

MCCVB SCORECARD FY16-17 March

DEPARTMENT GOALS						
SALES	March	16-17 YTD Actual	FY16-17 Goal	% of Goal	15-16 STLY	15-16 YE
Group Room Nights Booked	9,249	47,923	89,371	54%	69,242	86,710
Pace Report Growth*		0%	3.0%	0.0%		4.6%
MARKETING/COMMUNICATIONS	March	16-17 YTD Actual	FY16-17 Goal	% of Goal	15-16 STLY	15-16 YE
Communication Effectiveness	bi-annual	4.1	4.1	bi-annual	bi-annual	4.17
Brand Preference Index	bi-annual	bi-annual	baseline	baseline	n/a	n/a
Targeted Earned Media	\$ 1,819,928.36	\$ 18,771,963.55	\$ 45,000,000.00	42%	\$ 40,278,378.58	\$ 45,789,660.75
Website Visits	129,228	1,265,525	1,717,000	74%	1,189,257	1,716,185
Social Engagements	56,761	465,496	540,786	86%	383,500	491,624
VISITOR SERVICES	March	16-17 YTD Actual	FY16-17 Goal	% of Goal	15-16 STLY	15-16 YE
% of Visitors Influenced to stay longer	61%	64%	60%	107%	61%	62%