



Thurston County Hotel & Motel Commission Meeting Agenda

Monday, February 27, 2023 at 3:30 pm

La Quinta Inn & Suites - Tumwater, WA 98501

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Minutes November 8, 2022
 - b. Financials December 2022
3. Board Administration
 - a. New member appointments confirmed –Welcome Kasee Palmer (DoubleTree) and Janine Phillips (Hampton Inn & Suites)
 - b. Additional nominations needed for position 3; Mason Foltz was appointed to replace Satpal but left town that same week to take a position out of area for another Sohal property; Pamela Johnson of La Quinta is willing to serve and be nominated for appointment by the County Commissioners
 - c. Meeting host & locations for May 22, Aug 28, and November 27, 2023
 - d. Forecasting discussion: sharing of tax-exempt bookings each quarter and rooms out of inventory
4. CEO Report
 - a. Scorecard review
 - b. Strategy and marketing highlights
 - a. Visitor Guide and Packaged Advertising
 - c. Annual Meeting June 1st (tentatively)
5. Items from the Floor
6. Adjournment

Next Meeting: May 22, 2023, at 3:30 pm



Thurston County Hotel & Motel Commission Meeting

Tuesday, November 8, 2022, at 3:30 pm

LaQuinta Inn & Suites, Tumwater

MINUTES

- 1. WELCOME & CALL TO ORDER:** Mason Stoltz (pending appointment), Janine Phillips
Members in Attendance via Zoom: Angie Evans, Anmol Sangh

Members Absent: Jennica Machado, Chami Ro, Rose Ponzoha, Bryan Powell

VCB Staff in Attendance: Annette Pitts and Kelly Campbell

A quorum was established, and Angie Evans called the meeting to order at 3:42 pm

- 2. CONSENT CALENDAR:**

a./b. Approval of Consent Calendar: Sept. 13, 2022, minutes and the August 2022 financials were presented. Angie asked if everyone had a chance to review the minutes and called for questions or discussion. There being none, **Angie made a motion to approve the consent calendar as presented and Anmol seconded. All voted and the motion passed unanimously.**

- 3. BOARD ADMINISTRATION:**

- Angie welcomed new members Janine Phillips, Hampton Inn & Suites and Rose Ponzoha, Best Western Tumwater
- Anmol's term has expired and with Meghan moving we have open positions. Kasee Palmer of DoubleTree has agreed to accept a position if nominated and Satpal would like to see his position fulfilled by Mason Stoltz, GM of the La Quinta Tumwater. **Anmol made a motion to appoint Mason Stoltz of La Quinta Inn & Suites, Tumwater, and Kasee Palmer of the DoubleTree to the TPA Board of Directors. Angie seconded. All members voted in favor of their appointments and the motion passed.**

c./d. Kelly presented the proposed 2023 TPA meeting calendar, sharing with the group that the meetings were in person on Mondays at 3:30 pm prior to COVID. Bringing the GM social back could serve as location for in person meetings and host the social as well. After a brief discussion all members agreed and there being no further questions, **Janine made a motion to approve the meetings take place in person at a rotating location and accept the meeting calendar as presented. Anmol seconded, all members voted in favor and the motion was carried.**

- 4. CEO REPORT:**

- Annette reviewed the August Scorecard with the board members. Our Smith Travel Research (STR) reports show ADR and RevPar are up however we realize these numbers are skewed by properties such as Great Wolf Lodge that do not pay TPA and lodging tax but are a large part of our inventory. Short Term rentals are also up in both categories as well. Overall, marketing KPIs are up. Specifically, unique website visits are up over 2019, mostly due to the new website build with SEO in mind, and new content. We disabled our Facebook account due back-end issues with access to our Facebook and have since created a new account, working hard to regrow the account's followers. We are below our audience numbers at the beginning of the year but coming back strong. Sales overall had increases in leads for meetings and sports alike however down in the booked events.



b. Annette shared how important it is to have relationships with the hotels, our stakeholders, and municipalities, and we are making a point to get out and meet folks, understand their industry pain points and work together. Funding has been about 20% less than our forecast due to many factors such as workforce, mitigation, rooms taken out of service, etc. but being connected with our hotels will help us adjust our forecasting going forward. Currently we are surveying, residents, visitors, and stakeholders to help us formulate our 2023 Business & Marketing Plan to be released in February 2023. Lastly, Annette shared our EOB board is currently exploring whether to maintain current role of a DMO vs the pros and cons around becoming a DMMO. The Corridor management Plan for the Thurston Bountiful Byway is in its final review, however, due to some concerns with the language in the RCW's shared by the county we will not be pursuing designation in 2023 as planned, rather doing a deep dive on the RCW's and if we plan to ask for them to be amended, so we are hitting pause for now. Datafy is a vendor we have employed recently to better understand our visitors. This location service-based utility helps us be more strategic with who we are reaching, how to attract them to our area, and ultimately make an economic impact by putting heads in beds. Discussion followed around reduced TPA receipts vs. forecasts resulting from STR data, the budget, how ADR is helpful to the hotels, and the implications of decreased room availability resulting from government rate stays that we don't know about. The group also discussed impacts of relationships and staff changes.

6. **ITEMS FROM THE FLOOR:** Mason asked more about the VCB, and the Experience Olympia brand and Annette shared our history. The group will think about other hoteliers that may wish to serve on the board. Angie asked the others about hotelplanner.com and booking coming in from them as an Expedia affiliate and the ongoing issues she has had with them hacking into her clients and booking them but using their own cancellation policies that are different from Prairie Hotel. Others did not share her experience and wished her the best getting resolution.
7. **ADJOURNMENT:** Their being no additional business the meeting adjourned at 4:40 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

December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Bu...
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	25,000.00	25,000.00	100,000.00	100,000.00	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	15,000.00	15,000.00	15,000.00
40130 · LTAC-Tumwater	0.00	0.00	38,400.00	38,400.00	38,400.00
Total 40000 · LTAC	25,000.00	25,000.00	253,400.00	253,400.00	253,400.00
40300 · Private Funds					
40310 · Advertising	891.33	0.00	74,413.26	75,080.00	75,080.00
40320 · Event Income	0.00	900.00	21,764.42	18,155.00	18,155.00
40330 · In Kind Income	0.00	0.00	5,739.45	1,500.00	1,500.00
40350 · Sponsorship Tourism	0.00	2,500.00	64,000.00	64,000.00	64,000.00
Total 40300 · Private Funds	891.33	3,400.00	165,917.13	158,735.00	158,735.00
40400 · TPA Income	75,030.46	88,000.00	810,569.34	885,000.00	885,000.00
40500 · Public Funds	0.00	0.00	97,000.00	97,000.00	97,000.00
Total Income	100,921.79	116,400.00	1,326,886.47	1,394,135.00	1,394,135.00
Gross Profit	100,921.79	116,400.00	1,326,886.47	1,394,135.00	1,394,135.00
Expense					
50100 · Marketing & Communications					
50110 · Advertising	4,520.11	4,000.00	238,900.86	237,218.12	237,218.12
50120 · Public Relations	7,150.00	5,150.00	62,596.66	62,315.00	62,315.00
50130 · Distribution	0.00	0.00	11,346.31	11,300.00	11,300.00
50140 · Layout & Design	365.38	0.00	34,535.71	54,870.00	54,870.00
50150 · Media FAM Tours	0.00	0.00	3,227.56	2,236.65	2,236.65
50160 · Membership & Research	2,967.15	2,564.03	92,482.07	90,635.25	90,635.25
50180 · Product & Development	5,131.19	22,500.00	26,975.75	26,219.73	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	86,467.87	84,900.00	84,900.00
50500 · Visitor Services	1.70	0.00	1,170.97	5,300.00	5,300.00
Total 50100 · Marketing & Communications	21,835.53	35,914.03	605,869.64	623,160.63	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	0.00	100.00	1,388.05	1,600.00	1,600.00
51500 · Sports Awards	0.00	0.00	15,284.39	2,950.00	2,950.00
Total 51000 · Community Relations	0.00	100.00	31,481.78	19,359.34	19,359.34
52000 · Sales					
52050 · Ad Sales Commission Expense	0.00	0.00	6,312.35	6,500.00	6,500.00
52100 · Tradeshows & Sales Missions	0.00	0.00	9,707.60	12,380.00	12,380.00
52200 · Event Sponsorship & Bid Fees	0.00	0.00	41,174.02	43,425.00	43,425.00
52300 · FAM Tours	0.00	0.00	1,312.13	500.00	500.00
52400 · Client Entertainment	0.00	0.00	1,111.91	1,000.00	1,000.00
Total 52000 · Sales	0.00	0.00	59,618.01	63,805.00	63,805.00
60000 · Operations					
60100 · Personnel Expense	38,922.79	58,134.08	536,590.01	547,986.65	547,986.65
60200 · Internet and Technology	1,737.45	1,670.50	24,268.80	23,650.00	23,650.00
60310 · Rent & Facility Charges	3,095.00	3,095.00	37,171.34	37,140.00	37,140.00
60320 · Equipment	0.00	200.00	3,468.02	3,000.00	3,000.00
60340 · Insurance	0.00	0.00	3,273.23	3,500.00	3,500.00
60360 · Licenses & Fees	0.00	0.00	151.88	175.00	175.00
60380 · Postage and Shipping	0.00	175.00	1,386.21	1,900.00	1,900.00

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

Accrual Basis

December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Bu...
60400 · Professional Development	31.92	0.00	11,663.24	15,750.00	15,750.00
60410 · Printing	405.60	300.00	3,810.06	3,600.00	3,600.00
60500 · Professional Fees	4,559.00	1,350.00	10,859.50	9,750.00	9,750.00
60550 · Repairs & Maintenance	0.00	0.00	50.00	50.00	50.00
60570 · Supplies	68.43	138.00	3,075.10	3,000.00	3,000.00
60580 · Travel Expenses	375.75	887.11	18,216.26	23,300.00	23,300.00
60600 · Bank Charges	0.00	5.00	843.83	895.00	895.00
Total 60000 · Operations	49,195.94	65,954.69	654,827.48	673,696.65	673,696.65
61000 · TPA Administration					
61105 · Marketing & Operations	0.00	0.00	5,808.04	5,706.87	5,706.87
61200 · Professional Fees	583.92	583.92	10,537.51	10,537.51	10,537.51
Total 61000 · TPA Administration	583.92	583.92	16,345.55	16,244.38	16,244.38
Total Expense	71,615.39	102,552.64	1,368,142.46	1,396,266.00	1,396,266.00
Net Ordinary Income	29,306.40	13,847.36	-41,255.99	-2,131.00	-2,131.00
Other Income/Expense					
Other Income	240.88	150.00	2,497.58	2,150.00	2,150.00
Net Other Income	240.88	150.00	2,497.58	2,150.00	2,150.00
Net Income	<u>29,547.28</u>	<u>13,997.36</u>	<u>-38,758.41</u>	<u>19.00</u>	<u>19.00</u>

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

Accrual Basis

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	146,967.40
10300 · TwinStar Checking	467.00
10400 · TwinStar Money Market	145,096.78
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
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Total VCB Accounts	292,636.18
10700 · WSECU - MM - Operating	250,634.15
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
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Total Checking/Savings	543,280.33
Accounts Receivable	
11100 · Accounts Receivable	2,079.12
	<hr/>
Total Accounts Receivable	2,079.12
Other Current Assets	
13000 · Prepaid Expenses	29,244.65
14000 · Inventory	451.02
	<hr/>
Total Other Current Assets	29,695.67
Total Current Assets	575,055.12
Fixed Assets	
15000 · Furniture and Equipment	33,870.99
17100 · Accum Depr - Furn and Equip	-29,288.56
	<hr/>
Total Fixed Assets	4,582.43
Other Assets	
16000 · LPL Financial	500,007.23
	<hr/>
Total Other Assets	500,007.23
TOTAL ASSETS	<u>1,079,644.78</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	3,817.89
	<hr/>
Total Accounts Payable	3,817.89
Credit Cards	
20200 · MC Control Account	0.00
	<hr/>
Total Credit Cards	0.00
Other Current Liabilities	
20310 · Accrued Liabilities	25,226.67
	<hr/>
Total Other Current Liabilities	25,226.67
Total Current Liabilities	29,044.56
Total Liabilities	29,044.56
Equity	
32000 · Reserve from prior years	1,089,126.81
Net Income	-38,526.59
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Total Equity	1,050,600.22
TOTAL LIABILITIES & EQUITY	<u>1,079,644.78</u>

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Destination Signals by Tempe...	891.33	0.00	810.33	77.50	27.50	1,806.66
Little Creek Casino	0.00	-90.00	0.00	0.00	0.00	-90.00
State of WA Tourism	0.00	0.00	362.46	0.00	0.00	362.46
TOTAL	891.33	-90.00	1,172.79	77.50	27.50	2,079.12

Organization

1. Strategy

- Setting the course for 2023—Business & Marketing Plan being updated including:
 - Draft Business & Marketing Plan out for review by Executive Board with intent to present to the Board of Directors for review and approval.
 - Internal workplan developed to work hand in hand with the Business & Marketing Plan and forecasting tool. As budget flexes, our workplan adjusts.
- Formalizing partnerships with municipal lodging tax advisory committees:
 - Officially rolled out the 2023 Thurston County lodging tax award recipient support program to each of our municipal partners who award lodging taxes to local tourism events & activities providing a set suite of marketing services to support all awardees and help increase visitation to the area. Flyers were created outlining deliverables and process for award recipients. These flyers were included in our recent Partner email newsletter and were shared with each municipality for distribution.
- Strengthening relationships with municipal partners:
 - Presentations (Translating Research Into Partnership: The Power of Hospitality) are scheduled for the following municipalities: City of Lacey, City of Tumwater, City of Yelm, City of Olympia sharing recent sentiment findings and setting the stage for Community Listening Sessions.
 - Waiting to hear back from Thurston County

2. Outreach

- Board meetings:
 - Washington State Destination Marketing Organization (WSDMO)
 - State of Washington Tourism (SWT) board
 - Thurston County Economic Development Council (EDC)
- Thurston County Agritourism Advisory Committee
- Quarterly one on one with Ramiro Chavez
- Thurston County LTAC meetings
- Timberland Regional Library
- Thurston Chamber Forum
- Discover Lewis County Tourism Summit
- Discover Lewis County Annual Meeting
- SW WA Regional Roundtable
- STEDI
- Nisqually River Council
- One on one meetings being scheduled and held

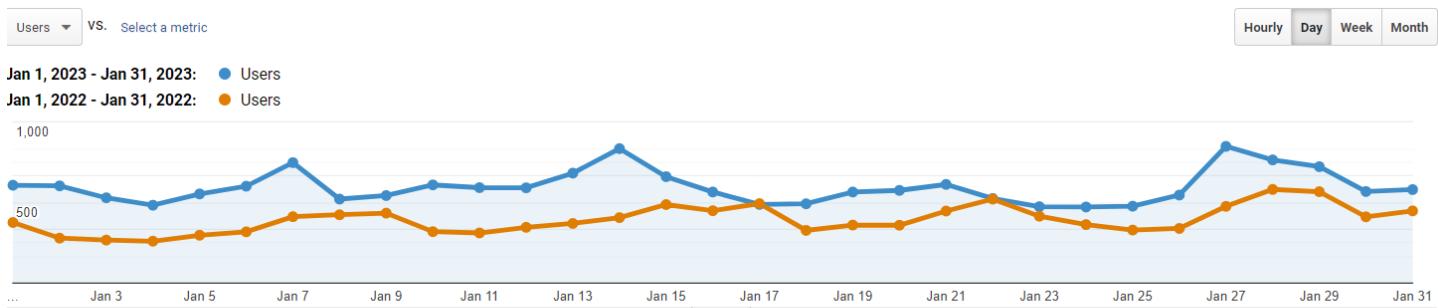
Marketing

1. Content

- Heidi created two new blogs the past couple months including:
 - <https://www.experienceolympia.com/blog/miss-thurston-county-scholarship-program/>
 - <https://www.experienceolympia.com/blog/fun-facts-about-olympia-washington-and-beyond/>
- Tumwater It's the Water video in final phase of production.
- RFP has been issued for Photography.

2. Website

- Website visitation and engagement continues to outperform last year and 2019 (pre-pandemic benchmark).



3. Public Relations

- January press coverage was slower than recent so we're actively strategizing with Green Rubino to leverage our Business & Marketing Plan and workplan.

4. Research

- We are gearing up to begin media attribution through Datafy (digital ads served will have pixels placed for tracking to determine how many pass back through the Thurston County geofence).

5. Products

- Visitor Guide is midstream in production and sales and is being packaged with additional digital offerings and CTA.
- Community Guides being updated and will move into production after the Visitor Guide goes to press.

6. Sales – See scorecard.



SCORE CARD

December 2022

While many annual KPI goals were met in 2022, further progress is needed to reach full economic recovery and growth.

THURSTON COUNTY ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	December/YE Actual
2022*	2,779
2021	2,837
2022/2021 % Change	-2.0%
2019	2,874
2022/2019 % Change	-3.3%

*Inventory change due to the Comfort Inn Conference Center Tumwater/Olympia closure in February 2022 and Tumwater Inn & Suites addition in November 2022

Occupancy (%)	December Actual	YE Actual
2022	57.3%	66.5%
2021	60.3%	65.5%
2022/2021 % Change (Measurement towards goal)	-4.9%	1.6%
2019	58.6%	68.2%
2022/2019 % Change (Progress towards economic recovery)	-2.1%	-2.5%

2022 YE Performance to Goal: December YE Performance: 66.5%
Annual Goal: 68.2% (98% to Goal)

Average Daily Rate (\$)	December Actual	YE Actual
2022	\$169.43	\$151.53
2021	\$141.10	\$129.55
2022/2021 % Change	20.1%	17.0%
2019	\$134.45	\$127.13
2022/2019 % Change	26.0%	19.2%

Revenue per Available Room (\$)	December Actual	YE Actual
2022	\$96.43	\$102.21
2021	\$85.32	\$86.71
2022/2021 % Change	13.0%	17.9%
2019	\$77.85	\$87.06
2022/2019 % Change	23.9%	17.4%

Source: Smith Travel Research

ACCOMODATIONS HIGHLIGHTS

2022 Year-End (YE) hotel occupancy for Thurston County was 66.5% (98% of our annual goal), however, YE Average Daily Rate and Revenue per Available Room were well above 2021 and 2019 figures.

SHORT TERM RENTALS

Available Rooms	December Actual
2022	367
2021	239
2022/2021 % Change	53.6%
2019	n/a*
2022/2019 % Change	--

Occupancy (%)	December Actual	YE Actual
2022	53.8%	67.1%
2021	63.9%	72.0%
2022/2021 % Change	-15.8%	-6.8%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Average Daily Rate (\$)	December Actual	YE Actual
2022	\$208.50	\$206.70
2021	\$195.42	\$183.58
2022/2021 % Change	6.7%	12.6%
2019	n/a*	n/a*
2022/2019 % Change	--	--

Revenue per Available Room (\$)	December Actual	YE Actual
2022	\$112.23	\$138.51
2021	\$124.80	\$133.73
2022/2021 % Change	-10.1%	3.6%
2019	n/a*	n/a*
2022/2019 % Change	--	--

*Short Term Rental data available starting 2021 only

Source: AirDNA

SHORT TERM RENTALS HIGHLIGHTS

Short-term rental occupancy rate declined by -6.8% compared to 2021. The uptick of available rooms from 239 in 2021 to 367 in 2022 is likely contributing to this trend.

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SCORE CARD

MARKETING

December 2022

Unique Web Visits	December Actual	YE Actual
2022	17,737	267,574
2021	11,411	161,078
2022/2021 % Change (Measurement towards goal)	55.4%	66.1%
2019	17,160	243,663
2022/2019 % Change (Progress towards economic recovery)	3.4%	9.8%

2022 YE Performance to Goal: December YE Performance: 267,574
Annual Goal: 201,348 (133% to Goal)

Consumer E-Newsletter Subscribers	December/ YE Actual
2022	11,376
2021	10,353
2022/2021 % Change (Measurement towards goal)	9.9%
2019	9,332
2022/2019 % Change (Progress towards economic recovery)	21.9%

2022 YE Performance to Goal: December YE Performance: 11,376
Annual Goal: 12,941 (88% to Goal)

Earned Media Placements*	December Actual	YE Actual
2022	7	91
2021	0	9
2022/2021 % Change	100.0%	911.1%
2019	88	279
2022/2019 % Change	-92.0%	-67.4%

*PR Impressions not directly comparable since a new vendor uses a different methodology to track performance

HIGHLIGHTS

- 2022 unique website visits to experienceolympia.com exceeded the annual goal by 133%. Growth can be attributed to the positive attention captured after the new site launch in May of 2022, new engaging content, improved SEO, and paid digital advertising pushing visitation directly to the new website.
- Experience Olympia and Beyond's social media audience declined -14.2%: 68% of our annual goal due to having to disable and regrow our Facebook audience.
- Consumer e-newsletter subscribers fell short of our year-end goal (at 88%).
- 1,170 visitor guides were mailed to consumers, exceeding the annual goal at 203%.

ARTICLES PUBLISHED / INFLUENCER POSTS

The Olympian.com 12/1/22

Need plans for the weekend? Fill your calendar with local holiday happenings

Seattleschild.com 12/1/22

Oly on Ice Seasonal Ice Skating Rink
<https://www.seattleschild.com/events/oly-on-ice-seasonal-ice-skating-rink/>

ThurstonTalk.com 12/10/22

Whether you are looking for a kid-friendly New Year's Eve event or an adult-only bash, you can find the perfect event to celebrate 2023. Here are the 2022 New Year's Eve events in Olympia and throughout Thurston County.

VancouverFamilyMagazine.com 12/12/22

Explore the family-friendly sights of Washington's capital city.

Vancouver Family IG Reel 12/12/22

Day Trip: Olympia! Come along with our editor, Nikki Klock, as she explores the family-friendly sights of Washington's capital city

Seattleschild.com 12/19/22

Visiting Olympia, the state capital, with kids is a great way to learn about Washington history and the legislative process. And, have fun!
<https://www.seattleschild.com/olympia-state-capital-with-kids/>

Parentmap.com 12/20/22

Count down! Awesome ways to ring in 2022 with kids.



SCORE CARD

December 2022

SALES

Sales & Highlights

- Meetings and sports both met and exceeded their annual goals, with the sports market providing the most optimistic results with a 416% increase in potential hotel room nights from business leads and a 413% increase in hotel room nights booked from those leads.
- A few large bookings accounted for those increases, including rebooking the high school golf state championships and the USSSA National Fastpitch Championship.

MEETINGS

Lead Room Nights	December Actual	YE Actual
2022	14	4,874
2021	10	4,377
2022/2021 % Change (Measurement towards goal)	40.0%	11.4%
2019	374	10,176
2022/2019 % Change (Progress towards economic recovery)	-96.3%	-52.1%

2022 YE Performance to Goal: Dec. YE: 4,874 / Annual: 4,815 (101% to Goal)

SPORTS

Lead Room Nights	December Actual	YE Actual
2022	0	9,840
2021	0	2,149
2022/2021 % Change (Measurement towards goal)	0.0%	357.9%
2019	30	4,175
2022/2019 % Change (Progress towards economic recovery)	-100.0%	135.7%

2022 YE Performance to Goal: Dec. YE: 9,840 / Annual: 2,364 (416% to Goal)

Booked Room Nights	December Actual	YE Actual
2022	0	670
2021	0	105
2022/2021 % Change (Measurement towards goal)	0.0%	538.1%
2019	70	2,086
2022/2019 % Change (Progress towards economic recovery)	-100.0%	-67.9%

2022 YE Performance to Goal: Dec. YE: 670 / Annual: 116 (578% to Goal)

Booked Room Nights	December Actual	YE Actual
2022	0	6,970
2021	0	1,534
2022/2021 % Change (Measurement towards goal)	0.0%	354.4%
2019	310	3,370
2022/2019 % Change (Progress towards economic recovery)	-100.0%	106.8%

2022 YE Performance to Goal: Dec. YE: 6,970 / Annual: 1,687 (413% to Goal)

Leads	December Actual	YE Actual
2022	1	51
2021	1	21
2022/2021 % Change (Measurement towards goal)	0.0%	142.9%
2019	5	105
2022/2019 % Change (Progress towards economic recovery)	-80.0%	-51.4%

2022 YE Performance to Goal: Dec. YE: 51 / Annual: 23 (222% to Goal)

Leads	December Actual	YE Actual
2022	0	28
2021	0	12
2022/2021 % Change (Measurement towards goal)	0.0%	133.3%
2019	3	30
2022/2019 % Change (Progress towards economic recovery)	-100.0%	-6.7%

2022 YE Performance to Goal: Dec. YE: 28 / Annual: 13 (215% to Goal)

Leads Booked	December Actual	YE Actual
2022	0	14
2021	0	6
2022/2021 % Change (Measurement towards goal)	0.0%	133.3%
2019	2	56
2022/2019 % Change (Progress towards economic recovery)	-100.0%	-75.0%

2022 YE Performance to Goal: Dec. YE: 14 / Annual: 7 (200% to Goal)

Leads Booked	December Actual	YE Actual
2022	0	15
2021	0	9
2022/2021 % Change (Measurement towards goal)	0.0%	66.7%
2019	3	17
2022/2019 % Change (Progress towards economic recovery)	-100.0%	-11.8%

2022 YE Performance to Goal: Dec. YE: 15 / Annual: 10 (150% to Goal)

BOOKED BUSINESSES

None

LOST BUSINESS

National Summer Institute for Learning Communities (Evergreen State College to provide housing).

CANCELLATIONS

None

VISITOR SERVICES

HIGHLIGHTS

There are a total of 68 individuals who received their Certified Tourism Ambassador (CTA) certifications as a Thurston County Tourism Ambassadors (71% of the annual goal). The CTA program is gearing up for 2023 with its first class scheduled for March 30th at the Hilton Garden Inn of Olympia. Please visit our [website](#) for more information and to learn more about the CTA program!

2022 YE Performance to Goal:
December YE Performance: 68
Annual Goal: 96 (71% to Goal)

Trained Certified Tourism Ambassadors	December Actual	YE Actual
2022	18	68
2021	0	107
2022/2021 % Change (Measurement towards goal)	100.0%	-36.4%
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.

Lead Room Nights – Estimated Hotel Room Nights for Thurston County hotels from a sales lead

Booked Room Nights – Confirmed Hotel Room Nights from a sales booking at a Thurston County hotel

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.