

visit
McKinney

2023

Year in Review



EST
1848



A Look at Achievements in:

- Visitor Experience Center & Shop
- Sales/Services
- Marketing
- Staff Development





Experience Center & Store

A Whole New World

- Completed the renovation and opening of the McKinney Visitors Experience Center & Shop.
- Brought all inventory purchases/sales in-house for first time.
- Sold more than \$16,500 in merchandise between September and December 2023.





Sales/Services: Events & Groups

- Record-breaking **Byron Nelson** turnout despite the rain
- Record attendance at **NCAA DII Football Championship**
- Hosted some significant events and groups:
 - *NJCAA DI Tennis Championship (at The Courts)*
 - *Community Leaders of America (at The Grand Hotel)*
 - **Texas Travel Counselors** (at The Stix Icehouse & TUPPS)
- Created sales incentives for Groups & Sports
- Launched our first Vendor Showcase to connect local corporate planners with service providers





Sales/Services:

Hotel Tax Collection

Record High McKinney HOT Collection in FY23

Amount Paid
\$3,152,786

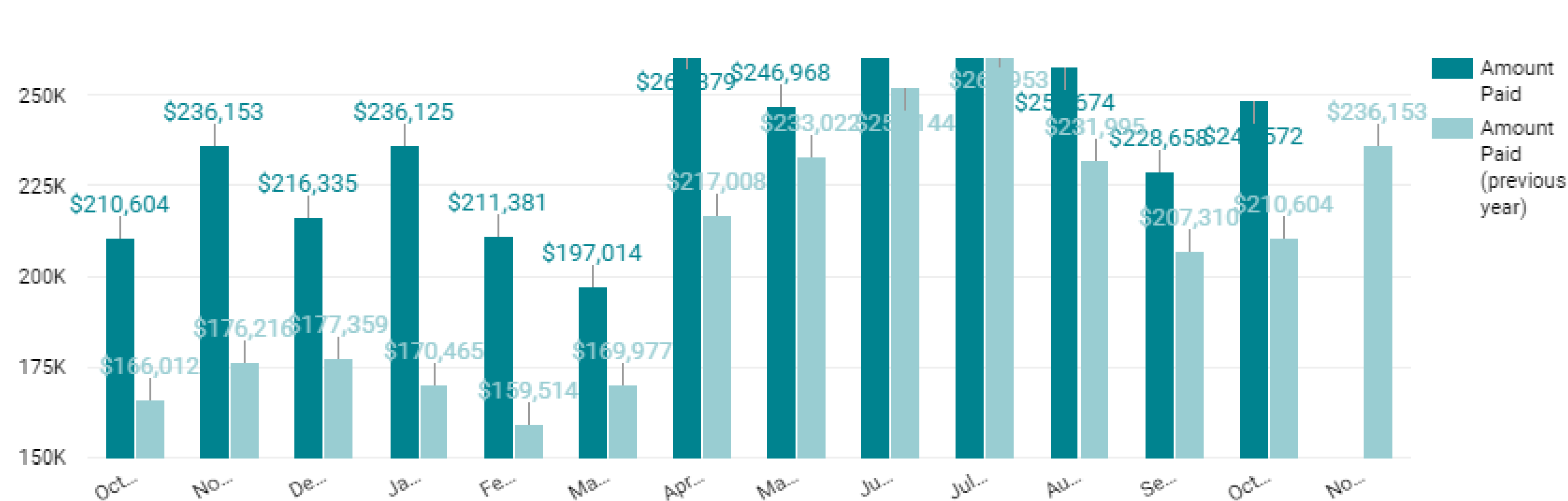
Capacity
22,460

Room Days Available
680,299

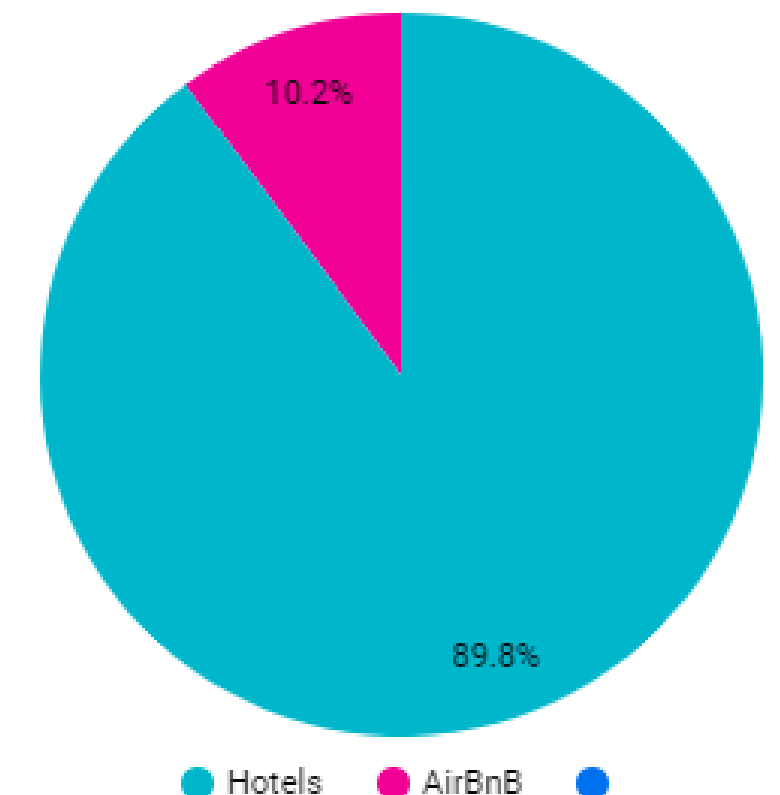
Room Days Rented
399,892

% of rooms rented
58.78%

Total Hot Tax Revenue by Month (YoY)



Total Hot Tax Revenue by Type



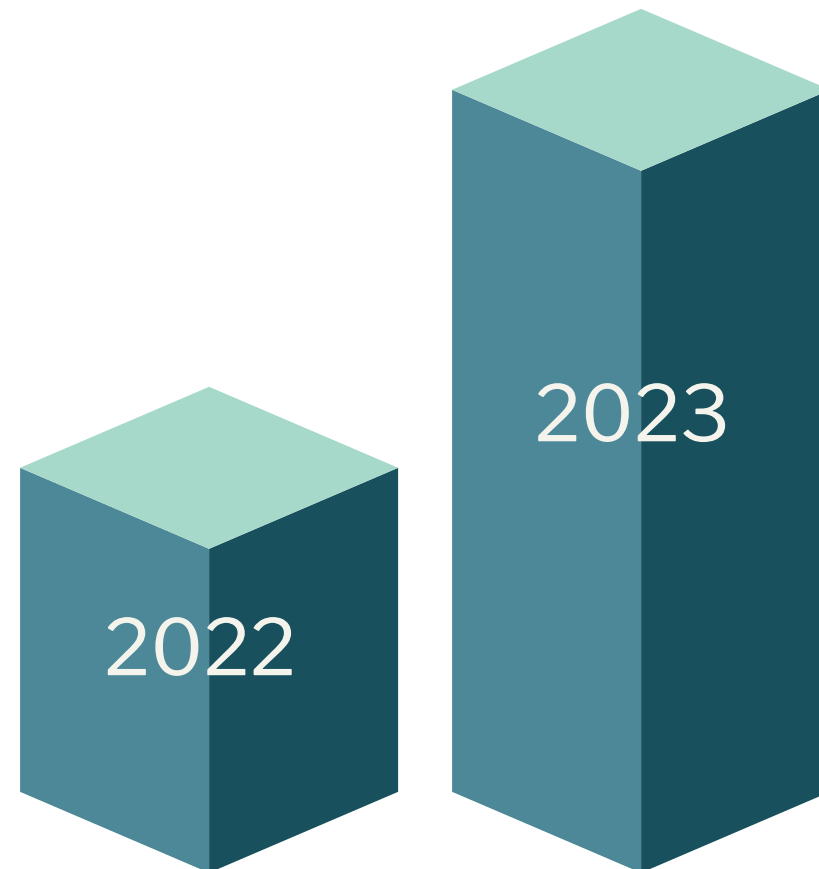


Sales/Services:

Hotel Room Pick-Up & Welcome Bags

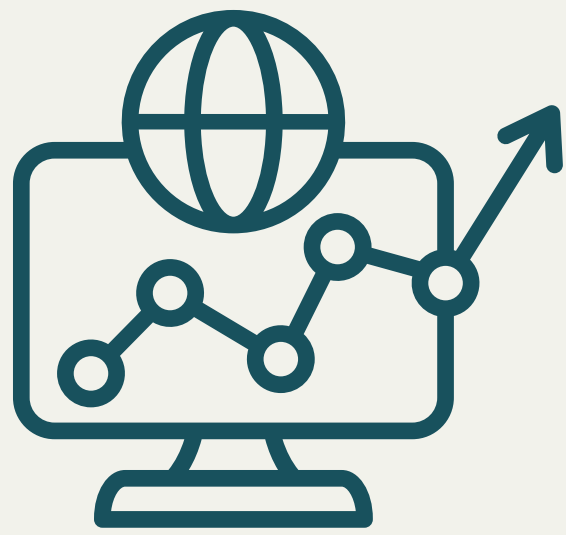
Hotel nights that Visit McKinney picked up (provided services to) **more than doubled** from the previous year:

FY 22 pickup:
2,481
with
ADR of **\$119.03**
(\$295,313.43)



FY 23 pickup:
5,053
with
ADR of **\$129.96**
(\$656,687.88)





Marketing:

Social Media, Website & More



New blog design will soon launch on our website to elevate our blog:

- increase reader appeal
- result in better Google rankings
- provide accurate details to AI bots
- drive more traffic to our website



Development of a city-wide Visitors Guide (small magazine format) in conjunction with Texas Monthly. It's been at least 10 years since we've had one.

To publish in February 2024.



Unprecedented growth of our two main social media accounts:

- Facebook: **+20%***
- Instagram: **+164.4%****

*FB average growth in 2023: +2.3%
(Statista.com)

**IG average growth in 2023: +5%
(HubSpot.com)



Marketing:

New Initiatives & Campaigns

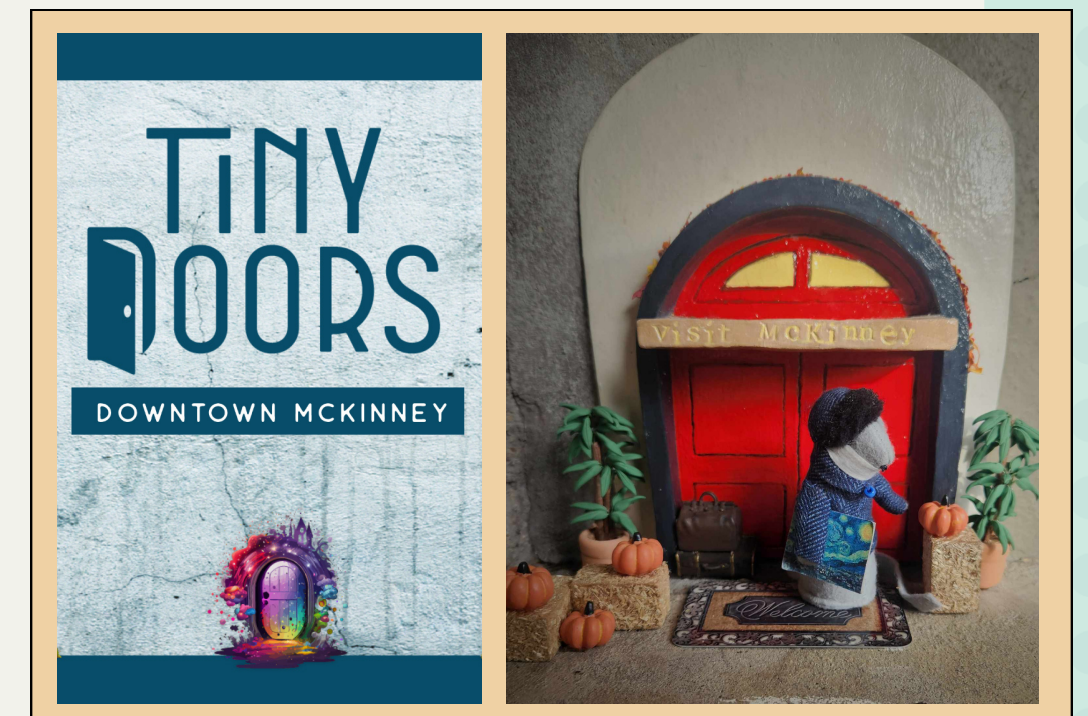
- **Co-hosted first Influencer FAM in April 2023 with Main Street.**

- 30 people attended
- Stops/partners were Farmers Market, The Yard, Local Yocal BBQ & Grill and TUPPS
- Resulted in a lot of content we used for several weeks



- **Created webpage/tour for McKinney Tiny Doors Installation**

- Visit Widget (app) grew 11.6K users since installation (Aug.-Dec. 2023)
- 3,318 users (over that same time period in 2022)
- Tiny Doors landing page visits since installation: **5,003**
- Ongoing media coverage (TV and print)
- 2nd phase reception hosted at Visit McKinney





Staff Development

New position added to Visit McKinney team

Welcome, Amber Lacy!

New Digital Communications Coordinator position to take over social media and other duties, allowing the Communications Manager to focus on more high-level duties involving the website, blog, etc.



visit the mckinney team



And the hiring of Paula Martin makes our team complete. Welcome, Paula!

Q&A

