

visit mckinney

Monthly Report

August - 2022



Prepared For : MEDC & MCDC
Prepared By : Aaron Werner - Executive Director

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2616

Sales Calls YTD

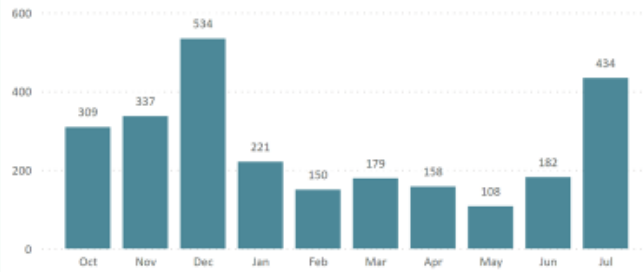
102

Event Mgmt YTD

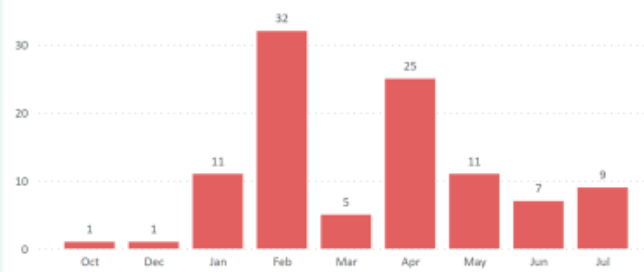
6,720

Total Welcome Bags

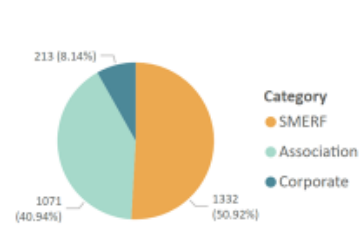
Sales Calls by Month



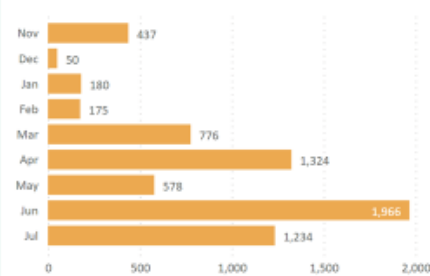
Event Mgmt by Month



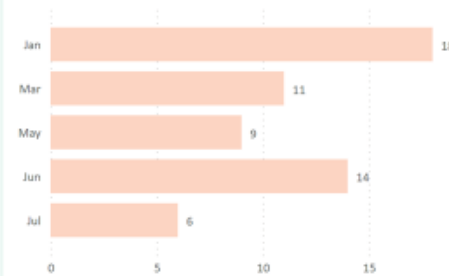
Sales Calls by Category



Event Services by Month



Partner Check-In by Month



101

Leads YTD

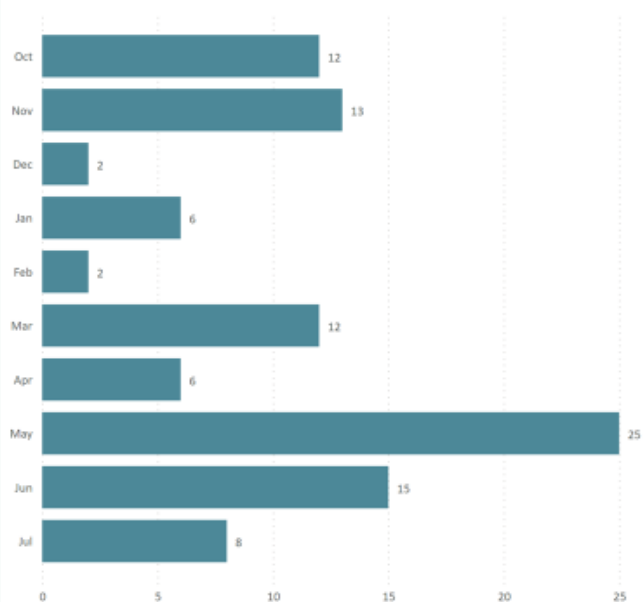
2,439

Total Rooms Nights

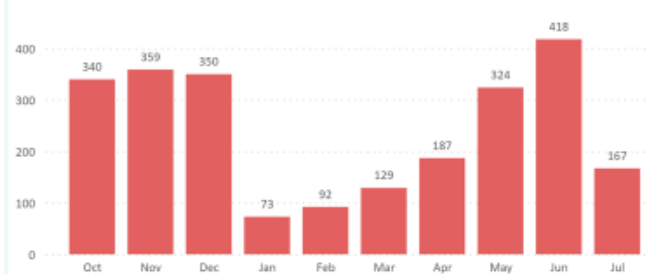
\$289,462

Total Revenue

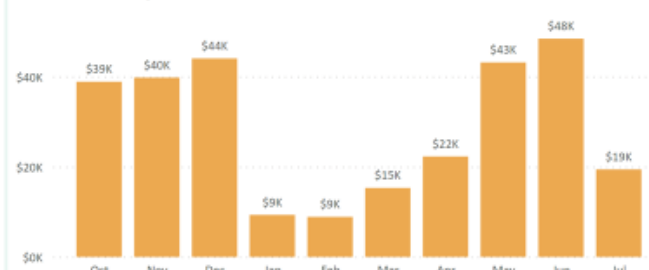
Leads by Month



Total Room Nights by Month



Total Revenue by Month



Pickup Report Continued:



Pickup Report - Details

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End Date	Account Name	Lead Name	Category	Market Segment	Total Rooms	Total Revenue	Hotel
Saturday, July 2, 2022	Weddings 2022	Wagnon/Collum Wedding	SMERF	Wedding	36	\$4,284	Fairfield Inn
Monday, July 4, 2022	Michele Coe-Walker	Coe Family Reunion	SMERF	Social	34	\$3,366	Fairfield Inn
Monday, July 4, 2022	Weddings 2022	Delmast/Robinson Wedding	SMERF	Wedding	50	\$5,500	Holiday Inn Express & Suites McKinney - Frisco East
Sunday, July 10, 2022	Weddings 2022	Franz/Lantefield	SMERF	Wedding	3	\$297	Best Western Plus McKinney Inn & Suites
Sunday, July 10, 2022	Weddings 2022	Franz/Lantefield	SMERF	Wedding	21	\$3,339	Grand Hotel & Ballroom
Monday, July 11, 2022	Weddings 2022	Cantu/Bobadilla Wedding	SMERF	Wedding	0	\$0	Hampton Inn & Suites McKinney
Monday, July 11, 2022	Weddings 2022	Cantu/Bobadilla Wedding	SMERF	Wedding	1	\$116	Sheraton McKinney Hotel & Conference Center
Tuesday, July 26, 2022	Drum Corps International	2022 DCI McKinney	SMERF	Music & Film	22	\$2,508	SpringHill Suites by Marriott
Total					167	\$19,410	



RFPs

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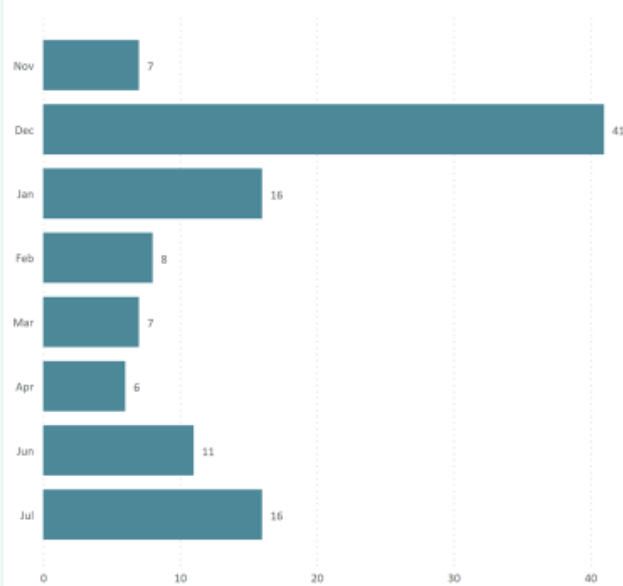
112

New RFPs YTD

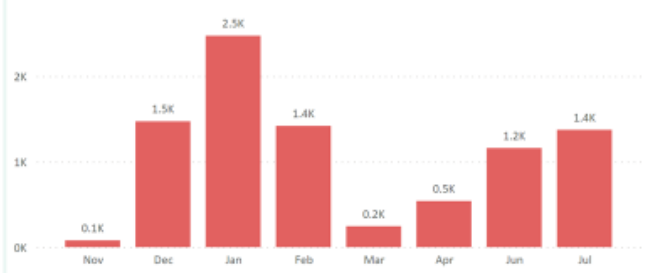
8,762

Estimated Rooms

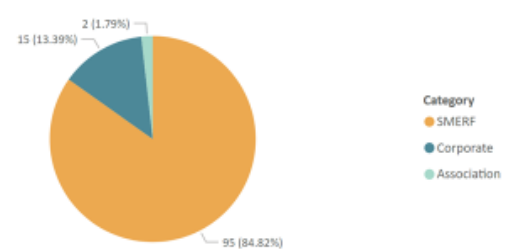
New RFPs by Month



Total Room Nights by Month

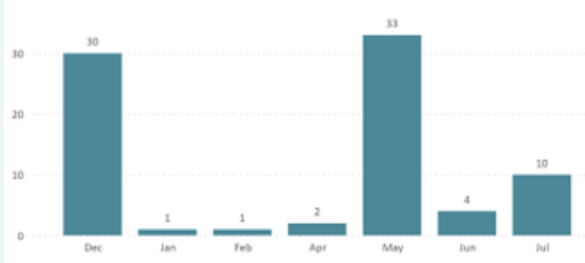


New RFPs by Category

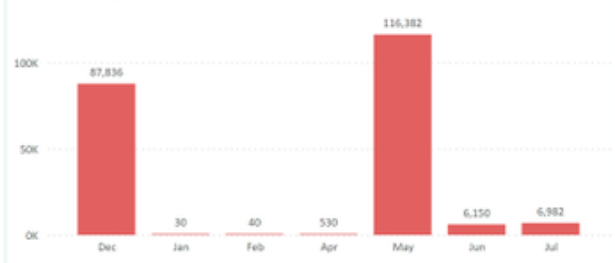


Lead Created Date	Account Name	Lead Name	Event Start Date	Event End Date	Estimated Rooms	Category	Market Segment	Event Facility
Friday, July 1, 2022	Lantheus Medical Imaging	West Regional Meeting	Monday, September 12, 2022	Thursday, September 15, 2022	220	Corporate	Corporate	
Wednesday, July 6, 2022	Weddings 2022	Franz/Lantefield	Sunday, July 10, 2022	Sunday, July 10, 2022	15	SMERF	Wedding	Chandler Ga
Thursday, July 7, 2022	Shield AI	Shield AI Industry Day	Monday, September 12, 2022	Tuesday, September 13, 2022	100	Corporate	Corporate	
Thursday, July 7, 2022	Citi Corp	PBWM O&T Women's Conference	Wednesday, November 9, 2022	Thursday, November 10, 2022	80	Corporate	Corporate	
Thursday, July 7, 2022	Academy Sports & Outdoors	December Board of Directors Meeting	Sunday, December 4, 2022	Tuesday, December 6, 2022	78	Corporate	Corporate	
Tuesday, July 12, 2022	Active Network	Sales & Marketing Kick Off 2023	Monday, January 23, 2023	Tuesday, January 24, 2023	50	Corporate	Corporate	
Wednesday, July 13, 2022	Texas Cello School	2022 TCS Summer Intensive	Monday, August 1, 2022	Saturday, August 6, 2022	38	SMERF	Educational	McKinney P Arts Center
Tuesday, July 19, 2022	Eisai Merck, Inc.	RCC Ad Board Meeting	Thursday, September 29, 2022	Friday, September 30, 2022	32	Corporate	Health & Medical	
Wednesday, July 20, 2022	Cash Capital Investment Group	Business Meeting	Friday, November 4, 2022	Sunday, November 6, 2022	150	Corporate	Corporate	
Thursday, July 21, 2022	Health & Wellness Partners	Urovant Speaker Training	Thursday, October 6, 2022	Saturday, October 8, 2022	95	Corporate	Corporate	
Tuesday, July 26, 2022	Strategic Government Resources	SGR Servant Leadership Conference	Wednesday, January 25, 2023	Thursday, January 26, 2023	260	Corporate	Corporate	
Thursday, July 28, 2022	MegaGen America	Education Seminar	Tuesday, September 20, 2022	Tuesday, September 20, 2022	0	Corporate	Corporate	
Thursday, July 28, 2022	Weddings 2022	Taylor/Ibrahim Wedding	Sunday, November 6, 2022	Sunday, November 6, 2022	25	SMERF	Wedding	Chestnut Sq
Total					1,373			

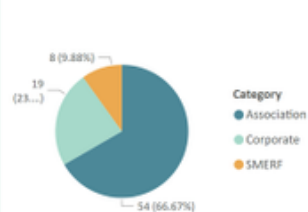
Lost Business by Month



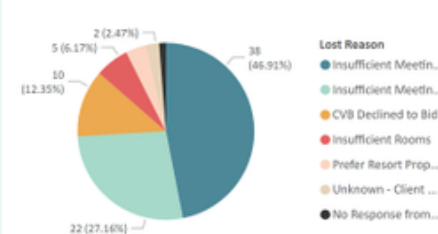
Lost Room Nights by Month



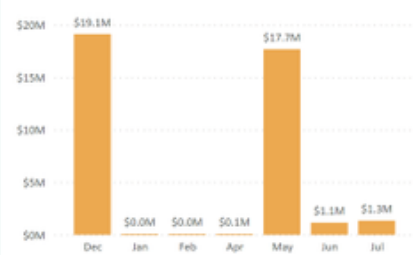
Lost by Category



Lost by Reason

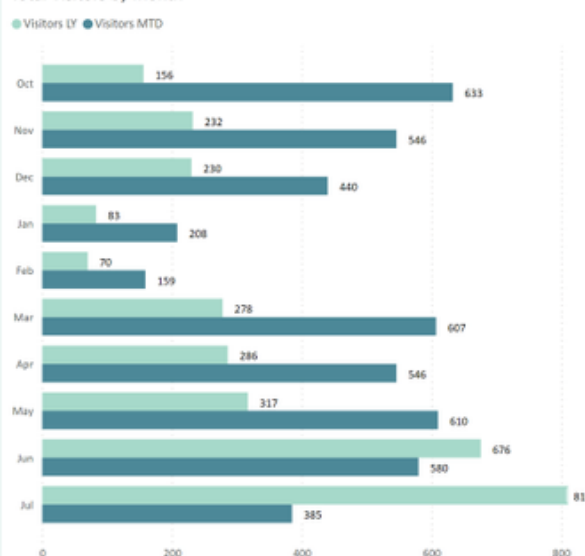


Lost Revenue by Month

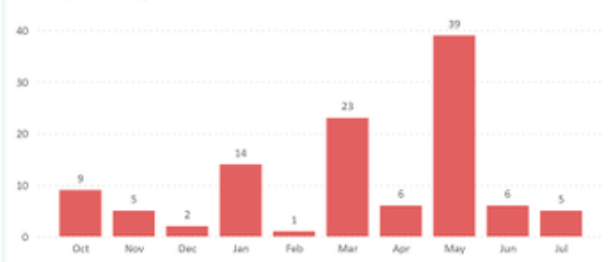


Lost Business Date	Account Name	Lead Name	Requested Rooms	Total Lost Revenue	Lost Reason	Lost Comments
Friday, July 1, 2022	Aetna	NA/EA/PL Sales Launch 2022	860	\$162,540	Insufficient Meeting Space	General session for 450-500; 6 break out rooms; 1000 sq ft for meals; welcome 1-roof
Wednesday, July 6, 2022	Texas Probation Association	TPA Conference	615	\$79,950	Insufficient Meeting Space and Rooms	clients requests all sleeping rooms to restaurants, needs double the c Sheraton
Thursday, July 7, 2022	Concord Church	E.K. Bailey Preaching Conference 2023	675	\$100,575	Insufficient Rooms	Sleep rooms only - 225 per night up
Thursday, July 7, 2022	Eisai Merck, Inc.	2023 Oncology National Meeting	1,315	\$295,875	Insufficient Meeting Space	General session for 450; 3 'pop up' office; staff office; 3 'sleeve' rooms 10; 400 sleep rooms, prefer under 1-roof
Thursday, July 7, 2022	Texas Center for the Judiciary	Regional Conference A	580	\$89,320	Insufficient Meeting Space	General session for 300; 4 break out sleep rooms, prefer under 1-roof b
Friday, July 8, 2022	Western Swing Music Society of the Southwest	Winter Showcase Dance & Jam 2022	280	\$30,520	Insufficient Meeting Space	Client would be happy to have room meeting space off-site from a hotel availability for this event this year. events.
Tuesday, July 12, 2022	Global ITAD Institute	Mobile Digest 2023	420	\$75,600	Insufficient Meeting Space	Meeting Room 1 - 15,000sf / Meeting rooms, prefer under 1-roof
Wednesday, July 13, 2022	Nissan USA	Nissan EM Series 2023	675	\$151,875	Insufficient Meeting Space	250 sleep rooms, 1-roof; max 30 m Session for 250-275 of 16,000sf; 10
Thursday, July 21, 2022	American Rheumatology Network	2023 Spring Summit	267	\$66,750	Insufficient Meeting Space	Exhibit Hall for 100 10x10 booths; 4 meeting room for 15;
Tuesday, July 26, 2022	Gavel International	Pharma Launch	1,295	\$291,375	Insufficient Meeting Space and Rooms	Business Meeting - 18,000 sf that 1-roof
Total			6,982	\$1,344,380		

Total Visitors by Month



Tour Attendees by Month

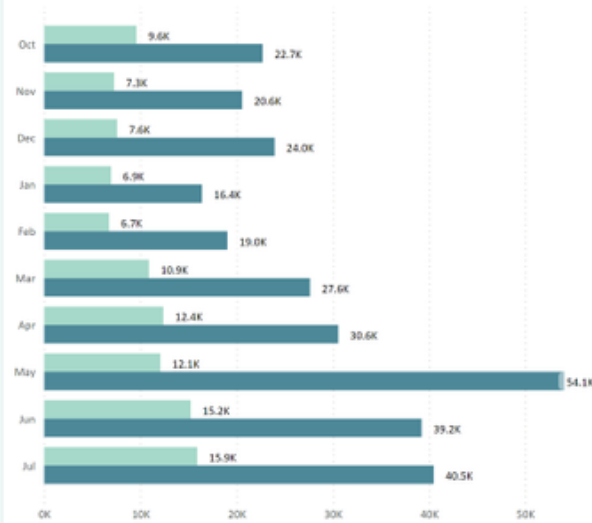


McKinney Market Payments by Month



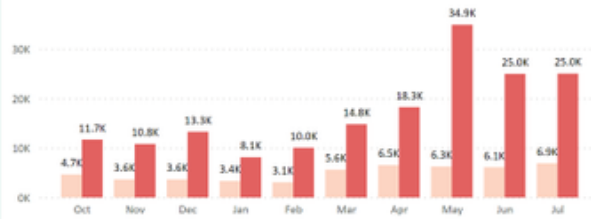
Page Views by Month

Page Views LY Website Page Views



Sessions by Month

Sessions LY Website Sessions



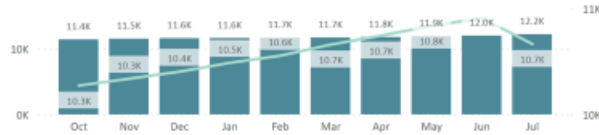
Users by Month

Users LY Website Users



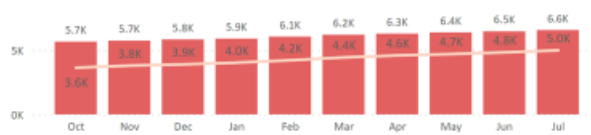
Facebook Fans by Month

Facebook Fans FB Fans LY



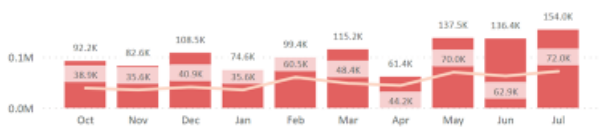
Instagram Followers by Month

Instagram Followers IG Followers LY



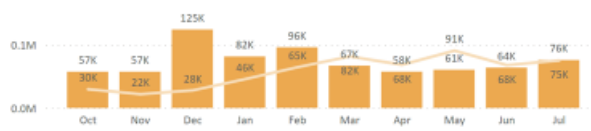
Facebook Impressions by Month

Facebook Impressions FB Impressions LY



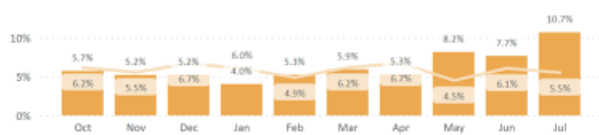
Instagram Impressions by Month

Instagram Impressions IG Impressions LY



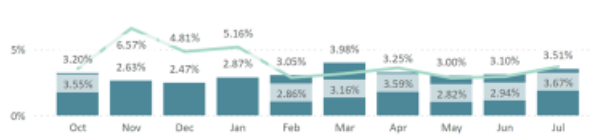
Facebook Engagement Rate per Impression

Facebook Engagement Rate FB Engagement Rate LY



Instagram Engagement Rate per Impression

Instagram Engagement % IG Engagement % LY



6,295

Visit Widget Users YTD

6,957

VW Sessions YTD

5,278

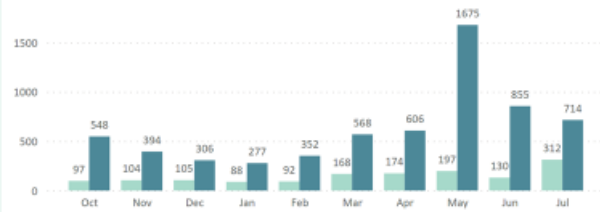
YouTube Views YTD

37,584

Impressions

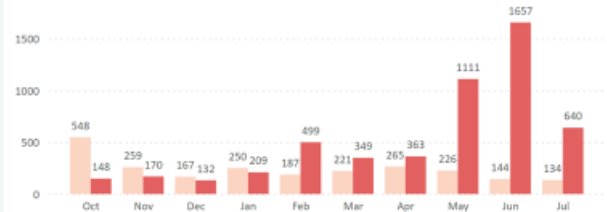
Visit Widget Users by Month

● VW Users LY ● Visit Widget Users



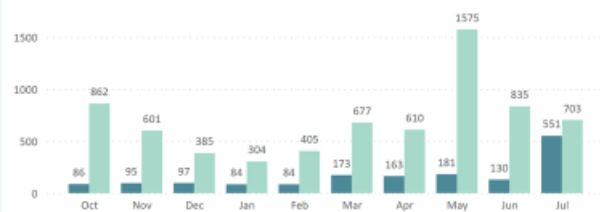
YouTube Views by Month

● YT Views LY ● YouTube Views



Visit Widget Sessions by Month

● VW Sessions LY ● Visit Widget Sessions



YouTube Impressions by Month

● YT Impressions LY ● YouTube Impressions

