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# McKinney CVB

For the Month of July 2023



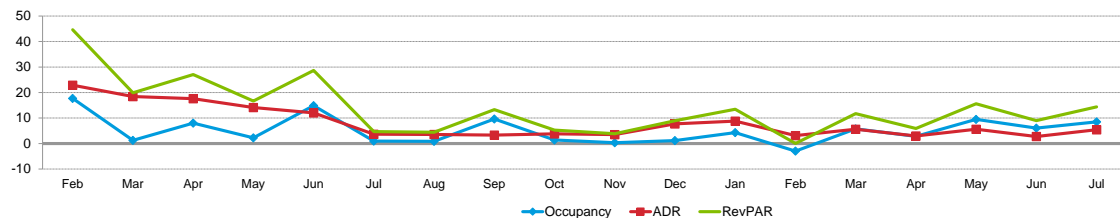
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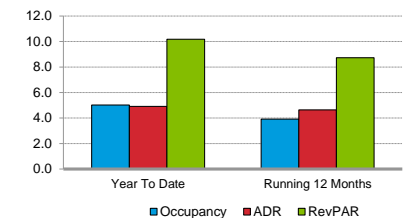
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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022												2023					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	80.3	76.2
Last Year	58.4	69.4	66.9	70.8	65.9	66.9	62.2	61.7	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4	75.7	70.2
Percent Change	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	8.5

Year To Date		
2021	2022	2023
64.3	70.0	73.5
48.1	64.3	70.0
33.9	8.8	5.0

Running 12 Months		
2021	2022	2023
58.5	67.9	70.5
54.4	58.5	67.9
7.6	16.0	3.9

ADR	2022												2023					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	104.10	100.45
Last Year	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	95.27
Percent Change	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	2.8	5.4

Year To Date		
2021	2022	2023
81.73	93.75	98.36
73.67	81.73	93.75
10.9	14.7	4.9

Running 12 Months		
2021	2022	2023
78.28	91.70	95.95
76.80	78.28	91.70
1.9	17.1	4.6

RevPAR	2022												2023					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	76.54
Last Year	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	66.93
Percent Change	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	14.4

Year To Date		
2021	2022	2023
52.57	65.63	72.31
35.40	52.57	65.63
48.5	24.8	10.2

Running 12 Months		
2021	2022	2023
45.79	62.24	67.68
41.75	45.79	62.24
9.7	35.9	8.7

Supply	2022												2023					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	51,925
Last Year	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	51,925
Percent Change	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	0.0

Year To Date		
2021	2022	2023
332,840	355,100	355,100
332,840	332,840	355,100
0.0	6.7	0.0

Running 12 Months		
2021	2022	2023
573,050	595,310	611,375
569,175	573,050	595,310
0.7	3.9	2.7

Demand	2022												2023					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	40,364	39,569
Last Year	25,693	33,753	31,515	34,455	31,054	33,858	30,249	29,075	33,919	31,773	30,516	31,422	32,262	36,457	36,311	37,578	38,057	36,476
Percent Change	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	8.5

Year To Date		
2021	2022	2023
214,093	248,563	261,044
159,933	214,093	248,563
33.9	16.1	5.0

Running 12 Months		
2021	2022	2023
335,205	404,097	431,237
309,409	335,205	404,097
8.3	20.6	6.7

Revenue	2022												2023					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	2,879,902	3,318,772	3,422,644	3,702,323	3,855,696	3,475,140	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	3,974,526
Last Year	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	3,475,140
Percent Change	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	14.4

Year To Date		
2021	2022	2023
17,497,106	23,303,737	25,677,211
11,781,782	17,497,106	23,303,737
48.5	33.2	10.2

Running 12 Months		
2021	2022	2023
26,238,215	37,054,585	41,379,043
23,761,069	26,238,215	37,054,585
10.4	41.2	11.7

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

Currency: USD - US Dollar

McKinney CVB

For the Month of July 2023

Segment	July 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+	49.3	10.5	0.0	59.8	113.47	118.49	0.00	114.35	55.98	12.41	0.00	68.39	-7.5	23.1	0.0	-3.3	3.8	-4.2	0.0	2.7	-4.0	17.9	0.0	-0.6
Frisco, TX+	47.8	16.9	0.1	64.7	148.93	188.07	75.87	159.06	71.18	31.72	0.05	102.95	-0.4	9.7	154.9	2.1	7.8	24.5	-11.9	12.6	7.3	36.6	124.7	15.0
Plano, TX+	59.5	9.7	0.0	69.2	100.98	135.06	0.00	105.75	60.12	13.06	0.00	73.18	0.8	-22.7	0.0	-3.3	2.6	8.7	0.0	2.7	3.5	-16.0	0.0	-0.7

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	15.7	0.0	65.0	115.65	133.42	0.00	119.95	56.99	20.98	0.00	77.96	-0.4	43.1	0.0	7.5	5.3	9.5	0.0	7.1	4.9	56.8	0.0	15.1
Frisco, TX+	45.8	20.5	0.1	66.3	153.19	179.02	77.12	161.08	70.14	36.64	0.05	106.83	2.0	15.3	65.4	5.8	10.3	17.3	-2.0	12.9	12.5	35.2	62.2	19.4
Plano, TX+	57.5	13.7	0.0	71.3	104.39	146.37	69.70	112.47	60.06	20.12	0.01	80.19	-1.3	9.6	0.0	0.6	6.9	16.1	0.0	9.5	5.5	27.3	0.0	10.2

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: July 2023

	Current Month - July 2023 vs July 2022												Year to Date - July 2023 vs July 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 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+	76.2	70.2	100.45	95.27	76.54	66.93	8.5	5.4	14.4	14.4	0.0	8.5	73.5	70.0	98.36	93.75	72.31	65.63	5.0	4.9	10.2	10.2	0.0	5.0	20	17	1675	1565
Tier 1+	74.0	66.2	123.99	118.82	91.71	78.72	11.6	4.4	16.5	16.5	0.0	11.6	73.1	68.9	122.81	116.97	89.74	80.64	6.0	5.0	11.3	11.3	0.0	6.0	7	6	748	702
Tier 2+	79.1	66.7	102.73	100.33	81.30	66.88	18.7	2.4	21.6	21.6	0.0	18.7	74.4	66.0	97.95	97.47	72.87	64.37	12.6	0.5	13.2	13.2	0.0	12.6	5	5	378	378
City of Georgetown, TX+	63.8	67.7	106.92	109.46	68.20	74.08	-5.7	-2.3	-7.9	1.5	10.2	3.9	68.6	68.7	117.41	113.00	80.53	77.62	-0.1	3.9	3.7	9.8	5.9	5.7	12	11	1037	1014
City of Edmond, OK+	63.2	70.2	84.98	85.97	53.73	60.31	-9.9	-1.2	-10.9	-10.9	0.0	-9.9	61.7	61.1	84.76	82.33	52.32	50.30	1.1	2.9	4.0	4.0	0.0	1.1	15	9	1138	838
City of Allen, TX+	59.8	61.8	114.35	111.32	68.39	68.83	-3.3	2.7	-0.6	-0.6	0.0	-3.3	65.0	60.5	119.95	112.01	77.96	67.71	7.5	7.1	15.1	15.1	0.0	7.5	10	10	1330	1330
City of Plano, TX+	69.2	71.6	105.75	102.94	73.18	73.67	-3.3	2.7	-0.7	2.8	3.5	0.1	71.3	70.9	112.47	102.68	80.19	72.76	0.6	9.5	10.2	12.2	1.8	2.4	58	55	7199	6885
City of Frisco, TX+	64.7	63.4	159.06	141.26	102.95	89.55	2.1	12.6	15.0	30.1	13.2	15.6	66.3	62.7	161.08	142.72	106.83	89.49	5.8	12.9	19.4	26.4	5.9	12.0	29	28	4285	4275

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

McKinney CVB  
 For the Month of July 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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