

VISIT MCKINNEY

Monthly Performance Report

April 2026 | Fiscal Year 2026 | 58% of FY Complete

OPERATING STATEMENT | APRIL 2026 (58% of FY Complete)

REVENUES

Category	Monthly Actual	Monthly Budget	YTD Actual	Remaining Budg.	% Rcvd
Hotel/Motel Transfers	\$141,833	\$141,833	\$992,833	\$709,167	58.3%
MCVB Store Revenue	\$4,222	\$3,688	\$30,739	\$13,521	69.5%
TOTAL REVENUES	\$146,271	\$145,772	\$1,024,379	\$724,881	58.6%

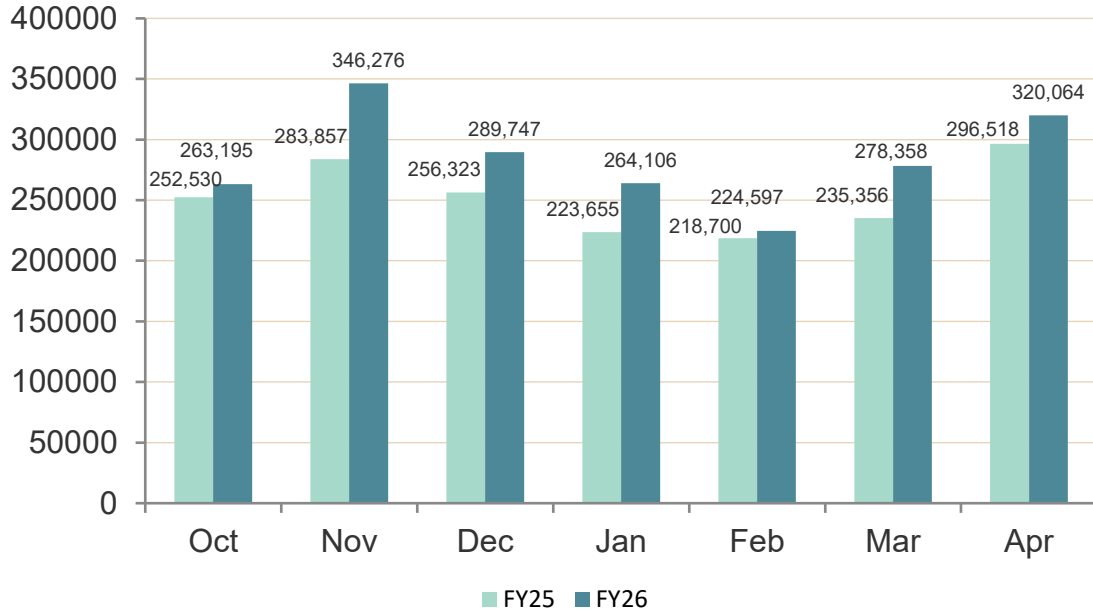
EXPENSES

Category	Monthly Actual	Monthly Budget	YTD Actual	Remaining Budg.	% Spent
Personnel Expense	\$73,884	\$65,019	\$451,690	\$328,538	57.9%
Supplies	\$1,500	\$1,365	\$5,913	\$10,461	36.1%
Merchandise Purchases	\$1,174	\$4,167	\$17,054	\$32,946	34.1%
Services/Sundry	\$55,098	\$72,672	\$424,484	\$447,582	48.7%
TOTAL EXPENSES	\$138,847	\$143,648	\$912,915	\$810,866	53%

NET | Monthly: \$7,424 YTD: \$111,464 Projected FY26 Ending Fund Balance: \$39,339 Beginning Fund Balance: \$13,860

HOTEL OCCUPANCY TAX REVENUE | YEAR-OVER-YEAR | APRIL 2026

Monthly HOT Revenue: FY25 vs FY26



vs Prior Year

Oct	+4.2%	21 hotels / 17 STRs
Nov	+22.0%	22 hotels / 20 STRs
Dec	+13.0%	22 hotels / 23 STRs
Jan	+18.1%	22 hotels / 27 STRs
Feb	+2.7%	22 hotels / 12 STRs
Mar	+18.3%	22 hotels / 14 STRs
Apr	+7.9%	22 hotels / 18 STRs

YTD TOTAL

FY26: \$1,986,343

FY25: \$1,766,939

+\$219,404 / +12.4%

STR PERFORMANCE + MAR OCCUPANCY DETAIL | APRIL 2026

McKINNEY STR — APRIL 2026 vs APRIL 2025

Occupancy

71.85%

Prior: 74.17%

-3.1%

ADR

\$104.12

Prior: \$101.90

+2.2%

RevPAR

\$74.82

Prior: \$75.58

-1.0%

YTD (Oct 2025–April 2026)

Metric	YTD Cur	YTD Prior	% Chg
Occupancy	66.3%	68.3%	-2.9%
ADR	\$100.26	\$97.21	+3.1%
RevPAR	\$66.46	\$66.38	+0.1%

MAR 2026 — TOP PROPERTIES BY HOT REVENUE

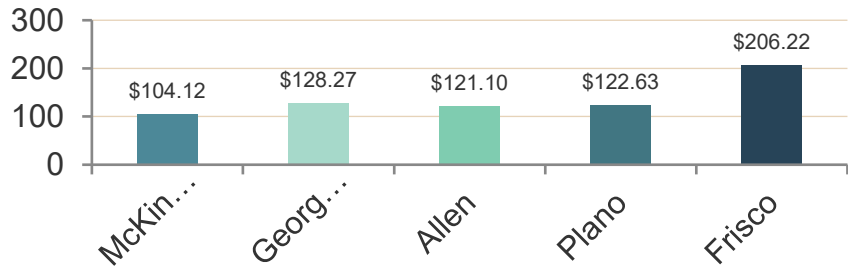
HOT Paid (top 11): \$248,064 | 22 Hotels | 12 STRs

Property	Occ %	HOT Paid
Airbnb Inc/ Homeaway	—	\$53,034
Sheraton	66.1%	\$38,224
Fairfield Inn	84.3%	\$23,931
Springhill Suites	72.4%	\$20,690
Home 2 Suites	79.3%	\$19,621
Hampton Inn	89.1%	\$18,620
Denizen Hotel	61.3%	\$18,535
Holiday Inn	63.7%	\$15,256
Holiday Inn Express	78.7%	\$12,801
Tru By Hilton	67.6%	\$11,971
Grand Hotel	72.3%	\$10,539

COMPETITIVE SET: ADR, RevPAR & OCCUPANCY | APRIL 2026 vs APRIL 2025

Market	Occ 2026	Occ Δ	ADR 2026	ADR Δ	RevPAR 2026	RevPAR Δ
McKinney ★	71.8%	-3.1%	\$104.12	+2.2%	\$74.82	-1.0%
Georgetown	70.4%	+13.9%	\$128.27	-7.8%	\$90.34	+5.0%
Allen	68.3%	+1.6%	\$121.10	+4.1%	\$82.67	+5.7%
Plano	71.3%	+2.2%	\$122.63	+3.3%	\$87.50	+5.5%
Frisco	73.7%	+2.5%	\$206.22	+9.1%	\$152.07	+11.8%

ADR (\$) — April 2026



RevPAR (\$) — April 2026

