



SCORE CARD

January 2024

With the start of the new year, Experience Olympia & Beyond have set new performance goals which are outlined in the [2024 Business & Marketing Plan](#).



THURSTON COUNTY ACCOMODATIONS

HOTELS/MOTELS

Available Rooms	January Actual	YTD Actual
2024 ¹	2,918	2,918
2023	2,779	2,779
2024/2023 % Change	5.0%	5.0%
Occupancy (%)	January Actual	YTD Actual
2024	61.9%	61.9%
2023	58.3%	58.3%
2024/2023 % Change (Measurement towards goal)	6.2%	6.2%
2024 YTD Performance to Goal: January YTD Performance: 61.9% Annual Goal: 68.2% (91% to Goal)		
Average Daily Rate (\$)	January Actual	YTD Actual
2024	\$138.34	\$138.34
2023	\$145.35	\$145.35
2024/2023 % Change	-4.8%	-4.8%
Revenue per Available Room (\$)	January Actual	YTD Actual
2024	\$85.32	\$85.32
2023	\$84.70	\$84.70
2024/2023 % Change	0.7%	0.7%

¹ Inventory change due to the opening of Courtyard by Marriott Olympia in April 2023, opening of WoodSpring Suites in August 2023, opening of Colony Inn in November 2023, the closure of the Days Inn by Wyndham Lacey in February 2023 and closure of Olympia Hotel by Capitol Lake in January 2024.

HIGHLIGHTS

January 2024 Occupancy rate started out strong, performing above occupancy levels in 2023. However, Average Daily Rate (ADR) was down from 2023. The annual goal for hotel occupancy is to match our 2019 average annual occupancy rate, 68.2%.

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MARKETING

Unique Web Visits	January Actual	YTD Actual
2024 ²	19,444	19,444
2023	17,056	17,056
2024/2023 % Change (Measurement towards goal)	14.0%	14.0%

2024 YTD Performance to Goal: January YTD Performance: 19,444
Annual Goal: 413,507 (5% to Goal)

Consumer E-Newsletter Subscribers	January Actual	YTD Actual
2024	13,700	13,700
2023	11,489	11,489
2024/2023 % Change (Measurement towards goal)	19.2%	19.2%

2024 YTD Performance to Goal: January YTD Performance: 13,700
Annual Goal: 15,681 (87% to Goal)

Earned Media Placements ³	January Actual	YTD Actual
2024	3	3
2023	0	0
2024/2023 % Change (Measurement towards goal)	100.0%	100.0%

2024 YTD Performance to Goal: January YTD Performance: 3
Annual Goal: 160 (2% to Goal)

Social Media Audience	January Actual	YTD Actual
2024	30,248	30,248
2023	22,180	22,180
2024/2023 % Change (Measurement towards goal)	36.4%	36.4%

2024 YTD Performance to Goal: January YTD Performance: 30,248
Annual Goal: 34,605 (87% to Goal)

Visitor Guides Mailed	January Actual	YTD Actual
2024	40	40
2023	65	65
2024/2023 % Change (Measurement towards goal)	-38.5%	-38.5%

2024 YTD Performance to Goal: January YTD Performance: 40
Annual Goal: 1,021 (4% to Goal)

PR Circulation/Viewership ³	January Actual	YTD Actual
2024	2,301,733	2,301,733
2023	0	0
2024/2023 % Change (Measurement towards goal)	100.0%	100.0%

2024 YTD Performance to Goal: January YTD Performance: 2,301,733
Annual Goal: 12,779,077 (18% to Goal)

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

³ Earned Media Placements & PR Circulation/Viewership not directly comparable to previous years due to new methodology being used.

HIGHLIGHTS

- Unique web visits, social media audience, consumer e-newsletter subscribers, earned media placements and PR circulation/viewership were up compared to 2023.
- Visitor guides mailed were down from 2023.
- Experience Olympia & Beyond set its 2024 marketing goals (for unique web visits, social media audience, consumer e-newsletter subscribers, visitor guides mailed, earned media and pr circulation/viewership) by 15% over the previous year.



KEY ARTICLES PUBLISHED/INFLUENCER POSTS



AAA 01/19/2024

[Must visit spots beyond Washington's Olympic National Park](#)



Thurston Talk 1/31/24

[Certified Tourism Ambassador Training](#)

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SALES

MEETINGS/TOUR & TRAVEL

Lead Room Nights	January Actual	YTD Actual
2024	746	746
2023	259	259
2024/2023 % Change (Measurement towards goal)	188.0%	188.0%

2024 YTD Performance to Goal: January YTD: 746
Annual: 5,164 (14% to Goal)

Booked Room Nights	January Actual	YTD Actual
2024	446	446
2023	102	102
2024/2023 % Change (Measurement towards goal)	337.3%	337.3%

2024 YTD Performance to Goal: January YTD: 446
Annual: 1,850 (24% to Goal)

Leads	January Actual	YTD Actual
2024	10	10
2023	13	13
2024/2023 % Change (Measurement towards goal)	-23.1%	-23.1%

2024 YTD Performance to Goal: January YTD: 10
Annual: 64 (15% to Goal)

Leads Booked	January Actual	YTD Actual
2024	8	8
2023	3	3
2024/2023 % Change (Measurement towards goal)	166.7%	166.7%

2024 YTD Performance to Goal: January YTD: 8
Annual: 25 (32% to Goal)

SPORTS

Lead Room Nights	January Actual	YTD Actual
2024	1,320	1,320
2023	0	0
2024/2023 % Change (Measurement towards goal)	100.0%	100.0%

2024 YTD Performance to Goal: January YTD: 1,320
Annual: 7,881 (17% to Goal)

Booked Room Nights	January Actual	YTD Actual
2024	0	0
2023	0	0
2024/2023 % Change (Measurement towards goal)	0.0%	0.0%

2024 YTD Performance to Goal: January YTD: 0
Annual: 3,050 (0% to Goal)

Leads	January Actual	YTD Actual
2024	10	10
2023	0	0
2024/2023 % Change (Measurement towards goal)	100.0%	100.0%

2024 YTD Performance to Goal: January YTD: 10
Annual: 33 (30% to Goal)

Leads Booked	January Actual	YTD Actual
2024	0	0
2023	0	0
2024/2023 % Change (Measurement towards goal)	0.0%	0.0%

2024 YTD Performance to Goal: January YTD: 0
Annual: 9 (0% to Goal)

HIGHLIGHTS

- Legislative session in Olympia contributed to a wave of new sales leads in January. The sales team also secured a key new booking with Destination Marketing Association West, winning the bid to host their Education Summit & Vendor Showcase in 2025. This event is an opportunity for Thurston County to show the rest of the destination marketing industry what Thurston County is doing to grow tourism.
- The Sports Commission is working on new four-year bids for both golf and fastpitch, in addition to trying to find homes for both the American Cornhole League and South Sound Roller Derby.
- The 2024 goal is to increase all meetings and sports sales each by 5% from the previous year.

BOOKINGS

- Destination Marketing Association West Education Summit 2025 (Great Wolf Lodge)
- All American Girl Pageant Prelims (DoubleTree by Hilton Olympia)
- Washington State Dental Association Dental Action Day (Best Western Plus Lacey)
- Washington State Psychological Association Day On The Hill (Capitol Campus)
- Senior Services for South Sound Retreat (South Puget Sound Community College)
- Thurston County Republican Party Dinner (Indian Summer Golf & Country Club)
- Thurston-Mason County Medical Society Annual Meeting 2024 (The Abigail Stuart House)
- Department of Ecology Fall Meeting (The Olympia Hotel at Capitol Lake)

LOST BUSINESS

- WIAA State Championship Cross Country 2024-27 (chose Tri-Cities, better course layout)
- Destination Marketing Association West Education Summit 2024 (rebooked for 2025)
- Ecological Land Services (couldn't find adequate space, chose Little Creek Casino Resort)
- Seaglass Festival (couldn't find adequate space at Olympia waterfront)
- Thurston County Chamber of Commerce A Night On The Town (couldn't find adequate space, chose Little Creek Casino Resort)
- Western Association of State Highway Transportation Officials (chose Dupont due to location)
- Society of Government Meeting Professionals Holiday Auction (chose Tacoma due to sponsor)

CANCELLED BUSINESS N/A

VISITOR SERVICES

Trained Certified Tourism Ambassadors	January Actual	YTD Actual
2024	0	0
2023	9	9

2024/2023 % Change (Measurement towards goal)	-100.0%	-100.0%
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2024 YTD Performance to Goal: January YTD Performance: 0
Annual Goal: 90 (0% to Goal)

HIGHLIGHTS

No Certified Tourism Ambassador (CTA) classes were held during the month of January. For 2024, the goal is to train a total of 90 new CTAs. Are you interested in becoming a CTA? Upcoming classes are happening on April 18th at the Hands On Children's Museum in Olympia. For more information, please visit <https://www.experienceolympia.com/industry/thurston-tourism-ambassadors/>.

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 Sent – 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](https://www.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.

