



TOURISM

THE ECONOMIC IMPACT OF OKLAHOMA'S 3RD-LARGEST INDUSTRY

2016 IMPACTS



22
MILLION
Visitors in 2016

3
straight
years of
growth

\$8.6 BILLION
direct visitor travel spending

\$627
MILLION
state and local
tax revenue
generated



\$2.23
BILLION
direct earnings
generated by
travel spending



\$410
per household
in tax revenues



100,000
JOBS
direct
employment
generated by
travel spending



Tourism Marketing Yields Tax Revenue:

IN 2017, OTRD'S SPRING ADVERTISING CAMPAIGN INVESTMENT OF \$1.8 MILLION GENERATED:

917,519 trips **\$135.9M** in visitor spending **\$10.7M** in state and local tax revenue

TAKEAWAYS:

- TOURISM IS AN ECONOMIC ENGINE FOR OKLAHOMA
- TOURISM MARKETING GENERATES STATE AND LOCAL TAX REVENUE
- WISE MARKETING INVESTMENTS STRENGTHEN THIS VITAL INDUSTRY

OTRD's 2017 spring marketing campaign generated an **ROI of 6:1** in state & local taxes

\$3.50 STATE
\$2.50 LOCAL



Research conducted by three industry-leading research firms: TNS Global Market Research, Dean Runyan Associates, Longwoods International