

Date Created: Jan 16, 2024

McKinney CVB

For the Month of December 2023



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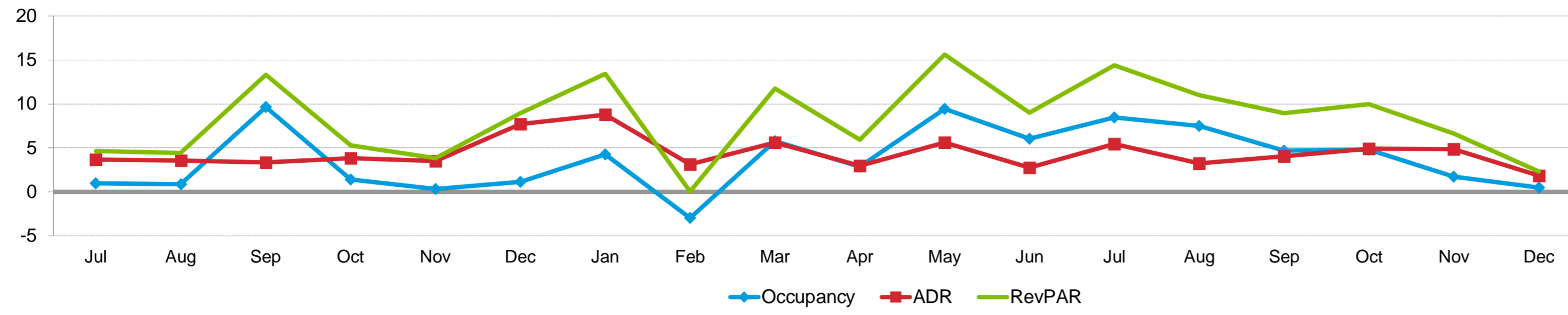
Tab 2 - Trend McKinney, TX+

Currency: USD - US Dollar

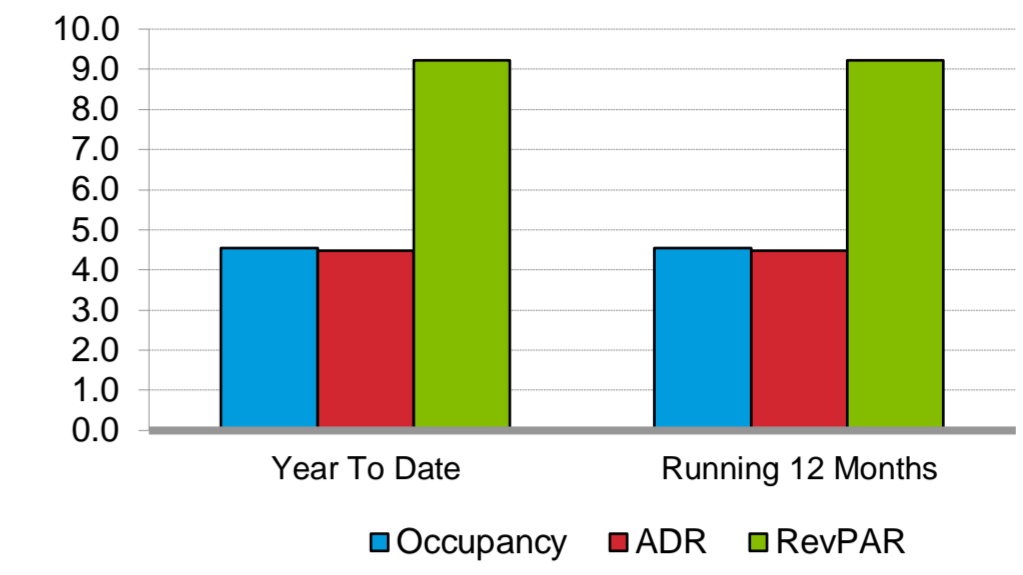
McKinney CVB

For the Month of December 2023

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2022						2023						Year To Date	Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			Jul	Aug	Sep	Oct
This Year	70.2	62.7	67.7	70.7	67.7	63.4	63.1	66.7	74.3	74.3	79.2	80.3	76.2	67.4	70.9	74.1	68.8	63.7
Last Year	69.6	62.2	61.7	69.7	67.5	62.7	60.5	68.8	70.2	72.3	72.4	75.7	70.2	62.7	67.7	70.7	67.7	63.4
Percent Change	1.0	0.8	9.6	1.4	0.3	1.1	4.3	-3.0	5.8	2.8	9.5	6.1	8.5	7.5	4.7	4.8	1.7	0.5

Year To Date		
2021	2022	2023
64.5	68.5	71.6
49.0	64.5	68.5
31.5	6.2	4.5

Running 12 Months		
2021	2022	2023
64.5	68.5	71.6
49.0	64.5	68.5
31.5	6.2	4.5

ADR	2022						2023						Year To Date	Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			Jul	Aug	Sep	Oct
This Year	95.27	90.35	92.27	94.81	91.97	91.59	91.71	92.04	96.16	97.08	104.06	104.10	100.45	93.28	96.00	99.48	96.43	93.28
Last Year	91.92	87.25	89.29	91.33	88.84	85.03	84.31	89.27	91.03	94.26	98.52	101.31	95.27	90.35	92.27	94.81	91.97	91.59
Percent Change	3.6	3.5	3.3	3.8	3.5	7.7	8.8	3.1	5.6	3.0	5.6	2.8	5.4	3.2	4.0	4.9	4.8	1.8

Year To Date		
2021	2022	2023
84.54	93.15	97.33
73.02	84.54	93.15
15.8	10.2	4.5

Running 12 Months		
2021	2022	2023
84.54	93.15	97.33
73.02	84.54	93.15
15.8	10.2	4.5

RevPAR	2022						2023						Year To Date	Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			Jul	Aug	Sep	Oct
This Year	66.93	56.63	62.45	67.02	62.23	58.08	57.88	61.43	71.42	72.15	82.43	83.62	76.54	62.85	68.04	73.69	66.36	59.43
Last Year	63.94	54.23	55.12	63.65	59.93	53.32	51.02	61.41	63.91	68.11	71.30	76.73	66.93	56.63	62.45	67.02	62.23	58.08
Percent Change	4.7	4.4	13.3	5.3	3.8	8.9	13.4	0.0	11.7	5.9	15.6	9.0	14.4	11.0	8.9	10.0	6.6	2.3

Year To Date		
2021	2022	2023
54.53	63.80	69.69
35.82	54.53	63.80
52.3	17.0	9.2

Running 12 Months		
2021	2022	2023
54.53	63.80	69.69
35.82	54.53	63.80
52.3	17.0	9.2

Supply	2022						2023						Year To Date	Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			Jul	Aug	Sep	Oct
This Year	51,925	51,925	50,250	51,925	50,250	51,925	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925	50,250	51,925	50,250	51,925
Last Year	48,670	48,670	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925	50,250	51,925	50,250	51,925
Percent Change	6.7	6.7	6.7	6.7	6.7	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2021	2022	2023
573,050	611,375	611,375
573,050	573,050	611,375
0.0	6.7	0.0

Running 12 Months		
2021	2022	2023
573,050	611,375	611,375
573,050	573,050	611,375
0.0	6.7	0.0

Demand	2022						2023						Year To Date	Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			Jul	Aug	Sep	Oct
This Year	36,476	32,546	34,011	36,704	34,002	32,930	32,768	31,303	38,563	37,345	41,132	40,364	39,569	34,986	35,612	38,465	34,583	33,083
Last Year	33,858	30,249	29,075	33,919	31,773	30,518	31,422	32,262	36,457	36,311	37,578	38,057	36,476	32,546	34,011	36,704	34,002	32,930
Percent Change	7.7	7.6	17.0	8.2	7.0	7.9	4.3	-3.0	5.8	2.8	9.5	6.1	8.5	7.5	4.7	4.8	1.7	0.5

Year To Date		
2021	2022	2023
369,627	418,756	437,773
281,065	369,627	418,756
31.5	13.3	4.5

Running 12 Months		
2021	2022	2023
369,627	418,756	437,773
281,065	369,627	418,756
31.5	13.3	4.5

Revenue	2022						2023						Year To Date	Running 12 Months				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			Jul	Aug	Sep	Oct
This Year	3,475,140	2,940,395	3,138,143	3,480,084	3,127,222	3,015,988	3,005,227	2,881,222	3,708,334	3,625,500	4,280,314	4,202,087	3,974,587	3,263,528	3,418,887	3,826,455	3,334,713	3,085,922
Last Year	3,112,172	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	3,855,696	3,475,140	2,940,395	3,138,143	3,480,084	3,127,222	3,015,988
Percent Change	11.7	11.4	20.9	12.3	10.8	16.2	13.4	0.0	11.7	5.9	15.6	9.0	14.4	11.0	8.9	10.0	6.6	2.3

Year To Date		
2021	2022	2023
31,247,954	39,005,569	42,606,778
20,523,811	31,247,954	39,005,569
52.3	24.8	9.2

Running 12 Months		
2021	2022	2023
31,247,954	39,005,569	42,606,778
20,523,811	31,247,954	39,005,569
52.3	24.8	9.2

Census %	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Census Rooms	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675
% Rooms Participants	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	93.4	93.4

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Tab 4 - Multi-Segmt: McKinney CVB

Currency: USD - US Dollar

McKinney CVB
For the Month of December 2023

Segment	December 2023												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	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+	45.5	11.0	0.0	56.5	101.62	102.44	0.00	101.78	46.27	11.25	0.00	57.52	-1.1	-24.3	0.0	-6.7	-1.6	-2.4	0.0	-1.8	-2.7	-26.1	0.0	-8.4
Frisco, TX+	43.2	16.5	0.0	59.8	140.45	174.78	73.37	149.89	60.74	28.81	0.02	89.57	-3.8	13.9	-77.1	0.4	4.4	22.4	223.7	10.0	0.4	39.4	-26.0	10.4
Plano, TX+	52.6	8.9	0.4	61.8	97.18	136.82	43.37	102.58	51.08	12.20	0.16	63.44	-1.9	2.7	0.0	-0.7	1.9	11.1	0.0	3.3	-0.1	14.1	0.0	2.6

Segment	Year To Date												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	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+	48.4	14.3	0.0	62.7	113.06	130.25	0.00	116.98	54.72	18.61	0.00	73.33	-1.0	28.9	0.0	4.6	3.8	8.3	0.0	5.4	2.8	39.6	0.0	10.2
Frisco, TX+	44.8	20.2	0.1	65.1	151.03	188.14	99.15	162.48	67.66	38.04	0.09	105.78	-1.8	12.8	53.0	2.4	9.8	23.2	59.9	14.6	7.9	39.0	144.6	17.4
Plano, TX+	56.6	13.2	0.1	69.9	103.49	145.05	46.06	111.29	58.59	19.16	0.03	77.79	-1.5	7.5	4613.5	0.2	5.2	13.3	-37.5	7.4	3.7	21.8	2844.7	7.6

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: December 2023

	Current Month - December 2023 vs December 2022												Year to Date - December 2023 vs December 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 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+	63.7	63.4	93.28	91.59	59.43	58.08	0.5	1.8	2.3	2.3	0.0	0.5	71.6	68.5	97.33	93.15	69.69	63.80	4.5	4.5	9.2	9.2	0.0	4.5	20	17	1675	1565
Tier 1+	66.3	63.3	116.49	113.66	77.19	71.99	4.6	2.5	7.2	7.2	0.0	4.6	72.5	67.4	121.47	116.54	88.04	78.57	7.5	4.2	12.0	12.0	0.0	7.5	7	6	748	702
Tier 2+	60.9	62.3	88.34	89.64	53.84	55.82	-2.1	-1.4	-3.5	-3.5	0.0	-2.1	69.9	64.6	95.88	94.88	67.06	61.33	8.2	1.1	9.3	9.3	0.0	8.2	5	5	378	378
City of Georgetown, TX+	56.7	63.2	102.20	108.06	57.99	68.31	-10.2	-5.4	-15.1	-6.4	10.3	-1.0	68.3	69.8	115.23	113.21	78.66	78.98	-2.2	1.8	-0.4	7.3	7.7	5.4	12	11	1038	1015
City of Edmond, OK+	50.0	51.0	72.79	73.64	36.37	37.53	-1.9	-1.2	-3.1	-3.2	-0.1	-2.0	60.1	60.6	84.09	81.78	50.56	49.53	-0.7	2.8	2.1	2.0	-0.0	-0.8	15	9	1137	837
City of Allen, TX+	56.5	60.6	101.78	103.64	57.52	62.76	-6.7	-1.8	-8.4	-8.4	0.0	-6.7	62.7	60.0	116.98	110.98	73.33	66.53	4.6	5.4	10.2	10.2	0.0	4.6	10	10	1330	1330
City of Plano, TX+	61.8	62.3	102.58	99.28	63.44	61.81	-0.7	3.3	2.6	2.6	0.0	-0.7	69.9	69.8	111.29	103.59	77.79	72.26	0.2	7.4	7.6	9.4	1.6	1.8	58	55	7199	6885
City of Frisco, TX+	59.8	59.5	149.89	136.32	89.57	81.16	0.4	10.0	10.4	24.9	13.2	13.6	65.1	63.6	162.48	141.77	105.78	90.13	2.4	14.6	17.4	27.9	8.9	11.6	29	28	4285	4275

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Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
 For the Month of December 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2021												2022												2023											
								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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Tab 11 - Response Allen, TX+: McKinney CVB

McKinney CVB
 For the Month of December 2023

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2021												2022												2023																																																
								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																																					
59761	Courtyard Dallas Allen At Allen Event Center	Allen, TX	75002	Jan 2010	Jan 2010	228		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●											
54760	Hampton by Hilton Inn & Suites-Dallas Allen	Allen, TX	75013	Aug 2006	Aug 2006	103		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●										
44891	Hilton Garden Inn Dallas Allen	Allen, TX	75013	Aug 2002	Aug 2002	150		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
54270	Holiday Inn Express & Suites Dallas NE Allen	Allen, TX	75013	Jun 2006	Jun 2006	87		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●						
60179	Homewood Suites by Hilton Dallas Allen	Allen, TX	75013	Feb 2010	Feb 2010	114		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					
65336	Hyatt Place Dallas Allen	Allen, TX	75013	Jun 2017	Jun 2017	104		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					
58475	La Quinta Inns & Suites Allen at The Village	Allen, TX	75013	Dec 2008	Dec 2008	90		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				
67569	Marriott Dallas Allen Hotel & Convention Center	Allen, TX	75013	Aug 2021	Jan 2019	300		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			
33379	Quality Inn Allen - Plano East	Allen, TX	75013	Sep 2015	Jul 1996	59		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
75591	Staybridge Suites Allen	Allen, TX	75013		U/C	90		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
69052	Tru by Hilton Allen Dallas	Allen, TX	75013	Sep 2020	Sep 2020	95		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Total Properties:							11	1420	<ul style="list-style-type: none"> ○ - 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.

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