

# SCORE CARD January 2026



## THE BIG 3

- January hotel and motel occupancy rates saw an increase year-over-year, while short term rental occupancy rates saw a slight decrease.
- Unique web visits for the month were up year-over-year (65%) due to implementation of Google Ads, SEO, use of large language models, among other marketing tactics.
- Two sport event leads were sent this month, with a combined lead room night of 125.

## ACCOMMODATIONS

Hotel/motel occupancy, average daily rate, and revenue per available room were all up year-over-year, with available rooms being down slightly due to the closure of Red Lion Inn & Suites, which is currently under renovation. Short term rentals saw mixed results with availability and average daily rate seeing a positive trend.

### HOTELS/MOTELS<sup>1</sup>

Available Rooms <sup>1</sup>	January/ YTD Actual	
2026	2,575	
2025	2,698	
2026/2025 % Change	-4.6%	

Occupancy (%)	January Actual	YTD Actual
2026	63.8%	63.8%
2025	59.3%	59.3%
2026/2025 % Change	7.6%	7.6%

Average Daily Rate (\$)	January Actual	YTD Actual
2026	\$148.58	\$148.58
2025	\$145.47	\$145.47
2026/2025 % Change	2.1%	2.1%

Revenue per Available Room (\$)	January Actual	YTD Actual
2026	\$94.44	\$94.44
2025	\$86.19	\$86.19
2026/2025 % Change	9.6%	9.6%

### SHORT TERM RENTALS

Available Rentals	January/ YTD Actual	
2026	444	
2025	436	
2026/2025 % Change	1.8%	

Occupancy (%)	January Actual	YTD Actual
2026	51.8%	51.8%
2025	56.1%	56.1%
2026/2025 % Change	-7.7%	-7.7%

Average Daily Rate (\$)	January Actual	YTD Actual
2026	\$122.98	\$122.98
2025	\$121.79	\$121.79
2026/2025 % Change	1.0%	1.0%

Revenue per Available Rental	January Actual	YTD Actual
2026	\$63.76	\$63.76
2025	\$68.27	\$68.27
2026/2025 % Change	-6.6%	-6.6%

<sup>1</sup> 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.

### MARKETING

The following marketing metrics saw positive year-over-year results: unique web visits (65%), new social media audience (11%), and consumer e-newsletter subscribers (6.5%).

Unique Web Visits	January Actual	YTD Actual
2026	42,533	42,533
2025	25,778	25,778
2026/2025 % Change (Measurement towards goal)	65.0%	65.0%

January YTD Performance: 42,533  
Annual Goal: 471,478 (9% to Goal)

Consumer E-Newsletter Subscribers	January/ YTD Actual
2026	13,784
2025	12,948
2026/2025 % Change (Measurement towards goal)	6.5%

January YTD Performance: 13,784  
Annual Goal: 15,106 (91% to Goal)

Earned Media Placements	January Actual	YTD Actual
2026	2	2
2025	10	10
2026/2025 % Change (Measurement towards goal)	-80.0%	-80.0%

January YTD Performance: 2  
Annual Goal: 90 (2% to Goal)

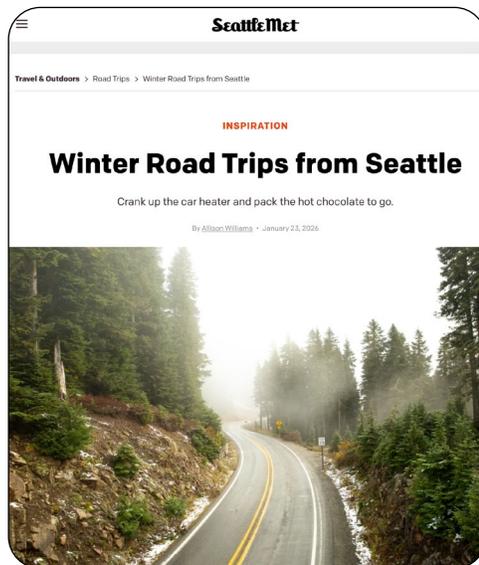
New Social Media Audience	January Actual	YTD Actual
2026	271	271
2025	244	244
2026/2025 % Change (Measurement towards goal)	11.1%	11.1%

January YTD Performance: 271  
Annual Goal: 4,425 (6% to Goal)

Direct Visitor Guide Requests	January Actual	YTD Actual
2026	371	371
2025	579	579
2026/2025 % Change (Measurement towards goal)	-35.9%	-35.9%

January YTD Performance: 371  
Annual Goal: 5,423 (7% to Goal)

### KEY ARTICLES PUBLISHED/INFLUENCER POSTS



SeattleMet.com  
January 23, 2026



Northwest Travel & Life  
January/February 2026 Print

### SALES

Two sports leads were sent in January, and one lead was booked, with 80 room nights.

#### MEETINGS/TOUR & TRAVEL<sup>2</sup>

Leads	January Actual	YTD Actual
2026	0	0
2025	0	0
2026/2025 % Change (Measurement towards goal)	0.0%	0.0%

January YTD Performance: 0  
Annual Goal: 10 (0% to Goal)

Lead Room Nights	January Actual	YTD Actual
2026	0	0
2025	0	0
2026/2025 % Change (Measurement towards goal)	0.0%	0.0%

January YTD Performance: 0  
Annual Goal: 85 (0% to Goal)

Booked Leads	January Actual	YTD Actual
2026	0	0
2025	2	2
2026/2025 % Change (Measurement towards goal)	-100.0%	-100.0%

January YTD Performance: 0  
Annual Goal: 8 (0% to Goal)

Booked Room Nights	January Actual	YTD Actual
2026	0	0
2025	47	47
2026/2025 % Change (Measurement towards goal)	-100.0%	-100.0%

January YTD Performance: 0  
Annual Goal: 85 (0% to Goal)

#### SPORTS

Leads	January Actual	YTD Actual
2026	2	2
2025	0	0
2026/2025 % Change (Measurement towards goal)	0.0%	0.0%

January YTD Performance: 2  
Annual Goal: 11 (18% to Goal)

Lead Room Nights	January Actual	YTD Actual
2026	125	125
2025	0	0
2026/2025 % Change (Measurement towards goal)	0.0%	0.0%

January YTD Performance: 125  
Annual Goal: 6,017 (2% to Goal)

Booked Leads	January Actual	YTD Actual
2026	1	1
2025	0	0
2026/2025 % Change (Measurement towards goal)	100.0%	100.0%

January YTD Performance: 1  
Annual Goal: 15 (7% to Goal)

Booked Room Nights	January Actual	YTD Actual
2026	80	80
2025	0	0
2026/2025 % Change (Measurement towards goal)	100.0%	100.0%

January YTD Performance: 80  
Annual Goal: 6,841 (1% to Goal)

<sup>2</sup> Meeting leads and bookings are down due to changes in meeting space inventory.

#### BOOKINGS

- 2026 Pacific Rim Collegiate Cyber Defense Competition (Holiday Inn Express & Suites Lacey, Holiday Inn Express & Suites Tumwater, La Quinta Inn & Suites Tumwater & Spark by Hilton Tumwater)

#### LOST BUSINESS

None

#### CANCELLATIONS

None

### 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.

**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.

**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.

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

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

**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.

