

visit **McKinney** Monthly Report

March - 2023



Executive Director Report

Operations:

- Congratulations to Beth Shumate on 15 years of service for the City of McKinney!
- Visit McKinney Experience Center:
 - The main furniture items are all ordered.
 - Mural approval is ongoing.
 - AW & SS will visit the Anne McGilvray Showroom on 3/31.
 - Still working on securing a POS System.
- AW graduated from the Leading EDGE: Engaging, Developing, Growing, and Empowering your Local Government through Leadership and High Performance program.
- AW presented at the join McKinney City Council x MISD School Board Meeting about our partnership with MISD Athletics.
- Staff held a CVB 101 Training with Discover Denison staff.
- Destination Dashboards: We will move our internal and external reports to DD over the next month and no longer use the Power BI platform.
- Executive Director's Key Meetings - Main Street, MEDC and MCDC Board Meetings, Executive Leadership Team Meeting, City Director's Meeting, M's Event Preview, City Council, and Bi-Weekly Check-in with the City Manager.

Sales & Services:

- Community Leaders of America
 - The sales and Services team is assisting the CLA President to ensure a fantastic experience for attendees.
- Parks and Recreation - Discussed the booking process for local tournaments and how VM can add value to the providers.
- Toured the Arete Athletics Facility and discussed future partnerships to attract large volleyball tournaments.
- Byron Nelson:
 - Bi-weekly planning committee meetings.
 - Met with Allie Smith from the Byron staff to discuss our to-do list.

Upcoming Major Events:

- Downtown Coffee Crawl - March 25
- City of Georgetown Staff & Council Visit – April 5-6
- IWCA's 93rd National Specialty Dog Show - April 17-20
- Influencer FAM Tour - Saturday, April 22
- Community Leaders of America Conference - May 2-5
- AT&T Byron Nelson - May 8-14
- National Travel & Tourism Week - May 7-13
- NJCAA DI National Tennis Championship - May 15-19

Marketing & Communications:

- Continued meetings with the City Marketing and Communications team to develop our goals and next steps for the 2023 leisure and sales campaigns.
- ADARA Campaign - Visit McKinney and City Communications will partner on a 6-month digital marketing campaign through September 2023.
- Met with the VM Marketing Committee Meeting - 2/27

Event Participation:

- 2023 TTA UNITY Conference and Dinner
- Krewe of Barkus McKinney
 - Benji Statue Dedication
- McKinney Chamber Awards
- Texas Downtown Association Assessment - Bryan, TX
- United Acts of Kindness Day
- MEDC, MCDC, and the McKinney Chamber Open House



1013

Sales Calls YTD

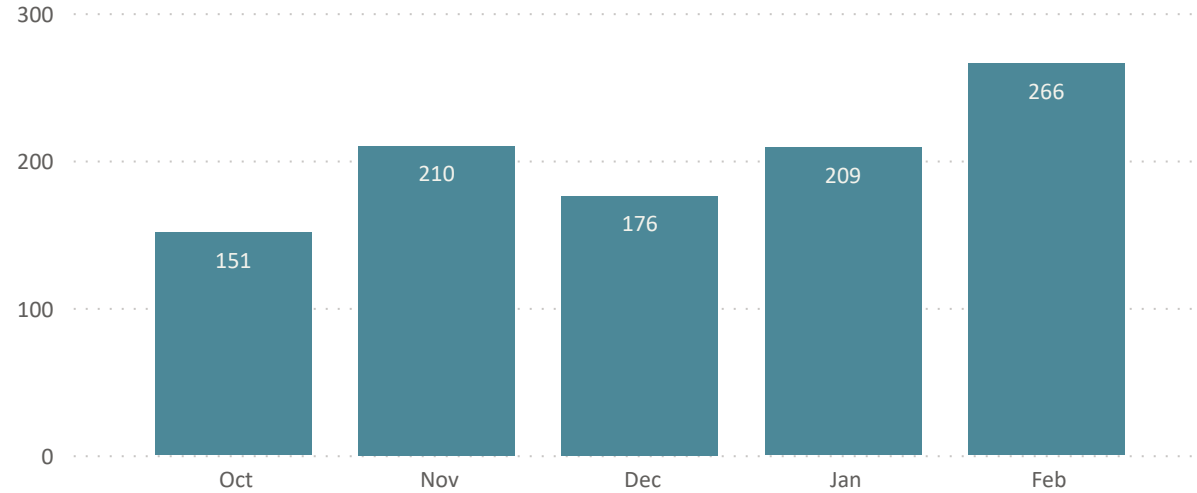
8

Event Mgmt YTD

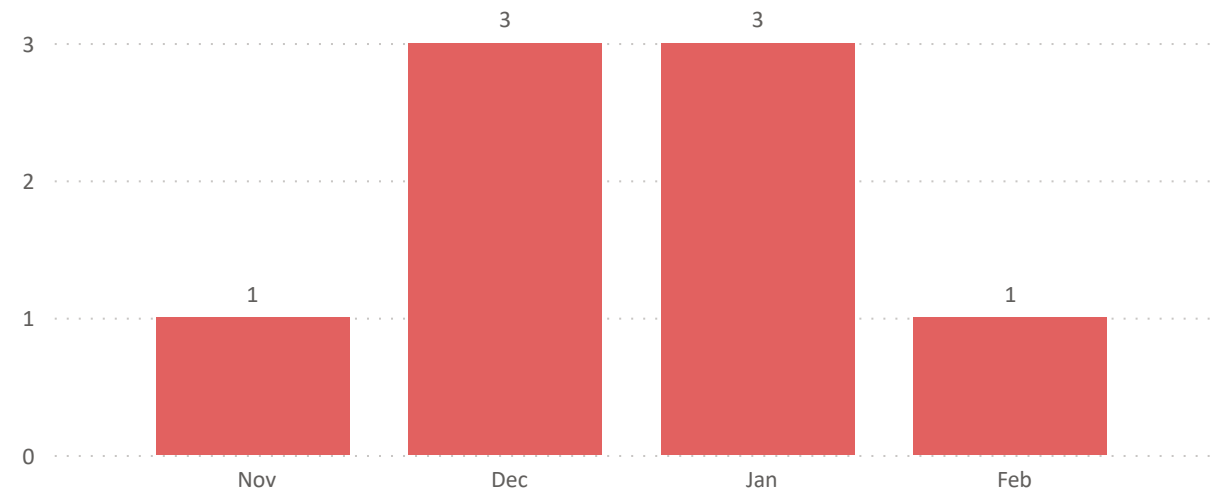
959

Total Welcome Bags YTD

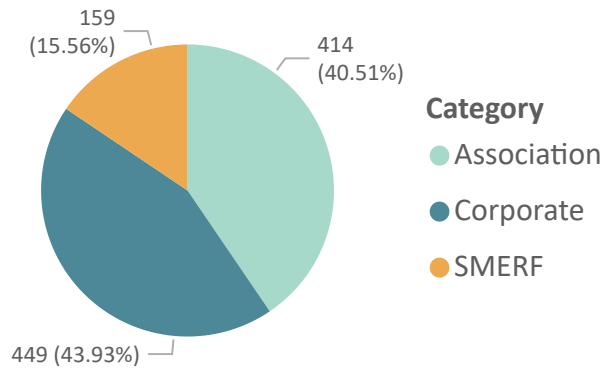
Sales Calls by Month



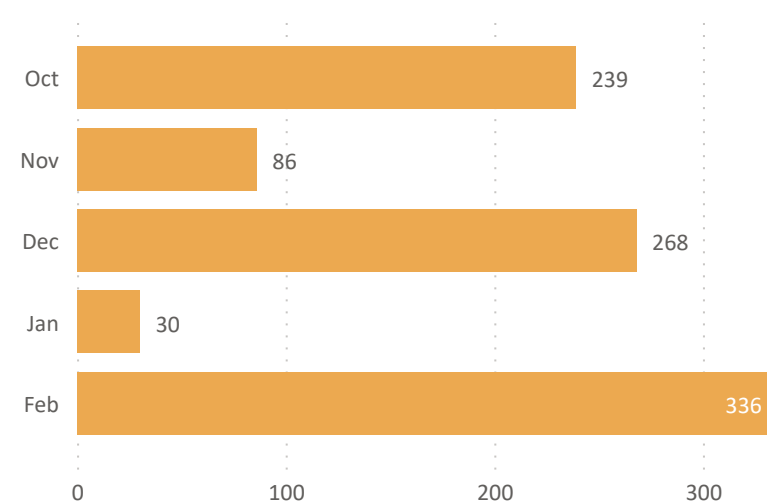
Event Mgmt by Month



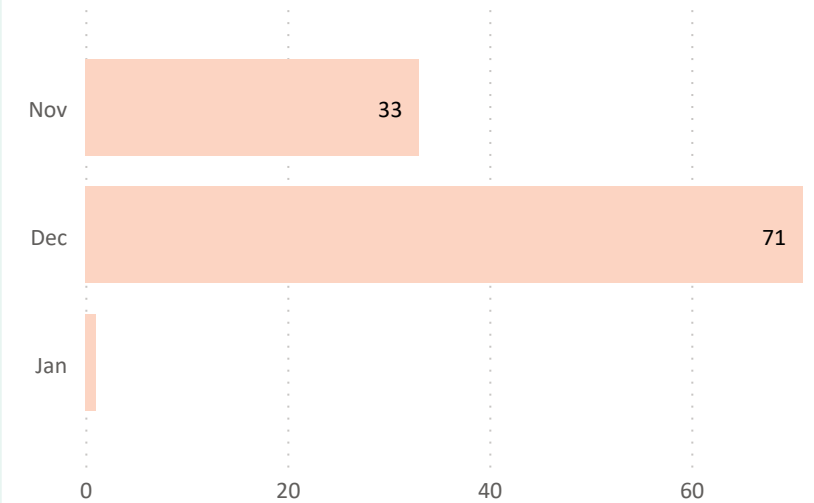
Sales Calls by Category



Event Services by Month



Partner Check-In by Month

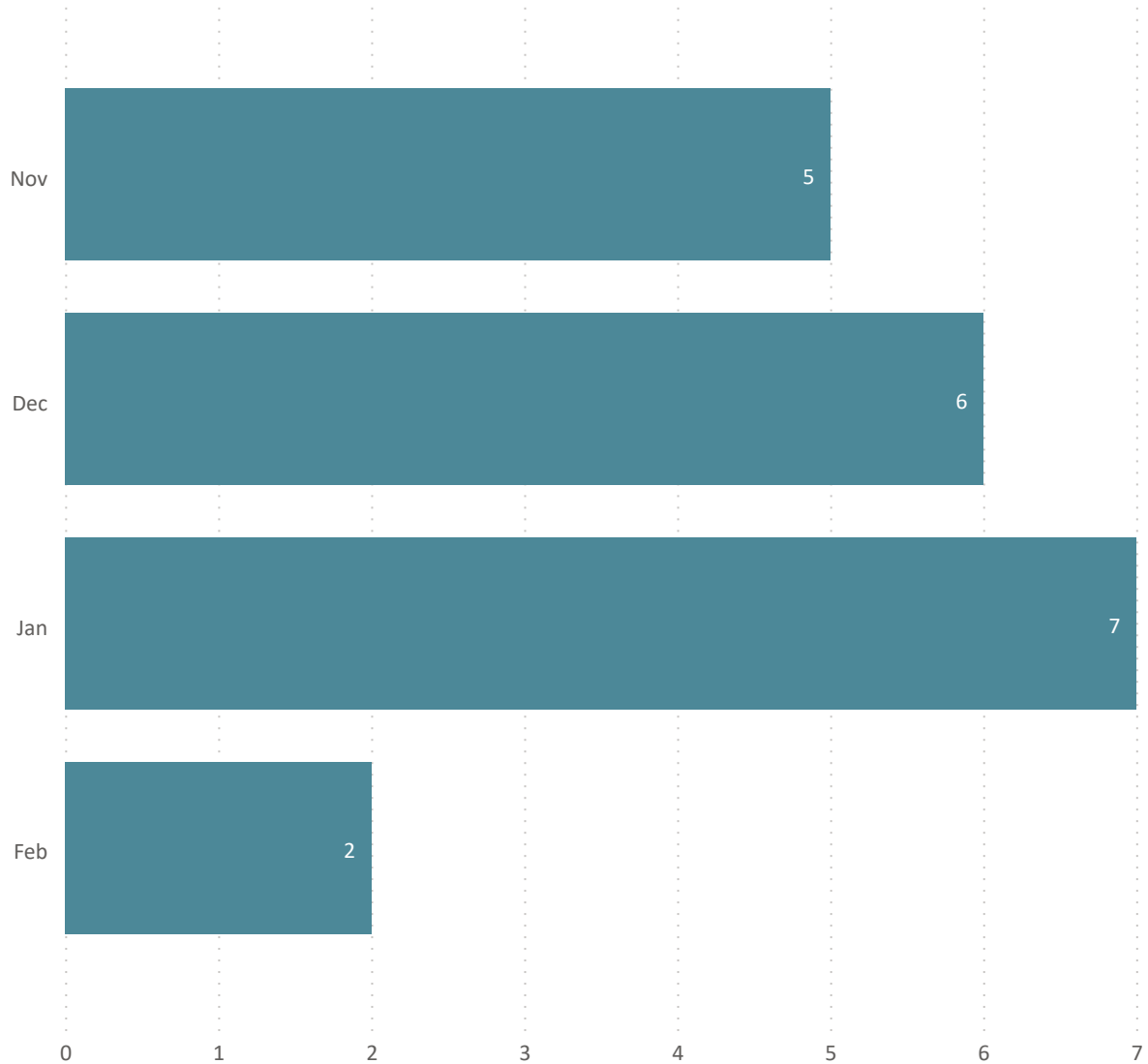


20
Leads YTD

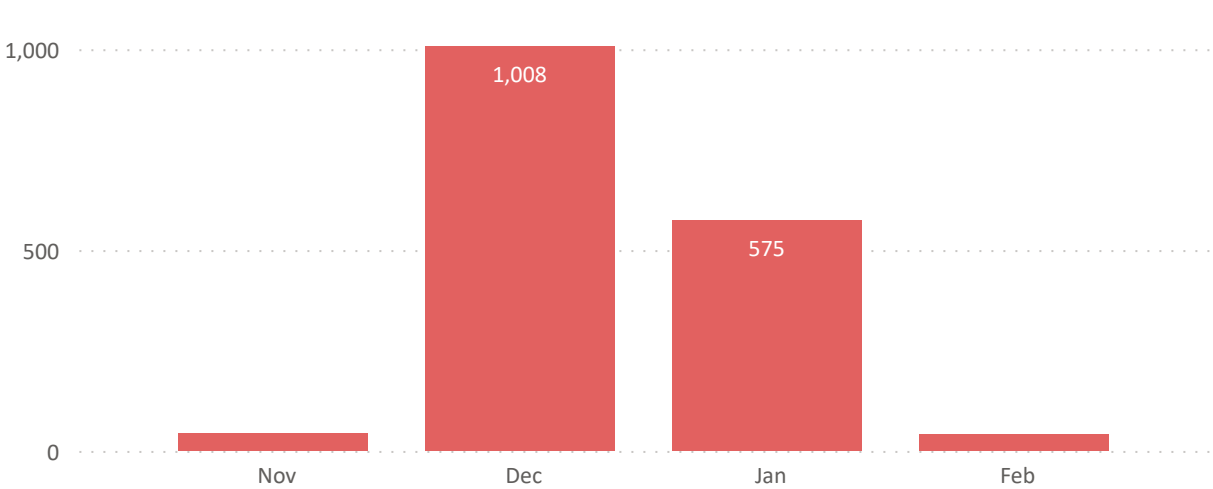
1,667
Total Rooms Nights YTD

\$216,122
Total Revenue YTD

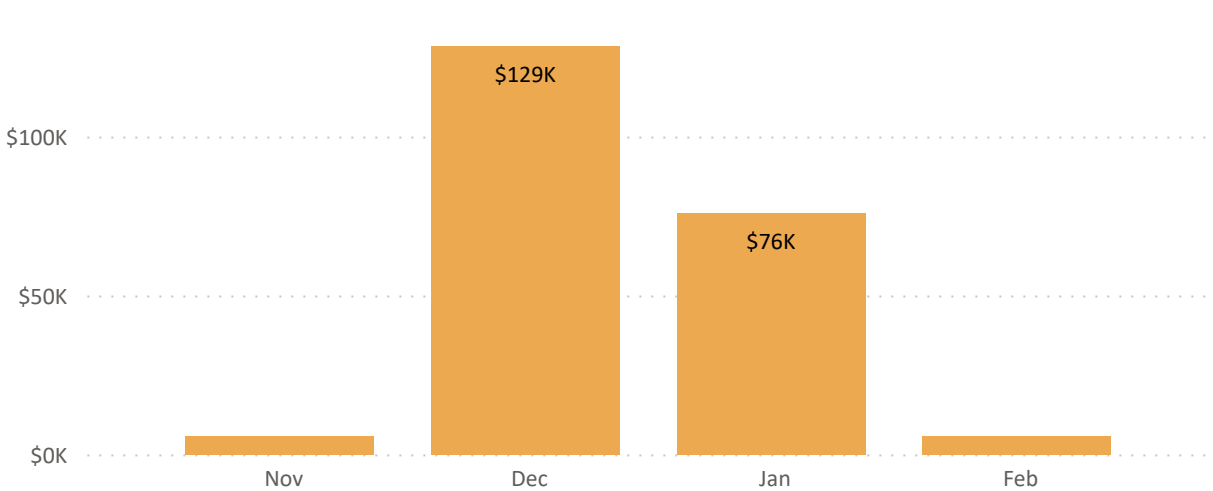
Leads by Month



Total Room Nights by Month



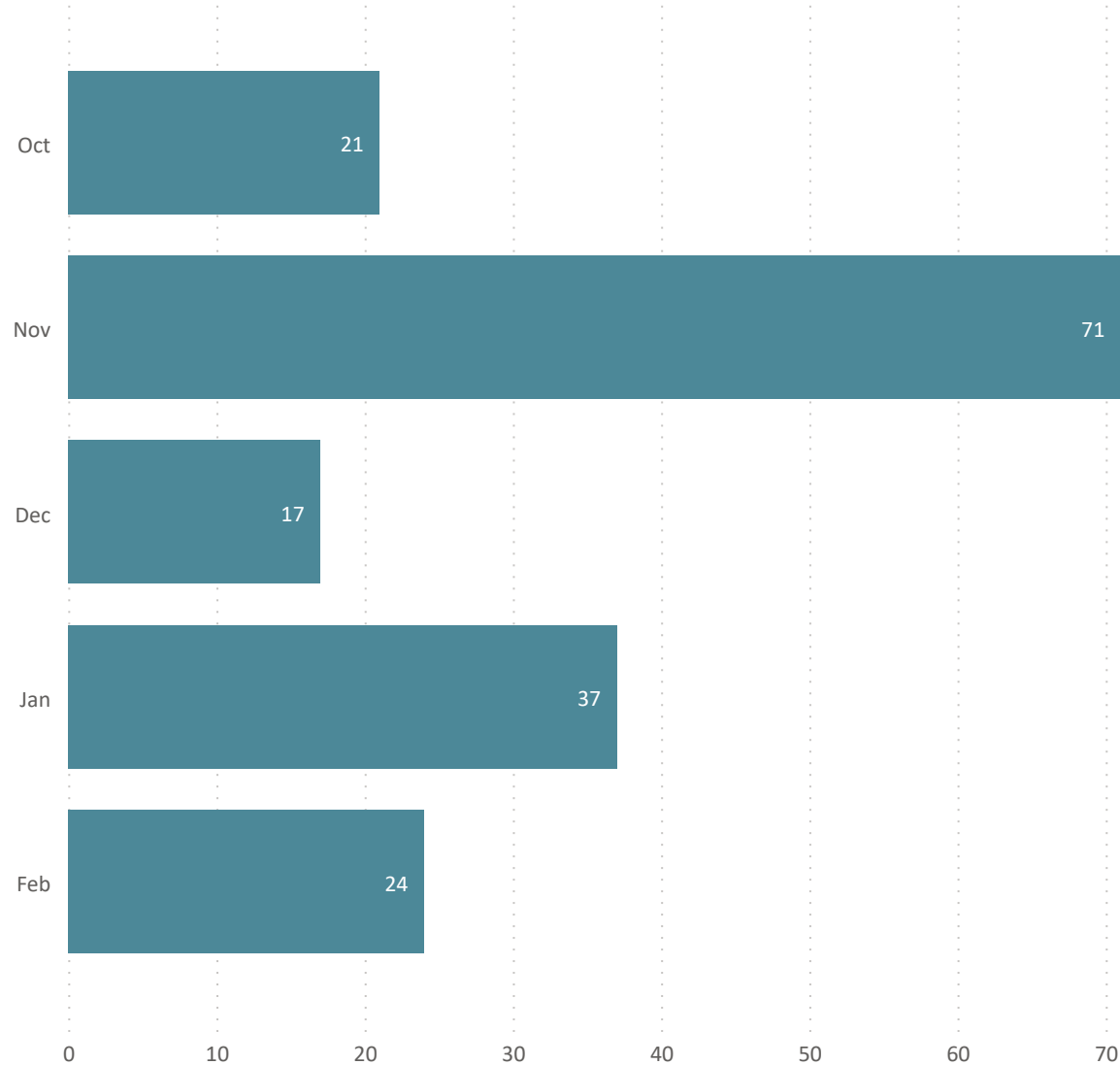
Total Revenue by Month



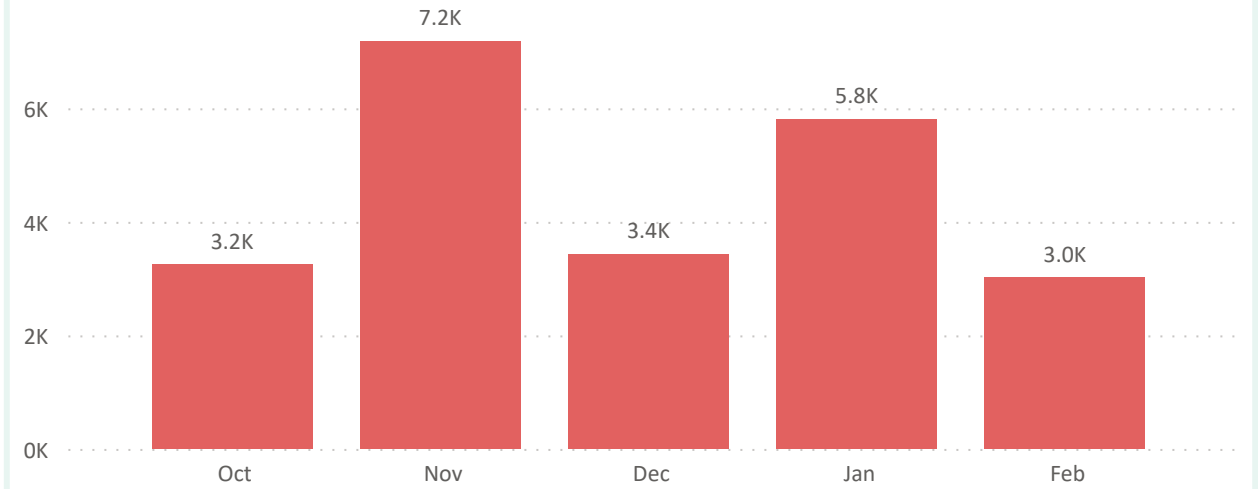
170
New RFPs YTD

22,685
Est Room Nights YTD

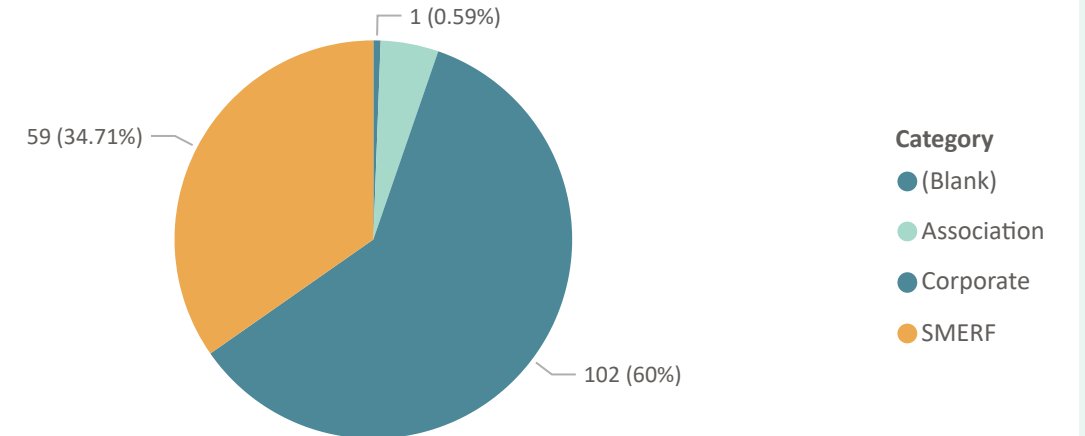
New RFPs by Month



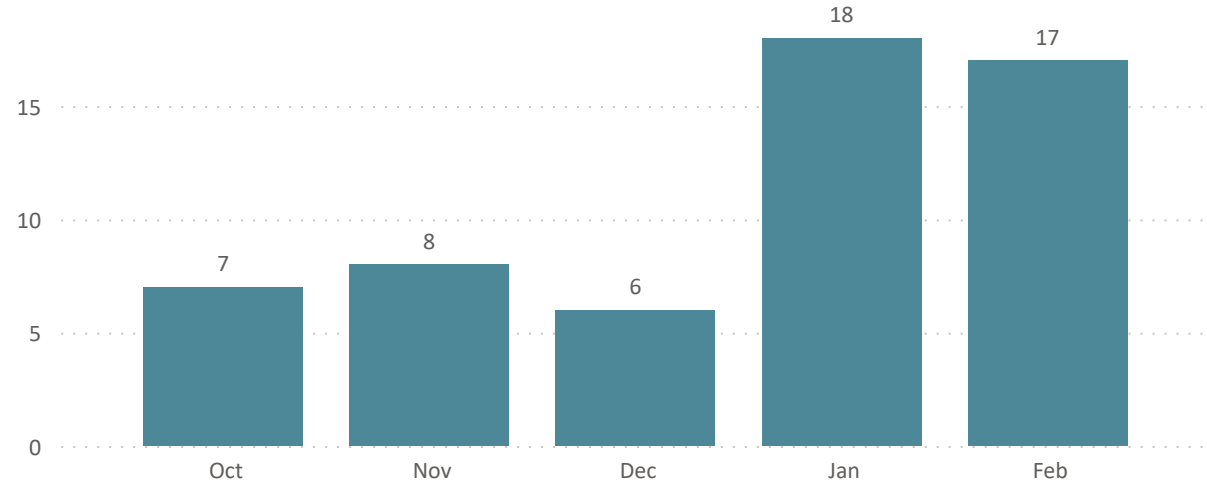
Total Room Nights by Month



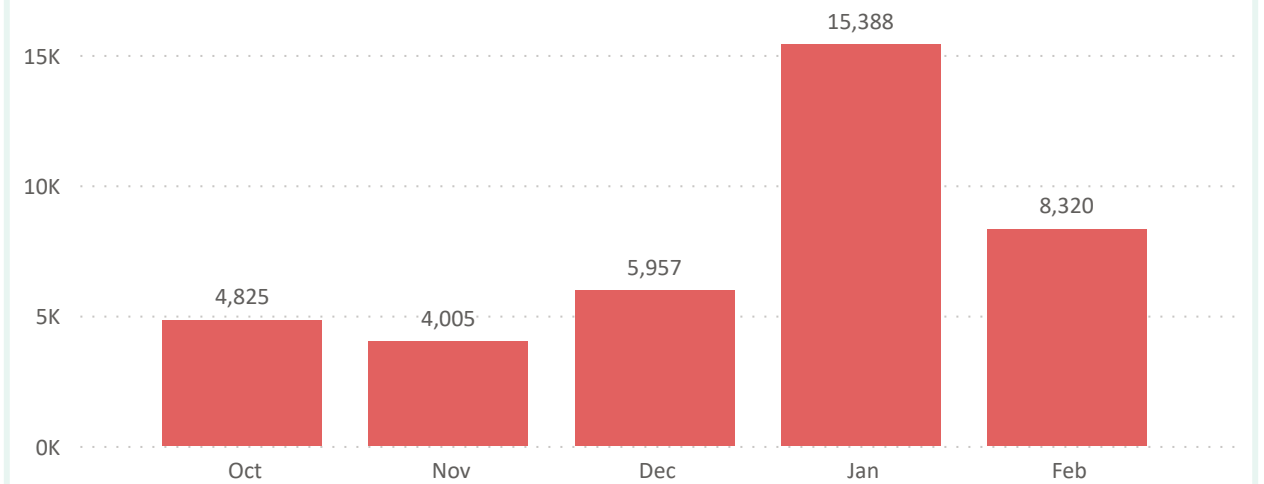
New RFPs by Category



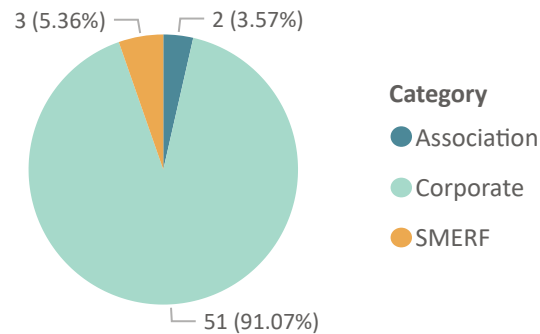
Lost Opportunities by Month



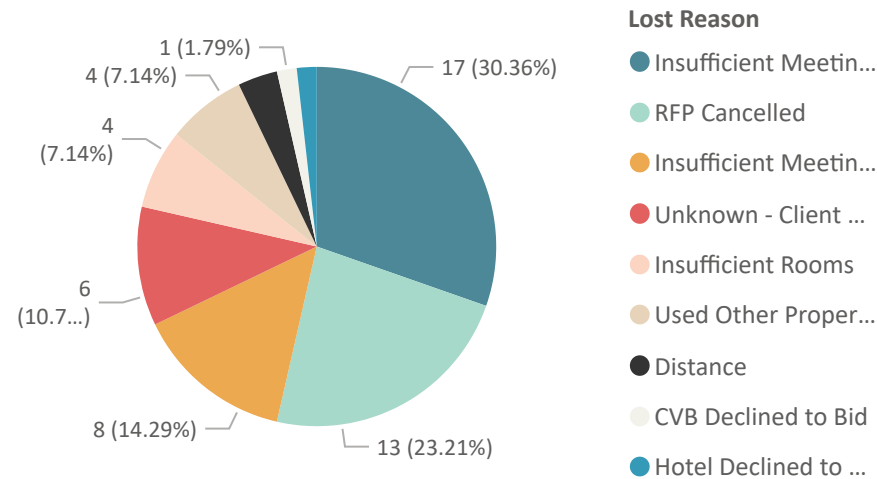
Lost Room Nights by Month



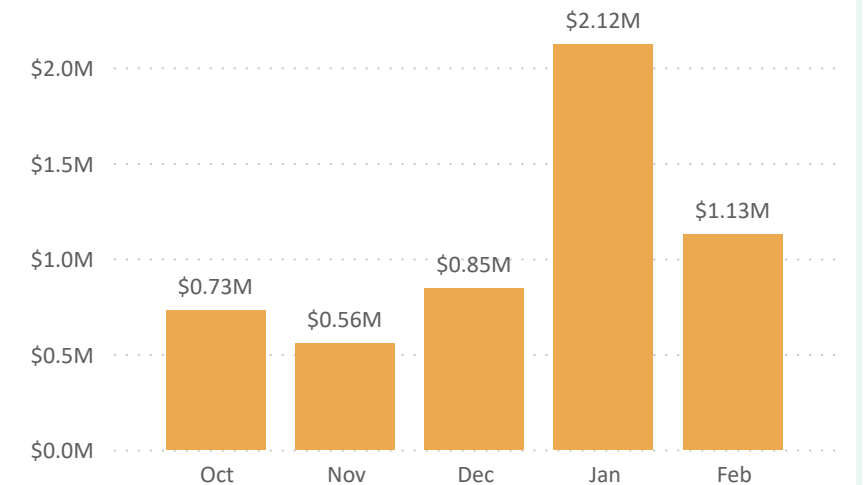
Lost by Category



Lost by Reason

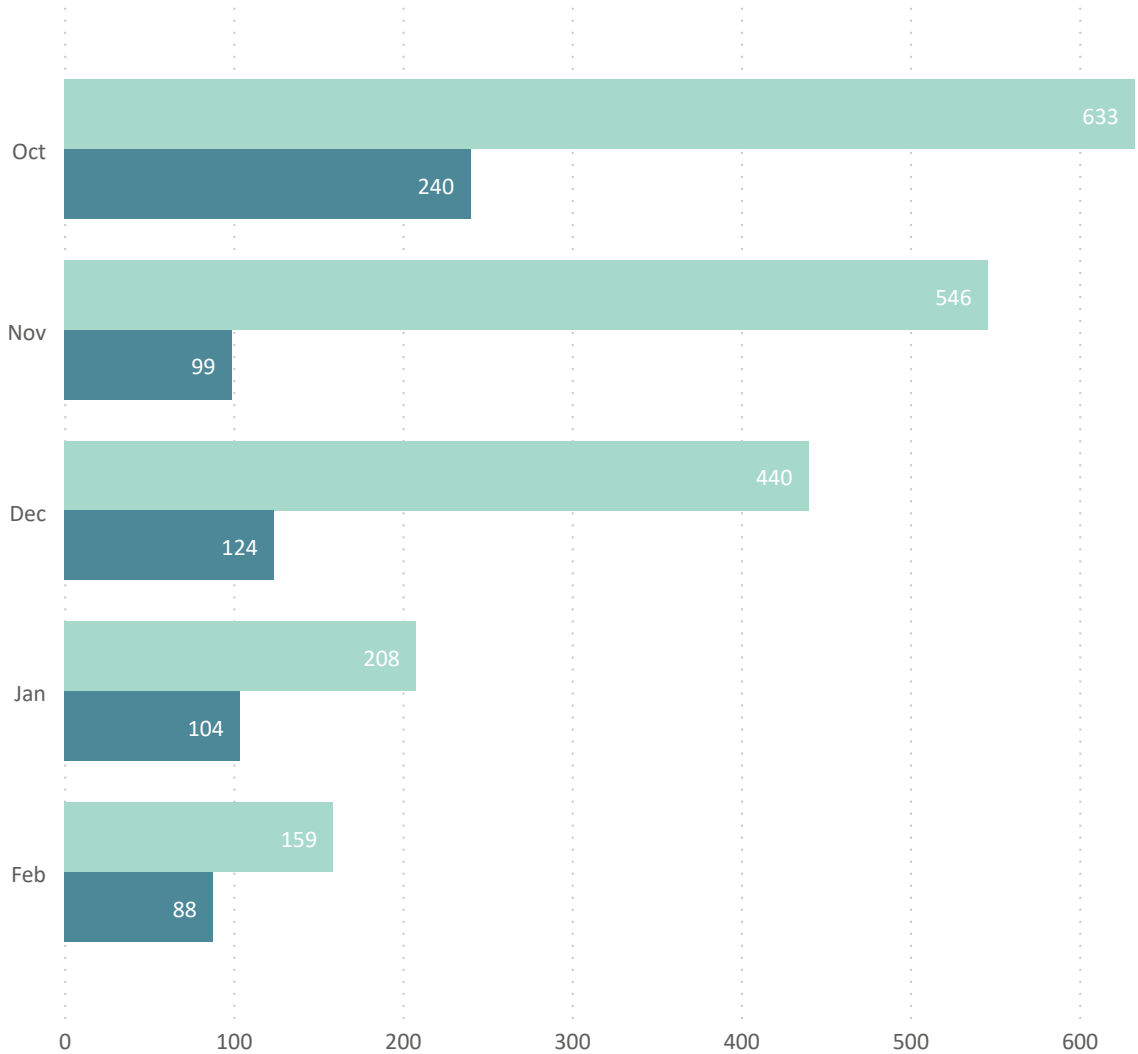


Lost Revenue by Month



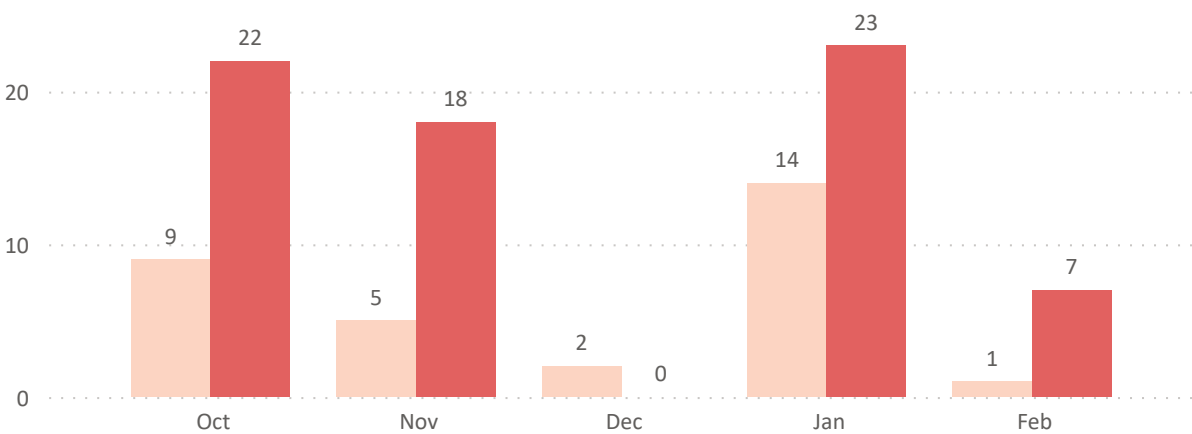
Total Visitors by Month

Visitors LY Visitors



Tour Attendees by Month

Tour Attendees MTD LY Tour Attendees MTD



McKinney Market Payments by Month

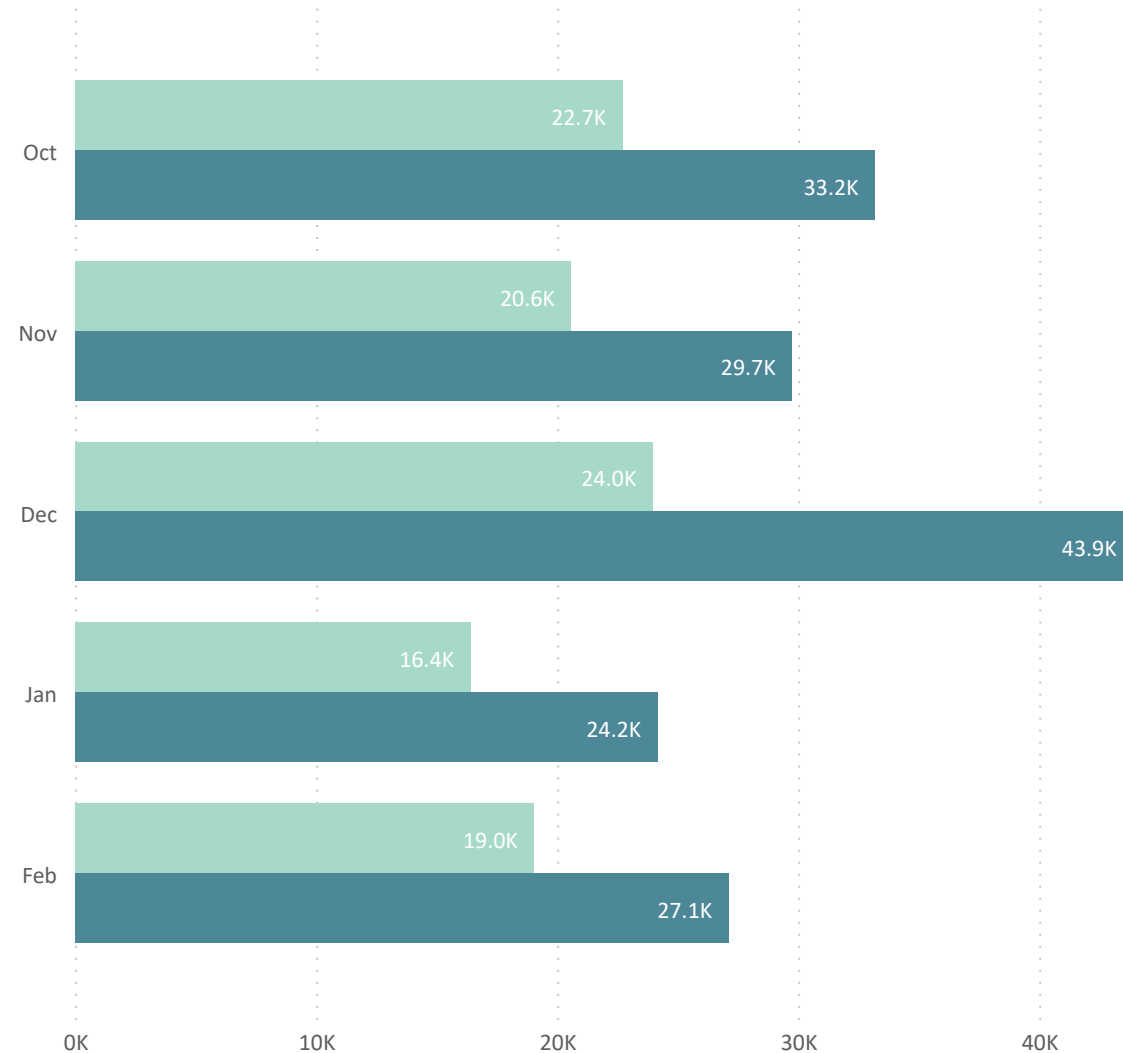
158,057
Page Views YTD

97,129
Sessions YTD

80,865
Users YTD

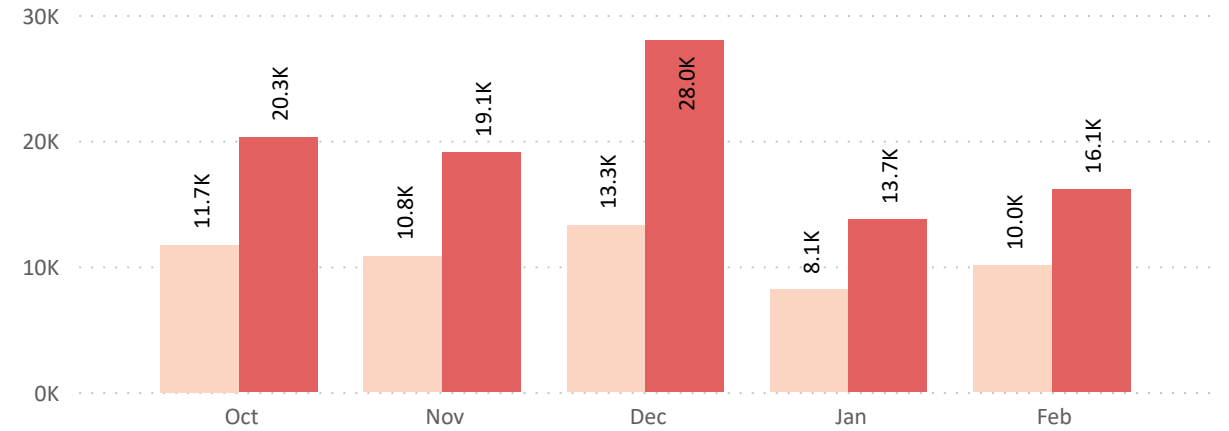
Page Views by Month

● Page Views LY ● Page Views



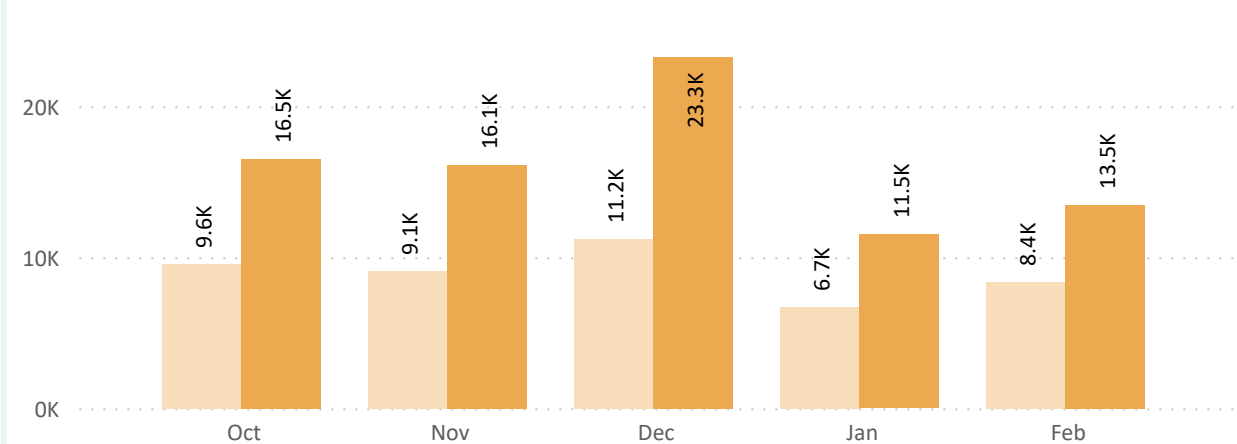
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users



13,999

Current FB Fans

409

FB Posts YTD

8,677

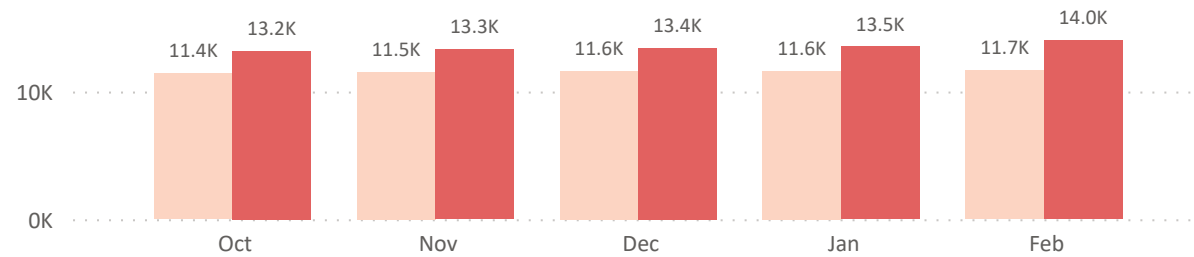
Current IG Followers

276

IG Posts & Stories YTD

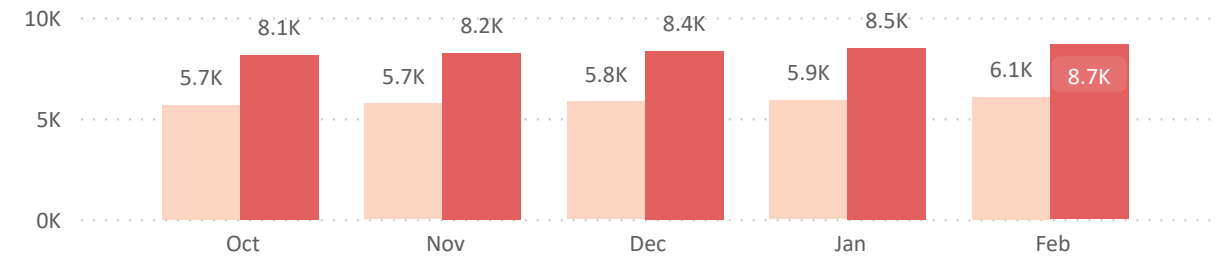
Facebook Fans by Month

Fans LY Fans



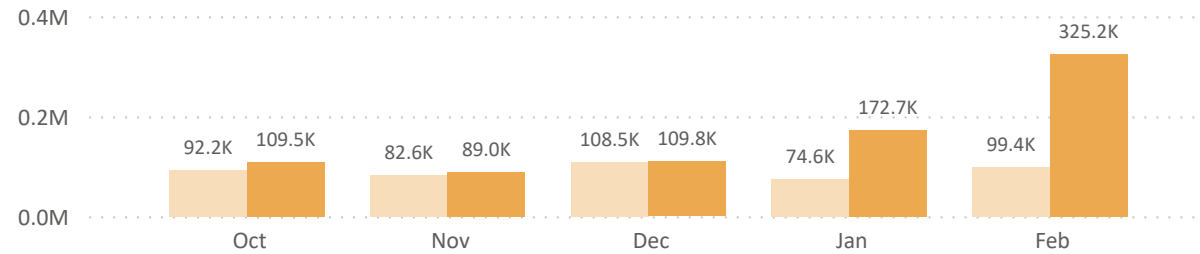
Instagram Followers by Month

Followers LY Followers



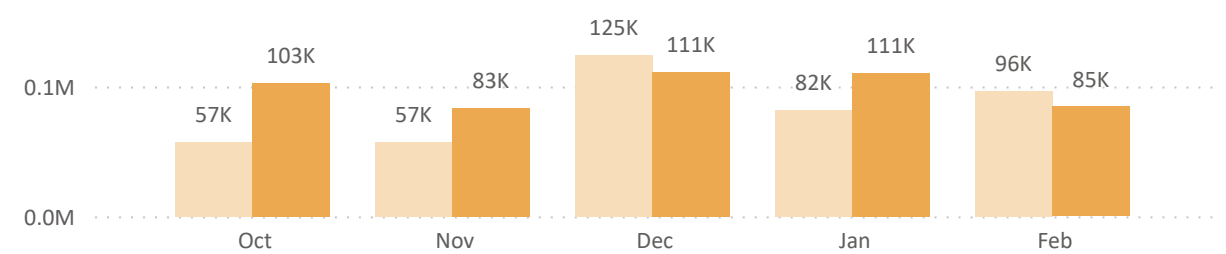
Facebook Impressions by Month

Impressions LY Impressions



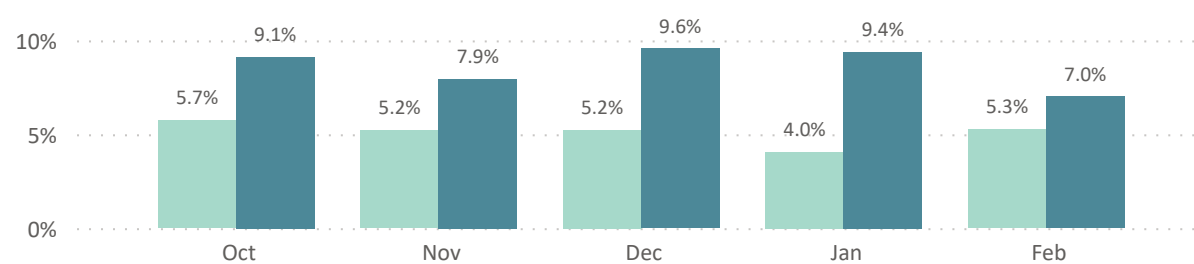
Instagram Impressions by Month

Impressions LY Impressions



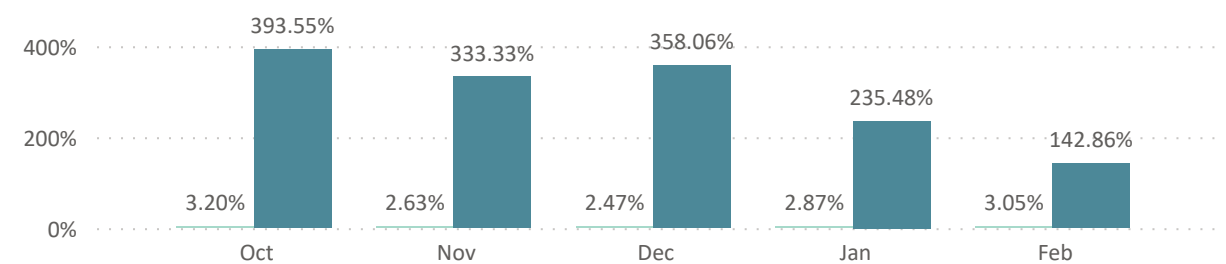
Facebook Engagement Rate per Impression

Engagement Rate LY Engagement Rate



Instagram Engagement Rate per Impression

Engagement % LY Engagement %



3,161

Visit Widget Users YTD

3,021

VW Sessions YTD

3,642

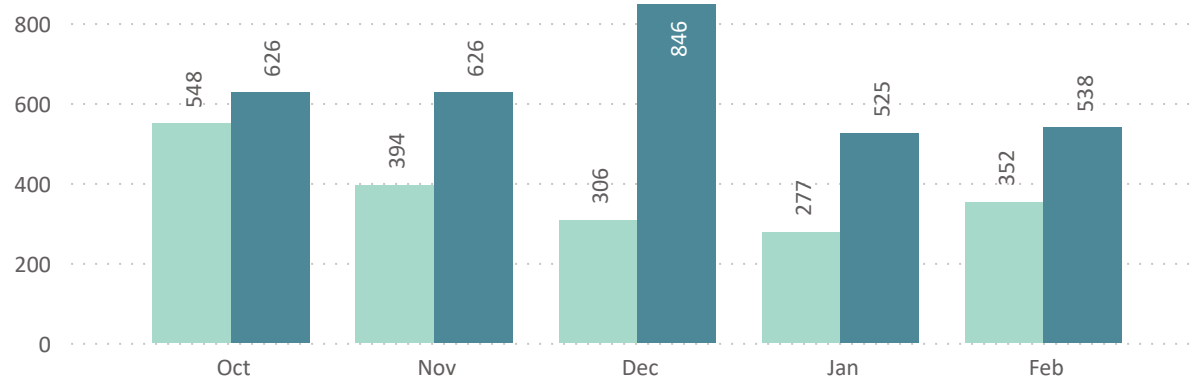
YouTube Views YTD

53,080

Impressions YTD

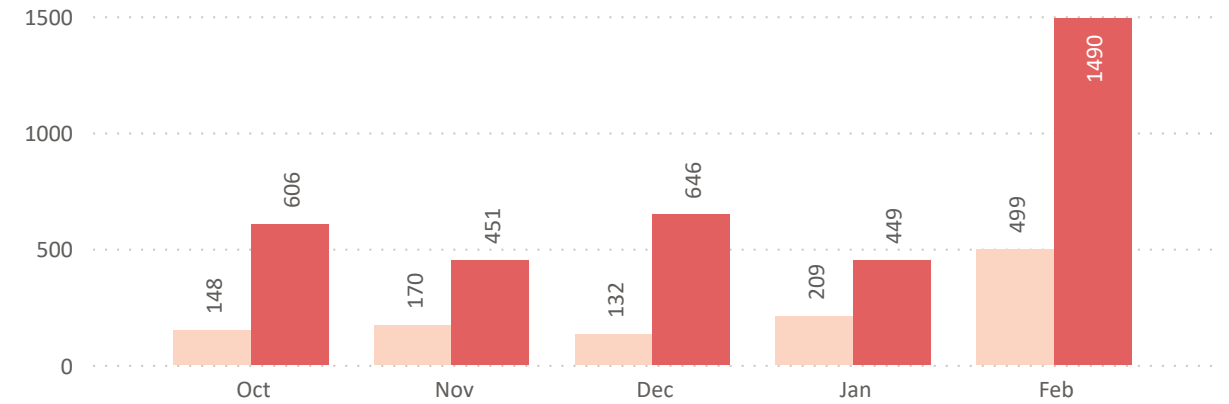
Visit Widget Users by Month

Users LY Users



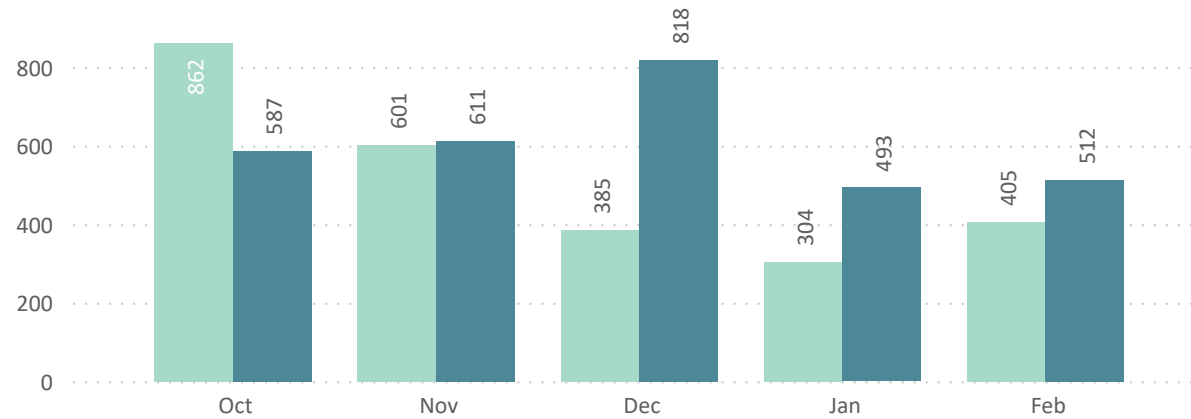
YouTube Views by Month

Views LY Views



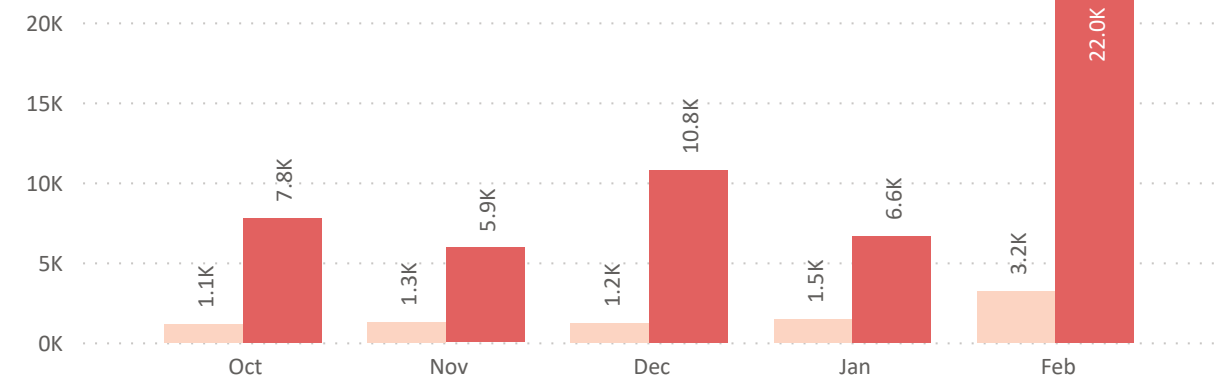
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions



32.19%

Open Rate YTD

10.35%

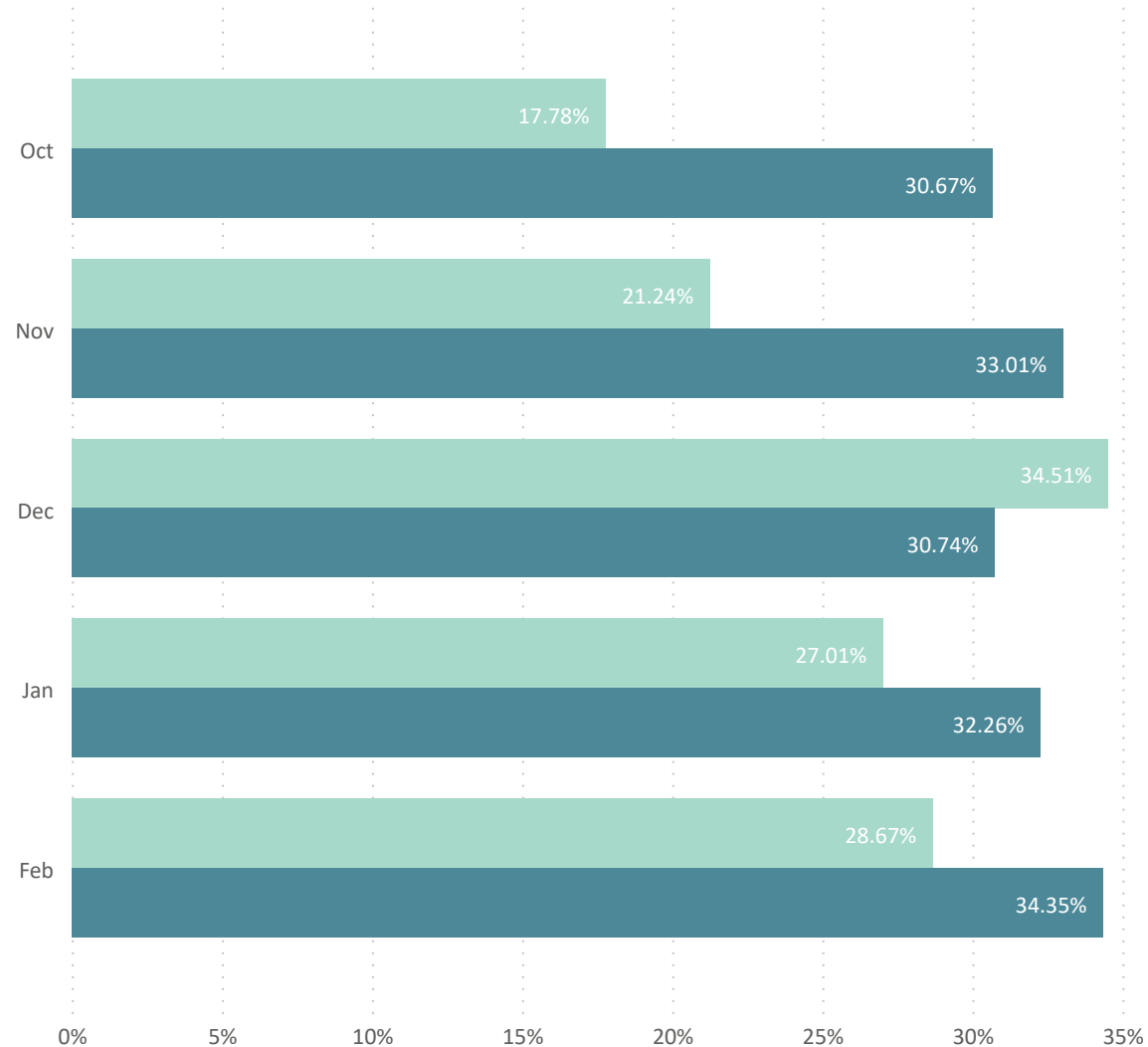
Click Rate YTD

78,458

Total Recipients YTD

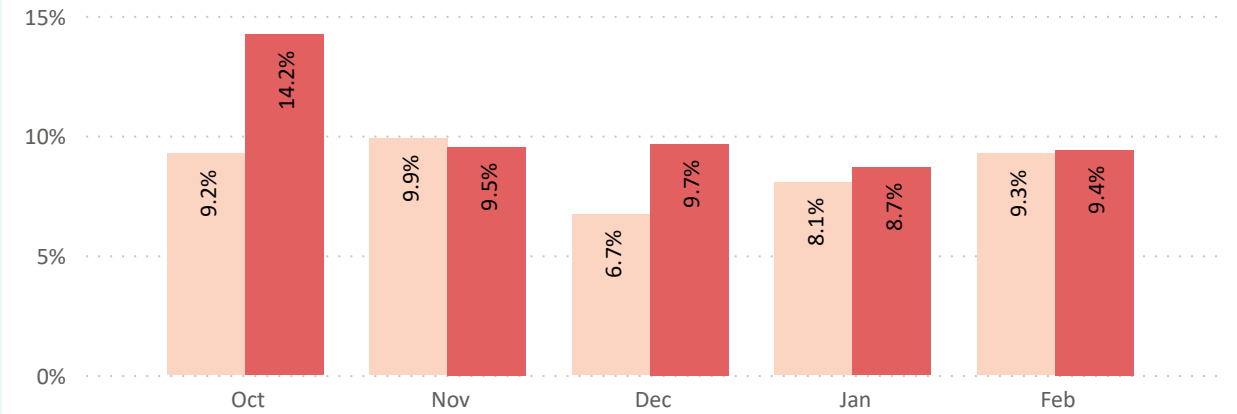
Open Rate by Month

Open Rate LY Open Rate



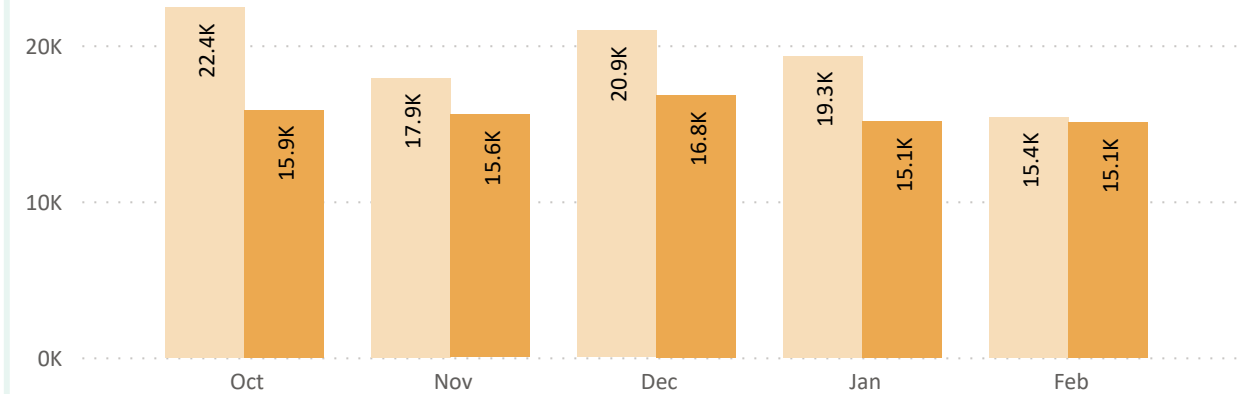
Click Rate by Month

Click Rate LY Click Rate



Total Recipients by Month

Total Recipients LY Total Recipients



67.00%

Occupancy YTD

\$91.62

ADR YTD

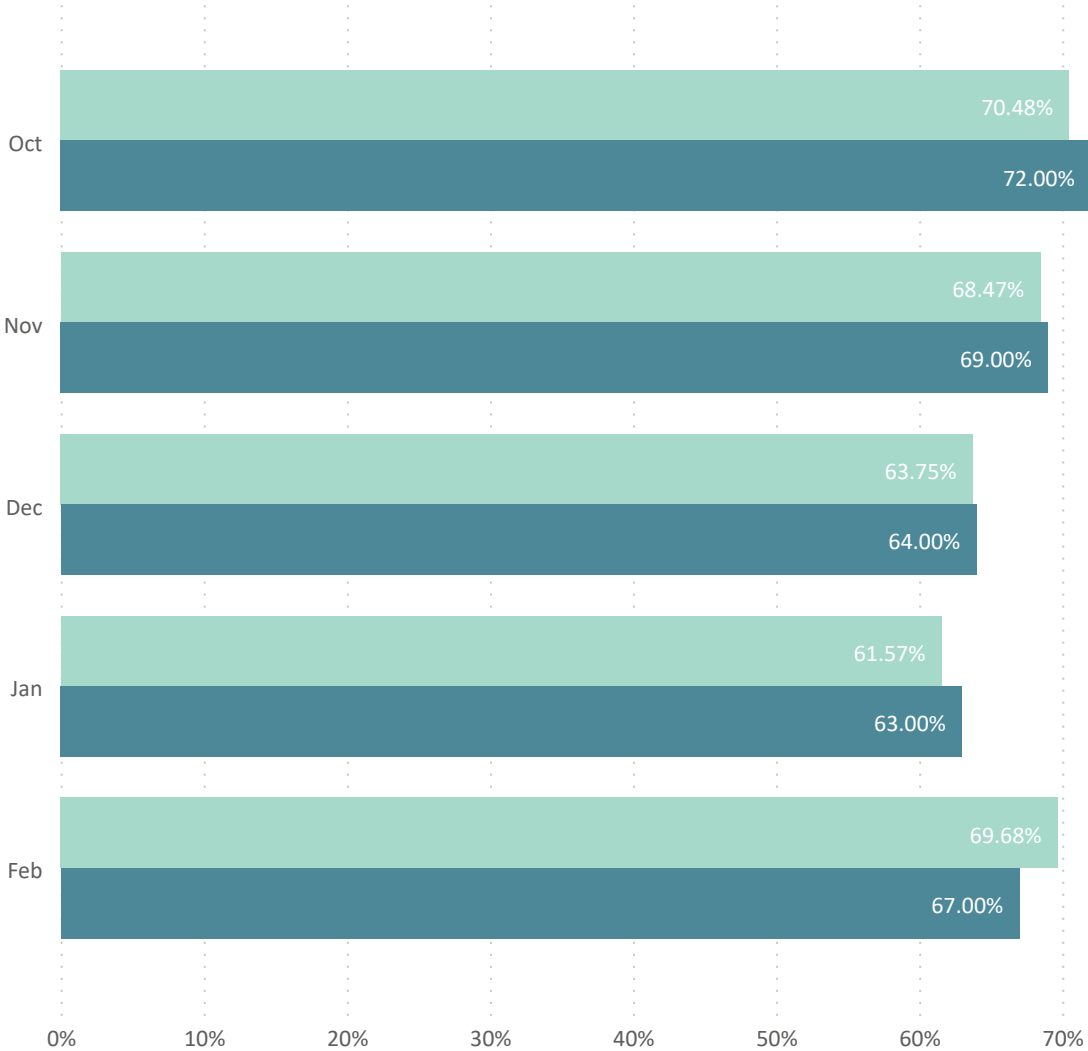
\$15,511,836.4

Total Revenue YTD

Occupancy by Month

STR T Occ MTD LY

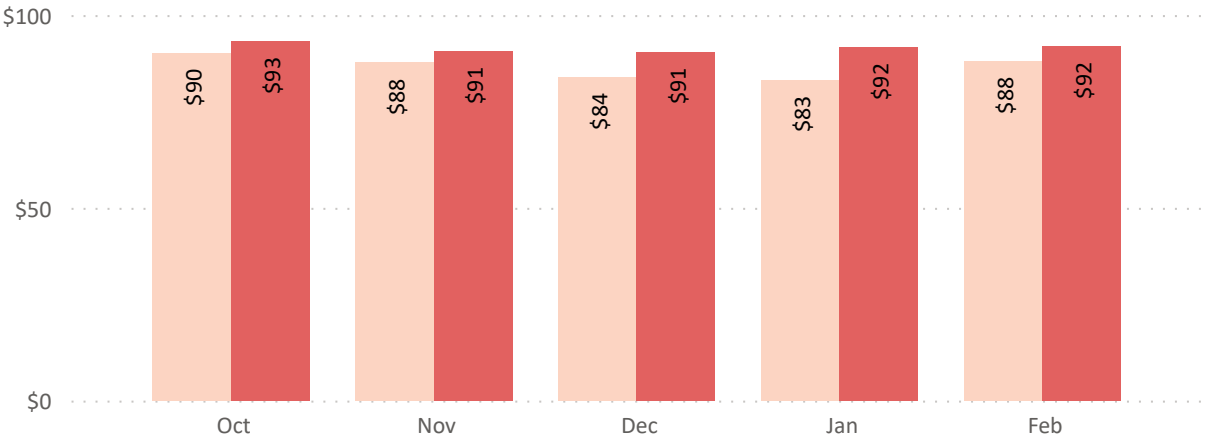
STR T Occ MTD



Average Daily Rate by Month

ADR LY

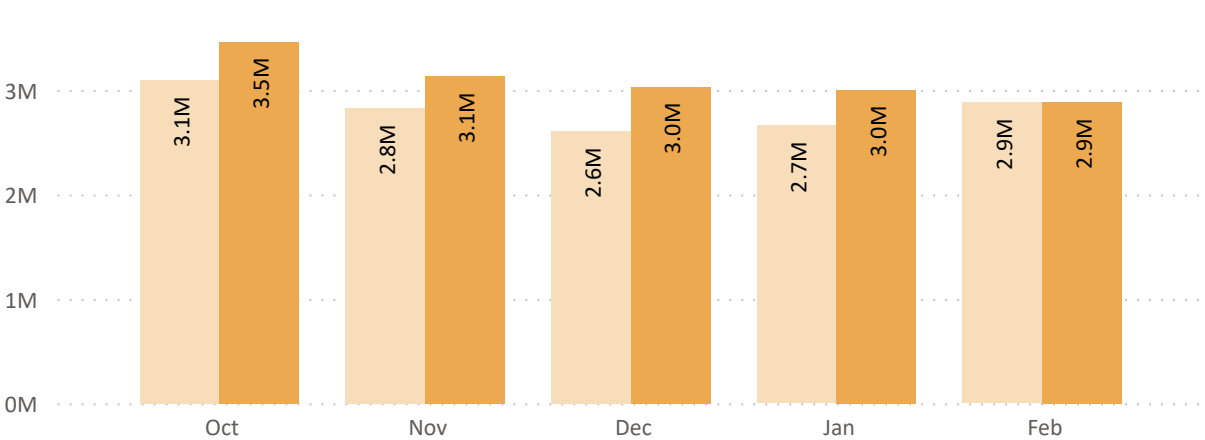
ADR



Revenue by Month

Revenue LY

Revenue



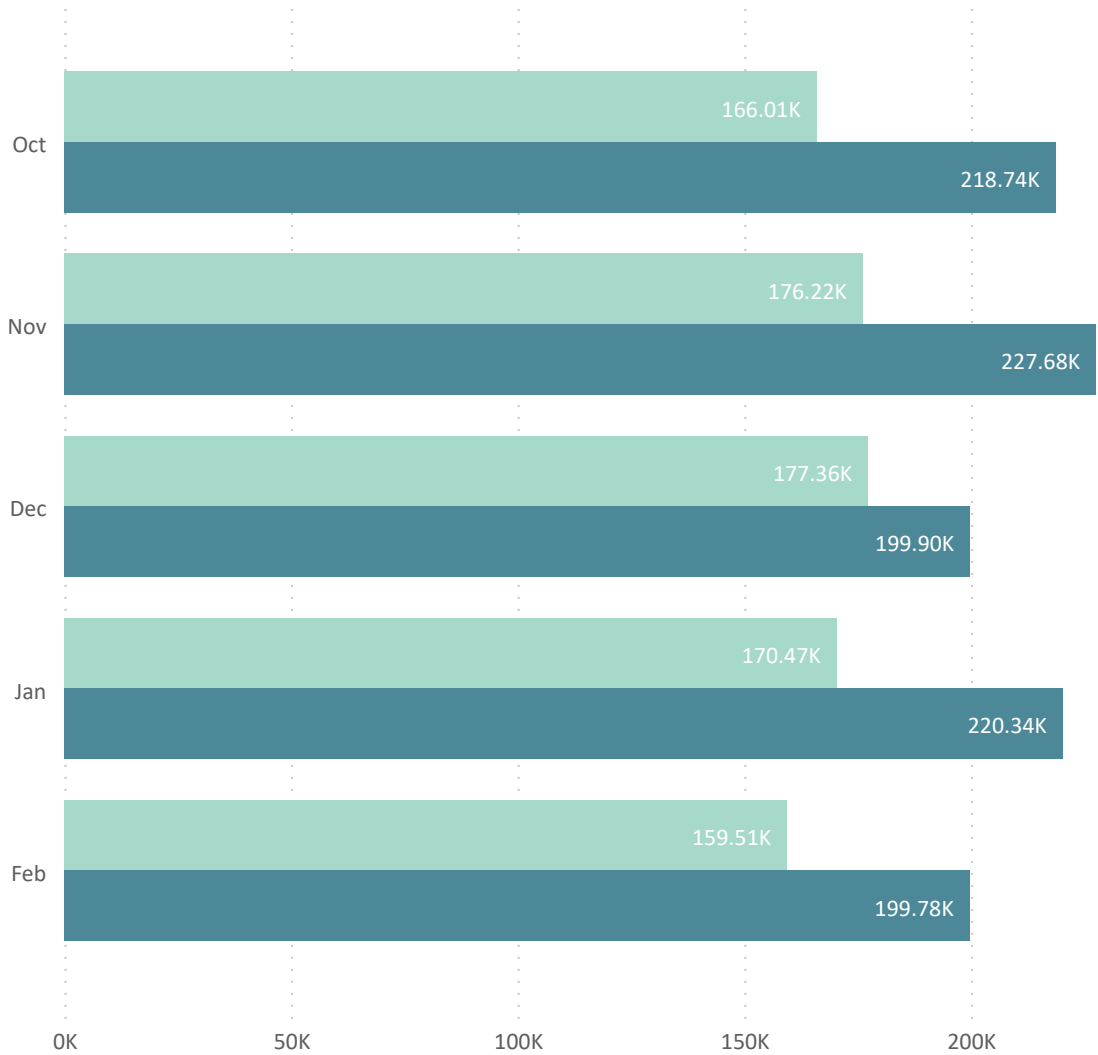
\$1,066,446
HOT Revenue YTD

37.26%
% Rooms Nights YTD

136,853
Room Nights YTD

Hot Tax Revenue by Month

Amount Paid LY Amount Paid



Amount Paid by Property

