

visit mckinney Monthly Report

May - 2023



Executive Director Report

Visit McKinney Board,

As you will see in the monthly report, April kicked off a busy month for tourism and the Visit McKinney staff. Over the last month, our team has prepared over 380 welcome bags for guests traveling to our community.

The AT&T Byron Nelson, McKinney's most prominent tourism event of the year, took up a significant amount of time as our team prepared for the City of McKinney's vendor booth, promoting McKinney as the 19th hole. I want to thank all the volunteers who helped make the booth successful. This is a total team effort, and we had staff from the following department's work shifts - City Managers Office, Communications and Marketing, McKinney Community Development Corporation, Parks and Recreation, Main Street, and Visit McKinney.

Right before the Byron Nelson, our team partnered with Mayor Fuller and Maylee to welcome the Community Leaders of America Conference to McKinney. I received feedback from the President of CLA and Mayor Fuller that McKinney was one of the most welcoming communities they have been to and that the Visit McKinney team was the most helpful and thorough CVB staff they have worked with out of all their conference locations. Kudos to our team for living up to our new vision of being "the most welcoming gem in Texas."

Finally, I want to officially recognize and welcome the new and returning members of City Council: Rick Franklin, Patrick Cloutier, and newly elected Michael Jones. We also say goodbye to Councilman and Mayor Pro Tem, Rainey Rogers and thank him for his service.

Upcoming Major Events:

- KHYI's 27th Annual Texas Music Revolution - June 2
- 2nd Annual MillHouse MuralFest - June 3
- DCI Drum Battle Event - July 24
- 2023 Drum Corps International - July 25

Committee Meetings:

- The VM Finance Committee meets the Friday before the monthly board meeting.
- The VM Marketing Committee meets the Monday before the monthly board meetings.
- The VM HR Committee meets on an as-needed basis.





AT&T Byron Nelson



AT&T Byron Nelson



CLA Conference



CLA Conference

1615

Sales Calls YTD

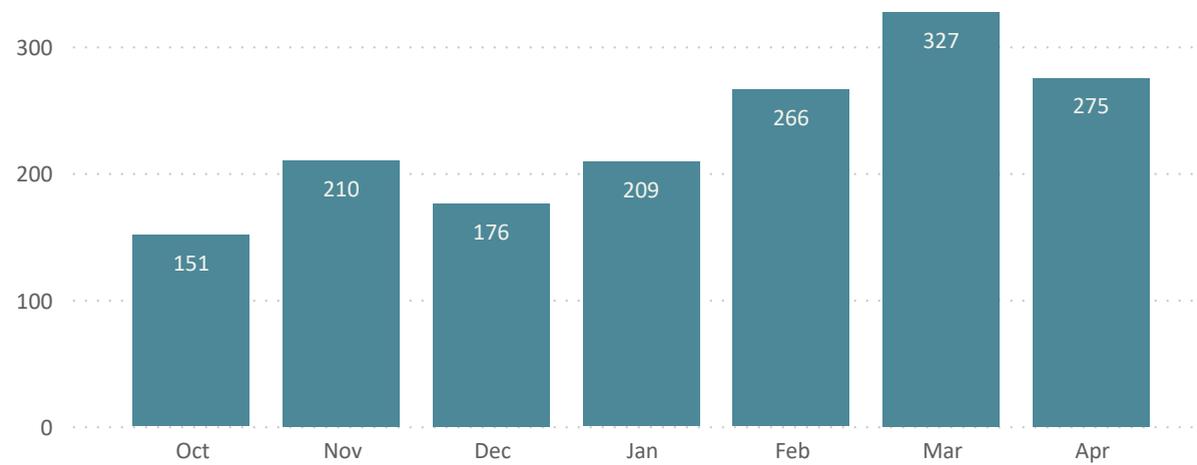
44

Event Mgmt YTD

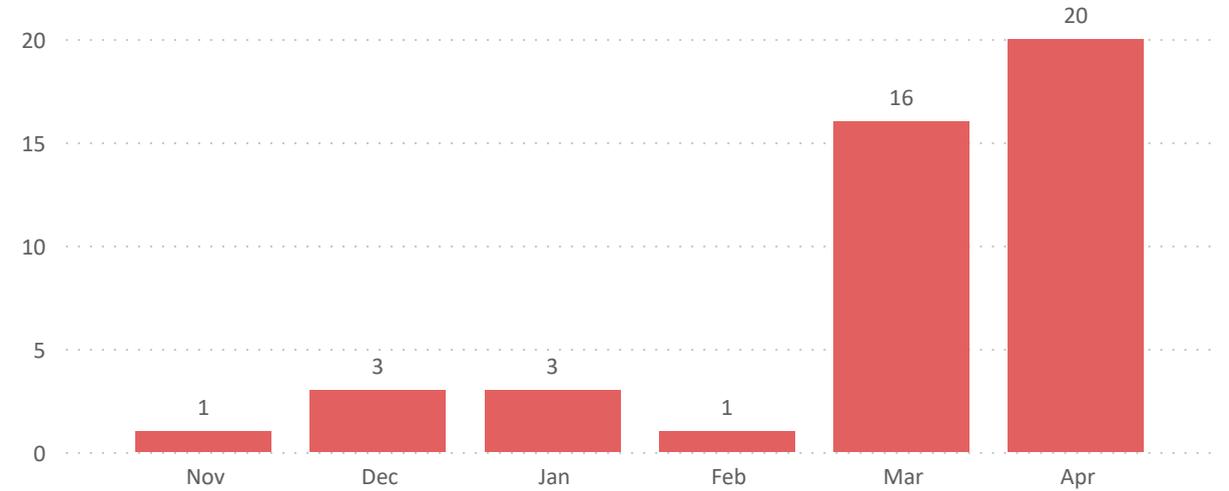
1,518

Total Welcome Bags YTD

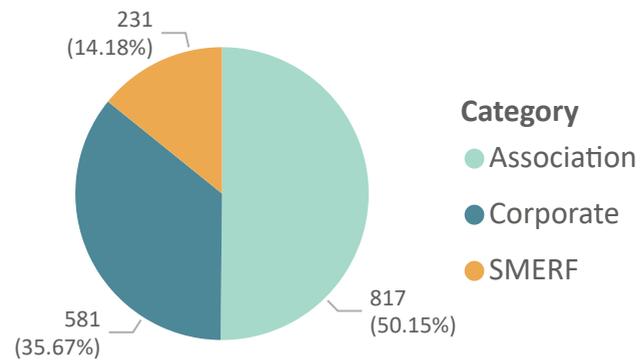
Sales Calls by Month



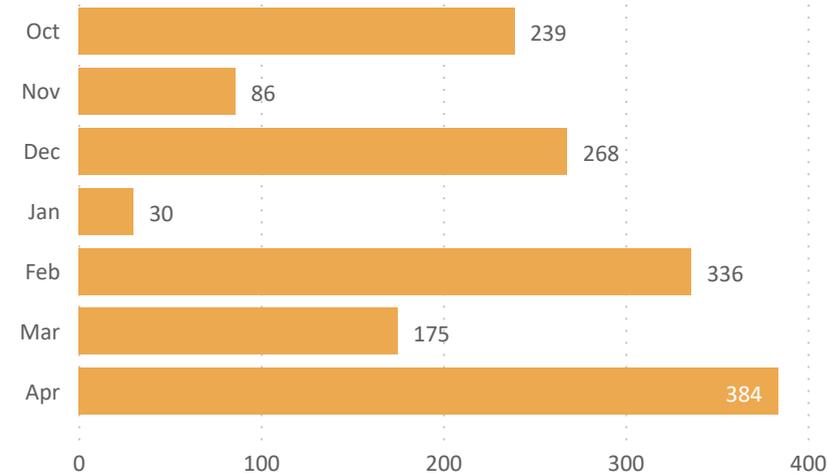
Event Mgmt by Month



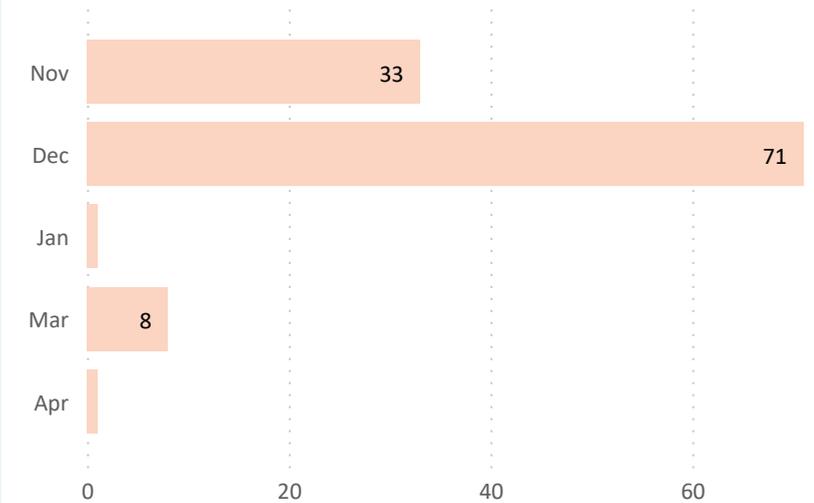
Sales Calls by Category



Event Services by Month



Partner Check-In by Month



41

Leads YTD

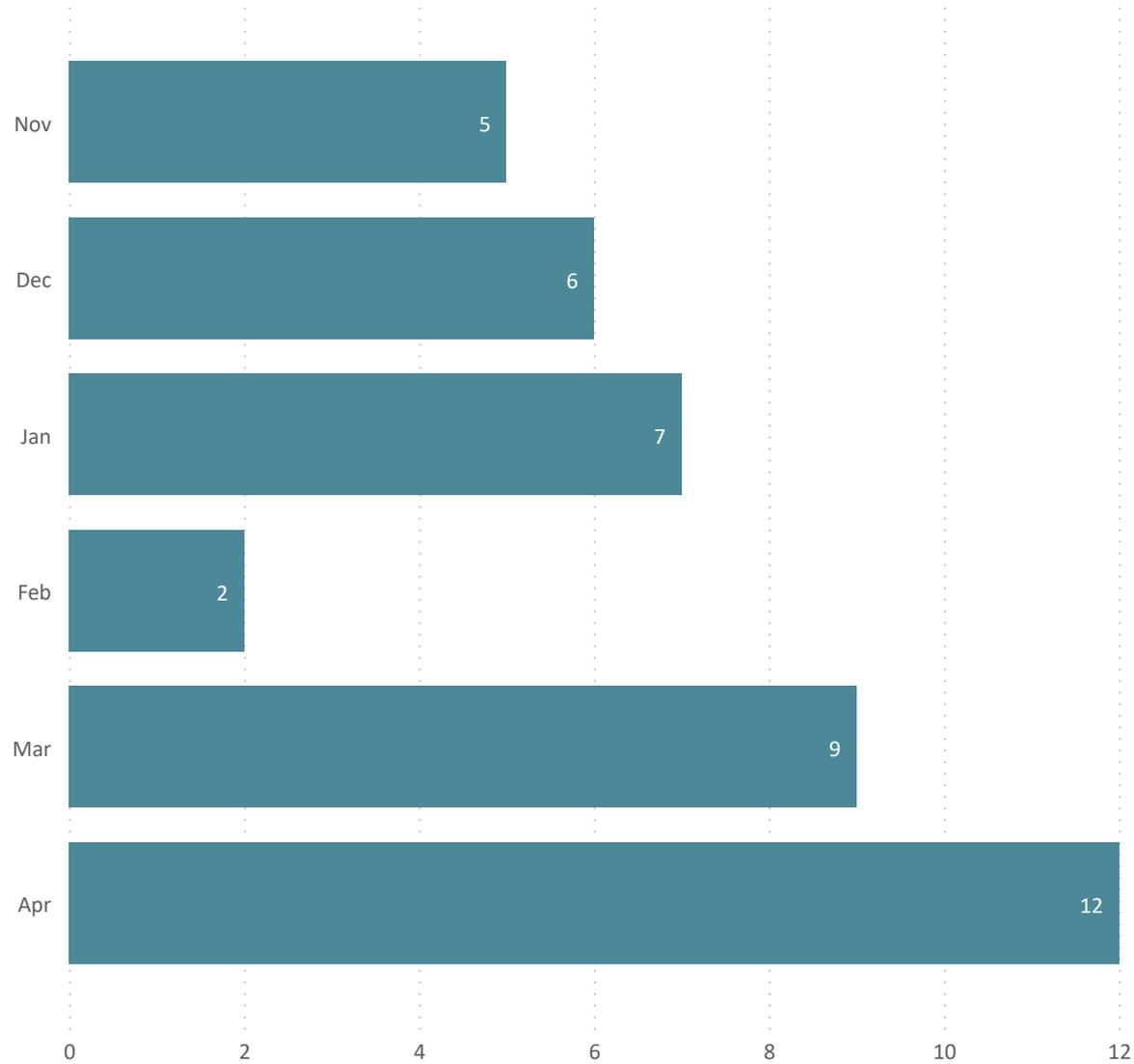
2,310

Total Rooms Nights YTD

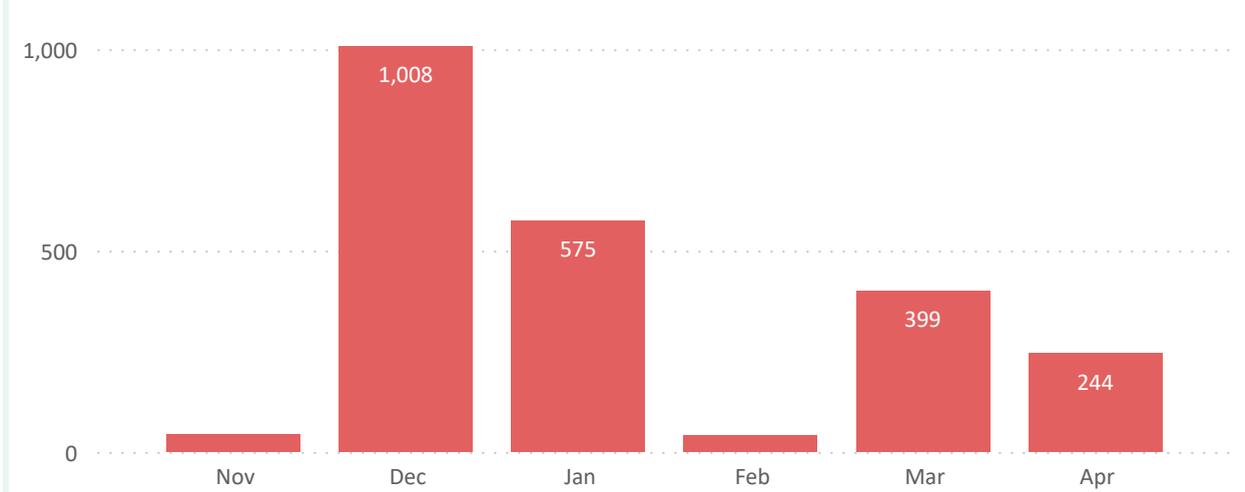
\$297,287

Total Revenue YTD

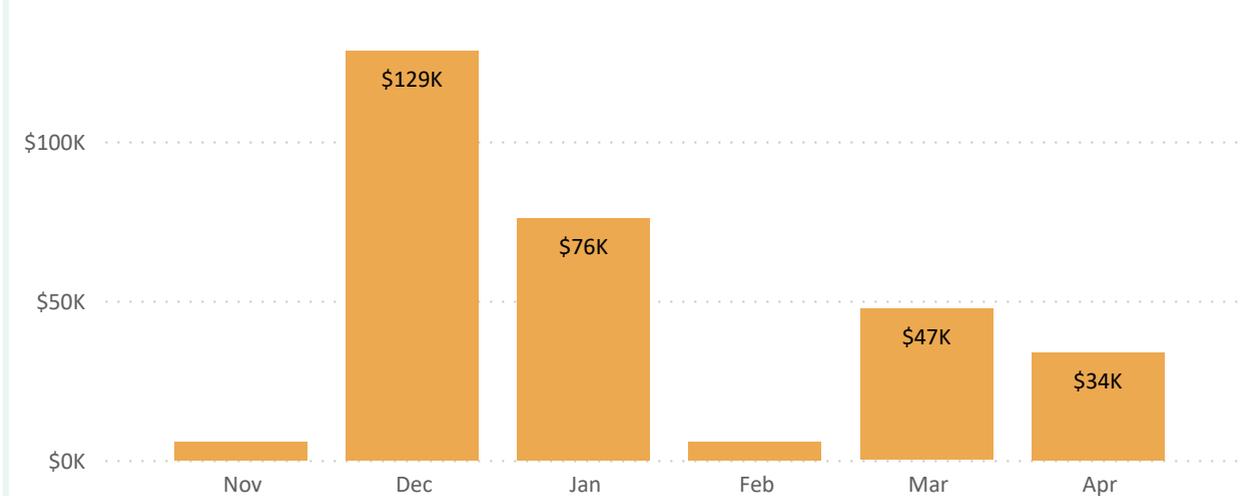
Leads by Month



Total Room Nights by Month



Total Revenue by Month



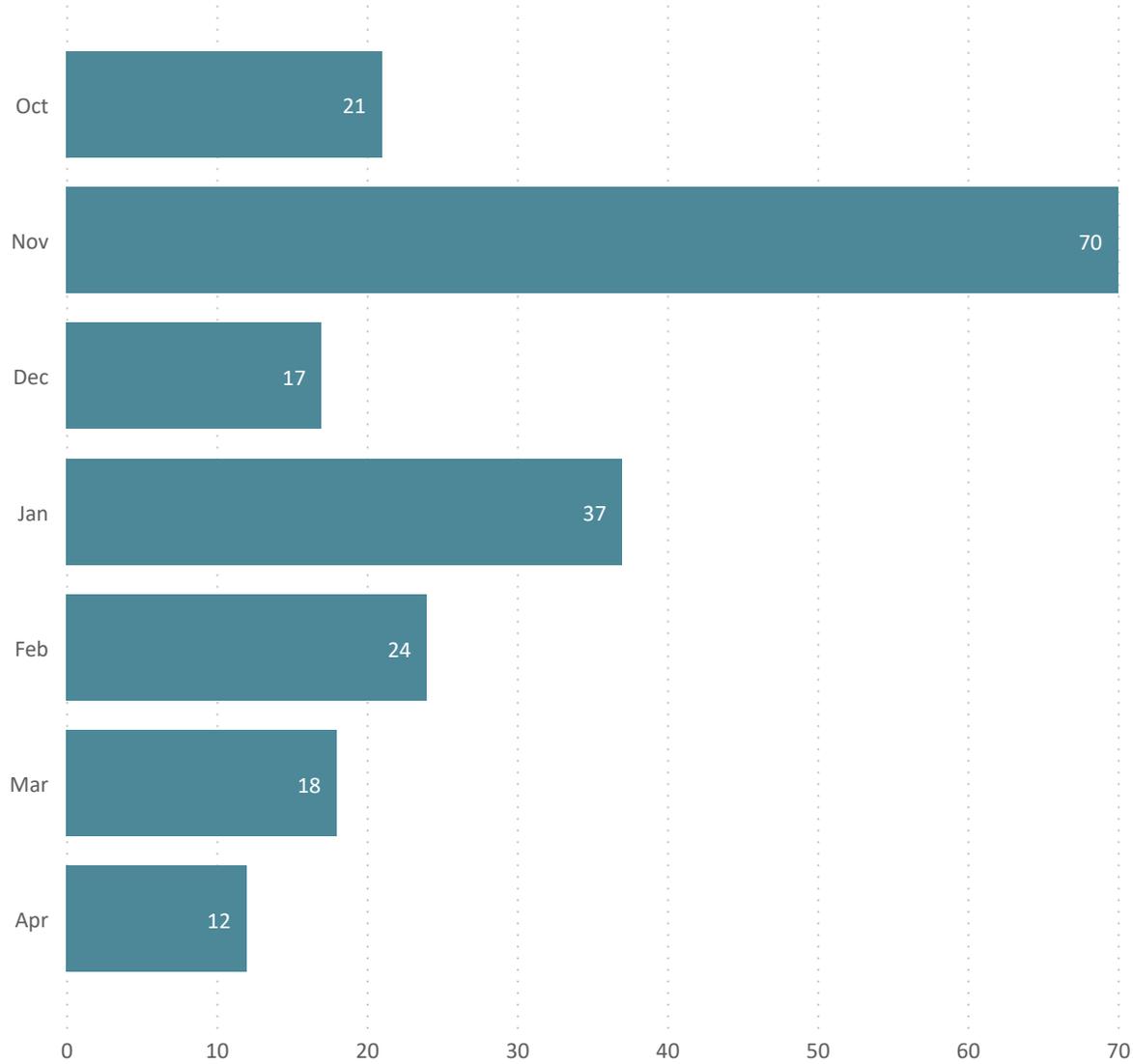
199

New RFPs YTD

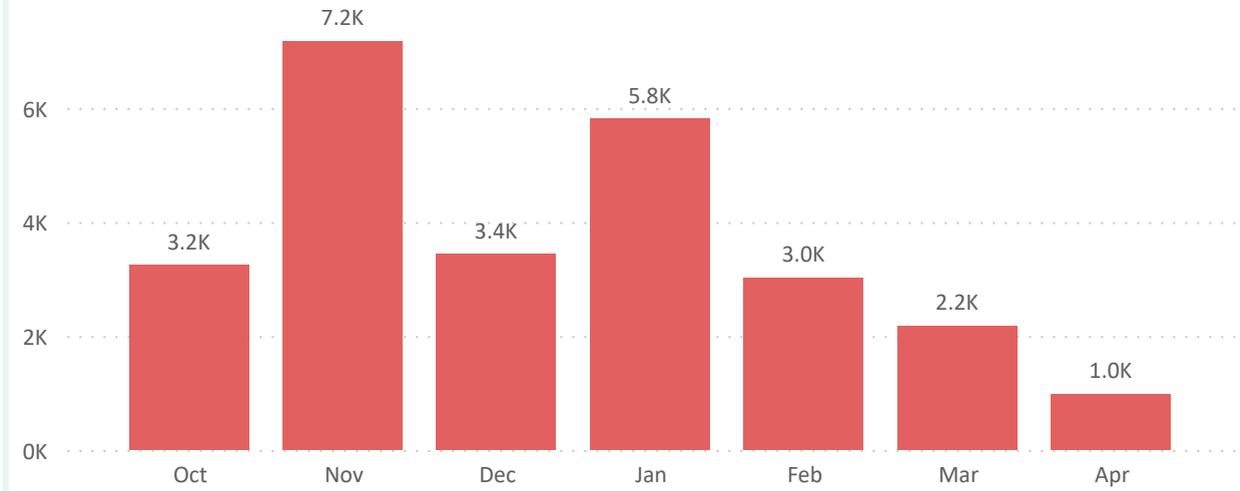
25,832

Est Room Nights YTD

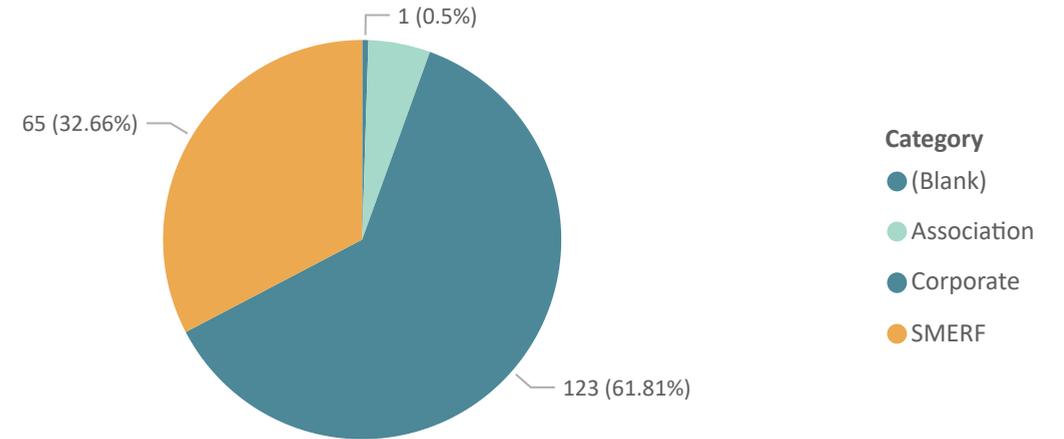
New RFPs by Month



Total Room Nights by Month



New RFPs by Category



of Attendees

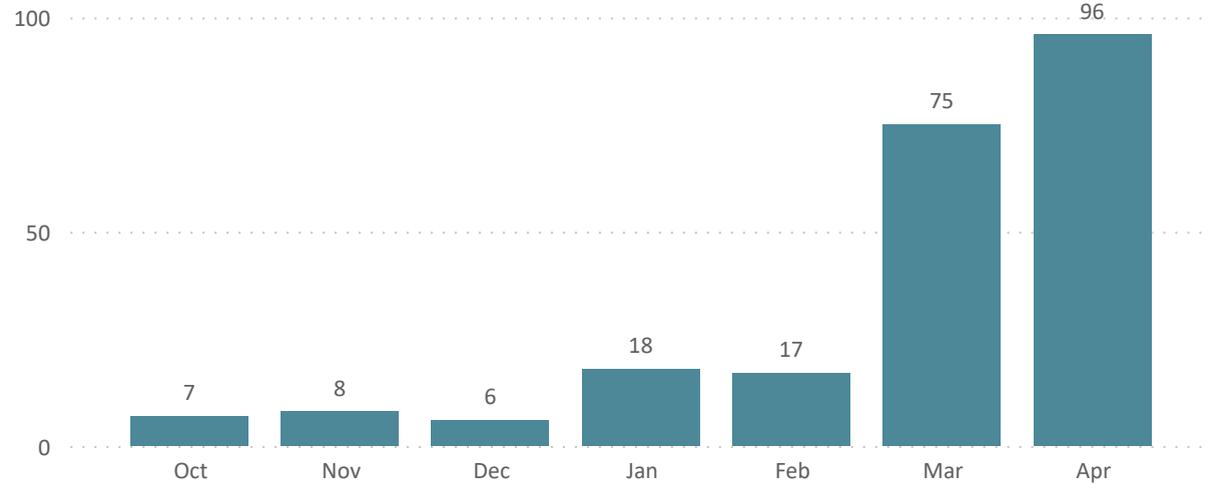
0 3000

227
Lost Opp YTD

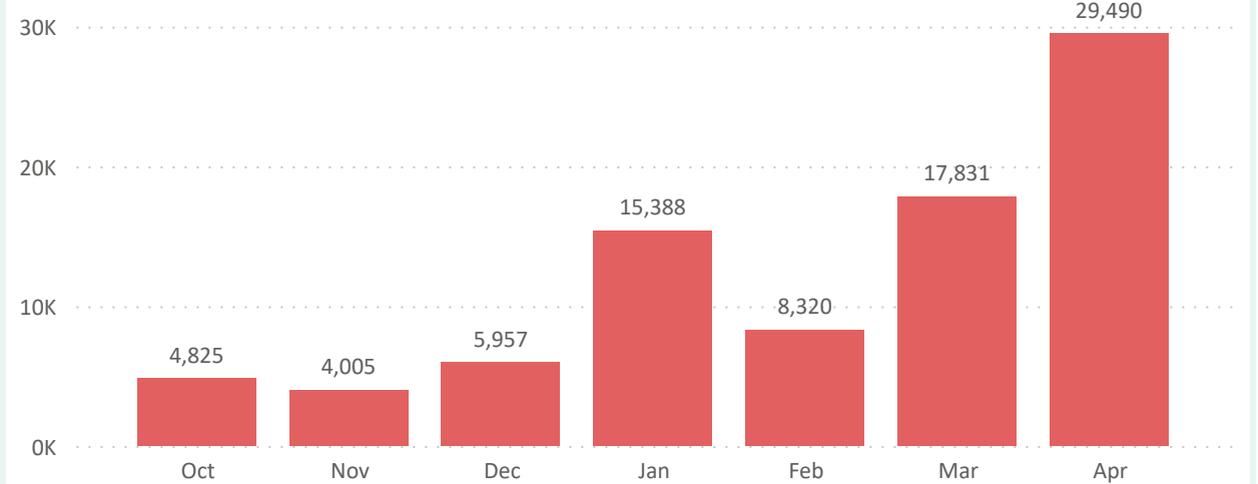
85,816
Lost Room Nights YTD

\$12,037,286
Lost Revenue YTD

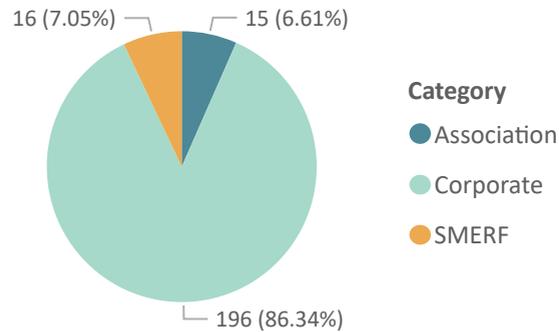
Lost Opportunities by Month



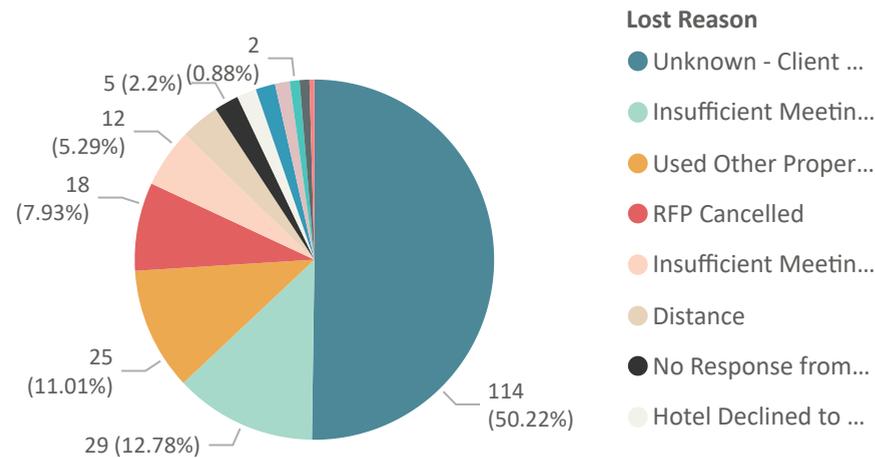
Lost Room Nights by Month



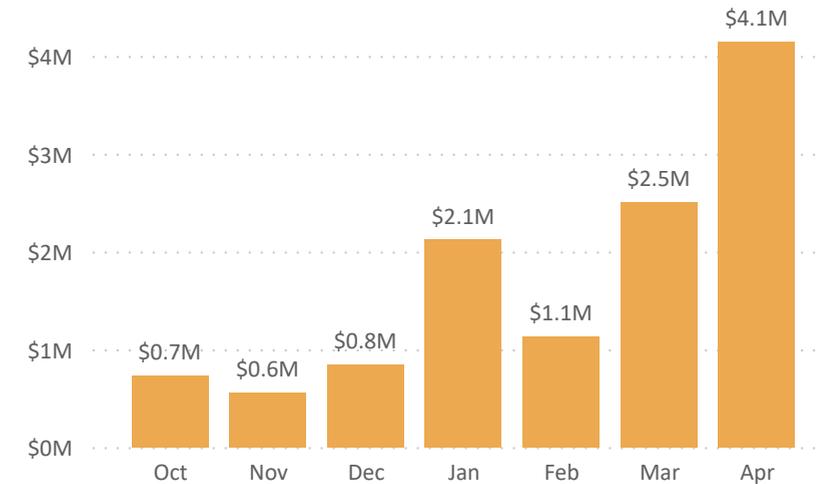
Lost by Category



Lost by Reason



Lost Revenue by Month



905

Visitors YTD

107

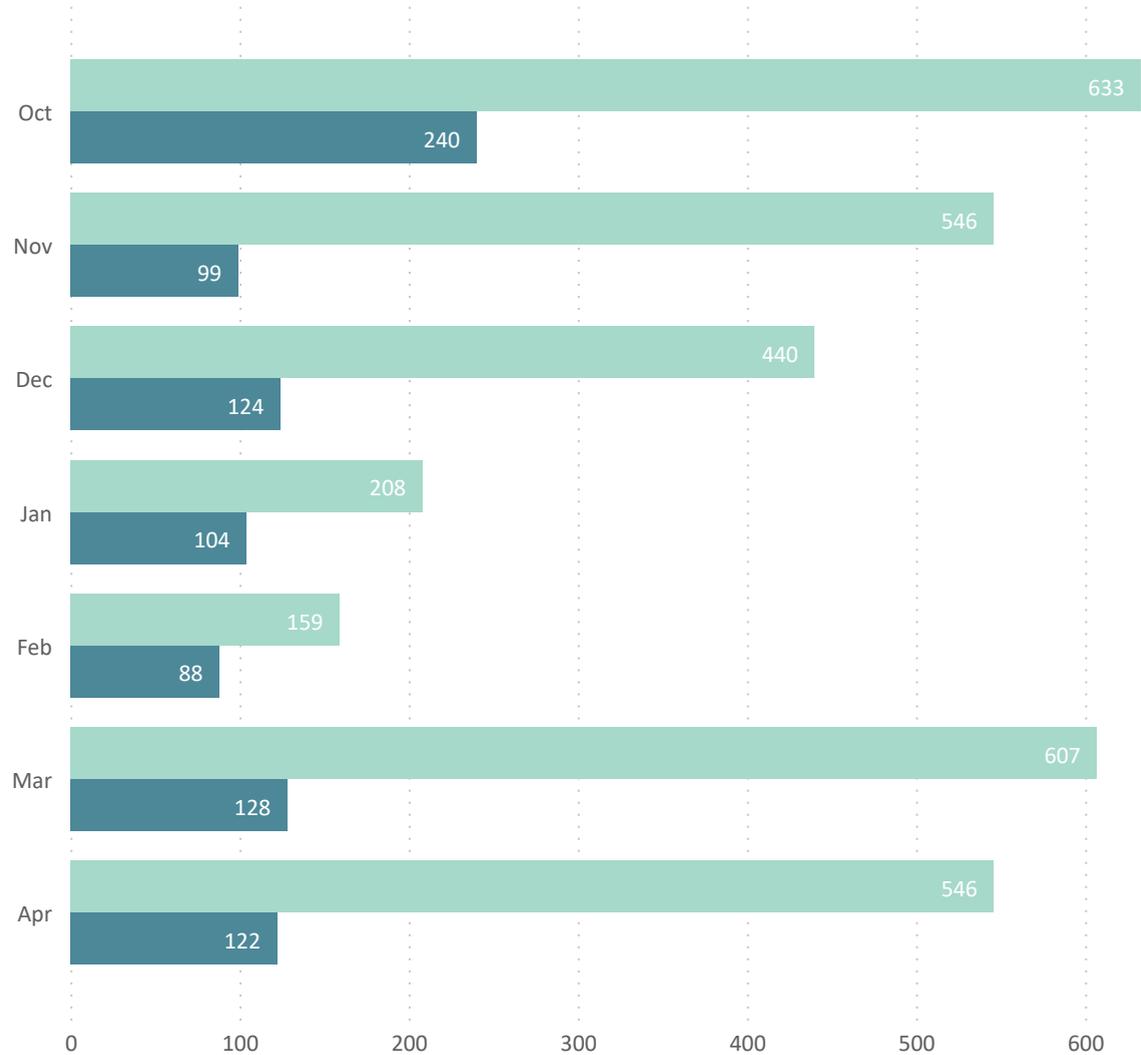
Tour Attendees YTD



[See details](#)

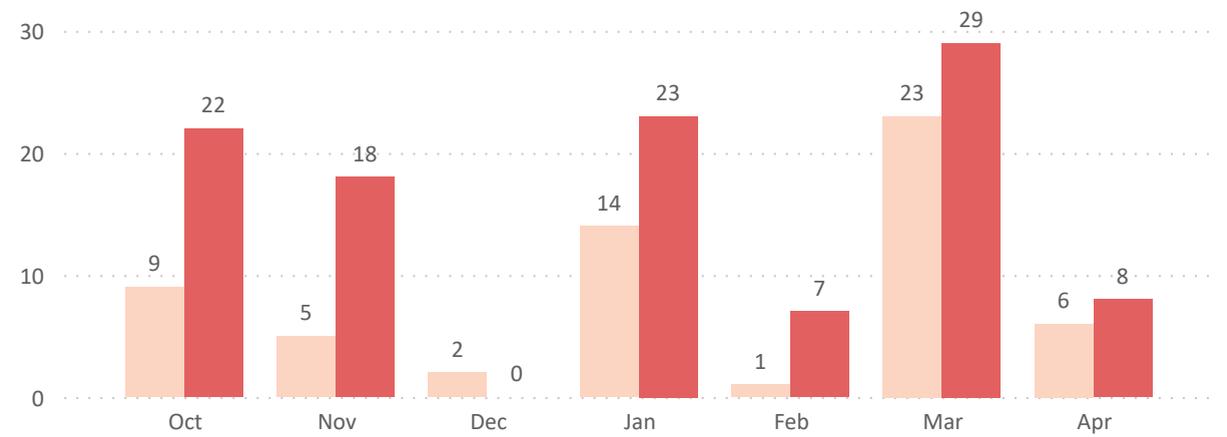
Total Visitors by Month

● Visitors LY ● Visitors



Tour Attendees by Month

● Tour Attendees MTD LY ● Tour Attendees MTD



McKinney Market Payments by Month

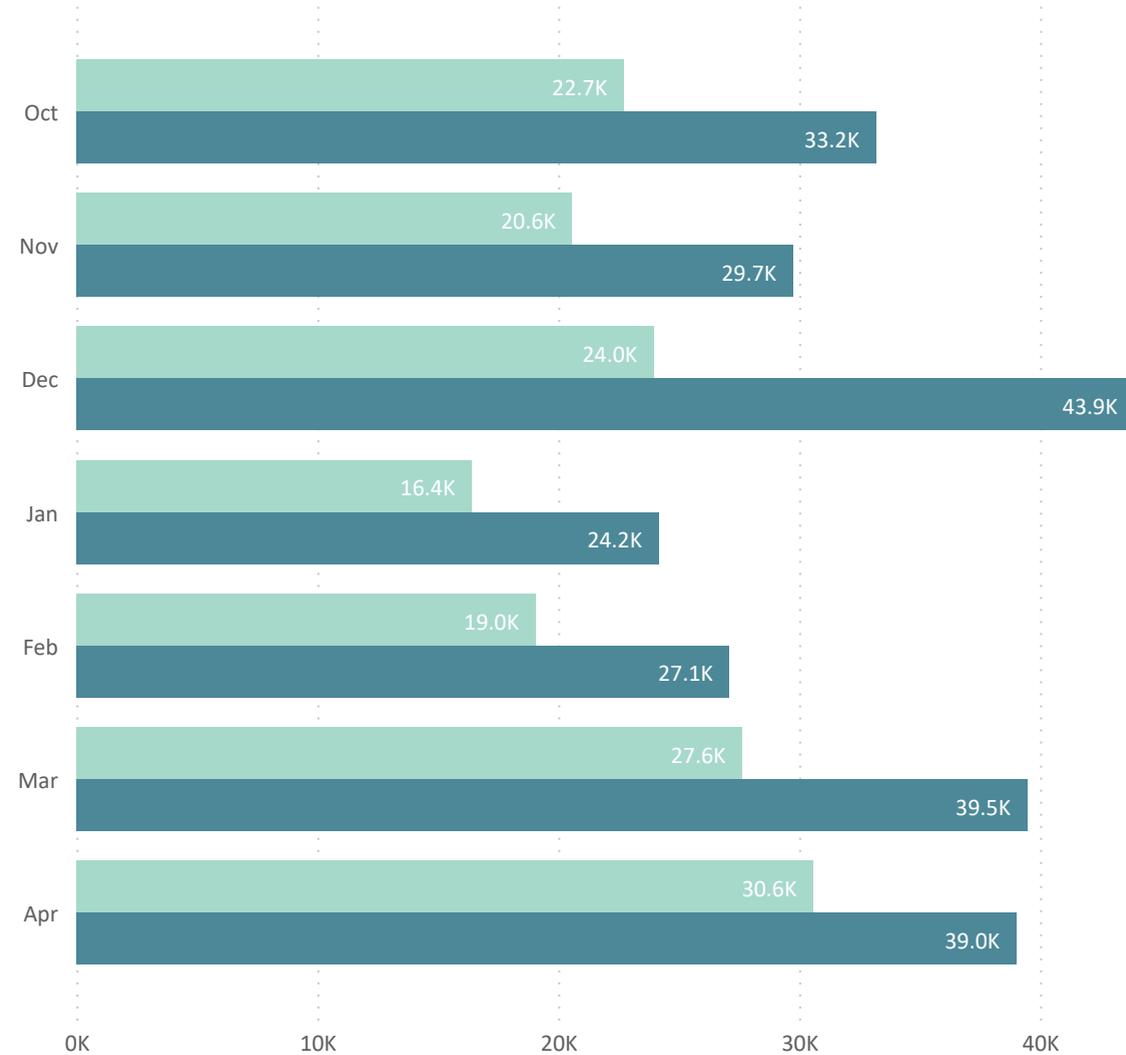
236,515
Page Views YTD

145,837
Sessions YTD

122,220
Users YTD

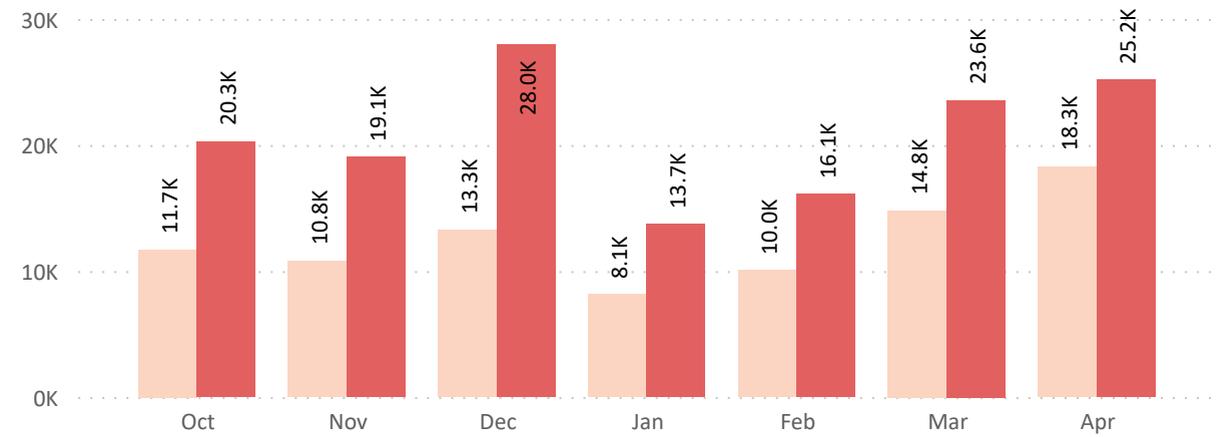
Page Views by Month

● Page Views LY ● Page Views



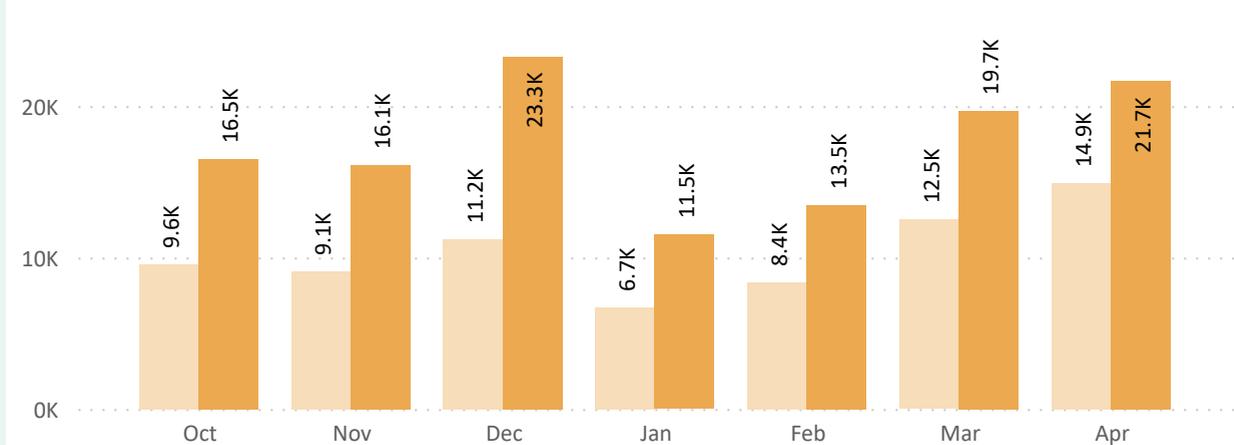
Sessions by Month

● Sessions LY ● Sessions



Users by Month

● Users LY ● Users

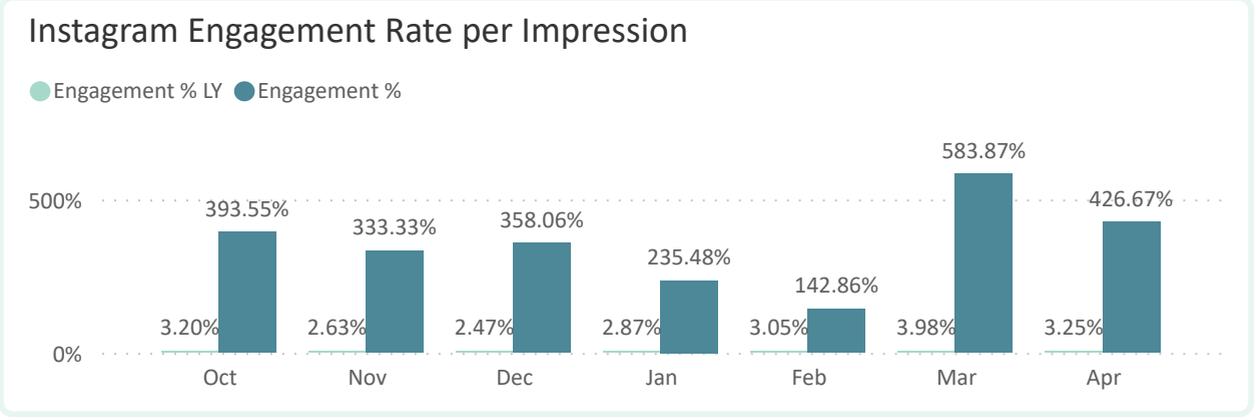
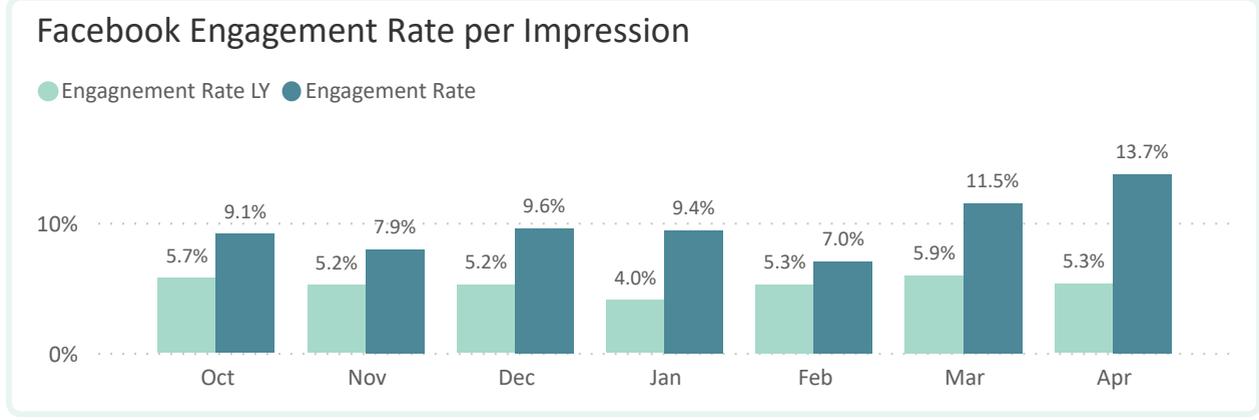
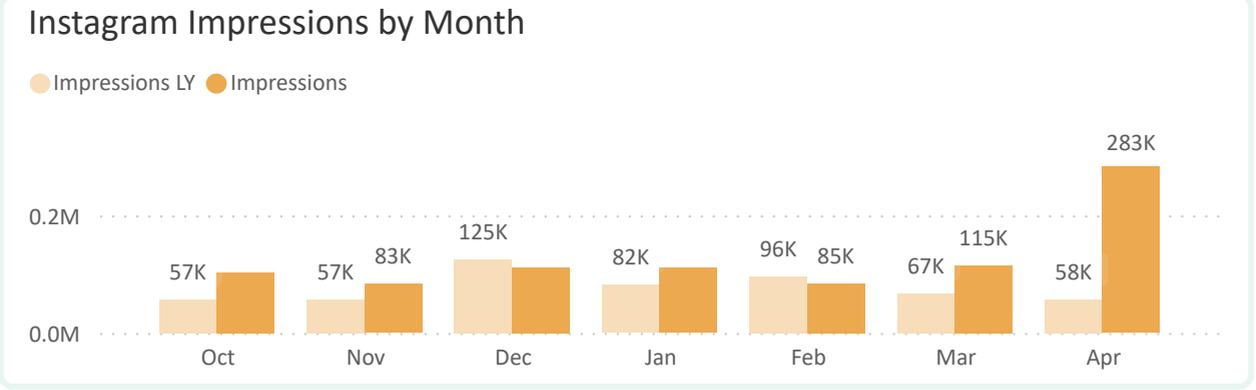
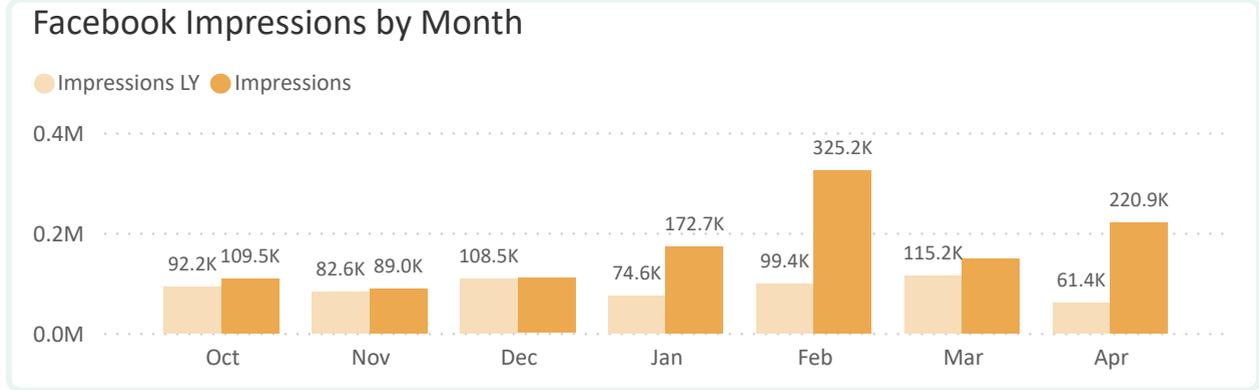
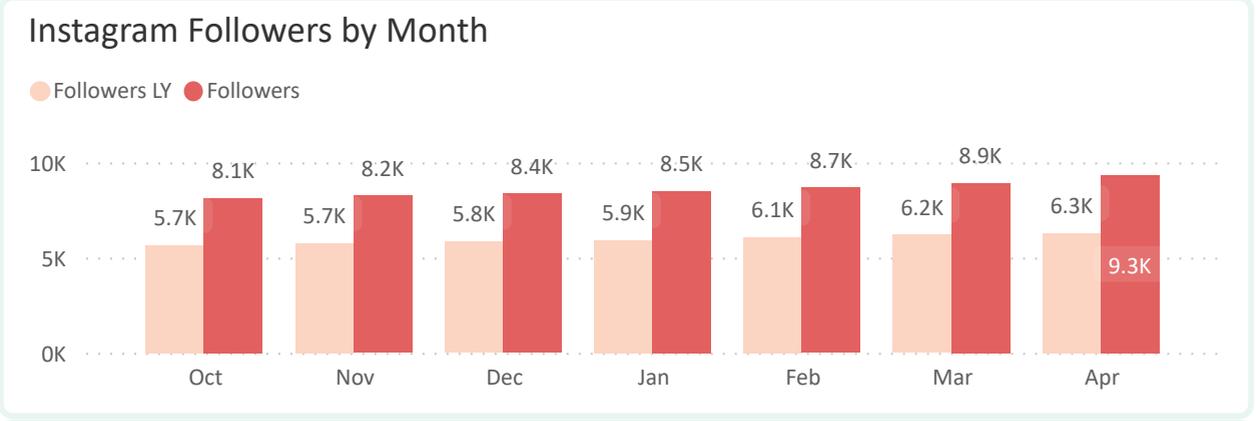
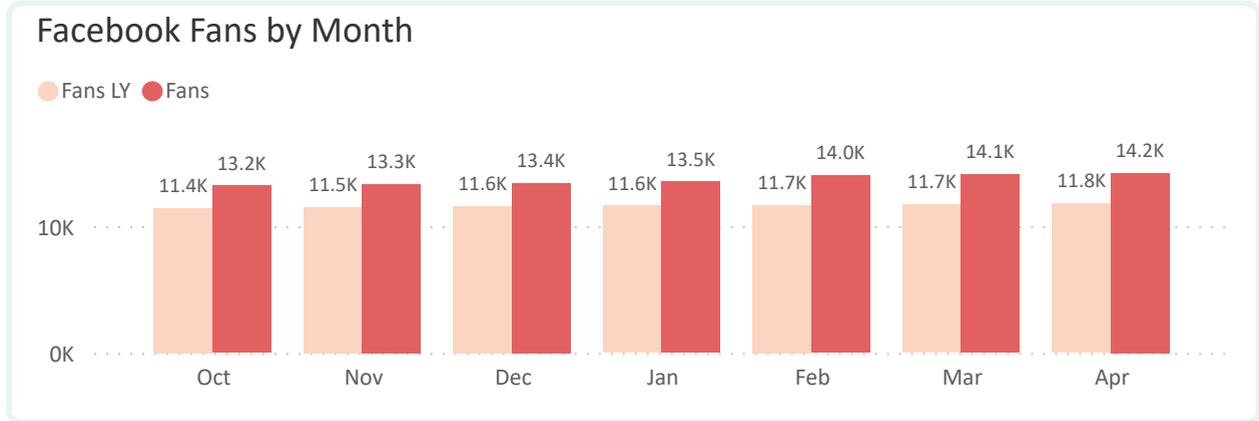


14,192
Current FB Fans

642
FB Posts YTD

9,341
Current IG Followers

384
IG Posts & Stories YTD



4,536

Visit Widget Users YTD

4,356

VW Sessions YTD

6,086

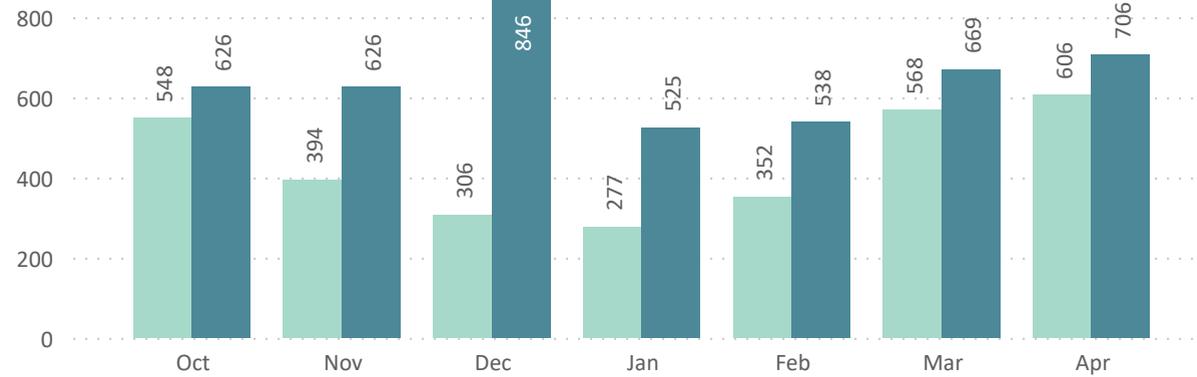
YouTube Views YTD

84,146

Impressions YTD

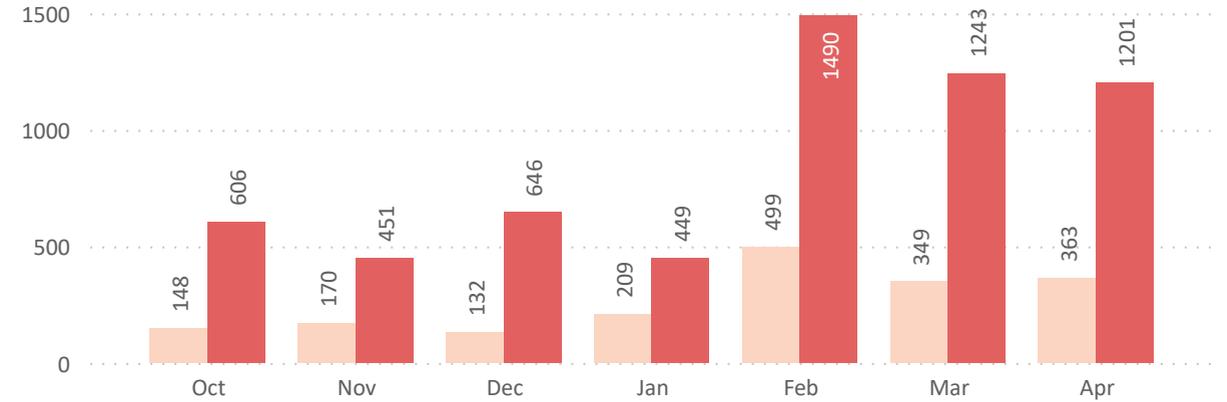
Visit Widget Users by Month

● Users LY ● Users



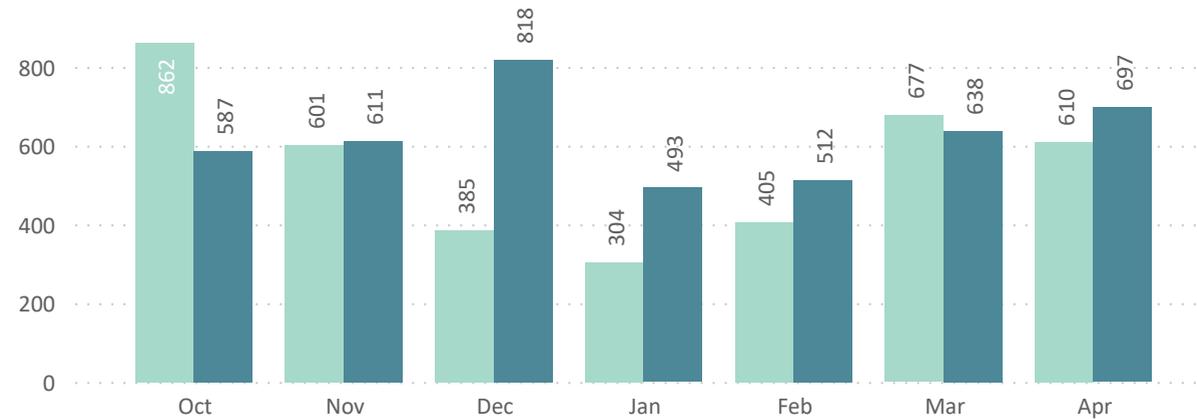
YouTube Views by Month

● Views LY ● Views



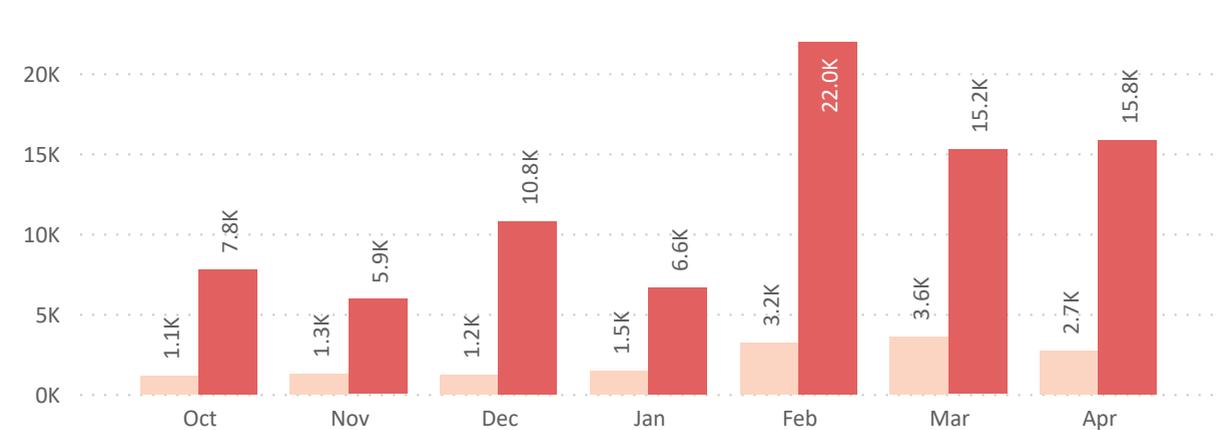
Visit Widget Sessions by Month

● Sessions LY ● Visit Widget Sessions



YouTube Impressions by Month

● Impressions LY ● Impressions



32.70%

Open Rate YTD

9.76%

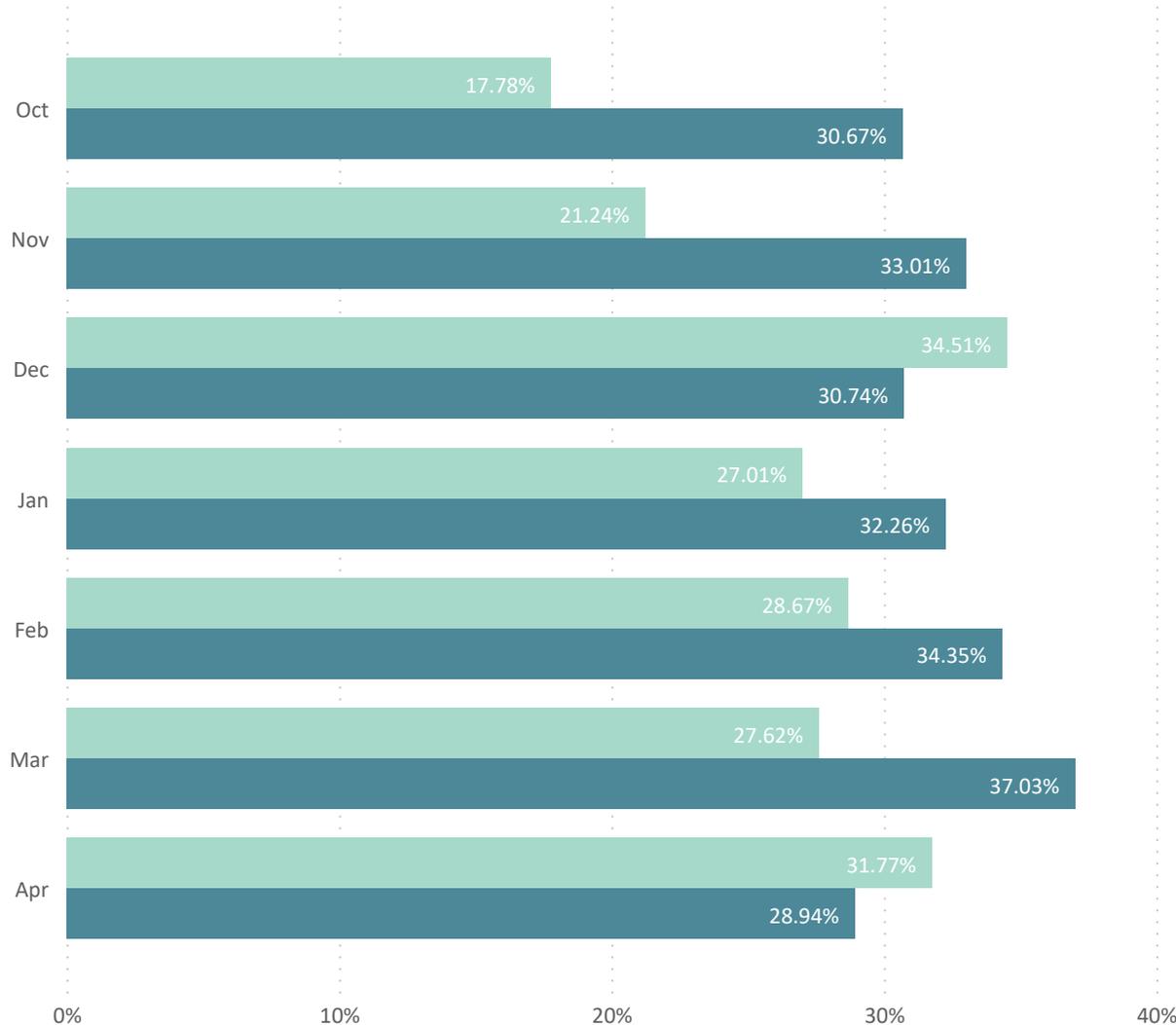
Click Rate YTD

131,096

Total Recipients YTD

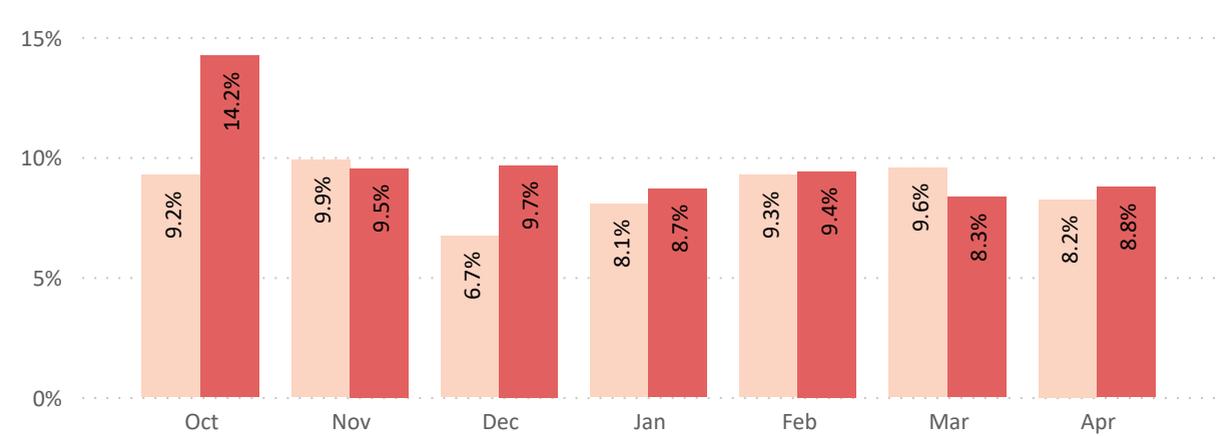
Open Rate by Month

● Open Rate LY ● Open Rate



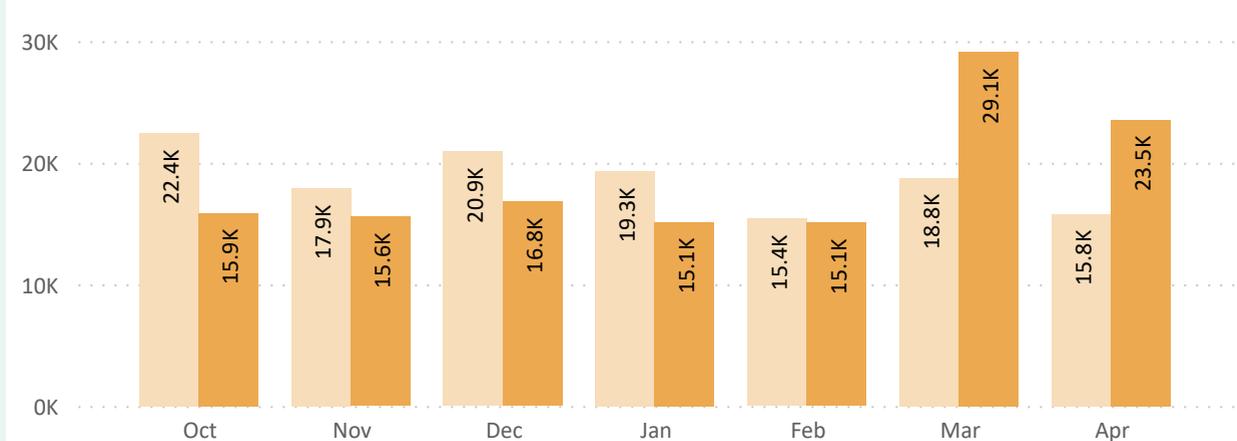
Click Rate by Month

● Click Rate LY ● Click Rate



Total Recipients by Month

● Total Recipients LY ● Total Recipients



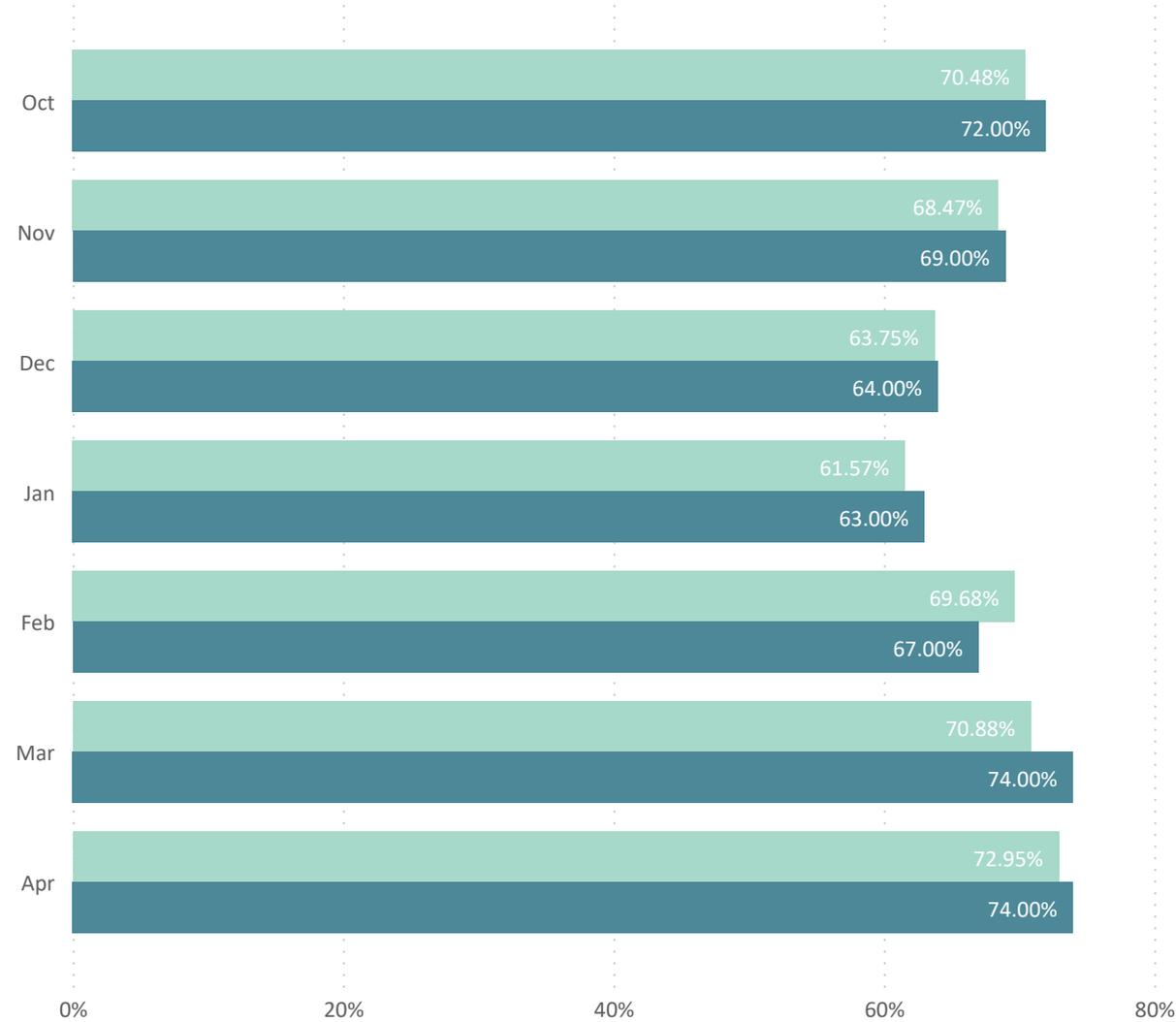
69.00%
Occupancy YTD

\$93.04
ADR YTD

\$22,845,009.7
Total Revenue YTD

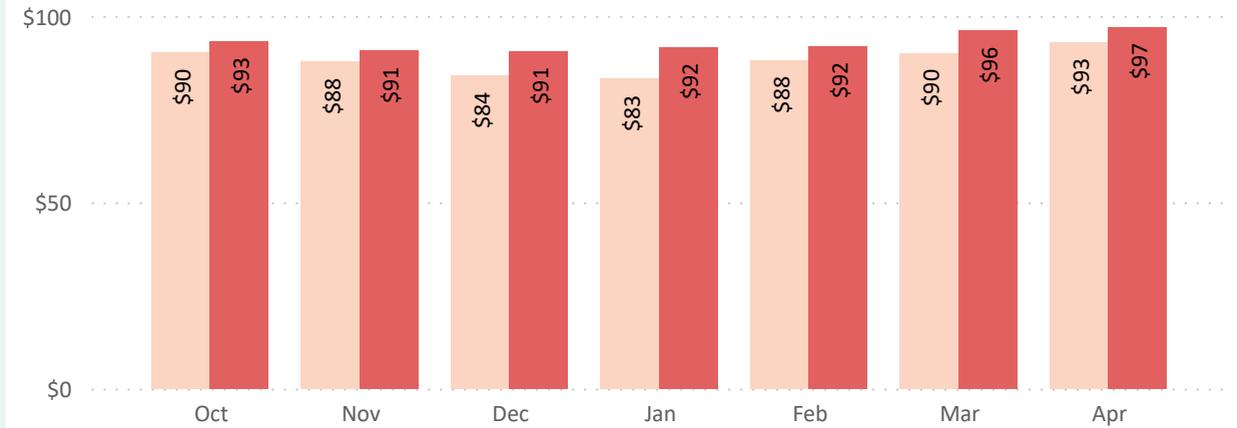
Occupancy by Month

● STR T Occ MTD LY ● STR T Occ MTD



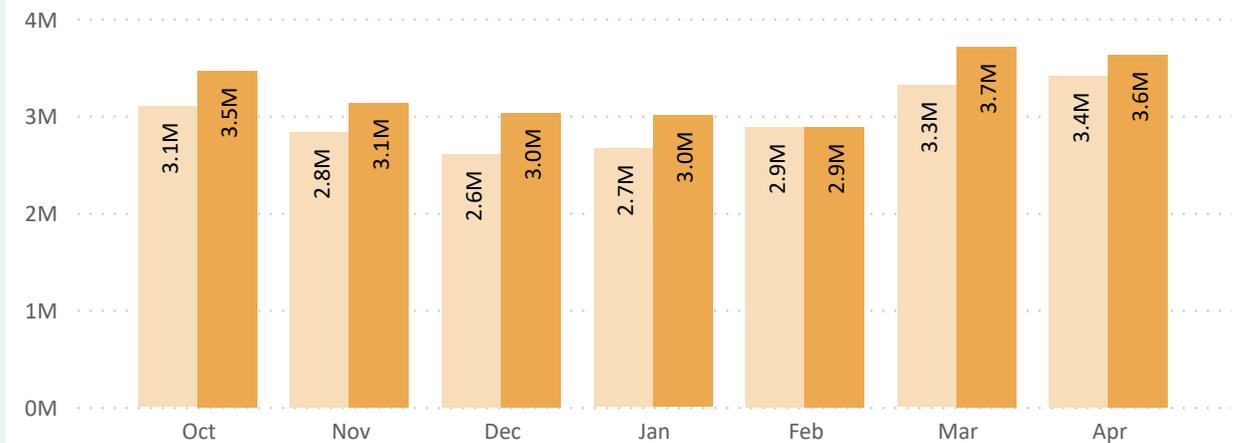
Average Daily Rate by Month

● ADR LY ● ADR



Revenue by Month

● Revenue LY ● Revenue



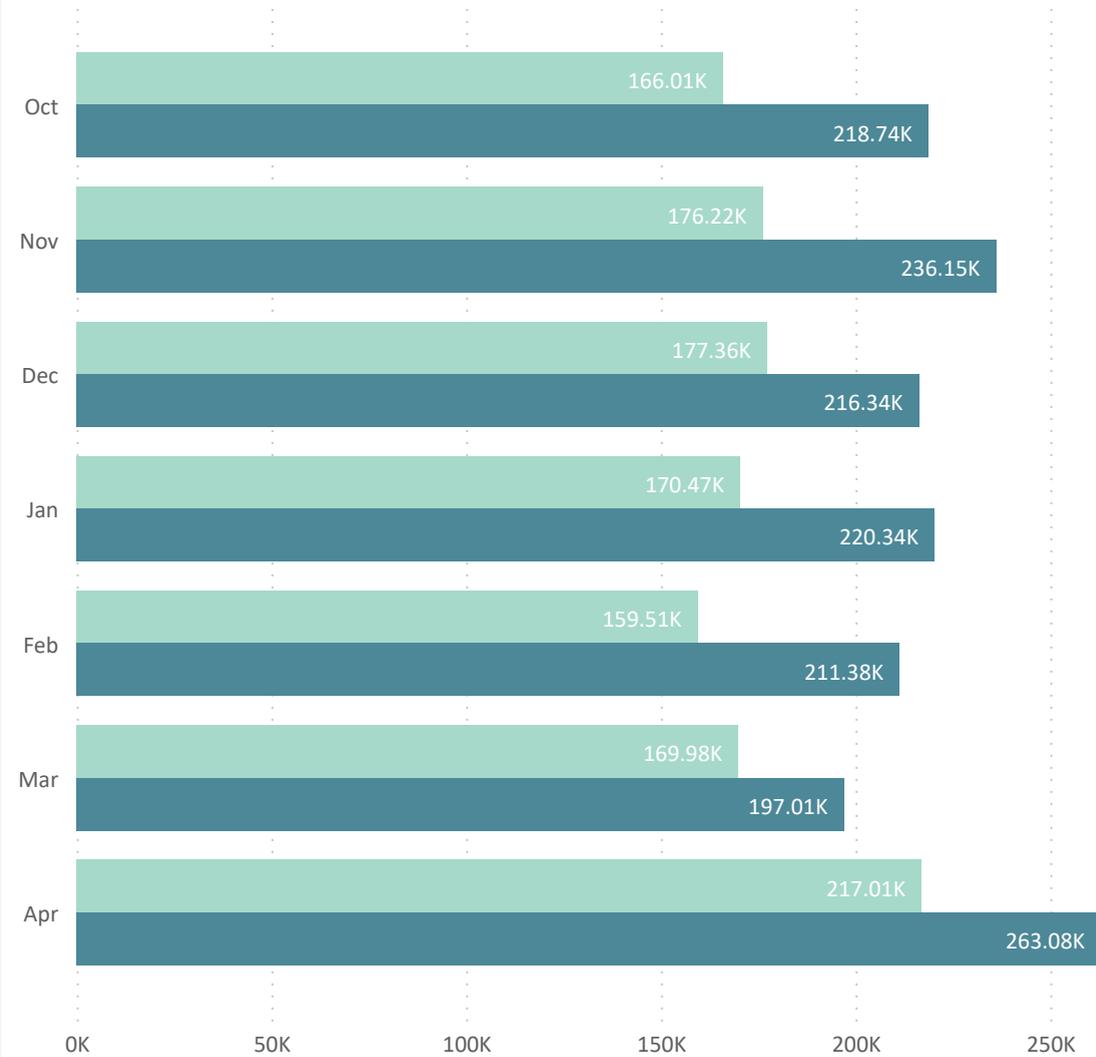
\$1,563,041
HOT Revenue YTD

39.93%
% Rooms Nights YTD

200,353
Room Nights YTD

Hot Tax Revenue by Month

● Amount Paid LY ● Amount Paid



Amount Paid by Property

