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McKinney CVB

For the Month of February 2024



Table Of Contents	1
Trend McKinney, TX+	2
Response McKinney, TX+	3
Multi-Segmt	4
Multi-Segment	5
Response Tier 1+	6
Response Tier 2+	7
Response City of Georgetown, TX	8
Response City of Edmond, OK+	9
Response Plano, TX+	10
Response Allen, TX+	11
Response Frisco, TX+	12
Help	13

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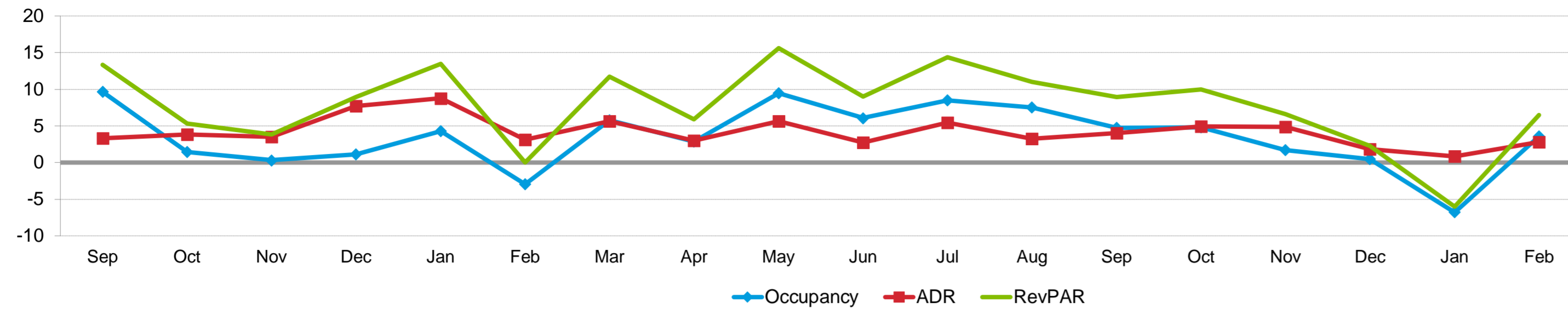
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Tab 2 - Trend McKinney, TX+

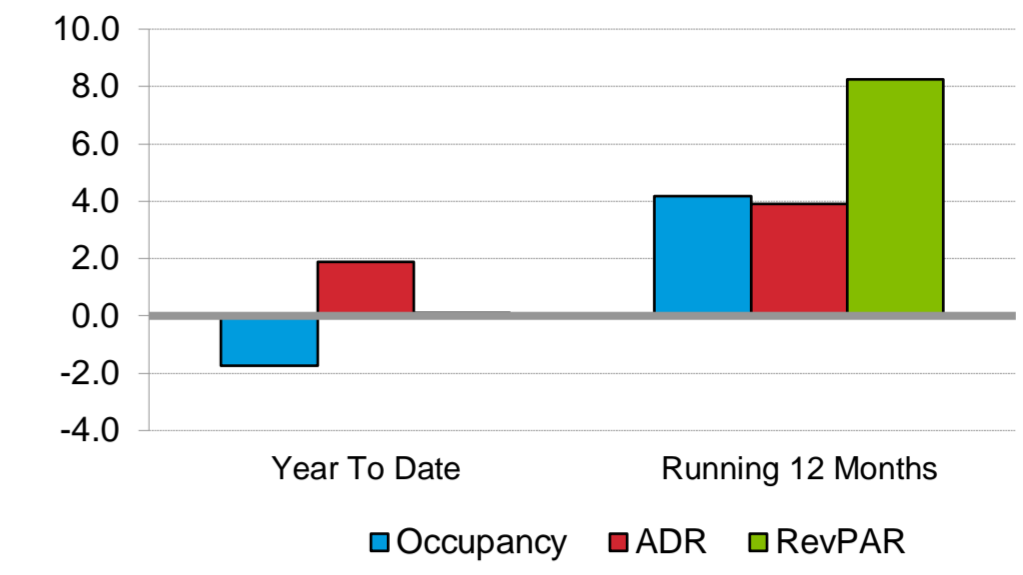
Currency: USD - US Dollar

McKinney CVB
For the Month of February 2024

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022				2023								2024					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	67.7	70.7	67.7	63.4	63.1	66.7	74.3	74.3	79.2	80.3	76.2	67.4	70.9	74.1	68.8	63.7	58.8	69.1
Last Year	61.7	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4	75.7	70.2	62.7	67.7	63.4	63.1	66.7	63.1	66.7
Percent Change	9.6	1.4	0.3	1.1	4.3	-3.0	5.8	2.8	9.5	6.1	8.5	7.5	4.7	4.8	1.7	0.5	-6.8	3.5

Year To Date		
2022	2023	2024
64.4	64.8	63.7
53.4	64.4	64.8
20.7	0.6	-1.7

Running 12 Months		
2022	2023	2024
66.3	68.6	71.4
47.8	66.3	68.6
38.6	3.5	4.2

ADR	2022				2023								2024					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	92.27	94.81	91.97	91.59	91.71	92.04	96.16	97.08	104.06	104.10	100.45	93.28	96.00	99.48	96.43	93.27	92.48	94.64
Last Year	89.29	91.33	88.84	85.03	84.31	89.27	91.03	94.26	98.52	101.31	95.27	90.35	92.27	94.81	91.97	91.59	91.71	92.04
Percent Change	3.3	3.8	3.5	7.7	8.8	3.1	5.6	3.0	5.6	2.8	5.4	3.2	4.0	4.9	4.8	1.8	0.8	2.8

Year To Date		
2022	2023	2024
86.82	91.87	93.59
70.41	86.82	91.87
23.3	5.8	1.9

Running 12 Months		
2022	2023	2024
86.74	93.91	97.59
70.99	86.74	93.91
22.2	8.3	3.9

RevPAR	2022				2023								2024					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	62.45	67.02	62.23	58.08	57.88	61.43	71.42	72.15	82.43	83.62	76.54	62.85	68.04	73.69	66.36	59.43	54.39	65.41
Last Year	55.12	63.65	59.93	53.32	51.02	61.41	63.91	68.11	71.30	76.73	66.93	56.63	62.45	67.02	62.23	58.08	57.88	61.43
Percent Change	13.3	5.3	3.8	8.9	13.4	0.0	11.7	5.9	15.6	9.0	14.4	11.0	8.9	10.0	6.6	2.3	-6.0	6.5

Year To Date		
2022	2023	2024
55.95	59.56	59.62
37.59	55.95	59.56
48.8	6.5	0.1

Running 12 Months		
2022	2023	2024
57.48	64.38	69.70
33.95	57.48	64.38
69.3	12.0	8.3

Supply	2022				2023								2024					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	50,250	51,925	50,250	51,925	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925	50,250	51,925	50,250	51,925	51,925	46,900
Last Year	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925	50,250	51,925	50,250	51,925	51,925	46,900
Percent Change	6.7	6.7	6.7	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2022	2023	2024
98,825	98,825	98,825
92,630	98,825	98,825
6.7	0.0	0.0

Running 12 Months		
2022	2023	2024
579,245	611,375	611,375
573,050	579,245	611,375
1.1	5.5	0.0

Demand	2022				2023								2024					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	34,011	36,704	34,002	32,930	32,768	31,303	38,563	37,345	41,132	40,364	39,569	34,986	35,612	38,465	34,583	33,084	30,540	32,413
Last Year	29,075	33,919	31,773	30,518	31,422	32,262	36,457	36,311	37,578	38,057	36,476	32,546	34,011	36,704	34,002	32,930	32,768	31,303
Percent Change	17.0	8.2	7.0	7.9	4.3	-3.0	5.8	2.8	9.5	6.1	8.5	7.5	4.7	4.8	1.7	0.5	-6.8	3.5

Year To Date		
2022	2023	2024
63,684	64,071	62,953
49,458	63,684	64,071
28.8	0.6	-1.7

Running 12 Months		
2022	2023	2024
383,853	419,143	436,656
274,002	383,853	419,143
40.1	9.2	4.2

Revenue	2022				2023								2024					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	3,138,143	3,480,084	3,127,222	3,015,988	3,005,228	2,881,223	3,708,334	3,625,500	4,280,314	4,202,087	3,974,587	3,263,528	3,418,887	3,826,455	3,334,713	3,085,680	2,824,430	3,067,559
Last Year	2,596,035	3,097,926	2,822,684	2,595,007	2,649,260	2,879,902	3,318,772	3,422,644	3,702,323	3,855,696	3,475,140	2,940,395	3,138,143	3,480,084	3,127,222	3,015,988	3,005,228	2,881,223
Percent Change	20.9	12.3	10.8	16.2	13.4	0.0	11.7	5.9	15.6	9.0	14.4	11.0	8.9	10.0	6.6	2.3	-6.0	6.5

Year To Date		
2022	2023	2024
5,529,162	5,886,450	5,891,989
3,482,413	5,529,162	5,886,450
58.8	6.5	0.1

Running 12 Months		
2022	2023	2024
33,294,702	39,362,858	42,612,076
19,452,739	33,294,702	39,362,858
71.2	18.2	8.3

Census %	2022				2023								2024					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Census Rooms	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675
% Rooms Participants	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	88.9

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Tab 4 - Multi-Segmt: McKinney CVB

Currency: USD - US Dollar

McKinney CVB
For the Month of February 2024

Segment	February 2024												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	45.8	14.6	0.0	60.4	108.25	140.42	0.00	116.01	49.59	20.45	0.00	70.04	-1.3	-17.4	0.0	-5.8	0.1	0.5	0.0	-0.7	-1.3	-17.0	0.0	-6.4
Frisco, TX+	39.5	26.7	0.1	66.2	155.05	196.94	74.34	171.86	61.22	52.55	0.04	113.80	-11.5	40.3	32.5	4.0	3.9	12.0	4.6	9.3	-8.1	57.1	38.6	13.7
Plano, TX+	52.8	14.4	0.3	67.5	105.90	154.61	42.68	115.94	55.90	22.22	0.15	78.27	-5.3	2.4	623.8	-3.3	2.1	4.0	-23.6	2.8	-3.4	6.4	453.1	-0.6

Segment	Year To Date												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	45.1	12.9	0.0	58.0	107.29	140.24	0.00	114.61	48.42	18.11	0.00	66.53	-1.0	-21.7	0.0	-6.5	-1.5	1.9	0.0	-1.7	-2.5	-20.3	0.0	-8.1
Frisco, TX+	37.4	27.3	0.0	64.8	156.83	195.94	78.88	173.26	58.69	53.51	0.03	112.23	-15.4	41.2	-16.2	1.8	6.8	12.7	7.9	11.8	-9.6	59.1	-9.6	13.8
Plano, TX+	51.8	13.2	0.3	65.4	104.52	156.16	42.58	114.63	54.16	20.62	0.14	74.92	-3.9	-2.9	878.9	-3.3	2.2	5.2	-32.3	2.8	-1.8	2.2	562.5	-0.6

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: February 2024

	Current Month - February 2024 vs February 2023												Year to Date - February 2024 vs February 2023												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2023						Occ %		ADR		RevPAR		Percent Change from YTD 2023						Properties		Rooms	
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
McKinney, TX+	69.1	66.7	94.64	92.04	65.41	61.43	3.5	2.8	6.5	6.5	0.0	3.5	63.7	64.8	93.59	91.87	59.62	59.56	-1.7	1.9	0.1	0.1	0.0	-1.7	20	16	1675	1489
Tier 1+	69.8	67.0	121.27	114.69	84.69	76.85	4.2	5.7	10.2	10.2	0.0	4.2	65.4	64.3	119.46	115.02	78.08	73.98	1.6	3.9	5.5	5.5	0.0	1.6	7	6	748	702
Tier 2+	65.0	63.0	90.41	91.07	58.77	57.41	3.1	-0.7	2.4	2.4	0.0	3.1	59.9	63.0	88.15	91.03	52.76	57.32	-4.9	-3.2	-8.0	-8.0	0.0	-4.9	5	5	378	378
City of Georgetown, TX+	66.4	70.9	109.76	111.85	72.88	79.34	-6.4	-1.9	-8.1	1.3	10.3	3.3	62.9	65.2	109.00	110.47	68.54	72.05	-3.6	-1.3	-4.9	4.9	10.3	6.4	12	11	1038	1015
City of Edmond, OK+	54.1	54.2	82.89	79.35	44.80	43.01	-0.3	4.5	4.2	4.1	-0.1	-0.4	53.3	54.2	82.00	81.56	43.67	44.23	-1.8	0.5	-1.3	-1.4	-0.1	-1.9	14	9	1035	837
City of Allen, TX+	60.4	64.1	116.01	116.86	70.04	74.86	-5.8	-0.7	-6.4	-6.4	0.0	-5.8	58.0	62.1	114.61	116.56	66.53	72.39	-6.5	-1.7	-8.1	-8.1	0.0	-6.5	10	10	1330	1330
City of Plano, TX+	67.5	69.8	115.94	112.76	78.27	78.74	-3.3	2.8	-0.6	-0.6	0.0	-3.3	65.4	67.6	114.63	111.50	74.92	75.35	-3.3	2.8	-0.6	-0.6	0.0	-3.3	58	55	7199	6885
City of Frisco, TX+	66.2	63.7	171.86	157.17	113.80	100.07	4.0	9.3	13.7	28.7	13.2	17.7	64.8	63.6	173.26	154.99	112.23	98.62	1.8	11.8	13.8	28.8	13.2	15.2	29	28	4285	4275

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Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
 For the Month of February 2024

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2022												2023												2024											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
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