

visit mckinney Monthly Report

January - 2023



Executive Director Report

Operations:

- Office Renovations - Major renovations are complete.
- Visit McKinney Experience Center Furnishings:
 - Started ordering merchandise - shirts/hats
 - Working with City Finance Dept. to set up POS System
 - Working with City IT Dept. for technology updates
 - Getting additional furniture bids to try and fit our budget
 - Staff had a virtual meeting with Jennifer from Visit Augusta to discuss their procurement methods for their experience center.
- Staff participated in the Art Walk with Magda to get a first-hand experience of what is included in the free tours.
- Cultural District Art/History Walks - staff met with Main Street and Planning to discuss tours and how the experience can be elevated.
- 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:

- NCAA DII Football Championship
 - Staff serviced the Fan Fest, Registration tables, and gameday for the football championship.
- Aaron and Mike Kowski met with Monica Paul, Dallas Sports Commission, to present McKinney sports facilities and discuss the 2026 World Cup.
- Facility Tours: The Range, Neathery Estate, EJ Wills
- 2023 Bridal Show - record attendance and over 50 direct leads
- 176 sales calls were made in December, resulting in 17 completed RFPs for future business.
- Marie attended the Destination Texas Trade Show in Fort Worth (December 4-7)

Upcoming Major Events:

- Community Leaders of America - March 2-5
- IWCA's 93rd National Specialty Dog Show - April 17-20
- AT&T Byron Nelson - May 8-14
- NJCAA DI National Tennis Championship - May 15-19

Marketing & Communications:

- Staff met with Marketing and Communications to develop our goals and next steps for the 2023 leisure and sales campaigns.
- Staff met with Brady Clayton (local videographer and content creator) about potential partnerships on a few video projects for 2023.
- New Hotel Tour Videos have been filmed and will be added to our website soon.

Event Participation:

- Robin Autopilot Demo Day with MEDC and Parks and Recreation
- Aaron participated in the EOC Tabletop Drill with all City Directors
- Epic-Con - Visit McKinney assisted the P&R dept with registering and facilitating their internal conference
- TACVB Winter Conference in Plano - all full-time staff attended.

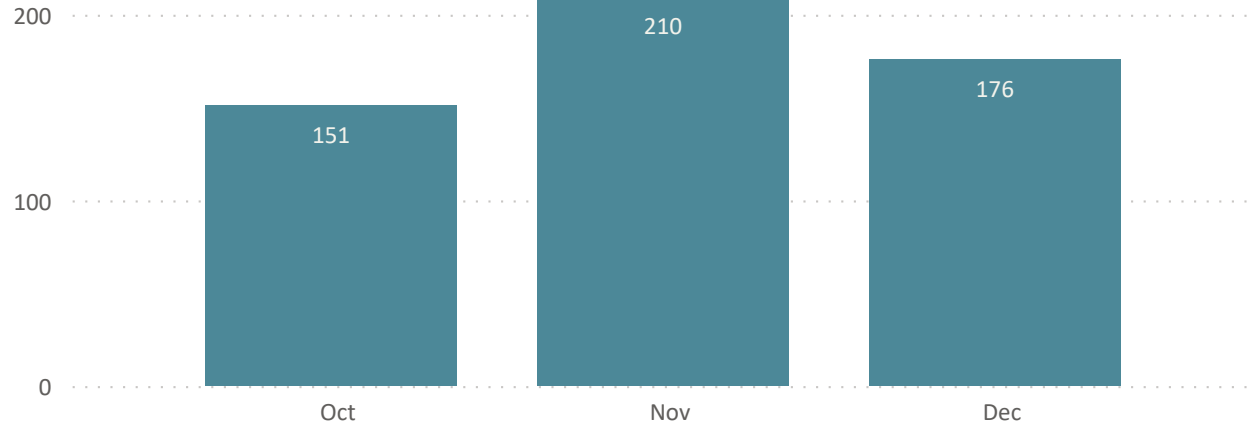


538
Sales Calls YTD

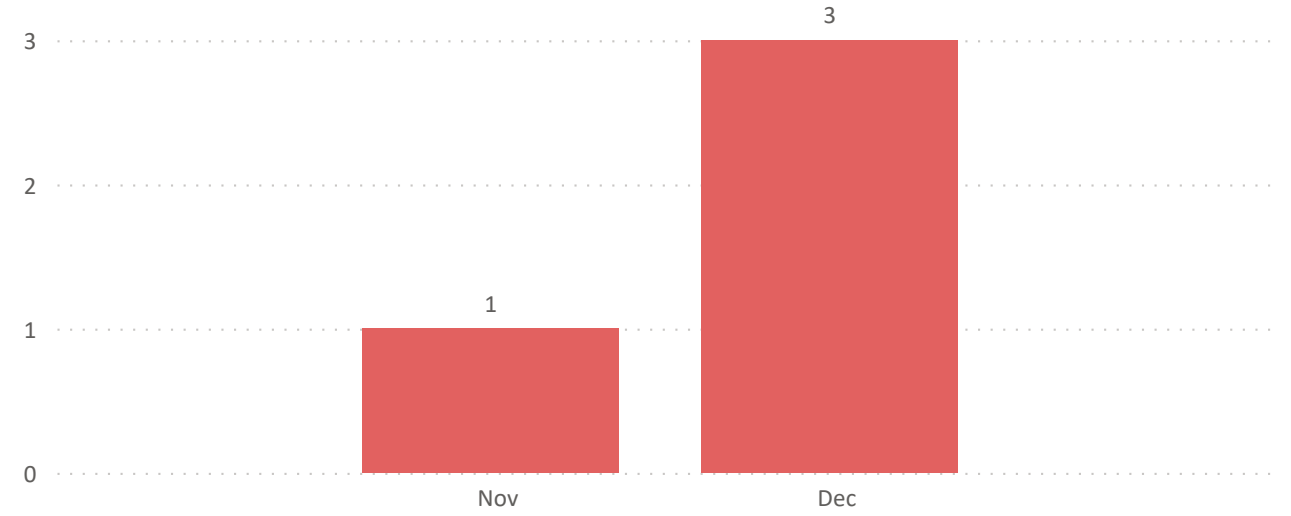
4
Event Mgmt YTD

593
Total Welcome Bags YTD

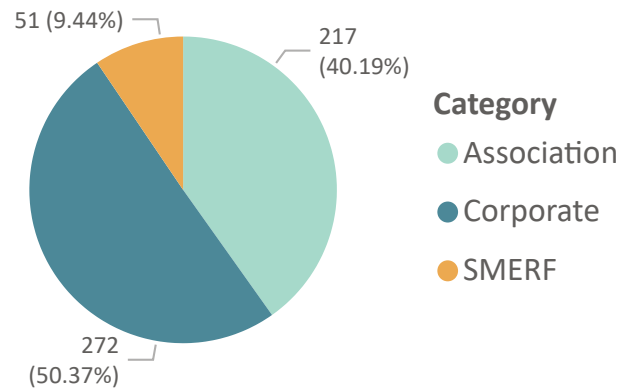
Sales Calls by Month



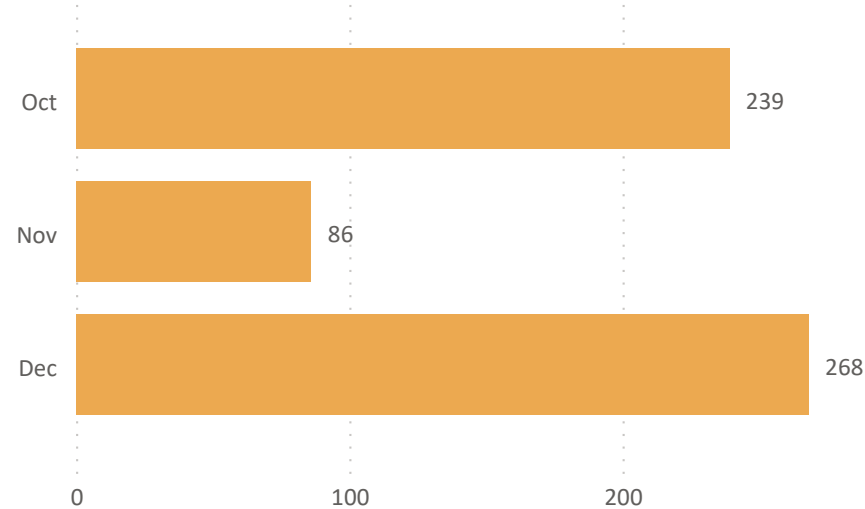
Event Mgmt by Month



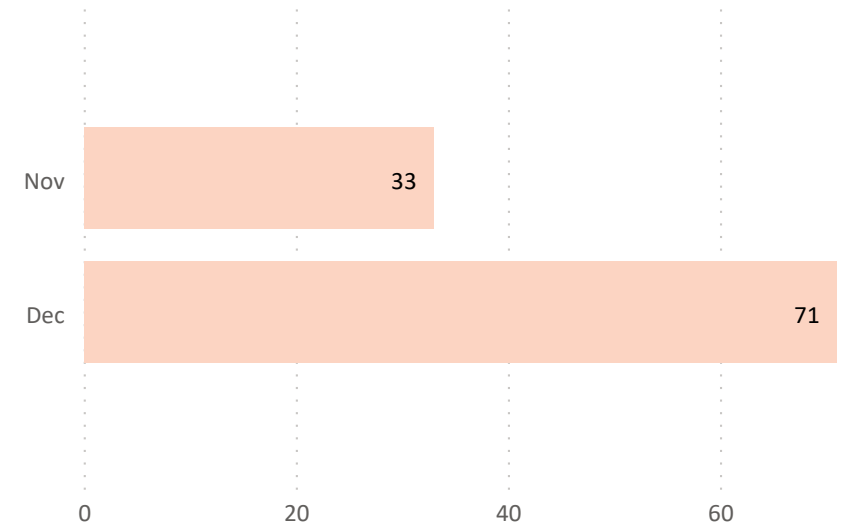
Sales Calls by Category



Event Services by Month



Partner Check-In by Month

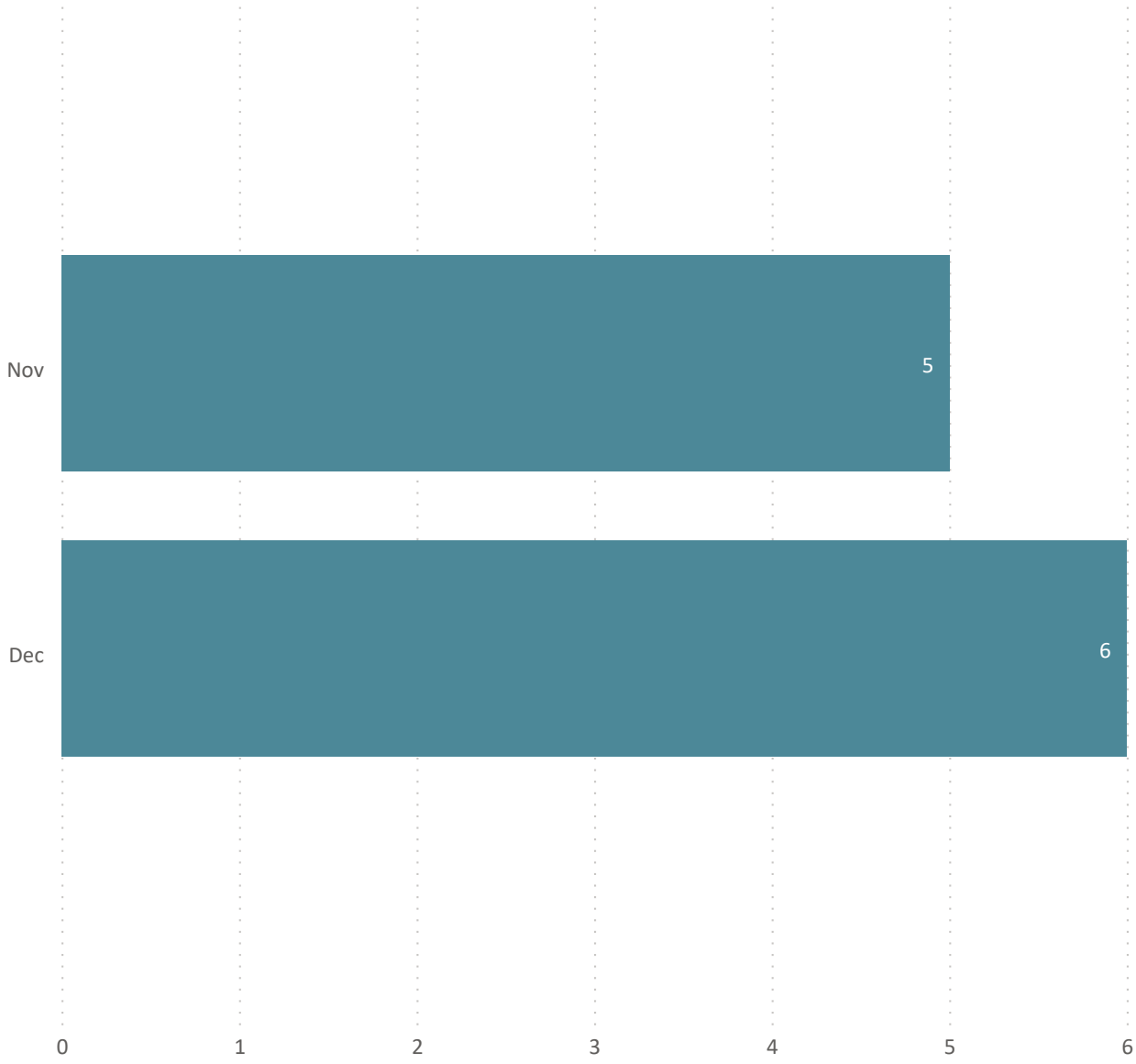


11
Leads YTD

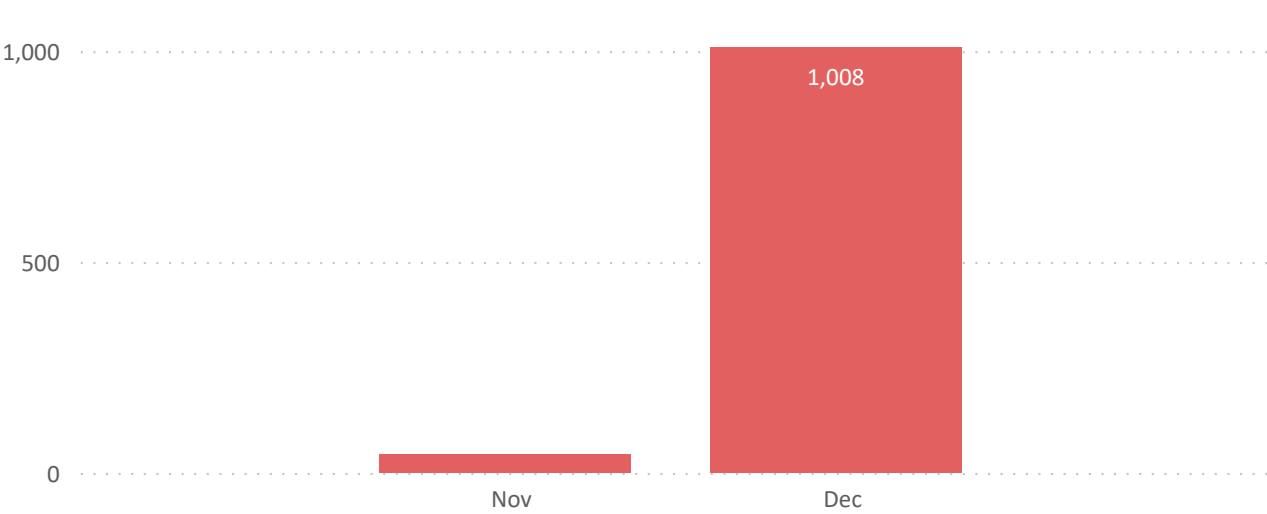
1,052
Total Rooms Nights YTD

\$134,386
Total Revenue YTD

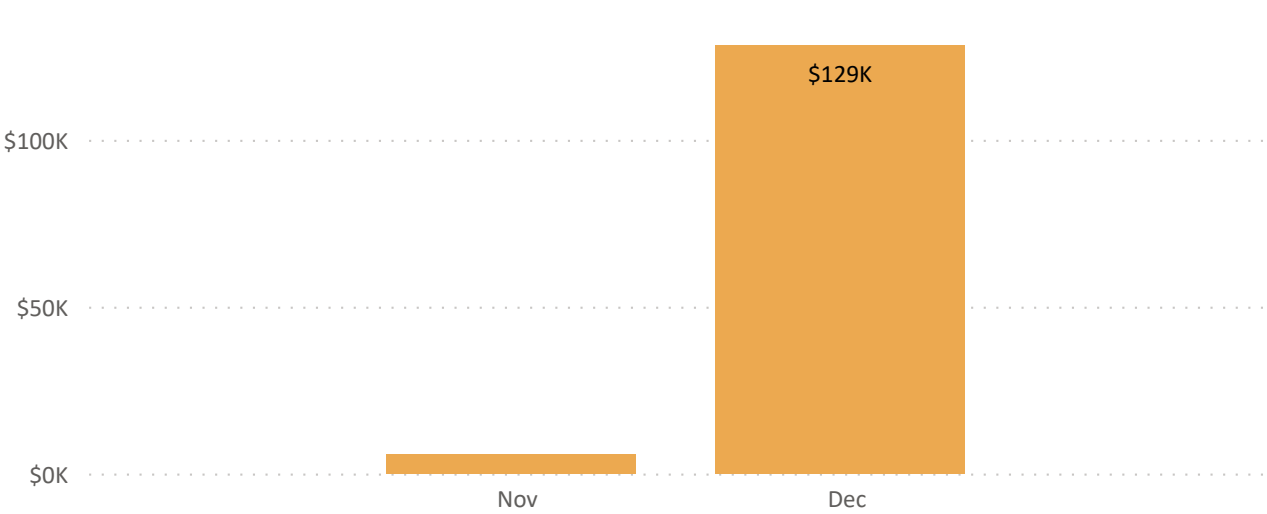
Leads by Month



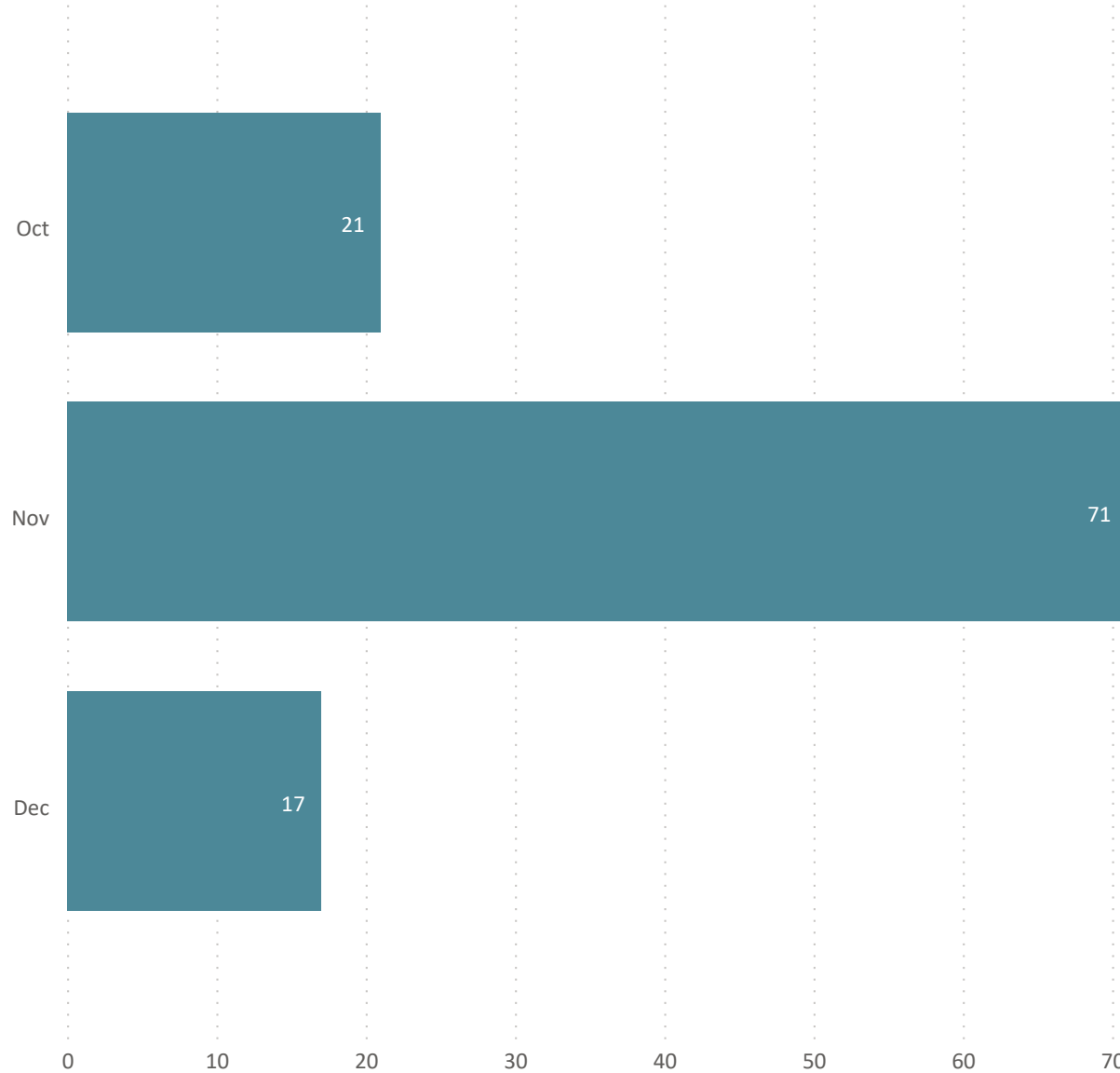
Total Room Nights by Month



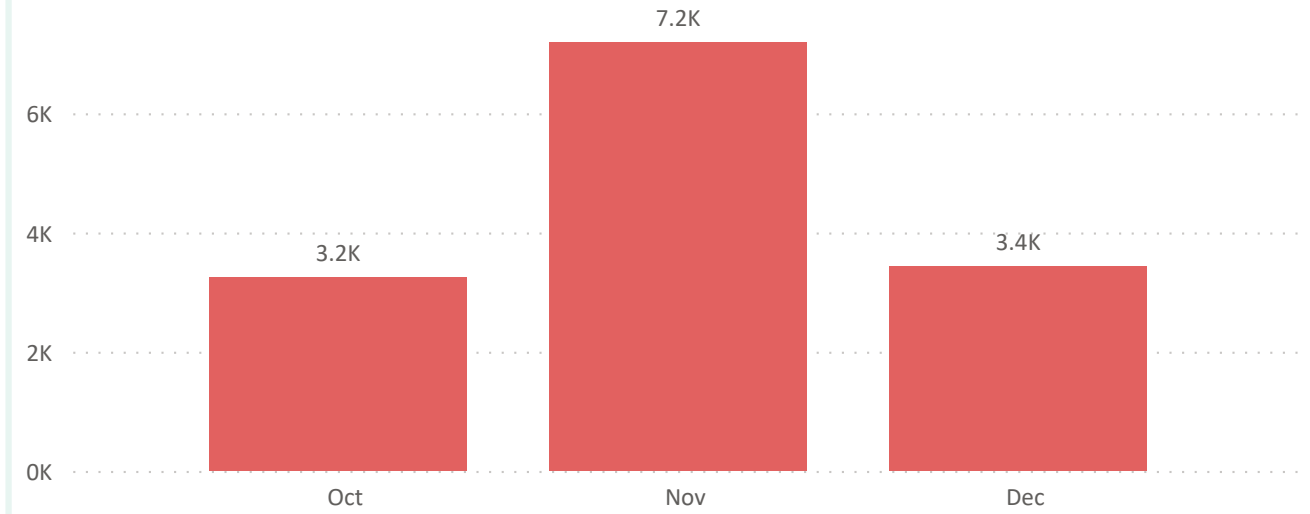
Total Revenue by Month



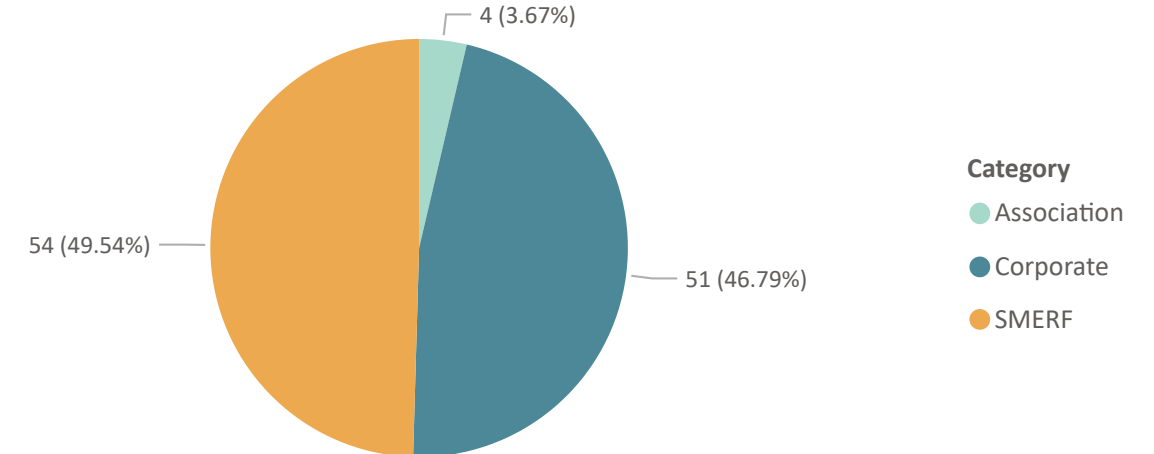
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

21

Lost Opp YTD

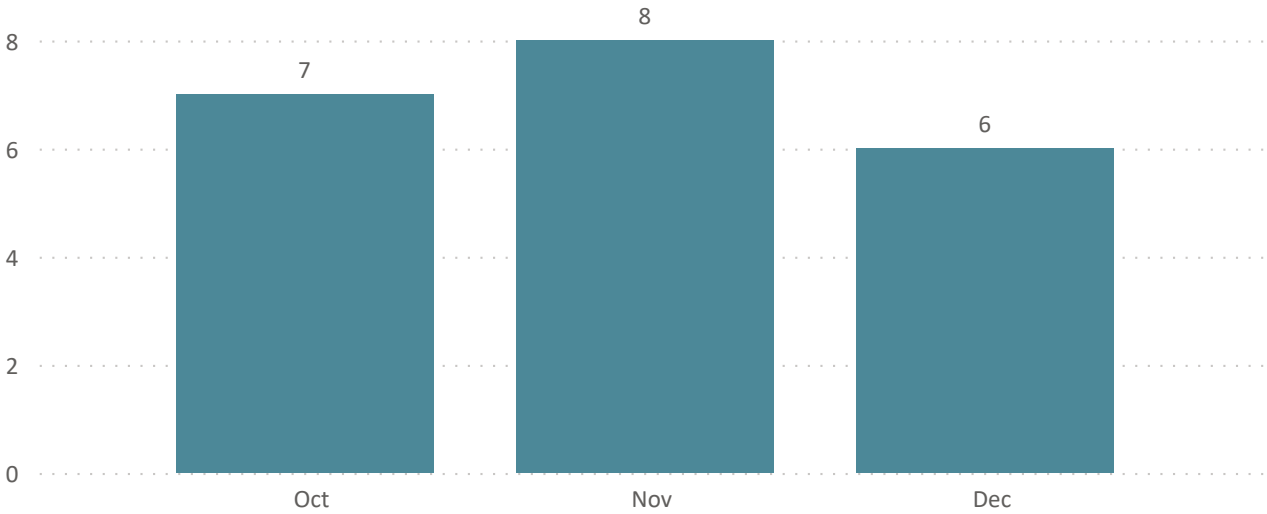
14,787

Lost Room Nights YTD

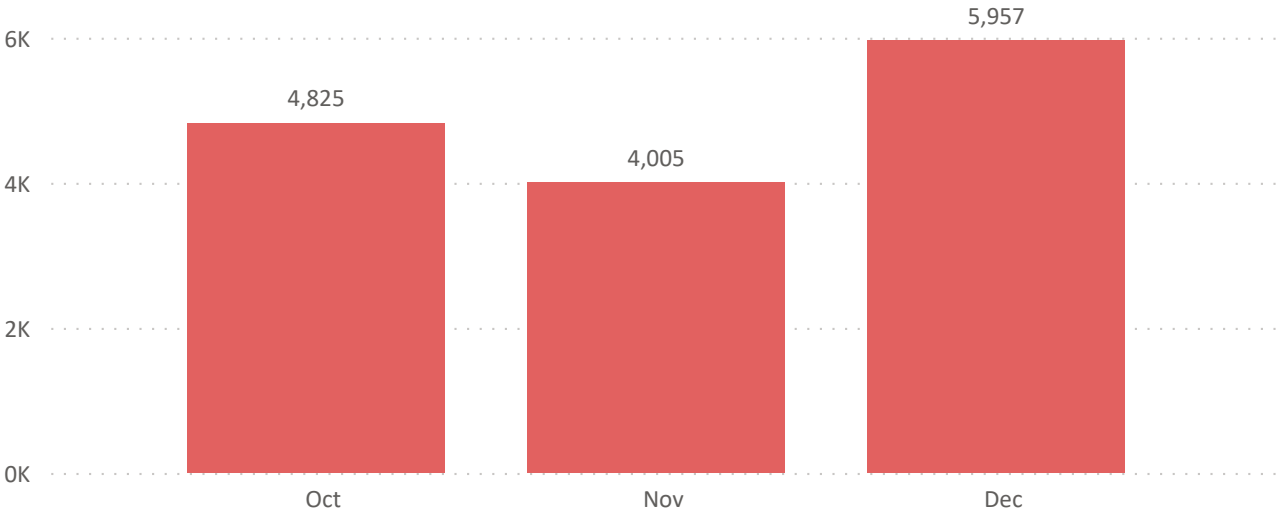
\$2,133,824

Lost Revenue YTD

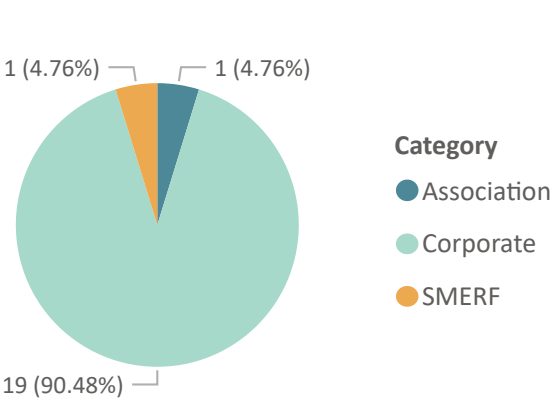
Lost Opportunities by Month



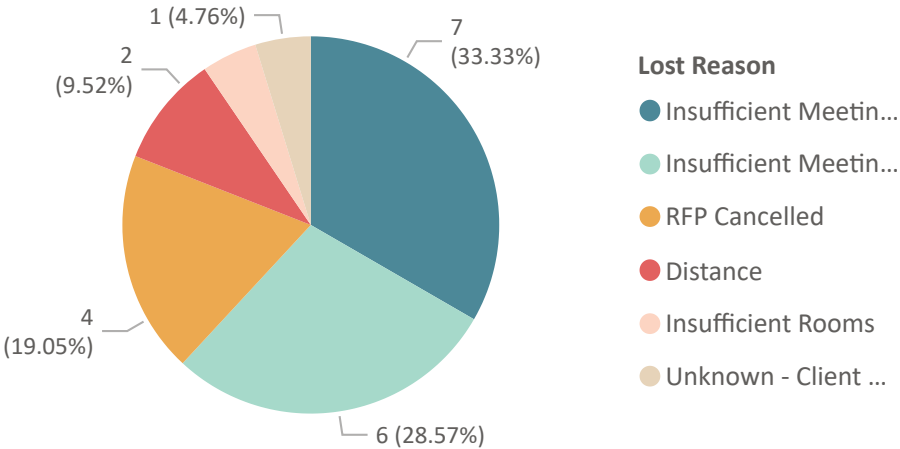
Lost Room Nights by Month



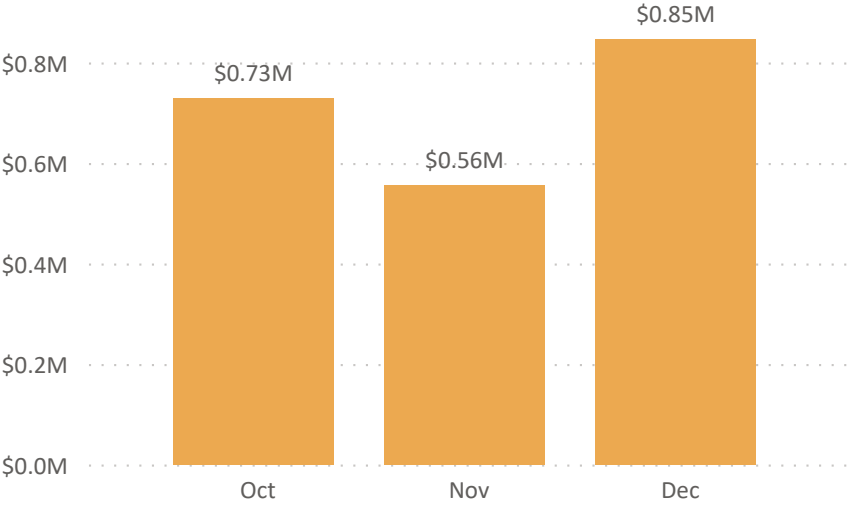
Lost by Category



Lost by Reason



Lost Revenue by Month



463

Visitors YTD

40

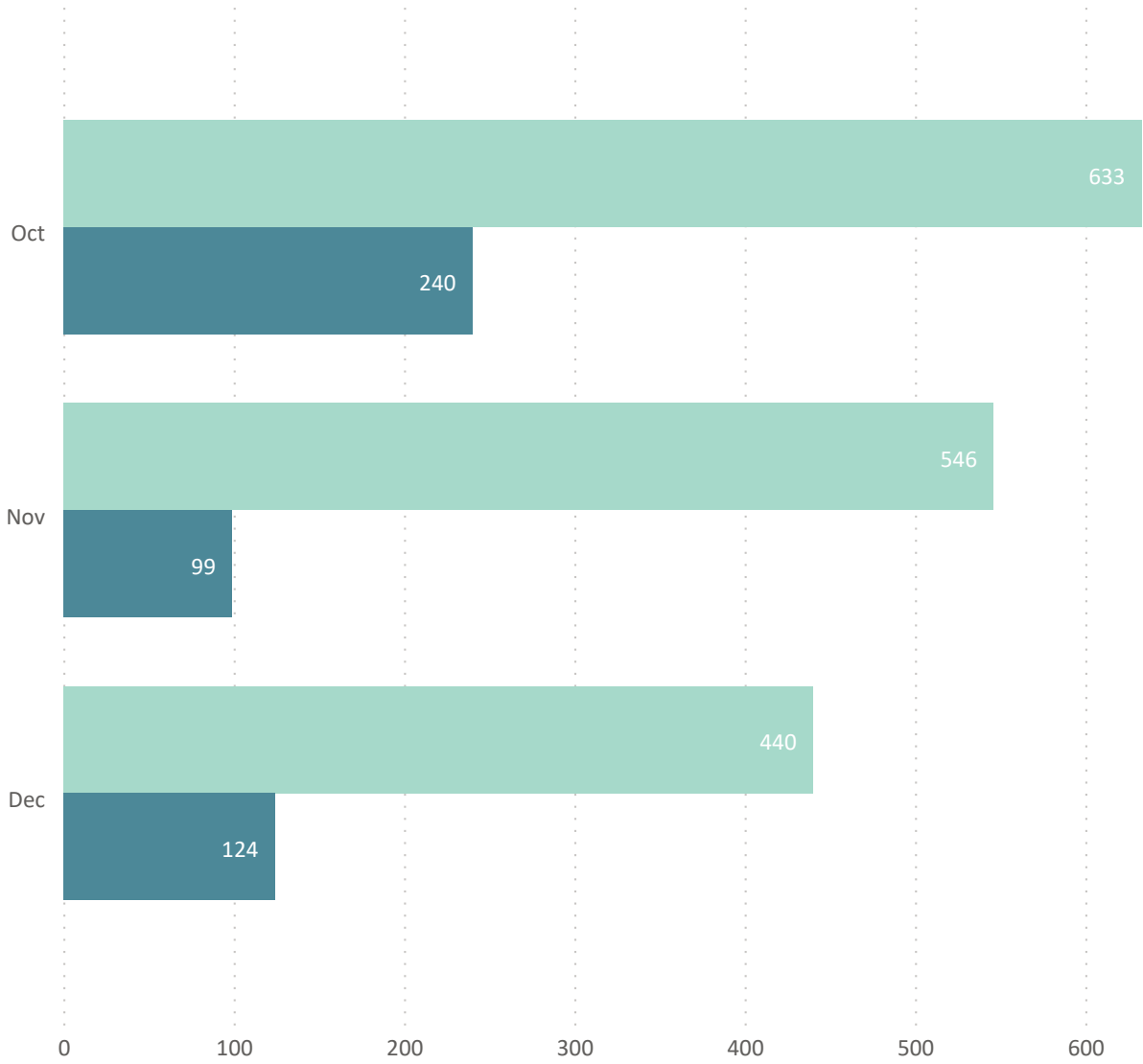
Tour Attendees YTD

×

See details

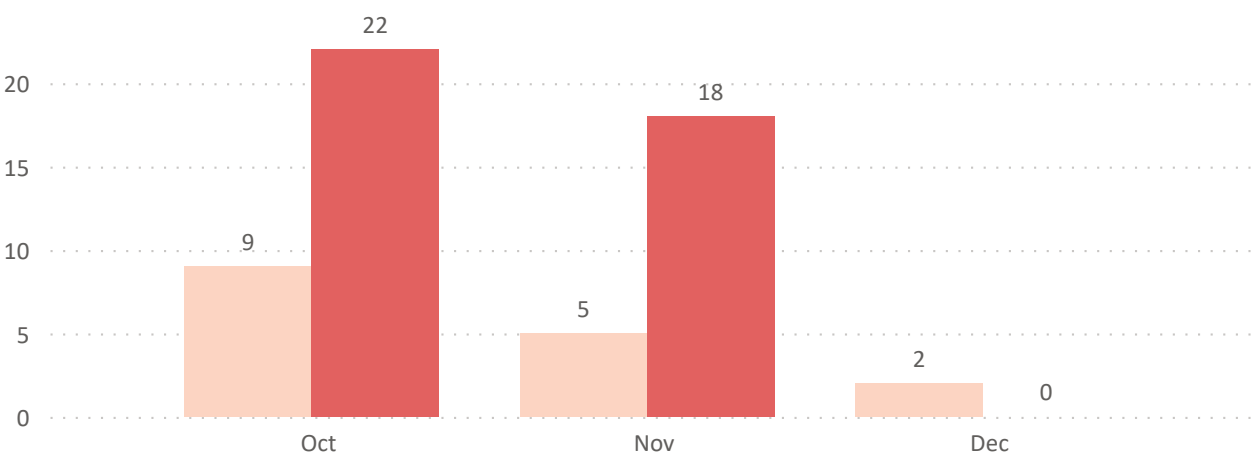
Total Visitors by Month

Visitors LY Visitors



Tour Attendees by Month

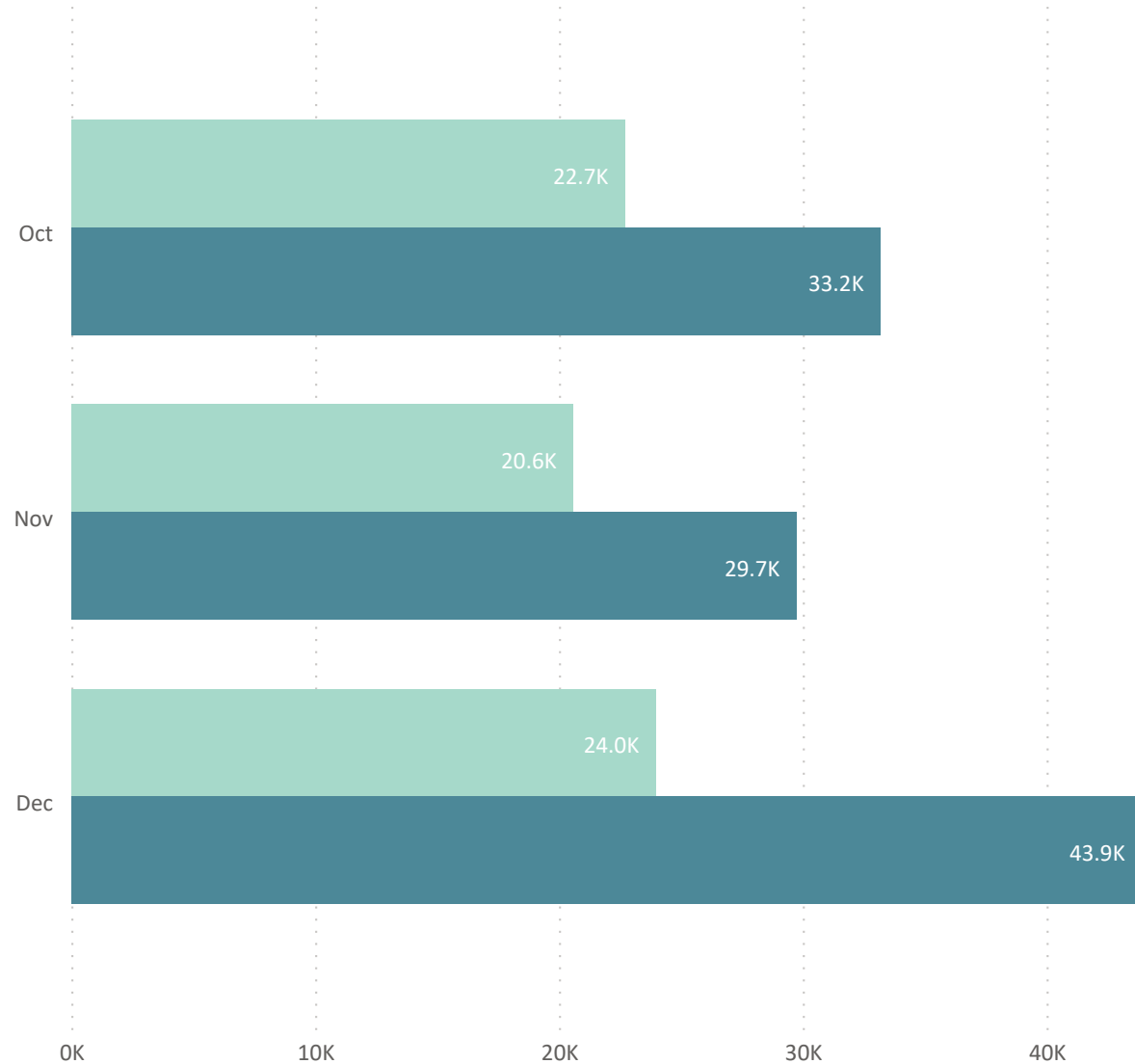
Tour Attendees MTD LY Tour Attendees MTD



McKinney Market Payments by Month

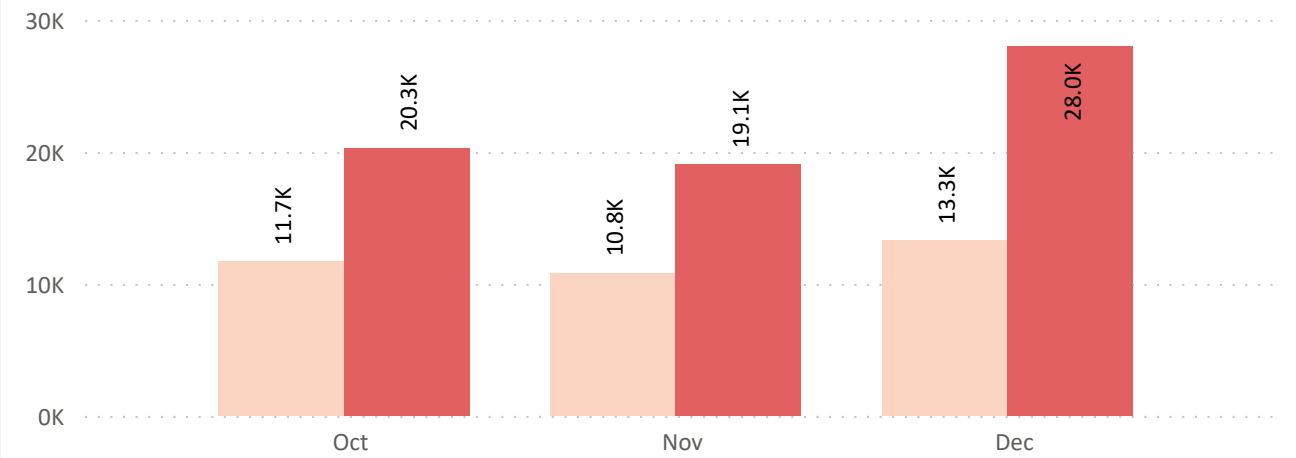
Page Views by Month

● Page Views LY ● Page Views



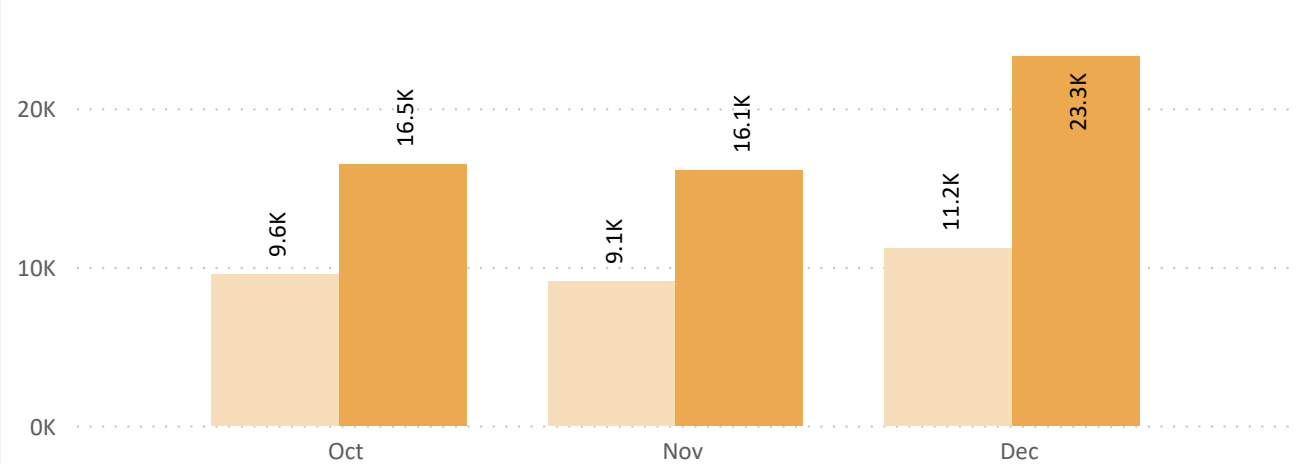
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users



13,389

Current FB Fans

236

FB Posts YTD

8,352

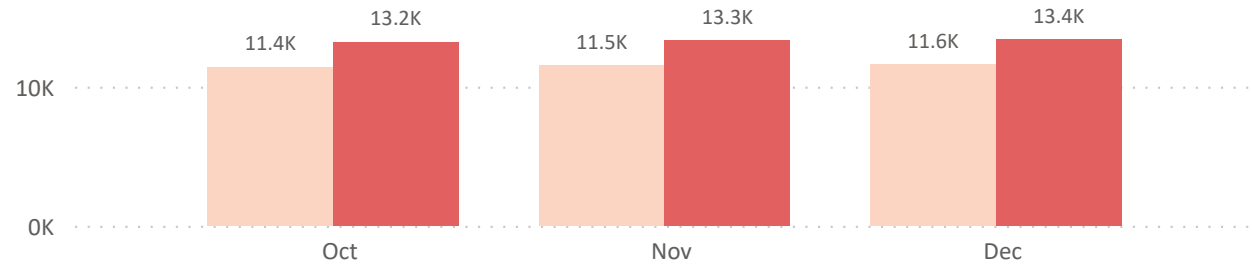
Current IG Followers

170

IG Posts & Stories YTD

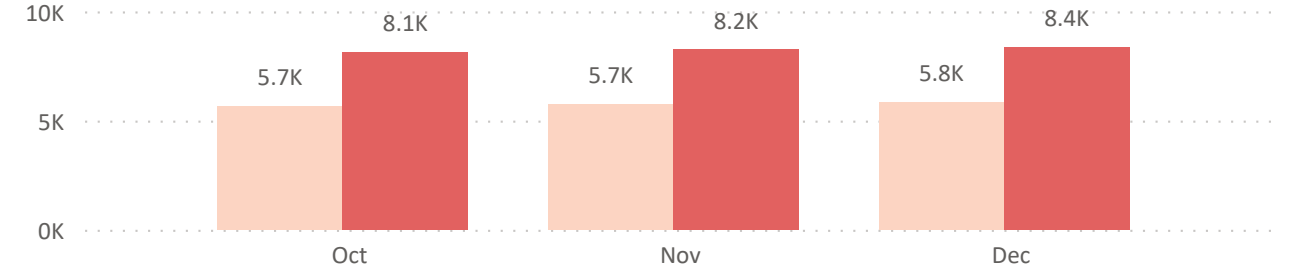
Facebook Fans by Month

Fans LY Fans



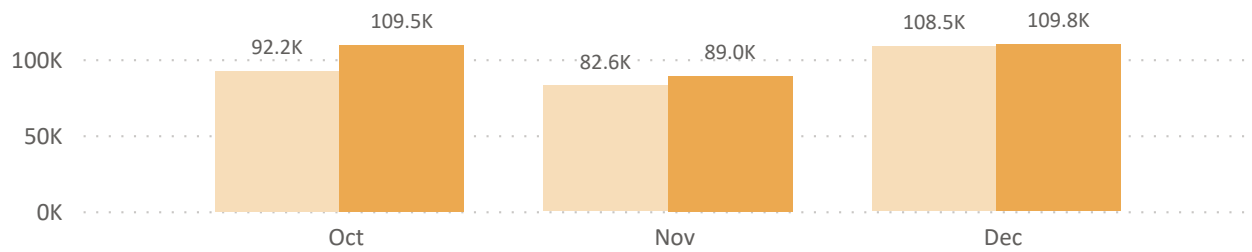
Instagram Followers by Month

Followers LY Followers



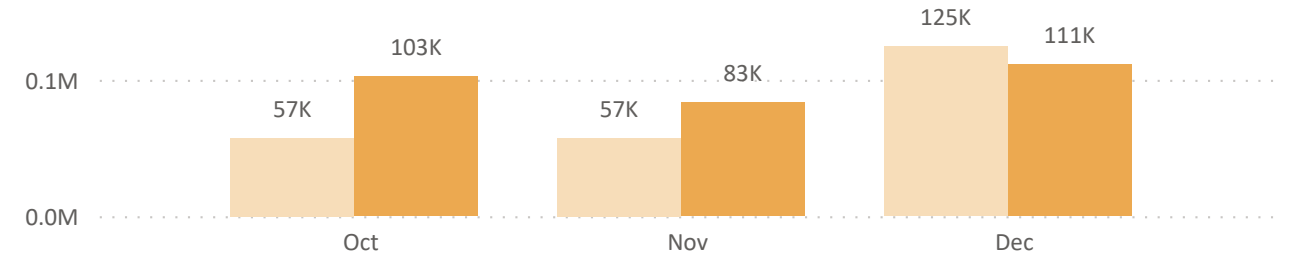
Facebook Impressions by Month

Impressions LY Impressions



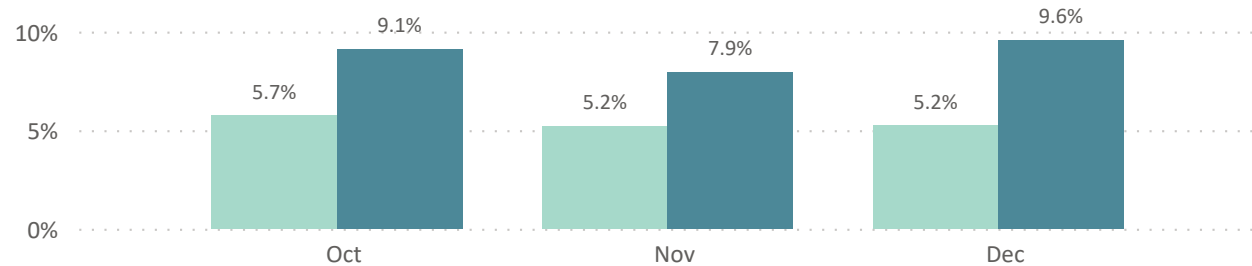
Instagram Impressions by Month

Impressions LY Impressions



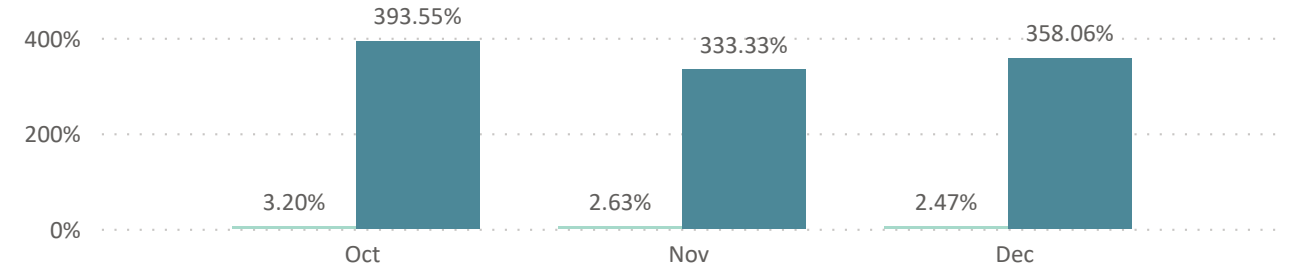
Facebook Engagement Rate per Impression

Engagement Rate LY Engagement Rate



Instagram Engagement Rate per Impression

Engagement % LY Engagement %



2,098

Visit Widget Users YTD

2,016

VW Sessions YTD

1,703

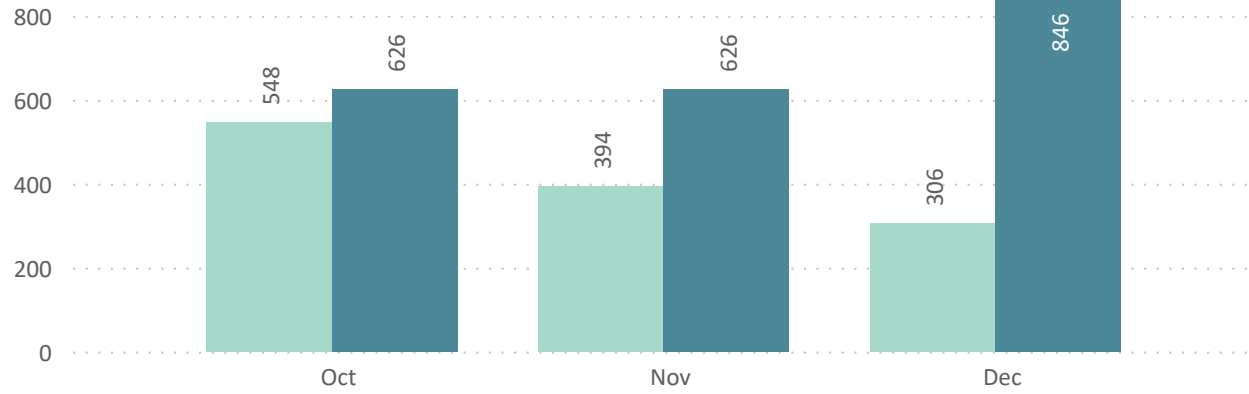
YouTube Views YTD

24,484

Impressions YTD

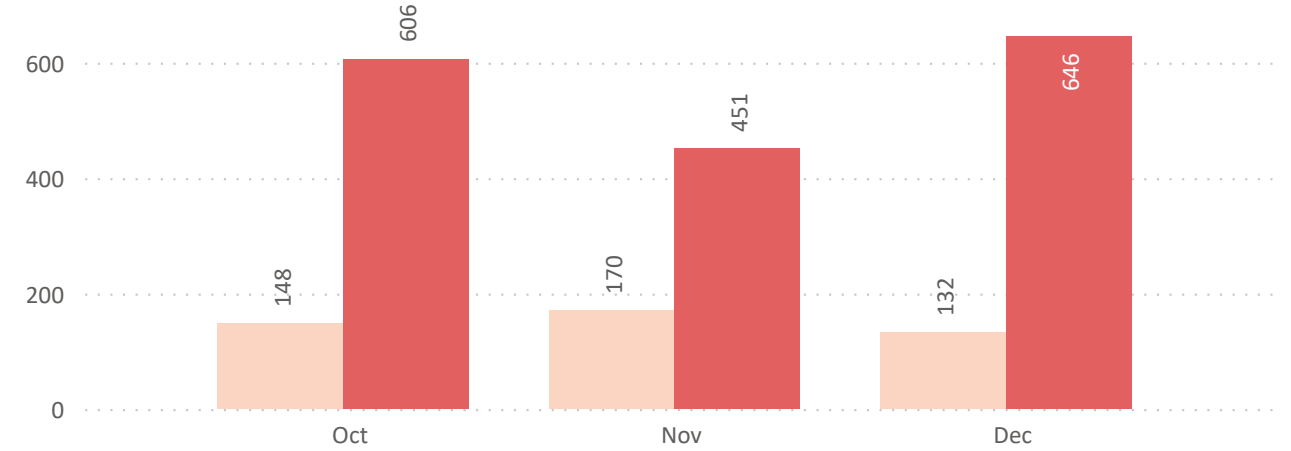
Visit Widget Users by Month

Users LY Users



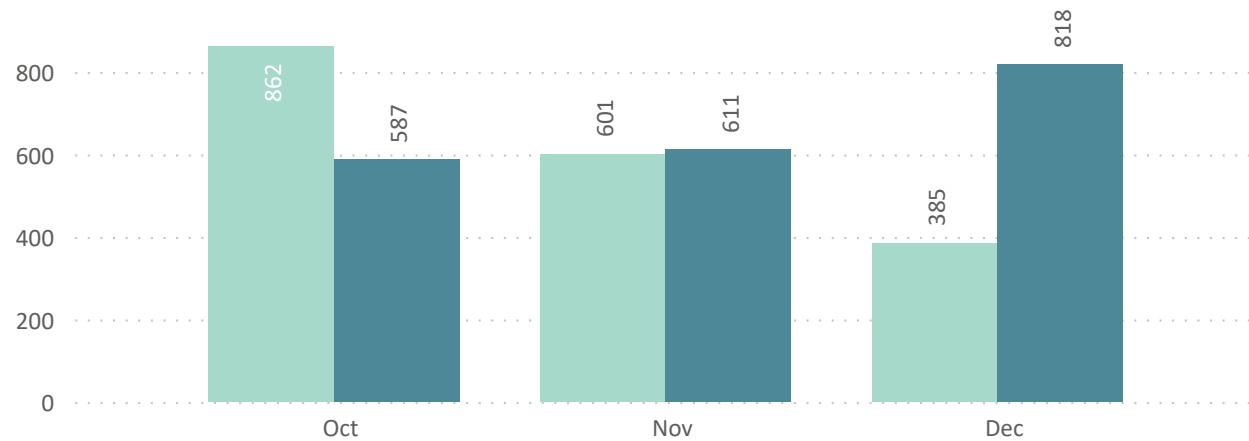
YouTube Views by Month

Views LY Views



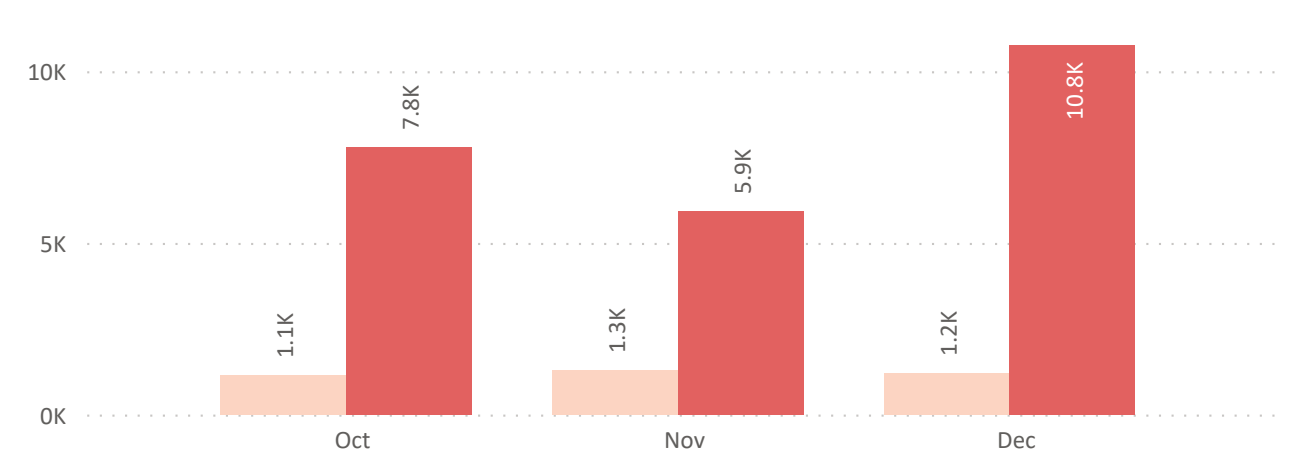
Visit Widget Sessions by Month

Sessions LY Visit Widget Sessions



YouTube Impressions by Month

Impressions LY Impressions



31.41%

Open Rate YTD

11.19%

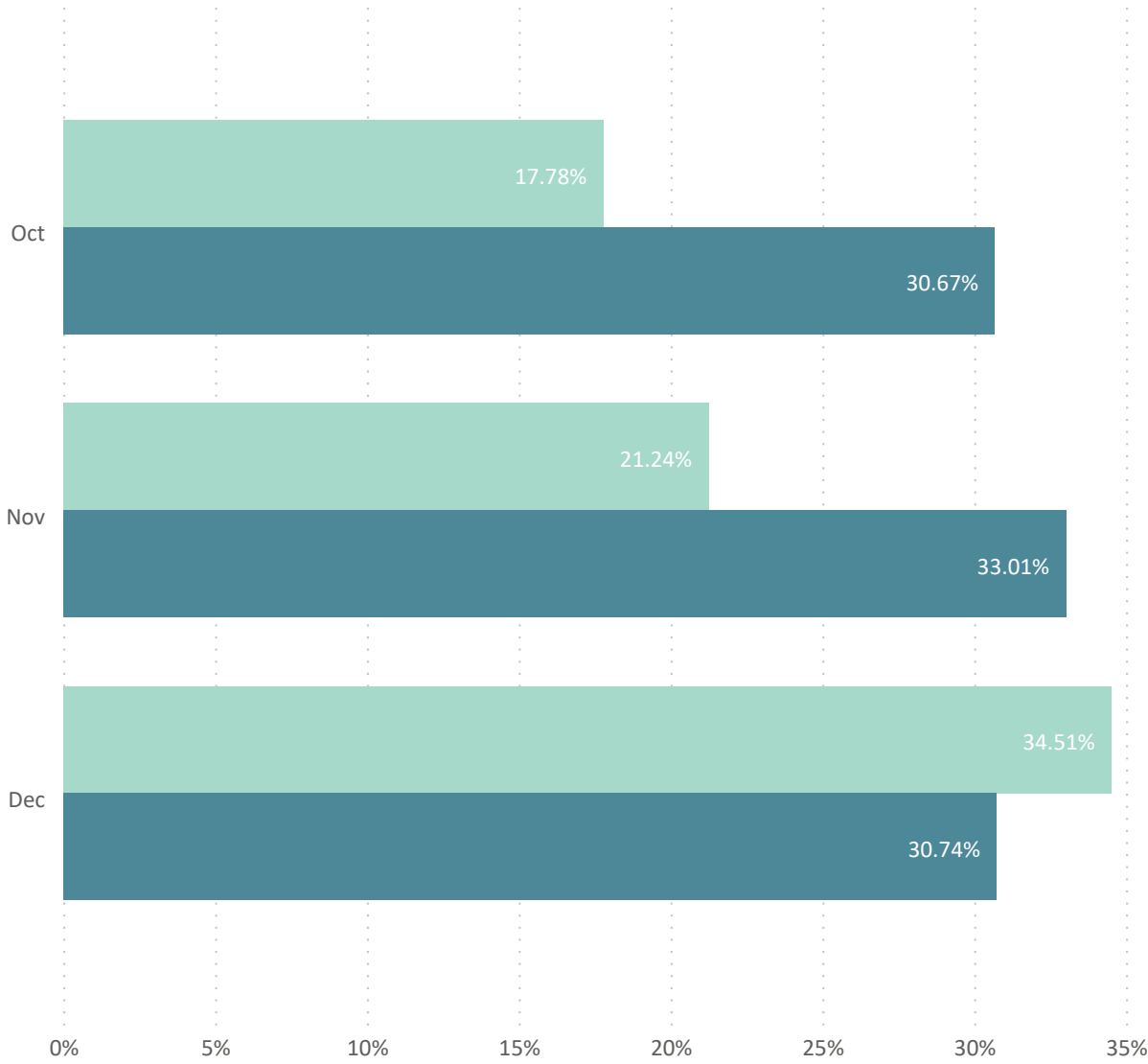
Click Rate YTD

48,248

Total Recipients YTD

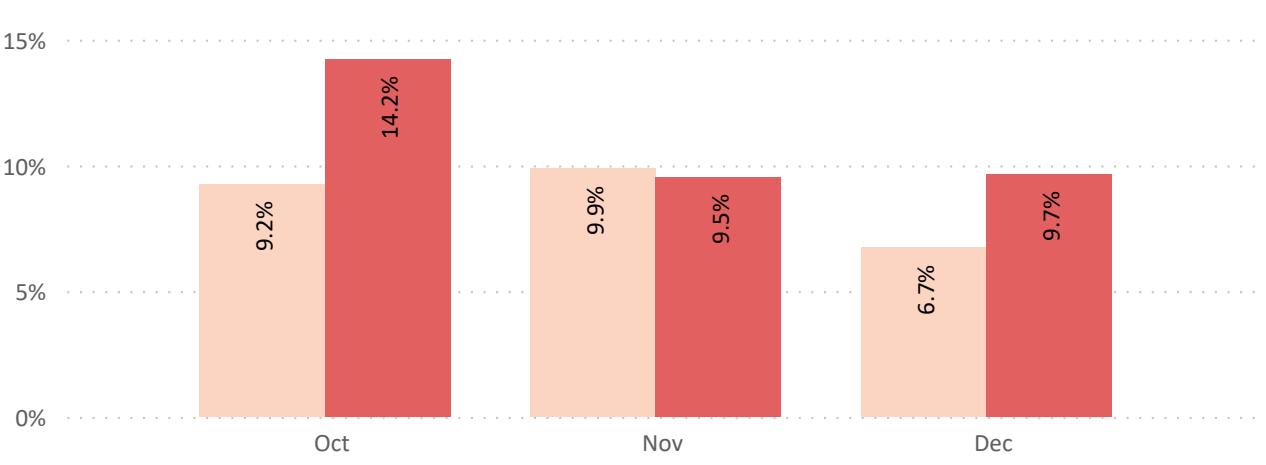
Open Rate by Month

Open Rate LY Open Rate



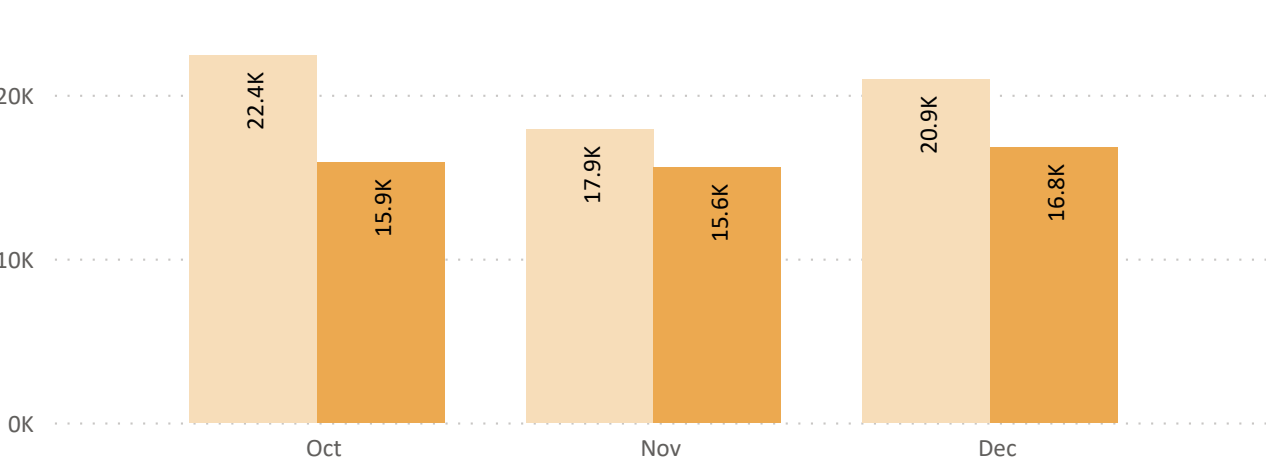
Click Rate by Month

Click Rate LY Click Rate



Total Recipients by Month

Total Recipients LY Total Recipients



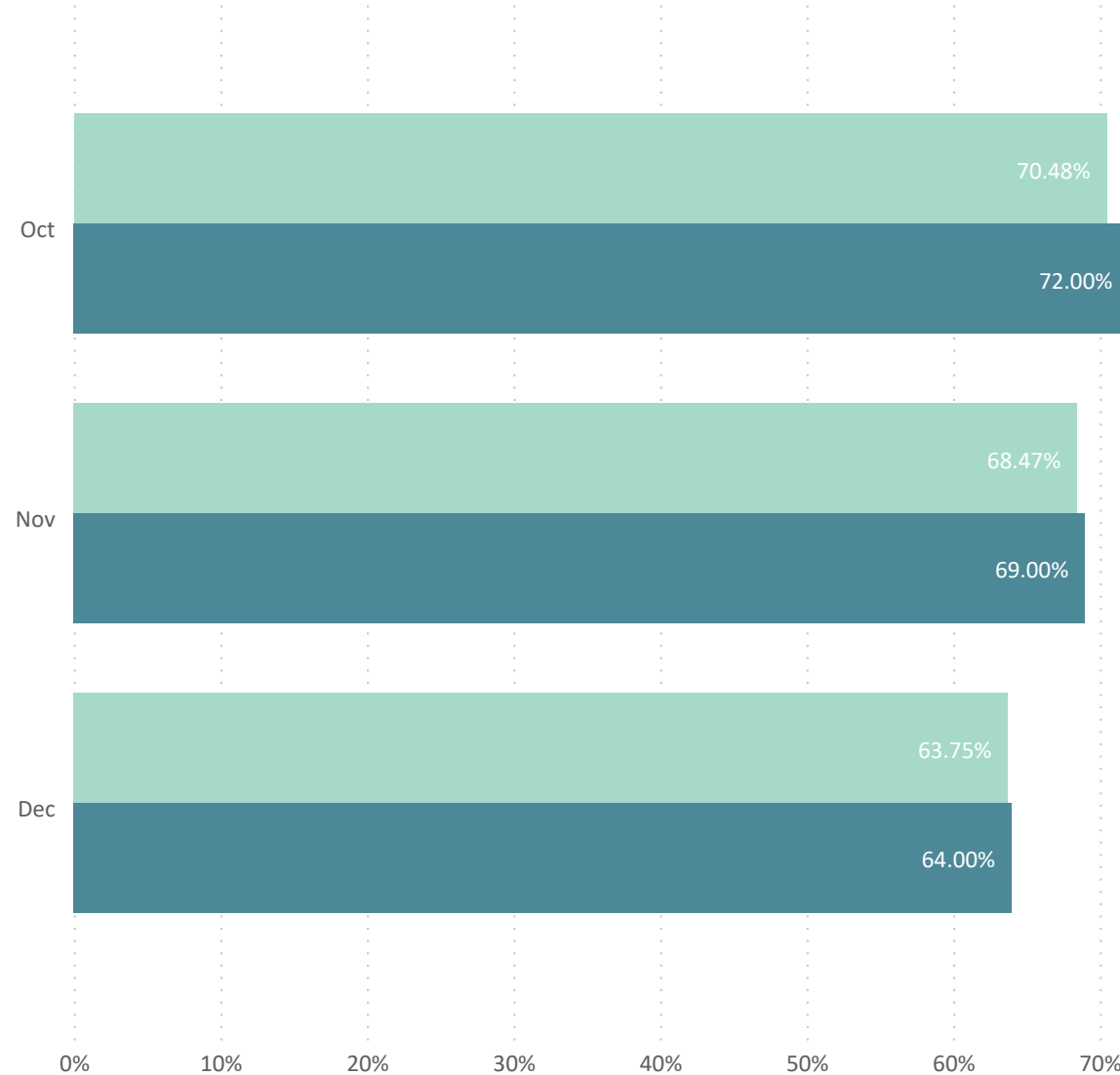
68.33%
Occupancy YTD

\$91.47
ADR YTD

\$9,626,882.77
Total Revenue YTD

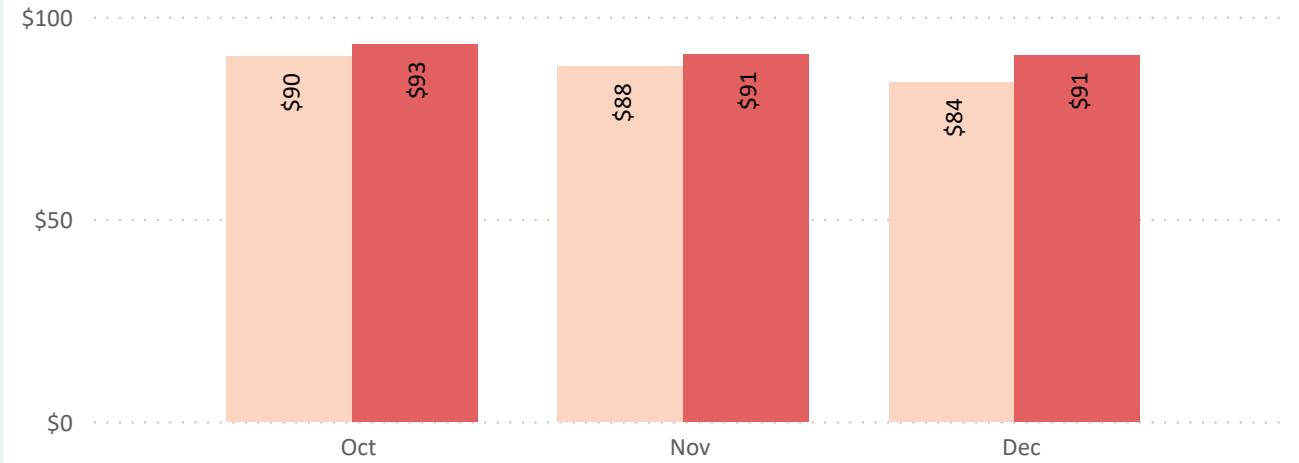
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



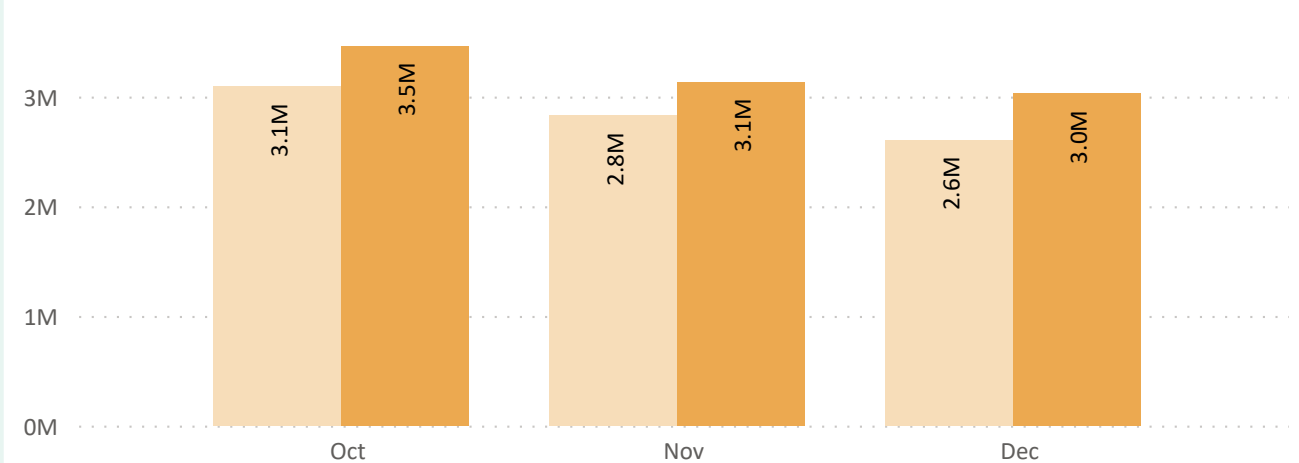
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



\$638,186

HOT Revenue YTD

38.63%

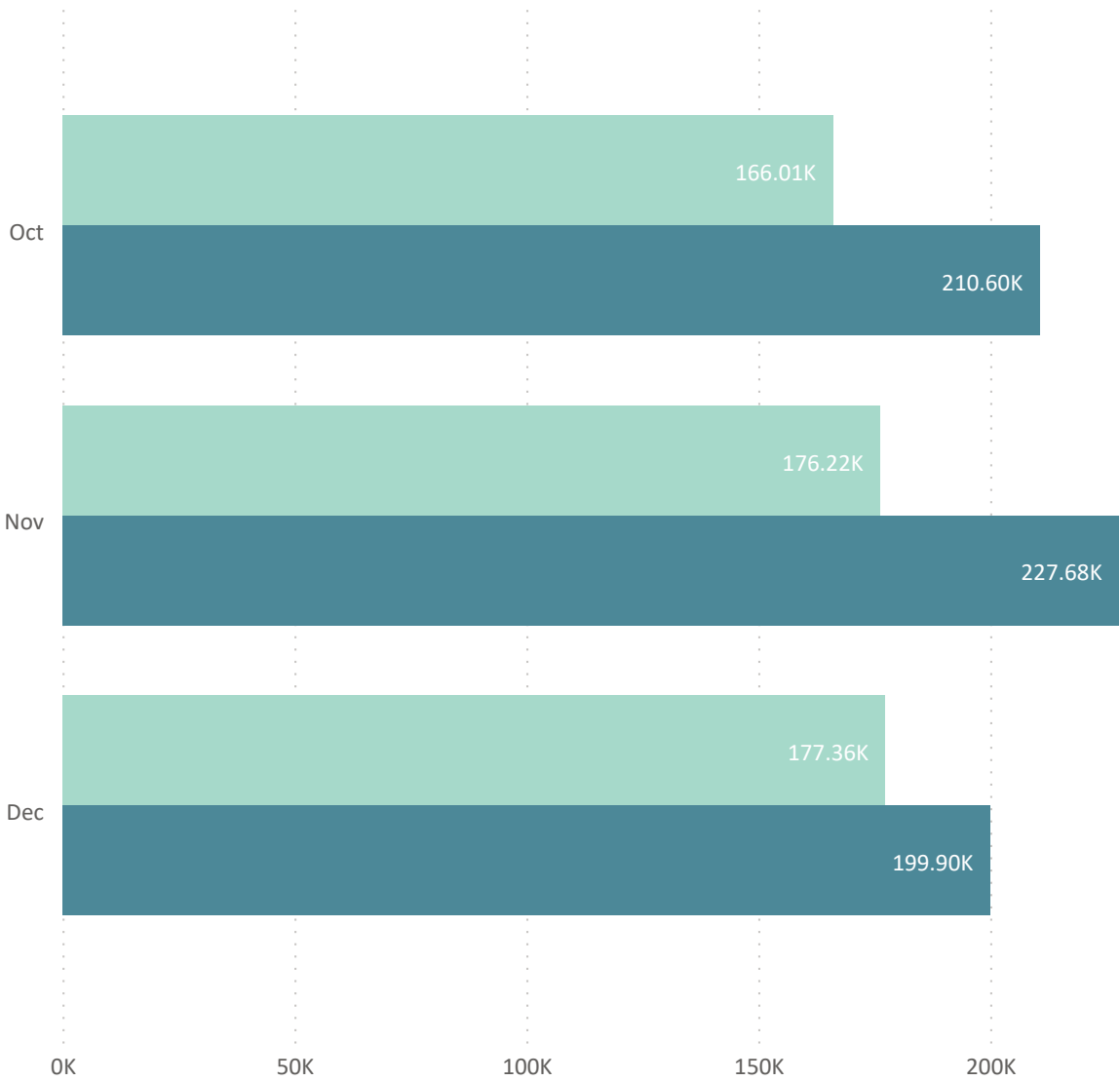
% Rooms Nights YTD

81,185

Room Nights YTD

Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



Amount Paid by Property

