



Thurston County Hotel & Motel Commission Meeting Agenda

Tuesday, November 8, 2022 at 3:30 pm

La Quinta Inn & Suites - Tumwater, WA 98501

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Minutes September 13, 2022
 - b. Financials August 2022
3. Board Administration
 - a. New member appointments confirmed – welcome Janine Phillips and Rose Ponzoha
 - b. Additional nominations needed for one position; and proposed approval of Mason Foltz to replace Satpal Sohal
 - c. Approve 2023 meeting calendar
 - d. GM hospitality social
4. CEO Report
 - a. Scorecard review
 - b. Strategy and marketing updates
5. Items from the Floor
6. Adjournment

Next Meeting: February 27, 2023 at 3:30 pm



Thurston County Hotel & Motel Commission Meeting

Tuesday, September 13, 2022, at 3:30 pm

Via Zoom

MINUTES

1. **WELCOME & CALL TO ORDER:** Angie Evans called the meeting to order at 3:31 pm
Members in Attendance via Zoom: Satpal Sohal, Angie Evans, Chami Ro and Bryan Powell

Members Excused: Jennica Machado

Members Absent: Anmol Sangh (term is expired), *Meghan Payne

- Meghan Payne left her position at DoubleTree by Hilton; resigned July 2022
- Janine Phillips and Rose Ponzoha - Pending board members also joined us.

VCB Staff in Attendance: Annette Pitts and Kelly Campbell

2. CONSENT CALENDAR:

a./b. Approval of Consent Calendar: June 22, 2022 minutes and the May and June 2022 financials were presented. Angie asked if everyone had a chance to review the minutes and called for questions or discussion. There being none, **Satpal made a motion to approve the consent calendar as presented and Chami seconded. All voted and the motion passed unanimously.**

3. BOARD ADMINISTRATION:

- a. Janine Philips is the new GM at Hampton Inn & Suites and Rose Ponzoha, AGM with Best Western Tumwater have both been recommended for appointment to the Board as of our last meeting in June. AS of today, they are not yet officially appointed by the Commissioners but are on the agenda to be appointed before the end of September. There was some turnover at the county and our appointment requests to the board were lost in the shuffle. The county will notify both the appointees and Kelly as soon as the appointments are official. Thank you for your commitment to service, Rose and Janine. Discussion continued regarding other persons to nominate to fill the last position. Members will email either Annette or Kelly with additional nominations or if necessary we will add this to our next agenda in November.
- b. Annette reported that she reached out to the State of WA tourism office to see if they could help us with additional market information from STR. Unfortunately, this information is not available to us, so we moved forward to add additional segments to our report. We did add the additional reports that were requested at our mid-year budget revision. Chami asked for copies of the reports and Annette shared that we cannot share the STR reports but we can share information from them. We want to keep reporting points the same for the year however, in January we can revisit changing the parameters. If anyone has any specific items they would like to see reporting on please reach out.
- c. Annette reviewed the process of the mid-year revision and went through highlights of changes made to our 2022 budget. TPA collections are down. Varying reasons affect these predictions, specifically rooms out of service due to workforce issues, rooms being used for mitigation, etc., but occupancy is up making it hard to budget accurately. TPA budget and expenses have been reduced to accommodate the decreases we are seeing. Next, Annette presented the 2023 budget for the board's review and approval. Our goals for both sales and marketing were presented as well detailed slides for all revenue and expense line items. Annette also shared the process for TPA collections and the path they take until received by



the VCB. Lastly, additional revenue streams will be sought from the private sector to help diversify our funding stream. Annette called for questions. Angie commented that the VCB has done a lot of work with the funds we have and is appreciative for the work we have accomplished. If folks here are willing to share when of rooms out of commission for any reason would be helpful information to have for planning our revenue forecasting. **Angie made a motion to approve the mid-year 2022 budget as presented. Bryan seconded. There being no discussion, all members present voted and the motion passed unanimously.** Bryan made a motion to approve the 2023 Budget as presented. Satpal seconded. There was not additional discussion or comments. All members voted in favor and the motion passed.

4. CEO REPORT:

- a. Annette reviewed the scorecard and went through the highlights. Specifically the adjusted number of rooms available and short term rental inventory were mentioned as well as an in depth review of each section of the report. Lead rooms nights for sports out performed group leads. Bookings were a mirror of the same with sports doing well but no booking for group sales. Next, Annette reviewed the work we are doing with the assistance of our public relations firm as well as sharing the Tread app release that was a result of using some of the ARPA funds we received. We also released our new website on May 31st.
- b. Melissa had a title change to better reflect the work she is doing with research tools we have integrated within the last year. No additional hires will be made until we see a change in our funding.
- c. We added a new reporting tool, Datafy. This platform uses cell phone and credit card data from Mastercard, sorting visitors and locals, demographics, etc., as well as the patterns of travel for these visitors. This tool could help businesses when creating marketing packages
- d. The Corridor Management Plan is a requirement to apply for funding at the national level for designated scenic byways. The process will wrap up before the end of the year. Annette has a meeting set up with a local representative in our legislature to get our bill sponsored to get the RCW's amended to include the Thurston Bountiful Byway once the CMP is completed.

5. UPCOMING EVENTS:

a./b Annette shared all upcoming events from the agenda and attendance was encouraged. Links have been shared via direct email from Kelly for CTA class sign ups as well as invites to Sports Awards have been included in our email newsletter. If any questions, please email Annette or Kelly.

6. **ITEMS FROM THE FLOOR:** Angie called for any items from the floor. Kelly shared upcoming hotel openings for the Spring and asked if anyone had specific information about their hotel to share. Angie asked if the meeting would be in person after the CTA class. This was considered and a decision was made to meet in person at La Quinta in Tumwater.
7. **ADJOURNMENT:** Their being no additional business the meeting adjourned at 4:48 p.m.

NEXT MEETING: Monday, February 27, 2023, at 3:30 pm

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Performance

Accrual Basis

August 2022

	Aug 22	Budget	Jan - Aug 22	YTD Budget	Annual Bu...
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	0.00	0.00	50,000.00	50,000.00	100,000.00
40120 · LTAC-Olympia	0.00	0.00	100,000.00	100,000.00	100,000.00
40125 · LTAC-Olympia Sports	0.00	0.00	11,871.67	11,871.67	15,000.00
40130 · LTAC-Tumwater	0.00	0.00	38,400.00	38,400.00	38,400.00
Total 40000 · LTAC	0.00	0.00	200,271.67	200,271.67	253,400.00
40300 · Private Funds	90.00	180.00	118,946.15	116,690.00	158,735.00
40400 · TPA Income	69,358.00	78,000.00	503,947.55	512,589.55	885,000.00
40500 · Public Funds	0.00	0.00	90,974.80	90,974.80	97,000.00
Total Income	69,448.00	78,180.00	914,140.17	920,526.02	1,394,135.00
Gross Profit	69,448.00	78,180.00	914,140.17	920,526.02	1,394,135.00
Expense					
50100 · Marketing & Communications					
50110 · Advertising	18,239.24	17,762.48	206,259.88	204,218.12	237,218.12
50120 · Public Relations	4,925.08	5,150.00	41,496.66	41,715.00	62,315.00
50130 · Distribution	162.75	162.75	11,048.81	11,048.81	11,300.00
50140 · Layout & Design	5,062.50	5,062.50	29,232.83	29,932.50	54,870.00
50150 · Media FAM Tours	927.54	175.00	2,936.14	2,186.65	2,236.65
50160 · Membership & Research	10,875.00	10,875.00	80,271.22	80,271.22	90,635.25
50180 · Product & Development	0.00	0.00	2,314.73	2,314.73	26,219.73
50300 · Visitor Guide	0.00	0.00	48,165.88	48,165.88	48,165.88
50400 · Website	1,700.00	1,700.00	79,525.42	78,100.00	84,900.00
50500 · Visitor Services	1.73	1.73	790.32	790.09	5,300.00
Total 50100 · Marketing & Communications	41,893.84	40,889.46	502,041.89	498,743.00	623,160.63
51000 · Community Relations					
51100 · Annual Meeting	0.00	0.00	14,809.34	14,809.34	14,809.34
51200 · Meals & Registrations	176.24	150.00	1,274.71	1,200.00	1,600.00
51500 · Sports Awards	0.00	0.00	0.00	0.00	2,950.00
Total 51000 · Community Relations	176.24	150.00	16,084.05	16,009.34	19,359.34
52000 · Sales					
52050 · Ad Sales Commission Expense	6,154.75	6,500.00	6,154.75	6,500.00	6,500.00
52100 · Tradeshows & Sales Missions	-10.83	0.00	9,112.60	8,600.00	12,380.00
52200 · Event Sponsorship & Bid Fees	2,445.96	10,000.00	36,720.62	34,000.00	43,425.00
52300 · FAM Tours	75.37	0.00	75.37	0.00	500.00
52400 · Client Entertainment	1,054.55	1,000.00	1,111.91	1,000.00	1,000.00
Total 52000 · Sales	9,719.80	17,500.00	53,175.25	50,100.00	63,805.00
60000 · Operations					
60100 · Personnel Expense	44,260.62	43,681.21	361,810.43	361,231.02	547,986.65
60200 · Internet and Technology	1,901.77	1,678.13	17,121.33	16,968.00	23,650.00
60310 · Rent & Facility Charges	3,095.00	3,095.00	24,760.00	24,760.00	37,140.00
60320 · Equipment	0.00	0.00	3,402.17	2,800.00	3,000.00
60340 · Insurance	0.00	0.00	3,273.23	3,500.00	3,500.00
60360 · Licenses & Fees	60.00	0.00	102.40	75.00	175.00
60380 · Postage and Shipping	89.04	175.00	1,297.26	1,200.00	1,900.00
60400 · Professional Development	-1,870.00	425.00	11,109.19	13,564.00	15,750.00
60410 · Printing	358.40	350.00	2,361.15	2,400.00	3,600.00
60500 · Professional Fees	612.00	125.00	1,949.50	2,050.00	9,750.00
60550 · Repairs & Maintenance	0.00	0.00	50.00	0.00	50.00
60570 · Supplies	78.49	125.00	2,447.47	2,487.00	3,000.00

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Performance

Accrual Basis

August 2022

	Aug 22	Budget	Jan - Aug 22	YTD Budget	Annual Bu...
60580 · Travel Expenses	452.14	750.00	15,660.83	16,094.11	23,300.00
60600 · Bank Charges	53.09	30.00	843.83	802.00	895.00
Total 60000 · Operations	49,090.55	50,434.34	446,188.79	447,931.13	673,696.65
61000 · TPA Administration					
61105 · Marketing & Operations	0.00	196.92	5,706.87	5,706.87	5,706.87
61200 · Professional Fees	583.92	583.92	8,201.83	8,201.83	10,537.51
Total 61000 · TPA Administration	583.92	780.84	13,908.70	13,908.70	16,244.38
Total Expense	101,464.35	109,754.64	1,031,398.68	1,026,692.17	1,396,266.00
Net Ordinary Income	-32,016.35	-31,574.64	-117,258.51	-106,166.15	-2,131.00
Other Income/Expense					
Other Income	130.39	150.00	1,668.46	1,550.00	2,150.00
Net Other Income	130.39	150.00	1,668.46	1,550.00	2,150.00
Net Income	<u>-31,885.96</u>	<u>-31,424.64</u>	<u>-115,590.05</u>	<u>-104,616.15</u>	<u>19.00</u>

Visitor and Convention Bureau of Thurston County
Balance Sheet
As of August 31, 2022

	Aug 31, 22
ASSETS	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	73,114.22
10300 · TwinStar Checking	467.00
10400 · TwinStar Money Market	244,818.29
10500 · TwinStar Savings	30.00
10600 · Petty Cash	30.00
	<hr/>
Total VCB Accounts	318,459.51
10700 · WSECU - MM - Operating	249,870.39
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
	<hr/>
Total Checking/Savings	568,339.90
Accounts Receivable	
11100 · Accounts Receivable	3,152.40
	<hr/>
Total Accounts Receivable	3,152.40
Other Current Assets	
13000 · Prepaid Expenses	39,061.50
14000 · Inventory	607.02
	<hr/>
Total Other Current Assets	39,668.52
Total Current Assets	611,160.82
Fixed Assets	
15000 · Furniture and Equipment	33,870.99
17100 · Accum Depr - Furn and Equip	-24,681.56
	<hr/>
Total Fixed Assets	9,189.43
Other Assets	
16000 · LPL Financial	400,007.23
	<hr/>
Total Other Assets	400,007.23
TOTAL ASSETS	<u>1,020,357.48</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	12,379.94
	<hr/>
Total Accounts Payable	12,379.94
Credit Cards	
20200 · MC Control Account	
20245 - Christina Mastercard	1,005.61
20205 · Heidi Mastercard	7,446.91
20220 · Jeff Mastercard	16,593.96
20225 · Annette Mastercard	13,637.12
20240 · Kelly Mastercard	22,148.53
20275 · Melissa Mastercard	8,320.38
20200 · MC Control Account - Other	-69,153.74
	<hr/>
Total 20200 · MC Control Account	-1.23
	<hr/>
Total Credit Cards	-1.23
Other Current Liabilities	
20310 · Accrued Liabilities	24,013.47
24000 · Payroll Liabilities - other tax	27.54
	<hr/>
Total Other Current Liabilities	24,041.01
Total Current Liabilities	36,419.72
Total Liabilities	36,419.72
Equity	

Visitor and Convention Bureau of Thurston County
Balance Sheet
As of August 31, 2022

	<u>Aug 31, 22</u>
32000 · Reserve from prior years	1,099,527.81
Net Income	-115,590.05
 Total Equity	 983,937.76
 TOTAL LIABILITIES & EQUITY	 <u>1,020,357.48</u>

Visitor and Convention Bureau of Thurston County
A/R Aging Summary
As of August 31, 2022

	<u>Cur...</u>	<u>1 - 30</u>	<u>31 -...</u>	<u>61 -...</u>	<u>> 90</u>	<u>TOTAL</u>
Capitol Theater	0.00	0.00	0.00	0.00	0.40	0.40
Double Tree by Hilton	0.00	0.00	0.00	0.00	3,152.00	3,152.00
TOTAL	0.00	0.00	0.00	0.00	3,152.40	3,152.40

2023 TPA Board Calendar

JANUARY							MAY							SEPTEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1	2	3	4	5	6	7	7	8	9	10	11	12	13	3	4	5	6	7	8	9	
8	9	10	11	12	13	141	14	15	16	17	18	19	20	10	11	12	13	14	15	16	
15	16	17	17	19	29	21	21	22	23	24	25	26	27	28	17	18	19	20	21	22	23
22	23	24	25	26	27	28	28	29	30	31					24	25	26	27	28	29	30
29	30	31																			
FEBRUARY							JUNE							OCTOBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4				1	2	3			1	2	3	4	5	6	7
5	6	7	8	9	10	11	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
12	13	14	15	16	17	18	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
19	20	21	22	23	24	25	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
26	27	28					25	26	27	28	29	30		29	30	31					
MARCH							JULY							NOVEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4				1	2	3			5	6	7	8	9	10	11
5	6	7	8	9	10	11	2	3	4	5	6	7	8	9	12	13	14	15	16	17	18
12	13	14	15	16	17	18	9	10	11	12	13	14	15	10	11	12	13	14	15	16	
19	20	21	22	23	24	25	16	17	18	19	20	21	22	19	20	21	22	23	24	25	
26	27	28	29	30	31		23	24	25	26	27	28	29	26	27	28	29	30			
							30	31													
APRIL							AUGUST							DECEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
				1					1	2	3	4	5					1	2		
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23	
23	24	25	26	27	28	29	27	28	29	30	31			24	25	26	27	28	29	30	
30														31							

Organization

1. Strategy

- Relationship-building with critical stakeholders: tribes, municipalities, local essential partners
- Seeking increased and more balanced LTAC support from municipalities for 2023.
- Seeking new, diversified revenue streams for 2022 and 2023.
- While working in alignment with our 2022 Business & Marketing Plan (adopted by the Board of Directors), reallocating some work to 2023 due to reduced budget (TPA collection shortfalls) and staffing.
- Marketing department (Heidi—Content & Brand Manager and Melissa—Director of Strategic Initiatives) is starting the discovery process (surveying and gathering of trend and forecast data) setting the stage for the 2023 Business & Marketing Plan.
- Destination Management Taskforce has formed, beginning conversations around potential of expanding organizational focus to a more collaborative community-focused approach. Planning for 2023 community listening sessions to determine how we can be of better service.

2. Marketing

- Product Development

- Website

- Heidi created several new blogs the past couple months including:

- [Experience European Cuisine At Its Finest in the Olympia Region | Experience Olympia](#)
 - <https://www.experienceolympia.com/blog/sourcing-local-ingredients-gochujang-and-honey-glazed-salmon/>
 - <https://www.experienceolympia.com/blog/boat-in-and-enjoy-the-fall-bounty-in-the-heart-of-the-south-sound/>
 - <https://www.experienceolympia.com/blog/local-maker-spotlight-maumasi-fire-arts/>

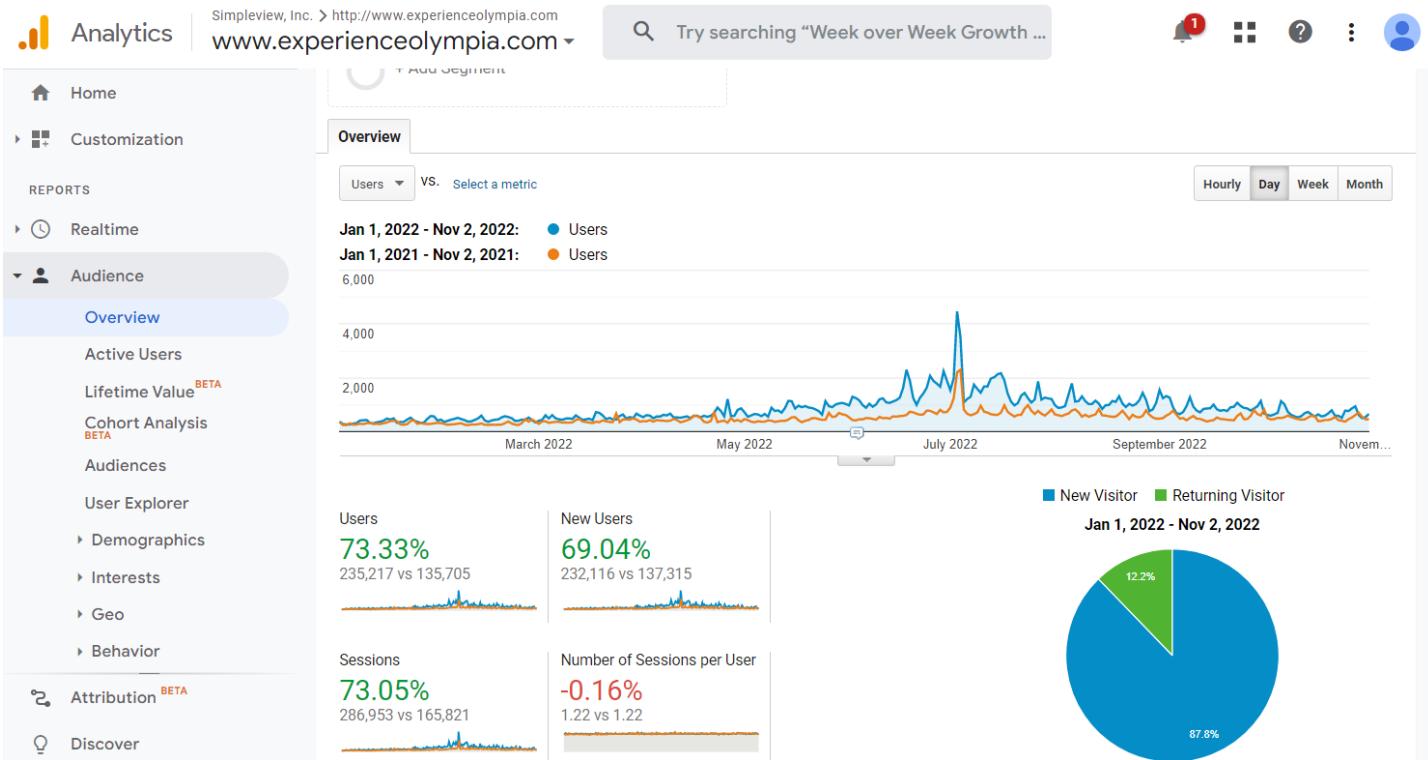
Updated blogs (new/current info):

- <https://www.experienceolympia.com/blog/top-7-spots-to-view-mount-rainier-in-the-olympia-region/>

Repurposed blogs (from other publications):

- <https://www.experienceolympia.com/blog/find-a-summer-atv-adventure-at-capitol-forests-middle-waddell-campground/>

Continuing to add new and updated content to the website is important as it boosts our search engine optimization and boosts traffic to the site and partner locations.



- Thurston Bountiful Byway—Corridor Management Plan in public review process. We will not be seeking designation in 2023 but will be working with the County to explore the RCWs governing the process throughout the year, and reconsider for 2024.
- Interpretation & Walking Tour; interpretive signage update for Port Plaza—Port of Olympia. Project slated for completion by end of November.
- Content—Photog/Video
 - Tumwater It's the Water video scheduled for Winter release.
- Public Relations
 - New press trips have included: Vancouver Family Magazine, Natalie Campano-Tiny Beans blog.
- Research
 - Onboarding Datafy to help further refine marketing planning for 2023
 - Deep dive of DOR lodging tax and TPA collections to better understand collection shortfalls (approx. 20% variance from projections based on occupancy/inventory) .
 - Deep dive of STR reporting to better understand if/where reporting could be skewed.

3. Community Relations

- Sports Awards planning underway held November 3.

4. Sales – See scorecards



SCORE CARD

August 2022

As summer winds down, tourism performance metrics for Thurston County mostly saw growth amongst segments tracked.

THURSTON COUNTY ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	August/YTD Actual
2022*	2,754
2021	2,812
2022/2021 % Change	-2.1%
2019	2,872
2022/2019 % Change	-4.1%

**Inventory change due to the Comfort Inn Conference Center Tumwater/Olympia closure in February 2022*

Occupancy (%)	August Actual	YTD Actual
2022	74.7%	68.4%
2021	76.2%	66.7%
2022/2021 % Change (Measurement towards goal)	-2.0%	2.6%
2019	80.4%	70.4%
2022/2019 % Change (Progress towards economic recovery)	-7.0%	-2.8%

2022 YTD Performance to Goal: August YTD Performance: 68.4%
Annual Goal: 68.2% (100.3% to Goal)

Average Daily Rate (\$)	August Actual	YTD Actual
2022	\$174.44	\$152.61
2021	\$154.58	\$129.09
2022/2021 % Change	12.9%	18.2%
2019	\$139.83	\$129.57
2022/2019 % Change	24.8%	17.8%

Revenue per Available Room (\$)	August Actual	YTD Actual
2022	\$131.42	\$106.38
2021	\$118.90	\$88.47
2022/2021 % Change	10.5%	20.2%
2019	\$112.98	\$91.75
2022/2019 % Change	16.3%	15.9%

Source: Smith Travel Research

ACCOMODATIONS HIGHLIGHTS

Hotel occupancy rate for August declined compared to the same month in 2021 and 2019. Still, average daily rate and revenue per available room trended upward compared to previous years.

SHORT TERM RENTALS

Available Rooms	August Actual
2022	333
2021	225
2022/2021 % Change	48.0%
2019	n/a*
2022/2019 % Change	--

Occupancy (%)	August Actual	YTD Actual
2022	81.0%	70.1%
2021	84.0%	73.6%
2022/2021 % Change	-3.5%	-4.8%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Average Daily Rate (\$)	August Actual	YTD Actual
2022	\$223.15	\$202.76
2021	\$199.44	\$179.54
2022/2021 % Change	11.9%	12.9%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Revenue per Available Room (\$)	August Actual	YTD Actual
2022	\$180.83	\$141.97
2021	\$167.55	\$134.62
2022/2021 % Change	7.9%	5.5%
2019	n/a*	n/a*
2022/2019 % Change	--	--

**Short Term Rental data available starting 2021 only*

Source: AirDNA

SHORT TERM RENTALS HIGHLIGHTS

Like hotel occupancy, short term rental occupancy declined, whereas average daily rate and revenue per available room surpassed 2019 figures.

SCORE CARD

August 2022

MARKETING

Unique Web Visits	August Actual	YTD Actual
2022	29,473	187,443
2021	17,526	106,090
2022/2021 % Change (Measurement towards goal)	68.2%	76.7%
2019	25,219	156,596
2022/2019 % Change (Progress towards economic recovery)	16.9%	19.7%

2022 YTD Performance to Goal: August YTD Performance: 187,443
Annual Goal: 201,348 (93% to Goal)

Consumer E-Newsletter Subscribers	August/YTD Actual
2022	10,841
2021	9,667
2022/2021 % Change (Measurement towards goal)	12.1%
2019	9,450
2022/2019 % Change (Progress towards economic recovery)	14.7%

2022 YTD Performance to Goal: August YTD Performance: 10,841
Annual Goal: 12,941 (84% to Goal)

Earned Media Placements*	August Actual	YTD Actual
2022	5	46
2021	0	9
2022/2021 % Change	100.0%	411.1%
2019	16	69
2022/2019 % Change	-68.8%	-33.3%

*Earned Media Placements/PR Impressions not directly comparable to past figures since a new vendor uses a different methodology to track performance

HIGHLIGHTS

- Experienceolympia.com saw increased unique site visits compared to previous years.
- While still down compared to 2019, Experience Olympia and Beyond's social media audience experienced substantial growth 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 see high rates of growth over previous years.

ARTICLES PUBLISHED / INFLUENCER POSTS

TravelNoire.com

[Olympia, Washington in 24-Hours](#)

August 4, 2022

Mercer Island Reporter online

[She Is Always Teaching and Motivating Us](#)

August 6, 2022

SouthSoundMagazine.com

[Sip & Savor: Seafood, Seasonal Ice Cream, and Beer](#)

August 10, 2022

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Bold Brews and Tasty Tunes at Olympia's New Rhythms Coffee

Emily Molina - Aug 16 2022 Updated Oct 6, 2022



PUZZLED BY MARKETING?

WE'LL HELP YOU PUT THE PIECES TOGETHER
MADCAP

TRENDING

- A Taste of Paris' Loft Book in Olympia
- Watch Local Baker on Food Network's Halloween Baking Championship!
- Recap: 2022 Women to Watch

SCORE CARD

August 2022

SALES

SALES & HIGHLIGHTS

- The sports market continues to rebound, pacing ahead of 2019 by most indicators.
- The meetings market continues to pick up, with new inquiries from the Miss Washington Organization and the National Summer Institute for Learning Communities in 2023.
- The sales team is moving forward with an in-person event planner familiarization tour and a sales mission later this year.

MEETINGS

Lead Room Nights	August Actual	YTD Actual
2022	960	3,337
2021	250	759
2022/2021 % Change (Measurement towards goal)	284.0%	339.7%
2019	486	5,137
2022/2019 % Change (Progress towards economic recovery)	97.5%	-35.0%

2022 YTD Performance to Goal: August YTD: 3,337 / Annual: 4,815 (69% to Goal)

SPORTS

Lead Room Nights	August Actual	YTD Actual
2022	740	9,700
2021	170	2,079
2022/2021 % Change (Measurement towards goal)	335.3%	366.6%
2019	200	3,490
2022/2019 % Change (Progress towards economic recovery)	270.0%	177.9%

2022 YTD Performance to Goal: August YTD: 9,700 / Annual: 2,364 (410% to Goal)

Booked Room Nights	August Actual	YTD Actual
2022	315	670
2021	0	105
2022/2021 % Change (Measurement towards goal)	100.0%	538.1%
2019	166	915
2022/2019 % Change (Progress towards economic recovery)	89.8%	-26.8%

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

Booked Room Nights	August Actual	YTD Actual
2022	300	1,480
2021	170	1,534
2022/2021 % Change (Measurement towards goal)	76.5%	-3.5%
2019	60	1,756
2022/2019 % Change (Progress towards economic recovery)	400.0%	-15.7%

2022 YTD Performance to Goal: August YTD: 1,480 / Annual: 1,687 (88% to Goal)

Leads	August Actual	YTD Actual
2022	4	34
2021	1	15
2022/2021 % Change (Measurement towards goal)	300.0%	126.7%
2019	14	73
2022/2019 % Change (Progress towards economic recovery)	-71.4%	-53.4%

2022 Performance to Goal: August YTD: 34 / Annual: 23 (148% to Goal)

Leads	August Actual	YTD Actual
2022	4	25
2021	2	10
2022/2021 % Change (Measurement towards goal)	100.0%	150.0%
2019	1	22
2022/2019 % Change (Progress towards economic recovery)	300.0%	13.6%

2022 YTD Performance to Goal: August YTD: 25 / Annual: 13 (192% to Goal)

Leads Booked	August Actual	YTD Actual
2022	3	12
2021	0	3
2022/2021 % Change (Measurement towards goal)	100.0%	300.0%
2019	6	31
2022/2019 % Change (Progress towards economic recovery)	-50.0%	-61.3%

2022 Performance to Goal: August YTD: 12 / Annual: 7 (171% to Goal)

Leads Booked	August Actual	YTD Actual
2022	1	9
2021	2	8
2022/2021 % Change (Measurement towards goal)	-50.0%	12.5%
2019	2	10
2022/2019 % Change (Progress towards economic recovery)	-50.0%	-10.0%

2022 YTD Performance to Goal: August YTD: 9 / Annual: 10 (90% to Goal)

BOOKED BUSINESSES

- Master Brewers Association District NW Fall Conference (The Olympia Hotel at Capitol Lake)
- USAF 1788a 1st Special Forces Retreat (Great Wolf Lodge)
- Washington Filmworks Roundtable (The Olympia Hotel at Capitol Lake)
- USA Ultimate Frisbee (Comfort Inn Lacey)

LOST BUSINESS

N/A

CANCELLATIONS

N/A

VISITOR SERVICES

HIGHLIGHTS

There were no Certified Tourism Ambassador (CTA) classes held in the month of August. Please [visit our website](#) to learn more about the CTA program!

2022 YTD Performance to Goal:
July YTD Performance: 24
Annual Goal: 96 (25% to Goal)

Trained Certified Tourism Ambassadors	August Actual	YTD Actual
2022	0	24
2021	0	57
2022/2021 % Change (Measurement towards goal)	0.0%	-57.9%
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.

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.