SCORE CARD September 2026



THE BIG 3

• Lodging performance showed strong year-over-year growth in September, with hotel/motel occupancy increasing 8.9% and revenue per available room climbing 14.6%. Short-term rentals also saw an 18% increase in occupancy and a 10.8% increase in revenue per available rental.
• Marketing continued to make progress toward annual goals, with consumer e-newsletter subscribers reaching 103% of goal and direct visitor guide requests reaching 121% of goal. Unique web visits also remained 10.5% ahead of last year's year-to-date performance.
• Meetings/tour and travel activity continued to gain momentum in September, bringing year-to-date totals to 12 leads and six booked leads. Year-to-date booked room nights reached 963, significantly outpacing last year's total of 77 at this point.

ACCOMMODATIONS

September delivered positive results across Thurston County's lodging sector, with both traditional hotels and short-term rentals experiencing year-over-year growth. Hotel/motel occupancy increased 8.9%, while revenue per available room (RevPAR) rose 14.6%. Short-term rentals followed a similar trend, recording an 18% increase in occupancy and a 10.8% increase in revenue per available rental.

HOTELS/MOTELS[1]

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

Occupancy (%)	September Actual	YTD Actual
2026	73.1%	73.2%
2025	67.1%	69.4%
2026/2025 % Change	8.9%	5.5%

Average Daily Rate ($)	September Actual	YTD Actual
2026	$141.40	$157.29
2025	$133.29	$153.23
2026/2025 % Change	6.1%	2.6%

Revenue per Available Room ($)	September Actual	YTD Actual
2026	$103.38	$115.50
2025	$90.18	$107.82
2026/2025 % Change	14.6%	7.1%

SHORT TERM RENTALS

Available Rentals	September/ YTD Actual
2026	507
2025	510
2026/2025 % Change	-0.6%

Occupancy (%)	September Actual	YTD Actual
2026	66.2%	65.4%
2025	56.1%	66.9%
2026/2025 % Change	18.0%	-2.2%

Average Daily Rate ($)	September Actual	YTD Actual
2026	$167.18	$160.91
2025	$162.97	$151.61
2026/2025 % Change	2.6%	6.1%

Revenue per Available Rental	September Actual	YTD Actual
2026	$110.66	$107.50
2025	$99.87	$102.79
2026/2025 % Change	10.8%	4.6%

[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

Marketing continued to make progress toward annual goals, with consumer e-newsletter subscribers reaching 103% of goal and direct visitor guide requests reaching 121% of goal. Unique web visits also remained 10.5% ahead of last year's year-to-date performance.

Unique Web Visits	September Actual	YTD Actual
2026	33,203	347,645
2025	30,265	314,584
2026/2025 % Change (Measurement towards goal)	9.7%	10.5%

Sept. YTD Performance: 347,645
Annual Goal: 471,478 (74% to Goal)

Consumer E-Newsletter Subscribers	September/ YTD Actual
2026	15,553
2025	13,570
2026/2025 % Change (Measurement towards goal)	14.6%

Sept. YTD Performance: 15,553
Annual Goal: 15,106 (103% to Goal)

Earned Media Placements	September Actual	YTD Actual
2026	6	29
2025	8	69
2026/2025 % Change (Measurement towards goal)	-25.0%	-58.0%

Sept. YTD Performance: 29
Annual Goal: 90 (32% to Goal)

New Social Media Audience	September Actual	YTD Actual
2026	324	2,993
2025	350	3,116
2026/2025 % Change (Measurement towards goal)	-7.4%	-3.9%

Sept. YTD Performance: 2,993
Annual Goal: 4,425 (68% to Goal)

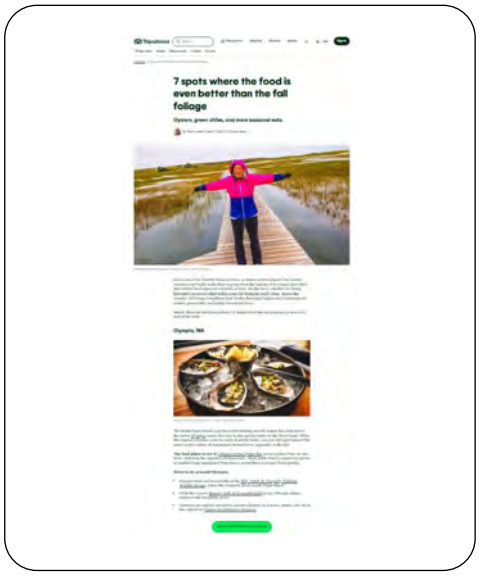
Direct Visitor Guide Requests	September Actual	YTD Actual
2026	603	6,537
2025	210	4,052
2026/2025 % Change (Measurement towards goal)	187.1%	61.3%

Sept. YTD Performance: 6,537
Annual Goal: 5,423 (121% to Goal)

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



South Sound Business



Tripadvisor

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SALES

Meetings/tour and travel activity continued to gain momentum in September, bringing year-to-date totals to 12 leads and six booked leads. Year-to-date booked room nights reached 963, significantly outpacing last year's total of 77 at this point.

MEETINGS/TOUR & TRAVEL[2]

Leads	September Actual	YTD Actual
2026	3	12
2025	2	4
2026/2025 % Change (Measurement towards goal)	50.0%	200.0%

Sept. YTD Performance: 12
Annual Goal: 10 (120% to Goal)

Lead Room Nights	September Actual	YTD Actual
2026	330	3,325
2025	0	0
2026/2025 % Change (Measurement towards goal)	0%	0%

Sept. YTD Performance: 3,325
Annual Goal: 85 (3912% to Goal)

Booked Leads	September Actual	YTD Actual
2026	1	6
2025	0	4
2026/2025 % Change (Measurement towards goal)	0%	50.0%

Sept. YTD Performance: 6
Annual Goal: 8 (75% to Goal)

Booked Room Nights	September Actual	YTD Actual
2026	150	963
2025	0	77
2026/2025 % Change (Measurement towards goal)	0%	1150.6%

Sept. YTD Performance: 963
Annual Goal: 85 (1133% to Goal)

SPORTS

Leads	September Actual	YTD Actual
2026	2	7
2025	0	8
2026/2025 % Change (Measurement towards goal)	0%	-12.5%

Sept. YTD Performance: 7
Annual Goal: 11 (64% to Goal)

Lead Room Nights	September Actual	YTD Actual
2026	2,188	4,497
2025	0	5,880
2026/2025 % Change (Measurement towards goal)	0%	-23.5%

Sept. YTD Performance: 4,497
Annual Goal: 6,017 (75% to Goal)

Booked Leads	September Actual	YTD Actual
2026	1	7
2025	3	10
2026/2025 % Change (Measurement towards goal)	-66.67%	-30.0%

Sept. YTD Performance: 7
Annual Goal: 15 (47% to Goal)

Booked Room Nights	September Actual	YTD Actual
2026	176	1,001
2025	2,100	6,190
2026/2025 % Change (Measurement towards goal)	-91.6%	-83.8%

Sept. YTD Performance: 1,001
Annual Goal: 6,841 (15% to Goal)

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

BOOKINGS

- Flow & Flourish event, November 2026 (Courtesy blocks provided by La Quinta Tumwater, Quality Inn Lacey, Holiday Inn Express & Suites Lacey, Hampton Inn & Suites Lacey, Holiday Inn Express & Suites Tumwater, Spark Tumwater, Best Western Lacey, Fairfield Inn Grand Mound)
- Pacific Rim Collegiate Cyber Defense Competition March 2027 (Courtesy blocks provided by Holiday Inn Express & Suites Lacey and Candlewood Suites Lacey)

LOST BUSINESS

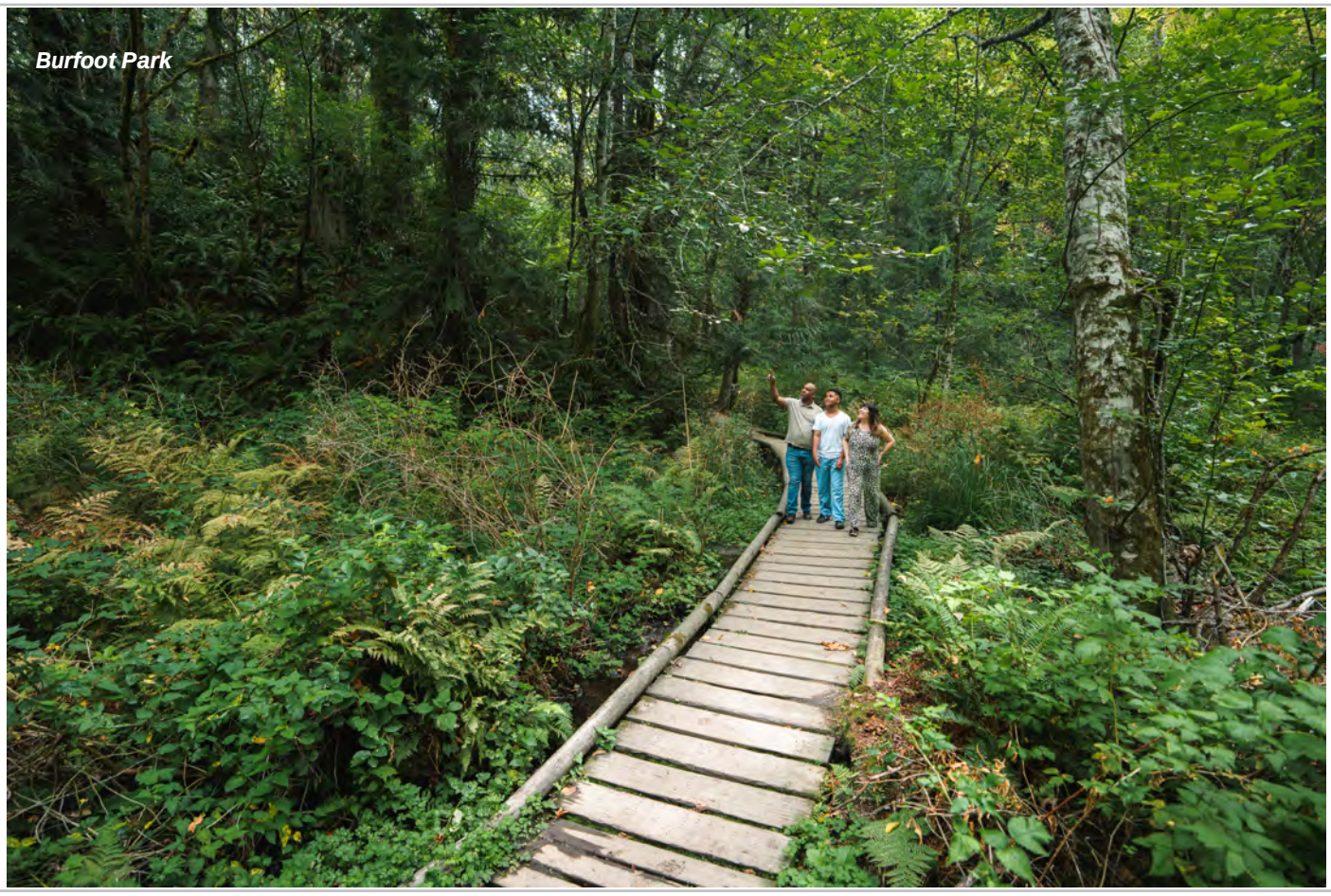
- Allegro Events (meeting dates have passed)
- WIAA Soccer 2027 and 2028 (WIAA confirmed tournaments will be in Puyallup and Federal Way)

CANCELLATIONS

None



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Burfoot Park

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.