



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, February 26, 2024 at 3:30 pm
Hilton Garden Inn - Olympia

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Minutes: December 2023
 - b. Financials: December 2023
3. Board Administration
 - a. Meeting locations needed for May, August and December
4. CEO Report
 - a. Destination Master Plan update
 - b. Organizational and marketing highlights
 - a. Business & Marketing plan
 - b. Visitor Guide ad sales through March 20th
 - i. Distribution needs/current guides
 - c. OHACL closure
 - d. Scorecard review
5. Upcoming Events:
 - a. CTA class – register yourself and staff:

Thursday, April 18, 2024
8:30 am to 12:30 pm
Hosted By: Hands On Childrens Museum
6. Items from the Floor
7. Adjournment

Next Meeting: May 20, 2024, at 3:30 pm



Thurston County Hotel & Motel Commission Meeting

Monday, December 11, 2023, at 3:30 pm

Courtyard by Marriott – Olympia

MINUTES

1. WELCOME & CALL TO ORDER

TPA Commission Directors in Attendance: Jennica Machado, Angie Evans, Christy LeGeer, Janine Phillips, and Michelle Hudson

Members Absent: Rose Ponzoha, Kasee Palmer, and Bryan Powell

VCB Staff in Attendance: Annette Pitts and Kelly Campbell

A quorum was established, and Angie Evans called the meeting to order at 3:43 pm.

2. CONSENT CALENDAR

a./b. Approval of Consent Calendar: Angie asked the Directors if they had a chance to review the Consent Calendar with the August 2023 meeting minutes and the September 2023 financials as presented. There were no additional questions or discussion. After individual review of the consent calendar **Janine Phillips motioned to approve the consent calendar as presented and Christy LeGeer seconded. All present voted and the motion passed unanimously.**

3. BOARD ADMINISTRATION

- a. The Board welcomed Michelle Hudson, GM of the Hilton Garden Inn to the TPA Board of Directors.
- b. The 2024 meeting calendar was presented for approval. **Janine Phillips motioned to approve the meeting calendar for 2024 as presented. Christy LeGeer seconded. There was no further discussion and with a unanimous vote the calendar was approved as presented.**

4. CEO REPORT

- a. The Destination Master Plan Steering Committee met on December 5th via Zoom. The CSL team shared results of the in market 1 x1 and group meetings held in early November. They met with over 100 community members and stakeholders in person as well conducted several via Zoom to establish a list of issues and opportunities paramount to creating the Destination Master Plan. Kelly shared registration for the upcoming Visioning Workshops and a Public Forum would be sent via email and through our partner e-newsletter.
- b. The Board viewed the recently completed Made in Thurston County video.



c. Annette shared EOB's marketing and organizational highlights that included a report on Board and committee service, the budget presentation to Thurston County, an offer of employment extended to fulfill our Public Relations Manager position and an LTAC funding update. Lastly, our analytics reporting will change slightly due to Google changing platforms to GA4.

d. Members present brainstormed and discussed the pending closure of Olympia Hotel at Capitol Lake and plans to retain as much group business as possible and recoup their bookings locally. Annette shared EOB has planned for fiscal losses due to this closure.

e. Annette shared that the basis of the county's TPA Interlocal Agreement was drafted in a format that is considered non-compliant with Washington State statute. Several destination marketing organizations throughout the state are in the same situation and are working with Thurston County as well as the organization Washington State Destination Marketing Organizations (WSDMO) to determine the next steps and the best course of action. Thruston County has shared after their initial meeting with their legal counsel that they believe the issue can be resolved via an administrative fix, an updated county ordinance and Interlocal Agreement.

f. Annette reviewed the Scorecard from September 2023. New properties reported and changes were made to reflect the added inventory, hotel and short term rentals reported occupancy, ADR and RevPar are down year over year. Marketing continued to see strong increases, specifically in earned media with ad placements at 21 over 8 placed in September of 2022. In Sales, both meetings and sports saw an increase in room nights with leads and leads booked trailing 2022 in all areas except for sports leads which were slightly up over 2022. In the month of September 13 new CTAs were trained.

5. UPCOMING EVENTS

a. Visioning Workshops – Destination Master Plan – Directors were encouraged to attend/participate at no cost.

January 10 and 11th, 2024 – 8 to noon – Hampton Inn and Suites in Olympia.

b. CTA Class scheduled from 8 am to Noon on February 15th, 2024, hosted by: Best Western – Tumwater. Directors are encouraged to attend if they have not participated and train their staff. Cost is \$45

6. **ITEMS FROM THE FLOOR:** None

7. **ADJOURNMENT:** Their being no additional business the meeting adjourned at 5:12 p.m.

NEXT MEETING: Monday, May 20, 2024, at 3:30 pm

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Performance
January through December 2023

Accrual Basis

	Jan - Dec 23	Budget	Jan - Dec 23	YTD Budget	Annual Bu...
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	110,000.00	110,000.00	110,000.00	110,000.00	110,000.00
40120 · LTAC-Olympia	148,676.75	148,676.75	148,676.75	148,676.75	148,676.75
40130 · LTAC-Tumwater	36,300.00	36,300.00	36,300.00	36,300.00	36,300.00
Total 40000 · LTAC	294,976.75	294,976.75	294,976.75	294,976.75	294,976.75
40300 · Private Funds					
40310 · Advertising	111,564.20	106,000.00	111,564.20	106,000.00	106,000.00
40320 · Event Income	25,594.23	21,325.00	25,594.23	21,325.00	21,325.00
40330 · In Kind Income	3,770.10	5,000.00	3,770.10	5,000.00	5,000.00
40350 · Sponsorship Tourism	65,000.00	65,000.00	65,000.00	65,000.00	65,000.00
Total 40300 · Private Funds	205,928.53	197,325.00	205,928.53	197,325.00	197,325.00
40390 · Grant Income	60,000.00	60,000.00	60,000.00	60,000.00	60,000.00
40400 · TPA Income					
40410 · TPA Revenue	824,895.30	850,000.00	824,895.30	850,000.00	850,000.00
Total 40400 · TPA Income	824,895.30	850,000.00	824,895.30	850,000.00	850,000.00
Total Income	1,385,800.58	1,402,301.75	1,385,800.58	1,402,301.75	1,402,301.75
Gross Profit	1,385,800.58	1,402,301.75	1,385,800.58	1,402,301.75	1,402,301.75
Expense					
50100 · Marketing					
50110 · Advertising	188,620.79	218,085.25	188,620.79	218,085.25	218,085.25
50120 · External Public Relations	62,462.04	64,200.00	62,462.04	64,200.00	64,200.00
50135 · Distribution	11,123.56	12,750.00	11,123.56	12,750.00	12,750.00
50140 · Layout & Design	67,256.55	66,100.00	67,256.55	66,100.00	66,100.00
50150 · Media FAM Tours	9,258.82	10,000.00	9,258.82	10,000.00	10,000.00
50160 · Membership & Research	56,730.56	64,907.80	56,730.56	64,907.80	64,907.80
50170 · Printing & Brochures	99.49	1,000.00	99.49	1,000.00	1,000.00
50180 · Product & Development	7,716.10	3,850.00	7,716.10	3,850.00	3,850.00
50190 · Promotional Items	4,787.19	4,000.00	4,787.19	4,000.00	4,000.00
50300 · Visitor Guide	56,223.21	49,100.00	56,223.21	49,100.00	49,100.00
50400 · Website	26,277.55	25,603.33	26,277.55	25,603.33	25,603.33
50500 · Visitor	6,668.29	6,750.00	6,668.29	6,750.00	6,750.00
50600 · DMP Exp	20,255.35		20,255.35		
Total 50100 · Marketing	517,479.50	526,346.38	517,479.50	526,346.38	526,346.38
50800 · Relations					
51200 · Meals & Registrations	2,496.72	2,400.00	2,496.72	2,400.00	2,400.00

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

January through December 2023

Accrual Basis

	Jan - Dec 23	Budget	Jan - Dec 23	YTD Budget	Annual Bu...
51500 · Awards -SA	16,194.27	15,000.00	16,194.27	15,000.00	15,000.00
57000 · Annual	13,228.45	13,067.00	13,228.45	13,067.00	13,067.00
Total 50800 · Relations	31,919.44	30,467.00	31,919.44	30,467.00	30,467.00
52000 · Sales					
52050 · Ad Sales Commission Expense	12,294.12	12,275.00	12,294.12	12,275.00	12,275.00
52100 · Tradeshows & Sales Missions	15,545.13	18,375.00	15,545.13	18,375.00	18,375.00
52200 · Event Sponsorship & Bid Fees	13,175.89	20,000.00	13,175.89	20,000.00	20,000.00
52300 · FAM Tours	435.14	2,500.00	435.14	2,500.00	2,500.00
52400 · Client Entertainment	337.87	2,000.00	337.87	2,000.00	2,000.00
Total 52000 · Sales	41,788.15	55,150.00	41,788.15	55,150.00	55,150.00
60000 · Operations					
60100 · Personnel Expense	567,894.59	577,083.71	567,894.59	577,083.71	577,083.71
60200 · Internet and Technology	22,883.94	23,635.00	22,883.94	23,635.00	23,635.00
60310 · Rent & Facility Charges	37,322.33	37,140.00	37,322.33	37,140.00	37,140.00
60320 · Equipment	10,177.76	5,500.00	10,177.76	5,500.00	5,500.00
60340 · Insurance	3,376.03	5,000.00	3,376.03	5,000.00	5,000.00
60360 · Licenses & Fees	243.66	200.00	243.66	200.00	200.00
60380 · Postage and Shipping	2,635.28	2,250.00	2,635.28	2,250.00	2,250.00
60400 · Professional Development	25,098.00	26,500.00	25,098.00	26,500.00	26,500.00
60410 · Printing	4,341.11	3,775.00	4,341.11	3,775.00	3,775.00
60500 · Professional Fees					
60510 · Accounting	5,649.00	4,200.00	5,649.00	4,200.00	4,200.00
60520 · Legal	789.00	1,000.00	789.00	1,000.00	1,000.00
60530 · Consultants	62,718.32	70,000.00	62,718.32	70,000.00	70,000.00
Total 60500 · Professional Fees	69,156.32	75,200.00	69,156.32	75,200.00	75,200.00
60570 · Supplies	8,611.38	3,500.00	8,611.38	3,500.00	3,500.00
60580 · Travel Expenses	20,293.57	21,867.00	20,293.57	21,867.00	21,867.00
60600 · Bank Charges	782.15	825.00	782.15	825.00	825.00
Total 60000 · Operations	772,816.12	782,475.71	772,816.12	782,475.71	782,475.71
61000 · TPA Administration					
61105 · Marketing & Operations	4,199.60	4,300.00	4,199.60	4,300.00	4,300.00
61200 · Professional Fees	10,411.76	10,425.00	10,411.76	10,425.00	10,425.00
Total 61000 · TPA Administration	14,611.36	14,725.00	14,611.36	14,725.00	14,725.00
Total Expense	1,378,614.57	1,409,164.09	1,378,614.57	1,409,164.09	1,409,164.09
Net Ordinary Income	7,186.01	-6,862.34	7,186.01	-6,862.34	-6,862.34
Other Income/Expense					
Other Income	0.00	9,152.50	0.00	9,152.50	9,152.50

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Performance
January through December 2023

Accrual Basis

	Jan - Dec 23	Budget	Jan - Dec 23	YTD Budget	Annual Bu...
Net Other Income	0.00	9,152.50	0.00	9,152.50	9,152.50
Net Income	7,186.01	2,290.16	7,186.01	2,290.16	2,290.16

Visitor and Convention Bureau of Thurston County

Balance Sheet

Accrual Basis

As of December 31, 2023

	Dec 31, 23
ASSETS	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	106,211.17
10300 · TwinStar Checking	367.00
10350 · TwinStar - HRA	100.00
10400 · TwinStar Money Market	151,094.82
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
Total VCB Accounts	257,877.99
10700 · WSECU - MM - Operating	249,439.15
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
Total Checking/Savings	507,327.14
Accounts Receivable	
11100 · Accounts Receivable	49,352.44
Total Accounts Receivable	49,352.44
Other Current Assets	
13000 · Prepaid Expenses	63,063.01
14000 · Inventory	343.02
Total Other Current Assets	63,406.03
Total Current Assets	620,085.61
Fixed Assets	
15000 · Furniture and Equipment	33,870.99
17100 · Accum Depr - Furn and Equip	-32,842.56
Total Fixed Assets	1,028.43
Other Assets	
16000 · LPL Financial	
16010 · Accrued Interest	1,933.83
16000 · LPL Financial - Other	511,533.68
Total 16000 · LPL Financial	513,467.51
Total Other Assets	513,467.51
TOTAL ASSETS	1,134,581.55
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	36,331.53
Total Accounts Payable	36,331.53
Credit Cards	
20200 · MC Control Account	
20205 · Heidi Mastercard	36,873.01
20220 · Jeff Mastercard	16,366.18
20225 · Annette Mastercard	19,478.52
20240 · Kelly Mastercard	25,382.11
20275 · Melissa Mastercard	11,857.77
20200 · MC Control Account - Other	-109,457.59
Total 20200 · MC Control Account	500.00
Total Credit Cards	500.00
Other Current Liabilities	
14325 · Taxes payable	-2,151.00
20310 · Accrued Liabilities	27,650.18
Total Other Current Liabilities	25,499.18

Visitor and Convention Bureau of Thurston County
Balance Sheet

Accrual Basis

As of December 31, 2023

	Dec 31, 23
Total Current Liabilities	62,330.71
Total Liabilities	62,330.71
Equity	
32000 - Reserve from prior years	1,065,064.83
Net Income	7,186.01
Total Equity	1,072,250.84
TOTAL LIABILITIES & EQUITY	1,134,581.55

Visitor and Convention Bureau of Thurston County
A/R Aging Summary
As of December 31, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Courtyard by Marriott - Olympia	0.00	0.00	45.00	0.00	135.00	180.00
Destination Signals by Tempest	373.67	0.00	0.00	0.00	603.02	976.69
LTAC Lacey	0.00	27,500.00	0.00	0.00	0.00	27,500.00
LTAC Olympia	0.00	0.00	0.00	0.00	0.75	0.75
Port of Olympia	0.00	20,000.00	0.00	0.00	0.00	20,000.00
Swantown Inn Bed & Breakfast	0.00	0.00	0.00	0.00	0.00	0.00
Thurston County Chamber*	0.00	0.00	0.00	20.00	0.00	20.00
Tumwater School District	0.00	675.00	0.00	0.00	0.00	675.00
TOTAL	<u>373.67</u>	<u>48,175.00</u>	<u>45.00</u>	<u>20.00</u>	<u>738.77</u>	<u>49,352.44</u>

1. Strategy

- Build trust through relationship building
 - Destination Master Plan continued this month and included:
 - Steering Committee Meeting (virtual)
 - Completed Visioning Workshop Series & Public Forum
 - Review and receipt of Benchmarking Report—Comp set communities
 - Organizational benchmarking underway
 - Scoring priorities submitted to the Steering Committee with which to weight and evaluate project findings—Issues & Opportunities
 - Bi-weekly check-in calls
 - Met with Thurston County Chamber Director
 - Met with City of Tumwater Mayor
 - Participated in Thurston County LTAC
 - Attended Olympia Downtown Alliance Annual Meeting
 - Met with Visit Long Beach CEO
 - Met with City of Lacey Deputy Mayor
 - Attended Port of Olympia Executive Director Candidate Forum
 - Board service:
 - WSDMO (Board and Executive Board)
 - State of WA Tourism
 - Olympia Tumwater Foundation Board
- Produced the 2024 Business & Marketing Plan
- Began executing on 2024 Business & Marketing Plan including workplan areas:
 - Public Relations
 - Content creation: in-house blogs, web development
 - Social media
 - Sales external
 - Planning for Sales internal (Packaged Advertising & Visitor Guide)
 - Planning for media attribution—Datafy.
 - Setting up Placer for geofencing—setting up polygons of twelve 2023 LTAC-funded events to measure attendance and track origin data for marketing planning. Setting up polygons for all 2024 LTAC-funded events and activities. Setting up POIs for all major attractions and segmenting for cluster analysis.
- Completion and publication of tactical plans.
- Completion of internal staff Workplans.
- Relaunch annual LTAC Award Recipient support program, refining processes to ensure maximum exposure for all award recipients.

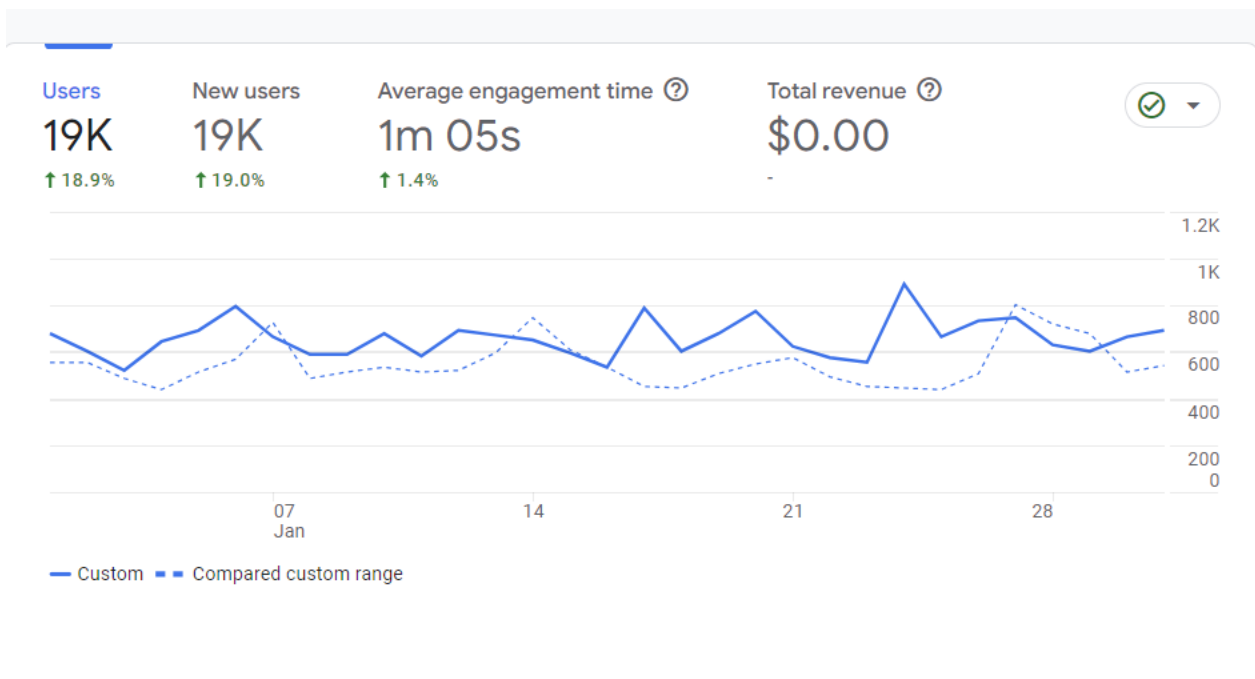
2. Organizational

- HR
 - EOB Executive Team receiving ongoing executive coaching from Fired Up Culture.
 - Emily Lawrence started her employment with EOB as Senior Public Relations Manager.
 - EOB Executive Committee drafted a 3-year contract renewal agreement and shared with CEO, which was happily accepted.
 - Performance evaluations have been held for EOB Director of Strategic Initiatives and Content & Brand Manager. Vice President of Finance & Administration and Vice President of Sales & Development will be held next.

- Work is underway to draft a staff AI usage policy that meets with industry standards.
- **Funding**
 - We learned earlier this year that the 2014 Thurston County ordinance which is the basis for the Thurston County TPA Interlocal Agreement may have been written in a form that is considered non-compliant with Washington State statute. Thurston County has shared that after their second meeting with their legal counsel that they believe the issue cannot be resolved via an administrative fix, an updated county ordinance and ILA. This is the opposite interpretation as their initial legal interpretation. HB 2137 and companion bill SB 6202 have been drafted seeking a technical fix to the RCW effectively matching/updating the RCW to practices in place since 2004 statewide and both have passed unanimously however so no further action should be needed by the county once legislation is finalized.
 - Applied for \$25,000 funding support from Thurston County LTAC to fund our MOU with Thurston County, however Commissioner Fournier voted that we not be funded, so our award amount average was greatly reduced, and we received \$7,375.
 - Currently writing grant applications with State of Washington Tourism--one to fund a video and photography centralizing around Thurston County Slow Food & Regenerative Agritourism, and the second to provide incentives for sports events/tournaments.
 - Shared information with the County and the EDC about Port of Seattle Tourism Support Grant Program and offered assistance.

3. Marketing

- **Content**
 - [Where to Celebrate Black History Month](#)
 - [Winter Hiking Adventures](#)
- **Website**



Page title and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conversions All events ▾
		44,485 100% of total	19,237 100% of total	2.31 Avg 0%	1m 05s Avg 0%	301,510 100% of total	15,785.00 100% of total
1	Events in the Olympia, WA Region	3,768	1,635	2.30	1m 06s	9,078	6.00
2	(not set)	2,637	775	3.40	59s	3,814	407.00
3	Olympia Area Events, Things to Do, Hotels & Restaurants Experience Olympia	2,182	1,551	1.41	31s	7,096	18.00
4	Best Things to Do in Olympia, WA Experience Olympia	1,499	1,071	1.40	35s	29,704	2.00
5	The Best Restaurants in Olympia, WA & Beyond Experience Olympia	1,437	1,071	1.34	40s	29,840	2.00
6	Oly on Ice 2023 - Experience Olympia	811	560	1.45	30s	2,558	22.00
7	Top 7 Best Views of Mt. Rainier - Experience Olympia	724	564	1.28	45s	2,480	2.00
8	Best Brunch Spots in Olympia & Beyond Experience Olympia	715	541	1.32	1m 06s	2,398	300.00
9	Top 6 Date Night Ideas in the Olympia Region, WA Experience Olympia	642	501	1.28	50s	2,047	2.00
10	Ultimate Guide to Downtown Olympia, WA - Experience Olympia	621	516	1.20	48s	13,325	56.00

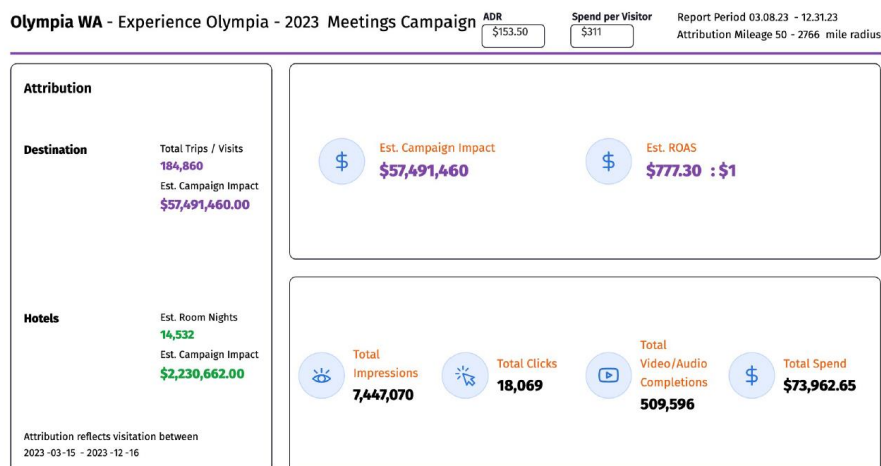
I. Public Relations

January was a transitional month with our contract with Green Rubino having expired and waiting for new Senior Public Relations Manager, Emily Lawrence waiting to join the team toward the end of the month. The press received this month was the result of the Press FAM tour held in autumn of 2023.

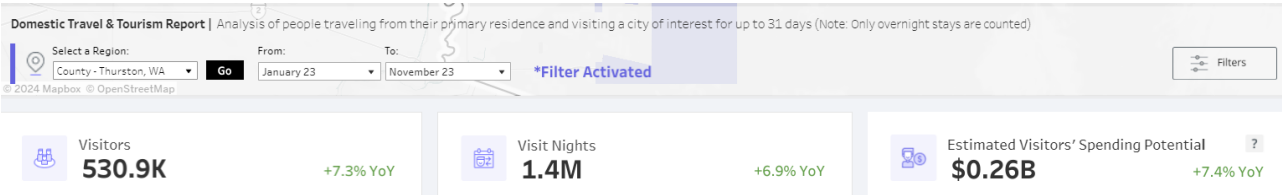
[Beyond Washington's Olympic National Park \(aaa.com\)](#)

II. Advertising & Research

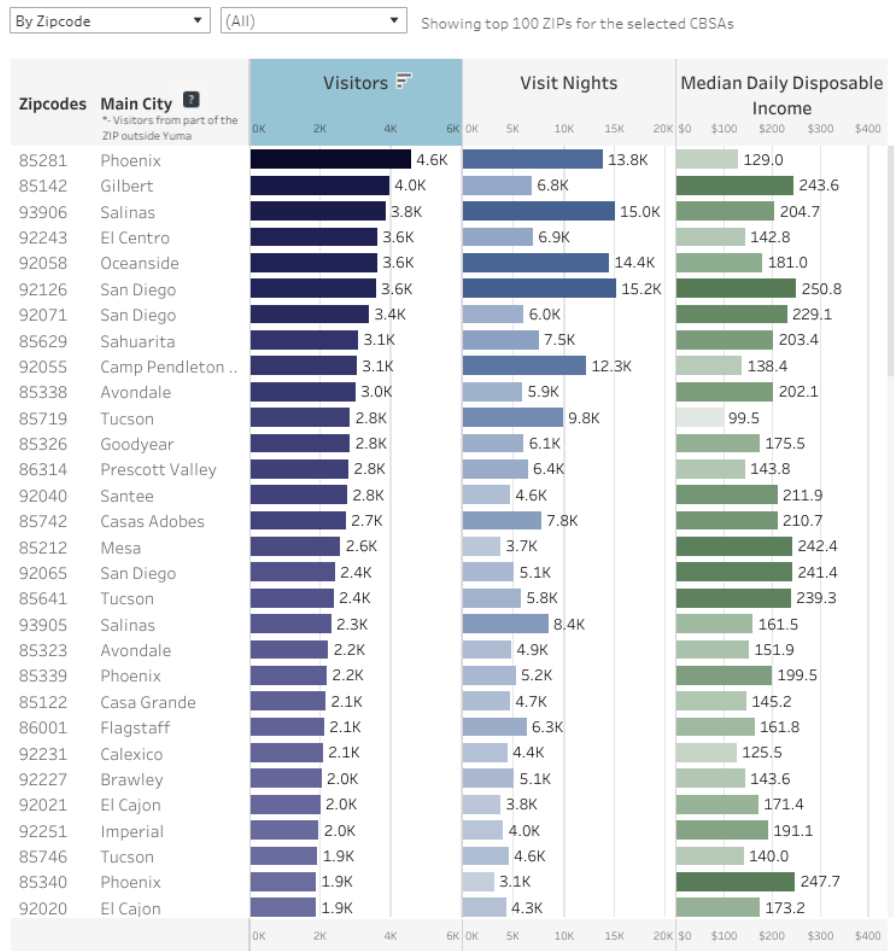
We will begin placing programmatic digital display advertisements through Datafy's Media Attribution Module again starting in March (digital ads served will have pixels placed for tracking, measuring how many pass through the Thurston County geofence.



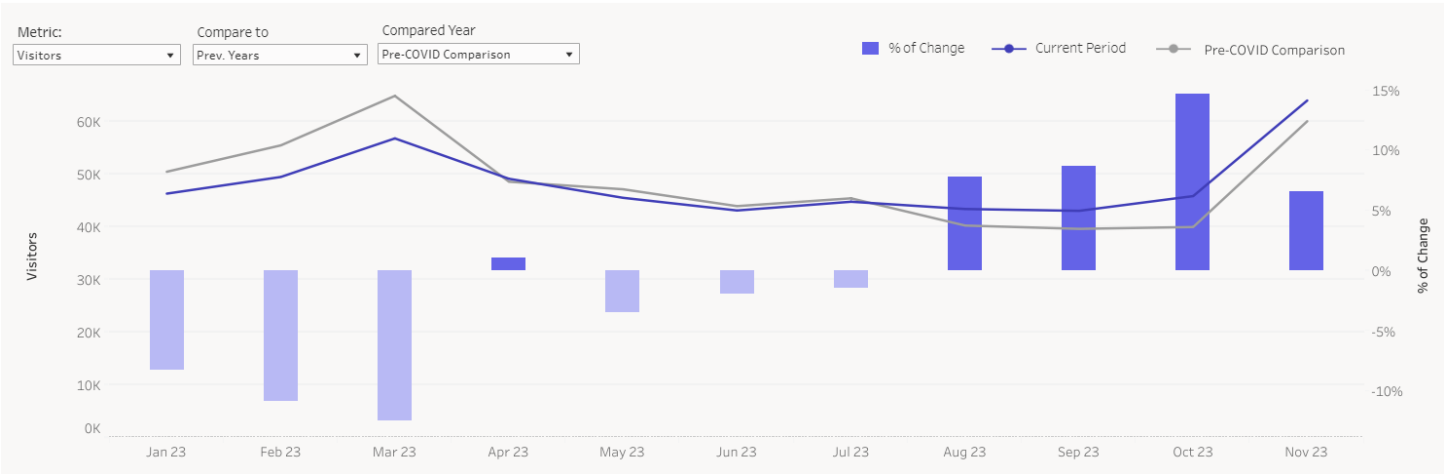
Visitation—Placer: Overnight visitation from 50+ Miles away--2023



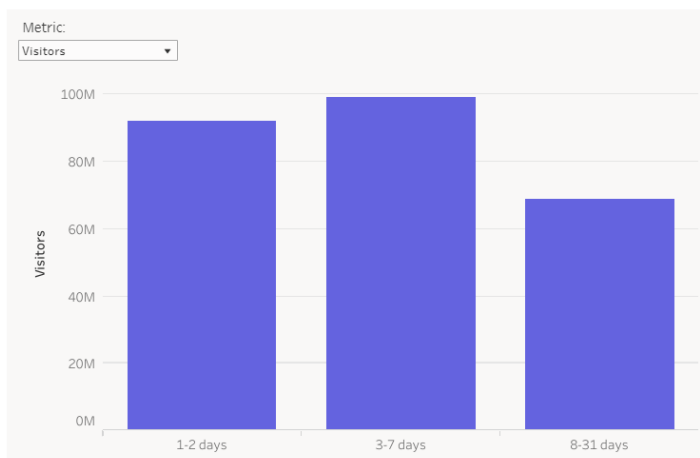
Visitors Origins



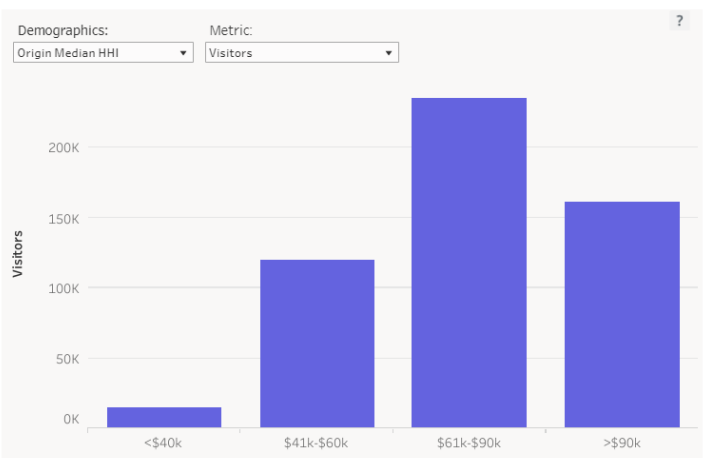
Visits Variance



Breakdown By Visit Lengths



Breakdown By Demographics



Currently Melissa is creating geofences to retroactively measure visitation at 12 of last year's LTAC funded events to establish a baseline. From there she is creating geofences for all LTAC funded events for 2024 once we receive the information back from each city/county.

III. Campaigns

- a. Made in Thurston County
 - i. Hashtags on social media
 - ii. Image tags on select e-newsletter features.
 - iii. Content focus area
- b. You Belong Here
 - i. Hashtags on social media
 - ii. Image tags on select e-newsletter features.
 - iii. This year will expand to reflect accessibility.
 - iv. Content focus area

4. Sales

Legislative session in Olympia contributed to a wave of new sales leads in January. The sales team also secured a key new booking with Destination Marketing Association West, winning the bid to host their Education Summit & Vendor Showcase in 2025. This event is an opportunity for Thurston County to show the rest of the destination marketing industry what Thurston County is doing to grow tourism.

The Sports Commission is working on new four-year bids for both golf and fastpitch, in addition to trying to find homes for both the American Cornhole League and South Sound Roller Derby.



SCORE CARD

December 2023

Many of our annual KPI goals were met in 2023. However, further progress needs to be made to reach full economic recovery and growth.

THURSTON COUNTY ACCOMODATIONS

HOTELS/MOTELS

**Inventory change due to the opening of Courtyard by Marriott Olympia in April 2023, opening of WoodSpring Suites in August 2023, opening of Colony Inn in December 2023, and the closure of the Days Inn by Wyndham Lacey in February 2023*

Available Rooms	December Actual
2023	2,918
2022	2,779
2023/2022 % Change	5.0%
2019	2,874
2023/2019 % Change	1.5%

Occupancy (%)	December Actual	YE Actual
2023	56.5%	66.4%
2022	57.3%	66.5%
2023/2022 % Change (Measurement towards goal)	-1.4%	-0.2%
2019	58.6%	68.2%
2023/2019 % Change (Progress towards economic recovery)	-3.6%	-2.7%

2023 YE Performance to Goal: December YE Performance: 66.4%
Annual Goal: 68.2% (97.4% to Goal)

Average Daily Rate (\$)	December Actual	YE Actual
2023	\$157.77	\$153.65
2022	\$169.43	\$151.53
2023/2022 % Change	-6.9%	1.4%
2019	\$134.45	\$127.13
2023/2019 % Change	17.3%	20.9%

Revenue per Available Room (\$)	December Actual	YE Actual
2023	\$88.77	\$103.09
2022	\$96.43	\$102.21
2023/2022 % Change	-7.9%	0.9%
2019	\$77.85	\$87.06
2023/2019 % Change	14.0%	18.4%

Source: Smith Travel Research

HOTELS HIGHLIGHTS

2023 Year-End (YE) hotel occupancy for Thurston County was 66.4% (97.4% of our annual goal). This shortfall in occupancy rate was marginally influenced by increased hotel rooms inventory. YE Average Daily Rate and Revenue per Available Room, however, surpassed 2022 and 2019 figures.

SHORT TERM RENTALS*

Available Rooms	December Actual
2023	357
2022	292
2023/2022 % Change	22.3%
2019	n/a*
2023/2019 % Change	--

Occupancy (%)	December Actual	YE Actual
2023	50.4%	62.4%
2022	51.4%	66.5%
2023/2022 % Change (Measurement towards goal)	-1.8%	-6.1%
2019	n/a*	n/a*
2023/2019 % Change (Progress towards economic recovery)	--	--

Average Daily Rate (\$)	December Actual	YE Actual
2023	\$201.99	\$208.13
2022	\$198.46	\$204.29
2023/2022 % Change	1.8%	1.9%
2019	n/a*	n/a*
2023/2019 % Change	--	--

Revenue per Available Room (\$)	December Actual	YE Actual
2023	\$101.90	\$131.47
2022	\$101.97	\$135.71
2023/2022 % Change	-0.1%	-3.1%
2019	n/a*	n/a*
2023/2019 % Change	--	--

*Short Term Rental data available starting 2021 only

Source: AirDNA

SHORT TERM RENTAL HIGHLIGHTS

YE Short-term rental occupancy rate declined by 6.1% compared to 2022. The increase of available rooms from 292 in 2022 to 357 in 2023 is likely contributing to this trend.

SCORE CARD

December 2023

MARKETING

Unique Web Visits	December Actual	YE Actual
2023	31,195	359,571
2022	17,737	267,574
2023/2022 % Change (Measurement towards goal)	75.9%	34.4%
2019	17,160	243,663
2023/2019 % Change (Progress towards economic recovery)	81.8%	47.6%

*As of October 2023, Universal Analytics has been replaced by Google Analytics 4, a modeled/cookieless method of tracking visitation to the website.

2023 YE Performance to Goal: December YE Performance: 359,571
Annual Goal: 334,468 (107% to Goal)

Consumer E-Newsletter Subscribers	December/ YE Actual
2023	13,636
2022	11,376
2023/2022 % Change (Measurement towards goal)	19.9%
2019	9,332
2023/2019 % Change (Progress towards economic recovery)	46.1%

2023 YE Performance to Goal: December YE Performance: 13,636
Annual Goal: 14,220 (96% to Goal)

Earned Media Placements*	December Actual	YE Actual
2023	2	139
2022	7	91
2023/2022 % Change (Measurement towards goal)	-71.4%	52.7%
2019	88	279
2023/2019 % Change (Progress towards economic recovery)	-97.7%	-50.2%

2023 YE Performance to Goal: December YE Performance: 139
Annual Goal: 111 (125% to Goal)

Social Media Audience**	December/ YE Actual
2023	30,091
2022*	22,049
2023/2022 % Change (Measurement towards goal)	36.5%
2019	20,983
2023/2019 % Change (Progress towards economic recovery)	43.4%

2023 YE Performance to Goal: December YE Performance: 30,091
Annual Goal: 27,561 (109% to Goal)

Visitor Guides Mailed	December Actual	YE Actual
2023	36	888
2022	33	1,170
2023/2022 % Change (Measurement towards goal)	9.1%	-24.1%
2019	25	471
2023/2019 % Change (Progress towards economic recovery)	44.0%	88.5%

2023 YE Performance to Goal: December YE Performance: 888
Annual Goal: 1,463 (61% to Goal)

PR Impressions*	December Actual	YE Actual
2023	1,720	11,111,371
2022	9,168	1,011,104
2023/2022 % Change (Measurement towards goal)	-81.2%	998.9%
2019	26,555,017	373,660,946
2023/2019 % Change (Progress towards economic recovery)	-100.0%	-97.0%

2023 YE Performance to Goal: December YE Performance: 11,111,371
Annual Goal: 1,254,593 (886% to Goal)

*Earned Media Placements/PR Impressions not directly comparable to 2019 figures since a new vendor uses a different methodology to track performance.

HIGHLIGHTS

- Most marketing metrics exceeded 2023 annual goals. This includes unique website visitors (at 107%), social media audience (at 109%), earned media (at 125%) and pr impressions (at 886%).
- Consumer e-newsletter subscribers were just below the year-end goal (at 96%).
- Consumer visitor guide mailings fell short of our year-end goal (at 61%).

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



ThriftyNorthWestMom.com 12/04/23

[The Master List of Outdoor Ice Skating Near Me in Washington!](#)

ParentMap.com 12/04/23

[Best Ice Skating Rinks Around Seattle, the Eastside and South Sound](#)

SCORE CARD

December 2023

SALES

MEETINGS/TOUR & TRAVEL

Lead Room Nights	December Actual	YE Actual
2023	525	4,918
2022	14	4,874
2023/2022 % Change (Measurement towards goal)	3,650.0%	0.9%
2019	374	10,176
2023/2019 % Change (Progress towards economic recovery)	40.4%	-51.7%

2023 YE Performance to Goal: December YE: 4,918
Annual: 5,605 (88% to Goal)

Booked Room Nights	December Actual	YE Actual
2023	100	1,762
2022	0	670
2023/2022 % Change (Measurement towards goal)	100.0%	163.0%
2019	70	2,086
2023/2019 % Change (Progress towards economic recovery)	42.9%	-15.5%

2023 YE Performance to Goal: December YE: 1,762
Annual: 771 (228% to Goal)

Leads	December Actual	YE Actual
2023	9	61
2022	1	51
2023/2022 % Change (Measurement towards goal)	800.0%	19.6%
2019	5	105
2023/2019 % Change (Progress towards economic recovery)	80.0%	-41.9%

2023 YE Performance to Goal: December YE: 61
Annual: 59 (103% to Goal)

Leads Booked	December Actual	YE Actual
2023	0	24
2022	0	14
2023/2022 % Change (Measurement towards goal)	0.0%	71.4%
2019	2	56
2023/2019 % Change (Progress towards economic recovery)	-100.0%	-57.1%

2023 YE Performance to Goal: December YE: 24
Annual: 16 (150% to Goal)

SPORTS

Lead Room Nights	December Actual	YE Actual
2023	0	7,506
2022	0	9,840
2023/2022 % Change (Measurement towards goal)	0.0%	-23.7%
2019	30	4,175
2023/2019 % Change (Progress towards economic recovery)	-100.0%	79.8%

2023 YE Performance to Goal: December YE: 7,506
Annual: 11,316 (66% to Goal)

Booked Room Nights	December Actual	YE Actual
2023	1,950	2,905
2022	0	6,970
2023/2022 % Change (Measurement towards goal)	100.0%	-58.3%
2019	310	3,370
2023/2019 % Change (Progress towards economic recovery)	529.0%	-13.8%

2023 YE Performance to Goal: December YE: 2,905
Annual: 8,016 (36% to Goal)

Leads	December Actual	YE Actual
2023	1	31
2022	0	28
2023/2022 % Change (Measurement towards goal)	100.0%	10.7%
2019	3	30
2023/2019 % Change (Progress towards economic recovery)	-66.7%	3.3%

2023 YE Performance to Goal: December YE: 31
Annual: 32 (97% to Goal)

Leads Booked	December Actual	YE Actual
2023	1	9
2022	0	15
2023/2022 % Change (Measurement towards goal)	100.0%	-40.0%
2019	3	17
2023/2019 % Change (Progress towards economic recovery)	-66.7%	-47.1%

2023 YE Performance to Goal: December YE: 9
Annual: 17 (53% to Goal)

SALES HIGHLIGHTS

- The sales team conducted a sales mission to Seattle December 12; meeting with key clients in the sports and tour/travel market segments. The team also continuing follow up from the National Tour Association Travel Exchange prospects and clients, with active discussions

- continuing with Directions Tours, Sports Leisure Vacations, Women Traveling Together, Sunrise Tours and Evergreen Escapes.
- The meetings market rebounded significantly in 2023, with YOY increases in Leads Booked (150%) and Booked Room Nights (228%).

SALES *continued*

BOOKINGS

- Olympia Women's Trials Legacy 40th Reunion Banquet (Hilton Garden Inn Olympia, DoubleTree by Hilton Olympia)
- USSSA Cascades National Fastpitch Championship 2024 (All hotels)

LOST BUSINESS

- Northern Arizona University TLEF Conference (Meetings spaces insufficient)
- USDA FIA Science Stakeholder Meeting (Meetings spaces insufficient)

CANCELLED BUSINESS

- None

VISITOR SERVICES

Trained Certified Tourism Ambassadors	December Actual	YE Actual
2023	16	87
2022	18	68
2023/2022 % Change (Measurement towards goal)	-11.1%	27.9%
2019	n/a*	n/a*
2023/2019 % Change (Progress towards economic recovery)	--	--

2023 YE Performance to Goal: December YE Performance: 87
Annual Goal: 90 (97% to Goal)

HIGHLIGHTS

In 2023, 87 individuals became Thurston County Tourism Ambassadors (97% of the annual goal). Are you interested in becoming a CTA? Upcoming classes are happening and February 14th at the Best Western Plus in Tumwater and April 18th at the Hands On Children's Museum in Olympia. For more information, please visit <https://www.experienceolympia.com/industry/thurston-tourism-ambassadors/>.

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

Certified Tourism Ambassador (CTA) – The number of individuals who attended the training session and received the industry-recognized certification.

Consumer E-Newsletter Subscribers – Individuals who signed up to receive Experience Olympia & Beyond'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 Booked – A future event that is contracted by planner with a venue, hotel or service provider.

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.

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 Impressions – Interaction with Public Relations content.

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.

Social Media Audiences – Individuals who follow/like Experience Olympia & Beyond related pages on Facebook, Instagram and/or Twitter.

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 Mailed – The number of visitor guides distributed directly to consumers via the mail.