#### Date Created: Apr 16, 2021

### McKinney CVB

For the Month of March 2021





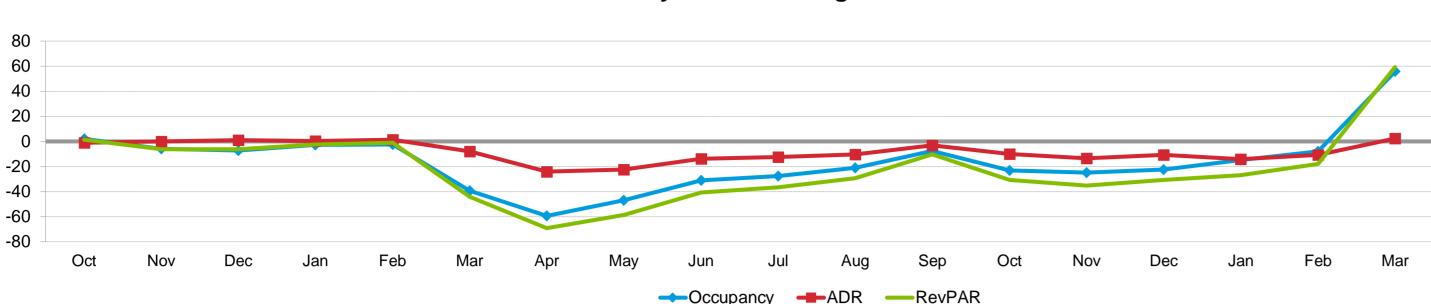
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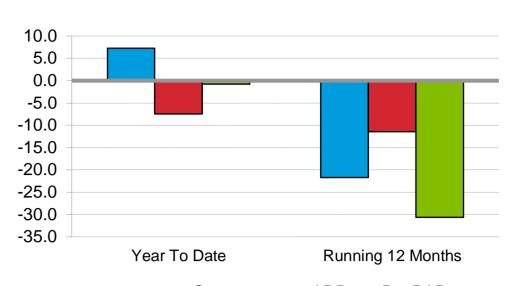
McKinney CVB

For the Month of March 2021

# **Monthly Percent Change**



# **Overall Percent Change**



■Occupancy ■ADF	R ■RevPAR
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Occupancy (%)		2019							20	20							2021	
Occupancy (%)	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	67.9	65.0	58.0	58.3	64.4	45.0	30.1	38.1	52.7	54.7	52.3	56.3	52.3	48.7	45.1	49.7	59.2	70.0
Last Year	66.5	69.2	62.5	59.9	66.0	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
Percent Change	2.2	-6.0	-7.2	-2.7	-2.4	-39.4	-59.4	-46.9	-31.2	-27.5	-21.1	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.7

	Year To Date		Rı	ınning 1
2019	2020	2021	2019	2
66.7	55.6	59.6	68.7	6
67.6	66.7	55.6	72.2	6
-1.3	-16.7	7.2	-4.9	
66.7 67.6	55.6 66.7	59.6 55.6	68.7 72.2	

Rui	nning 12 Months	
2019	2020	2021
68.7	64.8	50.7
72.2	68.7	64.8
-4.9	-5.6	-21.8

ADR		2019							20	20							2021	
ADIX	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	82.31	80.35	76.86	78.27	80.54	74.19	62.23	63.25	70.25	71.19	69.52	76.14	73.96	69.59	68.53	67.19	71.84	75.88
Last Year	83.14	80.50	76.02	77.97	79.38	80.49	81.96	81.52	81.37	81.29	77.59	78.73	82.31	80.35	76.86	78.27	80.54	74.19
Percent Change	-1.0	-0.2	1.1	0.4	1.5	-7.8	-24.1	-22.4	-13.7	-12.4	-10.4	-3.3	-10.1	-13.4	-10.8	-14.2	-10.8	2.3
· · · · · · · · · · · · · · · · · · ·				<b>U</b>														

	Year To Date		Ru	nning 12 Months	
2019	2020	2021	2019	2020	2021
79.37	77.95	72.14	80.83	79.77	70.66
79.66	79.37	77.95	81.31	80.83	79.77
-0.4	-1.8	-7.5	-0.6	-1.3	-11.4

RevPAR		2019							20	)20							2021	
ILEVI AIL	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	55.93	52.22	44.58	45.67	51.83	33.36	18.72	24.09	37.04	38.91	36.36	42.87	38.71	33.92	30.88	33.38	42.50	53.13
Last Year	55.28	55.68	47.52	46.74	52.36	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
Percent Change	1.2	-6.2	-6.2	-2.3	-1.0	-44.1	-69.2	-58.8	-40.6	-36.5	-29.3	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2

	Year To Date		Rui	nning 12 Months	
2019	2020	2021	2019	2020	2021
52.96	43.35	43.02	55.51	51.73	35.85
53.84	52.96	43.35	58.70	55.51	51.73
-1.6	-18.2	-0.8	-5.4	-6.8	-30.7

Supply		2019							20	20							2021	
Ouppry	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	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	48,670	43,960	48,670
Last Year	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	48,670	43,960	48,670
Percent Change	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	0.0	0.0	0.0

	Year To Date		Rui	nning 12 Months	
2019	2020	2021	2019	2020	2021
120,420	141,300	141,300	488,370	544,188	573,050
120,420	120,420	141,300	488,064	488,370	544,188
0.0	17.3	0.0	0.1	11 4	5.3

Demand		2019							20	20							2021	
Demand	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	33,070	30,610	28,226	28,396	28,291	21,886	14,167	18,536	24,835	26,600	25,454	26,522	25,473	22,958	21,929	24,184	26,004	34,075
Last Year	27,578	27,762	25,929	24,866	24,711	30,778	29,736	29,772	30,763	33,781	29,699	28,657	33,070	30,610	28,226	28,396	28,291	21,886
Percent Change	19.9	10.3	8.9	14.2	14.5	-28.9	-52.4	-37.7	-19.3	-21.3	-14.3	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.7

	Year To Date		Ru	nning 12 Months	
2019	2020	2021	2019	2020	2021
80,355	78,573	84,263	335,400	352,887	290,737
81,388	80,355	78,573	352,386	335,400	352,887
-1.3	-2.2	7.2	-4.8	5.2	-17.6

Revenue		2019							20	)20							2021	
Nevenue	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	2,722,152	2,459,590	2,169,569	2,222,551	2,278,514	1,623,721	881,614	1,172,431	1,744,641	1,893,532	1,769,631	2,019,267	1,883,991	1,597,589	1,502,779	1,624,817	1,868,140	2,585,749
Last Year	2,292,770	2,234,831	1,971,159	1,938,686	1,961,539	2,477,270	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	2,222,551	2,278,514	1,623,721
Percent Change	18.7	10.1	10.1	14.6	16.2	-34.5	-63.8	-51.7	-30.3	-31.0	-23.2	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2
Census %		2019							20	)20							2021	
Census %	0-4	Maria	Dan		E.L		A			11	A	0	0-1	Maria	Dan		F-1-	

1570

93.0

19

1570

19

1570

93.0

19

1570

93.0

	Year To Date		
2019	2020	2021	2
6,377,495	6,124,786	6,078,706	27,1
6,483,049	6,377,495	6,124,786	28,6
-1.6	-4.0	-0.8	

Ru	nning 12 Months	
2019	2020	2021
27,109,391	28,149,707	20,544,180
28,651,375	27,109,391	28,149,707
-5.4	3.8	-27.0

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% Rooms Participants

Census Props

Census Rooms

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19

1570

93.0

Oct

19

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19

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1570

93.0

### Tab 3 - Response McKinney, TX+

McKinney CVB

For the Month of March 2021

							201	19							202	20							2	021							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms Rms		F	мА	М.	JJ	A	s o	N I	D J	FN	1 A	м	J J	A	s	o N	D,	J F	M	A M	J	J /	A S	0 1	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	•	•	•	•	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•						
29753	Closed - Budget Motel	McKinney, TX	75069	Jan 2009	Jun 1974	0																									
59429	Grand Hotel McKinney	McKinney, TX	75069	Apr 2007	Apr 2007	46																									
63863	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75069	Jun 2015	Jun 2015	79	•	•	•	• •	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•						
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																									
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58	•	•	•	•	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•						
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75069	Feb 2016	Feb 2016	88							•																		
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63	•	•	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •	•	•						
	Days Inn McKinney	McKinney, TX	75070	Jun 1998	Nov 1986	76	•	•	•	• •	•	•	•	•	•	• •	•	•	•	•	• •	•	• •	•	•						
33940	Econo Lodge Inn & Suites McKinney	McKinney, TX	75070	Jul 2018	Jan 1997	55	•	•	•	•	•	•	•	• •	•	• •	•	•	•	•	• •	•	• •	•	•						
65121	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80	•	•	•  •	•	•	•	•	•	•	• •	•	•	• •	•	•  •	•	• •	•	•						
57611	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008	Sep 2008	99	•	•	•	0	•	•	•	•	•	• •	0	•	•	•	• •	•	•	•	•	45					
66780	Home2 Suites by Hilton McKinney	McKinney, TX	75070	Jul 2019	Jul 2019	107						•	•	• •	•	• •	•	•	•	•	•  •	•	• •	•	•						
60374	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79	•	•	•	•	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•	45					
1109	Quality Inn McKinney	McKinney, TX	75070	Dec 2010	Feb 1981	100	•	•	•	• •	•	•	•	• •	•	• •	•	•	•	•	•  •	•	• •	•	•						
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187	•	•	•	• •	•	•	•	• •	•	• •	•	0	• •	•	•  •	•	• •	•  •	•						
67358	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019	Sep 2019	125							o	• •	•	• •		•	• •	•	•  •	•	• •	•   •	•						
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75	•	•	•	• •	•	•	•	•	•	• •	•	•	•	0	0 0	0	0 0	0	0						
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																									
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121	•	•	•	• •	•	•	•	• •	•	• •	•	•	•	•	• •	•	•	•	•						

 <sup>-</sup> Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

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Total Properties:

21 1654

 <sup>-</sup> 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: March 2021

		Current Month - March 2021 vs March 2020												
	Осс	%	ADI	R	RevP <i>F</i>	AR .	Percent Change from March 2020							
	2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold		
Allen, TX+	57.3	32.9	87.21	99.08	49.94	32.58	74.1	-12.0	53.3	65.1	7.7	87.5		
Frisco, TX+	57.1	31.6	107.46	133.73	61.33	42.21	80.8	-19.6	45.3	76.9	21.7	120.1		
Plano, TX+	69.1	40.9	75.58	87.27	52.22	35.72	68.8	-13.4	46.2	48.9	1.9	72.0		

	Year to Date - March 2021 vs March 2020												
Осс	Occ % ADR RevPAR Percent Change from YTD 2020												
2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold		
45.5	49.7	81.11	101.92	36.88	50.66	-8.5	-20.4	-27.2	-21.6	7.7	-1.5		
44.5	54.6	103.73	139.31	46.21	76.03	-18.4	-25.5	-39.2	-27.5	19.2	-2.7		
55.2	56.4	71.51	102.83	39.48	57.96	-2.1	-30.5	-31.9	-30.6	1.9	-0.2		

	Part	icipation						
Prope	erties	Rooms						
Census	Sample	Census	Sample					
10	10	1330	1330					
26	24	3762	3634					
57	55	7179	7002					

A blank row indicates insufficient data.

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