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McKinney CVB

For the Month of October 2020



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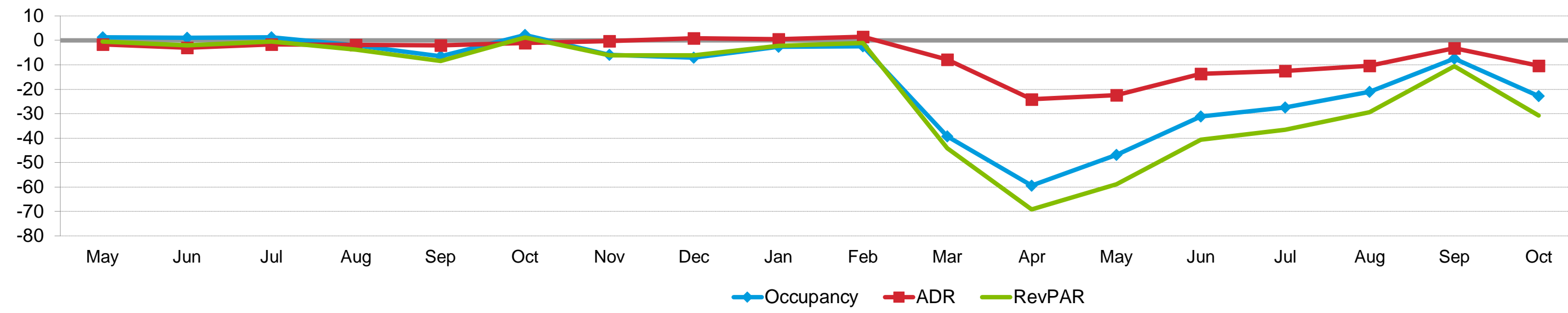
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Tab 2 - Trend McKinney, TX+

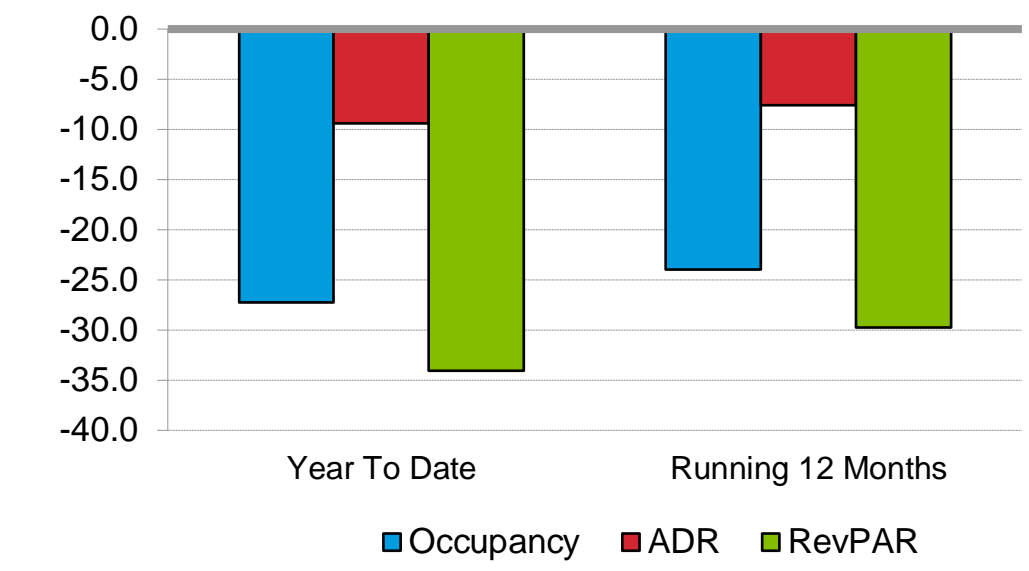
Currency: USD - US Dollar

McKinney CVB
For the Month of October 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019									2020								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	71.8	76.6	75.4	66.3	60.8	67.9	65.1	58.2	58.3	64.3	45.1	30.1	38.1	52.7	54.7	52.3	56.3	52.4
Last Year	70.9	75.8	74.5	67.6	65.1	66.5	69.2	62.6	77.99	79.41	80.49	81.96	71.8	76.6	75.4	66.3	60.8	67.9
Percent Change	1.2	1.1	1.2	-2.0	-6.5	2.2	-5.9	-7.0	-2.7	-2.5	-39.3	-59.4	-46.9	-31.2	-27.5	-21.1	-7.5	-22.8

Year To Date		
2018	2019	2020
69.5	69.2	50.3
74.0	69.5	69.2
-6.0	-0.5	-27.3

Running 12 Months		
2018	2019	2020
69.1	68.7	52.2
73.3	69.1	68.7
-5.7	-0.7	-24.0

ADR	2019									2020								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	81.52	81.37	81.29	77.59	78.73	82.31	80.31	76.73	78.30	80.59	74.11	62.23	63.25	70.25	71.19	69.52	76.14	73.83
Last Year	82.87	83.96	82.65	79.05	80.42	83.14	80.49	76.02	77.99	79.41	80.49	81.96	81.52	81.37	81.29	77.59	78.73	82.31
Percent Change	-1.6	-3.1	-1.6	-1.9	-2.1	-1.0	-0.2	0.9	0.4	1.5	-7.9	-24.1	-22.4	-13.7	-12.4	-10.4	-3.3	-10.3

Year To Date		
2018	2019	2020
81.38	80.36	72.81
81.89	81.38	80.36
-0.6	-1.2	-9.4

Running 12 Months		
2018	2019	2020
80.97	80.05	73.95
81.26	80.97	80.05
-0.4	-1.1	-7.6

RevPAR	2019									2020								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	58.51	62.36	61.30	51.44	47.90	55.93	52.26	44.64	45.66	51.79	33.39	18.72	24.09	37.04	38.91	36.36	42.87	38.71
Last Year	58.77	63.64	61.56	53.46	52.34	55.28	55.69	47.56	46.74	52.35	59.73	60.72	58.51	62.36	61.30	51.44	47.90	55.93
Percent Change	-0.4	-2.0	-0.4	-3.8	-8.5	1.2	-6.1	-6.1	-2.3	-1.1	-44.1	-69.2	-58.8	-40.6	-36.5	-29.3	-10.5	-30.8

Year To Date		
2018	2019	2020
56.57	55.61	36.64
60.58	56.57	55.61
-6.6	-1.7	-34.1

Running 12 Months		
2018	2019	2020
55.99	54.96	38.61
59.57	55.99	54.96
-6.0	-1.8	-29.7

Supply	2019									2020								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	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	48,670
Last Year	41,478	40,140	41,478	41,478	40,140	41,478	40,140	41,478	41,478	37,464	41,478	40,140	41,478	40,140	44,795	44,795	47,100	48,670
Percent Change	0.0	0.0	8.0	8.0	17.3	17.3	17.3	17.3	17.3	17.3	17.3	17.3	17.3	17.3	8.7	8.7	0.0	0.0

Year To Date		
2018	2019	2020
406,752	427,538	477,280
401,546	406,752	427,538
1.3	5.1	11.6

Running 12 Months		
2018	2019	2020
488,370	509,156	573,050
478,162	488,370	509,156
2.1	4.3	12.5

Demand	2019									2020								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	29,772	30,763	33,781	29,699	28,657	33,070	30,651	28,314	28,384	28,253	21,928	14,167	18,536	24,835	26,600	25,454	26,522	25,517
Last Year	29,415	30,423	30,897	28,051	26,125	27,578	27,772	25,949	24,858	24,699	30,782	29,736	29,772	30,763	33,781	29,699	28,657	33,070
Percent Change	1.2	1.1	9.3	5.9	9.7	19.9	10.4	9.1	14.2	14.4	-28.8	-52.4	-37.7	-19.3	-21.3	-14.3	-7.5	-22.8

Year To Date		
2018	2019	2020
282,742	295,817	240,196
297,068	282,742	295,817
-4.8	4.6	-18.8

Running 12 Months		
2018	2019	2020
337,705	349,538	299,161
350,508	337,705	349,538
-3.7	3.5	-14.4

Revenue	2019									2020								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	2,426,895	2,503,227	2,745,968	2,304,209	2,256,167	2,722,152	2,461,630	2,172,492	2,222,493	2,276,886	1,625,115	881,614	1,172,431	1,744,641	1,893,532	1,769,631	2,019,267	1,883,991
Last Year	2,437,752	2,554,390	2,553,574	2,217,417	2,101,001	2,292,770	2,235,311	1,972,665	1,938,607	1,961,297	2,477,620	2,437,142	2,426,895	2,503,227	2,745,968	2,304,209	2,256,167	2,722,152
Percent Change	-0.4	-2.0	7.5	3.9	7.4	18.7	10.1	10.1	14.6	16.1	-34.4	-63.8	-51.7	-30.3	-31.0	-23.2	-10.5	-30.8

Year To Date		
2018	2019	2020
23,008,955	23,773,285	17,489,600
24,326,928	23,008,955	23,773,285
-5.4	3.3	-26.4

Running 12 Months		
2018	2019	2020
27,343,300	27,981,261	22,123,723
28,483,588	27,343,300	27,981,261
-4.0	2.3	-20.9

Census %	2019									2020								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props	17	17	18	18	19	19	19	19	19	19	19	19	19	19	19	19	19	19
Census Rooms	1338	1338	1445	1445	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570
% Rooms Participants	91.8	91.8	85.0	92.4	93.0	93.0	93.0	93.0	93.0	93.0	93.0	85.0	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: October 2020

	Current Month - October 2020 vs October 2019												Year to Date - October 2020 vs October 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Allen, TX+	38.1	65.3	76.52	108.33	29.12	70.75	-41.7	-29.4	-58.8	-55.7	7.7	-37.2	36.1	60.7	87.19	105.15	31.44	63.85	-40.6	-17.1	-50.7	-50.0	1.5	-39.7	10	10	1330	1330
Frisco, TX+	30.9	69.0	96.00	140.65	29.62	97.04	-55.3	-31.7	-69.5	-64.0	17.9	-47.3	35.8	67.9	115.29	142.08	41.28	96.52	-47.3	-18.9	-57.2	-53.6	8.5	-42.8	25	24	3644	3634
Plano, TX+	44.0	71.7	70.84	108.24	31.18	77.64	-38.6	-34.6	-59.8	-58.6	3.0	-36.8	44.6	67.0	82.04	106.57	36.59	71.42	-33.5	-23.0	-48.8	-47.7	2.1	-32.1	58	56	7301	7124

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