

Date Created: Sep 16, 2020

# McKinney CVB

For the Month of August 2020



Table Of Contents	1
Trend McKinney, TX+	2
Response McKinney, TX+	3
Multi-Segment	4
Help	5

Corporate North American Headquarters  
T : +1 (615) 824 8664  
destininfo@str.com www.str.com

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

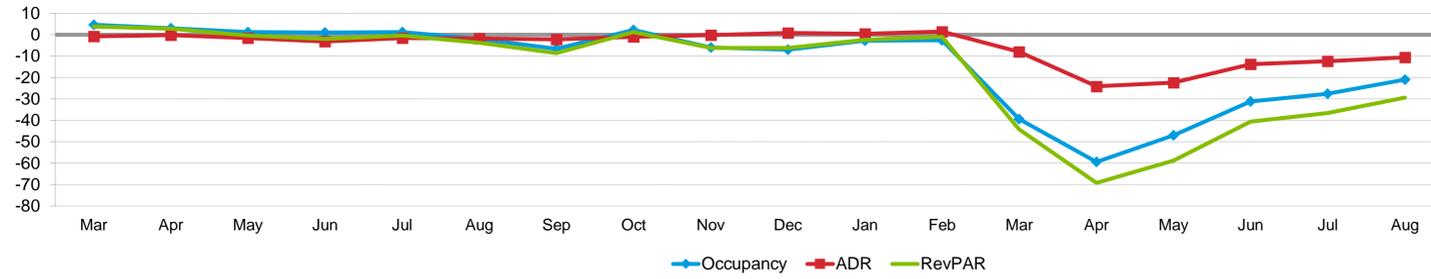
This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 2 - Trend McKinney, TX+

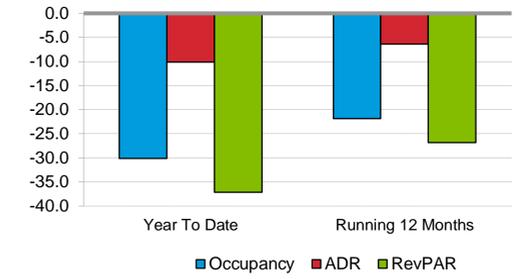
Currency: USD - US Dollar

McKinney CVB  
For the Month of August 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	74.2	74.1	71.8	76.6	75.4	66.3	60.9	68.0	65.1	58.2	58.3	64.3	45.1	30.1	38.1	52.7	54.7	52.4
Last Year	70.9	71.9	70.9	75.8	74.5	79.05	80.41	83.13	80.49	76.02	77.99	79.41	80.49	81.96	81.52	81.37	75.4	66.3
Percent Change	4.6	3.0	1.2	1.1	1.2	-2.0	-6.5	2.2	-5.9	-7.0	-2.7	-2.5	-39.3	-59.4	-46.9	-31.2	-27.5	-21.0

Year To Date		
2018	2019	2020
70.4	70.6	49.3
74.1	70.4	70.6
-5.0	0.2	-30.1

Running 12 Months		
2018	2019	2020
70.4	69.0	53.9
73.9	70.4	69.0
-4.7	-2.0	-21.9

ADR	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	80.49	81.96	81.52	81.37	81.29	77.59	78.72	82.30	80.31	76.73	78.30	80.59	74.11	62.23	63.25	70.25	71.19	69.46
Last Year	81.14	82.07	82.87	83.96	82.65	79.05	80.41	83.13	80.49	76.02	77.99	79.41	80.49	81.96	81.52	81.37	81.29	77.59
Percent Change	-0.8	-0.1	-1.6	-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	-10.5

Year To Date		
2018	2019	2020
81.28	80.29	72.20
81.83	81.28	80.29
-0.7	-1.2	-10.1

Running 12 Months		
2018	2019	2020
81.03	80.22	75.11
80.75	81.03	80.22
0.3	-1.0	-6.4

RevPAR	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	59.73	60.72	58.51	62.36	61.30	51.44	47.91	55.94	52.26	44.64	45.66	51.79	33.39	18.72	24.09	37.04	38.91	36.37
Last Year	57.54	59.02	58.77	63.64	61.56	53.46	52.35	55.29	55.69	47.56	46.74	52.35	59.73	60.72	58.51	62.36	61.30	51.44
Percent Change	3.8	2.9	-0.4	-2.0	-0.4	-3.8	-8.5	1.2	-6.1	-6.1	-2.3	-1.1	-44.1	-69.2	-58.8	-40.6	-36.5	-29.3

Year To Date		
2018	2019	2020
57.25	56.65	35.61
60.66	57.25	56.65
-5.6	-1.1	-37.1

Running 12 Months		
2018	2019	2020
57.06	55.35	40.49
59.69	57.06	55.35
-4.4	-3.0	-26.9

Supply	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	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	48,670	48,670
Last Year	41,478	40,140	41,478	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
Percent Change	0.0	0.0	0.0	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

Year To Date		
2018	2019	2020
325,134	331,768	381,510
319,928	325,134	331,768
1.6	2.0	15.0

Running 12 Months		
2018	2019	2020
488,370	495,004	573,050
473,100	488,370	495,004
3.2	1.4	15.8

Demand	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	30,782	29,736	29,772	30,763	33,781	29,699	28,667	33,081	30,651	28,314	28,384	28,253	21,928	14,167	18,536	24,835	26,600	25,486
Last Year	29,415	28,865	29,415	30,423	30,897	28,051	26,134	27,588	27,772	25,949	24,858	24,699	30,782	29,736	29,772	30,763	33,781	29,699
Percent Change	4.6	3.0	1.2	1.1	9.3	5.9	9.7	19.9	10.4	9.1	14.2	14.4	-28.8	-52.4	-37.7	-19.3	-21.3	-14.2

Year To Date		
2018	2019	2020
229,039	234,090	188,189
237,160	229,039	234,090
-3.4	2.2	-19.6

Running 12 Months		
2018	2019	2020
343,910	341,533	308,902
349,676	343,910	341,533
-1.6	-0.7	-9.6

Revenue	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
This Year	2,477,620	2,437,142	2,426,895	2,503,227	2,745,968	2,304,209	2,256,717	2,722,649	2,461,630	2,172,492	2,222,493	2,276,886	1,625,115	881,614	1,172,431	1,744,641	1,893,532	1,770,268
Last Year	2,386,738	2,369,002	2,437,752	2,554,390	2,553,574	2,217,417	2,101,433	2,293,253	2,235,311	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
Percent Change	3.8	2.9	-0.4	-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

Year To Date		
2018	2019	2020
18,615,184	18,794,965	13,586,979
19,407,916	18,615,184	18,794,965
-4.1	1.0	-27.7

Running 12 Months		
2018	2019	2020
27,868,540	27,397,627	23,200,469
28,238,054	27,868,540	27,397,627
-1.3	-1.7	-15.3

Census %	2019										2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Census Props	17	17	17	17	18	18	19	19	19	19	19	19	19	19	19	19	19	19
Census Rooms	1338	1338	1338	1338	1445	1445	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570
% Rooms Participants	91.8	91.8	91.8	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

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



# Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: August 2020

	Current Month - August 2020 vs August 2019												Year to Date - August 2020 vs August 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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+	35.0	55.6	76.08	97.70	26.64	54.30	-37.0	-22.1	-50.9	-50.9	0.0	-37.0	36.0	60.5	89.79	104.78	32.34	63.43	-40.5	-14.3	-49.0	-49.0	0.0	-40.5	9	9	1235	1235
Frisco, TX+	37.5	59.4	97.67	130.26	36.67	77.41	-36.8	-25.0	-52.6	-50.3	4.9	-33.7	36.6	68.7	120.17	142.87	44.00	98.15	-46.7	-15.9	-55.2	-51.9	7.2	-42.9	23	21	3243	3112
Plano, TX+	42.1	64.7	69.26	101.73	29.15	65.86	-35.0	-31.9	-55.7	-54.7	2.3	-33.5	45.0	66.6	84.98	106.56	38.28	70.97	-32.4	-20.2	-46.1	-45.1	1.9	-31.1	57	55	7169	6992

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



## How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/data-insights/resources/glossary](http://www.str.com/data-insights/resources/glossary)

**Frequently Asked Questions (FAQ):**

For all STR FAQs, please click here or visit <http://www.str.com/data-insights/resources/FAQ>

For additional support, please contact your regional office.

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).