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McKinney CVB

For the Month of August 2023



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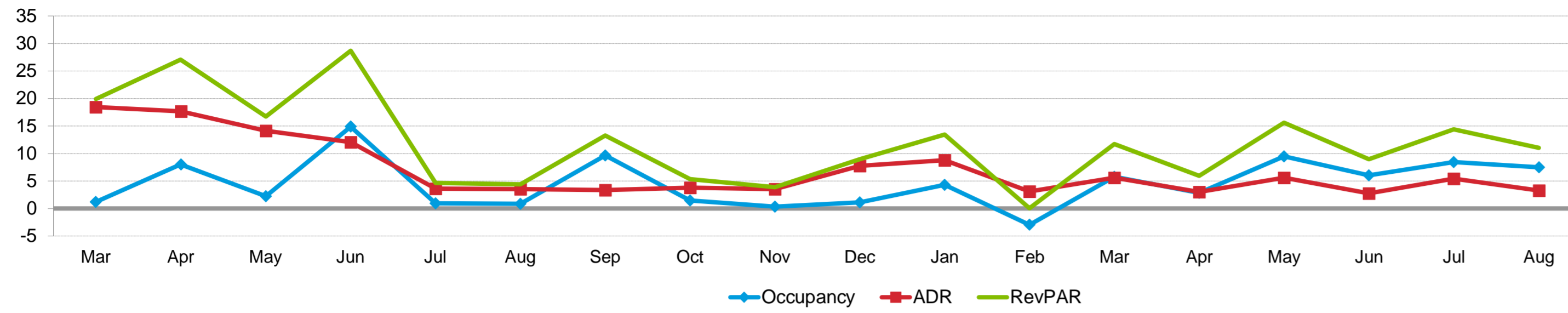
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Tab 2 - Trend McKinney, TX+

Currency: USD - US Dollar

McKinney CVB
For the Month of August 2023

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022										2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	70.2	72.3	72.4	75.7	70.2	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
Last Year	69.4	66.9	70.8	65.9	69.6	87.25	61.7	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4	75.7	70.2	62.7
Percent Change	1.2	8.0	2.2	14.9	1.0	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

Year To Date		
2021	2022	2023
64.0	69.1	72.7
48.5	64.0	69.1
32.0	7.8	5.3

Running 12 Months		
2021	2022	2023
59.4	67.9	70.9
53.2	59.4	67.9
11.5	14.4	4.5

ADR	2022										2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	91.03	94.26	98.52	101.31	95.27	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
Last Year	76.86	80.14	86.32	90.44	91.92	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
Percent Change	18.4	17.6	14.1	12.0	3.6	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

Year To Date		
2021	2022	2023
82.41	93.36	97.76
73.15	82.41	93.36
12.7	13.3	4.7

Running 12 Months		
2021	2022	2023
79.69	91.92	96.16
76.07	79.69	91.92
4.8	15.3	4.6

RevPAR	2022										2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	63.91	68.11	71.30	76.73	66.93	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
Last Year	53.30	53.62	61.11	59.63	63.94	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
Percent Change	19.9	27.0	16.7	28.7	4.7	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

Year To Date		
2021	2022	2023
52.78	64.48	71.10
35.51	52.78	64.48
48.7	22.2	10.3

Running 12 Months		
2021	2022	2023
47.32	62.41	68.21
40.50	47.32	62.41
16.8	31.9	9.3

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

Year To Date		
2021	2022	2023
381,510	407,025	407,025
381,510	381,510	407,025
0.0	6.7	0.0

Running 12 Months		
2021	2022	2023
573,050	598,565	611,375
573,050	573,050	598,565
0.0	4.5	2.1

Demand	2022										2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	36,457	36,311	37,578	38,057	36,476	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
Last Year	33,753	31,515	34,455	31,054	33,858	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
Percent Change	8.0	15.2	9.1	22.6	7.7	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

Year To Date		
2021	2022	2023
244,342	281,109	296,030
185,172	244,342	281,109
32.0	15.0	5.3

Running 12 Months		
2021	2022	2023
340,235	406,394	433,677
305,102	340,235	406,394
11.5	19.4	6.7

Revenue	2022										2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	3,318,772	3,422,644	3,702,323	3,855,696	3,475,140	2,940,395	3,138,144	3,480,083	3,127,222	3,015,989	3,005,227	2,881,222	3,708,334	3,625,500	4,280,314	4,202,087	3,974,587	3,263,528
Last Year	2,594,215	2,525,481	2,974,291	2,808,533	3,112,172	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
Percent Change	27.9	35.5	24.5	37.3	11.7	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

Year To Date		
2021	2022	2023
20,136,302	26,244,132	28,940,800
13,545,561	20,136,302	26,244,132
48.7	30.3	10.3

Running 12 Months		
2021	2022	2023
27,114,552	37,355,783	41,702,238
23,208,701	27,114,552	37,355,783
16.8	37.8	11.6

Census %	2022										2023							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
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 August 2023

Segment	August 2023												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+	47.7	8.6	0.0	56.3	106.29	108.94	0.00	106.69	50.72	9.36	0.00	60.08	0.3	71.1	0.0	7.0	1.8	-6.1	0.0	1.1	2.0	60.7	0.0	8.2
Frisco, TX+	41.4	16.3	0.1	57.8	142.78	175.98	76.75	152.07	59.06	28.73	0.06	87.86	-8.0	22.8	13.2	-0.9	10.7	20.4	8.9	14.5	1.8	47.9	23.3	13.4
Plano, TX+	55.7	9.6	0.0	65.3	100.29	138.24	0.00	105.85	55.89	13.23	0.00	69.12	-2.3	-9.6	0.0	-3.4	2.4	7.9	0.0	3.1	0.1	-2.4	0.0	-0.4

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+	49.1	14.8	0.0	63.9	114.49	131.61	0.00	118.46	56.19	19.49	0.00	75.68	-0.3	44.9	0.0	7.5	4.9	8.4	0.0	6.5	4.6	57.0	0.0	14.4
Frisco, TX+	45.2	19.9	0.1	65.2	151.90	178.68	77.06	160.00	68.64	35.57	0.05	104.26	0.6	15.8	55.2	4.9	10.4	17.5	0.0	13.0	11.1	36.1	55.3	18.5
Plano, TX+	57.3	13.2	0.0	70.5	103.88	145.62	69.70	111.69	59.53	19.24	0.01	78.78	-1.5	7.5	0.0	0.1	6.3	15.3	0.0	8.8	4.8	23.9	0.0	8.9

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: August 2023

	Current Month - August 2023 vs August 2022												Year to Date - August 2023 vs August 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
McKinney, TX+	67.4	62.7	93.28	90.35	62.85	56.63	7.5	3.2	11.0	11.0	0.0	7.5	72.7	69.1	97.76	93.36	71.10	64.48	5.3	4.7	10.3	10.3	0.0	5.3	20	17	1675	1565
Tier 1+	68.0	59.3	114.87	114.29	78.10	67.75	14.7	0.5	15.3	15.3	0.0	14.7	72.4	67.7	121.86	116.67	88.26	78.99	7.0	4.4	11.7	11.7	0.0	7.0	7	6	748	702
Tier 2+	58.4	56.0	93.82	92.58	54.76	51.85	4.2	1.3	5.6	5.6	0.0	4.2	72.3	64.8	97.52	96.93	70.56	62.77	11.7	0.6	12.4	12.4	0.0	11.7	5	5	378	378
City of Georgetown, TX+	67.4	69.7	104.42	106.71	70.37	74.34	-3.3	-2.1	-5.3	4.3	10.2	6.6	68.4	68.8	115.72	112.19	79.19	77.21	-0.6	3.1	2.6	9.2	6.4	5.8	12	11	1037	1014
City of Edmond, OK+	59.5	60.8	80.45	79.30	47.85	48.22	-2.2	1.4	-0.7	-0.8	-0.1	-2.2	61.4	61.1	84.23	81.95	51.75	50.03	0.6	2.8	3.4	3.4	-0.0	0.6	15	9	1137	837
City of Allen, TX+	56.3	52.6	106.69	105.55	60.08	55.54	7.0	1.1	8.2	8.2	0.0	7.0	63.9	59.5	118.46	111.28	75.68	66.16	7.5	6.5	14.4	14.4	0.0	7.5	10	10	1330	1330
City of Plano, TX+	65.3	67.6	105.85	102.68	69.12	69.41	-3.4	3.1	-0.4	3.0	3.5	-0.0	70.5	70.4	111.69	102.68	78.78	72.34	0.1	8.8	8.9	11.1	2.0	2.1	58	55	7199	6885
City of Frisco, TX+	57.8	58.3	152.07	132.87	87.86	77.50	-0.9	14.5	13.4	28.3	13.2	12.1	65.2	62.1	160.00	141.54	104.26	87.96	4.9	13.0	18.5	26.6	6.8	12.0	29	28	4285	4275

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Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
 For the Month of August 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2021												2022												2023											
								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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