

STR APRIL 2025

Tab 5 - Multi-Segment: McKinney CVB

McKinney CVB

For the month of: April 2025

Current Month – April 2025 vs April 2024												
	Occ %		ADR		RevPAR		Percent Change from April 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
McKinney, TX+	74.6	74.7	102.60	106.89	76.56	79.86	-0.1	-4.0	-4.1	7.0	11.6	11.5
Tier 1+	80.1	77.4	126.93	136.06	101.62	105.26	3.5	-6.7	-3.5	7.4	11.2	15.1
Tier 2+	77.2	75.8	93.22	102.05	71.92	77.34	1.8	-8.6	-7.0	-7.0	0.0	1.8
Tier 3+	69.6	70.4	62.33	66.85	43.38	47.04	-1.1	-6.8	-7.8	-6.4	1.5	0.4
City of Georgetown, TX+	61.8	75.5	139.06	137.72	85.94	103.98	-18.1	1.0	-17.3	-0.5	20.3	-1.5
City of Allen, TX+	67.2	64.7	116.30	122.13	78.19	79.03	3.9	-4.8	-1.1	-1.1	0.0	3.9
City of Plano, TX+	69.8	74.4	118.76	120.80	82.84	89.85	-6.2	-1.7	-7.8	-5.1	2.9	-3.4
City of Frisco, TX+	71.9	74.6	189.12	188.61	136.01	140.74	-3.6	0.3	-3.4	5.3	8.9	5.0