

# TOURISM

## 2020 ACCOMPLISHMENTS

In 2020, OTRD's #OKHereWeGO advertising campaign investment of \$702,565 generated:

#OKHereWeGO Campaign

**\$17.3M** in Projected Lodging Revenue

**23:1 ROI**

**16,064** Sticker orders

**27,655** Decal orders



In 2020, the Oklahoma Fishing Trail advertising campaign investment of \$90,000 generated:

Fishing Trail Campaign

**\$8.2M** in Projected Lodging Revenue

**90:1 ROI**

**50,726**

Users driven to TravelOK.com  
(includes New Users)

**3,000+**

Fishing license orders

**45,000+**

New users driven to  
TravelOK.com



In 2020, the Oklahoma Road Trip advertising campaign investment of \$199,547 generated:

Road Trip Campaign

**\$6.2M** in Projected Lodging Revenue

**30:1 ROI**

**2M**  
Views

(from YouTube Analytics)

**6,961**  
Earned subscribers

**34,000+**  
Hours watched

