

McKinney CVB

For the month of: July 2025

	Current Month - July 2025 vs July 2024											
	Occ %		ADR		RevPAR		Percent Change from July 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
McKinney, TX+	72.9	71.5	99.95	101.84	72.85	72.85	1.9	-1.9	-0.0	11.0	11.0	13.1
Tier 1+	73.6	75.0	123.21	127.87	90.70	95.91	-1.9	-3.6	-5.4	18.1	24.9	22.6
Tier 2+	73.3	72.9	94.41	98.35	69.24	71.66	0.7	-4.0	-3.4	-3.4	0.0	0.7
Tier 3+	71.4	66.0	63.61	64.86	45.39	42.80	8.1	-1.9	6.0	5.8	-0.2	7.9
City of Georgetown, TX+	61.7	62.6	101.24	106.10	62.45	66.41	-1.5	-4.6	-6.0	13.1	20.3	18.6
City of Allen, TX+	68.7	69.6	119.68	124.69	82.17	86.81	-1.4	-4.0	-5.3	-5.3	0.0	-1.4
City of Plano, TX+	66.5	68.0	106.92	107.11	71.13	72.83	-2.2	-0.2	-2.3	0.4	2.8	0.6
City of Frisco, TX+	64.3	66.7	158.85	152.57	102.10	101.82	-3.7	4.1	0.3	9.2	8.9	4.9