



OKLAHOMA
Tourism & Recreation

TOURISM

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

2019 IMPACTS



20.6
MILLION
Visitors in CY19

\$9.7 BILLION IN 2019

direct visitor travel spending — a record high

\$723
MILLION
state and local
tax revenue
generated



\$470
per household
in tax revenues



\$2.5
BILLION
direct earnings
generated by
travel spending



104,800

JOBS
direct employment
generated by
travel spending



Tourism Marketing Yields Tax Revenue:

#OKHereWeGO

23:1 ROI to date



112,734
HOTEL
BOOKINGS



1.8 Days
AVERAGE
LENGTH OF STAY



189,766
NUMBER OF
TRAVELERS

Digital Advertising Campaign Investment of

\$702,565 = \$17.3M in Projected Lodging Revenue

#OKHereWeGO was developed to mitigate the economic impact of COVID-19 on the Tourism industry, and generated the following results:



16,064
STICKER ORDERS



9,674
BROCHURE ORDERS



27,655
DECAL ORDERS

These metrics all show support and intent to travel in Oklahoma.



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

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