

Date Created: May 17, 2021

McKinney CVB

For the Month of April 2021



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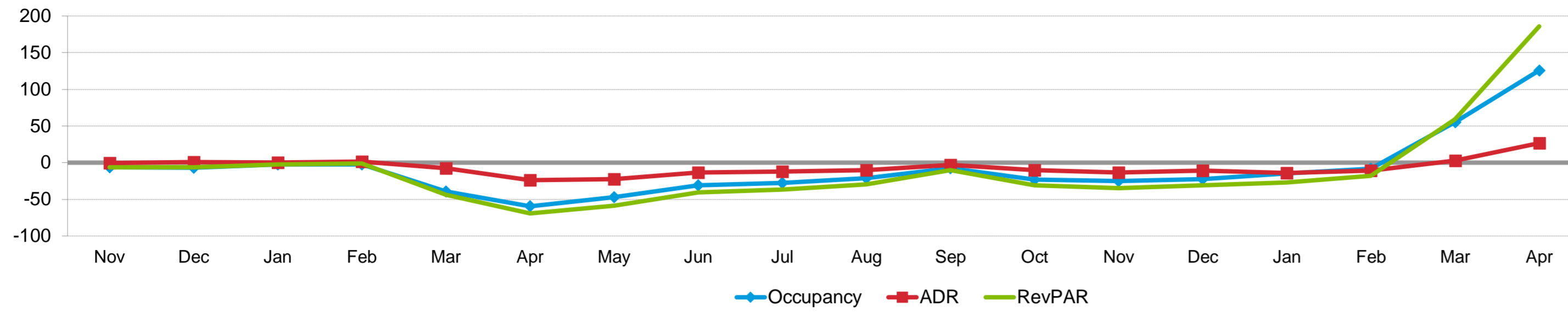
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Tab 2 - Trend McKinney, TX+

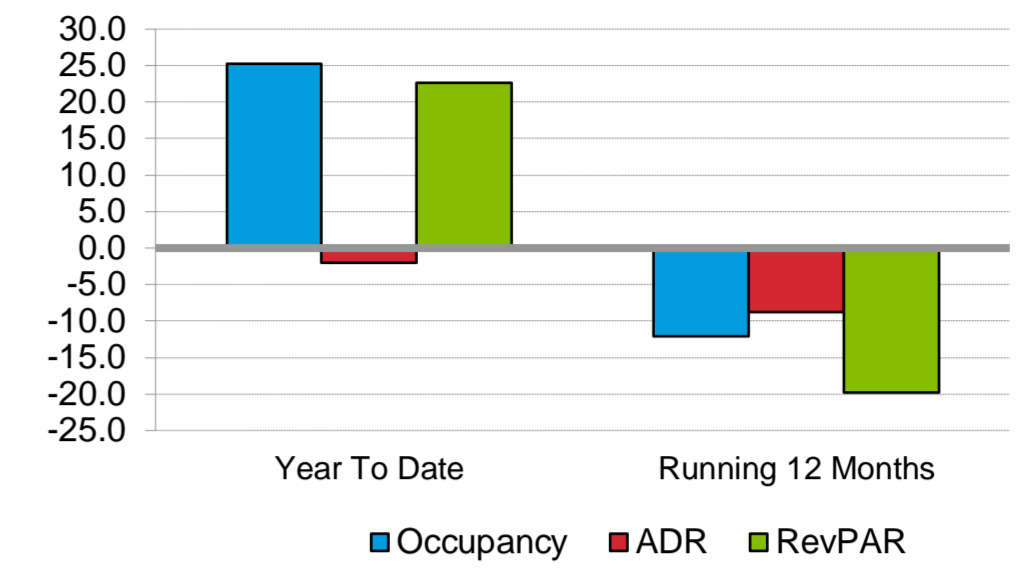
Currency: USD - US Dollar

McKinney CVB
For the Month of April 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019				2020								2021					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	65.0	58.0	58.3	64.4	45.0	30.0	38.1	52.7	54.7	52.3	56.3	52.3	48.7	45.1	49.7	59.2	69.9	67.7
Last Year	69.2	62.5	59.9	66.0	74.2	74.1	71.8	76.6	75.4	66.3	60.8	67.9	65.0	58.0	58.3	64.4	45.0	30.0
Percent Change	-6.0	-7.2	-2.7	-2.4	-39.4	-59.6	-46.9	-31.2	-27.5	-21.1	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.8

Year To Date		
2019	2020	2021
68.6	49.2	61.6
68.7	68.6	49.2
-0.1	-28.3	25.2

Running 12 Months		
2019	2020	2021
68.9	61.2	53.8
71.3	68.9	61.2
-3.4	-11.1	-12.1

ADR	2019				2020								2021					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	80.35	76.86	78.27	80.54	74.19	62.36	63.25	70.25	71.19	69.52	76.14	73.96	69.59	68.53	67.19	71.84	76.01	78.95
Last Year	80.50	76.02	77.97	79.38	80.49	81.94	81.52	81.37	81.29	77.59	78.73	82.31	80.35	76.86	78.27	80.54	74.19	62.36
Percent Change	-0.2	1.1	0.4	1.5	-7.8	-23.9	-22.4	-13.7	-12.4	-10.4	-3.3	-10.1	-13.4	-10.8	-14.2	-10.8	2.5	26.6

Year To Date		
2019	2020	2021
80.06	75.58	74.05
80.29	80.06	75.58
-0.3	-5.6	-2.0

Running 12 Months		
2019	2020	2021
80.82	78.85	71.92
81.26	80.82	78.85
-0.5	-2.4	-8.8

RevPAR	2019				2020								2021					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	52.22	44.58	45.67	51.83	33.36	18.69	24.09	37.04	38.91	36.36	42.87	38.71	33.92	30.88	33.38	42.50	53.13	53.42
Last Year	55.68	47.52	46.74	52.36	59.72	60.72	58.51	62.36	61.30	51.44	47.90	55.93	52.22	44.58	45.67	51.83	33.36	18.69
Percent Change	-6.2	-6.2	-2.3	-1.0	-44.1	-69.2	-58.8	-40.6	-36.5	-29.3	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.8

Year To Date		
2019	2020	2021
54.90	37.18	45.62
55.13	54.90	37.18
-0.4	-32.3	22.7

Running 12 Months		
2019	2020	2021
55.65	48.25	38.70
57.94	55.65	48.25
-3.9	-13.3	-19.8

Supply	2019				2020								2021					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	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	48,670	47,100
Last Year	40,140	41,478	41,478	37,464	41,478	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
Percent Change	17.3	17.3	17.3	17.3	17.3	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

Year To Date		
2019	2020	2021
160,560	188,400	188,400
160,560	160,560	188,400
0.0	17.3	0.0

Running 12 Months		
2019	2020	2021
488,370	551,148	573,050
488,124	488,370	551,148
0.1	12.9	4.0

Demand	2019				2020								2021					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	30,610	28,226	28,396	28,291	21,886	14,116	18,536	24,835	26,600	25,454	26,522	25,473	22,958	21,929	24,184	26,004	34,018	31,871
Last Year	27,762	25,929	24,866	24,711	30,778	29,741	29,772	30,763	33,781	29,699	28,657	33,070	30,610	28,226	28,396	28,291	21,886	14,116
Percent Change	10.3	8.9	14.2	14.5	-28.9	-52.5	-37.7	-19.3	-21.3	-14.3	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.8

Year To Date		
2019	2020	2021
110,096	92,689	116,077
110,253	110,096	92,689
-0.1	-15.8	25.2

Running 12 Months		
2019	2020	2021
336,276	337,267	308,384
348,033	336,276	337,267
-3.4	0.3	-8.6

Revenue	2019				2020								2021					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	2,459,590	2,169,569	2,222,551	2,278,514	1,623,721	880,303	1,172,431	1,744,641	1,893,532	1,769,631	2,019,267	1,883,991	1,597,589	1,502,779	1,624,817	1,868,140	2,585,749	2,516,253
Last Year	2,234,831	1,971,159	1,938,686	1,961,539	2,477,270	2,437,126	2,426,895	2,503,227	2,745,968	2,304,209	2,256,167	2,722,152	2,459,590	2,169,569	2,222,551	2,278,514	1,623,721	880,303
Percent Change	10.1	10.1	14.6	16.2	-34.5	-63.9	-51.7	-30.3	-31.0	-23.2	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.8

Year To Date		
2019	2020	2021
8,814,621	7,005,089	8,594,959
8,852,051	8,814,621	7,005,089
-0.4	-20.5	22.7

Running 12 Months		
2019	2020	2021
27,177,515	26,592,867	22,178,819
28,280,747	27,177,515	26,592,867
-3.9	-2.2	-16.6

Census %	2019				2020								2021					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
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	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

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: April 2021

	Current Month - April 2021 vs April 2020												Year to Date - April 2021 vs April 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 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+	55.9	11.4	91.31	74.67	51.00	8.50	390.8	22.3	500.1	546.3	7.7	428.5	48.1	40.1	84.07	99.99	40.41	40.12	19.8	-15.9	0.7	8.5	7.7	29.0	10	10	1330	1330
Frisco, TX+	53.3	11.2	113.64	81.89	60.53	9.15	376.6	38.8	561.4	963.3	60.8	666.2	46.8	45.8	106.60	136.49	49.84	62.55	2.0	-21.9	-20.3	1.7	27.6	30.2	26	25	3762	3752
Plano, TX+	67.0	27.9	79.83	64.69	53.50	18.04	140.4	23.4	196.6	231.2	11.7	168.4	58.1	49.7	73.89	97.84	42.92	48.65	16.8	-24.5	-11.8	-8.1	4.2	21.7	57	55	7179	7002

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