

VISIT MCKINNEY

REPORT

OCTOBER



WEBSITE

Active Users: 33,000

New Users: 32,000

Views: 77,000

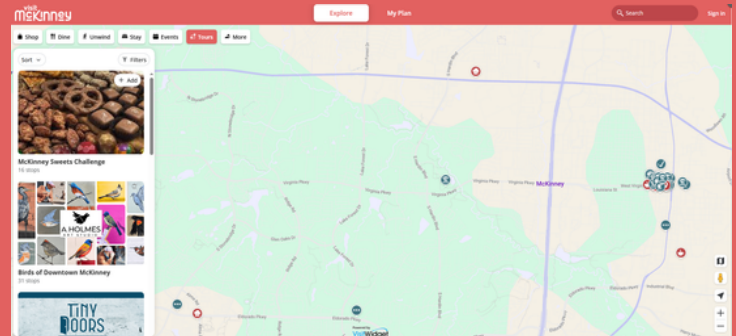
Engagement Time: 36 seconds

Top Pages Visited:

1. Grand Diwali
2. Home Page
3. Events
4. Monster Dash
5. Creepy Coffee Crawl



VISIT WIDGET



Total Users: 43,523

Returning Visitors: 3,032

Top Visits:

1. Tiny Doors
2. Birds of Downtown
- ★ 3. Historic Walking Tour

SOCIAL MEDIA

Facebook Impressions: 527,112

Facebook Engagement Rate: .7%

Instagram Impressions: 368,184

Instagram Engagement rate: .8%

LinkedIn Impressions: 5,191

LinkedIn Engagement Rate: 8.7%

Most Engaging Post: Oktoberfest Set Up Reel (6.8%)

Top Posts



EMAIL MARKETING

- 4946 email contacts received content
- 2398 opens (48.5%)
- 4,124 clicks

Visit McKinney switched to a monthly e-newsletter cadence that began in October.

EARNED MEDIA

- McKinney Farmers Market Ranked #1 in Texas
 - 10/2 Local Profile
 - 10/3 Community Impact
 - 10/2 Star Local Media
 - 10/22 Good Morning Texas Live Segment
- McKinney Wine & Music Festival - North Texas E-News