#### Date Created: Apr 17, 2024

#### McKinney CVB

For the Month of March 2024



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International Headquarters T:+44 (0)207 922 1930 industryinfo@str.com www.str.com



2023

39,722,990

33,993,762

16.9

33,993,762

20,424,214

66.4

2024

42,654,582

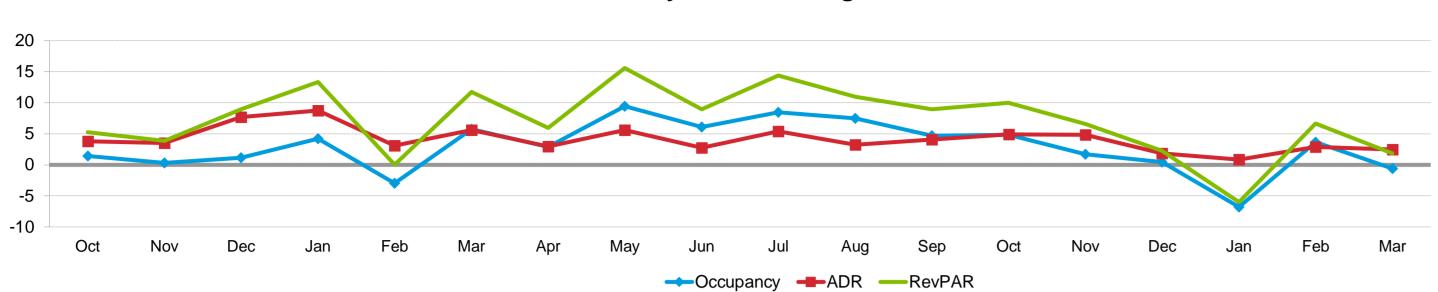
39,722,990

7.4

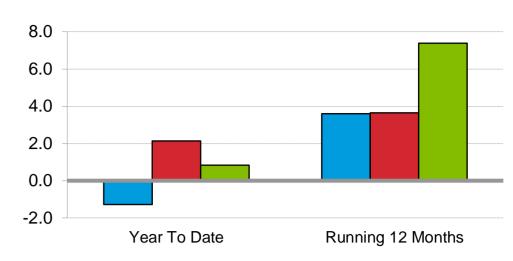
McKinney CVB

For the Month of March 2024

### **Monthly Percent Change**



### **Overall Percent Change**



Occupancy	ADR	RevP

Accuracy (9/)		2022							20	023							2024			Year To Date		Ru	nning 12 Months	.s
occupancy (%)	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024	2022	2023	2024
This Year	70.7	67.7	63.4	63.1	66.8	74.3	74.3	79.2	80.3	76.2	67.4	70.9	74.1	68.8	63.7	58.8	69.2	73.8	66.4	68.1	67.2	66.4	68.9	71.4
Last Year	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4	75.7	70.3	62.7	67.7	70.7	67.7	63.4	63.1	66.8	74.3	58.9	66.4	68.1	49.9	66.4	68.9
Percent Change	1.4	0.3	1.1	4.3	-3.0	5.8	2.9	9.4	6.1	8.5	7.5	4.7	4.8	1.7	0.5	-6.8	3.7	-0.6	12.8	2.5	-1.3	32.9	3.8	3.6
ADR		2022							20	023							2024			Year To Date			nning 12 Months	
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024	2022	2023	2024
This Year	94.79	91.96	91.58	91.69	92.02	96.14	97.06	104.05	104.09	100.43	93.27	95.99	99.46	96.40	93.25	92.46	94.66	98.55	88.34	93.46	95.47	87.99	94.35	97.78
Last Year	91.32	88.82	85.02	84.30	89.25	91.02	94.24	98.51	101.30	95.26	90.33	92.25	94.79	91.96	91.58	91.69	92.02	96.14	73.03	88.34	93.46	71.38	87.99	94.35
Percent Change	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	2.9	2.5	21.0	5.8	2.1	23.3	7.2	3.6
				1															1					
RevPAR		2022								023							2024			Year To Date			nning 12 Months	
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024	2022	2023	2024
This Year	67.00	62.23	58.08	57.85	61.43	71.40	72.14	82.43	83.61	76.54	62.85	68.03	73.69	66.34	59.41	54.39	65.50	72.74	58.69	63.63	64.17	58.39	65.01	69.81
Last Year	63.63	59.91	53.31	51.03	61.41	63.91	68.09	71.31	76.71	66.93	56.63	62.44	67.00	62.23	58.08	57.85	61.43	71.40	43.01	58.69	63.63	35.64	58.39	65.01
Percent Change	5.3	3.9	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	6.6	1.9	36.5	8.4	0.8	63.8	11.3	7.4
		2022							20	023							2024		1	Year To Date		Pu	nning 12 Months	
Supply	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024	2022	2023	2024
This Year	51,894	50,220	51,894	51,894	46,872	51,894	50,220	51,894	50,220	51,894	51,894	50,220	51,894	50,220	51,894	51,894	46,872	51,894	150,660	150,660	150,660	582,135	611,010	611,010
Last Year	48,639	47,070	48,639	51,894	46,872	51,894	50,220	51,894	50,220	51,894	51,894	50,220	51,894	50,220	51,894	51,894	46,872	51,894	141,300	150,660	150,660	573,050	582,135	611,010
Percent Change	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	0.0	6.6	0.0	0.0	1.6	5.0	0.0
r oreent emange		<u> </u>	<u> </u>	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	0.0	0.0	0.0	0.0			
Demand		2022							20	023							2024			Year To Date		Ru	nning 12 Months	
Demand	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024	2022	2023	2024
This Year	36,681	33,987	32,911	32,745	31,288	38,538	37,326	41,111	40,338	39,547	34,968	35,593	38,447	34,558	33,061	30,524	32,434	38,302	100,096	102,571	101,260	386,318	421,011	436,209
Last Year	33,893	31,749	30,499	31,410	32,248	36,438	36,286	37,562	38,031	36,458	32,531	33,993	36,681	33,987	32,911	32,745	31,288	38,538	83,211	100,096	102,571	286,148	386,318	421,011
Percent Change	8.2	7.0	7.9	4.3	-3.0	5.8	2.9	9.4	6.1	8.5	7.5	4.7	4.8	1.7	0.5	-6.8	3.7	-0.6	20.3	2.5	-1.3	35.0	9.0	3.6

A blank row indicates insufficient data.

% Rooms Participants

Percent Change

Census Props

Census Rooms

Census %

This Year 3,477,085

Last Year 3,095,047

3,125,419

2,820,080

10.8

2022

Nov

20

1674

3,013,825

2,593,025

16.2

Dec

20

1674

2,647,946

13.4

20

1674

93.5

2,878,293

0.0

20

1674

3,316,555

11.7

20

1674

3,419,610

5.9

20

1674

3,700,345

15.6

20

1674

3,852,487

9.0

20

1674

93.5

3,473,029

2023

14.4

20

1674

93.5

2,938,646

11.0

20

1674

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3,135,958

8.9

20

1674

93.5

3,477,085

10.0

Oct

20

1674

3,125,419

6.6

20

1674

3,082,997

3,013,825

2.3

Dec

20

1674

93.5

2,822,310

3,002,257

-6.0

20

1674

3,070,305

2,879,258

6.6

20

3,774,611

3,705,071

1.9

Mar

20

1674

8,842,794

6,076,628

45.5

9,586,586

8,842,794

8.4

9,667,226

9,586,586

#### Tab 3 - Response McKinney, TX+

McKinney CVB

For the Month of March 2024

								2022							202	3							2024							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		ng in ms	J F	MA	М	J	I A	s o	N C	J	F M	A	ИЈ	J	s	0 1	I D	JF	M	A	1 J	J	A S	; o	N [
53019	American Inn	McKinney, TX	75069	Jan 2021	Jun 2000	26																								
44347	Best Western Plus McKinney Inn & Suites	McKinney, TX	75069	Jan 2011	Mar 2002	68	-	•  •	• •	•	• •	•  •	•  •	• •	•  •	•  •	• •	•	• •	•	• •	•	•  •	•						
59429	Grand Hotel McKinney	McKinney, TX	75069	Jan 2008	Jan 2008	45																								
63863	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75069	Jun 2015	Jun 2015	79		•  •	• •	•	• •	•	•  •	• •	•	•	•	•	• •	•	• •	•	• •	•						
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																								
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58	-	• •	• •	•	• •	•	•  •	• •	•	•	•	•	• •	•	• •	•	•  •	•						
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75069	Feb 2016	Feb 2016	88	-	• •	• •	•	•	•	•	• •	•	•	• •	•	• •	•	•	•	• •	•						
80565	Avid Dallas North - McKinney	McKinney, TX	75070		U/C	95																								
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63	-	• •	• •	•	•	•	•	• •	•	•	• •	•	• •	•	•	•	• •	•						
25797	Days Inn McKinney	McKinney, TX	75070	Jun 1998	Nov 1986	76		• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	•	•						
33940	Econo Lodge Inn & Suites McKinney	McKinney, TX	75070	Jul 2018	Jan 1997	55	-	• •	• •	•	•	•	•	• •	•	•	• •	•	• •	•	•	•	• •	•						
65121	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80		• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	• •	•						
57611	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008	Sep 2008	99		• •	• •	•	• •		•	• •		•	• •	•	• •	•	• •	•	• •	•						
66780	Home2 Suites by Hilton McKinney	McKinney, TX	75070	Jul 2019	Jul 2019	107		• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	• •	•						
60374	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79		• •	• •	•	• •		•	• •		•	• •	•	• •	•	• •	•	• •	•						
1109	Red Roof Inn McKinney	McKinney, TX	75070	Jun 2021	Feb 1981	100		• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	• •	•						
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187		• •	• •	•	• •	•	•	• •		•	• •	•	• •	•	• •	•	• •	•						
67358	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019	Sep 2019	125		• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	• •	•						
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75		• •	• •	•	• •		•	• •		•	• •	•	• •	•	•	•	• •	•						
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																								
75960	Fairfield Inn & Suites Dallas McKinney	McKinney, TX	75071	Jan 2022	Jan 2022	105		• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	• •	•						
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121		• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	• •	•						
	·		Total Prope	erties:	22	1853		○ - N	lonthl	y data	a rec	eived	by ST	R		-	-													

o - Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

 <sup>-</sup> Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

# Tab 4 - Multi-Segmt: McKinney CVB

For the Month of March 2024

					N	March 202	4					
	Ос	cupancy	(%)			ADR				RevPAR		
Segment	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	50.0	14.1	0.0	64.1	112.00	142.78	0.00	118.77	55.98	20.13	0.00	76.11
Frisco, TX+	47.2	23.3	0.0	70.6	157.92	201.55	73.81	172.27	74.61	46.94	0.03	121.58
Plano, TX+	59.5	11.9	0.4	71.8	105.18	150.24	46.24	112.32	62.62	17.81	0.17	80.60

				Per	cent Cha	nge					
Ос	cupancy	(%)			ADR				RevPAR		
Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
-5.2	-13.6	0.0	-7.2	-2.2	7.8	0.0	0.1	-7.3	-6.8	0.0	-7.1
-5.6	8.2	-12.4	-1.5	4.4	19.5	-1.5	10.1	-1.5	29.3	-13.7	8.5
-1.8	-12.6	1221.6	-3.3	0.1	1.0	-46.0	-0.6	-1.6	-11.8	614.1	-3.9

Currency: USD - US Dollar

					Υ	ear To Da	te					
	Ос	cupancy	(%)			ADR				RevPAR		
Segment	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	46.8	13.3	0.0	60.1	109.02	141.17	0.00	116.14	51.03	18.80	0.00	69.83
Frisco, TX+	40.8	25.9	0.0	66.8	157.26	197.67	77.05	172.90	64.17	51.25	0.03	115.45
Plano, TX+	54.5	12.7	0.3	67.6	104.75	154.23	43.91	113.76	57.08	19.65	0.15	76.89

				Per	cent Cha	nge					
Ос	cupancy	(%)			ADR				RevPAR		
Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
-2.6	-19.0	0.0	-6.8	-1.8	3.9	0.0	-1.0	-4.4	-15.8	0.0	-7.7
-11.8	29.0	-14.9	0.6	5.9	15.0	4.5	11.2	-6.5	48.3	-11.1	11.8
-3.1	-6.2	982.0	-3.3	1.4	3.8	-37.0	1.5	-1.7	-2.6	581.6	-1.8

#### A blank row indicates insufficient data.

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McKinney CVB

For the month of: March 2024

				Cu	rrent Month	- March 202	24 vs Mar	ch 2023								Y	ear to Date -	March 202	4 vs Marc	h 2023						Part	icipation	
	Осс	%	AD	R	RevP	AR	F	Percent C	hange fi	rom Marc	h 2023		Осс	%	AD	R	RevP	AR		Percent	t Change	from YTI	2023		Prope	rties	Roo	ms
										Room	Room	Room										Room	Room	Room				
	2024	2023	2024	2023	2024	2023	Осс	ADR	RevPAR	Rev	Avail	Sold	2024	2023	2024	2023	2024	2023	Осс	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
McKinney, TX+	73.8	74.3	98.55	96.14	72.74	71.40	-0.6	2.5	1.9	1.9	0.0	-0.6	67.2	68.1	95.47	93.46	64.17	63.63	-1.3	2.1	8.0	0.8	0.0	-1.3	20	17	1674	1565
Tier 1+	76.7	73.5	122.93	120.27	94.31	88.37	4.4	2.2	6.7	6.7	0.0	4.4	69.3	67.5	120.78	116.98	83.73	78.93	2.7	3.3	6.1	6.1	0.0	2.7	7	6	747	702
Tier 2+	75.3	77.4	94.61	93.80	71.28	72.64	-2.7	0.9	-1.9	-1.9	0.0	-2.7	65.2	68.0	90.72	92.11	59.14	62.60	-4.1	-1.5	-5.5	-5.5	0.0	-4.1	5	5	378	378
Tier 3+	68.8	73.1	64.52	64.87	44.39	47.45	-5.9	-0.5	-6.5	-6.5	0.0	-5.9	65.7	69.0	62.39	63.09	41.01	43.53	-4.7	-1.1	-5.8	-5.8	0.0	-4.7	8	6	549	485
City of Georgetown, TX+	66.1	75.2	112.71	121.77	74.56	91.57	-12.0	-7.4	-18.6	-10.2	10.3	-3.0	64.0	68.7	110.31	114.73	70.62	78.77	-6.8	-3.9	-10.4	-1.1	10.3	2.8	12	11	1038	1015
City of Allen, TX+	64.1	69.0	118.77	118.70	76.11	81.96	-7.2	0.1	-7.1	-7.1	0.0	-7.2	60.1	64.5	116.14	117.35	69.83	75.68	-6.8	-1.0	-7.7	-7.7	0.0	-6.8	10	10	1330	1330
City of Plano, TX+	71.8	74.2	112.32	113.02	80.60	83.87	-3.3	-0.6	-3.9	-3.9	0.0	-3.3	67.6	69.9	113.76	112.06	76.89	78.28	-3.3	1.5	-1.8	-1.8	0.0	-3.3	58	55	7199	6885
City of Frisco, TX+	70.6	71.6	172.27	156.45	121.58	112.09	-1.5	10.1	8.5	22.8	13.2	11.5	66.8	66.4	172.90	155.53	115.45	103.26	0.6	11.2	11.8	26.6	13.2	13.9	29	28	4285	4275

#### A blank row indicates insufficient data.

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#### Tab 6 - Response Tier 1+: McKinney CVB

McKinney CVB

For the Month of March 2024

								2022							2023	}						2	2024						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		МА	M	JJ	AS	o	N D	J	- м	A M	IJ	JA	s	O N	D	J F	- м	AN	ı J	JA	s c	N D
59429	Grand Hotel McKinney	McKinney, TX	75069	Jan 2008	Jan 2008	45																							
63863	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75069	Jun 2015	Jun 2015	79		• •	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	•	• •	•	• •	•					
57611	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008	Sep 2008	99		• •	•	•	•	• •		• •	•	•	• •	•	•	•	• •		• •	•					
66780	Home2 Suites by Hilton McKinney	McKinney, TX	75070	Jul 2019	Jul 2019	107		• •	•	•	• •	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•					
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187		• •	• •	•	• •	• •		• •	• •	•	• •	•	• •	•	• •	•	•  •	•					
67358	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019	Sep 2019	125		• •	•	•	• •	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•					
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																							
75960	Fairfield Inn & Suites Dallas McKinney	McKinney, TX	75071	Jan 2022	Jan 2022	105		• •	•	•	• •	•	•	• •	•	•	• •	•	•	•	• •	•	• •	•					
			Total Prope	rties:	8	831		o - N	lonthly	/ data	rece	ived b	y STI	R															

A blank row indicates insufficient data.

<sup>-</sup> Monthly data received by STR
- Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

### Tab 7 - Response Tier 2+: McKinney CVB

McKinney CVB

For the Month of March 2024

								2022							2	023							7	2024							
							Chg in											$\top$									$\Box$	$\Box$	$\Box$		$\top$
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	=   M	AM	J	J A	S   C	) N	D,	J F	M	A M	] J	J A	S	O N	D	J F	:   M	<b>A</b>   [	M J	<u> </u>	A S	0	N D
44347	Best Western Plus McKinney Inn & Suites	McKinney, TX	75069	Jan 2011	Mar 2002	68		• •	•	• •	•	• •	• •	•	• •	•	• •	•	• •	•	•	•	• (	•	•						
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75069	Feb 2016	Feb 2016	88		• •	•	• •	•	• •	• •	•	• •	•	• •	•	• •	•	•	•	• 6	•	•						
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63		• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•	•	• 6	•	•						
65121	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80		• •	•	• •	•	• •	• •	•	• •	•	• •	•	• •	•	•	•	• 6	•	•						
60374	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79		• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•	•	• 6	•	•						
			Total Prope	erties:	5	378		o - I	Mont	hly da	ta red	ceive	d by S	STR																	
								• - I	Mont	hly ar	nd dai	ly dat	a rec	eived	by S	TR															
								Diami	l. NI.			الممنا	ОТ	D	-																

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

A blank row indicates insufficient data.

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### Tab 8 - Response City of Georgetown, TX: McKinney CVB

McKinney CVB

For the Month of March 2024

						2	022						2	023							202	4					
STR Code Name of Establishment	City & State	Zip Code	Aff Date	Open Date		Chg in Rms	J F	мА	мЈ	J	A S	o N	D,	J F	мА	M	JJ	AS	6 0	N C	J	FM	A	/ J	JA	sc	N D
39098 Best Western Plus Georgetown Inn & Suites	Georgetown, TX	78626	Dec 2012	Oct 1999	76	•	•	• •	• •	•	• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •					
54107 Comfort Suites Georgetown	Georgetown, TX	78626	Nov 2005	Nov 2005	69	•	•   •	• •	• •	•	• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •					
77252 Fairfield Inn & Suites Austin Georgetown	Georgetown, TX	78626	Apr 2023	Apr 2023	96										•	•	•	• •	•	• •	•	• •					
64136 Hampton Inn & Suites Georgetown/Austin North	Georgetown, TX	78626	May 2020	Jul 2015	78	•	•	• •	• •	•	• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •					
72842 Parkway Motel	Georgetown, TX	78626	Jan 1940	Jan 1940	23																						
80671 Residence Inn by Marriott Georgetown	Georgetown, TX	78626		U/C	110																						
59935 Candlewood Suites Georgetown	Georgetown, TX	78628	Nov 2011	Nov 2011	71	•		• •	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	• •					
26603 Days Inn Georgetown	Georgetown, TX	78628	Dec 2016	Dec 1985	98	•	•	• •	• •	•	• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •					
60413 Holiday Inn Express & Suites Georgetown	Georgetown, TX	78628	Aug 2010	Aug 2010	74	•	•	• •	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	• •					
80533 Home2 Suites by Hilton Georgetown Austin North	Georgetown, TX	78628		U/C	107																						
6130 Motel 6 Georgetown	Georgetown, TX	78628	Aug 2017	Jan 1985	54	Y	•	• •	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	• •					
19977 Rodeway Inn Georgetown	Georgetown, TX	78628	May 2019	Jun 1963	58	•	•	• •	• •	•	• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •					
64795 Sheraton Austin Georgetown Hotel & Conference Center	Georgetown, TX	78628	Jul 2016	Jul 2016	222	•	•	• •	• •	•	• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •					
69466 WoodSpring Suites Austin Georgetown	Georgetown, TX	78628	Jun 2020	Jun 2020	119	•		• •	• •	•	• •	• •	• •	•	• •	•	•	• •	•	• •	•	• •					
		Total Prope	erties:	14	1255	0	- M	onthly	data	eceiv	ed by	STR															

o - Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

Tab 9 - Response Plano, TX+: McKinney CVB

McKinney CVB

For the Month of March 2024

								022									202	23									202	4								
STR Code	Name of Establishment	City & State	Zip Code		Open Date	Rooms	Chg in Rms J	F	МА	М	J	J	A	s c	N	D	J	F	МА	М	J	J	A S	0	N	D	J	F	M .	АГ	м.	J,	J /	A S	; O	N
		Plano, TX	75023		Sep 2019	81	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	•							
		Plano, TX	75023	Jan 2016	Jan 2016	109	•	•	• •	•	•	•	•	•	•	•	•	• •	•	•	•	• •	•	•	•	•	•	• •	•						_	
	•	Plano, TX	75023		Aug 2021	97	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						4	
		Plano, TX	75023	,	Mar 1999	135 150	•	•	• •	•	•	•	•	•	•	•	•	• •	•	•	•	• •	•	•	•	•	•	• (	•							
	Legacy Central Hotel Plano Inn & Suites	Plano, TX	75023		U/C Dec 1996	122																														
-		Plano, TX Plano, TX	75023 75023	Sep 2009	U/C	98																														
	aloft Hotel Plano	Plano, TX	75023	Nov 2008	Nov 2008	136																														
		Plano, TX	75024		Nov 2006	129	•		• •						•								•													
	Courtyard Dallas Plano In Legacy Park	Plano, TX	75024		Dec 1998	153																			•											
	,	Plano, TX	75024	Dec 1996	U/C	124	•	•	• •	•	•	•	•	•	•	•		'	•	•	•	•	•	•	•	•	• '	'								
		Plano, TX	75024	May 2019	May 2019	124																														
		Plano, TX	75024		Aug 2016	106	-																													
	•	Plano, TX	75024		Aug 2016 Aug 2014	299																													4	
		Plano, TX	75024		Dec 2018	127	-																													
	• • • • • • • • • • • • • • • • • • • •	Plano, TX	75024	Apr 2022	Mar 2019	21																													4	
	<del>-</del> •	Plano, TX	75024		Feb 2001	417																														
	NYLO Dallas Plano Hotel, Tapestry Collection by Hilton	Plano, TX	75024	Dec 2018	Dec 2007	176																														
	· · ·	Plano, TX	75024	Jul 2017	Jul 2017	304																														
	• • • • • • • • • • • • • • • • • • • •	Plano, TX	75024	Oct 1998	Oct 1998	126										_																				
	· ,	Plano, TX	75024		Nov 2018	234	v									•																				
	•	Plano, TX	75024		Sep 1998	122	'																													
	SpringHill Suites Dallas Plano/Frisco	Plano, TX	75024	Mar 2015	Mar 2015	152																														
	, •	Plano, TX	75024	Jun 2015	Jun 2015	101																														
	StayOvr Legacy West	Plano, TX	75024	Jul 2017	Jul 2017	55			•	-			•	_	_			`	•			'			•			`								
		Plano, TX	75024	Jan 2000	Jan 2000	104																													4	
		Plano, TX	75074		Oct 1987	97																														
	•	Plano, TX	75074	Jul 2009	Jul 2009	92																														
		Plano, TX	75074	May 2008	May 2008	76						•																								
		Plano, TX	75074		Oct 2016	132																														
	•	Plano, TX	75074	Oct 2022	Jun 1984	137	Y .								Ť			`					Ť					`								
		Plano, TX	75074		Dec 2014	114	'																				•									
	' '	Plano, TX	75074	May 2020	Jul 2018	101	1 1	•		1 '	1 '														•											
	•	Plano, TX	75074		Oct 2022	105																														
	•	Plano, TX	75074		Jan 2019	122									•	•	•			•	•		•		•	•	•									
	•	Plano, TX	75074		Mar 2018	125					•	•				•	•			•	•			•	•	•	•									
	•	Plano, TX	75074		Sep 2003	108	•	•	•	•	•	•	•		•	•	•	•		•	•			•	•	•	•									
	•	Plano, TX	75074		Jun 1985	113		•	•	•	•	•	•		•	•	•			•	•			•	•	•	•									
		Plano, TX	75074		May 1983	89					•	•									•	•			•	•										
	•	Plano, TX	75074		Sep 1980	111		•	•	•	•		•			•	•			•	•			•	•	•	•									
		Plano, TX	75074	Jan 2017	Jan 2017	129			•		•	•				•	•	•		•	•	•		•	•	•	•									
		Plano, TX	75074	Jul 2017	Jul 2017	91			•	•	•		•			•	•					•		•	•											
		Plano, TX	75074	Jan 1996	Jan 1996	102	•	•	•	•	•	•	•		•	•	•	•		•	•			•	•	•	•	•	•							
	SureStay Plus by Best Western Plano	Plano, TX	75074	Jun 2022	Aug 1995	85	•			•	•		•		•	•	•	•		•	•			•	•	•	•									
	•	Plano, TX	75074		Dec 2019	86	•			•	•	•	•		•	•	•	•		•	•	•	•	•	•	•	•		•							
		Plano, TX	75074	Jun 2019	Jun 2019	122	•		•	•	•	•	•		•	•	•	•		•	•	•	•	•	•	•			•							
		Plano, TX	75075	Jan 1997	Jan 1997	62	•		•	•	•	•			•	•	•	•		•	•	•	•	•	•	•	•	•	•							
	•	Plano, TX	75075	Mar 2018	Mar 2018	121	•				•				•	•	•			•	•			•	•	•										
		Plano, TX	75075		Mar 2007	112		•	•	•	•	•	•		•	•	•	•		•	•	•	•	•	•	•	•		•							
	•	Plano, TX	75093		Dec 1997	0																														
		Plano, TX	75093	Dec 2022	Jul 1996	131											•	•		•	•		•	•	•	•	•									
		Plano, TX	75093		May 1988	149	•			•	•	•	•		•	•	•			•	•			•		•										
	•	Plano, TX	75093		Sep 1996	97		•	• •	•	•	•			•	•	•	•		•	•		•	•	•	•	•		•							
	•	Plano, TX	75093	Aug 2013	May 1999	123	•	•	•	•	•	•	•		•	•	•	•		•	•	•	•	•	•	•	•									
	•	Plano, TX	75093		Feb 1997	99	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
		Plano, TX	75093	Jul 2000	Jul 2000	80	•	•	• •	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
	· · · · · · · · · · · · · · · · · · ·	Plano, TX	75093		Apr 1997	99	•		•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
	•	Plano, TX	75093	May 2007	Sep 1998	127	•		•	•	•	•	•		•	•	•	•		•	•	•	•	•	•	•	•									
	•	Plano, TX	75093	Jan 1998	Jan 1998	129	•		•	•	•	•	•		•	•	•	•		•	•	•	•	•	•	•	•	•	•							
35666	, ,	Plano, TX	75093		Apr 1994	98	•	•	• •	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
	Molei o West Fiano - Fiisco			, ,			1.								- 1											- 1					100		1		1	_
29685		Plano, TX	75093	Feb 2018	Dec 1994	64	•	•	• •	•	•	•	•	•	•	•	•	• •	•	•	•	• •	•	•	•	•	•	•	•							
29685 30570	Quality Inn West Plano - Dallas		75093 75093	Feb 2018 Mar 2014		64 145	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							

- Monthly data received by STR
- Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

### Tab 9 - Response Plano, TX+: McKinney CVB

McKinney CVB

For the Month of March 2024

				2022	2023	2024	
				Chg in			
STR Code	Name of Establishment	City & State	Zip Code Aff Date Open Date Rooms	Rms JFMAMJ	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

A blank row indicates insufficient data.

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### Tab 10 - Response Allen, TX+: McKinney CVB

McKinney CVB

For the Month of March 2024

								2022							2023							2	024						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		M A	M	JJ	A	8 0	N D	J F	M	A M	J,	JA	s	o N	D,	I F	M A	M	JJ	A	s o	N D
59761	Courtyard Dallas Allen At Allen Event Center	Allen, TX	75002	Jan 2010	Jan 2010	228		• •	• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•					
54760	Hampton Inn & Suites-Dallas Allen	Allen, TX	75013	Aug 2006	Aug 2006	103		• •	• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	• •	•	•					
44891	Hilton Garden Inn Dallas/Allen	Allen, TX	75013	Aug 2002	Aug 2002	150		• •	• •		• •	• •		• •	• •	•	•	• •	•	• •	•	• •	•	•					
54270	Holiday Inn Express & Suites Dallas NE Allen	Allen, TX	75013	Jun 2006	Jun 2006	87		• •	• •		• •	• •		• •	• •	•	•	• •	•	• •	•	•	•	•					
60179	Homewood Suites by Hilton Dallas Allen	Allen, TX	75013	Feb 2010	Feb 2010	114		• •	• •		• •	• •		• •	• •	•	•	• •	•	• •	•	• •	•	•					
	Hyatt Place Dallas Allen	Allen, TX	75013	Jun 2017	Jun 2017	104		• •	• •		•  •	• •	•  ·	•  •	• •	•	•	• •	•	•  •	•	•	•	•					
58475	La Quinta Inns & Suites Allen at The Village	Allen, TX	75013	Dec 2008	Dec 2008	90		• •	• •		• •	• •		• •	• •	•	•	• •	•	• •	•	• •	•	•					
67569	Marriott Dallas Allen Hotel & Convention Center	Allen, TX	75013	Aug 2021	Jan 2019	300		• •	• •	•	• •	• •	•	• •	• •	•	•	• •	•	• •	•	•	•	•					
33379	Quality Inn Allen - Plano East	Allen, TX	75013	Sep 2015	Jul 1996	59		• •	• •	•	• •	• •		• •	• •	•	•	• •	•	• •	•	• •	•	•					
75591	Staybridge Suites Allen, TX	Allen, TX	75013		U/C	90																							
69052	Tru by Hilton Allen Dallas	Allen, TX	75013	Sep 2020	Sep 2020	95		• •	• •	•	• •	• •		• •	• •	•	•	• •	•	• •	•	• •	•	•					
			Total Prope	erties:	11	1420		o - N	1onthl	y data	rece	eived b	y STI	3															

 <sup>-</sup> Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

 <sup>-</sup> Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

### Tab 11 - Response Frisco, TX+: McKinney CVB

McKinney CVB

For the Month of March 2024

							202	22							20	23								2024	4							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms Rms	- 1	F M	I A	м.	JJ	A	s o	N	D J	F	МА	М	JJ	A	s	o N	D	J	FN	N A	M	J	J	AS	0 1	ı D
67755	Candlewood Suites Dallas-Frisco NW Toyota Ctr	Frisco, TX	75033	Apr 2019	Apr 2019	83	•	• •	•	• •	•	•	•	• •	•	• (	•	•	•	•	• •	•	•	• •	•							
57724	Comfort Suites Frisco	Frisco, TX	75033	Nov 2008	Nov 2008	109	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•	,						
75804	Courtyard Dallas Frisco	Frisco, TX	75033		U/C	148																										
63462	Hampton by Hilton Inn & Suites Dallas/Frisco North - Fieldh	Frisco, TX	75033	Apr 2015	Apr 2015	103	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	• •	•	,						
67751	Holiday Inn Express & Suites Dallas-Frisco NW Toyota Std	Frisco, TX	75033	Feb 2019	Feb 2019	96		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
70525	La Quinta Inns & Suites Frisco Fieldhouse North	Frisco, TX	75033	Sep 2020	Sep 2020	100	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•  •	•	•	•	•	,						
76526	Omni PGA Frisco Resort	Frisco, TX	75033	May 2023	May 2023	500												•	•	•	• •	•	•	•	•							
81283	Universal Kids Resort Hotel	Frisco, TX	75033		U/C	300																										
68461	AC Hotel Dallas Frisco	Frisco, TX	75034	May 2020	Aug 2019	150		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
57793	aloft Hotel Frisco	Frisco, TX	75034	Dec 2008	Dec 2008	136	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	• •	•	,						
69645	Canopy by Hilton Dallas Frisco Station	Frisco, TX	75034	Jun 2020	Jun 2020	150		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
38503	Comfort Inn & Suites Frisco Plano	Frisco, TX	75034	Nov 2014	Jun 1999	61	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	• •	•	,						
65130	Drury Inn & Suites Dallas Frisco	Frisco, TX	75034	Sep 2017	Sep 2017	185		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
53012	Embassy Suites by Hilton Dallas Frisco Hotel & Convention	Frisco, TX	75034	Apr 2005	Apr 2005	330	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•  •	•	•	•	•	,						
80199	Hall Park Hotel, Autograph Collection	Frisco, TX	75034		U/C	224																										
47278	Hampton Inn & Suites Legacy Park-Frisco	Frisco, TX	75034	Jan 2003	Jan 2003	105	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•  •	•	•	•	•	,						
57922	Hilton Garden Inn Dallas Frisco	Frisco, TX	75034	Dec 2008	Dec 2008	102		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
56401	Holiday Inn Express Frisco Legacy Park Area	Frisco, TX	75034	Jul 2020	Sep 2007	121	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	• •	•	,						
61824	Home2 Suites by Hilton Dallas Frisco	Frisco, TX	75034	Nov 2012	Nov 2012	122		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
56820	Homewood Suites by Hilton Dallas Frisco	Frisco, TX	75034	Jan 2008	Jan 2008	117	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•  •	•	•	• •	•	,						
66338	Hotel Indigo Frisco	Frisco, TX	75034	Nov 2017	Nov 2017	110		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
64657	Hyatt House Dallas Frisco	Frisco, TX	75034	Mar 2016	Mar 2016	132	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•  •	•	•	•	•	,						
69549	Hyatt Regency Frisco Dallas	Frisco, TX	75034	Jun 2020	Jun 2020	303		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
77292	Kasa Dallas Frisco	Frisco, TX	75034			12	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•  •	•	•	•	•	,						
77282	Kasa Frisco Bridges North Dallas	Frisco, TX	75034	Apr 2022	Apr 2022	10			0	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
66457	Omni Hotel Frisco at The Star	Frisco, TX	75034	May 2020	Jul 2017	300	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•  •	•	•	• •	•	,						
68462	Residence Inn Dallas Frisco	Frisco, TX	75034	Aug 2019	Aug 2019	150		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
57216	Sheraton Stonebriar Hotel	Frisco, TX	75034	Mar 2008	Mar 2008	168	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
69309	StayOvr Station House Frisco	Frisco, TX	75034	Jul 2017	Jul 2017	10																										
39714	The Westin Dallas Stonebriar Golf Resort & Spa	Frisco, TX	75034	Oct 2020	Sep 2000	302	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
69487	Tru by Hilton Frisco Dallas	Frisco, TX	75034	Mar 2021	Mar 2021	118		• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
61337	Wingate By Wyndham Frisco	Frisco, TX	75035	Jun 2011	Jun 2011	100	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	• •	•	•	•	•							
			Total Prope	rties:	32	4957	0 .	- Mor	nthly	data	rece	eived	by S	ΓR																		

 <sup>-</sup> Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

 <sup>-</sup> Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

### Tab 12 - Response Tier 3+: McKinney CVB

McKinney CVB

For the Month of March 2024

								2022							2023	}						2	024						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		M	A M	J	I A S	s o	N D	J	- M	A M	IJ	JA	s	o N	D,	J F	MA	M	JJ	A	so	N D
53019	American Inn	McKinney, TX	75069	Jan 2021	Jun 2000	26																							
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																							
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58		• •		• •	• •	• •	•  •	• •	• •	•	• •	•	• •	•	•	• •	•	•					
80565	Avid Dallas North - McKinney	McKinney, TX	75070		U/C	95																							
25797	Days Inn McKinney	McKinney, TX	75070	Jun 1998	Nov 1986	76		• •		• •	• •	• •	•  •	• •	• •	•	• •	•	• •	•	•	• •		•					
33940	Econo Lodge Inn & Suites McKinney	McKinney, TX	75070	Jul 2018	Jan 1997	55		• •	•	• •	• •	• •	•  •	• •	•	•	• •	•	• •	•	•	• •	•	•					
1109	Red Roof Inn McKinney	McKinney, TX	75070	Jun 2021	Feb 1981	100		•		• •	• •	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•					
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75		• •	•	• •	• •	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•	•					
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121		•	•	• •	• •	• •	•	• •	•	•	• •	•	• •		•	•	•	•					
			Total Prope	rties:	9	644		0 -1	Month	nly da	ta rec	eived l	by ST	R															

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.

A blank row indicates insufficient data.

<sup>-</sup> Monthly data received by STR
- Monthly and daily data received by STR



## How can we assist you?

#### Glossary:

For all STR definitions, please visit www.str.com/data-insights/resources/glossary

#### Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit http://www.str.com/data-insights/resources/FAQ

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.