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McKinney CVB

For the Month of July 2021



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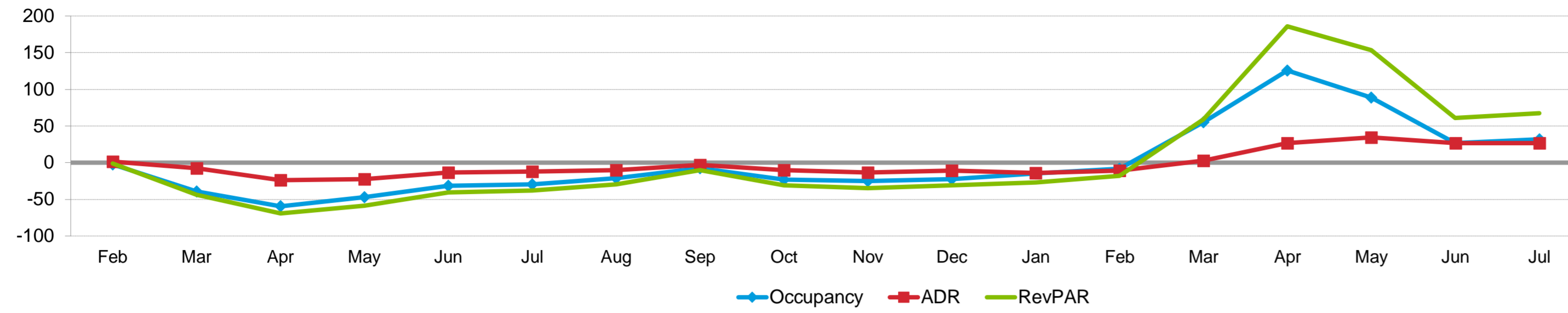
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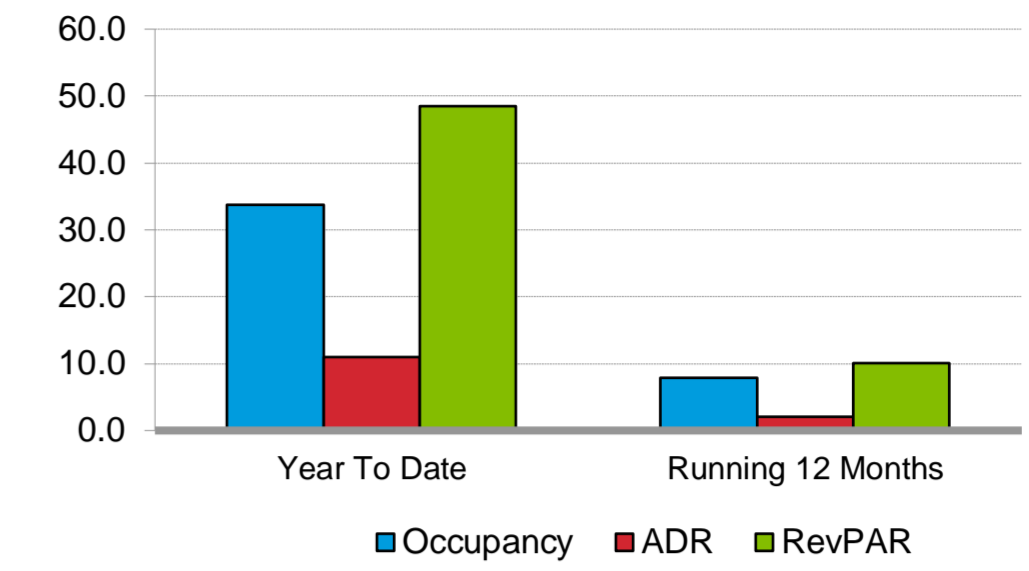
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McKinney CVB
For the Month of July 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	64.4	45.0	30.0	38.0	52.6	53.3	52.3	56.3	52.3	48.7	45.1	49.7	59.2	69.9	67.6	71.6	66.8	70.3	
Last Year	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	30.0	38.0	52.6	53.3	
Percent Change	-2.4	-39.4	-59.6	-47.1	-31.4	-29.3	-21.1	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	

Year To Date		
2019	2020	2021
71.2	48.6	65.1
70.9	71.2	48.6
0.5	-31.7	33.8

Running 12 Months		
2019	2020	2021
69.1	54.8	59.1
70.5	69.1	54.8
-2.0	-20.7	7.8

ADR	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	80.54	74.19	62.36	63.38	70.40	71.58	69.52	76.14	73.96	69.59	68.53	67.19	71.84	76.01	79.00	85.22	89.29	90.83	
Last Year	79.38	80.49	81.94	81.50	81.36	81.29	77.59	78.73	82.31	80.35	76.86	78.27	80.54	74.19	62.36	63.38	70.40	71.58	
Percent Change	1.5	-7.8	-23.9	-22.2	-13.5	-11.9	-10.4	-3.3	-10.1	-13.4	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8	26.9	

Year To Date		
2019	2020	2021
80.67	72.75	80.71
81.59	80.67	72.75
-1.1	-9.8	10.9

Running 12 Months		
2019	2020	2021
80.35	75.89	77.47
81.03	80.35	75.89
-0.8	-5.5	2.1

RevPAR	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	51.83	33.36	18.69	24.06	37.01	38.17	36.36	42.87	38.71	33.92	30.88	33.38	42.50	53.13	53.43	61.00	59.61	63.88	
Last Year	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	18.69	24.06	37.01	38.17	
Percent Change	-1.0	-44.1	-69.2	-58.9	-40.6	-37.7	-29.3	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	

Year To Date		
2019	2020	2021
57.46	35.38	52.52
57.81	57.46	35.38
-0.6	-38.4	48.4

Running 12 Months		
2019	2020	2021
55.54	41.62	45.81
57.16	55.54	41.62
-2.8	-25.1	10.1

Supply	2020												2021						
	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	48,670	43,960	48,670	47,100	48,670	47,100	48,670	
Last Year	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	47,100	48,670	47,100	48,670	
Percent Change	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	0.0	0.0	0.0	0.0	

Year To Date		
2019	2020	2021
286,973	332,840	332,840
283,656	286,973	332,840
1.2	16.0	0.0

Running 12 Months		
2019	2020	2021
491,687	569,175	573,050
488,308	491,687	569,175
0.7	15.8	0.7

Demand	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	28,291	21,886	14,116	18,478	24,762	25,953	25,454	26,522	25,473	22,958	21,929	24,184	26,004	34,018	31,857	34,841	31,443	34,228	
Last Year	24,711	30,778	29,741	29,780	30,763	33,779	29,699	28,657	33,070	30,610	28,226	28,396	28,291	21,886	14,116	18,478	24,762	25,953	
Percent Change	14.5	-28.9	-52.5	-38.0	-19.5	-23.2	-14.3	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	

Year To Date		
2019	2020	2021
204,418	161,882	216,575
200,988	204,418	161,882
1.7	-20.8	33.8

Running 12 Months		
2019	2020	2021
339,863	312,144	338,911
344,439	339,863	312,144
-1.3	-8.2	8.6

Revenue	2020												2021						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,857,801	1,769,631	2,019,267	1,883,991	1,597,589	1,502,779	1,624,817	1,868,140	2,585,749	2,516,623	2,968,976	2,807,420	3,108,833	
Last Year	1,961,539	2,477,270	2,437,126	2,426,928	2,502,974	2,746,053	2,304,209	2,256,167	2,722,152	2,459,590	2,169,569	2,222,551	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,857,801	
Percent Change	16.2	-34.5	-63.9	-51.7	-30.4	-32.3	-23.2	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	

Year To Date		
2019	2020	2021
16,490,576	11,777,223	17,480,559
16,397,767	16,490,576	11,777,223
0.6	-28.6	48.4

Running 12 Months		
2019	2020	2021
27,307,754	23,688,911	26,253,815
27,911,304	27,307,754	23,688,911
-2.2	-13.3	10.8

Census %	2020												2021						
	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	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	85.0	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	93.0	93.0	

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

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For the month of: July 2021

	Current Month - July 2021 vs July 2020												Year to Date - July 2021 vs July 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 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+	58.9	36.1	107.18	78.28	63.12	28.25	63.2	36.9	123.5	140.7	7.7	75.8	52.8	36.2	93.59	91.74	49.44	33.18	46.1	2.0	49.0	60.5	7.7	57.3	10	10	1330	1330
Frisco, TX+	60.8	29.8	128.00	96.09	77.88	28.62	104.3	33.2	172.1	215.7	16.0	137.0	52.3	36.5	115.25	123.92	60.25	45.19	43.4	-7.0	33.3	68.6	26.5	81.3	26	25	3763	3753
Plano, TX+	72.3	40.8	91.64	71.79	66.23	29.32	77.0	27.6	125.9	125.9	0.0	77.0	63.6	45.2	81.21	87.99	51.68	39.76	40.8	-7.7	30.0	33.8	2.9	45.0	56	54	7047	6870

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