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McKinney CVB

For the Month of November 2020



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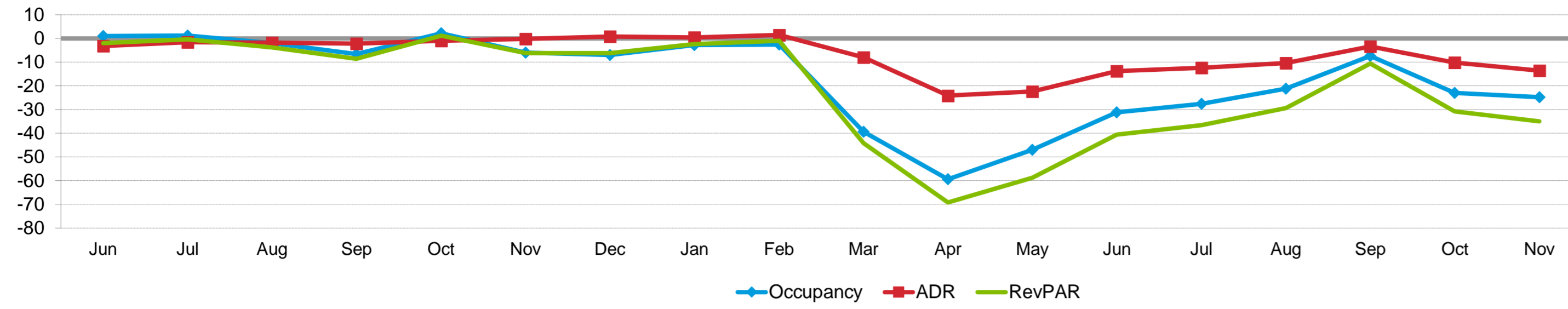
Tab 2 - Trend McKinney, TX+

Currency: USD - US Dollar

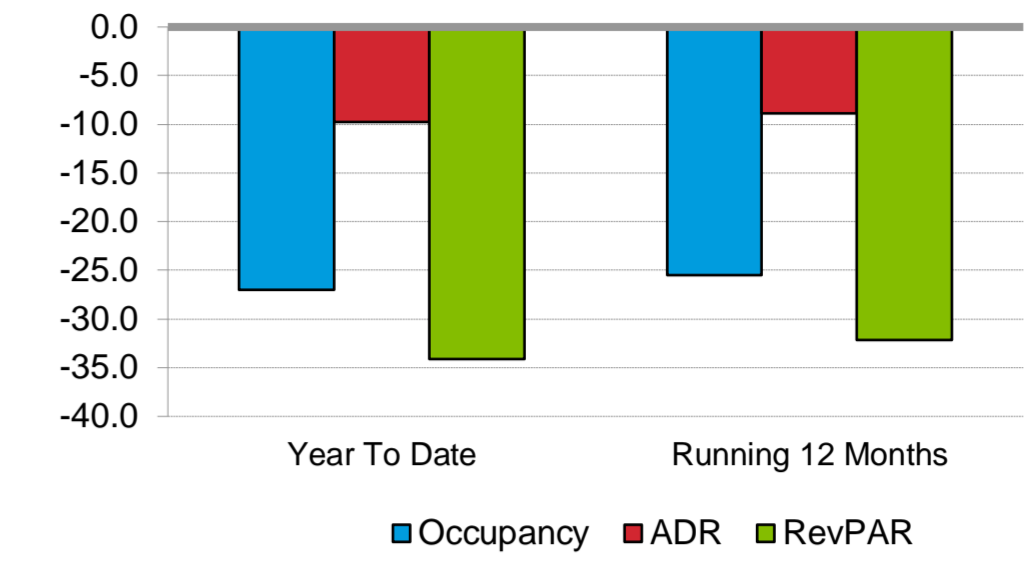
McKinney CVB

For the Month of November 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019							2020							Year To Date			Running 12 Months						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
This Year	76.6	75.4	66.3	60.8	67.9	65.0	58.2	58.3	64.3	45.1	30.1	38.1	52.7	54.7	52.3	56.3	52.3	48.9	69.5	68.8	50.2	68.8	68.3	50.9
Last Year	75.8	74.5	67.6	65.1	66.5	69.2	62.6	59.9	65.9	74.2	74.1	71.8	76.6	75.4	66.3	60.8	67.9	65.0	73.9	69.5	68.8	73.2	68.8	68.3
Percent Change	1.1	1.2	-2.0	-6.5	2.2	-6.0	-7.0	-2.7	-2.5	-39.3	-59.4	-46.9	-31.2	-27.5	-21.1	-7.5	-23.0	-24.8	-6.0	-1.0	-27.0	-6.0	-0.8	-25.5

ADR	2019							2020							Year To Date			Running 12 Months						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
This Year	81.37	81.29	77.59	78.73	82.31	80.35	76.73	78.30	80.59	74.11	62.23	63.25	70.25	71.19	69.52	76.14	73.96	69.39	81.30	80.36	72.53	80.88	80.04	72.93
Last Year	83.96	82.65	79.05	80.42	83.14	80.50	76.02	77.99	79.41	80.49	81.96	81.52	81.37	81.29	77.59	78.73	82.31	80.35	81.85	81.30	80.36	81.44	80.88	80.04
Percent Change	-3.1	-1.6	-1.9	-2.1	-1.0	-0.2	0.9	0.4	1.5	-7.9	-24.1	-22.4	-13.7	-12.4	-10.4	-3.3	-10.1	-13.6	-0.7	-1.2	-9.8	-0.7	-1.0	-8.9

RevPAR	2019							2020							Year To Date			Running 12 Months						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
This Year	62.36	61.30	51.44	47.90	55.93	52.22	44.64	45.66	51.79	33.39	18.72	24.09	37.04	38.91	36.36	42.87	38.71	33.92	56.49	55.27	36.40	55.67	54.65	37.10
Last Year	63.64	61.56	53.46	52.34	55.28	55.68	47.56	46.74	52.35	59.73	60.72	58.51	62.36	61.30	51.44	47.90	55.93	52.22	60.49	56.49	55.27	59.65	55.67	54.65
Percent Change	-2.0	-0.4	-3.8	-8.5	1.2	-6.2	-6.1	-2.3	-1.1	-44.1	-69.2	-58.8	-40.6	-36.5	-29.3	-10.5	-30.8	-35.0	-6.6	-2.2	-34.1	-6.7	-1.8	-32.1

Supply	2019							2020							Year To Date			Running 12 Months						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
This 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	446,892	474,638	524,380	488,370	516,116	573,050
Last Year	40,140	41,478	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	441,686	446,892	474,638	480,622	488,370	516,116
Percent Change	0.0	8.0	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	1.2	6.2	10.5	1.6	5.7	11.0

Demand	2019							2020							Year To Date			Running 12 Months						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
This Year	30,763	33,781	29,699	28,657	33,070	30,610	28,314	28,384	28,253	21,928	14,167	18,536	24,835	26,600	25,454	26,522	25,473	23,027	310,504	326,427	263,179	336,111	352,376	291,493
Last Year	30,423	30,897	28,051	26,125	27,578	27,762	25,949	24,858	24,699	30,782	29,736	29,772	30,763	33,781	29,699	28,657	33,070	30,610	326,424	310,504	326,427	352,015	336,111	352,376
Percent Change	1.1	9.3	5.9	9.7	19.9	10.3	9.1	14.2	14.4	-28.8	-52.4	-37.7	-19.3	-21.3	-14.3	-7.5	-23.0	-24.8	-4.9	5.1	-19.4	-4.5	4.8	-17.3

Revenue	2019							2020							Year To Date			Running 12 Months						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
This Year	2,503,227	2,745,968	2,304,209	2,256,167	2,722,152	2,459,590	2,172,492	2,222,493	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	1,597,851	25,243,787	26,232,876	19,087,451	27,186,075	28,205,540	21,259,943
Last Year	2,554,390	2,553,574	2,217,417	2,101,001	2,292,770	2,234,831	1,972,665	1,938,607	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	26,718,985	25,243,787	26,232,876	28,667,795	27,186,075	28,205,540
Percent Change	-2.0	7.5	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	-5.5	3.9	-27.2	-5.2	3.7	-24.6

Census %	2019							2020							Year To Date			Running 12 Months						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2018	2019	2020	2018	2019	2020
Census Props	17	18	18	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19						
Census Rooms	1338	1445	1445	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570						
% Rooms Participants	91.8	85.0	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						

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

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For the month of: November 2020

	Current Month - November 2020 vs November 2019												Year to Date - November 2020 vs November 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Allen, TX+	34.4	59.3	76.86	101.14	26.47	59.99	-41.9	-24.0	-55.9	-52.5	7.7	-37.5	35.9	60.6	86.25	104.80	30.97	63.50	-40.7	-17.7	-51.2	-50.2	2.1	-39.5	10	10	1330	1330
Frisco, TX+	31.2	62.4	95.63	133.02	29.83	83.00	-50.0	-28.1	-64.1	-57.6	17.9	-41.1	35.3	67.4	113.48	141.27	40.09	95.21	-47.6	-19.7	-57.9	-53.9	9.4	-42.7	25	24	3644	3634
Plano, TX+	42.4	64.2	68.21	102.00	28.94	65.46	-33.9	-33.1	-55.8	-54.4	3.0	-31.9	44.4	66.8	80.81	106.16	35.88	70.87	-33.5	-23.9	-49.4	-48.3	2.2	-32.0	58	56	7301	7124

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