

visit mckinney Monthly Report

May - 2023



1615

Sales Calls YTD

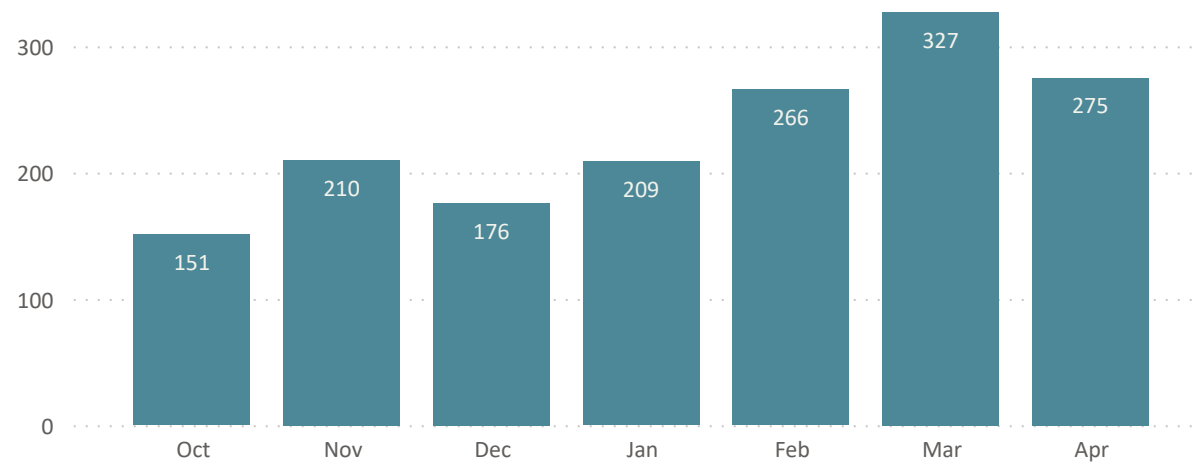
44

Event Mgmt YTD

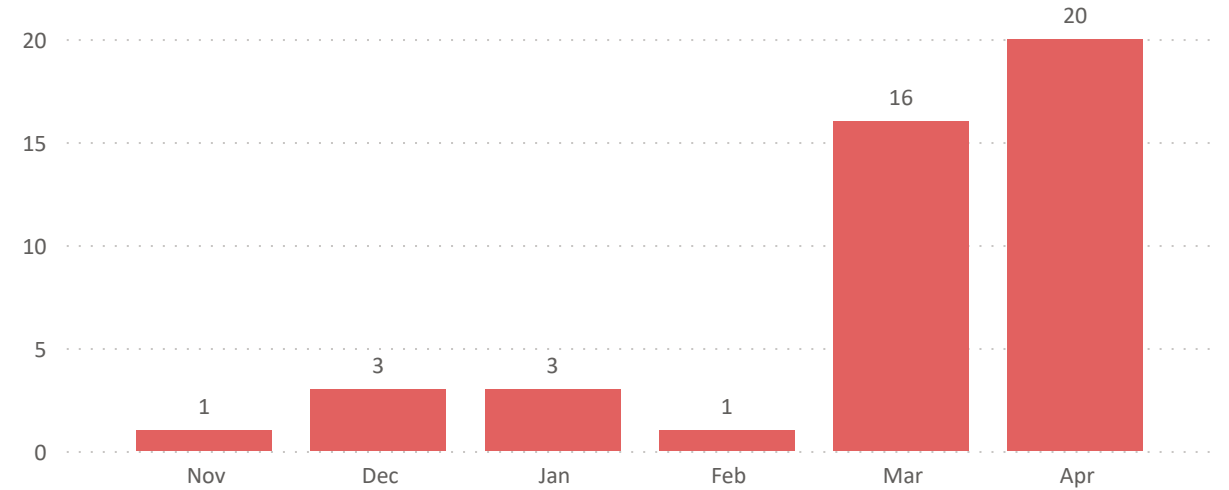
1,518

Total Welcome Bags YTD

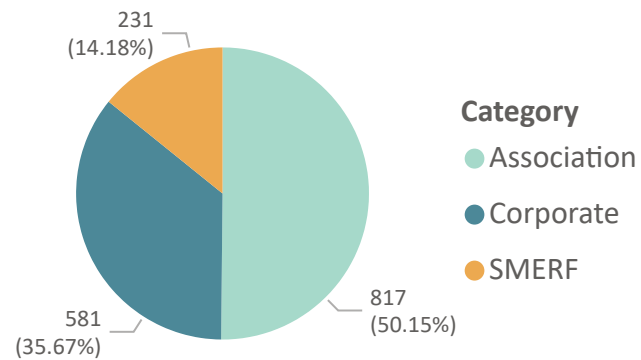
Sales Calls by Month



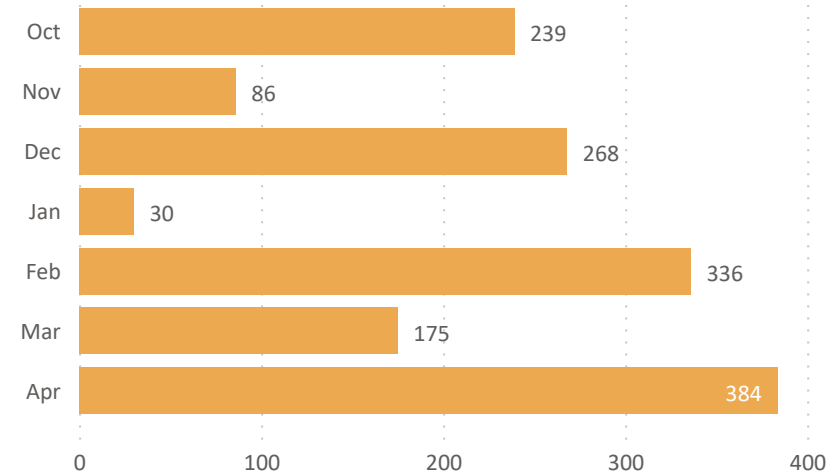
Event Mgmt by Month



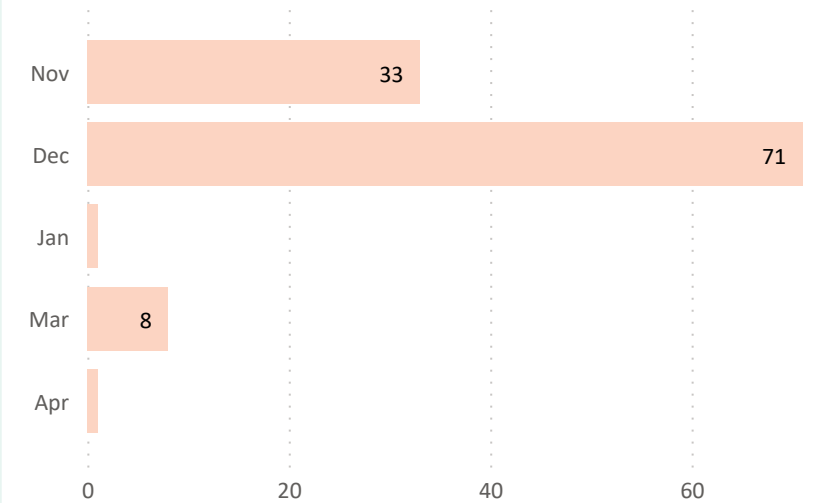
Sales Calls by Category



Event Services by Month



Partner Check-In by Month



41

Leads YTD

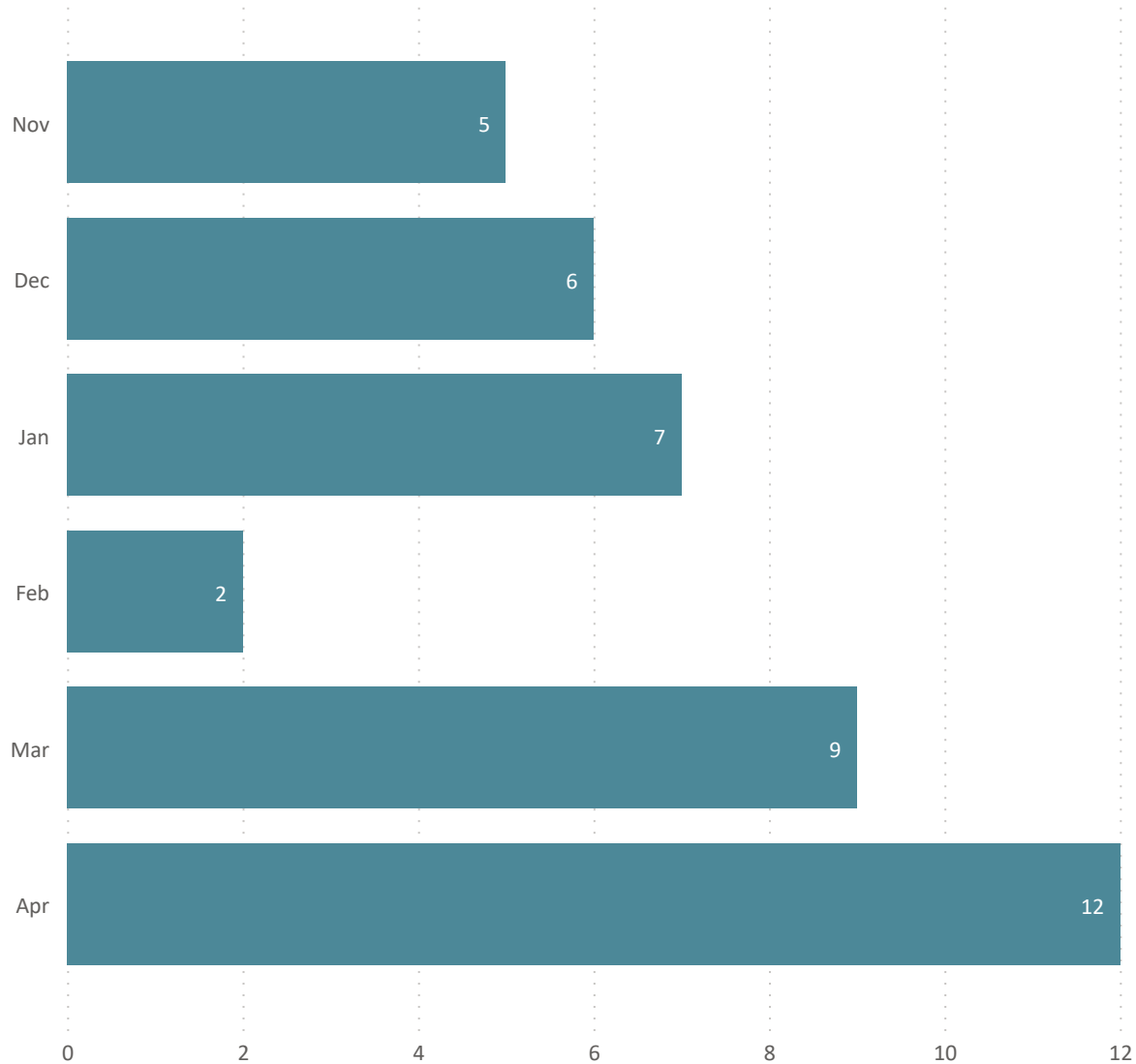
2,310

Total Rooms Nights YTD

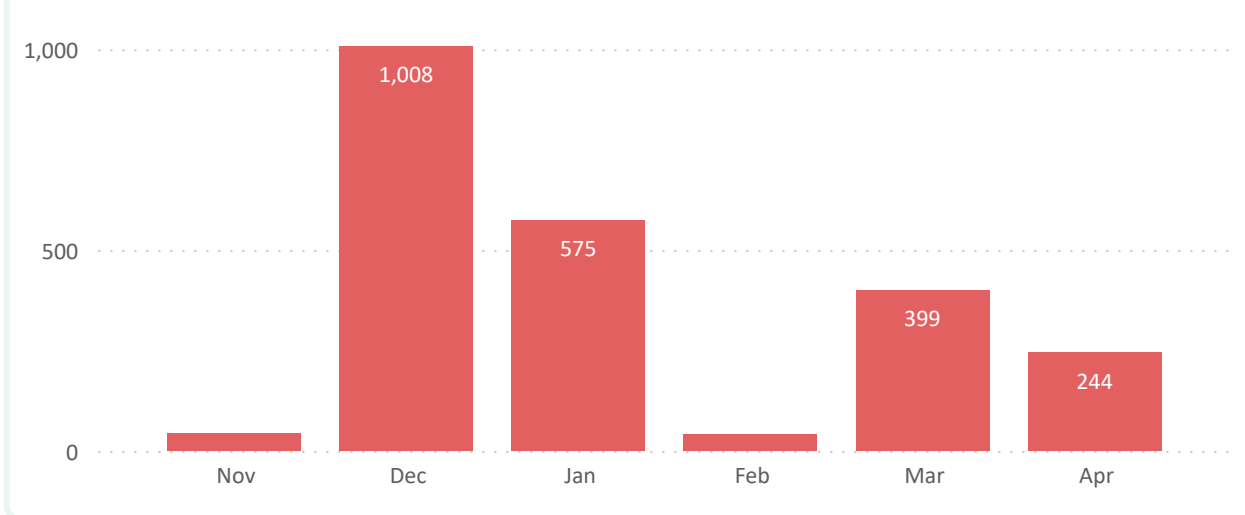
\$297,287

Total Revenue YTD

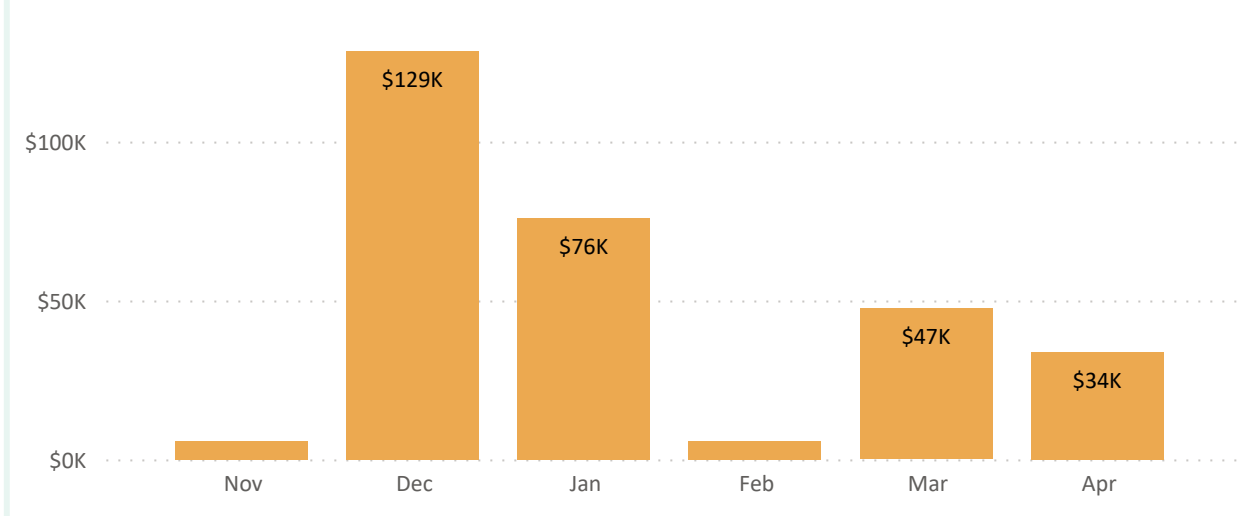
Leads by Month



Total Room Nights by Month



Total Revenue by Month



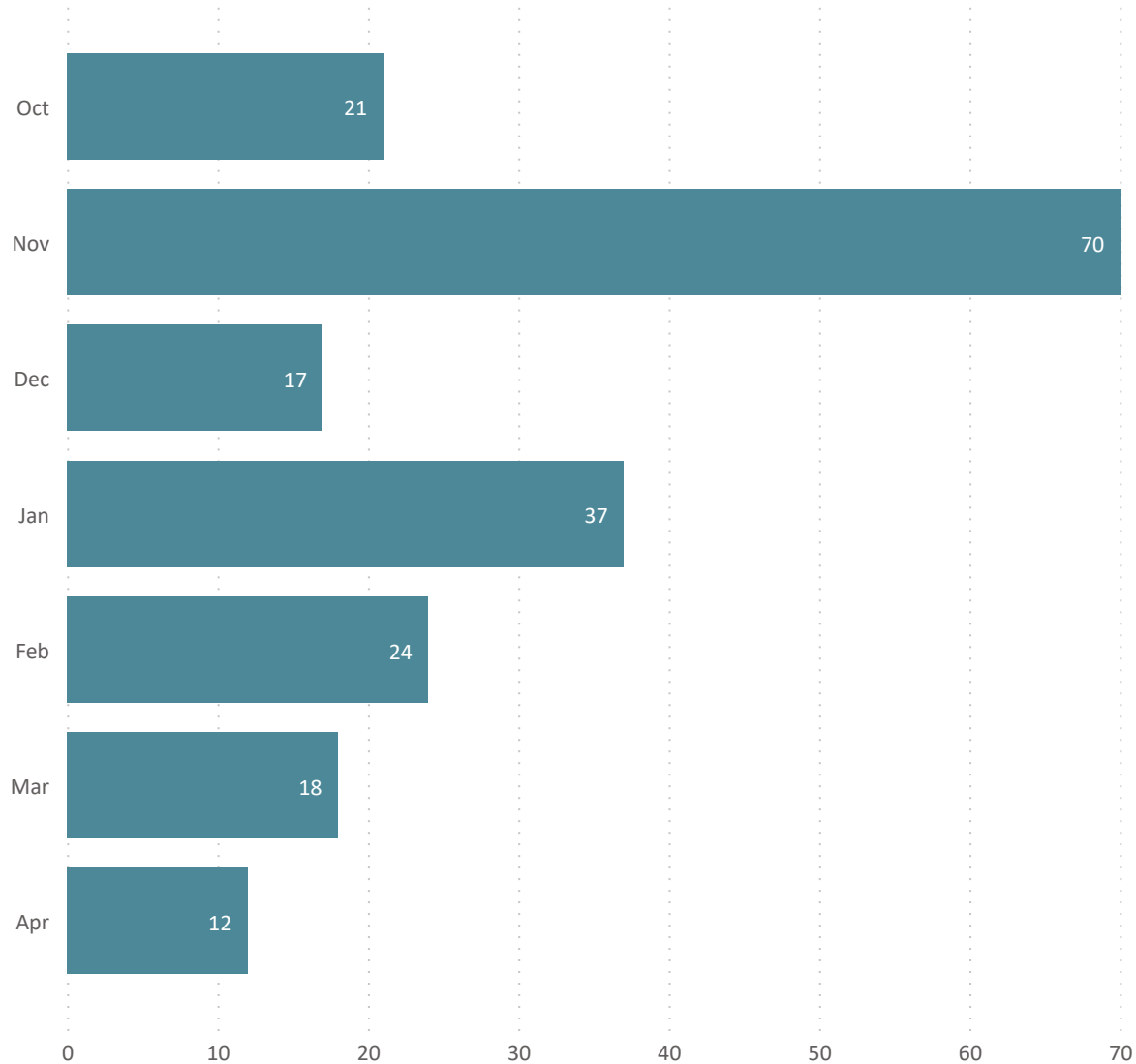
199

New RFPs YTD

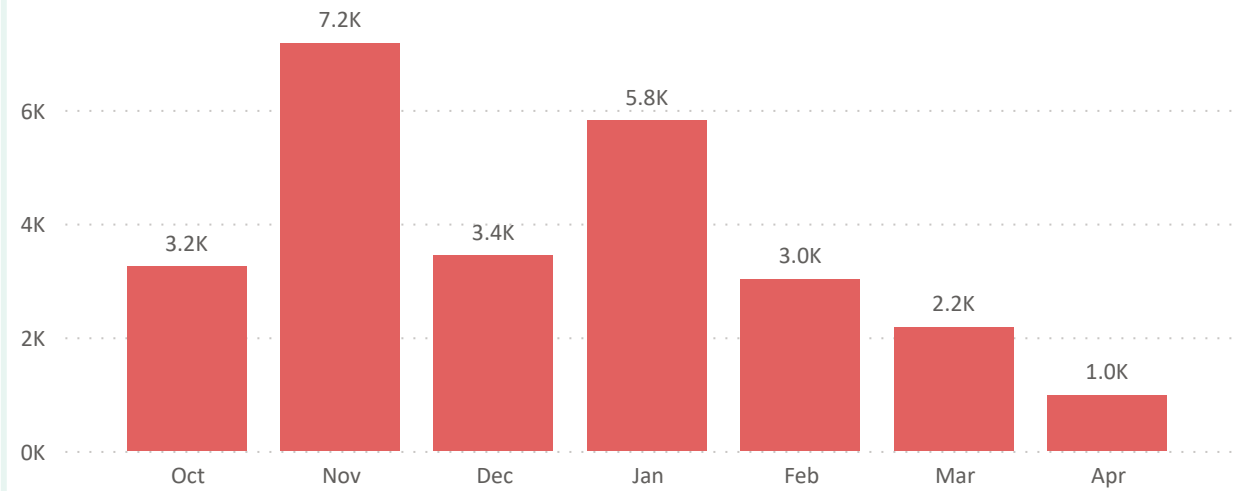
25,832

Est Room Nights YTD

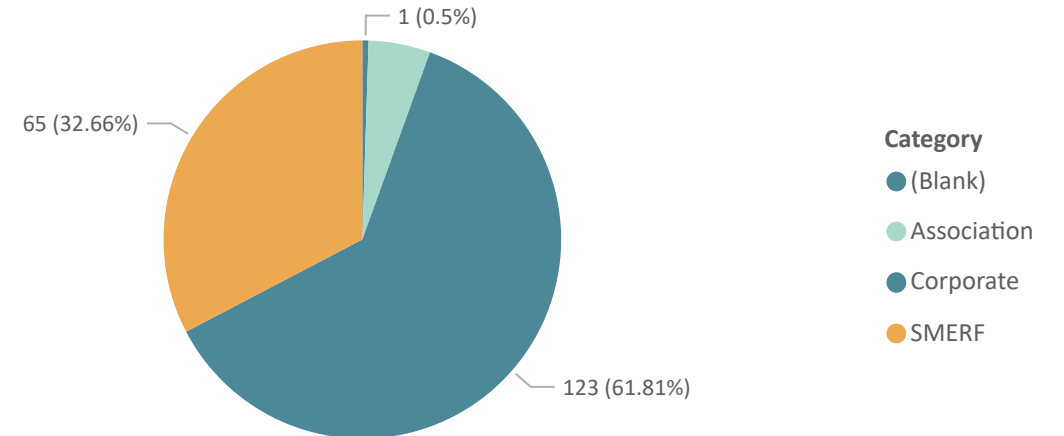
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

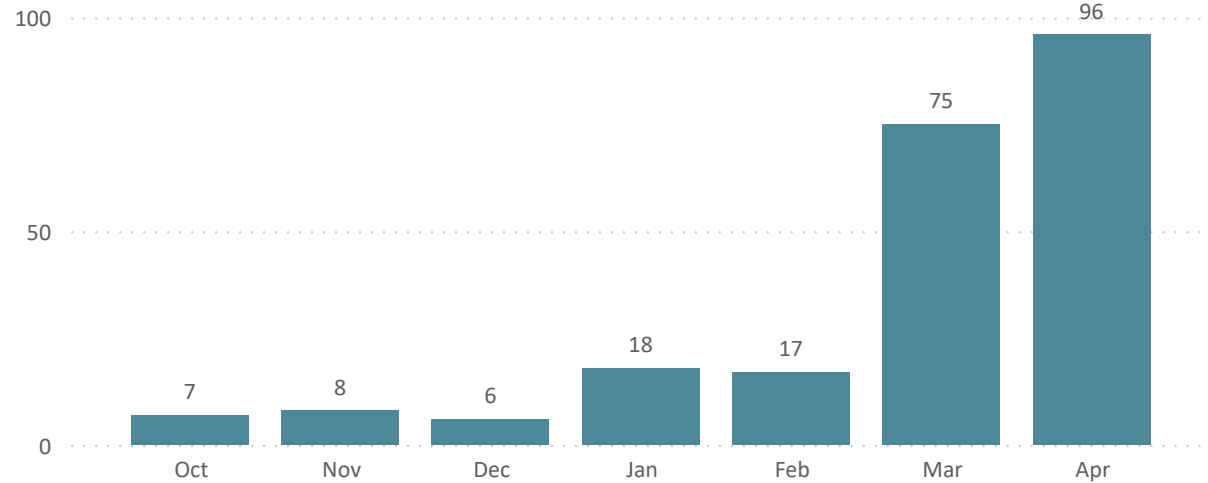
0 3000

227
Lost Opp YTD

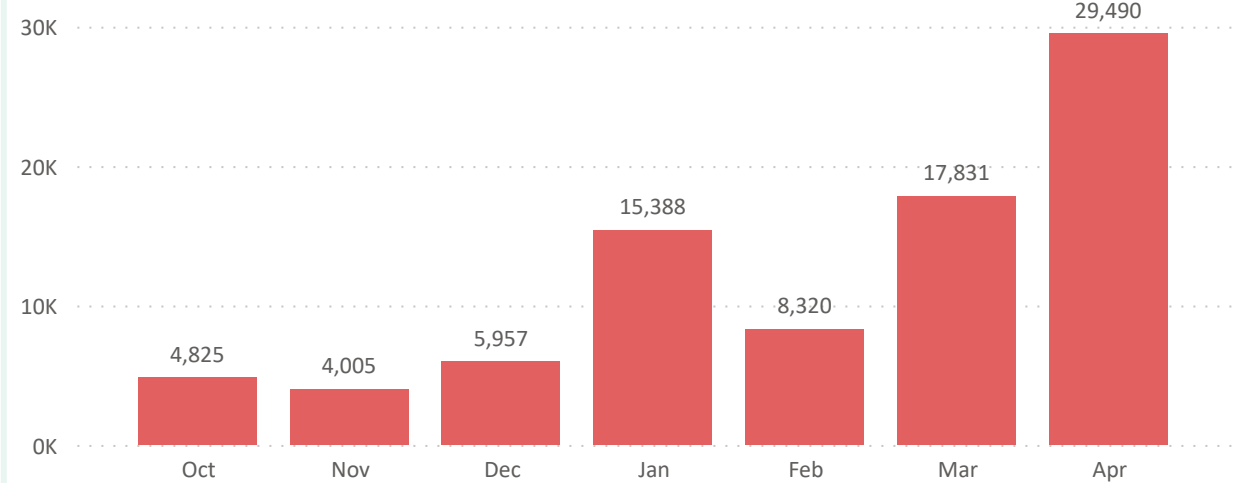
85,816
Lost Room Nights YTD

\$12,037,286
Lost Revenue YTD

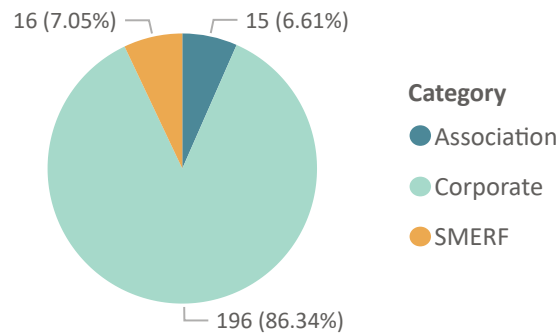
Lost Opportunities by Month



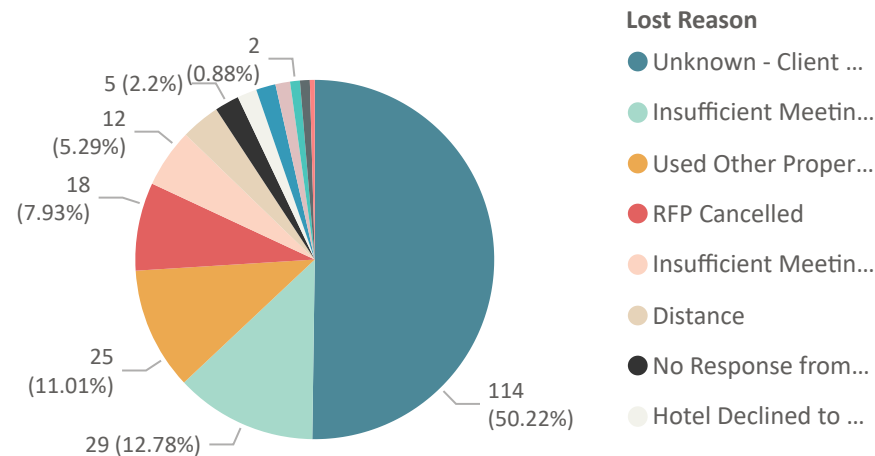
Lost Room Nights by Month



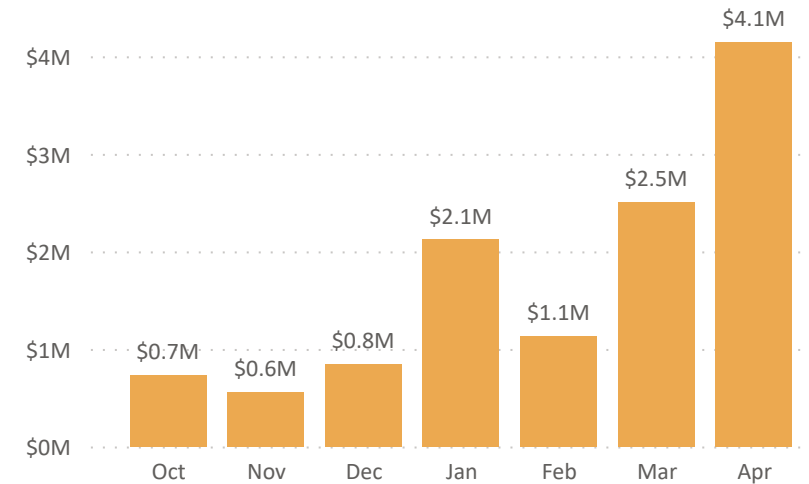
Lost by Category



Lost by Reason



Lost Revenue by Month



905

Visitors YTD

107

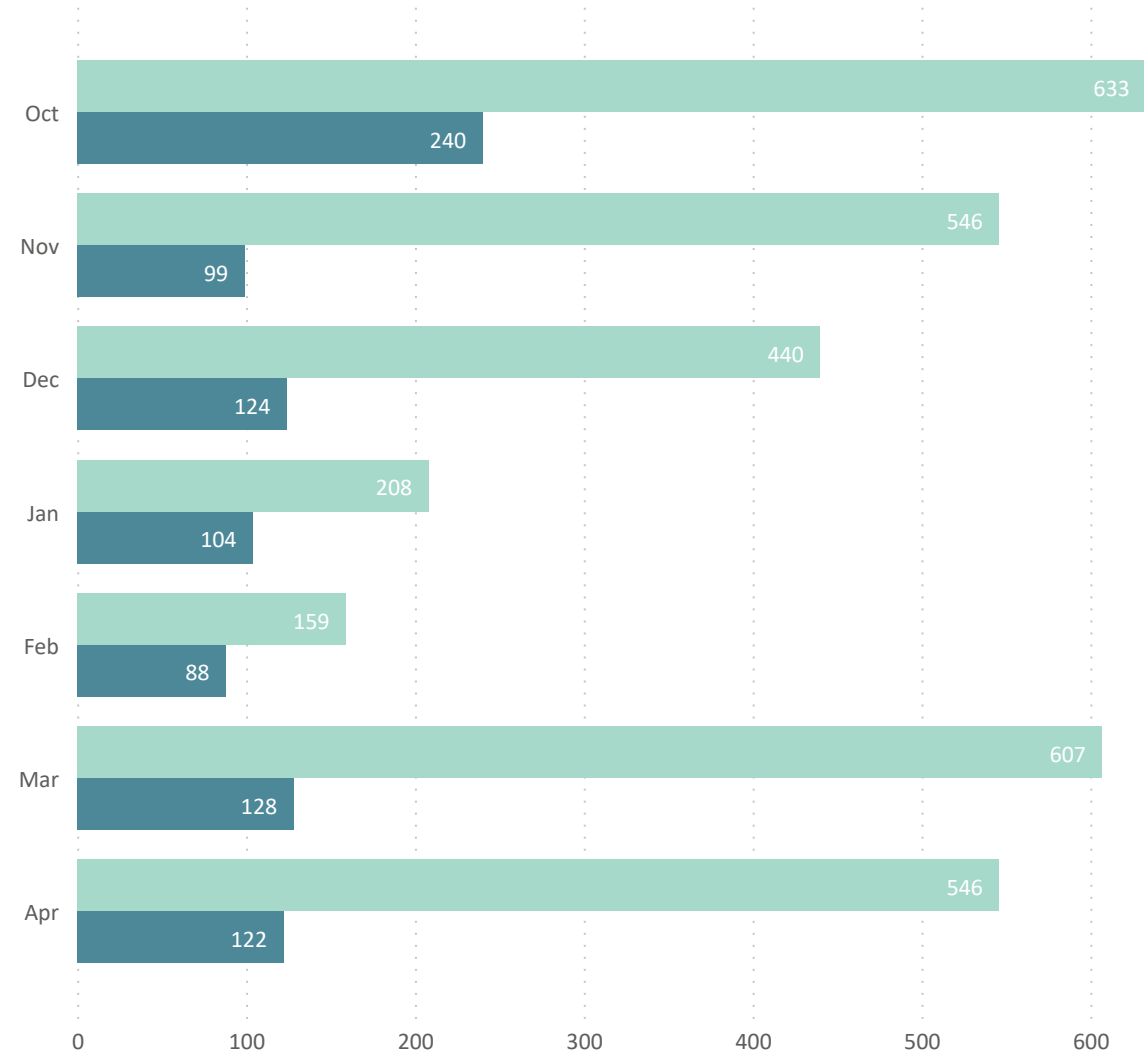
Tour Attendees YTD



[See details](#)

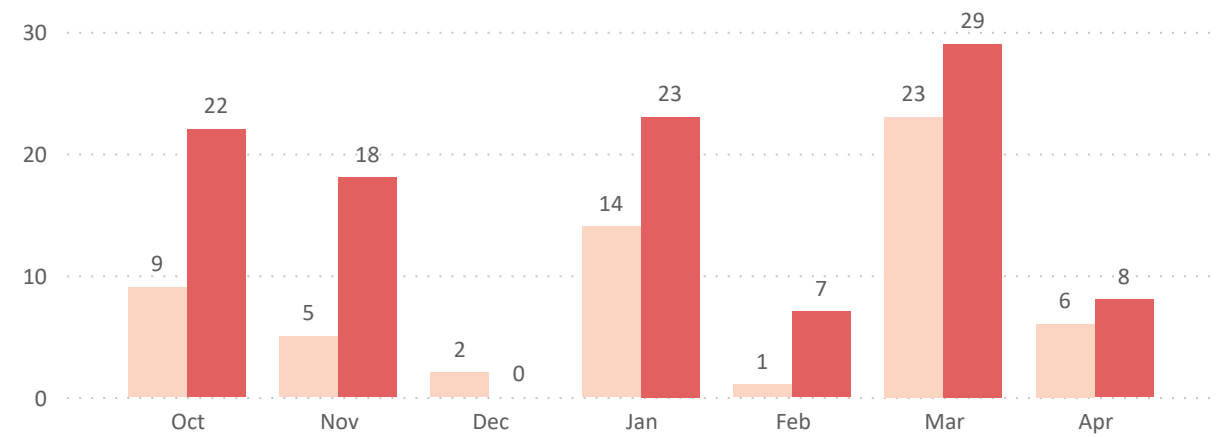
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month



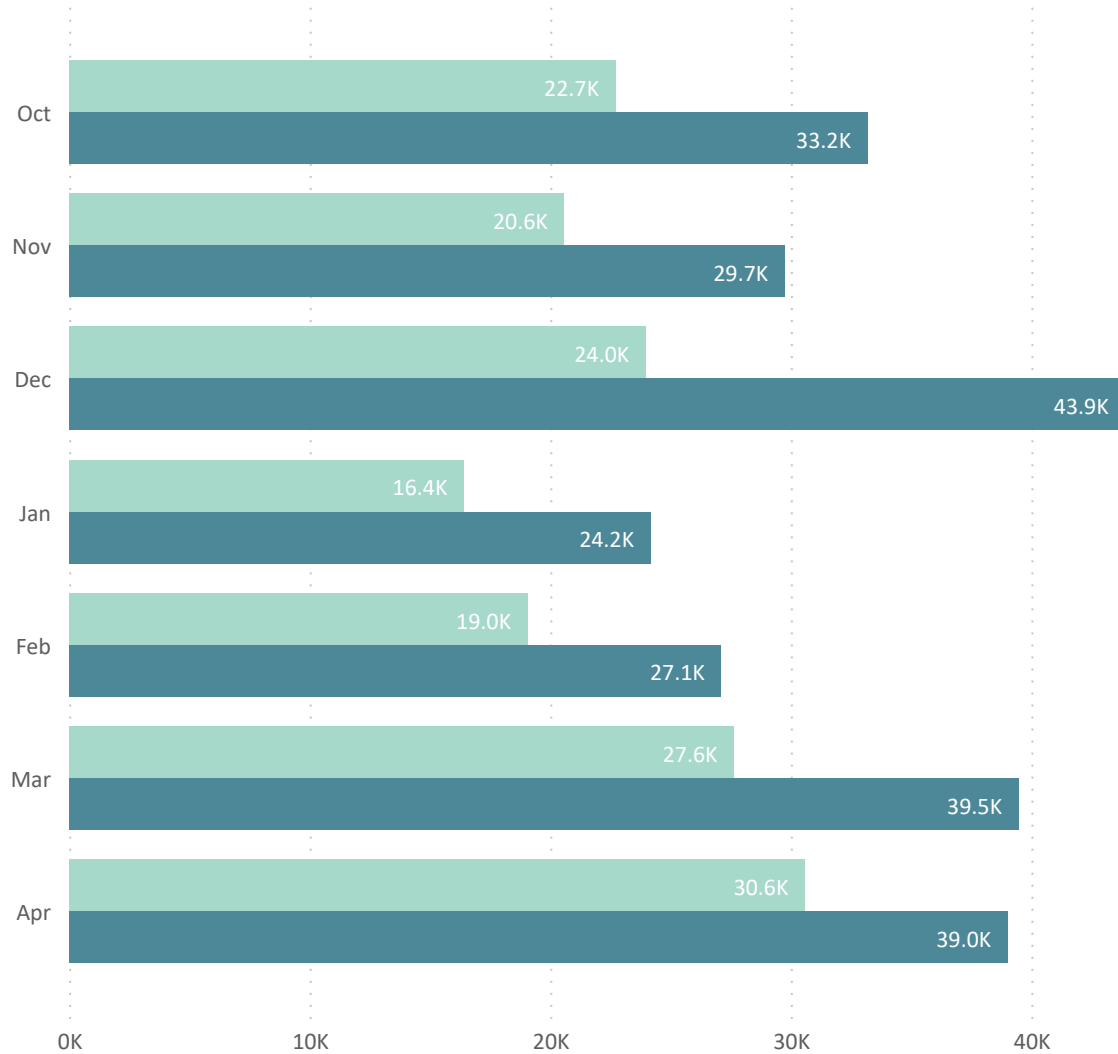
236,515
Page Views YTD

145,837
Sessions YTD

122,220
Users YTD

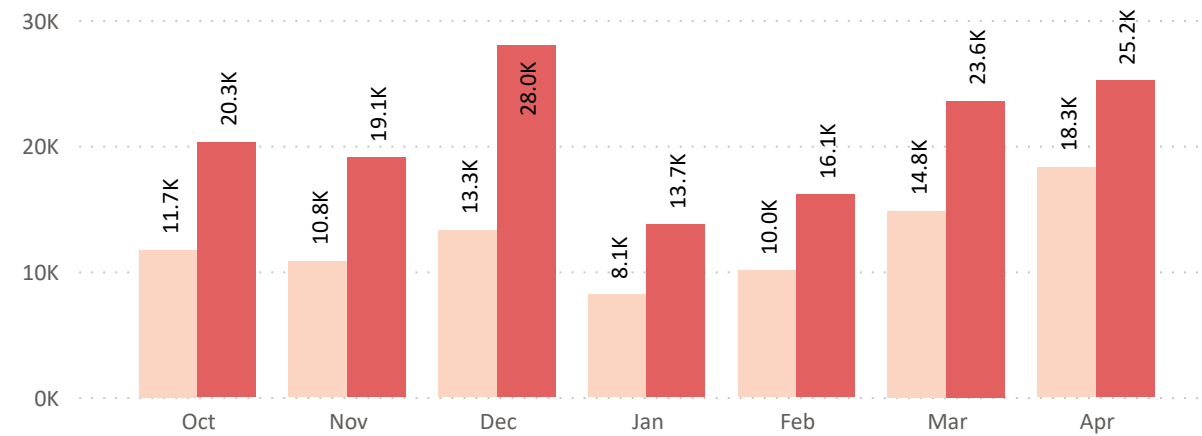
Page Views by Month

● Page Views LY ● Page Views



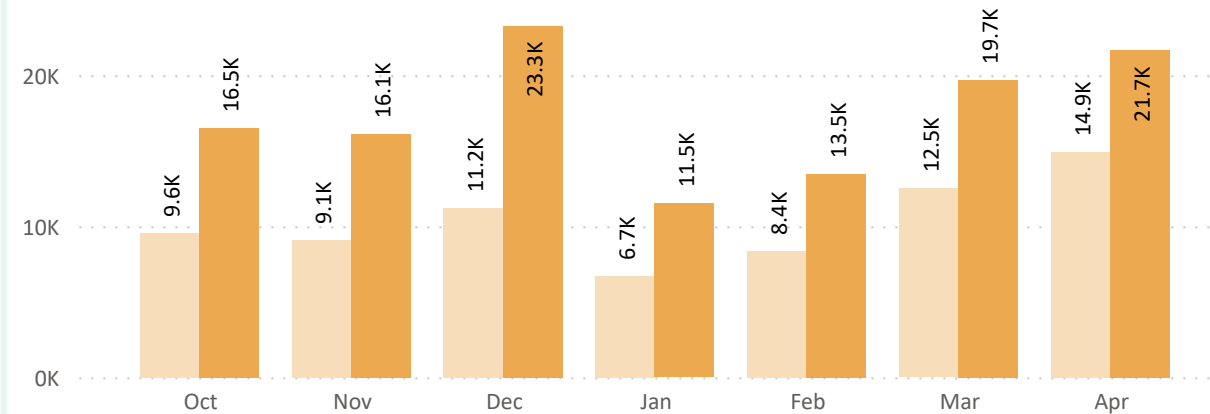
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users

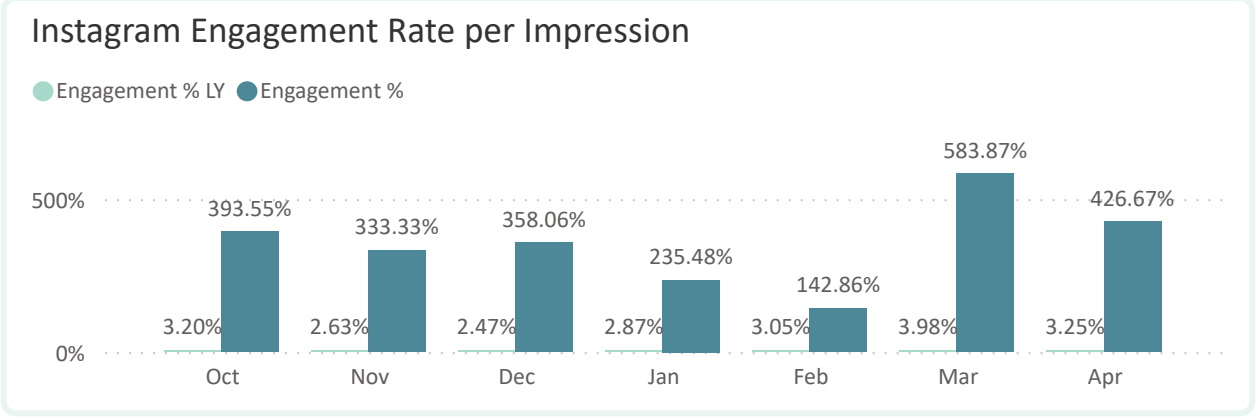
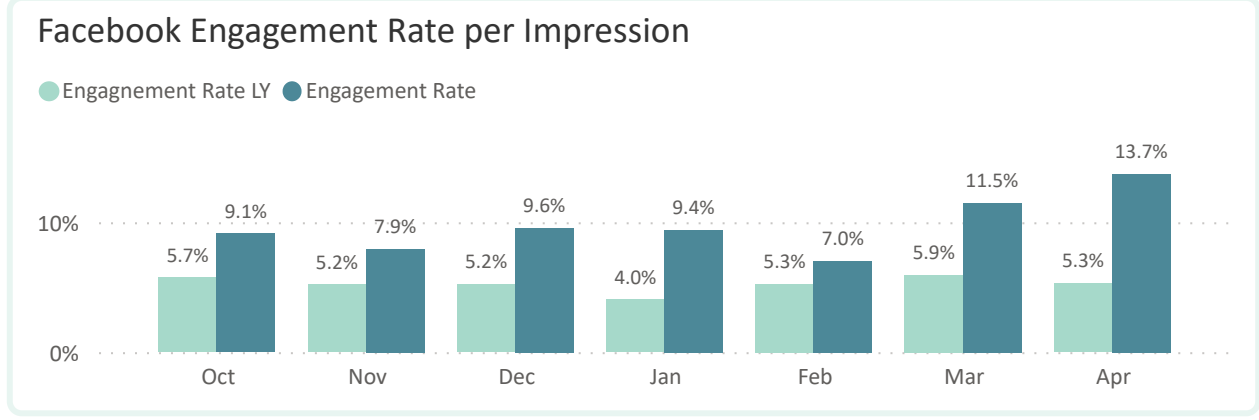
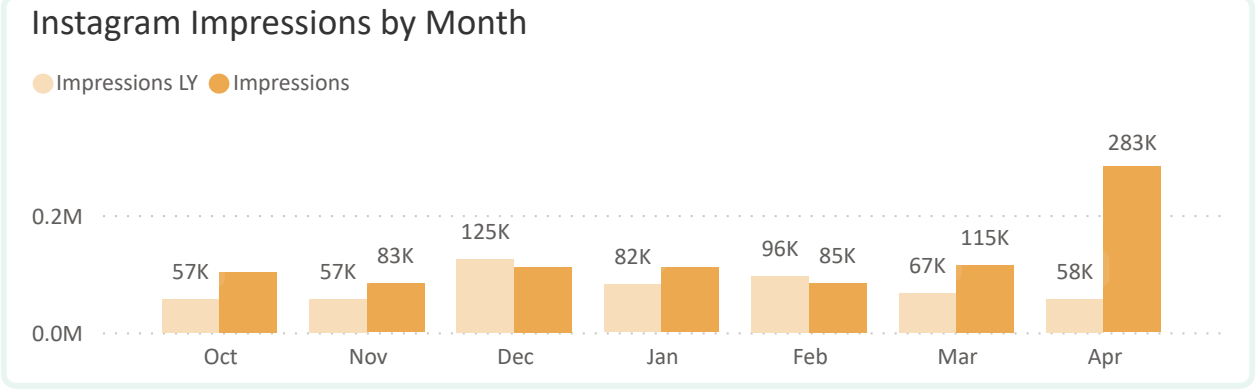
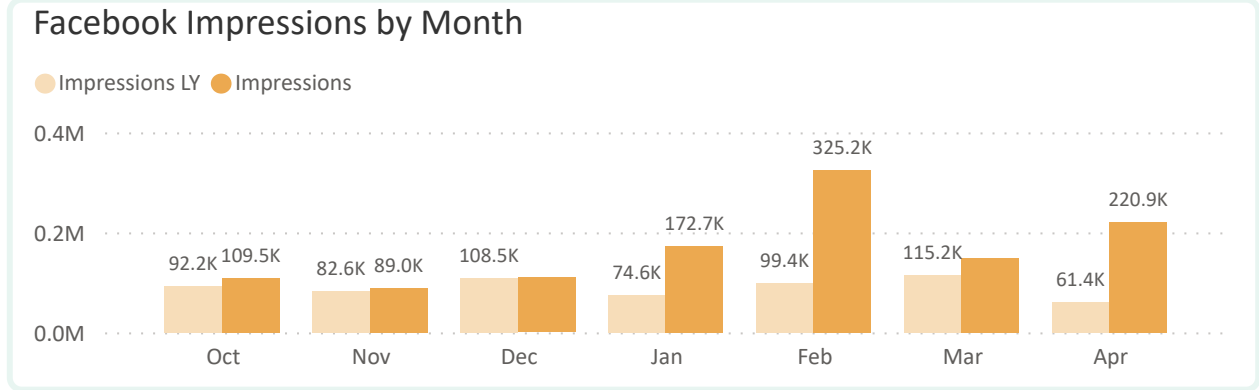
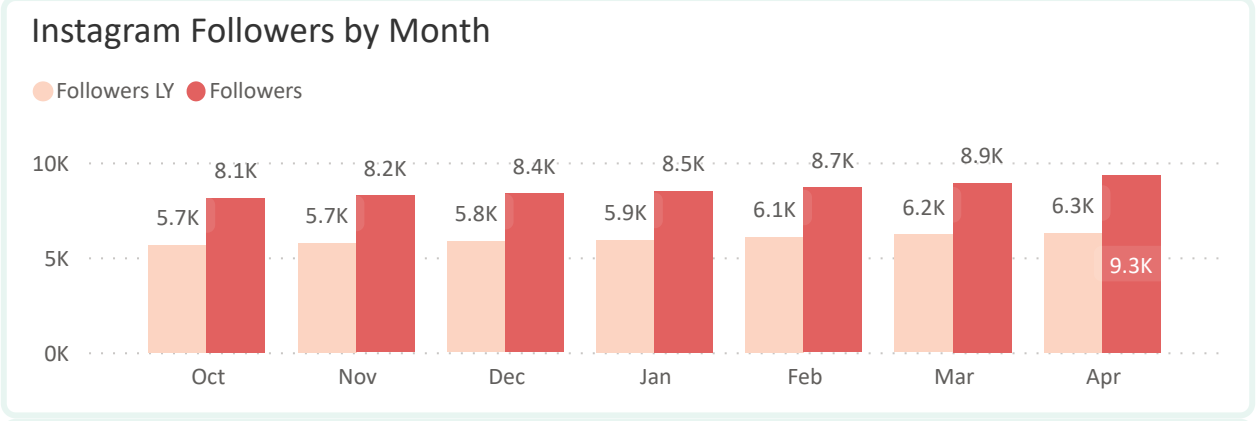
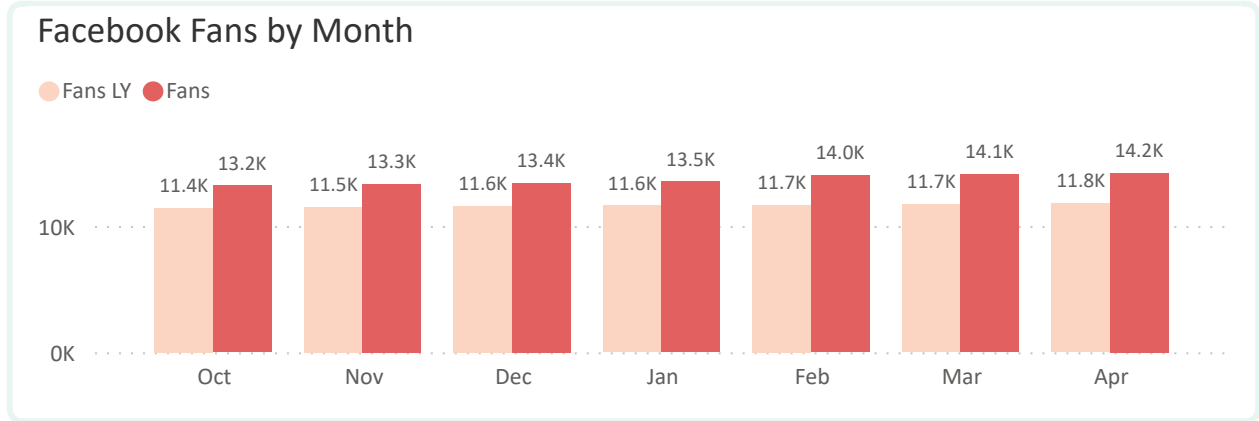


14,192
Current FB Fans

642
FB Posts YTD

9,341
Current IG Followers

384
IG Posts & Stories YTD



4,536

Visit Widget Users YTD

4,356

VW Sessions YTD

6,086

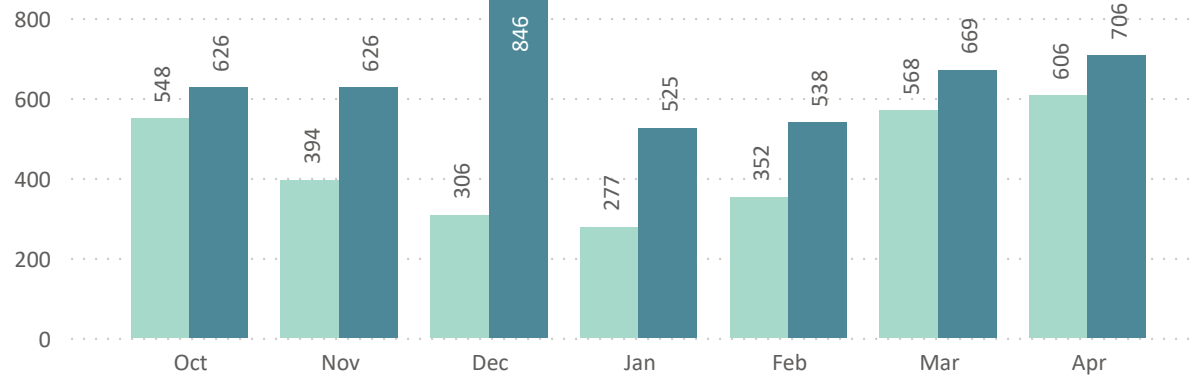
YouTube Views YTD

84,146

Impressions YTD

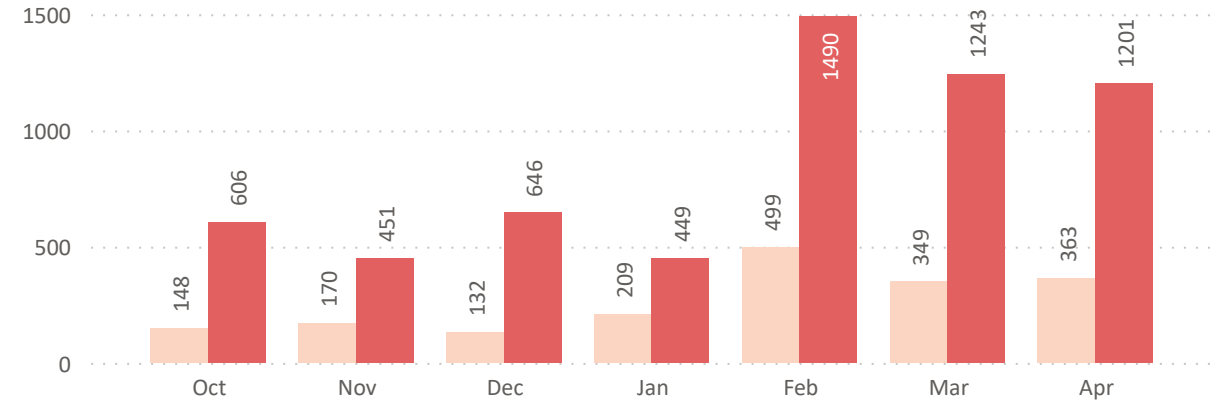
Visit Widget Users by Month

Users LY Users



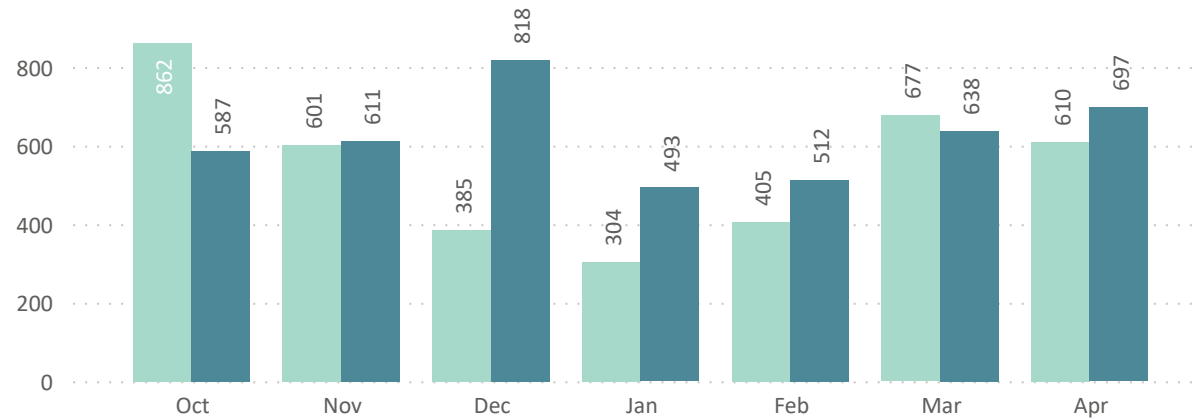
YouTube Views by Month

Views LY Views



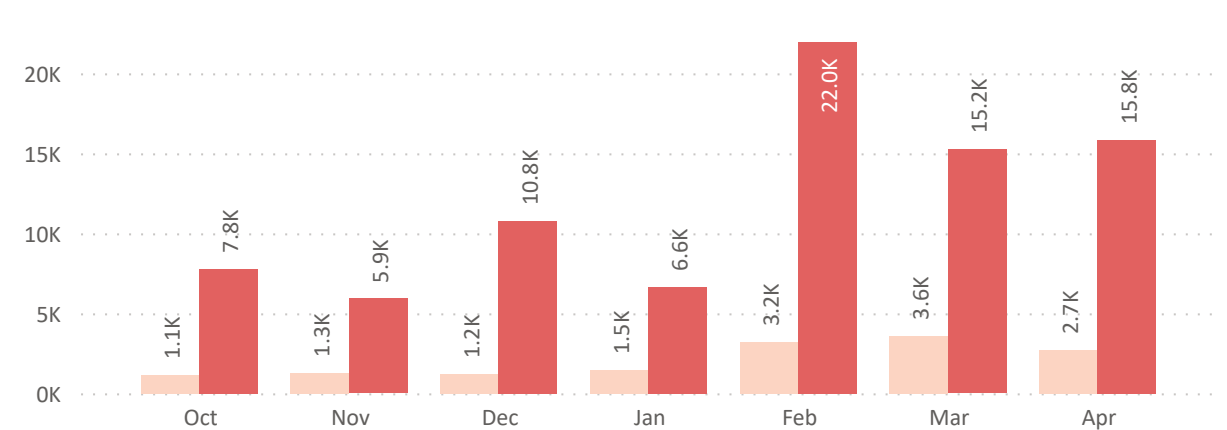
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions



32.70%

Open Rate YTD

9.76%

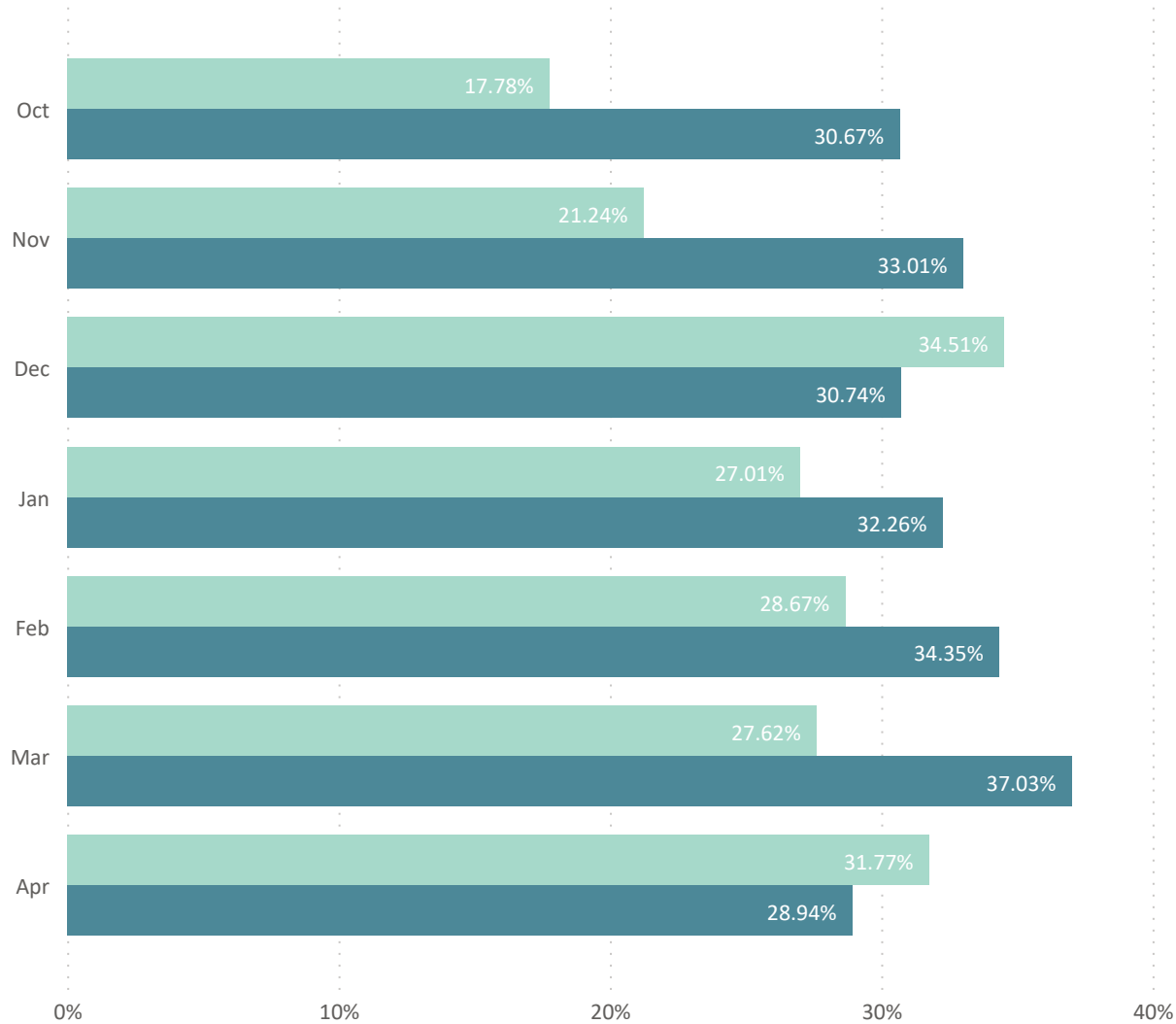
Click Rate YTD

131,096

Total Recipients YTD

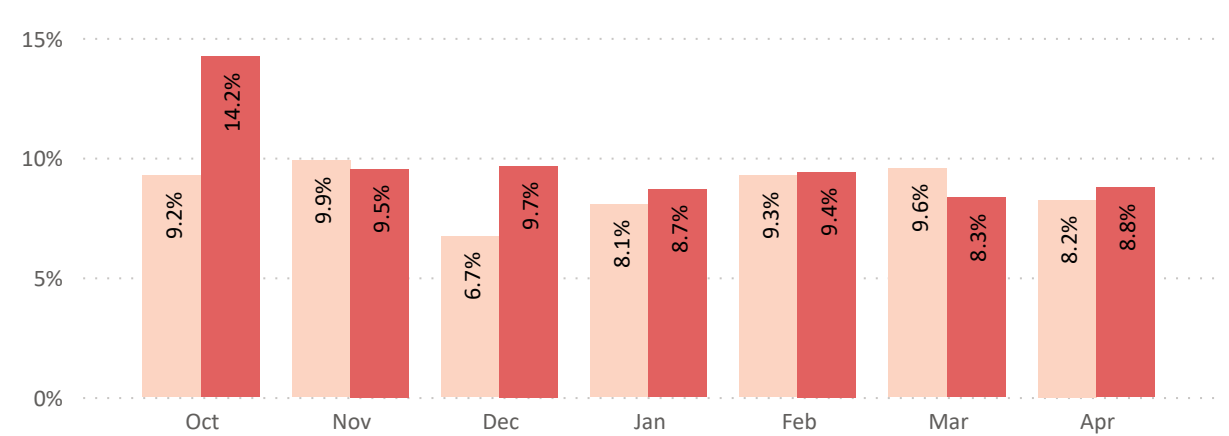
Open Rate by Month

● Open Rate LY ● Open Rate



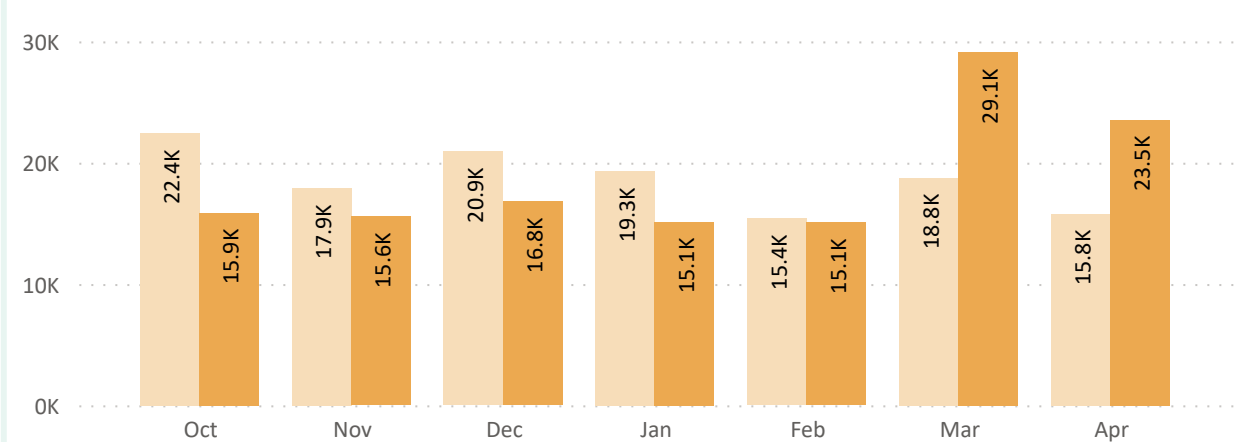
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



68.17%

Occupancy YTD

\$92.36

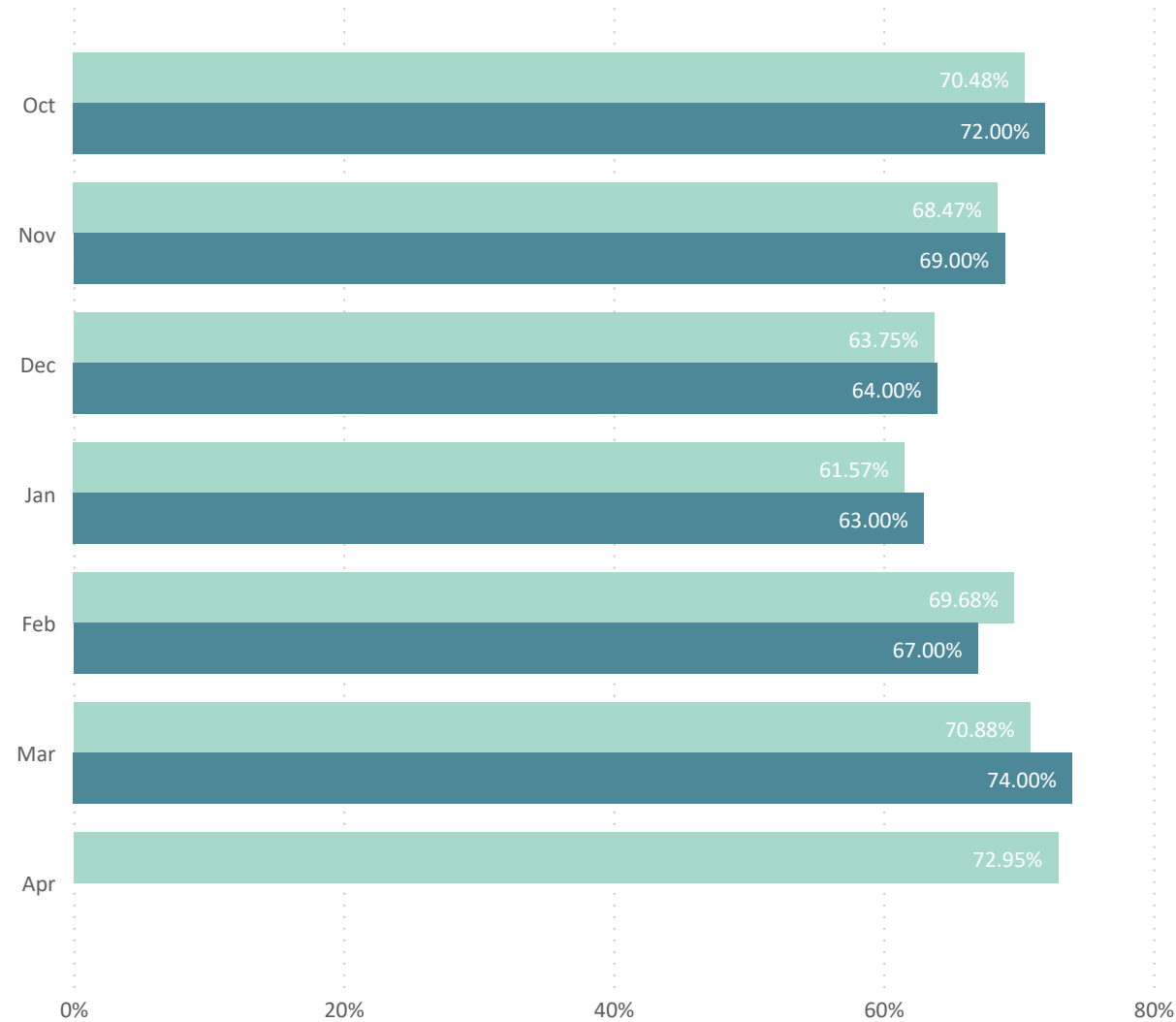
ADR YTD

\$19,219,509.56

Total Revenue YTD

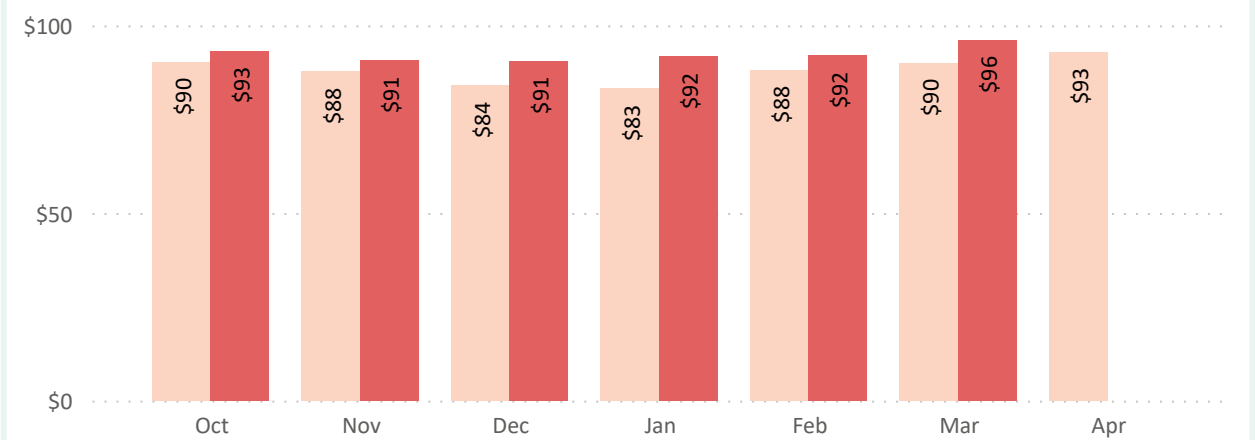
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



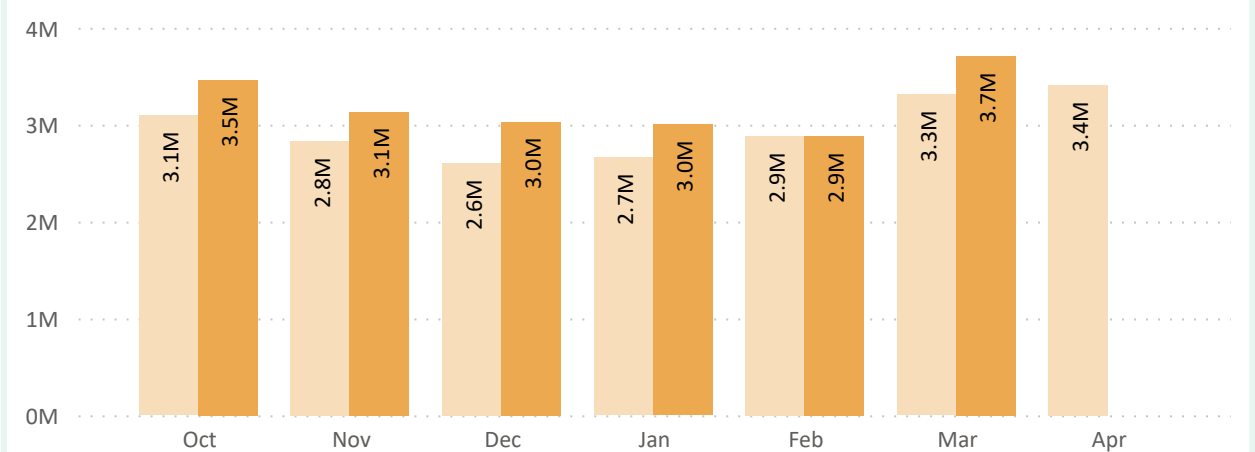
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue

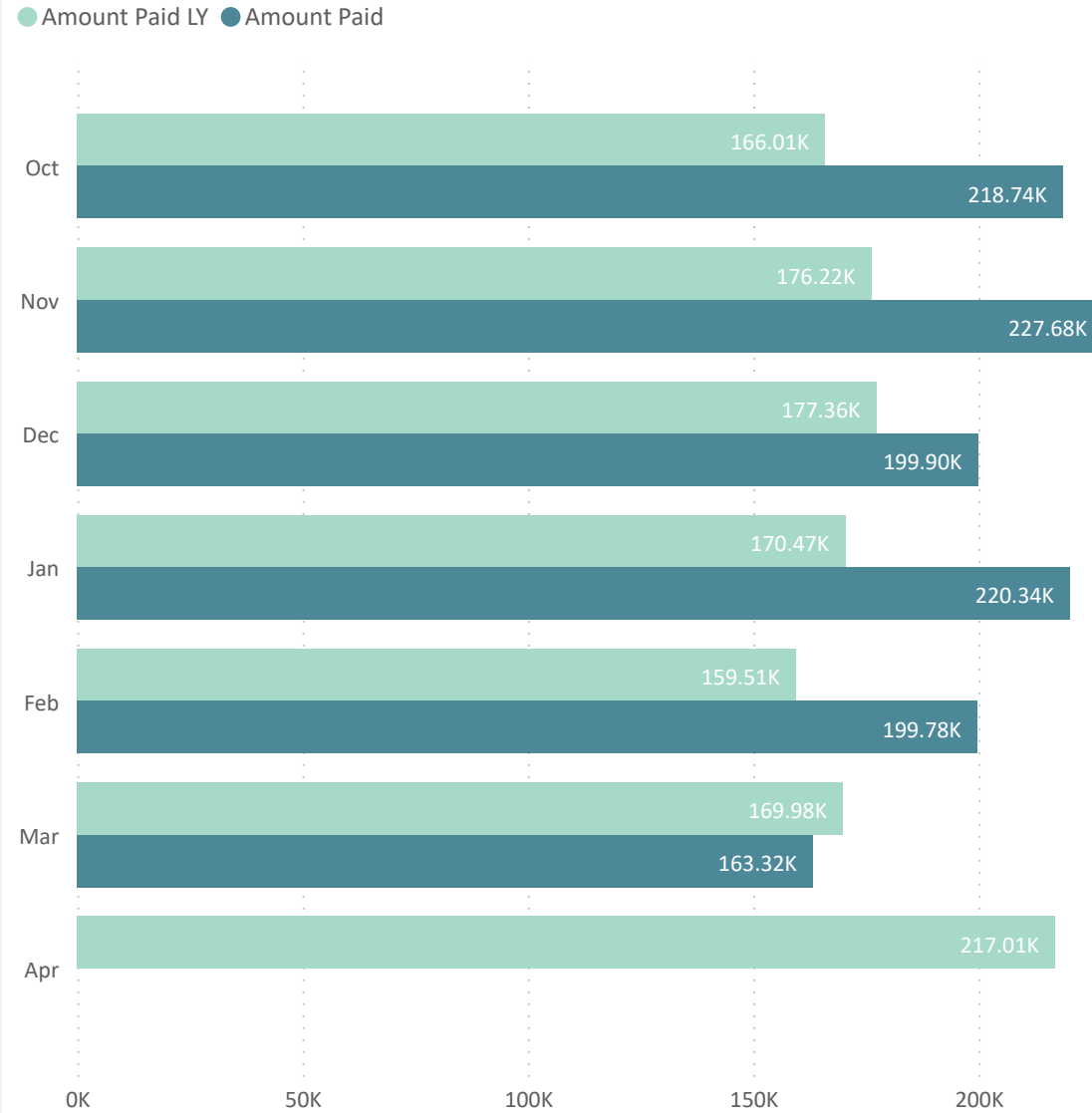


\$1,229,762
HOT Revenue YTD

37.76%
% Rooms Nights YTD

160,823
Room Nights YTD

Hot Tax Revenue by Month



Amount Paid by Property

