



MCVB March 2019 Update

I. MCVB Room Nights Generated: TTL Room Nights: 298; TTL Revenue: \$ 34,171

WEDDINGS COMPLETED- March 2019 - TTL Room Nights: 30 TTL Rev: \$3,450

- Kaufman Wedding – Hampton Inn: TTL room nights: 4, TTL rev: \$396
- Jenni McFarland – Hampton Inn: TTL room nights: 7, TTL rev: \$ 693
- Vranig/Lowes Wedding, Stone Crest – Towne Place Suites: TTL room nights: 9, TTL rev: \$891, Hampton Inn: TTL room nights: 3, TTL rev: \$ 357
- Dwulet/Kane – Grand Hotel: TTL room nights: 7, TTL rev: \$1113

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Fraizer Wedding –The Springs, used Frisco Hotels – there were no hotels in McKinney that could accommodate her large group. No bag provided.
- Meghan Powers-The Springs
- Allie Preston – La Cour
- Alyssa Kroll – Cotton Mill
- Erika Hernandez – The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2019: TTL Room nights: 268; TTL Revenue: \$30,721

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

Corporate: TTL Rooms: 268; TTL Revenue: \$ 30,721

- Torchmark-AIL 301-Sheraton: TTL room nights: 51; TTYL Rev. \$ 4,947
- Torchmark-LNL 401-Sheraton: TTL room nights: 28; TTYL Rev. \$ 2,716
- Torchmark-LNL 301-Sheraton: TTL room nights: 54; TTYL Rev. \$ 5,238
- Emerson-Sheraton: TTL room nights: 135; TTYL Rev. \$ 17,820

SMERF: TTL Room nights: 0 TTL rev: \$ 0

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

II. Visitors: FYTD Total (Oct.'18– Sept. '19):2,448

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

- Out of State: 32
- Out of Country: 14
- Texas Residents: 9
- McKinney Residents: 6
- Register Total: 61
- Ticker Counter: 395

III. RFP's: 6 (1-Association, 2-Corporate, 02-Weddings, 1-Social: -Religious, 0-Sports, 0-Day Trips)

Association: 1

- Council on Occupational Education. Tami Maynard. Spring 2020, Attendees: 200-250. – Gave to Sheraton

Corporate: 2

- Spray Polyurethane Annual Convention, February 2021, Total Attendees: 1500
- Mitas Group, Grand Hotel, April 6-7,2019; 40 attendees.

SMERF: (2-Weddings, 1-Social, 0-Sport, 0-Religious)

- Jerra Long, Wedding Planner, Client: Heather, August 2019 Rosemary Barn
- Amanda Davis, September 2019 – Rustic Grace
- Profoundly Gifted Children Retreat 2020 –Week of July 4. 4 nights/5days. Attendees: 250-300 – gave to Sheraton

IV. Site Visits: 1

- Gloria Martinez and Brad Box – Holiday Inn and Hampton Inn, wedding venue: Springs.

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

- **Blogs: 162**
- Film Friendly City – 30
- Plan Your Visit - 30
- Toll Tag blog – 102

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

- Weekend Update page – 95
- Then & Now exhibit – 21
- Event-Planning Pages/Meeting Planners Guide – 330
- Visitors Guide – 147
- MPAC Upcoming Events – 34
- KPIs – 7
- Tourism Grants – 16

Special Client Pages:

TAAF State Gymnastics Meet – 42

Lacrosse - 5

Big Z Golf Tourney – 8

IAEE - 4

Texas Volunteer Management - 9

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

- Submitted editorial info to County Line Magazine about brunches and farm-to-table dinners in McKinney
- Submitted materials for IAEE directory listing
- Did first of Ask a Local campaign shoots – Courtney Solstad
- Submitted material for Daytripper April newsletter
- Submitted Tour Texas April event materials
- Submitted materials for IAEE directory listing
- Updated Texas Monthly Texas Meetings guide annual survey of venues/attractions/lodging
- Created landing pages for:
 - o Volunteer Association conference
 - o IAEE directory

VIII. Advertising- Website & Publication ROI Tracking:

- Bus Tours Magazine - 19

- Stonebridge Ranch HOA - 29
- Texas Meetings & Events – 2
- Oxford American – 1
- Talk Business 360 (American Airlines) – 3
- MHS Lions – 2
- Boyd Broncos – 2
- Convention South Readers – 6
- Meet Texas Readers – 19
- County Line Magazine – 7
- TSAE – 1
- Daytripper – 2

SOCIAL MEDIA TRACKING

<i>TWITTER</i>	
Followers	5053
Tweets	6645
Tweet Impressions	7,697
Profile Visits	232
Mentions by other users	21

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
TOTAL	1335

<i>YOUTUBE</i>	Views	Subscribers
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
Mar-19	142	3
TOTAL	7791	42

<i>Google Business Pg.</i>	<i>Page Views</i>	<i>Website visits</i>
Oct. 2018	1,960.00	27
Nov. 2018	1,970.00	30
Dec. 2018	1,195.00	40
Jan. 2019	1,850.00	34
Feb. 2019	1,970.00	29
Mar-19	2,240.00	31
TOTAL	11,185.00	191

March Mobile Traffic	Users
Mobile	1232
Desktop	1021
Tablet	187

Web Analytics – MARCH 2019

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
FY 18-19	18,081	42,252	15,299

MARCH 2019 TOP WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.
Home	1,216	962	0:01:31	911	26.81%
Calendar	513	414	0:01:18	316	47.47%
Shopping Centers	210	188	0:01:51	170	85.88%
Calendar	155	131	0:01:34	131	59.54%
Visitors Guide	147	129	0:02:06	33	69.70%
Events	133	113	0:00:16	21	19.05%
Mo. Ann. Events	113	99	0:02:41	58	79.31%
Explore	113	79	0:00:51	4	60.00%
NTTA Blog	102	91	0:02:01	91	89.01%
Wknd Update 4/4	95	88	0:01:03	17	100.00%
About McKinney	87	69	0:01:10	6	66.67%
Dining	86	57	0:01:18	7	42.86%
Accommodations	76	67	0:00:56	19	42.11%

Calendar	74	56	0:01:26	53	45.28%
Calendar	60	47	0:01:00	6	50.00%
Calendar	59	56	0:05:34	54	90.74%
Event Planning	57	37	0:00:19	6	50.00%
Staff Directory	57	41	0:00:46	14	71.43%
Meeting Planners Guide	52	27	0:00:15	4	0.00%
Wedd. Rec. Venues	52	42	0:01:23	29	37.93%
Calendar	52	28	0:00:36	6	0.00%
Parks-Trails Map	51	44	0:02:59	26	76.92%
Tours	48	29	0:00:58	14	50.00%
Towne Lake	48	39	0:01:01	29	44.83%
Hotels/Motels	46	44	0:02:45	6	100.00%

Top Countries

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2,331	2,223	2,779	55.38%	2.34	0:01:54
Canada	16	16	17	70.59%	1.35	0:00:50
Germany	14	14	14	100.00%	1	0:00:00
South Korea	14	14	14	100.00%	1	0:00:00
United Kingdom	9	8	9	55.56%	2.56	0:00:24
India	9	9	9	66.67%	1.89	0:00:20
Mexico	6	6	8	50.00%	3.88	0:01:54
Netherlands	6	6	7	42.86%	1.57	0:00:13
China	4	4	4	75.00%	1.25	0:00:15
Ukraine	4	4	5	100.00%	1	0:00:00

Top States

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,745	1,646	2,117	55.60%	2.36	0:01:59
California	79	76	87	49.43%	2.59	0:02:01
Oklahoma	55	50	70	62.86%	2.07	0:02:08
Virginia	40	40	44	72.73%	1.48	0:00:28
(not set)	26	27	30	76.67%	1.17	0:01:23
Illinois	26	26	30	43.33%	3.07	0:02:05
Arkansas	24	24	30	36.67%	3.73	0:02:42
Florida	22	21	27	59.26%	2.44	0:02:39
Kansas	20	19	20	35.00%	2.5	0:00:49
Missouri	19	17	19	52.63%	3.11	0:01:13

Top Cities

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	523	460	708	49.86%	2.81	0:03:10
Dallas	489	454	554	64.44%	1.83	0:01:02
Allen	90	86	100	63.00%	1.89	0:00:54
Plano	85	78	93	52.69%	2.57	0:01:47
Frisco	53	50	58	72.41%	1.9	0:01:54
Houston	44	42	46	54.35%	2.33	0:01:44
Fort Worth	26	26	29	51.72%	2.86	0:02:38
Prosper	23	22	26	69.23%	1.58	0:01:00
Austin	21	19	22	72.73%	1.55	0:00:45
Richardson	20	18	22	50.00%	2.77	0:01:50

VISIT WIDGET - MARCH 2019				
	Users	Sessions	Page Views	New Downloads
Widget	36	111	669	
Desktop	24	26	124	
Mobile	13	14	67	
iOS	66	59	399	20
Android	15	12	79	7
TOTAL	118	111	669	27

CROWDRIFT ACCESS - March 2019		
Gallery	Interactions	Views
Summer Fun	14	15
Explore	19	103
Dining	21	78
History (Downtown)	1	52
Events	1	107
Home Gallery	123	438
TOTAL	179	793

Advertising- Website & Publication ROI Tracking:

Publicity: *Does not include \$30,000 for Grants*

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

MARCH 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/web updates	\$0	\$4,000	\$12,000	310,000
Courier-Gazette	Arts in Bloom – used photo	\$480	\$600	\$3,240	100,000
Courier-Gazette	NCAA Contract renewal- MCVB provided info	\$1,080	\$9,000	\$30,240	410,000
Livability.com	MCVB provided photo/ contact for McKinney’s inclusion on 2019 list of best places to live	0	\$55,000	\$165,000	1,400,000
TOTALS		\$1,560	\$68,600	\$210,480	2,220,000
FY 18-19 Totals		\$16,914	\$131,515	\$609,383	8,491,000

X. Lost Business-3

1. KOHA Library Conference, the bid went to Pueblo Colorado.
2. Spray Polyurethane Annual Convention, February 2021, Total Attendees: 1500 too big for McKinney.
Received RFP from Rendezvous South Conference
3. Profoundly Gifted Children Retreat 2020 –Week of July 4. 4 nights/5days. Attendees: 250-300 – gave to Sheraton, they are currently booked.