



SCORE CARD

November 2022

Performance indicators in Thurston county's tourism sectors saw mixed results during the month of November.

THURSTON COUNTY ACCOMODATIONS

HOTELS/MOTELS

Available Rooms	November/YTD Actual	
2022*	2,779	
2021	2,837	
2022/2021 % Change	-2.0%	
2019	2,874	
2022/2019 % Change	-3.3%	

**Inventory change due to the Comfort Inn Conference Center Tumwater/Olympia closure in February 2022 and Tumwater Inn & Suites addition in November 2022*

Occupancy (%)	November Actual	YTD Actual
2022	59.8%	67.4%
2021	62.4%	66.0%
2022/2021 % Change (Measurement towards goal)	-4.1%	2.1%
2019	61.9%	69.1%
2022/2019 % Change (Progress towards economic recovery)	-3.4%	-2.5%

2022 YTD Performance to Goal: November YTD Performance: 67.4%
Annual Goal: 68.2% (99% to Goal)

Average Daily Rate (\$)	November Actual	YTD Actual
2022	\$144.78	\$149.91
2021	\$127.12	\$128.50
2022/2021 % Change	13.9%	16.7%
2019	\$125.17	\$126.47
2022/2019 % Change	15.7%	18.5%

Revenue per Available Room (\$)	November Actual	YTD Actual
2022	\$87.14	\$102.74
2021	\$80.29	\$86.84
2022/2021 % Change	8.5%	18.3%
2019	\$77.22	\$87.90
2022/2019 % Change	12.8%	16.9%

Source: Smith Travel Research

SHORT TERM RENTALS

Available Rooms	November Actual
2022	353
2021	232
2022/2021 % Change	52.2%
2019	n/a*
2022/2019 % Change	--

Occupancy (%)	November Actual	YTD Actual
2022	54.9%	68.4%
2021	64.7%	72.8%
2022/2021 % Change	-15.1%	-6.1%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Average Daily Rate (\$)	November Actual	YTD Actual
2022	\$216.14	\$206.54
2021	\$190.68	\$182.50
2022/2021 % Change	13.4%	13.2%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Revenue per Available Room (\$)	November Actual	YTD Actual
2022	\$118.59	\$140.90
2021	\$123.31	\$134.54
2022/2021 % Change	-3.8%	4.7%
2019	n/a*	n/a*
2022/2019 % Change	--	--

*Short Term Rental data available starting 2021 only

Source: AirDNA

ACCOMODATIONS HIGHLIGHTS

Hotel occupancy in November declined compared to 2021 and 2019 monthly figures. However, YTD hotel occupancy is up slightly from 2021.

SHORT TERM RENTALS HIGHLIGHTS

The short-term rental occupancy rate declined compared to the previous year. Short-term rental inventory has grown, however, to 11% of total rooms inventory from 8% in January 2022.

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MARKETING

Unique Web Visits	November Actual	YTD Actual
2022	18,721	249,837
2021	14,634	149,667
2022/2021 % Change (Measurement towards goal)	27.9%	66.9%
2019	23,358	226,503
2022/2019 % Change (Progress towards economic recovery)	-19.9%	10.3%

2022 YTD Performance to Goal: November YTD Performance: 249,837
Annual Goal: 201,348 (124% to Goal)

Consumer E-Newsletter Subscribers	November/ YTD Actual
2022	11,197
2021	10,334
2022/2021 % Change (Measurement towards goal)	8.4%
2019	9,315
2022/2019 % Change (Progress towards economic recovery)	20.2%

2022 YTD Performance to Goal: November YTD Performance: 11,197
Annual Goal: 12,941 (87% to Goal)

Earned Media Placements*	November Actual	YTD Actual
2022	15	84
2021	0	9
2022/2021 % Change	100.0%	833.3%
2019	8	191
2022/2019 % Change	87.5%	-56.0%

*PR Impressions not directly comparable since a new vendor uses a different methodology to track performance

Social Media Audience	November/ YTD Actual
2022	21,949
2021	24,622
2022/2021 % Change (Measurement towards goal)	-10.9%
2019	20,766
2022/2019 % Change (Progress towards economic recovery)	5.7%

2022 YTD Performance to Goal: November YTD Performance: 21,949
Annual Goal: 32,666 (67% to Goal)

Visitor Guides Mailed	November Actual	YTD Actual
2022	35	1,137
2021	25	444
2022/2021 % Change (Measurement towards goal)	40.0%	156.1%
2019	31	446
2022/2019 % Change (Progress towards economic recovery)	12.9%	154.9%

2022 YTD Performance to Goal: November YTD Performance: 1,137
Annual Goal: 575 (198% to Goal)

PR Impressions*	November Actual	YTD Actual
2022	73,346	1,001,936
2021	0	874,583
2022/2021 % Change	100.0%	14.6%
2019	20,789,506	347,105,929
2022/2019 % Change	-99.6%	-99.7%

HIGHLIGHTS

- Unique website visits to experienceolympia.com during the month of November are up compared to 2021 but saw a decline compared to 2019. However, 2022 YTD has exceeded growth in both 2021 and 2019.
- Experience Olympia and Beyond's social media audience is down compared to 2021 figures but saw significant growth over the summer after the new VCB FB page was created on May 23rd and the old VCB FB page was deleted on June 28th due to technical issues.
- Consumer e-newsletter subscribers and mailed visitor guides continue to track above YTD 2021 and 2019 performance levels.

ARTICLES PUBLISHED / INFLUENCER POSTS

ThurstonTalk.com 11/1/22
[2022 Holiday Markets and Bazaars in Olympia and Throughout Thurston County](#)

TheJoltNews.com 11/4/22
[Sports Star Awards recognizes local athletes](#)

ThurstonTalk.com 11/8/22
[Olympia & Beyond Sports Commission Announces Winners of the 2022 Thurston County Sports Awards - ThurstonTalk](#)

ThurstonTalk.com 11/10/22
[Olympia's Ice-Skating Rink, Oly on Ice, Welcomes Their Fourth Season With a Full Schedule of Community Events and Live Performances - ThurstonTalk](#)

Seattlmet.com 11/15/22
[The Ancient Spirit That Settled in Small-Town Washington](#)

Parentmapcom 11/15/22
[Oly on Ice Is Back for Winter Ice Skating](#)

ThurstonTalk.com 11/16/22
[LoveOly WinterFest Brings Holiday Family Fun to Downtown Olympia](#)

TheJoltNews.com 11/16/22
[Oly on Ice](#)

TinyBeans.com 11/16/22
[Take a Spin around Seattle's Seasonal \(& Year-Round\) Ice Skating Rinks](#)

Seattletimes.com 11/23/22
[Olympia: Daytrip to the state capital | Provided by Western Washington Toyota Dealers](#)

Fabulouswashington.com 11/23/22
[Holiday Events in Washington 2022](#)

TheOlympian.com 11/24/22
[What to do with this long holiday weekend? We have ideas for you](#)

TheJoltNews.com 11/24/22
[What's happening for the last week of November 2022?](#)

TheOlympian.com 11/27
[What's happening this week around Thurston County](#)



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SALES

Sales & Highlights

- The sales team met with 31 tour operators from around the United States at the National Tour Association Travel Exchange Convention in Reno, NV. The pandemic refocused interest in outdoor recreation, including itineraries that include parks such as Mt. Rainier and Olympic National Park, both near Olympia.
- The team also hosted a familiarization tour for 14 key BrandUSA delegates in partnership with Washington State Tourism on November 16; and conducted a sales mission to Seattle on November 29.

MEETINGS

Lead Room Nights	November Actual	YTD Actual
2022	434	4,860
2021	188	4,367
2022/2021 % Change (Measurement towards goal)	130.9%	11.3%
2019	150	9,802
2022/2019 % Change (Progress towards economic recovery)	189.3%	-50.4%

2022 YTD Performance to Goal: Nov. YTD: 4,860 / Annual: 4,815 (101% to Goal)

Booked Room Nights	November Actual	YTD Actual
2022	0	670
2021	0	105
2022/2021 % Change (Measurement towards goal)	0.0%	538.1%
2019	627	2,016
2022/2019 % Change (Progress towards economic recovery)	-100.0%	-66.8%

2022 YTD Performance to Goal: Nov. YTD: 670 / Annual: 116 (578% to Goal)

Leads	November Actual	YTD Actual
2022	6	50
2021	2	20
2022/2021 % Change (Measurement towards goal)	200.0%	150.0%
2019	4	100
2022/2019 % Change (Progress towards economic recovery)	50.0%	-50.0%

2022 Performance to Goal: Nov. YTD: 50 / Annual: 23 (217% to Goal)

Leads Booked	November Actual	YTD Actual
2022	0	14
2021	2	6
2022/2021 % Change (Measurement towards goal)	-100.0%	133.3%
2019	8	54
2022/2019 % Change (Progress towards economic recovery)	-100.0%	-74.1%

2022 Performance to Goal: Nov. YTD: 14 / Annual: 7 (200% to Goal)

SPORTS

Lead Room Nights	November Actual	YTD Actual
2022	100	9,840
2021	0	2,149
2022/2021 % Change (Measurement towards goal)	100.0%	357.9%
2019	20	4,145
2022/2019 % Change (Progress towards economic recovery)	400.0%	137.4%

2022 YTD Performance to Goal: Nov. YTD: 9,840 / Annual: 2,364 (416% to Goal)

Booked Room Nights	November Actual	YTD Actual
2022	0	6,970
2021	0	1,534
2022/2021 % Change (Measurement towards goal)	0%	354.4%
2019	400	3,060
2022/2019 % Change (Progress towards economic recovery)	-100.0%	127.8%

2022 YTD Performance to Goal: Nov. YTD: 6,970 / Annual: 1,687 (413% to Goal)

Leads	November Actual	YTD Actual
2022	1	28
2021	1	12
2022/2021 % Change (Measurement towards goal)	0.0%	133.3%
2019	1	27
2022/2019 % Change (Progress towards economic recovery)	0.0%	3.7%

2022 YTD Performance to Goal: Nov. YTD: 28 / Annual: 13 (215% to Goal)

Leads Booked	November Actual	YTD Actual
2022	0	15
2021	1	9
2022/2021 % Change (Measurement towards goal)	-100.0%	66.7%
2019	1	14
2022/2019 % Change (Progress towards economic recovery)	-100.0%	7.1%

2022 YTD Performance to Goal: Nov. YTD: 15 / Annual: 10 (150% to Goal)

BOOKED BUSINESSES

- None

LOST BUSINESS

- Richard Orcutt Memorial (No response)

CANCELLATIONS

- NONE

VISITOR SERVICES

HIGHLIGHTS

There was one Certified Tourism Ambassador (CTA) class held in November resulting in 6 new CTA graduates. The next class is scheduled for January 19th at the Heritage Distilling Event Center. Please visit our [website](#) for more information and to learn more about the CTA program!

2022 YTD Performance to Goal:
November YTD Performance: 50
Annual Goal: 96 (52% to Goal)

Trained Certified Tourism Ambassadors	November Actual	YTD Actual
2022	6	50
2021	6	107
2022/2021 % Change (Measurement towards goal)	0.0%	-53.3%
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.

Lead Room Nights – Estimated Hotel Room Nights for Thurston County hotels from a sales lead

Booked Room Nights – Confirmed Hotel Room Nights from a sales booking at a Thurston County hotel

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.