

Date Created: Aug 17, 2020

McKinney CVB

For the Month of July 2020



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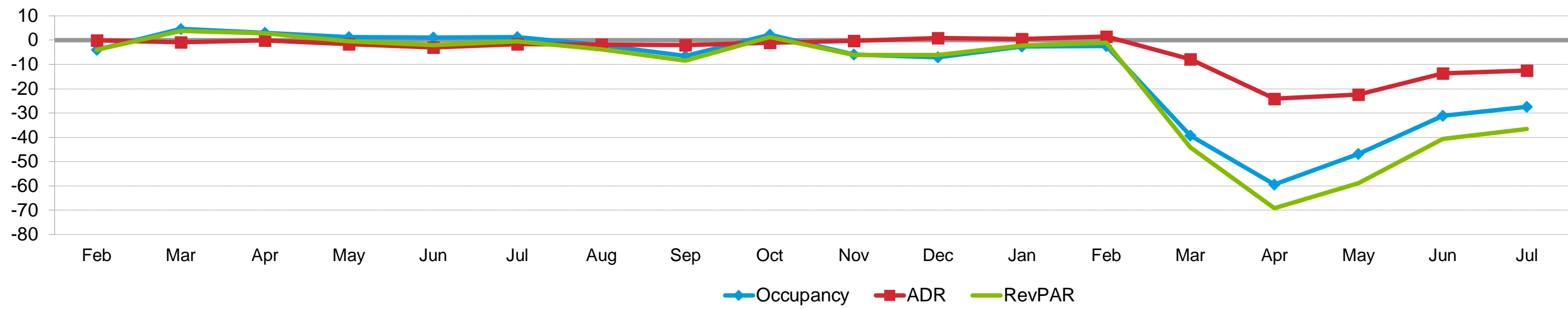
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Tab 2 - Trend McKinney, TX+

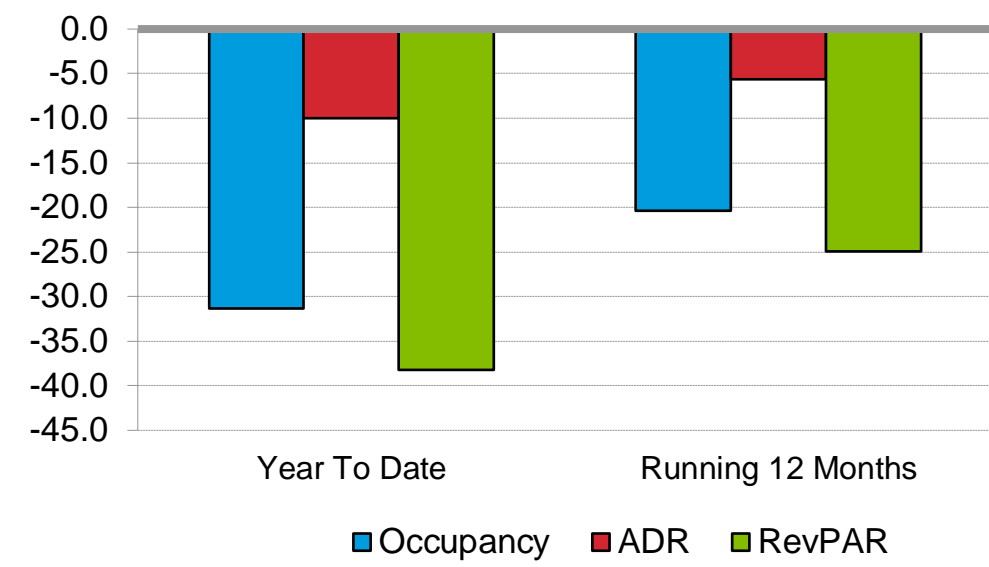
McKinney CVB
For the Month of July 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	65.9	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	
Last Year	68.7	70.9	71.9	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	
Percent Change	-4.0	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	

Year To Date		
2018	2019	2020
70.9	71.2	48.9
74.9	70.9	71.2
-5.4	0.5	-31.4

Running 12 Months		
2018	2019	2020
70.5	69.1	55.0
74.5	70.5	69.1
-5.3	-2.0	-20.4

ADR	2019											2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	79.41	80.49	81.96	81.52	81.37	81.29	77.58	78.72	82.30	80.31	76.73	78.30	80.59	74.11	62.23	63.25	70.25	71.19
Last Year	79.41	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
Percent Change	0.0	-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

Year To Date		
2018	2019	2020
81.59	80.68	72.63
82.21	81.59	80.68
-0.8	-1.1	-10.0

Running 12 Months		
2018	2019	2020
81.03	80.35	75.80
80.50	81.03	80.35
0.7	-0.8	-5.7

RevPAR	2019												2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	52.35	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	
Last Year	54.56	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	
Percent Change	-4.1	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	

Year To Date		
2018	2019	2020
57.81	57.46	35.50
61.57	57.81	57.46
-6.1	-0.6	-38.2

Running 12 Months		
2018	2019	2020
57.16	55.55	41.70
59.97	57.16	55.55
-4.7	-2.8	-24.9

Supply	2019											2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	48,670
Last Year	37,464	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
Percent Change	0.0	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

Year To Date		
2018	2019	2020
283,656	286,973	332,840
278,512	283,656	286,973
1.8	1.2	16.0

Running 12 Months		
2018	2019	2020
488,308	491,687	569,175
470,558	488,308	491,687
3.8	0.7	15.8

Demand	2019											2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	24,699	30,782	29,736	29,772	30,763	33,781	29,700	28,667	33,081	30,651	28,314	28,384	28,253	21,928	14,167	18,536	24,835	26,600
Last Year	25,741	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
Percent Change	-4.0	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

Year To Date		
2018	2019	2020
200,988	204,391	162,703
208,580	200,988	204,391
-3.6	1.7	-20.4

Running 12 Months		
2018	2019	2020
344,439	339,885	313,116
350,559	344,439	339,885
-1.7	-1.3	-7.9

Revenue	2019											2020						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	1,961,297	2,477,620	2,437,142	2,426,895	2,503,227	2,745,968	2,304,235	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
Last Year	2,044,213	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
Percent Change	-4.1	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

Year To Date		
2018	2019	2020
16,397,767	16,490,756	11,816,711
17,147,736	16,397,767	16,490,756
-4.4	0.6	-28.3

Running 12 Months		
2018	2019	2020
27,911,304	27,310,835	23,734,435
28,221,118	27,911,304	27,310,835
-1.1	-2.2	-13.1

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

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Tab 3 - Response McKinney, TX+

McKinney CVB
For the Month of July 2020

							2018		2019												2020																													
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	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		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
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							•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
63863	Hampton Inn 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		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
67358	SpringHill Suites Dallas McKinney/Allen	McKinney, TX	75070	Sep 2019	Sep 2019	125																																												
33337	Super 8 McKinney/Plano Area	McKinney, TX	75070	Dec 1995	Dec 1995	75		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
63134	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	McKinney, TX	75071	Dec 2016	Feb 2008	121		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:		21	1654	○ - Monthly data received by STR • - 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																																											

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: July 2020

	Current Month - July 2020 vs July 2019												Year to Date - July 2020 vs July 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 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+	36.1	67.5	78.27	103.10	28.24	69.55	-46.5	-24.1	-59.4	-59.4	0.0	-46.5	36.2	61.3	91.74	105.72	33.17	64.76	-41.0	-13.2	-48.8	-48.8	0.0	-41.0	9	9	1235	1235
Frisco, TX+	29.8	74.1	95.99	136.46	28.61	101.15	-59.8	-29.7	-71.7	-67.1	16.2	-53.3	36.5	70.2	123.89	144.63	45.18	101.57	-48.1	-14.3	-55.5	-52.1	7.6	-44.1	23	21	3243	3112
Plano, TX+	41.4	71.5	71.08	104.83	29.40	74.97	-42.2	-32.2	-60.8	-59.9	2.3	-40.8	45.5	66.9	87.17	107.26	39.66	71.74	-32.0	-18.7	-44.7	-43.7	1.8	-30.8	57	55	7169	6992

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