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McKinney CVB

For the Month of May 2024



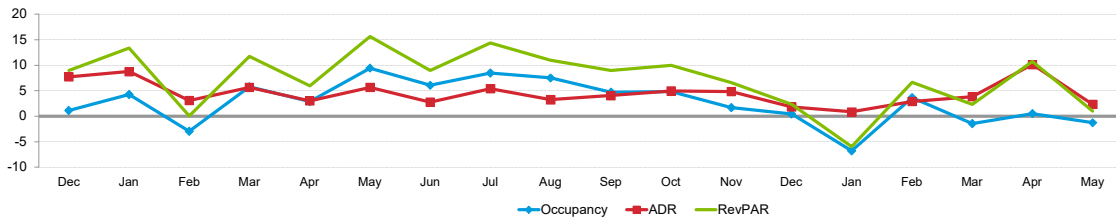
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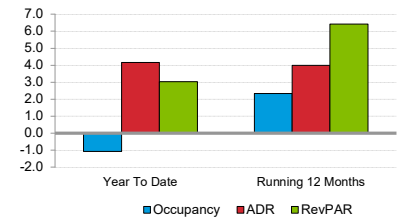
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Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022					2023					2024							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	73.2	74.7	78.2
Last Year	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	74.3	79.2
Percent Change	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	-1.4	0.5	-1.3

Year To Date		
2022	2023	2024
68.8	71.6	70.8
62.9	68.8	71.6
9.4	4.1	-1.1

Running 12 Months		
2022	2023	2024
67.0	69.7	71.3
55.9	67.0	69.7
19.9	4.0	2.3

ADR	2022					2023					2024							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	91.58	91.69	92.02	96.14	97.06	104.06	104.09	100.43	93.27	95.99	99.46	96.40	93.25	92.46	94.66	99.82	106.89	106.47
Last Year	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	97.06	104.06
Percent Change	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	3.8	10.1	2.3

Year To Date		
2022	2023	2024
91.77	96.61	100.62
77.60	91.77	96.61
18.3	5.3	4.1

Running 12 Months		
2022	2023	2024
90.35	95.17	98.96
74.61	90.35	95.17
21.1	5.3	4.0

RevPAR	2022					2023					2024							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	58.08	57.85	61.43	71.40	72.14	82.42	83.61	76.54	62.85	68.03	73.69	66.34	59.41	54.39	65.50	73.06	79.86	83.24
Last Year	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	72.14	82.42
Percent Change	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	2.3	10.7	1.0

Year To Date		
2022	2023	2024
63.15	69.18	71.27
48.83	63.15	69.18
29.3	9.5	3.0

Running 12 Months		
2022	2023	2024
60.52	66.29	70.54
41.69	60.52	66.29
45.1	9.5	6.4

Supply	2022					2023					2024							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	50,220	51,894
Last Year	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	50,220	51,894
Percent Change	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	0.0	0.0

Year To Date		
2022	2023	2024
252,774	252,774	252,774
237,009	252,774	252,774
6.7	0.0	0.0

Running 12 Months		
2022	2023	2024
588,540	611,010	611,010
572,989	588,540	611,010
2.7	3.8	0.0

Demand	2022					2023					2024							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	32,911	32,745	31,288	38,538	37,324	41,106	40,338	39,547	34,968	35,593	38,447	34,558	33,061	30,524	32,434	37,985	37,520	40,575
Last Year	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	37,324	41,106
Percent Change	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	-1.4	0.5	-1.3

Year To Date		
2022	2023	2024
173,944	181,001	179,038
149,148	173,944	181,001
16.6	4.1	-1.1

Running 12 Months		
2022	2023	2024
394,229	425,593	435,550
320,203	394,229	425,593
23.1	8.0	2.3

Revenue	2022					2023					2024							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	3,013,825	3,002,257	2,879,258	3,705,071	3,622,831	4,277,310	4,198,733	3,971,862	3,261,324	3,416,409	3,823,964	3,331,537	3,082,997	2,822,310	3,070,305	3,791,575	4,010,645	4,319,863
Last Year	2,593,025	2,647,946	2,878,293	3,316,555	3,419,610	3,700,345	3,852,487	3,473,029	2,938,646	3,135,958	3,477,085	3,125,419	3,013,825	3,002,257	2,879,258	3,705,071	3,622,831	4,277,310
Percent Change	16.2	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	2.3	10.7	1.0

Year To Date		
2022	2023	2024
15,962,749	17,486,726	18,014,698
11,573,176	15,962,749	17,486,726
37.9	9.5	3.0

Running 12 Months		
2022	2023	2024
35,617,170	40,503,176	43,101,525
23,890,596	35,617,170	40,503,176
49.1	13.7	6.4

Census %	2022					2023					2024							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Census Rooms	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674	1674
% Rooms Participants	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	88.9	96.2	96.2	96.2

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 Source: 2024 STR, LLC / STR Global, Ltd. trading as "STR".

Tab 4 - Multi-Segmt: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the Month of May 2024

Segment	May 2024												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+	55.3	12.3	0.0	67.6	119.56	139.08	0.00	123.12	66.10	17.17	0.00	83.27	5.6	-27.7	0.0	-2.6	-3.2	6.9	0.0	-1.6	2.2	-22.8	0.0	-4.2
Frisco, TX+	44.9	26.9	0.1	72.0	152.90	214.06	73.20	175.67	68.69	57.65	0.08	126.42	5.6	13.5	57.0	8.5	-6.6	11.5	-4.9	1.1	-1.4	26.6	49.3	9.7
Plano, TX+	59.7	14.1	0.0	73.8	106.74	150.44	0.00	115.10	63.72	21.22	0.00	84.94	3.1	-7.8	0.0	0.8	1.0	-2.0	0.0	-0.5	4.1	-9.7	0.0	0.3

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+	49.7	12.9	0.0	62.6	113.30	140.59	0.00	118.92	56.28	18.13	0.00	74.42	0.8	-22.2	0.0	-5.0	-1.4	4.6	0.0	-0.7	-0.6	-18.6	0.0	-5.7
Frisco, TX+	42.7	26.7	0.1	69.4	158.09	206.93	74.99	176.80	67.48	55.24	0.04	122.76	-6.6	27.5	-5.5	4.1	3.6	17.5	-3.6	10.5	-3.3	49.8	-8.9	15.1
Plano, TX+	56.7	13.3	0.2	70.2	106.85	153.78	43.86	115.55	60.60	20.46	0.09	81.15	0.0	-6.5	993.1	-1.0	2.3	2.9	-37.1	1.8	2.3	-3.7	587.9	0.8

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: May 2024

	Current Month - May 2024 vs May 2023													Year to Date - May 2024 vs May 2023													Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2023						Occ %		ADR		RevPAR		Percent Change from YTD 2023						Properties		Rooms			
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
McKinney, TX+	78.2	79.2	106.47	104.06	83.24	82.42	-1.3	2.3	1.0	1.0	0.0	-1.3	70.8	71.6	100.62	96.61	71.27	69.18	-1.1	4.1	3.0	3.0	0.0	-1.1	20	18	1674	1610		
Tier 1+	81.3	80.2	133.77	129.27	108.78	103.66	1.4	3.5	4.9	4.9	0.0	1.4	73.1	71.5	127.63	120.75	93.30	86.30	2.3	5.7	8.1	8.1	0.0	2.3	7	7	747	747		
Tier 2+	78.2	82.5	105.35	104.88	82.39	86.55	-5.2	0.4	-4.8	-4.8	0.0	-5.2	70.0	72.5	96.51	95.27	67.53	69.10	-3.5	1.3	-2.3	-2.3	0.0	-3.5	5	5	378	378		
Tier 3+	73.9	75.6	66.41	67.04	49.09	50.69	-2.2	-0.9	-3.1	-3.1	0.0	-2.2	68.3	71.2	64.20	64.56	43.86	45.94	-4.0	-0.6	-4.5	-4.5	0.0	-4.0	8	6	549	485		
City of Georgetown, TX+	72.4	67.0	118.20	119.69	85.58	80.19	8.1	-1.3	6.7	6.8	0.1	8.2	68.0	68.7	118.08	119.54	80.32	82.11	-1.0	-1.2	-2.2	3.6	5.9	4.9	12	11	1038	1015		
City of Allen, TX+	67.6	69.4	123.12	125.12	83.27	86.89	-2.6	-1.6	-4.2	-4.2	0.0	-2.6	62.6	65.9	118.92	119.80	74.42	78.92	-5.0	-0.7	-5.7	-5.7	0.0	-5.0	10	10	1330	1330		
City of Plano, TX+	73.8	73.2	115.10	115.71	84.94	84.68	0.8	-0.5	0.3	0.3	0.0	0.8	70.2	71.0	115.55	113.47	81.15	80.52	-1.0	1.8	0.8	0.8	0.0	-1.0	58	55	7199	6885		
City of Frisco, TX+	72.0	66.3	175.67	173.73	126.42	115.22	8.5	1.1	9.7	9.7	0.0	8.5	69.4	66.7	176.80	159.94	122.76	106.69	4.1	10.5	15.1	26.8	10.2	14.7	29	28	4285	4275		

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Tab 7 - Response Tier 2+: McKinney CVB

McKinney CVB
 For the Month of May 2024

							2022												2023												2024																								
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	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												
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		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•									
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•								
65121	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•								
60374	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
Total Properties:						5	378	<p>○ - 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.</p>																																															

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Tab 9 - Response Plano, TX+: McKinney CVB

McKinney CVB
 For the Month of May 2024

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