



February 2021

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2021: TTL Room Nights: 130; TTL Rev: \$14,860

• WEDDINGS COMPLETED-February 2021- Wedding Room Blocks: TTL Room Nights: 0; TTL Rev: \$0

No Pick up 3- Didn't use block- Hotel couldn't track

1. Marc Cholak; February 27, 2021 – Springs
2. Sara Redfearn; February 2021 – Springs
3. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace

• Association COMPLETED-February 2021: TTL Room Nights: 0; TTL Rev: \$0

1. Emerson-Sheraton-TTL Room nights: 0; TTYL Rev. \$ 0-CANCELLED-Pending-Looking at other dates due to the Winter Storm on the East Coast.

• Corporate COMPLETED-February 2021: TTL Room Nights: 0; TTL Rev: 0

• SMERF COMPLETED- February 2021: TTL Room nights: 10; TTL Rev.: \$940

1. Frisco Home School -2/20/21-SpringhillSuites-TTL Room nights: 10; TTYL Rev. \$940

• SPORTS COMPLETED-February 2021: TTL Room nights: 120 ; TTL Rev.: \$13,920

1. UC90 Sports spring Kick-off 2/12-14/21-City WideTTL Room nights: 0; TTYL Rev. \$ 0-CANCELLED- Due to The local Winter Storm.
2. NCAA D1 College Fast Pitch (Melissa, TX) 2/21/21-TTL Room nights: 0; TTYL Rev. \$ 0-No Pick Up
3. NCAA D2 College Fast Pitch (Melissa, TX) 2/21/21-TTL Room nights: 0; TTYL Rev. \$ 0-No Pick Up
4. Summit Volleyball Tournaments Sheraton, Hampton, Home 2, & Springhill -2/19-21/21:
 - Springhill & Home 2: TTL Room nights: 120; TTYL Rev. \$13,920
 - Hampton: TTL Room nights: 0; TTYL Rev. \$0
 - Sheraton: TTL Room nights: 0; TTYL Rev. \$0

II. Visitors: FYTD Total (Feb. '21): 771

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

- Out of State: 15
- Out of Country: 0
- Texas Residents: 4
- McKinney Residents: 7
- Register Total: 26
- Ticker Counter: 70

Top Five States requesting information:

- Texas
- California
- Oklahoma
- Florida
- New York

III. RFP's: 12 (3-Association, 5-Corporate, 2-Weddings, -Social, 0- Military, 1-Gov't, 1 -Education, 0-Religious, 0-Sports, 0-Fraternal)

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until fall

Association: 3

1. Insights Association –October 2021 business; based on space requirements, forwarded to Sheraton same day for their review and consideration. 2/4 Sheraton declined to bid because the business too large to accommodate (400-500 attendees, 40-60 exhibitors, 14,000 sf meeting space, and 5 breakouts all concurrent)
2. Texas Association of State Senior College & University Business Officers (TASSCUBO) January 2022 business; based on space requirements forwarded to Sheraton on 2/4 for review and consideration – may be too large unless they allow overflow sleep rooms. 2/4 Sheraton declined to bid based on space requirements (300 attendees, 18,000 sf meeting space, and 5 breakouts running concurrently)
3. National Futures Association –April 2023 conference; based on space requirements, forwarded to Sheraton same day for their review and consideration. Based on size requirements, most likely will not be able to bid (room block of 415/380 and 9 breakout rooms). I will let Sheraton make that determination. 2/9 Sheraton declined to bid based on space requirements.

Corporate: 5

1. Eye Innovate –October 2021 business; based on size requirements, forwarded to Sheraton on the same day for their review. Appear too large with 300 attendees using a room block of 250/265/265 for a total of 784 rooms; they need 17 breakout rooms and 15,000 sq.ft. of banquet/exhibit hall space. Waiting on Sheraton to advise if bidding with overflow and use of Collin Co College meeting space. 2/16 Sheraton did not bid
2. IQPC –August 2021 business; based on meeting space requirements, forwarded to Sheraton for their consideration (200 attendees using 25/50/50 sleep rooms and 4,000 sq ft meeting space)
3. GSS Council –June 2021 business; planner request bids from 4 and 5-star properties only; RFP sent to The Grand and Sheraton for their consideration (10 attendees using 2/10/10 sleep room block and small meeting space)
4. Southwest Airlines – October 2021 business; based on sleep room requirements, forwarded RFP to the Sheraton and Holiday Inn Craig Ranch for their consideration (180 attendees with room block of 35/90 double rooms, NO meeting space)
5. ILEAD-Grand Hotel: March 6-7, 2021 3 attendees. 6 room nights.

SMERF: 1

1. TAMU PIKE –April 2021 business; based on size was able to send to citywide properties for bidding based on their desire/availability. RFP states 200 attendees with a room block of 50 for 2 nights, 200 attendees (quad rooms). Sleep rooms only, no meeting space.

Government: 1

1. Texas Parks & Wildlife Department –TPWD RFP for February 2022 Annual Conference; based on meeting space requirements, RFP forwarded to Sheraton and will find overflow as needed. RFP states the event is 5-days in duration with 260 attendees using 12,000 sf. With overflow sleep rooms, this is a good fit.

Weddings: 2

1. MOB-Tami Olson—Sheraton, Grand, Springhill & Home 2
2. Bride- Shelby Hill- Hampton, Sheraton, Holiday Inn, & Springhill Suites

Site Visits: 3

Association: 0

Corporate: 0

SMERF: 3

3. Texas Division Sons of Confederate Veterans – 2nd site visit
4. MOB-Tami Olson—Sheraton, Grand, Springhill & Home 2
5. Bride- Shelby Hill- Hampton, Sheraton, Holiday Inn, & Springhill Suites

IV. Advertising/Marketing/Media)

FREE PUBLICITY:

FEB. 2021 -ROBLY Email Stats	
Average Open Rate	35.60%
Average Click-thru Rate	15.20%
Total Audience	2,960

Advertising/Marketing/Media

FEBRUARY 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Submitted ad, article, and photo for TT&C Magazine
- Submitted ads to Convention South and Tour Texas
- Updated YOLO TX blog and home page button to reflect Arcade 92 and Local Yocal segments
- Updated the landing page for Pickleball tournament by adding hotels
- Submitted text and photo for Daytripper March e-newsletter
- Wrote up tourism partner notes for board
- Wrote and submitted an article for Bus Tours Magazine Spring 2021
- Worked on an itinerary for That Texas Couple

SOCIAL MEDIA STATS

FACEBOOK STATS					
FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
FEB. 2021	62	10,603	31,798	259,072	1,268,515
TOTALS	374	N/A	166,800	1,102,241	5,583,789

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
FEB. 2021	224
TOTAL	4,355

TWITTER - FEBRUARY 2021	
Total Followers	5,628
New Followers	111
Tweets	16
Tweet Impressions	11.1K
Profile Visits	350
Mentions	15

YOUTUBE 2020-21		
<i>Month</i>	<i>Views</i>	<i>Subscribers</i>
<i>Historical #s</i>	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
FEB. 2021	187	2
TOTAL	15,751	71

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
FEB. 2021	1,980	21
TOTAL	40,195	485

WEBSITE DATA – FEBRUARY 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
FEB. 2021	3,100	6,736	2,706
TOTAL	18,386	38,090	15,860

FEB. 2021	Users
Mobile	1,217
Desktop	1,416
Tablet	73
TOTAL	2,706

FEB. 2021: HOME BUTTONS	
Weekend Update	66
Photo Contest	21
Valentine's Day	20
YOLO Arcade92/LYBG	19
McKinney Monarchs	7
Byron Nelson	5
MPAC Events	4
TOTAL	142

Top Countries - FEBRUARY 2021			
Country Breakdown	Users	New Users	Sessions
United States	2,518	2,450	2,893
Brazil	57	57	57
India	24	24	29
(not set)	16	16	16
Canada	13	12	17
France	11	11	12
Philippines	10	10	12
Germany	7	7	7
China	4	4	4
Denmark	4	4	4

Top States – FEBRUARY 2021			
State Breakdown	Users	New Users	Sessions
Texas	1,508	1,447	1,843
California	140	137	144
Kansas	124	124	125
Virginia	106	106	107
(not set)	71	71	71
Washington	47	47	50
New York	39	39	39
Florida	37	36	40
Oklahoma	32	31	32
Illinois	31	31	32

Top Cities – FEBRUARY 2021			
City Breakdown	Users	New Users	Sessions
McKinney	535	500	751
Dallas	321	308	347
(no set)	109	108	109
Ashburn	92	92	92
Plano	67	63	81
Coffeyville, KS	56	56	56
Parsons, KS	53	53	54
Allen	51	46	56
Frisco	49	43	56
San Jose, CA	28	28	29

FEBRUARY 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	1,627	1,405
Calendar - Jan.	377	284
Dining in McKinney	232	177
Visitors Guide	162	123
Monthly/Annual Events	130	119
Blog: NTTA	130	119
Bed & Breakfast search	118	113
Explore	108	90
About McKinney	104	88
Events	103	87

FEB. 2021: TOP REFERRAL PG	
Facebook	62
McKinneyTexas.org	18
flytki.com	14
bubblelife	9
app.robly.com	8
visitfrisco	6
Instagram	5
TOTAL	122

FEB. 2021-KPIs & Groups	
KPIs	6
Pickleball	7
Byron Nelson	45
TOTAL:	58

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
NOV. 2020	680
DEC. 2020	770
JAN. 2021	465
FEB. 2021	355
TOTAL	2,807

Blogs (Top 5) for FEBRUARY 2021: 247

- NTTA - 111
- Valentine's Day - 70
- Blog home page - 27
- YOLO TX Visits The Celt – 24
- Benji House - 15

FEB. 2021 -Ad Landing Pages	
Daytripper Newsletter	6
Convention South	6
County Line Magazine	3
TM+E	1
TTC	1
McKinney Lions	1
Tour Texas	2
TOTAL	20

FEBRUARY 2021 – MPG Page Views	
Main Page	65
RFP	3
Venues/Videos	53
Sports Planning	2
Group Services	7
Tour Options/Itineraries	80
TOTAL:	210

OTHER STATS

CROWDRIFT – FEBRUARY 2021		
Gallery	Interactions	Views
Being Social	18	16
History/Dwntn	30	40
Home Gallery	95	662
McK Dining	9	156
McK Events	10	117
Explore	5	73
Weddings	1	33
Shopping	3	44
TOTAL	171	1,141

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
NOV. 2020	9	1
DEC. 2020	0	1
JAN. 2021	0	0
FEB. 2021	10	1
TOTAL	24	4

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
TOTAL	2,007	1,859	464	13,768	1,478

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	

V. TOTAL LOST BUSINESS: 29 ; Lost Revenue: \$23,792,350

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
March 2024	Element Fleet Management Corp – Annual Institute & Expo	Sheraton, Too Large	1,600	800	\$310,000
November 2024	Element Fleet Management Corp – Fleet Roundtable	Sheraton, Too Large	440	220	\$82,500
Totals:			2040	1020	\$392,500

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
September 2024	American Assn of Neuromuscular & Electrodiagnostic Medicine – Annual Meeting	Sheraton, Too Large	1,000	500	\$219,000
August 2025	American Animal Hospital Association – Annual	Sheraton, Too Large	4,400	2,200	\$893,600
July 2024	Assn for Avian Veterinarians – Annual Conference & Expo	Sheraton, Too Large	5,400	1,800	\$1,022,000
Spring 2024	American Feed Industry Assn – Purchasing &	Sheraton, Too Large	1,400	700	\$273,000

	Ingredient Supplier Conference				
January 2023	American Pet Products Association – Leadership Summit	Sheraton, Too Large	1,350	450	\$286,250
October or November 2024	American Society of Tropical Medicine & Hygiene – Annual Meeting	Sheraton, Too Large	2,400	600	\$492,000
July 2024	American Society for Virology	Sheraton, Too Large	2,250	750	\$422,500
October 2025	Animal Transportation Association	Sheraton, Too Large	6,300	2,100	\$1,209,000
November 2024	Association of Behavioral & Cognitive Therapies – Annual Conference	Sheraton, Too large	3,000	1,000	\$632,000
May 2025	Association for Psychological Science – Annual Conf	Sheraton, Too large	6,000	2,000	\$1,139,000
July 2025	Poultry Science Assn – Annual Meeting	Sheraton, Too large	5,400	1,800	\$1,017,000
September 2025	Safety Pharmacology Society – Annual Meeting	Sheraton, Too large	8,100	2,700	\$1,619,000
June 2025	Sleep Research Society – Annual Conf	Sheraton, Too large	4,400	1,100	\$803,000
October or November 2025	Society for Neuroscience – Annual Conf	Sheraton, Too Large	2,800	700	\$594,000
September or October 2024	Academy of Surgical Research – Annual Meeting	Sheraton, Too Large	1,400	700	\$307,000
May 2024	American Association of Immunologists – Annual Mtg	Sheraton, Too Large	4,400	1,100	\$810,000
September 2024	Veterinary Emergency Critical Care Society – Annual	Sheraton, Too Large	15,200	3,800	\$2,894,000
March 2025	US Human Proteome Organization – Annual Conf	Sheraton, Too Large	7,600	1,900	\$1,516,000
July 2024	Society for the Study of Reproduction – Annual Mtg	Sheraton, Too Large	2,100	700	\$413,000

November 2024	Society for Redox Biology & Medicine – Annual Conf	Sheraton, Too Large	1,300	650	\$268,000
June 2024	Society of Toxicology Pathology – Annual Meeting	Sheraton, Too Large	6,000	1,200	\$1,170,000
February 2025	American Federation for Medical Research – Southern Region Annual Meeting	Sheraton, Too Large	3,600	1,800	\$726,000
June 2025	American Peptide Society – Biennial Conference	Sheraton, Too Large	3,500	700	\$731,500
April 2024	American Society for Biochemistry & Molecular Biology – Annual Meeting	Sheraton, Too Large	3,600	900	\$720,000
October 2025	American Society of Bone & Mineral Research – Annual Meeting	Sheraton, Too Large	9,000	3,000	\$1,731,000
April 2024	American Society for Clinical Investigation – Annual Meeting	Sheraton, Too Large	4,000	2,000	\$790,000
April 2025	American Society for Investigative Pathology – Annual Meeting	Sheraton, Too Large	3,300	1,100	\$702,000
Association Lost:					\$23,399,850
Corporate Lost:					\$392,500
TOTAL LOST:			119,200	37,950	\$23,792,350

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history

These numbers may change considerably due to COVID19

There is no guarantee this business would be awarded to McKinney. This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions.

McKinney Corporate: Groups: 0; Lost Revenue: \$0

SMERF: Total: Groups: 0; Lost Revenue: \$ 0