



SCORE CARD

July 2022

Thurston County's tourism performance metrics for July are trending similarly to June with positive increases seen across all segments except the occupancy rate for accommodations.

THURSTON COUNTY ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	July/YTD Actual	
2022*	2,754	
2021	2,812	
2022/2021 % Change	-2.1%	*Inventory change due to the Comfort Inn Conference Center Tumwater/Olympia closure in February 2022
2019	2,872	
2022/2019 % Change	-4.1%	

Occupancy (%)	July Actual	YTD Actual
2022	76.9%	67.5%
2021	81.9%	65.4%
2022/2021 % Change (Measurement towards goal)	-6.1%	3.3%
2019	78.1%	68.9%
2022/2019 % Change (Progress towards economic recovery)	-1.5%	-2.0%

2022 YTD Performance to Goal: July YTD Performance: 67.5%
Annual Goal: 68.2% (99% to Goal)

Average Daily Rate (\$)	July Actual	YTD Actual
2022	\$173.61	\$149.49
2021	\$152.55	\$125.45
2022/2021 % Change	13.8%	19.2%
2019	\$135.49	\$128.10
2022/2019 % Change	28.1%	16.7%

Revenue per Available Room (\$)	July Actual	YTD Actual
2022	\$134.46	\$102.81
2021	\$125.48	\$84.12
2022/2021 % Change	7.2%	22.2%
2019	\$104.21	\$85.10
2022/2019 % Change	29.0%	20.8%

Source: Smith Travel Research

SHORT TERM RENTALS

Available Rooms	July Actual
2022	321
2021	230
2022/2021 % Change	39.6%
2019	n/a*
2022/2019 % Change	--

Occupancy (%)	July Actual	YTD Actual
2022	80.4%	68.5%
2021	88.5%	72.1%
2022/2021 % Change	-9.2%	-5.0%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Average Daily Rate (\$)	July Actual	YTD Actual
2022	\$220.76	\$199.85
2021	\$190.99	\$176.70
2022/2021 % Change	15.6%	13.1%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Revenue per Available Room (\$)	July Actual	YTD Actual
2022	\$177.41	\$136.41
2021	\$169.02	\$129.92
2022/2021 % Change	5.0%	5.0%
2019	n/a*	n/a*
2022/2019 % Change	--	--

*Short Term Rental data available starting 2021 only

Source: AirDNA

ACCOMODATIONS HIGHLIGHTS

Hotel occupancy for July 2022 fell below rates seen during July of 2021 and 2019. However, average daily rate is performing well.

SHORT TERM RENTALS HIGHLIGHTS

Short term rental occupancy rates are also declining, while average daily rate is continuing to increase over the previous year.

MARKETING

Unique Web Visits	July Actual	YTD Actual
2022	44,153	157,970
2021	23,327	88,564
2022/2021 % Change (Measurement towards goal)	89.3%	78.4%
2019	37,052	131,377
2022/2019 % Change (Progress towards economic recovery)	19.2%	20.2%

2022 YTD Performance to Goal: July YTD Performance: 157,970
Annual Goal: 201,348 (79% to Goal)

Consumer E-Newsletter Subscribers	July/YTD Actual
2022	10,704
2021	9,632
2022/2021 % Change (Measurement towards goal)	11.1%
2019	9,413
2022/2019 % Change (Progress towards economic recovery)	13.7%

2022 YTD Performance to Goal: July YTD Performance: 10,704
Annual Goal: 12,941 (83% to Goal)

Earned Media Placements*	July Actual	YTD Actual
2022	7	41
2021	0	9
2022/2021 % Change	100.0%	355.6%
2019	15	53
2022/2019 % Change	-53.3%	-22.6%

*Earned Media Placements/PR Impressions not directly comparable to past figures since a new vendor uses a different methodology to track performance

Social Media Audience	July/YTD Actual
2022	18,220
2021	23,709
2022/2021 % Change (Measurement towards goal)	-23.2%
2019	19,575
2022/2019 % Change (Progress towards economic recovery)	-6.9%

2022 YTD Performance to Goal: July YTD Performance: 18,220
Annual Goal: 32,666 (56% to Goal)

Visitor Guides Mailed	July Actual	YTD Actual
2022*	226	880
2021	85	274
2022/2021 % Change (Measurement towards goal)	165.9%	221.2%
2019	70	316
2022/2019 % Change (Progress towards economic recovery)	222.9%	178.5%

2022 YTD Performance to Goal: July YTD Performance: 880
Annual Goal: 575 (153% to Goal)

PR Impressions*	July Actual	YTD Actual
2022	34,553	280,368
2021	0	874,583
2022/2021 % Change	100.0%	-67.9%
2019	22,959,261	127,431,723
2022/2019 % Change	-99.8%	-99.8%

HIGHLIGHTS

- Experienceolympia.com is seeing a high rate of unique site visits compared to previous years.
- Experience Olympia and Beyond's social media audience has grown significantly after a new VCB FB page was created on May 23rd and the old VCB FB page was deleted on June 28th due to technical issues, although still down compared to this time last year.
- Consumer e-newsletter subscribers and mailed visitor guides continue to grow.

ARTICLES PUBLISHED / INFLUENCER POSTS

The Olympian online

[What's Happening In South Sound This Week](#)
July 3, 2022

Thurston Talk online

[Visit Lavender Farms in Olympia and Throughout Thurston County for Calming Beauty and Tasty Treats](#)
July 9, 2022

The Olympian online

[Olympia's 65th Capital Lakefair will bring unity in the community after two years](#)
June 11, 2022

The Olympian online

[Capital Lakefair returns to Heritage Park](#)
July 13, 2022

The Olympian online

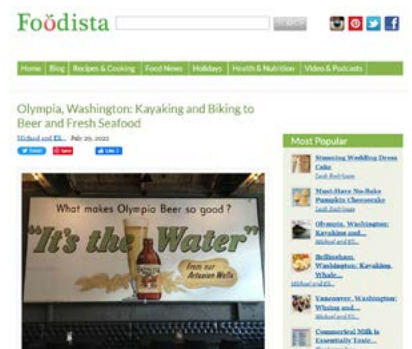
[Ready for Olympia Lakefair? 10 things to know about the South Sound festival this weekend](#)
July 15, 2022

Only In Your State online

[The Oldest Restaurant In Washington's Capital City Is A Culinary Masterpiece](#)
July 19

Foodista online

[Olympia, Washington: Kayaking and Biking to Beer and Fresh Seafood](#)
June 27, 2022



SCORE CARD

July 2022

SALES

SALES & HIGHLIGHTS

- Thurston County saw more sports events unfold in the region with the return of the Washington State Senior Games at various locations throughout the area.
- The American Junior Golf Association held a regional qualifier and championship event at Hawks Prairie Golf Course, with nearly a third of the participants coming from outside of the United States. The event was co-sponsored by the Olympia & Beyond Sports Commission and the KJ Choi Foundation.

MEETINGS

Lead Room Nights	July Actual	YTD Actual
2022	140	2,377
2021	0	509
2022/2021 % Change (Measurement towards goal)	100.0%	367.0%
2019	964	4,651
2022/2019 % Change (Progress towards economic recovery)	-85.5%	-48.9%

2022 YTD Performance to Goal: July YTD: 2,377 / Annual: 4,851 (49% to Goal)

Booked Room Nights	July Actual	YTD Actual
2022	0	355
2021	0	105
2022/2021 % Change (Measurement towards goal)	0.0%	238.1%
2019	61	749
2022/2019 % Change (Progress towards economic recovery)	-100.0%	-52.6%

2022 YTD Performance to Goal: July YTD: 355 / Annual: 116 (306% to Goal)

Leads	July Actual	YTD Actual
2022	4	30
2021	2	14
2022/2021 % Change (Measurement towards goal)	100.0%	114.3%
2019	7	59
2022/2019 % Change (Progress towards economic recovery)	-42.9%	-49.2%

2022 Performance to Goal: July YTD: 30 / Annual: 23 (130% to Goal)

Leads Booked	July Actual	YTD Actual
2022	2	9
2021	0	3
2022/2021 % Change (Measurement towards goal)	100.0%	200.0%
2019	3	25
2022/2019 % Change (Progress towards economic recovery)	-33.3%	-64.0%

2022 Performance to Goal: July YTD: 9 / Annual: 7 (129% to Goal)

SPORTS

Lead Room Nights	July Actual	YTD Actual
2022	1,900	8,960
2021	0	1,909
2022/2021 % Change (Measurement towards goal)	100.0%	369.4%
2019	1,049	3,290
2022/2019 % Change (Progress towards economic recovery)	81.1%	172.3%

2022 YTD Performance to Goal: July YTD: 8,960 / Annual: 2,364 (379% to Goal)

Booked Room Nights	July Actual	YTD Actual
2022	200	1,180
2021	300	1,364
2022/2021 % Change (Measurement towards goal)	-33.3%	-13.5%
2019	100	1,696
2022/2019 % Change (Progress towards economic recovery)	100.0%	-30.4%

2022 YTD Performance to Goal: July YTD: 1,180 / Annual: 1,687 (70% to Goal)

Leads	July Actual	YTD Actual
2022	4	21
2021	0	8
2022/2021 % Change (Measurement towards goal)	100.0%	162.5%
2019	4	21
2022/2019 % Change (Progress towards economic recovery)	0.0%	0.0%

2022 YTD Performance to Goal: July YTD: 21 / Annual: 13 (162% to Goal)

Leads Booked	July Actual	YTD Actual
2022	1	8
2021	1	6
2022/2021 % Change (Measurement towards goal)	0.0%	33.3%
2019	1	8
2022/2019 % Change (Progress towards economic recovery)	0.0%	0.0%

2022 YTD Performance to Goal: July YTD: 8 / Annual: 10 (80% to Goal)

BOOKED BUSINESSES

- Open Roads Tour & Travel (Capitol Building Tour)
- Witt Birthday Celebration (Huber's Gasthaus)
- Flag Football World Championship Tour 2022 (LaQuinta Inn & Suites Lacey, Regional Athletic Complex)

CANCELLATIONS

N/A

LOST BUSINESS

- AgrAbility National Training Workshop (chose The Centennial Hotel Spokane, ADA requirements)
- Association of Educational Service Districts (met virtually)
- Washington State Dental Hygenists Conference (chose Lynnwood Convention Center, meeting space requirements)
- Be In Health Conference (no response)
- MarjanNet DS Spring Conference (no response)

VISITOR SERVICES

HIGHLIGHTS

There were no Certified Tourism Ambassador (CTA) classes held in the month of July. Experience Olympia & Beyond will be holding classes on September 21st at the Sandstone Café in Tenino and October 6th at the Hampton Inn & Suites in Olympia. Please [visit our website](#) to learn more about the CTA program and to sign up!

2022 YTD Performance to Goal:
 July YTD Performance: 24
 Annual Goal: 96 (25% to Goal)

Trained Certified Tourism Ambassadors	July Actual	YTD Actual
2022	0	24
2021	0	26
2022/2021 % Change (Measurement towards goal)	0.0%	-7.7%
2019	n/a*	n/a*
2022/2019 % Change	--	--

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.

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.

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.

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.

Short Term Rentals - Data collected from AirDNA comprised of rental details from Airbnb & VRBO and other sites. Indicates alternate lodging availability and potential shifts in consumer lodging choice behavior.

Unique Web Visits - A person who has visited experienceolympia.com at least once and is counted only once in the reporting time period.

Social Media Audiences - Individuals who follow/like Experience Olympia & Beyond related pages on Facebook, Instagram and/or Twitter.

Consumer E-Newsletter Subscribers - Individuals who signed up to receive Experience Olympia & Beyond's monthly e-newsletter.

Visitor Guides Mailed - The number of visitor guides distributed directly to consumers via the mail.

Earned Media Placements - Publicity or exposure gained from methods other than paid advertising.

PR Impressions - Interaction with Public Relations content.

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.

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

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