

# visit McKinney Monthly Report

March - 2023



1013

Sales Calls YTD

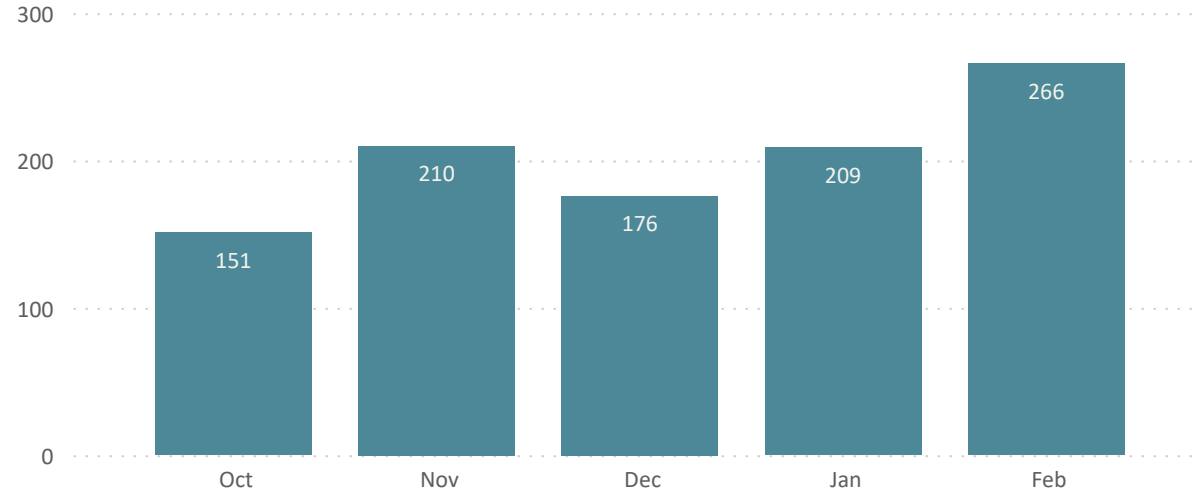
8

Event Mgmt YTD

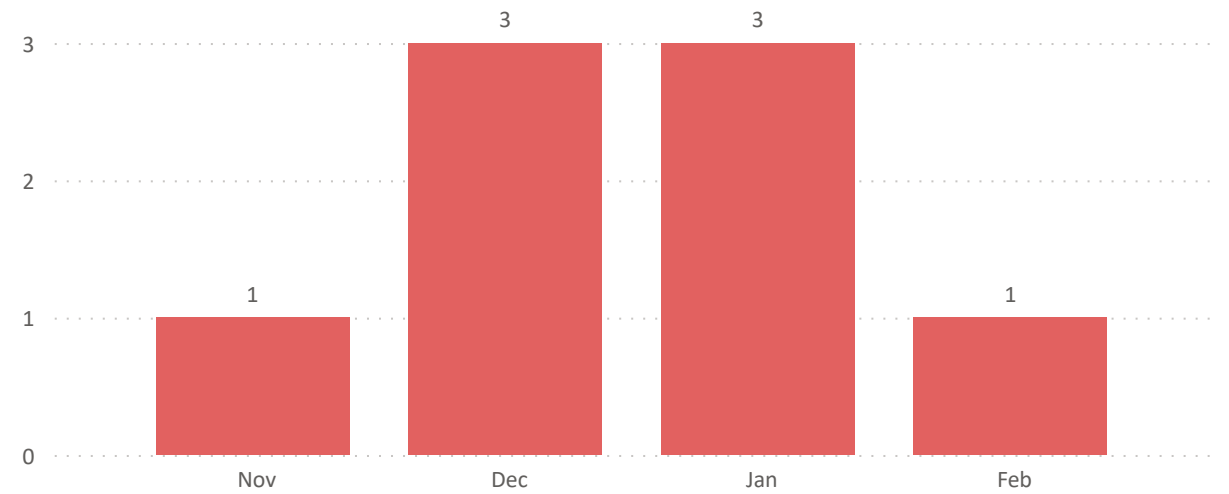
959

Total Welcome Bags YTD

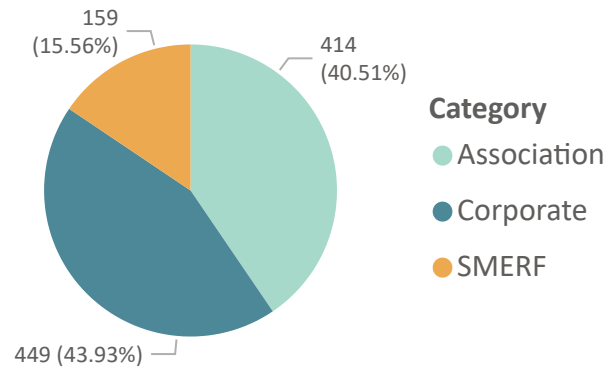
Sales Calls by Month



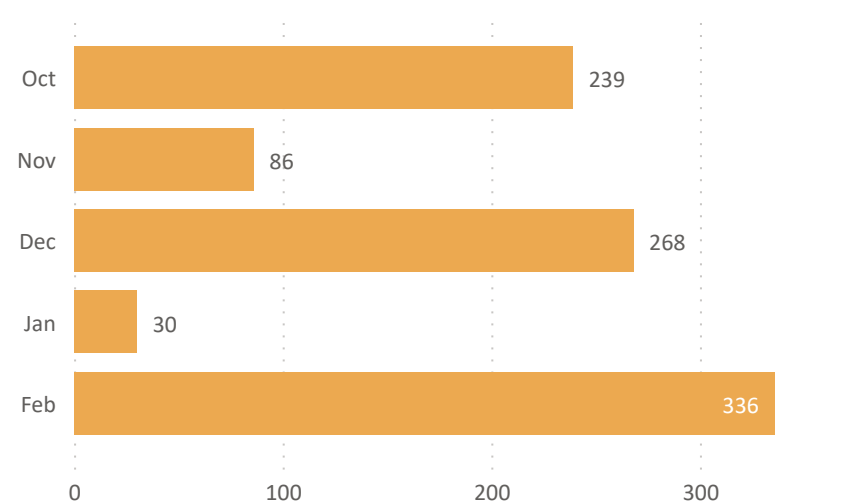
Event Mgmt by Month



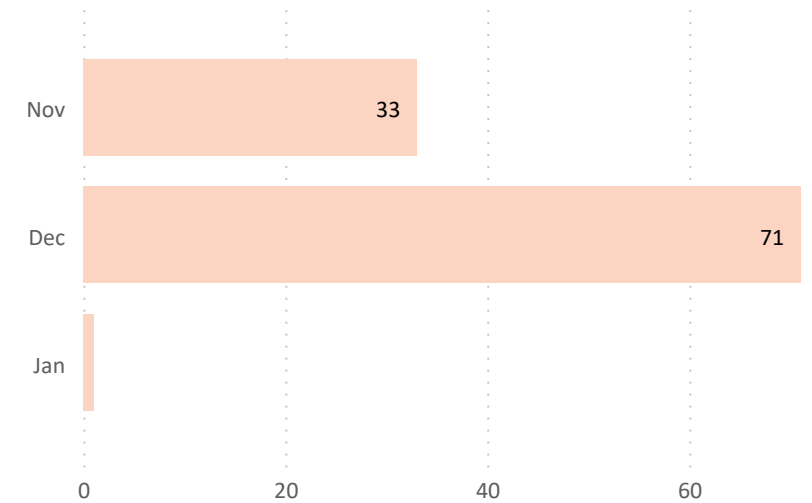
Sales Calls by Category



Event Services by Month



Partner Check-In by Month

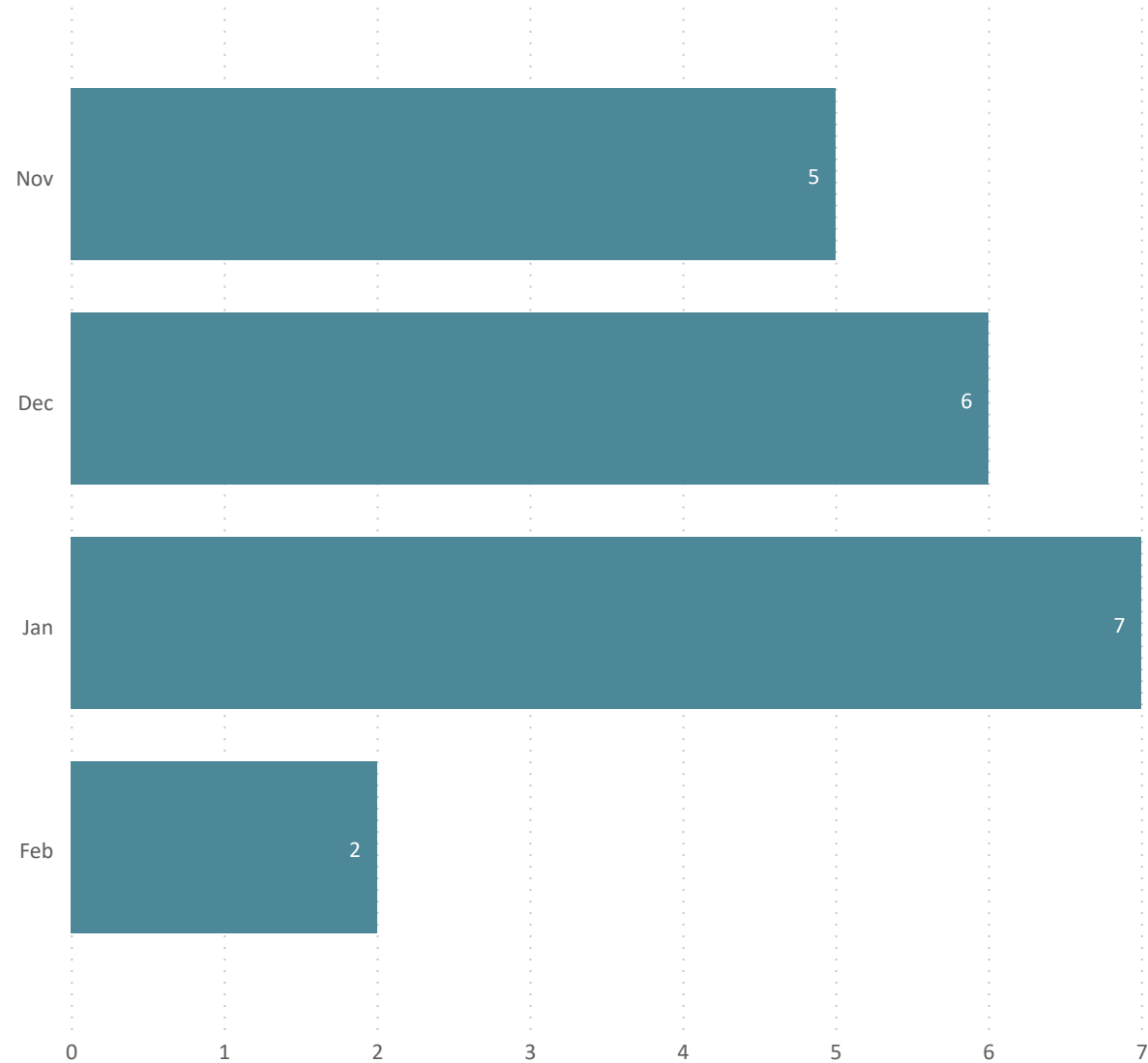


**20**  
Leads YTD

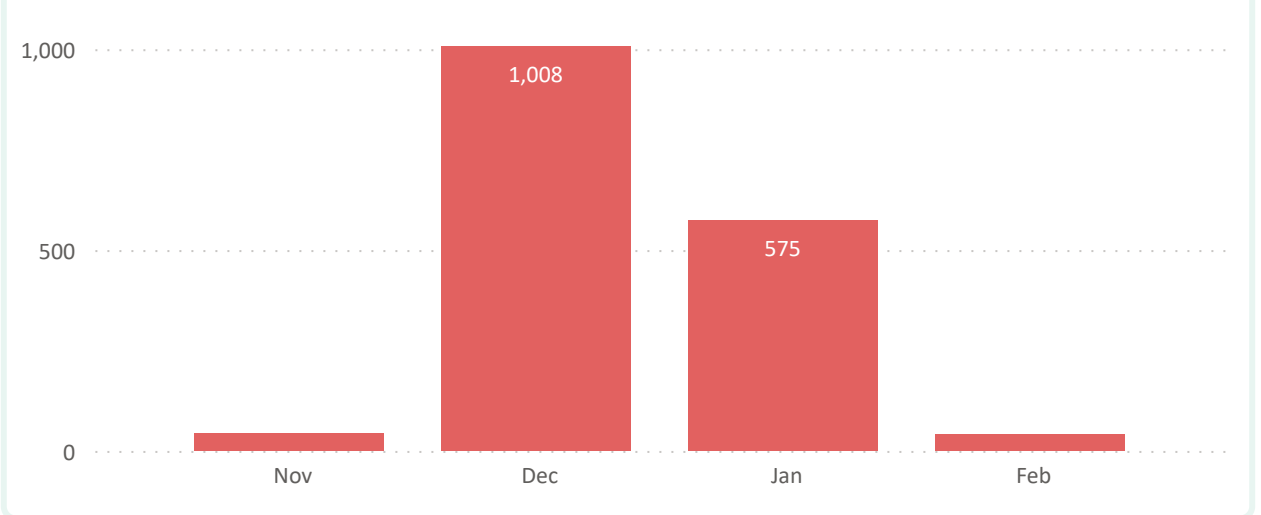
**1,667**  
Total Rooms Nights YTD

**\$216,122**  
Total Revenue YTD

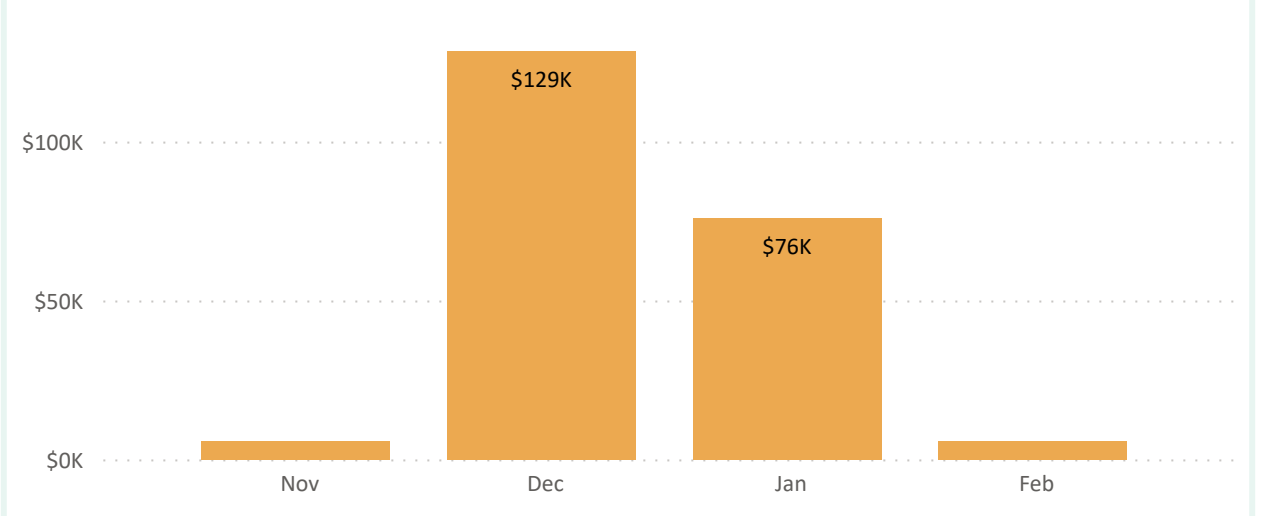
### # Leads by Month



### Total Room Nights by Month



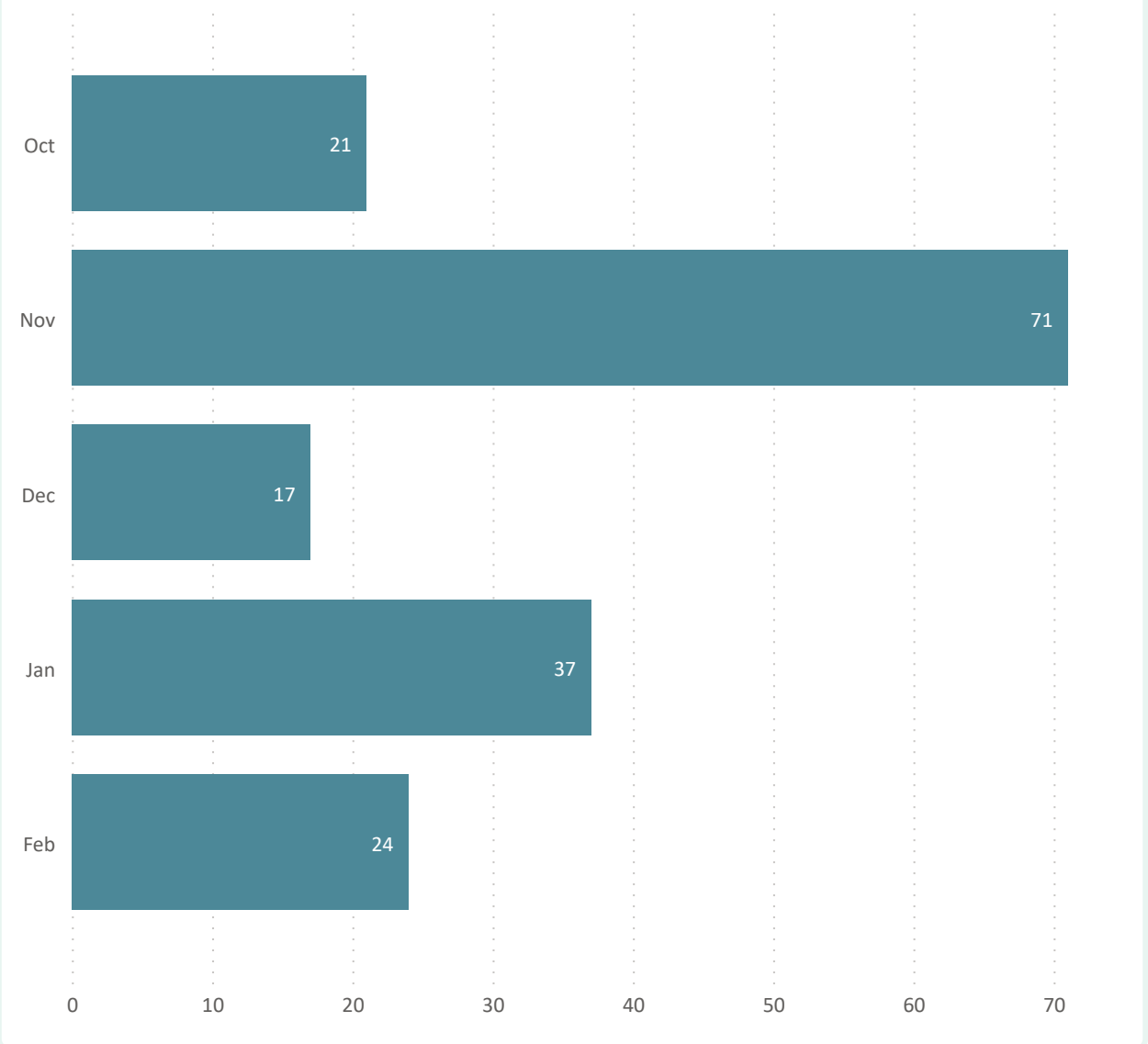
### Total Revenue by Month



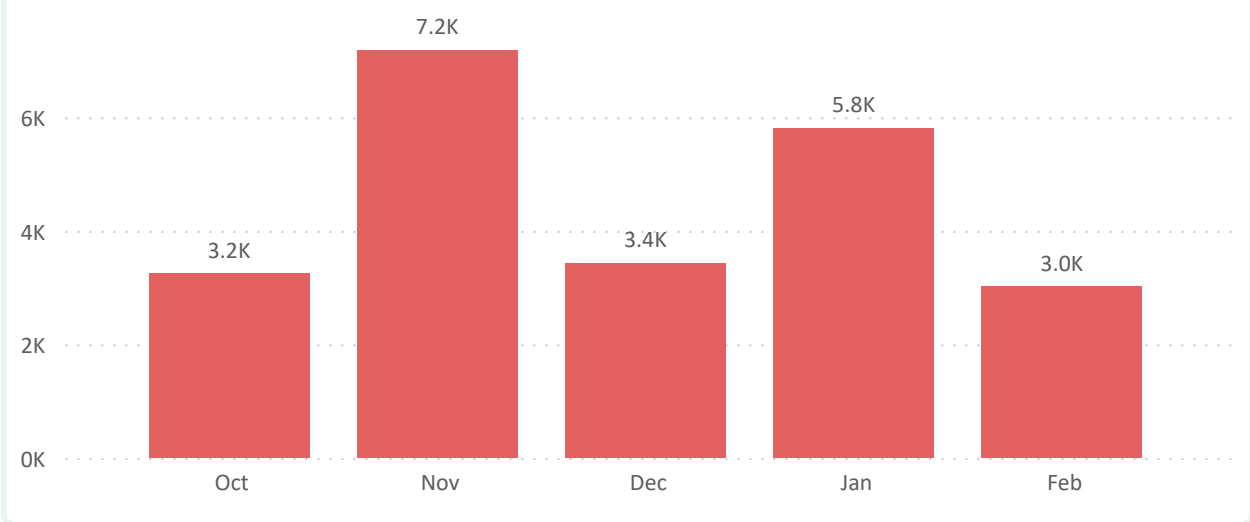
**170**  
New RFPs YTD

**22,685**  
Est Room Nights YTD

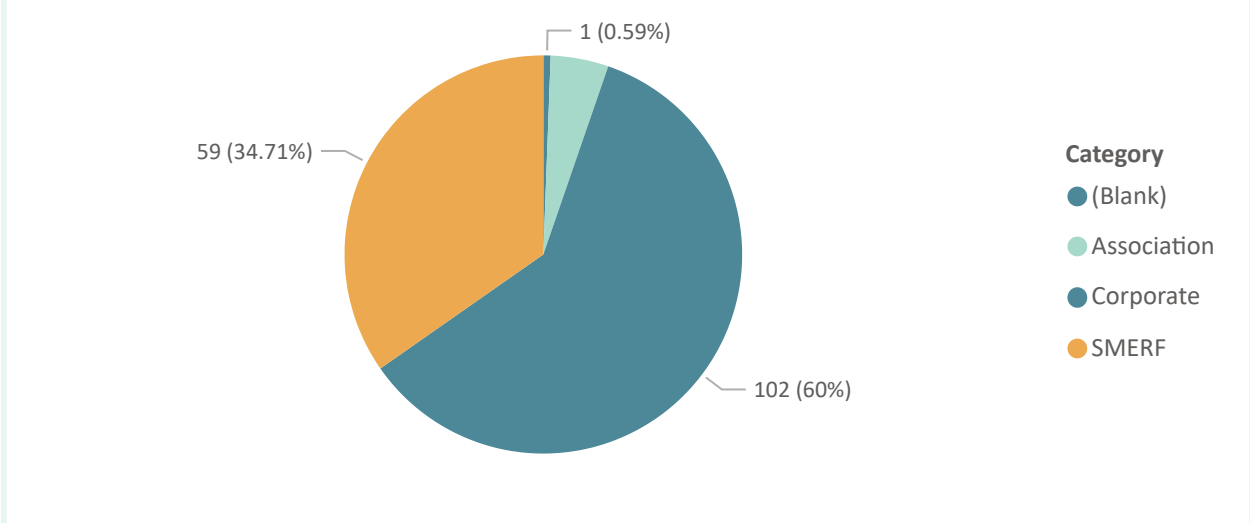
# New RFPs by Month



Total Room Nights by Month



New RFPs by Category



# of Attendees

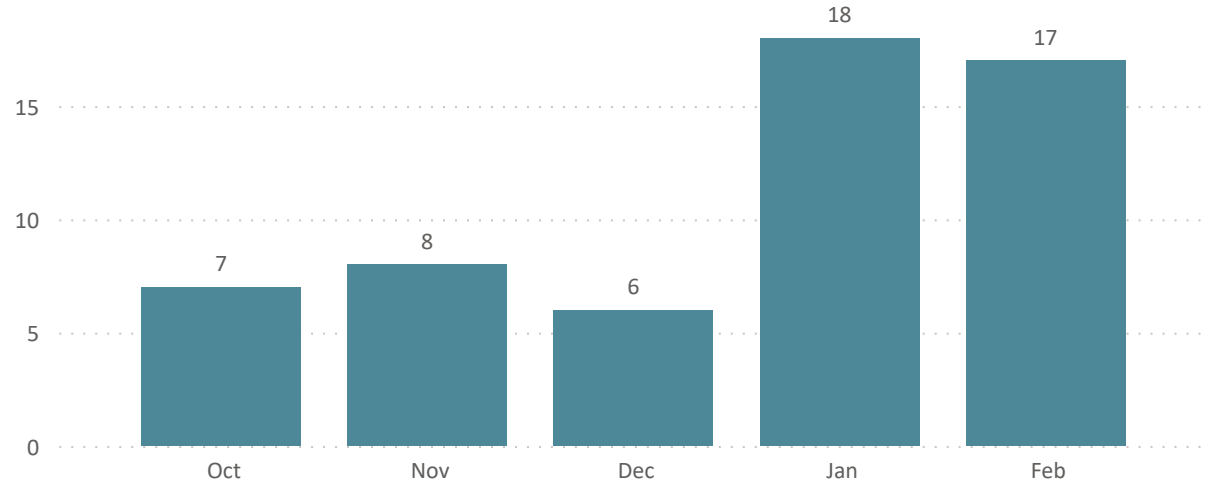
0 3000

56  
Lost Opp YTD

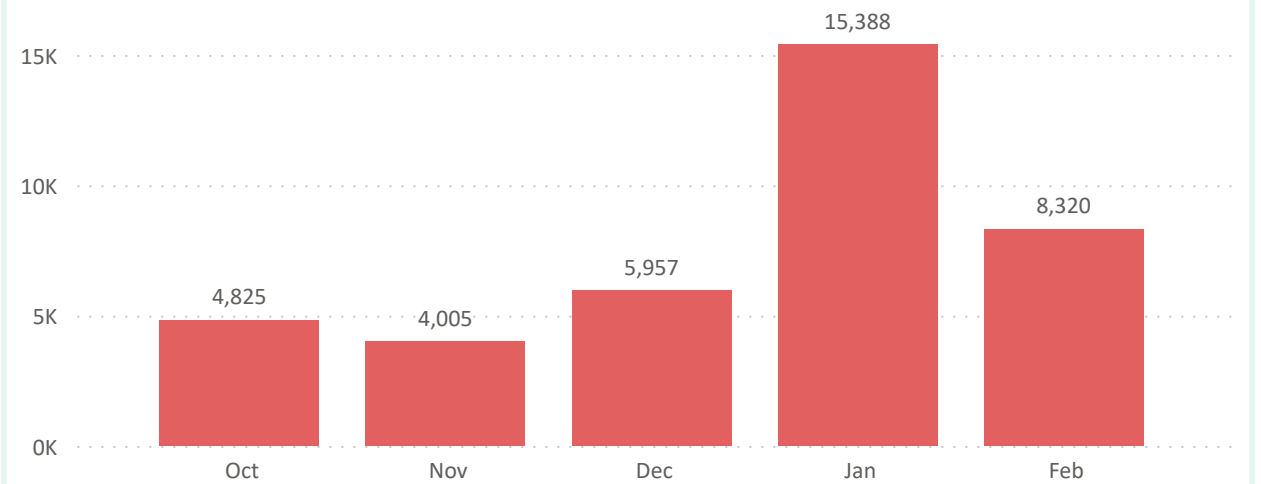
38,495  
Lost Room Nights YTD

\$5,383,992  
Lost Revenue YTD

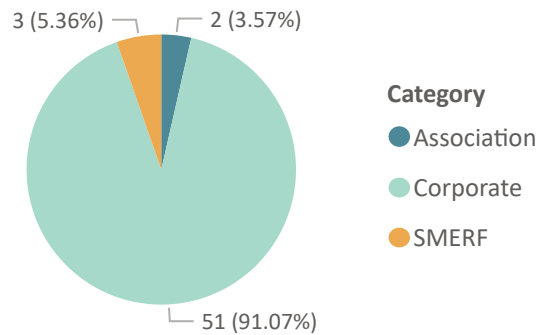
### Lost Opportunities by Month



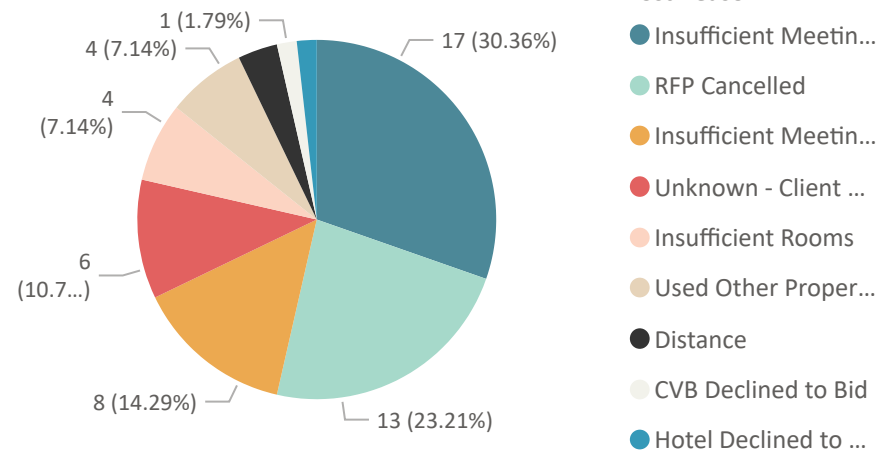
### Lost Room Nights by Month



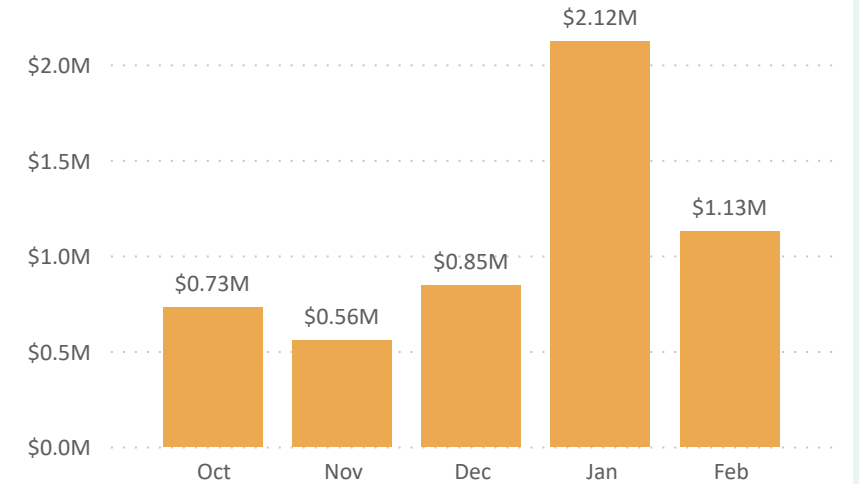
### Lost by Category



### Lost by Reason



### Lost Revenue by Month



655

Visitors YTD

70

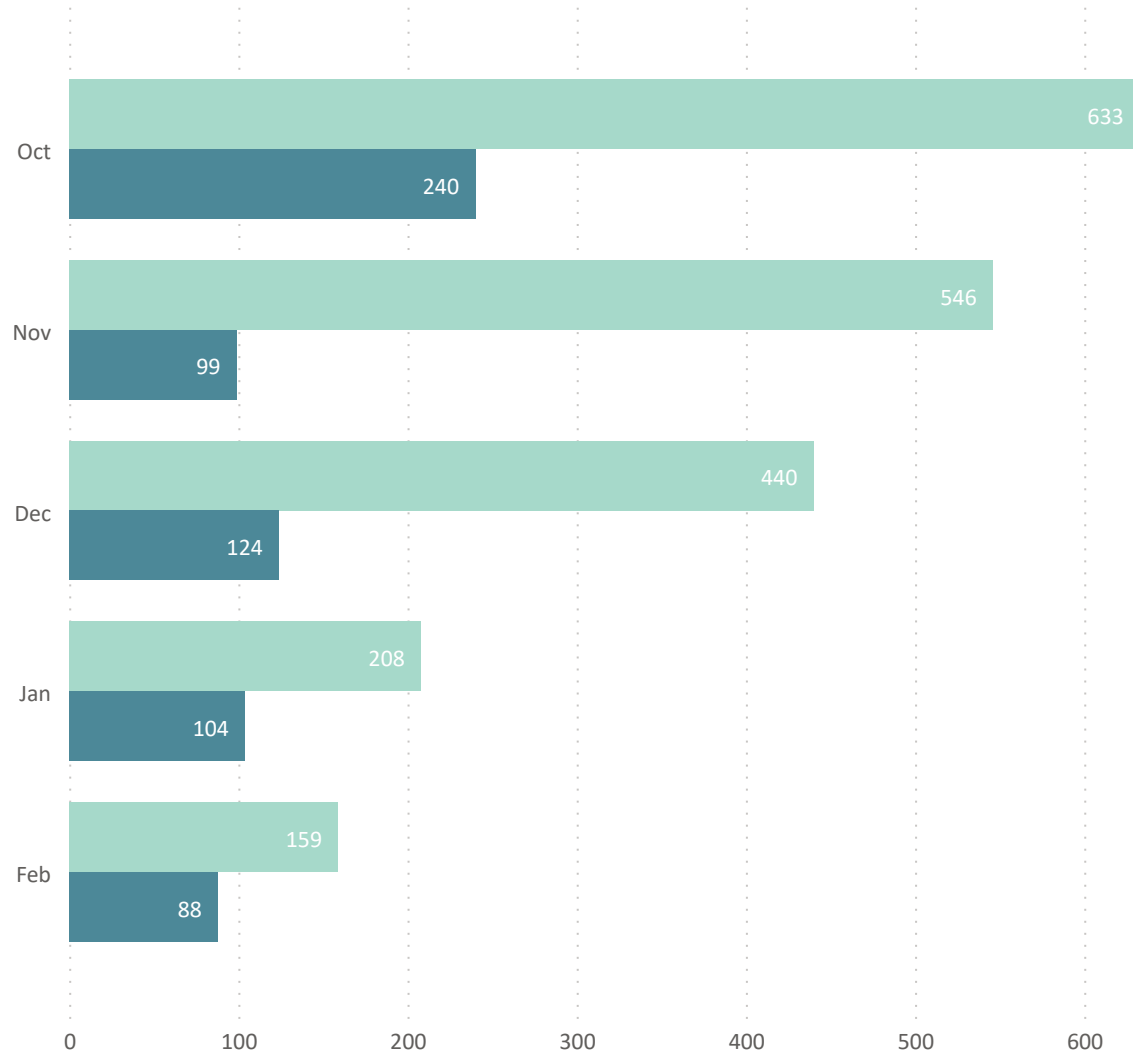
Tour Attendees YTD



[See details](#)

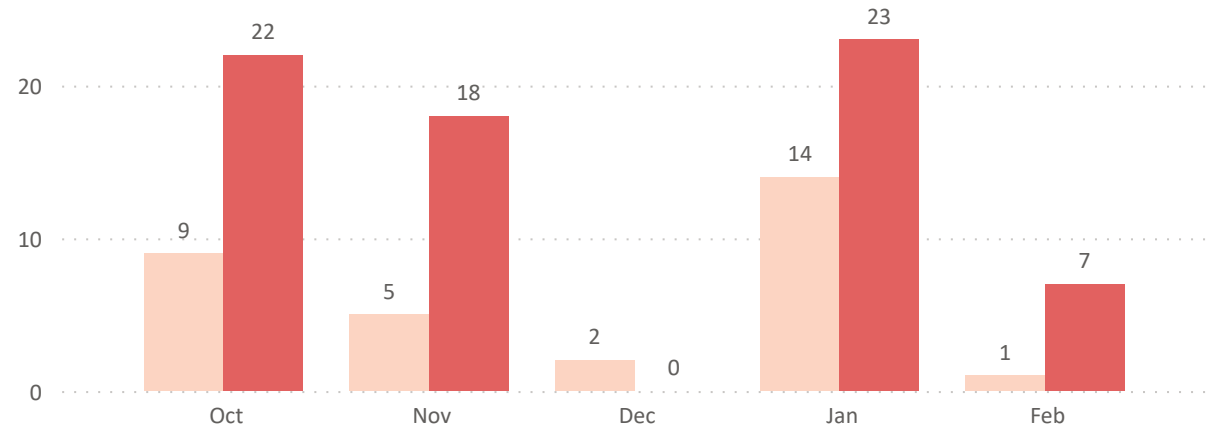
## Total Visitors by Month

● Visitors LY ● Visitors



## Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



## McKinney Market Payments by Month

158,057

Page Views YTD

97,129

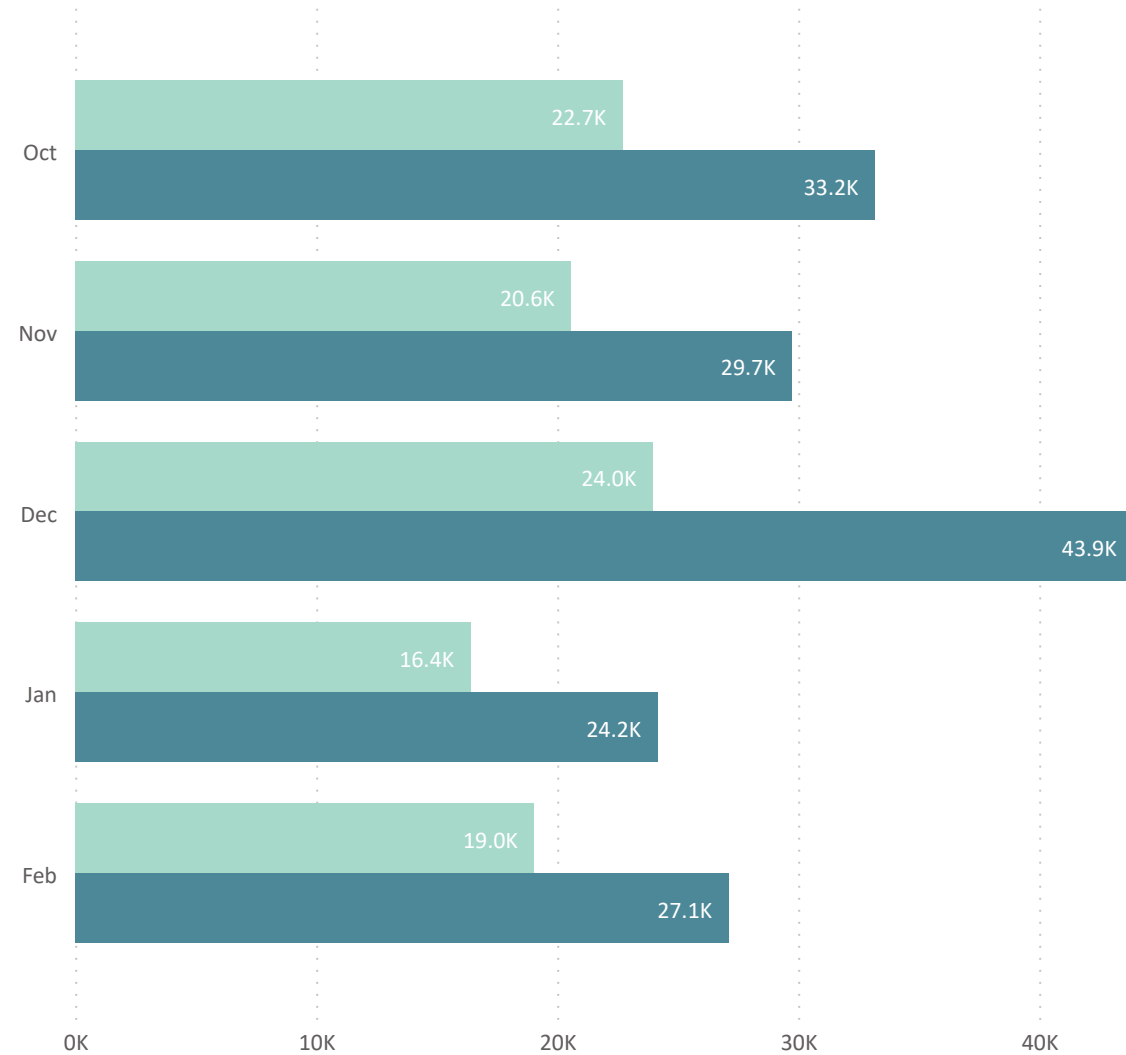
Sessions YTD

80,865

Users YTD

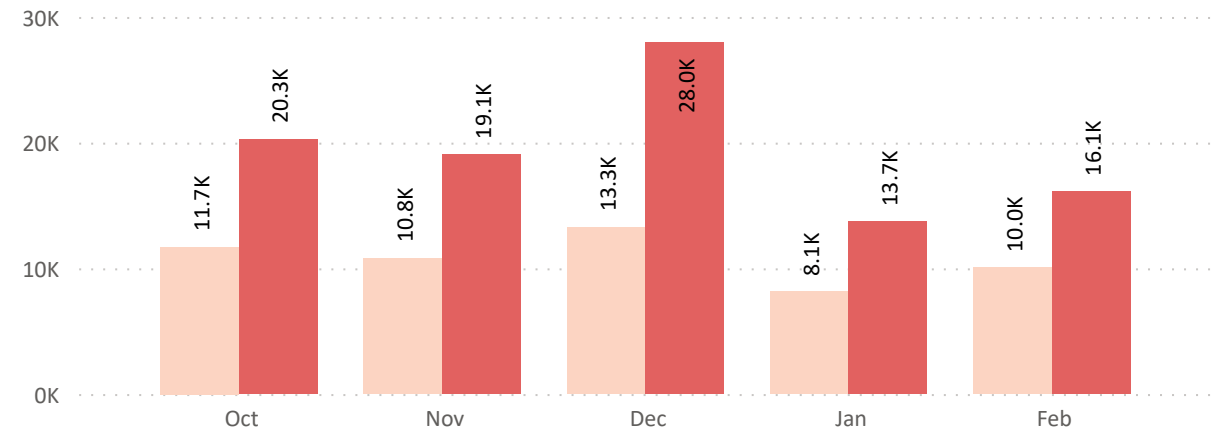
## Page Views by Month

● Page Views LY ● Page Views



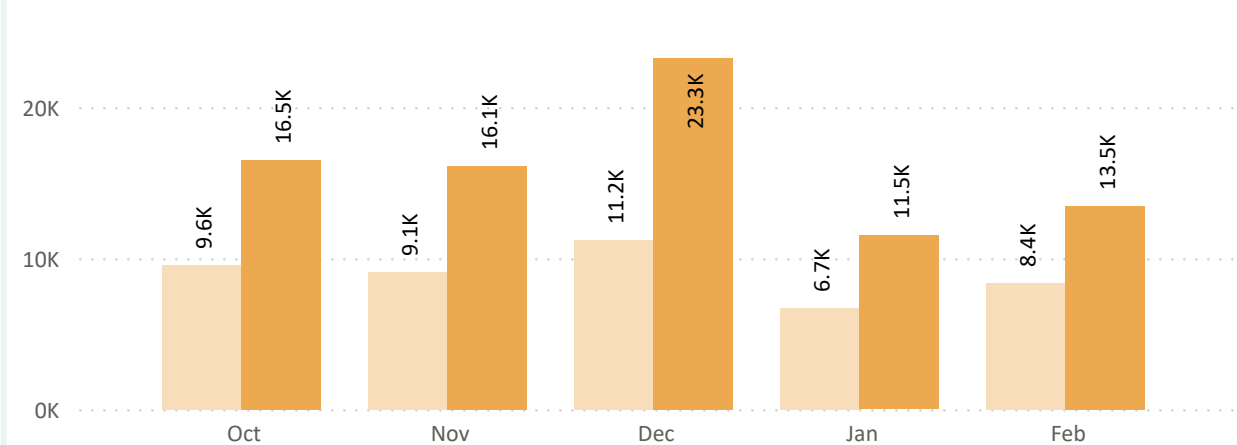
## Sessions by Month

● Sessions LY ● Sessions



## Users by Month

● Users LY ● Users

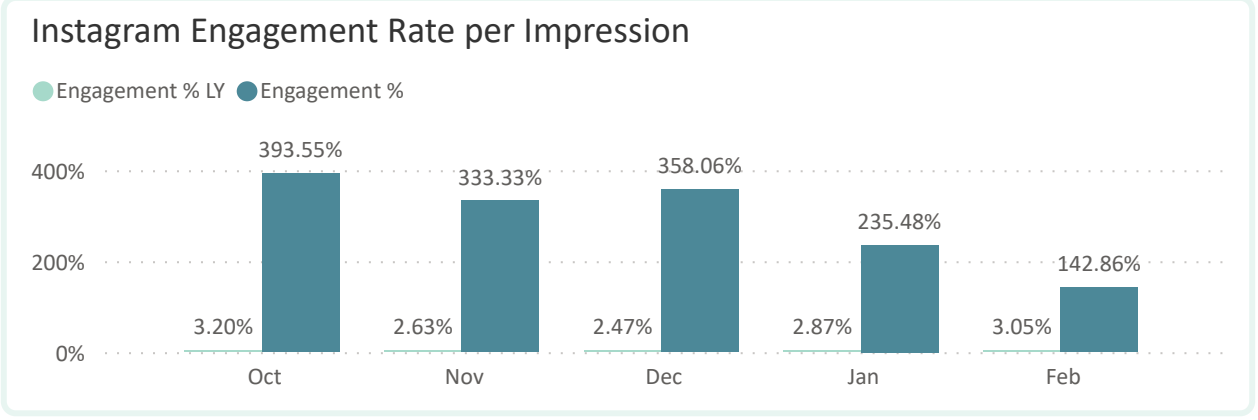
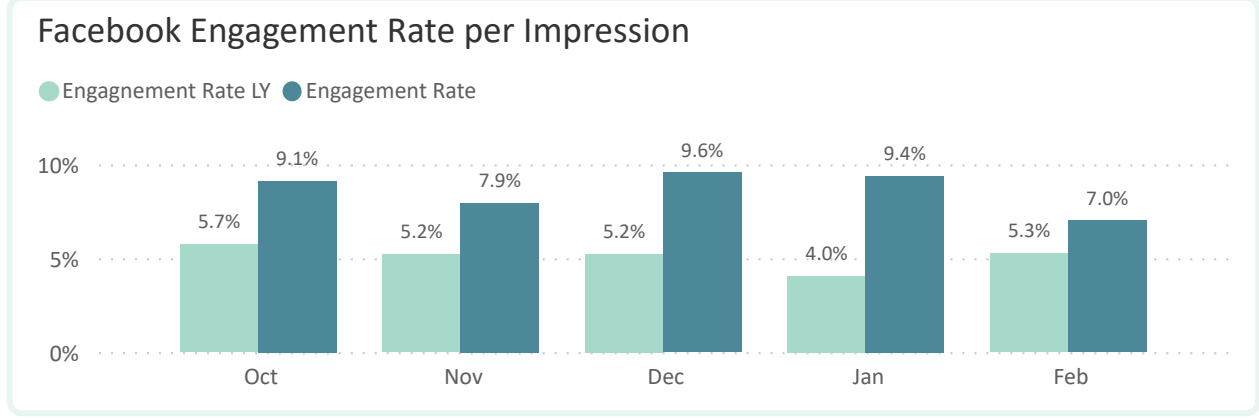
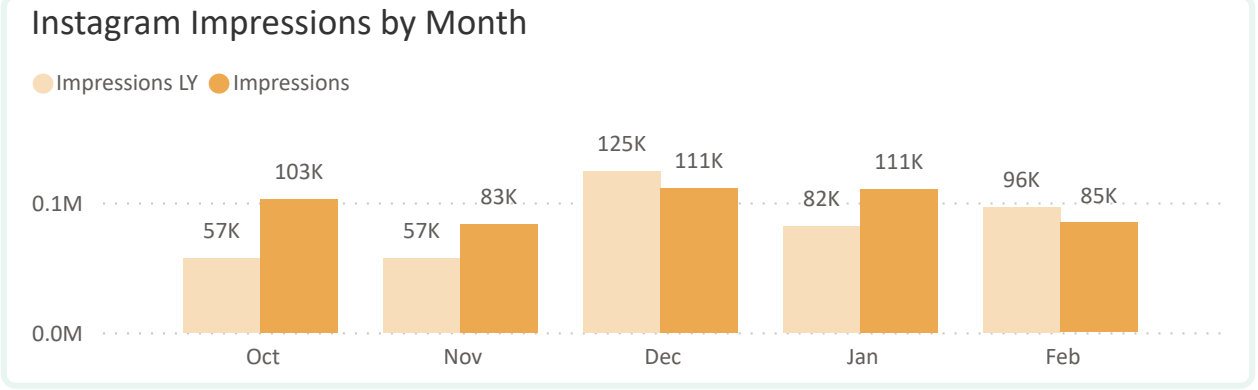
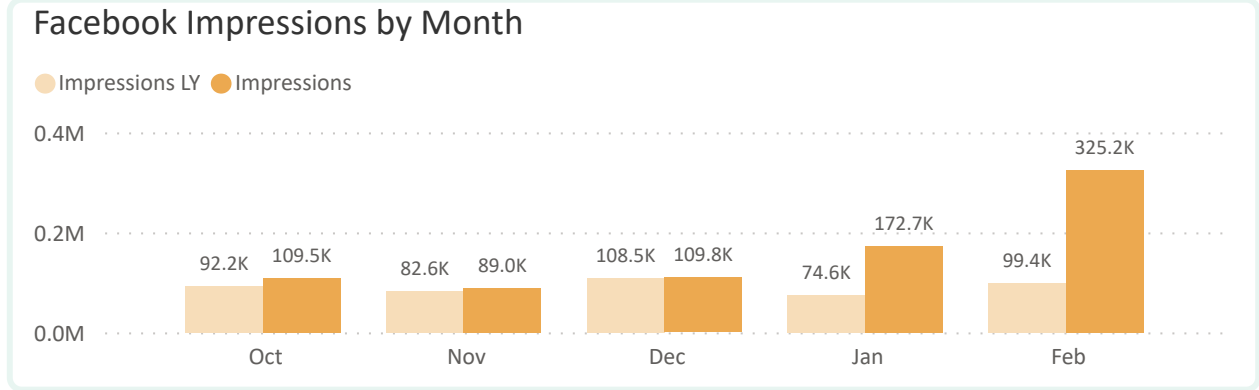
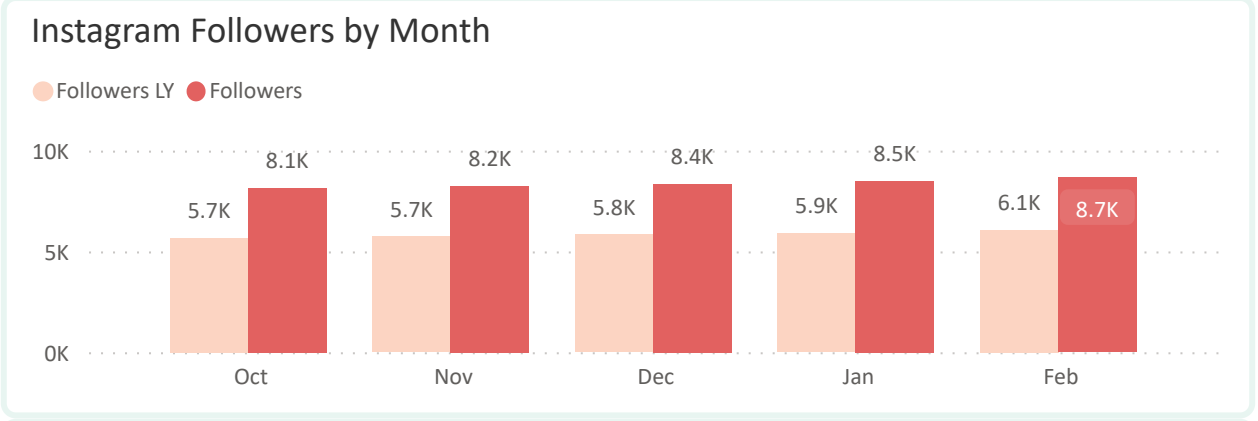
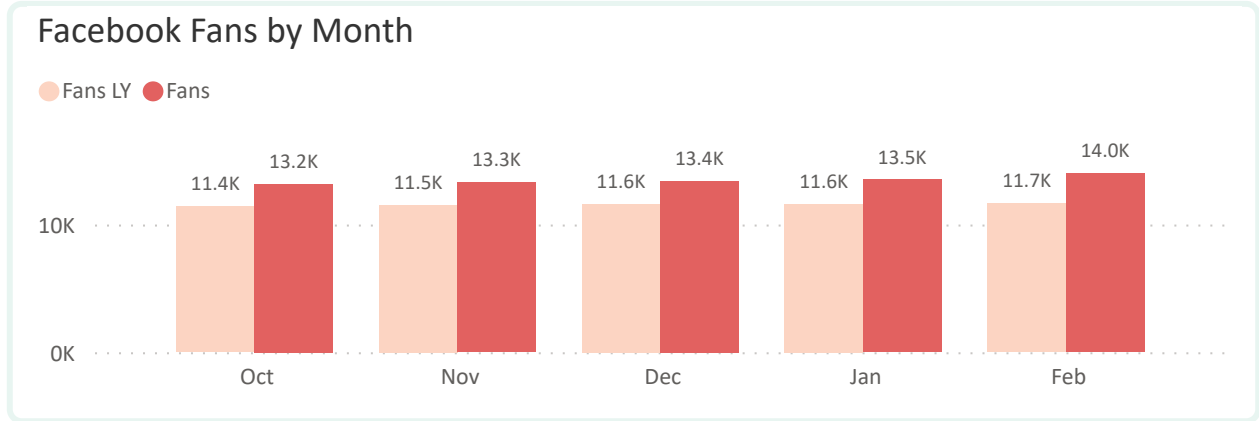


**13,999**  
Current FB Fans

**409**  
# FB Posts YTD

**8,677**  
Current IG Followers

**276**  
# IG Posts & Stories YTD





**3,161**  
Visit Widget Users YTD

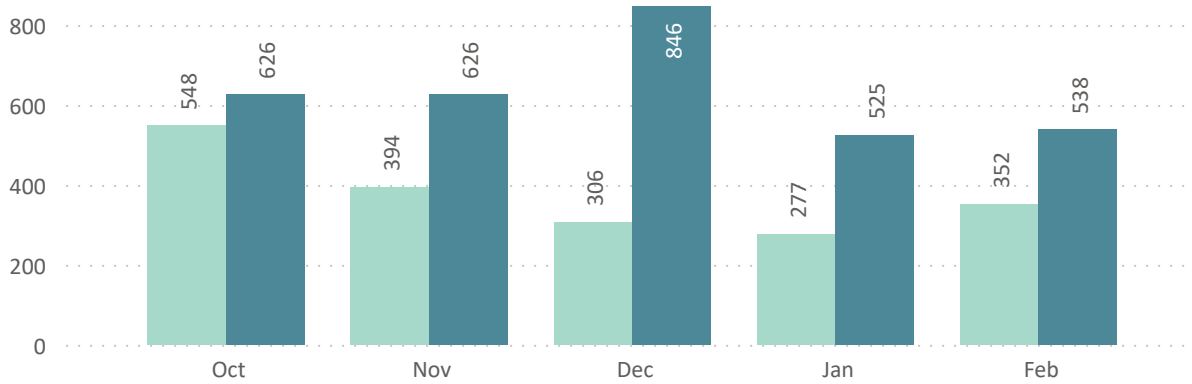
**3,021**  
VW Sessions YTD

**3,642**  
YouTube Views YTD

**53,080**  
Impressions YTD

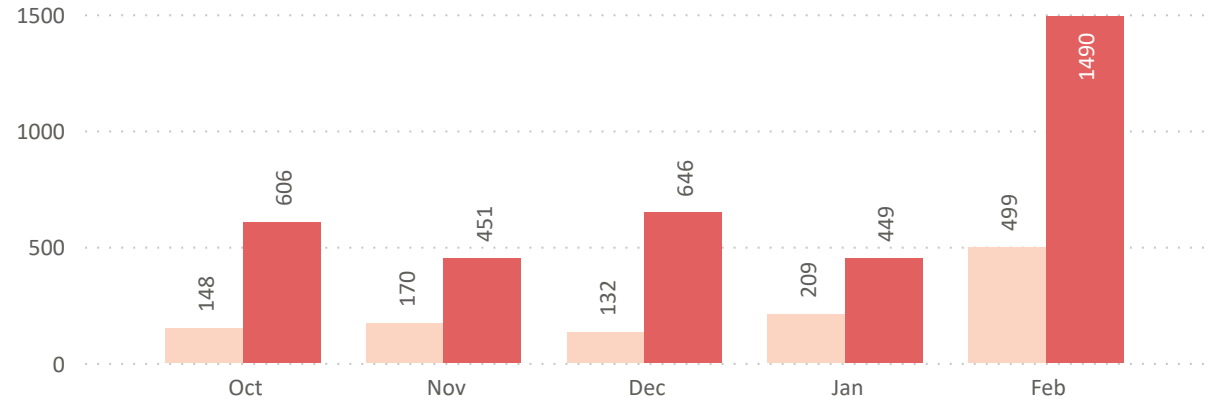
## Visit Widget Users by Month

● Users LY ● Users



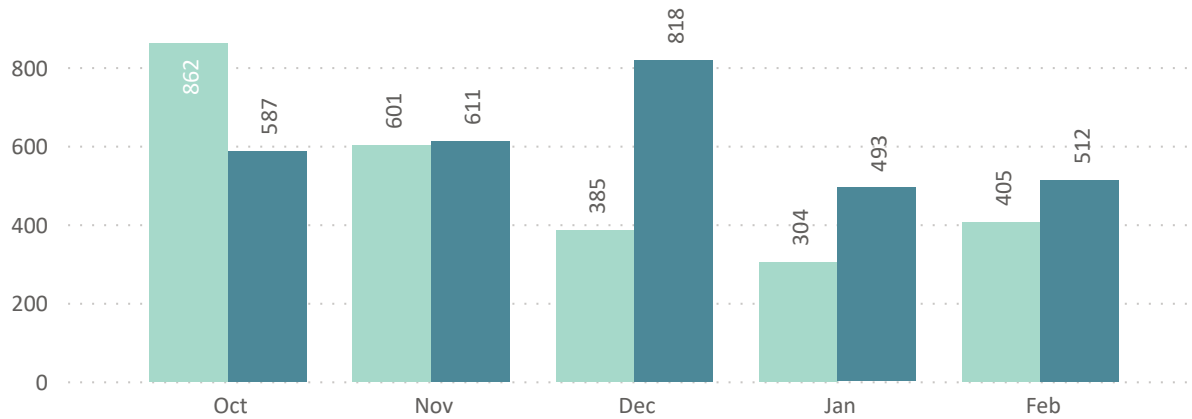
## YouTube Views by Month

● Views LY ● Views



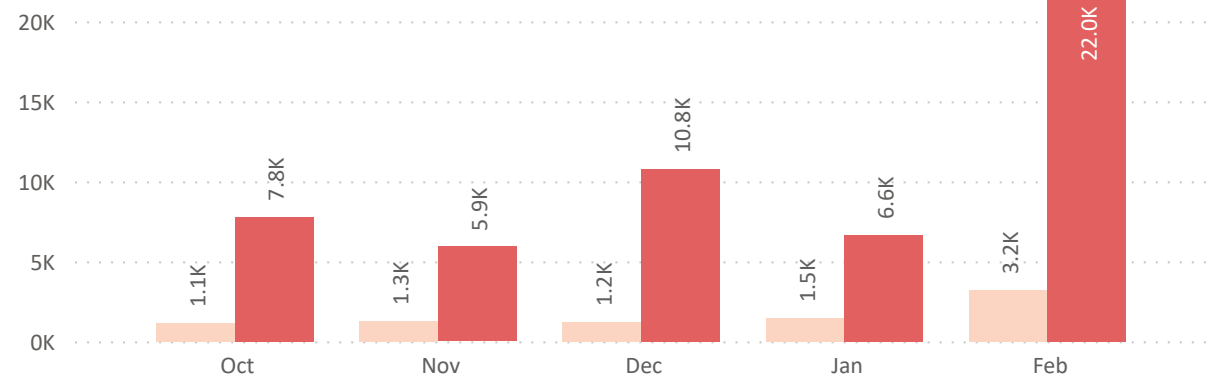
## Visit Widget Sessions by Month

● Sessions LY ● Visit Widget Sessions



## YouTube Impressions by Month

● Impressions LY ● Impressions



32.19%

Open Rate YTD

10.35%

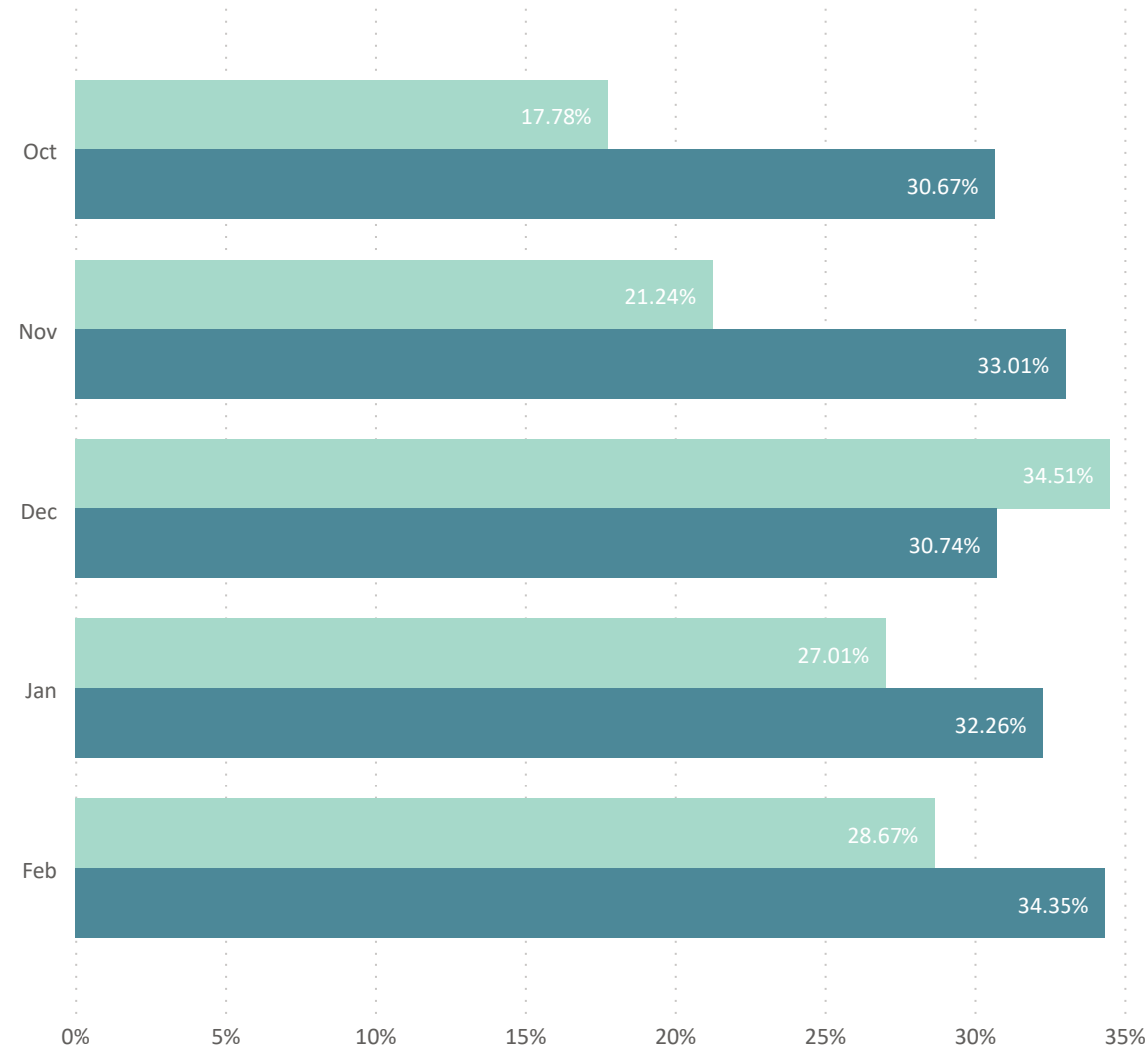
Click Rate YTD

78,458

Total Recipients YTD

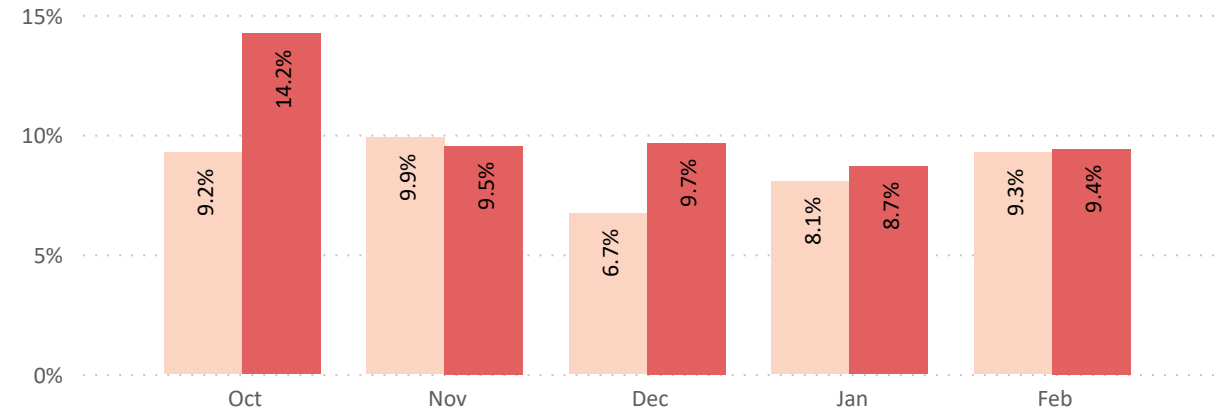
### Open Rate by Month

● Open Rate LY ● Open Rate



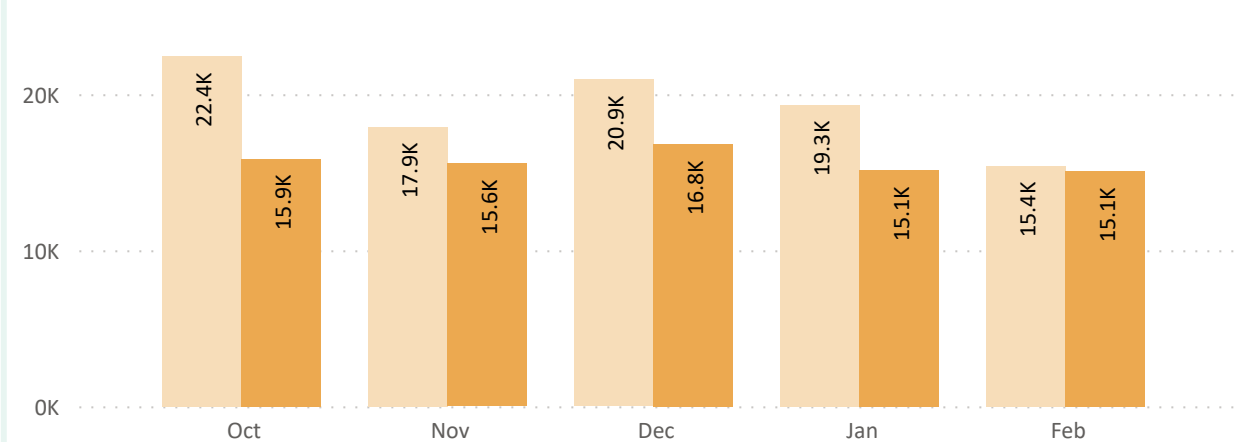
### Click Rate by Month

● Click Rate LY ● Click Rate



### Total Recipients by Month

● Total Recipients LY ● Total Recipients



67.00%

Occupancy YTD

\$91.53

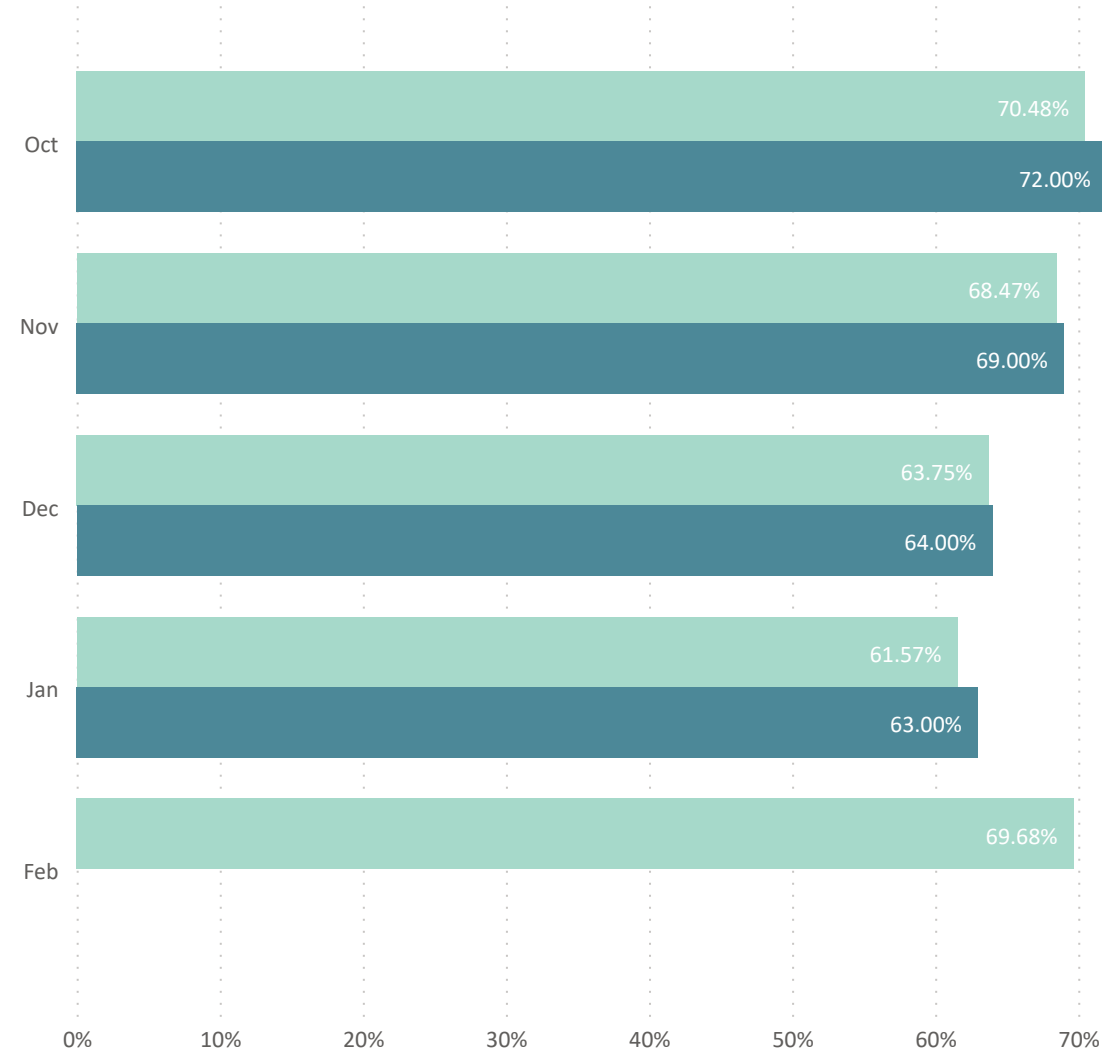
ADR YTD

\$12,630,054.18

Total Revenue YTD

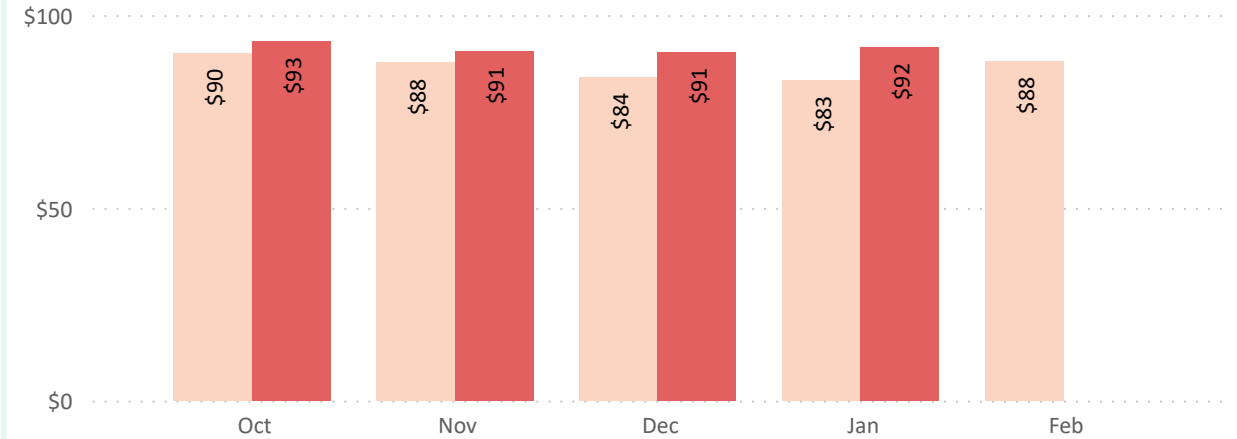
### Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



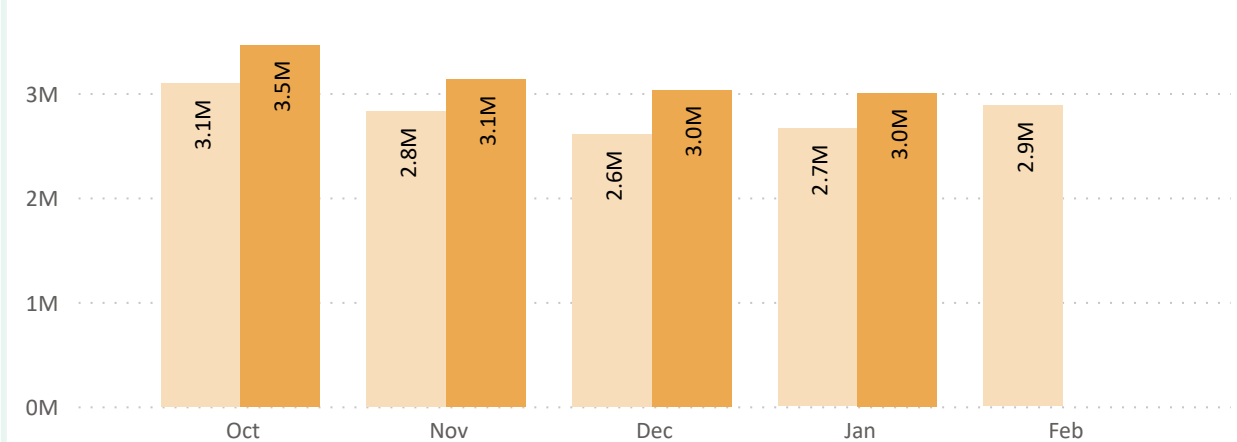
### Average Daily Rate by Month

● ADR LY ● ADR



### Revenue by Month

● Revenue LY ● Revenue



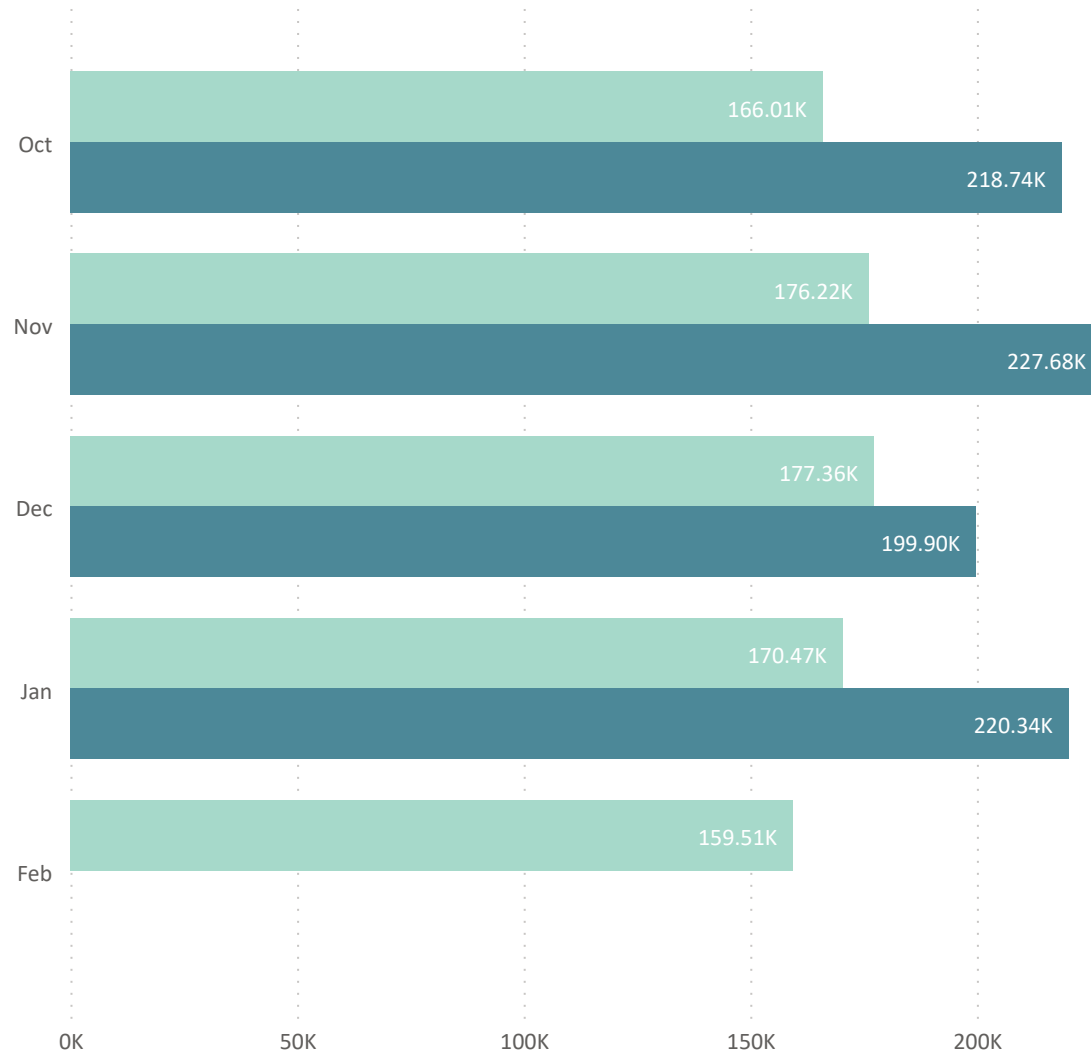
**\$866,662**  
HOT Revenue YTD

**37.46%**  
% Rooms Nights YTD

**110,232**  
# Room Nights YTD

## Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



## Amount Paid by Property

