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# McKinney CVB

For the Month of January 2022



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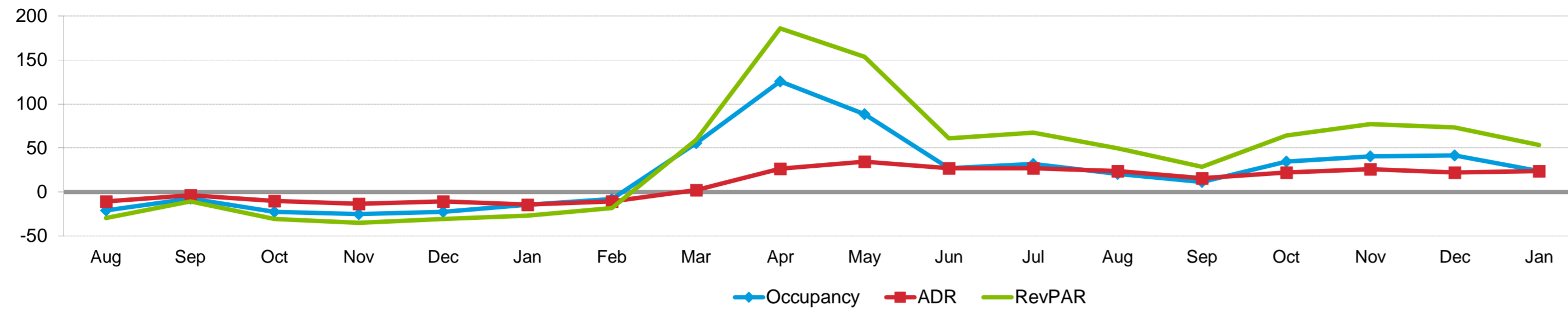
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Tab 2 - Trend McKinney, TX+

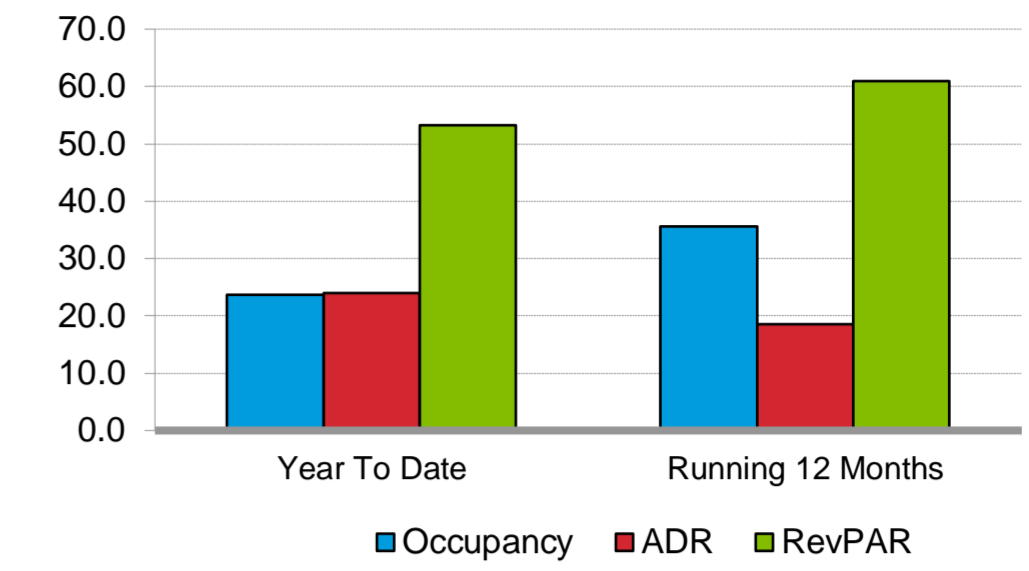
Currency: USD - US Dollar

McKinney CVB  
For the Month of January 2022

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020					2021										2022		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	52.4	56.4	52.5	48.7	45.0	49.8	59.2	69.9	67.6	71.6	66.8	70.3	63.2	62.8	70.5	68.5	63.7	61.6
Last Year	66.3	60.9	68.0	65.0	58.0	58.3	64.4	45.0	30.0	38.0	52.6	53.3	52.4	56.4	52.5	48.7	45.0	49.8
Percent Change	-20.9	-7.3	-22.8	-25.1	-22.4	-14.7	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6	41.7	23.6

Year To Date		
2020	2021	2022
58.3	49.8	61.6
59.9	58.3	49.8
-2.7	-14.7	23.6

Running 12 Months		
2020	2021	2022
67.5	48.9	66.3
68.6	67.5	49.8
-1.6	-27.6	35.7

ADR	2020					2021										2022		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	69.33	75.96	73.74	69.64	68.59	67.12	71.84	76.01	79.00	85.22	89.29	90.83	85.95	87.93	90.19	87.71	83.95	83.22
Last Year	77.59	78.70	82.28	80.32	76.86	78.27	80.54	74.19	62.36	63.38	70.40	71.58	69.33	75.96	73.74	69.64	68.59	67.12
Percent Change	-10.6	-3.5	-10.4	-13.3	-10.8	-14.3	-10.8	2.5	26.7	34.4	26.8	26.9	24.0	15.8	22.3	26.0	22.4	24.0

Year To Date		
2020	2021	2022
78.27	67.12	83.22
77.97	78.27	67.12
0.4	-14.3	24.0

Running 12 Months		
2020	2021	2022
80.07	71.21	84.46
80.88	80.07	71.21
-1.0	-11.1	18.6

RevPAR	2020					2021										2022		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	36.35	42.87	38.70	33.91	30.85	33.42	42.50	53.13	53.43	61.00	59.61	63.88	54.36	55.19	63.57	60.05	53.52	51.23
Last Year	51.44	47.91	55.94	52.21	44.57	45.67	51.83	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.70	33.91	30.85	33.42
Percent Change	-29.3	-10.5	-30.8	-35.1	-30.8	-26.8	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1	73.4	53.3

Year To Date		
2020	2021	2022
45.67	33.42	51.23
46.74	45.67	33.42
-2.3	-26.8	53.3

Running 12 Months		
2020	2021	2022
54.07	34.82	56.03
55.49	54.07	34.82
-2.6	-35.6	60.9

Supply	2020					2021										2022		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	48,670	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	51,925
Last Year	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	48,670
Percent Change	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7

Year To Date		
2020	2021	2022
48,670	48,670	51,925
41,478	48,670	48,670
17.3	0.0	6.7

Running 12 Months		
2020	2021	2022
530,500	573,050	576,305
488,370	530,500	573,050
8.6	8.0	0.6

Demand	2020					2021										2022		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	25,517	26,582	25,542	22,936	21,895	24,233	26,004	34,018	31,857	34,841	31,443	34,228	30,778	29,563	34,305	32,248	31,026	31,968
Last Year	29,698	28,672	33,092	30,619	28,222	28,396	28,291	21,886	14,116	18,478	24,762	25,953	25,517	26,582	25,542	22,936	21,895	24,233
Percent Change	-14.1	-7.3	-22.8	-25.1	-22.4	-14.7	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6	41.7	31.9

Year To Date		
2020	2021	2022
28,396	24,233	31,968
24,866	28,396	24,233
14.2	-14.7	31.9

Running 12 Months		
2020	2021	2022
358,251	280,191	382,279
335,067	358,251	280,191
6.9	-21.8	36.4

Revenue	2020					2021										2022		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	1,769,000	2,019,071	1,883,561	1,597,157	1,501,705	1,626,410	1,868,140	2,585,749	2,516,623	2,968,976	2,807,420	3,108,833	2,645,509	2,599,348	3,093,842	2,828,518	2,604,683	2,660,364
Last Year	2,304,195	2,256,567	2,722,756	2,459,215	2,169,106	2,222,551	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,857,801	1,769,000	2,019,071	1,883,561	1,597,157	1,501,705	1,626,410
Percent Change	-23.2	-10.5	-30.8	-35.1	-30.8	-26.8	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1	73.4	63.6

Year To Date		
2020	2021	2022
2,222,551	1,626,410	2,660,364
1,938,686	2,222,551	1,626,410
14.6	-26.8	63.6

Running 12 Months		
2020	2021	2022
28,686,282	19,951,575	32,288,005
27,101,534	28,686,282	19,951,575
5.8	-30.4	61.8

Census %	2020					2021										2022		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	20
Census Rooms	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1675
% Rooms Participants	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	88.2	93.0	93.0	93.0	93.0	93.4

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# Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: January 2022

	Current Month - January 2022 vs January 2021												Year to Date - January 2022 vs January 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 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
Allen, TX+	47.1	35.4	102.38	75.23	48.17	26.66	32.8	36.1	80.7	80.7	0.0	32.8	35.4	102.38	75.23	48.17	26.66	32.8	36.1	80.7	80.7	0.0	32.8	10	10	1330	1330	
Frisco, TX+	46.7	32.2	135.73	99.69	63.33	32.09	45.0	36.1	97.4	103.8	3.2	46.7	32.2	135.73	99.69	63.33	32.09	45.0	36.1	97.4	103.8	3.2	46.7	26	25	3763	3753	
Plano, TX+	58.6	42.2	91.42	65.59	53.60	27.71	38.8	39.4	93.5	96.1	1.4	58.6	42.2	91.42	65.59	53.60	27.71	38.8	39.4	93.5	96.1	1.4	58.6	57	53	7144	6764	
McKinney, TX+	61.6	49.8	83.22	67.12	51.23	33.42	23.6	24.0	53.3	63.6	6.7	61.6	49.8	83.22	67.12	51.23	33.42	23.6	24.0	53.3	63.6	6.7	61.6	20	17	1675	1565	

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