

Date Created: Jun 15, 2023

McKinney CVB

For the Month of May 2023



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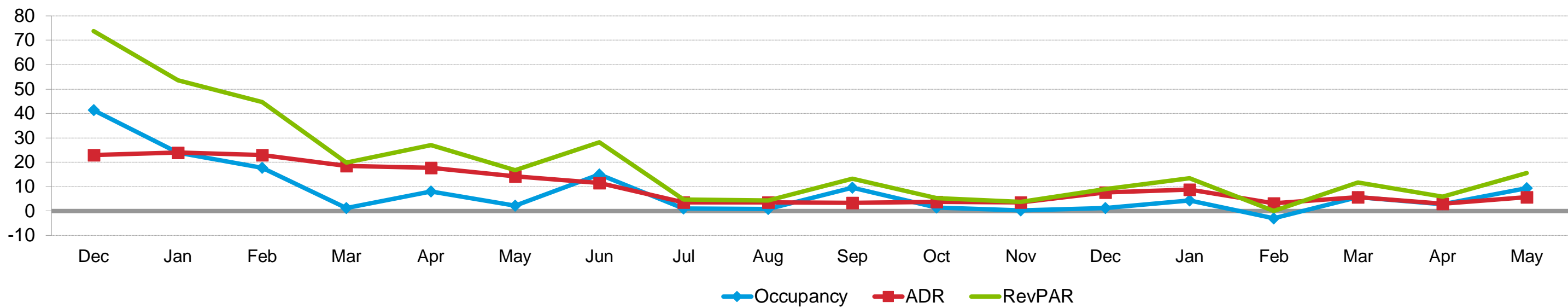
Tab 2 - Trend McKinney, TX+

McKinney CVB

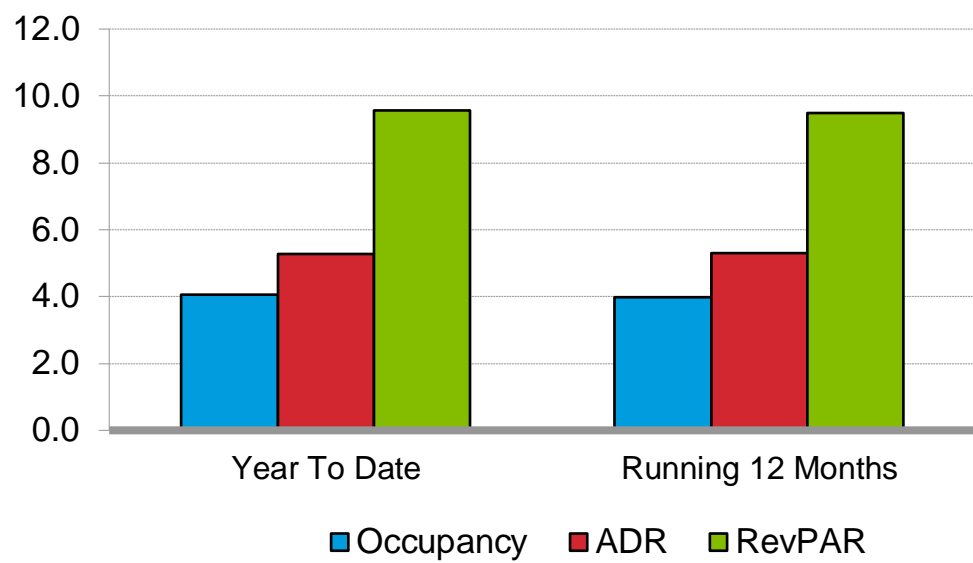
For the Month of May 2023

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	62.7	60.5	68.8	70.2	72.3	75.8	70.2	62.7	67.7	70.7	67.7	63.4	63.1	66.7	74.3	74.3	79.2
	Last Year	44.4	48.8	58.4	69.4	66.9	70.8	65.9	62.2	61.7	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4
	Percent Change	41.3	23.9	17.7	1.2	8.0	2.2	15.0	1.0	0.8	9.6	1.4	0.3	4.3	-3.0	5.8	2.8	9.5

Year To Date		
2021	2022	2023
62.9	68.8	71.6
46.4	62.9	68.8
35.6	9.3	4.1

Running 12 Months		
2021	2022	2023
55.9	67.0	69.7
58.0	55.9	67.0
-3.6	19.9	4.0

ADR	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	85.03	84.31	89.27	91.03	94.26	100.87	95.27	90.35	92.27	94.81	91.97	91.59	91.71	92.04	96.16	97.08	104.06
	Last Year	69.16	68.00	72.65	76.86	80.14	86.32	91.92	87.25	89.29	91.33	88.84	85.03	84.31	89.27	91.03	94.26	98.52
	Percent Change	23.0	24.0	22.9	18.4	17.6	14.1	11.5	3.5	3.3	3.8	3.5	7.7	8.8	3.1	5.6	3.0	5.6

Year To Date		
2021	2022	2023
77.60	91.78	96.63
74.60	77.60	91.78
4.0	18.3	5.3

Running 12 Months		
2021	2022	2023
74.61	90.36	95.15
78.59	74.61	90.36
-5.1	21.1	5.3

RevPAR	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	53.32	51.02	61.41	63.91	68.11	71.30	66.93	56.63	62.45	67.02	62.23	58.08	57.88	61.43	71.42	72.15	82.43
	Last Year	30.68	33.20	42.46	53.30	53.62	59.63	63.94	54.23	55.12	63.65	59.93	53.32	51.02	61.41	63.91	68.11	71.30
	Percent Change	73.8	53.7	44.6	19.9	27.0	16.7	28.2	4.4	13.3	5.3	3.8	8.9	13.4	0.0	11.7	5.9	15.6

Year To Date		
2021	2022	2023
48.83	63.15	69.19
34.61	48.83	63.15
41.1	29.3	9.6

Running 12 Months		
2021	2022	2023
41.70	60.53	66.28
45.56	41.70	60.53
-8.5	45.2	9.5

Supply	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	48,670	51,925	46,900	51,925	50,250	50,250	51,925	51,925	50,250	51,925	50,250	51,925	51,925	46,900	51,925	50,250	51,925
	Last Year	48,670	48,670	43,960	48,670	47,100	47,100	48,670	48,670	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925
	Percent Change	0.0	6.7	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

Year To Date		
2021	2022	2023
237,070	252,925	252,925
237,070	237,070	252,925
0.0	6.7	0.0

Running 12 Months		
2021	2022	2023
573,050	588,905	611,375
558,340	573,050	588,905
2.6	2.8	3.8

Demand	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	30,518	31,422	32,262	36,457	36,311	37,578	38,084	32,546	34,011	36,704	34,002	32,930	32,768	31,303	38,563	37,345	41,132
	Last Year	21,593	23,765	25,693	33,753	31,515	34,455	31,054	30,249	29,075	33,919	31,773	30,518	31,422	32,262	36,457	36,311	37,578
	Percent Change	41.3	32.2	25.6	8.0	15.2	9.1	22.6	7.6	17.0	8.2	7.0	7.9	4.3	-3.0	5.8	2.8	9.5

Year To Date		
2021	2022	2023
149,181	174,030	181,111
109,990	149,181	174,030
35.6	16.7	4.1

Running 12 Months		
2021	2022	2023
320,236	394,476	425,864
323,701	320,236	394,476
-1.1	23.2	8.0

Revenue	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	This Year	2,595,007	2,649,260	2,879,902	3,318,772	3,422,644	3,702,323	3,841,389	2,940,394	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
	Last Year	1,493,336	1,615,926	1,866,487	2,594,215	2,525,481	2,974,291	2,808,533	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
	Percent Change	73.8	63.9	54.3	27.9	35.5	24.5	36.8	11.4	20.9	12.3	10.8	16.2	13.4	0.0	11.7	5.9	15.6

Year To Date		
2021	2022	2023
11,576,401	15,972,901	17,500,598
8,205,471	11,576,401	15,972,901
41.1	38.0	9.6

Running 12 Months		
2021	2022	2023
23,893,821	35,644,454	40,518,958
25,439,545	23,893,821	35,644,454
-6.1	49.2	13.7

Census %	2021	2022												2023				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	Census Props	19	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
	Census Rooms	1570	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675
	% Rooms Participants	93.0	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 3 - Response McKinney, TX+

McKinney CVB
For the Month of May 2023

							2021	2022												2023																																						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	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															
53019	American Inn	McKinney, TX	75069	Jan 2021	Jun 2000	26																																																				
80565	Avid Dallas North McKinney	McKinney, TX	75069		U/C	95																																																				
44347	Best Western Plus McKinney Inn & Suites	McKinney, TX	75069	Jan 2011	Mar 2002	68		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
29753	Closed - Budget Motel	McKinney, TX	75069	Jan 2009	Jun 1974	0																																																				
59429	Grand Hotel McKinney	McKinney, TX	75069	Apr 2007	Apr 2007	46																																																				
63863	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75069	Jun 2015	Jun 2015	79		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																																																				
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75069	Feb 2016	Feb 2016	88		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
25797	Days Inn McKinney	McKinney, TX	75070	Jun 1998	Nov 1986	76		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
33940	Econo Lodge Inn & Suites McKinney	McKinney, TX	75070	Jul 2018	Jan 1997	55		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
65121	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
57611	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008	Sep 2008	99		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
66780	Home2 Suites by Hilton McKinney	McKinney, TX	75070	Jul 2019	Jul 2019	107		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
60374	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
1109	Red Roof Inn McKinney	McKinney, TX	75070	Jun 2021	Feb 1981	100		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
67358	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019	Sep 2019	125		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75		○	○	○	○	○	○	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																																																				
75960	Fairfield Inn & Suites Dallas McKinney	McKinney, TX	75071	Jan 2022	Jan 2022	105														•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:	23	1854	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																																				

A blank row indicates insufficient data.

Tab 4 - Multi-Segmt: McKinney CVB

McKinney CVB
For the Month of May 2023

Currency: USD - US Dollar

	May 2023												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
Segment	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+	52.4	17.1	0.0	69.5	123.48	130.10	0.00	125.11	64.67	22.22	0.00	86.89	-1.3	89.1	0.0	11.9	6.5	-1.8	0.0	5.7	5.1	85.7	0.0	18.2
Frisco, TX+	42.5	23.7	0.1	66.3	163.74	191.93	77.01	173.73	69.64	45.53	0.05	115.22	-14.0	40.7	77.1	0.0	17.8	25.4	9.3	21.9	1.3	76.5	93.6	21.9
Plano, TX+	57.9	15.3	0.0	73.2	105.69	153.58	0.00	115.70	61.21	23.50	0.00	84.70	-2.7	16.9	0.0	0.9	4.2	15.4	0.0	8.0	1.5	34.8	0.0	9.0

	Year To Date												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
Segment	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+	49.3	16.6	0.0	65.9	114.87	134.45	0.00	119.80	56.64	22.28	0.00	78.92	3.7	52.5	0.0	12.8	5.5	11.7	0.0	7.9	9.4	70.4	0.0	21.7
Frisco, TX+	45.5	20.9	0.1	66.5	152.85	176.29	77.85	160.14	69.61	36.80	0.05	106.45	4.3	27.9	23.2	10.7	12.4	14.5	3.1	13.7	17.2	46.4	27.0	25.9
Plano, TX+	56.7	14.2	0.0	71.0	104.47	149.40	69.70	113.47	59.26	21.25	0.01	80.53	-1.6	23.4	0.0	2.6	9.5	17.5	0.0	12.7	7.7	45.1	0.0	15.6

A blank row indicates insufficient data.

Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: May 2023

	Current Month - May 2023 vs May 2022												Year to Date - May 2023 vs May 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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+	79.2	72.4	104.06	98.52	82.43	71.30	9.5	5.6	15.6	15.6	0.0	9.5	71.6	68.8	96.63	91.78	69.19	63.15	4.1	5.3	9.6	9.6	0.0	4.1	20	17	1675	1565
Tier 1+	80.2	70.3	129.28	124.88	103.64	87.73	14.1	3.5	18.1	18.1	0.0	14.1	71.5	68.4	120.77	114.59	86.30	78.33	4.5	5.4	10.2	10.2	0.0	4.5	7	6	748	702
Tier 2+	82.5	69.6	104.88	102.65	86.55	71.45	18.6	2.2	21.1	21.1	0.0	18.6	72.5	64.6	95.27	94.44	69.10	60.96	12.3	0.9	13.3	13.3	0.0	12.3	5	5	378	378
City of Georgetown, TX+	67.0	75.3	119.69	120.05	80.20	90.41	-11.0	-0.3	-11.3	-2.3	10.2	-2.0	68.8	67.8	119.36	113.12	82.13	76.67	1.5	5.5	7.1	11.5	4.1	5.7	12	11	1037	1014
City of Edmond, OK+	64.0	62.5	86.24	85.63	55.21	53.53	2.4	0.7	3.1	3.1	0.0	2.4	59.5	57.2	82.78	79.60	49.29	45.49	4.2	4.0	8.3	8.3	0.0	4.2	15	9	1138	838
City of Allen, TX+	69.5	62.1	125.11	118.39	86.89	73.50	11.9	5.7	18.2	18.2	0.0	11.9	65.9	58.4	119.80	111.03	78.92	64.86	12.8	7.9	21.7	21.7	0.0	12.8	10	10	1330	1330
City of Plano, TX+	73.2	72.6	115.70	107.11	84.70	77.74	0.9	8.0	9.0	10.6	1.5	2.4	71.0	69.2	113.47	100.71	80.53	69.66	2.6	12.7	15.6	17.3	1.5	4.1	58	55	7199	6885
City of Frisco, TX+	66.3	66.3	173.73	142.52	115.22	94.55	-0.0	21.9	21.9	38.0	13.2	13.2	66.5	60.0	160.14	140.88	106.45	84.59	10.7	13.7	25.9	29.5	2.9	13.9	29	28	4285	4275

A blank row indicates insufficient data.

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Tab 9 - Response City of Edmond, OK+: McKinney CVB

McKinney CVB
For the Month of May 2023

							202120222023																																														
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	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										
73113	Garden Cottages on Memorial	Edmond, OK	73013	Jun 2017	Jun 2017	69																																															
44905	InTown Suites Edmond	Edmond, OK	73013	Jun 1999	Jun 1999	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•					
32633	Sleep Inn & Suites Edmond Near University	Edmond, OK	73013	Aug 1998	Aug 1998	100		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
44902	Stratford House Inn	Edmond, OK	73013	Jun 1984	Jun 1984	40																																															
41092	Broadway Suites	Edmond, OK	73034			22																																															
3031	Closed - Ramada Plaza Hotel North	Edmond, OK	73034	Mar 2005	Jun 1983	0																																															
11310	Executive Inn	Edmond, OK	73034	Dec 2021	Jan 1984	40																																															
54366	Fairfield Inn & Suites Edmond	Edmond, OK	73034	Mar 2007	Mar 2007	90		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
36130	Hampton by Hilton Inn Oklahoma City/Edmond	Edmond, OK	73034	Jun 1998	Jun 1998	71		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
66550	Hilton Garden Inn Edmond Oklahoma City North	Edmond, OK	73034	Dec 2017	Dec 2017	158		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
45487	Holiday Inn Express & Suites Edmond	Edmond, OK	73034	Mar 2003	Mar 2003	80		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
63950	Home2 Suites by Hilton Edmond	Edmond, OK	73034	Dec 2015	Dec 2015	89		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
57714	La Quinta Inns & Suites Edmond	Edmond, OK	73034	Jan 2014	Sep 2009	69		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
75839	OYO Hotel Edmond - University of Central Oklahoma	Edmond, OK	73034	Sep 2020	Sep 2020	102							•	•	•	•	•	•	•	•	•	•	•																														
77012	Red Carpet Motel	Edmond, OK	73034			27																																															
37190	SureStay Hotel By Best Western Edmond	Edmond, OK	73034	Dec 2020	Jan 2000	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
Total Properties:							16	1138																																													
								○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																													

A blank row indicates insufficient data.

McKinney CVB
For the Month of May 2023

A blank row indicates insufficient data.

Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
For the Month of May 2023

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