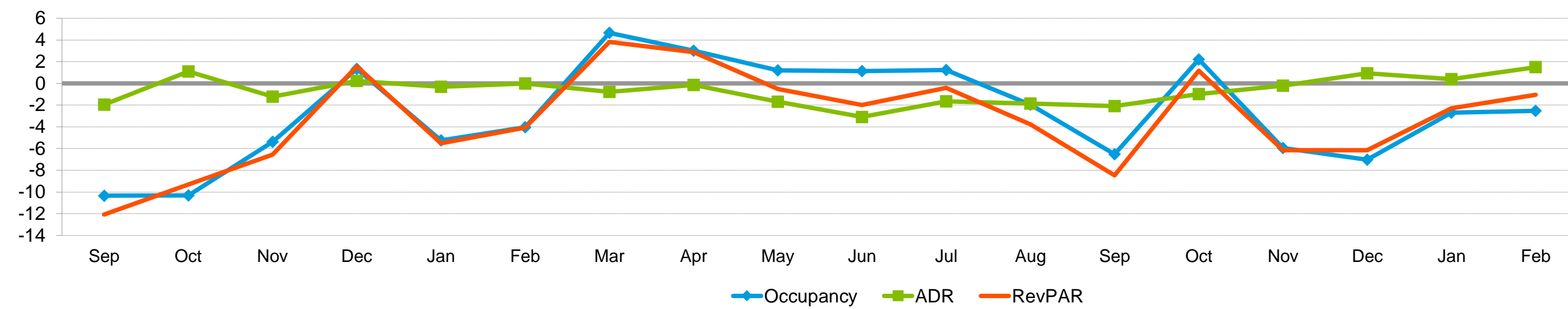


Tab 2 - Trend McKinney, TX+

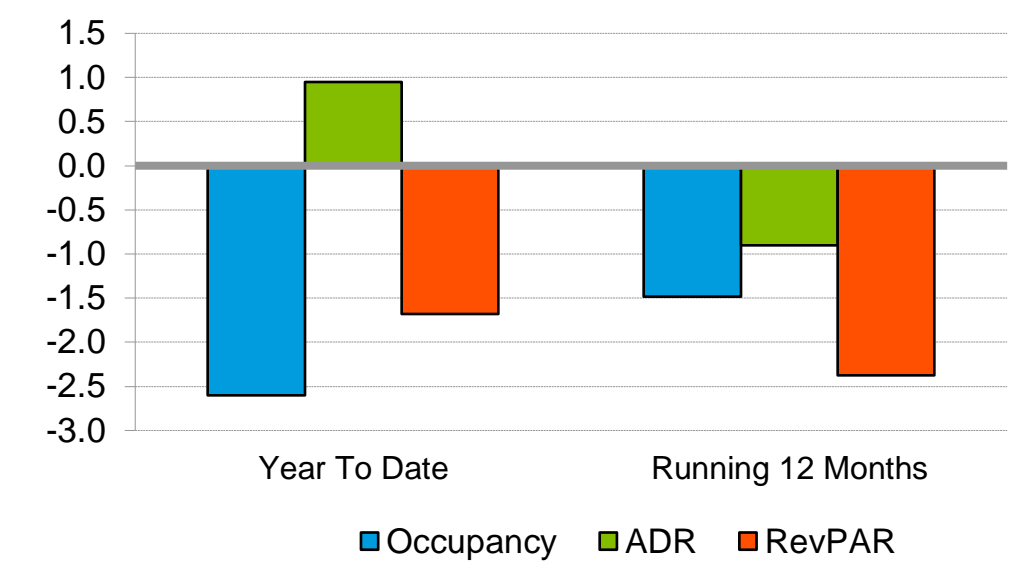
Currency: USD - US Dollar

McKinney CVB
For the Month of February 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018				2019								2020			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	65.1	66.5	69.2	62.6	59.9	65.9	74.2	74.1	71.8	76.6	75.4	66.3	60.9	68.0	58.3	64.3
Last Year	72.6	74.2	73.1	61.7	63.2	68.7	70.9	71.9	70.9	75.8	74.5	67.6	65.1	66.5	59.9	65.9
Percent Change	-10.3	-10.3	-5.4	1.3	-5.2	-4.0	4.7	3.0	1.2	1.1	1.2	-2.0	-6.5	2.2	-2.7	-2.5

ADR	2018				2019								2020			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	80.41	83.13	80.49	76.02	77.99	79.41	80.49	81.97	81.47	81.37	81.29	77.58	78.72	82.30	78.30	80.59
Last Year	82.00	82.21	81.48	75.85	78.23	79.41	81.14	82.07	82.87	83.96	82.65	79.05	80.41	83.13	80.49	79.41
Percent Change	-1.9	1.1	-1.2	0.2	-0.3	0.0	-0.8	-0.1	-1.7	-3.1	-1.6	-1.9	-2.1	-1.0	-0.2	1.5

RevPAR	2018				2019								2020			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	52.35	55.29	55.69	47.56	46.74	52.35	59.74	60.72	58.49	62.36	61.31	51.44	47.91	55.94	52.26	44.64
Last Year	59.54	60.97	59.59	46.83	49.47	54.56	57.54	59.02	58.78	63.64	61.56	53.46	52.35	55.29	47.56	46.74
Percent Change	-12.1	-9.3	-6.6	1.6	-5.5	-4.1	3.8	2.9	-0.5	-2.0	-0.4	-3.8	-8.5	1.2	-6.1	-6.1

Supply	2018				2019								2020			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	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	47,100	48,670
Last Year	40,140	41,478	40,140	41,478	41,478	37,464	41,478	40,140	41,478	40,140	41,478	41,478	40,140	41,478	40,140	41,478
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	8.0	17.3	17.3	17.3	17.3

Demand	2018				2019								2020			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	26,134	27,588	27,772	25,949	24,858	24,699	30,783	29,735	29,775	30,764	33,784	29,700	28,667	33,081	30,651	28,314
Last Year	29,146	30,762	29,356	25,607	26,232	25,741	29,415	28,865	29,419	30,423	30,897	28,051	26,134	27,588	27,772	25,949
Percent Change	-10.3	-10.3	-5.4	1.3	-5.2	-4.0	4.7	3.0	1.2	1.1	9.3	5.9	9.7	19.9	10.4	9.1

Revenue	2018				2019								2020			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	2,101,433	2,293,253	2,235,311	1,972,665	1,938,607	1,961,297	2,477,829	2,437,301	2,425,907	2,503,328	2,746,240	2,304,235	2,256,717	2,722,649	2,461,630	2,172,492
Last Year	2,390,040	2,528,972	2,392,057	1,942,288	2,052,098	2,044,213	2,386,738	2,369,002	2,438,080	2,554,390	2,553,574	2,217,417	2,101,433	2,293,253	2,235,311	1,972,665
Percent Change	-12.1	-9.3	-6.6	1.6	-5.5	-4.1	3.8	2.9	-0.5	-2.0	7.5	3.9	7.4	18.7	10.1	10.1

Census %	2018				2019								2020			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
Census Props	17	17	17	17	17	17	17	17	17	17	18	18	19	19	19	19
Census Rooms	1338	1338	1338	1338	1338	1338	1338	1338	1338	1338	1445	1445	1570	1570	1570	1570
% Rooms Participants	91.8	91.8	91.8	91.8	91.8	91.8	91.8	91.8	91.8	91.8	85.0	92.4	93.0	93.0	93.0	93.0

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