

Oklahoma Travel Impacts: Statewide Estimates *2010 - 2016*



Photo Credit: Erika Goldring

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Prepared for the

Oklahoma Tourism and Recreation Department
Oklahoma City, Oklahoma

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The Economic Impact of Travel on Oklahoma

2010-2016 State Estimates

December 2017

prepared for

Oklahoma Tourism and Recreation Department

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Executive Summary

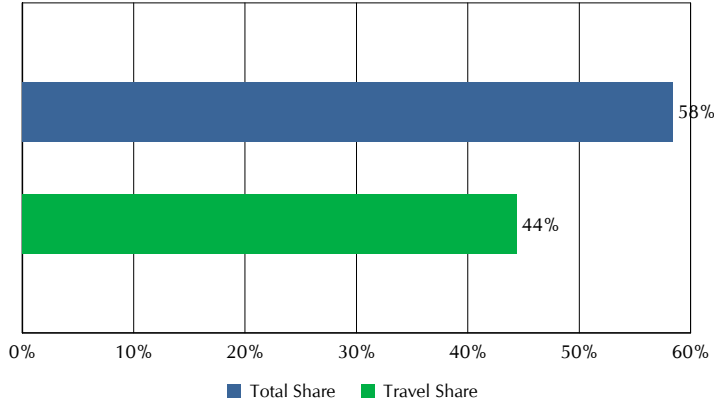
This report describes the economic impacts of travel to and through Oklahoma and the state's 77 counties. The estimates of the direct impacts associated with traveler spending in Oklahoma were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The estimates for 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 \$8.5 billion in 2016.
- Non-transportation visitor spending (not including motor fuel and visitor air transportation) decreased by 0.6 percent over the preceding year. Since 2010, non-transportation visitor spending in the state has increased on average by 3.5 percent per year in current dollars.
- Direct travel-generated employment was 100,000 in 2016. This represents a 1.9 percent increase over the previous year. On average, direct travel-generated employment has increased by 2.5 percent per year since 2010.
- Direct travel-generated earnings (\$2.2 billion in 2016) increased by 4.1 percent over the previous year; travel-generated earnings have grown an average of 4.3 percent per year since 2010.
- Local, state and federal tax revenue generated by travel spending totaled \$988 million in 2016: \$259 million local (a decrease of 2.1%), \$368 million state (a decrease of 0.5%), and \$361 million federal. This is equivalent to \$645 for each Oklahoma household (state and local tax revenue is equivalent to \$410 for each Oklahoma household).

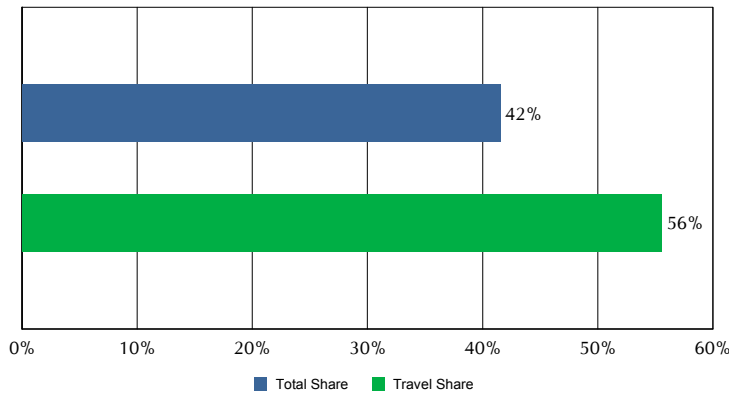
THE OKLAHOMA TRAVEL INDUSTRY BENEFITS ALL AREAS OF THE STATE

Five Largest Counties



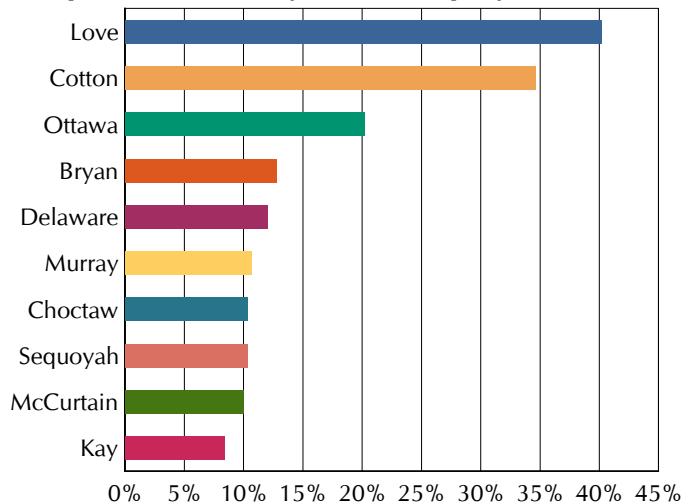
The five largest counties in the state (Oklahoma, Tulsa, Cleveland, Comanche and Canadian) have over one-half (58 percent) of the total employment in the state, and 44 percent of direct travel-generated employment. Travel-generated employment represents 3 percent of all employment in these counties.

All other Oklahoma Counties



The remaining 72 counties in the state have 42 percent of total employment in Oklahoma and 56 percent of direct travel-generated employment. Travel-generated employment represents 6 percent of all employment in these counties.

Top 10 Counties by 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, 2010-2016

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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 2016. These findings show the level of travel spending by visitors traveling to and within the state, and the impact this spending had on the economy in terms of earnings, employment and tax revenue.

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

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

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

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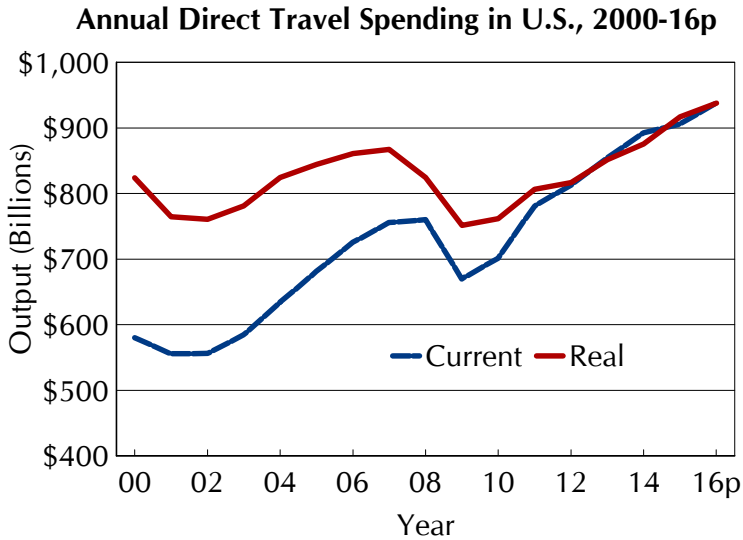
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I. U.S. TRAVEL

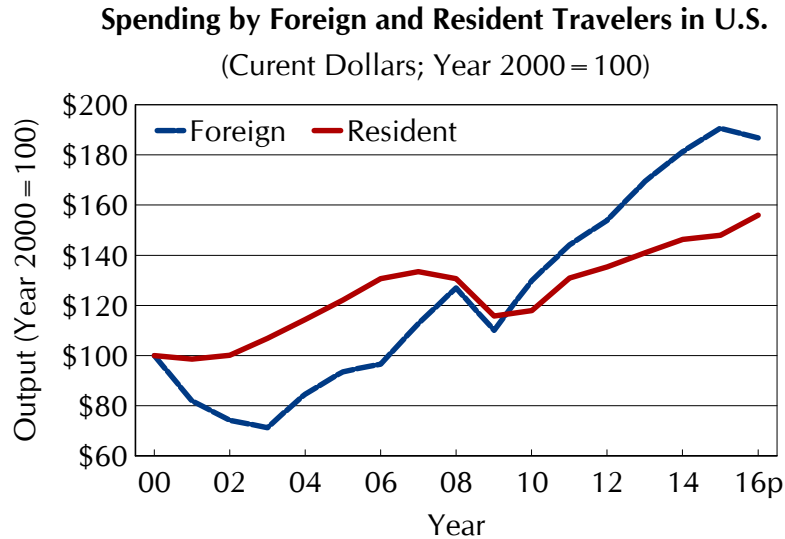


The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts*. Both graphs show direct tourism output for the United States - spending by resident and foreign visitors.



Spending by resident and foreign visitors was \$933 billion in 2016 in current dollars. This represents a 3.0 percent increase over 2015. When adjusted for changes in prices (real dollars), spending increased by 2.3 percent from 2015 to 2016 - compared to a 4.7 percent increase for the preceding year.

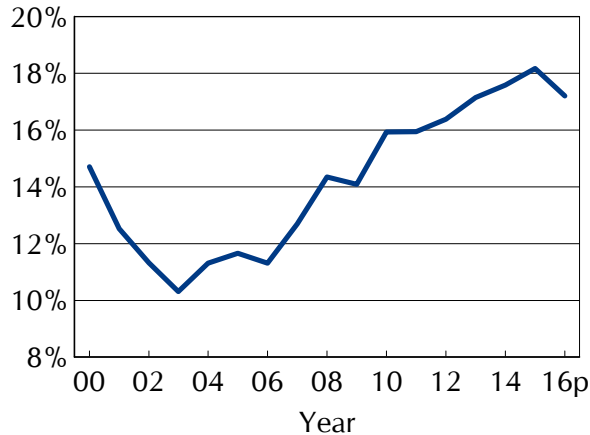


The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2016, the increase in spending by resident visitors (4.7 percent) compares to a 2.0 percent decrease in non-resident spending. Visitor spending by non-residents increased by 5.2 percent from 2014 to 2015.

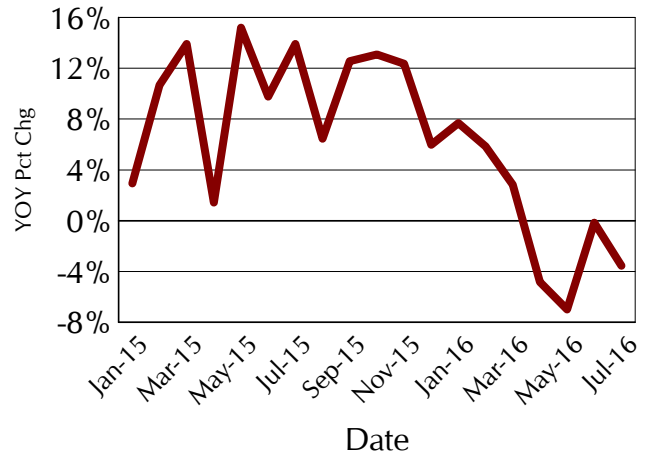
Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.
*See <http://www.bea.gov/industry/index.htm#satellite>.

The foreign share of U.S. internal travel declined by almost a full percent point from 2015 to 2016 (18.2 percent to 17.2 percent). This has been due to two factors. First, overseas arrivals began to show a decreasing rate of growth in the beginning of 2016 and actually declined in absolute numbers in the most recently reported months. Secondly, the value of foreign currencies has fallen relative to the U.S. dollar. This not only discourages travel to the U.S., but also means that foreigners that do travel to the U.S. have less money to spend on goods and services.

Foreign Share of U.S. Internal Travel Spending



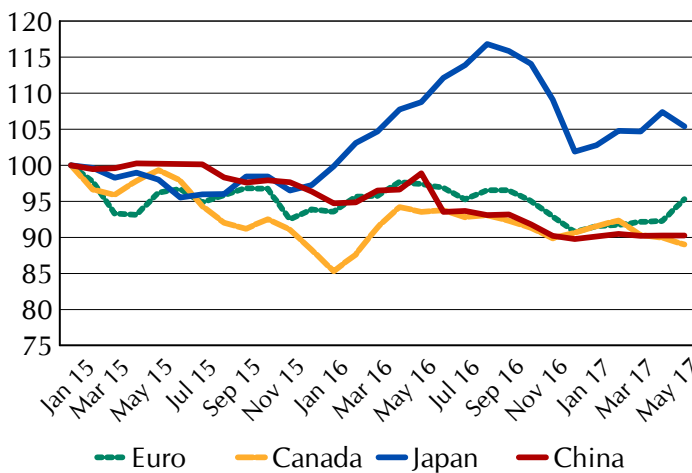
Overseas Arrivals
YOY Percent Change



Note: Internal travel does not include spending on international airfares to U.S. carriers.

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

Monthly Averages, Jan 2015 through May 2017



Sources:

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

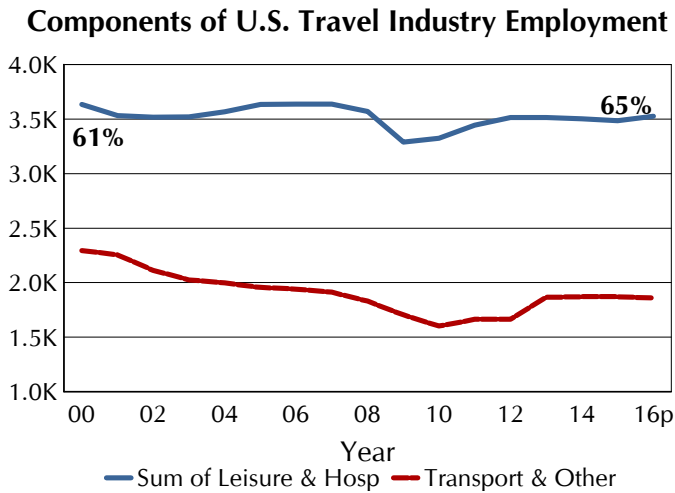
Overseas Arrivals: Office of Travel and Tourism Industries, U.S. Department of Commerce.

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

The following two graphs show employment trends since 2000 and the composition of travel industry employment since the recession. The first graph shows that travel-generated employment recovered from the 2008-09 recession by 2013. Since then, however, there has been no significant employment growth in the industry. Leisure and hospitality employment was 3.5 million in 2016 or 65 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.



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



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

Summary of Oklahoma Travel

- Total direct travel spending in Oklahoma was \$8.5 billion in 2016. From 2010 to 2016, travel spending has increased on average by 2.4 percent per year.
- Direct travel-generated employment was 100,000 in 2016, a 1.9 percent increase over the preceding year. Employment has increased by 2.5 percent per year since 2010. Earnings (\$2.2 billion in 2016) have increased on average by 4.1 percent per year since 2010.
- Local, state and federal government revenue generated by travel spending totaled \$988 million in 2016: \$259 million local, \$368 million state, and \$361 million federal. The local and state tax revenues generated by travel spending represent approximately 4.0 percent of all local and state tax revenues collected in Oklahoma.
- Total travel-generated local and state tax revenue was equivalent to \$410 per Oklahoma household. Visitor spending accounted for over 80 percent of this amount. The tax payments of travel industry businesses and employees accounted for the remainder.

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.

*The \$366 million in state government revenue includes tribal gaming exclusivity fees. This amount is not included in the calculation of the amount of state and local tax revenue attributable to travel (4.0 percent).

ECONOMIC IMPACT OF TRAVEL

Travel spending increased on average by 2.4 percent a year between 2010 and 2016. Over this same period (2010-2016), travel-generated employment grew by 2.5 percent per year, and earnings grew by 4.1 percent per year.

Oklahoma Direct Travel Impacts, 2010-2016

	2010	2012	2014	2015	2016	Annual % Chg. 15-16	10-16
Spending (\$Millions)							
Total	7,416	8,300	8,831	8,648	8,566	-0.9%	2.4%
Other	612	611	610	630	637	1.2%	0.7%
Visitor	6,804	7,689	8,221	8,018	7,929	-1.1%	2.6%
Non-Transportation	5,270	5,830	6,353	6,504	6,463	-0.6%	3.5%
Transportation	1,534	1,860	1,868	1,514	1,465	-3.2%	-0.8%
Earnings (\$Millions)							
Total	1,730	1,881	2,024	2,143	2,231	4.1%	4.3%
Employment (Thousands)							
Total	86.0	91.0	95.0	98.0	100.0	1.9%	2.5%
Government Revenue (\$Millions)							
Total	832	883	966	986	988	0.2%	2.9%
Local	207	237	258	265	259	-2.1%	3.8%
Visitor	162	188	210	214	209	-2.2%	4.4%
Business or Employee	46	48	49	51	50	-1.9%	1.6%
State	319	342	364	369	368	-0.5%	2.4%
Visitor	263	283	303	305	305	0.1%	2.5%
Business or Employee	56	58	61	65	63	-3.1%	2.1%
Federal	305	305	344	352	361	2.7%	2.8%

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.

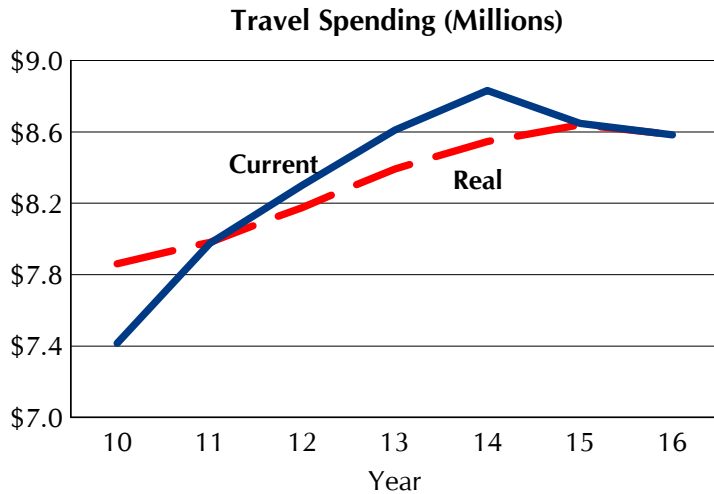
Employment includes all full- and part-time employment of payroll employees and proprietors.

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.

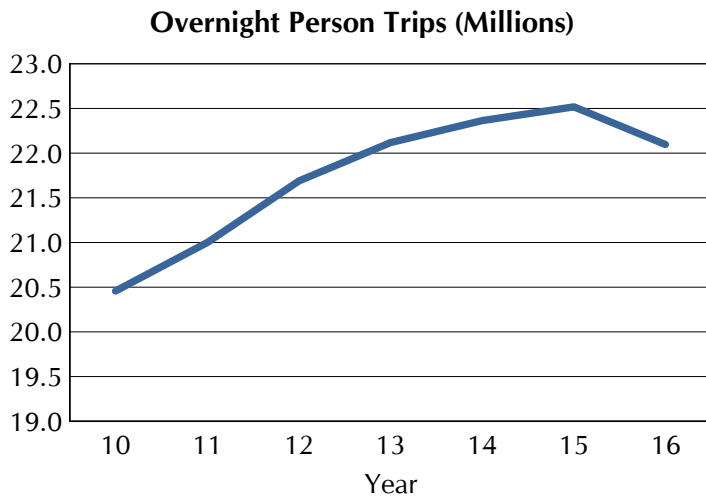
Federal revenue includes motor fuel excise taxes and airline ticket taxes, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

Note: Data for in-between years is available under "County Travel Impacts" section of this report.

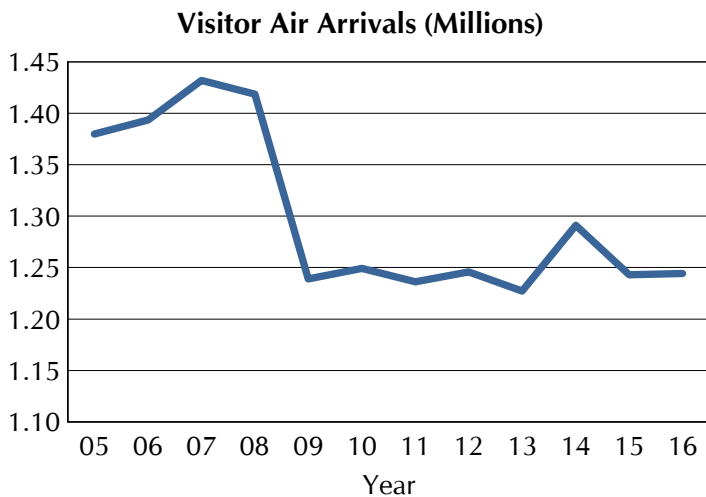


The top graph shows travel spending in current dollars (no inflation adjustment) and real dollars (adjusted for inflation). In real dollars, travel spending decreased by 0.6 percent from 2015 to 2016. In current dollars, spending decreased by 0.7 percent.

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



Overnight person trips declined slightly (by less than 1 percent) from 2015 to 2016. Since 2010, overnight person trips have increased by 1.7 percent per year. *(A more detailed breakout of overnight visitor volume is shown on next page)*



Visitor air arrivals on domestic airlines are shown in the bottom graph for the years 2005 through 2016. Visitor arrivals slightly increased by 0.1 percent in the recent year following a 3.7 percent decrease from 2014 to 2015.

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.

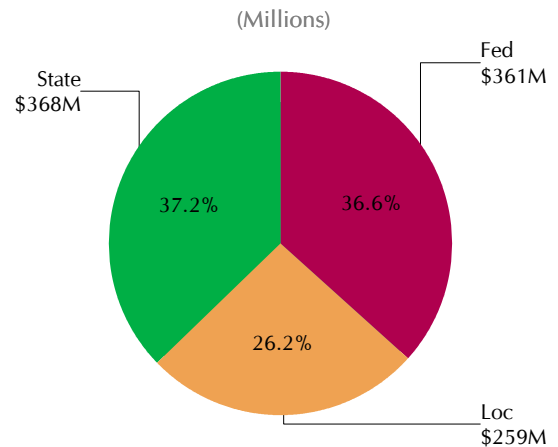
Total local, state and federal tax revenue is equivalent to \$645 per resident Oklahoma household. Travel-generated local and state tax revenue represents about 4 percent of all local and state tax collections (calculation excludes tribal gaming exclusivity fees, which are not included in total local and state tax collections).

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.

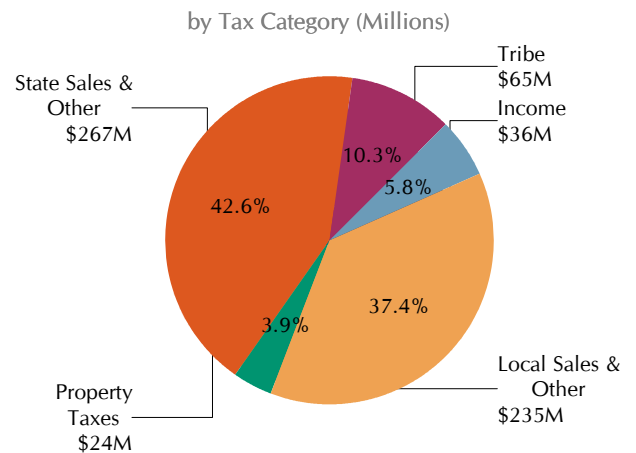
Local sales & other taxes include lodging taxes and passenger facility charges for visitors traveling to Oklahoma by air. As with state sales tax revenue, the local sales tax payments of both visitors and travel industry employees are included.

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

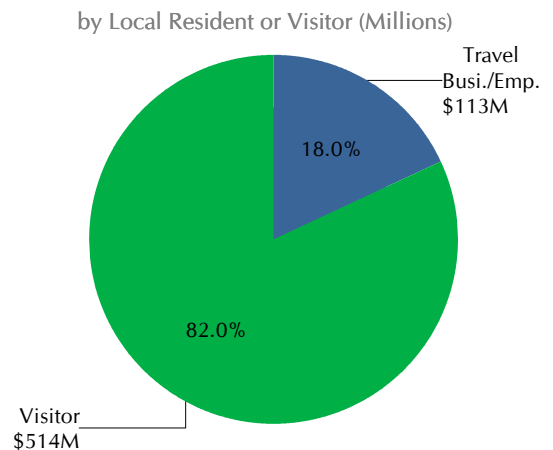
Local, State & Federal Revenue



Local, State Revenue



Local & State Revenue



OVERNIGHT VISITOR VOLUME AND AVERAGE DAILY SPENDING

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

	2010	2011	2012	2013	2014	2015	2016
Destination Spending	6,804	7,330	7,689	8,015	8,221	8,018	7,929
All Overnight	4,741	5,142	5,451	5,684	5,824	5,651	5,547
Hotel, Motel	2,920	3,176	3,452	3,658	3,800	3,760	3,649
Private Home	1,267	1,370	1,400	1,418	1,421	1,335	1,327
Other Overnight	554	596	600	608	603	557	571
Day Travel	2,063	2,188	2,238	2,331	2,396	2,367	2,381

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

Average Expenditures for Overnight Visitors to Oklahoma, 2016

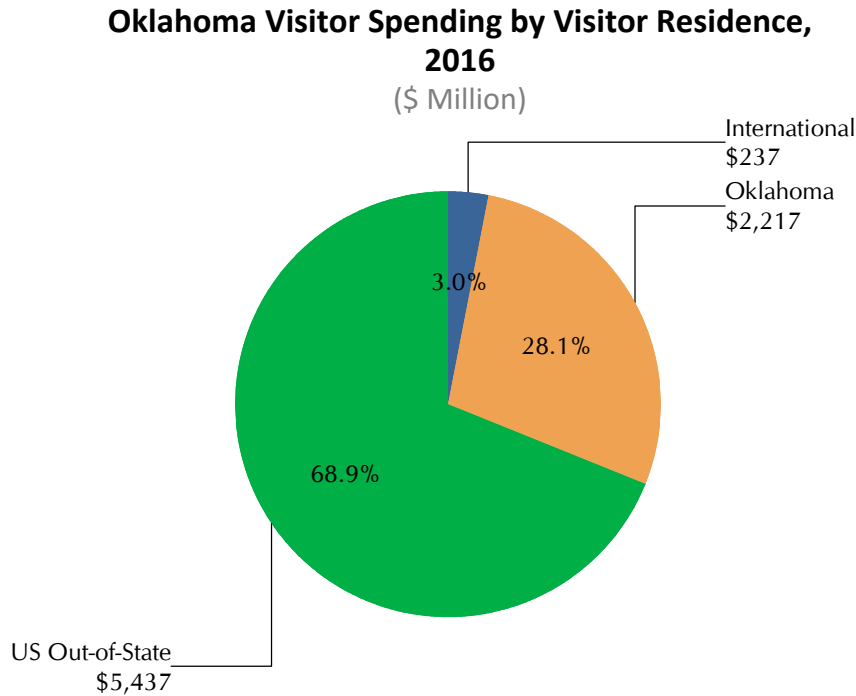
	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$386	\$937	\$160	\$384	2.4	2.4
Air Transportation	\$433	\$1,615	\$248	\$923	1.7	3.7
Ground Transportation	\$381	\$884	\$152	\$354	2.5	2.3
Private Home	\$107	\$343	\$47	\$147	2.3	3.2
Air Transportation	\$157	\$885	\$91	\$517	1.7	5.6
Ground Transportation	\$99	\$299	\$42	\$126	2.4	3.0
Other Overnight	\$176	\$508	\$54	\$159	3.2	2.9
All Overnight	\$221	\$624	\$90	\$251	2.5	2.8

	Person-Nights (Million)			Party-Nights (Million)		
	2014	2015	2016	2014	2015	2016
Hotel, Motel	23.6	23.8	23.0	9.8	9.8	9.5
Private Home	28.4	28.6	28.5	12.4	12.5	12.4
Other Overnight	10.4	10.4	10.2	3.2	3.2	3.1
All Overnight	62.3	62.8	61.7	25.4	25.5	25.1

	Person-Trips (Million)			Party-Trips (Million)		
	2014	2015	2016	2014	2015	2016
Hotel, Motel	9.8	9.9	9.6	4.0	4.1	3.9
Private Home	9.0	9.0	9.0	3.9	3.9	3.9
Other Overnight	3.5	3.6	3.5	1.1	1.1	1.1
All Overnight	22.4	22.5	22.1	9.0	9.1	8.9

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 2016. Residents of Oklahoma accounted for 28%, while international visitors accounted for about 3% of travel spending in the state.



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.

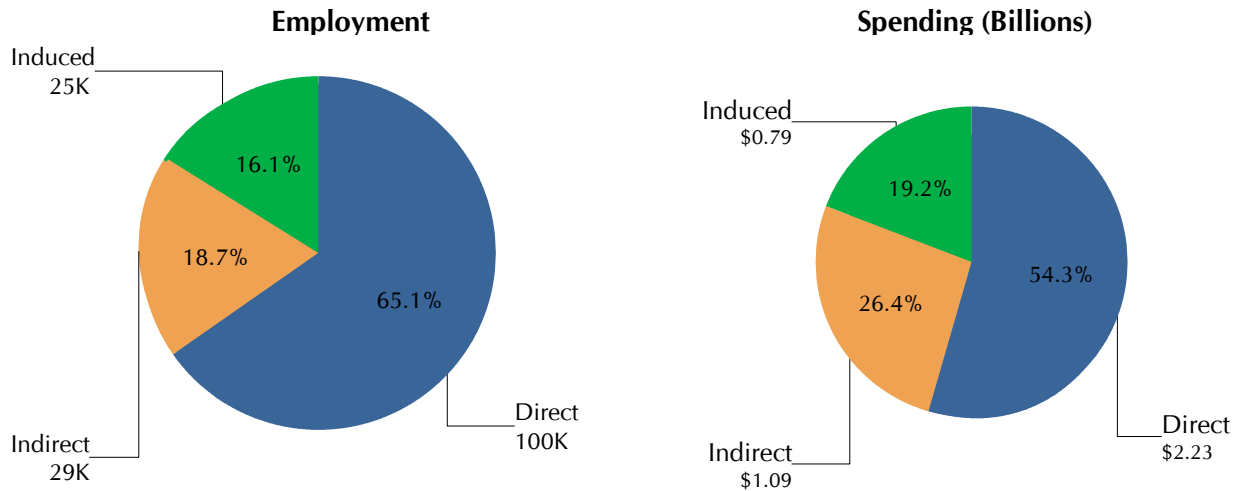
The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major 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:

Total Employment and Earnings Generated by Travel Spending in Oklahoma, 2016



Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. The employment multiplier for 2016 is 1.53 (152,930/99,630). The earnings multiplier is 1.84 (4.1/2.2).

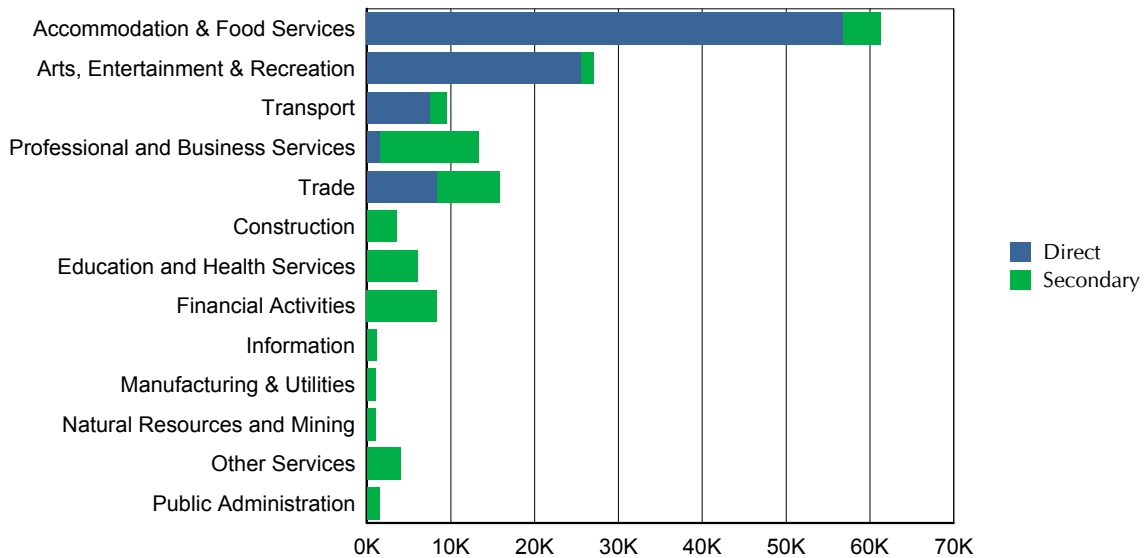
Total Employment: 152,900 jobs

Total Earnings: \$4.1 billion

- **Professional and Business Services** (11,700 jobs and \$430 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** (6,010 jobs and \$240 million earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (8,310 jobs and \$220 million earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (4,020 jobs and \$110 million earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

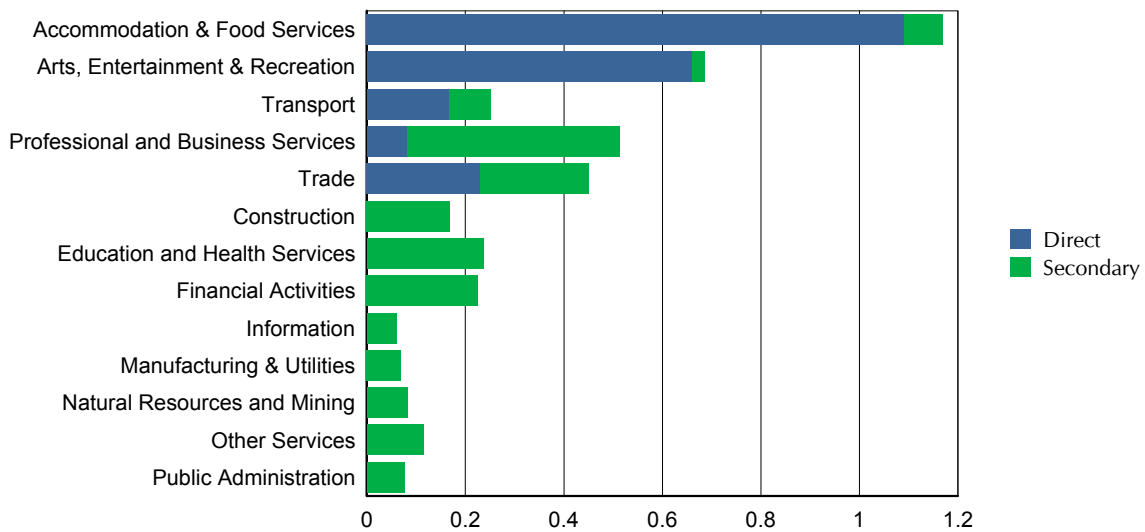
Direct and Secondary Employment

Generated by Travel Spending in Oklahoma, 2016



Direct and Secondary Earnings

Generated by Travel Spending in Oklahoma, 2016



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

Direct and Secondary Travel-Generated Earnings in Oklahoma, 2016
(\$Million)

Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	1,090	20	60	80	1,170
Arts, Entertainment & Recreation	660	20	10	30	680
Transport	170	60	20	80	250
Professional and Business Services	80	340	90	430	510
Trade	230	90	130	220	450
Construction		160	10	170	170
Education and Health Services		0	230	240	240
Financial Activities		140	80	230	230
Information		40	20	60	60
Manufacturing & Utilities		50	20	70	70
Natural Resources and Mining		70	20	80	80
Other Services		50	70	110	110
Public Administration		60	20	80	80

Direct and Secondary Travel-Generated Employment in Oklahoma, 2016

Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	56,810	1,180	3,230	4,410	61,220
Arts, Entertainment & Recreation	25,620	850	600	1,450	27,070
Transport	7,620	1,390	550	1,930	9,550
Professional and Business Services	1,590	9,220	2,540	11,760	13,350
Trade	8,460	3,030	4,390	7,430	15,880
Construction		3,250	260	3,510	3,510
Education and Health Services		90	5,950	6,030	6,030
Financial Activities		5,190	3,160	8,340	8,340
Information		740	380	1,120	1,120
Manufacturing & Utilities		730	300	1,030	1,030
Natural Resources and Mining		770	240	1,010	1,010
Other Services		1,300	2,750	4,040	4,040
Public Administration		1,030	440	1,480	1,480

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 2016 follow:

Oklahoma Travel Impacts, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Total Direct Travel Spending (\$Million)							
Destination Spending	6,804	7,330	7,689	8,015	8,221	8,018	7,929
Other Travel*	612	646	611	595	610	630	637
Total Direct Spending	7,416	7,976	8,300	8,610	8,831	8,648	8,566
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,920	3,176	3,452	3,658	3,800	3,760	3,649
Private Home	1,267	1,370	1,400	1,418	1,421	1,335	1,327
Campground	453	489	492	498	494	455	466
Vacation Home	100	107	108	109	109	102	104
Day Travel	2,063	2,188	2,238	2,331	2,396	2,367	2,381
Destination Spending	6,804	7,330	7,689	8,015	8,221	8,018	7,929
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	731	784	875	940	1,000	1,011	962
Food Service	1,793	1,891	2,031	2,126	2,203	2,278	2,261
Food Stores	296	316	331	338	349	354	346
Local Tran. & Gas	1,250	1,508	1,539	1,582	1,529	1,184	1,144
Arts, Ent. & Rec.	1,815	1,865	1,898	2,000	2,085	2,144	2,192
Retail Sales	635	658	695	711	717	718	702
Visitor Air Tran.	284	308	321	317	339	330	322
Destination Spending	6,804	7,330	7,689	8,015	8,221	8,018	7,929
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	813	854	909	942	1,000	1,058	1,090
Arts, Ent. & Rec.	490	506	517	542	570	615	659
Retail**	177	182	191	203	214	224	231
Ground Tran.	127	151	168	162	145	147	141
Visitor Air Tran.	10	9	8	10	11	11	11
Other Travel*	113	112	88	84	84	90	98
Total Direct Earnings	1,730	1,814	1,881	1,942	2,024	2,143	2,231
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	48	50	51	53	54	56	57
Arts, Ent. & Rec.	22	22	22	23	23	25	26
Retail**	7	7	7	8	8	8	8
Ground Tran.	6	7	7	7	7	7	7
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	3	3	2	2	2	2	2
Total Direct Employment	86	88	91	93	95	98	100
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	207	218	237	247	258	265	259
Visitor	162	172	188	200	210	214	209
Business or Employee	46	46	48	48	49	51	50
State Tax Receipts	319	326	342	353	364	369	368
Visitor	263	271	283	294	303	305	305
Business or Employee	56	56	58	59	61	65	63
Federal Revenue	305	297	305	332	344	352	361
Total Direct Gov't Revenue	832	841	883	933	966	986	988

*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 77 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.

The tables included in this section are:

- *Travel Share of Total Employment and Earnings (2016)*. This table is useful for evaluating the relative importance of the travel industry for different counties.
- *Travel Spending by County, (2010-2016)*. 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 (2016)*. Estimates of spending, earnings, employment and state and local government revenue are provided for each county.
- *Overnight Visitor Volume (2016)*. 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 (2016)*. Estimates of average overnight spending for persons and travel parties are provided, subject to data limitations.
- *County Detail Tables, (2010-2016)*. *The economic impact, visitor volume and average spending estimates are provided for each county for the years 2010 through 2016, 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.

1-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, 2016

	Earnings (\$Million)			Employment		
	Total	Travel	Percent	Total	Travel	Percent
Adair	291.23	4.25	1.5%	7,760	260	3.4%
Alfalfa	132.36	1.07	0.8%	3,070	80	2.5%
Atoka	214.68	9.08	4.2%	6,480	400	6.2%
Beaver	173.57	0.65	0.4%	3,380	50	1.6%
Beckham	702.02	11.23	1.6%	14,350	690	4.8%
Blaine	232.17	5.14	2.2%	5,580	330	5.9%
Bryan	934.99	84.67	9.1%	24,470	3,120	12.8%
Caddo	474.31	9.74	2.1%	12,220	610	5.0%
Canadian	2,215.06	37.41	1.7%	51,850	1,850	3.6%
Carter	1,550.81	27.30	1.8%	33,610	1,500	4.5%
Cherokee	816.29	17.99	2.2%	21,850	1,070	4.9%
Choctaw	237.34	19.43	8.2%	6,840	710	10.3%
Cimarron	112.18	1.00	0.9%	1,750	70	4.1%
Cleveland	5,404.61	92.76	1.7%	123,670	4,730	3.8%
Coal	84.79	0.69	0.8%	2,530	50	1.8%
Comanche	3,463.43	43.49	1.3%	66,400	2,380	3.6%
Cotton	92.07	30.94	33.6%	2,670	920	34.6%
Craig	335.97	4.23	1.3%	8,430	240	2.8%
Creek	1,215.05	14.15	1.2%	28,350	800	2.8%
Custer	764.12	19.56	2.6%	17,820	1,090	6.1%
Delaware	562.42	45.29	8.1%	15,510	1,860	12.0%
Dewey	141.47	0.92	0.6%	3,670	60	1.5%
Ellis	156.62	0.67	0.4%	2,760	50	1.8%
Garfield	2,025.26	28.39	1.4%	39,730	1,550	3.9%
Garvin	674.72	13.48	2.0%	15,960	750	4.7%
Grady	810.60	23.03	2.8%	20,350	1,390	6.8%
Grant	128.07	0.51	0.4%	2,980	50	1.6%
Greer	61.55	1.05	1.7%	2,250	100	4.4%
Harmon	64.20	0.33	0.5%	1,360	40	2.7%
Harper	117.03	0.50	0.4%	2,300	50	2.1%
Haskell	235.47	5.09	2.2%	6,010	230	3.8%
Hughes	178.02	1.70	1.0%	5,390	110	2.0%
Jackson	677.79	10.04	1.5%	14,330	620	4.3%
Jefferson	107.88	1.37	1.3%	2,440	80	3.2%
Johnston	182.33	1.78	1.0%	5,430	100	1.9%
Kay	1,124.08	33.40	3.0%	24,670	2,070	8.4%
Kingfisher	511.18	2.96	0.6%	11,350	170	1.5%
Kiowa	143.88	2.19	1.5%	3,960	150	3.8%
Latimer	189.45	2.57	1.4%	4,950	170	3.3%
Le Flore	817.24	35.03	4.3%	19,450	1,360	7.0%
Lincoln	453.86	7.88	1.7%	12,930	490	3.8%
Logan	472.83	12.14	2.6%	14,050	810	5.7%
Love	311.40	128.93	41.4%	8,370	3,360	40.2%
Major	158.30	1.19	0.8%	4,650	70	1.6%
Marshall	241.03	12.53	5.2%	6,570	540	8.2%
Mayer	813.62	12.79	1.6%	18,470	730	3.9%

Travel Share of Total Employment and Earnings, 2016

	Earnings (\$Million)			Employment		
	Total	Travel	Percent	Total	Travel	Percent
McClain	576.38	19.23	3.3%	16,700	810	4.8%
McCurtain	647.14	38.69	6.0%	17,030	1,700	10.0%
McIntosh	217.98	14.44	6.6%	7,230	600	8.3%
Murray	311.62	19.61	6.3%	7,740	830	10.7%
Muskogee	1,808.91	26.07	1.4%	40,270	1,540	3.8%
Noble	309.46	11.83	3.8%	7,260	450	6.3%
Nowata	118.93	1.20	1.0%	3,730	90	2.3%
Okfuskee	143.18	1.84	1.3%	4,780	130	2.6%
Oklahoma	36,290.73	555.44	1.5%	610,640	22,720	3.7%
Okmulgee	555.86	19.59	3.5%	15,320	1,170	7.6%
Osage	525.81	26.56	5.1%	13,020	1,010	7.7%
Ottawa	636.57	93.24	14.6%	16,360	3,300	20.2%
Pawnee	210.39	5.30	2.5%	6,350	360	5.6%
Payne	2,116.85	32.31	1.5%	50,090	1,930	3.8%
Pittsburg	1,050.13	31.66	3.0%	23,430	1,560	6.7%
Pontotoc	1,162.44	15.18	1.3%	26,060	840	3.2%
Pottawatomie	1,391.32	32.32	2.3%	34,380	1,870	5.4%
Pushmataha	155.91	2.24	1.4%	5,180	170	3.2%
Roger Mills	95.72	0.75	0.8%	2,330	60	2.5%
Rogers	1,761.57	42.77	2.4%	38,690	2,020	5.2%
Seminole	465.43	5.66	1.2%	11,070	330	3.0%
Sequoyah	441.13	32.48	7.4%	14,220	1,470	10.3%
Stephens	1,129.19	16.39	1.5%	21,930	1,010	4.6%
Texas	780.74	9.37	1.2%	12,710	590	4.7%
Tillman	141.63	1.43	1.0%	3,260	90	2.9%
Tulsa	37,713.87	305.17	0.8%	470,890	12,810	2.7%
Wagoner	626.50	15.22	2.4%	18,920	860	4.5%
Washington	2,186.92	17.67	0.8%	28,090	950	3.4%
Washita	137.40	1.63	1.2%	4,390	130	3.0%
Woods	269.16	5.36	2.0%	6,320	300	4.7%
Woodward	695.09	9.70	1.4%	13,020	520	4.0%
State Total	125,481	2,231	1.78%	2,264,380	100,100	4.4%

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Adair							
Total Spending	15.9	17.8	18.0	18.3	18.0	16.6	15.9
Visitor Spending	13.1	14.3	14.5	14.9	14.7	14.4	13.8
Non-transportation	10.2	10.8	11.1	11.4	11.4	11.7	11.3
Transportation	2.9	3.5	3.4	3.5	3.3	2.6	2.5
Alfalfa							
Total Spending	4.6	5.1	5.2	5.4	5.3	4.7	4.5
Visitor Spending	3.9	4.3	4.3	4.5	4.4	4.1	3.9
Non-transportation	2.8	3.0	3.1	3.2	3.2	3.2	3.0
Transportation	1.1	1.3	1.3	1.3	1.2	0.9	0.9
Atoka							
Total Spending	27.3	30.0	30.8	31.4	31.1	29.0	28.7
Visitor Spending	25.6	27.8	28.6	29.2	29.1	27.7	27.4
Non-transportation	22.1	23.6	24.4	25.0	25.0	24.6	24.4
Transportation	3.5	4.2	4.2	4.2	4.0	3.1	3.0
Beaver							
Total Spending	2.9	3.2	3.2	3.2	3.1	2.7	2.7
Visitor Spending	2.2	2.3	2.3	2.3	2.3	2.2	2.2
Non-transportation	1.6	1.7	1.7	1.7	1.7	1.7	1.8
Transportation	0.6	0.7	0.6	0.6	0.6	0.5	0.5
Beckham							
Total Spending	39.6	43.4	45.1	47.3	48.2	48.5	42.9
Visitor Spending	36.5	39.5	41.0	43.1	44.4	45.7	40.2
Non-transportation	30.1	31.7	33.2	35.0	36.6	39.3	34.5
Transportation	6.4	7.7	7.8	8.0	7.8	6.4	5.7
Blaine							
Total Spending	14.7	18.1	18.4	16.9	17.7	17.0	17.7
Visitor Spending	13.5	16.6	16.9	15.3	16.2	16.0	16.8
Non-transportation	10.4	12.6	12.9	11.6	12.6	13.1	13.8
Transportation	3.1	4.0	3.9	3.7	3.7	3.0	3.0
Bryan							
Total Spending	274.8	298.0	308.4	316.7	314.2	308.2	300.0
Visitor Spending	269.1	290.9	301.2	309.3	307.4	303.3	295.3
Non-transportation	255.5	274.0	284.3	291.9	290.9	290.7	283.4
Transportation	13.7	16.9	16.9	17.4	16.5	12.6	11.9
Caddo							
Total Spending	35.8	39.1	37.5	38.0	37.0	33.9	34.1
Visitor Spending	32.2	34.5	32.9	33.4	32.7	30.9	31.3
Non-transportation	24.8	25.8	24.7	25.0	24.8	24.8	25.2
Transportation	7.3	8.7	8.3	8.3	7.8	6.1	6.1

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Canadian							
Total Spending	102.4	117.5	128.2	130.5	141.5	144.2	140.4
Visitor Spending	87.3	99.1	108.8	109.8	121.9	130.1	127.0
Non-transportation	76.2	85.1	94.1	95.0	106.5	117.3	114.7
Transportation	11.1	14.0	14.7	14.8	15.3	12.8	12.4
Carter							
Total Spending	86.4	104.0	107.3	114.5	117.3	106.3	107.0
Visitor Spending	80.0	96.0	98.4	105.2	109.2	100.6	101.5
Non-transportation	68.2	80.7	83.2	89.3	93.5	88.8	89.8
Transportation	11.7	15.3	15.2	16.0	15.6	11.8	11.8
Cherokee							
Total Spending	68.4	74.7	66.0	66.9	64.9	63.6	66.5
Visitor Spending	61.9	66.4	57.6	59.4	57.9	58.8	62.0
Non-transportation	50.3	52.7	45.2	46.7	46.0	49.2	52.2
Transportation	11.5	13.8	12.4	12.7	11.9	9.5	9.8
Choctaw							
Total Spending	66.3	71.1	73.0	74.2	73.6	72.1	71.0
Visitor Spending	64.4	68.8	70.6	71.8	71.4	70.6	69.6
Non-transportation	61.0	64.6	66.5	67.6	67.4	67.6	66.7
Transportation	3.4	4.1	4.1	4.2	4.0	3.0	2.9
Cimarron							
Total Spending	3.2	3.7	3.3	3.6	3.3	3.2	3.6
Visitor Spending	2.9	3.3	2.9	3.2	3.0	3.0	3.4
Non-transportation	2.3	2.6	2.2	2.5	2.4	2.5	2.8
Transportation	0.6	0.8	0.7	0.7	0.6	0.5	0.6
Cleveland							
Total Spending	290.4	311.3	329.5	340.9	337.5	341.9	331.1
Visitor Spending	254.4	265.1	281.8	292.6	292.5	308.5	299.0
Non-transportation	225.2	230.4	246.2	256.1	257.9	279.7	271.3
Transportation	29.2	34.7	35.6	36.5	34.7	28.8	27.7
Coal							
Total Spending	3.0	3.3	3.4	3.4	3.3	2.9	2.8
Visitor Spending	2.2	2.4	2.5	2.5	2.4	2.3	2.2
Non-transportation	1.7	1.7	1.8	1.9	1.8	1.9	1.8
Transportation	0.6	0.7	0.7	0.7	0.6	0.5	0.5
Comanche							
Total Spending	196.2	200.8	183.3	185.1	195.1	177.8	167.9
Visitor Spending	160.3	160.3	144.5	147.7	159.4	148.7	139.7
Non-transportation	132.4	129.7	117.4	120.1	131.0	126.3	118.8
Transportation	28.0	30.7	27.1	27.6	28.4	22.3	20.9

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Cotton							
Total Spending	99.6	100.4	99.9	95.1	98.0	100.9	107.2
Visitor Spending	98.8	99.5	98.9	94.2	97.1	100.3	106.7
Non-transportation	95.9	96.1	95.6	91.0	94.0	97.9	104.3
Transportation	2.9	3.4	3.3	3.1	3.1	2.4	2.4
Craig							
Total Spending	15.1	16.9	17.3	17.7	17.5	15.9	15.0
Visitor Spending	13.2	14.6	15.1	15.5	15.4	14.4	13.6
Non-transportation	10.5	11.3	11.8	12.1	12.2	12.0	11.4
Transportation	2.7	3.3	3.3	3.3	3.1	2.4	2.3
Creek							
Total Spending	49.2	53.6	54.5	55.8	55.4	51.6	51.8
Visitor Spending	40.6	42.7	43.6	44.8	45.1	44.6	45.1
Non-transportation	33.7	34.5	35.4	36.5	37.2	38.3	38.9
Transportation	6.9	8.2	8.1	8.3	7.9	6.3	6.2
Custer							
Total Spending	49.7	65.0	74.2	63.4	59.3	59.6	58.2
Visitor Spending	46.3	60.7	69.3	58.3	54.6	56.2	55.0
Non-transportation	38.2	49.3	56.8	47.6	45.0	48.0	47.1
Transportation	8.1	11.5	12.5	10.7	9.6	8.1	7.9
Delaware							
Total Spending	138.2	145.3	148.9	150.5	149.7	150.3	170.2
Visitor Spending	132.8	138.6	141.0	143.0	142.9	145.3	165.4
Non-transportation	118.2	121.3	123.8	125.6	126.3	131.7	151.1
Transportation	14.6	17.3	17.2	17.4	16.7	13.6	14.3
Dewey							
Total Spending	3.4	3.8	3.9	4.0	4.0	3.6	3.4
Visitor Spending	2.8	3.1	3.1	3.2	3.3	3.1	2.9
Non-transportation	2.2	2.3	2.4	2.5	2.6	2.5	2.4
Transportation	0.6	0.7	0.7	0.7	0.7	0.6	0.5
Ellis							
Total Spending	2.7	3.0	3.0	3.1	3.1	2.8	2.7
Visitor Spending	2.2	2.3	2.4	2.5	2.5	2.4	2.3
Non-transportation	1.7	1.8	1.8	1.9	1.9	1.9	1.9
Transportation	0.5	0.6	0.6	0.6	0.6	0.4	0.4
Garfield							
Total Spending	77.6	93.7	131.7	132.3	127.9	116.1	107.6
Visitor Spending	69.7	82.5	120.2	122.4	118.0	108.9	100.8
Non-transportation	59.4	69.1	102.5	104.5	101.5	96.4	89.2
Transportation	10.3	13.3	17.7	17.9	16.5	12.5	11.5

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Garvin							
Total Spending	34.0	38.1	46.9	48.8	52.7	52.8	40.0
Visitor Spending	29.8	32.9	41.7	43.4	48.7	50.0	37.4
Non-transportation	24.8	26.8	34.5	36.0	40.9	43.5	32.4
Transportation	5.0	6.1	7.2	7.4	7.8	6.5	5.0
Grady							
Total Spending	63.9	69.3	74.6	82.6	92.5	86.9	76.2
Visitor Spending	56.7	60.2	65.4	73.7	83.9	80.9	70.5
Non-transportation	51.1	53.4	58.3	66.0	75.8	74.7	65.1
Transportation	5.6	6.8	7.1	7.7	8.1	6.2	5.4
Grant							
Total Spending	2.2	2.4	2.4	2.4	2.4	2.1	2.1
Visitor Spending	1.6	1.7	1.7	1.7	1.7	1.7	1.7
Non-transportation	1.2	1.2	1.2	1.3	1.3	1.3	1.3
Transportation	0.4	0.5	0.5	0.5	0.5	0.4	0.4
Greer							
Total Spending	5.5	5.5	5.8	4.9	4.7	4.6	4.5
Visitor Spending	4.8	4.6	4.8	3.9	3.8	4.0	3.9
Non-transportation	3.8	3.5	3.7	3.0	2.9	3.2	3.2
Transportation	1.0	1.1	1.1	1.0	0.9	0.7	0.7
Harmon							
Total Spending	1.4	1.6	1.6	1.6	1.5	1.3	1.3
Visitor Spending	1.0	1.1	1.1	1.1	1.1	1.0	1.1
Non-transportation	0.8	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	0.2
Harper							
Total Spending	2.0	2.2	2.2	2.3	2.3	2.0	2.0
Visitor Spending	1.5	1.6	1.7	1.7	1.7	1.6	1.6
Non-transportation	1.1	1.2	1.2	1.3	1.3	1.3	1.3
Transportation	0.4	0.5	0.5	0.5	0.5	0.4	0.3
Haskell							
Total Spending	19.2	20.5	20.8	21.2	20.9	19.7	19.8
Visitor Spending	17.6	18.5	18.9	19.1	19.0	18.4	18.6
Non-transportation	14.7	15.1	15.4	15.7	15.7	15.8	16.1
Transportation	2.9	3.5	3.4	3.5	3.3	2.5	2.5
Hughes							
Total Spending	7.3	8.1	8.1	8.2	8.0	7.0	6.8
Visitor Spending	5.5	5.9	5.9	6.0	6.0	5.6	5.5
Non-transportation	4.2	4.3	4.4	4.5	4.5	4.5	4.4
Transportation	1.4	1.6	1.6	1.6	1.5	1.1	1.1

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Jackson							
Total Spending	34.3	34.3	37.5	34.7	33.8	34.7	36.1
Visitor Spending	30.7	29.7	33.0	30.1	29.6	31.7	33.3
Non-transportation	26.2	24.8	27.8	25.3	25.1	27.9	29.3
Transportation	4.4	4.9	5.2	4.8	4.5	3.8	3.9
Jefferson							
Total Spending	5.5	6.1	6.1	6.2	6.2	5.5	5.5
Visitor Spending	4.7	5.1	5.1	5.2	5.3	4.9	4.9
Non-transportation	3.3	3.4	3.5	3.6	3.7	3.7	3.7
Transportation	1.4	1.6	1.6	1.6	1.6	1.2	1.2
Johnston							
Total Spending	7.2	8.0	7.8	7.6	8.3	8.1	7.0
Visitor Spending	5.9	6.3	6.1	5.9	6.7	7.0	6.0
Non-transportation	4.5	4.6	4.5	4.3	5.1	5.7	4.8
Transportation	1.4	1.7	1.6	1.6	1.6	1.3	1.2
Kay							
Total Spending	106.7	119.0	123.9	139.3	129.0	108.6	104.1
Visitor Spending	100.6	111.5	116.3	131.7	121.6	103.3	98.9
Non-transportation	89.1	97.4	102.2	116.3	107.8	93.2	89.3
Transportation	11.5	14.1	14.2	15.4	13.8	10.1	9.6
Kingfisher							
Total Spending	10.8	12.2	12.4	12.8	12.7	11.4	10.9
Visitor Spending	9.0	9.9	10.1	10.5	10.5	9.8	9.4
Non-transportation	7.0	7.5	7.8	8.1	8.2	8.1	7.7
Transportation	1.9	2.3	2.3	2.4	2.3	1.7	1.7
Kiowa							
Total Spending	9.0	10.1	10.3	10.5	10.4	9.4	9.2
Visitor Spending	7.8	8.7	8.9	9.1	9.0	8.5	8.3
Non-transportation	5.7	6.1	6.3	6.5	6.6	6.6	6.4
Transportation	2.2	2.6	2.6	2.6	2.5	1.9	1.9
Latimer							
Total Spending	10.3	10.8	11.1	10.9	10.7	10.8	11.0
Visitor Spending	8.9	9.1	9.4	9.2	9.1	9.8	10.1
Non-transportation	7.0	6.8	7.1	7.1	7.1	8.0	8.3
Transportation	1.9	2.2	2.2	2.2	2.1	1.8	1.8
Le Flore							
Total Spending	124.3	134.6	137.9	140.5	138.7	133.5	130.9
Visitor Spending	118.1	126.8	130.2	132.8	131.4	128.5	126.3
Non-transportation	108.5	115.2	118.6	121.0	120.3	120.0	118.2
Transportation	9.6	11.6	11.6	11.8	11.2	8.5	8.1

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Lincoln							
Total Spending	29.1	31.8	32.3	32.8	32.6	30.0	29.2
Visitor Spending	24.9	26.6	27.0	27.4	27.5	26.5	25.9
Non-transportation	21.1	22.1	22.5	22.9	23.3	23.2	22.7
Transportation	3.8	4.5	4.4	4.5	4.3	3.3	3.2
Logan							
Total Spending	37.4	40.8	42.6	46.7	49.7	47.7	45.2
Visitor Spending	32.2	34.2	35.8	39.8	43.1	43.1	40.9
Non-transportation	28.0	29.1	30.7	34.2	37.5	38.7	36.7
Transportation	4.2	5.1	5.1	5.5	5.6	4.4	4.2
Love							
Total Spending	382.8	365.3	363.2	423.8	516.0	556.5	540.2
Visitor Spending	381.6	363.8	361.8	422.3	514.6	555.6	539.2
Non-transportation	370.7	351.6	349.8	408.6	499.0	541.1	526.0
Transportation	10.9	12.2	11.9	13.7	15.6	14.4	13.3
Major							
Total Spending	4.6	5.2	5.3	5.4	5.3	4.7	4.6
Visitor Spending	3.7	4.0	4.1	4.2	4.2	3.9	3.8
Non-transportation	2.8	3.0	3.1	3.2	3.2	3.2	3.1
Transportation	0.8	1.0	1.0	1.0	1.0	0.8	0.7
Marshall							
Total Spending	38.5	42.1	44.1	49.6	48.1	43.5	47.0
Visitor Spending	35.8	38.7	40.7	46.0	45.1	41.4	45.0
Non-transportation	29.2	30.8	32.6	37.3	36.8	35.4	38.7
Transportation	6.6	7.9	8.0	8.7	8.2	6.0	6.3
Mayes							
Total Spending	43.1	46.9	49.0	49.6	49.7	48.8	45.3
Visitor Spending	38.0	40.5	42.7	43.2	43.8	44.8	41.5
Non-transportation	29.3	30.3	32.3	32.8	33.8	36.6	33.9
Transportation	8.7	10.2	10.4	10.4	10.0	8.1	7.6
McClain							
Total Spending	61.4	64.5	68.5	69.6	69.7	69.9	70.8
Visitor Spending	57.1	59.0	63.0	63.9	64.3	66.1	67.3
Non-transportation	53.3	54.5	58.3	59.2	59.7	62.5	63.7
Transportation	3.8	4.5	4.7	4.7	4.6	3.6	3.6
McCurtain							
Total Spending	95.0	101.1	112.1	119.5	130.4	133.2	161.2
Visitor Spending	90.9	95.9	107.0	114.3	125.5	130.0	158.1
Non-transportation	76.6	78.9	88.8	95.1	105.6	112.7	137.8
Transportation	14.4	17.0	18.2	19.2	19.9	17.2	20.3

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
McIntosh							
Total Spending	49.6	52.3	53.2	54.1	53.6	50.5	55.9
Visitor Spending	47.1	49.1	50.0	50.9	50.7	48.1	53.5
Non-transportation	39.5	40.1	41.0	41.8	42.0	41.3	46.4
Transportation	7.7	9.0	9.0	9.1	8.7	6.9	7.1
Murray							
Total Spending	64.7	69.4	71.1	72.5	72.1	69.6	69.2
Visitor Spending	62.6	66.9	68.5	69.8	69.8	67.8	67.4
Non-transportation	53.6	56.1	57.7	58.9	59.4	59.8	59.6
Transportation	9.0	10.8	10.7	10.9	10.4	8.0	7.8
Muskogee							
Total Spending	74.8	90.8	110.2	110.4	107.0	111.0	109.7
Visitor Spending	65.2	79.0	97.8	97.8	96.1	103.6	102.7
Non-transportation	55.8	66.9	84.4	84.5	83.6	92.9	92.4
Transportation	9.4	12.1	13.4	13.3	12.5	10.7	10.3
Noble							
Total Spending	37.6	34.0	50.9	61.9	55.9	47.3	43.0
Visitor Spending	36.1	32.3	49.1	60.2	54.2	46.1	41.9
Non-transportation	33.5	29.4	45.2	55.6	50.2	43.6	39.7
Transportation	2.7	2.8	3.9	4.6	4.0	2.5	2.2
Nowata							
Total Spending	5.0	5.6	5.7	5.7	5.6	5.0	4.9
Visitor Spending	3.7	4.0	4.0	4.1	4.1	3.9	3.9
Non-transportation	2.8	2.9	2.9	3.0	3.0	3.1	3.1
Transportation	1.0	1.1	1.1	1.1	1.1	0.8	0.8
Okfuskee							
Total Spending	7.8	8.7	8.8	9.0	8.8	7.8	7.5
Visitor Spending	6.2	6.8	7.0	7.1	7.0	6.6	6.4
Non-transportation	4.8	5.1	5.2	5.3	5.4	5.3	5.2
Transportation	1.4	1.7	1.7	1.7	1.6	1.3	1.2
Oklahoma							
Total Spending	1,877.5	1,984.9	2,119.7	2,184.1	2,235.2	2,211.7	2,183.0
Visitor Spending	1,333.2	1,390.6	1,511.0	1,579.3	1,603.0	1,612.7	1,591.3
Non-transportation	1,130.1	1,162.6	1,270.4	1,329.6	1,358.5	1,398.4	1,380.0
Transportation	203.1	228.0	240.7	249.8	244.6	214.2	211.3
Okmulgee							
Total Spending	66.4	72.2	74.0	75.5	74.5	69.5	65.1
Visitor Spending	61.1	65.6	67.4	68.8	68.4	65.2	61.0
Non-transportation	54.5	57.6	59.5	60.8	60.8	59.4	55.7
Transportation	6.6	8.0	7.9	8.0	7.6	5.8	5.2

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Osage							
Total Spending	88.7	92.6	93.3	97.0	95.6	91.3	93.1
Visitor Spending	82.8	85.1	85.9	89.5	88.5	86.5	88.6
Non-transportation	77.1	78.3	79.2	82.6	82.0	81.6	83.8
Transportation	5.7	6.8	6.7	6.9	6.5	4.9	4.8
Ottawa							
Total Spending	254.0	291.2	273.8	294.8	301.3	311.9	334.7
Visitor Spending	249.7	285.8	268.3	289.2	296.2	308.3	331.3
Non-transportation	239.8	273.0	256.3	276.4	283.9	298.6	321.4
Transportation	10.0	12.8	12.0	12.8	12.4	9.7	9.8
Pawnee							
Total Spending	17.9	19.3	19.2	19.4	19.2	18.6	18.6
Visitor Spending	15.8	16.7	16.6	16.9	16.8	17.0	17.1
Non-transportation	14.0	14.4	14.5	14.7	14.7	15.4	15.5
Transportation	1.9	2.2	2.2	2.2	2.1	1.6	1.6
Payne							
Total Spending	99.7	111.8	115.4	138.2	155.8	134.4	119.3
Visitor Spending	89.4	98.8	102.3	124.7	143.7	125.9	111.2
Non-transportation	76.4	82.9	86.4	106.2	124.1	111.9	98.7
Transportation	13.0	15.9	15.9	18.5	19.7	14.0	12.6
Pittsburg							
Total Spending	110.6	125.6	115.9	108.7	104.7	110.9	103.9
Visitor Spending	105.0	118.5	109.0	101.7	98.1	106.5	99.7
Non-transportation	94.2	105.2	96.7	89.9	87.1	97.0	90.9
Transportation	10.8	13.4	12.3	11.8	11.0	9.5	8.8
Pontotoc							
Total Spending	40.3	44.6	44.2	49.1	52.5	49.6	51.6
Visitor Spending	35.3	38.3	37.3	41.5	45.9	44.6	46.7
Non-transportation	29.8	31.6	31.0	34.5	38.8	39.0	41.0
Transportation	5.6	6.7	6.4	6.9	7.1	5.6	5.7
Pottawatomie							
Total Spending	103.3	105.6	113.7	122.9	109.7	103.4	105.8
Visitor Spending	93.9	94.3	102.3	111.8	99.2	96.2	99.1
Non-transportation	83.0	81.7	89.2	97.9	87.1	86.7	89.6
Transportation	10.9	12.6	13.1	13.9	12.2	9.5	9.5
Pushmataha							
Total Spending	9.6	10.5	10.6	10.8	10.6	9.5	9.3
Visitor Spending	8.1	8.8	8.9	9.0	9.0	8.4	8.2
Non-transportation	5.7	6.0	6.1	6.2	6.3	6.3	6.2
Transportation	2.4	2.8	2.8	2.8	2.7	2.0	2.0

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Roger Mills							
Total Spending	2.7	3.1	3.2	3.3	3.2	2.9	2.8
Visitor Spending	2.3	2.6	2.6	2.7	2.7	2.5	2.4
Non-transportation	1.8	2.0	2.0	2.1	2.1	2.1	2.0
Transportation	0.5	0.6	0.6	0.6	0.6	0.4	0.4
Rogers							
Total Spending	111.9	118.6	125.3	127.8	125.0	134.6	151.1
Visitor Spending	100.7	104.5	111.1	113.3	111.5	125.1	142.2
Non-transportation	89.5	91.3	97.5	99.5	98.5	113.7	130.0
Transportation	11.2	13.3	13.6	13.8	13.0	11.4	12.2
Seminole							
Total Spending	18.0	19.9	21.0	23.0	21.9	18.3	20.2
Visitor Spending	14.9	15.9	17.0	19.0	18.1	15.8	17.8
Non-transportation	11.5	11.9	12.9	14.6	14.1	12.9	14.6
Transportation	3.4	4.0	4.1	4.4	4.0	2.9	3.2
Sequoyah							
Total Spending	116.7	119.3	116.1	113.5	112.6	114.1	114.9
Visitor Spending	111.5	112.8	109.7	107.1	106.6	109.9	111.0
Non-transportation	100.4	99.8	97.2	94.7	94.8	100.4	101.7
Transportation	11.1	13.0	12.5	12.4	11.8	9.6	9.3
Stephens							
Total Spending	54.8	58.1	63.9	70.1	77.0	69.4	60.0
Visitor Spending	48.9	50.7	56.5	62.0	69.5	63.7	54.4
Non-transportation	40.6	41.1	46.3	51.1	58.3	55.4	47.1
Transportation	8.2	9.6	10.2	10.8	11.2	8.4	7.3
Texas							
Total Spending	31.0	35.0	37.4	40.6	42.2	39.4	34.9
Visitor Spending	28.4	31.7	34.1	37.2	39.0	37.2	32.9
Non-transportation	24.2	26.6	28.7	31.5	33.4	32.9	29.0
Transportation	4.2	5.2	5.3	5.7	5.7	4.4	3.9
Tillman							
Total Spending	5.6	6.3	6.3	6.4	6.2	5.5	5.3
Visitor Spending	4.7	5.1	5.1	5.2	5.1	4.8	4.6
Non-transportation	3.6	3.8	3.9	3.9	3.9	3.9	3.8
Transportation	1.1	1.3	1.2	1.2	1.2	0.9	0.9
Tulsa							
Total Spending	1,190.9	1,288.7	1,291.9	1,325.9	1,373.6	1,334.6	1,341.9
Visitor Spending	715.4	767.0	807.9	847.9	888.0	869.5	880.7
Non-transportation	582.4	613.6	649.6	682.8	720.8	726.7	736.1
Transportation	133.0	153.4	158.3	165.1	167.2	142.8	144.6

Travel Spending by County (\$Millions), 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Wagoner							
Total Spending	53.3	58.1	60.1	61.6	60.6	56.1	55.7
Visitor Spending	43.3	45.7	47.0	48.8	49.2	48.5	48.6
Non-transportation	35.6	36.5	37.8	39.4	40.2	41.4	41.6
Transportation	7.7	9.1	9.1	9.4	9.0	7.1	7.0
Washington							
Total Spending	54.6	62.7	74.4	72.9	72.9	64.8	65.6
Visitor Spending	46.6	53.8	65.4	63.7	64.6	58.7	59.8
Non-transportation	37.3	42.1	52.2	50.9	52.2	49.5	50.5
Transportation	9.3	11.7	13.2	12.8	12.4	9.3	9.3
Washita							
Total Spending	7.2	8.1	8.2	8.4	8.1	7.2	7.0
Visitor Spending	5.8	6.3	6.4	6.5	6.4	6.0	5.9
Non-transportation	4.1	4.3	4.4	4.5	4.6	4.6	4.5
Transportation	1.7	2.0	2.0	2.0	1.9	1.4	1.4
Woods							
Total Spending	13.0	15.6	17.9	25.3	34.2	29.3	19.7
Visitor Spending	11.1	13.3	16.0	23.4	32.5	28.0	18.3
Non-transportation	8.9	10.4	12.9	19.1	27.2	24.1	15.6
Transportation	2.2	2.8	3.2	4.2	5.3	3.8	2.7
Woodward							
Total Spending	45.9	59.9	74.5	67.5	69.3	63.1	48.5
Visitor Spending	43.1	56.3	70.8	63.6	65.8	60.6	46.0
Non-transportation	37.0	47.7	60.6	54.4	56.8	53.7	40.7
Transportation	6.1	8.6	10.2	9.2	9.0	6.8	5.3

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.

2016 Economic Impacts of Travel

	(\$Millions)						
	Spending		Earnings	Employment	Government Revenue		
	Total	Visitor			Local	State	Total
Adair	15.9	13.8	4.3	260	0.5	0.8	1.3
Alfalfa	4.5	3.9	1.1	80	0.1	0.2	0.3
Atoka	28.7	27.4	9.1	400	0.7	1.4	2.1
Beaver	2.7	2.2	0.7	50	0.1	0.1	0.2
Beckham	42.9	40.2	11.2	690	2.0	2.1	4.1
Blaine	17.7	16.8	5.1	330	0.7	0.8	1.6
Bryan	300.0	295.3	84.7	3,120	4.6	13.1	17.7
Caddo	34.1	31.3	9.7	610	1.1	1.6	2.7
Canadian	140.4	127.0	37.4	1,850	5.6	6.7	12.3
Carter	107.0	101.5	27.3	1,500	4.7	5.0	9.6
Cherokee	66.5	62.0	18.0	1,070	2.5	3.1	5.7
Choctaw	71.0	69.6	19.4	710	1.0	3.1	4.1
Cimarron	3.6	3.4	1.0	70	0.2	0.2	0.3
Cleveland	331.1	299.0	92.8	4,730	11.6	15.7	27.3
Coal	2.8	2.2	0.7	50	0.1	0.1	0.2
Comanche	167.9	139.7	43.5	2,380	6.6	7.7	14.4
Cotton	107.2	106.7	30.9	920	0.9	4.7	5.6
Craig	15.0	13.6	4.2	240	0.5	0.7	1.3
Creek	51.8	45.1	14.2	800	1.8	2.5	4.3
Custer	58.2	55.0	19.6	1,090	3.0	2.9	5.9
Delaware	170.2	165.4	45.3	1,860	3.2	7.5	10.7
Dewey	3.4	2.9	0.9	60	0.1	0.2	0.3
Ellis	2.7	2.3	0.7	50	0.1	0.1	0.2
Garfield	107.6	100.8	28.4	1,550	5.0	5.2	10.2
Garvin	40.0	37.4	13.5	750	1.6	2.0	3.6
Grady	76.2	70.5	23.0	1,390	2.4	3.6	6.0
Grant	2.1	1.7	0.5	50	0.1	0.1	0.2
Greer	4.5	3.9	1.0	100	0.2	0.2	0.4
Harmon	1.3	1.1	0.3	40	0.0	0.1	0.1
Harper	2.0	1.6	0.5	50	0.1	0.1	0.2
Haskell	19.8	18.6	5.1	230	0.3	0.9	1.2
Hughes	6.8	5.5	1.7	110	0.2	0.3	0.5
Jackson	36.1	33.3	10.0	620	1.5	1.8	3.2
Jefferson	5.5	4.9	1.4	80	0.2	0.3	0.4
Johnston	7.0	6.0	1.8	100	0.2	0.3	0.6
Kay	104.1	98.9	33.4	2,070	3.4	4.7	8.1
Kingfisher	10.9	9.4	3.0	170	0.4	0.5	0.9
Kiowa	9.2	8.3	2.2	150	0.3	0.4	0.7
Latimer	11.0	10.1	2.6	170	0.4	0.5	1.0
Le Flore	130.9	126.3	35.0	1,360	1.7	5.8	7.5
Lincoln	29.2	25.9	7.9	490	1.0	1.4	2.4
Logan	45.2	40.9	12.1	810	1.6	2.2	3.8
Love	540.2	539.2	128.9	3,360	5.5	23.0	28.5
Major	4.6	3.8	1.2	70	0.1	0.2	0.4
Marshall	47.0	45.0	12.5	540	1.0	2.1	3.1
Mayes	45.3	41.5	12.8	730	1.8	2.2	4.0
McClain	70.8	67.3	19.2	810	1.5	3.2	4.7
McCurtain	161.2	158.1	38.7	1,700	5.0	7.2	12.2

2016 Economic Impacts of Travel

	(\$Millions)						
	Spending		Earnings	Employment	Government Revenue		
	Total	Visitor			Local	State	Total
McIntosh	55.9	53.5	14.4	600	1.1	2.4	3.6
Murray	69.2	67.4	19.6	830	1.6	3.1	4.7
Muskogee	109.7	102.7	26.1	1,540	4.0	4.9	8.9
Noble	43.0	41.9	11.8	450	1.0	1.9	2.9
Nowata	4.9	3.9	1.2	90	0.1	0.2	0.4
Okfuskee	7.5	6.4	1.8	130	0.2	0.4	0.6
Oklahoma	2,183.0	1,591.3	555.4	22,720	77.1	87.2	164.3
Okmulgee	65.1	61.0	19.6	1,170	1.4	3.2	4.5
Osage	93.1	88.6	26.6	1,010	1.9	4.3	6.2
Ottawa	334.7	331.3	93.2	3,300	4.5	14.5	19.0
Pawnee	18.6	17.1	5.3	360	0.6	0.9	1.4
Payne	119.3	111.2	32.3	1,930	4.6	5.6	10.3
Pittsburg	103.9	99.7	31.7	1,560	3.4	4.7	8.1
Pontotoc	51.6	46.7	15.2	840	2.3	2.5	4.8
Pottawatomie	105.8	99.1	32.3	1,870	3.6	5.1	8.7
Pushmataha	9.3	8.2	2.2	170	0.3	0.4	0.7
Roger Mills	2.8	2.4	0.7	60	0.1	0.1	0.2
Rogers	151.1	142.2	42.8	2,020	4.9	7.1	12.0
Seminole	20.2	17.8	5.7	330	0.8	1.0	1.8
Sequoyah	114.9	111.0	32.5	1,470	2.7	5.1	7.8
Stephens	60.0	54.4	16.4	1,010	2.2	2.9	5.1
Texas	34.9	32.9	9.4	590	1.5	1.7	3.2
Tillman	5.3	4.6	1.4	90	0.2	0.3	0.4
Tulsa	1,341.9	880.7	305.2	12,810	43.4	50.0	93.4
Wagoner	55.7	48.6	15.2	860	1.8	2.7	4.5
Washington	65.6	59.8	17.7	950	2.7	3.2	5.9
Washita	7.0	5.9	1.6	130	0.2	0.3	0.5
Woods	19.7	18.3	5.4	300	0.9	0.9	1.9
Woodward	48.5	46.0	9.7	520	2.5	2.2	4.7
State Total	8,566	7,241	2,231	100,100	259	368	627

2016 Overnight Visitor Volume (thousands)

	Nights		Trips			Nights		Trips	
	Person	Party	Person	Party		Person	Party	Person	Party
Adair	262	105	114	46	*Le Flore	738	293	330	131
Alfalpa	108	40	45	17	Lincoln	349	146	131	53
*Atoka	260	101	118	46	Logan	468	201	178	74
Beaver	55	22	23	9	*Love	1,160	456	590	233
Beckham	542	216	238	95	*McClain	388	168	148	62
Blaine	283	103	124	45	*McCurtain	1,543	603	756	297
*Bryan	923	360	395	154	*McIntosh	1,087	345	419	135
Caddo	546	202	234	87	Major	86	34	36	15
Canadian	1,392	604	534	225	*Marshall	673	226	274	94
Carter	1,039	411	452	179	Mayes	838	304	351	129
Cherokee	1,127	400	447	159	*Murray	584	207	259	92
*Choctaw	263	102	117	45	*Muskogee	1,033	416	433	174
Cimarron	57	22	26	10	*Noble	192	78	89	36
Cleveland	2,813	1,221	1,081	455	Nowata	98	40	41	17
Coal	56	22	23	9	Okfuskee	139	55	59	24
Comanche	1,634	683	679	280	Oklahoma	12,124	5,240	5,050	2,122
*Cotton	58	24	24	10	*Okmulgee	524	218	221	90
Craig	222	88	100	40	*Osage	478	194	187	74
Creek	667	280	263	108	*Ottawa	963	381	430	170
Custer	671	268	319	128	*Pawnee	173	69	67	26
*Delaware	1,916	624	754	250	Payne	1,211	489	509	205
Dewey	62	24	26	11	*Pittsburg	1,131	412	460	169
Ellis	51	20	22	9	Pontotoc	560	227	234	95
Garfield	1,053	429	452	184	Pottawatomie	922	385	365	148
Garvin	439	177	202	82	Pushmataha	239	86	101	36
*Grady	579	252	225	95	Roger Mills	58	22	25	10
Grant	46	18	19	8	*Rogers	1,097	463	457	189
Greer	86	35	38	16	Seminole	331	133	145	58
Harmon	29	12	12	5	*Sequoyah	788	296	328	123
Harper	39	16	16	7	Stephens	685	271	287	113
*Haskell	239	88	102	38	Texas	364	147	157	63
Hughes	136	55	57	23	Tillman	91	36	39	16
Jackson	395	161	167	68	Tulsa	8,427	3,643	3,606	1,526
Jefferson	123	45	53	20	Wagoner	765	318	302	123
Johnston	133	52	56	22	Washington	836	338	386	156
*Kay	914	356	392	152	Washita	148	58	64	25
Kingfisher	178	73	78	32	Woods	263	102	124	48
Kiowa	193	72	85	32	Woodward	458	183	200	80
Latimer	175	68	77	30					

*High proportion of gaming activity.

2016 Average Overnight Spending

	Nights		Trips			Nights		Trips	
	Person	Party	Person	Party		Person	Party	Person	Party
Adair	\$40	\$100	\$92	\$230	*Le Flore	\$105	\$264	\$234	\$589
Alfalfa	\$33	\$91	\$79	\$215	Lincoln	\$53	\$127	\$142	\$351
*Atoka	\$78	\$201	\$172	\$443	Logan	\$65	\$152	\$172	\$413
Beaver	\$29	\$71	\$69	\$170	*Love	\$173	\$442	\$341	\$865
Beckham	\$72	\$182	\$165	\$415	*McClain	\$92	\$212	\$240	\$573
Blaine	\$51	\$142	\$118	\$323	*McCurtain	\$88	\$226	\$180	\$459
*Bryan	\$147	\$378	\$344	\$883	*McIntosh	\$34	\$107	\$89	\$274
Caddo	\$44	\$119	\$103	\$277	Major	\$33	\$81	\$77	\$191
Canadian	\$69	\$160	\$181	\$429	*Marshall	\$45	\$133	\$109	\$320
Carter	\$73	\$183	\$167	\$423	Mayes	\$38	\$104	\$90	\$244
Cherokee	\$39	\$111	\$99	\$279	*Murray	\$84	\$237	\$189	\$532
*Choctaw	\$155	\$402	\$349	\$900	*Muskogee	\$73	\$181	\$173	\$432
Cimarron	\$55	\$146	\$121	\$319	*Noble	\$147	\$365	\$317	\$785
Cleveland	\$84	\$194	\$219	\$520	Nowata	\$28	\$69	\$68	\$164
Coal	\$28	\$70	\$68	\$169	Okfuskee	\$34	\$84	\$79	\$197
Comanche	\$62	\$148	\$149	\$362	Oklahoma	\$107	\$247	\$256	\$610
*Cotton	\$45	\$110	\$108	\$263	*Okmulgee	\$70	\$168	\$166	\$407
Craig	\$48	\$121	\$108	\$270	*Osage	\$65	\$160	\$166	\$416
Creek	\$49	\$117	\$125	\$303	*Ottawa	\$102	\$257	\$228	\$576
Custer	\$68	\$169	\$142	\$355	*Pawnee	\$49	\$121	\$125	\$317
*Delaware	\$53	\$163	\$135	\$406	Payne	\$67	\$166	\$159	\$394
Dewey	\$35	\$89	\$82	\$206	*Pittsburg	\$67	\$183	\$164	\$444
Ellis	\$32	\$82	\$77	\$193	Pontotoc	\$60	\$147	\$143	\$352
Garfield	\$71	\$173	\$164	\$404	Pottawatomie	\$78	\$186	\$196	\$483
Garvin	\$69	\$170	\$149	\$369	Pushmataha	\$34	\$95	\$81	\$223
*Grady	\$78	\$179	\$200	\$474	Roger Mills	\$38	\$100	\$89	\$231
Grant	\$25	\$62	\$61	\$151	*Rogers	\$80	\$190	\$192	\$466
Greer	\$42	\$105	\$95	\$235	Seminole	\$41	\$103	\$94	\$234
Harmon	\$24	\$62	\$60	\$151	*Sequoyah	\$76	\$203	\$183	\$489
Harper	\$30	\$75	\$72	\$179	Stephens	\$56	\$141	\$134	\$338
*Haskell	\$49	\$134	\$116	\$314	Texas	\$66	\$162	\$152	\$377
Hughes	\$29	\$71	\$69	\$169	Tillman	\$38	\$96	\$89	\$222
Jackson	\$60	\$148	\$143	\$352	Tulsa	\$89	\$205	\$207	\$489
Jefferson	\$37	\$100	\$86	\$233	Wagoner	\$49	\$119	\$125	\$306
Johnston	\$33	\$85	\$79	\$201	Washington	\$58	\$143	\$126	\$311
*Kay	\$81	\$209	\$190	\$488	Washita	\$38	\$97	\$89	\$226
Kingfisher	\$40	\$98	\$91	\$224	Woods	\$66	\$171	\$141	\$362
Kiowa	\$40	\$108	\$92	\$246	Woodward	\$75	\$188	\$171	\$431
Latimer	\$45	\$117	\$103	\$266					

*High proportion of gaming activity.

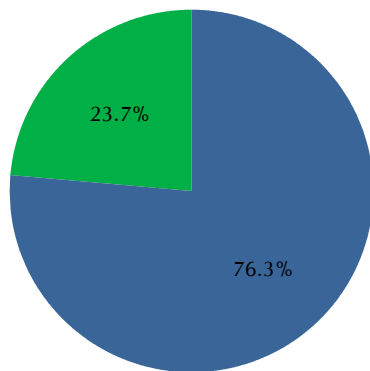
Adair County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	15.95	17.78	17.98	18.32	17.98	16.56	15.89
Other Travel*	2.80	3.48	3.43	3.47	3.24	2.20	2.06
Visitor Spending	13.15	14.30	14.54	14.85	14.75	14.36	13.83
Overnight	9.92	10.86	11.10	11.35	11.29	11.03	10.55
Day	3.22	3.44	3.45	3.50	3.46	3.33	3.28
Visitor Spending	13.15	14.30	14.54	14.85	14.75	14.36	13.83
Non-transportation	10.21	10.79	11.10	11.36	11.45	11.72	11.30
Transportation	2.94	3.51	3.45	3.49	3.30	2.64	2.53
Total Direct Earnings (million)	3.58	3.82	3.97	4.04	4.03	4.21	4.25
Total Direct Employment	234	236	247	269	259	259	262
Government Revenue (million)	1.21	1.26	1.28	1.31	1.35	1.35	1.31
Local Revenue	0.45	0.47	0.49	0.49	0.54	0.55	0.53
State Revenue	0.76	0.79	0.80	0.82	0.80	0.80	0.78
Overnight Visitor Volume (thousand)							
Party Trips	47.73	48.32	47.77	47.78	47.11	47.15	45.93
Party Nights	109.83	110.78	109.29	109.20	107.70	107.87	105.47
Person Trips	117.85	119.34	118.07	118.11	116.49	117.24	114.20
Person Nights	271.44	273.86	270.35	270.19	266.56	268.47	262.48
Average Overnight Spending							
per Party Trip	207.84	224.72	232.28	237.61	239.63	233.99	229.74
per Party Night	90.33	98.02	101.54	103.97	104.82	102.27	100.05
per Person Trip	84.18	90.99	93.98	96.12	96.91	94.10	92.40
per Person Night	36.55	39.65	41.05	42.02	42.35	41.09	40.20

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

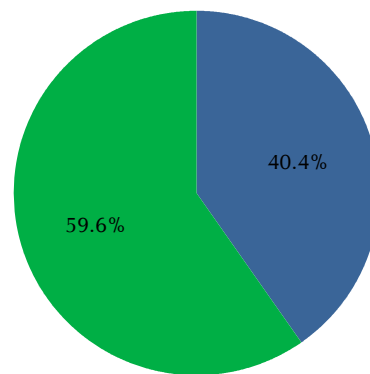
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



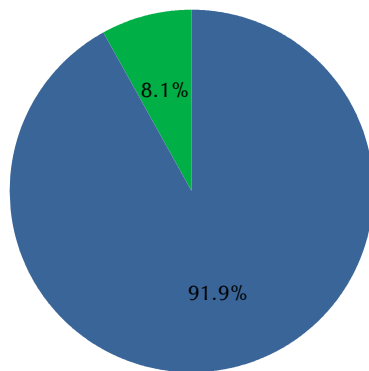
Alfalfa County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	4.62	5.13	5.20	5.37	5.28	4.71	4.46
Other Travel*	0.69	0.87	0.87	0.91	0.85	0.59	0.55
Visitor Spending	3.93	4.26	4.33	4.46	4.44	4.12	3.91
Overnight	3.62	3.93	4.00	4.12	4.10	3.80	3.60
Day	0.31	0.33	0.33	0.34	0.34	0.32	0.32
Visitor Spending	3.93	4.26	4.33	4.46	4.44	4.12	3.91
Non-transportation	2.84	2.97	3.05	3.16	3.20	3.18	3.03
Transportation	1.09	1.29	1.28	1.31	1.24	0.95	0.89
Total Direct Earnings (million)	0.98	1.04	1.08	1.12	1.11	1.07	1.07
Total Direct Employment	69	70	66	74	78	71	76
Government Revenue (million)	0.34	0.35	0.36	0.37	0.37	0.36	0.35
Local Revenue	0.13	0.14	0.14	0.14	0.15	0.14	0.14
State Revenue	0.21	0.21	0.22	0.23	0.22	0.22	0.21
Overnight Visitor Volume (thousand)							
Party Trips	17.30	17.46	17.40	17.73	17.55	17.33	16.73
Party Nights	40.76	41.07	40.91	41.70	41.29	40.85	39.57
Person Trips	46.97	47.36	47.24	48.10	47.66	47.06	45.38
Person Nights	111.39	112.16	111.80	113.92	112.89	111.70	108.11
Average Overnight Spending							
per Party Trip	209.19	225.36	229.83	232.43	233.42	219.32	215.10
per Party Night	88.79	95.80	97.77	98.81	99.22	93.05	90.95
per Person Trip	77.06	83.07	84.66	85.67	85.96	80.77	79.31
per Person Night	32.49	35.08	35.77	36.17	36.29	34.03	33.29

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

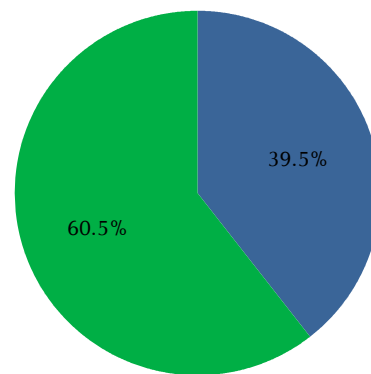
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Atoka County Travel Impacts and Visitor Volume, 2010-2016

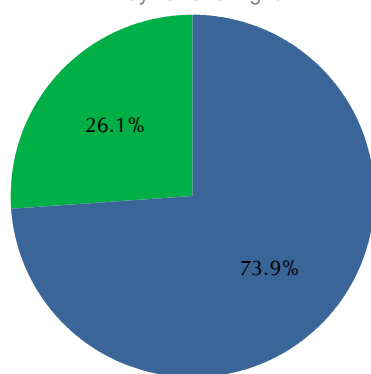
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	27.30	29.98	30.78	31.36	31.08	29.04	28.72
Other Travel*	1.75	2.18	2.16	2.15	2.02	1.38	1.29
Visitor Spending	25.55	27.80	28.63	29.21	29.06	27.66	27.43
Overnight	18.93	20.81	21.56	22.08	21.98	20.69	20.28
Day	6.62	7.00	7.07	7.13	7.08	6.97	7.15
Visitor Spending	25.55	27.80	28.63	29.21	29.06	27.66	27.43
Non-transportation	22.10	23.60	24.44	24.97	25.03	24.60	24.43
Transportation	3.45	4.20	4.19	4.24	4.03	3.06	3.00
Total Direct Earnings (million)	6.74	7.26	7.59	7.70	7.73	7.96	9.08
Total Direct Employment	368	385	387	403	387	371	405
Government Revenue (million)	1.92	2.02	2.09	2.12	2.13	2.08	2.09
Local Revenue	0.63	0.68	0.71	0.74	0.76	0.74	0.74
State Revenue	1.29	1.34	1.38	1.38	1.37	1.34	1.35
Overnight Visitor Volume (thousand)							
Party Trips	47.09	48.73	48.91	48.91	48.40	46.66	45.72
Party Nights	104.03	107.10	107.16	106.97	105.94	102.40	100.92
Person Trips	120.52	124.62	125.11	125.13	123.88	119.44	117.64
Person Nights	266.98	274.65	274.91	274.47	271.94	262.88	260.39
Average Overnight Spending							
per Party Trip	402.10	426.96	440.81	451.37	454.13	443.55	443.45
per Party Night	182.00	194.26	201.17	206.37	207.47	202.10	200.91
per Person Trip	157.11	166.95	172.32	176.42	177.42	173.27	172.36
per Person Night	70.92	75.75	78.42	80.43	80.82	78.72	77.87

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

Note: Due to the high proportion of gaming activity. Average Overnight Spending may be higher than usual.

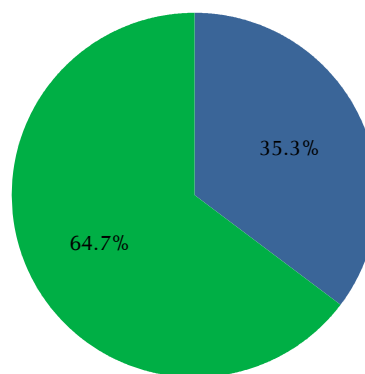
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



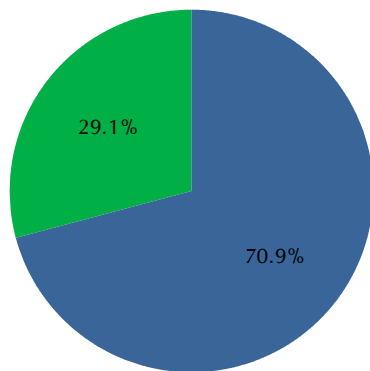
Beaver County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	2.87	3.18	3.19	3.21	3.13	2.75	2.73
Other Travel*	0.69	0.87	0.86	0.86	0.80	0.54	0.51
Visitor Spending	2.17	2.31	2.33	2.34	2.33	2.20	2.22
Overnight	1.54	1.65	1.66	1.67	1.66	1.57	1.57
Day	0.63	0.66	0.67	0.67	0.67	0.64	0.65
Visitor Spending	2.17	2.31	2.33	2.34	2.33	2.20	2.22
Non-transportation	1.61	1.65	1.68	1.69	1.71	1.73	1.75
Transportation	0.56	0.66	0.65	0.65	0.62	0.47	0.47
Total Direct Earnings (million)	0.58	0.60	0.61	0.62	0.62	0.62	0.65
Total Direct Employment	40	41	46	48	46	47	54
Government Revenue (million)	0.20	0.20	0.20	0.21	0.21	0.21	0.21
Local Revenue	0.07	0.07	0.07	0.07	0.08	0.08	0.08
State Revenue	0.14	0.14	0.14	0.14	0.14	0.13	0.13
Overnight Visitor Volume (thousand)							
Party Trips	9.55	9.54	9.46	9.38	9.30	9.22	9.25
Party Nights	22.90	22.87	22.68	22.48	22.30	22.09	22.17
Person Trips	23.63	23.60	23.41	23.20	23.03	22.81	22.90
Person Nights	56.83	56.75	56.30	55.80	55.38	54.85	55.06
Average Overnight Spending							
per Party Trip	161.59	172.95	175.49	178.17	178.53	170.01	170.05
per Party Night	67.40	72.14	73.21	74.32	74.48	70.93	70.94
per Person Trip	65.31	69.90	70.92	71.99	72.13	68.68	68.70
per Person Night	27.16	29.06	29.49	29.94	30.00	28.56	28.57

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

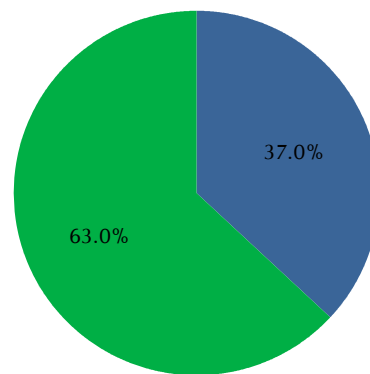
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



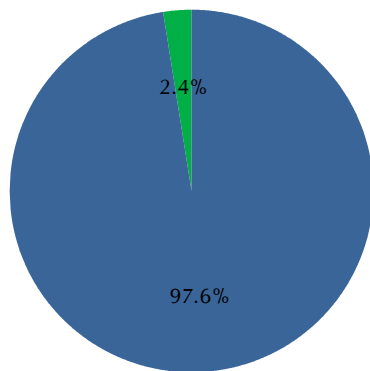
Beckham County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	39.62	43.39	45.07	47.27	48.25	48.49	42.89
Other Travel*	3.10	3.92	4.07	4.22	3.81	2.80	2.69
Visitor Spending	36.52	39.47	41.00	43.05	44.44	45.69	40.20
Overnight	35.24	37.85	39.39	41.40	42.87	44.57	39.24
Day	1.28	1.61	1.61	1.66	1.57	1.13	0.97
Visitor Spending	36.52	39.47	41.00	43.05	44.44	45.69	40.20
Non-transportation	30.13	31.75	33.24	35.01	36.62	39.30	34.54
Transportation	6.39	7.72	7.76	8.05	7.82	6.39	5.66
Total Direct Earnings (million)	9.59	10.26	10.79	11.30	11.54	11.47	11.23
Total Direct Employment	638	670	679	688	710	705	691
Government Revenue (million)	3.63	3.80	3.97	4.21	4.40	4.62	4.10
Local Revenue	1.73	1.83	1.92	2.06	2.19	2.33	2.03
State Revenue	1.89	1.97	2.05	2.15	2.21	2.30	2.07
Overnight Visitor Volume (thousand)							
Party Trips	92.35	94.62	96.24	98.96	100.55	105.45	94.63
Party Nights	210.01	214.92	218.84	224.89	228.29	238.67	215.59
Person Trips	232.65	238.30	242.32	249.04	253.02	265.19	238.33
Person Nights	528.46	540.67	550.34	565.30	573.79	599.58	542.34
Average Overnight Spending							
per Party Trip	381.56	400.07	409.25	418.33	426.31	422.64	414.62
per Party Night	167.78	176.12	179.98	184.08	187.77	186.73	181.99
per Person Trip	151.45	158.85	162.55	166.23	169.42	168.05	164.63
per Person Night	66.68	70.01	71.57	73.23	74.71	74.33	72.34

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

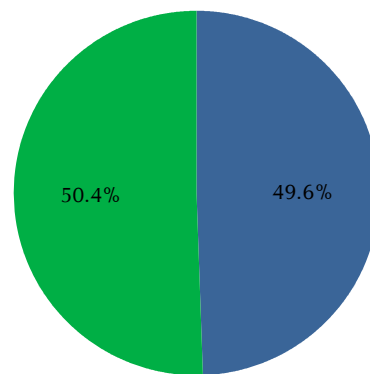
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



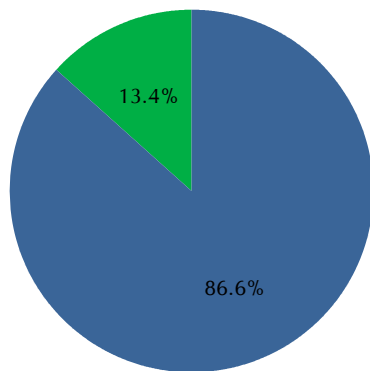
Blaine County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	14.72	18.07	18.41	16.86	17.69	17.03	17.74
Other Travel*	1.22	1.50	1.51	1.53	1.45	0.98	0.92
Visitor Spending	13.50	16.57	16.89	15.34	16.24	16.05	16.82
Overnight	11.55	14.36	14.64	13.21	14.02	13.89	14.57
Day	1.95	2.22	2.25	2.12	2.22	2.16	2.25
Visitor Spending	13.50	16.57	16.89	15.34	16.24	16.05	16.82
Non-transportation	10.40	12.59	12.95	11.63	12.56	13.08	13.80
Transportation	3.10	3.99	3.95	3.71	3.69	2.96	3.02
Total Direct Earnings (million)	3.55	4.31	4.48	4.01	4.27	4.68	5.14
Total Direct Employment	262	302	294	274	293	312	328
Government Revenue (million)	1.17	1.45	1.49	1.34	1.44	1.50	1.58
Local Revenue	0.49	0.66	0.69	0.61	0.67	0.70	0.74
State Revenue	0.68	0.79	0.81	0.73	0.77	0.79	0.84
Overnight Visitor Volume (thousand)							
Party Trips	40.58	44.61	44.57	40.99	42.98	43.65	45.14
Party Nights	93.65	101.06	100.96	93.95	98.20	99.54	102.59
Person Trips	111.79	121.80	121.78	112.86	117.79	119.88	123.66
Person Nights	259.73	278.05	278.00	260.58	271.08	275.32	283.12
Average Overnight Spending							
per Party Trip	284.65	321.76	328.54	322.38	326.16	318.16	322.78
per Party Night	123.35	142.04	145.05	140.65	142.76	139.54	142.02
per Person Trip	103.33	117.86	120.25	117.08	119.02	115.86	117.82
per Person Night	44.48	51.63	52.68	50.71	51.72	50.45	51.46

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

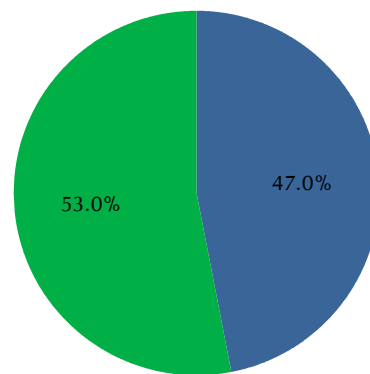
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Bryan County Travel Impacts and Visitor Volume, 2010-2016

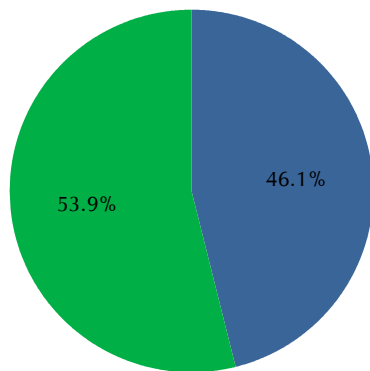
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	274.78	298.03	308.44	316.71	314.24	308.22	299.96
Other Travel*	5.64	7.13	7.21	7.43	6.83	4.90	4.66
Visitor Spending	269.14	290.90	301.23	309.29	307.40	303.31	295.30
Overnight	126.74	139.74	146.24	150.64	149.62	143.93	136.03
Day	142.40	151.16	154.99	158.65	157.78	159.38	159.27
Visitor Spending	269.14	290.90	301.23	309.29	307.40	303.31	295.30
Non-transportation	255.47	274.04	284.29	291.92	290.91	290.69	283.44
Transportation	13.68	16.86	16.95	17.36	16.49	12.62	11.86
Total Direct Earnings (million)	70.23	75.73	78.93	80.84	81.46	83.12	84.67
Total Direct Employment	3047	3145	3175	3211	3131	3100	3123
Government Revenue (million)	16.83	17.52	18.33	18.40	18.36	18.30	17.68
Local Revenue	4.15	4.43	4.76	4.92	4.93	4.88	4.61
State Revenue	12.69	13.09	13.56	13.48	13.44	13.42	13.07
Overnight Visitor Volume (thousand)							
Party Trips	156.05	164.61	167.49	169.99	168.08	162.85	154.00
Party Nights	363.56	381.72	387.46	393.09	389.04	378.27	359.81
Person Trips	399.74	421.12	428.42	434.70	430.02	417.04	395.00
Person Nights	931.55	976.93	991.58	1,005.76	995.83	969.15	923.22
Average Overnight Spending							
per Party Trip	812.18	848.92	873.17	886.19	890.18	883.80	883.31
per Party Night	348.61	366.08	377.44	383.22	384.60	380.50	378.08
per Person Trip	317.05	331.82	341.36	346.53	347.94	345.12	344.39
per Person Night	136.05	143.04	147.49	149.78	150.25	148.51	147.35

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

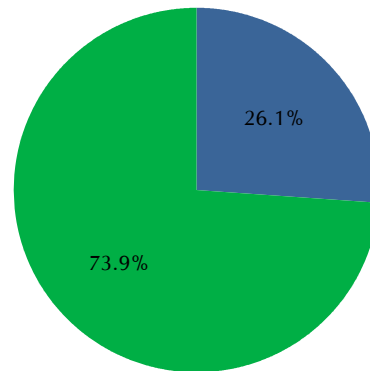
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



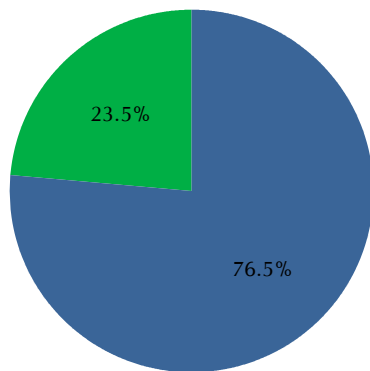
Caddo County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	35.83	39.10	37.52	37.95	36.98	33.85	34.05
Other Travel*	3.66	4.57	4.58	4.60	4.29	2.93	2.74
Visitor Spending	32.17	34.53	32.95	33.36	32.69	30.93	31.31
Overnight	24.79	26.73	25.44	25.74	25.20	23.73	23.95
Day	7.38	7.81	7.51	7.62	7.49	7.19	7.36
Visitor Spending	32.17	34.53	32.95	33.36	32.69	30.93	31.31
Non-transportation	24.84	25.81	24.69	25.02	24.85	24.84	25.24
Transportation	7.33	8.72	8.26	8.34	7.85	6.08	6.07
Total Direct Earnings (million)	8.40	8.81	8.54	8.60	8.49	9.23	9.74
Total Direct Employment	589	582	537	551	536	572	608
Government Revenue (million)	2.78	2.86	2.73	2.76	2.71	2.70	2.74
Local Revenue	1.13	1.18	1.12	1.13	1.12	1.13	1.13
State Revenue	1.65	1.68	1.61	1.62	1.59	1.57	1.61
Overnight Visitor Volume (thousand)							
Party Trips	93.13	93.95	88.75	88.71	86.82	86.03	86.50
Party Nights	214.80	216.29	205.40	205.45	201.48	200.26	201.63
Person Trips	248.91	250.97	238.24	238.06	233.41	231.91	233.64
Person Nights	575.53	579.25	552.70	552.62	542.84	540.82	545.50
Average Overnight Spending							
per Party Trip	266.23	284.47	286.61	290.13	290.25	275.84	276.86
per Party Night	115.42	123.56	123.84	125.27	125.07	118.50	118.77
per Person Trip	99.60	106.49	106.76	108.11	107.96	102.33	102.50
per Person Night	43.08	46.14	46.02	46.57	46.42	43.88	43.90

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

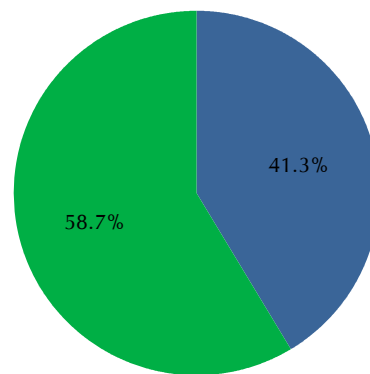
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



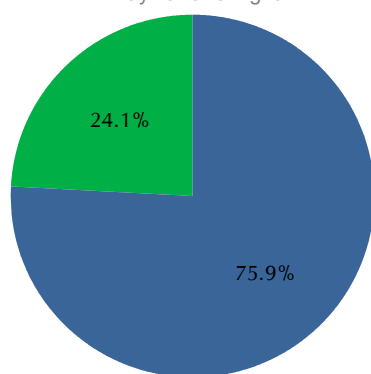
Canadian County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	102.39	117.55	128.24	130.52	141.50	144.25	140.45
Other Travel*	15.11	18.43	19.41	20.75	19.61	14.16	13.40
Visitor Spending	87.28	99.12	108.83	109.78	121.88	130.08	127.05
Overnight	63.89	73.28	81.17	81.91	91.69	98.81	96.40
Day	23.39	25.84	27.66	27.86	30.20	31.27	30.65
Visitor Spending	87.28	99.12	108.83	109.78	121.88	130.08	127.05
Non-transportation	76.17	85.12	94.14	95.01	106.54	117.25	114.69
Transportation	11.11	14.00	14.69	14.76	15.35	12.83	12.36
Total Direct Earnings (million)	23.55	26.10	29.31	29.77	33.23	36.41	37.41
Total Direct Employment	1301	1402	1512	1498	1713	1802	1850
Government Revenue (million)	8.14	9.00	10.19	10.31	11.47	12.50	12.26
Local Revenue	3.37	3.79	4.53	4.55	5.15	5.73	5.58
State Revenue	4.77	5.21	5.66	5.75	6.32	6.78	6.68
Overnight Visitor Volume (thousand)							
Party Trips	174.98	188.17	200.19	199.10	216.26	231.04	224.79
Party Nights	484.67	515.66	544.33	541.74	585.53	619.52	603.71
Person Trips	414.03	445.69	474.53	472.57	512.48	549.07	533.51
Person Nights	1,113.34	1,186.17	1,253.07	1,249.31	1,347.08	1,431.86	1,391.81
Average Overnight Spending							
per Party Trip	365.14	389.45	405.45	411.41	423.95	427.68	428.84
per Party Night	131.82	142.11	149.11	151.20	156.58	159.49	159.68
per Person Trip	154.31	164.42	171.04	173.33	178.90	179.96	180.69
per Person Night	57.39	61.78	64.77	65.57	68.06	69.01	69.26

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

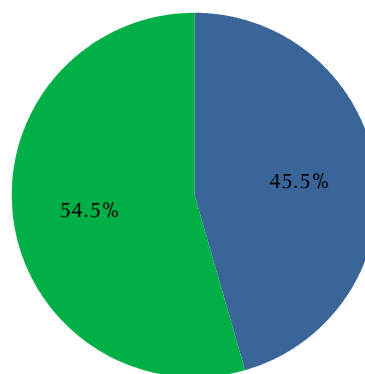
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



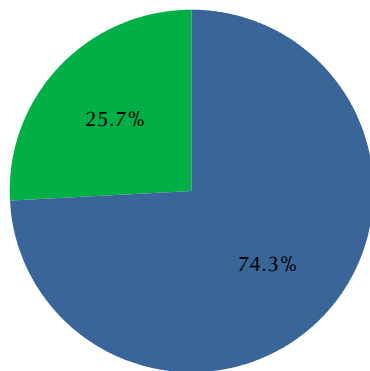
Carter County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	86.44	104.01	107.35	114.46	117.32	106.28	107.01
Other Travel*	6.47	7.96	8.94	9.22	8.15	5.71	5.48
Visitor Spending	79.97	96.05	98.41	105.24	109.16	100.57	101.53
Overnight	58.45	71.26	73.28	78.65	81.93	75.01	75.44
Day	21.52	24.79	25.12	26.59	27.24	25.56	26.10
Visitor Spending	79.97	96.05	98.41	105.24	109.16	100.57	101.53
Non-transportation	68.24	80.74	83.25	89.27	93.54	88.79	89.76
Transportation	11.73	15.31	15.16	15.97	15.63	11.78	11.77
Total Direct Earnings (million)	22.66	24.45	25.03	25.96	26.81	26.56	27.30
Total Direct Employment	1336	1435	1428	1463	1492	1483	1496
Government Revenue (million)	7.55	8.72	8.84	9.66	10.17	9.61	9.63
Local Revenue	3.46	4.07	4.07	4.62	4.96	4.68	4.66
State Revenue	4.09	4.65	4.77	5.04	5.21	4.93	4.98
Overnight Visitor Volume (thousand)							
Party Trips	158.03	176.71	176.33	184.18	187.61	177.22	178.54
Party Nights	368.58	407.45	405.89	423.05	430.01	407.41	411.17
Person Trips	399.55	446.17	445.39	464.84	473.47	448.21	451.80
Person Nights	929.85	1,026.89	1,023.42	1,065.88	1,083.39	1,028.62	1,038.55
Average Overnight Spending							
per Party Trip	369.84	403.26	415.61	427.05	436.68	423.26	422.50
per Party Night	158.57	174.89	180.55	185.92	190.52	184.11	183.46
per Person Trip	146.28	159.71	164.54	169.20	173.03	167.35	166.97
per Person Night	62.86	69.39	71.61	73.79	75.62	72.92	72.64

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

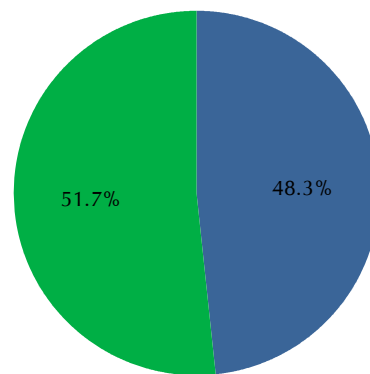
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



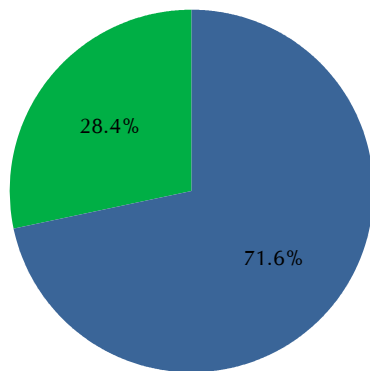
Cherokee County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	68.44	74.73	66.01	66.85	64.94	63.60	66.51
Other Travel*	6.58	8.32	8.43	7.47	7.06	4.84	4.53
Visitor Spending	61.86	66.41	57.59	59.38	57.88	58.76	61.97
Overnight	45.27	48.83	41.31	42.61	41.33	41.88	44.39
Day	16.59	17.58	16.27	16.77	16.55	16.88	17.59
Visitor Spending	61.86	66.41	57.59	59.38	57.88	58.76	61.97
Non-transportation	50.35	52.66	45.19	46.70	45.97	49.24	52.16
Transportation	11.51	13.75	12.39	12.68	11.91	9.53	9.82
Total Direct Earnings (million)	17.16	18.16	15.92	15.85	15.53	16.32	17.99
Total Direct Employment	1142	1172	993	1004	964	995	1073
Government Revenue (million)	5.42	5.62	4.89	5.12	5.07	5.35	5.65
Local Revenue	2.25	2.36	2.02	2.21	2.22	2.40	2.53
State Revenue	3.17	3.27	2.86	2.92	2.85	2.95	3.12
Overnight Visitor Volume (thousand)							
Party Trips	164.10	167.08	149.61	151.88	148.32	154.14	159.27
Party Nights	407.37	414.34	377.20	382.90	374.83	388.58	399.91
Person Trips	457.28	465.09	421.95	427.29	418.86	432.19	446.61
Person Nights	1,141.72	1,160.26	1,068.81	1,082.17	1,063.32	1,094.88	1,126.78
Average Overnight Spending							
per Party Trip	275.84	292.28	276.13	280.53	278.67	271.71	278.69
per Party Night	111.12	117.86	109.53	111.27	110.27	107.78	111.00
per Person Trip	98.99	105.00	97.91	99.72	98.68	96.91	99.39
per Person Night	39.65	42.09	38.65	39.37	38.87	38.25	39.39

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

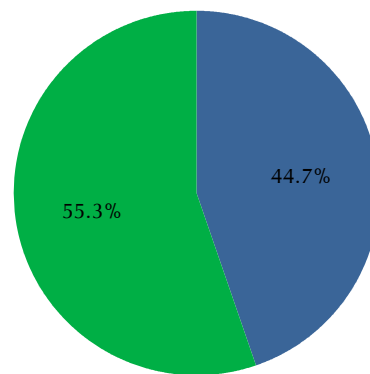
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Choctaw County Travel Impacts and Visitor Volume, 2010-2016

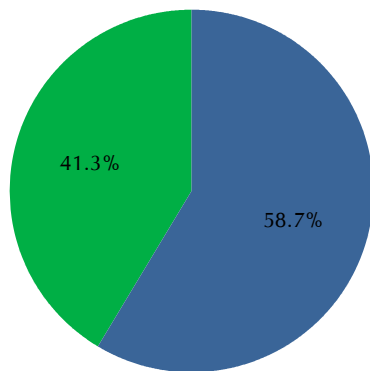
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	66.28	71.12	72.95	74.18	73.60	72.13	71.02
Other Travel*	1.88	2.35	2.34	2.35	2.21	1.50	1.40
Visitor Spending	64.41	68.77	70.61	71.83	71.39	70.63	69.61
Overnight	38.07	41.51	43.10	44.11	43.77	42.46	40.85
Day	26.33	27.25	27.52	27.72	27.61	28.17	28.76
Visitor Spending	64.41	68.77	70.61	71.83	71.39	70.63	69.61
Non-transportation	61.00	64.63	66.49	67.65	67.41	67.59	66.73
Transportation	3.41	4.14	4.13	4.18	3.98	3.04	2.89
Total Direct Earnings (million)	16.02	17.05	17.61	17.88	18.05	18.84	19.43
Total Direct Employment	648	671	684	703	690	689	707
Government Revenue (million)	4.01	4.11	4.24	4.19	4.18	4.19	4.10
Local Revenue	0.92	0.97	1.02	1.02	1.03	1.03	0.98
State Revenue	3.09	3.14	3.22	3.17	3.15	3.16	3.11
Overnight Visitor Volume (thousand)							
Party Trips	47.36	48.90	49.07	49.12	48.70	47.19	45.41
Party Nights	106.02	108.95	109.04	108.98	108.16	105.03	101.61
Person Trips	121.71	125.55	126.02	126.16	125.14	121.38	116.97
Person Nights	273.56	280.88	281.20	281.08	279.08	271.33	262.87
Average Overnight Spending							
per Party Trip	803.85	848.91	878.18	898.06	898.76	899.89	899.53
per Party Night	359.10	381.03	395.22	404.78	404.73	404.30	401.99
per Person Trip	312.83	330.65	341.97	349.68	349.79	349.83	349.22
per Person Night	139.18	147.80	153.26	156.95	156.85	156.50	155.39

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

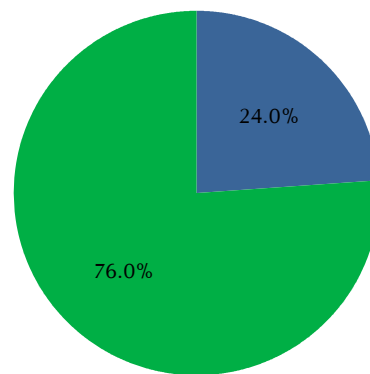
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



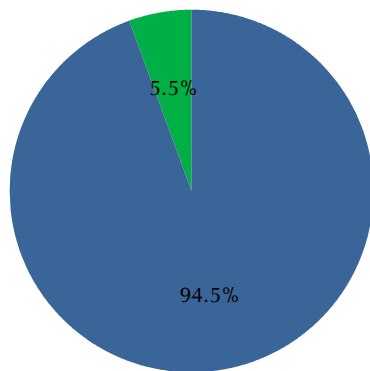
Cimarron County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	3.20	3.69	3.29	3.55	3.34	3.20	3.57
Other Travel*	0.30	0.38	0.37	0.36	0.33	0.22	0.21
Visitor Spending	2.89	3.30	2.92	3.19	3.00	2.98	3.36
Overnight	2.72	3.11	2.75	3.01	2.83	2.81	3.18
Day	0.17	0.19	0.17	0.18	0.17	0.17	0.18
Visitor Spending	2.89	3.30	2.92	3.19	3.00	2.98	3.36
Non-transportation	2.28	2.55	2.25	2.48	2.35	2.46	2.79
Transportation	0.61	0.75	0.67	0.71	0.65	0.52	0.57
Total Direct Earnings (million)	0.79	0.89	0.79	0.85	0.81	0.85	1.00
Total Direct Employment	70	78	64	64	60	61	71
Government Revenue (million)	0.25	0.28	0.24	0.30	0.29	0.29	0.33
Local Revenue	0.10	0.11	0.09	0.15	0.14	0.14	0.16
State Revenue	0.15	0.17	0.15	0.16	0.15	0.15	0.17
Overnight Visitor Volume (thousand)							
Party Trips	9.65	10.25	9.00	9.53	8.90	9.07	9.97
Party Nights	21.31	22.48	19.94	20.97	19.65	20.01	21.79
Person Trips	25.25	26.75	23.66	24.96	23.40	23.90	26.18
Person Nights	55.98	58.90	52.61	55.13	51.88	52.93	57.49
Average Overnight Spending							
per Party Trip	282.35	303.89	305.37	315.70	318.07	310.16	318.87
per Party Night	127.80	138.58	137.83	143.47	144.01	140.54	145.80
per Person Trip	107.87	116.42	116.18	120.55	120.95	117.69	121.36
per Person Night	48.64	52.88	52.24	54.58	54.55	53.13	55.28

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

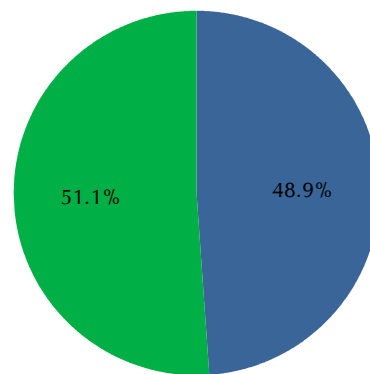
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



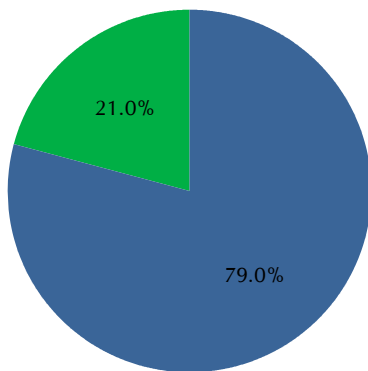
Cleveland County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	290.39	311.28	329.47	340.92	337.52	341.85	331.14
Other Travel*	35.97	46.22	47.66	48.27	44.98	33.34	32.14
Visitor Spending	254.42	265.07	281.80	292.65	292.54	308.52	299.00
Overnight	199.15	206.96	220.67	229.92	230.23	244.17	236.35
Day	55.26	58.10	61.14	62.73	62.31	64.34	62.65
Visitor Spending	254.42	265.07	281.80	292.65	292.54	308.52	299.00
Non-transportation	225.23	230.41	246.21	256.13	257.87	279.67	271.34
Transportation	29.19	34.65	35.60	36.52	34.66	28.84	27.66
Total Direct Earnings (million)	70.64	73.26	78.45	81.62	82.96	90.96	92.76
Total Direct Employment	4052	4011	4176	4362	4418	4716	4733
Government Revenue (million)	22.84	23.18	24.71	25.99	26.21	28.19	27.34
Local Revenue	9.26	9.41	10.13	10.88	11.09	12.13	11.65
State Revenue	13.59	13.77	14.57	15.11	15.12	16.06	15.69
Overnight Visitor Volume (thousand)							
Party Trips	421.96	426.49	442.94	450.03	444.42	470.83	454.67
Party Nights	1,137.91	1,151.82	1,194.24	1,210.08	1,197.49	1,261.60	1,220.82
Person Trips	1,001.06	1,011.85	1,051.19	1,069.73	1,054.01	1,119.64	1,080.70
Person Nights	2,615.88	2,648.55	2,747.68	2,791.37	2,751.10	2,912.97	2,813.44
Average Overnight Spending							
per Party Trip	471.98	485.27	498.20	510.90	518.04	518.60	519.82
per Party Night	175.02	179.68	184.78	190.00	192.26	193.54	193.60
per Person Trip	198.94	204.54	209.92	214.93	218.43	218.08	218.70
per Person Night	76.13	78.14	80.31	82.37	83.69	83.82	84.01

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

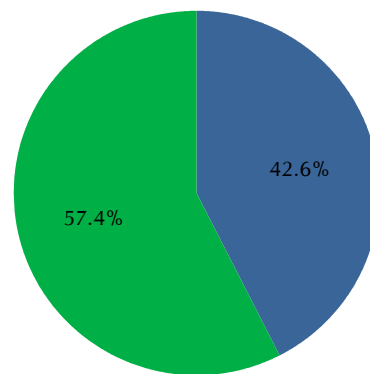
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



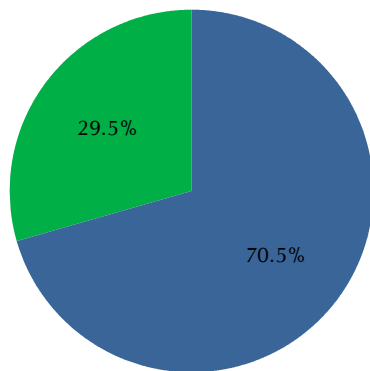
Coal County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	2.95	3.31	3.38	3.43	3.29	2.89	2.77
Other Travel*	0.73	0.92	0.91	0.90	0.84	0.56	0.53
Visitor Spending	2.22	2.40	2.47	2.53	2.45	2.32	2.24
Overnight	1.56	1.69	1.74	1.80	1.74	1.65	1.58
Day	0.67	0.71	0.73	0.73	0.71	0.67	0.66
Visitor Spending	2.22	2.40	2.47	2.53	2.45	2.32	2.24
Non-transportation	1.67	1.74	1.81	1.87	1.84	1.85	1.79
Transportation	0.55	0.66	0.66	0.66	0.61	0.47	0.45
Total Direct Earnings (million)	0.60	0.63	0.66	0.68	0.66	0.68	0.69
Total Direct Employment	39	39	39	41	44	42	45
Government Revenue (million)	0.20	0.21	0.22	0.23	0.23	0.23	0.22
Local Revenue	0.06	0.07	0.07	0.08	0.09	0.09	0.08
State Revenue	0.14	0.14	0.15	0.15	0.15	0.14	0.14
Overnight Visitor Volume (thousand)							
Party Trips	10.00	10.08	10.17	10.10	9.75	9.64	9.37
Party Nights	24.01	24.19	24.39	24.17	23.33	23.06	22.47
Person Trips	24.62	24.82	25.04	24.88	24.03	23.75	23.11
Person Nights	59.47	59.93	60.39	59.84	57.84	57.15	55.74
Average Overnight Spending							
per Party Trip	155.98	167.28	171.18	178.26	178.82	171.45	168.54
per Party Night	64.95	69.68	71.37	74.51	74.72	71.65	70.30
per Person Trip	63.33	67.92	69.52	72.38	72.53	69.56	68.33
per Person Night	26.22	28.13	28.82	30.09	30.13	28.91	28.34

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

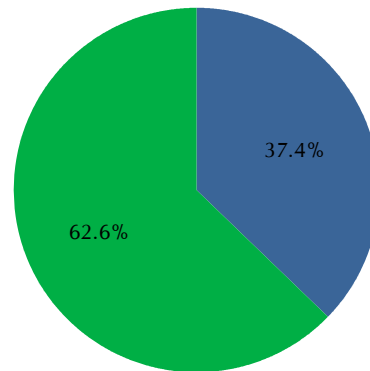
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



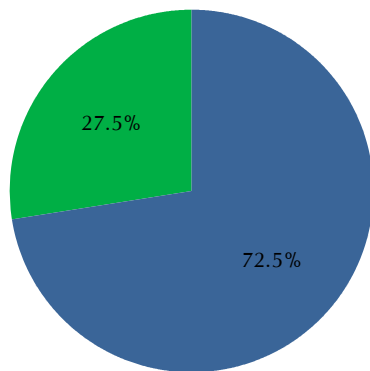
Comanche County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	196.23	200.85	183.33	185.05	195.15	177.77	167.87
Other Travel*	35.90	40.51	38.81	37.36	35.71	29.11	28.15
Visitor Spending	160.33	160.33	144.52	147.69	159.43	148.66	139.72
Overnight	119.54	118.79	105.48	107.72	117.17	108.90	101.28
Day	40.79	41.54	39.04	39.97	42.26	39.76	38.45
Visitor Spending	160.33	160.33	144.52	147.69	159.43	148.66	139.72
Non-transportation	132.37	129.67	117.37	120.08	131.03	126.33	118.84
Transportation	27.97	30.67	27.15	27.62	28.40	22.33	20.88
Total Direct Earnings (million)	45.97	44.88	41.14	42.17	45.07	44.14	43.49
Total Direct Employment	2684	2521	2298	2328	2531	2459	2379
Government Revenue (million)	16.42	15.92	14.35	14.66	15.87	15.18	14.35
Local Revenue	7.59	7.35	6.57	6.71	7.36	7.07	6.65
State Revenue	8.83	8.57	7.78	7.95	8.51	8.11	7.70
Overnight Visitor Volume (thousand)							
Party Trips	327.54	318.11	290.84	292.54	308.29	293.96	280.15
Party Nights	783.33	764.52	705.77	711.46	746.13	712.30	683.10
Person Trips	795.31	771.45	705.72	708.40	747.74	712.91	678.55
Person Nights	1,877.62	1,829.51	1,692.72	1,700.74	1,788.24	1,706.43	1,633.87
Average Overnight Spending							
per Party Trip	364.97	373.43	362.68	368.21	380.06	370.46	361.51
per Party Night	152.61	155.38	149.46	151.41	157.03	152.89	148.26
per Person Trip	150.31	153.99	149.47	152.06	156.69	152.75	149.25
per Person Night	63.67	64.93	62.32	63.34	65.52	63.82	61.99

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

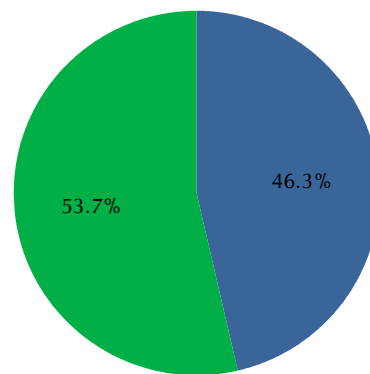
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Cotton County Travel Impacts and Visitor Volume, 2010-2016

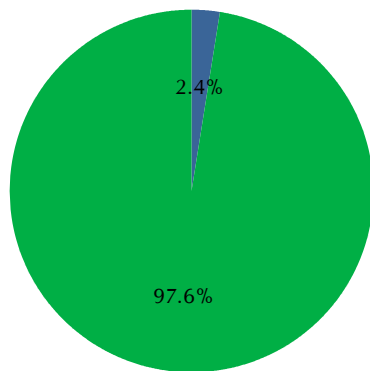
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	99.56	100.42	99.86	95.13	98.01	100.91	107.22
Other Travel*	0.76	0.95	0.95	0.96	0.90	0.60	0.56
Visitor Spending	98.80	99.47	98.91	94.17	97.11	100.31	106.66
Overnight	2.76	2.93	2.96	2.33	2.39	2.43	2.60
Day	96.04	96.54	95.95	91.84	94.72	97.88	104.06
Visitor Spending	98.80	99.47	98.91	94.17	97.11	100.31	106.66
Non-transportation	95.95	96.10	95.62	91.03	94.03	97.92	104.28
Transportation	2.85	3.37	3.29	3.14	3.09	2.40	2.38
Total Direct Earnings (million)	26.26	26.37	26.30	25.01	26.27	27.71	30.94
Total Direct Employment	922	877	847	811	832	832	923
Government Revenue (million)	5.64	5.41	5.40	4.93	5.10	5.31	5.62
Local Revenue	0.87	0.85	0.86	0.79	0.81	0.85	0.89
State Revenue	4.77	4.56	4.54	4.15	4.29	4.46	4.73
Overnight Visitor Volume (thousand)							
Party Trips	10.22	10.22	10.07	9.52	9.78	9.80	9.87
Party Nights	24.49	24.47	24.11	22.90	23.53	23.54	23.70
Person Trips	24.90	24.90	24.54	23.20	23.82	23.86	24.04
Person Nights	59.90	59.85	59.00	56.07	57.55	57.56	57.94
Average Overnight Spending							
per Party Trip	270.48	287.07	293.67	244.98	244.79	247.99	263.03
per Party Night	112.89	119.89	122.66	101.81	101.75	103.22	109.55
per Person Trip	111.04	117.84	120.50	100.50	100.50	101.84	108.01
per Person Night	46.16	49.02	50.13	41.58	41.60	42.21	44.80

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

Note: Due to the high proportion of gaming activity. Average Overnight Spending may be higher than usual.

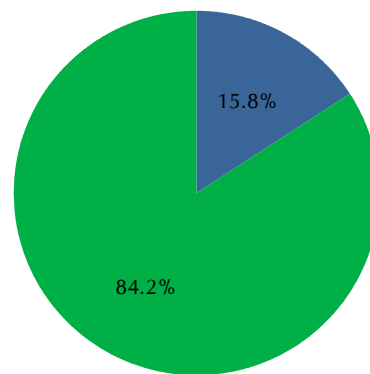
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



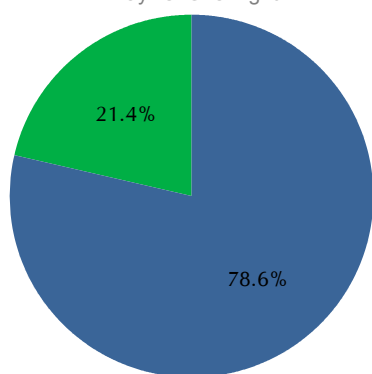
Craig County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	15.07	16.91	17.33	17.74	17.50	15.91	15.03
Other Travel*	1.86	2.30	2.27	2.28	2.13	1.48	1.39
Visitor Spending	13.21	14.61	15.06	15.45	15.37	14.43	13.64
Overnight	10.32	11.47	11.89	12.23	12.19	11.42	10.72
Day	2.89	3.14	3.17	3.22	3.18	3.01	2.92
Visitor Spending	13.21	14.61	15.06	15.45	15.37	14.43	13.64
Non-transportation	10.50	11.32	11.80	12.15	12.24	12.02	11.36
Transportation	2.71	3.29	3.26	3.30	3.12	2.41	2.28
Total Direct Earnings (million)	3.65	3.97	4.18	4.26	4.26	4.27	4.23
Total Direct Employment	235	255	255	245	245	241	237
Government Revenue (million)	1.21	1.30	1.35	1.38	1.39	1.35	1.28
Local Revenue	0.49	0.54	0.56	0.57	0.59	0.58	0.54
State Revenue	0.72	0.76	0.78	0.80	0.80	0.77	0.74
Overnight Visitor Volume (thousand)							
Party Trips	41.56	42.81	42.75	42.86	42.19	41.34	39.63
Party Nights	92.58	94.86	94.39	94.50	93.06	91.53	88.23
Person Trips	104.17	107.32	107.22	107.52	105.88	103.77	99.51
Person Nights	232.55	238.25	237.22	237.54	234.00	230.22	222.03
Average Overnight Spending							
per Party Trip	248.28	267.88	278.15	285.35	288.85	276.18	270.45
per Party Night	111.44	120.90	125.96	129.41	130.96	124.74	121.47
per Person Trip	99.04	106.86	110.89	113.74	115.10	110.03	107.70
per Person Night	44.37	48.13	50.12	51.48	52.08	49.59	48.27

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

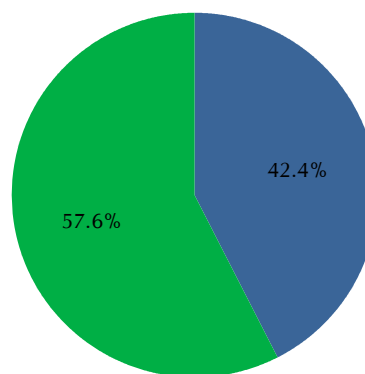
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



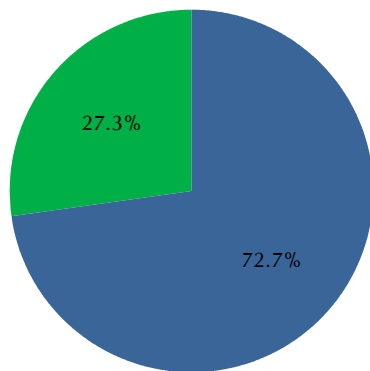
Creek County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	49.21	53.56	54.49	55.84	55.43	51.65	51.75
Other Travel*	8.65	10.90	10.93	11.02	10.33	7.08	6.63
Visitor Spending	40.56	42.66	43.56	44.81	45.10	44.57	45.12
Overnight	29.41	30.97	31.62	32.57	32.81	32.43	32.79
Day	11.15	11.69	11.94	12.24	12.29	12.15	12.34
Visitor Spending	40.56	42.66	43.56	44.81	45.10	44.57	45.12
Non-transportation	33.65	34.48	35.43	36.52	37.18	38.31	38.90
Transportation	6.91	8.19	8.14	8.29	7.92	6.26	6.22
Total Direct Earnings (million)	11.28	11.64	12.11	12.41	12.64	13.34	14.15
Total Direct Employment	672	684	711	718	745	763	796
Government Revenue (million)	3.90	3.96	4.06	4.16	4.20	4.28	4.35
Local Revenue	1.58	1.60	1.66	1.70	1.73	1.79	1.81
State Revenue	2.33	2.36	2.39	2.46	2.47	2.48	2.53
Overnight Visitor Volume (thousand)							
Party Trips	104.38	104.92	105.54	106.66	106.42	107.64	108.05
Party Nights	272.05	273.25	274.66	277.10	276.32	278.86	279.56
Person Trips	252.32	254.01	255.67	258.56	257.85	261.53	263.18
Person Nights	642.48	646.71	650.67	657.28	654.78	663.02	666.58
Average Overnight Spending							
per Party Trip	281.76	295.19	299.59	305.37	308.28	301.25	303.44
per Party Night	108.10	113.35	115.12	117.55	118.73	116.28	117.28
per Person Trip	116.55	121.94	123.67	125.97	127.24	123.99	124.58
per Person Night	45.77	47.89	48.59	49.56	50.10	48.91	49.19

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

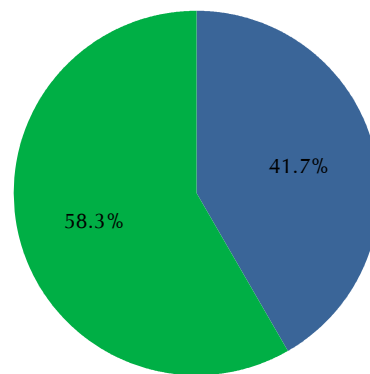
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



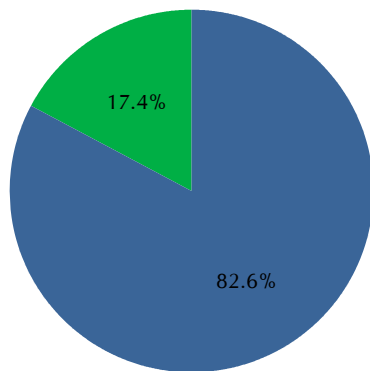
Custer County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	49.72	65.02	74.18	63.42	59.30	59.57	58.21
Other Travel*	3.39	4.28	4.91	5.12	4.67	3.39	3.24
Visitor Spending	46.33	60.74	69.27	58.30	54.63	56.17	54.96
Overnight	37.98	50.30	57.72	48.21	45.06	46.48	45.42
Day	8.35	10.44	11.55	10.10	9.57	9.69	9.54
Visitor Spending	46.33	60.74	69.27	58.30	54.63	56.17	54.96
Non-transportation	38.22	49.27	56.77	47.60	44.99	48.04	47.09
Transportation	8.12	11.47	12.51	10.70	9.64	8.13	7.87
Total Direct Earnings (million)	12.99	16.90	19.83	18.47	18.20	19.03	19.56
Total Direct Employment	771	973	1110	1027	1023	1034	1087
Government Revenue (million)	4.85	6.13	7.18	6.10	5.78	6.07	5.94
Local Revenue	2.44	3.10	3.73	3.12	2.95	3.11	3.03
State Revenue	2.41	3.03	3.45	2.98	2.83	2.95	2.91
Overnight Visitor Volume (thousand)							
Party Trips	118.36	141.96	155.77	132.39	124.42	130.89	127.88
Party Nights	248.82	293.78	320.61	275.86	260.99	274.48	268.34
Person Trips	295.27	354.23	388.63	330.42	310.50	326.86	319.27
Person Nights	621.43	733.71	800.60	689.31	652.11	686.19	670.76
Average Overnight Spending							
per Party Trip	320.94	354.34	370.55	364.14	362.14	355.13	355.18
per Party Night	152.66	171.23	180.03	174.75	172.64	169.36	169.26
per Person Trip	128.65	142.01	148.52	145.90	145.12	142.22	142.26
per Person Night	61.13	68.56	72.10	69.94	69.10	67.74	67.71

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

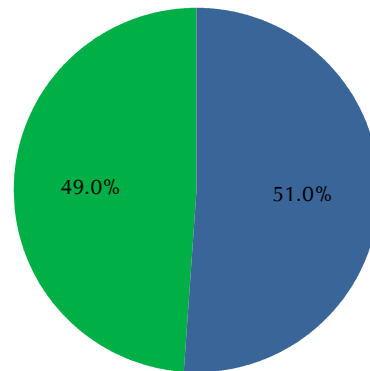
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



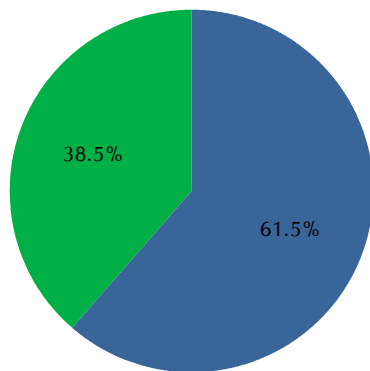
Delaware County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	138.20	145.28	148.87	150.54	149.69	150.30	170.18
Other Travel*	5.39	6.67	7.90	7.55	6.74	4.99	4.80
Visitor Spending	132.81	138.61	140.97	143.00	142.94	145.31	165.38
Overnight	77.47	82.14	83.99	85.49	85.41	87.12	101.74
Day	55.34	56.46	56.97	57.51	57.53	58.18	63.64
Visitor Spending	132.81	138.61	140.97	143.00	142.94	145.31	165.38
Non-transportation	118.17	121.28	123.77	125.58	126.28	131.73	151.07
Transportation	14.64	17.33	17.20	17.41	16.67	13.57	14.31
Total Direct Earnings (million)	33.86	35.09	36.61	36.76	36.98	39.83	45.29
Total Direct Employment	1578	1593	1616	1601	1601	1670	1865
Government Revenue (million)	8.66	8.67	8.97	8.97	8.99	9.44	10.70
Local Revenue	2.19	2.24	2.43	2.52	2.54	2.75	3.16
State Revenue	6.48	6.43	6.54	6.44	6.45	6.69	7.54
Overnight Visitor Volume (thousand)							
Party Trips	230.30	231.94	232.06	232.26	231.41	237.31	250.47
Party Nights	585.31	587.87	587.66	587.89	586.20	598.51	624.24
Person Trips	702.43	706.08	706.50	707.04	705.18	720.00	753.65
Person Nights	1,817.02	1,822.08	1,821.91	1,822.53	1,819.03	1,849.96	1,916.27
Average Overnight Spending							
per Party Trip	336.40	354.15	361.94	368.06	369.09	367.13	406.19
per Party Night	132.36	139.73	142.93	145.41	145.70	145.57	162.98
per Person Trip	110.29	116.34	118.88	120.91	121.12	121.00	134.99
per Person Night	42.64	45.08	46.10	46.91	46.95	47.09	53.09

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

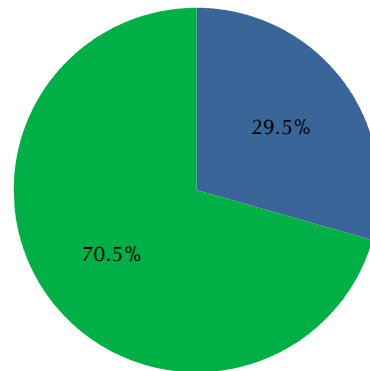
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



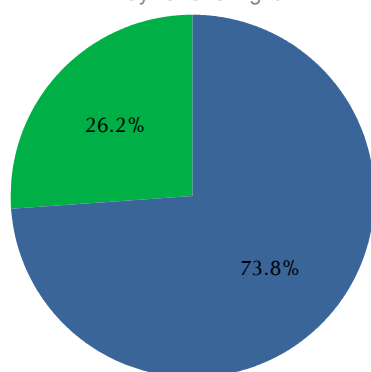
Dewey County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	3.40	3.79	3.89	3.99	3.99	3.58	3.42
Other Travel*	0.59	0.73	0.74	0.75	0.72	0.50	0.47
Visitor Spending	2.80	3.05	3.15	3.24	3.27	3.08	2.95
Overnight	2.07	2.27	2.35	2.42	2.44	2.29	2.18
Day	0.74	0.79	0.80	0.82	0.83	0.79	0.77
Visitor Spending	2.80	3.05	3.15	3.24	3.27	3.08	2.95
Non-transportation	2.19	2.32	2.42	2.50	2.56	2.53	2.42
Transportation	0.61	0.73	0.73	0.74	0.71	0.55	0.53
Total Direct Earnings (million)	0.77	0.82	0.87	0.89	0.90	0.91	0.92
Total Direct Employment	56	54	58	60	57	59	56
Government Revenue (million)	0.27	0.28	0.29	0.30	0.31	0.30	0.29
Local Revenue	0.11	0.12	0.12	0.12	0.13	0.13	0.12
State Revenue	0.16	0.17	0.17	0.18	0.18	0.17	0.17
Overnight Visitor Volume (thousand)							
Party Trips	10.68	10.82	10.87	10.96	11.03	10.86	10.55
Party Nights	24.73	24.94	25.00	25.18	25.41	25.08	24.47
Person Trips	26.73	27.09	27.21	27.43	27.64	27.22	26.44
Person Nights	62.31	62.85	63.01	63.50	64.09	63.30	61.80
Average Overnight Spending							
per Party Trip	193.42	209.52	216.12	220.85	221.41	211.03	206.40
per Party Night	83.53	90.91	93.95	96.08	96.15	91.37	88.95
per Person Trip	77.28	83.72	86.31	88.19	88.38	84.20	82.32
per Person Night	33.15	36.08	37.27	38.10	38.12	36.20	35.22

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

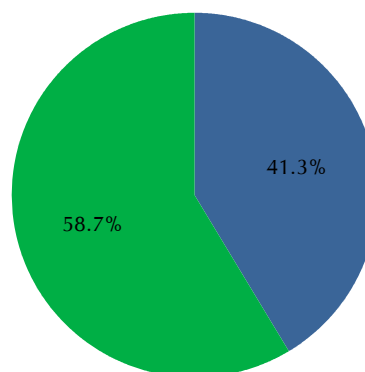
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



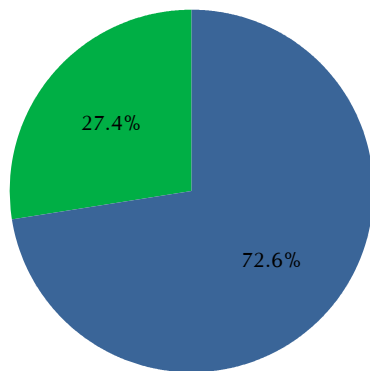
Ellis County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	2.70	2.97	3.04	3.13	3.08	2.78	2.67
Other Travel*	0.51	0.62	0.63	0.64	0.60	0.42	0.40
Visitor Spending	2.19	2.35	2.41	2.49	2.47	2.36	2.28
Overnight	1.59	1.71	1.77	1.83	1.82	1.72	1.65
Day	0.60	0.63	0.64	0.66	0.66	0.63	0.62
Visitor Spending	2.19	2.35	2.41	2.49	2.47	2.36	2.28
Non-transportation	1.69	1.76	1.83	1.89	1.91	1.92	1.85
Transportation	0.49	0.58	0.58	0.59	0.56	0.44	0.42
Total Direct Earnings (million)	0.60	0.63	0.66	0.68	0.68	0.66	0.67
Total Direct Employment	41	45	43	43	46	47	48
Government Revenue (million)	0.21	0.22	0.22	0.23	0.23	0.23	0.22
Local Revenue	0.08	0.09	0.09	0.09	0.09	0.09	0.09
State Revenue	0.13	0.13	0.13	0.14	0.14	0.13	0.13
Overnight Visitor Volume (thousand)							
Party Trips	8.74	8.71	8.74	8.85	8.74	8.74	8.54
Party Nights	20.52	20.36	20.40	20.65	20.42	20.48	20.08
Person Trips	21.99	21.90	21.99	22.26	22.02	22.03	21.53
Person Nights	52.05	51.63	51.76	52.39	51.85	52.03	51.06
Average Overnight Spending							
per Party Trip	181.37	196.76	202.39	206.35	207.74	197.19	193.38
per Party Night	77.23	84.15	86.68	88.40	88.94	84.17	82.22
per Person Trip	72.10	78.22	80.42	81.98	82.49	78.26	76.71
per Person Night	30.45	33.19	34.17	34.84	35.03	33.13	32.34

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

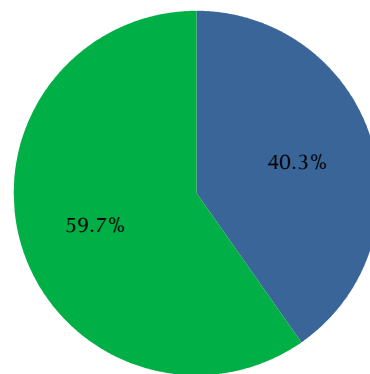
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



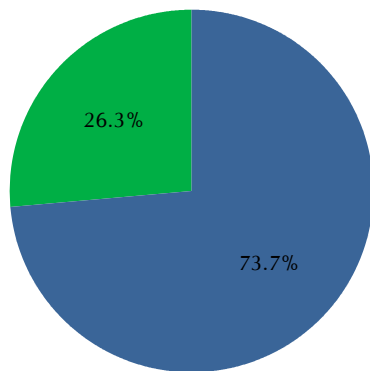
Garfield County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	77.57	93.74	131.68	132.29	127.89	116.10	107.63
Other Travel*	7.84	11.28	11.48	9.92	9.89	7.19	6.87
Visitor Spending	69.73	82.46	120.20	122.37	118.00	108.90	100.76
Overnight	49.40	59.50	90.24	92.02	88.55	81.12	74.30
Day	20.32	22.96	29.96	30.35	29.44	27.78	26.46
Visitor Spending	69.73	82.46	120.20	122.37	118.00	108.90	100.76
Non-transportation	59.43	69.15	102.49	104.49	101.53	96.44	89.23
Transportation	10.30	13.32	17.70	17.88	16.46	12.46	11.52
Total Direct Earnings (million)	19.76	23.76	28.85	27.37	29.17	29.23	28.39
Total Direct Employment	1279	1457	1687	1605	1670	1615	1550
Government Revenue (million)	6.98	8.12	11.76	11.88	11.65	11.02	10.16
Local Revenue	3.23	3.84	5.84	5.90	5.78	5.44	4.95
State Revenue	3.76	4.28	5.92	5.98	5.87	5.57	5.20
Overnight Visitor Volume (thousand)							
Party Trips	148.71	162.94	215.15	214.68	205.85	196.03	183.85
Party Nights	355.88	385.28	493.80	492.54	473.94	453.84	428.65
Person Trips	364.58	400.14	530.50	529.44	507.45	482.90	452.49
Person Nights	870.78	944.25	1,215.15	1,212.29	1,166.07	1,115.78	1,052.88
Average Overnight Spending							
per Party Trip	332.20	365.17	419.42	428.61	430.18	413.81	404.11
per Party Night	138.81	154.43	182.74	186.82	186.84	178.74	173.33
per Person Trip	135.50	148.70	170.10	173.80	174.50	167.98	164.19
per Person Night	56.73	63.01	74.26	75.90	75.94	72.70	70.56

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

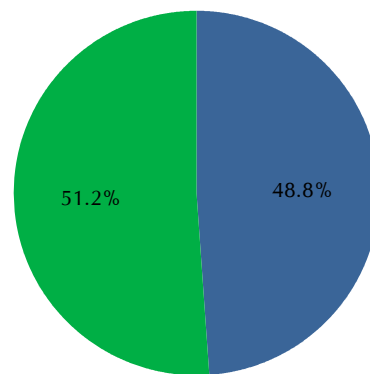
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



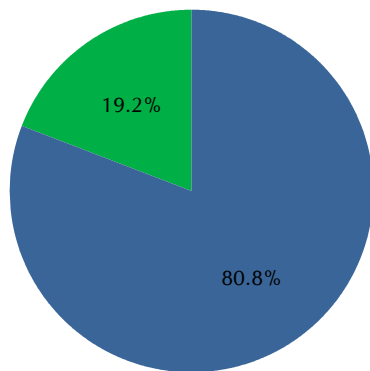
Garvin County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	33.99	38.09	46.89	48.76	52.74	52.82	39.97
Other Travel*	4.16	5.18	5.22	5.36	4.02	2.77	2.60
Visitor Spending	29.82	32.91	41.67	43.40	48.72	50.05	37.38
Overnight	23.51	26.10	33.80	35.33	40.00	41.37	30.18
Day	6.32	6.81	7.87	8.07	8.72	8.68	7.19
Visitor Spending	29.82	32.91	41.67	43.40	48.72	50.05	37.38
Non-transportation	24.81	26.78	34.45	35.97	40.90	43.52	32.39
Transportation	5.01	6.13	7.22	7.43	7.82	6.53	4.99
Total Direct Earnings (million)	8.50	9.32	11.97	12.38	13.45	14.65	13.48
Total Direct Employment	494	509	660	681	758	799	750
Government Revenue (million)	2.71	2.89	3.75	3.92	4.44	4.71	3.58
Local Revenue	1.09	1.19	1.64	1.74	2.03	2.18	1.59
State Revenue	1.61	1.70	2.11	2.18	2.41	2.53	1.99
Overnight Visitor Volume (thousand)							
Party Trips	74.47	77.13	89.83	91.10	98.97	103.17	81.76
Party Nights	164.25	169.15	193.14	195.31	210.68	218.71	177.30
Person Trips	183.81	190.48	222.22	225.47	245.03	255.52	202.24
Person Nights	405.54	417.83	477.80	483.38	521.55	541.61	438.67
Average Overnight Spending							
per Party Trip	315.64	338.36	376.29	387.84	404.18	401.01	369.15
per Party Night	143.11	154.29	175.01	180.90	189.87	189.16	170.22
per Person Trip	127.88	137.01	152.11	156.71	163.25	161.91	149.23
per Person Night	57.96	62.46	70.74	73.10	76.70	76.39	68.80

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

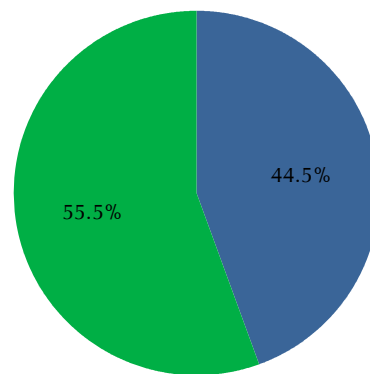
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Grady County Travel Impacts and Visitor Volume, 2010-2016

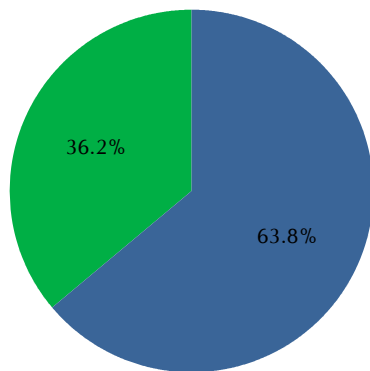
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	63.95	69.28	74.57	82.62	92.47	86.87	76.17
Other Travel*	7.24	9.10	9.20	8.91	8.57	6.01	5.72
Visitor Spending	56.71	60.18	65.37	73.71	83.91	80.86	70.46
Overnight	35.76	38.30	42.16	48.51	56.38	53.46	44.99
Day	20.95	21.87	23.22	25.20	27.52	27.40	25.47
Visitor Spending	56.71	60.18	65.37	73.71	83.91	80.86	70.46
Non-transportation	51.08	53.41	58.32	65.99	75.78	74.71	65.07
Transportation	5.63	6.77	7.05	7.72	8.12	6.15	5.39
Total Direct Earnings (million)	15.63	16.50	18.15	20.19	23.34	23.54	23.03
Total Direct Employment	952	1065	1207	1323	1593	1523	1390
Government Revenue (million)	4.78	4.96	5.44	6.10	7.01	6.82	6.05
Local Revenue	1.78	1.89	2.13	2.44	2.87	2.78	2.43
State Revenue	3.00	3.07	3.31	3.66	4.14	4.05	3.61
Overnight Visitor Volume (thousand)							
Party Trips	86.50	88.57	93.53	101.97	112.35	107.69	94.88
Party Nights	233.76	238.38	249.63	267.86	290.75	279.22	251.87
Person Trips	204.35	209.39	221.37	242.08	266.52	255.90	224.70
Person Nights	535.57	546.70	573.33	617.91	669.53	644.61	578.68
Average Overnight Spending							
per Party Trip	413.39	432.45	450.74	475.68	501.84	496.48	474.13
per Party Night	152.97	160.69	168.88	181.09	193.92	191.48	178.61
per Person Trip	174.98	182.93	190.44	200.37	211.55	208.93	200.20
per Person Night	66.77	70.06	73.53	78.50	84.21	82.94	77.74

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

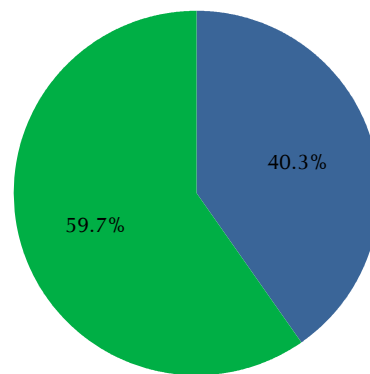
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



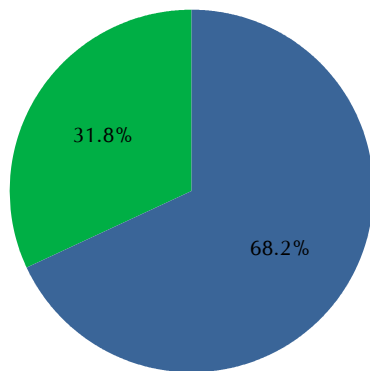
Grant County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	2.16	2.41	2.41	2.45	2.40	2.12	2.11
Other Travel*	0.56	0.70	0.70	0.70	0.66	0.45	0.42
Visitor Spending	1.60	1.71	1.72	1.74	1.74	1.67	1.68
Overnight	1.09	1.17	1.18	1.20	1.19	1.14	1.15
Day	0.50	0.54	0.54	0.55	0.55	0.53	0.54
Visitor Spending	1.60	1.71	1.72	1.74	1.74	1.67	1.68
Non-transportation	1.18	1.22	1.24	1.26	1.28	1.31	1.33
Transportation	0.41	0.49	0.48	0.48	0.46	0.36	0.36
Total Direct Earnings (million)	0.43	0.44	0.45	0.46	0.47	0.49	0.51
Total Direct Employment	43	47	46	46	46	47	48
Government Revenue (million)	0.16	0.16	0.16	0.16	0.16	0.16	0.17
Local Revenue	0.05	0.06	0.06	0.06	0.06	0.06	0.06
State Revenue	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Overnight Visitor Volume (thousand)							
Party Trips	7.57	7.58	7.52	7.53	7.50	7.55	7.58
Party Nights	18.39	18.43	18.28	18.30	18.23	18.34	18.42
Person Trips	18.87	18.92	18.76	18.78	18.71	18.82	18.90
Person Nights	46.22	46.33	45.94	46.00	45.82	46.09	46.29
Average Overnight Spending							
per Party Trip	144.33	154.48	156.64	158.86	159.06	151.31	151.42
per Party Night	59.39	63.56	64.45	65.37	65.45	62.26	62.31
per Person Trip	57.87	61.94	62.81	63.70	63.78	60.67	60.72
per Person Night	23.63	25.29	25.64	26.01	26.04	24.77	24.79

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

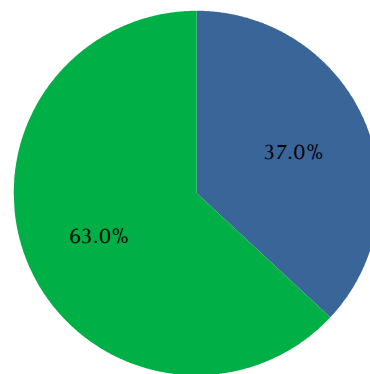
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



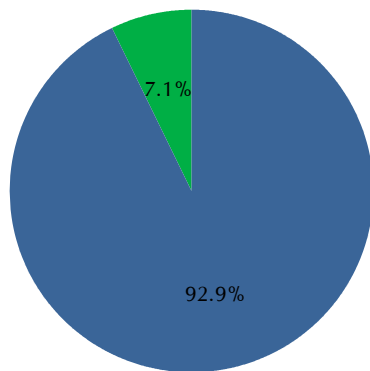
Greer County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	5.54	5.53	5.78	4.90	4.67	4.56	4.50
Other Travel*	0.76	0.95	0.93	0.96	0.90	0.61	0.57
Visitor Spending	4.78	4.59	4.84	3.94	3.77	3.95	3.93
Overnight	4.48	4.28	4.53	3.66	3.49	3.67	3.65
Day	0.30	0.30	0.32	0.28	0.28	0.28	0.28
Visitor Spending	4.78	4.59	4.84	3.94	3.77	3.95	3.93
Non-transportation	3.76	3.48	3.72	2.99	2.89	3.20	3.19
Transportation	1.02	1.10	1.13	0.95	0.88	0.75	0.74
Total Direct Earnings (million)	1.27	1.20	1.29	1.04	0.99	1.00	1.05
Total Direct Employment	98	97	100	87	82	88	98
Government Revenue (million)	0.51	0.47	0.50	0.40	0.39	0.42	0.42
Local Revenue	0.25	0.23	0.24	0.19	0.18	0.20	0.20
State Revenue	0.26	0.25	0.26	0.22	0.21	0.22	0.22
Overnight Visitor Volume (thousand)							
Party Trips	18.20	17.11	17.59	15.24	14.76	15.68	15.52
Party Nights	39.67	37.54	38.54	34.01	33.10	34.99	34.59
Person Trips	45.17	42.43	43.61	37.77	36.56	38.81	38.43
Person Nights	98.71	93.41	95.82	84.58	82.30	86.92	85.98
Average Overnight Spending							
per Party Trip	245.88	250.32	257.44	240.22	236.62	234.07	235.11
per Party Night	112.84	114.06	117.50	107.65	105.50	104.88	105.45
per Person Trip	99.10	100.92	103.86	96.94	95.51	94.56	94.92
per Person Night	45.34	45.84	47.26	43.28	42.43	42.23	42.43

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

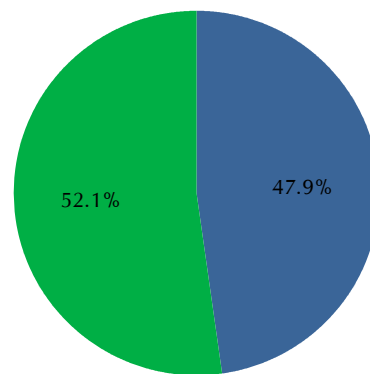
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



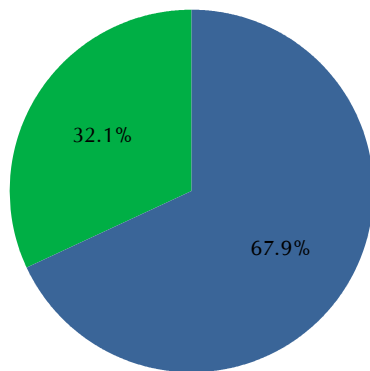
Harmon County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	1.41	1.57	1.58	1.58	1.52	1.33	1.32
Other Travel*	0.36	0.45	0.45	0.45	0.41	0.28	0.26
Visitor Spending	1.05	1.12	1.13	1.13	1.11	1.05	1.06
Overnight	0.71	0.77	0.77	0.78	0.76	0.71	0.72
Day	0.33	0.35	0.36	0.36	0.35	0.33	0.34
Visitor Spending	1.05	1.12	1.13	1.13	1.11	1.05	1.06
Non-transportation	0.78	0.80	0.81	0.82	0.82	0.82	0.83
Transportation	0.27	0.32	0.31	0.32	0.29	0.23	0.22
Total Direct Earnings (million)	0.28	0.29	0.30	0.30	0.30	0.31	0.33
Total Direct Employment	29	29	29	32	31	31	36
Government Revenue (million)	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Local Revenue	0.03	0.03	0.03	0.03	0.03	0.03	0.03
State Revenue	0.07	0.07	0.07	0.07	0.07	0.06	0.07
Overnight Visitor Volume (thousand)							
Party Trips	4.96	4.99	4.95	4.90	4.79	4.74	4.76
Party Nights	12.09	12.15	12.06	11.94	11.67	11.55	11.60
Person Trips	12.46	12.53	12.43	12.31	12.03	11.91	11.96
Person Nights	30.65	30.82	30.58	30.28	29.58	29.30	29.42
Average Overnight Spending							
per Party Trip	143.75	153.85	156.01	158.23	158.43	150.73	150.86
per Party Night	58.97	63.11	64.00	64.91	64.99	61.83	61.89
per Person Trip	57.19	61.21	62.07	62.95	63.03	59.97	60.02
per Person Night	23.26	24.89	25.24	25.60	25.63	24.39	24.41

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

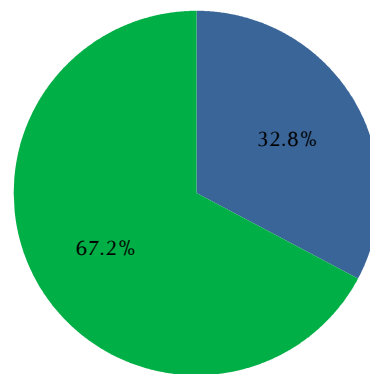
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



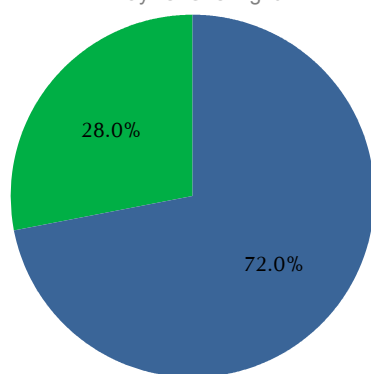
Harper County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	1.99	2.22	2.23	2.34	2.31	2.01	2.00
Other Travel*	0.46	0.57	0.57	0.60	0.56	0.37	0.35
Visitor Spending	1.54	1.65	1.66	1.74	1.75	1.64	1.65
Overnight	1.11	1.19	1.21	1.26	1.26	1.18	1.19
Day	0.43	0.45	0.46	0.48	0.48	0.46	0.46
Visitor Spending	1.54	1.65	1.66	1.74	1.75	1.64	1.65
Non-transportation	1.14	1.18	1.20	1.26	1.28	1.29	1.30
Transportation	0.40	0.47	0.46	0.48	0.46	0.35	0.35
Total Direct Earnings (million)	0.41	0.42	0.44	0.46	0.46	0.47	0.50
Total Direct Employment	44	44	44	48	47	47	48
Government Revenue (million)	0.14	0.15	0.15	0.15	0.16	0.15	0.15
Local Revenue	0.05	0.05	0.05	0.05	0.05	0.06	0.06
State Revenue	0.09	0.09	0.09	0.10	0.10	0.10	0.10
Overnight Visitor Volume (thousand)							
Party Trips	6.48	6.50	6.48	6.70	6.71	6.58	6.60
Party Nights	15.47	15.53	15.47	16.00	16.03	15.70	15.76
Person Trips	16.13	16.18	16.13	16.66	16.69	16.36	16.42
Person Nights	38.57	38.70	38.57	39.86	39.92	39.13	39.28
Average Overnight Spending							
per Party Trip	171.52	183.43	186.09	187.86	188.08	179.48	179.50
per Party Night	71.86	76.85	77.96	78.68	78.77	75.18	75.19
per Person Trip	68.94	73.73	74.79	75.56	75.65	72.16	72.17
per Person Night	28.82	30.83	31.27	31.58	31.62	30.17	30.17

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

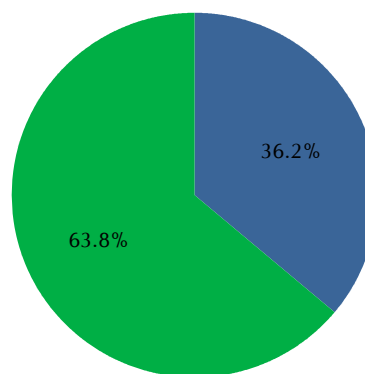
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



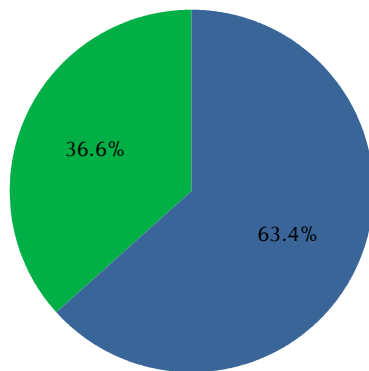
Haskell County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	19.18	20.51	20.84	21.15	20.88	19.66	19.80
Other Travel*	1.57	1.96	1.98	2.02	1.88	1.28	1.20
Visitor Spending	17.61	18.55	18.86	19.14	19.00	18.37	18.59
Overnight	11.38	12.14	12.38	12.59	12.50	11.81	11.78
Day	6.23	6.40	6.48	6.55	6.50	6.57	6.81
Visitor Spending	17.61	18.55	18.86	19.14	19.00	18.37	18.59
Non-transportation	14.70	15.08	15.42	15.66	15.69	15.83	16.11
Transportation	2.91	3.46	3.44	3.48	3.31	2.55	2.48
Total Direct Earnings (million)	4.26	4.43	4.56	4.62	4.63	4.81	5.09
Total Direct Employment	224	217	215	219	217	221	230
Government Revenue (million)	1.18	1.18	1.21	1.21	1.22	1.21	1.22
Local Revenue	0.29	0.31	0.32	0.33	0.34	0.34	0.34
State Revenue	0.88	0.88	0.89	0.89	0.88	0.87	0.89
Overnight Visitor Volume (thousand)							
Party Trips	38.37	38.67	38.82	38.93	38.57	38.04	37.58
Party Nights	89.91	90.44	90.75	90.98	90.15	89.01	88.10
Person Trips	103.36	104.09	104.53	104.82	103.94	102.64	101.52
Person Nights	243.54	244.85	245.79	246.43	244.39	241.57	239.38
Average Overnight Spending							
per Party Trip	296.49	313.98	318.91	323.34	324.20	310.35	313.50
per Party Night	126.53	134.24	136.41	138.34	138.69	132.63	133.72
per Person Trip	110.07	116.63	118.43	120.07	120.29	115.02	116.04
per Person Night	46.71	49.58	50.37	51.07	51.16	48.87	49.21

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

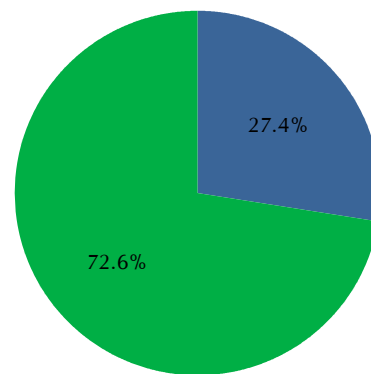
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



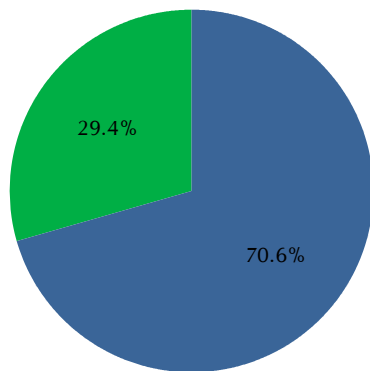
Hughes County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	7.28	8.05	8.07	8.15	8.01	6.99	6.81
Other Travel*	1.73	2.14	2.13	2.14	2.02	1.37	1.28
Visitor Spending	5.55	5.91	5.95	6.01	6.00	5.62	5.53
Overnight	3.92	4.20	4.23	4.28	4.27	3.99	3.90
Day	1.63	1.71	1.71	1.73	1.72	1.63	1.62
Visitor Spending	5.55	5.91	5.95	6.01	6.00	5.62	5.53
Non-transportation	4.19	4.32	4.39	4.45	4.51	4.48	4.42
Transportation	1.35	1.59	1.55	1.56	1.48	1.13	1.10
Total Direct Earnings (million)	1.49	1.55	1.60	1.61	1.62	1.65	1.70
Total Direct Employment	105	107	102	103	113	110	109
Government Revenue (million)	0.52	0.53	0.55	0.56	0.56	0.55	0.54
Local Revenue	0.18	0.18	0.20	0.20	0.21	0.21	0.20
State Revenue	0.35	0.35	0.35	0.35	0.35	0.34	0.34
Overnight Visitor Volume (thousand)							
Party Trips	24.54	24.44	24.10	23.94	23.81	23.36	23.07
Party Nights	58.43	58.09	57.25	56.85	56.56	55.53	54.95
Person Trips	60.19	59.94	59.14	58.77	58.46	57.35	56.67
Person Nights	143.96	143.13	141.13	140.18	139.50	137.00	135.59
Average Overnight Spending							
per Party Trip	159.67	171.89	175.64	178.87	179.39	170.78	169.13
per Party Night	67.07	72.31	73.94	75.33	75.52	71.84	71.03
per Person Trip	65.11	70.08	71.57	72.88	73.07	69.55	68.87
per Person Night	27.22	29.35	29.99	30.55	30.62	29.12	28.78

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

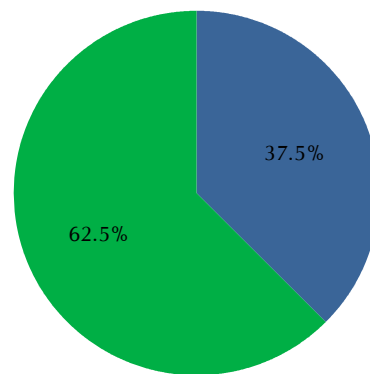
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



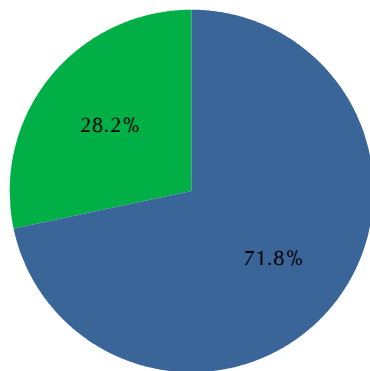
Jackson County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	34.31	34.28	37.53	34.69	33.77	34.69	36.11
Other Travel*	3.65	4.55	4.55	4.63	4.13	2.98	2.85
Visitor Spending	30.67	29.73	32.98	30.06	29.64	31.72	33.25
Overnight	22.00	21.12	23.61	21.36	21.01	22.65	23.87
Day	8.67	8.60	9.37	8.70	8.63	9.07	9.39
Visitor Spending	30.67	29.73	32.98	30.06	29.64	31.72	33.25
Non-transportation	26.23	24.82	27.75	25.27	25.13	27.87	29.31
Transportation	4.44	4.90	5.23	4.79	4.51	3.85	3.94
Total Direct Earnings (million)	8.85	8.50	9.56	8.70	8.55	9.14	10.04
Total Direct Employment	595	557	618	550	530	558	621
Government Revenue (million)	3.01	2.84	3.16	2.88	2.84	3.09	3.25
Local Revenue	1.36	1.27	1.44	1.29	1.28	1.42	1.49
State Revenue	1.65	1.57	1.72	1.59	1.56	1.67	1.76
Overnight Visitor Volume (thousand)							
Party Trips	67.79	64.01	68.74	62.46	61.29	65.75	67.82
Party Nights	160.61	152.74	163.39	149.36	147.00	156.67	160.90
Person Trips	166.79	157.36	168.99	153.51	150.58	161.60	166.78
Person Nights	394.80	375.15	401.24	366.77	360.78	384.64	395.24
Average Overnight Spending							
per Party Trip	324.51	330.03	343.45	342.02	342.82	344.47	351.91
per Party Night	136.96	138.30	144.49	143.02	142.95	144.57	148.33
per Person Trip	131.88	134.24	139.70	139.15	139.55	140.16	143.10
per Person Night	55.72	56.31	58.84	58.24	58.24	58.89	60.38

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

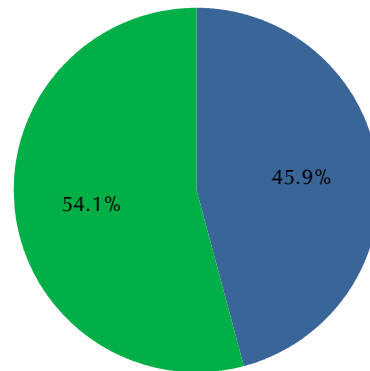
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



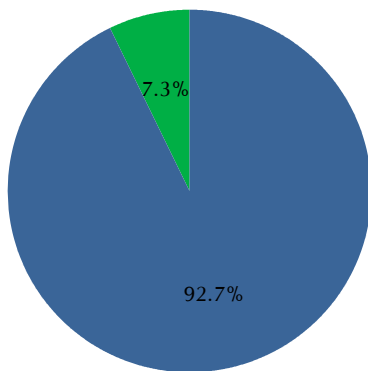
Jefferson County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	5.49	6.05	6.07	6.17	6.22	5.50	5.50
Other Travel*	0.79	0.99	0.98	0.99	0.92	0.63	0.59
Visitor Spending	4.69	5.06	5.10	5.18	5.30	4.87	4.91
Overnight	4.35	4.70	4.73	4.81	4.92	4.52	4.55
Day	0.35	0.37	0.37	0.37	0.38	0.35	0.36
Visitor Spending	4.69	5.06	5.10	5.18	5.30	4.87	4.91
Non-transportation	3.32	3.43	3.50	3.57	3.74	3.69	3.73
Transportation	1.38	1.63	1.60	1.62	1.56	1.19	1.18
Total Direct Earnings (million)	1.15	1.21	1.24	1.25	1.29	1.30	1.37
Total Direct Employment	80	76	74	70	70	72	78
Government Revenue (million)	0.35	0.35	0.39	0.43	0.45	0.44	0.44
Local Revenue	0.10	0.10	0.13	0.18	0.19	0.19	0.19
State Revenue	0.25	0.26	0.25	0.25	0.26	0.25	0.26
Overnight Visitor Volume (thousand)							
Party Trips	19.80	19.84	19.61	19.61	19.89	19.27	19.52
Party Nights	46.17	46.23	45.65	45.64	46.19	44.78	45.38
Person Trips	53.50	53.59	53.02	53.02	53.71	52.22	52.81
Person Nights	124.88	125.05	123.59	123.58	124.91	121.53	122.96
Average Overnight Spending							
per Party Trip	219.62	236.62	241.24	245.44	247.46	234.59	233.16
per Party Night	94.20	101.55	103.63	105.46	106.56	100.96	100.30
per Person Trip	81.30	87.61	89.22	90.77	91.65	86.57	86.17
per Person Night	34.83	37.55	38.27	38.95	39.41	37.20	37.01

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

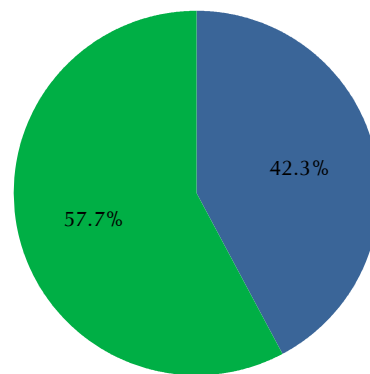
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



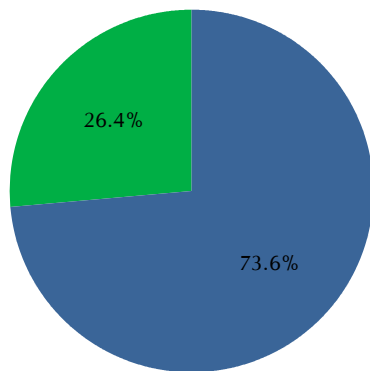
Johnston County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	7.21	7.97	7.76	7.60	8.35	8.09	7.04
Other Travel*	1.35	1.71	1.69	1.71	1.62	1.10	1.03
Visitor Spending	5.86	6.26	6.06	5.89	6.73	7.00	6.01
Overnight	4.32	4.62	4.46	4.30	4.99	5.27	4.42
Day	1.54	1.64	1.60	1.59	1.74	1.73	1.59
Visitor Spending	5.86	6.26	6.06	5.89	6.73	7.00	6.01
Non-transportation	4.45	4.60	4.48	4.33	5.09	5.66	4.83
Transportation	1.40	1.66	1.58	1.56	1.64	1.34	1.18
Total Direct Earnings (million)	1.57	1.64	1.62	1.57	1.81	1.98	1.78
Total Direct Employment	107	102	107	103	122	124	103
Government Revenue (million)	0.54	0.55	0.54	0.52	0.61	0.66	0.57
Local Revenue	0.20	0.20	0.20	0.19	0.24	0.27	0.22
State Revenue	0.34	0.35	0.34	0.33	0.37	0.39	0.35
Overnight Visitor Volume (thousand)							
Party Trips	22.63	22.79	21.85	21.30	23.46	24.48	22.01
Party Nights	53.38	53.75	51.67	50.65	55.23	57.07	52.03
Person Trips	57.46	57.85	55.56	54.20	59.49	62.04	55.97
Person Nights	136.24	137.17	132.11	129.56	140.77	145.35	133.00
Average Overnight Spending							
per Party Trip	190.81	202.93	204.32	201.86	212.58	215.22	200.92
per Party Night	80.90	86.03	86.38	84.90	90.30	92.32	85.01
per Person Trip	75.15	79.93	80.35	79.34	83.84	84.93	79.02
per Person Night	31.70	33.71	33.79	33.19	35.43	36.25	33.25

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

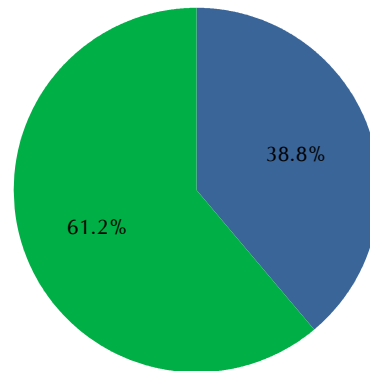
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Kay County Travel Impacts and Visitor Volume, 2010-2016

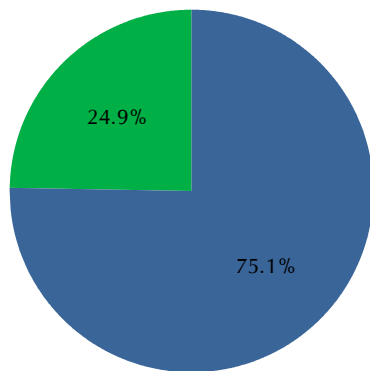
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	106.68	119.02	123.86	139.31	128.95	108.64	104.05
Other Travel*	6.11	7.55	7.55	7.65	7.34	5.38	5.17
Visitor Spending	100.57	111.48	116.31	131.66	121.61	103.27	98.88
Overnight	74.57	83.48	87.58	100.20	92.25	78.46	74.31
Day	26.00	27.99	28.73	31.46	29.36	24.81	24.57
Visitor Spending	100.57	111.48	116.31	131.66	121.61	103.27	98.88
Non-transportation	89.06	97.37	102.15	116.29	107.81	93.15	89.26
Transportation	11.51	14.11	14.15	15.38	13.81	10.11	9.63
Total Direct Earnings (million)	28.76	31.65	33.36	37.70	35.16	33.35	33.40
Total Direct Employment	1930	2025	2169	2436	2237	2166	2071
Government Revenue (million)	7.79	8.47	9.15	10.30	9.59	8.52	8.11
Local Revenue	2.92	3.31	3.82	4.37	4.07	3.65	3.40
State Revenue	4.88	5.15	5.33	5.92	5.52	4.88	4.70
Overnight Visitor Volume (thousand)							
Party Trips	161.20	169.59	172.33	187.88	173.72	159.40	152.42
Party Nights	376.63	393.47	398.60	431.09	400.06	370.32	356.02
Person Trips	413.52	434.51	441.46	480.21	445.20	409.44	391.99
Person Nights	964.54	1,006.71	1,019.77	1,100.72	1,024.16	949.88	914.14
Average Overnight Spending							
per Party Trip	462.59	492.26	508.19	533.32	531.03	492.22	487.54
per Party Night	197.99	212.17	219.71	232.43	230.59	211.87	208.73
per Person Trip	180.33	192.13	198.38	208.65	207.21	191.63	189.57
per Person Night	77.31	82.93	85.88	91.03	90.07	82.60	81.29

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

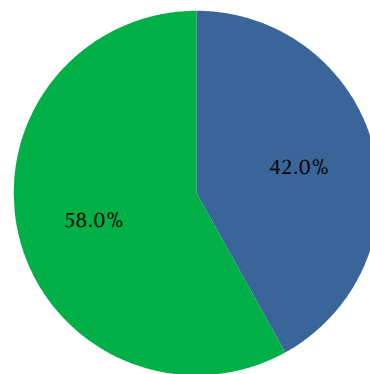
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



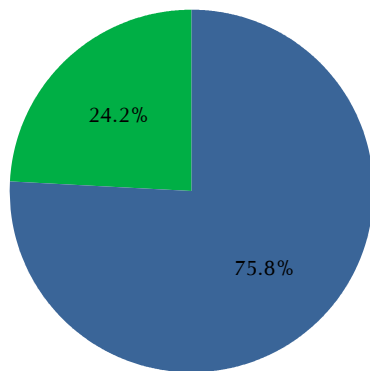
Kingfisher County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	10.81	12.20	12.42	12.84	12.75	11.38	10.86
Other Travel*	1.86	2.33	2.31	2.39	2.27	1.56	1.46
Visitor Spending	8.95	9.87	10.10	10.46	10.48	9.83	9.40
Overnight	6.77	7.51	7.73	8.00	8.02	7.50	7.12
Day	2.18	2.36	2.38	2.45	2.46	2.32	2.28
Visitor Spending	8.95	9.87	10.10	10.46	10.48	9.83	9.40
Non-transportation	7.02	7.53	7.79	8.09	8.21	8.09	7.74
Transportation	1.93	2.34	2.31	2.37	2.27	1.74	1.66
Total Direct Earnings (million)	2.46	2.66	2.79	2.88	2.90	2.95	2.96
Total Direct Employment	182	185	180	187	182	179	173
Government Revenue (million)	0.83	0.88	0.89	0.92	0.95	0.93	0.90
Local Revenue	0.31	0.33	0.33	0.34	0.38	0.37	0.36
State Revenue	0.52	0.54	0.56	0.58	0.58	0.56	0.54
Overnight Visitor Volume (thousand)							
Party Trips	32.28	33.16	32.98	33.52	33.44	32.76	31.77
Party Nights	73.61	75.33	74.72	75.93	75.82	74.47	72.54
Person Trips	79.14	81.34	80.94	82.27	82.05	80.38	77.93
Person Nights	180.60	184.89	183.51	186.48	186.20	182.88	178.11
Average Overnight Spending							
per Party Trip	209.75	226.32	234.23	238.71	239.98	229.08	224.15
per Party Night	91.99	99.65	103.38	105.38	105.83	100.77	98.18
per Person Trip	85.55	92.27	95.44	97.27	97.79	93.36	91.38
per Person Night	37.49	40.60	42.10	42.91	43.09	41.03	39.98

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

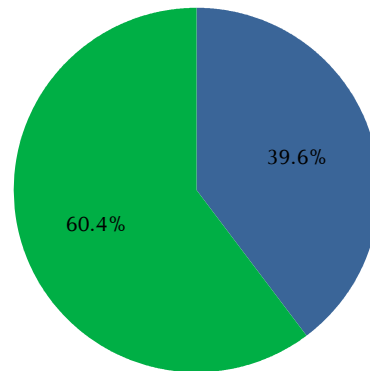
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



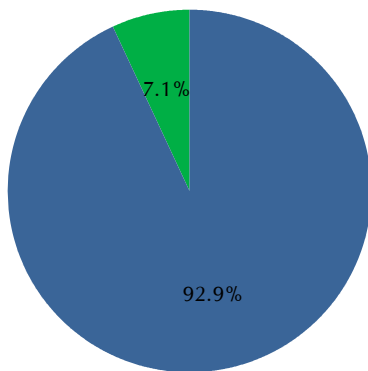
Kiowa County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	9.00	10.10	10.32	10.55	10.39	9.43	9.19
Other Travel*	1.16	1.45	1.44	1.46	1.36	0.91	0.86
Visitor Spending	7.84	8.65	8.88	9.09	9.04	8.51	8.34
Overnight	7.28	8.05	8.27	8.47	8.42	7.93	7.75
Day	0.56	0.60	0.61	0.62	0.62	0.59	0.59
Visitor Spending	7.84	8.65	8.88	9.09	9.04	8.51	8.34
Non-transportation	5.69	6.07	6.32	6.49	6.57	6.57	6.42
Transportation	2.15	2.58	2.56	2.60	2.47	1.94	1.91
Total Direct Earnings (million)	1.83	1.98	2.09	2.12	2.11	2.14	2.19
Total Direct Employment	123	135	132	134	146	158	149
Government Revenue (million)	0.64	0.68	0.70	0.72	0.71	0.70	0.69
Local Revenue	0.24	0.25	0.26	0.27	0.27	0.27	0.26
State Revenue	0.41	0.43	0.43	0.45	0.44	0.43	0.43
Overnight Visitor Volume (thousand)							
Party Trips	31.87	32.44	32.38	32.46	32.05	31.78	31.52
Party Nights	72.75	73.80	73.51	73.64	72.72	72.18	71.82
Person Trips	84.86	86.28	86.13	86.35	85.34	84.92	84.52
Person Nights	194.57	197.20	196.52	196.86	194.59	193.78	193.44
Average Overnight Spending							
per Party Trip	228.26	248.07	255.45	260.91	262.75	249.41	245.82
per Party Night	100.01	109.05	112.51	115.00	115.80	109.82	107.89
per Person Trip	85.74	93.28	96.02	98.08	98.68	93.34	91.67
per Person Night	37.39	40.81	42.09	43.02	43.28	40.90	40.06

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

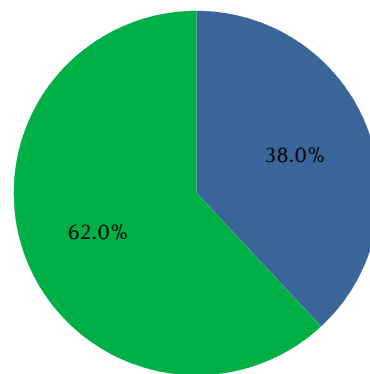
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



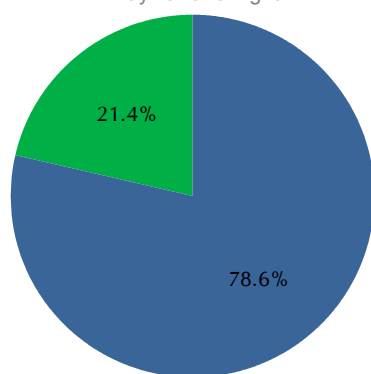
Latimer County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	10.31	10.78	11.06	10.90	10.66	10.81	11.05
Other Travel*	1.37	1.71	1.69	1.67	1.55	1.05	0.98
Visitor Spending	8.94	9.06	9.37	9.23	9.11	9.77	10.06
Overnight	6.95	7.02	7.27	7.17	7.07	7.66	7.91
Day	1.98	2.05	2.10	2.07	2.04	2.11	2.16
Visitor Spending	8.94	9.06	9.37	9.23	9.11	9.77	10.06
Non-transportation	7.00	6.85	7.15	7.06	7.05	7.98	8.26
Transportation	1.94	2.22	2.22	2.18	2.06	1.79	1.81
Total Direct Earnings (million)	2.42	2.40	2.53	2.48	2.46	2.38	2.57
Total Direct Employment	181	173	166	152	158	162	165
Government Revenue (million)	0.88	0.85	0.88	0.87	0.86	0.93	0.97
Local Revenue	0.39	0.37	0.39	0.39	0.39	0.43	0.44
State Revenue	0.49	0.48	0.49	0.48	0.48	0.50	0.52
Overnight Visitor Volume (thousand)							
Party Trips	28.93	28.11	28.49	27.54	27.09	29.27	29.74
Party Nights	65.86	64.26	65.10	62.93	62.01	66.68	67.59
Person Trips	74.14	72.07	72.97	70.62	69.51	75.45	76.76
Person Nights	169.58	165.60	167.51	162.15	159.87	172.57	175.16
Average Overnight Spending							
per Party Trip	240.27	249.60	255.02	260.27	260.84	261.50	265.87
per Party Night	105.56	109.16	111.62	113.89	113.95	114.81	116.99
per Person Trip	93.76	97.33	99.57	101.49	101.66	101.46	103.03
per Person Night	41.00	42.36	43.38	44.20	44.20	44.36	45.15

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

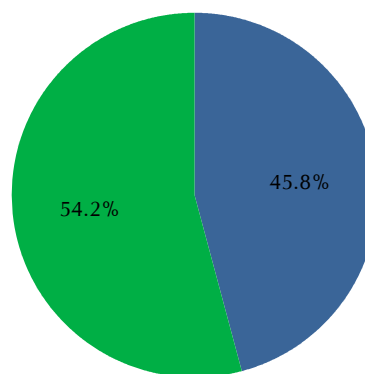
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Le Flore County Travel Impacts and Visitor Volume, 2010-2016

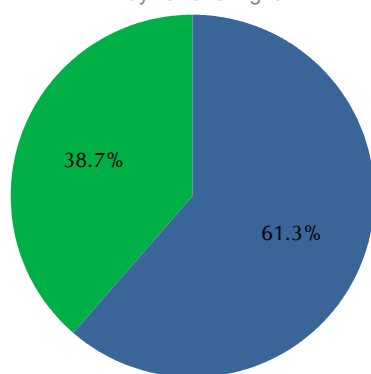
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	124.31	134.56	137.93	140.54	138.71	133.46	130.94
Other Travel*	6.22	7.75	7.71	7.77	7.28	4.95	4.64
Visitor Spending	118.09	126.81	130.22	132.76	131.43	128.50	126.30
Overnight	72.90	80.02	83.06	85.13	84.27	80.69	77.42
Day	45.18	46.80	47.16	47.63	47.17	47.82	48.88
Visitor Spending	118.09	126.81	130.22	132.76	131.43	128.50	126.30
Non-transportation	108.52	115.19	118.64	121.00	120.28	120.02	118.23
Transportation	9.56	11.62	11.58	11.76	11.15	8.49	8.07
Total Direct Earnings (million)	29.02	31.01	32.11	32.65	32.79	34.03	35.03
Total Direct Employment	1302	1323	1339	1342	1315	1339	1356
Government Revenue (million)	7.37	7.60	7.85	7.79	7.74	7.68	7.50
Local Revenue	1.54	1.67	1.77	1.78	1.78	1.77	1.68
State Revenue	5.83	5.93	6.08	6.01	5.96	5.91	5.82
Overnight Visitor Volume (thousand)							
Party Trips	137.69	141.83	142.16	142.67	140.82	136.24	131.40
Party Nights	307.25	314.90	314.74	315.48	311.54	302.16	292.98
Person Trips	345.51	355.87	356.85	358.18	353.66	342.14	330.37
Person Nights	771.84	791.00	790.99	792.95	783.35	759.78	737.55
Average Overnight Spending							
per Party Trip	529.47	564.17	584.30	596.68	598.40	592.26	589.21
per Party Night	237.28	254.10	263.90	269.84	270.48	267.03	264.26
per Person Trip	211.01	224.85	232.77	237.67	238.27	235.83	234.35
per Person Night	94.45	101.16	105.01	107.36	107.57	106.20	104.97

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

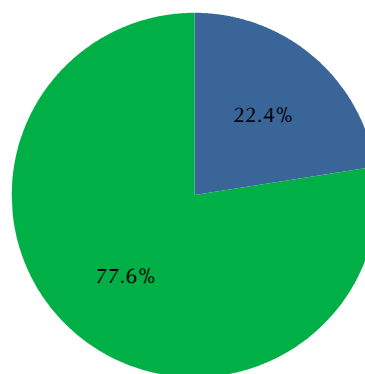
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



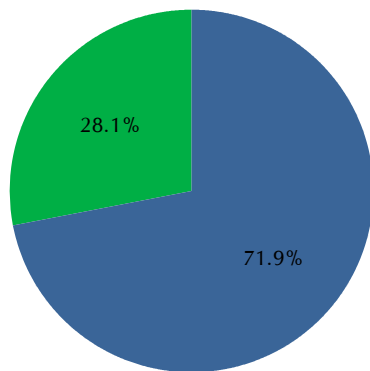
Lincoln County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	29.12	31.85	32.25	32.76	32.60	29.95	29.16
Other Travel*	4.23	5.29	5.28	5.35	5.06	3.50	3.28
Visitor Spending	24.89	26.55	26.97	27.41	27.54	26.46	25.88
Overnight	17.82	19.12	19.49	19.84	19.94	19.10	18.60
Day	7.07	7.43	7.49	7.57	7.60	7.36	7.28
Visitor Spending	24.89	26.55	26.97	27.41	27.54	26.46	25.88
Non-transportation	21.12	22.05	22.55	22.94	23.26	23.16	22.68
Transportation	3.77	4.50	4.43	4.47	4.28	3.30	3.20
Total Direct Earnings (million)	6.48	6.81	7.04	7.14	7.26	7.68	7.88
Total Direct Employment	448	463	474	470	451	466	493
Government Revenue (million)	2.26	2.35	2.39	2.44	2.48	2.46	2.42
Local Revenue	0.93	0.97	1.00	1.03	1.06	1.06	1.04
State Revenue	1.33	1.37	1.39	1.41	1.42	1.40	1.38
Overnight Visitor Volume (thousand)							
Party Trips	54.12	54.99	54.75	54.82	54.72	54.08	52.99
Party Nights	149.38	151.20	150.21	150.13	150.21	148.65	146.29
Person Trips	133.09	135.22	134.66	135.01	134.53	133.25	130.52
Person Nights	355.85	360.32	357.92	358.54	357.51	354.96	348.93
Average Overnight Spending							
per Party Trip	329.31	347.76	355.98	361.85	364.43	353.10	350.94
per Party Night	119.31	126.48	129.75	132.12	132.76	128.47	127.12
per Person Trip	133.91	141.42	144.72	146.92	148.23	143.32	142.48
per Person Night	50.08	53.07	54.45	55.32	55.78	53.80	53.30

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

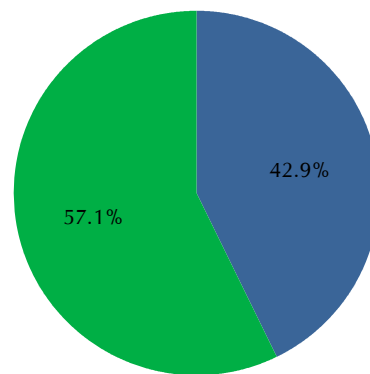
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



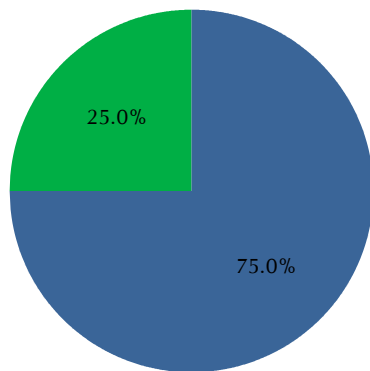
Logan County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	37.41	40.84	42.57	46.68	49.71	47.74	45.16
Other Travel*	5.19	6.65	6.74	6.92	6.62	4.59	4.30
Visitor Spending	32.23	34.20	35.84	39.76	43.08	43.15	40.86
Overnight	23.61	25.05	26.34	29.55	32.32	32.52	30.63
Day	8.62	9.14	9.50	10.21	10.77	10.63	10.23
Visitor Spending	32.23	34.20	35.84	39.76	43.08	43.15	40.86
Non-transportation	28.01	29.13	30.70	34.22	37.49	38.71	36.67
Transportation	4.21	5.06	5.14	5.54	5.60	4.44	4.19
Total Direct Earnings (million)	8.52	8.92	9.53	10.59	11.65	12.20	12.14
Total Direct Employment	606	618	655	736	775	810	807
Government Revenue (million)	3.13	3.21	3.23	3.60	3.87	3.97	3.77
Local Revenue	1.40	1.42	1.36	1.53	1.63	1.70	1.59
State Revenue	1.73	1.78	1.88	2.07	2.24	2.27	2.18
Overnight Visitor Volume (thousand)							
Party Trips	64.71	66.10	67.83	72.86	77.06	78.03	74.23
Party Nights	178.21	182.08	186.60	198.19	208.41	210.20	201.15
Person Trips	154.93	158.27	162.42	174.75	184.44	187.19	177.87
Person Nights	413.97	423.12	433.65	462.08	484.32	490.26	468.01
Average Overnight Spending							
per Party Trip	364.84	379.03	388.24	405.54	419.37	416.74	412.65
per Party Night	132.49	137.60	141.13	149.09	155.07	154.70	152.27
per Person Trip	152.39	158.31	162.15	169.09	175.21	173.72	172.20
per Person Night	57.03	59.21	60.73	63.94	66.73	66.33	65.45

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

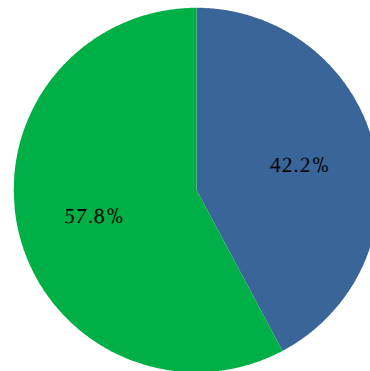
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Love County Travel Impacts and Visitor Volume, 2010-2016

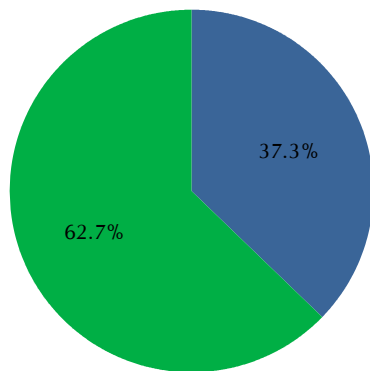
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	382.77	365.26	363.23	423.83	516.04	556.55	540.16
Other Travel*	1.16	1.45	1.48	1.51	1.43	0.99	0.92
Visitor Spending	381.61	363.81	361.75	422.32	514.61	555.56	539.24
Overnight	137.87	131.52	130.66	153.69	189.48	208.82	201.27
Day	243.74	232.29	231.10	268.63	325.13	346.75	337.97
Visitor Spending	381.61	363.81	361.75	422.32	514.61	555.56	539.24
Non-transportation	370.72	351.62	349.82	408.60	499.00	541.12	525.97
Transportation	10.89	12.19	11.93	13.72	15.61	14.44	13.27
Total Direct Earnings (million)	81.55	77.67	77.55	90.38	112.04	126.86	128.93
Total Direct Employment	2559	2319	2234	2548	3004	3333	3361
Government Revenue (million)	21.36	19.49	19.47	21.89	26.79	29.64	28.54
Local Revenue	3.74	3.51	3.54	4.06	5.01	5.83	5.49
State Revenue	17.62	15.98	15.93	17.83	21.78	23.81	23.05
Overnight Visitor Volume (thousand)							
Party Trips	161.63	152.82	150.47	174.58	212.04	252.41	232.56
Party Nights	320.90	304.15	299.96	346.04	417.13	493.78	455.85
Person Trips	412.39	390.37	384.51	444.72	538.33	639.21	589.71
Person Nights	822.66	780.79	770.39	885.50	1,063.12	1,254.68	1,160.15
Average Overnight Spending							
per Party Trip	853.02	860.60	868.33	880.34	893.58	827.27	865.45
per Party Night	429.65	432.41	435.58	444.13	454.24	422.89	441.53
per Person Trip	334.33	336.90	339.80	345.58	351.97	326.68	341.31
per Person Night	167.60	168.44	169.60	173.56	178.23	166.43	173.49

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

Note: Due to the high proportion of gaming activity. Average Overnight Spending may be higher than usual.

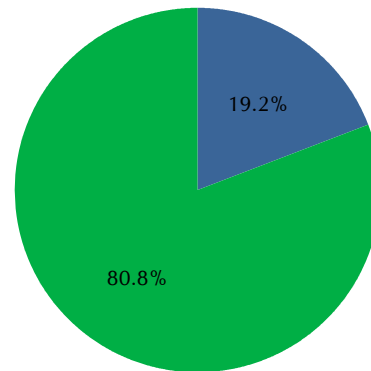
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



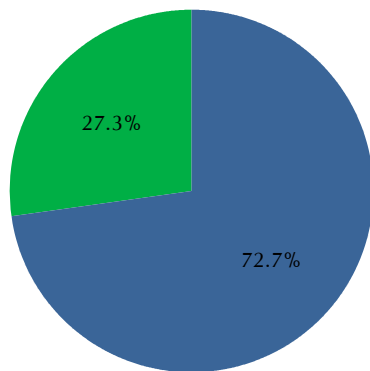
Major County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	4.58	5.19	5.29	5.39	5.33	4.72	4.56
Other Travel*	0.93	1.18	1.18	1.20	1.13	0.78	0.73
Visitor Spending	3.66	4.02	4.11	4.19	4.20	3.94	3.83
Overnight	2.66	2.94	3.01	3.08	3.08	2.89	2.79
Day	1.00	1.08	1.10	1.11	1.11	1.06	1.05
Visitor Spending	3.66	4.02	4.11	4.19	4.20	3.94	3.83
Non-transportation	2.81	2.99	3.09	3.16	3.21	3.19	3.11
Transportation	0.85	1.03	1.02	1.03	0.98	0.75	0.73
Total Direct Earnings (million)	1.00	1.07	1.12	1.14	1.15	1.17	1.19
Total Direct Employment	71	71	73	74	74	72	75
Government Revenue (million)	0.33	0.35	0.36	0.36	0.38	0.37	0.36
Local Revenue	0.11	0.12	0.12	0.13	0.14	0.14	0.13
State Revenue	0.22	0.23	0.23	0.24	0.24	0.23	0.23
Overnight Visitor Volume (thousand)							
Party Trips	14.77	15.17	15.17	15.19	15.14	14.89	14.60
Party Nights	34.64	35.49	35.45	35.46	35.39	34.86	34.28
Person Trips	36.62	37.62	37.64	37.68	37.58	36.97	36.25
Person Nights	86.29	88.42	88.36	88.40	88.24	86.96	85.54
Average Overnight Spending							
per Party Trip	179.95	193.53	198.59	202.69	203.51	193.95	190.90
per Party Night	76.74	82.73	84.99	86.80	87.09	82.86	81.30
per Person Trip	72.58	78.06	80.06	81.70	82.01	78.13	76.89
per Person Night	30.81	33.21	34.10	34.82	34.92	33.21	32.58

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

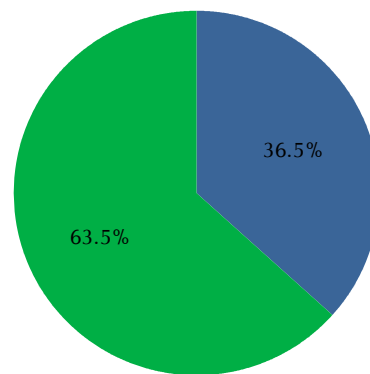
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



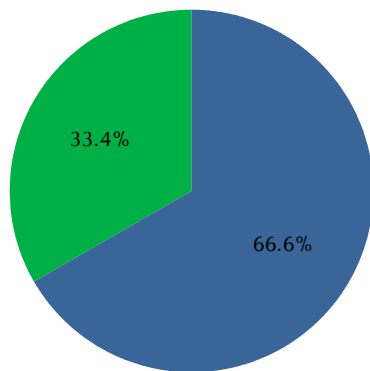
Marshall County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	38.54	42.13	44.14	49.56	48.09	43.46	46.99
Other Travel*	2.72	3.41	3.47	3.58	3.04	2.04	1.98
Visitor Spending	35.83	38.72	40.67	45.97	45.05	41.41	45.01
Overnight	23.82	26.16	27.80	32.27	31.55	27.63	29.98
Day	12.01	12.55	12.88	13.70	13.50	13.78	15.03
Visitor Spending	35.83	38.72	40.67	45.97	45.05	41.41	45.01
Non-transportation	29.23	30.79	32.63	37.26	36.82	35.38	38.69
Transportation	6.59	7.93	8.04	8.72	8.23	6.03	6.32
Total Direct Earnings (million)	9.01	9.69	10.35	11.67	11.35	11.05	12.53
Total Direct Employment	434	450	460	524	508	489	541
Government Revenue (million)	2.50	2.60	2.76	3.13	3.08	2.87	3.09
Local Revenue	0.76	0.82	0.90	1.06	1.05	0.95	1.01
State Revenue	1.74	1.78	1.87	2.07	2.03	1.91	2.08
Overnight Visitor Volume (thousand)							
Party Trips	86.10	87.99	89.96	96.12	94.48	89.31	93.56
Party Nights	210.48	214.20	217.99	229.76	226.50	216.37	225.79
Person Trips	254.53	259.36	264.32	279.76	276.02	262.52	274.24
Person Nights	631.86	641.45	650.99	680.62	673.43	646.95	673.01
Average Overnight Spending							
per Party Trip	276.64	297.33	308.96	335.78	333.93	309.37	320.44
per Party Night	113.16	122.14	127.51	140.47	139.29	127.70	132.78
per Person Trip	93.57	100.87	105.16	115.36	114.30	105.25	109.33
per Person Night	37.69	40.79	42.70	47.42	46.85	42.71	44.55

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

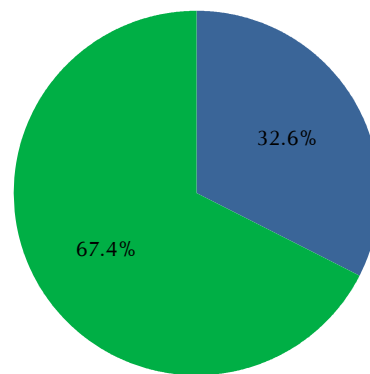
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



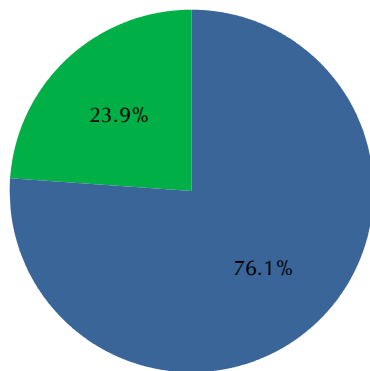
Mayes County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	43.09	46.86	49.01	49.62	49.72	48.85	45.32
Other Travel*	5.09	6.37	6.34	6.37	5.97	4.08	3.82
Visitor Spending	38.00	40.50	42.67	43.25	43.75	44.76	41.50
Overnight	28.60	30.52	32.33	32.86	33.32	34.38	31.57
Day	9.40	9.98	10.34	10.39	10.43	10.38	9.93
Visitor Spending	38.00	40.50	42.67	43.25	43.75	44.76	41.50
Non-transportation	29.34	30.28	32.30	32.84	33.75	36.62	33.88
Transportation	8.66	10.22	10.37	10.40	10.00	8.14	7.61
Total Direct Earnings (million)	10.26	10.71	11.53	11.63	11.83	13.19	12.79
Total Direct Employment	688	715	755	754	767	799	728
Government Revenue (million)	3.53	3.60	3.82	3.88	3.97	4.27	3.96
Local Revenue	1.51	1.55	1.66	1.70	1.76	1.94	1.77
State Revenue	2.02	2.06	2.15	2.19	2.21	2.33	2.19
Overnight Visitor Volume (thousand)							
Party Trips	128.97	129.39	132.63	131.39	131.66	137.24	129.24
Party Nights	305.21	306.01	312.54	309.28	309.71	320.51	304.27
Person Trips	350.61	351.66	359.53	356.46	357.13	370.23	351.01
Person Nights	841.13	843.11	858.82	850.71	851.75	876.88	838.12
Average Overnight Spending							
per Party Trip	221.74	235.86	243.75	250.08	253.11	250.54	244.25
per Party Night	93.69	99.73	103.44	106.24	107.60	107.28	103.75
per Person Trip	81.56	86.78	89.92	92.18	93.31	92.87	89.93
per Person Night	34.00	36.20	37.64	38.62	39.12	39.21	37.66

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

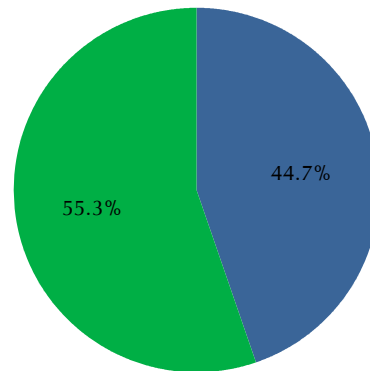
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



McClain County Travel Impacts and Visitor Volume, 2010-2016

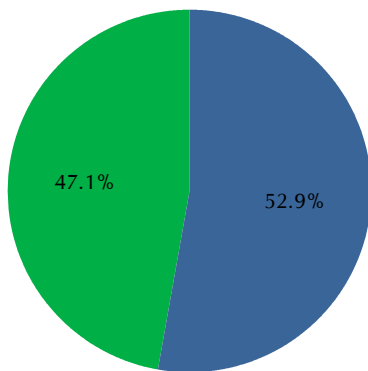
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	61.39	64.47	68.48	69.62	69.72	69.94	70.84
Other Travel*	4.28	5.42	5.49	5.69	5.45	3.80	3.56
Visitor Spending	57.11	59.05	62.99	63.93	64.27	66.14	67.28
Overnight	30.60	31.90	34.36	34.98	35.04	35.47	35.57
Day	26.50	27.15	28.62	28.95	29.23	30.67	31.71
Visitor Spending	57.11	59.05	62.99	63.93	64.27	66.14	67.28
Non-transportation	53.30	54.51	58.31	59.19	59.72	62.51	63.73
Transportation	3.80	4.53	4.68	4.74	4.56	3.64	3.55
Total Direct Earnings (million)	14.62	15.01	16.16	16.39	16.72	18.04	19.23
Total Direct Employment	676	690	731	729	719	770	808
Government Revenue (million)	4.10	4.11	4.41	4.40	4.44	4.62	4.67
Local Revenue	1.23	1.26	1.37	1.38	1.40	1.46	1.45
State Revenue	2.87	2.85	3.03	3.02	3.05	3.16	3.22
Overnight Visitor Volume (thousand)							
Party Trips	57.82	58.60	61.36	61.57	61.62	62.92	62.11
Party Nights	155.86	157.86	164.69	165.14	166.00	169.48	167.67
Person Trips	138.10	139.97	146.61	147.29	147.02	150.42	148.31
Person Nights	360.71	365.49	381.54	383.29	383.63	393.11	388.17
Average Overnight Spending							
per Party Trip	529.29	544.35	560.04	568.14	568.66	563.68	572.74
per Party Night	196.35	202.06	208.66	211.83	211.08	209.28	212.15
per Person Trip	221.61	227.88	234.40	237.49	238.33	235.80	239.86
per Person Night	84.84	87.27	90.07	91.27	91.33	90.22	91.64

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

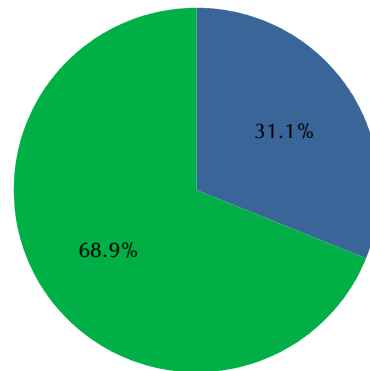
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



McCurtain County Travel Impacts and Visitor Volume, 2010-2016

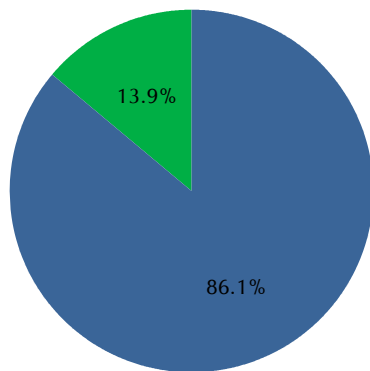
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	95.04	101.07	112.10	119.51	130.35	133.25	161.16
Other Travel*	4.09	5.13	5.12	5.16	4.84	3.30	3.09
Visitor Spending	90.95	95.94	106.97	114.35	125.52	129.95	158.07
Overnight	76.11	80.42	90.19	96.77	106.79	111.72	136.10
Day	14.84	15.53	16.78	17.58	18.73	18.23	21.97
Visitor Spending	90.95	95.94	106.97	114.35	125.52	129.95	158.07
Non-transportation	76.59	78.95	88.77	95.12	105.61	112.74	137.78
Transportation	14.35	17.00	18.21	19.23	19.91	17.22	20.28
Total Direct Earnings (million)	21.21	22.20	25.08	26.53	29.16	31.90	38.69
Total Direct Employment	1094	1090	1184	1244	1376	1478	1702
Government Revenue (million)	6.93	7.05	7.95	8.39	9.42	10.18	12.19
Local Revenue	2.54	2.63	3.03	3.23	3.78	4.20	4.99
State Revenue	4.40	4.42	4.92	5.16	5.64	5.99	7.21
Overnight Visitor Volume (thousand)							
Party Trips	192.24	194.76	210.29	219.14	235.30	254.09	296.73
Party Nights	403.54	408.39	438.29	454.79	485.56	520.34	603.19
Person Trips	493.41	499.72	538.40	560.54	600.86	646.58	755.94
Person Nights	1,041.11	1,053.23	1,127.65	1,168.95	1,245.71	1,329.88	1,543.12
Average Overnight Spending							
per Party Trip	395.90	412.90	428.88	441.58	453.84	439.70	458.65
per Party Night	188.60	196.91	205.78	212.77	219.92	214.71	225.63
per Person Trip	154.25	160.92	167.51	172.63	177.72	172.79	180.04
per Person Night	73.10	76.35	79.98	82.78	85.72	84.01	88.20

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

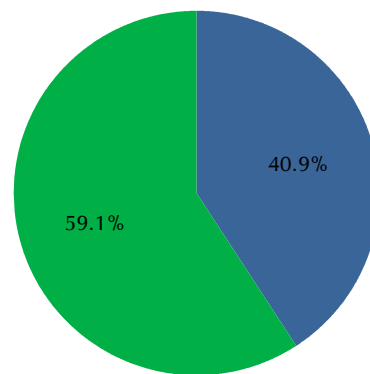
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



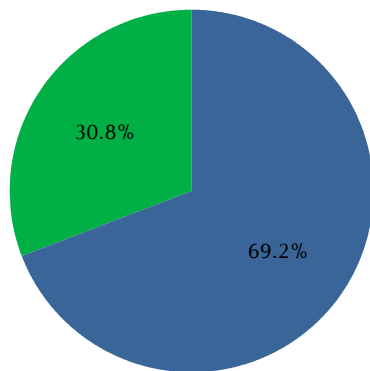
McIntosh County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	49.62	52.26	53.16	54.09	53.64	50.55	55.88
Other Travel*	2.50	3.13	3.16	3.19	2.94	2.42	2.33
Visitor Spending	47.12	49.13	50.00	50.90	50.70	48.13	53.55
Overnight	31.83	33.47	34.08	34.81	34.81	32.93	37.07
Day	15.29	15.66	15.91	16.09	15.89	15.19	16.48
Visitor Spending	47.12	49.13	50.00	50.90	50.70	48.13	53.55
Non-transportation	39.46	40.12	41.01	41.77	42.01	41.27	46.42
Transportation	7.66	9.01	8.99	9.13	8.69	6.86	7.13
Total Direct Earnings (million)	11.47	11.84	12.21	12.36	12.41	12.78	14.44
Total Direct Employment	519	525	534	547	541	556	603
Government Revenue (million)	3.15	3.14	3.26	3.26	3.26	3.22	3.57
Local Revenue	0.90	0.91	1.01	1.02	1.03	1.04	1.15
State Revenue	2.26	2.22	2.25	2.24	2.23	2.18	2.42
Overnight Visitor Volume (thousand)							
Party Trips	130.69	131.17	132.14	132.59	131.06	129.65	135.46
Party Nights	336.79	337.80	340.44	341.21	336.82	333.46	345.33
Person Trips	407.51	408.80	412.04	412.93	407.86	404.14	418.77
Person Nights	1,067.60	1,070.42	1,079.31	1,080.58	1,066.08	1,056.96	1,087.05
Average Overnight Spending							
per Party Trip	243.55	255.14	257.92	262.54	265.57	254.03	273.69
per Party Night	94.51	99.07	100.11	102.02	103.34	98.77	107.36
per Person Trip	78.11	81.87	82.72	84.30	85.34	81.49	88.53
per Person Night	29.81	31.26	31.58	32.22	32.65	31.16	34.11

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

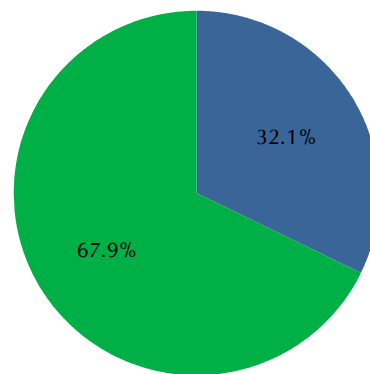
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



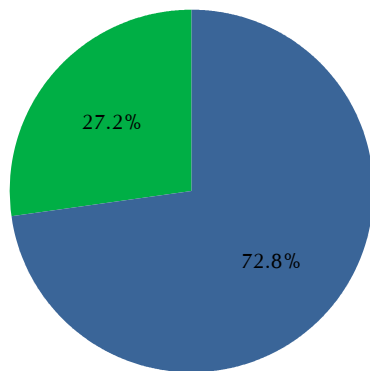
Murray County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	64.66	69.43	71.06	72.47	72.11	69.62	69.15
Other Travel*	2.05	2.58	2.61	2.68	2.36	1.82	1.77
Visitor Spending	62.62	66.85	68.45	69.79	69.75	67.81	67.39
Overnight	46.16	49.73	51.10	52.19	52.16	49.94	49.07
Day	16.46	17.12	17.35	17.59	17.59	17.87	18.32
Visitor Spending	62.62	66.85	68.45	69.79	69.75	67.81	67.39
Non-transportation	53.61	56.05	57.71	58.89	59.35	59.78	59.62
Transportation	9.00	10.80	10.74	10.89	10.40	8.03	7.77
Total Direct Earnings (million)	16.12	17.03	17.68	17.97	18.05	18.90	19.61
Total Direct Employment	730	757	785	778	825	823	826
Government Revenue (million)	4.47	4.59	4.73	4.76	4.78	4.79	4.74
Local Revenue	1.51	1.57	1.64	1.66	1.68	1.69	1.65
State Revenue	2.96	3.01	3.09	3.10	3.10	3.10	3.09
Overnight Visitor Volume (thousand)							
Party Trips	92.94	94.80	95.23	95.64	95.25	94.17	92.27
Party Nights	208.23	211.88	212.58	213.38	212.66	210.66	207.02
Person Trips	260.44	265.12	266.25	267.29	266.39	263.75	259.04
Person Nights	586.28	595.48	597.33	599.41	597.76	592.95	583.98
Average Overnight Spending							
per Party Trip	496.65	524.59	536.58	545.75	547.62	530.30	531.78
per Party Night	221.66	234.71	240.38	244.61	245.29	237.07	237.01
per Person Trip	177.22	187.57	191.93	195.27	195.82	189.35	189.42
per Person Night	78.73	83.51	85.55	87.08	87.27	84.22	84.02

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

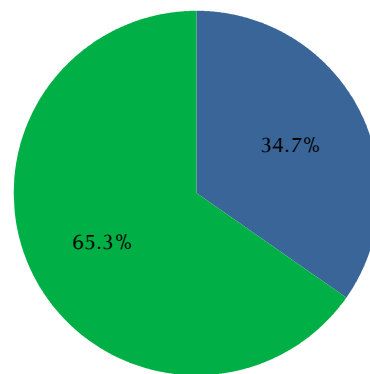
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



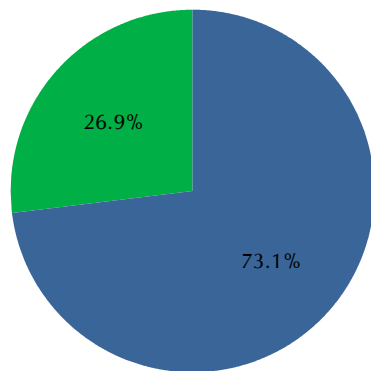
Muskogee County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	74.76	90.83	110.24	110.38	107.05	110.96	109.68
Other Travel*	9.53	11.87	12.40	12.59	10.90	7.38	6.98
Visitor Spending	65.23	78.96	97.84	97.79	96.14	103.58	102.70
Overnight	43.54	54.76	70.43	70.58	69.32	75.99	75.09
Day	21.69	24.20	27.42	27.21	26.83	27.58	27.61
Visitor Spending	65.23	78.96	97.84	97.79	96.14	103.58	102.70
Non-transportation	55.81	66.89	84.41	84.46	83.61	92.91	92.44
Transportation	9.42	12.07	13.43	13.33	12.53	10.67	10.26
Total Direct Earnings (million)	18.37	21.20	23.34	23.23	22.57	25.01	26.07
Total Direct Employment	1135	1308	1483	1461	1447	1582	1544
Government Revenue (million)	5.70	6.69	8.26	8.23	8.12	9.00	8.91
Local Revenue	2.23	2.78	3.64	3.64	3.60	4.13	4.04
State Revenue	3.47	3.91	4.63	4.59	4.51	4.87	4.86
Overnight Visitor Volume (thousand)							
Party Trips	136.38	149.83	170.77	167.47	163.92	178.51	173.97
Party Nights	340.48	368.03	411.20	402.75	394.71	426.62	415.76
Person Trips	339.21	372.88	425.20	417.31	408.57	444.83	433.42
Person Nights	843.71	912.66	1,020.57	1,000.35	980.62	1,059.77	1,032.60
Average Overnight Spending							
per Party Trip	319.27	365.50	412.41	421.43	422.87	425.69	431.61
per Party Night	127.88	148.80	171.27	175.24	175.62	178.13	180.61
per Person Trip	128.36	146.87	165.63	169.13	169.66	170.83	173.25
per Person Night	51.61	60.00	69.01	70.55	70.69	71.71	72.72

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

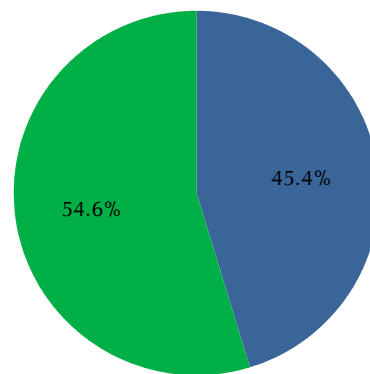
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Noble County Travel Impacts and Visitor Volume, 2010-2016

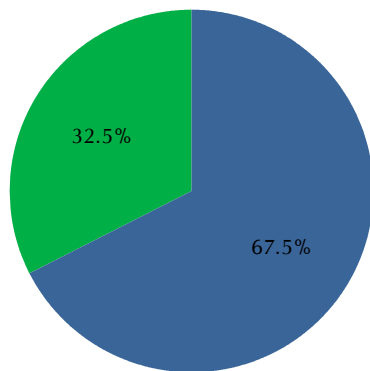
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	37.57	34.04	50.86	61.93	55.86	47.30	43.00
Other Travel*	1.43	1.78	1.78	1.78	1.68	1.15	1.08
Visitor Spending	36.14	32.26	49.08	60.15	54.18	46.15	41.92
Overnight	25.22	22.06	35.53	44.60	39.93	32.08	28.30
Day	10.92	10.20	13.55	15.56	14.25	14.06	13.62
Visitor Spending	36.14	32.26	49.08	60.15	54.18	46.15	41.92
Non-transportation	33.48	29.45	45.20	55.56	50.18	43.63	39.68
Transportation	2.66	2.81	3.88	4.59	4.00	2.51	2.24
Total Direct Earnings (million)	9.27	8.23	12.65	15.40	14.04	12.44	11.83
Total Direct Employment	424	373	559	669	582	488	454
Government Revenue (million)	2.61	2.25	3.47	4.33	3.97	3.27	2.92
Local Revenue	0.83	0.72	1.18	1.62	1.51	1.15	0.99
State Revenue	1.78	1.53	2.29	2.71	2.46	2.12	1.93
Overnight Visitor Volume (thousand)							
Party Trips	38.01	34.63	46.89	54.11	49.13	39.59	36.07
Party Nights	81.26	74.85	98.48	112.08	102.31	84.25	77.61
Person Trips	94.04	85.60	116.13	134.19	121.83	97.99	89.18
Person Nights	201.08	185.05	243.85	277.87	253.68	208.54	191.94
Average Overnight Spending							
per Party Trip	663.53	636.97	757.86	824.11	812.65	810.40	784.59
per Party Night	310.34	294.70	360.83	397.89	390.23	380.80	364.61
per Person Trip	268.18	257.69	306.01	332.33	327.71	327.41	317.29
per Person Night	125.42	119.20	145.72	160.49	157.39	153.84	147.43

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

Note: Due to the high proportion of gaming activity, Average Overnight Spending may be higher than usual.

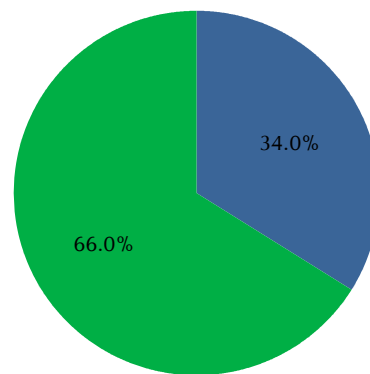
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



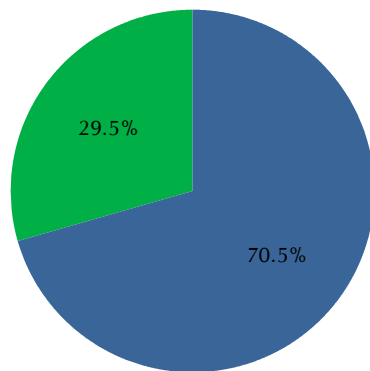
Nowata County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	5.00	5.63	5.67	5.72	5.61	4.95	4.91
Other Travel*	1.30	1.64	1.63	1.64	1.53	1.05	0.99
Visitor Spending	3.71	3.99	4.04	4.08	4.07	3.90	3.92
Overnight	2.62	2.83	2.86	2.89	2.89	2.75	2.76
Day	1.09	1.16	1.17	1.19	1.19	1.14	1.16
Visitor Spending	3.71	3.99	4.04	4.08	4.07	3.90	3.92
Non-transportation	2.76	2.86	2.92	2.95	3.00	3.07	3.10
Transportation	0.95	1.14	1.12	1.13	1.07	0.83	0.82
Total Direct Earnings (million)	0.98	1.03	1.06	1.07	1.09	1.13	1.20
Total Direct Employment	84	92	96	90	88	89	87
Government Revenue (million)	0.36	0.37	0.37	0.37	0.37	0.37	0.38
Local Revenue	0.12	0.13	0.13	0.13	0.13	0.13	0.14
State Revenue	0.24	0.24	0.24	0.24	0.24	0.24	0.24
Overnight Visitor Volume (thousand)							
Party Trips	16.77	16.93	16.88	16.79	16.74	16.81	16.87
Party Nights	40.05	40.44	40.32	40.11	39.99	40.14	40.30
Person Trips	40.65	41.04	40.92	40.71	40.59	40.74	40.91
Person Nights	97.21	98.15	97.85	97.36	97.07	97.44	97.83
Average Overnight Spending							
per Party Trip	156.39	167.28	169.64	172.09	172.31	163.83	163.85
per Party Night	65.48	70.04	71.02	72.05	72.14	68.59	68.60
per Person Trip	64.51	69.01	69.98	70.99	71.08	67.58	67.59
per Person Night	26.98	28.86	29.26	29.68	29.72	28.26	28.26

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

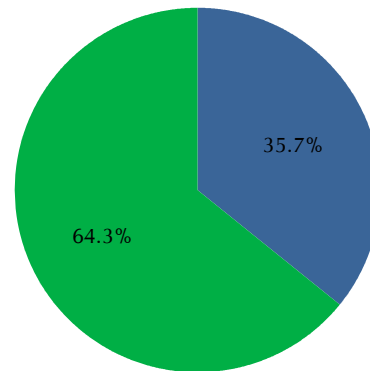
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



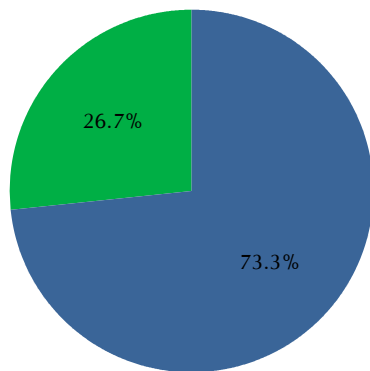
Okfuskee County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	7.75	8.72	8.85	8.99	8.79	7.79	7.52
Other Travel*	1.51	1.90	1.90	1.91	1.78	1.22	1.14
Visitor Spending	6.24	6.82	6.95	7.08	7.01	6.57	6.38
Overnight	4.57	5.02	5.13	5.23	5.18	4.85	4.68
Day	1.68	1.81	1.82	1.85	1.82	1.72	1.70
Visitor Spending	6.24	6.82	6.95	7.08	7.01	6.57	6.38
Non-transportation	4.80	5.08	5.24	5.35	5.37	5.32	5.18
Transportation	1.44	1.74	1.71	1.73	1.63	1.25	1.21
Total Direct Earnings (million)	1.70	1.81	1.89	1.92	1.91	1.81	1.84
Total Direct Employment	111	120	120	119	111	113	125
Government Revenue (million)	0.58	0.61	0.63	0.64	0.63	0.61	0.60
Local Revenue	0.21	0.22	0.24	0.24	0.24	0.24	0.23
State Revenue	0.37	0.38	0.39	0.40	0.39	0.38	0.37
Overnight Visitor Volume (thousand)							
Party Trips	24.72	25.22	25.10	25.06	24.66	24.19	23.69
Party Nights	57.86	58.88	58.51	58.38	57.46	56.45	55.47
Person Trips	61.59	62.83	62.56	62.47	61.50	60.35	59.12
Person Nights	144.83	147.36	146.53	146.22	143.98	141.52	139.12
Average Overnight Spending							
per Party Trip	184.74	198.88	204.33	208.70	210.24	200.58	197.46
per Party Night	78.93	85.19	87.65	89.59	90.24	85.94	84.33
per Person Trip	74.16	79.83	81.98	83.72	84.30	80.40	79.13
per Person Night	31.53	34.04	35.00	35.77	36.01	34.28	33.63

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

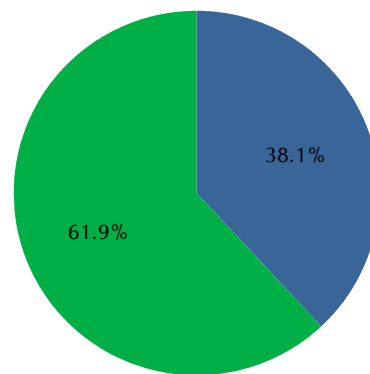
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



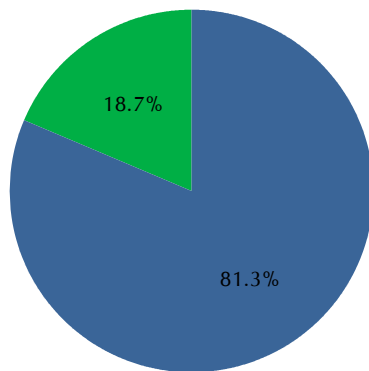
Oklahoma County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	1,877.47	1,984.86	2,119.69	2,184.08	2,235.21	2,211.68	2,183.03
Other Travel*	544.25	594.26	608.67	604.74	632.17	598.99	591.68
Visitor Spending	1,333.22	1,390.60	1,511.02	1,579.34	1,603.04	1,612.69	1,591.35
Overnight	1,074.60	1,118.89	1,220.32	1,279.46	1,301.55	1,313.48	1,294.56
Day	258.62	271.71	290.70	299.88	301.49	299.21	296.79
Visitor Spending	1,333.22	1,390.60	1,511.02	1,579.34	1,603.04	1,612.69	1,591.35
Non-transportation	1,130.14	1,162.63	1,270.35	1,329.57	1,358.49	1,398.45	1,380.02
Transportation	203.08	227.98	240.67	249.77	244.55	214.24	211.32
Total Direct Earnings (million)	415.75	433.58	465.96	480.56	500.66	536.90	555.44
Total Direct Employment	19167	19506	20619	21060	21501	22273	22717
Government Revenue (million)	135.16	138.31	151.30	157.73	161.55	166.04	164.30
Local Revenue	61.45	63.20	70.27	73.29	75.43	77.85	77.06
State Revenue	73.71	75.11	81.03	84.44	86.11	88.19	87.24
Overnight Visitor Volume (thousand)							
Party Trips	1,947.69	1,970.40	2,085.32	2,130.91	2,128.95	2,158.36	2,122.23
Party Nights	4,824.97	4,880.21	5,145.12	5,241.25	5,249.99	5,315.55	5,239.73
Person Trips	4,626.22	4,681.83	4,961.37	5,080.04	5,062.40	5,144.73	5,050.03
Person Nights	11,133.67	11,267.93	11,901.76	12,160.98	12,130.34	12,331.34	12,123.96
Average Overnight Spending							
per Party Trip	551.73	567.85	585.19	600.43	611.36	608.55	610.00
per Party Night	222.72	229.27	237.18	244.11	247.91	247.10	247.07
per Person Trip	232.28	238.99	245.96	251.86	257.10	255.31	256.35
per Person Night	96.52	99.30	102.53	105.21	107.30	106.52	106.78

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

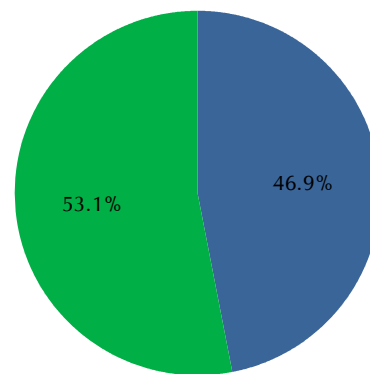
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



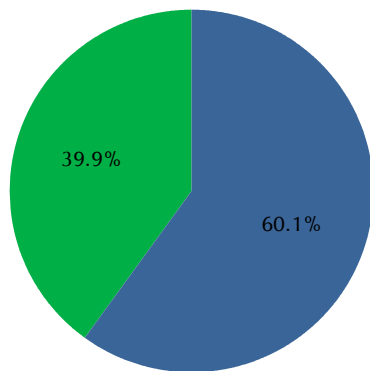
Okmulgee County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	66.40	72.20	74.04	75.49	74.47	69.53	65.09
Other Travel*	5.33	6.62	6.62	6.70	6.06	4.34	4.13
Visitor Spending	61.07	65.58	67.42	68.79	68.41	65.19	60.96
Overnight	36.97	40.28	41.68	42.67	42.47	39.99	36.62
Day	24.09	25.30	25.74	26.12	25.93	25.20	24.33
Visitor Spending	61.07	65.58	67.42	68.79	68.41	65.19	60.96
Non-transportation	54.47	57.62	59.51	60.78	60.83	59.40	55.72
Transportation	6.60	7.96	7.91	8.01	7.58	5.79	5.24
Total Direct Earnings (million)	17.13	18.23	18.99	19.30	19.33	19.96	19.59
Total Direct Employment	1060	1119	1174	1181	1192	1217	1170
Government Revenue (million)	4.46	4.70	4.88	4.94	4.92	4.83	4.52
Local Revenue	1.22	1.36	1.45	1.48	1.48	1.47	1.36
State Revenue	3.24	3.34	3.43	3.46	3.44	3.36	3.16
Overnight Visitor Volume (thousand)							
Party Trips	97.43	100.69	101.31	101.67	100.10	96.95	89.89
Party Nights	236.19	242.49	243.13	243.49	239.78	232.83	217.51
Person Trips	238.91	247.19	249.05	250.23	246.43	239.12	220.98
Person Nights	566.81	583.19	585.71	587.57	578.59	563.02	524.35
Average Overnight Spending							
per Party Trip	379.52	400.09	411.40	419.72	424.32	412.43	407.43
per Party Night	156.55	166.12	171.43	175.26	177.14	171.74	168.38
per Person Trip	154.76	162.96	167.36	170.54	172.36	167.23	165.73
per Person Night	65.23	69.07	71.16	72.63	73.41	71.02	69.85

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

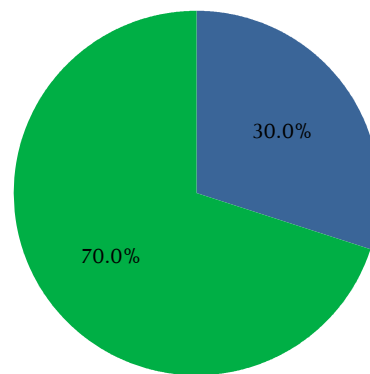
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



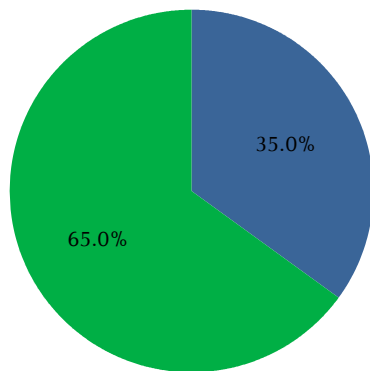
Osage County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	88.69	92.58	93.32	97.02	95.56	91.30	93.08
Other Travel*	5.85	7.46	7.41	7.48	7.03	4.78	4.48
Visitor Spending	82.84	85.12	85.92	89.54	88.53	86.52	88.60
Overnight	30.70	31.83	32.15	33.81	33.45	31.04	31.01
Day	52.14	53.30	53.77	55.74	55.08	55.48	57.59
Visitor Spending	82.84	85.12	85.92	89.54	88.53	86.52	88.60
Non-transportation	77.12	78.32	79.21	82.61	82.00	81.65	83.83
Transportation	5.72	6.80	6.71	6.94	6.53	4.88	4.77
Total Direct Earnings (million)	21.94	22.38	22.79	23.70	23.80	24.81	26.56
Total Direct Employment	907	908	934	987	966	955	1006
Government Revenue (million)	5.95	5.94	6.05	6.20	6.15	6.10	6.19
Local Revenue	1.71	1.75	1.83	1.90	1.89	1.88	1.87
State Revenue	4.24	4.19	4.22	4.29	4.26	4.22	4.32
Overnight Visitor Volume (thousand)							
Party Trips	76.65	77.39	77.14	79.27	77.73	75.13	74.49
Party Nights	199.37	201.43	200.72	205.84	201.88	195.62	194.16
Person Trips	191.91	193.95	193.47	198.68	194.92	188.27	187.04
Person Nights	488.84	494.70	493.48	506.09	496.26	480.75	478.31
Average Overnight Spending							
per Party Trip	400.53	411.25	416.73	426.47	430.36	413.15	416.33
per Party Night	153.98	158.00	160.15	164.24	165.70	158.68	159.72
per Person Trip	159.97	164.09	166.15	170.16	171.62	164.88	165.80
per Person Night	62.80	64.33	65.14	66.80	67.41	64.57	64.84

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

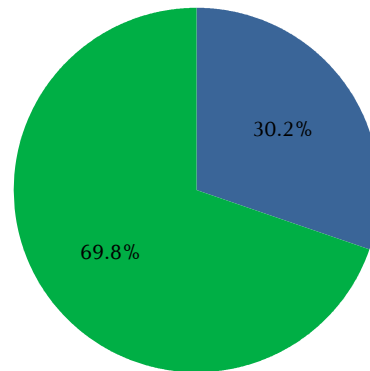
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



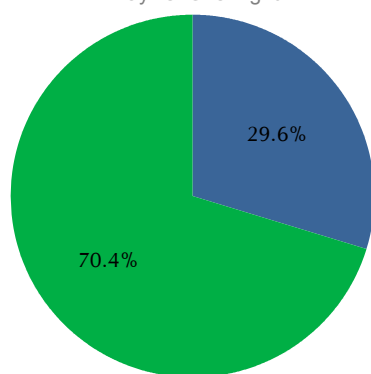
Ottawa County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	254.03	291.22	273.77	294.79	301.28	311.94	334.71
Other Travel*	4.31	5.40	5.48	5.57	5.03	3.62	3.45
Visitor Spending	249.72	285.82	268.30	289.22	296.25	308.32	331.26
Overnight	73.34	85.90	80.66	87.13	89.90	91.94	98.01
Day	176.38	199.92	187.64	202.08	206.35	216.38	233.25
Visitor Spending	249.72	285.82	268.30	289.22	296.25	308.32	331.26
Non-transportation	239.76	272.97	256.33	276.43	283.86	298.57	321.42
Transportation	9.95	12.85	11.97	12.79	12.39	9.75	9.84
Total Direct Earnings (million)	63.16	72.14	68.01	73.21	76.17	82.84	93.24
Total Direct Employment	2527	2791	2612	2757	2831	3044	3302
Government Revenue (million)	15.08	16.58	15.76	16.44	16.91	17.79	18.96
Local Revenue	3.28	3.76	3.70	3.93	4.06	4.28	4.47
State Revenue	11.80	12.83	12.05	12.51	12.84	13.51	14.49
Overnight Visitor Volume (thousand)							
Party Trips	143.03	162.51	150.55	161.14	164.22	165.99	170.06
Party Nights	324.83	365.19	339.50	362.60	368.51	371.97	380.65
Person Trips	362.52	411.19	381.53	407.76	415.52	419.96	430.33
Person Nights	822.82	923.66	860.10	917.16	932.13	940.85	962.91
Average Overnight Spending							
per Party Trip	512.76	528.56	535.76	540.73	547.42	553.90	576.28
per Party Night	225.78	235.21	237.58	240.30	243.95	247.17	257.47
per Person Trip	202.31	208.90	211.40	213.69	216.35	218.92	227.75
per Person Night	89.13	93.00	93.78	95.00	96.44	97.72	101.78

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

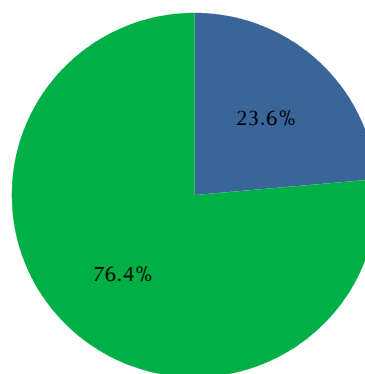
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



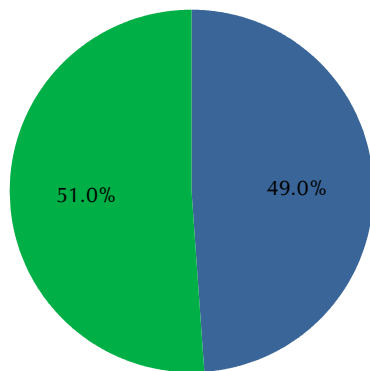
Pawnee County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	17.89	19.26	19.18	19.43	19.15	18.62	18.64
Other Travel*	2.05	2.59	2.54	2.57	2.39	1.64	1.54
Visitor Spending	15.85	16.67	16.64	16.86	16.77	16.98	17.10
Overnight	8.19	8.73	8.74	8.86	8.80	8.44	8.38
Day	7.66	7.95	7.90	8.00	7.97	8.54	8.72
Visitor Spending	15.85	16.67	16.64	16.86	16.77	16.98	17.10
Non-transportation	13.98	14.44	14.47	14.68	14.70	15.38	15.55
Transportation	1.87	2.23	2.17	2.18	2.07	1.59	1.55
Total Direct Earnings (million)	4.41	4.58	4.64	4.69	4.72	5.03	5.30
Total Direct Employment	293	306	303	304	319	349	356
Government Revenue (million)	1.36	1.40	1.40	1.41	1.40	1.44	1.44
Local Revenue	0.50	0.53	0.54	0.54	0.54	0.56	0.55
State Revenue	0.86	0.86	0.86	0.87	0.86	0.88	0.89
Overnight Visitor Volume (thousand)							
Party Trips	27.54	27.98	27.41	27.38	27.00	26.75	26.39
Party Nights	72.16	73.18	71.54	71.40	70.42	69.82	69.00
Person Trips	69.61	70.77	69.42	69.40	68.45	67.93	67.15
Person Nights	179.06	181.83	178.03	177.88	175.39	174.25	172.54
Average Overnight Spending							
per Party Trip	297.28	311.86	318.82	323.80	325.85	315.38	317.37
per Party Night	113.45	119.23	122.15	124.16	124.93	120.83	121.41
per Person Trip	117.60	123.30	125.87	127.74	128.52	124.19	124.75
per Person Night	45.72	47.99	49.09	49.84	50.16	48.42	48.55

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

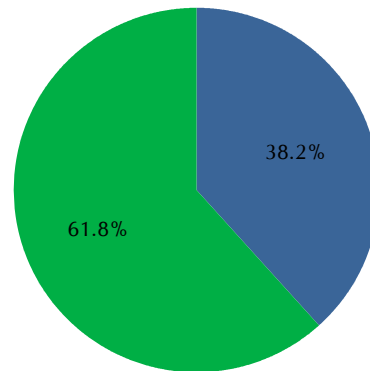
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



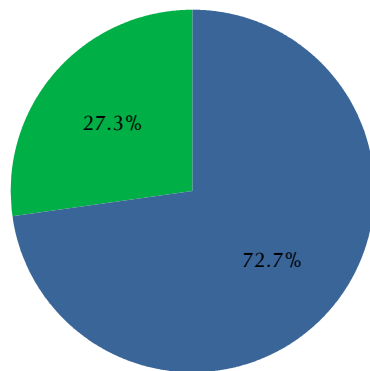
Payne County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	99.69	111.80	115.43	138.15	155.82	134.39	119.27
Other Travel*	10.31	12.99	13.12	13.48	12.08	8.49	8.02
Visitor Spending	89.37	98.82	102.31	124.67	143.74	125.90	111.25
Overnight	64.05	71.41	74.29	92.44	108.21	93.36	80.88
Day	25.32	27.41	28.02	32.23	35.52	32.54	30.37
Visitor Spending	89.37	98.82	102.31	124.67	143.74	125.90	111.25
Non-transportation	76.42	82.92	86.43	106.20	124.08	111.87	98.70
Transportation	12.96	15.90	15.87	18.47	19.66	14.02	12.55
Total Direct Earnings (million)	25.68	28.10	29.57	32.98	35.90	34.77	32.31
Total Direct Employment	1658	1811	1817	1987	2166	2100	1925
Government Revenue (million)	8.31	8.93	9.32	11.25	12.98	11.66	10.28
Local Revenue	3.61	3.93	4.14	5.12	6.04	5.38	4.64
State Revenue	4.71	5.01	5.18	6.13	6.93	6.28	5.64
Overnight Visitor Volume (thousand)							
Party Trips	187.74	196.04	197.45	226.94	250.92	225.79	205.24
Party Nights	452.31	469.93	472.27	535.07	585.35	530.79	488.53
Person Trips	465.47	486.17	489.85	563.18	623.01	560.82	509.46
Person Nights	1,119.58	1,163.45	1,169.73	1,325.79	1,451.21	1,316.45	1,210.79
Average Overnight Spending							
per Party Trip	341.18	364.24	376.25	407.36	431.28	413.48	394.08
per Party Night	141.61	151.95	157.31	172.77	184.87	175.89	165.56
per Person Trip	137.61	146.88	151.66	164.15	173.70	166.47	158.76
per Person Night	57.21	61.38	63.51	69.73	74.57	70.92	66.80

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

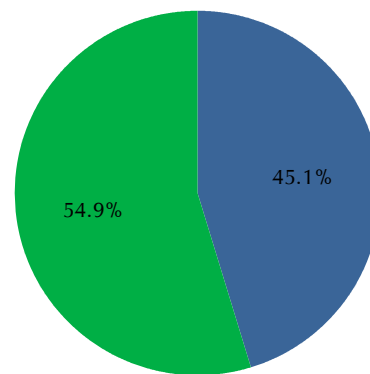
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



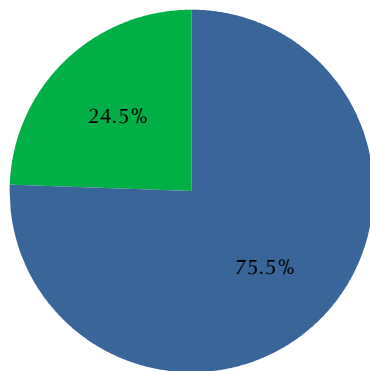
Pittsburg County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	110.60	125.57	115.92	108.67	104.66	110.91	103.90
Other Travel*	5.64	7.04	6.96	6.99	6.52	4.45	4.17
Visitor Spending	104.96	118.53	108.96	101.68	98.13	106.46	99.73
Overnight	79.32	90.70	82.88	76.62	73.60	81.35	75.26
Day	25.64	27.83	26.08	25.06	24.53	25.11	24.47
Visitor Spending	104.96	118.53	108.96	101.68	98.13	106.46	99.73
Non-transportation	94.19	105.16	96.69	89.92	87.14	96.98	90.89
Transportation	10.77	13.37	12.27	11.76	10.99	9.48	8.84
Total Direct Earnings (million)	29.82	33.51	31.05	29.88	29.52	32.33	31.66
Total Direct Employment	1596	1836	1669	1580	1531	1624	1563
Government Revenue (million)	8.23	9.04	8.38	7.79	7.64	8.68	8.06
Local Revenue	3.23	3.65	3.38	3.13	3.10	3.75	3.40
State Revenue	5.00	5.40	5.00	4.66	4.54	4.93	4.66
Overnight Visitor Volume (thousand)							
Party Trips	185.28	197.63	181.75	171.23	165.98	181.04	169.44
Party Nights	447.88	473.24	437.99	415.86	404.90	437.60	412.24
Person Trips	499.17	529.93	490.26	463.78	450.49	488.07	459.73
Person Nights	1,219.67	1,282.78	1,194.64	1,138.83	1,110.92	1,192.40	1,130.65
Average Overnight Spending							
per Party Trip	428.08	458.94	456.02	447.49	443.42	449.36	444.15
per Party Night	177.09	191.66	189.23	184.25	181.77	185.90	182.56
per Person Trip	158.90	171.16	169.06	165.21	163.38	166.68	163.70
per Person Night	65.03	70.71	69.38	67.28	66.25	68.22	66.56

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

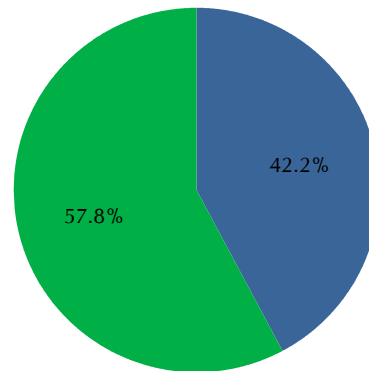
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



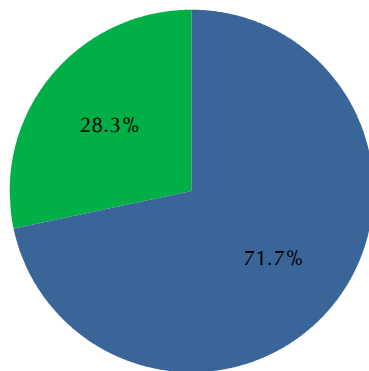
Pontotoc County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	40.35	44.65	44.22	49.06	52.50	49.64	51.64
Other Travel*	5.02	6.30	6.88	7.59	6.61	5.09	4.96
Visitor Spending	35.33	38.35	37.34	41.47	45.89	44.55	46.68
Overnight	24.57	26.86	26.08	29.22	32.84	31.88	33.47
Day	10.76	11.49	11.25	12.25	13.05	12.68	13.21
Visitor Spending	35.33	38.35	37.34	41.47	45.89	44.55	46.68
Non-transportation	29.77	31.63	30.96	34.52	38.76	38.98	40.96
Transportation	5.56	6.71	6.38	6.95	7.14	5.58	5.72
Total Direct Earnings (million)	10.05	10.78	10.91	12.26	13.34	13.82	15.18
Total Direct Employment	616	670	648	700	773	788	838
Government Revenue (million)	3.51	3.70	3.64	4.08	4.55	4.55	4.77
Local Revenue	1.58	1.68	1.66	1.90	2.16	2.18	2.29
State Revenue	1.93	2.01	1.98	2.18	2.38	2.37	2.48
Overnight Visitor Volume (thousand)							
Party Trips	82.28	84.47	81.05	87.28	93.05	91.86	95.13
Party Nights	200.33	204.96	197.13	211.32	223.27	220.13	227.45
Person Trips	202.42	207.88	199.51	214.81	229.22	226.41	234.47
Person Nights	491.95	503.48	484.38	519.11	548.98	541.51	559.52
Average Overnight Spending							
per Party Trip	298.58	317.94	321.85	334.80	352.95	346.99	351.80
per Party Night	122.62	131.03	132.32	138.28	147.09	144.80	147.14
per Person Trip	121.36	129.18	130.74	136.03	143.27	140.79	142.74
per Person Night	49.94	53.34	53.85	56.29	59.82	58.86	59.82

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

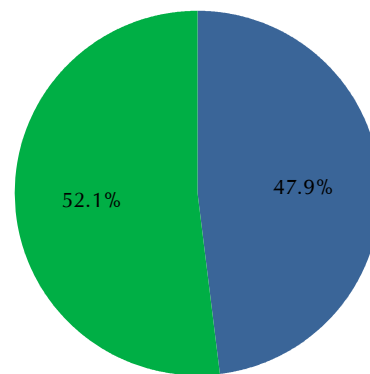
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



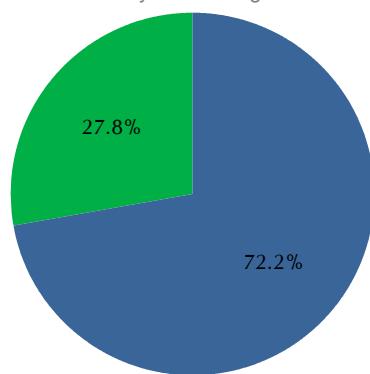
Pottawatomie County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	103.30	105.61	113.70	122.91	109.72	103.38	105.79
Other Travel*	9.35	11.30	11.41	11.09	10.50	7.17	6.72
Visitor Spending	93.95	94.31	102.29	111.81	99.23	96.21	99.07
Overnight	67.99	68.04	74.18	82.03	71.93	69.67	71.54
Day	25.96	26.27	28.11	29.78	27.29	26.54	27.53
Visitor Spending	93.95	94.31	102.29	111.81	99.23	96.21	99.07
Non-transportation	83.05	81.71	89.18	97.92	87.05	86.72	89.55
Transportation	10.90	12.60	13.10	13.89	12.17	9.49	9.52
Total Direct Earnings (million)	25.37	24.44	26.83	29.01	28.90	29.91	32.32
Total Direct Employment	1576	1468	1581	1692	1661	1704	1866
Government Revenue (million)	8.16	7.90	8.62	9.42	8.51	8.47	8.71
Local Revenue	3.34	3.23	3.58	3.96	3.53	3.55	3.62
State Revenue	4.82	4.67	5.05	5.46	4.98	4.93	5.08
Overnight Visitor Volume (thousand)							
Party Trips	148.11	145.01	153.54	162.42	146.20	145.52	148.02
Party Nights	382.15	375.86	396.91	415.82	379.65	378.50	385.17
Person Trips	365.28	357.90	378.45	400.40	360.61	359.64	365.29
Person Nights	914.08	899.65	949.57	996.51	907.61	908.04	922.46
Average Overnight Spending							
per Party Trip	459.02	469.19	483.10	505.07	492.02	478.78	483.31
per Party Night	177.90	181.02	186.89	197.29	189.47	184.07	185.74
per Person Trip	186.12	190.11	196.00	204.88	199.47	193.72	195.84
per Person Night	74.38	75.63	78.12	82.32	79.25	76.73	77.55

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

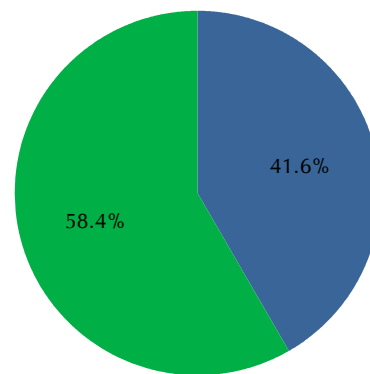
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



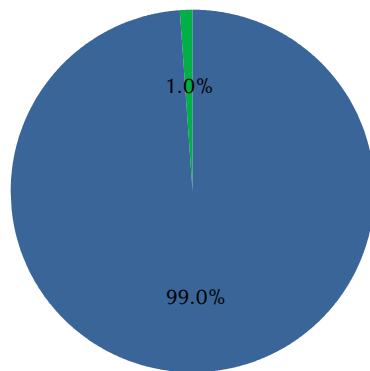
Pushmataha County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	9.56	10.55	10.60	10.76	10.58	9.49	9.27
Other Travel*	1.43	1.76	1.73	1.75	1.63	1.12	1.05
Visitor Spending	8.13	8.79	8.87	9.01	8.95	8.37	8.22
Overnight	8.01	8.65	8.73	8.87	8.82	8.28	8.14
Day	0.12	0.14	0.14	0.14	0.13	0.09	0.08
Visitor Spending	8.13	8.79	8.87	9.01	8.95	8.37	8.22
Non-transportation	5.74	5.96	6.10	6.22	6.30	6.32	6.23
Transportation	2.39	2.83	2.77	2.80	2.66	2.05	2.00
Total Direct Earnings (million)	1.99	2.09	2.17	2.20	2.19	2.19	2.24
Total Direct Employment	141	147	150	158	159	165	166
Government Revenue (million)	0.70	0.71	0.72	0.73	0.74	0.73	0.73
Local Revenue	0.27	0.28	0.28	0.29	0.30	0.30	0.29
State Revenue	0.43	0.44	0.44	0.45	0.44	0.43	0.43
Overnight Visitor Volume (thousand)							
Party Trips	38.08	37.99	37.53	37.45	37.08	36.81	36.44
Party Nights	90.02	89.64	88.43	88.22	87.34	86.81	86.08
Person Trips	104.65	104.38	103.19	103.01	102.07	101.45	100.54
Person Nights	249.25	248.12	245.00	244.48	242.26	241.04	239.30
Average Overnight Spending							
per Party Trip	210.45	227.55	232.72	236.95	237.97	224.99	223.43
per Party Night	89.02	96.45	98.76	100.60	101.03	95.41	94.58
per Person Trip	76.57	82.82	84.63	86.15	86.45	81.64	80.97
per Person Night	32.15	34.84	35.64	36.30	36.42	34.36	34.02

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

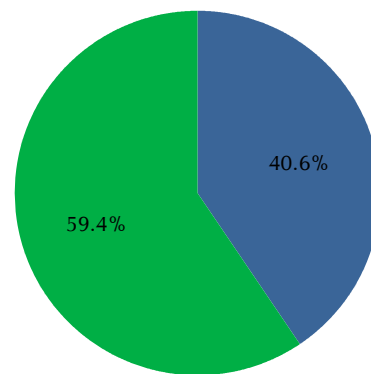
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



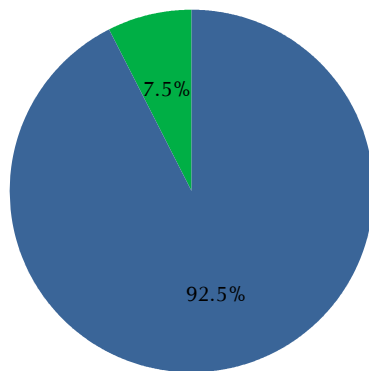
Roger Mills County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	2.72	3.15	3.22	3.27	3.24	2.90	2.76
Other Travel*	0.45	0.59	0.58	0.58	0.55	0.38	0.35
Visitor Spending	2.27	2.56	2.63	2.69	2.69	2.52	2.41
Overnight	2.10	2.37	2.44	2.49	2.50	2.34	2.23
Day	0.17	0.19	0.19	0.19	0.19	0.18	0.18
Visitor Spending	2.27	2.56	2.63	2.69	2.69	2.52	2.41
Non-transportation	1.78	1.95	2.03	2.08	2.11	2.07	1.98
Transportation	0.49	0.61	0.60	0.61	0.58	0.45	0.43
Total Direct Earnings (million)	0.63	0.69	0.73	0.74	0.74	0.75	0.75
Total Direct Employment	53	56	57	59	65	64	59
Government Revenue (million)	0.21	0.22	0.23	0.24	0.24	0.23	0.22
Local Revenue	0.08	0.08	0.09	0.09	0.09	0.09	0.08
State Revenue	0.13	0.14	0.14	0.15	0.15	0.14	0.14
Overnight Visitor Volume (thousand)							
Party Trips	9.72	10.26	10.24	10.21	10.15	9.94	9.64
Party Nights	22.37	23.56	23.46	23.35	23.24	22.82	22.24
Person Trips	25.04	26.41	26.37	26.28	26.15	25.63	24.89
Person Nights	58.10	61.15	60.91	60.62	60.38	59.36	57.94
Average Overnight Spending							
per Party Trip	216.54	230.87	238.35	244.37	246.00	235.28	231.05
per Party Night	94.08	100.54	104.04	106.83	107.43	102.46	100.12
per Person Trip	84.04	89.69	92.56	94.89	95.47	91.22	89.46
per Person Night	36.21	38.74	40.07	41.14	41.35	39.39	38.44

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

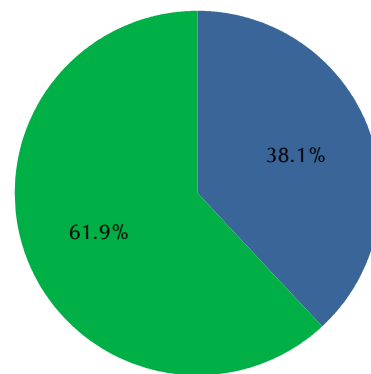
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



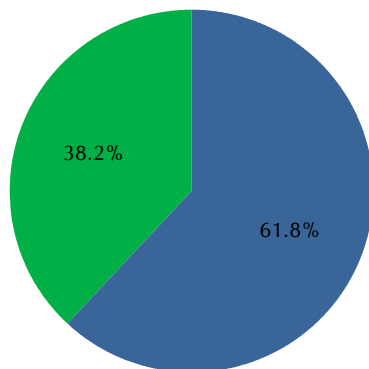
Rogers County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	111.85	118.56	125.25	127.78	124.95	134.61	151.13
Other Travel*	11.11	14.01	14.14	14.44	13.48	9.49	8.96
Visitor Spending	100.74	104.54	111.11	113.34	111.47	125.13	142.17
Overnight	57.86	60.46	64.70	66.37	65.02	76.02	87.91
Day	42.88	44.08	46.41	46.96	46.45	49.10	54.26
Visitor Spending	100.74	104.54	111.11	113.34	111.47	125.13	142.17
Non-transportation	89.54	91.28	97.48	99.54	98.50	113.75	129.98
Transportation	11.20	13.26	13.62	13.79	12.97	11.38	12.19
Total Direct Earnings (million)	27.61	28.37	30.55	31.03	30.82	35.95	42.77
Total Direct Employment	1479	1435	1533	1524	1476	1713	2025
Government Revenue (million)	8.36	8.43	9.04	9.28	9.16	10.61	12.03
Local Revenue	3.06	3.12	3.43	3.63	3.59	4.32	4.93
State Revenue	5.30	5.31	5.61	5.65	5.58	6.28	7.10
Overnight Visitor Volume (thousand)							
Party Trips	150.63	151.60	157.93	158.19	155.02	174.29	188.72
Party Nights	380.85	382.96	397.65	397.52	390.42	433.09	463.07
Person Trips	363.79	366.73	382.12	383.10	375.31	421.65	456.68
Person Nights	897.77	904.94	940.52	941.29	923.55	1,025.25	1,097.44
Average Overnight Spending							
per Party Trip	384.12	398.81	409.68	419.57	419.42	436.18	465.81
per Party Night	151.92	157.87	162.71	166.97	166.54	175.54	189.84
per Person Trip	159.05	164.86	169.32	173.25	173.24	180.30	192.49
per Person Night	64.45	66.81	68.79	70.51	70.40	74.15	80.10

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

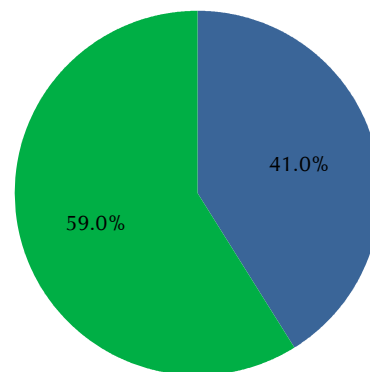
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



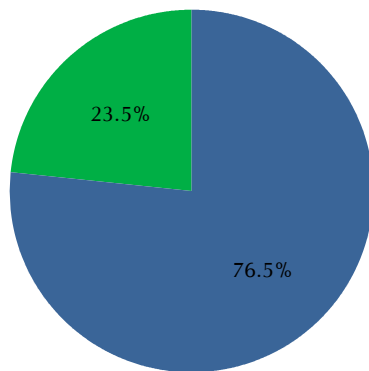
Seminole County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	17.99	19.87	20.98	22.99	21.85	18.34	20.20
Other Travel*	3.14	3.93	3.93	3.97	3.72	2.55	2.39
Visitor Spending	14.85	15.94	17.05	19.02	18.14	15.79	17.81
Overnight	11.17	12.01	12.94	14.64	13.96	11.98	13.63
Day	3.69	3.93	4.11	4.38	4.18	3.82	4.18
Visitor Spending	14.85	15.94	17.05	19.02	18.14	15.79	17.81
Non-transportation	11.49	11.94	12.95	14.62	14.12	12.85	14.62
Transportation	3.37	4.00	4.10	4.41	4.02	2.94	3.18
Total Direct Earnings (million)	4.00	4.20	4.59	5.13	4.93	4.78	5.66
Total Direct Employment	263	255	275	310	297	279	329
Government Revenue (million)	1.48	1.52	1.64	1.85	1.77	1.60	1.82
Local Revenue	0.63	0.66	0.72	0.83	0.80	0.71	0.82
State Revenue	0.85	0.87	0.92	1.02	0.97	0.89	1.00
Overnight Visitor Volume (thousand)							
Party Trips	53.76	54.18	56.12	59.46	56.47	53.11	58.13
Party Nights	124.11	124.93	128.87	135.21	128.63	122.28	132.83
Person Trips	133.84	134.87	139.66	148.01	140.74	132.35	144.65
Person Nights	309.52	311.56	321.25	337.08	321.16	305.32	331.09
Average Overnight Spending							
per Party Trip	207.74	221.76	230.59	246.27	247.27	225.51	234.44
per Party Night	89.99	96.18	100.41	108.31	108.55	97.94	102.60
per Person Trip	83.45	89.08	92.66	98.94	99.21	90.48	94.21
per Person Night	36.08	38.56	40.28	43.44	43.47	39.22	41.16

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

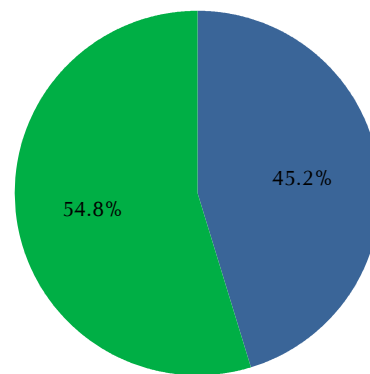
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



Sequoyah County Travel Impacts and Visitor Volume, 2010-2016

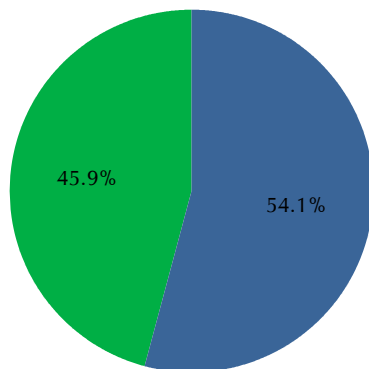
	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	116.72	119.30	116.09	113.54	112.65	114.05	114.86
Other Travel*	5.23	6.48	6.40	6.44	6.04	4.11	3.85
Visitor Spending	111.49	112.82	109.69	107.10	106.60	109.94	111.01
Overnight	60.89	61.95	59.99	58.08	57.48	60.03	60.07
Day	50.59	50.87	49.70	49.03	49.12	49.92	50.94
Visitor Spending	111.49	112.82	109.69	107.10	106.60	109.94	111.01
Non-transportation	100.38	99.84	97.20	94.72	94.79	100.35	101.71
Transportation	11.11	12.98	12.50	12.38	11.82	9.59	9.30
Total Direct Earnings (million)	29.30	29.34	28.76	27.92	28.12	30.75	32.48
Total Direct Employment	1393	1345	1298	1306	1329	1432	1470
Government Revenue (million)	7.95	7.74	7.57	7.28	7.33	7.80	7.82
Local Revenue	2.59	2.55	2.51	2.44	2.50	2.74	2.70
State Revenue	5.36	5.19	5.06	4.84	4.82	5.05	5.12
Overnight Visitor Volume (thousand)							
Party Trips	129.28	127.59	123.03	119.72	119.10	125.66	122.94
Party Nights	310.50	306.63	296.27	289.25	288.32	303.01	296.41
Person Trips	343.31	339.06	327.78	319.48	317.86	334.20	327.68
Person Nights	822.95	813.22	787.53	769.98	767.48	803.92	788.19
Average Overnight Spending							
per Party Trip	471.02	485.55	487.58	485.13	482.65	477.71	488.63
per Party Night	196.11	202.03	202.49	200.79	199.37	198.11	202.66
per Person Trip	177.37	182.71	183.02	181.79	180.84	179.62	183.32
per Person Night	73.99	76.18	76.17	75.43	74.90	74.67	76.21

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

Note: Due to the high proportion of gaming activity. Average Overnight Spending may be higher than usual.

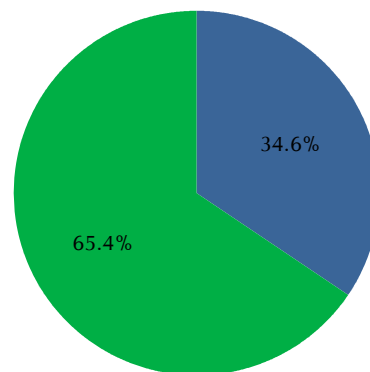
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



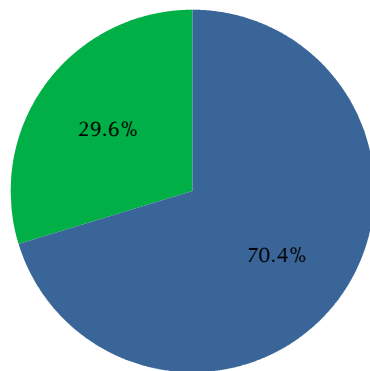
Stephens County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	54.83	58.12	63.89	70.08	77.02	69.44	59.99
Other Travel*	5.94	7.44	7.43	8.10	7.53	5.72	5.56
Visitor Spending	48.88	50.68	56.46	61.97	69.49	63.72	54.44
Overnight	34.14	35.40	39.89	44.30	50.48	46.01	38.32
Day	14.75	15.28	16.57	17.68	19.01	17.71	16.11
Visitor Spending	48.88	50.68	56.46	61.97	69.49	63.72	54.44
Non-transportation	40.64	41.06	46.29	51.13	58.30	55.36	47.09
Transportation	8.24	9.62	10.17	10.84	11.19	8.36	7.35
Total Direct Earnings (million)	12.62	12.90	14.62	16.20	18.21	18.20	16.39
Total Direct Employment	878	871	937	1035	1138	1127	1014
Government Revenue (million)	4.43	4.45	5.02	5.57	6.34	6.01	5.11
Local Revenue	1.84	1.86	2.16	2.44	2.86	2.71	2.24
State Revenue	2.59	2.59	2.86	3.13	3.48	3.30	2.87
Overnight Visitor Volume (thousand)							
Party Trips	111.40	110.44	118.46	125.31	135.14	127.48	113.23
Party Nights	268.34	266.38	283.83	298.10	318.06	300.70	271.27
Person Trips	282.16	279.77	299.58	316.70	341.30	322.48	286.89
Person Nights	677.56	672.64	715.71	751.32	801.31	758.81	685.30
Average Overnight Spending							
per Party Trip	306.44	320.56	336.79	353.48	373.51	360.89	338.45
per Party Night	127.22	132.91	140.55	148.59	158.70	152.99	141.27
per Person Trip	120.99	126.55	133.17	139.87	147.89	142.66	133.58
per Person Night	50.38	52.63	55.74	58.96	62.99	60.63	55.92

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

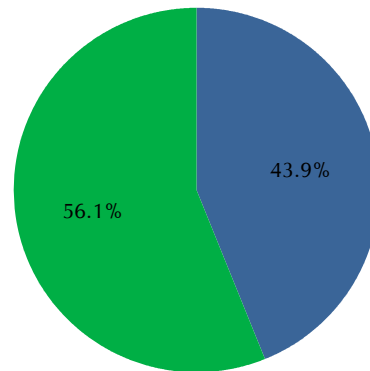
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



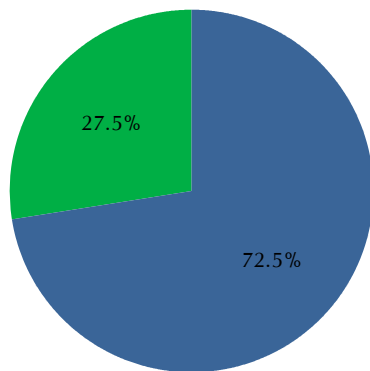
Texas County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	30.96	35.00	37.41	40.65	42.19	39.37	34.89
Other Travel*	2.56	3.27	3.32	3.43	3.18	2.14	2.01
Visitor Spending	28.40	31.73	34.09	37.22	39.01	37.22	32.88
Overnight	20.36	22.89	24.76	27.18	28.69	27.35	23.84
Day	8.04	8.84	9.33	10.04	10.32	9.87	9.04
Visitor Spending	28.40	31.73	34.09	37.22	39.01	37.22	32.88
Non-transportation	24.22	26.55	28.75	31.48	33.35	32.85	28.99
Transportation	4.18	5.18	5.35	5.74	5.65	4.37	3.89
Total Direct Earnings (million)	7.28	8.04	8.78	9.52	10.04	10.11	9.37
Total Direct Employment	479	529	553	613	666	651	592
Government Revenue (million)	2.75	2.99	3.23	3.52	3.72	3.64	3.22
Local Revenue	1.29	1.41	1.54	1.68	1.79	1.76	1.53
State Revenue	1.46	1.58	1.69	1.84	1.93	1.88	1.68
Overnight Visitor Volume (thousand)							
Party Trips	60.40	63.94	66.57	70.75	72.43	70.33	63.30
Party Nights	141.63	149.24	154.83	163.97	167.09	162.19	147.43
Person Trips	149.32	158.10	164.66	175.02	179.27	174.13	156.63
Person Nights	349.19	368.08	381.99	404.59	412.56	400.60	363.86
Average Overnight Spending							
per Party Trip	337.04	358.08	371.87	384.11	396.17	388.95	376.60
per Party Night	143.74	153.40	159.89	165.74	171.72	168.65	161.70
per Person Trip	136.33	144.81	150.34	155.28	160.06	157.09	152.20
per Person Night	58.30	62.20	64.81	67.17	69.55	68.28	65.52

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

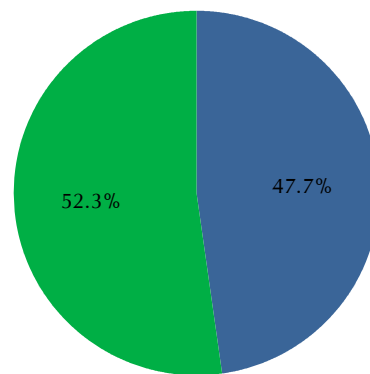
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



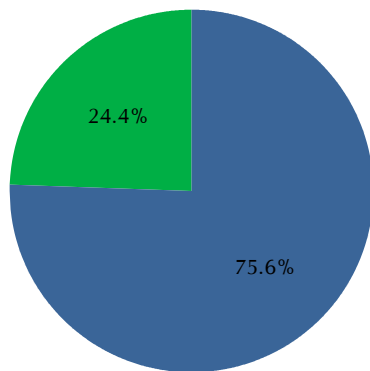
Tillman County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	5.64	6.30	6.30	6.36	6.23	5.52	5.32
Other Travel*	0.98	1.23	1.20	1.20	1.11	0.75	0.70
Visitor Spending	4.66	5.07	5.10	5.16	5.11	4.77	4.62
Overnight	3.49	3.82	3.87	3.92	3.89	3.62	3.49
Day	1.16	1.25	1.23	1.24	1.22	1.14	1.13
Visitor Spending	4.66	5.07	5.10	5.16	5.11	4.77	4.62
Non-transportation	3.59	3.79	3.85	3.91	3.94	3.87	3.76
Transportation	1.07	1.28	1.25	1.25	1.18	0.89	0.86
Total Direct Earnings (million)	1.26	1.34	1.38	1.39	1.39	1.41	1.43
Total Direct Employment	87	91	96	97	94	92	93
Government Revenue (million)	0.42	0.46	0.46	0.47	0.47	0.45	0.44
Local Revenue	0.16	0.18	0.19	0.19	0.19	0.19	0.18
State Revenue	0.27	0.28	0.28	0.28	0.28	0.27	0.26
Overnight Visitor Volume (thousand)							
Party Trips	17.13	17.42	17.05	16.88	16.60	16.13	15.75
Party Nights	39.53	40.07	39.12	38.69	38.05	37.01	36.27
Person Trips	42.66	43.38	42.49	42.10	41.42	40.26	39.33
Person Nights	98.57	99.92	97.64	96.62	95.06	92.52	90.70
Average Overnight Spending							
per Party Trip	203.98	219.51	226.81	232.35	234.45	224.72	221.58
per Party Night	88.40	95.42	98.84	101.38	102.29	97.91	96.21
per Person Trip	81.91	88.15	90.99	93.17	93.97	90.02	88.74
per Person Night	35.45	38.27	39.60	40.60	40.95	39.17	38.48

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

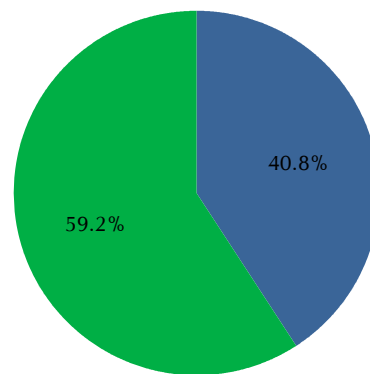
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



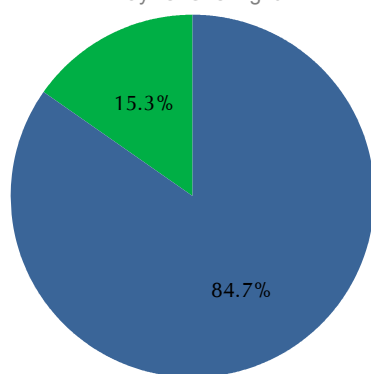
Tulsa County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	1,190.86	1,288.73	1,291.91	1,325.94	1,373.57	1,334.63	1,341.85
Other Travel*	475.50	521.78	484.01	478.01	485.52	465.09	461.17
Visitor Spending	715.36	766.95	807.89	847.94	888.04	869.54	880.69
Overnight	600.85	643.56	679.00	714.15	750.10	736.70	745.90
Day	114.51	123.39	128.89	133.79	137.94	132.84	134.79
Visitor Spending	715.36	766.95	807.89	847.94	888.04	869.54	880.69
Non-transportation	582.37	613.60	649.61	682.80	720.82	726.70	736.10
Transportation	132.99	153.36	158.28	165.13	167.22	142.84	144.58
Total Direct Earnings (million)	261.36	268.26	255.71	255.93	266.39	286.08	305.17
Total Direct Employment	11563	11611	11222	11375	11644	12268	12806
Government Revenue (million)	78.11	81.37	83.81	87.08	91.40	92.19	93.37
Local Revenue	35.75	37.57	38.72	40.16	42.43	43.04	43.39
State Revenue	42.36	43.80	45.09	46.92	48.97	49.15	49.98
Overnight Visitor Volume (thousand)							
Party Trips	1,360.22	1,398.61	1,444.45	1,481.04	1,524.17	1,513.79	1,526.34
Party Nights	3,288.88	3,366.95	3,464.44	3,542.81	3,639.01	3,615.53	3,642.70
Person Trips	3,182.78	3,283.17	3,397.92	3,490.12	3,591.42	3,570.57	3,606.00
Person Nights	7,513.91	7,724.78	7,969.62	8,168.45	8,387.31	8,345.31	8,427.48
Average Overnight Spending							
per Party Trip	441.73	460.14	470.08	482.19	492.14	486.66	488.69
per Party Night	182.69	191.14	195.99	201.58	206.13	203.76	204.77
per Person Trip	188.78	196.02	199.83	204.62	208.86	206.33	206.85
per Person Night	79.96	83.31	85.20	87.43	89.43	88.28	88.51

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

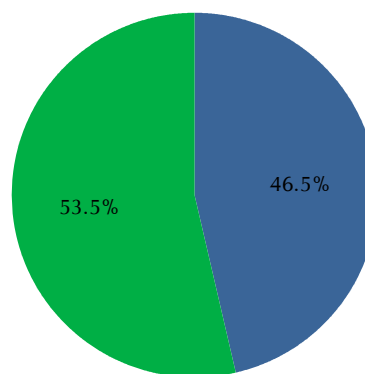
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



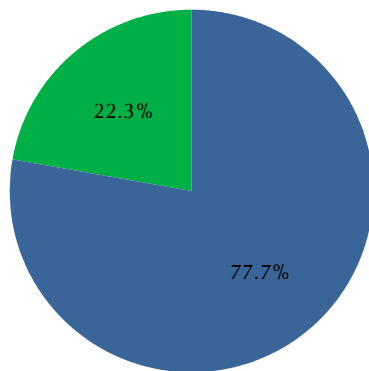
Wagoner County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	53.28	58.07	60.05	61.60	60.63	56.15	55.73
Other Travel*	10.01	12.39	13.09	12.80	11.40	7.64	7.16
Visitor Spending	43.27	45.68	46.96	48.81	49.24	48.51	48.57
Overnight	33.51	35.34	36.32	37.81	38.21	37.71	37.73
Day	9.76	10.34	10.64	11.00	11.03	10.80	10.84
Visitor Spending	43.27	45.68	46.96	48.81	49.24	48.51	48.57
Non-transportation	35.57	36.55	37.81	39.40	40.23	41.41	41.59
Transportation	7.70	9.14	9.15	9.41	9.00	7.09	6.98
Total Direct Earnings (million)	12.41	12.85	13.68	13.92	13.90	14.49	15.22
Total Direct Employment	786	794	782	830	807	844	856
Government Revenue (million)	4.03	4.10	4.24	4.38	4.41	4.47	4.51
Local Revenue	1.53	1.56	1.63	1.68	1.70	1.76	1.76
State Revenue	2.50	2.54	2.61	2.70	2.71	2.72	2.75
Overnight Visitor Volume (thousand)							
Party Trips	117.29	118.18	119.79	122.22	122.11	123.44	123.14
Party Nights	303.96	306.02	310.05	315.84	315.33	318.54	317.65
Person Trips	286.59	289.20	293.27	299.33	298.93	302.42	302.05
Person Nights	727.48	734.04	744.33	758.91	756.98	765.74	764.83
Average Overnight Spending							
per Party Trip	285.72	299.02	303.23	309.34	312.93	305.51	306.39
per Party Night	110.25	115.47	117.15	119.70	121.18	118.39	118.78
per Person Trip	116.93	122.19	123.85	126.30	127.83	124.70	124.91
per Person Night	46.07	48.14	48.80	49.82	50.48	49.25	49.33

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

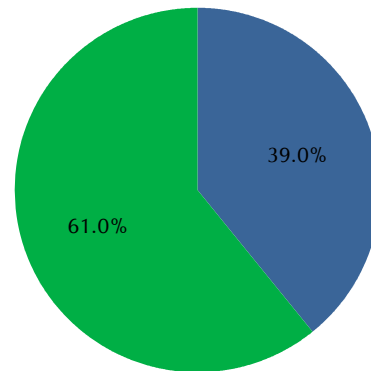
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



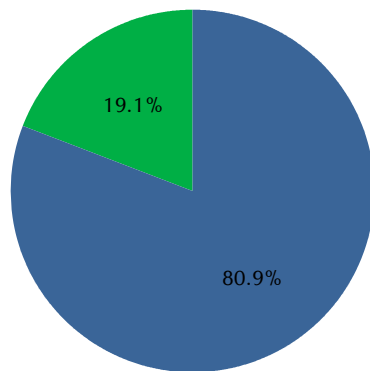
Washington County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	54.64	62.70	74.42	72.86	72.88	64.78	65.62
Other Travel*	8.08	8.91	8.99	9.13	8.28	6.04	5.79
Visitor Spending	46.56	53.80	65.43	63.73	64.60	58.74	59.83
Overnight	36.85	42.91	53.11	51.74	52.49	47.65	48.43
Day	9.71	10.88	12.32	11.99	12.11	11.09	11.40
Visitor Spending	46.56	53.80	65.43	63.73	64.60	58.74	59.83
Non-transportation	37.27	42.11	52.21	50.92	52.24	49.47	50.50
Transportation	9.29	11.68	13.22	12.81	12.36	9.27	9.33
Total Direct Earnings (million)	13.65	15.07	16.61	16.25	16.98	16.56	17.67
Total Direct Employment	807	869	927	903	944	900	954
Government Revenue (million)	4.55	5.07	6.15	6.00	6.13	5.75	5.86
Local Revenue	1.96	2.23	2.81	2.72	2.80	2.62	2.66
State Revenue	2.59	2.84	3.34	3.28	3.33	3.13	3.20
Overnight Visitor Volume (thousand)							
Party Trips	138.17	147.52	167.19	159.98	160.98	152.69	155.62
Party Nights	304.81	322.89	360.35	345.12	347.74	331.23	337.94
Person Trips	341.89	365.17	414.29	396.68	399.00	378.47	385.52
Person Nights	753.30	798.29	891.79	854.66	860.82	820.04	836.14
Average Overnight Spending							
per Party Trip	266.72	290.90	317.64	323.41	326.09	312.08	311.19
per Party Night	120.90	132.90	147.38	149.92	150.96	143.86	143.30
per Person Trip	107.79	117.51	128.19	130.43	131.57	125.90	125.61
per Person Night	48.92	53.76	59.55	60.54	60.98	58.11	57.92

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

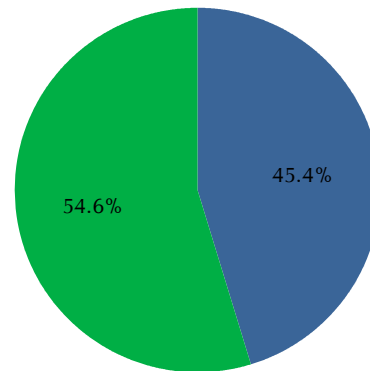
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



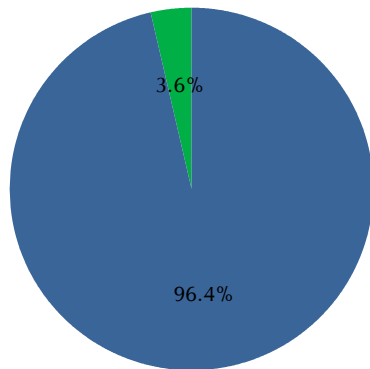
Washita County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	7.21	8.10	8.20	8.35	8.12	7.16	6.96
Other Travel*	1.43	1.79	1.80	1.83	1.69	1.16	1.09
Visitor Spending	5.78	6.30	6.40	6.52	6.43	6.00	5.87
Overnight	5.48	5.93	6.04	6.16	6.10	5.77	5.66
Day	0.30	0.37	0.36	0.36	0.33	0.23	0.21
Visitor Spending	5.78	6.30	6.40	6.52	6.43	6.00	5.87
Non-transportation	4.13	4.32	4.44	4.55	4.58	4.60	4.52
Transportation	1.65	1.98	1.95	1.98	1.85	1.40	1.35
Total Direct Earnings (million)	1.47	1.55	1.61	1.64	1.64	1.59	1.63
Total Direct Employment	118	133	149	141	135	138	133
Government Revenue (million)	0.50	0.52	0.53	0.54	0.53	0.52	0.52
Local Revenue	0.16	0.17	0.18	0.18	0.18	0.18	0.17
State Revenue	0.34	0.35	0.35	0.36	0.36	0.34	0.34
Overnight Visitor Volume (thousand)							
Party Trips	25.81	26.06	25.95	26.05	25.55	25.35	25.01
Party Nights	60.06	60.54	60.23	60.44	59.28	58.87	58.19
Person Trips	65.59	66.21	65.97	66.21	65.02	64.52	63.69
Person Nights	152.67	153.87	153.17	153.69	150.90	149.91	148.25
Average Overnight Spending							
per Party Trip	212.29	227.62	232.57	236.52	238.64	227.53	226.24
per Party Night	91.24	97.98	100.20	101.93	102.87	97.97	97.24
per Person Trip	83.53	89.58	91.49	93.05	93.79	89.39	88.84
per Person Night	35.89	38.55	39.40	40.08	40.41	38.47	38.17

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

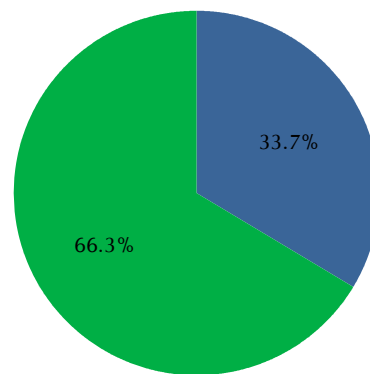
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



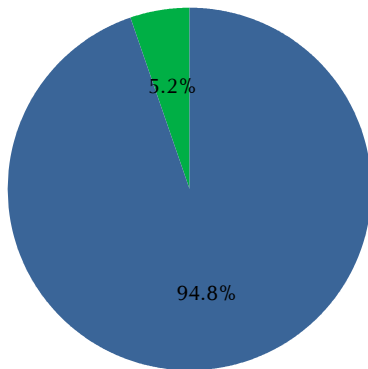
Woods County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	12.95	15.57	17.89	25.34	34.16	29.32	19.68
Other Travel*	1.86	2.31	1.87	1.95	1.70	1.35	1.33
Visitor Spending	11.09	13.26	16.02	23.39	32.46	27.97	18.34
Overnight	10.41	12.49	15.15	22.23	30.97	26.69	17.40
Day	0.68	0.77	0.88	1.16	1.48	1.29	0.95
Visitor Spending	11.09	13.26	16.02	23.39	32.46	27.97	18.34
Non-transportation	8.87	10.43	12.86	19.15	27.17	24.13	15.64
Transportation	2.21	2.83	3.17	4.24	5.29	3.84	2.71
Total Direct Earnings (million)	3.12	3.72	4.30	6.19	8.45	7.72	5.36
Total Direct Employment	198	224	255	362	480	430	295
Government Revenue (million)	1.10	1.29	1.58	2.35	3.32	2.93	1.88
Local Revenue	0.52	0.62	0.78	1.20	1.74	1.53	0.95
State Revenue	0.58	0.67	0.79	1.15	1.58	1.40	0.93
Overnight Visitor Volume (thousand)							
Party Trips	35.01	38.21	43.41	57.96	75.67	67.64	48.00
Party Nights	76.83	82.79	92.70	120.45	154.26	138.90	101.71
Person Trips	90.89	98.90	111.89	148.25	192.49	172.77	123.72
Person Nights	200.29	215.17	239.94	309.27	393.77	356.20	263.32
Average Overnight Spending							
per Party Trip	297.39	326.82	348.94	383.50	409.32	394.54	362.41
per Party Night	135.50	150.85	163.39	184.55	200.79	192.11	171.02
per Person Trip	114.53	126.27	135.38	149.95	160.92	154.46	140.60
per Person Night	51.98	58.04	63.13	71.87	78.66	74.92	66.06

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

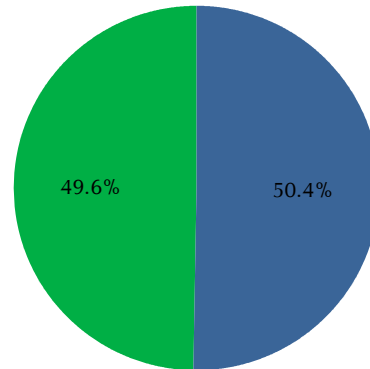
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



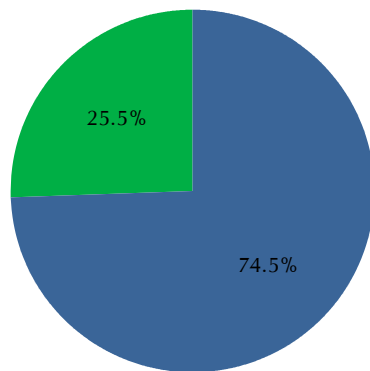
Woodward County Travel Impacts and Visitor Volume, 2010-2016

	2010	2011	2012	2013	2014	2015	2016
Direct Economic Impacts							
Total Direct Spending (million)	45.94	59.90	74.48	67.45	69.30	63.13	48.53
Other Travel*	2.85	3.58	3.69	3.85	3.48	2.58	2.48
Visitor Spending	43.10	56.32	70.79	63.60	65.82	60.56	46.05
Overnight	32.18	42.79	54.51	48.71	50.45	46.23	34.33
Day	10.92	13.53	16.29	14.89	15.37	14.33	11.72
Visitor Spending	43.10	56.32	70.79	63.60	65.82	60.56	46.05
Non-transportation	37.03	47.74	60.63	54.40	56.78	53.73	40.71
Transportation	6.07	8.58	10.17	9.20	9.05	6.82	5.34
Total Direct Earnings (million)	11.20	12.79	13.59	12.11	12.35	12.02	9.70
Total Direct Employment	664	725	739	656	697	667	517
Government Revenue (million)	4.26	5.37	6.69	6.10	6.63	6.24	4.71
Local Revenue	2.09	2.69	3.41	3.15	3.61	3.39	2.50
State Revenue	2.17	2.68	3.28	2.95	3.02	2.85	2.21
Overnight Visitor Volume (thousand)							
Party Trips	80.54	97.21	116.21	103.94	106.27	100.20	79.70
Party Nights	183.83	218.40	258.18	232.44	237.97	225.10	182.66
Person Trips	202.28	243.90	291.34	260.78	266.49	251.46	200.20
Person Nights	461.13	547.47	646.72	582.73	596.22	564.39	458.24
Average Overnight Spending							
per Party Trip	399.58	440.16	469.03	468.68	474.74	461.37	430.67
per Party Night	175.06	195.91	211.12	209.57	212.00	205.37	187.93
per Person Trip	159.10	175.42	187.09	186.79	189.31	183.84	171.46
per Person Night	69.79	78.15	84.28	83.59	84.62	81.91	74.91

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

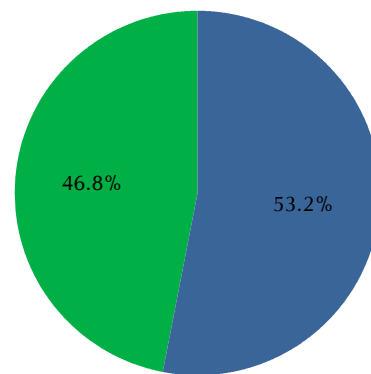
2016 Visitor Spending

Day vs. Overnight



2016 Tax Revenue

State vs. Local



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

2016 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

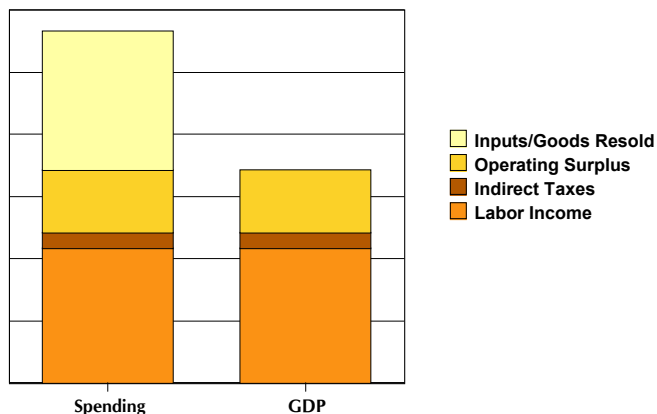
Direct impacts are reported for all counties within Oklahoma. Secondary employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2016. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, 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

- **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

DEFINITION OF TERMS

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 x \$86 = \$56,100,000 (calculated from person-trips)	56.1
Hotel, Motel	160,000 x \$200 = \$32,000,000 (calculated from party-nights)	32.0
Private Home	1,030,000 x \$20 = \$20,600,000 (calculated from person-nights)	20.6
Other Overnight	10,000 x \$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	YEAR	YEAR
Hotel, Motel	160 x 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	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

Room Demand,
Visitor Surveys,
Population,
Inventory/Use
of Campsites &
Second Homes,
Visitor air
arrivals

Visitor Volume
(Travel Party Days by
Type of
Accommodation)

ECONOMIC IMPACTS OF TRAVEL

Accommodation
Sales,
Visitor Surveys,
Airlines

Visitor Spending
(Type of
Accommodation and
Type of Commodity)

Point of Sale Taxes
(Sales and Excise Taxes
associated with Visitor
Spending)

*Note: Receipts equals
Spending less
POS Taxes*

Business Receipts
(not reported)

Business Taxes
(Taxes on business
income or receipts)

Ratio of
Earnings to
Receipts for
relevant
Industry

Earnings
(By Industry)

Personal Taxes
(Local, state and
federal income and
payroll taxes)

Average
Annual
Earnings per
job for
relevant
industry

Employment
(By Industry)

*Note: Most estimates of taxes
are based on implicit tax rates
applied to visitor spending,
business receipts, and
employee earnings. Lodging
tax receipts reflect actual tax
collections.*

TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487) Miscellaneous Industries (see note* *)
Retail	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)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Travel Arrangement Services	Travel Arrangement and Reservation Services (5615)

Notes: *Government enterprises (e.g., park systems) are included in this classification.
 ** Includes parts of industries in other sectors (e.g., accommodation, charter bus).
 A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.

Oklahoma Earnings and Employment by Industry Sector, 2015

Industry Sector	Earnings (\$Billion)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented				
Agriculture, Forestry, Fi	2.27	1.77%	86	3.76%
Mining	13.86	10.82%	130	5.69%
Manufacturing	10.46	8.16%	149	6.50%
	26.59		365	
Primarily Non Export-Oriented				
Construction	7.77	6.06%	129	5.66%
Utilities	1.64	1.28%	12	0.54%
Wholesale trade	4.84	3.78%	69	3.01%
Retail trade	7.25	5.66%	233	10.18%
Real estate and rental ar	2.14	1.67%	81	3.56%
Management of compar	1.75	1.36%	22	0.94%
Administrative and was	4.73	3.69%	135	5.91%
Other services, except p	4.16	3.25%	127	5.56%
Government and govern	22.46	17.54%	373	16.29%
	56.74		1,182	
Mixed				
Transportation and war	14.22	11.10%	67	2.95%
Information	1.89	1.47%	27	1.16%
Finance and insurance	4.40	3.44%	98	4.30%
Professional and techn	6.64	5.18%	110	4.82%
Educational services	0.91	0.71%	31	1.34%
Health care and social a	12.18	9.51%	216	9.44%
Leisure and Hospitality	4.52	3.53%	192	8.38%
	44.76		741	
**Oklahoma Total	128.1		2,288	

**Travel is not included because it is represented in other sectors (primarily leisure and hospitality, transportation, and retail trade). The values for travel are \$2.1 billion in earnings, and 98 thousand jobs. 1.6 percent and 4.2 percent respectively of the Oklahoma total.

Industry Groups for Secondary Impacts

Accommodation & Food Services

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

Arts, Entertainment & Recreation

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

Wholesale & Retail Trade

- Building material and garden supply stores
- Clothing and clothing accessories stores
- Electronics and appliance stores
- Food and beverage stores
- Furniture and home furnishings stores
- Gasoline stations
- General merchandise stores
- Health and personal care stores
- Miscellaneous store retailers
- Motor vehicle and parts dealers
- Nonstore retailers
- Sporting goods, hobby, book and music stores
- Wholesale trade

Transportation

- Air transportation
- Automotive equipment rental and leasing
- Automotive repair and maintenance, except car washes
- Couriers and messengers
- Rail transportation
- Transit and ground passenger transportation
- Travel arrangement and reservation services
- Truck transportation
- Warehousing and storage
- Water transportation

Professional Services

Accounting and bookkeeping services
Advertising and related services
All other miscellaneous professional and technical services
Architectural and engineering services
Book publishers
Cable networks and program distribution
Child day care services
Civic, social, professional and similar organizations
Colleges, universities, and junior colleges
Computer systems design services
Custom computer programming services
Data processing services
Database, directory, and other publishers
Elementary and secondary schools
Environmental and other technical consulting services
Grantmaking and giving and social advocacy organizations
Home health care services
Hospitals
Information services
Legal services
Management consulting services
Management of companies and enterprises
Motion picture and video industries
Newspaper publishers
Nursing and residential care facilities
Offices of physicians, dentists, and other health practitioners
Other ambulatory health care services
Other computer related services, including facilities management
Other educational services
Periodical publishers
Photographic services
Radio and television broadcasting
Religious organizations
Scientific research and development services
Social assistance, except child day care services
Software publishers
Sound recording industries
Specialized design services
Telecommunications
Veterinary services

Other Services

- Business support services
- Car washes
- Commercial machinery repair and maintenance
- Death care services
- Drycleaning and laundry services
- Electronic equipment repair and maintenance
- Employment services
- Facilities support services
- General and consumer goods rental except video tapes and discs
- Household goods repair and maintenance
- Investigation and security services
- Lessors of nonfinancial intangible assets
- Machinery and equipment rental and leasing
- Office administrative services
- Other personal services
- Other support services
- Personal care services
- Private households
- Services to buildings and dwellings
- Video tape and disc rental
- Waste management and remediation services

Government

- Federal electric utilities
- Federal Military
- Federal Non-Military
- Other Federal Government enterprises
- Other State and local government enterprises
- Postal service
- State & Local Education
- State & Local Non-Education
- State and local government electric utilities
- State and local government passenger transit

Construction

- Commercial and institutional buildings
- Highway, street, bridge, and tunnel construction
- Maintenance and repair of farm and nonfarm residential structures
- Maintenance and repair of highways, streets, bridges, and tunnels
- Maintenance and repair of nonresidential buildings
- Manufacturing and industrial buildings
- New farm housing units and additions and alterations
- New multifamily housing structures, nonfarm
- New residential 1-unit structures, nonfarm
- New residential additions and alterations, nonfarm
- Other maintenance and repair construction
- Other new construction
- Water, sewer, and pipeline construction

Finance, Ins., & Real Estate

Funds, trusts, and other financial vehicles
Insurance agencies, brokerages, and related
Insurance carriers
Monetary authorities and depository credit intermediation
Nondepository credit intermediation and related activities
Real estate
Securities, commodity contracts, investments

Mining & Manufacturing

all mining & manufacturing industries except for food processing

Agriculture & Food Processing

farming & manufacturing industries in food processing