



Tumwater Tree Lighting Festival



# SCORE CARD

December 2025

2025 was a year of transition. The year started out slowly due to a range of factors like the national political climate, inflation, travel costs, and changing algorithms. Therefore, our annual KPI goal performance saw mixed results over last year.

## THE BIG 3

- December hotel and motel performance showed positive year-over-year gains.** Both occupancy and average daily rate increased over last December, setting an optimistic tone for the start of the new year.
- EOB's integrated marketing efforts delivered measurable growth in December.** These tactics contributed to increases in website visits (30.8%), social media likes and followers (12.6%), and consumer e-newsletter subscribers (8.2%).
- 2025 sports event bookings surged compared to last year.** Driven by events such as the 2025 USA Touch Rugby National Championships and American Junior Golf Association Championships (2026-2028), bookings increased 140%, generating 6,515 booked room nights.



Yelm Solstice Walk – Cochrane Memorial Park

## THURSTON COUNTY ACCOMMODATIONS

### HOTELS/MOTELS

| Available Rooms <sup>1</sup> | December/YE Actual |
|------------------------------|--------------------|
| 2025                         | 2,575              |
| 2024                         | 2,698              |
| 2025/2024 % Change           | -4.6%              |

| Occupancy (%)                                    | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 59.8%           | 67.5%     |
| 2024   | 58.3%           | 70.4%     |
| 2025/2024 % Change<br>(Measurement towards goal) | 2.6%            | -4.1%     |

December YE Performance: 67.5%  
Annual Goal: 68.2% (99% to Goal)

| Average Daily Rate (\$) | December Actual | YE Actual |
|-------------------------|-----------------|-----------|
| 2025                    | \$157.57        | \$151.53  |
| 2024                    | \$151.03        | \$150.16  |
| 2025/2024 % Change      | 4.3%            | 0.9%      |

| Revenue per Available Room (\$) | December Actual | YE Actual |
|---------------------------------|-----------------|-----------|
| 2025                            | \$93.35         | \$103.44  |
| 2024                            | \$87.74         | \$106.93  |
| 2025/2024 % Change              | 6.4%            | -3.3%     |

<sup>1</sup> Inventory change due to the Red Lion Inn & Suites closure at the end of October 2025 and rebranding to Hampton Inn by Hilton Olympia. At this time, it is unknown when this property will reopen.

### HIGHLIGHTS

At 67.5%, our 2025 Year-End (YE) hotel occupancy for Thurston County was just shy of our annual goal (99%).

# SCORE CARD

## MARKETING

December 2025

| Unique Web Visits <sup>2</sup>                   | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 47,071          | 440,634   |
| 2024   | 35,986          | 409,107   |
| 2025/2024 % Change<br>(Measurement towards goal) | 30.8%           | 7.7%      |

December YE Performance: 440,634  
Annual Goal: 413,507 (107% to Goal)

| Consumer E-Newsletter Subscribers <sup>3</sup>   | December/YE Actual |
|--|--------------------|
| 2025   | 13,733             |
| 2024   | 12,695             |
| 2025/2024 % Change<br>(Measurement towards goal) | 8.2%               |

December YE Performance: 13,733  
Annual Goal: 15,681 (88% to Goal)

| Earned Media Placements                          | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 2               | 83        |
| 2024   | 7               | 253       |
| 2025/2024 % Change<br>(Measurement towards goal) | -71.4%          | -67.2%    |

December YE Performance: 83  
Annual Goal: 160 (52% to Goal)

| Social Media Audience                            | December/YE Actual |
|--|--------------------|
| 2025   | 35,406             |
| 2024   | 31,442             |
| 2025/2024 % Change<br>(Measurement towards goal) | 12.6%              |

December YE Performance: 35,406  
Annual Goal: 36,158 (98% to Goal)

| Visitor Guides Distributed <sup>4</sup>          | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 382             | 4,716     |
| 2024   | 28              | 923       |
| 2025/2024 % Change<br>(Measurement towards goal) | 1,264.3%        | 410.9%    |

December YE Performance: 4,716  
Annual Goal: 1,015 (465% to Goal)

| PR Circulation/Viewership                        | December Actual | YE Actual     |
|--|-----------------|---------------|
| 2025   | 144,218         | 31,980,844    |
| 2024   | 6,462,127       | 2,381,655,305 |
| 2025/2024 % Change<br>(Measurement towards goal) | -97.8%          | -98.7%        |

December YE Performance: 31,980,844  
Annual Goal: 12,778,077 (250% to Goal)

<sup>2</sup> 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.

<sup>3</sup> As of July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emails.

<sup>4</sup> 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

**Schilter Family Farm**

**Where:** 141 Nisqually Cutoff Road SE, Olympia

**When:** 9 a.m. to dusk daily through Sunday, Dec. 14

A lighted nativity scene is part of the holiday fun at Schilter Family Farm.

You can cut down your own Christmas tree at the farm or choose from freshly-cut options, plus visit with Santa Claus, depending on the day and time you stop by.



Crowds gathered to watch the ceremonial tree lighting to conclude the Tumwater Christmas Tree Lighting Festival on Dec. 2, 2023 in Tumwater. Steve Bloom/The Olympian

**People news**

**Experience Olympia & Beyond**, the area's visitor and convention bureau, has named former CEO Shauna Stewart to be the interim CEO, the organization announced.

Stewart previously served as CEO from 2015 to 2020. She started the interim role on Dec. 1.

The organization needed an interim leader because the former CEO Michael Day was let go in late August — about two months after he was hired, The Olympian reported.

"This decision was made after thoughtful consideration and in recognition that the role was not the right fit for either Michael or Experience Olympia & Beyond," said Board President Sue Falash in a statement at the time. "We are grateful for Michael's contributions and wish him the very best in his future endeavors."



Experience Olympia & Beyond interim CEO Shauna Stewart addressed the Lacey City Council on Tuesday, Dec. 17, 2025. rboone@theolympian.com Rolf Boone

## HIGHLIGHTS

- The following marketing metrics ranked above the annual goals for 2025: unique web visits (107%), visitor guides distributed (465%), and PR circulation/viewership (250%).
- However, social media audience (98%), consumer e-newsletter subscribers (88%) and earned media placements (52%) performed below our 2025 annual goals.



# SCORE CARD

December 2025

## SALES

### MEETINGS/TOUR & TRAVEL<sup>5</sup>

| Leads  | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 6         |
| 2024   | 4               | 40        |
| 2025/2024 % Change<br>(Measurement towards goal) | -100.0%         | -85.0     |

December YE Performance: 6  
Annual Goal: 64 (9% to Goal)

| Lead Room Nights                                 | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 0         |
| 2024   | 755             | 3,839     |
| 2025/2024 % Change<br>(Measurement towards goal) | -100.0%         | -100.0%   |

December YE Performance: 0  
Annual Goal: 5,164 (0% to Goal)

| Booked Leads                                     | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 7         |
| 2024   | 1               | 22        |
| 2025/2024 % Change<br>(Measurement towards goal) | -100.0%         | -68.2%    |

December YE Performance: 7  
Annual Goal: 25 (28% to Goal)

| Booked Room Nights                               | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 77        |
| 2024   | 20              | 887       |
| 2025/2024 % Change<br>(Measurement towards goal) | -100.0%         | -91.3%    |

December YE Performance: 77  
Annual Goal: 1,850 (4% to Goal)

### SPORTS

| Leads  | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 9         |
| 2024   | 1               | 22        |
| 2025/2024 % Change<br>(Measurement towards goal) | -100.0%         | -59.1%    |

December YE Performance: 9  
Annual Goal: 33 (27% to Goal)

| Lead Room Nights                                 | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 5,730     |
| 2024   | 300             | 3,950     |
| 2025/2024 % Change<br>(Measurement towards goal) | -100.0%         | 45.1%     |

December YE Performance: 5,730  
Annual Goal: 7,881 (73% to Goal)

| Booked Leads                                     | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 12        |
| 2024   | 0               | 5         |
| 2025/2024 % Change<br>(Measurement towards goal) | 0.0%            | 140.0%    |

December YE Performance: 12  
Annual Goal: 9 (133% to Goal)

| Booked Room Nights                               | December Actual | YE Actual |
|--|-----------------|-----------|
| 2025   | 0               | 6,515     |
| 2024   | 0               | 1,220     |
| 2025/2024 % Change<br>(Measurement towards goal) | 0.0%            | 434.0%    |

December YE Performance: 6,515  
Annual Goal: 3,050 (214% to Goal)

<sup>5</sup>Meeting leads and bookings are down due to changes in meeting space inventory.

### HIGHLIGHTS

- Sports booked room nights saw a 214% increase in our annual goal in 2025. The remaining sales goals for 2025 were not met due to our changing market and available venue space, and realignment of sales strategies.

### BOOKINGS

- There was no sales activity during the month of December.

### LOST BUSINESS

- N/A

# SCORE CARD

December 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.

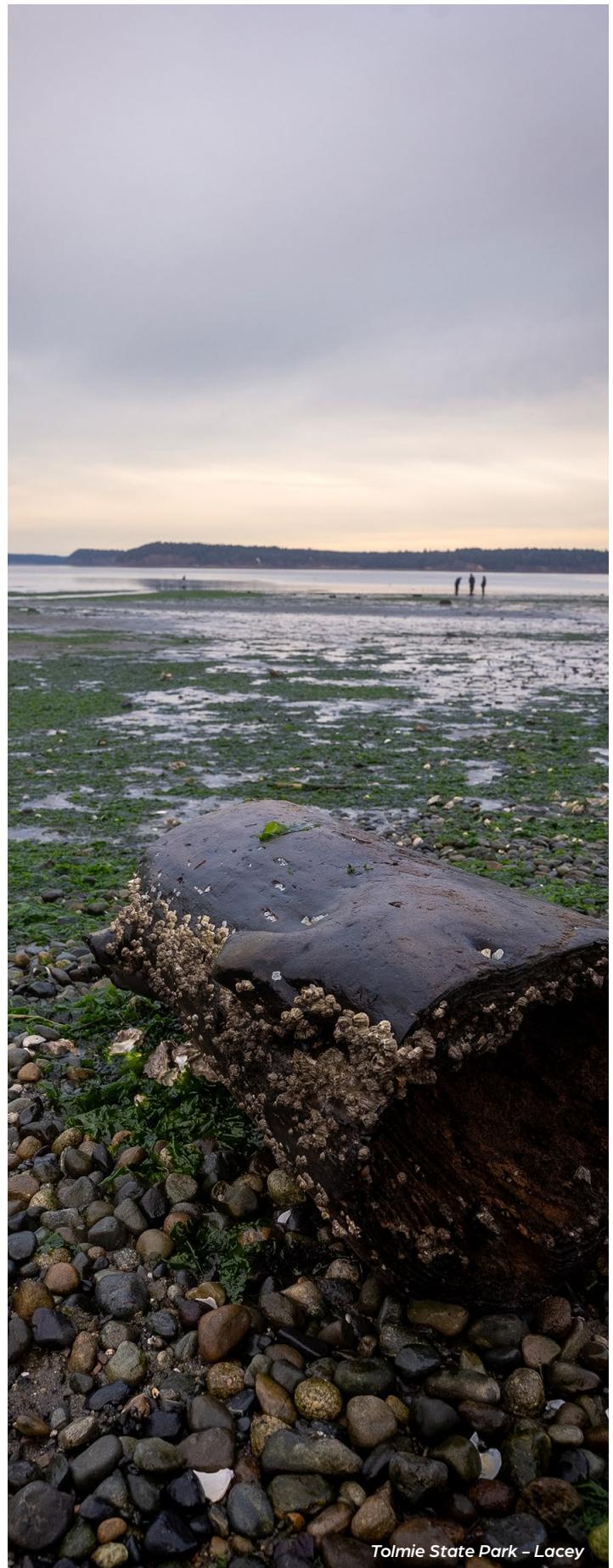
**PR Circulation/Viewership** – Interactions with Public Relations content for digital, print, and broadcast placements.

**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.



Tolmie State Park - Lacey