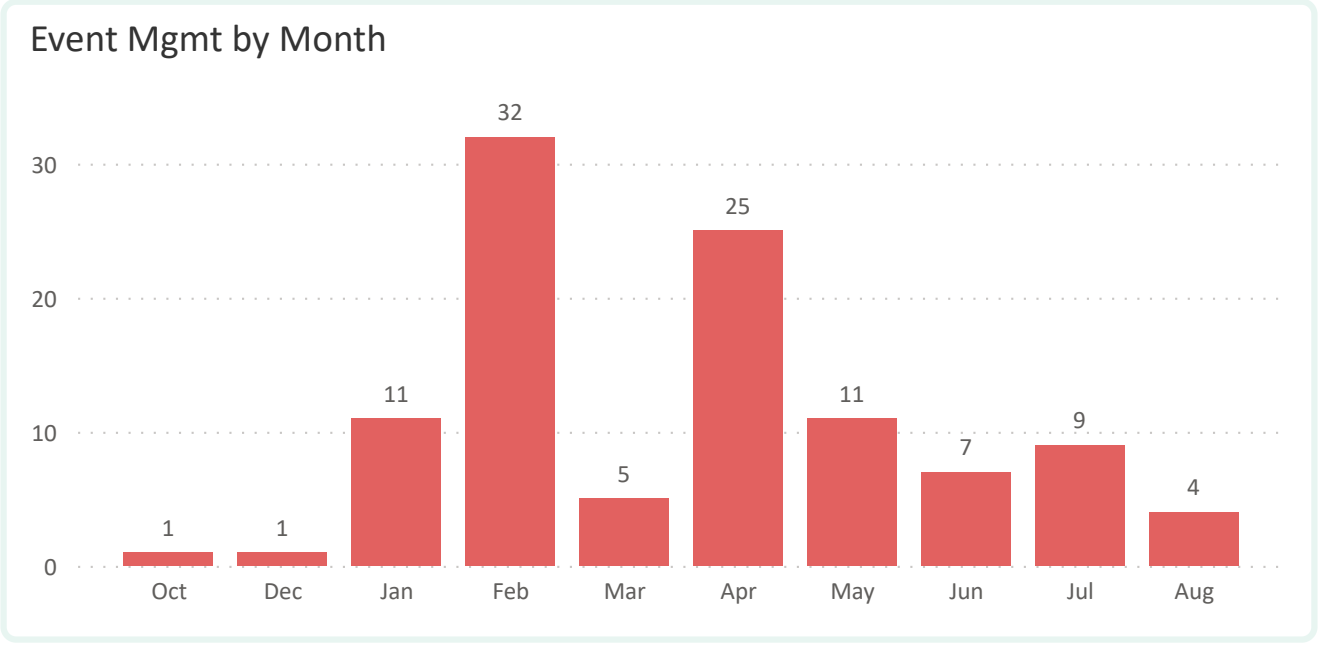
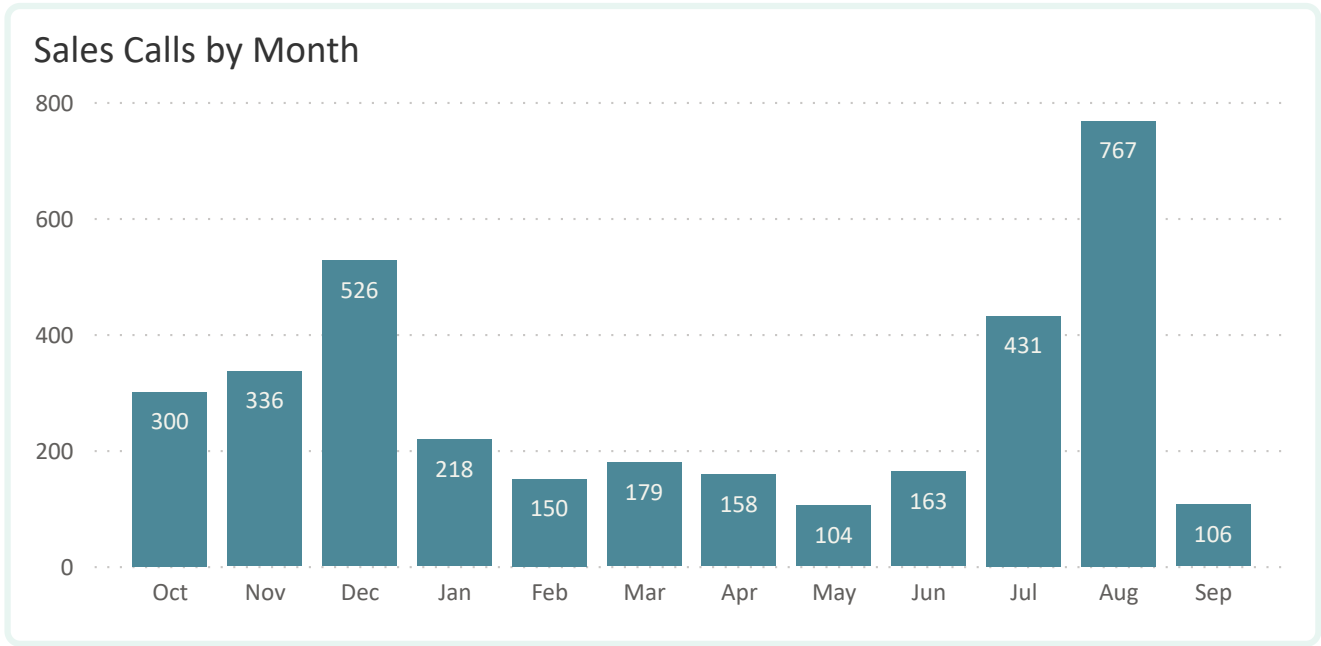
October - 2022



3442
Sales Calls YTD

106
Event Mgmt YTD

7,150
Total Welcome Bags YTD



105

Leads YTD

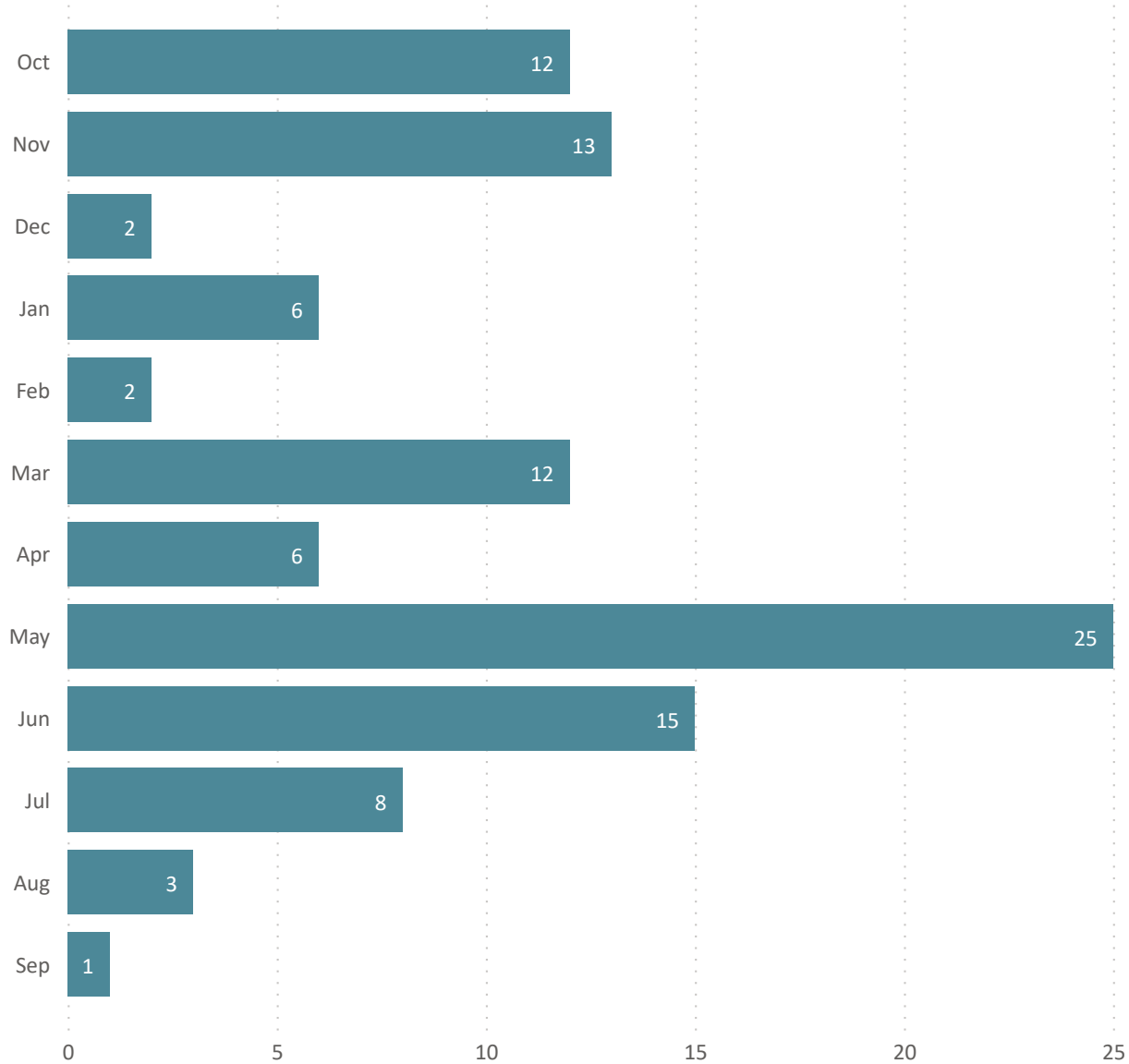
2,481

Total Rooms Nights YTD

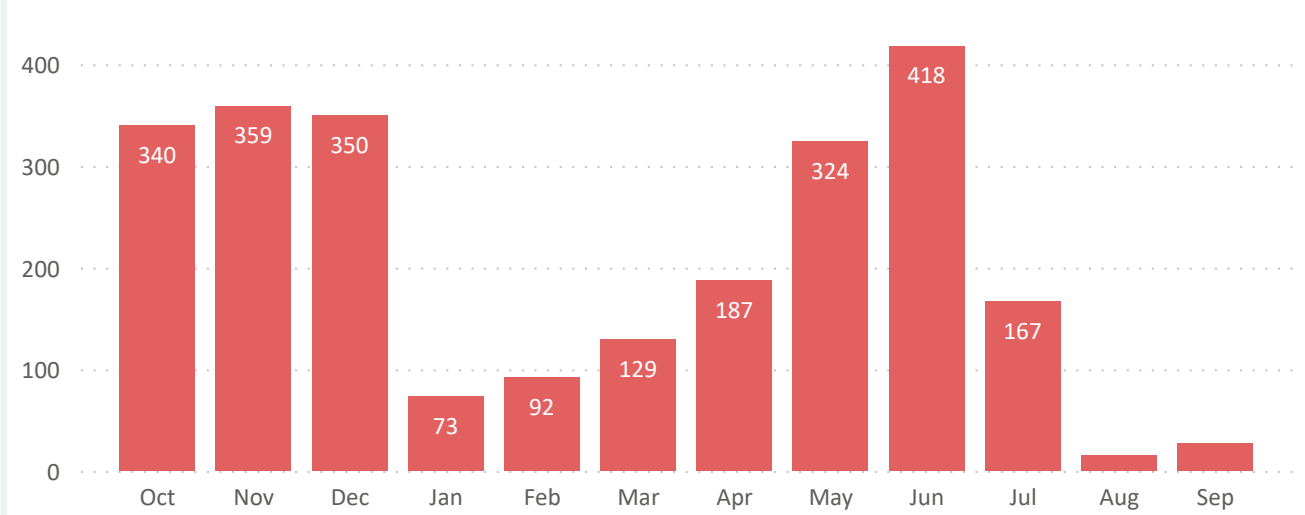
\$295,511

Total Revenue YTD

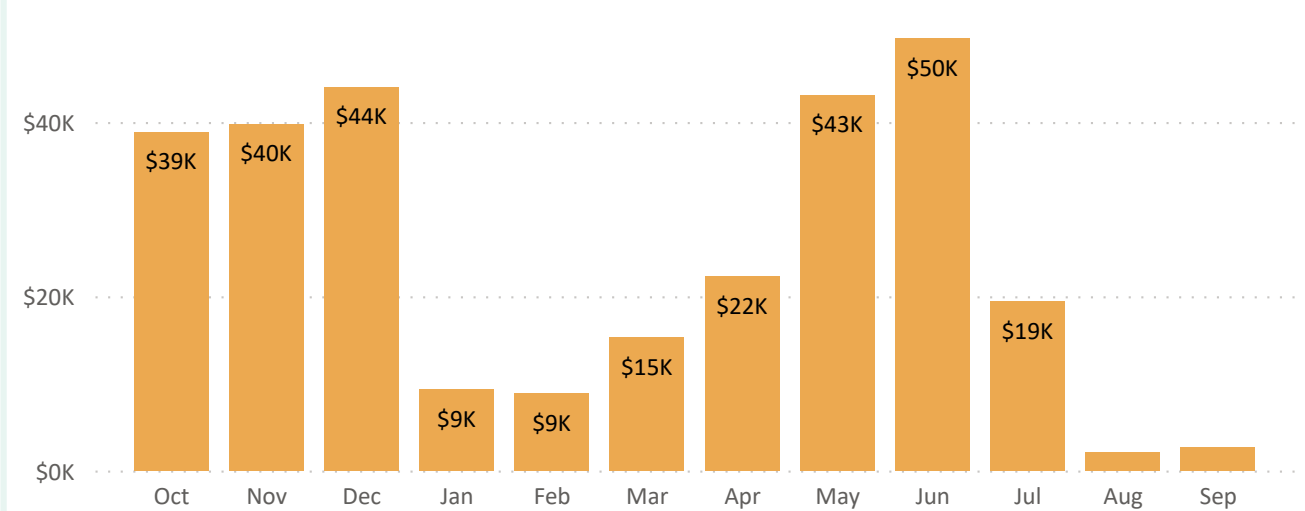
Leads by Month



Total Room Nights by Month



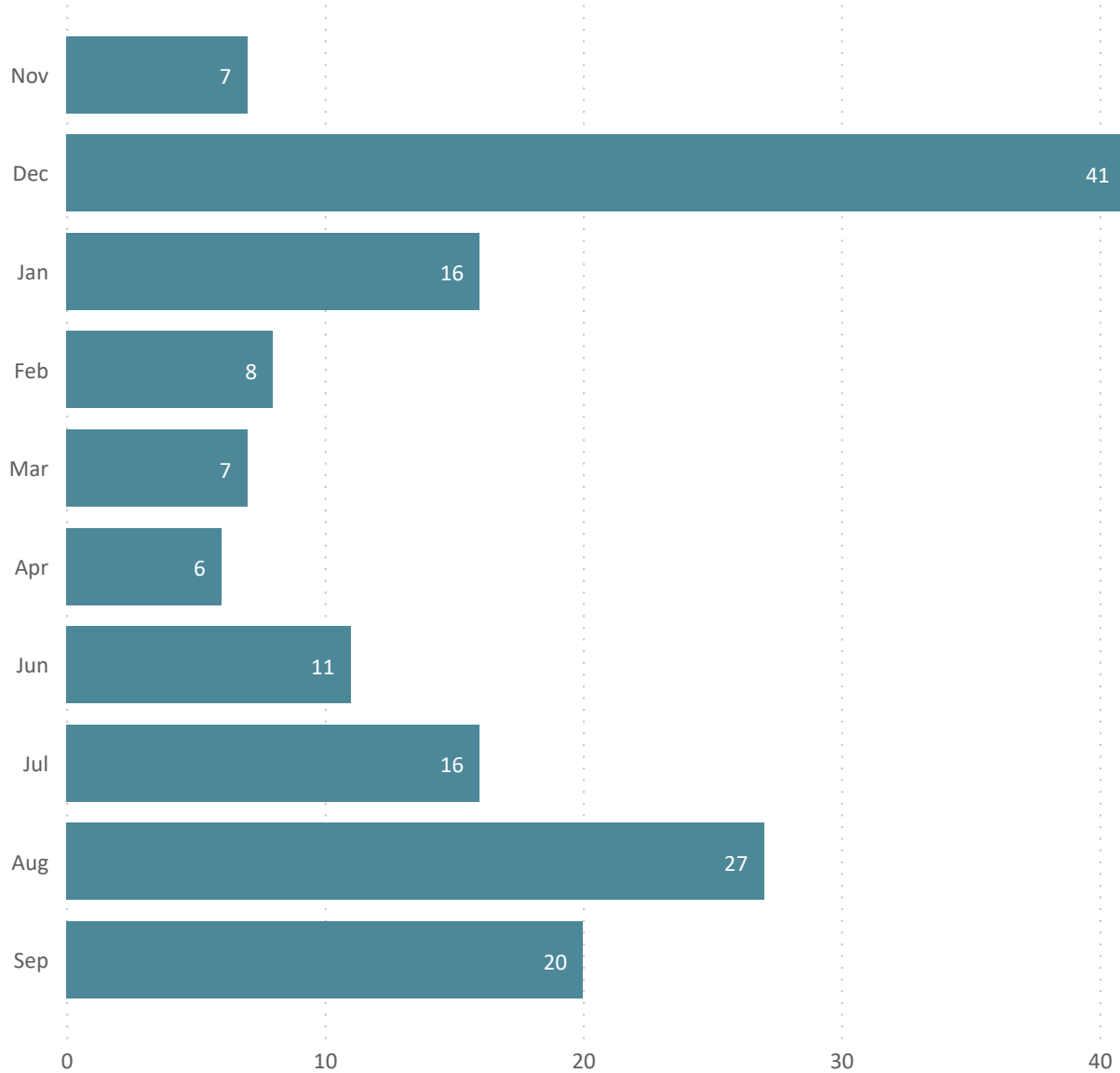
Total Revenue by Month



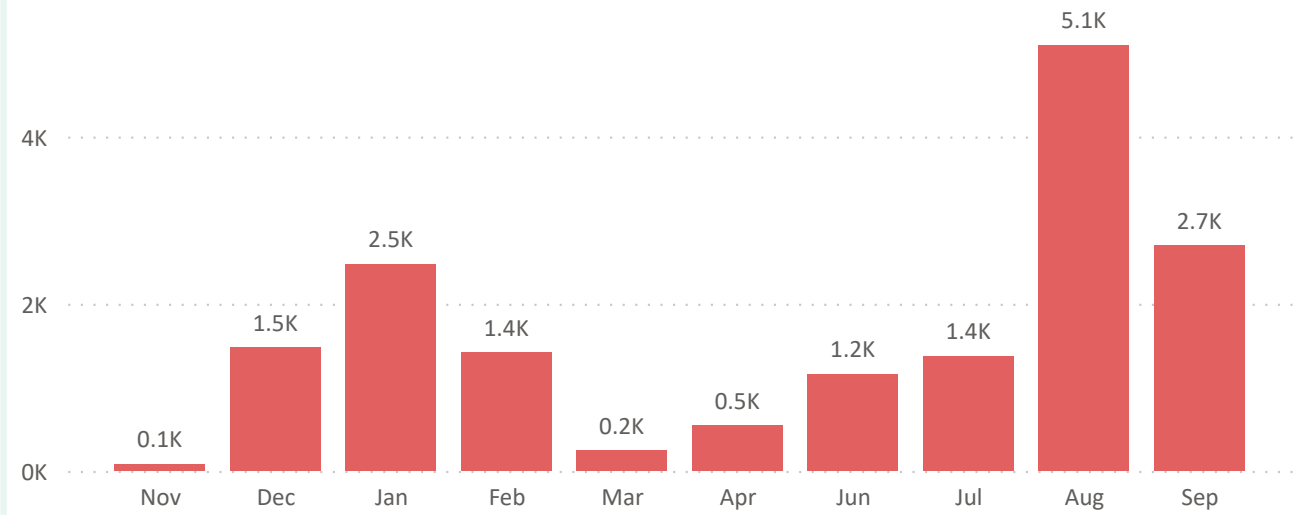
159
New RFPs YTD

16,553
Est Room Nights YTD

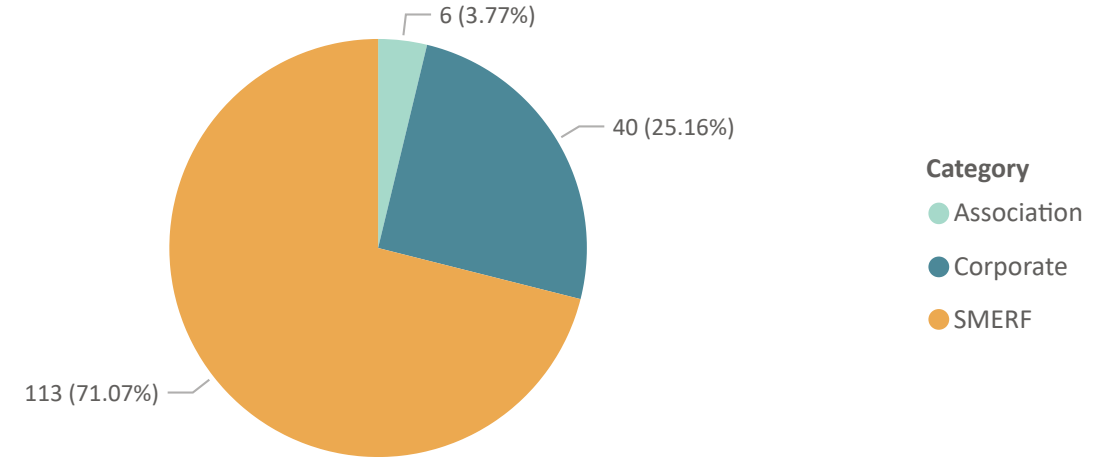
New RFPs by Month



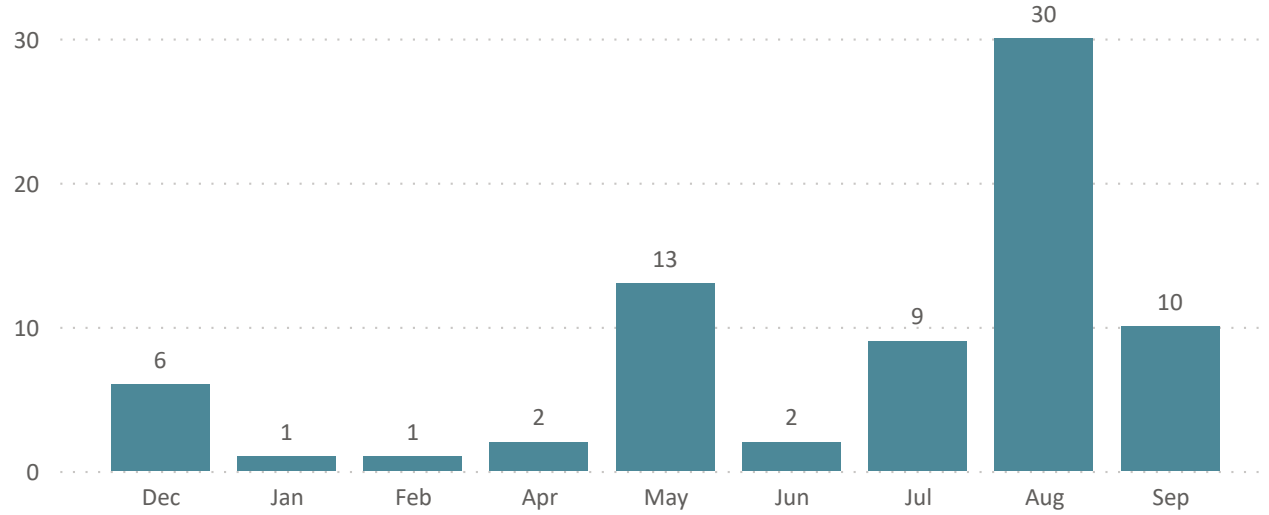
Total Room Nights by Month



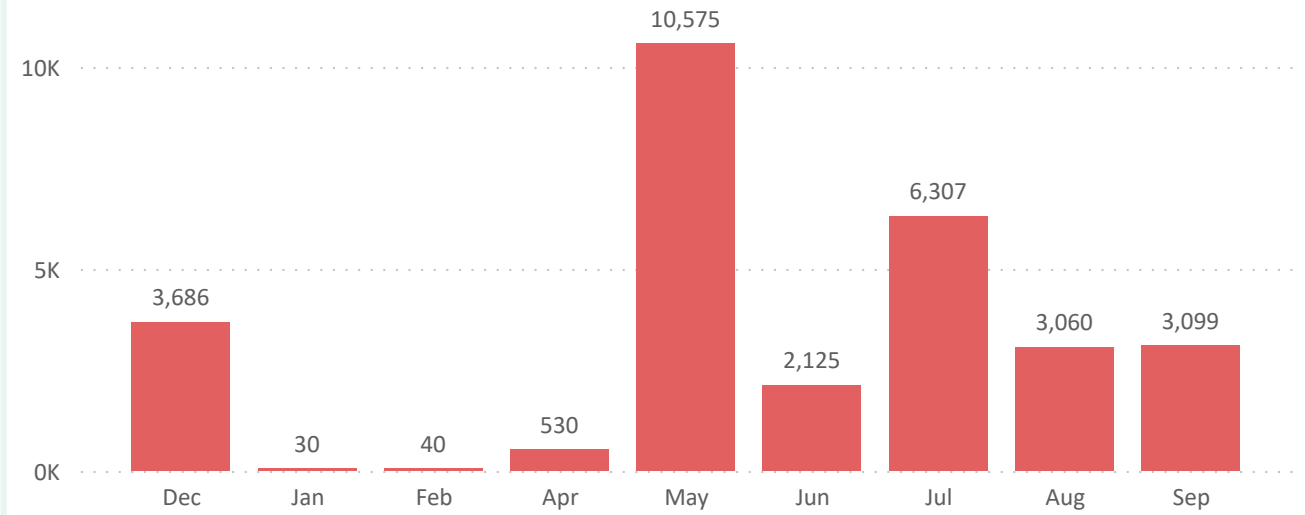
New RFPs by Category



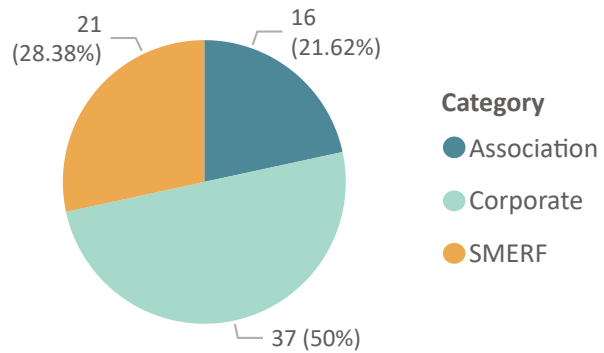
Lost Opportunities by Month



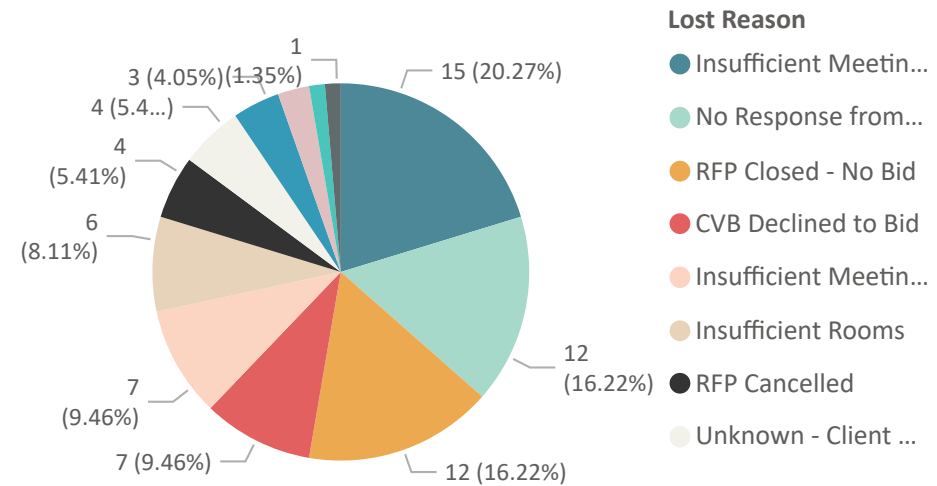
Lost Room Nights by Month



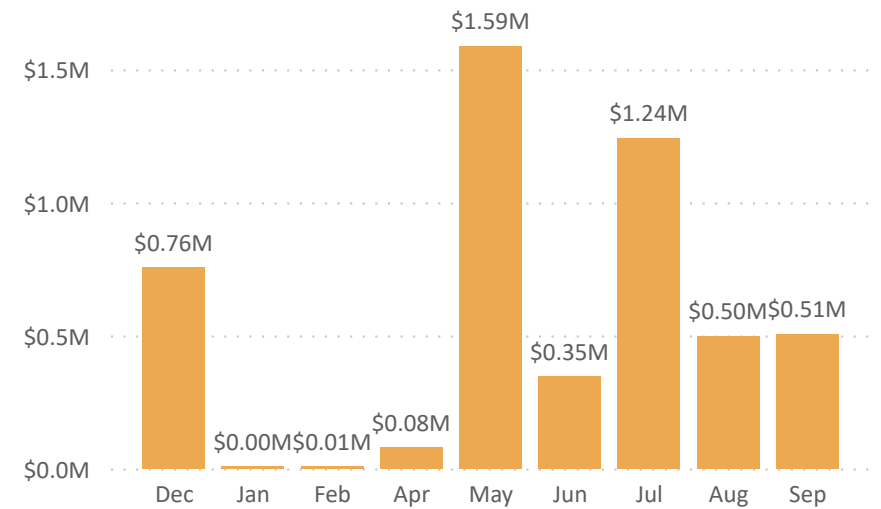
Lost by Category



Lost by Reason



Lost Revenue by Month

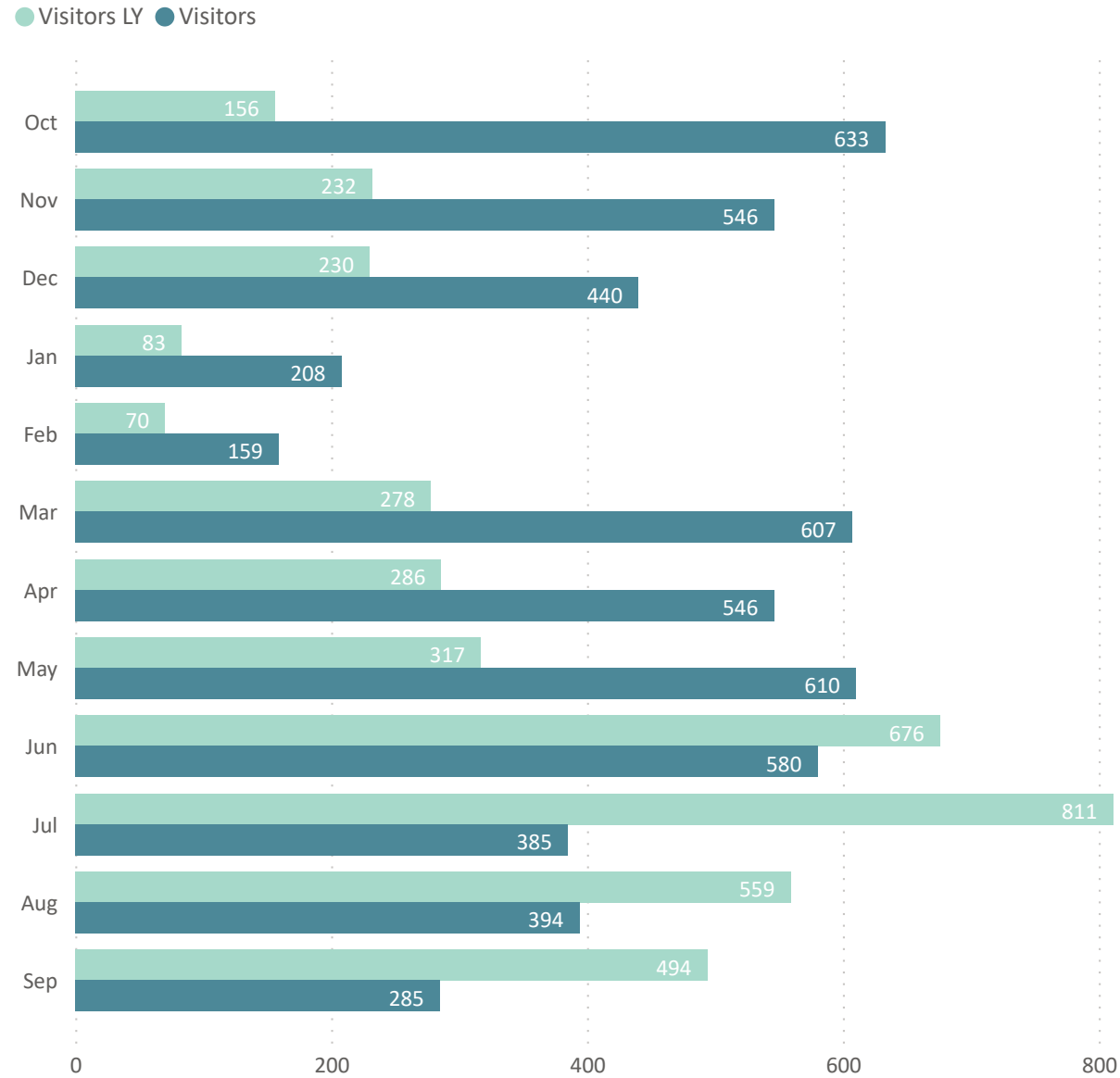


5393
Visitors YTD

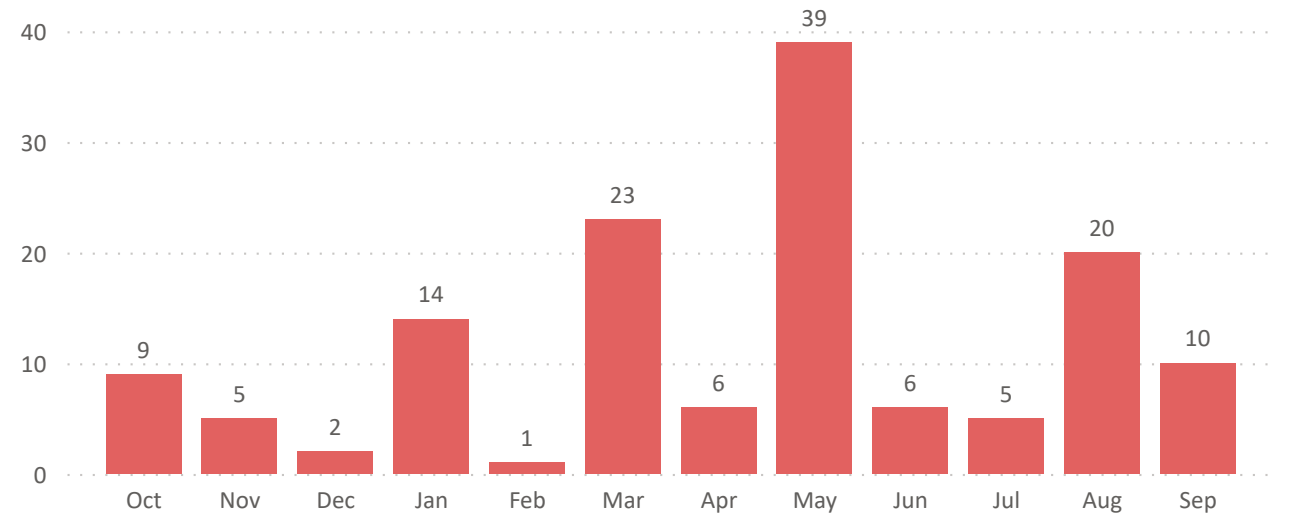
140
Tour Attendees YTD

\$4,630
McK Market Payment YTD

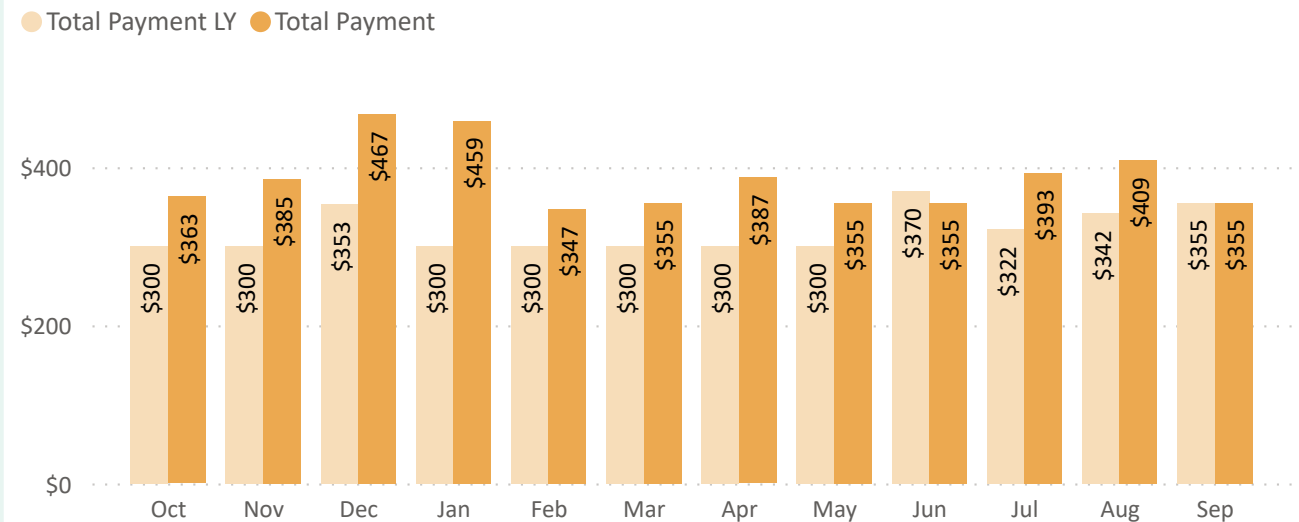
Total Visitors by Month



Tour Attendees by Month



McKinney Market Payments by Month



359,138

Page Views YTD

210,857

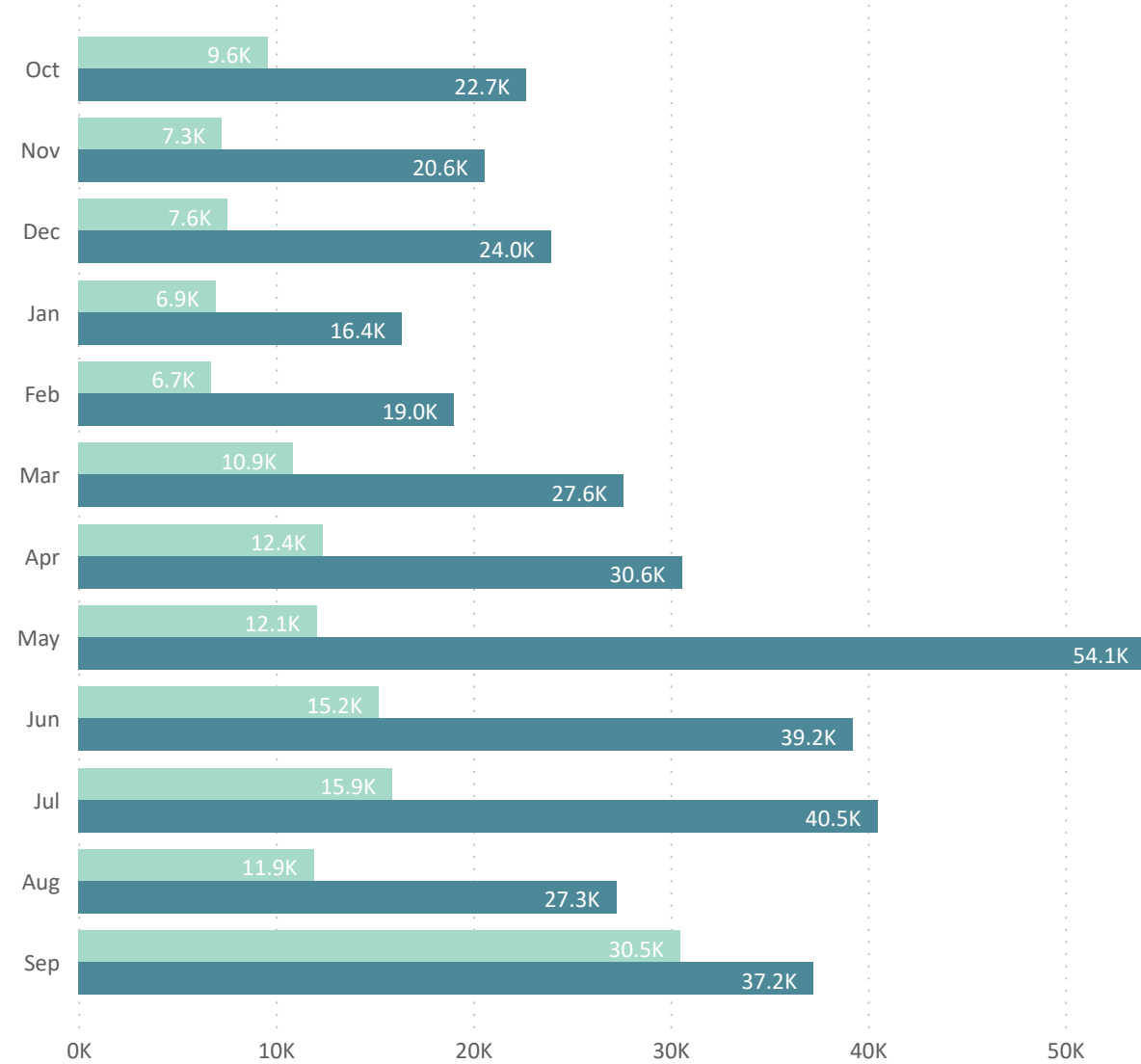
Sessions YTD

176,539

Users YTD

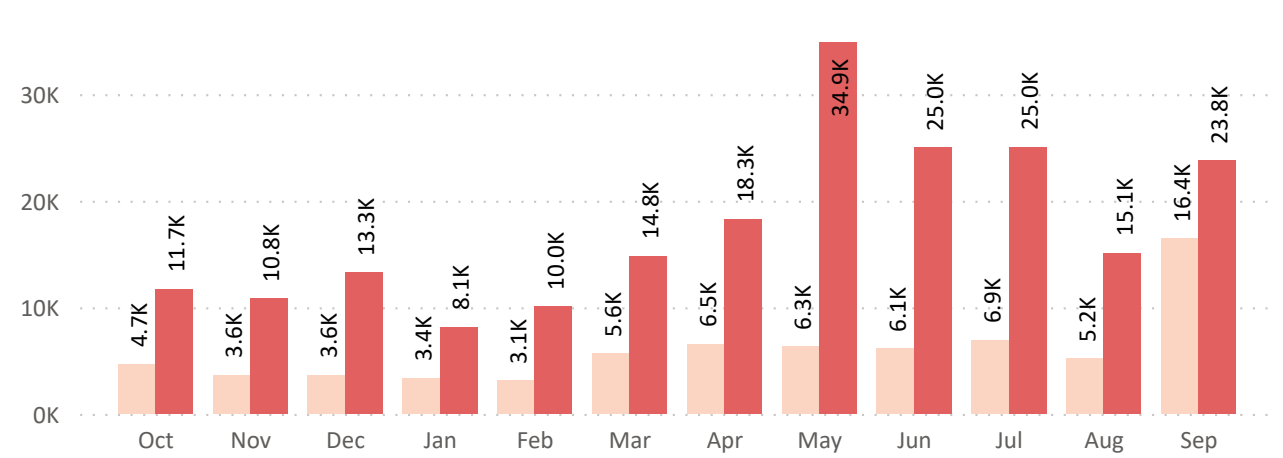
Page Views by Month

● Page Views LY ● Page Views



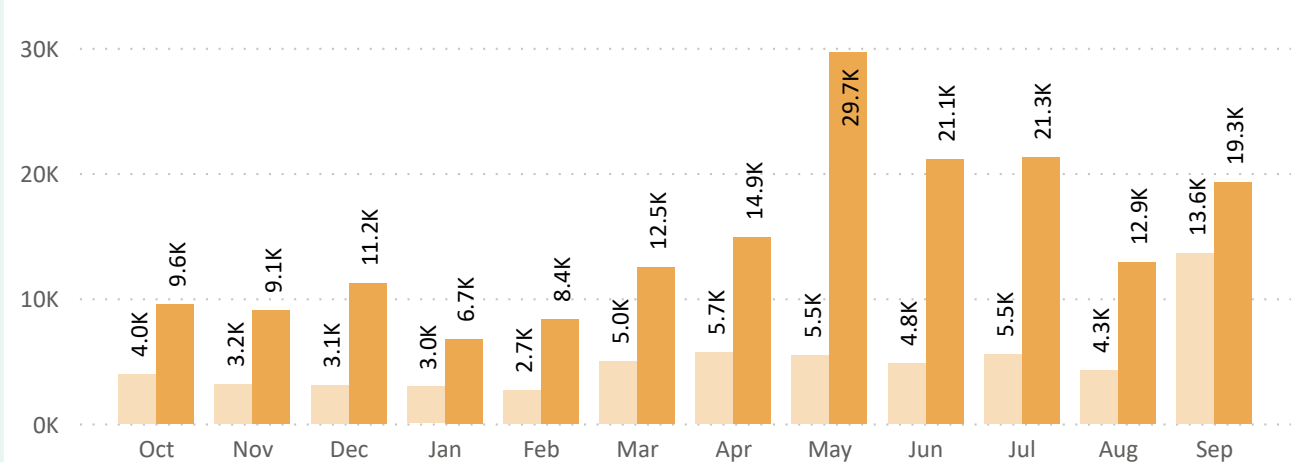
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users



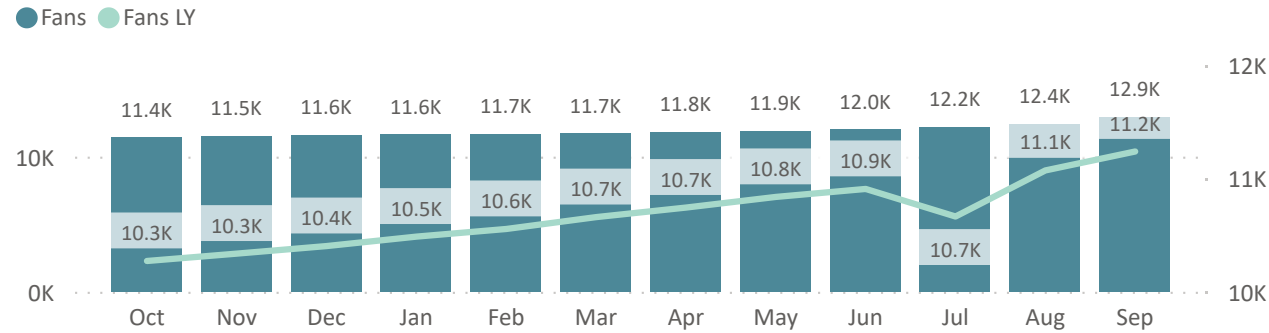
12,899
Current FB Fans

958
FB Posts YTD

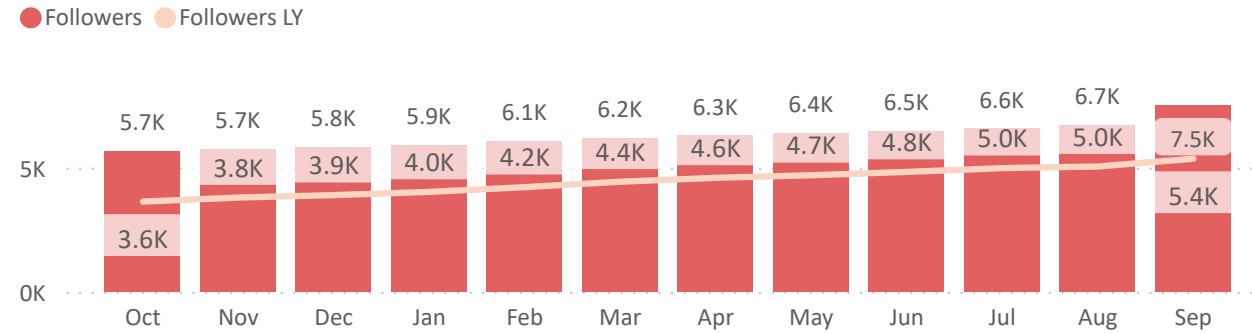
7,511
Current IG Followers

821
IG Posts & Stories YTD

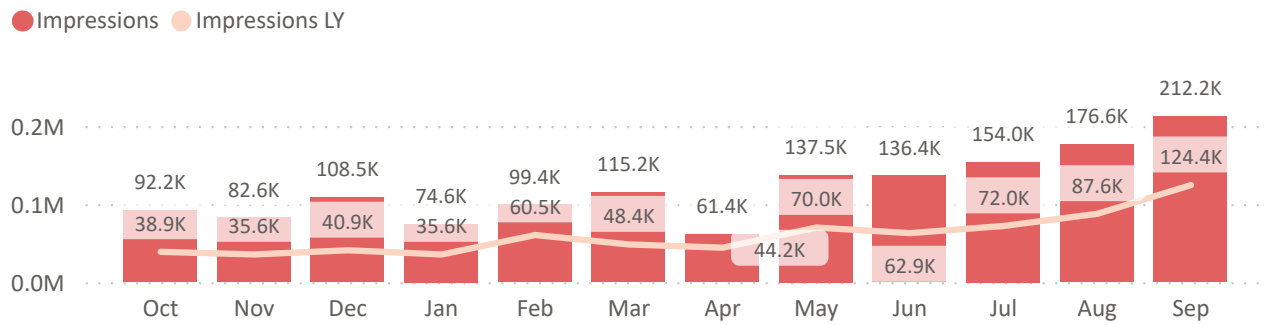
Facebook Fans by Month



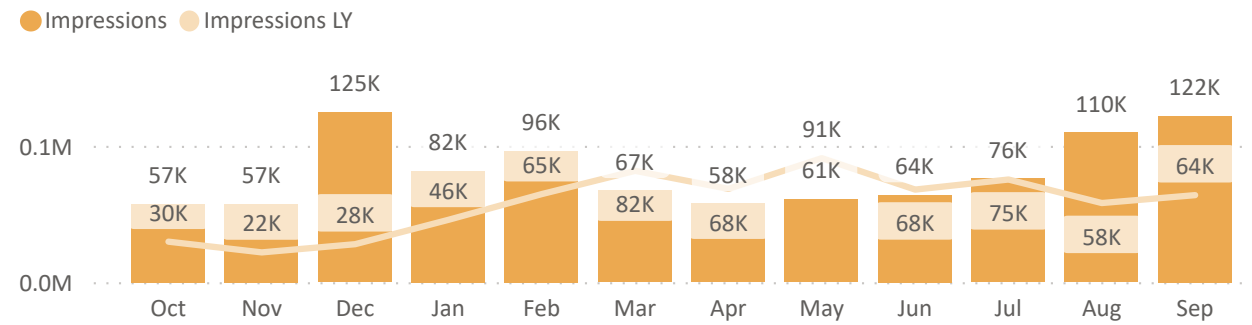
Instagram Followers by Month



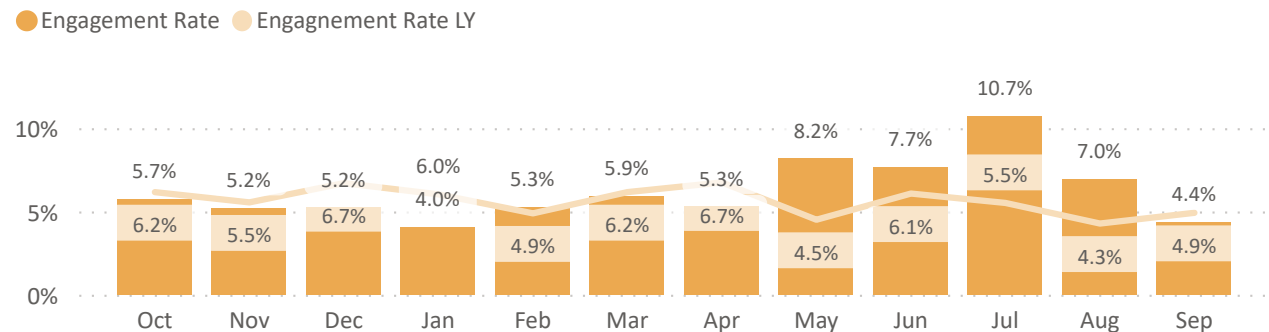
Facebook Impressions by Month



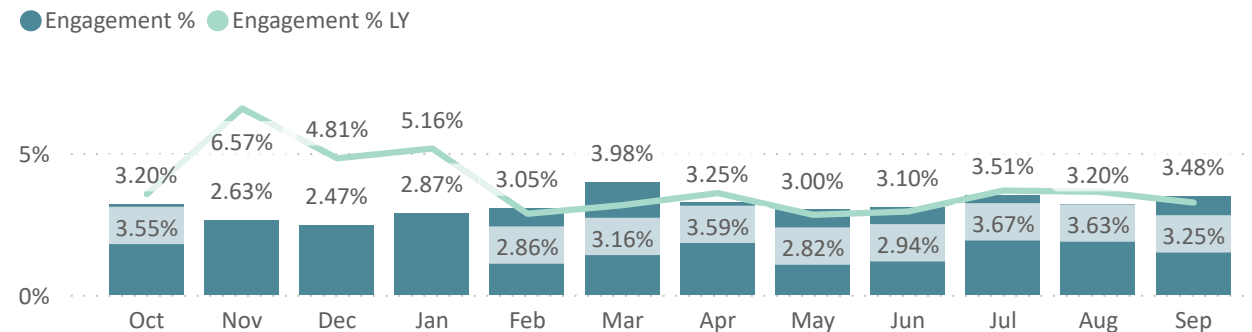
Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression



7,515
Visit Widget Users YTD

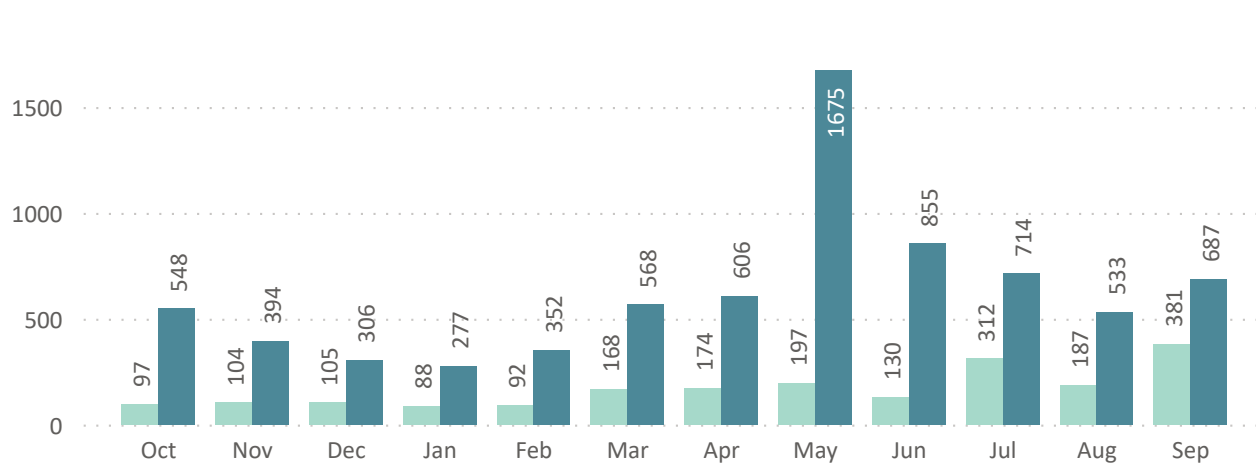
8,103
VW Sessions YTD

7,368
YouTube Views YTD

50,126
Impressions YTD

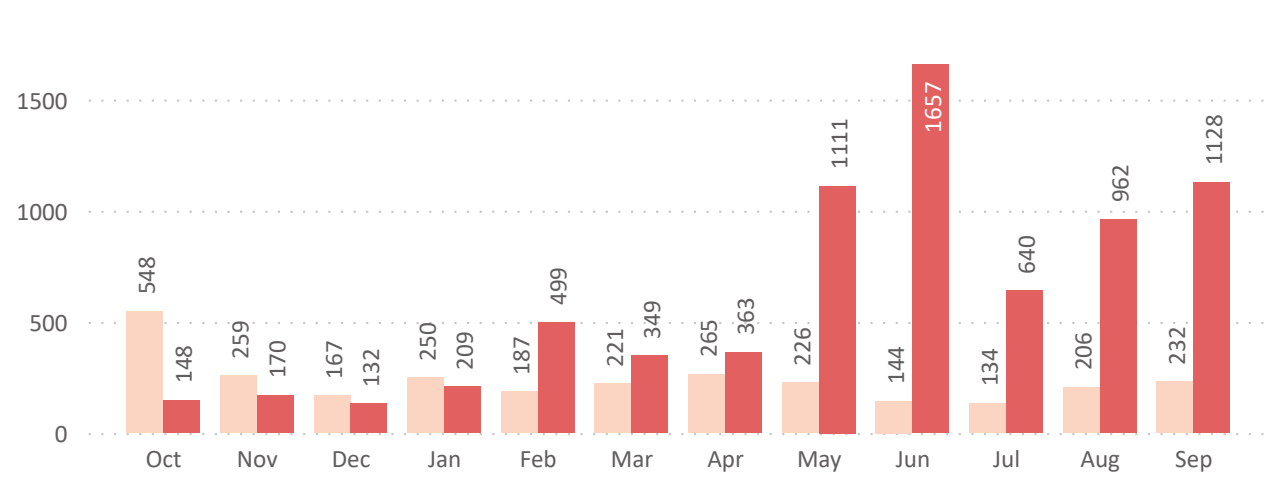
Visit Widget Users by Month

● Users LY ● Users



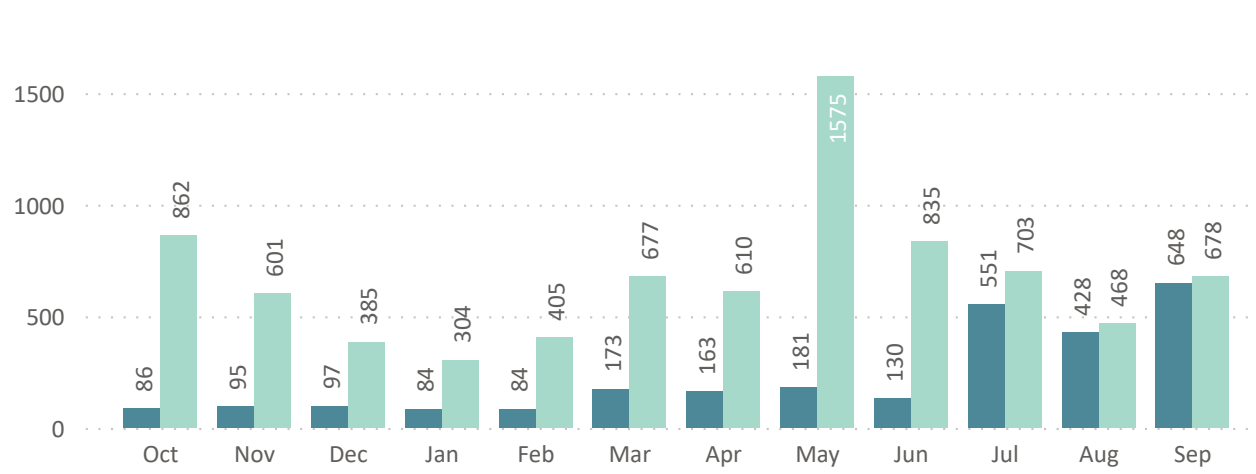
YouTube Views by Month

● Views LY ● Views



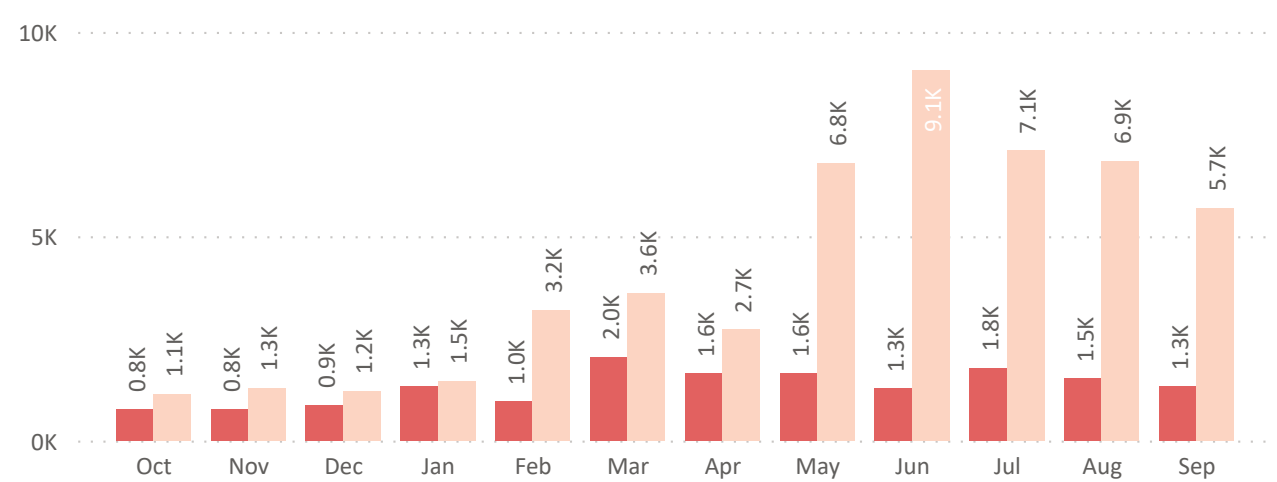
Visit Widget Sessions by Month

● Sessions LY ● Visit Widget Sessions



YouTube Impressions by Month

● Impressions LY ● Impressions



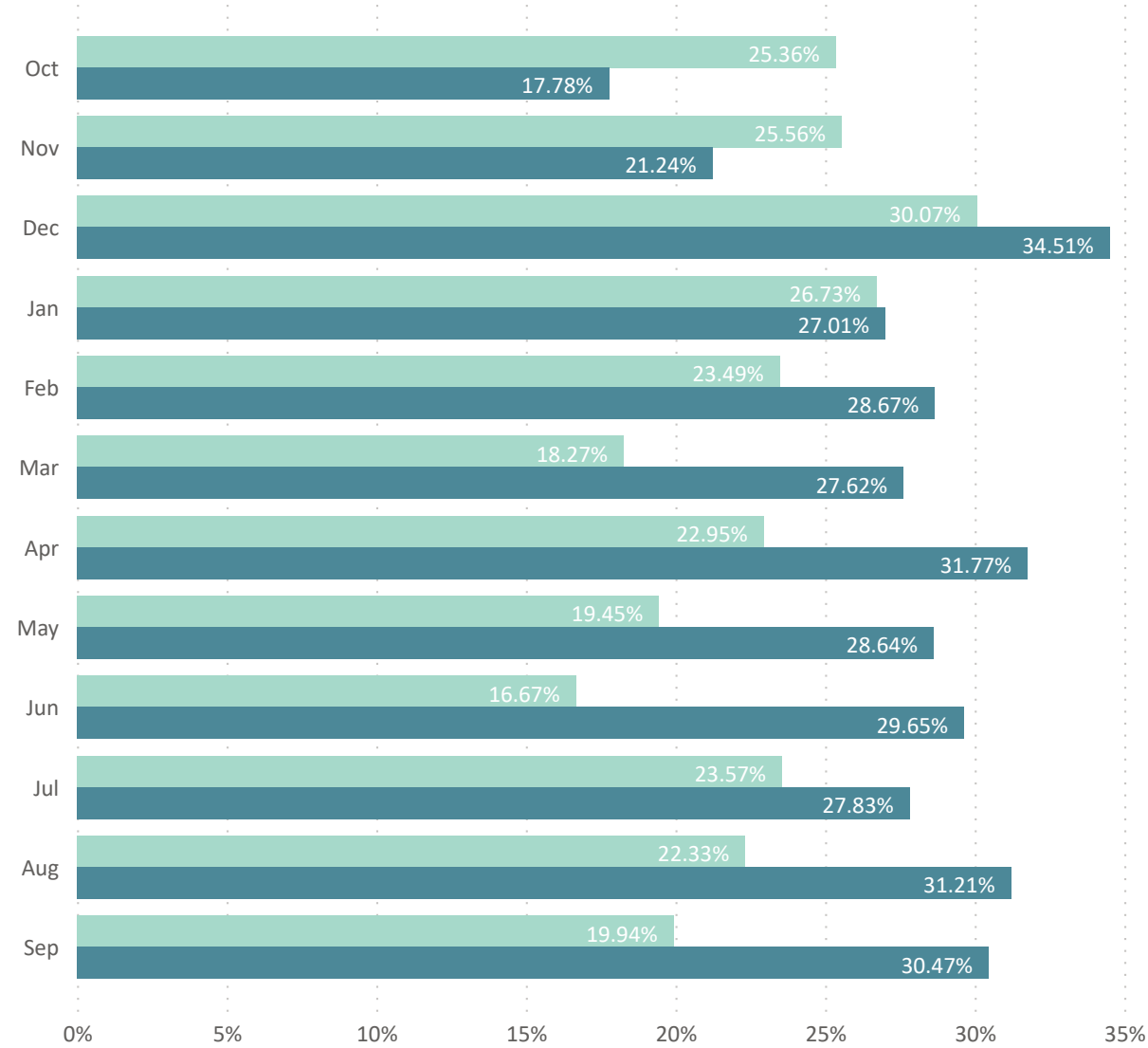
28.18%
Open Rate YTD

9.96%
Click Rate YTD

210,966
Total Recipients YTD

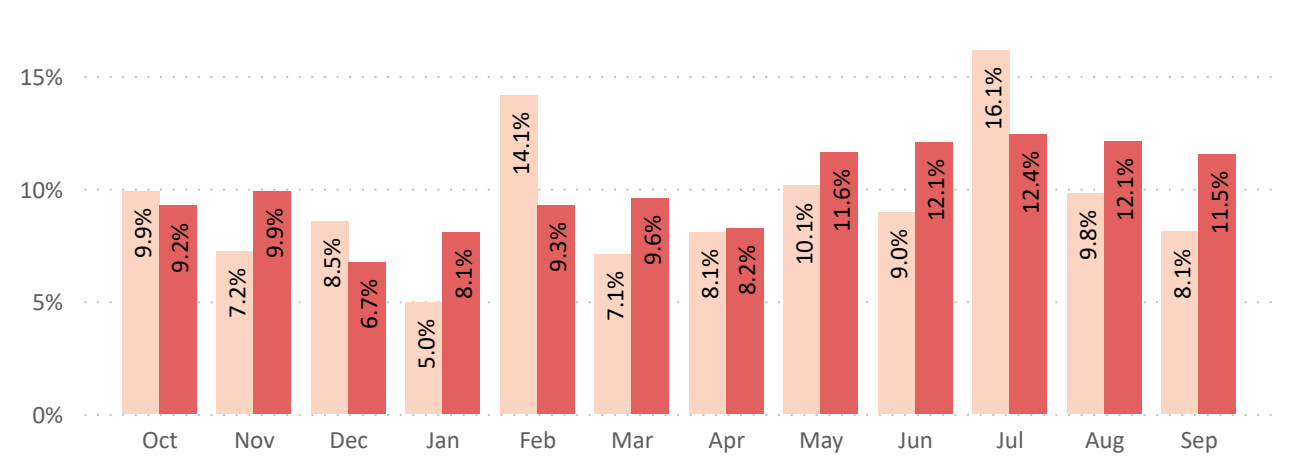
Open Rate by Month

● Open Rate LY ● Open Rate



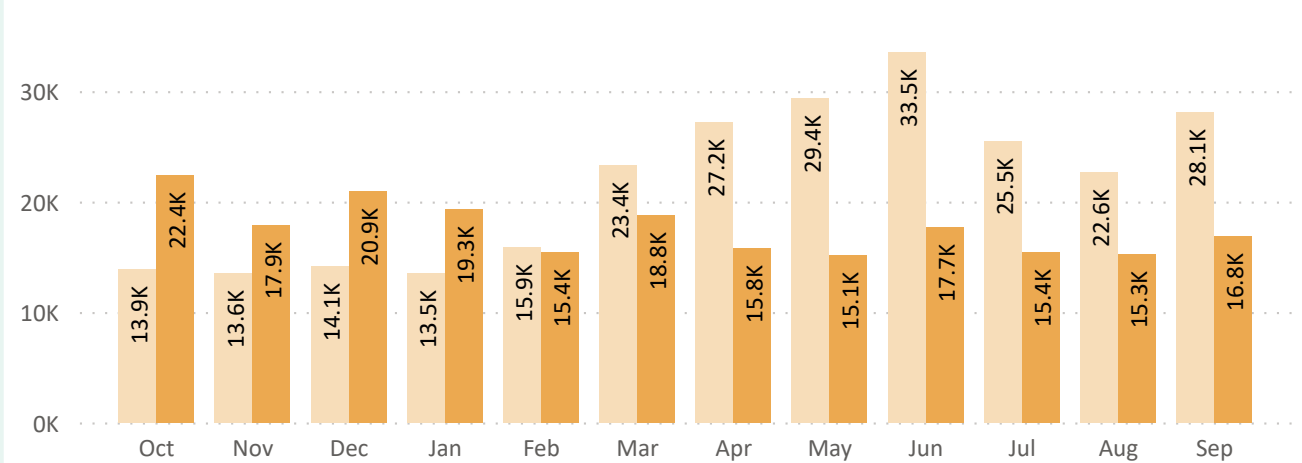
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



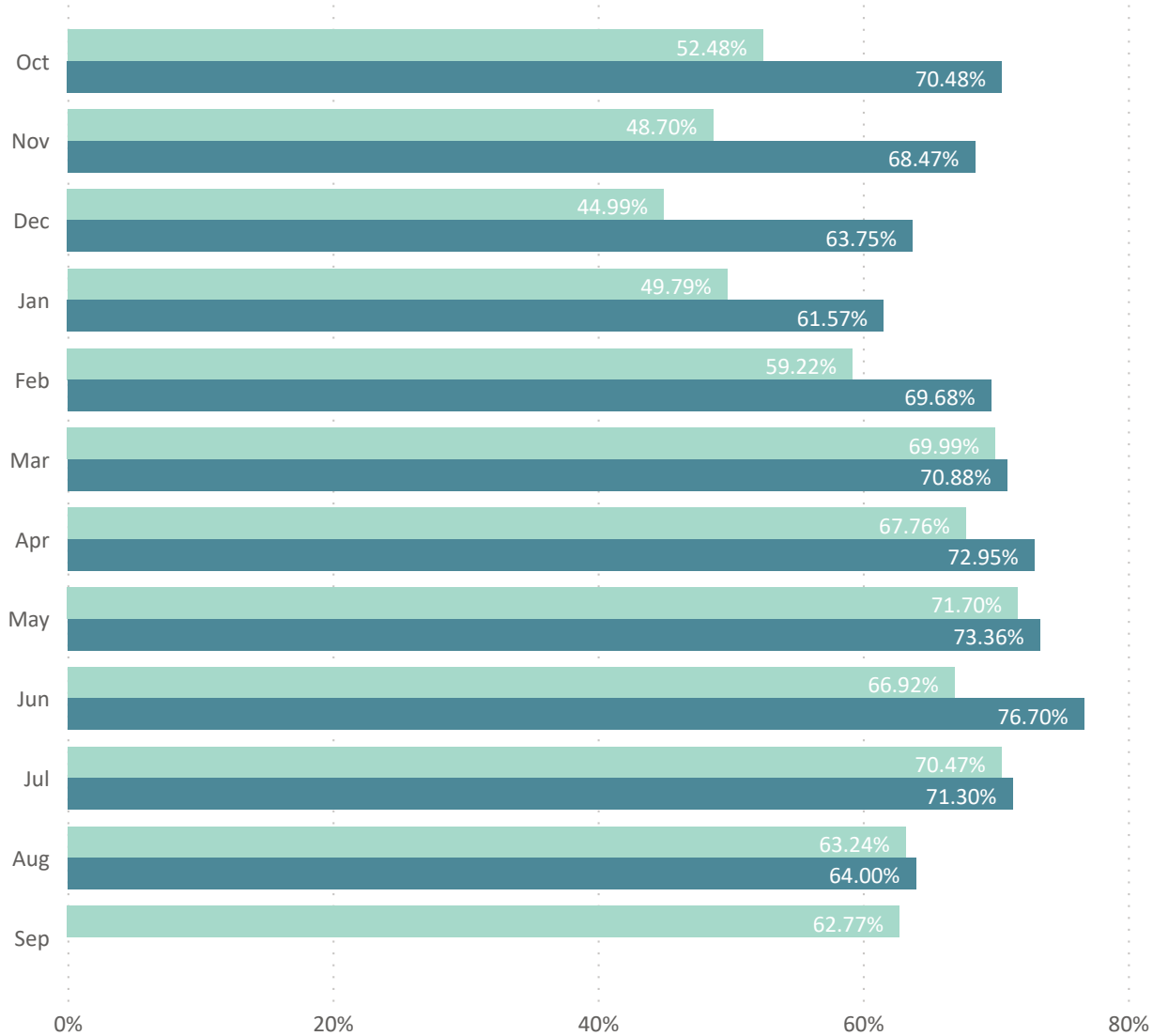
69.38%
Occupancy YTD

\$90.52
ADR YTD

\$34,752,536.75
Total Revenue YTD

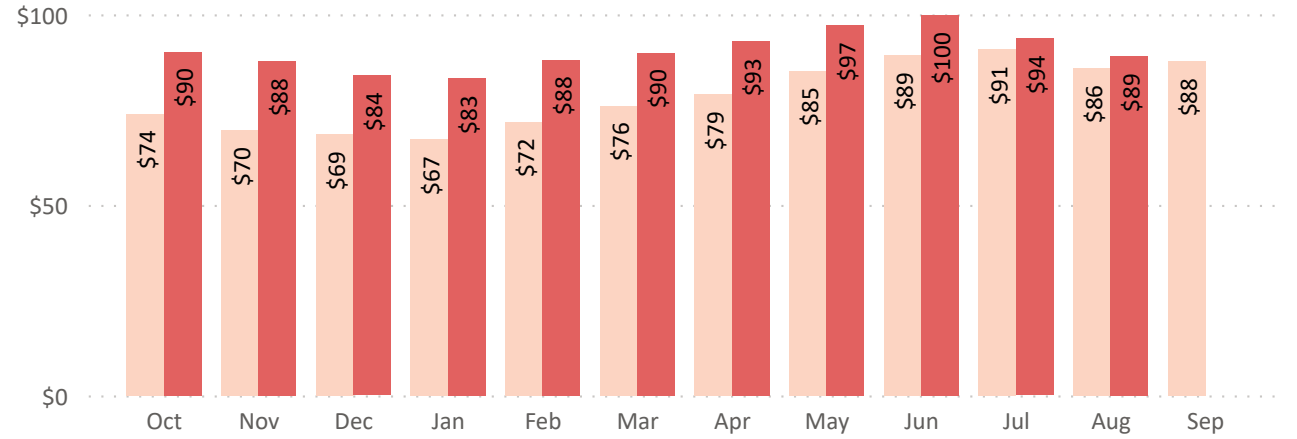
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



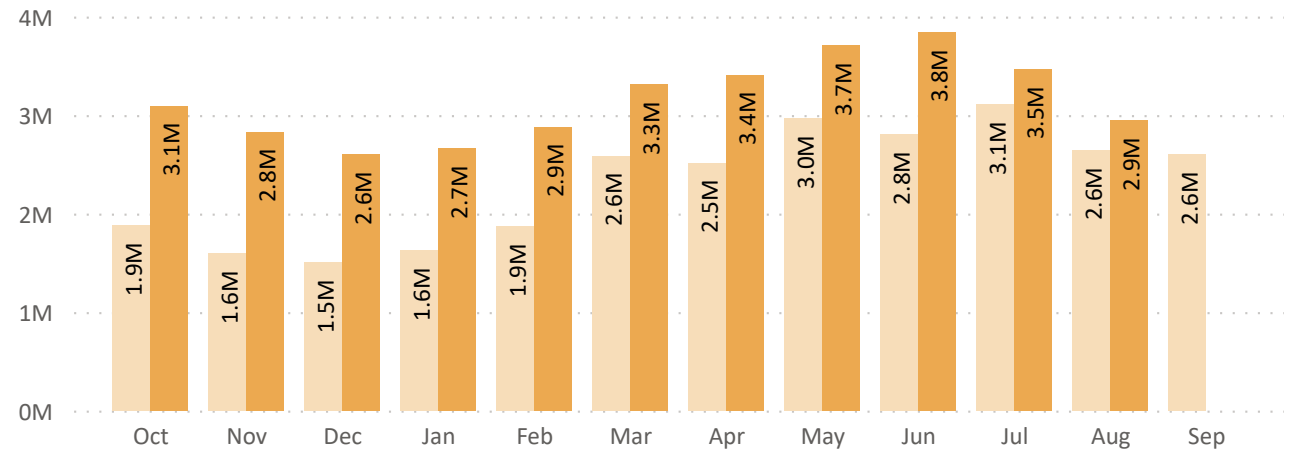
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



\$2,217,656

HOT Revenue YTD

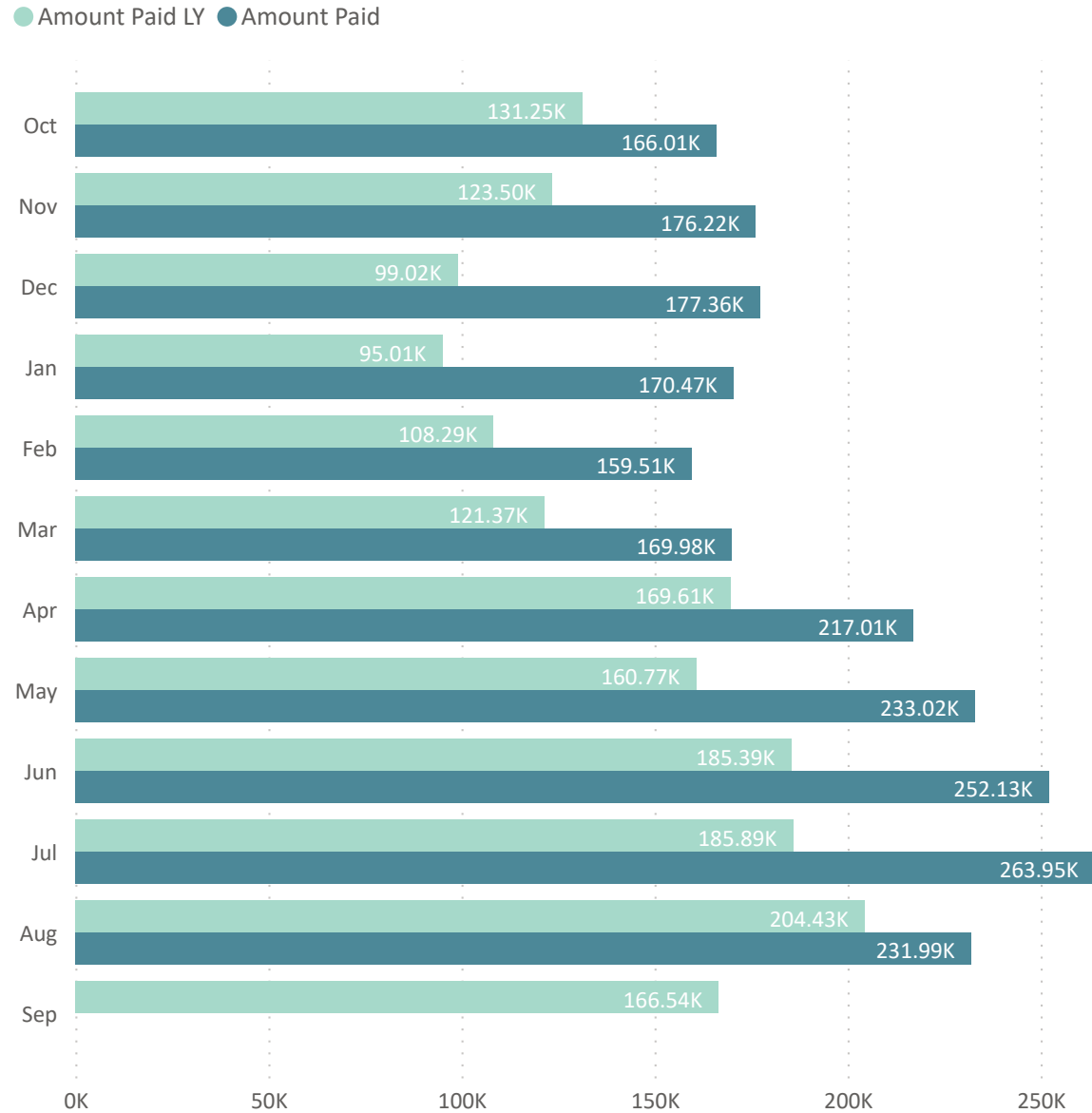
44.31%

% Rooms Nights YTD

278,498

Room Nights YTD

Hot Tax Revenue by Month



Amount Paid by Property

