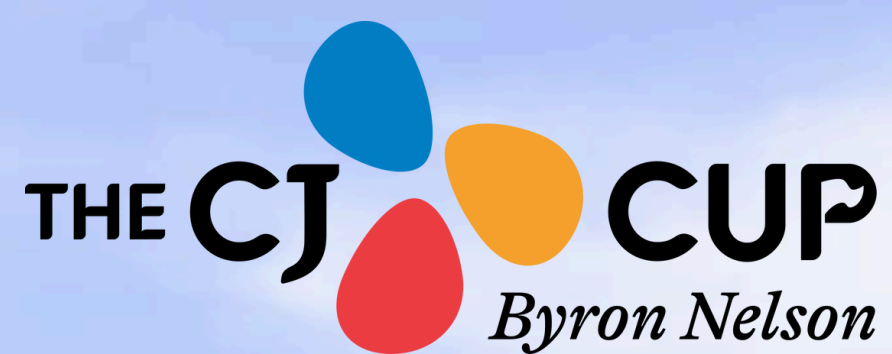


visit  
McKinney

Zartico Visitor Data:  
2025 CJ CUP Byron Nelson





- In November 2022, Visit McKinney embarked on a strategic planning process to create strategic priorities for 2023 through 2025.
- Goal 4 was “Become a Data-Focused Organization”
- Visit McKinney contracted with Zartico for geolocation and spend data comparing visitors and residents



# Objective

To understand the impact of the CJ Cup event on McKinney, TX.  
Analysis compares the 2025 event to the 2024 event.

*Dates analyzed: May 2-6, 2024 and May 1-5, 2025*

*Photo source: <https://www.dallasnews.com/sportS>*



# Visitor Definition

In alignment with the U.S. Travel Association, Zartico defines a visitor as someone who has:

- Come from over **50 miles** from where they live
- Stayed for more than **two hours** in your destination
- Visited at least **one place of impact**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than **60 miles** between the center of the cardholder zip and the center of the merchant zip.



# Key Insights

## Higher Spend Per Visitor

During the 2025 event weekend, visitors accounted for a larger share of total spending (29% vs. 28% in 2024) and there were a significantly higher share of out-of-state visitors (57% vs. 52%) year over year. So while the 2025 event attracted a higher share of residents, the visitors that attended came from further away and had a higher spend.

## Increases In All Key Spending Categories

Visitor share of total spending grew significantly across all three primary categories compared to the previous year: lodging, dining, and shopping. Particularly striking was the accommodation sector, where further visitors and local visitors accounted for 94% of total spending—representing a 5% year-over-year increase.

## All Top Out-of-State Markets Show Year-Over-Year Growth

The event showed impressive growth in attracting visitors from outside Texas, with every top ten out-of-state origin market increasing year-over-year. Origin markets like Shreveport, LA doubled from 4% to 8%, and Chicago, IL tripled from 1% to 3%.

# Visitor Spending Impact: CJ Cup

Below you will find spending impact in the destination based on a comparison of the CJ Cup for 2024 and 2025.

<div>35%</div> <div>% of People that are Visitors</div>	<div>29%</div> <div>% of Spend from Visitors</div>	<div>57%</div> <div>% of Out-of State Visitors</div>
5% decrease from previous year	1% Increase from previous year	5% increase from previous year

2025 visitors make a **smaller share of observations** though **they account for a larger share of spend** and there were **more out of state visitors** than the previous year.

# Visitor Impact on the Local Economy

Accommodations, Restaurants and Retail share of spending from visitors saw increases during the 2025 CJ Cup compared to the event dates in 2024.

<b>% of Accommodation Spend from Visitors + Local Visitors</b> <b>94%</b>	<b>% of Restaurant Spend from Visitors + Local Visitors</b> <b>37%</b>	<b>% of Retail Spend from Visitors + Local Visitors</b> <b>44%</b>
Increased by <b>5%</b>	Increased by <b>1%</b>	Increased by <b>6%</b>

# Visitors and Residents Year over Year

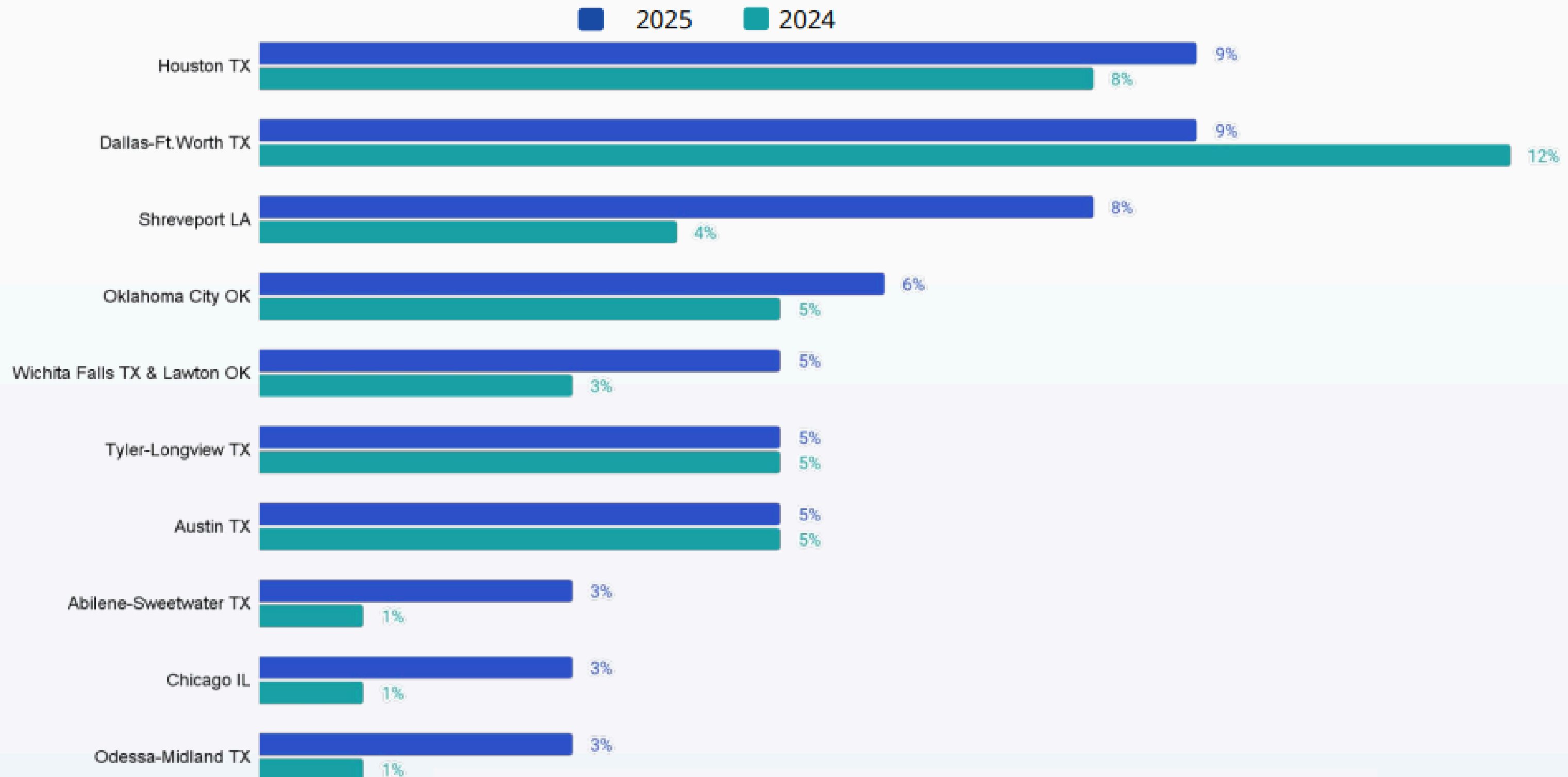
The 2025 event attracted more residents than visitors to the Craig Ranch region when compared to the 2024 event.





# Top Origin Markets

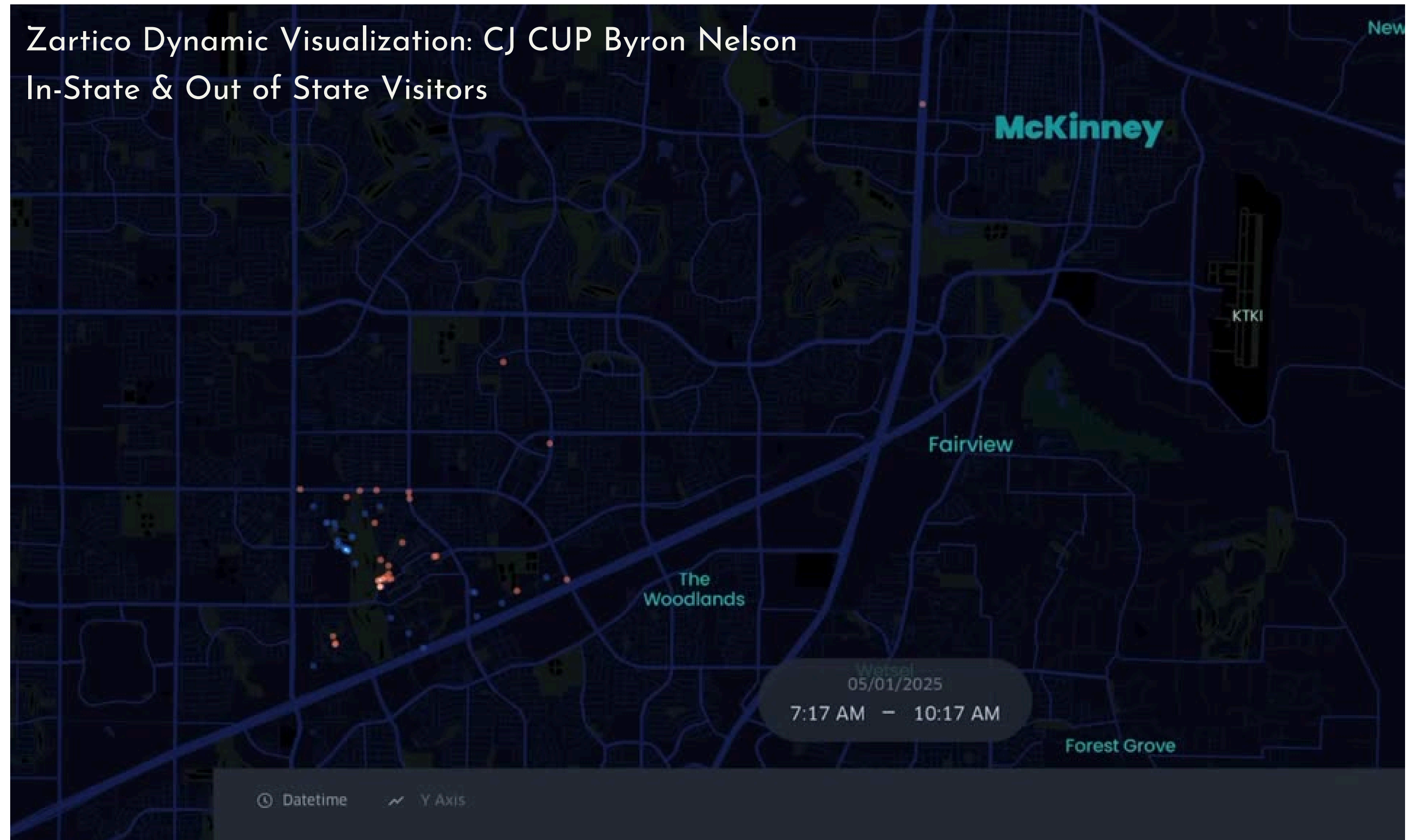
Six of 10 origin markets were to Craig Ranch were from within the state of Texas. Every out of state market saw an increase year over year. Additionally, every market saw an increase or were stable, aside from your home market, Dallas-Ft. Worth TX.



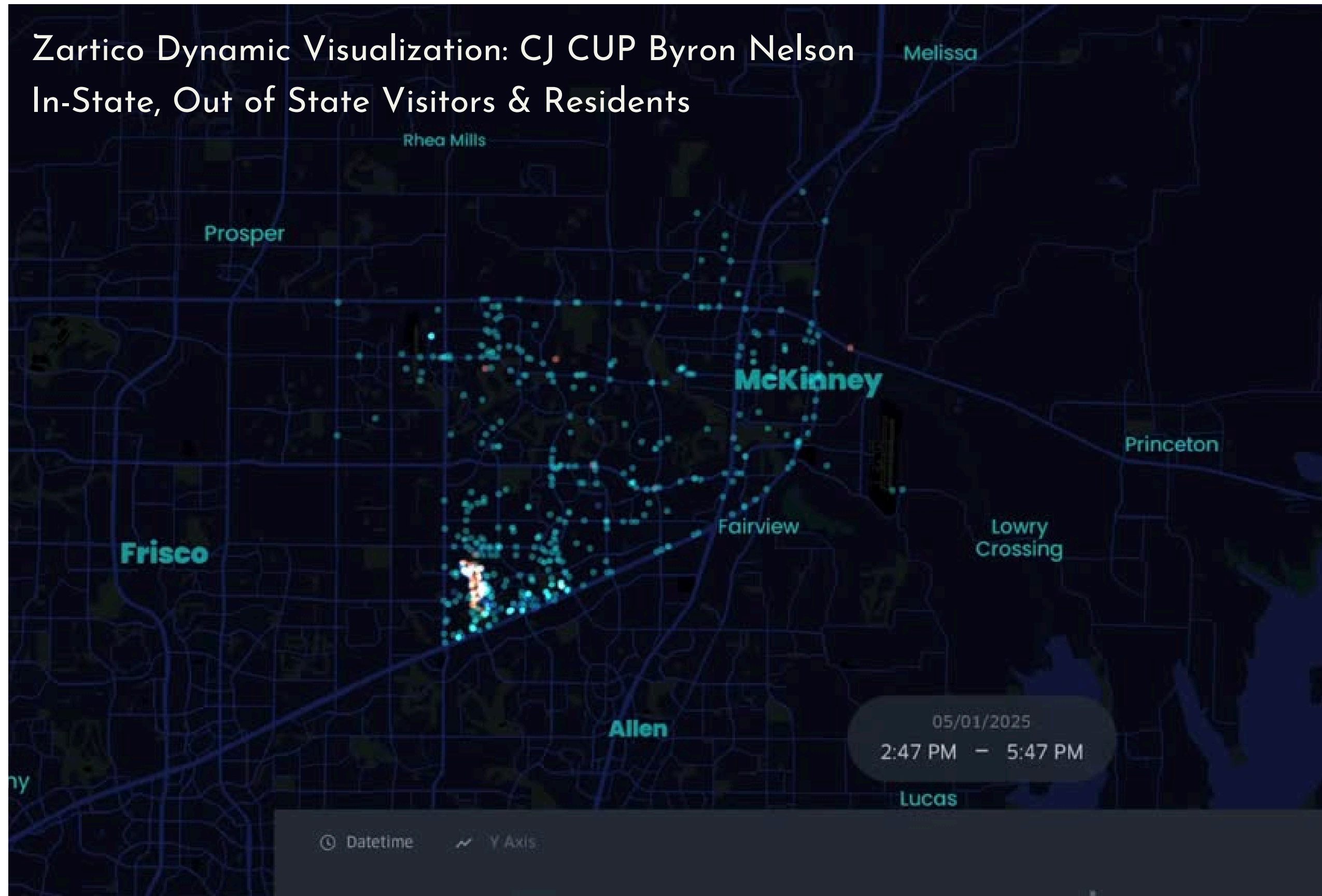
## Visitor Movement:

Event goers were very dispersed throughout the destination, visiting attractions, accommodations and other businesses.

Zartico Dynamic Visualization: CJ CUP Byron Nelson  
In-State & Out of State Visitors



# Zartico Dynamic Visualization: CJ CUP Byron Nelson In-State, Out of State Visitors & Residents



What regions do visitors and residents that attended the CJ Cup also visit?	
Region	% Visitors and Residents at the CJ Cup
East McKinney	50%
Cultural District	43%
West McKinney	8%
380 Corridor & North McKinney	8%

What types of points of interest to visitors and residents to the CJ Cup go to?	
Point of Interest Category	% Visitors and Residents at the CJ Cup
Sports	26%
Food	14%
Retail	11%
Accommodations	4%

32%	68%	39%	61%
% of Visitors (50+ Miles)	% Residents	% In-State Visitors	% Out of State Visitors
<i>Destination Average: 18%</i>	<i>Destination Average: 82%</i>	<i>Destination Average: 43%</i>	<i>Destination Average: 57%</i>



**Top cross visited points of interest:**  
 Al Ruschhaupt Soccer Complex, Uncork'd Bar & Grill, Econo Lodge, Saltgrass Steak House, North Texas Escape Rooms, Razoos Cajun Café, Lockwood Distilling Co, Mellow Mushroom, Westridge Golf Course, Towneplace Suites McKinney, The Groovy Coop





# Questions?