Date Created: Nov 16, 2020

McKinney CVB

For the Month of October 2020





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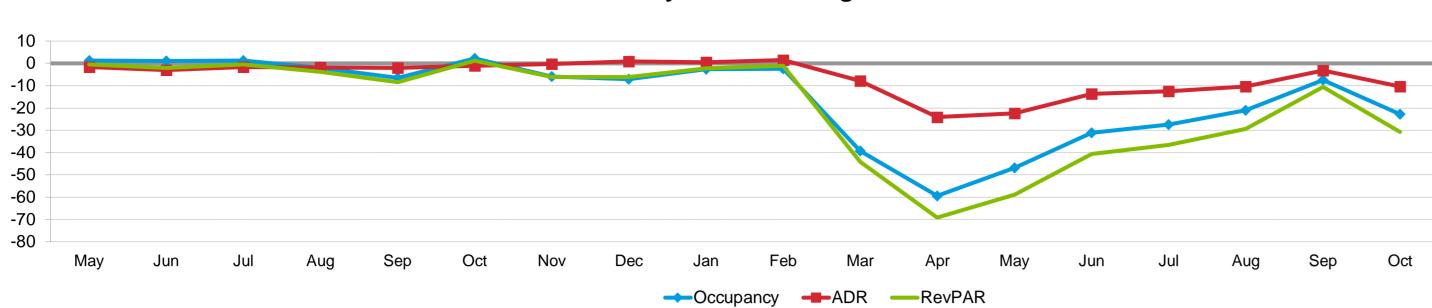
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2020 52.2 68.7 -24.0

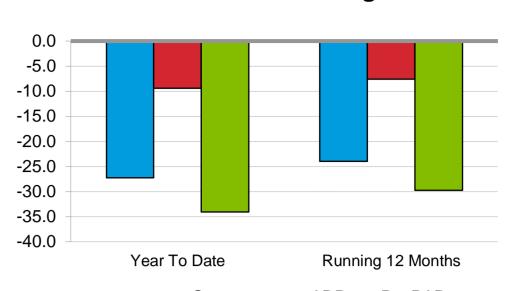
McKinney CVB

For the Month of October 2020

Monthly Percent Change



Overall Percent Change



■Occupancy ■ADF	R ■RevPAR
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Occupancy (%)								2020												
Occupancy (78)	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	71.8	76.6	75.4	66.3	60.8	67.9	65.1	58.2	58.3	64.3	45.1	30.1	38.1	52.7	54.7	52.3	56.3	52.4		
Last Year	70.9	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		
Percent Change	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	-21.1	-7.5	-22.8		

	Year To Date			Running 12 Months
2018	2019	2020	2018	2019
69.5	69.2	50.3	69.1	68.7
74.0	69.5	69.2	73.3	69.1
-6.0	-0.5	-27.3	-5.7	-0.7

ADR				20)19								20	20				
ADIX	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	81.52	81.37	81.29	77.59	78.73	82.31	80.31	76.73	78.30	80.59	74.11	62.23	63.25	70.25	71.19	69.52	76.14	73.83
Last Year	82.87	83.96	82.65	79.05	80.42	83.14	80.49	76.02	77.99	79.41	80.49	81.96	81.52	81.37	81.29	77.59	78.73	82.31
Percent Change	-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	-10.4	-3.3	-10.3

	Year To Date		Rur	ning 12 Months	
018	2019	2020	2018	2019	2020
1.38	80.36	72.81	80.97	80.05	73.95
1.89	81.38	80.36	81.26	80.97	80.05
0.6	-1.2	-9.4	-0.4	-1.1	-7.6

RevPAR				20	19								20	20				
IVEAL VIV	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	58.51	62.36	61.30	51.44	47.90	55.93	52.26	44.64	45.66	51.79	33.39	18.72	24.09	37.04	38.91	36.36	42.87	38.71
Last Year	58.77	63.64	61.56	53.46	52.34	55.28	55.69	47.56	46.74	52.35	59.73	60.72	58.51	62.36	61.30	51.44	47.90	55.93
Percent Change	-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	-10.5	-30.8

	rear 10 Date		, Ku	illing 12 Months	
2018	2019	2020	2018	2019	2020
56.57	55.61	36.64	55.99	54.96	38.61
60.58	56.57	55.61	59.57	55.99	54.96
-6.6	-1.7	-34.1	-6.0	-1.8	-29.7
			-		

Supply				20	019								20)20				
Ouppiy	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	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	47,100	48,670
Last Year	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	47,100	48,670
Percent Change	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	0.0	0.0

	Year To Date		Rui	nning 12 Months	
2018	2019	2020	2018	2019	2020
406,752	427,538	477,280	488,370	509,156	573,050
401,546	406,752	427,538	478,162	488,370	509,156
1.3	5.1	11.6	2.1	4.3	12.5

Demand				20	19								20	20				
Demand	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	29,772	30,763	33,781	29,699	28,657	33,070	30,651	28,314	28,384	28,253	21,928	14,167	18,536	24,835	26,600	25,454	26,522	25,517
Last Year	29,415	30,423	30,897	28,051	26,125	27,578	27,772	25,949	24,858	24,699	30,782	29,736	29,772	30,763	33,781	29,699	28,657	33,070
Percent Change	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	-14.3	-7.5	-22.8

	Year To Date		Ru	nning 12 Months	
2018	2019	2020	2018	2019	2020
282,742	295,817	240,196	337,705	349,538	299,161
297,068	282,742	295,817	350,508	337,705	349,538
-4.8	4.6	-18.8	-3.7	3.5	-14.4

RAVANIA				20	113								20	20				
Revenue	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	2,426,895	2,503,227	2,745,968	2,304,209	2,256,167	2,722,152	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	1,769,631	2,019,267	1,883,991
Last Year	2,437,752	2,554,390	2,553,574	2,217,417	2,101,001	2,292,770	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	2,256,167	2,722,152
Percent Change	-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	-10.5	-30.8

19

1570

93.0

Feb

19

1570

93.0

19

1570

93.0

Dec

19

1570

93.0

Oct

19

1570

93.0

Nov

19

1570

93.0

	Year To Date		Ru	nning 12 Mo
2018	2019	2020	2018	2019
23,008,955	23,773,285	17,489,600	27,343,300	27,981,2
24,326,928	23,008,955	23,773,285	28,483,588	27,343,3
-5.4	3.3	-26.4	-4.0	2.3

Oct

19

1570

93.0

19

1570

93.0

Ru	nning 12 Months	
2018	2019	2020
27,343,300	27,981,261	22,123,723
28,483,588	27,343,300	27,981,261
-4.0	2.3	-20.9

A blank row indicates insufficient data.

% Rooms Participants

Census Props

Census Rooms

17

1338

17

1338

91.8

18

1445

85.0

18

1445

92.4

19

1570

93.0

Census %

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19

1570

85.0

May

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 October 2020

							2	2018							20	19							20	20					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms Rn		J F	M	A M	J	JA	s	N	D J	F	ИΑ	M	JJ	A	s o	N I	J	F	M A	M.	JJ	A	S O 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	•	•	•	•	•	•	• •	•	• •	•	•	•	• •	•	• •	• •	•	• •	•	•	, •	• (• •
	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	•	•	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	• •	•	• •	•	• •	, •	• •	• •
	Holiday Inn Express & Suites McKinney - Frisco East	McKinney, TX	75070	Mar 2017	Mar 2017	80	•	•	•	•	•	•	• •	•	•	•	•	•	• •	•	• •	• •	•	• •	•	•	•	• •	• •
	Holiday Inn Hotel & Suites McKinney Fairview	McKinney, TX	75070	Sep 2008	Sep 2008	99	•	•	•	•	•	•	• •	•	•	• C	•	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	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															o •	• •	•	• •	•	•	•	• •	• •
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75	•	•	•	•	•	•	• •	•	• •	• •	•	•	• •	•	• •	• •	•	• •	•	•	, •	0 (o 0
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75070	Feb 2016	Feb 2016	88	•	•	•	•	•	•	• •	•	•	•	•	•	• •	•	• •	• •	•	• •	•	•	•	• •	• •
	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																							
57417	WoodSpring Suites McKinney	McKinney, 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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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: October 2020

				Cur	rent Month - (October 20	20 vs Oct	tober 20	19			
	Осс	%	AD	R	RevP	AR	P	ercent C	Change fr	om Octo	ber 2019	
										Room	Room	Room
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold
Allen, TX+	38.1	65.3	76.52	108.33	29.12	70.75	-41.7	-29.4	-58.8	-55.7	7.7	-37.2
Frisco, TX+	30.9	69.0	96.00	140.65	29.62	97.04	-55.3	-31.7	-69.5	-64.0	17.9	-47.3
Plano TX+	44.0	71 7	70.84	108 24	31 18	77 64	-38 6	-34 6	-59.8	-58.6	3.0	-36.8

			Yea	r to Date - O	ctober 2020) vs Octo	ber 201	9			
Осс	%	AD	R	RevP	AR		Percen	t Change	from YT	D 2019	
2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
36.1	60.7	87.19	105.15	31.44	63.85	-40.6	-17.1	-50.7	-50.0	1.5	-39.7
35.8	67.9	115.29	142.08	41.28	96.52	-47.3	-18.9	-57.2	-53.6	8.5	-42.8
44.6	67.0	82.04	106.57	36.59	71.42	-33.5	-23.0	-48.8	-47.7	2.1	-32.1

Participation											
Prope	erties	Rooms									
Census	Sample	Census	Sample								
10	10	1330	1330								
	10 24	1330 3644	1330 3634								



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