

STR MARKET PERFORMANCE – YEAR TO DATE (JAN-MAY 2026 VS PRIOR YEAR)

YTD OCCUPANCY

68.23%

▼ 2.63% vs LY

LY: 70.73%

YTD ADR

\$103.15

▲ 3.66% vs LY

LY: \$100.62

YTD REVPAR

\$70.38

▲ 0.93% vs LY

LY: \$71.17

ADR continues to hold firm at +3.66% year over year, and YTD RevPAR has turned positive at +0.93%. Occupancy is down modestly at -2.63% YTD. STR data reflects May 2026, reported two months in arrears.

HOTEL OCCUPANCY TAX REVENUE – CITY OF MCKINNEY*

MAY COLLECTIONS

\$325,208

▲ 7.39% vs LY

LY: \$302,824

MONTH VS PRIOR YEAR

+7.39%

▲ +\$22,384

YTD (OCT-MAY)

\$2,311,551

▲ 11.68% vs LY

LY: \$2,069,762

YTD VS PRIOR YEAR

+11.68%

▲ +\$241,789

* Hotel occupancy tax data is reported approximately two months in arrears. Data reflected here is through May 2026, presented on the July 2026 agenda.

EVENTS & COMMUNITY ENGAGEMENT

EVENTS, CONFERENCES & TRAININGS

- **July 21–24** Destinations International Annual Conference — Portland, OR
 - Aaron, Alisha, Sarah, Emily, and Tony attending.
- **Sept. 2–4** Destinations Texas Conference — Plano, TX
 - Aaron, Alisha, Sarah, Emily, Tony, and Paula attending.

UPCOMING COMMUNITY EVENTS

- **July 11** McKinney Chupacabras — Final Home Match vs. Texoma FC
 - Ron Poe Stadium, McKinney, TX — 7:30 p.m.
- **July 19** Marching Music Made in McKinney — Drumline Expo at TUPPS Brewery
 - 7:00 p.m.
- **July 20** DCI McKinney — Drum Corps International at MISD Stadium
 - 8:00 p.m.
- **America 250** — McKinney Celebrates 250 Years of American Independence
 - Visit McKinney launched a limited-edition America 250 Challenge Coin campaign running through July 31. Coins can be earned three ways: completing the America 250 Scavenger Hunt via the McKinney TX App, taking a guided Historic

Downtown Walking Tour, or finding hidden coins dropped around town via Visit McKinney's Instagram and Facebook.
Full details at visitmckinney.com/america250.

HOTEL DEVELOPMENT UPDATES

- AC Marriott — 137 rooms | Est. completion October 2026 | Under Construction
- Dual-Brand La Quinta / Hawthorn Suites — 103 rooms | Est. completion Summer 2026 | Under Construction
- Avid Hotel — 95 rooms | Est. completion TBD | Under Construction
- Cannon Beach Resort Hotel — 200 rooms | Est. completion TBD | Under Construction

SALES TRIPS & MISSIONS

- **TBD** Joint Austin Sales Mission with Sheraton McKinney

FY2026 SPONSORSHIPS & SUPPORTED GROUPS

SPORTS

- NCAA DII Football Championship
- Sports ETA Texas Tailgate Sponsorship
- Guardians DCI Team
- McKinney Chupacabras Travel Sponsor
- Marching Music Made in McKinney / DCI McKinney

COMMUNITY

- Chamber Award Dinner Sponsor
- State of the City

TRADE SHOWS & CONFERENCES

- Sports ETA
- Destinations Texas
- Texas Travel Alliance (TTA)
- Tarsus Connect
- Shaun Gladney Foundation — All Star EMS Conference