VISIT MCKINNEY **REPORT**

FEBRUARY 2026

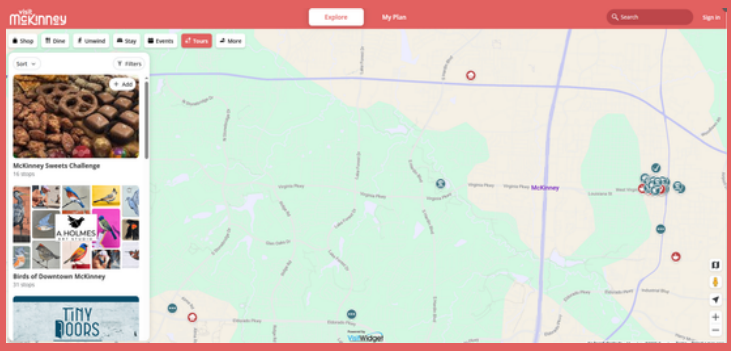
WEBSITE

Active Users: 23,000
New Users: 22,000
Views: 50,000
Engagement Time: 44 seconds

Top Pages Visited:

1. *Events*
2. *Restaurants*
3. *Downtown Shopping*
4. *Shopping*
5. *Cannon Beach*

VISIT WIDGET



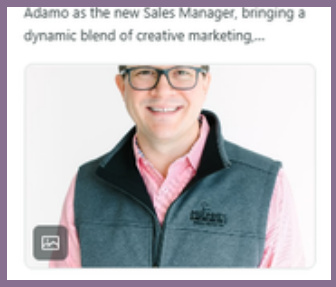
Total Users: 2,057
Returning Visitors: 1,746
Top Visits:

1. *Tiny Doors*
2. *Birds of Downtown*
3. *Murals of McKinney*

SOCIAL MEDIA

Facebook Impressions: 140,521
Facebook Engagement Rate: 1.1%
Instagram Impressions: 221,705
Instagram Engagement rate: .4%
LinkedIn Impressions: 4,522
Linkedin Engagment Rate: 11.1%
Most Engaging Post: Tony welcome, IYKYG, Valentine's

Top Posts



EMAIL MARKETING

- *In February we furthered our segmentation with an "update your preferences" send.*
- *8 campaigns reached over 5000 recipients.*
- *Average open rate: 51%*

EARNED MEDIA

Four media placements on two releases.

- Veolia Texas Open Brings Pro Pickleball Back To McKinney
  - Local Profile
  - CW33
  - Community Impact
- Tourism Partner of the Year - Fairfield Inn
  - North Texas E-News