



visit mckinney

FY25-26 ADVERTISING & MEDIA

ADVERTISING

Advertising plays a key role in keeping McKinney top of mind for visitors at every stage of their trip planning journey, from dreaming and inspiration to planning and booking.

Visit McKinney's advertising efforts highlight the city as a must-visit destination through strategic regional and statewide campaigns that showcase McKinney's charm, creativity, and vibrant experiences.

Through a mix of digital, social, print, and out-of-home advertising, Visit McKinney reaches potential travelers wherever they are, inspiring them to discover all that McKinney has to offer.

The Visit McKinney website further supports these efforts by providing resources, itineraries, and inspiration for both first-time visitors and returning fans of our city.



APPROACH

The advertising and media approach for FY25-26 is to reach a variety of leisure travelers coming from more than a 50 mile radius away.

Campaigns will run all throughout the year highlighting key topics and themes with an extra boost around holiday and primary travel planning times such as late winter/early spring and late summer/early fall.

SPORTS



GROUPS



FOOD & DRINK



ATTRACTIONS



LIFESTYLE



TARGET AUDIENCES

Demographic Based

FAMILIES

Adults ages 25+ with child(ren) under 18.



ADULTS

Adults ages 25+ without kids.



Location / Interest Based

Houston, San Antonio, Longview, Tyler, Austin, etc.

Outdoors, food & beverage, attractions, etc.



With both audiences, our goal is to target mostly “visitors” instead of the local community. Visitors are those traveling from more than 50 miles away and staying overnight.

2025-2026 FOCUS

PAID MEDIA

- Paid advertising in print and digital forms including magazines, digital banner ads, website listings, and more.

EARNED MEDIA

- Earned stories through local and global news outlets such as Local Profile, Texas E-News, etc.

SOCIAL MEDIA

- CONSISTENTLY POSTING ON INSTAGRAM, FACEBOOK, LINKEDIN, AND PINTEREST AND BOOSTING POSTS WE WANT MORE VISIBILITY ON.



INFLUENCERS

- WORKING WITH TRAVEL INFLUENCERS TO BOOST CONTENT, ENGAGEMENT, AND REACH.



2025-2026 CAMPAIGN VIDEO



VISIT MCKINNEY FY25-26 ADVERTISING

ADVERTISING EXAMPLES

MCKINNEY, TEXAS

McKinney, Texas has one of the oldest, most lovingly preserved and largest historic districts in Texas. Downtown McKinney draws people from all 50 states and more than 90 countries to its nostalgic setting and its more than 170 unique shops, including art galleries, antiques, gifts, home décor shops, and apparel and accessory boutiques as well as other specialty shops. Pop into unique, locally owned spots like The Groovy Coop (a retro-style store with books, clothes, and more) and Habitat Plants + Coffee, which sells houseplants and delicious coffee.

Almost two dozen eateries in and around downtown McKinney offer some of the best culinary experiences in North Texas, with many of them sourcing their ingredients from local farmers. Among them, the Michelin-recommended Harvest at The Masonic stands out, offering a true farm-to-table experience in a beautifully restored historic setting that embodies McKinney's charm and commitment to local flavor.

McKinney has hosted a variety of great events including the NCAA Division II Football Championship at McKinney ISD Stadium, Drum Corps International at McKinney, The CJ Cup Byron Nelson and Pickleball Center and the PPA Tour CIBS Texas Open at The Courts of McKinney Tennis and Pickleball Center.



THE BALLFIELDS AT GABE NESBITT
Baseball, Softball

The ballfield complexes at Gabe Nesbitt Community Park offer five lighted baseball fields and five lighted softball fields, each with grass infields, covered seating, concessions, restrooms, and barrier-free play areas. A new four-field softball complex is currently being added, further expanding the park's ability to host tournaments and community events. With lightning-safety systems, scenic multi-use trails, and access to the 160-acre park, it's a top destination for players and families.



COURTS OF MCKINNEY TENNIS CENTER
Pickleball, Tennis

This tennis center stands out as North Texas's premier public racquet sports venue—a dynamic, award-winning complex offering 23 outdoor courts, six climate-controlled indoor courts, and a full-service clubhouse. Its year-round accessibility, vibrant programming, and ability to host top-tier regional tournaments—including the prestigious Billie Jean King Cup—make it more than just a sports facility; it's a thriving community cornerstone.



MCKINNEY SOCCER COMPLEX AT CRAIG RANCH
Soccer, Lacrosse

This newly remodeled complex has 6 fields with high-quality synthetic turf, with 6 additional synthetic turf fields currently under construction. The complex spans 65 acres and includes 12 lit soccer fields, 1 lit championship field, a hike and bike trail, concession/restroom facility, 4 small pavilions with electrical outlets (first come, first served), a 1/2-acre pond, a large tournament pavilion, and onsite parking.



MCKINNEY ISD STADIUM & COMMUNITY EVENTS CENTER
Athletics, Special events, District-wide special developments

McKinney ISD Football Stadium and Events Center has a home and visitor seating capacity of 12,000 and serves the three high schools in the McKinney ISD. The Community Event Center (CEC) is located at the South end of McKinney ISD Stadium. This unique event space is designed to accommodate a multitude of special events throughout the year.



McKinney Soccer Complex at Craig Ranch

PLANNER PERSPECTIVE

“As the operator of more than 20 soccer tournaments and five leagues, our team always looks forward to hosting events in the City of McKinney. This past year, we partnered with the City to host an international, girls-only soccer tournament—a five-day event that brought teams from across the U.S. together with competitors from Canada, Colombia, Denmark, France, Mexico, and The Netherlands. Working with the City's Parks & Recreation Department and Visit McKinney staff was instrumental in the event's success. From outstanding staff support to top-notch facilities, we truly value every opportunity to work with McKinney.”

— Jeff Stanley, President, U90C Sports



VISIT MCKINNEY
Alisha Holmberg
(972) 547-2060
aholmberg@visitmckinney.com
visitmckinney.com/sports

Advertorials:

A journalistic approach to advertising combining images, descriptive text, contact information, a link to the website, etc.

Advertorials provide more in-depth content that educates, entertains, and inspires those reading to want to learn more.

ADVERTISING EXAMPLES



Web Banners:

Typically placed on a webpage on the sides or as a leaderboard with a click through link to the website.

This type of advertising is punchy and quickly grabs your attention. These can be highly targeted as you can pick what pages you want them to go on.



ADVERTISING EXAMPLES

Hometown charm meets hospitality

Just 30 miles north of Dallas, McKinney is the perfect blend of charm and convenience for meetings and events. From a full-service conference hotel with breakout space and free parking to unique venues full of local flavor, we've got you covered. The Visit McKinney team offers site visits, delegate services, entertainment, tours, discounts, and even custom group activities—everything you need to make your event seamless, memorable, and fun!

200 W Virginia St.
McKinney, TX 75069
www.visitmckinney.com
Tel: (972) 547-2058

For More Information: Marie Woodard, Sales Manager
sales1@visitmckinney.com
Alisha Holmberg, Meeting & Event Services Manager
services@visitmckinney.com



Metro Area Rooms	2,200
Largest Room Block City-wide	150
City Population	220,000
Area Population	1,170,000

Web Listings:

Web listings on prominent sites improve visibility by getting our brand name out there. These listings help optimize SEO and ensure “McKinney” is popping up in searches.

PUBLICATIONS EXAMPLES

Authentic Texas
THE HERITAGE MAGAZINE OF TEXAS

texas
meetings + events

SMALL MARKET
MEETINGS

TexasMonthly

**TRAVEL
TEXAS** 

ConventionSouth

sports
DESTINATION MANAGEMENT

TS&E
Better Together.

**GROUP TOUR
MAGAZINE**


Texas

QUESTIONS?