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McKinney CVB

For the Month of August 2022



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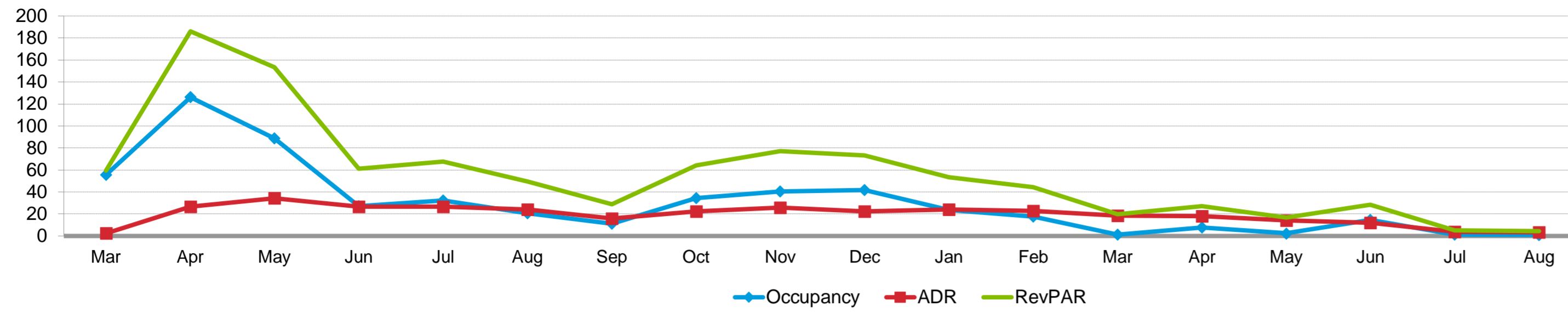
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Tab 2 - Trend McKinney, TX+

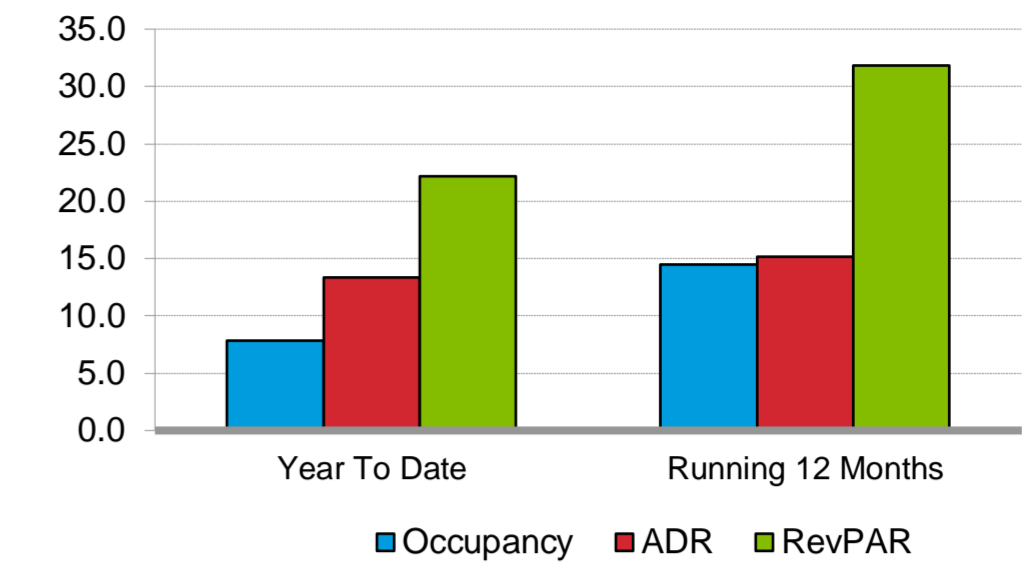
Currency: USD - US Dollar

McKinney CVB
For the Month of August 2022

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021										2022							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	70.0	67.8	71.7	66.9	70.5	63.2	62.8	70.5	68.5	63.7	61.6	69.7	70.9	73.0	73.4	76.7	71.3	63.8
Last Year	45.0	30.0	38.0	52.6	53.3	52.4	56.4	52.5	48.7	45.0	49.8	59.2	70.0	67.8	71.7	66.9	70.5	63.2
Percent Change	55.7	126.1	88.9	27.3	32.1	20.5	11.2	34.3	40.6	41.7	23.6	17.7	1.3	7.7	2.3	14.6	1.2	1.0

Year To Date		
2020	2021	2022
49.1	64.9	70.0
70.6	49.1	64.9
-30.4	32.2	7.8

Running 12 Months		
2020	2021	2022
53.7	60.1	68.8
69.0	53.7	60.1
-22.1	11.9	14.4

ADR	2021										2022							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	75.93	78.89	85.11	89.12	90.70	86.10	87.93	90.19	87.71	83.95	83.22	88.13	89.95	92.99	97.28	99.72	94.12	89.01
Last Year	74.19	62.36	63.38	70.40	71.58	69.33	75.96	73.74	69.64	68.59	67.12	71.78	75.93	78.89	85.11	89.12	90.70	86.10
Percent Change	2.3	26.5	34.3	26.6	26.7	24.2	15.8	22.3	26.0	22.4	24.0	22.8	18.5	17.9	14.3	11.9	3.8	3.4

Year To Date		
2020	2021	2022
72.29	81.29	92.11
80.28	72.29	81.29
-10.0	12.5	13.3

Running 12 Months		
2020	2021	2022
75.17	78.74	90.69
80.22	75.17	78.74
-6.3	4.7	15.2

RevPAR	2021										2022							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	53.15	53.46	61.03	59.64	63.91	54.38	55.19	63.57	60.05	53.52	51.23	61.41	63.76	67.83	71.37	76.49	67.09	56.78
Last Year	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.70	33.91	30.85	33.42	42.51	53.15	53.46	61.03	59.64	63.91	54.38
Percent Change	59.3	186.0	153.6	61.2	67.4	49.6	28.7	64.3	77.1	73.4	53.3	44.5	20.0	26.9	16.9	28.2	5.0	4.4

Year To Date		
2020	2021	2022
35.51	52.78	64.47
56.65	35.51	52.78
-37.3	48.6	22.1

Running 12 Months		
2020	2021	2022
40.40	47.36	62.43
55.34	40.40	47.36
-27.0	17.2	31.8

Supply	2021										2022							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	48,670	47,100	48,670	47,100	48,670	48,670	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925
Last Year	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	48,670	47,100	48,670	48,670
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7

Year To Date		
2020	2021	2022
381,510	381,510	407,025
331,768	381,510	381,510
15.0	0.0	6.7

Running 12 Months		
2020	2021	2022
573,050	573,050	598,565
495,004	573,050	573,050
15.8	0.0	4.5

Demand	2021										2022							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	34,066	31,916	34,897	31,520	34,296	30,742	29,563	34,305	32,248	31,026	31,968	32,681	36,804	36,658	38,094	38,541	37,012	33,124
Last Year	21,886	14,116	18,478	24,762	25,953	25,517	26,582	25,542	22,936	21,895	24,233	26,033	34,066	31,916	34,897	31,520	34,296	30,742
Percent Change	55.7	126.1	88.9	27.3	32.1	20.5	11.2	34.3	40.6	41.7	31.9	25.5	8.0	14.9	9.2	22.3	7.9	7.7

Year To Date		
2020	2021	2022
187,399	247,703	284,882
234,116	187,399	247,703
-20.0	32.2	15.0

Running 12 Months		
2020	2021	2022
308,004	344,658	412,024
341,510	308,004	344,658
-9.8	11.9	19.5

Revenue	2021										2022							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	2,586,597	2,517,839	2,970,088	2,809,207	3,110,726	2,646,782	2,599,348	3,093,842	2,828,518	2,604,683	2,660,364	2,880,125	3,310,577	3,408,688	3,705,645	3,843,390	3,483,559	2,948,318
Last Year	1,623,721	880,303	1,171,169	1,743,153	1,857,801	1,768,997	2,019,071	1,883,561	1,597,157	1,501,705	1,626,410	1,868,618	2,586,597	2,517,839	2,970,088	2,809,207	3,110,726	2,646,782
Percent Change	59.3	186.0	153.6	61.2	67.4	49.6	28.7	64.3	77.1	73.4	63.6	54.1	28.0	35.4	24.8	36.8	12.0	11.4

Year To Date		
2020	2021	2022
13,546,208	20,136,267	26,240,666
18,794,771	13,546,208	20,136,267
-27.9	48.6	30.3

Running 12 Months		
2020	2021	2022
23,153,854	27,137,761	37,367,056
27,394,532	23,153,854	27,137,761
-15.5	17.2	37.7

Census %	2021										2022							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Census Props	19	19	19	19	19	19	19	19	19	19	20	20	20	20	20	20	20	20
Census Rooms	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1675	1675	1675	1675	1675	1675	1675	1675
% Rooms Participants	93.0	93.0	93.0	93.0	93.0	88.2	93.0	93.0	93.0	93.0	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4

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Tab 4 - Multi-Segmt: McKinney CVB

Currency: USD - US Dollar

McKinney CVB
For the Month of August 2022

Segment	August 2022												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	46.2	4.9	0.0	51.1	104.99	116.62	0.00	106.10	48.54	5.69	0.00	54.23	7.9	-16.7	0.0	4.9	4.5	18.3	0.0	5.9	12.8	-1.4	0.0	11.1
Frisco, TX+	45.0	13.3	0.1	58.3	129.16	146.35	70.52	133.01	58.07	19.45	0.05	77.57	8.7	88.6	-91.2	18.5	10.2	11.3	-24.8	11.9	19.8	109.9	-93.4	32.6
Plano, TX+	56.7	10.5	0.0	67.3	98.30	128.60	0.00	103.05	55.76	13.54	0.00	69.30	1.7	50.6	-100.0	5.1	15.5	13.4	-100.0	17.6	17.4	70.8	-100.0	23.7

Segment	Year To Date												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	49.1	10.2	0.0	59.3	109.25	121.48	0.00	111.36	53.60	12.40	0.00	65.99	7.9	49.5	0.0	13.3	15.7	29.2	0.0	18.0	24.9	93.2	0.0	33.7
Frisco, TX+	44.8	17.2	0.0	62.0	137.70	152.13	77.08	141.65	61.70	26.09	0.03	87.83	10.7	53.5	-80.0	19.5	20.3	25.1	-10.7	22.2	33.2	92.0	-82.2	46.1
Plano, TX+	58.0	12.3	0.0	70.2	97.99	126.66	0.00	103.00	56.82	15.53	0.00	72.35	5.2	59.5	-100.0	10.4	20.8	35.1	-100.0	25.3	27.1	115.4	-100.0	38.4

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: August 2022

	Current Month - August 2022 vs August 2021												Year to Date - August 2022 vs August 2021									Participation						
	Occ %		ADR		RevPAR		Percent Change from August 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
McKinney, TX+	63.8	63.2	89.01	86.10	56.78	54.38	1.0	3.4	4.4	11.4	6.7	7.7	70.0	64.9	92.11	81.29	64.47	52.78	7.8	13.3	22.1	30.3	6.7	15.0	20	17	1675	1565
Tier 1+	59.4	58.9	113.59	110.29	67.43	64.94	0.8	3.0	3.8	20.8	16.3	17.3	67.8	63.6	116.11	103.02	78.74	65.51	6.6	12.7	20.2	39.8	16.3	24.1	7	6	748	702
Tier 2+	56.0	57.0	92.58	94.83	51.85	54.07	-1.8	-2.4	-4.1	-4.1	0.0	-1.8	64.8	60.8	96.93	86.65	62.77	52.68	6.5	11.9	19.2	19.2	0.0	6.5	5	5	378	378
City of Georgetown, TX+	69.9	64.2	106.54	97.59	74.48	62.67	8.9	9.2	18.8	18.8	0.0	8.9	69.1	65.1	111.89	92.49	77.35	60.22	6.2	21.0	28.5	28.5	0.0	6.2	11	10	940	917
City of Edmond, OK+	61.7	61.6	77.10	72.04	47.58	44.34	0.3	7.0	7.3	7.3	0.0	0.3	61.5	60.1	80.36	72.19	49.44	43.42	2.3	11.3	13.9	13.9	0.0	2.3	15	9	1138	838
City of Allen, TX+	51.1	48.7	106.10	100.21	54.23	48.81	4.9	5.9	11.1	11.1	0.0	4.9	59.3	52.3	111.36	94.37	65.99	49.34	13.3	18.0	33.7	33.7	0.0	13.3	10	10	1330	1330
City of Plano, TX+	67.3	64.0	103.05	87.59	69.30	56.03	5.1	17.6	23.7	21.3	-1.9	3.1	70.2	63.6	103.00	82.20	72.35	52.29	10.4	25.3	38.4	39.3	0.7	11.2	57	53	7028	6648
City of Frisco, TX+	58.3	49.2	133.01	118.84	77.57	58.50	18.5	11.9	32.6	32.9	0.3	18.8	62.0	51.9	141.65	115.87	87.83	60.10	19.5	22.2	46.1	47.5	0.9	20.7	28	27	3785	3775

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Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
 For the Month of August 2022

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2020												2021												2022											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
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