

visit
McKinney Monthly Report

November - 2022



Executive Director Report

Operations:

- Office Renovations Logistics - created a schedule to move old furniture out, allow contractors to work, and move furniture back after work is completed.
- Visit McKinney Merchandise - Worked on t-shirt designs with Norman Roscoe and hat designs through Shade Headwear.
- Staff held interviews for the Meeting and Event Services Manager position (Oct 18-20) - We hired Alisha Holmberg, previously the Tourism Manager in Addison, TX.
- Discussed strategic plan best practices with Kathleen from the Texas Association of Convention and Visitors Bureaus.
- Aaron was on the Main Street Director Finalist Interview Panel
- Executive Director's Key Meetings - Main Street, MEDC and MCDC Board Meetings, Executive Leadership Team Meeting, City Directors Meeting, M's Event Preview, City Council, and Bi-Weekly Check-in with the City manager.

Sales & Services:

- Aaron held a check-in call with Sheraton GM and Sales Director.
- Visit McKinney partnered with MEDC and Main Street to do a partner check-in with Franconia Brewing Company.
- Marie made 151 sales calls in October, resulting in 21 completed RFPs for future business.
- The sales team also tracked seven lost business cases this month for various reasons, but the primary reason is the lack of sleeping rooms and meeting space required.
- Marie attended the Small Market Meeting Conference in Wichita, KS (October 2-5) Booked 23 appointments, four network appointments, and six networking events.
- Sales/Partners Meetings: Salesmanship Club of Dallas (Byron Nelson), NCAA Host Committee Meeting.

Marketing & Communications:

- Staff is meeting weekly with the City C&M team for strategy meetings as we plan for FY23.

Education & Webinars:

- Sabine Smith:
 - Organizational Development Training - Zoom Session: Microsoft Outlook Basics

Event Participation:

- Dia de los Muertos - Visit McKinney Sponsored Event
- McKinney Wine and Merchant Festival - Visit McKinney Grant Funded Event
- City Hall Groundbreaking Ceremony

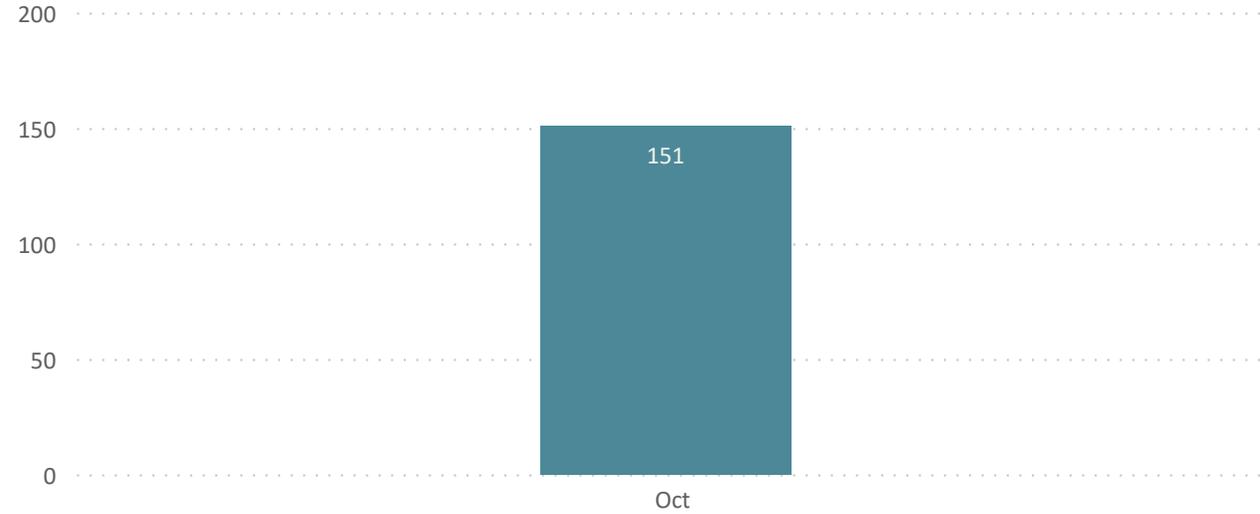


151
Sales Calls YTD

(Blank)
Event Mgmt YTD

239
Total Welcome Bags YTD

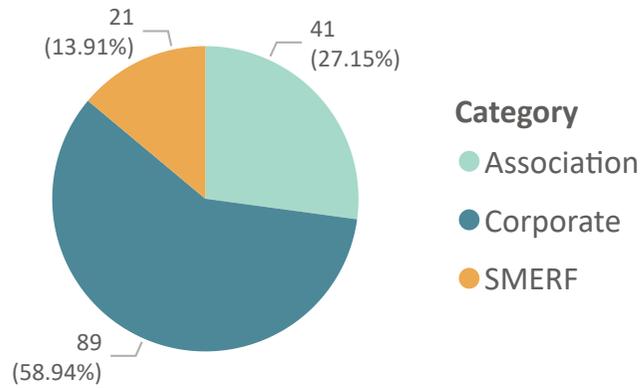
Sales Calls by Month



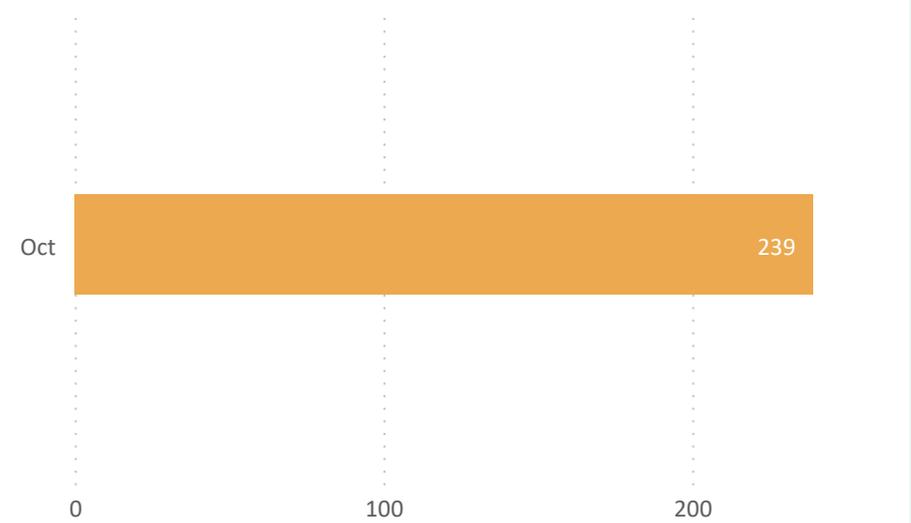
Event Mgmt by Month



Sales Calls by Category



Event Services by Month



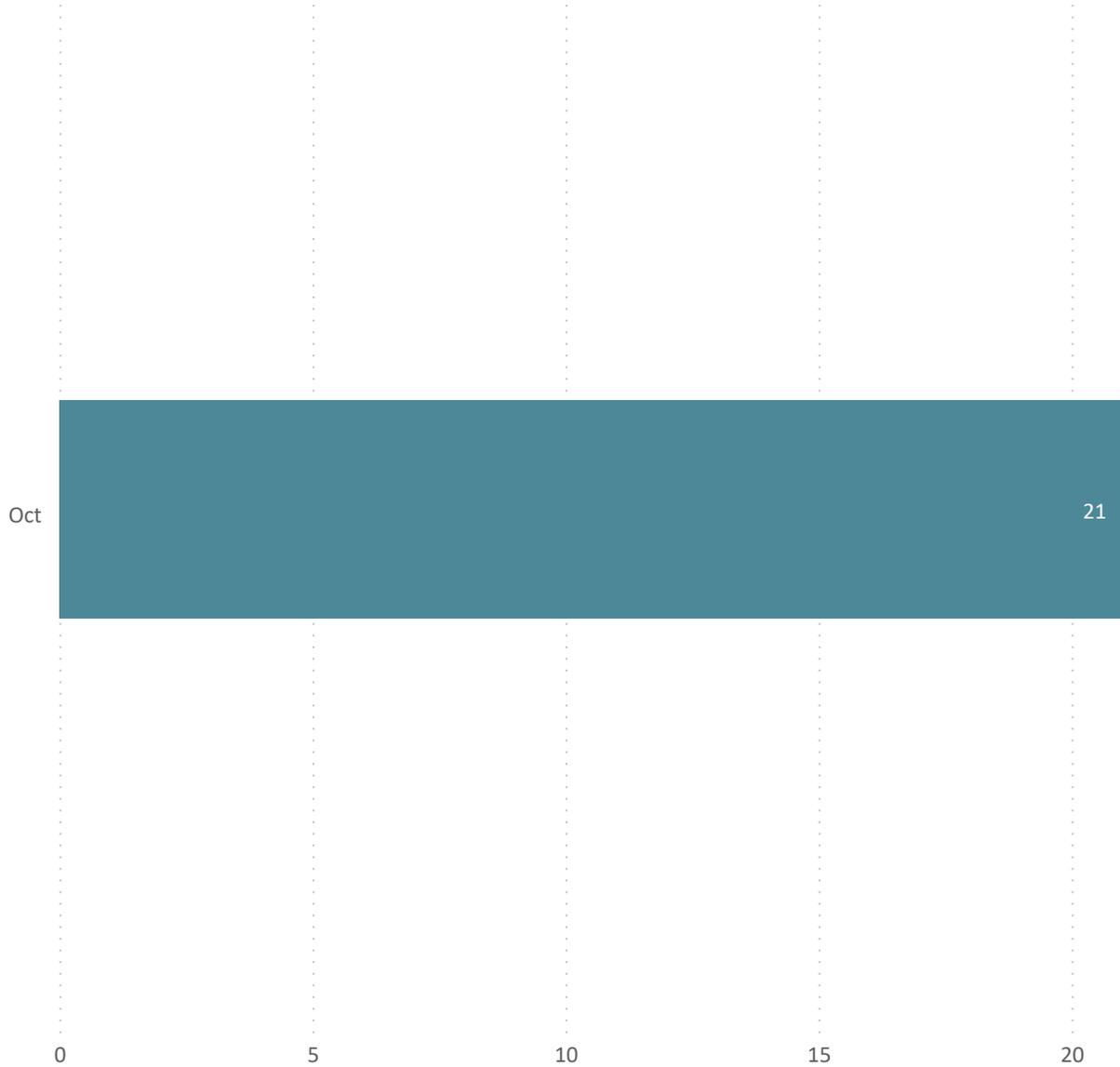
Partner Check-In by Month



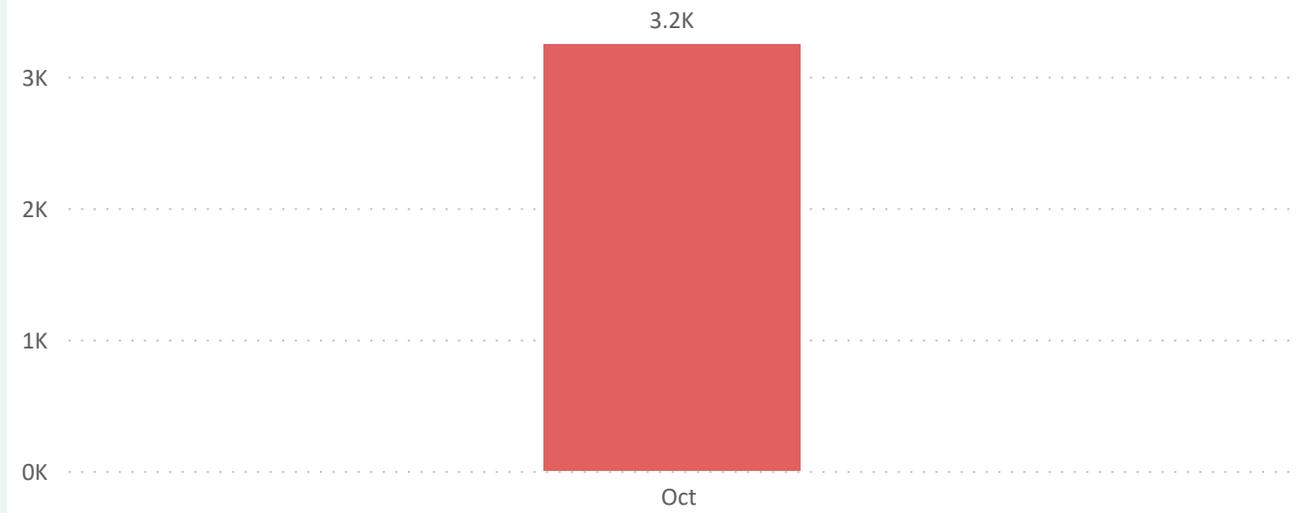
21
New RFPs YTD

3,243
Est Room Nights YTD

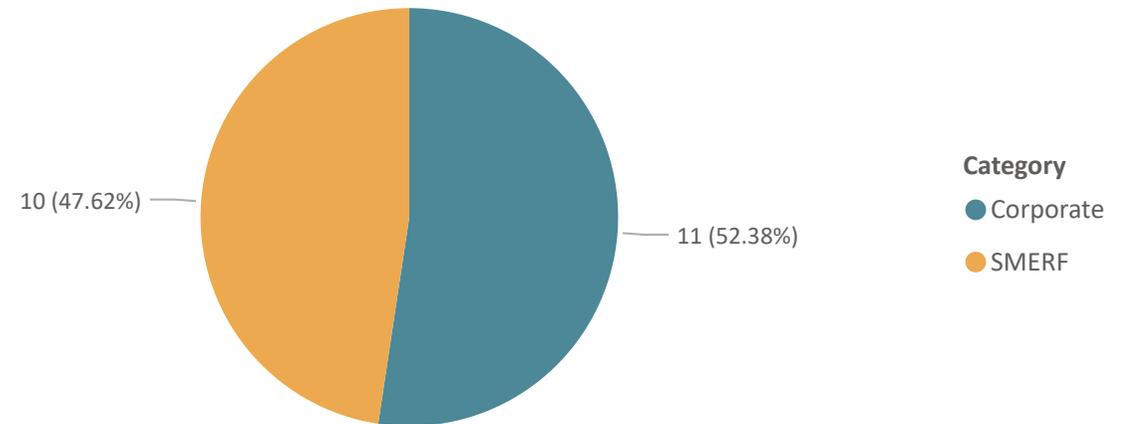
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

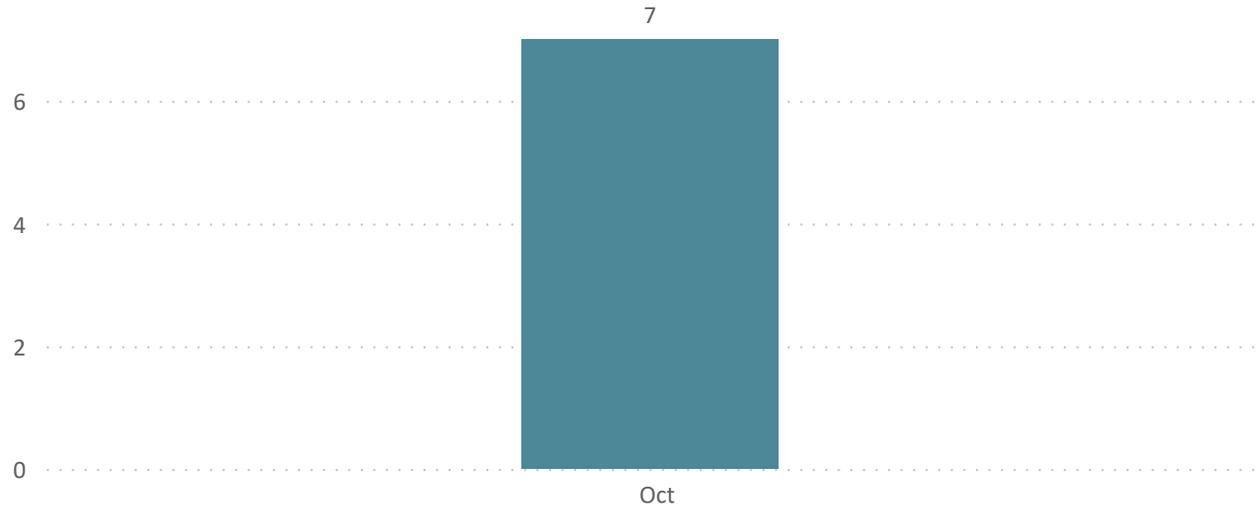
0 2000

7
Lost Opp YTD

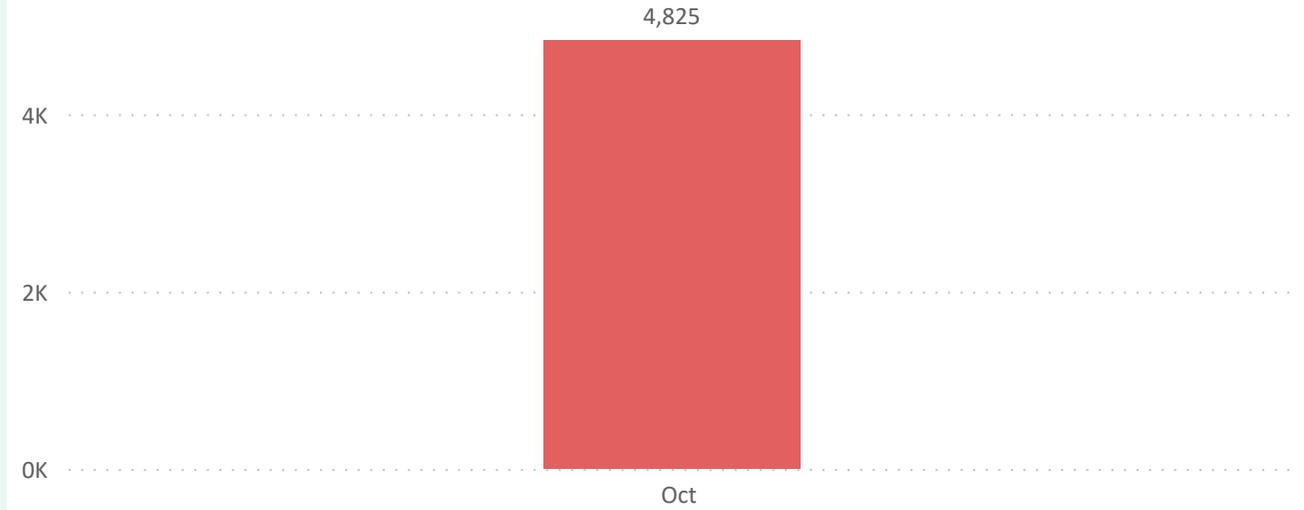
4,825
Lost Room Nights YTD

\$729,733
Lost Revenue YTD

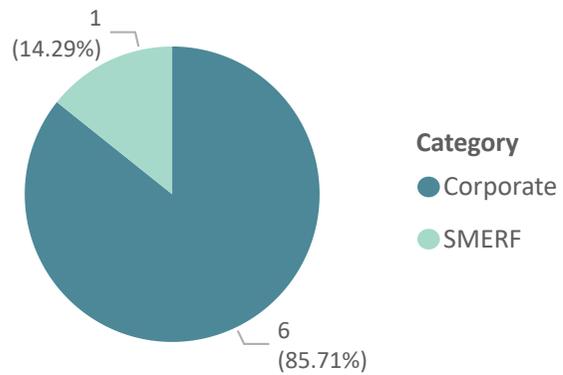
Lost Opportunities by Month



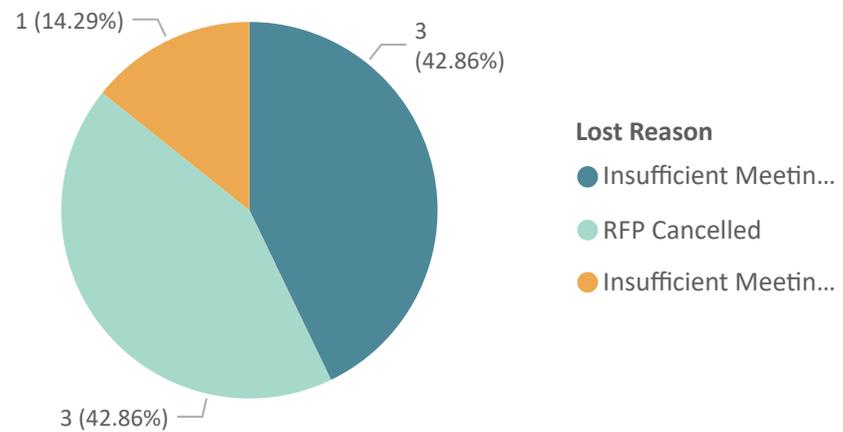
Lost Room Nights by Month



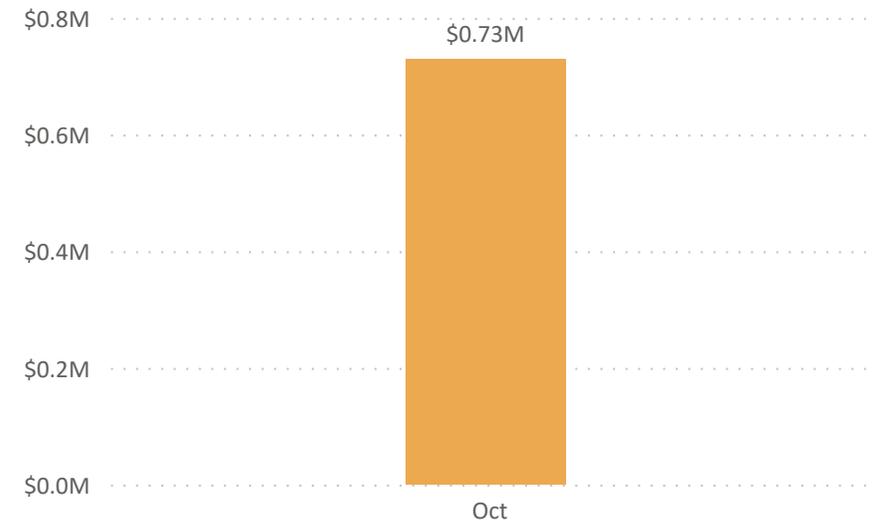
Lost by Category



Lost by Reason



Lost Revenue by Month



240

Visitors YTD

22

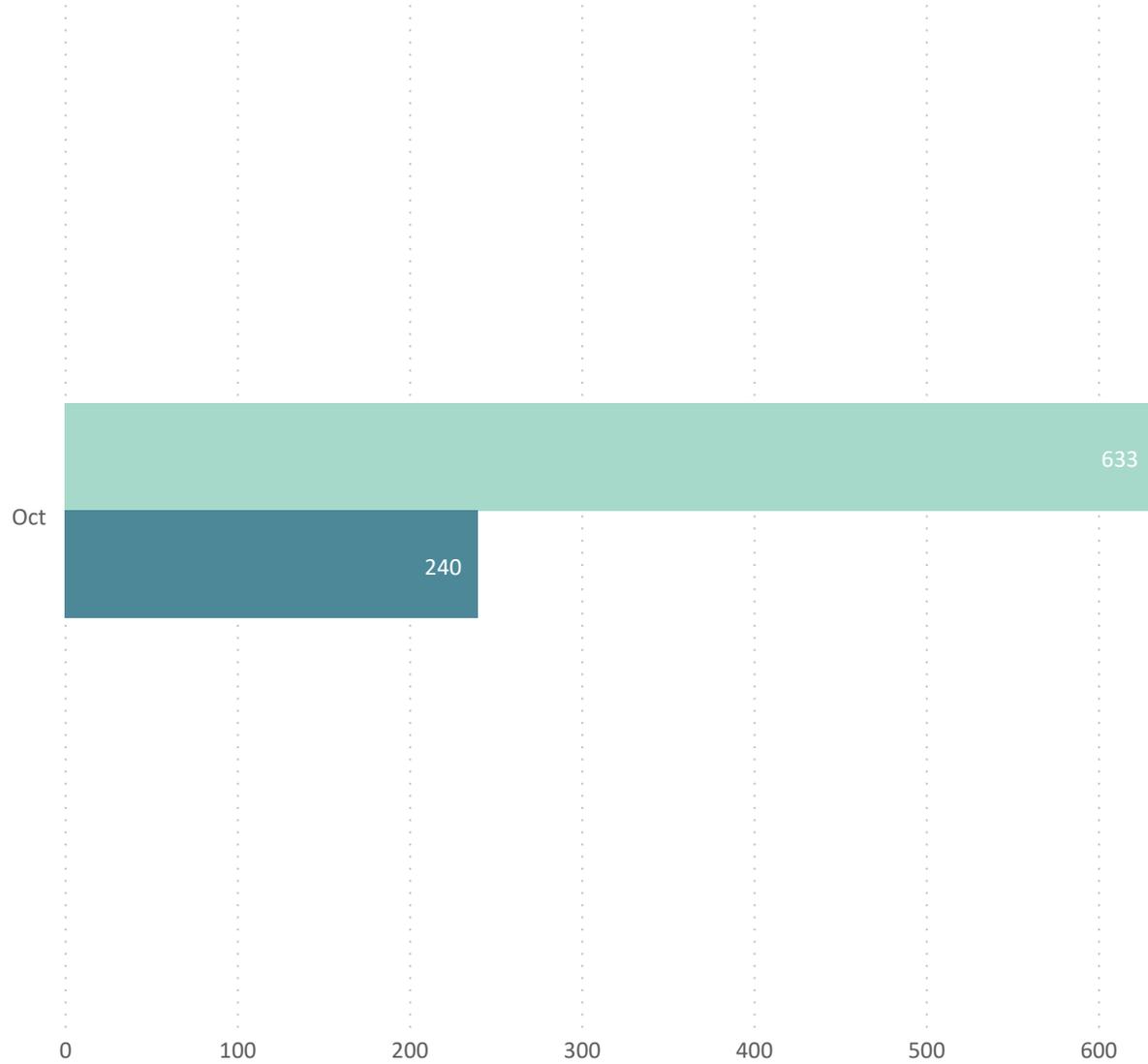
Tour Attendees YTD



[See details](#)

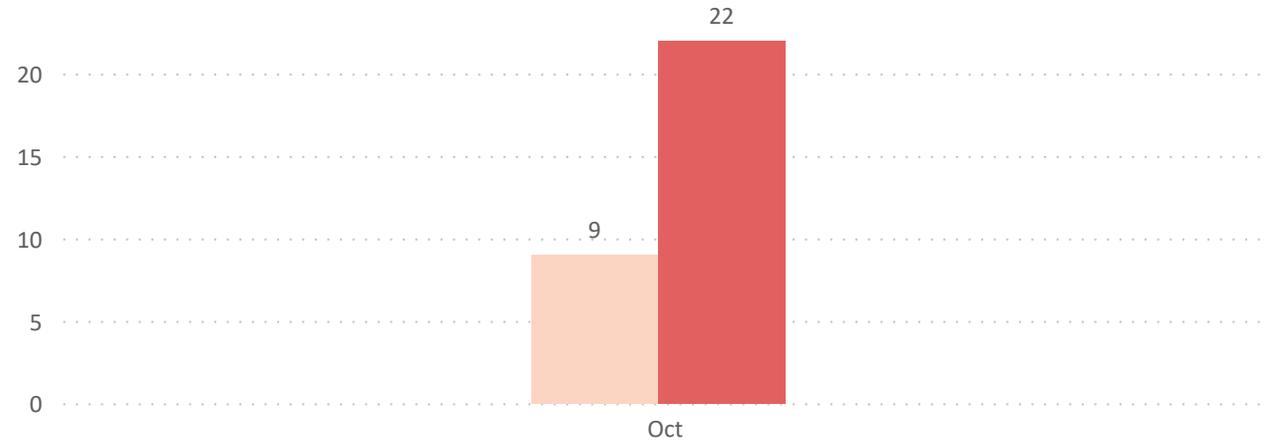
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month

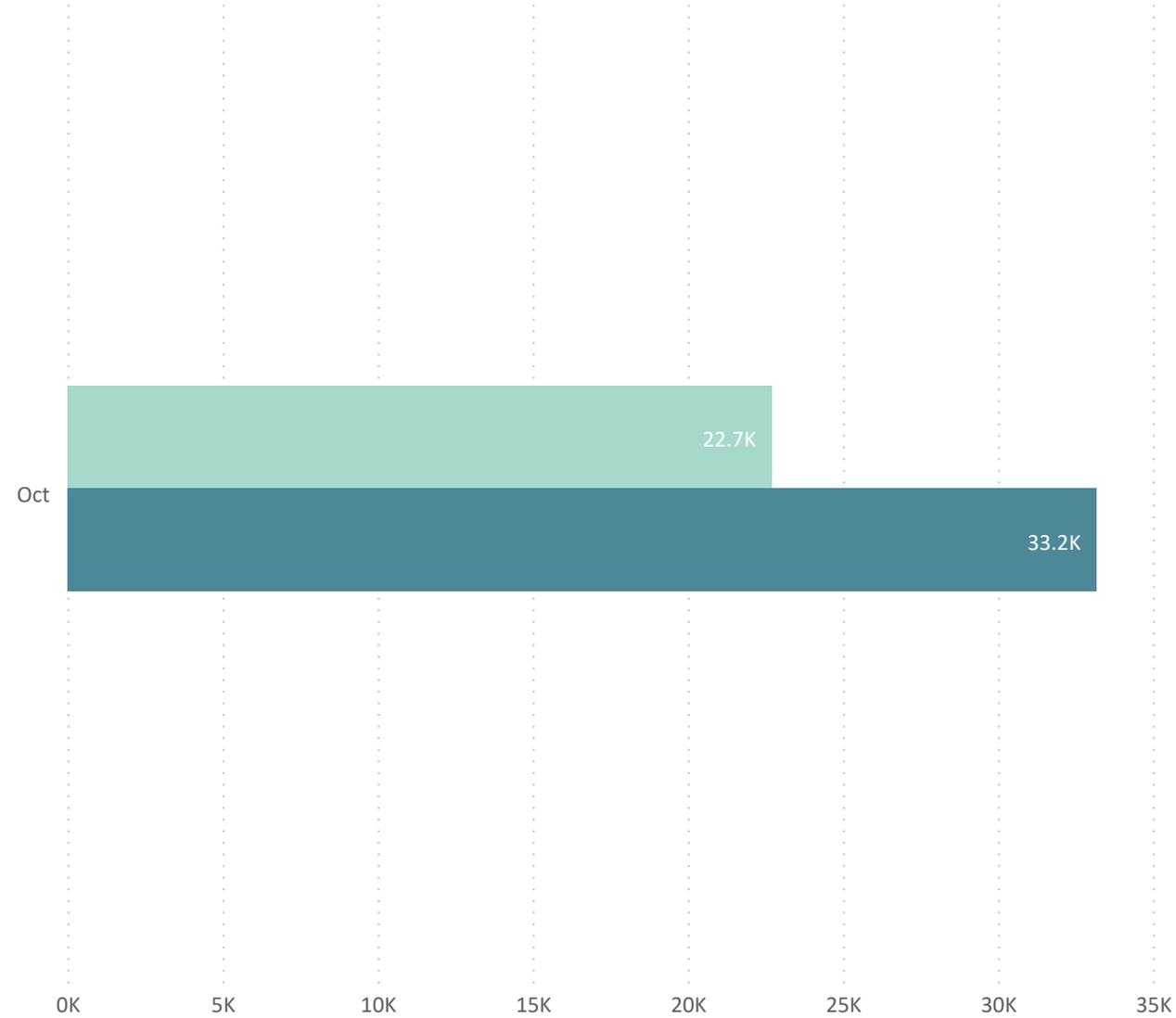
33,175
Page Views YTD

20,275
Sessions YTD

16,492
Users YTD

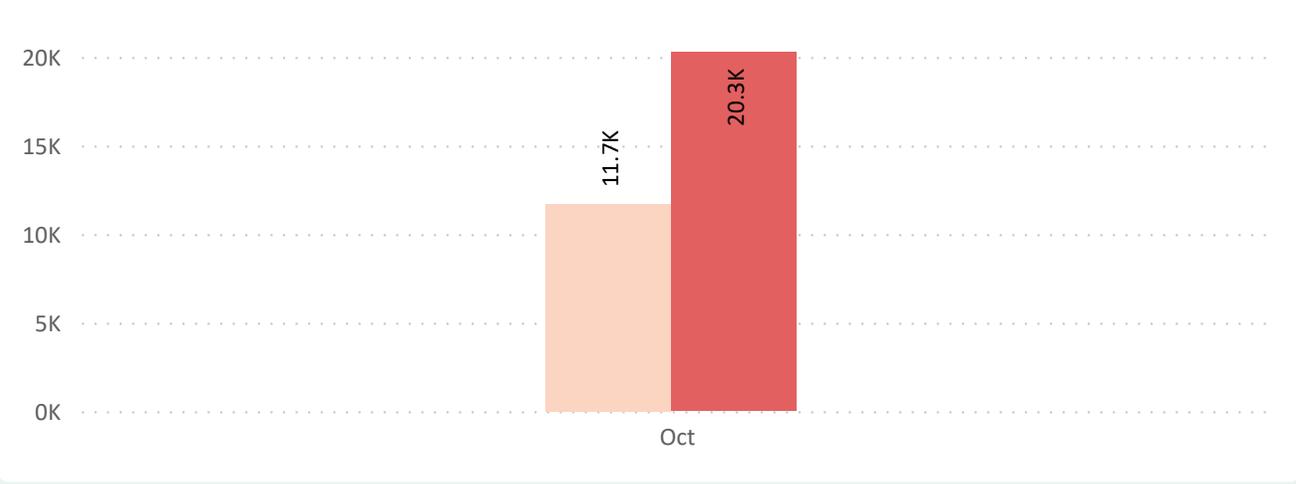
Page Views by Month

● Page Views LY ● Page Views



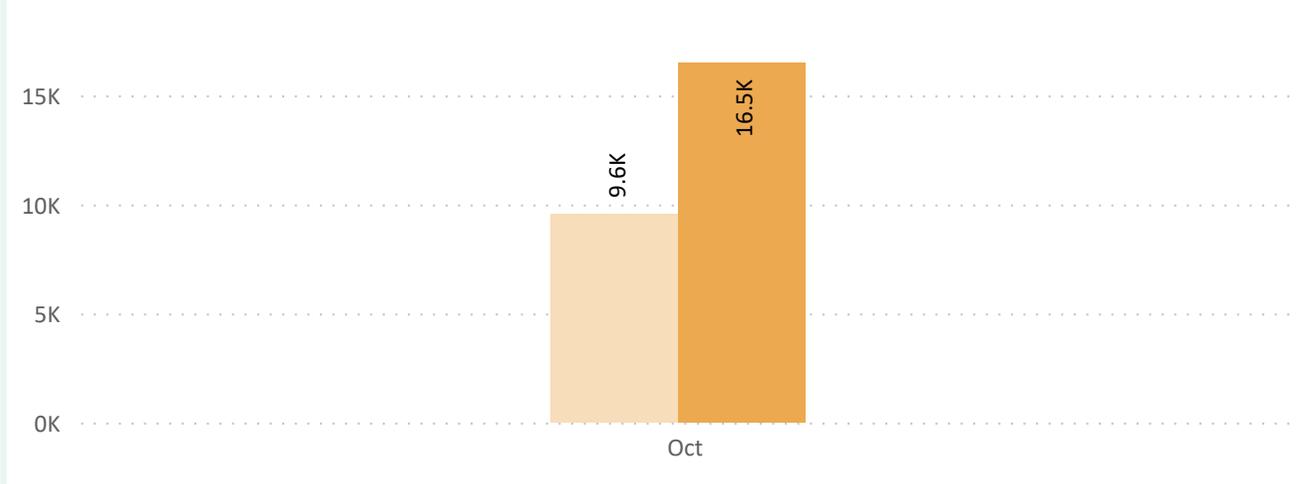
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users



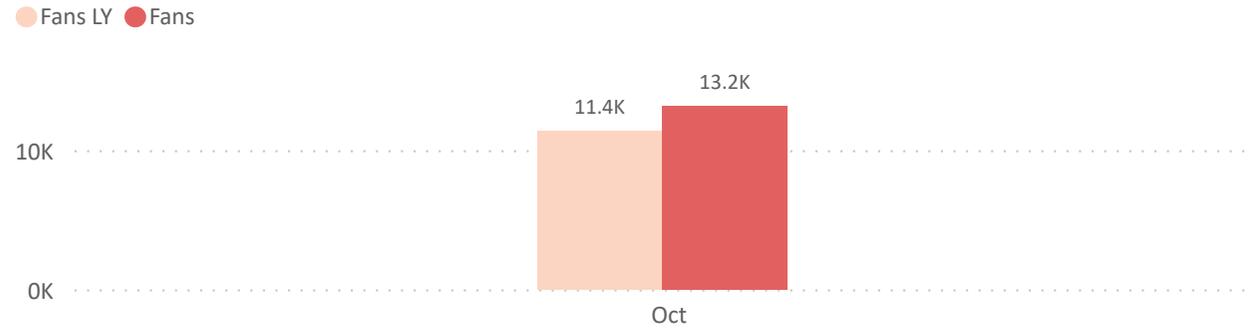
13,192
Current FB Fans

100
FB Posts YTD

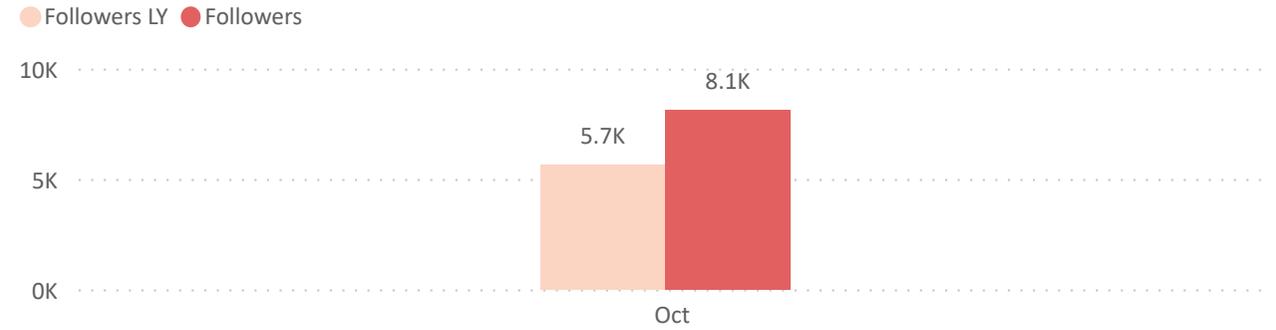
8,134
Current IG Followers

59
IG Posts & Stories YTD

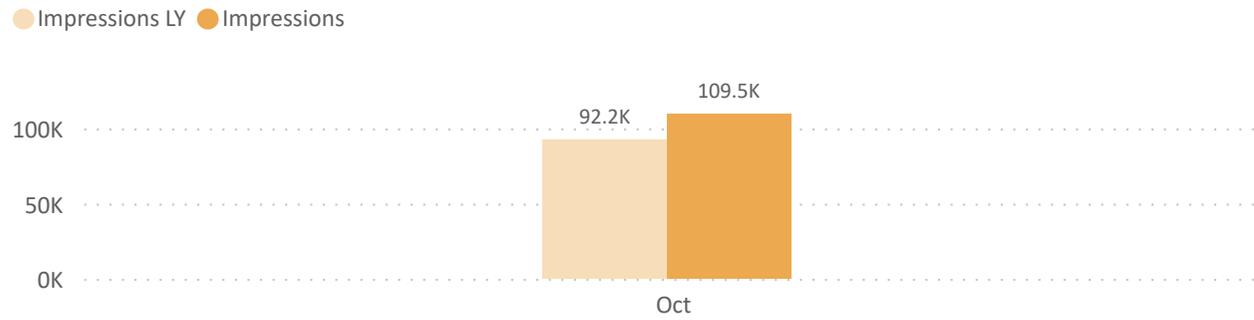
Facebook Fans by Month



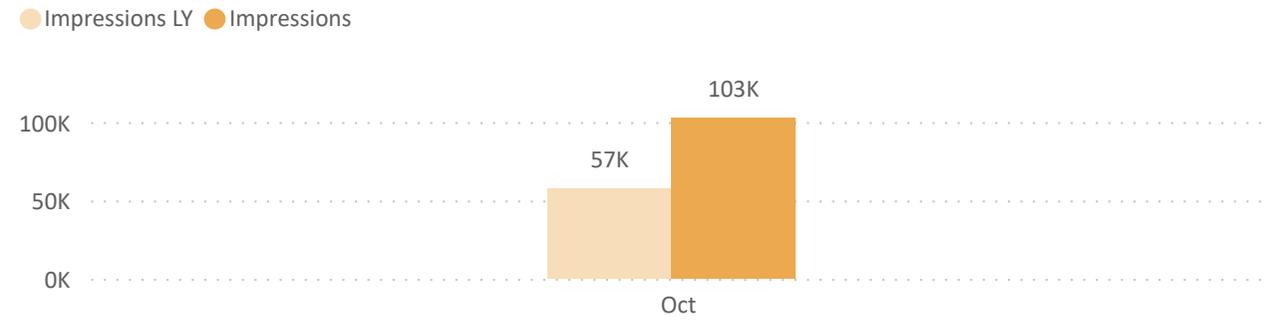
Instagram Followers by Month



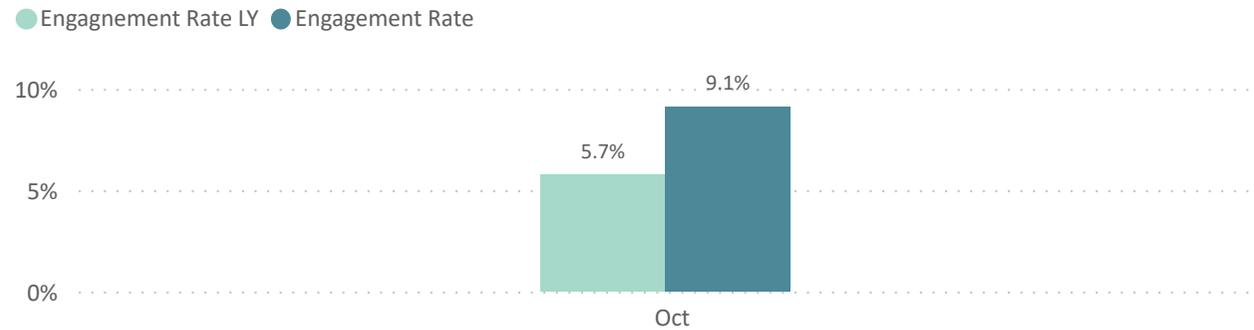
Facebook Impressions by Month



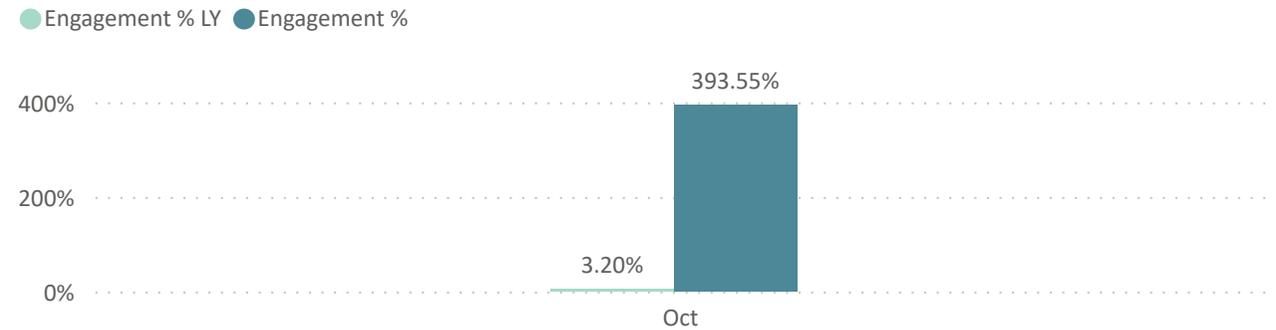
Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression



626
Visit Widget Users YTD

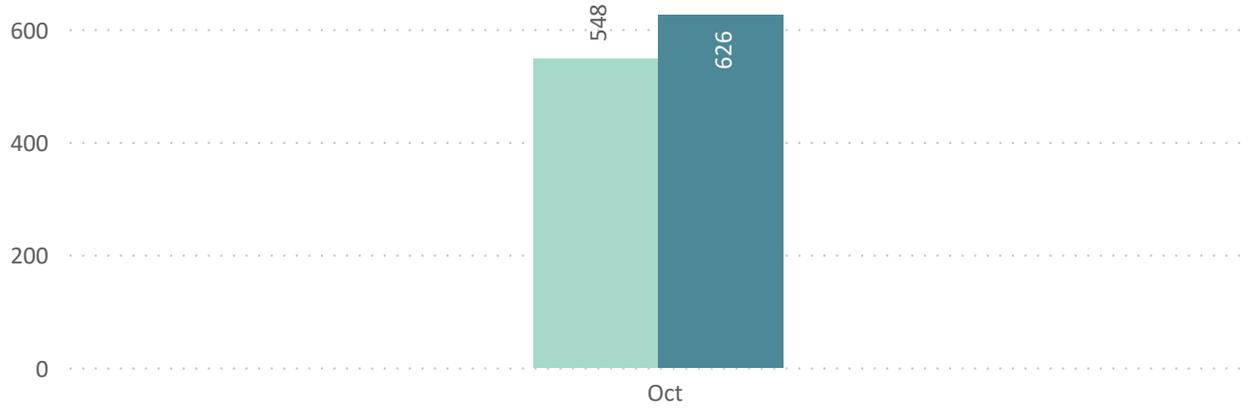
587
VW Sessions YTD

606
YouTube Views YTD

7,791
Impressions YTD

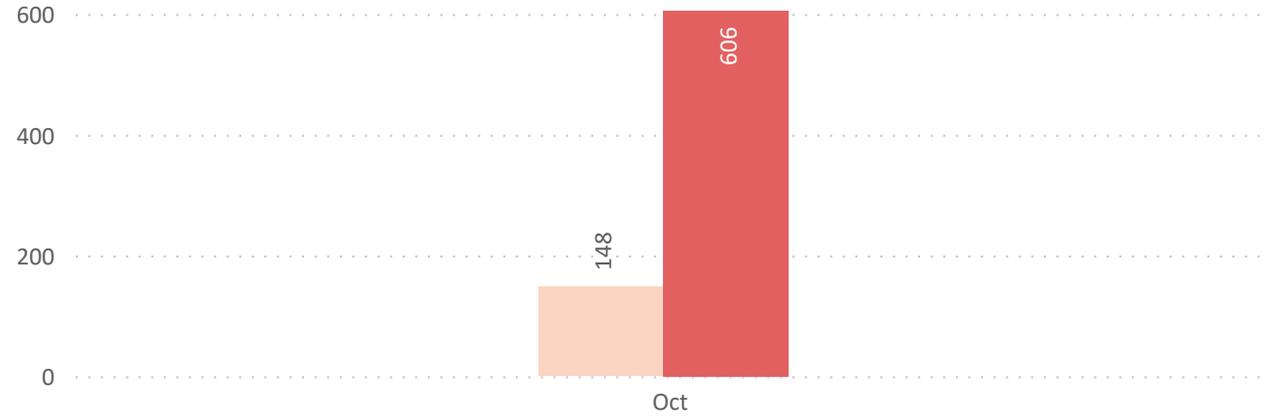
Visit Widget Users by Month

● Users LY ● Users



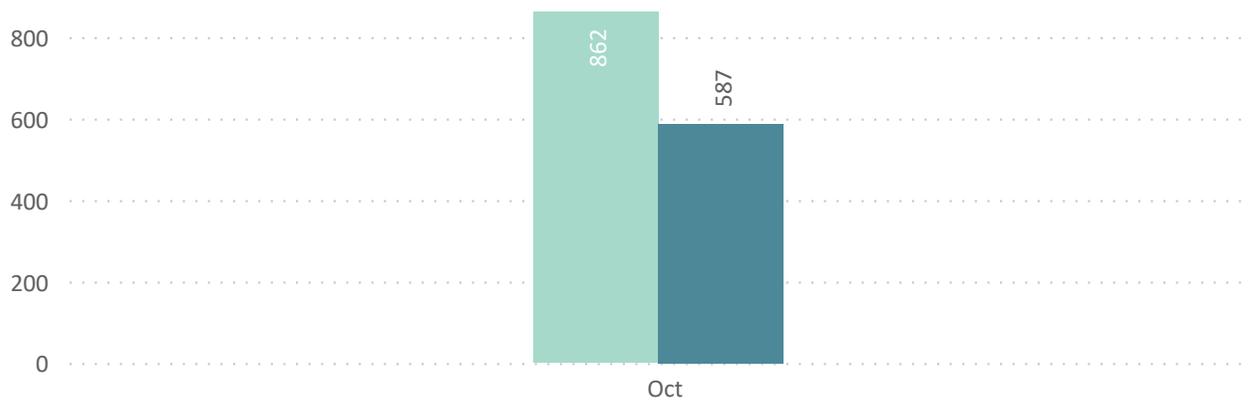
YouTube Views by Month

● Views LY ● Views



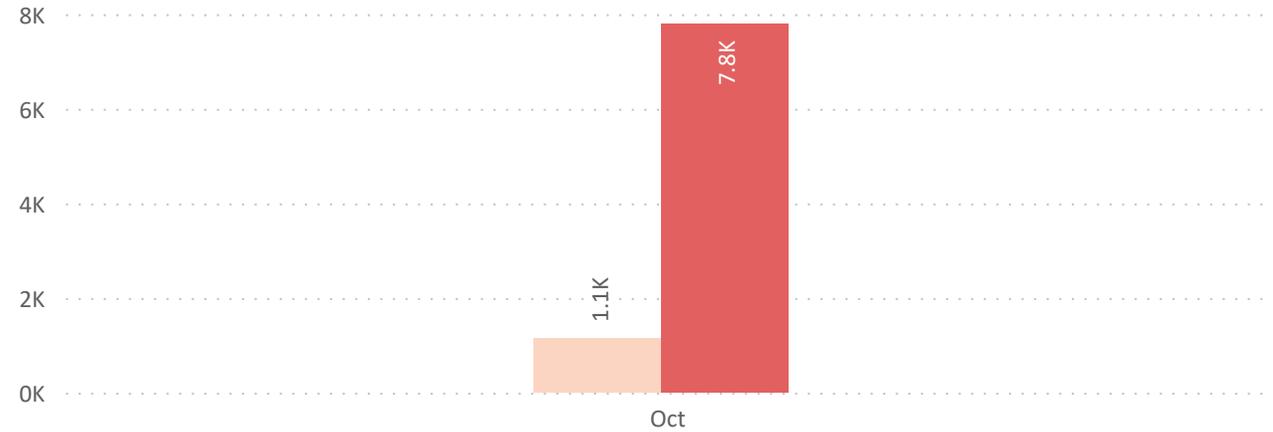
Visit Widget Sessions by Month

● Sessions LY ● Visit Widget Sessions



YouTube Impressions by Month

● Impressions LY ● Impressions



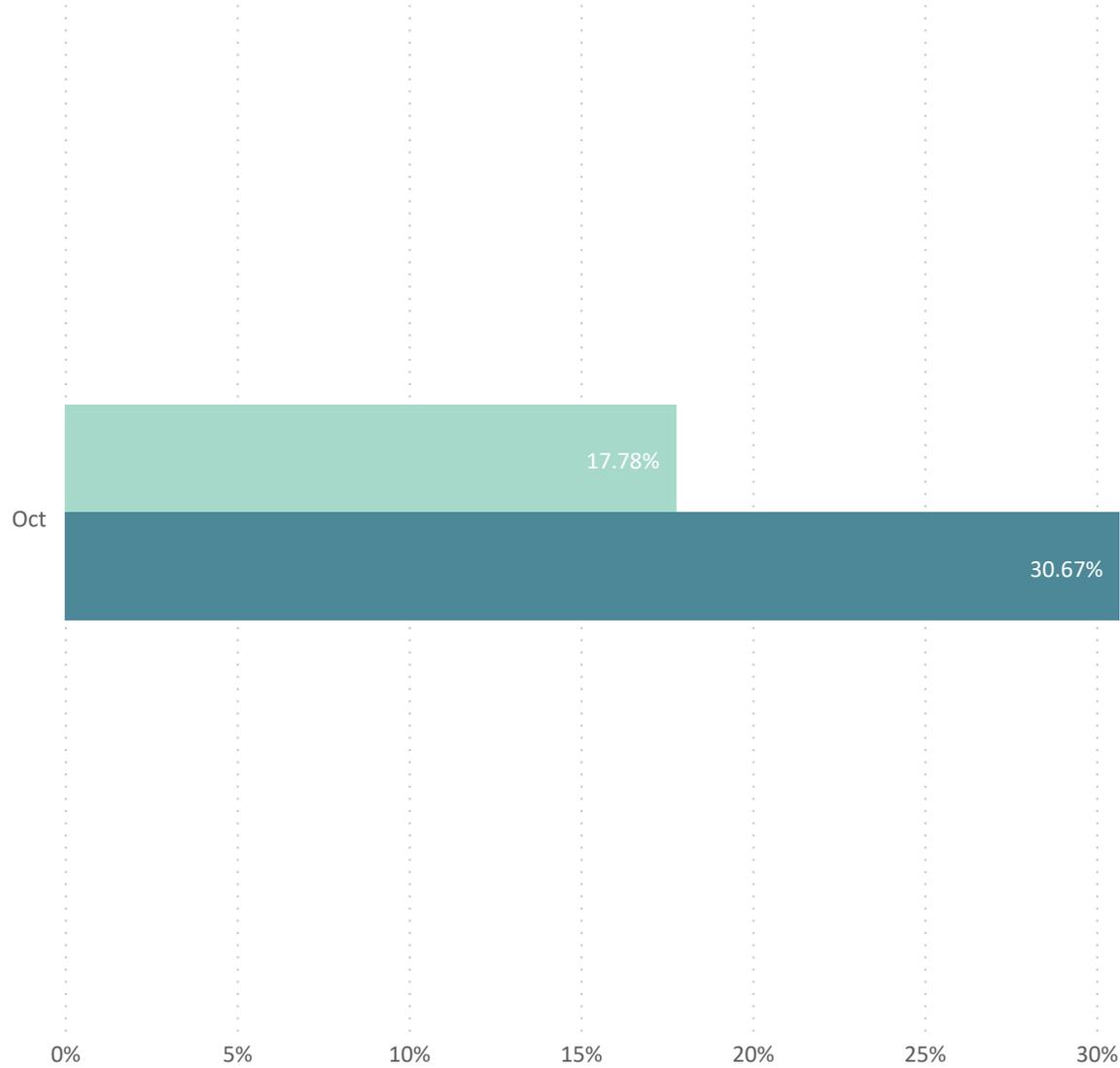
30.67%
Open Rate YTD

14.22%
Click Rate YTD

15,872
Total Recipients YTD

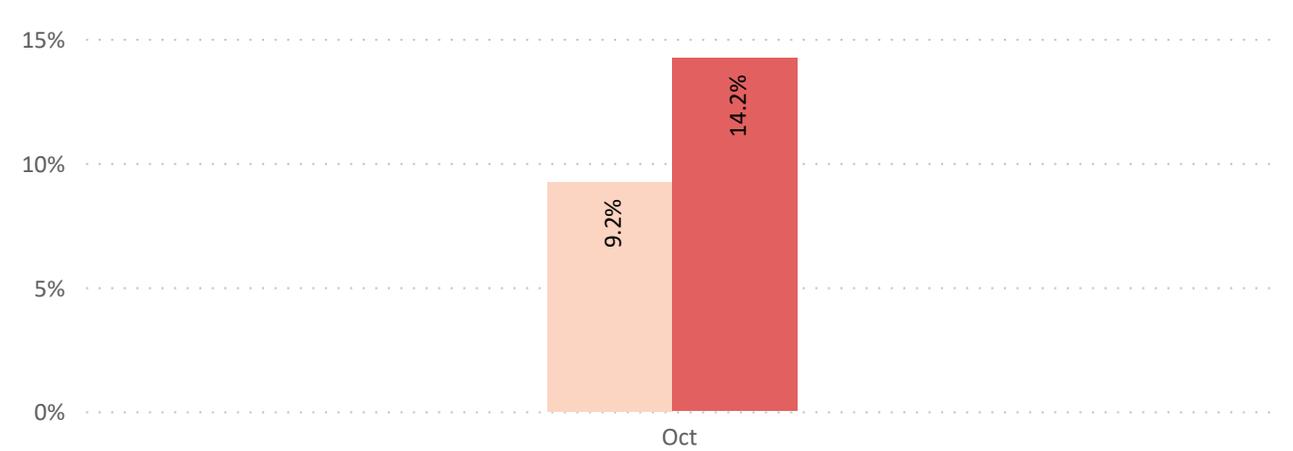
Open Rate by Month

● Open Rate LY ● Open Rate



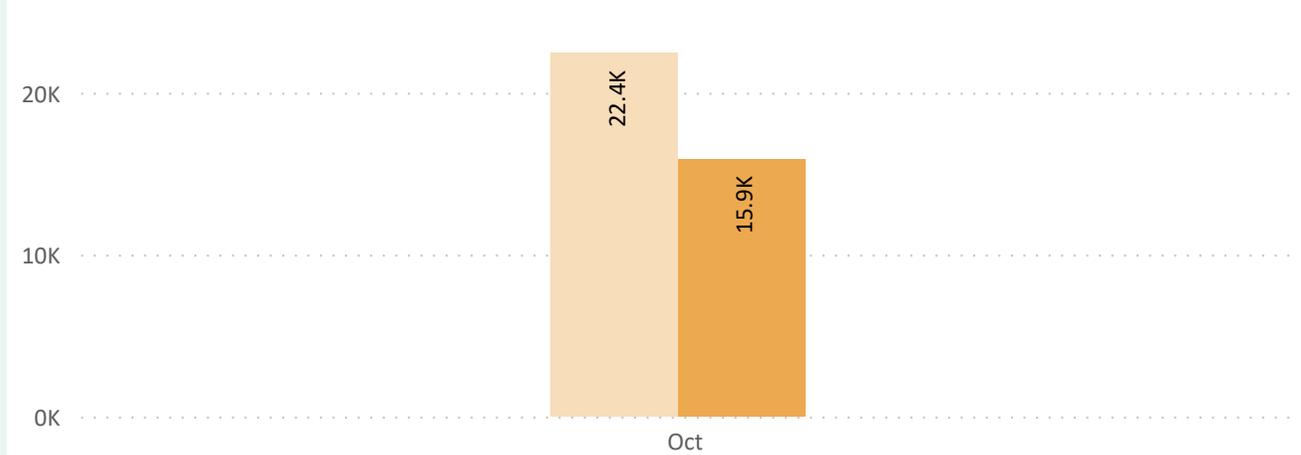
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



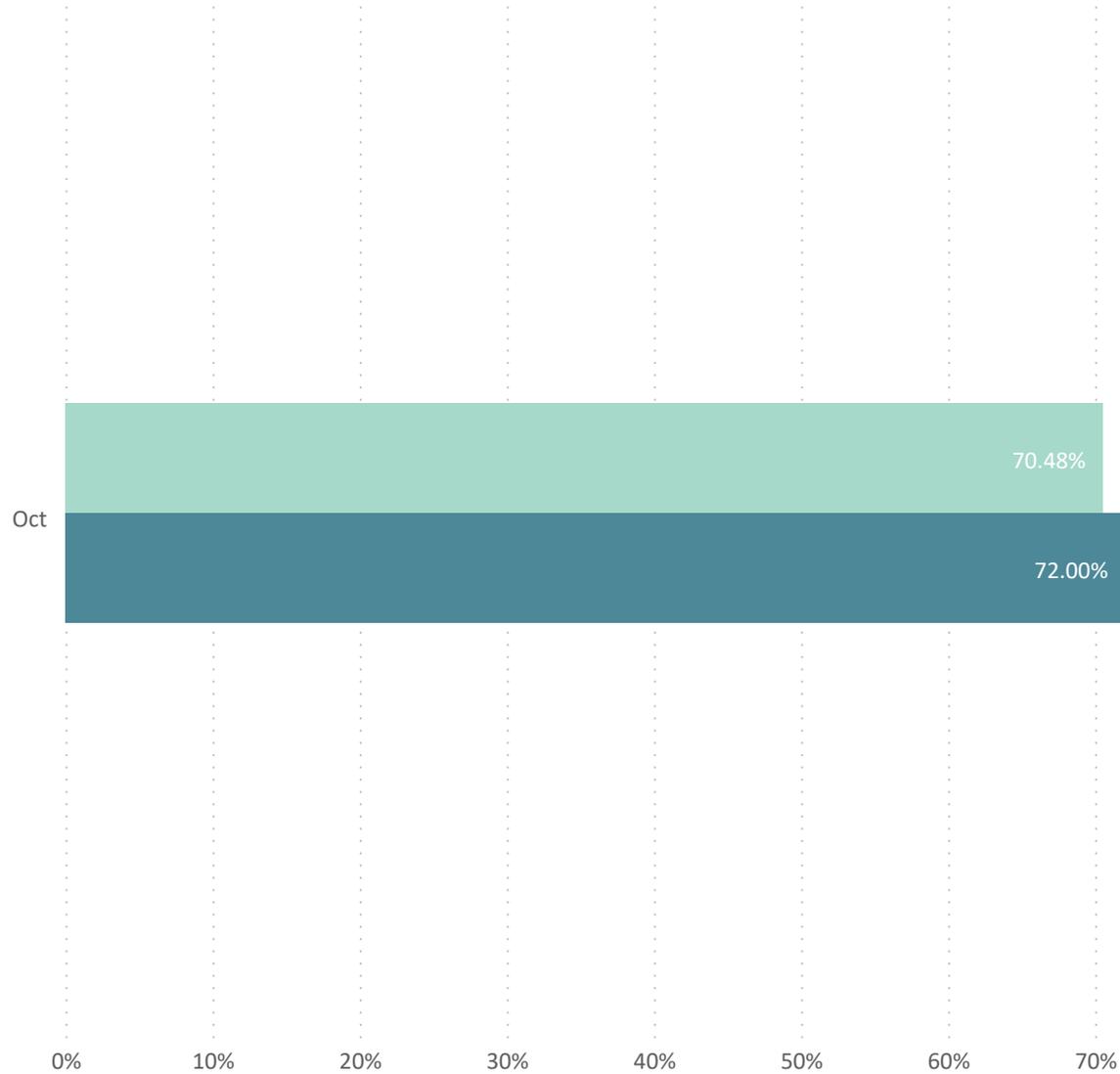
72.00%
Occupancy YTD

\$93.23
ADR YTD

\$3,462,133.97
Total Revenue YTD

Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



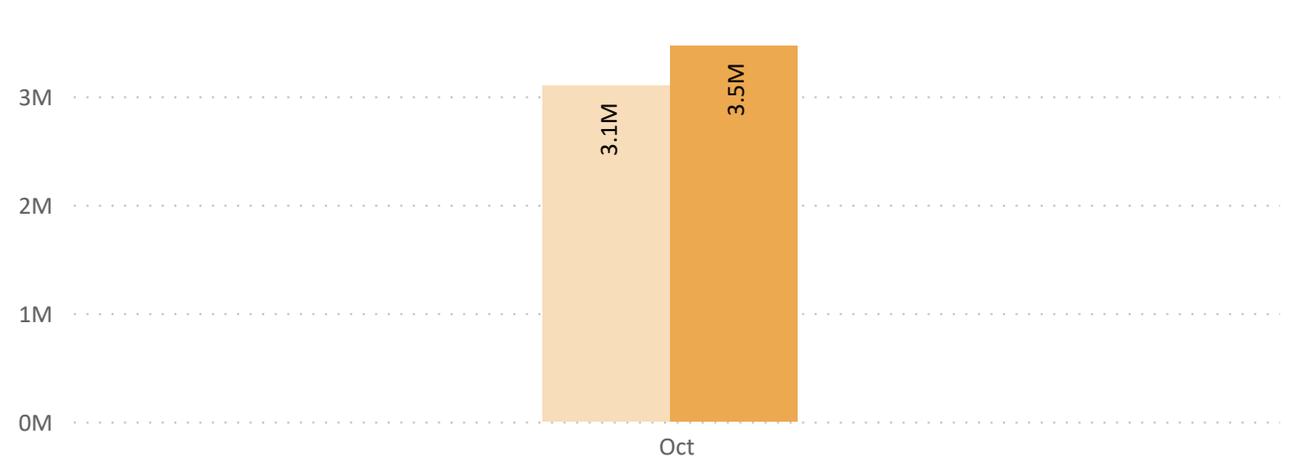
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



\$210,604

HOT Revenue YTD

33.15%

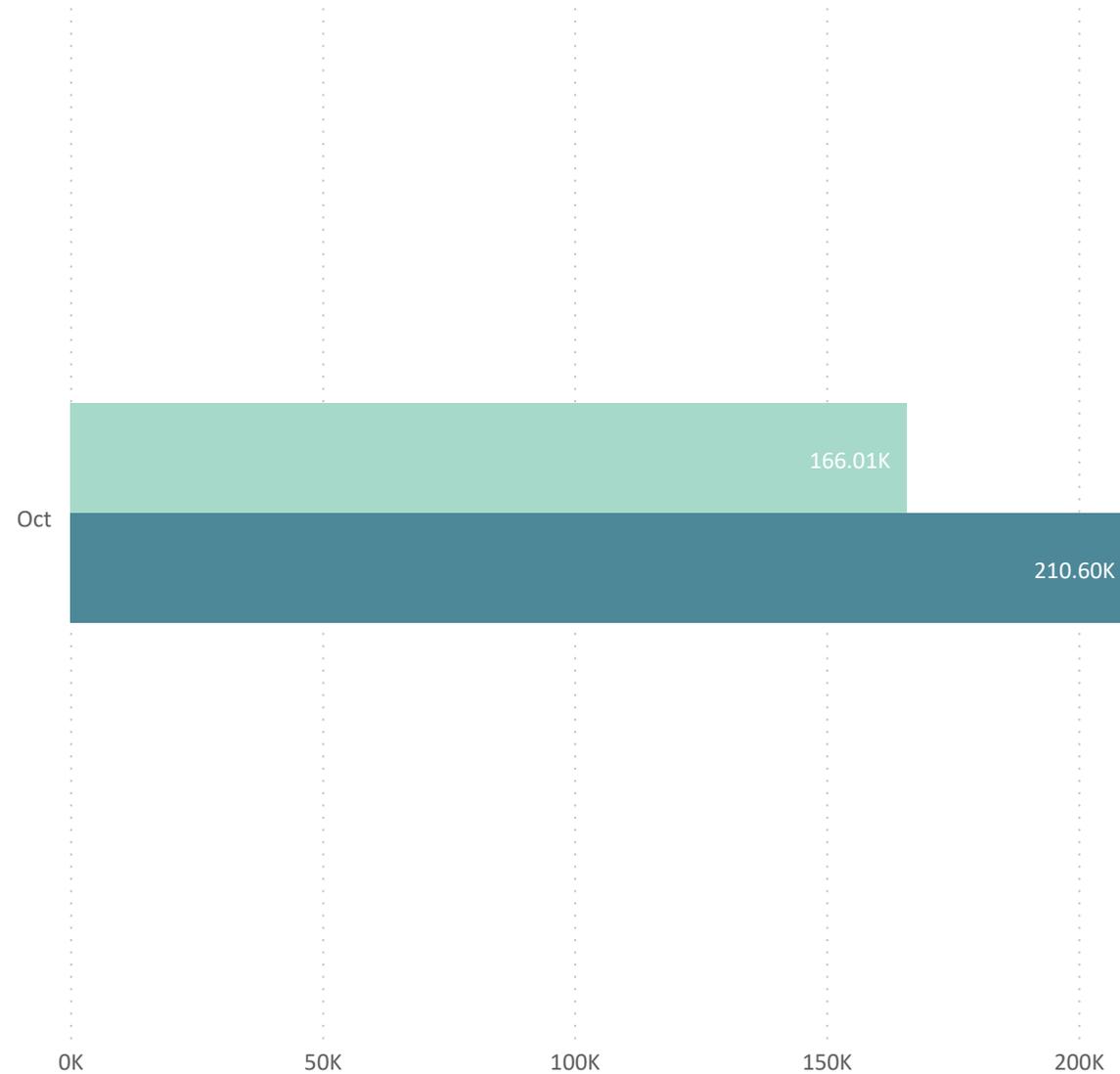
% Rooms Nights YTD

22,987

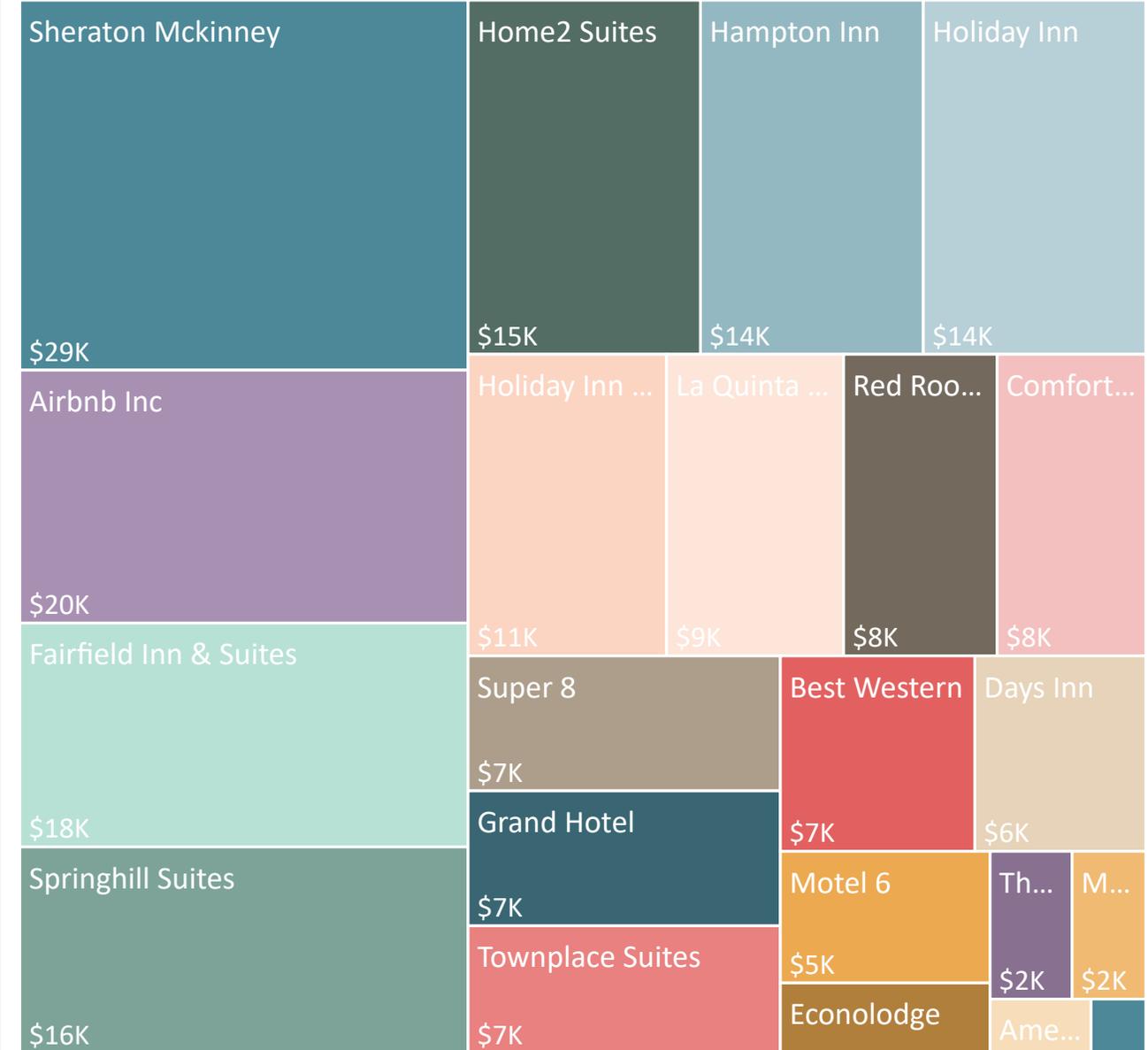
Room Nights YTD

Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



Amount Paid by Property



151

Sales Calls YTD

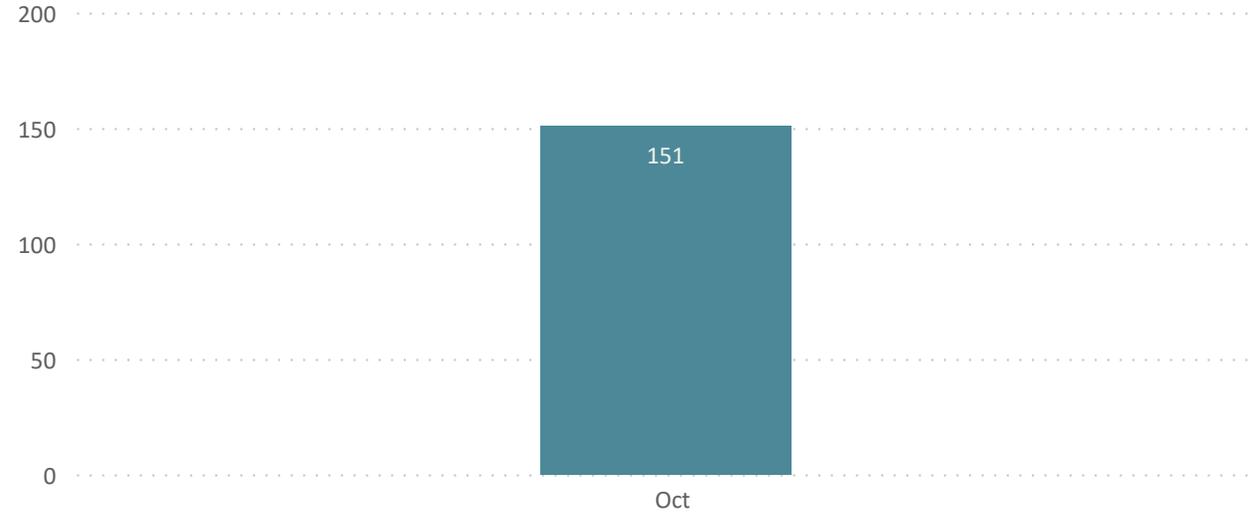
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Event Mgmt YTD

239

Total Welcome Bags YTD

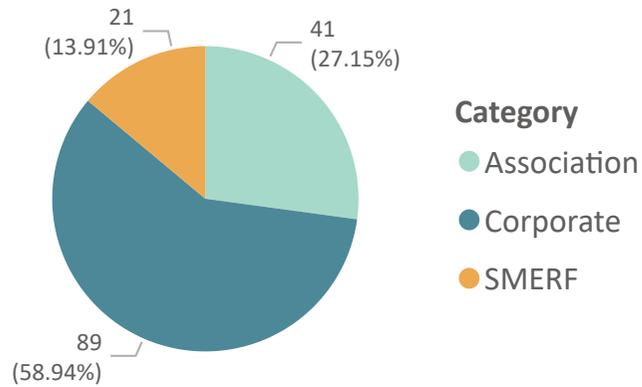
Sales Calls by Month



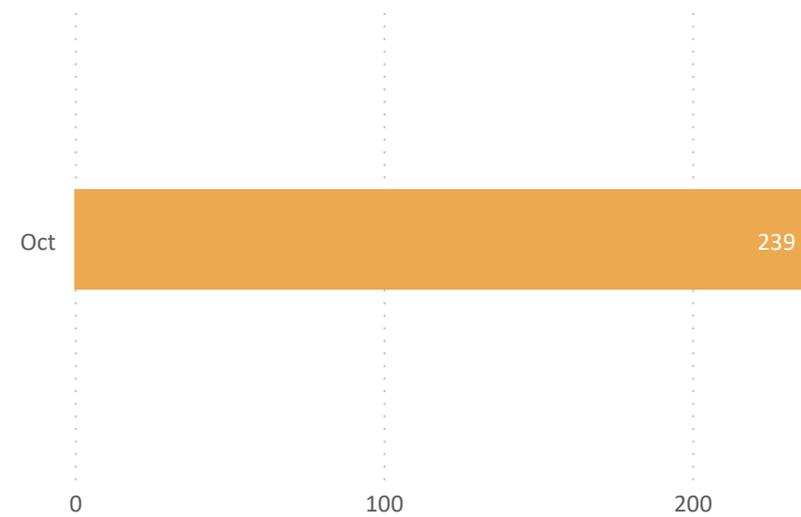
Event Mgmt by Month



Sales Calls by Category



Event Services by Month



Partner Check-In by Month

