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# McKinney CVB

For the Month of February 2022



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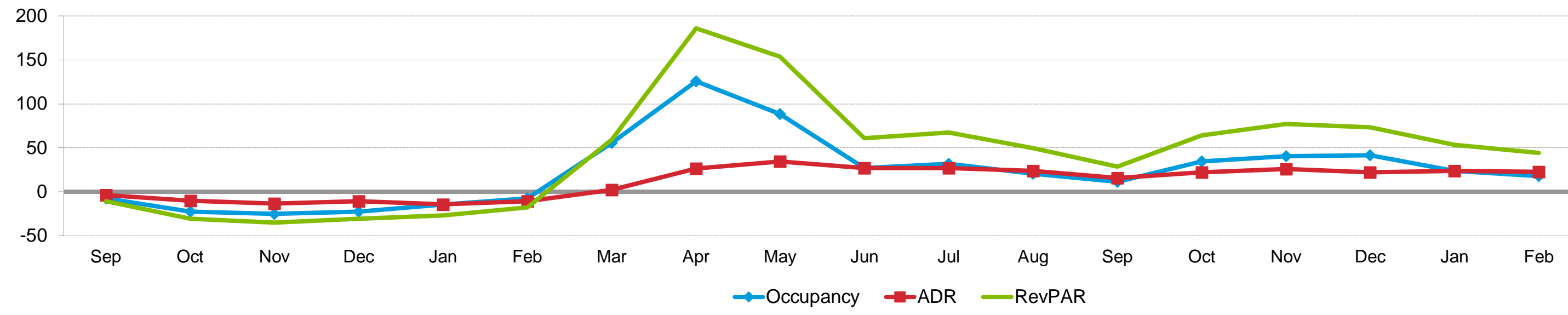
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Tab 2 - Trend McKinney, TX+

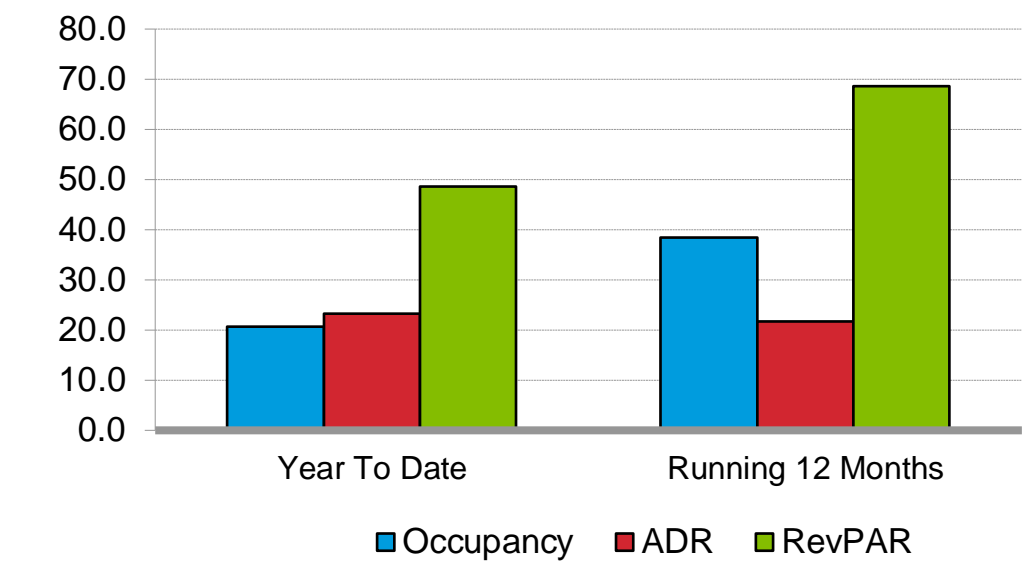
Currency: USD - US Dollar

McKinney CVB  
For the Month of February 2022

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020				2021								2022					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	56.4	52.5	48.7	45.0	49.8	59.2	69.9	67.6	71.6	66.8	70.3	63.2	62.8	70.5	68.5	63.7	61.6	69.7
Last Year	60.9	68.0	65.0	58.0	49.8	64.2	45.0	30.0	38.0	52.6	53.3	52.4	56.4	52.5	48.7	45.0	49.8	59.2
Percent Change	-7.3	-22.8	-25.1	-22.4	-14.7	-7.7	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6	41.7	23.6	17.8

Year To Date		
2020	2021	2022
61.1	54.3	65.4
62.8	58.3	54.3
-2.7	-7.0	20.6

Running 12 Months		
2020	2021	2022
67.4	48.5	67.2
68.4	67.7	48.5
-1.5	-28.3	38.5

ADR	2020				2021								2022					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	75.96	73.74	69.64	68.59	67.12	71.78	76.01	79.00	85.22	89.29	90.83	85.95	87.93	90.19	87.71	83.95	83.22	88.06
Last Year	78.70	82.28	80.32	76.86	78.27	80.56	74.19	62.36	63.38	70.40	71.58	69.33	75.96	73.74	69.64	68.59	67.12	71.78
Percent Change	-3.5	-10.4	-13.3	-10.8	-14.3	-10.9	2.5	26.7	34.4	26.8	26.9	24.0	15.8	22.3	26.0	22.4	24.0	22.7

Year To Date		
2020	2021	2022
79.41	69.53	85.67
78.67	78.27	69.53
0.9	-11.2	23.2

Running 12 Months		
2020	2021	2022
80.16	70.31	85.61
80.89	80.12	70.31
-0.9	-12.2	21.8

RevPAR	2020				2021								2022					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	42.87	38.70	33.91	30.85	33.42	42.51	53.13	53.43	61.00	59.61	63.88	54.36	55.19	63.57	60.05	53.52	51.23	61.41
Last Year	47.91	55.94	52.21	44.57	45.67	51.71	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.70	33.91	30.85	33.42	42.51
Percent Change	-10.5	-30.8	-35.1	-30.8	-26.8	-17.8	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1	73.4	53.3	44.5

Year To Date		
2020	2021	2022
48.54	37.73	56.06
49.41	45.67	37.73
-1.8	-17.4	48.6

Running 12 Months		
2020	2021	2022
54.00	34.10	57.49
55.32	54.20	34.10
-2.4	-37.1	68.6

Supply	2020				2021								2022					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	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	51,925	46,900
Last Year	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	48,670	43,960
Percent Change	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	6.7	6.7

Year To Date		
2020	2021	2022
92,630	92,630	98,825
78,942	48,670	92,630
17.3	90.3	6.7

Running 12 Months		
2020	2021	2022
536,996	573,050	579,245
488,370	493,036	573,050
10.0	16.2	1.1

Demand	2020				2021								2022					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	26,582	25,542	22,936	21,895	24,233	26,033	34,018	31,857	34,841	31,443	34,228	30,778	29,563	34,305	32,248	31,026	31,968	32,705
Last Year	28,672	33,092	30,619	28,222	28,396	28,219	21,886	14,116	18,478	24,762	25,953	25,517	26,582	25,542	22,936	21,895	24,233	26,033
Percent Change	-7.3	-22.8	-25.1	-22.4	-14.7	-7.7	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6	41.7	31.9	25.6

Year To Date		
2020	2021	2022
56,615	50,266	64,673
49,577	28,396	50,266
14.2	77.0	28.7

Running 12 Months		
2020	2021	2022
361,759	277,933	388,980
334,037	333,540	277,933
8.3	-16.7	40.0

Revenue	2020				2021								2022					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	2,019,071	1,883,561	1,597,157	1,501,705	1,626,410	1,868,618	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	2,660,364	2,880,125
Last Year	2,256,567	2,722,756	2,459,215	2,169,106	2,222,551	2,273,341	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	1,626,410	1,868,618
Percent Change	-10.5	-30.8	-35.1	-30.8	-26.8	-17.8	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1	73.4	63.6	54.1

Year To Date		
2020	2021	2022
4,495,892	3,495,028	5,540,489
3,900,225	2,222,551	3,495,028
15.3	57.3	58.5

Running 12 Months		
2020	2021	2022
28,998,084	19,541,680	33,299,989
27,018,860	26,724,743	19,541,680
7.3	-26.9	70.4

Census %	2020				2021								2022					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	20	20
Census Rooms	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1675	1675
% Rooms Participants	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	93.4	93.4	

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# Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: February 2022

	Current Month - February 2022 vs February 2021												Year to Date - February 2022 vs February 2021									Participation						
	Occ %		ADR		RevPAR		Percent Change from February 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021					Properties		Rooms		
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Allen, TX+	55.7	43.5	106.10	77.52	59.13	33.72	28.1	36.9	75.3	75.3	0.0	28.1	51.2	39.3	104.30	76.44	53.38	30.01	30.3	36.5	77.8	77.8	0.0	30.3	10	10	1330	1330
Frisco, TX+	53.2	43.9	132.27	101.47	70.34	44.54	21.1	30.4	57.9	63.0	3.2	25.1	50.2	37.7	134.40	100.67	67.47	38.00	33.0	33.5	77.6	83.3	3.2	37.3	26	25	3763	3753
Plano, TX+	65.7	54.3	95.68	70.34	62.87	38.21	21.0	36.0	64.5	66.8	1.4	22.6	62.0	48.0	93.54	68.14	57.99	32.69	29.2	37.3	77.4	79.8	1.4	31.0	57	53	7144	6764
McKinney, TX+	69.7	59.2	88.06	71.78	61.41	42.51	17.8	22.7	44.5	54.1	6.7	25.6	65.4	54.3	85.67	69.53	56.06	37.73	20.6	23.2	48.6	58.5	6.7	28.7	20	17	1675	1565

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