



Isabella Bush Park – Tumwater



# SCORE CARD

October 2025

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

## THE BIG 3

- October’s hotel occupancy was down just 0.8%, compared to a decline of 4.7% YTD. This is an encouraging, positive trend in the market.
- Our website welcomed 38,390 unique visitors—up 4.5% over last year. This uptick is noteworthy because many sites, including ours, are being impacted by consumers’ increased usage of Large Language Models (LLMs) such as Chat GPT, and AI overviews in Google.
- Experience Olympia & Beyond booked the Board of Industrial Insurance Appeals Meeting to be held at South Puget Sound Community College in December 2025 with 140 attendees.

## THURSTON COUNTY ACCOMMODATIONS

### HOTELS/MOTELS

Available Rooms	October/YTD Actual
2025	2,698
2024	2,698
2025/2024 % Change	0.0%

Occupancy (%)	October Actual	YTD Actual
2025	65.5%	69.0%
2024	66.0%	72.4%
2025/2024 % Change (Measurement towards goal)	-0.8%	-4.7%

October YTD Performance: 69.0%  
Annual Goal: 68.2% (101% to Goal)

Average Daily Rate (\$)	October Actual	YTD Actual
2025	\$136.06	\$151.51
2024	\$134.51	\$151.66
2025/2024 % Change	1.2%	-0.1%

Revenue per Available Room (\$)	October Actual	YTD Actual
2025	\$89.65	\$106.01
2024	\$89.29	\$111.20
2025/2024 % Change	0.4%	-4.7%

## HIGHLIGHTS

October 2025 occupancy rate was down compared to Year to Date (YTD) occupancy levels in 2024. These trends are also being seen nationally.



Boo-Coda Spook-Tacular – Bucoda



# SCORE CARD

October 2025

## MARKETING

Unique Web Visits <sup>1</sup>	October Actual	YTD Actual
2025	38,390	352,974
2024	36,733	340,564
2025/2024 % Change (Measurement towards goal)	4.5%	3.6%

October YTD Performance: 352,974  
Annual Goal: 413,507 (85% to Goal)

Consumer E-Newsletter Subscribers <sup>2</sup>	October/ YTD Actual
2025	13,607
2024	12,520
2025/2024 % Change (Measurement towards goal)	8.7%

October YTD Performance: 13,607  
Annual Goal: 15,681 (87% to Goal)

Earned Media Placements	October Actual	YTD Actual
2025	7	76
2024	15	239
2025/2024 % Change (Measurement towards goal)	-53.3%	-68.2%

October YTD Performance: 76  
Annual Goal: 160 (48% to Goal)

Social Media Audience	October/YTD Actual
2025	34,866
2024	30,819
2025/2024 % Change (Measurement towards goal)	13.1%

October YTD Performance: 34,866  
Annual Goal: 36,158 (96% to Goal)

Visitor Guides Distributed <sup>3</sup>	October Actual	YTD Actual
2025	135	4,187
2024	36	851
2025/2024 % Change (Measurement towards goal)	275%	392.0%

October YTD Performance: 4,187  
Annual Goal: 1,015 (412% to Goal)

PR Circulation/Viewership	October Actual	YTD Actual
2025	619,777	31,754,450
2024	6,101,154	1,963,809,772
2025/2024 % Change (Measurement towards goal)	-89.8%	-98.4%

October YTD Performance: 31,754,450  
Annual Goal: 12,778,077 (248% to Goal)

<sup>1</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>2</sup> As of July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emails.

<sup>3</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.

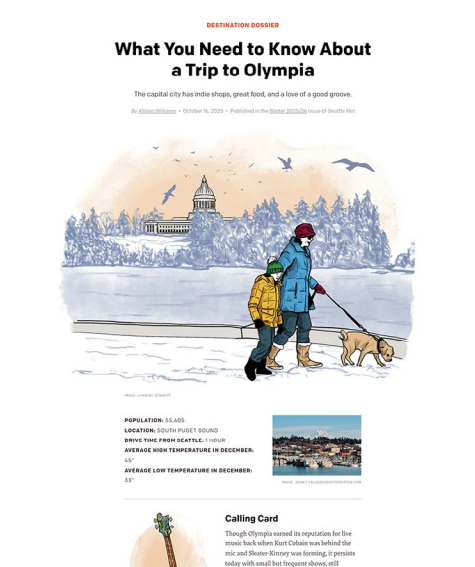
### HIGHLIGHTS

- 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 YTD from 2024.

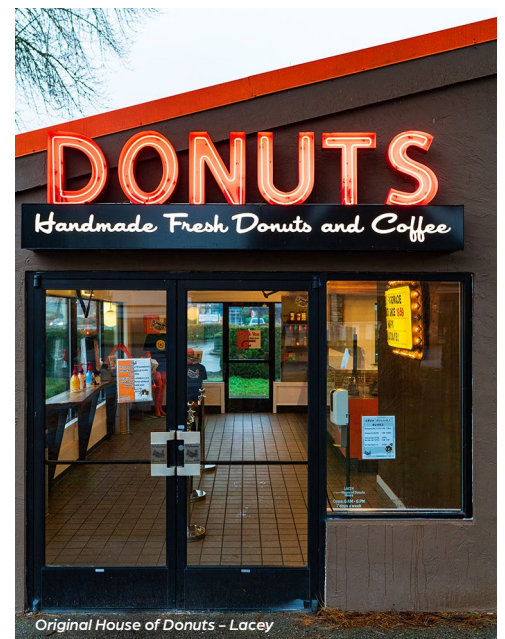
## KEY ARTICLES PUBLISHED/INFLUENCER POSTS



Love in the Leaves - 1889-Washington's Magazine  
October/November 2025



What You Need to Know About a Trip to Olympia - seattlemet.com  
October 25, 2025



# SCORE CARD

October 2025

## SALES

### MEETINGS/TOUR & TRAVEL<sup>4</sup>

Leads	October Actual	YTD Actual
2025	2	6
2024	1	33
2025/2024 % Change (Measurement towards goal)	100.0%	-81.8%

October YTD Performance: 6  
Annual Goal: 64 (9% to Goal)

Lead Room Nights	October Actual	YTD Actual
2025	0	0
2024	20	3,084
2025/2024 % Change (Measurement towards goal)	-100.0%	-100.0%

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

Booked Leads	October Actual	YTD Actual
2025	1	5
2024	0	21
2025/2024 % Change (Measurement towards goal)	100.0%	-76.2%

October YTD Performance: 5  
Annual Goal: 25 (20% to Goal)

Booked Room Nights	October Actual	YTD Actual
2025	0	77
2024	0	867
2025/2024 % Change (Measurement towards goal)	0.0%	-91.1%

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

### SPORTS

Leads	October Actual	YTD Actual
2025	1	9
2024	0	21
2025/2024 % Change (Measurement towards goal)	100.0%	-57.1%

October YTD Performance: 9  
Annual Goal: 33 (27% to Goal)

Lead Room Nights	October Actual	YTD Actual
2025	150	5,730
2024	0	3,650
2025/2024 % Change (Measurement towards goal)	100.0%	57.0%

October YTD Performance: 5,730  
Annual Goal: 7,881 (73% to Goal)

Booked Leads	October Actual	YTD Actual
2025	0	10
2024	0	5
2025/2024 % Change (Measurement towards goal)	0.0%	100.0%

October YTD Performance: 10  
Annual Goal: 9 (111% to Goal)

Booked Room Nights	October Actual	YTD Actual
2025	0	6,190
2024	0	1,220
2025/2024 % Change (Measurement towards goal)	0.0%	407.4%

October YTD Performance: 6,190  
Annual Goal: 3,050 (203% to Goal)

<sup>4</sup> Meeting leads and bookings are down due to changes in meeting space inventory.

### HIGHLIGHTS

- There was 1 meeting booked along with 2 meeting leads and 1 sports event lead in October 2025.

### BOOKINGS

- Board of Industrial Insurance Appeals – 2025 Meeting (South Puget Sound Community College)

### LOST BUSINESS

- Washington Green Amendments – Town Hall (Found their own space)



Swantown Marina – 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.

**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.

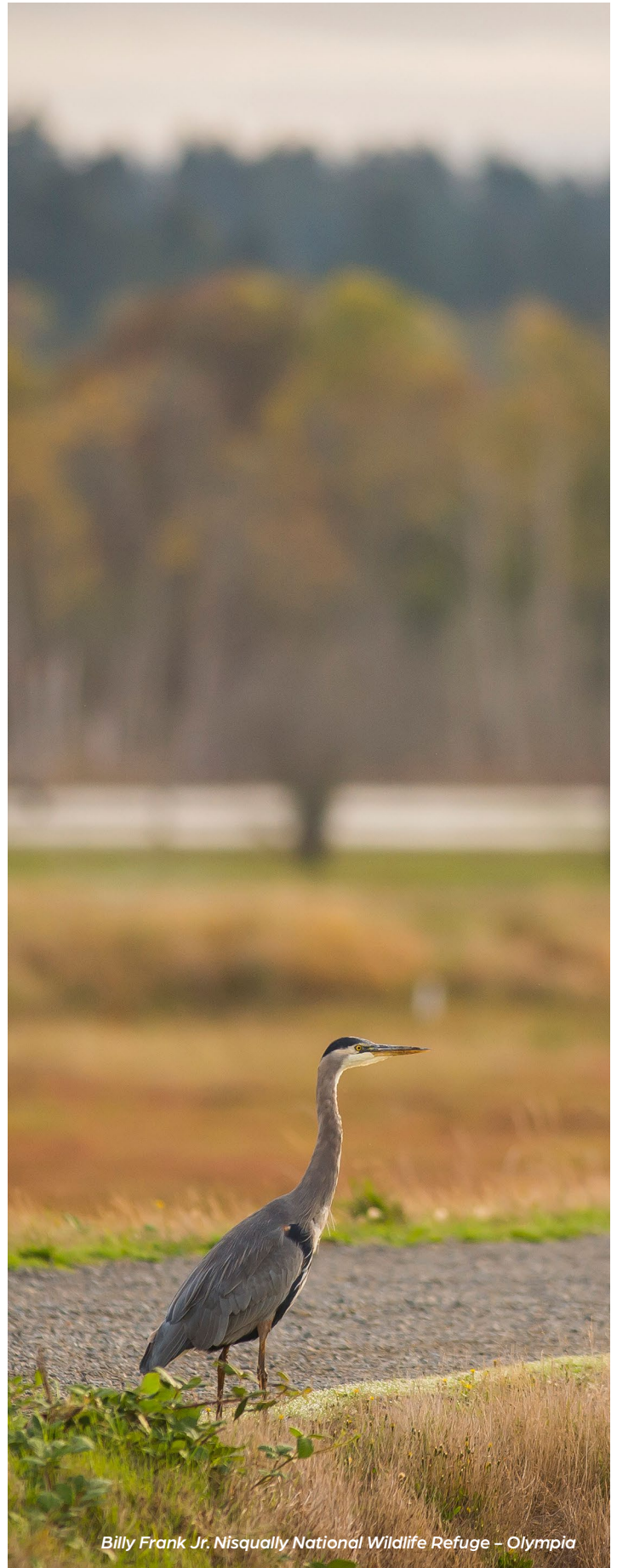
**PR Circulation/Viewership** – Interactions with Public Relations content for digital, print, and broadcast placements.

**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.



Billy Frank Jr. Nisqually National Wildlife Refuge – Olympia