Date Created: Jan 18, 2022

McKinney CVB

For the Month of December 2021

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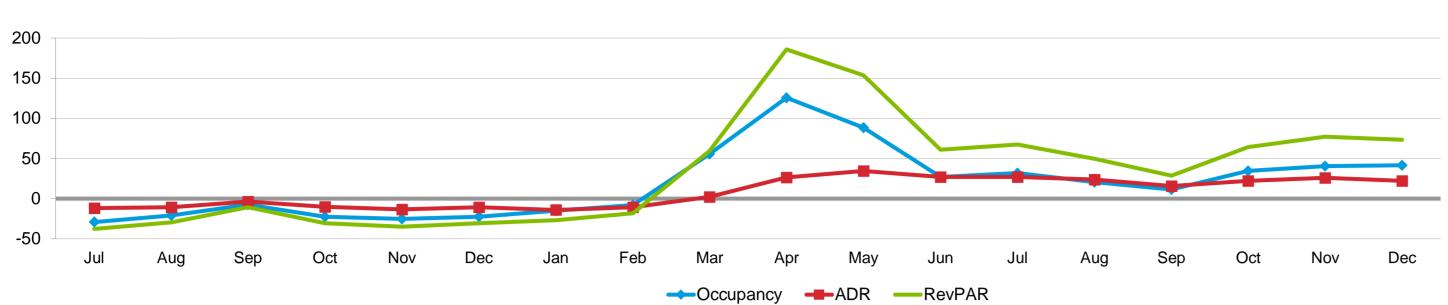
International Headquarters T:+44 (0)207 922 1930 industryinfo@str.com www.str.com

2021 65.4 49.6 31.7

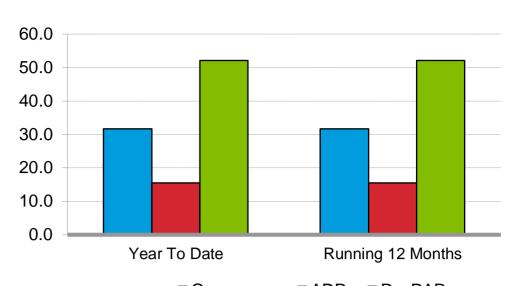
McKinney CVB

For the Month of December 2021

Monthly Percent Change



Overall Percent Change



■ Occupancy ■ AL	DR ■RevPAR
------------------	------------

		20	20								20	21					
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
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
-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
	75.4	53.3 52.4 75.4 66.3	Jul Aug Sep 53.3 52.4 56.4 75.4 66.3 60.9	53.3 52.4 56.4 52.5 75.4 66.3 60.9 68.0	Jul Aug Sep Oct Nov 53.3 52.4 56.4 52.5 48.7 75.4 66.3 60.9 68.0 65.0	Jul Aug Sep Oct Nov Dec 53.3 52.4 56.4 52.5 48.7 45.0 75.4 66.3 60.9 68.0 65.0 58.0	Jul Aug Sep Oct Nov Dec Jan 53.3 52.4 56.4 52.5 48.7 45.0 49.7 75.4 66.3 60.9 68.0 65.0 58.0 58.3	Jul Aug Sep Oct Nov Dec Jan Feb 53.3 52.4 56.4 52.5 48.7 45.0 49.7 59.2 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4	Jul Aug Sep Oct Nov Dec Jan Feb Mar 53.3 52.4 56.4 52.5 48.7 45.0 49.7 59.2 69.9 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4 45.0	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr 53.3 52.4 56.4 52.5 48.7 45.0 49.7 59.2 69.9 67.6 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4 45.0 30.0	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May 53.3 52.4 56.4 52.5 48.7 45.0 49.7 59.2 69.9 67.6 71.6 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4 45.0 30.0 38.0	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun 53.3 52.4 56.4 52.5 48.7 45.0 49.7 59.2 69.9 67.6 71.6 66.8 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4 45.0 30.0 38.0 52.6	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 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 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	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug 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 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	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep 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 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	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct 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 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	Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov 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 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

	Year To Date			Running 12 Mor
2019	2020	2021	2019	2020
67.8	49.6	65.4	67.8	49.6
68.9	67.8	49.6	68.9	67.8
-1.6	-26.8	31.7	-1.6	-26.8

ADR			20)20								20	21					
ADIX	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		Ru	nning 12 Months	
2019	2020	2021	2019	2020	2021
80.07	72.26	83.45	80.07	72.26	83.45
80.89	80.07	72.26	80.89	80.07	72.26
-1.0	-9.8	15.5	-1.0	-9.8	15.5

RevPAR			20	20								20)21					
INCVI AIN	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		Rui	nning 12 Months	
2019	2020	2021	2019	2020	2021
54.27	35.86	54.54	54.27	35.86	54.54
55.73	54.27	35.86	55.73	54.27	35.86
-2.6	-33.9	52.1	-2.6	-33.9	52.1

Supply			20	20								20	21					
Ouppiy	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		Rur	nning 12 Months	
2019	2020	2021	2019	2020	2021
523,308	573,050	573,050	523,308	573,050	573,050
488,370	523,308	573,050	488,370	523,308	573,050
7.2	9.5	0.0	7.2	9.5	0.0

Demand			20	020								20	21					
Demand	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		Ru	nning 12 Months	
2019	2020	2021	2019	2020	2021
354,721	284,354	374,495	354,721	284,354	374,495
336,433	354,721	284,354	336,433	354,721	284,354
5.4	-19.8	31.7	5.4	-19.8	31.7

Revenue			20)20								20	21					
Revenue	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
r ordent origing	02.0				00.1	00.0			00.2				07.10	10.0	20	00		
			20	120								20	21					

	Year To Date		Rui	nning 12 Months	
2019	2020	2021	2019	2020	2021
28,402,417	20,547,717	31,252,458	28,402,417	20,547,717	31,252,458
27,214,945	28,402,417	20,547,717	27,214,945	28,402,417	20,547,717
4.4	-27.7	52.1	4.4	-27.7	52.1

Census %			20)20								20	21					
Celisus /6	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 3 - Response McKinney, TX+

McKinney CVB

For the Month of December 2021

							2019	9							2020)							202	1						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Chg in Rooms Rms		F M	A	M J	J J	A S	0	N D	J	= M	A N	ı J	J	A S	0	N D	J	FM	1 A	M,	JJ	A S	S O N	1 D
53019	American Inn	McKinney, TX	75069	Jan 2021	Jun 2000	26																								
44347	Best Western Plus McKinney Inn & Suites	McKinney, TX	75069	Jan 2011	Mar 2002	68	•	•	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •		• •	• •	•
29753	Closed - Budget Motel	McKinney, TX	75069	Jan 2009	Jun 1974	0																								
59429	Grand Hotel McKinney	McKinney, TX	75069	Apr 2007	Apr 2007	46																								
63863	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75069	Jun 2015	Jun 2015	79	• •	• •	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •		• •		
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																								
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58	•	•	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •	, •	• •	• •	•
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75069	Feb 2016	Feb 2016	88		• •	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •	•	• •	• •	•
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63	•	•	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •	, •	• •	• •	•
	Days Inn McKinney	McKinney, TX	75070	Jun 1998	Nov 1986	76	•	•	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •	, •	• •	• •	•
33940	Econo Lodge Inn & Suites McKinney	McKinney, TX	75070	Jul 2018	Jan 1997	55	•	•	•	• •	•	•	•	•	•	•	• •	•	•	•	•	•	•	• •	•	• •	, •	• •	• •	•
	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80	•	•	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •	, •	•	• •	•
57611	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008	Sep 2008	99	• •	• 0	•	0	•	•	•	•	• •	•	0	•	•	•	•	•	•	• •	•	• •		• •	• •	•
66780	Home2 Suites by Hilton McKinney	McKinney, TX	75070	Jul 2019	Jul 2019	107						•	•	•	• •	•	•	•	•	•	•	•	•	• •	•	• •	, •	•	• •	•
60374	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79		•	•	• •	•	• •	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •		• •	• •	•
1109	Red Roof Inn McKinney	McKinney, TX	75070	Jun 2021	Feb 1981	100		• •	•	• •	•	•	•	•	• •	•	• •	•	•	•	•	•	•	• •	•	• •	•	•	• •	•
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187		•	•	• •	•	• •	•	•	• •	•	• 0	•	•	•	•	•	•	• •	•	• •		• •	• •	•
67358	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019	Sep 2019	125						0	•	•	• •	•	•	•	• •	•	•	• •	•	• •	•	• •	•	•	• •	•
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75	• •	• •	•	• •	•	•	•	•	• •	•	• •	•	•	0 0	0	0	0	0 0	0	0 0) 0	•		•
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																								
75960	Fairfield Inn & Suites Dallas McKinney	McKinney, TX	75071	Jan 2022	Jan 2022	105																								
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121	•	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	•	•		• •	• •	•

- 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 time period of the report

A blank row indicates insufficient data.

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Total Properties:

McKinney CVB

For the month of: December 2021

				Curre	nt Month - De	cember 202	21 vs Dec	ember 2	2020			
	Осс	%	ADF	2	RevP	AR	Pe	rcent C	hange fro	m Decen	nber 202	0
	2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
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
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
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
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

			Year	to Date - Dece	ember 2021	vs Dece	mber 20	20			
Осс	%	AD	R	RevPA	AR		Percen	t Change	from YT	D 2020	
2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
53.1	35.4	96.16	84.95	51.08	30.10	49.9	13.2	69.7	78.2	5.0	57.4
53.6	34.8	119.56	112.03	64.04	38.97	54.0	6.7	64.3	93.3	17.7	81.2
64.3	43.8	85.30	80.20	54.84	35.12	46.8	6.4	56.2	59.7	2.3	50.2
65.4	49.6	83.45	72.26	54.54	35.86	31.7	15.5	52.1	52.1	0.0	31.7

Properties Rooms Census Sample Census Sample 10 10 1330 1330 26 25 3763 3753 57 53 7144 6764 19 1570 1460

Participation

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