Date Created: Aug 16, 2021

McKinney CVB

For the Month of July 2021

Table Of Contents		
Trend McKinney, TX+		
Response McKinney, TX+		
Multi-Segment		
Help		



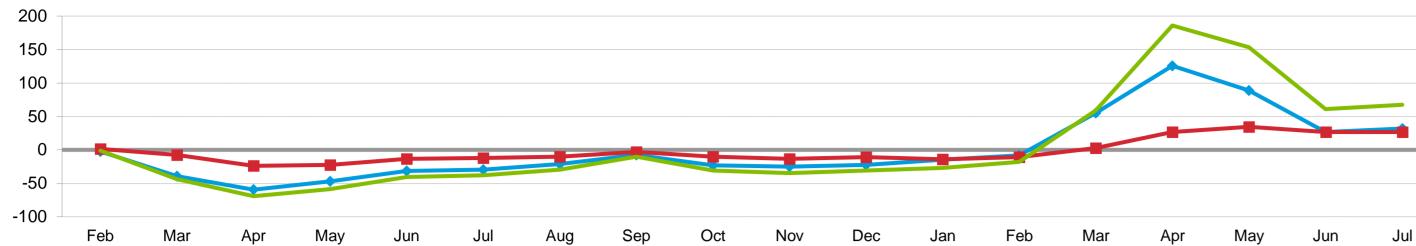
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4

For the Month of July 2021

Monthly Percent Change

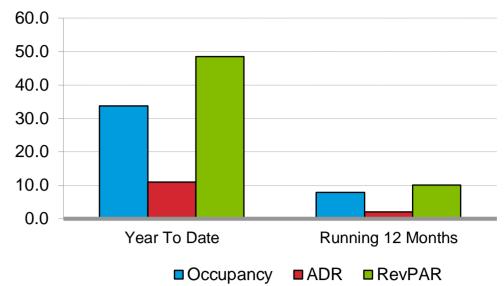


						2020									2021					Year To Date		Ru	nning 12 Months	;
Occupancy (%)	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	2019	2020	2021	2019	2020	2021
This Year	64.4	45.0	30.0	38.0	52.6	53.3	52.3	56.3	52.3	48.7	45.1	49.7	59.2	69.9	67.6	71.6	66.8	70.3	71.2	48.6	65.1	69.1	54.8	59.1
Last Year	66.0	74.2	74.1	71.8	76.6	75.4	66.3	60.8	67.9	65.0	58.0	58.3	64.4	45.0	30.0	38.0	52.6	53.3	70.9	71.2	48.6	70.5	69.1	54.8
Percent Change	-2.4	-39.4	-59.6	-47.1	-31.4	-29.3	-21.1	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	0.5	-31.7	33.8	-2.0	-20.7	7.8
						2020									2021					Year To Date		Bu	nning 12 Months	
ADR	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	2019	2020	2021	2019	2020	2021
This Year	80.54	74.19	62.36	63.38	70.40	71.58	69.52	76.14	73.96	69.59	68.53	67.19	71.84	76.01	79.00	85.22	89.29	90.83	80.67	72.75	80.71	80.35	75.89	77.47
Last Year	79.38	80.49	81.94	81.50	81.36	81.29	77.59	78.73	82.31	80.35	76.86	78.27	80.54	74.19	62.36	63.38	70.40	71.58	81.59	80.67	72.75	81.03	80.35	75.89
Percent Change	1.5	-7.8	-23.9	-22.2	-13.5	-11.9	-10.4	-3.3	-10.1	-13.4	-10.8	-14.2	-10.8	2.5	26.7	34.4	26.8	26.9	-1.1	-9.8	10.9	-0.8	-5.5	2.1
												1												
RevPAR						2020									2021					Year To Date		Ru	nning 12 Months	5
	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	2019	2020	2021	2019	2020	2021
This Year	51.83	33.36	18.69	24.06	37.01	38.17	36.36	42.87	38.71	33.92	30.88	33.38	42.50	53.13	53.43	61.00	59.61	63.88	57.46	35.38	52.52	55.54	41.62	45.81
Last Year	52.36	59.72	60.72	58.51	62.36	61.30	51.44	47.90	55.93	52.22	44.58	45.67	51.83	33.36	18.69	24.06	37.01	38.17	57.81	57.46	35.38	57.16	55.54	41.62
Percent Change	-1.0	-44.1	-69.2	-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	-0.6	-38.4	48.4	-2.8	-25.1	10.1
Cumple						2020									2021					Year To Date		Ru	nning 12 Months	;
Supply	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	2019	2020	2021	2019	2020	2021
This Year	43,960	48,670	47,100	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	286,973	332,840	332,840	491,687	569,175	573,050
Last 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	283,656	286,973	332,840	488,308	491,687	569,175
Percent Change	17.3	17.3	17.3	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	1.2	16.0	0.0	0.7	15.8	0.7
												1												
Demand						2020									2021					Year To Date			nning 12 Months	
	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	2019	2020	2021	2019	2020	2021
This Year		21,886	14,116	18,478	24,762	25,953	25,454	26,522	25,473	22,958	21,929	24,184	26,004	34,018	31,857	34,841	31,443	34,228	204,418	161,882	216,575	339,863	312,144	338,911
Last Year		30,778	29,741	29,780	30,763	33,779	29,699	28,657	33,070	30,610	28,226	28,396	28,291	21,886	14,116	18,478	24,762	25,953	200,988	204,418	161,882	344,439	339,863	312,144
Percent Change	14.5	-28.9	-52.5	-38.0	-19.5	-23.2	-14.3	-7.5	-23.0	-25.0	-22.3	-14.8	-8.1	55.4	125.7	88.6	27.0	31.9	1.7	-20.8	33.8	-1.3	-8.2	8.6
Revenue						2020									2021					Year To Date		Ru	nning 12 Months	;
Nevenue	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul	2019	2020	2021	2019	2020	2021
This Year	2,278,514	1,623,721	880,303	1,171,182	1,743,152	1,857,801	1,769,631	2,019,267	1,883,991	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	16,490,576	11,777,223	17,480,559	27,307,754	23,688,911	26,253,81
Last Year	1,961,539	2,477,270	2,437,126	2,426,928	2,502,974	2,746,053	2,304,209	2,256,167	2,722,152	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	16,397,767	16,490,576	11,777,223	27,911,304	27,307,754	23,688,91
Percent Change	16.2	-34.5	-63.9	-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	0.6	-28.6	48.4	-2.2	-13.3	10.8
a						2020									2021									
Census %	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Мау	Jun	Jul						
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	85.0	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	93.0						

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o Mar Apr May Jun Jul	С	Mar	Apr	May	Jun	Jul
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Tab 3 - Response McKinney, TX+

McKinney CVB

For the Month of July 2021

								2019	2019							2020				2021										
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	JF	= м	A	мJ	J	A S	0	N D	JF	м	A M	J.	JA	s o	N	DJ	FN	/ A	м.	l l	Α	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 - 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		• •	•	•	• •	•	• •	• •	•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	•			
75644	Autograph Collection Dallas McKinney	McKinney, TX	75070		U/C	285																								
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	•	•	•	• •	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	• •	•			
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							0	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	• •	•			
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			
69937	Tru by Hilton McKinney	McKinney, TX	75070		U/C	84																								
75960	Fairfield Inn & Suites Dallas McKinney	McKinney, TX	75071		U/C	105																								
57417	WoodSpring Suites McKinney	McKinney, TX	75071	Dec 2016	Feb 2008	121		• •	•	•	• •	•	• •	• •	•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	•			
		Total Properties: 23 2044											ed by			стр														
							 - 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

McKinney CVB

For the month of: July 2021

	Current Month - July 2021 vs July 2020														Year to Date - July 2021 vs July 2020													
	Occ	Occ %		र	RevPAR		Percent Change from July 2020					Occ %		AD	ADR RevPAR		AR	Percent Change from YTD 2020						Prope	rties	Roor	ns	
										Room	Room	Room										Room		Room				
	2021	2020	2021	2020	2021	2020	Осс	ADR	RevPAR	Rev	Avail	Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
Allen, TX+	58.9	36.1	107.18	78.28	63.12	28.25	63.2	36.9	123.5	140.7	7.7	75.8	52.8	36.2	93.59	91.74	49.44	33.18	46.1	2.0	49.0	60.5	7.7	57.3	10	10	1330	1330
Frisco, TX+	60.8	29.8	128.00	96.09	77.88	28.62	104.3	33.2	172.1	215.7	16.0	137.0	52.3	36.5	115.25	123.92	60.25	45.19	43.4	-7.0	33.3	68.6	26.5	81.3	26	25	3763	3753
Plano, TX+	72.3	40.8	91.64	71.79	66.23	29.32	77.0	27.6	125.9	125.9	0.0	77.0	63.6	45.2	81.21	87.99	51.68	39.76	40.8	-7.7	30.0	33.8	2.9	45.0	56	54	7047	6870

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