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McKinney CVB

For the Month of December 2020



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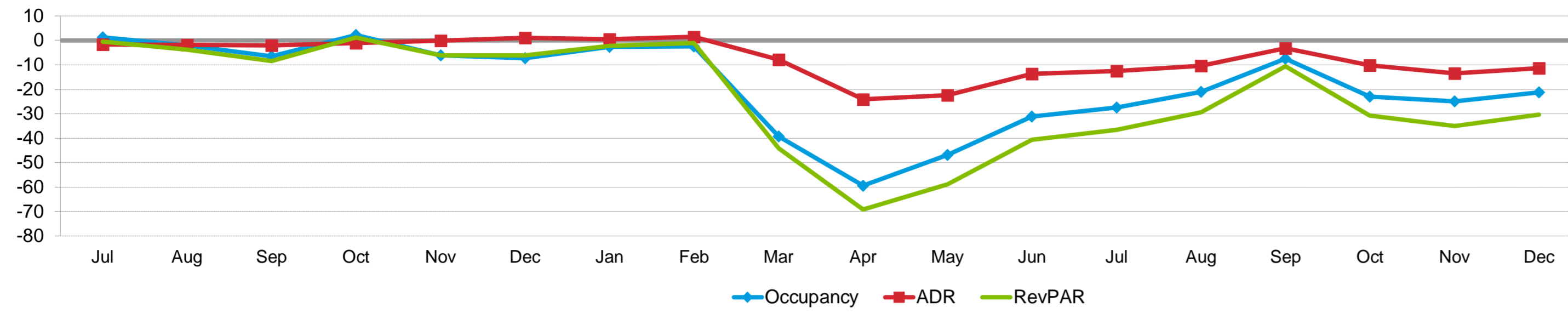
Tab 2 - Trend McKinney, TX+

Currency: USD - US Dollar

McKinney CVB

For the Month of December 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
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
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

Year To Date		
2018	2019	2020
68.9	67.8	49.8
72.9	68.9	67.8
-5.4	-1.6	-26.5

Running 12 Months		
2018	2019	2020
68.9	67.8	49.8
72.9	68.9	67.8
-5.4	-1.6	-26.5

ADR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
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
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

Year To Date		
2018	2019	2020
80.89	80.09	72.20
81.42	80.89	80.09
-0.6	-1.0	-9.8

Running 12 Months		
2018	2019	2020
80.89	80.09	72.20
81.42	80.89	80.09
-0.6	-1.0	-9.8

RevPAR	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
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
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

Year To Date		
2018	2019	2020
55.73	54.27	35.95
59.32	55.73	54.27
-6.1	-2.6	-33.8

Running 12 Months		
2018	2019	2020
55.73	54.27	35.95
59.32	55.73	54.27
-6.1	-2.6	-33.8

Supply	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
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
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

Year To Date		
2018	2019	2020
488,370	523,308	573,050
483,164	488,370	523,308
1.1	7.2	9.5

Running 12 Months		
2018	2019	2020
488,370	523,308	573,050
483,164	488,370	523,308
1.1	7.2	9.5

Demand	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
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
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

Year To Date		
2018	2019	2020
336,433	354,653	285,314
352,031	336,433	354,653
-4.4	5.4	-19.6

Running 12 Months		
2018	2019	2020
336,433	354,653	285,314
352,031	336,433	354,653
-4.4	5.4	-19.6

Revenue	2019						2020											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
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
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

Year To Date		
2018	2019	2020
27,214,945	28,402,445	20,599,060
28,661,273	27,214,945	28,402,445
-5.0	4.4	-27.5

Running 12 Months		
2018	2019	2020
27,214,945	28,402,445	20,599,060
28,661,273	27,214,945	28,402,445
-5.0	4.4	-27.5

Census %	2019						2020											
	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 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: December 2020

	Current Month - December 2020 vs December 2019												Year to Date - December 2020 vs December 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 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+	30.5	50.6	69.38	92.32	21.15	46.69	-39.7	-24.8	-54.7	-51.2	7.7	-35.1	35.4	59.7	84.95	103.90	30.10	62.07	-40.7	-18.2	-51.5	-50.3	2.6	-39.2	10	10	1330	1330
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	34.8	66.1	112.03	140.03	38.98	92.62	-47.4	-20.0	-57.9	-53.6	10.2	-42.1	25	24	3644	3634
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	44.0	65.7	79.42	105.27	34.96	69.18	-33.0	-24.6	-49.5	-48.4	2.2	-31.6	58	56	7301	7124

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