

MEDC-MCDC-MAIN ST.

I. **MCVB Room Nights Generated: TTL Room Nights: 659 ; TTL Revenue: \$68,626**

WEDDINGS COMPLETED in May 2018 - TTL Room Nights: 170; TTL Rev: \$21,712

- Carleen Wisniewski Wedding – TPS: TTL rooms -22, TTL rev: \$2,398
- Wood/Ware Wedding – TPS: TTL rooms: 25, TTL rev: \$2,725
- Hahn/Sanford Wedding – Holiday Inn: TTL rooms -2, TTL rev -\$198, Grand Hotel: TTL rooms – 80, TTL rev - \$11,980
- Kaitlyn McGuire Wedding – Holiday Inn: TTL rooms – 1, TTL rev - \$119, TPS: TTL rooms – 9, TTL rev: \$981
- Lauren Daynard Wedding – Holiday Inn: TTL rooms – 6, TTL rev - \$624
- Jameson -Kraith wedding – TPS: TTL rooms – 23, TTL rev -\$2507, Comfort Suites: TTL rooms – 2, TTL rev - \$180

No Pick-ups on the following weddings: 9

- Candace Georger
- Sheri Monroe
- Ryan Davis
- Mattison Johnson
- Meghana Patil
- Sarah Rain,
- Morgan Coldwell
- Hyejin Hwang
- Sydney Rodriguez

ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2018: TTL Room nights: 489 ; TTL Revenue: \$46,914

Associaton: TTL Rooms: 15; TTL Rev: \$ 1,425

- Volunteer Management Conference: - Holiday Inn: May 1-3, 2018, TTL room nights: 15; TTYL Rev. \$ 1,425

Corporate: TTL Rooms: 434 ; TTL Revenue: \$ 41,450

- Torchmark- AIL 101, Sheraton-May 14-16, 2018, TTL room nights: 115; TTYL Rev. \$ 10,195
- Torchmark- Sheraton: May 20-24, 2018, TTL room nights: 305 ; TTYL Rev. \$ 28,975
- Emerson: - Holiday Inn: May 1-3, 2018, TTL room nights: ; TTYL Rev. \$ CANCELLED
- Emerson: - Holiday Inn: May 22-24, 2018, TTL room nights: 24; TTYL Rev. \$ 2,280

SMERF: TTL Rooms: 32 TTL, Rev: \$ 3,247

- Church of Christ/Judy Skelton – Grand Hotel: TTL rooms: 10, TTL rev: \$1509
- Vintage Market Days – Comfort Suites: TTL rooms: 22, TTL rev: \$1738

Sports: TTL Rooms: 8 , TTL Rev: \$ 792

- Strikes Against Cancer – No pick-ups, Blocks were at Holiday Inn & Suites, and Hampton Inn.
- McKinney Soccer Association – McKinney Spring Classic Tournament – no pick ups

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- Texas Best Gymnastics Competition – Holiday Inn: TTL rooms -8, TTL rev-\$792, The Comfort Suites did get room nights from this group, however they booked outside of a room block.

II. Visitors: FYTD Total (Oct. - May. '18): 3,568

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

- Out of State: 106
- Out of Country: 51
- Texas Residents: 83
- McKinney Residents: 38
- Register Total: 278
- Ticker Counter: 484
- Top Five States requesting information:
 - Top Five States requesting information:
 - San Antonio
 - Houston
 - Fort worth
 - Austin
 - Corpus Christi

III. RFP's: 7 (1-Association, 0-Corporate, 5-Weddings, 1-Social (-Religious, 0-Sports, 0-Day Trips))

Association: 1

- Texas Association of Counties, Health & Employee Benefits Pool, February 17-19, 2019. Contact: Amy Lawson. Expected Attendance: 200-225, Approx. room nights: 350. Decision date: August 16, 2018- Sheraton

Corporate: 0

Social: 1

- Women's Health Network, November 13-16, 2018. Contact: Janice Sturm. Decision date: June 7, 2018. Attendees: 20, Approx. room nights: 40-Hampton Inn, Holiday Inn, Grand Hotel, Hilton Home 2, & Springhill Suites

SMERF: 5 (Weddings)

- Ginny Brazil (MOB) Wedding- July 2018, Springs
- Bellio/LaRue Wedding – June 2018, Stone Crest
- Erika Hernandez Wedding – March 2019, Springs
- Jacobs Wedding – August 2018, Springs
- Kundle/Garner Wedding – May 2018, Piazza on the Green

IV. Site Visits: 1

- Carly Harris, Bride. Hotels: Holiday Inn, Grand, Hampton Inn, and Neathery B&B

V. Lost Business: 0

VI. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

Blogs on our website: 377

- Fallen Heroes - 36
- Second Saturday Blog - 39
- Yellow Wood Festival - 10
- Memorial Day Weekend in McKinney - 132
- Everything Old is New Again- 31
- Plan Your Trip - 19
- Guitar Sanctuary – 20
- National Tourism Week- 70
- Put Yourself on our Map - 20

Visits on Homepage News Flash buttons & landing pages:

- Fallen Heroes: 36
- National Tourism Week: 33
- Second Saturdays: 61
- Memorial Day Weekend: 158
- Plan Your Visit: 16
- Weekend Update button: 128

Photos, Text Written, Marketing Materials and Ads Submitted

- **Materials Submitted**
 - May Second Saturday
 - Bike the Bricks
 - Yellow Wood Festival & Race
 - Yellow Wood Barnyard Dinner
 - Smiles Concert
 - NTTW Tour/History Talk Event
- **Advertising- Website & Publication ROI Tracking:**
 - Visitor Map: 1
 - Meeting-Planners-Guide: 28
 - Go-MNHS-Bulldogs: 9
 - Howdy-Dallas-Cowboys-Fans: 1
 - Go-MHS-Lions: 4
 - Go-Boyd-High-Broncos: 2
 - TourTexas.com-Readers: 41
 - WELCOME-TALK-BUSINESS-360-READERS-VIEWER: 1
 - Greetings-TSAE-Members: 1
 - Strikes-Against-Cancer-2018: 51
 - Oxford-American-Readers: 1
 - Readers-of-County-Line-Magazine: 2

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Free Publicity:

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

- Does not include \$20,000 for Grants

May 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/website updates (7 times)		\$ 14,000	\$ 42,000	1,400,000
Courier Gazette	Various Small Calendar pieces	\$ 400	\$ 600	\$ 1,800	60,000
Star Media/Mesquite	Yellow Wood Festival	\$ 700	\$ 800	\$ 4,500	75,000
County Line Magazine	Yellow Wood Festival	\$ 795	\$ 350	\$ 3,135	239,000
TOTALS		\$1,895	\$15,750	\$ 51,435	1,774,000
FY 17-18 Totals		\$22,618	\$ 114,730	\$ 1,006,045	14,271,384

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
DEC. 17	56	6351	38,610	242,212	2,449,176
JAN. 18	175	6526	93,363	532,078	3,879,202
FEB. 18	59	6585	69,527	759,268	3,289,228
MAR. 18	76	6664	80,690	567,892	3,499,942
APR. 18	106	6770	83,960	449,311	3,615,527
May-18	109	6879	104,144	795,947	4,492,035
TOTALS	708	N/A	629,583	4,948,689	29,972,982

OTHER SOCIAL MEDIA TRACKING – MAY 2018

Type	Number	Increase #
Twitter		
Followers	4750	+35
Tweets	6386	+289
Tweet Impressions	20.6K	+24.5%
Profile Visits	208	-25.2%
Mentions by other users	42	+200%
Google Sites		
	Views	Subscribers
YouTube views	5660 (+ 263)	26 (+1)

Web Analytics –MAY 2018

Month	Sessions	Pageviews	Users
Oct-17	3,613	9,034	3,018
Nov-17	3,456	8,370	2,868
Dec-17	2,892	6,591	2,462
Jan-18	2,561	6,820	2,009
Feb-18	2,360	6,537	1,949
Mar-18	3,404	7,926	2,811
Apr-18	3,526	8,219	2,971
May-18	4,865	10,285	4,052
FY 17-18	26,677	63,782	22,140

Mobile Traffic	Users	Percent of Total
Mobile Traffic	2,239	55.26%
Desktop	1,494	36.87%
Tablet	319	7.87%

Top Pages in MAY 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,684	1,353	0:01:09	1,298	44.07%	42.34%
Memorial Day	864	810	0:01:26	650	74.92%	67.82%
Calendar	858	667	0:01:10	531	40.68%	38.93%
Calendar	469	430	0:02:37	420	84.52%	83.58%
Memorial Blog	226	216	0:00:46	210	80.48%	77.88%
Calendar	199	165	0:02:03	20	65.00%	65.83%

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Events	184	145	0:00:26	16	37.50%	13.04%
Shopping Centers	176	157	0:01:52	147	90.48%	84.66%
News Flash	157	147	0:00:19	5	40.00%	16.56%
Visitors Guide	151	128	0:02:02	18	33.33%	35.10%
Mo./Annual Events	151	138	0:01:29	89	84.27%	70.86%
Calendar	142	139	0:02:01	25	76.00%	69.01%
Weekend Update	126	109	0:00:30	2	50.00%	41.27%
Explore	105	86	0:00:35	9	77.78%	19.05%
Dining	103	75	0:01:15	9	66.67%	21.36%
Toll Tag	103	90	0:04:12	89	84.27%	81.55%
About McKinney	83	72	0:01:08	11	72.73%	30.12%
Plan McK Trip	83	56	0:00:34	16	56.25%	19.28%
Staff Directory	77	51	0:01:02	15	66.67%	44.16%
Calendar	72	68	0:01:53	68	94.12%	91.67%
Stay	69	50	0:00:09	5	80.00%	7.25%
Nat'l Tourism Blog	67	49	0:04:11	29	75.86%	53.73%
Second Saturdays	61	45	0:00:32	1	100.00%	13.11%
Shopping	58	46	0:01:09	30	43.33%	39.66%
Event Planning	57	45	0:00:22	7	85.71%	17.54%

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Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	3,903	3,697	4,707	64.65%	2.13	0:01:24
India	21	21	21	66.67%	1.67	0:01:01
France	20	20	20	100.00%	1	0:00:00
Peru	19	19	19	89.47%	1.11	0:00:06
Canada	17	16	22	77.27%	2.14	0:02:03
South Korea	17	17	17	94.12%	1.24	0:02:17
Philippines	10	10	10	70.00%	2.6	0:00:39
(not set)	8	7	8	37.50%	3	0:03:59
Germany	5	5	5	100.00%	1	0:00:00
United Kingdom	4	4	4	50.00%	3	0:01:07

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	3,281	3,089	3,997	65.22%	2.07	0:01:22
California	72	70	78	62.82%	2.18	0:01:15
New York	54	52	55	80.00%	1.42	0:00:33
Oklahoma	49	48	58	50.00%	2.91	0:01:28
Florida	37	33	41	43.90%	3.1	0:02:26
District of Columbia	36	29	39	74.36%	1.74	0:00:55
Kansas	30	30	30	73.33%	1.83	0:01:56
Tennessee	30	28	32	78.12%	1.78	0:00:47
Illinois	29	27	33	42.42%	2.61	0:01:35
Virginia	26	25	26	76.92%	1.73	0:00:59

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City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	1,196	1,062	1,500	62.73%	2.28	0:01:49
Dallas	884	805	1,014	71.01%	1.77	0:00:53
Allen	142	130	167	67.66%	1.83	0:00:55
Plano	138	131	153	56.86%	2.13	0:01:19
Frisco	121	106	134	69.40%	2.11	0:01:29
Prosper	99	94	106	71.70%	1.64	0:00:35
Houston	65	60	72	63.89%	1.92	0:01:00
Austin	37	36	43	58.14%	2.58	0:01:37
Fort Worth	37	28	42	61.90%	2.57	0:01:23
Celina	33	32	37	59.46%	1.7	0:00:56

VISIT WIDGET MAY 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
Widget	52	60	217	3.6	45%
iOS App	34	47	345	10	N/A
Android App	20	21	63	3.2	N/A
Total/AVG	106	128	625	5.60	N/A