

Date Created: Apr 16, 2021

# McKinney CVB

For the Month of March 2021



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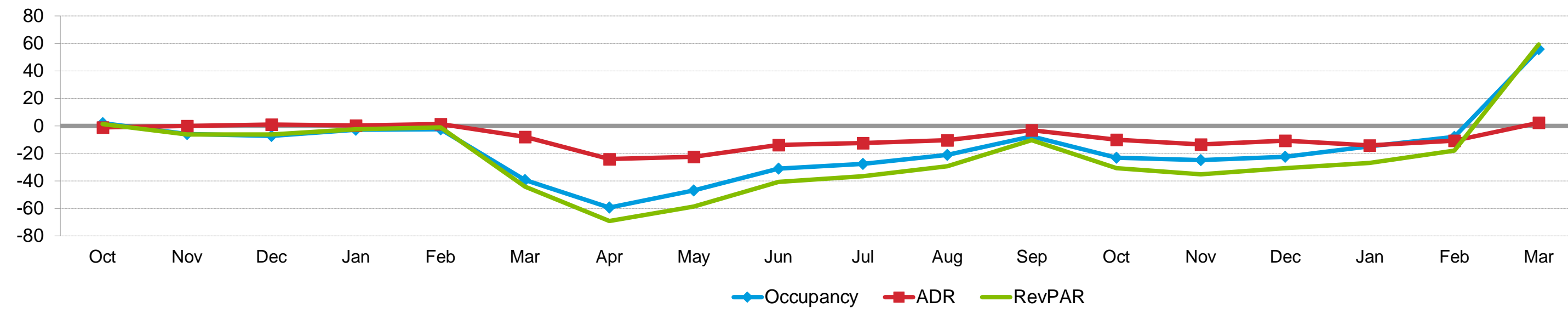
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Tab 2 - Trend McKinney, TX+

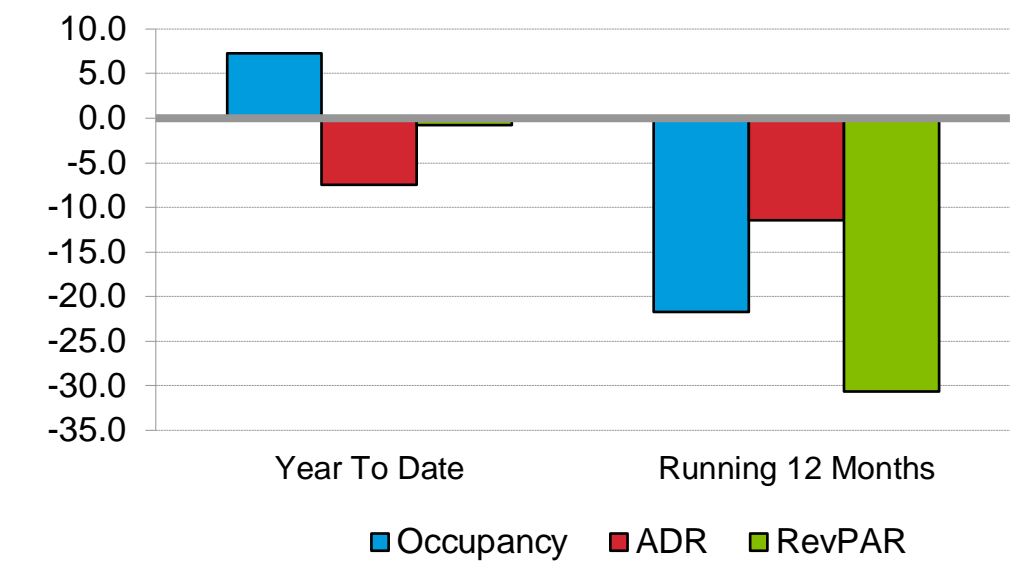
Currency: USD - US Dollar

McKinney CVB  
For the Month of March 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019			2020												2021		
	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		
2019	2020	2021
66.7	55.6	59.6
67.6	66.7	55.6
-1.3	-16.7	7.2

Running 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			2020												2021		
	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

Year To Date		
2019	2020	2021
79.37	77.95	72.14
79.66	79.37	77.95
-0.4	-1.8	-7.5

Running 12 Months		
2019	2020	2021
80.83	79.77	70.66
81.31	80.83	79.77
-0.6	-1.3	-11.4

RevPAR	2019			2020												2021		
	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		
2019	2020	2021
52.96	43.35	43.02
53.84	52.96	43.35
-1.6	-18.2	-0.8

Running 12 Months		
2019	2020	2021
55.51	51.73	35.85
58.70	55.51	51.73
-5.4	-6.8	-30.7

Supply	2019			2020												2021		
	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		
2019	2020	2021
120,420	141,300	141,300
120,420	120,420	141,300
0.0	17.3	0.0

Running 12 Months		
2019	2020	2021
488,370	544,188	573,050
488,064	488,370	544,188
0.1	11.4	5.3

Demand	2019			2020												2021		
	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		
2019	2020	2021
80,355	78,573	84,263
81,388	80,355	78,573
-1.3	-2.2	7.2

Running 12 Months		
2019	2020	2021
335,400	352,887	290,737
352,386	335,400	352,887
-4.8	5.2	-17.6

Revenue	2019			2020												2021		
	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

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

Running 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

Census %	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
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	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	93.0	93.0	93.0

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# Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: March 2021

	Current Month - March 2021 vs March 2020												Year to Date - March 2021 vs March 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 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+	57.3	32.9	87.21	99.08	49.94	32.58	74.1	-12.0	53.3	65.1	7.7	87.5	45.5	49.7	81.11	101.92	36.88	50.66	-8.5	-20.4	-27.2	-21.6	7.7	-1.5	10	10	1330	1330
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	44.5	54.6	103.73	139.31	46.21	76.03	-18.4	-25.5	-39.2	-27.5	19.2	-2.7	26	24	3762	3634
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	55.2	56.4	71.51	102.83	39.48	57.96	-2.1	-30.5	-31.9	-30.6	1.9	-0.2	57	55	7179	7002

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