#### Date Created: Nov 17, 2021

### McKinney CVB

For the Month of October 2021



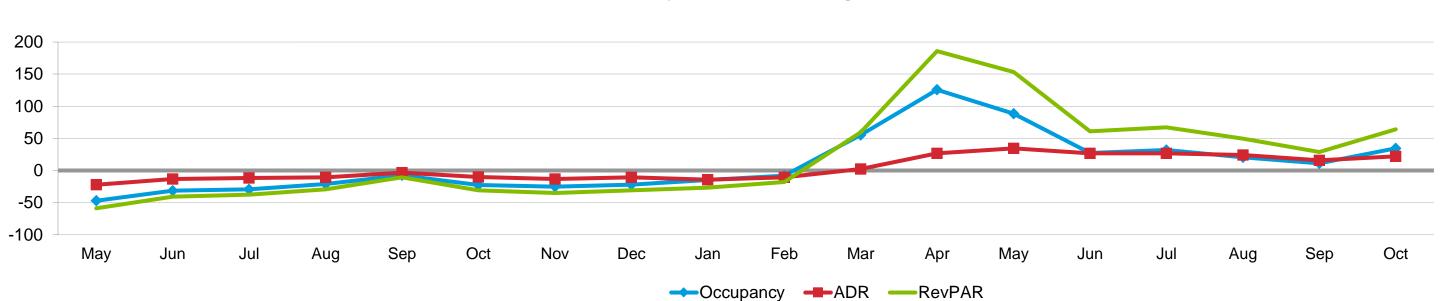


Corporate North American Headquarters T:+1 (615) 824 8664 destininfo@str.com www.str.com

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

For the Month of October 2021

# **Monthly Percent Change**



2020

2020

19

1570

93.0

19

1570

93.0

Oct

19

1570

93.0

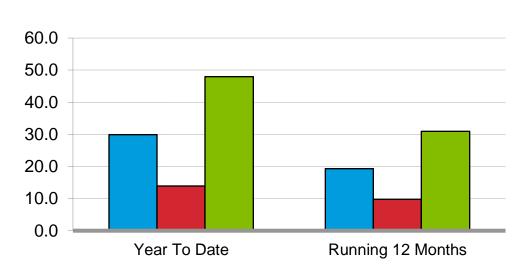
Nov

19

1570

93.0

# **Overall Percent Change**



Occupancy	ADR	■ RevPAR
-----------	-----	----------

2020								2021									
May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
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
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
-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
_	38.0 71.8	38.0 52.6 71.8 76.6	38.0 52.6 53.3 71.8 76.6 75.4	May Jun Jul Aug   38.0 52.6 53.3 52.4   71.8 76.6 75.4 66.3	May Jun Jul Aug Sep   38.0 52.6 53.3 52.4 56.4   71.8 76.6 75.4 66.3 60.9	May Jun Jul Aug Sep Oct   38.0 52.6 53.3 52.4 56.4 52.5   71.8 76.6 75.4 66.3 60.9 68.0	May Jun Jul Aug Sep Oct Nov   38.0 52.6 53.3 52.4 56.4 52.5 48.7   71.8 76.6 75.4 66.3 60.9 68.0 65.0	May Jun Jul Aug Sep Oct Nov Dec   38.0 52.6 53.3 52.4 56.4 52.5 48.7 45.1   71.8 76.6 75.4 66.3 60.9 68.0 65.0 58.0	May Jun Jul Aug Sep Oct Nov Dec Jan   38.0 52.6 53.3 52.4 56.4 52.5 48.7 45.1 49.7   71.8 76.6 75.4 66.3 60.9 68.0 65.0 58.0 58.3	May Jun Jul Aug Sep Oct Nov Dec Jan Feb   38.0 52.6 53.3 52.4 56.4 52.5 48.7 45.1 49.7 59.2   71.8 76.6 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4	May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar   38.0 52.6 53.3 52.4 56.4 52.5 48.7 45.1 49.7 59.2 69.9   71.8 76.6 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4 45.0	May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr   38.0 52.6 53.3 52.4 56.4 52.5 48.7 45.1 49.7 59.2 69.9 67.6   71.8 76.6 75.4 66.3 60.9 68.0 65.0 58.0 58.3 64.4 45.0 30.0	May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May   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   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	May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun   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   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	May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul   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   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	May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug   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   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	May Jun Jul Aug Sep Oct Nov Dec Jun Feb Mar Apr May Jun Jul Aug Sep   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   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

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

Rui	nning 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								
ADIX	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

Rui	nning 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							
IVEAL VIV	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																	
Cuppiy	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								

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
Revenue				20	20								20	021				
Nevellue	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct

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

Oct

Oct

19

1570

93.0

Ru	nning 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									
revenue	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		

Jan

19

1570

93.0

19

1570

93.0

19

1570

93.0

Dec

19

1570

93.0

	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

Ru	nning 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

A blank	row	indicates	insufficient	data

Census Props

Census Rooms

Jun

19

19

1570

93.0

19

Census %

% Rooms Participants

2021 © Costar Group. 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 action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR".

19

1570

93.0

2021

2021

19

1570

93.0

19

1570

93.0

19

19

1570

93.0

19

1570

### Tab 3 - Response McKinney, TX+

McKinney CVB

For the Month of October 2021

							201	9							202	20							2	021						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms Rms		F	ИΑ	M .	JJ	A	s o	N I	o J	FN	1 A	м .	JJ	A	s c	N	D J	F	М	A M	J	JF	s	O N D
53019	Americas Best Value Inn McKinney	McKinney, TX	75069	Dec 2003	Jun 2000	26																					$\Pi$			
44347	Best Western Plus McKinney Inn & Suites	McKinney, TX	75069	Jan 2011	Mar 2002	68	•	• •	•	• •	•	•	•	•	•	•	•	• •	•		• •	•	• •	•	• •	•	•	• •	•	•
29753	Closed - Budget Motel	McKinney, TX	75069	Jan 2009	Jun 1974	0																								
59429	Grand Hotel McKinney	McKinney, TX	75069	Apr 2007	Apr 2007	46																								
63863	Hampton by Hilton Inn & Suites McKinney	McKinney, TX	75069	Jun 2015	Jun 2015	79	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•		• •	•	• •	•	• •	•		• •	•	•
16357	McKinney Inn	McKinney, TX	75069	Jun 1952	Jun 1952	38																								
44297	Motel 6 McKinney	McKinney, TX	75069	Mar 2002	Mar 2002	58	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•		• •	•	• •	•	• •	•		• •	•	•
63134	TownePlace Suites Dallas McKinney	McKinney, TX	75069	Feb 2016	Feb 2016	88	•	• •	•	•	•	•	•	•	•	•	•	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•
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	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•		• •	•	• •	•	• •	•		• •	•	•
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	•	• 0	•	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	Red Roof Inn McKinney	McKinney, TX	75070	Jun 2021	Feb 1981	100	•	• •	•	• •	•	•	•	•	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	• •	•	•
63529	Sheraton Hotel McKinney	McKinney, TX	75070	Feb 2015	Feb 2015	187	•	• •	•	•	•	•	•	• •	•	•	•	0	•		• •	•	• •	•	•	•	•	• •	•	•
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	•	• •	•	•	•	•	•	•	•	•	•	•	•	0	0 0	0	0 0	0	0 0	0	0	0	•	•
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																								
75960	Fairfield Inn & Suites Dallas McKinney	McKinney, TX	75071		U/C	109																								
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	• •	•	• •	•	•	•	•	• •	•	•
	-		Total Prope	erties:	22	1763	0	- Mo	nthly	data	rece	ived	by ST	R																

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

A blank row indicates insufficient data.

2021 © Costar Group. 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: 2021 STR, LLC / STR Global, Ltd. trading as "STR".

Monthly and daily data received by STR

McKinney CVB

For the month of: October 2021

		Current Month - October 2021 vs October 2020														
	Осс	%	ADI	₹	RevP	AR	Percent Change from October 2020									
	2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold				
	2021	2020	2021	2020	2021	2020	Occ	ADK	REVEAR	Nev	Avaii	Joiu				
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				
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				
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				
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				

			Yea	ar to Date - Od	ctober 2021	l vs Octo	ber 202	0			
Occ	: %	AD	R	RevP	AR		Percen	t Change	from YT	D 2020	
2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
52.8	36.1	95.33	87.19	50.34	31.44	46.4	9.3	60.1	69.8	6.1	55.3
53.0	35.8	117.93	115.28	62.44	41.28	47.9	2.3	51.3	83.2	21.1	79.0
64.1	44.4	83.80	82.82	53.69	36.73	44.4	1.2	46.2	49.8	2.5	48.0
65.2	50.2	82.96	72.85	54.10	36.56	29.9	13.9	48.0	48.0	0.0	29.9

Participation									
Prope	erties	Roc	oms						
ensus	Sample	Census	Sample						
10	10	1330	1330						
26	25	3763	3753						
57	54	7144	6895						
19	16	1570	1460						



# How can we assist you?

#### Glossary:

For all STR definitions, please visit 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.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.