

Date Created: Oct 16, 2020

# McKinney CVB

For the Month of September 2020



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

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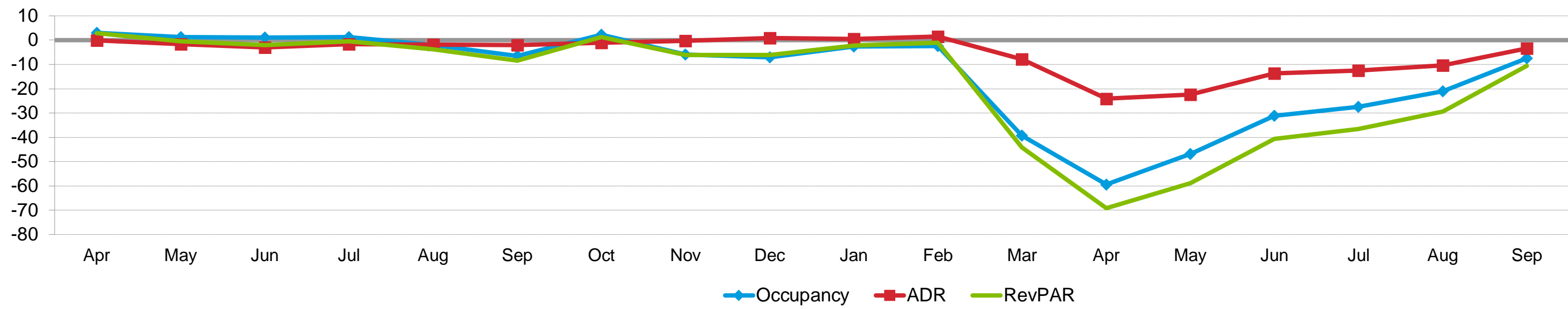
Tab 2 - Trend McKinney, TX+

McKinney CVB

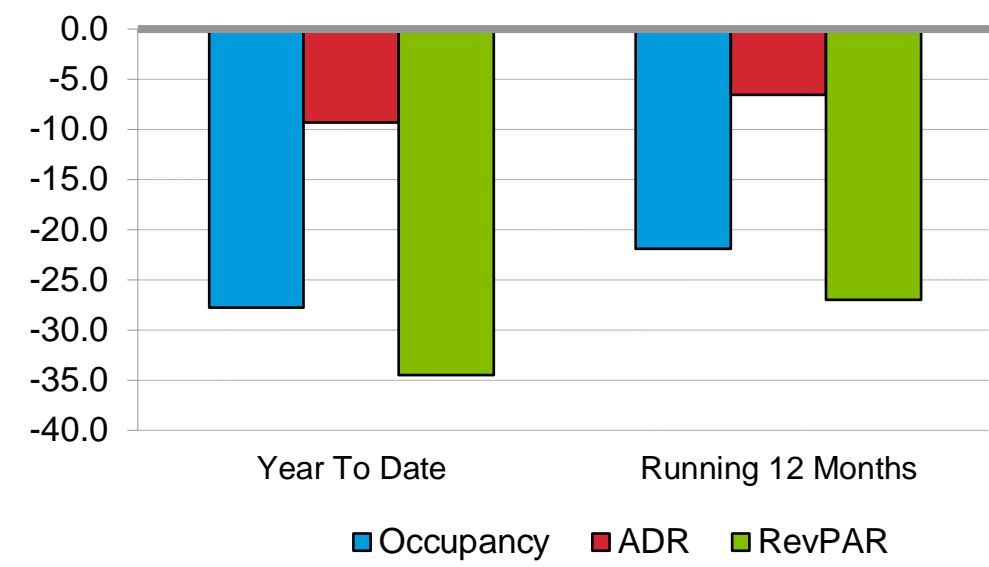
For the Month of September 2020

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019										2020							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	74.1	71.8	76.6	75.4	66.3	60.8	68.0	65.1	58.2	58.3	64.3	45.1	30.1	38.1	52.7	54.7	52.3	56.4
Last Year	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	66.3	60.8
Percent Change	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	-21.1	-7.4

Year To Date			
2018	2019	2020	
69.9	69.4	50.1	
74.0	69.9	69.4	
-5.5	-0.7	-27.8	

Running 12 Months			
2018	2019	2020	
69.8	68.5	53.5	
73.5	69.8	68.5	
-5.1	-1.8	-21.9	

ADR	2019									2020								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	81.96	81.52	81.37	81.29	77.59	78.73	82.30	80.31	76.73	78.30	80.59	74.11	62.23	63.25	70.25	71.19	69.52	76.08
Last Year	82.07	82.87	83.96	82.65	79.05	80.42	83.13	80.49	76.02	77.99	79.41	80.49	81.96	81.52	81.37	81.29	77.59	78.73
Percent Change	-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	-10.4	-3.4

Year To Date			
2018	2019	2020	
81.19	80.12	72.69	
81.85	81.19	80.12	
-0.8	-1.3	-9.3	

Running 12 Months			
2018	2019	2020	
80.90	80.08	74.86	
81.09	80.90	80.08	
-0.2	-1.0	-6.5	

RevPAR	2019										2020								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
This Year	60.72	58.51	62.36	61.30	51.44	47.90	55.94	52.26	44.64	45.66	51.79	33.39	18.72	24.09	37.04	38.91	36.36	42.87	
Last Year	59.02	58.77	63.64	61.56	53.46	52.34	55.29	55.69	47.56	46.74	52.35	59.73	60.72	58.51	62.36	61.30	51.44	47.90	
Percent Change	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	-10.5	

Year To Date			
2018	2019	2020	
56.71	55.56	36.41	
60.54	56.71	55.56	
-6.3	-2.0	-34.5	

Running 12 Months			
2018	2019	2020	
56.47	54.89	40.07	
59.61	56.47	54.89	
-5.3	-2.8	-27.0	

Supply	2019										2020								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	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	47,100	
	Last Year	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	47,100
Percent Change	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	0.0	

Year To Date			
2018	2019	2020	
365,274	378,868	428,610	
360,068	365,274	378,868	
1.4	3.7	13.1	

Running 12 Months			
2018	2019	2020	
488,370	501,964	573,050	
475,620	488,370	501,964	
2.7	2.8	14.2	

Demand	2019									2020								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	29,736	29,772	30,763	33,781	29,699	28,657	33,081	30,651	28,314	28,384	28,253	21,928	14,167	18,536	24,835	26,600	25,454	26,542
Last Year	28,865	29,415	30,423	30,897	28,051	26,125	27,588	27,772	25,949	24,858	24,699	30,782	29,736	29,772	30,763	33,781	29,699	28,657
Percent Change	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	-14.3	-7.4

Year To Date			
2018	2019	2020	
255,164	262,747	214,699	
266,306	255,164	262,747	
-4.2	3.0	-18.3	

Running 12 Months			
2018	2019	2020	
340,889	344,056	306,745	
349,666	340,889	344,056	
-2.5	0.9	-10.8	

Revenue	2019									2020									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	2,437,142	2,426,895	2,503,227	2,745,968	2,304,209	2,256,167	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	1,769,631	2,019,267
	Last Year	2,369,002	2,437,752	2,554,390	2,553,574	2,217,417	2,101,001	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	2,256,167
Percent Change	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	-10.5	

Year To Date			
2018	2019	2020	
20,716,185	21,051,133	15,605,610	
21,797,956	20,716,185	21,051,133	
-5.0	1.6	-25.9	

Running 12 Months			
2018	2019	2020	
27,579,502	27,552,362	22,962,382	
28,353,865	27,579,502	27,552,362	
-2.7	-0.1	-16.7	

Census %	2019									2020								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	17	17	17	18	18	19	19	19	19	19	19	19	19	19	19	19	19	19
Census Rooms	1338	1338	1338	1445	1445	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570	1570
% Rooms Participants	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	93.0

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Tab 3 - Response McKinney, TX+

McKinney CVB  
For the Month of September 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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Tab 4 - Multi-Segment

Currency: USD - US Dollar

McKinney CVB

For the month of: September 2020

	Current Month - September 2020 vs September 2019												Year to Date - September 2020 vs September 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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+	34.4	57.5	78.84	104.55	27.10	60.09	-40.2	-24.6	-54.9	-51.4	7.7	-35.6	35.8	60.2	88.56	104.76	31.73	63.06	-40.5	-15.5	-49.7	-49.3	0.8	-40.0	10	10	1330	1330
Frisco, TX+	35.5	61.3	97.71	137.22	34.72	84.07	-42.0	-28.8	-58.7	-55.3	8.2	-37.3	36.5	67.8	117.51	142.26	42.87	96.46	-46.2	-17.4	-55.6	-52.3	7.3	-42.3	24	22	3343	3233
Plano, TX+	41.7	65.4	69.56	104.75	29.01	68.52	-36.2	-33.6	-57.7	-56.4	3.0	-34.3	44.7	66.5	83.34	106.36	37.22	70.70	-32.8	-21.6	-47.3	-46.3	2.0	-31.5	58	56	7301	7124

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