Oklahoma Travel Impacts

by Senate District, **2017**

December 2018

Prepared for the

Oklahoma Tourism and Recreation Department Oklahoma City, Oklahoma

Oklahoma Travel Impacts by Senate District, 2017

Oklahoma Tourism and Recreation Department

Primary Research Conducted By: Dean Runyan Associates Portland, Oregon

December 2018

Oklahoma State Senate District Travel Impacts, 2017

The Oklahoma travel industry is one of the major export-oriented industries in the state. The industry is represented primarily by businesses in the leisure and hospitality sector, transportation, and retail. The money that visitors spend in these businesses generate earnings and employment for Oklahoma residents. In addition, state and local governments collect taxes that are generated from visitor spending and travel industry employees and businesses. This study, prepared for the Oklahoma Tourism and Recreation Department, documents the economic significance of the travel industry in Oklahoma's forty-eight senate districts. The estimates are comparable to the county and state travel impacts prepared by Dean Runyan Associates.¹

The beginning of the report provides three summary tables for the forty-eight senate districts:

- Estimates of senate district spending, earnings, employment and government revenue. These estimates are comparable to the county and statewide travel impact estimates reported by Dean Runyan Associates.
- Estimates of travel-generated and total employment for each district and the statewide share of district employment.
- Estimates of travel-generated tax revenue. These estimates are related to visitor spending specifically, the amount of tax revenue generated by \$100 of visitor spending and the amount of travel-generated tax revenue per district household.

These tables are followed by a single page for each of the districts that provide all of the information contained in the summary tables.

The appendix describes the methodology and key terms and definitions. Oklahoma Senate District maps can be found at:

http://www.oksenate.gov/Senators/2011 maps/maps.aspx>

Oklahoma Travel Impacts, 2010-2017 (December 2018). Prepared by Dean Runyan Associates for the Oklahoma Tourism and Recreation Department.

2017 Oklahoma Senate District Travel Impacts

Sena	te District	Spending	Earnings	Employment	Gov.R	evenue (Mi	llion)
	(Counties)	(Million)	(Million)	(Thousand)	Local	State	Total
1	Craig, Delaware, Mayes, Ottawa	\$461	\$125	4.7	\$6.9	\$20.2	\$27.1
2	Mayes, Rogers	\$145	\$41	1.9	\$4.9	\$6.8	\$11.7
3	Adair, Cherokee, Delaware, Mayes Rogers	\$175 ,	\$47	2.1	\$4.5	\$7.9	\$12.4
4	LeFlore, Sequoyah	\$217	\$59	2.4	\$4.1	\$9.6	\$13.7
5	Atoka, Choctaw, LeFlore, McCurtain, Pushmataha	\$381	\$89	3.6	\$8.7	\$16.6	\$25.3
6	Atoka, Bryan, Coal, Johnston, Marshall	\$406	\$110	4.0	\$7.1	\$17.8	\$24.8
7	Haskell, Hughes, Latimer, Okfuskee, Pittsburg	\$149	\$42	2.0	\$4.5	\$6.6	\$11.2
8	McIntosh, Okfuskee, Okmulgee, Muskogee	\$137	\$37	1.9	\$3.1	\$6.3	\$9.5
9	Cherokee, Muskogee	\$123	\$30	1.8	\$4.9	\$5.4	\$10.3
10	Kay, Osage	\$226	\$67	3.1	\$5.5	\$10.2	\$15. <i>7</i>
11	Osage, Tulsa	\$165	\$35	1.5	\$5.6	\$6.3	\$11.9
12	Creek, Tulsa	\$61	\$16	0.8	\$2.1	\$2.9	\$5.0
13	Pontotoc, Pottawatomie, Seminole, Garvin Hughes	\$95 ,	\$29	1.6	\$3.9	\$4.7	\$8.6
14	Carter, Johnston, Love, Murray	\$762	\$186	6.2	\$12.8	\$33.2	\$45.9
15	Cleveland, Oklahoma	\$137	\$39	1.9	\$5.0	\$6.5	\$11.5
16	Cleveland	\$136	\$39	1.9	\$4.8	\$6.3	\$11.1
17	Oklahoma, Pottawatomie	\$96	\$28	1.5	\$3.8	\$4.8	\$8.6
18	Cherokee, Wagoner, Mayes, Muskogee, Tulsa	\$66	\$19	1.0	\$2.2	\$3.3	\$5.5
19	Alfalfa, Garfield, Grant, Kay	\$136	\$37	2.1	\$5.7	\$6.4	\$12.1

2017 Oklahoma Senate District Travel Impacts

Sena	te District	Spending	Earnings	Employment	Gov.R	evenue (Mi	llion)
	(Counties)	(Million)	(Million)	(Thousand)	Local	State	Total
20	Kingfisher, Logan Noble, Pawnee	, \$136	\$37	1.9	\$4.4	\$6.4	\$10.8
21	Payne	\$146	\$35	2.1	\$5.7	\$6.7	\$12.4
22	Canadian, Oklahoma	\$61	\$15	0.7	\$2.6	\$3.2	\$5.9
23	Canadian, Grady, Kingfisher	, \$133	\$38	2.1	\$4.9	\$6.3	\$11.2
24	Cleveland	\$72	\$18	0.9	\$2.5	\$3.6	\$6.1
25	Tulsa	\$173	\$52	2.1	\$6.5	\$7.8	\$14.3
26	Beckham, Blaine, Caddo, Custer, Roger Mills, Kingfisher	\$120	\$32	1.9	\$5.2	\$5.7	\$11.0
27	Beaver, Cimarron Dewey, Ellis, Harper, Major, Texas, Woods, Woodward	, \$131	\$30	1.8	\$6.1	\$6.1	\$12.2
28	Lincoln, Pottawatomie, Seminole	\$66	\$19	1.1	\$2.5	\$3.3	\$5.7
29	Nowata, Rogers, Washington	\$1 <i>77</i>	\$47	1.9	\$4.7	\$8.2	\$12.9
30	Oklahoma	\$150	\$29	1.1	\$4.5	\$4.9	\$9.4
31	Comanche, Cotton, Tillman, Jefferson, Stephens	\$115	\$27	1.5	\$4.7	\$5.2	\$10.0
32	Comanche	\$94	\$24	1.3	\$3.9	\$4.5	\$8.5
33	Tulsa	\$91	\$26	1.0	\$3.5	\$4.3	\$7.8
34	Tulsa, Rogers	\$347	\$47	1.9	\$7.0	\$7.1	\$14.1
35	Tulsa	\$94	\$26	1.1	\$3.8	\$4.6	\$8.4
36	Tulsa & Wagoner	\$123	\$35	1.5	\$5.1	\$6.1	\$11.2
37	Tulsa	\$100	\$25	1.1	\$4.1	\$4.9	\$9.0
38	Custer, Greer, Harmon, Jackson, Kiowa, Washita	\$112 ,	\$35	2.0	\$5.0	\$5.4	\$10.4
39	Tulsa	\$174	\$46	2.0	\$6.6	\$7.7	\$14.3
40	Oklahoma	\$286	\$86	3.4	\$11.0	\$12.7	\$23.7
41	Oklahoma	\$135	\$41	1.6	\$5.5	\$6.5	\$12.1
42	Oklahoma	\$122	\$36	1.5	\$5.4	\$6.4	\$11.8

2017 Oklahoma Senate District Travel Impacts

Sena	te District	Spending	Earnings	Employment	Gov.R	evenue (Mi	llion)
	(Counties)	(Million)	(Million)	(Thousand)	Local	State	Total
43	Garvin, Grady,	\$123	\$33	1.6	\$3.3	\$5.7	\$9.0
	McClain,						
	Stephens						
44	Oklahoma,	\$739	\$156	6.4	\$21.8	\$23.1	\$45.0
	Canadian						
45	Cleveland,	\$314	\$64	2.7	\$9.3	\$9.8	\$19.1
	Oklahoma,						
	Canadian						
46	Oklahoma	\$188	\$57	2.4	\$8.1	\$9.3	\$17.4
47	Oklahoma	\$128	\$36	1.4	\$4.8	\$5.6	\$10.4
48	Oklahoma	\$214	\$63	2.6	\$9.4	\$10.8	\$20.1

2017 Oklahoma Senate District Employment Characteristics

Sena	te District	Distri	ct Employ	ment (000)	District Pct	t.of State
	(Counties)	Total	Travel	Pct.Travel	Total	Travel
1	Craig, Delaware, Mayes, Ottawa	34.4	4.7	13.6%	1.5%	4.6%
3	Mayes, Rogers	56.8	1.9	3.3%	2.5%	1.9%
3	Adair, Cherokee, Delaware, Mayes, Rogers	30.7	2.1	6.9%	1.3%	2.1%
4	LeFlore, Sequoyah	29.6	2.4	8.2%	1.3%	2.4%
5	Atoka, Choctaw, LeFlore, McCurtain, Pushmataha	35.2	3.6	10.1%	1.5%	3.5%
6	Atoka, Bryan, Coal, Johnston, Marshall	41.2	4.0	9.7%	1.8%	4.0%
7	Haskell, Hughes, Latimer, Okfuskee, Pittsburg	38.6	2.0	5.2%	1.7%	2.0%
8	McIntosh, Okfuskee, Okmulgee, Muskogee	27.1	1.9	7.1%	1.2%	1.9%
9	Cherokee, Muskogee	42.8	1.8	4.3%	1.9%	1.8%
10	Kay, Osage	30.5	3.1	10.1%	1.3%	3.0%
11	Osage, Tulsa	68.0	1.5	2.3%	3.0%	1.5%
12	Creek, Tulsa	32.1	0.8	2.5%	1.4%	0.8%
13	Pontotoc, Pottawatomie, Seminole, Garvin, Hughes	43.8	1.6	3.7%	1.9%	1.6%
14	Carter, Johnston, Love, Murray	53.7	6.2	11.6%	2.3%	6.2%
15	Cleveland, Oklahoma	41.1	1.9	4.7%	1.8%	1.9%
16	Cleveland	51.5	1.9	3.7%	2.3%	1.9%
17	Oklahoma, Pottawatomie	30.6	1.5	5.1%	1.3%	1.5%
18	Cherokee, Wagoner, Mayes, Muskogee, Tulsa	25.8	1.0	4.0%	1.1%	1.0%
19	Alfalfa, Garfield, Grant, Kay	45.2	2.1	4.6%	2.0%	2.1%

2017 Oklahoma Senate District Employment Characteristics

Sena	te District	Distri	ct Employ	ment (000)	District Pct	t.of State
	(Counties)	Total	Travel	Pct.Travel	Total	Travel
20	Kingfisher, Logan, Noble, Pawnee	40.1	1.9	4.7%	1.8%	1.9%
21	Payne	47.3	2.1	4.4%	2.1%	2.1%
22	Canadian,	27.4	0.7	2.5%	1.2%	0.7%
	Oklahoma	42.4	0.1	4.00/	1.00/	2.10/
23	Canadian, Grady, Kingfisher	43.4	2.1	4.8%	1.9%	2.1%
24	Cleveland	32.9	0.9	2.7%	1.4%	0.9%
25	Tulsa	58.8	2.1	3.5%	2.6%	2.1%
26	Beckham, Blaine, Caddo, Custer, Roger Mills, Kingfisher	50.2	1.9	3.9%	2.2%	1.9%
27	Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods, Woodward	51.9	1.8	3.4%	2.3%	1.8%
28	Lincoln, Pottawatomie, Seminole	32.6	1.1	3.4%	1.4%	1.1%
29	Nowata, Rogers, Washington	43.1	1.9	4.5%	1.9%	1.9%
30	Oklahoma	59.7	1.1	1.9%	2.6%	1.1%
31	Comanche, Cotton, Tillman, Jefferson, Stephens	42.3	1.5	3.5%	1.9%	1.5%
32	Comanche	37.1	1.3	3.6%	1.6%	1.3%
33	Tulsa	45.7	1.0	2.3%	2.0%	1.0%
34	Tulsa, Rogers	51.0	1.9	3.7%	2.2%	1.9%
35	Tulsa	67.6	1.1	1.6%	3.0%	1.1%
36	Tulsa & Wagoner	58.7	1.5	2.6%	2.6%	1.5%
37	Tulsa	39.3	1.1	2.9%	1.7%	1.1%
38	Custer, Greer, Harmon, Jackson, Kiowa, Washita	35.2	2.0	5.7%	1.5%	2.0%
39	Tulsa	<i>7</i> 1. <i>7</i>	2.0	2.7%	3.1%	1.9%
40	Oklahoma	94.0	3.4	3.6%	4.1%	3.4%
41	Oklahoma	41.7	1.6	3.9%	1.8%	1.6%
42	Oklahoma	30.4	1.5	4.9%	1.3%	1.5%

2017 Oklahoma Senate District Employment Characteristics

Senate District		Distri	District Employment (000)		District Pct.of State	
	(Counties)	Total	Travel	Pct.Travel	Total	Travel
43	Garvin, Grady, McClain, Stephens	39.9	1.6	3.9%	1.7%	1.6%
44	Oklahoma, Canadian	91.7	6.4	6.9%	4.0%	6.3%
45	Cleveland, Oklahoma, Canadian	53.0	2.7	5.1%	2.3%	2.7%
46	Oklahoma	93.9	2.4	2.5%	4.1%	2.3%
47	Oklahoma	45.1	1.4	3.1%	2.0%	1.4%
48	Oklahoma	100.9	2.6	2.6%	4.4%	2.6%
	State Total	2,285.6	100.9	4.4%	100.0%	100.0%

2017 Oklahoma Senate District Government Revenue Impacts

Sena	te District	Revenue Generated by \$100 Visitor Spending			Revenue Per District Household		
	(Counties)	Local	State	Total	Local	State	Total
1	Craig, Delaware, Mayes, Ottawa	\$1.5	\$4.4	\$5.9	\$230	\$680	\$910
2	Mayes, Rogers	\$3.4	\$4.7	\$8.1	\$140	\$190	\$330
3	Adair, Cherokee, Delaware, Mayes, Rogers	\$2.6	\$4.6	\$7.1	\$140	\$250	\$390
4	LeFlore, Sequoyah	\$1.9	\$4.4	\$6.3	\$140	\$330	\$480
5	Atoka, Choctaw, LeFlore, McCurtain, Pushmataha	\$2.3	\$4.4	\$6.6	\$270	\$520	\$800
6	Atoka, Bryan, Coal, Johnston, Marshall	\$1.7	\$4.4	\$6.1	\$220	\$550	\$770
7	Haskell, Hughes, Latimer, Okfuskee, Pittsburg	\$3.0	\$4.5	\$7.5	\$150	\$220	\$370
8	McIntosh, Okfuskee, Okmulgee, Muskogee	\$2.3	\$4.6	\$6.9	\$110	\$210	\$320
9	Cherokee, Muskogee	\$4.0	\$4.4	\$8.4	\$200	\$220	\$410
10	Kay, Osage	\$2.4	\$4.5	\$7.0	\$130	\$240	\$380
11	Osage, Tulsa	\$4.0	\$4.5	\$8.6	\$180	\$200	\$370
12	Creek, Tulsa	\$3.6	\$4.8	\$8.4	\$70	\$100	\$170
13	Pontotoc, Pottawatomie, Seminole, Garvin, Hughes	\$4.1	\$4.9	\$9.0	\$120	\$150	\$270
14	Carter, Johnston, Love, Murray	\$1. <i>7</i>	\$4.4	\$6.0	\$410	\$1,070	\$1,480
15	Cleveland, Oklahoma	\$3.7	\$4.8	\$8.4	\$140	\$180	\$310
16	Cleveland	\$3.6	\$4.7	\$8.3	\$150	\$190	\$330
17	Oklahoma, Pottawatomie	\$4.0	\$5.0	\$9.0	\$140	\$170	\$310
18	Cherokee, Wagoner, Mayes, Muskogee, Tulsa	\$3.4	\$5.0	\$8.4	\$70	\$100	\$170

2017 Oklahoma Senate District Government Revenue Impacts

Sena	te District		ue Genera Visitor Spe	•		nue Per Di Household	
	(Counties)	Local	State	Total	Local	State	Total
19	Alfalfa, Garfield, Grant, Kay	\$4.3	\$4.7	\$9.0	\$190	\$210	\$400
20	Kingfisher, Logan, Noble, Pawnee	\$3.3	\$4.8	\$8.1	\$120	\$170	\$290
21	Payne	\$3.9	\$4.6	\$8.5	\$180	\$210	\$390
22	Canadian, Oklahoma	\$4.4	\$5.5	\$9.8	\$80	\$100	\$180
23	Canadian, Grady, Kingfisher	\$3.7	\$4.8	\$8.5	\$130	\$160	\$290
24	Cleveland	\$3.6	\$5.1	\$8.6	\$70	\$100	\$170
25	Tulsa	\$4.4	\$5.1	\$9.4	\$210	\$240	\$450
26	Beckham, Blaine, Caddo, Custer, Roger Mills, Kingfisher	\$4.4	\$4.8	\$9.1	\$170	\$180	\$350
27	Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods, Woodward	\$4.6	\$4.7	\$9.3	\$200	\$200	\$400
28	Lincoln, Pottawatomie, Seminole	\$3.7	\$5.0	\$8.7	\$80	\$100	\$180
29	Nowata, Rogers, Washington	\$2.7	\$4.6	\$7.3	\$150	\$260	\$400
30	Oklahoma	\$4.1	\$4.4	\$8.4	\$140	\$150	\$290
31	Comanche, Cotton, Tillman, Jefferson, Stephens	\$4.5	\$4.9	\$9.4	\$150	\$170	\$320
32	Comanche	\$4.3	\$4.9	\$9.2	\$150	\$170	\$330
33	Tulsa	\$4.4	\$5.3	\$9.7	\$110	\$140	\$250
34	Tulsa, Rogers	\$3.2	\$3.2	\$6.4	\$240	\$230	\$470
35	Tulsa	\$4.4	\$5.2	\$9.6	\$140	\$160	\$300
36	Tulsa & Wagoner	\$4.3	\$5.1	\$9.4	\$150	\$180	\$340
37	Tulsa	\$4.3	\$5.1	\$9.4	\$130	\$150	\$290
38	Custer, Greer, Harmon, Jackson, Kiowa, Washita	\$4.4	\$4.8	\$9.3	\$190	\$210	\$400
39	Tulsa	\$4.3	\$4.9	\$9.1	\$200	\$230	\$430
40	Oklahoma	\$4.4	\$4.9	\$9.3	\$340	\$380	\$720
41	Oklahoma	\$4.6	\$5.3	\$9.9	\$170	\$200	\$370
42	Oklahoma	\$4.6	\$5.4	\$10.0	\$170	\$190	\$360

2017 Oklahoma Senate District Government Revenue Impacts

Senate District			Revenue Generated by \$100 Visitor Spending		Revenue Per District Household		
	(Counties)	Local	State	Total	Local	State	Total
43	Garvin, Grady, McClain, Stephens	\$2.7	\$4.6	\$7.4	\$110	\$190	\$300
44	Oklahoma, Canadian	\$3.8	\$4.0	\$7.8	\$550	\$580	\$1,130
45	Cleveland, Oklahoma, Canadian	\$3.8	\$4.0	\$7.8	\$280	\$300	\$580
46	Oklahoma	\$4.4	\$5.1	\$9.6	\$280	\$320	\$610
47	Oklahoma	\$4.5	\$5.1	\$9.6	\$170	\$190	\$360
48	Oklahoma	\$4.5	\$5.1	\$9.6	\$250	\$280	\$530

Craig, Delaware, Mayes, Ottawa

Travel Impacts

	2016	2017
Spending (millions)	\$452	\$461
Earnings (millions)	\$124	\$125
Employment (thousands)	4.7	4.7
State & Local Tax Revenue (millions)	\$26.4	\$27.1
Local Tax Revenue	\$6.7	\$6.9
State Tax Revenue	\$19.8	\$20.2

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	4.6%
Travel Percent of Total District Employment	13.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Ge	enerates	Visitor-Generated Tax Reve per District Household	nues
Local tax revenue	\$1.5	Local tax revenue	\$230
State tax revenue	\$4.4	State tax revenue	\$680
Local & State Total	\$5.9	Local & State Total	\$910

Mayes, Rogers

Travel Impacts

	2016	2017
Spending (millions)	\$140	\$145
Earnings (millions)	\$40	\$41
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$11.4	\$11.7
Local Tax Revenue	\$4.8	\$4.9
State Tax Revenue	\$6.6	\$6.8

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.5%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	3.3%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.4	Local tax revenue	\$140
State tax revenue	\$4.7	State tax revenue	\$190
Local & State Total	\$8.1	Local & State Total	\$330

Adair, Cherokee, Delaware, Mayes, Rogers

Travel Impacts

	2016	2017
Spending (millions)	\$171	\$1 <i>7</i> 5
Earnings (millions)	\$46	\$47
Employment (thousands)	2.2	2.1
State & Local Tax Revenue (millions)	\$12.2	\$12.4
Local Tax Revenue	\$4.4	\$4.5
State Tax Revenue	\$7.8	\$7.9

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.3%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	6.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.6	Local tax revenue	\$140
State tax revenue	\$4.6	State tax revenue	\$250
Local & State Total	\$ <i>7</i> .1	Local & State Total	\$390

LeFlore, Sequoyah

Travel Impacts

	2016	2017
Spending (millions)	\$207	\$217
Earnings (millions)	\$57	\$59
Employment (thousands)	2.4	2.4
State & Local Tax Revenue (millions)	\$13.1	\$13.7
Local Tax Revenue	\$3.9	\$4.1
State Tax Revenue	\$9.2	\$9.6

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.3%
Travel-generated employment	2.4%
Travel Percent of Total District Employment	8.2%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.9	Local tax revenue	\$140
State tax revenue	\$4.4	State tax revenue	\$330
Local & State Total	\$6.3	Local & State Total	\$480

Atoka, Choctaw, LeFlore, McCurtain, Pushmataha

Travel Impacts

	2016	2017
Spending (millions)	\$319	\$381
Earnings (millions)	\$79	\$89
Employment (thousands)	3.3	3.6
State & Local Tax Revenue (millions)	\$21.2	\$25.3
Local Tax Revenue	\$7.1	\$8.7
State Tax Revenue	\$14.1	\$16.6

Employment Characteristics (2017)

1.5%
1.5 /0
3.5%
3.5 /6
10.1%
10.1 /0

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.3	Local tax revenue	\$270
State tax revenue	\$4.4	State tax revenue	\$520
Local & State Total	\$6.6	Local & State Total	\$800

Atoka, Bryan, Coal, Johnston, Marshall

Travel Impacts

·	2016	2017
Spending (millions)	\$380	\$406
Earnings (millions)	\$107	\$110
Employment (thousands)	4.1	4.0
State & Local Tax Revenue (millions)	\$23.1	\$24.8
Local Tax Revenue	\$6.4	\$ <i>7</i> .1
State Tax Revenue	\$16.7	\$17.8

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	4.0%
Travel Percent of Total District Employment	9.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.7	Local tax revenue	\$220
State tax revenue	\$4.4	State tax revenue	\$550
Local & State Total	\$6.1	Local & State Total	\$770

Haskell, Hughes, Latimer, Okfuskee, Pittsburg

Travel Impacts

	2016	2017
Spending (millions)	\$142	\$149
Earnings (millions)	\$41	\$42
Employment (thousands)	2.0	2.0
State & Local Tax Revenue (millions)	\$10.7	\$11.2
Local Tax Revenue	\$4.3	\$4.5
State Tax Revenue	\$6.4	\$6.6

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	5.2%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.0	Local tax revenue	\$150
State tax revenue	\$4.5	State tax revenue	\$220
Local & State Total	\$7.5	Local & State Total	\$370

McIntosh, Okfuskee, Okmulgee, Muskogee

Travel Impacts

•	2016	2017
Spending (millions)	\$133	\$137
Earnings (millions)	\$37	\$37
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$9.3	\$9.5
Local Tax Revenue	\$3.0	\$3.1
State Tax Revenue	\$6.2	\$6.3

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.2%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	7.1%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.3	Local tax revenue	\$110
State tax revenue	\$4.6	State tax revenue	\$210
Local & State Total	\$6.9	Local & State Total	\$320

Cherokee, Muskogee

Travel Impacts

·	2016	2017
Spending (millions)	\$120	\$123
Earnings (millions)	\$30	\$30
Employment (thousands)	1.9	1.8
State & Local Tax Revenue (millions)	\$10.1	\$10.3
Local Tax Revenue	\$4.9	\$4.9
State Tax Revenue	\$5.3	\$5.4

Employment Characteristics (2017)

District Percent of Statewide Employment	·
All Payroll & Self-employment	1.9%
Travel-generated employment	1.8%
Travel Percent of Total District Employment	4.3%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.0	Local tax revenue	\$200
State tax revenue	\$4.4	State tax revenue	\$220
Local & State Total	\$8.4	Local & State Total	\$410

Kay, Osage

Travel Impacts

·	2016	2017
Spending (millions)	\$213	\$226
Earnings (millions)	\$65	\$67
Employment (thousands)	3.1	3.1
State & Local Tax Revenue (millions)	\$14.8	\$15.7
Local Tax Revenue	\$5.1	\$5.5
State Tax Revenue	\$9.7	\$10.2

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.3%
Travel-generated employment	3.0%
Travel Percent of Total District Employment	10.1%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.4	Local tax revenue	\$130
State tax revenue	\$4.5	State tax revenue	\$240
Local & State Total	\$7.0	Local & State Total	\$380

Osage, Tulsa

Travel Impacts

·	2016	2017
Spending (millions)	\$165	\$165
Earnings (millions)	\$35	\$35
Employment (thousands)	1.6	1.5
State & Local Tax Revenue (millions)	\$11.9	\$11.9
Local Tax Revenue	\$5.6	\$5.6
State Tax Revenue	\$6.3	\$6.3

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.0%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.3%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.0	Local tax revenue	\$180
State tax revenue	\$4.5	State tax revenue	\$200
Local & State Total	\$8.6	Local & State Total	\$370

Creek, Tulsa

Travel Impacts

	2016	2017
Spending (millions)	\$61	\$61
Earnings (millions)	\$16	\$16
Employment (thousands)	0.8	0.8
State & Local Tax Revenue (millions)	\$5.0	\$5.0
Local Tax Revenue	\$2.1	\$2.1
State Tax Revenue	\$2.9	\$2.9

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	0.8%
Travel Percent of Total District Employment	2.5%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.6	Local tax revenue	\$70
State tax revenue	\$4.8	State tax revenue	\$100
Local & State Total	\$8.4	Local & State Total	\$170

Pontotoc, Pottawatomie, Seminole, Garvin, Hughes

	2016	2017
Spending (millions)	\$99	\$95
Earnings (millions)	\$30	\$29
Employment (thousands)	1.7	1.6
State & Local Tax Revenue (millions)	\$9.0	\$8.6
Local Tax Revenue	\$4.1	\$3.9
State Tax Revenue	\$4.9	\$4.7

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.9%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	3.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$120
State tax revenue	\$4.9	State tax revenue	\$150
Local & State Total	\$9.0	Local & State Total	\$270

Carter, Johnston, Love, Murray

Travel Impacts

•	2016	2017
Spending (millions)	\$706	\$762
Earnings (millions)	\$175	\$186
Employment (thousands)	6.0	6.2
State & Local Tax Revenue (millions)	\$42.3	\$45.9
Local Tax Revenue	\$11.6	\$12.8
State Tax Revenue	\$30.7	\$33.2

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	6.2%
Travel Percent of Total District Employment	11.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.7	Local tax revenue	\$410
State tax revenue	\$4.4	State tax revenue	\$1,070
Local & State Total	\$6.0	Local & State Total	\$1,480

Cleveland, Oklahoma

Travel Impacts

•	2016	2017
Spending (millions)	\$130	\$137
Earnings (millions)	\$37	\$39
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$10.8	\$11.5
Local Tax Revenue	\$4.7	\$5.0
State Tax Revenue	\$6.1	\$6.5

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	4.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.7	Local tax revenue	\$140
State tax revenue	\$4.8	State tax revenue	\$180
Local & State Total	\$8.4	Local & State Total	\$310

Cleveland

Travel Impacts

·	2016	2017
Spending (millions)	\$128	\$136
Earnings (millions)	\$37	\$39
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$10.5	\$11.1
Local Tax Revenue	\$4.6	\$4.8
State Tax Revenue	\$5.9	\$6.3

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	2.3%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	3.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.6	Local tax revenue	\$150
State tax revenue	\$4.7	State tax revenue	\$190
Local & State Total	\$8.3	Local & State Total	\$330

Oklahoma, Pottawatomie

Travel Impacts

	2016	2017
Spending (millions)	\$95	\$96
Earnings (millions)	\$29	\$28
Employment (thousands)	1.6	1.5
State & Local Tax Revenue (millions)	\$8.6	\$8.6
Local Tax Revenue	\$3.8	\$3.8
State Tax Revenue	\$4.8	\$4.8

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.3%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	5.1%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.0	Local tax revenue	\$140
State tax revenue	\$5.0	State tax revenue	\$170
Local & State Total	\$9.0	Local & State Total	\$310

Cherokee, Wagoner, Mayes, Muskogee, Tulsa

	2016	2017
Spending (millions)	\$66	\$66
Earnings (millions)	\$18	\$19
Employment (thousands)	1.0	1.0
State & Local Tax Revenue (millions)	\$5.4	\$5.5
Local Tax Revenue	\$2.2	\$2.2
State Tax Revenue	\$3.2	\$3.3

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.1%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	4.0%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.4	Local tax revenue	\$70
State tax revenue	\$5.0	State tax revenue	\$100
Local & State Total	\$8.4	Local & State Total	\$170

Alfalfa, Garfield, Grant, Kay

Travel Impacts

·	2016	2017
Spending (millions)	\$135	\$136
Earnings (millions)	\$37	\$37
Employment (thousands)	2.1	2.1
State & Local Tax Revenue (millions)	\$12.2	\$12.1
Local Tax Revenue	\$5.8	\$5.7
State Tax Revenue	\$6.4	\$6.4

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	4.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$190
State tax revenue	\$4.7	State tax revenue	\$210
Local & State Total	\$9.0	Local & State Total	\$400

Kingfisher, Logan, Noble, Pawnee

Travel Impacts

·	2016	2017
Spending (millions)	\$128	\$136
Earnings (millions)	\$36	\$37
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$10.1	\$10.8
Local Tax Revenue	\$4.1	\$4.4
State Tax Revenue	\$6.1	\$6.4

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	4.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.3	Local tax revenue	\$120
State tax revenue	\$4.8	State tax revenue	\$170
Local & State Total	\$8.1	Local & State Total	\$290

Payne

Travel Impacts

·	2016	2017
Spending (millions)	\$117	\$146
Earnings (millions)	\$32	\$35
Employment (thousands)	1.9	2.1
State & Local Tax Revenue (millions)	\$10.1	\$12.4
Local Tax Revenue	\$4.5	\$5.7
State Tax Revenue	\$5.5	\$6.7

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	4.4%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.9	Local tax revenue	\$180
State tax revenue	\$4.6	State tax revenue	\$210
Local & State Total	\$8.5	Local & State Total	\$390

Canadian, Oklahoma

Travel Impacts

	2016	2017
Spending (millions)	\$55	\$61
Earnings (millions)	\$14	\$15
Employment (thousands)	0.6	0.7
State & Local Tax Revenue (millions)	\$5.3	\$5.9
Local Tax Revenue	\$2.3	\$2.6
State Tax Revenue	\$3.0	\$3.2

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.2%
Travel-generated employment	0.7%
Travel Percent of Total District Employment	2.5%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$80
State tax revenue	\$5.5	State tax revenue	\$100
Local & State Total	\$9.8	Local & State Total	\$180

Canadian, Grady, Kingfisher

Travel Impacts

•	2016	2017
Spending (millions)	\$128	\$133
Earnings (millions)	\$37	\$38
Employment (thousands)	2.1	2.1
State & Local Tax Revenue (millions)	\$10.7	\$11.2
Local Tax Revenue	\$4.6	\$4.9
State Tax Revenue	\$6.1	\$6.3

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.9%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	4.8%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.7	Local tax revenue	\$130
State tax revenue	\$4.8	State tax revenue	\$160
Local & State Total	\$8.5	Local & State Total	\$290

Cleveland

Travel Impacts

	2016	2017
Spending (millions)	\$68	\$72
Earnings (millions)	\$18	\$18
Employment (thousands)	0.9	0.9
State & Local Tax Revenue (millions)	\$5.7	\$6.1
Local Tax Revenue	\$2.3	\$2.5
State Tax Revenue	\$3.4	\$3.6

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.4%
Travel-generated employment	0.9%
Travel Percent of Total District Employment	2.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.6	Local tax revenue	\$70
State tax revenue	\$5.1	State tax revenue	\$100
Local & State Total	\$8.6	Local & State Total	\$170

Tulsa

Travel Impacts

·	2016	2017
Spending (millions)	\$183	\$173
Earnings (millions)	\$56	\$52
Employment (thousands)	2.1	2.1
State & Local Tax Revenue (millions)	\$14.4	\$14.3
Local Tax Revenue	\$6.5	\$6.5
State Tax Revenue	\$7.9	\$7.8

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.6%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	3.5%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$210
State tax revenue	\$5.1	State tax revenue	\$240
Local & State Total	\$9.4	Local & State Total	\$450

Beckham, Blaine, Caddo, Custer, Roger Mills, Kingfisher

Trave	Impacts	
IIuvc	inipacts	

•	2016	2017
Spending (millions)	\$114	\$120
Earnings (millions)	\$32	\$32
Employment (thousands)	2.0	1.9
State & Local Tax Revenue (millions)	\$10.3	\$11.0
Local Tax Revenue	\$4.9	\$5.2
State Tax Revenue	\$5.5	\$5.7

Employment Characteristics (2017)

_
2.2%
1.9%
3.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$170
State tax revenue	\$4.8	State tax revenue	\$180
Local & State Total	\$9.1	Local & State Total	\$350

Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods, Woodward

Travel I	mpacts
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·	2016	2017
Spending (millions)	\$126	\$131
Earnings (millions)	\$30	\$30
Employment (thousands)	1.8	1.8
State & Local Tax Revenue (millions)	\$11.7	\$12.2
Local Tax Revenue	\$5.8	\$6.1
State Tax Revenue	\$5.9	\$6.1

Employment Characteristics (2017)

\mathbf{D}^{*}	
District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	1.8%
Travel Percent of Total District Employment	3.4%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.6	Local tax revenue	\$200
State tax revenue	\$4.7	State tax revenue	\$200
Local & State Total	\$9.3	Local & State Total	\$400

Lincoln, Pottawatomie, Seminole

Travel Impacts

	2016	2017
Spending (millions)	\$65	\$66
Earnings (millions)	\$18	\$19
Employment (thousands)	1.1	1.1
State & Local Tax Revenue (millions)	\$5.7	\$5.7
Local Tax Revenue	\$2.4	\$2.5
State Tax Revenue	\$3.2	\$3.3

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	3.4%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.7	Local tax revenue	\$80
State tax revenue	\$5.0	State tax revenue	\$100
Local & State Total	\$8.7	Local & State Total	\$180

Nowata, Rogers, Washington

Travel Impacts

	2016	2017
Spending (millions)	\$167	\$177
Earnings (millions)	\$45	\$47
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$12.2	\$12.9
Local Tax Revenue	\$4.5	\$4.7
State Tax Revenue	\$7.8	\$8.2

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	4.5%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.7	Local tax revenue	\$150
State tax revenue	\$4.6	State tax revenue	\$260
Local & State Total	\$7.3	Local & State Total	\$400

Oklahoma

Travel Impacts

	2016	2017
Spending (millions)	\$146	\$150
Earnings (millions)	\$28	\$29
Employment (thousands)	1.1	1.1
State & Local Tax Revenue (millions)	\$8.9	\$9.4
Local Tax Revenue	\$4.2	\$4.5
State Tax Revenue	\$4.7	\$4.9

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.6%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	1.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$140
State tax revenue	\$4.4	State tax revenue	\$150
Local & State Total	\$8.4	Local & State Total	\$290

Comanche, Cotton, Tillman, Jefferson, Stephens

Travel Impacts

	2016	2017
Spending (millions)	\$110	\$115
Earnings (millions)	\$27	\$27
Employment (thousands)	1.5	1.5
State & Local Tax Revenue (millions)	\$9.6	\$10.0
Local Tax Revenue	\$4.5	\$4.7
State Tax Revenue	\$5.1	\$5.2

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	3.5%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.5	Local tax revenue	\$150
State tax revenue	\$4.9	State tax revenue	\$170
Local & State Total	\$9.4	Local & State Total	\$320

Comanche

Travel Impacts

•	2016	2017
Spending (millions)	\$91	\$94
Earnings (millions)	\$24	\$24
Employment (thousands)	1.3	1.3
State & Local Tax Revenue (millions)	\$8.2	\$8.5
Local Tax Revenue	\$3.8	\$3.9
State Tax Revenue	\$4.4	\$4.5

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	3.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$150
State tax revenue	\$4.9	State tax revenue	\$170
Local & State Total	\$9.2	Local & State Total	\$330

Tulsa

Travel Impacts

	2016	2017
Spending (millions)	\$96	\$91
Earnings (millions)	\$29	\$26
Employment (thousands)	1.1	1.0
State & Local Tax Revenue (millions)	\$7.8	\$7.8
Local Tax Revenue	\$3.4	\$3.5
State Tax Revenue	\$4.3	\$4.3

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.3%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$110
State tax revenue	\$5.3	State tax revenue	\$140
Local & State Total	\$9. <i>7</i>	Local & State Total	\$250

Tulsa, Rogers

Travel Impacts

	2016	2017
Spending (millions)	\$347	\$347
Earnings (millions)	\$46	\$47
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$14.0	\$14.1
Local Tax Revenue	\$7.0	\$7.0
State Tax Revenue	\$7.1	\$7.1

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	2.2%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	3.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.2	Local tax revenue	\$240
State tax revenue	\$3.2	State tax revenue	\$230
Local & State Total	\$6.4	Local & State Total	\$470

Tulsa

Travel Impacts

	2016	2017
Spending (millions)	\$96	\$94
Earnings (millions)	\$28	\$26
Employment (thousands)	1.1	1.1
State & Local Tax Revenue (millions)	\$8.4	\$8.4
Local Tax Revenue	\$3.8	\$3.8
State Tax Revenue	\$4.6	\$4.6

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	3.0%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	1.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$140
State tax revenue	\$5.2	State tax revenue	\$160
Local & State Total	\$9.6	Local & State Total	\$300

Tulsa & Wagoner

Travel Impacts

	2016	2017
Spending (millions)	\$125	\$123
Earnings (millions)	\$35	\$35
Employment (thousands)	1.6	1.5
State & Local Tax Revenue (millions)	\$11.2	\$11.2
Local Tax Revenue	\$5.1	\$5.1
State Tax Revenue	\$6.1	\$6.1

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.6%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$150
State tax revenue	\$5.1	State tax revenue	\$180
Local & State Total	\$9.4	Local & State Total	\$340

Tulsa

Travel Impacts

	2016	2017
Spending (millions)	\$99	\$100
Earnings (millions)	\$25	\$25
Employment (thousands)	1.1	1.1
State & Local Tax Revenue (millions)	\$9.0	\$9.0
Local Tax Revenue	\$4.1	\$4.1
State Tax Revenue	\$4.9	\$4.9

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	2.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$130
State tax revenue	\$5.1	State tax revenue	\$150
Local & State Total	\$9.4	Local & State Total	\$290

Custer, Greer, Harmon, Jackson, Kiowa, Washita

Travel Impacts

	2016	2017
Spending (millions)	\$107	\$112
Earnings (millions)	\$32	\$35
Employment (thousands)	2.0	2.0
State & Local Tax Revenue (millions)	\$9.8	\$10.4
Local Tax Revenue	\$4.7	\$5.0
State Tax Revenue	\$5.2	\$5.4

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	5.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$190
State tax revenue	\$4.8	State tax revenue	\$210
Local & State Total	\$9.3	Local & State Total	\$400

Tulsa

Travel Impacts

·	2016	2017
Spending (millions)	\$178	\$174
Earnings (millions)	\$47	\$46
Employment (thousands)	2.0	2.0
State & Local Tax Revenue (millions)	\$14.4	\$14.3
Local Tax Revenue	\$6.7	\$6.6
State Tax Revenue	\$7.8	\$7.7

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	3.1%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	2.7%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$200
State tax revenue	\$4.9	State tax revenue	\$230
Local & State Total	\$9.1	Local & State Total	\$430

Oklahoma

Travel Impacts

·	2016	2017
Spending (millions)	\$274	\$286
Earnings (millions)	\$84	\$86
Employment (thousands)	3.3	3.4
State & Local Tax Revenue (millions)	\$22.7	\$23.7
Local Tax Revenue	\$10.5	\$11.0
State Tax Revenue	\$12.2	\$12.7

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.1%
Travel-generated employment	3.4%
Travel Percent of Total District Employment	3.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$340
State tax revenue	\$4.9	State tax revenue	\$380
Local & State Total	\$9.3	Local & State Total	\$720

Oklahoma

Travel Impacts

·	2016	2017
Spending (millions)	\$128	\$135
Earnings (millions)	\$40	\$41
Employment (thousands)	1.6	1.6
State & Local Tax Revenue (millions)	\$11.5	\$12.1
Local Tax Revenue	\$5.2	\$5.5
State Tax Revenue	\$6.3	\$6.5

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	3.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.6	Local tax revenue	\$170
State tax revenue	\$5.3	State tax revenue	\$200
Local & State Total	\$9.9	Local & State Total	\$370

Oklahoma

Travel Impacts

	2016	2017
Spending (millions)	\$116	\$122
Earnings (millions)	\$35	\$36
Employment (thousands)	1.4	1.5
State & Local Tax Revenue (millions)	\$11.2	\$11.8
Local Tax Revenue	\$5.1	\$5.4
State Tax Revenue	\$6.1	\$6.4

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	1.3%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	4.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.6	Local tax revenue	\$170
State tax revenue	\$5.4	State tax revenue	\$190
Local & State Total	\$10.0	Local & State Total	\$360

Garvin, Grady, McClain, Stephens

Travel Impacts

	2016	2017
Spending (millions)	\$118	\$123
Earnings (millions)	\$32	\$33
Employment (thousands)	1.6	1.6
State & Local Tax Revenue (millions)	\$8.7	\$9.0
Local Tax Revenue	\$3.2	\$3.3
State Tax Revenue	\$5.5	\$5.7

Employment Characteristics (2017)

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.7%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	3.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.7	Local tax revenue	\$110
State tax revenue	\$4.6	State tax revenue	\$190
Local & State Total	\$7.4	Local & State Total	\$300

Oklahoma, Canadian

Travel Impacts

	2016	2017
Spending (millions)	\$718	\$739
Earnings (millions)	\$151	\$156
Employment (thousands)	6.2	6.4
State & Local Tax Revenue (millions)	\$43.3	\$45.0
Local Tax Revenue	\$21.1	\$21.8
State Tax Revenue	\$22.3	\$23.1

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.0%
7 th rayron a sen employment	7.0 70
Travel-generated employment	6.3%
rraver-generaled employment	0.5 /6
Traval Dargant of Total District Employment	(00/
Travel Percent of Total District Employment	6.9%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.8	Local tax revenue	\$550
State tax revenue	\$4.0	State tax revenue	\$580
Local & State Total	\$7.8	Local & State Total	\$1,130

Cleveland, Oklahoma, Canadian

Travel Impacts

	2016	2017
Spending (millions)	\$301	\$314
Earnings (millions)	\$60	\$64
Employment (thousands)	2.6	2.7
State & Local Tax Revenue (millions)	\$17.9	\$19.1
Local Tax Revenue	\$8.7	\$9.3
State Tax Revenue	\$9.2	\$9.8

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	2.7%
Travel Percent of Total District Employment	5.1%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.8	Local tax revenue	\$280
State tax revenue	\$4.0	State tax revenue	\$300
Local & State Total	\$7.8	Local & State Total	\$580

Oklahoma

Travel Impacts

·	2016	2017
Spending (millions)	\$180	\$188
Earnings (millions)	\$56	\$57
Employment (thousands)	2.3	2.4
State & Local Tax Revenue (millions)	\$16.7	\$17.4
Local Tax Revenue	\$7.7	\$8.1
State Tax Revenue	\$9.0	\$9.3

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.1%
Travel-generated employment	2.3%
Travel Percent of Total District Employment	2.5%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$280
State tax revenue	\$5.1	State tax revenue	\$320
Local & State Total	\$9.6	Local & State Total	\$610

Oklahoma

Travel Impacts

•	2016	2017
Spending (millions)	\$122	\$128
Earnings (millions)	\$34	\$36
Employment (thousands)	1.3	1.4
State & Local Tax Revenue (millions)	\$9.9	\$10.4
Local Tax Revenue	\$4.5	\$4.8
State Tax Revenue	\$5.4	\$5.6

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	3.1%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.5	Local tax revenue	\$170
State tax revenue	\$5.1	State tax revenue	\$190
Local & State Total	\$9.6	Local & State Total	\$360

Oklahoma

Travel Impacts

-	2016	2017
Spending (millions)	\$205	\$214
Earnings (millions)	\$62	\$6 3
Employment (thousands)	2.6	2.6
State & Local Tax Revenue (millions)	\$19.3	\$20.1
Local Tax Revenue	\$8.9	\$9.4
State Tax Revenue	\$10.3	\$10.8

Employment Characteristics (2017)

District Percent of Statewide Employment	
All Payroll & Self-employment	4.4%
Travel-generated employment	2.6%
Travel Percent of Total District Employment	2.6%

Visitor-generated tax revenue (2017)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Reve per District Household	enues
Local tax revenue	\$4.5	Local tax revenue	\$250
State tax revenue	\$5.1	State tax revenue	\$280
Local & State Total	\$9.6	Local & State Total	\$530

Appendices

Data Limitations
Employment Characteristics
Visitor-Generated Tax Revenue
Travel Impact Categories
Summary of Methodology

Data Limitations

Due to data limitations and the need to allocate county-level estimates to legislative districts defined by zip code and population data, it is not possible to report visitor volume and average spending estimates found in the county travel impact report. There are also several issues that should be noted with respect to the interpretation of these findings:

- The **employment** estimates provided in this report refer to the *place of work* of all payroll employees and the self-employed. The estimates reflect the number of jobs rather than the number of employed persons. Some of the employees in a particular legislative district will be residents of another legislative district. The extent to which this occurs in any given legislative district is not estimated in this report. However, it is fair to say that this will occur to a much a greater extent in the many dense urban districts as opposed to the geographically larger rural districts.²
- The estimates of local and state **government revenue** in this report also refer to the legislative district where this tax revenue is generated (by point of sale or taxable income). The government entities that collect tax revenue are not necessarily contained within a given legislative district. Therefore, revenue generated within one legislative district may be used to provide services in another. This also is more likely to occur in dense urban districts.
- It should also be noted that the allocation of travel impacts is complicated by the fact that there is visitor travel between and among different geographic areas within the state. This is always an issue in travel impact research. In general, it is more important the smaller the geographic unit, as is the case with dense urban districts.
- The house districts are described in this report with the city of residence of the district representative. The listing of these cities is only intended to provide a general location of the district within the state. They do not purport to be the best or most accurate definition of the district.

The average population of the 48 Senate Districts was about 82,000 in 2017. Rural districts may encompass several counties. Oklahoma's urban districts, on the other hand, typically comprise a small portion of Oklahoma, Tulsa or other metropolitan counties.

Employment Characteristics

Assume that the district and the state have the following travel-generated and total employment. The calculations follow.

	Total	Travel
District	400	20
State	20,502	925

District Percent of Statewide Employment		
All Payroll & Self-employment	2.0%	=400/20,502
Travel-generated employment	2.2%	= 20/925
Travel Percent of Total District Employment	5.0%	= 20/400

Visitor-Generated Government Revenue

Assume that the district has the following visitor spending, government revenue and resident households. (Note: Visitor-generated government revenue will be somewhat less than the total government revenue that is reported as it does not include the tax payments of travel industry businesses and employees.) The calculations follow.

Visitor Spending (million	\$200
Local Gov. Revenue	\$6
State Gov. Revenue	\$8
Households	30,000

\$100 of Visitor Spending Generates

Local Gov. Revenue	\$3.00 = (\$6/\$200)*100
State Gov. Revenue	4.00 = (4/200)*100
Local & State Total	\$7.00 = \$3.00 + \$4.00

Visitor-Generated Tax Revenues per District Household

Local Gov. Revenue	\$200 = \$6,000,000/30,000
State Gov. Revenue	\$267 = \$8,000,000/30,000
Local & State Total	\$467 = \$200 + \$267

Travel Impact Categories

Travel Spending includes *visitor spending* on lodging, food services, recreation, shopping and local transportation and *other travel spending* on resident air travel and travel arrangement services.

Earnings include wages and salaries, paid benefits and self-employment income.

Employment includes all full- and part-time jobs for wage and salary employees and the self-employed. The employment and earnings estimates are for place of work rather than the residence of the worker.

Local government revenue includes lodging, sales and auto rental taxes imposed by cities, counties and other regional tax jurisdictions in Oklahoma. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property taxes and sales tax payments attributable to travel industry employees are also included.

State government revenue includes lodging, sales, motor fuel, mixed beverage and business and personal income taxes imposed by the state of Oklahoma, including the sales tax payments attributable to travel industry employees. The visitor related share of tribal gaming exclusivity fees are also included.

Summary of Methodology

The general method for estimating the economic impact of travel is described in the Oklahoma Travel Impacts report.³ The district estimates involved allocating the county level estimates to zip code areas and districts. The following data sources were used in making this allocation.

- Smith Travel Research lodging establishment and room inventory by address. The lodging establishments were matched to legislative districts by a commercial vendor (The Soft Edge, McLean, Virginia).
- U.S. Bureau of the Census Zip code Business Patterns for payroll employment by industry.
- U.S. Bureau of the Census 2010 Housing Characteristics, population, and resident employment characteristics by Zip code.
- U.S. Bureau of the Census State Legislative District Relationship Files.

District total employment (used for estimating the travel-generated employment share) was estimated from county and zip code payroll employment data and total employment estimates for counties prepared by the Bureau of Economic Analysis.

Oklahoma Travel Impacts, 2010-2017 (December 2018). Prepared by Dean Runyan Associates for the Oklahoma Tourism and Recreation Department.