

SCORE CARD March 2026



THE BIG 3

- The team assisted with four media placements in March - 1889 Magazine (digital), South Sound Business (digital + newsletter), and South Sound Magazine (digital).
- March hotel and motel occupancy rates and revenue per available room saw an increase year-over-year.
- Consumer e-newsletter subscribers are up year-over-year, reflecting continued audience growth and engagement.

ACCOMMODATIONS

Hotel/motel occupancy, and revenue per available room were up year-over-year, but average daily rate and available rooms were down slightly. Short-term rentals saw mixed results, with available rentals, occupancy and revenue per available room being down.

HOTELS/MOTELS¹

Available Rooms ¹	March / YTD Actual	
2026	2,574	
2025	2,698	
2026/2025 % Change	-4.6%	

Occupancy (%)	March Actual	YTD Actual
2026	69.0%	67.9%
2025	68.3%	65.2%
2026/2025 % Change	1.0%	4.1%

Average Daily Rate (\$)	March Actual	YTD Actual
2026	\$155.48	\$152.83
2025	\$159.07	\$153.28
2026/2025 % Change	-2.3%	-0.3%

Revenue per Available Room (\$)	March Actual	YTD Actual
2026	\$107.22	\$103.67
2025	\$109.54	\$100.63
2026/2025 % Change	-2.1%	3.0%

SHORT TERM RENTALS

Available Rentals	March / YTD Actual	
2026	434	
2025	442	
2026/2025 % Change	-1.8%	

Occupancy (%)	March Actual	YTD Actual
2026	61.4%	57.3%
2025	64.9%	61.6%
2026/2025 % Change	-5.4%	-7.0%

Average Daily Rate (\$)	March Actual	YTD Actual
2026	\$137.97	\$128.70
2025	\$126.64	\$123.27
2026/2025 % Change	8.9%	4.4%

Revenue per Available Rental	March Actual	YTD Actual
2026	\$84.73	\$74.00
2025	\$82.21	\$75.94
2026/2025 % Change	3.1%	-2.6%

¹ Red Lion Inn & Suites closed at the end of October 2025 and will be rebranding to Hampton Inn by Hilton Olympia. At this time, it is unknown when this property will reopen.

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MARKETING

Unique web visits and consumer e-newsletter subscribers saw positive year-over-year results, while new social media audience, direct visitor guide requests and earned media placements were down.

Unique Web Visits	March Actual	YTD Actual
2026	36,648	113,426
2025	30,715	70,310
2026/2025 % Change (Measurement towards goal)	19.3%	61.3%

March YTD Performance: 113,426
Annual Goal: 471,478 (24% to Goal)

Consumer E-Newsletter Subscribers	March / YTD Actual
2026	14,979
2025	13,010
2026/2025 % Change (Measurement towards goal)	15.1%

March YTD Performance: 14,979
Annual Goal: 15,106 (99% to Goal)

Earned Media Placements	March Actual	YTD Actual
2026	4	9
2025	4	21
2026/2025 % Change (Measurement towards goal)	0.0%	-57.1%

March YTD Performance: 9
Annual Goal: 90 (10% to Goal)

New Social Media Audience	March Actual	YTD Actual
2026	226	671
2025	318	798
2026/2025 % Change (Measurement towards goal)	-28.9%	-15.9%

March YTD Performance: 671
Annual Goal: 4,425 (15% to Goal)

Direct Visitor Guide Requests	March Actual	YTD Actual
2026	542	1,082
2025	305	1,099
2026/2025 % Change (Measurement towards goal)	77.7%	-1.5%

March YTD Performance: 1,082
Annual Goal: 5,423 (20% to Goal)

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



1889mag.com



southsoundmag.com

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SALES

There were no leads or booked leads in February.

MEETINGS/TOUR & TRAVEL²

Leads	March Actual	YTD Actual
2026	0	0
2025	1	1
2026/2025 % Change (Measurement towards goal)	-100.0%	-100.0%

March YTD Performance: 0
Annual Goal: 10 (0% to Goal)

Lead Room Nights	March Actual	YTD Actual
2026	0	0
2025	0	0
2026/2025 % Change (Measurement towards goal)	0	0

March YTD Performance: 0
Annual Goal: 85 (X% to Goal)

Booked Leads	March Actual	YTD Actual
2026	0	0
2025	1	3
2026/2025 % Change (Measurement towards goal)	-100.0%	-100.0%

March YTD Performance: 0
Annual Goal: 8 (% to Goal)

Booked Room Nights	March Actual	YTD Actual
2026	0	0
2025	0	47
2026/2025 % Change (Measurement towards goal)	0	-100.0%

March YTD Performance: 0
Annual Goal: 85 (0% to Goal)

SPORTS

Leads	March Actual	YTD Actual
2026	1	3
2025	2	5
2026/2025 % Change (Measurement towards goal)	-50.0%	-40.0%

March YTD Performance: 3
Annual Goal: 11 (27% to Goal)

Lead Room Nights	March Actual	YTD Actual
2026	350	475
2025	1,390	3,650
2026/2025 % Change (Measurement towards goal)	-74.8%	-87.0%

March YTD Performance: 475
Annual Goal: 6,017 (8% to Goal)

Booked Leads	March Actual	YTD Actual
2026	1	2
2025	4	5
2026/2025 % Change (Measurement towards goal)	-75.0%	-60.0%

March YTD Performance: 2
Annual Goal: 15 (13% to Goal)

Booked Room Nights	March Actual	YTD Actual
2026	45	125
2025	620	2,520
2026/2025 % Change (Measurement towards goal)	-92.7%	-95.0%

March YTD Performance: 125
Annual Goal: 6,841 (2% to Goal)

² Meeting leads and bookings are down due to changes in meeting space inventory.

BOOKINGS

Washington State Senior Games
Pickleball (Best Western Plus Lacey
Inn & Suites and Ramada by
Wyndham Olympia)

LOST BUSINESS

None

CANCELLATIONS

None

Olympia Waterfront



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.

Direct Visitor Guide Requests – The number of visitor guides distributed either directly to consumers via the mail, digital downloads on experienceolympia.com and individual bulk requests.

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.

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

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.

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.

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