

visit  
McKinney



EST  
1848

Quick Facts

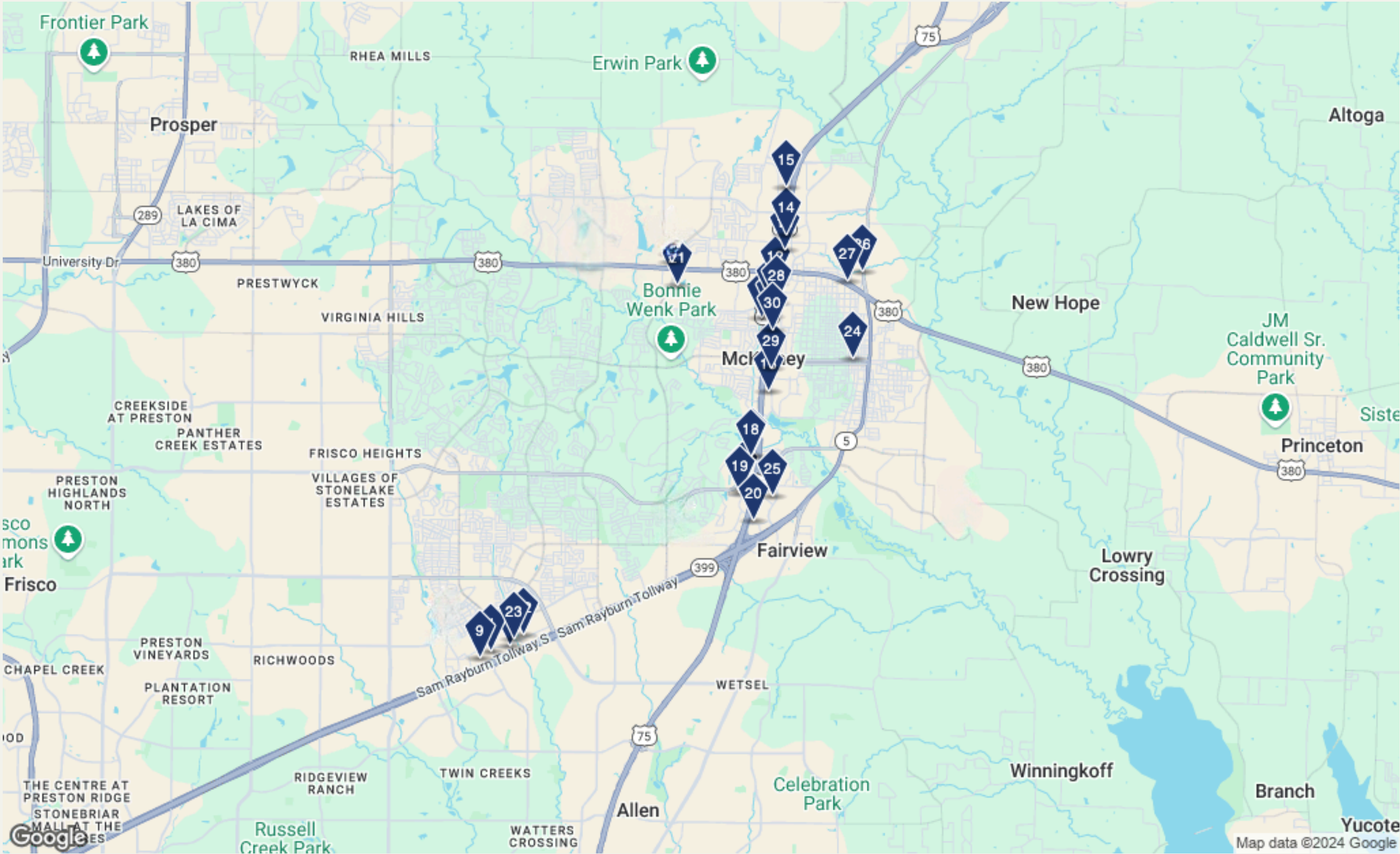
# McKinney Hotels by Region

20 ACTIVE PROPERTIES

4 HOTELS UNDER CONSTRUCTION

824 LARGEST CAPACITY

7,600 SQ FT LARGEST MEETING SPACE





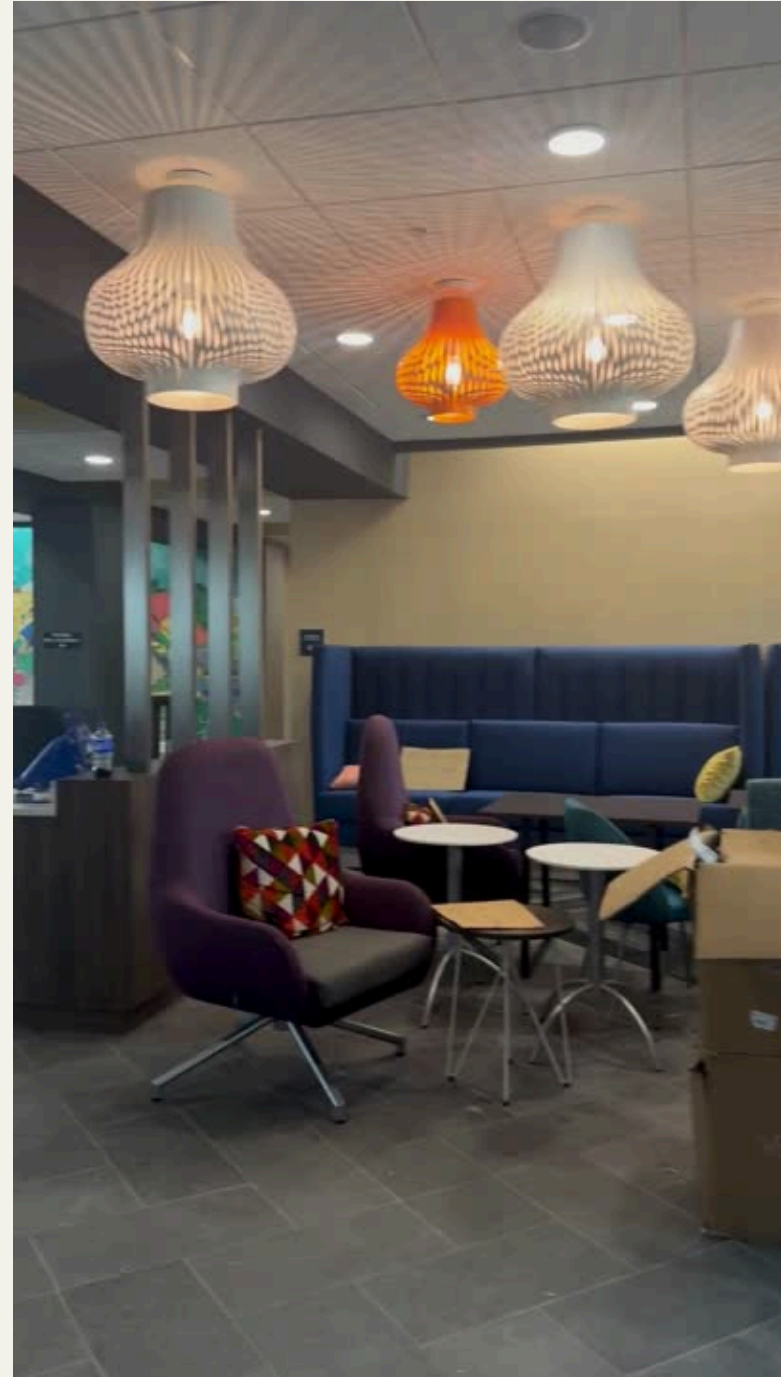
# McKinney Hotel Construction Updates



**Denizen McKinney Hotel**

District 121

7200 State Highway 121



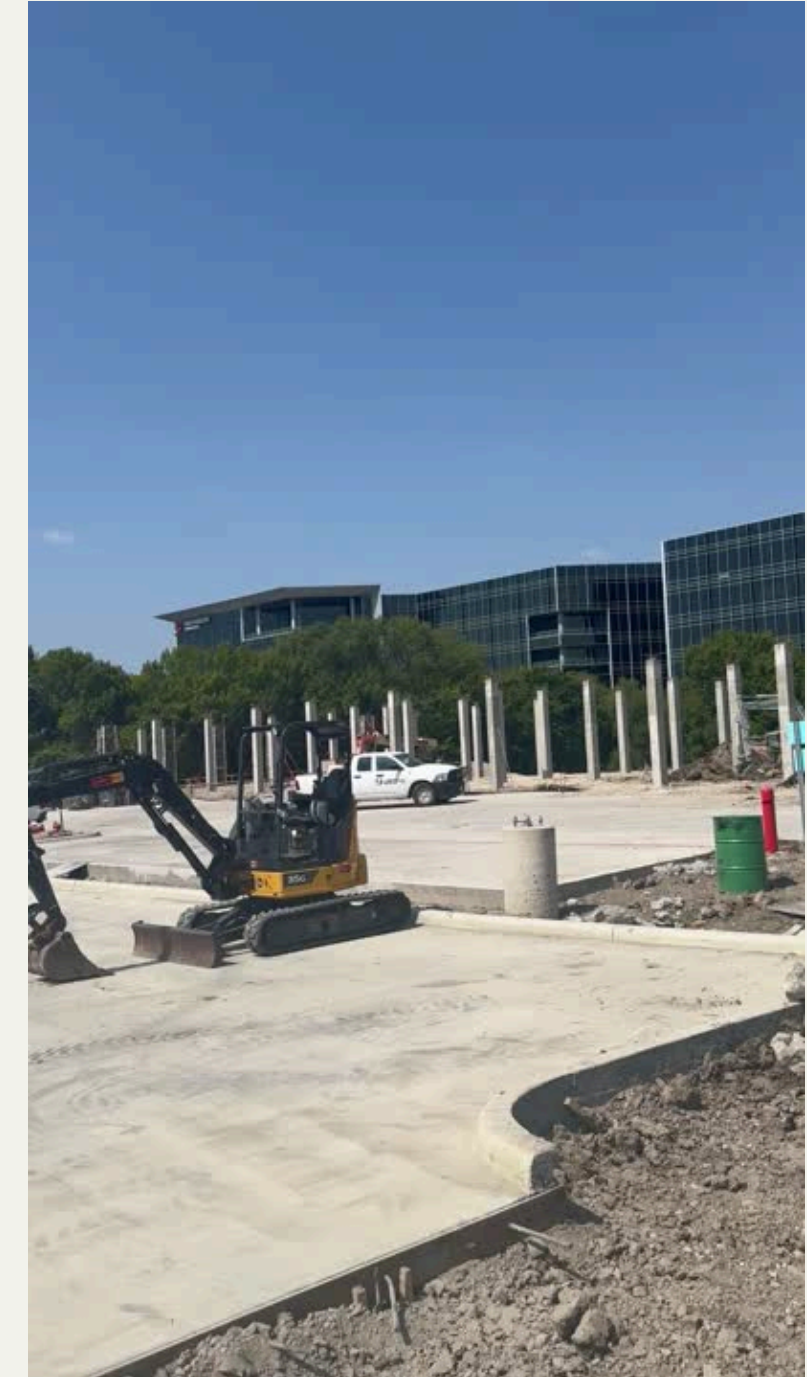
**Tru by Hilton McKinney**

3100 Craig Dr.



**Avid Hotel**

901 N. Central Expy SB



**AC Hotel by Marriott**

HUB 121

7440 State Highway 121

## Current Hospitality Needs

**A HOTEL  
WITH OVER  
200 ROOMS  
UNDER  
ONE ROOF**

**UPPER-TIER  
PROPERTIES  
IN WALKABLE  
URBAN AREAS**

**45,000+ SQ FT  
OF MEETING  
OR  
CONVENTION  
SPACE**

**A SECOND  
FULL SERVICE  
PROPERTY  
WITH  
MEETING  
SPACE**



# Hotel Industry Terms to Know

**Market class** - Hotels located in the same market and classified in the same chain-scale segment as the subject hotel are grouped with the subject hotel into one of seven market scale groups: :

- luxury
- upper upscale
- upscale
- upper midscale
- midscale
- economy

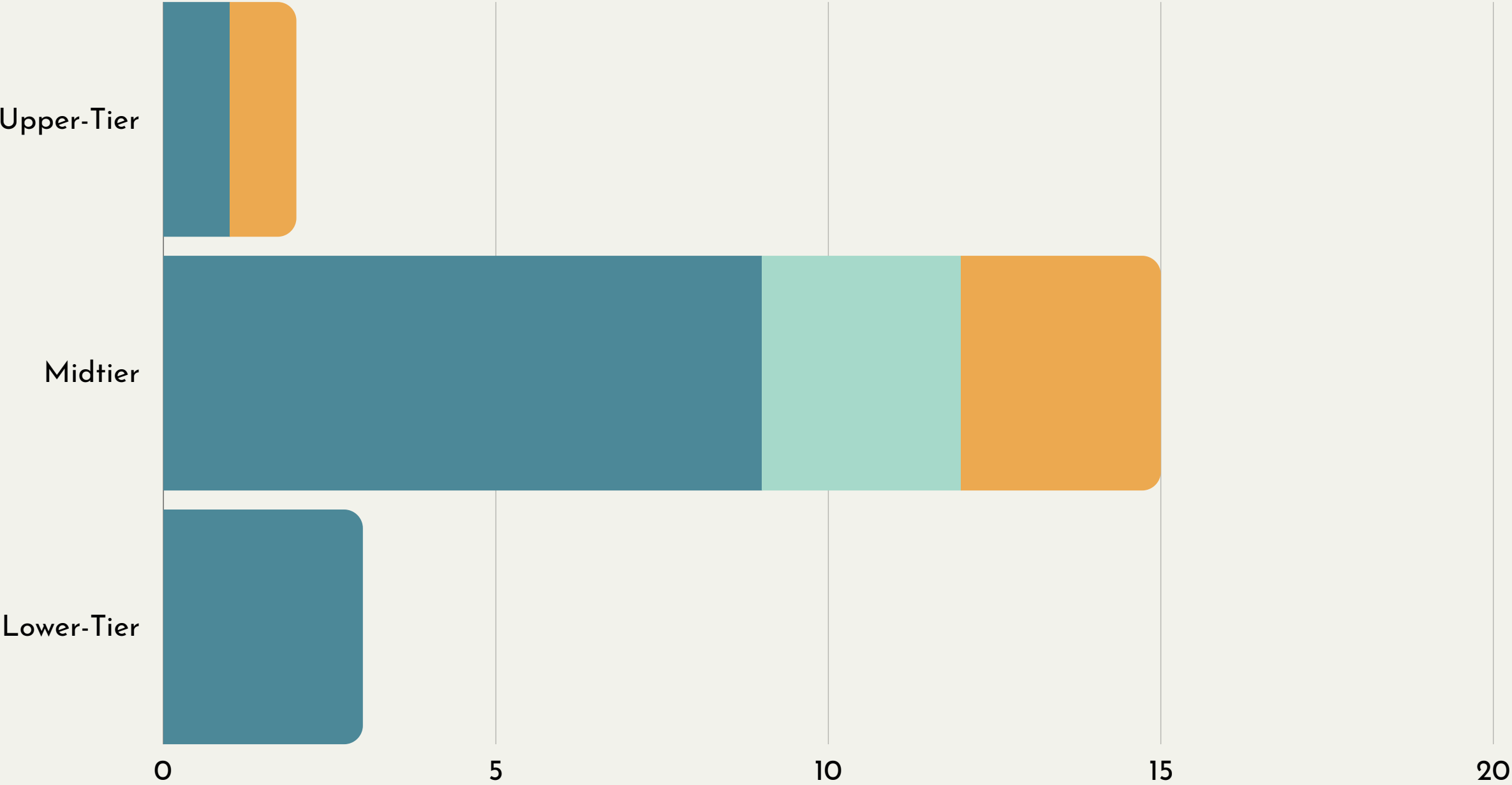
**Submarket class** - This designation is similar to market class with the following exceptions: The luxury and upper-upscale classes are collapsed to form a single class. The upscale and midscale-with-F&B classes are collapsed to form a single class. The midscale-without-F&B and economy classes are collapsed to form a single class.





# Current McKinney Hotel Outlook

Existing Under Construction Proposed/Planning





# Hotel Outlook Compared to Neighbors

## McKinney, TX

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
1,674 <div>+0%</div>	414 <div>+47.3%</div>	69.4% <div>-0.4%</div>	\$102 <div>+7.0%</div>	\$71 <div>+6.6%</div>	\$81.5K <div>+10.7%</div>	9.8% <div>+0.4%</div>
Prior Period 1,674	Prior Period 281	Prior Period 69.7%	Prior Period \$95	Prior Period \$67	Prior Period \$73.6K	Prior Period 9.4%

## Frisco, TX

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
4,285 <div>+0%</div>	672 <div>+80.6%</div>	66.1% <div>+1.4%</div>	\$156 <div>+5.8%</div>	\$103 <div>+7.3%</div>	\$182K <div>+14.6%</div>	9.2% <div>+0.4%</div>
Prior Period 4,285	Prior Period 372	Prior Period 65.2%	Prior Period \$147	Prior Period \$96	Prior Period \$159K	Prior Period 8.8%

## Plano, TX

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
7,420 <div>+3.1%</div>	94 <div>-57.7%</div>	68.3% <div>+0.4%</div>	\$114 <div>+2.4%</div>	\$78 <div>+2.7%</div>		9.5% <div>+0.3%</div>
Prior Period 7,199	Prior Period 222	Prior Period 68.0%	Prior Period \$112	Prior Period \$76		Prior Period 9.2%

## Allen, TX

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVPAR	MARKET SALE PRICE/ROOM	MARKET CAP RATE
1,330 <div>+0%</div>	90 <div>+0%</div>	67.2% <div>+0.6%</div>	\$133 <div>+9.5%</div>	\$89 <div>+10.1%</div>	\$117K <div>+12.7%</div>	10.0% <div>+0.3%</div>
Prior Period 1,330	Prior Period 90	Prior Period 66.8%	Prior Period \$121	Prior Period \$81	Prior Period \$104K	Prior Period 9.7%

# Hotels with more than 800 sq ft Meeting Space

Holiday Inn Hotel & Suites McKinney Fairview	99	Upper Midscale	Existing	2007		3	2,614
Fairfield Inn & Suites Dallas McKinney	105	Upper Midscale	Existing	2022		1	961
La Quinta Inns & Suites McKinney	79	Upper Midscale	Existing	2008		1	1,000
★ Grand Hotel McKinney	45	Upper Midscale	Existing	1885	2009	3	4,100
★ Sheraton Hotel McKinney	187	Upper Upscale	Existing	2015		13	23,761
SpringHill Suites Dallas McKinney/Allen	125	Upscale	Existing	2019		2	1,320

★ Property can host large groups and/or conferences.





**700,000**  
Visitors

**54,675**  
Hotel Nights

**1,675**  
Rooms in McK

**First Show in**  
**2026**





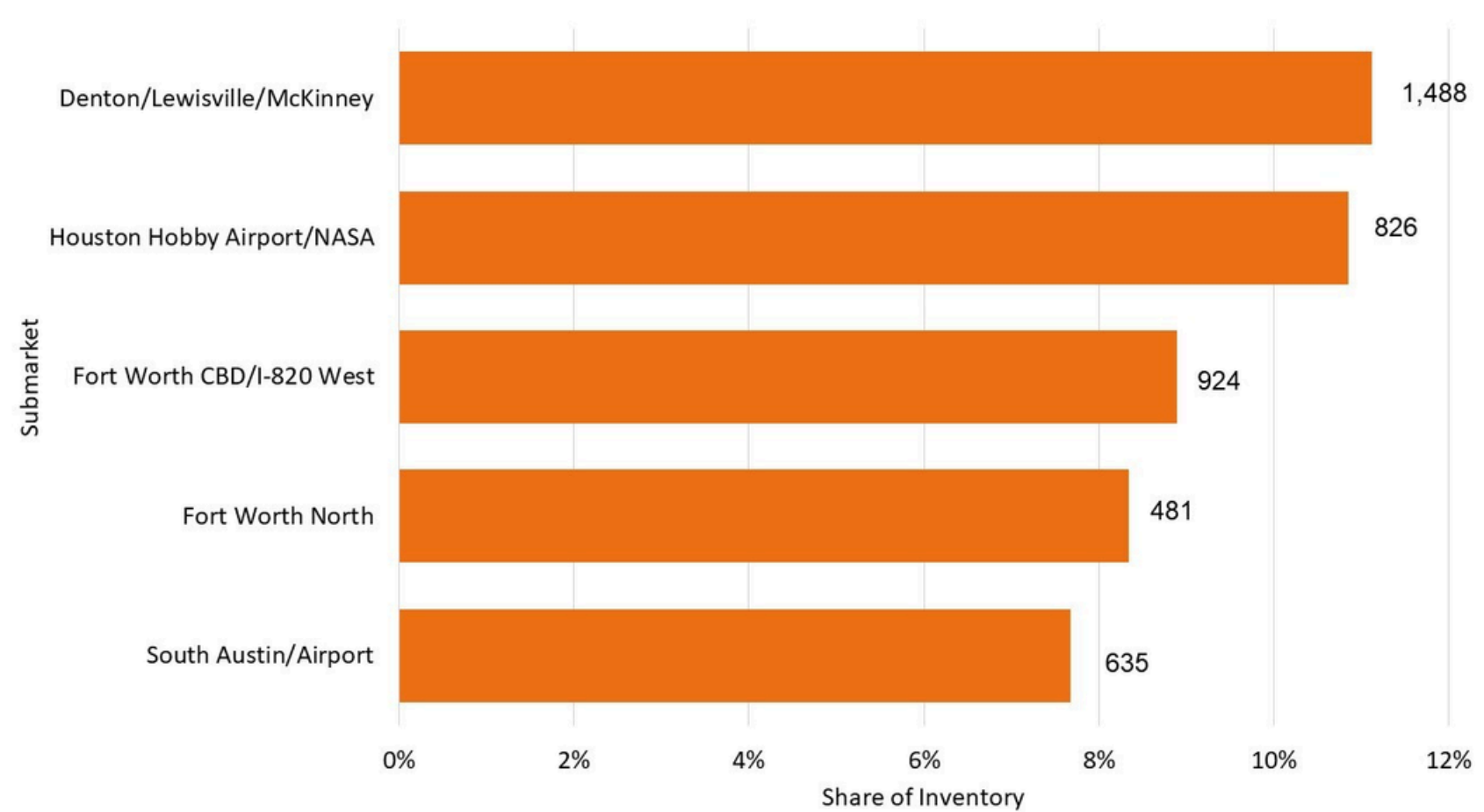
# Denton, Lewisville and McKinney Lead Texas for Hotel Development

The submarket of Denton, Lewisville and McKinney leads the state in terms of the number and percentage of new hotel rooms entering Texas.

The Dallas market, where the Denton, Lewisville and McKinney submarket is located, accounts for a quarter of all rooms under construction in the state.

Hotel development in Denton, Lewisville and McKinney is focused on the middle-tier classes. Around 54% of the rooms in the submarket are middle-tier class, with 73% of the 1,488 under-construction rooms classified as middle-tier.

North Dallas and Houston Submarkets Lead Hotel Room Share Increase in Texas



Source: CoStar, June 2024





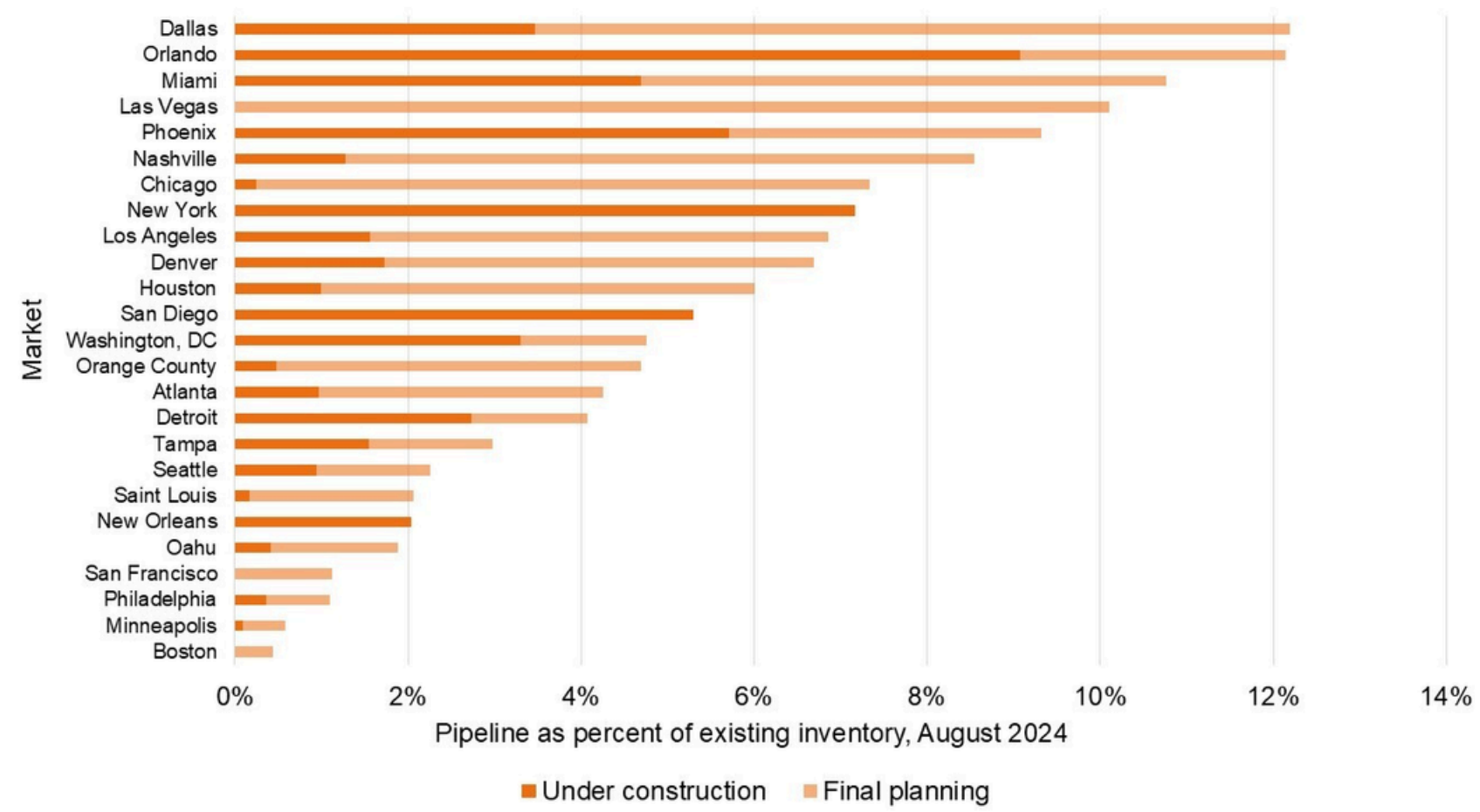
# Upper-tier hotels continue to make their mark across the US

Looking ahead to 2025 and beyond, construction pipelines are heating up for higher-end hotels.

Across the U.S., more than 25,000 new upper-tier rooms classified as luxury and upper upscale are under construction, with over 31,000 in the final planning stages.

While the hotels in the final planning stages are not guaranteed to be built, they indicate the level of investor interest, especially as upper-tier class scale hotels continue to perform well.

Top 25 markets see lift in higher-end hotel pipelines



Source: CoStar, September 2024



# Combined CoStar Hotel Data



2 024 CoStar Group - Licensed to McKinney CVB - 1537970

Property Name	Rooms	Brand	Hotel Class	Operation Type	Constr Status	
Super 8 McKinney/Plano Area	75	Super 8	Economy	Franchise	Existing	
Red Roof Inn & Conference Center McKinney	100	Red Roof Inn	Economy	Franchise	Existing	
Days Inn McKinney	76	Days Inn	Economy	Franchise	Existing	
WoodSpring Suites McKinney	121	WoodSpring Suites	Economy	Franchise	Existing	
Econo Lodge Inn & Suites McKinney	55	Econo Lodge	Economy	Franchise	Existing	
McKinney Inn	38		Economy	Independent	Existing	
Motel 6 McKinney	58	Motel 6	Economy	Franchise	Existing	
JW Marriott McKinney Craig Ranch	289	JW Marriott	Luxury	Franchise	Final Planning	←
American Inn	26		Midscale	Independent	Existing	
Hawthorn Suites by Wyndham McKinney	40	Hawthorn Suites by Wyndham	Midscale	Franchise	Proposed	←
Avid hotel Dallas North - McKinney	95	Avid	Midscale	Franchise	Under Construction	←
Tru by Hilton McKinney	84	Tru by Hilton	Midscale	Franchise	Under Construction	←
Comfort Suites McKinney-Allen	63	Comfort Suites	Upper Midscale	Franchise	Existing	
Hampton by Hilton Inn & Suites McKinney	79	Hampton by Hilton	Upper Midscale	Franchise	Existing	
Home2 Suites by Hilton McKinney	107	Home2 Suites by Hilton	Upper Midscale	Franchise	Existing	
Holiday Inn Hotel & Suites McKinney Fairview	99	Holiday Inn	Upper Midscale	Franchise	Existing	
Fairfield Inn & Suites Dallas McKinney	105	Fairfield Inn	Upper Midscale	Franchise	Existing	
La Quinta Inns & Suites McKinney	79	La Quinta Inns & Suites	Upper Midscale	Franchise	Existing	
Holiday Inn Express & Suites McKinney - Frisco East	80	Holiday Inn Express	Upper Midscale	Franchise	Existing	
Grand Hotel McKinney	45		Upper Midscale	Independent	Existing	
TownePlace Suites Dallas McKinney	88	TownePlace Suites	Upper Midscale	Franchise	Existing	
Best Western Plus McKinney Inn & Suites	68	Best Western Plus	Upper Midscale	Franchise	Existing	
La Quinta Inns & Suites McKinney	63	La Quinta Inns & Suites	Upper Midscale	Franchise	Proposed	
Sheraton Hotel McKinney	187	Sheraton Hotel	Upper Upscale	Franchise	Existing	
SpringHill Suites Dallas McKinney/Allen	125	SpringHill Suites	Upscale	Franchise	Existing	
Hilton Garden Inn McKinney Craig Ranch	130	Hilton Garden Inn	Upscale	Franchise	Final Planning	←
Residence Inn by Marriott McKinney	128	Residence Inn	Upscale	Franchise	Proposed	←
Denizen McKinney	102		Upscale	Independent	Under Construction	←
AC Hotel McKinney	133	AC Hotels by Marriott	Upscale	Franchise	Under Construction	←

While the hotels in the final planning stages are not guaranteed to be built, they indicate the level of investor interest, especially as upper-tier class scale hotels continue to perform well.