

SCORE CARD July 2026



THE BIG 3

- Hotel and motel performance remained strong in July, with occupancy increasing 5.6% and revenue per available room increasing 3.9% year-over-year.
- Direct visitor guide requests surged in July with the release of our new Visitor Guide, and distributing for Canoe Journey, bringing year-to-date requests to 5,569 and surpassing the annual goal.
- Meetings/tour and travel activity continued to build, with year-to-date leads reaching 7, or 70% of the annual goal, alongside 2,833 lead room nights.

ACCOMMODATIONS

Hotel and motel performance remained strong in July, with occupancy and revenue per available room increasing year-over-year, while average daily rate remained relatively steady. Short-term rentals posted gains in average daily rate and revenue per available rental, while occupancy remained below last year.

HOTELS/MOTELS¹

Available Rooms ¹		July/ YTD Actual	
2026		2,574	
2025		2,698	
2026/2025 % Change		-4.6%	
Occupancy (%)		July Actual	YTD Actual
2026		81.5%	72.1%
2025		77.2%	68.4%
2026/2025 % Change		5.6%	5.5%
Average Daily Rate (\$)		July Actual	YTD Actual
2026		\$165.69	\$157.16
2025		\$166.84	\$153.38
2026/2025 % Change		-0.7%	2.5%
Revenue per Available Room (\$)		July Actual	YTD Actual
2026		\$135.04	\$113.52
2025		\$129.94	\$106.21
2026/2025 % Change		3.9%	6.9%

SHORT TERM RENTALS

Available Rentals		July/ YTD Actual	
2026		526	
2025		515	
2026/2025 % Change		2.1%	
Occupancy (%)		July Actual	YTD Actual
2026		77.0%	63.8%
2025		79.8%	66.5%
2026/2025 % Change		-3.5%	-4.1%
Average Daily Rate (\$)		July Actual	YTD Actual
2026		\$202.46	\$155.54
2025		\$179.83	\$145.92
2026/2025 % Change		12.6%	6.6%
Revenue per Available Rental		July Actual	YTD Actual
2026		\$155.90	\$101.54
2025		\$143.54	\$98.36
2026/2025 % Change		8.6%	3.2%

¹ Red Lion Inn & Suites closed at the end of October 2025 and will be rebranding to Hampton Inn by Hilton Olympia. At this time, it is unknown when this property will reopen.

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MARKETING

Marketing performance continued to show strong year-to-date growth in July. Unique web visits remained ahead of last year, consumer e-newsletter subscribers remained above the annual goal, and direct visitor guide requests surpassed the annual goal following significant growth during the month. New social media audience growth also remained ahead of last year's year-to-date pace.

Unique Web Visits	July Actual	YTD Actual
2026	47,397	282,233
2025	52,862	247,302
2026/2025 % Change (Measurement towards goal)	-10.3%	14.1%

July YTD Performance: 282,233
Annual Goal: 471,478 (60% to Goal)

Consumer E-Newsletter Subscribers	July/ YTD Actual
2026	15,414
2025	13,476
2026/2025 % Change (Measurement towards goal)	14.4%

July YTD Performance: 15,194
Annual Goal: 15,106 (102% to Goal)

Earned Media Placements	July Actual	YTD Actual
2026	2	20
2025	8	52
2026/2025 % Change (Measurement towards goal)	-75.0%	-61.5%

July YTD Performance: 20
Annual Goal: 90 (22% to Goal)

New Social Media Audience	July Actual	YTD Actual
2026	293	2,229
2025	469	2,367
2026/2025 % Change (Measurement towards goal)	-37.5%	-5.8%

July YTD Performance: 2,229
Annual Goal: 4,425 (50% to Goal)

Direct Visitor Guide Requests	July Actual	YTD Actual
2026	2,992	5,569
2025	379	3,044
2026/2025 % Change (Measurement towards goal)	689.4%	83.0%

July YTD Performance: 5,569
Annual Goal: 5,423 (103% to Goal)

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



Learn Tourism Blog



Learn Tourism Podcast

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SALES

Meetings/tour and travel activity continued to build in July, with two new leads generating 660 lead room nights and bringing year-to-date leads to 7. One additional booking was secured during the month. Sports activity also added one lead and one booking, generating 175 booked room nights.

MEETINGS/TOUR & TRAVEL²

Leads	July Actual	YTD Actual
2026	2	7
2025	0	2
2026/2025 % Change (Measurement towards goal)	0%	250.0%

July YTD Performance: 7
Annual Goal: 10 (70% to Goal)

Lead Room Nights	July Actual	YTD Actual
2026	660	2,833
2025	0	0
2026/2025 % Change (Measurement towards goal)	0%	0%

July YTD Performance: 2,833
Annual Goal: 85 (3333% to Goal)

Booked Leads	July Actual	YTD Actual
2026	1	4
2025	0	4
2026/2025 % Change (Measurement towards goal)	0%	0%

July YTD Performance: 4
Annual Goal: 8 (50% to Goal)

Booked Room Nights	July Actual	YTD Actual
2026	2	801
2025	0	77
2026/2025 % Change (Measurement towards goal)	0%	940.3%

July YTD Performance: 801
Annual Goal: 85 (942% to Goal)

SPORTS

Leads	July Actual	YTD Actual
2026	1	5
2025	0	5
2026/2025 % Change (Measurement towards goal)	0%	0%

July YTD Performance: 5
Annual Goal: 11 (46% to Goal)

Lead Room Nights	July Actual	YTD Actual
2026	0	2,309
2025	0	3,480
2026/2025 % Change (Measurement towards goal)	0%	-33.6%

July YTD Performance: 2,309
Annual Goal: 6,017 (38% to Goal)

Booked Leads	July Actual	YTD Actual
2026	1	4
2025	0	7
2026/2025 % Change (Measurement towards goal)	0%	-42.9%

July YTD Performance: 4
Annual Goal: 15 (27% to Goal)

Booked Room Nights	July Actual	YTD Actual
2026	175	650
2025	1,350	4,090
2026/2025 % Change (Measurement towards goal)	-87.0%	-84.1%

July YTD Performance: 650
Annual Goal: 6,841 (10% to Goal)

² Meeting leads and bookings are down due to changes in meeting space inventory.

BOOKINGS

- WIAA 3A Girls Fastpitch Softball 2026/27 (Regional Athletic Complex)

LOST BUSINESS

None



CANCELLATIONS

None



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Definitions: Key Performance Indicators

Available Rooms/Rentals (room/rental supply) – The number of rooms/rentals multiplied by the number of days in a specific time period.

Average Daily Rate (ADR) – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. Indicates average price that guests are willing to pay for their lodging, and overall value perception.

Booked Leads – A future event that is contracted by planner with a venue, hotel or service provider.

Booked Room Nights – Confirmed Hotel Room Nights from a sales booking at a Thurston County hotel.

Consumer E-Newsletter Subscribers – Individuals who signed up to receive Experience Olympia's monthly e-newsletter.

Direct Visitor Guide Requests – The number of visitor guides distributed either directly to consumers via the mail, digital downloads on experienceolympia.com and individual bulk requests.

Earned Media Placements – Publicity or exposure gained from methods other than paid advertising.

Lead Room Nights – Estimated Hotel Room Nights for Thurston County hotels from a sales lead.

Leads – An inquiry for space (either sports or meetings) by a meeting planner or event organizer that the DMO has qualified to meet the planner's criteria and that requires at least 10 hotel guest rooms. Leads can also include conference services, such as catering or transportation.

New Social Media Audiences – Individuals who follow/like Experience Olympia & Beyond related pages on Facebook, and Instagram.

Occupancy – Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. Indicates demand for lodging.

Revenue Per Available Room/Rental (RevPAR) – Total room/rental revenue divided by the total number of available rooms/rentals. Indicates ability to fill rooms/rentals at an average rate, and overall health of lodging.

Unique Web Visits – A person who has visited experienceolympia.com at least once and is counted only once in the reporting time period.