

VISIT MCKINNEY

Monthly Performance Report

May & June 2026

Fiscal Year 2026 | 75% of FY complete through June

Source: McKinney CVB internal reports, City of McKinney HOT collections, and STR data. Unaudited.

Operating Statement

MONTHLY BUDGET: \$145,772 REVENUE / \$143,648 EXPENSE

MAY 2026 · 67% OF FY

REVENUES	MONTHLY	YTD	% RCVD
Hotel/Motel Transfers	\$141,833	\$1,134,667	66.7%
MCVB Store Revenue	\$5,006	\$35,745	80.8%
Total Revenues	\$147,058	\$1,171,438	67.0%

EXPENSES	MONTHLY	YTD	% SPENT
Personnel	\$52,167	\$503,857	64.6%
Supplies	\$294	\$6,207	37.9%
Merchandise Purchases	\$3,607	\$20,661	41.3%
Services/Sundry	\$50,549	\$475,033	54.5%
Total Expenses	\$106,981	\$1,019,895	59.2%

JUNE 2026 · 75% OF FY

REVENUES	MONTHLY	YTD	% RCVD
Hotel/Motel Transfers	\$141,833	\$1,276,500	75.0%
MCVB Store Revenue	\$5,612	\$41,357	93.4%
Total Revenues	\$147,581	\$1,319,019	75.4%

EXPENSES	MONTHLY	YTD	% SPENT
Personnel	\$52,212	\$556,068	71.3%
Supplies	\$605	\$6,812	41.6%
Merchandise Purchases	\$2,245	\$22,907	45.8%
Services/Sundry	\$61,616	\$536,649	61.5%
Total Expenses	\$117,041	\$1,136,937	66.0%

NET

Monthly \$40,078

YTD \$151,542

NET

Monthly \$30,540

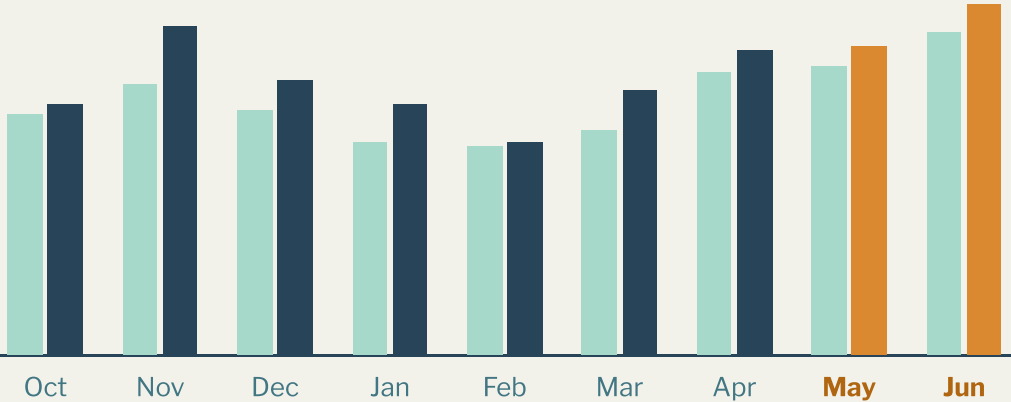
YTD \$182,082

Unaudited. Hotel/Motel monthly transfers based on annual budget of \$1,702,000 ÷ 12. FY26 projected ending fund balance: \$39,339.

Hotel Occupancy Tax Revenue

YEAR OVER YEAR · THROUGH JUNE 2026

FY25 FY26 FY26 reporting months



MONTH	FY26	VS FY25	HOTELS / STRS
Oct	\$263,195	+4.2%	21 / 17
Nov	\$346,276	+22.0%	22 / 20
Dec	\$289,747	+13.0%	22 / 23
Jan	\$264,106	+18.1%	22 / 27
Feb	\$224,597	+2.7%	22 / 12
Mar	\$278,358	+18.3%	22 / 14
Apr	\$320,064	+7.9%	22 / 18
May	\$325,208	+7.4%	22 / 14
Jun	\$369,464	+8.6%	21 / 13

Amounts paid to the City of McKinney, excluding outstanding receivables. Collections report one month in arrears.

YEAR TO DATE

\$2,681,015

FY25: \$2,409,953 · **+\$271,062 / +11.25%**

McKinney STR Performance

MAY & JUNE 2026 VS PRIOR YEAR

MAY 2026

OCCUPANCY
Prior year 76.9%
75.7%
-1.5%

ADR
Prior year \$107.33
\$112.92
+5.2%

REVPAR
Prior year \$82.52
\$85.52
+3.6%

JUNE 2026

OCCUPANCY
Prior year 77.9%
76.2%
-2.1%

ADR
Prior year \$107.90
\$115.33
+6.9%

REVPAR
Prior year \$84.02
\$87.89
+4.6%

YEAR TO DATE THROUGH MAY

Occupancy 68.2%
-2.6%

ADR \$103.15
+3.7%

RevPAR \$70.38
+0.9%

YEAR TO DATE THROUGH JUNE

Occupancy 69.5%
-2.6%

ADR \$105.40
+4.3%

RevPAR \$73.28
+1.6%

Source: STR McKinney CVB Report. 22 census properties, 1,868 rooms. Year to date is calendar year to date.

Top Properties by HOT Revenue

COLLECTIONS REPORT ONE MONTH IN ARREARS

APRIL 2026 SALES \$325,208 total · 22 hotels / 14 STRs

PROPERTY	OCC	HOT PAID
Airbnb Inc.	—	\$47,650
Sheraton	70.2%	\$41,482
Fairfield Inn	90.1%	\$25,753
SpringHill Suites	77.2%	\$21,773
Home2 Suites	78.0%	\$21,477
Denizen Hotel	62.4%	\$19,247
Hampton Inn	80.1%	\$16,157
Holiday Inn	63.5%	\$14,417
Holiday Inn Express	79.0%	\$13,302
Tru by Hilton	69.1%	\$12,389
TownePlace Suites	64.2%	\$11,147

Top 11 properties: \$244,793 · 75% of collections

MAY 2026 SALES \$369,464 total · 21 hotels / 13 STRs

PROPERTY	OCC	HOT PAID
Airbnb Inc.	—	\$56,150
Sheraton	78.3%	\$52,856
Denizen Hotel	67.2%	\$25,608
Fairfield Inn	86.5%	\$25,250
SpringHill Suites	73.9%	\$25,225
Home2 Suites	85.9%	\$22,836
Holiday Inn	64.9%	\$16,892
Holiday Inn Express	80.9%	\$16,463
Tru by Hilton	76.1%	\$16,104
TownePlace Suites	73.6%	\$15,745
Best Western	—	\$12,791

Top 11 properties: \$285,921 · 77% of collections

Source: McKinney CVB Monthly Occupancy Report. Occupancy shown as reported; a dash indicates no room-night data submitted.

Competitive Set

OCCUPANCY, ADR & REVPAR VS PRIOR YEAR

MARKET	MAY 2026			JUNE 2026		
	OCC	ADR	REVPAR	OCC	ADR	REVPAR
McKinney	75.7% -1.5%	\$112.92 +5.2%	\$85.52 +3.6%	76.2% -2.1%	\$115.33 +6.9%	\$87.89 +4.6%
Georgetown	61.8% -2.6%	\$111.08 -3.5%	\$68.66 -6.0%	62.6% +7.1%	\$107.99 +1.0%	\$67.58 +8.1%
Allen	69.2% -0.4%	\$130.07 +4.4%	\$89.98 +4.0%	69.2% -4.8%	\$133.08 +5.3%	\$92.14 +0.2%
Plano	69.3% -1.5%	\$117.42 +2.6%	\$81.42 +1.1%	69.8% -3.5%	\$126.74 +11.0%	\$88.44 +7.1%
Frisco	71.3% +3.4%	\$189.91 +3.6%	\$135.41 +7.0%	71.3% -2.3%	\$192.59 +7.9%	\$137.28 +5.5%

Source: STR McKinney CVB Report, May and June 2026. Percentages are change against the same month one year prior. Unaudited.