

visit mckinney

Monthly Report

May - 2023



1615

Sales Calls YTD

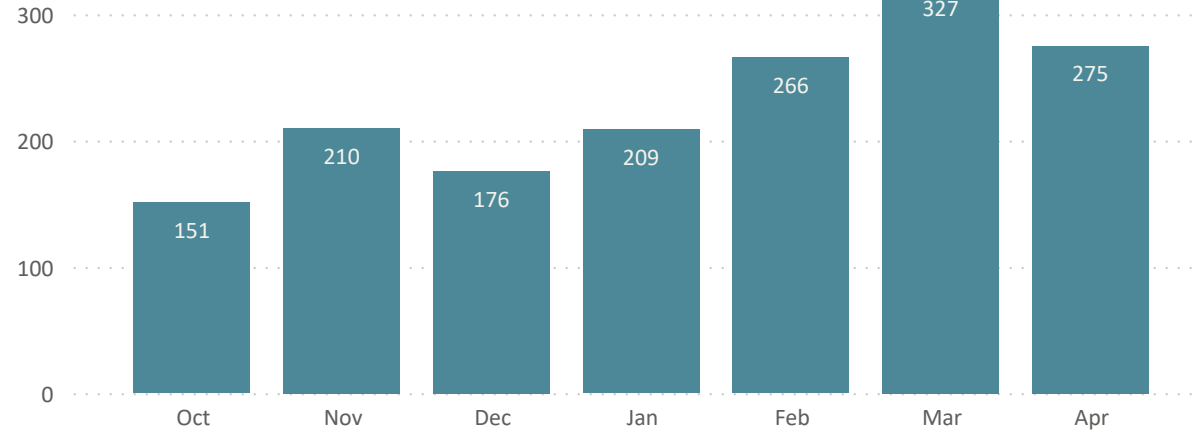
44

Event Mgmt YTD

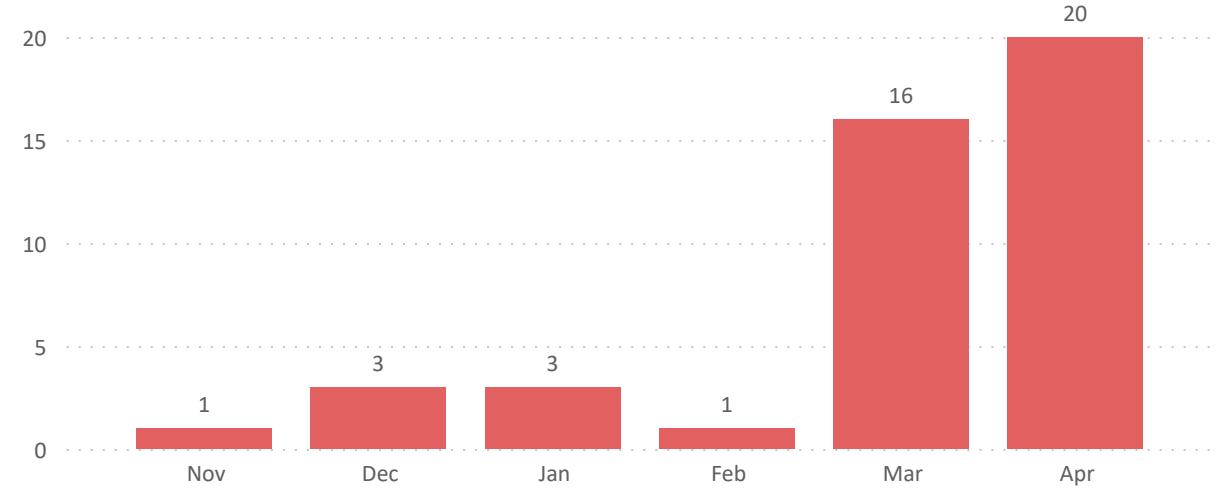
1,518

Total Welcome Bags YTD

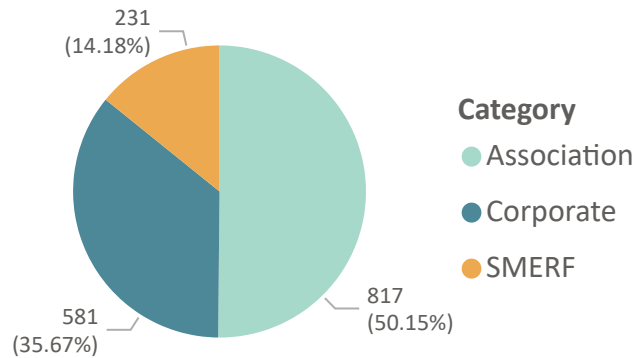
Sales Calls by Month



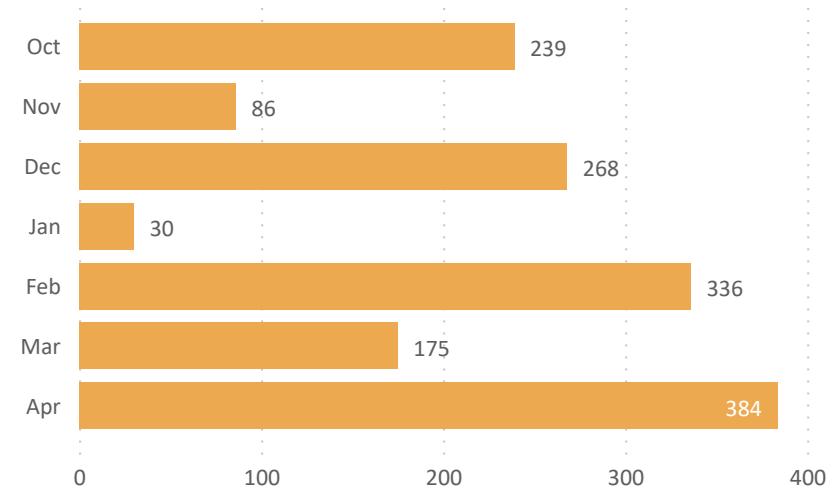
Event Mgmt by Month



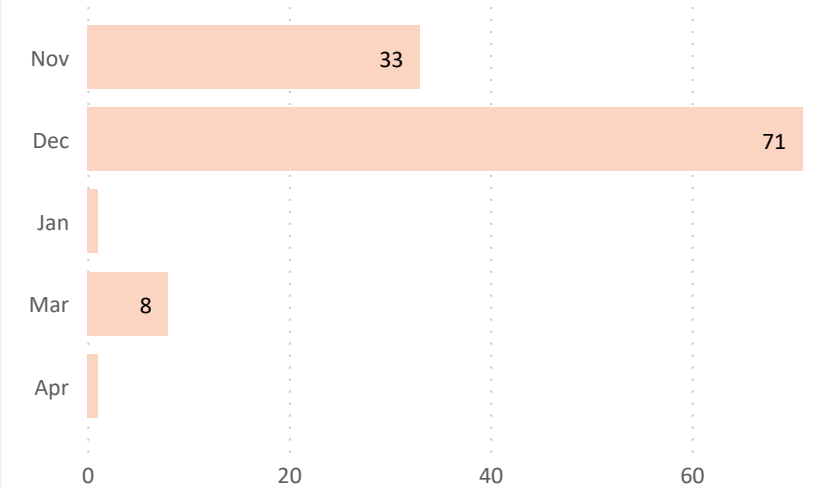
Sales Calls by Category



Event Services by Month



Partner Check-In by Month



41

Leads YTD

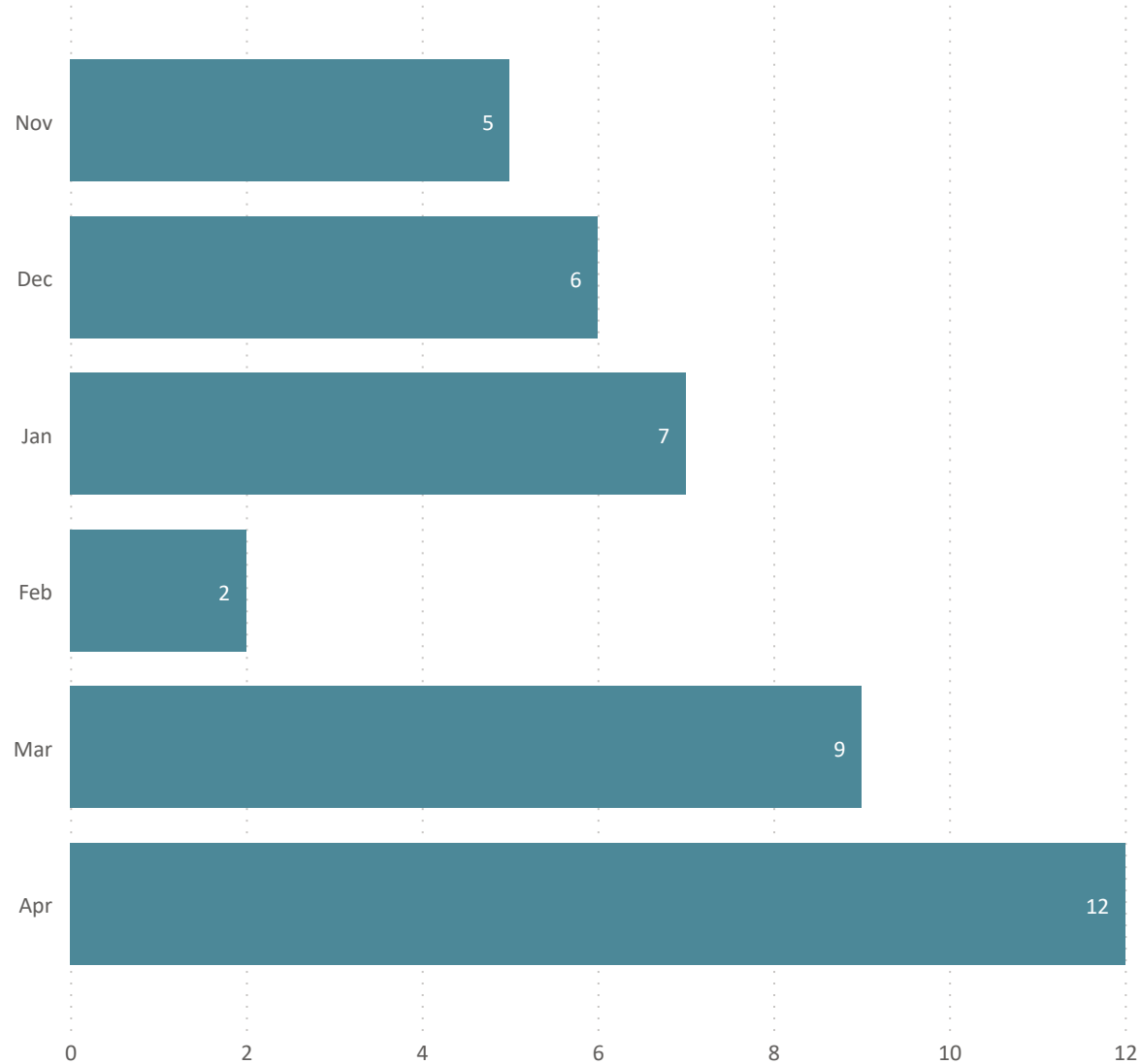
2,310

Total Rooms Nights YTD

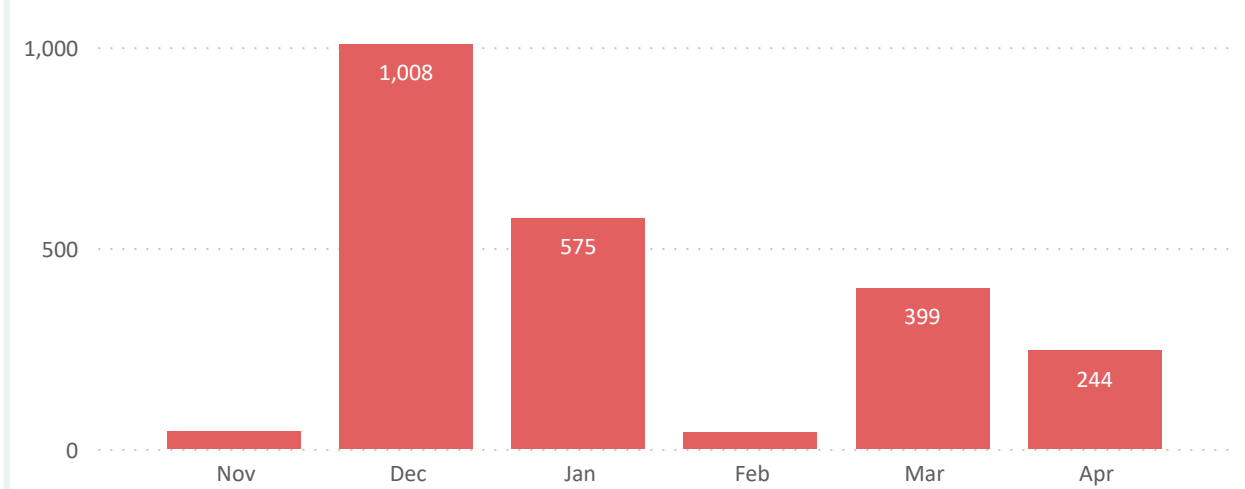
\$297,287

Total Revenue YTD

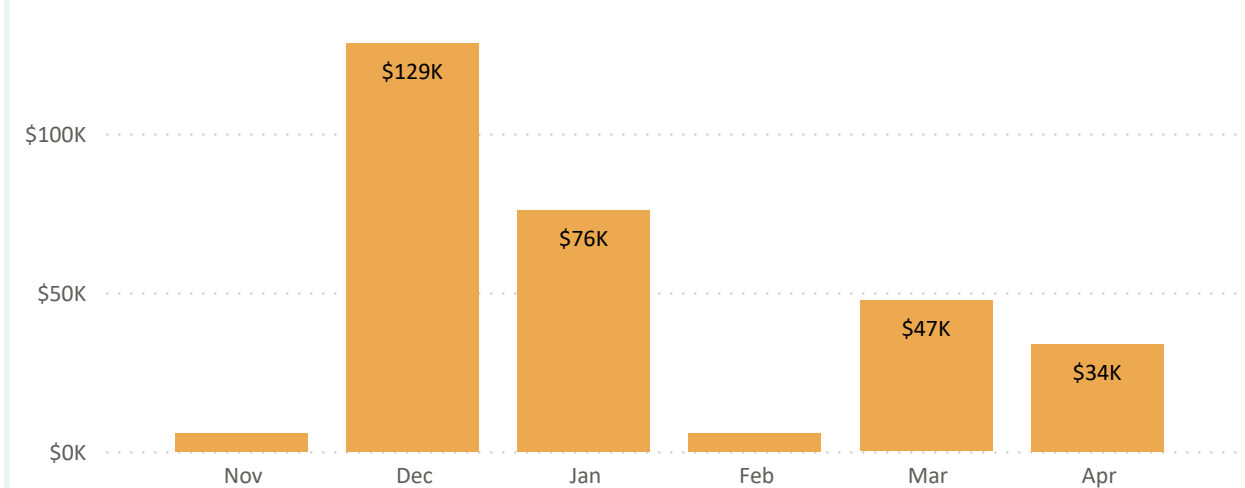
Leads by Month



Total Room Nights by Month



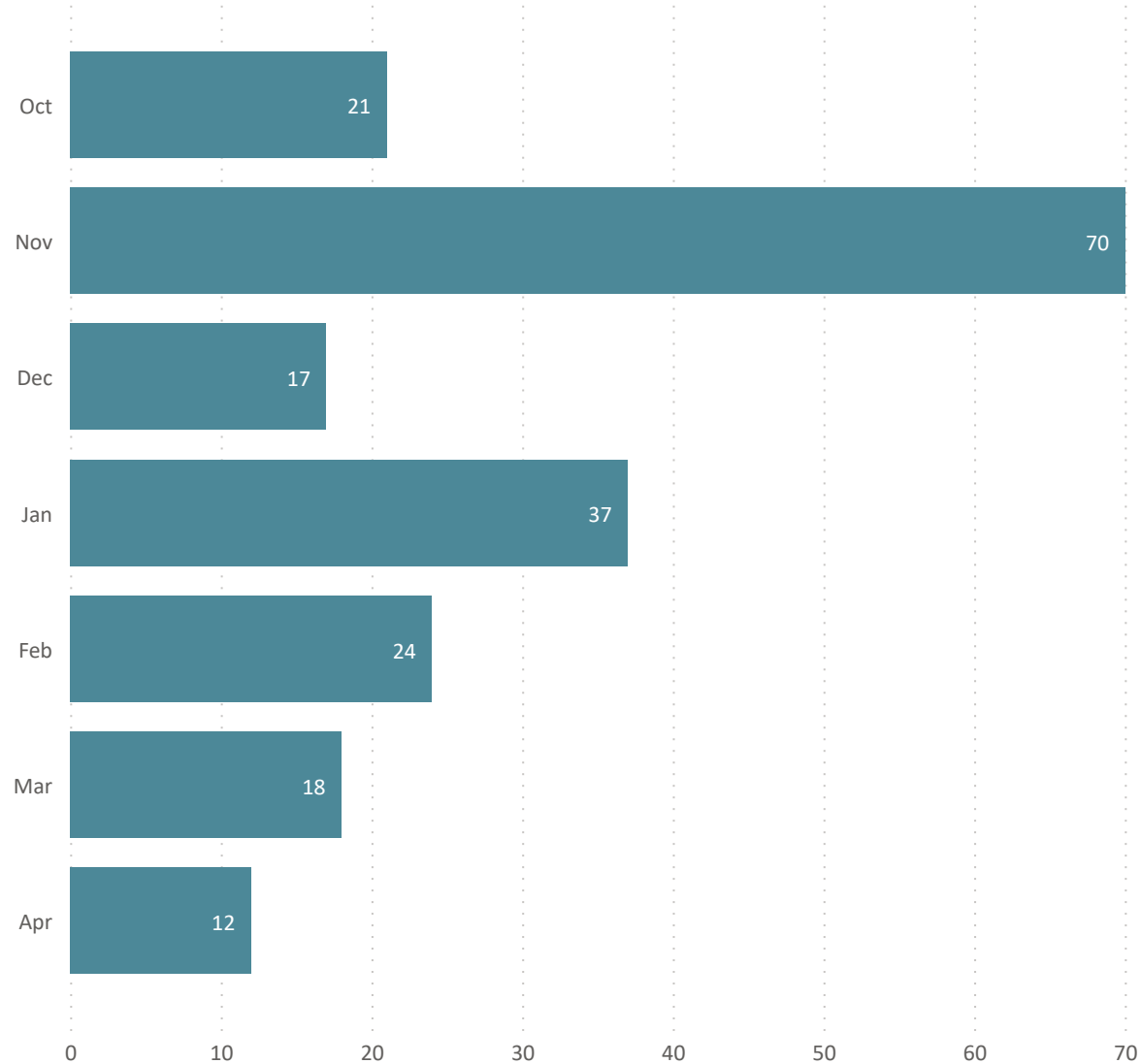
Total Revenue by Month



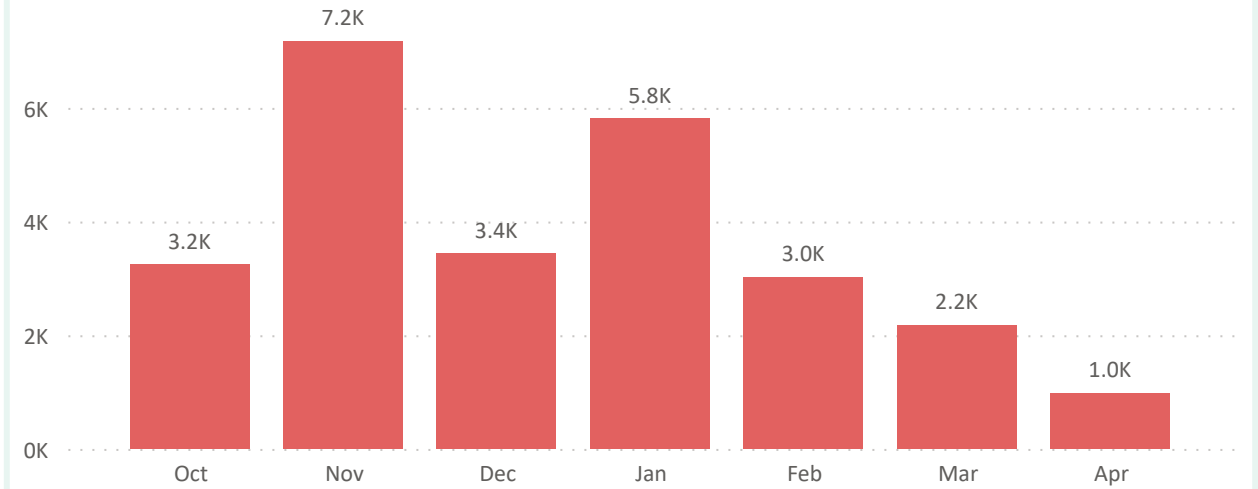
199
New RFPs YTD

25,832
Est Room Nights YTD

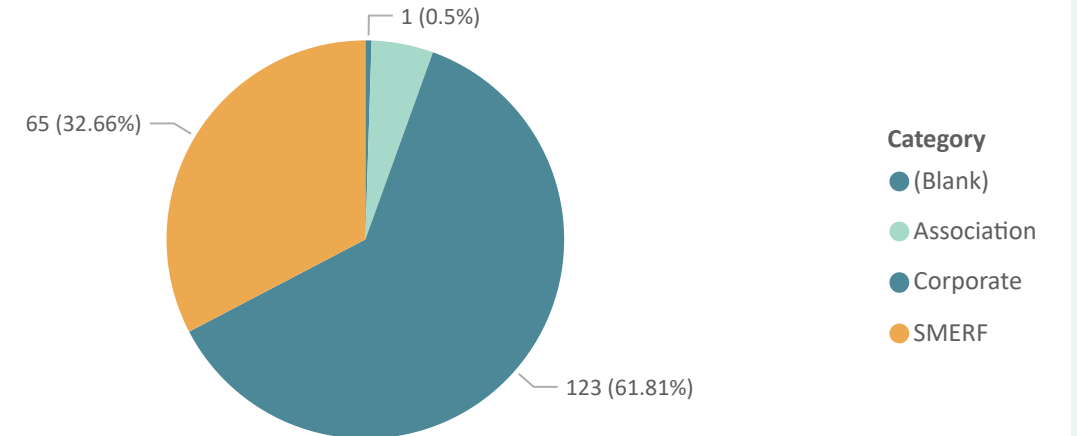
New RFPs by Month



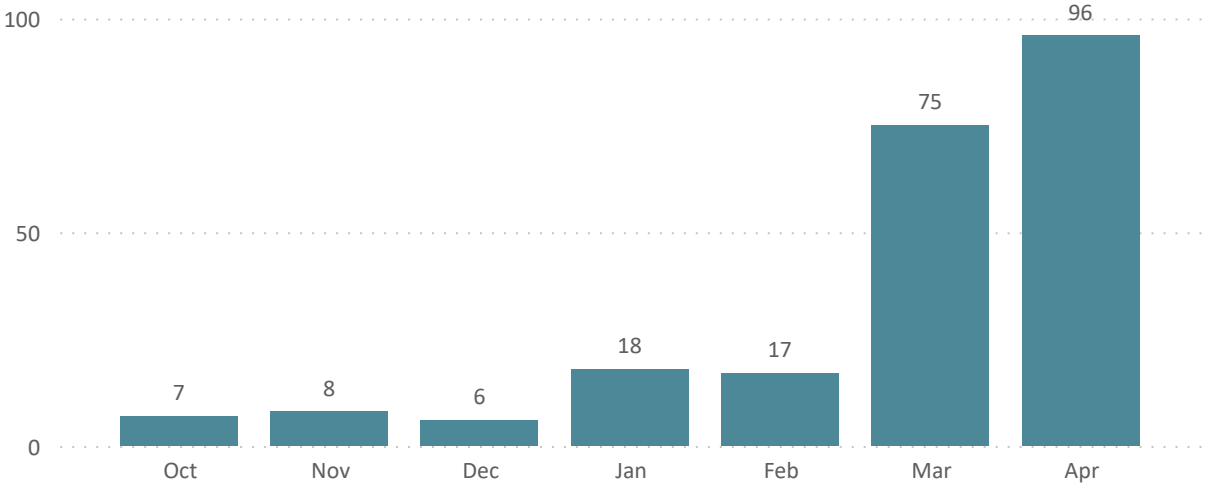
Total Room Nights by Month



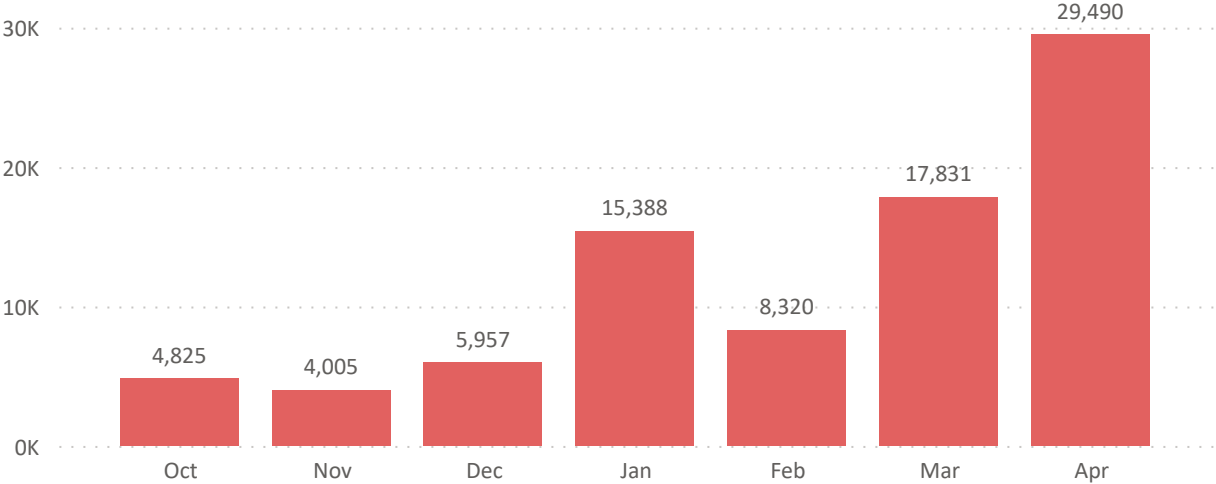
New RFPs by Category



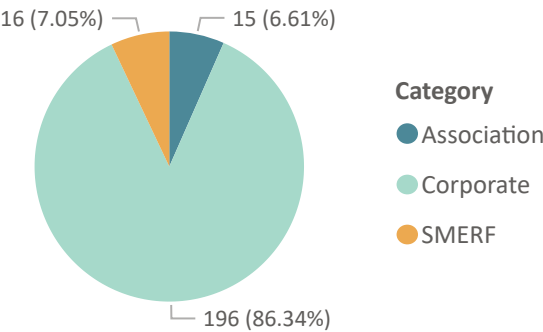
Lost Opportunities by Month



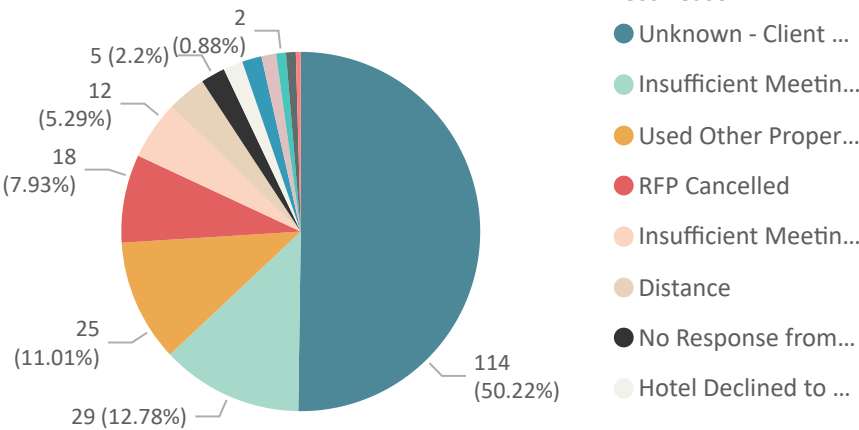
Lost Room Nights by Month



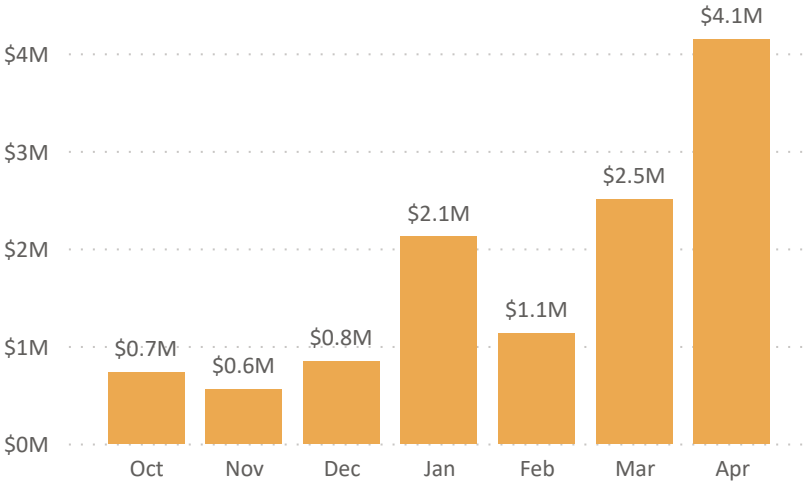
Lost by Category



Lost by Reason



Lost Revenue by Month



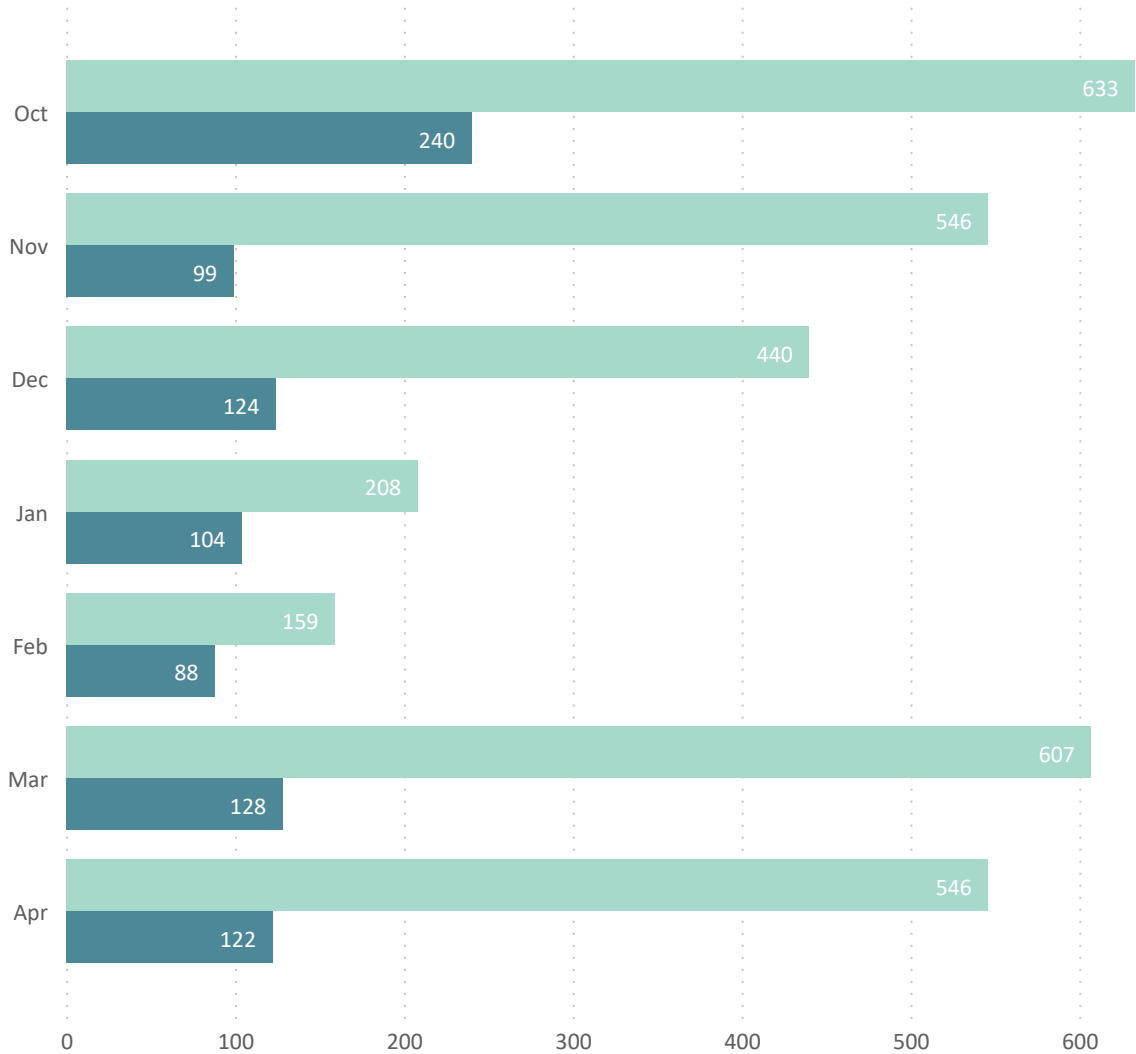
905
Visitors YTD

107
Tour Attendees YTD

ⓧ
[See details](#)

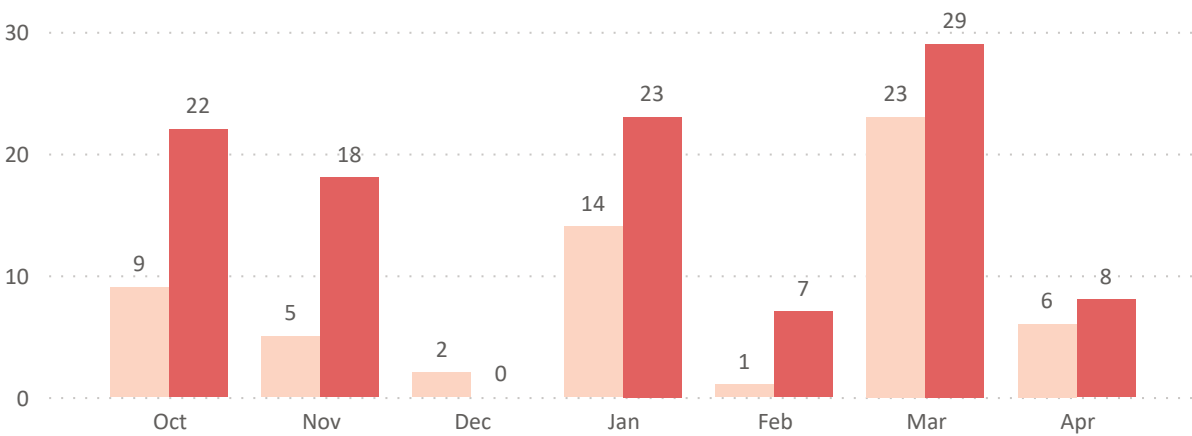
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month

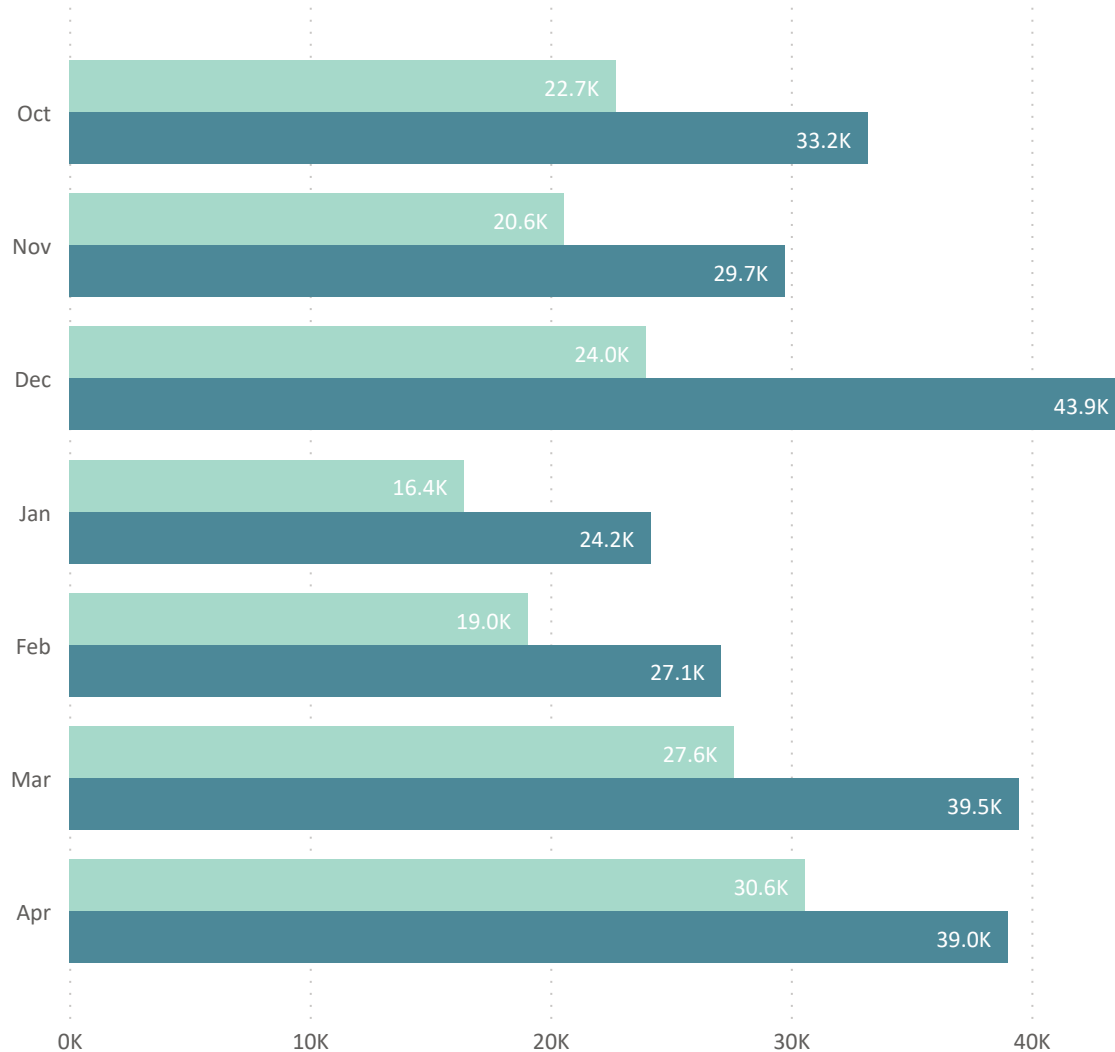
236,515
Page Views YTD

145,837
Sessions YTD

122,220
Users YTD

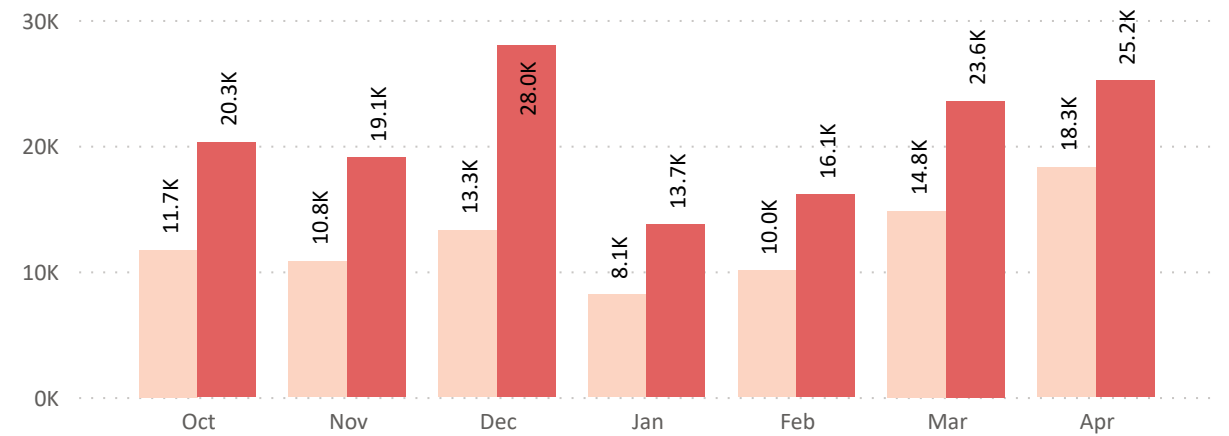
Page Views by Month

● Page Views LY ● Page Views



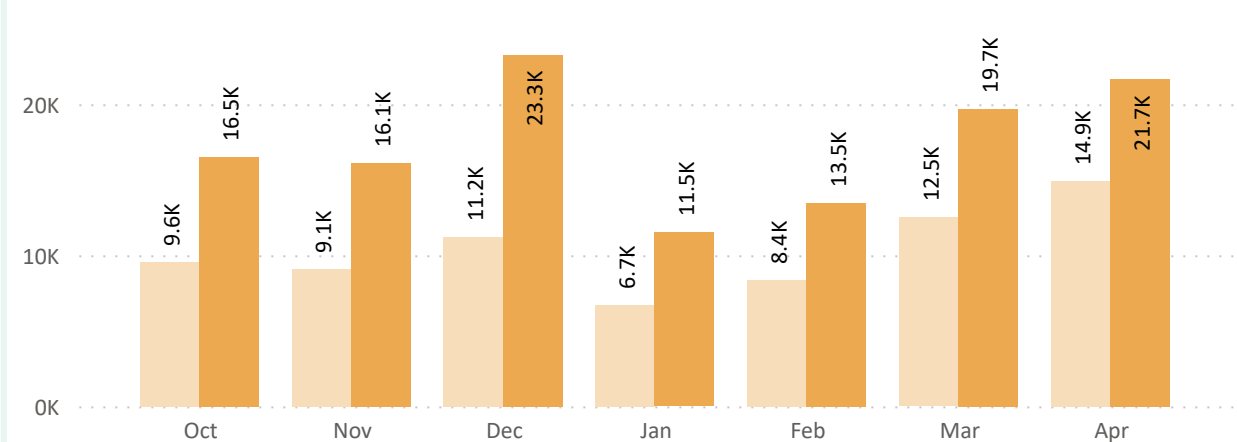
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users



14,192

Current FB Fans

642

FB Posts YTD

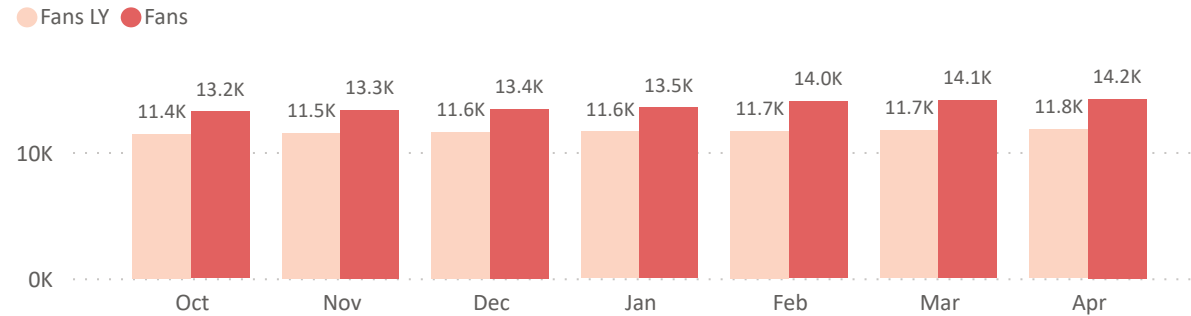
9,341

Current IG Followers

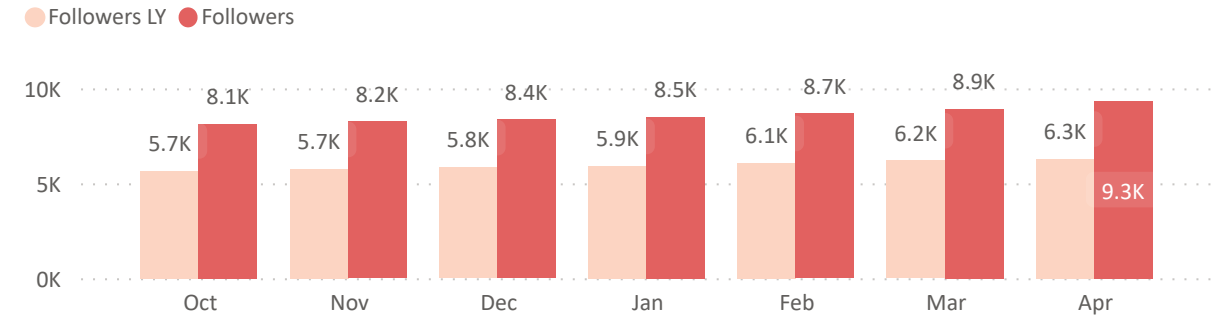
384

IG Posts & Stories YTD

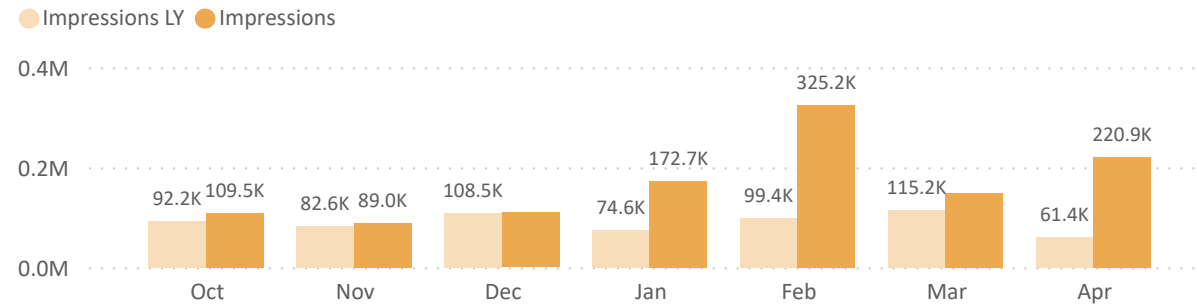
Facebook Fans by Month



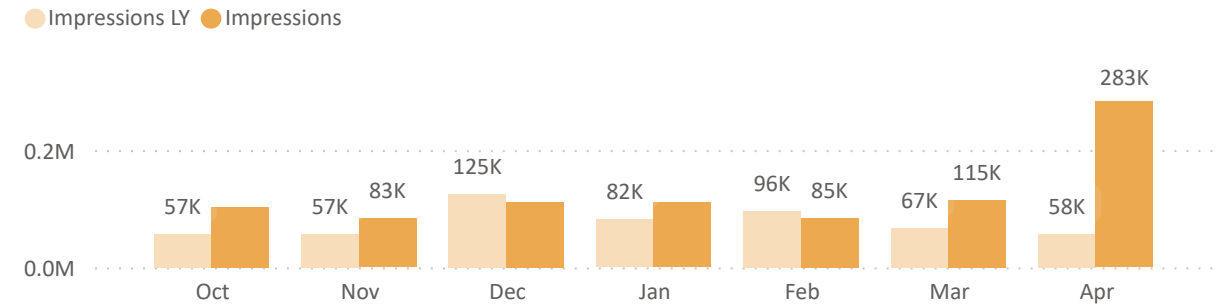
Instagram Followers by Month



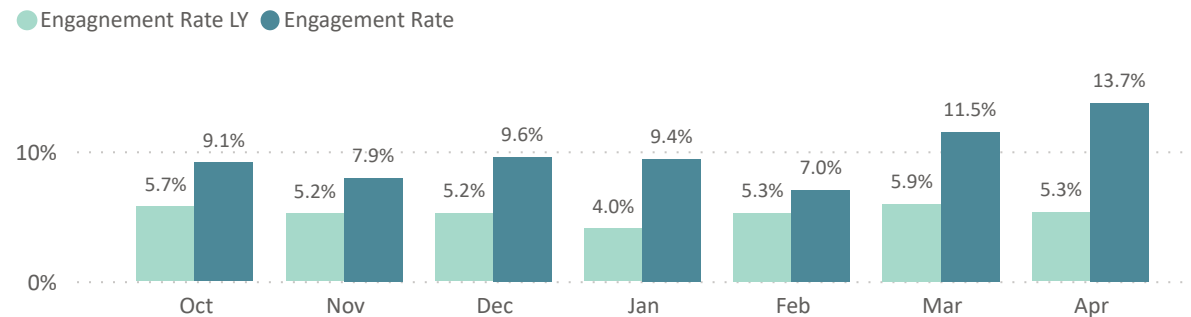
Facebook Impressions by Month



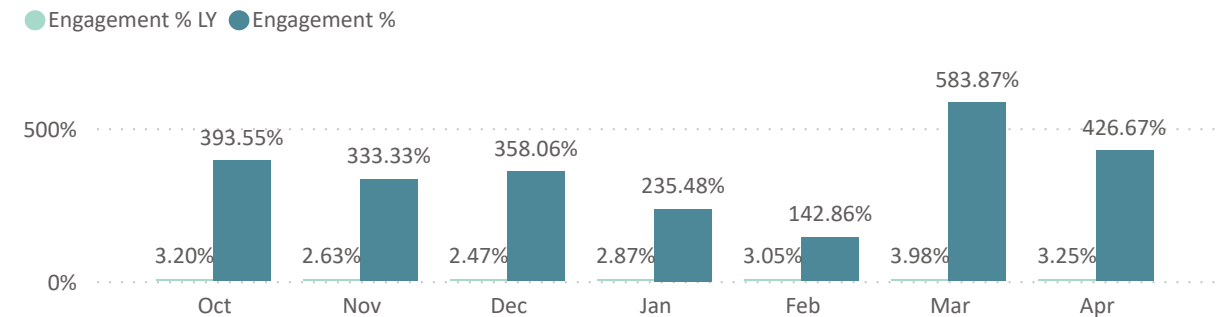
Instagram Impressions by Month



Facebook Engagement Rate per Impression



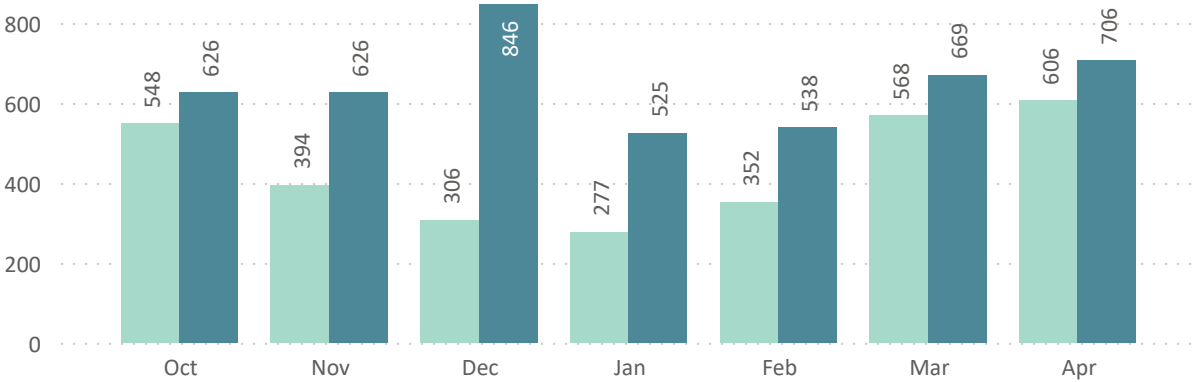
Instagram Engagement Rate per Impression



Visit Widget Users by Month

Users LY

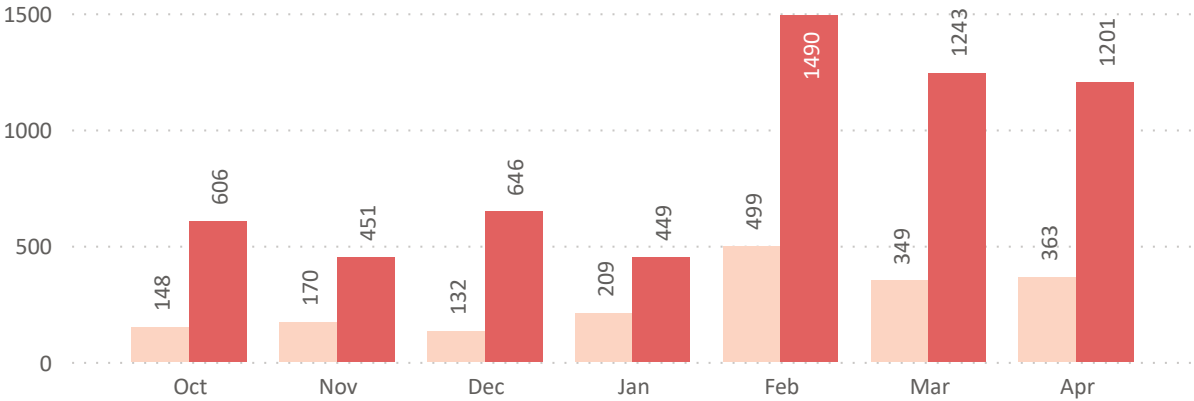
Users



YouTube Views by Month

Views LY

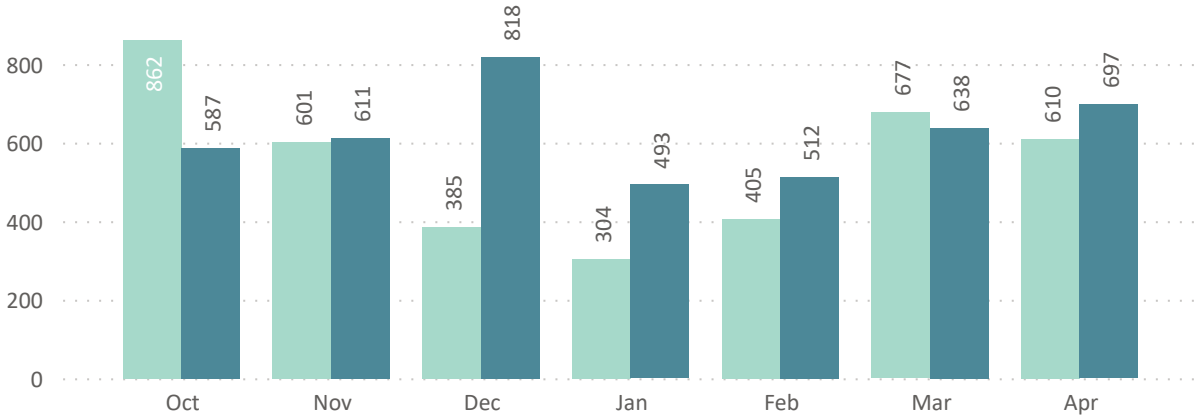
Views



Visit Widget Sessions by Month

Sessions LY

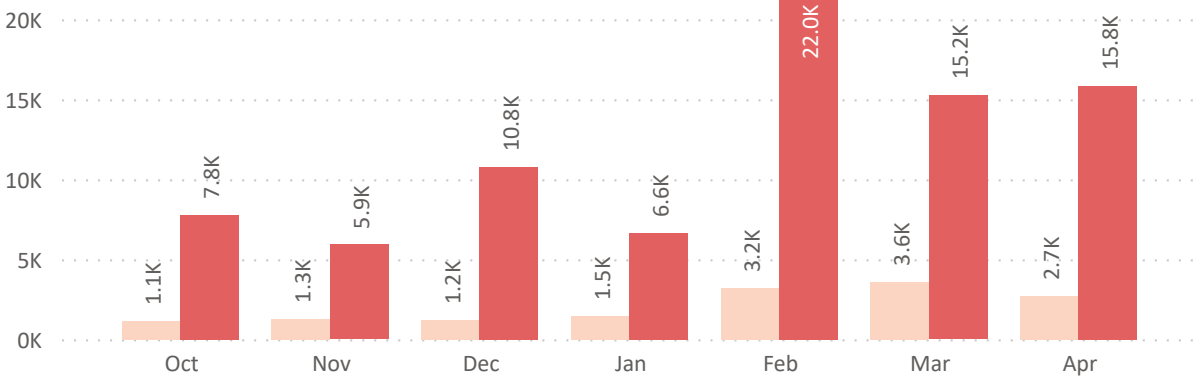
Visit Widget Sessions



YouTube Impressions by Month

Impressions LY

Impressions



32.70%

Open Rate YTD

9.76%

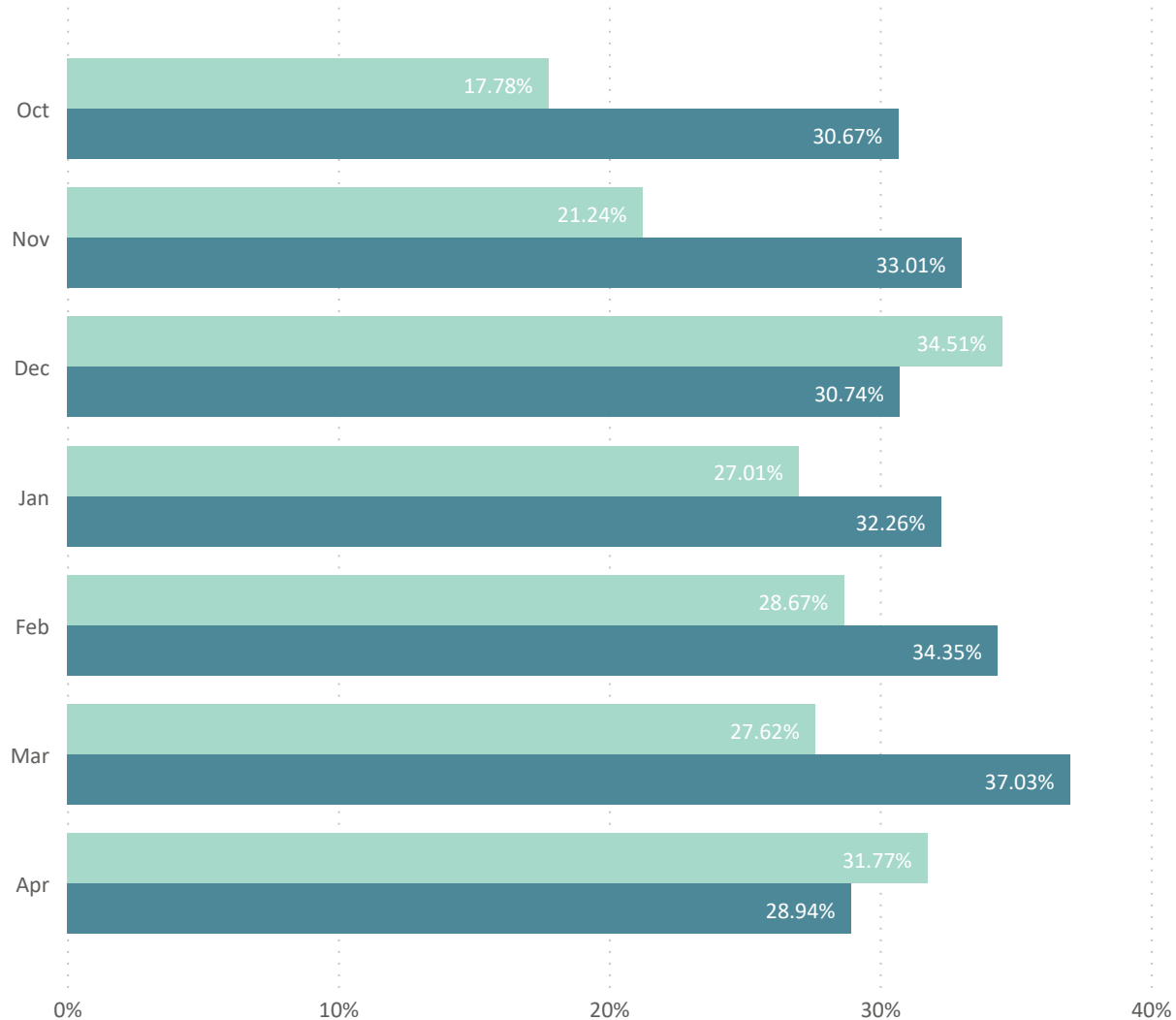
Click Rate YTD

131,096

Total Recipients YTD

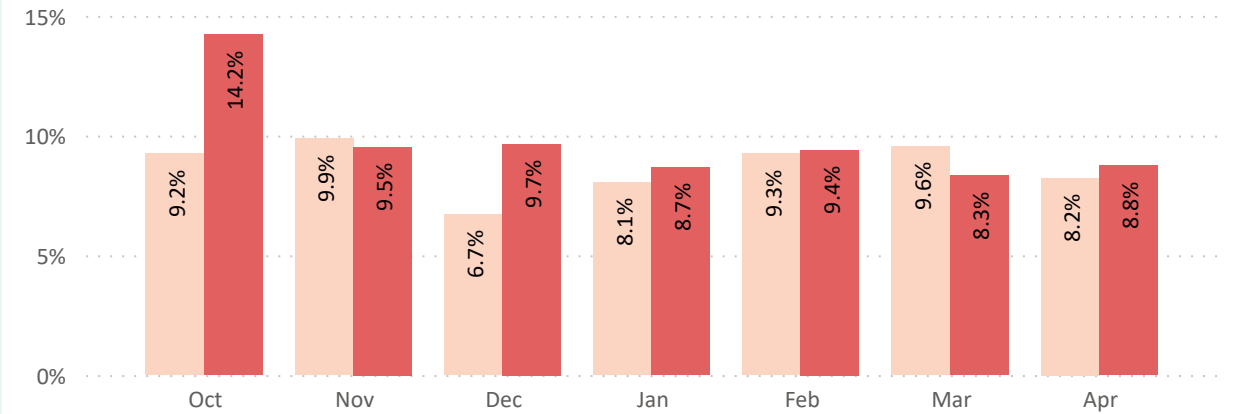
Open Rate by Month

● Open Rate LY ● Open Rate



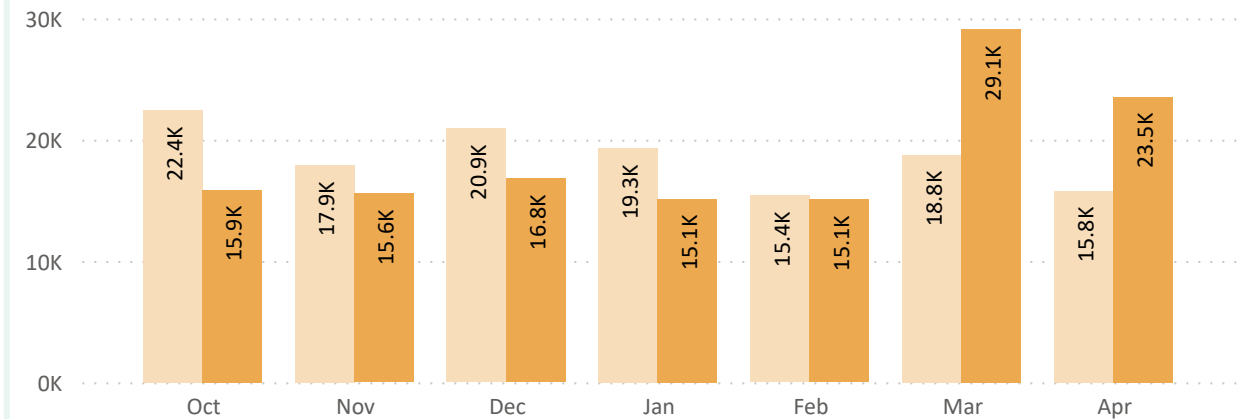
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



68.17%

Occupancy YTD

\$92.36

ADR YTD

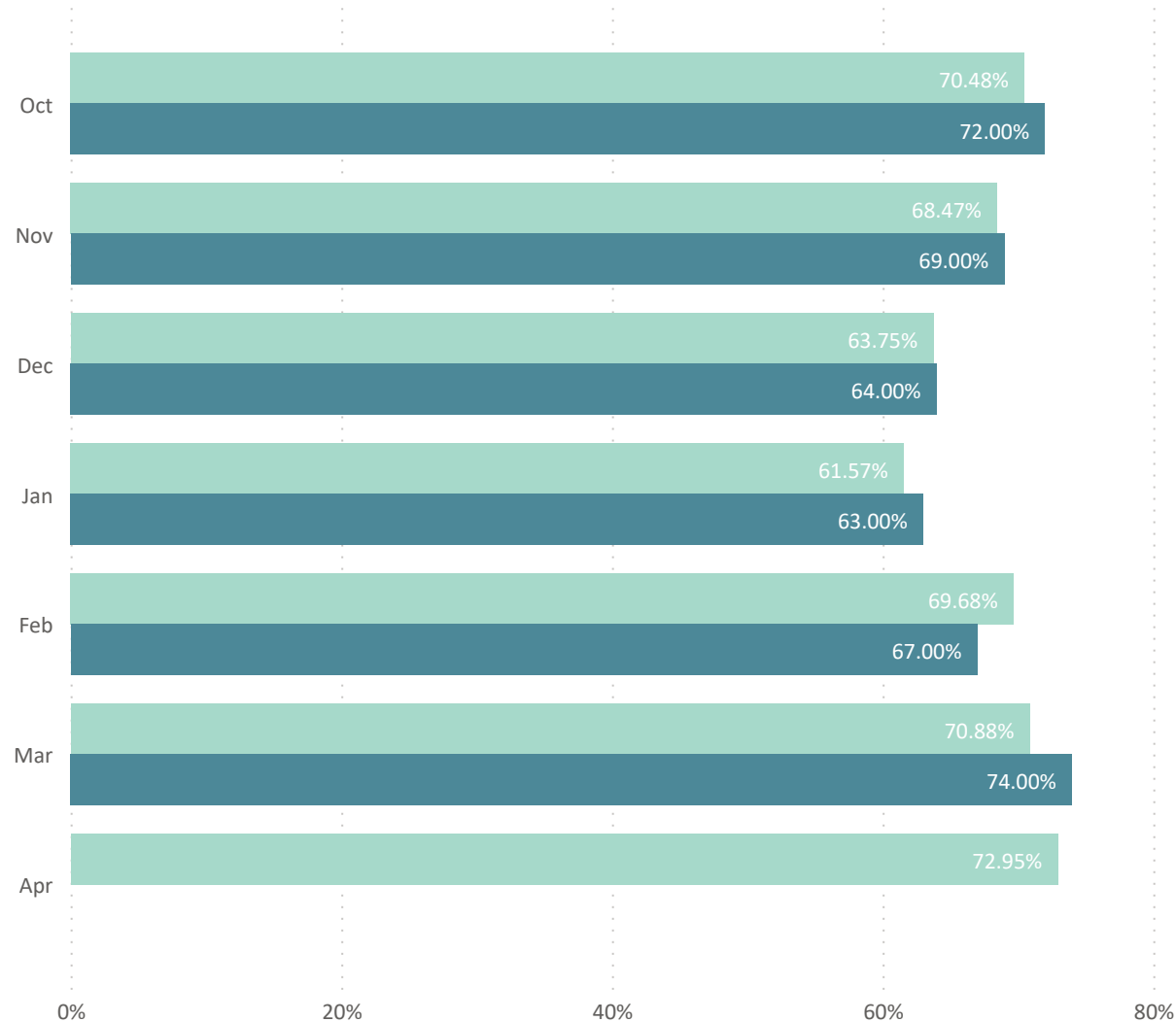
\$19,219,509.56

Total Revenue YTD

Occupancy by Month

STR T Occ MTD LY

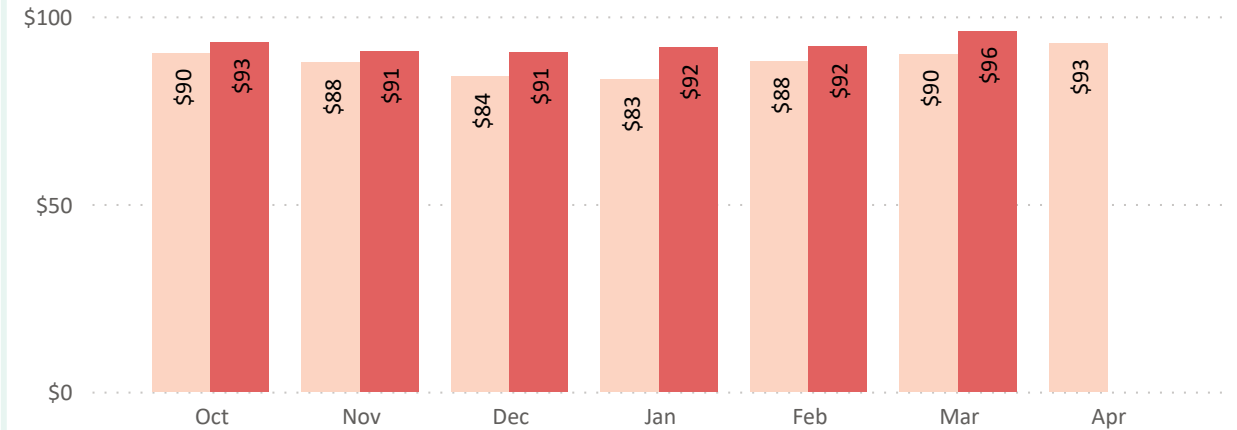
STR T Occ MTD



Average Daily Rate by Month

ADR LY

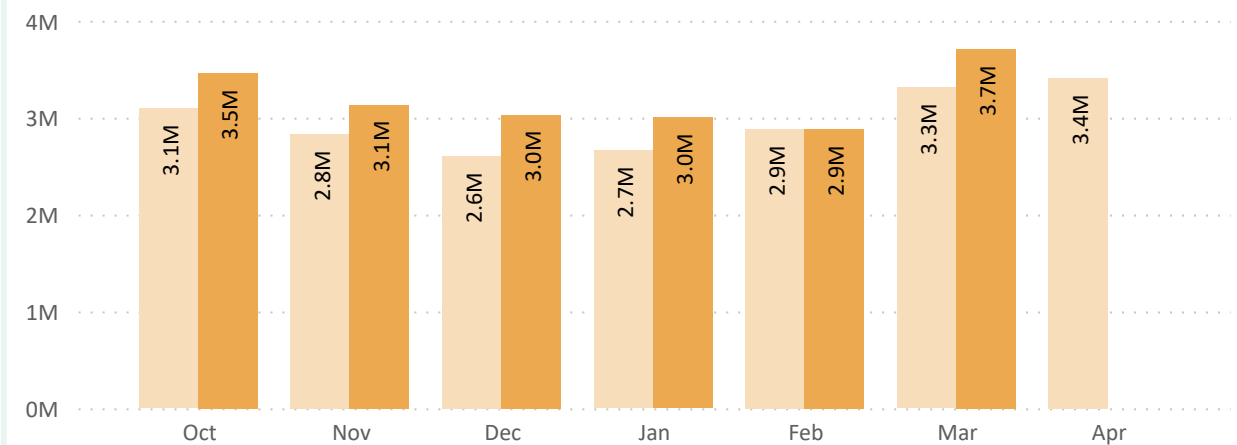
ADR



Revenue by Month

Revenue LY

Revenue



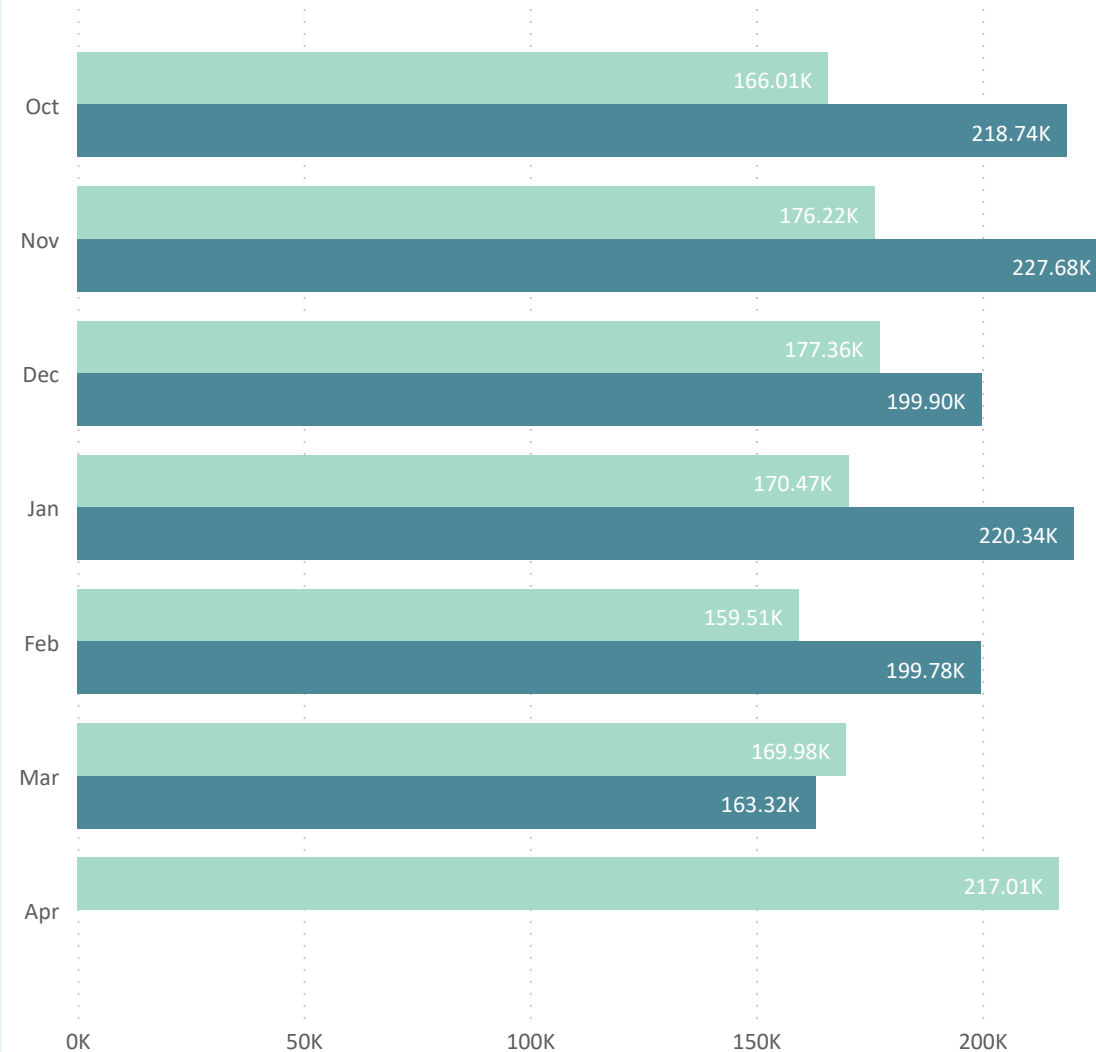
\$1,229,762
HOT Revenue YTD

37.76%
% Rooms Nights YTD

160,823
Room Nights YTD

Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



Amount Paid by Property

