
A STUDY OF OKLAHOMA IN-STATE AND OUT-OF-STATE VISITORS, 2010



**OKLAHOMA TOURISM &
RECREATION DEPARTMENT**

PREPARED BY



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1. INTRODUCTION

1.1. Background

This report has compiled the results derived from two surveys: an on-site survey at five Oklahoma Tourism Information Centers and an online survey to the traveling public in the selected six states (OK, AR, NM, KS, TX, and MO). This report has been specifically designed to better understand the travel market to/in Oklahoma. The study contains the data from visitor's most recent travel experience in Oklahoma.

1.2. Purpose of the Study

The purposes of this study are to identify and evaluate:

- major feeder markets of Oklahoma;
- visitors' travel characteristics;
- visitors' demographic profiles; and,
- tourism information and services provided by Oklahoma Tourism and Recreation Department (OTRD).

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2. EXECUTIVE SUMMARY

The summary breaks down into five parts: 1) an overview of all surveyed visitors, 2) in-state visitors, 3) out-of-state visitors, 4) visitors' perception, and 5) perceived differences between in-state and out-of-state visitors.

OVERVIEW OF OKLAHOMA IN-STATE AND OUT-OF-STATE VISITORS

I. Feeder Markets

- Of those surveyed, visitors from five surrounding feeder markets made up the following composition: 60.6% of visitors were from Texas, 14.6% were from Missouri, 12.8% were from Arkansas, 7.1% were from Kansas, and only 4.9% were from New Mexico.

II. Travel Behavior and Trip Characteristics

• Purpose of Trip and Travel Activities

The top three purposes of the trip were: visiting friends and relatives (35.4%), seeking entertainment and sightseeing (27.5%), and participating in outdoor activities (23.1%).

The top three most popular activities were: shopping (43.8%), outdoor activities (34.2%), and visiting historical places/museums (32.0%).

• Information sources

The top three travel information sources were: family and friends (58.2%), Internet websites (33.3%), and Travelok.com (16.0%).

• Travel frequency and Duration

Most visitors travelled once every three months (47.6%) and almost 81.0% visitors traveled in the 2nd (33.1%) and 3rd (47.7%) quarters. The average trip duration was 2 nights.

• Lodging Used

The top choice for accommodation was hotel/Motel/B&B (37.9%) and 25.4% of visitors did not stay overnight.

• Primary Mode of Transportation

Almost 88% of visitors travelled by auto.

• Travel Party Size and Companion

Almost 87% of visitors traveled with companions: with family (44.5%), with friends and colleagues (21.4%), and with relatives (20.8%). The top two travel party sizes were: two (37.8%) and five or more (20.6%).

• Total Expenditure

The majority of visitors spent less than \$500 (82.9%). The aggregated average expenditure per night was \$387.

• Oklahoma Tourism Information Centers

Most visitors stopped by at the Center to use the restroom (88.4%) and collect travel material (61%).

III. Visitors' Demographic Profile

The majority of visitors were Caucasian (84.8%), in the age group of 45-64 (47.8%), employed as professionals (34.1%) or as students (15.6%), earned an annual income \$75K or less (61.3%), had at least some college education (92.5%), and had two members or less in the household (63.8%) with less than two children (82.6%).

OKLAHOMA IN-STATE VISITORS

IV. Travel Behavior and Trip Characteristics

- **Purpose of Trip and Travel Activities**

The top three purposes of the trip were: visiting friends or relatives (34.8%), seeking entertainment (32.3%), and participating in outdoor activities (28.1%).

The top three popular activities were: shopping (44.8%), outdoor activities (38.1%), and visiting historical places/museums (30.7%).

- **Information sources**

The top three travel information sources were: family and friends (62.1%), Internet websites (37.4%), and Travelok.com (21%).

- **Travel frequency and Duration**

Most in-state visitors travelled once every three months (64.6%) and almost 90% in-state visitors traveled in the 2nd (32%) and 3rd (58%) quarters. The average trip duration was 1.8 nights.

- **Lodging Used**

The top choice for accommodation was hotel/Motel/B&B (33.1%) and 30% of in-state visitors did not stay overnight.

- **Primary Mode of Transportation**

Almost 91% of in-state visitors travelled by auto.

- **Travel Party Size and Companion**

Almost 87% of in-state visitors traveled with companions: with family (41.4%), with friends and colleagues (26.1%), and with relatives (19.8%). The top two travel party sizes were: two (36.4%) and five or more (23.5%).

- **Total Expenditure**

The majority of in-state visitors spent less than \$500 (86.6%). The aggregated average expenditure per night was \$553.

- **Oklahoma Tourism Information Centers**

Most in-state visitors stopped by at the Center to use the restroom (81.3%) and collect travel material (58.3%).

V. Visitors' Demographic Profile

The majority of in-state visitors were Caucasian (84.9%), in the age group of 45-64 (43.8%), employed as professionals (38.6%) or as student (23.7%), earned an annual income \$75K or less (64.6%), had at

least some college education (94.8%), and had two members or less in the household (64.9%) with less than two children (71%).

OKLAHOMA OUT-OF-STATE VISITORS

VI. Travel Behavior and Trip Characteristics

- **Purpose of Trip and Travel Activities**

The top three purposes of the trip were: visiting friends or relatives (36.7%), passing through (27.8%), and entertainment (18.1%).

The top three popular activities were: shopping (47.1%), visiting historical places/museums (34.6%), and sightseeing (30.2%).

- **Information sources**

The top three travel information sources were: family and friends (50.5%), Internet websites (25.4%), and Oklahoma Tourism Information Center (15.4%).

- **Travel frequency and duration**

Most out-of-state visitors travelled less than once a year (27.3%) and almost 70% of out-of-state visitors travelled in the 2nd (35.2%) and 3rd (34.6%) quarters. The average trip duration was 3 nights.

- **Lodging Used**

The top choice for accommodation was hotel/Motel/B&B (47.5%) and 16.7% out-of-state visitors did not stay overnight.

- **Primary Mode of Transportation**

Almost 83% of out-of-state visitors traveled by auto.

- **Travel Party Size and Companion**

Almost 85% out-of-state visitors travelled with companions: with family (50%), with relatives (22.7%), and with friends and colleagues (12.7%). The top two travel party sizes were: two (40.4%) and five and more (15.3%).

- **Total Expenditure**

The majority of out-of-state visitors spent less than \$500 (74.7%). The aggregated average expenditure per night was \$517.

- **Oklahoma Tourism Information Centers**

Most out-of-state visitors stopped at the Center to use the restroom (93.1%) and collect travel material (62.8%).

VII. Visitors' Demographic Profile

The majority of out-of-state visitors were Caucasian (84.7%), in the age group of 45-64 (55.2%), retired (27.5%), earned an annual income \$75K or less (54.7%), had at least some college education (88.5%), had less than two members in the household (61.4%) with no children (60.2%).

VISITORS' PERCEIVED LEVEL OF SATISFACTION, FUTURE INTENTION AND DESTINATION IMAGE

1. Visitors' Satisfaction – Information Centers

Visitors were highly satisfied with the service and information provided at Information Center with the average rating of 6.3.

2. Visitors' Satisfaction - Recent Trip

Visitors were satisfied with the most recent trip in/to Oklahoma with an average rating of 5.1.

3. Visitors' Overall Experiences - Recent Trip

Visitors had a very positive travel experience in their most recent trip in/to Oklahoma with an average rating of 5.6.

4. Visitors' Future Intention

Visitors are highly likely to return to Oklahoma for future travel. The overall mean of future revisit intention was 5.6.

5. Visitors' Perceived Destination Image

Visitors perceived Oklahoma as an enjoyable travel destination with an average score of 5.4. Visitors also had a positive perception of Oklahoma in general (5.3).

Note: All the measurements were on a scale of 1-7; “1” represents the lowest and “7” represents the highest level.

PERCEIVED DIFFERENCES IN-STATE vs. OUT-OF-STATE VISITORS

In general, both in-state and out-of-state visitors shared positive commonalities in six areas. Some **significant** differences ($P \leq 0.05$) between in-state and out-of-state visitors were found including:

1. Visitors' Satisfaction – Information Centers

Out-of-state visitors had higher levels of satisfaction on “overall environment”, and “cleanliness” at the Welcome Centers than in-state visitors.

2. Visitors' Satisfaction - Recent Trip

Out-of-state visitors had higher levels of satisfaction on “infrastructure”, “park/recreation facilities”, “service provided”, “activities participated”, and “weather” than in-state visitors.

3. Visitors' Overall Experiences - Recent Trip

Out-of-state visitors had a higher level of satisfaction on “travel experiences better than expected” than in-state visitors.

4. Visitors' Future Intention

Out-of-state visitors would prefer to stay longer for the next trip than in-state visitors; while in-state visitors were more likely to revisit in the near future than out-of-state visitors.

5. Visitors' Perceived Destination Image

Out-of-state visitors believed that Oklahoma was more “exciting” and “pleasant” than in-state visitors.

Out-of-state visitors had higher levels of satisfaction on “travel information”, “infrastructure”, “natural environment”, “service provided”, and “activities participated” than in-state visitors; while in-state visitors perceived Oklahoma as more safe and secure than out-of-state visitors.

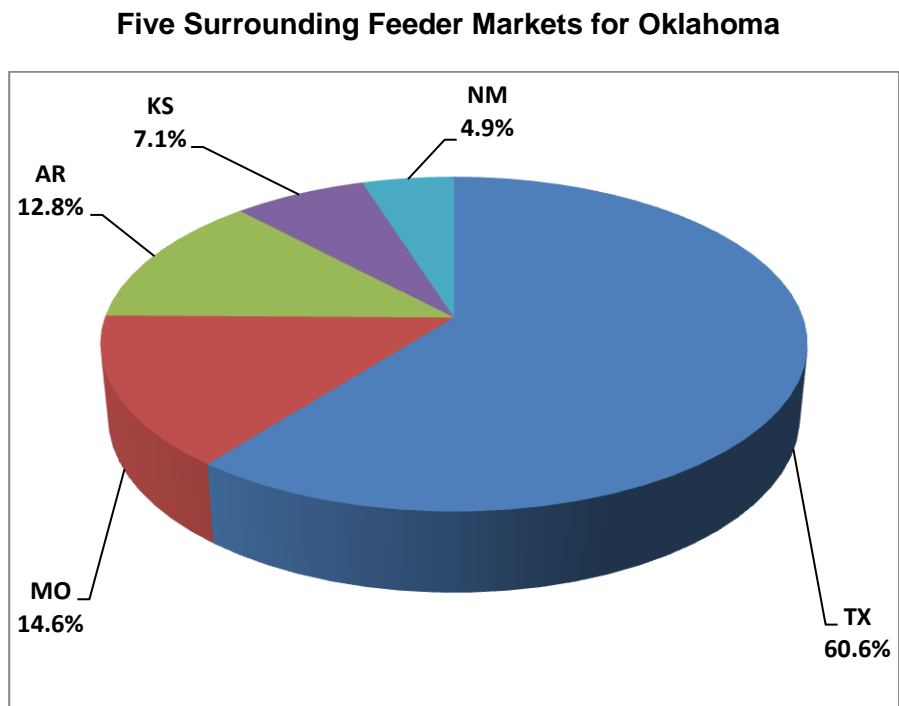
SECTION ONE

OVERVIEW OF OKLAHOMA IN-STATE AND OUT-OF-STATE VISITORS

3. FEEDER MARKETS

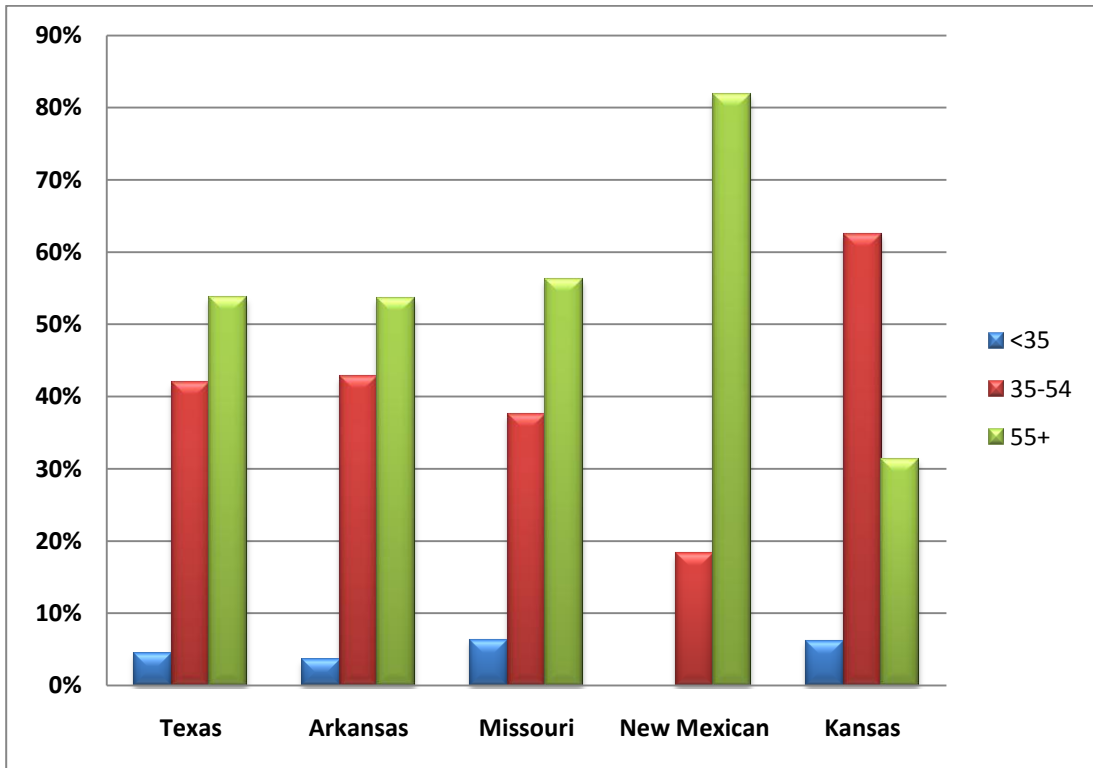
3.1. Surveyed Surrounding Feeder Markets

Of those surveyed, visitors from five surrounding feeder markets made up the following composition: 60.6% of visitors were from Texas, 14.6% were from Missouri, 12.8% were from Arkansas, 7.1% were from Kansas, and only 4.9% were from New Mexico.



3.2. Age Distribution

- Texas**
 The proportion of visitors in the age groups of <35 was 4.4%, 35-54 (41.9%) and 55+ (53.7%).
- Arkansas**
 The proportion of visitors in the age groups of <35 was 3.6%, 35-54 (42.8%) and 55+ (53.6%).
- Missouri**
 In The proportion of visitors in the age groups of <35 was 6.3%, 35-54 (37.5%) and 55+ (56.2%).
- New Mexico**
 The proportion of visitors in the age groups of <35 was 0%, 35-54 (18.2%) and 55+ (81.8%).
- Kansas**
 The proportion of visitors in the age groups of <35 was 6.2%, 35-54 (62.5%) and 55+ (31.3%).



3.3. Trip Expenditure

- **Texas**

The proportion of trip expenditures in the \$0-\$100 category was 24.3%, \$101-\$250 (23.4%), \$251-\$500 (27.9%), \$501-\$750 (8.1%), \$751-\$1000 (9%), and \$1001 and above (7.2%).

- **Arkansas**

The proportion of trip expenditures in the \$0-\$100 category was 21.1%, \$101-\$250 (26.3%), \$251-\$500 (10.5%), \$501-\$750 (10.5%), \$751-\$1000 (26.3%), and \$1001 and above (5.3%).

- **Missouri**

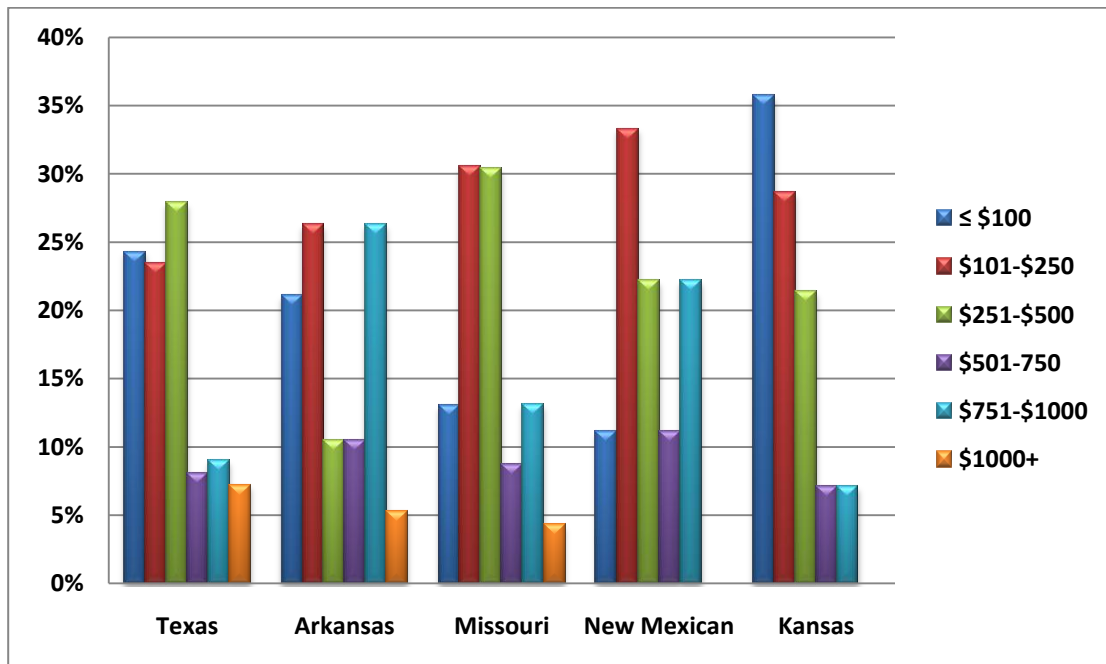
The proportion of trip expenditures in the \$0-\$100 category was 13%, \$101-\$250 (30.5%), \$251-\$500 (30.4%), \$501-\$750 (8.7%), \$751-\$1000 (13.1%), and \$1001 and above (4.3%).

- **New Mexico**

The proportion of trip expenditures in the \$0-\$100 category was 11.1%, \$101-\$250 (33.3%), \$251-\$500 (22.2%), \$501-\$750 (11.1%), \$751-\$1000 (22.2%), and \$1001 and above (0%).

- **Kansas**

The proportion of trip expenditures in the \$0-\$100 category was 35.7%, \$101-\$250 (28.6%), \$251-\$500 (21.4%), \$501-\$750 (7.1%), \$751-\$1000 (7.1%), and \$1001 and above (0%).



3.4. Income Distribution

- **Texas**

The household income in the category of <\$30K was 10.3%, \$30K-\$75K (38.1%), and >\$75K (51.6%).

- **Arkansas**

The household income in the category of <\$30K was 12.5%, \$30K-\$75K (54.2%), and >\$75K (33.4%).

- **Missouri**

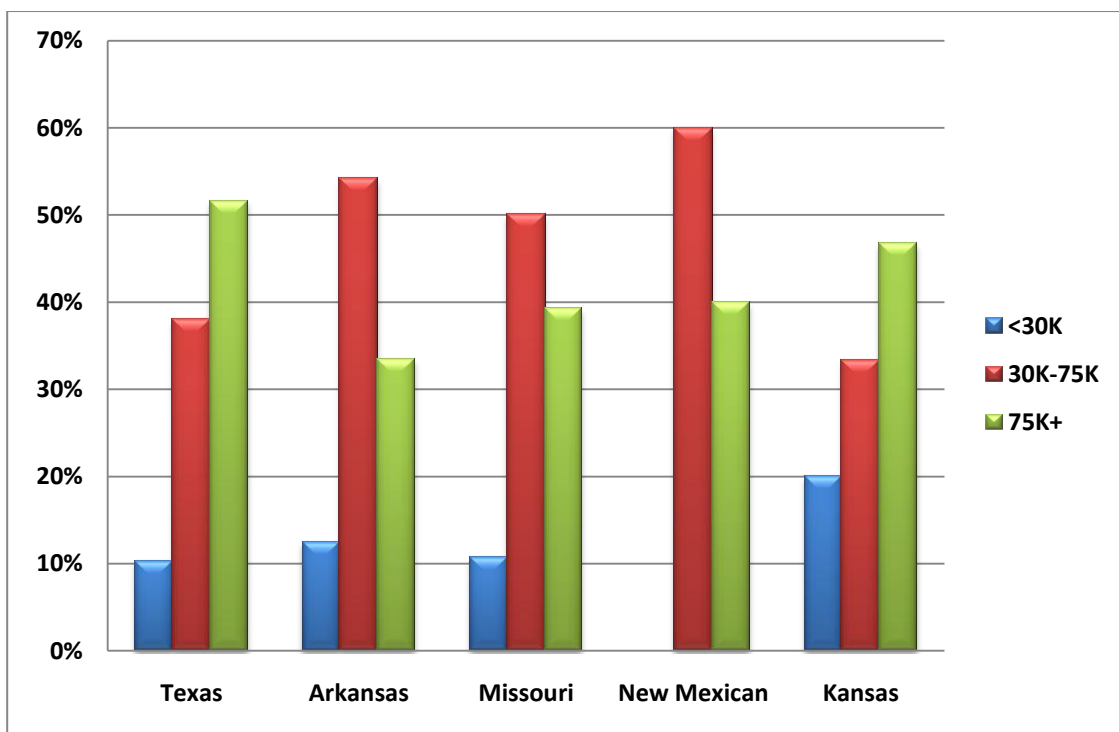
The household income in the category of <\$30K was 10.7%, \$30K-\$75K (50%), and >\$75K (39.3%).

- **New Mexico**

The household income in the category of <\$30K was 0%, \$30K-\$75K (60%), and >\$75K (40%).

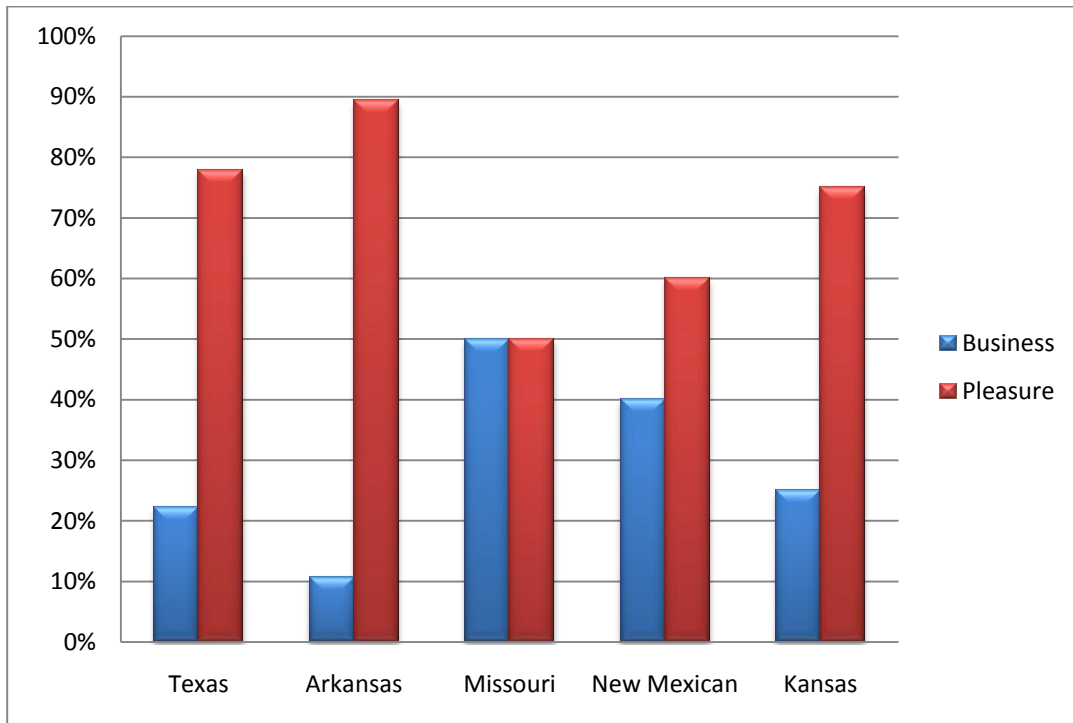
- **Kansas**

In The household income in the category of <\$30K was 20%, \$30K-\$75K (33.3%), and >\$75K (46.7%).



3.5. Trip Purpose

- **Texas**
The proportion of business trips was 22.2% while that of pleasure trips was 77.8%.
- **Arkansas**
The proportion of business trips was 10.6% while that of pleasure trips was 89.4%.
- **Missouri**
The proportion of business trips was 50% while that of pleasure trips was 50%.
- **New Mexico**
The proportion of business trips was 40% while that of pleasure trips was 60%.
- **Kansas**
The proportion of business trips was 25% while that of pleasure trips was 75%.



3.6. Mode of Transportation

- **Texas**

The proportion of visitors traveled by auto/truck/RV was 96.8%, travel by air 2.4%, and travel by train 0.8%.

- **Arkansas**

The proportion of visitors traveled by auto/truck/RV was 91.7%, and travel by train 8.3%.

- **Missouri**

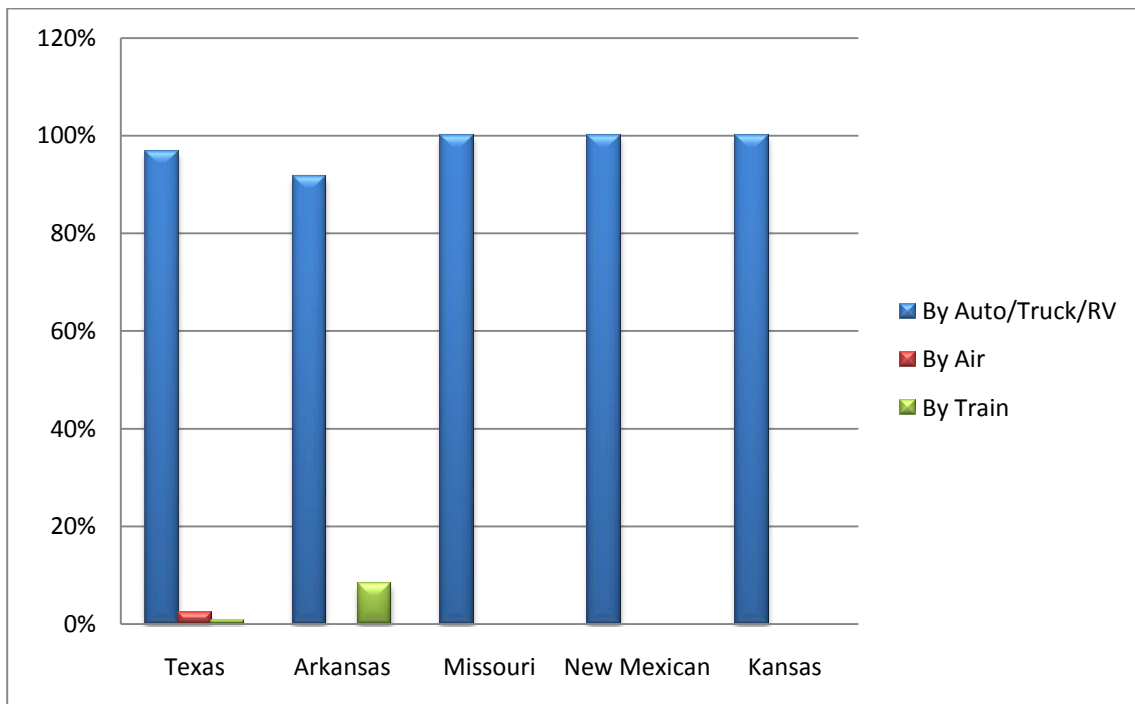
All visitors travelled by auto/truck/RV.

- **New Mexico**

All visitors travelled by auto/truck/RV.

- **Kansas**

All visitors travelled by auto/truck/RV.



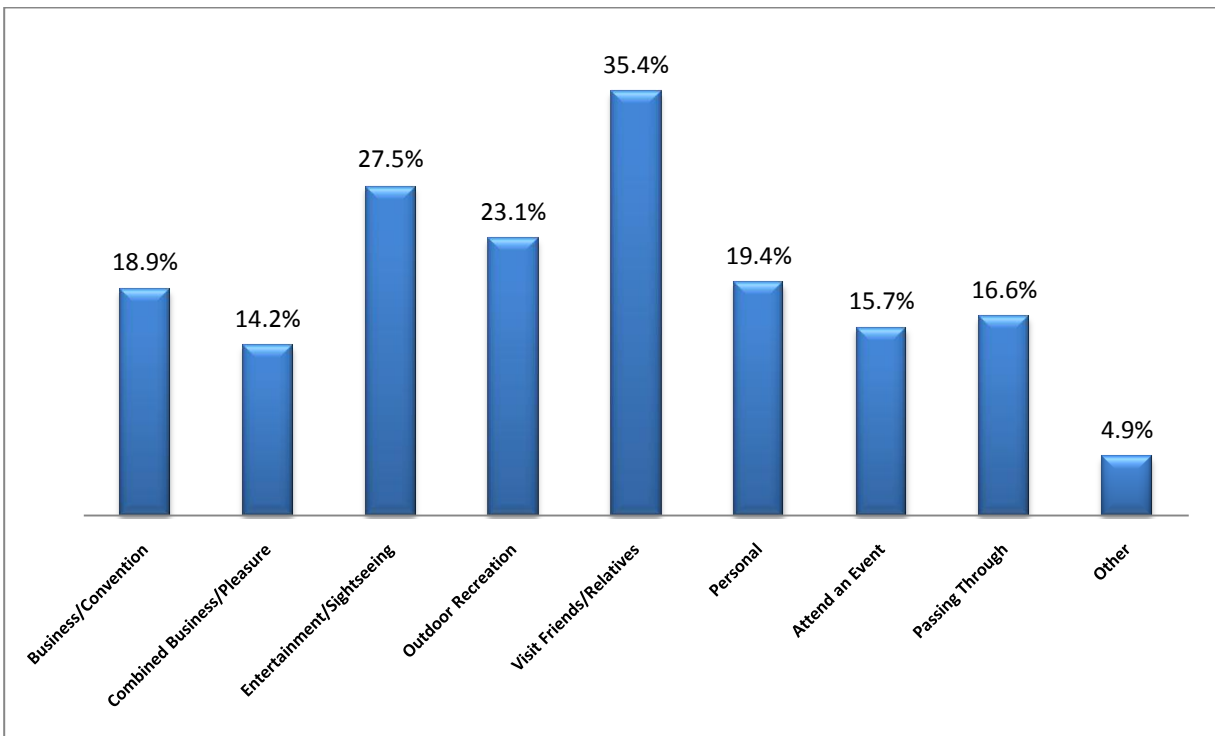
4. TRIP CHARACTERISTICS

4.1. Primary Purpose of Trip

The top five purposes for the trip were visiting friends and relatives (35.4%), followed by entertainment and sightseeing (27.5%), outdoor activities (23.1%), personal (19.4%), and passing through (16.6%).

- Visit friends or relatives (35.4%)
- Entertainment (27.5%)
- Outdoor (23.1%)
- Personal (19.4%)
- Business/Convention (18.9%)
- Passing through (16.6%)
- Attend an event (15.7%)
- Combined business/pleasure (14.2%)
- Others (4.9%)

Primary Purpose of Trip

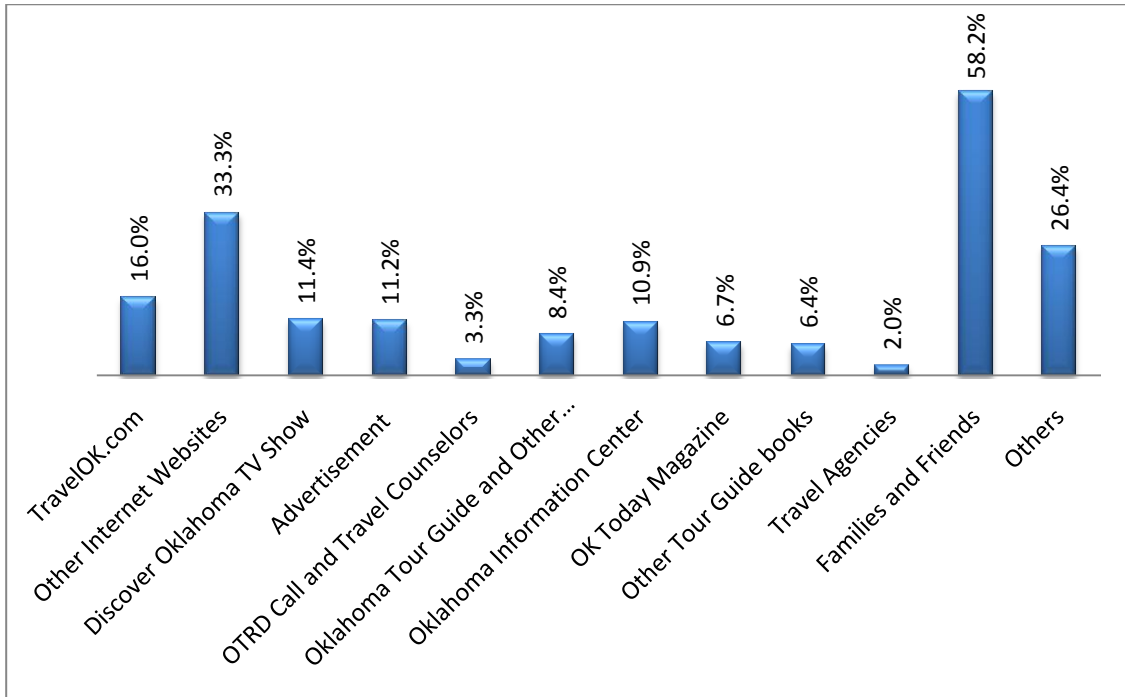


4.2. Information Sources

The top five information sources used by visitors were family and friends (58.2%), other Internet websites (33.3%), Oklahoma’s official travel site (16%), Discover Oklahoma TV show (11.4%), and advertisements (11.2%).

- Family and friends (58.2%)
- Other Internet websites (33.3%)
- Oklahoma’s official travel site (16.0%)
- Discover Oklahoma TV show (11.4%)
- Advertisements (11.2%)
- Oklahoma Tourism Information Center (10.9%)
- Oklahoma Travel guide and other publications from OTRD (8.4%)
- Oklahoma Today Magazine (6.7%)
- Other tour guide books (6.4%)
- Oklahoma Tourism and Recreation Department (OTRD) Call Center & Travel Counselors (3.3%)
- Travel agencies (2%)
- Others (26.4%)

Information Sources

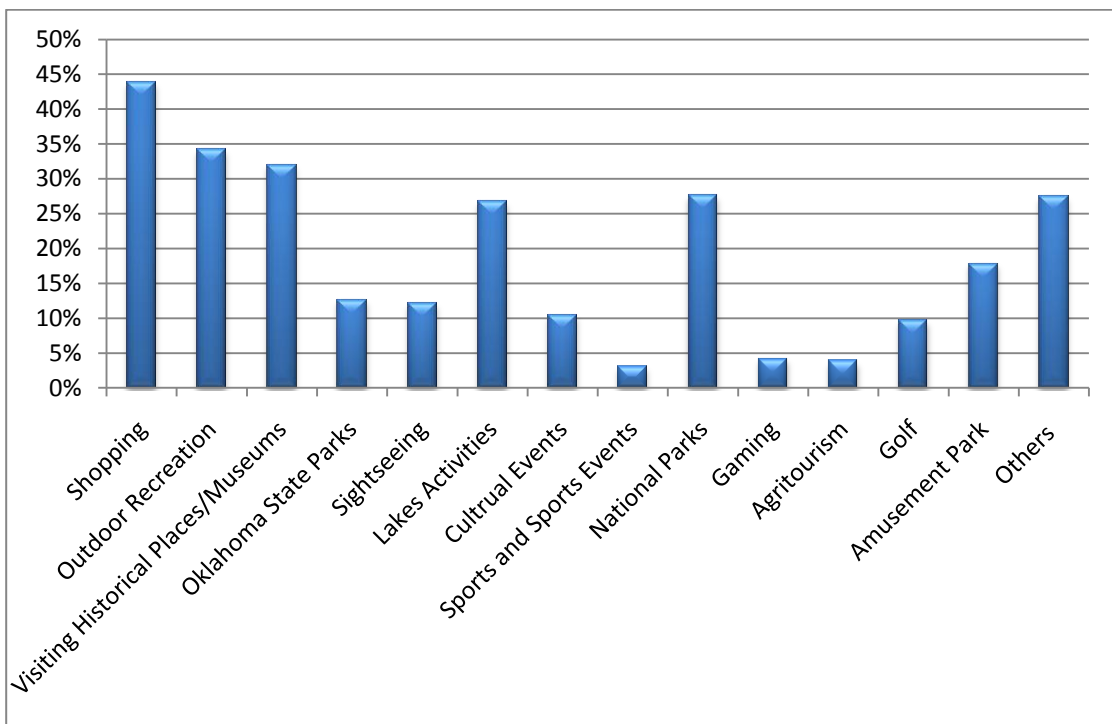


4.3. Activities in Oklahoma

The most popular activity in Oklahoma was shopping (43.8%).

- Shopping (43.8%)
- Outdoor activities (34.2%)
- Visiting historical places/museums (32%)
- National/state parks/recreation areas (27.5%)
- Lake activities (26.7%)
- Amusement park (17.8%)
- Oklahoma State parks/recreation areas (12.6%)
- Sightseeing (12.1%)
- Cultural events (10.4%)
- Golf (9.6%)
- Gaming and casino (4.2%)
- Agritourism (3.8%)
- Sports or sporting events (3%)
- Others (27.4%)

Activities in Oklahoma

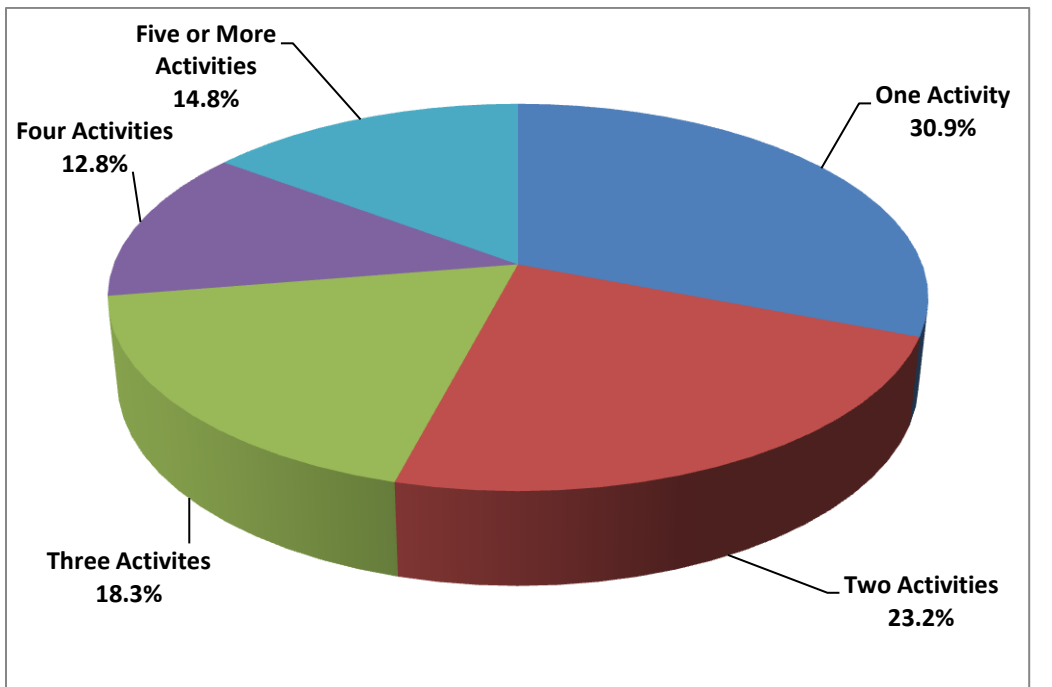


4.4. Number of Activities in Oklahoma

The majority of visitors participated in either one or two activities (54.1%).

- One activity (30.9%)
- Two activities (23.2%)
- Three activities (18.3%)
- Four activities (12.8%)
- 5+ activities (14.8%)

Number of Activities in Oklahoma

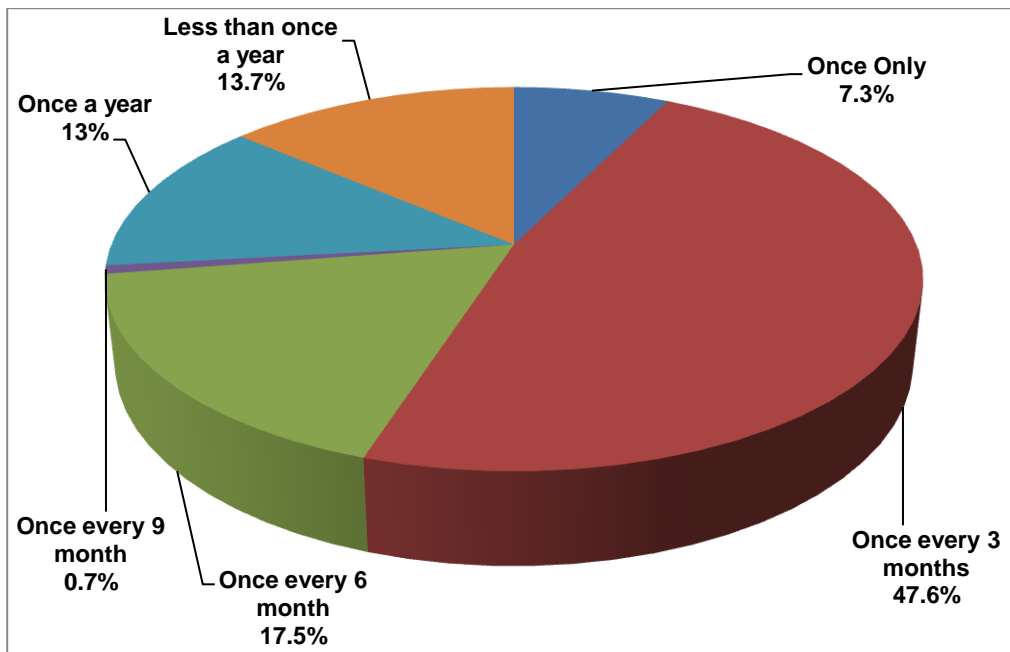


4.5. Travel Frequency to Oklahoma

Most visitors traveled to Oklahoma once every 3 months (47.6%), followed by only once 6 months (17.5%), less than once a year (13.7%), once a year (13%), and one time only (7.3%).

- Once every 3 months (47.6%)
- Once every 6 months (17.5%)
- Less than once a year (13.7%)
- Once a year (13%)
- Only once (7.3%)
- Once every 9 months (0.7%)

Travel frequency to Oklahoma

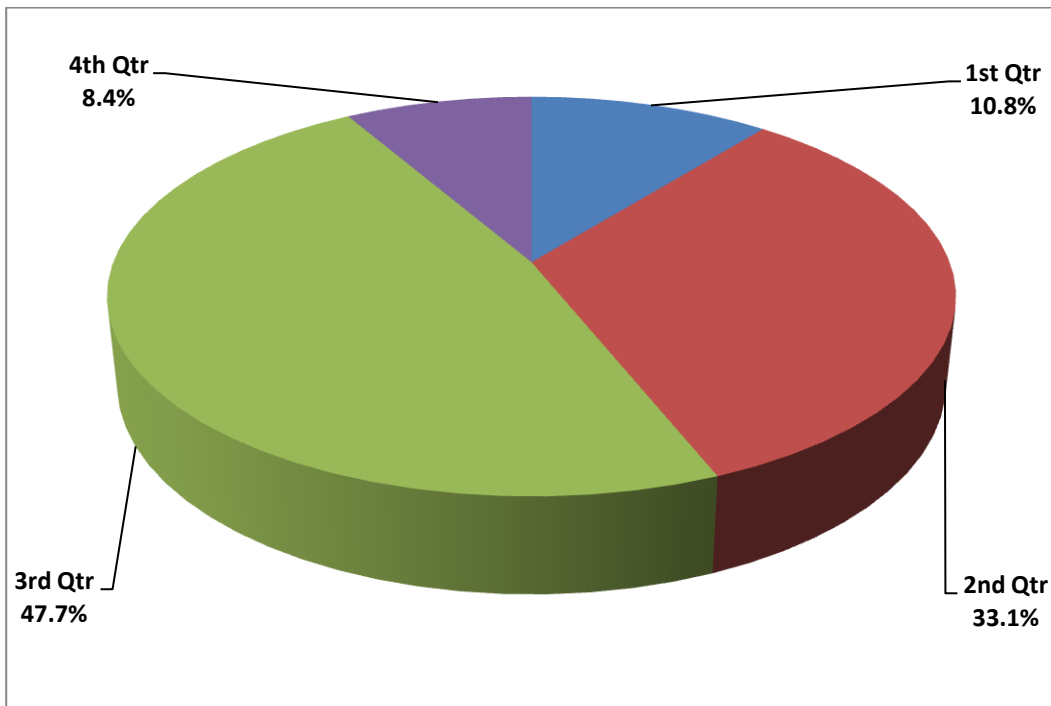


4.6. Month of Travel to Oklahoma

The third quarter was the most popular time to travel to Oklahoma in the survey.

- 1st Quarter (January-March) (10.8%)
- 2nd Quarter (April-June) (33.1%)
- 3rd Quarter (July-September) (47.7%)
- 4th Quarter (October-December) (8.4%)

Month of Travel to Oklahoma

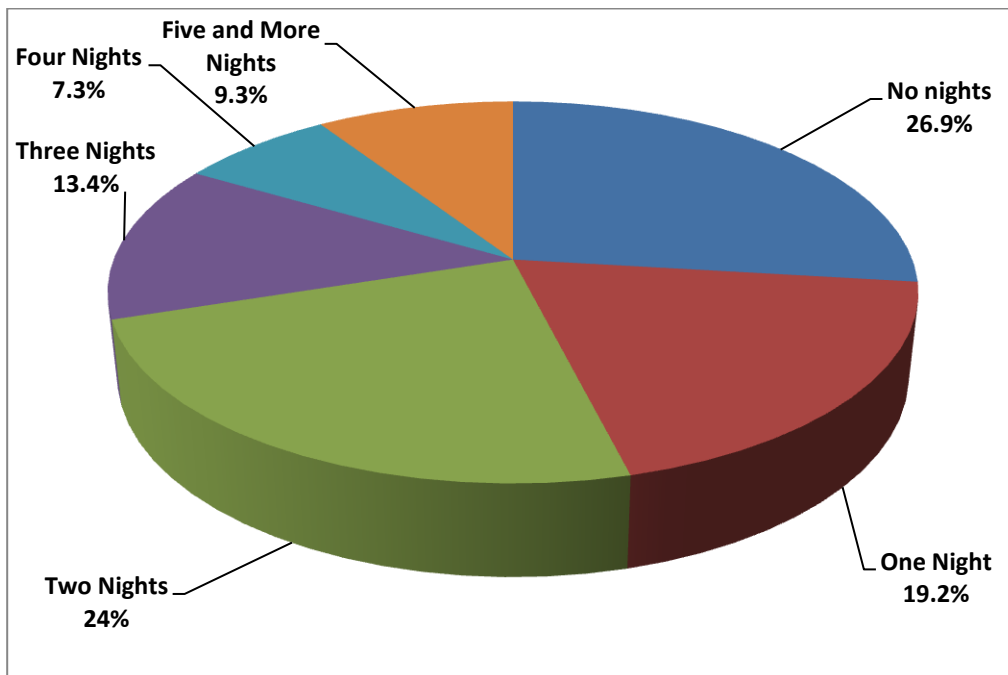


4.7 Total Trip Duration

The largest percentage of visitors did not stay in Oklahoma overnight (26.9%) and 24% stayed for 2 nights.

- 1 Night (19.2%)
- 2 Nights (24%)
- 3 Nights (13.4%)
- 4 Nights (7.3%)
- 5+ nights (9.3%)
- No Night (26.9 %)

Total Trip Duration

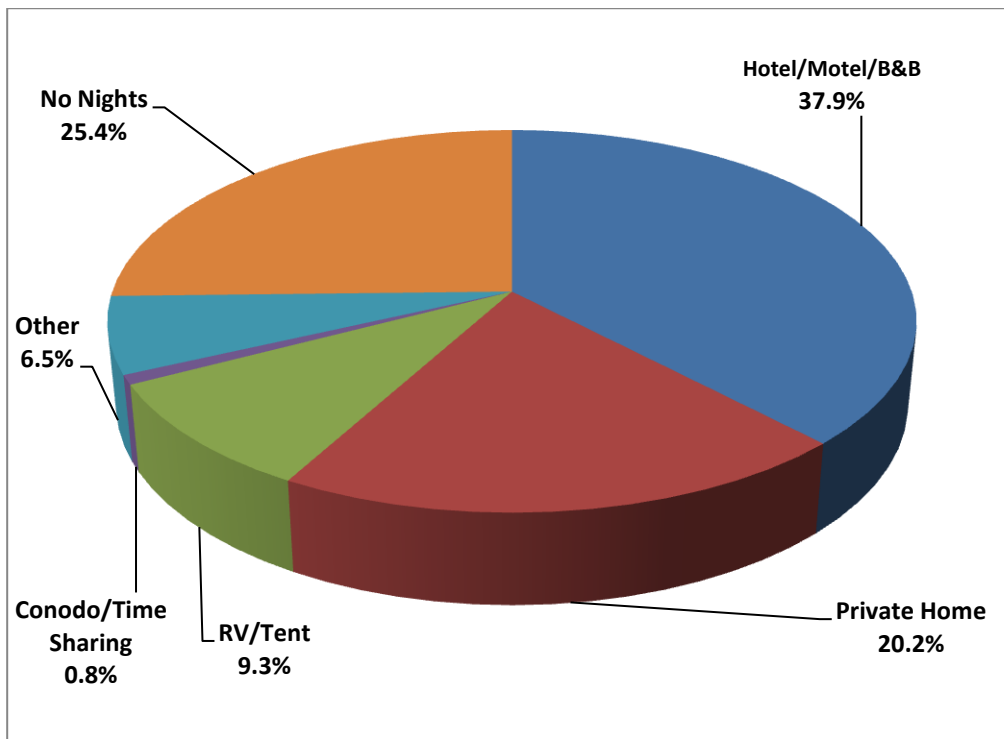


4.8. Lodging Used

The most popular type of accommodation visitors used in Oklahoma was hotel/motel/B&B (37.9%).

- Hotel/Motel/B & B (37.9%)
- Private Home (20.2%)
- RV/Tent (9.3%)
- Condo/Time Sharing (0.8%)
- No Overnight Stay (25.4%)
- Other (6.5%)

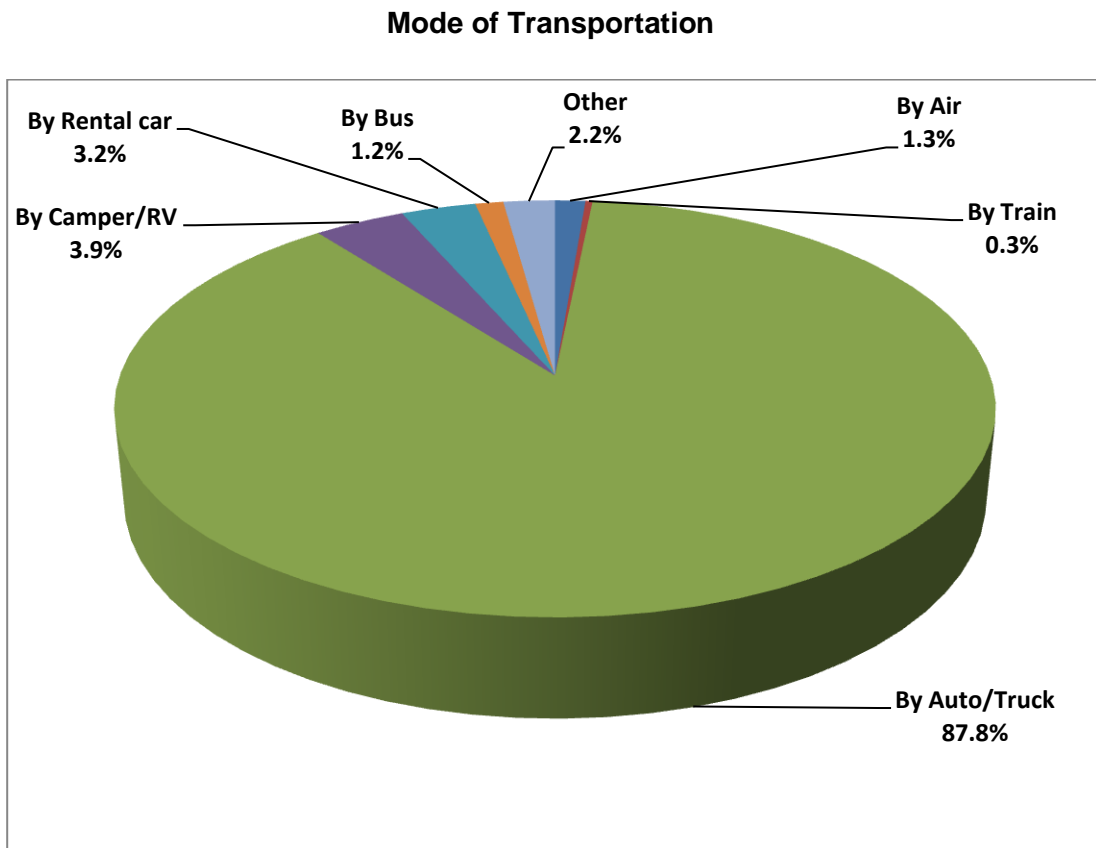
Lodging Used



4.9. Mode of Transportation

The majority of visitors traveling in Oklahoma were by auto/truck (87.8%).

- Auto/Truck (87.8%)
- Camper/RV (3.9%)
- Rental car (3.2%)
- Airplane (1.3%)
- Bus (1.2%)
- Train (0.3%)
- Other (2.2%)

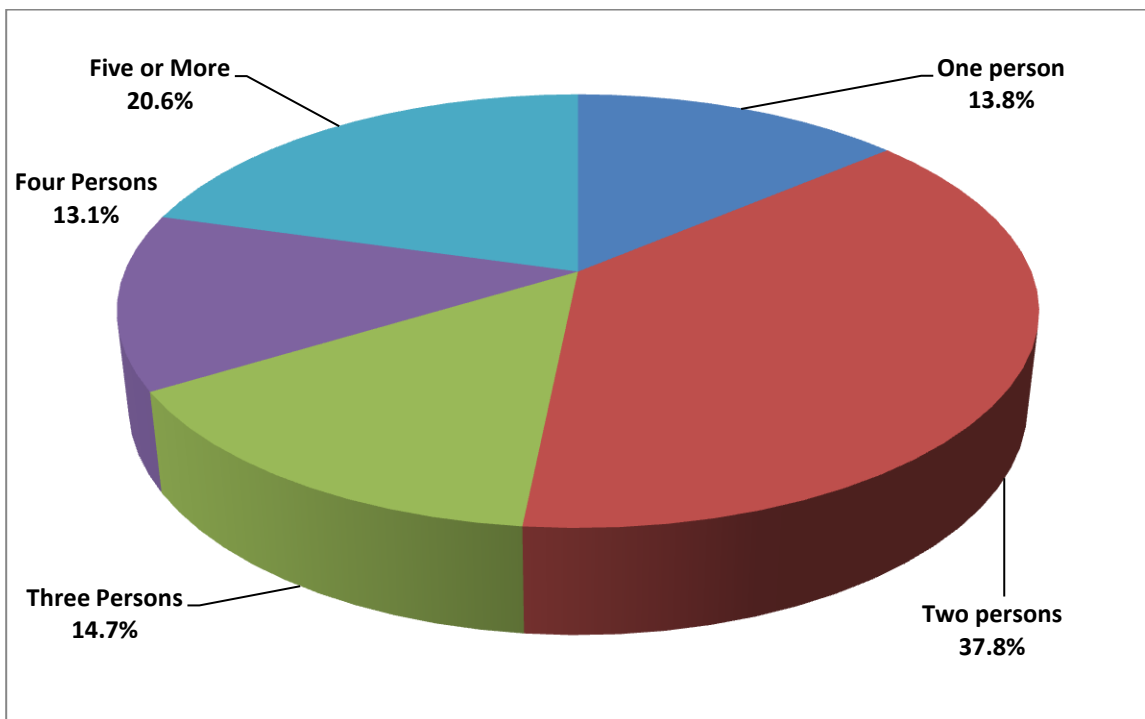


4.10. Travel Party Size

Almost half of the households traveled in OK with a party size of two (37.8%).

- One (13.8%)
- Two (37.8%)
- Three (14.7%)
- Four (13.1%)
- Five or more (20.6%)

Travel Party Size

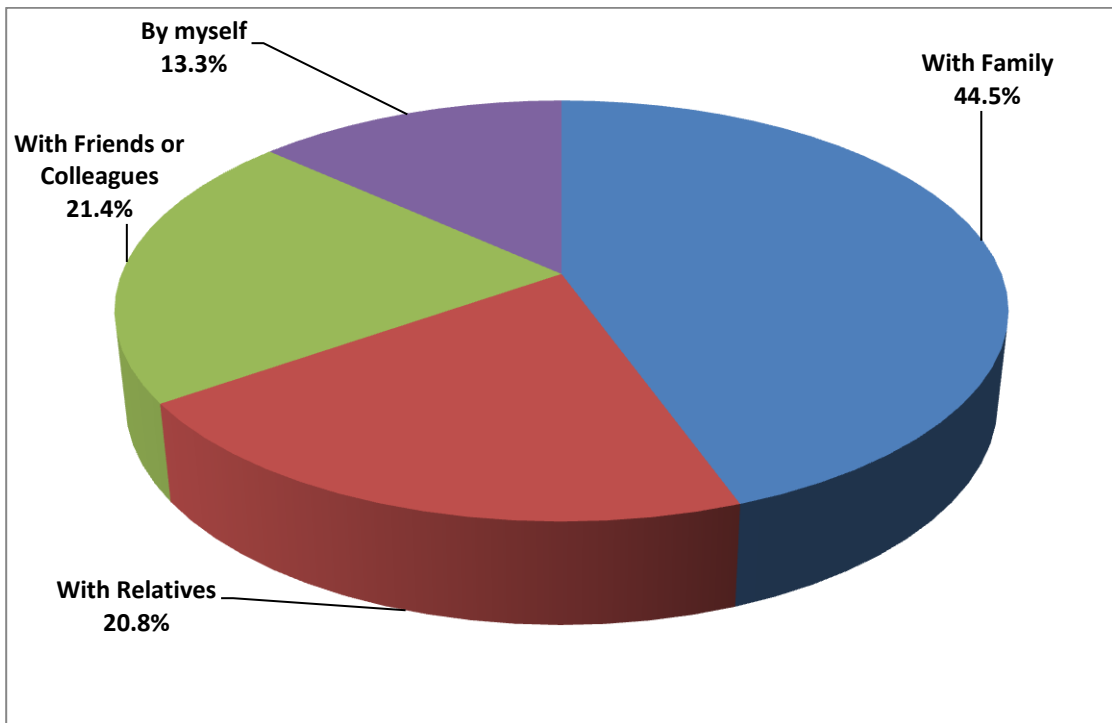


4.11. Travel Companion

Almost half of the households traveled in OK with family (44.5%).

- With family (44.5%)
- With friends and colleagues (21.4%)
- With relatives (20.8%)
- By myself (13.3%)

Travel Companion

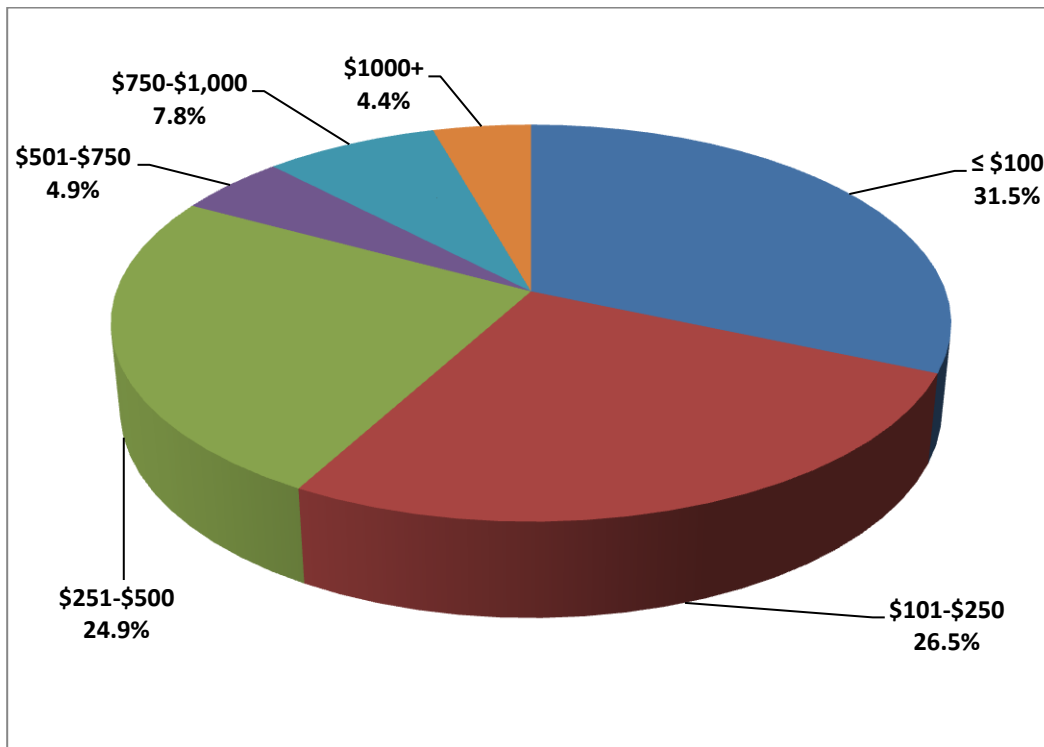


4.12. Total Expenditure

Overall, most of the households tended to spend in the lower spending categories. About 31.5% of the households expenditures was less than or equal to \$100. The next most popular categories of household trips spent around \$101-\$250 and \$251-\$500 were at 26.5% and 24.9% respectively.

- ≤\$100 (31.5%)
- \$101 - < \$250 (26.5%)
- \$251 - < \$500 (24.9%)
- \$501 - < \$750 (4.9%)
- \$751 - < \$1000 (7.8%)
- \$1000+ (4.4%)

Total Expenditure

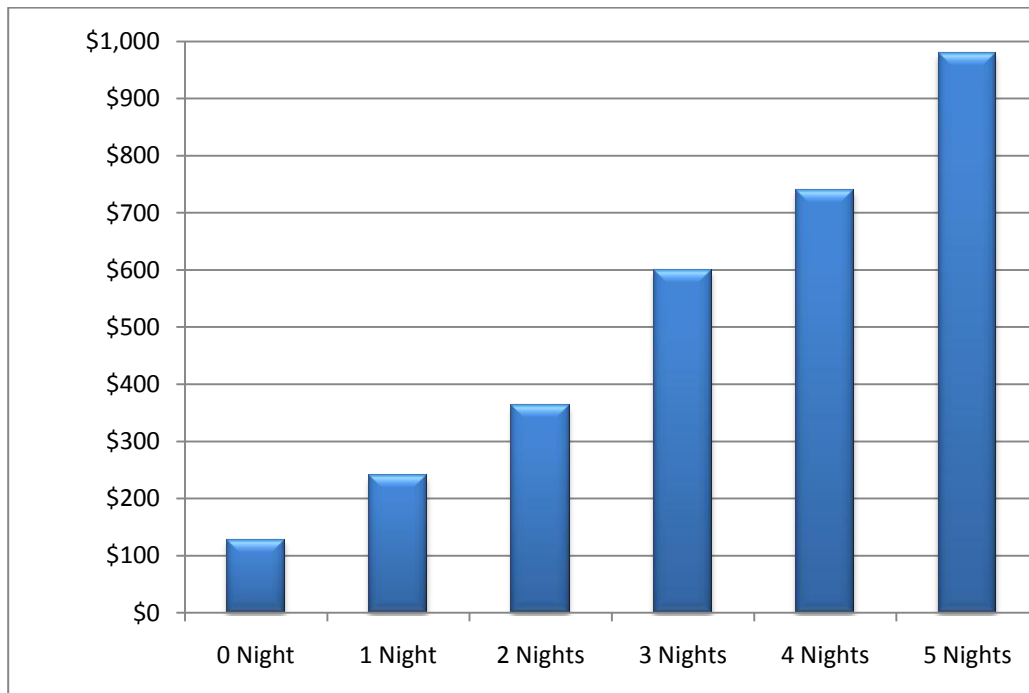


4.13. Expenditure by Nights

Overall, expenditure by nights tends to increase as visitors stay longer. The average of expenditure was \$979 for five nights stay, \$739 for four nights, \$599 for three nights, \$363 for two nights, \$239 for one night, and \$128 for no night respectively. The aggregated average expenditure per night was \$387.

- \$979 (five nights)
- \$739 (four nights)
- \$599 (three nights)
- \$363 (two nights)
- \$239 (one night)
- \$128 (no night)

Expenditure by Nights



In addition, visitor expenditures are significantly different among different length of night stays.

- Expenditures by five nights are significantly greater than all except four nights;
- Expenditures by four nights are significantly greater than zero to two nights;
- Expenditures by three nights are significantly greater than zero to two nights;
- Expenditures by two nights are significantly greater than no night.

Expenditure by Nights Comparison

ANOVA: F value =25.573 P = .000**	
Nights	Expenditure (Means)
0 night (Group 1)	\$128
1 night (Group 2)	\$239
2 night (Group 3)	\$363
3 night (Group 4)	\$599
4 night (Group 5)	\$739
5 night (Group 6)	\$979
Post Hoc Multiple Range Test	Group 6>4*,3*,2*,1*; Group 5>3*,2*,1*; Group 4>3*,2*,1*; Group 3>1*

Note: *p<.05; **p<.01

5. VISITORS' DEMOGRAPHICS

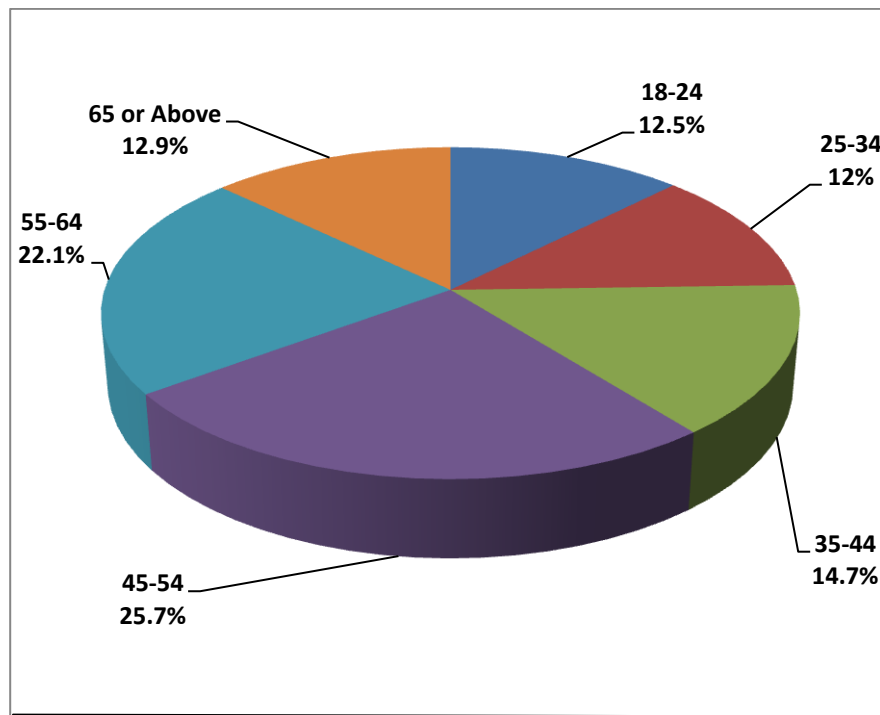
Surveyed in-state and out-of-state visitors' demographics are listed based on age distribution, education distribution, household size distribution, number of children in household, occupation distribution, annual household income distribution, and ethnic distribution. Comparisons between in-state and out-of-state demographics are detailed in the end of this section.

5.1. Age Distribution

The top three age categories of visitors were from ages 45 to 54 (25.7%), 55 to 64 (22.1%), and 65 or older (12.9%).

- 18-24 (12.5%)
- 25-34 years old (12%)
- 35-44 years old (14.7%)
- 45-54 years old (25.7%)
- 55-64 years old (22.1%)
- 65+ years old and above (12.9%)

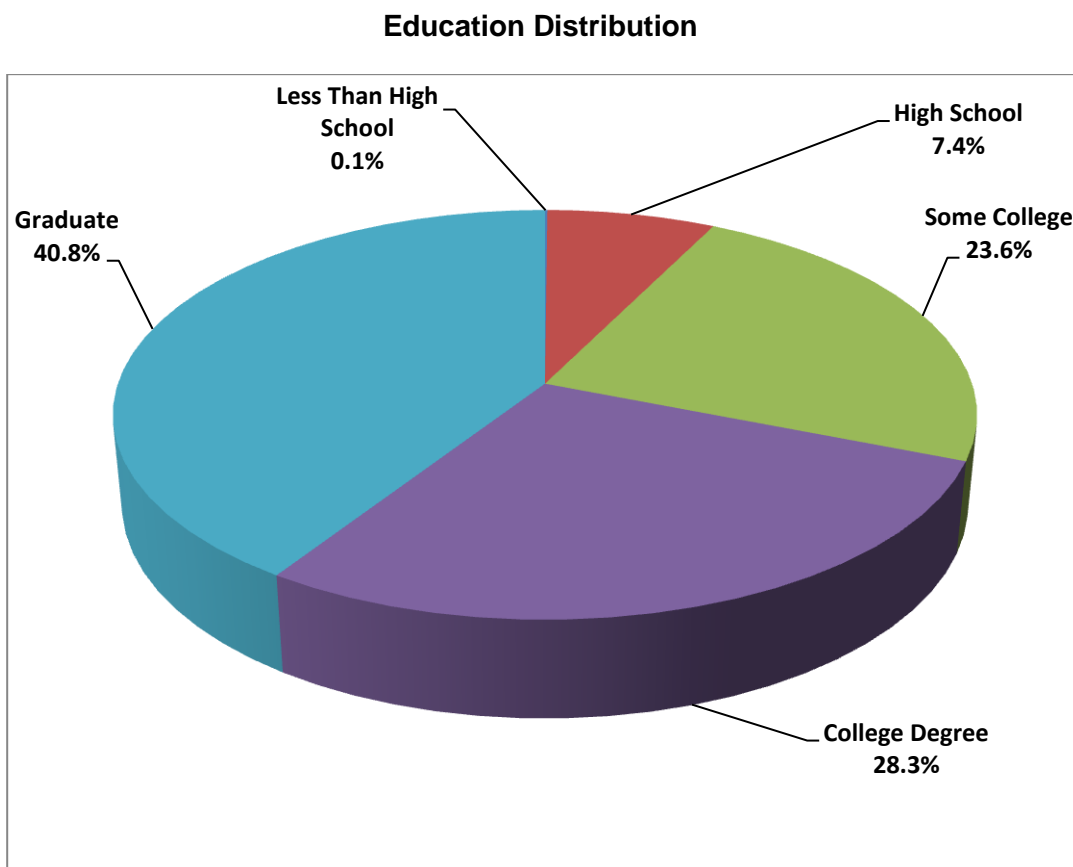
Age Distribution



5.2. Education Distribution

More than 92.5% of visitors had college degrees or some college education.

- Post Graduate Work/Degree (40.8%)
- College Completed (28.3%)
- Some College (23.6%)
- High School Graduate (7.4%)
- Less than high school (0.1%)

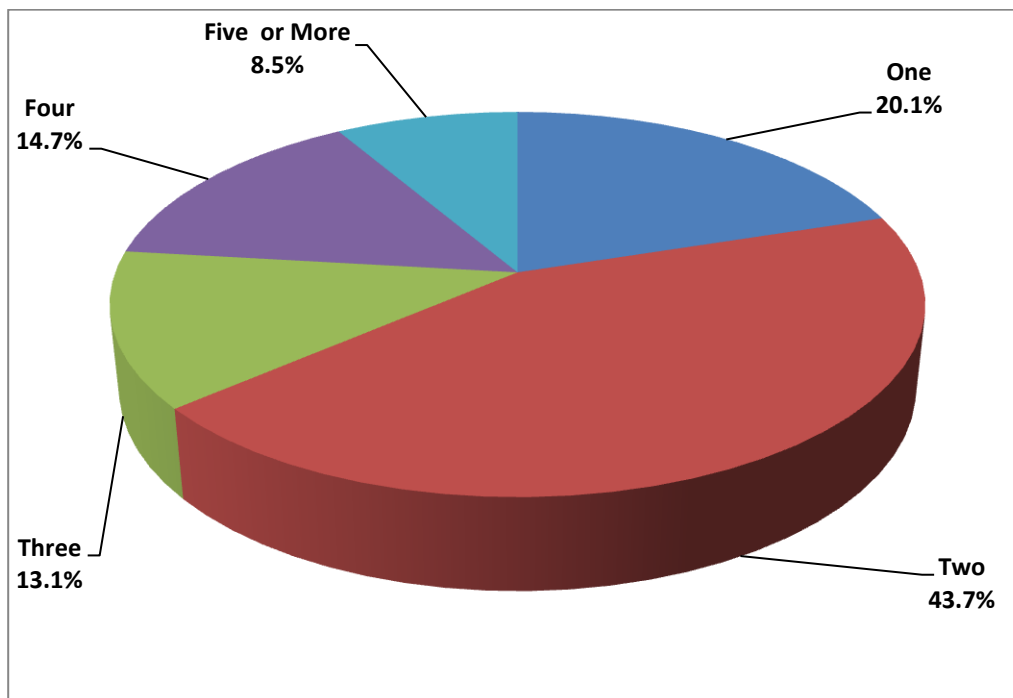


5.3. Household Size Distribution

The largest proportion of household sizes surveyed was in the category of 2 members (43.7%).

- 1 Member (20.1%)
- 2 Members (43.7%)
- 3 Members (13.1%)
- 4 Members (14.7%)
- 5 or more (8.5%)

Household Size Distribution

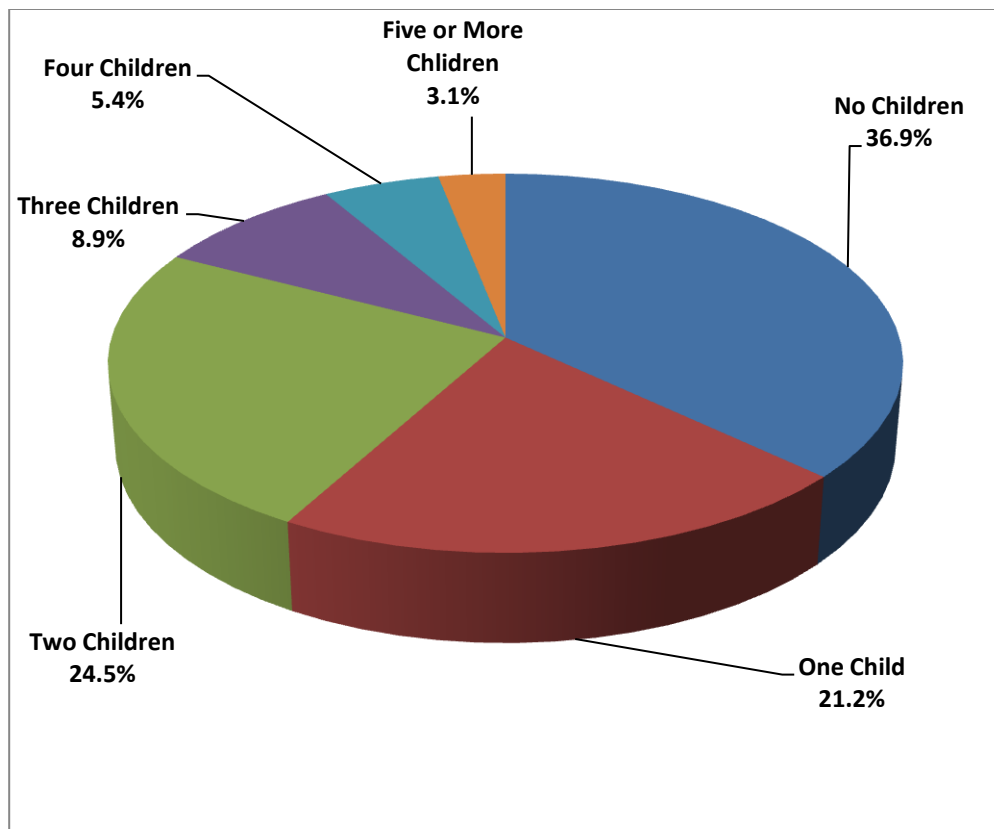


5.4. Number of Children in Household

36.9% of the households had no children, followed by two children (24.5%) and one child (21.2%).

- No Children (36.9%)
- 1 Child (21.2%)
- 2 Children (24.5%)
- 3 Children (8.9%)
- 4 Children (5.4%)
- 5+ Children (3.1%)

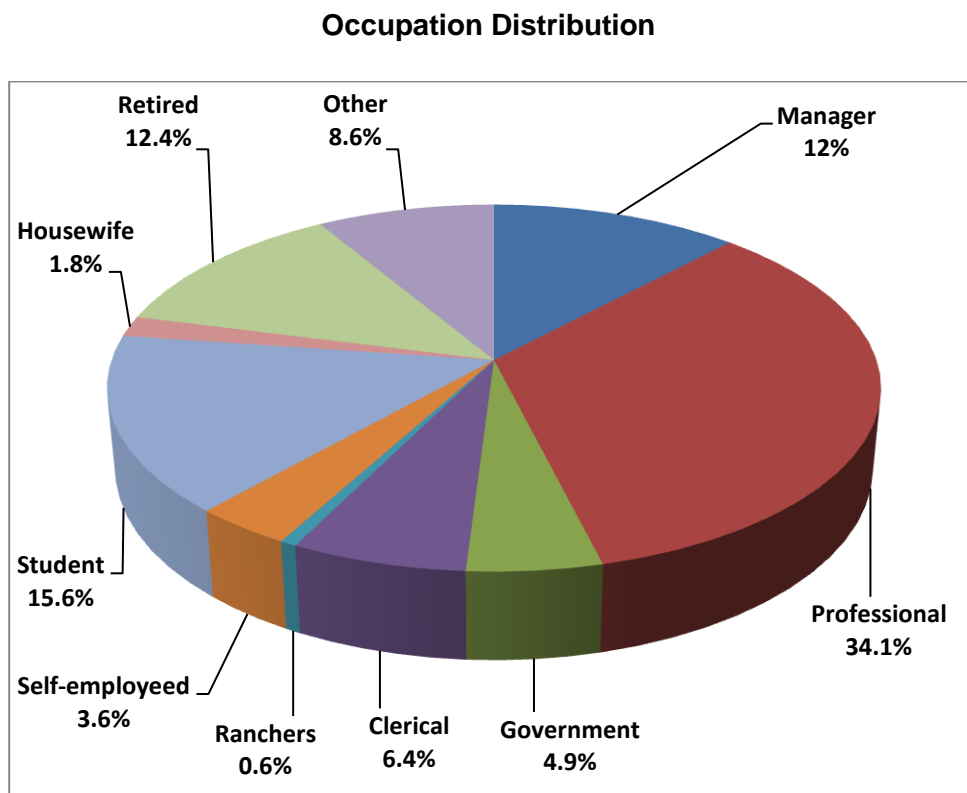
Number of Children in Household



5.5. Occupation Distribution

The top five categories of visitors' occupations were professional (34.1%), followed by student (15.6%), retired (12.4%), manager (12%), and clerical (6.4%).

- Professional (34.1%)
- Student (15.6%)
- Retired (12.4%)
- Manager (12%)
- Clerical (6.4%)
- Government (4.9%)
- Self-employed (3.6%)
- Housewife (1.8%)
- Ranchers (0.6%)
- Others (8.6%)

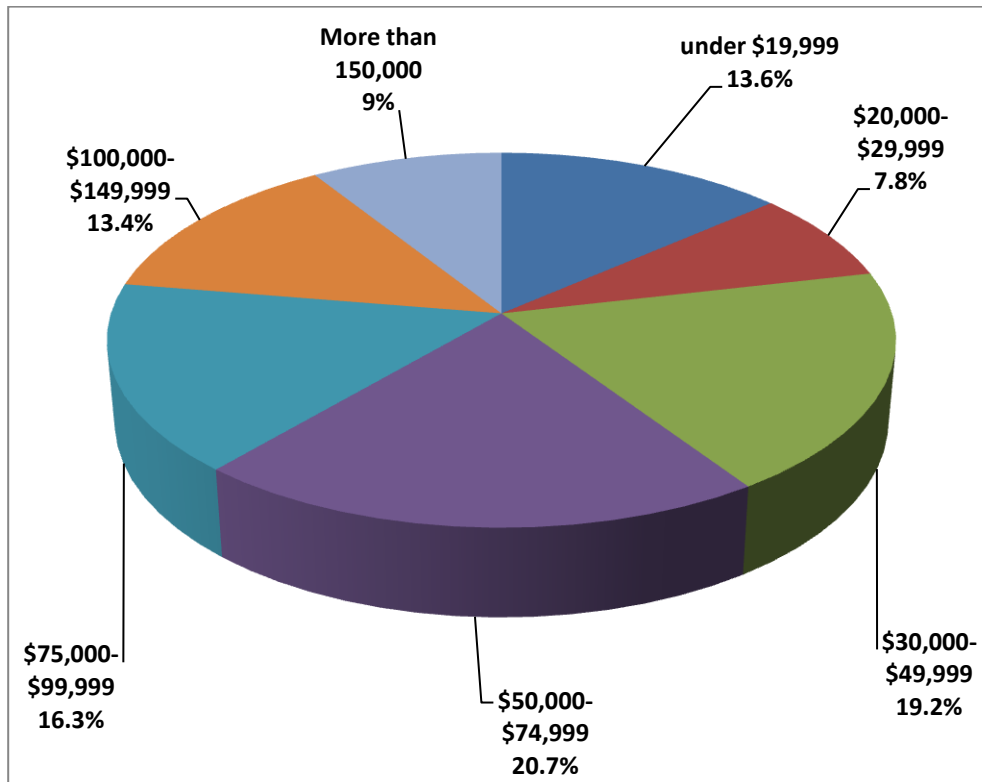


5.6. Annual Household Income Distribution

The largest proportion of annual household income was in the category of \$50K-<\$75K (20.7%).

- < \$20K (13.6%)
- \$20K - < \$30K (7.8%)
- \$30K - < \$50K (19.2%)
- \$50K - < \$75K (20.7%)
- \$75K - < \$100K (16.3%)
- \$100K - < \$150K (13.4%)
- \$150K+ (9%)

Annual Household Income

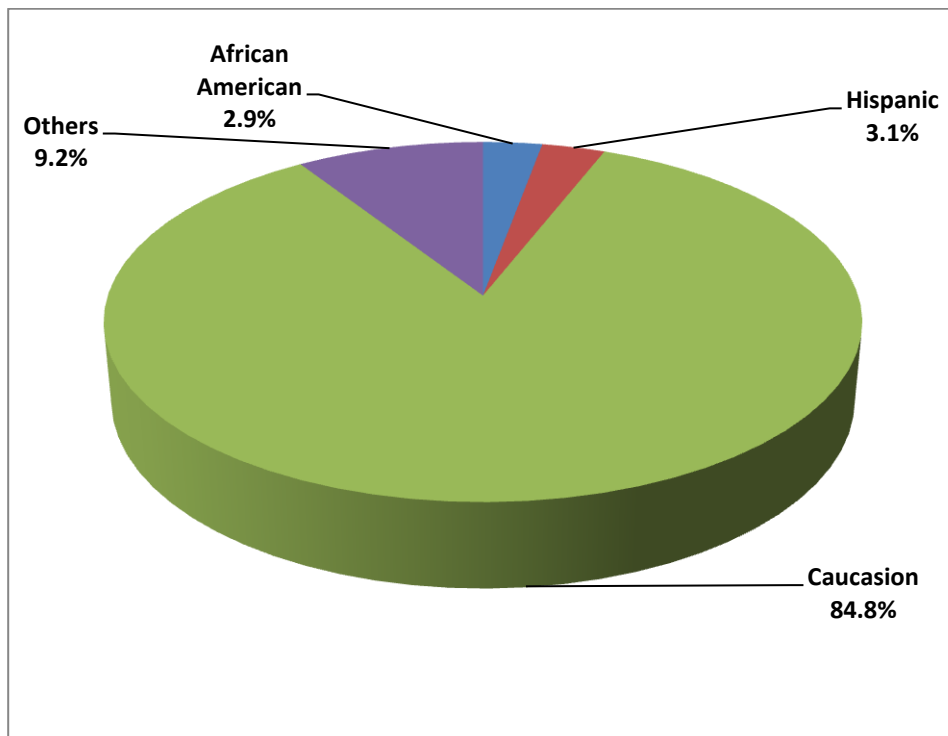


5.7. Ethnic Distribution

About 84.8% visitors were Caucasian, followed by Hispanic (3.1%), and African American (2.9%).

- Caucasian (84.8%)
- Hispanic (3.1%)
- African American (2.9%)
- Other (9.2%)

Ethnic Distribution



5.8. Demographics In-State vs. Out-of-State Visitors

Comparisons between in-state and out-of-state demographics are detailed in the following table.

Demographics Summary

	In-State	Out-of-State
Gender		
Male	57.3%	45.8%
Female	42.7%	54.2%
Marital Status		
Single	59.5%	74.1%
Married	40.5%	25.9%
Household Size		
1	23.5%	13.6%
2	41.4%	47.8%
3	13%	13.3%
4	13.7%	16.5%
5 or more	8.3%	8.7%
Number of Household Children		
0	63.8%	60.2%
1	7.9%	13.5%
2	13.8%	17.3%
3	7.4%	3.8%
4	4.5%	2.7%
5 or more	2.6%	3.0%
Age		
18-24	18.1%	2.3%
25-34	16.2%	4.4%
35-44	15.2%	13.7%
45-54	24.3%	28.2%
55-64	19.5%	27%
65 or Above	6.8%	24.4%
Education		
Less than high school	0.2%	0
High school	5.0%	11.5%
Some college	23.4%	23.9%
College degree	24.8%	34.6%
Graduate	46.6%	30%

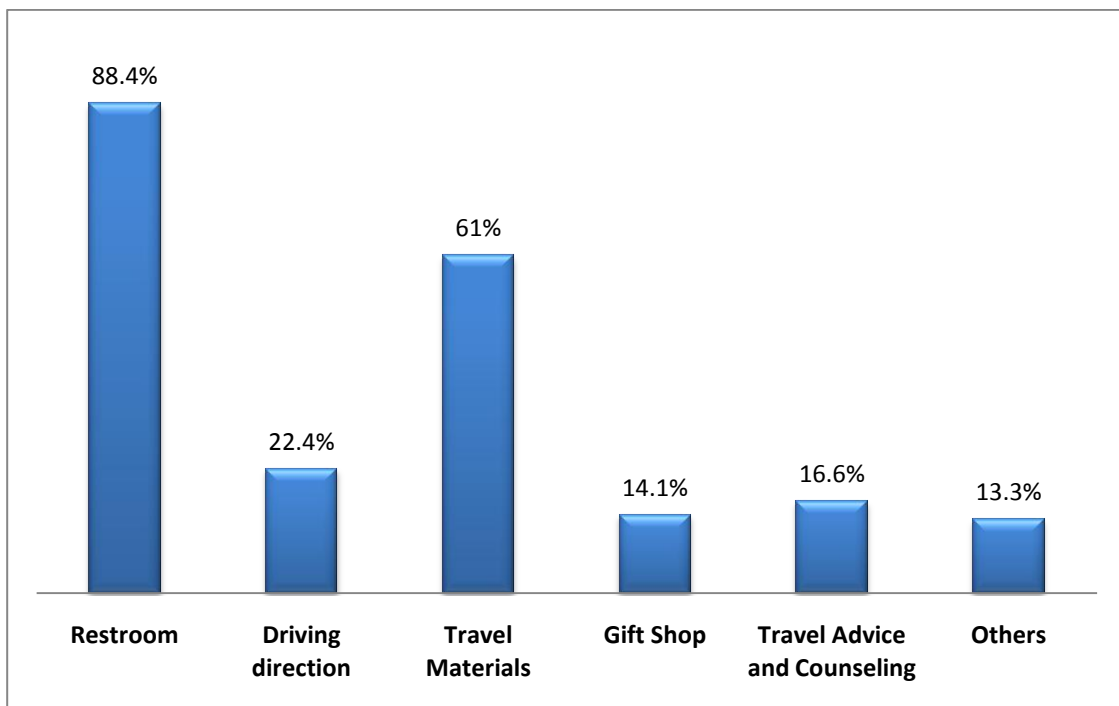
	In-State	Out-of-State
Occupation		
Manager/Executive	10.8%	14.2%
Professional/Technical	38.6%	25.8%
Government/Military	5.5%	3.8%
Clerical/Sales	7.2%	4.9%
Ranchers/Farmers	0.5%	0.9%
Self-employed	1.5%	7.2%
Student	23.7%	0.6%
Housewife	0.9%	3.5%
Retired/Not in workforce	4.2%	27.5%
Other	7.1%	11.6%
Household Income		
Under \$ 19,999	18.5%	4.1%
\$ 20,000- 29,999	7.1%	9.2%
\$ 30,000 - 49,999	19.7%	18.2%
\$ 50,000 -74,999	19.3%	23.2%
\$ 75,000 -99,999	15.9%	17.2%
\$ 100,000 -149,999	11.7%	16.6%
\$ 150,000 or more	7.8%	11.5%
Ethics		
Caucasian	84.9%	84.7%
Hispanic	2.2%	4.7%
African American	2.4%	3.8%
Other	10.5%	6.8%

6. OKLAHOMA TOURISM INFORMATION CENTERS

The top five services used in the Center were restroom (88.4%), travel material (61%), driving directions (22.4%), gift shop (14.1%), and travel advice and counseling (16.6%).

- Restroom (88.4%)
- Travel material (61%)
- Driving Direction (22.4%)
- Travel Advice and Counseling (16.6%)
- Gift Shop (14.1%)
- Others (13.3%)

Tourist Information Center Services



SECTION TWO
OKLAHOMA IN-STATE VISITORS

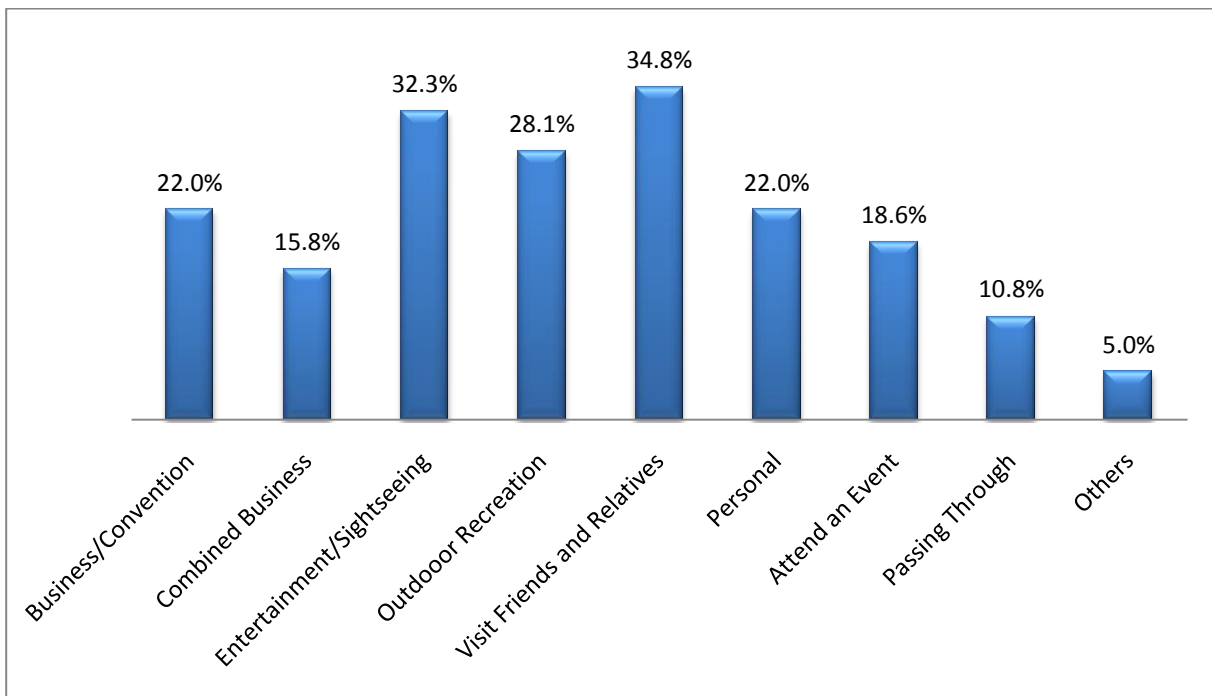
7. TRIP CHARACTERISTICS

7.1. Primary Purpose of Trip

Visiting friends and relatives was the major reason to travel to Oklahoma, followed by entertainment, passing through, business trip, sightseeing, personal, and outdoor activities.

- Visit friends or relatives (34.8%)
- Entertainment (32.3%)
- Outdoor (28.1%)
- Business/convention (22.0%)
- Personal (22.0%)
- Attend an event (18.6%)
- Combined business/pleasure (15.8%)
- Pass through (10.8%)
- Others (5.0%)

Primary Purpose of Trip

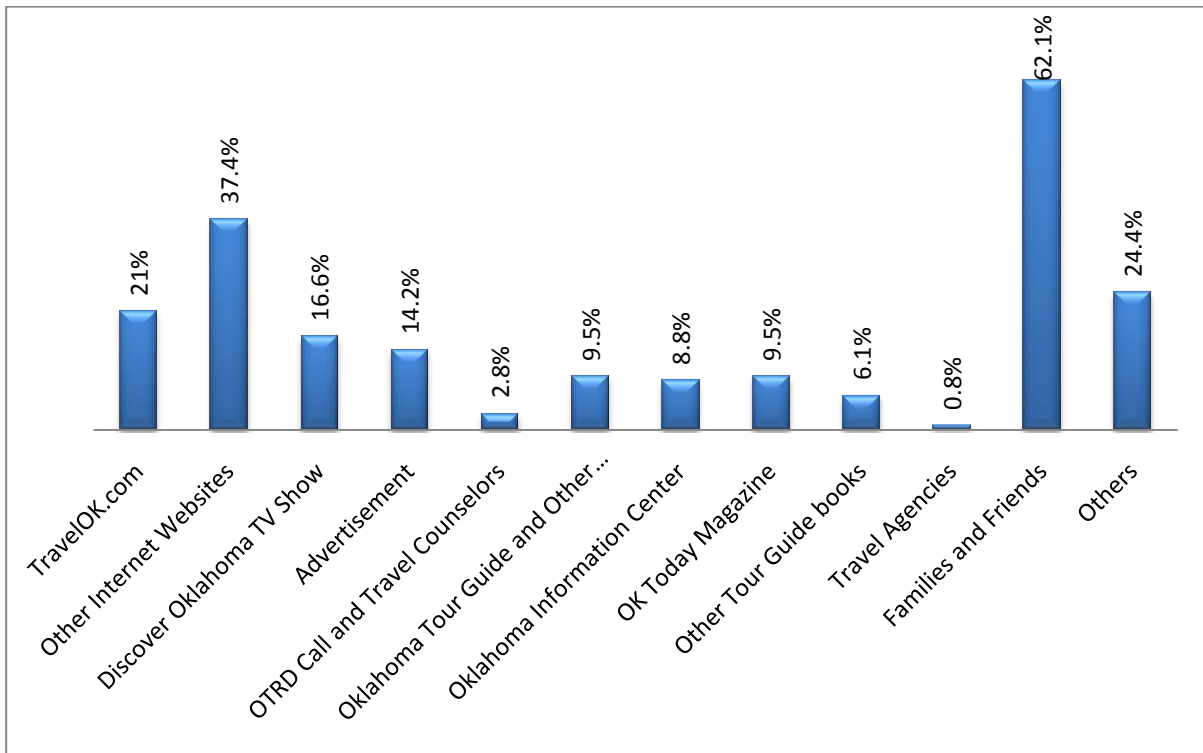


7.2. Information Sources

The top information sources utilized by visitors were family and friends (62.1%), other Internet websites (37.4%), Oklahoma’s official travel site (21%), Discover Oklahoma TV show (16.6%), advertisements (14.2%), Oklahoma Travel guide and other publications from OTRD (9.5%), and Oklahoma Today Magazine (9.5%).

- Family and friends (62.1%)
- Other Internet websites (37.4%)
- Oklahoma’s official travel site (21%)
- Discover Oklahoma TV show (16.6%)
- Advertisements (14.2%)
- Oklahoma Travel guide and other publications from OTRD (9.5%)
- Oklahoma Today Magazine (9.5%)
- Oklahoma Tourism Information Center (8.8%)
- Other tour guide books (6.1%)
- Oklahoma Tourism and Recreation Department (OTRD) Call Center and Travel Counselors (2.8%)
- Travel agencies (0.8%)
- Others (24.4%)

Information Sources

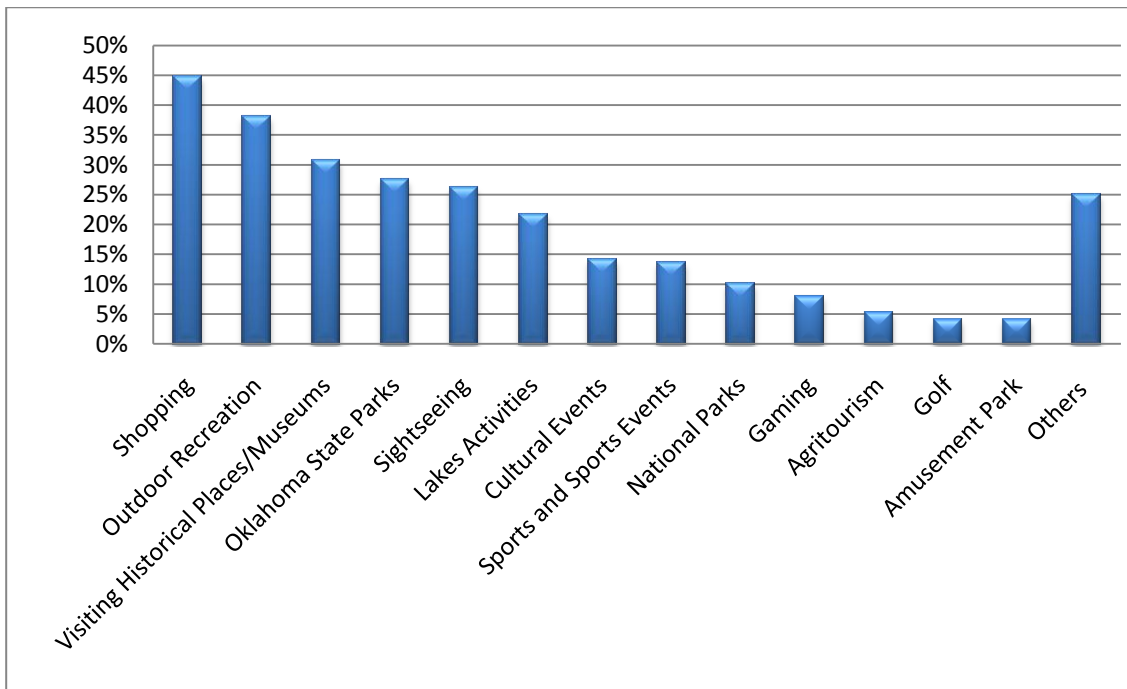


7.3. Activities in Oklahoma

The most popular activity in Oklahoma was shopping (44.8%).

- Shopping (44.8%)
- Outdoor activities (38.1%)
- Visiting historical places/museums (30.7%)
- Oklahoma state parks/recreation areas (27.6%)
- Sightseeing (26.2%)
- Lake activities (21.7%)
- Cultural events (14.2%)
- Sports or sporting events (13.7%)
- National parks/recreation areas (10.1%)
- Gaming and casino (8%)
- Agritourism (5.3%)
- Golf (4.1%)
- Amusement park (4.1%)
- Others (25%)

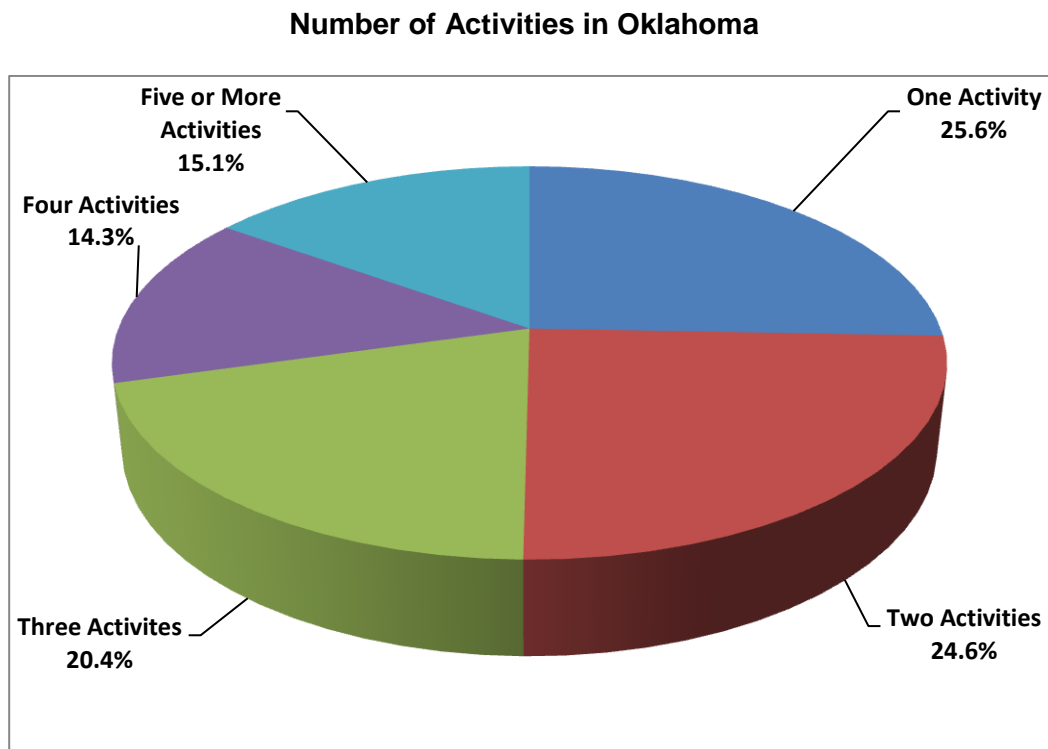
Activities in Oklahoma



7.4. Number of Activities in Oklahoma

The majority of visitors participated in either one or two activities (50.2%).

- One activity (25.6%)
- Two activities (24.6%)
- Three activities (20.4%)
- Four activities (14.3%)
- Five or more activities (15.1%)

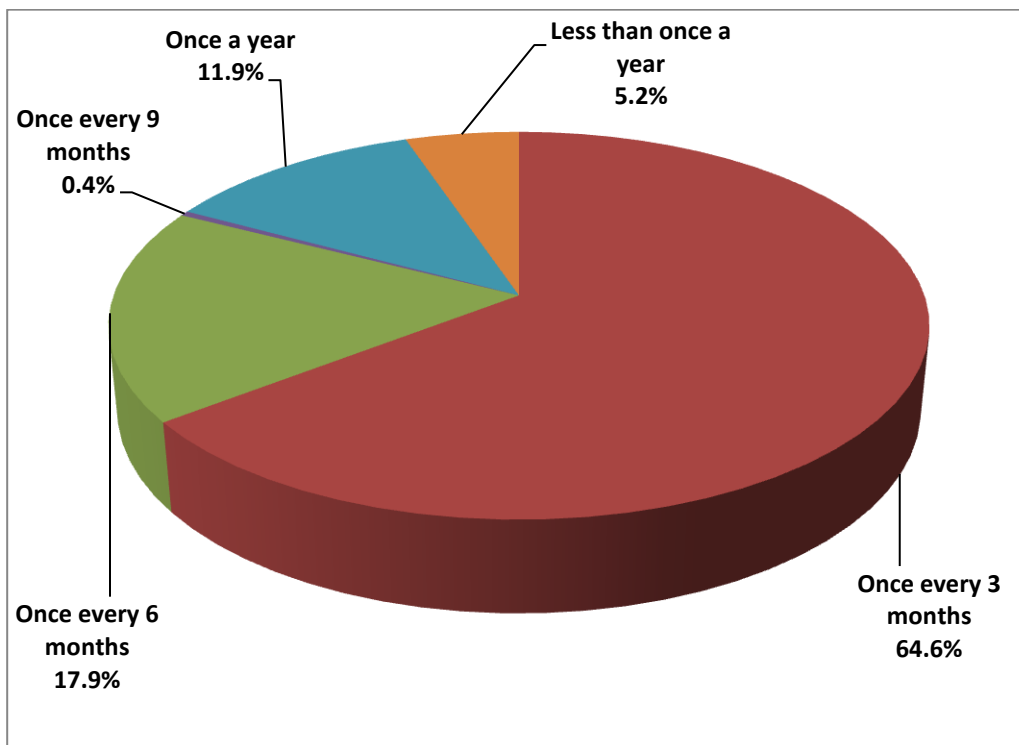


7.5. Travel frequency in Oklahoma

Most of in-state visitors traveled in Oklahoma once every three months (64.6%), followed by once every six months (17.9%), once a year (11.9%), less than once a year (5.2%), once every 9 months (0.4%).

- Once every 3 months (64.6%)
- Once every 6 months (17.9%)
- Once a year (11.9%)
- Less than once a year (5.2%)
- Once every 9 months (0.4%)

Travel frequency in Oklahoma

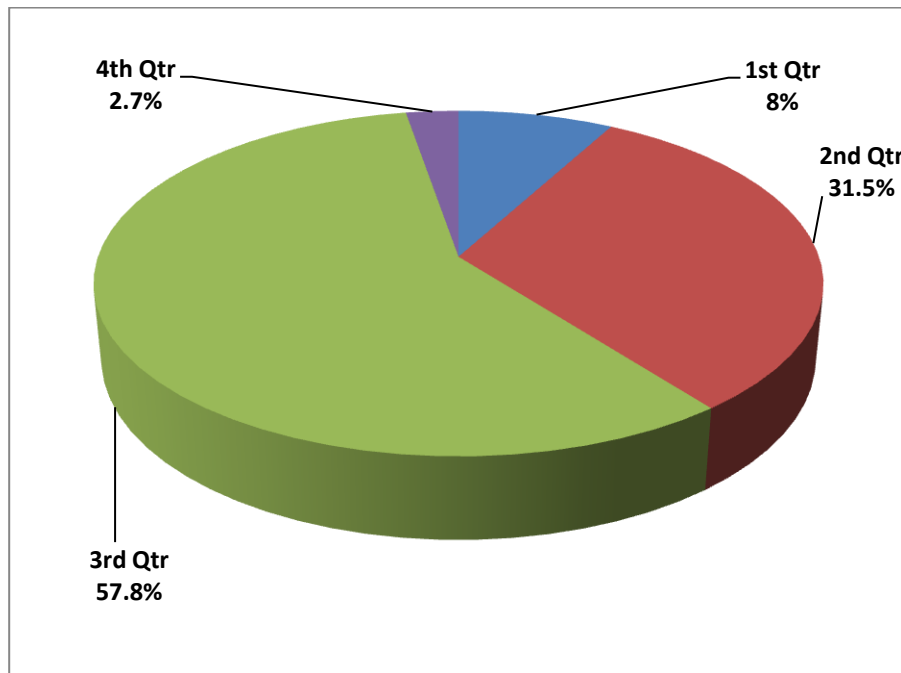


7.6. Month of Travel in Oklahoma

Third quarter was the most popular months of traveling in Oklahoma.

- 1st Quarter (January-March) (8%)
- 2nd Quarter (April-June) (31.5%)
- 3rd Quarter (July-September) (57.8%)
- 4th Quarter (October-December) (2.7%)

Month of Travel in Oklahoma

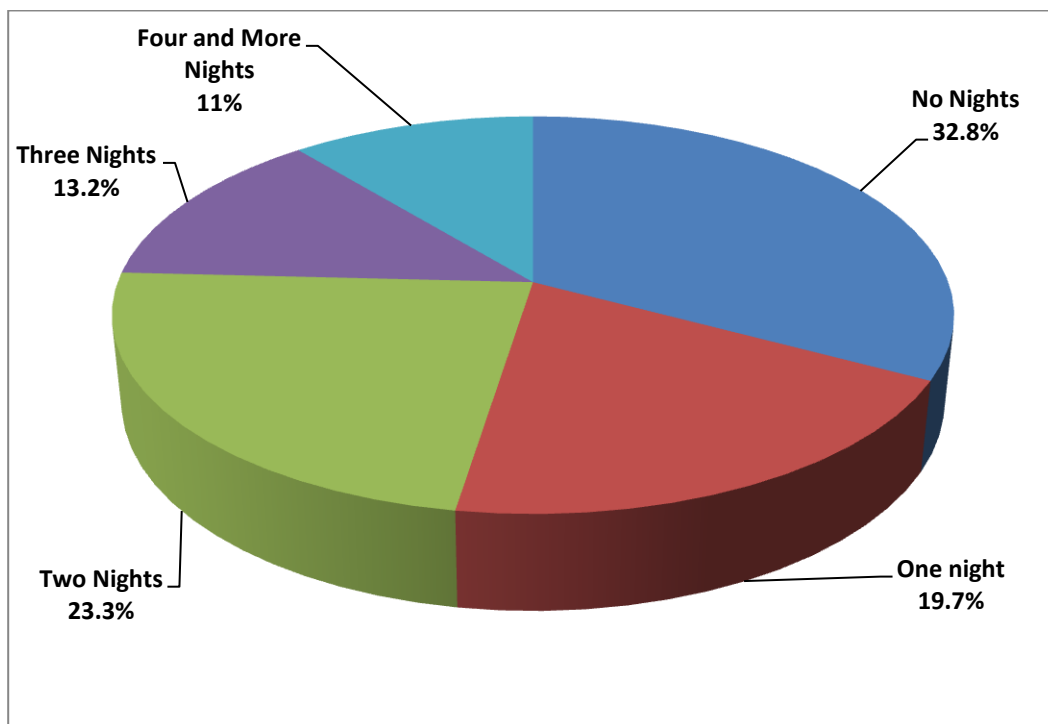


7.7. Total Trip Duration

The two most popular trip durations according to visitors' were to not stay overnight (32.8 %) and two nights (23.3%).

- 1 Night (19.7%)
- 2 Nights (23.3%)
- 3 Nights (13.2%)
- 4+ nights (11%)
- No Night (32.8%)

Total Trip Duration

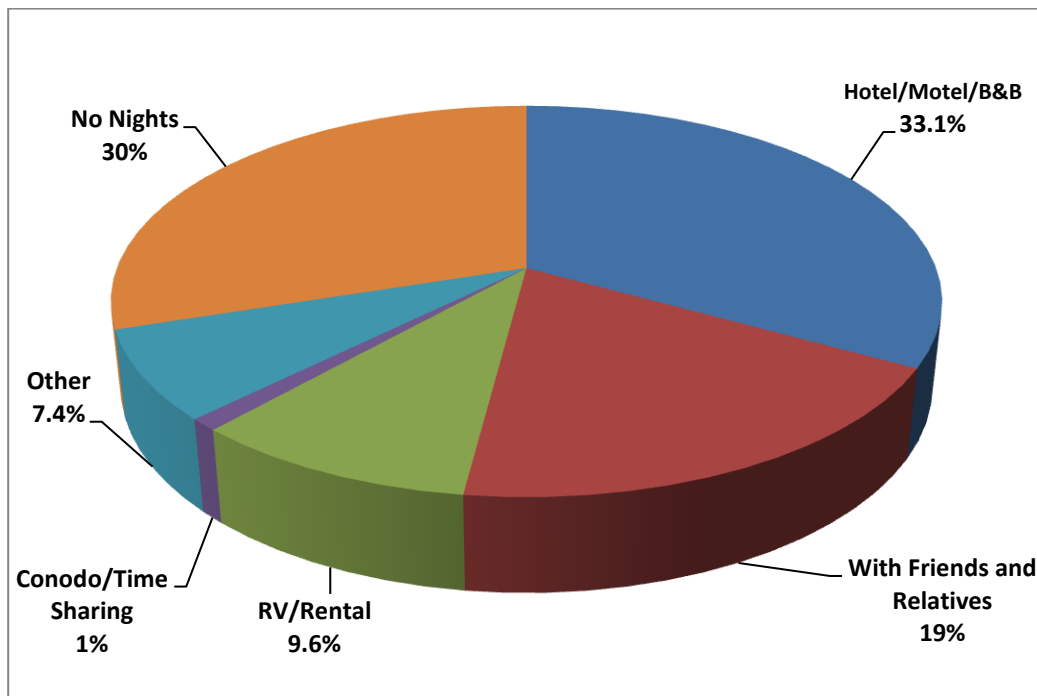


7.8. Lodging Used

The most popular type of accommodation visitors used in Oklahoma was hotel/motel/B&B (33.1%). The average number of overnight stays was 1.8 nights.

- Hotel/Motel/B & B (33.1%)
- Private Home (19%)
- RV/Tent (9.6%)
- Condo/Time Sharing (1.0%)
- No overnight stay (30%)
- Others (7.4%)

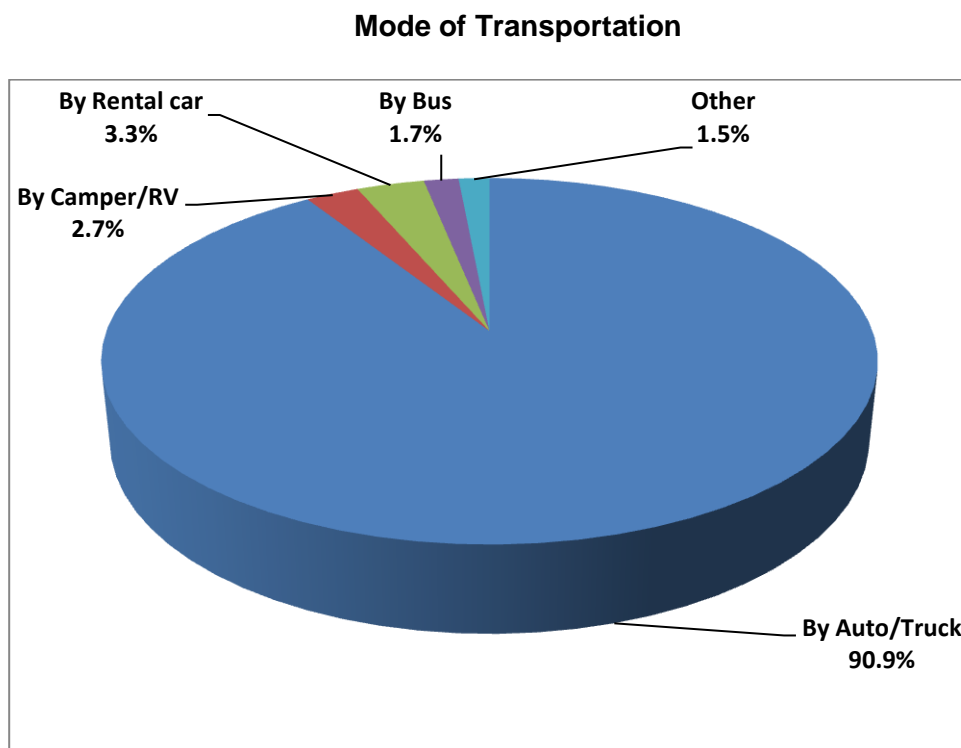
Lodging Used



7.9. Mode of Transportation

The majority of visitors traveled in Oklahoma by auto/truck (90.9%).

- Auto/Truck (90.9%)
- Rental car (3.3%)
- Camper/RV (2.7%)
- Bus (1.7%)
- Other (1.5%)

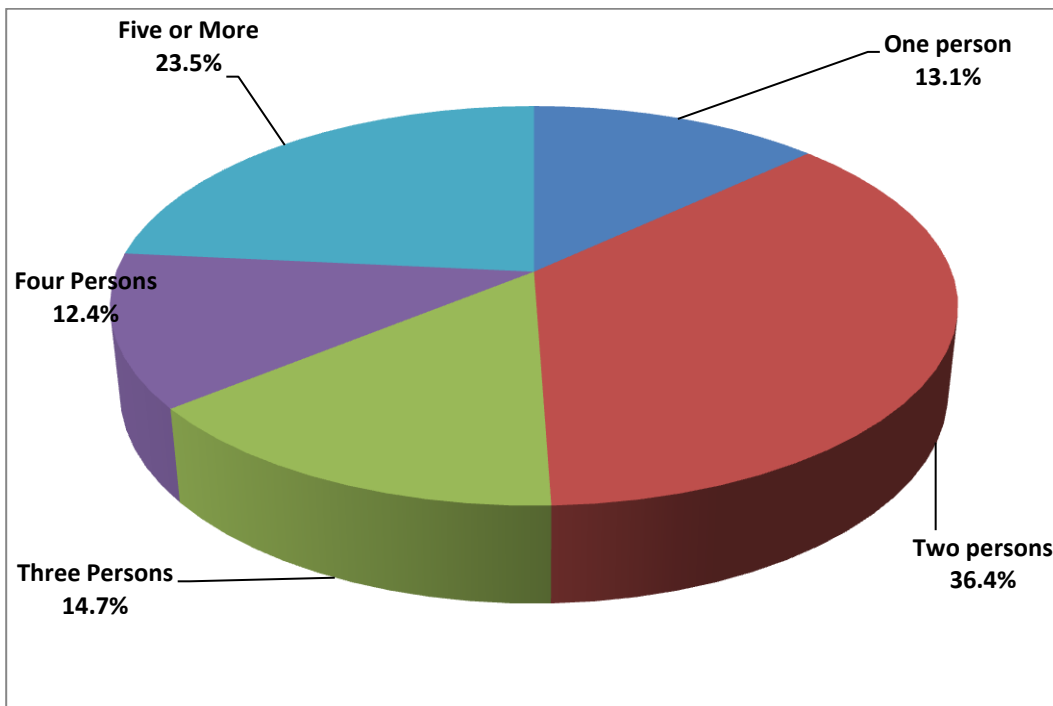


7.10. Travel Party Size

Most of the households traveled in OK with a party size of two (36.4%).

- One (13.1%)
- Two (36.4%)
- Three (14.7%)
- Four (12.4%)
- Five or more (23.5%)

Travel Party Size

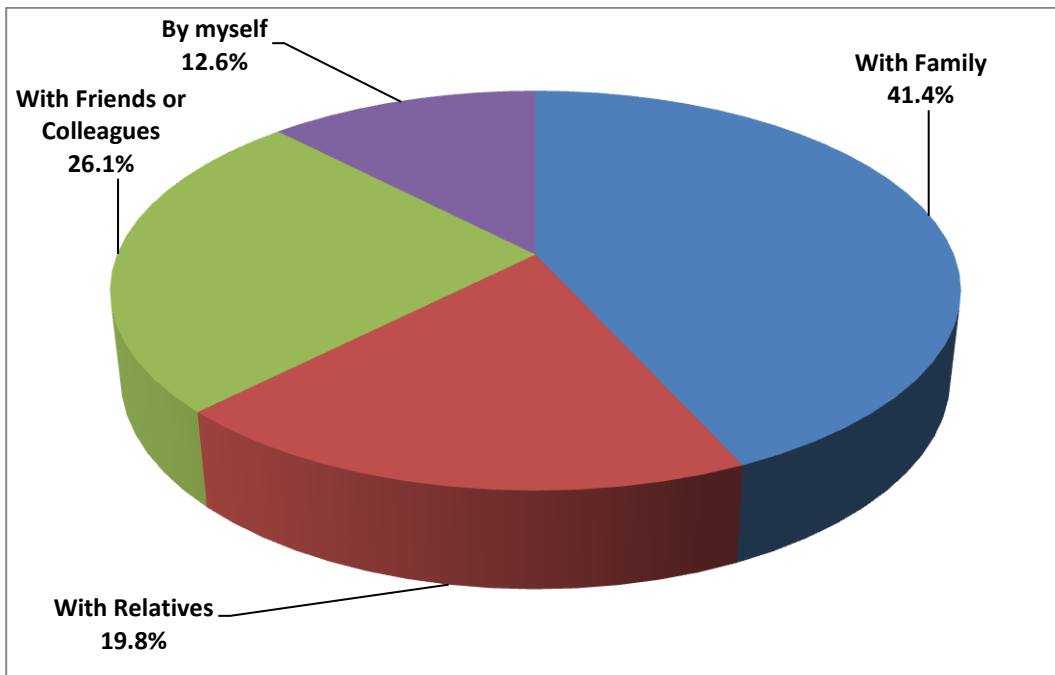


7.11. Travel Companion

Almost half of the households traveled in OK with family (41.4%).

- With family (41.4%)
- With friends and colleagues (26.1%)
- With relatives (19.8%)
- By myself (12.6%)

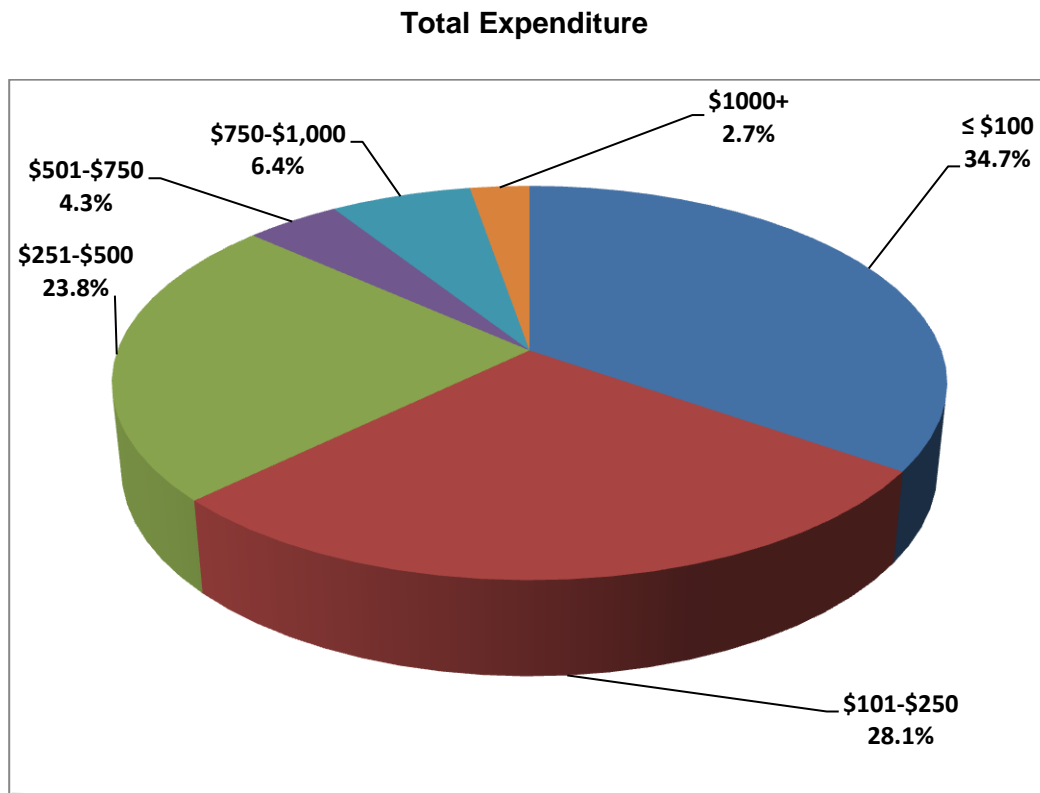
Travel Companion



7.12. Total Expenditure

Overall, most of the households tended to spend in the bottom spending categories. About 34.7% of the households expenditures was less than or equal to \$100. The other top categories of household trip expenditures were around \$101-\$250 and \$251-\$500 were at 28.1% and 23.8% respectively.

- <\$100 (34.7%)
- \$101 - < \$250 (28.1%)
- \$251 - < \$500 (23.8%)
- \$501 - < \$750 (4.3%)
- \$751 - < \$1000 (6.4%)
- \$1000+ (2.7%)

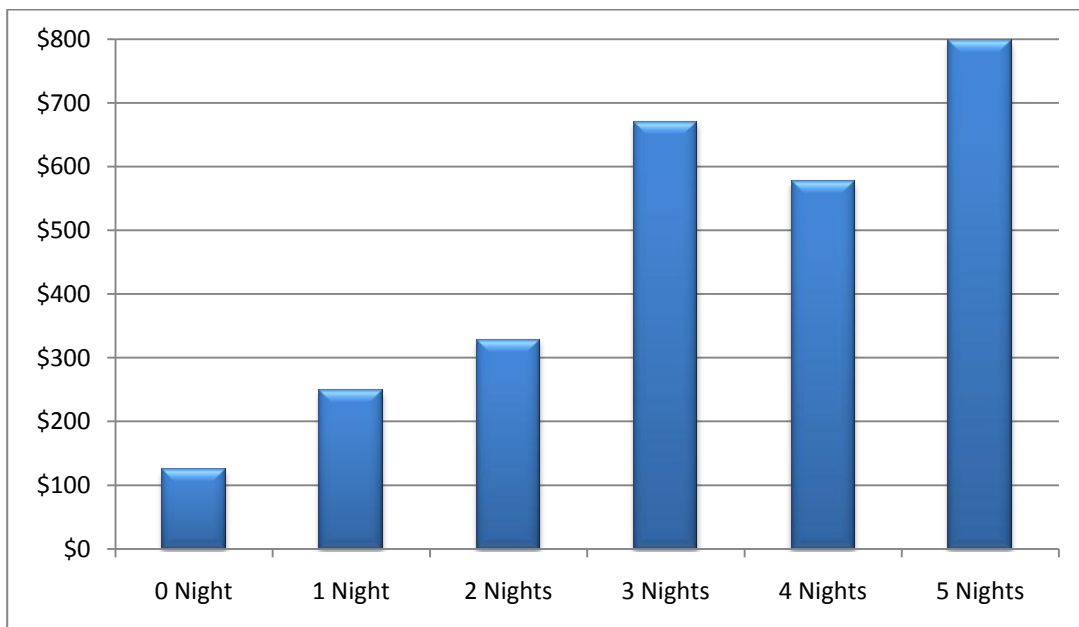


7.13. Expenditure by Nights

Overall, expenditure by nights tends to increase as visitors stay longer. The average of expenditure was \$798 for five nights stay, \$577 for four nights, \$670 for three nights, \$328 for two nights, \$249 for one night, and \$125 for no night respectively. The aggregated average expenditure per night was \$553.

- \$798 (five nights)
- \$577 (four nights)
- \$670 (three nights)
- \$328 (two nights)
- \$249 (one night)
- \$125 (no night)

Expenditure by Nights



In addition, visitor expenditures are significantly different among different length of night stays.

- Expenditures by five nights are significantly greater than zero to two nights;
- Expenditures by four nights are significantly greater than no night;
- Expenditures by three nights are significantly greater than zero to two nights;
- Expenditures by two nights are significantly greater than no night.

Expenditure by Nights Comparison

ANOVA: F value =14.603 P = .000**	
Nights	Means
0 night (Group 1)	\$125
1 night (Group 2)	\$249
2 night (Group 3)	\$328
3 night (Group 4)	\$670
4 night (Group 5)	\$577
5 night (Group 6)	\$798
Post Hoc Multiple Range Test	Group 6>3*,2*,1*; Group 5>1*; Group 4>3*,2*,1*; Group 3>1*;

Note: *p<.05; **p<.01

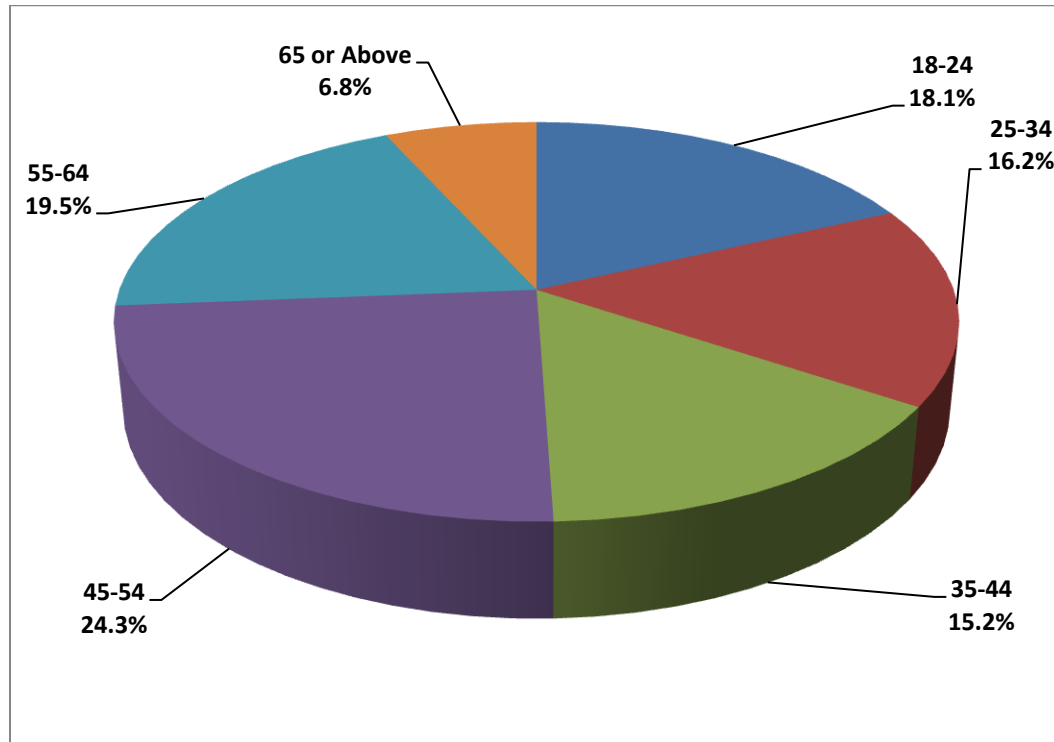
8. VISITORS' DEMOGRAPHICS

8.1. Age Distribution

The top three age categories of visitors was 45 to 54 (24.3%), 55-64 (19.5%), and 18 to 24 (18.1%).

- 18-24 (18.1%)
- 25-34 years old (16.2%)
- 35-44 years old (15.2%)
- 45-54 years old (24.3%)
- 55-64 years old (19.5%)
- 65+ years old and above (6.8%)

Age Distribution

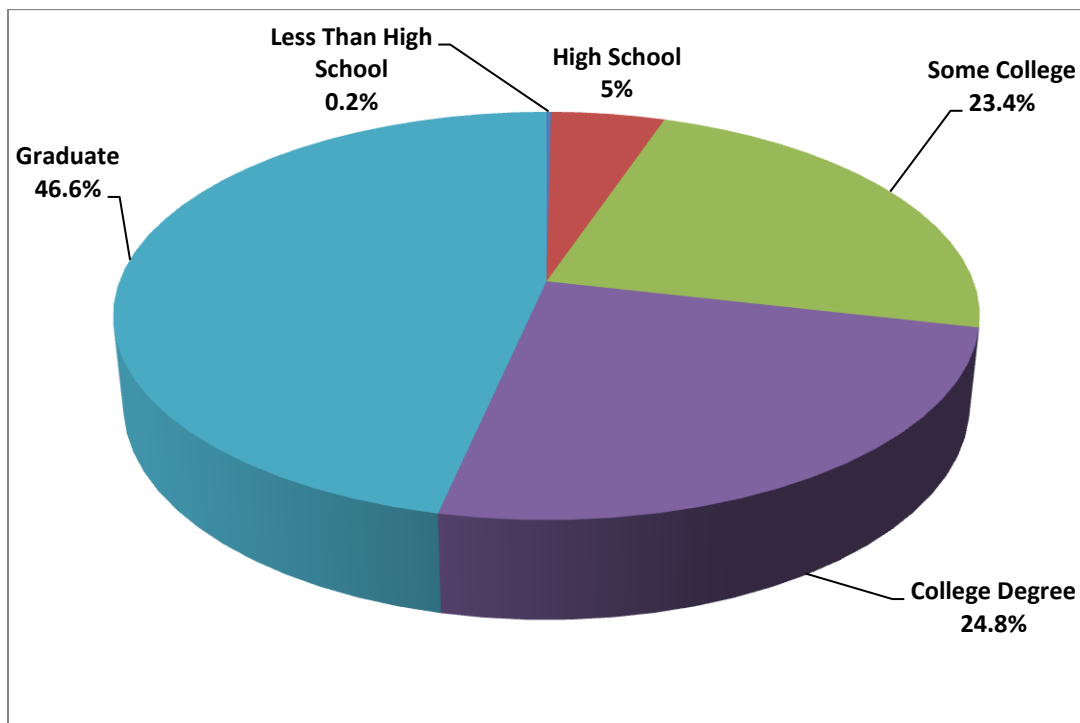


8.2. Education Distribution

More than 94.8% of the visitors had at least some college education.

- Graduate Work/Degree (46.6%)
- College Completed (24.8%)
- Some College (23.4%)
- High School Graduate (5%)
- Less than high school (0.2%)

Education Distribution

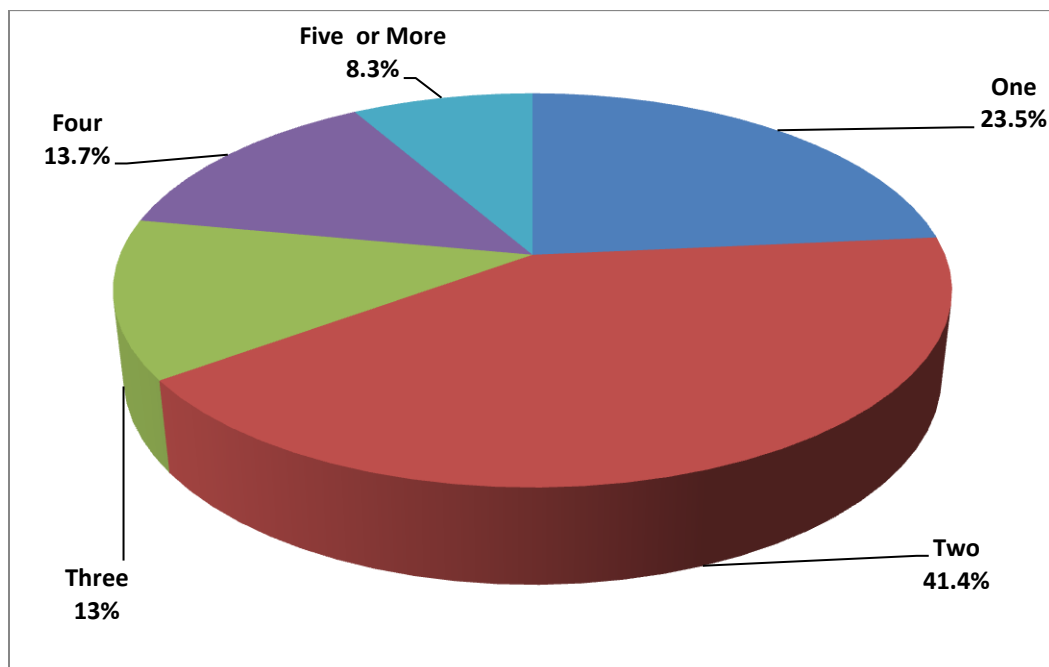


8.3. Household Size Distribution

The largest proportion of the households had two members (41.4%).

- 1 Member (23.5%)
- 2 Members (41.4%)
- 3 Members (13%)
- 4 Members (13.7%)
- 5 or more (8.3%)

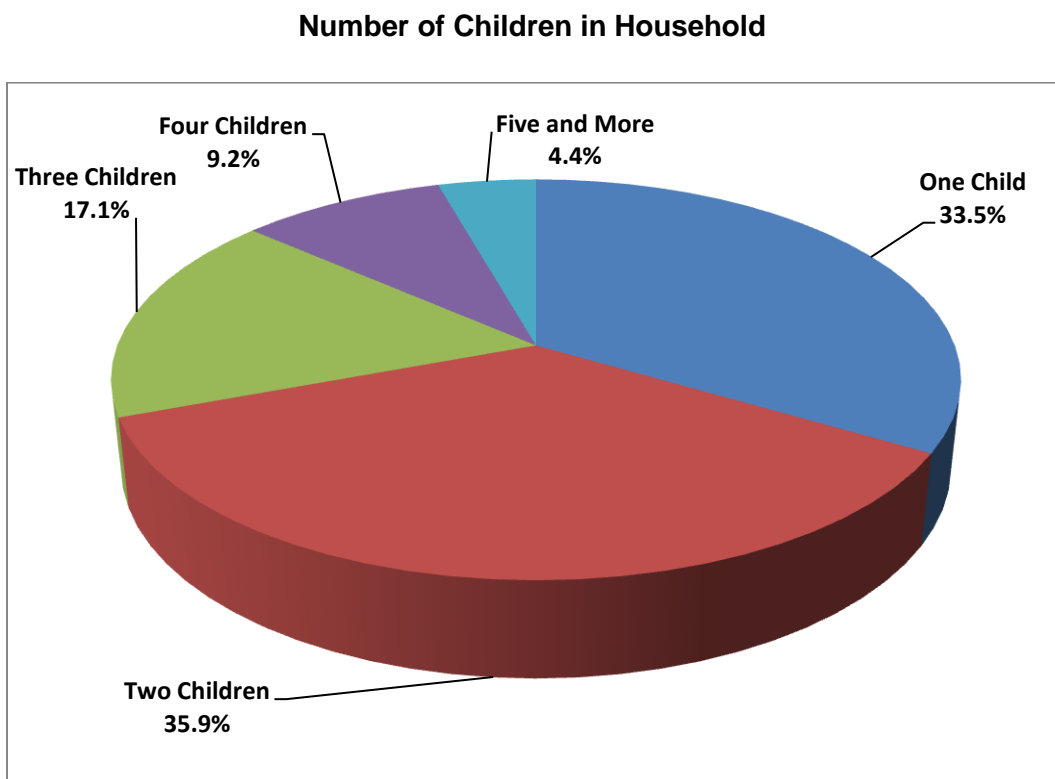
Household Size Distribution



8.4. Number of Children in Household

More than 71% of the households had less than two children, followed by two children (13.8%), and three children (7.4%)

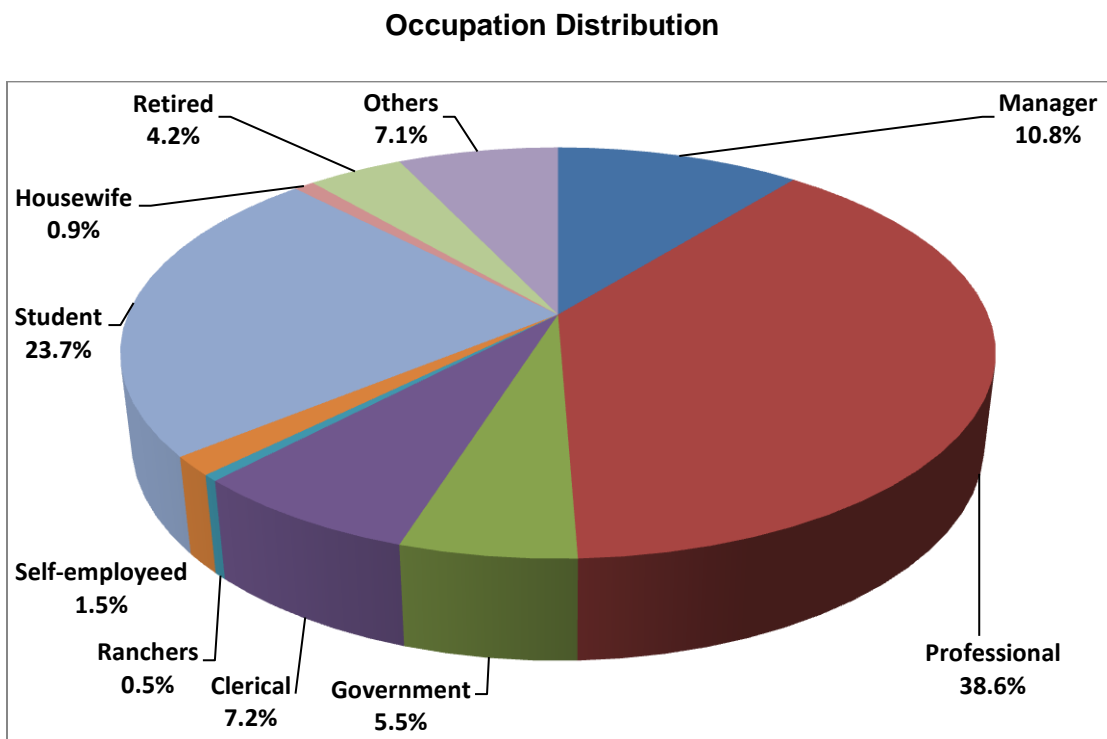
- 0 Child (63.8%)
- 1 Child (7.9%)
- 2 Children (13.8%)
- 3 Children (7.4%)
- 4 Children (4.5%)
- 5+ Children (2.6%)



8.5. Occupation Distribution

The top five categories of occupation of visitors were professional (38.6%), followed by student (23.7%), manager (10.8%), clerical (7.2%), and government (5.5%).

- Professional (38.6%)
- Student (23.7%)
- Manager (10.8%)
- Clerical (7.2%)
- Government (5.5%)
- Retired (4.2%)
- Self-employed (1.5%)
- Housewife (0.9%)
- Ranchers (0.5%)
- Others (7.1%)

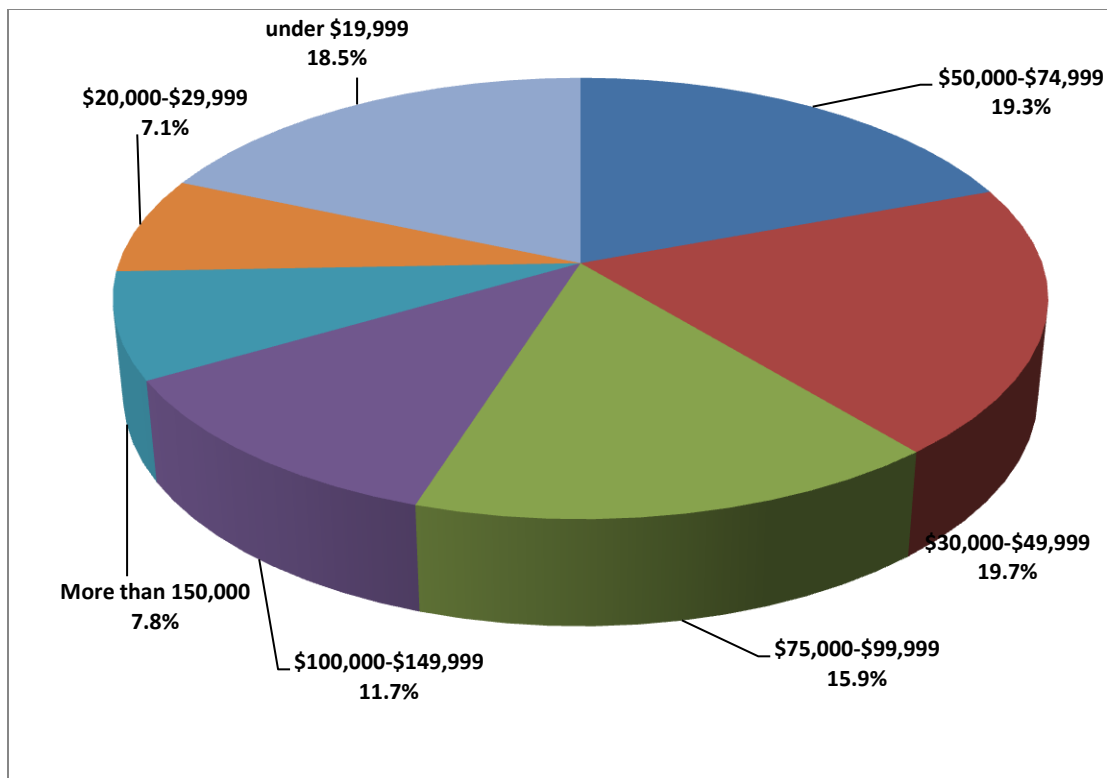


8.6. Annual Household Income Distribution

The largest proportion of visitors' annual household income was in the category of \$50K-<\$75K (19.3%).

- < \$19,999K (18.5%)
- \$20K - < \$30K (7.1%)
- \$30K - < \$50K (19.7%)
- \$50K - < \$75K (19.3%)
- \$75K - < \$100K (15.9%)
- \$100K - < \$150K (11.7%)
- \$150K+ (7.8%)

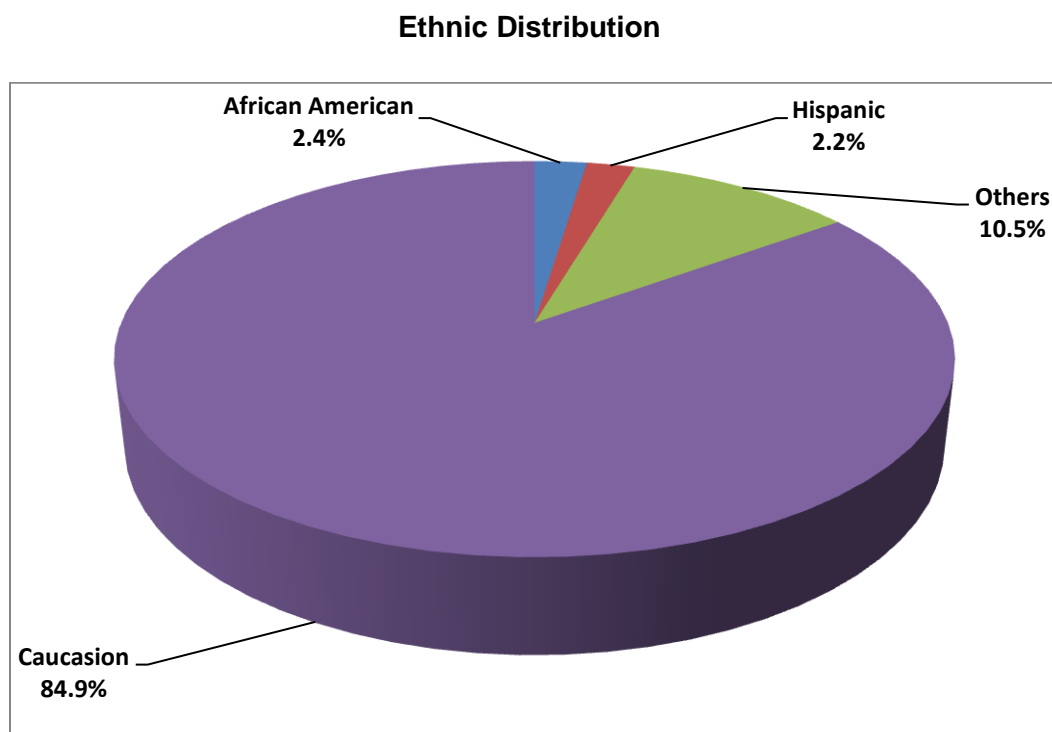
Annual Household Income Distribution



8.7. Ethnic Distribution

About 85% of visitors were Caucasian, followed by African American (2.4%), and Hispanic (2.2%).

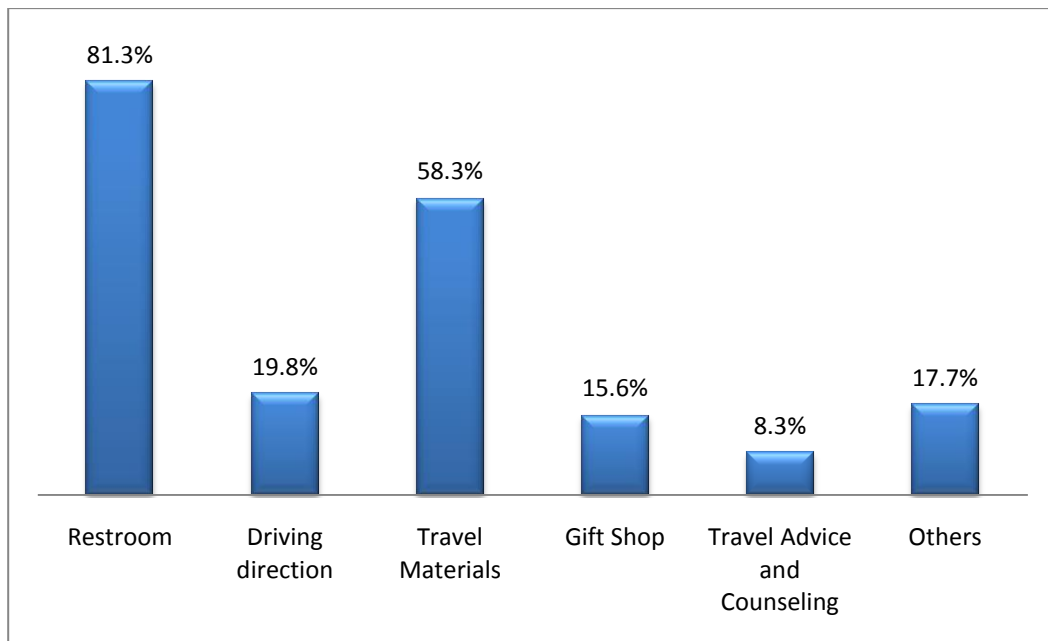
- Caucasian (84.9%)
- African American (2.4%)
- Hispanic (2.2%)
- Other (10.5%)



9. OKLAHOMA TOURISM INFORMATION CENTERS

The top five services utilized in the Center were restroom (81.3%), travel material (58.3%), driving directions (19.8%), gift shop (15.6%), and travel advice and counseling (8.3%).

- Restroom (81.3%)
- Travel material (58.3%)
- Driving Directions (19.8%)
- Gift Shop (15.6%)
- Travel advice and counseling (8.3%)
- Others (17.7%)



SECTION THREE
OKLAHOMA OUT-OF-STATE VISITORS

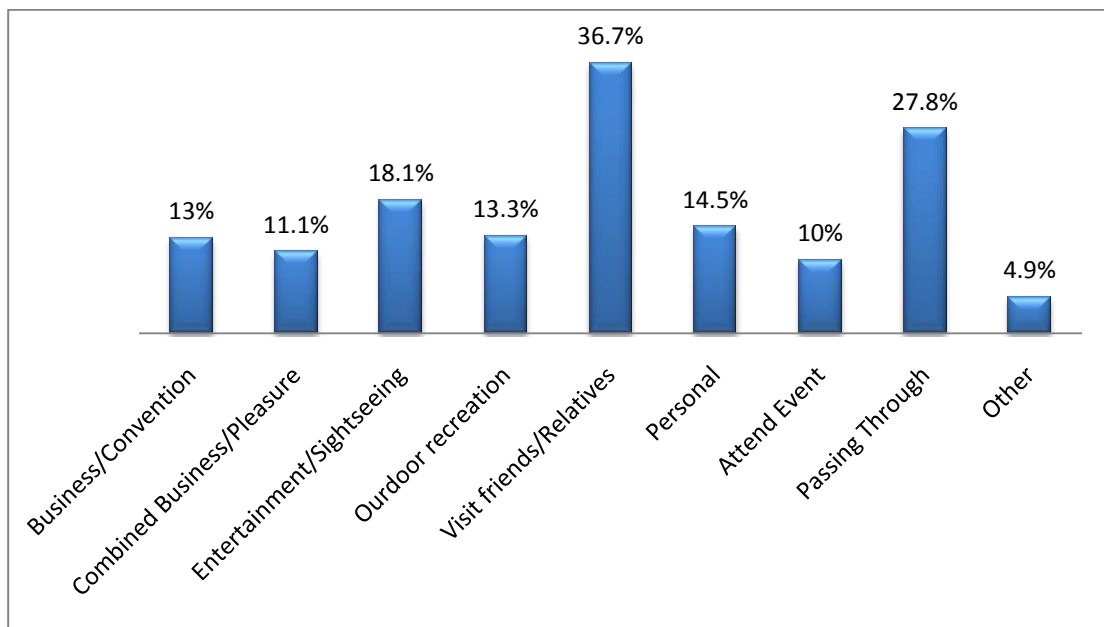
10. TRIP CHARACTERISTICS

10.1. Primary Purpose of Trip

Visiting friends and relatives was the major reason to travel to Oklahoma, followed by passing through, business trip, entertainment and sightseeing, personal, and outdoor activities.

- Visit friends or relatives (36.7%)
- Pass through (27.8%)
- Entertainment (18.1%)
- Personal (14.5%)
- Outdoor (13.3%)
- Business/convention (13%)
- Combined business/pleasure (11.1%)
- Attend an event (10%)
- Others (4.9%)

Primary Purpose of Trip

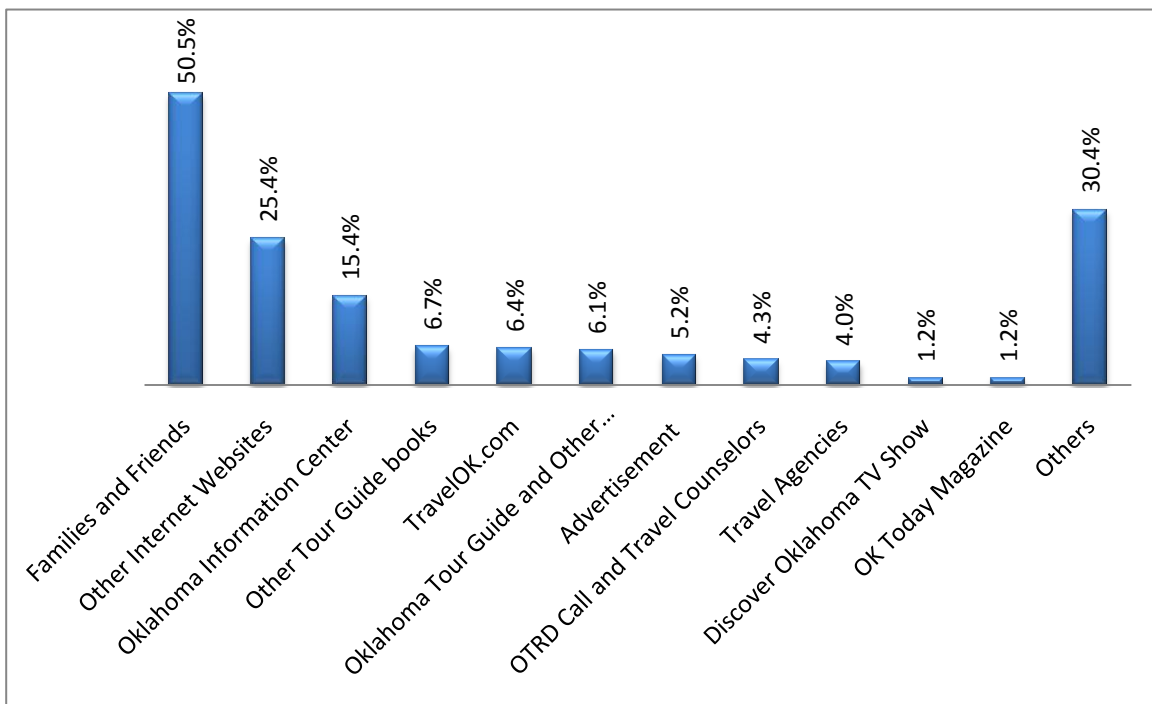


10.2 Information Sources

The top three information sources utilized by visitors were family and friends (50.5%), other Internet websites (25.4%), and Oklahoma Tourism Information Center (15.4%).

- Family and friends (50.5%)
- Other Internet websites (25.4%)
- Oklahoma Tourism Information Center (15.4%)
- Other tour guide books (6.7%)
- Oklahoma's official travel site (6.4%)
- Oklahoma Travel guide and other publications from OTRD (6.1%)
- Advertisements (5.2%)
- Oklahoma Tourism and Recreation Department (OTRD) Call Center & Travel Counselors (4.3%)
- Travel agencies (4%)
- Discover Oklahoma TV show (1.2%)
- Oklahoma Today Magazine (1.2%)
- Others (30.4%)

Information Sources

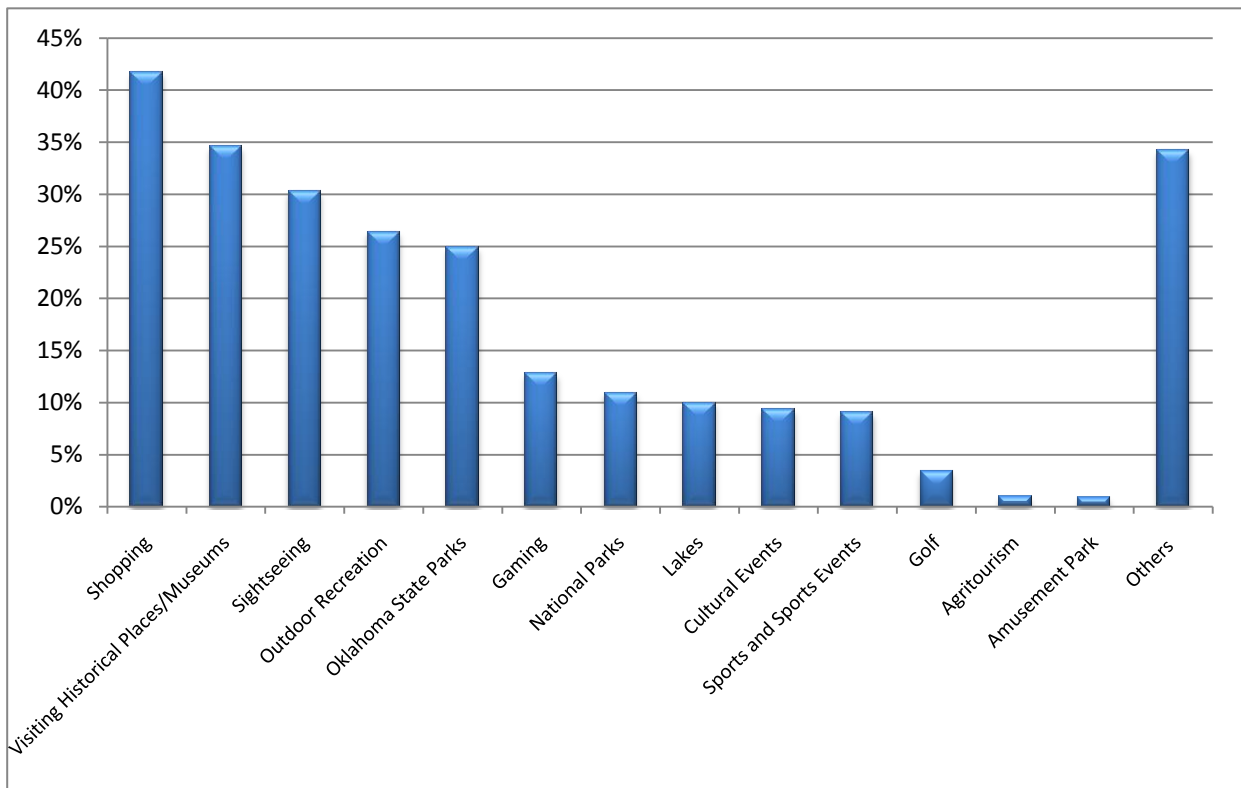


10.3. Activities in Oklahoma

The most popular activity in Oklahoma was shopping (47.1%).

- Shopping (47.1%)
- Visiting historical places/museums (34.6%)
- Sightseeing (30.2%)
- Outdoor activities (26.4%)
- Oklahoma State parks/recreation areas (24.9%)
- Gaming and casino (12.8%)
- National parks/recreation areas (10.9%)
- Lake activities (10%)
- Cultural events (9.3%)
- Sports and Sports events (9%)
- Golf (3.4%)
- Agritourism (1.0%)
- Amusement park (0.9%)
- Others (34.2%)

Activities in Oklahoma

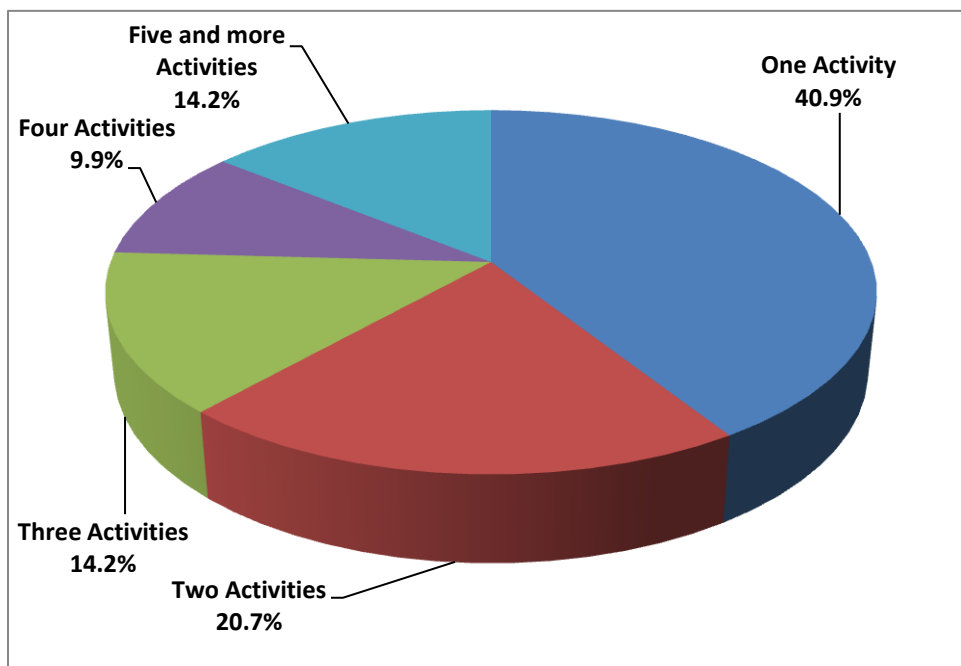


10.4. Number of Activities in Oklahoma

The majority of visitors participated in one or two activities (61.6%).

- One activity (40.9%)
- Two activities (20.7%)
- Three activities (14.2%)
- Four activities (9.9%)
- Five and more activities (14.2%)

Number of Activities in Oklahoma

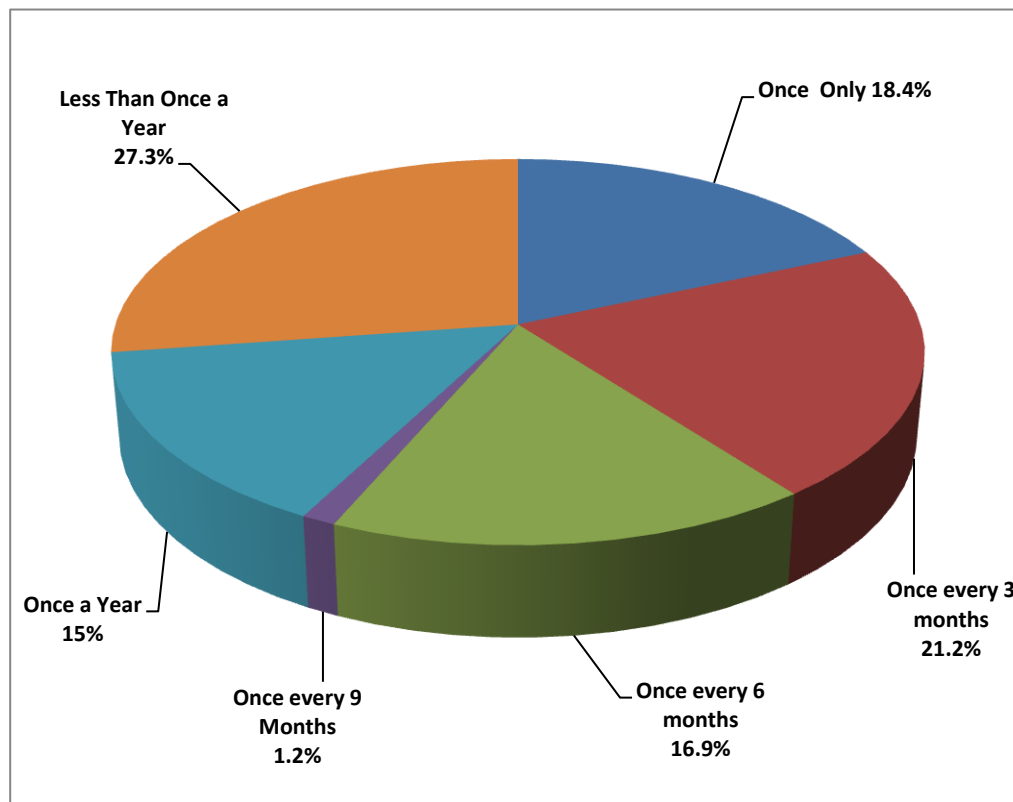


10.5. Travel frequency to Oklahoma

Most out-of-state visitors traveled to Oklahoma less than once a year (27.3%), followed by only once (18.4%), at least once a year (14.1%), and at least once every six months (12.3%).

- Less than once a year (27.3%)
- Once every 3 months (21.2%)
- Once only (18.4%)
- Once every 6 months (16.9%)
- Once a year (15%)
- Once every 9 months (1.2%)

Travel frequency to Oklahoma

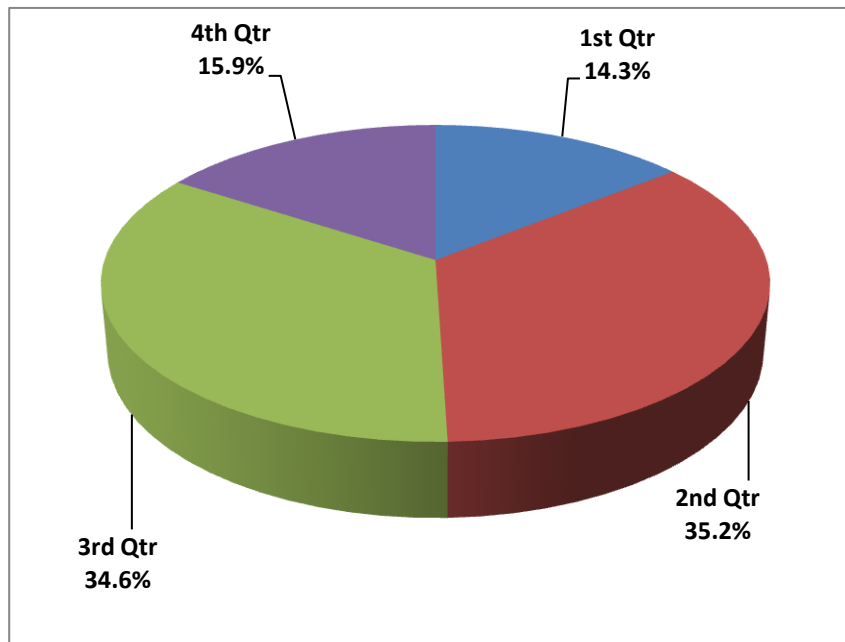


10.6. Month of Travel to Oklahoma

Second quarter was the most popular months of traveling to Oklahoma.

- 1st Quarter (January-March) (14.3%)
- 2nd Quarter (April-June) (35.2%)
- 3rd Quarter (July-September) (34.6%)
- 4th Quarter (October-December) (15.9%)

Month of Travel to Oklahoma

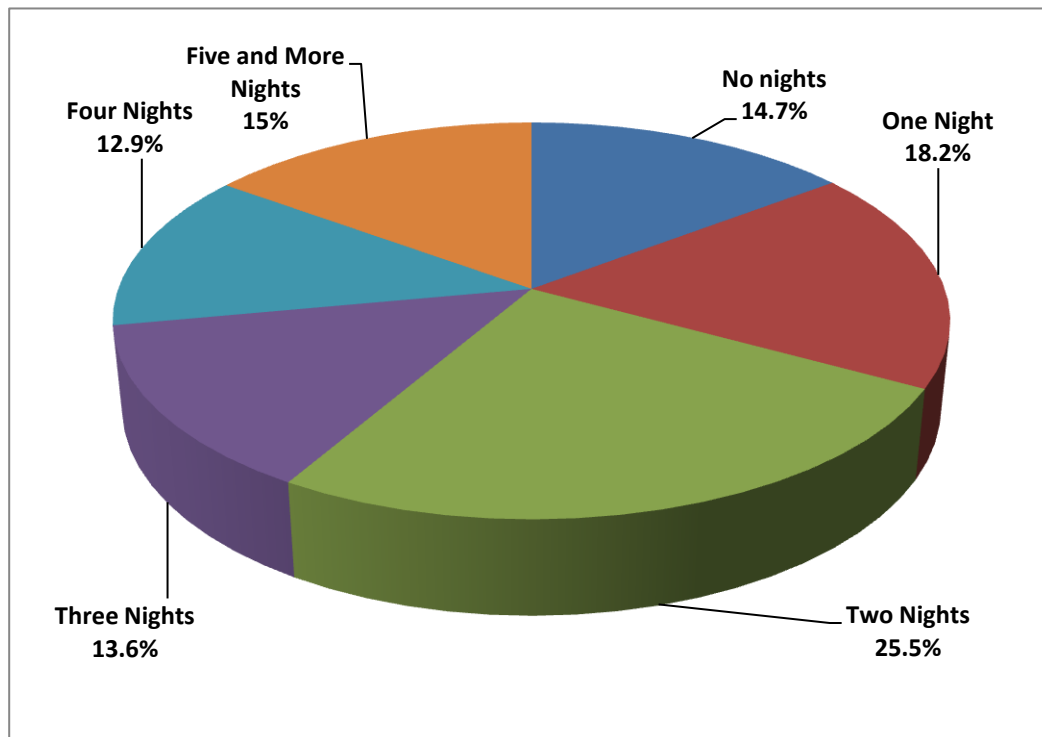


10.7. Total Trip Duration

The largest number of visitors stayed in Oklahoma for two nights (25.5%) and 18.2% for one night. The average number of overnight stays was 2.95.

- 1 Night (18.2%)
- 2 Nights (25.5%)
- 3 Nights (13.6%)
- 4 Nights (12.9%)
- 5+ nights (15%)
- No Night (14.7 %)

Total Trip Duration

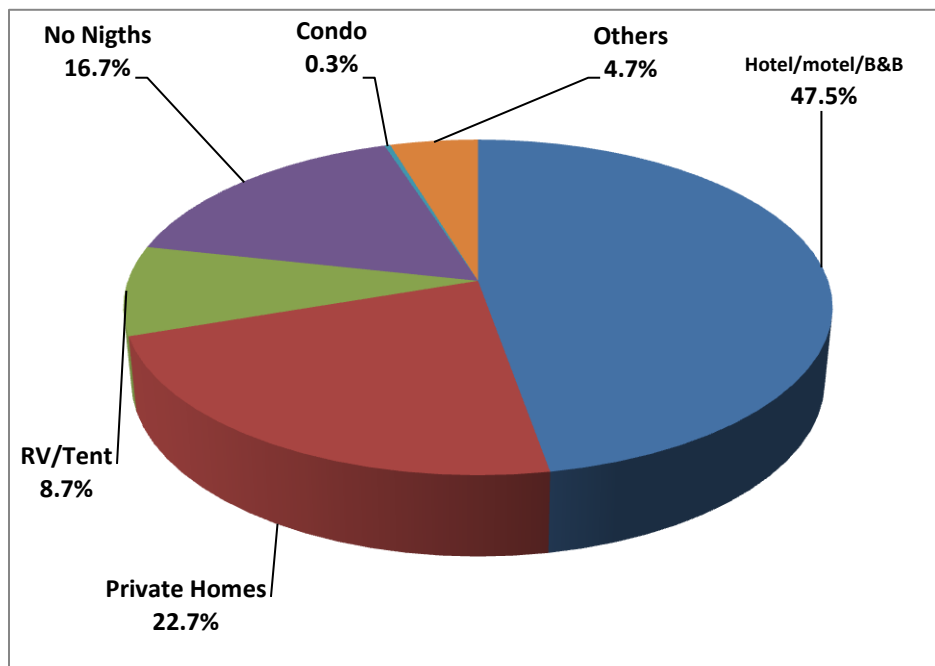


10.8. Lodging Used

The most popular type of accommodation visitors used in Oklahoma was hotel/motel/B&B.

- Hotel/Motel/B & B (47.5%)
- Private Home (22.7%)
- RV/Tent (8.7%)
- Condo/Time Sharing (0.3%)
- No overnight stay (16.7%)
- Others (4.7%)

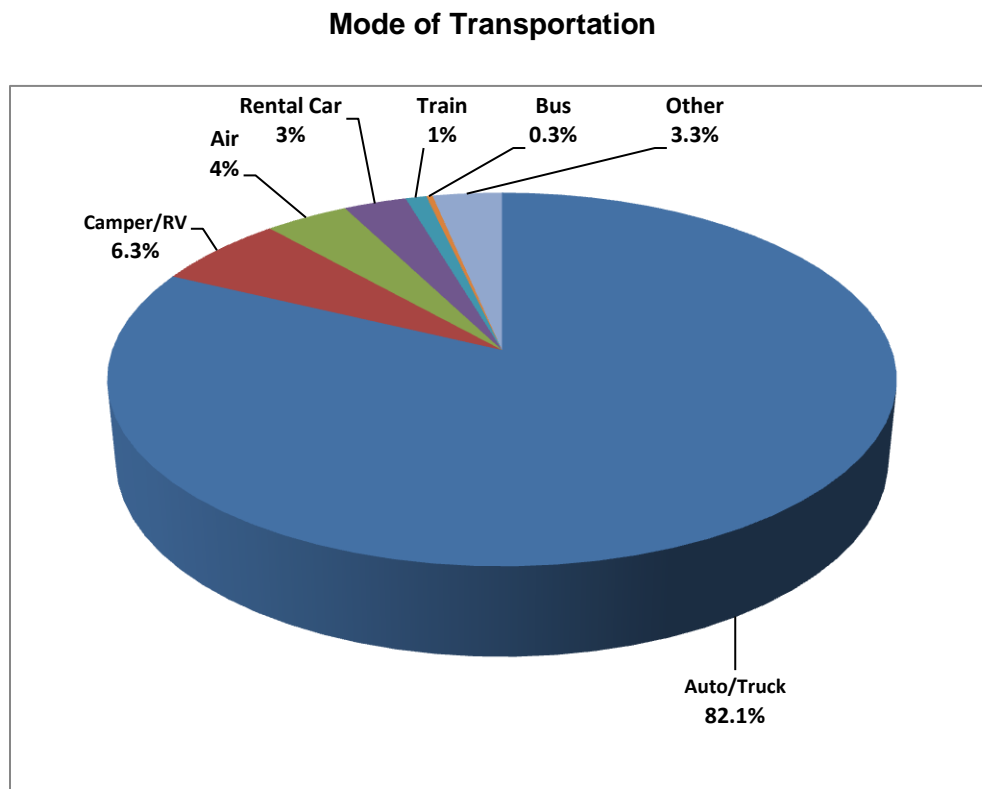
Lodging Used



10.9. Mode of Transportation

The majority of visitors traveled in Oklahoma by auto/truck.

- Auto/Truck (82.1%)
- Camper/RV (6.3%)
- Airplane (4.0%)
- Rental car (3.0%)
- Train (1.0%)
- Bus (0.3%)
- Other (3.3%)

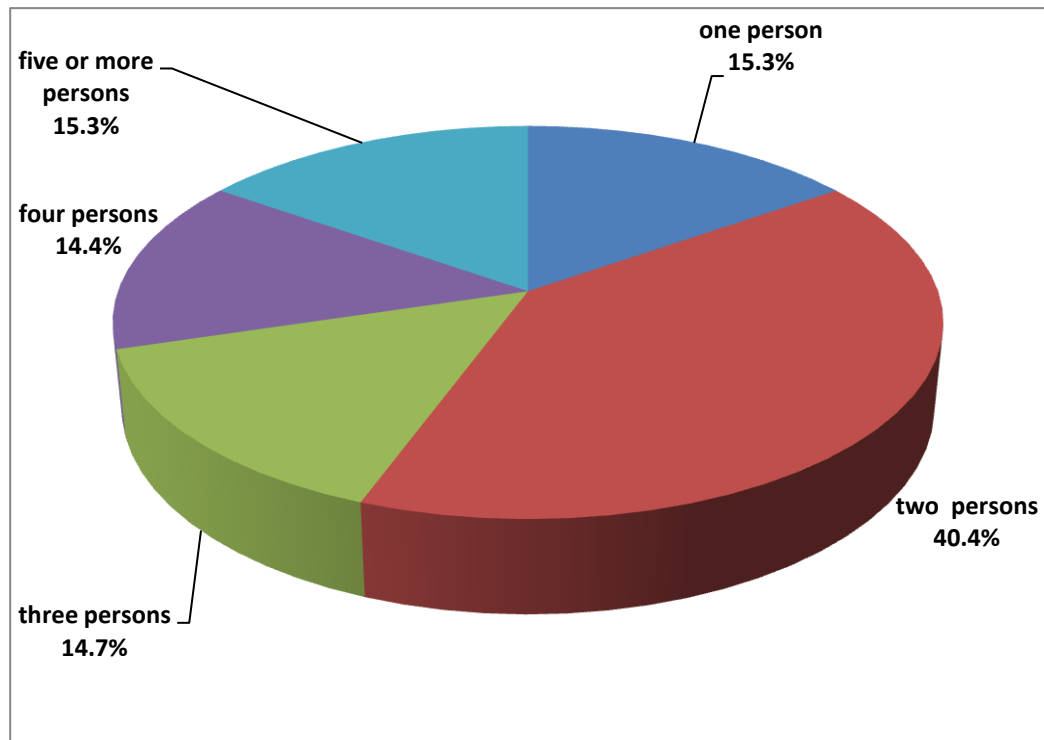


10.10. Travel Party Size

Almost half of the households traveled in groups of two (40.4%).

- One (15.3%)
- Two (40.4%)
- Three (14.7%)
- Four (14.4%)
- Five or more (15.3%)

Travel Party Size

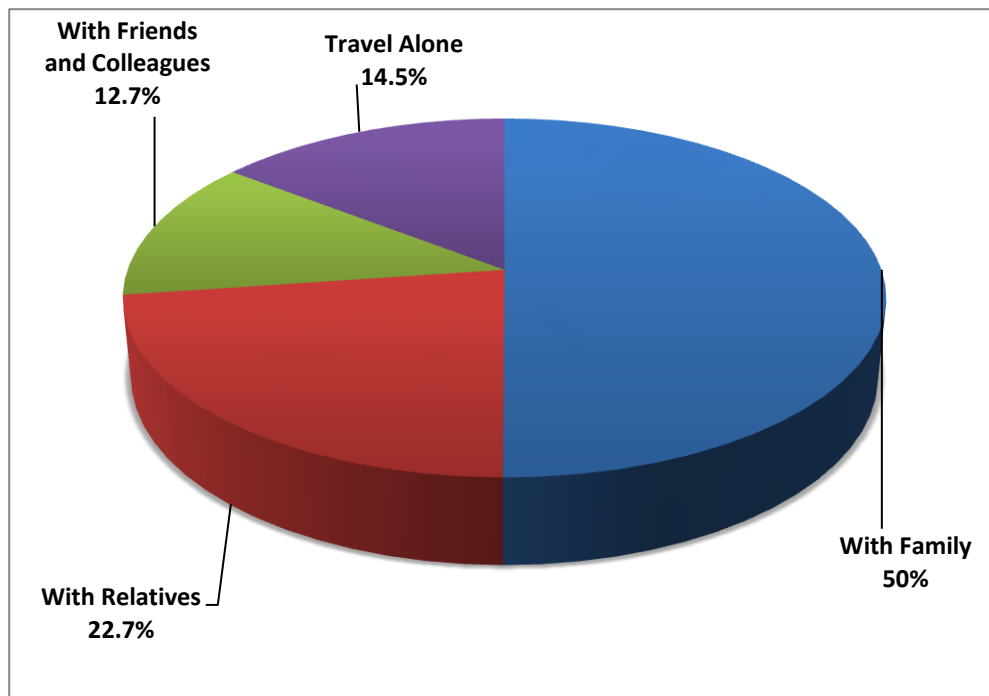


10.11. Travel Companion

Half of the households traveled in OK with family (50%).

- With family (50%)
- With relatives (22.7%)
- Travel alone (14.5%)
- With friends and colleagues (12.7%)

Travel Companion

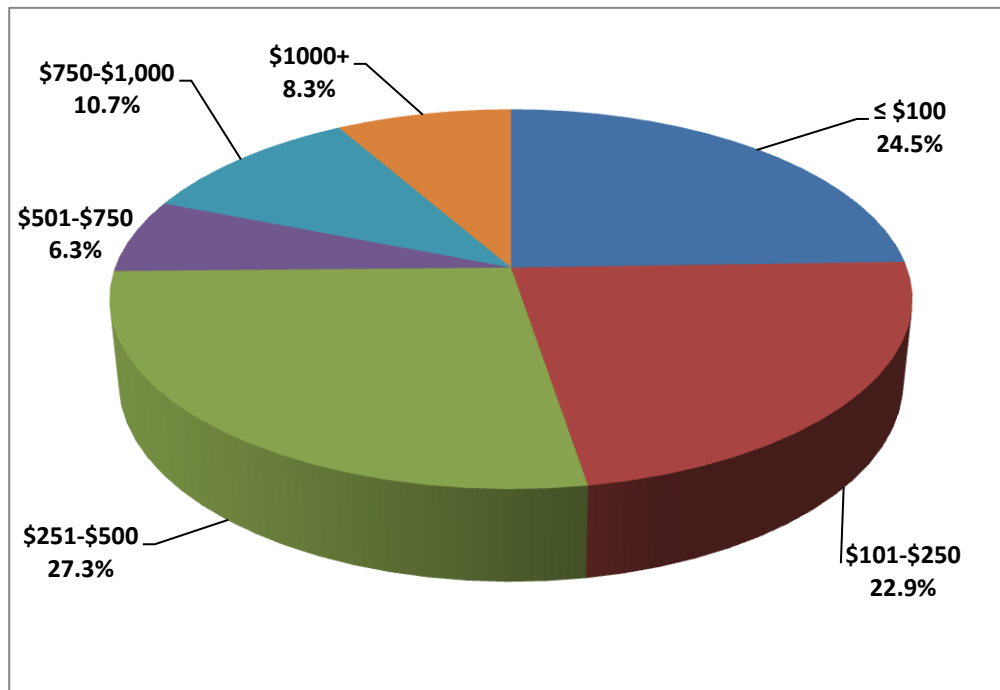


10.12. Total Expenditure

Overall, most of the households tended to spend in the bottom expenditure categories. About 27.3% of the households expenditures were between \$251-\$500. The other top categories of household trips spent <\$100 (24.5%) and \$101-\$250 (22.9%).

- <\$100 (24.5%)
- \$101 -< \$250 (22.9%)
- \$251 - < \$500 (27.3%)
- \$501 - < \$750 (6.3%)
- \$751 - < \$1000 (10.7%)
- \$1000+ (8.3%)

Total Expenditure

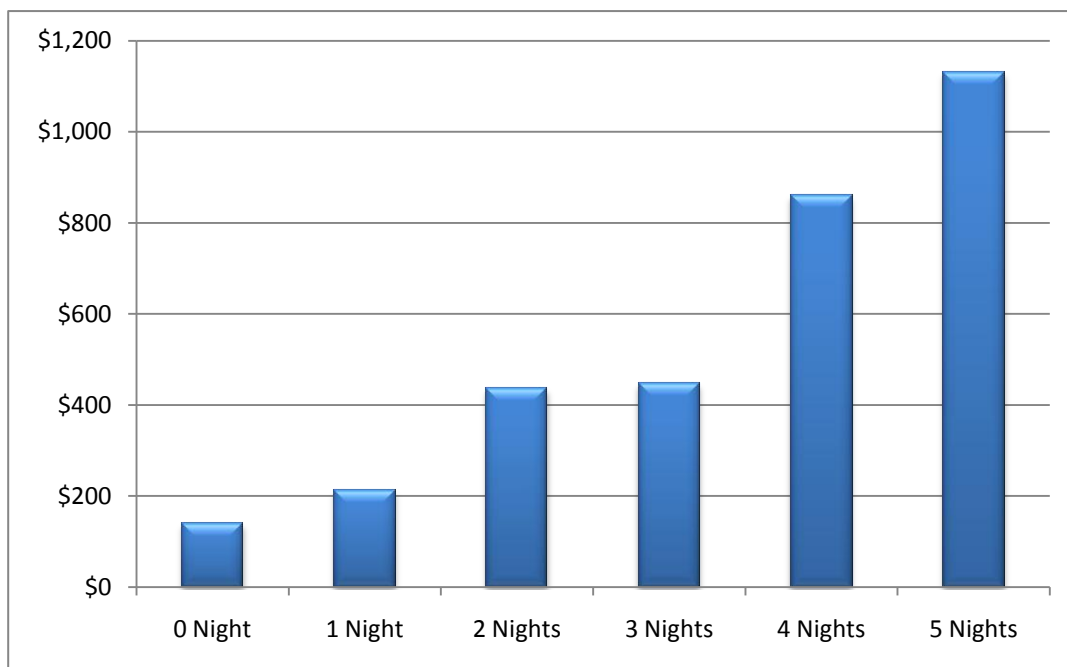


10.13. Expenditure by Nights

Overall, expenditure by nights increase as visitors stay longer. The average of expenditure was \$1,131 for five nights stay, \$860 for four nights, \$447 for three nights, \$436 for two nights, \$212 for one night, and \$139 for no night respectively. The aggregated average expenditure per night was \$517.

- \$1,131 (five nights)
- \$860 (four nights)
- \$447 (three nights)
- \$436 (two nights)
- \$212 (one night)
- \$139 (no night)

Expenditure by Nights



In addition, visitor expenditures are significantly different among different length of night stays.

- Expenditures by five nights are significantly greater than zero to three nights;
- Expenditures by four nights are significantly greater than zero to one night.

Expenditure by Nights Comparison

ANOVA: F value =9.288 P = .000**	
Nights	Expenditure (Means)
0 night (Group 1)	\$139
1 night (Group 2)	\$212
2 night (Group 3)	\$436
3 night (Group 4)	\$447
4 night (Group 5)	\$860
5 night (Group 6)	\$1,131
Post Hoc Multiple Range Test	Group 6>4*,3*,2*,1* Group 5>2*,1*

Note: *p<.05; **p<.01

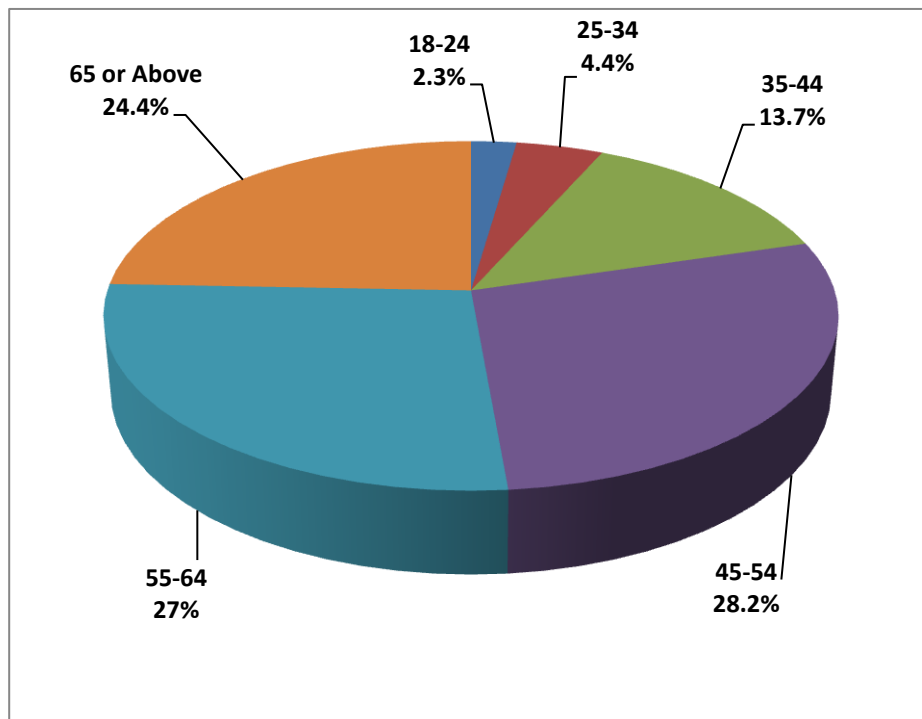
11. VISITORS' DEMOGRAPHICS

11.1. Age Distribution

The top three age categories of visitors were 45 to 54 (28.2%), 55 to 64 (27%), and 65 and above (24.4%).

- 18-24 (2.3%)
- 25-34 years old (4.4%)
- 35-44 years old (13.7%)
- 45-54 years old (28.2%)
- 55-64 years old (27%)
- 65+ years old and above (24.4%)

Age Distribution

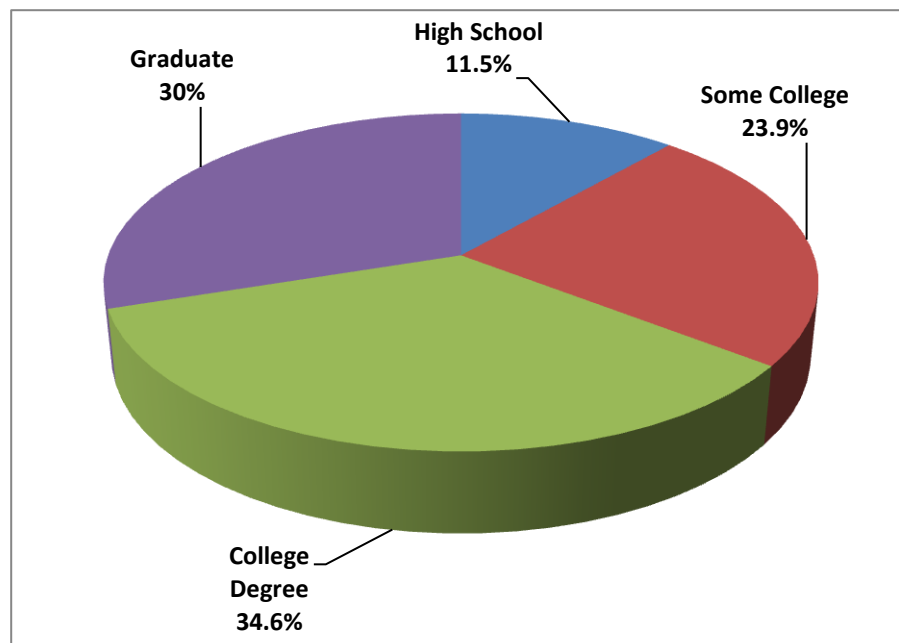


11.2. Education Distribution

More than 87.5% of visitors had college degrees or some college education.

- Post Graduate Work/Degree (30%)
- College Completed (34.6%)
- Some College (23.9%)
- High School Graduate (11.5%)

Education Distribution

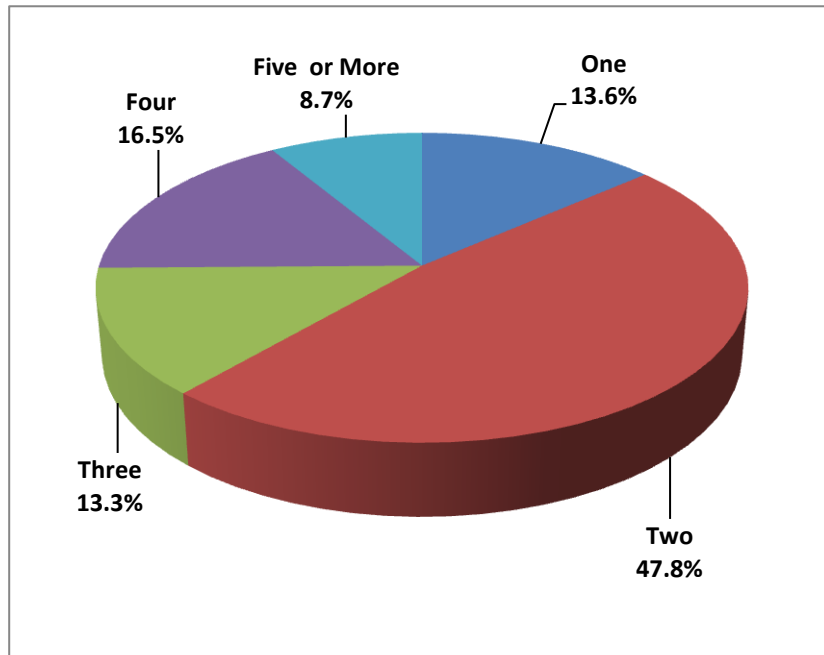


11.3. Household Size Distribution

The largest proportion of the surveyed household size had two members (47.8%).

- 1 Member (13.6%)
- 2 Members (47.8%)
- 3 Members (13.3%)
- 4 Members (16.5%)
- 5 or more (8.7%)

Household Size Distribution

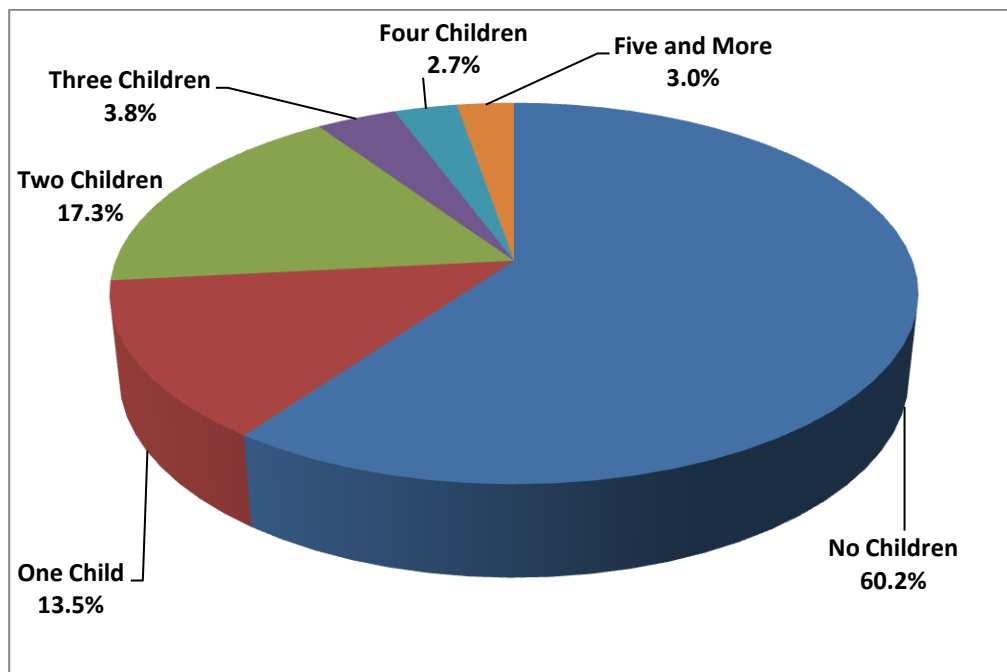


11.4. Number of Children in Household

More than 60.2% of the households had no children, followed by two children (17.3%) and one child (13.5%).

- No Children (60.2%)
- 1 Child (13.5%)
- 2 Children (17.3%)
- 3 Children (3.8%)
- 4 Children (2.7%)
- 5+ Children (3.0%)

Number of Children in Household

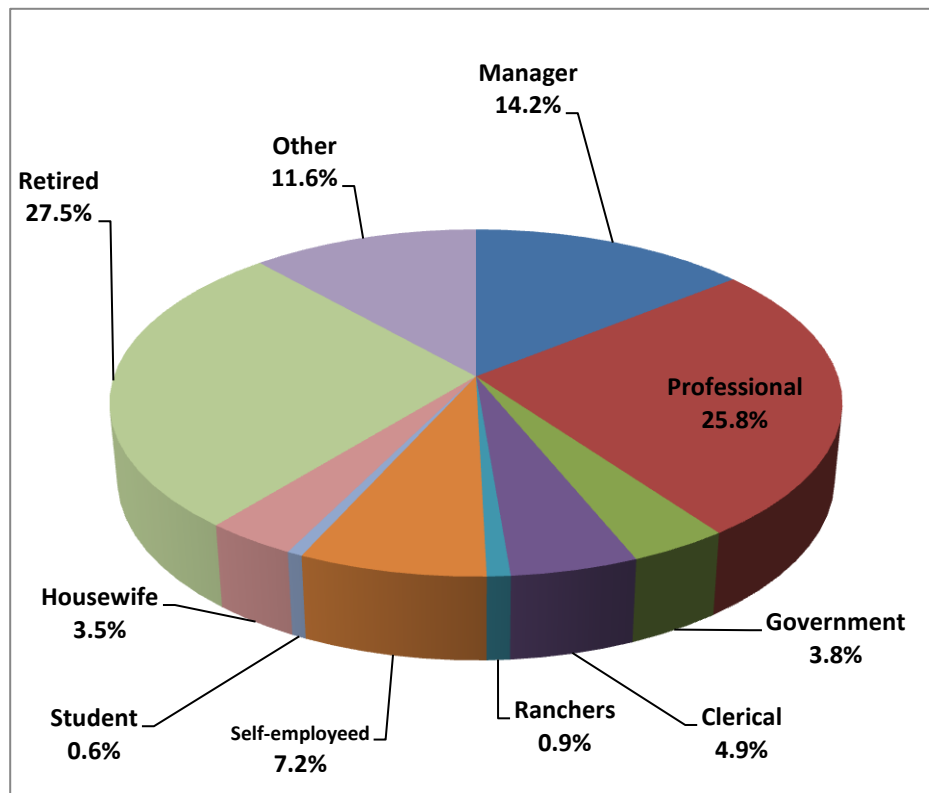


11.5. Occupation Distribution

The top five occupation categories of visitors were retired (27.5%), followed by professional (25.8%), manager (14.2%), self-employed (7.2%), and clerical (4.9%).

- Retired (27.5%)
- Professional (25.8%)
- Manager (14.2%)
- Self-employed (7.2%)
- Clerical (4.9%)
- Government (3.8%)
- Housewife (3.5%)
- Ranchers (0.9%)
- Student (0.6%)
- Others (11.6%)

Occupation Distribution

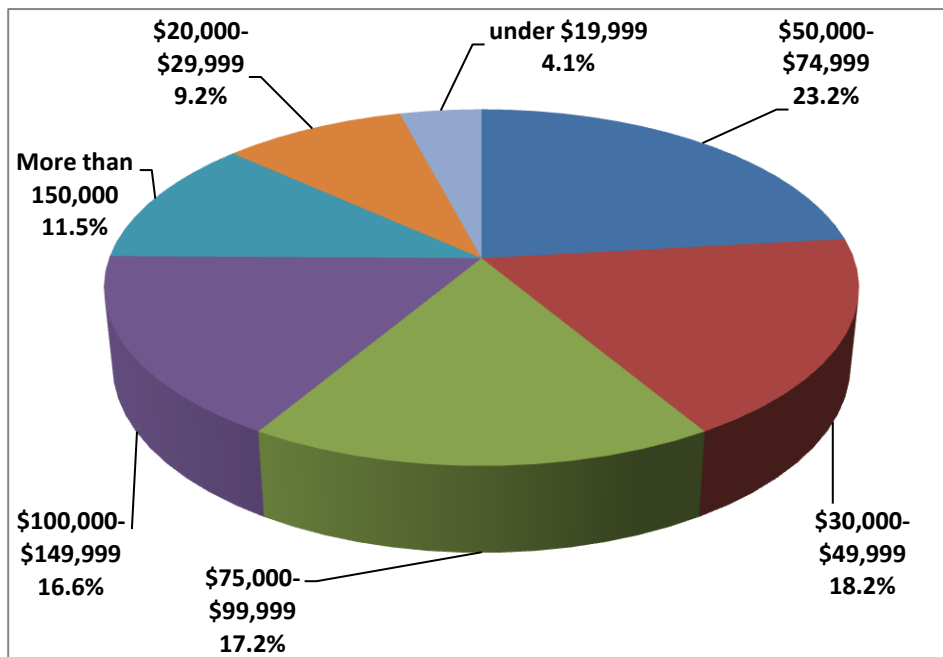


11.6. Annual Household Income Distribution

The largest proportion of surveyed annual household incomes was in the category of \$50K-<\$75K (23.2%).

- < \$20K (4.1%)
- \$20K - < \$30K (9.2%)
- \$30K - < \$50K (18.2%)
- \$50K - < \$75K (23.2%)
- \$75K - < \$100K (17.2%)
- \$100K - < \$150K (16.6%)
- \$150K+ (11.5%)

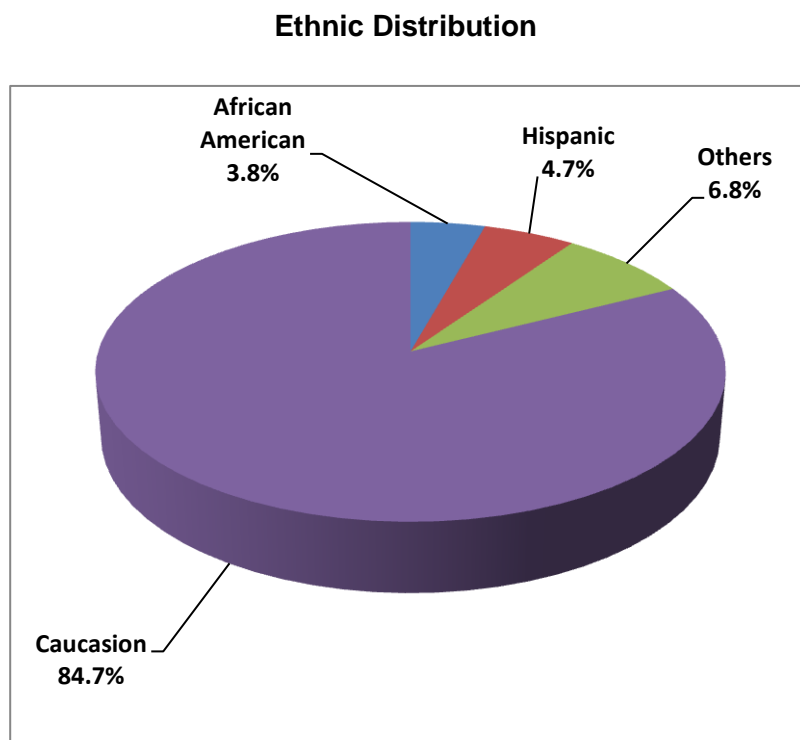
Annual Household Income Distribution



11.7. Ethnic Distribution

About 85% of visitors were Caucasian, followed by Hispanic (4.7%), and African American (3.8%).

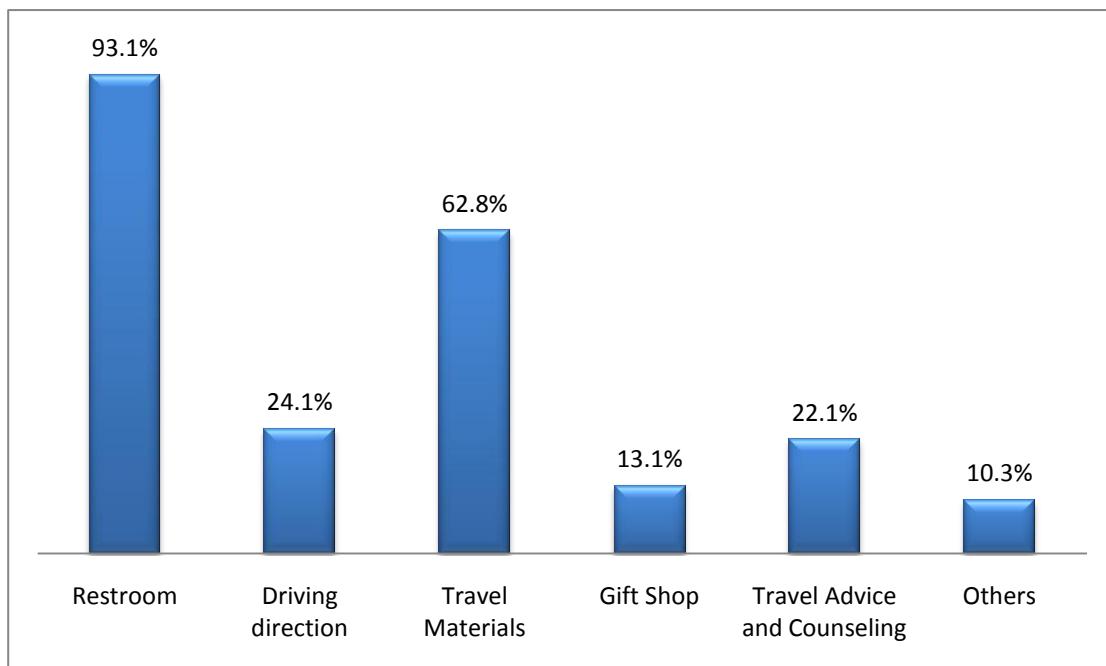
- Caucasian (84.7%)
- Hispanic (4.7%)
- African American (3.8%)
- Other (6.8%)



12. OKLAHOMA TOURISM INFORMATION CENTERS

The top five services utilized in the Center were restroom (93.1%), travel material (62.8%), driving directions (24.1%), travel advice and counseling (22.1%), and gift shop (13.1%).

- Restroom (93.1%)
- Travel material (62.8%)
- Driving Directions (24.1%)
- Travel Advice and Counseling (22.1%)
- Gift Shop (13.1%)
- Others (10.3%)



SECTION FOUR

PERCEIVED DIFFERENCE

IN-STATE vs. OUT-OF-STATE VISITORS

13. VISITORS' SATISFACTION AND FUTURE TRAVEL INTENTION

13.1. Visitors' Satisfaction - Information Centers

On the scale of 1-7, ("1" represents the lowest and "7" represents the highest level), the overall mean of visitors' satisfaction with Information Centers was 6.33. The top three attributes at the Centers' were Friendliness and courtesy of the Center staff (6.39), Helpfulness of service received (6.36), and Clear and easy to understand signage (6.34).

Attributes	Mean (S.D.)
Friendliness and courtesy of the Center staff	6.39 (.93)
Helpfulness of service received	6.36 (.96)
Clear and easy to understand signage	6.34 (1.00)
Cleanness and attractiveness of the facilities	6.31 (1.08)
Overall environment	6.29 (1.23)
Useful of information provided	6.28 (1.01)

Note: S.D. - Standard Deviation

13.2. Visitors' Satisfaction – Recent Trip

On the scale of 1-7, (“1” represents the lowest and “7” represents the highest level), the overall mean of visitors' satisfaction with the most recent travel in/to Oklahoma was 5.10. Visitors were most satisfied with the Friendliness of People (5.97), feeling **Secure and safe** (5.82), and Food (5.74), while they were least satisfied with Oklahoma State Parks/Recreation Facilities (5.18), National Parks/Recreational Facilities (5.00), and Infrastructure (4.76).

Attributes	Mean (S.D.)
Friendliness of People	5.97 (1.11)
Secure and safe	5.82 (1.05)
Food	5.74 (1.07)
Residents	5.62 (1.15)
Services at Restaurants	5.56 (1.09)
Value for the Money	5.54 (1.16)
Lodging	5.39 (1.29)
Service at Lodging	5.28 (1.16)
Shopping	5.27 (1.13)
Entertainment	5.24 (1.23)
Weather	5.23 (1.32)
Quality of Attractions	5.23 (1.21)
Services at Attractions	5.21 (1.18)
Oklahoma State Parks/Recreation Facilities	5.18 (1.27)
National Parks/Recreation Facilities	5.00 (1.21)
Infrastructure	4.76 (1.59)

Note: S.D. - Standard Deviation

13.3. Visitors' Overall Experiences – Recent Trip

On the scale of 1-7, ("1" represents the lowest and "7" represents the highest level), the overall mean of visitors' overall experience on their most recent trip in/to Oklahoma was 5.62. The top three trip experience attributes were Satisfying (5.85), Very pleasant (5.78), and A good choice (5.70).

Attributes	Mean (S.D.)
My last trip to OK was	
Satisfying Experiences	5.85 (1.03)
Very Pleasant	5.78 (1.12)
A good choice	5.70 (1.11)
Good value for money	5.61 (1.14)
Better than I Expected	5.18 (1.23)

Note: S.D. - Standard Deviation

13.4. Visitors' Future Travel Intention

On the scale of 1-7, ("1" represents the lowest and "7" represents the highest level), the overall mean of visitors' future travel intention was 5.6. The top three intentions were Revisit Oklahoma in near future (6.07), Saying something good about Oklahoma (5.86), and Recommend Oklahoma to others (5.83).

Attributes	Mean (S.D.)
Revisit Oklahoma in near future	6.07 (1.10)
Saying something good about Oklahoma	5.86 (1.18)
Recommend Oklahoma to others	5.83 (1.20)
Stay longer for my next trip to Oklahoma	4.64 (1.58)

Note: S.D. - Standard Deviation

13.5. Visitors' Perceived Destination Image

On the scale of 1-7, ("1" represents the lowest and "7" represents the highest level), the overall mean of visitors' perceptions of Oklahoma's destination image was 5.42. The top three perceived images towards Oklahoma were Pleasant (5.70), Positive (5.59), and Relaxing (5.48).

The overall mean of visitors' perceptions of Oklahoma in general was 5.33. Among the 28 attributes, the top three were Lots of open spaces (6.00), Friendly local people (5.91), and Good place for family with children (5.89). The bottom three attributes were Facilities for golfing (4.88), Good nightlife and entertainment (4.76), and High quality infrastructure (4.38).

Attributes	Mean (S.D.)
Oklahoma as a Travel Destination is	
Pleasant	5.70 (1.04)
Positive	5.59 (1.08)
Relaxing	5.48 (1.08)
Beautiful	5.46 (1.09)
Exciting	4.86 (1.16)

Note: S.D. - Standard Deviation

Attributes	Mean (S.D.)
Oklahoma is a place with	
Lots of open spaces	6.00 (.96)
Friendly local people	5.91 (1.07)
Good place for family with children	5.89 (1.08)
Safe and secure environment	5.74 (1.00)
Interesting Native American culture	5.71 (1.17)
Interesting Cowboy and Western culture	5.71 (1.12)
A wide variety of outdoor recreation	5.63 (1.16)
Beautiful sceneries and natural wonders	5.60 (1.19)
Reasonable costs of food and lodging	5.54 (1.13)
Interesting cultural/historical attraction	5.49 (1.19)
Great value for money	5.47 (1.12)
Easy access to all the areas	5.42 (1.19)
Cultural events/festivals	5.33 (1.22)
Clean and unspoiled environment	5.32 (1.21)
Lots of accommodation options	5.31 (1.21)
Great value for fun	5.27 (1.22)
Lots of adventurous activities	5.25 (1.27)
Appealing local cuisine	5.22 (1.30)
Readily available travel information	5.19 (1.28)
Facilities for water sports	5.15 (1.33)
Interesting state parks/amusement/theme parks	5.14 (1.28)
Good weather and climate	5.05 (1.35)
Good shopping centers	5.02 (1.28)
Availability of tourist information center	5.01 (1.34)
Good gaming venues	4.91 (1.24)
Facilities for golfing	4.88 (1.19)
Good nightlife and entertainment	4.76 (1.29)
High quality infrastructure	4.38 (1.70)

Note: S.D. - Standard Deviation

14. COMPARISON ON VISITORS IN-STATE vs. OUT-OF-STATE

14.1. Visitors' Satisfaction - Information Centers

Both in-state and out-of-state visitors had high ratings of the services and information provided at the Tourism Information Centers. Out-of-state visitors had a significantly higher rating on two attributes than in-state visitors:

- Overall environment
- Cleanliness and attractiveness of the facilities

Attributes	In-State (Mean)	Out-Of-State (Mean)	Mean Difference (In-Out)
Overall environment	5.99	6.46	-0.47**
Cleanliness and attractiveness of the facilities	6.12	6.42	-0.30*
Helpful of service received	6.22	6.44	-0.22
Friendly and courtesy of the center staff	6.28	6.45	-0.17
Useful of information provided	6.17	6.34	-0.17
Clear and easy to understand signage	6.30	6.36	-0.06

Note: *p<.1, **p<.05, ***p<.01

14.2. Visitors' Satisfaction – Recent Trip

Both in-state and out-of-state visitors were satisfied travelling in Oklahoma.

Out-of-state visitors had a significantly higher rating on the following eleven attributes than in-state visitors:

- Infrastructure
- National Parks/Recreation Facilities
- Oklahoma State Parks/Recreation Facilities
- Weather
- Services at Attractions
- Service at Lodging
- Quality of Attractions
- Lodging
- Shopping
- Services at Restaurants
- Entertainment

Attributes	In-State (Mean)	Out-Of- State (Mean)	Mean Difference (In-Out)
Secure and Safe	5.84	5.77	0.07
Infrastructure	4.53	5.25	-0.72***
National Parks/Recreation Facilities	4.83	5.38	-0.55***
Oklahoma State Parks/Recreation Facilities	5.02	5.56	-0.54***
Weather	5.12	5.48	-0.36 ***
Services at Attractions	5.10	5.44	-0.34***
Service at Lodging	5.17	5.49	-0.32***
Quality of Attractions	5.14	5.44	-0.30***
Lodging	5.30	5.59	-0.29**
Shopping	5.20	5.43	-0.23*
Services at Restaurants	5.50	5.71	-0.21*
Entertainment	5.19	5.37	-0.18**
Residents	5.58	5.70	-0.13
Food	5.71	5.82	-0.11
Value for the Money	5.50	5.61	-0.11
Friendliness of People	5.97	5.99	-0.02

Note: *p<.1, **p<.05, ***p<.01

14.3. Visitors' Overall Experiences – Recent Trip

Both in-state and out-of-state visitors had satisfying experiences traveling in Oklahoma. Out-of-state visitors had a significantly higher rating on one attribute:

- Better than I expected

Attributes My last trip to OK was	In-State (Mean)	Out-Of-State (Mean)	Mean Difference (In-Out)
Better than I Expected	5.08	5.39	-0.31***
Very Pleasant	5.73	5.86	-0.13
A good choice	5.67	5.76	-0.09
Good value for money	5.59	5.68	-0.09
Satisfying Experiences	5.83	5.90	-0.07

Note: *p<.1, **p<.05, ***p<.01

14.4. Visitors' Future Travel Intention

Both in-state and out-of-state visitors expressed strong intention to:

- 1) Revisit Oklahoma in the near future;
- 2) Stay longer for the next trip to Oklahoma;
- 3) Say something good about Oklahoma; and,
- 4) Recommend Oklahoma to Others.

Specifically, out-of-state visitors had a significantly higher intention to stay longer for the next trip to Oklahoma than in-state visitors while in-state visitors had a significantly higher intention to revisit Oklahoma in the near future than out-of-state visitors.

Attributes	In-State (Mean)	Out-Of- State (Mean)	Mean Difference (In-Out)
Revisit Oklahoma in near future	6.21	5.76	0.45***
Stay longer for my next trip to Oklahoma	4.46	5.04	-0.58***
Saying something good about Oklahoma	5.84	5.91	-0.07
Recommend Oklahoma to others	5.82	5.84	-0.02

Note: *p<.1, **p<.05, ***p<.01

14.5. Visitors' Perceived Destination Image

Both in-state and out-of-state visitors enjoyed traveling in Oklahoma. Out-of-state visitors had a significantly higher rating on two attributes than in-state visitors:

- Exciting
- Pleasant

Attributes Oklahoma as a Travel Destination is	In-State (Mean)	Out-Of-State (Mean)	Mean Difference (In-Out)
Relaxing	5.50	5.44	0.06
Exciting	4.77	5.06	-0.29***
Pleasant	5.65	5.80	-0.15**
Beautiful	5.42	5.55	-0.13
Positive	5.56	5.67	-0.11

Note: * $p < .1$, ** $p < .05$, *** $p < .01$

Overall, both in-state and out-of-state surveyed visitors had a favorable perception and image of Oklahoma as a travel destination.

Specifically, in-state visitors had a significantly higher rating on two attributes than out-of-state visitors:

- Good place for family with children
- Safe and secure environment

While, out-of-state visitors had a significantly higher rating on thirteen attributes than in-state visitors:

- High quality infrastructure
- Availability of tourist information center
- Readily available travel information
- Good weather and climate
- Clean and unspoiled environment
- Good nightlife and entertainment
- Interesting state parks/amusement/theme parks
- Good shopping centers
- Good gaming venues
- Lots of accommodation options
- Interesting cultural/historical attraction
- Appealing local cuisine
- Great value for fun
- Beautiful sceneries and natural wonders

Attributes Oklahoma is a place with	In-State (Mean)	Out-of-State (Mean)	Mean Difference (In-Out)
Good place for family with children	5.98	5.70	0.28***
Safe and secure environment	5.81	5.62	0.19**
Friendly local people	5.94	5.84	0.10
Easy access to all the areas	5.38	5.48	0.10
Lots of open spaces	6.02	5.95	0.07
A wide variety of outdoor recreation	5.65	5.60	0.05
High quality infrastructure	3.97	5.19	-1.22***
Availability of tourist information center	4.76	5.52	-0.76***
Readily available travel information	4.99	5.60	-0.61***
Good weather and climate	4.89	5.37	-0.48***
Clean and unspoiled environment	5.19	5.57	-0.38***
Good nightlife and entertainment	4.64	5.00	-0.36***
Interesting state parks/amusement/theme parks	5.02	5.37	-0.35***
Good shopping centers	4.91	5.24	-0.33***
Good gaming venues	4.81	5.10	-0.29***
Lots of accommodation options	5.23	5.47	-0.24***
Interesting cultural/historical attraction	5.42	5.63	-0.21**
Appealing local cuisine	5.16	5.34	-0.18**
Great value for fun	5.21	5.38	-0.17**
Beautiful sceneries and natural wonders	5.55	5.70	-0.15*
Lots of adventurous activities	5.20	5.34	-0.14
Interesting Native American culture	5.68	5.78	-0.10
Interesting Cowboy and Western culture	5.68	5.77	-0.09
Cultural events/festivals	5.31	5.38	-0.07
Reasonable costs of food and lodging	5.52	5.58	-0.06
Facilities for golfing	4.86	4.92	-0.06
Facilities for water sports	5.14	5.16	-0.02
Great value for money	5.46	5.47	-0.01

Note: *p<.1, **p<.05, ***p<.01

15. APPENDIX

15.1. METHODOLOGY

Instrument

A self-administered, closed-ended questionnaire with ordered choices was used to survey a sample of visitors. The questionnaire comprised of 31 questions was divided into three major areas: 1) general information about visiting; 2) rating on a seven-point scale of selected attributes important in measuring visitor's perception and satisfaction towards travel destination; and, 3) visitor demographics. A pilot test was conducted at Oklahoma State University in June, 2010 to check the reliability and validity of the instruments.

Sampling Plan

The population of interest in this study was visitors from five surrounding states: Arkansas, New Mexico, Kansas, Texas, Missouri, and Oklahoma. The online survey was conducted for two months from July to August, 2010. In total, 226 responses from out-of-state visitors and 590 from Oklahoma visitors were received.

The on-site survey was administered at five selected major Oklahoma Tourism Information Centers. The on-site survey was conducted during two weekends from July 16-18 & 24-25, 2010. A total of 229 surveys were returned with 173 out-of-state visitors and 56 in-state residents. In total, there were 1,045 completed surveys collected and analyzed with 63% in-state visitors and 38% out-of-state visitors.

Data Analysis

The data analysis consists of three steps:

First, descriptive analysis was used to summarize in-state, out-of-state, and combined visitors' trip characteristics and demographics.

Second, an independent sample T-test was conducted to find out the perceived differences between in-state and out-of-state visitors.

Third, the analysis of variance (ANOVA) was applied to compare group means of in-state, out-of-state, and combined visitors' expenditure by nights.

15.2. GLOSSARY OF TERMS

Activities

The survey gathers information on thirteen different activity categories: (1) shopping; (2) outdoor activities; (3) visiting historical places/museums; (4) participating in cultural events/festivals; (5) sports or sporting events; (6) Oklahoma state parks/recreation areas; (7) national parks/recreation areas; (8) amusement park; (9) sightseeing; (10) agritourism (guest ranch, winery, farm or ranch experience);(11) golf; (12) gaming/casinos; and (13) lake activities.

Age Group

Information is gathered on five categories: (1) 18-24; (2) 25-34; (3) 35-44; (4) 45-54; (5) 55-64; and (6) 65 or above.

Annual Household Income

The total combined annual income of the household before taxes. Information is gathered on five categories: (1) Under \$ 19,999; (2) \$ 20,000- 29,999; (3) \$ 30,000 - 49,999; (4) \$ 50,000 -74,999; (5) \$ 75,000 -99,999; (6) \$ 100,000 -149,999; and (7) \$ 150,000 or more.

Education Level

Information is gathered on five categories: (1) less than high school; (2) high school diploma; (3) some college; (4) college degree; and (5) post graduate work/degree.

Ethnic Group

Information is gathered on four categories: (1) African American; (2) Caucasian; (3) Hispanic; and (4) Other.

Household

Comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Household Size

Number of household members on a trip, including the respondent.

Information Source

Information is gathered on eleven categories: (1) travelok.com, Oklahoma's official travel site; (2) other internet websites; (3) discover Oklahoma TV show; (4) advertisements (TV/newspaper/magazine/internet/others); (5) Oklahoma tourism and recreation department (OTRD) call center and travel counselors; (6) Oklahoma travel guide and other publications from OTRD; (7) Oklahoma tourism information center; (8) Oklahoma today magazine; (9) other tour guide books; (10) travel agencies; and (11) families and friends.

Length of Stay

The number of nights spent on the entire trip.

Lodging

Information is gathered on six lodging categories: (1) hotel/motel/B&B; (2) with friends and relatives; (3) condominium/time share; (4) recreational vehicle/tent; (5) other; and (6) no nights.

Marital Status

Information is gathered on two categories: (1) single; and (2) married.

Mode of Transportation

Information is gathered on five categories: (1) by auto/truck; (2) by camper/RV; (3) by rental car; (4) by bus; and (5) other.

Occupation level

Information is gathered on nine occupation categories: (1) Manager/Executive; (2) Professional/Technical; (3) Government/Military; (4) Clerical/Sales; (5) Ranchers/Farmers; (6) Self-employed; (7) Student; (8) Housewife; and (9) Retired/Not in workforce.

Purpose of Trip

Information is gathered on nine categories: (1) visit friends or relatives; (2) outdoor recreation; (3) entertainment/sightseeing; (4) combined business/pleasure; (5) attend an event; (6) business/convention; (7) personal; (8) en route to somewhere else; and (9) other.

Services at the Oklahoma Welcome Center

Information is gathered on five categories: (1) restroom; (2) driving directions; (3) travel material; (4) gift shop; and (5) travel advice and counseling.

Seven Point-Likert Scale

A Likert scale is commonly used in questionnaires. When responding to a Likert questionnaire item, respondents specify their level of agreement to a statement, one being the least and seven being the most.

Travel Party

Information is gathered on five categories: (1) with spouse only; (2) with spouse and children (3) with relatives; (4) with friends and colleagues; and (5) by myself.

Trip Expenditure

Information is gathered on five categories: (1) transportation; (2) food; (3) lodging; (4) entertainment; and (5) shopping.

15.3. OPEN COMMENTS

Summary

Both in-state and out-of-state visitors had positive opinions about Oklahoma with the exception of the highway system and one complaint on the Oklahoma tourism website. Below are the direct quotes of visitors' comments.

In-State Visitors

On Overall Environment

--*"Oklahoma is my home state. Everything and including decision making involve Oklahoma I say without question, this state is recommended everywhere I travel"*

On Highway System

--*"I love Oklahoma and love to explore my home state. I am proud to encourage friends, family, and colleagues to see Oklahoma. However, on our otherwise beautiful state, they are filled with cracks- they tear up our cars and are dangerous, this is most noticeable when returning home from other states"*

--*"Bumpy road"*

On OTRD

--*"The best way you could serve me is to fix the website for Okla. tourism... I tried to go online and book rooms and couldn't.. Emailed the establishment and they never contacted me back. So sad.. now I'm going to go to another state for vacation this year"*

On Tourism Information centers

XXX Tourism Information Center:

--*"The outside sidewalk is XXX"*

XXX Information Center

--*"nice facility, it's very clean"*

Out-of-State Visitors

On Overall Environment

--*"The air is an immediate surprise. It's fresh and clean.....different, always a pleasant time and it's green".*

On Highway System

--*"Driving I-40 from 20 miles west of Oklahoma City to the Arkansas border is a grueling ride on a Honda Accord. I'd avoid it if there were an alternative. Parts of I-40 through Oklahoma City are particularly bad and have been that way for many years"*

--*"Highway 69 is improved-drove for 26 years"*

--*"I-35 needs repair-below average for interstate"*

--*"Oklahoma travel was mainly to get from Texas to Missouri"*

--*"My only complaint is that the roads in the panhandle area (Boise city, Guymon). All sectors need of repair, too hard on vehicles".*

15.4. QUESTIONNAIRES

15.4.1 In-State Visitors' Questionnaires

Please respond to the following questions by either checking the appropriate number or filling the blank (In-State).

1. Have you ever travelled in Oklahoma for business or pleasure before?

- 1) Yes
- 2) No (**please proceed to question #21**)

2. When was your last in-state travel? (Please fill the year of your last travel in the blank)

- 1) January-March in Year: _____
- 2) April-June in Year: _____
- 3) July-September in Year: _____
- 4) October-December in Year: _____

3. How often do you travel in-state?

- 1) One time only
- 2) Once every _____ month(s)
- 3) Once every _____ year(s)

4. What source of the information did you use to plan your in-state travel? Choose all that apply.

- 1) Travelok.com, Oklahoma's official travel site
- 2) Other Internet websites
- 3) Discover Oklahoma TV Show
- 4) Advertisements (TV/Newspaper/Magazine/Internet/Others)
- 5) Oklahoma Tourism and Recreation Department (OTRD) Call Center and Travel Counselors
- 6) Oklahoma Travel Guide and other publications from OTRD
- 7) Oklahoma Tourism Information Center
- 8) Oklahoma Today Magazine
- 9) Other tour guide books
- 10) Travel Agencies
- 11) Families and Friends
- 12) Other

5. What's your main purpose for your last in-state travel? Choose all that apply.

- 1) Business/Convention
- 2) Combined Business/Pleasure
- 3) Entertainment/Sightseeing
- 4) Outdoor recreation
- 5) Visit friends/Relatives
- 6) Personal
- 7) Attend an event
- 8) En route to somewhere else
- 9) Other

6. What activities did you take part in your last in-state travel? Choose all that apply.

- 1) Shopping
- 2) Outdoor activities
- 3) Visiting historical places/museums
- 4) Participating in cultural events/festivals
- 5) Sports or Sporting events
- 6) Oklahoma State Parks/Recreation areas
- 7) National Parks/Recreation areas
- 8) Amusement Park
- 9) Sightseeing
- 10) Agritourism (guest ranch, winery, farm or ranch experience)
- 11) Golf
- 12) Gaming/Casinos
- 13) Lake activities
- 14) Other

7. How many people were in your party in your in-state travel?

- 1) One
- 2) Two
- 3) Three
- 4) Four
- 5) Five or more

8. Whom were you travelling with on your last in-state travel? Choose one only.

- 1) With spouse only
- 2) With spouse and children
- 3) With relatives
- 4) With friends and colleagues
- 5) By myself

9. How much in total approximately did you spend on your last in-state travel? \$_____

10. Approximately, what percentage did you spend on your last in-state travel for the following categories?

- | | |
|-----------------------------------|--------|
| 1) Transportation (includes fuel) | _____% |
| 2) Food | _____% |
| 3) Lodging | _____% |
| 4) Entertainment | _____% |
| 5) Shopping | _____% |
| Total | 100% |

11. What's the primary means of transportation on your last in-state travel?

- 1) By Auto/Truck
- 2) By Camper/RV
- 3) By Rental car
- 4) By Bus
- 5) Other

12. How many nights did you spend on your last in-state travel? Please specify: _____

13. What's the primary type of lodging on your last in-state travel?

- 1) Hotel/Motel/B & B
- 2) With friends and relatives
- 3) RV/Tent
- 4) Condo/Time sharing
- 5) Other
- 6) No Nights

14. Did you stop by Oklahoma Welcome Center or Tourism Information Center on your last in-state travel?

- 1) Yes
- 2) No (please proceed to **question #17**)

15. What kind of services and/or facilities did you utilize at the Oklahoma Welcome Center? Choose all that apply.

- 1) Restroom
- 2) Driving directions
- 3) Travel material
- 4) Gift shop
- 5) Travel advice and Counseling
- 6) Other

16. Based on the services and/or facilities you used at the Oklahoma Welcome Center, please indicate your level of satisfaction on the following items. Please **Circle** one number only for each item.

- 1. Extremely Displeased
- 2. Displeased
- 3. Somewhat Displeased
- 4. Neutral
- 5. Somewhat Pleased
- 6. Pleased
- 7. Extremely Pleased

Statement	Level of Satisfaction						
	Extremely Displeased		Neutral			Extremely Pleased	
Friendliness and courtesy of the center staff	1	2	3	4	5	6	7
Helpfulness of service received	1	2	3	4	5	6	7
Usefulness of information provided	1	2	3	4	5	6	7
Cleanness and attractiveness of the facilities	1	2	3	4	5	6	7
Clear and easy to understand signage	1	2	3	4	5	6	7
Overall environment	1	2	3	4	5	6	7

17. Please circle the number for each of the following statements that best describes your level of satisfaction for the following items. Please **circle** one number only for each item.

1. Extremely Dissatisfied
2. Dissatisfied
3. Somewhat Dissatisfied
4. Neutral
5. Somewhat Satisfied
6. Satisfied
7. Extremely Satisfied

Attributes	Level of Satisfaction						
	Extremely Dissatisfied			Neutral	Extremely Satisfied		
Lodging	1	2	3	4	5	6	7
Food	1	2	3	4	5	6	7
Infrastructure (roads, water supply, telecommunications, etc.)	1	2	3	4	5	6	7
Residents	1	2	3	4	5	6	7
Shopping	1	2	3	4	5	6	7
Entertainment Opportunities	1	2	3	4	5	6	7
Weather	1	2	3	4	5	6	7
Secure and safe	1	2	3	4	5	6	7
Oklahoma State Parks/Recreation facilities	1	2	3	4	5	6	7
National Parks/Recreation facilities	1	2	3	4	5	6	7
Quality of Attractions	1	2	3	4	5	6	7
Service at Attractions	1	2	3	4	5	6	7
Service at Restaurants	1	2	3	4	5	6	7
Service at Lodging	1	2	3	4	5	6	7
Value for the money	1	2	3	4	5	6	7
Friendliness of people	1	2	3	4	5	6	7

18. Please circle the number for each of the following statements that best indicates your level of agreement for your overall feelings of last in-state travel experience. Please **circle** one number only for each item.

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neither Agree nor Disagree
5. Somewhat Agree
6. Agree
7. Strongly Agree

My last in-state travel was	Level of Agreement						
	Strongly Disagree		Neutral			Strongly Agree	
Satisfying experience	1	2	3	4	5	6	7
Better than I expected	1	2	3	4	5	6	7
A good choice	1	2	3	4	5	6	7
Good value for money	1	2	3	4	5	6	7
Very pleasant	1	2	3	4	5	6	7

19. Please circle the number for each of the following statement that best indicates your level of agreement.

Please **circle** one number only for each item.

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neutral
5. Somewhat Agree
6. Agree
7. Strongly Agree

Statement	Level of Agreement						
	Strongly Disagree		Neutral			Strongly Agree	
I will recommend Oklahoma to others	1	2	3	4	5	6	7
I will say something good about Oklahoma as a travel destination	1	2	3	4	5	6	7
I will travel in-state again in the near future	1	2	3	4	5	6	7
I will spend more nights for the next in-state travel	1	2	3	4	5	6	7

20. Please express your feelings towards Oklahoma as a travel destination by circling a number for each following word set. Please **circle** one number only for each item.

Unpleasant	1	2	3	4	5	6	7	Pleasant
Boring	1	2	3	4	5	6	7	Exciting
Stressful	1	2	3	4	5	6	7	Relaxing
Ugly	1	2	3	4	5	6	7	Beautiful
Negative	1	2	3	4	5	6	7	Positive

21. Please circle the number for each of the following statements that best describes your level of agreement for the following statements. Please **Circle** one number only for each statement.

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neutral
5. Somewhat Agree
6. Agree
7. Strongly Agree

Oklahoma is a place with	Level of Agreement						
	Strongly Disagree		Neutral			Strongly Agree	
Clean and unspoiled environment	1	2	3	4	5	6	7
Lots of open spaces	1	2	3	4	5	6	7
Good weather and climate	1	2	3	4	5	6	7
Friendly local people	1	2	3	4	5	6	7
Good place for family with children	1	2	3	4	5	6	7
Easy access to all the areas	1	2	3	4	5	6	7
High quality infrastructure(highway system/local transportation, etc)	1	2	3	4	5	6	7
Availability of tourist information centers (welcome centers)	1	2	3	4	5	6	7
Readily available travel information	1	2	3	4	5	6	7
Reasonable costs of food and lodging	1	2	3	4	5	6	7
Lots of accommodation options	1	2	3	4	5	6	7
Appealing local cuisine	1	2	3	4	5	6	7
Great value for money	1	2	3	4	5	6	7
Great value for fun	1	2	3	4	5	6	7
Interesting state parks/amusement/theme parks	1	2	3	4	5	6	7
Beautiful sceneries and natural wonders	1	2	3	4	5	6	7
Lots of adventurous activities (hunting/rock climbing, etc)	1	2	3	4	5	6	7
Interesting cultural/historical attractions	1	2	3	4	5	6	7
Cultural events/festivals	1	2	3	4	5	6	7
Interesting Native American Culture	1	2	3	4	5	6	7
Interesting Cowboy and Western culture	1	2	3	4	5	6	7
A wide variety of outdoor recreation (camping/canoeing/fishing, etc)	1	2	3	4	5	6	7
Good nightlife and entertainment	1	2	3	4	5	6	7
Facilities for water sports (beaches/sailing, etc)	1	2	3	4	5	6	7
Good shopping centers	1	2	3	4	5	6	7
Facilities for golfing	1	2	3	4	5	6	7
Good gaming venues	1	2	3	4	5	6	7

22. What is your gender?
- 1) Male
 - 2) Female
23. What is your current marital status?
- 1) Single
 - 2) Married
24. What is your household size?
- 1) One
 - 2) Two
 - 3) Three
 - 4) Four
 - 5) Five or more
25. Please specify the number of children in your household.
- 1) Under 18 years old: _____
 - 2) 18 years old and above: _____
26. What is your age group?
- 1) 18-24
 - 2) 25-34
 - 3) 35-44
 - 4) 45-54
 - 5) 55-64
 - 6) 65 or above
27. What is your highest level of education completed?
- 1) Less than High School
 - 2) High School Diploma
 - 3) Some College
 - 4) College Degree
 - 5) Post Graduate Work/Degree
28. What's your current occupation?
- 1) Manager/Executive
 - 2) Professional/Technical
 - 3) Government/Military
 - 4) Clerical/Sales
 - 5) Ranchers/Farmers
 - 6) Self-employed
 - 7) Student

- 8) Housewife
- 9) Retired/Not in workforce
- 10) Other

29. What is your approximate annual household income?

- 1) Under \$ 19,999
- 2) \$ 20,000- 29,999
- 3) \$ 30,000 - 49,999
- 4) \$ 50,000 -74,999
- 5) \$ 75,000 -99,999
- 6) \$ 100,000 -149,999
- 7) \$ 150,000 or more

30. What is your ethnic group?

- 1) African American
- 2) Caucasian
- 3) Hispanic
- 4) Other

15.4.2 Out-of-State Visitors' Questionnaires

Please respond to the following questions by either checking the appropriate number or filling the blank (Out-of-State).

1. Have you ever travelled to Oklahoma for business or pleasure before?

- 1) Yes
- 2) No (please proceed to **question # 21**)

2. What is your state of residency? _____

3. When was your last trip to Oklahoma? (Please fill the year of your last travel in the blank)

- 1) January-March in Year: _____
- 2) April-June in Year: _____
- 3) July-September in Year: _____
- 4) October-December in Year: _____

4. How often do you usually visit Oklahoma?

- 1) One time only
- 2) Once every _____ month(s)
- 3) Once every _____ year(s)

5. What source of the information did you use to plan your trip to Oklahoma? Choose all that apply.

- 1) Travelok.com, Oklahoma's official travel site
- 2) Other Internet websites
- 3) Discover Oklahoma TV Show
- 4) Advertisements (TV/Newspaper/Magazine/Internet/Others)
- 5) Oklahoma Tourism and Recreation Department (OTRD) Call Center and Travel Counselors
- 6) Oklahoma Travel Guide and other publications from OTRD
- 7) Oklahoma Tourism Information Center
- 8) Oklahoma Today Magazine
- 9) Other tour guide books
- 10) Travel Agencies
- 11) Families and Friends
- 12) Other

6. What's your main purpose for your last visit to Oklahoma? Choose all that apply.

- 1) Business/Convention
- 2) Combined Business/Pleasure
- 3) Entertainment/Sightseeing
- 4) Outdoor recreation
- 5) Visit friends/Relatives
- 6) Personal
- 7) Attend an event
- 8) En route to somewhere else
- 9) Other

7. What activities did you take part on your last visit to Oklahoma? Choose all that apply.

- 1) Shopping
- 2) Outdoor activities
- 3) Visiting historical places/museums
- 4) Participating in cultural events/festivals
- 5) Sports or Sporting events
- 6) Oklahoma State Parks/Recreation areas
- 7) National Parks/Recreation areas
- 8) Amusement Park
- 9) Sightseeing
- 10) Agritourism (guest ranch, winery, farm or ranch experience)
- 11) Golf
- 12) Gaming/Casinos
- 13) Lake activities
- 14) Other

8. How many people were in your party on your last trip to Oklahoma?

- 1) One
- 2) Two
- 3) Three
- 4) Four
- 5) Five or more

9. Whom were you travelling with on your last trip to Oklahoma? Choose one only.

- 1) With spouse only
- 2) With spouse and children
- 3) With relatives
- 4) With friends and colleagues
- 5) By myself

10. How much in total approximately did you spend on your last trip to Oklahoma? \$ _____

11. Approximately, what percentage did you spend on your last trip to Oklahoma for the following categories?

- | | |
|-----------------------------------|---------|
| 1) Transportation (includes fuel) | _____ % |
| 2) Food | _____ % |
| 3) Lodging | _____ % |
| 4) Entertainment | _____ % |
| 5) Shopping | _____ % |
| Total | 100% |

12. What's the primary means of transportation on your last trip to Oklahoma?

- 1) By Air
- 2) By Train
- 3) By Auto/Truck
- 4) By Camper/RV
- 5) By Rental car
- 6) By Bus
- 7) Other

13. How many nights did you stay on your last trip to Oklahoma? Please specify: _____

14. What's the primary type of lodging on your last trip to Oklahoma?

- 1) Hotel/Motel/B & B
- 2) With friends and relatives
- 3) RV/Tent
- 4) Condo/Time sharing
- 5) Other
- 6) No Nights

15. Did you stop by Oklahoma Welcome Center or Tourism Information Center on your last trip to Oklahoma?

- 1) Yes
- 2) No (please proceed to **question #17 on**)

16. What kind of services and/or facilities did you utilize at the Oklahoma Welcome Center? Choose all that apply.

- 1) Restroom
- 2) Driving directions
- 3) Travel material
- 4) Gift shop
- 5) Travel advice and Counseling
- 6) Other

17. Based on the services and/or facilities you used at the Oklahoma Welcome Center, please indicate your level of satisfaction on the following items. Please **Circle** one number only for each item.

- 1. Extremely Displeased
- 2. Displeased
- 3. Somewhat Displeased
- 4. Neutral
- 5. Somewhat Pleased
- 6. Pleased
- 7. Extremely Pleased

Statement	Level of Satisfaction						
	Extremely Displeased		Neutral			Extremely Pleased	
Friendliness and courtesy of the center staff	1	2	3	4	5	6	7
Helpfulness of service received	1	2	3	4	5	6	7
Usefulness of information provided	1	2	3	4	5	6	7
Cleanness and attractiveness of the facilities	1	2	3	4	5	6	7
Clear and easy to understand signage	1	2	3	4	5	6	7
Overall environment	1	2	3	4	5	6	7

18. Please circle the number for each of the following statements that best describes your level of satisfaction on your last trip for the following items. Please **circle** one number only for each item.

1. Extremely Dissatisfied
2. Dissatisfied
3. Somewhat Dissatisfied
4. Neutral
5. Somewhat Satisfied
6. Satisfied
7. Extremely Satisfied

Attributes	Level of Satisfaction						
	Extremely Dissatisfied			Neutral		Extremely Satisfied	
Lodging	1	2	3	4	5	6	7
Food	1	2	3	4	5	6	7
Infrastructure (roads, water supply, telecommunications, etc.)	1	2	3	4	5	6	7
Residents	1	2	3	4	5	6	7
Shopping	1	2	3	4	5	6	7
Entertainment Opportunities	1	2	3	4	5	6	7
Weather	1	2	3	4	5	6	7
Secure and safe	1	2	3	4	5	6	7
Oklahoma State Parks/Recreation facilities	1	2	3	4	5	6	7
National Parks/Recreation facilities	1	2	3	4	5	6	7
Quality of Attractions	1	2	3	4	5	6	7
Service at Attractions	1	2	3	4	5	6	7
Service at Restaurants	1	2	3	4	5	6	7
Service at Lodging	1	2	3	4	5	6	7
Value for the money	1	2	3	4	5	6	7
Friendliness of people	1	2	3	4	5	6	7

19. Please circle the number for each of the following statements that best indicates your level of agreement for your overall feelings of the last trip to Oklahoma. Please **circle** one number only for each item.

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neither Agree nor Disagree
5. Somewhat Agree
6. Agree
7. Strongly Agree

My last trip to Oklahoma was	Level of Agreement						
	Strongly Disagree		Neutral			Strongly Agree	
Satisfying experience	1	2	3	4	5	6	7
Better than I expected	1	2	3	4	5	6	7
A good choice	1	2	3	4	5	6	7
Good value for money	1	2	3	4	5	6	7
Very pleasant	1	2	3	4	5	6	7

20. Please circle the number for each of the following statement that best indicates your level of agreement. Please **circle** one number only for each item.

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neutral
5. Somewhat Agree
6. Agree
7. Strongly Agree

Statement	Level of Agreement						
	Strongly Disagree		Neutral			Strongly Agree	
I will recommend Oklahoma to others	1	2	3	4	5	6	7
I will say something good about Oklahoma as a travel destination	1	2	3	4	5	6	7
I will revisit Oklahoma in the near future	1	2	3	4	5	6	7
I will stay longer for my next trip to Oklahoma	1	2	3	4	5	6	7

21. Please express your feelings towards Oklahoma as a travel destination by circling a number for each following word set. Please **circle** one number only for each item.

Unpleasant	1	2	3	4	5	6	7	Pleasant
Boring	1	2	3	4	5	6	7	Exciting
Stressful	1	2	3	4	5	6	7	Relaxing
Ugly	1	2	3	4	5	6	7	Beautiful
Negative	1	2	3	4	5	6	7	Positive

22. Please circle the number for each of the following statements that best describes your level of agreement for the following statements. Please **Circle** one number only for each statement.

- 1. Strongly Disagree
- 2. Disagree
- 3. Somewhat Disagree
- 4. Neutral
- 5. Somewhat Agree
- 6. Agree
- 7. Strongly Agree

Oklahoma is a place with	Level of Agreement						
	Strongly Disagree			Neutral			Strongly Agree
Safe and secure environment	1	2	3	4	5	6	7
Clean and unspoiled environment	1	2	3	4	5	6	7
Lots of open spaces	1	2	3	4	5	6	7
Good weather and climate	1	2	3	4	5	6	7
Friendly local people	1	2	3	4	5	6	7
Good place for family with children	1	2	3	4	5	6	7
Easy access to all the areas	1	2	3	4	5	6	7
High quality infrastructure(highway system/local transportation, etc)	1	2	3	4	5	6	7
Availability of tourist information centers (welcome centers)	1	2	3	4	5	6	7
Readily available travel information	1	2	3	4	5	6	7
Reasonable costs of food and lodging	1	2	3	4	5	6	7
Lots of accommodation options	1	2	3	4	5	6	7
Appealing local cuisine	1	2	3	4	5	6	7
Great value for money	1	2	3	4	5	6	7
Great value for fun	1	2	3	4	5	6	7
Interesting state parks/amusement/theme parks	1	2	3	4	5	6	7
Beautiful sceneries and natural wonders	1	2	3	4	5	6	7
Lots of adventurous activities (hunting/rock climbing, etc)	1	2	3	4	5	6	7
Interesting cultural/historical attractions	1	2	3	4	5	6	7
Cultural events/festivals	1	2	3	4	5	6	7
Interesting Native American Culture	1	2	3	4	5	6	7
Interesting Cowboy and Western culture	1	2	3	4	5	6	7
A wide variety of outdoor recreation (camping/canoeing/fishing, etc)	1	2	3	4	5	6	7
Good nightlife and entertainment	1	2	3	4	5	6	7
Facilities for water sports (beaches/sailing, etc)	1	2	3	4	5	6	7
Good shopping centers	1	2	3	4	5	6	7
Facilities for golfing	1	2	3	4	5	6	7
Good gaming venues	1	2	3	4	5	6	7

23. What is your gender?
- 1) Male
 - 2) Female
24. What is your current marital status?
- 1) Single
 - 2) Married
25. What is your household size?
- 1) One
 - 2) Two
 - 3) Three
 - 4) Four
 - 5) Five or more
26. Please specify the number of children in your household.
- 1) Under 18 years old: _____
 - 2) 18 years old and above: _____
27. What is your age group?
- 1) 18-24
 - 2) 25-34
 - 3) 35-44
 - 4) 45-54
 - 5) 55-64
 - 6) 65 or above
28. What is your highest level of education completed?
- 1) Less than High School
 - 2) High School Diploma
 - 3) Some College
 - 4) College Degree
 - 5) Post Graduate Work/Degree
29. What's your current occupation?
- 1) Manager/Executive
 - 2) Professional/Technical
 - 3) Government/Military
 - 4) Clerical/Sales
 - 5) Ranchers/Farmers
 - 6) Self-employed
 - 7) Student

- 8) Housewife
- 9) Retired/Not in workforce
- 10) Other

30. What is your approximate annual household income?

- 1) Under \$ 19,999
- 2) \$ 20,000- 29,999
- 3) \$ 30,000 - 49,999
- 4) \$ 50,000 -74,999
- 5) \$ 75,000 -99,999
- 6) \$ 100,000 -149,999
- 7) \$ 150,000 or more

31. What is your ethnic group?

- 1) African American
- 2) Caucasian
- 3) Hispanic
- 4) Other