

HISTORIC
Downtown
MCKINNEY
CULTURAL DISTRICT

HARRIS BLDG
Offices

SHRED AMERICA
PAPER SHREDDING PATRIOT
WWW.SHREDAMERICA.COM
1-866-SHRED-USA

visit
mckinney

2025 YEAR IN REVIEW

FREE RIDES
151 Frost
MCDCC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
159-4494

ECONOMIC IMPACT

Travel and tourism play a vital role in strengthening the local economy and enhancing the quality of life for residents of McKinney. As McKinney continues to grow, so does the economic impact.



HOTEL DATA



SPORTING EVENTS

McKinney hosted a variety of sporting events in 2025 that helped drive visitation and economic impact.



NCAA DII FOOTBALL CHAMPIONSHIP

10,521 ATTENDEES
579 ROOM NIGHTS



INTERNATIONAL GIRLS CUP

1,840 PLAYERS
115 TEAMS
789 ROOM NIGHTS



PROFESSIONAL PICKLEBALL ASSOCIATION TOUR

11,500 ATTENDEES
154 ROOM NIGHTS



THE CJ CUP BYRON NELSON



DRUM CORPS INTERNATIONAL

VISIT MCKINNEY 2025 YEAR IN REVIEW

SPONSORSHIPS

McKinney sponsored a variety of events in 2025 including:

- NCAA DII Football Championship
- McKinney Chupacabras
- Professional associations: Destinations Texas, Texas Travel Alliance, McKinney Chamber of Commerce
- International Girls Cup Soccer Tournament



VISIT MCKINNEY 2025 YEAR IN REVIEW

VISIT MCKINNEY STOREFRONT

TOP SELLING ITEMS:

- HEATHER GREEN MCKINNEY TEXAS ESTABLISHED 1848 HOODIE
- DOWNTOWN MCKINNEY PAINTED TILES

\$47,954

IN GROSS
SALES



SOCIAL MEDIA

Visit McKinney had a successful year growing our social media pages: Instagram, Facebook, and LinkedIn.

TOP POSTS OF 2025

<p>Views: 25,093</p>	<p>Views: 20,839</p>	<p>Views: 18,228</p>	<p>Views: 17,909</p>	<p>Views: 16,343</p>
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OKTOBERFEST

DOWNTOWN CHRISTMAS TREE

MCKINNEY NIGHT LIFE

INFLATABLE TURKEYS

PAGE 3 EATERY

3,831,543 Impressions | 92,737 Engagements | 7,544 Link Clicks

NEW MARKETING CAMPAIGN

In partnership with the Wier / Stewart agency, Visit McKinney created a new campaign in 2025. The central theme was, If You Know, You Go, highlighting all of the great amenities, attractions, and things to explore in our vibrant city.



VISIT MCKINNEY COMMERCIAL



VISIT MCKINNEY 2025 YEAR IN REVIEW

AWARDS

Visit McKinney received two awards at the Destinations Texas annual conference for Best Meetings and Events Promotion - Sports Trading Cards.

