

Tab 5 - Multi-Segment: McKinney CVB

McKinney CVB

For the month of: August 2025

Current Month - August 2025 vs August 2024												
	Occ %		ADR		RevPAR		Percent Change from August 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
McKinney, TX+	69.7	67.3	95.46	95.30	66.50	64.10	3.6	0.2	3.7	15.1	11.0	15.0
Tier 1+	69.8	70.7	117.95	119.00	82.35	84.08	-1.2	-0.9	-2.1	22.3	24.9	23.4
Tier 2+	73.4	62.8	86.86	91.64	63.79	57.59	16.9	-5.2	10.8	10.8	0.0	16.9
Tier 3+	66.8	65.7	62.53	63.56	41.79	41.76	1.7	-1.6	0.1	-0.1	-0.2	1.5
City of Georgetown, TX+	57.9	60.0	104.74	113.39	60.67	68.05	-3.5	-7.6	-10.8	7.3	20.3	16.1
City of Allen, TX+	61.3	59.3	111.12	109.26	68.07	64.77	3.3	1.7	5.1	5.1	0.0	3.3
City of Plano, TX+	63.3	61.3	105.44	107.56	66.77	65.95	3.3	-2.0	1.2	2.4	1.1	4.5
City of Frisco, TX+	59.5	60.2	154.48	150.08	91.92	90.37	-1.2	2.9	1.7	10.6	8.7	7.4