

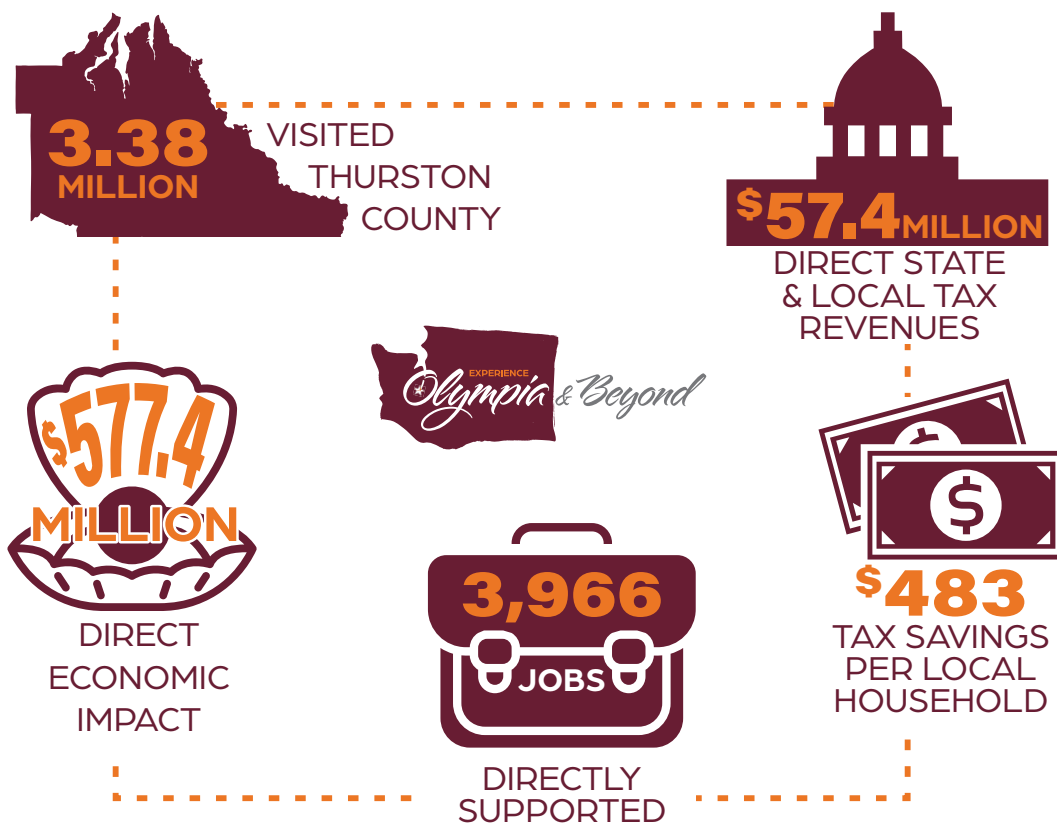


2025 ANNUAL REPORT

Published August 2026

OLYMPIA | LACEY | TUMWATER
BUCODA | GRAND MOUND | RAINIER
ROCHESTER | TENINO | YELM

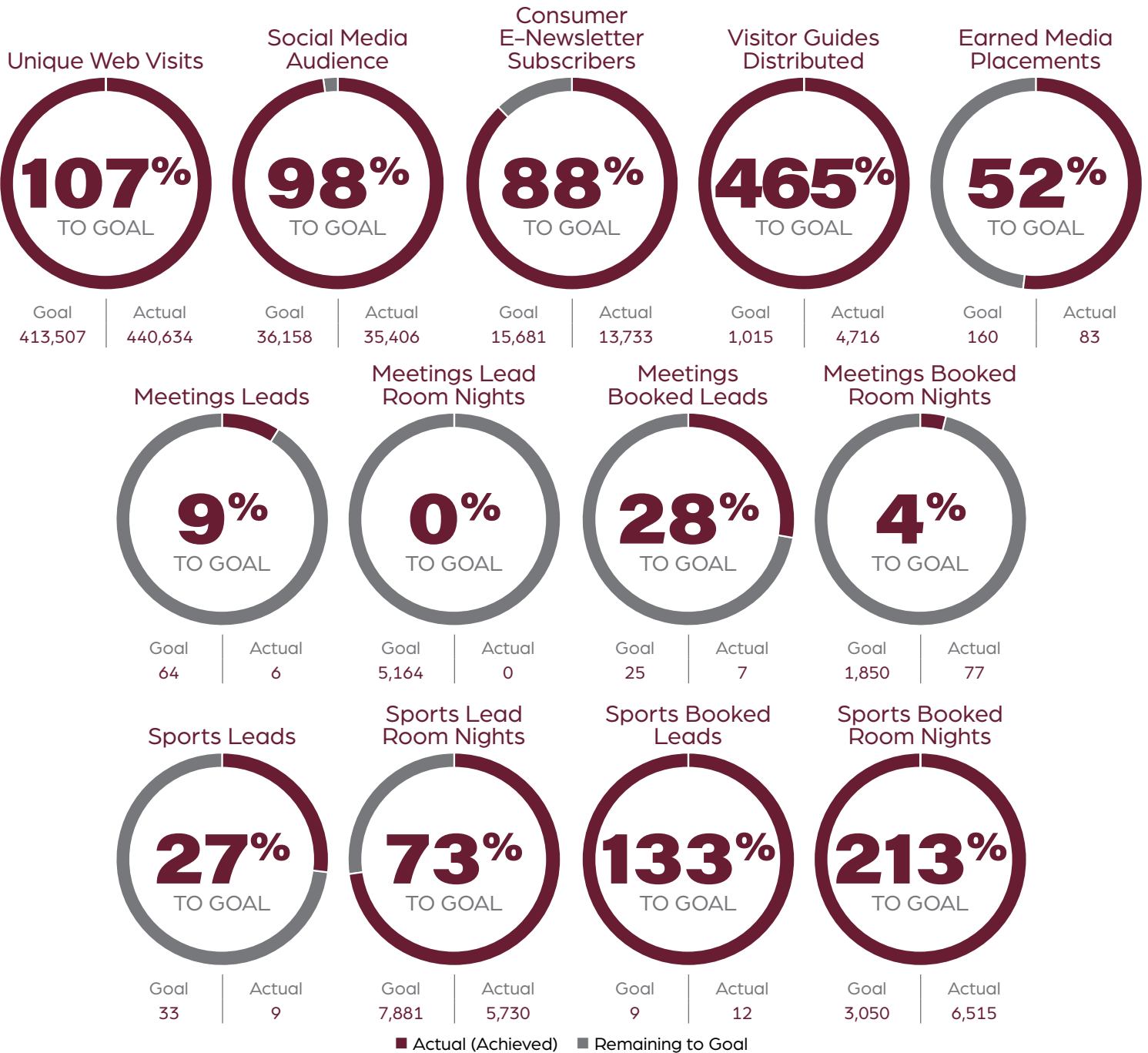
Experience Olympia & Beyond (EOB) serves as the leading resource for tourism in Thurston County, driving the region's hospitality and tourism industry forward. We create meaningful connections between visitors and our destination, fostering experiences that leave lasting, cherished memories. Through strategic marketing, advertising, public relations, sports tourism, and meetings sales, we target high-value visitors who generate the greatest economic impact. The 2025 economic impact below demonstrates the vital role visitors play in strengthening Thurston County's economy, supporting local businesses and contributing to the long-term vitality of our communities.



Source: Tourism Economics, 2025

FINANCIAL OVERVIEW		\$1,396,169.88 TOTAL BUDGET		
62.6% TPA	22.7% LTAC	11.0% PRIVATE	2.3% INTEREST	1.4% GRANTS

KEY PERFORMANCE INDICATORS



*We experienced low performance on sales goals primarily due to limited sales staffing throughout the year. A leadership transition also led us to postpone hiring for an open sales position, reducing our capacity for proactive outreach, lead development, and conversion.

Lodging Performance

At the end of 2025, Thurston County had 2,575 available hotel/motel rooms.

