

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

### YTD OCCUPANCY

**64.4%**

▼ 2.82% vs LY

LY: 67.0%

### YTD ADR

**\$98.82**

▲ 3.55% vs LY

LY: \$95.93

### YTD REVPAR

**\$63.67**

▲ 0.63% vs LY

LY: \$64.24

Room supply grew 11.6% YTD as new hotels came online (Denizen Nov '24, Tru by Hilton Feb '25), compressing occupancy while ADR holds steady. Revenue in absolute dollars is up 10.6% YTD.

## HOTEL OCCUPANCY TAX REVENUE – CITY OF MCKINNEY\*

### MARCH COLLECTIONS

**\$278,358**

▲ 18.27% vs LY

LY: \$235,356

### MONTH VS PRIOR YEAR

**+18.27%**

▲ +\$43,001

### YTD (OCT-MARCH)

**\$1,666,279**

▲ 13.32% vs LY

LY: \$1,470,421

### YTD VS PRIOR YEAR

**+13.32%**

▲ +\$195,858

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

## EVENTS & COMMUNITY ENGAGEMENT

### EVENTS, CONFERENCES & TRAININGS

- **Apr 14–17** ICMA Leadership Conference
  - Aaron — Washington, DC
- **Apr 15–16** Destinations Texas Innovation Summit
  - Sarah — College Station, TX
- **Apr 26–27** Destinations International CDME Course
  - Alisha — Dallas, TX
- **Apr 26** Destinations International CDME Course — Speaker
  - Aaron — Dallas, TX
- **Apr 29–30** TTA Unity Dinner
  - Aaron & Tony — Round Rock, TX
- **May 4–7** GSM Con
  - Emily — New Orleans, LA
- **May 6** Global Meetings Industry Day
  - Aaron speaking, Alisha attending — Arlington, TX

## UPCOMING COMMUNITY EVENTS

- **May 21–24** CJ CUP Byron Nelson — PGA Tour event hosted in McKinney
- **Jun 5–6** TMR Festival — Texas Music Revolution Festival
- **Jun 11 – Jul 19** Summer of Soccer at TUPPS — Every match shown live
- **Jul 4** Red, White & Boom — Parade & Fireworks, America 250 theme
- **Jul 20** DCI McKinney — Drum Corps International

## SALES TRIPS & MISSIONS

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- **Apr 20–23** Sports ETA — Las Vegas, NV
  - Tony — Sales Trip & Missions
- **May 13–15** S.P.O.R.T.S. The Invitational Conference — McKinney, TX

## FY2026 SPONSORSHIPS & SUPPORTED GROUPS

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### 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