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# McKinney CVB

For the Month of November 2022



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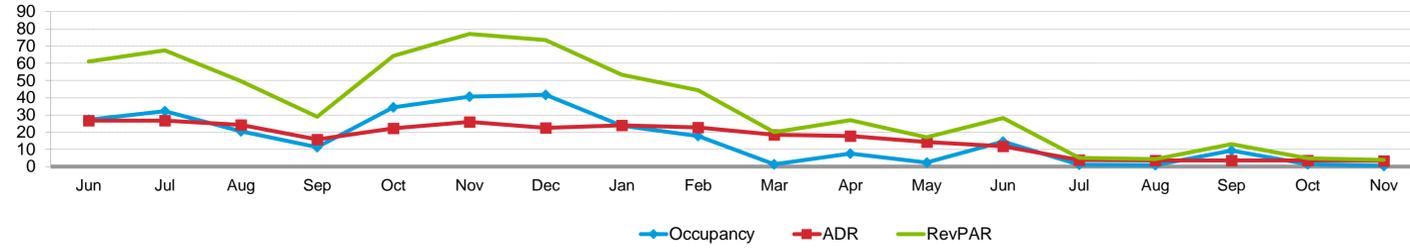
Tab 2 - Trend McKinney, TX+

Currency: USD - US Dollar

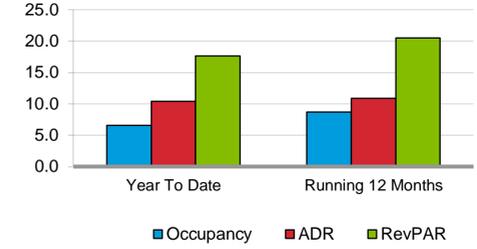
McKinney CVB

For the Month of November 2022

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2021								2022									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	66.9	70.5	63.2	62.8	70.5	68.5	63.7	61.6	69.7	70.9	73.0	73.4	76.7	71.3	63.7	68.6	71.4	68.8
Last Year	52.6	53.3	52.4	56.4	52.5	48.7	45.0	49.8	59.2	70.0	67.8	71.7	66.9	70.5	63.2	62.8	70.5	68.5
Percent Change	27.3	32.1	20.5	11.2	34.4	40.6	41.7	23.6	17.7	1.3	7.7	2.3	14.6	1.2	0.9	9.2	1.3	0.5

ADR	2021								2022									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	89.12	90.70	86.10	87.99	90.10	87.71	83.95	83.22	88.13	89.95	92.99	97.28	99.72	94.12	89.09	91.05	93.33	90.68
Last Year	70.40	71.58	69.33	75.96	73.74	69.63	68.59	67.12	71.78	75.93	78.89	85.11	89.12	90.70	86.10	87.99	90.10	87.71
Percent Change	26.6	26.7	24.2	15.8	22.2	26.0	22.4	24.0	22.8	18.5	17.9	14.3	11.9	3.8	3.5	3.5	3.6	3.4

RevPAR	2021								2022									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	59.64	63.91	54.38	55.23	63.54	60.04	53.52	51.23	61.41	63.76	67.83	71.37	76.49	67.09	56.78	62.44	66.66	62.36
Last Year	37.01	38.17	36.35	42.87	38.70	33.91	30.85	33.42	42.51	53.15	53.46	61.03	59.64	63.91	54.38	55.23	63.54	60.04
Percent Change	61.2	67.4	49.6	28.8	64.2	77.1	73.4	53.3	44.5	20.0	26.9	16.9	28.2	5.0	4.4	13.0	4.9	3.9

Supply	2021								2022									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	47,100	48,670	48,670	47,100	48,670	47,100	48,670	51,925	46,900	51,925	50,250	51,925	50,250	51,925	51,925	50,250	51,925	50,250
Last Year	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	47,100
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7

Demand	2021								2022									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	31,520	34,296	30,742	29,564	34,324	32,240	31,026	31,968	32,681	36,804	36,658	38,094	38,541	37,012	33,091	34,458	37,086	34,559
Last Year	24,762	25,953	25,517	26,582	25,542	22,936	21,895	24,233	26,033	34,066	31,916	34,897	31,520	34,296	30,742	29,564	34,324	32,240
Percent Change	27.3	32.1	20.5	11.2	34.4	40.6	41.7	31.9	25.5	8.0	14.9	9.2	22.3	7.9	7.6	16.6	8.0	7.2

Revenue	2021								2022									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	2,809,207	3,110,726	2,646,782	2,601,404	3,092,687	2,827,818	2,604,683	2,660,364	2,880,125	3,310,577	3,408,688	3,705,645	3,843,390	3,483,559	2,948,111	3,137,390	3,461,257	3,133,676
Last Year	1,743,153	1,857,801	1,768,997	2,019,082	1,883,561	1,597,147	1,501,705	1,626,410	1,868,618	2,586,597	2,517,839	2,970,088	2,809,207	3,110,726	2,646,782	2,601,404	3,092,687	2,827,818
Percent Change	61.2	67.4	49.6	28.8	64.2	77.1	73.4	63.6	54.1	28.0	35.4	24.8	36.8	12.0	11.4	20.6	11.9	10.8

Census %	2021								2022									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	19	19	19	19	19	19	19	20	20	20	20	20	20	20	20	20	20	20
Census Rooms	1570	1570	1570	1570	1570	1570	1570	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675	1675
% Rooms Participants	93.0	93.0	88.2	93.0	93.0	93.0	93.0	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4	93.4

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# Tab 4 - Multi-Segmt: McKinney CVB

Currency: USD - US Dollar

McKinney CVB  
For the Month of November 2022

Segment	November 2022												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	48.8	9.7	0.0	58.5	109.72	117.42	0.00	110.99	53.53	11.35	0.00	64.88	6.2	-18.2	0.0	1.2	7.8	14.9	0.0	8.9	14.5	-6.1	0.0	10.3
Frisco, TX+	46.4	19.7	0.0	66.1	137.11	152.30	99.38	141.61	63.56	30.00	0.04	93.60	7.8	29.9	-85.6	13.0	9.0	4.7	54.2	8.4	17.5	35.9	-77.9	22.6
Plano, TX+	54.6	12.7	0.0	67.3	102.73	132.14	74.94	108.26	56.12	16.74	0.01	72.88	-1.1	2.9	-86.3	-0.5	13.1	18.4	617.1	14.6	11.9	21.8	-2.0	14.0

Segment	Year To Date												Percent Change											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR				RevPAR			
	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total	Trans.	Grp.	Cont.	Total
Allen, TX+	49.0	10.8	0.0	59.8	109.43	122.19	0.00	111.73	53.62	13.14	0.00	66.76	8.5	33.0	0.0	12.2	13.9	28.3	0.0	16.4	23.5	70.7	0.0	30.6
Frisco, TX+	45.6	18.2	0.1	63.8	137.92	153.55	70.14	142.33	62.84	28.00	0.04	90.87	10.5	54.1	-88.5	19.4	18.4	17.3	-19.1	19.2	30.9	80.9	-90.7	42.2
Plano, TX+	57.6	12.6	0.0	70.1	99.58	129.66	74.94	104.97	57.32	16.30	0.00	73.62	4.4	49.6	-99.8	9.0	19.9	28.1	58.2	23.5	25.2	91.7	-99.7	34.6

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# Tab 5 - Multi-Segment: McKinney CVB

Currency: USD - US Dollar

McKinney CVB

For the month of: November 2022

	Current Month - November 2022 vs November 2021												Year to Date - November 2022 vs November 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
McKinney, TX+	68.8	68.5	90.68	87.71	62.36	60.04	0.5	3.4	3.9	10.8	6.7	7.2	69.9	65.6	92.01	83.35	64.30	54.65	6.6	10.4	17.7	25.5	6.7	13.7	20	17	1675	1565
Tier 1+	67.7	70.3	113.99	109.98	77.22	77.36	-3.7	3.7	-0.2	16.1	16.3	12.0	67.9	65.6	116.17	105.24	78.86	69.05	3.5	10.4	14.2	32.9	16.3	20.4	7	6	748	702
Tier 2+	62.8	66.6	90.18	92.50	56.60	61.60	-5.8	-2.5	-8.1	-8.1	0.0	-5.8	64.9	61.6	95.35	88.58	61.84	54.60	5.2	7.6	13.3	13.3	0.0	5.2	5	5	378	378
City of Georgetown, TX+	75.7	64.8	115.07	108.99	87.11	70.62	16.8	5.6	23.4	23.4	0.0	16.8	70.7	65.8	113.27	96.85	80.11	63.70	7.5	17.0	25.8	25.8	0.0	7.5	11	10	940	917
City of Edmond, OK+	57.6	60.2	79.15	75.61	45.63	45.55	-4.3	4.7	0.2	0.2	0.0	-4.3	61.8	61.0	80.80	73.42	49.97	44.75	1.4	10.1	11.6	11.6	0.0	1.4	15	9	1138	838
City of Allen, TX+	58.5	57.8	110.99	101.88	64.88	58.84	1.2	8.9	10.3	10.3	0.0	1.2	59.8	53.3	111.73	95.97	66.76	51.11	12.2	16.4	30.6	30.6	0.0	12.2	10	10	1330	1330
City of Plano, TX+	67.3	67.7	108.26	94.45	72.88	63.93	-0.5	14.6	14.0	15.7	1.5	0.9	70.1	64.3	104.97	85.00	73.62	54.69	9.0	23.5	34.6	34.3	-0.2	8.8	58	54	7199	6754
City of Frisco, TX+	66.1	58.5	141.61	130.60	93.60	76.37	13.0	8.4	22.6	22.9	0.3	13.3	63.8	53.5	142.33	119.45	90.87	63.89	19.4	19.2	42.2	43.3	0.7	20.3	28	27	3785	3775

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# Tab 10 - Response Plano, TX+: McKinney CVB

McKinney CVB  
 For the Month of November 2022

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2020												2021												2022											
								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
								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.

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