



Lacey Fireworks Spectacular

SCORE CARD

July 2025

July YTD travel industry key performance indicators continued to see mixed results over last year.



Nisqually Valley BBQ Rally - Yelm

THURSTON COUNTY ACCOMMODATIONS

HOTELS/MOTELS¹

Available Rooms	July/YTD Actual
2025	2,698
2024	2,639
2025/2024 % Change	2.2%

Occupancy (%)	July Actual	YTD Actual
2025	77.2%	68.4%
2024	79.6%	72.3%
2025/2024 % Change (Measurement towards goal)	-3.0%	-5.4%

July YTD Performance: 68.4%
Annual Goal: 68.2% (100% to Goal)

Average Daily Rate (\$)	July Actual	YTD Actual
2025	\$ 166.84	\$153.38
2024	\$172.14	\$152.76
2025/2024 % Change	-3.1%	0.4%

Revenue per Available Room (\$)	July Actual	YTD Actual
2025	\$129.94	\$106.21
2024	\$138.14	\$111.62
2025/2024 % Change	-5.9%	-4.8%

¹ Inventory change due to the following openings: Spark by Hilton in October 2024 and Holiday Inn Express & Suites Tumwater in December 2024.

HIGHLIGHTS

July 2025 occupancy rate was down compared to monthly and Year to Date (YTD) occupancy levels in 2024. Average Daily Rate (ADR) declined for the month of July but was flat compared to 2024 monthly and YTD figures. These trends are also being seen nationally.

SCORE CARD

July 2025

MARKETING

Unique Web Visits ²	July Actual	YTD Actual
2025	52,862	247,302
2024	49,910	229,350
2025/2024 % Change (Measurement towards goal)	5.9%	7.8%

July YTD Performance: 247,302
Annual Goal: 413,507 (60% to Goal)

Consumer E-Newsletter Subscribers ³	July/ YTD Actual
2025	13,476
2024	12,325
2025/2024 % Change (Measurement towards goal)	9.3%

July YTD Performance: 13,476
Annual Goal: 15,681 (86% to Goal)

Earned Media Placements	July Actual	YTD Actual
2025	8	52
2024	13	111
2025/2024 % Change (Measurement towards goal)	-38.5%	-53.2%

July YTD Performance: 52
Annual Goal: 160 (33% to Goal)

Social Media Audience	July/YTD Actual
2025	33,750
2024	29,737
2025/2024 % Change (Measurement towards goal)	13.5%

July YTD Performance: 33,750
Annual Goal: 36,158 (93% to Goal)

Visitor Guides Distributed ⁴	July Actual	YTD Actual
2025	379	3,091
2024	66	728
2025/2024 % Change (Measurement towards goal)	474.2%	324.6%

July YTD Performance: 3,091
Annual Goal: 1,015 (304% to Goal)

PR Circulation/Viewership	July Actual	YTD Actual
2025	441,408	18,766,082
2024	29,505,651	1,526,274,826
2025/2024 % Change (Measurement towards goal)	-98.5%	-98.8%

July YTD Performance: 18,766,082
Annual Goal: 12,778,077 (147% to Goal)

² 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.

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

⁴ 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



7 Surprising Things to Do in Olympia, WA
- DreamsAbroad.com
July 2025



Marie Sherlock

Twister Donuts

Olympia, Washington

If you're a fritter fanatic, you MUST visit Twister Donuts. It's a quick five-minute refueling stop off I-5 for those heading north or south.

Twister likely holds the world record for sheer quantity of fritter flavors. There were 18 varieties for sale the day I was there—from blackberry, lemon, pineapple and peach to Oreo chocolate, bacon maple, peanut butter and cream cheese caramel.

They're perfect. I. Fritter consistency: crispy yet substantial. And they're ginormous, which is, truly, the only size fritters should come in.

Where Are the Bakery Trails
- NWTravelMag.com

July 2, 2025



Nisqually Valley BBQ Rally - Yelm

HIGHLIGHTS

- Unique web visits, social media audience, consumer e-newsletter subscribers and visitor guides distributed were up YTD compared to 2024.
- Earned media placements, and PR circulation/viewership were down from 2024.

SCORE CARD

July 2025

SALES

MEETINGS/TOUR & TRAVEL

Leads	July Actual	YTD Actual
2025	0	2
2024	8	29
2025/2024 % Change (Measurement towards goal)	-100%	-93.1

July YTD Performance: 2
Annual Goal: 64 (3% to Goal)

Lead Room Nights	July Actual	YTD Actual
2025	0	0
2024	1,268	2,997
2025/2024 % Change (Measurement towards goal)	-100.0%	-100.0%

July YTD Performance: 0
Annual Goal: 5,164 (0% to Goal)

Booked Leads	July Actual	YTD Actual
2025	0	4
2024	1	19
2025/2024 % Change (Measurement towards goal)	-100.0%	-78.9%

July YTD Performance: 4
Annual Goal: 25 (16% to Goal)

Booked Room Nights	July Actual	YTD Actual
2025	0	77
2024	0	847
2025/2024 % Change (Measurement towards goal)	0.0%	-90.9%

July YTD Performance: 77
Annual Goal: 1,850 (4% to Goal)

SPORTS

Leads	July Actual	YTD Actual
2025	0	5
2024	0	20
2025/2024 % Change (Measurement towards goal)	0.0%	-75.0%

July YTD Performance: 5
Annual Goal: 33 (15% to Goal)

Lead Room Nights	July Actual	YTD Actual
2025	0	3,480
2024	0	3,650
2025/2024 % Change (Measurement towards goal)	0.0%	-4.7%

July YTD Performance: 3,480
Annual Goal: 7,881 (44% to Goal)

Booked Leads	July Actual	YTD Actual
2025	1	7
2024	0	5
2025/2024 % Change (Measurement towards goal)	100.0%	40.0%

July YTD Performance: 7
Annual Goal: 9 (78% to Goal)

Booked Room Nights	July Actual	YTD Actual
2025	1,350	4,090
2024	0	1,220
2025/2024 % Change (Measurement towards goal)	100.0%	235.2%

July YTD Performance: 4,090
Annual Goal: 3,050 (134% to Goal)

HIGHLIGHTS

- There was 1 booked sports event in July 2025.

BOOKINGS

- Seattle Touch Rugby Club – USA Touch Rugby National Championships (Best Western Plus Lacey, Candlewood Suites Lacey, Hilton Garden Inn Olympia,

Holiday Inn Express & Suites Lacey, Holiday Inn Express & Suites Tumwater, La Quinta Inn & Suites Tumwater, Little Creek Casino Resort, Red Lion Inn Governor Hotel Olympia, Spark by Hilton Tumwater)

LOST BUSINESS

- No lost bookings in July 2025.

Thurston County Fair



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.



Tumwater 4th of July Celebration