



October 2018 for September 2018

I. MCVB Room Nights Generated: TTL Room Nights 502; TTL Revenue \$54,191

WEDDINGS COMPLETED in August 2018 - TTL Room Nights: 223, TTL Rev: \$ 26,465

- Turner/Madala Wedding – Hampton Inn: TTL room nights: 27, TTL rev: \$3213
- McCravy/Scott Wedding – Holiday Inn: TTL room nights: 19, TTL rev: \$1292
- Kristy McPhail – Towne Place Suites: TTL room nights: 8, TTL rev: \$872, Hampton Inn: TTL room nights: 6, TTL rev: \$714
- Ginny Ryan Wedding – Holiday Inn & Suites: TTL room nights: 3, TTL rev: \$354
- Venjatzsan Wedding – Holiday Inn & Suites: TTL room nights: 18, TTL rev: \$1998, Towne Place Suites: TTL room nights: 4, TTL rev: \$436, Hampton Inn: TTL room nights: 7; TTL rev: \$774
- Burge/Thibodeaux Wedding – Holiday Inn & Suites: TTL room nights: 8, TTL rev: \$752
- Byrns/Gilum Wedding – Comfort Suites: TTL room nights: 13, TTL rev: \$1287
- Scholten/Peterson Wedding – Grand Hotel: TTL room nights: 30, TTL rev: \$4830
- Burge/Thibodeaux Wedding – Sheraton, TTL room nights: 16, TTL rev: \$2064
- Sarah Cantu Wedding – Sheraton: TTL room nights: 24, TTL rev: \$2995
- Lampkin/Moncivalles Wedding – Grand, TTL room nights: 12, TTL rev: \$ 1908
- Lynch Wedding – Best Western, TTL room nights: 11, TTL rev: \$935
- Thanh Do- Hampton Inn: TTL room nights: 17, TTL rev: \$2041

No Pick-ups on the following weddings:

- Josh Zamora Wedding, Sept 2018 – River Rd. Chateau
- Eriq Wedding –Sept 2018 - Springs
- Byer Wedding – September 29
- Lane Robinson Wedding – September 29
- Perez Wedding – September 15
- Pallia Wedding – September 2018, Cotton Mill

ASSOCIATION/CORPORATE/SMERF COMPLETED in 2018: TTL Room nights:279 ; TTL Revenue: \$ 27,224

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

Corporate: TTL Rooms: 279; TTL Revenue: \$ 27,224

- Torchmark-AIL 101-Sheraton, TTL room nights: 202; TTYL Rev. \$ 19,909
- Torchmark-AIL 301-Sheraton, TTL room nights: 36; TTYL Rev. \$ 3,420
- Torchmark-FHL-101-Sheraton, TTL room nights: 41; TTYL Rev. \$ 3,895



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

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

II. Visitors: FYTD Total (October '17-September '18): 5,016

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

- Out of State: 51
- Out of Country: 51
- Texas Residents: 13
- McKinney Residents: 49
- Register Total: 164
- Ticker Counter: 265

III. RFP's: 9 (2-Association, 0-Corporate, 5-Weddings, 0-Social: 0-Religious, 2 -Sports, 0-Day Trips)

Association: 3

- FARFA returning to McKinney – October 2018, Attendees approx. 300, room nights will be at the Grand Hotel, approx. 30
- Toast Masters Conference at the Sheraton for 62 room nights, however 300 attendees. This is for November 16-17, 2018. (Small Market Meetings Lead)
- Council on Occupational Education. July 2020 Attendees: 300-350, Needs government rate. Also have potential to bid on other meetings from this organization throughout 2020 (February & November), follow up after the New Year.

Corporate: 0

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Social: 0

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SMERF: 7 (5-Weddings, 2-Sport)

- McCravy Wedding – September 2018, Rustic Grace
- Folts Wedding – October 2018, Springs
- Ringo/Carter Wedding – November 2018, River Rd. Chateau
- Austin Taylor Wedding – September 2019, Rosemary Barn
- Beyer/Teller Wedding – October 2018, River Rd. Chateau
- International Boxing Federation for May/June 2020. Attendees: 275, Peak room nights: 170, Banquet: 250-300, classroom and breakouts will be needed. (Small Market Meetings)
- International Boxing Federation for May/June 2021. Attendees: 275, Peak room nights: 170, Banquet: 250-300, classroom and breakouts will be needed. (Small Market Meetings)



IV. Site Visits: 2

- Kim Cotton, Jack Henry & Associates
- Hilda Needham & Troy St Junior from the Sheraton – visit wedding venues and introduce them to venue owners.

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

Blogs on our website: 82

- Second Saturday Blog - 25
- New Businesses to McKinney - 28
- International Art Exhibit – 17
- Showcasing Your McKinney Experiences - 12

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

- Oktoberfest - 58
- Weekend Update page – 168
- Tourism Grants - 19
- McKinney Shop – 21
- Event-Planning - 68

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

- **Materials Submitted**
 - Éclair Bistro Ribbon Cutting – pics for social media
 - Attended German/Heard-Craig Event Breakfast Reception/took photos
 - Attended Oktoberfest – took photos
 - Nighttime photos of downtown McKinney for social media

VIII. Advertising- Website & Publication ROI Tracking:

- MHS-Lions: 2
- Boyd-High-Broncos: 3
- Splash-in-McKinney : 20
- Hunt-in-McKinney : 9
- Explore-in-McKinney : 20
- Visit McKinney Fun: 14
- Welcome-Polka-News-Readers: 31
- Texas Highways – 1
- New Orleans Magazine – 1
- Meet Texas Magazine-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
Sept.18	110	7413	99,534	667,799	3,553,885
TOTALS	1242	N/A	932,592	7,457,288	43,234,238



OTHER SOCIAL MEDIA TRACKING – SEPTEMBER 2018

Type	Number	Increase #
<i>TWITTER</i>		
Followers	4847	62
Tweets	6510	17
Tweet Impressions	17,800	4%
Profile Visits	301	-0.70%
Mentions by other users	33	up 120%
<i>YOUTUBE</i>	Views	Subscribers
YouTube views	6176	30
<i>INSTAGRAM- NEW!!</i>	<i>Impressions</i>	<i>Followers</i>
Instagram Posts	5,777	761 (+99)
<i>Google Business Pg.</i>	<i>Page Views</i>	<i>Website visits</i>
Performance	2200	21



Web Analytics –SEPTEMBER 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
Sep-18	3,069	6,656	2,613
FY 17-18	39,996	93,769	33,510



SEPTEMBER TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,192	929	0:01:33	878	34.70%	46.48%
Calendar	716	538	0:01:23	441	48.53%	43.58%
Shopping Centers	174	164	0:02:59	150	91.33%	85.63%
Weekend Update	154	133	0:01:11	71	85.92%	55.84%
Events	144	124	0:00:55	18	5.56%	11.11%
Visitors Guide	140	116	0:02:20	22	54.55%	35.00%
Calendar	119	112	0:02:41	109	85.32%	84.03%
Mo. Ann. Events	116	108	0:03:28	71	83.10%	77.59%
Calendar	96	88	0:03:12	84	83.33%	84.38%
Dining	94	62	0:01:18	7	0.00%	15.96%
About McKinney	84	68	0:02:05	8	50.00%	28.57%
Accommodations	79	65	0:00:35	16	50.00%	18.99%
Shopping	68	63	0:01:25	44	47.73%	41.18%
NTTA blog	68	60	0:04:03	60	91.67%	86.76%
Explore	66	52	0:01:14	4	0.00%	15.15%
Crank Off	60	54	0:01:12	53	77.36%	80.00%
Hotels Motels	58	43	0:03:47	2	0.00%	29.31%
Broken Link	56	47	0:00:45	1	0.00%	32.14%
Welcome Day Trippers	49	45	0:02:02	42	78.57%	77.55%
Dining & Nightlife	47	37	0:01:16	22	59.09%	40.43%



Staff Directory	47	39	0:01:12	11	36.36%	44.68%
Resource Directory	44	39	0:00:46	5	60.00%	18.18%
Calendar	41	29	0:00:52	0	0.00%	43.90%
Calendar	40	35	0:01:06	4	75.00%	22.50%
Tours	39	27	0:02:23	18	77.78%	48.72%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2,474	2,313	2,922	60.85%	2.19	0:01:50
France	40	40	40	50.00%	1.55	0:02:25
India	14	14	14	78.57%	1.21	0:00:45
South Korea	13	13	13	100.00%	1	0:00:00
Philippines	10	10	11	45.45%	3.18	0:05:13
United Kingdom	7	7	7	85.71%	1.29	0:00:05
Canada	5	2	6	50.00%	3.33	0:04:50
Ukraine	5	5	5	20.00%	1.6	0:02:06
Australia	4	4	4	50.00%	2	0:00:24
China	4	4	4	100.00%	1	0:00:00



State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	2,014	1,869	2,381	61.44%	2.11	0:01:42
California	58	56	66	36.36%	3	0:02:47
New York	49	48	49	85.71%	1.41	0:00:14
Oklahoma	30	27	31	38.71%	2.94	0:02:03
Florida	25	21	30	56.67%	2.5	0:02:01
Illinois	22	19	26	69.23%	2.12	0:00:46
Arkansas	19	18	24	54.17%	3.08	0:02:37
Kansas	18	17	18	77.78%	1.89	0:00:53
Georgia	16	15	21	52.38%	1.86	0:01:48
Louisiana	16	16	18	44.44%	2.28	0:01:29



City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	593	493	760	56.05%	2.48	0:02:22
Dallas	524	485	577	67.94%	1.82	0:01:23
Plano	105	99	123	61.79%	1.92	0:01:26
Frisco	76	71	83	67.47%	1.92	0:01:12
Allen	74	69	81	60.49%	1.81	0:01:23
Houston	45	43	60	66.67%	1.72	0:01:11
Austin	33	31	35	48.57%	2.4	0:03:24
Fort Worth	31	26	32	62.50%	1.88	0:02:00
Prosper	31	30	35	65.71%	1.77	0:00:28
Denton	25	25	31	61.29%	2.45	0:01:24

Mobile Traffic	Users	Percent of Total
Mobile	1,313	50.23%
Desktop	1,707	42.35%
Tablet	194	7.42%



VISIT WIDGET - SEPTEMBER 2018					
	Users	Sessions	Page Views	Avg. Session in Min.	Downloads
Widget	138	143	911	3:00	
Desktop	30	32	240	4:41	
iOS App	69	71	503	3:24	12
Android App	19	20	112	1:05	10
TOTAL	256	266	1766	3:33	22

VIII. Free Publicity:

Publicity:

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

- Does not include \$20,000 for Grants



SEPTEMBER 2018- MCVB Publicity/Free Media Coverage				
Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Shared Blog/website updates (4 times)	\$0.00	\$6,000	\$18,000	650,000
Blog about Éclair Bistro	\$0.00	\$3,500	\$10,500	175,000
blogger piece (we hosted)	\$0.00	\$2,000	\$6,000	50,000
FARFA conference	\$493.50	\$1,000	\$4,481	60,000
Totals	\$17,935	\$16,500	\$103,305	3,726,000
FY 17-18 Totals	\$61,163	\$160,880	\$1,261,480	23,297,384

X. Lost Business-0