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# McKinney CVB

For the Month of December 2021



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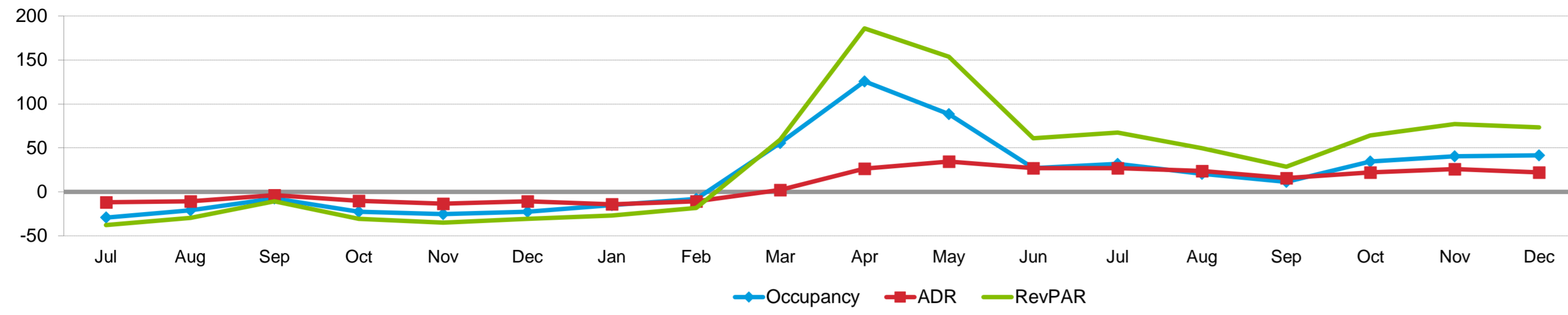
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Tab 2 - Trend McKinney, TX+

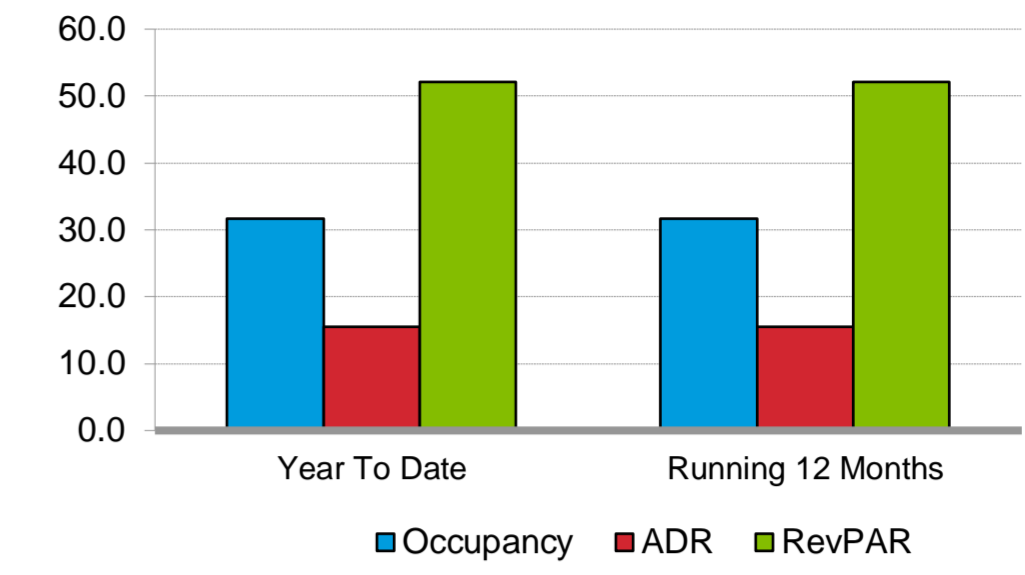
Currency: USD - US Dollar

McKinney CVB  
For the Month of December 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	53.3	52.4	56.4	52.5	48.7	45.0	49.7	59.2	69.9	67.6	71.6	66.8	70.3	63.2	62.8	70.5	68.5	63.7
Last Year	75.4	66.3	60.9	68.0	65.0	58.0	58.3	64.4	45.0	30.0	38.0	52.6	53.3	52.4	56.4	52.5	48.7	45.0
Percent Change	-29.3	-20.9	-7.3	-22.8	-25.1	-22.4	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6	41.7

Year To Date		
2019	2020	2021
67.8	49.6	65.4
68.9	67.8	49.6
-1.6	-26.8	31.7

Running 12 Months		
2019	2020	2021
67.8	49.6	65.4
68.9	67.8	49.6
-1.6	-26.8	31.7

ADR	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	71.58	69.33	75.96	73.74	69.64	68.59	67.19	71.84	76.01	79.00	85.22	89.29	90.83	85.95	87.93	90.19	87.71	83.95
Last Year	81.29	77.59	78.70	82.28	80.32	76.86	78.27	80.54	74.19	62.36	63.38	70.40	71.58	69.33	75.96	73.74	69.64	68.59
Percent Change	-11.9	-10.6	-3.5	-10.4	-13.3	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8	26.9	24.0	15.8	22.3	26.0	22.4

Year To Date		
2019	2020	2021
80.07	72.26	83.45
80.89	80.07	72.26
-1.0	-9.8	15.5

Running 12 Months		
2019	2020	2021
80.07	72.26	83.45
80.89	80.07	72.26
-1.0	-9.8	15.5

RevPAR	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	38.17	36.35	42.87	38.70	33.91	30.85	33.38	42.50	53.13	53.43	61.00	59.61	63.88	54.36	55.19	63.57	60.05	53.52
Last Year	61.30	51.44	47.91	55.94	52.21	44.57	45.67	51.83	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.70	33.91	30.85
Percent Change	-37.7	-29.3	-10.5	-30.8	-35.1	-30.8	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1	73.4

Year To Date		
2019	2020	2021
54.27	35.86	54.54
55.73	54.27	35.86
-2.6	-33.9	52.1

Running 12 Months		
2019	2020	2021
54.27	35.86	54.54
55.73	54.27	35.86
-2.6	-33.9	52.1

Supply	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	48,670	48,670	47,100	48,670	47,100	48,670	48,670	43,960	48,670	47,100	48,670	47,100	48,670	48,670	47,100	48,670	47,100	48,670
Last Year	44,795	44,795	47,100	48,670	47,100	48,670	48,670	43,960	48,670	47,100	48,670	47,100	48,670	48,670	47,100	48,670	47,100	48,670
Percent Change	8.7	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2019	2020	2021
523,308	573,050	573,050
488,370	523,308	573,050
7.2	9.5	0.0

Running 12 Months		
2019	2020	2021
523,308	573,050	573,050
488,370	523,308	573,050
7.2	9.5	0.0

Demand	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	25,953	25,517	26,582	25,542	22,936	21,895	24,184	26,004	34,018	31,857	34,841	31,443	34,228	30,778	29,563	34,305	32,248	31,026
Last Year	33,779	29,698	28,672	33,092	30,619	28,222	28,396	28,291	21,886	14,116	18,478	24,762	25,953	25,517	26,582	25,542	22,936	21,895
Percent Change	-23.2	-14.1	-7.3	-22.8	-25.1	-22.4	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6	41.7

Year To Date		
2019	2020	2021
354,721	284,354	374,495
336,433	354,721	284,354
5.4	-19.8	31.7

Running 12 Months		
2019	2020	2021
354,721	284,354	374,495
336,433	354,721	284,354
5.4	-19.8	31.7

Revenue	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	1,857,801	1,769,000	2,019,071	1,883,561	1,597,157	1,501,705	1,624,817	1,868,140	2,585,749	2,516,623	2,968,976	2,807,420	3,108,833	2,645,509	2,599,348	3,093,842	2,828,518	2,604,683
Last Year	2,746,053	2,304,195	2,256,567	2,722,756	2,459,215	2,169,106	2,222,551	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,857,801	1,769,000	2,019,071	1,883,561	1,597,157	1,501,705
Percent Change	-32.3	-23.2	-10.5	-30.8	-35.1	-30.8	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1	73.4

Year To Date		
2019	2020	2021
28,402,417	20,547,717	31,252,458
27,214,945	28,402,417	20,547,717
4.4	-27.7	52.1

Running 12 Months		
2019	2020	2021
28,402,417	20,547,717	31,252,458
27,214,945	28,402,417	20,547,717
4.4	-27.7	52.1

Census %	2020						2021											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
Census Rooms	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570
% Rooms Participants	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	88.2	93.0	93.0	93.0	93.0

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# Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: December 2021

	Current Month - December 2021 vs December 2020												Year to Date - December 2021 vs December 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms	
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Allen, TX+	51.7	30.5	98.23	69.38	50.81	21.15	69.6	41.6	140.2	140.2	0.0	69.6	35.4	96.16	84.95	51.08	30.10	49.9	13.2	69.7	78.2	5.0	57.4	10	10	1330	1330	
Frisco, TX+	54.8	29.8	123.75	96.16	67.78	28.67	83.7	28.7	136.4	144.1	3.2	89.6	34.8	119.56	112.03	64.04	38.97	54.0	6.7	64.3	93.3	17.7	81.2	26	25	3763	3753	
Plano, TX+	63.2	39.7	91.10	63.90	57.59	25.39	59.1	42.6	126.9	130.0	1.4	61.3	43.8	85.30	80.20	54.84	35.12	46.8	6.4	56.2	59.7	2.3	50.2	57	53	7144	6764	
McKinney, TX+	63.7	45.0	83.95	68.59	53.52	30.85	41.7	22.4	73.4	73.4	0.0	41.7	49.6	83.45	72.26	54.54	35.86	31.7	15.5	52.1	52.1	0.0	31.7	19	16	1570	1460	

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