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McKinney CVB

For the Month of January 2024



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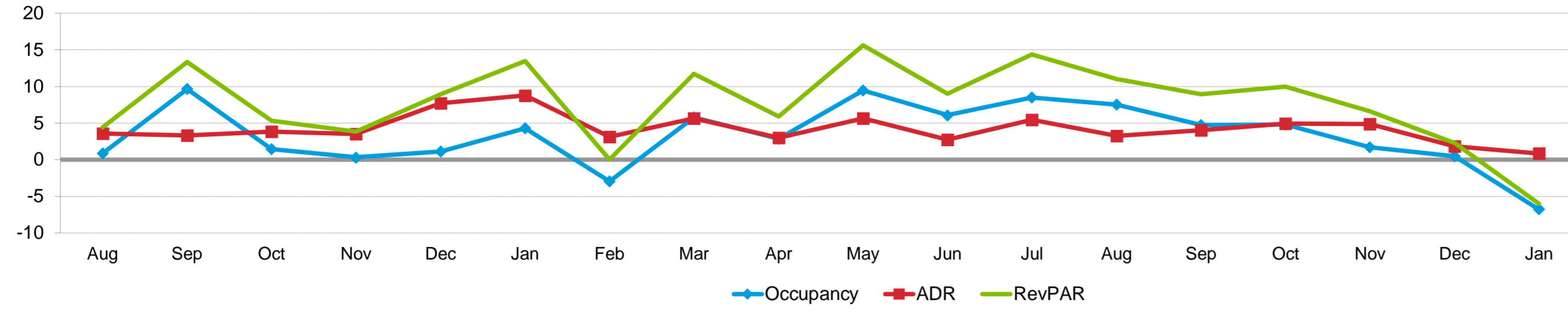
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Tab 2 - Trend McKinney, TX+

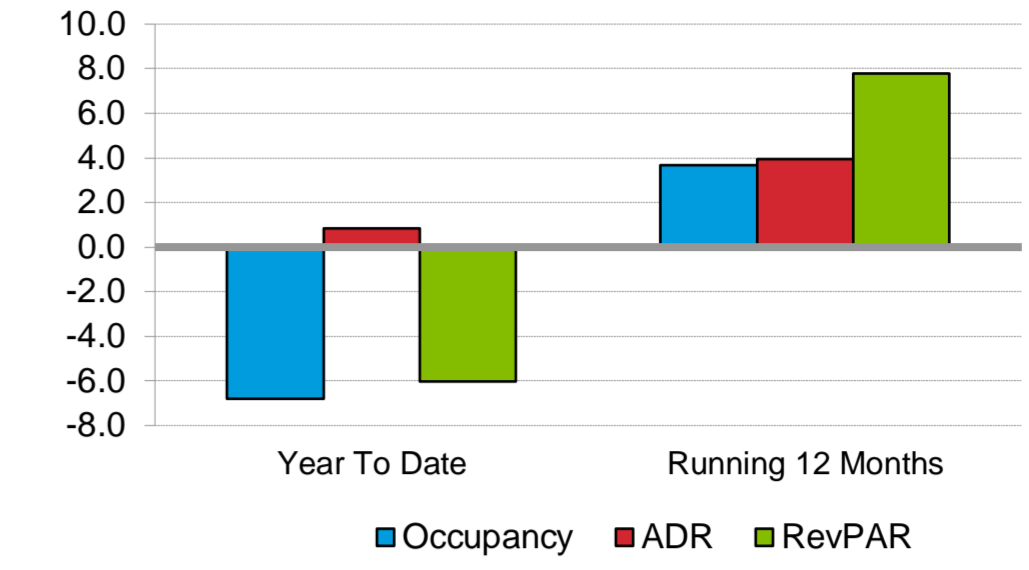
Currency: USD - US Dollar

McKinney CVB
For the Month of January 2024

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022					2023					2024							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	62.7	67.7	70.7	67.7	63.4	63.1	66.7	74.3	74.3	79.2	80.3	76.2	67.4	70.9	74.1	68.8	63.7	58.8
Last Year	62.2	61.7	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4	75.7	70.2	62.7	67.7	70.7	63.4	63.1	63.1
Percent Change	0.8	9.6	1.4	0.3	1.1	4.3	-3.0	5.8	2.8	9.5	6.1	8.5	7.5	4.7	4.8	1.7	0.5	-6.8

Year To Date		
2022	2023	2024
60.5	63.1	58.8
48.8	60.5	63.1
23.9	4.3	-6.8

Running 12 Months		
2022	2023	2024
65.5	68.7	71.2
48.3	65.5	68.7
35.6	5.0	3.7

ADR	2022					2023					2024							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	90.35	92.27	94.81	91.97	91.59	91.71	92.04	96.16	97.08	104.06	104.10	100.45	93.28	96.00	99.48	96.43	93.27	92.48
Last Year	87.25	89.29	91.33	88.84	85.03	84.31	89.27	91.03	94.26	98.52	101.31	95.27	90.35	92.27	94.81	91.97	91.59	91.71
Percent Change	3.5	3.3	3.8	3.5	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

Year To Date		
2022	2023	2024
84.31	91.71	92.48
68.00	84.31	91.71
24.0	8.8	0.8

Running 12 Months		
2022	2023	2024
85.56	93.70	97.41
71.94	85.56	93.70
18.9	9.5	4.0

RevPAR	2022					2023					2024							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	56.63	62.45	67.02	62.23	58.08	57.88	61.43	71.42	72.15	82.43	83.62	76.54	62.85	68.04	73.69	66.36	59.43	54.39
Last Year	54.23	55.12	63.65	59.93	53.32	51.02	61.41	63.91	68.11	71.30	76.73	66.93	56.63	62.45	67.02	62.23	58.08	57.88
Percent Change	4.4	13.3	5.3	3.8	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

Year To Date		
2022	2023	2024
51.02	57.88	54.39
33.20	51.02	57.88
53.7	13.4	-6.0

Running 12 Months		
2022	2023	2024
56.01	64.38	69.39
34.72	56.01	64.38
61.3	14.9	7.8

Supply	2022					2023					2024							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	51,925	50,250	51,925	50,250	51,925	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925	50,250	51,925	50,250	51,925	51,925
Last Year	48,670	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925	50,250	51,925	50,250	51,925	51,925
Percent Change	6.7	6.7	6.7	6.7	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

Year To Date		
2022	2023	2024
51,925	51,925	51,925
48,670	51,925	51,925
6.7	0.0	0.0

Running 12 Months		
2022	2023	2024
576,305	611,375	611,375
573,050	576,305	611,375
0.6	6.1	0.0

Demand	2022					2023					2024							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	32,546	34,011	36,704	34,002	32,930	32,768	31,303	38,563	37,345	41,132	40,364	39,569	34,986	35,612	38,465	34,583	33,084	30,540
Last Year	30,249	29,075	33,919	31,773	30,518	31,422	32,262	36,457	36,311	37,578	38,057	36,476	32,546	34,011	36,704	34,002	32,930	32,768
Percent Change	7.6	17.0	8.2	7.0	7.9	4.3	-3.0	5.8	2.8	9.5	6.1	8.5	7.5	4.7	4.8	1.7	0.5	-6.8

Year To Date		
2022	2023	2024
31,422	32,768	30,540
23,765	31,422	32,768
32.2	4.3	-6.8

Running 12 Months		
2022	2023	2024
377,284	420,102	435,546
276,566	377,284	420,102
36.4	11.3	3.7

Revenue	2022					2023					2024							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	2,940,395	3,138,143	3,480,084	3,127,222	3,015,988	3,005,228	2,881,222	3,708,334	3,625,500	4,280,314	4,202,087	3,974,587	3,263,528	3,418,887	3,826,455	3,334,713	3,085,680	2,824,430
Last Year	2,639,197	2,596,035	3,097,926	2,822,684	2,595,007	2,649,260	2,879,902	3,318,772	3,422,644	3,702,323	3,855,696	3,475,140	2,940,395	3,138,143	3,480,084	3,127,222	3,015,988	3,005,228
Percent Change	11.4	20.9	12.3	10.8	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

Year To Date		
2022	2023	2024
2,649,260	3,005,228	2,824,430
1,615,926	2,649,260	3,005,228
63.9	13.4	-6.0

Running 12 Months		
2022	2023	2024
32,281,288	39,361,536	42,425,739
19,897,029	32,281,288	39,361,536
62.2	21.9	7.8

Census %	2022					2023					2024							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Census Rooms	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675
% Rooms Participants	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4

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Tab 4 - Multi-Segmt: McKinney CVB

Currency: USD - US Dollar

McKinney CVB
For the Month of January 2024

Segment	January 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+	44.5	11.4	0.0	55.9	106.39	140.02	0.00	113.26	47.37	16.00	0.00	63.36	-0.7	-26.2	0.0	-7.3	-3.0	3.3	0.0	-2.6	-3.7	-23.8	0.0	-9.7
Frisco, TX+	35.6	27.9	0.0	63.5	158.63	195.05	85.00	174.59	56.41	54.37	0.03	110.81	-19.0	41.9	-44.0	-0.2	9.7	13.4	14.5	14.1	-11.1	60.9	-35.8	13.9
Plano, TX+	50.9	12.1	0.3	63.4	103.29	157.90	42.51	113.43	52.62	19.18	0.14	71.94	-2.6	-8.0	1368.6	-3.2	2.5	6.6	-44.4	2.9	-0.2	-1.9	716.5	-0.5

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+	44.5	11.4	0.0	55.9	106.39	140.02	0.00	113.26	47.37	16.00	0.00	63.36	-0.7	-26.2	0.0	-7.3	-3.0	3.3	0.0	-2.6	-3.7	-23.8	0.0	-9.7
Frisco, TX+	35.6	27.9	0.0	63.5	158.63	195.05	85.00	174.59	56.41	54.37	0.03	110.81	-19.0	41.9	-44.0	-0.2	9.7	13.4	14.5	14.1	-11.1	60.9	-35.8	13.9
Plano, TX+	50.9	12.1	0.3	63.4	103.29	157.90	42.51	113.43	52.62	19.18	0.14	71.94	-2.6	-8.0	1368.6	-3.2	2.5	6.6	-44.4	2.9	-0.2	-1.9	716.5	-0.5

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: January 2024

	Current Month - January 2024 vs January 2023												Year to Date - January 2024 vs January 2023												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 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+	58.8	63.1	92.48	91.71	54.39	57.88	-6.8	0.8	-6.0	-6.0	0.0	-6.8	58.8	63.1	92.48	91.71	54.39	57.88	-6.8	0.8	-6.0	-6.0	0.0	-6.8	20	17	1675	1565
Tier 1+	61.3	61.9	117.60	115.35	72.11	71.38	-0.9	1.9	1.0	1.0	0.0	-0.9	61.3	61.9	117.60	115.35	72.11	71.38	-0.9	1.9	1.0	1.0	0.0	-0.9	7	6	748	702
Tier 2+	55.2	62.9	85.74	90.98	47.34	57.25	-12.2	-5.8	-17.3	-17.3	0.0	-12.2	55.2	62.9	85.74	90.98	47.34	57.25	-12.2	-5.8	-17.3	-17.3	0.0	-12.2	5	5	378	378
City of Georgetown, TX+	59.6	60.1	108.28	108.99	64.58	65.46	-0.7	-0.7	-1.3	8.8	10.3	9.5	59.6	60.1	108.28	108.99	64.58	65.46	-0.7	-0.7	-1.3	8.8	10.3	9.5	12	11	1038	1015
City of Edmond, OK+	47.9	52.5	81.08	81.50	38.84	42.77	-8.7	-0.5	-9.2	-9.3	-0.1	-8.8	47.9	52.5	81.08	81.50	38.84	42.77	-8.7	-0.5	-9.2	-9.3	-0.1	-8.8	15	10	1137	939
City of Allen, TX+	55.9	60.3	113.26	116.28	63.36	70.15	-7.3	-2.6	-9.7	-9.7	0.0	-7.3	55.9	60.3	113.26	116.28	63.36	70.15	-7.3	-2.6	-9.7	-9.7	0.0	-7.3	10	10	1330	1330
City of Plano, TX+	63.4	65.5	113.43	110.28	71.94	72.29	-3.2	2.9	-0.5	-0.5	0.0	-3.2	63.4	65.5	113.43	110.28	71.94	72.29	-3.2	2.9	-0.5	-0.5	0.0	-3.2	58	55	7199	6885
City of Frisco, TX+	63.5	63.6	174.59	153.03	110.81	97.32	-0.2	14.1	13.9	28.9	13.2	13.0	63.5	63.6	174.59	153.03	110.81	97.32	-0.2	14.1	13.9	28.9	13.2	13.0	29	28	4285	4275

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Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
 For the Month of January 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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