

Tab 5 - Multi-Segment: McKinney CVB

McKinney CVB

For the month of: February 2025

Current Month - February 2025 vs February 2024												
	Occ %		ADR		RevPAR		Percent Change from February 2024					
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
McKinney, TX+	66.3	69.1	94.96	94.65	63.00	65.44	-4.0	0.3	-3.7	7.4	11.6	7.1
Tier 1+	71.9	69.9	115.35	121.27	82.95	84.81	2.8	-4.9	-2.2	8.8	11.2	14.4
Tier 2+	64.9	65.0	88.88	90.41	57.66	58.77	-0.2	-1.7	-1.9	-1.9	0.0	-0.2
Tier 3+	63.1	70.9	60.93	61.61	38.47	43.68	-10.9	-1.1	-11.9	-10.6	1.5	-9.6
City of Georgetown, TX+	62.2	66.4	112.69	109.73	70.10	72.88	-6.3	2.7	-3.8	6.1	10.3	3.3
City of Allen, TX+	66.3	60.4	117.43	116.02	77.84	70.04	9.8	1.2	11.1	11.1	0.0	9.8
City of Plano, TX+	70.1	67.6	118.52	115.88	83.10	78.29	3.8	2.3	6.1	9.3	2.9	6.8
City of Frisco, TX+	70.5	66.2	182.70	171.85	128.83	113.80	6.5	6.3	13.2	23.3	8.9	16.0