

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

YTD OCCUPANCY

69.52%

▼ 2.60% vs LY

LY: 72.02%

YTD ADR

\$105.40

▲ 4.32% vs LY

LY: \$101.24

YTD REVPAR

\$73.28

▲ 1.62% vs LY

LY: \$72.91

ADR continues to strengthen at +4.32% YTD, and RevPAR is solidly positive at +1.62%. Occupancy is down modestly at -2.60% YTD. STR data reflects June 2026, reported two months in arrears.

HOTEL OCCUPANCY TAX REVENUE – CITY OF MCKINNEY*

JUNE COLLECTIONS

\$369,464

▲ 8.61% vs LY

LY: \$340,190

MONTH VS PRIOR
YEAR

+8.61%

▲ +\$29,273

YTD (OCT-JUNE)

\$2,681,015

▲ 11.25% vs LY

LY: \$2,409,953

YTD VS PRIOR YEAR

+11.25%

▲ +\$271,062

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

FY26 HOT INCENTIVES

2,057 room nights
generated

\$17,855 invested in
incentives

\$16,317 HOT tax
returned (7%)

CATEGORY	TYPE OF INCENTIVE	ROOM NIGHTS	INCENTIVE
Youth Sports Event	\$5 per room night	789	\$3,945
Youth Sports Event	\$5 per room night	474	\$2,370
Youth Sports Event	\$5 per room night	490	\$4,310
Sports Event	Facility cost coverage	136	\$5,000
Conference	Deal closer	67	\$1,000
Sports Event	Staff room assistance	15	\$500
Corporate	Transportation assistance	86	\$730
TOTAL		2,057	\$17,855

Group names withheld and shown by category. HOT ROI estimated at the 7% local hotel occupancy tax rate.

DEPARTMENT UPDATES

- Summer Intern Landy Long completed her capstone project for the University of Oklahoma's Gaylord College of Journalism and Mass Communication. View her project: canva.link/q8qyk1vvrd3zrd
- America 250 Challenge Coins The campaign has been one of the most engaging community activations Visit McKinney has executed this year. Residents and visitors have been earning limited-edition commemorative coins through three experiences, each generating impressive turnout and social buzz:
 - Historic Downtown Tours: Visit McKinney and the Historic Preservation Office co-hosted three guided tours of Downtown McKinney, welcoming 15–20 participants per tour a strong showing that reflects the community's enthusiasm for McKinney's history.
 - America 250 Scavenger Hunt: 76 people completed the app-based challenge, checking into 6 locations across McKinney and claiming their coin at the Visit McKinney store. The hunt generated over 750 total check-ins, driving foot traffic to destinations throughout the city.
 - Daily Coin Drops: Every day in July, the team hid a coin somewhere in McKinney and posted a clue on social media. Every single coin has been claimed, some within 5 minutes. The response from the community has been outstanding, and the campaign will run through July 31.

EVENTS & COMMUNITY ENGAGEMENT

EVENTS, CONFERENCES & TRAININGS

- **July 21–24** Destinations International Annual Conference — Portland, OR
 - Aaron, Alisha, Sarah, Emily, and Tony attending.
- **Sept. 2–4** Destinations Texas Conference — Plano, TX
 - Aaron, Alisha, Sarah, Emily, Tony, and Paula attending.

UPCOMING COMMUNITY EVENTS

- **Sept. 25–27** McKinney Oktoberfest
- **Dec. 19** NCAA DII Football Championship

HOTEL DEVELOPMENT UPDATES

- AC Marriott — 137 rooms | Est. completion October 2026 | Under Construction
- Dual-Brand La Quinta / Hawthorn Suites — 103 rooms | Est. completion Summer 2026 | Under Construction
- Avid Hotel — 95 rooms | Est. completion TBD | Under Construction
- Cannon Beach Resort Hotel — 200 rooms | Est. completion TBD | Under Construction

SALES TRIPS & MISSIONS

- **Sept. 21–24** SPORTS The Relationship Conference
 - Tony
- **Dec. 11–12** Dallas Marathon Tabling
 - All staff

FY2026 SPONSORSHIPS & SUPPORTED GROUPS

SPORTS

- NCAA DII Football Championship
- Sports ETA Texas Tailgate Sponsorship
- Guardians DCI Team
- McKinney Chupacabras Travel Sponsor
- Marching Music Made in McKinney / DCI McKinney

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