



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: January 23, 2017
RE: McKinney CVB November 2017-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar: 1**
 - Webinar – How to Infuse Your Destination into an Event (hosted by TTIA). Panel Discussion with Travel Industry Experts. Michelle Beckwith, Regional Director of Catering, Landry’s Inc.; Gathan Borden, VP of Marketing VisitLex; Bryan Crowe, GM Destination EL Paso, Drew Holmgreen, Sr. Director of Marketing & Communications of MPI (Vanesa)

- **Events/Services: 8**
 - Hospitality Educators Association of Texas for their 2017 HEAT Conference- Dee-dee on Panel of Discussion for partnering w/CVB. Embassy Suites-Frisco, TX
 - State of the City 11/2/17 (Staff attended, Board Chair Sally Huggins, Board members Baublis and Gibson also attended on behalf of the MCVB).
 - 2018 Leadership Alumni Event (Dee-dee attended)
 - Women’s Advisory Board luncheon (Dee-dee attended)
 - Bell ringing for Salvation Army- on behalf of the City (Dee-dee & Vanesa)
 - KPI Meetings with Lisa Davies & Ivan (Dee-dee)
 - Finished continuing ed. class @Collin College – Digital Marketing & Brand Management (Beth)
 - Worked with Matteo Petrelli (from Italy) (Beth, Vanesa, & Dee-dee)

Goal 2 Financially Sound Government

Strategies:

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

Meetings:

- **Sales: 2**
 - Dee-dee & Vanesa met w/ Nancy Hough & Alex from Hilton Home 2 Hilton Home 2 expected to open in February of 2018 & Springhill Suites March 2018.

- New-The Venue 109 W. Lamar McKinney, TX -Simon Keizer
- **Advertising:**
 - Contact with Food Tours of Texas owners to promote tours during Home for the Holidays (Beth)
 - TTIA- Web Banner for Meeting Planners
 - 360 Business Talk- American Airlines Co-op w/Main St.

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- MOM 2018 vs. 2017 (17-Hotels & 8-B&B/VRBO reporting)
 - November 2017: \$ 149,284
 - November 2016: \$ 138,405
 - 7.86% ↑

MCVB Room Nights Generated: TTL Room Nights: 1,060; TTL Revenue: \$ 127,555

WEDDINGS COMPLETED in November 2017 - TTL Room Nights: 510 TTL Rev: \$65,784

- Baidwin/Fidler Wedding – Grand Hotel: TTL room nights: 56, TTL rev: \$8834
- St John/Hoover Wedding – Grand Hotel: TTL room nights: 61, TTL rev: \$9839
- Petry Wedding – Sheraton: TTL room nights: 43, TTL rev: \$3827
- Jordon Knutson Wedding – Holiday Inn: TTL room nights: 32, TTL rev: \$3168
- Sean Jamisen Wedding- Sheraton: TTL room nights: 89, TTL rev: \$11,332
- Stephanie Elizondo Wedding – TPS: TTL room nights: 15, TTL rev: \$654, Grand Hotel: TTL room nights: 1, TTL rev: \$179
- Green/Becknell Wedding – TPS: TTL room nights: 46, TTL rev: \$5014
- Hannah Brewer Wedding – Comfort Suites: TTL room nights: 20, TTL rev: \$1800
- Bauman/Hicks Wedding – Grand Hotel: TTL room nights: 56, TTL rev: \$8856
- Amy Hernandez Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428
- Hayes/Lightle Wedding – Hampton Inn: TTL room nights: 44, TTL rev: \$5236
- Jules Case Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428
- Rodrigues/Gomes Wedding – Hampton Inn: TTL room nights: 1, TTL rev: \$2023; Comfort Suites: TTL room nights: 16, TTL rev: \$ 1602
- Aday/Sommers Wedding: Comfort Suites: TTL room nights: 6, TTL Rev; \$564

No Pick-ups on the following weddings:

- Spencer Mitchell Wedding – November 2017, Stone Crest
- Emily Jones Wedding – November 2017
- Meagan Elmer Wedding – November 2017, The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2017: TTL Room nights: 550, TTL Revenue:\$61,771

Associaton: TTL Rooms: 368; TTL Rev: \$ 42,401

- TACUPA - Sheraton: TTL room nights: 109, TTL rev: \$14,170
- Texas Downtown Association:
 - Sheraton/Holiday Inn 11/6-10/17; 259 TTL Room nights; \$ 28,231 TTL Revenue
 - Holiday Inn 11/7-10/17; 19 Room nights; \$ TTL Revenue

Corporate: TTL Rooms: 112 TTL Revenue: \$ 13,840

- Torchmark- Grand 11/5-8-17; TTL Room nights; \$ TTL Revenue- Canceled
- Emerson- Sheraton 11/6-10/17; 88 TTL Room nights; \$ 11,352 TTL Revenue
- Raytheon (Maryland) – Grand Hotel: TTL room nights: 24, TTL rev: \$2376

SMERF: 70 TTL Rooms: N/A TTL Rev: \$ 5,5530

- Vintage Market Days – Comfort Inn: TTL room nights: 70, TTL Rev: \$5530

Sports: 0 TTL Rooms: N/A TTL Rev: \$ 0

Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls:

Association: 14 – Met with planners at Connect 2017

- Texas Association of Assessing Officers – Contact: Cherry Abel. Discussed brining 2018 TAAO Fall Leadership conference to McKinney. 50 total room nights, November 2018, Wednesday-Friday, Number of attendees: 35-40 plus staff. Gave RFP to the Grand Hotel
- Texas Cattle Feeders Association – Contact: Brady Miller. They will be bidding out their 2019 conference in 2018. Conference held in late October or early November. Attendees: 400-600, with a Sunday-Tuesday meeting pattern. No breakouts, all general session. I will follow up with him to receive RFP in mid-2018.
- Texas State Historical Association – Contact: Dawn Orsak. Gave Dawn information about McKinney, offered site visit. She stated at this time she was not bidding out any meetings and would keep the McKinney information for the future.
- Texas Chiropractic Association – Contact: Andrea Howard. Dropped off some information with Andrea and discussed bringing regional conference/meetings to McKinney. Will follow up with more correspondence.
- Texas RV Association – Contact: Connie Young. Discussed the possibility of brining a meeting to McKinney. Sent follow up email and offered site visit.
- Texas Association of Counties – Contact: Haley Click. Working on confirming date for a site visit (Feb 2018) for consideration of their 254 Leadership Program. Haley felt the Grand Hotel would be a good fit.
- Texas Homeless Network – Contact: Jennifer Paulsen. Discussed hosting one of their regional meetings in McKinney in 2019. (100-150 attendees). Sent Jennifer a follow up email and will keep in contact with her to secure a site visit.
- Texas Hospital Insurance Exchange – Contact: Tess Frazier. Their meeting will not be back in Texas until June 2020. We are working to secure a site visit so that she can check McKinney out.

- Texas Bankers Association – Contact: Kate Miller. Sent her information on the Grand Hotel, she was interested in that site for her smaller board meetings. Also followed up with request for dates for a site visit.
- Texas Bankers Association – Contact: Christopher Williston. Sent email to open lines of communication. Christopher left Connect early and we were not able to meet.
- Texas Land Title Association – Contact: Lynne Daves. We discussed hosting their education workshops in McKinney; Lynne stated that the Grand would be a good fit. I sent her an email with information on the Grand and GM's contact info. She asked me to reach out to her in September 2018 for their 2019 RFP.
- Texas Retailers Association – Contact: Justin Williamson. Discussed bringing the 2019 forum to McKinney. Sent follow up email.
- American Collectors Association of Texas – Contact: Tom Morgan. Tom will be bidding in May/June for a mid-September or October conference and asked me to follow up at that time. I sent him a follow up email after Connect thanking him for his time and to open up our lines of communication.
- Texas Pest Control Association – Contact: Amy Pilo. Discussed hosting the Pest Control Association summer leadership conference's in McKinney. Amy stated the choice of the location would be based on where the board member and president lives. She is open to a site visit and asked me to follow up with her after the New Year to confirm a date.

Corporate: 12 – Met with Planners at Connect 2017

- South Texas Associates of Radiology – Contact: Warren Parker. Warren is looking to bring continuing education classes to North Texas in the spring of 2018. He asked for assistance with locating Radiology Department heads at the McKinney Hospitals. I am working with him to gather that information.
- Lamont Associates – Contact: Eric Hutchins, Spoke with Eric about a partnership with him his team in bringing meetings and conferences to McKinney.
- Hunt Conference Group, Inc. – Contact: Heidi Guyer-Henson. Discussed potential site visit for early December. She will be sending out RFP's for 2018 and 2019 in mid-December.
- HelmsBriscoe – Contact: Lance Livingston. Sent email, follow up from Connect. Open lines of communication.
- Maritz Global Events Company – Contact: Jeanne Kirk. Her primary customer is the Texas Workforce Commission; she stated that she would connect me with the North Texas contact. Sent follow up email.
- Global Cynergies LLC – Contact: Cecil Burdick. Cecil stated he would send out RFP in February 2018 for meeting in mid-October 2018. Sent him a follow up email and will do so again in Feb 2018.
- Hunt Conference Group, Inc. – Contact: Hugh Hunt. Brief meeting at connect, discussed potential to bring board/regional clients to McKinney. Sent follow up email. Will follow up again after the New Year.
- Summit Conference & Incentives SCI – Contact: Lavita Miller. Lavita plans meetings for various companies and of various sizes. I sent her a follow up email with information on the Sheraton Hotel as well as our meeting planners guide. I offered a site visit to her. Will follow up again after the New Year.

- HelmsBriscoe –Contact: Sam Jeffers. Sam stated he would consider a site visit to McKinney the next time he is in our area. I followed up with an email with information on the Grand Hotel, as he stated that hotel would be a good fit for his mid-level corporate groups and/or executive retreats/conferences. Will follow up with him again after the New Year.
- HelmsBriscoe – Contact: Teri Adamson. Potential for the 2018 and 2019 Southwest Association of Pre-law Advisors to come to McKinney. They are looking for a city with a law school, I advised Teri that we are close to SMU and would be a great fit. Will follow up with her after the New Year for the official RFP.
- HelmsBriscoe – Contact: Diane Favia. Diane asked that I follow up with her in the spring and stated that she currently does not have anything to bid. She also asked that I keep her updated on the status of the new spa hotel coming to Craig Ranch.
- Helms Briscoe – Contact; Martine Michels. Martine advised me that her first client is the Texas State Teachers Association and is not due to come to the North Texas/Dallas area until after 2019 (they will be in Frisco in 2018). We will keep lines of communication open.

SMERF: 2

- The Venue in McKinney – Meet with owners of new venue. Create partnership in order to capture hotel bookings for their clients.
- Faster 2 First – continue to work with Joe Van. Securing coupons/discounts for tournament participants, as well as assistance for opening night registration.

McKinney Top 25: 3

- Baylor Scott & White: Met with Jennifer and asked for new Corporate Rates from 3 hotels. Getting that information to her.
- HelmsBriscoe- Monica Palacios: Sent 2 emails and called and left message. No response, follow up.
- Service First Mortgage: Sent an email and called and left 2 messages and emailed Patti McGee. No response, follow up.

• MCVB Calendar of Events 2017-2019: 2

Month	Group	Venue	Room Nights	Attendees
October				
10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
10/2018 (3days)	NAACP Annual Conference	Sheraton	75	250
November				
11/6-8/18	Emerson: Regulator: 1100	Holiday Inn	60	30
11/6-8/18	Emerson: Regulator: 1106	Holiday Inn	60	30
11/13-15/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30

11/2018	TACVB-Symposium	Sheraton	100	75-80
Month	Group	Venue	Room Nights	Attendees
December				
12/1-3/17	Sports Source	City wide	2016: 400	1000+
12/4-8/17	Emerson	Holiday Inn	80	20
12/12-14/17	Emerson	Holiday Inn	20	10
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
January				
1/30/18- 2/1/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
1/9-11/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
1/23-26/18	Emerson: Regulator: 1100	Holiday Inn	90	30
February				
2/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
2/27-3/1/18	Emerson: Regulator: 1106	Holiday Inn	60	30
March				
3/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
3/20-22/18	Emerson: Regulator: 1106	Holiday Inn	60	30
April				
4/10-12/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
4/7-11/19 or 4/14-18/19	TTIA-Travelers Conference	Sheraton	425	225
4/5-9, 2020	TTIA-Travelers Conference	Sheraton	425	225
May				
5/1-3/18	Emerson: Lifecycle SVCS:IV1100	Holiday Inn	60	30
5/22-24/18	Emerson: Regulator: 1112	Holiday Inn	60	30
5/5-6/19	Texas Beer & Fly Fishing Festival	Myers Park	75	700
June				
6/2019	Keep Texas Beautiful	City Wide	200	500
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30

Month	Group	Venue	Room Nights	Attendees
July				
7/2019	Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
August				
September				
9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
 - Home for the Holidays
 - 4th of July Parade
 - Second Saturday
 - Krewe of Barkus
 - Bike the Bricks
 - Arts in Bloom
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
 - Ghost Walk (Chestnut Square/Collin County Historical Museum)
 - Holiday Home Tour
 - Farmers Market
 - Farm to Table dinners
 - Prairie Camp
 - Ice Cream Crank Off
- Collin County Historical Society Museum (all exhibits)
- Heard Natural Science Museum & Wildlife Sanctuary
 - Dinosaurs Live!
 - Halloween at the Heard
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 - Spring and Fall Native Plant Sales
 - Texas Heritage Day
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill

- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars

The McKinney Shop:

- **November 2017 Gross Sales \$ 2,176.23**
 - **Rent check \$355.00**
 - **10% - \$ 67.62**

Visitors: FYTD Total (November '17): 963

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

- Out of State: 56
- Out of Country: 26
- Texas Residents: 57
- McKinney Residents: 8
- Register Total: 147
- Ticker Counter: 511

Day Trips: 0

RFP's: 9 (2-Association, -Corporate, 7-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 2

- Texas Retailers Forum, Summer 2019. Preferred dates: July 21-22, 22-23, or 23-24, 2019. Total Room nights: 149, Total Attendees: 250 Attendee Profile: Large chain store, small store/boutique, and grocery store key decision makers, especially government affairs, and legislators. The majority will be driving in from Dallas, Houston, or Austin, but less than one-hour drive from the airport is preferred.
- TACVB 2018 Leadership Symposium. Preferred dates: November 13-14, 14-15, 27-28, or 28-29, 2018, or December 4-5, 5-6, 11-12, 12-13, 2018. Total Room Nights: 100, Total Attendees: 75-80.

Corporate: 0

Weddings: 7

- Bernice Medellin Wedding – March 2018; D'Vine Grace
- Kathrine Martin Wedding – March 2018; Bella Donna
- Sarah Rain Wedding – May 2018; The Springs
- Morgan Coldwell Wedding – May 2018; Stonecrest
- Brittany Tigert Wedding – July 2018; The Springs
- Brooke Von Readen Wedding – October 2018,
- Haley Spencer Wedding – October 2018, The Springs

SMERF: 0

Site Visits: 0

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 38 (38-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings: 38

- Natalie Butlers Wedding, December 2017 – River Road Chateau
- Gaby Ortiz Wedding, December 2017, - Springs
- Jasmin Torres Wedding – December 2017
- Kaelam Cowan Wedding – December 2017, the Springs
- Julia Martinez Wedding – December 2017, the Springs
- Claire Chaney Wedding – December 2017, the Springs
- Clay Quinn Wedding – December 2017, the Springs (?)
- Heisy Servellon Wedding (Springs) January 2018
- Rachel Kaplan Wedding – January 2018, the Springs
- Shadae Rogers Wedding, February 2018 – The Springs
- McLendon Wedding – February 2018, Avalon Legacy
- Kayla Schwalenberg Wedding – February 2018, Stonecrest
- Mary Sine (MOB) Wedding – February 2018, the Grand Ivory/Leonard
- Nicole Castelin Wedding – February 2018, the Springs
- Nisha Rajay Wedding – February 2018, Stone Crest
- Morgan McGrew Wedding, March 2018, the Springs
- Grubbs Wedding – March 2018 – Stonecrest
- Aja Walker Wedding – March 2018, the Springs
- Eric Burgett Wedding – March 2018, the Springs
- Kristina Schkade Wedding – March 2018, Stone Crest
- Alex Parkinson Wedding, April 2018, the Rosemary Barn
- Chris Shuma Wedding – April 2018 – The Springs
- Jenny Checks Wedding – April 2018, Stone Crest
- Crystal Eaton Wedding – April 2018, Stone Crest
- Lauren Daymard Wedding, May 2018 – Chandlers Garden
- Hyejin Hwang Wedding – May 2018, the Springs
- Sydney Rodriguez Wedding – May 2018, The Springs
- Eva McGuire Wedding – May 2018, the Springs
- Olivia Sebesta Wedding – June 2018 Wedding, the Springs
- Samantha Guerra Wedding– August 2018, the Springs
- Chelsea Parsons Wedding – August 2018, the Springs
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, the Springs
- Danille Jansma Wedding – October 2018 – Rustic Grace

- Levi Kennaw Wedding – October 2018 – Stonecrest
- Kayly Browne Wedding, October 2018 – Avalon Legacy

Social: 0

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: 471

Mailing Leads Processed: 3,051

- See Texas First – 2927
- Texas State Travel Guide – 62
- Tour Texas – 62
 - Top Five States requesting information:
 - Texas – Houston, Austin, San Antonio, Dallas, & Fort Worth
 - California – San Diego, San Francisco, Los Angeles, Irvine, & San Jose
 - Florida – Miami, Orlando, Tampa, Jacksonville, & Naples
 - New York – Brooklyn, Staten Island, Rochester, & Yonkers Great Neck
 - Arizona – Phoenix, Tucson, Mesa, Glendale, & Scottsdale

Advertising/Marketing/Media

Blogs on our website:

- Peek Inside The Old Gough-Hughston House – 7
- Want to be in a Movie? – 4
- Benji House on Film Trail – 6
- McKinney Shop opens - 42
- Slice of McKinney: Improv 4at Comedy Arena - 0
- What's New in McKinney-Fall Update - 4
- Grants now Available – 1
- Shop Small - 17
- Food Walks of Texas - 112
- Veterans Day - 25

Visits on Homepage News Flash buttons & landing pages:

- The McKinney Shop - 40
- World-War-I-Exhibit – 0
- Plan Your Visit - 6
- Weekend Update page-100
- GetSocial#getsocial – 0
- MCVB Grants - 14

Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - Fall photos at Towne Lake
 - TDA Proclamation
 - Press release at Dee-dee – Tourism College grad
 - Finalize Eventzee Clues for TDA
 - Art for selfie fans
 - Photos at TDA
 - Photos at Home for the Holidays

- Materials Submitted
 - Winter calendar info for Texas Events Calendar
 - Home for the Holidays photos to Modern Luxury Magazine
 - Event information to Dallas Child Magazine

Advertising- Website & Publication ROI Tracking: (waiting)

Visits on Homepage News Flash buttons & landing pages:

- Welcome to McKinney (Visitor Map)-2
- Meeting Planners Guide: 16
- Texas-Highways-Thank-You – 2
- Faster2First-Tournament –156
- Travel-South-Readers - 0
- Welcome-Southern-Living-Readers -0
- Howdy-Dallas-Cowboys-Fans – 0
- Make-McKinney-Your-Home for the Holidays (TourTexas.com) – 86
- McKinney Lions - 3
- Boyd Broncos - 1
- Bulldogs – 1
- MCVB-Director-Guerra-Earns-CTE-Designation –2
- Welcome-TourTexas.com-Readers-40
- Make-McKinney-Your-Home-for-the-Holidays-86

#GETSOCIAL - 2017-18	
FY 17-18	Views
OCT. 17	77
NOV. 17	
TOTALS	77

Free Publicity:

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710
Total	\$ 126,365

- Does not include \$20,000 for Grants

NOVEMBER 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	24000	900000
BubbleLife Collin Co.	Guerra/Tourism College	0	3000	9000	125000
TOTALS		\$0	\$11,000	\$33,000	1,025,000

SOCIAL MEDIA TRACKING

FACEBOOK - 2017-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
Nov. 17	80	6295	66,475	751,207	4,365,662
TOTALS	127	6,295	159,289	1,601,981	8,747,872

OTHER SOCIAL MEDIA TRACKING – NOVEMBER 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4593	+30	+15%
Tweets	6038	+106	-25%
Tweet Impressions	12.3K	(not given)	-33.4%
Profile Visits	165	-117	-42.1%
Mentions by other users	14	-12	-41.7%
Google Sites	Views	Increase	Subscribers
YouTube	4295	+280	20

VISIT WIDGET - NOVEMBER 2017						
NOVEMBER	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions

Nov. 6-12	32	27	115	3.59	28.12	50.00
Nov. 13-16	35	33	129	3.69	25.71	71.43
Nov. 20-26	29	21	116	4.00	17.24	41.38
Nov. 27-Dec. 3	31	25	86	2.77	45.16	64.52
TOTALS	127	106	446	14.05	n/a	n/a

Web Analytics – NOVEMBER 2017 (for 2017-18)

Month	Sessions	Page views	Users
Oct-17	3,613	9,034	3,018
Nov. 17	3,456	8,370	2,868
TOTALS 17-18	7,069	17,404	5,886

Top 25 Pages

Page	Page views	Unique Page Views	Avg. Time on Page
Home	1,299	1,015	0:00:54
Calendar	1,043	789	0:01:21
Calendar	225	199	0:02:37
Explore	184	140	0:00:42
Shopping	165	139	0:01:22
Events	158	137	0:00:12
Faster2First-Tournament	156	140	0:04:35
Shopping Centers	144	131	0:01:43
Monthly & Ann. Ev	135	125	0:01:56
Visitors Guide	129	114	0:01:44
Dining	120	79	0:00:34
Food Walks Blog	112	101	0:02:09
Weekend Update	98	90	0:01:21
Stay	92	68	0:00:25
Home for the Holidiays	86	70	0:01:36
Dining & Nightlife	79	71	0:02:34
Coffee Houses	70	59	0:01:28
About McKinney	67	56	0:00:45
NTTA Toll Options	65	54	0:03:20
Dinosaurs Live	60	57	0:05:46
Santa Sightings Blog	58	17	0:00:17
Wedd. Rec. Venues	57	47	0:00:37
Staff Directory	57	38	0:00:28
Dec. Calendar	52	45	0:01:19
	51	35	0:01:00

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
United States	3,331	76.73%	2,556	56.44%	2.46	0:01:51
(not set)	35	100.00%	35	100.00%	1	0:00:00
Canada	19	94.74%	18	84.21%	1.21	0:00:04
India	13	92.31%	12	84.62%	1.15	0:02:26
Philippines	6	100.00%	6	83.33%	2.67	0:00:27
South Korea	5	100.00%	5	100.00%	1	0:00:00
Bulgaria	4	0.00%	0	100.00%	1	0:00:00
China	4	100.00%	4	100.00%	1	0:00:00
United Kingdom	4	100.00%	4	75.00%	1.25	0:00:07
Russia	4	50.00%	2	100.00%	1	0:00:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
Texas	2,681	76.84%	2,060	55.17%	2.43	0:01:51
California	121	66.12%	80	63.64%	2.61	0:01:49
Oklahoma	63	74.60%	47	58.73%	3.21	0:02:41
Arizona	43	65.12%	28	69.77%	2.28	0:01:34
Florida	36	80.56%	29	61.11%	3.47	0:03:14
Illinois	32	62.50%	20	65.62%	1.81	0:00:47
New York	26	88.46%	23	53.85%	3.12	0:02:02
Virginia	23	91.30%	21	65.22%	1.7	0:00:22
Kansas	18	88.89%	16	61.11%	2.44	0:01:08
Missouri	18	83.33%	15	44.44%	5.61	0:01:53

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs./Visit	Avg. Visit Duration
McKinney	811	67.32%	546	53.88%	2.67	0:02:14
Dallas	699	81.69%	571	58.94%	1.97	0:01:20
Plano	136	88.24%	120	53.68%	2.46	0:02:09
Frisco	93	77.42%	72	55.91%	2.57	0:01:14
Allen	87	72.41%	63	58.62%	1.92	0:01:28
Prosper	79	72.15%	57	43.04%	2.39	0:01:53
Houston	62	87.10%	54	59.68%	2.23	0:01:56
Austin	51	62.75%	32	54.90%	2.35	0:01:37
Fort Worth	43	72.09%	31	51.16%	2.19	0:00:59
Richardson	31	90.32%	28	48.39%	2.9	0:03:18

OCCUPANCY RATES:

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

Hotel	Oct. '17	Nov. '17	Dec. '17	Jan. '18	Feb. '18	Mar. '18	Apr. '18	May '18	Jun. '18	Jul. '18	Aug. '18	Sep. '18
Comfort	67.79											
Hampton	97.82											
Holiday Inn	69.05											
Holiday Inn CR	73.79											
La Quinta	N/A											
Sheraton	96.77											
Towneplace	79.01											

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18
October	N/A	67.28%	75.19%	96.77%
November	N/A	61.35%	75.20%	%
December	N/A	69.24%	57.74%	%
January	N/A	61.62%	69.54%	%
February	N/A	71.58%	79.77%	%
March	24.60 %	63.53%	77.04%	%
April	39.29%	82.34%	84.81%	%
May	50.47%	64.60%	81.11%	%
June	69.70%	75.03%	88.88%	%
July	75.60%	72.61%	N/A	%
August	56.22%	63.86%	76.00%	%
September	56.43%	72.50%	N/A	%

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