# Oklahoma Travel Impacts by Senate District, 2014

December 2015

Prepared for the

Oklahoma Tourism and Recreation Department Oklahoma City, Oklahoma

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Oklahoma Tourism and Recreation Department

Primary Research Conducted By: Dean Runyan Associates Portland, Oregon

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#### OKLAHOMA STATE SENATE DISTRICT TRAVEL IMPACTS, 2014

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

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

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

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

The appendix describes the methodology and key terms and definitions.

Oklahoma Senate District maps can be found at:

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

<sup>&</sup>lt;sup>1</sup> Oklahoma Travel Impacts, 2010-2014 (November 2015). Prepared by Dean Runyan Associates for the Oklahoma Recreation and Tourism Department.

2014 Oklahoma Senate District Travel Impacts

Sen	ate District	Spending	Earnings	Employment	Gov.	Revenue (	Million)
	(counties)	(Million)	(Million)	(Thousand)	Local	State	Total
1	Craig, Delaware, Mayes & Ottawa	\$418	\$104	4.1	\$6.2	\$17.9	\$24.0
2	Mayes & Rogers	\$11 <i>7</i>	\$29	1.4	\$3.6	\$5.3	\$8.8
3	Adair, Cherokee, Delaware & Mayes	\$160	\$39	2.0	\$3.9	\$7.0	\$10.9
4	Le Flore & Sequoyah	\$213	\$52	2.3	\$3.9	\$9.2	\$13.0
5	Atoka, Choctaw, LeFlore, McCurtain & Pushmataha	\$278	\$64	2.8	\$5.9	\$11.9	\$17.9
6	Atoka, Bryan, Coal, Johnston & Marshall	\$398	\$101	4.0	\$6.9	\$1 <i>7</i> .1	\$24.0
7	Haskell, Hughes, Latimer, Okfuskee & Pittsburg	\$143	\$38	2.0	\$4.0	\$6.2	\$10.2
8	McIntosh, Okfuskee & Okmulgee	\$142	\$34	1.9	\$3.0	\$6.3	\$9.3
9	Cherokee & Muskogee	\$112	\$25	1.7	\$4.2	\$4.7	\$8.9
10	Kay & Osage	\$230	\$61	3.1	\$5.6	\$10.1	\$15.6
11	Osage & Tulsa	\$1 <i>7</i> 1	\$31	1.4	\$5.5	\$6.2	\$11.7
12	Creek & Tulsa	\$65	\$14	8.0	\$2.1	\$2.8	\$4.9
13	Pontotoc, Pottawatomie & Seminole	\$112	\$28	1.6	\$4.4	\$5.2	\$9.6
14	Carter, Johnston, Love & Murray	\$ <i>7</i> 11	\$159	5.7	\$11.5	\$30.3	\$41.8
15	Cleveland	\$131	\$33	1.7	\$4.5	\$5.9	\$10.4
16	Cleveland	\$129	\$33	1.7	\$4.3	<b>\$</b> 5.7	\$10.0
1 <i>7</i>	Oklahoma	\$100	\$26	1.4	\$3.7	\$4.7	\$8.4
18	Cherokee & Wagoner	\$ <i>7</i> 1	\$16	0.9	\$2.1	\$3.2	\$5.3
19	Alfalfa, Garfield & Grant	\$163	\$38	2.3	\$6.8	\$7.3	\$14.1
20	Kingfisher, Logan, Noble & Pawnee	\$146	\$36	2.0	\$4.7	\$6.7	\$11.4
21	Payne	\$153	\$35	2.1	\$5.9	\$6.8	\$12.7
22	Canadian & Oklahoma	\$59	\$13	0.6	\$2.2	\$2.9	\$5.2
23	Canadian & Grady	\$143	\$35	2.2	\$4.9	\$6.4	\$11.3
24	Cleveland	\$72	\$16	8.0	\$2.2	\$3.3	\$5.6
25	Tulsa	\$180	\$48	1.9	\$6.4	\$7.7	\$14.1

2014 Oklahoma Senate District Travel Impacts

Sen	ate District	Spending	Earnings	Employment	Gov.	Revenue (	Million)
	(counties)	(Million)	(Million)	(Thousand)	Local	State	Total
26	Beckham, Blaine, Caddo, Custer & Roger Mills	\$158	\$30	1.9	\$6.8	\$7.0	\$13.8
27	Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods & Woodward	\$172	\$37	2.3	\$8.0	\$7.7	\$15. <i>7</i>
28	Lincoln, Pottawatomie & Seminole	\$ <i>7</i> 1	\$16	1.0	\$2.4	\$3.3	\$5. <i>7</i>
29	Nowata, Rogers & Washington	\$170	\$41	1.9	\$4.6	\$7.6	\$12.2
30	Oklahoma	\$151	\$25	1.1	\$4.2	\$4.7	\$8.8
31	Comanche, Cotton & Tillman	\$129	\$28	1.6	\$5.0	\$5.6	\$10.6
32	Comanche	\$106	\$25	1.4	\$4.2	\$4.9	\$9.1
33	Tulsa	\$96	\$24	1.0	\$3.4	\$4.2	\$7.6
34	Tulsa	\$357	\$41	1.7	\$6.9	\$6.9	\$13.8
35	Tulsa	\$98	\$24	1.0	\$3.7	\$4.6	\$8.3
36	Tulsa & Wagoner	\$129	\$31	1.4	\$5.0	\$6.0	\$11.0
37	Creek & Tulsa	\$104	\$22	1.0	\$4.0	\$4.8	\$8.8
38	Custer, Greer, Harmon, Jackson, Kiowa & Washita	\$108	\$30	1.8	\$4.4	\$5.0	\$9.4
39	Tulsa	\$181	\$41	1.8	\$6.5	\$7.6	\$14.1
40	Oklahoma	\$277	<b>\$7</b> 5	3.2	\$10.3	\$12.0	\$22.3
41	Oklahoma	\$132	\$36	1.5	\$5.1	\$6.2	\$11.3
42	Oklahoma	\$121	\$31	1.4	\$5.0	\$6.1	\$11.1
43	Garvin, Grady, McClain & Stephens	\$132	\$31	1.6	\$3.7	\$5.8	\$9.5
44	Oklahoma	\$ <i>7</i> 31	\$136	5.9	\$20.7	\$21.9	\$42.6
45	Cleveland & Oklahoma	\$305	\$54	2.4	\$8.4	\$9.0	\$1 <i>7</i> .4
46	Oklahoma	\$183	\$50	2.2	\$ <i>7</i> .5	\$8.9	\$16.4
47	Oklahoma	\$125	\$31	1.3	\$4.5	\$5.3	\$9.8
48	Oklahoma	\$211	\$55	2.4	\$8.7	\$10.2	\$19.0
	State Total	\$8,865	\$2,024	95.4	\$261	\$366	\$628

2014 Oklahoma Senate District Employment Characteristics

Sena	te District	District	Employme	ent (000)	District pct. of State	
	(counties)	Total	Travel	Pct. Travel	Total	Travel
1	Craig, Delaware, Mayes & Ottawa	34.6	4.1	11.9%	1.5%	4.3%
2	Mayes & Rogers	61.7	1.4	2.3%	2.7%	1.5%
3	Adair, Cherokee, Delaware & Mayes	32.5	2.0	6.1%	1.4%	2.1%
4	Le Flore & Sequoyah	31.4	2.3	7.2%	1.4%	2.4%
5	Atoka, Choctaw, LeFlore, McCurtain & Pushmataha	36.4	2.8	7.7%	1.6%	2.9%
6	Atoka, Bryan, Coal, Johnston & Marshall	39.0	4.0	10.3%	1.7%	4.2%
7	Haskell, Hughes, Latimer, Okfuskee & Pittsburg	40.2	2.0	4.9%	1.8%	2.1%
8	McIntosh, Okfuskee & Okmulgee	27.6	1.9	6.9%	1.2%	2.0%
9	Cherokee & Muskogee	43.5	1.7	3.8%	1.9%	1.7%
10	Kay & Osage	33.9	3.1	9.1%	1.5%	3.2%
11	Osage & Tulsa	65.3	1.4	2.2%	2.9%	1.5%
12	Creek & Tulsa	35.7	8.0	2.2%	1.6%	0.8%
13	Pontotoc, Pottawatomie & Seminole	44.8	1.6	3.6%	2.0%	1.7%
14	Carter, Johnston, Love & Murray	55.9	5.7	10.3%	2.4%	6.0%
15	Cleveland	41.7	1.7	4.2%	1.8%	1.8%
16	Cleveland	52.7	1.7	3.3%	2.3%	1.8%
1 <i>7</i>	Oklahoma	30.1	1.4	4.7%	1.3%	1.5%
18	Cherokee & Wagoner	23.5	0.9	4.0%	1.0%	1.0%
19	Alfalfa, Garfield & Grant	50.6	2.3	4.5%	2.2%	2.4%
20	Kingfisher, Logan, Noble & Pawnee	47.8	2.0	4.1%	2.1%	2.1%
21	Payne	48.9	2.1	4.3%	2.1%	2.2%
22	Canadian & Oklahoma	25.9	0.6	2.3%	1.1%	0.6%
23	Canadian & Grady	44.6	2.2	4.9%	1.9%	2.3%
24	Cleveland	33.5	8.0	2.5%	1.5%	0.9%
25	Tulsa	56.4	1.9	3.4%	2.5%	2.0%

2014 Oklahoma Senate District Employment Characteristics

Sena	te District	District	Employme	ent (000)	District pc	t. of State
	(counties)	Total	Travel	Pct. Travel	Total	Travel
26	Beckham, Blaine, Caddo, Custer & Roger Mills	51.1	1.9	3.7%	2.2%	2.0%
27	Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods & Woodward	58.0	2.3	3.9%	2.5%	2.4%
28	Lincoln, Pottawatomie & Seminole	34.0	1.0	2.8%	1.5%	1.0%
29	Nowata, Rogers & Washington	49.3	1.9	3.8%	2.2%	2.0%
30	Oklahoma	56.0	1.1	1.9%	2.4%	1.1%
31	Comanche, Cotton & Tillman	46.1	1.6	3.5%	2.0%	1.7%
32	Comanche	38.3	1.4	3.7%	1.7%	1.5%
33	Tulsa	43.8	1.0	2.2%	1.9%	1.0%
34	Tulsa	49.3	1.7	3.5%	2.2%	1.8%
35	Tulsa	64.9	1.0	1.6%	2.8%	1.1%
36	Tulsa & Wagoner	55.5	1.4	2.6%	2.4%	1.5%
37	Creek & Tulsa	37.8	1.0	2.8%	1.7%	1.1%
38	Custer, Greer, Harmon, Jackson, Kiowa & Washita	37.1	1.8	4.9%	1.6%	1.9%
39	Tulsa	68.8	1.8	2.6%	3.0%	1.9%
40	Oklahoma	88.2	3.2	3.6%	3.9%	3.3%
41	Oklahoma	39.1	1.5	3.8%	1.7%	1.6%
42	Oklahoma	28.5	1.4	4.8%	1.2%	1.4%
43	Garvin, Grady, McClain & Stephens	42.9	1.6	3.7%	1.9%	1.7%
44	Oklahoma	86.1	5.9	6.8%	3.8%	6.2%
45	Cleveland & Oklahoma	50.2	2.4	4.8%	2.2%	2.5%
46	Oklahoma	88.0	2.2	2.5%	3.8%	2.3%
47	Oklahoma	42.3	1.3	3.0%	1.8%	1.3%
48	Oklahoma	94.7	2.4	2.6%	4.1%	2.6%
	State Total	2,288.0	95.4	4.2%	100.0%	100.0%

2014 Oklahoma Senate District Government Revenue Impacts

Sena	ate District	Revenue G Visit	enerated b or Spending	•	Revenues per Distr Household		
	(Counties)	Local	State	Total	Local	State	Total
1	Craig, Delaware, Mayes & Ottawa	\$1.50	\$4.30	\$5.80	\$210	\$600	\$800
2	Mayes & Rogers	\$3.10	\$4.50	\$7.60	\$100	\$150	\$250
3	Adair, Cherokee, Delaware & Mayes	\$2.40	\$4.40	\$6.80	\$120	\$220	\$350
4	Le Flore & Sequoyah	\$1.80	\$4.30	\$6.10	\$130	\$320	\$450
5	Atoka, Choctaw, LeFlore, McCurtain & Pushmataha	\$2.10	\$4.30	\$6.40	\$180	\$370	\$560
6	Atoka, Bryan, Coal, Johnston & Marshall	\$1.70	\$4.30	\$6.00	\$220	\$540	\$760
7	Haskell, Hughes, Latimer, Okfuskee & Pittsburg	\$2.80	\$4.30	\$7.10	\$130	\$200	\$340
8	McIntosh, Okfuskee & Okmulgee	\$2.10	\$4.40	\$6.60	\$100	\$210	\$310
9	Cherokee & Muskogee	\$3.80	\$4.20	\$8.00	\$170	\$190	\$360
10	Kay & Osage	\$2.40	\$4.40	\$6.80	\$130	\$240	\$370
11	Osage & Tulsa	\$3.80	\$4.30	\$8.10	\$180	\$200	\$380
12	Creek & Tulsa	\$3.30	\$4.50	\$7.70	\$70	\$100	\$170
13	Pontotoc, Pottawatomie & Seminole	\$3.90	\$4.60	\$8.50	\$140	\$160	\$300
14	Carter, Johnston, Love & Murray	\$1.60	\$4.30	\$5.90	\$370	\$970	\$1,350
15	Cleveland	\$3.50	\$4.60	\$8.00	\$130	\$170	\$290
16	Cleveland	\$3.40	\$4.50	\$7.90	\$130	\$180	\$310
1 <i>7</i>	Oklahoma	\$3.70	\$4.70	\$8.50	\$140	\$170	\$310
18	Cherokee & Wagoner	\$3.00	\$4.60	\$ <i>7</i> .50	\$60	\$100	\$160
19	Alfalfa, Garfield & Grant	\$4.20	\$4.50	\$8.70	\$220	\$240	\$460
20	Kingfisher, Logan, Noble & Pawnee	\$3.30	\$4.60	\$7.90	\$130	\$180	\$310
21	Payne	\$3.90	\$4.50	\$8.40	\$190	\$220	\$410
22	Canadian & Oklahoma	\$3.80	\$5.10	\$8.90	\$70	\$90	\$160
23	Canadian & Grady	\$3.40	\$4.50	\$7.90	\$130	\$170	\$310
24	Cleveland	\$3.20	\$4.70	\$7.90	\$60	\$100	\$160
25	Tulsa	\$4.10	\$4.90	\$9.00	\$210	\$250	\$460

2014 Oklahoma Senate District Government Revenue Impacts

Sena	ate District	Revenue G Visit	enerated b or Spendin	•	Revenues per Dist Household		strict
	(Counties)	Local	State	Total	Local	State	Total
26	Beckham, Blaine, Caddo, Custer & Roger Mills	\$4.30	\$4.40	\$8.70	\$210	\$220	\$430
27	Beaver, Cimarron, Dewey, Ellis, Harper, Major, Texas, Woods & Woodward	\$4.60	\$4.50	\$9.10	\$260	\$250	\$500
28	Lincoln, Pottawatomie & Seminole	\$3.40	\$4.60	\$7.90	\$80	\$100	\$180
29	Nowata, Rogers & Washington	\$2.70	\$4.50	\$7.20	\$140	\$240	\$380
30	Oklahoma	\$3.70	\$4.10	\$7.80	\$140	\$150	\$290
31	Comanche, Cotton & Tillman	\$4.10	\$4.70	\$8.80	\$160	\$180	\$330
32	Comanche	\$4.10	\$4.70	\$8.80	\$160	\$180	\$340
33	Tulsa	\$4.10	\$5.00	\$9.10	\$110	\$140	\$250
34	Tulsa	\$3.00	\$3.00	\$6.00	\$240	\$240	\$480
35	Tulsa	\$4.10	\$5.00	\$9.00	\$140	\$160	\$300
36	Tulsa & Wagoner	\$4.00	\$4.90	\$8.90	\$150	\$190	\$340
37	Creek & Tulsa	\$4.00	\$4.80	\$8.80	\$130	\$160	\$290
38	Custer, Greer, Harmon, Jackson, Kiowa & Washita	\$4.10	\$4.60	\$8.70	\$160	\$180	\$350
39	Tulsa	\$4.00	\$4.70	\$8.70	\$200	\$230	\$430
40	Oklahoma	\$4.20	\$4.80	\$8.90	\$320	\$370	\$700
41	Oklahoma	\$4.30	\$5.10	\$9.40	\$160	\$200	\$360
42	Oklahoma	\$4.30	\$5.10	\$9.40	\$160	\$190	\$350
43	Garvin, Grady, McClain & Stephens	\$2.80	\$4.50	\$7.30	\$130	\$200	\$330
44	Oklahoma	\$3.70	\$3.80	\$ <i>7</i> .50	\$540	\$570	\$1,110
45	Cleveland & Oklahoma	\$3.60	\$3.80	\$7.40	\$270	\$290	\$560
46	Oklahoma	\$4.20	\$4.90	\$9.20	\$270	\$320	\$590
47	Oklahoma	\$4.10	\$4.90	\$9.00	\$160	\$190	\$350
48	Oklahoma	\$4.20	\$4.90	\$9.10	\$240	\$280	\$510
	State Total	\$3.20	\$4.40	\$7.60	\$170	\$240	\$420

Craig, Delaware, Mayes & Ottawa

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$411	\$418
Earnings (millions)	\$100	\$104
Employment (thousands)	4.1	4.1
State & Local Tax Revenue (millions)	\$23.5	\$24.0
Local Tax Revenue	\$6.0	\$6.2
State Tax Revenue	\$17.5	\$17.9

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	4.3%
Travel Percent of Total District Employment	11.9%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Genera	tes	Visitor-Generated Tax Revenues per District Household	5
Local tax revenue	\$1.5	Local tax revenue	\$210
State tax revenue	\$4.3	State tax revenue	\$600
Local & State Total	\$5.8	Local & State Total	\$800

Mayes & Rogers

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$119	\$117
Earnings (millions)	\$29	\$29
Employment (thousands)	1.4	1.4
State & Local Tax Revenue (millions)	\$8.9	\$8.8
Local Tax Revenue	\$3.6	\$3.6
State Tax Revenue	\$5.3	\$5.3

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.7%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.3%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.1	Local tax revenue	\$100
State tax revenue	\$4.5	State tax revenue	\$150
Local & State Total	\$7.6	Local & State Total	\$250

### **Senate District 3**Adair, Cherokee, Delaware & Mayes

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$161	\$160
Earnings (millions)	\$39	\$39
Employment (thousands)	2.0	2.0
State & Local Tax Revenue (millions)	\$10.7	\$10.9
Local Tax Revenue	\$3.8	\$3.9
State Tax Revenue	\$7.0	\$7.0

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	6.1%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.4	Local tax revenue	\$120
State tax revenue	\$4.4	State tax revenue	\$220
Local & State Total	\$6.8	Local & State Total	\$350

Le Flore & Sequoyah

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$214	\$213
Earnings (millions)	\$52	\$52
Employment (thousands)	2.3	2.3
State & Local Tax Revenue (millions)	\$13.0	\$13.0
Local Tax Revenue	\$3.8	\$3.9
State Tax Revenue	\$9.2	\$9.2

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.4%
Travel-generated employment	2.4%
Travel Percent of Total District Employment	7.2%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.8	Local tax revenue	\$130
State tax revenue	\$4.3	State tax revenue	\$320
Local & State Total	\$6.1	Local & State Total	\$450

## Senate District 5 Atoka, Choctaw, LeFlore, McCurtain & Pushmataha

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$265	\$278
Earnings (millions)	\$60	\$64
Employment (thousands)	2.7	2.8
State & Local Tax Revenue (millions)	\$16.7	\$17.9
Local Tax Revenue	\$5.3	\$5.9
State Tax Revenue	\$11.4	\$11.9

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	2.9%
Travel Percent of Total District Employment	7.7%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.1	Local tax revenue	\$180
State tax revenue	\$4.3	State tax revenue	\$370
Local & State Total	\$6.4	Local & State Total	\$560

Atoka, Bryan, Coal, Johnston & Marshall

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$401	\$398
Earnings (millions)	\$100	\$101
Employment (thousands)	4.1	4.0
State & Local Tax Revenue (millions)	\$24.0	\$24.0
Local Tax Revenue	\$6.9	\$6.9
State Tax Revenue	\$17.1	\$17.1

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	4.2%
Travel Percent of Total District Employment	10.3%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates	;	Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.7	Local tax revenue	\$220
State tax revenue	\$4.3	State tax revenue	\$540
Local & State Total	\$6.0	Local & State Total	\$760

## Senate District 7 Haskell, Hughes, Latimer, Okfuskee & Pittsburg

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$148	\$143
Earnings (millions)	\$38	\$38
Employment (thousands)	2.0	2.0
State & Local Tax Revenue (millions)	\$10.3	\$10.2
Local Tax Revenue	\$4.0	\$4.0
State Tax Revenue	\$6.3	\$6.2

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	4.9%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.8	Local tax revenue	\$130
State tax revenue	\$4.3	State tax revenue	\$200
Local & State Total	\$7.1	Local & State Total	\$340

#### McIntosh, Okfuskee & Okmulgee

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$143	\$142
Earnings (millions)	\$34	\$34
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$9.3	\$9.3
Local Tax Revenue	\$3.0	\$3.0
State Tax Revenue	\$6.3	\$6.3

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.2%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	6.9%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.1	Local tax revenue	\$100
State tax revenue	\$4.4	State tax revenue	\$210
Local & State Total	\$6.6	Local & State Total	\$310

Cherokee & Muskogee

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$115	\$112
Earnings (millions)	\$25	\$25
Employment (thousands)	1.7	1.7
State & Local Tax Revenue (millions)	\$9.1	\$8.9
Local Tax Revenue	\$4.3	\$4.2
State Tax Revenue	\$4.9	\$4.7

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.8%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.8	Local tax revenue	\$170
State tax revenue	\$4.2	State tax revenue	\$190
Local & State Total	\$8.0	Local & State Total	\$360

Kay & Osage

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$241	\$230
Earnings (millions)	\$63	\$61
Employment (thousands)	3.3	3.1
State & Local Tax Revenue (millions)	\$16.3	\$15.6
Local Tax Revenue	\$5.8	\$5.6
State Tax Revenue	\$10.5	\$10.1

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	3.2%
Travel Percent of Total District Employment	9.1%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.4	Local tax revenue	\$130
State tax revenue	\$4.4	State tax revenue	\$240
Local & State Total	\$6.8	Local & State Total	\$370

Osage & Tulsa

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$165	\$171
Earnings (millions)	\$30	\$31
Employment (thousands)	1.4	1.4
State & Local Tax Revenue (millions)	\$11.1	\$11.7
Local Tax Revenue	\$5.2	\$5.5
State Tax Revenue	\$5.9	\$6.2

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.9%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.2%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.8	Local tax revenue	\$180
State tax revenue	\$4.3	State tax revenue	\$200
Local & State Total	\$8.1	Local & State Total	\$380

Creek & Tulsa

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$65	\$65
Earnings (millions)	\$14	\$14
Employment (thousands)	0.8	0.8
State & Local Tax Revenue (millions)	\$4.8	\$4.9
Local Tax Revenue	\$2.0	\$2.1
State Tax Revenue	\$2.8	\$2.8

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	0.8%
Travel Percent of Total District Employment	2.2%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		per District Household	
Local tax revenue	\$3.3	Local tax revenue	\$70
State tax revenue	\$4.5	State tax revenue	\$100
Local & State Total	\$7.7	Local & State Total	\$170

Pontotoc, Pottawatomie & Seminole

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$105	\$112
Earnings (millions)	\$25	\$28
Employment (thousands)	1.5	1.6
State & Local Tax Revenue (millions)	\$8.7	\$9.6
Local Tax Revenue	\$3.9	\$4.4
State Tax Revenue	\$4.8	\$5.2

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.6%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.9	Local tax revenue	\$140
State tax revenue	\$4.6	State tax revenue	\$160
Local & State Total	\$8.5	Local & State Total	\$300

Carter, Johnston, Love & Murray

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$626	\$711
Earnings (millions)	\$139	\$159
Employment (thousands)	5.2	5.7
State & Local Tax Revenue (millions)	\$36.8	\$41.8
Local Tax Revenue	\$10.3	\$11.5
State Tax Revenue	\$26.5	\$30.3

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
, ,	2.49/
All Payroll & Self-employment	2.4%
Travel-generated employment	6.0%
Travel Percent of Total District Employment	10.3%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$1.6	Local tax revenue	\$370
State tax revenue	\$4.3	State tax revenue	\$970
Local & State Total	\$5.9	Local & State Total	\$1,350

Cleveland

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$132	\$131
Earnings (millions)	\$32	\$33
Employment (thousands)	1.7	1.7
State & Local Tax Revenue (millions)	\$10.3	\$10.4
Local Tax Revenue	\$4.4	\$4.5
State Tax Revenue	\$5.9	\$5.9

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.8%
Travel Percent of Total District Employment	4.2%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.5	Local tax revenue	\$130
State tax revenue	\$4.6	State tax revenue	\$170
Local & State Total	\$8.0	Local & State Total	\$290

Cleveland

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$73	\$129
Earnings (millions)	\$16	\$33
Employment (thousands)	0.8	1.7
State & Local Tax Revenue (millions)	\$5.5	\$10.0
Local Tax Revenue	\$2.2	\$4.3
State Tax Revenue	\$3.3	\$5.7

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	0.9%
Travel Percent of Total District Employment	2.5%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	S
Local tax revenue	\$3.2	Local tax revenue	\$60
State tax revenue	\$4.7	State tax revenue	\$100
Local & State Total	\$7.9	Local & State Total	\$160

Oklahoma

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$271	\$100
Earnings (millions)	\$72	\$26
Employment (thousands)	3.1	1.4
State & Local Tax Revenue (millions)	\$21.8	\$8.4
Local Tax Revenue	\$10.0	\$3.7
State Tax Revenue	\$11.8	\$4.7

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	3.9%
Travel-generated employment	3.3%
Travel Percent of Total District Employment	3.6%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.2	Local tax revenue	\$320
State tax revenue	\$4.8	State tax revenue	\$370
Local & State Total	\$8.9	Local & State Total	\$700

Cherokee & Wagoner

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$73	\$71
Earnings (millions)	\$16	\$16
Employment (thousands)	0.9	0.9
State & Local Tax Revenue (millions)	\$5.2	\$5.3
Local Tax Revenue	\$2.0	\$2.1
State Tax Revenue	\$3.2	\$3.2

#### **Employment Characteristics (2014)**

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

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.0	Local tax revenue	\$60
State tax revenue	\$4.6	State tax revenue	\$100
Local & State Total	\$ <i>7</i> .5	Local & State Total	\$160

Alfalfa, Garfield & Grant

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$170	\$163
Earnings (millions)	\$37	\$38
Employment (thousands)	2.3	2.3
State & Local Tax Revenue (millions)	\$14.5	\$14.1
Local Tax Revenue	\$7.0	\$6.8
State Tax Revenue	\$7.5	\$7.3

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.4%
Travel Percent of Total District Employment	4.5%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.2	Local tax revenue	\$220
State tax revenue	\$4.5	State tax revenue	\$240
Local & State Total	\$8.7	Local & State Total	\$460

Kingfisher, Logan, Noble & Pawnee

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$149	\$146
Earnings (millions)	\$36	\$36
Employment (thousands)	2.0	2.0
State & Local Tax Revenue (millions)	\$11.4	\$11.4
Local Tax Revenue	\$4.7	\$4.7
State Tax Revenue	\$6.7	\$6.7

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	2.1%
Travel Percent of Total District Employment	4.1%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.3	Local tax revenue	\$130
State tax revenue	\$4.6	State tax revenue	\$180
Local & State Total	\$7.9	Local & State Total	\$310

Payne

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$135	\$153
Earnings (millions)	\$32	\$35
Employment (thousands)	1.9	2.1
State & Local Tax Revenue (millions)	\$11.0	\$12.7
Local Tax Revenue	\$5.0	\$5.9
State Tax Revenue	\$6.0	\$6.8

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.1%
Travel-generated employment	2.2%
Travel Percent of Total District Employment	4.3%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.9	Local tax revenue	\$190
State tax revenue	\$4.5	State tax revenue	\$220
Local & State Total	\$8.4	Local & State Total	\$410

#### Canadian & Oklahoma

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$57	\$59
Earnings (millions)	\$12	\$13
Employment (thousands)	0.6	0.6
State & Local Tax Revenue (millions)	\$4.9	\$5.2
Local Tax Revenue	\$2.1	\$2.2
State Tax Revenue	\$2.8	\$2.9

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.1%
Travel-generated employment	0.6%
Travel Percent of Total District Employment	2.3%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.8	Local tax revenue	\$70
State tax revenue	\$5.1	State tax revenue	\$90
Local & State Total	\$8.9	Local & State Total	\$160

Canadian & Grady

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$129	\$143
Earnings (millions)	\$31	\$35
Employment (thousands)	1.9	2.2
State & Local Tax Revenue (millions)	\$9.9	\$11.3
Local Tax Revenue	\$4.2	\$4.9
State Tax Revenue	\$5.7	\$6.4

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	2.3%
Travel Percent of Total District Employment	4.9%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.4	Local tax revenue	\$130
State tax revenue	\$4.5	State tax revenue	\$170
Local & State Total	\$7.9	Local & State Total	\$310

Cleveland

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$132	\$72
Earnings (millions)	\$32	\$16
Employment (thousands)	1.7	0.8
State & Local Tax Revenue (millions)	\$10.3	\$5.6
Local Tax Revenue	\$4.4	\$2.2
State Tax Revenue	\$5.9	\$3.3

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.8%
Travel Percent of Total District Employment	4.2%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.5	Local tax revenue	\$130
State tax revenue	\$4.6	State tax revenue	\$170
Local & State Total	\$8.0	Local & State Total	\$290

Tulsa

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$94	\$180
Earnings (millions)	\$24	\$48
Employment (thousands)	1.0	1.9
State & Local Tax Revenue (millions)	\$7.3	\$14.1
Local Tax Revenue	\$3.2	\$6.4
State Tax Revenue	\$4.1	\$7.7

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.2%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$110
State tax revenue	\$5.0	State tax revenue	\$140
Local & State Total	\$9.1	Local & State Total	\$250

Beckham, Blaine, Caddo, Custer & Roger Mills

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$160	\$158
Earnings (millions)	\$30	\$30
Employment (thousands)	1.9	1.9
State & Local Tax Revenue (millions)	\$13.7	\$13.8
Local Tax Revenue	\$6.7	\$6.8
State Tax Revenue	\$7.0	\$7.0

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	3.7%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.3	Local tax revenue	\$210
State tax revenue	\$4.4	State tax revenue	\$220
Local & State Total	\$8.7	Local & State Total	\$430

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

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$159	\$172
Earnings (millions)	\$33	\$37
Employment (thousands)	2.0	2.3
State & Local Tax Revenue (millions)	\$13.9	\$15.7
Local Tax Revenue	\$6.8	\$8.0
State Tax Revenue	\$7.1	\$7.7

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.5%
Travel-generated employment	2.4%
Travel Percent of Total District Employment	3.9%

#### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.6	Local tax revenue	\$260
State tax revenue	\$4.5	State tax revenue	\$250
Local & State Total	\$9.1	Local & State Total	\$500

#### Lincoln, Pottawatomie & Seminole

### **Travel Impacts**

	2013	2014
Spending (millions)	\$73	\$71
Earnings (millions)	\$16	\$16
Employment (thousands)	1.0	1.0
State & Local Tax Revenue (millions)	\$5.7	\$5.7
Local Tax Revenue	\$2.4	\$2.4
State Tax Revenue	\$3.3	\$3.3

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.5%
Travel-generated employment	1.0%
Travel Percent of Total District Employment	2.8%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.4	Local tax revenue	\$80
State tax revenue	\$4.6	State tax revenue	\$100
Local & State Total	\$7.9	Local & State Total	\$180

Nowata, Rogers & Washington

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$170	\$170
Earnings (millions)	\$40	\$41
Employment (thousands)	1.8	1.9
State & Local Tax Revenue (millions)	\$12.0	\$12.2
Local Tax Revenue	\$4.5	\$4.6
State Tax Revenue	\$7.5	\$7.6

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	3.8%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.7	Local tax revenue	\$140
State tax revenue	\$4.5	State tax revenue	\$240
Local & State Total	\$7.2	Local & State Total	\$380

Oklahoma

### **Travel Impacts**

	2013	2014
Spending (millions)	\$147	\$151
Earnings (millions)	\$24	\$25
Employment (thousands)	1.0	1.1
State & Local Tax Revenue (millions)	\$8.6	\$8.8
Local Tax Revenue	\$4.1	\$4.2
State Tax Revenue	\$4.6	\$4.7

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	2.4%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	1.9%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.7	Local tax revenue	\$140
State tax revenue	\$4.1	State tax revenue	\$150
Local & State Total	\$7.8	Local & State Total	\$290

### Comanche, Cotton & Tillman

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$123	\$129
Earnings (millions)	\$26	\$28
Employment (thousands)	1.5	1.6
State & Local Tax Revenue (millions)	\$9.9	\$10.6
Local Tax Revenue	\$4.6	\$5.0
State Tax Revenue	\$5.3	\$5.6

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.0%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.5%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$160
State tax revenue	\$4.7	State tax revenue	\$180
Local & State Total	\$8.8	Local & State Total	\$330

#### Comanche

### **Travel Impacts**

	2013	2014
Spending (millions)	\$100	\$106
Earnings (millions)	\$24	\$25
Employment (thousands)	1.3	1.4
State & Local Tax Revenue (millions)	\$8.4	\$9.1
Local Tax Revenue	\$3.8	\$4.2
State Tax Revenue	\$4.6	\$4.9

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.7%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	3.7%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$160
State tax revenue	\$4.7	State tax revenue	\$180
Local & State Total	\$8.8	Local & State Total	\$340

Tulsa

### **Travel Impacts**

	2013	2014
Spending (millions)	\$95	\$96
Earnings (millions)	\$23	\$24
Employment (thousands)	1.0	1.0
State & Local Tax Revenue (millions)	\$7.9	\$7.6
Local Tax Revenue	\$3.5	\$3.4
State Tax Revenue	\$4.4	\$4.2

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.8%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	1.6%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$140
State tax revenue	\$5.0	State tax revenue	\$160
Local & State Total	\$9.0	Local & State Total	\$300

Tulsa

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$343	\$357
Earnings (millions)	\$39	\$41
Employment (thousands)	1.7	1.7
State & Local Tax Revenue (millions)	\$13.2	\$13.8
Local Tax Revenue	\$6.5	\$6.9
State Tax Revenue	\$6.6	\$6.9

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.8%
Travel Percent of Total District Employment	3.5%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.0	Local tax revenue	\$240
State tax revenue	\$3.0	State tax revenue	\$240
Local & State Total	\$6.0	Local & State Total	\$480

Tulsa

### **Travel Impacts**

	2013	2014
Spending (millions)	\$174	\$98
Earnings (millions)	\$46	\$24
Employment (thousands)	1.9	1.0
State & Local Tax Revenue (millions)	\$13.4	\$8.3
Local Tax Revenue	\$6.0	\$3.7
State Tax Revenue	\$7.4	\$4.6

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	2.5%
Travel-generated employment	2.0%
Travel Percent of Total District Employment	3.4%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$210
State tax revenue	\$4.9	State tax revenue	\$250
Local & State Total	\$9.0	Local & State Total	\$460

Tulsa & Wagoner

### **Travel Impacts**

	2013	2014
Spending (millions)	\$125	\$129
Earnings (millions)	\$30	\$31
Employment (thousands)	1.4	1.4
State & Local Tax Revenue (millions)	\$10.5	\$11.0
Local Tax Revenue	\$4.7	\$5.0
State Tax Revenue	\$5.8	\$6.0

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	2.6%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.0	Local tax revenue	\$150
State tax revenue	\$4.9	State tax revenue	\$190
Local & State Total	\$8.9	Local & State Total	\$340

Creek & Tulsa

### **Travel Impacts**

	2013	2014
Spending (millions)	\$101	\$104
Earnings (millions)	\$21	\$22
Employment (thousands)	1.0	1.0
State & Local Tax Revenue (millions)	\$8.4	\$8.8
Local Tax Revenue	\$3.8	\$4.0
State Tax Revenue	\$4.6	\$4.8

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.7%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	2.8%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.0	Local tax revenue	\$130
State tax revenue	\$4.8	State tax revenue	\$160
Local & State Total	\$8.8	Local & State Total	\$290

Custer, Greer, Harmon, Jackson, Kiowa & Washita

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$113	\$108
Earnings (millions)	\$30	\$30
Employment (thousands)	1.8	1.8
State & Local Tax Revenue (millions)	\$9.8	\$9.4
Local Tax Revenue	\$4.6	\$4.4
State Tax Revenue	\$5.2	\$5.0

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.6%
Travel-generated employment	1.9%
Travel Percent of Total District Employment	4.9%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$160
State tax revenue	\$4.6	State tax revenue	\$180
Local & State Total	\$8.7	Local & State Total	\$350

Tulsa

### **Travel Impacts**

	2013	2014
Spending (millions)	\$343	\$181
Earnings (millions)	\$39	\$41
Employment (thousands)	1.7	1.8
State & Local Tax Revenue (millions)	\$13.2	\$14.1
Local Tax Revenue	\$6.5	\$6.5
State Tax Revenue	\$6.6	\$7.6

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	1.8%
Travel Percent of Total District Employment	3.5%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.0	Local tax revenue	\$240
State tax revenue	\$3.0	State tax revenue	\$240
Local & State Total	\$6.0	Local & State Total	\$480

Oklahoma

### **Travel Impacts**

	2013	2014
Spending (millions)	\$123	\$277
Earnings (millions)	\$30	\$75
Employment (thousands)	1.3	3.2
State & Local Tax Revenue (millions)	\$9.6	\$22.3
Local Tax Revenue	\$4.3	\$10.3
State Tax Revenue	\$5.2	\$12.0

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.8%
Travel-generated employment	1.3%
Travel Percent of Total District Employment	3.0%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.1	Local tax revenue	\$160
State tax revenue	\$4.9	State tax revenue	\$190
Local & State Total	\$9.0	Local & State Total	\$350

Oklahoma

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$112	\$132
Earnings (millions)	\$27	\$36
Employment (thousands)	1.5	1.5
State & Local Tax Revenue (millions)	\$9.3	\$11.3
Local Tax Revenue	\$4.1	\$5.1
State Tax Revenue	\$5.2	\$6.2

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	1.3%
Travel-generated employment	1.5%
Travel Percent of Total District Employment	4.7%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.7	Local tax revenue	\$140
State tax revenue	\$4.7	State tax revenue	\$170
Local & State Total	\$8.5	Local & State Total	\$310

Oklahoma

### **Travel Impacts**

	2013	2014
Spending (millions)	\$208	\$121
Earnings (millions)	\$53	\$31
Employment (thousands)	2.4	1.4
State & Local Tax Revenue (millions)	\$18.6	\$11.1
Local Tax Revenue	\$8.5	\$5.0
State Tax Revenue	\$10.1	\$6.1

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	4.1%
Travel-generated employment	2.6%
Travel Percent of Total District Employment	2.6%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.2	Local tax revenue	\$240
State tax revenue	\$4.9	State tax revenue	\$280
Local & State Total	\$9.1	Local & State Total	\$510

### Garvin, Grady, McClain & Stephens

### **Travel Impacts**

	2013	2014
Spending (millions)	\$125	\$132
Earnings (millions)	\$29	\$31
Employment (thousands)	1.5	1.6
State & Local Tax Revenue (millions)	\$8.8	\$9.5
Local Tax Revenue	\$3.3	\$3.7
State Tax Revenue	\$5.5	\$5.8

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	1.9%
Travel-generated employment	1.7%
Travel Percent of Total District Employment	3.7%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$2.8	Local tax revenue	\$130
State tax revenue	\$4.5	State tax revenue	\$200
Local & State Total	\$7.3	Local & State Total	\$330

#### Oklahoma

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$208	\$731
Earnings (millions)	\$53	\$136
Employment (thousands)	2.4	5.9
State & Local Tax Revenue (millions)	\$18.6	\$42.6
Local Tax Revenue	\$8.5	\$20.7
State Tax Revenue	\$10.1	\$21.9

### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	4.1%
Travel-generated employment	2.6%
Travel Percent of Total District Employment	2.6%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.2	Local tax revenue	\$240
State tax revenue	\$4.9	State tax revenue	\$280
Local & State Total	\$9.1	Local & State Total	\$510

#### Cleveland & Oklahoma

### **Travel Impacts**

	2013	2014
Spending (millions)	\$292	\$305
Earnings (millions)	\$51	\$54
Employment (thousands)	2.3	2.4
State & Local Tax Revenue (millions)	\$16.7	\$17.4
Local Tax Revenue	\$8.0	\$8.4
State Tax Revenue	\$8.7	\$9.0

#### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.2%
Travel-generated employment	2.5%
Travel Percent of Total District Employment	4.8%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.6	Local tax revenue	\$270
State tax revenue	\$3.8	State tax revenue	\$290
Local & State Total	\$7.4	Local & State Total	\$560

Oklahoma

### **Travel Impacts**

	2013	2014
Spending (millions)	\$707	\$183
Earnings (millions)	\$131	\$50
Employment (thousands)	5.8	2.2
State & Local Tax Revenue (millions)	\$41.5	\$16.4
Local Tax Revenue	\$20.1	\$7.5
State Tax Revenue	\$21.4	\$8.9

### **Employment Characteristics (2014)**

District Percent of Statewide Employment	_
All Payroll & Self-employment	3.8%
Travel-generated employment	6.2%
Travel Percent of Total District Employment	6.8%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.7	Local tax revenue	\$540
State tax revenue	\$3.8	State tax revenue	\$570
Local & State Total	\$ <i>7</i> .5	Local & State Total	\$1,110

Oklahoma

#### **Travel Impacts**

	2013	2014
Spending (millions)	\$147	\$125
Earnings (millions)	\$24	\$31
Employment (thousands)	1.0	1.3
State & Local Tax Revenue (millions)	\$8.6	\$9.8
Local Tax Revenue	\$4.1	\$4.5
State Tax Revenue	\$4.6	\$5.3

### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	2.4%
Travel-generated employment	1.1%
Travel Percent of Total District Employment	1.9%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$3.7	Local tax revenue	\$140
State tax revenue	\$4.1	State tax revenue	\$150
Local & State Total	\$7.8	Local & State Total	\$290

Oklahoma

### **Travel Impacts**

	2013	2014
Spending (millions)	\$208	\$211
Earnings (millions)	\$53	\$55
Employment (thousands)	2.4	2.4
State & Local Tax Revenue (millions)	\$18.6	\$19.0
Local Tax Revenue	\$8.5	\$8.7
State Tax Revenue	\$10.1	\$10.2

### **Employment Characteristics (2014)**

District Percent of Statewide Employment	
All Payroll & Self-employment	4.1%
Travel-generated employment	2.6%
Travel Percent of Total District Employment	2.6%

### Visitor-generated tax revenue (2014)

\$100 of Visitor Spending Generates		Visitor-Generated Tax Revenues per District Household	
Local tax revenue	\$4.2	Local tax revenue	\$240
State tax revenue	\$4.9	State tax revenue	\$280
Local & State Total	\$9.1	Local & State Total	\$510

# **APPENDICES**

DATA LIMITATIONS

EMPLOYMENT CHARACTERISTICS

VISITOR-GENERATED TAX REVENUE

TRAVEL IMPACT CATEGORIES

SUMMARY OF METHODOLOGY

### **Data Limitations**

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

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

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<sup>&</sup>lt;sup>2</sup> The average population of the forty-eight Senate Districts was about 81,000 in 2014. Rural districts may encompass several counties. Oklahoma's urban districts, on the other hand, typically comprise a small portion of Oklahoma, Tulsa or other metropolitan counties.

# **Employment Characteristics**

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

	Total	Travel
District	400	20
State	20,502	925

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

## **Visitor-Generated Government Revenue**

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

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

## \$100 of Visitor Spending Generates

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

### Visitor-Generated Tax Revenues per District Household

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

# **Travel Impact Categories**

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

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

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

**Local government revenue** includes lodging 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 sales tax payments attributable to travel industry employees are also included.

**State government revenue** includes 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.

# **Summary of Methodology**

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

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

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

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<sup>&</sup>lt;sup>3</sup> Oklahoma Travel Impacts, 1998-2014p (June 2015)). Prepared by Dean Runyan Associates for the Oklahoma Office of Tourism.