

Date Created: Aug 18, 2022

McKinney CVB

For the Month of July 2022



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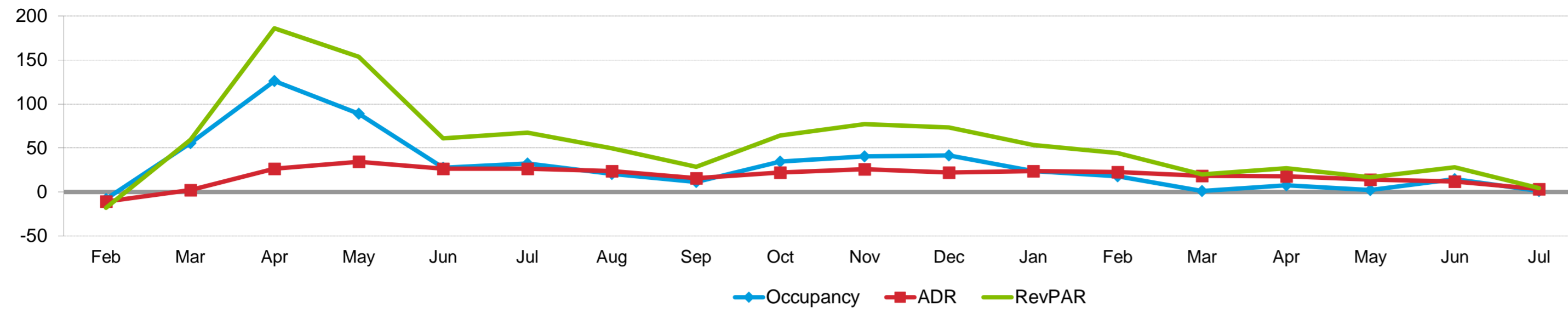
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Tab 2 - Trend McKinney, TX+

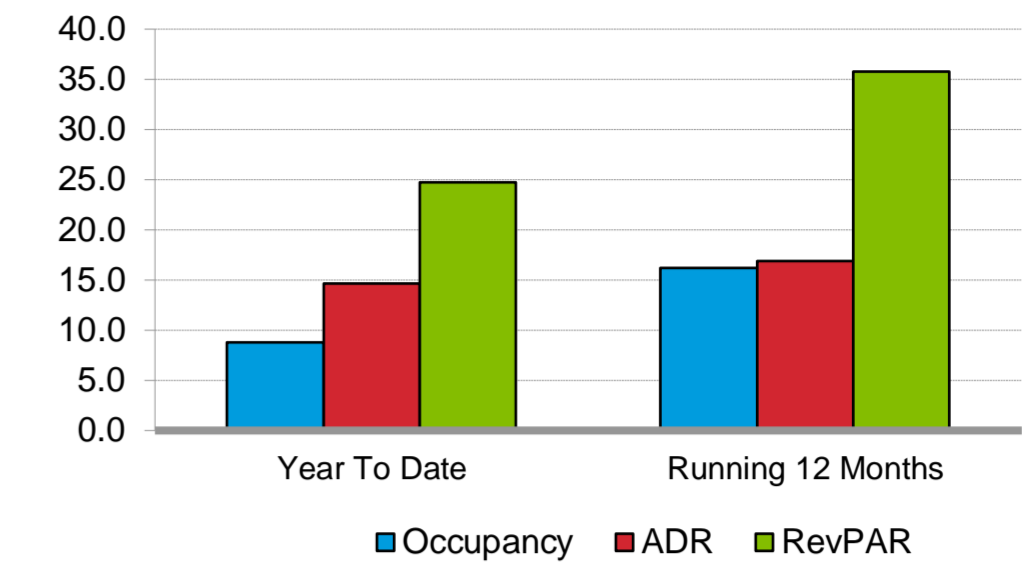
Currency: USD - US Dollar

McKinney CVB
For the Month of July 2022

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021												2022						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	59.2	70.0	67.8	71.7	66.9	70.5	63.2	62.8	70.5	68.5	63.7	61.6	69.7	70.9	73.0	73.4	76.7	71.3	
Last Year	64.4	45.0	30.0	38.0	52.6	53.3	52.4	56.4	52.5	48.7	45.0	49.8	59.2	70.0	67.8	71.7	66.9	70.5	
Percent Change	-8.0	55.7	126.1	88.9	27.3	32.1	20.6	11.2	34.3	40.6	41.7	23.6	17.7	1.3	7.7	2.3	14.6	1.2	

Year To Date		
2020	2021	2022
48.6	65.2	70.9
71.2	48.6	65.2
-31.7	34.0	8.8

Running 12 Months		
2020	2021	2022
54.8	59.2	68.8
69.1	54.8	59.2
-20.6	8.0	16.2

ADR	2021												2022						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	71.78	75.93	78.89	85.11	89.12	90.70	85.95	87.93	90.19	87.71	83.95	83.22	88.13	89.95	92.99	97.28	99.72	93.67	
Last Year	80.54	74.19	62.36	63.38	70.40	71.58	69.33	75.96	73.74	69.64	68.59	67.12	71.78	75.93	78.89	85.11	89.12	90.70	
Percent Change	-10.9	2.3	26.5	34.3	26.6	26.7	24.0	15.8	22.3	26.0	22.4	24.0	22.8	18.5	17.9	14.3	11.9	3.3	

Year To Date		
2020	2021	2022
72.75	80.61	92.45
80.67	72.75	80.61
-9.8	10.8	14.7

Running 12 Months		
2020	2021	2022
75.88	77.36	90.43
80.35	75.88	77.36
-5.6	2.0	16.9

RevPAR	2021												2022						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	42.51	53.15	53.46	61.03	59.64	63.91	54.36	55.19	63.57	60.05	53.52	51.23	61.41	63.76	67.83	71.37	76.49	66.78	
Last Year	51.83	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.70	33.91	30.85	33.42	42.51	53.15	53.46	61.03	59.64	63.91	
Percent Change	-18.0	59.3	186.0	153.6	61.2	67.4	49.5	28.7	64.3	77.1	73.4	53.3	44.5	20.0	26.9	16.9	28.2	4.5	

Year To Date		
2020	2021	2022
35.38	52.55	65.55
57.46	35.38	52.55
-38.4	48.5	24.7

Running 12 Months		
2020	2021	2022
41.62	45.82	62.23
55.54	41.62	45.82
-25.1	10.1	35.8

Supply	2021												2022						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	43,960	48,670	47,100	48,670	47,100	48,670	48,670	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925	50,250	51,925	
Last Year	43,960	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	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	6.7	6.7	6.7	6.7	6.7	6.7	

Year To Date		
2020	2021	2022
332,840	332,840	355,100
286,973	332,840	332,840
16.0	0.0	6.7

Running 12 Months		
2020	2021	2022
569,175	573,050	595,310
491,687	569,175	573,050
15.8	0.7	3.9

Demand	2021												2022						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	26,033	34,066	31,916	34,897	31,520	34,296	30,778	29,563	34,305	32,248	31,026	31,968	32,681	36,804	36,658	38,094	38,541	37,023	
Last Year	28,291	21,886	14,116	18,478	24,762	25,953	25,517	26,582	25,542	22,936	21,895	24,233	26,033	34,066	31,916	34,897	31,520	34,296	
Percent Change	-8.0	55.7	126.1	88.9	27.3	32.1	20.6	11.2	34.3	40.6	41.7	31.9	25.5	8.0	14.9	9.2	22.3	8.0	

Year To Date		
2020	2021	2022
161,882	216,961	251,769
204,418	161,882	216,961
-20.8	34.0	16.0

Running 12 Months		
2020	2021	2022
312,185	339,433	409,689
339,863	312,185	339,433
-8.1	8.7	20.7

Revenue	2021												2022						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	1,868,618	2,586,597	2,517,839	2,970,088	2,809,207	3,110,726	2,645,509	2,599,348	3,093,842	2,828,518	2,604,683	2,660,364	2,880,125	3,310,577	3,408,688	3,705,645	3,843,390	3,467,805	
Last Year	2,278,514	1,623,721	880,303	1,171,169	1,743,153	1,857,801	1,769,000	2,019,071	1,883,561	1,597,157	1,501,705	1,626,410	1,868,618	2,586,597	2,517,839	2,970,088	2,809,207	3,110,726	
Percent Change	-18.0	59.3	186.0	153.6	61.2	67.4	49.5	28.7	64.3	77.1	73.4	63.6	54.1	28.0	35.4	24.8	36.8	11.5	

Year To Date		
2020	2021	2022
11,777,211	17,489,486	23,276,594
16,490,576	11,777,211	17,489,486
-28.6	48.5	33.1

Running 12 Months		
2020	2021	2022
23,689,051	26,259,979	37,048,493
27,307,754	23,689,051	26,259,979
-13.3	10.9	41.1

Census %	2021												2022						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Census Props	19	19	19	19	19	19	19	19	19	19	19	20	20	20	20	20	20	20	
Census Rooms	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1675	1675	1675	1675	1675	1675	1675	
% Rooms Participants	93.0	93.0	93.0	93.0	93.0	93.0	88.2	93.0	93.0	93.0	93.0	93.4	93.4	93.4	93.4	93.4	93.4	93.4	

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Tab 4 - Multi-Segmt: McKinney CVB

Currency: USD - US Dollar

McKinney CVB
For the Month of July 2022

Segment	July 2022												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	53.3	8.5	0.0	61.8	109.35	123.70	0.00	111.32	58.31	10.52	0.00	68.83	11.8	-24.0	0.0	5.0	1.2	19.8	0.0	3.9	13.1	-8.9	0.0	9.1
Frisco, TX+	47.2	15.1	0.0	62.4	138.58	151.48	86.34	141.68	65.45	22.91	0.02	88.38	1.1	7.1	-45.3	2.5	8.2	17.4	3.6	10.5	9.4	25.7	-43.4	13.2
Plano, TX+	58.9	12.5	0.0	71.4	98.75	124.73	0.00	103.30	58.19	15.58	0.00	73.77	-2.6	18.5	-100.0	-1.2	9.1	20.4	-100.0	12.5	6.3	42.6	-100.0	11.2

Segment	Year To Date												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	49.5	11.0	0.0	60.5	109.84	121.80	0.00	112.01	54.33	13.38	0.00	67.71	7.9	57.7	0.0	14.5	17.3	30.3	0.0	19.7	26.6	105.5	0.0	37.0
Frisco, TX+	44.8	17.7	0.0	62.6	138.97	152.78	78.71	142.84	62.27	27.08	0.03	89.39	11.0	50.4	-70.7	19.7	21.9	26.5	-1.7	23.7	35.3	90.3	-71.2	48.1
Plano, TX+	58.2	12.5	0.0	70.7	97.95	126.42	0.00	102.99	56.97	15.82	0.00	72.79	5.8	60.5	-100.0	11.2	21.7	38.7	-100.0	26.5	28.7	122.7	-100.0	40.7

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Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: July 2022

	Current Month - July 2022 vs July 2021												Year to Date - July 2022 vs July 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
McKinney, TX+	71.3	70.5	93.67	90.70	66.78	63.91	1.2	3.3	4.5	11.5	6.7	8.0	70.9	65.2	92.45	80.61	65.55	52.55	8.8	14.7	24.7	33.1	6.7	16.0	20	17	1675	1565
Tier 1+	66.5	73.2	118.38	113.45	78.71	83.09	-9.2	4.3	-5.3	10.2	16.3	5.6	69.0	64.3	116.43	102.05	80.39	65.59	7.4	14.1	22.6	42.6	16.3	25.0	7	6	748	702
Tier 2+	66.7	63.8	100.33	99.84	66.88	63.66	4.5	0.5	5.1	5.1	0.0	4.5	66.0	61.4	97.47	85.53	64.37	52.48	7.6	14.0	22.7	22.7	0.0	7.6	5	5	378	378
City of Georgetown, TX+	67.8	71.4	109.25	102.06	74.06	72.88	-5.1	7.0	1.6	1.6	0.0	-5.1	69.0	65.2	112.68	91.75	77.77	59.86	5.8	22.8	29.9	29.9	0.0	5.8	11	10	940	917
City of Edmond, OK+	70.9	73.9	84.74	78.31	60.05	57.88	-4.1	8.2	3.7	3.7	0.0	-4.1	61.5	59.9	80.83	72.22	49.71	43.29	2.6	11.9	14.8	14.8	0.0	2.6	15	9	1138	838
City of Allen, TX+	61.8	58.9	111.32	107.17	68.83	63.12	5.0	3.9	9.1	9.1	0.0	5.0	60.5	52.8	112.01	93.58	67.71	49.42	14.5	19.7	37.0	37.0	0.0	14.5	10	10	1330	1330
City of Plano, TX+	71.4	72.3	103.30	91.81	73.77	66.36	-1.2	12.5	11.2	10.6	-0.6	-1.7	70.7	63.6	102.99	81.39	72.79	51.74	11.2	26.5	40.7	42.2	1.1	12.4	57	53	7028	6648
City of Frisco, TX+	62.4	60.9	141.68	128.26	88.38	78.10	2.5	10.5	13.2	13.5	0.3	2.7	62.6	52.3	142.84	115.46	89.39	60.37	19.7	23.7	48.1	49.6	1.0	20.9	28	26	3782	3763

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Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB
For the Month of July 2022

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2020												2021												2022											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D



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