

REPORT

SEPTEMBER



WEBSITE

Active Users: 34,000 ↑

New Users: 32,000 ↑

Views: 78,000 ↑

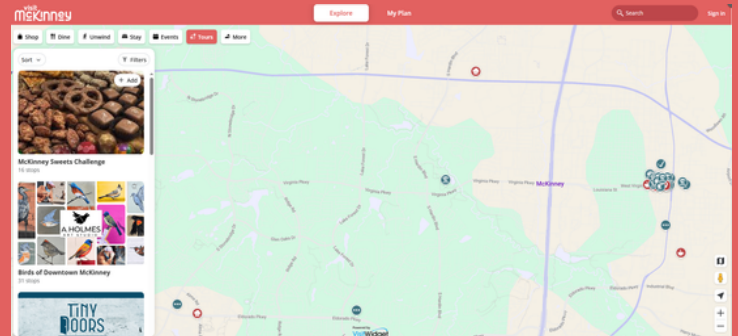
Engagement Time: 42 seconds ↓

Top Pages Visited:

1. Oktoberfest
2. Events
3. Restaurants
4. Downtown Shopping
5. Adriatica



VISIT WIDGET



Total Users: 4,223 ↑

Returning Visitors: 3,264 ↑

Top Visits:

1. Tiny Doors
2. Birds of Downtown
3. Mamma Mia Pizza Challenge

SOCIAL MEDIA

Facebook Impressions: 227,016

Facebook Engagement Rate: 2.1%

Instagram Impressions: 148,797

Instagram Engagement rate: 2.4%

LinkedIn Impressions: 2,921

LinkedIn Engagment Rate: 11.3%

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

Top Posts

Fall is the best time to visit McKinney (first fall, second fall, true fall, all of them)! The pumpkins are coming out, the steins are bei...



@downtownmckinney is feverishly turning the square into a Bavarian wonderland! This Friday through Sunday, bring the whole fami...



Experience this celebration of culture and community with music, food, dance, and...



EMAIL MARKETING

- 17,381 email contacts received content
- 9,965 opens
- 4,124 clicks

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

EARNED MEDIA

- 9/18: North Texas E-News - [The Stix Icehouse Texperience](#)
- 9/26: KLTV - [Adriatica Models European Lifestyle in North Texas](#)

