



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 <sup>1</sup>  | 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<br>(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%      |

<sup>1</sup> 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).

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## MARKETING

| Unique Web Visits                                | December Actual | YE Actual |
|--|-----------------|-----------|
| 2024 <sup>2</sup>                                | 35,986          | 409,107   |
| 2023   | 31,195          | 359,571   |
| 2024/2023 % Change<br>(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<br>Subscribers <sup>4</sup> | December/<br>YE Actual |
|---|------------------------|
| 2024  | 12,695                 |
| 2023  | 13,636                 |
| 2024/2023 % Change<br>(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 <sup>5</sup>             | December Actual | YE Actual |
|--|-----------------|-----------|
| 2024   | 7               | 253       |
| 2023   | 2               | 139       |
| 2024/2023 % Change<br>(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 <sup>3</sup>               | December/YE<br>Actual |
|--|-----------------------|
| 2024   | 31,442                |
| 2023   | 30,091                |
| 2024/2023 % Change<br>(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<br>(Measurement towards goal) | -22.2%          | 3.9%      |

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

| PR Circulation/Viewership <sup>5</sup>           | December Actual | YE Actual     |
|--|-----------------|---------------|
| 2024   | 6,462,127       | 2,381,655,305 |
| 2023   | 1,720           | 11,111,371    |
| 2024/2023 % Change<br>(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)

<sup>2</sup>As 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.

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

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

<sup>5</sup>Earned 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



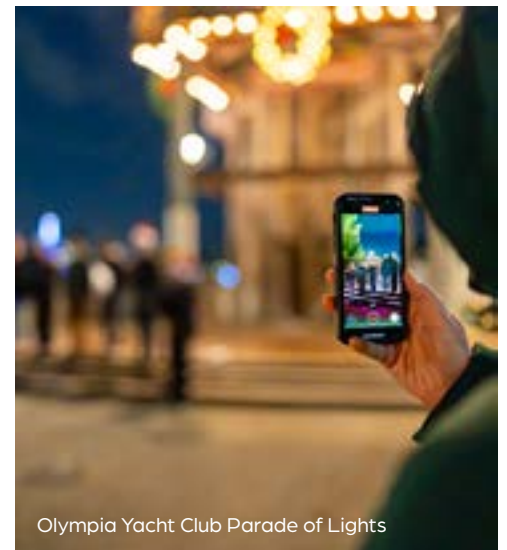
TheManual.com – November 30, 2024

[Savor the flavors of Olympia, Washington at these 6 must-visit eateries](#)



Parent Map – December 10, 2024

[Tis the Season for Artisan Chocolates in Olympia](#)



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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<br>(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<br>(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<br>(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<br>(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<br>(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<br>(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<br>(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<br>(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





### 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