

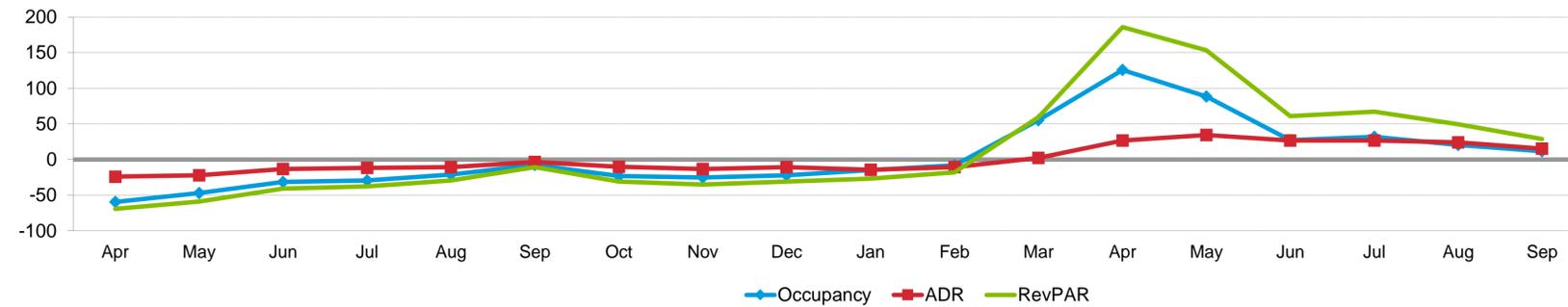
Tab 2 - Trend McKinney, TX+

Currency: USD - US Dollar

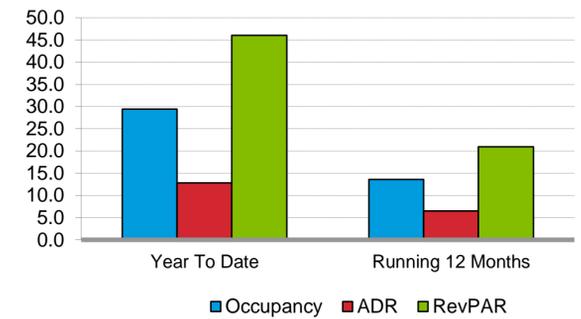
McKinney CVB

For the Month of September 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	30.0	38.0	52.6	53.3	52.4	56.4	52.3	48.7	45.1	49.7	59.2	69.9	67.6	71.6	66.8	70.3	63.2	63.0	
Last Year	74.1	71.8	76.6	75.4	66.3	60.9	67.9	65.0	58.0	58.3	64.4	45.0	30.0	38.0	52.6	53.3	52.4	56.4	
Percent Change	-59.6	-47.1	-31.4	-29.3	-20.9	-7.3	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.6	

Year To Date		
2019	2020	2021
69.4	49.9	64.6
69.9	69.4	49.9
-0.7	-28.0	29.5

Running 12 Months		
2019	2020	2021
68.5	53.4	60.6
69.8	68.5	53.4
-1.8	-22.1	13.6

ADR	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	62.36	63.38	70.40	71.58	69.33	75.96	73.96	69.59	68.53	67.19	71.84	76.01	79.00	85.22	89.29	90.83	85.95	87.75	
Last Year	81.94	81.50	81.36	81.29	77.59	78.70	82.31	80.35	76.86	78.27	80.54	74.19	62.36	63.38	70.40	71.58	69.33	75.96	
Percent Change	-23.9	-22.2	-13.5	-11.9	-10.6	-3.5	-10.1	-13.4	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8	26.9	24.0	15.5	

Year To Date		
2019	2020	2021
80.11	72.74	82.05
81.19	80.11	72.74
-1.3	-9.2	12.8

Running 12 Months		
2019	2020	2021
80.07	74.92	79.78
80.90	80.07	74.92
-1.0	-6.4	6.5

RevPAR	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	18.69	24.06	37.01	38.17	36.35	42.87	38.71	33.92	30.88	33.38	42.50	53.13	53.43	61.00	59.61	63.88	54.36	55.24	
Last Year	60.72	58.51	62.36	61.30	51.44	47.91	55.93	52.22	44.58	45.67	51.83	33.36	18.69	24.06	37.01	38.17	36.35	42.87	
Percent Change	-69.2	-58.9	-40.6	-37.7	-29.3	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.9	

Year To Date		
2019	2020	2021
55.56	36.32	53.03
56.71	55.56	36.32
-2.0	-34.6	46.0

Running 12 Months		
2019	2020	2021
54.88	39.99	48.36
56.47	54.88	39.99
-2.8	-27.1	20.9

Supply	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	47,100	48,670	47,100	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	
Last Year	40,140	41,478	40,140	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	
Percent Change	17.3	17.3	17.3	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	

Year To Date		
2019	2020	2021
378,868	428,610	428,610
365,274	378,868	428,610
3.7	13.1	0.0

Running 12 Months		
2019	2020	2021
501,964	573,050	573,050
488,370	501,964	573,050
2.8	14.2	0.0

Demand	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	14,116	18,478	24,762	25,953	25,517	26,582	25,473	22,958	21,929	24,184	26,004	34,018	31,857	34,841	31,443	34,228	30,778	29,653	
Last Year	29,741	29,780	30,763	33,779	29,698	28,672	33,070	30,610	28,226	28,396	28,291	21,886	14,116	18,478	24,762	25,953	25,517	26,582	
Percent Change	-52.5	-38.0	-19.5	-23.2	-14.1	-7.3	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.6	

Year To Date		
2019	2020	2021
262,788	213,981	277,006
255,164	262,788	213,981
3.0	-18.6	29.5

Running 12 Months		
2019	2020	2021
344,057	305,887	347,366
340,889	344,057	305,887
0.9	-11.1	13.6

Revenue	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	880,303	1,171,182	1,743,152	1,857,801	1,769,000	2,019,071	1,883,991	1,597,589	1,502,779	1,624,817	1,868,140	2,585,749	2,516,623	2,968,976	2,807,420	3,108,833	2,645,509	2,602,032	
Last Year	2,437,126	2,426,928	2,502,974	2,746,053	2,304,195	2,256,567	2,722,152	2,459,590	2,169,569	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	
Percent Change	-63.9	-51.7	-30.4	-32.3	-23.2	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.9	

Year To Date		
2019	2020	2021
21,051,339	15,565,295	22,728,099
20,716,185	21,051,339	15,565,295
1.6	-26.1	46.0

Running 12 Months		
2019	2020	2021
27,550,099	22,916,607	27,712,457
27,579,502	27,550,099	22,916,607
-0.1	-16.8	20.9

Census %	2020										2021								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
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	85.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	88.2	93.0	93.0	

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: September 2021

	Current Month - September 2021 vs September 2020												Year to Date - September 2021 vs September 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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+	50.4	34.4	95.40	78.86	48.13	27.10	46.8	21.0	77.6	77.6	0.0	46.8	52.1	35.8	94.48	88.57	49.23	31.73	45.4	6.7	55.1	65.7	6.8	55.3	10	10	1330	1330
Frisco, TX+	55.2	35.5	124.46	97.79	68.68	34.74	55.3	27.3	97.7	122.5	12.6	74.8	52.2	36.5	116.65	117.56	60.93	42.89	43.2	-0.8	42.1	75.5	23.5	76.8	26	25	3763	3753
Plano, TX+	64.4	41.8	88.67	70.13	57.13	29.32	54.1	26.4	94.9	97.6	1.4	56.3	63.8	44.4	82.76	84.13	52.77	37.34	43.6	-1.6	41.3	44.9	2.6	47.3	57	54	7144	6895
McKinney, TX+	63.0	56.4	87.75	75.96	55.24	42.87	11.6	15.5	28.9	28.9	0.0	11.6	64.6	49.9	82.05	72.74	53.03	36.32	29.5	12.8	46.0	46.0	0.0	29.5	19	16	1570	1460

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.