

visit mckinney Monthly Report

April - 2023



Executive Director Report

Operations:

- Visit McKinney Experience Center:
 - Furniture has been ordered.
 - The couch has been delivered.
 - Reception Desk and Coffee Bar are scheduled to be delivered soon.
 - The mural is complete!
 - We are working with Anne McGilvray to complete our first order.
 - Stickers are ordered.
 - We are finalizing all POS System processes.
- Draft #1 of the Visit McKinney budget was submitted to the City's Finance Department on 3/31/23.
- VM McKinney KPI's were submitted for review.
- VM and Main Street partnered to host the City of Georgetown's site visit on 4/5/23-4/6/23.
- VM and Staff are working with a local group to bring an Airstream event to Downtown McKinney this fall.
- VM Promotional Grants were processed.
- Special Projects:
 - Destination Dashboards
 - Ready Set Grow Contract renewal
- 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:

- Current Sales and Services Activity:
 - Marie completed a Houston Sales Blitz 4/11-4/13.
 - 327 Sales Calls during March
 - 18 New RFP's

Upcoming Major Events:

- 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:

- Current Marketing Initiatives:
 - Texas Highways Ad submitted 3/8/23
 - TourTexas.com Web Ad submitted 4/7/23
 - Adara Digital campaign - 4/1/23 - 9/31/23
- Visit McKinney pitched an article for the April issue of Texas Town and City Magazine, TML's publication, about the collaboration/teamwork across multiple city departments to coordinate marketing and the logistical work necessary to put together McKinney's largest event, the AT&T Byron Nelson. The article link is live, and the McKinney article can be found on page 36. [LINK](#)

Event Participation:

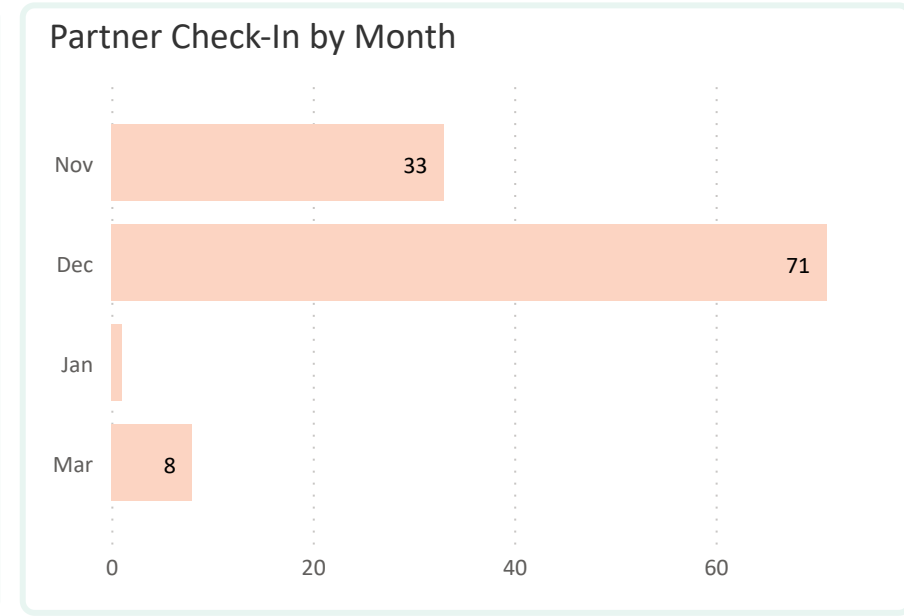
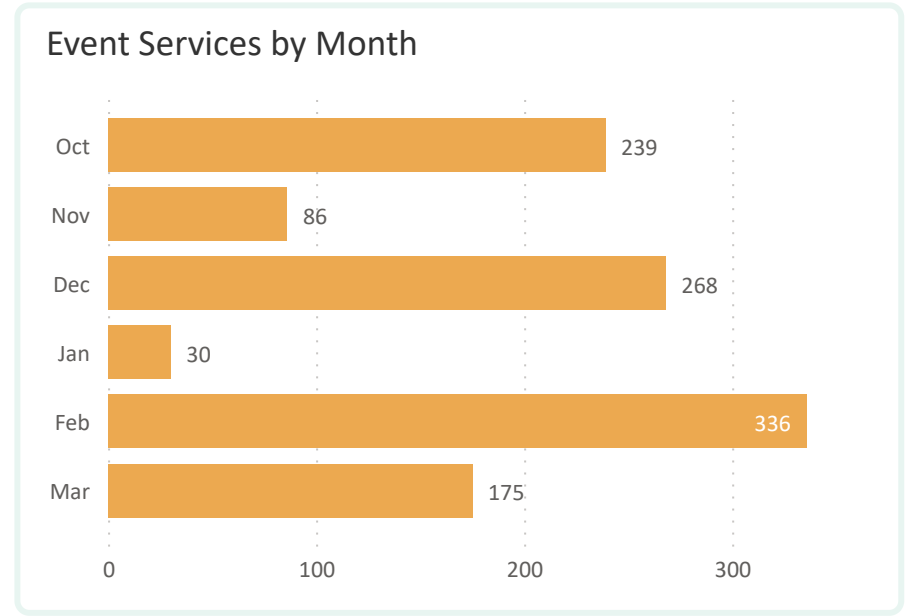
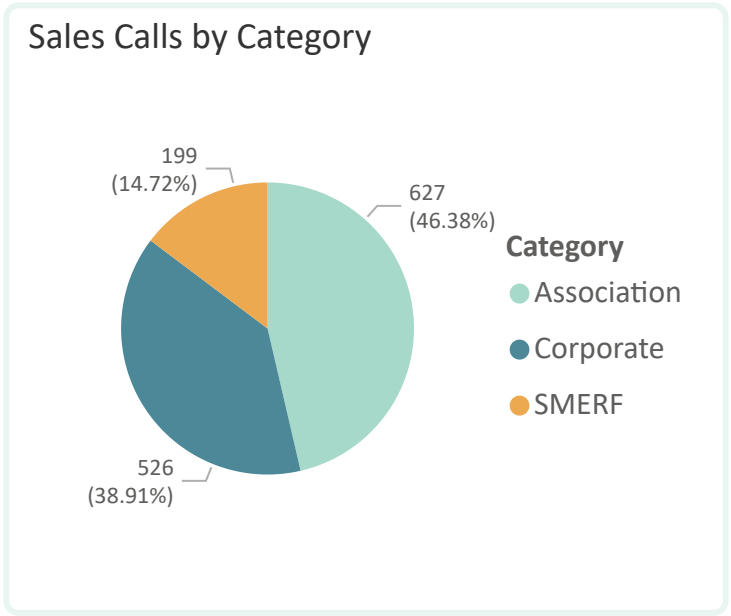
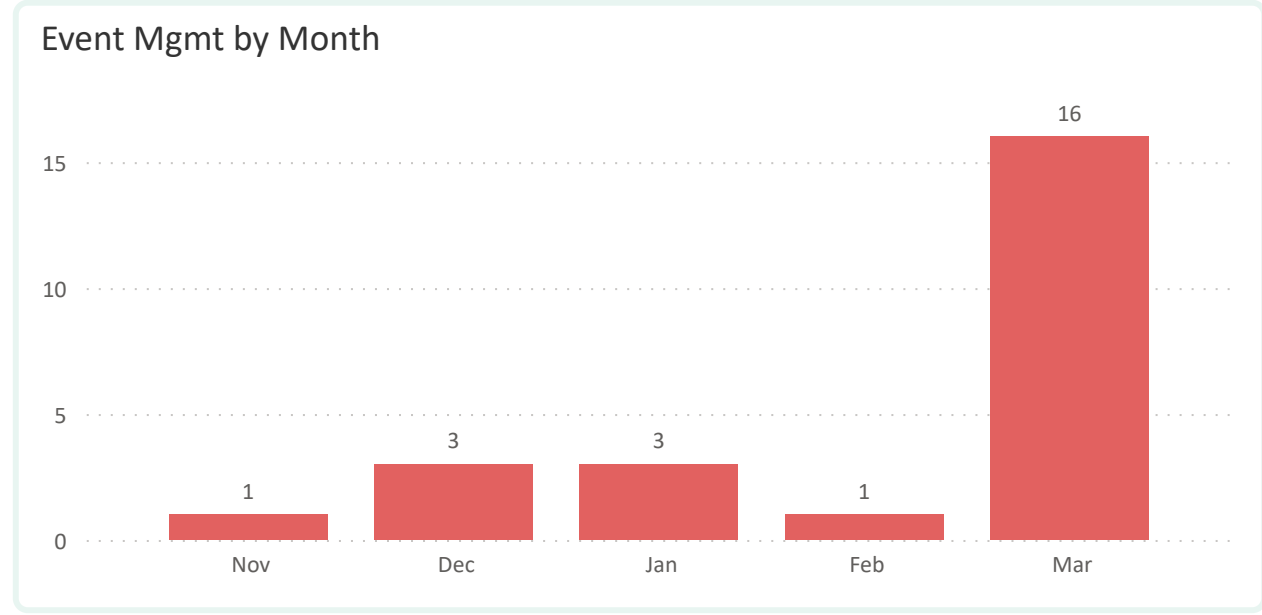
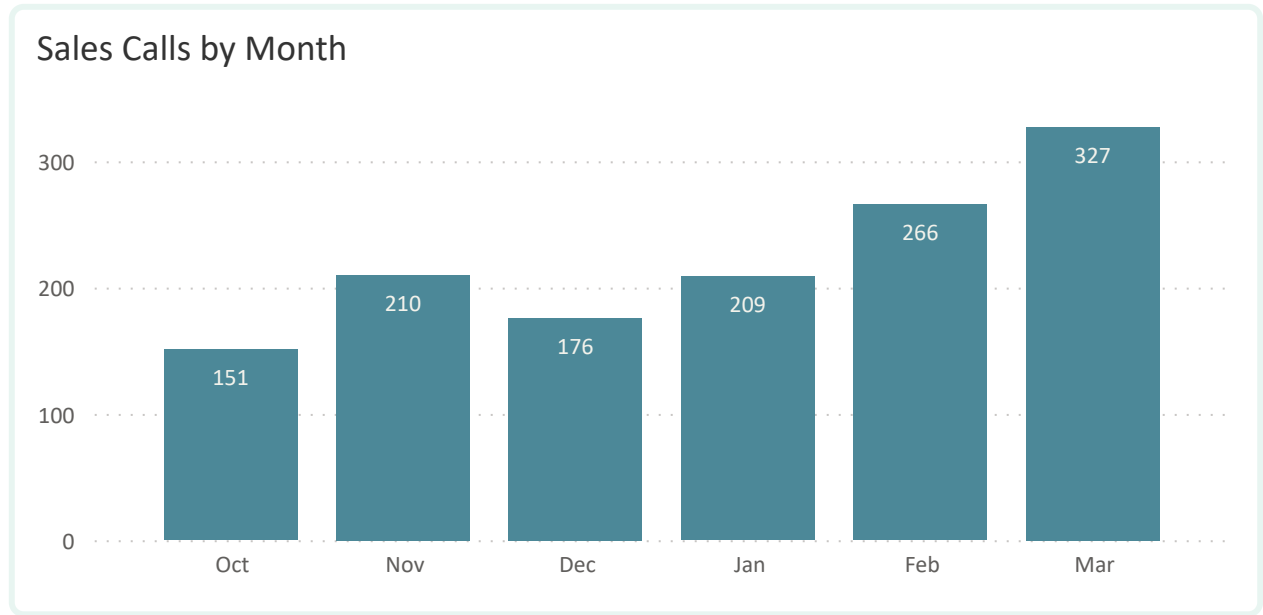
- 1-on-1 Consultation w/ Susan Negan
- McKinney Cultural Presentation – Oktoberfest
- First Aid, AED , Ready to React, Stop the bleed Training w/ Merit Ossian Fire Department



1340
Sales Calls YTD

24
Event Mgmt YTD

1,134
Total Welcome Bags YTD



29

Leads YTD

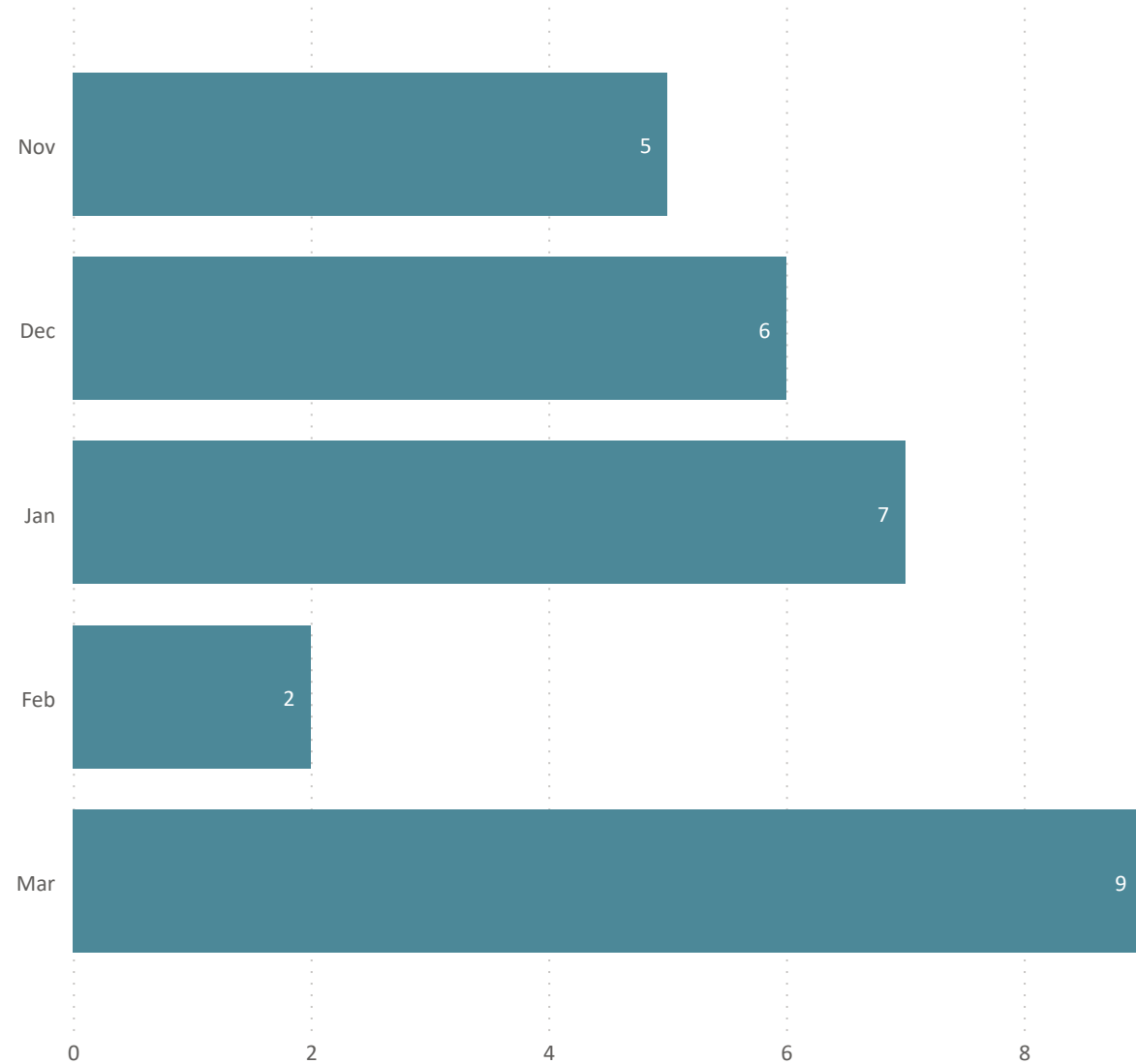
2,066

Total Rooms Nights YTD

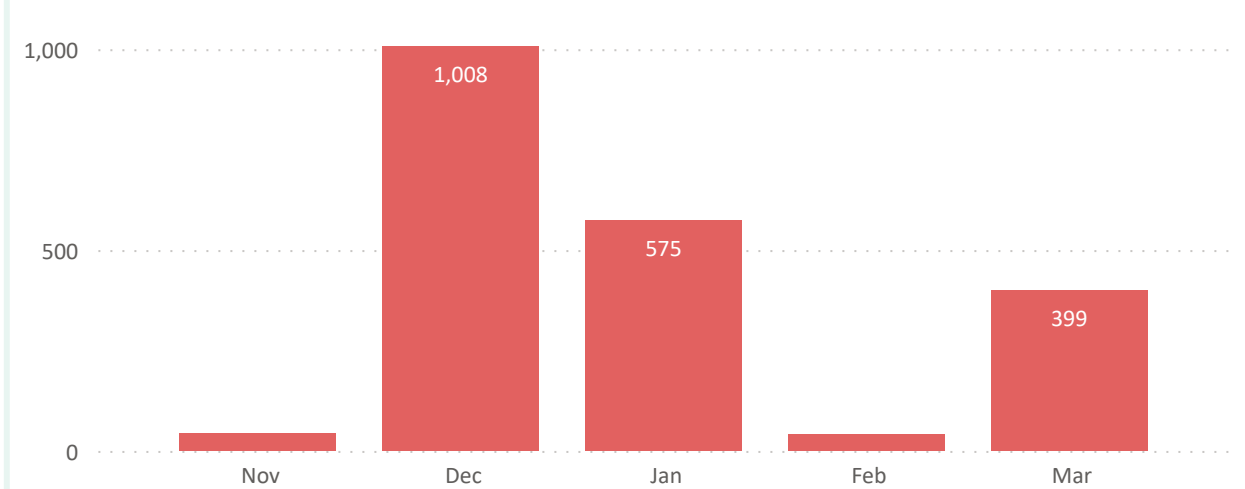
\$263,593

Total Revenue YTD

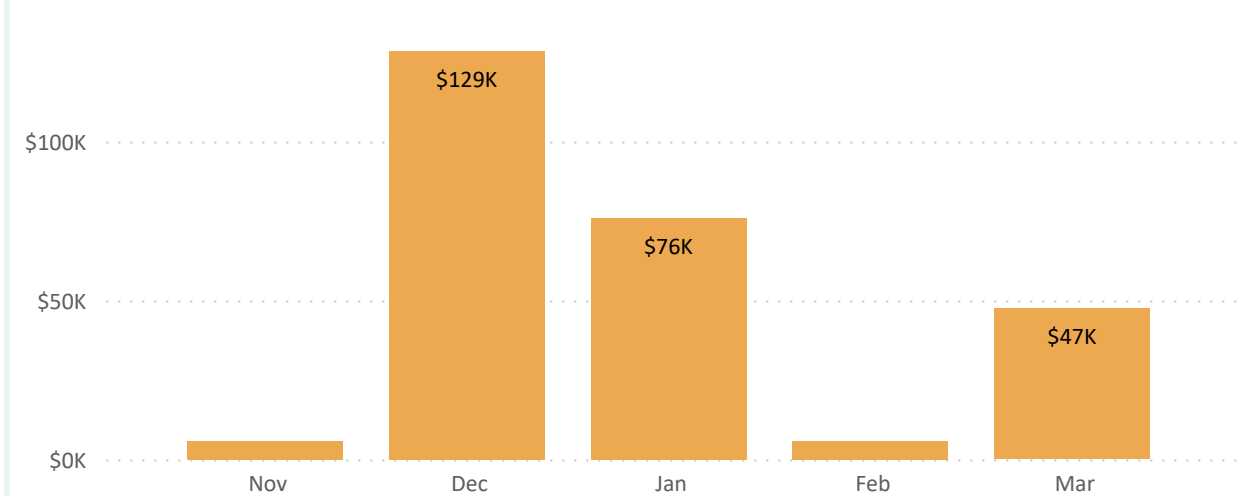
Leads by Month



Total Room Nights by Month



Total Revenue by Month



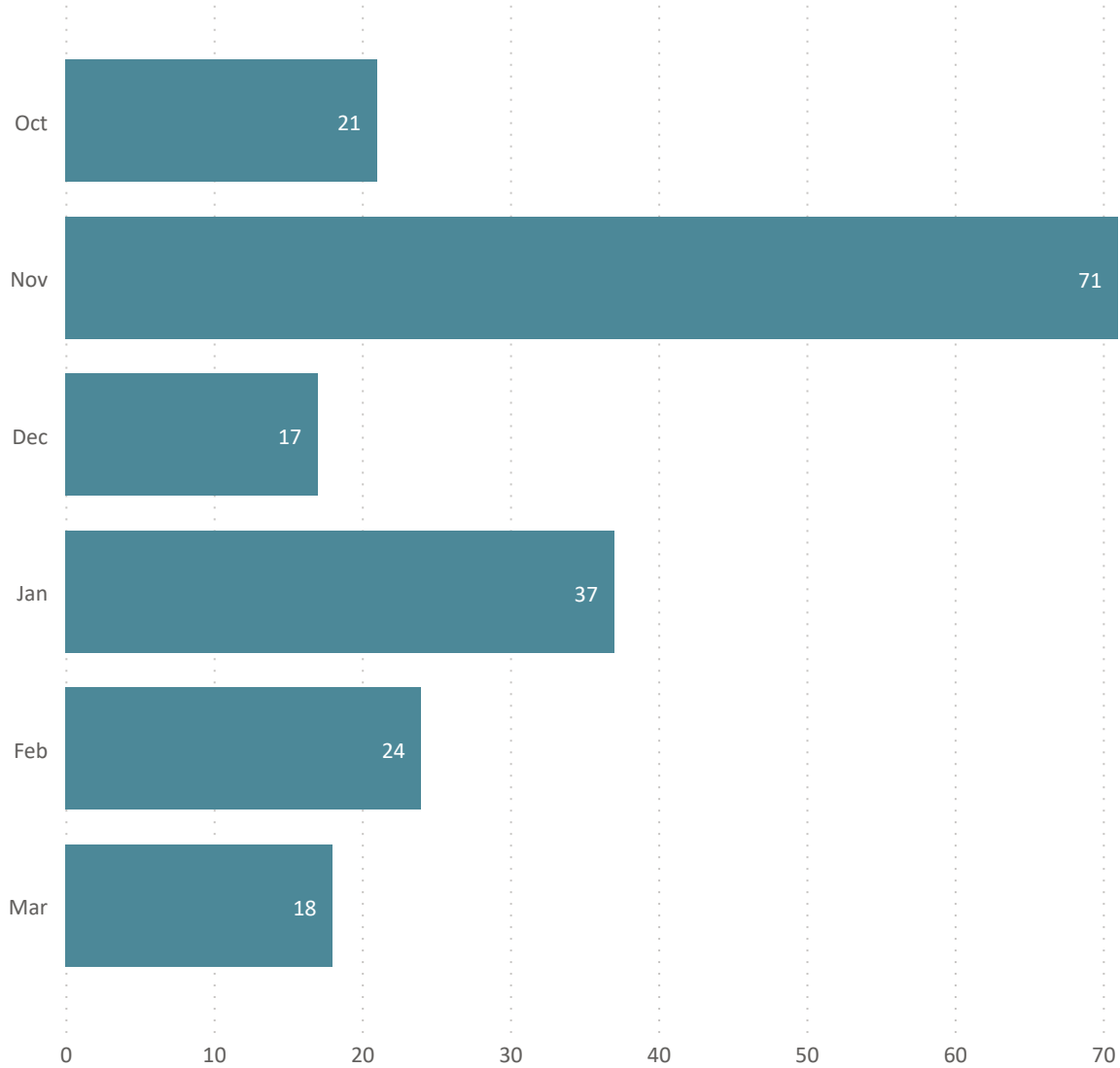
188

New RFPs YTD

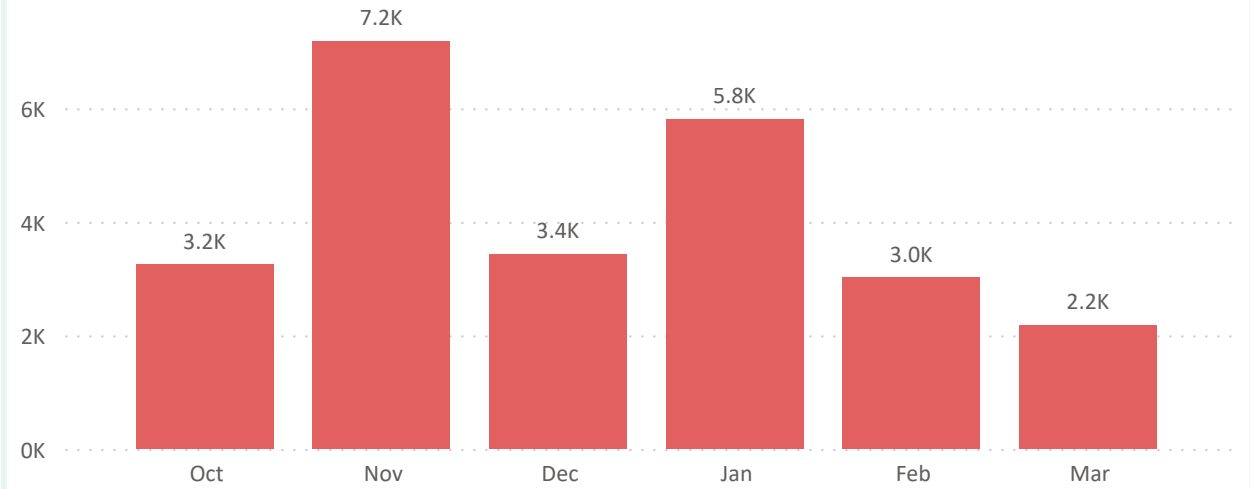
24,865

Est Room Nights YTD

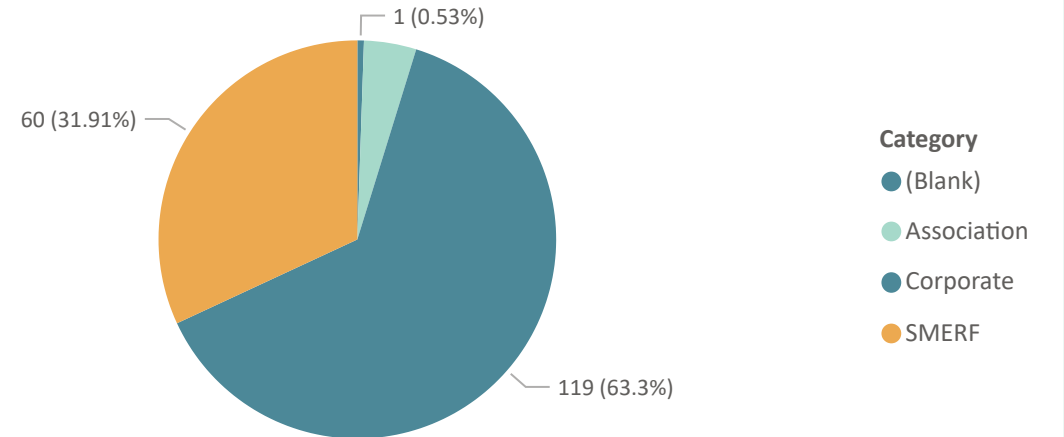
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

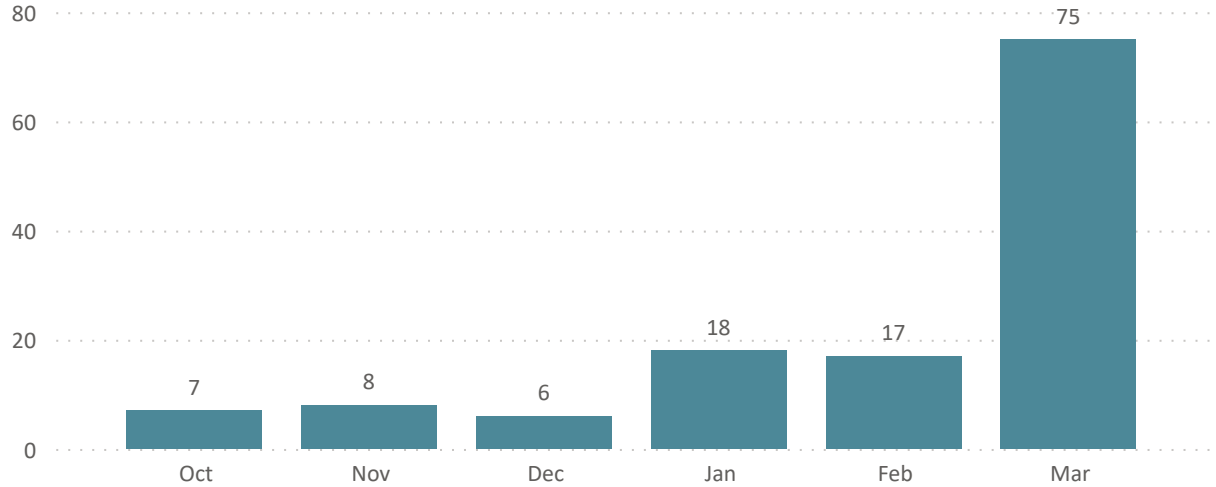
0 3000

131
Lost Opp YTD

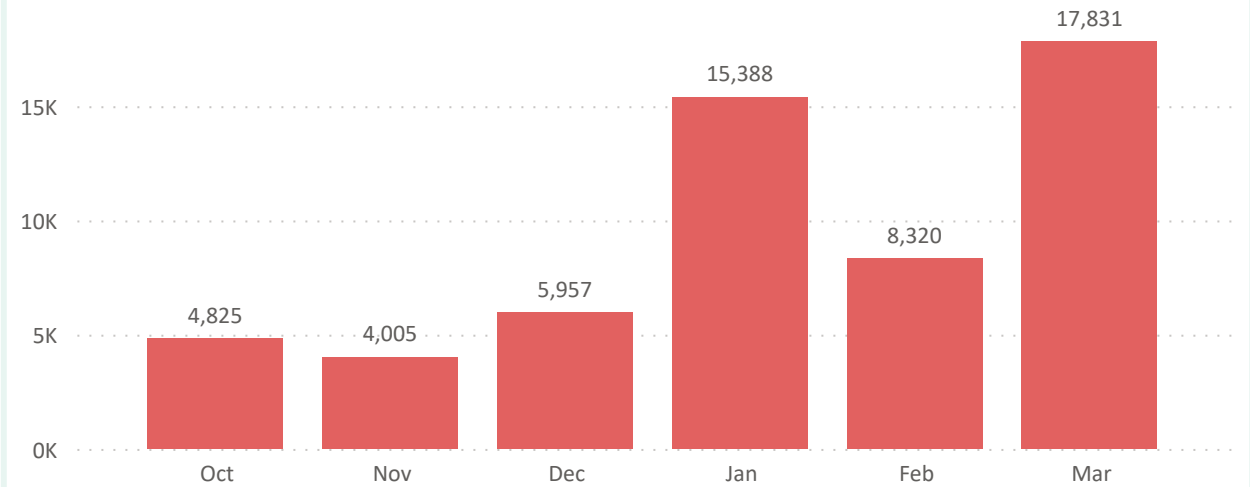
56,326
Lost Room Nights YTD

\$7,890,842
Lost Revenue YTD

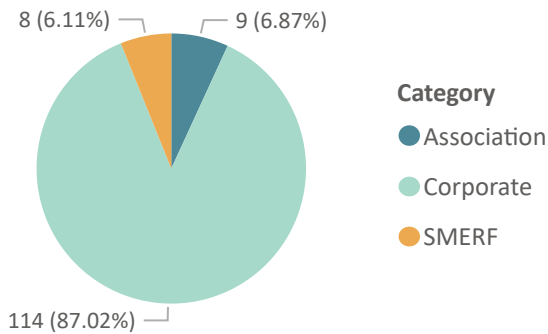
Lost Opportunities by Month



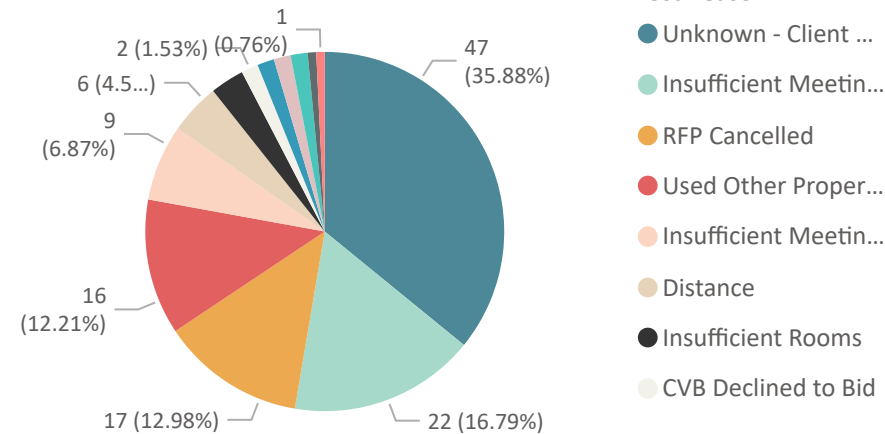
Lost Room Nights by Month



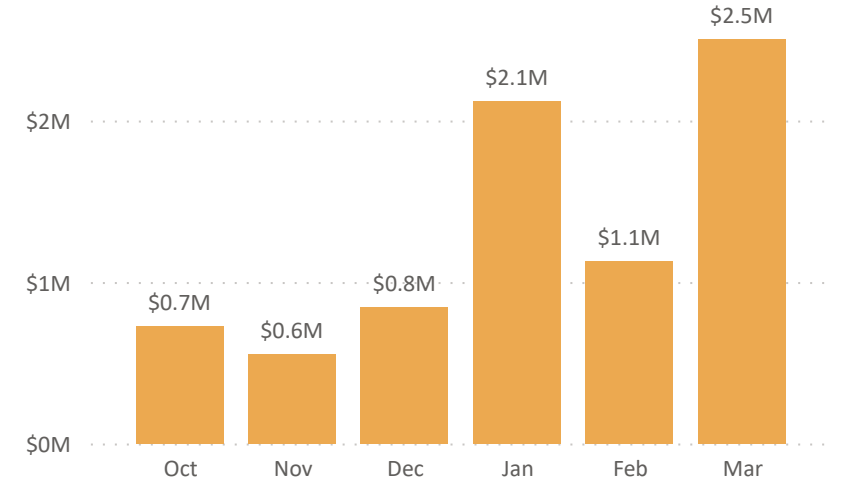
Lost by Category



Lost by Reason



Lost Revenue by Month



783

Visitors YTD

99

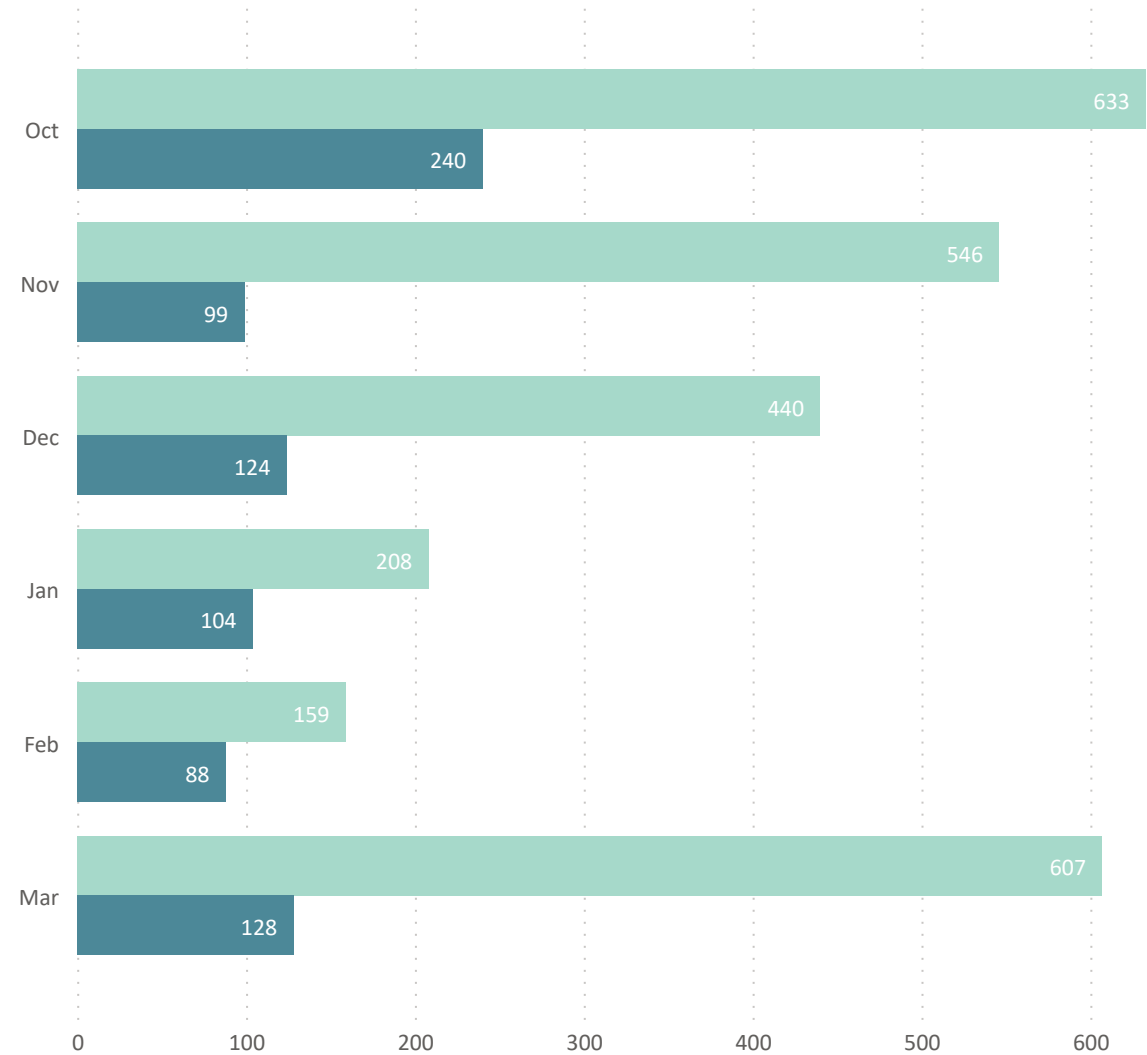
Tour Attendees YTD



[See details](#)

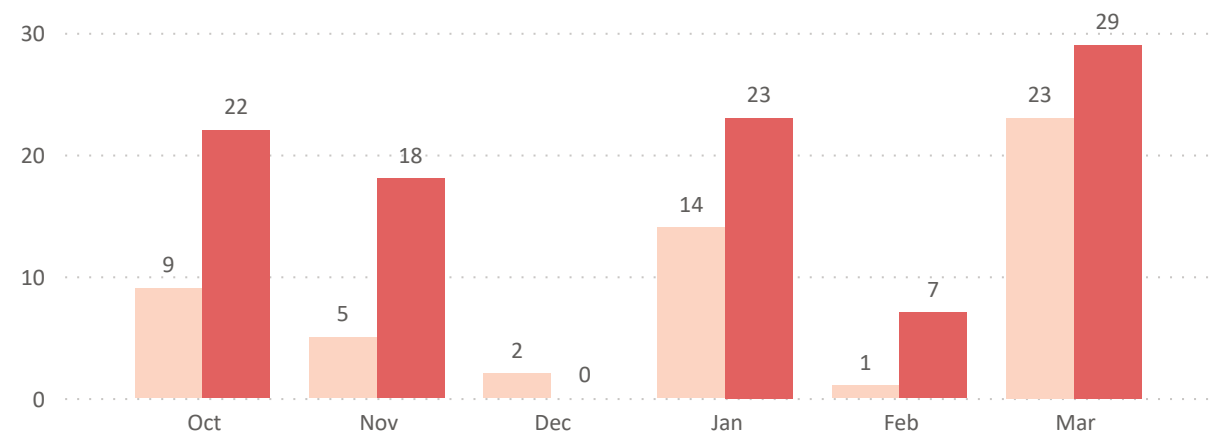
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month

197,512

Page Views YTD

120,683

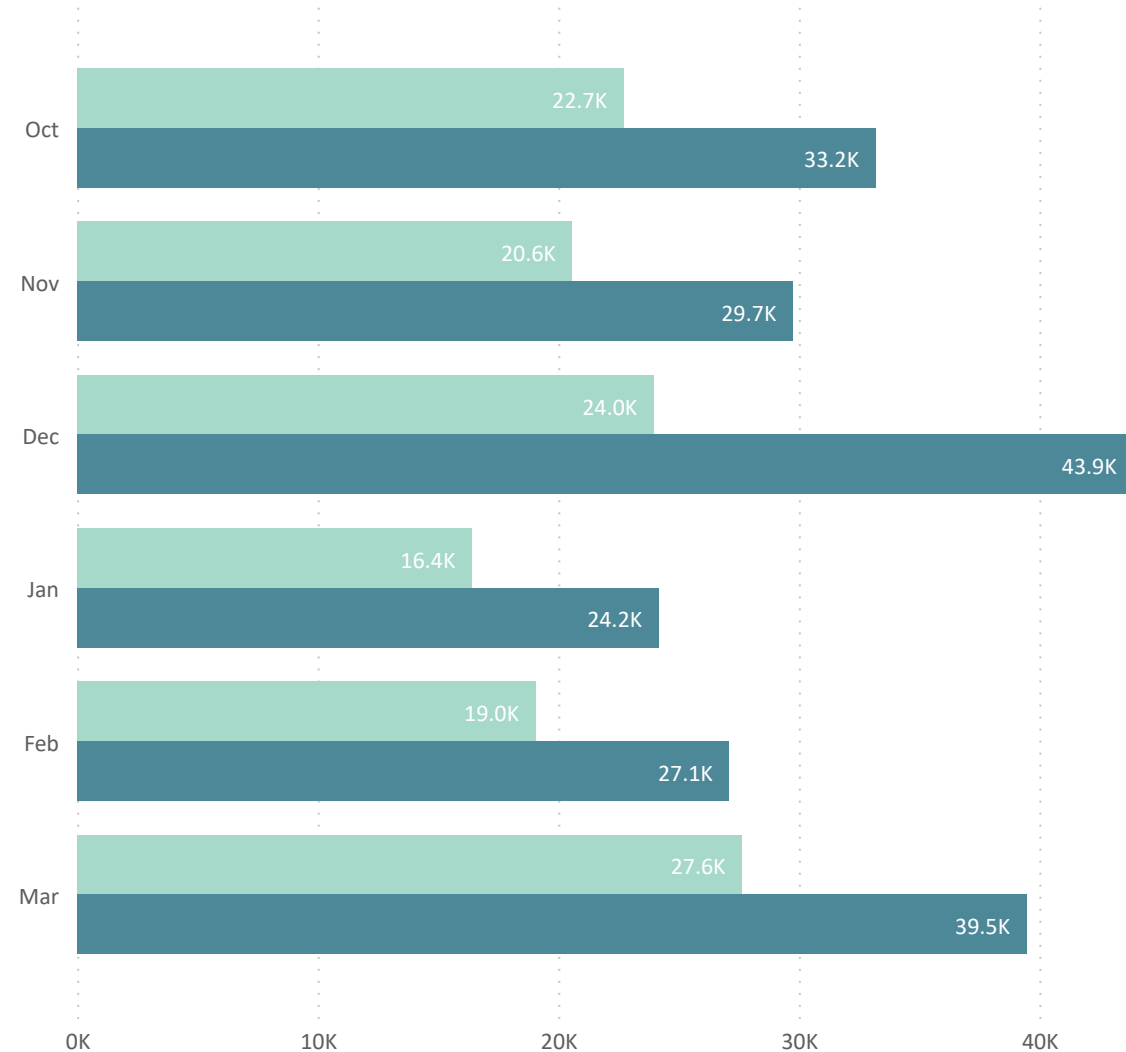
Sessions YTD

100,569

Users YTD

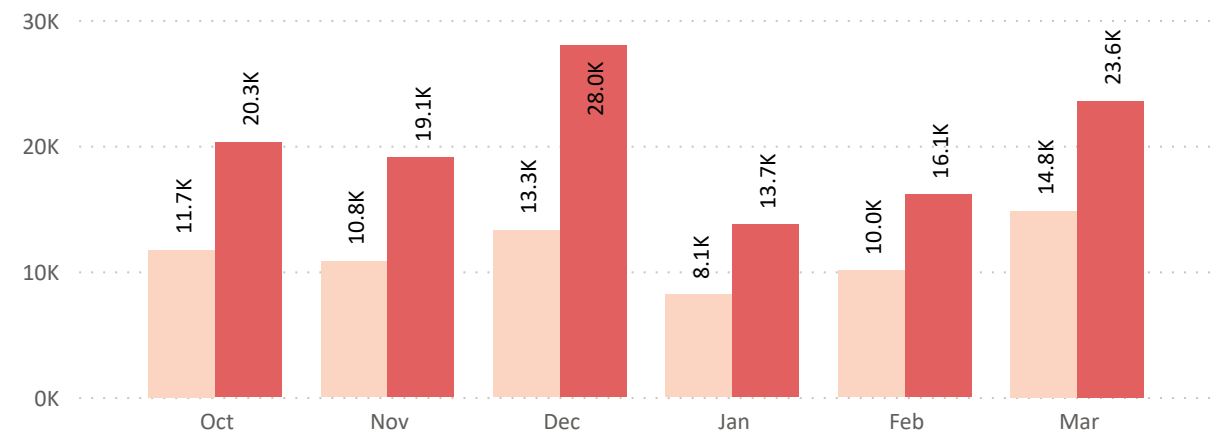
Page Views by Month

● Page Views LY ● Page Views



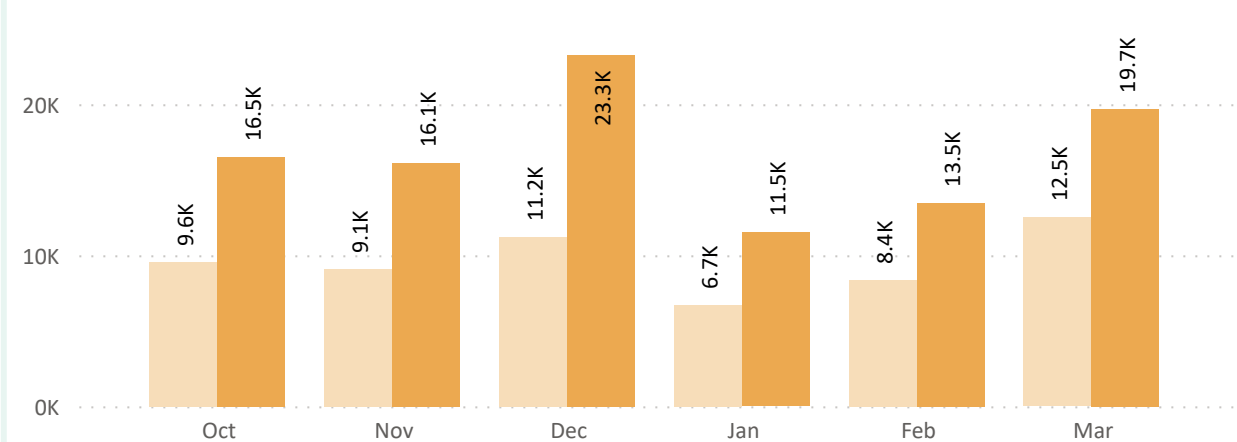
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users

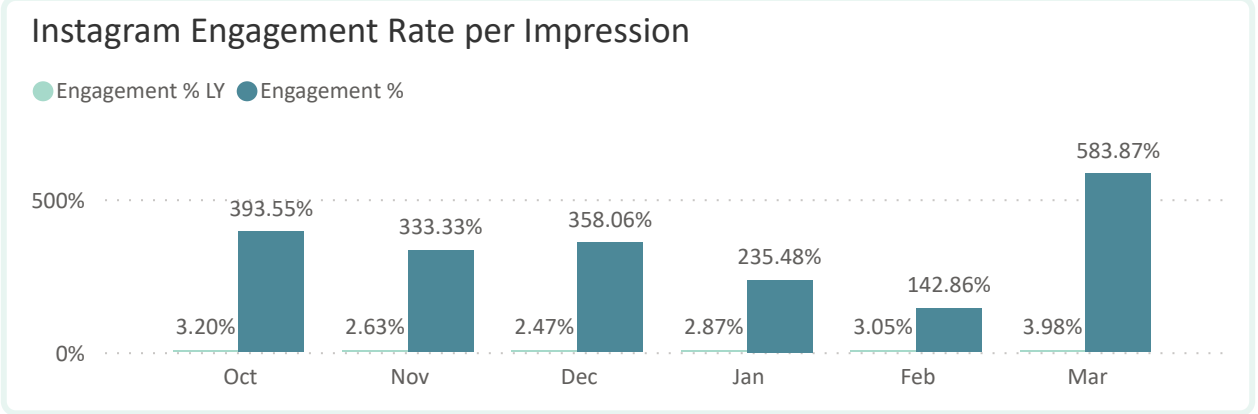
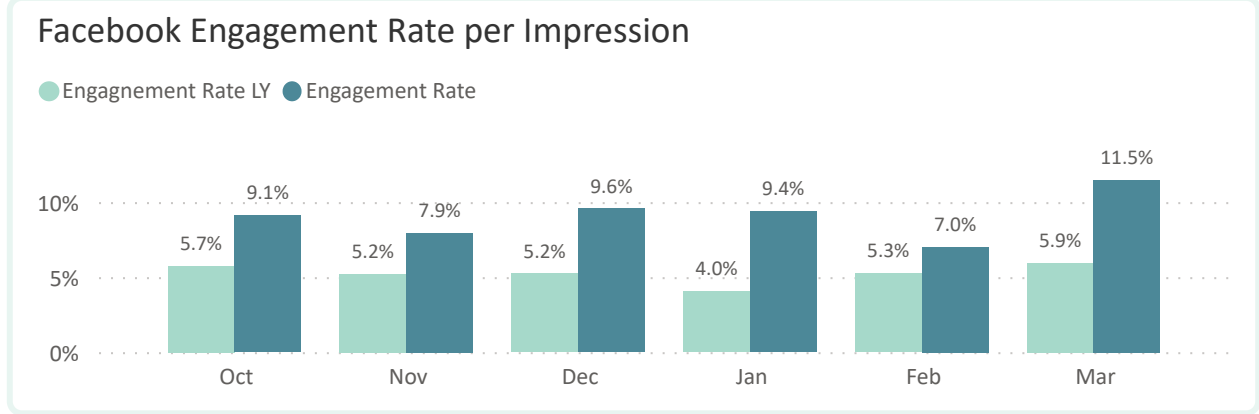
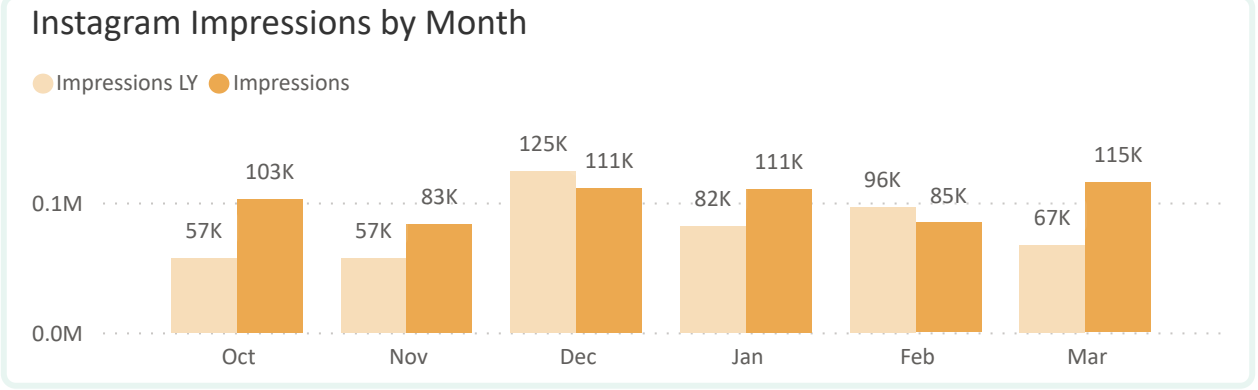
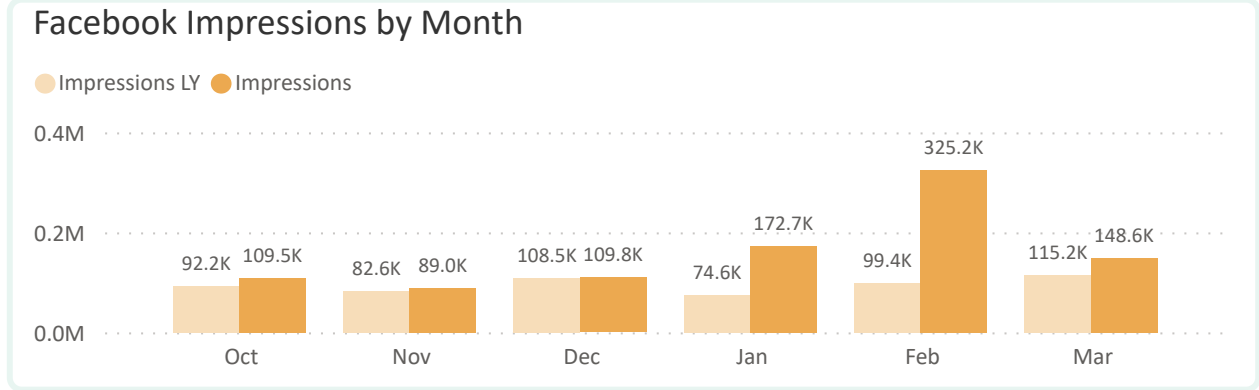
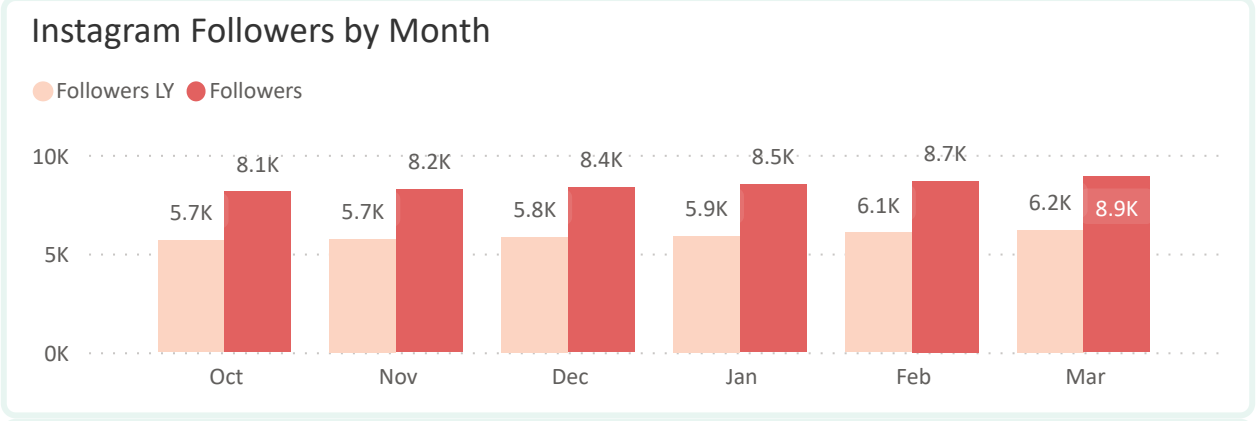
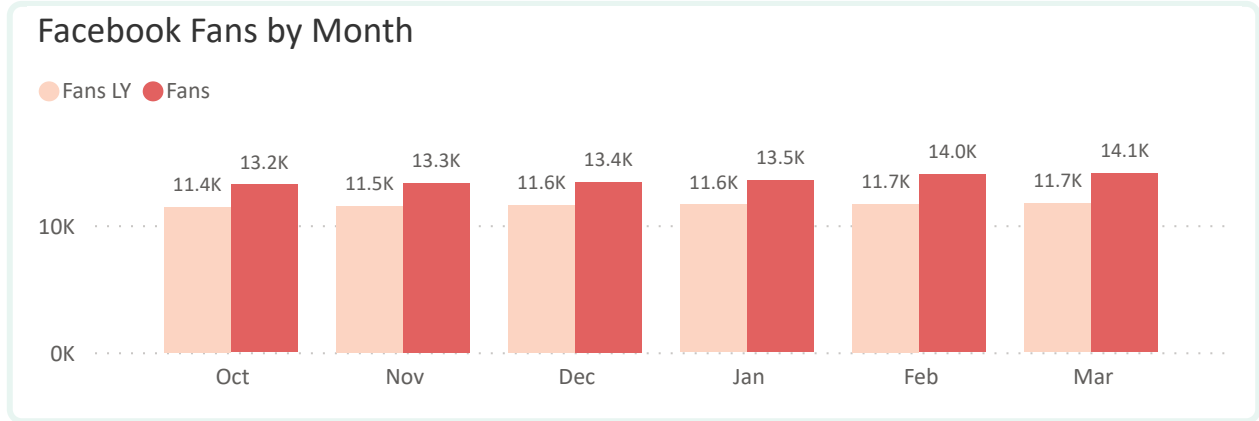


14,085
Current FB Fans

537
FB Posts YTD

8,905
Current IG Followers

328
IG Posts & Stories YTD



3,830

Visit Widget Users YTD

3,659

VW Sessions YTD

4,885

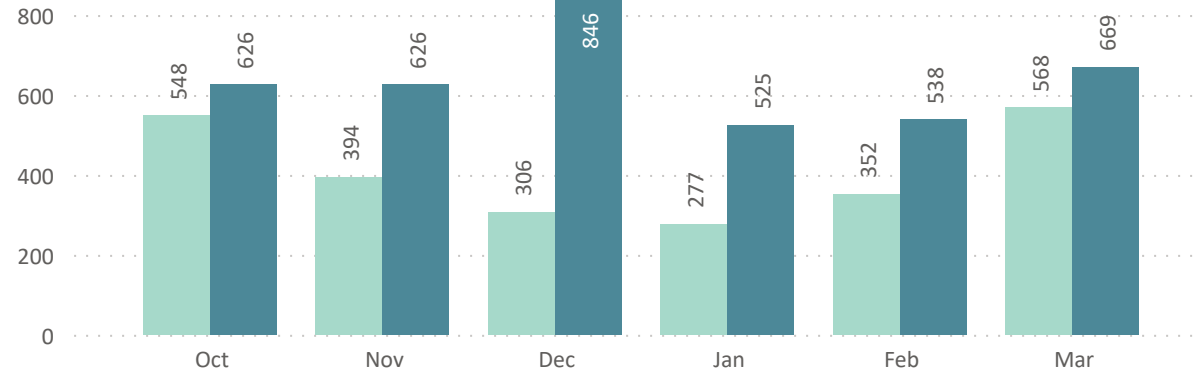
YouTube Views YTD

68,324

Impressions YTD

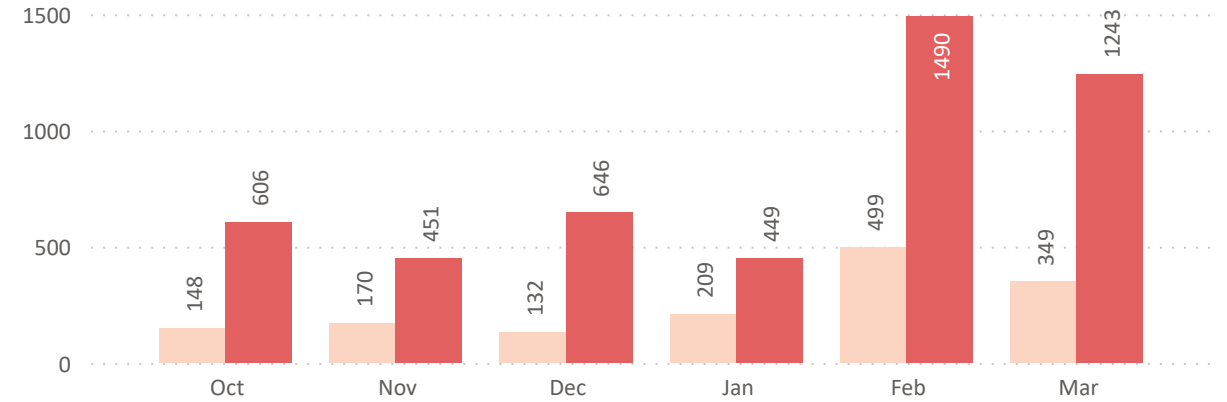
Visit Widget Users by Month

● Users LY ● Users



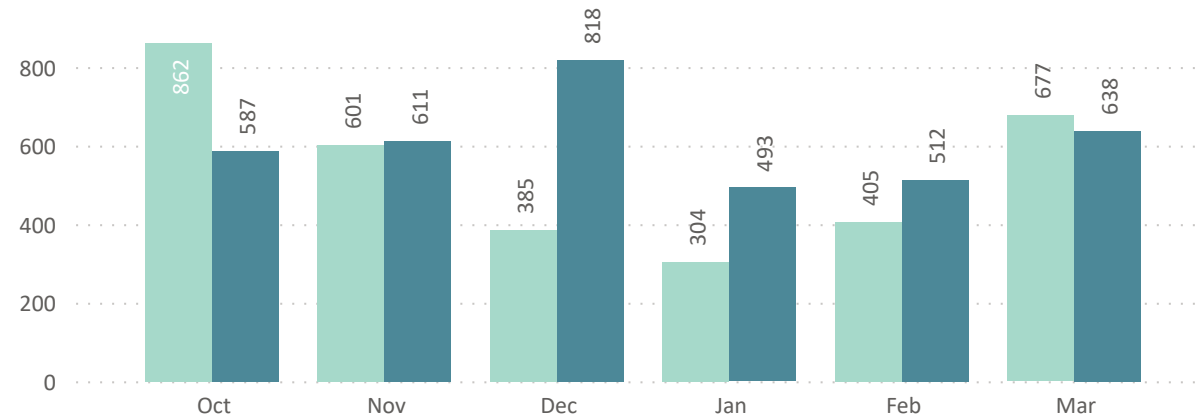
YouTube Views by Month

● Views LY ● Views



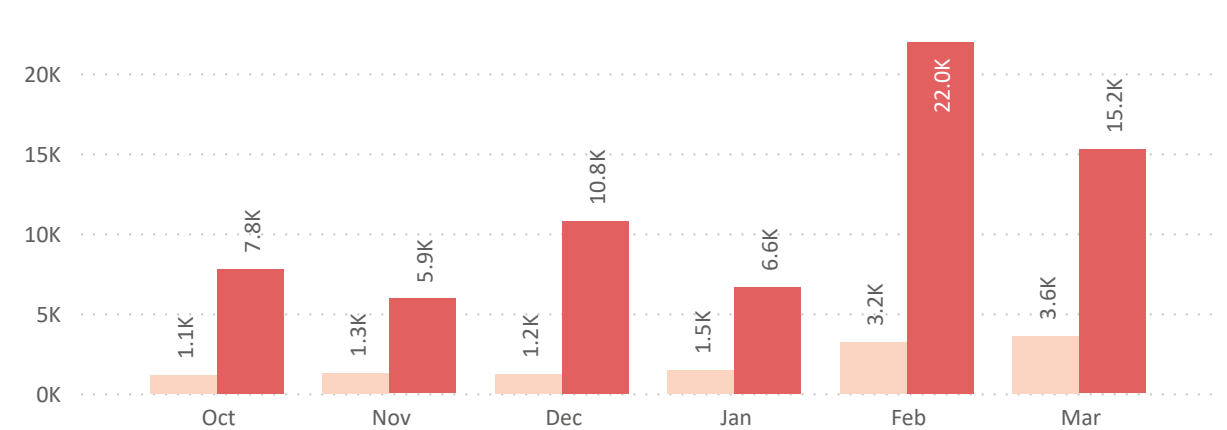
Visit Widget Sessions by Month

● Sessions LY ● Visit Widget Sessions



YouTube Impressions by Month

● Impressions LY ● Impressions



33.24%

Open Rate YTD

9.91%

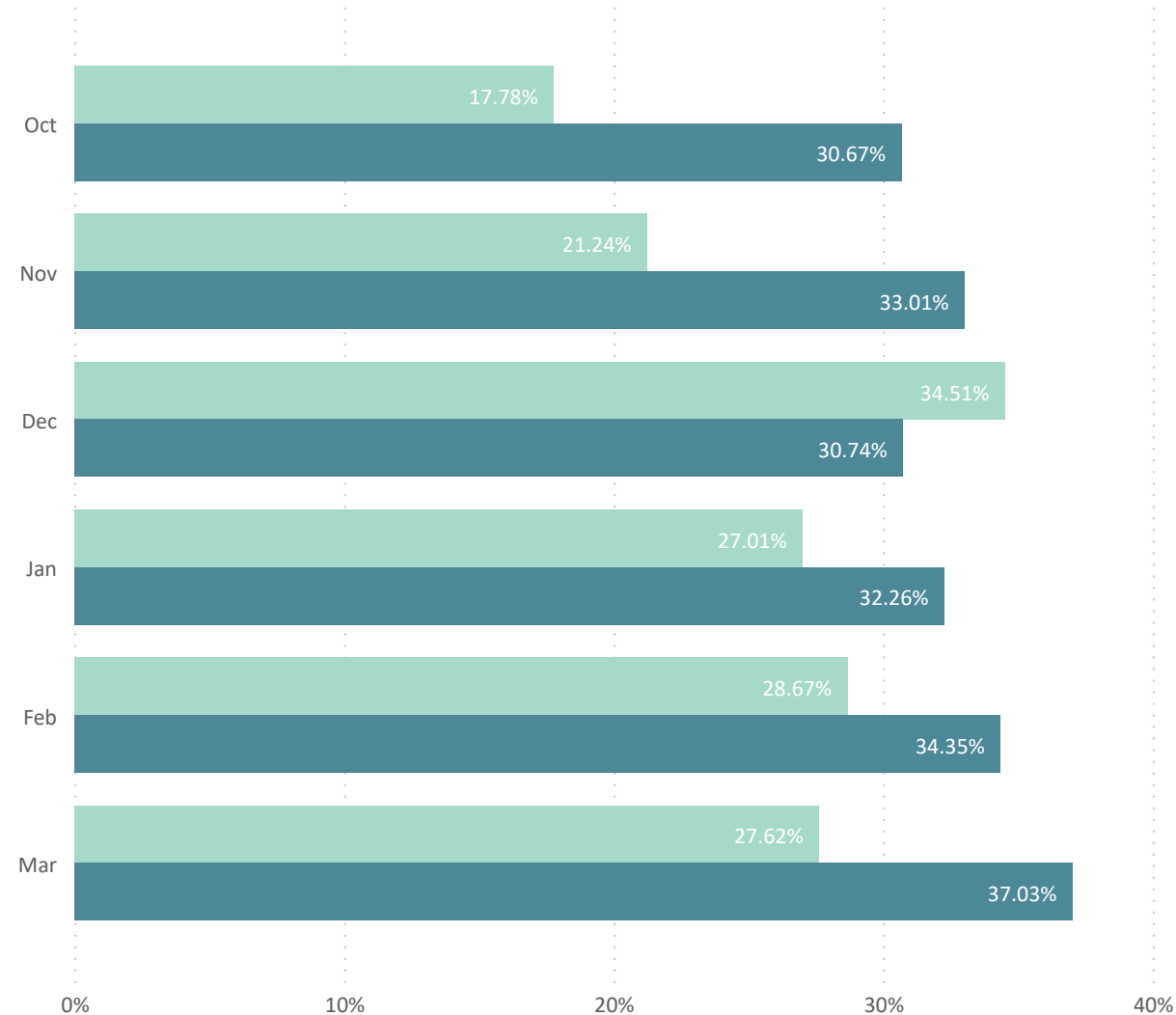
Click Rate YTD

107,561

Total Recipients YTD

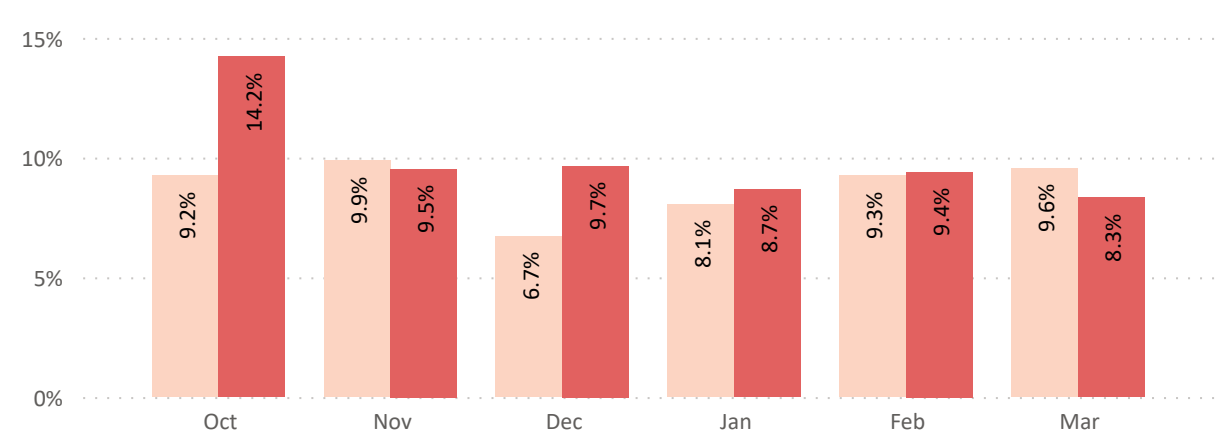
Open Rate by Month

● Open Rate LY ● Open Rate



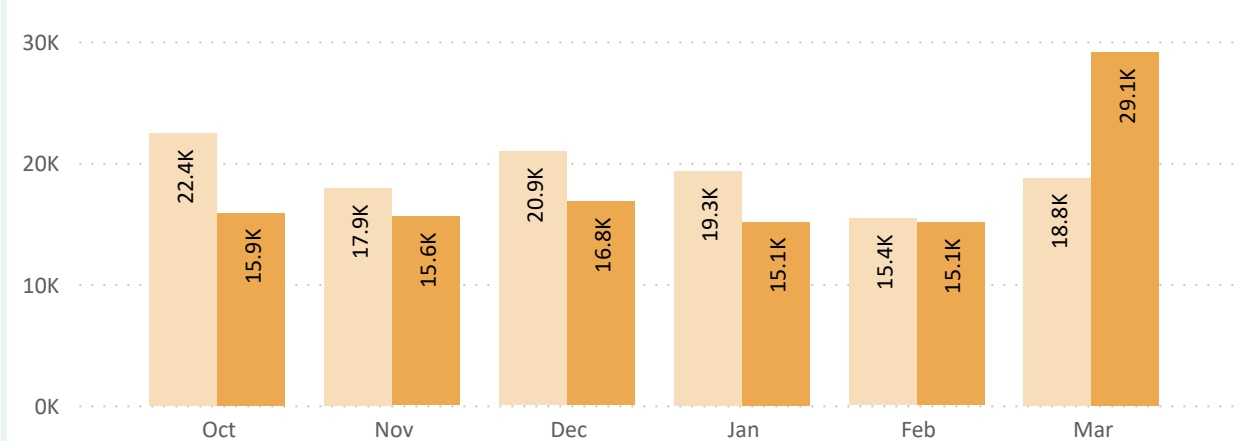
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



68.17%

Occupancy YTD

\$92.36

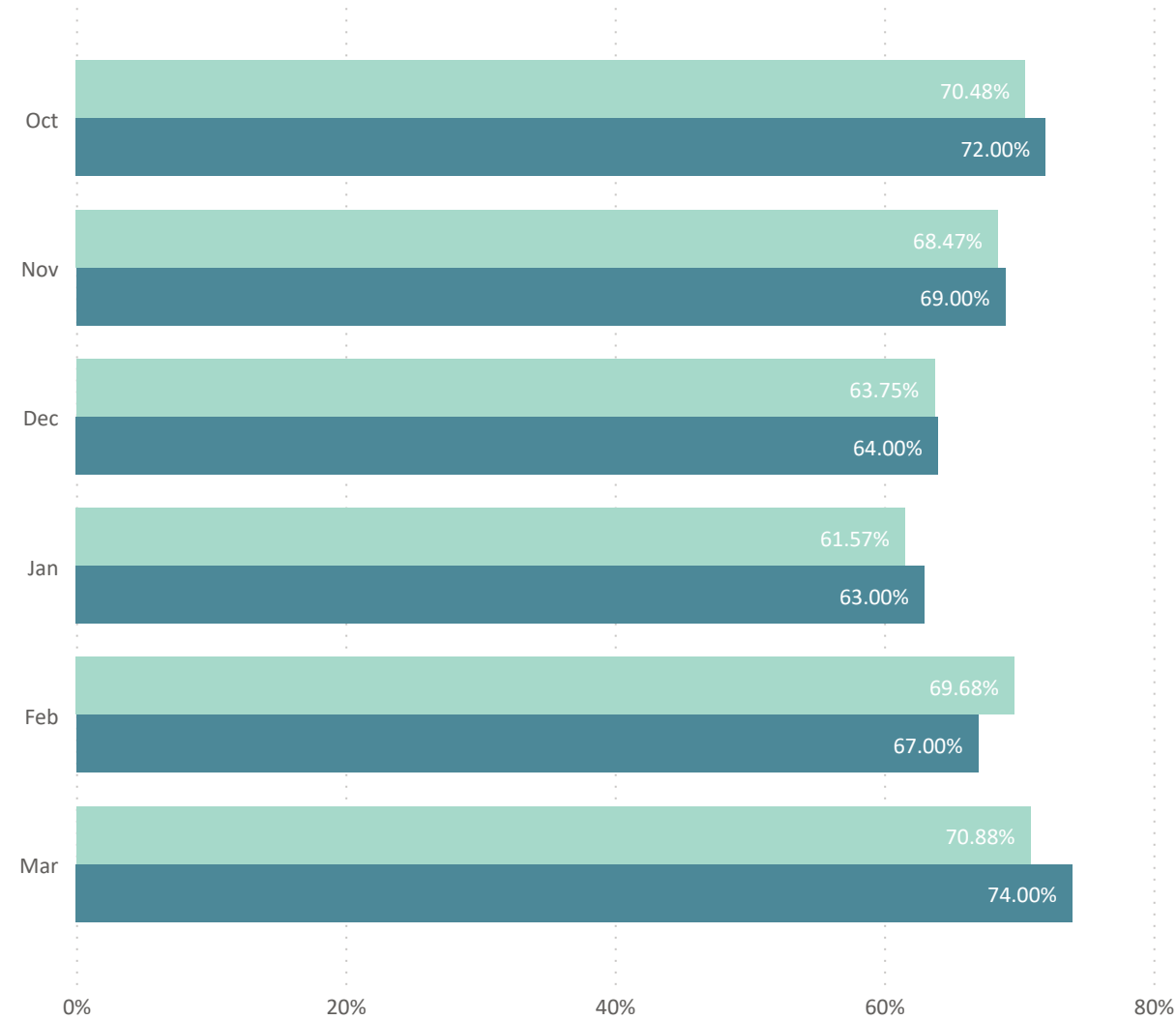
ADR YTD

\$19,219,509.56

Total Revenue YTD

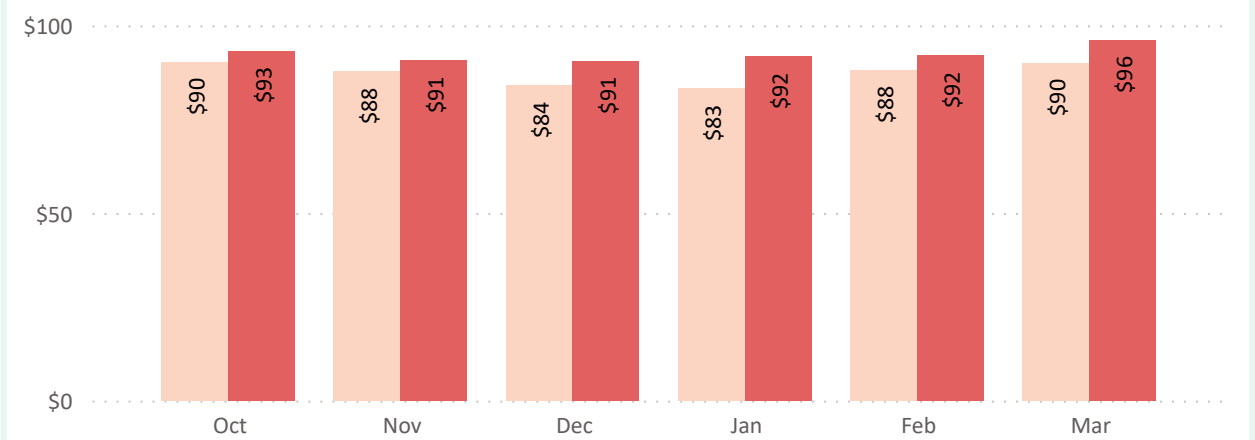
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



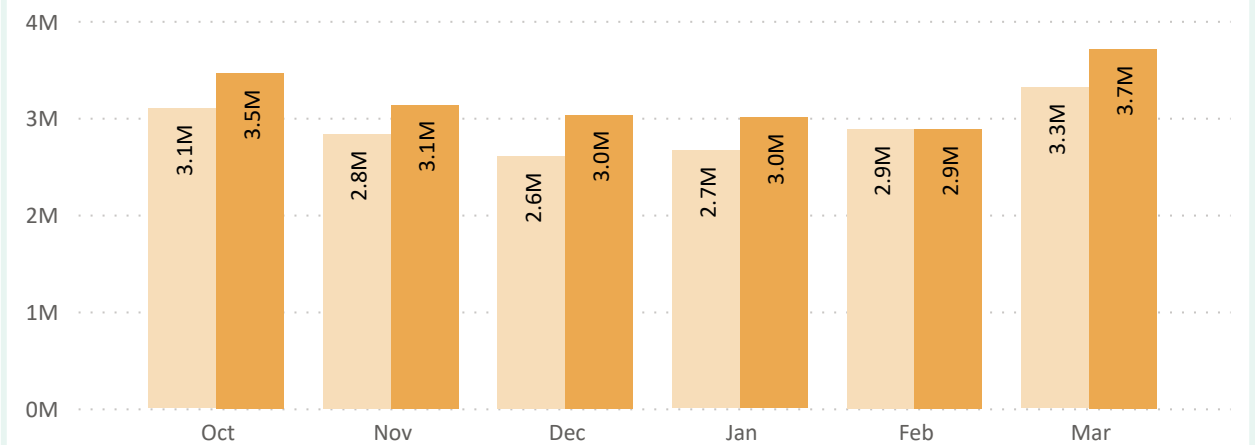
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



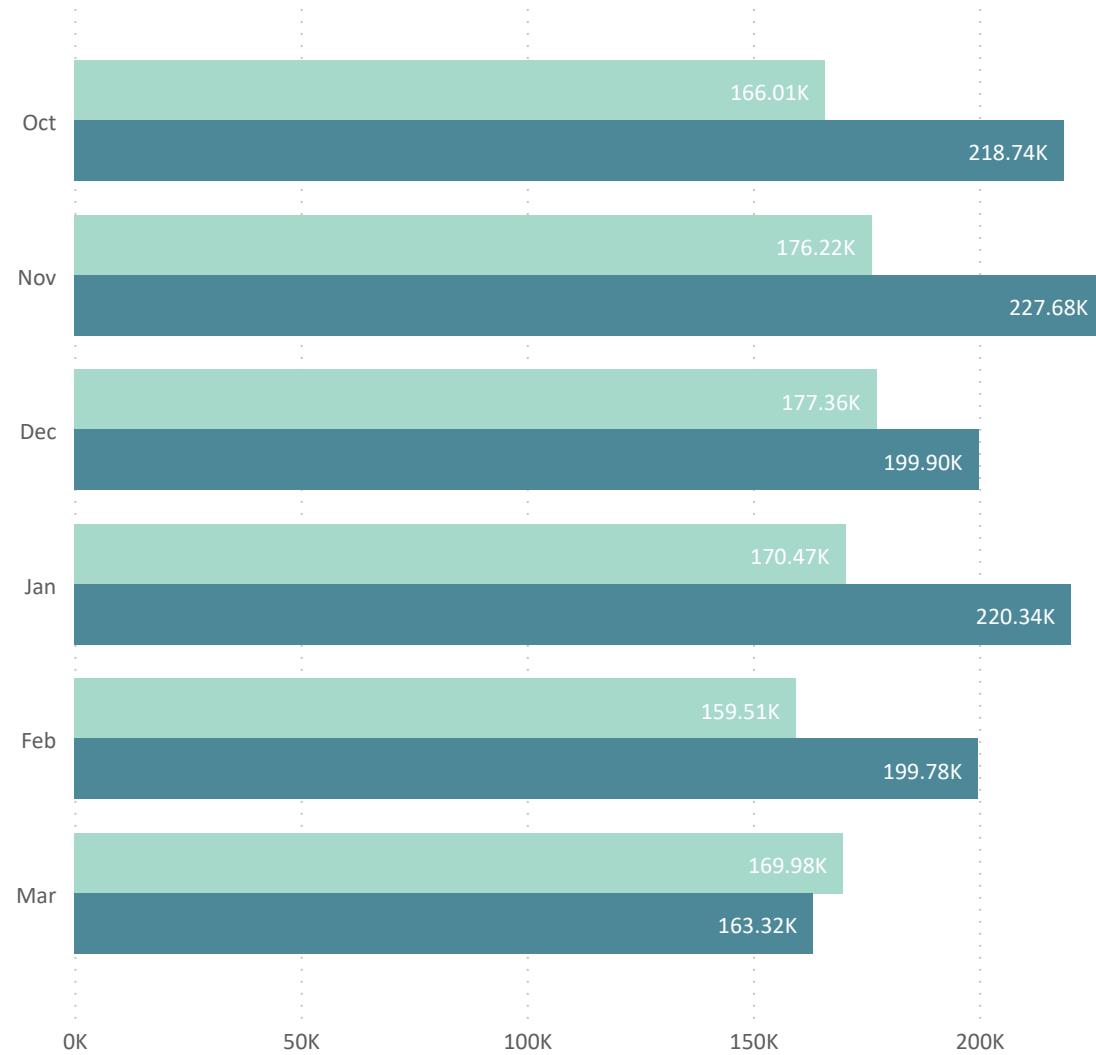
\$1,229,762
HOT Revenue YTD

37.76%
% Rooms Nights YTD

160,823
Room Nights YTD

Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



Amount Paid by Property

