



Olympia Yacht Club Parade of Lights

SCORE CARD

December 2024

In 2024, many of our annual KPI goals were narrowly missed. This indicates further progress needs to be made to achieve full economic growth.



Lacey Holiday Lights

THURSTON COUNTY ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	December/YE Actual
2024 ¹	2,698
2023	2,918
2024/2023 % Change	-7.5%

Occupancy (%)	December Actual	YE Actual
2024	58.3%	70.4%
2023	56.5%	66.4%
2024/2023 % Change (Measurement towards goal)	3.2%	6.0%

2024 YE Performance to Goal: December YE Performance: 70.4%
Annual Goal: 68.2% (103% to Goal)

Average Daily Rate (\$)	December Actual	YE Actual
2024	\$151.03	\$150.16
2023	\$157.77	\$153.65
2024/2023 % Change	-4.3%	-2.3%

Revenue per Available Room (\$)	December Actual	YE Actual
2024	\$87.74	\$106.93
2023	\$88.77	\$103.90
2024/2023 % Change	-1.2%	3.7%

¹ Inventory change due to the following openings: Courtyard by Marriott Olympia in May 2023, WoodSpring Suites in August 2023, Spark by Hilton in October 2024, Holiday Inn Express & Suites Tumwater in December 2024 and the closures of the Days Inn by Wyndham Lacey in February 2023 and Olympia Hotel by Capitol Lake in January 2024.

HIGHLIGHTS

2024 Year-End (YE) hotel occupancy for Thurston County was 70.4% (103% of our annual goal).

SCORE CARD

MARKETING

December 2024

Unique Web Visits	December Actual	YE Actual
2024 ²	35,986	409,107
2023	31,195	359,571
2024/2023 % Change (Measurement towards goal)	15.4%	13.8%

2024 YE Performance to Goal: December YE Performance: 409,107
Annual Goal: 413,507 (99% to Goal)

Consumer E-Newsletter Subscribers ⁴	December/YE Actual
2024	12,695
2023	13,636
2024/2023 % Change (Measurement towards goal)	-6.9%

2024 YE Performance to Goal: December YE Performance: 12,695
Annual Goal: 15,681 (81% to Goal)

Earned Media Placements ⁵	December Actual	YE Actual
2024	7	253
2023	2	139
2024/2023 % Change (Measurement towards goal)	250.0%	82.0%

2024 YE Performance to Goal: December YE Performance: 253
Annual Goal: 160 (158% to Goal)

Social Media Audience ³	December/YE Actual
2024	31,442
2023	30,091
2024/2023 % Change (Measurement towards goal)	4.5%

2024 YE Performance to Goal: December YE Performance: 31,442
Annual Goal: 34,605 (91% to Goal)

Visitor Guides Mailed	December Actual	YE Actual
2024	28	923
2023	36	888
2024/2023 % Change (Measurement towards goal)	-22.2%	3.9%

2024 YE Performance to Goal: Decemeber YE Performance: 923
Annual Goal: 1,021 (90% to Goal)

PR Circulation/Viewership ⁵	December Actual	YE Actual
2024	6,462,127	2,381,655,305
2023	1,720	11,111,371
2024/2023 % Change (Measurement towards goal)	375,605.1%	21,334.4%

2024 YE Performance to Goal: December YE Performance: 2,381,655,305
Annual Goal: 12,778,077 (18,639% to Goal)

²As of October 2023, Universal Analytics was replaced by Google Analytics 4, a modeled/cookieless method of tracking visitation to the website. 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.

³As of January 31, 2024, Experience Olympia & Beyond's Twitter Account was deactivated and no longer reflected in the Social Media Audience.

⁴As of July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emails emails.

⁵Earned Media Placements & PR Circulation/Viewership not directly comparable to previous years due to new methodology being used.

HIGHLIGHTS

- Most marketing metrics fell just short of 2024 annual goals. This includes unique website visitors (at 99%), social media audience (at 91%), consumer e-newsletter subscribers (at 81%) and consumer visitor guide mailings (at 90%). This is due to a changing media landscape and Google's ever-changing algorithms.
- PR metrics exceeded 2024's annual goals with earned media placements at 158% of the goal and PR impressions at 18,639% of the goal.

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



TheManual.com – November 30, 2024

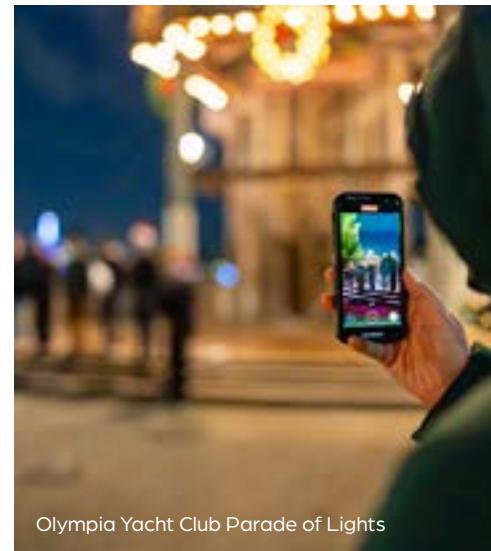
Savor the flavors of Olympia, Washington at these 6 must-visit eateries



Tis the Season for Artisan Chocolates in Olympia

Emily Hahn, Dec 10, 2024

Bittersweet Chocolates in Olympia offers a wide selection of handcrafted chocolates that might be helpful when giving this holiday season. It's been about a decade since



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SALES

MEETINGS/TOUR & TRAVEL

Lead Room Nights	December Actual	YE Actual
2024	755	3,839
2023	525	4,918
2024/2023 % Change (Measurement towards goal)	43.8%	-21.9%

2024 YE Performance to Goal: December YE: 3,839
Annual: 5,164 (74% to Goal)

Booked Room Nights	November Actual	YE Actual
2024	20	877
2023	100	1,762
2024/2023 % Change (Measurement towards goal)	-80.0%	-49.7%

2024 YE Performance to Goal: November YE: 887
Annual: 1,850 (48% to Goal)

Leads	December Actual	YE Actual
2024	4	40
2023	9	61
2024/2023 % Change (Measurement towards goal)	-55.6%	-34.4%

2024 YE Performance to Goal: December YE: 40
Annual: 64 (63% to Goal)

Leads Booked	December Actual	YTD Actual
2024	1	22
2023	0	24
2024/2023 % Change (Measurement towards goal)	100.0%	-8.3%

2024 YE Performance to Goal: December YE: 22
Annual: 25 (88% to Goal)

SPORTS

Lead Room Nights	December Actual	YE Actual
2024	300	3,950
2023	0	7,506
2024/2023 % Change (Measurement towards goal)	100.0%	-47.4%

2024 YE Performance to Goal: December YE: 3,950
Annual: 7,881 (50% to Goal)

Booked Room Nights	November Actual	YE Actual
2024	0	1,220
2023	1,950	2,905
2024/2023 % Change (Measurement towards goal)	-100.0%	-58.0%

2024 YE Performance to Goal: November YE: 1,220
Annual: 3,050 (40% to Goal)

Leads	December Actual	YE Actual
2024	1	22
2023	1	31
2024/2023 % Change (Measurement towards goal)	0.0%	-29.0%

2024 YE Performance to Goal: December YE: 22
Annual: 33 (67% to Goal)

Leads Booked	December Actual	YE Actual
2024	0	5
2023	1	9
2024/2023 % Change (Measurement towards goal)	-100.0%	-44.4%

2024 YE Performance to Goal: December YE: 5
Annual: 9 (56% to Goal)

HIGHLIGHTS

- Sales goals were not met in 2024 due to our changing market and available venue space, and realignment of sales strategies.

BOOKINGS

- Association of Washington Business Legislative Day and Hill Climb Room Block (Courtyard Marriot Olympia)

LOST BUSINESS

- Washington Starts 25th Anniversary Quilt Show (event organizer had prior contact with the Olympia Center before submitting the RFP)
- WA Democrats Quarterly Meeting (selected Tacoma)

CANCELLED BUSINESS

N/A



Yelm Solstice Walk

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

Certified Tourism Ambassador (CTA) – The number of individuals who attended the training session and received the industry-recognized certification.

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

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, Instagram and/or Twitter.

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 Mailed – The number of visitor guides distributed directly to consumers via the mail.



LoveOly Winter Fest