

## Tourism's Impact on Oklahoma's Economy

2010 National Tourism Week White Paper

Produced by the Oklahoma Tourism and Recreation Department

### Impact of Domestic Traveler Spending on Oklahoma

- In 2008, Oklahoma's tourism industry generated more than \$6.1 billion in direct traveler expenditures, up from \$5.7 billion in 2007.
- The industry employed nearly 76,000 of our residents.
- Annual tax revenues generated by travelers contributed more than \$953 million to federal, state and local economies and benefits reach all 77 counties.
- Tourism's \$6.1 billion impact makes it Oklahoma's third largest industry.
- According to an independent effectiveness study conducted on OTRD's 2009 tourism advertising campaign, direct spending by travelers who came to Oklahoma after being influenced by the department's marketing efforts almost doubled, growing from \$68.8 million in 2007 to \$136.3 million in 2009.
- The campaign's ROI grew from \$32.54 to \$53.46 for every one dollar spent to advertise Oklahoma's tourism opportunities.

### Impact of the Oklahoma Tourism and Recreation Department

- Approximately 12.2 million people visited Oklahoma state parks.
- 1.4 million stayed in a state lodge, cabin, group camp or campground.
- More than 90,850 total rounds of golf were played at state courses.
- 1.3 million travelers served through our 12 Tourism Information Centers around the state.
- 2.5 million customers influenced through a variety of travel planning services offered by the Travel Promotion Division, including the Oklahoma Tourism call center and the state's official travel planning Web site, [www.TravelOK.com](http://www.TravelOK.com).
- OTRD is the only entity marketing Oklahoma's tourism attributes to a national and international audience.
- Approximately 6.8 million viewers (annually) watched *INTEGRIS Discover Oklahoma* television show promoting attractions and communities throughout the state, now in its 20<sup>th</sup> year on the air.
- Award-winning *Oklahoma Today* magazine has a paid circulation of approximately 38,000 and an estimated readership of approximately 150,000. *Oklahoma Today* has subscribers in all 77 Oklahoma counties, 50 states and 33 foreign countries.
- Film projects initiated and supported by the Oklahoma Film and Music Office in FY09 totaled 1,589 productions translating into \$14.9 million in direct expenditures and \$25.6 in total economic impact for the state.

The Oklahoma Tourism and Recreation Department (OTRD) is working to advance the exceptional quality of life in Oklahoma by preserving, maintaining, and promoting our natural assets and cultural richness. The department is the steward of the state park system and also promotes Oklahoma as a travel destination through many award-winning programs. To learn more about Oklahoma's unique events and attractions, please visit [www.TravelOK.com](http://www.TravelOK.com) or follow us at [Facebook.com/TravelOK](https://www.facebook.com/TravelOK) and [Twitter.com/OklahomaTourism](https://twitter.com/OklahomaTourism).