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McKinney CVB

For the Month of March 2022



| | |
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Corporate North American Headquarters
T : +1 (615) 824 8664
destininfo@str.com www.str.com

International Headquarters
T : +44 (0)207 922 1930
industryinfo@str.com www.str.com

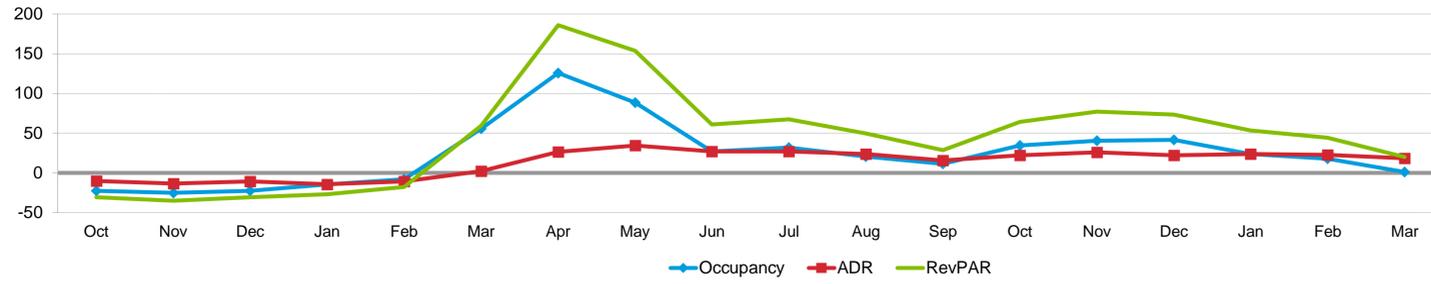
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Tab 2 - Trend McKinney, TX+

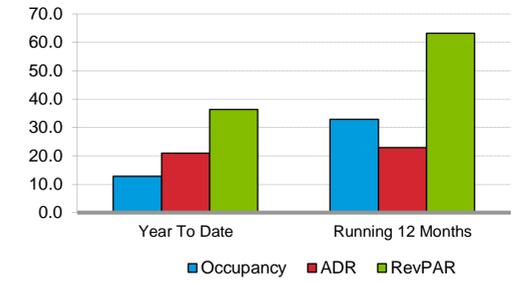
Currency: USD - US Dollar

McKinney CVB
For the Month of March 2022

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2020 | | | 2021 | | | | | | | | | | | | 2022 | | |
|----------------|-------|-------|-------|-------|------|------|-------|------|------|------|------|------|------|------|------|------|------|------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| This Year | 52.5 | 48.7 | 45.0 | 49.8 | 59.2 | 70.0 | 67.6 | 71.6 | 66.8 | 70.3 | 63.2 | 62.8 | 70.5 | 68.5 | 63.7 | 61.6 | 69.7 | 70.9 |
| Last Year | 68.0 | 65.0 | 58.0 | 58.3 | 64.2 | 45.0 | 30.0 | 30.0 | 52.6 | 53.3 | 52.4 | 56.4 | 52.5 | 48.7 | 49.8 | 49.8 | 59.2 | 70.0 |
| Percent Change | -22.8 | -25.1 | -22.4 | -14.7 | -7.8 | 55.7 | 125.7 | 88.6 | 27.0 | 31.9 | 20.6 | 11.2 | 34.3 | 40.6 | 41.7 | 23.6 | 17.7 | 1.3 |

| Year To Date | | |
|--------------|------|------|
| 2020 | 2021 | 2022 |
| 55.6 | 59.7 | 67.3 |
| 66.7 | 55.6 | 59.7 |
| -16.7 | 7.4 | 12.8 |

| Running 12 Months | | |
|-------------------|-------|------|
| 2020 | 2021 | 2022 |
| 64.8 | 50.6 | 67.3 |
| 68.7 | 64.8 | 50.6 |
| -5.6 | -21.9 | 32.8 |

| ADR | 2020 | | | 2021 | | | | | | | | | | | | 2022 | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| This Year | 73.74 | 69.64 | 68.59 | 67.12 | 71.78 | 75.93 | 79.00 | 85.22 | 89.29 | 90.83 | 85.95 | 87.93 | 90.19 | 87.71 | 83.95 | 83.22 | 88.13 | 89.95 |
| Last Year | 82.28 | 80.32 | 76.86 | 78.27 | 80.54 | 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 |
| Percent Change | -10.4 | -13.3 | -10.8 | -14.3 | -10.9 | 2.3 | 26.7 | 34.4 | 26.8 | 26.9 | 24.0 | 15.8 | 22.3 | 26.0 | 22.4 | 24.0 | 22.8 | 18.5 |

| Year To Date | | |
|--------------|-------|-------|
| 2020 | 2021 | 2022 |
| 77.95 | 72.12 | 87.24 |
| 79.37 | 77.95 | 72.12 |
| -1.8 | -7.5 | 21.0 |

| Running 12 Months | | |
|-------------------|-------|-------|
| 2020 | 2021 | 2022 |
| 79.76 | 70.68 | 86.86 |
| 80.83 | 79.76 | 70.68 |
| -1.3 | -11.4 | 22.9 |

| RevPAR | 2020 | | | 2021 | | | | | | | | | | | | 2022 | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| This Year | 38.70 | 33.91 | 30.85 | 33.42 | 42.51 | 53.15 | 53.43 | 61.00 | 59.61 | 63.88 | 54.36 | 55.19 | 63.57 | 60.05 | 53.52 | 51.23 | 61.41 | 63.76 |
| Last Year | 55.94 | 52.21 | 44.57 | 45.67 | 51.73 | 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 |
| Percent Change | -30.8 | -35.1 | -30.8 | -26.8 | -17.8 | 59.3 | 185.9 | 153.5 | 61.1 | 67.3 | 49.5 | 28.7 | 64.3 | 77.1 | 73.4 | 53.3 | 44.5 | 20.0 |

| Year To Date | | |
|--------------|-------|-------|
| 2020 | 2021 | 2022 |
| 43.31 | 43.04 | 58.71 |
| 52.96 | 43.31 | 43.04 |
| -18.2 | -0.6 | 36.4 |

| Running 12 Months | | |
|-------------------|-------|-------|
| 2020 | 2021 | 2022 |
| 51.72 | 35.78 | 58.41 |
| 55.51 | 51.72 | 35.78 |
| -6.8 | -30.8 | 63.2 |

| Supply | 2020 | | | 2021 | | | | | | | | | | | | 2022 | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| This Year | 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 | 51,925 |
| Last Year | 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 | 48,670 |
| 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 | 6.7 | 6.7 | 6.7 | |

| Year To Date | | |
|--------------|---------|---------|
| 2020 | 2021 | 2022 |
| 141,300 | 141,300 | 150,750 |
| 120,420 | 141,300 | 141,300 |
| 17.3 | 0.0 | 6.7 |

| Running 12 Months | | |
|-------------------|---------|---------|
| 2020 | 2021 | 2022 |
| 544,188 | 573,050 | 582,500 |
| 488,370 | 544,188 | 573,050 |
| 11.4 | 5.3 | 1.6 |

| Demand | 2020 | | | 2021 | | | | | | | | | | | | 2022 | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| This Year | 25,542 | 22,936 | 21,895 | 24,233 | 26,033 | 34,066 | 31,857 | 34,841 | 31,443 | 34,228 | 30,778 | 29,563 | 34,305 | 32,248 | 31,026 | 31,968 | 32,681 | 36,804 |
| Last Year | 33,092 | 30,619 | 28,222 | 28,396 | 28,234 | 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 |
| Percent Change | -22.8 | -25.1 | -22.4 | -14.7 | -7.8 | 55.7 | 125.7 | 88.6 | 27.0 | 31.9 | 20.6 | 11.2 | 34.3 | 40.6 | 41.7 | 31.9 | 25.5 | 8.0 |

| Year To Date | | |
|--------------|--------|---------|
| 2020 | 2021 | 2022 |
| 78,516 | 84,332 | 101,453 |
| 80,355 | 78,516 | 84,332 |
| -2.3 | 7.4 | 20.3 |

| Running 12 Months | | |
|-------------------|---------|---------|
| 2020 | 2021 | 2022 |
| 352,882 | 290,113 | 391,742 |
| 335,400 | 352,882 | 290,113 |
| 5.2 | -17.8 | 35.0 |

| Revenue | 2020 | | | 2021 | | | | | | | | | | | | 2022 | | |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| This Year | 1,883,561 | 1,597,157 | 1,501,705 | 1,626,410 | 1,868,618 | 2,586,597 | 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 | 3,310,577 |
| Last Year | 2,722,756 | 2,459,215 | 2,169,106 | 2,222,551 | 2,274,037 | 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 | 2,586,597 |
| Percent Change | -30.8 | -35.1 | -30.8 | -26.8 | -17.8 | 59.3 | 185.9 | 153.5 | 61.1 | 67.3 | 49.5 | 28.7 | 64.3 | 77.1 | 73.4 | 63.6 | 54.1 | 28.0 |

| Year To Date | | |
|--------------|-----------|-----------|
| 2020 | 2021 | 2022 |
| 6,120,309 | 6,081,625 | 8,851,066 |
| 6,377,495 | 6,120,309 | 6,081,625 |
| -4.0 | -0.6 | 45.5 |

| Running 12 Months | | |
|-------------------|------------|------------|
| 2020 | 2021 | 2022 |
| 28,145,231 | 20,504,556 | 34,024,817 |
| 27,109,391 | 28,145,231 | 20,504,556 |
| 3.8 | -27.1 | 65.9 |

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

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: March 2022

| | Current Month - March 2022 vs March 2021 | | | | | | | | | | | | Year to Date - March 2022 vs March 2021 | | | | | | | | | | | | Participation | | | |
|---------------|--|------|--------|--------|--------|-------|--------------------------------|------|--------|----------|------------|-----------|---|------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from March 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+ | 62.0 | 57.3 | 115.49 | 87.21 | 71.57 | 49.94 | 8.2 | 32.4 | 43.3 | 43.3 | 0.0 | 8.2 | 54.9 | 45.5 | 108.66 | 81.11 | 59.64 | 36.88 | 20.7 | 34.0 | 61.7 | 61.7 | 0.0 | 20.7 | 10 | 10 | 1330 | 1330 |
| Frisco, TX+ | 66.4 | 57.0 | 142.46 | 107.47 | 94.52 | 61.29 | 16.3 | 32.6 | 54.2 | 54.2 | 0.0 | 16.3 | 55.8 | 44.5 | 137.70 | 103.73 | 76.79 | 46.19 | 25.2 | 32.7 | 66.3 | 69.7 | 2.1 | 27.9 | 26 | 25 | 3763 | 3753 |
| Plano, TX+ | 74.5 | 69.3 | 101.45 | 75.50 | 75.56 | 52.34 | 7.4 | 34.4 | 44.4 | 46.4 | 1.4 | 8.9 | 66.3 | 55.3 | 96.61 | 71.32 | 64.05 | 39.46 | 19.8 | 35.5 | 62.3 | 64.6 | 1.4 | 21.5 | 57 | 53 | 7144 | 6764 |
| McKinney, TX+ | 70.9 | 70.0 | 89.95 | 75.93 | 63.76 | 53.15 | 1.3 | 18.5 | 20.0 | 28.0 | 6.7 | 8.0 | 67.3 | 59.7 | 87.24 | 72.12 | 58.71 | 43.04 | 12.8 | 21.0 | 36.4 | 45.5 | 6.7 | 20.3 | 20 | 17 | 1675 | 1565 |

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