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McKinney CVB

For the Month of October 2021



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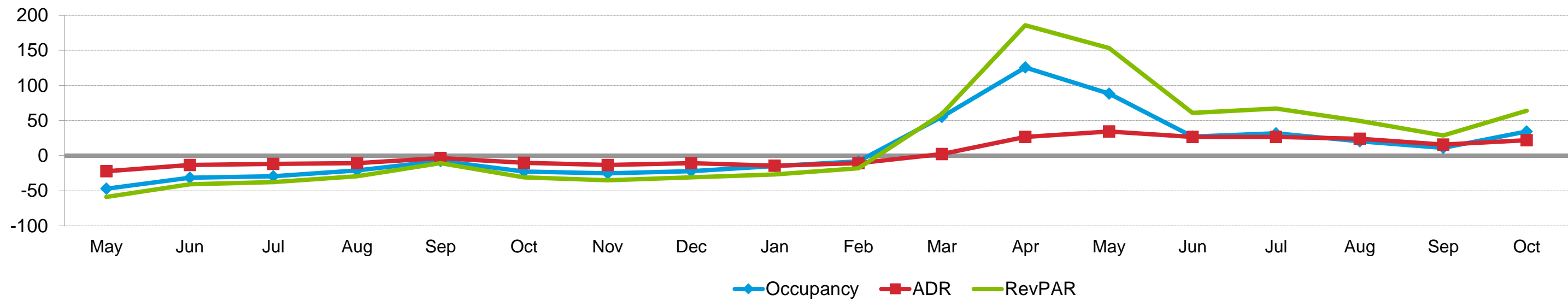
Tab 2 - Trend McKinney, TX+

McKinney CVB

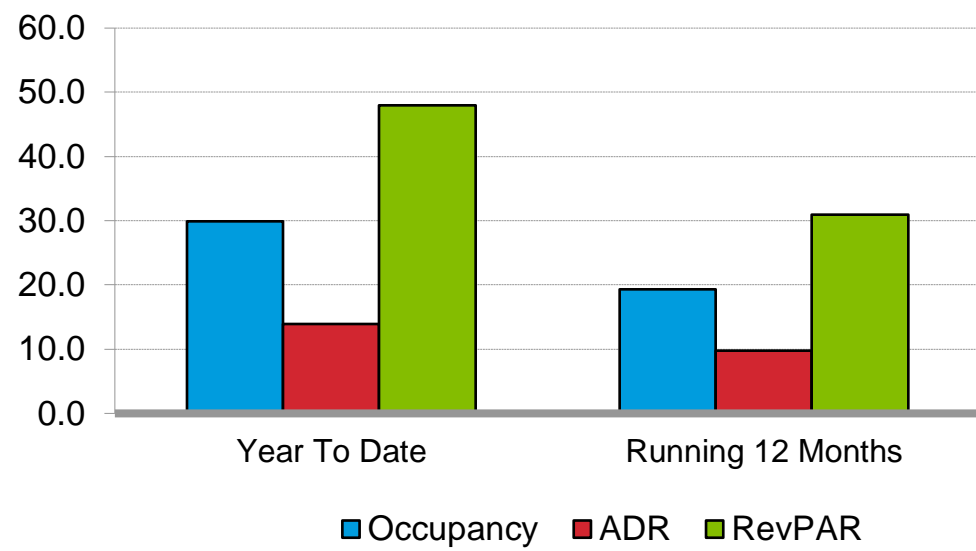
For the Month of October 2021

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	38.0	52.6	53.3	52.4	56.4	52.5	48.7	45.1	49.7	59.2	69.9	67.6	71.6	66.8	70.3	63.2	62.8	70.5
Last Year	71.8	76.6	75.4	66.3	60.9	68.0	65.0	58.0	58.3	64.4	45.0	30.0	38.0	52.6	53.3	52.4	56.4	52.5
Percent Change	-47.1	-31.4	-29.3	-20.9	-7.3	-22.8	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.4

Year To Date		
2019	2020	2021
69.2	50.2	65.2
69.5	69.2	50.2
-0.4	-27.5	29.9

Running 12 Months		
2019	2020	2021
68.7	52.1	62.1
69.1	68.7	52.1
-0.7	-24.2	19.4

ADR	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	63.38	70.40	71.58	69.33	75.96	73.74	69.59	68.53	67.19	71.84	76.01	79.00	85.22	89.29	90.83	85.95	87.93	90.13
Last Year	81.50	81.36	81.29	77.59	78.70	82.28	80.35	76.86	78.27	80.54	74.19	62.36	63.38	70.40	71.58	69.33	75.96	73.74
Percent Change	-22.2	-13.5	-11.9	-10.6	-3.5	-10.4	-13.4	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8	26.9	24.0	15.8	22.2

Year To Date		
2019	2020	2021
80.35	72.85	82.96
81.38	80.35	72.85
-1.3	-9.3	13.9

Running 12 Months		
2019	2020	2021
80.04	74.00	81.21
80.97	80.04	74.00
-1.1	-7.5	9.7

RevPAR	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	24.06	37.01	38.17	36.35	42.87	38.70	33.92	30.88	33.38	42.50	53.13	53.43	61.00	59.61	63.88	54.36	55.19	63.57
Last Year	58.51	62.36	61.30	51.44	47.91	55.94	52.22	44.58	45.67	51.83	33.36	18.69	24.06	37.01	38.17	36.35	42.87	38.70
Percent Change	-58.9	-40.6	-37.7	-29.3	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3

Year To Date		
2019	2020	2021
55.61	36.56	54.10
56.57	55.61	36.56
-1.7	-34.3	48.0

Running 12 Months		
2019	2020	2021
54.95	38.53	50.47
55.99	54.95	38.53
-1.8	-29.9	31.0

Supply	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	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	48,670	48,670	47,100	48,670
Last 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
Percent Change	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	0.0	0.0	0.0

Year To Date		
2019	2020	2021
427,538	477,280	477,280
406,752	427,538	477,280
5.1	11.6	0.0

Running 12 Months		
2019	2020	2021
509,156	573,050	573,050
488,370	509,156	573,050
4.3	12.5	0.0

Demand	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	18,478	24,762	25,953	25,517	26,582	25,542	22,958	21,929	24,184	26,004	34,018	31,857	34,841	31,443	34,228	30,778	29,563	34,326
Last Year	29,780	30,763	33,779	29,698	28,672	33,092	30,610	28,226	28,396	28,291	21,886	14,116	18,478	24,762	25,953	25,517	26,582	25,542
Percent Change	-38.0	-19.5	-23.2	-14.1	-7.3	-22.8	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	20.6	11.2	34.4

Year To Date		
2019	2020	2021
295,880	239,523	311,242
282,742	295,880	239,523
4.6	-19.0	29.9

Running 12 Months		
2019	2020	2021
349,571	298,359	356,129
337,705	349,571	298,359
3.5	-14.6	19.4

Revenue	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	1,171,182	1,743,152	1,857,801	1,769,000	2,019,071	1,883,561	1,597,589	1,502,779	1,624,817	1,868,140	2,585,749	2,516,623	2,968,976	2,807,420	3,108,833	2,645,509	2,599,348	3,093,842
Last Year	2,426,928	2,502,974	2,746,053	2,304,195	2,256,567	2,722,756	2,459,590	2,169,569	2,222,551	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,857,801	1,769,000	2,019,071	1,883,561
Percent Change	-51.7	-30.4	-32.3	-23.2	-10.5	-30.8	-35.0	-30.7	-26.9	-18.0	59.2	185.9	153.5	61.1	67.3	49.5	28.7	64.3

Year To Date		
2019	2020	2021
23,774,095	17,448,855	25,819,257
23,008,955	23,774,095	17,448,855
3.3	-26.6	48.0

Running 12 Months		
2019	2020	2021
27,980,085	22,078,015	28,919,625
27,343,300	27,980,085	22,078,015
2.3	-21.1	31.0

Census %	2020								2021									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
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
% Rooms Participants	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	93.0	88.2	93.0	93.0

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Tab 4 - Multi-Segment

McKinney CVB

For the month of: October 2021

Currency: USD - US Dollar

	Current Month - October 2021 vs October 2020												Year to Date - October 2021 vs October 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms	
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Allen, TX+	59.2	38.1	101.94	76.52	60.34	29.12	55.5	33.2	107.2	107.2	0.0	55.5	52.8	36.1	95.33	87.19	50.34	31.44	46.4	9.3	60.1	69.8	6.1	55.3	10	10	1330	1330
Frisco, TX+	59.2	30.9	127.75	95.97	75.68	29.62	92.0	33.1	155.5	163.8	3.2	98.2	53.0	35.8	117.93	115.28	62.44	41.28	47.9	2.3	51.3	83.2	21.1	79.0	26	25	3763	3753
Plano, TX+	66.8	44.1	92.50	71.44	61.76	31.49	51.5	29.5	96.1	98.8	1.4	53.6	64.1	44.4	83.80	82.82	53.69	36.73	44.4	1.2	46.2	49.8	2.5	48.0	57	54	7144	6895
McKinney, TX+	70.5	52.5	90.13	73.74	63.57	38.70	34.4	22.2	64.3	64.3	0.0	34.4	65.2	50.2	82.96	72.85	54.10	36.56	29.9	13.9	48.0	48.0	0.0	29.9	19	16	1570	1460

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