

visit mckinney Monthly Report

September - 2022



Executive Director Report

Operations:

- The Visit McKinney Promotional Grants are published and being promoted. The deadline to apply is October 7, 2022.
- End-of-year planning - we are tracking end-of-year expenses as we prepare to start a new fiscal year on October 1.
- VM Staff is reevaluating our annual KPIs to ensure we are tracking appropriate data - Ongoing project.
- Executive Director Meetings - Main Street Board Meeting, Executive Leadership Team Meeting, City Directors Meeting, M's Event Preview, North Texas DMO Executives Meeting, and City Council.
- Vendor/Partner Meetings - Steve Powell, CVENT, Buxton, and Cereal Head Media.

Sales & Services:

- August was a slow month from an event/meetings standpoint. Our team worked on four SMERF events with a pickup of 15 rooms.
- The sales team made 767 sales calls in August, resulting in 27 completed RFPs for future business. Most of these RFPs are for business in 2024 and 2025, showing corporate traffic is coming back.
- The sales team also tracked 30 lost business cases this month for various reasons, but the primary reason is the lack of sleeping rooms and meeting space required.
- Sales/Partners Meetings: Lauren Braunegg with NCAA DII, Angie Bado local DII, Byron Nelson Committee.

Marketing & Communications:

- Our Earned Media Report for this month was very high, thanks to a free Southern Living article that MSN then picked up.
- Southern Living: How to Spend a Long Weekend in McKinney
- Web/broadcast Value: \$2,575,374
- PR Value: \$7,808,863
- Impressions/Reach: 228,501,430
- Ads submitted for County Line Magazine, Meetings Today, Ride Texas, Naylor (TSAE), Sparklight, Daytripper Newsletter, and Texas Monthly Fall Travel Guide.
- Staff is meeting weekly with the City C&M team for strategy meetings as we plan for FY23.

Education & Webinars:

- Aaron Werner
 - TTA Cygnet Strategies' Event Economic Impact Analysis Demo
 - TACVB Conference
- Beth Shumate:
 - None
- Sabine Smith:
 - Simpleview: Strengthen Your Core... Reports! CRM Reports that Deliver Results
 - Organizational Development Training - Lunch N'Meet - Tour of the New Municipal Service Ctr.
 - TACVB Conference
- Marie Woodard:
 - None to Report.

3336

Sales Calls YTD

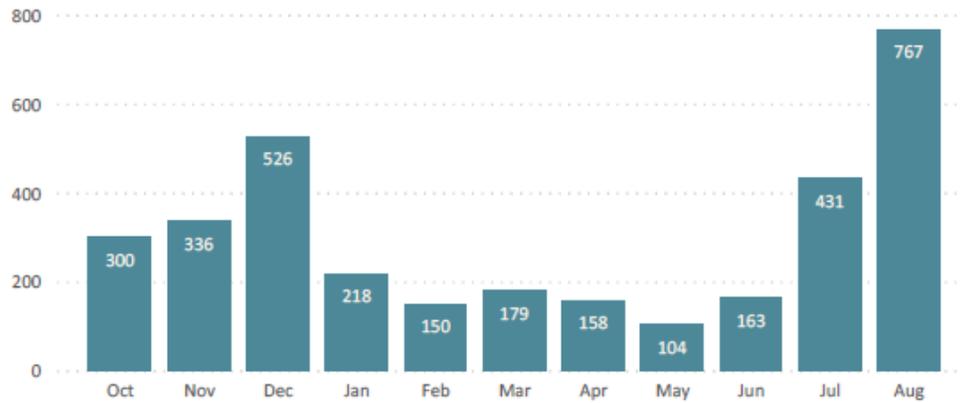
106

Event Mgmt YTD

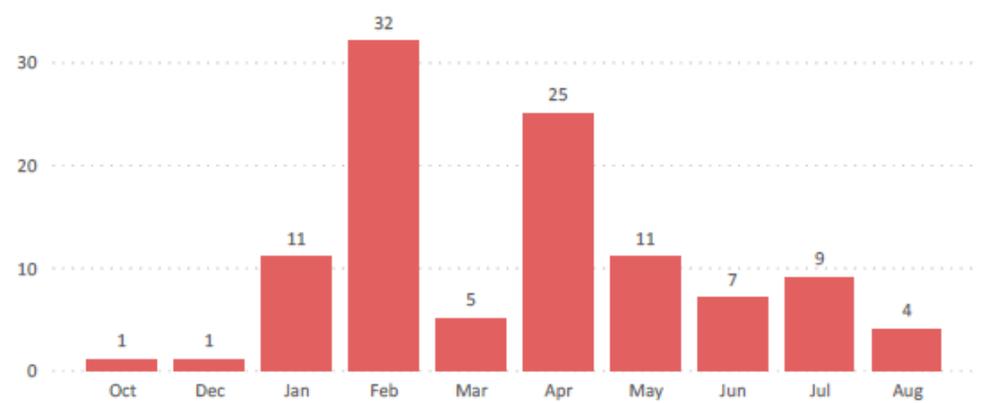
6,816

Total Welcome Bags YTD

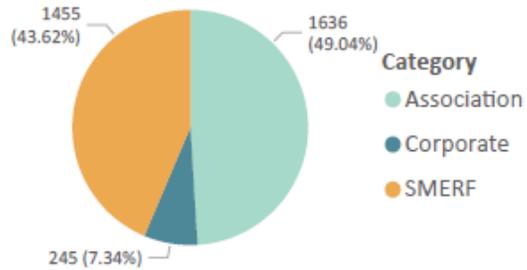
Sales Calls by Month



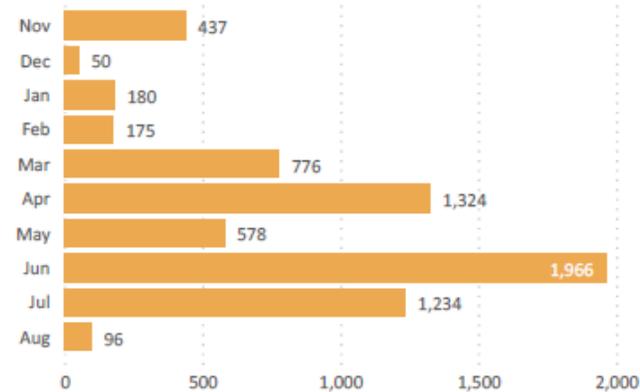
Event Mgmt by Month



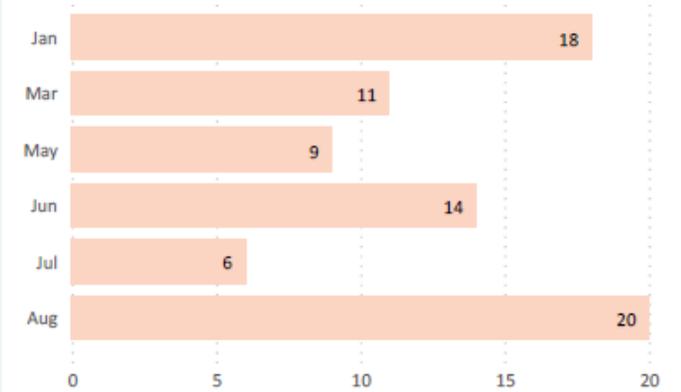
Sales Calls by Category



Event Services by Month



Partner Check-In by Month





Pickup Report
9/9/2022 9:05:32 AM
Last Refreshed

104

Leads YTD

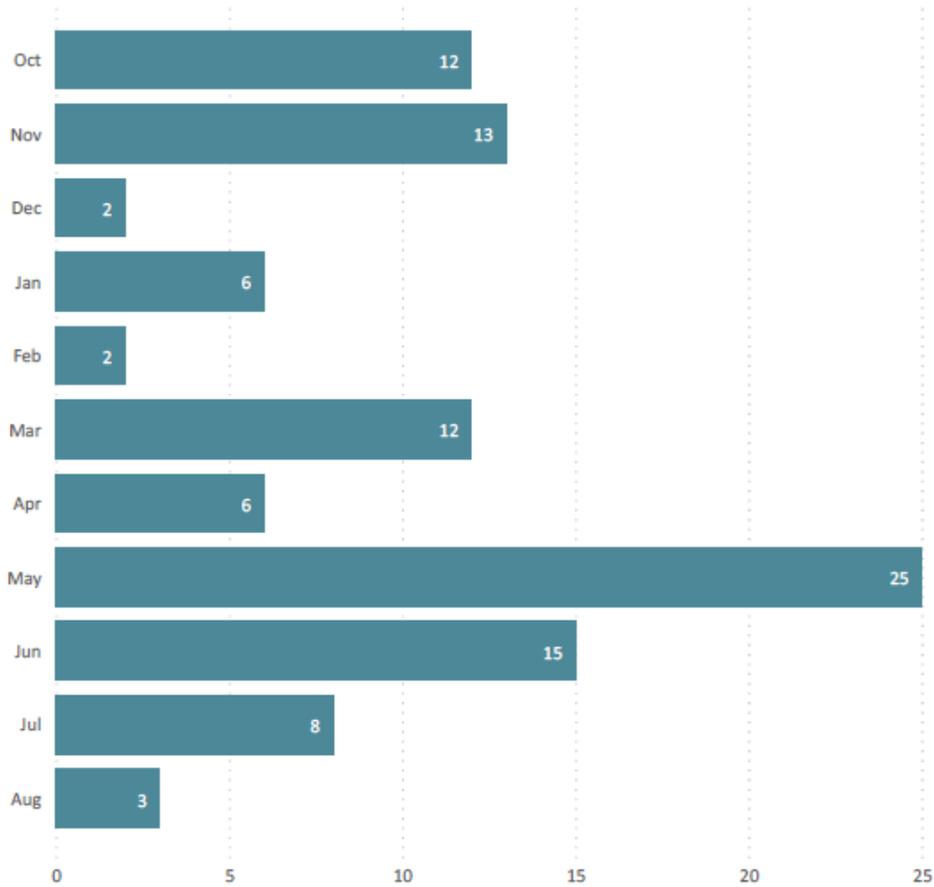
2,454

Total Rooms Nights YTD

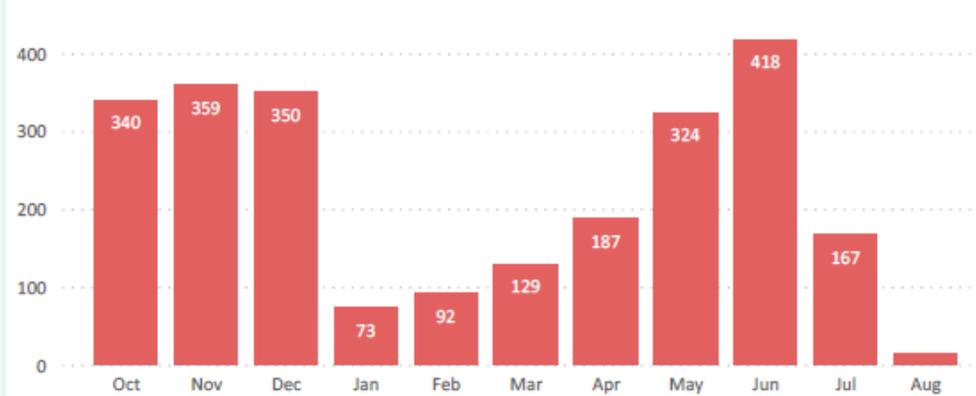
\$292,757

Total Revenue YTD

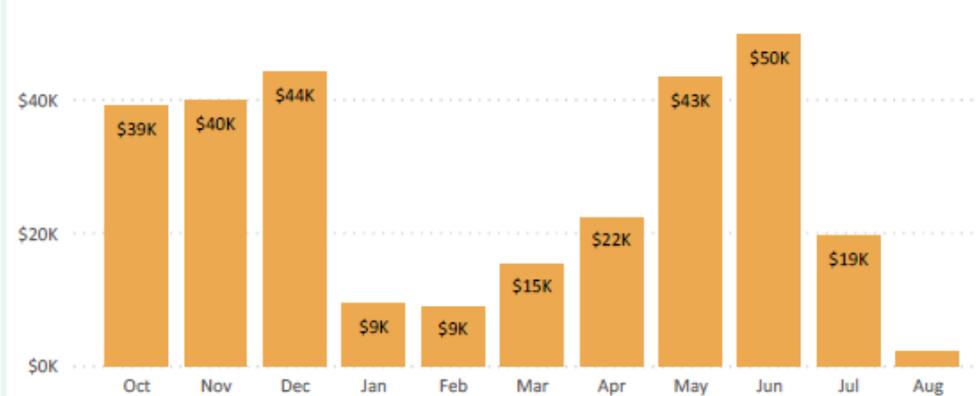
Leads by Month



Total Room Nights by Month



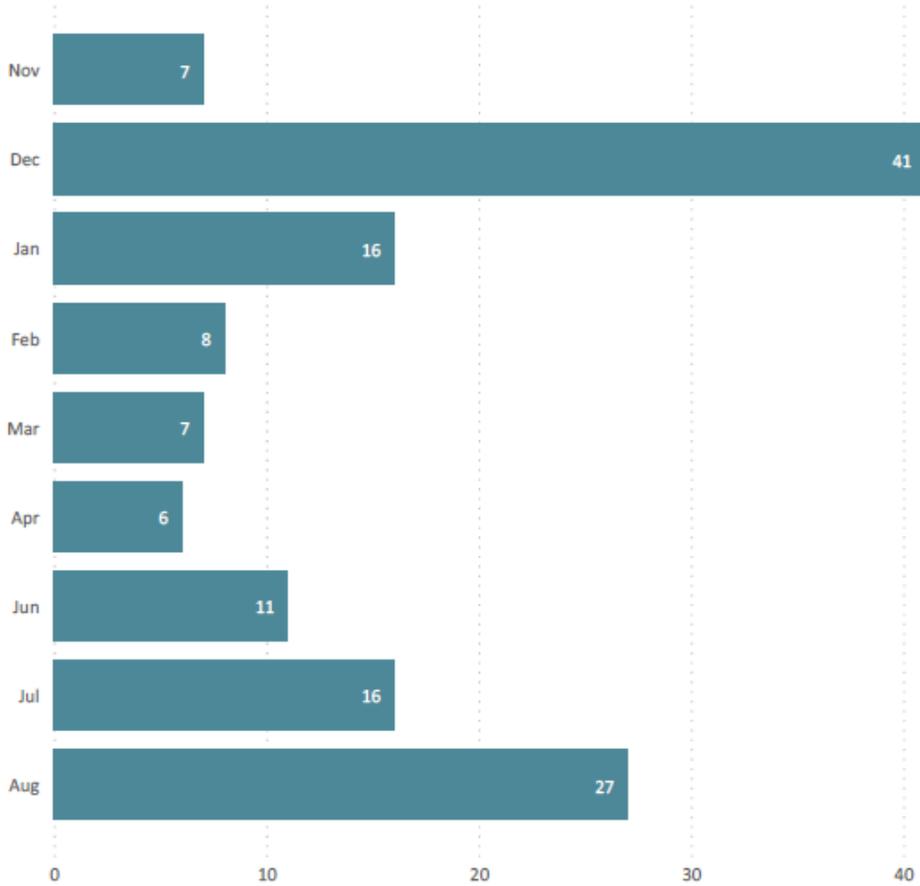
Total Revenue by Month



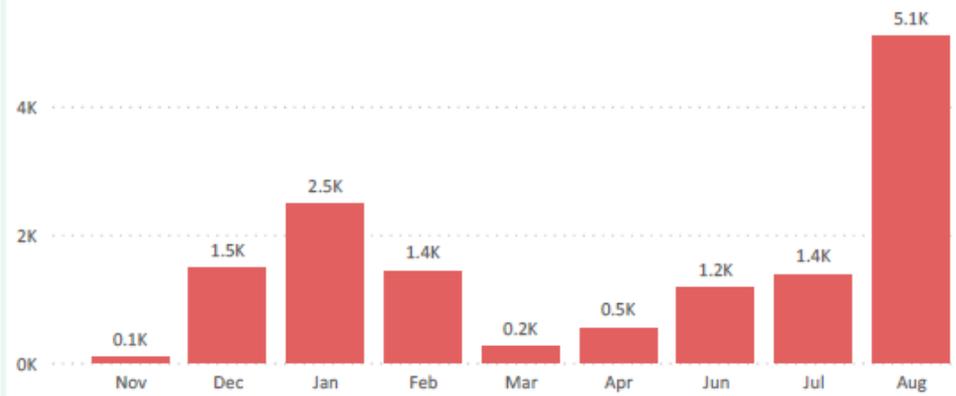
139
New RFPs YTD

13,854
Est Room Nights YTD

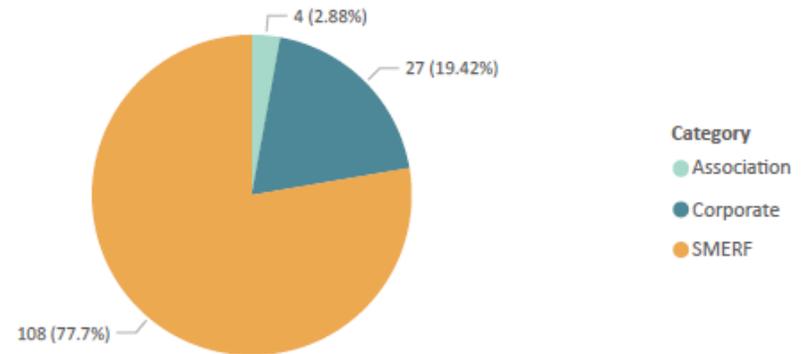
New RFPs by Month

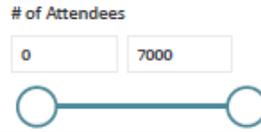


Total Room Nights by Month



New RFPs by Category



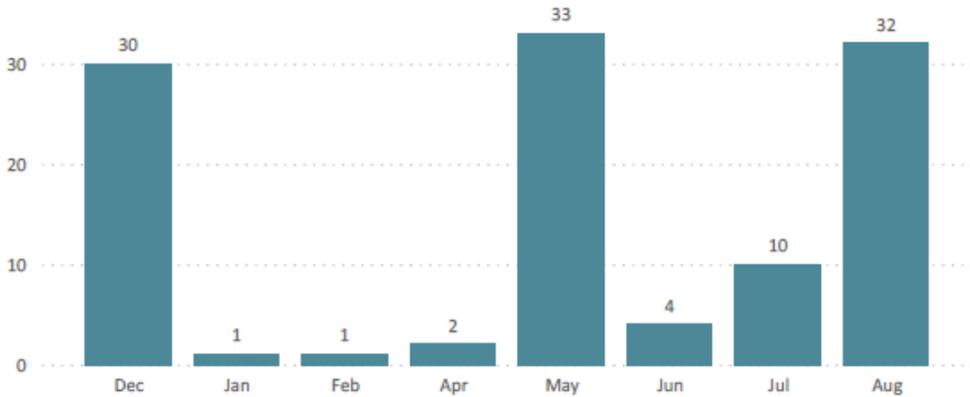


113
Lost Opp YTD

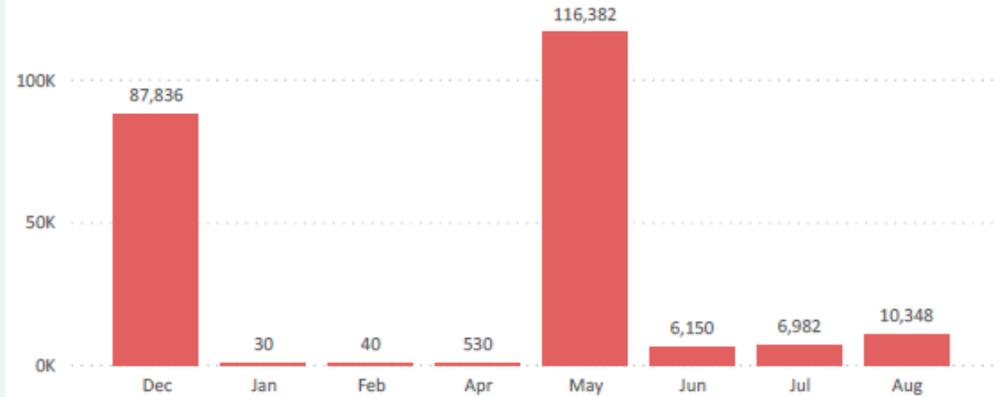
228,298
Lost Room Nights YTD

\$41,184,717
Lost Revenue YTD

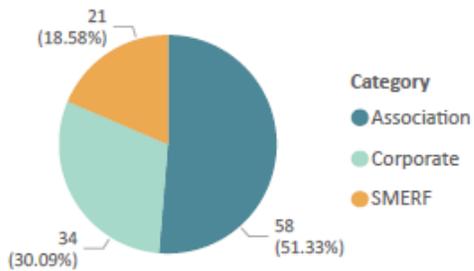
Lost Opportunities by Month



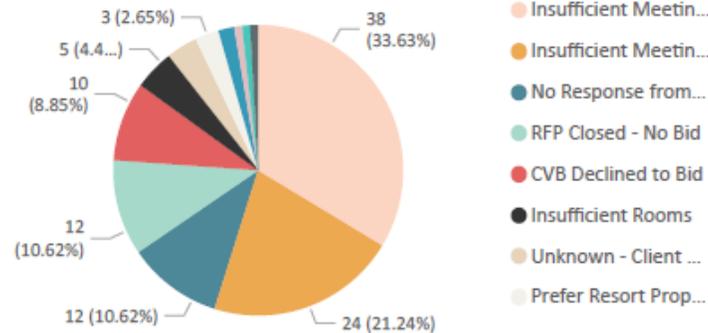
Lost Room Nights by Month



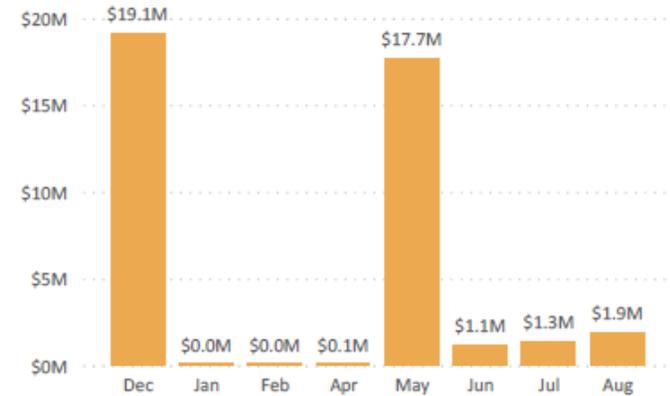
Lost by Category



Lost by Reason



Lost Revenue by Month

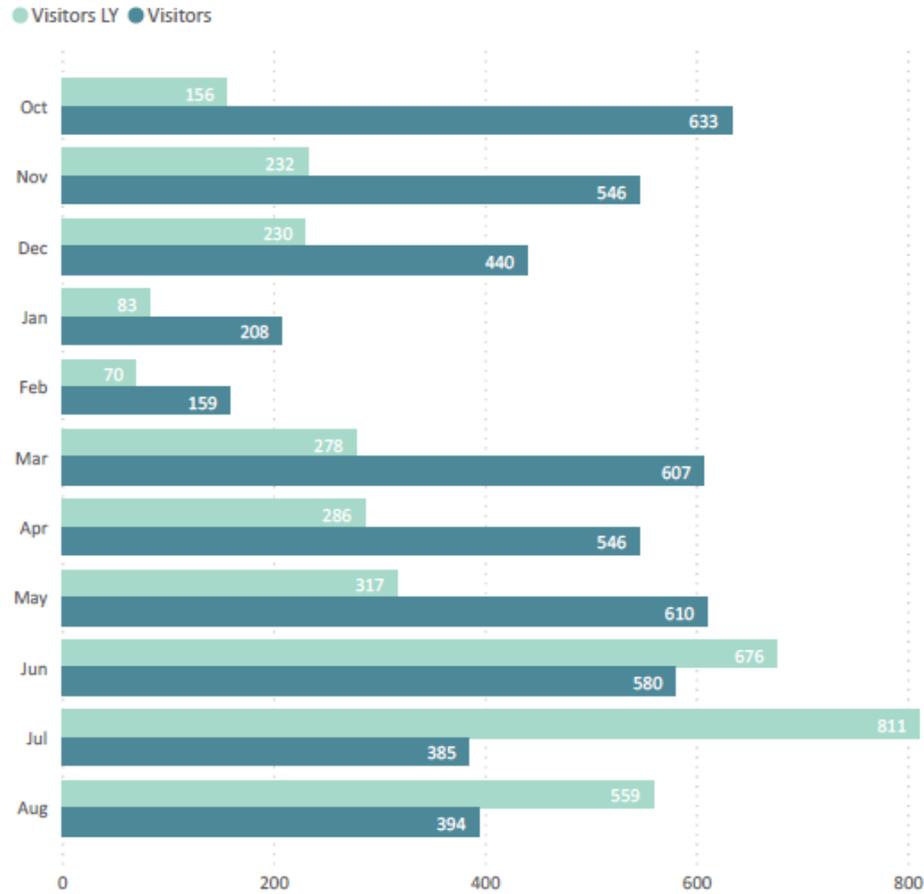


5108
 Visitors YTD

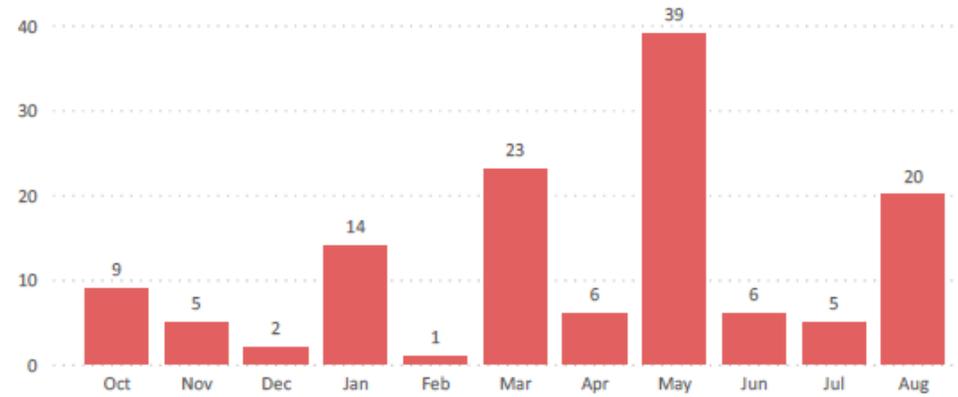
130
 Tour Attendees YTD

\$4,275
 McK Market Payment YTD

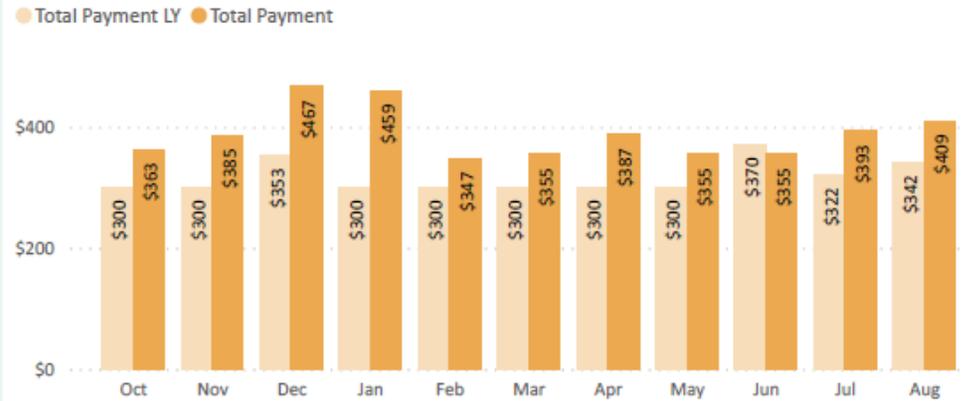
Total Visitors by Month



Tour Attendees by Month



McKinney Market Payments by Month

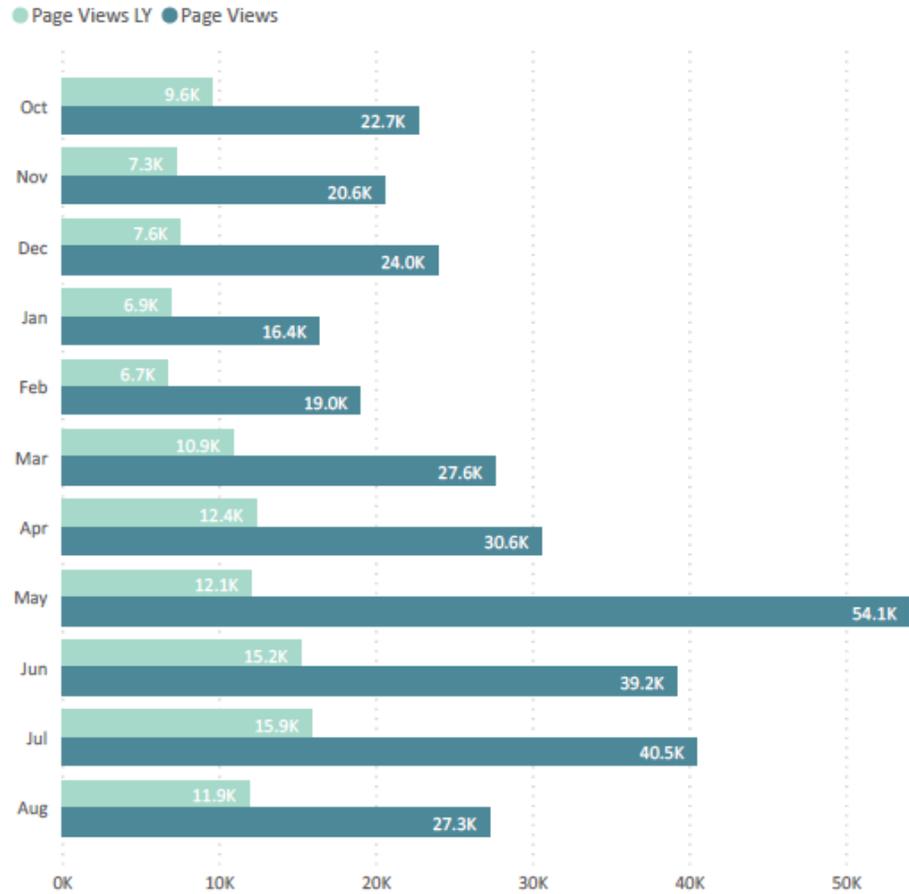


321,896
Page Views YTD

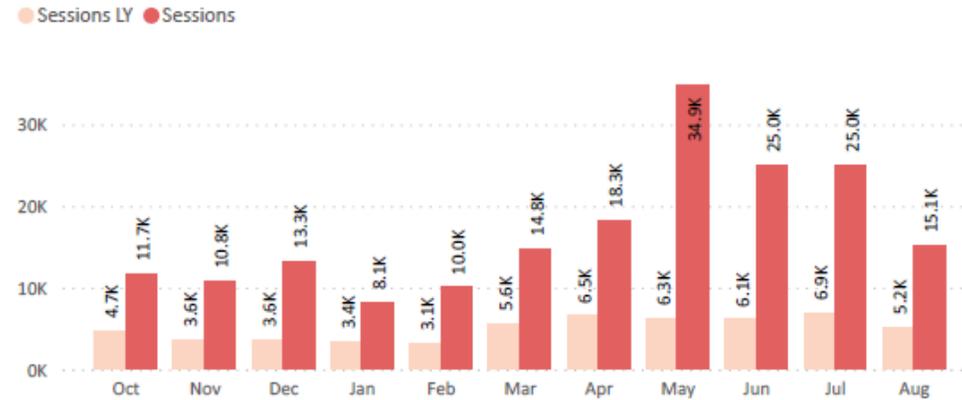
187,084
Sessions YTD

157,225
Users YTD

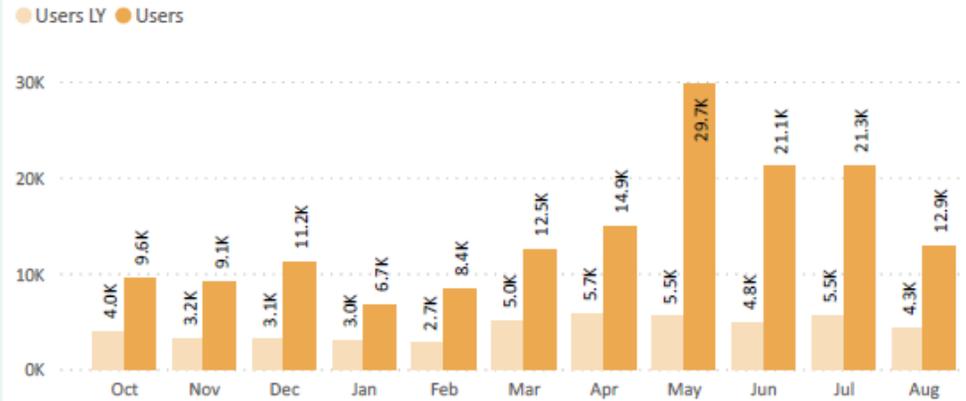
Page Views by Month



Sessions by Month



Users by Month



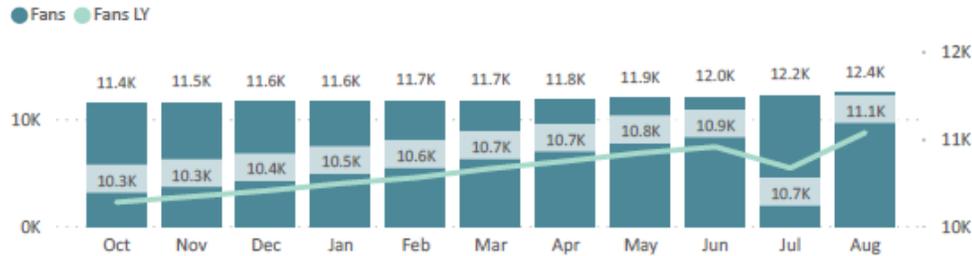
12,407
Current FB Fans

875
FB Posts YTD

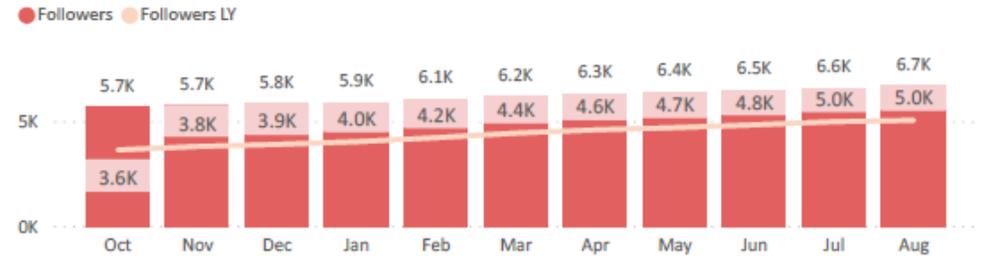
6,703
Current IG Followers

766
IG Posts & Stories YTD

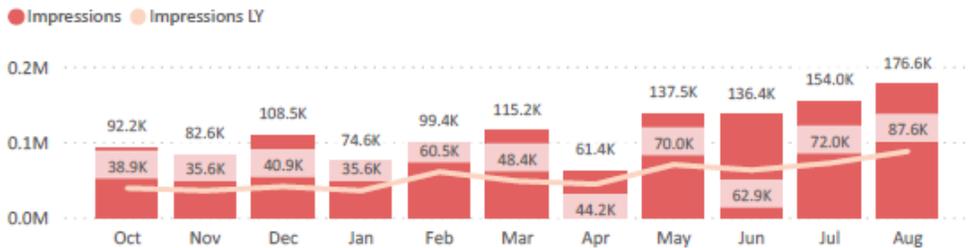
Facebook Fans by Month



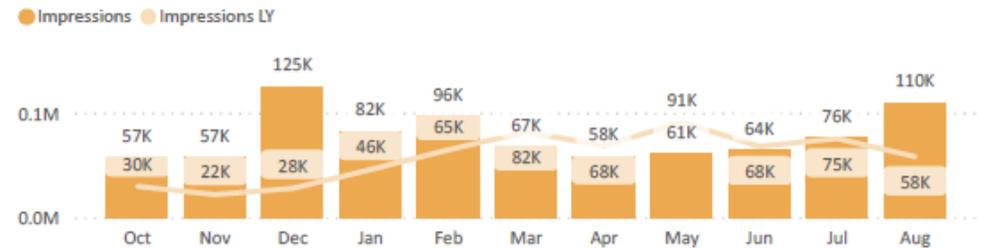
Instagram Followers by Month



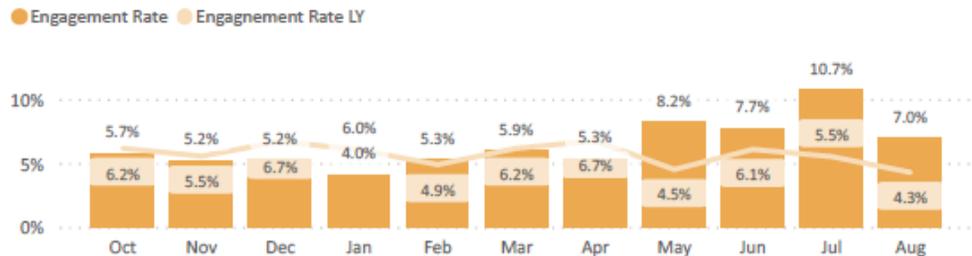
Facebook Impressions by Month



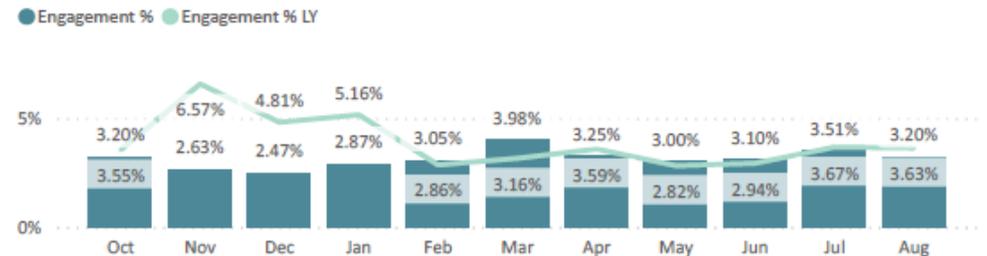
Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression





Visit Widget & YouTube
9/9/2022 9:05:32 AM
Last Refreshed

6,828
Visit Widget Users YTD

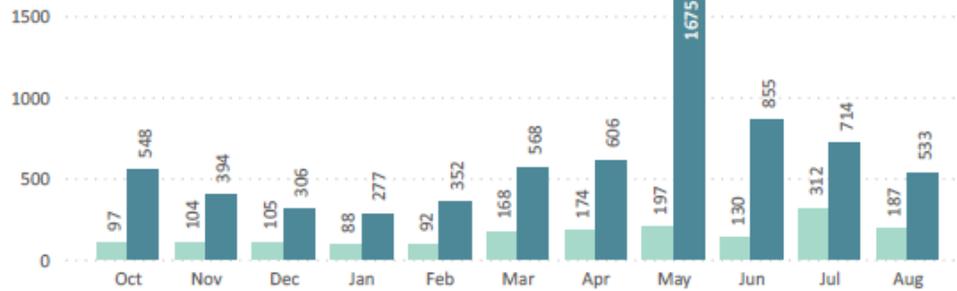
7,425
VW Sessions YTD

6,240
YouTube Views YTD

44,434
Impressions YTD

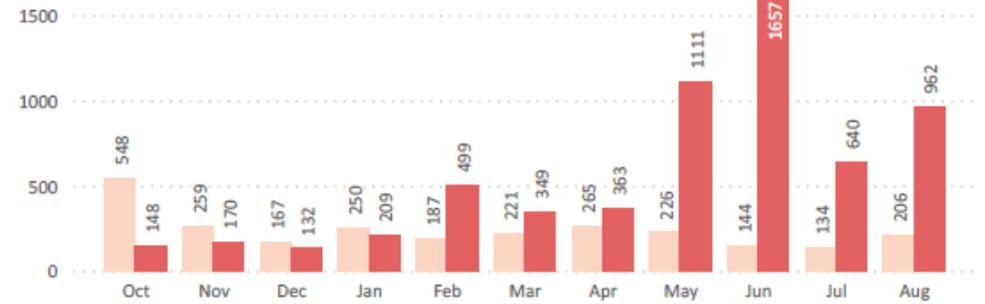
Visit Widget Users by Month

Users LY Users



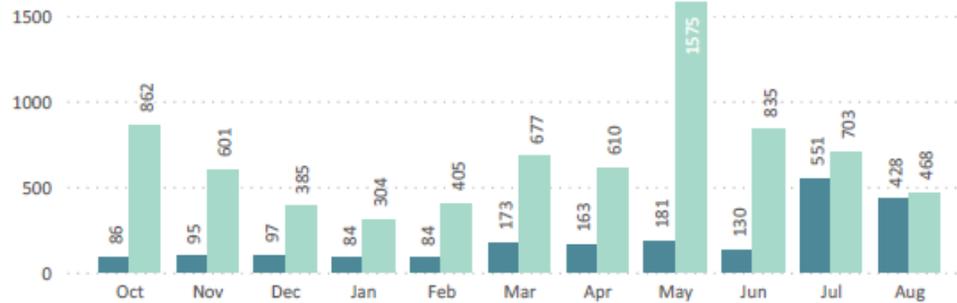
YouTube Views by Month

Views LY Views



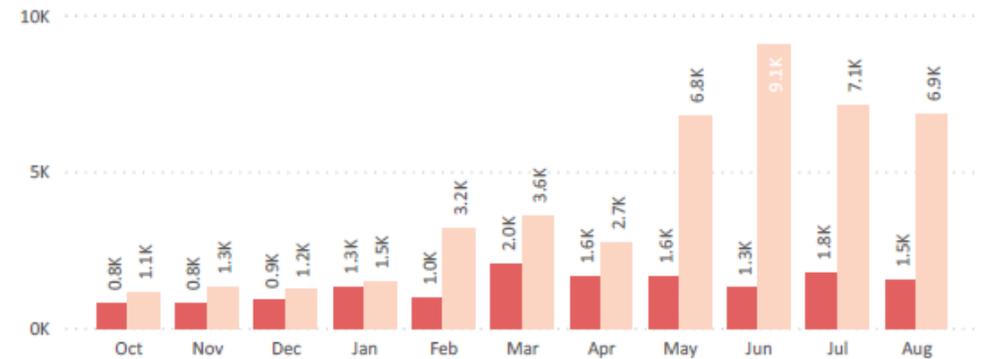
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions



27.97%

Open Rate YTD

9.82%

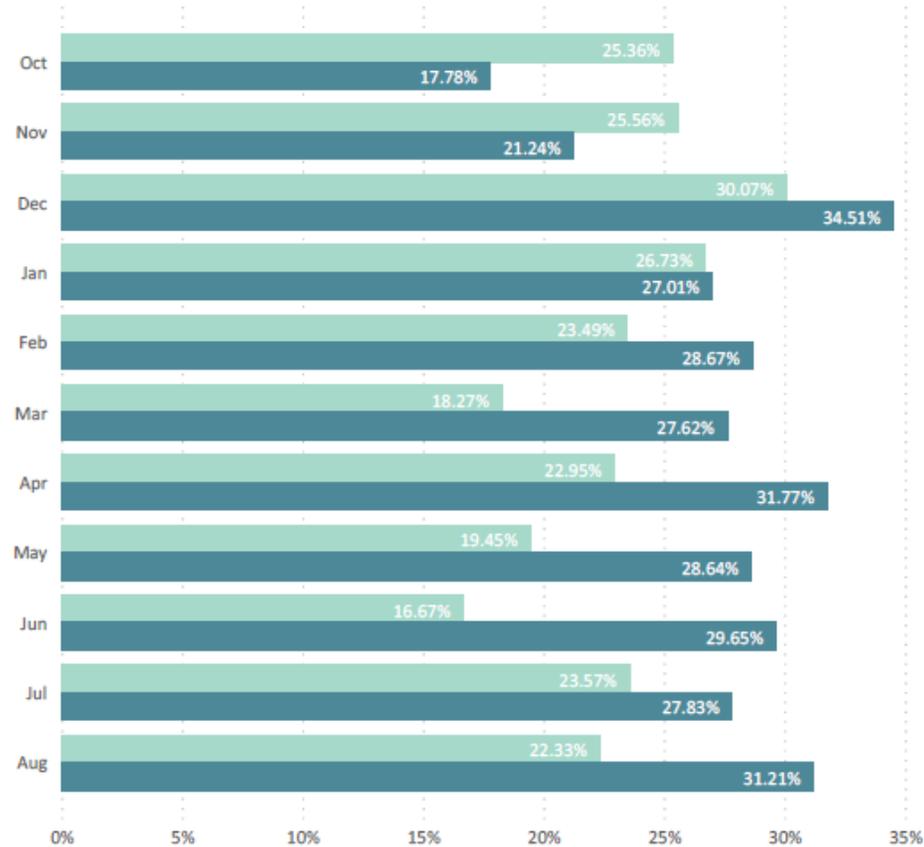
Click Rate YTD

194,124

Total Recipients YTD

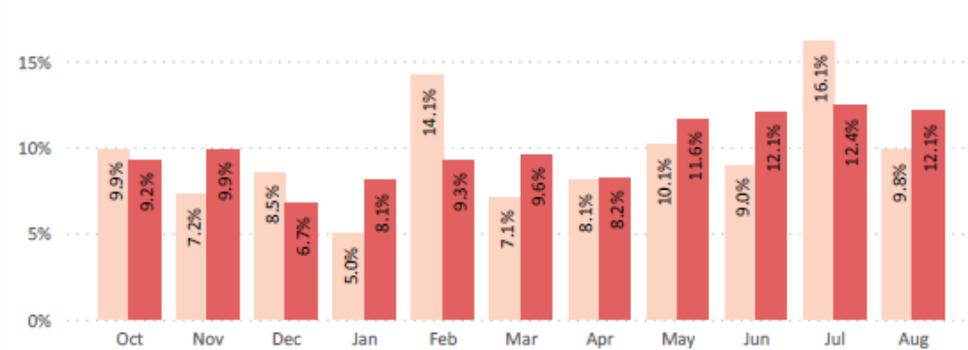
Open Rate by Month

● Open Rate LY ● Open Rate



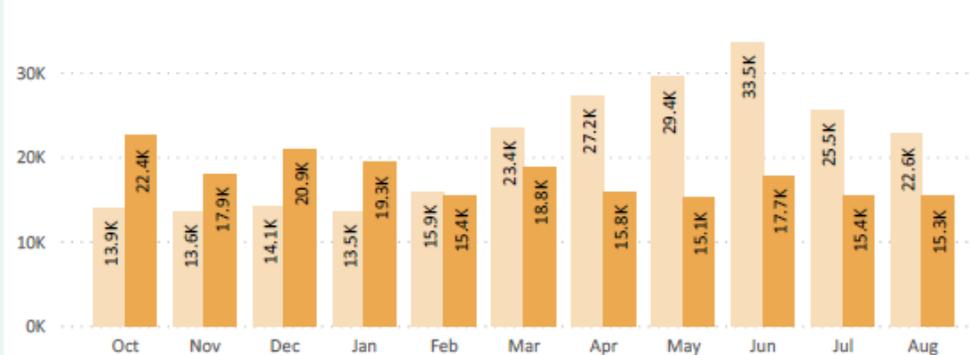
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



Earned Media Report:

SOUTHERN LIVING • TRAVEL • TEXAS

How to Spend a Long Weekend in McKinney, Texas

Eats, drinks, shopping, and local charm make McKinney a must-stop while in North Texas.

By [Amanda Ogle](#) | Updated August 10, 2022

-  FB
-  Tweet
-  More



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Thirty minutes north of Dallas, you'll find McKinney, Texas, a town oozing with charm. There's plenty of shopping, dining, and entertainment in the historic downtown area, and historic architecture and beautiful views of the...

AUGUST 2022 - Free/Earned Media Coverage for Visit McKinney

Publication	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Southern Living	How to Spend a Long Weekend in McKinney	\$0	\$10,300	\$30,900	5,498,392
MSN	Picked up Southern Living article	\$0	\$278,200	\$834,600	147,977,480
TOTALS		\$0	\$288,500	\$865,500	153,475,872
FY 21-22 Running Totals		\$23,574	\$2,575,374	\$7,808,863	228,501,430

www.southernliving.com/travel/texas/mckinney-tx

Top-Performing Organic Facebook Posts

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post

Drum Corps International (DCI) Competition in McKinney

Jun 28, 2022, 1:05 PM

This post reached **5,582%** more people (55,914 people) than your median post (984 people) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Visit McKinney TX updated their cover photo.

Aug 12, 2022, 3:54 PM

This post received **7,863%** more reactions (637 reactions) than your median post (8 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

Have you heard the news that after 66 years in McKinney, Bill Smith's Cafe will be closing as of July 31? So many w...

Jul 22, 2022, 1:11 PM

This post received 121 comments compared to your median post (0 comments) on Facebook.