

# Oklahoma Travel Impacts 2010-2015



Photo Credit: Oklahoma Tourism

November 2016

*Prepared for the*

Oklahoma Tourism and Recreation Department  
Oklahoma City, Oklahoma

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# **OKLAHOMA TRAVEL IMPACTS 2010-2015**

Oklahoma Tourism and Recreation Department

Primary Research Conducted By:  
Dean Runyan Associates  
Portland, Oregon

**November 2016**

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## EXECUTIVE SUMMARY

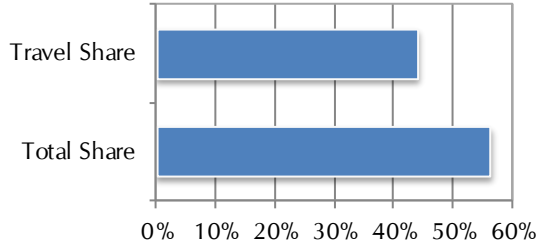
This report describes the economic impacts of travel to and through Oklahoma and the state's seventy-seven counties. The estimates of the direct impacts associated with traveler spending in Oklahoma were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The estimates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

### SUMMARY OF RECENT TRENDS

- Total direct travel spending in Oklahoma was \$8.6 billion in 2015. Largely due to a decline in the price of motor fuel, total direct travel spending declined by 2.1 percent over the preceding year in current dollars.
- Most notably, non-transportation visitor spending (not including motor fuel and visitor air transportation) increased by 2.4 percent over the preceding year. Since 2010, non-transportation visitor spending in the state has increased on average by 4.3 percent per year in current dollars.
- Direct travel-generated employment was 98,300 in 2015. This represents a 3 percent increase over the previous year. On average, direct travel-generated employment has increased by 2.6 percent per year since 2010.
- Direct travel-generated earnings (\$2.1 billion in 2015) increased by 4.2 percent over the previous year; travel-generated earnings have grown an average of 4.4 per year since 2010.
- Local, state and federal tax revenue generated by travel spending totaled \$986 million in 2015: \$265 million local (an increase of 2.5%), \$369 million state (an increase of 1.5%), and \$352 million federal. This is equivalent to \$650 for each Oklahoma household (state and local tax revenue is equivalent to \$415 for each Oklahoma household). The local and state tax revenues generated by travel spending represent 4.0 percent of all local and state tax revenues collected in Oklahoma.

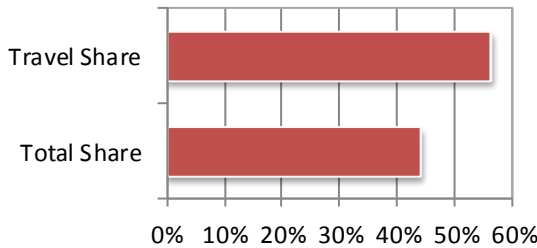
## THE OKLAHOMA TRAVEL INDUSTRY BENEFITS ALL AREAS OF THE STATE

### Five Largest Counties



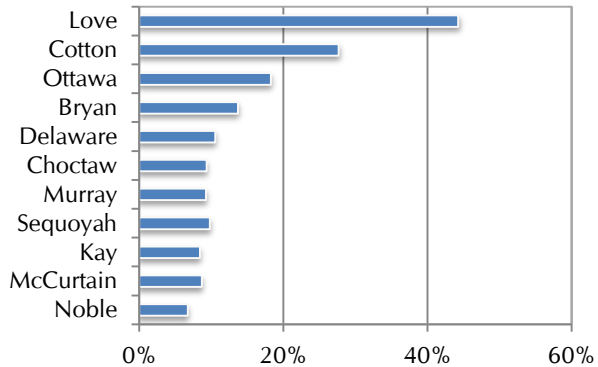
The five largest counties in the state (Oklahoma, Tulsa, Cleveland, Comanche and Canadian) have over one-half (56 percent) of the total employment in the state 44 percent of direct travel-generated employment. Travel-generated employment represents 3.2 percent of all employment in these counties.

### All other Oklahoma Counties



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

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



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

## OKLAHOMA TRAVEL IMPACTS, 2010-2015

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## PREFACE

The purpose of this study is to document the economic significance of the travel industry in Oklahoma from 2010 to 2015. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue.

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

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

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

Dean Runyan Associates  
833 SW 11th Ave., Suite 920  
Portland, OR 97205

(503) 226-2973  
info@deanrunyan.com  
[www.deanrunyan.com](http://www.deanrunyan.com)

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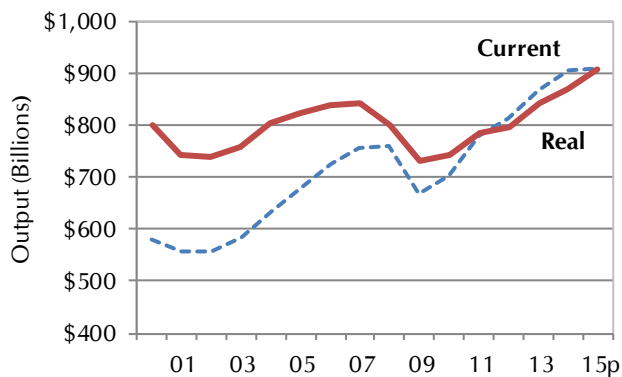
## I. U.S. TRAVEL



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

The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts.<sup>1</sup> Both graphs show direct tourism output for the United States – spending by resident and foreign visitors. The 2015 values are preliminary.

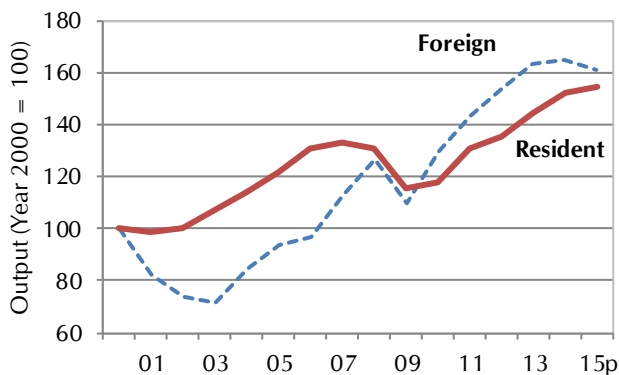
### Annual Direct Travel Spending in U.S., 2000-15p



Spending by resident and foreign visitors was \$909 billion in 2015 in current dollars. This reflects virtually no increase over 2014, largely due to lower prices for motor fuel. When adjusted for changes in prices (real dollars), spending increased by 4.4 percent from 2014 to 2015 – compared to a 3.1 for the preceding year.

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

(Current Dollars; Year 2000 = 100)



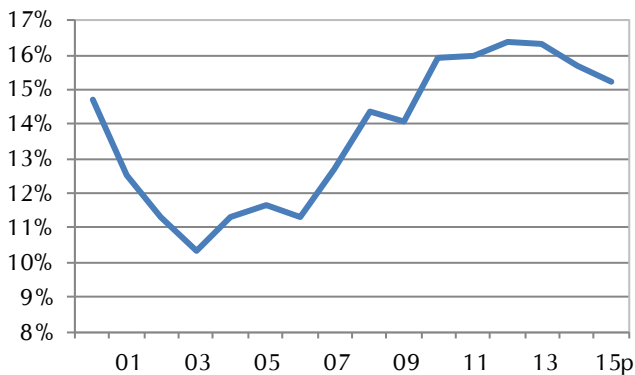
\*Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2015, the increase in spending by resident visitors (1.4 percent) exceeded the increase in foreign visitor spending (-2.2 percent). This is the second consecutive year that resident spending growth was greater than foreign.

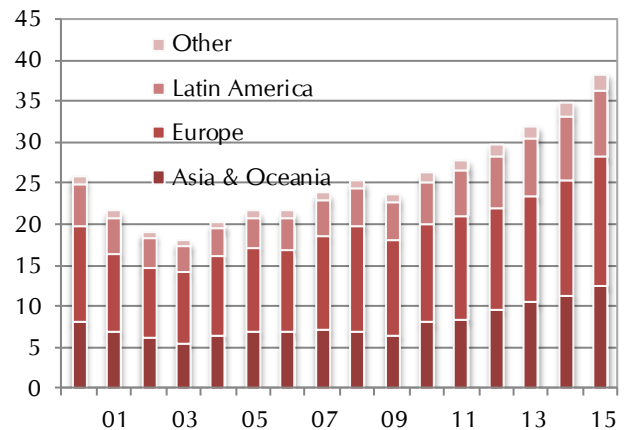
<sup>1</sup> See <http://www.bea.gov/industry/index.htm#satellite>.

The top left chart shows that the foreign share of U.S. internal travel has declined over the past two years because of the lower rate of growth of foreign visitor spending (shown in preceding chart).<sup>2</sup> However, as the graph on the right indicates, overseas arrivals to the U.S. have been increasing. Much of the explanation for the declining foreign share of internal travel in the U.S. is due to the increasing value of U.S. currency (see bottom left chart). As the value of foreign currencies fall relative to the U.S. dollar, foreign visitors have less money to spend on U.S. goods and services.

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

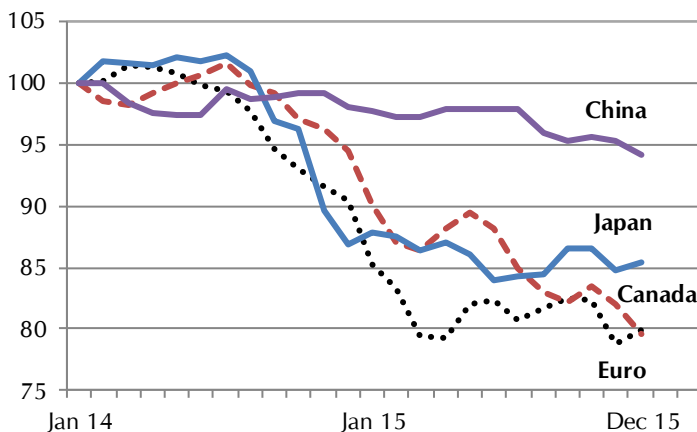


**Overseas Arrivals (Millions)**



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

Monthly Averages, 2014 through 2015



Sources:

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

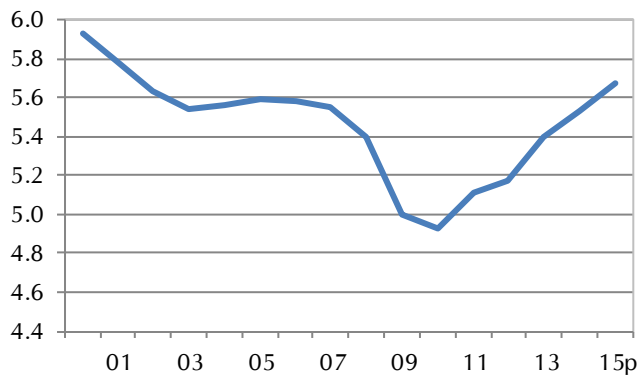
Overseas Arrivals: Office of Travel and Tourism Industries, U.S. Department of Commerce. Note: Arrivals for 2014 and 2015 are somewhat greater than preceding years due to a change in processing methodology.

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

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

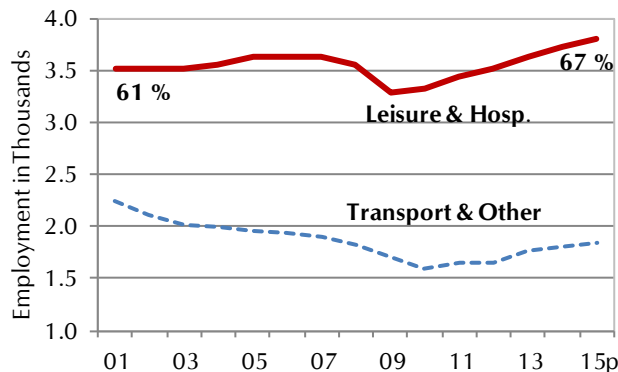
The following two graphs show employment trends since 2000. The first graph shows that travel-generated employment has increased at a steady rate since 2010. Travel industry employment has now recovered to the level immediately preceding the 2008-09 recession, although it is still below its peak earlier in that decade. Part of the reason for this is shown in the second graph. Leisure and hospitality employment was 3.8 million in 2015 or 67 percent of total travel industry employment, compared to 3.6 million in 2000 or 61 percent of the total. Most of this growth was due to food services employment. However, employment in transportation and other industries declined over the same period from 2.3 million to 1.8 million, mostly due to decreased employment in the airline and related transportation industries.

### U.S. Travel Industry Employment



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

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



Source: See above graph. Leisure & hospitality includes accommodations, food services, and arts, entertainment & recreation. Transportation and other includes retail and all other industries.

## II. OKLAHOMA TRAVEL IMPACTS



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

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

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

- Total direct travel spending in Oklahoma was \$8.6 billion in 2015. Largely due to a decline in the price of motor fuel, total direct travel spending declined by 2.1 percent over the preceding year in current dollars.
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- Direct travel-generated earnings (\$2.1 billion in 2015) increased by 4.2 percent over the previous year; travel-generated earnings have grown by 4.4 per year since 2010.
- Local, state and federal tax revenue generated by travel spending totaled \$986 million in 2015: \$265 million local (an increase of 2.5%), \$369 million state (an increase of 1.5%), and \$352 million federal. This is equivalent to \$650 for each Oklahoma household (state and local tax revenue is equivalent to \$415 for each Oklahoma household). The local and state tax revenues generated by travel spending represent 4.0 percent of all local and state tax revenues collected in Oklahoma.



## TRAVEL TRENDS

### Oklahoma Direct Travel Impacts, 2010-2015

	2010	2011	2012	2013	2014	2015	Avg. Annual % Chg.	
							14-15	10-15
<b>Spending (\$Millions)</b>								
Total	7,416	7,976	8,300	8,610	8,831	8,648	-2.1%	3.1%
Other	612	646	611	595	610	630	3.1%	0.6%
Visitor	6,804	7,330	7,689	8,015	8,221	8,018	-2.5%	3.3%
Non-transportation	5,270	5,514	5,830	6,116	6,353	6,504	2.4%	4.3%
Transportation	1,534	1,816	1,860	1,899	1,868	1,514	-19.0%	-0.3%
<b>Earnings (\$Millions)</b>								
	1,730	1,814	1,881	1,942	2,024	2,143	4.2%	4.4%
<b>Employment (Thousands)</b>								
	86.4	88.5	90.6	93.0	95.4	98.3	3.0%	2.6%
<b>Government Revenue (\$Millions)</b>								
Total	832	841	883	933	966	986	2.0%	3.5%
Local	207	218	237	247	258	265	2.5%	5.0%
Visitor	162	172	188	200	210	214	1.9%	5.7%
Business or Employee	46	46	48	48	49	51	5.2%	2.3%
State	319	326	342	353	364	369	1.5%	3.0%
Visitor	263	271	283	294	303	305	0.7%	3.0%
Business or Employee	56	56	58	59	61	65	5.6%	3.1%
Federal	305	297	305	332	344	352	2.2%	2.9%

**Other spending** includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes private auto, auto rental, other local ground transportation and one-way airfares.

**Earnings** include wages & salaries, earned benefits and proprietor income.

**Employment** includes all full- and part-time employment of payroll employees and proprietors.

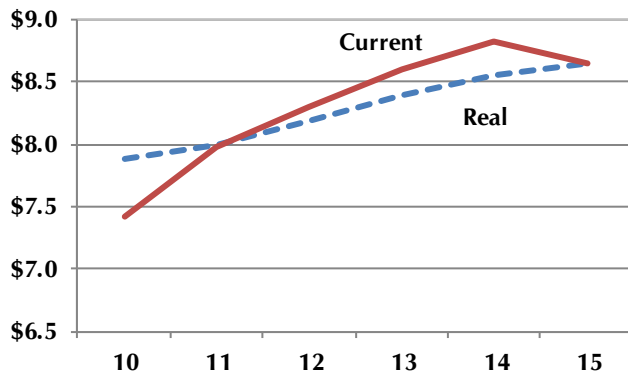
**Local revenue** includes lodging taxes, sales taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

**State revenue** includes lodging, sales, mixed beverage and motor fuel tax payments of visitors, and the income tax payments and sales tax payments attributable to the travel industry income of employees and businesses. The visitor related share of tribal gaming exclusivity fees are also included.

**Federal revenue** includes motor fuel excise taxes and airline ticket taxes, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

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

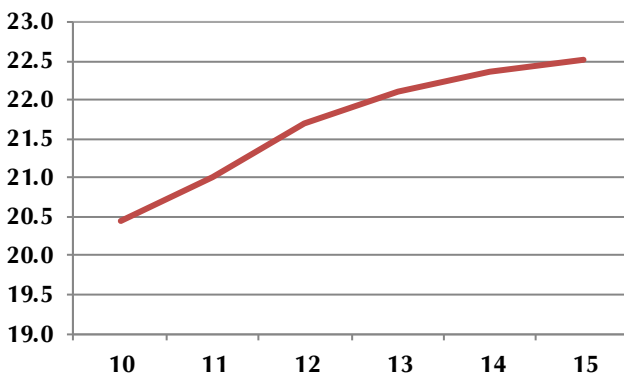
**Travel Spending** (Billions)



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

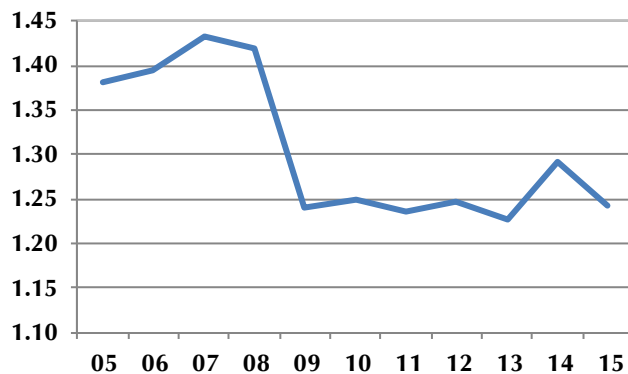
Sources: Bureau of Labor Statistics CPI, STR Inc., Energy Information Administration and Bureau of Transportation Origin and Destination Survey.

**Overnight Person Trips** (Millions)



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

**Visitor Air Arrivals** (Millions)



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

Source: Bureau of Transportation Origin and Destination Survey

## TRAVEL-GENERATED GOVERNMENT REVENUE

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

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

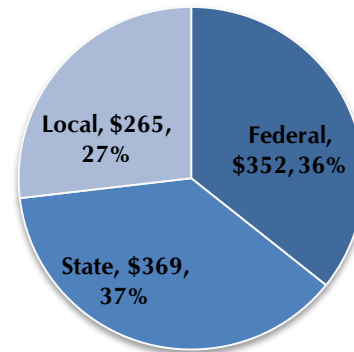
**State sales & other taxes** include the mixed beverage gross receipts tax, the motor fuel tax and the auto rental tax. The sales tax payments of both visitors and travel business employees are included. Sales tax revenue reflects the state sales tax payments attributable to the income of travel industry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

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

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

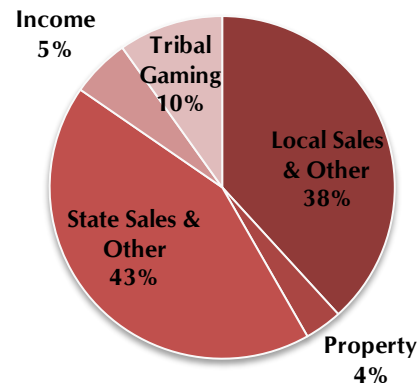
### Local, State & Federal Revenue

(Millions)



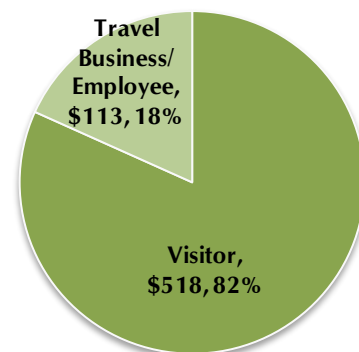
### Local & State Revenue (Millions)

by Tax Category



### Local & State Revenue (Millions)

by Local Resident or Visitor



## OVERNIGHT VISITOR VOLUME AND AVERAGE DAILY SPENDING

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

	2010	2011	2012	2013	2014	2015
All Overnight	4,741	5,142	5,451	5,684	5,824	5,651
Hotel, Motel	2,920	3,176	3,452	3,658	3,800	3,760
Private Home	1,267	1,370	1,400	1,418	1,421	1,335
Other Overnight	554	596	600	608	603	557
Day Travel	2,063	2,188	2,238	2,331	2,396	2,367
Destination Spending	6,804	7,330	7,689	8,015	8,221	8,018

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

### Average Expenditures for Overnight Visitors, 2015

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$382	\$927	\$158	\$379	2.4	2.4
Air	\$435	\$1,618	\$249	\$925	1.7	3.7
Ground	\$376	\$875	\$151	\$350	2.5	2.3
Private Home	\$107	\$343	\$47	\$148	2.3	3.2
Air	\$159	\$896	\$93	\$523	1.7	5.6
Ground	\$99	\$299	\$42	\$126	2.4	3.0
Other Overnight	\$174	\$502	\$54	\$157	3.2	2.9
All Overnight	\$221	\$624	\$90	\$251	2.5	2.8

### Overnight Visitor Volume, 2013-2015

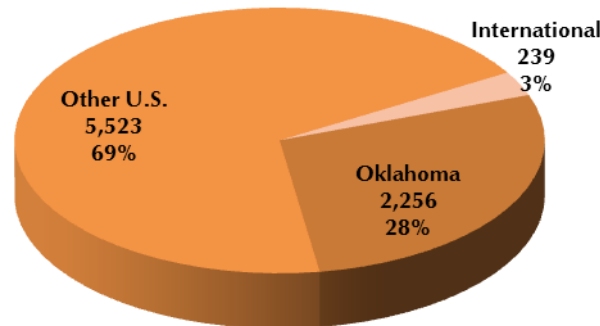
	Person-Nights (Million)			Party-Nights (Million)		
	2013	2014	2015	2013	2014	2015
Hotel, Motel	23.0	23.6	23.8	9.5	9.8	9.8
Private Home	28.4	28.4	28.6	12.4	12.4	12.5
Other Overnight	10.4	10.4	10.4	3.2	3.2	3.2
All Overnight	61.8	62.3	62.8	25.1	25.4	25.5

	Person-Trips (Million)			Party-Trips (Million)		
	2013	2014	2015	2013	2014	2015
Hotel, Motel	9.6	9.8	9.9	3.9	4.0	4.1
Private Home	9.0	9.0	9.0	3.9	3.9	3.9
Other Overnight	3.5	3.5	3.6	1.1	1.1	1.1
All Overnight	22.1	22.4	22.5	8.9	9.0	9.1

## OKLAHOMA VISITOR SPENDING BY VISITOR RESIDENCE

U.S. residents of states other than Oklahoma accounted for approximately two-thirds (69%) of all travel spending in Oklahoma in 2015. Residents of Oklahoma accounted for 28%, while international visitors accounted for about 3% of travel spending in the state.

**Oklahoma Visitor Spending by Visitor Residence, 2015**  
(\$ Million)



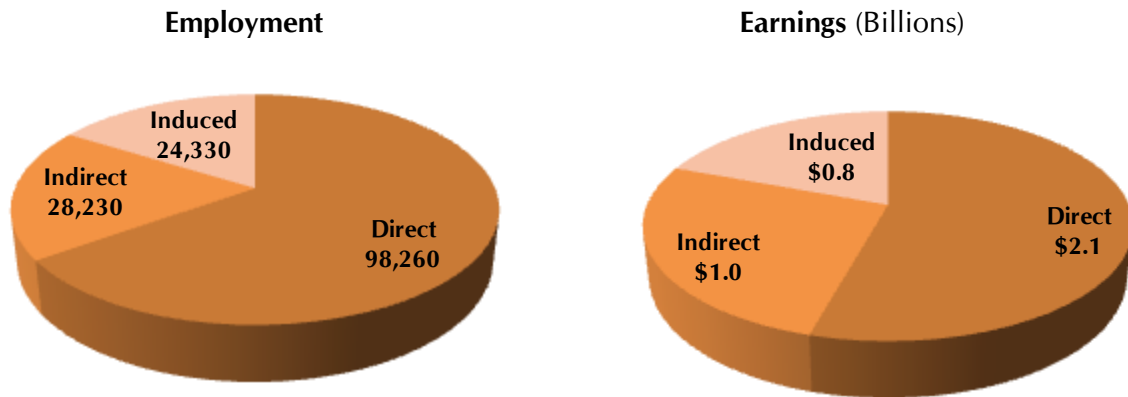
Note: Allocation by visitor residence established with data provided by TNS, Inc. and Bureau of Economic Analysis statistics on personal consumption expenditures for Oklahoma (most recent, 2012).

## DIRECT, SECONDARY AND TOTAL IMPACTS

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

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

## Total Employment and Earnings Generated by Travel Spending in Oklahoma, 2015



Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 150,900. The employment multiplier for 2015 is 1.53 (150,820/98,260). Total earnings were \$3.9 billion. The earnings multiplier is 1.84 (\$3.9/\$2.1).

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

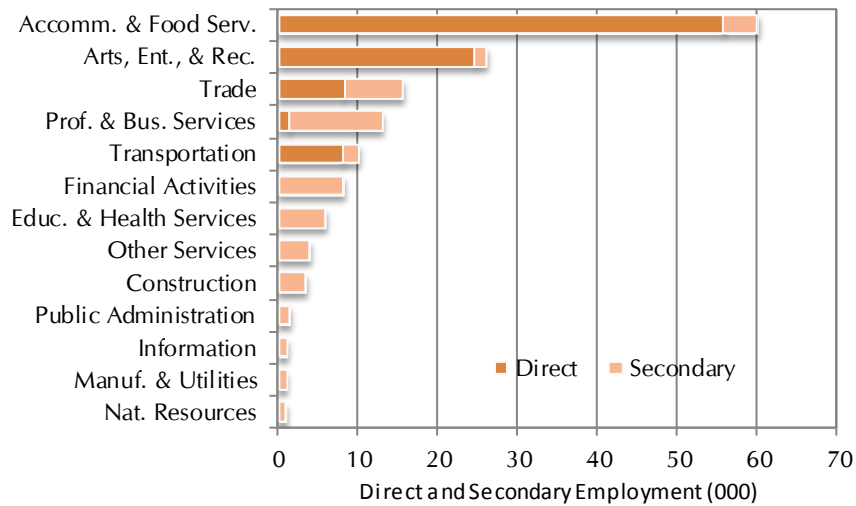
- **Accommodations & Food Services**
- **Arts, Entertainment and Recreation**
- **Retail Trade**
- **Transportation**

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

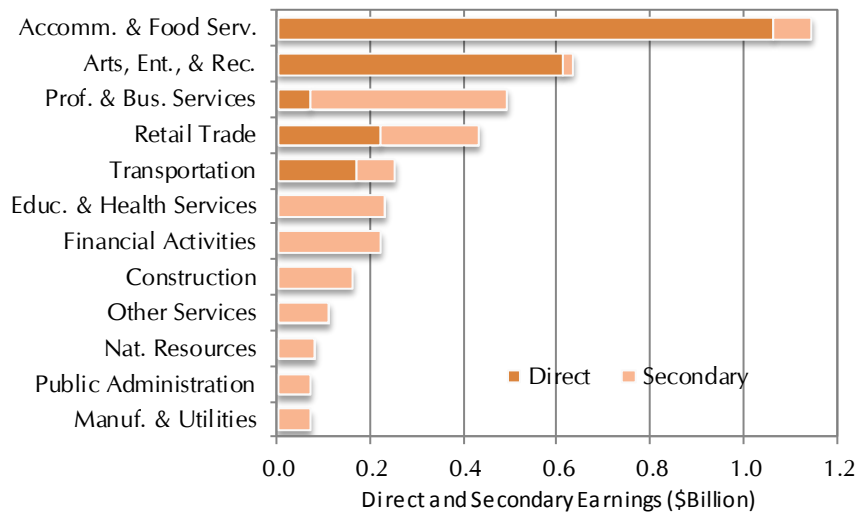
The indirect and induced impacts of travel spending are found in all eleven-industry groupings shown in the following tables and graphs. To summarize the primary secondary impacts:

- **Professional and Business Services** (11,540 jobs and \$420 million earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (5,920 jobs and \$230 million earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (8,190 jobs and \$220 million earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (3,970 jobs and \$110 million earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

## Direct and Secondary Employment Generated by Travel Spending in Oklahoma, 2015



## Direct and Secondary Earnings Generated by Travel Spending in Oklahoma, 2015



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



## Direct and Secondary Travel-Generated Employment in Oklahoma, 2015

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	55,700	1,160	3,170	4,330	60,030
Arts, Entertainment & Recreation	24,640	830	590	1,420	26,070
Trade	8,280	2,980	4,310	7,290	15,570
Professional and Business Services	1,470	9,050	2,490	11,540	13,010
Transport	8,170	1,360	540	1,900	10,060
Financial Activities		5,090	3,100	8,190	8,190
Education and Health Services		90	5,840	5,920	5,920
Other Services		1,270	2,700	3,970	3,970
Construction		3,190	250	3,440	3,440
Public Administration		1,020	440	1,450	1,450
Information		730	370	1,100	1,100
Manufacturing & Utilities		720	290	1,010	1,010
Natural Resources and Mining		750	240	990	990
<b>TOTAL</b>	<b>98,260</b>	<b>28,230</b>	<b>24,330</b>	<b>52,560</b>	<b>150,820</b>

## Direct and Secondary Travel-Generated Earnings in Oklahoma, 2015

(\$Million)

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	1,060	20	50	80	1,130
Arts, Entertainment & Recreation	610	20	10	20	640
Professional and Business Services	70	330	80	420	490
Trade	220	80	130	210	430
Transport	170	60	20	80	250
Education and Health Services		0	220	230	230
Financial Activities		140	80	220	220
Construction		150	10	160	160
Other Services		40	70	110	110
Natural Resources and Mining		60	20	80	80
Public Administration		50	20	70	70
Manufacturing & Utilities		50	20	70	70
Information		40	20	60	60
<b>TOTAL</b>	<b>2,140</b>	<b>1,040</b>	<b>760</b>	<b>1,800</b>	<b>3,940</b>

Source: Dean Runyan Associates and Minnesota Implan Group.

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

Detailed direct travel impacts for 2010 through 2015 follow:

## Oklahoma Travel Impacts, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Total Direct Travel Spending (\$Million)</b>						
Destination Spending	6,804	7,330	7,689	8,015	8,221	8,018
Other Travel*	612	646	611	595	610	630
Total Direct Spending	7,416	7,976	8,300	8,610	8,831	8,648
<b>Visitor Spending by Commodity Purchased (\$Million)</b>						
Accommodations	731	784	875	940	1,000	1,011
Food Service	1,793	1,891	2,031	2,126	2,203	2,278
Food Stores	296	316	331	338	349	354
Local Tran. & Gas	1,250	1,508	1,539	1,582	1,529	1,184
Arts, Ent. & Rec.	1,815	1,865	1,898	2,000	2,085	2,144
Retail Sales	635	658	695	711	717	718
Visitor Air Tran.	284	308	321	317	339	330
Destination Spending	6,804	7,330	7,689	8,015	8,221	8,018
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>						
Accom. & Food Serv.	813	854	909	942	1,000	1,058
Arts, Ent. & Rec.	490	506	517	542	570	615
Retail**	177	182	191	203	214	224
Ground Tran.	127	151	168	162	145	147
Visitor Air Tran.	10	9	8	10	11	11
Other Travel*	113	112	88	84	84	90
Total Direct Earnings	1,730	1,814	1,881	1,942	2,024	2,143
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>						
Accom. & Food Serv.	48.2	49.7	51.2	52.5	54.3	55.7
Arts, Ent. & Rec.	21.9	22.1	22.5	23.1	23.2	24.6
Retail**	7.2	7.2	7.4	7.8	8.0	8.3
Ground Tran.	6.1	6.5	7.0	7.1	7.4	7.3
Visitor Air Tran.	0.4	0.4	0.3	0.4	0.4	0.4
Other Travel*	2.7	2.6	2.2	2.2	2.0	2.0
Total Direct Employment	86.4	88.5	90.6	93.0	95.4	98.3
<b>Government Revenue Generated by Travel Spending (\$Million)</b>						
Local Tax Receipts	207	218	237	247	258	265
Visitor	162	172	188	200	210	214
Business or Employee	46	46	48	48	49	51
State Tax Receipts	319	326	342	353	364	369
Visitor	263	271	283	294	303	305
Business or Employee	56	56	58	59	61	65
Federal Revenue	305	297	305	332	344	352
Total Direct Gov't Revenue	832	841	883	933	966	986

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

### III. OKLAHOMA COUNTY TRAVEL IMPACTS



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

The tables included in this section are:

- *Travel Share of Total Employment and Earnings (2015)*. This table is useful for evaluating the relative importance of the travel industry for different counties.
- *Travel Spending by County, (2010-2015)*. Visitor spending is reported as non-transportation spending and transportation spending. Transportation spending includes all local transportation costs, primarily purchases of motor fuel. Airfares and ground transportation spending to other Oklahoma destinations is included in Total Spending.
- *Travel Economic Impacts (2015)*. Estimates of spending, earnings, employment and state and local government revenue are provided for each county.
- *Overnight Visitor Volume (2015)*. Estimates of overnight trips and total nights spent in the county are provided for both persons and travel parties, subject to data limitations.
- *Average Overnight Visitor Spending (2015)*. Estimates of average overnight spending for persons and travel parties are provided, subject to data limitations.
- *County Detail Tables, (2010-2015)*. *The economic impact, visitor volume and average spending estimates are provided for each county for the years 2010 through 2015, subject to data limitations.*

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

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

## Travel Share of Total Employment and Earnings, 2015

	Earnings (\$M)			Employment		
	Total	Travel	Percent	Total	Travel	Percent
Adair	272.3	4.2	1.5%	8,190	260	3.2%
Alfalfa	163.6	1.1	0.7%	3,440	70	2.1%
Atoka	209.0	8.0	3.8%	7,130	370	5.2%
Beaver	187.1	0.6	0.3%	4,210	50	1.1%
Beckham	838.3	12.4	1.5%	16,440	760	4.6%
Blaine	231.5	4.7	2.0%	6,130	310	5.1%
Bryan	867.5	83.1	9.6%	22,720	3,100	13.7%
Caddo	486.4	9.2	1.9%	12,530	570	4.6%
Canadian	2,051.7	36.4	1.8%	52,420	1,800	3.5%
Carter	1,636.0	26.6	1.6%	38,550	1,480	3.9%
Cherokee	844.6	16.3	1.9%	23,790	990	4.2%
Choctaw	249.6	18.8	7.5%	7,410	690	9.4%
Cimarron	95.1	0.8	0.9%	2,100	60	2.9%
Cleveland	5,218.7	91.0	1.7%	130,930	4,720	3.6%
Coal	80.6	0.7	0.8%	2,760	40	1.5%
Comanche	3,395.2	44.1	1.3%	67,500	2,460	3.7%
Cotton	123.0	27.7	22.5%	3,020	830	27.7%
Craig	356.2	4.3	1.2%	8,950	240	2.7%
Creek	1,307.1	13.3	1.0%	32,460	760	2.4%
Custer	861.4	19.0	2.2%	19,140	1,030	5.4%
Delaware	548.7	39.8	7.3%	15,930	1,670	10.5%
Dewey	158.6	0.9	0.6%	3,630	60	1.6%
Ellis	172.3	0.7	0.4%	3,140	50	1.5%
Garfield	1,999.5	29.2	1.5%	40,590	1,620	4.0%
Garvin	686.6	14.6	2.1%	16,910	800	4.8%
Grady	883.2	23.5	2.7%	22,940	1,520	6.7%
Grant	190.8	0.5	0.3%	4,080	50	1.2%
Greer	74.0	1.0	1.4%	2,410	90	3.7%
Harmon	58.3	0.3	0.5%	1,530	30	2.0%
Harper	87.7	0.5	0.5%	2,250	50	2.1%
Haskell	255.1	4.8	1.9%	6,590	220	3.4%
Hughes	234.2	1.7	0.7%	6,120	110	1.8%
Jackson	684.5	9.1	1.3%	14,620	560	3.8%
Jefferson	91.4	1.3	1.4%	2,440	70	3.0%
Johnston	190.5	2.0	1.0%	5,130	120	2.4%
Kay	1,193.4	33.4	2.8%	25,870	2,170	8.4%
Kingfisher	462.3	3.0	0.6%	10,720	180	1.7%
Kiowa	146.9	2.1	1.5%	4,280	160	3.7%
Latimer	218.0	2.4	1.1%	5,470	160	3.0%

## Travel Share of Total Employment and Earnings, 2015

	Earnings (\$M)			Employment		
	Total	Travel	Percent	Total	Travel	Percent
Le Flore	803.2	34.0	4.2%	20,250	1,340	6.6%
Lincoln	432.7	7.7	1.8%	14,470	470	3.2%
Logan	786.9	12.2	1.6%	24,230	810	3.4%
Love	278.8	126.9	45.5%	7,570	3,330	44.3%
McClain	525.6	18.0	3.4%	14,420	770	5.4%
McCurtain	633.5	31.9	5.0%	17,090	1,480	8.7%
McIntosh	228.3	12.8	5.6%	7,730	560	7.2%
Major	222.1	1.2	0.5%	5,270	70	1.4%
Marshall	254.9	11.0	4.3%	6,950	490	7.1%
Mayes	804.9	13.2	1.6%	18,390	800	4.4%
Murray	343.4	18.9	5.5%	8,920	820	9.3%
Muskogee	1,832.5	25.0	1.4%	40,570	1,580	3.9%
Noble	292.0	12.4	4.3%	7,280	490	6.7%
Nowata	121.8	1.1	0.9%	4,120	90	2.2%
Okfuskee	148.9	1.8	1.2%	4,950	110	2.3%
Oklahoma	38,148.4	536.9	1.4%	592,100	22,270	3.8%
Okmulgee	547.6	20.0	3.6%	15,570	1,220	7.9%
Osage	705.0	24.8	3.5%	19,670	950	4.9%
Ottawa	619.5	82.8	13.4%	16,760	3,040	18.3%
Pawnee	233.2	5.0	2.2%	6,260	350	5.6%
Payne	2,249.5	34.8	1.5%	49,480	2,100	4.3%
Pittsburg	1,037.1	32.3	3.1%	23,370	1,620	7.0%
Pontotoc	1,089.0	13.8	1.3%	26,110	790	3.0%
Pottawatomie	1,325.9	29.9	2.3%	34,390	1,700	5.0%
Pushmataha	164.4	2.2	1.3%	5,190	160	3.2%
Roger Mills	82.0	0.7	0.9%	2,300	60	2.8%
Rogers	2,036.0	36.0	1.8%	45,930	1,710	3.8%
Seminole	467.5	4.8	1.0%	11,240	280	2.5%
Sequoyah	450.5	30.8	6.8%	14,670	1,430	9.8%
Stephens	1,439.0	18.2	1.3%	30,170	1,130	3.8%
Texas	808.3	10.1	1.3%	13,370	650	4.9%
Tillman	164.6	1.4	0.9%	3,530	90	2.6%
Tulsa	30,334.6	286.1	0.9%	468,330	12,270	2.6%
Wagoner	589.8	14.5	2.5%	15,230	840	5.6%
Washington	1,692.1	16.6	1.0%	28,620	900	3.2%
Washita	140.4	1.6	1.1%	4,360	140	3.2%
Woods	292.3	7.7	2.6%	6,760	430	6.4%
Woodward	811.0	12.0	1.5%	14,640	670	4.6%
State Total	124,464	2,144	1.7%	2,301,280	98,310	4.3%

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Adair</b>						
Total Spending	15.9	17.8	18.0	18.3	18.0	16.6
Visitor Spending	13.1	14.3	14.5	14.9	14.7	14.4
Non-transportation	10.2	10.8	11.1	11.4	11.4	11.7
Transportation	2.9	3.5	3.4	3.5	3.3	2.6
<b>Alfalfa</b>						
Total Spending	4.6	5.1	5.2	5.4	5.3	4.7
Visitor Spending	3.9	4.3	4.3	4.5	4.4	4.1
Non-transportation	2.8	3.0	3.1	3.2	3.2	3.2
Transportation	1.1	1.3	1.3	1.3	1.2	0.9
<b>Atoka</b>						
Total Spending	27.3	30.0	30.8	31.4	31.1	29.0
Visitor Spending	25.6	27.8	28.6	29.2	29.1	27.7
Non-transportation	22.1	23.6	24.4	25.0	25.0	24.6
Transportation	3.5	4.2	4.2	4.2	4.0	3.1
<b>Beaver</b>						
Total Spending	2.9	3.2	3.2	3.2	3.1	2.7
Visitor Spending	2.2	2.3	2.3	2.3	2.3	2.2
Non-transportation	1.6	1.7	1.7	1.7	1.7	1.7
Transportation	0.6	0.7	0.6	0.6	0.6	0.5
<b>Beckham (prior year revisions due to short-term housing for oilfield employees)</b>						
Total Spending	39.6	43.4	45.1	47.3	48.2	48.5
Visitor Spending	36.5	39.5	41.0	43.1	44.4	45.7
Non-transportation	30.1	31.7	33.2	35.0	36.6	39.3
Transportation	6.4	7.7	7.8	8.0	7.8	6.4
<b>Blaine</b>						
Total Spending	14.7	18.1	18.4	16.9	17.7	17.0
Visitor Spending	13.5	16.6	16.9	15.3	16.2	16.0
Non-transportation	10.4	12.6	12.9	11.6	12.6	13.1
Transportation	3.1	4.0	3.9	3.7	3.7	3.0
<b>Bryan</b>						
Total Spending	274.8	298.0	308.4	316.7	314.2	308.2
Visitor Spending	269.1	290.9	301.2	309.3	307.4	303.3
Non-transportation	255.5	274.0	284.3	291.9	290.9	290.7
Transportation	13.7	16.9	16.9	17.4	16.5	12.6
<b>Caddo</b>						
Total Spending	35.8	39.1	37.5	38.0	37.0	33.9
Visitor Spending	32.2	34.5	32.9	33.4	32.7	30.9
Non-transportation	24.8	25.8	24.7	25.0	24.8	24.8
Transportation	7.3	8.7	8.3	8.3	7.8	6.1

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Canadian</b>						
Total Spending	102.4	117.5	128.2	130.5	141.5	144.2
Visitor Spending	87.3	99.1	108.8	109.8	121.9	130.1
Non-transportation	76.2	85.1	94.1	95.0	106.5	117.3
Transportation	11.1	14.0	14.7	14.8	15.3	12.8
<b>Carter</b>						
Total Spending	86.4	104.0	107.3	114.5	117.3	106.3
Visitor Spending	80.0	96.0	98.4	105.2	109.2	100.6
Non-transportation	68.2	80.7	83.2	89.3	93.5	88.8
Transportation	11.7	15.3	15.2	16.0	15.6	11.8
<b>Cherokee</b>						
Total Spending	68.4	74.7	66.0	66.9	64.9	63.6
Visitor Spending	61.9	66.4	57.6	59.4	57.9	58.8
Non-transportation	50.3	52.7	45.2	46.7	46.0	49.2
Transportation	11.5	13.8	12.4	12.7	11.9	9.5
<b>Choctaw</b>						
Total Spending	66.3	71.1	73.0	74.2	73.6	72.1
Visitor Spending	64.4	68.8	70.6	71.8	71.4	70.6
Non-transportation	61.0	64.6	66.5	67.6	67.4	67.6
Transportation	3.4	4.1	4.1	4.2	4.0	3.0
<b>Cimarron</b>						
Total Spending	3.2	3.7	3.3	3.6	3.3	3.2
Visitor Spending	2.9	3.3	2.9	3.2	3.0	3.0
Non-transportation	2.3	2.6	2.2	2.5	2.4	2.5
Transportation	0.6	0.8	0.7	0.7	0.6	0.5
<b>Cleveland</b>						
Total Spending	290.4	311.3	329.5	340.9	337.5	341.9
Visitor Spending	254.4	265.1	281.8	292.6	292.5	308.5
Non-transportation	225.2	230.4	246.2	256.1	257.9	279.7
Transportation	29.2	34.7	35.6	36.5	34.7	28.8
<b>Coal</b>						
Total Spending	3.0	3.3	3.4	3.4	3.3	2.9
Visitor Spending	2.2	2.4	2.5	2.5	2.4	2.3
Non-transportation	1.7	1.7	1.8	1.9	1.8	1.9
Transportation	0.6	0.7	0.7	0.7	0.6	0.5
<b>Comanche</b>						
Total Spending	196.2	200.8	183.3	185.1	195.1	177.8
Visitor Spending	160.3	160.3	144.5	147.7	159.4	148.7
Non-transportation	132.4	129.7	117.4	120.1	131.0	126.3
Transportation	28.0	30.7	27.1	27.6	28.4	22.3

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.



**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Cotton</b>						
Total Spending	99.6	100.4	99.9	95.1	98.0	100.9
Visitor Spending	98.8	99.5	98.9	94.2	97.1	100.3
Non-transportation	95.9	96.1	95.6	91.0	94.0	97.9
Transportation	2.9	3.4	3.3	3.1	3.1	2.4
<b>Craig</b>						
Total Spending	15.1	16.9	17.3	17.7	17.5	15.9
Visitor Spending	13.2	14.6	15.1	15.5	15.4	14.4
Non-transportation	10.5	11.3	11.8	12.1	12.2	12.0
Transportation	2.7	3.3	3.3	3.3	3.1	2.4
<b>Creek</b>						
Total Spending	49.2	53.6	54.5	55.8	55.4	51.6
Visitor Spending	40.6	42.7	43.6	44.8	45.1	44.6
Non-transportation	33.7	34.5	35.4	36.5	37.2	38.3
Transportation	6.9	8.2	8.1	8.3	7.9	6.3
<b>Custer</b>						
Total Spending	49.7	65.0	74.2	63.4	59.3	59.6
Visitor Spending	46.3	60.7	69.3	58.3	54.6	56.2
Non-transportation	38.2	49.3	56.8	47.6	45.0	48.0
Transportation	8.1	11.5	12.5	10.7	9.6	8.1
<b>Delaware</b>						
Total Spending	138.2	145.3	148.9	150.5	149.7	150.3
Visitor Spending	132.8	138.6	141.0	143.0	142.9	145.3
Non-transportation	118.2	121.3	123.8	125.6	126.3	131.7
Transportation	14.6	17.3	17.2	17.4	16.7	13.6
<b>Dewey</b>						
Total Spending	3.4	3.8	3.9	4.0	4.0	3.6
Visitor Spending	2.8	3.1	3.1	3.2	3.3	3.1
Non-transportation	2.2	2.3	2.4	2.5	2.6	2.5
Transportation	0.6	0.7	0.7	0.7	0.7	0.6
<b>Ellis</b>						
Total Spending	2.7	3.0	3.0	3.1	3.1	2.8
Visitor Spending	2.2	2.3	2.4	2.5	2.5	2.4
Non-transportation	1.7	1.8	1.8	1.9	1.9	1.9
Transportation	0.5	0.6	0.6	0.6	0.6	0.4
<b>Garfield</b>						
Total Spending	77.6	93.7	131.7	132.3	127.9	116.1
Visitor Spending	69.7	82.5	120.2	122.4	118.0	108.9
Non-transportation	59.4	69.1	102.5	104.5	101.5	96.4
Transportation	10.3	13.3	17.7	17.9	16.5	12.5

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Garvin</b>						
Total Spending	34.0	38.1	46.9	48.8	52.7	52.8
Visitor Spending	29.8	32.9	41.7	43.4	48.7	50.0
Non-transportation	24.8	26.8	34.5	36.0	40.9	43.5
Transportation	5.0	6.1	7.2	7.4	7.8	6.5
<b>Grady</b>						
Total Spending	63.9	69.3	74.6	82.6	92.5	86.9
Visitor Spending	56.7	60.2	65.4	73.7	83.9	80.9
Non-transportation	51.1	53.4	58.3	66.0	75.8	74.7
Transportation	5.6	6.8	7.1	7.7	8.1	6.2
<b>Grant</b>						
Total Spending	2.2	2.4	2.4	2.4	2.4	2.1
Visitor Spending	1.6	1.7	1.7	1.7	1.7	1.7
Non-transportation	1.2	1.2	1.2	1.3	1.3	1.3
Transportation	0.4	0.5	0.5	0.5	0.5	0.4
<b>Greer</b>						
Total Spending	5.5	5.5	5.8	4.9	4.7	4.6
Visitor Spending	4.8	4.6	4.8	3.9	3.8	4.0
Non-transportation	3.8	3.5	3.7	3.0	2.9	3.2
Transportation	1.0	1.1	1.1	1.0	0.9	0.7
<b>Harmon</b>						
Total Spending	1.4	1.6	1.6	1.6	1.5	1.3
Visitor Spending	1.0	1.1	1.1	1.1	1.1	1.0
Non-transportation	0.8	0.8	0.8	0.8	0.8	0.8
Transportation	0.3	0.3	0.3	0.3	0.3	0.2
<b>Harper</b>						
Total Spending	2.0	2.2	2.2	2.3	2.3	2.0
Visitor Spending	1.5	1.6	1.7	1.7	1.7	1.6
Non-transportation	1.1	1.2	1.2	1.3	1.3	1.3
Transportation	0.4	0.5	0.5	0.5	0.5	0.4
<b>Haskell</b>						
Total Spending	19.2	20.5	20.8	21.2	20.9	19.7
Visitor Spending	17.6	18.5	18.9	19.1	19.0	18.4
Non-transportation	14.7	15.1	15.4	15.7	15.7	15.8
Transportation	2.9	3.5	3.4	3.5	3.3	2.5
<b>Hughes</b>						
Total Spending	7.3	8.1	8.1	8.2	8.0	7.0
Visitor Spending	5.5	5.9	5.9	6.0	6.0	5.6
Non-transportation	4.2	4.3	4.4	4.5	4.5	4.5
Transportation	1.4	1.6	1.6	1.6	1.5	1.1

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Jackson</b>						
Total Spending	34.3	34.3	37.5	34.7	33.8	34.7
Visitor Spending	30.7	29.7	33.0	30.1	29.6	31.7
Non-transportation	26.2	24.8	27.8	25.3	25.1	27.9
Transportation	4.4	4.9	5.2	4.8	4.5	3.8
<b>Jefferson</b>						
Total Spending	5.5	6.1	6.1	6.2	6.2	5.5
Visitor Spending	4.7	5.1	5.1	5.2	5.3	4.9
Non-transportation	3.3	3.4	3.5	3.6	3.7	3.7
Transportation	1.4	1.6	1.6	1.6	1.6	1.2
<b>Johnston</b>						
Total Spending	7.2	8.0	7.8	7.6	8.3	8.1
Visitor Spending	5.9	6.3	6.1	5.9	6.7	7.0
Non-transportation	4.5	4.6	4.5	4.3	5.1	5.7
Transportation	1.4	1.7	1.6	1.6	1.6	1.3
<b>Kay</b>						
Total Spending	106.7	119.0	123.9	139.3	129.0	108.6
Visitor Spending	100.6	111.5	116.3	131.7	121.6	103.3
Non-transportation	89.1	97.4	102.2	116.3	107.8	93.2
Transportation	11.5	14.1	14.2	15.4	13.8	10.1
<b>Kingfisher</b>						
Total Spending	10.8	12.2	12.4	12.8	12.7	11.4
Visitor Spending	9.0	9.9	10.1	10.5	10.5	9.8
Non-transportation	7.0	7.5	7.8	8.1	8.2	8.1
Transportation	1.9	2.3	2.3	2.4	2.3	1.7
<b>Kiowa</b>						
Total Spending	9.0	10.1	10.3	10.5	10.4	9.4
Visitor Spending	7.8	8.7	8.9	9.1	9.0	8.5
Non-transportation	5.7	6.1	6.3	6.5	6.6	6.6
Transportation	2.2	2.6	2.6	2.6	2.5	1.9
<b>Latimer</b>						
Total Spending	10.3	10.8	11.1	10.9	10.7	10.8
Visitor Spending	8.9	9.1	9.4	9.2	9.1	9.8
Non-transportation	7.0	6.8	7.1	7.1	7.1	8.0
Transportation	1.9	2.2	2.2	2.2	2.1	1.8
<b>Le Flore</b>						
Total Spending	124.3	134.6	137.9	140.5	138.7	133.5
Visitor Spending	118.1	126.8	130.2	132.8	131.4	128.5
Non-transportation	108.5	115.2	118.6	121.0	120.3	120.0
Transportation	9.6	11.6	11.6	11.8	11.2	8.5

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Lincoln</b>						
Total Spending	29.1	31.8	32.3	32.8	32.6	30.0
Visitor Spending	24.9	26.6	27.0	27.4	27.5	26.5
Non-transportation	21.1	22.1	22.5	22.9	23.3	23.2
Transportation	3.8	4.5	4.4	4.5	4.3	3.3
<b>Logan</b>						
Total Spending	37.4	40.8	42.6	46.7	49.7	47.7
Visitor Spending	32.2	34.2	35.8	39.8	43.1	43.1
Non-transportation	28.0	29.1	30.7	34.2	37.5	38.7
Transportation	4.2	5.1	5.1	5.5	5.6	4.4
<b>Love</b>						
Total Spending	382.8	365.3	363.2	423.8	516.0	556.5
Visitor Spending	381.6	363.8	361.8	422.3	514.6	555.6
Non-transportation	370.7	351.6	349.8	408.6	499.0	541.1
Transportation	10.9	12.2	11.9	13.7	15.6	14.4
<b>McClain</b>						
Total Spending	61.4	64.5	68.5	69.6	69.7	69.9
Visitor Spending	57.1	59.0	63.0	63.9	64.3	66.1
Non-transportation	53.3	54.5	58.3	59.2	59.7	62.5
Transportation	3.8	4.5	4.7	4.7	4.6	3.6
<b>McCurtain</b>						
Total Spending	95.0	101.1	112.1	119.5	130.4	133.2
Visitor Spending	90.9	95.9	107.0	114.3	125.5	130.0
Non-transportation	76.6	78.9	88.8	95.1	105.6	112.7
Transportation	14.4	17.0	18.2	19.2	19.9	17.2
<b>McIntosh</b>						
Total Spending	49.6	52.3	53.2	54.1	53.6	50.5
Visitor Spending	47.1	49.1	50.0	50.9	50.7	48.1
Non-transportation	39.5	40.1	41.0	41.8	42.0	41.3
Transportation	7.7	9.0	9.0	9.1	8.7	6.9
<b>Major</b>						
Total Spending	4.6	5.2	5.3	5.4	5.3	4.7
Visitor Spending	3.7	4.0	4.1	4.2	4.2	3.9
Non-transportation	2.8	3.0	3.1	3.2	3.2	3.2
Transportation	0.8	1.0	1.0	1.0	1.0	0.8
<b>Marshall</b>						
Total Spending	38.5	42.1	44.1	49.6	48.1	43.5
Visitor Spending	35.8	38.7	40.7	46.0	45.1	41.4
Non-transportation	29.2	30.8	32.6	37.3	36.8	35.4
Transportation	6.6	7.9	8.0	8.7	8.2	6.0

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

### Travel Spending by County (\$Millions), 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Mayes</b>						
Total Spending	43.1	46.9	49.0	49.6	49.7	48.8
Visitor Spending	38.0	40.5	42.7	43.2	43.8	44.8
Non-transportation	29.3	30.3	32.3	32.8	33.8	36.6
Transportation	8.7	10.2	10.4	10.4	10.0	8.1
<b>Murray</b>						
Total Spending	64.7	69.4	71.1	72.5	72.1	69.6
Visitor Spending	62.6	66.9	68.5	69.8	69.8	67.8
Non-transportation	53.6	56.1	57.7	58.9	59.4	59.8
Transportation	9.0	10.8	10.7	10.9	10.4	8.0
<b>Muskogee</b>						
Total Spending	74.8	90.8	110.2	110.4	107.0	111.0
Visitor Spending	65.2	79.0	97.8	97.8	96.1	103.6
Non-transportation	55.8	66.9	84.4	84.5	83.6	92.9
Transportation	9.4	12.1	13.4	13.3	12.5	10.7
<b>Noble</b>						
Total Spending	37.6	34.0	50.9	61.9	55.9	47.3
Visitor Spending	36.1	32.3	49.1	60.2	54.2	46.1
Non-transportation	33.5	29.4	45.2	55.6	50.2	43.6
Transportation	2.7	2.8	3.9	4.6	4.0	2.5
<b>Nowata</b>						
Total Spending	5.0	5.6	5.7	5.7	5.6	5.0
Visitor Spending	3.7	4.0	4.0	4.1	4.1	3.9
Non-transportation	2.8	2.9	2.9	3.0	3.0	3.1
Transportation	1.0	1.1	1.1	1.1	1.1	0.8
<b>Okfuskee</b>						
Total Spending	7.8	8.7	8.8	9.0	8.8	7.8
Visitor Spending	6.2	6.8	7.0	7.1	7.0	6.6
Non-transportation	4.8	5.1	5.2	5.3	5.4	5.3
Transportation	1.4	1.7	1.7	1.7	1.6	1.3
<b>Oklahoma</b>						
Total Spending	1,877.5	1,984.9	2,119.7	2,184.1	2,235.2	2,211.7
Visitor Spending	1,333.2	1,390.6	1,511.0	1,579.3	1,603.0	1,612.7
Non-transportation	1,130.1	1,162.6	1,270.4	1,329.6	1,358.5	1,398.4
Transportation	203.1	228.0	240.7	249.8	244.6	214.2
<b>Okmulgee</b>						
Total Spending	66.4	72.2	74.0	75.5	74.5	69.5
Visitor Spending	61.1	65.6	67.4	68.8	68.4	65.2
Non-transportation	54.5	57.6	59.5	60.8	60.8	59.4
Transportation	6.6	8.0	7.9	8.0	7.6	5.8

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Osage</b>						
Total Spending	88.7	92.6	93.3	97.0	95.6	91.3
Visitor Spending	82.8	85.1	85.9	89.5	88.5	86.5
Non-transportation	77.1	78.3	79.2	82.6	82.0	81.6
Transportation	5.7	6.8	6.7	6.9	6.5	4.9
<b>Ottawa</b>						
Total Spending	254.0	291.2	273.8	294.8	301.3	311.9
Visitor Spending	249.7	285.8	268.3	289.2	296.2	308.3
Non-transportation	239.8	273.0	256.3	276.4	283.9	298.6
Transportation	10.0	12.8	12.0	12.8	12.4	9.7
<b>Pawnee</b>						
Total Spending	17.9	19.3	19.2	19.4	19.2	18.6
Visitor Spending	15.8	16.7	16.6	16.9	16.8	17.0
Non-transportation	14.0	14.4	14.5	14.7	14.7	15.4
Transportation	1.9	2.2	2.2	2.2	2.1	1.6
<b>Payne</b>						
Total Spending	99.7	111.8	115.4	138.2	155.8	134.4
Visitor Spending	89.4	98.8	102.3	124.7	143.7	125.9
Non-transportation	76.4	82.9	86.4	106.2	124.1	111.9
Transportation	13.0	15.9	15.9	18.5	19.7	14.0
<b>Pittsburg</b>						
Total Spending	110.6	125.6	115.9	108.7	104.7	110.9
Visitor Spending	105.0	118.5	109.0	101.7	98.1	106.5
Non-transportation	94.2	105.2	96.7	89.9	87.1	97.0
Transportation	10.8	13.4	12.3	11.8	11.0	9.5
<b>Pontotoc</b>						
Total Spending	40.3	44.6	44.2	49.1	52.5	49.6
Visitor Spending	35.3	38.3	37.3	41.5	45.9	44.6
Non-transportation	29.8	31.6	31.0	34.5	38.8	39.0
Transportation	5.6	6.7	6.4	6.9	7.1	5.6
<b>Pottawatomie</b>						
Total Spending	103.3	105.6	113.7	122.9	109.7	103.4
Visitor Spending	93.9	94.3	102.3	111.8	99.2	96.2
Non-transportation	83.0	81.7	89.2	97.9	87.1	86.7
Transportation	10.9	12.6	13.1	13.9	12.2	9.5
<b>Pushmataha</b>						
Total Spending	9.6	10.5	10.6	10.8	10.6	9.5
Visitor Spending	8.1	8.8	8.9	9.0	9.0	8.4
Non-transportation	5.7	6.0	6.1	6.2	6.3	6.3
Transportation	2.4	2.8	2.8	2.8	2.7	2.0

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Roger Mills</b>						
Total Spending	2.7	3.1	3.2	3.3	3.2	2.9
Visitor Spending	2.3	2.6	2.6	2.7	2.7	2.5
Non-transportation	1.8	2.0	2.0	2.1	2.1	2.1
Transportation	0.5	0.6	0.6	0.6	0.6	0.4
<b>Rogers</b>						
Total Spending	111.9	118.6	125.3	127.8	125.0	134.6
Visitor Spending	100.7	104.5	111.1	113.3	111.5	125.1
Non-transportation	89.5	91.3	97.5	99.5	98.5	113.7
Transportation	11.2	13.3	13.6	13.8	13.0	11.4
<b>Seminole</b>						
Total Spending	18.0	19.9	21.0	23.0	21.9	18.3
Visitor Spending	14.9	15.9	17.0	19.0	18.1	15.8
Non-transportation	11.5	11.9	12.9	14.6	14.1	12.9
Transportation	3.4	4.0	4.1	4.4	4.0	2.9
<b>Sequoyah</b>						
Total Spending	116.7	119.3	116.1	113.5	112.6	114.1
Visitor Spending	111.5	112.8	109.7	107.1	106.6	109.9
Non-transportation	100.4	99.8	97.2	94.7	94.8	100.4
Transportation	11.1	13.0	12.5	12.4	11.8	9.6
<b>Stephens</b>						
Total Spending	54.8	58.1	63.9	70.1	77.0	69.4
Visitor Spending	48.9	50.7	56.5	62.0	69.5	63.7
Non-transportation	40.6	41.1	46.3	51.1	58.3	55.4
Transportation	8.2	9.6	10.2	10.8	11.2	8.4
<b>Texas</b>						
Total Spending	31.0	35.0	37.4	40.6	42.2	39.4
Visitor Spending	28.4	31.7	34.1	37.2	39.0	37.2
Non-transportation	24.2	26.6	28.7	31.5	33.4	32.9
Transportation	4.2	5.2	5.3	5.7	5.7	4.4
<b>Tillman</b>						
Total Spending	5.6	6.3	6.3	6.4	6.2	5.5
Visitor Spending	4.7	5.1	5.1	5.2	5.1	4.8
Non-transportation	3.6	3.8	3.9	3.9	3.9	3.9
Transportation	1.1	1.3	1.2	1.2	1.2	0.9
<b>Tulsa</b>						
Total Spending	1,190.9	1,288.7	1,291.9	1,325.9	1,373.6	1,334.6
Visitor Spending	715.4	767.0	807.9	847.9	888.0	869.5
Non-transportation	582.4	613.6	649.6	682.8	720.8	726.7
Transportation	133.0	153.4	158.3	165.1	167.2	142.8

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.

**Travel Spending by County (\$Millions), 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Wagoner</b>						
Total Spending	53.3	58.1	60.1	61.6	60.6	56.1
Visitor Spending	43.3	45.7	47.0	48.8	49.2	48.5
Non-transportation	35.6	36.5	37.8	39.4	40.2	41.4
Transportation	7.7	9.1	9.1	9.4	9.0	7.1
<b>Washington</b>						
Total Spending	54.6	62.7	74.4	72.9	72.9	64.8
Visitor Spending	46.6	53.8	65.4	63.7	64.6	58.7
Non-transportation	37.3	42.1	52.2	50.9	52.2	49.5
Transportation	9.3	11.7	13.2	12.8	12.4	9.3
<b>Washita</b>						
Total Spending	7.2	8.1	8.2	8.4	8.1	7.2
Visitor Spending	5.8	6.3	6.4	6.5	6.4	6.0
Non-transportation	4.1	4.3	4.4	4.5	4.6	4.6
Transportation	1.7	2.0	2.0	2.0	1.9	1.4
<b>Woods</b>						
Total Spending	13.0	15.6	17.9	25.3	34.2	29.3
Visitor Spending	11.1	13.3	16.0	23.4	32.5	28.0
Non-transportation	8.9	10.4	12.9	19.1	27.2	24.1
Transportation	2.2	2.8	3.2	4.2	5.3	3.8
<b>Woodward</b>						
Total Spending	45.9	59.9	74.5	67.5	69.3	63.1
Visitor Spending	43.1	56.3	70.8	63.6	65.8	60.6
Non-transportation	37.0	47.7	60.6	54.4	56.8	53.7
Transportation	6.1	8.6	10.2	9.2	9.0	6.8

Visitor transportation spending includes spending on ground transportation and motor fuel at the destination. All other transportation (airfares and spending on ground transportation to other Oklahoma destinations) is included in Total Spending.



## 2015 Economic Impacts of Travel

	Spending (\$Million)		Earnings (\$Million)	Employment	Government Revenue (\$Million)		
	Total	Visitor			Local	State	Total
Adair	16.6	14.4	4.2	260	0.6	0.8	1.4
Alfalfa	4.7	4.1	1.1	70	0.1	0.2	0.4
Atoka	29.0	27.7	8.0	370	0.7	1.3	2.1
Beaver	2.7	2.2	0.6	50	0.1	0.1	0.2
Beckham	48.5	45.7	11.5	710	2.3	2.3	4.6
Blaine	17.0	16.0	4.7	310	0.7	0.8	1.5
Bryan	308.2	303.3	83.1	3,100	4.9	13.4	18.3
Caddo	33.9	30.9	9.2	570	1.1	1.6	2.7
Canadian	144.2	130.1	36.4	1,800	5.7	6.8	12.5
Carter	106.3	100.6	26.6	1,480	4.7	4.9	9.6
Cherokee	63.6	58.8	16.3	990	2.4	2.9	5.3
Choctaw	72.1	70.6	18.8	690	1.0	3.2	4.2
Cimarron	3.2	3.0	0.8	60	0.1	0.2	0.3
Cleveland	341.9	308.5	91.0	4,720	12.1	16.1	28.2
Coal	2.9	2.3	0.7	40	0.1	0.1	0.2
Comanche	177.8	148.7	44.1	2,460	7.1	8.1	15.2
Cotton	100.9	100.3	27.7	830	0.9	4.5	5.3
Craig	15.9	14.4	4.3	240	0.6	0.8	1.4
Creek	51.6	44.6	13.3	760	1.8	2.5	4.3
Custer	59.6	56.2	19.0	1,030	3.1	3.0	6.1
Delaware	150.3	145.3	39.8	1,670	2.8	6.7	9.4
Dewey	3.6	3.1	0.9	60	0.1	0.2	0.3
Ellis	2.8	2.4	0.7	50	0.1	0.1	0.2
Garfield	116.1	108.9	29.2	1,620	5.4	5.6	11.0
Garvin	52.8	50.0	14.6	800	2.2	2.5	4.7
Grady	86.9	80.9	23.5	1,520	2.8	4.0	6.8
Grant	2.1	1.7	0.5	50	0.1	0.1	0.2
Greer	4.6	4.0	1.0	90	0.2	0.2	0.4
Harmon	1.3	1.0	0.3	30	0.0	0.1	0.1
Harper	2.0	1.6	0.5	50	0.1	0.1	0.2
Haskell	19.7	18.4	4.8	220	0.3	0.9	1.2
Hughes	7.0	5.6	1.7	110	0.2	0.3	0.5
Jackson	34.7	31.7	9.1	560	1.4	1.7	3.1
Jefferson	5.5	4.9	1.3	70	0.2	0.2	0.4
Johnston	8.1	7.0	2.0	120	0.3	0.4	0.7
Kay	108.6	103.3	33.4	2,170	3.6	4.9	8.5
Kingfisher	11.4	9.8	3.0	180	0.4	0.6	0.9
Kiowa	9.4	8.5	2.1	160	0.3	0.4	0.7
Latimer	10.8	9.8	2.4	160	0.4	0.5	0.9

## 2015 Economic Impacts of Travel

	Spending (\$Million)		Earnings (\$Million)	Employment	Government Revenue (\$Million)		
	Total	Visitor			Local	State	Total
Le Flore	133.5	128.5	34.0	1,340	1.8	5.9	7.7
Lincoln	30.0	26.5	7.7	470	1.1	1.4	2.5
Logan	47.7	43.1	12.2	810	1.7	2.3	4.0
Love	556.5	555.6	126.9	3,330	5.8	23.8	29.6
McClain	69.9	66.1	18.0	770	1.5	3.2	4.6
McCurtain	133.2	130.0	31.9	1,480	4.2	6.0	10.2
McIntosh	50.5	48.1	12.8	560	1.0	2.2	3.2
Major	4.7	3.9	1.2	70	0.1	0.2	0.4
Marshall	43.5	41.4	11.0	490	1.0	1.9	2.9
Mayes	48.8	44.8	13.2	800	1.9	2.3	4.3
Murray	69.6	67.8	18.9	820	1.7	3.1	4.8
Muskogee	111.0	103.6	25.0	1,580	4.1	4.9	9.0
Noble	47.3	46.1	12.4	490	1.1	2.1	3.3
Nowata	5.0	3.9	1.1	90	0.1	0.2	0.4
Okfuskee	7.8	6.6	1.8	110	0.2	0.4	0.6
Oklahoma	2,211.7	1,612.7	536.9	22,270	77.9	88.2	166.0
Okmulgee	69.5	65.2	20.0	1,220	1.5	3.4	4.8
Osage	91.3	86.5	24.8	950	1.9	4.2	6.1
Ottawa	311.9	308.3	82.8	3,040	4.3	13.5	17.8
Pawnee	18.6	17.0	5.0	350	0.6	0.9	1.4
Payne	134.4	125.9	34.8	2,100	5.4	6.3	11.7
Pittsburg	110.9	106.5	32.3	1,620	3.7	4.9	8.7
Pontotoc	49.6	44.6	13.8	790	2.2	2.4	4.5
Pottawatomie	103.4	96.2	29.9	1,700	3.5	4.9	8.5
Pushmataha	9.5	8.4	2.2	160	0.3	0.4	0.7
Roger Mills	2.9	2.5	0.7	60	0.1	0.1	0.2
Rogers	134.6	125.1	36.0	1,710	4.3	6.3	10.6
Seminole	18.3	15.8	4.8	280	0.7	0.9	1.6
Sequoyah	114.1	109.9	30.8	1,430	2.7	5.1	7.8
Stephens	69.4	63.7	18.2	1,130	2.7	3.3	6.0
Texas	39.4	37.2	10.1	650	1.8	1.9	3.6
Tillman	5.5	4.8	1.4	90	0.2	0.3	0.5
Tulsa	1,334.6	869.5	286.1	12,270	43.0	49.1	92.2
Wagoner	56.1	48.5	14.5	840	1.8	2.7	4.5
Washington	64.8	58.7	16.6	900	2.6	3.1	5.8
Washita	7.2	6.0	1.6	140	0.2	0.3	0.5
Woods	29.3	28.0	7.7	430	1.5	1.4	2.9
Woodward	63.1	60.6	12.0	670	3.4	2.8	6.2
State Total	8,648	7,298	2,143	98,260	265	369	634

**2015 Overnight Visitor Volume** (thousands)

	Nights		Trips			Nights		Trips	
	Person	Party	Person	Party		Person	Party	Person	Party
Adair	268	108	117	47	Le Flore	<i>not available due to high proportion of gaming</i>			
Alfalfa	112	41	47	17	Lincoln	355	149	133	54
Atoka	<i>not available due to high proportion of gaming</i>				Logan	490	210	187	78
Beaver	55	22	23	9	Love	<i>not available due to high proportion of gaming</i>			
Beckham	600	239	265	105	McClain	<i>not available due to high proportion of gaming</i>			
Blaine	275	100	120	44	McCurtain	<i>not available due to high proportion of gaming</i>			
Bryan	<i>not available due to high proportion of gaming</i>				*McIntosh	1,057	333	404	130
Caddo	541	200	232	86	Major	87	35	37	15
Canadian	1,432	620	549	231	*Marshall	647	216	263	89
Carter	1,029	407	448	177	Mayes	877	321	370	137
Cherokee	1,095	389	432	154	*Murray	593	211	264	94
Choctaw	<i>not available due to high proportion of gaming</i>				*Muskogee	1,060	427	445	179
Cimarron	53	20	24	9	Noble	<i>not available due to high proportion of gaming</i>			
Cleveland	2,913	1,262	1,120	471	Nowata	97	40	41	17
Coal	57	23	24	10	Okfuskee	142	56	60	24
Comanche	1,706	712	713	294	Oklahoma	12,331	5,316	5,145	2,158
Cotton	<i>not available due to high proportion of gaming</i>				*Okmulgee	563	233	239	97
Craig	230	92	104	41	*Osage	481	196	188	75
Creek	663	279	262	108	*Ottawa	941	372	420	166
Custer	686	274	327	131	*Pawnee	174	70	68	27
*Delaware	1,850	599	720	237	Payne	1,316	531	561	226
Dewey	63	25	27	11	*Pittsburg	1,192	438	488	181
Ellis	52	20	22	9	Pontotoc	542	220	226	92
Garfield	1,116	454	483	196	Pottawatomie	908	379	360	146
Garvin	542	219	256	103	Pushmataha	241	87	101	37
Grady	<i>not available due to high proportion of gaming</i>				Roger Mills	59	23	26	10
Grant	46	18	19	8	*Rogers	1,025	433	422	174
Greer	87	35	39	16	Seminole	305	122	132	53
Harmon	29	12	12	5	Sequoyah	<i>not available due to high proportion of gaming</i>			
Harper	39	16	16	7	Stephens	759	301	322	127
*Haskell	242	89	103	38	Texas	401	162	174	70
Hughes	137	56	57	23	Tillman	93	37	40	16
Jackson	385	157	162	66	Tulsa	8,345	3,616	3,571	1,514
Jefferson	122	45	52	19	Wagoner	766	319	302	123
Johnston	145	57	62	24	Washington	820	331	378	153
Kay	<i>not available due to high proportion of gaming</i>				Washita	150	59	65	25
Kingfisher	183	74	80	33	Woods	356	139	173	68
Kiowa	194	72	85	32	Woodward	564	225	251	100
Latimer	173	67	75	29					

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

## 2015 Average Overnight Spending

	Nights		Trips			Nights		Trips	
	Person	Party	Person	Party		Person	Party	Person	Party
Adair	\$41	\$102	\$94	\$234	Le Flore	<i>not available due to high proportion of gaming</i>			
Alfalfa	\$34	\$93	\$81	\$219	Lincoln	\$54	\$128	\$143	\$353
Atoka	<i>not available due to high proportion of gaming</i>				Logan	\$66	\$155	\$174	\$417
Beaver	\$29	\$71	\$69	\$170	Love	<i>not available due to high proportion of gaming</i>			
Beckham	\$74	\$187	\$168	\$423	McClain	<i>not available due to high proportion of gaming</i>			
Blaine	\$50	\$140	\$116	\$318	McCurtain	<i>not available due to high proportion of gaming</i>			
Bryan	<i>not available due to high proportion of gaming</i>				*McIntosh	\$31	\$99	\$81	\$254
Caddo	\$44	\$119	\$102	\$276	Major	\$33	\$83	\$78	\$194
Canadian	\$69	\$159	\$180	\$428	*Marshall	\$43	\$128	\$105	\$309
Carter	\$73	\$184	\$167	\$423	Mayes	\$39	\$107	\$93	\$251
Cherokee	\$38	\$108	\$97	\$272	*Murray	\$84	\$237	\$189	\$530
Choctaw	<i>not available due to high proportion of gaming</i>				*Muskogee	\$72	\$178	\$171	\$426
Cimarron	\$53	\$141	\$118	\$310	Noble	<i>not available due to high proportion of gaming</i>			
Cleveland	\$84	\$194	\$218	\$519	Nowata	\$28	\$69	\$68	\$164
Coal	\$29	\$72	\$70	\$171	Okfuskee	\$34	\$86	\$80	\$201
Comanche	\$64	\$153	\$153	\$370	Oklahoma	\$107	\$247	\$255	\$609
Cotton	<i>not available due to high proportion of gaming</i>				*Okmulgee	\$71	\$172	\$167	\$412
Craig	\$50	\$125	\$110	\$276	*Osage	\$65	\$159	\$165	\$413
Creek	\$49	\$116	\$124	\$301	*Ottawa	\$98	\$247	\$219	\$554
Custer	\$68	\$169	\$142	\$355	*Pawnee	\$48	\$121	\$124	\$315
*Delaware	\$47	\$146	\$121	\$367	Payne	\$71	\$176	\$166	\$413
Dewey	\$36	\$91	\$84	\$211	*Pittsburg	\$68	\$186	\$167	\$449
Ellis	\$33	\$84	\$78	\$197	Pontotoc	\$59	\$145	\$141	\$347
Garfield	\$73	\$179	\$168	\$414	Pottawatomie	\$77	\$184	\$194	\$479
Garvin	\$76	\$189	\$162	\$401	Pushmataha	\$34	\$95	\$82	\$225
Grady	<i>not available due to high proportion of gaming</i>				Roger Mills	\$39	\$102	\$91	\$235
Grant	\$25	\$62	\$61	\$151	*Rogers	\$74	\$176	\$180	\$436
Greer	\$42	\$105	\$95	\$234	Seminole	\$39	\$98	\$90	\$226
Harmon	\$24	\$62	\$60	\$151	Sequoyah	<i>not available due to high proportion of gaming</i>			
Harper	\$30	\$75	\$72	\$179	Stephens	\$61	\$153	\$143	\$361
*Haskell	\$49	\$133	\$115	\$310	Texas	\$68	\$169	\$157	\$389
Hughes	\$29	\$72	\$70	\$171	Tillman	\$39	\$98	\$90	\$225
Jackson	\$59	\$145	\$140	\$344	Tulsa	\$88	\$204	\$206	\$487
Jefferson	\$37	\$101	\$87	\$235	Wagoner	\$49	\$118	\$125	\$306
Johnston	\$36	\$92	\$85	\$215	Washington	\$58	\$144	\$126	\$312
Kay	<i>not available due to high proportion of gaming</i>				Washita	\$38	\$98	\$89	\$228
Kingfisher	\$41	\$101	\$93	\$229	Woods	\$75	\$192	\$154	\$395
Kiowa	\$41	\$110	\$93	\$249	Woodward	\$82	\$205	\$184	\$461
Latimer	\$44	\$115	\$101	\$261					

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

## Adair County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$15.9	\$17.8	\$18.0	\$18.3	\$18.0	\$16.6
Other Travel*	\$2.8	\$3.5	\$3.4	\$3.5	\$3.2	\$2.2
Visitor Spending	\$13.1	\$14.3	\$14.5	\$14.9	\$14.7	\$14.4
Overnight	\$9.9	\$10.9	\$11.1	\$11.4	\$11.3	\$11.0
Day	\$3.2	\$3.4	\$3.4	\$3.5	\$3.5	\$3.3
Visitor Spending	\$13.1	\$14.3	\$14.5	\$14.9	\$14.7	\$14.4
Non-transportation	\$10.2	\$10.8	\$11.1	\$11.4	\$11.4	\$11.7
Transportation	\$2.9	\$3.5	\$3.4	\$3.5	\$3.3	\$2.6
Total Direct Earnings (million)	\$3.6	\$3.8	\$4.0	\$4.0	\$4.0	\$4.2
Total Direct Employment	230	240	250	270	260	260
Government Revenue (million)	\$1.2	\$1.3	\$1.3	\$1.3	\$1.3	\$1.4
Local Revenue	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5	\$0.6
State Revenue	\$0.8	\$0.8	\$0.8	\$0.8	\$0.8	\$0.8
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	47.7	48.3	47.8	47.8	47.1	47.1
Party Nights	109.8	110.8	109.3	109.2	107.7	107.9
Person Trips	117.8	119.3	118.1	118.1	116.5	117.2
Person Nights	271.4	273.9	270.4	270.2	266.6	268.5
<b>Average Overnight Spending</b>						
per Party Trip	\$208	\$225	\$232	\$238	\$240	\$234
per Party Night	\$90	\$98	\$102	\$104	\$105	\$102
per Person Trip	\$84	\$91	\$94	\$96	\$97	\$94
per Person Night	\$37	\$40	\$41	\$42	\$42	\$41

\*Other Travel includes resident air travel and travel arrangement services.

## Alfalfa County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$4.6	\$5.1	\$5.2	\$5.4	\$5.3	\$4.7
Other Travel*	\$0.7	\$0.9	\$0.9	\$0.9	\$0.8	\$0.6
Visitor Spending	\$3.9	\$4.3	\$4.3	\$4.5	\$4.4	\$4.1
Overnight	\$3.6	\$3.9	\$4.0	\$4.1	\$4.1	\$3.8
Day	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Visitor Spending	\$3.9	\$4.3	\$4.3	\$4.5	\$4.4	\$4.1
Non-transportation	\$2.8	\$3.0	\$3.1	\$3.2	\$3.2	\$3.2
Transportation	\$1.1	\$1.3	\$1.3	\$1.3	\$1.2	\$0.9
Total Direct Earnings (million)	\$1.0	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1
Total Direct Employment	70	70	70	70	80	70
Government Revenue (million)	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	17.3	17.5	17.4	17.7	17.6	17.3
Party Nights	40.8	41.1	40.9	41.7	41.3	40.9
Person Trips	47.0	47.4	47.2	48.1	47.7	47.1
Person Nights	111.4	112.2	111.8	113.9	112.9	111.7
<b>Average Overnight Spending</b>						
per Party Trip	\$209	\$225	\$230	\$232	\$233	\$219
per Party Night	\$89	\$96	\$98	\$99	\$99	\$93
per Person Trip	\$77	\$83	\$85	\$86	\$86	\$81
per Person Night	\$32	\$35	\$36	\$36	\$36	\$34

\*Other Travel includes resident air travel and travel arrangement services.

## Atoka County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$27.3	\$30.0	\$30.8	\$31.4	\$31.1	\$29.0
Other Travel*	\$1.7	\$2.2	\$2.2	\$2.2	\$2.0	\$1.4
Visitor Spending	\$25.6	\$27.8	\$28.6	\$29.2	\$29.1	\$27.7
Overnight	\$18.9	\$20.8	\$21.6	\$22.1	\$22.0	\$20.7
Day	\$6.6	\$7.0	\$7.1	\$7.1	\$7.1	\$7.0
Visitor Spending	\$25.6	\$27.8	\$28.6	\$29.2	\$29.1	\$27.7
Non-transportation	\$22.1	\$23.6	\$24.4	\$25.0	\$25.0	\$24.6
Transportation	\$3.5	\$4.2	\$4.2	\$4.2	\$4.0	\$3.1
Total Direct Earnings (million)	\$6.7	\$7.3	\$7.6	\$7.7	\$7.7	\$8.0
Total Direct Employment	370	390	390	400	390	370
Government Revenue (million)	\$1.9	\$2.0	\$2.1	\$2.1	\$2.1	\$2.1
Local Revenue	\$0.6	\$0.7	\$0.7	\$0.7	\$0.8	\$0.7
State Revenue	\$1.3	\$1.3	\$1.4	\$1.4	\$1.4	\$1.3

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Atoka County.

## Beaver County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$2.9	\$3.2	\$3.2	\$3.2	\$3.1	\$2.7
Other Travel*	\$0.7	\$0.9	\$0.9	\$0.9	\$0.8	\$0.5
Visitor Spending	\$2.2	\$2.3	\$2.3	\$2.3	\$2.3	\$2.2
Overnight	\$1.5	\$1.6	\$1.7	\$1.7	\$1.7	\$1.6
Day	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7	\$0.6
Visitor Spending	\$2.2	\$2.3	\$2.3	\$2.3	\$2.3	\$2.2
Non-transportation	\$1.6	\$1.7	\$1.7	\$1.7	\$1.7	\$1.7
Transportation	\$0.6	\$0.7	\$0.6	\$0.6	\$0.6	\$0.5
Total Direct Earnings (million)	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6
Total Direct Employment	40	40	50	50	50	50
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	9.6	9.5	9.5	9.4	9.3	9.2
Party Nights	22.9	22.9	22.7	22.5	22.3	22.1
Person Trips	23.6	23.6	23.4	23.2	23.0	22.8
Person Nights	56.8	56.8	56.3	55.8	55.4	54.9
<b>Average Overnight Spending</b>						
per Party Trip	\$162	\$173	\$175	\$178	\$179	\$170
per Party Night	\$67	\$72	\$73	\$74	\$74	\$71
per Person Trip	\$65	\$70	\$71	\$72	\$72	\$69
per Person Night	\$27	\$29	\$29	\$30	\$30	\$29

\*Other Travel includes resident air travel and travel arrangement services.



## Beckham County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$39.6	\$43.4	\$45.1	\$47.3	\$48.2	\$48.5
Other Travel*	\$3.1	\$3.9	\$4.1	\$4.2	\$3.8	\$2.8
Visitor Spending	\$36.5	\$39.5	\$41.0	\$43.1	\$44.4	\$45.7
Overnight	\$35.2	\$37.9	\$39.4	\$41.4	\$42.9	\$44.6
Day	\$1.3	\$1.6	\$1.6	\$1.7	\$1.6	\$1.1
Visitor Spending	\$36.5	\$39.5	\$41.0	\$43.1	\$44.4	\$45.7
Non-transportation	\$30.1	\$31.7	\$33.2	\$35.0	\$36.6	\$39.3
Transportation	\$6.4	\$7.7	\$7.8	\$8.0	\$7.8	\$6.4
Total Direct Earnings (million)	\$9.6	\$10.3	\$10.8	\$11.3	\$11.5	\$11.5
Total Direct Employment	640	670	680	690	710	710
Government Revenue (million)	\$3.6	\$3.8	\$4.0	\$4.2	\$4.4	\$4.6
Local Revenue	\$1.7	\$1.8	\$1.9	\$2.1	\$2.2	\$2.3
State Revenue	\$1.9	\$2.0	\$2.0	\$2.1	\$2.2	\$2.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	92.3	94.6	96.2	99.0	100.6	105.4
Party Nights	210.0	214.9	218.8	224.9	228.3	238.7
Person Trips	232.7	238.3	242.3	249.0	253.0	265.2
Person Nights	528.5	540.7	550.3	565.3	573.8	599.6
<b>Average Overnight Spending</b>						
per Party Trip	\$382	\$400	\$409	\$418	\$426	\$423
per Party Night	\$168	\$176	\$180	\$184	\$188	\$187
per Person Trip	\$151	\$159	\$163	\$166	\$169	\$168
per Person Night	\$67	\$70	\$72	\$73	\$75	\$74

\*Other Travel includes resident air travel and travel arrangement services.

## Blaine County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$14.7	\$18.1	\$18.4	\$16.9	\$17.7	\$17.0
Other Travel*	\$1.2	\$1.5	\$1.5	\$1.5	\$1.4	\$1.0
Visitor Spending	\$13.5	\$16.6	\$16.9	\$15.3	\$16.2	\$16.0
Overnight	\$11.6	\$14.4	\$14.6	\$13.2	\$14.0	\$13.9
Day	\$2.0	\$2.2	\$2.2	\$2.1	\$2.2	\$2.2
Visitor Spending	\$13.5	\$16.6	\$16.9	\$15.3	\$16.2	\$16.0
Non-transportation	\$10.4	\$12.6	\$12.9	\$11.6	\$12.6	\$13.1
Transportation	\$3.1	\$4.0	\$3.9	\$3.7	\$3.7	\$3.0
Total Direct Earnings (million)	\$3.6	\$4.3	\$4.5	\$4.0	\$4.3	\$4.7
Total Direct Employment	260	300	290	270	290	310
Government Revenue (million)	\$1.2	\$1.5	\$1.5	\$1.3	\$1.4	\$1.5
Local Revenue	\$0.5	\$0.7	\$0.7	\$0.6	\$0.7	\$0.7
State Revenue	\$0.7	\$0.8	\$0.8	\$0.7	\$0.8	\$0.8
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	40.6	44.6	44.6	41.0	43.0	43.7
Party Nights	93.7	101.1	101.0	93.9	98.2	99.5
Person Trips	111.8	121.8	121.8	112.9	117.8	119.9
Person Nights	259.7	278.0	278.0	260.6	271.1	275.3
<b>Average Overnight Spending</b>						
per Party Trip	\$285	\$322	\$329	\$322	\$326	\$318
per Party Night	\$123	\$142	\$145	\$141	\$143	\$140
per Person Trip	\$103	\$118	\$120	\$117	\$119	\$116
per Person Night	\$44	\$52	\$53	\$51	\$52	\$50

\*Other Travel includes resident air travel and travel arrangement services.

## Bryan County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$274.8	\$298.0	\$308.4	\$316.7	\$314.2	\$308.2
Other Travel*	\$5.6	\$7.1	\$7.2	\$7.4	\$6.8	\$4.9
Visitor Spending	\$269.1	\$290.9	\$301.2	\$309.3	\$307.4	\$303.3
Overnight	\$126.7	\$139.7	\$146.2	\$150.6	\$149.6	\$143.9
Day	\$142.4	\$151.2	\$155.0	\$158.6	\$157.8	\$159.4
Visitor Spending	\$269.1	\$290.9	\$301.2	\$309.3	\$307.4	\$303.3
Non-transportation	\$255.5	\$274.0	\$284.3	\$291.9	\$290.9	\$290.7
Transportation	\$13.7	\$16.9	\$16.9	\$17.4	\$16.5	\$12.6
Total Direct Earnings (million)	\$70.2	\$75.7	\$78.9	\$80.8	\$81.5	\$83.1
Total Direct Employment	3,050	3,140	3,170	3,210	3,130	3,100
Government Revenue (million)	\$16.8	\$17.5	\$18.3	\$18.4	\$18.4	\$18.3
Local Revenue	\$4.1	\$4.4	\$4.8	\$4.9	\$4.9	\$4.9
State Revenue	\$12.7	\$13.1	\$13.6	\$13.5	\$13.4	\$13.4

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Bryan County.

## Caddo County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$35.8	\$39.1	\$37.5	\$38.0	\$37.0	\$33.9
Other Travel*	\$3.7	\$4.6	\$4.6	\$4.6	\$4.3	\$2.9
Visitor Spending	\$32.2	\$34.5	\$32.9	\$33.4	\$32.7	\$30.9
Overnight	\$24.8	\$26.7	\$25.4	\$25.7	\$25.2	\$23.7
Day	\$7.4	\$7.8	\$7.5	\$7.6	\$7.5	\$7.2
Visitor Spending	\$32.2	\$34.5	\$32.9	\$33.4	\$32.7	\$30.9
Non-transportation	\$24.8	\$25.8	\$24.7	\$25.0	\$24.8	\$24.8
Transportation	\$7.3	\$8.7	\$8.3	\$8.3	\$7.8	\$6.1
Total Direct Earnings (million)	\$8.4	\$8.8	\$8.5	\$8.6	\$8.5	\$9.2
Total Direct Employment	590	580	540	550	540	570
Government Revenue (million)	\$2.8	\$2.9	\$2.7	\$2.8	\$2.7	\$2.7
Local Revenue	\$1.1	\$1.2	\$1.1	\$1.1	\$1.1	\$1.1
State Revenue	\$1.7	\$1.7	\$1.6	\$1.6	\$1.6	\$1.6
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	93.1	94.0	88.7	88.7	86.8	86.0
Party Nights	214.8	216.3	205.4	205.4	201.5	200.3
Person Trips	248.9	251.0	238.2	238.1	233.4	231.9
Person Nights	575.5	579.3	552.7	552.6	542.8	540.8
<b>Average Overnight Spending</b>						
per Party Trip	\$266	\$284	\$287	\$290	\$290	\$276
per Party Night	\$115	\$124	\$124	\$125	\$125	\$119
per Person Trip	\$100	\$106	\$107	\$108	\$108	\$102
per Person Night	\$43	\$46	\$46	\$47	\$46	\$44

\*Other Travel includes resident air travel and travel arrangement services.

## Canadian County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$102.4	\$117.5	\$128.2	\$130.5	\$141.5	\$144.2
Other Travel*	\$15.1	\$18.4	\$19.4	\$20.7	\$19.6	\$14.2
Visitor Spending	\$87.3	\$99.1	\$108.8	\$109.8	\$121.9	\$130.1
Overnight	\$63.9	\$73.3	\$81.2	\$81.9	\$91.7	\$98.8
Day	\$23.4	\$25.8	\$27.7	\$27.9	\$30.2	\$31.3
Visitor Spending	\$87.3	\$99.1	\$108.8	\$109.8	\$121.9	\$130.1
Non-transportation	\$76.2	\$85.1	\$94.1	\$95.0	\$106.5	\$117.3
Transportation	\$11.1	\$14.0	\$14.7	\$14.8	\$15.3	\$12.8
Total Direct Earnings (million)	\$23.5	\$26.1	\$29.3	\$29.8	\$33.2	\$36.4
Total Direct Employment	1,300	1,400	1,510	1,500	1,710	1,800
Government Revenue (million)	\$8.1	\$9.0	\$10.2	\$10.3	\$11.5	\$12.5
Local Revenue	\$3.4	\$3.8	\$4.5	\$4.6	\$5.2	\$5.7
State Revenue	\$4.8	\$5.2	\$5.7	\$5.8	\$6.3	\$6.8
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	175.0	188.2	200.2	199.1	216.3	231.0
Party Nights	484.7	515.7	544.3	541.7	585.5	619.5
Person Trips	414.0	445.7	474.5	472.6	512.5	549.1
Person Nights	1,113.3	1,186.2	1,253.1	1,249.3	1,347.1	1,431.9
<b>Average Overnight Spending</b>						
per Party Trip	\$365	\$389	\$405	\$411	\$424	\$428
per Party Night	\$132	\$142	\$149	\$151	\$157	\$159
per Person Trip	\$154	\$164	\$171	\$173	\$179	\$180
per Person Night	\$57	\$62	\$65	\$66	\$68	\$69

\*Other Travel includes resident air travel and travel arrangement services.

## Carter County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$86.4	\$104.0	\$107.3	\$114.5	\$117.3	\$106.3
Other Travel*	\$6.5	\$8.0	\$8.9	\$9.2	\$8.2	\$5.7
Visitor Spending	\$80.0	\$96.0	\$98.4	\$105.2	\$109.2	\$100.6
Overnight	\$58.4	\$71.3	\$73.3	\$78.7	\$81.9	\$75.0
Day	\$21.5	\$24.8	\$25.1	\$26.6	\$27.2	\$25.6
Visitor Spending	\$80.0	\$96.0	\$98.4	\$105.2	\$109.2	\$100.6
Non-transportation	\$68.2	\$80.7	\$83.2	\$89.3	\$93.5	\$88.8
Transportation	\$11.7	\$15.3	\$15.2	\$16.0	\$15.6	\$11.8
Total Direct Earnings (million)	\$22.7	\$24.4	\$25.0	\$26.0	\$26.8	\$26.6
Total Direct Employment	1,340	1,430	1,430	1,460	1,490	1,480
Government Revenue (million)	\$7.6	\$8.7	\$8.8	\$9.7	\$10.2	\$9.6
Local Revenue	\$3.5	\$4.1	\$4.1	\$4.6	\$5.0	\$4.7
State Revenue	\$4.1	\$4.6	\$4.8	\$5.0	\$5.2	\$4.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	158.0	176.7	176.3	184.2	187.6	177.2
Party Nights	368.6	407.5	405.9	423.0	430.0	407.4
Person Trips	399.5	446.2	445.4	464.8	473.5	448.2
Person Nights	929.8	1,026.9	1,023.4	1,065.9	1,083.4	1,028.6
<b>Average Overnight Spending</b>						
per Party Trip	\$370	\$403	\$416	\$427	\$437	\$423
per Party Night	\$159	\$175	\$181	\$186	\$191	\$184
per Person Trip	\$146	\$160	\$165	\$169	\$173	\$167
per Person Night	\$63	\$69	\$72	\$74	\$76	\$73

\*Other Travel includes resident air travel and travel arrangement services.

## Cherokee County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$68.4	\$74.7	\$66.0	\$66.9	\$64.9	\$63.6
Other Travel*	\$6.6	\$8.3	\$8.4	\$7.5	\$7.1	\$4.8
Visitor Spending	\$61.9	\$66.4	\$57.6	\$59.4	\$57.9	\$58.8
Overnight	\$45.3	\$48.8	\$41.3	\$42.6	\$41.3	\$41.9
Day	\$16.6	\$17.6	\$16.3	\$16.8	\$16.5	\$16.9
Visitor Spending	\$61.9	\$66.4	\$57.6	\$59.4	\$57.9	\$58.8
Non-transportation	\$50.3	\$52.7	\$45.2	\$46.7	\$46.0	\$49.2
Transportation	\$11.5	\$13.8	\$12.4	\$12.7	\$11.9	\$9.5
Total Direct Earnings (million)	\$17.2	\$18.2	\$15.9	\$15.8	\$15.5	\$16.3
Total Direct Employment	1,140	1,170	990	1,000	960	990
Government Revenue (million)	\$5.4	\$5.6	\$4.9	\$5.1	\$5.1	\$5.3
Local Revenue	\$2.3	\$2.4	\$2.0	\$2.2	\$2.2	\$2.4
State Revenue	\$3.2	\$3.3	\$2.9	\$2.9	\$2.8	\$2.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	164.1	167.1	149.6	151.9	148.3	154.1
Party Nights	407.4	414.3	377.2	382.9	374.8	388.6
Person Trips	457.3	465.1	421.9	427.3	418.9	432.2
Person Nights	1,141.7	1,160.3	1,068.8	1,082.2	1,063.3	1,094.9
<b>Average Overnight Spending</b>						
per Party Trip	\$276	\$292	\$276	\$281	\$279	\$272
per Party Night	\$111	\$118	\$110	\$111	\$110	\$108
per Person Trip	\$99	\$105	\$98	\$100	\$99	\$97
per Person Night	\$40	\$42	\$39	\$39	\$39	\$38

\*Other Travel includes resident air travel and travel arrangement services.

## Choctaw County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$66.3	\$71.1	\$73.0	\$74.2	\$73.6	\$72.1
Other Travel*	\$1.9	\$2.4	\$2.3	\$2.3	\$2.2	\$1.5
Visitor Spending	\$64.4	\$68.8	\$70.6	\$71.8	\$71.4	\$70.6
Overnight	\$38.1	\$41.5	\$43.1	\$44.1	\$43.8	\$42.5
Day	\$26.3	\$27.3	\$27.5	\$27.7	\$27.6	\$28.2
Visitor Spending	\$64.4	\$68.8	\$70.6	\$71.8	\$71.4	\$70.6
Non-transportation	\$61.0	\$64.6	\$66.5	\$67.6	\$67.4	\$67.6
Transportation	\$3.4	\$4.1	\$4.1	\$4.2	\$4.0	\$3.0
Total Direct Earnings (million)	\$16.0	\$17.0	\$17.6	\$17.9	\$18.1	\$18.8
Total Direct Employment	650	670	680	700	690	690
Government Revenue (million)	\$4.0	\$4.1	\$4.2	\$4.2	\$4.2	\$4.2
Local Revenue	\$0.9	\$1.0	\$1.0	\$1.0	\$1.0	\$1.0
State Revenue	\$3.1	\$3.1	\$3.2	\$3.2	\$3.2	\$3.2

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Choctaw County.



## Cimarron County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$3.2	\$3.7	\$3.3	\$3.6	\$3.3	\$3.2
Other Travel*	\$0.3	\$0.4	\$0.4	\$0.4	\$0.3	\$0.2
Visitor Spending	\$2.9	\$3.3	\$2.9	\$3.2	\$3.0	\$3.0
Overnight	\$2.7	\$3.1	\$2.7	\$3.0	\$2.8	\$2.8
Day	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Visitor Spending	\$2.9	\$3.3	\$2.9	\$3.2	\$3.0	\$3.0
Non-transportation	\$2.3	\$2.6	\$2.2	\$2.5	\$2.4	\$2.5
Transportation	\$0.6	\$0.8	\$0.7	\$0.7	\$0.6	\$0.5
Total Direct Earnings (million)	\$0.8	\$0.9	\$0.8	\$0.9	\$0.8	\$0.8
Total Direct Employment	70	80	60	60	60	60
Government Revenue (million)	\$0.3	\$0.3	\$0.2	\$0.3	\$0.3	\$0.3
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.1	\$0.2	\$0.1	\$0.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	9.6	10.2	9.0	9.5	8.9	9.1
Party Nights	21.3	22.5	19.9	21.0	19.7	20.0
Person Trips	25.2	26.8	23.7	25.0	23.4	23.9
Person Nights	56.0	58.9	52.6	55.1	51.9	52.9
<b>Average Overnight Spending</b>						
per Party Trip	\$282	\$304	\$305	\$316	\$318	\$310
per Party Night	\$128	\$139	\$138	\$143	\$144	\$141
per Person Trip	\$108	\$116	\$116	\$121	\$121	\$118
per Person Night	\$49	\$53	\$52	\$55	\$55	\$53

\*Other Travel includes resident air travel and travel arrangement services.

## Cleveland County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$290.4	\$311.3	\$329.5	\$340.9	\$337.5	\$341.9
Other Travel*	\$36.0	\$46.2	\$47.7	\$48.3	\$45.0	\$33.3
Visitor Spending	\$254.4	\$265.1	\$281.8	\$292.6	\$292.5	\$308.5
Overnight	\$199.2	\$207.0	\$220.7	\$229.9	\$230.2	\$244.2
Day	\$55.3	\$58.1	\$61.1	\$62.7	\$62.3	\$64.3
Visitor Spending	\$254.4	\$265.1	\$281.8	\$292.6	\$292.5	\$308.5
Non-transportation	\$225.2	\$230.4	\$246.2	\$256.1	\$257.9	\$279.7
Transportation	\$29.2	\$34.7	\$35.6	\$36.5	\$34.7	\$28.8
Total Direct Earnings (million)	\$70.6	\$73.3	\$78.5	\$81.6	\$83.0	\$91.0
Total Direct Employment	4,050	4,010	4,180	4,360	4,420	4,720
Government Revenue (million)	\$22.8	\$23.2	\$24.7	\$26.0	\$26.2	\$28.2
Local Revenue	\$9.3	\$9.4	\$10.1	\$10.9	\$11.1	\$12.1
State Revenue	\$13.6	\$13.8	\$14.6	\$15.1	\$15.1	\$16.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	422.0	426.5	442.9	450.0	444.4	470.8
Party Nights	1,137.9	1,151.8	1,194.2	1,210.1	1,197.5	1,261.6
Person Trips	1,001.1	1,011.9	1,051.2	1,069.7	1,054.0	1,119.6
Person Nights	2,615.9	2,648.6	2,747.7	2,791.4	2,751.1	2,913.0
<b>Average Overnight Spending</b>						
per Party Trip	\$472	\$485	\$498	\$511	\$518	\$519
per Party Night	\$175	\$180	\$185	\$190	\$192	\$194
per Person Trip	\$199	\$205	\$210	\$215	\$218	\$218
per Person Night	\$76	\$78	\$80	\$82	\$84	\$84

\*Other Travel includes resident air travel and travel arrangement services.

## Coal County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$3.0	\$3.3	\$3.4	\$3.4	\$3.3	\$2.9
Other Travel*	\$0.7	\$0.9	\$0.9	\$0.9	\$0.8	\$0.6
Visitor Spending	\$2.2	\$2.4	\$2.5	\$2.5	\$2.4	\$2.3
Overnight	\$1.6	\$1.7	\$1.7	\$1.8	\$1.7	\$1.7
Day	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7
Visitor Spending	\$2.2	\$2.4	\$2.5	\$2.5	\$2.4	\$2.3
Non-transportation	\$1.7	\$1.7	\$1.8	\$1.9	\$1.8	\$1.9
Transportation	\$0.6	\$0.7	\$0.7	\$0.7	\$0.6	\$0.5
Total Direct Earnings (million)	\$0.6	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7
Total Direct Employment	40	40	40	40	40	40
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	10.0	10.1	10.2	10.1	9.7	9.6
Party Nights	24.0	24.2	24.4	24.2	23.3	23.1
Person Trips	24.6	24.8	25.0	24.9	24.0	23.8
Person Nights	59.5	59.9	60.4	59.8	57.8	57.2
<b>Average Overnight Spending</b>						
per Party Trip	\$156	\$167	\$171	\$178	\$179	\$171
per Party Night	\$65	\$70	\$71	\$75	\$75	\$72
per Person Trip	\$63	\$68	\$70	\$72	\$73	\$70
per Person Night	\$26	\$28	\$29	\$30	\$30	\$29

\*Other Travel includes resident air travel and travel arrangement services.

## Comanche County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$196.2	\$200.8	\$183.3	\$185.1	\$195.1	\$177.8
Other Travel*	\$35.9	\$40.5	\$38.8	\$37.4	\$35.7	\$29.1
Visitor Spending	\$160.3	\$160.3	\$144.5	\$147.7	\$159.4	\$148.7
Overnight	\$119.5	\$118.8	\$105.5	\$107.7	\$117.2	\$108.9
Day	\$40.8	\$41.5	\$39.0	\$40.0	\$42.3	\$39.8
Visitor Spending	\$160.3	\$160.3	\$144.5	\$147.7	\$159.4	\$148.7
Non-transportation	\$132.4	\$129.7	\$117.4	\$120.1	\$131.0	\$126.3
Transportation	\$28.0	\$30.7	\$27.1	\$27.6	\$28.4	\$22.3
Total Direct Earnings (million)	\$46.0	\$44.9	\$41.1	\$42.2	\$45.1	\$44.1
Total Direct Employment	2,680	2,520	2,300	2,330	2,530	2,460
Government Revenue (million)	\$16.4	\$15.9	\$14.3	\$14.7	\$15.9	\$15.2
Local Revenue	\$7.6	\$7.3	\$6.6	\$6.7	\$7.4	\$7.1
State Revenue	\$8.8	\$8.6	\$7.8	\$7.9	\$8.5	\$8.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	327.5	318.1	290.8	292.5	308.3	294.0
Party Nights	783.3	764.5	705.8	711.5	746.1	712.3
Person Trips	795.3	771.5	705.7	708.4	747.7	712.9
Person Nights	1,877.6	1,829.5	1,692.7	1,700.7	1,788.2	1,706.4
<b>Average Overnight Spending</b>						
per Party Trip	\$365	\$373	\$363	\$368	\$380	\$370
per Party Night	\$153	\$155	\$149	\$151	\$157	\$153
per Person Trip	\$150	\$154	\$149	\$152	\$157	\$153
per Person Night	\$64	\$65	\$62	\$63	\$66	\$64

\*Other Travel includes resident air travel and travel arrangement services.

### Cotton County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$99.6	\$100.4	\$99.9	\$95.1	\$98.0	\$100.9
Other Travel*	\$0.8	\$0.9	\$0.9	\$1.0	\$0.9	\$0.6
Visitor Spending	\$98.8	\$99.5	\$98.9	\$94.2	\$97.1	\$100.3
Overnight	\$2.8	\$2.9	\$3.0	\$2.3	\$2.4	\$2.4
Day	\$96.0	\$96.5	\$96.0	\$91.8	\$94.7	\$97.9
Visitor Spending	\$98.8	\$99.5	\$98.9	\$94.2	\$97.1	\$100.3
Non-transportation	\$95.9	\$96.1	\$95.6	\$91.0	\$94.0	\$97.9
Transportation	\$2.9	\$3.4	\$3.3	\$3.1	\$3.1	\$2.4
Total Direct Earnings (million)	\$26.3	\$26.4	\$26.3	\$25.0	\$26.3	\$27.7
Total Direct Employment	920	880	850	810	830	830
Government Revenue (million)	\$5.6	\$5.4	\$5.4	\$4.9	\$5.1	\$5.3
Local Revenue	\$0.9	\$0.9	\$0.9	\$0.8	\$0.8	\$0.9
State Revenue	\$4.8	\$4.6	\$4.5	\$4.1	\$4.3	\$4.5

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Cotton County.

## Craig County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$15.1	\$16.9	\$17.3	\$17.7	\$17.5	\$15.9
Other Travel*	\$1.9	\$2.3	\$2.3	\$2.3	\$2.1	\$1.5
Visitor Spending	\$13.2	\$14.6	\$15.1	\$15.5	\$15.4	\$14.4
Overnight	\$10.3	\$11.5	\$11.9	\$12.2	\$12.2	\$11.4
Day	\$2.9	\$3.1	\$3.2	\$3.2	\$3.2	\$3.0
Visitor Spending	\$13.2	\$14.6	\$15.1	\$15.5	\$15.4	\$14.4
Non-transportation	\$10.5	\$11.3	\$11.8	\$12.1	\$12.2	\$12.0
Transportation	\$2.7	\$3.3	\$3.3	\$3.3	\$3.1	\$2.4
Total Direct Earnings (million)	\$3.7	\$4.0	\$4.2	\$4.3	\$4.3	\$4.3
Total Direct Employment	240	250	250	250	240	240
Government Revenue (million)	\$1.2	\$1.3	\$1.3	\$1.4	\$1.4	\$1.4
Local Revenue	\$0.5	\$0.5	\$0.6	\$0.6	\$0.6	\$0.6
State Revenue	\$0.7	\$0.8	\$0.8	\$0.8	\$0.8	\$0.8
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	41.6	42.8	42.7	42.9	42.2	41.3
Party Nights	92.6	94.9	94.4	94.5	93.1	91.5
Person Trips	104.2	107.3	107.2	107.5	105.9	103.8
Person Nights	232.5	238.3	237.2	237.5	234.0	230.2
<b>Average Overnight Spending</b>						
per Party Trip	\$248	\$268	\$278	\$285	\$289	\$276
per Party Night	\$111	\$121	\$126	\$129	\$131	\$125
per Person Trip	\$99	\$107	\$111	\$114	\$115	\$110
per Person Night	\$44	\$48	\$50	\$51	\$52	\$50

\*Other Travel includes resident air travel and travel arrangement services.

## Creek County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$49.2	\$53.6	\$54.5	\$55.8	\$55.4	\$51.6
Other Travel*	\$8.7	\$10.9	\$10.9	\$11.0	\$10.3	\$7.1
Visitor Spending	\$40.6	\$42.7	\$43.6	\$44.8	\$45.1	\$44.6
Overnight	\$29.4	\$31.0	\$31.6	\$32.6	\$32.8	\$32.4
Day	\$11.1	\$11.7	\$11.9	\$12.2	\$12.3	\$12.1
Visitor Spending	\$40.6	\$42.7	\$43.6	\$44.8	\$45.1	\$44.6
Non-transportation	\$33.7	\$34.5	\$35.4	\$36.5	\$37.2	\$38.3
Transportation	\$6.9	\$8.2	\$8.1	\$8.3	\$7.9	\$6.3
Total Direct Earnings (million)	\$11.3	\$11.6	\$12.1	\$12.4	\$12.6	\$13.3
Total Direct Employment	670	680	710	720	750	760
Government Revenue (million)	\$3.9	\$4.0	\$4.1	\$4.2	\$4.2	\$4.3
Local Revenue	\$1.6	\$1.6	\$1.7	\$1.7	\$1.7	\$1.8
State Revenue	\$2.3	\$2.4	\$2.4	\$2.5	\$2.5	\$2.5
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	104.4	104.9	105.5	106.7	106.4	107.6
Party Nights	272.1	273.3	274.7	277.1	276.3	278.9
Person Trips	252.3	254.0	255.7	258.6	257.8	261.5
Person Nights	642.5	646.7	650.7	657.3	654.8	663.0
<b>Average Overnight Spending</b>						
per Party Trip	\$282	\$295	\$300	\$305	\$308	\$301
per Party Night	\$108	\$113	\$115	\$118	\$119	\$116
per Person Trip	\$117	\$122	\$124	\$126	\$127	\$124
per Person Night	\$46	\$48	\$49	\$50	\$50	\$49

\*Other Travel includes resident air travel and travel arrangement services.

## Custer County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$49.7	\$65.0	\$74.2	\$63.4	\$59.3	\$59.6
Other Travel*	\$3.4	\$4.3	\$4.9	\$5.1	\$4.7	\$3.4
Visitor Spending	\$46.3	\$60.7	\$69.3	\$58.3	\$54.6	\$56.2
Overnight	\$38.0	\$50.3	\$57.7	\$48.2	\$45.1	\$46.5
Day	\$8.3	\$10.4	\$11.6	\$10.1	\$9.6	\$9.7
Visitor Spending	\$46.3	\$60.7	\$69.3	\$58.3	\$54.6	\$56.2
Non-transportation	\$38.2	\$49.3	\$56.8	\$47.6	\$45.0	\$48.0
Transportation	\$8.1	\$11.5	\$12.5	\$10.7	\$9.6	\$8.1
Total Direct Earnings (million)	\$13.0	\$16.9	\$19.8	\$18.5	\$18.2	\$19.0
Total Direct Employment	770	970	1,110	1,030	1,020	1,030
Government Revenue (million)	\$4.8	\$6.1	\$7.2	\$6.1	\$5.8	\$6.1
Local Revenue	\$2.4	\$3.1	\$3.7	\$3.1	\$3.0	\$3.1
State Revenue	\$2.4	\$3.0	\$3.4	\$3.0	\$2.8	\$3.0
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	118.4	142.0	155.8	132.4	124.4	130.9
Party Nights	248.8	293.8	320.6	275.9	261.0	274.5
Person Trips	295.3	354.2	388.6	330.4	310.5	326.9
Person Nights	621.4	733.7	800.6	689.3	652.1	686.2
<b>Average Overnight Spending</b>						
per Party Trip	\$321	\$354	\$371	\$364	\$362	\$355
per Party Night	\$153	\$171	\$180	\$175	\$173	\$169
per Person Trip	\$129	\$142	\$149	\$146	\$145	\$142
per Person Night	\$61	\$69	\$72	\$70	\$69	\$68

\*Other Travel includes resident air travel and travel arrangement services.



## Delaware County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$138.2	\$145.3	\$148.9	\$150.5	\$149.7	\$150.3
Other Travel*	\$5.4	\$6.7	\$7.9	\$7.5	\$6.7	\$5.0
Visitor Spending	\$132.8	\$138.6	\$141.0	\$143.0	\$142.9	\$145.3
Overnight	\$77.5	\$82.1	\$84.0	\$85.5	\$85.4	\$87.1
Day	\$55.3	\$56.5	\$57.0	\$57.5	\$57.5	\$58.2
Visitor Spending	\$132.8	\$138.6	\$141.0	\$143.0	\$142.9	\$145.3
Non-transportation	\$118.2	\$121.3	\$123.8	\$125.6	\$126.3	\$131.7
Transportation	\$14.6	\$17.3	\$17.2	\$17.4	\$16.7	\$13.6
Total Direct Earnings (million)	\$33.9	\$35.1	\$36.6	\$36.8	\$37.0	\$39.8
Total Direct Employment	1,580	1,590	1,620	1,600	1,600	1,670
Government Revenue (million)	\$8.7	\$8.7	\$9.0	\$9.0	\$9.0	\$9.4
Local Revenue	\$2.2	\$2.2	\$2.4	\$2.5	\$2.5	\$2.8
State Revenue	\$6.5	\$6.4	\$6.5	\$6.4	\$6.4	\$6.7
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	230.3	231.9	232.1	232.3	231.4	237.3
Party Nights	585.3	587.9	587.7	587.9	586.2	598.5
Person Trips	702.4	706.1	706.5	707.0	705.2	720.0
Person Nights	1,817.0	1,822.1	1,821.9	1,822.5	1,819.0	1,850.0
<b>Average Overnight Spending</b>						
per Party Trip	\$336	\$354	\$362	\$368	\$369	\$367
per Party Night	\$132	\$140	\$143	\$145	\$146	\$146
per Person Trip	\$110	\$116	\$119	\$121	\$121	\$121
per Person Night	\$43	\$45	\$46	\$47	\$47	\$47

\*Other Travel includes resident air travel and travel arrangement services.

## Dewey County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$3.4	\$3.8	\$3.9	\$4.0	\$4.0	\$3.6
Other Travel*	\$0.6	\$0.7	\$0.7	\$0.8	\$0.7	\$0.5
Visitor Spending	\$2.8	\$3.1	\$3.1	\$3.2	\$3.3	\$3.1
Overnight	\$2.1	\$2.3	\$2.3	\$2.4	\$2.4	\$2.3
Day	\$0.7	\$0.8	\$0.8	\$0.8	\$0.8	\$0.8
Visitor Spending	\$2.8	\$3.1	\$3.1	\$3.2	\$3.3	\$3.1
Non-transportation	\$2.2	\$2.3	\$2.4	\$2.5	\$2.6	\$2.5
Transportation	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7	\$0.6
Total Direct Earnings (million)	\$0.8	\$0.8	\$0.9	\$0.9	\$0.9	\$0.9
Total Direct Employment	60	50	60	60	60	60
Government Revenue (million)	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	10.7	10.8	10.9	11.0	11.0	10.9
Party Nights	24.7	24.9	25.0	25.2	25.4	25.1
Person Trips	26.7	27.1	27.2	27.4	27.6	27.2
Person Nights	62.3	62.8	63.0	63.5	64.1	63.3
<b>Average Overnight Spending</b>						
per Party Trip	\$193	\$210	\$216	\$221	\$221	\$211
per Party Night	\$84	\$91	\$94	\$96	\$96	\$91
per Person Trip	\$77	\$84	\$86	\$88	\$88	\$84
per Person Night	\$33	\$36	\$37	\$38	\$38	\$36

\*Other Travel includes resident air travel and travel arrangement services.

## Ellis County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$2.7	\$3.0	\$3.0	\$3.1	\$3.1	\$2.8
Other Travel*	\$0.5	\$0.6	\$0.6	\$0.6	\$0.6	\$0.4
Visitor Spending	\$2.2	\$2.3	\$2.4	\$2.5	\$2.5	\$2.4
Overnight	\$1.6	\$1.7	\$1.8	\$1.8	\$1.8	\$1.7
Day	\$0.6	\$0.6	\$0.6	\$0.7	\$0.7	\$0.6
Visitor Spending	\$2.2	\$2.3	\$2.4	\$2.5	\$2.5	\$2.4
Non-transportation	\$1.7	\$1.8	\$1.8	\$1.9	\$1.9	\$1.9
Transportation	\$0.5	\$0.6	\$0.6	\$0.6	\$0.6	\$0.4
Total Direct Earnings (million)	\$0.6	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7
Total Direct Employment	40	40	40	40	50	50
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	8.7	8.7	8.7	8.8	8.7	8.7
Party Nights	20.5	20.4	20.4	20.6	20.4	20.5
Person Trips	22.0	21.9	22.0	22.3	22.0	22.0
Person Nights	52.1	51.6	51.8	52.4	51.9	52.0
<b>Average Overnight Spending</b>						
per Party Trip	\$181	\$197	\$202	\$206	\$208	\$197
per Party Night	\$77	\$84	\$87	\$88	\$89	\$84
per Person Trip	\$72	\$78	\$80	\$82	\$82	\$78
per Person Night	\$30	\$33	\$34	\$35	\$35	\$33

\*Other Travel includes resident air travel and travel arrangement services.

## Garfield County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$77.6	\$93.7	\$131.7	\$132.3	\$127.9	\$116.1
Other Travel*	\$7.8	\$11.3	\$11.5	\$9.9	\$9.9	\$7.2
Visitor Spending	\$69.7	\$82.5	\$120.2	\$122.4	\$118.0	\$108.9
Overnight	\$49.4	\$59.5	\$90.2	\$92.0	\$88.6	\$81.1
Day	\$20.3	\$23.0	\$30.0	\$30.4	\$29.4	\$27.8
Visitor Spending	\$69.7	\$82.5	\$120.2	\$122.4	\$118.0	\$108.9
Non-transportation	\$59.4	\$69.1	\$102.5	\$104.5	\$101.5	\$96.4
Transportation	\$10.3	\$13.3	\$17.7	\$17.9	\$16.5	\$12.5
Total Direct Earnings (million)	\$19.8	\$23.8	\$28.9	\$27.4	\$29.2	\$29.2
Total Direct Employment	1,280	1,460	1,690	1,610	1,670	1,620
Government Revenue (million)	\$7.0	\$8.1	\$11.8	\$11.9	\$11.7	\$11.0
Local Revenue	\$3.2	\$3.8	\$5.8	\$5.9	\$5.8	\$5.4
State Revenue	\$3.8	\$4.3	\$5.9	\$6.0	\$5.9	\$5.6
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	148.7	162.9	215.2	214.7	205.8	196.0
Party Nights	355.9	385.3	493.8	492.5	473.9	453.8
Person Trips	364.6	400.1	530.5	529.4	507.5	482.9
Person Nights	870.8	944.2	1,215.2	1,212.3	1,166.1	1,115.8
<b>Average Overnight Spending</b>						
per Party Trip	\$332	\$365	\$419	\$429	\$430	\$414
per Party Night	\$139	\$154	\$183	\$187	\$187	\$179
per Person Trip	\$136	\$149	\$170	\$174	\$175	\$168
per Person Night	\$57	\$63	\$74	\$76	\$76	\$73

\*Other Travel includes resident air travel and travel arrangement services.

## Garvin County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$34.0	\$38.1	\$46.9	\$48.8	\$52.7	\$52.8
Other Travel*	\$4.2	\$5.2	\$5.2	\$5.4	\$4.0	\$2.8
Visitor Spending	\$29.8	\$32.9	\$41.7	\$43.4	\$48.7	\$50.0
Overnight	\$23.5	\$26.1	\$33.8	\$35.3	\$40.0	\$41.4
Day	\$6.3	\$6.8	\$7.9	\$8.1	\$8.7	\$8.7
Visitor Spending	\$29.8	\$32.9	\$41.7	\$43.4	\$48.7	\$50.0
Non-transportation	\$24.8	\$26.8	\$34.5	\$36.0	\$40.9	\$43.5
Transportation	\$5.0	\$6.1	\$7.2	\$7.4	\$7.8	\$6.5
Total Direct Earnings (million)	\$8.5	\$9.3	\$12.0	\$12.4	\$13.4	\$14.6
Total Direct Employment	490	510	660	680	760	800
Government Revenue (million)	\$2.7	\$2.9	\$3.7	\$3.9	\$4.4	\$4.7
Local Revenue	\$1.1	\$1.2	\$1.6	\$1.7	\$2.0	\$2.2
State Revenue	\$1.6	\$1.7	\$2.1	\$2.2	\$2.4	\$2.5
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	74.5	77.1	89.8	91.1	99.0	103.2
Party Nights	164.3	169.1	193.1	195.3	210.7	218.7
Person Trips	183.8	190.5	222.2	225.5	245.0	255.5
Person Nights	405.5	417.8	477.8	483.4	521.6	541.6
<b>Average Overnight Spending</b>						
per Party Trip	\$316	\$338	\$376	\$388	\$404	\$401
per Party Night	\$143	\$154	\$175	\$181	\$190	\$189
per Person Trip	\$128	\$137	\$152	\$157	\$163	\$162
per Person Night	\$58	\$62	\$71	\$73	\$77	\$76

\*Other Travel includes resident air travel and travel arrangement services.

## Grady County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$63.9	\$69.3	\$74.6	\$82.6	\$92.5	\$86.9
Other Travel*	\$7.2	\$9.1	\$9.2	\$8.9	\$8.6	\$6.0
Visitor Spending	\$56.7	\$60.2	\$65.4	\$73.7	\$83.9	\$80.9
Overnight	\$35.8	\$38.3	\$42.2	\$48.5	\$56.4	\$53.5
Day	\$21.0	\$21.9	\$23.2	\$25.2	\$27.5	\$27.4
Visitor Spending	\$56.7	\$60.2	\$65.4	\$73.7	\$83.9	\$80.9
Non-transportation	\$51.1	\$53.4	\$58.3	\$66.0	\$75.8	\$74.7
Transportation	\$5.6	\$6.8	\$7.1	\$7.7	\$8.1	\$6.2
Total Direct Earnings (million)	\$15.6	\$16.5	\$18.1	\$20.2	\$23.3	\$23.5
Total Direct Employment	950	1,060	1,210	1,320	1,590	1,520
Government Revenue (million)	\$4.8	\$5.0	\$5.4	\$6.1	\$7.0	\$6.8
Local Revenue	\$1.8	\$1.9	\$2.1	\$2.4	\$2.9	\$2.8
State Revenue	\$3.0	\$3.1	\$3.3	\$3.7	\$4.1	\$4.0

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Grady County.

## Grant County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$2.2	\$2.4	\$2.4	\$2.4	\$2.4	\$2.1
Other Travel*	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7	\$0.5
Visitor Spending	\$1.6	\$1.7	\$1.7	\$1.7	\$1.7	\$1.7
Overnight	\$1.1	\$1.2	\$1.2	\$1.2	\$1.2	\$1.1
Day	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
Visitor Spending	\$1.6	\$1.7	\$1.7	\$1.7	\$1.7	\$1.7
Non-transportation	\$1.2	\$1.2	\$1.2	\$1.3	\$1.3	\$1.3
Transportation	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5	\$0.4
Total Direct Earnings (million)	\$0.4	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5
Total Direct Employment	40	50	50	50	50	50
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	7.6	7.6	7.5	7.5	7.5	7.5
Party Nights	18.4	18.4	18.3	18.3	18.2	18.3
Person Trips	18.9	18.9	18.8	18.8	18.7	18.8
Person Nights	46.2	46.3	45.9	46.0	45.8	46.1
<b>Average Overnight Spending</b>						
per Party Trip	\$144	\$154	\$157	\$159	\$159	\$151
per Party Night	\$59	\$64	\$64	\$65	\$65	\$62
per Person Trip	\$58	\$62	\$63	\$64	\$64	\$61
per Person Night	\$24	\$25	\$26	\$26	\$26	\$25

\*Other Travel includes resident air travel and travel arrangement services.

## Greer County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$5.5	\$5.5	\$5.8	\$4.9	\$4.7	\$4.6
Other Travel*	\$0.8	\$0.9	\$0.9	\$1.0	\$0.9	\$0.6
Visitor Spending	\$4.8	\$4.6	\$4.8	\$3.9	\$3.8	\$4.0
Overnight	\$4.5	\$4.3	\$4.5	\$3.7	\$3.5	\$3.7
Day	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Visitor Spending	\$4.8	\$4.6	\$4.8	\$3.9	\$3.8	\$4.0
Non-transportation	\$3.8	\$3.5	\$3.7	\$3.0	\$2.9	\$3.2
Transportation	\$1.0	\$1.1	\$1.1	\$1.0	\$0.9	\$0.7
Total Direct Earnings (million)	\$1.3	\$1.2	\$1.3	\$1.0	\$1.0	\$1.0
Total Direct Employment	100	100	100	90	80	90
Government Revenue (million)	\$0.5	\$0.5	\$0.5	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.2	\$0.3	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	18.2	17.1	17.6	15.2	14.8	15.7
Party Nights	39.7	37.5	38.5	34.0	33.1	35.0
Person Trips	45.2	42.4	43.6	37.8	36.6	38.8
Person Nights	98.7	93.4	95.8	84.6	82.3	86.9
<b>Average Overnight Spending</b>						
per Party Trip	\$246	\$250	\$257	\$240	\$237	\$234
per Party Night	\$113	\$114	\$117	\$108	\$106	\$105
per Person Trip	\$99	\$101	\$104	\$97	\$96	\$95
per Person Night	\$45	\$46	\$47	\$43	\$42	\$42

\*Other Travel includes resident air travel and travel arrangement services.



## Harmon County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$1.4	\$1.6	\$1.6	\$1.6	\$1.5	\$1.3
Other Travel*	\$0.4	\$0.5	\$0.4	\$0.4	\$0.4	\$0.3
Visitor Spending	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1	\$1.0
Overnight	\$0.7	\$0.8	\$0.8	\$0.8	\$0.8	\$0.7
Day	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4	\$0.3
Visitor Spending	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1	\$1.0
Non-transportation	\$0.8	\$0.8	\$0.8	\$0.8	\$0.8	\$0.8
Transportation	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.2
Total Direct Earnings (million)	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
Total Direct Employment	30	30	30	30	30	30
Government Revenue (million)	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
Local Revenue	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	5.0	5.0	4.9	4.9	4.8	4.7
Party Nights	12.1	12.2	12.1	11.9	11.7	11.6
Person Trips	12.5	12.5	12.4	12.3	12.0	11.9
Person Nights	30.7	30.8	30.6	30.3	29.6	29.3
<b>Average Overnight Spending</b>						
per Party Trip	\$144	\$154	\$156	\$158	\$158	\$151
per Party Night	\$59	\$63	\$64	\$65	\$65	\$62
per Person Trip	\$57	\$61	\$62	\$63	\$63	\$60
per Person Night	\$23	\$25	\$25	\$26	\$26	\$24

\*Other Travel includes resident air travel and travel arrangement services.

## Harper County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$2.0	\$2.2	\$2.2	\$2.3	\$2.3	\$2.0
Other Travel*	\$0.5	\$0.6	\$0.6	\$0.6	\$0.6	\$0.4
Visitor Spending	\$1.5	\$1.6	\$1.7	\$1.7	\$1.7	\$1.6
Overnight	\$1.1	\$1.2	\$1.2	\$1.3	\$1.3	\$1.2
Day	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
Visitor Spending	\$1.5	\$1.6	\$1.7	\$1.7	\$1.7	\$1.6
Non-transportation	\$1.1	\$1.2	\$1.2	\$1.3	\$1.3	\$1.3
Transportation	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5	\$0.4
Total Direct Earnings (million)	\$0.4	\$0.4	\$0.4	\$0.5	\$0.5	\$0.5
Total Direct Employment	40	40	40	50	50	50
Government Revenue (million)	\$0.1	\$0.1	\$0.1	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.0	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	6.5	6.5	6.5	6.7	6.7	6.6
Party Nights	15.5	15.5	15.5	16.0	16.0	15.7
Person Trips	16.1	16.2	16.1	16.7	16.7	16.4
Person Nights	38.6	38.7	38.6	39.9	39.9	39.1
<b>Average Overnight Spending</b>						
per Party Trip	\$172	\$183	\$186	\$188	\$188	\$179
per Party Night	\$72	\$77	\$78	\$79	\$79	\$75
per Person Trip	\$69	\$74	\$75	\$76	\$76	\$72
per Person Night	\$29	\$31	\$31	\$32	\$32	\$30

\*Other Travel includes resident air travel and travel arrangement services.

## Haskell County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$19.2	\$20.5	\$20.8	\$21.2	\$20.9	\$19.7
Other Travel*	\$1.6	\$2.0	\$2.0	\$2.0	\$1.9	\$1.3
Visitor Spending	\$17.6	\$18.5	\$18.9	\$19.1	\$19.0	\$18.4
Overnight	\$11.4	\$12.1	\$12.4	\$12.6	\$12.5	\$11.8
Day	\$6.2	\$6.4	\$6.5	\$6.6	\$6.5	\$6.6
Visitor Spending	\$17.6	\$18.5	\$18.9	\$19.1	\$19.0	\$18.4
Non-transportation	\$14.7	\$15.1	\$15.4	\$15.7	\$15.7	\$15.8
Transportation	\$2.9	\$3.5	\$3.4	\$3.5	\$3.3	\$2.5
Total Direct Earnings (million)	\$4.3	\$4.4	\$4.6	\$4.6	\$4.6	\$4.8
Total Direct Employment	220	220	220	220	220	220
Government Revenue (million)	\$1.2	\$1.2	\$1.2	\$1.2	\$1.2	\$1.2
Local Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
State Revenue	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	38.4	38.7	38.8	38.9	38.6	38.0
Party Nights	89.9	90.4	90.8	91.0	90.2	89.0
Person Trips	103.4	104.1	104.5	104.8	103.9	102.6
Person Nights	243.5	244.9	245.8	246.4	244.4	241.6
<b>Average Overnight Spending</b>						
per Party Trip	\$296	\$314	\$319	\$323	\$324	\$310
per Party Night	\$127	\$134	\$136	\$138	\$139	\$133
per Person Trip	\$110	\$117	\$118	\$120	\$120	\$115
per Person Night	\$47	\$50	\$50	\$51	\$51	\$49

\*Other Travel includes resident air travel and travel arrangement services.

## Hughes County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$7.3	\$8.1	\$8.1	\$8.2	\$8.0	\$7.0
Other Travel*	\$1.7	\$2.1	\$2.1	\$2.1	\$2.0	\$1.4
Visitor Spending	\$5.5	\$5.9	\$5.9	\$6.0	\$6.0	\$5.6
Overnight	\$3.9	\$4.2	\$4.2	\$4.3	\$4.3	\$4.0
Day	\$1.6	\$1.7	\$1.7	\$1.7	\$1.7	\$1.6
Visitor Spending	\$5.5	\$5.9	\$5.9	\$6.0	\$6.0	\$5.6
Non-transportation	\$4.2	\$4.3	\$4.4	\$4.5	\$4.5	\$4.5
Transportation	\$1.4	\$1.6	\$1.6	\$1.6	\$1.5	\$1.1
Total Direct Earnings (million)	\$1.5	\$1.6	\$1.6	\$1.6	\$1.6	\$1.7
Total Direct Employment	110	110	100	100	110	110
Government Revenue (million)	\$0.5	\$0.5	\$0.5	\$0.6	\$0.6	\$0.5
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.4	\$0.3	\$0.4	\$0.4	\$0.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	24.5	24.4	24.1	23.9	23.8	23.4
Party Nights	58.4	58.1	57.2	56.9	56.6	55.5
Person Trips	60.2	59.9	59.1	58.8	58.5	57.4
Person Nights	144.0	143.1	141.1	140.2	139.5	137.0
<b>Average Overnight Spending</b>						
per Party Trip	\$160	\$172	\$176	\$179	\$179	\$171
per Party Night	\$67	\$72	\$74	\$75	\$76	\$72
per Person Trip	\$65	\$70	\$72	\$73	\$73	\$70
per Person Night	\$27	\$29	\$30	\$31	\$31	\$29

\*Other Travel includes resident air travel and travel arrangement services.

## Jackson County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$34.3	\$34.3	\$37.5	\$34.7	\$33.8	\$34.7
Other Travel*	\$3.6	\$4.6	\$4.6	\$4.6	\$4.1	\$3.0
Visitor Spending	\$30.7	\$29.7	\$33.0	\$30.1	\$29.6	\$31.7
Overnight	\$22.0	\$21.1	\$23.6	\$21.4	\$21.0	\$22.6
Day	\$8.7	\$8.6	\$9.4	\$8.7	\$8.6	\$9.1
Visitor Spending	\$30.7	\$29.7	\$33.0	\$30.1	\$29.6	\$31.7
Non-transportation	\$26.2	\$24.8	\$27.8	\$25.3	\$25.1	\$27.9
Transportation	\$4.4	\$4.9	\$5.2	\$4.8	\$4.5	\$3.8
Total Direct Earnings (million)	\$8.8	\$8.5	\$9.6	\$8.7	\$8.6	\$9.1
Total Direct Employment	600	560	620	550	530	560
Government Revenue (million)	\$3.0	\$2.8	\$3.2	\$2.9	\$2.8	\$3.1
Local Revenue	\$1.4	\$1.3	\$1.4	\$1.3	\$1.3	\$1.4
State Revenue	\$1.7	\$1.6	\$1.7	\$1.6	\$1.6	\$1.7
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	67.8	64.0	68.7	62.5	61.3	65.8
Party Nights	160.6	152.7	163.4	149.4	147.0	156.7
Person Trips	166.8	157.4	169.0	153.5	150.6	161.6
Person Nights	394.8	375.2	401.2	366.8	360.8	384.6
<b>Average Overnight Spending</b>						
per Party Trip	\$325	\$330	\$343	\$342	\$343	\$344
per Party Night	\$137	\$138	\$144	\$143	\$143	\$145
per Person Trip	\$132	\$134	\$140	\$139	\$140	\$140
per Person Night	\$56	\$56	\$59	\$58	\$58	\$59

\*Other Travel includes resident air travel and travel arrangement services.

## Jefferson County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$5.5	\$6.1	\$6.1	\$6.2	\$6.2	\$5.5
Other Travel*	\$0.8	\$1.0	\$1.0	\$1.0	\$0.9	\$0.6
Visitor Spending	\$4.7	\$5.1	\$5.1	\$5.2	\$5.3	\$4.9
Overnight	\$4.3	\$4.7	\$4.7	\$4.8	\$4.9	\$4.5
Day	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
Visitor Spending	\$4.7	\$5.1	\$5.1	\$5.2	\$5.3	\$4.9
Non-transportation	\$3.3	\$3.4	\$3.5	\$3.6	\$3.7	\$3.7
Transportation	\$1.4	\$1.6	\$1.6	\$1.6	\$1.6	\$1.2
Total Direct Earnings (million)	\$1.2	\$1.2	\$1.2	\$1.2	\$1.3	\$1.3
Total Direct Employment	80	80	70	70	70	70
Government Revenue (million)	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	19.8	19.8	19.6	19.6	19.9	19.3
Party Nights	46.2	46.2	45.6	45.6	46.2	44.8
Person Trips	53.5	53.6	53.0	53.0	53.7	52.2
Person Nights	124.9	125.0	123.6	123.6	124.9	121.5
<b>Average Overnight Spending</b>						
per Party Trip	\$220	\$237	\$241	\$245	\$247	\$235
per Party Night	\$94	\$102	\$104	\$105	\$107	\$101
per Person Trip	\$81	\$88	\$89	\$91	\$92	\$87
per Person Night	\$35	\$38	\$38	\$39	\$39	\$37

\*Other Travel includes resident air travel and travel arrangement services.

## Johnston County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$7.2	\$8.0	\$7.8	\$7.6	\$8.3	\$8.1
Other Travel*	\$1.4	\$1.7	\$1.7	\$1.7	\$1.6	\$1.1
Visitor Spending	\$5.9	\$6.3	\$6.1	\$5.9	\$6.7	\$7.0
Overnight	\$4.3	\$4.6	\$4.5	\$4.3	\$5.0	\$5.3
Day	\$1.5	\$1.6	\$1.6	\$1.6	\$1.7	\$1.7
Visitor Spending	\$5.9	\$6.3	\$6.1	\$5.9	\$6.7	\$7.0
Non-transportation	\$4.5	\$4.6	\$4.5	\$4.3	\$5.1	\$5.7
Transportation	\$1.4	\$1.7	\$1.6	\$1.6	\$1.6	\$1.3
Total Direct Earnings (million)	\$1.6	\$1.6	\$1.6	\$1.6	\$1.8	\$2.0
Total Direct Employment	110	100	110	100	120	120
Government Revenue (million)	\$0.5	\$0.6	\$0.5	\$0.5	\$0.6	\$0.7
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.3
State Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.4	\$0.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	22.6	22.8	21.8	21.3	23.5	24.5
Party Nights	53.4	53.7	51.7	50.7	55.2	57.1
Person Trips	57.5	57.8	55.6	54.2	59.5	62.0
Person Nights	136.2	137.2	132.1	129.6	140.8	145.4
<b>Average Overnight Spending</b>						
per Party Trip	\$191	\$203	\$204	\$202	\$213	\$215
per Party Night	\$81	\$86	\$86	\$85	\$90	\$92
per Person Trip	\$75	\$80	\$80	\$79	\$84	\$85
per Person Night	\$32	\$34	\$34	\$33	\$35	\$36

\*Other Travel includes resident air travel and travel arrangement services.

### Kay County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$106.7	\$119.0	\$123.9	\$139.3	\$129.0	\$108.6
Other Travel*	\$6.1	\$7.5	\$7.6	\$7.6	\$7.3	\$5.4
Visitor Spending	\$100.6	\$111.5	\$116.3	\$131.7	\$121.6	\$103.3
Overnight	\$74.6	\$83.5	\$87.6	\$100.2	\$92.2	\$78.5
Day	\$26.0	\$28.0	\$28.7	\$31.5	\$29.4	\$24.8
Visitor Spending	\$100.6	\$111.5	\$116.3	\$131.7	\$121.6	\$103.3
Non-transportation	\$89.1	\$97.4	\$102.2	\$116.3	\$107.8	\$93.2
Transportation	\$11.5	\$14.1	\$14.2	\$15.4	\$13.8	\$10.1
Total Direct Earnings (million)	\$28.8	\$31.6	\$33.4	\$37.7	\$35.2	\$33.4
Total Direct Employment	1,930	2,020	2,170	2,440	2,240	2,170
Government Revenue (million)	\$7.8	\$8.5	\$9.2	\$10.3	\$9.6	\$8.5
Local Revenue	\$2.9	\$3.3	\$3.8	\$4.4	\$4.1	\$3.6
State Revenue	\$4.9	\$5.2	\$5.3	\$5.9	\$5.5	\$4.9

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Kay County.



## Kingfisher County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$10.8	\$12.2	\$12.4	\$12.8	\$12.7	\$11.4
Other Travel*	\$1.9	\$2.3	\$2.3	\$2.4	\$2.3	\$1.6
Visitor Spending	\$9.0	\$9.9	\$10.1	\$10.5	\$10.5	\$9.8
Overnight	\$6.8	\$7.5	\$7.7	\$8.0	\$8.0	\$7.5
Day	\$2.2	\$2.4	\$2.4	\$2.5	\$2.5	\$2.3
Visitor Spending	\$9.0	\$9.9	\$10.1	\$10.5	\$10.5	\$9.8
Non-transportation	\$7.0	\$7.5	\$7.8	\$8.1	\$8.2	\$8.1
Transportation	\$1.9	\$2.3	\$2.3	\$2.4	\$2.3	\$1.7
Total Direct Earnings (million)	\$2.5	\$2.7	\$2.8	\$2.9	\$2.9	\$3.0
Total Direct Employment	180	180	180	190	180	180
Government Revenue (million)	\$0.8	\$0.9	\$0.9	\$0.9	\$1.0	\$0.9
Local Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.4	\$0.4
State Revenue	\$0.5	\$0.5	\$0.6	\$0.6	\$0.6	\$0.6
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	32.3	33.2	33.0	33.5	33.4	32.8
Party Nights	73.6	75.3	74.7	75.9	75.8	74.5
Person Trips	79.1	81.3	80.9	82.3	82.1	80.4
Person Nights	180.6	184.9	183.5	186.5	186.2	182.9
<b>Average Overnight Spending</b>						
per Party Trip	\$210	\$226	\$234	\$239	\$240	\$229
per Party Night	\$92	\$100	\$103	\$105	\$106	\$101
per Person Trip	\$86	\$92	\$95	\$97	\$98	\$93
per Person Night	\$37	\$41	\$42	\$43	\$43	\$41

\*Other Travel includes resident air travel and travel arrangement services.

## Kiowa County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$9.0	\$10.1	\$10.3	\$10.5	\$10.4	\$9.4
Other Travel*	\$1.2	\$1.5	\$1.4	\$1.5	\$1.4	\$0.9
Visitor Spending	\$7.8	\$8.7	\$8.9	\$9.1	\$9.0	\$8.5
Overnight	\$7.3	\$8.0	\$8.3	\$8.5	\$8.4	\$7.9
Day	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6
Visitor Spending	\$7.8	\$8.7	\$8.9	\$9.1	\$9.0	\$8.5
Non-transportation	\$5.7	\$6.1	\$6.3	\$6.5	\$6.6	\$6.6
Transportation	\$2.2	\$2.6	\$2.6	\$2.6	\$2.5	\$1.9
Total Direct Earnings (million)	\$1.8	\$2.0	\$2.1	\$2.1	\$2.1	\$2.1
Total Direct Employment	120	140	130	130	150	160
Government Revenue (million)	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7
Local Revenue	\$0.2	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
State Revenue	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	31.9	32.4	32.4	32.5	32.1	31.8
Party Nights	72.7	73.8	73.5	73.6	72.7	72.2
Person Trips	84.9	86.3	86.1	86.3	85.3	84.9
Person Nights	194.6	197.2	196.5	196.9	194.6	193.8
<b>Average Overnight Spending</b>						
per Party Trip	\$228	\$248	\$255	\$261	\$263	\$249
per Party Night	\$100	\$109	\$113	\$115	\$116	\$110
per Person Trip	\$86	\$93	\$96	\$98	\$99	\$93
per Person Night	\$37	\$41	\$42	\$43	\$43	\$41

\*Other Travel includes resident air travel and travel arrangement services.

## Latimer County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$10.3	\$10.8	\$11.1	\$10.9	\$10.7	\$10.8
Other Travel*	\$1.4	\$1.7	\$1.7	\$1.7	\$1.6	\$1.0
Visitor Spending	\$8.9	\$9.1	\$9.4	\$9.2	\$9.1	\$9.8
Overnight	\$7.0	\$7.0	\$7.3	\$7.2	\$7.1	\$7.7
Day	\$2.0	\$2.0	\$2.1	\$2.1	\$2.0	\$2.1
Visitor Spending	\$8.9	\$9.1	\$9.4	\$9.2	\$9.1	\$9.8
Non-transportation	\$7.0	\$6.8	\$7.1	\$7.1	\$7.1	\$8.0
Transportation	\$1.9	\$2.2	\$2.2	\$2.2	\$2.1	\$1.8
Total Direct Earnings (million)	\$2.4	\$2.4	\$2.5	\$2.5	\$2.5	\$2.4
Total Direct Employment	180	170	170	150	160	160
Government Revenue (million)	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9
Local Revenue	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
State Revenue	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	28.9	28.1	28.5	27.5	27.1	29.3
Party Nights	65.9	64.3	65.1	62.9	62.0	66.7
Person Trips	74.1	72.1	73.0	70.6	69.5	75.5
Person Nights	169.6	165.6	167.5	162.2	159.9	172.6
<b>Average Overnight Spending</b>						
per Party Trip	\$240	\$250	\$255	\$260	\$261	\$261
per Party Night	\$106	\$109	\$112	\$114	\$114	\$115
per Person Trip	\$94	\$97	\$100	\$101	\$102	\$101
per Person Night	\$41	\$42	\$43	\$44	\$44	\$44

\*Other Travel includes resident air travel and travel arrangement services.

## Le Flore County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$124.3	\$134.6	\$137.9	\$140.5	\$138.7	\$133.5
Other Travel*	\$6.2	\$7.8	\$7.7	\$7.8	\$7.3	\$5.0
Visitor Spending	\$118.1	\$126.8	\$130.2	\$132.8	\$131.4	\$128.5
Overnight	\$72.9	\$80.0	\$83.1	\$85.1	\$84.3	\$80.7
Day	\$45.2	\$46.8	\$47.2	\$47.6	\$47.2	\$47.8
Visitor Spending	\$118.1	\$126.8	\$130.2	\$132.8	\$131.4	\$128.5
Non-transportation	\$108.5	\$115.2	\$118.6	\$121.0	\$120.3	\$120.0
Transportation	\$9.6	\$11.6	\$11.6	\$11.8	\$11.2	\$8.5
Total Direct Earnings (million)	\$29.0	\$31.0	\$32.1	\$32.6	\$32.8	\$34.0
Total Direct Employment	1,300	1,320	1,340	1,340	1,320	1,340
Government Revenue (million)	\$7.4	\$7.6	\$7.9	\$7.8	\$7.7	\$7.7
Local Revenue	\$1.5	\$1.7	\$1.8	\$1.8	\$1.8	\$1.8
State Revenue	\$5.8	\$5.9	\$6.1	\$6.0	\$6.0	\$5.9

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Le Flore County.

## Lincoln County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$29.1	\$31.8	\$32.3	\$32.8	\$32.6	\$30.0
Other Travel*	\$4.2	\$5.3	\$5.3	\$5.3	\$5.1	\$3.5
Visitor Spending	\$24.9	\$26.6	\$27.0	\$27.4	\$27.5	\$26.5
Overnight	\$17.8	\$19.1	\$19.5	\$19.8	\$19.9	\$19.1
Day	\$7.1	\$7.4	\$7.5	\$7.6	\$7.6	\$7.4
Visitor Spending	\$24.9	\$26.6	\$27.0	\$27.4	\$27.5	\$26.5
Non-transportation	\$21.1	\$22.1	\$22.5	\$22.9	\$23.3	\$23.2
Transportation	\$3.8	\$4.5	\$4.4	\$4.5	\$4.3	\$3.3
Total Direct Earnings (million)	\$6.5	\$6.8	\$7.0	\$7.1	\$7.3	\$7.7
Total Direct Employment	450	460	470	470	450	470
Government Revenue (million)	\$2.3	\$2.3	\$2.4	\$2.4	\$2.5	\$2.5
Local Revenue	\$0.9	\$1.0	\$1.0	\$1.0	\$1.1	\$1.1
State Revenue	\$1.3	\$1.4	\$1.4	\$1.4	\$1.4	\$1.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	54.1	55.0	54.7	54.8	54.7	54.1
Party Nights	149.4	151.2	150.2	150.1	150.2	148.7
Person Trips	133.1	135.2	134.7	135.0	134.5	133.2
Person Nights	355.9	360.3	357.9	358.5	357.5	355.0
<b>Average Overnight Spending</b>						
per Party Trip	\$329	\$348	\$356	\$362	\$364	\$353
per Party Night	\$119	\$126	\$130	\$132	\$133	\$128
per Person Trip	\$134	\$141	\$145	\$147	\$148	\$143
per Person Night	\$50	\$53	\$54	\$55	\$56	\$54

\*Other Travel includes resident air travel and travel arrangement services.

## Logan County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$37.4	\$40.8	\$42.6	\$46.7	\$49.7	\$47.7
Other Travel*	\$5.2	\$6.6	\$6.7	\$6.9	\$6.6	\$4.6
Visitor Spending	\$32.2	\$34.2	\$35.8	\$39.8	\$43.1	\$43.1
Overnight	\$23.6	\$25.1	\$26.3	\$29.5	\$32.3	\$32.5
Day	\$8.6	\$9.1	\$9.5	\$10.2	\$10.8	\$10.6
Visitor Spending	\$32.2	\$34.2	\$35.8	\$39.8	\$43.1	\$43.1
Non-transportation	\$28.0	\$29.1	\$30.7	\$34.2	\$37.5	\$38.7
Transportation	\$4.2	\$5.1	\$5.1	\$5.5	\$5.6	\$4.4
Total Direct Earnings (million)	\$8.5	\$8.9	\$9.5	\$10.6	\$11.7	\$12.2
Total Direct Employment	610	620	660	740	770	810
Government Revenue (million)	\$3.1	\$3.2	\$3.2	\$3.6	\$3.9	\$4.0
Local Revenue	\$1.4	\$1.4	\$1.4	\$1.5	\$1.6	\$1.7
State Revenue	\$1.7	\$1.8	\$1.9	\$2.1	\$2.2	\$2.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	64.7	66.1	67.8	72.9	77.1	78.0
Party Nights	178.2	182.1	186.6	198.2	208.4	210.2
Person Trips	154.9	158.3	162.4	174.7	184.4	187.2
Person Nights	414.0	423.1	433.6	462.1	484.3	490.3
<b>Average Overnight Spending</b>						
per Party Trip	\$365	\$379	\$388	\$406	\$419	\$417
per Party Night	\$132	\$138	\$141	\$149	\$155	\$155
per Person Trip	\$152	\$158	\$162	\$169	\$175	\$174
per Person Night	\$57	\$59	\$61	\$64	\$67	\$66

\*Other Travel includes resident air travel and travel arrangement services.

## Love County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$382.8	\$365.3	\$363.2	\$423.8	\$516.0	\$556.5
Other Travel*	\$1.2	\$1.4	\$1.5	\$1.5	\$1.4	\$1.0
Visitor Spending	\$381.6	\$363.8	\$361.8	\$422.3	\$514.6	\$555.6
Overnight	\$137.9	\$131.5	\$130.7	\$153.7	\$189.5	\$208.8
Day	\$243.7	\$232.3	\$231.1	\$268.6	\$325.1	\$346.7
Visitor Spending	\$381.6	\$363.8	\$361.8	\$422.3	\$514.6	\$555.6
Non-transportation	\$370.7	\$351.6	\$349.8	\$408.6	\$499.0	\$541.1
Transportation	\$10.9	\$12.2	\$11.9	\$13.7	\$15.6	\$14.4
Total Direct Earnings (million)	\$81.5	\$77.7	\$77.6	\$90.4	\$112.0	\$126.9
Total Direct Employment	2,560	2,320	2,230	2,550	3,000	3,330
Government Revenue (million)	\$21.4	\$19.5	\$19.5	\$21.9	\$26.8	\$29.6
Local Revenue	\$3.7	\$3.5	\$3.5	\$4.1	\$5.0	\$5.8
State Revenue	\$17.6	\$16.0	\$15.9	\$17.8	\$21.8	\$23.8

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Love County.

## McClain County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$61.4	\$64.5	\$68.5	\$69.6	\$69.7	\$69.9
Other Travel*	\$4.3	\$5.4	\$5.5	\$5.7	\$5.4	\$3.8
Visitor Spending	\$57.1	\$59.0	\$63.0	\$63.9	\$64.3	\$66.1
Overnight	\$30.6	\$31.9	\$34.4	\$35.0	\$35.0	\$35.5
Day	\$26.5	\$27.2	\$28.6	\$29.0	\$29.2	\$30.7
Visitor Spending	\$57.1	\$59.0	\$63.0	\$63.9	\$64.3	\$66.1
Non-transportation	\$53.3	\$54.5	\$58.3	\$59.2	\$59.7	\$62.5
Transportation	\$3.8	\$4.5	\$4.7	\$4.7	\$4.6	\$3.6
Total Direct Earnings (million)	\$14.6	\$15.0	\$16.2	\$16.4	\$16.7	\$18.0
Total Direct Employment	680	690	730	730	720	770
Government Revenue (million)	\$4.1	\$4.1	\$4.4	\$4.4	\$4.4	\$4.6
Local Revenue	\$1.2	\$1.3	\$1.4	\$1.4	\$1.4	\$1.5
State Revenue	\$2.9	\$2.9	\$3.0	\$3.0	\$3.0	\$3.2

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for McClain County.



## McCurtain County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$95.0	\$101.1	\$112.1	\$119.5	\$130.4	\$133.2
Other Travel*	\$4.1	\$5.1	\$5.1	\$5.2	\$4.8	\$3.3
Visitor Spending	\$90.9	\$95.9	\$107.0	\$114.3	\$125.5	\$130.0
Overnight	\$76.1	\$80.4	\$90.2	\$96.8	\$106.8	\$111.7
Day	\$14.8	\$15.5	\$16.8	\$17.6	\$18.7	\$18.2
Visitor Spending	\$90.9	\$95.9	\$107.0	\$114.3	\$125.5	\$130.0
Non-transportation	\$76.6	\$78.9	\$88.8	\$95.1	\$105.6	\$112.7
Transportation	\$14.4	\$17.0	\$18.2	\$19.2	\$19.9	\$17.2
Total Direct Earnings (million)	\$21.2	\$22.2	\$25.1	\$26.5	\$29.2	\$31.9
Total Direct Employment	1,090	1,090	1,180	1,240	1,380	1,480
Government Revenue (million)	\$6.9	\$7.1	\$7.9	\$8.4	\$9.4	\$10.2
Local Revenue	\$2.5	\$2.6	\$3.0	\$3.2	\$3.8	\$4.2
State Revenue	\$4.4	\$4.4	\$4.9	\$5.2	\$5.6	\$6.0

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for McCurtain County.

## McIntosh County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$49.6	\$52.3	\$53.2	\$54.1	\$53.6	\$50.5
Other Travel*	\$2.5	\$3.1	\$3.2	\$3.2	\$2.9	\$2.4
Visitor Spending	\$47.1	\$49.1	\$50.0	\$50.9	\$50.7	\$48.1
Overnight	\$31.8	\$33.5	\$34.1	\$34.8	\$34.8	\$32.9
Day	\$15.3	\$15.7	\$15.9	\$16.1	\$15.9	\$15.2
Visitor Spending	\$47.1	\$49.1	\$50.0	\$50.9	\$50.7	\$48.1
Non-transportation	\$39.5	\$40.1	\$41.0	\$41.8	\$42.0	\$41.3
Transportation	\$7.7	\$9.0	\$9.0	\$9.1	\$8.7	\$6.9
Total Direct Earnings (million)	\$11.5	\$11.8	\$12.2	\$12.4	\$12.4	\$12.8
Total Direct Employment	520	530	530	550	540	560
Government Revenue (million)	\$3.2	\$3.1	\$3.3	\$3.3	\$3.3	\$3.2
Local Revenue	\$0.9	\$0.9	\$1.0	\$1.0	\$1.0	\$1.0
State Revenue	\$2.3	\$2.2	\$2.3	\$2.2	\$2.2	\$2.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	130.7	131.2	132.1	132.6	131.1	129.6
Party Nights	336.8	337.8	340.4	341.2	336.8	333.5
Person Trips	407.5	408.8	412.0	412.9	407.9	404.1
Person Nights	1,067.6	1,070.4	1,079.3	1,080.6	1,066.1	1,057.0
<b>Average Overnight Spending</b>						
per Party Trip	\$244	\$255	\$258	\$263	\$266	\$254
per Party Night	\$95	\$99	\$100	\$102	\$103	\$99
per Person Trip	\$78	\$82	\$83	\$84	\$85	\$81
per Person Night	\$30	\$31	\$32	\$32	\$33	\$31

\*Other Travel includes resident air travel and travel arrangement services.

## Major County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$4.6	\$5.2	\$5.3	\$5.4	\$5.3	\$4.7
Other Travel*	\$0.9	\$1.2	\$1.2	\$1.2	\$1.1	\$0.8
Visitor Spending	\$3.7	\$4.0	\$4.1	\$4.2	\$4.2	\$3.9
Overnight	\$2.7	\$2.9	\$3.0	\$3.1	\$3.1	\$2.9
Day	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1	\$1.1
Visitor Spending	\$3.7	\$4.0	\$4.1	\$4.2	\$4.2	\$3.9
Non-transportation	\$2.8	\$3.0	\$3.1	\$3.2	\$3.2	\$3.2
Transportation	\$0.8	\$1.0	\$1.0	\$1.0	\$1.0	\$0.8
Total Direct Earnings (million)	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1	\$1.2
Total Direct Employment	70	70	70	70	70	70
Government Revenue (million)	\$0.3	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	14.8	15.2	15.2	15.2	15.1	14.9
Party Nights	34.6	35.5	35.5	35.5	35.4	34.9
Person Trips	36.6	37.6	37.6	37.7	37.6	37.0
Person Nights	86.3	88.4	88.4	88.4	88.2	87.0
<b>Average Overnight Spending</b>						
per Party Trip	\$180	\$194	\$199	\$203	\$204	\$194
per Party Night	\$77	\$83	\$85	\$87	\$87	\$83
per Person Trip	\$73	\$78	\$80	\$82	\$82	\$78
per Person Night	\$31	\$33	\$34	\$35	\$35	\$33

\*Other Travel includes resident air travel and travel arrangement services.

## Marshall County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$38.5	\$42.1	\$44.1	\$49.6	\$48.1	\$43.5
Other Travel*	\$2.7	\$3.4	\$3.5	\$3.6	\$3.0	\$2.0
Visitor Spending	\$35.8	\$38.7	\$40.7	\$46.0	\$45.1	\$41.4
Overnight	\$23.8	\$26.2	\$27.8	\$32.3	\$31.5	\$27.6
Day	\$12.0	\$12.6	\$12.9	\$13.7	\$13.5	\$13.8
Visitor Spending	\$35.8	\$38.7	\$40.7	\$46.0	\$45.1	\$41.4
Non-transportation	\$29.2	\$30.8	\$32.6	\$37.3	\$36.8	\$35.4
Transportation	\$6.6	\$7.9	\$8.0	\$8.7	\$8.2	\$6.0
Total Direct Earnings (million)	\$9.0	\$9.7	\$10.3	\$11.7	\$11.3	\$11.0
Total Direct Employment	430	450	460	520	510	490
Government Revenue (million)	\$2.5	\$2.6	\$2.8	\$3.1	\$3.1	\$2.9
Local Revenue	\$0.8	\$0.8	\$0.9	\$1.1	\$1.1	\$1.0
State Revenue	\$1.7	\$1.8	\$1.9	\$2.1	\$2.0	\$1.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	86.1	88.0	90.0	96.1	94.5	89.3
Party Nights	210.5	214.2	218.0	229.8	226.5	216.4
Person Trips	254.5	259.4	264.3	279.8	276.0	262.5
Person Nights	631.9	641.4	651.0	680.6	673.4	647.0
<b>Average Overnight Spending</b>						
per Party Trip	\$277	\$297	\$309	\$336	\$334	\$309
per Party Night	\$113	\$122	\$128	\$140	\$139	\$128
per Person Trip	\$94	\$101	\$105	\$115	\$114	\$105
per Person Night	\$38	\$41	\$43	\$47	\$47	\$43

\*Other Travel includes resident air travel and travel arrangement services.

## Mayes County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$43.1	\$46.9	\$49.0	\$49.6	\$49.7	\$48.8
Other Travel*	\$5.1	\$6.4	\$6.3	\$6.4	\$6.0	\$4.1
Visitor Spending	\$38.0	\$40.5	\$42.7	\$43.2	\$43.8	\$44.8
Overnight	\$28.6	\$30.5	\$32.3	\$32.9	\$33.3	\$34.4
Day	\$9.4	\$10.0	\$10.3	\$10.4	\$10.4	\$10.4
Visitor Spending	\$38.0	\$40.5	\$42.7	\$43.2	\$43.8	\$44.8
Non-transportation	\$29.3	\$30.3	\$32.3	\$32.8	\$33.8	\$36.6
Transportation	\$8.7	\$10.2	\$10.4	\$10.4	\$10.0	\$8.1
Total Direct Earnings (million)	\$10.3	\$10.7	\$11.5	\$11.6	\$11.8	\$13.2
Total Direct Employment	690	720	750	750	770	800
Government Revenue (million)	\$3.5	\$3.6	\$3.8	\$3.9	\$4.0	\$4.3
Local Revenue	\$1.5	\$1.5	\$1.7	\$1.7	\$1.8	\$1.9
State Revenue	\$2.0	\$2.1	\$2.2	\$2.2	\$2.2	\$2.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	129.0	129.4	132.6	131.4	131.7	137.2
Party Nights	305.2	306.0	312.5	309.3	309.7	320.5
Person Trips	350.6	351.7	359.5	356.5	357.1	370.2
Person Nights	841.1	843.1	858.8	850.7	851.8	876.9
<b>Average Overnight Spending</b>						
per Party Trip	\$222	\$236	\$244	\$250	\$253	\$251
per Party Night	\$94	\$100	\$103	\$106	\$108	\$107
per Person Trip	\$82	\$87	\$90	\$92	\$93	\$93
per Person Night	\$34	\$36	\$38	\$39	\$39	\$39

\*Other Travel includes resident air travel and travel arrangement services.

## Murray County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$64.7	\$69.4	\$71.1	\$72.5	\$72.1	\$69.6
Other Travel*	\$2.0	\$2.6	\$2.6	\$2.7	\$2.4	\$1.8
Visitor Spending	\$62.6	\$66.9	\$68.5	\$69.8	\$69.8	\$67.8
Overnight	\$46.2	\$49.7	\$51.1	\$52.2	\$52.2	\$49.9
Day	\$16.5	\$17.1	\$17.4	\$17.6	\$17.6	\$17.9
Visitor Spending	\$62.6	\$66.9	\$68.5	\$69.8	\$69.8	\$67.8
Non-transportation	\$53.6	\$56.1	\$57.7	\$58.9	\$59.4	\$59.8
Transportation	\$9.0	\$10.8	\$10.7	\$10.9	\$10.4	\$8.0
Total Direct Earnings (million)	\$16.1	\$17.0	\$17.7	\$18.0	\$18.1	\$18.9
Total Direct Employment	730	760	780	780	820	820
Government Revenue (million)	\$4.5	\$4.6	\$4.7	\$4.8	\$4.8	\$4.8
Local Revenue	\$1.5	\$1.6	\$1.6	\$1.7	\$1.7	\$1.7
State Revenue	\$3.0	\$3.0	\$3.1	\$3.1	\$3.1	\$3.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	92.9	94.8	95.2	95.6	95.3	94.2
Party Nights	208.2	211.9	212.6	213.4	212.7	210.7
Person Trips	260.4	265.1	266.2	267.3	266.4	263.8
Person Nights	586.3	595.5	597.3	599.4	597.8	592.9
<b>Average Overnight Spending</b>						
per Party Trip	\$497	\$525	\$537	\$546	\$548	\$530
per Party Night	\$222	\$235	\$240	\$245	\$245	\$237
per Person Trip	\$177	\$188	\$192	\$195	\$196	\$189
per Person Night	\$79	\$84	\$86	\$87	\$87	\$84

\*Other Travel includes resident air travel and travel arrangement services.

## Muskogee County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$74.8	\$90.8	\$110.2	\$110.4	\$107.0	\$111.0
Other Travel*	\$9.5	\$11.9	\$12.4	\$12.6	\$10.9	\$7.4
Visitor Spending	\$65.2	\$79.0	\$97.8	\$97.8	\$96.1	\$103.6
Overnight	\$43.5	\$54.8	\$70.4	\$70.6	\$69.3	\$76.0
Day	\$21.7	\$24.2	\$27.4	\$27.2	\$26.8	\$27.6
Visitor Spending	\$65.2	\$79.0	\$97.8	\$97.8	\$96.1	\$103.6
Non-transportation	\$55.8	\$66.9	\$84.4	\$84.5	\$83.6	\$92.9
Transportation	\$9.4	\$12.1	\$13.4	\$13.3	\$12.5	\$10.7
Total Direct Earnings (million)	\$18.4	\$21.2	\$23.3	\$23.2	\$22.6	\$25.0
Total Direct Employment	1,140	1,310	1,480	1,460	1,450	1,580
Government Revenue (million)	\$5.7	\$6.7	\$8.3	\$8.2	\$8.1	\$9.0
Local Revenue	\$2.2	\$2.8	\$3.6	\$3.6	\$3.6	\$4.1
State Revenue	\$3.5	\$3.9	\$4.6	\$4.6	\$4.5	\$4.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	136.4	149.8	170.8	167.5	163.9	178.5
Party Nights	340.5	368.0	411.2	402.7	394.7	426.6
Person Trips	339.2	372.9	425.2	417.3	408.6	444.8
Person Nights	843.7	912.7	1,020.6	1,000.3	980.6	1,059.8
<b>Average Overnight Spending</b>						
per Party Trip	\$319	\$365	\$412	\$421	\$423	\$426
per Party Night	\$128	\$149	\$171	\$175	\$176	\$178
per Person Trip	\$128	\$147	\$166	\$169	\$170	\$171
per Person Night	\$52	\$60	\$69	\$71	\$71	\$72

\*Other Travel includes resident air travel and travel arrangement services.

## Noble County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$37.6	\$34.0	\$50.9	\$61.9	\$55.9	\$47.3
Other Travel*	\$1.4	\$1.8	\$1.8	\$1.8	\$1.7	\$1.2
Visitor Spending	\$36.1	\$32.3	\$49.1	\$60.2	\$54.2	\$46.1
Overnight	\$25.2	\$22.1	\$35.5	\$44.6	\$39.9	\$32.1
Day	\$10.9	\$10.2	\$13.5	\$15.6	\$14.3	\$14.1
Visitor Spending	\$36.1	\$32.3	\$49.1	\$60.2	\$54.2	\$46.1
Non-transportation	\$33.5	\$29.4	\$45.2	\$55.6	\$50.2	\$43.6
Transportation	\$2.7	\$2.8	\$3.9	\$4.6	\$4.0	\$2.5
Total Direct Earnings (million)	\$9.3	\$8.2	\$12.7	\$15.4	\$14.0	\$12.4
Total Direct Employment	420	370	560	670	580	490
Government Revenue (million)	\$2.6	\$2.2	\$3.5	\$4.3	\$4.0	\$3.3
Local Revenue	\$0.8	\$0.7	\$1.2	\$1.6	\$1.5	\$1.1
State Revenue	\$1.8	\$1.5	\$2.3	\$2.7	\$2.5	\$2.1

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Noble County.



## Nowata County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$5.0	\$5.6	\$5.7	\$5.7	\$5.6	\$5.0
Other Travel*	\$1.3	\$1.6	\$1.6	\$1.6	\$1.5	\$1.1
Visitor Spending	\$3.7	\$4.0	\$4.0	\$4.1	\$4.1	\$3.9
Overnight	\$2.6	\$2.8	\$2.9	\$2.9	\$2.9	\$2.8
Day	\$1.1	\$1.2	\$1.2	\$1.2	\$1.2	\$1.1
Visitor Spending	\$3.7	\$4.0	\$4.0	\$4.1	\$4.1	\$3.9
Non-transportation	\$2.8	\$2.9	\$2.9	\$3.0	\$3.0	\$3.1
Transportation	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1	\$0.8
Total Direct Earnings (million)	\$1.0	\$1.0	\$1.1	\$1.1	\$1.1	\$1.1
Total Direct Employment	80	90	100	90	90	90
Government Revenue (million)	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	16.8	16.9	16.9	16.8	16.7	16.8
Party Nights	40.0	40.4	40.3	40.1	40.0	40.1
Person Trips	40.6	41.0	40.9	40.7	40.6	40.7
Person Nights	97.2	98.2	97.9	97.4	97.1	97.4
<b>Average Overnight Spending</b>						
per Party Trip	\$156	\$167	\$170	\$172	\$172	\$164
per Party Night	\$65	\$70	\$71	\$72	\$72	\$69
per Person Trip	\$65	\$69	\$70	\$71	\$71	\$68
per Person Night	\$27	\$29	\$29	\$30	\$30	\$28

\*Other Travel includes resident air travel and travel arrangement services.

## Okfuskee County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$7.8	\$8.7	\$8.8	\$9.0	\$8.8	\$7.8
Other Travel*	\$1.5	\$1.9	\$1.9	\$1.9	\$1.8	\$1.2
Visitor Spending	\$6.2	\$6.8	\$7.0	\$7.1	\$7.0	\$6.6
Overnight	\$4.6	\$5.0	\$5.1	\$5.2	\$5.2	\$4.9
Day	\$1.7	\$1.8	\$1.8	\$1.8	\$1.8	\$1.7
Visitor Spending	\$6.2	\$6.8	\$7.0	\$7.1	\$7.0	\$6.6
Non-transportation	\$4.8	\$5.1	\$5.2	\$5.3	\$5.4	\$5.3
Transportation	\$1.4	\$1.7	\$1.7	\$1.7	\$1.6	\$1.3
Total Direct Earnings (million)	\$1.7	\$1.8	\$1.9	\$1.9	\$1.9	\$1.8
Total Direct Employment	110	120	120	120	110	110
Government Revenue (million)	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6	\$0.6
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	24.7	25.2	25.1	25.1	24.7	24.2
Party Nights	57.9	58.9	58.5	58.4	57.5	56.5
Person Trips	61.6	62.8	62.6	62.5	61.5	60.3
Person Nights	144.8	147.4	146.5	146.2	144.0	141.5
<b>Average Overnight Spending</b>						
per Party Trip	\$185	\$199	\$204	\$209	\$210	\$201
per Party Night	\$79	\$85	\$88	\$90	\$90	\$86
per Person Trip	\$74	\$80	\$82	\$84	\$84	\$80
per Person Night	\$32	\$34	\$35	\$36	\$36	\$34

\*Other Travel includes resident air travel and travel arrangement services.

## Oklahoma County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$1,877.5	\$1,984.9	\$2,119.7	\$2,184.1	\$2,235.2	\$2,211.7
Other Travel*	\$544.2	\$594.3	\$608.7	\$604.7	\$632.2	\$599.0
Visitor Spending	\$1,333.2	\$1,390.6	\$1,511.0	\$1,579.3	\$1,603.0	\$1,612.7
Overnight	\$1,074.6	\$1,118.9	\$1,220.3	\$1,279.5	\$1,301.5	\$1,313.5
Day	\$258.6	\$271.7	\$290.7	\$299.9	\$301.5	\$299.2
Visitor Spending	\$1,333.2	\$1,390.6	\$1,511.0	\$1,579.3	\$1,603.0	\$1,612.7
Non-transportation	\$1,130.1	\$1,162.6	\$1,270.4	\$1,329.6	\$1,358.5	\$1,398.4
Transportation	\$203.1	\$228.0	\$240.7	\$249.8	\$244.6	\$214.2
Total Direct Earnings (million)	\$415.7	\$433.6	\$466.0	\$480.6	\$500.7	\$536.9
Total Direct Employment	19,170	19,510	20,620	21,060	21,500	22,270
Government Revenue (million)	\$135.2	\$138.3	\$151.3	\$157.7	\$161.5	\$166.0
Local Revenue	\$61.4	\$63.2	\$70.3	\$73.3	\$75.4	\$77.9
State Revenue	\$73.7	\$75.1	\$81.0	\$84.4	\$86.1	\$88.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	1,947.7	1,970.4	2,085.3	2,130.9	2,129.0	2,158.4
Party Nights	4,825.0	4,880.2	5,145.1	5,241.2	5,250.0	5,315.5
Person Trips	4,626.2	4,681.8	4,961.4	5,080.0	5,062.4	5,144.7
Person Nights	11,133.7	11,267.9	11,901.8	12,161.0	12,130.3	12,331.3
<b>Average Overnight Spending</b>						
per Party Trip	\$552	\$568	\$585	\$600	\$611	\$609
per Party Night	\$223	\$229	\$237	\$244	\$248	\$247
per Person Trip	\$232	\$239	\$246	\$252	\$257	\$255
per Person Night	\$97	\$99	\$103	\$105	\$107	\$107

\*Other Travel includes resident air travel and travel arrangement services.

## Okmulgee County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$66.4	\$72.2	\$74.0	\$75.5	\$74.5	\$69.5
Other Travel*	\$5.3	\$6.6	\$6.6	\$6.7	\$6.1	\$4.3
Visitor Spending	\$61.1	\$65.6	\$67.4	\$68.8	\$68.4	\$65.2
Overnight	\$37.0	\$40.3	\$41.7	\$42.7	\$42.5	\$40.0
Day	\$24.1	\$25.3	\$25.7	\$26.1	\$25.9	\$25.2
Visitor Spending	\$61.1	\$65.6	\$67.4	\$68.8	\$68.4	\$65.2
Non-transportation	\$54.5	\$57.6	\$59.5	\$60.8	\$60.8	\$59.4
Transportation	\$6.6	\$8.0	\$7.9	\$8.0	\$7.6	\$5.8
Total Direct Earnings (million)	\$17.1	\$18.2	\$19.0	\$19.3	\$19.3	\$20.0
Total Direct Employment	1,060	1,120	1,170	1,180	1,190	1,220
Government Revenue (million)	\$4.5	\$4.7	\$4.9	\$4.9	\$4.9	\$4.8
Local Revenue	\$1.2	\$1.4	\$1.5	\$1.5	\$1.5	\$1.5
State Revenue	\$3.2	\$3.3	\$3.4	\$3.5	\$3.4	\$3.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	97.4	100.7	101.3	101.7	100.1	97.0
Party Nights	236.2	242.5	243.1	243.5	239.8	232.8
Person Trips	238.9	247.2	249.0	250.2	246.4	239.1
Person Nights	566.8	583.2	585.7	587.6	578.6	563.0
<b>Average Overnight Spending</b>						
per Party Trip	\$380	\$400	\$411	\$420	\$424	\$412
per Party Night	\$157	\$166	\$171	\$175	\$177	\$172
per Person Trip	\$155	\$163	\$167	\$171	\$172	\$167
per Person Night	\$65	\$69	\$71	\$73	\$73	\$71

\*Other Travel includes resident air travel and travel arrangement services.

## Osage County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$88.7	\$92.6	\$93.3	\$97.0	\$95.6	\$91.3
Other Travel*	\$5.8	\$7.5	\$7.4	\$7.5	\$7.0	\$4.8
Visitor Spending	\$82.8	\$85.1	\$85.9	\$89.5	\$88.5	\$86.5
Overnight	\$30.7	\$31.8	\$32.1	\$33.8	\$33.5	\$31.0
Day	\$52.1	\$53.3	\$53.8	\$55.7	\$55.1	\$55.5
Visitor Spending	\$82.8	\$85.1	\$85.9	\$89.5	\$88.5	\$86.5
Non-transportation	\$77.1	\$78.3	\$79.2	\$82.6	\$82.0	\$81.6
Transportation	\$5.7	\$6.8	\$6.7	\$6.9	\$6.5	\$4.9
Total Direct Earnings (million)	\$21.9	\$22.4	\$22.8	\$23.7	\$23.8	\$24.8
Total Direct Employment	910	910	930	990	970	950
Government Revenue (million)	\$6.0	\$5.9	\$6.0	\$6.2	\$6.2	\$6.1
Local Revenue	\$1.7	\$1.8	\$1.8	\$1.9	\$1.9	\$1.9
State Revenue	\$4.2	\$4.2	\$4.2	\$4.3	\$4.3	\$4.2
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	76.6	77.4	77.1	79.3	77.7	75.1
Party Nights	199.4	201.4	200.7	205.8	201.9	195.6
Person Trips	191.9	193.9	193.5	198.7	194.9	188.3
Person Nights	488.8	494.7	493.5	506.1	496.3	480.8
<b>Average Overnight Spending</b>						
per Party Trip	\$401	\$411	\$417	\$426	\$430	\$413
per Party Night	\$154	\$158	\$160	\$164	\$166	\$159
per Person Trip	\$160	\$164	\$166	\$170	\$172	\$165
per Person Night	\$63	\$64	\$65	\$67	\$67	\$65

\*Other Travel includes resident air travel and travel arrangement services.

## Ottawa County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$254.0	\$291.2	\$273.8	\$294.8	\$301.3	\$311.9
Other Travel*	\$4.3	\$5.4	\$5.5	\$5.6	\$5.0	\$3.6
Visitor Spending	\$249.7	\$285.8	\$268.3	\$289.2	\$296.2	\$308.3
Overnight	\$73.3	\$85.9	\$80.7	\$87.1	\$89.9	\$91.9
Day	\$176.4	\$199.9	\$187.6	\$202.1	\$206.3	\$216.4
Visitor Spending	\$249.7	\$285.8	\$268.3	\$289.2	\$296.2	\$308.3
Non-transportation	\$239.8	\$273.0	\$256.3	\$276.4	\$283.9	\$298.6
Transportation	\$10.0	\$12.8	\$12.0	\$12.8	\$12.4	\$9.7
Total Direct Earnings (million)	\$63.2	\$72.1	\$68.0	\$73.2	\$76.2	\$82.8
Total Direct Employment	2,530	2,790	2,610	2,760	2,830	3,040
Government Revenue (million)	\$15.1	\$16.6	\$15.8	\$16.4	\$16.9	\$17.8
Local Revenue	\$3.3	\$3.8	\$3.7	\$3.9	\$4.1	\$4.3
State Revenue	\$11.8	\$12.8	\$12.1	\$12.5	\$12.8	\$13.5
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	143.0	162.5	150.5	161.1	164.2	166.0
Party Nights	324.8	365.2	339.5	362.6	368.5	372.0
Person Trips	362.5	411.2	381.5	407.8	415.5	420.0
Person Nights	822.8	923.7	860.1	917.2	932.1	940.9
<b>Average Overnight Spending</b>						
per Party Trip	\$513	\$529	\$536	\$541	\$547	\$554
per Party Night	\$226	\$235	\$238	\$240	\$244	\$247
per Person Trip	\$202	\$209	\$211	\$214	\$216	\$219
per Person Night	\$89	\$93	\$94	\$95	\$96	\$98

\*Other Travel includes resident air travel and travel arrangement services.

**Pawnee County Travel Impacts and Visitor Volume, 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$17.9	\$19.3	\$19.2	\$19.4	\$19.2	\$18.6
Other Travel*	\$2.0	\$2.6	\$2.5	\$2.6	\$2.4	\$1.6
Visitor Spending	\$15.8	\$16.7	\$16.6	\$16.9	\$16.8	\$17.0
Overnight	\$8.2	\$8.7	\$8.7	\$8.9	\$8.8	\$8.4
Day	\$7.7	\$7.9	\$7.9	\$8.0	\$8.0	\$8.5
Visitor Spending	\$15.8	\$16.7	\$16.6	\$16.9	\$16.8	\$17.0
Non-transportation	\$14.0	\$14.4	\$14.5	\$14.7	\$14.7	\$15.4
Transportation	\$1.9	\$2.2	\$2.2	\$2.2	\$2.1	\$1.6
Total Direct Earnings (million)	\$4.4	\$4.6	\$4.6	\$4.7	\$4.7	\$5.0
Total Direct Employment	290	310	300	300	320	350
Government Revenue (million)	\$1.4	\$1.4	\$1.4	\$1.4	\$1.4	\$1.4
Local Revenue	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5	\$0.6
State Revenue	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9	\$0.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	27.5	28.0	27.4	27.4	27.0	26.8
Party Nights	72.2	73.2	71.5	71.4	70.4	69.8
Person Trips	69.6	70.8	69.4	69.4	68.5	67.9
Person Nights	179.1	181.8	178.0	177.9	175.4	174.2
<b>Average Overnight Spending</b>						
per Party Trip	\$297	\$312	\$319	\$324	\$326	\$315
per Party Night	\$113	\$119	\$122	\$124	\$125	\$121
per Person Trip	\$118	\$123	\$126	\$128	\$129	\$124
per Person Night	\$46	\$48	\$49	\$50	\$50	\$48

\*Other Travel includes resident air travel and travel arrangement services.

## Payne County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$99.7	\$111.8	\$115.4	\$138.2	\$155.8	\$134.4
Other Travel*	\$10.3	\$13.0	\$13.1	\$13.5	\$12.1	\$8.5
Visitor Spending	\$89.4	\$98.8	\$102.3	\$124.7	\$143.7	\$125.9
Overnight	\$64.1	\$71.4	\$74.3	\$92.4	\$108.2	\$93.4
Day	\$25.3	\$27.4	\$28.0	\$32.2	\$35.5	\$32.5
Visitor Spending	\$89.4	\$98.8	\$102.3	\$124.7	\$143.7	\$125.9
Non-transportation	\$76.4	\$82.9	\$86.4	\$106.2	\$124.1	\$111.9
Transportation	\$13.0	\$15.9	\$15.9	\$18.5	\$19.7	\$14.0
Total Direct Earnings (million)	\$25.7	\$28.1	\$29.6	\$33.0	\$35.9	\$34.8
Total Direct Employment	1,660	1,810	1,820	1,990	2,170	2,100
Government Revenue (million)	\$8.3	\$8.9	\$9.3	\$11.2	\$13.0	\$11.7
Local Revenue	\$3.6	\$3.9	\$4.1	\$5.1	\$6.0	\$5.4
State Revenue	\$4.7	\$5.0	\$5.2	\$6.1	\$6.9	\$6.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	187.7	196.0	197.5	226.9	250.9	225.8
Party Nights	452.3	469.9	472.3	535.1	585.4	530.8
Person Trips	465.5	486.2	489.8	563.2	623.0	560.8
Person Nights	1,119.6	1,163.4	1,169.7	1,325.8	1,451.2	1,316.4
<b>Average Overnight Spending</b>						
per Party Trip	\$341	\$364	\$376	\$407	\$431	\$413
per Party Night	\$142	\$152	\$157	\$173	\$185	\$176
per Person Trip	\$138	\$147	\$152	\$164	\$174	\$166
per Person Night	\$57	\$61	\$64	\$70	\$75	\$71

\*Other Travel includes resident air travel and travel arrangement services.



## Pittsburg County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$110.6	\$125.6	\$115.9	\$108.7	\$104.7	\$110.9
Other Travel*	\$5.6	\$7.0	\$7.0	\$7.0	\$6.5	\$4.5
Visitor Spending	\$105.0	\$118.5	\$109.0	\$101.7	\$98.1	\$106.5
Overnight	\$79.3	\$90.7	\$82.9	\$76.6	\$73.6	\$81.4
Day	\$25.6	\$27.8	\$26.1	\$25.1	\$24.5	\$25.1
Visitor Spending	\$105.0	\$118.5	\$109.0	\$101.7	\$98.1	\$106.5
Non-transportation	\$94.2	\$105.2	\$96.7	\$89.9	\$87.1	\$97.0
Transportation	\$10.8	\$13.4	\$12.3	\$11.8	\$11.0	\$9.5
Total Direct Earnings (million)	\$29.8	\$33.5	\$31.1	\$29.9	\$29.5	\$32.3
Total Direct Employment	1,600	1,840	1,670	1,580	1,530	1,620
Government Revenue (million)	\$8.2	\$9.0	\$8.4	\$7.8	\$7.6	\$8.7
Local Revenue	\$3.2	\$3.6	\$3.4	\$3.1	\$3.1	\$3.7
State Revenue	\$5.0	\$5.4	\$5.0	\$4.7	\$4.5	\$4.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	185.3	197.6	181.8	171.2	166.0	181.0
Party Nights	447.9	473.2	438.0	415.9	404.9	437.6
Person Trips	499.2	529.9	490.3	463.8	450.5	488.1
Person Nights	1,219.7	1,282.8	1,194.6	1,138.8	1,110.9	1,192.4
<b>Average Overnight Spending</b>						
per Party Trip	\$428	\$459	\$456	\$447	\$443	\$449
per Party Night	\$177	\$192	\$189	\$184	\$182	\$186
per Person Trip	\$159	\$171	\$169	\$165	\$163	\$167
per Person Night	\$65	\$71	\$69	\$67	\$66	\$68

\*Other Travel includes resident air travel and travel arrangement services.

**Pontotoc County Travel Impacts and Visitor Volume, 2010-2015**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$40.3	\$44.6	\$44.2	\$49.1	\$52.5	\$49.6
Other Travel*	\$5.0	\$6.3	\$6.9	\$7.6	\$6.6	\$5.1
Visitor Spending	\$35.3	\$38.3	\$37.3	\$41.5	\$45.9	\$44.6
Overnight	\$24.6	\$26.9	\$26.1	\$29.2	\$32.8	\$31.9
Day	\$10.8	\$11.5	\$11.3	\$12.3	\$13.1	\$12.7
Visitor Spending	\$35.3	\$38.3	\$37.3	\$41.5	\$45.9	\$44.6
Non-transportation	\$29.8	\$31.6	\$31.0	\$34.5	\$38.8	\$39.0
Transportation	\$5.6	\$6.7	\$6.4	\$6.9	\$7.1	\$5.6
Total Direct Earnings (million)	\$10.1	\$10.8	\$10.9	\$12.3	\$13.3	\$13.8
Total Direct Employment	620	670	650	700	770	790
Government Revenue (million)	\$3.5	\$3.7	\$3.6	\$4.1	\$4.5	\$4.5
Local Revenue	\$1.6	\$1.7	\$1.7	\$1.9	\$2.2	\$2.2
State Revenue	\$1.9	\$2.0	\$2.0	\$2.2	\$2.4	\$2.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	82.3	84.5	81.0	87.3	93.0	91.9
Party Nights	200.3	205.0	197.1	211.3	223.3	220.1
Person Trips	202.4	207.9	199.5	214.8	229.2	226.4
Person Nights	492.0	503.5	484.4	519.1	549.0	541.5
<b>Average Overnight Spending</b>						
per Party Trip	\$299	\$318	\$322	\$335	\$353	\$347
per Party Night	\$123	\$131	\$132	\$138	\$147	\$145
per Person Trip	\$121	\$129	\$131	\$136	\$143	\$141
per Person Night	\$50	\$53	\$54	\$56	\$60	\$59

\*Other Travel includes resident air travel and travel arrangement services.

## Pottawatomie County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$103.3	\$105.6	\$113.7	\$122.9	\$109.7	\$103.4
Other Travel*	\$9.4	\$11.3	\$11.4	\$11.1	\$10.5	\$7.2
Visitor Spending	\$93.9	\$94.3	\$102.3	\$111.8	\$99.2	\$96.2
Overnight	\$68.0	\$68.0	\$74.2	\$82.0	\$71.9	\$69.7
Day	\$26.0	\$26.3	\$28.1	\$29.8	\$27.3	\$26.5
Visitor Spending	\$93.9	\$94.3	\$102.3	\$111.8	\$99.2	\$96.2
Non-transportation	\$83.0	\$81.7	\$89.2	\$97.9	\$87.1	\$86.7
Transportation	\$10.9	\$12.6	\$13.1	\$13.9	\$12.2	\$9.5
Total Direct Earnings (million)	\$25.4	\$24.4	\$26.8	\$29.0	\$28.9	\$29.9
Total Direct Employment	1,580	1,470	1,580	1,690	1,660	1,700
Government Revenue (million)	\$8.2	\$7.9	\$8.6	\$9.4	\$8.5	\$8.5
Local Revenue	\$3.3	\$3.2	\$3.6	\$4.0	\$3.5	\$3.5
State Revenue	\$4.8	\$4.7	\$5.0	\$5.5	\$5.0	\$4.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	148.1	145.0	153.5	162.4	146.2	145.5
Party Nights	382.1	375.9	396.9	415.8	379.6	378.5
Person Trips	365.3	357.9	378.4	400.4	360.6	359.6
Person Nights	914.1	899.7	949.6	996.5	907.6	908.0
<b>Average Overnight Spending</b>						
per Party Trip	\$459	\$469	\$483	\$505	\$492	\$479
per Party Night	\$178	\$181	\$187	\$197	\$189	\$184
per Person Trip	\$186	\$190	\$196	\$205	\$199	\$194
per Person Night	\$74	\$76	\$78	\$82	\$79	\$77

\*Other Travel includes resident air travel and travel arrangement services.

## Pushmataha County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$9.6	\$10.5	\$10.6	\$10.8	\$10.6	\$9.5
Other Travel*	\$1.4	\$1.8	\$1.7	\$1.7	\$1.6	\$1.1
Visitor Spending	\$8.1	\$8.8	\$8.9	\$9.0	\$9.0	\$8.4
Overnight	\$8.0	\$8.6	\$8.7	\$8.9	\$8.8	\$8.3
Day	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
Visitor Spending	\$8.1	\$8.8	\$8.9	\$9.0	\$9.0	\$8.4
Non-transportation	\$5.7	\$6.0	\$6.1	\$6.2	\$6.3	\$6.3
Transportation	\$2.4	\$2.8	\$2.8	\$2.8	\$2.7	\$2.0
Total Direct Earnings (million)	\$2.0	\$2.1	\$2.2	\$2.2	\$2.2	\$2.2
Total Direct Employment	140	150	150	160	160	160
Government Revenue (million)	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7
Local Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
State Revenue	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4	\$0.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	38.1	38.0	37.5	37.5	37.1	36.8
Party Nights	90.0	89.6	88.4	88.2	87.3	86.8
Person Trips	104.6	104.4	103.2	103.0	102.1	101.4
Person Nights	249.2	248.1	245.0	244.5	242.3	241.0
<b>Average Overnight Spending</b>						
per Party Trip	\$210	\$228	\$233	\$237	\$238	\$225
per Party Night	\$89	\$96	\$99	\$101	\$101	\$95
per Person Trip	\$77	\$83	\$85	\$86	\$86	\$82
per Person Night	\$32	\$35	\$36	\$36	\$36	\$34

\*Other Travel includes resident air travel and travel arrangement services.

## Roger Mills County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$2.7	\$3.1	\$3.2	\$3.3	\$3.2	\$2.9
Other Travel*	\$0.4	\$0.6	\$0.6	\$0.6	\$0.6	\$0.4
Visitor Spending	\$2.3	\$2.6	\$2.6	\$2.7	\$2.7	\$2.5
Overnight	\$2.1	\$2.4	\$2.4	\$2.5	\$2.5	\$2.3
Day	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Visitor Spending	\$2.3	\$2.6	\$2.6	\$2.7	\$2.7	\$2.5
Non-transportation	\$1.8	\$2.0	\$2.0	\$2.1	\$2.1	\$2.1
Transportation	\$0.5	\$0.6	\$0.6	\$0.6	\$0.6	\$0.4
Total Direct Earnings (million)	\$0.6	\$0.7	\$0.7	\$0.7	\$0.7	\$0.7
Total Direct Employment	50	60	60	60	70	60
Government Revenue (million)	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
Local Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
State Revenue	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	9.7	10.3	10.2	10.2	10.1	9.9
Party Nights	22.4	23.6	23.5	23.3	23.2	22.8
Person Trips	25.0	26.4	26.4	26.3	26.1	25.6
Person Nights	58.1	61.1	60.9	60.6	60.4	59.4
<b>Average Overnight Spending</b>						
per Party Trip	\$217	\$231	\$238	\$244	\$246	\$235
per Party Night	\$94	\$101	\$104	\$107	\$107	\$102
per Person Trip	\$84	\$90	\$93	\$95	\$95	\$91
per Person Night	\$36	\$39	\$40	\$41	\$41	\$39

\*Other Travel includes resident air travel and travel arrangement services.

## Rogers County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$111.9	\$118.6	\$125.3	\$127.8	\$125.0	\$134.6
Other Travel*	\$11.1	\$14.0	\$14.1	\$14.4	\$13.5	\$9.5
Visitor Spending	\$100.7	\$104.5	\$111.1	\$113.3	\$111.5	\$125.1
Overnight	\$57.9	\$60.5	\$64.7	\$66.4	\$65.0	\$76.0
Day	\$42.9	\$44.1	\$46.4	\$47.0	\$46.5	\$49.1
Visitor Spending	\$100.7	\$104.5	\$111.1	\$113.3	\$111.5	\$125.1
Non-transportation	\$89.5	\$91.3	\$97.5	\$99.5	\$98.5	\$113.7
Transportation	\$11.2	\$13.3	\$13.6	\$13.8	\$13.0	\$11.4
Total Direct Earnings (million)	\$27.6	\$28.4	\$30.5	\$31.0	\$30.8	\$36.0
Total Direct Employment	1,480	1,430	1,530	1,520	1,480	1,710
Government Revenue (million)	\$8.4	\$8.4	\$9.0	\$9.3	\$9.2	\$10.6
Local Revenue	\$3.1	\$3.1	\$3.4	\$3.6	\$3.6	\$4.3
State Revenue	\$5.3	\$5.3	\$5.6	\$5.7	\$5.6	\$6.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	150.6	151.6	157.9	158.2	155.0	174.3
Party Nights	380.9	383.0	397.6	397.5	390.4	433.1
Person Trips	363.8	366.7	382.1	383.1	375.3	421.6
Person Nights	897.8	904.9	940.5	941.3	923.6	1,025.2
<b>Average Overnight Spending</b>						
per Party Trip	\$384	\$399	\$410	\$420	\$419	\$436
per Party Night	\$152	\$158	\$163	\$167	\$167	\$176
per Person Trip	\$159	\$165	\$169	\$173	\$173	\$180
per Person Night	\$64	\$67	\$69	\$71	\$70	\$74

\*Other Travel includes resident air travel and travel arrangement services.

## Seminole County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$18.0	\$19.9	\$21.0	\$23.0	\$21.9	\$18.3
Other Travel*	\$3.1	\$3.9	\$3.9	\$4.0	\$3.7	\$2.5
Visitor Spending	\$14.9	\$15.9	\$17.0	\$19.0	\$18.1	\$15.8
Overnight	\$11.2	\$12.0	\$12.9	\$14.6	\$14.0	\$12.0
Day	\$3.7	\$3.9	\$4.1	\$4.4	\$4.2	\$3.8
Visitor Spending	\$14.9	\$15.9	\$17.0	\$19.0	\$18.1	\$15.8
Non-transportation	\$11.5	\$11.9	\$12.9	\$14.6	\$14.1	\$12.9
Transportation	\$3.4	\$4.0	\$4.1	\$4.4	\$4.0	\$2.9
Total Direct Earnings (million)	\$4.0	\$4.2	\$4.6	\$5.1	\$4.9	\$4.8
Total Direct Employment	260	260	280	310	300	280
Government Revenue (million)	\$1.5	\$1.5	\$1.6	\$1.8	\$1.8	\$1.6
Local Revenue	\$0.6	\$0.7	\$0.7	\$0.8	\$0.8	\$0.7
State Revenue	\$0.8	\$0.9	\$0.9	\$1.0	\$1.0	\$0.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	53.8	54.2	56.1	59.5	56.5	53.1
Party Nights	124.1	124.9	128.9	135.2	128.6	122.3
Person Trips	133.8	134.9	139.7	148.0	140.7	132.3
Person Nights	309.5	311.6	321.3	337.1	321.2	305.3
<b>Average Overnight Spending</b>						
per Party Trip	\$208	\$222	\$231	\$246	\$247	\$226
per Party Night	\$90	\$96	\$100	\$108	\$109	\$98
per Person Trip	\$83	\$89	\$93	\$99	\$99	\$90
per Person Night	\$36	\$39	\$40	\$43	\$43	\$39

\*Other Travel includes resident air travel and travel arrangement services.

## Sequoyah County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$116.7	\$119.3	\$116.1	\$113.5	\$112.6	\$114.1
Other Travel*	\$5.2	\$6.5	\$6.4	\$6.4	\$6.0	\$4.1
Visitor Spending	\$111.5	\$112.8	\$109.7	\$107.1	\$106.6	\$109.9
Overnight	\$60.9	\$61.9	\$60.0	\$58.1	\$57.5	\$60.0
Day	\$50.6	\$50.9	\$49.7	\$49.0	\$49.1	\$49.9
Visitor Spending	\$111.5	\$112.8	\$109.7	\$107.1	\$106.6	\$109.9
Non-transportation	\$100.4	\$99.8	\$97.2	\$94.7	\$94.8	\$100.4
Transportation	\$11.1	\$13.0	\$12.5	\$12.4	\$11.8	\$9.6
Total Direct Earnings (million)	\$29.3	\$29.3	\$28.8	\$27.9	\$28.1	\$30.8
Total Direct Employment	1,390	1,350	1,300	1,310	1,330	1,430
Government Revenue (million)	\$8.0	\$7.7	\$7.6	\$7.3	\$7.3	\$7.8
Local Revenue	\$2.6	\$2.6	\$2.5	\$2.4	\$2.5	\$2.7
State Revenue	\$5.4	\$5.2	\$5.1	\$4.8	\$4.8	\$5.1

\*Other Travel includes resident air travel and travel arrangement services.

Note: Due to the high proportion of gaming activity, Overnight Visitor Volume and Average Overnight Spending are not available for Sequoyah County.



## Stephens County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$54.8	\$58.1	\$63.9	\$70.1	\$77.0	\$69.4
Other Travel*	\$5.9	\$7.4	\$7.4	\$8.1	\$7.5	\$5.7
Visitor Spending	\$48.9	\$50.7	\$56.5	\$62.0	\$69.5	\$63.7
Overnight	\$34.1	\$35.4	\$39.9	\$44.3	\$50.5	\$46.0
Day	\$14.7	\$15.3	\$16.6	\$17.7	\$19.0	\$17.7
Visitor Spending	\$48.9	\$50.7	\$56.5	\$62.0	\$69.5	\$63.7
Non-transportation	\$40.6	\$41.1	\$46.3	\$51.1	\$58.3	\$55.4
Transportation	\$8.2	\$9.6	\$10.2	\$10.8	\$11.2	\$8.4
Total Direct Earnings (million)	\$12.6	\$12.9	\$14.6	\$16.2	\$18.2	\$18.2
Total Direct Employment	880	870	940	1,030	1,140	1,130
Government Revenue (million)	\$4.4	\$4.5	\$5.0	\$5.6	\$6.3	\$6.0
Local Revenue	\$1.8	\$1.9	\$2.2	\$2.4	\$2.9	\$2.7
State Revenue	\$2.6	\$2.6	\$2.9	\$3.1	\$3.5	\$3.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	111.4	110.4	118.5	125.3	135.1	127.5
Party Nights	268.3	266.4	283.8	298.1	318.1	300.7
Person Trips	282.2	279.8	299.6	316.7	341.3	322.5
Person Nights	677.6	672.6	715.7	751.3	801.3	758.8
<b>Average Overnight Spending</b>						
per Party Trip	\$306	\$321	\$337	\$353	\$374	\$361
per Party Night	\$127	\$133	\$141	\$149	\$159	\$153
per Person Trip	\$121	\$127	\$133	\$140	\$148	\$143
per Person Night	\$50	\$53	\$56	\$59	\$63	\$61

\*Other Travel includes resident air travel and travel arrangement services.

## Texas County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$31.0	\$35.0	\$37.4	\$40.6	\$42.2	\$39.4
Other Travel*	\$2.6	\$3.3	\$3.3	\$3.4	\$3.2	\$2.1
Visitor Spending	\$28.4	\$31.7	\$34.1	\$37.2	\$39.0	\$37.2
Overnight	\$20.4	\$22.9	\$24.8	\$27.2	\$28.7	\$27.4
Day	\$8.0	\$8.8	\$9.3	\$10.0	\$10.3	\$9.9
Visitor Spending	\$28.4	\$31.7	\$34.1	\$37.2	\$39.0	\$37.2
Non-transportation	\$24.2	\$26.6	\$28.7	\$31.5	\$33.4	\$32.9
Transportation	\$4.2	\$5.2	\$5.3	\$5.7	\$5.7	\$4.4
Total Direct Earnings (million)	\$7.3	\$8.0	\$8.8	\$9.5	\$10.0	\$10.1
Total Direct Employment	480	530	550	610	670	650
Government Revenue (million)	\$2.7	\$3.0	\$3.2	\$3.5	\$3.7	\$3.6
Local Revenue	\$1.3	\$1.4	\$1.5	\$1.7	\$1.8	\$1.8
State Revenue	\$1.5	\$1.6	\$1.7	\$1.8	\$1.9	\$1.9
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	60.4	63.9	66.6	70.8	72.4	70.3
Party Nights	141.6	149.2	154.8	164.0	167.1	162.2
Person Trips	149.3	158.1	164.7	175.0	179.3	174.1
Person Nights	349.2	368.1	382.0	404.6	412.6	400.6
<b>Average Overnight Spending</b>						
per Party Trip	\$337	\$358	\$372	\$384	\$396	\$389
per Party Night	\$144	\$153	\$160	\$166	\$172	\$169
per Person Trip	\$136	\$145	\$150	\$155	\$160	\$157
per Person Night	\$58	\$62	\$65	\$67	\$70	\$68

\*Other Travel includes resident air travel and travel arrangement services.

## Tillman County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$5.6	\$6.3	\$6.3	\$6.4	\$6.2	\$5.5
Other Travel*	\$1.0	\$1.2	\$1.2	\$1.2	\$1.1	\$0.8
Visitor Spending	\$4.7	\$5.1	\$5.1	\$5.2	\$5.1	\$4.8
Overnight	\$3.5	\$3.8	\$3.9	\$3.9	\$3.9	\$3.6
Day	\$1.2	\$1.2	\$1.2	\$1.2	\$1.2	\$1.1
Visitor Spending	\$4.7	\$5.1	\$5.1	\$5.2	\$5.1	\$4.8
Non-transportation	\$3.6	\$3.8	\$3.9	\$3.9	\$3.9	\$3.9
Transportation	\$1.1	\$1.3	\$1.2	\$1.2	\$1.2	\$0.9
Total Direct Earnings (million)	\$1.3	\$1.3	\$1.4	\$1.4	\$1.4	\$1.4
Total Direct Employment	90	90	100	100	90	90
Government Revenue (million)	\$0.4	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3	\$0.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	17.1	17.4	17.0	16.9	16.6	16.1
Party Nights	39.5	40.1	39.1	38.7	38.1	37.0
Person Trips	42.7	43.4	42.5	42.1	41.4	40.3
Person Nights	98.6	99.9	97.6	96.6	95.1	92.5
<b>Average Overnight Spending</b>						
per Party Trip	\$204	\$220	\$227	\$232	\$234	\$225
per Party Night	\$88	\$95	\$99	\$101	\$102	\$98
per Person Trip	\$82	\$88	\$91	\$93	\$94	\$90
per Person Night	\$35	\$38	\$40	\$41	\$41	\$39

\*Other Travel includes resident air travel and travel arrangement services.

## Tulsa County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$1,190.9	\$1,288.7	\$1,291.9	\$1,325.9	\$1,373.6	\$1,334.6
Other Travel*	\$475.5	\$521.8	\$484.0	\$478.0	\$485.5	\$465.1
Visitor Spending	\$715.4	\$767.0	\$807.9	\$847.9	\$888.0	\$869.5
Overnight	\$600.8	\$643.6	\$679.0	\$714.1	\$750.1	\$736.7
Day	\$114.5	\$123.4	\$128.9	\$133.8	\$137.9	\$132.8
Visitor Spending	\$715.4	\$767.0	\$807.9	\$847.9	\$888.0	\$869.5
Non-transportation	\$582.4	\$613.6	\$649.6	\$682.8	\$720.8	\$726.7
Transportation	\$133.0	\$153.4	\$158.3	\$165.1	\$167.2	\$142.8
Total Direct Earnings (million)	\$261.4	\$268.3	\$255.7	\$255.9	\$266.4	\$286.1
Total Direct Employment	11,560	11,610	11,220	11,370	11,640	12,270
Government Revenue (million)	\$78.1	\$81.4	\$83.8	\$87.1	\$91.4	\$92.2
Local Revenue	\$35.8	\$37.6	\$38.7	\$40.2	\$42.4	\$43.0
State Revenue	\$42.4	\$43.8	\$45.1	\$46.9	\$49.0	\$49.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	1,360.2	1,398.6	1,444.4	1,481.0	1,524.2	1,513.8
Party Nights	3,288.9	3,367.0	3,464.4	3,542.8	3,639.0	3,615.5
Person Trips	3,182.8	3,283.2	3,397.9	3,490.1	3,591.4	3,570.6
Person Nights	7,513.9	7,724.8	7,969.6	8,168.5	8,387.3	8,345.3
<b>Average Overnight Spending</b>						
per Party Trip	\$442	\$460	\$470	\$482	\$492	\$487
per Party Night	\$183	\$191	\$196	\$202	\$206	\$204
per Person Trip	\$189	\$196	\$200	\$205	\$209	\$206
per Person Night	\$80	\$83	\$85	\$87	\$89	\$88

\*Other Travel includes resident air travel and travel arrangement services.

## Wagoner County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$53.3	\$58.1	\$60.1	\$61.6	\$60.6	\$56.1
Other Travel*	\$10.0	\$12.4	\$13.1	\$12.8	\$11.4	\$7.6
Visitor Spending	\$43.3	\$45.7	\$47.0	\$48.8	\$49.2	\$48.5
Overnight	\$33.5	\$35.3	\$36.3	\$37.8	\$38.2	\$37.7
Day	\$9.8	\$10.3	\$10.6	\$11.0	\$11.0	\$10.8
Visitor Spending	\$43.3	\$45.7	\$47.0	\$48.8	\$49.2	\$48.5
Non-transportation	\$35.6	\$36.5	\$37.8	\$39.4	\$40.2	\$41.4
Transportation	\$7.7	\$9.1	\$9.1	\$9.4	\$9.0	\$7.1
Total Direct Earnings (million)	\$12.4	\$12.8	\$13.7	\$13.9	\$13.9	\$14.5
Total Direct Employment	790	790	780	830	810	840
Government Revenue (million)	\$4.0	\$4.1	\$4.2	\$4.4	\$4.4	\$4.5
Local Revenue	\$1.5	\$1.6	\$1.6	\$1.7	\$1.7	\$1.8
State Revenue	\$2.5	\$2.5	\$2.6	\$2.7	\$2.7	\$2.7
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	117.3	118.2	119.8	122.2	122.1	123.4
Party Nights	304.0	306.0	310.1	315.8	315.3	318.5
Person Trips	286.6	289.2	293.3	299.3	298.9	302.4
Person Nights	727.5	734.0	744.3	758.9	757.0	765.7
<b>Average Overnight Spending</b>						
per Party Trip	\$286	\$299	\$303	\$309	\$313	\$306
per Party Night	\$110	\$115	\$117	\$120	\$121	\$118
per Person Trip	\$117	\$122	\$124	\$126	\$128	\$125
per Person Night	\$46	\$48	\$49	\$50	\$50	\$49

\*Other Travel includes resident air travel and travel arrangement services.

## Washington County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$54.6	\$62.7	\$74.4	\$72.9	\$72.9	\$64.8
Other Travel*	\$8.1	\$8.9	\$9.0	\$9.1	\$8.3	\$6.0
Visitor Spending	\$46.6	\$53.8	\$65.4	\$63.7	\$64.6	\$58.7
Overnight	\$36.9	\$42.9	\$53.1	\$51.7	\$52.5	\$47.7
Day	\$9.7	\$10.9	\$12.3	\$12.0	\$12.1	\$11.1
Visitor Spending	\$46.6	\$53.8	\$65.4	\$63.7	\$64.6	\$58.7
Non-transportation	\$37.3	\$42.1	\$52.2	\$50.9	\$52.2	\$49.5
Transportation	\$9.3	\$11.7	\$13.2	\$12.8	\$12.4	\$9.3
Total Direct Earnings (million)	\$13.6	\$15.1	\$16.6	\$16.3	\$17.0	\$16.6
Total Direct Employment	810	870	930	900	940	900
Government Revenue (million)	\$4.6	\$5.1	\$6.2	\$6.0	\$6.1	\$5.8
Local Revenue	\$2.0	\$2.2	\$2.8	\$2.7	\$2.8	\$2.6
State Revenue	\$2.6	\$2.8	\$3.3	\$3.3	\$3.3	\$3.1
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	138.2	147.5	167.2	160.0	161.0	152.7
Party Nights	304.8	322.9	360.3	345.1	347.7	331.2
Person Trips	341.9	365.2	414.3	396.7	399.0	378.5
Person Nights	753.3	798.3	891.8	854.7	860.8	820.0
<b>Average Overnight Spending</b>						
per Party Trip	\$267	\$291	\$318	\$323	\$326	\$312
per Party Night	\$121	\$133	\$147	\$150	\$151	\$144
per Person Trip	\$108	\$118	\$128	\$130	\$132	\$126
per Person Night	\$49	\$54	\$60	\$61	\$61	\$58

\*Other Travel includes resident air travel and travel arrangement services.

## Washita County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$7.2	\$8.1	\$8.2	\$8.4	\$8.1	\$7.2
Other Travel*	\$1.4	\$1.8	\$1.8	\$1.8	\$1.7	\$1.2
Visitor Spending	\$5.8	\$6.3	\$6.4	\$6.5	\$6.4	\$6.0
Overnight	\$5.5	\$5.9	\$6.0	\$6.2	\$6.1	\$5.8
Day	\$0.3	\$0.4	\$0.4	\$0.4	\$0.3	\$0.2
Visitor Spending	\$5.8	\$6.3	\$6.4	\$6.5	\$6.4	\$6.0
Non-transportation	\$4.1	\$4.3	\$4.4	\$4.5	\$4.6	\$4.6
Transportation	\$1.7	\$2.0	\$2.0	\$2.0	\$1.9	\$1.4
Total Direct Earnings (million)	\$1.5	\$1.5	\$1.6	\$1.6	\$1.6	\$1.6
Total Direct Employment	120	130	150	140	140	140
Government Revenue (million)	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5
Local Revenue	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2	\$0.2
State Revenue	\$0.3	\$0.3	\$0.4	\$0.4	\$0.4	\$0.3
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	25.8	26.1	25.9	26.0	25.6	25.3
Party Nights	60.1	60.5	60.2	60.4	59.3	58.9
Person Trips	65.6	66.2	66.0	66.2	65.0	64.5
Person Nights	152.7	153.9	153.2	153.7	150.9	149.9
<b>Average Overnight Spending</b>						
per Party Trip	\$212	\$228	\$233	\$237	\$239	\$228
per Party Night	\$91	\$98	\$100	\$102	\$103	\$98
per Person Trip	\$84	\$90	\$91	\$93	\$94	\$89
per Person Night	\$36	\$39	\$39	\$40	\$40	\$38

\*Other Travel includes resident air travel and travel arrangement services.

## Woods County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$13.0	\$15.6	\$17.9	\$25.3	\$34.2	\$29.3
Other Travel*	\$1.9	\$2.3	\$1.9	\$2.0	\$1.7	\$1.4
Visitor Spending	\$11.1	\$13.3	\$16.0	\$23.4	\$32.5	\$28.0
Overnight	\$10.4	\$12.5	\$15.1	\$22.2	\$31.0	\$26.7
Day	\$0.7	\$0.8	\$0.9	\$1.2	\$1.5	\$1.3
Visitor Spending	\$11.1	\$13.3	\$16.0	\$23.4	\$32.5	\$28.0
Non-transportation	\$8.9	\$10.4	\$12.9	\$19.1	\$27.2	\$24.1
Transportation	\$2.2	\$2.8	\$3.2	\$4.2	\$5.3	\$3.8
Total Direct Earnings (million)	\$3.1	\$3.7	\$4.3	\$6.2	\$8.5	\$7.7
Total Direct Employment	200	220	260	360	480	430
Government Revenue (million)	\$1.1	\$1.3	\$1.6	\$2.3	\$3.3	\$2.9
Local Revenue	\$0.5	\$0.6	\$0.8	\$1.2	\$1.7	\$1.5
State Revenue	\$0.6	\$0.7	\$0.8	\$1.1	\$1.6	\$1.4
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	35.0	38.2	43.4	58.0	75.7	67.6
Party Nights	76.8	82.8	92.7	120.4	154.3	138.9
Person Trips	90.9	98.9	111.9	148.2	192.5	172.8
Person Nights	200.3	215.2	239.9	309.3	393.8	356.2
<b>Average Overnight Spending</b>						
per Party Trip	\$297	\$327	\$349	\$384	\$409	\$395
per Party Night	\$135	\$151	\$163	\$185	\$201	\$192
per Person Trip	\$115	\$126	\$135	\$150	\$161	\$154
per Person Night	\$52	\$58	\$63	\$72	\$79	\$75

\*Other Travel includes resident air travel and travel arrangement services.



## Woodward County Travel Impacts and Visitor Volume, 2010-2015

	2010	2011	2012	2013	2014	2015
<b>Direct Economic Impacts</b>						
Total Direct Spending (million)	\$45.9	\$59.9	\$74.5	\$67.5	\$69.3	\$63.1
Other Travel*	\$2.8	\$3.6	\$3.7	\$3.8	\$3.5	\$2.6
Visitor Spending	\$43.1	\$56.3	\$70.8	\$63.6	\$65.8	\$60.6
Overnight	\$32.2	\$42.8	\$54.5	\$48.7	\$50.5	\$46.2
Day	\$10.9	\$13.5	\$16.3	\$14.9	\$15.4	\$14.3
Visitor Spending	\$43.1	\$56.3	\$70.8	\$63.6	\$65.8	\$60.6
Non-transportation	\$37.0	\$47.7	\$60.6	\$54.4	\$56.8	\$53.7
Transportation	\$6.1	\$8.6	\$10.2	\$9.2	\$9.0	\$6.8
Total Direct Earnings (million)	\$11.2	\$12.8	\$13.6	\$12.1	\$12.3	\$12.0
Total Direct Employment	660	730	740	660	700	670
Government Revenue (million)	\$4.3	\$5.4	\$6.7	\$6.1	\$6.6	\$6.2
Local Revenue	\$2.1	\$2.7	\$3.4	\$3.1	\$3.6	\$3.4
State Revenue	\$2.2	\$2.7	\$3.3	\$3.0	\$3.0	\$2.8
<b>Overnight Visitor Volume (thousand)</b>						
Party Trips	80.5	97.2	116.2	103.9	106.3	100.2
Party Nights	183.8	218.4	258.2	232.4	238.0	225.1
Person Trips	202.3	243.9	291.3	260.8	266.5	251.5
Person Nights	461.1	547.5	646.7	582.7	596.2	564.4
<b>Average Overnight Spending</b>						
per Party Trip	\$400	\$440	\$469	\$469	\$475	\$461
per Party Night	\$175	\$196	\$211	\$210	\$212	\$205
per Person Trip	\$159	\$175	\$187	\$187	\$189	\$184
per Person Night	\$70	\$78	\$84	\$84	\$85	\$82

\*Other Travel includes resident air travel and travel arrangement services.

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## APPENDICES

APPENDIX A	2015 TRAVEL IMPACT AND VISITOR VOLUME ESTIMATES
APPENDIX B	KEY TERMS AND DEFINITIONS
APPENDIX C	RELATIONSHIP BETWEEN SPENDING AND VOLUME
APPENDIX D	REGIONAL TRAVEL IMPACT MODEL
APPENDIX E	TRAVEL INDUSTRY ACCOUNTS
APPENDIX F	OKLAHOMA EARNINGS AND EMPLOYMENT BY INDUSTRY SECTOR
APPENDIX G	INDUSTRY GROUPS

## 2015 TRAVEL IMPACT AND VISITOR VOLUME ESTIMATES

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

### **DIRECT IMPACTS**

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

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

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

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

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

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

Direct impacts are reported for all counties within Oklahoma. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2015. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Oklahoma economy prepared by the IMPLAN Group, LLC. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures from travelers. Hotels, for example, purchase maintenance services from independent contractors. Induced impacts represent the purchase of goods and services by employees whose earnings are in part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state.

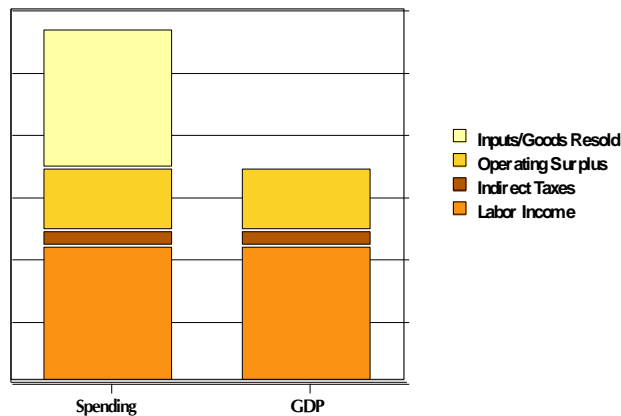
The “multiplier” refers to the ratio of the total impacts to the direct impacts for employment or earnings. A description of the methodology used to estimate secondary impacts can be found in the Appendix.

### GROSS DOMESTIC PRODUCT

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

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

**Relationship Between Spending and Gross Domestic Product**



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

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

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

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

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

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

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

- **Oil and Gas Extraction.** This industry also includes support services for oil and gas extraction, as well as petroleum and chemical manufacturing. (NAICS 211, 213, 324, and 325).
- **Agriculture & food processing.** This industry group encompasses parts of two major industry categories: agriculture, and food manufacturing or processing.

- **Travel.** A portion of the transportation, retail, leisure, and hospitality industries as estimated in this report.

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

### **INTERPRETATION OF IMPACT ESTIMATES**

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

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

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## KEY TERMS AND DEFINITIONS

### ECONOMIC IMPACTS

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

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

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

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

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

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

**Local Government Revenue:** Lodging and sales taxes imposed by cities, counties and other regional tax jurisdictions in Oklahoma. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property taxes and the sales tax payments attributable to travel industry employees are also included.

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

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

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

**State Government Revenue:** Lodging, sales, mixed beverage, motor fuel, auto rental and business and personal income taxes imposed by the state of Oklahoma, including the sales tax payments attributable to travel industry employees. The visitor related share of tribal gaming exclusivity fees are also included.

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

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

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



## VISITOR VOLUME

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

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

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

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

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

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

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

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

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

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

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

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

### RELATIONSHIP BETWEEN SPENDING AND VOLUME

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

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

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

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

#### Average Expenditures for Overnight Visitors, YEAR

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

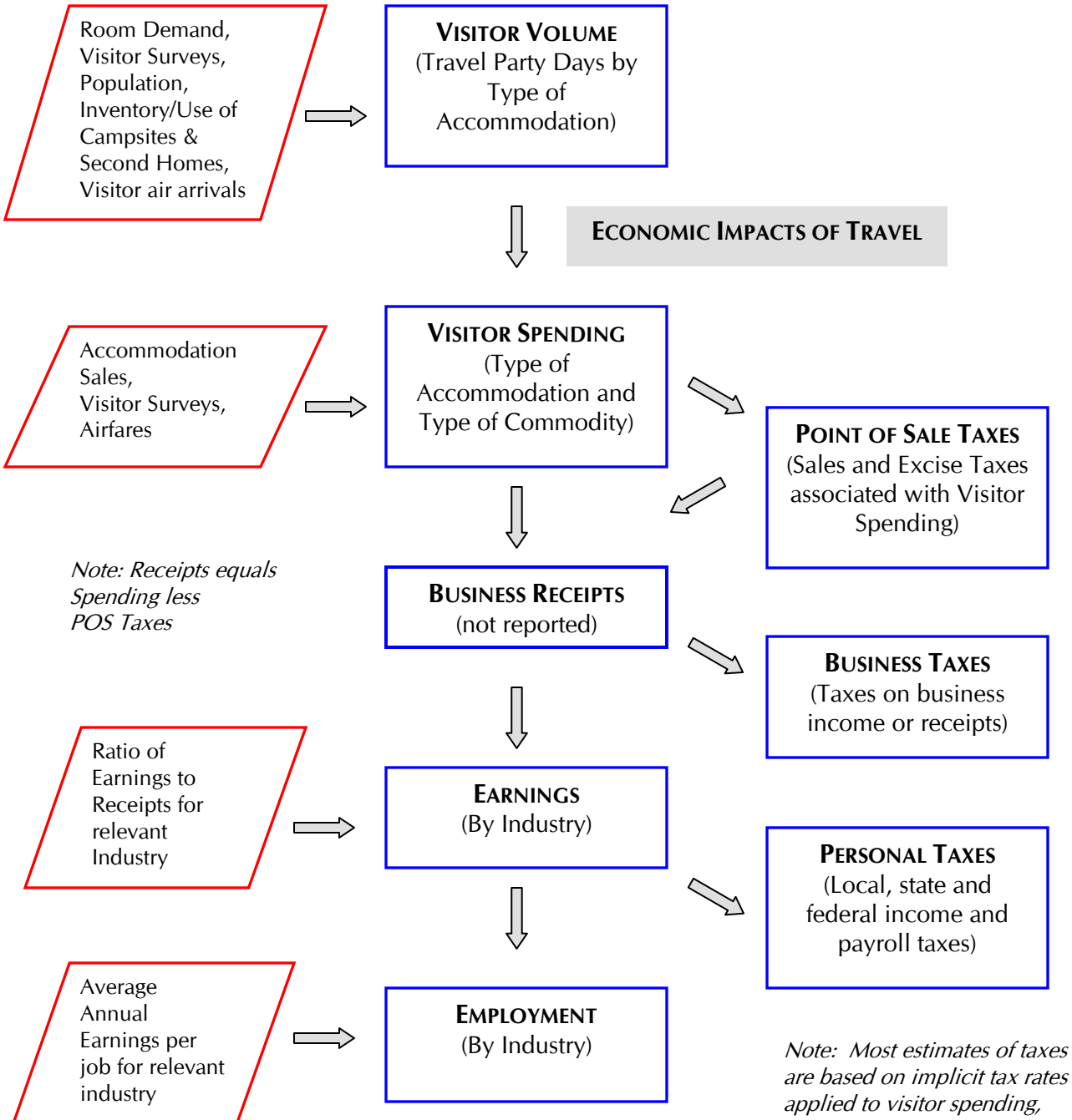
#### Overnight Visitor Volume, YEAR

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

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

## REGIONAL TRAVEL IMPACT MODEL

### PRIMARY DATA SOURCES



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

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”<sup>1</sup>

Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

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

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

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

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

## PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

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

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

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

## TRAVEL INDUSTRY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## RTIM Travel Impact Industries Matched to NAICS

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

Source: Dean Runyan Associates



## DEMAND SEGMENTS

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

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

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

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

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

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

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

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

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

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

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

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

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

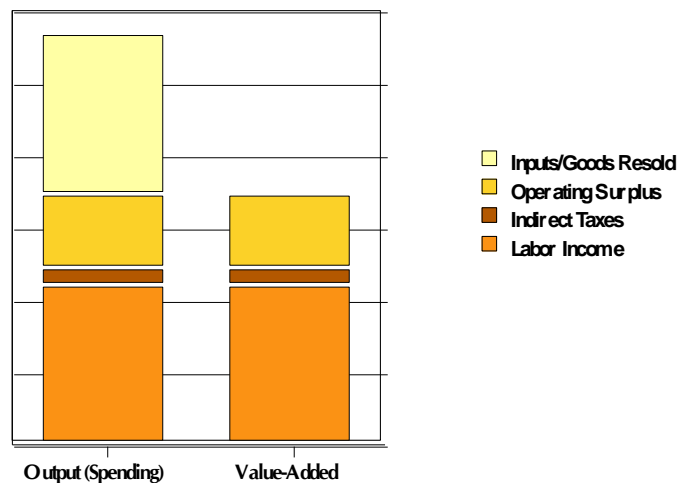
## COMPONENTS OF INDUSTRY OUTPUT

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

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

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

**Components of Industry Output**



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

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

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

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

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

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

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

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

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

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

## INDIRECT, INDUCED AND SECONDARY EFFECTS

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

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

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

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

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

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

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

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

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

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

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

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

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## Industry Groups

### Accommodation & Food Services

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

### Arts, Entertainment & Recreation

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

### Construction

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

### Education and Health Services

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

### Financial Activities

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



**Information**

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

**Manufacturing & Utilities**

(280 industries)

**Natural Resources and Mining**

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

**Other Services**

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

**Professional and Business Services**

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

**Public Administration**

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

**Trade**

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

**Transport**

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