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McKinney CVB

For the Month of June 2023



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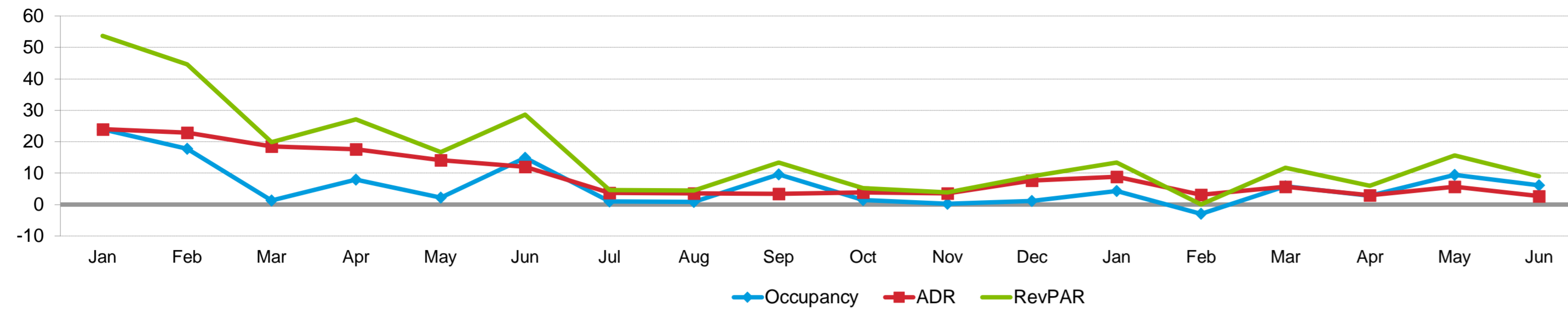
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Tab 2 - Trend McKinney, TX+

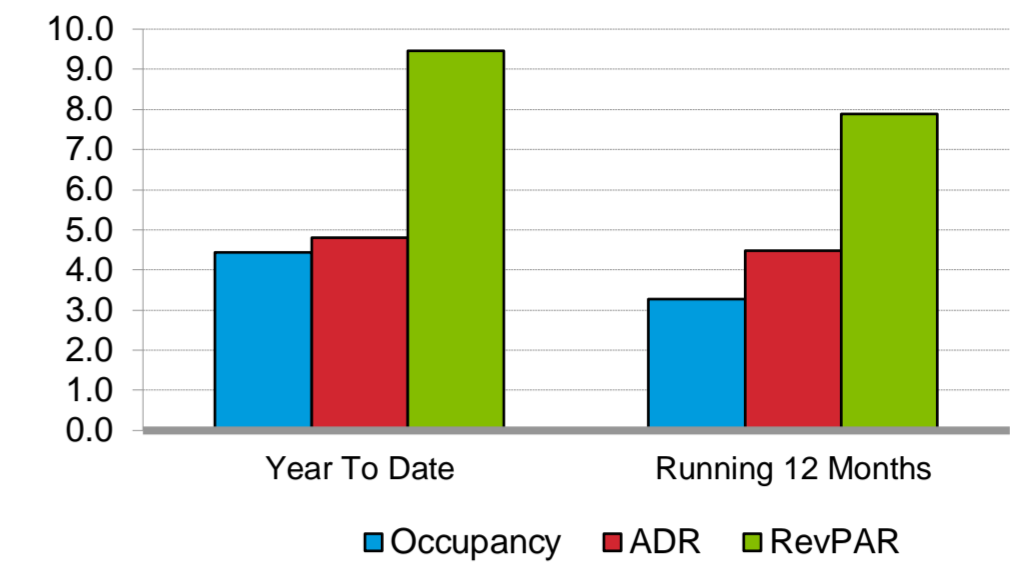
Currency: USD - US Dollar

McKinney CVB
For the Month of June 2023

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	60.5	68.8	70.2	72.3	72.4	75.7	70.2	62.7	67.7	70.7	67.7	63.4	63.1	66.7	74.3	74.3	79.2	80.4
Last Year	48.8	58.4	69.4	66.9	70.8	65.9	69.6	62.2	61.7	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4	75.7
Percent Change	23.9	17.7	1.2	8.0	2.2	14.9	1.0	0.8	9.6	1.4	0.3	1.1	4.3	-3.0	5.8	2.8	9.5	6.1

Year To Date		
2021	2022	2023
63.4	70.0	73.1
47.3	63.4	70.0
34.1	10.3	4.4

Running 12 Months		
2021	2022	2023
57.0	67.8	70.0
56.2	57.0	67.8
1.6	18.9	3.3

ADR	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	96.16	97.08	104.06	104.06
Last Year	68.00	72.65	76.86	80.14	86.32	90.44	91.92	87.25	89.29	91.33	88.84	85.03	84.31	89.27	91.03	94.26	98.52	101.31
Percent Change	24.0	22.9	18.4	17.6	14.1	12.0	3.6	3.5	3.3	3.8	3.5	7.7	8.8	3.1	5.6	3.0	5.6	2.7

Year To Date		
2021	2022	2023
79.81	93.49	97.98
73.95	79.81	93.49
7.9	17.1	4.8

Running 12 Months		
2021	2022	2023
76.39	91.39	95.48
77.70	76.39	91.39
-1.7	19.6	4.5

RevPAR	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	71.42	72.15	82.43	83.62
Last Year	33.20	42.46	53.30	53.62	61.11	59.63	63.94	54.23	55.12	63.65	59.93	53.32	51.02	61.41	63.91	68.11	71.30	76.73
Percent Change	53.7	44.6	19.9	27.0	16.7	28.7	4.7	4.4	13.3	5.3	3.8	8.9	13.4	0.0	11.7	5.9	15.6	9.0

Year To Date		
2021	2022	2023
50.62	65.40	71.58
34.97	50.62	65.40
44.8	29.2	9.5

Running 12 Months		
2021	2022	2023
43.58	61.97	66.87
43.64	43.58	61.97
-0.1	42.2	7.9

Supply	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	51,925	50,250	51,925	50,250
Last Year	48,670	43,960	48,670	47,100	48,670	47,100	48,670	48,670	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925	50,250
Percent Change	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2021	2022	2023
284,170	303,175	303,175
284,170	284,170	303,175
0.0	6.7	0.0

Running 12 Months		
2021	2022	2023
573,050	592,055	611,375
565,300	573,050	592,055
1.4	3.3	3.3

Demand	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	38,563	37,345	41,132	40,383
Last Year	23,765	25,693	33,753	31,515	34,455	31,054	33,858	30,249	29,075	33,919	31,773	30,518	31,422	32,262	36,457	36,311	37,578	38,057
Percent Change	32.2	25.6	8.0	15.2	9.1	22.6	7.7	7.6	17.0	8.2	7.0	7.9	4.3	-3.0	5.8	2.8	9.5	6.1

Year To Date		
2021	2022	2023
180,235	212,087	221,494
134,380	180,235	212,087
34.1	17.7	4.4

Running 12 Months		
2021	2022	2023
326,900	401,479	428,163
317,483	326,900	401,479
3.0	22.8	6.6

Revenue	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	2,649,260	2,879,902	3,318,772	3,422,644	3,702,323	3,855,696	3,475,139	2,940,394	3,138,144	3,480,083	3,127,222	3,015,989	3,005,227	2,881,222	3,708,334	3,625,500	4,280,314	4,202,087
Last Year	1,615,926	1,866,487	2,594,215	2,525,481	2,974,291	2,808,533	3,112,172	2,639,197	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
Percent Change	63.9	54.3	27.9	35.5	24.5	37.3	11.7	11.4	20.9	12.3	10.8	16.2	13.4	0.0	11.7	5.9	15.6	9.0

Year To Date		
2021	2022	2023
14,384,934	19,828,597	21,702,685
9,936,973	14,384,934	19,828,597
44.8	37.8	9.5

Running 12 Months		
2021	2022	2023
24,970,852	36,691,617	40,879,656
24,669,760	24,970,852	36,691,617
1.2	46.9	11.4

Census %	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
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	93.4

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Tab 4 - Multi-Segmt: McKinney CVB

McKinney CVB
For the Month of June 2023

Currency: USD - US Dollar

Segment	June 2023												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+	49.1	16.9	0.0	66.0	121.81	137.87	0.00	125.92	59.80	23.25	0.00	83.05	-11.0	19.3	0.0	-4.8	6.5	9.1	0.0	7.8	-5.2	30.3	0.0	2.6
Frisco, TX+	44.8	22.3	0.1	67.3	159.46	183.58	76.07	167.33	71.49	40.99	0.08	112.57	-6.5	-18.5	441.9	-10.7	4.6	22.7	-28.8	10.5	-2.1	0.0	285.9	-1.3
Plano, TX+	59.6	15.6	0.0	75.2	107.48	139.63	0.00	114.13	64.08	21.72	0.00	85.80	-2.3	-12.0	0.0	-4.4	0.0	12.8	0.0	2.7	-2.3	-0.7	0.0	-1.9

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+	49.3	16.6	0.0	65.9	116.02	135.03	0.00	120.81	57.16	22.44	0.00	79.60	0.9	45.7	0.0	9.4	5.5	11.1	0.0	7.7	6.5	61.8	0.0	17.9
Frisco, TX+	45.4	21.1	0.1	66.6	154.02	177.67	77.34	161.45	69.95	37.55	0.05	107.55	2.3	16.4	56.1	6.4	10.8	16.2	-0.7	12.9	13.4	35.2	55.1	20.2
Plano, TX+	57.2	14.4	0.0	71.7	104.99	147.66	69.70	113.58	60.06	21.33	0.01	81.40	-1.7	15.2	0.0	1.3	7.7	16.9	0.0	10.7	5.8	34.6	0.0	12.1

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: June 2023

	Current Month - June 2023 vs June 2022												Year to Date - June 2023 vs June 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
McKinney, TX+	80.4	75.7	104.06	101.31	83.62	76.73	6.1	2.7	9.0	9.0	0.0	6.1	73.1	70.0	97.98	93.49	71.58	65.40	4.4	4.8	9.5	9.5	0.0	4.4	20	17	1675	1565
Tier 1+	80.3	74.6	130.85	126.25	105.02	94.22	7.5	3.6	11.5	11.5	0.0	7.5	72.9	69.4	122.61	116.67	89.40	80.97	5.1	5.1	10.4	10.4	0.0	5.1	7	6	748	702
Tier 2+	78.9	72.9	105.34	108.27	83.12	78.91	8.3	-2.7	5.3	5.3	0.0	8.3	73.6	65.9	97.06	96.97	71.42	63.94	11.6	0.1	11.7	11.7	0.0	11.6	5	5	378	378
City of Georgetown, TX+	72.5	74.3	118.14	115.81	85.67	86.06	-2.4	2.0	-0.5	9.7	10.2	7.5	69.5	68.9	119.13	113.60	82.75	78.23	0.9	4.9	5.8	11.2	5.1	6.0	12	11	1037	1014
City of Edmond, OK+	71.2	71.5	92.89	89.65	66.15	64.12	-0.4	3.6	3.2	3.2	0.0	-0.4	61.5	59.5	84.72	81.60	52.08	48.58	3.3	3.8	7.2	7.2	0.0	3.3	15	9	1138	838
City of Allen, TX+	66.0	69.3	125.92	116.80	83.05	80.94	-4.8	7.8	2.6	2.6	0.0	-4.8	65.9	60.2	120.81	112.13	79.60	67.52	9.4	7.7	17.9	17.9	0.0	9.4	10	10	1330	1330
City of Plano, TX+	75.2	78.7	114.13	111.16	85.80	87.45	-4.4	2.7	-1.9	-0.4	1.5	-3.0	71.7	70.7	113.58	102.64	81.40	72.61	1.3	10.7	12.1	13.8	1.5	2.8	58	55	7199	6885
City of Frisco, TX+	67.3	75.4	167.33	151.37	112.57	114.07	-10.7	10.5	-1.3	11.7	13.2	1.1	66.6	62.6	161.45	142.97	107.55	89.48	6.4	12.9	20.2	25.7	4.6	11.3	29	28	4285	4275

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Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
 For the Month of June 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2021												2022												2023											
								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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