Talking Points September 2018 for August 208

I. MCVB Room Nights Generated: TTL Room Nights 491; TTL Revenue $ 55,251

WEDDINGS COMPLETED in August 2018 - TTL Room Nights: 207 TTL Rev: $ 28,061

- Krueger/Hamm Wedding, Sheraton. TTL rooms: 56, TTL rev: $ 6328
- Allyssa Chavez – Comfort Suites, TTL rooms: 17, TTL rev; $1,445
- Waychoff/Lonzanida Wedding – Grand Hotel: TTL rooms: 68 (one comp), TTL rev: $10,923
- Alvarado Wedding – Grand Hotel: TTL rooms: 1, TTL rev: $118
- Stene/Olsen Wedding – Grand Hotel: TTL rooms 56, TTL rev: $8365
- Samantha Guerra Wedding – Holiday Inn, TTL rooms: 9, TTL rev: $ 882

No Pick-ups on the following weddings:

- Samantha Guerra – August 2018, The Springs
- Shannon Owens – August 2018, D'Vine Grace
- Lannie Robinson- August 2018, D' Vine Grace
- Chelsea Parsons Wedding – August 2018, the Springs
- Katie Nelson Wedding, August 2018 – Stone Crest

ASSOCIATION/CORPORATE/SMERF COMPLETED in 2018: TTL Room nights: 284; TTL Revenue: $ 27,190

Associaton: TTL Rooms: 0; TTL Rev: $ 0

Corporate: TTL Rooms: 269; TTL Revenue: $ 25,555

- Torchmark-AIL201-Sheraton: 8/13-15/18, TTL room nights: 78; TTYL Rev. $7,410
- Torchmark-AIL 401-Sheraton: 8/13-15/18, TTL room nights: 34 ; TTYL Rev. $3,230
- Torchmark-AIL-SGA-Sheraton: 8/13-15/18, TTL room nights: 15; TTYL Rev. $1,425
- Torchmark-LNL 104-Sheraton: 8/20-22/18, TTL room nights: 26 ; TTYL Rev. $2,470
- Torchmark-Sheraton: 8/26-29/18, TTL room nights: 116; TTYL Rev. $11,020

SMERF: TTL Rooms: 15; TTL Rev: $ 1,635

- Just Crop – Holiday Inn. TTL rooms: 15, TTL rev: $1635

Sports: TTL Rooms: 0; TTL Rev: $ 0

- Big Time Hoops/MAYB – PSA no pick up
- Martial Arts – PSA – no pick up

II. Visitors: FYTD Total (October '17-August '18): 4,587

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

- Out of State: 83
- Out of Country:38
- Texas Residents:15
- McKinney Residents:12
- Register Total: 148
- Ticker Counter: 420

III. RFP's: 9 (0-Association, 3-Corporate, 5-Weddings, 1-Social: 0-Religious, 0 -Sports, 0-Day Trips)

Association: 0

Corporate: 3

- Children's Health System of Texas. Meeting space only. April 5, 2019. 300 Attendees. Contact: Michael Herrington/Denise Gomez. Provided information to Sheraton, Piazza on The Green, Cotton Mill, Grand Hotel, and El Dorado Country Club. Decision will be made sometime in September/October 2018.
- Choctaw Nation of Oklahoma. Meeting space only. August 28, 2018, approximately 400 attendees. Contact: Valarie Robison. Gave to Sheraton
- AFLAC – Contact: Amanda Risner. Date: Sept 8th. Provided Amanda with venue information for location to hold an open enrollment for AFLAC. They selected First Baptist Church McKinney.

Social: 1

- Merry Melles –Provided information to her for venue/hotel location for a Christening

SMERF: 5 (Weddings)

- Josh Zamora Wedding, Sept 2018 – River Rd. Chateau
- Eriq ? –Sept 2018 - Springs
- Arent/Bishop Wedding, January 2019 – MPAC
- Lauren Stene, August 2018 – FUM/Gather
- Amanda Mink. Assisting with location for bridal shower
- Lourdes Vasquez, August 2019, Springs
- McClesky Wedding, December 2018, The Grand Ivory
- Arent/Bishop Wedding, January 2019, MPAC
- Morrison Wedding, December 2019, Rustic Grace

IV. Site Visits: 1

- Kim Cotton, Jack Henry & Associates, scheduled another follow up meeting to take place in September with additional meeting planner from Jack Henry.

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

Blogs on our website:

- VisitMcKinney Receives Awards: 9
- McKinney Dining: 238
- Second Saturday Blog: 35

VI. Visits on Homepage News Flash buttons & landing pages:

- Welcome Summer: 12
- Oktoberfest: 30
- Weekend Update page: 170
- McKinney Shop: 27
- Tourism Grants: 33

VII. Photos, Text Written, Marketing Materials and Ads Submitted

- **Materials Submitted**
  - Submitted content for TSAE Directory
  - Submitted advertorial text for Bus Tours Magazine
  - Submitted new ads to the high school programs
  - Submitted ad to County Line Magazine
  - Submitted ad to USA Today
  - Wrote/submitted script to Texas Lifestyle Magazine
  - Major revisions to MCVB Marketing Plan for 2018-19

VIII. Advertising- Website & Publication ROI Tracking:

- Meeting-Planners-Guide: 18
- Event-Planning (new page): 56
- Go-MNHS-Bulldogs: 1
- Go-MHS-Lions: 4
- Go-Boyd-High-Broncos: 2
- VisitMcKinneyFun: 45
- Splash-in-McKinney: 20
- Hunt-in-McKinney: 19
- Explore-in-McKinney: 19
- Welcome-Polka-News-Readers: 18
- Welcome-Texas-Highways-Readers: 6
- Welcome-New-Orleans-Magazine-Readers: 2

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
JUN.18	82	6961	70,764	453,651	2,675,163
Jul-18	**134**	**7095**	**76,466**	376,731	2,595,425
Aug. 18	208	7303	155,779	1,010,418	4,436,783
TOTALS	**1132**	**N/A**	**932,592**	**6,789,489**	**39,680,353**

OTHER SOCIAL MEDIA TRACKING – AUGUST 2018

Type	Number	Increase #
TWITTER		
Followers	4788	-36
Tweets	6484	32
Tweet Impressions	16.8K	-22%
Profile Visits	290	+67.3%
Mentions by other users	9	-18.2%
YOUTUBE	**Views**	**Subscribers**
YouTube views	5954	31
INSTAGRAM- NEW!!	***Views***	***Followers***
Instagram Posts	5954	662

Web Analytics –AUGUST 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
Jun-18	3,554	8,483	2,986
Jul-18	3,439	7,892	2,934
Aug-18	3,257	6,956	2,837
FY 17-18	36,927	87,113	30,897

AUGUST TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,295	997	0:01:18	941	43.04%	43.32%
Calendar	632	505	0:01:05	402	50.25%	45.89%
McK Dining Blog	233	219	0:03:23	212	93.40%	90.13%
Shopping Centers	191	177	0:01:33	163	88.34%	84.82%
Weekend Update	170	144	0:01:50	76	72.37%	53.53%
Events	123	104	0:00:18	20	25.00%	11.38%
McK Dining Blog	114	106	0:01:44	15	73.33%	50.00%
Dining	106	64	0:00:27	10	60.00%	17.92%
Mo. / Ann. Events	105	89	0:01:19	54	81.48%	70.48%
Explore	95	78	0:01:06	7	100.00%	20.00%
NTTA Toll Blog	95	74	0:03:06	74	82.43%	77.89%
Staff Directory	78	59	0:00:44	25	68.00%	44.87%
About McKinney	77	66	0:01:17	11	72.73%	31.17%
Shopping	58	52	0:00:46	34	50.00%	44.83%
Accommodations	57	52	0:00:22	16	43.75%	15.79%
Event Planning	56	39	0:00:30	11	54.55%	16.07%
Hotels & Motels	49	44	0:02:47	5	60.00%	40.82%
Dining / Nightlife	46	42	0:00:47	31	64.52%	58.70%
Visit McKinney Fun	45	40	0:01:37	20	60.00%	46.67%
Bus. Directory	45	34	0:00:53	3	100.00%	24.44%

Calendar	44	34	0:00:58	2	50.00%	20.45%
Towne Lake Rec.	42	39	0:00:27	30	83.33%	69.05%
Blog Module	42	29	0:00:34	9	55.56%	23.81%
Wedd. Rec. Venues	41	32	0:00:31	14	64.29%	34.15%
Calendar	40	31	0:01:01	1	100.00%	32.50%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs/Sess.	Avg. sess. Duration
United States	2,603	2,468	3,013	65.25%	2.18	0:01:27
France	84	83	84	57.14%	1.43	0:02:15
(not set)	34	34	34	97.06%	1.09	0:00:02
Canada	17	16	18	44.44%	2.61	0:00:31
India	17	17	17	88.24%	1.47	0:00:19
China	16	16	16	100.00%	1	0:00:00
South Korea	10	10	10	100.00%	1	0:00:00
United Kingdom	8	8	9	55.56%	4.89	0:02:26
Philippines	7	7	7	71.43%	1.71	0:04:05
Peru	6	6	6	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. /Sess.	Avg. Sess. Duration
Texas	1,839	1,721	2,167	62.11%	2.3	0:01:34
Oregon	310	310	311	99.68%	1.01	<00:00:01
California	62	58	66	48.48%	2.83	0:02:27
Illinois	36	35	43	62.79%	2.09	0:02:06

Florida	26	25	34	52.94%	2.09	0:02:23
New York	25	25	29	68.97%	1.59	0:00:39
Oklahoma	24	21	27	29.63%	3.63	0:02:14
Louisiana	19	19	22	45.45%	2.95	0:01:23
Kansas	18	15	22	72.73%	2.18	0:01:51
Pennsylvania	18	17	20	60.00%	1.8	0:00:21

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. /Sess.	Avg. Visit Duration
McKinney	630	550	797	62.48%	2.34	0:01:54
Dallas	458	430	503	69.38%	1.93	0:00:56
Plano	86	82	96	55.21%	2.49	0:01:25
Allen	64	62	69	76.81%	1.52	0:01:04
Frisco	63	60	70	64.29%	2.17	0:00:51
Houston	44	42	45	68.89%	1.89	0:00:34
Fort Worth	38	36	40	42.50%	3.1	0:01:29
Prosper	36	35	38	63.16%	1.95	0:01:05
Austin	32	31	35	54.29%	3.91	0:02:21
Richardson	23	21	25	52.00%	2.2	0:02:02

Mobile Traffic	Users	Percent of Total
Desktop	1,450	51.11%
Mobile Traffic	1,196	42.16%
Tablet	191	6.73%

August 2018					
	Users	**Sessions**	**Page Views**	**Pages/Session**	**Bounce Rate**
Widget	68	78	207	2.65	65%
iOS App	38	54	372	10	N/A
Android App	13	16	210	16	N/A
Total/AVG	**119**	**148**	**789**	**9.55**	N/A

VIIII. Free Publicity:

Publicity:

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

- ***Does not include $20,000 for Grants***

AUGUST 2018- MCVB Publicity/Free Media Coverage					
Publication	**Article/Topic/Writer**	**Print Value**	**Web Value**	**PR Value**	**Impressions/Reach**
BubbleLife Collin Co.	Shared Blog/website updates (4 times)	$ -	$6,000	$18,000	650,000
County Line Magazine	Dinosaurs Live (full page)	$1,935	$500	$7,305	76,000
WFAA GMT (July)	Heard Museum butterflies	8000	5000	39000	1,500,000
WFAA GMT (Aug.)	Éclair Bistro (pitched by board member)	8000	5000	39000	1,500,000
TOTALS		$17,935	$16,500	$103,305	3,726,000
FY 17-18 Totals		$43,228	$144,380	$1,158,175	19,571,384

X. Lost Business-2

- Choctaw Nation Cultural Community, August 2018. Planner pulled RFP. This RFP was for meeting space only. Attendees: 400
- 2021 Healthy County Boot Camp. Conference awarded to The Renaissance in Addison. (Attendees: 200-225, with expected 350 room nights total)