

August YTD travel industry key performance indicators continued to see mixed results over last year.



THURSTON COUNTY ACCOMMODATIONS

HOTELS/MOTELS¹

| Available Rooms | August/YTD Actual |
|--------------------|-------------------|
| 2025 | 2,698 |
| 2024 | 2,639 |
| 2025/2024 % Change | 2.2% |

| Occupancy (%) | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 79.0% | 69.7% |
| 2024 | 80.7% | 73.3% |
| 2025/2024 % Change (Measurement towards goal) | -2.1% | -4.9% |

August YTD Performance: 69.7% Annual Goal: 68.2% (102% to Goal)

| Average Daily Rate (\$) | August Actual | YTD Actual |
|-------------------------|---------------|------------|
| 2025 | \$172.10 | \$155.72 |
| 2024 | \$173.54 | \$155.36 |
| 2025/2024 % Change | -0.8% | 0.2% |

| Revenue per Available Room (\$) | August Actual | YTD Actual |
|---------------------------------|---------------|------------|
| 2025 | \$136.78 | \$110.03 |
| 2024 | \$140.87 | \$115.27 |
| 2025/2024 % Change | -2.9% | -4.5% |

¹ Inventory change due to the following openings: Spark by Hilton in October 2024 and Holiday Inn Express & Suites Tumwater in December 2024.

HIGHLIGHTS

August 2025 occupancy rate was down compared to monthly and Year to Date (YTD) occupancy levels in 2024. Average Daily Rate (ADR) declined slightly for the month of August but was flat compared to 2024 YTD figures. These trends are also being seen nationally.

MARKETING

| Unique Web Visits ² | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 37,017 | 284,319 |
| 2024 | 39,159 | 268,509 |
| 2025/2024 % Change (Measurement towards goal) | -5.5% | 5.9% |

August YTD Performance: 284,319 Annual Goal: 413,507 (69% to Goal)

| Consumer E-Newsletter Subscribers ³ | August/ YTD Actual |
|---|-----------------------|
| 2025 | 13,530 |
| 2024 | 12,482 |
| 2025/2024 % Change (Measurement towards goal) | 8.4% |

August YTD Performance: 13,530 Annual Goal: 15,681 (86% to Goal)

| Earned Media Placements | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 9 | 61 |
| 2024 | 102 | 213 |
| 2025/2024 % Change (Measurement towards goal) | -91.2% | -71.4% |

August YTD Performance: 61 Annual Goal: 160 (38% to Goal)

| Social Media Audience | August/YTD Actual |
|--|----------------------|
| 2025 | 34,149 |
| 2024 | 30,129 |
| 2025/2024 % Change (Measurement towards goal) | 13.3% |

August YTD Performance: 34,149 Annual Goal: 36,158 (94% to Goal)

| Visitor Guides Distributed ⁴ | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 798 | 3,842 |
| 2024 | 45 | 773 |
| 2025/2024 % Change (Measurement towards goal) | 1673.3% | 397.0% |

August YTD Performance: 3,842 Annual Goal: 1,015 (378% to Goal)

| PR Circulation/Viewership | | August Actual | YTD Actual |
|---|-----|---------------|---------------|
| 2 | 025 | 11,953,918 | 30,720,000 |
| 2 | 024 | 4,577,840 | 1,530,852,666 |
| 2025/2024 % Cha (Measurement towards | | 161.1% | -98.0% |

August YTD Performance: 30,720,000 Annual Goal: 12,778,077 (240% to Goal)

- ² Due to Google's update on search algorithms, we have seen slight implications to website traffic. This update focused on the quality of search engine results (SERPs), and traffic decreases were seen across the majority of all websites.
- ⁵As of July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emais.
- ⁴ As of January 2025, Visitor Guides Distributed includes digital downloads from experienceolympia.com and individual bulk requests. Therefore, it is not directly comparable to 2024.

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



Sunflower Festivals and Fields for Seattle-Area Families
- ParentMap.com
August 1, 2025



Discover related topics

Flights to Redmond Washington
 Relights to Lacey Washington
 Relights to Sequim Washington
 Plights to Lacey Washington
 Relights to Sequim Washington
 Relights to Sequim Washington
 Relights to Sequim Washington

Tour the Olympia Flight Museum

Start your day at the Olympia Flight Museum, where you can explore historical military artifacts, details scale models and an impressive array of vintage planes and helicopters that once ruled the skies.

<u>6 Things to Do in Olympia, Washington—From Wildlife Refuges</u> to a Flight Museum – WomensWorld.com

August 8, 2025

HIGHLIGHTS

- Unique web visits, social media audience, consumer e-newsletter subscribers and visitor guides distributed were up YTD compared to 2024.
- However, unique web visits declined for the month of August compared to the previous year due to the increased usage of Large Language Models (LLMs) such as Chat GPT, and Al overviews in Google.
- Earned media placements, and PR circulation/viewership were down YTD from 2024.



SALES

MEETINGS/TOUR & TRAVEL

| Leads | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 0 | 2 |
| 2024 | 1 | 30 |
| 2025/2024 % Change (Measurement towards goal) | | -93.3% |

August YTD Performance: 2 Annual Goal: 64 (3% to Goal)

| Lead Room Nights | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 0 | 0 |
| 2024 | 20 | 3,017 |
| 2025/2024 % Change (Measurement towards goal) | -100.0% | -100.0% |

August YTD Performance: 0 Annual Goal: 5,164 (0% to Goal)

| Booked Leads | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 0 | 4 |
| 2024 | 1 | 20 |
| 2025/2024 % Change (Measurement towards goal) | -100.0% | -80.0% |

August YTD Performance: 4 Annual Goal: 25 (16% to Goal)

| Booked Room Nights | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 0 | 77 |
| 2024 | 0 | 847 |
| 2025/2024 % Change (Measurement towards goal) | 0.0% | -90.9% |

August YTD Performance: 77 Annual Goal: 1,850 (4% to Goal)

SPORTS

| Leads | | August Actual | YTD Actual |
|-------|--|---------------|------------|
| | 2025 | 3 | 8 |
| | 2024 | 0 | 20 |
| | 2025/2024 % Change (Measurement towards goal) | 100.0% | -60.0% |

August YTD Performance: 8 Annual Goal: 33 (24% to Goal)

| Lead Room Nights | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 2,100 | 5,580 |
| 2024 | 0 | 3,650 |
| 2025/2024 % Change (Measurement towards goal) | 100.0% | 52.9% |

August YTD Performance: 5,580 Annual Goal: 7,881 (71% to Goal)

| Booked Leads | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 0 | 7 |
| 2024 | 0 | 5 |
| 2025/2024 % Change (Measurement towards goal) | 0.00% | 40.0% |

August YTD Performance: 7 Annual Goal: 9 (78% to Goal)

| Booked Room Nights | August Actual | YTD Actual |
|--|---------------|------------|
| 2025 | 0 | 4,090 |
| 2024 | 0 | 1,220 |
| 2025/2024 % Change (Measurement towards goal) | 0.0% | 235.2% |

August YTD Performance: 4,090 Annual Goal: 3,050 (134% to Goal)

HIGHLIGHTS

• There were 3 sports event leads in August 2025.

BOOKINGS

• No lead bookings in August 2025

LOST BUSINESS

• No lost bookings in August 2025.



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 lodaina.

PR Circulation/Viewership – Interactions with Public Relations content for digital, print, and broadcast placements.

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.

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.

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

