

# Oklahoma Travel Impacts 2010-2014



Photo Credit: Oklahoma Tourism

December 2015

*Prepared for the*

Oklahoma Tourism and Recreation Department  
Oklahoma City, Oklahoma



# **OKLAHOMA TRAVEL IMPACTS 2010-2014**

Oklahoma Tourism and Recreation Department

Primary Research Conducted By:  
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Portland, Oregon

**December 2015**



## EXECUTIVE SUMMARY

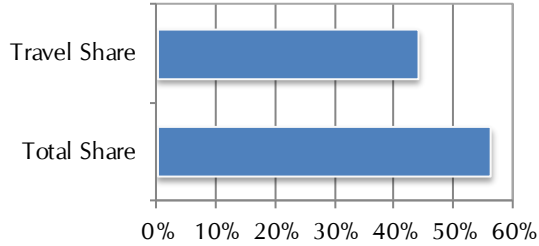
This report describes the economic impacts of travel to and through Oklahoma and the state's seventy-seven counties. The estimates of the direct impacts associated with traveler spending in Oklahoma were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The estimates for Oklahoma are generally comparable to the U.S. Travel and Tourism Satellite Accounts produced by the Bureau of Economic Analysis. The estimates of spending, earnings, employment and tax receipts are also used as input data to derive estimates of other economic measures, including gross domestic product (GDP) and secondary effects of the travel industry.

### SUMMARY OF RECENT TRENDS

- Total direct travel spending in Oklahoma was \$8.9 billion in 2014. This represents a 2.5 percent increase over the preceding year in current dollars. In real dollars (adjusted for inflation) Oklahoma travel spending increased by 1.6 percent. Since 2010, real travel spending in the state has increased by 2.1 percent per year.
- Direct travel-generated employment was 95,400 in 2014. Employment has increased by 2.5 percent per year since 2010. Earnings (\$2.0 billion in 2014) have increased by 4.0 percent per year since 2010.
- Local, state and federal tax revenue generated by travel spending was \$972 million in 2014. This is equivalent to \$640 for each Oklahoma household. The local and state tax revenues generated by travel spending represent 4.0 percent of all local and state tax revenues collected in Oklahoma.
- The Gross Domestic Product of the Oklahoma travel industry was \$3.2 billion in 2014. The travel industry is the third highest export-orientated industry in the state, following oil and gas, and agriculture/food processing.
- The total (direct, indirect and induced) employment supported by the Oklahoma travel industry was 146,410 jobs. The total earnings supported by the travel industry was \$3.7 billion. These total impacts reflect the re-spending of income by travel industry employees and businesses on additional goods and services.

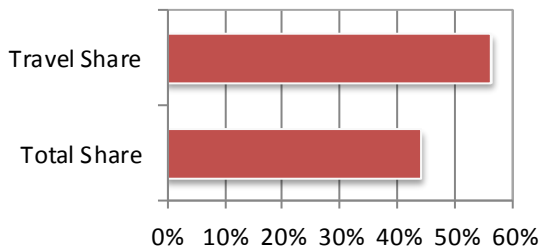
## THE OKLAHOMA TRAVEL INDUSTRY BENEFITS ALL AREAS OF THE STATE

### Five Largest Counties



The five largest counties in the state (Oklahoma, Tulsa, Cleveland, Comanche and Canadian) have over one-half (56 percent) of the total employment in the state 44 percent of direct travel-generated employment. Travel-generated employment represents 3.2 percent of all employment in these counties.

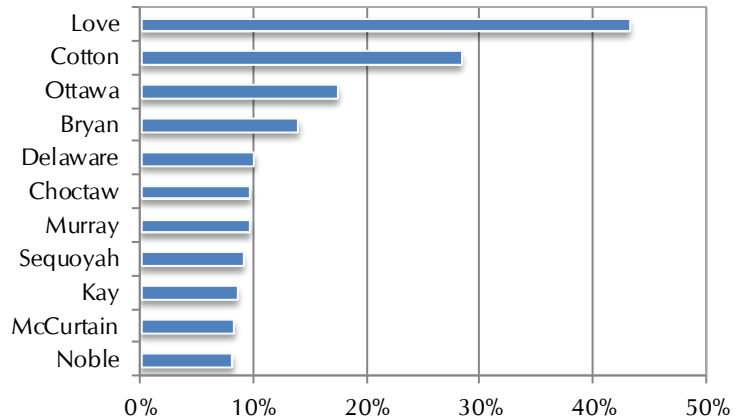
### All other Oklahoma Counties



The remaining 72 counties in the state have 44 percent of total employment in Oklahoma and 56 percent of direct travel-generated employment. Travel-generated employment represents 5.3 percent of all employment in these counties.

### Counties with more than Eight Percent Travel Employment Share

The counties with the greatest share of direct travel-generated employment are all non-metropolitan. They include counties with second homes, tribal casinos and destination resorts.



## OKLAHOMA TRAVEL IMPACTS, 2010-2014

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## PREFACE

The purpose of this study is to document the economic significance of the travel industry in Oklahoma from 2010 to 2014. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue.

Dean Runyan Associates prepared this study for the Oklahoma Tourism and Recreation Department. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research and travel and tourism planning.

Many individuals and organizations provided data and assistance for this report. State agencies include the Oklahoma Tax Commission, Oklahoma Department of Commerce, and Oklahoma State Parks. Federal agencies that maintain data essential for this report include the Bureau of Economic Analysis, the Department of Labor, the Department of Transportation, the U.S. Forest Service, and the National Park Service. In addition, local jurisdictions, Convention and Visitors Bureaus, and travel and tourism organizations throughout the state of Oklahoma contributed information essential for this report.

Special thanks are due to Kim Caplinger, Director, Public Policy and Research for the Oklahoma Tourism & Recreation Department. Without her support and assistance, this report would not have been possible.

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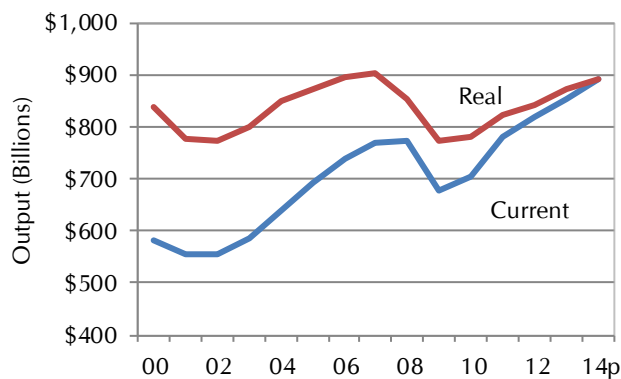
## I. U.S. TRAVEL



The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts.<sup>1</sup> Both graphs show direct tourism output for the United States – spending by resident and foreign visitors.

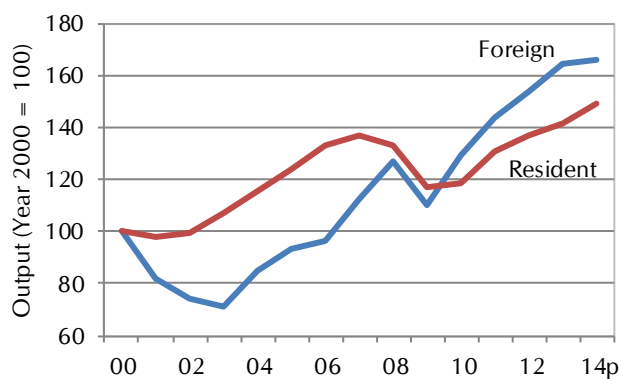
### Annual Direct Travel Spending in U.S., 2000-14p



Spending by resident and foreign visitors was \$894 billion in 2014 in current dollars. This represents a 4.5 percent increase over 2013. When adjusted for changes in prices (real dollars), spending increased by 2.5 percent from 2013 to 2014 – compared to a 3.6 percent increase from 2012 to 2013.

### Spending by Foreign\* and Resident Travelers in U.S.

(Current Dollars; Year 2000 = 100)



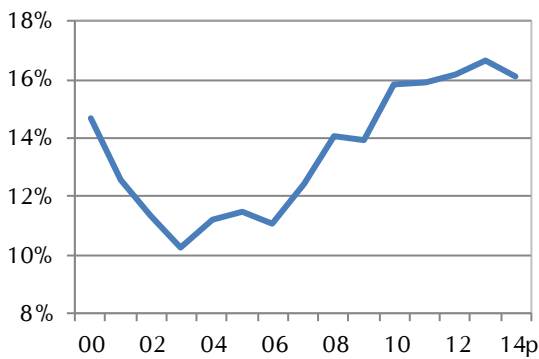
\*Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2014, the increase in spending by resident visitors (5.1 percent) exceeded the increase in foreign visitor spending (1.0 percent). This is the first time that resident spending growth was greater than foreign since the 2008-09 recession.

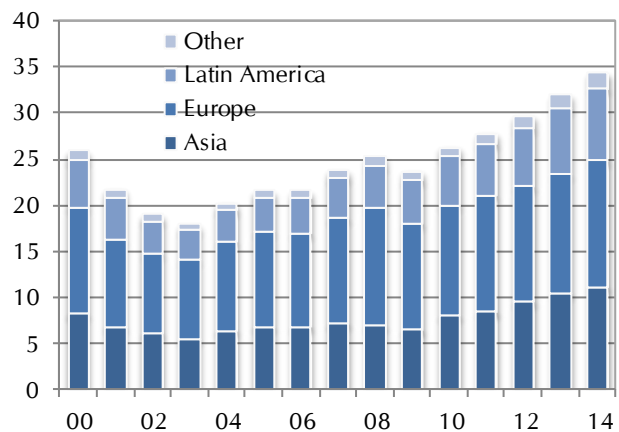
<sup>1</sup> See <http://www.bea.gov/industry/index.htm#satellite>.

The top left chart shows that the foreign share of U.S. internal travel declined in 2014 because of the lower rate of growth of foreign visitor spending (shown in preceding chart).<sup>2</sup> However, as the graph on the right indicates, overseas arrivals to the U.S. (34.4 million in 2014) continued to increase – 7.4 percent in 2014, following a 7.6 percent increase in 2013. Rather, much of the explanation for the declining foreign share of internal travel in the U.S. is due to the increasing value of U.S. currency (see bottom left chart). As the value of foreign currencies fall relative to the U.S. dollar, foreign visitors have less money to spend on U.S. goods and services.

**Foreign Share of U.S. Internal Travel Spending**

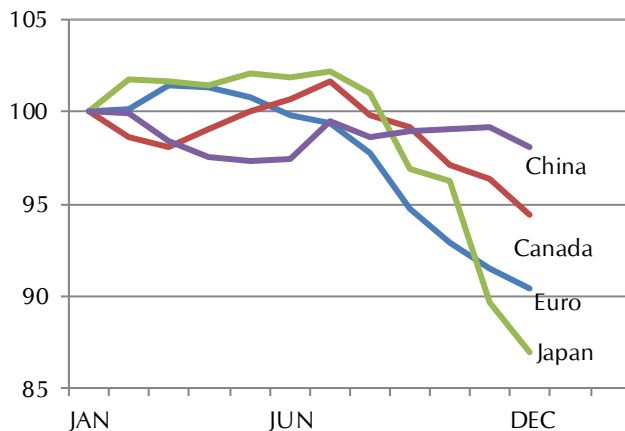


**Overseas Arrivals (Millions)**



**Relative Value of Selected Foreign Currencies compared to U.S. Dollar**

Monthly Averages, 2014



Sources:

Foreign Share of U.S Internal Travel: Bureau of Economic Analysis Travel & Tourism Satellite Accounts and International Transactions.

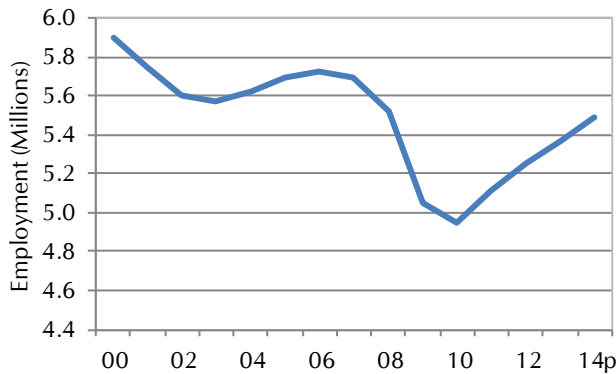
Overseas Arrivals: Office of Travel and Tourism Industries, U.S. Department of Commerce.

Relative Value of Selected Foreign Currencies: USForex, Inc. ([www.usforex.com](http://www.usforex.com))

<sup>2</sup> Internal travel does not include spending on international airfares to U.S carriers.

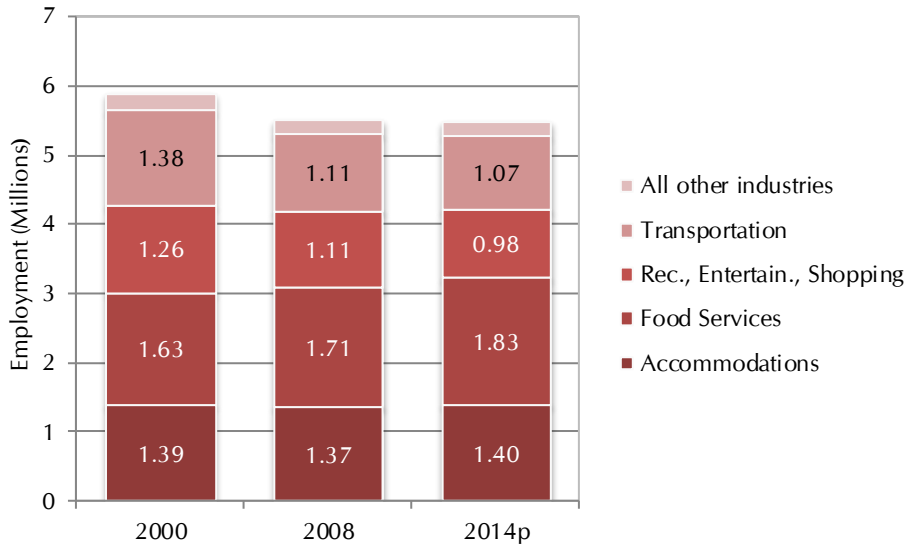
The following two graphs show employment trends since 2000. The first graph shows that travel-generated employment has increased at a steady rate since 2010, although it is still below the level attained prior to the 2008-09 recession. The second graph shows the employment trends of different types of businesses within the travel industry. The only industry that has exhibited substantial growth has been food services.

### U.S. Travel Industry Employment



Source: Bureau of Economic Analysis  
Travel & Tourism  
Satellite Accounts.

### Components of U.S. Travel Industry Employment



## II. OKLAHOMA TRAVEL IMPACTS



The multi-billion dollar travel industry in Oklahoma is an important part of the state and local economies. The industry is represented primarily by businesses in the leisure and hospitality sector, transportation, and retail. The money that visitors spend on various goods and services while in Oklahoma produces business receipts at these firms, which in turn generate earnings and employment for Oklahoma residents. In addition, state and local governments collect taxes that are generated from visitor spending. Most of these taxes are imposed on the sale of goods and services to visitors, thus avoiding a tax burden on local residents.

The economic impacts directly generated by visitor spending also contribute to significant secondary impacts. A portion of the business receipts generated by visitor spending is spent by businesses within Oklahoma for other goods and services (indirect impacts). Visitor generated earnings are also spent by employees for goods and services produced in Oklahoma (induced impacts).

#### **SUMMARY OF OKLAHOMA TRAVEL**

- Total direct travel spending in Oklahoma was \$8.9 billion in 2014. This represents a 2.5 percent increase over the preceding year in current dollars. In real dollars (adjusted for inflation) Oklahoma travel spending increased by 1.6 percent. Since 2010, real travel spending in the state has increased by 2.1 percent per year.
- Direct travel-generated employment was 95,400 in 2014. Employment has increased by 2.5 percent per year since 2010. Earnings (\$2.0 billion in 2014) have increased by 4.0 percent per year since 2010.
- Local, state and federal tax revenue generated by travel spending totaled \$972 million in 2014: \$261 million local, \$366 million state, and \$344 million federal. This is equivalent to \$640 for each Oklahoma household (state and local tax revenue is equivalent to \$420 for each Oklahoma household). The local and state tax revenues generated by travel spending represent 4.0 percent of all local and state tax revenues collected in Oklahoma.
- The Gross Domestic Product of the Oklahoma travel industry was \$3.2 billion in 2014. The travel industry is the third highest export-orientated industry in the state, following oil and gas, and agriculture/food processing.
- The total (direct, indirect and induced) employment supported by the Oklahoma travel industry was 146,410 jobs. The total earnings supported by the travel industry was \$3.7 billion. These total impacts reflect the re-spending of income by travel industry employees and businesses on additional goods and services.



## TRAVEL TRENDS

Travel spending and all other related impacts increased in 2014. Most importantly, both travel-generated employment and government revenue continued to grow. Over the past five years, employment has increased by 2.5 percent on annual basis. Local government revenue has increased by 5.9 percent and state government revenue has increased by 3.5 percent over the same period.

A more detailed analysis of recent Oklahoma travel trends can be found on the following page. Detailed breakouts of statewide travel impacts can be found on page 17. A discussion of government revenue generated by travel spending can be found on page 9.

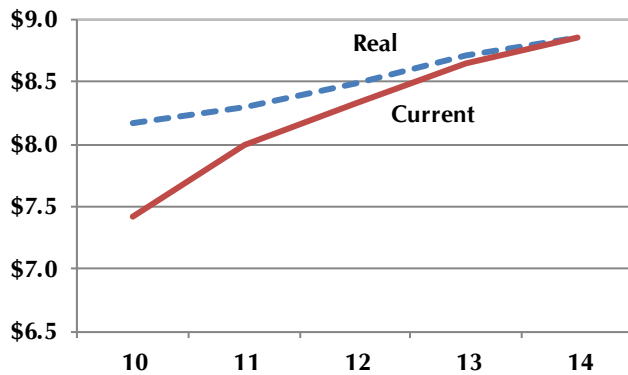
### Oklahoma Travel Trends, 2010-2014

	Spending	Earnings	Employment	Government Revenue (\$Million)		
	(\$Billion)	(\$Billion)	(Thousand)	Local	State	Federal
2010	7.4	1.7	86.4	207	319	305
2011	8.0	1.8	88.6	219	327	297
2012	8.3	1.9	90.7	238	343	305
2013	8.6	1.9	93.0	251	356	332
2014	8.9	2.0	95.4	261	366	344
<i>Annual Percentage Change</i>						
13-14	2.5	4.1	2.5	4.2	3.0	3.6
10-14	4.6	4.0	2.5	5.9	3.5	3.1

Earnings include payroll, earned benefits and proprietor income. Employment includes payroll employees and proprietors. State government revenue includes the visitor-generated share of tribal gaming exclusivity fees. Other sources of government revenue are described on page 9.

*With the exception of the secondary and total employment and earnings impacts shown on pages 13-16 of this report, these travel impact estimates refer to direct impacts only. In addition, these estimates do not include the airline maintenance facility located in Tulsa, nor the administrative headquarters of auto rental businesses located in Tulsa and Oklahoma City. While these businesses are clearly part of the larger U.S. travel industry and benefit Oklahoma residents, they are not directly related to visitation to or within the state of Oklahoma.*

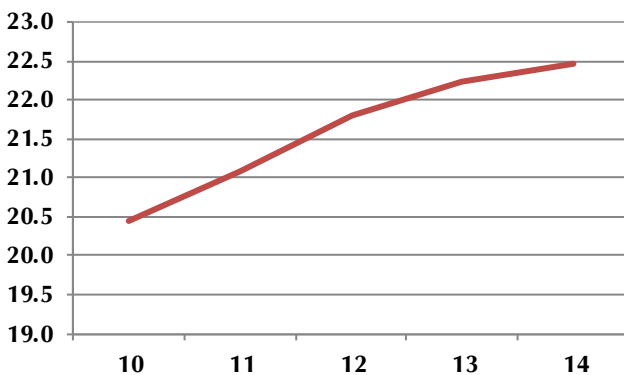
**Travel Spending** (Billions)



The top graph shows travel spending in current dollars (no inflation adjustment) and real dollars (adjusted for inflation). In real dollars, travel spending increased by 1.6 percent from 2013 to 2014 and 2.1 percent per year from 2010 to 2014. Room rates have been the primary source of price increases in recent years.

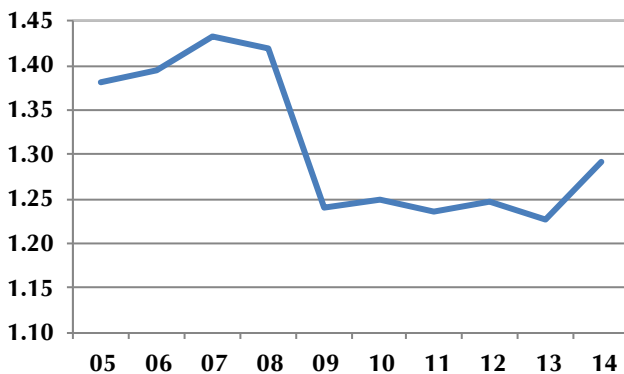
Sources: Bureau of Labor Statistics CPI, STR Inc., Energy Information Administration and Bureau of Transportation Origin and Destination Survey.

**Overnight Person Trips** (Millions)



Overnight person trips have showed modest increases over the past two years following the earlier recovery from the 2008-09 recession. *(A more detailed breakout of overnight visitor volume is shown on page 10)*

**Visitor Air Arrivals** (Millions)



Visitor air arrivals on domestic airlines are shown in the bottom graph for the years 2005 through 2014. In recent years, visitor air arrivals have been equivalent to about 20 percent of all overnight person-trips. Air travel remains below pre-recessionary levels due to the capacity constraints of airlines.

Source: Bureau of Transportation Origin and Destination Survey

## TRAVEL-GENERATED GOVERNMENT REVENUE

The top pie chart shows the distribution of travel-generated government revenue. Federal taxes include income, payroll, airline ticket motor fuel taxes. State and local taxes are shown in the next pie chart.

Total local, state and federal tax revenue is equivalent to \$640 per resident Oklahoma household. Travel-generated local and state tax revenue represents about 4 percent of all local and state tax collections. (This does not include tribal gaming exclusivity fees.)

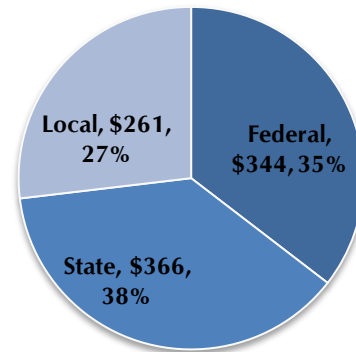
**State sales & other taxes** include the mixed beverage gross receipts tax, the motor fuel tax and the auto rental tax. The sales tax payments of both visitors and travel business employees are included. Sales tax revenue reflects the state sales tax payments attributable to the income of travel industry employees.

**Local sales & other taxes** include lodging taxes and passenger facility charges for visitors traveling to Oklahoma by air. As with state sales tax revenue, the local sales tax payments of both visitors and travel industry employees are included.

Over 80 percent of all local and state tax revenue is attributable to visitors (both Oklahoma residents and out-of-state visitors). In addition, travel businesses and employee tax payments include sales, income, and property taxes, as well as the travel-generated portion of the tribal gaming exclusivity fees.

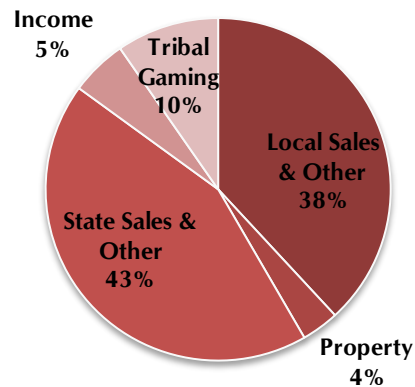
### Local, State & Federal Revenue

(Millions)



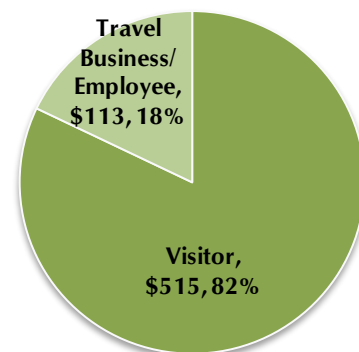
### Local & State Revenue (Millions)

by Tax Category



### Local & State Revenue (Millions)

by Local Resident or Visitor



## OVERNIGHT VISITOR VOLUME AND AVERAGE DAILY SPENDING

### Oklahoma Visitor Spending by Type of Traveler Accommodation (\$Million)

	2010	2011	2012	2013	2014
All Overnight	4,741	5,165	5,483	5,719	5,856
Hotel, Motel	2,920	3,199	3,484	3,693	3,832
Private Home	1,267	1,370	1,400	1,418	1,421
Other Overnight	554	596	600	608	603
Day Travel	2,064	2,190	2,240	2,333	2,398
Destination Spending	6,804	7,355	7,723	8,052	8,254

The *Hotel, Motel* category includes all lodging where a lodging and/or sales tax is collected (e.g., B&B's, cabins, vacation home rentals). *Other overnight* includes campgrounds and second homes.

### Average Expenditures for Overnight Visitors to Oklahoma, 2014

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$388	\$942	\$161	\$385	2.4	2.4
Air Transportation	\$391	\$1,455	\$223	\$832	1.7	3.7
Ground Transportation	\$382	\$888	\$153	\$356	2.5	2.3
Private Home	\$114	\$367	\$50	\$158	2.3	3.2
Air Transportation	\$156	\$882	\$91	\$515	1.7	5.6
Ground Transportation	\$107	\$321	\$45	\$135	2.4	3.0
Other Overnight	\$188	\$545	\$58	\$170	3.2	2.9
All Overnight	\$230	\$648	\$94	\$261	2.5	2.8

### Overnight Visitor Volume, 2012-2014

	Person-Nights (Million)			Party-Nights (Million)		
	2012	2013	2014	2012	2013	2014
Hotel, Motel	22.4	23.3	23.8	9.3	9.6	9.9
Private Home	28.3	28.4	28.4	12.4	12.4	12.4
Other Overnight	10.4	10.4	10.4	3.2	3.2	3.2
All Overnight	61.0	62.1	62.6	24.8	25.2	25.5

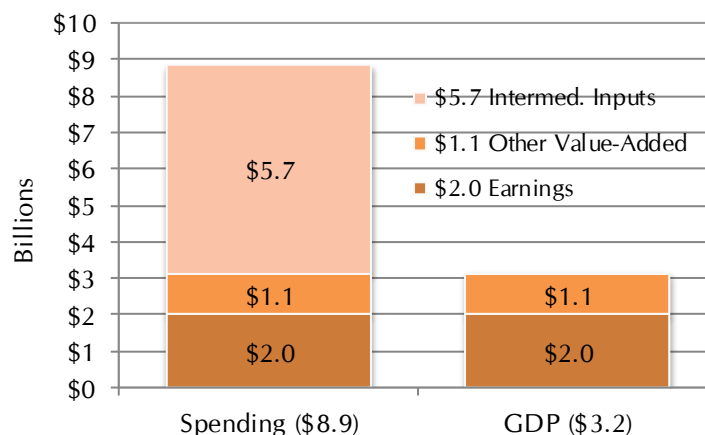
	Person-Trips (Million)			Party-Trips (Million)		
	2012	2013	2014	2012	2013	2014
Hotel, Motel	9.3	9.7	9.9	3.8	4.0	4.1
Private Home	9.0	9.0	9.0	3.8	3.9	3.9
Other Overnight	3.5	3.5	3.5	1.1	1.1	1.1
All Overnight	21.8	22.2	22.5	8.8	8.9	9.0

## OKLAHOMA TRAVEL INDUSTRY GROSS DOMESTIC PRODUCT

In concept, the Gross Domestic Product (GDP) of a particular industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always smaller than output or sales because GDP measures only the “value added” of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. Alternatively, GDP can be thought of as the sum of earnings, indirect business taxes (primarily excise and property taxes) and other operating surplus (including profits). Estimates of travel spending and travel industry GDP are shown in the chart below. Oklahoma travel industry GDP amounted to \$3.2 billion in 2014.

About 64 percent of all travel spending in Oklahoma is attributed to intermediate inputs and goods resold at retail. Intermediate inputs cover a range of goods and services that are purchased by travel industry businesses for the purpose of creating a product or service for the traveler. For example, lodging establishments purchase cable television services. Restaurants purchase food and beverages from vendors. In both cases, these inputs are classified as the GDP of other industries. In addition, travel spending occurs at many retail establishments where the goods purchased from the retailer are purchased as finished goods from suppliers. These resold goods are also counted as products of other industries. This would include motor fuel, groceries and most of the commodities sold at retail establishments.

**Oklahoma Travel Spending and Gross Domestic Product, 2014**

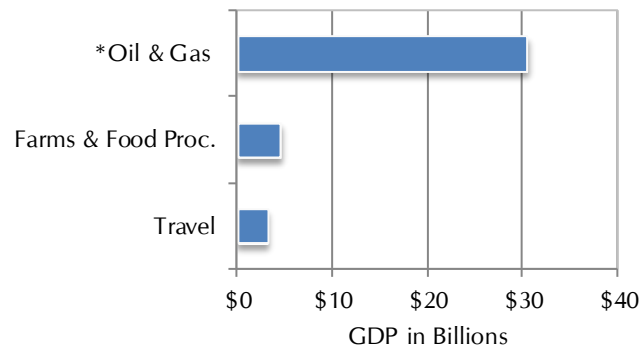


## GROSS DOMESTIC PRODUCT OF OKLAHOMA EXPORT-ORIENTED INDUSTRIES

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations.<sup>1</sup> Agriculture, mining, and manufacturing are the best examples of export-oriented industries. Clearly, there are cases in each of these three sectors where the products are sold within the local or regional market. Nonetheless, in general most businesses within these industries depend on export markets. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength – in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the “comparative advantage” of the local economy within larger regional, national and global markets. A comparison of the GDP’s of the leading export-oriented industries in Oklahoma is shown below.

### Gross Domestic Product of Selected Oklahoma Export-oriented Industries, 2014



Sources: Dean Runyan Associates, Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates for 2014 calculated by Dean Runyan Associates. \*Oil & Gas includes extraction and petroleum and chemical manufacturing.

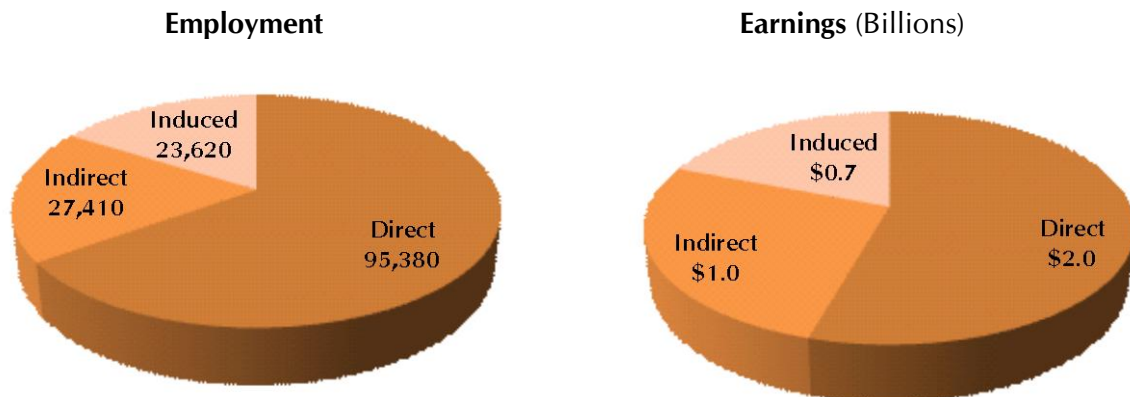
<sup>1</sup> See also pages 67 of Appendix A and page 81 of Appendix E.

## DIRECT, SECONDARY AND TOTAL IMPACTS

Travel spending within Oklahoma brings money into many Oklahoma communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates *indirect and induced impacts*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers at businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

### Total Employment and Earnings Generated by Travel Spending in Oklahoma, 2014p



Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 146,410. The employment multiplier for 2014 is 1.54 (146,410/95,380). Total earnings were \$3.7 billion. The earnings multiplier is 1.84 (\$3.7/\$2.0).

The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix G.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

- **Accommodations & Food Services**
- **Arts, Entertainment and Recreation**
- **Retail Trade**
- **Transportation**

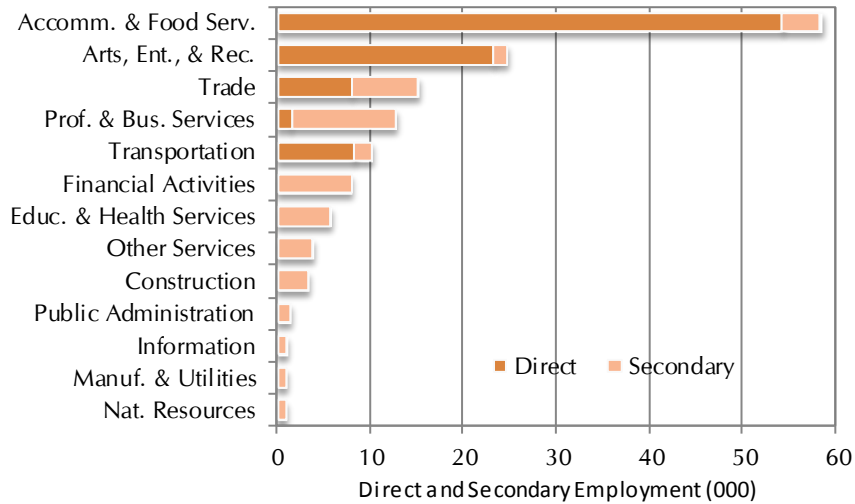
As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

The indirect and induced impacts of travel spending are found in all eleven-industry groupings shown in the following tables and graphs. To summarize the primary secondary impacts:

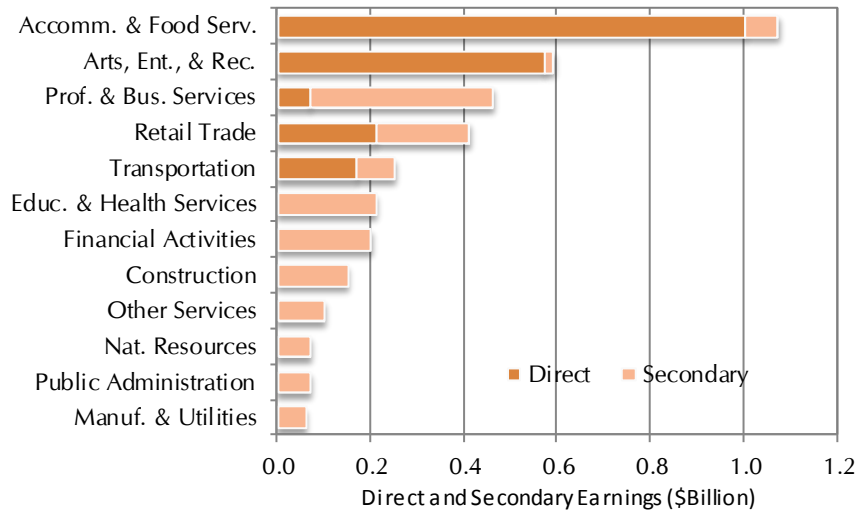
- **Professional and Business Services** (11,210 jobs and \$390 million earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (5,750 jobs and \$210 million earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (7,950 jobs and \$200 billion earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (3,850 jobs and \$100 million earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.



## Direct and Secondary Employment Generated by Travel Spending in Oklahoma, 2014p



## Direct and Secondary Earnings Generated by Travel Spending in Oklahoma, 2014p



Detailed estimates are reported in the following table. It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Oklahoma and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic boundaries.

## Direct and Secondary Travel-Generated Employment in Oklahoma, 2014

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	54,210	1,120	3,080	4,200	58,410
Arts, Entertainment & Recreation	23,270	810	570	1,380	24,650
Trade	8,070	2,890	4,180	7,080	15,150
Professional and Business Services	1,520	8,790	2,420	11,210	12,730
Transport	8,310	1,320	520	1,840	10,150
Financial Activities		4,940	3,010	7,950	7,950
Education and Health Services		80	5,670	5,750	5,750
Other Services		1,230	2,620	3,850	3,850
Construction		3,090	250	3,340	3,340
Public Administration		990	420	1,410	1,410
Information		710	360	1,070	1,070
Manufacturing & Utilities		700	280	980	980
Natural Resources and Mining		730	230	960	960
<b>TOTAL</b>	<b>95,380</b>	<b>27,410</b>	<b>23,620</b>	<b>51,020</b>	<b>146,410</b>

## Direct and Secondary Travel-Generated Earnings in Oklahoma, 2014

(\$Million)

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	1,000	20	50	70	1,070
Arts, Entertainment & Recreation	570	10	10	20	590
Professional and Business Services	70	310	80	390	460
Trade	210	80	120	200	410
Transport	170	60	20	80	250
Education and Health Services		0	210	210	210
Financial Activities		130	80	200	200
Construction		140	10	150	150
Other Services		40	60	100	100
Natural Resources and Mining		60	20	70	70
Public Administration		50	20	70	70
Manufacturing & Utilities		40	20	60	60
Information		40	20	50	50
<b>TOTAL</b>	<b>2,020</b>	<b>980</b>	<b>710</b>	<b>1,700</b>	<b>3,720</b>

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix G. Details may not add to totals due to rounding.

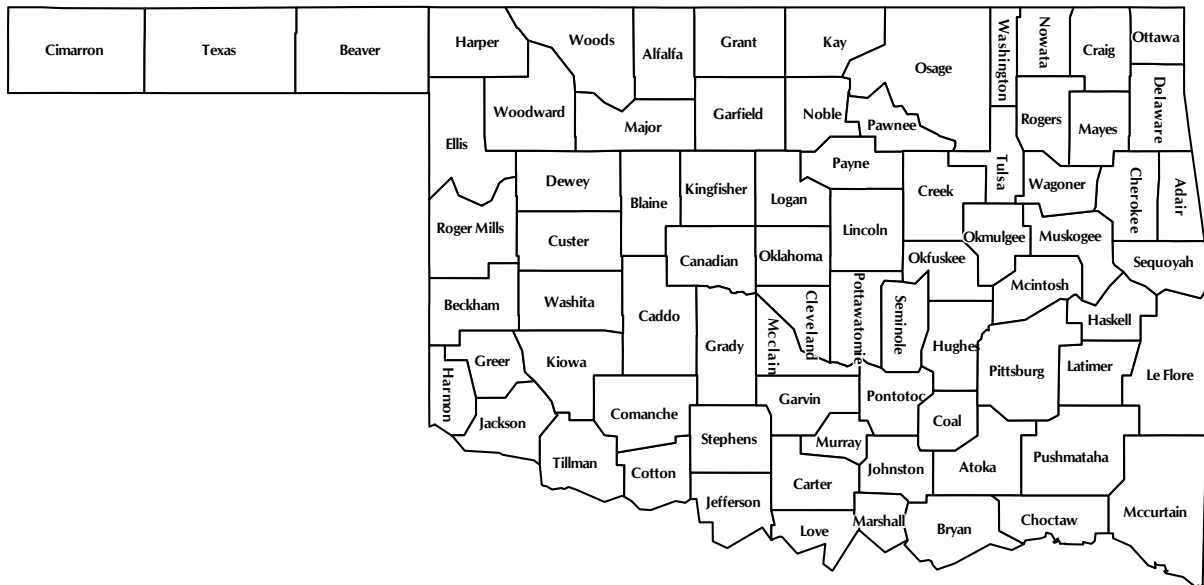
Detailed direct travel impacts for 2010 through 2014 follow.

## Oklahoma Travel Impacts, 2010-2014

	2010	2011	2012	2013	2014
<b>Total Direct Travel Spending (\$Million)</b>					
Destination Spending	6,804	7,355	7,723	8,052	8,254
Other Travel*	612	646	611	595	610
Total Direct Spending	7,416	8,000	8,334	8,647	8,865
<b>Visitor Spending by Commodity Purchased (\$Million)</b>					
Accommodations	731	791	885	951	1,010
Food Service	1,793	1,900	2,043	2,139	2,215
Food Stores	296	316	331	339	349
Local Tran. & Gas	1,250	1,514	1,547	1,590	1,536
Arts, Ent. & Rec.	1,815	1,866	1,900	2,002	2,087
Retail Sales	635	659	697	714	719
Visitor Air Tran.	284	308	321	317	339
Destination Spending	6,804	7,355	7,723	8,052	8,254
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>					
Accom. & Food Serv.	813	855	908	941	998
Arts, Ent. & Rec.	490	506	518	543	571
Retail**	177	182	191	204	214
Ground Tran.	127	152	169	163	146
Visitor Air Tran.	10	9	8	10	11
Other Travel*	113	112	88	84	84
Total Direct Earnings	1,730	1,816	1,882	1,944	2,024
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>					
Accom. & Food Serv.	48.2	49.7	51.1	52.4	54.2
Arts, Ent. & Rec.	21.9	22.1	22.6	23.2	23.3
Retail**	7.2	7.2	7.4	7.8	8.1
Ground Tran.	6.1	6.5	7.0	7.1	7.5
Visitor Air Tran.	0.4	0.4	0.3	0.4	0.4
Other Travel*	2.7	2.6	2.2	2.2	2.0
Total Direct Employment	86.4	88.6	90.7	93.0	95.4
<b>Government Revenue Generated by Travel Spending (\$Million)</b>					
Local Tax Receipts	207	219	238	251	261
State Tax Receipts	319	327	343	356	366
Federal Revenue	305	297	305	332	344
Total Direct Gov't Revenue	832	844	886	939	972

\*Other Travel includes resident air travel and travel arrangement services. \*\*Retail includes gasoline service. Details may not add to totals due to rounding.

### III. OKLAHOMA COUNTY TRAVEL IMPACTS



This section of the report provides summary measures of the economic impacts of travel for each of Oklahoma's seventy-seven counties. Estimates of overnight visitor volume and average spending are also provided where data is sufficient. The reliability of visitor volume and average spending estimates is less in those counties where tribal gaming is a significant component of visitor spending. For this reason, visitor volume and average spending estimates are not reported for all counties.<sup>1</sup>

The tables included in this section are:

- *Travel Share of Total Employment and Earnings (2014)*. This table is useful for evaluating the relative importance of the travel industry for different counties.
- *Travel Economic Impacts (2014)*. Estimates of spending, earnings, employment and state and local government revenue are provided for each county.
- *Overnight Visitor Volume (2014)*. Estimates of overnight trips and total nights spent in the county are provided for both persons and travel parties, subject to data limitations.
- *Average Overnight Visitor Spending (2014)*. Estimates of average overnight spending for persons and travel parties are provided, subject to data limitations.
- *County Detail Tables, (2000-2014)*. *The economic impact, visitor volume and average spending estimates are provided for each county for the years 2000 through 2014, subject to data limitations.*

Appendices A and B provide a glossary of terms and a discussion of methodology. Appendix C illustrates the relationships between spending, visitor volume and average spending for overnight visitors.

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<sup>1</sup> Dean Runyan Associates estimates that approximately one-half of all gaming expenditures in Oklahoma are attributable to visitors. These counties are concentrated on the southern, eastern and northern borders of the state and attract primarily out-of-state visitors.

## Travel Share of Total Employment and Earnings, 2014

	Earnings (\$M)			Employment		
	Total	Travel	Percent	Total	Travel	Percent
Adair	259.5	4.0	1.6%	8,490	260	3.0%
Alfalfa	153.6	1.1	0.7%	3,760	80	2.1%
Atoka	219.6	7.7	3.5%	7,080	390	5.5%
Beaver	180.5	0.6	0.3%	4,700	50	1.0%
Beckham	953.4	11.6	1.2%	17,610	740	4.2%
Blaine	229.6	4.3	1.9%	6,490	290	4.5%
Bryan	825.6	81.5	9.9%	22,630	3,130	13.8%
Caddo	447.4	8.5	1.9%	11,920	540	4.5%
Canadian	2,137.1	33.2	1.6%	52,930	1,710	3.2%
Carter	1,607.2	26.8	1.7%	37,350	1,490	4.0%
Cherokee	814.6	15.5	1.9%	23,190	960	4.2%
Choctaw	225.2	18.1	8.0%	7,200	690	9.6%
Cimarron	66.5	0.8	1.2%	2,160	60	2.8%
Cleveland	5,161.8	82.9	1.6%	128,070	4,420	3.4%
Coal	80.7	0.7	0.8%	2,920	40	1.5%
Comanche	3,459.9	45.1	1.3%	66,880	2,530	3.8%
Cotton	91.8	26.4	28.7%	2,960	840	28.2%
Craig	320.2	4.3	1.3%	8,770	240	2.8%
Creek	1,316.9	12.6	1.0%	32,520	750	2.3%
Custer	893.1	18.2	2.0%	19,750	1,020	5.2%
Delaware	491.0	37.0	7.5%	16,050	1,600	10.0%
Dewey	139.3	0.9	0.6%	3,380	60	1.7%
Ellis	131.7	0.7	0.5%	3,150	50	1.5%
Garfield	2,112.9	29.2	1.4%	41,140	1,670	4.1%
Garvin	752.4	13.5	1.8%	17,300	760	4.4%
Grady	914.9	23.3	2.6%	23,550	1,590	6.8%
Grant	152.6	0.5	0.3%	3,640	50	1.3%
Greer	70.7	1.0	1.4%	2,480	80	3.3%
Harmon	54.1	0.3	0.5%	1,590	30	1.9%
Harper	74.1	0.5	0.6%	2,420	50	1.9%
Haskell	211.6	4.6	2.2%	6,520	220	3.3%
Hughes	228.3	1.6	0.7%	6,210	110	1.8%
Jackson	679.6	8.6	1.3%	14,510	530	3.7%
Jefferson	82.9	1.3	1.6%	2,570	70	2.7%
Johnston	184.0	1.8	1.0%	4,760	120	2.6%
Kay	1,235.1	35.2	2.8%	26,270	2,240	8.5%
Kingfisher	507.6	2.9	0.6%	10,570	180	1.7%
Kiowa	147.6	2.1	1.4%	4,280	150	3.4%
Latimer	224.8	2.5	1.1%	5,780	160	2.7%

## Travel Share of Total Employment and Earnings, 2014

	Earnings (\$M)			Employment		
	Total	Travel	Percent	Total	Travel	Percent
Le Flore	828.5	32.8	4.0%	21,050	1,310	6.2%
Lincoln	460.9	7.3	1.6%	14,980	450	3.0%
Logan	784.6	11.6	1.5%	23,680	770	3.3%
Love	248.4	112.0	45.1%	6,980	3,000	43.0%
McClain	508.7	16.7	3.3%	13,950	720	5.2%
McCurtain	626.5	29.2	4.7%	16,770	1,380	8.2%
McIntosh	222.2	12.4	5.6%	7,490	540	7.2%
Major	249.9	1.1	0.5%	5,910	70	1.2%
Marshall	270.1	11.4	4.2%	7,230	510	7.0%
Mayes	778.9	11.8	1.5%	17,630	770	4.4%
Murray	325.2	18.1	5.6%	8,650	820	9.5%
Muskogee	1,793.1	22.6	1.3%	39,990	1,450	3.6%
Noble	281.6	14.0	5.0%	7,200	580	8.1%
Nowata	105.5	1.1	1.0%	4,070	90	2.2%
Okfuskee	149.3	1.9	1.3%	5,040	110	2.2%
Oklahoma	37,314.1	500.6	1.3%	577,270	21,500	3.7%
Okmulgee	531.1	19.3	3.6%	15,320	1,190	7.8%
Osage	641.7	23.8	3.7%	19,510	970	4.9%
Ottawa	566.7	76.2	13.4%	16,350	2,830	17.3%
Pawnee	238.2	4.7	2.0%	6,270	320	5.1%
Payne	2,387.6	35.9	1.5%	49,920	2,170	4.3%
Pittsburg	1,045.2	29.5	2.8%	22,860	1,530	6.7%
Pontotoc	1,058.8	13.3	1.3%	25,630	770	3.0%
Pottawatomie	1,304.9	28.9	2.2%	33,810	1,660	4.9%
Pushmataha	161.4	2.2	1.4%	5,300	160	3.0%
Roger Mills	66.4	0.7	1.1%	2,180	60	3.0%
Rogers	2,144.7	30.8	1.4%	47,430	1,480	3.1%
Seminole	452.0	4.9	1.1%	11,380	300	2.6%
Sequoyah	464.7	28.1	6.1%	14,730	1,330	9.0%
Stephens	1,531.0	18.2	1.2%	30,270	1,140	3.8%
Texas	650.8	10.0	1.5%	13,370	670	5.0%
Tillman	149.5	1.4	0.9%	3,540	90	2.6%
Tulsa	30,345.2	266.3	0.9%	456,820	11,640	2.5%
Wagoner	544.5	13.9	2.6%	15,230	810	5.3%
Washington	1,750.8	17.0	1.0%	28,930	940	3.3%
Washita	153.0	1.6	1.1%	4,780	130	2.8%
Woods	265.2	8.5	3.2%	6,960	480	6.9%
Woodward	926.6	12.4	1.3%	15,990	700	4.4%
State Total	121,809	2,023.7	1.7%	2,281,980	95,380	4.2%

## 2014 Economic Impacts of Travel

	Spending (Million)		Earnings (Million)	Employment	Government Revenue (Million)		
	Total	Visitor			Local	State	Total
Adair	18.0	14.8	4.0	260	0.5	0.8	1.4
Alfalfa	5.3	4.4	1.1	80	0.1	0.2	0.4
Atoka	31.1	29.0	7.7	390	0.8	1.4	2.1
Beaver	3.1	2.3	0.6	50	0.1	0.1	0.2
Beckham	79.1	75.3	11.6	740	3.7	3.4	7.1
Blaine	17.7	16.3	4.3	290	0.7	0.8	1.5
Bryan	314.4	307.6	81.5	3,130	5.0	13.5	18.5
Caddo	37.0	32.7	8.5	540	1.1	1.6	2.7
Canadian	141.7	121.9	33.2	1,710	5.2	6.3	11.5
Carter	117.4	109.2	26.8	1,490	5.0	5.2	10.2
Cherokee	65.0	57.9	15.5	960	2.2	2.9	5.1
Choctaw	73.6	71.4	18.1	690	1.0	3.2	4.2
Cimarron	3.3	3.0	0.8	60	0.1	0.1	0.3
Cleveland	337.6	292.4	82.9	4,420	11.1	15.2	26.3
Coal	3.3	2.5	0.7	40	0.1	0.1	0.2
Comanche	195.1	159.3	45.1	2,530	7.4	8.5	15.9
Cotton	98.4	97.5	26.4	840	0.8	4.3	5.2
Craig	17.5	15.4	4.3	240	0.6	0.8	1.4
Creek	55.5	45.1	12.6	750	1.7	2.5	4.2
Custer	59.3	54.6	18.2	1,020	3.0	2.8	5.8
Delaware	149.7	143.0	37.0	1,600	2.6	6.5	9.0
Dewey	4.0	3.3	0.9	60	0.1	0.2	0.3
Ellis	3.1	2.5	0.7	50	0.1	0.1	0.2
Garfield	128.0	118.0	29.2	1,670	5.8	5.9	11.7
Garvin	52.8	48.7	13.5	760	2.0	2.4	4.5
Grady	92.5	83.9	23.3	1,590	2.9	4.1	7.0
Grant	2.4	1.7	0.5	50	0.1	0.1	0.2
Greer	4.7	3.8	1.0	80	0.2	0.2	0.4
Harmon	1.5	1.1	0.3	30	0.0	0.1	0.1
Harper	2.3	1.7	0.5	50	0.1	0.1	0.2
Haskell	20.9	19.0	4.6	220	0.3	0.9	1.2
Hughes	8.0	6.0	1.6	110	0.2	0.4	0.6
Jackson	33.9	29.7	8.6	530	1.3	1.6	2.9
Jefferson	6.2	5.3	1.3	70	0.2	0.3	0.5
Johnston	8.4	6.7	1.8	120	0.2	0.4	0.6
Kay	129.0	121.6	35.2	2,240	4.1	5.5	9.6
Kingfisher	12.8	10.5	2.9	180	0.4	0.6	1.0
Kiowa	10.4	9.1	2.1	150	0.3	0.4	0.7
Latimer	10.7	9.1	2.5	160	0.4	0.5	0.9



## 2014 Economic Impacts of Travel

	Spending (Million)		Earnings (Million)	Employment	Government Revenue (Million)		
	Total	Visitor			Local	State	Total
Le Flore	138.7	131.4	32.8	1,310	1.8	6.0	7.8
Lincoln	32.6	27.5	7.3	450	1.1	1.4	2.5
Logan	49.7	43.1	11.6	770	1.6	2.2	3.9
Love	516.1	514.6	112.0	3,000	5.1	21.8	26.9
McClain	69.8	64.3	16.7	720	1.4	3.1	4.5
McCurtain	130.4	125.5	29.2	1,380	3.8	5.7	9.5
McIntosh	53.6	50.6	12.4	540	1.0	2.2	3.3
Major	5.3	4.2	1.1	70	0.1	0.2	0.4
Marshall	48.2	45.2	11.4	510	1.1	2.0	3.1
Mayes	49.7	43.7	11.8	770	1.8	2.2	4.0
Murray	72.1	69.8	18.1	820	1.7	3.1	4.8
Muskogee	107.1	96.2	22.6	1,450	3.6	4.5	8.2
Noble	55.8	54.2	14.0	580	1.5	2.5	4.0
Nowata	5.6	4.1	1.1	90	0.1	0.2	0.4
Okfuskee	8.8	7.0	1.9	110	0.2	0.4	0.6
Oklahoma	2,235.4	1,602.7	500.6	21,500	75.8	86.4	162.2
Okmulgee	74.5	68.4	19.3	1,190	1.5	3.5	4.9
Osage	95.5	88.4	23.8	970	1.9	4.3	6.2
Ottawa	301.4	296.3	76.2	2,830	4.1	12.9	17.0
Pawnee	19.2	16.8	4.7	320	0.5	0.9	1.4
Payne	155.9	143.7	35.9	2,170	6.1	7.0	13.0
Pittsburg	104.7	98.1	29.5	1,530	3.1	4.6	7.7
Pontotoc	52.4	45.8	13.3	770	2.2	2.4	4.6
Pottawatomie	109.8	99.2	28.9	1,660	3.5	5.0	8.5
Pushmataha	10.6	9.0	2.2	160	0.3	0.4	0.7
Roger Mills	3.2	2.7	0.7	60	0.1	0.1	0.2
Rogers	125.0	111.4	30.8	1,480	3.6	5.6	9.2
Seminole	21.9	18.1	4.9	300	0.8	1.0	1.8
Sequoyah	112.7	106.6	28.1	1,330	2.5	4.8	7.4
Stephens	77.1	69.5	18.2	1,140	2.9	3.5	6.4
Texas	42.3	39.1	10.0	670	1.8	1.9	3.7
Tillman	6.2	5.1	1.4	90	0.2	0.3	0.5
Tulsa	1,373.6	887.7	266.3	11,640	42.6	49.1	91.7
Wagoner	60.7	49.3	13.9	810	1.7	2.7	4.4
Washington	72.9	64.6	17.0	940	2.8	3.3	6.2
Washita	8.1	6.4	1.6	130	0.2	0.4	0.5
Woods	34.2	32.5	8.5	480	1.7	1.6	3.3
Woodward	69.3	65.8	12.4	700	3.6	3.0	6.7
State Total	8,865	7,346	2,024	95,380	261	366	628

**2014 Overnight Visitor Volume** (thousands)

	Nights		Trips			Nights		Trips	
	Person	Party	Person	Party		Person	Party	Person	Party
Adair	267	108	117	47	Le Flore	<i>not available due to high proportion of gaming</i>			
Alfalfa	113	41	48	18	Lincoln	357	150	135	55
Atoka	<i>not available due to high proportion of gaming</i>				Logan	484	208	184	77
Beaver	55	22	23	9	Love	<i>not available due to high proportion of gaming</i>			
Beckham	853	340	388	155	McClain	<i>not available due to high proportion of gaming</i>			
Blaine	271	98	118	43	McCurtain	<i>not available due to high proportion of gaming</i>			
Bryan	<i>not available due to high proportion of gaming</i>				*McIntosh	1,065	336	407	131
Caddo	542	201	233	87	Major	88	35	38	15
Canadian	1,348	586	513	216	*Marshall	676	227	277	95
Carter	1,084	430	474	188	Mayes	851	309	357	132
Cherokee	1,064	375	419	148	*Murray	598	213	266	95
Choctaw	<i>not available due to high proportion of gaming</i>				*Muskogee	981	395	409	164
Cimarron	52	20	23	9	Noble	<i>not available due to high proportion of gaming</i>			
Cleveland	2,749	1,197	1,053	444	Nowata	97	40	41	17
Coal	58	23	24	10	Okfuskee	144	57	61	25
Comanche	1,787	745	747	308	Oklahoma	12,126	5,248	5,061	2,128
Cotton	<i>not available due to high proportion of gaming</i>				*Okmulgee	578	240	246	100
Craig	234	93	106	42	*Osage	496	202	195	78
Creek	655	276	258	106	*Ottawa	932	369	416	164
Custer	651	261	310	124	*Pawnee	176	71	69	27
*Delaware	1,819	586	705	231	Payne	1,451	585	623	251
Dewey	64	25	28	11	*Pittsburg	1,111	405	450	166
Ellis	52	21	22	9	Pontotoc	548	223	229	93
Garfield	1,167	474	508	206	Pottawatomie	908	380	361	146
Garvin	522	211	245	99	Pushmataha	242	87	102	37
Grady	<i>not available due to high proportion of gaming</i>				Roger Mills	60	23	26	10
Grant	46	18	19	8	*Rogers	923	390	375	155
Greer	82	33	37	15	Seminole	321	129	141	56
Harmon	29	12	12	5	Sequoyah	<i>not available due to high proportion of gaming</i>			
Harper	40	16	17	7	Stephens	801	318	341	135
*Haskell	244	90	104	39	Texas	413	167	180	73
Hughes	139	57	58	24	Tillman	95	38	41	17
Jackson	362	147	151	61	Tulsa	8,382	3,637	3,589	1,523
Jefferson	125	46	54	20	Wagoner	758	316	299	122
Johnston	141	55	60	23	Washington	861	348	399	161
Kay	<i>not available due to high proportion of gaming</i>				Washita	151	59	65	26
Kingfisher	186	76	82	33	Woods	394	154	193	76
Kiowa	195	73	86	32	Woodward	597	238	267	106
Latimer	160	62	70	27					

\*Visitor volume estimates affected by the presence of gaming.

## 2014 Average Overnight Spending

	Nights		Trips			Nights		Trips	
	Person	Party	Person	Party		Person	Party	Person	Party
Adair	\$42	\$105	\$97	\$240	Le Flore	<i>not available due to high proportion of gaming</i>			
Alfalfa	\$36	\$99	\$86	\$233	Lincoln	\$56	\$133	\$148	\$364
Atoka	<i>not available due to high proportion of gaming</i>				Logan	\$67	\$155	\$175	\$419
Beaver	\$30	\$74	\$72	\$179	Love	<i>not available due to high proportion of gaming</i>			
Beckham	\$86	\$215	\$188	\$472	McClain	<i>not available due to high proportion of gaming</i>			
Blaine	\$52	\$143	\$119	\$326	McCurtain	<i>not available due to high proportion of gaming</i>			
Bryan	<i>not available due to high proportion of gaming</i>				*McIntosh	\$33	\$103	\$85	\$266
Caddo	\$46	\$125	\$108	\$290	Major	\$35	\$87	\$82	\$204
Canadian	\$68	\$157	\$179	\$424	*Marshall	\$47	\$139	\$114	\$333
Carter	\$76	\$190	\$173	\$437	Mayes	\$39	\$108	\$93	\$253
Cherokee	\$39	\$110	\$99	\$279	*Murray	\$87	\$245	\$196	\$548
Choctaw	<i>not available due to high proportion of gaming</i>				*Muskogee	\$71	\$176	\$170	\$423
Cimarron	\$55	\$144	\$121	\$318	Noble	<i>not available due to high proportion of gaming</i>			
Cleveland	\$84	\$192	\$218	\$518	Nowata	\$30	\$72	\$71	\$172
Coal	\$30	\$75	\$72	\$179	Okfuskee	\$36	\$90	\$84	\$210
Comanche	\$66	\$157	\$157	\$380	Oklahoma	\$107	\$248	\$257	\$611
Cotton	<i>not available due to high proportion of gaming</i>				*Okmulgee	\$73	\$177	\$172	\$424
Craig	\$52	\$131	\$115	\$289	*Osage	\$67	\$166	\$172	\$431
Creek	\$50	\$119	\$127	\$308	*Ottawa	\$96	\$244	\$216	\$547
Custer	\$69	\$173	\$145	\$362	*Pawnee	\$50	\$125	\$128	\$326
*Delaware	\$47	\$146	\$121	\$369	Payne	\$75	\$185	\$174	\$431
Dewey	\$38	\$96	\$89	\$222	*Pittsburg	\$66	\$182	\$163	\$443
Ellis	\$35	\$89	\$82	\$208	Pontotoc	\$60	\$147	\$143	\$353
Garfield	\$76	\$187	\$174	\$430	Pottawatomie	\$79	\$189	\$199	\$492
Garvin	\$77	\$190	\$163	\$404	Pushmataha	\$36	\$101	\$86	\$238
Grady	<i>not available due to high proportion of gaming</i>				Roger Mills	\$41	\$108	\$96	\$246
Grant	\$26	\$65	\$64	\$159	*Rogers	\$70	\$167	\$173	\$419
Greer	\$42	\$105	\$96	\$237	Seminole	\$43	\$109	\$99	\$247
Harmon	\$26	\$65	\$63	\$158	Sequoyah	<i>not available due to high proportion of gaming</i>			
Harper	\$32	\$79	\$76	\$188	Stephens	\$63	\$159	\$148	\$374
*Haskell	\$51	\$139	\$120	\$324	Texas	\$69	\$172	\$160	\$396
Hughes	\$31	\$76	\$73	\$179	Tillman	\$41	\$102	\$94	\$234
Jackson	\$58	\$143	\$139	\$342	Tulsa	\$89	\$206	\$209	\$492
Jefferson	\$39	\$107	\$92	\$247	Wagoner	\$50	\$121	\$128	\$313
Johnston	\$35	\$90	\$84	\$213	Washington	\$61	\$151	\$132	\$326
Kay	<i>not available due to high proportion of gaming</i>				Washita	\$40	\$103	\$94	\$239
Kingfisher	\$43	\$106	\$98	\$240	Woods	\$79	\$201	\$161	\$409
Kiowa	\$43	\$116	\$99	\$262	Woodward	\$85	\$212	\$189	\$475
Latimer	\$44	\$114	\$102	\$260					

\*Average spending estimates affected by the presence of gaming.

### Adair County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$15.9	\$17.8	\$18.0	\$18.3	\$18.0
Visitor Spending	\$13.1	\$14.3	\$14.5	\$14.8	\$14.8
Overnight	\$9.9	\$10.9	\$11.1	\$11.4	\$11.3
Day	\$3.2	\$3.4	\$3.4	\$3.5	\$3.5
Total Direct Earnings (million)	\$3.6	\$3.8	\$4.0	\$4.0	\$4.0
Total Direct Employment	230	240	250	270	260
Government Revenue (million)	\$1.2	\$1.3	\$1.3	\$1.3	\$1.4
Local Revenue	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5
State Revenue	\$0.8	\$0.8	\$0.8	\$0.8	\$0.8
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	47.7	48.3	47.8	47.8	47.2
Party Nights	109.8	110.7	109.3	109.2	107.8
Person Trips	117.8	119.3	118.0	118.1	116.6
Person Nights	271.3	273.7	270.3	270.2	266.9
<b>Average Overnight Spending</b>					
per Party Trip	\$208	\$225	\$232	\$238	\$240
per Party Night	\$90	\$98	\$102	\$104	\$105
per Person Trips	\$84	\$91	\$94	\$96	\$97
per Person Night	\$37	\$40	\$41	\$42	\$42

### Alfalfa County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$4.6	\$5.1	\$5.2	\$5.4	\$5.3
Visitor Spending	\$3.9	\$4.3	\$4.3	\$4.5	\$4.4
Overnight	\$3.6	\$3.9	\$4.0	\$4.1	\$4.1
Day	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Total Direct Earnings (million)	\$1.0	\$1.0	\$1.1	\$1.1	\$1.1
Total Direct Employment	70	70	70	70	80
Government Revenue (million)	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	17.3	17.5	17.4	17.7	17.5
Party Nights	40.7	41.1	40.9	41.7	41.3
Person Trips	47.0	47.3	47.2	48.1	47.7
Person Nights	111.4	112.1	111.8	113.8	112.9
<b>Average Overnight Spending</b>					
per Party Trip	\$209	\$225	\$230	\$232	\$233
per Party Night	\$89	\$96	\$98	\$99	\$99
per Person Trips	\$77	\$83	\$85	\$86	\$86
per Person Night	\$32	\$35	\$36	\$36	\$36

### Atoka County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$27.3	\$30.0	\$30.8	\$31.4	\$31.1
Visitor Spending	\$25.5	\$27.8	\$28.6	\$29.2	\$29.0
Overnight	\$18.9	\$20.8	\$21.6	\$22.1	\$22.0
Day	\$6.6	\$7.0	\$7.1	\$7.1	\$7.1
Total Direct Earnings (million)	\$6.7	\$7.3	\$7.6	\$7.7	\$7.7
Total Direct Employment	370	380	390	400	390
Government Revenue (million)	\$1.9	\$2.0	\$2.1	\$2.1	\$2.1
Local Revenue	\$0.6	\$0.7	\$0.7	\$0.7	\$0.8
State Revenue	\$1.3	\$1.3	\$1.4	\$1.4	\$1.4

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Beaver County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$2.9	\$3.2	\$3.2	\$3.2	\$3.1
Visitor Spending	\$2.2	\$2.3	\$2.3	\$2.3	\$2.3
Overnight	\$1.5	\$1.7	\$1.7	\$1.7	\$1.7
Day	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7
Total Direct Earnings (million)	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6
Total Direct Employment	40	40	50	50	50
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	9.6	9.6	9.5	9.4	9.3
Party Nights	22.9	22.9	22.7	22.5	22.3
Person Trips	23.7	23.6	23.4	23.2	23.0
Person Nights	56.9	56.8	56.4	55.9	55.4
<b>Average Overnight Spending</b>					
per Party Trip	\$162	\$173	\$175	\$178	\$179
per Party Night	\$67	\$72	\$73	\$74	\$74
per Person Trips	\$65	\$70	\$71	\$72	\$72
per Person Night	\$27	\$29	\$29	\$30	\$30

### Beckham County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$39.7	\$65.2	\$75.9	\$80.8	\$79.1
Visitor Spending	\$36.6	\$61.3	\$71.8	\$76.6	\$75.3
Overnight	\$35.3	\$59.0	\$69.3	\$74.0	\$72.9
Day	\$1.3	\$2.3	\$2.5	\$2.6	\$2.3
Total Direct Earnings (million)	\$9.5	\$12.4	\$11.6	\$12.2	\$11.6
Total Direct Employment	630	820	730	730	740
Government Revenue (million)	\$3.6	\$5.8	\$6.6	\$7.2	\$7.1
Local Revenue	\$1.7	\$2.9	\$3.4	\$3.7	\$3.7
State Revenue	\$1.9	\$2.9	\$3.3	\$3.5	\$3.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	92.8	136.1	153.2	159.2	154.6
Party Nights	211.2	301.1	337.0	349.7	339.9
Person Trips	233.7	341.9	384.5	399.6	388.2
Person Nights	531.2	755.7	845.4	877.1	852.8
<b>Average Overnight Spending</b>					
per Party Trip	\$381	\$434	\$453	\$465	\$472
per Party Night	\$167	\$196	\$206	\$212	\$215
per Person Trips	\$151	\$173	\$180	\$185	\$188
per Person Night	\$66	\$78	\$82	\$84	\$86

### Blaine County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$14.7	\$18.1	\$18.4	\$16.9	\$17.7
Visitor Spending	\$13.5	\$16.6	\$16.9	\$15.3	\$16.3
Overnight	\$11.6	\$14.4	\$14.6	\$13.2	\$14.0
Day	\$2.0	\$2.2	\$2.2	\$2.1	\$2.2
Total Direct Earnings (million)	\$3.6	\$4.3	\$4.5	\$4.0	\$4.3
Total Direct Employment	260	300	290	270	290
Government Revenue (million)	\$1.2	\$1.5	\$1.5	\$1.3	\$1.5
Local Revenue	\$0.5	\$0.7	\$0.7	\$0.6	\$0.7
State Revenue	\$0.7	\$0.8	\$0.8	\$0.7	\$0.8
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	40.6	44.6	44.6	41.0	43.0
Party Nights	93.7	101.1	100.9	94.0	98.3
Person Trips	111.8	121.8	121.8	112.9	117.9
Person Nights	259.8	278.0	278.0	260.8	271.3
<b>Average Overnight Spending</b>					
per Party Trip	\$285	\$322	\$329	\$322	\$326
per Party Night	\$123	\$142	\$145	\$141	\$143
per Person Trips	\$103	\$118	\$120	\$117	\$119
per Person Night	\$44	\$52	\$53	\$51	\$52

### Bryan County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$274.8	\$298.1	\$308.5	\$316.9	\$314.4
Visitor Spending	\$269.2	\$290.9	\$301.3	\$309.4	\$307.6
Overnight	\$126.7	\$139.7	\$146.3	\$150.7	\$149.7
Day	\$142.4	\$151.2	\$155.0	\$158.7	\$157.9
Total Direct Earnings (million)	\$70.2	\$75.7	\$78.9	\$80.9	\$81.5
Total Direct Employment	3,050	3,150	3,170	3,210	3,130
Government Revenue (million)	\$16.8	\$17.5	\$18.3	\$18.5	\$18.5
Local Revenue	\$4.1	\$4.4	\$4.8	\$5.0	\$5.0
State Revenue	\$12.7	\$13.1	\$13.6	\$13.5	\$13.5

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Caddo County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$35.8	\$39.1	\$37.6	\$38.0	\$37.0
Visitor Spending	\$32.2	\$34.5	\$33.0	\$33.4	\$32.7
Overnight	\$24.8	\$26.7	\$25.4	\$25.7	\$25.2
Day	\$7.4	\$7.8	\$7.5	\$7.6	\$7.5
Total Direct Earnings (million)	\$8.4	\$8.8	\$8.5	\$8.6	\$8.5
Total Direct Employment	590	580	540	550	540
Government Revenue (million)	\$2.8	\$2.9	\$2.7	\$2.8	\$2.7
Local Revenue	\$1.1	\$1.2	\$1.1	\$1.1	\$1.1
State Revenue	\$1.7	\$1.7	\$1.6	\$1.6	\$1.6
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	93.1	94.0	88.8	88.7	86.7
Party Nights	214.8	216.3	205.4	205.5	201.3
Person Trips	248.9	251.0	238.3	238.1	233.2
Person Nights	575.5	579.3	552.8	552.6	542.3
<b>Average Overnight Spending</b>					
per Party Trip	\$266	\$284	\$287	\$290	\$290
per Party Night	\$115	\$124	\$124	\$125	\$125
per Person Trips	\$100	\$106	\$107	\$108	\$108
per Person Night	\$43	\$46	\$46	\$47	\$46

**Canadian County Travel Impacts and Visitor Volume, 2010-2014**

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$102.4	\$117.6	\$128.4	\$130.7	\$141.7
Visitor Spending	\$87.3	\$99.1	\$108.9	\$109.8	\$121.9
Overnight	\$63.9	\$73.3	\$81.2	\$81.9	\$91.7
Day	\$23.4	\$25.8	\$27.7	\$27.9	\$30.2
Total Direct Earnings (million)	\$23.5	\$26.1	\$29.3	\$29.8	\$33.2
Total Direct Employment	1,300	1,400	1,510	1,500	1,710
Government Revenue (million)	\$8.1	\$9.0	\$10.2	\$10.4	\$11.5
Local Revenue	\$3.4	\$3.8	\$4.5	\$4.6	\$5.2
State Revenue	\$4.8	\$5.2	\$5.7	\$5.8	\$6.3
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	175.0	188.2	200.2	199.2	216.4
Party Nights	484.7	515.8	544.5	541.9	585.9
Person Trips	414.1	445.8	474.6	472.7	512.7
Person Nights	1,113.4	1,186.4	1,253.4	1,249.7	1,347.8
<b>Average Overnight Spending</b>					
per Party Trip	\$365	\$389	\$405	\$411	\$424
per Party Night	\$132	\$142	\$149	\$151	\$157
per Person Trips	\$154	\$164	\$171	\$173	\$179
per Person Night	\$57	\$62	\$65	\$66	\$68

**Carter County Travel Impacts and Visitor Volume, 2010-2014**

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$86.4	\$104.0	\$107.4	\$114.5	\$117.4
Visitor Spending	\$80.0	\$96.0	\$98.4	\$105.3	\$109.2
Overnight	\$58.4	\$71.3	\$73.3	\$78.7	\$81.9
Day	\$21.5	\$24.8	\$25.1	\$26.6	\$27.3
Total Direct Earnings (million)	\$22.7	\$24.5	\$25.0	\$26.0	\$26.8
Total Direct Employment	1,340	1,430	1,430	1,460	1,490
Government Revenue (million)	\$7.6	\$8.7	\$8.8	\$9.7	\$10.2
Local Revenue	\$3.5	\$4.1	\$4.1	\$4.6	\$5.0
State Revenue	\$4.1	\$4.7	\$4.8	\$5.1	\$5.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	158.0	176.7	176.3	184.3	187.7
Party Nights	368.5	407.5	405.9	423.3	430.2
Person Trips	399.5	446.2	445.4	465.1	473.7
Person Nights	929.8	1,026.9	1,023.6	1,066.4	1,084.0
<b>Average Overnight Spending</b>					
per Party Trip	\$370	\$403	\$416	\$427	\$437
per Party Night	\$159	\$175	\$181	\$186	\$190
per Person Trips	\$146	\$160	\$165	\$169	\$173
per Person Night	\$63	\$69	\$72	\$74	\$76



### Cherokee County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$68.4	\$74.8	\$66.1	\$66.9	\$65.0
Visitor Spending	\$61.9	\$66.4	\$57.6	\$59.4	\$57.9
Overnight	\$45.3	\$48.8	\$41.3	\$42.6	\$41.3
Day	\$16.6	\$17.6	\$16.3	\$16.8	\$16.6
Total Direct Earnings (million)	\$17.2	\$18.2	\$15.9	\$15.9	\$15.5
Total Direct Employment	1,140	1,170	990	1,000	960
Government Revenue (million)	\$5.4	\$5.6	\$4.9	\$5.2	\$5.1
Local Revenue	\$2.3	\$2.4	\$2.0	\$2.2	\$2.2
State Revenue	\$3.2	\$3.3	\$2.9	\$2.9	\$2.9
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	164.1	167.1	149.6	152.0	148.4
Party Nights	407.4	414.4	377.3	383.1	375.0
Person Trips	457.3	465.2	422.0	427.5	419.0
Person Nights	1,141.9	1,160.4	1,069.0	1,082.7	1,063.8
<b>Average Overnight Spending</b>					
per Party Trip	\$276	\$292	\$276	\$280	\$279
per Party Night	\$111	\$118	\$110	\$111	\$110
per Person Trips	\$99	\$105	\$98	\$100	\$99
per Person Night	\$40	\$42	\$39	\$39	\$39

### Choctaw County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$66.3	\$71.1	\$73.0	\$74.2	\$73.6
Visitor Spending	\$64.4	\$68.8	\$70.6	\$71.9	\$71.4
Overnight	\$38.1	\$41.5	\$43.1	\$44.1	\$43.8
Day	\$26.3	\$27.3	\$27.5	\$27.7	\$27.6
Total Direct Earnings (million)	\$16.0	\$17.0	\$17.6	\$17.9	\$18.1
Total Direct Employment	650	670	680	700	690
Government Revenue (million)	\$4.0	\$4.1	\$4.2	\$4.2	\$4.2
Local Revenue	\$0.9	\$1.0	\$1.0	\$1.0	\$1.0
State Revenue	\$3.1	\$3.1	\$3.2	\$3.2	\$3.2

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Cimarron County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$3.2	\$3.7	\$3.3	\$3.6	\$3.3
Visitor Spending	\$2.9	\$3.3	\$2.9	\$3.2	\$3.0
Overnight	\$2.7	\$3.1	\$2.7	\$3.0	\$2.8
Day	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Total Direct Earnings (million)	\$0.8	\$0.9	\$0.8	\$0.9	\$0.8
Total Direct Employment	70	80	60	60	60
Government Revenue (million)	\$0.3	\$0.3	\$0.2	\$0.3	\$0.3
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.1	\$0.2	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	9.6	10.2	9.0	9.5	8.9
Party Nights	21.3	22.5	19.9	21.0	19.7
Person Trips	25.2	26.8	23.6	25.0	23.4
Person Nights	56.0	58.9	52.6	55.2	51.9
<b>Average Overnight Spending</b>					
per Party Trip	\$282	\$304	\$305	\$316	\$318
per Party Night	\$128	\$139	\$138	\$143	\$144
per Person Trips	\$108	\$116	\$116	\$121	\$121
per Person Night	\$49	\$53	\$52	\$55	\$55

### Cleveland County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$290.3	\$311.4	\$329.6	\$341.0	\$337.6
Visitor Spending	\$254.4	\$265.0	\$281.7	\$292.5	\$292.4
Overnight	\$199.1	\$206.9	\$220.6	\$229.8	\$230.1
Day	\$55.3	\$58.1	\$61.1	\$62.7	\$62.3
Total Direct Earnings (million)	\$70.6	\$73.3	\$78.4	\$81.6	\$82.9
Total Direct Employment	4,050	4,010	4,180	4,360	4,420
Government Revenue (million)	\$22.8	\$23.2	\$24.7	\$26.1	\$26.3
Local Revenue	\$9.3	\$9.4	\$10.1	\$10.9	\$11.1
State Revenue	\$13.6	\$13.8	\$14.6	\$15.2	\$15.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	421.9	426.4	442.8	449.7	444.1
Party Nights	1,137.7	1,151.6	1,193.7	1,209.3	1,196.7
Person Trips	1,000.9	1,011.7	1,050.8	1,069.1	1,053.3
Person Nights	2,615.4	2,648.1	2,746.5	2,789.5	2,749.2
<b>Average Overnight Spending</b>					
per Party Trip	\$472	\$485	\$498	\$511	\$518
per Party Night	\$175	\$180	\$185	\$190	\$192
per Person Trips	\$199	\$205	\$210	\$215	\$218
per Person Night	\$76	\$78	\$80	\$82	\$84

**Coal County Travel Impacts and Visitor Volume, 2010-2014**

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$3.0	\$3.3	\$3.4	\$3.5	\$3.3
Visitor Spending	\$2.2	\$2.4	\$2.5	\$2.5	\$2.5
Overnight	\$1.6	\$1.7	\$1.7	\$1.8	\$1.8
Day	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7
Total Direct Earnings (million)	\$0.6	\$0.6	\$0.7	\$0.7	\$0.7
Total Direct Employment	40	40	40	40	40
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.2	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	10.0	10.1	10.2	10.1	9.8
Party Nights	24.0	24.2	24.4	24.3	23.4
Person Trips	24.7	24.9	25.1	25.0	24.1
Person Nights	59.5	60.0	60.5	60.1	58.1
<b>Average Overnight Spending</b>					
per Party Trip	\$156	\$167	\$171	\$178	\$179
per Party Night	\$65	\$70	\$71	\$74	\$75
per Person Trips	\$63	\$68	\$70	\$72	\$72
per Person Night	\$26	\$28	\$29	\$30	\$30

**Comanche County Travel Impacts and Visitor Volume, 2010-2014**

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$196.3	\$200.9	\$183.4	\$185.1	\$195.1
Visitor Spending	\$160.4	\$160.4	\$144.5	\$147.7	\$159.3
Overnight	\$119.6	\$118.8	\$105.5	\$107.7	\$117.1
Day	\$40.8	\$41.5	\$39.0	\$40.0	\$42.2
Total Direct Earnings (million)	\$46.0	\$44.9	\$41.1	\$42.2	\$45.1
Total Direct Employment	2,680	2,520	2,300	2,330	2,530
Government Revenue (million)	\$16.4	\$15.9	\$14.4	\$14.7	\$15.9
Local Revenue	\$7.6	\$7.3	\$6.6	\$6.7	\$7.4
State Revenue	\$8.8	\$8.6	\$7.8	\$8.0	\$8.5
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	327.6	318.2	290.8	292.5	308.0
Party Nights	783.5	764.6	705.8	711.2	745.4
Person Trips	795.5	771.6	705.7	708.2	747.1
Person Nights	1,878.1	1,829.8	1,692.7	1,700.2	1,786.6
<b>Average Overnight Spending</b>					
per Party Trip	\$365	\$373	\$363	\$368	\$380
per Party Night	\$153	\$155	\$149	\$151	\$157
per Person Trips	\$150	\$154	\$149	\$152	\$157
per Person Night	\$64	\$65	\$62	\$63	\$66

### Cotton County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$99.6	\$100.5	\$99.9	\$95.3	\$98.4
Visitor Spending	\$98.8	\$99.5	\$98.9	\$94.4	\$97.5
Overnight	\$2.8	\$2.9	\$3.0	\$2.3	\$2.4
Day	\$96.1	\$96.6	\$96.0	\$92.0	\$95.1
Total Direct Earnings (million)	\$26.3	\$26.4	\$26.3	\$25.1	\$26.4
Total Direct Employment	920	880	850	810	840
Government Revenue (million)	\$5.6	\$5.4	\$5.4	\$5.0	\$5.2
Local Revenue	\$0.9	\$0.9	\$0.9	\$0.8	\$0.8
State Revenue	\$4.8	\$4.6	\$4.5	\$4.2	\$4.3

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Craig County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$15.1	\$16.9	\$17.3	\$17.8	\$17.5
Visitor Spending	\$13.2	\$14.6	\$15.1	\$15.5	\$15.4
Overnight	\$10.3	\$11.5	\$11.9	\$12.2	\$12.2
Day	\$2.9	\$3.1	\$3.2	\$3.2	\$3.2
Total Direct Earnings (million)	\$3.7	\$4.0	\$4.2	\$4.3	\$4.3
Total Direct Employment	240	250	250	250	240
Government Revenue (million)	\$1.2	\$1.3	\$1.3	\$1.4	\$1.4
Local Revenue	\$0.5	\$0.5	\$0.6	\$0.6	\$0.6
State Revenue	\$0.7	\$0.8	\$0.8	\$0.8	\$0.8
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	41.6	42.8	42.7	42.9	42.2
Party Nights	92.6	94.9	94.4	94.5	93.1
Person Trips	104.2	107.3	107.2	107.5	105.9
Person Nights	232.5	238.2	237.2	237.6	234.0
<b>Average Overnight Spending</b>					
per Party Trip	\$248	\$268	\$278	\$285	\$289
per Party Night	\$111	\$121	\$126	\$129	\$131
per Person Trips	\$99	\$107	\$111	\$114	\$115
per Person Night	\$44	\$48	\$50	\$51	\$52

**Creek County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$49.2	\$53.6	\$54.5	\$55.9	\$55.5
Visitor Spending	\$40.6	\$42.7	\$43.6	\$44.8	\$45.1
Overnight	\$29.4	\$31.0	\$31.6	\$32.6	\$32.8
Day	\$11.1	\$11.7	\$11.9	\$12.2	\$12.3
Total Direct Earnings (million)	\$11.3	\$11.6	\$12.1	\$12.4	\$12.6
Total Direct Employment	670	680	710	720	750
Government Revenue (million)	\$3.9	\$4.0	\$4.1	\$4.2	\$4.2
Local Revenue	\$1.6	\$1.6	\$1.7	\$1.7	\$1.7
State Revenue	\$2.3	\$2.4	\$2.4	\$2.5	\$2.5
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	104.4	104.9	105.5	106.6	106.4
Party Nights	272.0	273.2	274.6	277.0	276.3
Person Trips	252.3	254.0	255.6	258.5	257.8
Person Nights	642.4	646.6	650.6	657.1	654.6
<b>Average Overnight Spending</b>					
per Party Trip	\$282	\$295	\$300	\$305	\$308
per Party Night	\$108	\$113	\$115	\$118	\$119
per Person Trips	\$117	\$122	\$124	\$126	\$127
per Person Night	\$46	\$48	\$49	\$50	\$50

**Custer County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$49.7	\$65.0	\$74.2	\$63.4	\$59.3
Visitor Spending	\$46.3	\$60.7	\$69.3	\$58.3	\$54.6
Overnight	\$38.0	\$50.3	\$57.7	\$48.2	\$45.0
Day	\$8.3	\$10.4	\$11.6	\$10.1	\$9.6
Total Direct Earnings (million)	\$13.0	\$16.9	\$19.8	\$18.5	\$18.2
Total Direct Employment	770	970	1,110	1,030	1,020
Government Revenue (million)	\$4.8	\$6.1	\$7.2	\$6.1	\$5.8
Local Revenue	\$2.4	\$3.1	\$3.7	\$3.1	\$3.0
State Revenue	\$2.4	\$3.0	\$3.4	\$3.0	\$2.8
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	118.4	142.0	155.8	132.4	124.3
Party Nights	248.8	293.8	320.6	275.8	260.7
Person Trips	295.3	354.2	388.6	330.4	310.2
Person Nights	621.4	733.7	800.5	689.2	651.3
<b>Average Overnight Spending</b>					
per Party Trip	\$321	\$354	\$371	\$364	\$362
per Party Night	\$153	\$171	\$180	\$175	\$173
per Person Trips	\$129	\$142	\$149	\$146	\$145
per Person Night	\$61	\$69	\$72	\$70	\$69

### Delaware County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$138.2	\$145.3	\$148.9	\$150.6	\$149.7
Visitor Spending	\$132.8	\$138.6	\$141.0	\$143.0	\$143.0
Overnight	\$77.5	\$82.1	\$84.0	\$85.5	\$85.4
Day	\$55.3	\$56.5	\$57.0	\$57.5	\$57.5
Total Direct Earnings (million)	\$33.9	\$35.1	\$36.6	\$36.8	\$37.0
Total Direct Employment	1,580	1,590	1,620	1,600	1,600
Government Revenue (million)	\$8.7	\$8.7	\$9.0	\$9.0	\$9.0
Local Revenue	\$2.2	\$2.2	\$2.4	\$2.6	\$2.6
State Revenue	\$6.5	\$6.4	\$6.5	\$6.5	\$6.5
<b>*Overnight Visitor Volume</b> (thousand)					
Party Trips	230.3	231.9	232.1	232.3	231.4
Party Nights	585.3	587.8	587.7	587.9	586.3
Person Trips	702.4	706.0	706.5	707.1	705.3
Person Nights	1,816.9	1,821.9	1,822.0	1,822.7	1,819.4
<b>*Average Overnight Spending</b>					
per Party Trip	\$336	\$354	\$362	\$368	\$369
per Party Night	\$132	\$140	\$143	\$145	\$146
per Person Trips	\$110	\$116	\$119	\$121	\$121
per Person Night	\$43	\$45	\$46	\$47	\$47

\*Overnight visitor volume and average spending affected by presence of gaming.

### Dewey County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$3.4	\$3.8	\$3.9	\$4.0	\$4.0
Visitor Spending	\$2.8	\$3.1	\$3.1	\$3.2	\$3.3
Overnight	\$2.1	\$2.3	\$2.3	\$2.4	\$2.4
Day	\$0.7	\$0.8	\$0.8	\$0.8	\$0.8
Total Direct Earnings (million)	\$0.8	\$0.8	\$0.9	\$0.9	\$0.9
Total Direct Employment	60	50	60	60	60
Government Revenue (million)	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	10.7	10.8	10.9	10.9	11.0
Party Nights	24.7	24.9	25.0	25.2	25.3
Person Trips	26.7	27.1	27.2	27.4	27.5
Person Nights	62.3	62.8	63.0	63.4	63.7
<b>Average Overnight Spending</b>					
per Party Trip	\$193	\$210	\$216	\$221	\$222
per Party Night	\$84	\$91	\$94	\$96	\$96
per Person Trips	\$77	\$84	\$86	\$88	\$89
per Person Night	\$33	\$36	\$37	\$38	\$38

### Ellis County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$2.7	\$3.0	\$3.0	\$3.1	\$3.1
Visitor Spending	\$2.2	\$2.3	\$2.4	\$2.5	\$2.5
Overnight	\$1.6	\$1.7	\$1.8	\$1.8	\$1.8
Day	\$0.6	\$0.6	\$0.6	\$0.7	\$0.7
Total Direct Earnings (million)	\$0.6	\$0.6	\$0.7	\$0.7	\$0.7
Total Direct Employment	40	40	40	40	50
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	8.7	8.7	8.7	8.9	8.8
Party Nights	20.5	20.4	20.4	20.7	20.5
Person Trips	22.0	21.9	22.0	22.3	22.1
Person Nights	52.1	51.7	51.8	52.5	52.1
<b>Average Overnight Spending</b>					
per Party Trip	\$181	\$197	\$202	\$206	\$208
per Party Night	\$77	\$84	\$87	\$88	\$89
per Person Trips	\$72	\$78	\$80	\$82	\$82
per Person Night	\$30	\$33	\$34	\$35	\$35

### Garfield County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$77.6	\$93.8	\$131.7	\$132.4	\$128.0
Visitor Spending	\$69.7	\$82.4	\$120.2	\$122.4	\$118.0
Overnight	\$49.4	\$59.5	\$90.2	\$92.0	\$88.6
Day	\$20.3	\$23.0	\$30.0	\$30.4	\$29.5
Total Direct Earnings (million)	\$19.8	\$23.8	\$28.9	\$27.4	\$29.2
Total Direct Employment	1,280	1,460	1,690	1,610	1,670
Government Revenue (million)	\$7.0	\$8.1	\$11.8	\$11.9	\$11.7
Local Revenue	\$3.2	\$3.8	\$5.8	\$5.9	\$5.8
State Revenue	\$3.8	\$4.3	\$5.9	\$6.0	\$5.9
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	148.7	162.9	215.2	214.8	206.0
Party Nights	355.8	385.2	493.9	492.9	474.3
Person Trips	364.5	400.0	530.6	529.8	507.8
Person Nights	870.5	943.9	1,215.3	1,213.2	1,167.0
<b>Average Overnight Spending</b>					
per Party Trip	\$332	\$365	\$419	\$428	\$430
per Party Night	\$139	\$154	\$183	\$187	\$187
per Person Trips	\$136	\$149	\$170	\$174	\$174
per Person Night	\$57	\$63	\$74	\$76	\$76

**Garvin County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$34.0	\$38.1	\$46.9	\$48.8	\$52.8
Visitor Spending	\$29.8	\$32.9	\$41.7	\$43.4	\$48.7
Overnight	\$23.5	\$26.1	\$33.8	\$35.3	\$40.0
Day	\$6.3	\$6.8	\$7.9	\$8.1	\$8.7
Total Direct Earnings (million)	\$8.5	\$9.3	\$12.0	\$12.4	\$13.5
Total Direct Employment	490	510	660	680	760
Government Revenue (million)	\$2.7	\$2.9	\$3.7	\$3.9	\$4.5
Local Revenue	\$1.1	\$1.2	\$1.6	\$1.8	\$2.0
State Revenue	\$1.6	\$1.7	\$2.1	\$2.2	\$2.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	74.4	77.1	89.8	91.2	99.0
Party Nights	164.2	169.1	193.1	195.4	210.8
Person Trips	183.7	190.4	222.2	225.6	245.1
Person Nights	405.4	417.7	477.8	483.7	521.8
<b>Average Overnight Spending</b>					
per Party Trip	\$316	\$338	\$376	\$388	\$404
per Party Night	\$143	\$154	\$175	\$181	\$190
per Person Trips	\$128	\$137	\$152	\$157	\$163
per Person Night	\$58	\$62	\$71	\$73	\$77

**Grady County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$63.9	\$69.3	\$74.6	\$82.6	\$92.5
Visitor Spending	\$56.7	\$60.2	\$65.4	\$73.7	\$83.9
Overnight	\$35.8	\$38.3	\$42.2	\$48.5	\$56.4
Day	\$21.0	\$21.9	\$23.2	\$25.2	\$27.5
Total Direct Earnings (million)	\$15.6	\$16.5	\$18.1	\$20.2	\$23.3
Total Direct Employment	950	1,060	1,210	1,320	1,590
Government Revenue (million)	\$4.8	\$5.0	\$5.4	\$6.1	\$7.0
Local Revenue	\$1.8	\$1.9	\$2.1	\$2.5	\$2.9
State Revenue	\$3.0	\$3.1	\$3.3	\$3.7	\$4.1

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*



**Grant County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$2.2	\$2.4	\$2.4	\$2.5	\$2.4
Visitor Spending	\$1.6	\$1.7	\$1.7	\$1.7	\$1.7
Overnight	\$1.1	\$1.2	\$1.2	\$1.2	\$1.2
Day	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
Total Direct Earnings (million)	\$0.4	\$0.4	\$0.5	\$0.5	\$0.5
Total Direct Employment	40	50	50	50	50
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	7.6	7.6	7.5	7.5	7.5
Party Nights	18.4	18.4	18.3	18.3	18.2
Person Trips	18.9	18.9	18.8	18.8	18.7
Person Nights	46.2	46.3	46.0	46.1	45.9
<b>Average Overnight Spending</b>					
per Party Trip	\$144	\$154	\$157	\$159	\$159
per Party Night	\$59	\$64	\$64	\$65	\$65
per Person Trips	\$58	\$62	\$63	\$64	\$64
per Person Night	\$24	\$25	\$26	\$26	\$26

**Greer County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$5.5	\$5.5	\$5.8	\$4.9	\$4.7
Visitor Spending	\$4.8	\$4.6	\$4.8	\$3.9	\$3.8
Overnight	\$4.5	\$4.3	\$4.5	\$3.7	\$3.5
Day	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Total Direct Earnings (million)	\$1.3	\$1.2	\$1.3	\$1.0	\$1.0
Total Direct Employment	100	100	100	90	80
Government Revenue (million)	\$0.5	\$0.5	\$0.5	\$0.4	\$0.4
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.2	\$0.3	\$0.2	\$0.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	18.2	17.1	17.6	15.3	14.8
Party Nights	39.7	37.5	38.5	34.0	33.1
Person Trips	45.2	42.4	43.6	37.8	36.6
Person Nights	98.7	93.4	95.8	84.6	82.3
<b>Average Overnight Spending</b>					
per Party Trip	\$246	\$250	\$257	\$240	\$237
per Party Night	\$113	\$114	\$118	\$108	\$105
per Person Trips	\$99	\$101	\$104	\$97	\$96
per Person Night	\$45	\$46	\$47	\$43	\$42

### Harmon County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$1.4	\$1.6	\$1.6	\$1.6	\$1.5
Visitor Spending	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1
Overnight	\$0.7	\$0.8	\$0.8	\$0.8	\$0.8
Day	\$0.3	\$0.4	\$0.4	\$0.4	\$0.3
Total Direct Earnings (million)	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Total Direct Employment	30	30	30	30	30
Government Revenue (million)	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
Local Revenue	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	5.0	5.0	4.9	4.9	4.8
Party Nights	12.1	12.1	12.0	11.9	11.6
Person Trips	12.5	12.5	12.4	12.3	12.0
Person Nights	30.7	30.8	30.5	30.1	29.4
<b>Average Overnight Spending</b>					
per Party Trip	\$144	\$154	\$156	\$158	\$158
per Party Night	\$59	\$63	\$64	\$65	\$65
per Person Trips	\$57	\$61	\$62	\$63	\$63
per Person Night	\$23	\$25	\$25	\$26	\$26

### Harper County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$2.0	\$2.2	\$2.2	\$2.3	\$2.3
Visitor Spending	\$1.5	\$1.6	\$1.7	\$1.7	\$1.7
Overnight	\$1.1	\$1.2	\$1.2	\$1.3	\$1.3
Day	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5
Total Direct Earnings (million)	\$0.4	\$0.4	\$0.4	\$0.5	\$0.5
Total Direct Employment	40	40	40	50	50
Government Revenue (million)	\$0.1	\$0.1	\$0.1	\$0.2	\$0.2
Local Revenue	\$0.0	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	6.5	6.5	6.5	6.7	6.7
Party Nights	15.5	15.5	15.5	16.0	15.9
Person Trips	16.1	16.2	16.1	16.7	16.6
Person Nights	38.5	38.7	38.6	39.9	39.7
<b>Average Overnight Spending</b>					
per Party Trip	\$172	\$183	\$186	\$188	\$188
per Party Night	\$72	\$77	\$78	\$79	\$79
per Person Trips	\$69	\$74	\$75	\$76	\$76
per Person Night	\$29	\$31	\$31	\$32	\$32

### Haskell County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$19.2	\$20.5	\$20.9	\$21.2	\$20.9
Visitor Spending	\$17.6	\$18.5	\$18.9	\$19.2	\$19.0
Overnight	\$11.4	\$12.1	\$12.4	\$12.6	\$12.5
Day	\$6.2	\$6.4	\$6.5	\$6.6	\$6.5
Total Direct Earnings (million)	\$4.3	\$4.4	\$4.6	\$4.6	\$4.6
Total Direct Employment	220	220	220	220	220
Government Revenue (million)	\$1.2	\$1.2	\$1.2	\$1.2	\$1.2
Local Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
State Revenue	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9
<b>*Overnight Visitor Volume</b> (thousand)					
Party Trips	38.4	38.7	38.8	39.0	38.6
Party Nights	89.9	90.5	90.7	91.1	90.2
Person Trips	103.4	104.1	104.5	105.0	104.0
Person Nights	243.6	244.9	245.8	246.8	244.5
<b>*Average Overnight Spending</b>					
per Party Trip	\$296	\$314	\$319	\$323	\$324
per Party Night	\$127	\$134	\$136	\$138	\$139
per Person Trips	\$110	\$117	\$118	\$120	\$120
per Person Night	\$47	\$50	\$50	\$51	\$51

\*Overnight visitor volume and average spending affected by presence of gaming.

### Hughes County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$7.3	\$8.1	\$8.1	\$8.2	\$8.0
Visitor Spending	\$5.5	\$5.9	\$5.9	\$6.0	\$6.0
Overnight	\$3.9	\$4.2	\$4.2	\$4.3	\$4.3
Day	\$1.6	\$1.7	\$1.7	\$1.7	\$1.7
Total Direct Earnings (million)	\$1.5	\$1.6	\$1.6	\$1.6	\$1.6
Total Direct Employment	110	110	100	100	110
Government Revenue (million)	\$0.5	\$0.5	\$0.5	\$0.6	\$0.6
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.4	\$0.3	\$0.4	\$0.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	24.5	24.4	24.1	24.0	23.8
Party Nights	58.4	58.1	57.2	56.9	56.6
Person Trips	60.2	59.9	59.1	58.8	58.4
Person Nights	143.9	143.1	141.1	140.3	139.5
<b>Average Overnight Spending</b>					
per Party Trip	\$160	\$172	\$176	\$179	\$179
per Party Night	\$67	\$72	\$74	\$75	\$76
per Person Trips	\$65	\$70	\$72	\$73	\$73
per Person Night	\$27	\$29	\$30	\$31	\$31

### Jackson County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$34.3	\$34.3	\$37.6	\$34.7	\$33.9
Visitor Spending	\$30.7	\$29.7	\$33.0	\$30.1	\$29.7
Overnight	\$22.0	\$21.1	\$23.6	\$21.4	\$21.0
Day	\$8.7	\$8.6	\$9.4	\$8.7	\$8.7
Total Direct Earnings (million)	\$8.8	\$8.5	\$9.6	\$8.7	\$8.6
Total Direct Employment	600	560	620	550	530
Government Revenue (million)	\$3.0	\$2.8	\$3.2	\$2.9	\$2.9
Local Revenue	\$1.4	\$1.3	\$1.4	\$1.3	\$1.3
State Revenue	\$1.7	\$1.6	\$1.7	\$1.6	\$1.6
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	67.8	64.0	68.8	62.5	61.5
Party Nights	160.6	152.8	163.4	149.5	147.4
Person Trips	166.8	157.4	169.0	153.7	151.0
Person Nights	394.8	375.3	401.4	367.2	361.8
<b>Average Overnight Spending</b>					
per Party Trip	\$325	\$330	\$343	\$342	\$342
per Party Night	\$137	\$138	\$144	\$143	\$143
per Person Trips	\$132	\$134	\$140	\$139	\$139
per Person Night	\$56	\$56	\$59	\$58	\$58

### Jefferson County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$5.5	\$6.1	\$6.1	\$6.2	\$6.2
Visitor Spending	\$4.7	\$5.1	\$5.1	\$5.2	\$5.3
Overnight	\$4.4	\$4.7	\$4.7	\$4.8	\$4.9
Day	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4
Total Direct Earnings (million)	\$1.2	\$1.2	\$1.2	\$1.3	\$1.3
Total Direct Employment	80	80	70	70	70
Government Revenue (million)	\$0.3	\$0.4	\$0.4	\$0.4	\$0.5
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.2	\$0.2
State Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	19.8	19.9	19.6	19.6	19.9
Party Nights	46.2	46.3	45.7	45.7	46.2
Person Trips	53.5	53.6	53.0	53.1	53.7
Person Nights	125.0	125.1	123.6	123.8	125.0
<b>Average Overnight Spending</b>					
per Party Trip	\$220	\$237	\$241	\$245	\$247
per Party Night	\$94	\$102	\$104	\$105	\$107
per Person Trips	\$81	\$88	\$89	\$91	\$92
per Person Night	\$35	\$38	\$38	\$39	\$39

### Johnston County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$7.2	\$8.0	\$7.8	\$7.6	\$8.4
Visitor Spending	\$5.9	\$6.3	\$6.1	\$5.9	\$6.7
Overnight	\$4.3	\$4.6	\$4.5	\$4.3	\$5.0
Day	\$1.5	\$1.6	\$1.6	\$1.6	\$1.7
Total Direct Earnings (million)	\$1.6	\$1.6	\$1.6	\$1.6	\$1.8
Total Direct Employment	110	100	110	100	120
Government Revenue (million)	\$0.5	\$0.6	\$0.5	\$0.5	\$0.6
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	22.6	22.8	21.9	21.4	23.5
Party Nights	53.4	53.8	51.8	50.8	55.3
Person Trips	57.5	57.9	55.6	54.3	59.6
Person Nights	136.3	137.3	132.3	129.9	140.9
<b>Average Overnight Spending</b>					
per Party Trip	\$191	\$203	\$204	\$202	\$213
per Party Night	\$81	\$86	\$86	\$85	\$90
per Person Trips	\$75	\$80	\$80	\$79	\$84
per Person Night	\$32	\$34	\$34	\$33	\$35

### Kay County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$106.7	\$119.0	\$123.9	\$139.3	\$129.0
Visitor Spending	\$100.6	\$111.5	\$116.3	\$131.7	\$121.6
Overnight	\$74.6	\$83.5	\$87.6	\$100.2	\$92.2
Day	\$26.0	\$28.0	\$28.7	\$31.5	\$29.4
Total Direct Earnings (million)	\$28.8	\$31.6	\$33.4	\$37.7	\$35.2
Total Direct Employment	1,930	2,020	2,170	2,440	2,240
Government Revenue (million)	\$7.8	\$8.5	\$9.2	\$10.4	\$9.6
Local Revenue	\$2.9	\$3.3	\$3.8	\$4.4	\$4.1
State Revenue	\$4.9	\$5.2	\$5.3	\$5.9	\$5.5

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Kingfisher County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$10.8	\$12.2	\$12.4	\$12.9	\$12.8
Visitor Spending	\$8.9	\$9.9	\$10.1	\$10.5	\$10.5
Overnight	\$6.8	\$7.5	\$7.7	\$8.0	\$8.0
Day	\$2.2	\$2.4	\$2.4	\$2.5	\$2.5
Total Direct Earnings (million)	\$2.5	\$2.7	\$2.8	\$2.9	\$2.9
Total Direct Employment	180	180	180	190	180
Government Revenue (million)	\$0.8	\$0.9	\$0.9	\$0.9	\$1.0
Local Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.4
State Revenue	\$0.5	\$0.5	\$0.6	\$0.6	\$0.6
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	32.3	33.2	33.0	33.6	33.5
Party Nights	73.6	75.3	74.7	76.0	75.9
Person Trips	79.1	81.3	80.9	82.3	82.1
Person Nights	180.6	184.9	183.5	186.7	186.4
<b>Average Overnight Spending</b>					
per Party Trip	\$210	\$226	\$234	\$239	\$240
per Party Night	\$92	\$100	\$103	\$105	\$106
per Person Trips	\$86	\$92	\$95	\$97	\$98
per Person Night	\$37	\$41	\$42	\$43	\$43

### Kiowa County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$9.0	\$10.1	\$10.3	\$10.6	\$10.4
Visitor Spending	\$7.8	\$8.7	\$8.9	\$9.1	\$9.1
Overnight	\$7.3	\$8.0	\$8.3	\$8.5	\$8.4
Day	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6
Total Direct Earnings (million)	\$1.8	\$2.0	\$2.1	\$2.1	\$2.1
Total Direct Employment	120	140	130	130	150
Government Revenue (million)	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7
Local Revenue	\$0.2	\$0.3	\$0.3	\$0.3	\$0.3
State Revenue	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	31.9	32.4	32.4	32.5	32.2
Party Nights	72.7	73.8	73.5	73.8	73.0
Person Trips	84.9	86.3	86.1	86.5	85.6
Person Nights	194.6	197.2	196.5	197.2	195.3
<b>Average Overnight Spending</b>					
per Party Trip	\$228	\$248	\$255	\$261	\$262
per Party Night	\$100	\$109	\$113	\$115	\$116
per Person Trips	\$86	\$93	\$96	\$98	\$99
per Person Night	\$37	\$41	\$42	\$43	\$43

**Latimer County Travel Impacts and Visitor Volume, 2010-2014**

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$10.3	\$10.8	\$11.1	\$10.9	\$10.7
Visitor Spending	\$8.9	\$9.1	\$9.4	\$9.2	\$9.1
Overnight	\$7.0	\$7.0	\$7.3	\$7.2	\$7.1
Day	\$2.0	\$2.0	\$2.1	\$2.1	\$2.0
Total Direct Earnings (million)	\$2.4	\$2.4	\$2.5	\$2.5	\$2.5
Total Direct Employment	180	170	170	150	160
Government Revenue (million)	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9
Local Revenue	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
State Revenue	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	28.9	28.1	28.5	27.6	27.2
Party Nights	65.9	64.3	65.1	63.0	62.2
Person Trips	74.1	72.1	73.0	70.7	69.7
Person Nights	169.6	165.6	167.5	162.4	160.4
<b>Average Overnight Spending</b>					
per Party Trip	\$240	\$250	\$255	\$260	\$260
per Party Night	\$106	\$109	\$112	\$114	\$114
per Person Trips	\$94	\$97	\$100	\$101	\$102
per Person Night	\$41	\$42	\$43	\$44	\$44

**Le Flore County Travel Impacts and Visitor Volume, 2010-2014**

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$124.3	\$134.6	\$137.9	\$140.5	\$138.7
Visitor Spending	\$118.1	\$126.8	\$130.2	\$132.7	\$131.4
Overnight	\$72.9	\$80.0	\$83.1	\$85.1	\$84.3
Day	\$45.2	\$46.8	\$47.1	\$47.6	\$47.1
Total Direct Earnings (million)	\$29.0	\$31.0	\$32.1	\$32.6	\$32.8
Total Direct Employment	1,300	1,320	1,340	1,340	1,310
Government Revenue (million)	\$7.4	\$7.6	\$7.9	\$7.8	\$7.8
Local Revenue	\$1.5	\$1.7	\$1.8	\$1.8	\$1.8
State Revenue	\$5.8	\$5.9	\$6.1	\$6.0	\$6.0

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Lincoln County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$29.1	\$31.9	\$32.3	\$32.8	\$32.6
Visitor Spending	\$24.9	\$26.6	\$27.0	\$27.4	\$27.5
Overnight	\$17.8	\$19.1	\$19.5	\$19.8	\$19.9
Day	\$7.1	\$7.4	\$7.5	\$7.6	\$7.6
Total Direct Earnings (million)	\$6.5	\$6.8	\$7.0	\$7.1	\$7.3
Total Direct Employment	450	460	470	470	450
Government Revenue (million)	\$2.3	\$2.3	\$2.4	\$2.5	\$2.5
Local Revenue	\$0.9	\$1.0	\$1.0	\$1.0	\$1.1
State Revenue	\$1.3	\$1.4	\$1.4	\$1.4	\$1.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	54.1	55.0	54.7	54.8	54.7
Party Nights	149.4	151.2	150.2	150.2	150.2
Person Trips	133.1	135.2	134.7	135.1	134.5
Person Nights	355.9	360.4	357.9	358.7	357.4
<b>Average Overnight Spending</b>					
per Party Trip	\$329	\$348	\$356	\$362	\$364
per Party Night	\$119	\$126	\$130	\$132	\$133
per Person Trips	\$134	\$141	\$145	\$147	\$148
per Person Night	\$50	\$53	\$54	\$55	\$56

### Logan County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$37.4	\$40.9	\$42.6	\$46.7	\$49.7
Visitor Spending	\$32.2	\$34.2	\$35.8	\$39.8	\$43.1
Overnight	\$23.6	\$25.1	\$26.3	\$29.6	\$32.3
Day	\$8.6	\$9.1	\$9.5	\$10.2	\$10.8
Total Direct Earnings (million)	\$8.5	\$8.9	\$9.5	\$10.6	\$11.6
Total Direct Employment	610	620	660	740	770
Government Revenue (million)	\$3.1	\$3.2	\$3.2	\$3.6	\$3.9
Local Revenue	\$1.4	\$1.4	\$1.4	\$1.5	\$1.6
State Revenue	\$1.7	\$1.8	\$1.9	\$2.1	\$2.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	64.7	66.1	67.8	72.9	77.0
Party Nights	178.2	182.1	186.6	198.2	208.3
Person Trips	154.9	158.3	162.4	174.8	184.4
Person Nights	413.9	423.1	433.6	462.2	484.1
<b>Average Overnight Spending</b>					
per Party Trip	\$365	\$379	\$388	\$406	\$419
per Party Night	\$132	\$138	\$141	\$149	\$155
per Person Trips	\$152	\$158	\$162	\$169	\$175
per Person Night	\$57	\$59	\$61	\$64	\$67



### Love County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$382.8	\$365.3	\$363.2	\$423.8	\$516.1
Visitor Spending	\$381.6	\$363.8	\$361.7	\$422.3	\$514.6
Overnight	\$137.9	\$131.5	\$130.7	\$153.7	\$189.5
Day	\$243.7	\$232.3	\$231.1	\$268.6	\$325.2
Total Direct Earnings (million)	\$81.5	\$77.7	\$77.5	\$90.4	\$112.0
Total Direct Employment	2,560	2,320	2,230	2,550	3,000
Government Revenue (million)	\$21.4	\$19.5	\$19.5	\$22.0	\$26.9
Local Revenue	\$3.7	\$3.5	\$3.5	\$4.1	\$5.1
State Revenue	\$17.6	\$16.0	\$15.9	\$17.9	\$21.8

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### McClain County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$61.4	\$64.5	\$68.5	\$69.7	\$69.8
Visitor Spending	\$57.1	\$59.0	\$63.0	\$64.0	\$64.3
Overnight	\$30.6	\$31.9	\$34.4	\$35.0	\$35.1
Day	\$26.5	\$27.2	\$28.6	\$29.0	\$29.3
Total Direct Earnings (million)	\$14.6	\$15.0	\$16.2	\$16.4	\$16.7
Total Direct Employment	680	690	730	730	720
Government Revenue (million)	\$4.1	\$4.1	\$4.4	\$4.4	\$4.5
Local Revenue	\$1.2	\$1.3	\$1.4	\$1.4	\$1.4
State Revenue	\$2.9	\$2.9	\$3.0	\$3.0	\$3.1

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### McCurtain County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$95.0	\$101.1	\$112.1	\$119.5	\$130.4
Visitor Spending	\$90.9	\$95.9	\$107.0	\$114.3	\$125.5
Overnight	\$76.1	\$80.4	\$90.2	\$96.8	\$106.8
Day	\$14.8	\$15.5	\$16.8	\$17.6	\$18.7
Total Direct Earnings (million)	\$21.2	\$22.2	\$25.1	\$26.5	\$29.2
Total Direct Employment	1,090	1,090	1,180	1,240	1,380
Government Revenue (million)	\$6.9	\$7.1	\$7.9	\$8.4	\$9.5
Local Revenue	\$2.5	\$2.6	\$3.0	\$3.3	\$3.8
State Revenue	\$4.4	\$4.4	\$4.9	\$5.2	\$5.7

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### McIntosh County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$49.6	\$52.3	\$53.2	\$54.1	\$53.6
Visitor Spending	\$47.1	\$49.1	\$50.0	\$50.9	\$50.6
Overnight	\$31.8	\$33.5	\$34.1	\$34.8	\$34.8
Day	\$15.3	\$15.7	\$15.9	\$16.1	\$15.9
Total Direct Earnings (million)	\$11.5	\$11.8	\$12.2	\$12.4	\$12.4
Total Direct Employment	520	530	530	550	540
Government Revenue (million)	\$3.2	\$3.1	\$3.3	\$3.3	\$3.3
Local Revenue	\$0.9	\$0.9	\$1.0	\$1.0	\$1.0
State Revenue	\$2.3	\$2.2	\$2.3	\$2.2	\$2.2
<b>*Overnight Visitor Volume (thousand)</b>					
Party Trips	130.7	131.2	132.1	132.6	130.9
Party Nights	336.8	337.8	340.4	341.2	336.3
Person Trips	407.5	408.8	412.0	413.0	407.3
Person Nights	1,067.6	1,070.3	1,079.2	1,080.7	1,064.5
<b>*Average Overnight Spending</b>					
per Party Trip	\$244	\$255	\$258	\$263	\$266
per Party Night	\$95	\$99	\$100	\$102	\$103
per Person Trips	\$78	\$82	\$83	\$84	\$85
per Person Night	\$30	\$31	\$32	\$32	\$33

\*Overnight visitor volume and average spending affected by presence of gaming.

### Major County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$4.6	\$5.2	\$5.3	\$5.4	\$5.3
Visitor Spending	\$3.7	\$4.0	\$4.1	\$4.2	\$4.2
Overnight	\$2.7	\$2.9	\$3.0	\$3.1	\$3.1
Day	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1
Total Direct Earnings (million)	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1
Total Direct Employment	70	70	70	70	70
Government Revenue (million)	\$0.3	\$0.3	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	14.8	15.2	15.2	15.2	15.1
Party Nights	34.6	35.5	35.4	35.4	35.4
Person Trips	36.6	37.6	37.6	37.6	37.6
Person Nights	86.2	88.3	88.3	88.3	88.2
<b>Average Overnight Spending</b>					
per Party Trip	\$180	\$194	\$199	\$203	\$204
per Party Night	\$77	\$83	\$85	\$87	\$87
per Person Trips	\$73	\$78	\$80	\$82	\$82
per Person Night	\$31	\$33	\$34	\$35	\$35

### Marshall County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$38.5	\$42.1	\$44.2	\$49.6	\$48.2
Visitor Spending	\$35.8	\$38.7	\$40.7	\$46.0	\$45.2
Overnight	\$23.8	\$26.2	\$27.8	\$32.3	\$31.6
Day	\$12.0	\$12.6	\$12.9	\$13.7	\$13.6
Total Direct Earnings (million)	\$9.0	\$9.7	\$10.3	\$11.7	\$11.4
Total Direct Employment	430	450	460	520	510
Government Revenue (million)	\$2.5	\$2.6	\$2.8	\$3.2	\$3.1
Local Revenue	\$0.8	\$0.8	\$0.9	\$1.1	\$1.1
State Revenue	\$1.7	\$1.8	\$1.9	\$2.1	\$2.0
<b>*Overnight Visitor Volume</b> (thousand)					
Party Trips	86.1	88.0	90.0	96.2	94.8
Party Nights	210.5	214.2	218.0	230.0	227.3
Person Trips	254.6	259.3	264.3	280.1	277.0
Person Nights	631.9	641.4	651.0	681.5	676.0
<b>*Average Overnight Spending</b>					
per Party Trip	\$277	\$297	\$309	\$336	\$333
per Party Night	\$113	\$122	\$128	\$140	\$139
per Person Trips	\$94	\$101	\$105	\$115	\$114
per Person Night	\$38	\$41	\$43	\$47	\$47

\*Overnight visitor volume and average spending affected by presence of gaming.

### Mayes County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$43.1	\$46.9	\$49.0	\$49.7	\$49.7
Visitor Spending	\$38.0	\$40.5	\$42.7	\$43.3	\$43.7
Overnight	\$28.6	\$30.5	\$32.3	\$32.9	\$33.3
Day	\$9.4	\$10.0	\$10.3	\$10.4	\$10.4
Total Direct Earnings (million)	\$10.3	\$10.7	\$11.5	\$11.6	\$11.8
Total Direct Employment	690	720	750	750	770
Government Revenue (million)	\$3.5	\$3.6	\$3.8	\$3.9	\$4.0
Local Revenue	\$1.5	\$1.5	\$1.7	\$1.7	\$1.8
State Revenue	\$2.0	\$2.1	\$2.2	\$2.2	\$2.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	129.0	129.4	132.6	131.4	131.6
Party Nights	305.2	306.0	312.5	309.3	309.5
Person Trips	350.6	351.7	359.5	356.5	356.9
Person Nights	841.2	843.1	858.7	850.9	851.1
<b>Average Overnight Spending</b>					
per Party Trip	\$222	\$236	\$244	\$250	\$253
per Party Night	\$94	\$100	\$103	\$106	\$108
per Person Trips	\$82	\$87	\$90	\$92	\$93
per Person Night	\$34	\$36	\$38	\$39	\$39

### Murray County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$64.7	\$69.4	\$71.1	\$72.5	\$72.1
Visitor Spending	\$62.6	\$66.9	\$68.5	\$69.8	\$69.8
Overnight	\$46.2	\$49.7	\$51.1	\$52.2	\$52.2
Day	\$16.5	\$17.1	\$17.4	\$17.6	\$17.6
Total Direct Earnings (million)	\$16.1	\$17.0	\$17.7	\$18.0	\$18.1
Total Direct Employment	730	760	780	780	820
Government Revenue (million)	\$4.5	\$4.6	\$4.7	\$4.8	\$4.8
Local Revenue	\$1.5	\$1.6	\$1.6	\$1.7	\$1.7
State Revenue	\$3.0	\$3.0	\$3.1	\$3.1	\$3.1
<b>*Overnight Visitor Volume</b> (thousand)					
Party Trips	92.9	94.8	95.3	95.7	95.3
Party Nights	208.3	211.9	212.6	213.4	212.7
Person Trips	260.5	265.2	266.3	267.3	266.4
Person Nights	586.3	595.6	597.4	599.5	597.8
<b>*Average Overnight Spending</b>					
per Party Trip	\$497	\$525	\$537	\$546	\$548
per Party Night	\$222	\$235	\$240	\$245	\$245
per Person Trips	\$177	\$188	\$192	\$195	\$196
per Person Night	\$79	\$84	\$86	\$87	\$87

\*Overnight visitor volume and average spending affected by presence of gaming.

### Muskogee County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$74.8	\$90.9	\$110.3	\$110.5	\$107.1
Visitor Spending	\$65.2	\$79.0	\$97.8	\$97.8	\$96.2
Overnight	\$43.5	\$54.8	\$70.4	\$70.6	\$69.3
Day	\$21.7	\$24.2	\$27.4	\$27.2	\$26.8
Total Direct Earnings (million)	\$18.4	\$21.2	\$23.3	\$23.2	\$22.6
Total Direct Employment	1,140	1,310	1,480	1,460	1,450
Government Revenue (million)	\$5.7	\$6.7	\$8.3	\$8.3	\$8.2
Local Revenue	\$2.2	\$2.8	\$3.6	\$3.7	\$3.6
State Revenue	\$3.5	\$3.9	\$4.6	\$4.6	\$4.5
<b>*Overnight Visitor Volume</b> (thousand)					
Party Trips	136.4	149.8	170.8	167.5	164.0
Party Nights	340.5	368.0	411.2	402.8	394.9
Person Trips	339.2	372.9	425.2	417.4	408.7
Person Nights	843.7	912.6	1,020.5	1,000.6	981.1
<b>*Average Overnight Spending</b>					
per Party Trip	\$319	\$365	\$412	\$421	\$423
per Party Night	\$128	\$149	\$171	\$175	\$176
per Person Trips	\$128	\$147	\$166	\$169	\$170
per Person Night	\$52	\$60	\$69	\$71	\$71

\*Overnight visitor volume and average spending affected by presence of gaming.

### Noble County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$37.6	\$34.0	\$50.9	\$61.9	\$55.8
Visitor Spending	\$36.1	\$32.3	\$49.1	\$60.1	\$54.2
Overnight	\$25.2	\$22.1	\$35.5	\$44.6	\$39.9
Day	\$10.9	\$10.2	\$13.5	\$15.5	\$14.2
Total Direct Earnings (million)	\$9.3	\$8.2	\$12.7	\$15.4	\$14.0
Total Direct Employment	420	370	560	670	580
Government Revenue (million)	\$2.6	\$2.2	\$3.5	\$4.4	\$4.0
Local Revenue	\$0.8	\$0.7	\$1.2	\$1.6	\$1.5
State Revenue	\$1.8	\$1.5	\$2.3	\$2.7	\$2.5

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Nowata County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$5.0	\$5.6	\$5.7	\$5.7	\$5.6
Visitor Spending	\$3.7	\$4.0	\$4.0	\$4.1	\$4.1
Overnight	\$2.6	\$2.8	\$2.9	\$2.9	\$2.9
Day	\$1.1	\$1.2	\$1.2	\$1.2	\$1.2
Total Direct Earnings (million)	\$1.0	\$1.0	\$1.1	\$1.1	\$1.1
Total Direct Employment	80	90	100	90	90
Government Revenue (million)	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	16.8	16.9	16.9	16.8	16.8
Party Nights	40.0	40.4	40.3	40.1	40.1
Person Trips	40.6	41.0	40.9	40.7	40.7
Person Nights	97.2	98.1	97.8	97.4	97.3
<b>Average Overnight Spending</b>					
per Party Trip	\$156	\$167	\$170	\$172	\$172
per Party Night	\$65	\$70	\$71	\$72	\$72
per Person Trips	\$65	\$69	\$70	\$71	\$71
per Person Night	\$27	\$29	\$29	\$30	\$30

### Okfuskee County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$7.8	\$8.7	\$8.9	\$9.0	\$8.8
Visitor Spending	\$6.2	\$6.8	\$7.0	\$7.1	\$7.0
Overnight	\$4.6	\$5.0	\$5.1	\$5.2	\$5.2
Day	\$1.7	\$1.8	\$1.8	\$1.8	\$1.8
Total Direct Earnings (million)	\$1.7	\$1.8	\$1.9	\$1.9	\$1.9
Total Direct Employment	110	120	120	120	110
Government Revenue (million)	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	24.7	25.2	25.1	25.1	24.6
Party Nights	57.9	58.9	58.5	58.4	57.4
Person Trips	61.6	62.8	62.6	62.5	61.5
Person Nights	144.8	147.4	146.6	146.4	143.9
<b>Average Overnight Spending</b>					
per Party Trip	\$185	\$199	\$204	\$209	\$210
per Party Night	\$79	\$85	\$88	\$90	\$90
per Person Trips	\$74	\$80	\$82	\$84	\$84
per Person Night	\$32	\$34	\$35	\$36	\$36

### Oklahoma County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$1,877	\$1,985	\$2,120	\$2,185	\$2,235
Visitor Spending	\$1,333	\$1,391	\$1,511	\$1,579	\$1,603
Overnight	\$1,075	\$1,119	\$1,220	\$1,279	\$1,301
Day	\$259	\$272	\$291	\$300	\$301
Total Direct Earnings (million)	\$416	\$434	\$466	\$481	\$501
Total Direct Employment	\$19,170	\$19,510	\$20,620	\$21,060	\$21,500
Government Revenue (million)	\$135	\$138	\$151	\$158	\$162
Local Revenue	\$61	\$63	\$70	\$74	\$76
State Revenue	\$74	\$75	\$81	\$85	\$86
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	\$1,948	\$1,970	\$2,085	\$2,131	\$2,128
Party Nights	\$4,825	\$4,880	\$5,145	\$5,241	\$5,248
Person Trips	\$4,626	\$4,682	\$4,961	\$5,079	\$5,061
Person Nights	\$11,134	\$11,268	\$11,901	\$12,159	\$12,126
<b>Average Overnight Spending</b>					
per Party Trip	\$552	\$568	\$585	\$600	\$611
per Party Night	\$223	\$229	\$237	\$244	\$248
per Person Trips	\$232	\$239	\$246	\$252	\$257
per Person Night	\$97	\$99	\$103	\$105	\$107

### Okmulgee County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$66.4	\$72.2	\$74.0	\$75.5	\$74.5
Visitor Spending	\$61.1	\$65.6	\$67.4	\$68.8	\$68.4
Overnight	\$37.0	\$40.3	\$41.7	\$42.7	\$42.5
Day	\$24.1	\$25.3	\$25.7	\$26.1	\$25.9
Total Direct Earnings (million)	\$17.1	\$18.2	\$19.0	\$19.3	\$19.3
Total Direct Employment	1,060	1,120	1,170	1,180	1,190
Government Revenue (million)	\$4.5	\$4.7	\$4.9	\$5.0	\$4.9
Local Revenue	\$1.2	\$1.4	\$1.5	\$1.5	\$1.5
State Revenue	\$3.2	\$3.3	\$3.4	\$3.5	\$3.5
<b>*Overnight Visitor Volume</b> (thousand)					
Party Trips	97.4	100.7	101.3	101.6	100.1
Party Nights	236.1	242.4	243.0	243.4	239.7
Person Trips	238.9	247.1	249.0	250.2	246.3
Person Nights	566.7	583.1	585.5	587.4	578.3
<b>*Average Overnight Spending</b>					
per Party Trip	\$380	\$400	\$411	\$420	\$424
per Party Night	\$157	\$166	\$171	\$175	\$177
per Person Trips	\$155	\$163	\$167	\$171	\$172
per Person Night	\$65	\$69	\$71	\$73	\$73

\*Overnight visitor volume and average spending affected by presence of gaming.

### Osage County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$88.7	\$92.6	\$93.4	\$97.0	\$95.5
Visitor Spending	\$82.8	\$85.1	\$85.9	\$89.5	\$88.4
Overnight	\$30.7	\$31.8	\$32.1	\$33.8	\$33.4
Day	\$52.1	\$53.3	\$53.8	\$55.7	\$55.0
Total Direct Earnings (million)	\$21.9	\$22.4	\$22.8	\$23.7	\$23.8
Total Direct Employment	910	910	930	990	970
Government Revenue (million)	\$6.0	\$5.9	\$6.0	\$6.2	\$6.2
Local Revenue	\$1.7	\$1.8	\$1.8	\$1.9	\$1.9
State Revenue	\$4.2	\$4.2	\$4.2	\$4.3	\$4.3
<b>*Overnight Visitor Volume (thousand)</b>					
Party Trips	76.7	77.4	77.1	79.2	77.6
Party Nights	199.4	201.4	200.7	205.7	201.6
Person Trips	191.9	194.0	193.5	198.6	194.7
Person Nights	488.8	494.7	493.5	505.8	495.5
<b>*Average Overnight Spending</b>					
per Party Trip	\$401	\$411	\$417	\$427	\$431
per Party Night	\$154	\$158	\$160	\$164	\$166
per Person Trips	\$160	\$164	\$166	\$170	\$172
per Person Night	\$63	\$64	\$65	\$67	\$67

\*Overnight visitor volume and average spending affected by presence of gaming.

### Ottawa County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$254.1	\$291.3	\$273.9	\$294.9	\$301.4
Visitor Spending	\$249.8	\$285.9	\$268.4	\$289.3	\$296.3
Overnight	\$73.3	\$85.9	\$80.7	\$87.1	\$89.9
Day	\$176.4	\$200.0	\$187.7	\$202.2	\$206.4
Total Direct Earnings (million)	\$63.2	\$72.2	\$68.0	\$73.2	\$76.2
Total Direct Employment	2,530	2,790	2,610	2,760	2,830
Government Revenue (million)	\$15.1	\$16.6	\$15.8	\$16.6	\$17.0
Local Revenue	\$3.3	\$3.8	\$3.7	\$4.0	\$4.1
State Revenue	\$11.8	\$12.8	\$12.1	\$12.6	\$12.9
<b>*Overnight Visitor Volume (thousand)</b>					
Party Trips	143.1	162.5	150.6	161.2	164.2
Party Nights	324.9	365.3	339.6	362.7	368.6
Person Trips	362.6	411.3	381.6	407.9	415.6
Person Nights	823.0	923.9	860.4	917.5	932.3
<b>*Average Overnight Spending</b>					
per Party Trip	\$513	\$528	\$536	\$541	\$547
per Party Night	\$226	\$235	\$238	\$240	\$244
per Person Trips	\$202	\$209	\$211	\$214	\$216
per Person Night	\$89	\$93	\$94	\$95	\$96

\*Overnight visitor volume and average spending affected by presence of gaming.



**Pawnee County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$17.9	\$19.3	\$19.2	\$19.5	\$19.2
Visitor Spending	\$15.9	\$16.7	\$16.6	\$16.9	\$16.8
Overnight	\$8.2	\$8.7	\$8.7	\$8.9	\$8.8
Day	\$7.7	\$8.0	\$7.9	\$8.0	\$8.0
Total Direct Earnings (million)	\$4.4	\$4.6	\$4.6	\$4.7	\$4.7
Total Direct Employment	290	310	300	310	320
Government Revenue (million)	\$1.4	\$1.4	\$1.4	\$1.4	\$1.4
Local Revenue	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
State Revenue	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9
<b>*Overnight Visitor Volume (thousand)</b>					
Party Trips	27.6	28.0	27.4	27.4	27.1
Party Nights	72.2	73.2	71.6	71.6	70.6
Person Trips	69.7	70.8	69.5	69.5	68.6
Person Nights	179.2	182.0	178.2	178.3	175.9
<b>*Average Overnight Spending</b>					
per Party Trip	\$297	\$312	\$319	\$324	\$326
per Party Night	\$113	\$119	\$122	\$124	\$125
per Person Trips	\$118	\$123	\$126	\$128	\$128
per Person Night	\$46	\$48	\$49	\$50	\$50

\*Overnight visitor volume and average spending affected by presence of gaming.

**Payne County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$99.7	\$111.9	\$115.5	\$138.2	\$155.9
Visitor Spending	\$89.4	\$98.8	\$102.3	\$124.7	\$143.7
Overnight	\$64.1	\$71.4	\$74.3	\$92.4	\$108.2
Day	\$25.3	\$27.4	\$28.0	\$32.2	\$35.5
Total Direct Earnings (million)	\$25.7	\$28.1	\$29.6	\$33.0	\$35.9
Total Direct Employment	1,660	1,810	1,820	1,990	2,170
Government Revenue (million)	\$8.3	\$8.9	\$9.3	\$11.3	\$13.0
Local Revenue	\$3.6	\$3.9	\$4.1	\$5.1	\$6.1
State Revenue	\$4.7	\$5.0	\$5.2	\$6.1	\$7.0
<b>Overnight Visitor Volume (thousand)</b>					
Party Trips	187.7	196.0	197.4	226.9	250.9
Party Nights	452.3	469.9	472.2	535.0	585.2
Person Trips	465.5	486.2	489.7	563.1	622.9
Person Nights	1,119.6	1,163.4	1,169.5	1,325.6	1,450.8
<b>Average Overnight Spending</b>					
per Party Trip	\$341	\$364	\$376	\$407	\$431
per Party Night	\$142	\$152	\$157	\$173	\$185
per Person Trips	\$138	\$147	\$152	\$164	\$174
per Person Night	\$57	\$61	\$64	\$70	\$75

### Pittsburg County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$110.6	\$125.6	\$116.0	\$108.7	\$104.7
Visitor Spending	\$105.0	\$118.5	\$109.0	\$101.7	\$98.1
Overnight	\$79.3	\$90.7	\$82.9	\$76.6	\$73.6
Day	\$25.6	\$27.8	\$26.1	\$25.1	\$24.5
Total Direct Earnings (million)	\$29.8	\$33.5	\$31.1	\$29.9	\$29.5
Total Direct Employment	1,600	1,840	1,670	1,580	1,530
Government Revenue (million)	\$8.2	\$9.0	\$8.4	\$7.8	\$7.7
Local Revenue	\$3.2	\$3.6	\$3.4	\$3.2	\$3.1
State Revenue	\$5.0	\$5.4	\$5.0	\$4.7	\$4.6
<b>*Overnight Visitor Volume (thousand)</b>					
Party Trips	185.3	197.7	181.8	171.3	166.0
Party Nights	448.0	473.4	438.0	415.9	404.9
Person Trips	499.3	530.0	490.3	463.9	450.4
Person Nights	1,220.0	1,283.1	1,194.7	1,139.0	1,110.7
<b>*Average Overnight Spending</b>					
per Party Trip	\$428	\$459	\$456	\$447	\$443
per Party Night	\$177	\$192	\$189	\$184	\$182
per Person Trips	\$159	\$171	\$169	\$165	\$163
per Person Night	\$65	\$71	\$69	\$67	\$66

\*Overnight visitor volume and average spending affected by presence of gaming.

### Pontotoc County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$40.3	\$44.7	\$44.2	\$49.0	\$52.4
Visitor Spending	\$35.3	\$38.3	\$37.3	\$41.4	\$45.8
Overnight	\$24.6	\$26.8	\$26.1	\$29.2	\$32.8
Day	\$10.8	\$11.5	\$11.2	\$12.2	\$13.0
Total Direct Earnings (million)	\$10.0	\$10.8	\$10.9	\$12.3	\$13.3
Total Direct Employment	620	670	650	700	770
Government Revenue (million)	\$3.5	\$3.7	\$3.6	\$4.1	\$4.6
Local Revenue	\$1.6	\$1.7	\$1.7	\$1.9	\$2.2
State Revenue	\$1.9	\$2.0	\$2.0	\$2.2	\$2.4
<b>Overnight Visitor Volume (thousand)</b>					
Party Trips	82.3	84.4	81.0	87.2	92.8
Party Nights	200.3	204.9	197.0	211.0	222.7
Person Trips	202.4	207.8	199.4	214.5	228.7
Person Nights	491.8	503.3	484.1	518.4	547.5
<b>Average Overnight Spending</b>					
per Party Trip	\$299	\$318	\$322	\$335	\$353
per Party Night	\$123	\$131	\$132	\$138	\$147
per Person Trips	\$121	\$129	\$131	\$136	\$143
per Person Night	\$50	\$53	\$54	\$56	\$60

**Pottawatomie County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$103.3	\$105.7	\$113.8	\$123.0	\$109.8
Visitor Spending	\$93.9	\$94.3	\$102.3	\$111.8	\$99.2
Overnight	\$68.0	\$68.0	\$74.2	\$82.0	\$71.9
Day	\$26.0	\$26.3	\$28.1	\$29.8	\$27.3
Total Direct Earnings (million)	\$25.4	\$24.4	\$26.8	\$29.0	\$28.9
Total Direct Employment	1,580	1,470	1,580	1,690	1,660
Government Revenue (million)	\$8.2	\$7.9	\$8.6	\$9.5	\$8.5
Local Revenue	\$3.3	\$3.2	\$3.6	\$4.0	\$3.5
State Revenue	\$4.8	\$4.7	\$5.0	\$5.5	\$5.0
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	148.1	145.0	153.6	162.4	146.2
Party Nights	382.1	375.9	397.0	415.9	379.7
Person Trips	365.3	357.9	378.5	400.4	360.6
Person Nights	914.0	899.7	949.7	996.7	907.7
<b>Average Overnight Spending</b>					
per Party Trip	\$459	\$469	\$483	\$505	\$492
per Party Night	\$178	\$181	\$187	\$197	\$189
per Person Trips	\$186	\$190	\$196	\$205	\$199
per Person Night	\$74	\$76	\$78	\$82	\$79

**Pushmataha County Travel Impacts and Visitor Volume, 2010-2014**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$9.6	\$10.6	\$10.6	\$10.8	\$10.6
Visitor Spending	\$8.1	\$8.8	\$8.9	\$9.0	\$9.0
Overnight	\$8.0	\$8.6	\$8.7	\$8.9	\$8.8
Day	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
Total Direct Earnings (million)	\$2.0	\$2.1	\$2.2	\$2.2	\$2.2
Total Direct Employment	140	150	150	160	160
Government Revenue (million)	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7
Local Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
State Revenue	\$0.4	\$0.4	\$0.4	\$0.5	\$0.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	38.1	38.0	37.5	37.5	37.1
Party Nights	90.1	89.7	88.5	88.4	87.3
Person Trips	104.7	104.4	103.2	103.2	102.0
Person Nights	249.3	248.2	245.1	244.9	242.2
<b>Average Overnight Spending</b>					
per Party Trip	\$210	\$228	\$233	\$237	\$238
per Party Night	\$89	\$96	\$99	\$101	\$101
per Person Trips	\$77	\$83	\$85	\$86	\$86
per Person Night	\$32	\$35	\$36	\$36	\$36

### Roger Mills County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$2.7	\$3.1	\$3.2	\$3.3	\$3.2
Visitor Spending	\$2.3	\$2.6	\$2.6	\$2.7	\$2.7
Overnight	\$2.1	\$2.4	\$2.4	\$2.5	\$2.5
Day	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Total Direct Earnings (million)	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7
Total Direct Employment	50	60	60	60	60
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	9.7	10.2	10.2	10.2	10.1
Party Nights	22.3	23.5	23.4	23.3	23.2
Person Trips	25.0	26.4	26.3	26.3	26.1
Person Nights	58.1	61.1	60.8	60.6	60.2
<b>Average Overnight Spending</b>					
per Party Trip	\$217	\$231	\$238	\$244	\$246
per Party Night	\$94	\$101	\$104	\$107	\$108
per Person Trips	\$84	\$90	\$93	\$95	\$96
per Person Night	\$36	\$39	\$40	\$41	\$41

### Rogers County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$111.9	\$118.6	\$125.3	\$127.9	\$125.0
Visitor Spending	\$100.7	\$104.6	\$111.1	\$113.4	\$111.4
Overnight	\$57.9	\$60.5	\$64.7	\$66.4	\$65.0
Day	\$42.9	\$44.1	\$46.4	\$47.0	\$46.4
Total Direct Earnings (million)	\$27.6	\$28.4	\$30.6	\$31.0	\$30.8
Total Direct Employment	1,480	1,440	1,530	1,520	1,480
Government Revenue (million)	\$8.4	\$8.4	\$9.0	\$9.3	\$9.2
Local Revenue	\$3.1	\$3.1	\$3.4	\$3.7	\$3.6
State Revenue	\$5.3	\$5.3	\$5.6	\$5.7	\$5.6
<b>*Overnight Visitor Volume</b> (thousand)					
Party Trips	150.6	151.6	158.0	158.3	155.0
Party Nights	380.9	383.0	397.7	397.7	390.3
Person Trips	363.8	366.8	382.2	383.2	375.2
Person Nights	897.8	905.1	940.7	941.7	923.2
<b>*Average Overnight Spending</b>					
per Party Trip	\$384	\$399	\$410	\$420	\$419
per Party Night	\$152	\$158	\$163	\$167	\$167
per Person Trips	\$159	\$165	\$169	\$173	\$173
per Person Night	\$64	\$67	\$69	\$71	\$70

\*Overnight visitor volume and average spending affected by presence of gaming.

### Seminole County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$18.0	\$19.9	\$21.0	\$23.0	\$21.9
Visitor Spending	\$14.9	\$15.9	\$17.0	\$19.0	\$18.1
Overnight	\$11.2	\$12.0	\$12.9	\$14.6	\$14.0
Day	\$3.7	\$3.9	\$4.1	\$4.4	\$4.2
Total Direct Earnings (million)	\$4.0	\$4.2	\$4.6	\$5.1	\$4.9
Total Direct Employment	260	260	280	310	300
Government Revenue (million)	\$1.5	\$1.5	\$1.6	\$1.9	\$1.8
Local Revenue	\$0.6	\$0.7	\$0.7	\$0.8	\$0.8
State Revenue	\$0.8	\$0.9	\$0.9	\$1.0	\$1.0
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	53.8	54.2	56.1	59.5	56.5
Party Nights	124.1	124.9	128.9	135.2	128.6
Person Trips	133.8	134.9	139.6	148.0	140.7
Person Nights	309.5	311.5	321.2	337.1	321.1
<b>Average Overnight Spending</b>					
per Party Trip	\$208	\$222	\$231	\$246	\$247
per Party Night	\$90	\$96	\$100	\$108	\$109
per Person Trips	\$83	\$89	\$93	\$99	\$99
per Person Night	\$36	\$39	\$40	\$43	\$43

### Sequoyah County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$116.7	\$119.3	\$116.1	\$113.6	\$112.7
Visitor Spending	\$111.5	\$112.8	\$109.7	\$107.1	\$106.6
Overnight	\$60.9	\$61.9	\$60.0	\$58.1	\$57.5
Day	\$50.6	\$50.9	\$49.7	\$49.0	\$49.1
Total Direct Earnings (million)	\$29.3	\$29.3	\$28.8	\$27.9	\$28.1
Total Direct Employment	1,390	1,350	1,300	1,310	1,330
Government Revenue (million)	\$8.0	\$7.7	\$7.6	\$7.3	\$7.4
Local Revenue	\$2.6	\$2.5	\$2.5	\$2.5	\$2.5
State Revenue	\$5.4	\$5.2	\$5.1	\$4.9	\$4.8

*Overnight Visitor Volume and Average Spending not available due to significance of gaming.*

### Stephens County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$54.8	\$58.1	\$63.9	\$70.1	\$77.1
Visitor Spending	\$48.9	\$50.7	\$56.5	\$62.0	\$69.5
Overnight	\$34.1	\$35.4	\$39.9	\$44.3	\$50.5
Day	\$14.7	\$15.3	\$16.6	\$17.7	\$19.0
Total Direct Earnings (million)	\$12.6	\$12.9	\$14.6	\$16.2	\$18.2
Total Direct Employment	880	870	940	1,040	1,140
Government Revenue (million)	\$4.4	\$4.5	\$5.0	\$5.6	\$6.4
Local Revenue	\$1.8	\$1.9	\$2.2	\$2.5	\$2.9
State Revenue	\$2.6	\$2.6	\$2.9	\$3.1	\$3.5
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	111.4	110.4	118.4	125.3	135.1
Party Nights	268.3	266.3	283.7	298.2	318.0
Person Trips	282.1	279.7	299.5	316.8	341.3
Person Nights	677.4	672.4	715.5	751.5	801.3
<b>Average Overnight Spending</b>					
per Party Trip	\$306	\$321	\$337	\$353	\$374
per Party Night	\$127	\$133	\$141	\$149	\$159
per Person Trips	\$121	\$127	\$133	\$140	\$148
per Person Night	\$50	\$53	\$56	\$59	\$63

### Texas County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$31.0	\$35.0	\$37.4	\$40.7	\$42.3
Visitor Spending	\$28.4	\$31.7	\$34.1	\$37.3	\$39.1
Overnight	\$20.4	\$22.9	\$24.8	\$27.2	\$28.7
Day	\$8.0	\$8.8	\$9.3	\$10.1	\$10.3
Total Direct Earnings (million)	\$7.3	\$8.0	\$8.8	\$9.5	\$10.0
Total Direct Employment	480	530	550	610	670
Government Revenue (million)	\$2.7	\$3.0	\$3.2	\$3.5	\$3.7
Local Revenue	\$1.3	\$1.4	\$1.5	\$1.7	\$1.8
State Revenue	\$1.5	\$1.6	\$1.7	\$1.9	\$1.9
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	60.4	64.0	66.6	70.8	72.6
Party Nights	141.7	149.3	154.9	164.2	167.4
Person Trips	149.4	158.1	164.8	175.2	179.6
Person Nights	349.3	368.2	382.3	405.2	413.4
<b>Average Overnight Spending</b>					
per Party Trip	\$337	\$358	\$372	\$384	\$396
per Party Night	\$144	\$153	\$160	\$166	\$172
per Person Trips	\$136	\$145	\$150	\$155	\$160
per Person Night	\$58	\$62	\$65	\$67	\$69

### Tillman County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$5.6	\$6.3	\$6.3	\$6.4	\$6.2
Visitor Spending	\$4.7	\$5.1	\$5.1	\$5.2	\$5.1
Overnight	\$3.5	\$3.8	\$3.9	\$3.9	\$3.9
Day	\$1.2	\$1.2	\$1.2	\$1.2	\$1.2
Total Direct Earnings (million)	\$1.3	\$1.3	\$1.4	\$1.4	\$1.4
Total Direct Employment	90	90	100	100	90
Government Revenue (million)	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	17.1	17.4	17.0	16.9	16.6
Party Nights	39.5	40.1	39.1	38.7	38.1
Person Trips	42.6	43.4	42.5	42.1	41.5
Person Nights	98.5	99.9	97.6	96.6	95.2
<b>Average Overnight Spending</b>					
per Party Trip	\$204	\$220	\$227	\$232	\$234
per Party Night	\$88	\$95	\$99	\$101	\$102
per Person Trips	\$82	\$88	\$91	\$93	\$94
per Person Night	\$35	\$38	\$40	\$41	\$41

### Tulsa County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$1,190.8	\$1,289.0	\$1,292.2	\$1,326.2	\$1,373.6
Visitor Spending	\$715.3	\$766.9	\$807.8	\$847.7	\$887.7
Overnight	\$600.8	\$643.5	\$678.9	\$714.0	\$749.9
Day	\$114.5	\$123.4	\$128.9	\$133.7	\$137.8
Total Direct Earnings (million)	\$261.4	\$268.3	\$255.7	\$255.9	\$266.3
Total Direct Employment	11,560	11,610	11,220	11,370	11,640
Government Revenue (million)	\$78.1	\$81.4	\$83.8	\$87.5	\$91.7
Local Revenue	\$35.7	\$37.6	\$38.7	\$40.4	\$42.6
State Revenue	\$42.4	\$43.8	\$45.1	\$47.1	\$49.1
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	1,360.1	1,398.4	1,444.1	1,480.5	1,523.3
Party Nights	3,288.6	3,366.4	3,463.4	3,541.3	3,636.6
Person Trips	3,182.5	3,282.7	3,397.0	3,488.8	3,589.3
Person Nights	7,513.2	7,723.6	7,967.2	8,164.9	8,381.7
<b>Average Overnight Spending</b>					
per Party Trip	\$442	\$460	\$470	\$482	\$492
per Party Night	\$183	\$191	\$196	\$202	\$206
per Person Trips	\$189	\$196	\$200	\$205	\$209
per Person Night	\$80	\$83	\$85	\$87	\$89

### Wagoner County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$53.3	\$58.1	\$60.1	\$61.7	\$60.7
Visitor Spending	\$43.3	\$45.7	\$47.0	\$48.8	\$49.3
Overnight	\$33.5	\$35.3	\$36.3	\$37.8	\$38.2
Day	\$9.8	\$10.3	\$10.6	\$11.0	\$11.0
Total Direct Earnings (million)	\$12.4	\$12.8	\$13.7	\$13.9	\$13.9
Total Direct Employment	790	790	780	830	810
Government Revenue (million)	\$4.0	\$4.1	\$4.2	\$4.4	\$4.4
Local Revenue	\$1.5	\$1.6	\$1.6	\$1.7	\$1.7
State Revenue	\$2.5	\$2.5	\$2.6	\$2.7	\$2.7
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	117.3	118.2	119.8	122.2	122.2
Party Nights	303.9	306.0	310.0	315.8	315.6
Person Trips	286.5	289.1	293.2	299.3	299.2
Person Nights	727.3	733.9	744.2	758.9	757.7
<b>Average Overnight Spending</b>					
per Party Trip	\$286	\$299	\$303	\$309	\$313
per Party Night	\$110	\$115	\$117	\$120	\$121
per Person Trips	\$117	\$122	\$124	\$126	\$128
per Person Night	\$46	\$48	\$49	\$50	\$50

### Washington County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$54.6	\$62.7	\$74.5	\$72.9	\$72.9
Visitor Spending	\$46.6	\$53.8	\$65.4	\$63.7	\$64.6
Overnight	\$36.9	\$42.9	\$53.1	\$51.7	\$52.5
Day	\$9.7	\$10.9	\$12.3	\$12.0	\$12.1
Total Direct Earnings (million)	\$13.7	\$15.1	\$16.6	\$16.3	\$17.0
Total Direct Employment	810	870	930	900	940
Government Revenue (million)	\$4.6	\$5.1	\$6.2	\$6.0	\$6.2
Local Revenue	\$2.0	\$2.2	\$2.8	\$2.7	\$2.8
State Revenue	\$2.6	\$2.8	\$3.3	\$3.3	\$3.3
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	138.2	147.5	167.2	160.0	160.9
Party Nights	304.9	322.9	360.3	345.1	347.6
Person Trips	342.0	365.2	414.3	396.7	398.9
Person Nights	753.4	798.3	891.7	854.6	860.6
<b>Average Overnight Spending</b>					
per Party Trip	\$267	\$291	\$318	\$323	\$326
per Party Night	\$121	\$133	\$147	\$150	\$151
per Person Trips	\$108	\$118	\$128	\$130	\$132
per Person Night	\$49	\$54	\$60	\$61	\$61



### Washita County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$7.2	\$8.1	\$8.2	\$8.4	\$8.1
Visitor Spending	\$5.8	\$6.3	\$6.4	\$6.5	\$6.4
Overnight	\$5.5	\$5.9	\$6.0	\$6.2	\$6.1
Day	\$0.3	\$0.4	\$0.4	\$0.4	\$0.3
Total Direct Earnings (million)	\$1.5	\$1.5	\$1.6	\$1.6	\$1.6
Total Direct Employment	120	130	150	140	130
Government Revenue (million)	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.3	\$0.4	\$0.4	\$0.4
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	25.8	26.0	25.9	26.0	25.5
Party Nights	60.0	60.5	60.2	60.4	59.2
Person Trips	65.5	66.2	65.9	66.1	64.9
Person Nights	152.5	153.8	153.0	153.5	150.7
<b>Average Overnight Spending</b>					
per Party Trip	\$212	\$228	\$233	\$237	\$239
per Party Night	\$91	\$98	\$100	\$102	\$103
per Person Trips	\$84	\$90	\$92	\$93	\$94
per Person Night	\$36	\$39	\$39	\$40	\$40

### Woods County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$12.9	\$15.6	\$17.9	\$25.4	\$34.2
Visitor Spending	\$11.1	\$13.3	\$16.0	\$23.4	\$32.5
Overnight	\$10.4	\$12.5	\$15.1	\$22.2	\$31.0
Day	\$0.7	\$0.8	\$0.9	\$1.2	\$1.5
Total Direct Earnings (million)	\$3.1	\$3.7	\$4.3	\$6.2	\$8.5
Total Direct Employment	200	220	260	360	480
Government Revenue (million)	\$1.1	\$1.3	\$1.6	\$2.4	\$3.3
Local Revenue	\$0.5	\$0.6	\$0.8	\$1.2	\$1.7
State Revenue	\$0.6	\$0.7	\$0.8	\$1.2	\$1.6
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	35.0	38.2	43.4	58.0	75.7
Party Nights	76.8	82.8	92.7	120.5	154.4
Person Trips	90.9	98.9	111.9	148.3	192.6
Person Nights	200.3	215.2	239.9	309.4	394.0
<b>Average Overnight Spending</b>					
per Party Trip	\$297	\$327	\$349	\$383	\$409
per Party Night	\$136	\$151	\$163	\$184	\$201
per Person Trips	\$115	\$126	\$135	\$150	\$161
per Person Night	\$52	\$58	\$63	\$72	\$79

## Woodward County Travel Impacts and Visitor Volume, 2010-2014

	2010	2011	2012	2013	2014
<b>Direct Economic Impacts</b>					
Total Direct Spending (million)	\$46.0	\$59.9	\$74.5	\$67.5	\$69.3
Visitor Spending	\$43.1	\$56.3	\$70.8	\$63.6	\$65.8
Overnight	\$32.2	\$42.8	\$54.5	\$48.7	\$50.5
Day	\$10.9	\$13.5	\$16.3	\$14.9	\$15.4
Total Direct Earnings (million)	\$11.2	\$12.8	\$13.6	\$12.1	\$12.4
Total Direct Employment	660	730	740	660	700
Government Revenue (million)	\$4.3	\$5.4	\$6.7	\$6.1	\$6.7
Local Revenue	\$2.1	\$2.7	\$3.4	\$3.2	\$3.6
State Revenue	\$2.2	\$2.7	\$3.3	\$3.0	\$3.0
<b>Overnight Visitor Volume</b> (thousand)					
Party Trips	80.6	97.2	116.2	104.0	106.3
Party Nights	183.9	218.5	258.3	232.6	238.1
Person Trips	202.3	244.0	291.4	260.9	266.6
Person Nights	461.2	547.6	646.9	583.1	596.6
<b>Average Overnight Spending</b>					
per Party Trip	\$400	\$440	\$469	\$469	\$475
per Party Night	\$175	\$196	\$211	\$209	\$212
per Person Trips	\$159	\$175	\$187	\$187	\$189
per Person Night	\$70	\$78	\$84	\$84	\$85

## APPENDICES

APPENDIX A	2014 TRAVEL IMPACT AND VISITOR VOLUME ESTIMATES
APPENDIX B	KEY TERMS AND DEFINITIONS
APPENDIX C	RELATIONSHIP BETWEEN SPENDING AND VOLUME
APPENDIX D	REGIONAL TRAVEL IMPACT MODEL
APPENDIX E	TRAVEL INDUSTRY ACCOUNTS
APPENDIX F	OKLAHOMA EARNINGS AND EMPLOYMENT BY INDUSTRY SECTOR
APPENDIX G	INDUSTRY GROUPS

## **2014 TRAVEL IMPACT AND VISITOR VOLUME ESTIMATES**

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

### **DIRECT IMPACTS**

The estimates of the direct impacts associated with traveler spending in Oklahoma were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Oklahoma travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

### **OVERNIGHT VISITOR VOLUME AND AVERAGE SPENDING ESTIMATES**

This report also provides county and statewide estimates of visitor volume and average spending (which includes both domestic and international visitation) for overnight visitors. These estimates are derived from the RTIM spending estimates and other source data (see Appendix D). It should be noted that in the case of trips, the sum of county and regions are greater than the statewide estimate. This is because travelers may visit more than one destination on the same trip. Similarly, the length of stay on a given trip will less at a particular destination than for the state as a whole due to pass-through time spent in route to the destination.

In addition, the treatment of transportation expenditures (ground and air) depends upon the level of geography (county, region or state). County level estimates of visitor spending do not include airfares and only a portion of ground transportation expenditures. (These estimates are included in other travel spending.) State level estimates include all one-way airfares and all expenditures for ground transportation.

### **SECONDARY (INDIRECT AND INDUCED) IMPACTS**

Direct impacts are reported for all counties within Oklahoma. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2014. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Oklahoma economy prepared by the IMPLAN Group, LLC. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures from travelers. Hotels, for example, purchase maintenance services from independent contractors. Induced

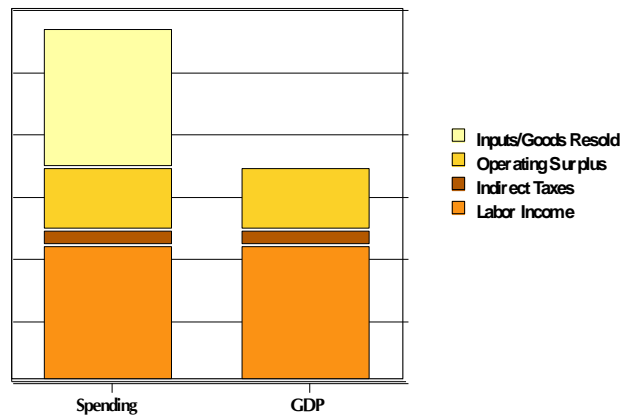
impacts represent the purchase of goods and services by employees whose earnings are in part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The “multiplier” refers to the ratio of the total impacts to the direct impacts for employment or earnings. A description of the methodology used to estimate secondary impacts can be found in the Appendix.

**GROSS DOMESTIC PRODUCT**

An estimate of the Gross Domestic Product (GDP) of the Oklahoma travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the “value added” of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries.

The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. “Goods resold” are the commodities that retail establishments purchase from manufacturers or wholesale trade businesses and resell with a markup. These inputs or goods are not counted as the GDP of the restaurant or retail industry because their value was created in other industries (agriculture, accounting, manufacturing).

**Relationship Between Spending and Gross Domestic Product**



It is for this reason that “travel spending” – as measured from surveys of visitors – is not the best measure of the travel industry’s real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

### **COMPARISON WITH OTHER EXPORT-ORIENTED INDUSTRIES**

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries, and manufacturing are the best examples of goods producing export-oriented industries. Many professional services (e.g., engineering, architecture, law) are also traded in export markets. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength – in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the “comparative advantage” of the local economy within larger regional, national and global markets.

For the purposes of this report, we have defined three major export-oriented industries in Oklahoma.

- **Oil and Gas Extraction.** This industry also includes support services for oil and gas extraction, as well as petroleum and chemical manufacturing. (NAICS 211, 213, 324, and 325).
- **Agriculture & food processing.** This industry group encompasses parts of two major industry categories: agriculture, and food manufacturing or processing.
- **Travel.** A portion of the transportation, retail, leisure, and hospitality industries as estimated in this report.

Comparisons with these industries are more meaningful for the travel industry than comparisons with non-export oriented industries (e.g., health care, retail trade, government) where industry growth is largely a function of population and demographic factors. See Appendix C for a list of Oklahoma industries.

### INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

## KEY TERMS AND DEFINITIONS

### ECONOMIC IMPACTS

**Commodity:** A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

**Direct Impacts:** Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

**Earnings:** Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

**Employment:** Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

**Federal Taxes:** Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

**Industry:** A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

**Local Government Revenue:** Lodging and sales 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 the sales tax payments attributable to travel industry employees are also included.

**Other spending:** See *Travel spending*.

**Private Home:** Unpaid overnight accommodations of friends and relatives.

**Receipts:** Travel expenditures less the sales and excise taxes paid by the consumer.

**State Government Revenue:** Lodging, sales, mixed beverage, motor fuel, auto rental 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.

**Total Impacts:** The sum of *Direct* and *Secondary* impacts.

**Travel spending:** The sum of visitor and other spending related to travel. Other spending includes spending by residents on ground and air transportation for the purpose of travel to other destinations and spending on travel arrangement services.

**Visitor spending:** All spending on goods & services by visitors at the destination. Also referred to as destination spending.



## VISITOR VOLUME

**Length of Stay:** The number of nights that a visitor or travel party is away from home on a trip.

**Night:** Applies to overnight visitors only. The number of nights on a trip is the length of stay. The count of days and nights is generally equivalent for overnight visitors. (See trips.)

**Party-trips:** The number of trips to the destination by travel parties. Party-trips are equal to the number of Visitor-trips divided by the average party size.

**Party-nights:** The number of nights or days that travel parties stayed at the destination. Party-nights are equal to the number of visitor-nights divided by the average party size or the number of party-trips multiplied by the average length of stay.

**Party Size:** The number of individuals (adults and children, including non-household members) that are traveling together and are sharing the costs of travel.

**Room Demand:** A count of the number of hotel/motel rooms that are sold on a nightly basis over a given period of time. Also referred to as *room nights sold*.

**Travel party:** A *travel party* includes all *visitors* (adults and children) traveling together. The *party size* represents the average number of visitors or persons in the travel party.

**Trip:** A trip may include more than one day or night at a destination. For overnight visitor categories, the total number of trips will be less than the number of nights. The *length of stay* for the trip represents the number of nights (or days) at the destination.

**Visitor:** An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

**Visitor Air Arrival:** A passenger who travels by air and initiated the trip at another location. Visitor air arrivals do not include passengers who are returning home from a trip to another destination or passengers that are making a connection to another flight.

**Visitor-trips:** The number of trips to the destination by visitors or persons. This is also equivalent to as the total number of *visits*.

**Visitor-nights:** The number of nights or days that visitors (persons) stayed at the destination. Visitor-nights are equal to the number of visitor-trips multiplied by the average length of stay.

### RELATIONSHIP BETWEEN SPENDING AND VOLUME

The Spending, Average Expenditures and Volume tables are computationally related as shown below.

- **Spending equals Average Expenditures multiplied by Volume** for comparable party/person and night/trip categories
- **Travel parties and persons** are related by division or multiplication with **Party Size**
- **Trips and nights** are related by division or multiplication with **Length of Stay**

#### Visitor Spending by Type of Accommodation (\$Million), YEAR

		YEAR
All Overnight	$656,000 \times \$86 = \$56,100,000$ (calculated from person-trips)	56.1
Hotel, Motel	$160,000 \times \$200 = \$32,000,000$ (calculated from party-nights)	32.0
Private Home	$1,030,000 \times \$20 = \$20,600,000$ (calculated from person-nights)	20.6
Other Overnight	$10,000 \times \$350 = \$3,500,000$ (calculated from party-trips)	3.5
Campground		3.0
Vacation Home		0.5
Day Travel		30.0
Spending at Destination		86.1

#### Average Expenditures for Overnight Visitors, YEAR

	Travel Party		Visitor (Person)		Party Size	Length of Stay (nights)
	Nights	Trip	Nights	Trip		
Hotel, Motel	\$200	\$340	\$83	\$142	2.4	1.7
Private Home	\$50	\$130	\$20	\$52	2.5	2.6
Other Overnight	\$117	\$350	\$34	\$103	3.4	3.0
All Overnight	\$494	\$214	\$197	\$86	2.5	2.3

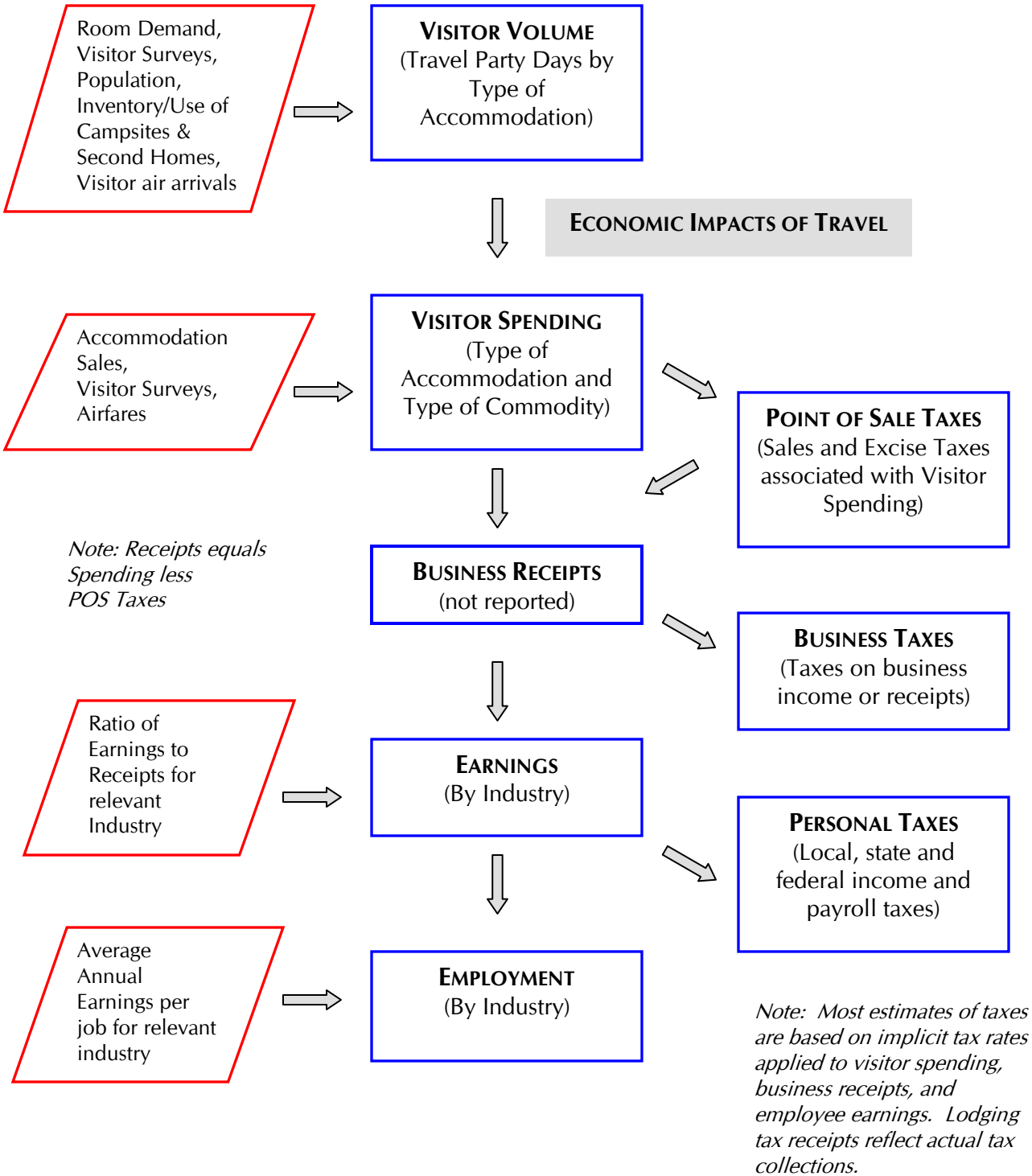
#### Overnight Visitor Volume, YEAR

	Visitor-Nights (000)		Party-Nights (000)	
		YEAR		YEAR
Hotel, Motel	$160 \times 2.4 =$	384		160
Private Home		1,030		412
Other Overnight		102		30
All Overnight		1,516		602

	Visitor-Trips (000)		Party-Trips (000)	
		YEAR		YEAR
Hotel, Motel		226		94
Private Home	$1,030 / 2.6 =$	396		158
Other Overnight		34		10
All Overnight		656		263

## REGIONAL TRAVEL IMPACT MODEL

**PRIMARY DATA SOURCES**



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## TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”<sup>1</sup> Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

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<sup>1</sup> Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” Survey of Current Business 84 (September 2004): 43-59.

## PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger – they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

## TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.<sup>2</sup> There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.<sup>3</sup> Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of

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<sup>2</sup> The North American Industrial Classification System (NAICS) is the current standard in the United States.

<sup>3</sup> Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.<sup>4</sup>

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however. Suppose, for example, that the focus of a travel industry account is the state of Arizona. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Arizona? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Arizona and ignore the remainder for the purpose of creating a travel industry account for Arizona. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Arizona can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Arizona *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.<sup>5</sup>

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<sup>4</sup> The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

<sup>5</sup> The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.<sup>6</sup>

**Bureau of Economic Analysis Tourism Industries  
Distribution of Travel-Generated Compensation  
in United States, 2007**

<b>Accommodation &amp; Food Services</b>	<b>38.1%</b>
Traveler accommodations	21.5%
Food services and drinking places	16.6%
<b>Transportation</b>	<b>23.3%</b>
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
<b>Recreation</b>	<b>11.2%</b>
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
<b>Retail &amp; Nondurable Goods Production</b>	<b>16.2%</b>
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	4.2%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
<b>Travel Arrangement</b>	<b>7.3%</b>
<b>All other industries</b>	<b>2.2%</b>
<b>Total Tourism Compensation</b>	<b>100.0%</b>

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

<sup>6</sup> The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

## RTIM Travel Impact Industries Matched to NAICS

<b>Travel Impact Industry</b>	<b>NAICS Industry (code)</b>
<b>Accommodation &amp; Food Services</b>	Accommodation (721) Food Services and Drinking Places (722)
<b>Arts, Entertainment &amp; Recreation</b>	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
<b>Retail</b>	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
<b>Ground Transportation</b>	Interurban and Rural Bus Transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
<b>Air Transportation</b>	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
<b>Travel Arrangement Services</b>	Travel Agencies (56151) Tour Operators (56152)

Source: Dean Runyan Associates



## DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSAs. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTTA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTTA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.<sup>7</sup> The distinction is obviously also important because it is based on different political, legal, and currency regimes – factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.<sup>8</sup> There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism,

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<sup>7</sup> Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

<sup>8</sup> The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

the evaluation of the tax impacts of resident versus nonresident travel might also be important.<sup>9</sup>

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.<sup>10</sup> The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, B&Bs., and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors).

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

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<sup>9</sup> Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

<sup>10</sup> In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

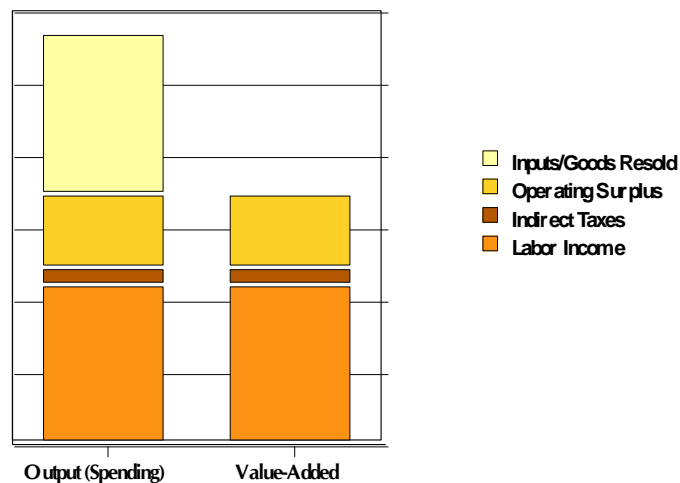
## COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:<sup>11</sup>

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

**Components of Industry Output**



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact

<sup>11</sup> There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.<sup>12</sup>

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.<sup>13</sup> The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.<sup>14</sup> For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

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<sup>12</sup> It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

<sup>13</sup> Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

<sup>14</sup> It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

## INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects – the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.<sup>15</sup> As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

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<sup>15</sup> The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

### **THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED**

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis – the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

### Oklahoma Earnings and Employment by Industry Sector, 2013

Industry Sector	Earnings (\$Billion)	Percent of Total	Employment (Thousand)	Percent of Total
<b>Primarily Export-Oriented</b>	<b>26.7</b>	<b>23.3%</b>	<b>382</b>	<b>17.0%</b>
Agriculture, Forestry, Fishing and related	1.4	1.2%	98	4.3%
Mining	14.7	12.8%	137	6.1%
Manufacturing	10.6	9.2%	147	6.5%
**Travel	1.9	1.7%	93	4.1%
<b>Primarily Non Export-Oriented</b>	<b>54.2</b>	<b>47.3%</b>	<b>1,153</b>	<b>51.2%</b>
Construction	7.3	6.4%	127	5.6%
Utilities	1.6	1.4%	12	0.5%
Wholesale trade	4.6	4.0%	68	3.0%
Retail trade	7.3	6.4%	220	9.8%
Real estate and rental and leasing	2.3	2.0%	78	3.5%
Management of companies and enterprises	1.6	1.4%	19	0.8%
Administrative and waste services	4.4	3.8%	134	5.9%
Other services, except public administration	4.0	3.5%	126	5.6%
Government and government enterprises	21.2	18.5%	370	16.4%
<b>Mixed</b>	<b>33.8</b>	<b>29.4%</b>	<b>719</b>	<b>31.9%</b>
Transportation and warehousing	5.7	5.0%	62	2.7%
Information	1.8	1.5%	27	1.2%
Finance and insurance	4.6	4.0%	102	4.5%
Professional and technical services	6.1	5.3%	106	4.7%
Educational services	0.9	0.7%	28	1.2%
Health care and social assistance	11.0	9.6%	214	9.5%
Leisure and Hospitality	3.7	3.3%	180	8.0%
<b>Oklahoma Total**</b>	<b>114.7</b>	<b>100.0%</b>	<b>2,255</b>	<b>100.0%</b>

\*\*Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transportation, and retail trade).

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## Industry Groups

### Accommodation & Food Services

- Food services and drinking places
- Hotels and motels, including casino hotels
- Other accommodations

### Arts, Entertainment & Recreation

- Amusement parks, arcades, and gambling industries
- Bowling centers
- Fitness and recreational sports centers
- Independent artists, writers, and performers
- Museums, historical sites, zoos, and parks
- Other amusement and recreation industries
- Performing arts companies
- Promoters of performing arts and sports and agents for public figures
- Spectator sports companies

### Construction

- Construction of new nonresidential commercial and health care structures
- Construction of new nonresidential manufacturing structures
- Construction of new residential permanent site single- and multi-family structures
- Construction of other new nonresidential structures
- Construction of other new residential structures
- Maintenance and repair construction of nonresidential structures
- Maintenance and repair construction of residential structures

### Education and Health Services

- Child day care services
- Community food, housing, and other relief services, including rehabilitation services
- Home health care services
- Individual and family services
- Medical and diagnostic labs and outpatient and other ambulatory care services
- Nursing and residential care facilities
- Offices of physicians, dentists, and other health practitioners
- Other private educational services
- Private elementary and secondary schools
- Private hospitals
- Private junior colleges, colleges, universities, and professional schools

### Financial Activities

- Commercial and industrial machinery and equipment rental and leasing
- Funds, trusts, and other financial vehicles
- General and consumer goods rental except video tapes and discs
- Imputed rental activity for owner-occupied dwellings
- Insurance agencies, brokerages, and related activities
- Insurance carriers
- Lessors of nonfinancial intangible assets
- Monetary authorities and depository credit intermediation activities
- Nondepository credit intermediation and related activities
- Real estate establishments
- Securities, commodity contracts, investments, and related activities
- Video tape and disc rental



**Information**

- Book publishers
- Cable and other subscription programming
- Data processing, hosting, ISP, web search portals and related services
- Directory, mailing list, and other publishers
- Internet publishing and broadcasting
- Motion picture and video industries
- Newspaper publishers
- Other information services
- Periodical publishers
- Radio and television broadcasting
- Software publishers
- Sound recording industries
- Telecommunications

**Manufacturing & Utilities**

(280 industries)

**Natural Resources and Mining**

- All other crop farming
- Animal production, except cattle and poultry and eggs
- Cattle ranching and farming
- Commercial Fishing
- Commercial hunting and trapping
- Commercial logging
- Cotton farming
- Dairy cattle and milk production
- Drilling oil and gas wells
- Extraction of oil and natural gas
- Forestry, forest products, and timber tract production
- Fruit farming
- Grain farming
- Greenhouse, nursery, and floriculture production
- Mining and quarrying other nonmetallic minerals
- Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
- Mining and quarrying stone
- Mining coal
- Mining copper, nickel, lead, and zinc
- Mining gold, silver, and other metal ore
- Mining iron ore
- Oilseed farming
- Poultry and egg production
- Sugarcane and sugar beet farming
- Support activities for agriculture and forestry
- Support activities for oil and gas operations
- Support activities for other mining
- Tobacco farming
- Tree nut farming
- Vegetable and melon farming

**Other Services**

- Automotive repair and maintenance, except car washes
- Car washes
- Civic, social, professional, and similar organizations
- Commercial and industrial machinery and equipment repair and maintenance
- Death care services
- Dry-cleaning and laundry services
- Electronic and precision equipment repair and maintenance
- Grantmaking, giving, and social advocacy organizations
- Other personal services
- Personal and household goods repair and maintenance
- Personal care services
- Private household operations
- Religious organizations

**Professional and Business Services**

- Accounting, tax preparation, bookkeeping, and payroll services
- Advertising and related services
- All other miscellaneous professional, scientific, and technical services
- Architectural, engineering, and related services
- Business support services
- Computer systems design services
- Custom computer programming services
- Employment services
- Environmental and other technical consulting services
- Facilities support services
- Investigation and security services
- Legal services
- Management of companies and enterprises
- Management, scientific, and technical consulting services
- Office administrative services
- Other computer related services, including facilities management
- Other support services
- Photographic services
- Scientific research and development services
- Services to buildings and dwellings
- Specialized design services
- Travel arrangement and reservation services
- Veterinary services
- Waste management and remediation services

**Public Administration**

- Federal electric utilities
- Other Federal Government enterprises
- Other state and local government enterprises
- State and local government electric utilities
- State and local government passenger transit
- US Postal Service

**Trade**

- Retail Nonstores - Direct and electronic sales
- Retail Stores - Building material and garden supply
- Retail Stores - Clothing and clothing accessories
- Retail Stores - Electronics and appliances
- Retail Stores - Food and beverage
- Retail Stores - Furniture and home furnishings
- Retail Stores - Gasoline stations
- Retail Stores - General merchandise
- Retail Stores - Health and personal care
- Retail Stores - Miscellaneous
- Retail Stores - Motor vehicle and parts
- Retail Stores - Sporting goods, hobby, book and music
- Wholesale trade businesses

**Transport**

- Automotive equipment rental and leasing
- Couriers and messengers
- Scenic and sightseeing transportation and support activities for transportation
- Transit and ground passenger transportation
- Transport by air
- Transport by pipeline
- Transport by rail
- Transport by truck
- Transport by water
- Warehousing and storage