Date Created: May 17, 2021

McKinney CVB

For the Month of April 2021





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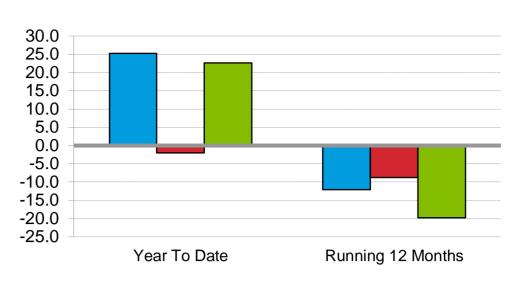
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For the Month of April 2021

Monthly Percent Change

200 150 100 50 0 -50 -100 Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr

Overall Percent Change



Occupancy	ADR	RevPAR

Occupancy (%)	20	19						20	20							20)21	
Occupancy (%)	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		Ru	nning 12 Months	
2019	2020	2021	2019	2020	2021
68.6	49.2	61.6	68.9	61.2	53.8
68.7	68.6	49.2	71.3	68.9	61.2
-0.1	-28.3	25.2	-3.4	-11.1	-12.1

20 ⁻	2019												20)21			
Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
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
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
-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
	Nov 80.35 80.50	Nov Dec 80.35 76.86 80.50 76.02	Nov Dec Jan 80.35 76.86 78.27 80.50 76.02 77.97	Nov Dec Jan Feb 80.35 76.86 78.27 80.54 80.50 76.02 77.97 79.38	Nov Dec Jan Feb Mar 80.35 76.86 78.27 80.54 74.19 80.50 76.02 77.97 79.38 80.49	Nov Dec Jan Feb Mar Apr 80.35 76.86 78.27 80.54 74.19 62.36 80.50 76.02 77.97 79.38 80.49 81.94	Nov Dec Jan Feb Mar Apr May 80.35 76.86 78.27 80.54 74.19 62.36 63.25 80.50 76.02 77.97 79.38 80.49 81.94 81.52	Nov Dec Jan Feb Mar Apr May Jun 80.35 76.86 78.27 80.54 74.19 62.36 63.25 70.25 80.50 76.02 77.97 79.38 80.49 81.94 81.52 81.37	Nov Dec Jan Feb Mar Apr May Jun Jul 80.35 76.86 78.27 80.54 74.19 62.36 63.25 70.25 71.19 80.50 76.02 77.97 79.38 80.49 81.94 81.52 81.37 81.29	Nov Dec Jan Feb Mar Apr May Jun Jul Aug 80.35 76.86 78.27 80.54 74.19 62.36 63.25 70.25 71.19 69.52 80.50 76.02 77.97 79.38 80.49 81.94 81.52 81.37 81.29 77.59	Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep 80.35 76.86 78.27 80.54 74.19 62.36 63.25 70.25 71.19 69.52 76.14 80.50 76.02 77.97 79.38 80.49 81.94 81.52 81.37 81.29 77.59 78.73	Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct 80.35 76.86 78.27 80.54 74.19 62.36 63.25 70.25 71.19 69.52 76.14 73.96 80.50 76.02 77.97 79.38 80.49 81.94 81.52 81.37 81.29 77.59 78.73 82.31	Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov 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 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	Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 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 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	Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan 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 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	Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb 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 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	Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar 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 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

	Year To Date		Ru	nning 12 Months	
2019	2020	2021	2019	2020	2021
80.06	75.58	74.05	80.82	78.85	71.92
80.29	80.06	75.58	81.26	80.82	78.85
-0.3	-5.6	-2.0	-0.5	-2.4	-8.8

RevPAR 2019 2020												20	21					
ILEVI AIL	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		Ru	nning 12 Months	
2019	2020	2021	2019	2020	2021
54.90	37.18	45.62	55.65	48.25	38.70
55.13	54.90	37.18	57.94	55.65	48.25
-0.4	-32.3	22.7	-3.9	-13.3	-19.8

Supply	2	019						20	20							20	021	
Supply	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

	Voor To Doto			Dunning 12 Months	
	Year To Date			Running 12 Months	
2019	2020	2021	2019	2020	2021
160,560	188,400	188,400	488,370	551,148	573,050
160,560	160,560	188,400	488,124	488,370	551,148
0.0	17.2	0.0	0.1	12.0	4.0

Demand	20)19						20	20							20	021	
Demand	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		Ru	nning 12 Months	
2019	2020	2021	2019	2020	20:
0,096	92,689	116,077	336,276	337,267	308,
10,253	110,096	92,689	348,033	336,276	337,
-0.1	-15.8	25.2	-3.4	0.3	-8.

Revenue 2019												20	21					
Nevenue	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	
2021	2020	2019
8,594,959	7,005,089	8,814,621
7,005,089	8,814,621	8,852,051
22.7	-20.5	-0.4

Ru	nning 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 %	20	019						20	20							20	21	
Celisus /8	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 3 - Response McKinney, TX+

McKinney CVB

For the Month of April 2021

							2019)						202	20							2021							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date Roo	Chg in Rms		= M	A N	1 J	JA	sc	N	D J	FM	A	МЈ	J	A S	0	N D	J	- M	AN	ЛJ	J	A S	ON	1 D
53019	Americas Best Value Inn McKinney	McKinney, TX	75069	Dec 2003	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	• •	•	• •	•	• •	• •	•	• •	• •	•	•	•	• •	•	• •	• •	•	•					
25797	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	•		• •	•	• •	• •	•	•	• •	•	•	•	• •	•	• •	• •	•	•					4
65121	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		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	Quality Inn McKinney	McKinney, TX	75070	Dec 2010	Feb 1981	100	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	•	• •	•	•					
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187	• •	•	• •	•	• •	• •	•	• •	• •	•	•	•	• •	•	• •	• •	•	•					
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					
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																							
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121	•	•	• •	•	• •	• •	•	•	•	•	•	•	• •	•	•	• •	•	•					

 ⁻ Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

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21 1654

Total Properties:

 ⁻ Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

McKinney CVB

For the month of: April 2021

		Current Month - April 2021 vs April 2020												
	Occ % ADR RevPAR Percent Change fro								from Ap	m April 2020				
	2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold		
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		
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		
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		

	Year to Date - April 2021 vs April 2020											
Осс	%	AD	R	RevP	Percent Change from YTD 2020							
2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
48.1	40.1	84.07	99.99	40.41	40.12	19.8	-15.9	0.7	8.5	7.7	29.0	
46.8	45.8	106.60	136.49	49.84	62.55	2.0	-21.9	-20.3	1.7	27.6	30.2	
58.1	49.7	73.89	97.84	42.92	48.65	16.8	-24.5	-11.8	-8.1	4.2	21.7	

	Part	icipation	
Prope	erties	Roc	oms
Census	Sample	Census	Sample
10	10	1330	1330
26	25	3762	3752
57	55	7179	7002

A blank row indicates insufficient data.

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