Date Created: Jul 16, 2021

McKinney CVB

For the Month of June 2021

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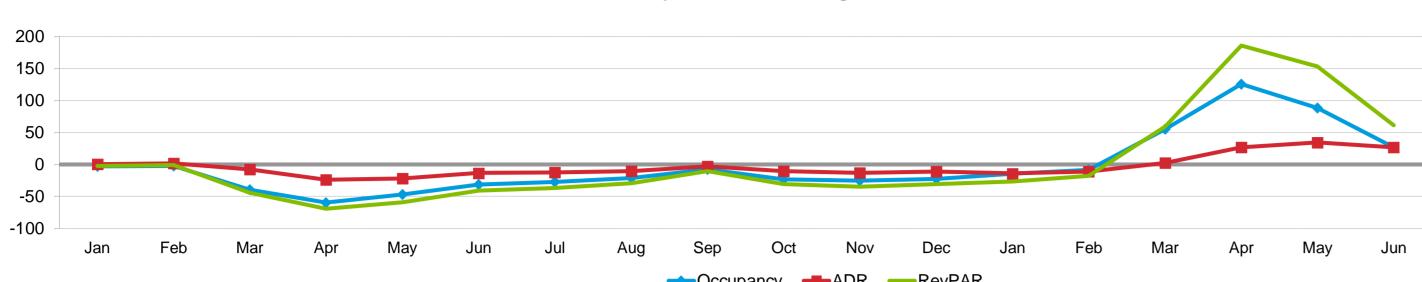
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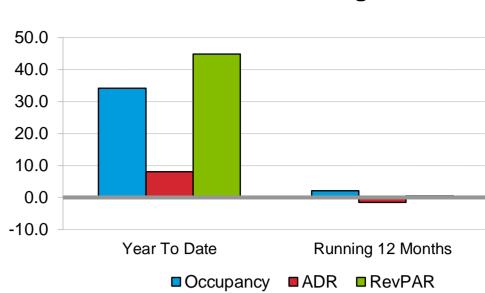
McKinney CVB

For the Month of June 2021

Monthly Percent Change



Overall Percent Change



					202	20								202	21				Year To Date		Ru	nning 12 Months	
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2019	2020	2021	2019	2020	2021
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	70.5	47.8	64.2	69.0	56.6	57.8
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	70.2	70.5	47.8	70.6	69.0	56.6
-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	0.3	-32.1	34.2	-2.3	-18.0	2.1
5	Jan 58.3 59.9 -2.7		58.3 64.4 45.0	58.3 64.4 45.0 30.0 59.9 66.0 74.2 74.1	58.3 64.4 45.0 30.0 38.0 59.9 66.0 74.2 74.1 71.8	58.3 64.4 45.0 30.0 38.0 52.6 59.9 66.0 74.2 74.1 71.8 76.6	58.3 64.4 45.0 30.0 38.0 52.6 54.7 59.9 66.0 74.2 74.1 71.8 76.6 75.4	58.3 64.4 45.0 30.0 38.0 52.6 54.7 52.3 59.9 66.0 74.2 74.1 71.8 76.6 75.4 66.3	58.3 64.4 45.0 30.0 38.0 52.6 54.7 52.3 56.3 59.9 66.0 74.2 74.1 71.8 76.6 75.4 66.3 60.8	58.3 64.4 45.0 30.0 38.0 52.6 54.7 52.3 56.3 52.3 59.9 66.0 74.2 74.1 71.8 76.6 75.4 66.3 60.8 67.9	58.3 64.4 45.0 30.0 38.0 52.6 54.7 52.3 56.3 52.3 48.7 59.9 66.0 74.2 74.1 71.8 76.6 75.4 66.3 60.8 67.9 65.0	58.3 64.4 45.0 30.0 38.0 52.6 54.7 52.3 56.3 52.3 48.7 45.1 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 54.7 52.3 56.3 52.3 48.7 45.1 49.7 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	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 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	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 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	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 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	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 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	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 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	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 70.5 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 70.2	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun 2019 2020 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 70.5 47.8 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 70.2 70.5	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun 2019 2020 2021 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 70.5 47.8 64.2 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 70.2 70.5 47.8	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun 2019 2020 2021 2019 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 70.5 47.8 64.2 69.0 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 70.2 70.5 47.8 70.6	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun 2019 2020 2020 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 70.5 47.8 64.2 69.0 56.6 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 70.2 70.5 47.8 69.0 69.0 69.0 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 70.2 70.5 47.8 70.6 69.0

ADR						20	020								20	021				Year To Date		Ru	inning 12 Months	
ABI	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2019	2020	2021	2019	2020	2021
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	80.55	72.98	78.81	80.47	76.81	75.58
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	81.39	80.55	72.98	81.07	80.47	76.81
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	-1.0	-9.4	8.0	-0.7	-4.5	-1.6

RevPAR						2	020								20	021				Year To Date		Rur	nning 12 Months	
Revi Alt	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2019	2020	2021	2019	2020	2021
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	56.75	34.91	50.57	55.52	43.48	43.69
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	57.17	56.75	34.91	57.26	55.52	43.48
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	-0.7	-38.5	44.9	-3.0	-21.7	0.5
						20	020								20	021				Year To Date		Rur	nning 12 Months	

Supply	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2019	2020	2021	2019	2020	2021
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	242,178	284,170	284,170	488,370	565,300	573,050
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	242,178	242,178	284,170	488,246	488,370	565,300
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	0.0	17.3	0.0	0.0	15.8	1.4
Demand						20	20								20	21				Year To Date		Ru	nning 12 Months	

Demand						20	720								20	, <u>,</u> ,				rear 10 Date		i Kui	illing 12 Months	
Bemana	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2019	2020	2021	2019	2020	2021
This Year	28,396	28,291	21,886	14,116	18,478	24,762	26,600		26,522	25,473	22,958	21,929	24,184	26,004	34,018	31,857	34,841	31,452	170,639	135,929	182,356	336,981	319,972	331,292
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	170,091	170,639	135,929	344,884	336,981	319,972
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	0.3	-20.3	34.2	-2.3	-5.0	3.5

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	-0.7
Canaua %						20	20								20)21			
Census %	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	

93.0

VANUA						20	20								20)21				Year To Date		Ru ^r	nning 12 Months	
venue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2019	2020	2021	2019	2020	2021
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	13,744,523	9,919,422	14,371,726	27,115,275	24,577,079	25,038,514
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	13,844,194	13,744,523	9,919,422	27,958,895	27,115,275	24,577,079
ercent 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	-0.7	-27.8	44.9	-3.0	-9.4	1.9

93.0

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% Rooms Participants

Revenue

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93.0

93.0

93.0

Tab 3 - Response McKinney, TX+

McKinney CVB

For the Month of June 2021

								019							202)						2	021						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		ng in ms	J F	МА	M	JJ	A	8 0	N D	J	F M	A M	ı J	JA	s	o N	D,	J F	M A	M	JJ	A	s c	N
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 - Budget Motel	McKinney, TX	75069	Jan 2009	Jun 1974	0																							
59429	Grand Hotel McKinney	McKinney, TX	75069	Apr 2007	Apr 2007	46																							
63863	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75069	Jun 2015	Jun 2015	79	-	• •	• •		• •	• •	•	•	•	•	• •	•	•	• •	•	• •	•	•		•			
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																							
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58		•	• •	•	• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	• •	•	•			
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75069	Feb 2016	Feb 2016	88	•	•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	• •	•	• •	•	• •	•	•			
75644	Autograph Collection Dallas McKinney	McKinney, TX	75070		U/C	285																							
41060	Comfort Suites McKinney-Allen	McKinney, TX	75070	Mar 2002	Mar 2002	63	•	•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	• •	•	• •	•	• •	•	•			
25797	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	•	• •	• •	•	• •	• •	•	• •	•	•	• •	•	• •	• •	•	• •	•	• •	•	•			
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	•	• •	• •	•	• •	•	• •	•	•			
66780	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	Red Roof Inn McKinney	McKinney, TX	75070	Jun 2021	Feb 1981	100		•	• •	•	• •	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	•	•	•			
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187	•	•	• •	•	• •	• •	•	• •	•	•	• 0	•	• •	• •	•	• •	•	• •	•	•			
67358	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	0 0	0	0 0	0	Э			
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																							
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121		•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	• •	•	• •	•	• •	•	•			
			Total Prope	rties:	22	1939		- M	onthly	/ data	rece	ived l	y ST	R															

- Monthly and daily data received by STR

Blank - No data received by STR

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

A blank row indicates insufficient data.

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McKinney CVB

For the month of: June 2021

				(Current Month	n - June 20	21 vs Jur	ne 2020				
	Осс	%	ADI	₹	RevPA	AR		Percent	Change	from Jur	ne 2020	
	2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
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
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
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

				Year to Date -	June 2021	vs June	2020				
Осс	%	AD	R	RevPA	AR		Percen	t Change	from YT	D 2020	
2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
51.8	36.2	90.94	94.04	47.10	34.02	43.2	-3.3	38.4	49.1	7.7	54.2
50.8	37.7	112.61	128.13	57.20	48.36	34.6	-12.1	18.3	51.9	28.5	72.9
62.2	46.0	79.14	90.54	49.19	41.60	35.3	-12.6	18.2	22.3	3.5	39.9

	Part	icipation	
Prope	erties	Roc	oms
Census	Sample	Census	Sample
10	10	1330	1330
26	25	3763	3753
56	54	7047	6870

A blank row indicates insufficient data.

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