



Monarch Sculpture Park - Tenino

SCORE CARD

August 2025

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.

August 2025

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%

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

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

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

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

PR Circulation/Viewership	August Actual	YTD Actual
2025	11,953,918	30,720,000
2024	4,577,840	1,530,852,666
2025/2024 % Change (Measurement towards goal)	161.1%	-98.0%

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SCORE CARD

August 2025

SALES

MEETINGS/TOUR & TRAVEL

Leads	August Actual	YTD Actual
2025	0	2
2024	1	30
2025/2024 % Change (Measurement towards goal)	-100%	-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 lodging.

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.



Olympia Harbor Days