

visit mckinney Monthly Report

October - 2022



Executive Director Report

Operations:

- Aaron presented the Visit McKinney Bylaws amendments during the October 3, 2022, City Council Work Session.
- City Council approved the Visit McKinney Fifth Amended Bylaws at the October 18, 2022, City Council Regular Meeting.
- Visit McKinney staff took Amy & Sarah on a FAM Tour of Downtown McKinney with the DASH Shuttle.
- Vendor/Partner Meetings – Destinations International Onboarding, ADARA Software, Chad Plumlee with Cadence Cyclery.
- Executive Director's Key Meetings - Main Street, MEDC and MCDC Board Meetings, Executive Leadership Team Meeting, City Directors Meeting, M's Event Preview, and City Council.

Sales & Services:

- Marie made 106 sales calls in September, resulting in 20 completed RFPs for future business.
- The sales team also tracked 10 lost business cases this month for various reasons, but the primary reason is the lack of sleeping rooms and meeting space required.
- Aaron attended the Parks and Recreation Special Planning Session to discuss technology in our parks.
- Marie attended the Small Market Meeting Conference in Wichita, KS – 23 appointments, 4 network appointments, 6 networking events.
- Aaron presented at the City's HOA & Neighborhood Leaders Meeting on September 29, 2022.

- Beth attended the Chambers Restaurant Council Event to represent Visit McKinney and the 19th Hole Campaign for the Byron Nelson.
- Sales/Partners Meetings: Salesmanship Club of Dallas (Byron Nelson), NCAA Host Committee Meeting.

Marketing & Communications:

- Continued promotion of the Visit McKinney Promotional Grants.
- Completed Campaigns: Fall Influencer Blitz, McKinney to Munich Giveaway, and Modern Luxury. Results attached.
- Ads submitted for Naylor – TSAE/Association Leadership and Meet Texas
- Staff is meeting weekly with the City C&M team for strategy meetings as we plan for FY23.

Education & Webinars:

- Aaron Werner
 - Texas Travel Summit, Galveston Island, TX
- Sabine Smith:
 - Organizational Development Training - Lunch N'Meet - Learn About the McKinney National Airport
 - HPO - Building High-Performance Local Governments (3-Day Session)
 - Learned Power BI reports

Event Participation:

- McKinney Oktoberfest Booth - September 23-25, 2022

3442

Sales Calls YTD

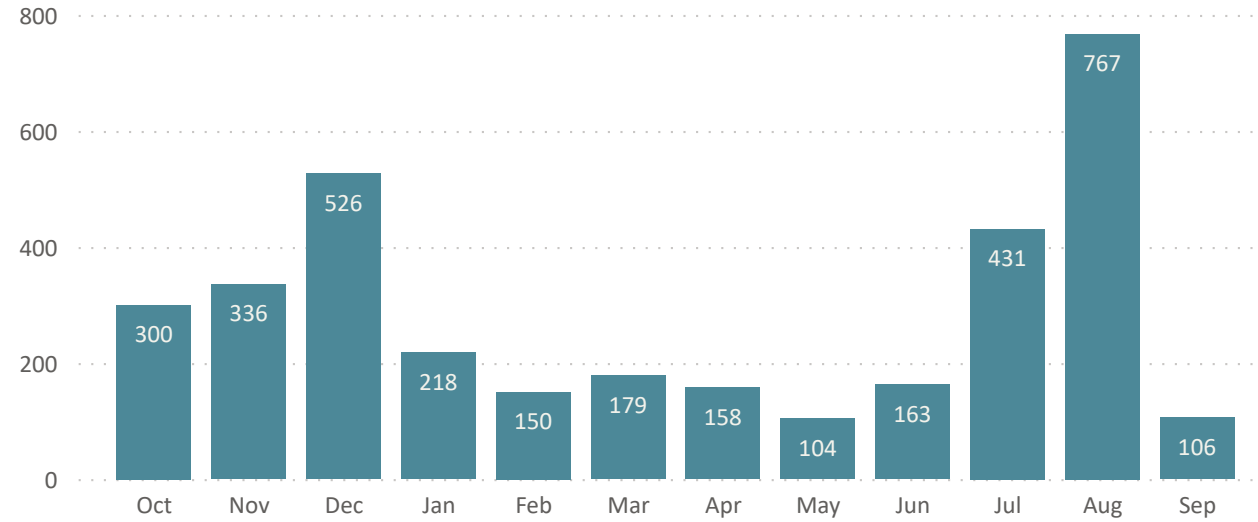
106

Event Mgmt YTD

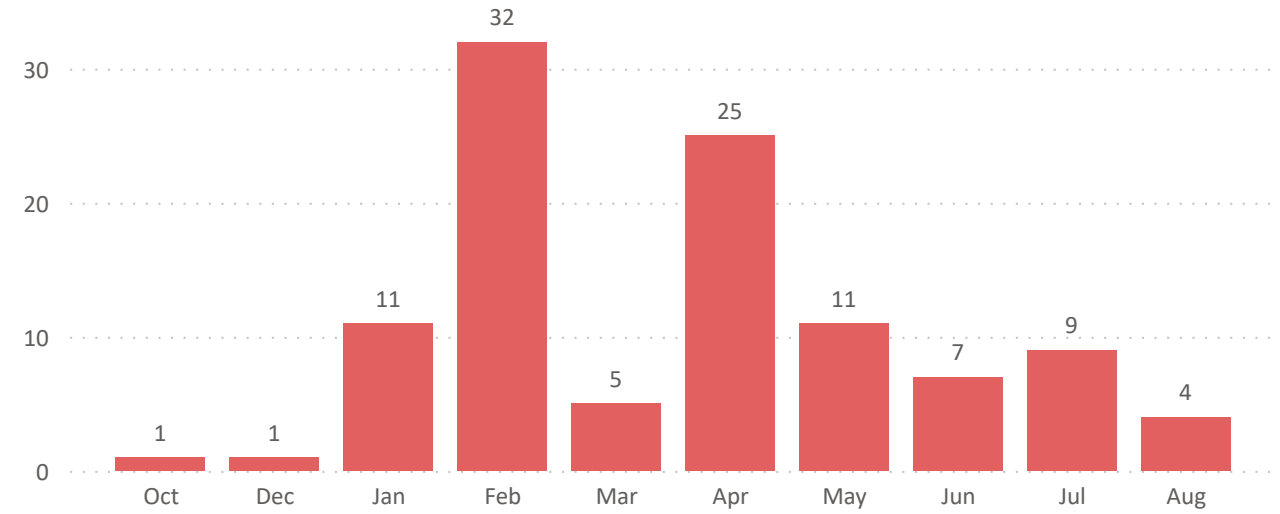
7,150

Total Welcome Bags YTD

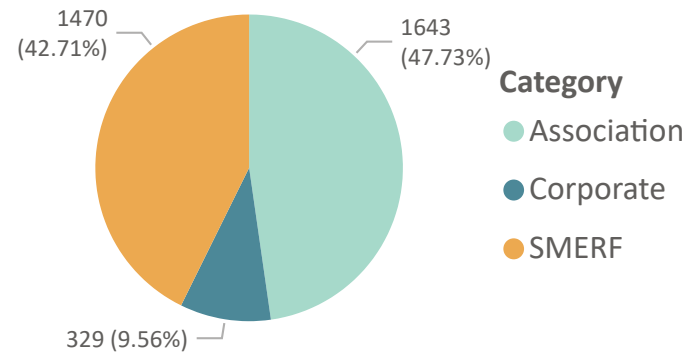
Sales Calls by Month



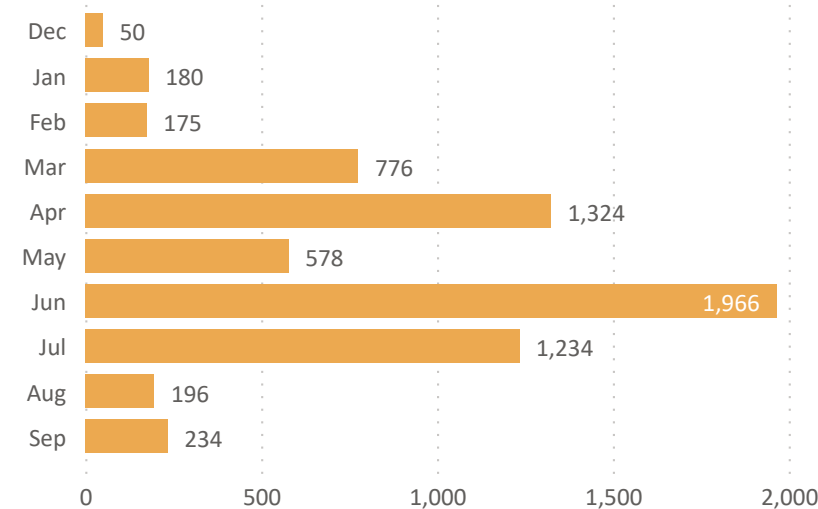
Event Mgmt by Month



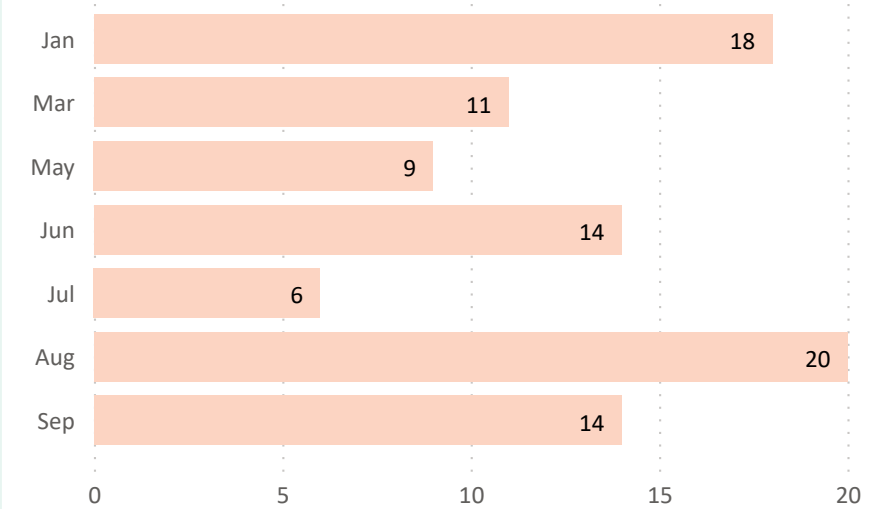
Sales Calls by Category



Event Services by Month



Partner Check-In by Month



105

Leads YTD

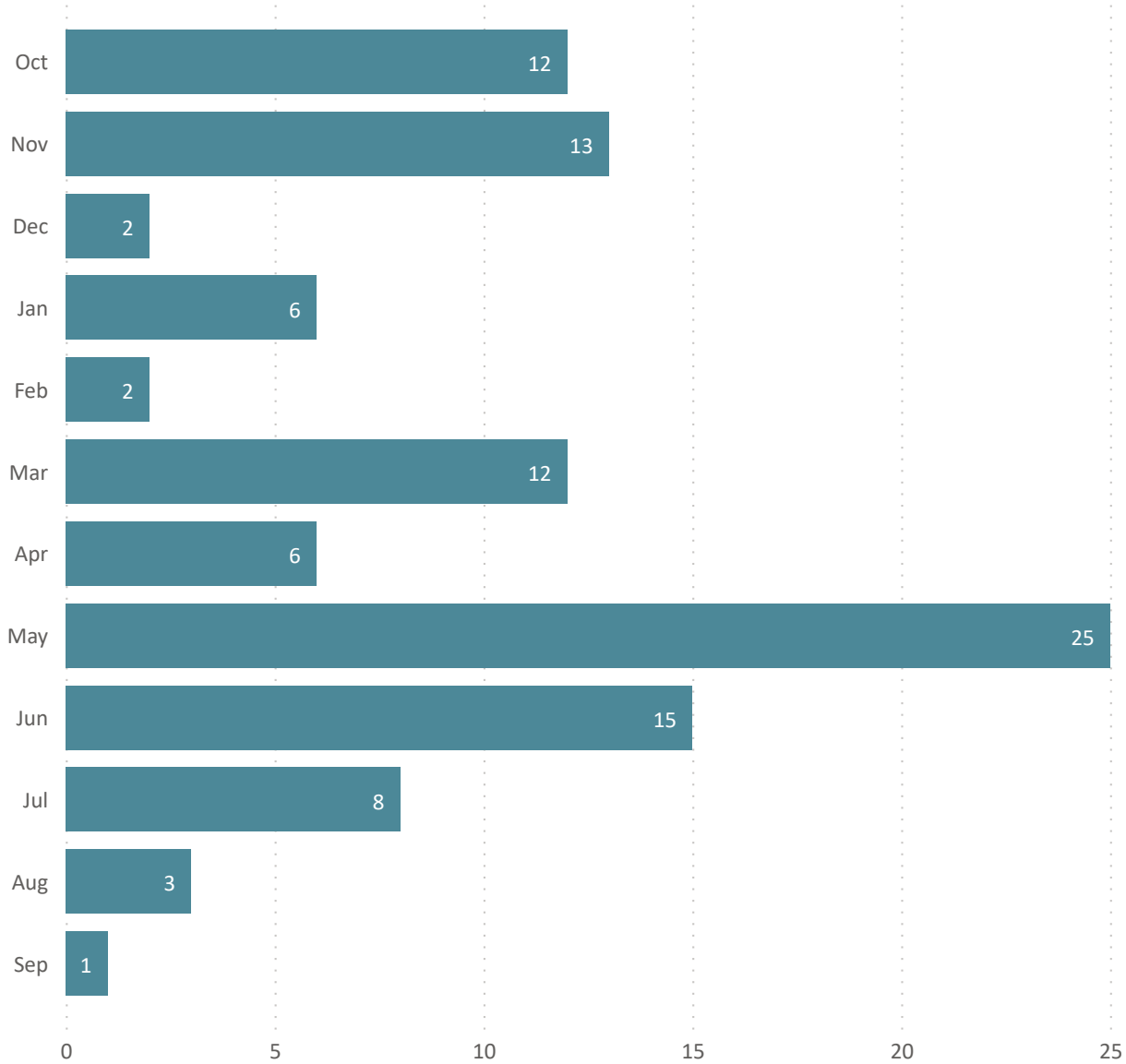
2,481

Total Rooms Nights YTD

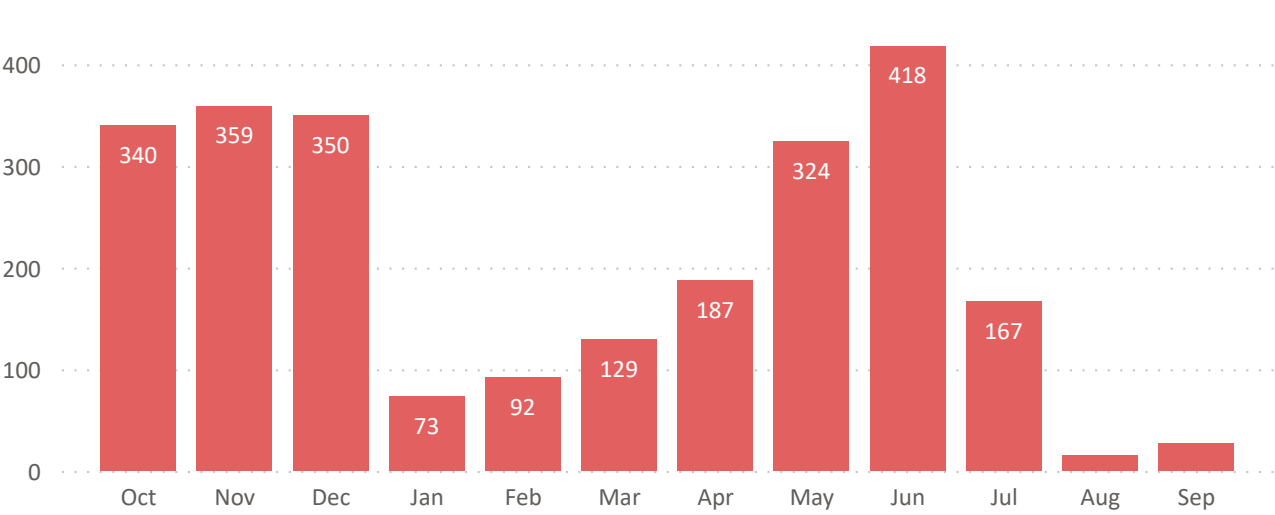
\$295,511

Total Revenue YTD

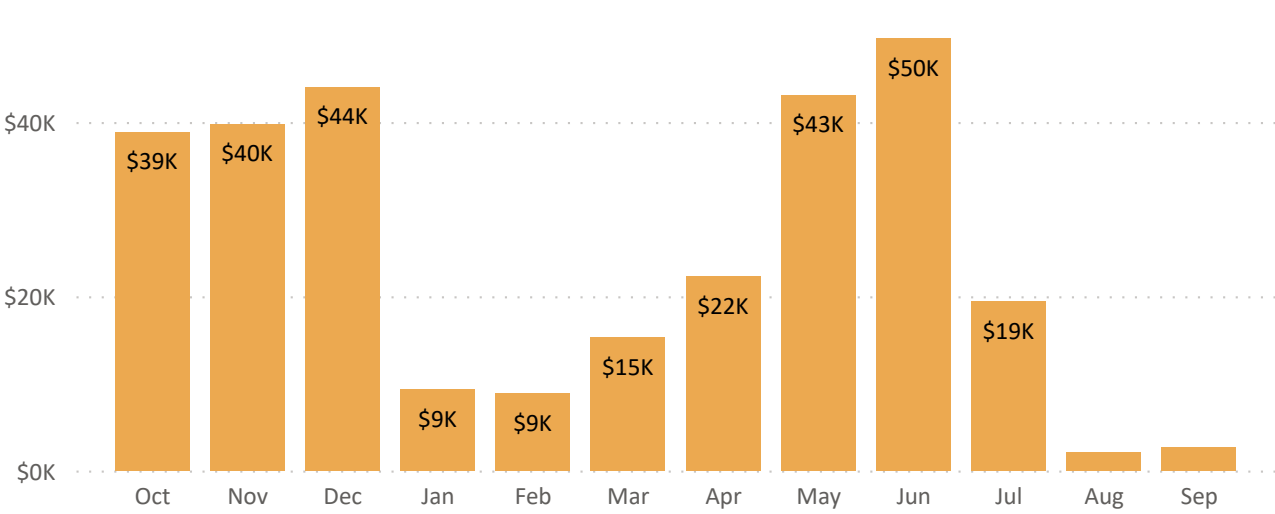
Leads by Month



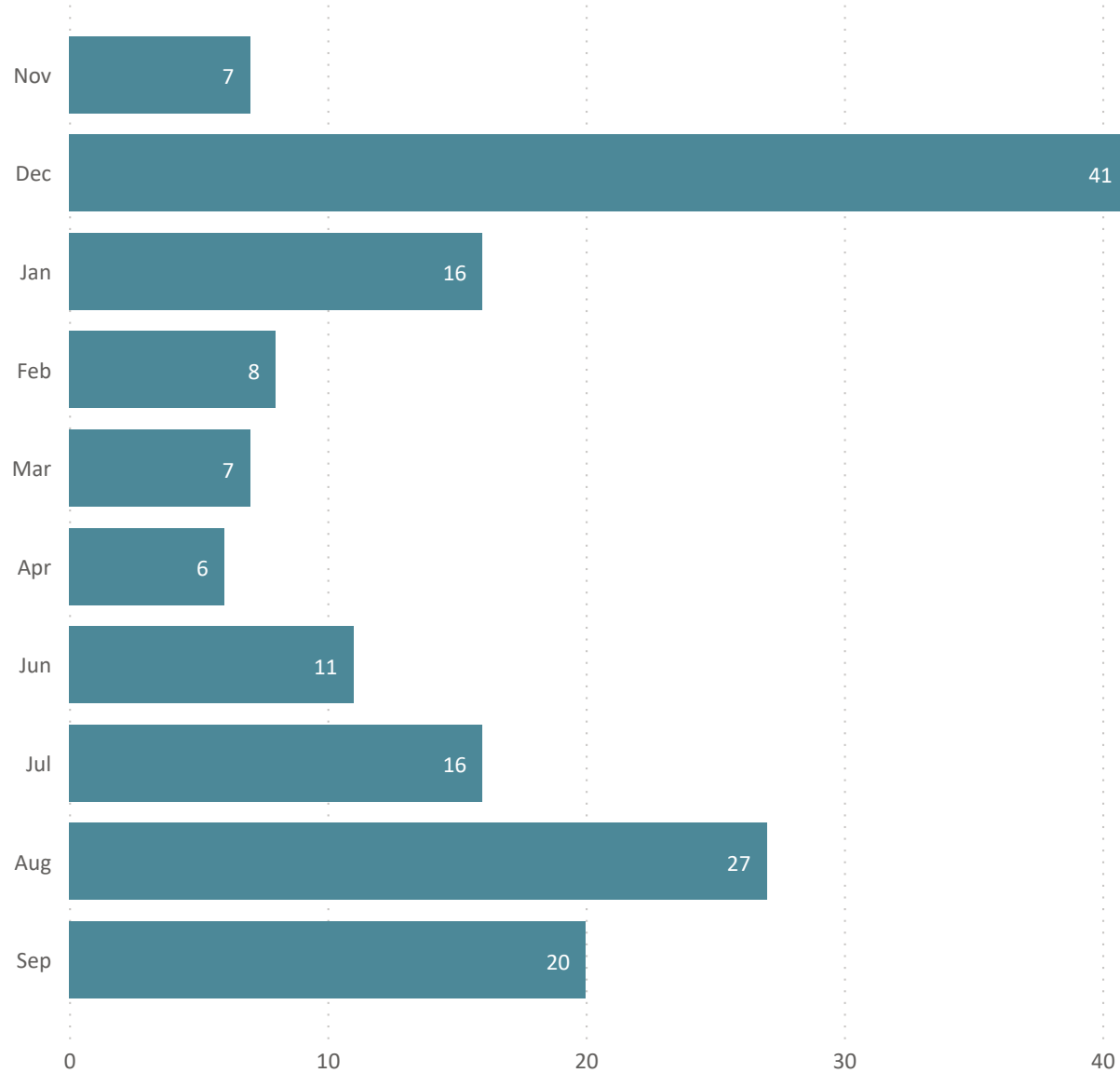
Total Room Nights by Month



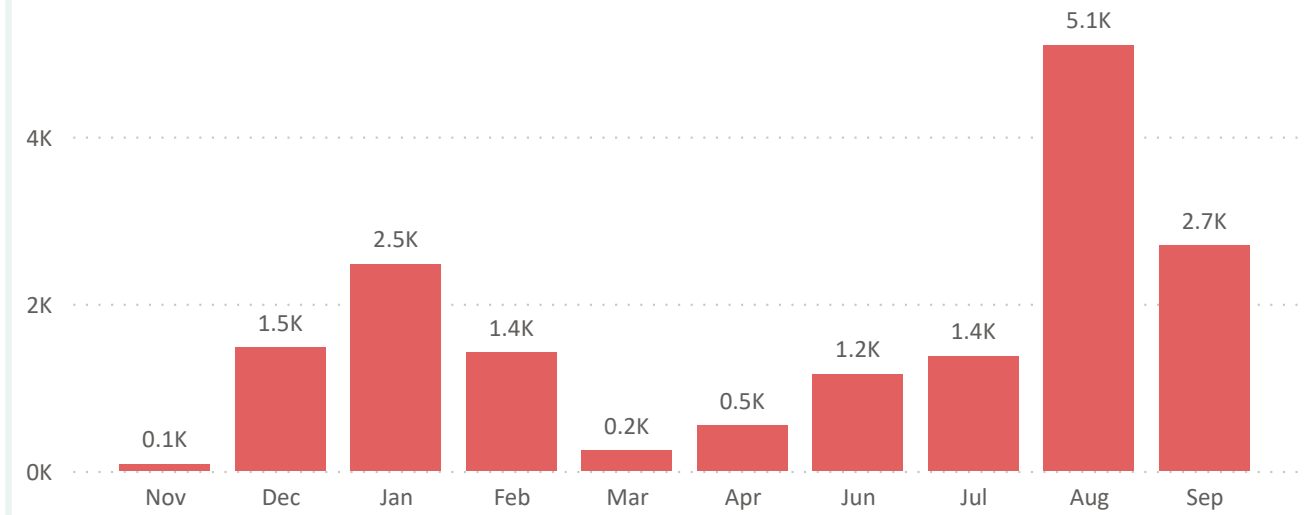
Total Revenue by Month



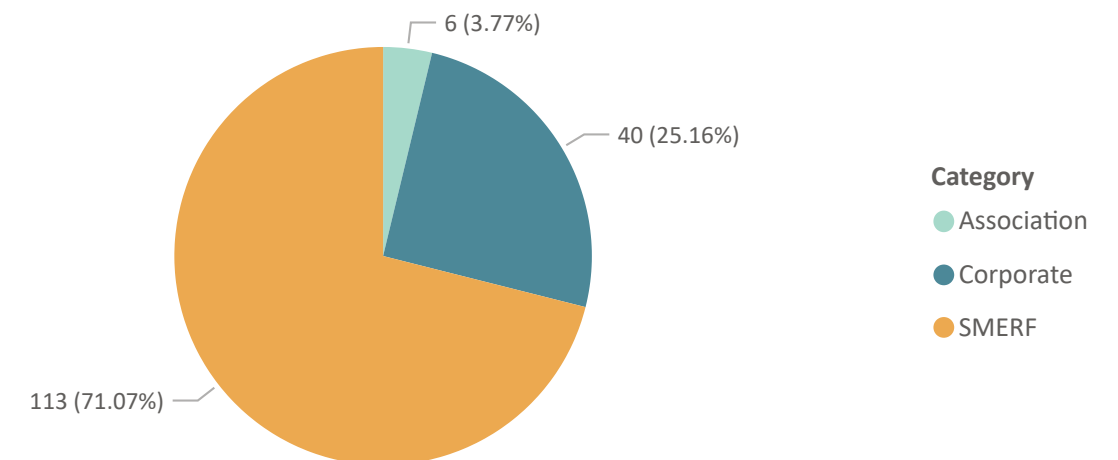
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

123

Lost Opp YTD

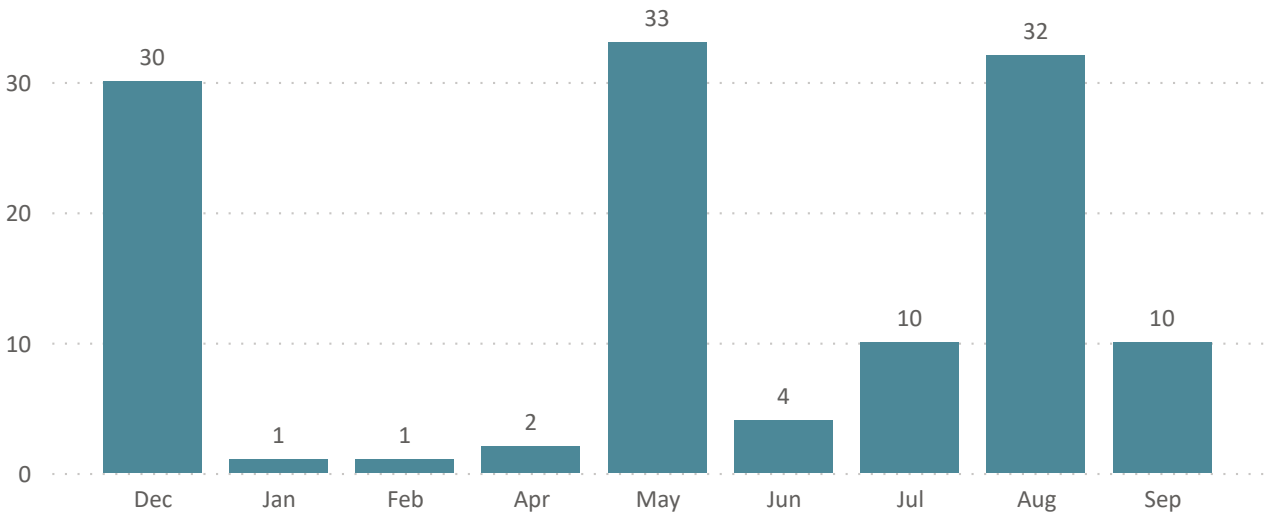
231,397

Lost Room Nights YTD

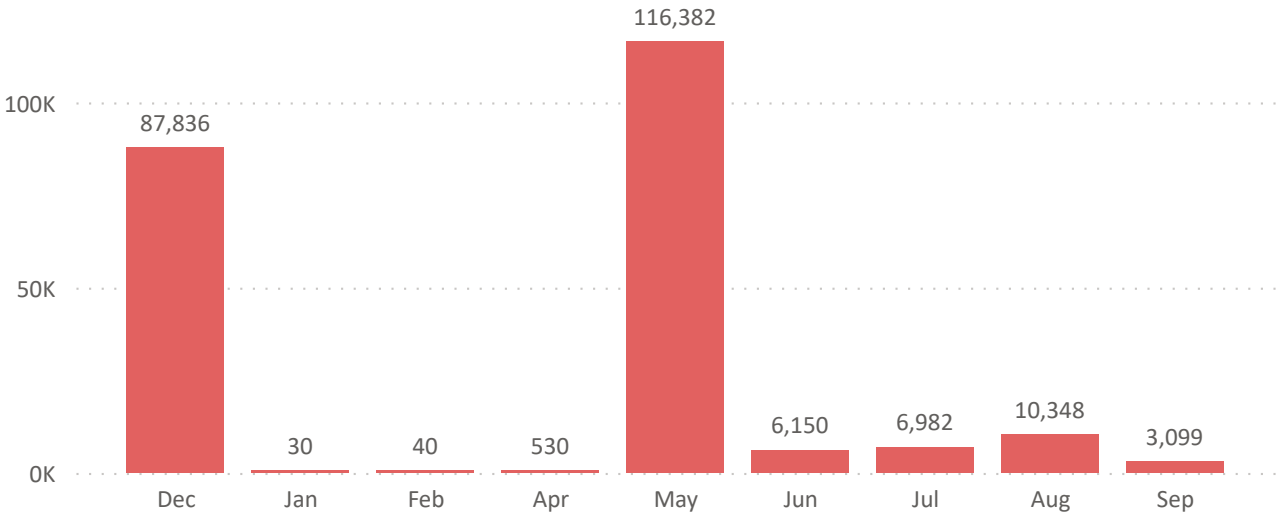
\$41,691,743

Lost Revenue YTD

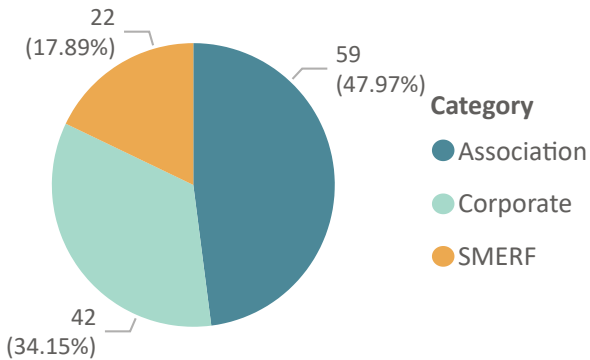
Lost Opportunities by Month



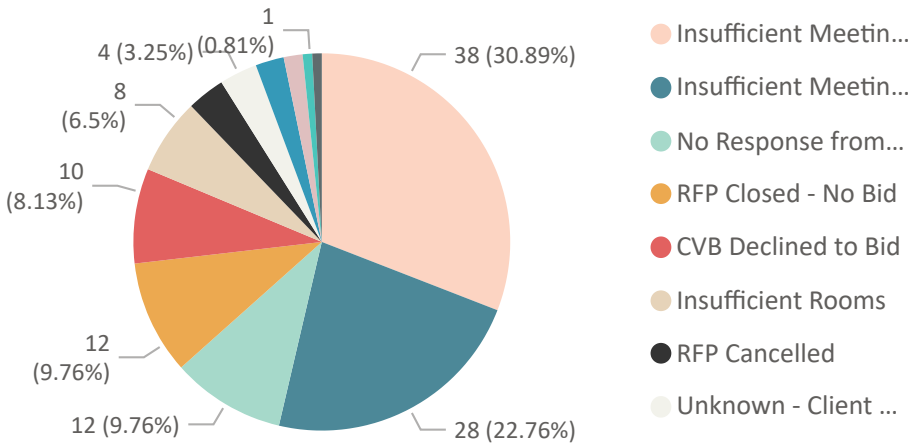
Lost Room Nights by Month



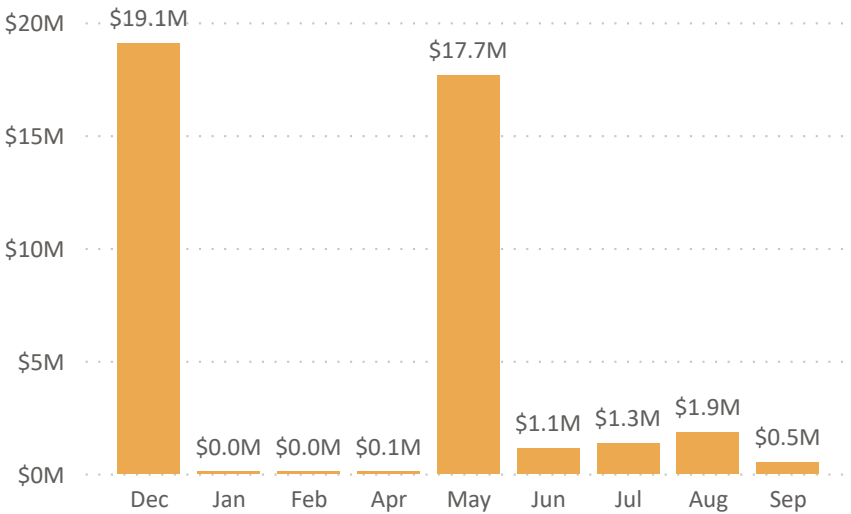
Lost by Category



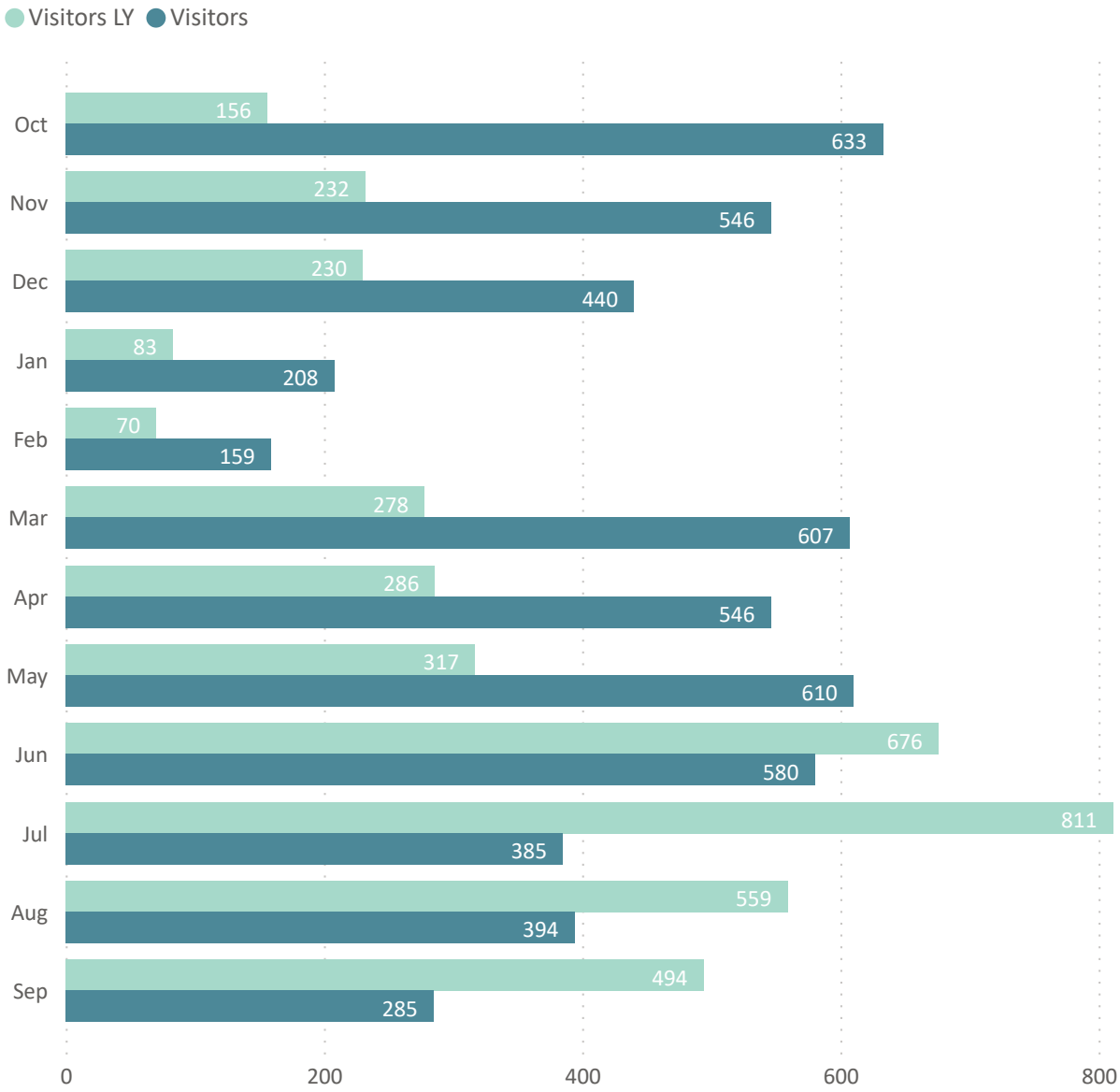
Lost by Reason



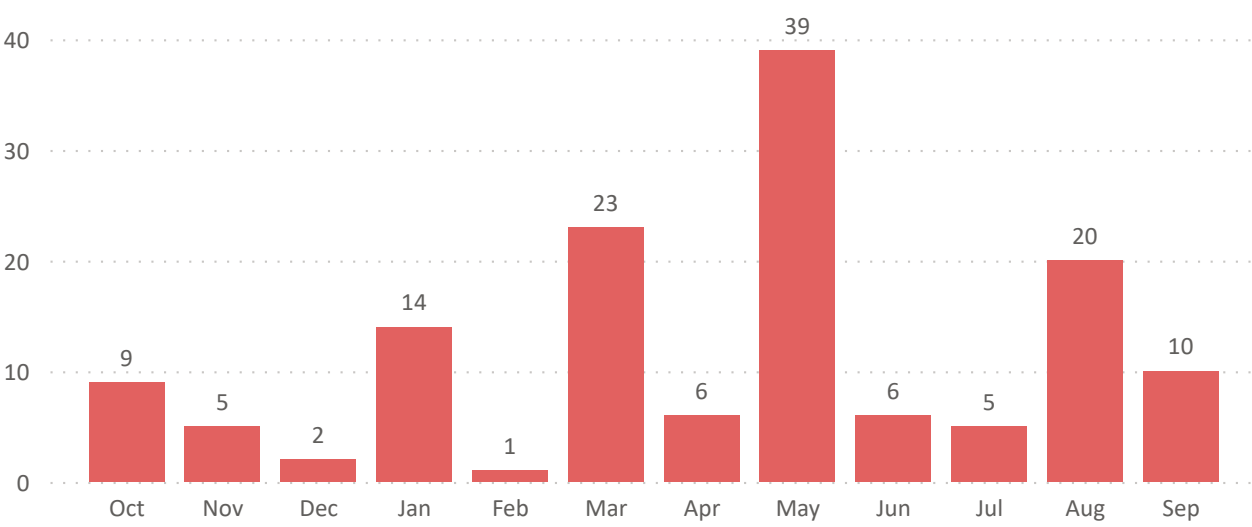
Lost Revenue by Month



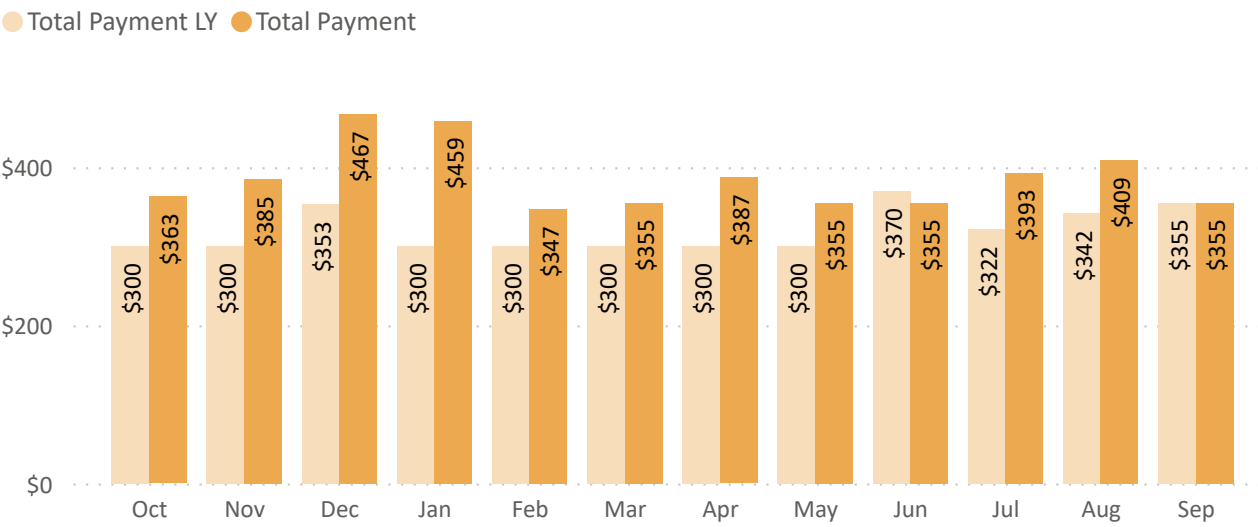
Total Visitors by Month



Tour Attendees by Month



McKinney Market Payments by Month



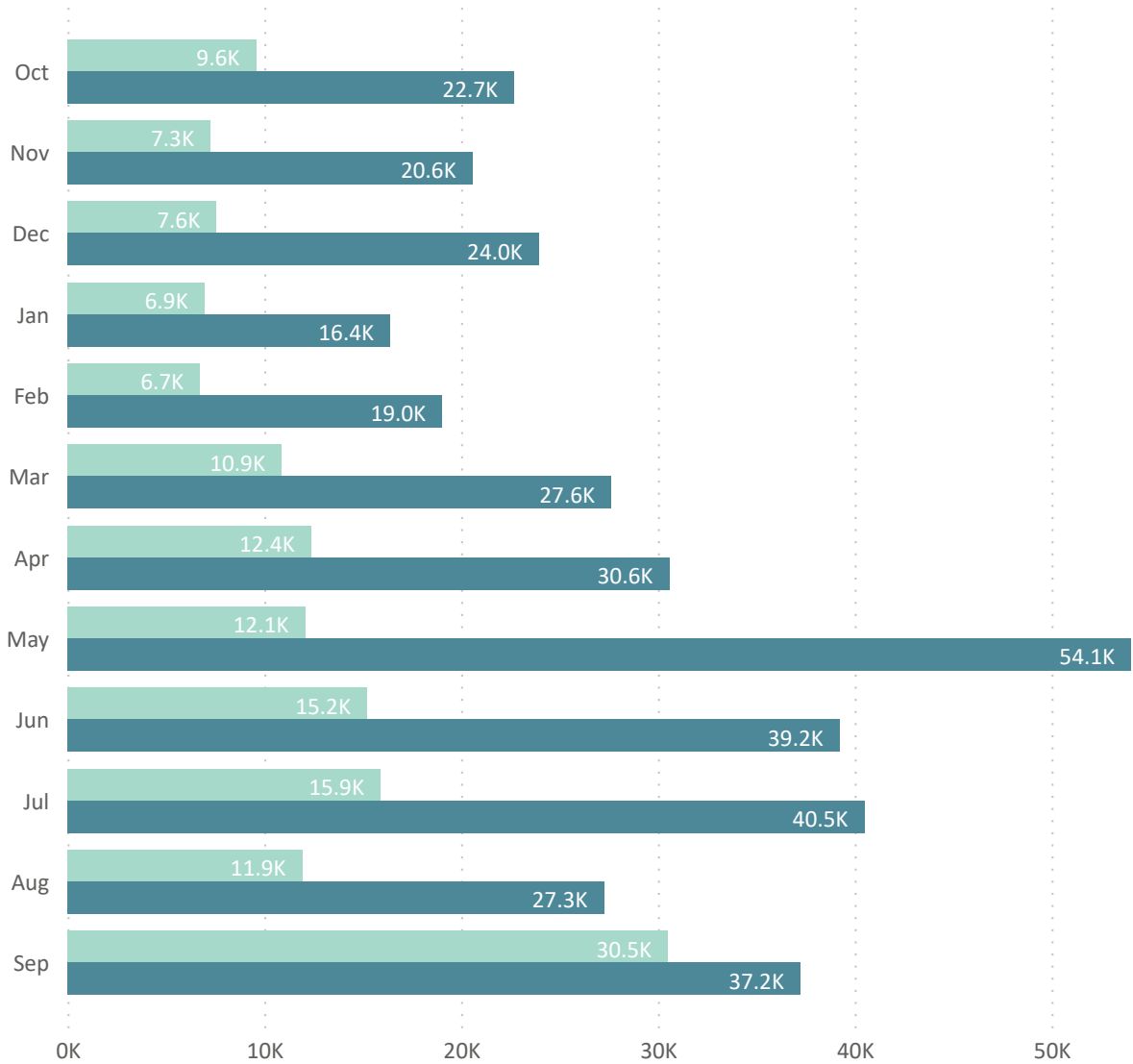
359,138
Page Views YTD

210,857
Sessions YTD

176,539
Users YTD

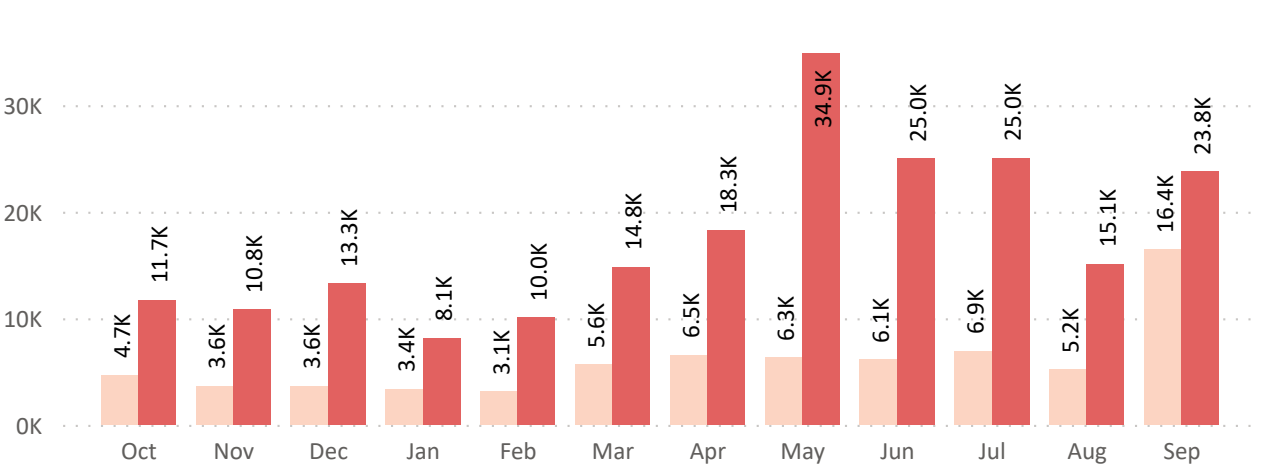
Page Views by Month

Page Views LY Page Views



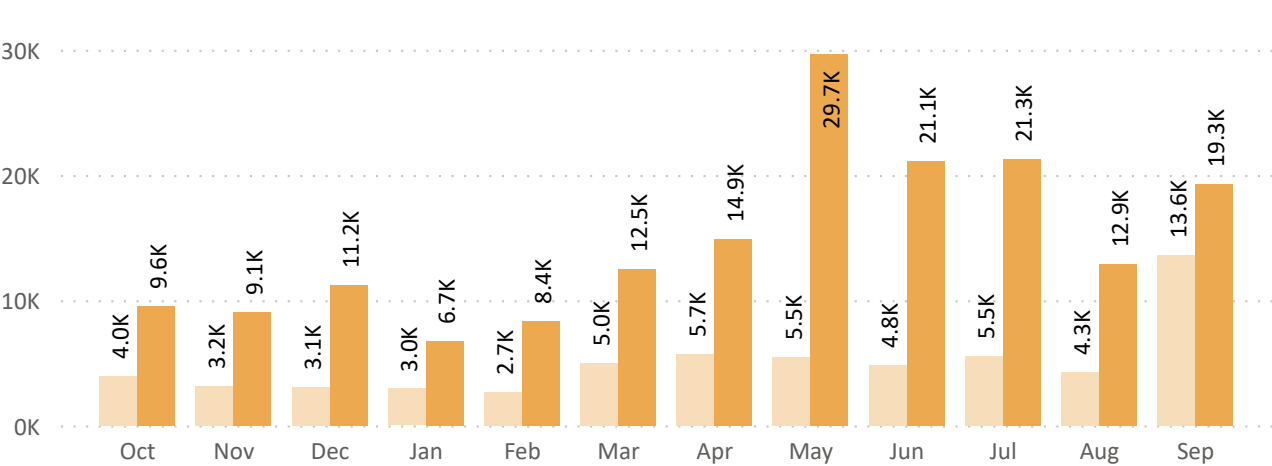
Sessions by Month

Sessions LY Sessions



Users by Month

Users LY Users



12,899

Current FB Fans

958

FB Posts YTD

7,511

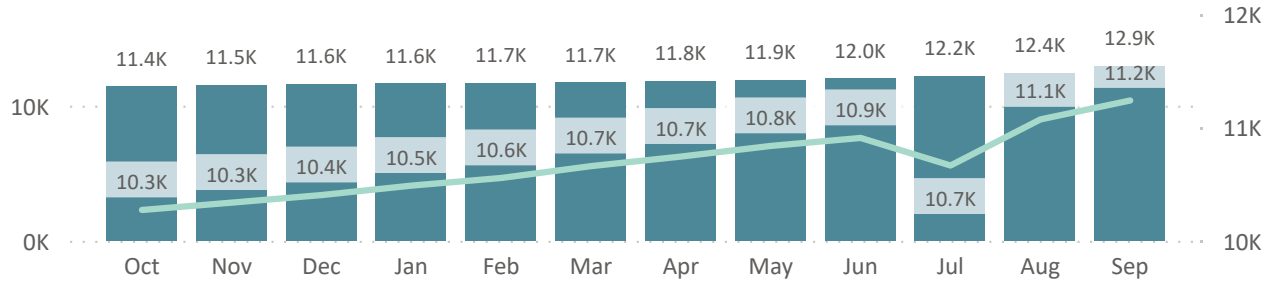
Current IG Followers

821

IG Posts & Stories YTD

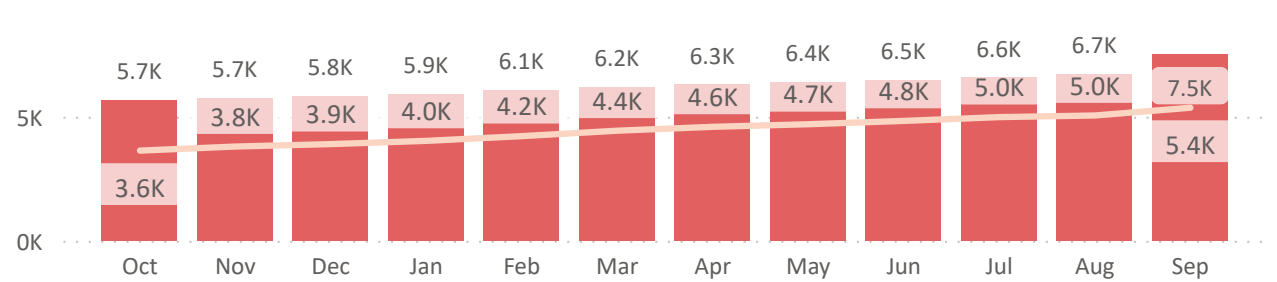
Facebook Fans by Month

Fans Fans LY



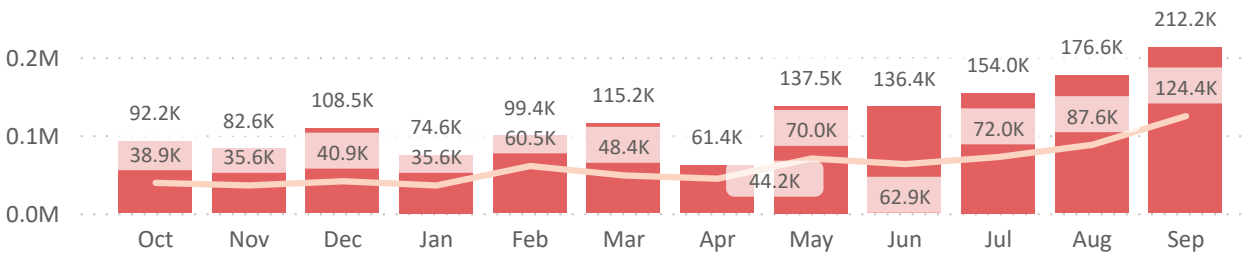
Instagram Followers by Month

Followers Followers LY



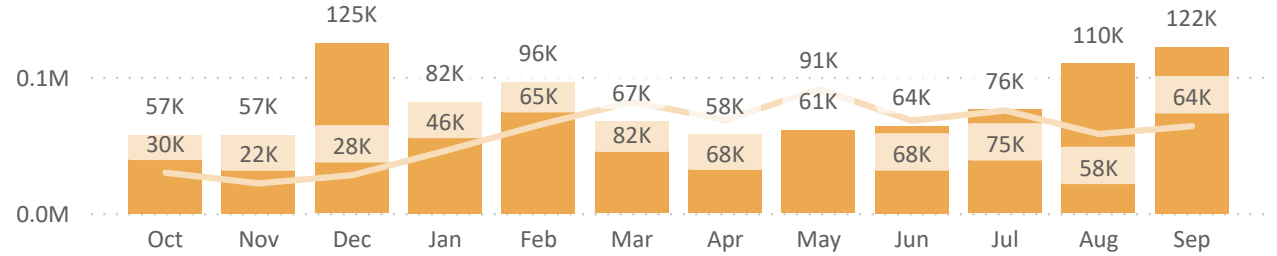
Facebook Impressions by Month

Impressions Impressions LY



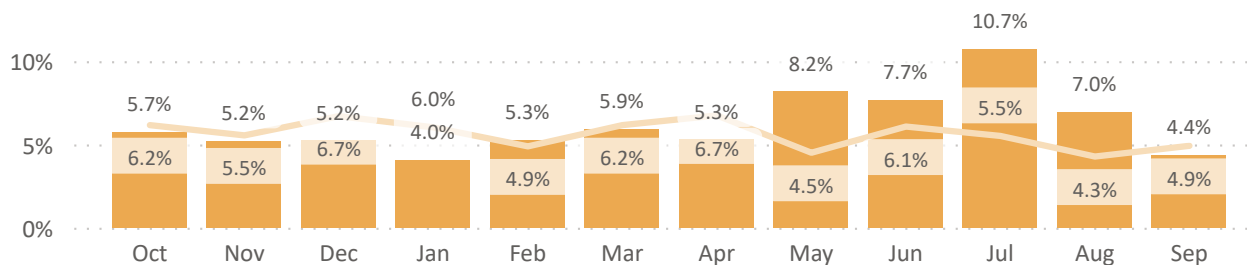
Instagram Impressions by Month

Impressions Impressions LY



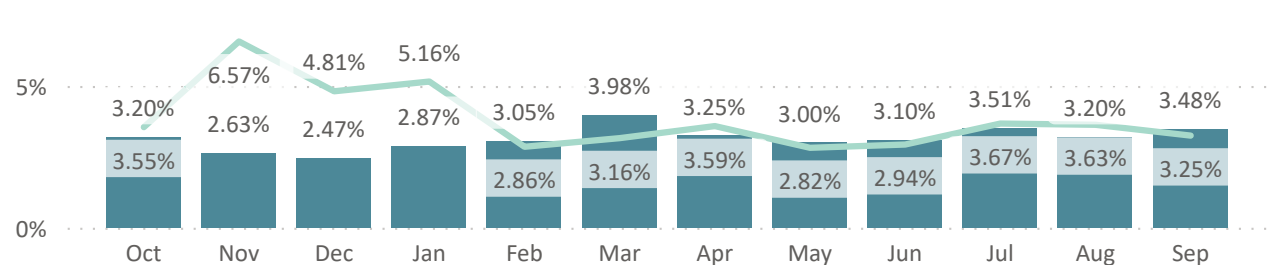
Facebook Engagement Rate per Impression

Engagement Rate Engagement Rate LY



Instagram Engagement Rate per Impression

Engagement % Engagement % LY



7,515

Visit Widget Users YTD

8,103

VW Sessions YTD

7,368

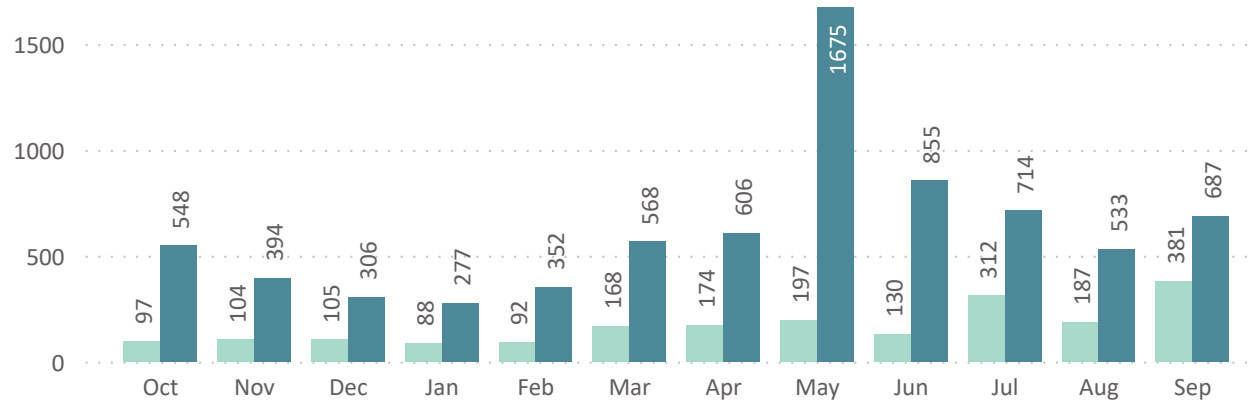
YouTube Views YTD

50,126

Impressions YTD

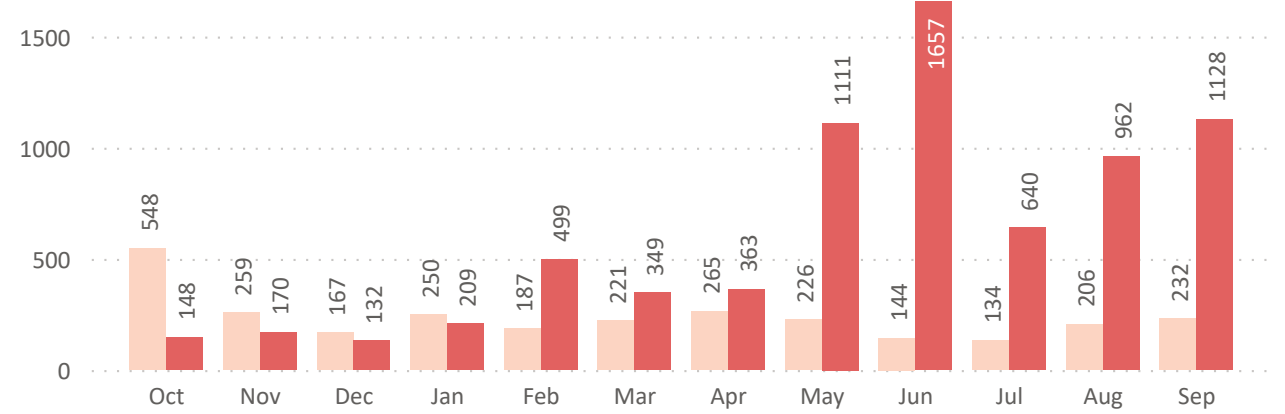
Visit Widget Users by Month

Users LY Users



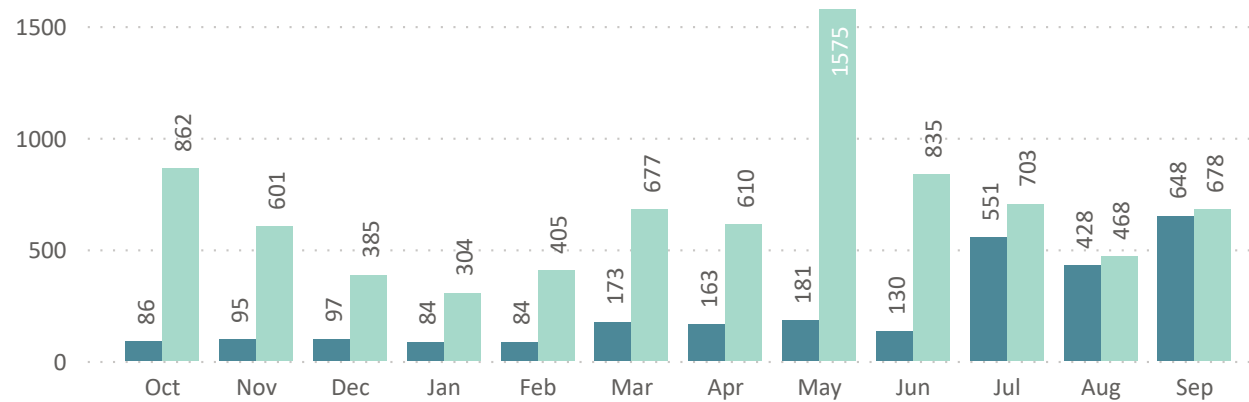
YouTube Views by Month

Views LY Views



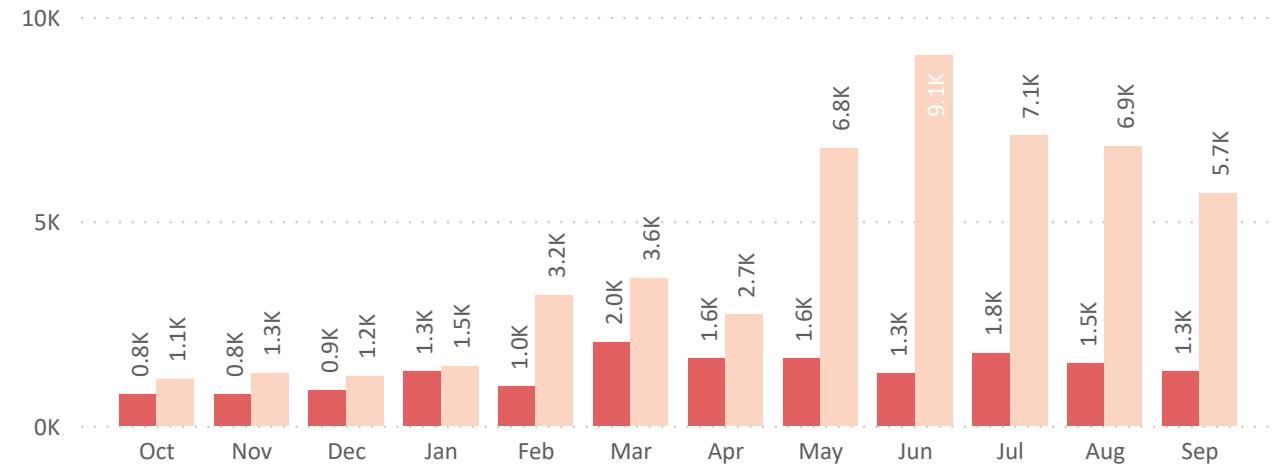
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions



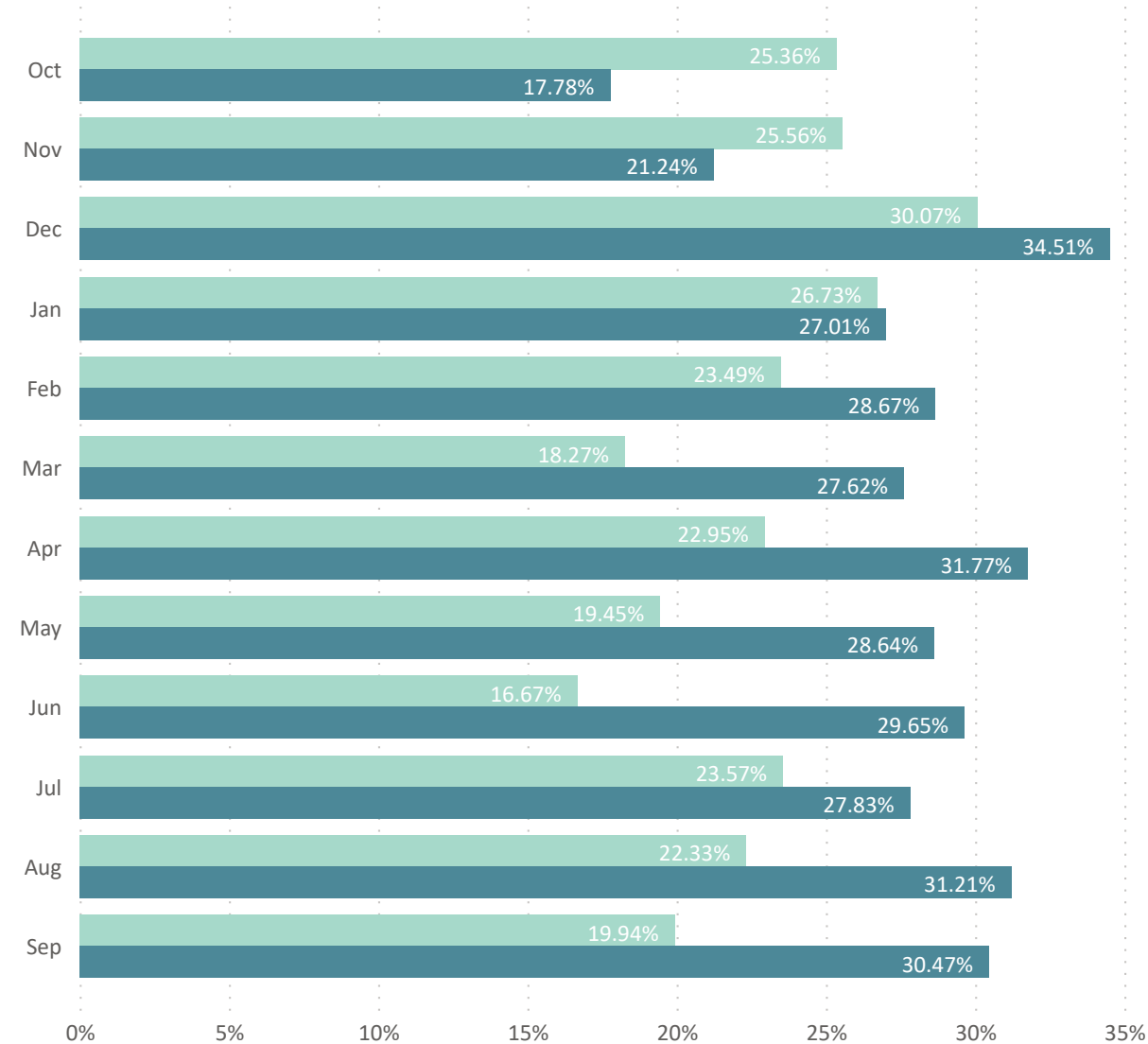
28.18%
Open Rate YTD

9.96%
Click Rate YTD

210,966
Total Recipients YTD

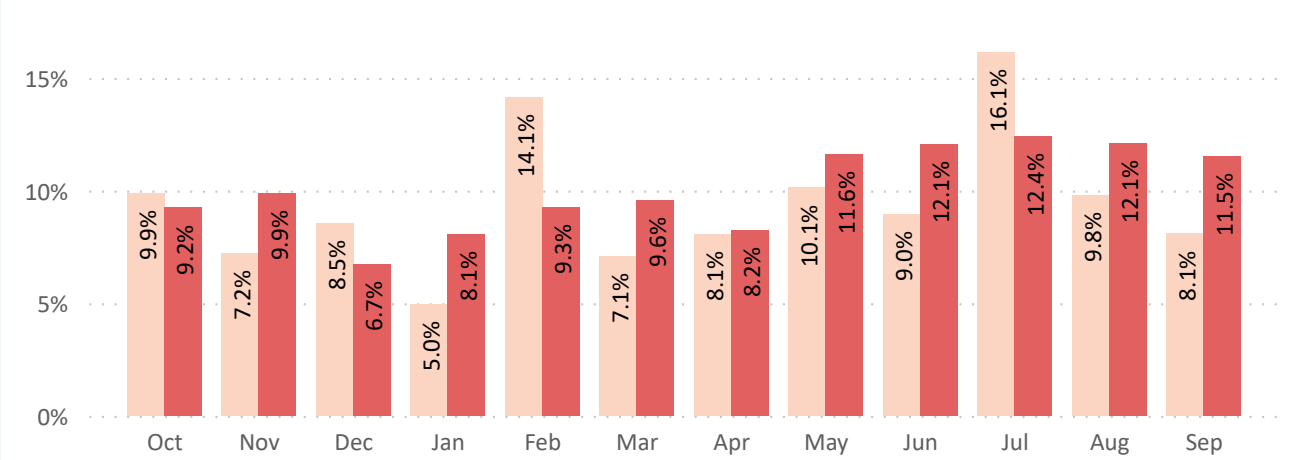
Open Rate by Month

● Open Rate LY ● Open Rate



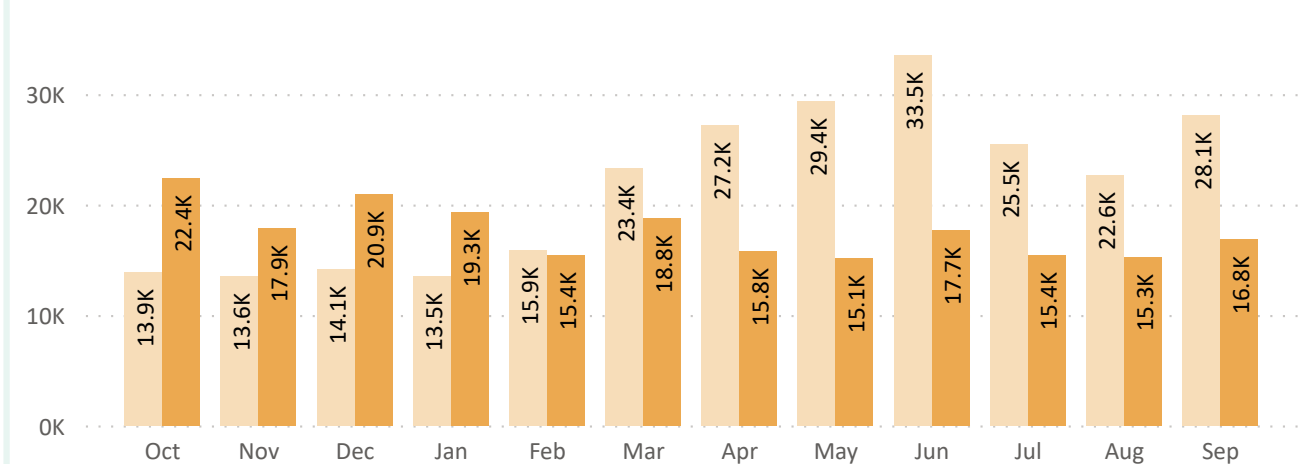
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



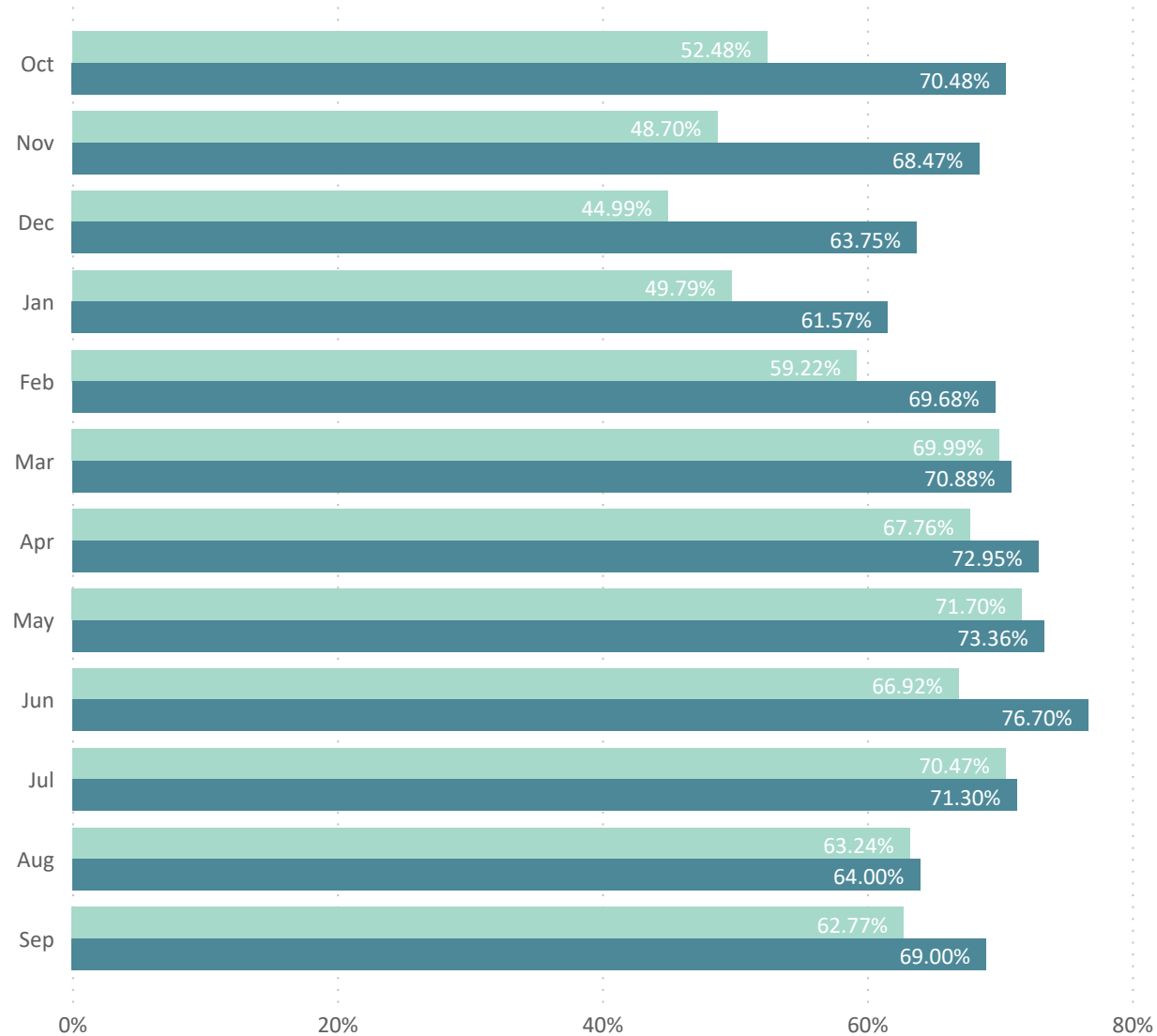
69.35%
Occupancy YTD

\$90.55
ADR YTD

\$37,888,596.42
Total Revenue YTD

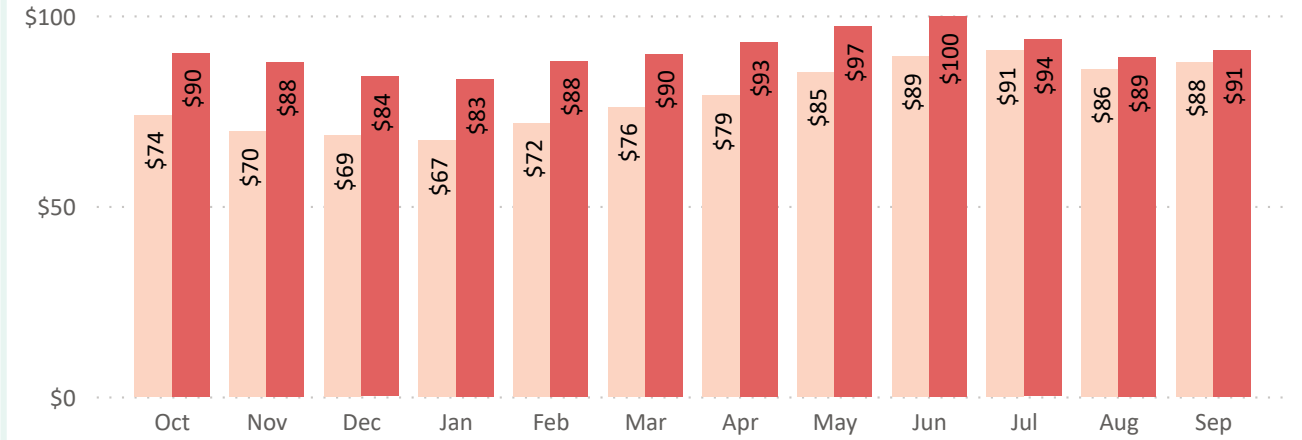
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



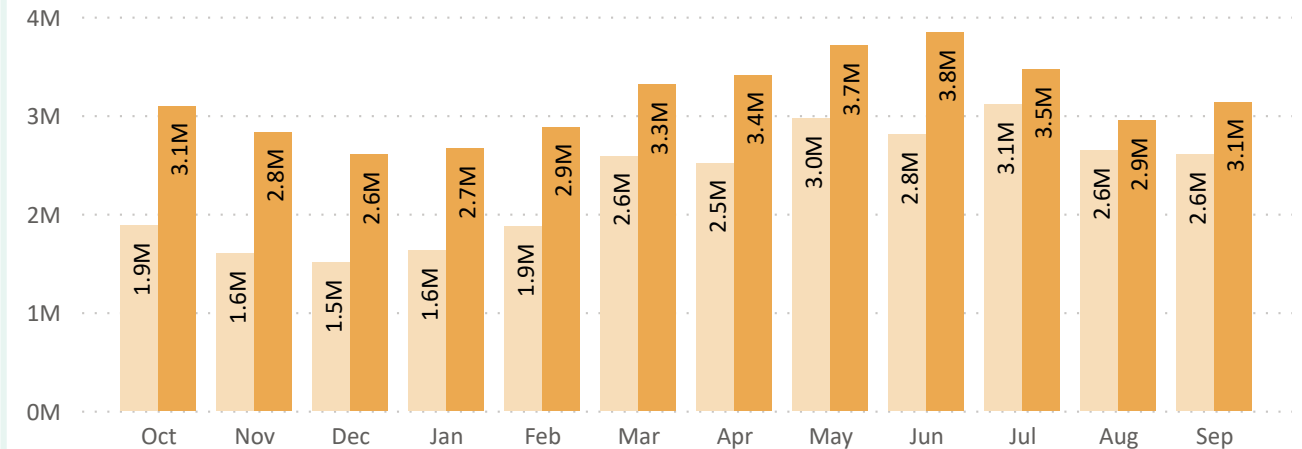
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



\$2,409,666

HOT Revenue YTD

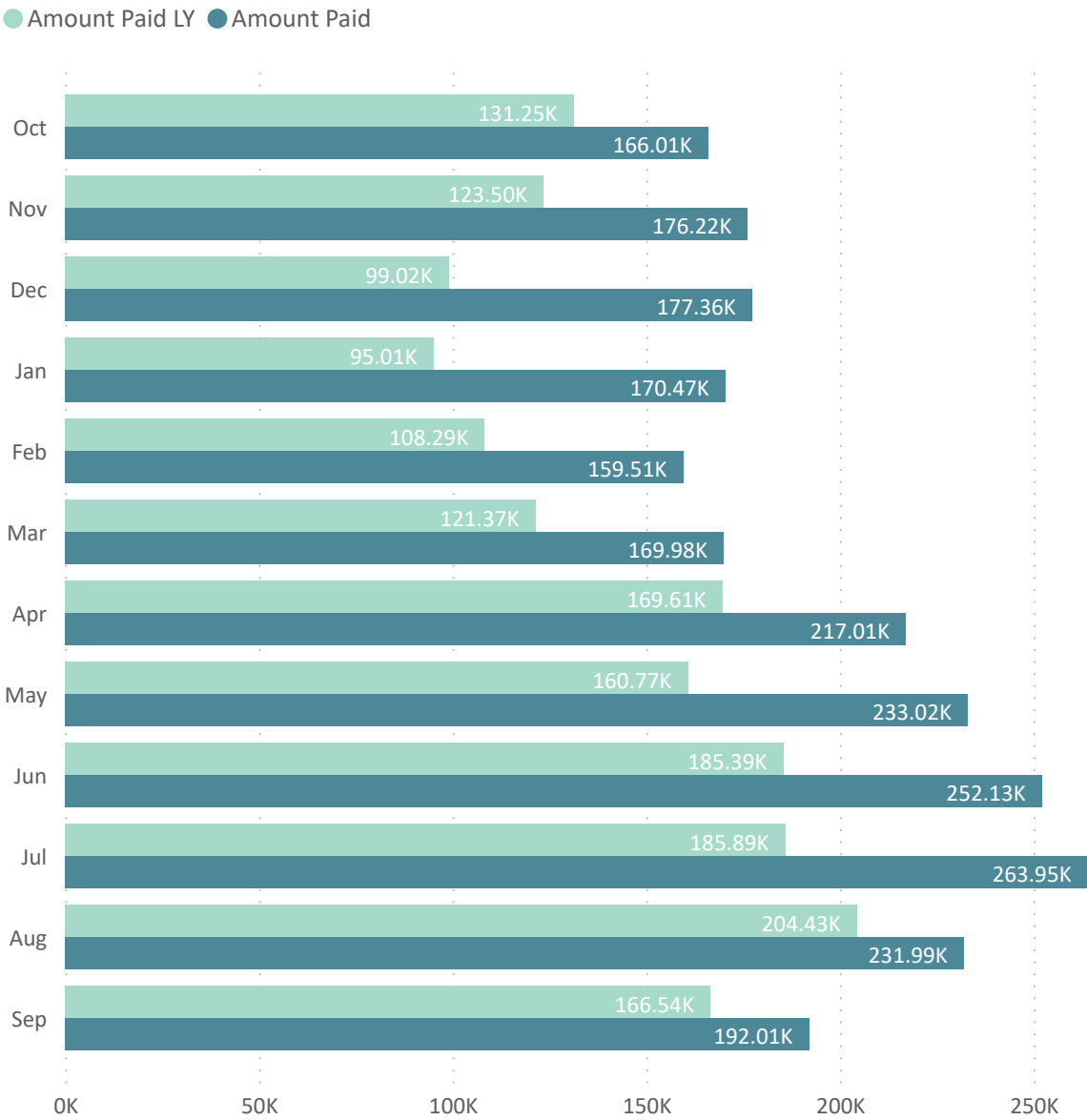
43.75%

% Rooms Nights YTD

303,516

Room Nights YTD

Hot Tax Revenue by Month



Amount Paid by Property

