



**Thurston County Hotel & Motel Commission Meeting Agenda**  
**Monday, May 19, 2025, 3:30 pm**  
**Courtyard by Marriott – Board Room**

**AGENDA**

1. Welcome & Call to Order
2. Consent Calendar
  - a. Minutes: February 24, 2025
  - b. Financials: March 2025
3. Board Administration
  - a. Christy LeGeer resigned her position as GM of Courtyard by Marriott and her position on the TPA Board
  - b. Two vacancies; with Christy's departure in March, we now have two open seats; update on hotel contacts at Courtyard by Marriott is Marco Arceo. Rose is providing an update on the Tumwater properties; Spark by Hilton and Holiday inn Express.
  - c. Organization and hiring committee update
4. Legislative Update
  - a. Tourism related bills
  - b. State of WA Tourism funding
5. FIFA Fan Zone 2026
6. Review Scorecard: March 2025
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. Items from the Floor
9. Adjournment

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



**Thurston County Hotel & Motel Commission Meeting  
Monday, February 24, 2025, at 3:30 pm  
Experience Olympia & Beyond - Conference Room**

**MINUTES**

**1. Welcome & Call to Order**

TPA Directors in Attendance: Andres Dominguez, Kasee Palmer, Janine Phillips, Jennica Machado, Christy LeGeer and Rose Ponzoha

Absent: Nancy Lopez

VCB Staff in Attendance: Kelly Campbell

A quorum was established, and Christy called the meeting to order the meeting 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 December 2024 meeting minutes and the December 2024 financials as presented. Discussion ensued. There were no additional questions or discussion.

**Kasee Palmer motioned to approve the consent calendar as presented and Christy LeGeer seconded. All present voted and the motion passed unanimously.**

**3. Board Administration**

a. Welcome to new Board Directors: Andres Dominguez, GM of the Hilton Garden Inn and Nancy Moore with the Comfort Inn. Both have received their appointments from Thurston County.

b. Angie Evans resigned her position from the TPA Board of Directors and announced her departure from the Prairie Hotel in December 2024. Discussion ensued around potential people to contact regarding their interest in serving. Rose volunteered to reach out to the two new Tumwater properties and report back.

c. Christy and the Courtyard will host the May 19th meeting.

Janine and the Hampton Inn Olympia/Lacey will host the August 25<sup>th</sup> meeting

Kasee and The DoubleTree will host the November 24<sup>th</sup> meeting

**4. Legislative Update**

Kelly shared updates on HB 1880 which if passed will require fee disclosure in advertising for room rates and HB 1882 which proposes an additional 2% lodging tax during the World Cup, however this bill appears that it will not move forward. SB 5576 proposes a 6% tax on short term rentals to fund affordable housing and the definition of short-term housing is unclear. SB 5492 supporting sustainable funding for State of WA Tourism is moving forward. Funding amounts will be at least the required 1.5 million per year for the next biennium, and SWT remains hopeful they will garner enough support to keep the 4.5 million annual funding. SWT is



also working to establish a working group of industry representatives that will work on statewide sustainable funding for the tourism industry.

### **5. 2025 Business & Marketing Plan**

Kelly shared copies of the 2025 Business & Marketing Plan and explained the document contains our strategy and also serves to fulfill requirements for our accreditation with Destinations International.

### **6. Review Scorecard: December 2024**

Members present will review the scorecard independently.

### **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**

SearchWide Global has been retained to search for new leadership at the VCB. Christy LeGeer serves on the hiring committee representing the TPA Commission as well as four members of the EOB Board of Directors. The search is ongoing with first round candidate review on April 1<sup>st</sup>, followed by Zoom and in person interviews. An expected start date would be mid- June or later.

### **9. Items from the Floor**

Rose shared cats can stay at the new Sparks by Hilton property in Tumwater for a \$50 non-refundable fee. Lacey/Olympia has been selected to be one of nine fan zones in Washington State for the FIFA World Cup in 2026. Concern was expressed about the lack of adequate transportation, information, schedule coordination and availability of rental cars and how this influx may affect general visitation during this time. World Cup Details will be forthcoming later this Spring from the FIFA local organizing committee. It was shared both Little Creek and Ramada are currently undergoing renovations. Kasee also shared the DoubleTree I set for remodel starting sometime this year.

### **10. Adjournment**

There being no additional business Christy adjourned the meeting at 4:43 p.m.

**NEXT MEETING: Monday, May 19, 2025 at 3:30 pm**

# Visitor and Convention Bureau of Thurston County

## Profit & Loss Budget Performance

Accrual Basis

March 2025

	Mar 25	Budget	Jan - Mar 25	YTD Budget	Annual Bu...
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>40000 · LTAC</b>					
40110 · LTAC-Lacey	25,000.00	25,000.00	25,000.00	25,000.00	100,000.00
40120 · LTAC-Olympia	45,828.78	42,000.00	45,828.78	42,000.00	168,635.00
40130 · LTAC-Tumwater	0.00	0.00	0.00	0.00	37,632.00
40140 · LTAC-Yelm	0.00	0.00	0.00	0.00	7,000.00
<b>Total 40000 · LTAC</b>	<b>70,828.78</b>	<b>67,000.00</b>	<b>70,828.78</b>	<b>67,000.00</b>	<b>313,267.00</b>
<b>40300 · Private Funds</b>					
40310 · Advertising	40,680.00	40,000.00	60,630.00	40,000.00	90,000.00
40320 · Event Income	0.00	0.00	0.00	0.00	19,000.00
40330 · In Kind Income	0.00	0.00	0.00	0.00	6,500.00
40350 · Sponsorship Tourism	0.00	0.00	4,000.00	0.00	65,000.00
<b>Total 40300 · Private Funds</b>	<b>40,680.00</b>	<b>40,000.00</b>	<b>64,630.00</b>	<b>40,000.00</b>	<b>180,500.00</b>
<b>40400 · TPA Income</b>	<b>60,908.19</b>	<b>77,060.76</b>	<b>184,341.69</b>	<b>208,060.76</b>	<b>924,729.17</b>
<b>Total Income</b>	<b>172,416.97</b>	<b>184,060.76</b>	<b>319,800.47</b>	<b>315,060.76</b>	<b>1,418,496.17</b>
<b>Gross Profit</b>	<b>172,416.97</b>	<b>184,060.76</b>	<b>319,800.47</b>	<b>315,060.76</b>	<b>1,418,496.17</b>
<b>Expense</b>					
<b>50100 · Marketing</b>					
50110 · Advertising	13,501.05	11,600.00	22,006.97	31,800.00	149,400.00
50115 · Promotions	0.00	0.00	0.00	0.00	6,000.00
50120 · External Public Relations	13,267.50	0.00	15,823.00	31,222.50	31,222.50
<b>51000 · Community Public Relations</b>					
51100 · Annual Meeting	0.00	1,500.00	0.00	1,500.00	10,992.00
51250 · Meals & Registrations	110.00	250.00	526.82	750.00	3,000.00
51550 · Thurston County Sports Awards	0.00	0.00	645.00	1,000.00	10,000.00
51700 · Legislative Reception	0.00	0.00	0.00	0.00	3,000.00
<b>Total 51000 · Community Public Relations</b>	<b>110.00</b>	<b>1,750.00</b>	<b>1,171.82</b>	<b>3,250.00</b>	<b>26,992.00</b>
<b>51800 · Products</b>					
51805 · Scenic Byway	0.00	0.00	0.00	0.00	5,100.00
51850 · Community & Facility	0.00	0.00	0.00	0.00	4,000.00
51860 · Other Collateral	0.00	0.00	2,017.13	1,150.00	10,150.00
51870 · Visitor Guide	637.60	800.00	1,938.80	2,400.00	64,814.00
51880 · Website	5,700.00	5,725.00	20,756.68	21,075.00	83,350.00
<b>Total 51800 · Products</b>	<b>6,337.60</b>	<b>6,525.00</b>	<b>24,712.61</b>	<b>24,625.00</b>	<b>167,414.00</b>
<b>51900 · Memberships &amp; Affiliations</b>	<b>4,902.33</b>	<b>0.00</b>	<b>12,641.99</b>	<b>8,633.00</b>	<b>15,783.00</b>
<b>51925 · Research</b>	<b>6,601.13</b>	<b>0.00</b>	<b>22,803.39</b>	<b>0.00</b>	<b>88,467.04</b>
<b>Total 50100 · Marketing</b>	<b>44,719.61</b>	<b>19,875.00</b>	<b>99,159.78</b>	<b>99,530.50</b>	<b>485,278.54</b>
<b>52000 · Sales</b>					
52050 · Ad Sales Commission Expense	4,940.62	4,500.00	4,940.62	4,500.00	13,000.00
52200 · Event Sponsorship & Bid Fees	15,157.99	16,000.00	15,705.72	16,500.00	55,250.00
52250 · Sports Contract Services	0.00	0.00	3,750.00	3,750.00	3,750.00
52300 · FAM Tours	0.00	0.00	0.00	0.00	4,000.00
52400 · Client Entertainment	0.00	0.00	8.74	0.00	1,500.00
<b>Total 52000 · Sales</b>	<b>20,098.61</b>	<b>20,500.00</b>	<b>24,405.08</b>	<b>24,750.00</b>	<b>77,500.00</b>

\*pending board approval

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

Accrual Basis

March 2025

	Mar 25	Budget	Jan - Mar 25	YTD Budget	Annual Bu...
<b>60000 · Operations</b>					
60100 · Personnel Expense	44,767.41	48,395.00	137,617.74	146,366.89	720,675.58
60200 · Internet and Technology	2,750.31	1,967.49	12,439.33	8,652.59	28,049.00
60310 · Rent & Facility Charges	3,238.50	3,250.00	9,898.83	9,750.00	39,000.00
60320 · Equipment	0.00	0.00	325.98	0.00	3,400.00
60340 · Insurance	3,187.91	0.00	4,817.59	5,250.00	5,250.00
60360 · Licenses & Fees	0.00	0.00	0.00	0.00	250.00
60380 · Postage and Shipping	65.85	200.00	65.85	400.00	2,350.00
60400 · Professional Development	-71.75	0.00	3,237.00	2,200.00	14,975.00
60410 · Printing	329.61	300.00	749.15	900.00	3,775.00
60500 · Professional Fees	112.00	0.00	24,336.00	5,000.00	13,000.00
60570 · Supplies	177.05	250.00	1,059.81	800.00	3,500.00
60580 · Travel Expenses	89.94	500.00	2,701.75	4,275.00	23,005.00
60600 · Bank Charges	80.12	150.00	200.29	150.00	1,125.00
<b>Total 60000 · Operations</b>	<b>54,726.95</b>	<b>55,012.49</b>	<b>197,449.32</b>	<b>183,744.48</b>	<b>858,354.58</b>
<b>61000 · TPA Administration</b>					
61105 · Marketing & Operations	4,074.16	3,950.00	4,657.18	4,800.00	5,225.00
61200 · Professional Fees	880.68	682.00	2,562.29	5,864.00	12,000.00
<b>Total 61000 · TPA Administration</b>	<b>4,954.84</b>	<b>4,632.00</b>	<b>7,219.47</b>	<b>10,664.00</b>	<b>17,225.00</b>
<b>Total Expense</b>	<b>124,500.01</b>	<b>100,019.49</b>	<b>328,233.65</b>	<b>318,688.98</b>	<b>1,438,358.12</b>
<b>Net Ordinary Income</b>	<b>47,916.96</b>	<b>84,041.27</b>	<b>-8,433.18</b>	<b>-3,628.22</b>	<b>-19,861.95</b>
<b>Other Income/Expense</b>					
Other Income	3,398.15	1,600.00	8,580.40	4,800.00	20,000.00
<b>Net Other Income</b>	<b>3,398.15</b>	<b>1,600.00</b>	<b>8,580.40</b>	<b>4,800.00</b>	<b>20,000.00</b>
<b>Net Income</b>	<b>51,315.11</b>	<b>85,641.27</b>	<b>147.22</b>	<b>1,171.78</b>	<b>138.05</b>

## Visitor and Convention Bureau of Thurston County

## Balance Sheet

As of March 31, 2025

	Mar 31, 25
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	35,841.64
10300 · TwinStar Checking	467.00
10350 · TwinStar - HRA	3,955.85
10400 · TwinStar Money Market	205,456.52 <sup>1</sup>
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
Total VCB Accounts	245,826.01
10700 · WSECU - MM - Operating	51,082.91 <sup>2</sup>
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
Total Checking/Savings	296,918.92
Accounts Receivable	
11100 · Accounts Receivable	95,204.78
Total Accounts Receivable	95,204.78
Other Current Assets	
12000 · Undeposited Funds	129.00
12075 · Prepaid Income Tax	6,245.45
13000 · Prepaid Expenses	40,274.92
14000 · Inventory	343.02
Total Other Current Assets	46,992.39
Total Current Assets	439,116.09
Fixed Assets	
15000 · Furniture and Equipment	16,837.99
17100 · Accum Depr - Furn and Equip	-9,780.56
Total Fixed Assets	7,057.43
Other Assets	
16000 · LPL Financial	
16010 · Accrued Interest	5,865.12
16000 · LPL Financial - Other	650,746.11 <sup>3</sup>
Total 16000 · LPL Financial	656,611.23
16100 · Right of use under lease	94,921.00
Total Other Assets	751,532.23
<b>TOTAL ASSETS</b>	<b>1,197,705.75</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	-380.70
Total Accounts Payable	-380.70

## Visitor and Convention Bureau of Thurston County

05/07/25

## Balance Sheet

Accrual Basis

As of March 31, 2025

	Mar 31, 25
<b>Credit Cards</b>	
20200 · MC Control Account	
20205 · Heidi Mastercard	35,998.99
20220 · Jeff Mastercard	3,747.66
20225 · Annette Mastercard	8,890.23
20231 · Braeden Mastercard	3,466.17
20240 · Kelly Mastercard	41,639.05
20245 · Emily Mastercard	17,504.12
20275 · Melissa Mastercard	5,502.59
20200 · MC Control Account - Other	-117,015.81
<b>Total 20200 · MC Control Account</b>	<b>-267.00</b>
<b>Total Credit Cards</b>	<b>-267.00</b>
<b>Other Current Liabilities</b>	
14100 · Simple Plan	
14110 · Company Contribution	301.39
<b>Total 14100 · Simple Plan</b>	<b>301.39</b>
20310 · Accrued Liabilities	27,394.78
20400 · Lease obligation	94,921.00
<b>Total Other Current Liabilities</b>	<b>122,617.17</b>
<b>Total Current Liabilities</b>	<b>121,969.47</b>
<b>Total Liabilities</b>	<b>121,969.47</b>
<b>Equity</b>	
32000 · Reserve from prior years	1,075,589.06
Net Income	147.22
<b>Total Equity</b>	<b>1,075,736.28</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,197,705.75</b>

Balance Sheet

As of March 31, 2025

1.

Rate for TwinStar 1.4%
2.

Rate for WSECU is .15%

Final 10k of \$50k was transfered from reserves. Balance of approved funds available to transfer \$28k.
3.

Investments:

JP Morgan Chase \$102k at 4.6%

Sallie Mae \$100k at 3.45%

Morgan Stanley \$107k at 4%

CFG \$124k at 4%

Morgan Stanley \$110k at 4.3%

Bank of America \$102k at 4.25%



**Visitor and Convention Bureau of Thurston County**  
**A/R Aging Summary**  
As of March 31, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Buck's	0.00	50.00	0.00	0.00	0.00	50.00
Budd Bay Cafe	0.00	75.00	0.00	0.00	0.00	75.00
Capital Lakefair	0.00	213.00	0.00	0.00	0.00	213.00
Capital Mall	0.00	3,234.00	0.00	0.00	0.00	3,234.00
Casa Mia of Lacey	0.00	75.00	0.00	0.00	0.00	75.00
Casa Mia Olympia Downtown	0.00	75.00	0.00	0.00	0.00	75.00
Cascadia Grill	0.00	75.00	0.00	0.00	0.00	75.00
Chelsea Farms	0.00	50.00	0.00	0.00	0.00	50.00
Childhood's End Gallery	0.00	75.00	0.00	0.00	0.00	75.00
Delphi Golf and Country Club	0.00	1,133.00	0.00	0.00	0.00	1,133.00
Destination Signals by Tempest	0.00	0.00	0.00	0.00	0.00	0.00
Double Tree by Hilton	0.00	500.00	0.00	0.00	0.00	500.00
Great Wolf Lodge	0.00	0.00	0.00	0.00	500.00	500.00
Hands On Childrens Museum	0.00	2,038.00	0.00	0.00	0.00	2,038.00
Juju's Iced Ceram & Frozen Custard	0.00	50.00	0.00	0.00	0.00	50.00
LTAC Lacey	25,000.00	0.00	0.00	0.00	0.00	25,000.00
LTAC Olympia	45,828.78	0.00	0.00	0.00	0.00	45,828.78
Lucky Eagle Casino & Hotel	0.00	0.00	3,234.00	0.00	0.00	3,234.00
Lucky Lunchbox	0.00	75.00	0.00	0.00	0.00	75.00
Medicine Creek Enterprise Corporation	0.00	1,617.00	0.00	0.00	0.00	1,617.00
Monarch Contemporary Art Center	0.00	75.00	0.00	0.00	0.00	75.00
Offut Lake Resort	0.00	203.00	0.00	0.00	0.00	203.00
Oly Soccer Foundation	0.00	312.00	0.00	0.00	0.00	312.00
Olympia Harbor Days/ SS Maritime Festival	0.00	2,870.00	0.00	0.00	0.00	2,870.00
Olympia Sailing Co	0.00	75.00	0.00	0.00	0.00	75.00
River's Edge	0.00	75.00	0.00	0.00	0.00	75.00
Sensory Tool House, LLC	0.00	1,133.00	0.00	0.00	0.00	1,133.00
Swing Wine Bar	0.00	75.00	0.00	0.00	0.00	75.00
the Brotherhood Tavern	0.00	1,133.00	0.00	0.00	0.00	1,133.00
The Bus Stop Olympia LLC	0.00	79.00	0.00	0.00	0.00	79.00
The Olympia Oyster House	0.00	75.00	0.00	0.00	0.00	75.00
Thurston Regional Plannning Council	0.00	1,076.00	0.00	0.00	0.00	1,076.00
Washington Center for the Performing Arts	0.00	2,038.00	0.00	0.00	0.00	2,038.00
Well 80 Brewhouse	0.00	2,038.00	0.00	0.00	0.00	2,038.00
Whitewood Cider	0.00	50.00	0.00	0.00	0.00	50.00
<b>TOTAL</b>	<b>70,828.78</b>	<b>20,642.00</b>	<b>3,234.00</b>	<b>0.00</b>	<b>500.00</b>	<b>95,204.78</b>



Huntamer Park – Lacey

# SCORE CARD

## March 2025

March travel performance indicators are trending well as we progress further into 2025.



Stone Carvers – Tenino

## THURSTON COUNTY ACCOMMODATIONS

### HOTELS/MOTELS<sup>1</sup>

Available Rooms	March/YTD Actual
2025	2,698
2024	2,710
2025/2024 % Change	-0.4%

Occupancy (%)	March Actual	YTD Actual
2025	68.3%	65.2%
2024	71.1%	67.6%
2025/2024 % Change (Measurement towards goal)	-3.9%	-3.6%

March YTD Performance: 65.2%  
Annual Goal: 68.2% (95.6% to Goal)

Average Daily Rate (\$)	March Actual	YTD Actual
2025	\$159.07	\$153.28
2024	\$154.73	\$146.79
2025/2024 % Change	2.8%	4.4%

Revenue per Available Room (\$)	March Actual	YTD Actual
2025	\$109.54	\$100.63
2024	\$110.66	\$99.75
2025/2024 % Change	-1.0%	0.9%

<sup>1</sup> Inventory change due to the following openings: Spark by Hilton in October 2024 and Holiday Inn Express & Suites Tumwater in December 2024.

### HIGHLIGHTS

March 2025 occupancy rate was down compared to monthly and Year to Date (YTD) occupancy levels in 2024, while Average Daily Rate (ADR) monthly and YTD figures were up from 2024.

# SCORE CARD

March 2025

## MARKETING

Unique Web Visits <sup>2</sup>	March Actual	YTD Actual
2025*	30,715	77,595
2024	27,943	70,310
2025/2024 % Change (Measurement towards goal)	9.9%	10.4%

March YTD Performance: 77,595  
Annual Goal: 413,507 (19% to Goal)

Consumer E-Newsletter Subscribers <sup>3</sup>	March/ YTD Actual
2025	13,010
2024	13,880
2025/2024 % Change (Measurement towards goal)	-6.3%

March YTD Performance: 13,010  
Annual Goal: 15,681 (83% to Goal)

Earned Media Placements	March Actual	YTD Actual
2025	4	21
2024	14	26
2025/2024 % Change (Measurement towards goal)	-71.4%	-19.2%

March YTD Performance: 21  
Annual Goal: 160 (13% to Goal)

Social Media Audience	March/YTD Actual
2025	32,181
2024	28,314
2025/2024 % Change (Measurement towards goal)	13.7%

March YTD Performance: 32,181  
Annual Goal: 36,158 (89% to Goal)

Visitor Guides Distributed <sup>4</sup>	March Actual	YTD Actual
2025	305	1,099
2024	44	146
2025/2024 % Change (Measurement towards goal)	593.2%	652.7%

March YTD Performance: 1,099  
Annual Goal: 1,015 (108% to Goal)

PR Circulation/Viewership	March Actual	YTD Actual
2025	5,942,745	13,187,845
2024	520,370,346	523,167,230
2025/2024 % Change (Measurement towards goal)	-98.9%	-97.5%

March YTD Performance: 13,187,845  
Annual Goal: 12,778,077 (103% to Goal)

<sup>2</sup> 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 July 2024, the Consumer E-Newsletter subscribers list was updated to remove bounced emails.

<sup>4</sup> As of January 2025, Visitor Guides Distributed includes digital downloads from experienceolympia.com and individual bulk requests. Therefore, it is not directly comparable to 2024.

### HIGHLIGHTS

- Unique web visits, social media audience and visitor guides distributed were up YTD compared to 2024.
- Consumer e-newsletter subscribers, earned media placements and PR circulation/viewership were down from 2024.

## KEY ARTICLES PUBLISHED/INFLUENCER POSTS



Seattle Times – March 12, 2025  
[Five Bloomin' Beautiful Road Trips for Spring](#)



SouthSoundMag.com – March 18, 2025  
[Discover the Scene at the Cove Bar and Grill](#)



South Sound Speedway – Grand Opening



# SCORE CARD

March 2025

## SALES

### MEETINGS/TOUR & TRAVEL

Leads	March Actual	YTD Actual
2025	1	1
2024	2	15
2025/2024 % Change (Measurement towards goal)	-50.0%	-93.3%

March YTD Performance: 1  
Annual Goal: 64 (2% to Goal)

Lead Room Nights	March Actual	YTD Actual
2025	0	0
2024	333	1,619
2025/2024 % Change (Measurement towards goal)	-100.0%	-100.0%

March YTD Performance: 0  
Annual Goal: 5,164 (0% to Goal)

Booked Leads	March Actual	YTD Actual
2025	1	3
2024	3	14
2025/2024 % Change (Measurement towards goal)	-66.7%	-78.6%

March YTD Performance: 3  
Annual Goal: 25 (12% to Goal)

Booked Room Nights	March Actual	YTD Actual
2025	0	47
2024	180	712
2025/2024 % Change (Measurement towards goal)	-100.0%	-93.4%

March YTD Performance: 47  
Annual Goal: 1,850 (3% to Goal)

### SPORTS

Leads	March Actual	YTD Actual
2025	2	5
2024	0	20
2025/2024 % Change (Measurement towards goal)	100.0%	-75.0%

March YTD Performance: 5  
Annual Goal: 33 (15% to Goal)

Lead Room Nights	March Actual	YTD Actual
2025	1,390	3,480
2024	0	3,650
2025/2024 % Change (Measurement towards goal)	100.0%	-4.7%

March YTD Performance: 3,480  
Annual Goal: 7,881 (44% to Goal)

Booked Leads	March Actual	YTD Actual
2025	4	5
2024	0	1
2025/2024 % Change (Measurement towards goal)	100.0%	400.0%

March YTD Performance: 5  
Annual Goal: 9 (56% to Goal)

Booked Room Nights	March Actual	YTD Actual
2025	620	2,520
2024	0	120
2025/2024 % Change (Measurement towards goal)	100.0%	2000.0%

March YTD Performance: 2,520  
Annual Goal: 3,050 (83% to Goal)

### HIGHLIGHTS

- There was 1 booked meeting and 4 booked sports events in March 2025.

### BOOKINGS

- Centered 2025 Governor's Prayer Breakfast (Indian Summer Golf & Country Club)
- Great Northwest Athletic Conference (GNAC) Basketball Championships Team/Athlete & Family Rooms (Best Western Plus Lacey, Hampton Inn & Suites Lacey, Holiday Inn Express Lacey, Red Lion Inn & Suites Olympia Governor Hotel, Spark by Hilton and Courtyard Olympia)

- Pacific Rim Collegiate Cyber Defense Competition Room Block (Best Western Plus Lacey, Hampton Inn & Suites Lacey, Holiday Inn Express Lacey, Red Lion Inn & Suites Olympia Governor Hotel and Super 8 by Wyndham Lacey)
- United States Specialty Sports Association (USSSA) Umpire Room Block (Spark by Hilton)

### LOST BUSINESS

- MultiCare Connected Care Population Health Strategy Retreat (Decided to move the meeting to an internal space)



Yelm-Rainier-Tenino Trail - Rainier

### 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 Leads** – A future event that is contracted by planner with a venue, hotel or service provider.

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

**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** – 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.

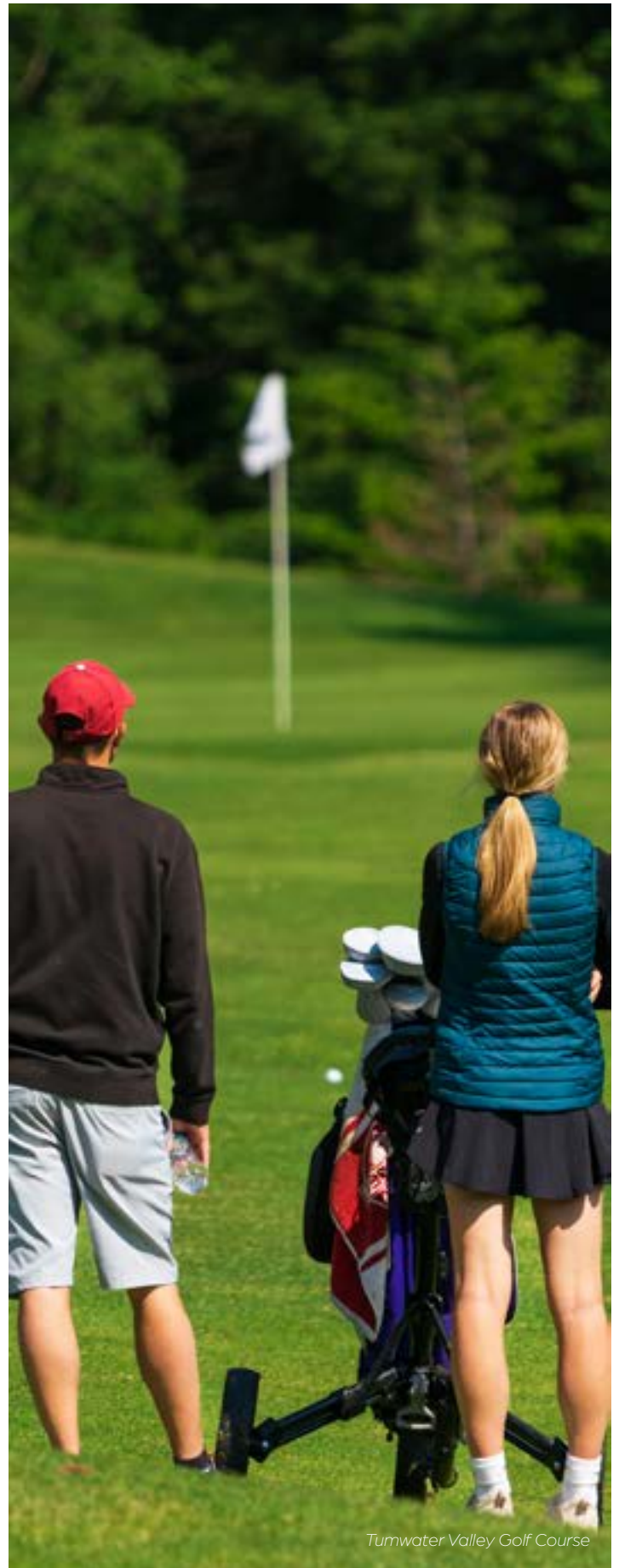
**PR Circulation/Viewership** – Interactions with Public Relations content for digital, print, and broadcast placements.

**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, and Instagram.

**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 Distributed** – The number of visitor guides distributed either directly to consumers via the mail, digital downloads on [experienceolympia.com](http://experienceolympia.com) and individual bulk requests.



Tumwater Valley Golf Course



## Thurston County Hotel & Motel Commission

Name	Position	Status	Business	Address	CSZ	Business Phone	Cell	Email	Term
Nancy Lopez	1	Member	Comfort Inn	4700 Park Center Avenue NE	Lacey, WA 98516	360-456-6300		Nancy.lopez@stayatchoice.com	February 2025-February 2028
Kasee Palmer	3	Member	DoubleTree by Hilton	415 Capitol Way N	Olympia, WA 98501	360-570-0555	360-908-5040	Kasee.palmer@hilton.com	Jan 2023 to Jan 2026
Janine Phillips	6	Member	Hampton Inn & Suites Oly/Lacey	4301 Martin Way E.	Olympia, WA 98501	360-459-5000 ext 508	415-298-8283	<a href="mailto:janine.phillips@hilton.com">janine.phillips@hilton.com</a>	October 2022 to Oct 2025
vacant	5	Current Chair							
Rose Ponzoha	2	Member	Best Western-Tumwater	5188 Capitol Blvd. SE	Tumwater, WA 98501	360-956-1235	360-561-5083	<a href="mailto:rose@bwtumwater.com">rose@bwtumwater.com</a>	Oct 2022 to Oct 2025
vacant	4	Member							
Andres Dominguez	7	Member	Hilton Garden Inn	2101 Henderson Park Lane SE	Olympia, WA 98501	360-236-9934		<a href="mailto:adominguez@bmihospitality.com">adominguez@bmihospitality.com</a>	February 2025-February 2028
vacant	--	Ex-Officio		3000 Pacific Avenue S.E.	Olympia, WA 98501				

Kelly Campbell – VP Finance & Administration, Experience Olympia- [info@TPACommission.org](mailto:info@TPACommission.org)/ [kelly@experienceolympia.com](mailto:kelly@experienceolympia.com) C- 360-280-0830