

visit mckinney Monthly Report

March - 2023



1013

Sales Calls YTD

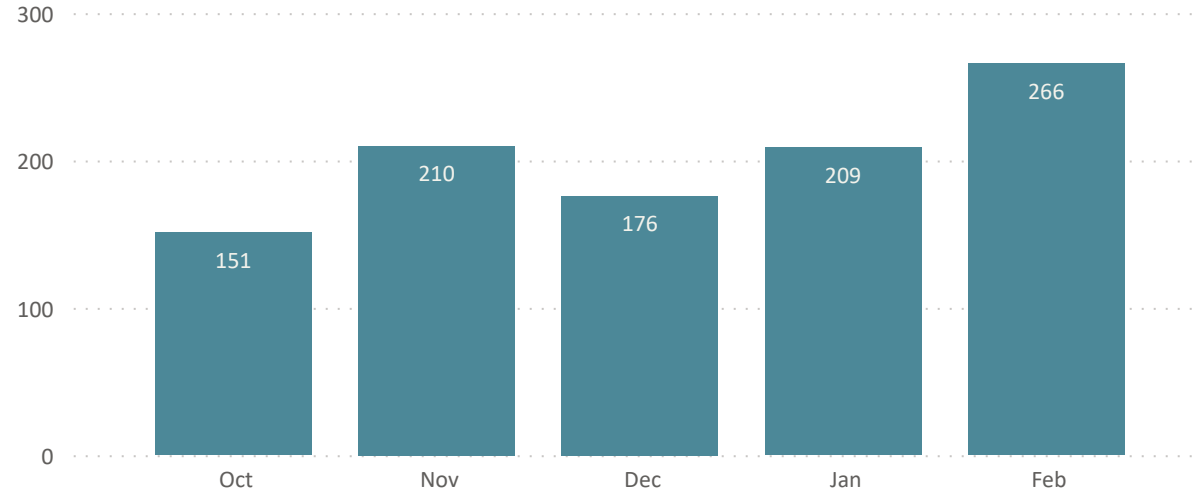
8

Event Mgmt YTD

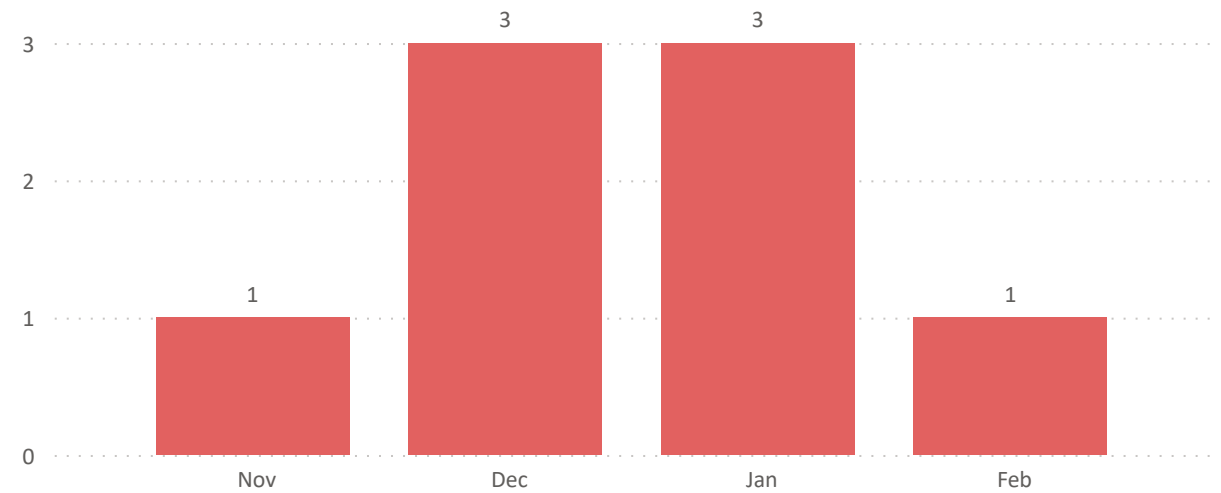
959

Total Welcome Bags YTD

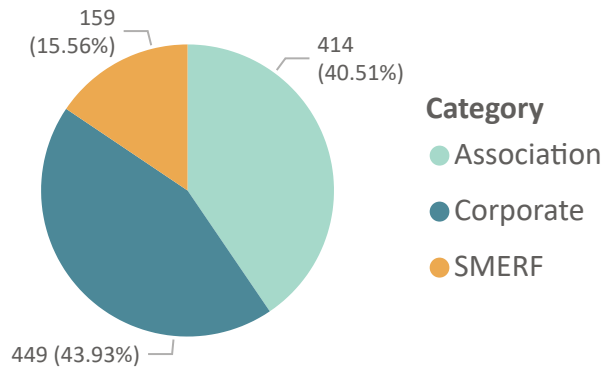
Sales Calls by Month



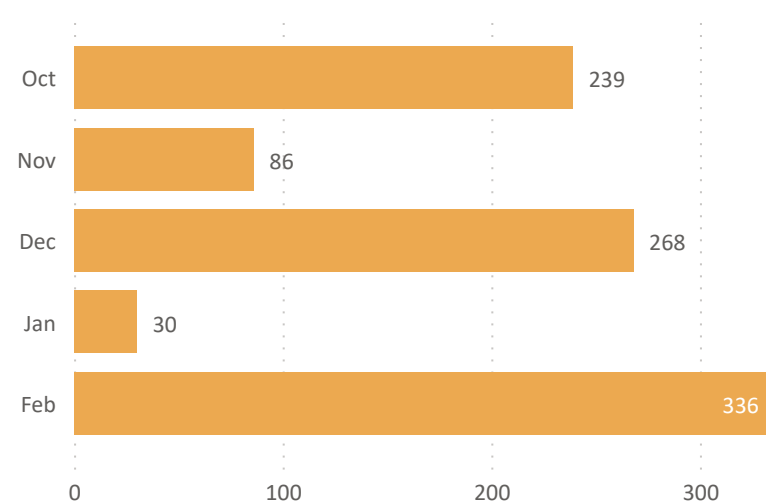
Event Mgmt by Month



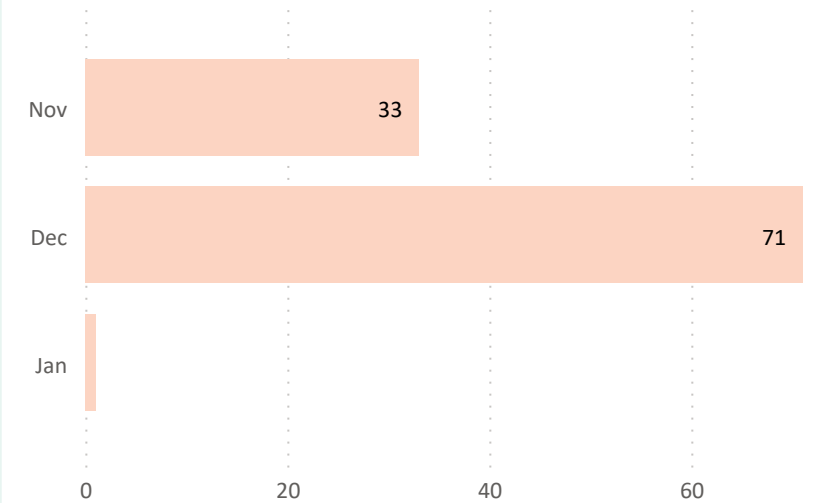
Sales Calls by Category



Event Services by Month



Partner Check-In by Month

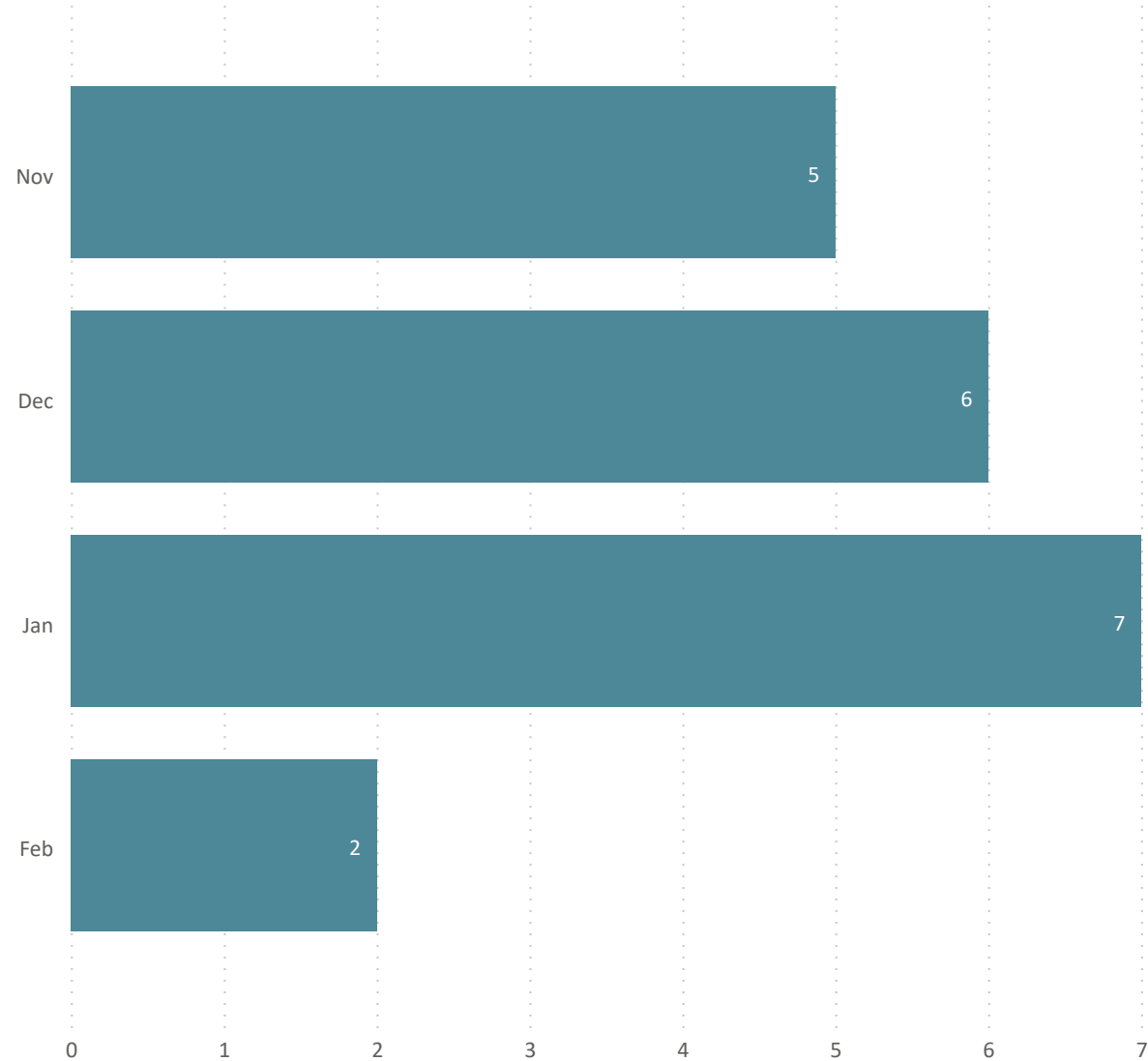


20
Leads YTD

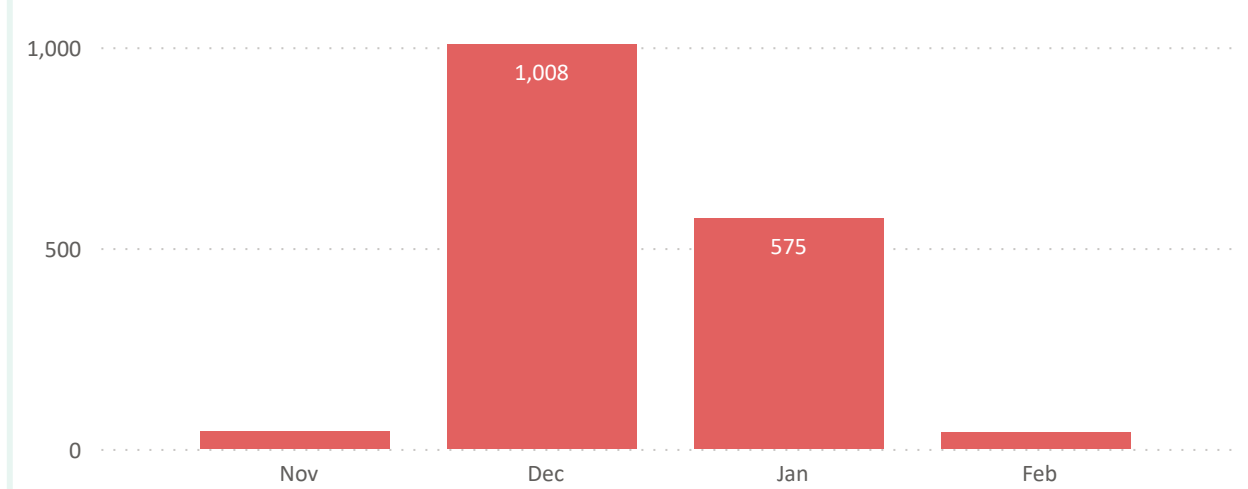
1,667
Total Rooms Nights YTD

\$216,122
Total Revenue YTD

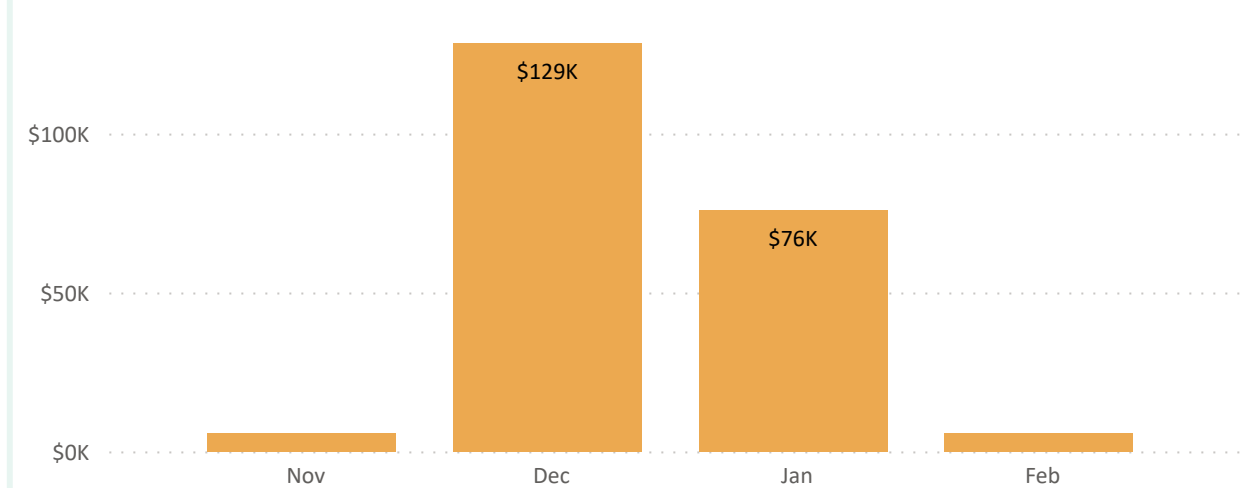
Leads by Month



Total Room Nights by Month



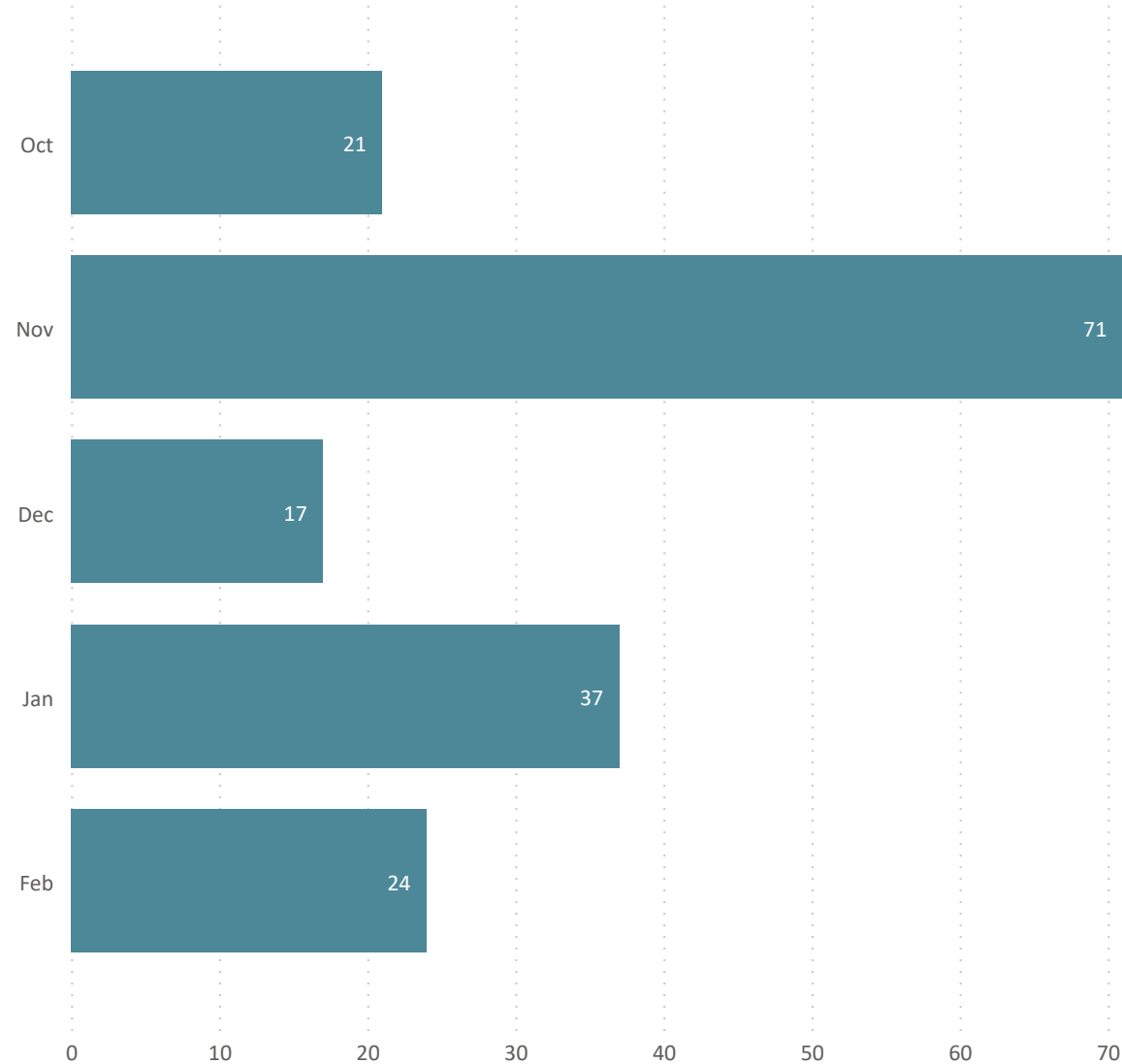
Total Revenue by Month



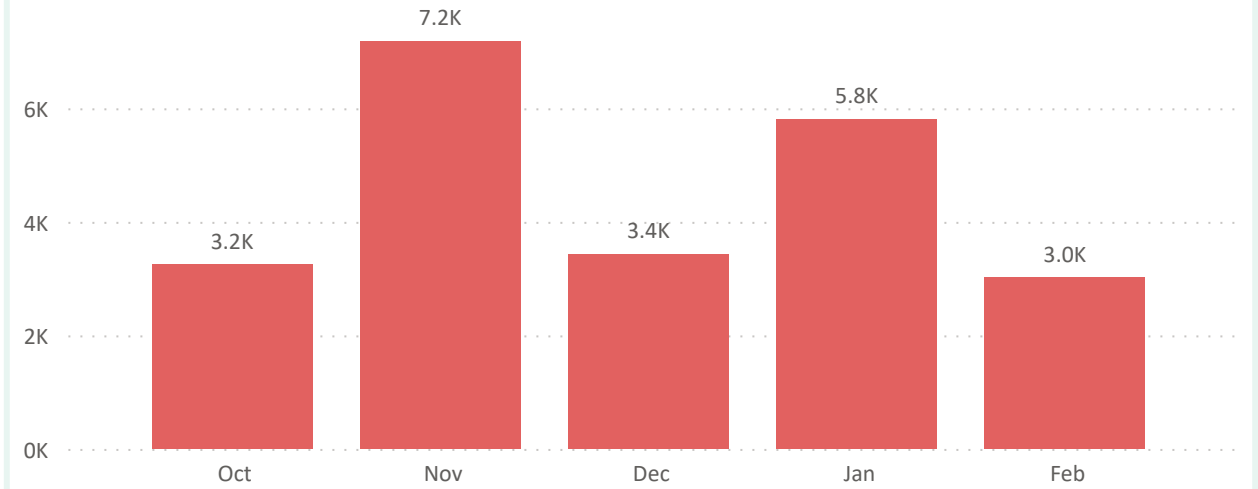
170
New RFPs YTD

22,685
Est Room Nights YTD

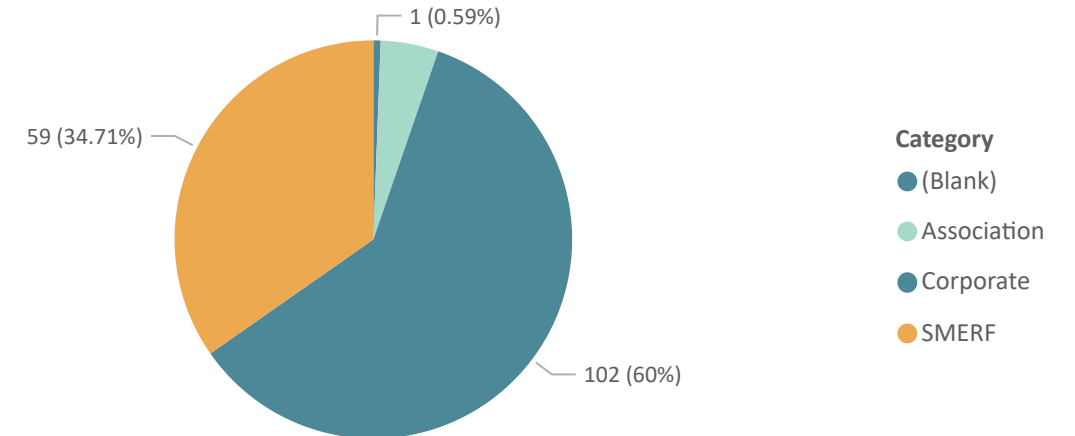
New RFPs by Month



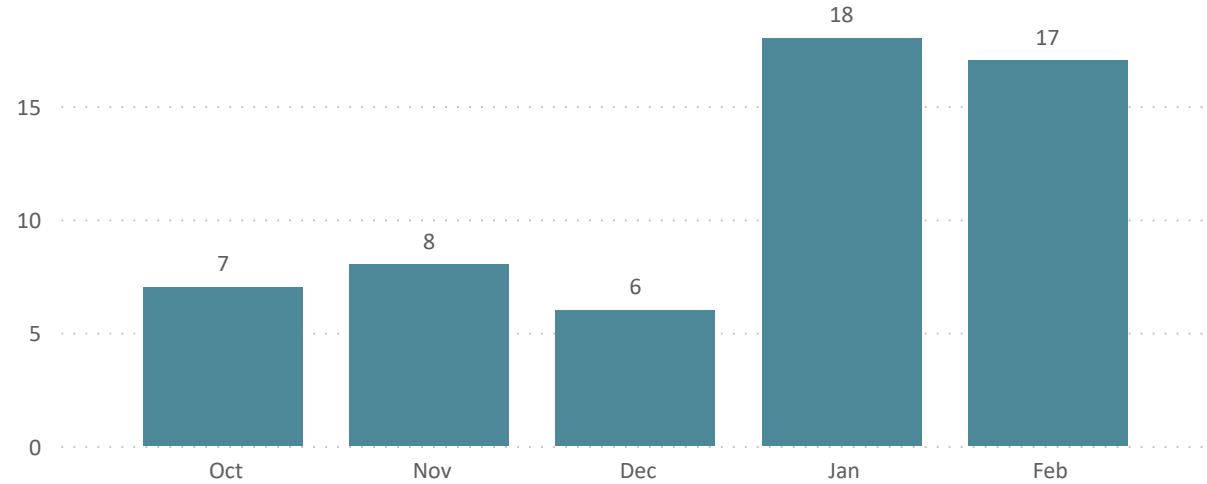
Total Room Nights by Month



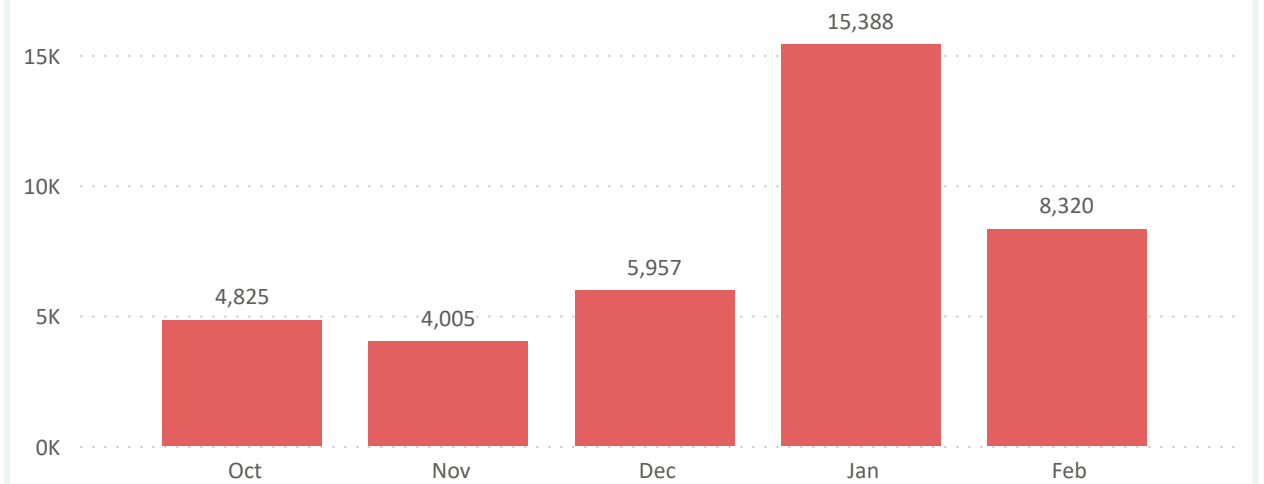
New RFPs by Category



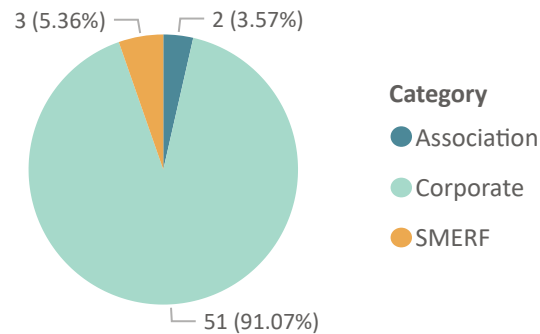
Lost Opportunities by Month



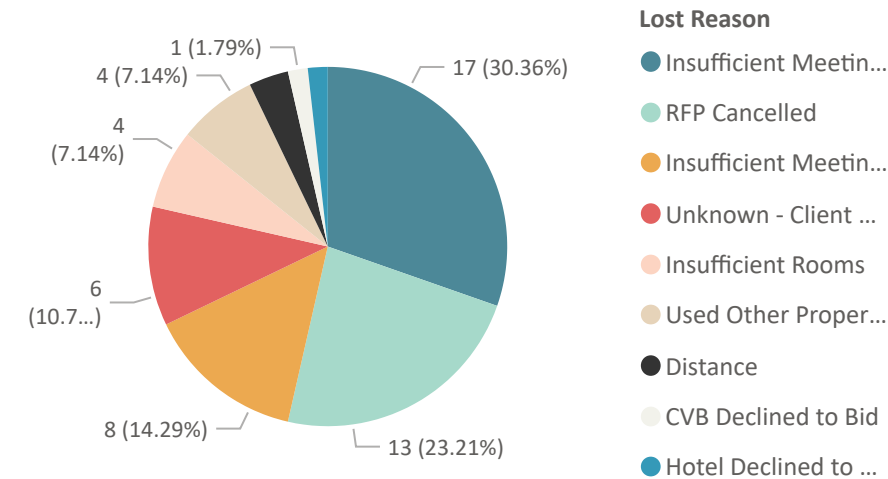
Lost Room Nights by Month



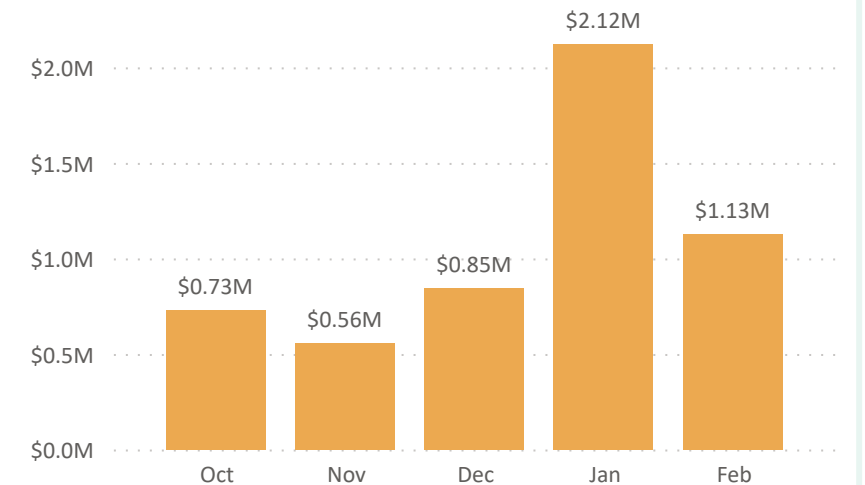
Lost by Category



Lost by Reason



Lost Revenue by Month



655

Visitors YTD

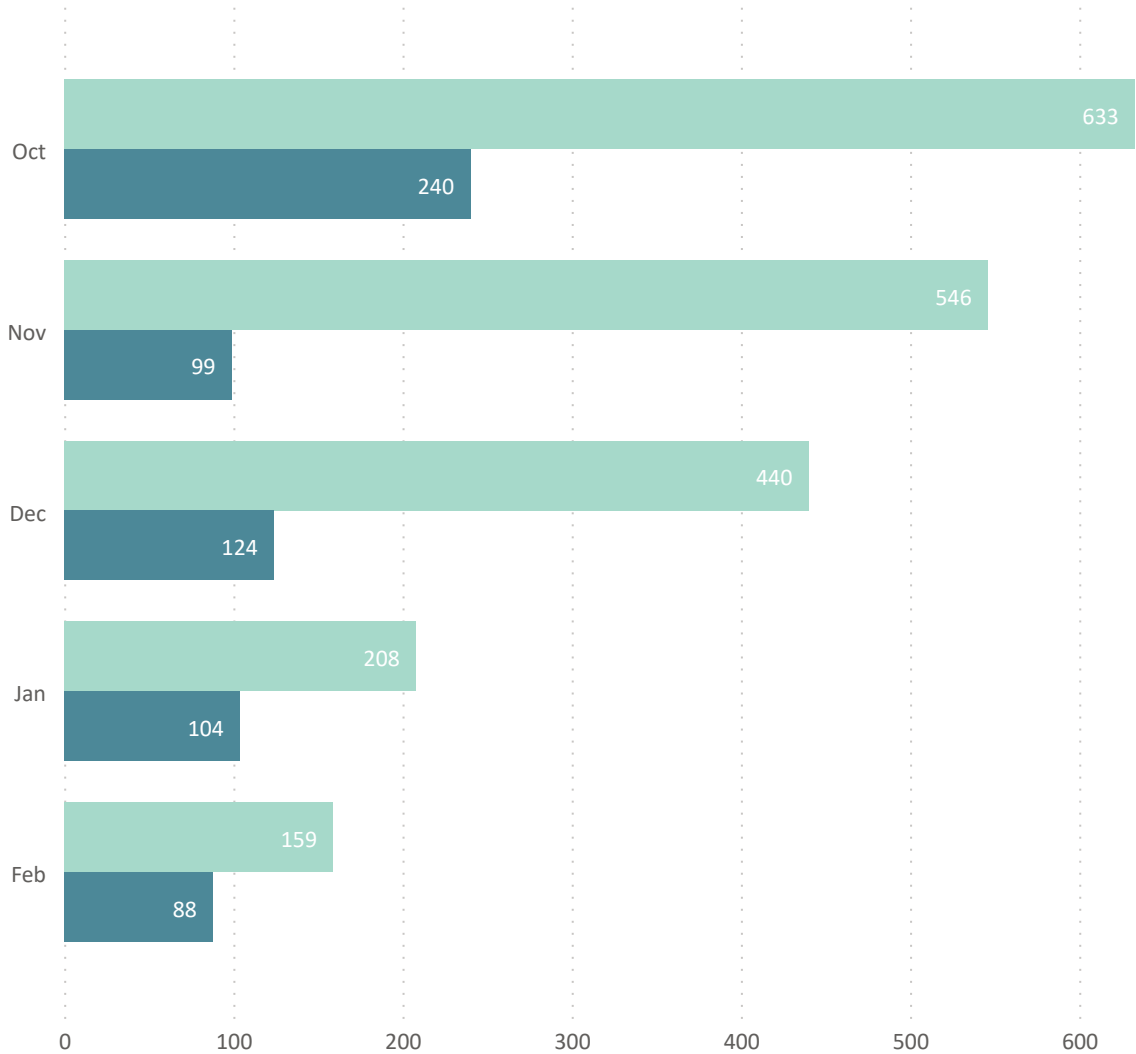
70

Tour Attendees YTD

[See details](#)

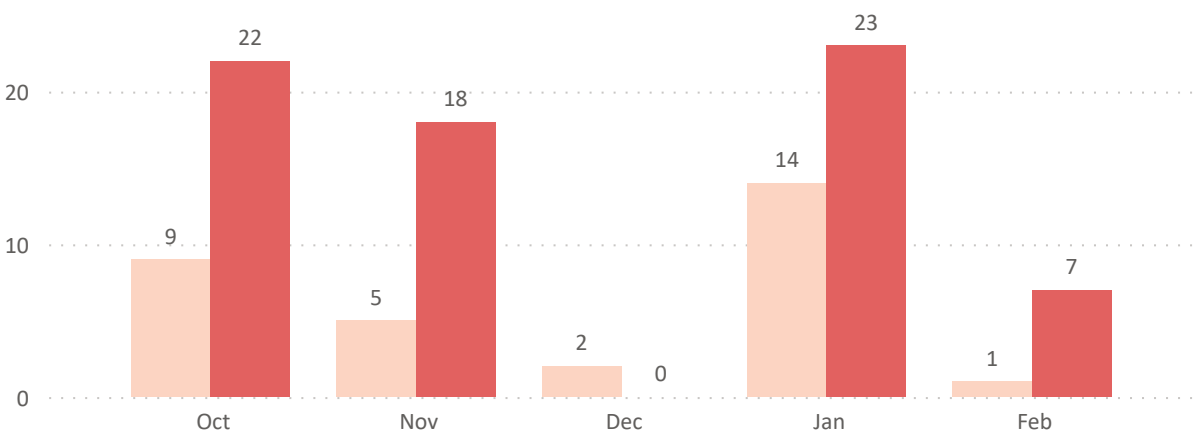
Total Visitors by Month

● 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

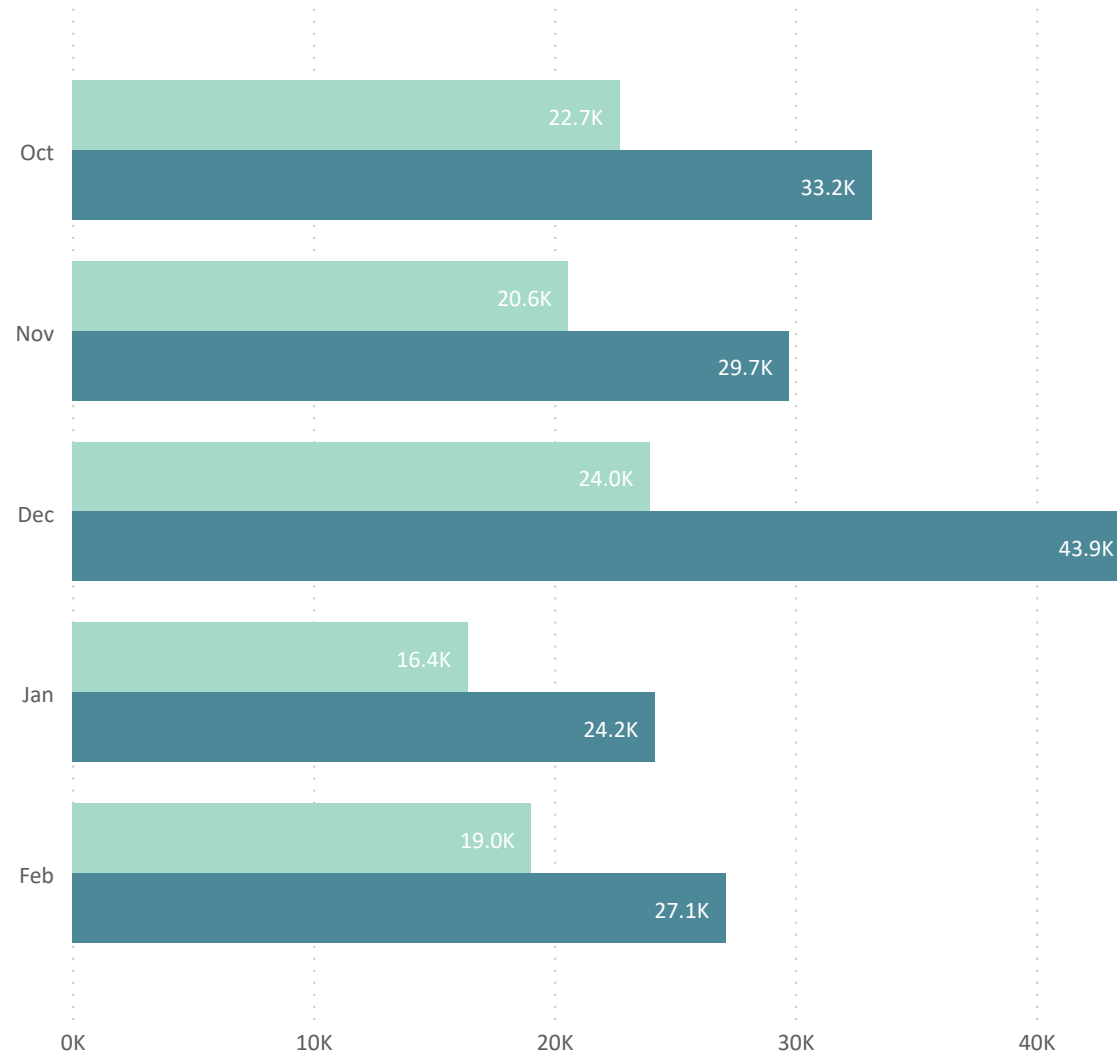
Sessions YTD

80,865

Users YTD

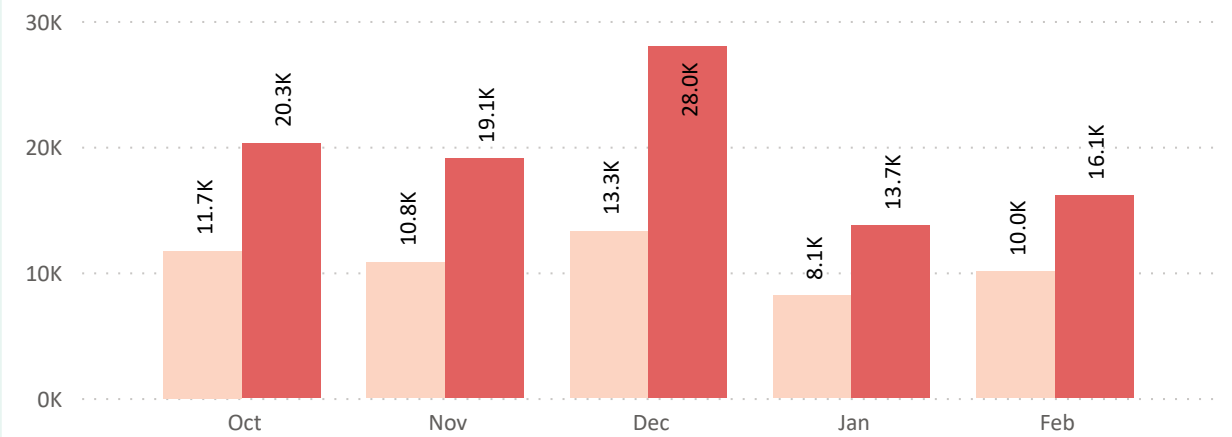
Page Views by Month

● Page Views LY ● Page Views



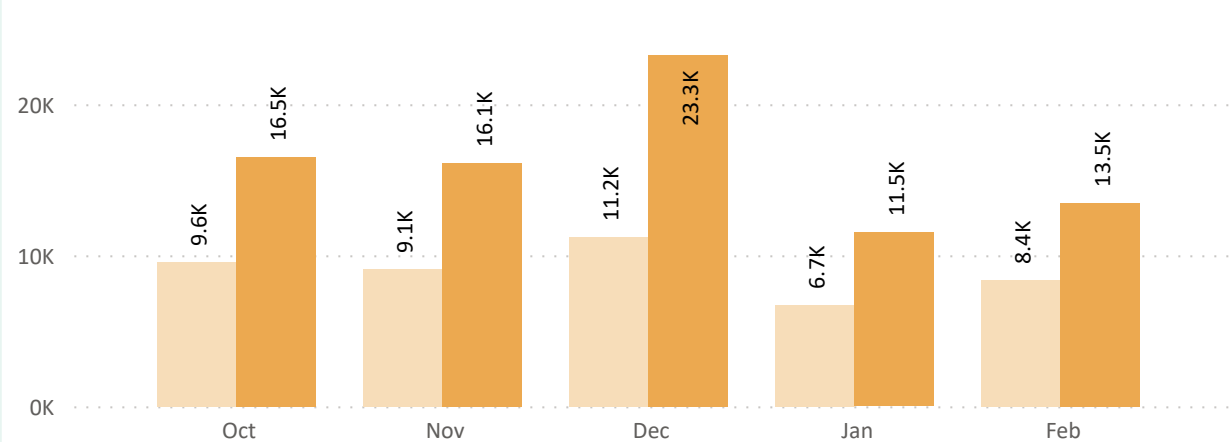
Sessions by Month

● Sessions LY ● Sessions

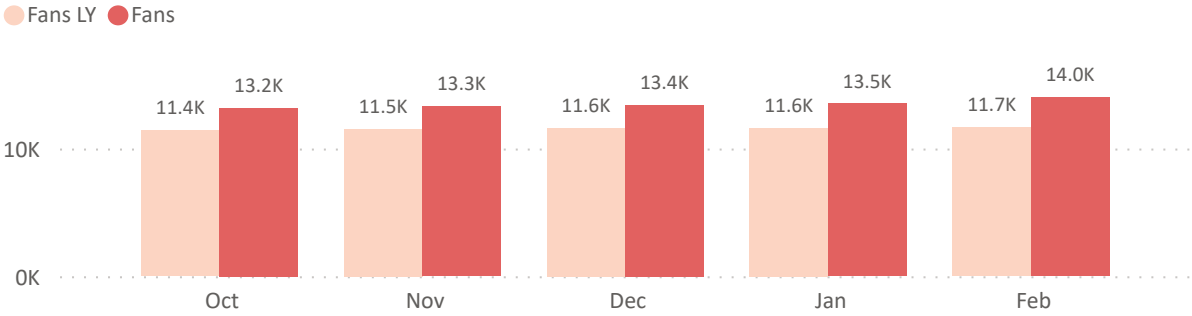


Users by Month

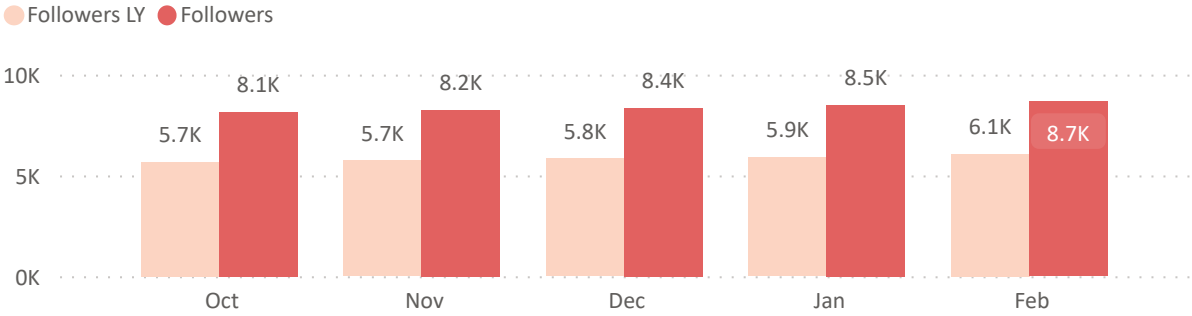
● Users LY ● Users



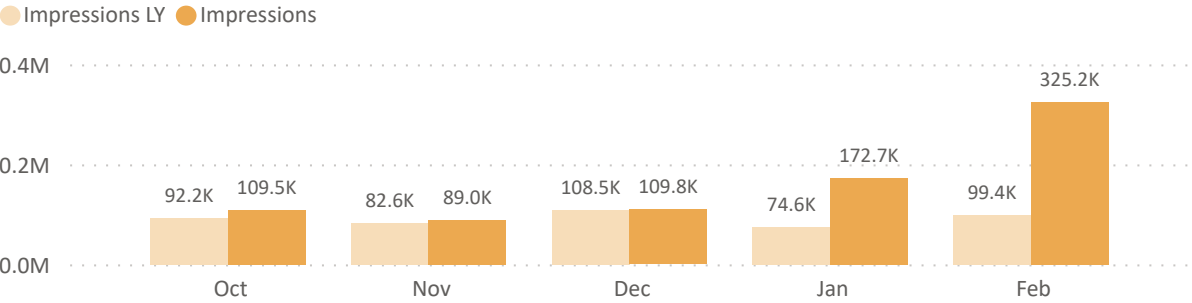
Facebook Fans by Month



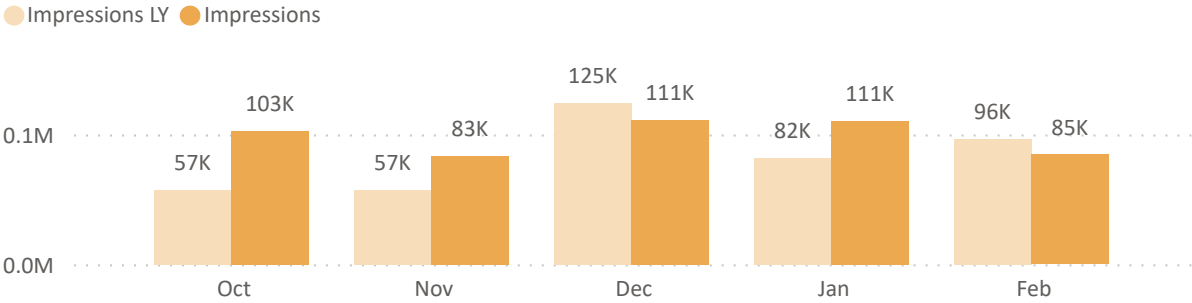
Instagram Followers by Month



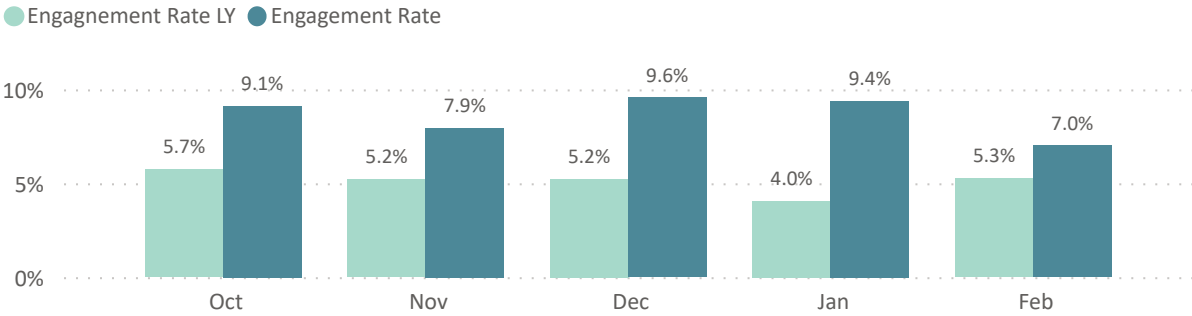
Facebook Impressions by Month



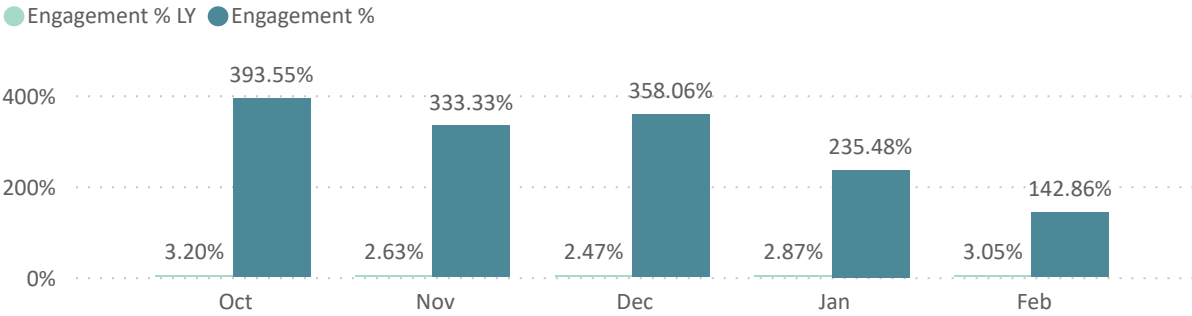
Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression



3,161

Visit Widget Users YTD

3,021

VW Sessions YTD

3,642

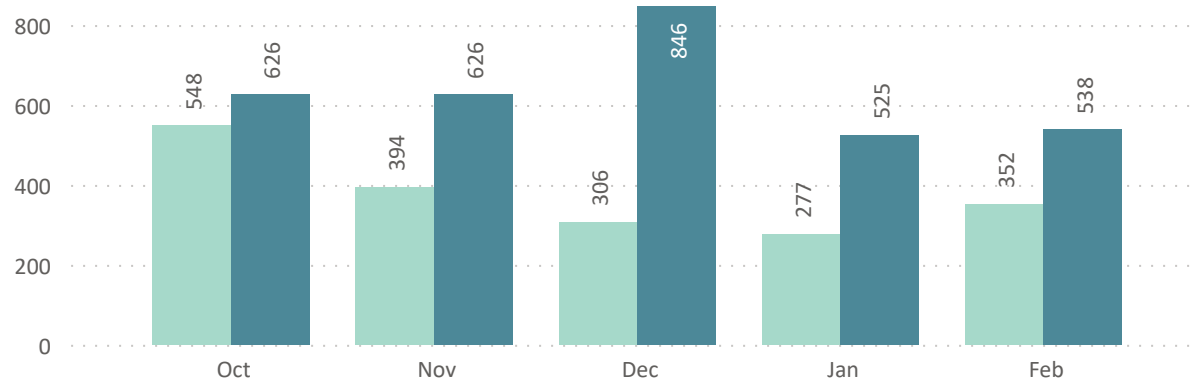
YouTube Views YTD

53,080

Impressions YTD

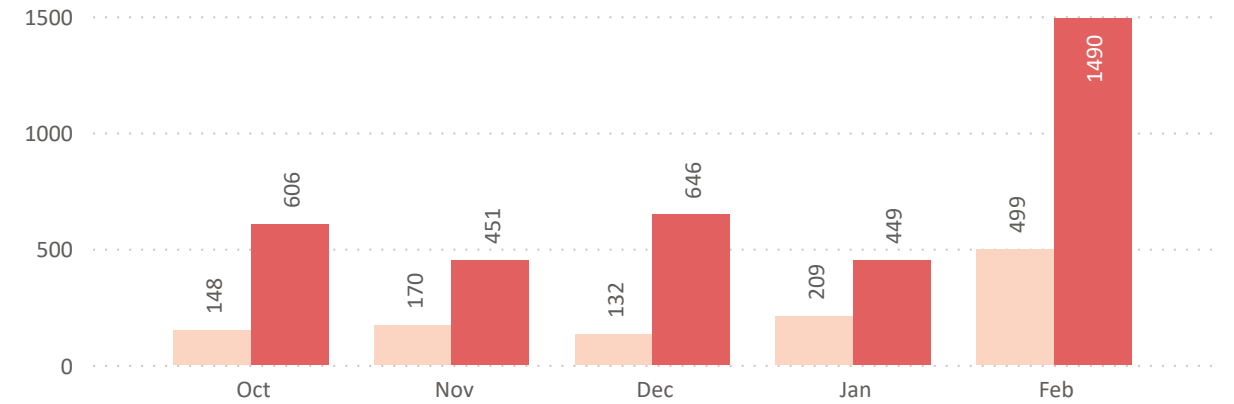
Visit Widget Users by Month

Users LY Users



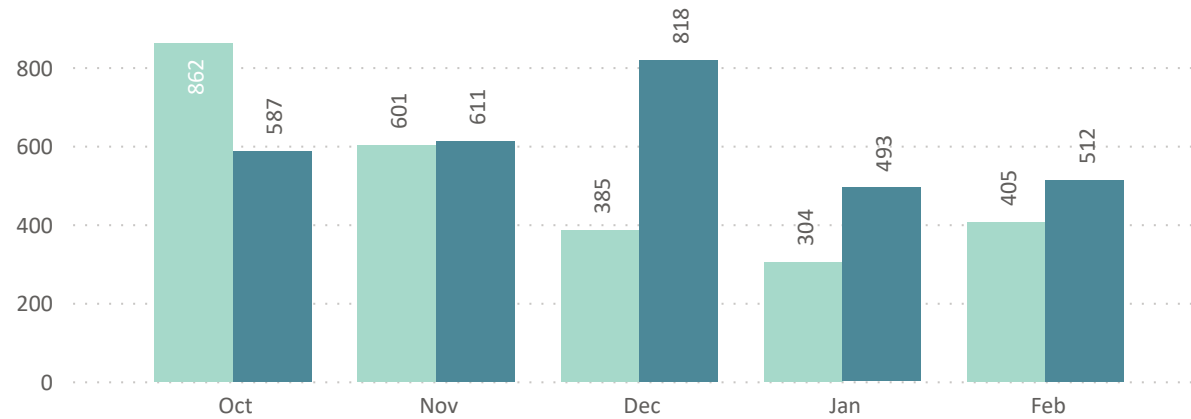
YouTube Views by Month

Views LY Views



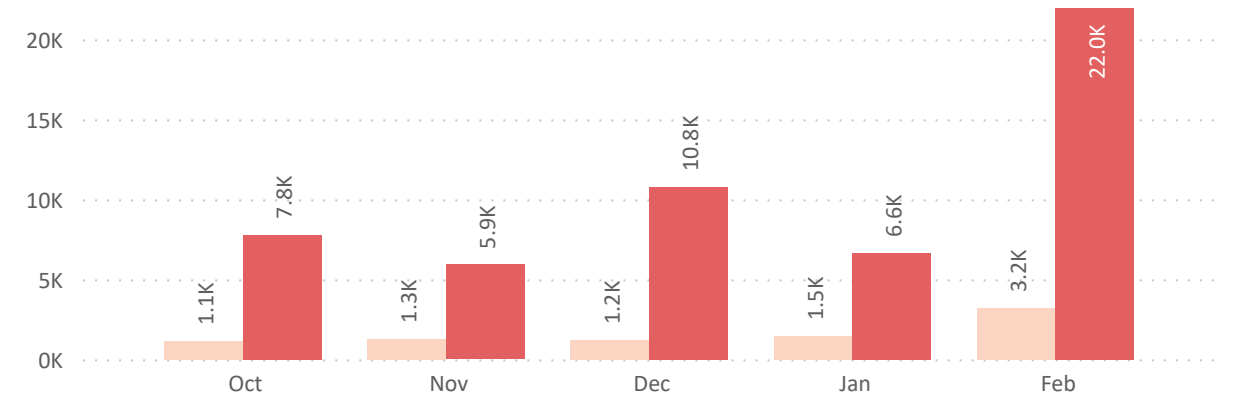
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions



32.19%

Open Rate YTD

10.35%

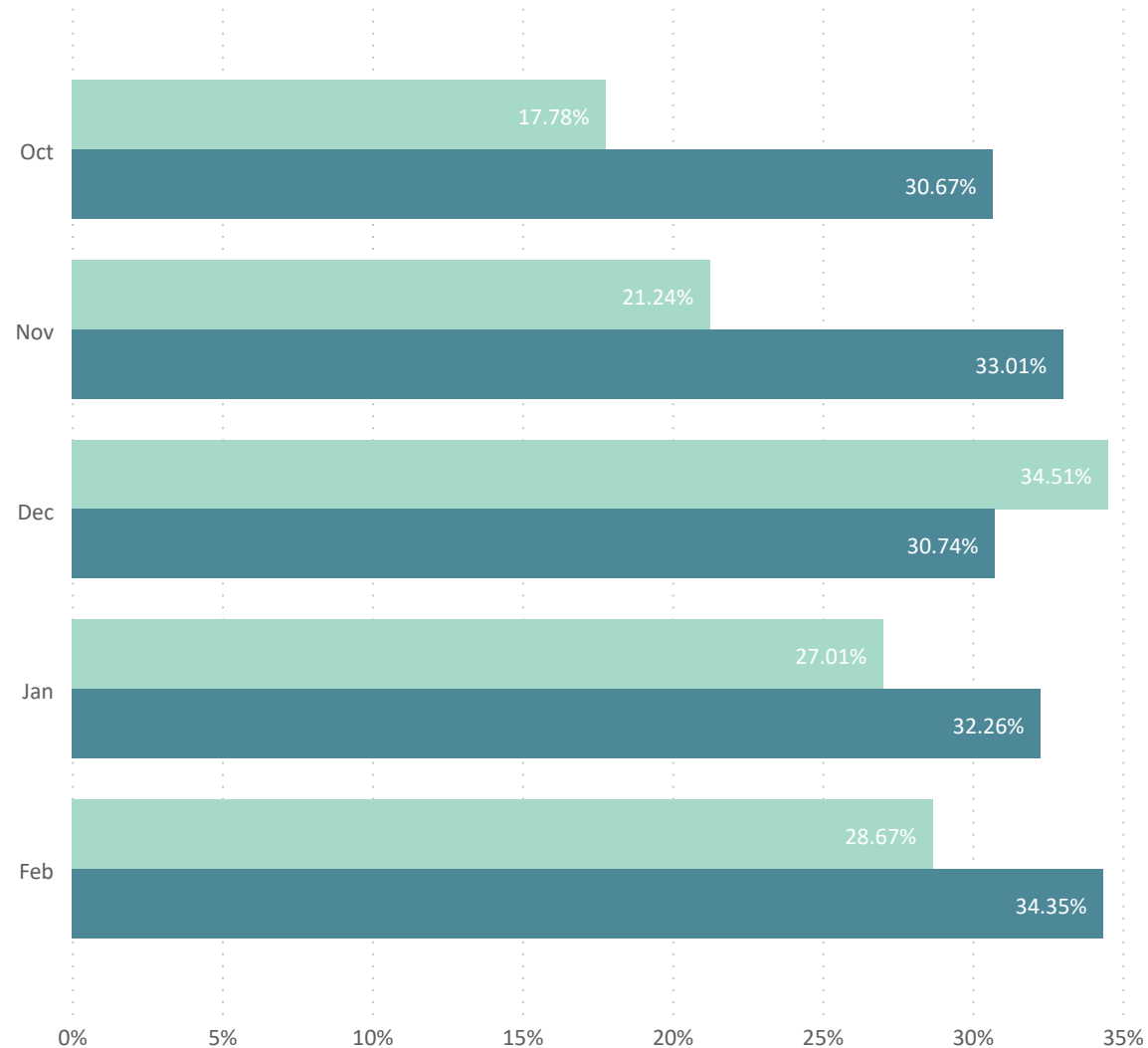
Click Rate YTD

78,458

Total Recipients YTD

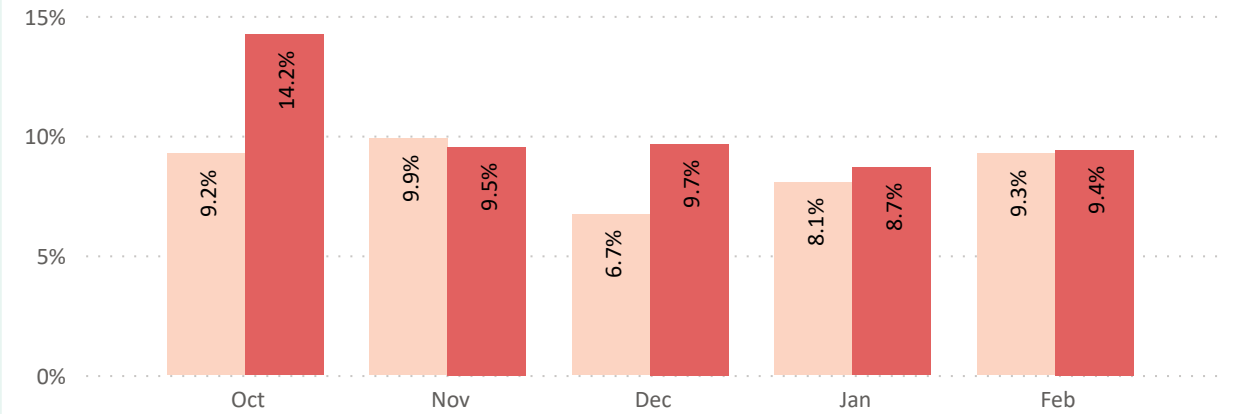
Open Rate by Month

● Open Rate LY ● Open Rate



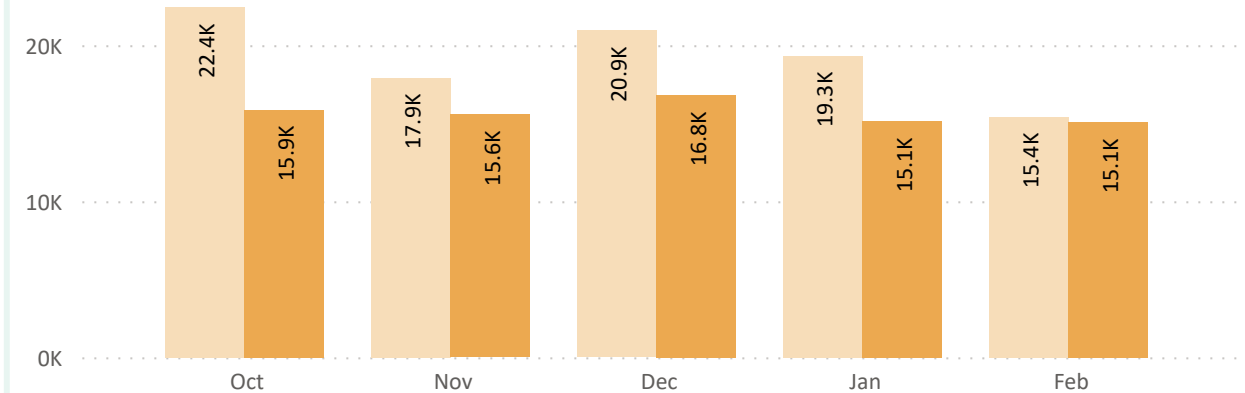
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



67.00%

Occupancy YTD

\$91.53

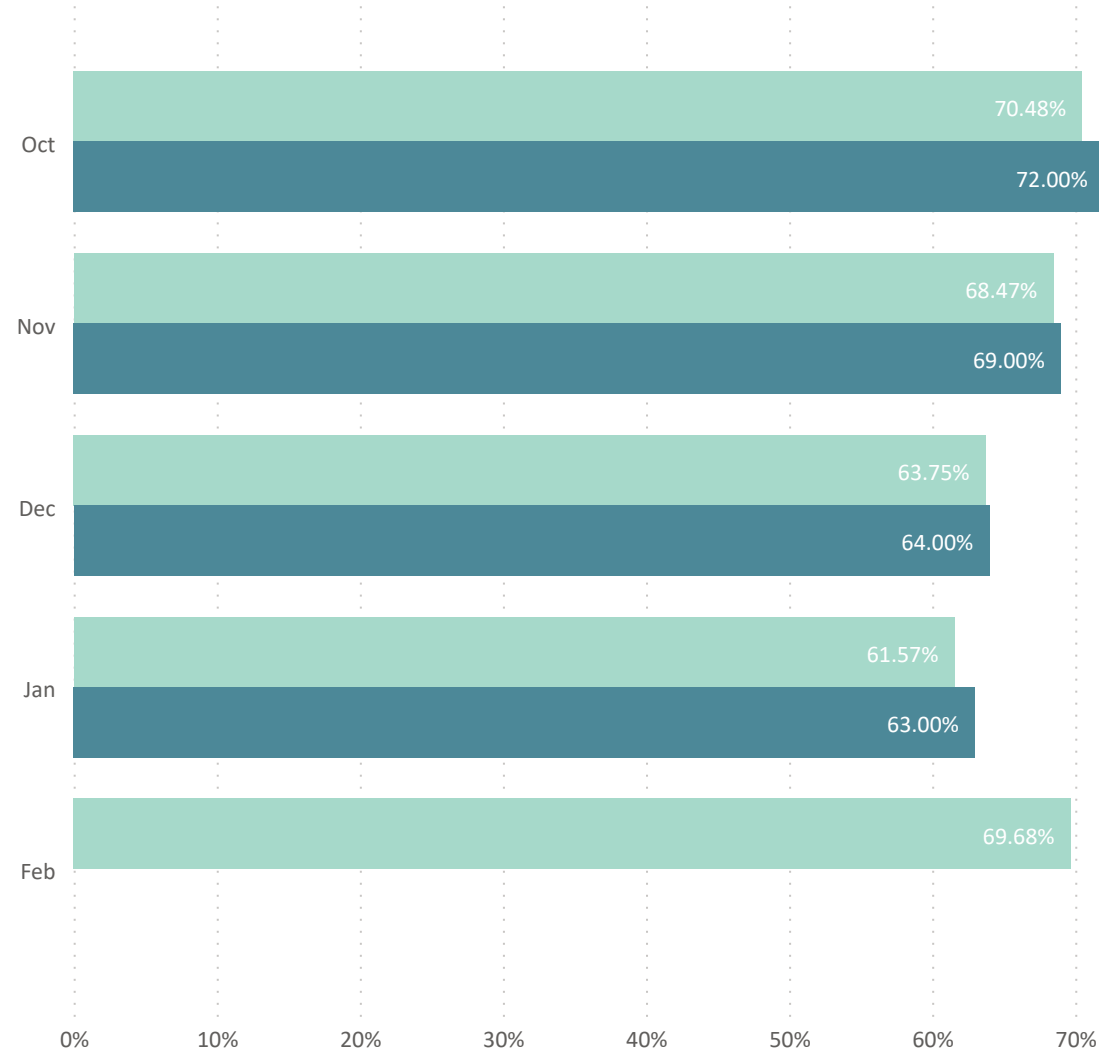
ADR YTD

\$12,630,054.18

Total Revenue YTD

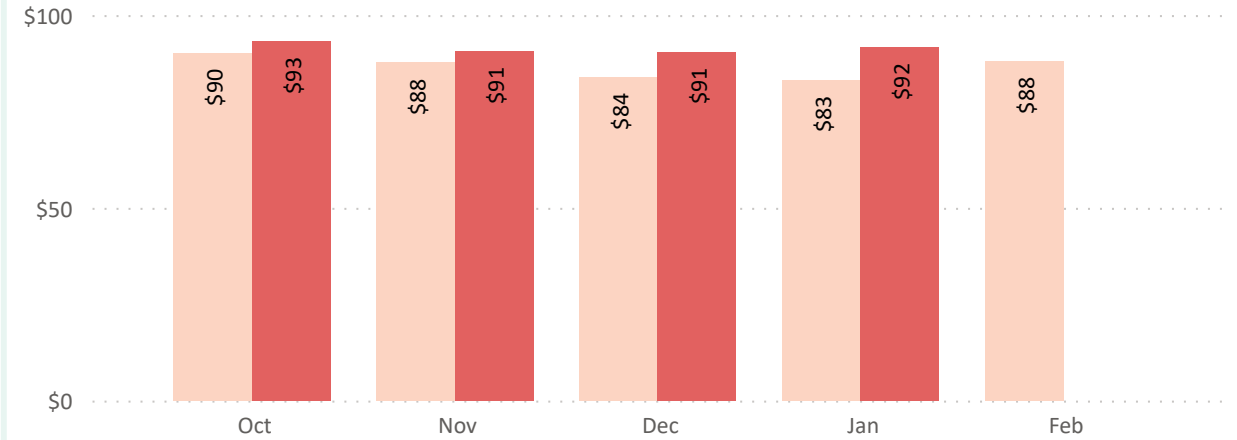
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



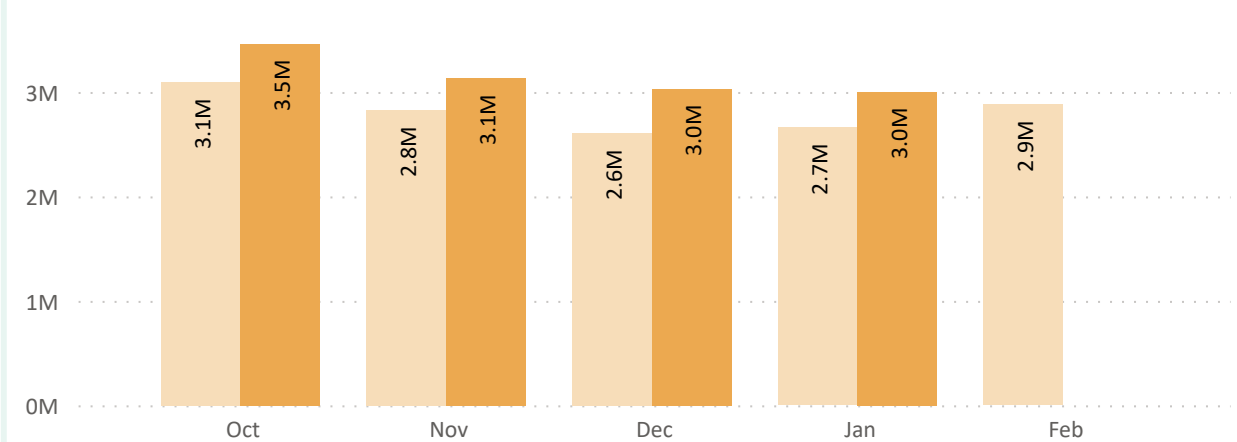
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



\$866,662

HOT Revenue YTD

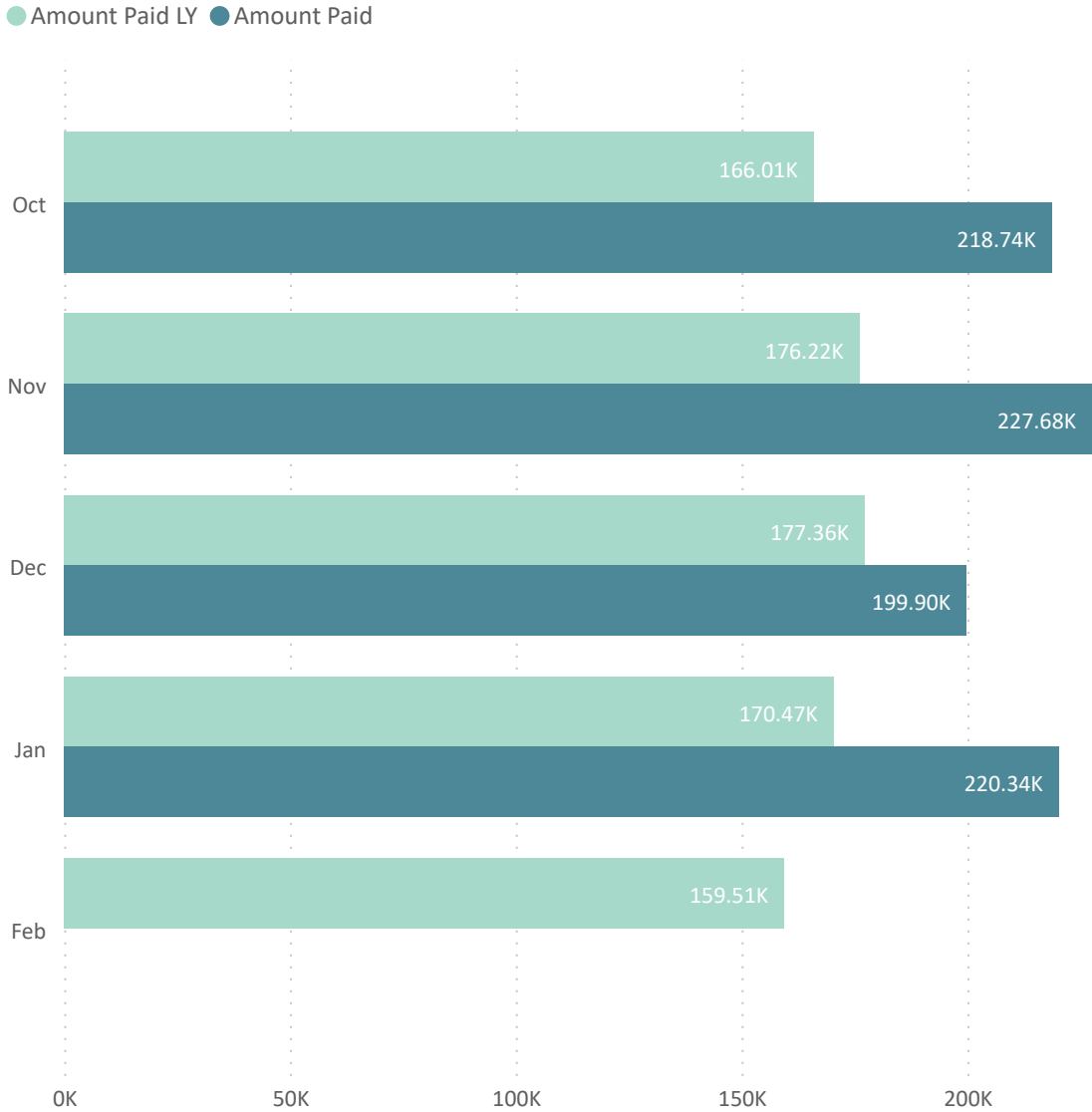
37.46%

% Rooms Nights YTD

110,232

Room Nights YTD

Hot Tax Revenue by Month



Amount Paid by Property

