

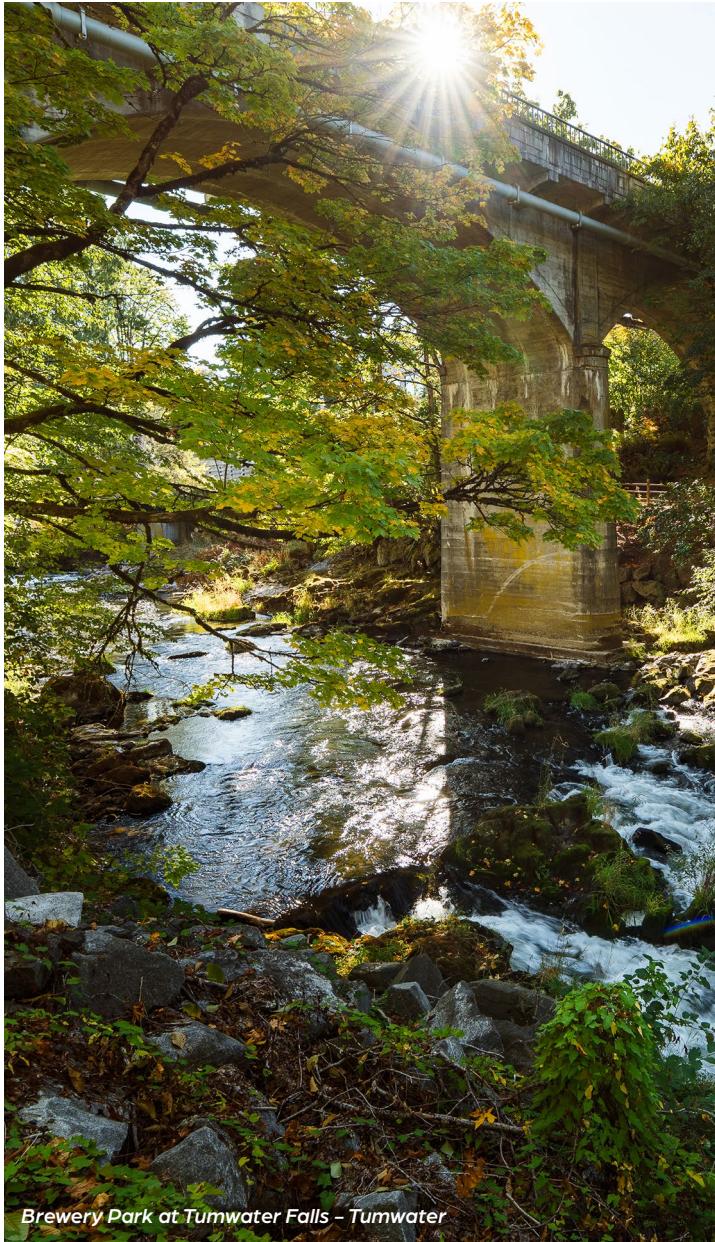


Capitol State Forest

SCORE CARD

September 2025

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



THURSTON COUNTY ACCOMMODATIONS

HOTELS/MOTELS¹

Available Rooms	September/YTD Actual	
2025	2,698	
2024	2,639	
2025/2024 % Change		2.2%

Occupancy (%)	September Actual	YTD Actual
2025	67.1%	69.4%
2024	71.8%	73.2%
2025/2024 % Change (Measurement towards goal)	-6.5%	-5.2%

September YTD Performance: 69.4%
Annual Goal: 68.2% (101% to Goal)

Average Daily Rate (\$)	September Actual	YTD Actual
2025	\$133.29	\$153.23
2024	\$139.27	\$153.57
2025/2024 % Change	-4.3%	-0.2%

Revenue per Available Room (\$)	September Actual	YTD Actual
2025	\$90.18	\$107.82
2024	\$100.55	\$113.64
2025/2024 % Change	-10.3%	-5.1%

¹Inventory change due to the following openings: Spark by Hilton in October 2024 and Holiday Inn Express & Suites Tumwater in December 2024.

HIGHLIGHTS

September 2025 occupancy rate was down compared to monthly and Year to Date (YTD) occupancy levels in 2024. Average Daily Rate (ADR) declined for the month of September but was flat compared to 2024 YTD figures. These trends are also being seen nationally.

SCORE CARD

MARKETING

September 2025

Unique Web Visits ²	September Actual	YTD Actual
2025	30,265	314,584
2024	35,322	303,831
2025/2024 % Change (Measurement towards goal)	-14.3%	3.5%

September YTD Performance: 314,584
Annual Goal: 413,507 (76% to Goal)

Consumer E-Newsletter Subscribers ³	September/YTD Actual
2025	13,570
2024	12,728
2025/2024 % Change (Measurement towards goal)	6.6%

September YTD Performance: 13,570
Annual Goal: 15,681 (86% to Goal)

Earned Media Placements	September Actual	YTD Actual
2025	8	69
2024	11	224
2025/2024 % Change (Measurement towards goal)	-27.3%	-69.2%

September YTD Performance: 69
Annual Goal: 160 (43% to Goal)

Social Media Audience	September/YTD Actual
2025	34,499
2024	30,527
2025/2024 % Change (Measurement towards goal)	13.0%

September YTD Performance: 34,499
Annual Goal: 36,158 (95% to Goal)

Visitor Guides Distributed ⁴	September Actual	YTD Actual
2025	210	4,052
2024	42	815
2025/2024 % Change (Measurement towards goal)	400.0%	397.2%

September YTD Performance: 4,052
Annual Goal: 1,015 (399% to Goal)

PR Circulation/Viewership	September Actual	YTD Actual
2025	414,673	31,134,673
2024	426,855,952	1,957,708,618
2025/2024 % Change (Measurement towards goal)	-99.9%	-98.4%

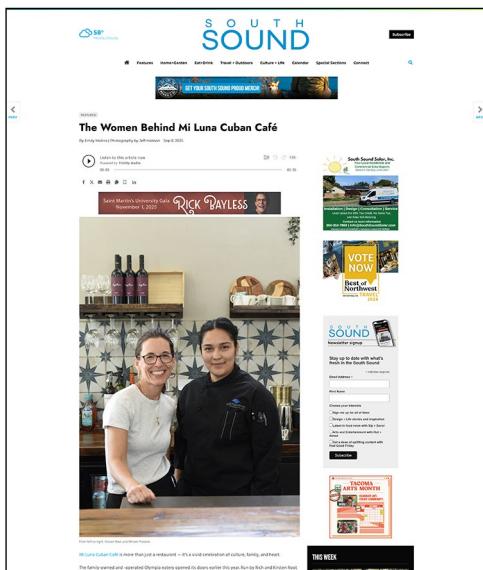
September YTD Performance: 31,134,673
Annual Goal: 12,778,077 (243% to Goal)

² 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.

³ As of July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emails.

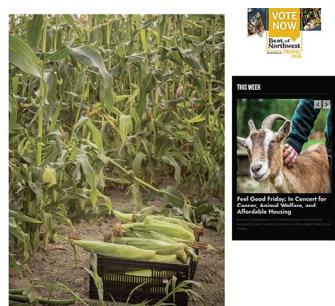
⁴ As of January 2025, Visitor Guides Distributed includes digital downloads from experienceolympia.com and individual bulk requests. Therefore, it is not directly comparable to 2024.

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



[The Women Behind Mi Luna Cuban Café](#)
- SouthSoundMag.com

September 8, 2025



[Where to Take Halloween-Inspired Destination Trips](#) -
425Magazine.com

September 29, 2025

HIGHLIGHTS

- Unique web visits, social media audience, consumer e-newsletter subscribers and visitor guides distributed were up YTD compared to 2024.
- However, unique web visits declined for the month of September compared to the previous year due to the increased usage of Large Language Models (LLMs) such as Chat GPT, and AI overviews in Google.
- Earned media placements, and PR circulation/viewership were down YTD from 2024.



Niniveh Assyrian Restaurant - Olympia

SCORE CARD

September 2025

SALES

MEETINGS/TOUR & TRAVEL

Leads	September Actual	YTD Actual
2025	2	4
2024	2	32
2025/2024 % Change (Measurement towards goal)	0.0%	-87.5%

September YTD Performance: 4
Annual Goal: 64 (6% to Goal)

Lead Room Nights	September Actual	YTD Actual
2025	0	0
2024	47	3,064
2025/2024 % Change (Measurement towards goal)	-100.0%	-100.0%

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

Booked Leads	September Actual	YTD Actual
2025	0	4
2024	1	21
2025/2024 % Change (Measurement towards goal)	-100.0%	-81.0%

September YTD Performance: 4
Annual Goal: 25 (16% to Goal)

Booked Room Nights	September Actual	YTD Actual
2025	0	77
2024	20	867
2025/2024 % Change (Measurement towards goal)	-100.0%	-91.1%

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

SPORTS

Leads	September Actual	YTD Actual
2025	0	8
2024	1	21
2025/2024 % Change (Measurement towards goal)	-100.0%	-61.9%

September YTD Performance: 8
Annual Goal: 33 (24% to Goal)

Lead Room Nights	September Actual	YTD Actual
2025	0	5,580
2024	0	3,650
2025/2024 % Change (Measurement towards goal)	0%	52.9%

September YTD Performance: 5,580
Annual Goal: 7,881 (70% to Goal)

Booked Leads	September Actual	YTD Actual
2025	3	10
2024	0	5
2025/2024 % Change (Measurement towards goal)	100.0%	100.0%

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

Booked Room Nights	September Actual	YTD Actual
2025	2,100	6,190
2024	0	1,220
2025/2024 % Change (Measurement towards goal)	100.0%	407.4%

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

HIGHLIGHTS

- There were 2 meeting event leads and 3 sports event bookings in September 2025.

BOOKINGS

- American Junior Golf Association AJGA – AJGA Championships 2026/2027/2028 (3) (Tumwater Valley Golf Club)

LOST BUSINESS

- No lost business in September 2025.



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.

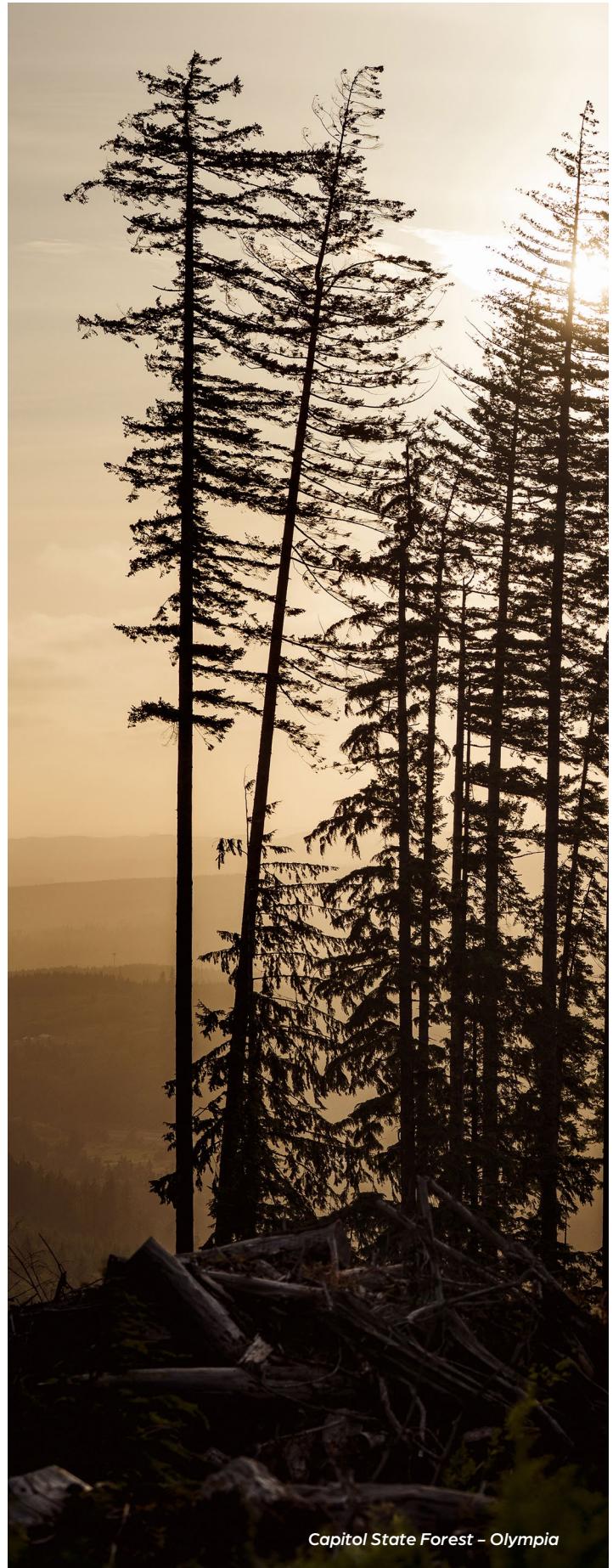
PR Circulation/Viewership – Interactions with Public Relations content for digital, print, and broadcast placements.

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.



Capitol State Forest - Olympia