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McKinney CVB

For the Month of November 2021



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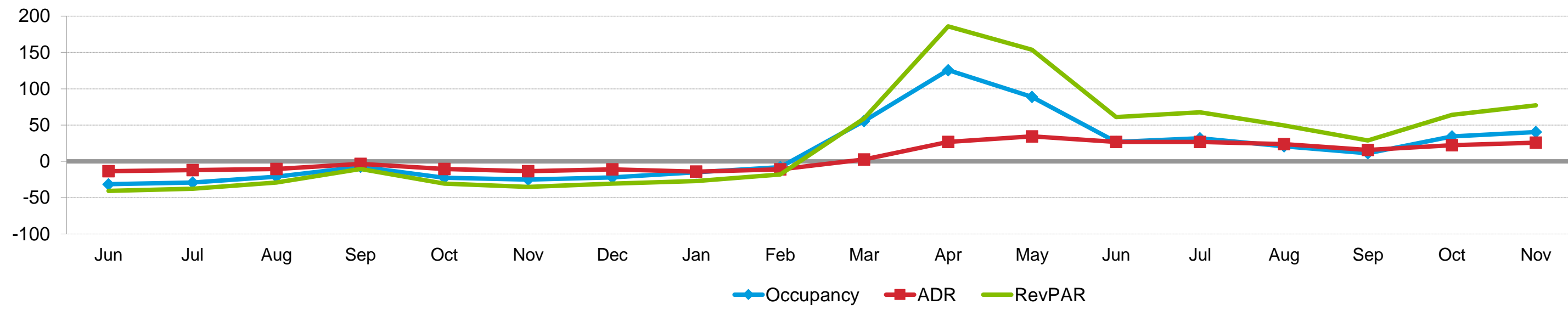
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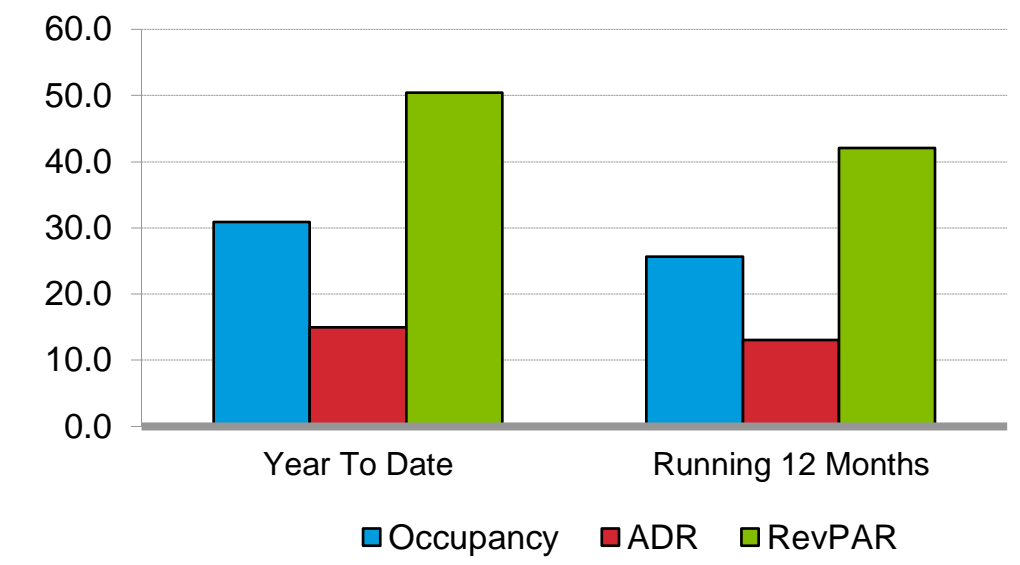
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McKinney CVB
For the Month of November 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020							2021										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	52.6	53.3	52.4	56.4	52.5	48.7	45.1	49.7	59.2	69.9	67.6	71.6	66.8	70.3	63.2	62.8	70.5	68.5
Last Year	76.6	75.4	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
Percent Change	-31.4	-29.3	-20.9	-7.3	-22.8	-25.1	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6

ADR	2020							2021										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	70.40	71.58	69.33	75.96	73.74	69.64	68.53	67.19	71.84	76.01	79.00	85.22	89.29	90.83	85.95	87.93	90.19	87.71
Last Year	81.36	81.29	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
Percent Change	-13.5	-11.9	-10.6	-3.5	-10.4	-13.3	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8	26.9	24.0	15.8	22.3	26.0

RevPAR	2020							2021										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	37.01	38.17	36.35	42.87	38.70	33.91	30.88	33.38	42.50	53.13	53.43	61.00	59.61	63.88	54.36	55.19	63.57	60.05
Last Year	62.36	61.30	51.44	47.91	55.94	52.21	44.58	45.67	51.83	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.70	33.91
Percent Change	-40.6	-37.7	-29.3	-10.5	-30.8	-35.1	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1

Supply	2020							2021										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	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	48,670	47,100	48,670	47,100
Last Year	40,140	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
Percent Change	17.3	8.7	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

Demand	2020							2021										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	24,762	25,953	25,517	26,582	25,542	22,936	21,929	24,184	26,004	34,018	31,857	34,841	31,443	34,228	30,778	29,563	34,305	32,248
Last Year	30,763	33,779	29,698	28,672	33,092	30,619	28,226	28,396	28,291	21,886	14,116	18,478	24,762	25,953	25,517	26,582	25,542	22,936
Percent Change	-19.5	-23.2	-14.1	-7.3	-22.8	-25.1	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.3	40.6

Revenue	2020							2021										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	1,743,152	1,857,801	1,769,000	2,019,071	1,883,561	1,597,157	1,502,779	1,624,817	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
Last Year	2,502,974	2,746,053	2,304,195	2,256,567	2,722,756	2,459,215	2,169,569	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
Percent Change	-30.4	-32.3	-23.2	-10.5	-30.8	-35.1	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3	77.1

Census %	2020							2021										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
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	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	88.2	93.0	93.0	93.0

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: November 2021

	Current Month - November 2021 vs November 2020												Year to Date - November 2021 vs November 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 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+	57.8	34.4	101.88	76.86	58.84	26.47	67.7	32.6	122.3	122.3	0.0	67.7	35.9	95.97	86.25	51.11	30.97	48.3	11.3	65.0	74.0	5.5	56.4	10	10	1330	1330	
Frisco, TX+	56.6	31.2	129.07	95.63	73.12	29.83	81.6	35.0	145.1	153.1	3.2	81.6	35.3	119.00	113.47	63.41	40.08	50.9	4.9	58.2	88.6	19.2	79.8	26	25	3763	3753	
Plano, TX+	67.7	42.4	93.86	68.79	63.57	29.17	59.7	36.4	117.9	120.9	1.4	59.7	44.2	84.76	81.59	54.59	36.04	45.8	3.9	51.5	55.0	2.4	49.2	57	53	7144	6764	
McKinney, TX+	68.5	48.7	87.71	69.64	60.05	33.91	40.6	26.0	77.1	77.1	0.0	40.6	50.1	83.41	72.57	54.63	36.32	30.9	14.9	50.4	50.4	0.0	30.9	19	16	1570	1460	

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