Date Created: Dec 16, 2020

McKinney CVB

For the Month of November 2020

Table Of Contents	
Trend McKinney, TX+	
Response McKinney, TX+	
Multi-Segment	
Help	

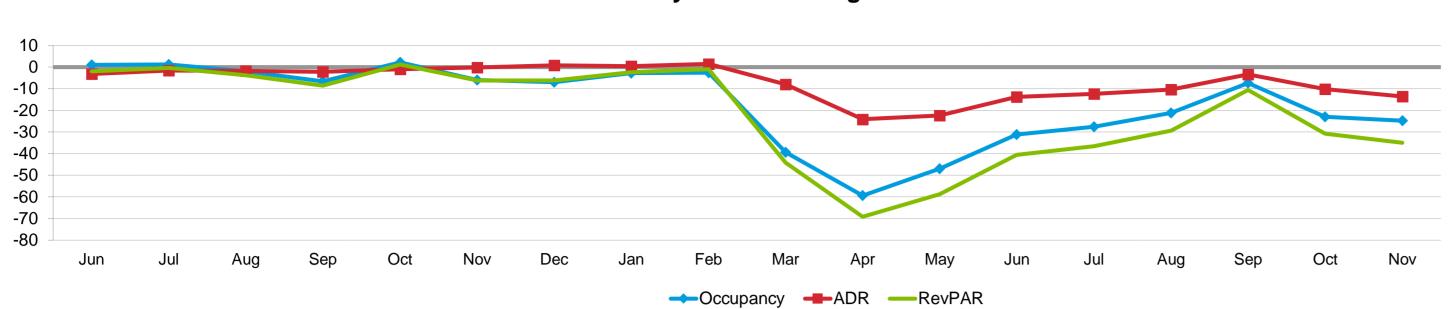


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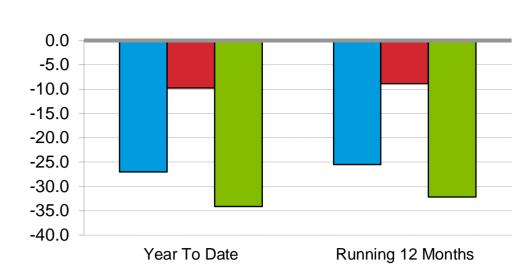
International Headquarters T:+44 (0)207 922 1930 industryinfo@str.com www.str.com McKinney CVB

For the Month of November 2020

Monthly Percent Change



Overall Percent Change



■Occupancy ■ADR ■RevPAR

Occupancy (%)				2019									2020					
Occupancy (78)	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
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
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
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

	Year To Date	
2018	2019	2020
69.5	68.8	50.2
73.9	69.5	68.8
-6.0	-1.0	-27.0

unning 12 Months	
2019	2020
68.3	50.9
68.8	68.3
-0.8	-25.5
	2019 68.3 68.8

ADR				2019									2020					
ADIX	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
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
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
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

	Year To Date	
2018	2019	2020
81.30	80.36	72.53
81.85	81.30	80.36
-0.7	-1.2	-9.8

Ru	unning 12 Months	
2018	2019	2020
80.88	80.04	72.93
81.44	80.88	80.04
-0.7	-1.0	-8.9

RevPAR				2019									2020					
INCVI AIN	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
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
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
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

	Year To Date		Rui	nning 12 Months	
2018	2019	2020	2018	2019	2020
56.49	55.27	36.40	55.67	54.65	37.10
60.49	56.49	55.27	59.65	55.67	54.65
-6.6	-2.2	-34.1	-6.7	-1.8	-32.1

Supply				2019				2020										
Ouppiy	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
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
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
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

	Year To Date		Rui	nning 12 Months	
2018	2019	2020	2018	2019	2020
46,892	474,638	524,380	488,370	516,116	573,050
41,686	446,892	474,638	480,622	488,370	516,116
1.2	6.2	10.5	1.6	5.7	11.0

Demand				2019									2020					
Demand	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
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
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
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

	Year To Date			Running 12 Months
2018	2019	2020	2018	2019
310,504	326,427	263,179	336,11	11 352,376
326,424	310,504	326,427	352,01	15 336,111
-4.9	5.1	-19.4	-4.5	4.8

	Running 12 Months										
2020	2018	2019	2020								
263,179	336,111	352,376	291,493								
326,427	352,015	336,111	352,376								
-19.4	-4.5	4.8	-17.3								

Revenue				2019									2020					
Nevellue	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
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
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
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
Cansus %				2019									2020					

19

1570

93.0

Feb

19

1570

Mar

19

1570

93.0

19

1570

85.0

Dec

19

1570

93.0

Year To Date									
2018	2019	2020							
25,243,787	26,232,876	19,087,451							
26,718,985	25,243,787	26,232,876							
-5.5	3.9	-27.2							

Oct

19

1570

93.0

Nov

19

1570

93.0

I	Running 12 Months	3
2018	2019	2020
27,186,075	28,205,540	21,259,943
28,667,795	27,186,075	28,205,540
-5.2	3.7	-24.6

% Rooms Participants

Census Props

Census Rooms

17

Sep

19

1570

93.0

19

1570

93.0

19

1570

93.0

18

1445

85.0

18

1445

92.4

Census %

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19

1570

93.0

Jun

19

1570

93.0

19

1570

93.0

19

1570

93.0

19

1570

93.0

Tab 3 - Response McKinney, TX+

McKinney CVB

For the Month of November 2020

							2018					2019				2020															
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms Rms		F	M A	M	J	J A	s o	N	D J	F	M A	М	J	JA	s	0	N D	J	F N	Л A	M	JJ	A	s	D N D
53019	Americas Best Value Inn McKinney	McKinney, TX	75069	Dec 2003	Jun 2000	26																									
44347	Best Western Plus McKinney Inn & Suites	McKinney, TX	75069	Jan 2011	Mar 2002	68	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•
29753	Closed - Independent Budget Motel	McKinney, TX	75069	Jan 2009	Jun 1974	0																									
59429	Grand Hotel McKinney	McKinney, TX	75069	Apr 2007	Apr 2007	46																									
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																									
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	• '
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63	•	•	• •	•	• •	•	• •	•	• •		• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•
	Days Inn McKinney	McKinney, TX	75070	Jun 1998	Nov 1986	76	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	• '
33940	Econo Lodge Inn & Suites McKinney	McKinney, TX	75070	Jul 2018	Jan 1997	55					•	•	• •	•	• •		• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•
	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75070	Jun 2015	Jun 2015	79	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•		•	• •	•	•	• •	•	• •	• '
65121	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80	•	•	• •	•	• •	•	• •	•	• •		• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•
57611	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008	Sep 2008	99	•	•	• •	•	• •	•	• •	•	• •	•	0	0	•	• •	•	•	•	•	•	0	•	•	•	• •	• '
	Home2 Suites by Hilton McKinney	McKinney, TX	75070	Jul 2019	Jul 2019	107														•	•	•	•	•	• •	•	•	• •	•	• •	•
60374	La Quinta Inns & Suites McKinney	McKinney, TX	75070	May 2010	May 2010	79	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	• •	•	•	• •	•	• •	• '
1109	Quality Inn McKinney	McKinney, TX	75070	Dec 2010	Feb 1981	100	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•
	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•		•	• •	•	0	•	•	• •	• '
	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019	Sep 2019	125															0	•	•	•	• •		•	•	•	• •	• /
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	0	0 0	0
	TownePlace Suites Dallas McKinney	McKinney, TX	75070	Feb 2016	Feb 2016	88	•	•	•	•	•	•	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																									
57417	WoodSpring Suites McKinney	McKinnev. TX	75071	Dec 2016	Feb 2008	121	•	•	• •	•	• •	•	• •	•	•		•	•	•	•	•	•		•	• •	•		• •	•	• •	

 ⁻ Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

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21

Total Properties:

1654

Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

McKinney CVB

For the month of: November 2020

	Current Month - November 2020 vs November 2019												
	Осс	cc % ADR RevPAR Percent Change from November 2019										9	
							_			Room	Room	Room	
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold	
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	
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	
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	

	Year to Date - November 2020 vs November 2019												
Occ % ADR RevPAR Percent Change from YTD 2019													
2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold		
35.9	60.6	86.25	104.80	30.97	63.50	-40.7	-17.7	-51.2	-50.2	2.1	-39.5		
35.3	67.4	113.48	141.27	40.09	95.21	-47.6	-19.7	-57.9	-53.9	9.4	-42.7		
44.4	66.8	80.81	106.16	35.88	70.87	-33.5	-23.9	-49.4	-48.3	2.2	-32.0		

Participation													
Prope	erties	Rooms											
Census	Sample	Census	Sample										
10	10	1330	1330										
25	24	3644	3634										
58	56	7301	7124										

A blank row indicates insufficient data.

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