



OKLAHOMA
Tourism & Recreation

TOURISM

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


2018 IMPACTS



21.5
MILLION
Visitors in 2018

\$9.6 BILLION
direct visitor travel spending

\$708
MILLION
state and local
tax revenue
generated



\$2.4
BILLION
direct earnings
generated by
travel spending



\$710
per household in
state, local, and
federal tax
revenues



103,600
JOBS
direct
employment
generated by
travel spending



Tourism Marketing Yields Tax Revenue:

IN 2019, OTRD'S SPRING ADVERTISING CAMPAIGN INVESTMENT OF \$3.1 MILLION GENERATED:

1.5M in incremental trips **\$218.7M** in visitor spending **\$17.5M** in state and local tax revenue

TAKEAWAYS:

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

OTRD's 2019 spring
marketing campaign
generated:

ROI of 6:1
in state & local taxes

ROI of 70:1
in visitor spending



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