

STR MARKET PERFORMANCE – YEAR TO DATE (JAN-MARCH 2026 VS PRIOR YEAR)

YTD OCCUPANCY

64.4%

▼ **2.82% vs LY**

LY: 67.0%

YTD ADR

\$98.82

▲ **3.55% vs LY**

LY: \$95.93

YTD REVPAR

\$63.67

▲ **0.63% vs LY**

LY: \$64.24

Room supply grew 11.6% YTD as new hotels came online (Denizen Nov '24, Tru by Hilton Feb '25), compressing occupancy while ADR holds steady. Revenue in absolute dollars is up 10.6% YTD.

HOTEL OCCUPANCY TAX REVENUE – CITY OF MCKINNEY*

MARCH
COLLECTIONS

\$278,358

▲ **18.27% vs LY**

LY: \$235,356

MONTH VS PRIOR
YEAR

+18.27%

▲ **+\$43,001**

YTD (OCT-MARCH)

\$1,666,279

▲ **13.32% vs LY**

LY: \$1,470,421

YTD VS PRIOR YEAR

+13.32%

▲ **+\$195,858**

* Hotel occupancy tax data is reported approximately two months in arrears. Data reflected here is through March 2026, presented on the May 2026 agenda.

EVENTS & COMMUNITY ENGAGEMENT

EVENTS, CONFERENCES & TRAININGS

- **Apr 14–17** ICMA Leadership Conference
 - Aaron — Washington, DC
- **Apr 15–16** Destinations Texas Innovation Summit
 - Sarah — College Station, TX
- **Apr 26–27** Destinations International CDME Course
 - Alisha — Dallas, TX
- **Apr 26** Destinations International CDME Course — Speaker
 - Aaron — Dallas, TX
- **Apr 29–30** TTA Unity Dinner
 - Aaron & Tony — Round Rock, TX
- **May 4–7** GSM Con
 - Emily — New Orleans, LA
- **May 6** Global Meetings Industry Day
 - Aaron speaking, Alisha attending — Arlington, TX

UPCOMING COMMUNITY EVENTS

- **May 21–24** CJ CUP Byron Nelson — PGA Tour event hosted in McKinney
- **Jun 5–6** TMR Festival — Texas Music Revolution Festival
- **Jun 11 – Jul 19** Summer of Soccer at TUPPS — Every match shown live
- **Jul 4** Red, White & Boom — Parade & Fireworks, America 250 theme
- **Jul 20** DCI McKinney — Drum Corps International

SALES TRIPS & MISSIONS

- **Apr 20–23** Sports ETA — Las Vegas, NV
 - Tony — Sales Trip & Missions
- **May 13–15** S.P.O.R.T.S. The Invitational Conference — McKinney, TX

FY2026 SPONSORSHIPS & SUPPORTED GROUPS

SPORTS

- NCAA DII Football Championship
- Sports ETA Texas Tailgate Sponsorship
- Guardians DCI Team
- McKinney Chupacabras Travel Sponsor

COMMUNITY

- Chamber Award Dinner Sponsor
- State of the City

TRADE SHOWS & CONFERENCES

- Sports ETA
- Destinations Texas
- Texas Travel Alliance (TTA)
- Tarsus Connect
- Shaun Gladney Foundation – All Star EMS Conference