



**Thurston County Hotel & Motel Commission Meeting Agenda**

**Monday, February 24, 2025, 3:30 pm**

**VCB Admin Office – Conference Room**

**AGENDA**

1. Welcome & Call to Order
2. Consent Calendar
  - a. Minutes: December 9, 2024
  - b. Financials: December 2024
3. Board Administration
  - a. Welcome New Directors: Nancy Moore, Comfort Inn and Andres Dominguez, Hilton Garden Inn
  - b. Angie Evans, Prairie Hotel has resigned. Discussion of potential members.
  - c. Locations for May, August and November 2025 meetings
4. Legislature: Lodging tax updates:
  - a. HB 1882 – 2% in 2026 and HB 1080 fee disclosure
5. 2025 Business & Marketing Plan
6. Review Scorecard: December 2024
7. Upcoming Events
  - a. Sports Awards: Wednesday, June 4<sup>th</sup>, at SPSCC
  - b. Annual Meeting: Thursday, September 4<sup>th</sup> at Indian Summer
8. Hiring Update
9. Items from the Floor
10. Adjournment

**Next Meeting: May 19, 2025, at 3:30 pm**



**Thurston County Hotel & Motel Commission Meeting**  
**Monday, December 9, 2024, at 3:30 pm**  
**Thurston County Atrium Building, Room 206**

**MINUTES**

**1. WELCOME & CALL TO ORDER**

TPA Directors in Attendance: Kasee Palmer, Janine Phillips, Jennica Machado, Rose Ponzoha attended via Zoom to ensure a quorum

Absent: Angie Evans\*, Christy LeGeer

VCB Staff in Attendance: Annette Pitts and Kelly Campbell

A quorum was established, and Kasee Palmer called the meeting to order at 3:34 p.m.

**2. CONSENT CALENDAR**

a./b. Approval of Consent Calendar: Kasee asked the Directors if they had a chance to review the Consent Calendar with the August 2024 meeting minutes and the September 2024 financials as presented. It was noted that a director had not fully reviewed the packet so Annette shared a recap of the financials as presented. The mid-year budget adjustments will be reflected starting with September 2024. EOB still has the approval of the Board and option to move up to \$78k from Reserves to cover the expense of the Destination Master Plan. Discussion ensued. There were no additional questions or discussion. **Rose Ponzoha motioned to approve the consent calendar as presented and Janine Phillips seconded. All present voted and the motion passed unanimously.**

**3. BOARD ADMINISTRATION**

a. Angie Evans called Kelly Campbell this afternoon to resign from her position on the Board due to pending changes at the Prairie Hotel. Until today, there were two open positions. After August's meeting both Andres Dominguez, GM of the Hilton Garden Inn and Nancy Moore with the Comfort Inn were contacted and are interested in serving on the TPA Board. Discussion around other properties and their potential to serve. Janine and Rose will share if they connect with the new owners or GM of Spark by Hilton in Tumwater. Janine made a motion to approve Andres and Nancy to serve and forward them for appointment by the County. Commissioners. Rose seconded and all members present voted in favor of their service and the motion carried.

4. The 2025 meeting calendar was shared and approved by all members present. The VCB will host the February 24, 2025 meeting.



## 5. CEO REPORT

- a. Annette resigned her position at EOB in early November and her last day of employment at EOB is December 31, 2024.
- b. Legislative update: EOB will host a Legislative Reception in the Columbia Room on December 10<sup>th</sup>. This event was created at the request of County Commissioner Mejia to gather and welcome new aides, Representatives and Senators and share what Olympia and Thurston County have to offer and how tourism impacts the community. SWT staff will be in attendance, and they are cohosting the event. Printed copies of EOB's updated Meetings & Facilities Guide will be available as well as digitally on our website. Statewide tourism funding will be a topic of discussion on the 2025 Legislature as it pertains to sustaining funds to operate State of Washington Tourism and around the creation of a statewide tourism district and what industries will be included.
- c. Organizational and Marketing update: Annette shared ongoing projects like the 2025 Business & Marketing Plan the team is working on and will wrap up in early 2025 and be available in hard copy and on our website for reference. EOB produces this document as part of our commitment to transparency and our Destination International accreditation.
- d.. The September 2024 Scorecard was presented and Annette reviewed.

## 6. RECAP OF EVENTS

- a. The EOB 2024 Annual Meeting was Thursday, September 19, 2024 at the Kodiak Room in Tenino. Attendance and feedback received overall positive reviews in the post event survey. A comment was received that the band was too loud, but attendees enjoyed seeing a new, unique location.
- b. Olympia & Beyond Sports Commission Sports Awards was held at SPCCC on Thursday, November 7<sup>th</sup>. and Braeden really worked well together and used local resources to get new faces involved and create a successful event with similar attendance to 2023.

## 7. ITEMS FROM THE FLOOR

The Governor Hotel is set to be remodeled in 2025. The DoubleTree by Hilton will be remodeling by October 2025 as part of a brand requirement. Kasee shared the ongoing issue with state budgets and how the fees charged/listed by DoubleTree by Hilton (and others) are continuing to limit her hotel bookings with government travel. Additionally, she is looking for volunteer opportunities that support the community and visitors to replace her CTA engagement.

8. **ADJOURNMENT:** There being no additional business Kasee adjourned the meeting at 4:53 p.m.

**NEXT MEETING: Monday, February 24, 2025 at 3:30 pm**

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

Accrual Basis

**December 2024**

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>40000 · LTAC</b>					
<b>40110 · LTAC-Lacey</b>	25,000.00	25,000.00	100,000.00	100,000.00	100,000.00
<b>40120 · LTAC-Olympia</b>	33,262.82	0.00	158,096.00	158,096.00	158,096.00
<b>40130 · LTAC-Tumwater</b>	0.00	0.00	37,632.00	37,632.00	37,632.00
<b>40140 · LTAC-Yelm</b>	0.00	0.00	7,000.00	7,000.00	7,000.00
<b>40150 · LTAC- Thurston County</b>	0.00	0.00	7,375.00	7,375.00	7,375.00
<b>Total 40000 · LTAC</b>	<b>58,262.82</b>	<b>25,000.00</b>	<b>310,103.00</b>	<b>310,103.00</b>	<b>310,103.00</b>
<b>40300 · Private Funds</b>					
<b>40310 · Advertising</b>	0.00	0.00	91,580.70	90,000.00	90,000.00
<b>40320 · Event Income</b>	0.00	0.00	12,636.00	18,910.00	18,910.00
<b>40330 · In Kind Income</b>	1,567.72	0.00	16,966.72	6,350.00	6,350.00
<b>40350 · Sponsorship Tourism</b>	0.00	0.00	61,000.00	65,000.00	65,000.00
<b>Total 40300 · Private Funds</b>	<b>1,567.72</b>	<b>0.00</b>	<b>182,183.42</b>	<b>180,260.00</b>	<b>180,260.00</b>
<b>40390 · Grant Income</b>	0.00	0.00	100,000.00	100,000.00	100,000.00
<b>40400 · TPA Income</b>	79,041.39	81,000.00	834,140.75	875,000.00	875,000.00
<b>Total Income</b>	<b>138,871.93</b>	<b>106,000.00</b>	<b>1,426,427.17</b>	<b>1,465,363.00</b>	<b>1,465,363.00</b>
<b>Gross Profit</b>	<b>138,871.93</b>	<b>106,000.00</b>	<b>1,426,427.17</b>	<b>1,465,363.00</b>	<b>1,465,363.00</b>
<b>Expense</b>					
<b>50100 · Marketing</b>					
<b>50110 · Advertising</b>	16,210.93	6,075.00	120,515.37	139,525.00	139,525.00
<b>50115 · Promotions</b>	4,003.19	2,650.00	4,227.63	4,750.00	4,750.00
<b>50120 · External Public Relations</b>	150.00	1,015.00	22,619.20	27,775.00	27,775.00
<b>51000 · Community Public Relations</b>	2,613.42	3,775.00	41,542.84	52,931.75	52,931.75
<b>51800 · Products</b>					
<b>51805 · Scenic Byway</b>	1,403.09	0.00	1,403.09	3,500.00	3,500.00
<b>51850 · Community &amp; Facility</b>	510.65	0.00	2,697.32	2,500.00	2,500.00
<b>51860 · Other Collateral</b>	0.00	0.00	5,500.46	8,500.00	8,500.00
<b>51870 · Visitor Guide</b>	150.00	765.00	57,949.11	59,005.00	59,005.00
<b>51880 · Website</b>	8,656.62	6,200.00	115,556.41	117,110.00	117,110.00
<b>Total 51800 · Products</b>	<b>10,720.36</b>	<b>6,965.00</b>	<b>183,106.39</b>	<b>190,615.00</b>	<b>190,615.00</b>
<b>51900 · Memberships &amp; Affiliations</b>	0.00	210.00	15,004.00	15,500.00	15,500.00
<b>51925 · Research</b>	13,328.95	5,500.00	85,733.18	85,916.00	85,916.00
<b>Total 50100 · Marketing</b>	<b>47,026.85</b>	<b>26,190.00</b>	<b>472,748.61</b>	<b>517,012.75</b>	<b>517,012.75</b>
<b>52000 · Sales</b>					
<b>52050 · Ad Sales Commission Expense</b>	0.00	0.00	12,775.18	12,600.00	12,600.00
<b>52100 · Tradeshows &amp; Sales Missions</b>	0.00	0.00	8,810.92	8,390.00	8,390.00
<b>52200 · Event Sponsorship &amp; Bid Fees</b>	1,790.33	0.00	19,050.94	19,500.00	19,500.00
<b>52300 · FAM Tours</b>	0.00	0.00	1,917.01	4,000.00	4,000.00
<b>52400 · Client Entertainment</b>	0.00	0.00	0.00	1,500.00	1,500.00
<b>Total 52000 · Sales</b>	<b>1,790.33</b>	<b>0.00</b>	<b>42,554.05</b>	<b>45,990.00</b>	<b>45,990.00</b>
<b>60000 · Operations</b>					
<b>60100 · Personnel Expense</b>	61,072.72	68,835.36	699,021.89	694,085.36	694,085.36
<b>60200 · Internet and Technology</b>	1,244.93	3,201.50	26,243.76	27,390.00	27,390.00
<b>60310 · Rent &amp; Facility Charges</b>	3,238.50	3,250.00	38,973.98	38,760.00	38,760.00
<b>60320 · Equipment</b>	718.50	0.00	2,949.25	2,500.00	2,500.00
<b>60340 · Insurance</b>	0.00	0.00	3,115.59	3,250.00	3,250.00
<b>60360 · Licenses &amp; Fees</b>	0.00	0.00	335.12	350.00	350.00
<b>60380 · Postage and Shipping</b>	144.50	250.00	1,707.72	2,200.00	2,200.00
<b>60400 · Professional Development</b>	0.00	0.00	22,284.67	23,095.00	23,095.00
<b>60410 · Printing</b>	238.22	300.00	2,932.38	3,775.00	3,775.00
<b>60500 · Professional Fees</b>	18,391.00	1,400.00	110,098.42	92,631.09	92,631.09
<b>60570 · Supplies</b>	1,404.95	350.00	4,610.42	3,500.00	3,500.00
<b>60580 · Travel Expenses</b>	-633.43	525.00	11,277.61	15,730.00	15,730.00
<b>60600 · Bank Charges</b>	0.00	37.50	1,131.81	1,125.00	1,125.00
<b>60700 · Bad Debt/Write Off</b>	0.00		-25.48		
<b>Total 60000 · Operations</b>	<b>85,819.89</b>	<b>78,149.36</b>	<b>924,657.14</b>	<b>908,391.45</b>	<b>908,391.45</b>

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

Accrual Basis

**December 2024**

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
61000 · TPA Administration					
61105 · Marketing & Operations	0.00	0.00	4,232.41	4,300.00	4,300.00
61200 · Professional Fees	504.33	504.50	9,115.89	9,631.00	9,631.00
<b>Total 61000 · TPA Administration</b>	<b>504.33</b>	<b>504.50</b>	<b>13,348.30</b>	<b>13,931.00</b>	<b>13,931.00</b>
<b>Total Expense</b>	<b>135,141.40</b>	<b>104,843.86</b>	<b>1,453,308.10</b>	<b>1,485,325.20</b>	<b>1,485,325.20</b>
<b>Net Ordinary Income</b>	<b>3,730.53</b>	<b>1,156.14</b>	<b>-26,880.93</b>	<b>-19,962.20</b>	<b>-19,962.20</b>
<b>Other Income/Expense</b>					
Other Income	2,840.71	1,750.00	33,420.99	20,000.00	20,000.00
<b>Net Other Income</b>	<b>2,840.71</b>	<b>1,750.00</b>	<b>33,420.99</b>	<b>20,000.00</b>	<b>20,000.00</b>
<b>Net Income</b>	<b><u>6,571.24</u></b>	<b><u>2,906.14</u></b>	<b><u>6,540.06</u></b>	<b><u>37.80</u></b>	<b><u>37.80</u></b>

**Visitor and Convention Bureau of Thurston County**  
**Balance Sheet**

Accrual Basis

As of December 31, 2024

Dec 31, 24

<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	78,421.67
10300 · TwinStar Checking	467.00
10350 · TwinStar - HRA	3,035.10
10400 · TwinStar Money Market	204,753.43 <span style="border: 1px solid black; padding: 0 2px;">1</span>
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
	<hr/>
Total VCB Accounts	286,782.20
10700 · WSECU - MM - Operating	100,957.62 <span style="border: 1px solid black; padding: 0 2px;">2</span>
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
	<hr/>
Total Checking/Savings	387,749.82
Accounts Receivable	
11100 · Accounts Receivable	<hr/> 41,494.28
	<hr/>
Total Accounts Receivable	41,494.28
Other Current Assets	
12075 · Prepaid Income Tax	6,245.45
13000 · Prepaid Expenses	65,131.30
14000 · Inventory	343.02
	<hr/>
Total Other Current Assets	71,719.77
	<hr/>
Total Current Assets	500,963.87
	<hr/>
Fixed Assets	
15000 · Furniture and Equipment	16,837.99
17100 · Accum Depr - Furn and Equip	-9,780.56
	<hr/>
Total Fixed Assets	7,057.43
	<hr/>
Other Assets	
16000 · LPL Financial	10,763.73
16010 · Accrued Interest	638,113.58 <span style="border: 1px solid black; padding: 0 2px;">3</span>
16000 · LPL Financial - Other	<hr/>
	<hr/>
Total 16000 · LPL Financial	648,877.31
	<hr/>
16100 · Right of use under lease	94,921.00
	<hr/>
Total Other Assets	743,798.31
	<hr/>
<b>TOTAL ASSETS</b>	<b>1,251,819.61</b>
	<hr/>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	54,282.17
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Total Accounts Payable	54,282.17

**Visitor and Convention Bureau of Thurston County**

**Balance Sheet**

**As of December 31, 2024**

Accrual Basis

**Dec 31, 24**

**Credit Cards**

20200 · MC Control Account	
20205 · Heidi Mastercard	28,709.12
20220 · Jeff Mastercard	3,747.66
20225 · Annette Mastercard	8,890.23
20231 · Braeden Mastercard	274.83
20240 · Kelly Mastercard	32,907.08
20245 · Emily Mastercard	16,133.04
20275 · Melissa Mastercard	3,012.59
20200 · MC Control Account - Other	-93,625.95

**Total 20200 · MC Control Account**

**48.60**

**Total Credit Cards**

**48.60**

**Other Current Liabilities**

20310 · Accrued Liabilities	26,978.78
20400 · Lease obligation	94,921.00

**Total Other Current Liabilities**

**121,899.78**

**Total Current Liabilities**

**176,230.55**

**Total Liabilities**

**176,230.55**

**Equity**

32000 · Reserve from prior years	1,069,049.00
Net Income	6,540.06

**Total Equity**

**1,075,589.06**

**TOTAL LIABILITIES & EQUITY**

**1,251,819.61**

# Visitor and Convention Bureau of Thurston County

## Balance Sheet

As of December 31, 2024

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Accrual Basis

1. TwinStar interest is 1.76%

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2. WSECU interest is 1.24%

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3. Woori is \$102K @ 4.7%; CFG is \$124k @ 4.0%; \$107k with Morgan Stanley @ 4.0%; Bank of America has \$104k @ 4.9%; \$100k with Sallie Mae @3.45%; JP Morgan Chase has \$102k @ 4.6%.

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**Visitor and Convention Bureau of Thurston County**

**A/R Aging Summary**

As of December 31, 2024

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	Curr...	1 - 30	31 - 60	61 - 90	> 90	TOTAL
<b>City of Lacey</b>	0.00	25,000.00	0.00	0.00	0.00	25,000.00
<b>Destination Signals by Tempest</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Great Wolf Lodge</b>	0.00	0.00	0.00	0.00	500.00	500.00
<b>LTAC Olympia</b>	0.00	1,159.49	0.00	0.00	0.00	1,159.49
<b>State of WA Tourism</b>	0.00	1,384.79	0.00	0.00	0.00	1,384.79
<b>The Evergreen State College Foundation</b>	0.00	0.00	2,500.00	0.00	0.00	2,500.00
<b>Thurston Economic Development Council</b>	0.00	10,950.00	0.00	0.00	0.00	10,950.00
<b>TOTAL</b>	<b>0.00</b>	<b>38,494.28</b>	<b>2,500.00</b>	<b>0.00</b>	<b>500.00</b>	<b>41,494.28</b>

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Olympia Yacht Club Parade of Lights

# SCORE CARD

December 2024

In 2024, many of our annual KPI goals were narrowly missed. This indicates further progress needs to be made to achieve full economic growth.



Lacey Holiday Lights

## THURSTON COUNTY ACCOMMODATIONS

### HOTELS/MOTELS

Available Rooms	December/YE Actual
2024 <sup>1</sup>	2,698
2023	2,918
2024/2023 % Change	-7.5%

Occupancy (%)	December Actual	YE Actual
2024	58.3%	70.4%
2023	56.5%	66.4%
2024/2023 % Change (Measurement towards goal)	3.2%	6.0%

2024 YE Performance to Goal: December YE Performance: 70.4%  
Annual Goal: 68.2% (103% to Goal)

Average Daily Rate (\$)	December Actual	YE Actual
2024	\$151.03	\$150.16
2023	\$157.77	\$153.65
2024/2023 % Change	-4.3%	-2.3%

Revenue per Available Room (\$)	December Actual	YE Actual
2024	\$87.74	\$106.93
2023	\$88.77	\$103.90
2024/2023 % Change	-1.2%	3.7%

<sup>1</sup> Inventory change due to the following openings: Courtyard by Marriott Olympia in May 2023, WoodSpring Suites in August 2023, Spark by Hilton in October 2024, Holiday Inn Express & Suites Tumwater in December 2024 and the closures of the Days Inn by Wyndham Lacey in February 2023 and Olympia Hotel by Capitol Lake in January 2024.

### HIGHLIGHTS

2024 Year-End (YE) hotel occupancy for Thurston County was 70.4% (103% of our annual goal).

# SCORE CARD

## MARKETING

December 2024

Unique Web Visits	December Actual	YE Actual
2024 <sup>2</sup>	35,986	409,107
2023	31,195	359,571
2024/2023 % Change (Measurement towards goal)	15.4%	13.8%

2024 YE Performance to Goal: December YE Performance: 409,107  
Annual Goal: 413,507 (99% to Goal)

Consumer E-Newsletter Subscribers <sup>4</sup>	December/YE Actual
2024	12,695
2023	13,636
2024/2023 % Change (Measurement towards goal)	-6.9%

2024 YE Performance to Goal: December YE Performance: 12,695  
Annual Goal: 15,681 (81% to Goal)

Earned Media Placements <sup>5</sup>	December Actual	YE Actual
2024	7	253
2023	2	139
2024/2023 % Change (Measurement towards goal)	250.0%	82.0%

2024 YE Performance to Goal: December YE Performance: 253  
Annual Goal: 160 (158% to Goal)

Social Media Audience <sup>3</sup>	December/YE Actual
2024	31,442
2023	30,091
2024/2023 % Change (Measurement towards goal)	4.5%

2024 YE Performance to Goal: December YE Performance: 31,442  
Annual Goal: 34,605 (91% to Goal)

Visitor Guides Mailed	December Actual	YE Actual
2024	28	923
2023	36	888
2024/2023 % Change (Measurement towards goal)	-22.2%	3.9%

2024 YE Performance to Goal: Decemeber YE Performance: 923  
Annual Goal: 1,021 (90% to Goal)

PR Circulation/Viewership <sup>5</sup>	December Actual	YE Actual
2024	6,462,127	2,381,655,305
2023	1,720	11,111,371
2024/2023 % Change (Measurement towards goal)	375,605.1%	21,334.4%

2024 YE Performance to Goal: December YE Performance: 2,381,655,305  
Annual Goal: 12,778,077 (18,639% to Goal)

<sup>2</sup>As of October 2023, Universal Analytics was replaced by Google Analytics 4, a modeled/cookieless method of tracking visitation to the website. 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.

<sup>3</sup>As of January 31, 2024, Experience Olympia & Beyond's Twitter Account was deactivated and no longer reflected in the Social Media Audience.

<sup>4</sup>As of July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emails emails.

<sup>5</sup>Earned Media Placements & PR Circulation/Viewership not directly comparable to previous years due to new methodology being used.

### HIGHLIGHTS

- Most marketing metrics fell just short of 2024 annual goals. This includes unique website visitors (at 99%), social media audience (at 91%), consumer e-newsletter subscribers (at 81%) and consumer visitor guide mailings (at 90%). This is due to a changing media landscape and Google's ever-changing algorithms.
- PR metrics exceeded 2024's annual goals with earned media placements at 158% of the goal and PR impressions at 18,639% of the goal.

### KEY ARTICLES PUBLISHED/INFLUENCER POSTS



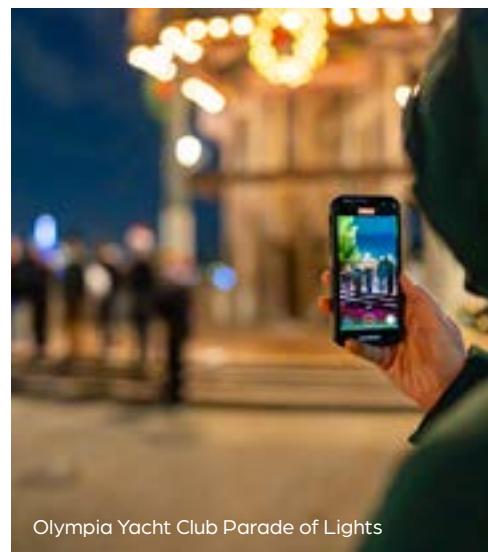
TheManual.com – November 30, 2024

Savor the flavors of Olympia, Washington at these 6 must-visit eateries



Tis the Season for Artisan Chocolates in Olympia

Tis the Season for Artisan Chocolates in Olympia



Olympia Yacht Club Parade of Lights

# SCORE CARD

December 2024

## SALES

### MEETINGS/TOUR & TRAVEL

Lead Room Nights	December Actual	YE Actual
2024	755	3,839
2023	525	4,918
2024/2023 % Change (Measurement towards goal)	43.8%	-21.9%

2024 YE Performance to Goal: December YE: 3,839  
Annual: 5,164 (74% to Goal)

Booked Room Nights	December Actual	YE Actual
2024	20	887
2023	100	1,762
2024/2023 % Change (Measurement towards goal)	-80.0%	-49.7%

2024 YE Performance to Goal: December YE: 887  
Annual: 1,850 (48% to Goal)

Leads	December Actual	YE Actual
2024	4	40
2023	9	61
2024/2023 % Change (Measurement towards goal)	-55.6%	-34.4%

2024 YE Performance to Goal: December YE: 40  
Annual: 64 (63% to Goal)

Leads Booked	December Actual	YE Actual
2024	1	22
2023	0	24
2024/2023 % Change (Measurement towards goal)	100.0%	-8.3%

2024 YE Performance to Goal: December YE: 22  
Annual: 25 (88% to Goal)

### SPORTS

Lead Room Nights	December Actual	YE Actual
2024	300	3,950
2023	0	7,506
2024/2023 % Change (Measurement towards goal)	100.0%	-47.4%

2024 YE Performance to Goal: December YE: 3,950  
Annual: 7,881 (50% to Goal)

Booked Room Nights	December Actual	YE Actual
2024	0	1,220
2023	1,950	2,905
2024/2023 % Change (Measurement towards goal)	-100.0%	-58.0%

2024 YE Performance to Goal: December YE: 1,220  
Annual: 3,050 (40% to Goal)

Leads	December Actual	YE Actual
2024	1	22
2023	1	31
2024/2023 % Change (Measurement towards goal)	0.0%	-29.0%

2024 YE Performance to Goal: December YE: 22  
Annual: 33 (67% to Goal)

Leads Booked	December Actual	YE Actual
2024	0	5
2023	1	9
2024/2023 % Change (Measurement towards goal)	-100.0%	-44.4%

2024 YE Performance to Goal: December YE: 5  
Annual: 9 (56% to Goal)

### HIGHLIGHTS

- Sales goals were not met in 2024 due to our changing market and available venue space, and realignment of sales strategies.

### BOOKINGS

- Association of Washington Business Legislative Day and Hill Climb Room Block (Courtyard Marriot Olympia)

### LOST BUSINESS

- Washington Starts 25th Anniversary Quilt Show (event organizer had prior contact with the Olympia Center before submitting the RFP)
- WA Democrats Quarterly Meeting (selected Tacoma)

### CANCELLED BUSINESS

N/A



Yelm Solstice Walk

# SCORE CARD

December 2024

## 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'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** – 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, Instagram and/or Twitter.

**Unique Web Visits** – A person who has visited [experienceolympia.com](http://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.



LoveOly Winter Fest

# 2025 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				1	2	3				1	2	3	4	5	6
5	6	7	8	9	10	11	4	5	6	7	8	9	10	7	8	9	10	11	12	13	
12	13	14	15	16	17	18	11	12	13	14	15	16	17	14	15	16	17	18	19	20	
19	20	21	22	23	24	25	18	19	20	21	22	23	24	21	22	23	24	25	26	27	
26	27	28	29	30	31		25	26	27	28	29	30	31	28	29	30					

FEBRUARY							JUNE							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	8	8	9	10	11	12	13	14	5	6	7	8	9	10	11
9	10	11	12	13	14	15	15	16	17	18	19	20	21	12	13	14	15	16	17	18
16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25
23	24	25	26	27	28		29	30						26	27	28	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
2	3	4	5	6	7	8	6	7	8	9	10	11	12	2	3	4	5	6	7	8
9	10	11	12	13	14	15	13	14	15	16	17	18	19	9	10	11	12	13	14	15
16	17	18	19	20	21	22	20	21	22	23	24	25	26	16	17	18	19	20	21	22
23	24	25	26	27	28	29	27	28	29	30	31			23	24	25	26	27	28	29
30	31													30						

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	2	3	4									1	2				
6	7	8	9	10	11	12									7	8	9	10	11	12
13	14	15	16	17	18	19									14	15	16	17	18	19
20	21	22	23	24	25	26									21	22	23	24	25	26
27	28	29	30					24	25	26	27	28	29	30		28	29	30	31	