



Yelm Prairie Days - Concert in the Park

# SCORE CARD

## June 2025

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



Stone City Arts Festival - Tenino

### THURSTON COUNTY ACCOMMODATIONS

#### HOTELS/MOTELS<sup>1</sup>

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

Occupancy (%)	June Actual	YTD Actual
2025	75.0%	66.9%
2024	78.3%	71.1%
2025/2024 % Change (Measurement towards goal)	-4.2%	-5.9%

June YTD Performance: 66.9%  
Annual Goal: 68.2% (98% to Goal)

Average Daily Rate (\$)	June Actual	YTD Actual
2025	\$154.47	\$151.14
2024	\$154.66	\$149.53
2025/2024 % Change	-0.1%	1.1%

Revenue per Available Room (\$)	June Actual	YTD Actual
2025	\$117.41	\$102.25
2024	\$122.34	\$107.20
2025/2024 % Change	-4.0%	-4.6%

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

#### HIGHLIGHTS

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



## MARKETING

Unique Web Visits <sup>2</sup>	June Actual	YTD Actual
2025	47,087	194,440

2024	44,210	179,440
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2025/2024 % Change (Measurement towards goal)	6.5%	8.4%
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June YTD Performance: 194,440  
Annual Goal: 413,507 (47% to Goal)

Consumer E-Newsletter Subscribers <sup>3</sup>	June/ YTD Actual
2025	13,281

2024	14,340
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2025/2024 % Change (Measurement towards goal)	-7.4%
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June YTD Performance: 13,281  
Annual Goal: 15,681 (85% to Goal)

Earned Media Placements	June Actual	YTD Actual
2025	12	44

2024	26	98
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2025/2024 % Change (Measurement towards goal)	-53.8%	-55.1%
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June YTD Performance: 44  
Annual Goal: 160 (27% to Goal)

Social Media Audience	June/YTD Actual
2025	33,281

2024	29,364
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2025/2024 % Change (Measurement towards goal)	13.3%
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June YTD Performance: 33,281  
Annual Goal: 36,158 (92% to Goal)

Visitor Guides Distributed <sup>4</sup>	June Actual	YTD Actual
2025	814	2,665

2024	232	662
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2025/2024 % Change (Measurement towards goal)	250.9%	302.6%
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June YTD Performance: 2,665  
Annual Goal: 1,015 (263% to Goal)

PR Circulation/Viewership	June Actual	YTD Actual
2025	4,501,632	18,324,674

2024	6,497,326	1,496,769,175
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2025/2024 % Change (Measurement towards goal)	-30.7%	-98.8%
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June YTD Performance: 18,324,674  
Annual Goal: 12,778,077 (143% to Goal)

<sup>2</sup> 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 July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emails.

<sup>4</sup> 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

DESTINATIONS > UNITED STATES > WASHINGTON

## The Charming Washington City Nicknamed 'The Pride Of The Prairie' Is A Gorgeous Gateway To Mt. Rainier

By Eric James Beyer ~ June 8, 2025 10:15 am EST



Yelm, Washington, is often referred to as "the pride of the prairie," a nod to "Shelm," the old Nisqually word for the shimmering heat that dances above the land on hot summer days. And pride is the right word: this small city of just over 11,000 residents in Thurston County isn't trying to impress you. Yelm has a grounded, worn-in jacket feel that appeals to those who are uninterested in turning nature into a fashion statement. The town is a gateway to Mount Rainier, sure, but plenty of places in Washington are. What makes Yelm the ideal base for exploring the region is that, much like the once-booming mining town of Carbonado, it delivers the atmosphere without also serving up the crowds and the cost.

The Charming Washington City Nicknamed 'The Pride Of The Prairie' Is A Gorgeous Gateway To Mt. Rainier - Islands.com  
June 8, 2025



LoveOly SummerFest  
Olympia's LoveOly SummerFest features food, music, family friendly activities and a beer garden will be held June 20 through 22. The arts and culture focused event is free and spans several blocks downtown.  
www.loveoly.com/olympia/event/loveoly-summerfest



Art in the Park Festival  
Richland's Howard Aron Park is the venue for the annual Art in the Park Festival held July 25 and 26, where 300 artists from all over the country will travel to showcase, demonstrate, educate and sell their work.

Rosé Revolution Weekend  
The second annual Rosé Revolution Weekend will be held June 27 through 29 throughout the Yakima Valley, where wineries will be showcasing their best rosés. This pink revolution is a great kickoff to summer, and participants can enjoy pink-themed festivities, rosé cocktails, perfectly pink pairings and rosé discounts.  
www.visityakima.com/online-event/rose-revolution



LoveOly SummerFest - 1889 Magazine  
June/July 2025

## HIGHLIGHTS

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



# SCORE CARD

June 2025

## SALES

### MEETINGS/TOUR & TRAVEL

Leads	June Actual	YTD Actual
2025	0	2
2024	2	21
2025/2024 % Change (Measurement towards goal)	-100%	-90.5%

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

Lead Room Nights	June Actual	YTD Actual
2025	0	0
2024	0	1,729
2025/2024 % Change (Measurement towards goal)	0.0%	-100.0%

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

Booked Leads	June Actual	YTD Actual
2025	0	4
2024	0	18
2025/2024 % Change (Measurement towards goal)	0.0%	-77.8%

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

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

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

### SPORTS

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

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

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

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

Booked Leads	June Actual	YTD Actual
2025	0	6
2024	0	5
2025/2024 % Change (Measurement towards goal)	0.0%	20.0%

June YTD Performance: 6  
Annual Goal: 9 (67% to Goal)

Booked Room Nights	June Actual	YTD Actual
2025	0	2,740
2024	0	1,220
2025/2024 % Change (Measurement towards goal)	0.0%	124.6%

June YTD Performance: 2,740  
Annual Goal: 3,050 (90% to Goal)

### HIGHLIGHTS

No lead bookings or lost bookings activity in June 2025.



Rochester Swede Day Mid-Sommer Festival



### 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](http://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](http://experienceolympia.com) and individual bulk requests.

