## **Oklahoma Travel Impacts**

by Senate District, **2016** 

February 2018

Prepared for the

Oklahoma Tourism and Recreation Department Oklahoma City, Oklahoma

# Oklahoma Travel Impacts by Senate District, 2016

Oklahoma Tourism and Recreation Department

Primary Research Conducted By: Dean Runyan Associates Portland, Oregon

February 2018

### Oklahoma State Senate District Travel Impacts, 2016

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.<sup>1</sup>

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:

<a href="mailto://www.oksenate.gov/Senators/2011">http://www.oksenate.gov/Senators/2011</a> maps/maps.aspx>

Oklahoma Travel Impacts, 2010-2016 (December 2017). Prepared by Dean Runyan Associates for the Oklahoma Tourism and Recreation Department.

## 2016 Oklahoma Senate District Travel Impacts

Sena	te District	Spending	<b>Earnings</b>	<b>Employment</b>	Gov.R	evenue (Mi	llion)
	(Counties)	(Million)	(Million)	(Thousand)	Local	State	Total
1	Craig, Delaware, Mayes, Ottawa	\$452	\$124	4.7	\$6.7	\$19.8	\$26.4
2	Mayes, Rogers	\$140	\$40	1.9	\$4.8	\$6.6	\$11.4
3	Adair, Cherokee, Delaware, Mayes Rogers		\$46	2.2	\$4.4	\$7.8	\$12.2
4	Le Flore, Sequoyah	\$207	<b>\$</b> 57	2.4	\$3.9	\$9.2	\$13.1
5	Atoka, Choctaw, LeFlore, McCurtain, Pushmataha	\$319	\$79	3.3	\$7.1	\$14.1	\$21.2
6	Atoka, Bryan, Coal, Johnston, Marshall	\$380	\$107	4.1	\$6.4	\$16.7	\$23.1
7	Haskell, Hughes, Latimer, Okfuskee, Pittsburg	\$142	\$41	2.0	\$4.3	\$6.4	\$10. <i>7</i>
8	McIntosh, Okfuskee, Okmulgee, Muskogee	\$133	\$37	1.9	\$3.0	\$6.2	\$9.3
9	Cherokee, Muskogee	\$120	\$30	1.9	\$4.9	\$5.3	\$10.1
10	Kay, Osage	\$213	\$65	3.1	\$5.1	\$9.7	\$14.8
11	Osage, Tulsa	\$165	\$35	1.6	\$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	\$99 ,	\$30	1.7	\$4.1	\$4.9	\$9.0
14	Carter, Johnston, Love, Murray	\$706	<b>\$17</b> 5	6.0	\$11.6	\$30.7	\$42.3
15	Cleveland, Oklahoma	\$130	\$37	1.9	\$4.7	\$6.1	\$10.8
16	Cleveland	\$128	\$37	1.9	\$4.6	\$5.9	\$10.5
17	Oklahoma, Pottawatomie	\$95	\$29	1.6	\$3.8	\$4.8	\$8.6
18	Cherokee, Wagoner, Mayes, Muskogee, Tulsa		\$18	1.0	\$2.2	\$3.2	\$5.4
19	Alfalfa, Garfield, Grant, Kay	\$135	\$37	2.1	\$5.8	\$6.4	\$12.2

## 2016 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	, \$128	\$36	1.9	\$4.1	\$6.1	\$10.1
21	Payne	\$117	\$32	1.9	\$4.5	\$5.5	\$10.1
22	Canadian, Oklahoma	\$55	\$14	0.6	\$2.3	\$3.0	\$5.3
23	Canadian, Grady, Kingfisher	\$128	\$37	2.1	\$4.6	\$6.1	\$10.7
24	Cleveland	\$68	\$18	0.9	\$2.3	\$3.4	\$5.7
25	Tulsa	\$183	\$56	2.1	\$6.5	\$7.9	\$14.4
26	Beckham, Blaine, Caddo, Custer, Roger Mills, Kingfisher	\$114	\$32	2.0	\$4.9	\$5.5	\$10.3
27	Beaver, Cimarron Dewey, Ellis, Harper, Major, Texas, Woods, Woodward	, \$126	\$30	1.8	\$5.8	\$5.9	\$11. <i>7</i>
28	Lincoln, Pottawatomie, Seminole	\$65	\$18	1.1	\$2.4	\$3.2	\$5.7
29	Nowata, Rogers, Washington	\$167	\$45	1.9	\$4.5	\$7.8	\$12.2
30	Oklahoma	\$146	\$28	1.1	\$4.2	\$4.7	\$8.9
31	Comanche, Cotton, Tillman, Jefferson, Stephens	\$110	\$27	1.5	\$4.5	\$5.1	\$9.6
32	Comanche	\$91	\$24	1.3	\$3.8	\$4.4	\$8.2
33	Tulsa	\$96	\$29	1.1	\$3.4	\$4.3	\$7.8
34	Tulsa, Rogers	\$347	\$46	1.9	\$7.0	\$7.1	\$14.0
35	Tulsa	\$96	\$28	1.1	\$3.8	\$4.6	\$8.4
36	Tulsa & Wagoner	\$125	\$35	1.6	\$5.1	\$6.1	\$11.2
37	Tulsa	\$99	\$25	1.1	\$4.1	\$4.9	\$9.0
38	Custer, Greer, Harmon, Jackson, Kiowa, Washita	\$10 <i>7</i>	\$32	2.0	\$4.7	\$5.2	\$9.8
39	Tulsa	\$1 <i>7</i> 8	\$47	2.0	\$6.7	\$7.8	\$14.4
40	Oklahoma	\$274	\$84	3.3	\$10.5	\$12.2	\$22.7
41	Oklahoma	\$128	\$40	1.6	\$5.2	\$6.3	\$11.5
42	Oklahoma	\$116	\$35	1.4	\$5.1	\$6.1	\$11.2

## 2016 Oklahoma Senate District Travel Impacts

Senate District		Spending	<b>Earnings</b>	<b>Employment</b>	Gov.	Revenue (M	illion)
	(Counties)	(Million)	(Million)	(Thousand)	Local	State	Total
43	Garvin, Grady,	\$118	\$32	1.6	\$3.2	\$5.5	\$8.7
	McClain,						
	Stephens						
44	Oklahoma,	\$ <i>7</i> 18	\$151	6.2	\$21.1	\$22.3	\$43.3
	Canadian						
45	Cleveland,	\$301	\$60	2.6	\$8.7	\$9.2	\$17.9
	Oklahoma,						
	Canadian						
46	Oklahoma	\$180	\$56	2.3	\$7.7	\$9.0	\$16.7
47	Oklahoma	\$122	\$34	1.3	\$4.5	\$5.4	\$9.9
48	Oklahoma	\$205	\$62	2.6	\$8.9	\$10.3	\$19.3
	State Total	\$8,566	\$2,231	100.1	\$259.0	\$367.7	\$626.7

## 2016 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	34.3	4.7	13.6%	1.5%	4.7%
2	Mayes, Rogers	56.4	1.9	3.4%	2.5%	1.9%
3	Adair, Cherokee, Delaware, Mayes, Rogers	30.3	2.2	7.2%	1.3%	2.2%
4	Le Flore, Sequoyah	29.6	2.4	8.2%	1.3%	2.4%
5	Atoka, Choctaw, LeFlore, McCurtain, Pushmataha	35.6	3.3	9.2%	1.6%	3.3%
6	Atoka, Bryan, Coal, Johnston, Marshall	39.7	4.1	10.2%	1.8%	4.1%
7	Haskell, Hughes, Latimer, Okfuskee, Pittsburg	39.0	2.0	5.2%	1.7%	2.0%
8	McIntosh, Okfuskee, Okmulgee, Muskogee	27.2	1.9	7.2%	1.2%	1.9%
9	Cherokee, Muskogee	43.1	1.9	4.3%	1.9%	1.9%
10	Kay, Osage	29.9	3.1	10.4%	1.3%	3.1%
11	Osage, Tulsa	67.3	1.6	2.3%	3.0%	1.6%
12	Creek, Tulsa	31.7	0.8	2.7%	1.4%	0.8%
13	Pontotoc, Pottawatomie, Seminole, Garvin, Hughes	43.7	1.7	3.9%	1.9%	1.7%
14	Carter, Johnston, Love, Murray	53.0	6.0	11.3%	2.3%	6.0%
15	Cleveland, Oklahoma	40.6	1.9	4.6%	1.8%	1.9%
16	Cleveland	50.9	1.9	3.7%	2.2%	1.9%
17	Oklahoma, Pottawatomie	30.7	1.6	5.1%	1.4%	1.6%
18	Cherokee, Wagoner, Mayes, Muskogee, Tulsa	25.4	1.0	3.8%	1.1%	1.0%
19	Alfalfa, Garfield, Grant, Kay	47.7	2.1	4.4%	2.1%	2.1%

## 2016 Oklahoma Senate District Employment Characteristics

Sena	te District	Distri	ct Employ	ment (000)	District Pc	t.of State
	(Counties)	Total	Travel	Pct.Travel	Total	Travel
20	Kingfisher, Logan, Noble, Pawnee	39.0	1.9	4.9%	1.7%	1.9%
21	Payne	49.0	1.9	3.8%	2.2%	1.9%
22	Canadian, Oklahoma	26.2	0.6	2.4%	1.2%	0.6%
23	Canadian, Grady, Kingfisher	41.6	2.1	5.0%	1.8%	2.1%
24	Cleveland	32.5	0.9	2.7%	1.4%	0.9%
25	Tulsa	58.1	2.1	3.7%	2.6%	2.1%
26	Beckham, Blaine, Caddo, Custer, Roger Mills, Kingfisher	46.7	2.0	4.2%	2.1%	2.0%
27	Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods, Woodward	50.4	1.8	3.6%	2.2%	1.8%
28	Lincoln, Pottawatomie, Seminole	31.9	1.1	3.3%	1.4%	1.1%
29	Nowata, Rogers, Washington	43.6	1.9	4.5%	1.9%	1.9%
30	Oklahoma	59.2	1.1	1.9%	2.6%	1.1%
31	Comanche, Cotton, Tillman, Jefferson, Stephens	42.9	1.5	3.5%	1.9%	1.5%
32	Comanche	38.0	1.3	3.5%	1.7%	1.3%
33	Tulsa	45.2	1.1	2.4%	2.0%	1.1%
34	Tulsa, Rogers	50.5	1.9	3.8%	2.2%	1.9%
35	Tulsa	66.9	1.1	1.7%	3.0%	1.1%
36	Tulsa & Wagoner	57.8	1.6	2.7%	2.6%	1.6%
37	Tulsa	38.9	1.1	2.9%	1.7%	1.1%
38	Custer, Greer, Harmon, Jackson, Kiowa, Washita	34.8	2.0	5.6%	1.5%	2.0%
39	Tulsa	70.9	2.0	2.8%	3.1%	2.0%
40	Oklahoma	93.3	3.3	3.6%	4.1%	3.3%
41	Oklahoma	41.4	1.6	3.8%	1.8%	1.6%
42	Oklahoma	30.1	1.4	4.8%	1.3%	1.4%

## 2016 Oklahoma Senate District Employment Characteristics

Senate District		Distri	District Employment (000)		<b>District Pct.of State</b>	
	(Counties)	Total	Travel	Pct.Travel	Total	Travel
43	Garvin, Grady, McClain, Stephens	38.7	1.6	4.1%	1.7%	1.6%
44	Oklahoma, Canadian	90.7	6.2	6.9%	4.0%	6.2%
45	Cleveland, Oklahoma, Canadian	51.7	2.6	5.0%	2.3%	2.6%
46	Oklahoma	93.1	2.3	2.5%	4.1%	2.3%
47	Oklahoma	44.7	1.3	3.0%	2.0%	1.3%
48	Oklahoma	100.1	2.6	2.6%	4.4%	2.6%
	State Total	2,264.4	100.1	4.4%	100.0%	100.0%

## **2016** 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	
1	Craig, Delaware, Mayes, Ottawa	\$1.5	\$4.4	\$5.9	\$220	\$660	\$880	
2	Mayes, Rogers	\$3.4	\$4.8	\$8.2	\$140	\$190	\$320	
3	Adair, Cherokee, Delaware, Mayes, Rogers	\$2.6	\$4.6	\$7.2	\$140	\$250	\$390	
4	Le Flore, Sequoyah	\$1.9	\$4.5	\$6.3	\$140	\$320	\$460	
5	Atoka, Choctaw, LeFlore, McCurtain, Pushmataha	\$2.2	\$4.4	\$6.6	\$220	\$440	\$660	
6	Atoka, Bryan, Coal, Johnston, Marshall	\$1.7	\$4.4	\$6.1	\$200	\$530	\$730	
7	Haskell, Hughes, Latimer, Okfuskee, Pittsburg	\$3.0	\$4.5	\$7.5	\$140	\$210	\$350	
8	McIntosh, Okfuskee, Okmulgee, Muskogee	\$2.3	\$4.7	\$7.0	\$100	\$200	\$310	
9	Cherokee, Muskogee	\$4.1	\$4.4	\$8.5	\$190	\$210	\$400	
10	Kay, Osage	\$2.4	\$4.6	\$7.0	\$120	\$230	\$350	
11	Osage, Tulsa	\$4.1	\$4.5	\$8.6	\$180	\$200	\$380	
12	Creek, Tulsa	\$3.6	\$4.9	\$8.5	\$70	\$100	\$170	
13	Pontotoc, Pottawatomie, Seminole, Garvin, Hughes	\$4.2	\$4.9	\$9.1	\$130	\$150	\$280	
14	Carter, Johnston, Love, Murray	\$1.6	\$4.4	\$6.0	\$370	\$980	\$1,350	
15	Cleveland, Oklahoma	\$3.7	\$4.8	\$8.5	\$130	\$170	\$300	
16	Cleveland	\$3.6	\$4.7	\$8.4	\$140	\$180	\$320	
17	Oklahoma, Pottawatomie	\$4.0	\$5.0	\$9.0	\$140	\$170	\$310	
18	Cherokee, Wagoner, Mayes, Muskogee, Tulsa	\$3.3	\$5.0	\$8.3	\$70	\$100	\$160	

## 2016 Oklahoma Senate District Government Revenue Impacts Revenue Generated by Revenue Per District

Sena	te District		ue Genera Visitor Spe	•	Reve	nue Per Di Household	
	(Counties)	Local	State	Total	Local	State	Total
19	Alfalfa, Garfield, Grant, Kay	\$4.3	\$4.8	\$9.1	\$190	\$210	\$390
20	Kingfisher, Logan, Noble, Pawnee	\$3.2	\$4.8	\$8.1	\$110	<b>\$170</b>	\$280
21	Payne	\$3.9	\$4.7	\$8.7	\$150	\$180	\$320
22	Canadian, Oklahoma	\$4.3	\$5.5	\$9.8	\$70	\$90	\$160
23	Canadian, Grady, Kingfisher	\$3.6	\$4.8	\$8.4	\$120	\$160	\$280
24	Cleveland	\$3.5	\$5.1	\$8.7	\$60	\$90	\$160
25	Tulsa	\$4.4	\$5.1	\$9.5	\$210	\$250	\$460
26	Beckham, Blaine, Caddo, Custer, Roger Mills, Kingfisher	\$4.3	\$4.8	\$9.1	\$150	\$170	\$320
27	Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods, Woodward	\$4.6	\$4.7	\$9.3	\$180	\$190	\$370
28	Lincoln, Pottawatomie, Seminole	\$3.7	\$5.0	\$8.7	\$80	\$100	\$180
29	Nowata, Rogers, Washington	\$2.7	\$4.7	\$7.4	\$140	\$240	\$380
30	Oklahoma	\$4.0	\$4.3	\$8.3	\$140	\$150	\$280
31	Comanche, Cotton, Tillman, Jefferson, Stephens	\$4.4	\$5.0	\$9.4	\$140	\$160	\$300
32	Comanche	\$4.3	\$5.0	\$9.3	\$140	\$170	\$310
33	Tulsa	\$4.4	\$5.4	\$9.8	\$110	\$140	\$250
34	Tulsa, Rogers	\$3.2	\$3.2	\$6.4	\$240	\$240	\$470
35	Tulsa	\$4.4	\$5.3	\$9.7	\$140	\$160	\$300
36	Tulsa & Wagoner	\$4.3	\$5.1	\$9.4	\$150	\$190	\$340
37	Tulsa	\$4.3	\$5.1	\$9.5	\$130	\$160	\$290
38	Custer, Greer, Harmon, Jackson, Kiowa, Washita	\$4.4	\$4.9	\$9.2	\$170	\$190	\$360
39	Tulsa	\$4.3	\$4.9	\$9.2	\$200	\$230	\$430
40	Oklahoma	\$4.3	\$5.0	\$9.3	\$330	\$370	\$700
41	Oklahoma	\$4.5	\$5.3	\$9.9	\$160	\$190	\$360
42	Oklahoma	\$4.6	\$5.4	\$9.9	\$160	\$190	\$340

## **2016** Oklahoma Senate District Government Revenue Impacts

Senate District			Revenue Generated by \$100 Visitor Spending		Revenue Per District  Household			
	(Counties)	Local	State	Total	Local	State	State Total	
43	Garvin, Grady, McClain, Stephens	\$2.8	\$4.7	\$7.4	\$110	\$180	\$290	
44	Oklahoma, Canadian	\$3.8	\$4.0	\$7.8	\$540	\$560	\$1,100	
45	Cleveland, Oklahoma, Canadian	\$3.8	\$4.0	\$7.7	\$270	\$290	\$560	
46	Oklahoma	\$4.4	\$5.1	\$9.6	\$270	\$320	\$590	
47	Oklahoma	\$4.4	\$5.1	\$9.5	\$160	\$190	\$350	
48	Oklahoma	\$4.4	\$5.1	\$9.6	\$240	\$280	\$510	
	State Total	\$3.3	\$4.6	\$7.9	\$170	\$240	\$410	

Craig, Delaware, Mayes, Ottawa

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$425	\$452
Earnings (millions)	\$112	\$124
Employment (thousands)	4.4	4.7
State & Local Tax Revenue (millions)	\$25.0	\$26.4
Local Tax Revenue	\$6.4	\$6.7
State Tax Revenue	\$18.6	\$19.8

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	4.7%
Travel Percent of Total District Employment	13.6%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Go	enerates	Visitor-Generated Tax Reversity per District Household	enues
Local tax revenue	\$1.5	Local tax revenue	\$220
State tax revenue	\$4.4	State tax revenue	\$660
Local & State Total	\$5.9	Local & State Total	\$880

Mayes, Rogers

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$126	\$140
Earnings (millions)	\$34	\$40
Employment (thousands)	1.6	1.9
State & Local Tax Revenue (millions)	\$10.2	\$11.4
Local Tax Revenue	\$4.3	\$4.8
State Tax Revenue	\$6.0	\$6.6

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.5%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	3.4%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.4	Local tax revenue	\$140
State tax revenue	\$4.8	State tax revenue	\$190
Local & State Total	\$8.2	Local & State Total	\$320

Adair, Cherokee, Delaware, Mayes, Rogers

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$159	\$171
Earnings (millions)	\$42	\$46
Employment (thousands)	2.0	2.2
State & Local Tax Revenue (millions)	\$11.4	\$12.2
Local Tax Revenue	\$4.2	\$4.4
State Tax Revenue	\$7.2	\$7.8

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.3%
Travel-generated employment	2.2%
Travel Percent of Total District Employment	7.2%

#### Visitor-generated tax revenue (2016)

\$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	\$7.2	Local & State Total	\$390

Le Flore, Sequoyah

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$210	\$207
Earnings (millions)	\$55	<b>\$</b> 57
Employment (thousands)	2.4	2.4
State & Local Tax Revenue (millions)	\$13.3	\$13.1
Local Tax Revenue	\$4.0	\$3.9
State Tax Revenue	\$9.3	\$9.2

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.9	Local tax revenue	\$140
State tax revenue	\$4.5	State tax revenue	\$320
Local & State Total	\$6.3	Local & State Total	\$460

Atoka, Choctaw, LeFlore, McCurtain, Pushmataha

Trave	<b>Impacts</b>	
IIuvc	inipacts	

·	2015	2016
Spending (millions)	\$282	\$319
Earnings (millions)	\$69	\$79
Employment (thousands)	3.0	3.3
State & Local Tax Revenue (millions)	\$18.8	\$21.2
Local Tax Revenue	\$6.3	\$7.1
State Tax Revenue	\$12.5	\$14.1

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	3.3%
Travel Percent of Total District Employment	9.2%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.2	Local tax revenue	\$220
State tax revenue	\$4.4	State tax revenue	\$440
Local & State Total	\$6.6	Local & State Total	\$660

Atoka, Bryan, Coal, Johnston, Marshall

Travel	<b>Impacts</b>
HUVCI	IIIIpacts

	2015	2016
Spending (millions)	\$384	\$380
Earnings (millions)	\$102	\$107
Employment (thousands)	3.9	4.1
State & Local Tax Revenue (millions)	\$23.5	\$23.1
Local Tax Revenue	\$6.6	\$6.4
State Tax Revenue	\$16.8	\$16.7

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	4.1%
Travel Percent of Total District Employment	10.2%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.7	Local tax revenue	\$200
State tax revenue	\$4.4	State tax revenue	\$530
Local & State Total	\$6.1	Local & State Total	\$730

Haskell, Hughes, Latimer, Okfuskee, Pittsburg

#### **Travel Impacts**

-	2015	2016
Spending (millions)	\$148	\$142
Earnings (millions)	\$41	\$41
Employment (thousands)	2.1	2.0
State & Local Tax Revenue (millions)	\$11.2	\$10.7
Local Tax Revenue	\$4.6	\$4.3
State Tax Revenue	\$6.6	\$6.4

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.0	Local tax revenue	\$140
State tax revenue	\$4.5	State tax revenue	\$210
Local & State Total	<b>\$7.</b> 5	Local & State Total	\$350

McIntosh, Okfuskee, Okmulgee, Muskogee

#### **Travel Impacts**

•	2015	2016
Spending (millions)	\$132	\$133
Earnings (millions)	\$35	\$37
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$9.2	\$9.3
Local Tax Revenue	\$3.0	\$3.0
State Tax Revenue	\$6.2	\$6.2

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.2%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	7.2%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.3	Local tax revenue	\$100
State tax revenue	\$4.7	State tax revenue	\$200
Local & State Total	\$7.0	Local & State Total	\$310

Cherokee, Muskogee

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$119	\$120
Earnings (millions)	\$28	\$30
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$10.1	\$10.1
Local Tax Revenue	\$4.9	\$4.9
State Tax Revenue	\$5.2	\$5.3

#### **Employment Characteristics (2016)**

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

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$190
State tax revenue	\$4.4	State tax revenue	\$210
Local & State Total	\$8.5	Local & State Total	\$400

Kay, Osage

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$213	\$213
Earnings (millions)	\$62	<b>\$6</b> 5
Employment (thousands)	3.1	3.1
State & Local Tax Revenue (millions)	\$14.9	\$14.8
Local Tax Revenue	\$5.2	\$5.1
State Tax Revenue	\$9.7	\$9.7

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.3%
Travel-generated employment	3.1%
Travel Percent of Total District Employment	10.4%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.4	Local tax revenue	\$120
State tax revenue	\$4.6	State tax revenue	\$230
Local & State Total	\$7.0	Local & State Total	\$350

Osage, Tulsa

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$166	\$165
Earnings (millions)	\$33	\$35
Employment (thousands)	1.5	1.6
State & Local Tax Revenue (millions)	\$11.7	\$11.9
Local Tax Revenue	\$5.5	\$5.6
State Tax Revenue	\$6.2	\$6.3

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	3.0%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	2.3%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$180
State tax revenue	\$4.5	State tax revenue	\$200
Local & State Total	\$8.6	Local & State Total	\$380

Creek, Tulsa

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$61	\$61
Earnings (millions)	\$15	\$16
Employment (thousands)	0.8	8.0
State & Local Tax Revenue (millions)	\$4.9	\$5.0
Local Tax Revenue	\$2.1	\$2.1
State Tax Revenue	\$2.8	\$2.9

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	0.8%
Travel Percent of Total District Employment	2.7%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.6	Local tax revenue	\$70
State tax revenue	\$4.9	State tax revenue	\$100
Local & State Total	\$8.5	Local & State Total	\$170

Pontotoc, Pottawatomie, Seminole, Garvin, Hughes

#### **Travel Impacts**

•	2015	2016
Spending (millions)	\$108	\$99
Earnings (millions)	\$30	\$30
Employment (thousands)	1.7	1.7
State & Local Tax Revenue (millions)	\$9.8	\$9.0
Local Tax Revenue	\$4.5	\$4.1
State Tax Revenue	\$5.2	\$4.9

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.9%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.2	Local tax revenue	\$130
State tax revenue	\$4.9	State tax revenue	\$150
Local & State Total	\$9.1	Local & State Total	\$280

Carter, Johnston, Love, Murray

**Travel Impacts** 

•	2015	2016
Spending (millions)	\$724	\$706
Earnings (millions)	\$172	\$175
Employment (thousands)	6.0	6.0
State & Local Tax Revenue (millions)	\$43.5	\$42.3
Local Tax Revenue	\$12.0	\$11.6
State Tax Revenue	\$31.5	\$30.7

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	6.0%
Travel Percent of Total District Employment	11.3%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.6	Local tax revenue	\$370
State tax revenue	\$4.4	State tax revenue	\$980
Local & State Total	\$6.0	Local & State Total	\$1,350

Cleveland, Oklahoma

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$134	\$130
Earnings (millions)	\$36	\$37
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$11.2	\$10.8
Local Tax Revenue	\$4.9	\$4.7
State Tax Revenue	\$6.3	\$6.1

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	4.6%

#### Visitor-generated tax revenue (2016)

\$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	\$170
Local & State Total	\$8.5	Local & State Total	\$300

Cleveland

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$132	\$128
Earnings (millions)	\$36	\$37
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$10.9	\$10.5
Local Tax Revenue	\$4.8	\$4.6
State Tax Revenue	\$6.1	\$5.9

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.6	Local tax revenue	\$140
State tax revenue	\$4.7	State tax revenue	\$180
Local & State Total	\$8.4	Local & State Total	\$320

Oklahoma, Pottawatomie

#### **Travel Impacts**

•	2015	2016
Spending (millions)	\$94	\$95
Earnings (millions)	\$27	\$29
Employment (thousands)	1.5	1.6
State & Local Tax Revenue (millions)	\$8.4	\$8.6
Local Tax Revenue	\$3.8	\$3.8
State Tax Revenue	\$4.7	\$4.8

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	5.1%

#### Visitor-generated tax revenue (2016)

\$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

#### **Travel Impacts**

_	2015	2016
Spending (millions)	\$66	\$66
Earnings (millions)	\$17	\$18
Employment (thousands)	1.0	1.0
State & Local Tax Revenue (millions)	\$5.3	\$5.4
Local Tax Revenue	\$2.1	\$2.2
State Tax Revenue	\$3.2	\$3.2

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.1%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	3.8%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.3	Local tax revenue	\$70
State tax revenue	\$5.0	State tax revenue	\$100
Local & State Total	\$8.3	Local & State Total	\$160

Alfalfa, Garfield, Grant, Kay

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$145	\$135
Earnings (millions)	\$38	\$37
Employment (thousands)	2.2	2.1
State & Local Tax Revenue (millions)	\$13.2	\$12.2
Local Tax Revenue	\$6.3	\$5.8
State Tax Revenue	\$6.8	\$6.4

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$190
State tax revenue	\$4.8	State tax revenue	\$210
Local & State Total	\$9.1	Local & State Total	\$390

Kingfisher, Logan, Noble, Pawnee

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$135	\$128
Earnings (millions)	\$36	\$36
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$10.8	\$10.1
Local Tax Revenue	\$4.4	\$4.1
State Tax Revenue	\$6.4	\$6.1

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	4.9%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.2	Local tax revenue	\$110
State tax revenue	\$4.8	State tax revenue	\$170
Local & State Total	\$8.1	Local & State Total	\$280

**Payne** 

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$132	\$117
Earnings (millions)	\$34	\$32
Employment (thousands)	2.1	1.9
State & Local Tax Revenue (millions)	\$11.4	\$10.1
Local Tax Revenue	\$5.3	\$4.5
State Tax Revenue	\$6.2	\$5.5

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	3.8%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.9	Local tax revenue	\$150
State tax revenue	\$4.7	State tax revenue	\$180
Local & State Total	\$8.7	Local & State Total	\$320

Canadian, Oklahoma

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$56	\$55
Earnings (millions)	\$14	\$14
Employment (thousands)	0.6	0.6
State & Local Tax Revenue (millions)	\$5.4	\$5.3
Local Tax Revenue	\$2.4	\$2.3
State Tax Revenue	\$3.0	\$3.0

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.2%
Travel-generated employment	0.6%
Travel Percent of Total District Employment	2.4%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$70
State tax revenue	\$5.5	State tax revenue	\$90
Local & State Total	\$9.8	Local & State Total	\$160

Canadian, Grady, Kingfisher

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$139	\$128
Earnings (millions)	\$37	\$37
Employment (thousands)	2.2	2.1
State & Local Tax Revenue (millions)	\$11.5	\$10.7
Local Tax Revenue	\$5.0	\$4.6
State Tax Revenue	\$6.5	\$6.1

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.8%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	5.0%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.6	Local tax revenue	\$120
State tax revenue	\$4.8	State tax revenue	\$160
Local & State Total	\$8.4	Local & State Total	\$280

Cleveland

Travel	<b>Impacts</b>
Hutci	iiipacts

	2015	2016
Spending (millions)	\$69	\$68
Earnings (millions)	\$17	\$18
Employment (thousands)	0.9	0.9
State & Local Tax Revenue (millions)	\$5.8	\$5.7
Local Tax Revenue	\$2.4	\$2.3
State Tax Revenue	\$3.5	\$3.4

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.5	Local tax revenue	\$60
State tax revenue	\$5.1	State tax revenue	\$90
Local & State Total	\$8.7	Local & State Total	\$160

Tulsa

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$177	\$183
Earnings (millions)	\$52	\$56
Employment (thousands)	2.0	2.1
State & Local Tax Revenue (millions)	\$14.2	\$14.4
Local Tax Revenue	\$6.5	\$6.5
State Tax Revenue	\$7.7	\$7.9

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.6%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	3.7%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Reve per District Household	enues
Local tax revenue	\$4.4	Local tax revenue	\$210
State tax revenue	\$5.1	State tax revenue	\$250
Local & State Total	\$9.5	Local & State Total	\$460

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

Travel Ir	npacts
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	2015	2016
Spending (millions)	\$120	\$114
Earnings (millions)	\$31	\$32
Employment (thousands)	1.9	2.0
State & Local Tax Revenue (millions)	\$10.9	\$10.3
Local Tax Revenue	\$5.2	\$4.9
State Tax Revenue	\$5.7	\$5.5

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	4.2%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Reve per District Household	nues
Local tax revenue	\$4.3	Local tax revenue	\$150
State tax revenue	\$4.8	State tax revenue	\$170
Local & State Total	\$9.1	Local & State Total	\$320

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

Travel	<b>Impacts</b>
HUVCI	iiipacts

·	2015	2016
Spending (millions)	\$156	\$126
Earnings (millions)	\$36	\$30
Employment (thousands)	2.2	1.8
State & Local Tax Revenue (millions)	\$14.8	\$11.7
Local Tax Revenue	\$7.5	\$5.8
State Tax Revenue	\$7.3	\$5.9

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.8%
Travel Percent of Total District Employment	3.6%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Reve per District Household	enues
Local tax revenue	\$4.6	Local tax revenue	\$180
State tax revenue	\$4.7	State tax revenue	\$190
Local & State Total	\$9.3	Local & State Total	\$370

Lincoln, Pottawatomie, Seminole

Travel	<b>Impacts</b>
Have	HIIIDACIS

	2015	2016
Spending (millions)	\$64	\$65
Earnings (millions)	<b>\$17</b>	\$18
Employment (thousands)	1.0	1.1
State & Local Tax Revenue (millions)	\$5.5	\$5.7
Local Tax Revenue	\$2.3	\$2.4
State Tax Revenue	\$3.1	\$3.2

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	3.3%

## Visitor-generated tax revenue (2016)

\$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**

	2015	2016
Spending (millions)	\$163	\$167
Earnings (millions)	\$42	\$45
Employment (thousands)	1.8	1.9
State & Local Tax Revenue (millions)	\$11.9	\$12.2
Local Tax Revenue	\$4.4	\$4.5
State Tax Revenue	\$7.5	\$7.8

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.7	Local tax revenue	\$140
State tax revenue	\$4.7	State tax revenue	\$240
Local & State Total	\$7.4	Local & State Total	\$380

Oklahoma

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$147	\$146
Earnings (millions)	\$27	\$28
Employment (thousands)	1.1	1.1
State & Local Tax Revenue (millions)	\$9.0	\$8.9
Local Tax Revenue	\$4.3	\$4.2
State Tax Revenue	\$4.8	\$4.7

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.0	Local tax revenue	\$140
State tax revenue	\$4.3	State tax revenue	\$150
Local & State Total	\$8.3	Local & State Total	\$280

Comanche, Cotton, Tillman, Jefferson, Stephens

## **Travel Impacts**

	2015	2016
Spending (millions)	\$117	\$110
Earnings (millions)	\$28	\$27
Employment (thousands)	1.6	1.5
State & Local Tax Revenue (millions)	\$10.2	\$9.6
Local Tax Revenue	\$4.8	\$4.5
State Tax Revenue	\$5.4	\$5.1

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$140
State tax revenue	\$5.0	State tax revenue	\$160
Local & State Total	\$9.4	Local & State Total	\$300

Comanche

#### **Travel Impacts**

•	2015	2016
Spending (millions)	\$96	\$91
Earnings (millions)	\$25	\$24
Employment (thousands)	1.4	1.3
State & Local Tax Revenue (millions)	\$8.7	\$8.2
Local Tax Revenue	\$4.0	\$3.8
State Tax Revenue	\$4.7	\$4.4

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.7%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	3.5%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Reve per District Household	enues
Local tax revenue	\$4.3	Local tax revenue	\$140
State tax revenue	\$5.0	State tax revenue	\$170
Local & State Total	\$9.3	Local & State Total	\$310

Tulsa

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$93	\$96
Earnings (millions)	\$26	\$29
Employment (thousands)	1.0	1.1
State & Local Tax Revenue (millions)	\$7.7	\$7.8
Local Tax Revenue	\$3.4	\$3.4
State Tax Revenue	\$4.3	\$4.3

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	2.0%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	2.4%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Reversity per District Household	enues
Local tax revenue	\$4.4	Local tax revenue	\$110
State tax revenue	\$5.4	State tax revenue	\$140
Local & State Total	\$9.8	Local & State Total	\$250

Tulsa, Rogers

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$352	\$347
Earnings (millions)	\$43	\$46
Employment (thousands)	1.8	1.9
State & Local Tax Revenue (millions)	\$13.9	\$14.0
Local Tax Revenue	\$6.9	\$7.0
State Tax Revenue	\$6.9	\$7.1

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	3.8%

## Visitor-generated tax revenue (2016)

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

Tulsa

•	2015	2016
Spending (millions)	\$94	\$96
Earnings (millions)	\$26	\$28
Employment (thousands)	1.1	1.1
State & Local Tax Revenue (millions)	\$8.3	\$8.4
Local Tax Revenue	\$3.8	\$3.8
State Tax Revenue	\$4.6	\$4.6

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	3.0%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	1.7%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$140
State tax revenue	\$5.3	State tax revenue	\$160
Local & State Total	\$9.7	Local & State Total	\$300

Tulsa & Wagoner

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$123	\$125
Earnings (millions)	\$33	\$35
Employment (thousands)	1.5	1.6
State & Local Tax Revenue (millions)	\$11.1	\$11.2
Local Tax Revenue	\$5.0	\$5.1
State Tax Revenue	\$6.0	\$6.1

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.6%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	2.7%

## Visitor-generated tax revenue (2016)

\$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	\$190
Local & State Total	\$9.4	Local & State Total	\$340

Tulsa

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$99	\$99
Earnings (millions)	\$24	\$25
Employment (thousands)	1.1	1.1
State & Local Tax Revenue (millions)	\$8.8	\$9.0
Local Tax Revenue	\$4.0	\$4.1
State Tax Revenue	\$4.8	\$4.9

#### **Employment Characteristics (2016)**

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 (2016)

\$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	\$160
Local & State Total	\$9.5	Local & State Total	\$290

Custer, Greer, Harmon, Jackson, Kiowa, Washita

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$107	\$107
Earnings (millions)	\$31	\$32
Employment (thousands)	1.9	2.0
State & Local Tax Revenue (millions)	\$9.8	\$9.8
Local Tax Revenue	\$4.7	\$4.7
State Tax Revenue	\$5.1	\$5.2

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.5%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	5.6%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$170
State tax revenue	\$4.9	State tax revenue	\$190
Local & State Total	\$9.2	Local & State Total	\$360

Tulsa

#### **Travel Impacts**

·	2015	2016
Spending (millions)	\$176	\$178
Earnings (millions)	\$44	\$47
Employment (thousands)	1.9	2.0
State & Local Tax Revenue (millions)	\$14.2	\$14.4
Local Tax Revenue	\$6.6	\$6.7
State Tax Revenue	\$7.6	\$7.8

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	3.1%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	2.8%

## Visitor-generated tax revenue (2016)

\$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	\$9.2	Local & State Total	\$430

Oklahoma

#### **Travel Impacts**

•	2015	2016
Spending (millions)	\$276	\$274
Earnings (millions)	\$81	\$84
Employment (thousands)	3.3	3.3
State & Local Tax Revenue (millions)	\$23.0	\$22.7
Local Tax Revenue	\$10.6	\$10.5
State Tax Revenue	\$12.3	\$12.2

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	4.1%
Travel-generated employment	3.3%
Travel Percent of Total District Employment	3.6%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$330
State tax revenue	\$5.0	State tax revenue	\$370
Local & State Total	\$9.3	Local & State Total	\$700

Oklahoma

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$129	\$128
Earnings (millions)	\$38	\$40
Employment (thousands)	1.5	1.6
State & Local Tax Revenue (millions)	\$11.6	\$11.5
Local Tax Revenue	\$5.3	\$5.2
State Tax Revenue	\$6.3	\$6.3

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	3.8%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.5	Local tax revenue	\$160
State tax revenue	\$5.3	State tax revenue	\$190
Local & State Total	\$9.9	Local & State Total	\$360

Oklahoma

#### **Travel Impacts**

•	2015	2016
Spending (millions)	\$118	\$116
Earnings (millions)	\$34	\$35
Employment (thousands)	1.4	1.4
State & Local Tax Revenue (millions)	\$11.4	\$11.2
Local Tax Revenue	\$5.2	\$5.1
State Tax Revenue	\$6.2	\$6.1

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.3%
Travel-generated employment	1.4%
Travel Percent of Total District Employment	4.8%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.6	Local tax revenue	\$160
State tax revenue	\$5.4	State tax revenue	\$190
Local & State Total	\$9.9	Local & State Total	\$340

Garvin, Grady, McClain, Stephens

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$126	\$118
Earnings (millions)	\$33	\$32
Employment (thousands)	1.7	1.6
State & Local Tax Revenue (millions)	\$9.5	\$8.7
Local Tax Revenue	\$3.6	\$3.2
State Tax Revenue	\$5.8	\$5.5

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	1.6%
Travel Percent of Total District Employment	4.1%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.8	Local tax revenue	\$110
State tax revenue	\$4.7	State tax revenue	\$180
Local & State Total	\$7.4	Local & State Total	\$290

Oklahoma, Canadian

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$730	\$718
Earnings (millions)	\$146	\$151
Employment (thousands)	6.1	6.2
State & Local Tax Revenue (millions)	\$43.7	\$43.3
Local Tax Revenue	\$21.2	\$21.1
State Tax Revenue	\$22.5	\$22.3

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	4.0%
Travel-generated employment	6.2%
Travel Percent of Total District Employment	6.9%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.8	Local tax revenue	\$540
State tax revenue	\$4.0	State tax revenue	\$560
Local & State Total	\$7.8	Local & State Total	\$1,100

Cleveland, Oklahoma, Canadian

#### **Travel Impacts**

	2015	2016
Spending (millions)	\$306	\$301
Earnings (millions)	\$58	\$60
Employment (thousands)	2.5	2.6
State & Local Tax Revenue (millions)	\$18.1	<b>\$</b> 1 <i>7</i> .9
Local Tax Revenue	\$8.8	\$8.7
State Tax Revenue	\$9.4	\$9.2

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.3%
Travel-generated employment	2.6%
Travel Percent of Total District Employment	5.0%

#### Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.8	Local tax revenue	\$270
State tax revenue	\$4.0	State tax revenue	\$290
Local & State Total	\$7.7	Local & State Total	\$560

Oklahoma

## **Travel Impacts**

·	2015	2016
Spending (millions)	\$182	\$180
Earnings (millions)	\$54	\$56
Employment (thousands)	2.3	2.3
State & Local Tax Revenue (millions)	\$16.8	\$16.7
Local Tax Revenue	\$7.8	\$7.7
State Tax Revenue	\$9.1	\$9.0

# **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$270
State tax revenue	\$5.1	State tax revenue	\$320
Local & State Total	\$9.6	Local & State Total	\$590

Oklahoma

#### **Travel Impacts**

•	2015	2016
Spending (millions)	\$123	\$122
Earnings (millions)	\$33	\$34
Employment (thousands)	1.3	1.3
State & Local Tax Revenue (millions)	\$10.0	\$9.9
Local Tax Revenue	\$4.6	\$4.5
State Tax Revenue	\$5.4	\$5.4

#### **Employment Characteristics (2016)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	3.0%

## Visitor-generated tax revenue (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$160
State tax revenue	\$5.1	State tax revenue	\$190
Local & State Total	\$9.5	Local & State Total	\$350

Oklahoma

#### **Travel Impacts**

-	2015	2016
Spending (millions)	\$208	\$205
Earnings (millions)	\$60	\$62
Employment (thousands)	2.5	2.6
State & Local Tax Revenue (millions)	\$19.5	\$19.3
Local Tax Revenue	\$9.0	\$8.9
State Tax Revenue	\$10.5	\$10.3

#### **Employment Characteristics (2016)**

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 (2016)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.4	Local tax revenue	\$240
State tax revenue	\$5.1	State tax revenue	\$280
Local & State Total	\$9.6	Local & State Total	\$510

# **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.<sup>2</sup>
- 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 101 House Districts was about 39,000 in 2016. 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 = (56/\$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.<sup>3</sup> 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, 2010-2016 (December 2017). Prepared by Dean Runyan Associates for the Oklahoma Tourism and Recreation Department.