

March 15, 2022

TO: McKinney Economic Development Corporation  
McKinney Community Development Corporation

FROM: F. Marie Woodard

**Visit McKinney March 2022**

**ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in March 2022: TTL Group Room nights 107; TTL Group Rev.: \$12,373**

**ASSOCIATION : 0 Total Room nights; \$0 Total Rev**  
**CORPORATE: 0 Total Room nights; \$0 Total Revenue**  
**SMERF: 107 Total Room Nights; \$12,373 Total Revenue**  
**Social: 70 Total Room Nights; \$7,790 Total Revenue**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
March 1-4	ComedySportz	Grand Hotel	39	\$129	\$5,031
March 5	Sellers Surprise Birthday	La Quinta	5	\$89	\$445
March 25-26	Order of the Eastern Star	Holiday Inn Express	26	\$89	\$2,314

**Military/Government: 0**

**Education: 0**

**Religious: 0**

**Fraternal: 0**

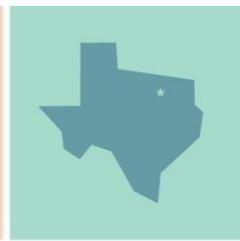
**Weddings: 37 Total Room Nights; \$4,583 Total Revenue**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
March 6	Bryant/Keeton Wedding	Hampton Inn	10	\$110	\$1,100
March 12	Metcalfe/Terry Wedding	Sheraton	27	\$129	\$3,483

**Sports: 0**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
March 19	Five Tool Youth	SpringHill Suites, Home2, Holiday Inn Express, TownePlace Suites, Best Western	0	0	0
March 26	Solar Soccer	Holiday Inn Express	0	0	0





**II. VISITORS: FYTD Total (March 2022): 2,593**

- Out of State: 66
- Out of Country: 3
- Texas Residents: 4
- McKinney Residents: 5
- Register Total: 78
- Ticker Counter: 607

**III. RFP's: 6 (0-Association, 0-Corporate, 2-Weddings, 0-Social, 0- Military, 0-Gov't, 0-Education, 0-Religious, 4-Sports, 0-Fraternal)**

**Weddings: 2**

1. Metcalfe/Terry Wedding – March 12, 2022 – Sheraton – 20 Room Nights
2. Cantu Wedding – July 11, 2022 – Hotel TBD – Est 10 Room Nights

**Sports: 4**

1. ATTBN – MEDC – May 11-15 – Hotel TBD – Est 20 Room Nights
2. McKinney Lacrosse Club – Oct 22-23, 2022 – Hotels TBD – Est 10 Room Nights
3. McKinney Lacrosse Club – Oct 28-29, 2022 – Hotels TBD – Est 10 Room Nights
4. McKinney Lacrosse Club – Nov 4-5, 2022 – Hotels TBD – Est 10 Room Nights

**Day Trips: 0**

**Site Visit: 0**

**IV. ADVERTISING/MARKETING/MEDIA**

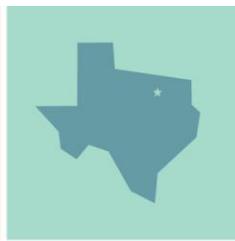
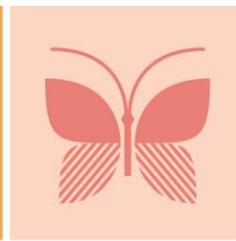
**MARCH 2022 WEEKEND UPDATE STATS**

March 2022 - ROBLy Email Stats	
Average Open Rate	44.60%
Average Click-thru Rate	8.00%
Total Audience	5,780

**March 2022 Submitted: Photos, Text Written, Marketing Materials and Ads**

- Submitted free article/photo for Bus Tours Magazine – spring/summer issue
- Submitted sponsored article & photos to Small Market Meetings Magazine
- Submitted content for Daytripper newsletter (April)
- Approved ad for Spring Authentic Texas issue (It was previously submitted, but the magazine pulled an incorrect one that ran in its place. It was created for their issue focusing on cocktails, liquor, saloons, etc. which is now the Spring 2022 issue)
- Submitted free social media assets for grant-paid placements through Travel Texas
- Submitted blurb, logo, and photo for Meet Texas Magazine
- Submitted materials for TourTexas road trips newsletter





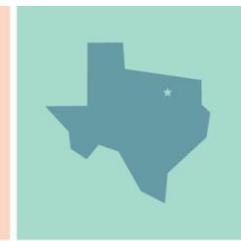
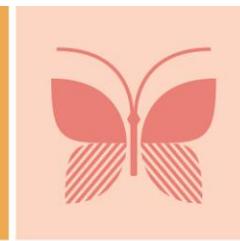
### SOCIAL MEDIA STATS

FACEBOOK FY 21-22	Lifetime Likes	Post Reach	Post Engagement
OCT. 2021	13,383	22,044	
NOV. 2021	13,463	22,601	
DEC. 2021	13,520	17,668	
JAN. 2022	13,549	18,086	
FEB. 2022	13,642	23,397	6,801
MAR. 2022	13,729	14,182	4,900
<b>TOTALS</b>	<b>N/A</b>	<b>117,978</b>	<b>11,701</b>

INSTAGRAM 2021-22	
From 2019-20	<b>5,633</b>
Oct. 2021	<b>94</b>
Nov. 2021	<b>89</b>
Dec. 2021	<b>102</b>
Jan. 2022	<b>27</b>
Feb. 2022	<b>235</b>
Mar. 2022	<b>92</b>
<b>TOTAL</b>	<b>6,272</b>

TIKTOK FY 21-22	New Followers
OCT. 2021	17
NOV. 2021	18
DEC. 2021	85
JAN. 2022	81
FEB. 2022	20
MAR. 2022	57
<b>TOTALS</b>	<b>278</b>



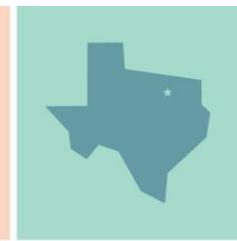


YOUTUBE 2021-22	
Month	Views
<i>Historical #s</i>	<b>17,160</b>
OCT. 2021	148
NOV. 2021	176
DEC. 2021	116
JAN. 2022	209
FEB. 2022	716
MARCH. 2022	368
<b>TOTAL</b>	<b>18,893</b>

Website - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER 2021	11,700	22,702	9,550
NOVEMBER 2021	10,815	20,574	9,089
DECEMBER 2021	13,268	23,954	11,197
JANUARY 2022	8,129	16,395	6,725
FEBRUARY 2022	10,041	19,041	8,375
MARCH 2022	14,806	27,626	12,504
<b>TOTAL</b>	<b>68,759</b>	<b>130,292</b>	<b>57,440</b>

MARCH 2021 – MPG Page Views	
Main Page	61
Venues by Capacity	71
Request Info/RFP	8
Venues/Videos	91
Helpful resources	19
Vendors/services	18
Tour Options/Itineraries	298
<b>TOTAL:</b>	<b>566</b>





VISIT WIDGET - MARCH 2022				
	Users	Sessions	Page Views	New Downloads
Widget	134	157	817	
Mobile APP	434	520	4,785	
Downloads				
<i>iOS</i>				103
<i>Android</i>				17
<b>TOTAL</b>	<b>568</b>	<b>677</b>	<b>5,602</b>	<b>120</b>

**EARNED MEDIA:**  
None to Report

**LOST BUSINESS:**

- None to Report

