Date Created: Jan 15, 2021

McKinney CVB

For the Month of December 2020

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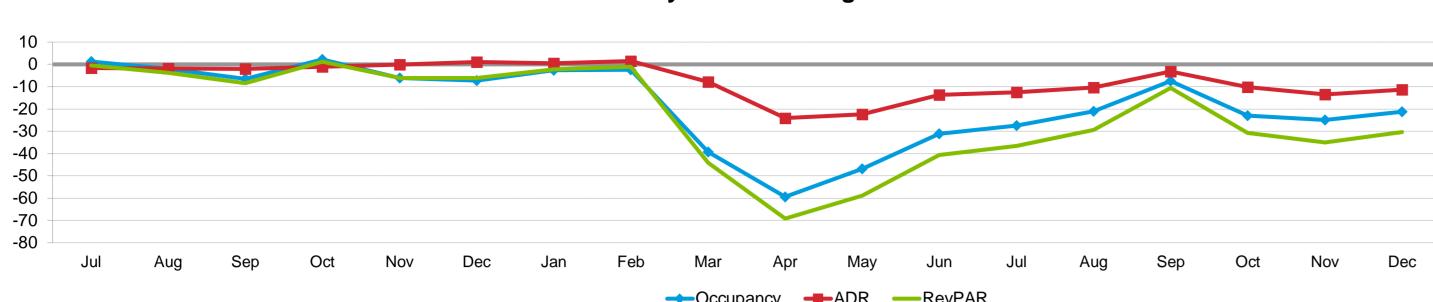
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destrininfo@str.com www.str.com

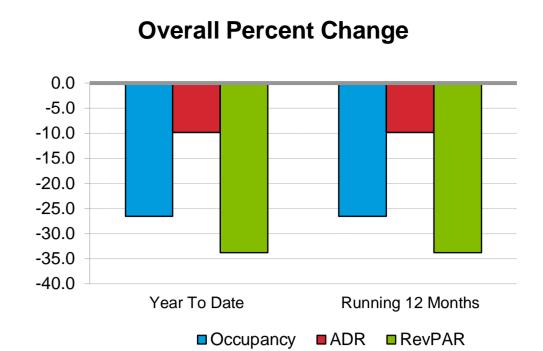
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McKinney CVB

For the Month of December 2020

Monthly Percent Change





ccupancy (%)			20	019								20	020							Year To Date		Ru	nning 12 Months	j.
ccupancy (70)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020	2018	2019	2020
This Year	75.4	66.3	60.8	67.9	65.0	58.0	58.3	64.3	45.1	30.1	38.1	52.7	54.7	52.3	56.3	52.3	48.7	45.6	68.9	67.8	49.8	68.9	67.8	49.8
Last Year	74.5	67.6	65.1	66.5	69.2	62.5	59.9	65.9	74.2	74.1	71.8	76.6	75.4	66.3	60.8	67.9	65.0	58.0	72.9	68.9	67.8	72.9	68.9	67.8
Percent Change	1.2	-2.0	-6.5	2.2	-6.0	-7.2	-2.7	-2.5	-39.3	-59.4	-46.9	-31.2	-27.5	-21.1	-7.5	-23.0	-25.0	-21.3	-5.4	-1.6	-26.5	-5.4	-1.6	-26.5
ADR			20	019								20	020							Year To Date		Ru	nning 12 Months	
ADK	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020	2018	2019	2020
This Year	81.29	77.59	78.73	82.31	80.35	76.86	78.30	80.59	74.11	62.23	63.25	70.25	71.19	69.52	76.14	73.96	69.59	68.09	80.89	80.09	72.20	80.89	80.09	72.20
Last Year	82.65	79.05	80.42	83.14	80.50	76.02	77.99	79.41	80.49	81.96	81.52	81.37	81.29	77.59	78.73	82.31	80.35	76.86	81.42	80.89	80.09	81.42	80.89	80.09
Percent Change	-1.6	-1.9	-2.1	-1.0	-0.2	1.1	0.4	1.5	-7.9	-24.1	-22.4	-13.7	-12.4	-10.4	-3.3	-10.1	-13.4	-11.4	-0.6	-1.0	-9.8	-0.6	-1.0	-9.8
RevPAR			20	019								20	020							Year To Date		Ru	nning 12 Months	
KEVIAK	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020	2018	2019	2020
This Year	61.30	51.44	47.90	55.93	52.22	44.58	45.66	51.79	33.39	18.72	24.09	37.04	38.91	36.36	42.87	38.71	33.92	31.06	55.73	54.27	35.95	55.73	54.27	35.95
Last Year	61.56	53.46	52.34	55.28	55.68	47.52	46.74	52.35	59.73	60.72	58.51	62.36	61.30	51.44	47.90	55.93	52.22	44.58	59.32	55.73	54.27	59.32	55.73	54.27
Percent Change	-0.4	-3.8	-8.5	1.2	-6.2	-6.2	-2.3	-1.1	-44.1	-69.2	-58.8	-40.6	-36.5	-29.3	-10.5	-30.8	-35.0	-30.3	-6.1	-2.6	-33.8	-6.1	-2.6	-33.8

Percent Change 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 0.0	0.0	1.1	7.2	9.5	1.1	7.2	9.5
Last Year 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 47,100	48,670	483,164	488,370	523,308	483,164	488,370	523,308
This Year 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 47,100	48,670	488,370	523,308	573,050	488,370	523,308	573,050

Demand			_									_												
Demand	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020	2018	2019	2020
This Year	33,781	29,699	28,657	33,070	30,610	28,226	28,384	28,253	21,928	14,167	18,536	24,835	26,600	25,454	26,522	25,473	22,958	22,204	336,433	354,653	285,314	336,433	354,653	285,314
Last Year	30,897	28,051	26,125	27,578	27,762	25,929	24,858	24,699	30,782	29,736	29,772	30,763	33,781	29,699	28,657	33,070	30,610	28,226	352,031	336,433	354,653	352,031	336,433	354,653
Percent Change	9.3	5.9	9.7	19.9	10.3	8.9	14.2	14.4	-28.8	-52.4	-37.7	-19.3	-21.3	-14.3	-7.5	-23.0	-25.0	-21.3	-4.4	5.4	-19.6	-4.4	5.4	-19.6
Boyonus			2	019								2	020							Year To Date		Ru	nning 12 Months	,

Revenue			20	719								20	J20							Teal TO Date			\uii
itevellue	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2018	2019	2020	2018	
This Year	2,745,968	2,304,209	2,256,167	2,722,152	2,459,590	2,169,569	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	1,597,589	1,511,871	27,214,945	28,402,445	20,599,060	27,214,945	
Last Year	2,553,574	2,217,417	2,101,001	2,292,770	2,234,831	1,971,159	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	2,459,590	2,169,569	28,661,273	27,214,945	28,402,445	28,661,273	
Percent Change	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	-35.0	-30.3	-5.0	4.4	-27.5	-5.0	

	Year To Date		Ru	nning 12 Months	
18	2019	2020	2018	2019	2020
4,945	28,402,445	20,599,060	27,214,945	28,402,445	20,599,060
1,273	27,214,945	28,402,445	28,661,273	27,214,945	28,402,445
0	4.4	-27.5	-5.0	4.4	-27.5

Census %			20)19								20	20					
Celisus /	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	18	18	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
Census Rooms	1445	1445	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570
% Rooms Participants	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	93.0	93.0

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Tab 3 - Response McKinney, TX+

McKinney CVB

For the Month of December 2020

							2	2018							20	19							20	20						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		g in ms	J F	M	A M	J	JA	s c	N	D J	F	ИΑ	M	JJ	A	s o	N I	J	F	МА	M	JJ	A	s o	N D
53019	Americas Best Value Inn McKinney	McKinney, TX	75069	Dec 2003	Jun 2000	26																								
44347	Best Western Plus McKinney Inn & Suites	McKinney, TX	75069	Jan 2011	Mar 2002	68		• •	•	•	•	• •	• •	•	•	• •	•	•	• •	•	•	• •	•	• •	•	•		• 6	• •	• •
29753	Closed - Independent Budget Motel	McKinney, TX	75069	Jan 2009	Jun 1974	0																								
59429	Grand Hotel McKinney	McKinney, TX	75069	Apr 2007	Apr 2007	46																								
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																								
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58		•	•	•	•	• •	• •	•	•	• •	•	•	• •	•	• •	• •	•	• •	•	•	•	• 6	•	• •
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63		•	•	•	•	•	• •	•	•	•	•	•	• •	•	• •	• •	•	• •	•	•	•	• 6	• •	• •
	Days Inn McKinney	McKinney, TX	75070	Jun 1998	Nov 1986	76		• •	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	• •	•	• •	•	•		• 6	• •	• •
	Econo Lodge Inn & Suites McKinney	McKinney, TX	75070	Jul 2018	Jan 1997	55					•	•	• •	•	•	•	•	•	• •	•	• •	• •	•	• •	•	•	•	• 6	• •	• •
	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75070	Jun 2015	Jun 2015	79		- -	1 - 1 -		- -	- -	- -	-	- -	- -	-	1 - 1 -	- -	1 - 1	• •	- -	-	- -		1 - 1 -		• 6	• •	• •
	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80		•	•	•	•	•	• •	•	•	•	•	•	• •	•	• •	• •	•	• •	•	•	•	• 6	• •	• •
	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008		99		• •	•	•	•	• •	• •	•	•	• C	•	0	• •	•	• •	• •	•	• •	0	•	•	• 6	• •	• •
	Home2 Suites by Hilton McKinney	McKinney, TX	75070	Jul 2019	Jul 2019	107														•	• •	• •	•	• •	•	•	•	• 6	• •	• •
	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79		• •	•	•	•	• •	• •	•	•	• •	•	•	• •	•	• •	• •	•	• •	•	•	•	• 6	• •	• •
	Quality Inn McKinney	McKinney, TX	75070	Dec 2010	Feb 1981	100		•	•	•	•	•	• •	•	•	•	•	•	• •	•	• •	• •	•	• •	•	•	•	• 6	•	• •
	Sheraton Hotel McKinney	McKinney, TX	75070		Feb 2015	187		• •	•	•	•	• •	• •	•	• •	• •	•	•	• •	•	• •	• •	•	• •	•	0	. •	• 6	• •	• •
	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019		125															5	•	•	• •	•	•	•	• •	• •	• •
	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75		• •	•	•	•	• •	• •	•	•	• •	•	•	•	•	• •	• •	•	• •	•	•	•	0 (0	0 0
	TownePlace Suites Dallas McKinney	McKinney, TX	75070	Feb 2016	Feb 2016	88		•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	• •	•	• •	•	•	•	• •	• •	• •
	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																						Ш		
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121		•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	• •	•	• •	•	•	•	• 6	• •	• •

 ⁻ Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

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Total Properties:

1654

Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

McKinney CVB

For the month of: December 2020

				Curre	nt Month - De	cember 20	20 vs Dec	ember	2019			
	Осс	%	AD	R	RevP	AR	Pe	rcent Cl	nange fro	m Decer	nber 201	9
				2242						Room	Room	Room
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold
Allen, TX+	30.5	50.6	69.38	92.32	21.15	46.69	-39.7	-24.8	-54.7	-51.2	7.7	-35.1
Frisco, TX+	29.8	53.6	96.16	124.49	28.68	66.74	-44.4	-22.8	-57.0	-49.3	17.9	-34.4
Plano, TX+	40.0	54.9	63.33	93.97	25.33	51.60	-27.2	-32.6	-50.9	-50.0	1.8	-25.8

			Year	to Date - Dece	ember 2020) vs Dece	mber 20)19			
Осс	%	AD	R	RevP	AR		Percent	t Change	from YT	D 2019	
	2010		2042	0000	2040	0	400	D DAD	Room	Room	Room
2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold
35.4	59.7	84.95	103.90	30.10	62.07	-40.7	-18.2	-51.5	-50.3	2.6	-39.2
34.8	66.1	112.03	140.03	38.98	92.62	-47.4	-20.0	-57.9	-53.6	10.2	-42.1
44.0	65.7	79.42	105.27	34.96	69.18	-33.0	-24.6	-49.5	-48.4	2.2	-31.6

	Part	icipation	
Prope	erties	Roc	oms
Census	Sample	Census	Sample
10	10	1330	1330
25	24	3644	3634
58	56	7301	7124

A blank row indicates insufficient data.

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