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# McKinney CVB

For the Month of June 2021



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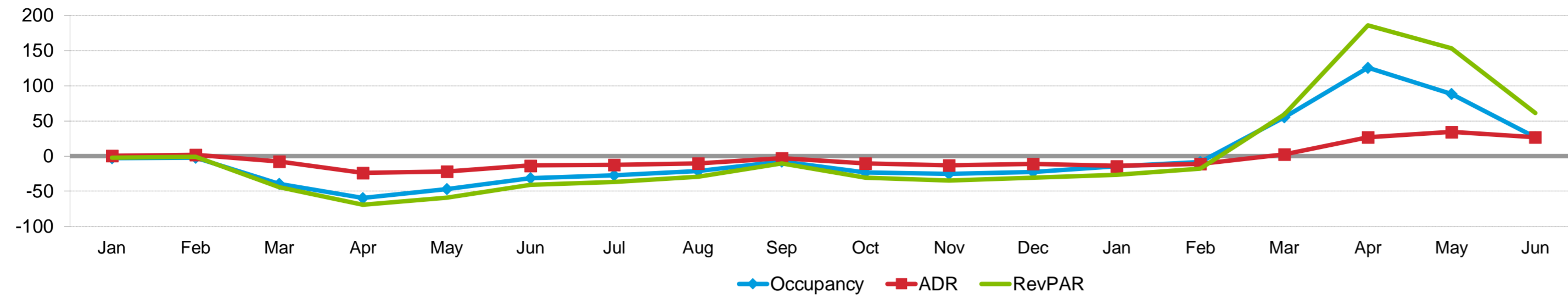
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Tab 2 - Trend McKinney, TX+

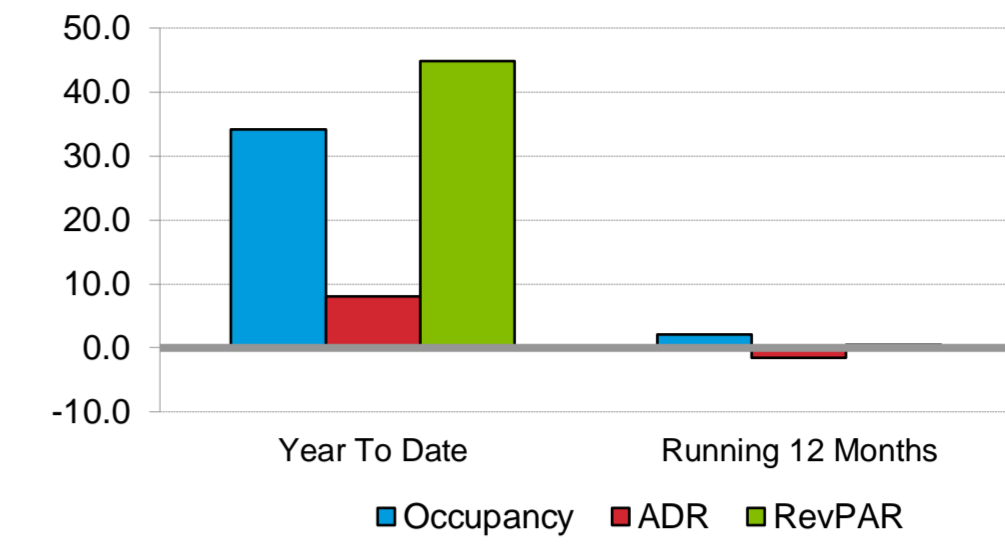
Currency: USD - US Dollar

McKinney CVB  
For the Month of June 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020												2021					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	58.3	64.4	45.0	30.0	38.0	52.6	54.7	52.3	56.3	52.3	48.7	45.1	49.7	59.2	69.9	67.6	71.6	66.8
Last Year	59.9	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
Percent Change	-2.7	-2.4	-39.4	-59.6	-47.1	-31.4	-27.5	-21.1	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0

ADR	2020												2021					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	78.27	80.54	74.19	62.36	63.38	70.40	71.19	69.52	76.14	73.96	69.59	68.53	67.19	71.84	76.01	79.00	85.22	89.26
Last Year	77.97	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
Percent Change	0.4	1.5	-7.8	-23.9	-22.2	-13.5	-12.4	-10.4	-3.3	-10.1	-13.4	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8

RevPAR	2020												2021					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	45.67	51.83	33.36	18.69	24.06	37.01	38.91	36.36	42.87	38.71	33.92	30.88	33.38	42.50	53.13	53.43	61.00	59.61
Last Year	46.74	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
Percent Change	-2.3	-1.0	-44.1	-69.2	-58.9	-40.6	-36.5	-29.3	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1

Supply	2020												2021					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	43,960	48,670	47,100	48,670	47,100
Last Year	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	43,960	48,670	47,100	48,670	47,100
Percent Change	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	0.0	0.0	0.0	0.0	0.0

Demand	2020												2021					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	28,396	28,291	21,886	14,116	18,478	24,762	26,600	25,454	26,522	25,473	22,958	21,929	24,184	26,004	34,018	31,857	34,841	31,452
Last Year	24,866	24,711	30,778	29,741	29,780	30,763	33,781	29,699	28,657	33,070	30,610	28,226	28,396	28,291	21,886	14,116	18,478	24,762
Percent Change	14.2	14.5	-28.9	-52.5	-38.0	-19.5	-21.3	-14.3	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0

Revenue	2020												2021					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	2,222,551	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,893,532	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
Last Year	1,938,686	1,961,539	2,477,270	2,437,126	2,426,928	2,502,974	2,745,968	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
Percent Change	14.6	16.2	-34.5	-63.9	-51.7	-30.4	-31.0	-23.2	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1

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

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# Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: June 2021

	Current Month - June 2021 vs June 2020												Year to Date - June 2021 vs June 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 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+	59.0	35.8	102.14	79.16	60.26	28.33	64.9	29.0	112.7	129.1	7.7	77.5	51.8	36.2	90.94	94.04	47.10	34.02	43.2	-3.3	38.4	49.1	7.7	54.2	10	10	1330	1330
Frisco, TX+	62.7	25.1	123.01	96.76	77.18	24.29	149.9	27.1	217.7	282.9	20.5	201.2	50.8	37.7	112.61	128.13	57.20	48.36	34.6	-12.1	18.3	51.9	28.5	72.9	26	25	3763	3753
Plano, TX+	70.7	42.2	90.15	73.62	63.74	31.04	67.7	22.5	105.4	109.3	1.9	70.9	62.2	46.0	79.14	90.54	49.19	41.60	35.3	-12.6	18.2	22.3	3.5	39.9	56	54	7047	6870

A blank row indicates insufficient data.

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