

visit mckinney Monthly Report

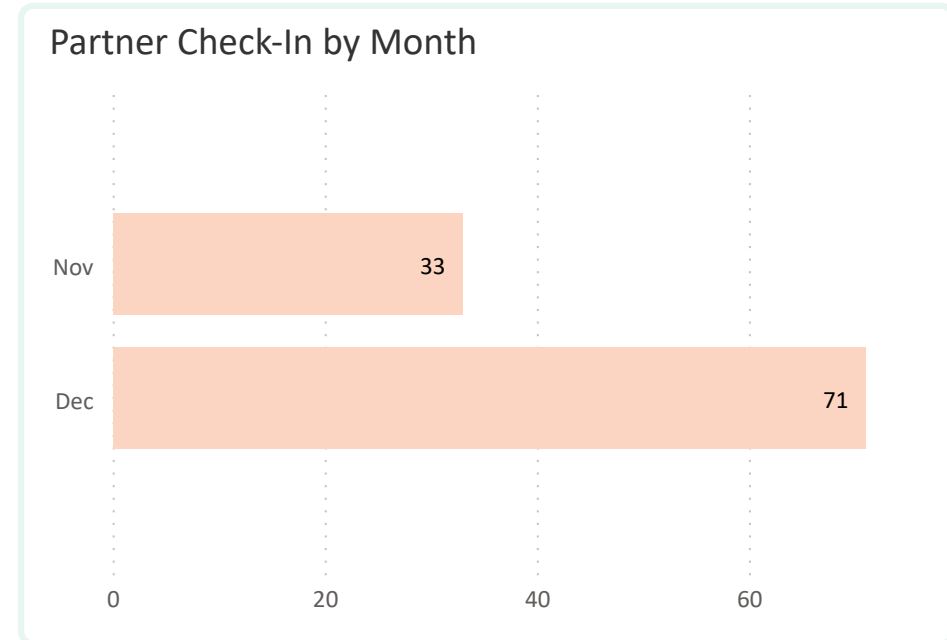
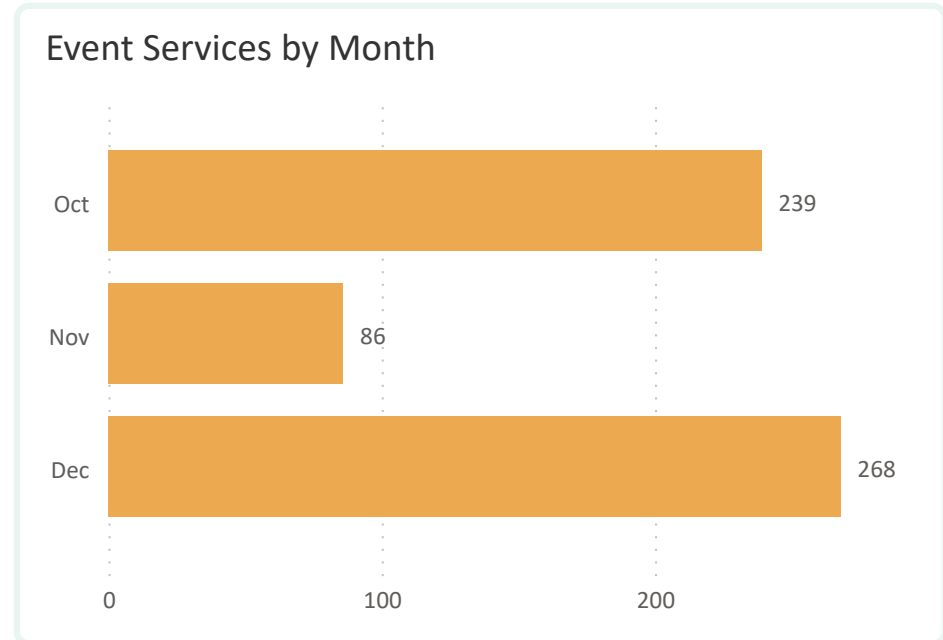
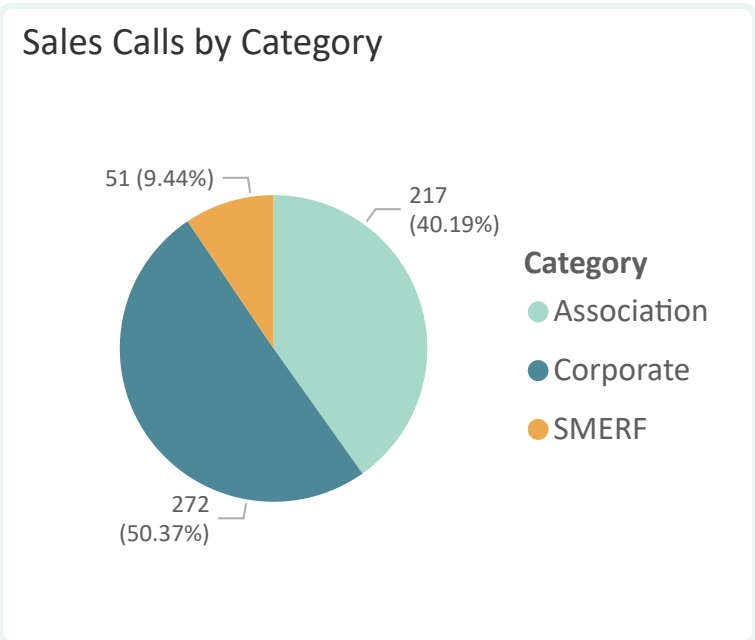
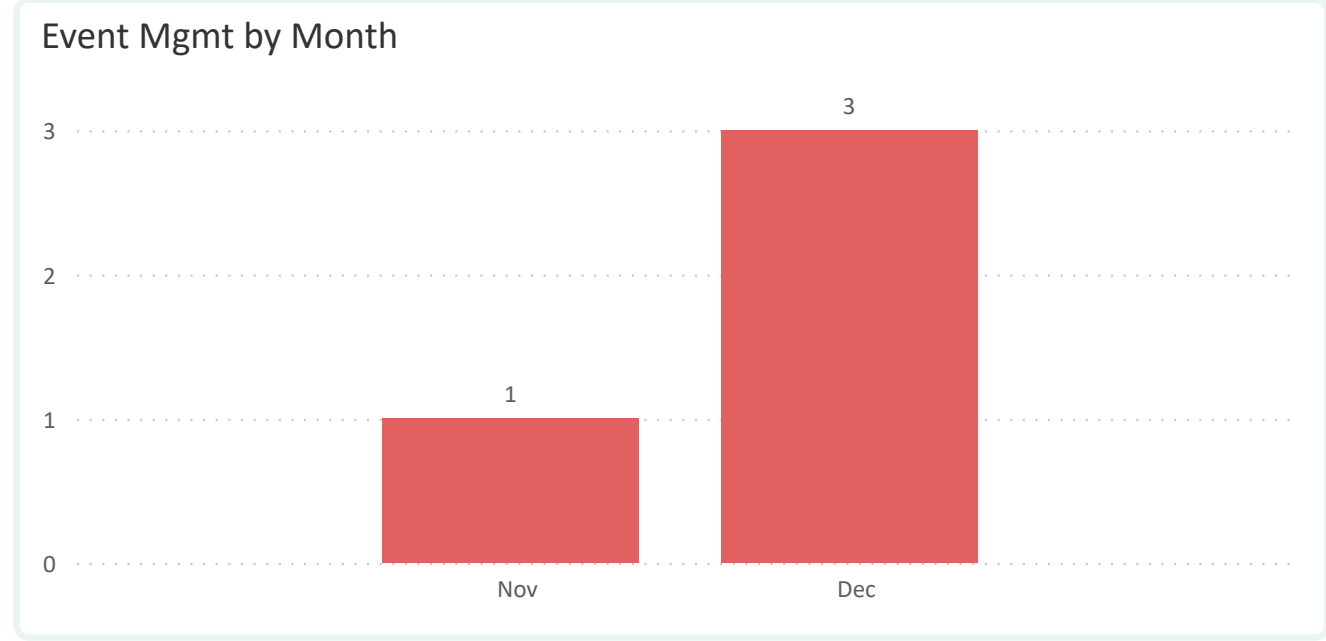
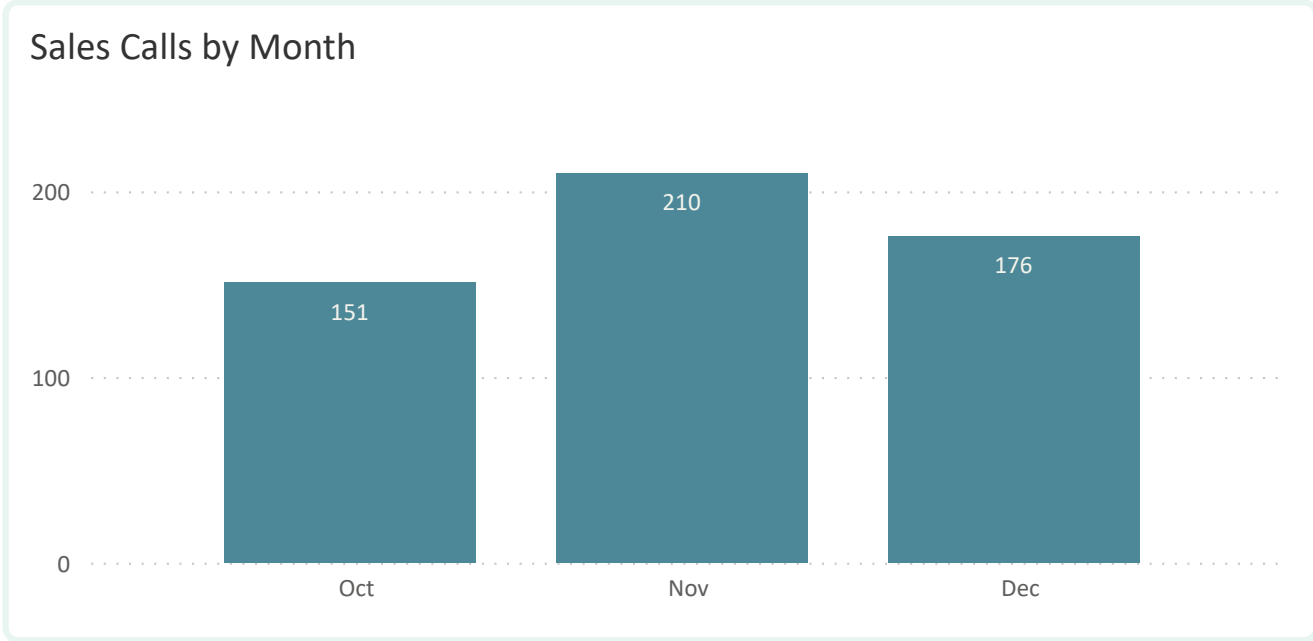
January - 2023



538
Sales Calls YTD

4
Event Mgmt YTD

593
Total Welcome Bags YTD

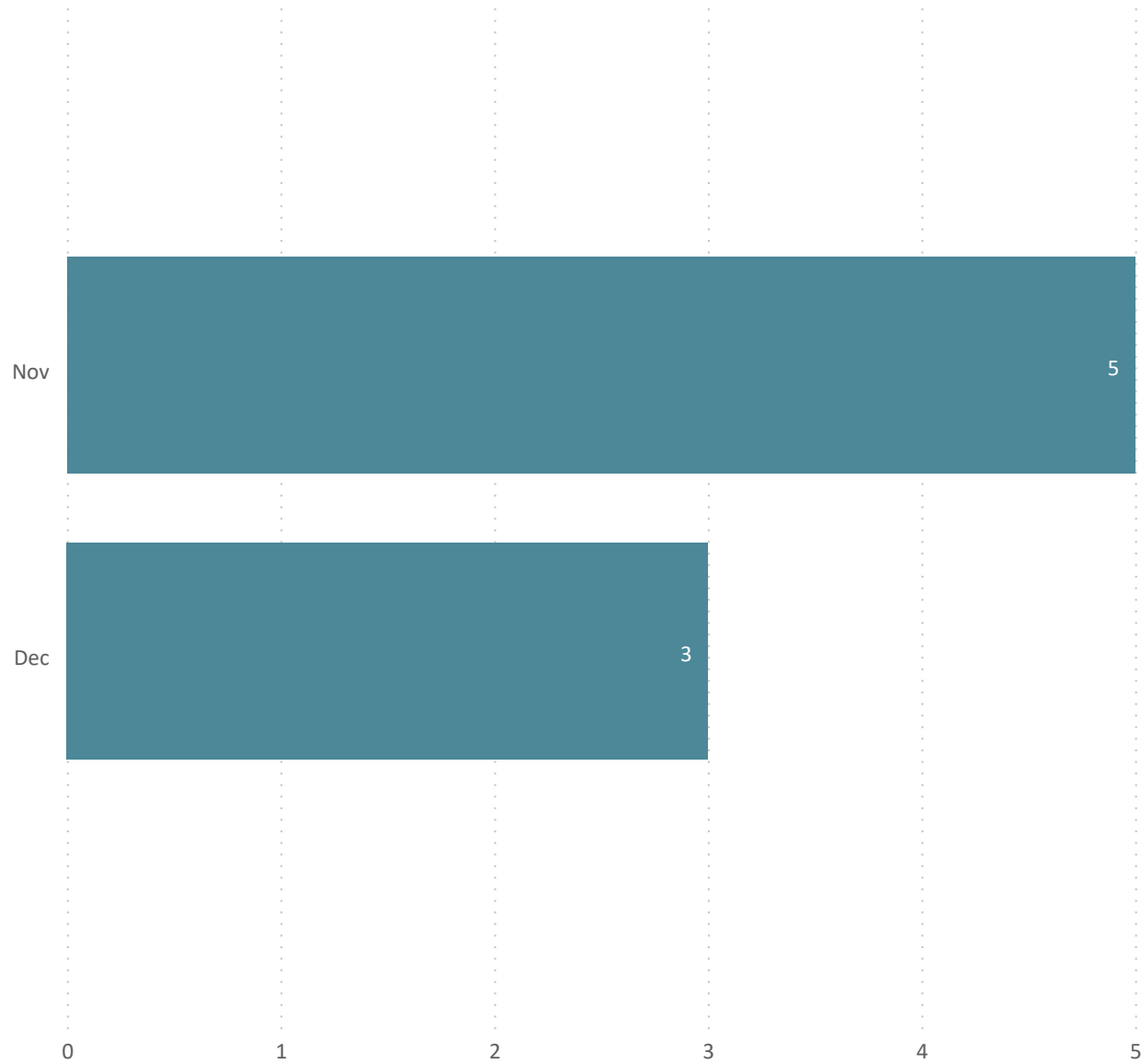


8
Leads YTD

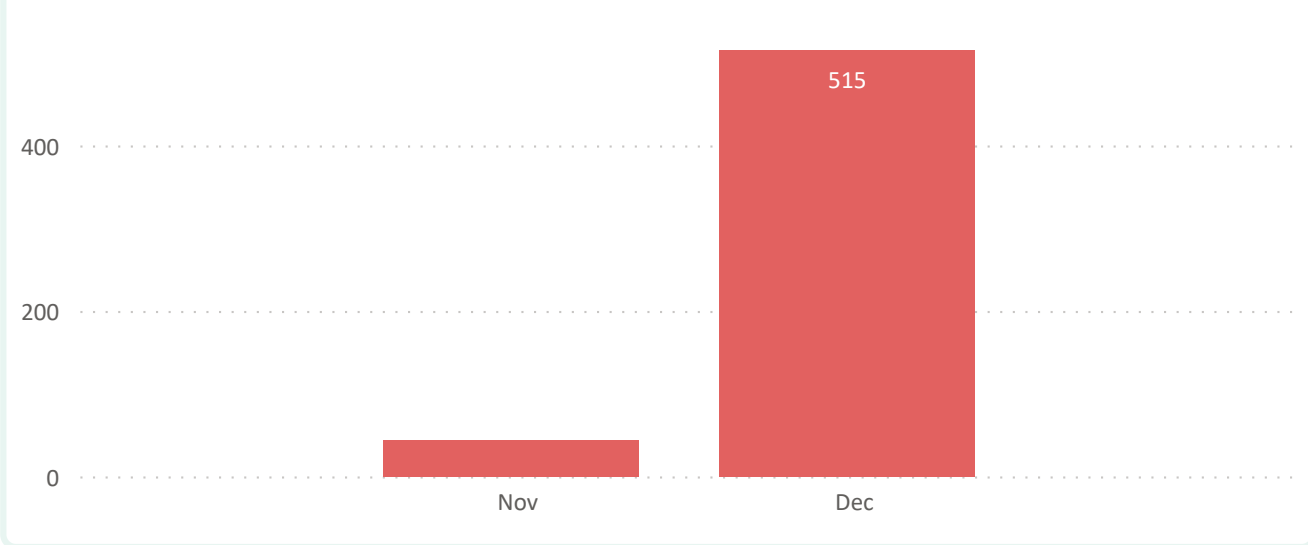
559
Total Rooms Nights YTD

\$70,670
Total Revenue YTD

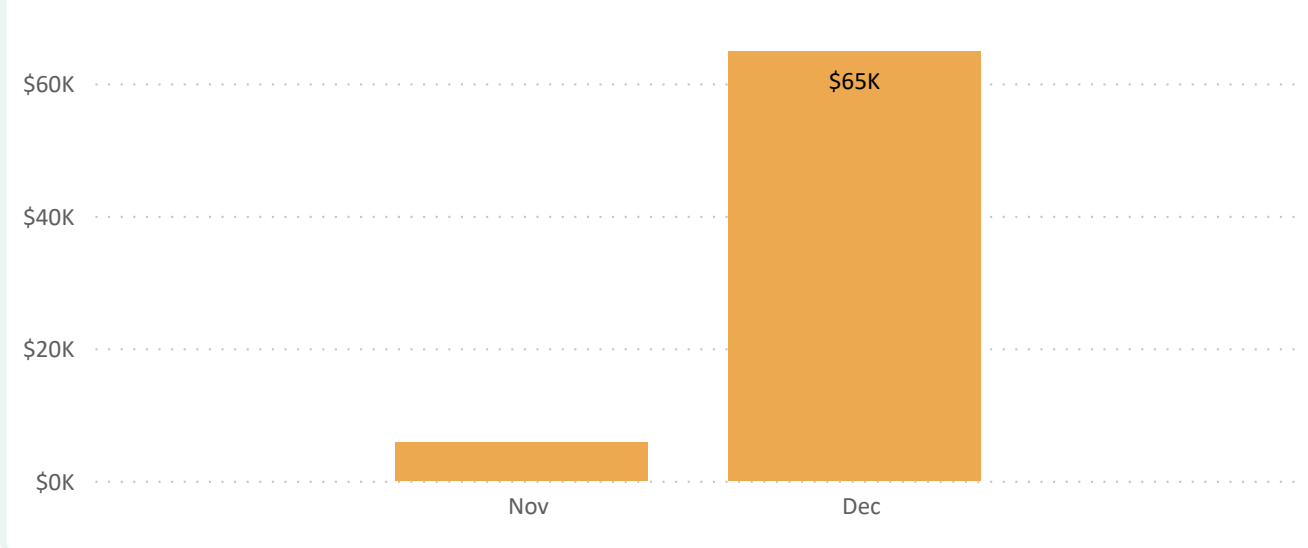
Leads by Month



Total Room Nights by Month



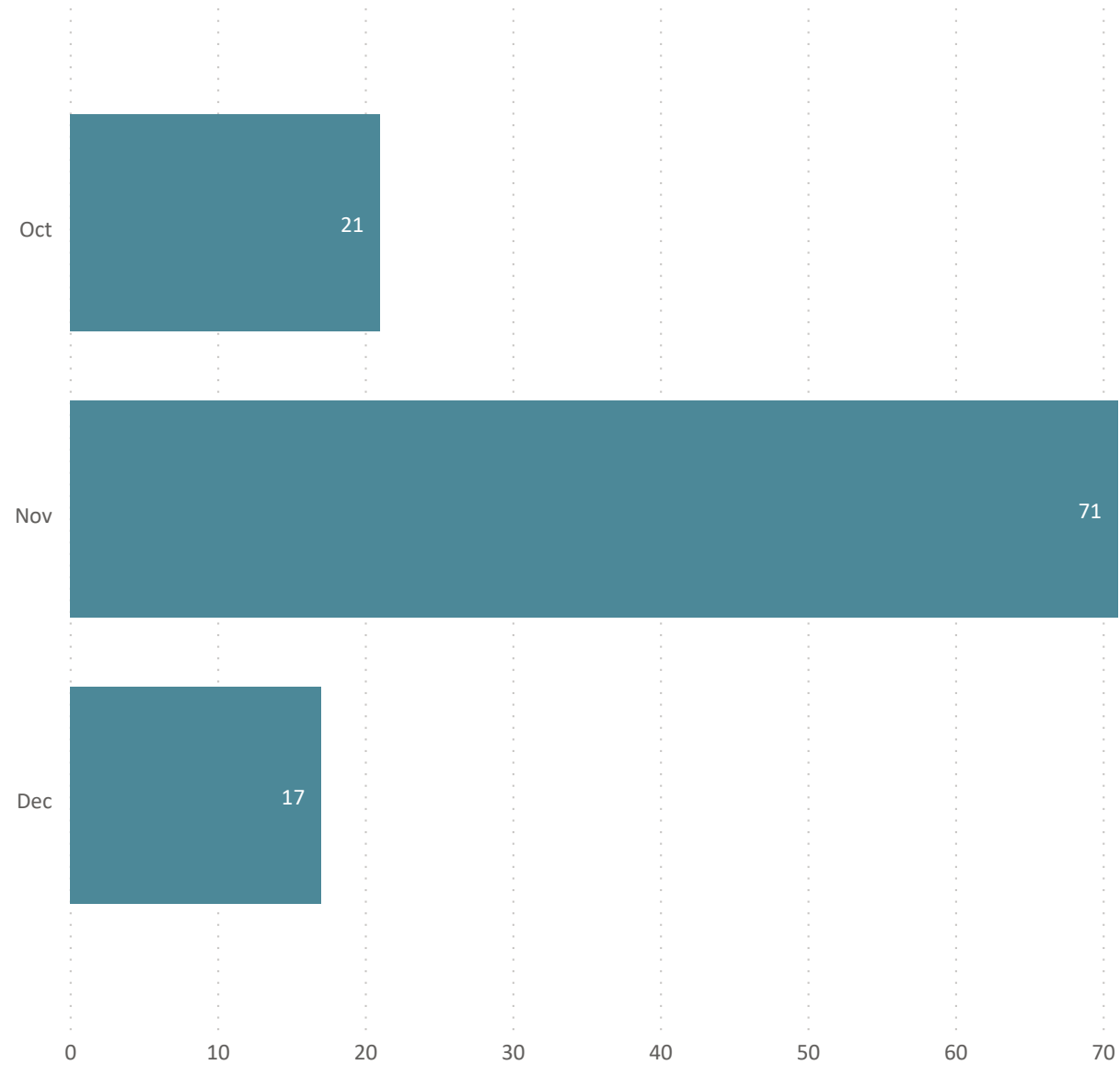
Total Revenue by Month



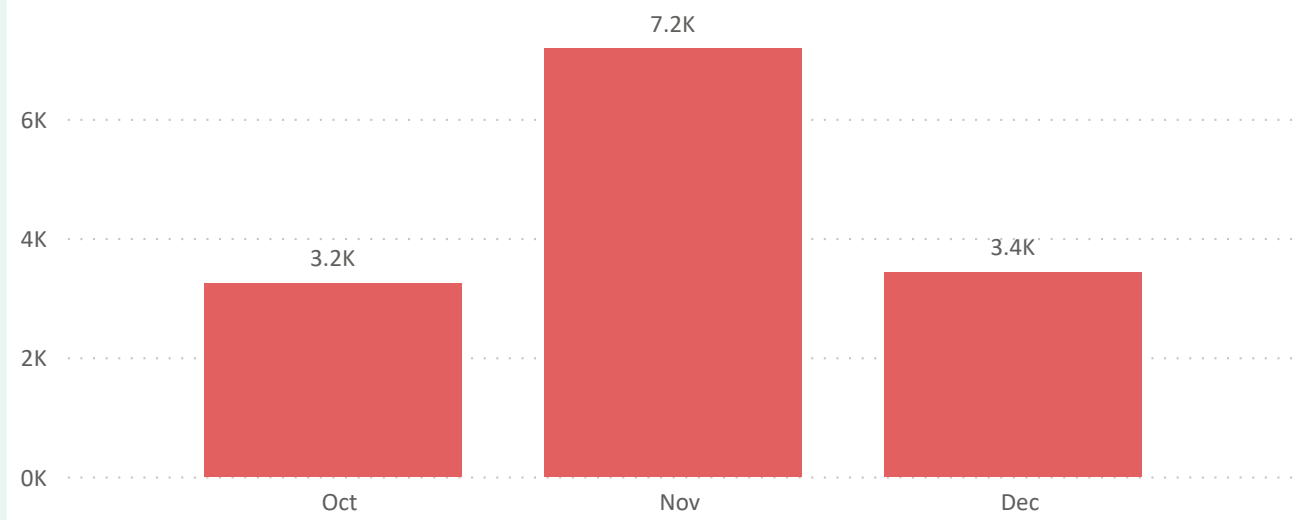
109
New RFPs YTD

13,856
Est Room Nights YTD

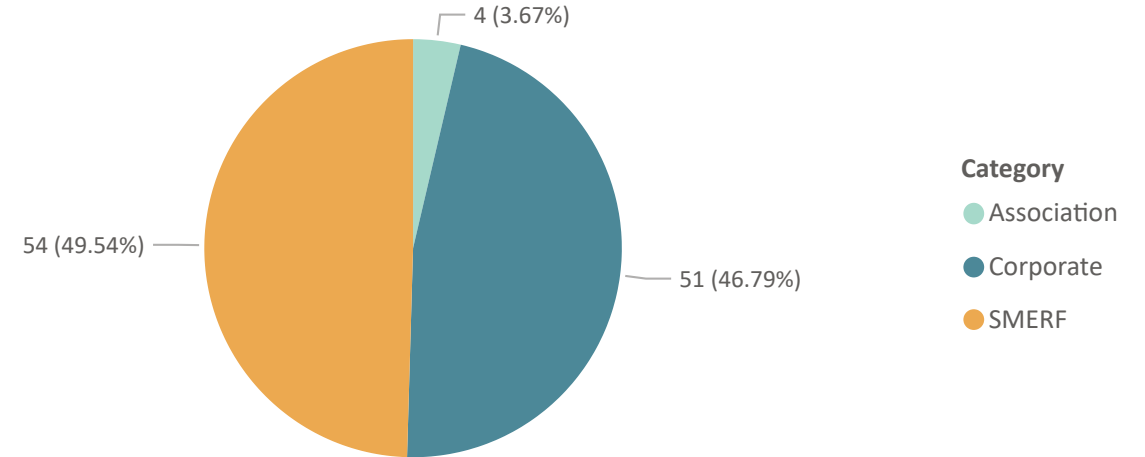
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

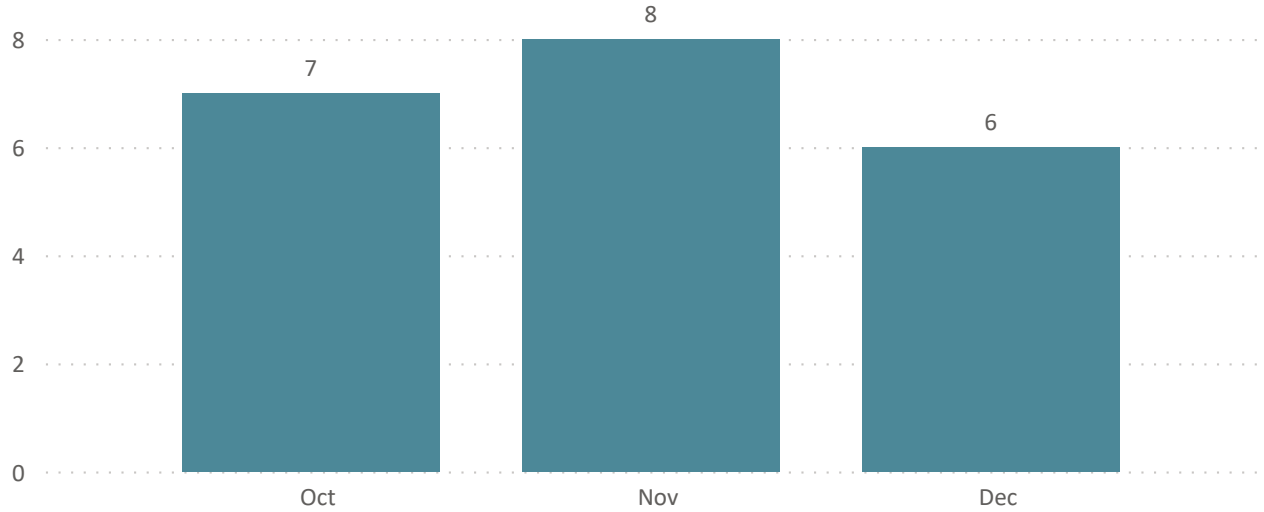
0 2000

21
Lost Opp YTD

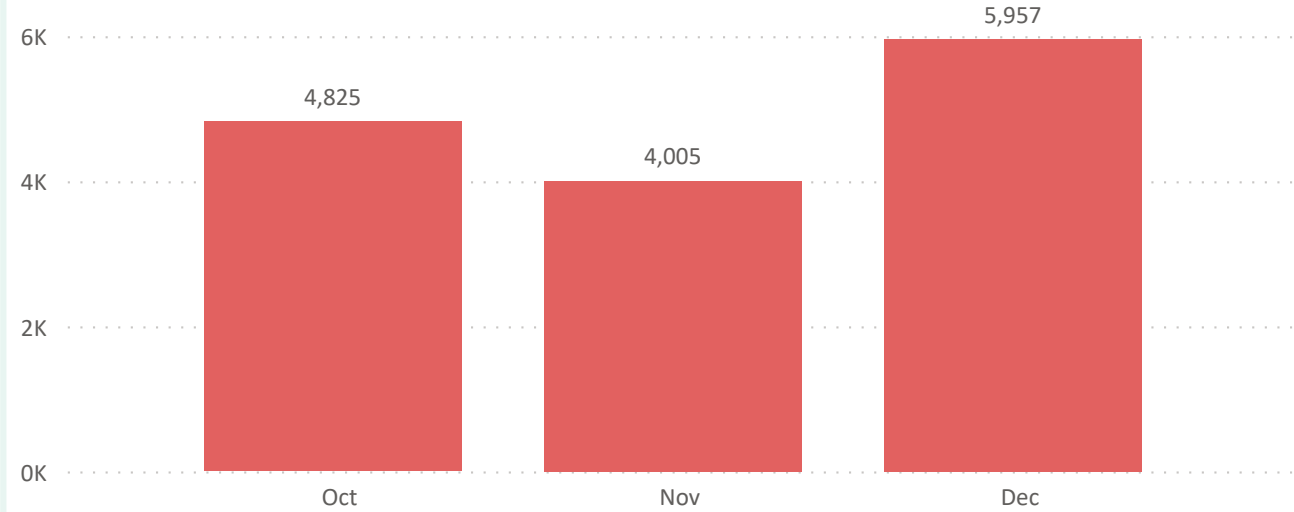
14,787
Lost Room Nights YTD

\$2,133,824
Lost Revenue YTD

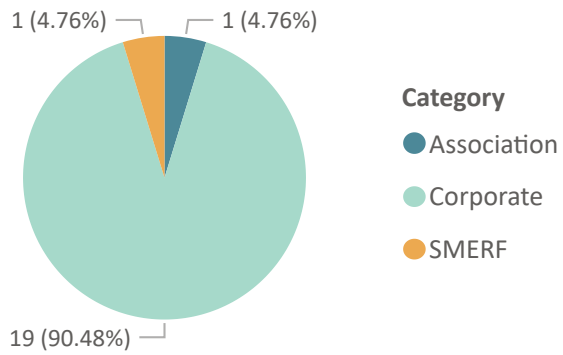
Lost Opportunities by Month



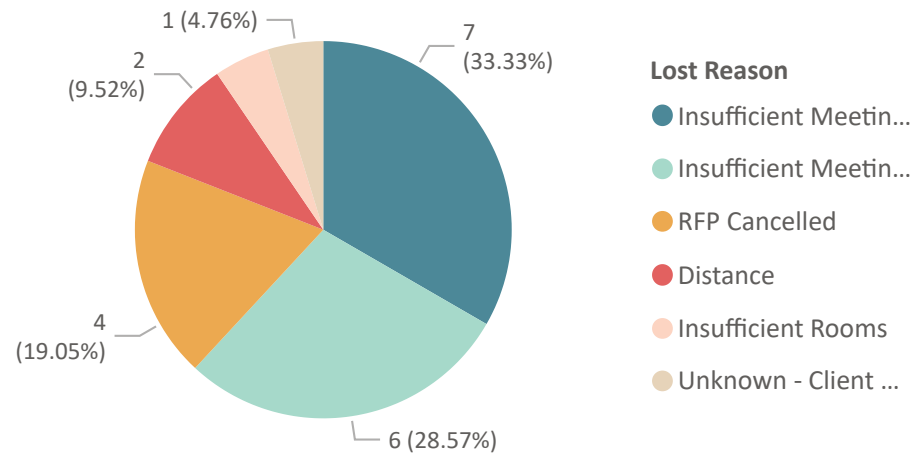
Lost Room Nights by Month



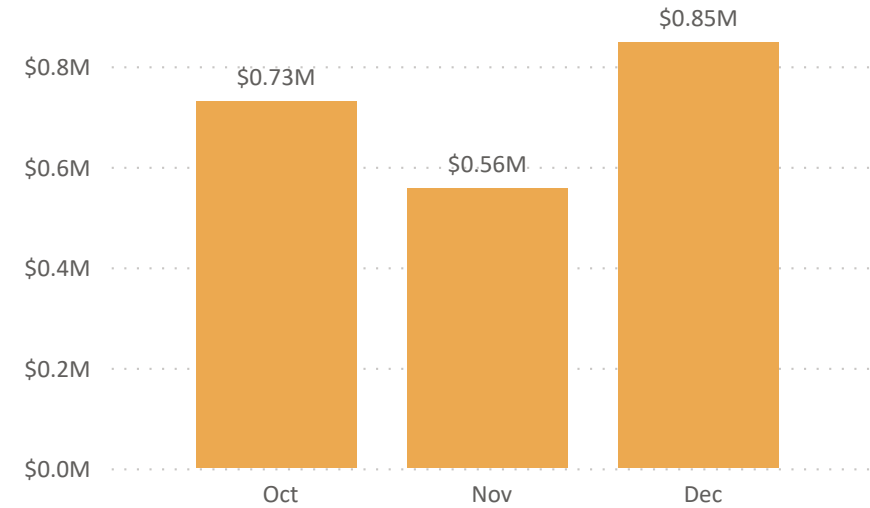
Lost by Category



Lost by Reason



Lost Revenue by Month



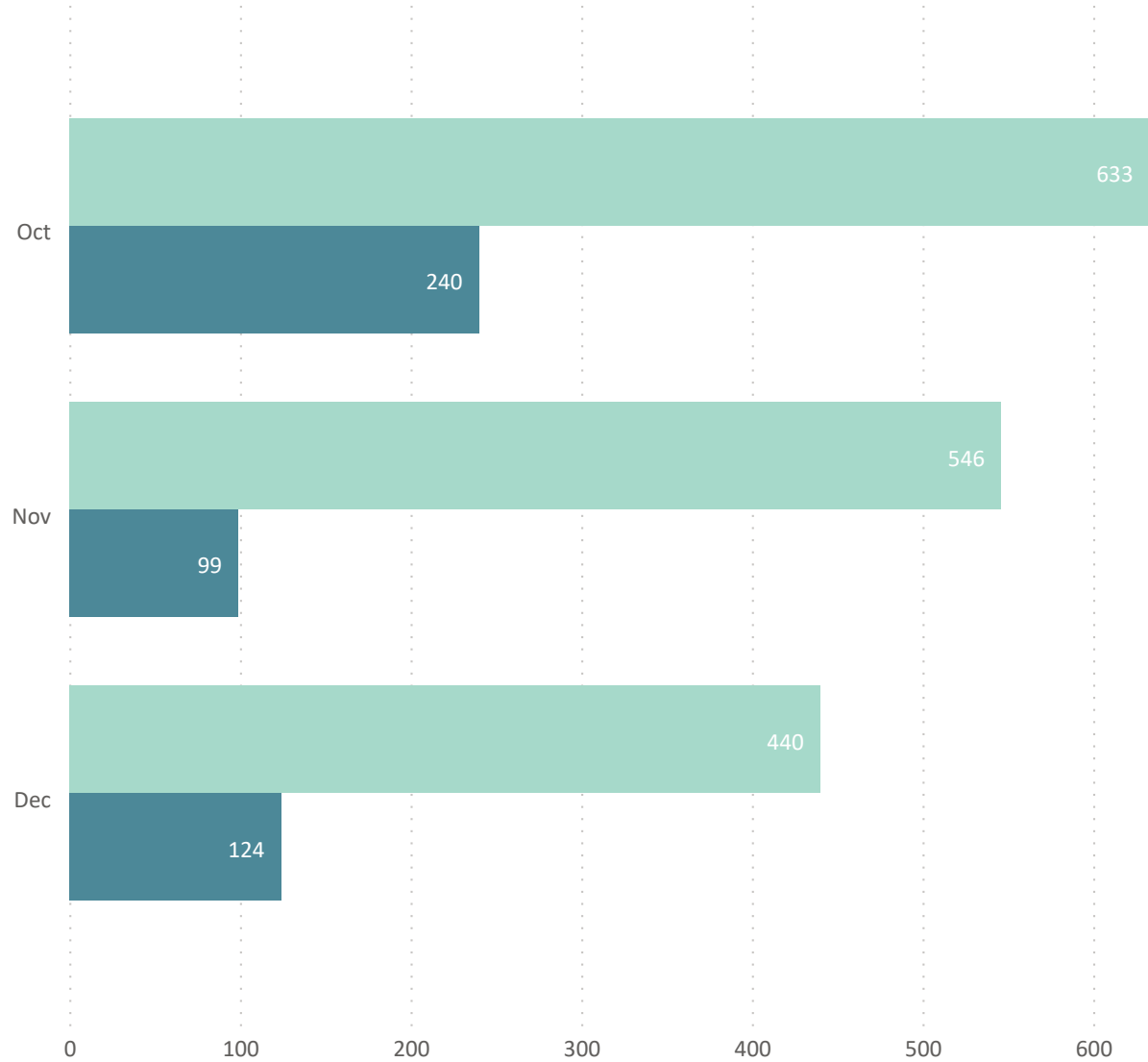
463
 Visitors YTD

40
 Tour Attendees YTD

[See details](#)

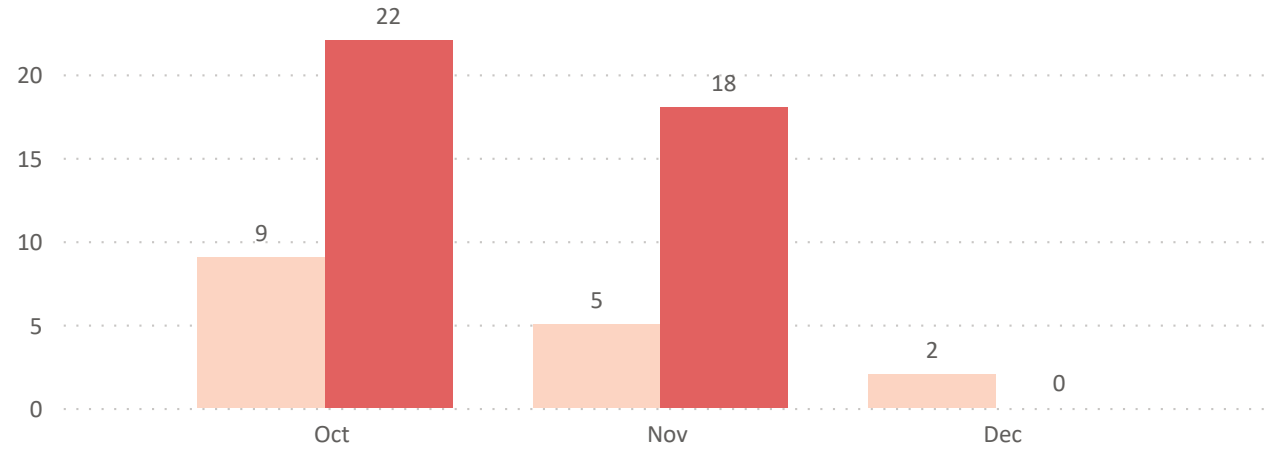
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month



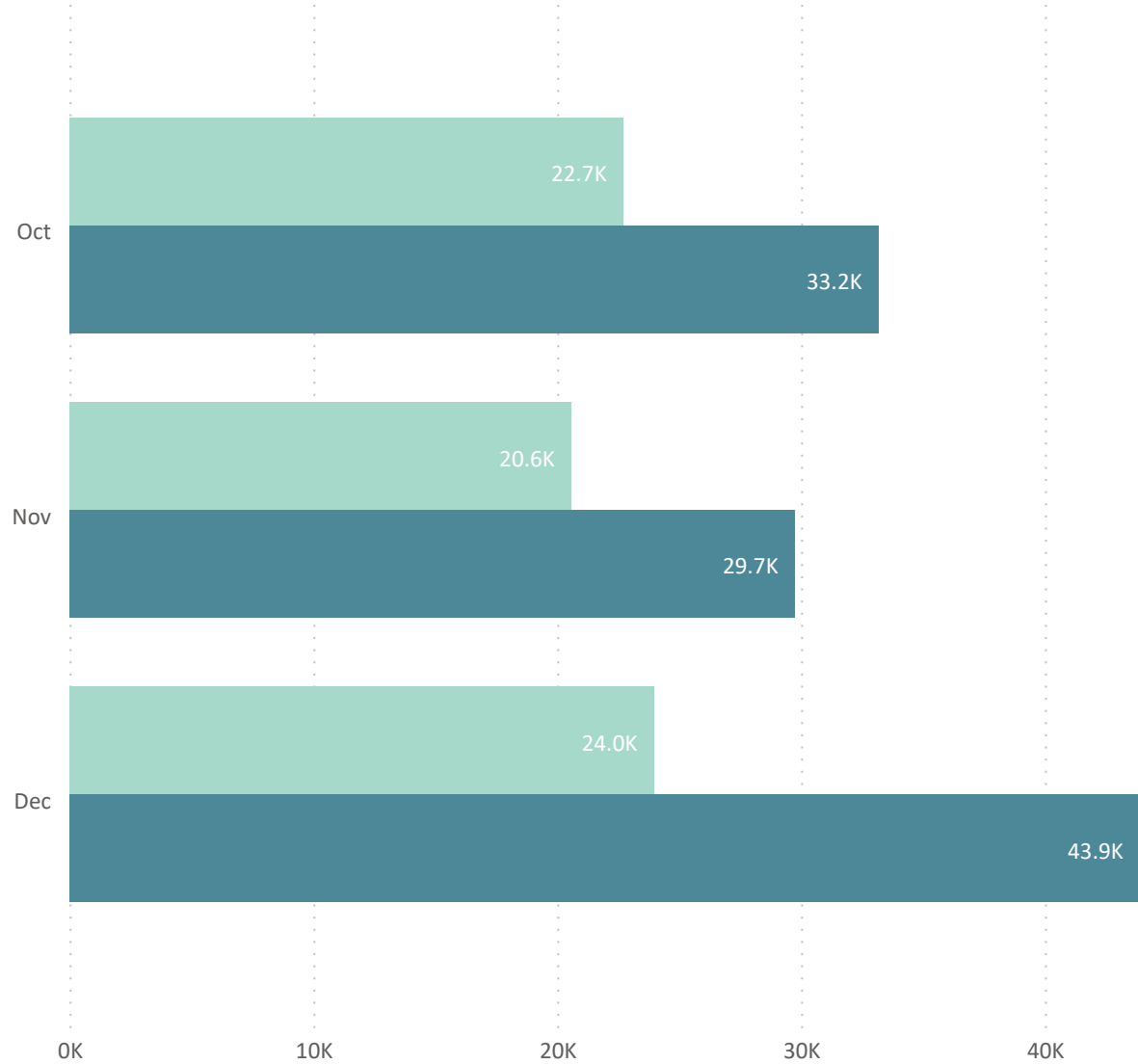
106,798
Page Views YTD

67,318
Sessions YTD

55,873
Users YTD

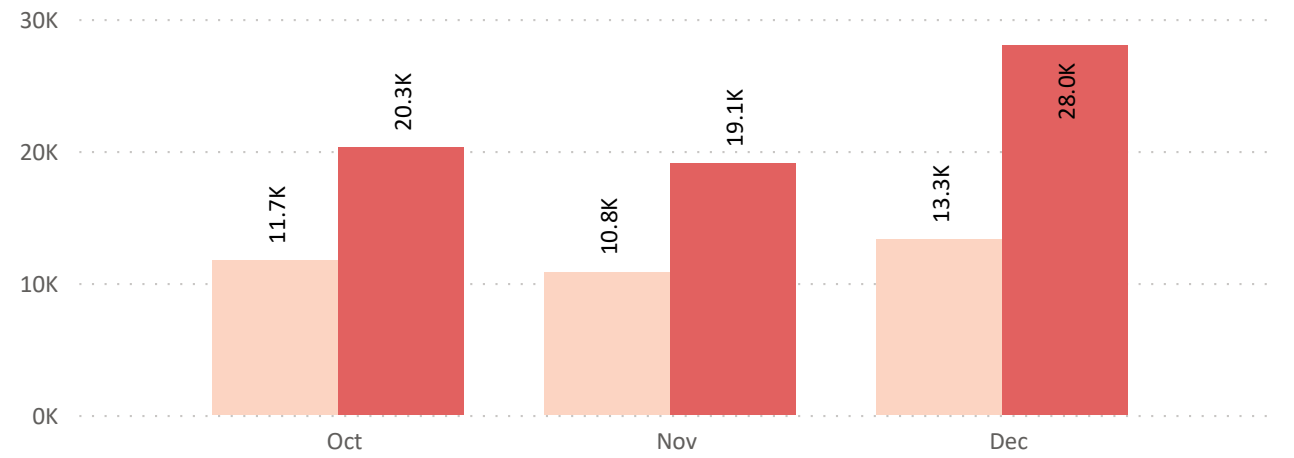
Page Views by Month

● Page Views LY ● Page Views



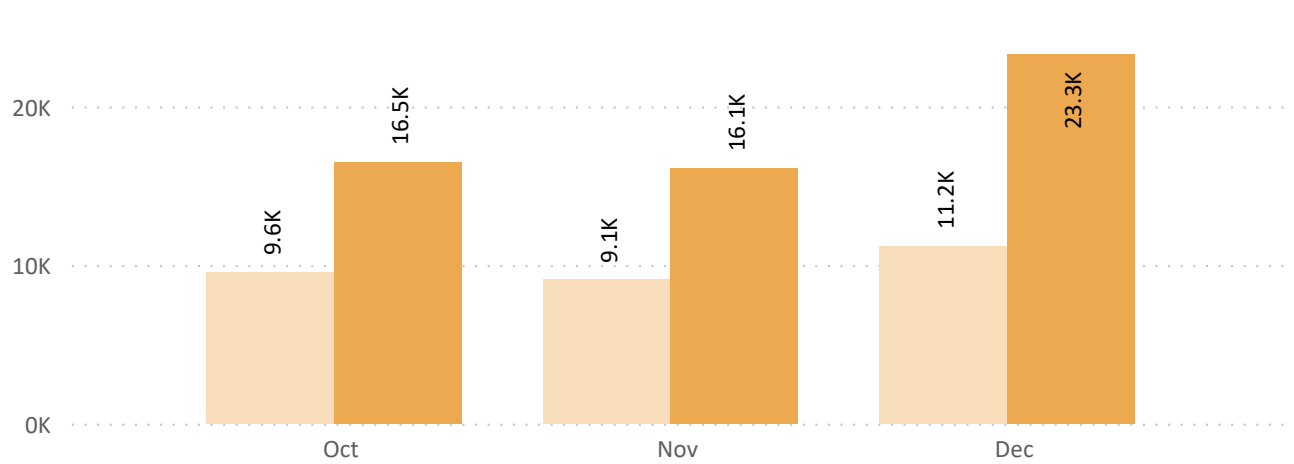
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users

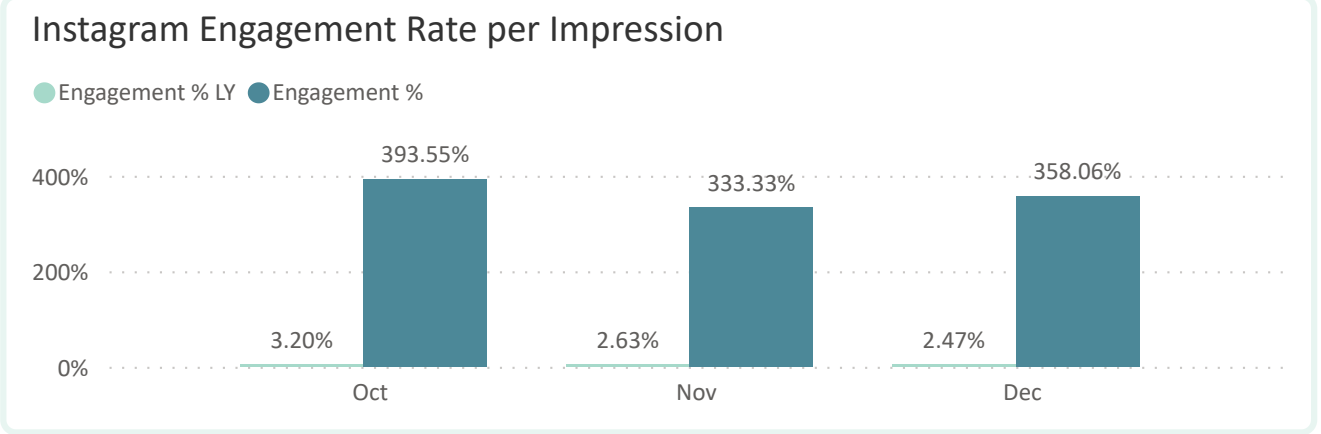
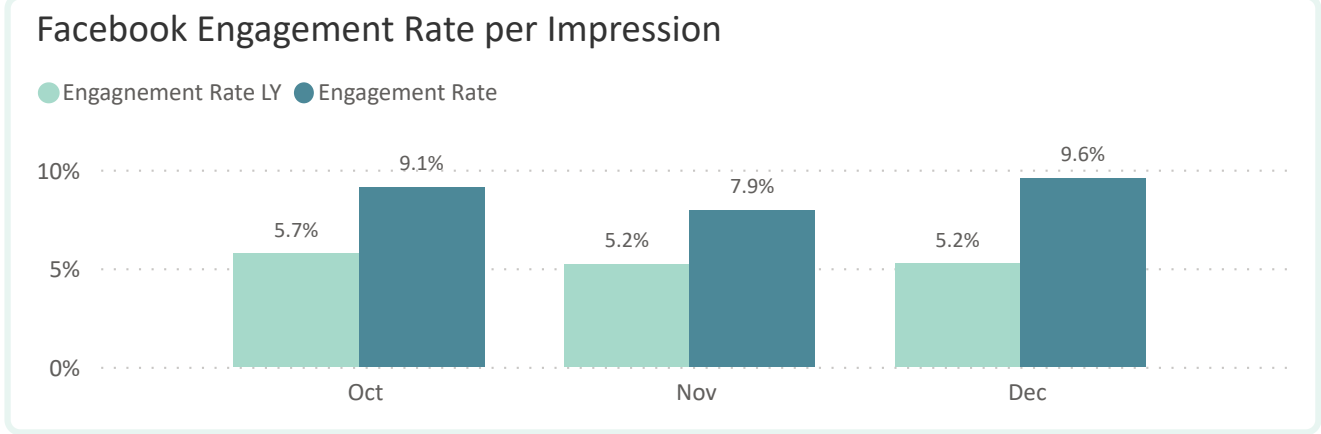
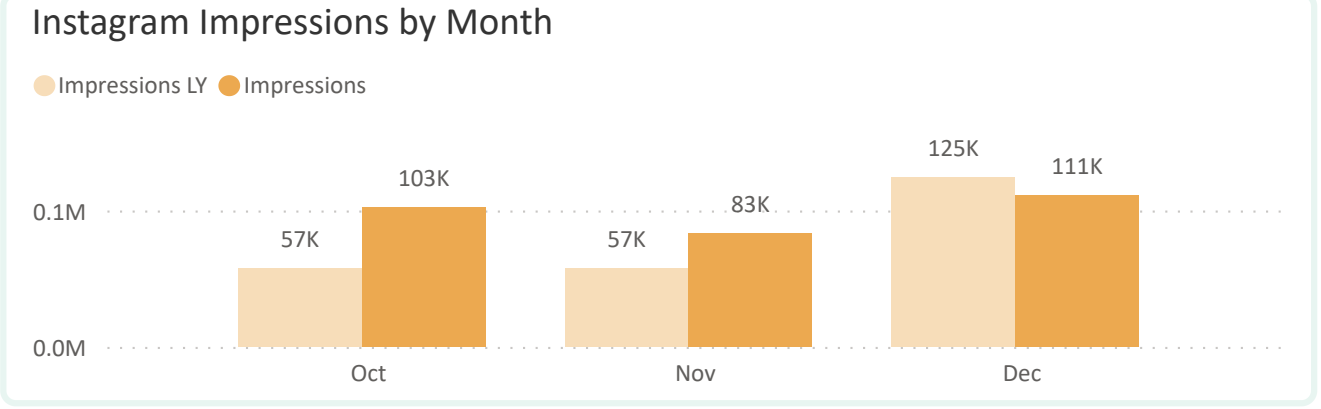
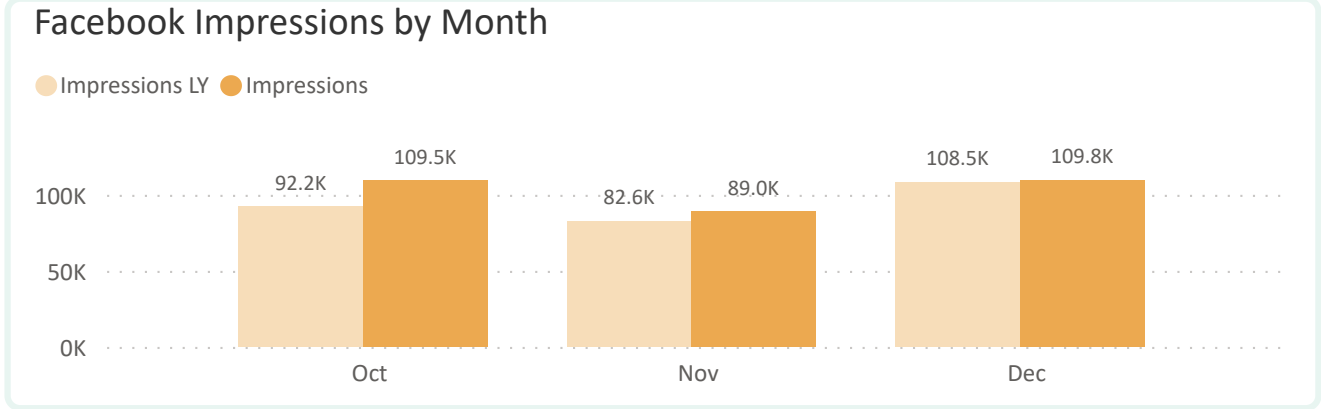
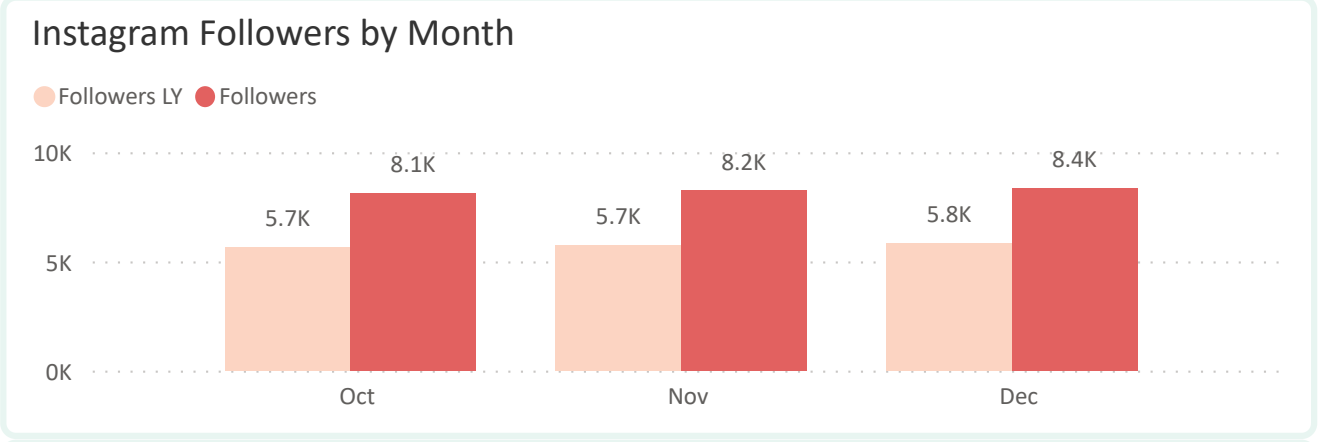
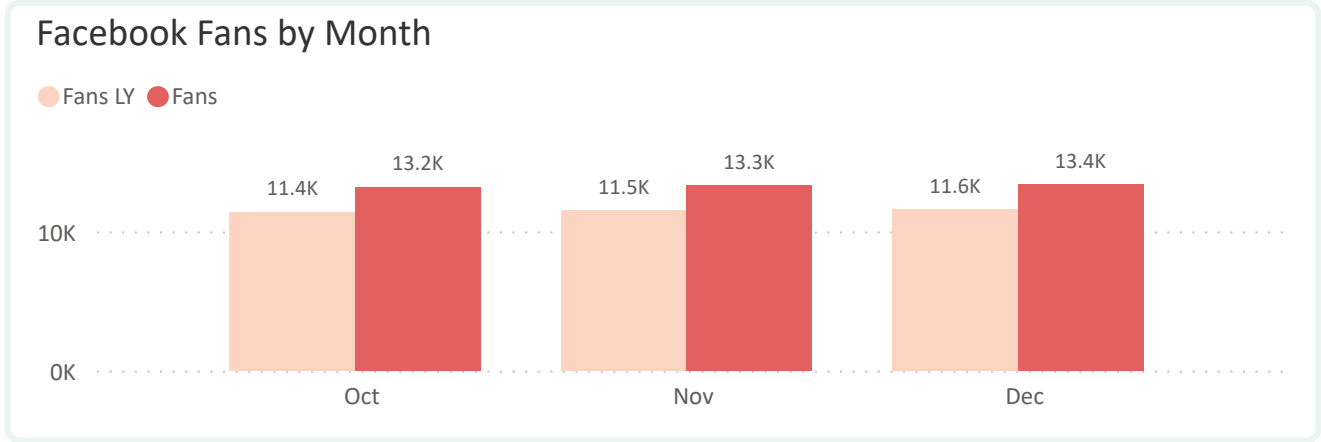


13,389
Current FB Fans

236
FB Posts YTD

8,352
Current IG Followers

170
IG Posts & Stories YTD

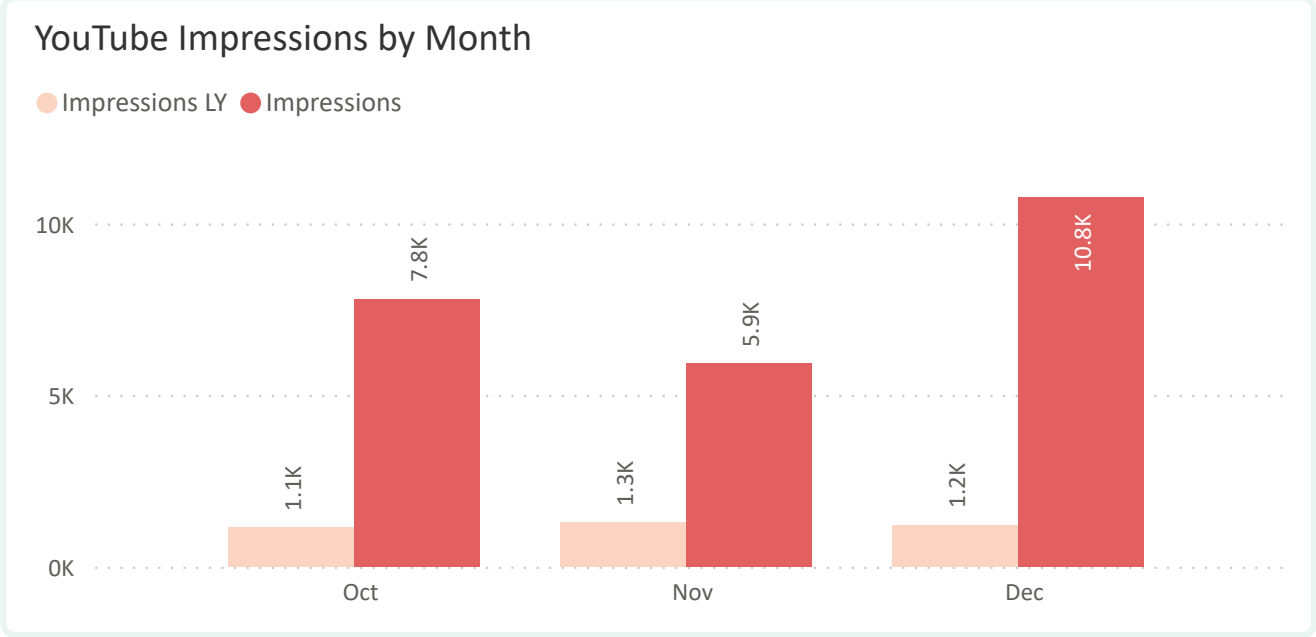
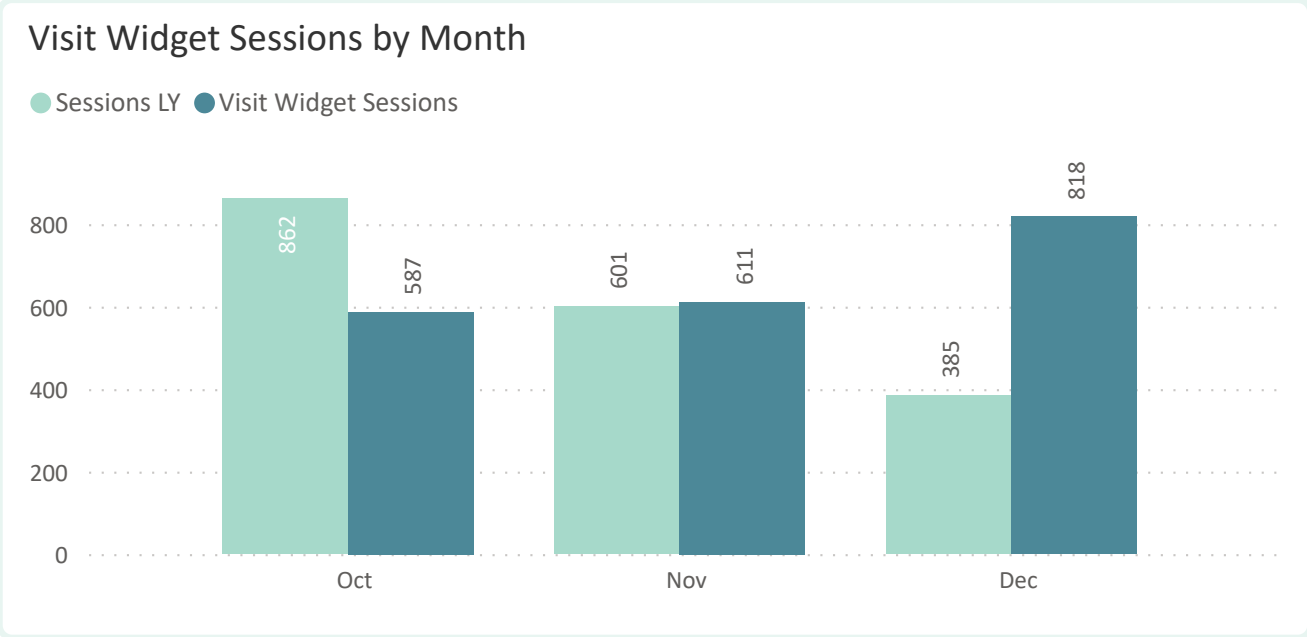
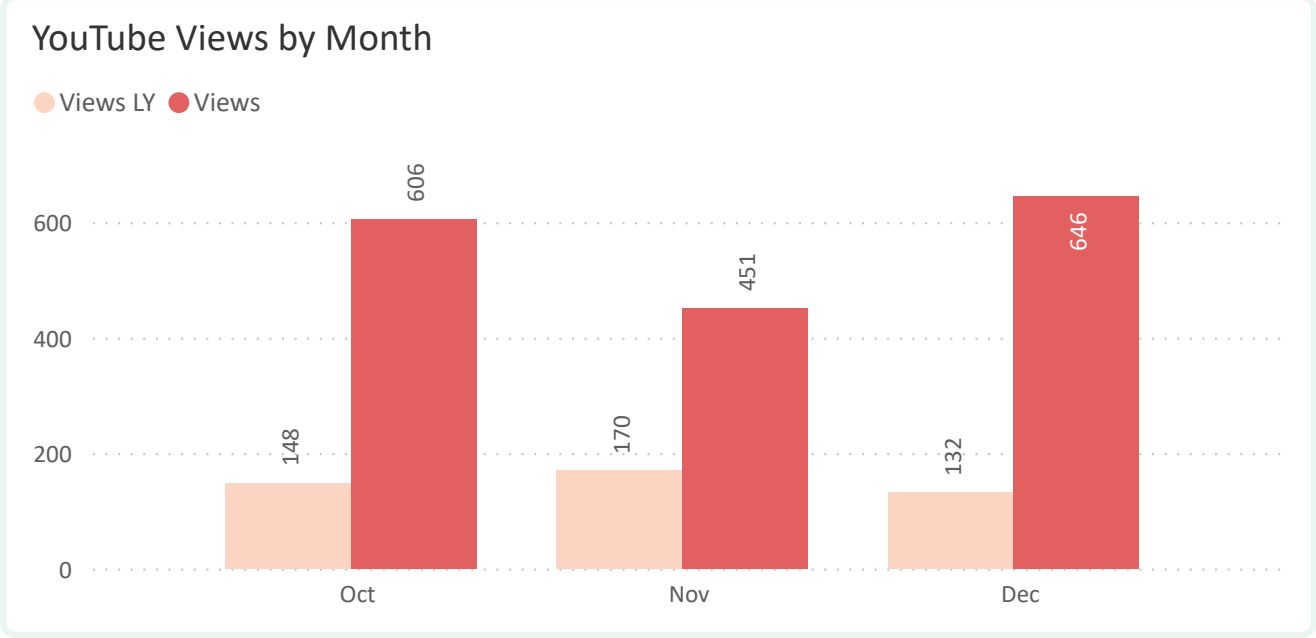
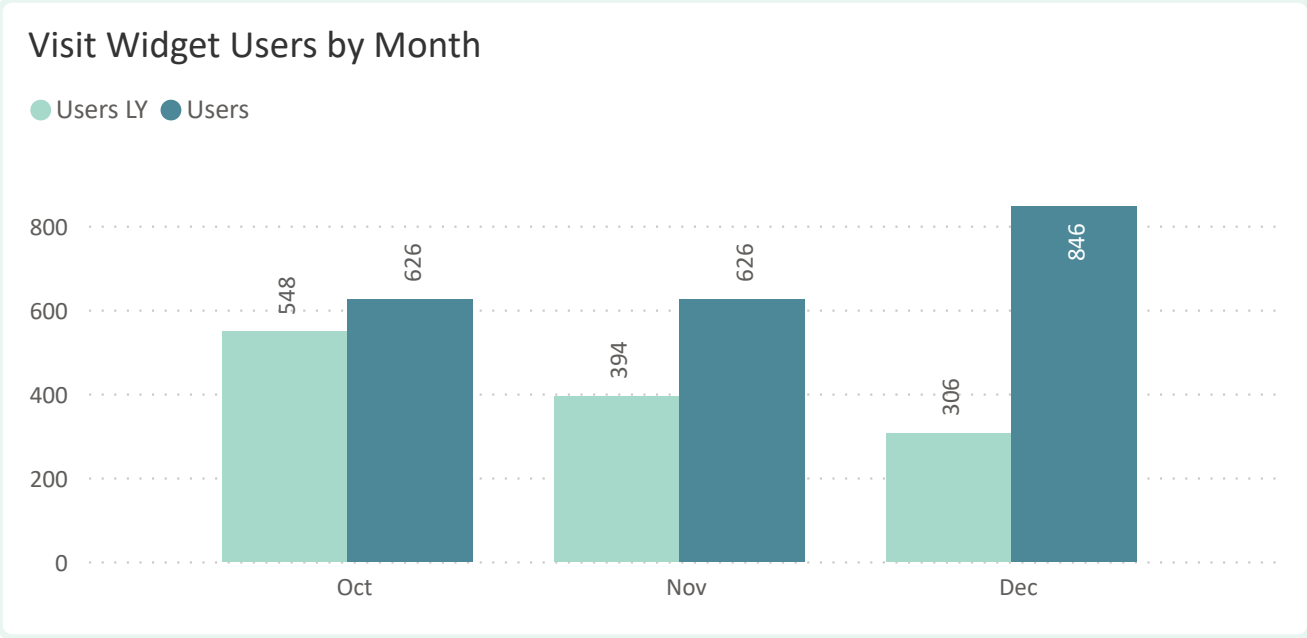


2,098
Visit Widget Users YTD

2,016
VW Sessions YTD

1,703
YouTube Views YTD

24,484
Impressions YTD



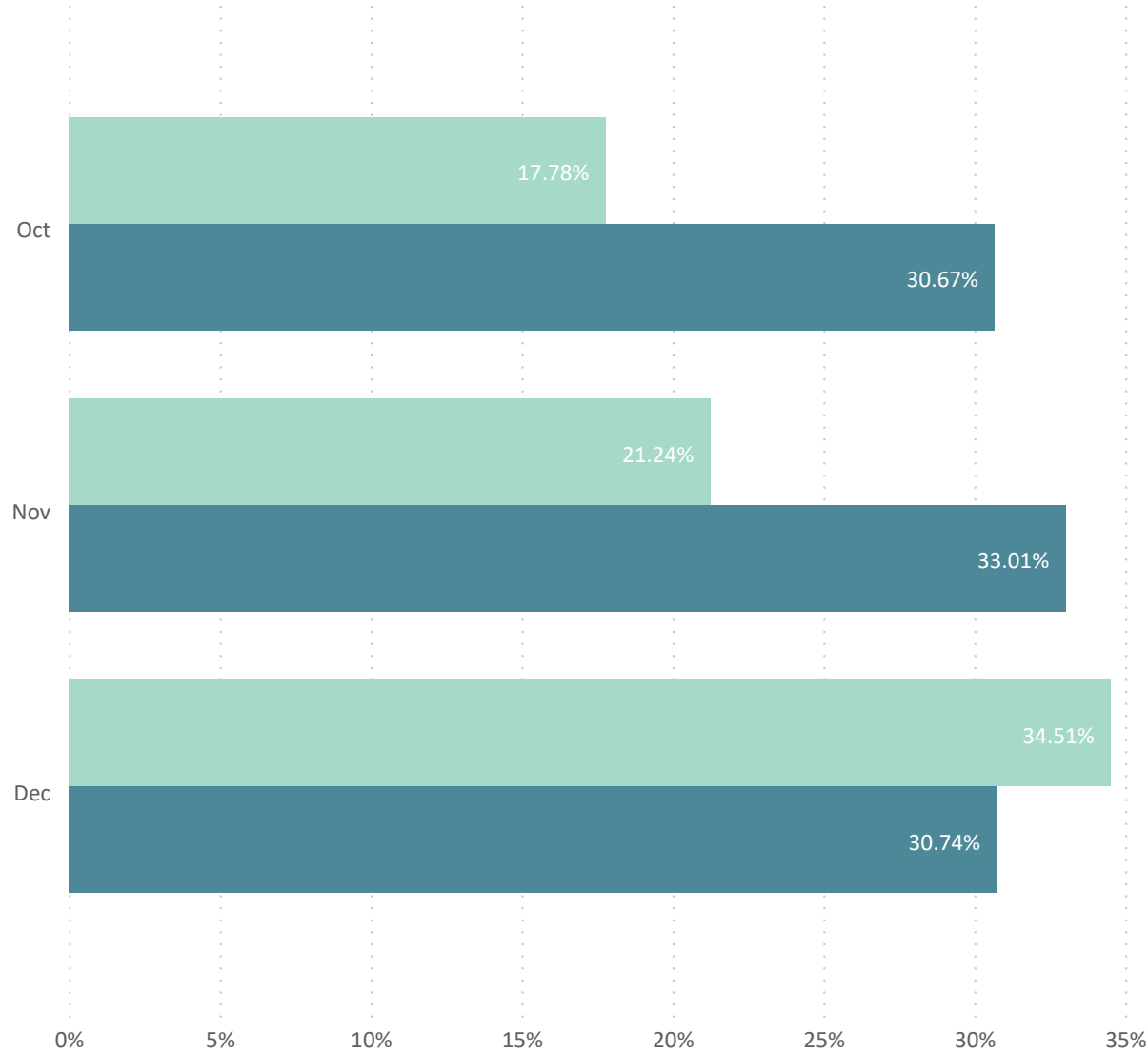
31.41%
Open Rate YTD

11.19%
Click Rate YTD

48,248
Total Recipients YTD

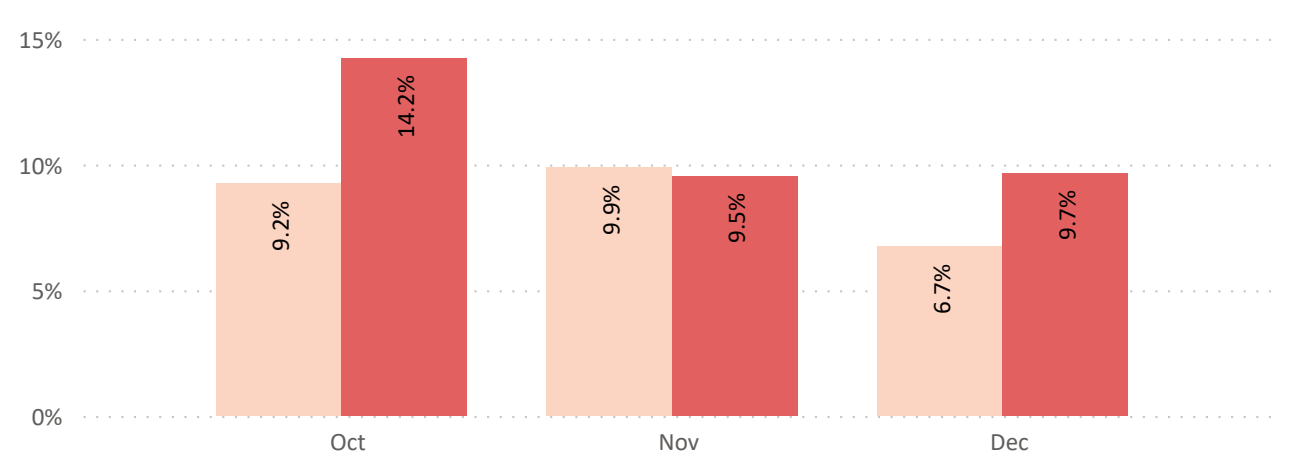
Open Rate by Month

● Open Rate LY ● Open Rate



Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients

