

Tab 5 - Multi-Segment: McKinney CVB

McKinney CVB

For the month of: March 2025

	Current Month - March 2025 vs March 2024											
	Occ %		ADR		RevPAR		Percent Change from March 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
McKinney, TX+	72.9	73.2	99.90	99.81	72.85	73.06	-0.4	0.1	-0.3	11.3	11.6	11.2
Tier 1+	77.3	75.4	122.50	126.11	94.72	95.04	2.6	-2.9	-0.3	10.9	11.2	14.1
Tier 2+	76.3	75.3	94.09	94.61	71.83	71.28	1.3	-0.6	0.8	0.8	0.0	1.3
Tier 3+	69.4	68.8	61.92	64.53	42.96	44.38	0.9	-4.0	-3.2	-1.8	1.5	2.3
City of Georgetown, TX+	56.3	66.1	120.36	112.69	67.78	74.54	-14.9	6.8	-9.1	9.4	20.3	2.4
City of Allen, TX+	74.7	64.1	125.30	118.78	93.58	76.11	16.6	5.5	23.0	23.0	0.0	16.6
City of Plano, TX+	70.7	71.9	115.57	112.40	81.67	80.77	-1.7	2.8	1.1	4.1	2.9	1.2
City of Frisco, TX+	69.9	70.8	181.90	172.15	127.14	121.93	-1.3	5.7	4.3	13.6	8.9	7.5