

TravelOK.com Report Fiscal Year 2012



OKLAHOMA
NATIVE AMERICA

SAVE & SHARE 0 ITEMS REQUEST FREE BROCHURES SEARCH

THINGS TO DO CITIES & REGIONS HOTELS & LODGING DINING INTERESTS FESTIVALS & EVENTS TRAVEL TOOLS

EXPLORE OKLAHOMA

Let Oklahoma take you on an epic getaway filled with Western adventure, diverse outdoor experiences and historic wonders. Offering vibrant American Indian culture, stunning state parks, the nation's longest stretch of colorful Route 66 and a wealth of things to do, Oklahoma is ready to take the guesswork out of your vacation planning. With just a few clicks, you can begin a captivating journey that will fuel your soul.

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Visitor Sessions for FY12

Total Visitor Sessions

- 2,466,019
- Up 22% from FY11

Unique Visitor Sessions

- 2,320,846
- Up 21% from FY11

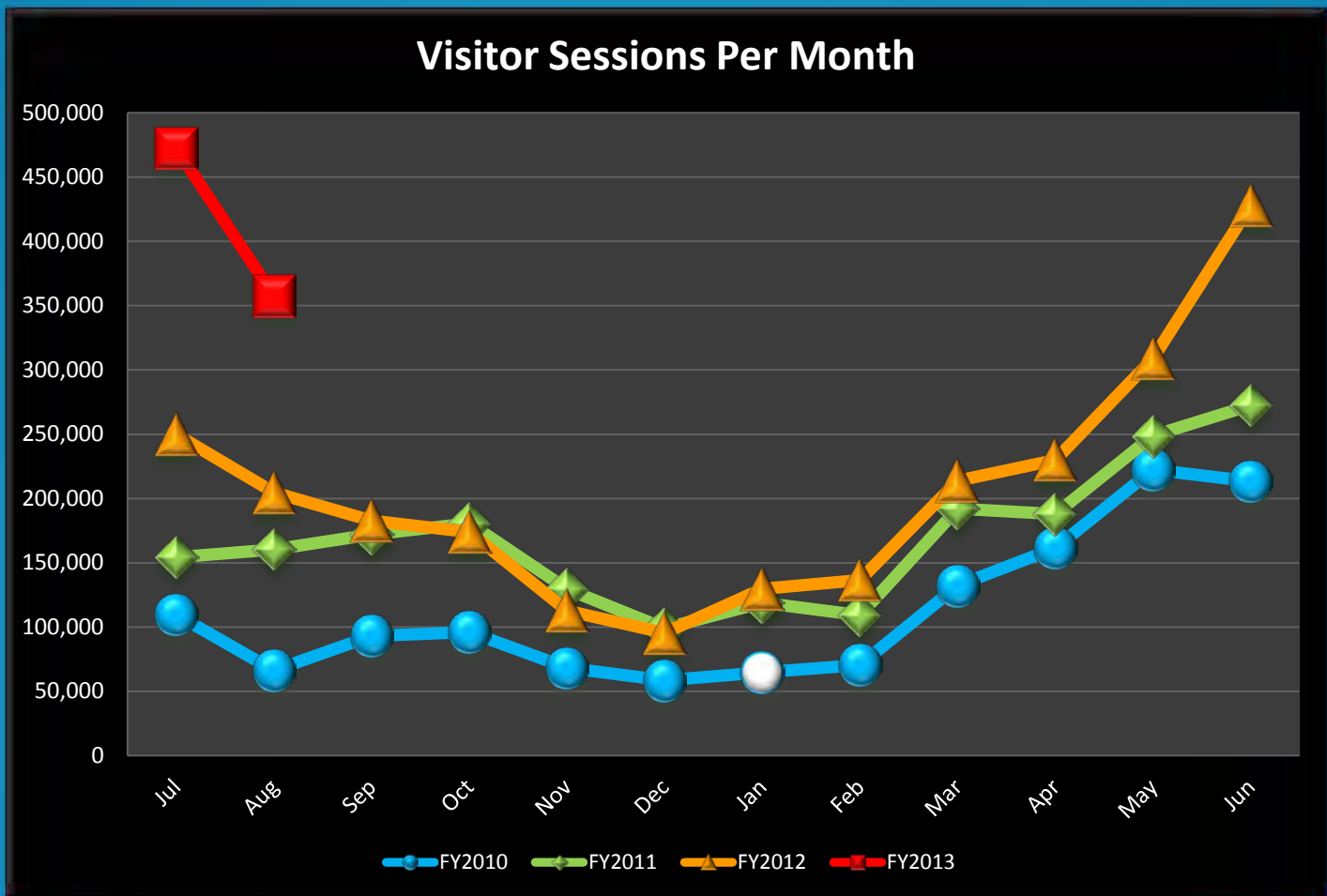
Total Page Views

- 15,703,160
- Up 13% from FY11

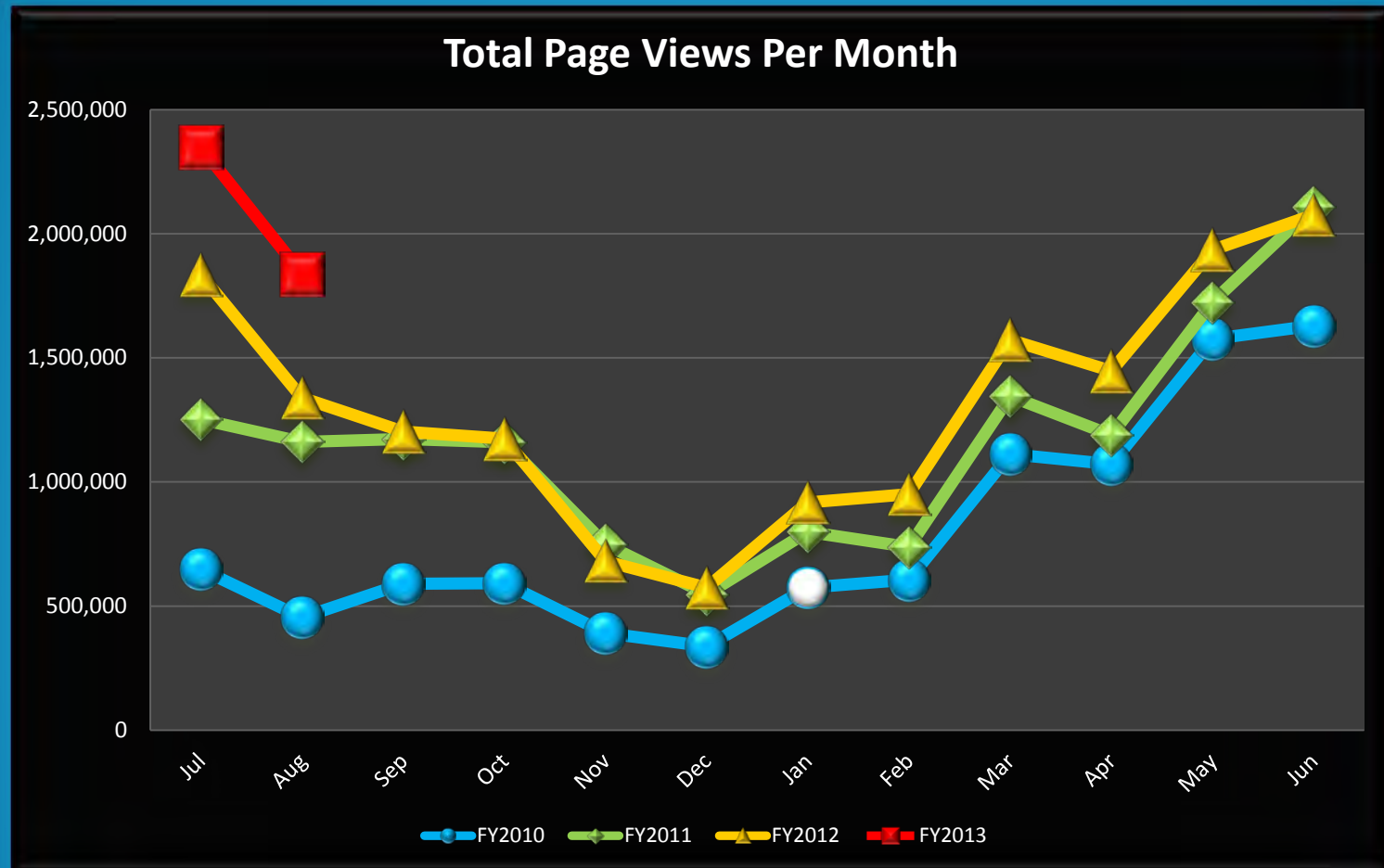
Avg. Length of Session

- 9:37 (minutes:seconds)
- Down 3% from FY11

Visitor Sessions Trend



FY12 Page Views – 15,703,160



Photos & Videos in FY12



772,666 Photo Slideshows Viewed

- This represents slideshows, not individual photos



488,816 Videos Viewed

FY12 eNewsletter Stats

- Subscriber base grew from 33,301 to 56,545 during FY12
- Growth Rate – 69.80%

- E-mails Sent – 517,389
- E-mails Delivered – 514,344 Delivery Rate – 99.41%

- E-mails Opened – 163,150
- Open Rate – 31.72%

- Click-Throughs – 62,878
- Click-Through Rate – 38.54%

- Travel & Tourism Industry Avg Open Rate* = 15.5%
- Travel & Tourism Industry Avg Click-Through Rate* = 11.6%

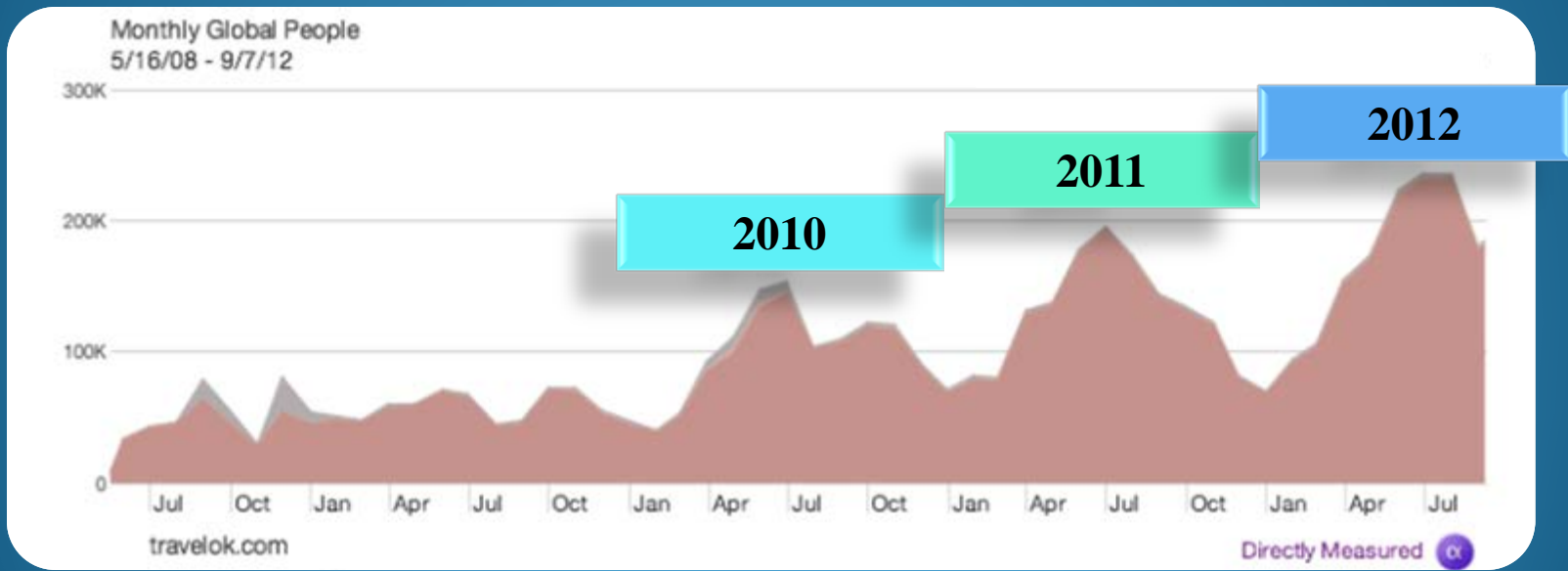
*Source – Constant Contact, Inc.

eNewsletter Topics

- **Jul 2011** – Family fun, family-friendly deals & coupons, upcoming family events, family getaway giveaway
- **Aug 2011** – Historical sites, living history events, genealogy, historical getaway contest
- **Sep 2011** – Fall foliage, fall events, haunted hot spots, agritourism map, lodge vacation contest
- **Oct 2011** – Motorcycling, cruising Route 66, fall foliage & festivals, Okie Boutique, Route 66 brochure, Route 66 getaway contest
- **Nov 2011** – Great cabin escapes, holiday events, deals & coupons, cabin getaway contest
- **Dec 2011** – Holiday light displays, holiday events, Canebrake Resort vacation contest
- **Jan 2012** – Genealogy vacations, romantic escapes, upcoming events, Guthrie vacation contest, *Oklahoma Today Magazine* photo contest
- **Feb 2012** – Spring break, 2012 brochures, top spring festivals, Buffalo Creek Guest Ranch vacation contest
- **Mar 2012** – Botanical gardens, top art festivals, 150 springtime events, deals & coupons, OKC Foursquare badge, Oklahoma City getaway contest
- **Apr 2012** – Urban adventures in OKC and Tulsa, upcoming events, deals & coupons, OKC and Tulsa brochures, Tulsa vacation contest
- **May 2012** – Camping, summer events, deals & coupons, outdoor recreation guide, tweet with us, Grand Lake vacation contest
- **Jun 2012** – 4th of July events, top water parks, Frontier City/White Water Bay coupon, upcoming events, Grand Lake romantic escape contest

Quantcast Data

- Quantcast.com independently measures the top 1 million websites in the U.S.
- TravelOK.com ranked as high as #4 among state tourism websites during FY12.
- TravelOK.com ranked #1 among state tourism websites for pages viewed per visit for 10 months during FY12.



Quantcast State Tourism Site Rankings as of June 30, 2012

State	Rank Among State Tourism Sites	Monthly Visits	Avg. Page Views Per Visit
MI	1	633,800	5.2
FL	2	514,700	2.9
VA	3	402,300	
OK	4	232,300	6.6
NC	5	230,600	3.9
PA	6	197,600	3.7
TN	7	160,300	
WI	8	160,100	4.1
ME	9	158,600	6.6
NV	10	130,100	
AL	11	121,000	
ID	12	113,500	
TX	13	109,900	
HI	14	109,000	
UT	15	106,000	
AL	16	104,300	
MN	17	103,600	

New Functionality Added During FY12

- **Jul 2011** – Launched genealogy section
- **Aug 2011** – Launched bird watching section and added Interests drop down menu to main navigation
- **Sep 2011** – Launched haunted Oklahoma section
- **Oct 2011** – Launched motorcycling section and updated all ePostcards
- **Nov 2011** – Launched weather forecast & climate page and added “You Might Also Like” section to cross-sell related brochures and e-mail lists on article pages
- **Dec 2011** – Added the ability to select the screen grab to serve as the default image for each video and used it to select an image for all 679 videos on the site
- **Jan 2012** – Added genealogy starter kit with downloadable forms; added Facebook Like buttons and Google +1 buttons to content pages
- **Feb 2012** – Overhauled the design of the Things to Do landing page and upgraded the Things to Do search functionality to be more user-friendly
- **Mar 2012** – Launched Foursquare page in conjunction with the new OKC badge program on Foursquare
- **May 2012** – Launched CheckMyOKLake microsite to provide blue-green algae and other lake conditions updates as well as educational materials about blue-green algae
- **Jun 2012** – Added Water Resources Board lake maps to lake profile pages

106 New Articles Added During FY12

- Genealogy articles for each county (77 total)
- *Seven Hot Ways to Have Cool Family Fun*
- *History is Alive and Well in Oklahoma: Top Living History Events*
- *Oklahoma Through the Ages*
- *Tracing Your Cherokee Roots*
- *Top Fall Events in Oklahoma*
- *Oklahoma's Must-See Scares: Top Haunted Houses*
- *Motorcycling in Eastern Oklahoma: Top Five Rides*
- *Motorcycling in Western Oklahoma: Top Five Rides*
- *Oklahoma's Top Attractions Along Route 66*
- *Five Muskogee Area Motorcycle Rides*
- *State of Luxury: Amazing Cabin Stays in Southeast Oklahoma*
- *Great Cabin Getaways in Oklahoma*
- *Cozy Up to Our Top State Park Cabins*
- *Top Holiday Events in Oklahoma*
- *Bird Watching at Black Mesa State Park*
- *Oklahoma Genealogy: Top Resources*
- *Dust Bowl Days: The Oklahoma-California Genealogy Connection*
- *Top 10 Places for Eagle Watching*
- *Fishing for Paddlefish & Oklahoma's Caviar Bounty*
- *Oklahoma City's Oasis - The Myriad Botanical Gardens*
- *Oklahoma's Top Botanical Gardens*
- *Top Art Festivals in Oklahoma*
- *Top 10 Things to Do in Oklahoma City*
- *Top 10 Things to Do in Tulsa*
- *Camping in Oklahoma: The Complete Beginner's Guide*
- *Eight Great Places to Camp in Oklahoma*
- *Top Water Parks in Oklahoma*
- *Lake Murray State Park: An Overview*
- *Illinois River Float Trips & Camping*
- *Red Earth Native American Cultural Festival*

Social Media

23,745 tracked click-throughs from social media to TravelOK.com during FY12



11,033 fans on June 30, 2012

Top benefits: broad exposure, relationship builder & leading source of social media click-throughs



4,076 followers on June 30, 2012

Top benefits: broad exposure, relationship builder & each link posted helps improve our search engine rankings for that page



33,589 followers on June 30, 2012

Top benefits: push notifications to mobile devices, links published improve search engine rankings & we won the city badge contest for OKC attracting national attention in February



364 followers on June 30, 2012 – Account opened November 2011

Top benefits: direct impact on Google search engine rankings due to their “Search Plus Your World” search algorithm modification



425 followers on June 30, 2012 – Account opened February 2012

Top benefits: second highest social media click-throughs; pins, repins and likes build links & improve search engine rankings; visual orientation, demographic skews heavily female

Other FY12 TRIP Team Statistics

- 2,877 - New listing pages created (attractions, hotels, events, etc.)
- 7,642 - Listing pages edited and updated
- 1,590 - User comments on the site
- 471 - Photos added to the professional photography gallery
- 142 - Videos added to the site
- 106 - New articles added to the site
- 2,147 – Telephone inquiries handled
- 1,929 – e-Mail inquiries handled
- 673,251 – Brochures fulfilled
- 739 – Bulk orders of brochures sent to industry members