

visit mckinney Monthly Report

April - 2023



1340

Sales Calls YTD

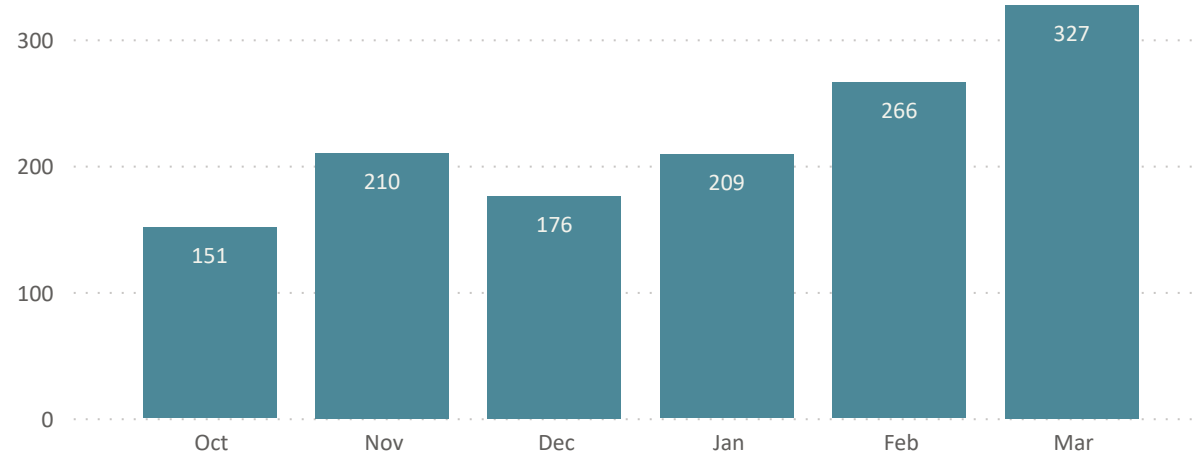
24

Event Mgmt YTD

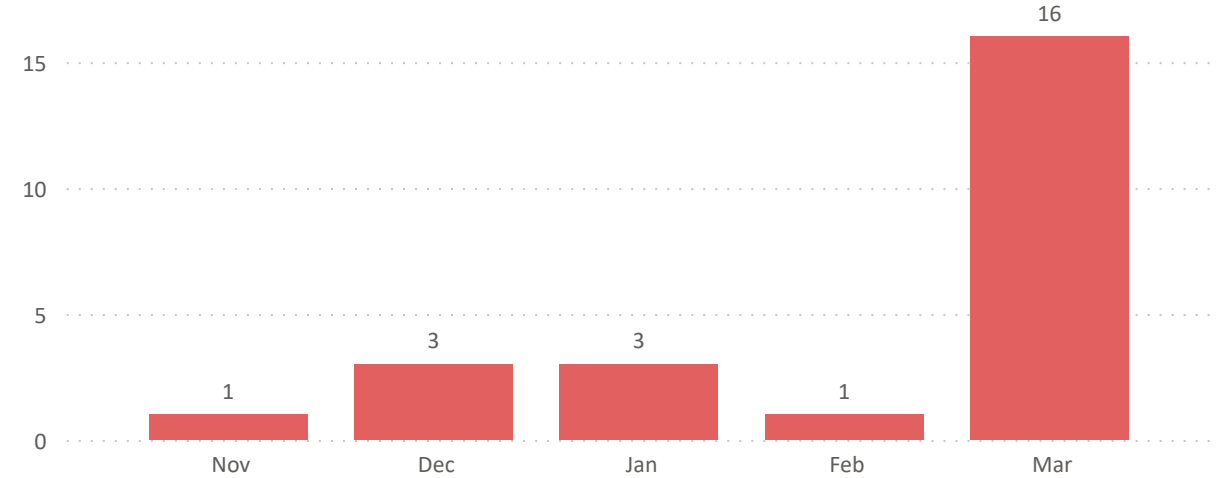
1,134

Total Welcome Bags YTD

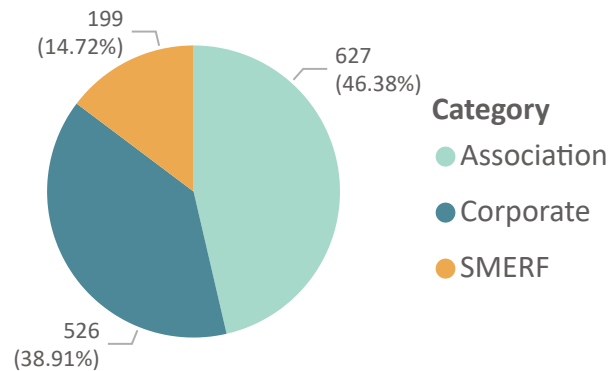
Sales Calls by Month



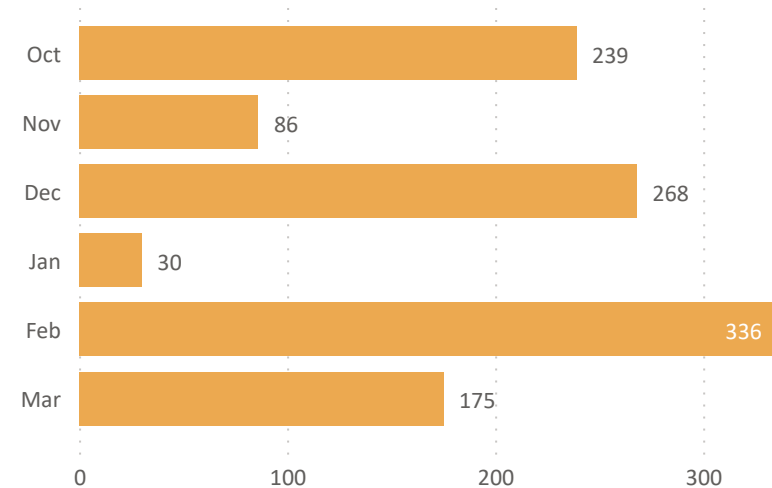
Event Mgmt by Month



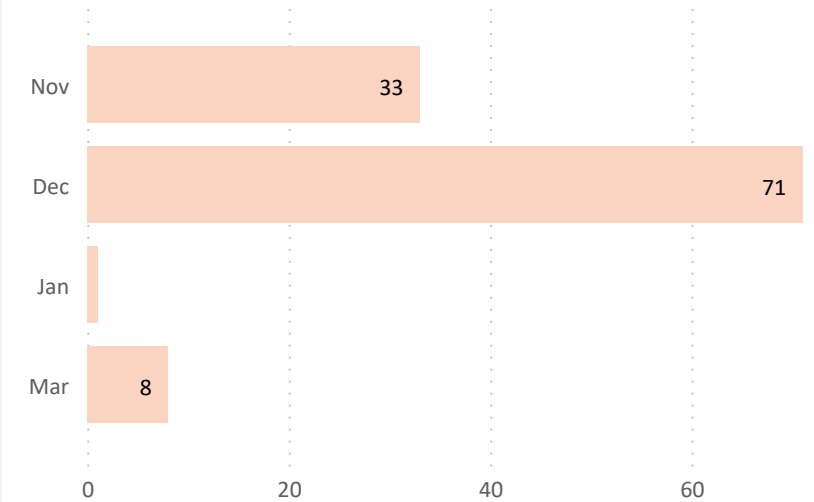
Sales Calls by Category



Event Services by Month



Partner Check-In by Month

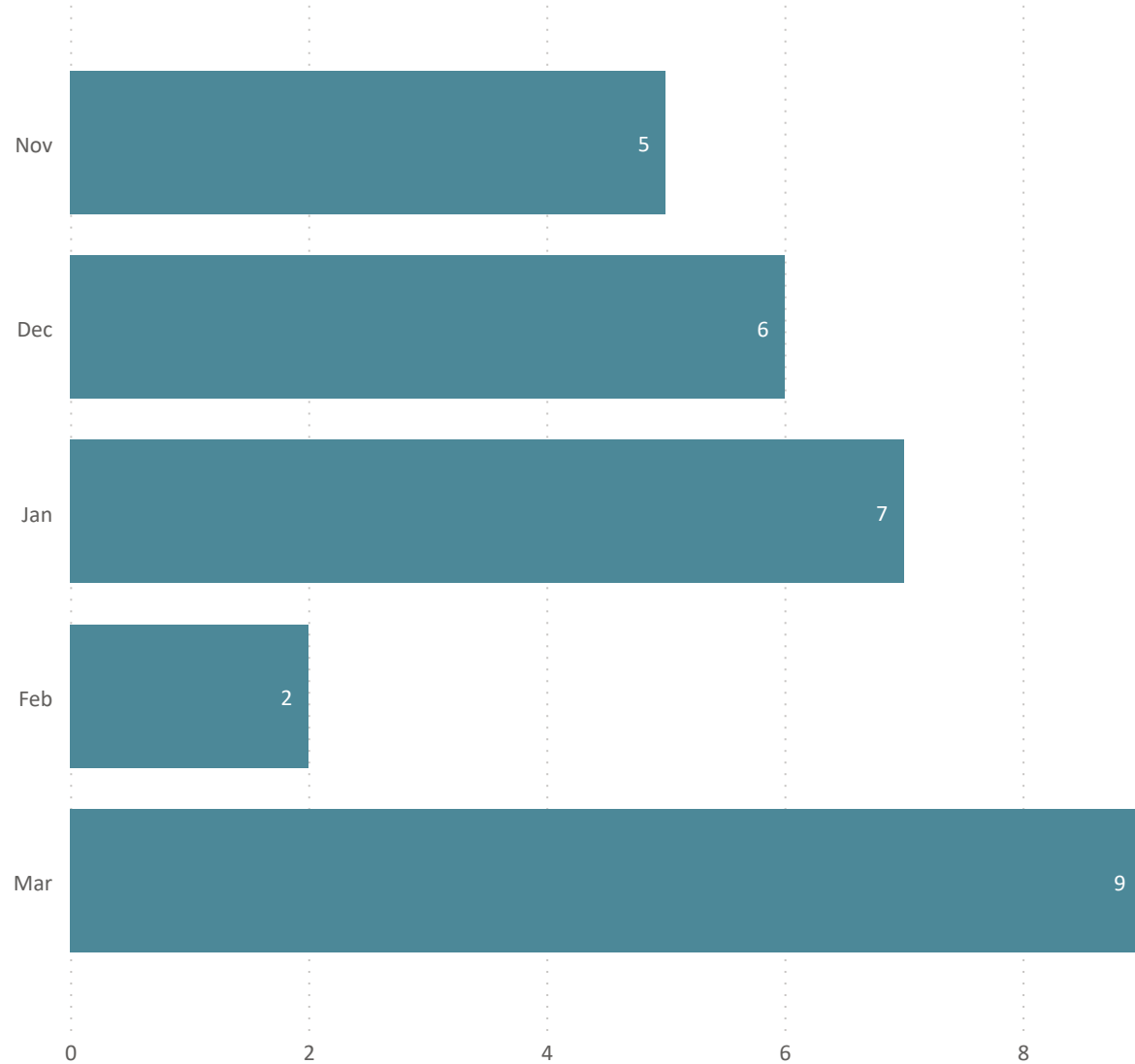


29
Leads YTD

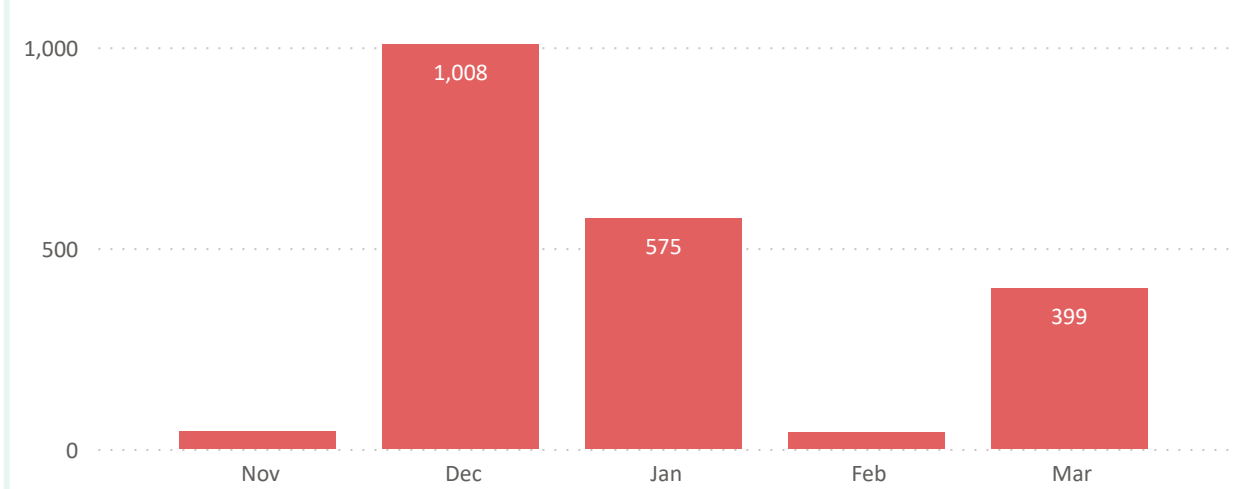
2,066
Total Rooms Nights YTD

\$263,593
Total Revenue YTD

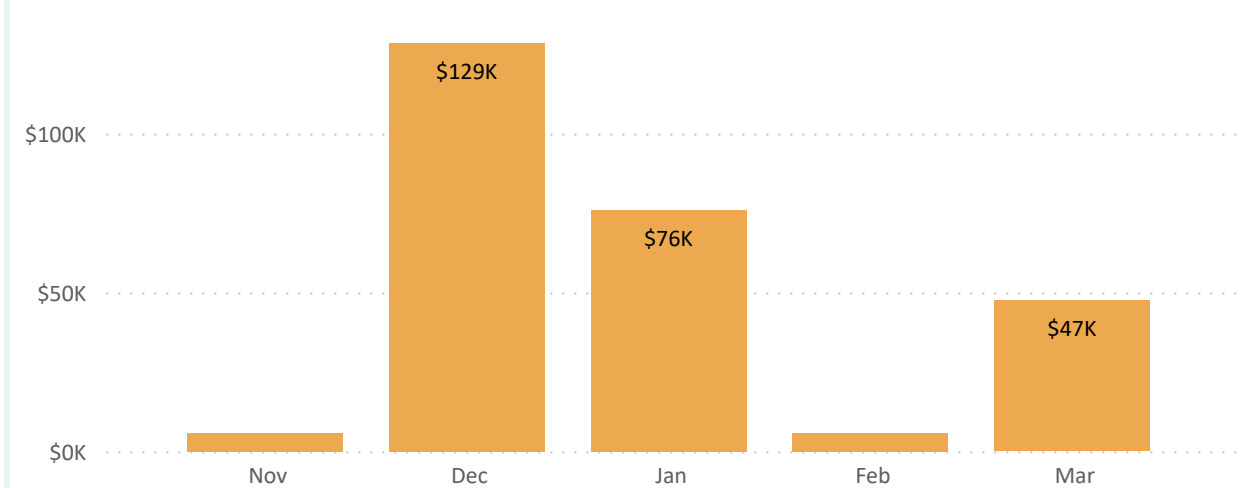
Leads by Month



Total Room Nights by Month



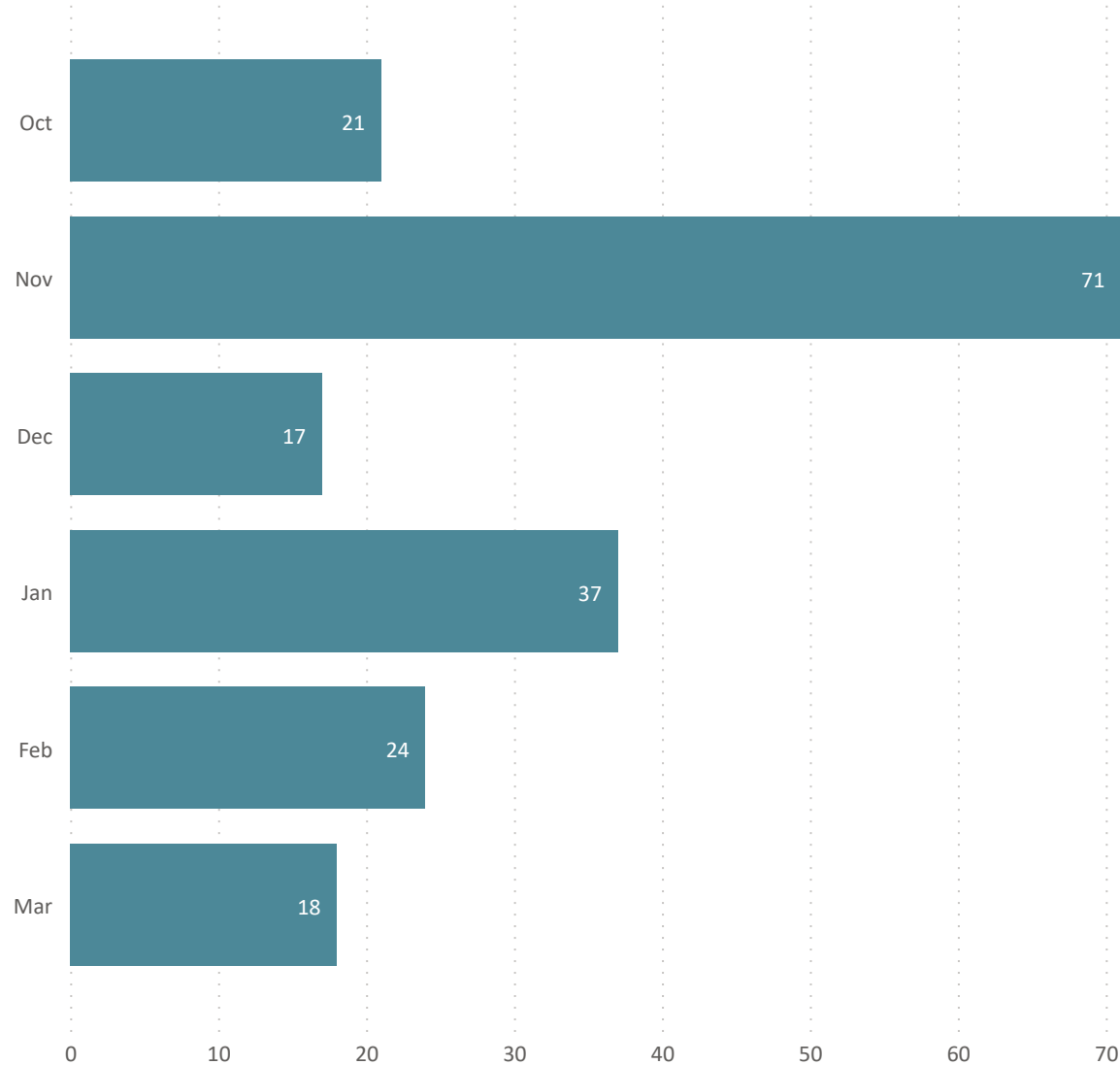
Total Revenue by Month



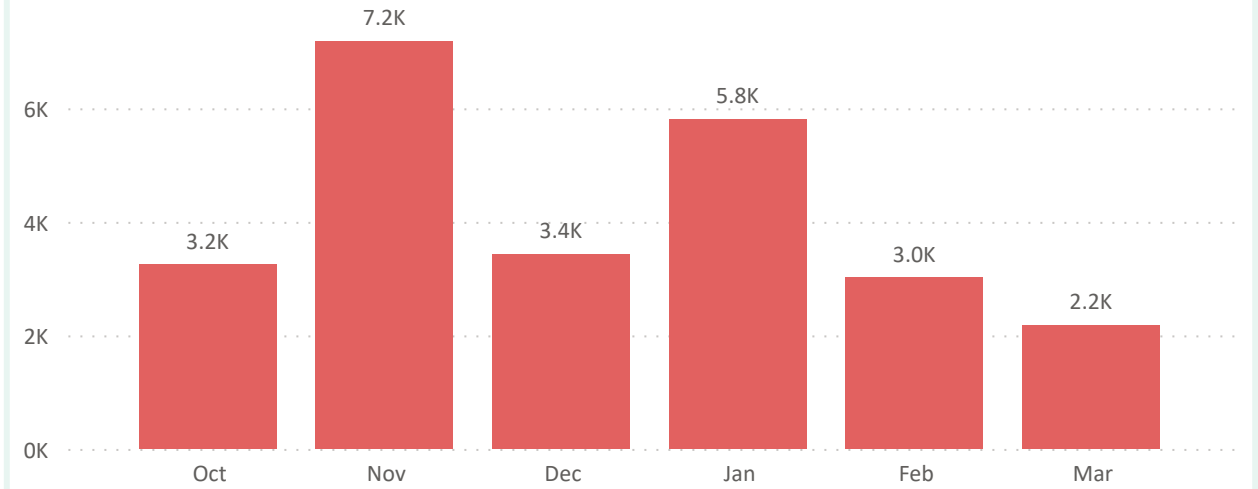
188
New RFPs YTD

24,865
Est Room Nights YTD

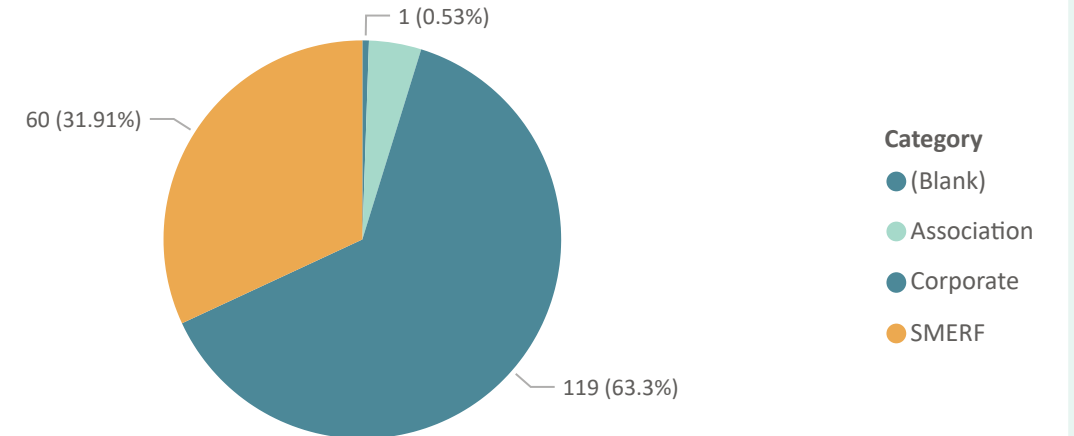
New RFPs by Month



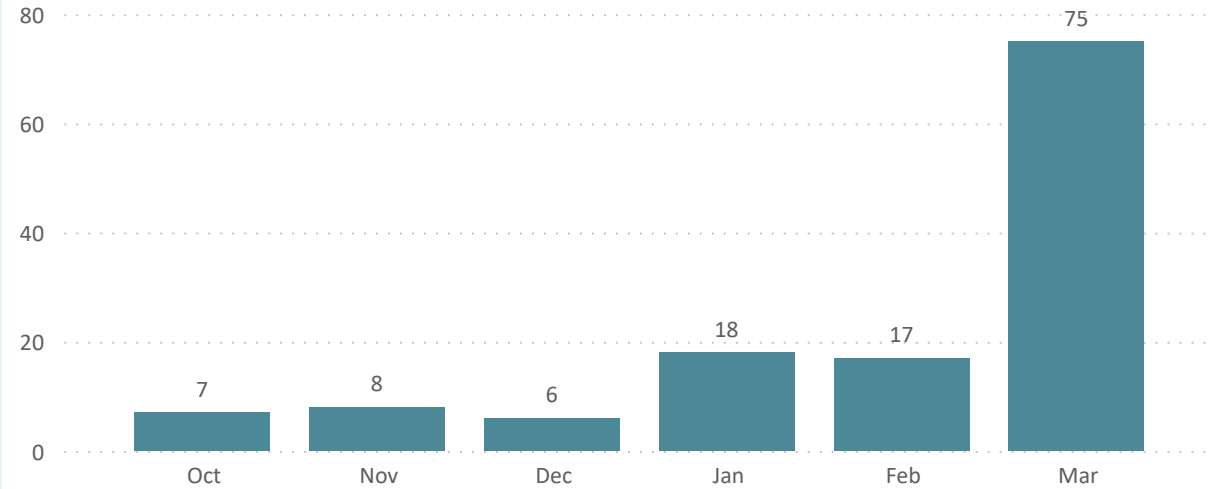
Total Room Nights by Month



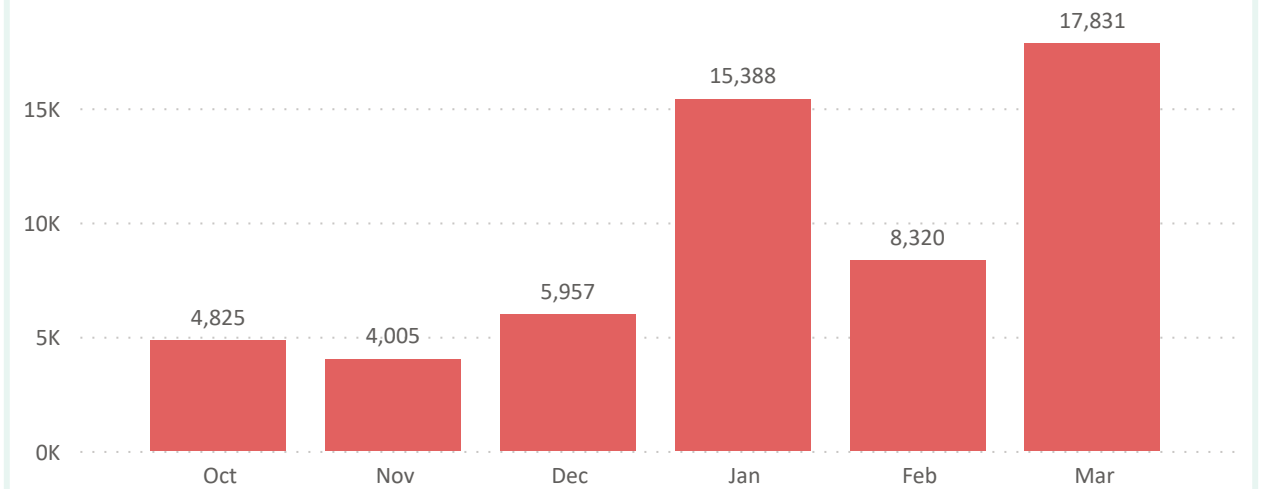
New RFPs by Category



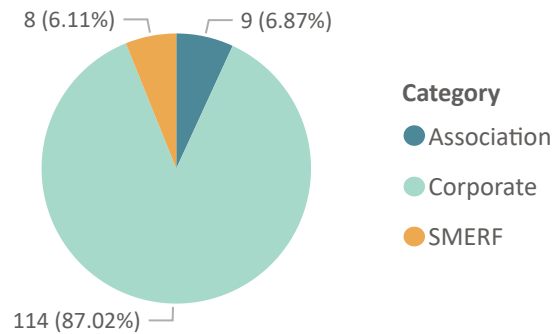
Lost Opportunities by Month



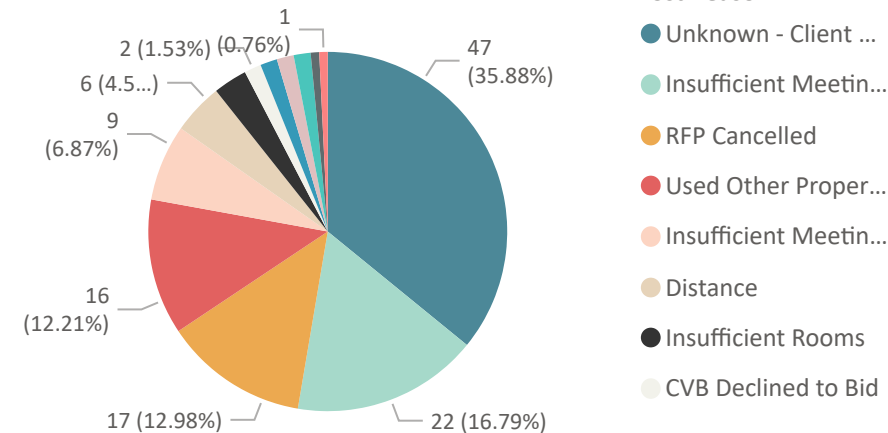
Lost Room Nights by Month



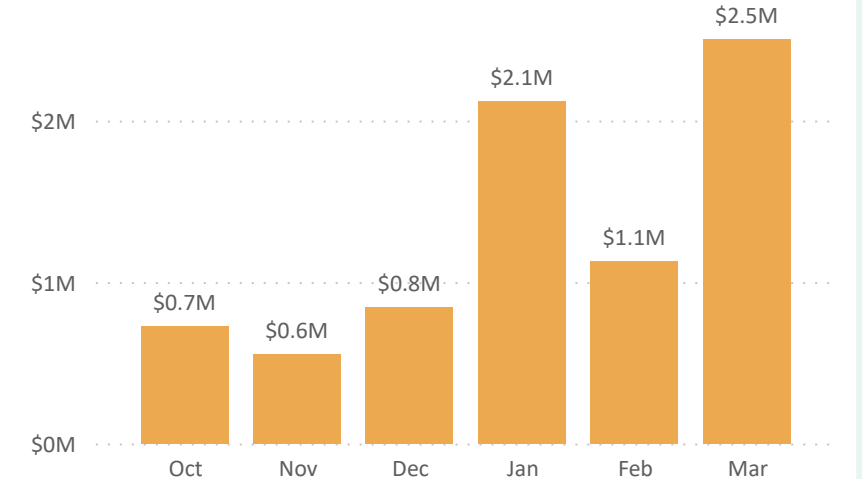
Lost by Category



Lost by Reason

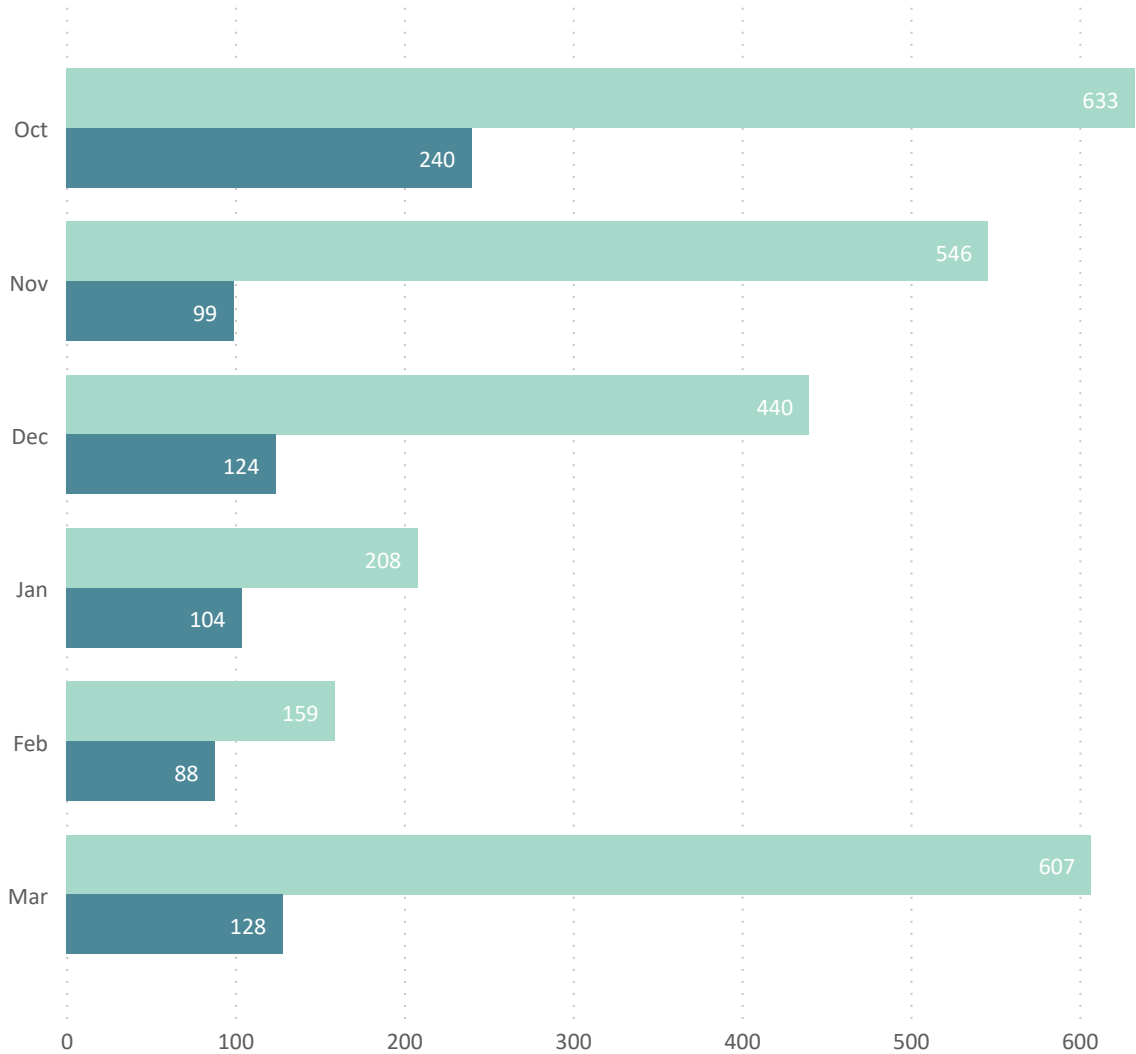


Lost Revenue by Month



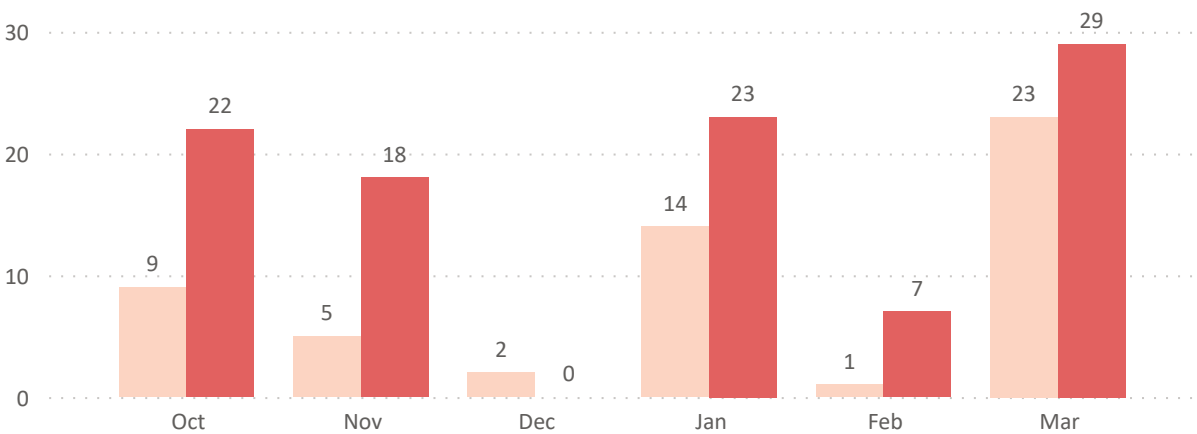
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month

197,512

Page Views YTD

120,683

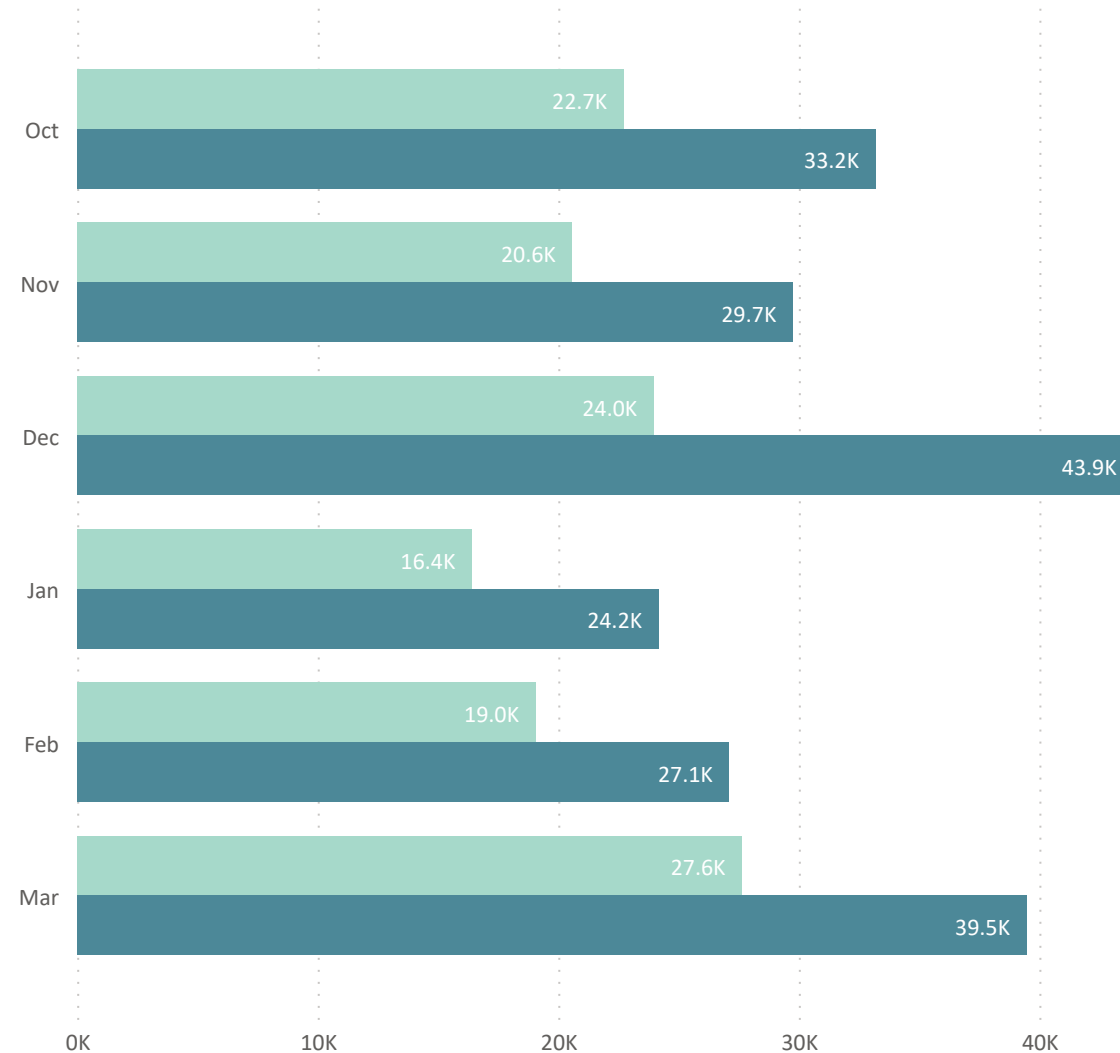
Sessions YTD

100,569

Users YTD

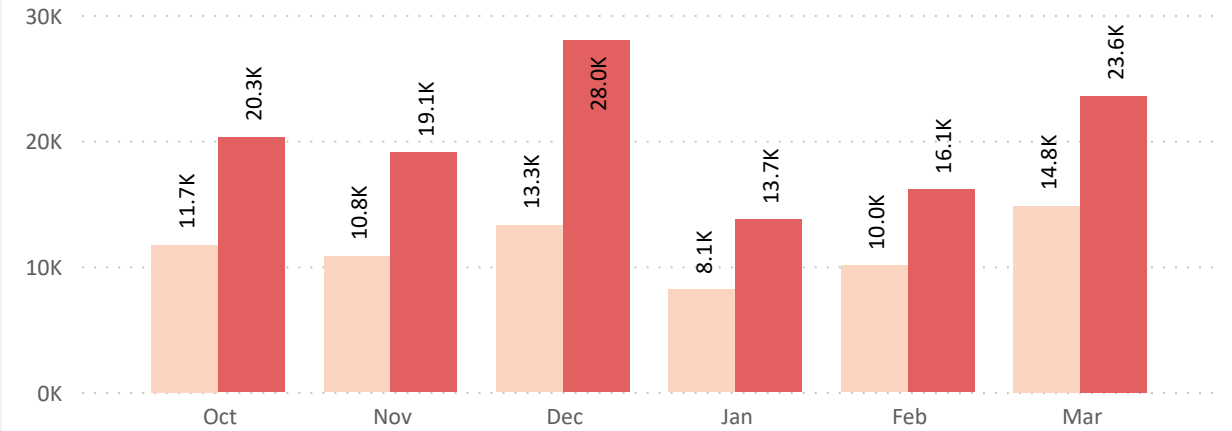
Page Views by Month

● Page Views LY ● Page Views



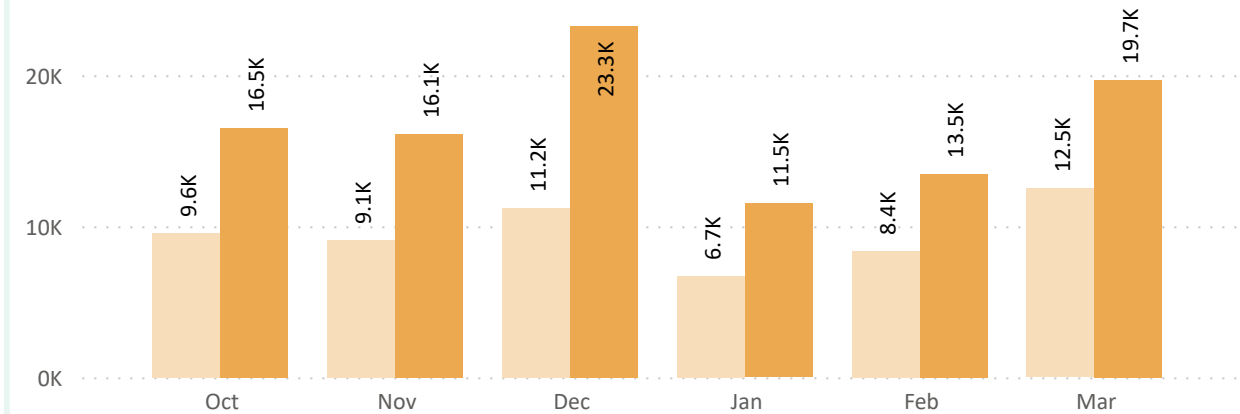
Sessions by Month

● Sessions LY ● Sessions

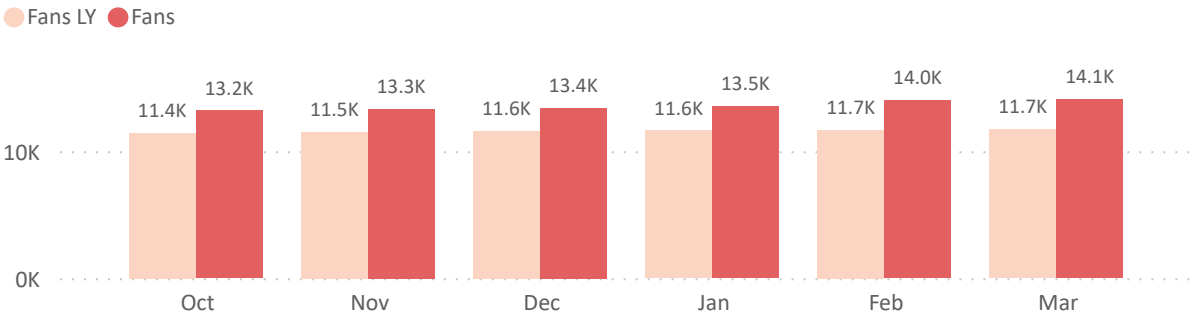


Users by Month

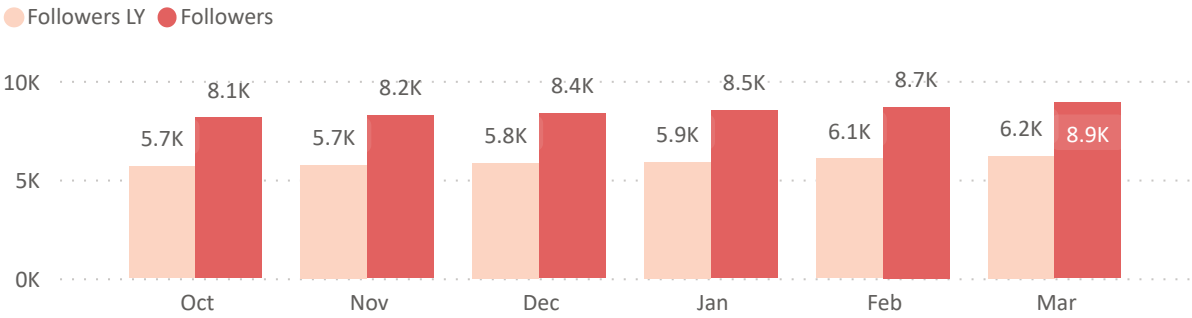
● Users LY ● Users



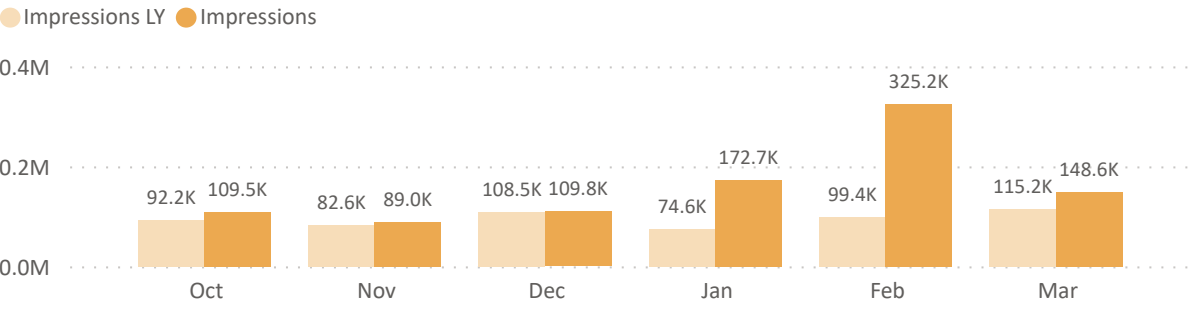
Facebook Fans by Month



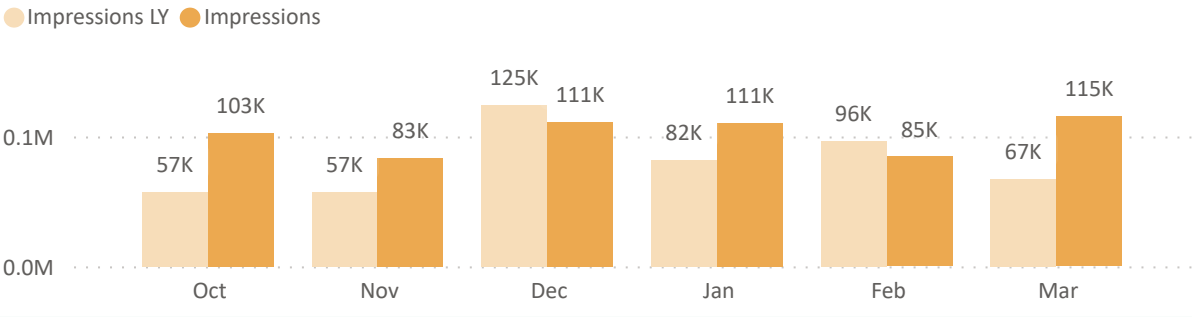
Instagram Followers by Month



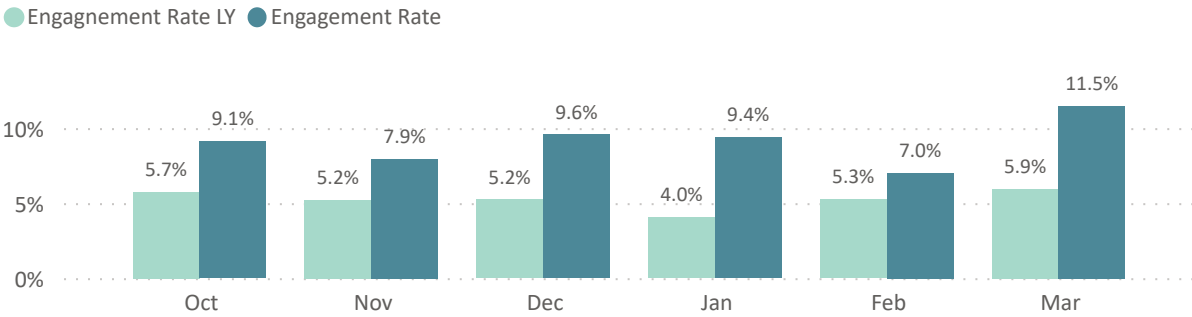
Facebook Impressions by Month



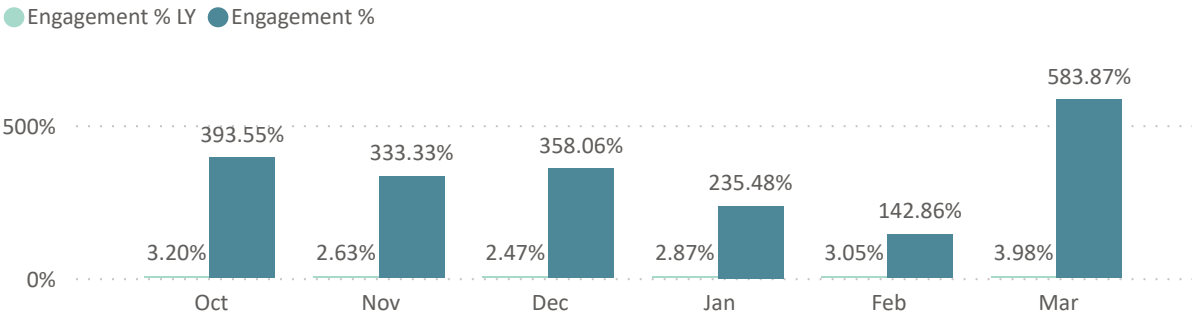
Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression



3,830

Visit Widget Users YTD

3,659

VW Sessions YTD

4,885

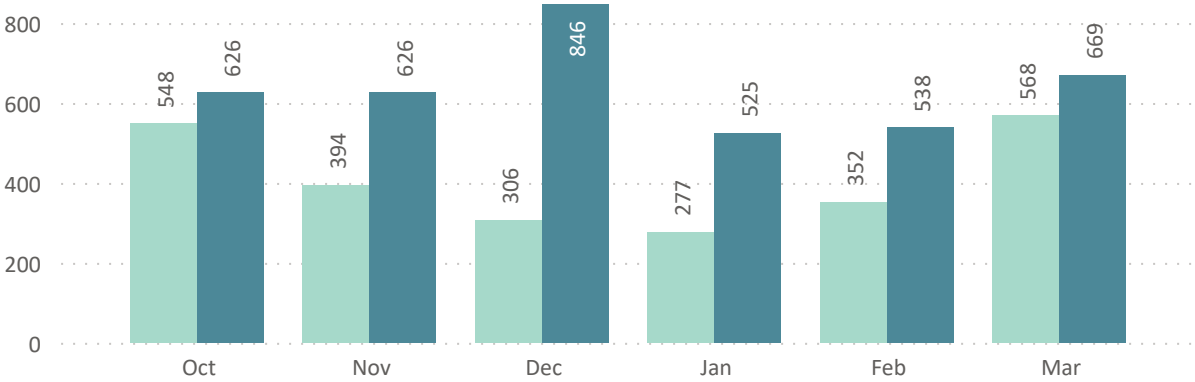
YouTube Views YTD

68,324

Impressions YTD

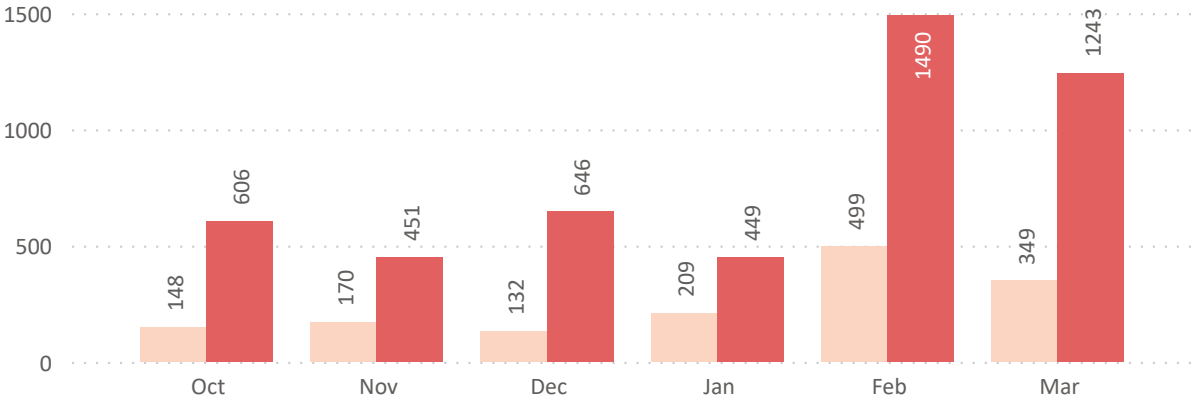
Visit Widget Users by Month

Users LY Users



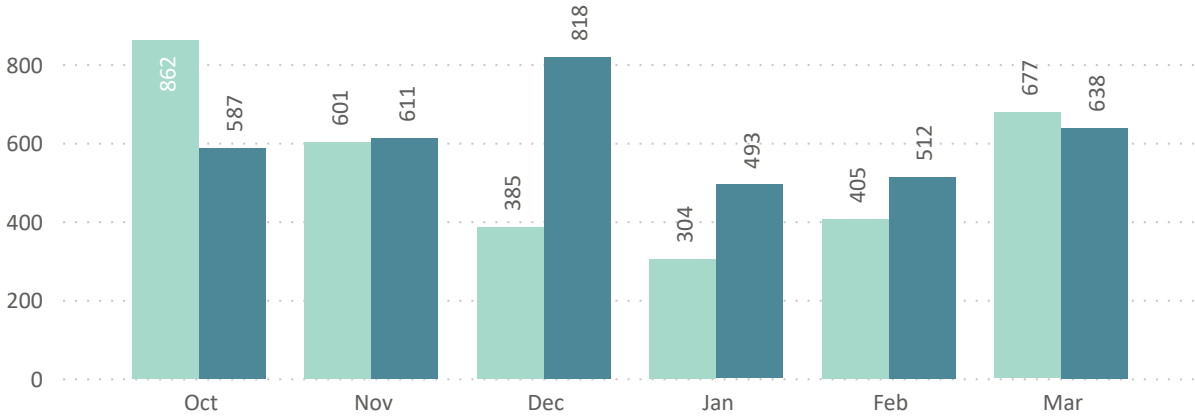
YouTube Views by Month

Views LY Views



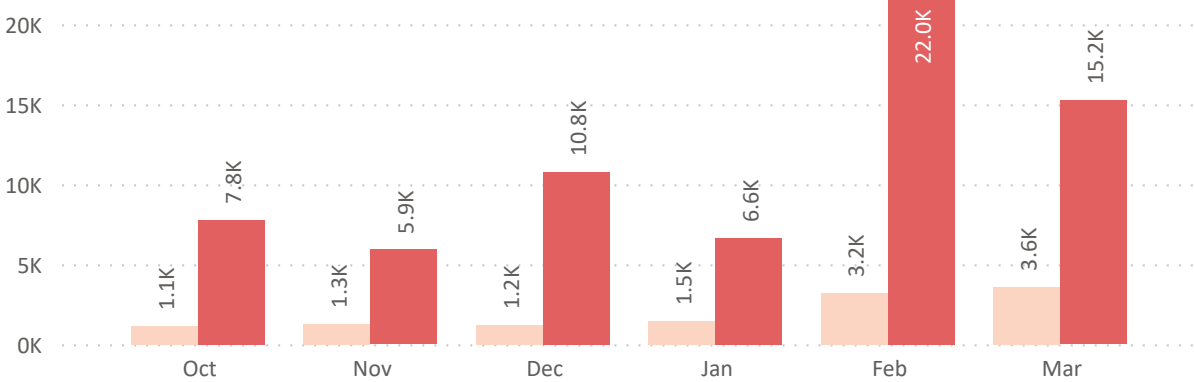
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions



33.24%

Open Rate YTD

9.91%

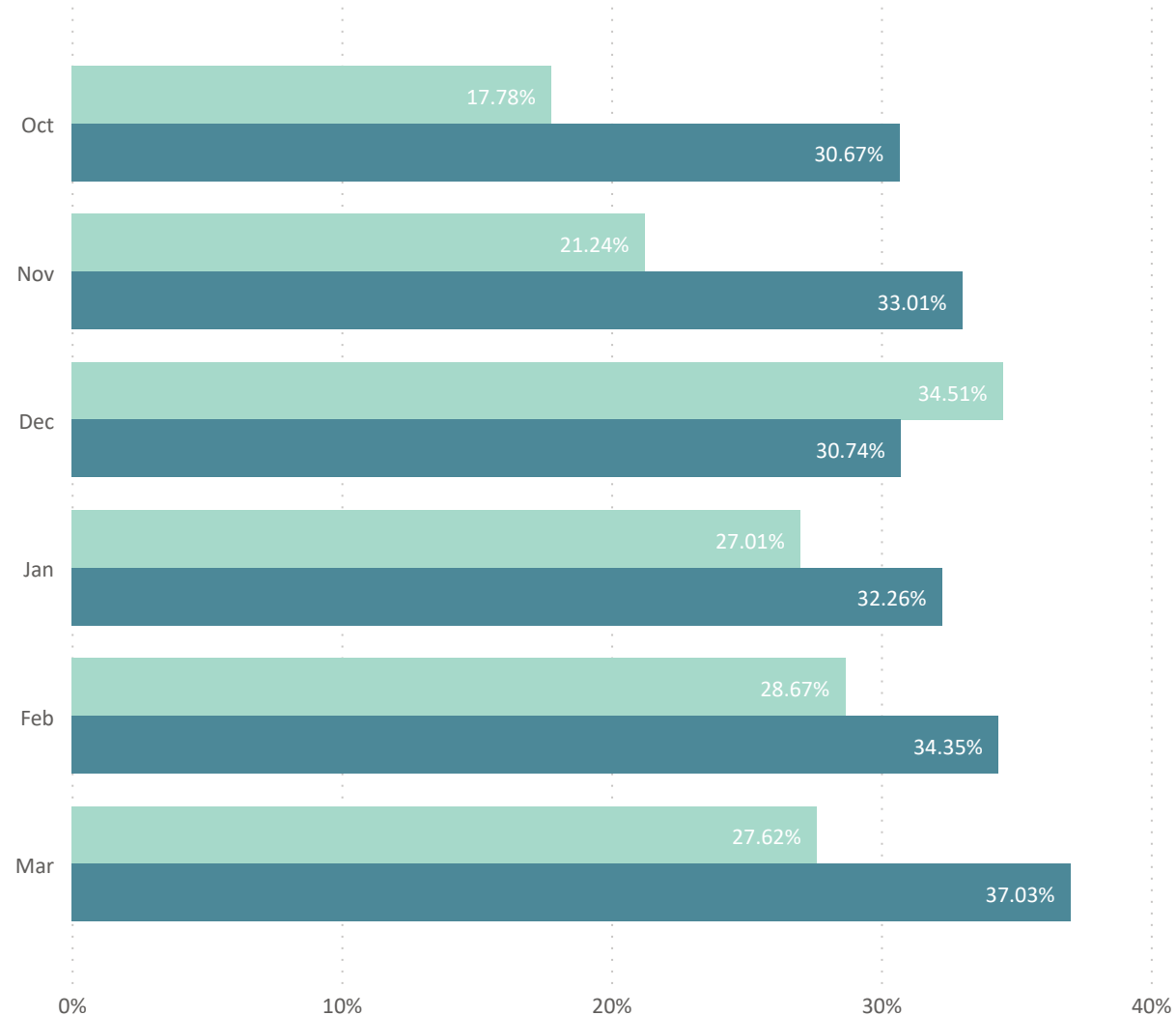
Click Rate YTD

107,561

Total Recipients YTD

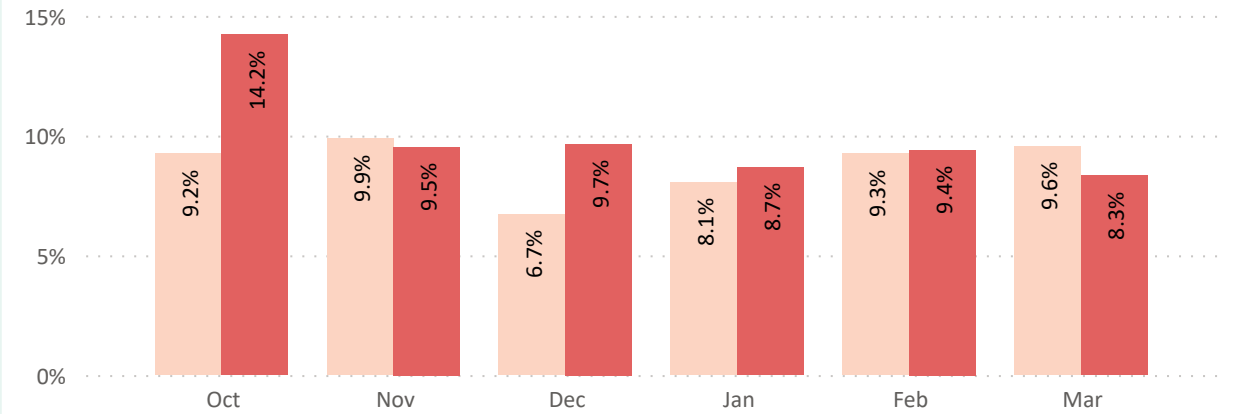
Open Rate by Month

● Open Rate LY ● Open Rate



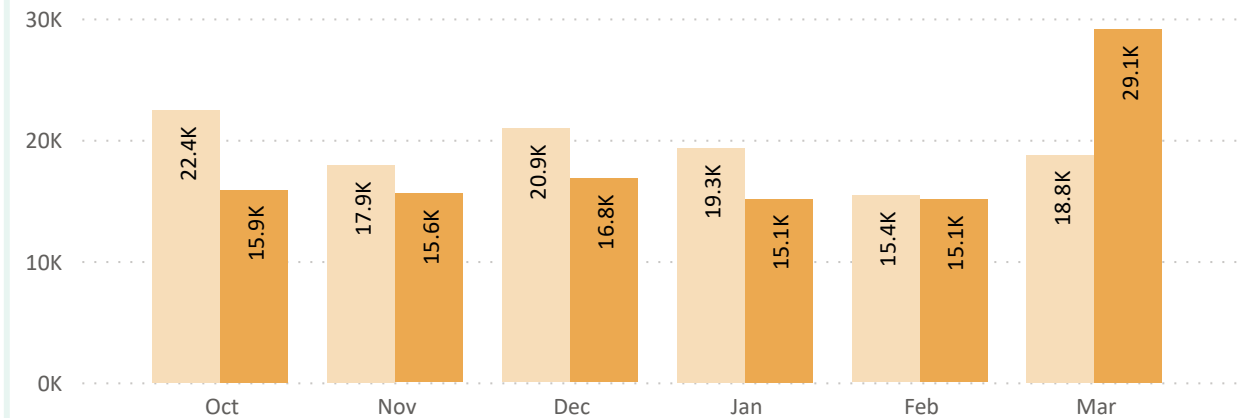
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



67.00%

Occupancy YTD

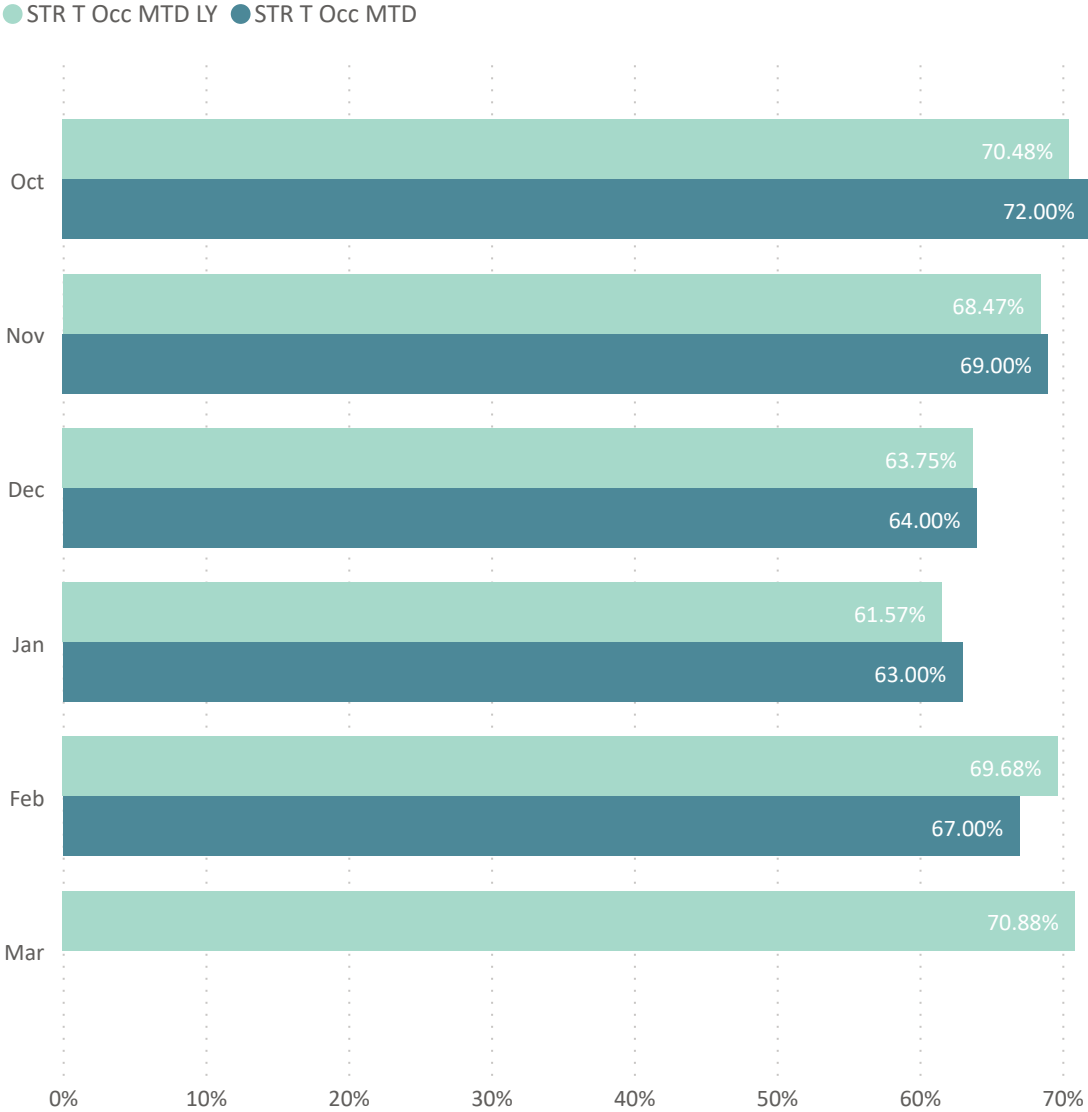
\$91.62

ADR YTD

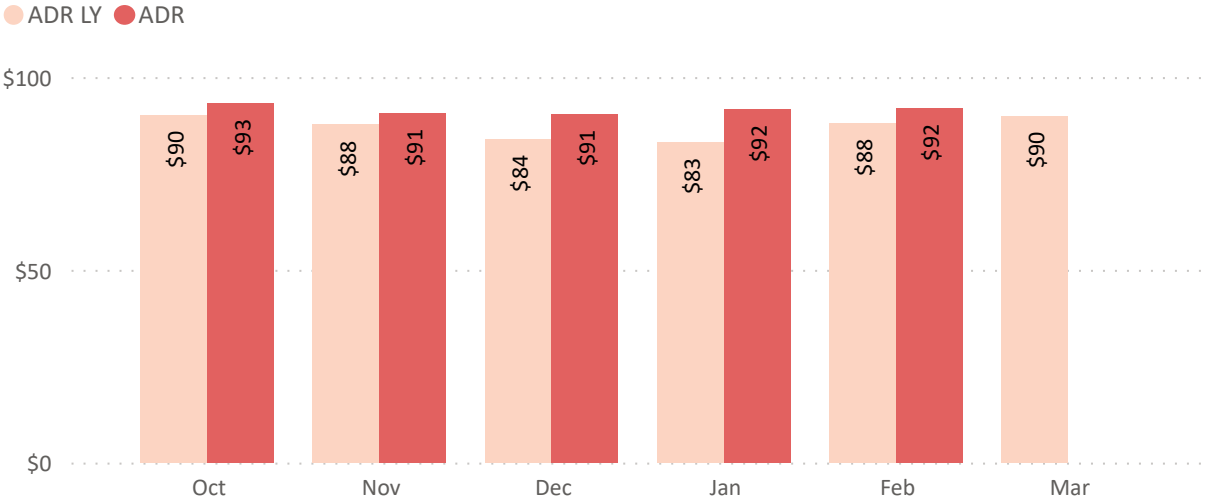
\$15,511,836.4

Total Revenue YTD

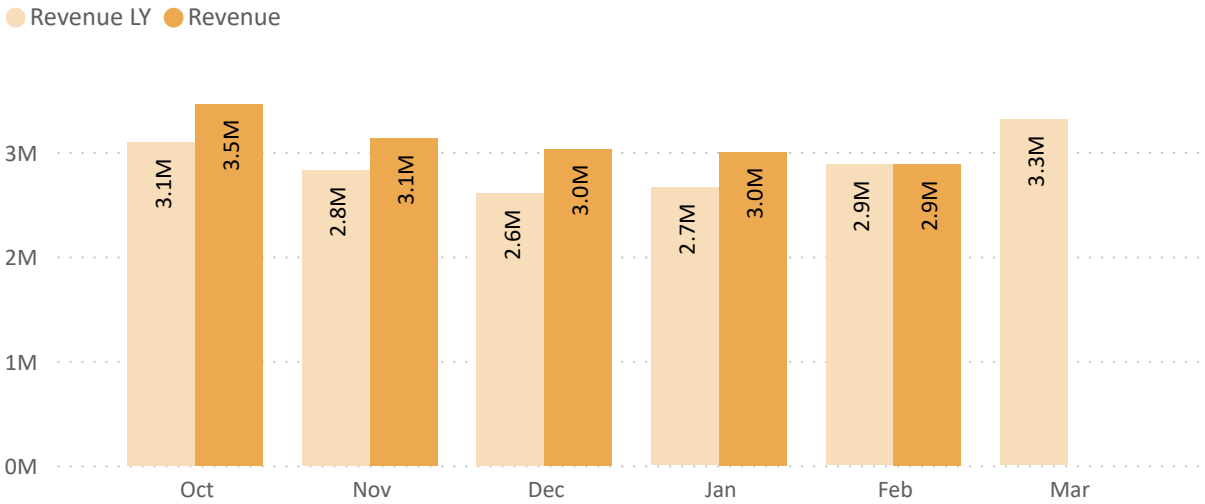
Occupancy by Month



Average Daily Rate by Month



Revenue by Month



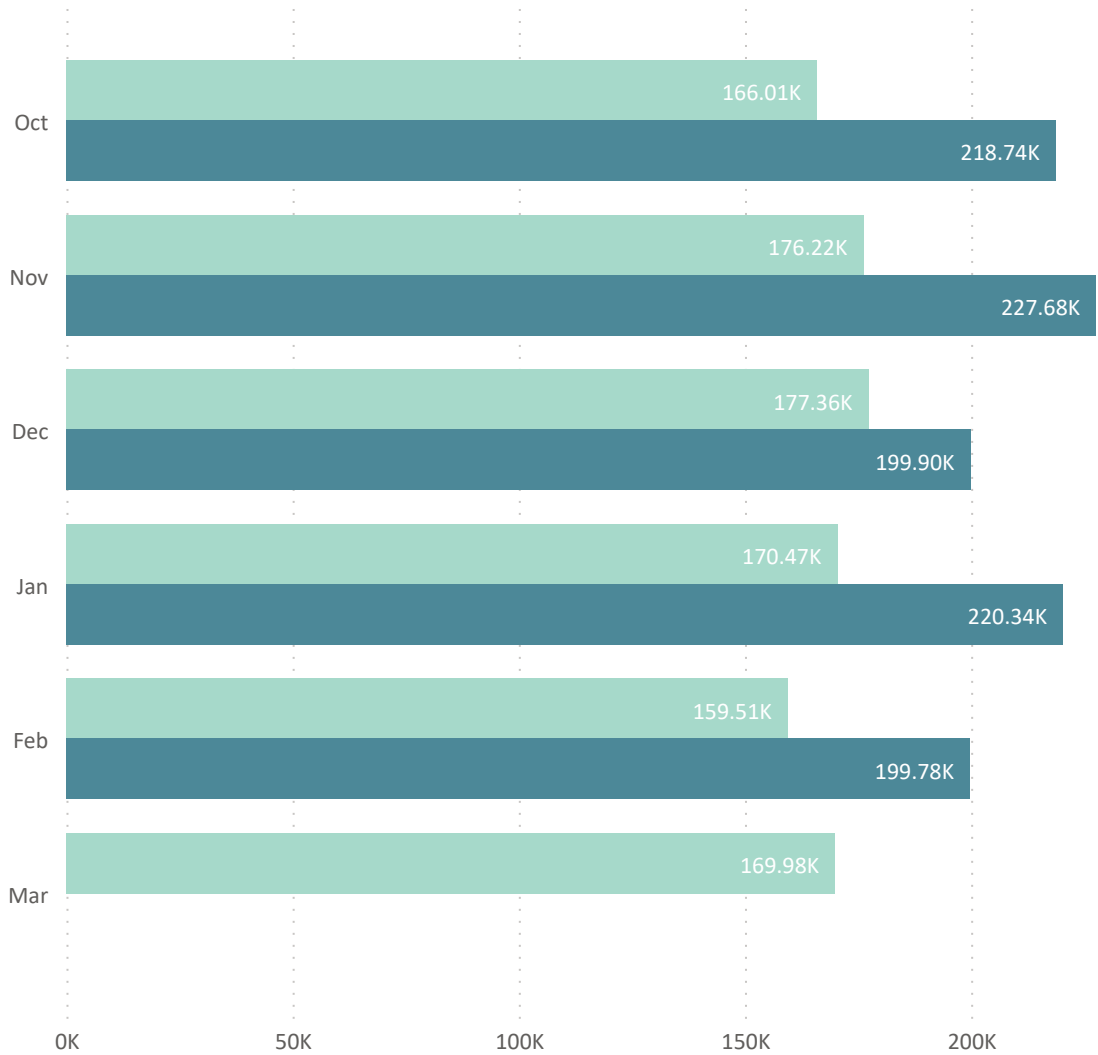
\$1,066,446
HOT Revenue YTD

37.26%
% Rooms Nights YTD

136,853
Room Nights YTD

Hot Tax Revenue by Month

Amount Paid LY Amount Paid



Amount Paid by Property

