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McKinney CVB

For the Month of August 2021



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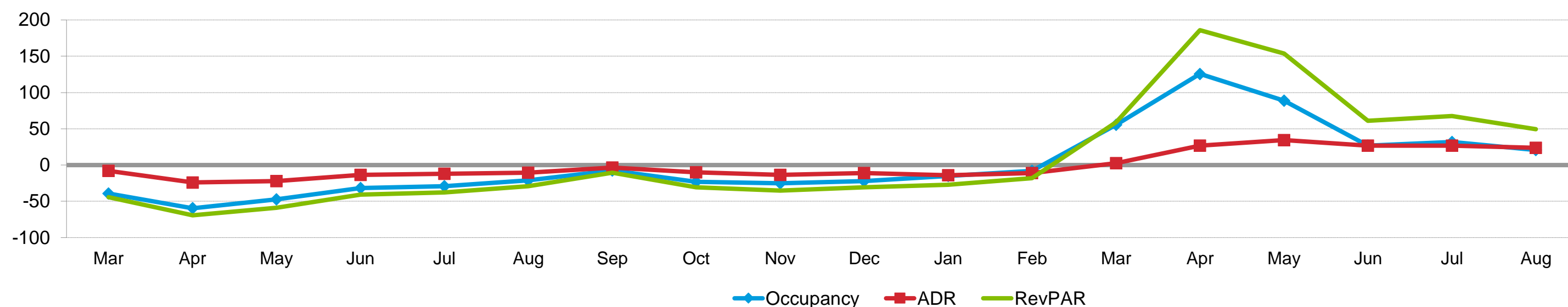
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Tab 2 - Trend McKinney, TX+

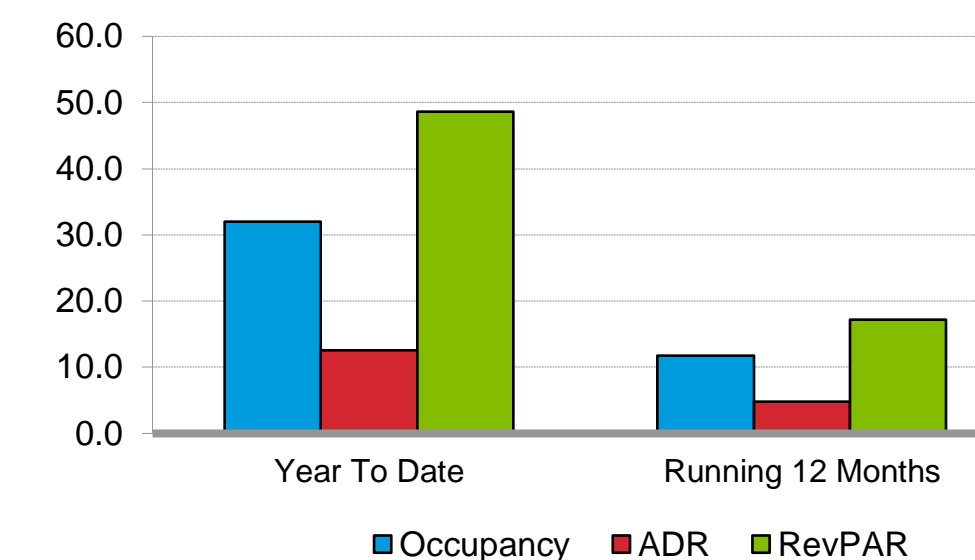
Currency: USD - US Dollar

McKinney CVB
For the Month of August 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020										2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	45.0	30.0	38.0	52.6	53.3	52.4	56.3	52.3	48.7	45.1	49.7	59.2	69.9	67.6	71.6	66.8	70.3	63.2
Last Year	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	38.0	52.6	53.3	52.4
Percent Change	-39.4	-59.6	-47.1	-31.4	-29.3	-20.9	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
70.6	49.1	64.8	69.0	53.7	60.1
70.4	70.6	49.1	70.4	69.0	53.7
0.2	-30.4	32.0	-2.0	-22.1	11.8

ADR	2020										2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	74.19	62.36	63.38	70.40	71.58	69.33	76.14	73.96	69.59	68.53	67.19	71.84	76.01	79.00	85.22	89.29	90.83	85.95
Last Year	80.49	81.94	81.50	81.36	81.29	77.59	78.73	82.31	80.35	76.86	78.27	80.54	74.19	62.36	63.38	70.40	71.58	69.33
Percent Change	-7.8	-23.9	-22.2	-13.5	-11.9	-10.6	-3.3	-10.1	-13.4	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8	26.9	24.0

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
80.28	72.29	81.37	80.22	75.18	78.81
81.28	80.28	72.29	81.03	80.22	75.18
-1.2	-10.0	12.6	-1.0	-6.3	4.8

RevPAR	2020										2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.71	33.92	30.88	33.38	42.50	53.13	53.43	61.00	59.61	63.88	54.36
Last Year	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	24.06	37.01	38.17	36.35
Percent Change	-44.1	-69.2	-58.9	-40.6	-37.7	-29.3	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
56.65	35.51	52.75	55.34	40.40	47.34
57.25	56.65	35.51	57.06	55.34	40.40
-1.1	-37.3	48.6	-3.0	-27.0	17.2

Supply	2020										2021							
	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	48,670	43,960	48,670	47,100	48,670	47,100	48,670	48,670
Last Year	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	48,670	47,100	48,670	48,670
Percent Change	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	0.0	0.0	0.0	0.0

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
331,768	381,510	381,510	495,004	573,050	573,050
325,134	331,768	381,510	488,370	495,004	573,050
2.0	15.0	0.0	1.4	15.8	0.0

Demand	2020										2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	21,886	14,116	18,478	24,762	25,953	25,517	26,522	25,473	22,958	21,929	24,184	26,004	34,018	31,857	34,841	31,443	34,228	30,778
Last Year	30,778	29,741	29,780	30,763	33,779	29,698	28,657	33,070	30,610	28,226	28,396	28,291	21,886	14,116	18,478	24,762	25,953	25,517
Percent Change	-28.9	-52.5	-38.0	-19.5	-23.2	-14.1	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
234,116	187,399	247,353	341,510	307,962	344,235
229,039	234,116	187,399	343,910	341,510	307,962
2.2	-20.0	32.0	-0.7	-9.8	11.8

Revenue	2020										2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	1,623,721	880,303	1,171,182	1,743,152	1,857,801	1,769,000	2,019,267	1,883,991	1,597,589	1,502,779	1,624,817	1,868,140	2,585,749	2,516,623	2,968,976	2,807,420	3,108,833	2,645,509
Last Year	2,477,270	2,437,126	2,426,928	2,502,974	2,746,053	2,304,195	2,256,167	2,722,152	2,459,590	2,169,569	2,222,551	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,857,801	1,769,000
Percent Change	-34.5	-63.9	-51.7	-30.4	-32.3	-23.2	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
18,794,771	13,546,223	20,126,067	27,394,532	23,153,703	27,129,693
18,615,184	18,794,771	13,546,223	27,868,540	27,394,532	23,153,703
1.0	-27.9	48.6	-1.7	-15.5	17.2

Census %	2020										2021							
	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	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	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	93.0	93.0	93.0	88.2

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: August 2021

	Current Month - August 2021 vs August 2020												Year to Date - August 2021 vs August 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms	
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Allen, TX+	48.7	35.0	100.22	76.11	48.82	26.66	39.1	31.7	83.1	97.2	7.7	49.8	52.3	36.0	94.37	89.80	49.36	32.34	45.2	5.1	52.6	64.4	7.7	56.4	10	10	1330	1330
Frisco, TX+	49.1	37.5	118.26	97.78	58.05	36.70	30.8	21.0	58.2	83.5	16.0	51.7	51.9	36.6	115.62	120.21	59.97	44.01	41.7	-3.8	36.3	70.3	25.0	77.1	26	25	3763	3753
Plano, TX+	63.7	41.6	87.50	69.90	55.74	29.10	53.0	25.2	91.6	94.2	1.4	55.1	63.6	44.7	82.03	85.79	52.20	38.36	42.3	-4.4	36.1	39.8	2.7	46.2	57	55	7144	6967
McKinney, TX+	63.2	52.4	85.95	69.33	54.36	36.35	20.6	24.0	49.5	49.5	0.0	20.6	64.8	49.1	81.37	72.29	52.75	35.51	32.0	12.6	48.6	48.6	0.0	32.0	19	15	1570	1385

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