

STR MARKET PERFORMANCE – YEAR TO DATE (JAN-APRIL 2026 VS PRIOR YEAR)

YTD OCCUPANCY

66.29%

▼ 2.93% vs LY

LY: 68.90%

YTD ADR

\$100.26

▲ 3.14% vs LY

LY: \$98.90

YTD REVPAR

\$66.46

▲ 0.12% vs LY

LY: \$68.15

ADR continues to hold firm at +3.14% year over year, and RevPAR is essentially flat YTD (+0.12%) — a solid result in a competitive market. Occupancy is down modestly at -2.93% YTD. STR data reflects April 2026, reported two months in arrears.

HOTEL OCCUPANCY TAX REVENUE – CITY OF MCKINNEY*

APRIL COLLECTIONS

\$320,064

▲ 7.94% vs LY

LY: \$296,518

MONTH VS PRIOR YEAR

+7.94%

▲ +\$23,546

YTD (OCT-APRIL)

\$1,986,343

▲ 12.42% vs LY

LY: \$1,766,939

YTD VS PRIOR YEAR

+12.42%

▲ +\$219,404

* Hotel occupancy tax data is reported approximately two months in arrears. Data reflected here is through April 2026, presented on the June 2026 agenda.

EVENTS & COMMUNITY ENGAGEMENT

EVENTS, CONFERENCES & TRAININGS

- **Jun 15–18** Retail Success Summit — Grand Rapids, MI
 - Paula
- **Jun 22–26** Texas Travel & Tourism College — College Station, TX
 - Sarah
- **Jun 25–26** Texas Travel Alliance Board Meeting — College Station, TX
 - Aaron

TEAM NEWS

- Visit McKinney welcomes intern Landy Long, a journalism and mass communication student at the University of Oklahoma's Gaylord College. Landy will be working alongside the marketing and sales team and will wrap up her time with us by completing a capstone project.

UPCOMING COMMUNITY EVENTS

- America 250 — McKinney Celebrates 250 Years of American Independence

- Guided Historic District Tours departing from the Visit McKinney Visitor Center at 200 W. Virginia Street — Jun 9, Jun 23, and Jun 27.
- Museums & History: Chestnut Square Heritage Village, Collin County Farm Museum, Collin County History Museum, and Heard-Craig Arts Center & Museum all offer America 250-themed programming.
- Full details at visitmckinney.com/america250.
- **Jul 4 Red, White & Boom**
 - Parade & Block Party in Downtown McKinney, 10 a.m. – 2 p.m.
 - Live concert & fireworks show at Towne Lake Park, 6 p.m. – 10 p.m.
- **Summer McKinney Chupacabras Home Games — Ron Poe Stadium, McKinney, TX**
 - Jun 10 vs. Lubbock Matadors SC — 7:30 p.m.
 - Jun 20 vs. West Texas FC — 7:30 p.m.
 - Jul 4 vs. Texoma FC — 7:30 p.m.
 - Jul 11 vs. Texoma FC — 7:30 p.m.
- **Jul 20 DCI McKinney — Drum Corps International**

SALES TRIPS & MISSIONS

- **TBD** Joint Austin Sales Mission with Sheraton McKinney

FY2026 SPONSORSHIPS & SUPPORTED GROUPS

SPORTS

- NCAA DII Football Championship
- Sports ETA Texas Tailgate Sponsorship
- Guardians DCI Team
- McKinney Chupacabras Travel Sponsor

COMMUNITY

- Chamber Award Dinner Sponsor
- State of the City

TRADE SHOWS & CONFERENCES

- Sports ETA
- Destinations Texas
- Texas Travel Alliance (TTA)
- Tarsus Connect
- Shaun Gladney Foundation – All Star EMS Conference