

Tab 5 - Multi-Segment: McKinney CVB

McKinney CVB

For the month of: September 2025

	Current Month - September 2025 vs September 2024											
	Occ %		ADR		RevPAR		Percent Change from September 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room		
										Rev	Avail	Sold
McKinney, TX+	70.0	69.5	98.78	96.81	69.19	67.31	0.7	2.0	2.8	14.1	11.0	11.8
Tier 1+	72.4	75.2	122.84	121.83	88.90	91.66	-3.8	0.8	-3.0	21.1	24.9	20.1
Tier 2+	71.3	62.7	89.61	91.39	63.86	57.30	13.7	-2.0	11.4	11.4	0.0	13.7
Tier 3+	65.3	66.5	60.91	62.39	39.77	41.48	-1.8	-2.4	-4.1	-4.3	-0.2	-2.0
City of Georgetown, TX+	59.0	66.1	107.29	107.99	63.33	71.35	-10.7	-0.7	-11.3	6.8	20.3	7.5
City of Allen, TX+	59.6	64.0	121.10	116.17	72.15	74.31	-6.9	4.2	-2.9	-2.9	0.0	-6.9
City of Plano, TX+	66.1	65.8	114.56	114.32	75.68	75.21	0.4	0.2	0.6	1.5	0.9	1.3
City of Frisco, TX+	66.0	70.2	187.63	181.31	123.80	127.33	-6.0	3.5	-2.8	5.7	8.7	2.1