

SCORE CARD

May 2026



THE BIG 3

- Hotel and motel performance remained strong, with occupancy, average daily rate, and revenue per available room all posting year-over-year gains.
- Unique web visits continue to outperform last year, increasing 27.4% year-over-year and reaching 40% of the annual goal.
- Consumer e-newsletter subscribers are nearing the annual goal, reaching 99% to goal in May.

ACCOMMODATIONS

Hotel and motel performance remained strong, with occupancy, average daily rate, and revenue per available room all up year-over-year. Short-term rentals also saw modest gains in occupancy, average daily rate, and revenue per available rental despite fewer available rentals.

HOTELS/MOTELS¹

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

Occupancy (%)	May Actual	YTD Actual
2026	72.6%	68.6%
2025	63.0%	65.3%
2026/2025 % Change	15.3%	5.1%

Average Daily Rate (\$)	May Actual	YTD Actual
2026	\$150.50	154.09
2025	\$132.37	150.47
2026/2025 % Change	13.7%	2.4%

Revenue per Available Room (\$)	May Actual	YTD Actual
2026	\$109.24	\$105.63
2025	\$84.84	\$99.22
2026/2025 % Change	28.8%	6.5%

SHORT TERM RENTALS

Available Rentals	May/ YTD Actual
2026	454
2025	486
2026/2025 % Change	-6.6%

Occupancy (%)	May Actual	YTD Actual
2026	64.4%	58.8%
2025	64.2%	62.4%
2026/2025 % Change	0.3%	-5.8%

Average Daily Rate (\$)	May Actual	YTD Actual
2026	\$161.31	\$139.17
2025	\$152.23	\$134.27
2026/2025 % Change	6.0%	3.6%

Revenue per Available Rental	May Actual	YTD Actual
2026	\$103.89	\$82.26
2025	\$97.78	\$83.91
2026/2025 % Change	6.2%	-2.0%

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 continued to show strong year-over-year growth, while earned media placements and direct visitor guide requests remained below last year's pace.

Unique Web Visits	May Actual	YTD Actual
2026	38,676	187,760
2025	37,957	147,353

2026/2025 % Change
(Measurement towards goal) 1.9% 27.4%

May YTD Performance: 187,760
Annual Goal: 471,478 (40% to Goal)

Consumer E-Newsletter Subscribers	May/ YTD Actual
2026	14,994
2025	13,195

2026/2025 % Change
(Measurement towards goal) 13.6%

May YTD Performance: 14,994
Annual Goal: 15,106 (99% to Goal)

Earned Media Placements	May Actual	YTD Actual
2026	1	15
2025	9	32

2026/2025 % Change
(Measurement towards goal) -88.9% -53.1%

May YTD Performance: 15
Annual Goal: 90 (17% to Goal)

New Social Media Audience	May Actual	YTD Actual
2026	458	1,342
2025	346	1,485

2026/2025 % Change
(Measurement towards goal) 32.4% -9.6%

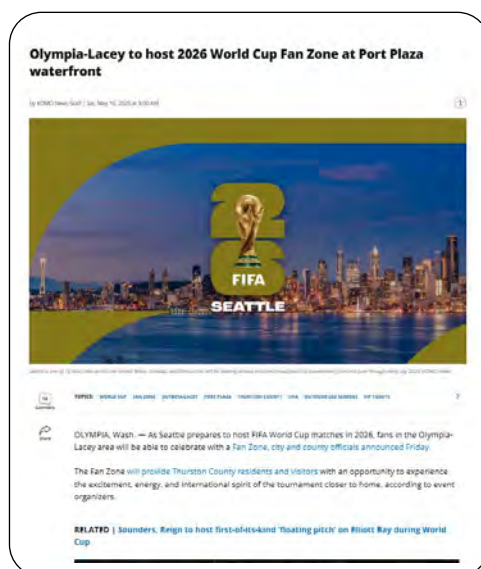
May YTD Performance: 1,342
Annual Goal: 4,425 (30% to Goal)

Direct Visitor Guide Requests	May Actual	YTD Actual
2026	245	1,553
2025	307	1,851

2026/2025 % Change
(Measurement towards goal) -20.2% -16.1%

May YTD Performance: 1,553
Annual Goal: 5,423 (29% to Goal)

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



Komo News

SCORE CARD

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SALES

Meetings/tour and travel and sports each generated one lead in May, contributing to year-to-date lead growth. Lead room nights increased in both categories, while booked leads and booked room nights remained unchanged.

MEETINGS/TOUR & TRAVEL²

Leads	May Actual	YTD Actual
2026	1	5
2025	1	2
2026/2025 % Change (Measurement towards goal)	0%	150%

May YTD Performance: 5
Annual Goal: 10 (50% to Goal)

Lead Room Nights	May Actual	YTD Actual
2026	502	1,343
2025	0	0
2026/2025 % Change (Measurement towards goal)	0	0

May YTD Performance: 1,343
Annual Goal: 85 (1580% to Goal)

Booked Leads	May Actual	YTD Actual
2026	0	2
2025	1	4
2026/2025 % Change (Measurement towards goal)	-100%	-50.0%

May YTD Performance: 2
Annual Goal: 8 (25% to Goal)

Booked Room Nights	May Actual	YTD Actual
2026	0	1
2025	30	77
2026/2025 % Change (Measurement towards goal)	-100.0%	-98.7%

May YTD Performance: 1
Annual Goal: 85 (1% to Goal)

SPORTS

Leads	May Actual	YTD Actual
2026	1	4
2025	0	5
2026/2025 % Change (Measurement towards goal)	0%	-20%

May YTD Performance: 4
Annual Goal: 11 (36% to Goal)

Lead Room Nights	May Actual	YTD Actual
2026	1,834	2,309
2025	0	3,480
2026/2025 % Change (Measurement towards goal)	-74.8%	-33.6%

May YTD Performance: 2,309
Annual Goal: 6,017 (38% to Goal)

Booked Leads	May Actual	YTD Actual
2026	0	3
2025	0	6
2026/2025 % Change (Measurement towards goal)	0	-50.0%

May YTD Performance: 3
Annual Goal: 15 (20% to Goal)

Booked Room Nights	May Actual	YTD Actual
2026	0	475
2025	0	2,740
2026/2025 % Change (Measurement towards goal)	0%	-82.7%

May YTD Performance: 475
Annual Goal: 6,841 (7% to Goal)

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

BOOKINGS

None

LOST BUSINESS

None

CANCELLATIONS

None



Downtown Olympia



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.