

Date Created: Feb 17, 2021

McKinney CVB

For the Month of January 2021



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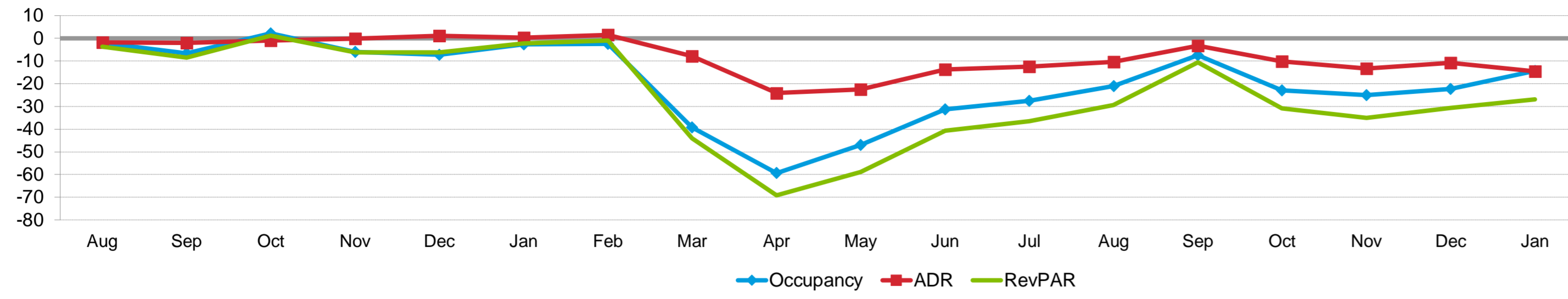
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Tab 2 - Trend McKinney, TX+

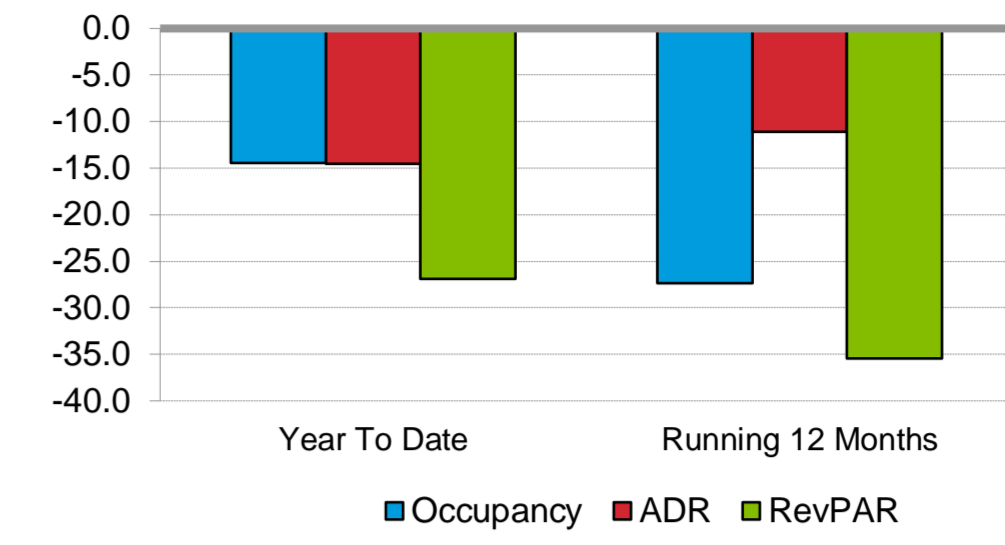
Currency: USD - US Dollar

McKinney CVB
For the Month of January 2021

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2019 | | | | | 2020 | | | | | | | | | | | | 2021 |
|----------------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|-------|
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| This Year | 66.3 | 60.8 | 67.9 | 65.0 | 58.0 | 58.3 | 64.3 | 45.1 | 30.1 | 38.1 | 52.7 | 54.7 | 52.3 | 56.3 | 52.3 | 48.7 | 45.1 | 49.9 |
| Last Year | 67.6 | 65.1 | 66.5 | 69.2 | 62.5 | 59.9 | 65.9 | 74.2 | 74.1 | 71.8 | 76.6 | 75.4 | 66.3 | 60.8 | 67.9 | 65.0 | 58.0 | 58.3 |
| Percent Change | -2.0 | -6.5 | 2.2 | -6.0 | -7.2 | -2.7 | -2.5 | -39.3 | -59.4 | -46.9 | -31.2 | -27.5 | -21.1 | -7.5 | -23.0 | -25.0 | -22.3 | -14.4 |

| ADR | 2019 | | | | | 2020 | | | | | | | | | | | | 2021 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| This Year | 77.59 | 78.73 | 82.31 | 80.35 | 76.86 | 78.27 | 80.59 | 74.11 | 62.23 | 63.25 | 70.25 | 71.19 | 69.52 | 76.14 | 73.96 | 69.59 | 68.53 | 66.88 |
| Last Year | 79.05 | 80.42 | 83.14 | 80.50 | 76.02 | 77.97 | 79.41 | 80.49 | 81.96 | 81.52 | 81.37 | 81.29 | 77.59 | 78.73 | 82.31 | 80.35 | 76.86 | 78.27 |
| Percent Change | -1.9 | -2.1 | -1.0 | -0.2 | 1.1 | 0.4 | 1.5 | -7.9 | -24.1 | -22.4 | -13.7 | -12.4 | -10.4 | -3.3 | -10.1 | -13.4 | -10.8 | -14.6 |

| RevPAR | 2019 | | | | | 2020 | | | | | | | | | | | | 2021 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| This Year | 51.44 | 47.90 | 55.93 | 52.22 | 44.58 | 45.67 | 51.79 | 33.39 | 18.72 | 24.09 | 37.04 | 38.91 | 36.36 | 42.87 | 38.71 | 33.92 | 30.88 | 33.38 |
| Last Year | 53.46 | 52.34 | 55.28 | 55.68 | 47.52 | 46.74 | 52.35 | 59.73 | 60.72 | 58.51 | 62.36 | 61.30 | 51.44 | 47.90 | 55.93 | 52.22 | 44.58 | 45.67 |
| Percent Change | -3.8 | -8.5 | 1.2 | -6.2 | -6.2 | -2.3 | -1.1 | -44.1 | -69.2 | -58.8 | -40.6 | -36.5 | -29.3 | -10.5 | -30.8 | -35.0 | -30.7 | -26.9 |

| Supply | 2019 | | | | | 2020 | | | | | | | | | | | | 2021 |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| This 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 |
| Last Year | 41,478 | 40,140 | 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 |
| Percent Change | 8.0 | 17.3 | 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 |

| Demand | 2019 | | | | | 2020 | | | | | | | | | | | | 2021 |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| This Year | 29,699 | 28,657 | 33,070 | 30,610 | 28,226 | 28,396 | 28,253 | 21,928 | 14,167 | 18,536 | 24,835 | 26,600 | 25,454 | 26,522 | 25,473 | 22,958 | 21,929 | 24,294 |
| Last Year | 28,051 | 26,125 | 27,578 | 27,762 | 25,929 | 24,866 | 24,699 | 30,782 | 29,736 | 29,772 | 30,763 | 33,781 | 29,699 | 28,657 | 33,070 | 30,610 | 28,226 | 28,396 |
| Percent Change | 5.9 | 9.7 | 19.9 | 10.3 | 8.9 | 14.2 | 14.4 | -28.8 | -52.4 | -37.7 | -19.3 | -21.3 | -14.3 | -7.5 | -23.0 | -25.0 | -22.3 | -14.4 |

| Revenue | 2019 | | | | | 2020 | | | | | | | | | | | | 2021 |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| This Year | 2,304,209 | 2,256,167 | 2,722,152 | 2,459,590 | 2,169,569 | 2,222,551 | 2,276,886 | 1,625,115 | 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 |
| Last Year | 2,217,417 | 2,101,001 | 2,292,770 | 2,234,831 | 1,971,159 | 1,938,686 | 1,961,297 | 2,477,620 | 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 |
| Percent Change | 3.9 | 7.4 | 18.7 | 10.1 | 10.1 | 14.6 | 16.1 | -34.4 | -63.8 | -51.7 | -30.3 | -31.0 | -23.2 | -10.5 | -30.8 | -35.0 | -30.7 | -26.9 |

| Census % | 2019 | | | | | 2020 | | | | | | | | | | | | 2021 |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan |
| Census Props | 18 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 |
| Census Rooms | 1445 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 | 1570 |
| % Rooms Participants | 92.4 | 93.0 | 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 |

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: January 2021

| | Current Month - January 2021 vs January 2020 | | | | | | | | | | | | Year to Date - January 2021 vs January 2020 | | | | | | | | | | | | Participation | | | |
|-------------|--|------|-------|--------|--------|-------|----------------------------------|-------|--------|----------|------------|-----------|---|------|-------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from January 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+ | 35.4 | 59.5 | 75.23 | 104.99 | 26.66 | 62.52 | -40.5 | -28.3 | -57.4 | -54.1 | 7.7 | -35.9 | 35.4 | 59.5 | 75.23 | 104.99 | 26.66 | 62.52 | -40.5 | -28.3 | -57.4 | -54.1 | 7.7 | -35.9 | 10 | 10 | 1330 | 1330 |
| Frisco, TX+ | 32.2 | 64.2 | 99.69 | 141.29 | 32.10 | 90.76 | -49.9 | -29.4 | -64.6 | -58.3 | 17.9 | -40.9 | 32.2 | 64.2 | 99.69 | 141.29 | 32.10 | 90.76 | -49.9 | -29.4 | -64.6 | -58.3 | 17.9 | -40.9 | 25 | 24 | 3644 | 3634 |
| Plano, TX+ | 42.7 | 62.0 | 65.32 | 107.03 | 27.91 | 66.36 | -31.1 | -39.0 | -57.9 | -57.2 | 1.8 | -29.8 | 42.7 | 62.0 | 65.32 | 107.03 | 27.91 | 66.36 | -31.1 | -39.0 | -57.9 | -57.2 | 1.8 | -29.8 | 58 | 56 | 7301 | 7124 |

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