



# CY 2020 Oklahoma Visitor Profile & Insights Report

Prepared for the Oklahoma Tourism and Recreation Department | November 2021

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# KEY TAKEAWAYS

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# Key Takeaways

- 1. Travel demand shifted in 2020, playing to Oklahoma's strengths.** In 2020, the coronavirus pandemic caused nationwide shifts in travel demand, with fewer visitors traveling to visit their friends and family and a larger portion traveling for outdoor recreation. This nationwide demand shift was evident among travelers visiting Oklahoma. Although the pandemic caused a decrease in the number of Oklahoma visitors, the portion visiting the state for outdoor recreation increased to 13%, up from 5% the previous year.
- 2. Oklahoma's abundant outdoor opportunities helped boost its domestic market share.** Oklahoma's 11 distinct ecoregions—including towering mesas and plateaus, peaceful prairies, serene beaches, gleaming lakes, and miles of towering forests—presented travelers with abundant outdoor opportunities and catered to the shift in travel demand caused by the pandemic. While Oklahoma's visitor volume fell 17% from the previous year to just under 17.0 million, this decrease was substantially less than the 34% overall reduction in domestic travel. As a result, Oklahoma's market share increased to 1.9% of all domestic travel, up from 1.5% the prior year. This increase is a testament to Oklahoma's strength as a state that offers travelers vast outdoor recreational opportunities.
- 3. Oklahoma's activity mix motivates travel and generates revenue.** Oklahoma's diverse activity offerings will continue to bode well for the state, particularly rural sightseeing and outdoor recreational activities (i.e., camping, fishing and/or visiting any number of Oklahoma's 35 state parks). Activities available in a destination are more than simply something to pass time, they also motivate travel. For Oklahoma, the most lucrative niche activity segment is the Outdoor Recreationalist niche. Travelers in this activity niche who visited Oklahoma, on average spent the most (\$693) in the state, and they represent a sizable portion of Oklahoma's visitors. This combination makes them a higher yielding segment for the Oklahoma Office of Tourism to target.



# OVERVIEW

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# Report Overview

## Brand/History

Oklahoma Tourism & Recreation (OTRD):

- Produce quarterly and annual Oklahoma visitation
- 7<sup>th</sup> report generated for OTRD
- Continuous reporting data collected on travelers via TravelTrak America

## Visitor Type

Visitors to the State of Oklahoma by:

- Overnight
- Day
- Business
- Leisure
- First/Repeat
- Residents
- Non-Residents

## Profile

Visitor Characteristics:

- Source markets: State, DMA
- Demographics: age, children, employment, income, etc.

Trip Characteristics:

- Spending in Oklahoma
- Length of stay
- Travel party
- Activities – including value by niche activity
- Transportation
- Travel timing & planning
- Quarterly trends

## Benefits

Niche Activity Visitor Segments:

- Understand niche visitor segments generating the highest yield within the state

Competitive Analysis:

- Comparison of visitors to competitor states (Arkansas, Kansas, Missouri, and Texas) on market share, intent to visit, length of stay, satisfaction, spending, demographics, etc.

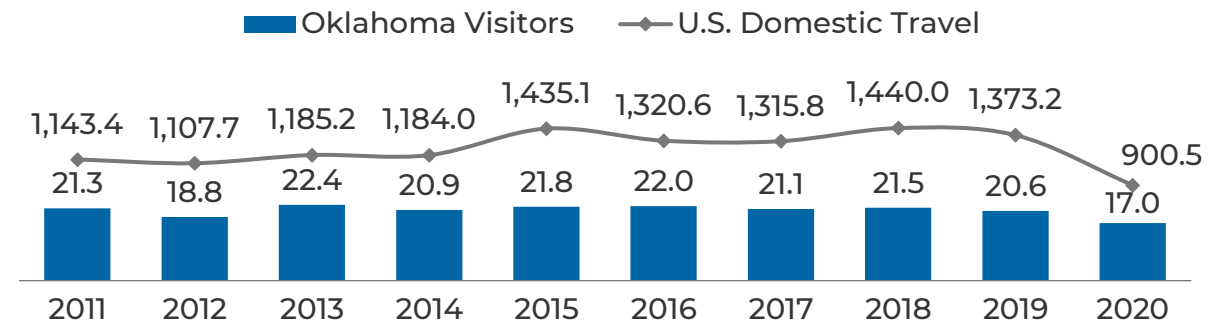


# EXECUTIVE SUMMARY

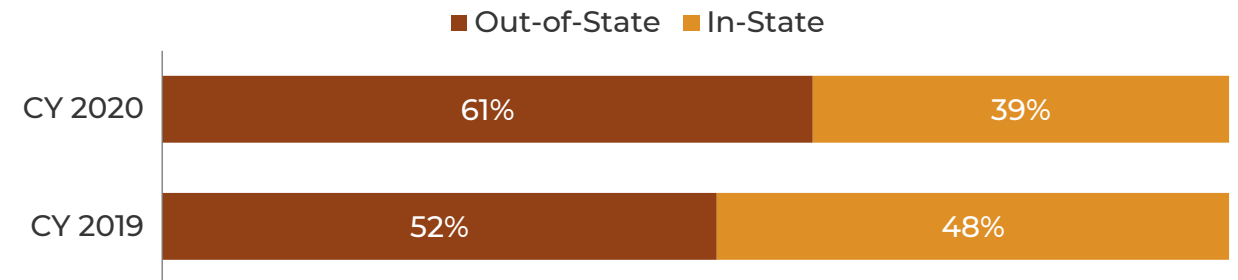
# Oklahoma's visitor volume suffers loss due to COVID but to a lesser extent than the U.S. overall

- Oklahoma's visitor volume fell to 17.0 million during CY 2020 from 20.6 million the previous year. This 17% decrease can be attributed to the coronavirus pandemic. During the same period, domestic travel within the U.S. declined by around 34%.
- The coronavirus outbreak had a negative impact on both in-state and out-of-state Oklahoma visitation, compared to the previous year. However, in-state visitation experienced a much more substantial decline at -32% than out-of-state visitation at -5%.
- Out-of-state travelers accounted for more than half of Oklahoma's total visitor volume at 61%, up from 52% the previous year, with 10.3 million out-of-state residents traveling to the state.
- Nearly 6.7 million Oklahoma residents traveled in their home state, contributing 39% to Oklahoma's total visitor volume.

Domestic Travel Trends within the U.S. and Oklahoma  
(person-trips; in millions)

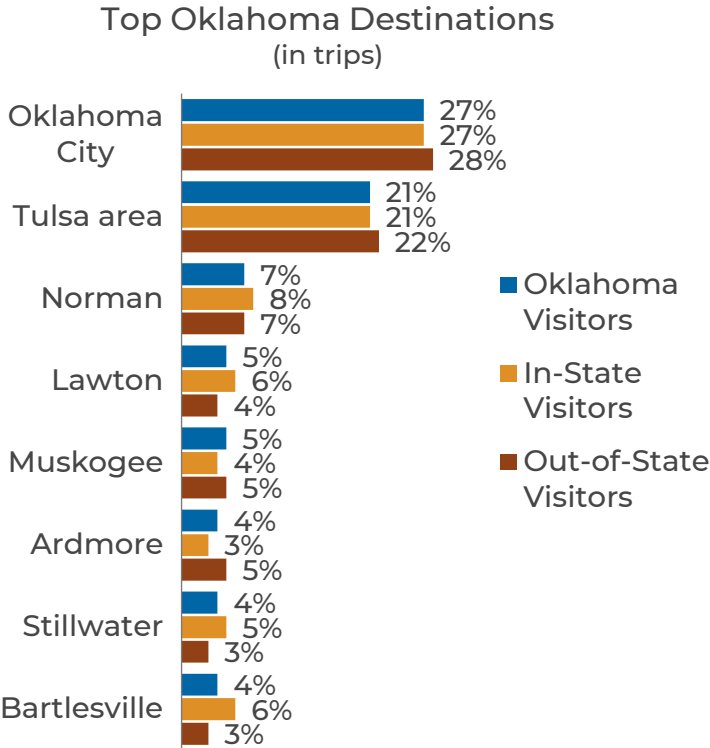
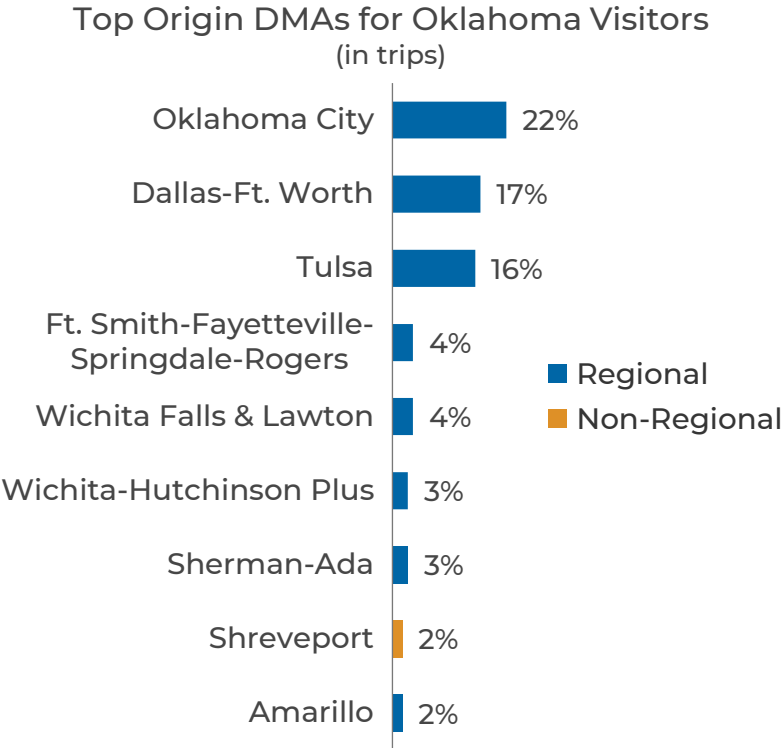
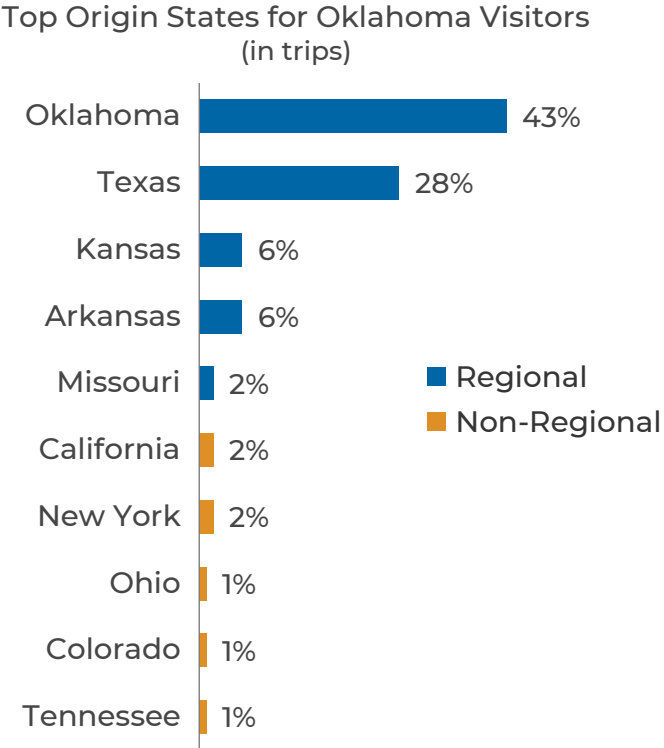


Oklahoma's In-State and Out-of-State Visitors



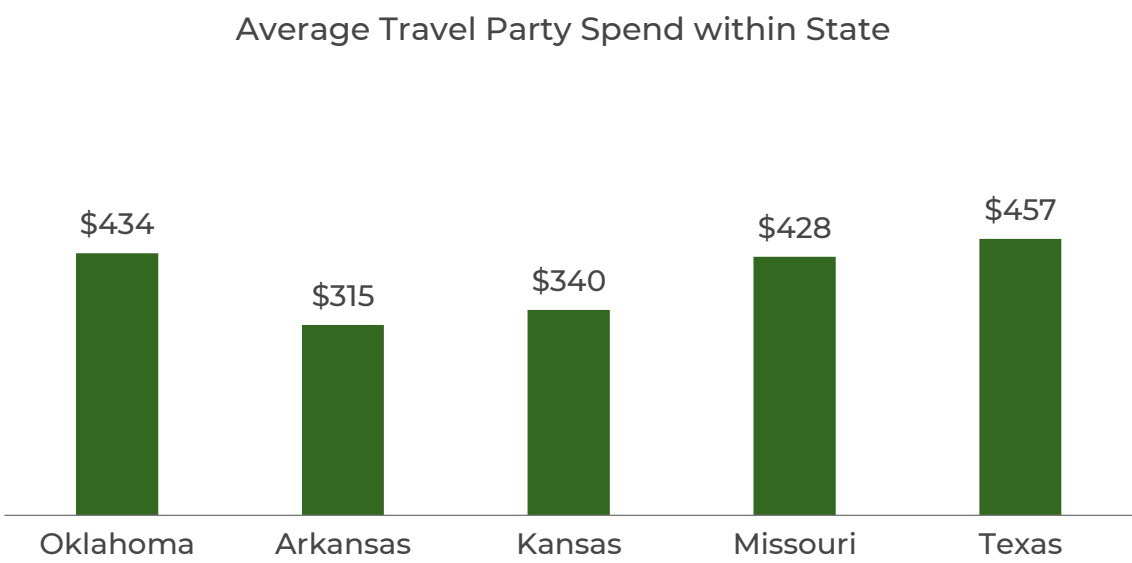
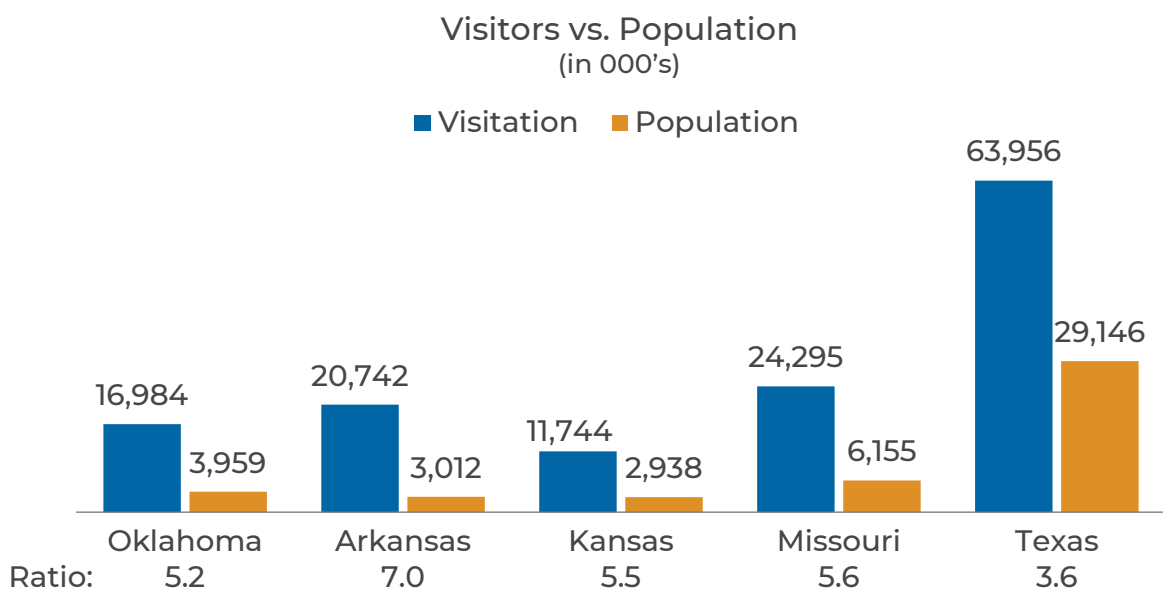
# Proximity influences where visitors travel from and travel to

- Oklahoma draws nearly as many visits from neighboring neighbor states as it does from within the state itself.
- As one would expect, travelers visiting Oklahoma are drawn to the state's largest cities.



# Tourism generates revenue for Oklahoma

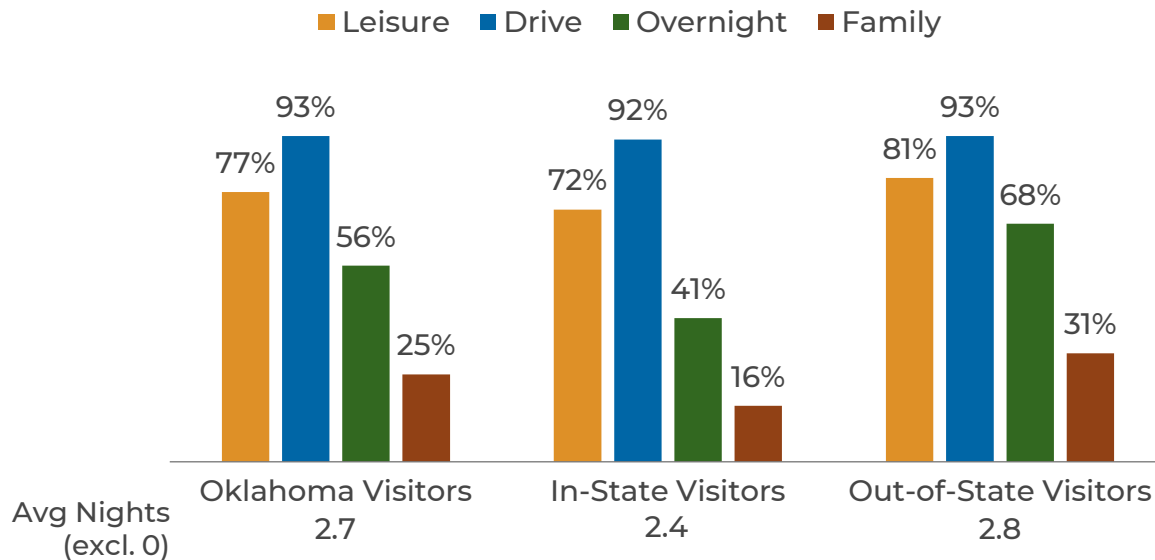
- The ratio of visitation per population helps illustrate the relevance of tourism to Oklahoma.
- With a ratio of 5.2 visitors per resident, Oklahoma lands below most of its neighboring competitors.
- Tourism generates revenue for businesses and in turn, tax revenue (sales/lodging/etc.).
- Although the pandemic resulted in fewer Oklahoma visitors, travel parties spent more in Oklahoma, with average spend in the state increasing from \$343 in 2019 to \$434 in 2020.



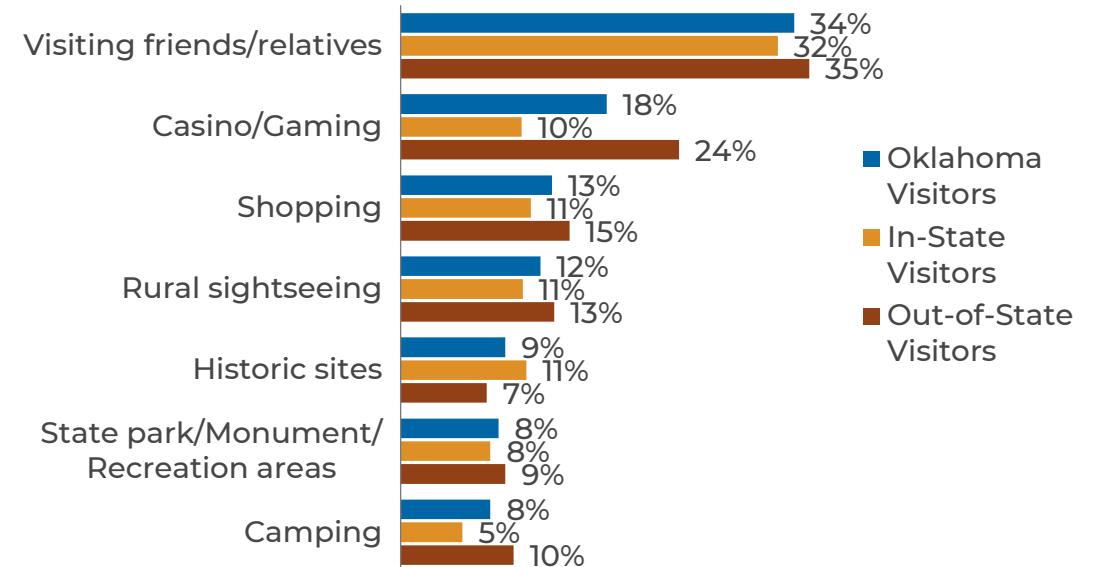
# Most travelers visit Oklahoma for leisure, drive, stay overnight, and many enjoy the state's many outdoor opportunities

- Leisure travel continued to dominate Oklahoma's tourism industry in CY 2020, particularly among out-of-state visitors.
- Oklahoma's out-of-state visitors were more likely to travel with their children and stay overnight than in-state visitors.
- After visiting friends/relatives, casino/gaming was the second most reported activity among Oklahoma visitors; however, out-of-state visitors were more likely to take advantage of Oklahoma's gaming opportunities.

Trip Purpose, Drive\* Visits, Overnight Stays, and Family Travel

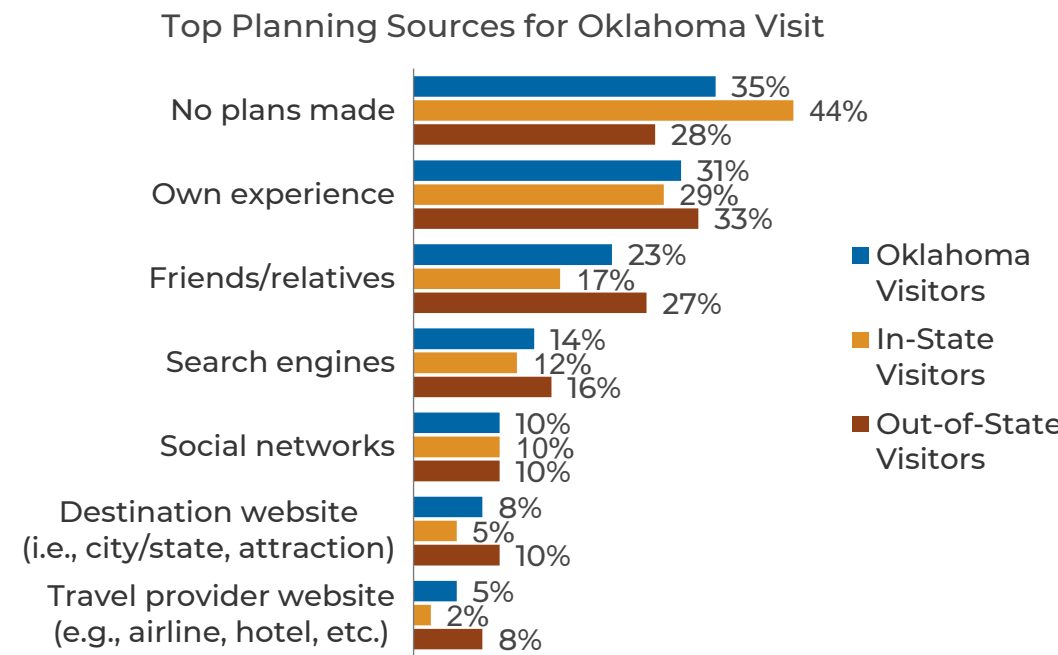
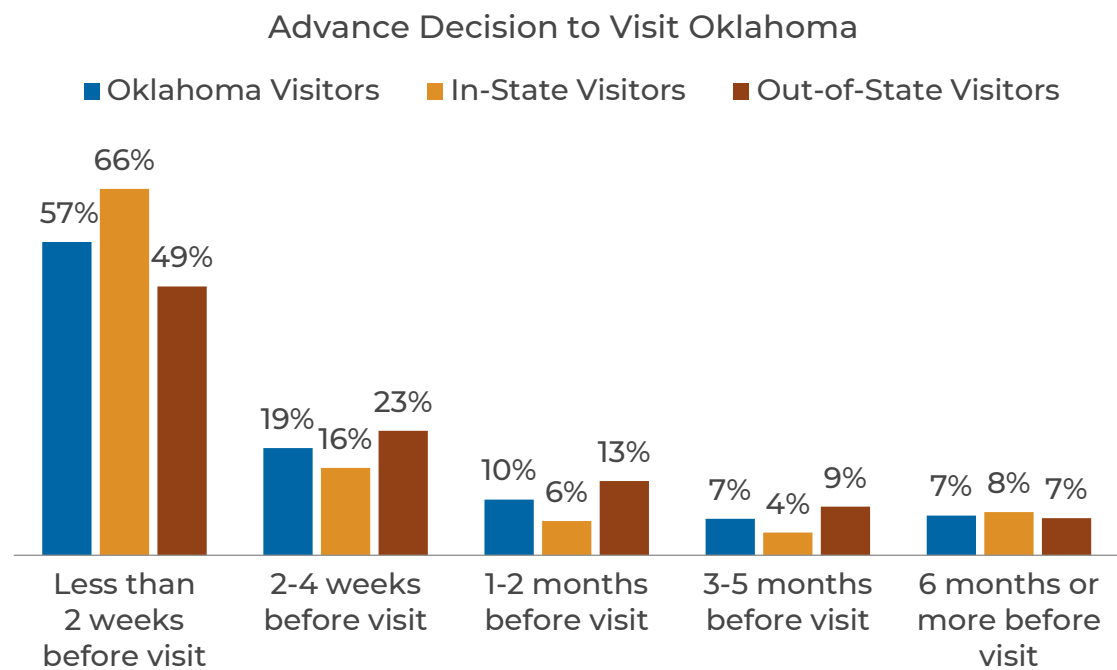


Top Oklahoma Activities\*\*



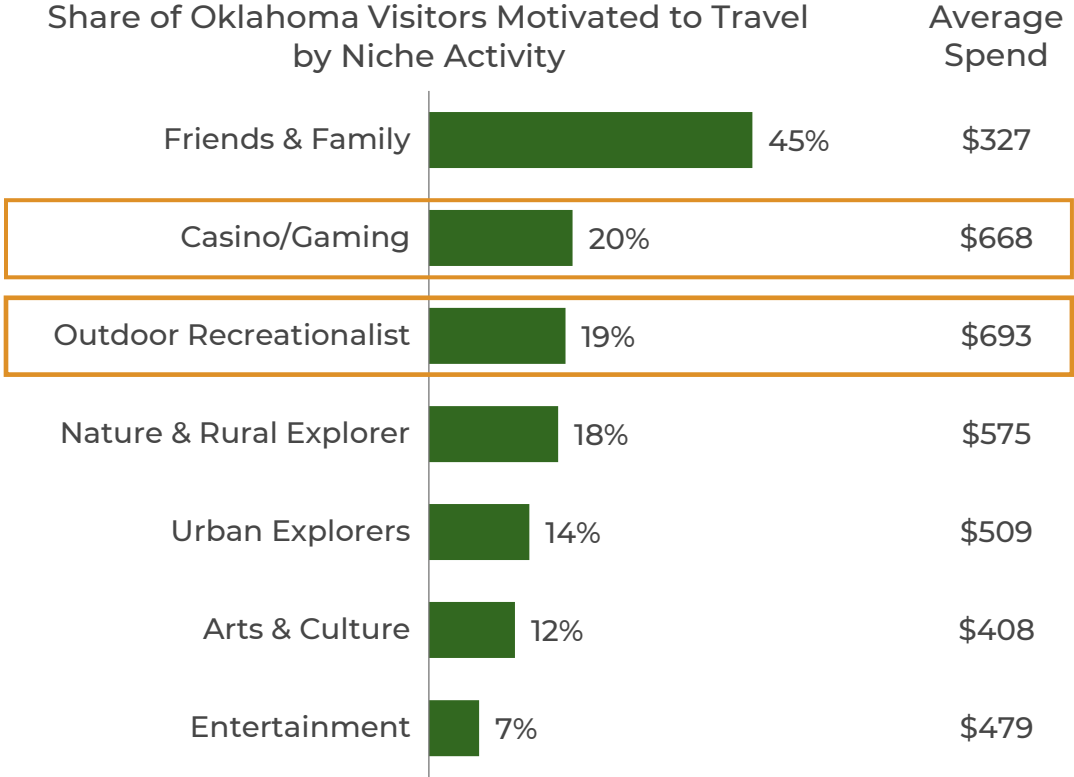
# Distance impacts Oklahoma visitors timing of travel decisions and the sources they use when planning travel

- Most of Oklahoma’s visitors decided on their trip less than 2 weeks before traveling, including those who traveled to Oklahoma from out-of-state.
- Oklahoma’s out-of-state visitors relied more on external trip planning sources, particularly friends/relatives (27%), search engines (16%), and destination websites (10%) than in-state visitors.



# Niche activities motivate travel and generate spend

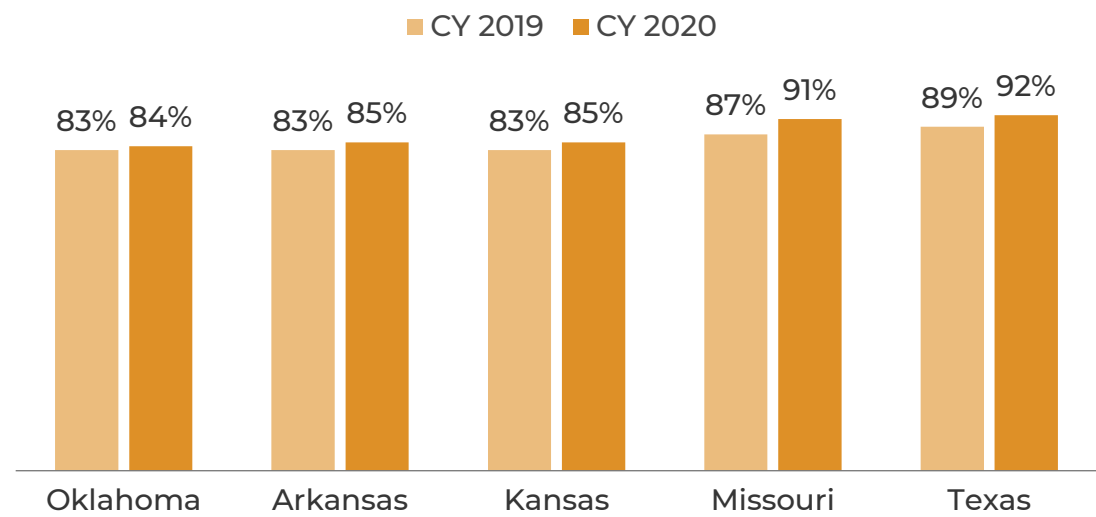
- Travelers who are motivated to visit Oklahoma for niche activities provide value by contributing to total spending in the state.
- The most lucrative niche activity segments for Oklahoma are the Casino/Gaming and the Outdoor Recreationalist niches. Oklahoma’s visitors who are motivated by these activity niches not only represent a sizable portion of Oklahoma’s visitors, but they also spend the most in the state. This combination makes them attractive segments to target.
- Although travelers motivated to visit their friends and/or family in Oklahoma account for the largest share of the state’s visitors, the Friends & Family niche activity segment has the lowest average trip spend in the state at \$327, making them a much less lucrative target.



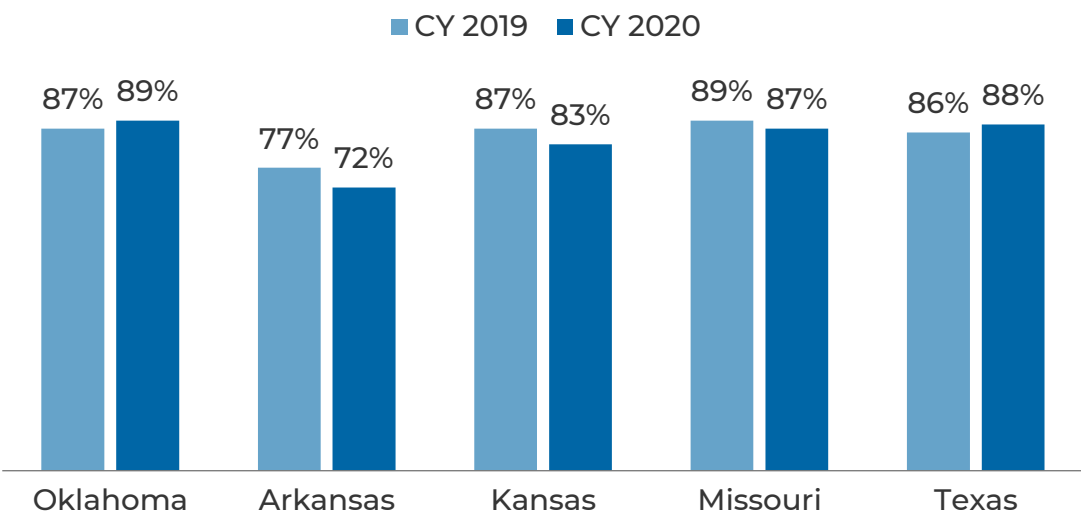
# Oklahoma sends leisure visitors home happy, which can help encourage their desire to return

- Satisfaction runs high among leisure visitors to Oklahoma and its neighboring competitors, with more than four out of five Oklahoma visitors reporting being very or extremely satisfied with their visit.
- Oklahoma benefits from a high portion of repeat visits among leisure overnight travelers, with 89% having visited before within the past five years—a positive indication of Oklahoma's ability to retain leisure travelers to the state.

Satisfaction with Leisure Visit to Regional States  
(% Extremely/Very Satisfied)



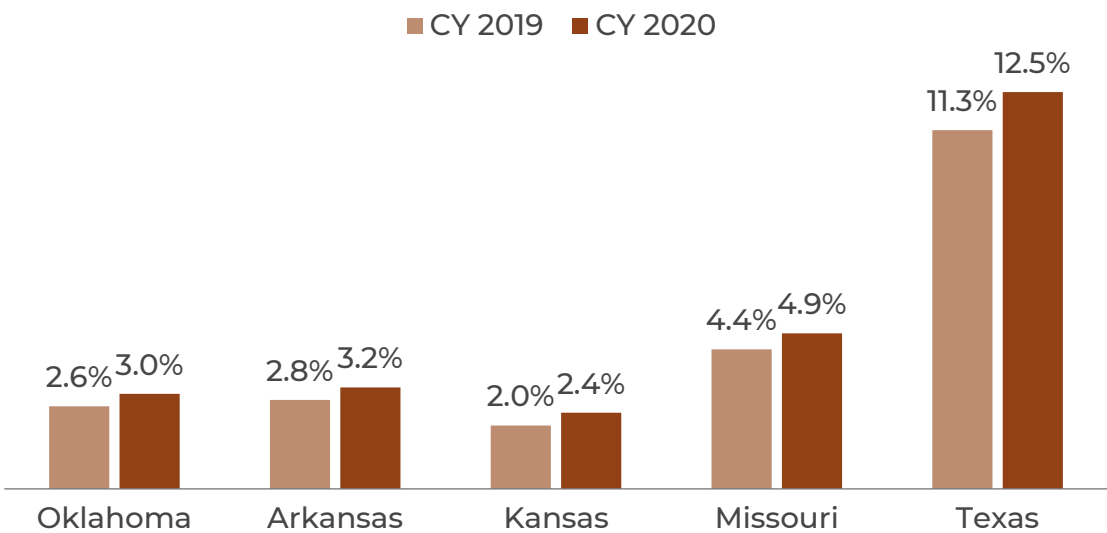
Repeat Leisure Overnight Visits to Regional States  
(% visiting before within past 5 years)



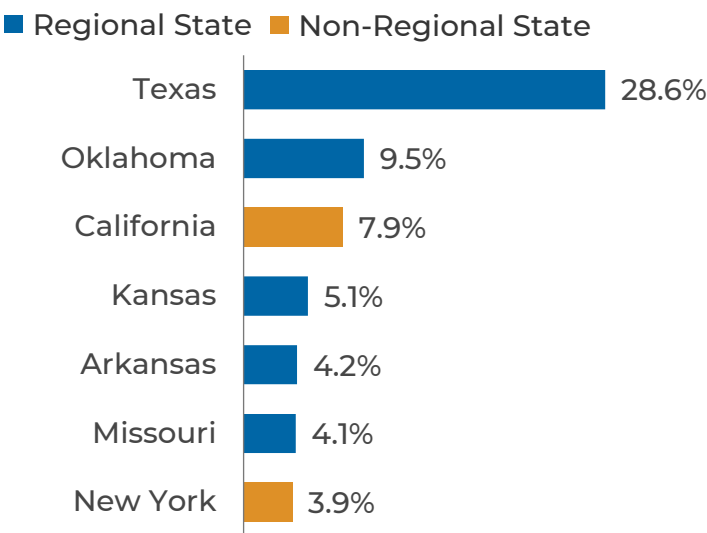
# Leisure travel intention increases for Oklahoma as well as its competitors

- Pent up travel demand, following the coronavirus pandemic that brought travel to a grinding halt, is likely a contributing factor to the increase in travel intentions observed for Oklahoma and its competitor states.
- Leisure travel intent to visit Oklahoma is strongest from outside state lines, with Texas residents accounting for largest portion of travelers considering an Oklahoma leisure trip within the next 2 years.

Intent to Visit States within Next Two Years



Top States for Oklahoma Leisure Travel Intent





DETAILED RESULTS



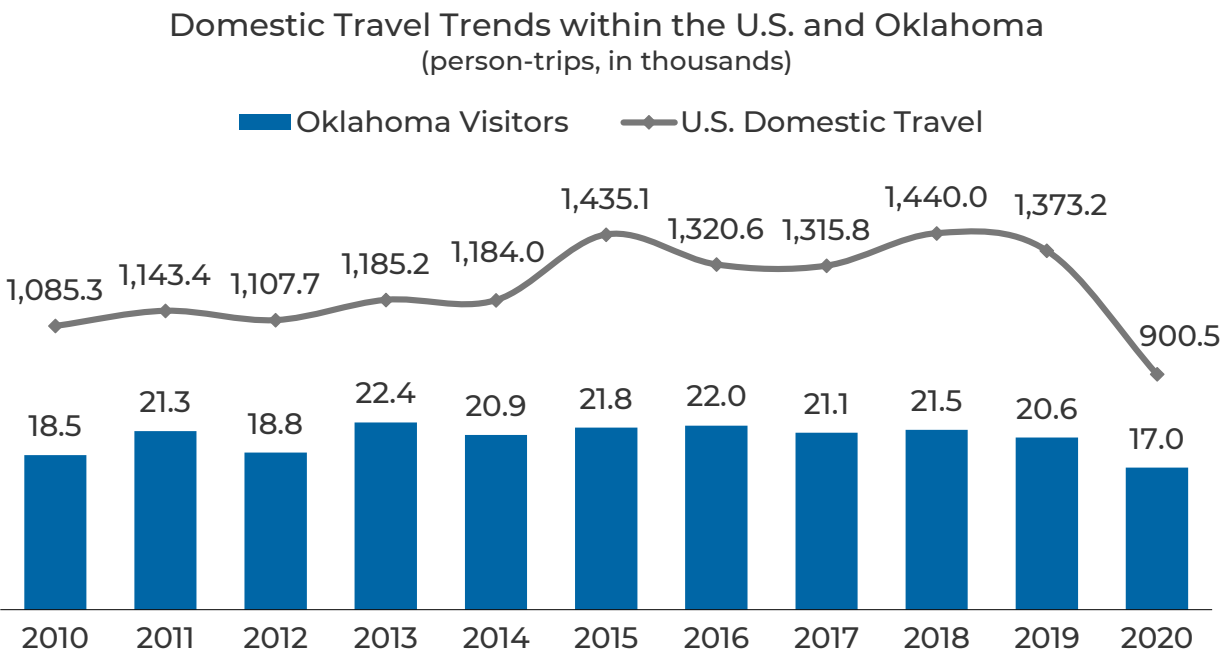
# SHARE OF VISITORS

# Oklahoma welcomed nearly 17.0 million visitors in 2020

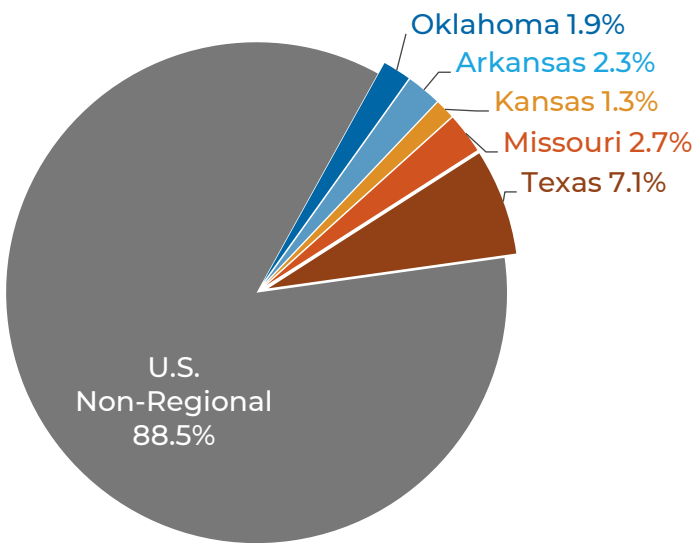
## Market Overview:

- Oklahoma visitation dipped to 17 million in 2020, a decrease of 17% from the previous year. At the same time, domestic travel within the U.S. fell 34%.
- Oklahoma visitation accounts for nearly two percent of total U.S. domestic travel, which is an increase from the previous year.

Oklahoma Population 2020 Census estimate	Oklahoma Visitors CY 2020
3,959,353	16,984,000

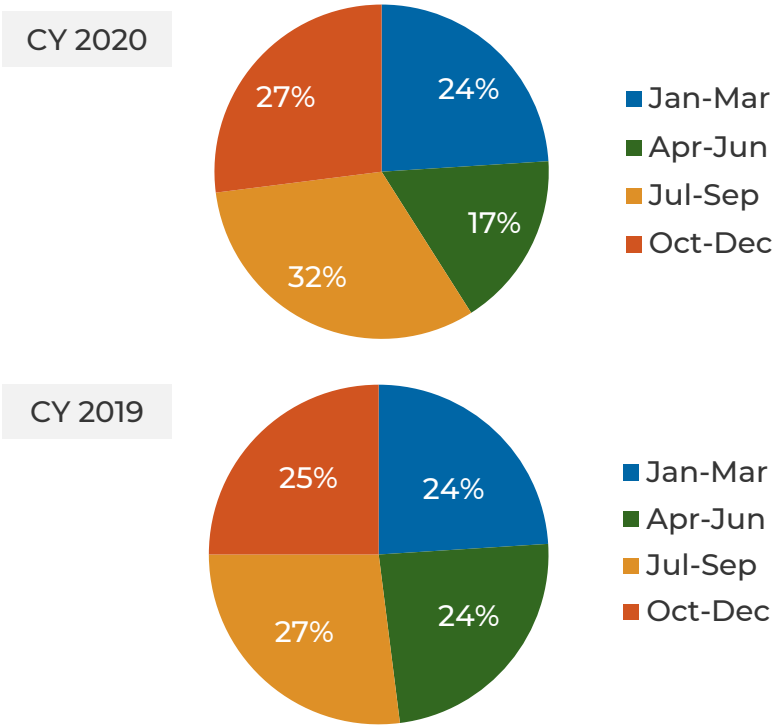


Regional States & Non-Regional Share of  
U.S. Domestic Travel

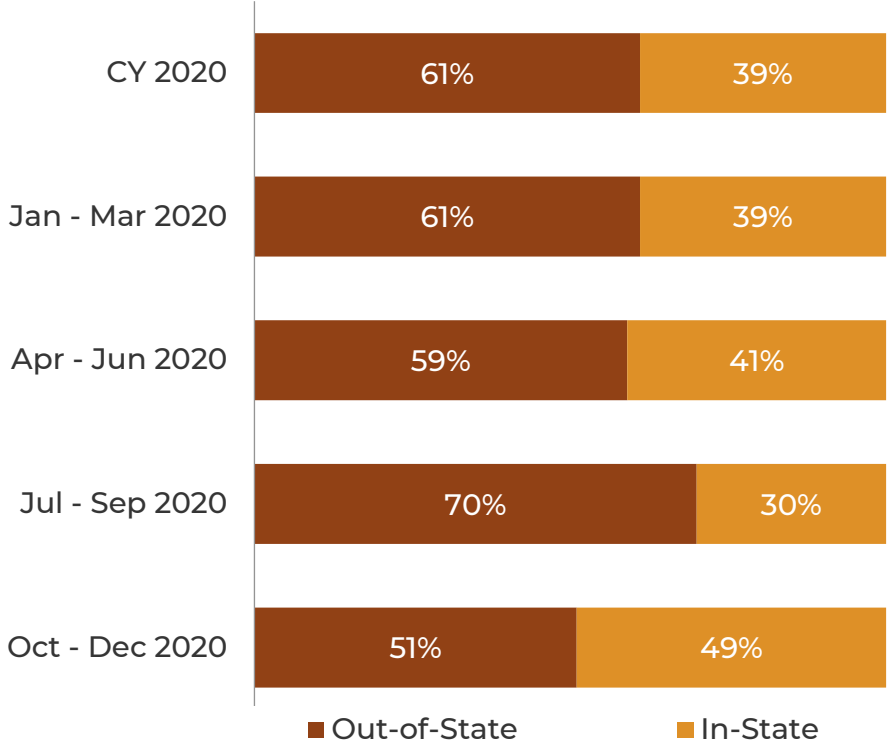


# Summer travel was boosted by pent-up travel demand following second quarter pandemic lock downs—driven largely by out-of-state travelers

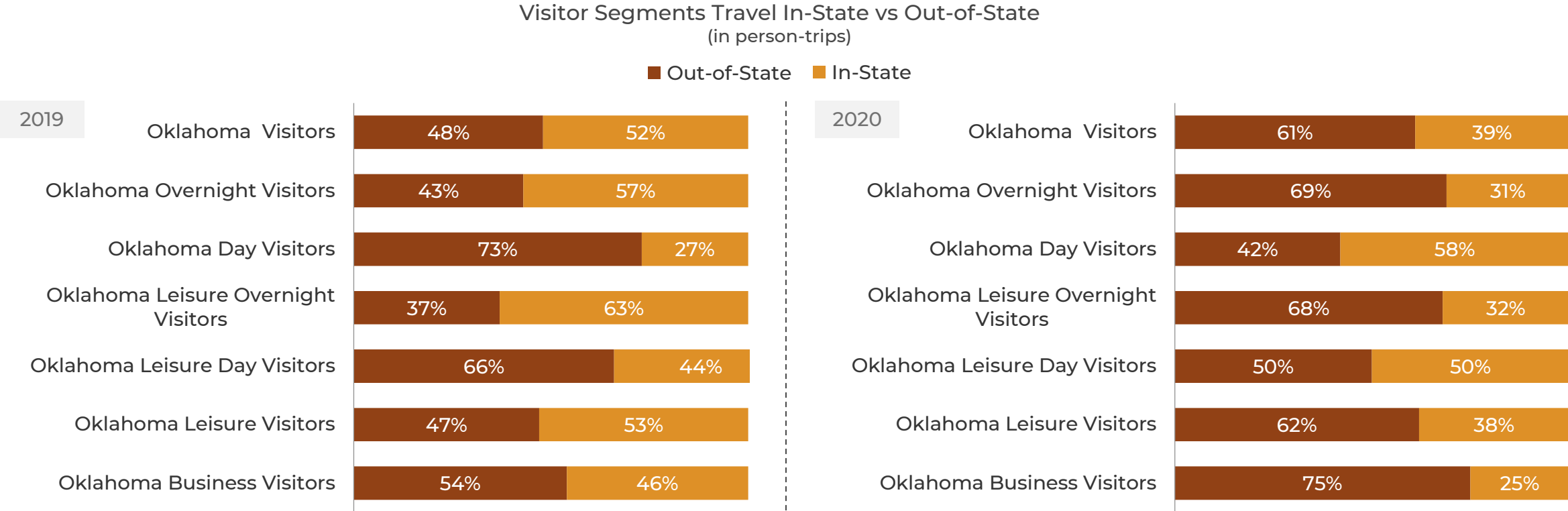
Oklahoma Visitation by Quarter  
(in person-trips)



Oklahoma Visitor Source by Quarter  
(in person-trips)



# Increased interest in outdoor recreation travel aligned with Oklahoma’s outdoor experiential product offerings, drawing in considerably more out-of-state visitors

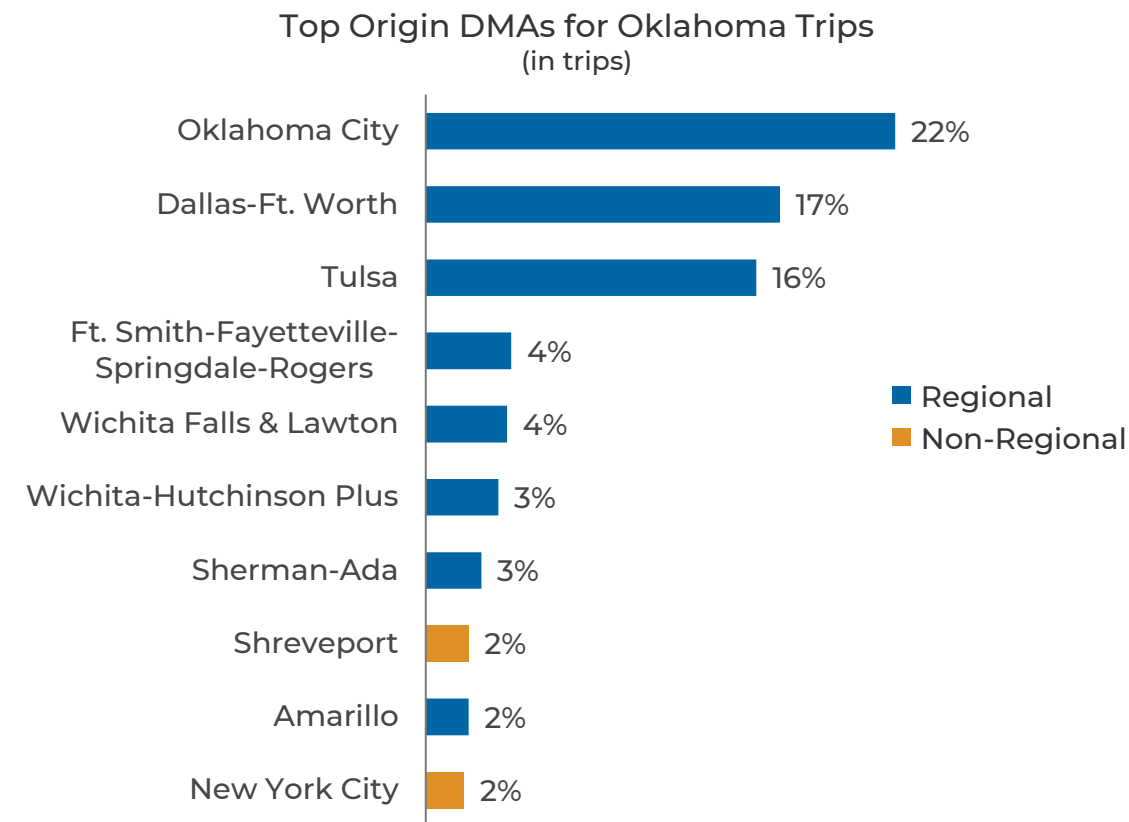
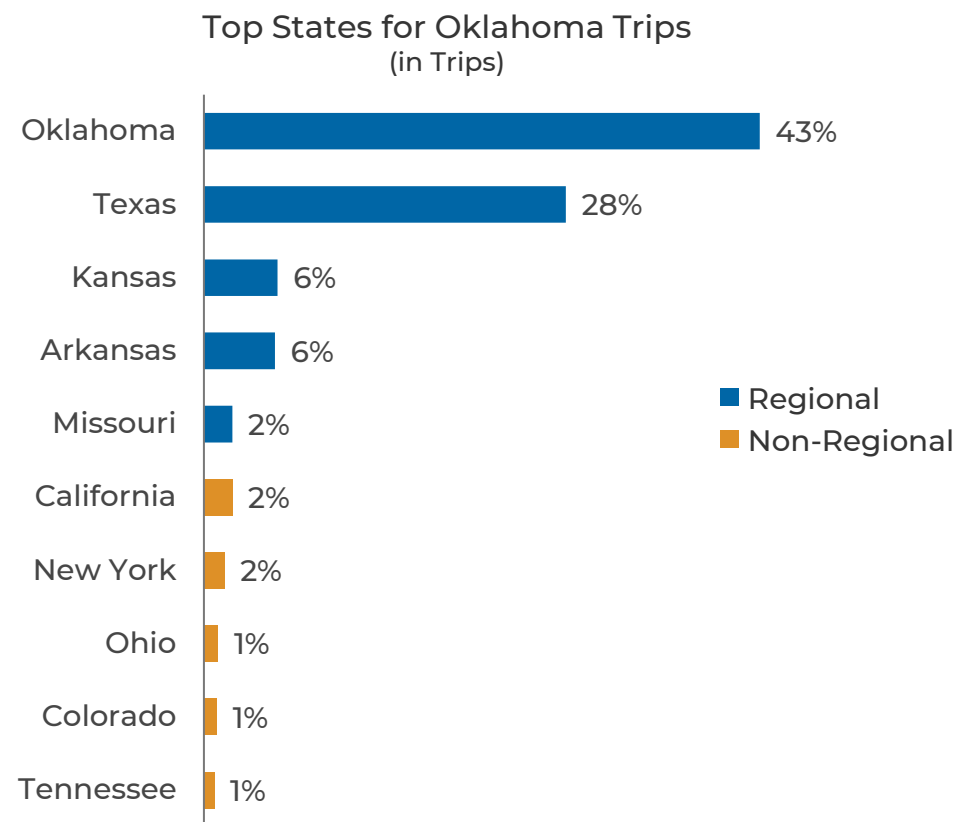




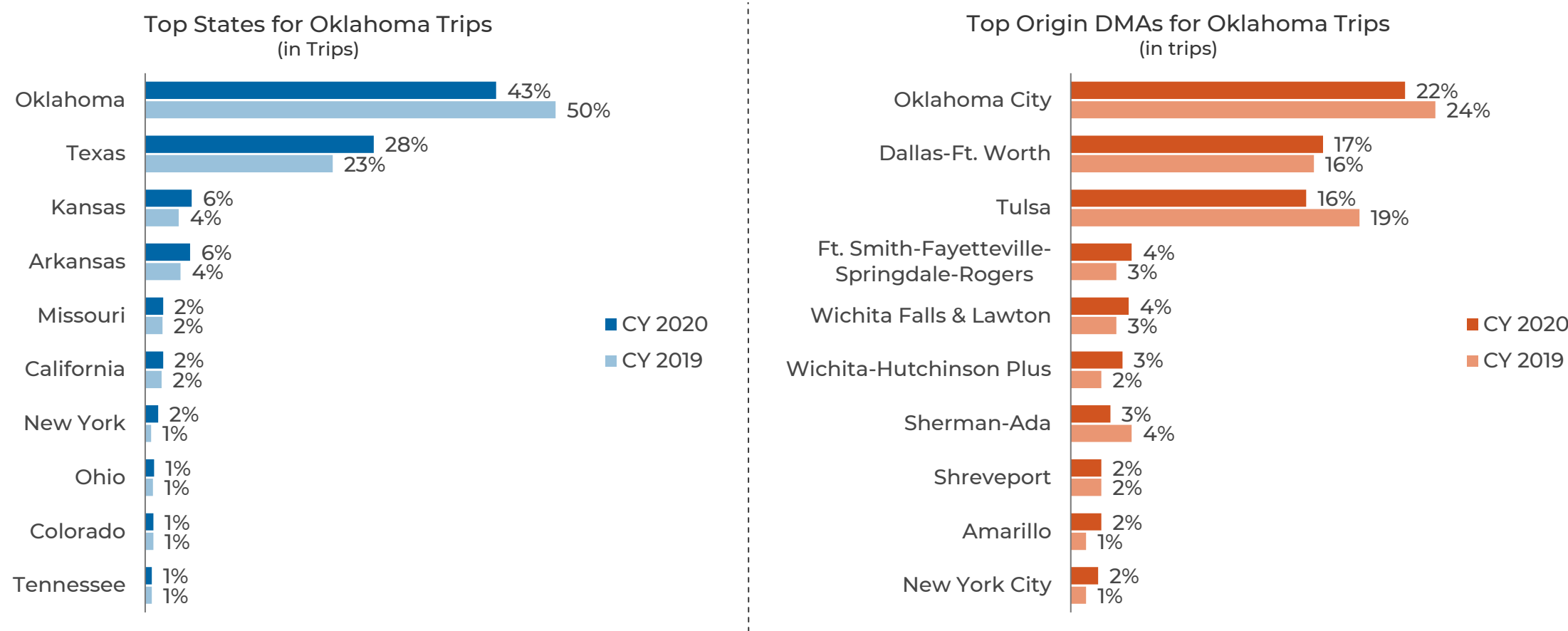
# SOURCE MARKETS & TRIP TYPES

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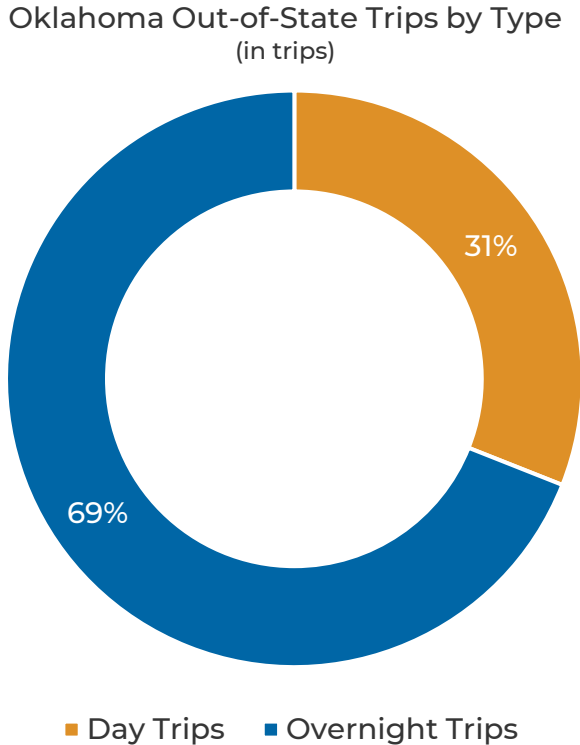
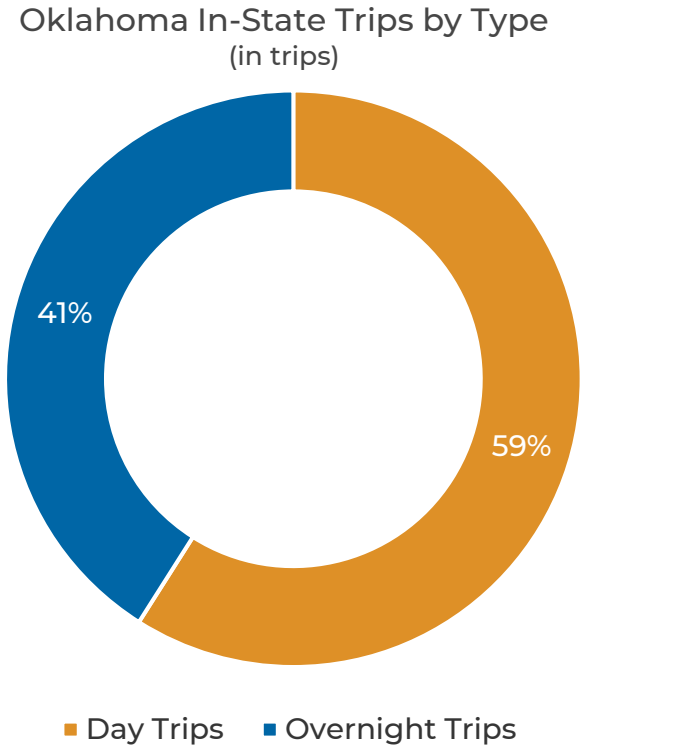
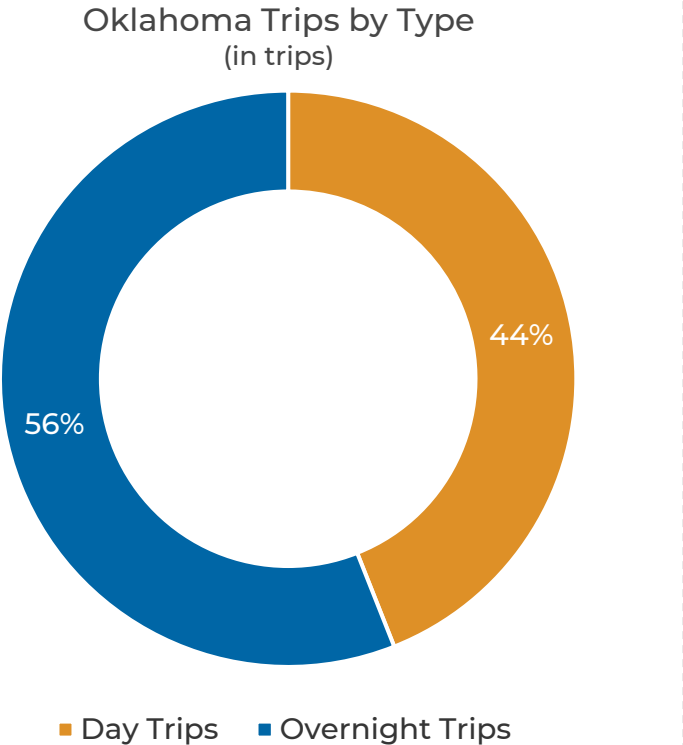
# Proximity influences travel, regional states and cities continue to be Oklahoma’s dominate origin markets



# Oklahoma represented a smaller portion of travelers in CY 2020, while drawing a higher percentage of visitors from Texas



# Overnight trips lead over day trips, largely driven by of out-of-state visitors traveling overnight





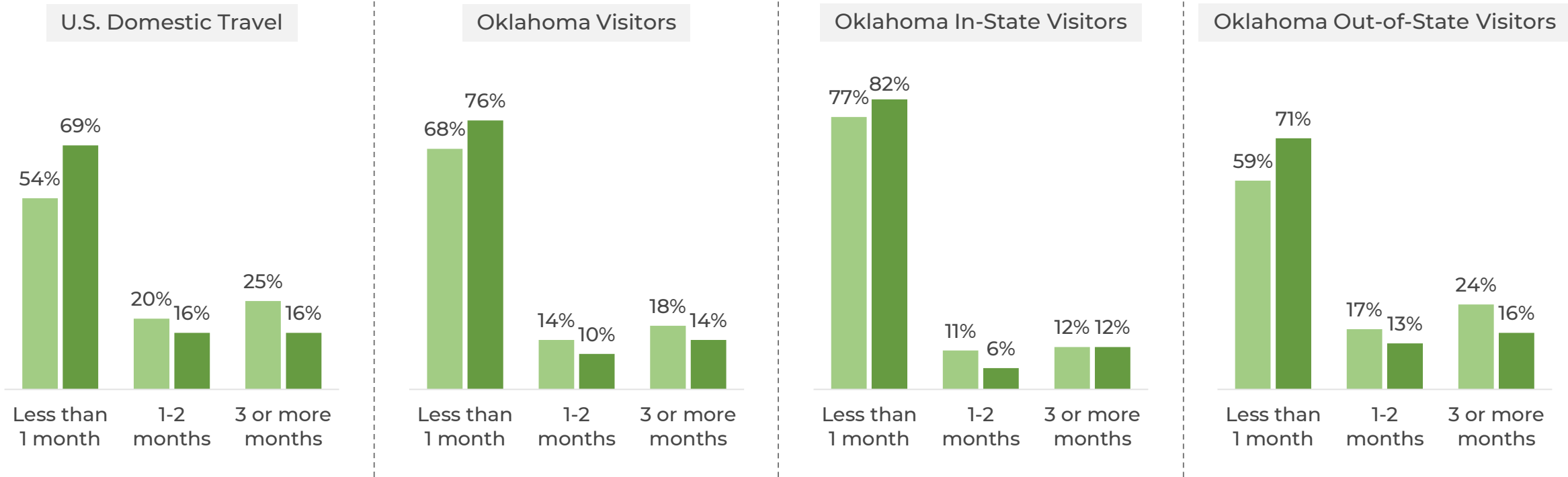
# TRAVEL TIMING & PLANNING

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# Travel decision windows shorten but distance still impacts timing

Advance Trip Decision by Travel Segment

■ CY 2019 ■ CY 2020



# Travel decisions are still affected by proximity

- Uncertainty and seemingly ever-shifting market conditions wrought on by the pandemic resulted in shorter travel decision windows in 2020, with nearly half (49%) of domestic trips “green lighted” within two weeks of their departure.
- Travelers who visited Oklahoma decided to visit even closer to their travel date, compared to overall domestic travelers, which likely results from most Oklahoma visitors being either residents of the state or a neighboring state, .

	U.S. Domestic Travel		Oklahoma Visitors		Oklahoma In-State Visitors		Oklahoma Out-of-State Visitors		Oklahoma Overnight Visitors		Oklahoma Day Visitors	
Trip Decision Timing	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Considered												
Less than 2 weeks before visit	34%	42%	49%	50%	59%	59%	41%	43%	42%	37%	61%	68%
2 – 4 weeks before visit	18%	20%	16%	19%	16%	20%	17%	18%	15%	23%	18%	13%
1 – 3 months before visit	21%	18%	16%	15%	13%	7%	19%	22%	22%	19%	9%	10%
3 – 6 months before visit	14%	10%	8%	8%	6%	6%	10%	9%	10%	12%	5%	2%
6+ months before visit	14%	11%	10%	8%	6%	8%	13%	8%	12%	9%	7%	7%
Decided												
Less than 2 weeks before visit	35%	49%	51%	57%	60%	66%	43%	49%	45%	45%	61%	72%
2 – 4 weeks before visit	19%	20%	17%	19%	17%	16%	16%	22%	15%	26%	20%	12%
1 – 3 months before visit	20%	16%	14%	10%	11%	6%	17%	13%	18%	13%	8%	6%
3 – 6 months before visit	13%	8%	9%	7%	6%	4%	12%	9%	12%	10%	4%	3%
6+ months before visit	12%	8%	9%	7%	6%	8%	12%	7%	11%	7%	7%	7%

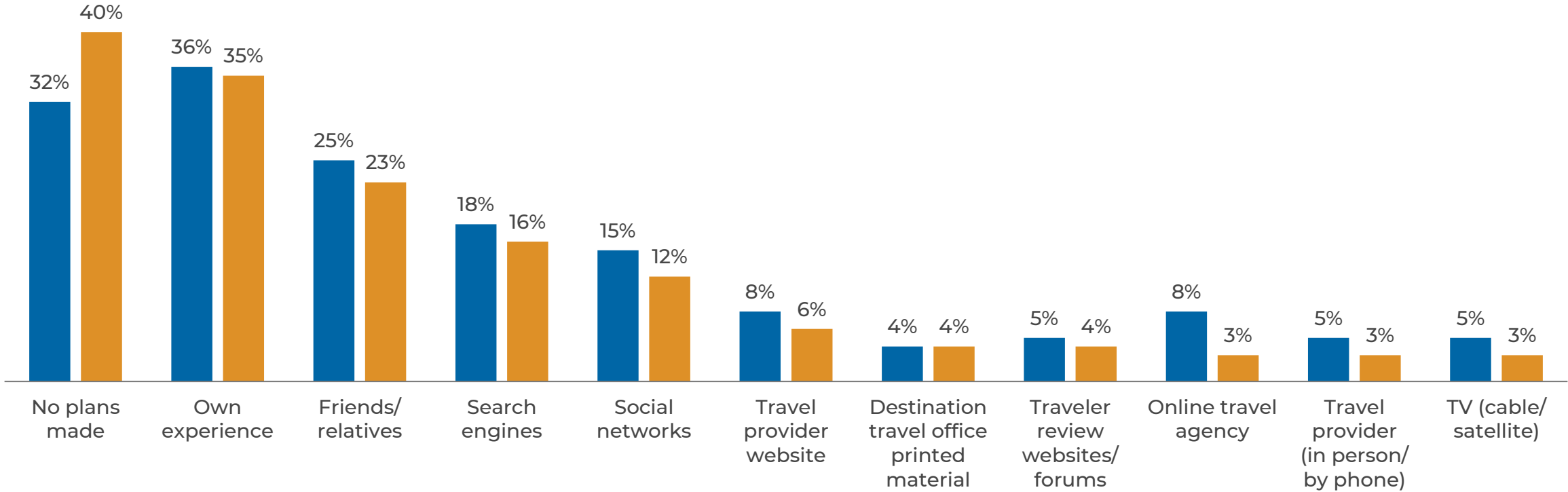
# Timing of travel decisions decreases, with most travelers making trip decisions within 4 weeks of their visit

	Oklahoma Out-of-State Overnight Visitors		Oklahoma In-State Overnight Visitors		Oklahoma Leisure Out-of-State Overnight Visitors		Oklahoma Leisure In-State Overnight Visitors	
Trip Decision Timing	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Considered								
Less than 2 weeks before visit	37%	32%	51%	46%	34%	30%	52%	51%
2 – 4 weeks before visit	16%	21%	14%	28%	17%	21%	16%	26%
1 – 3 months before visit	22%	25%	21%	7%	22%	26%	22%	7%
3 – 6 months before visit	11%	13%	8%	11%	12%	14%	6%	10%
6+ months before visit	14%	9%	6%	7%	15%	9%	4%	7%
Decided								
Less than 2 weeks before visit	39%	39%	57%	56%	36%	39%	59%	62%
2 – 4 weeks before visit	17%	28%	11%	21%	18%	27%	11%	18%
1 – 3 months before visit	18%	16%	18%	8%	19%	19%	19%	5%
3 – 6 months before visit	13%	10%	9%	8%	13%	11%	7%	7%
6+ months before visit	13%	7%	6%	7%	14%	5%	3%	8%

# Most travelers relied on their own experience to plan their travel, but advice from people they know remains important

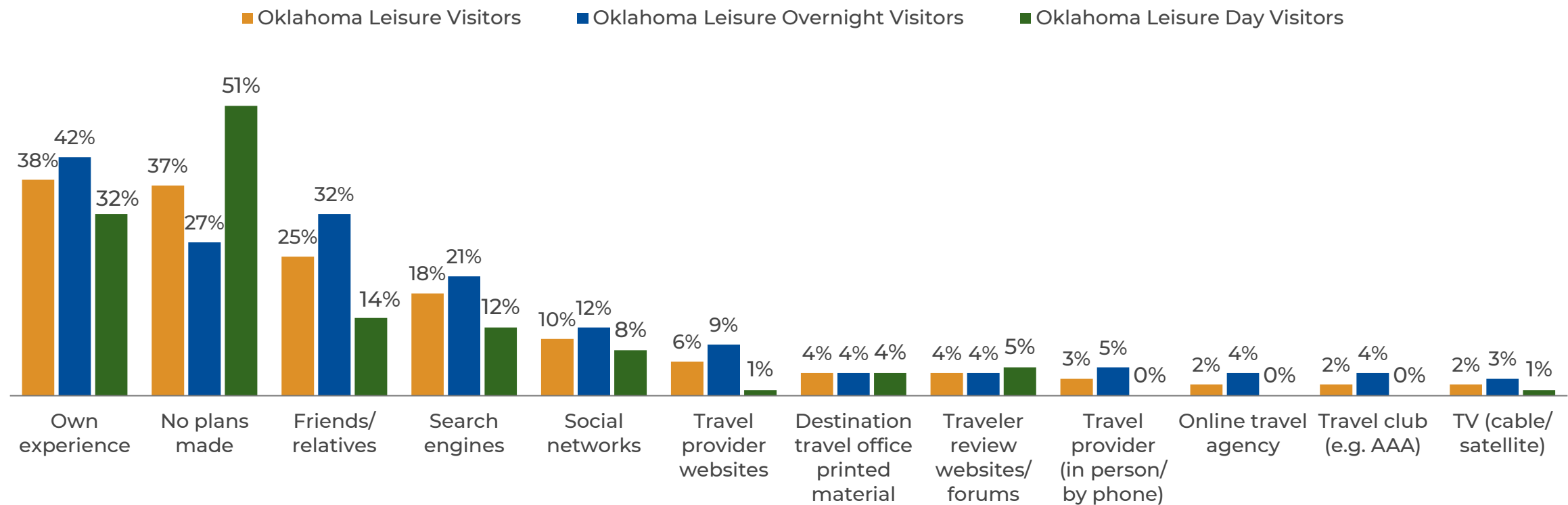
Top Information Sources Used to Plan by Segment

■ U.S. Domestic Travel ■ Oklahoma Visitors



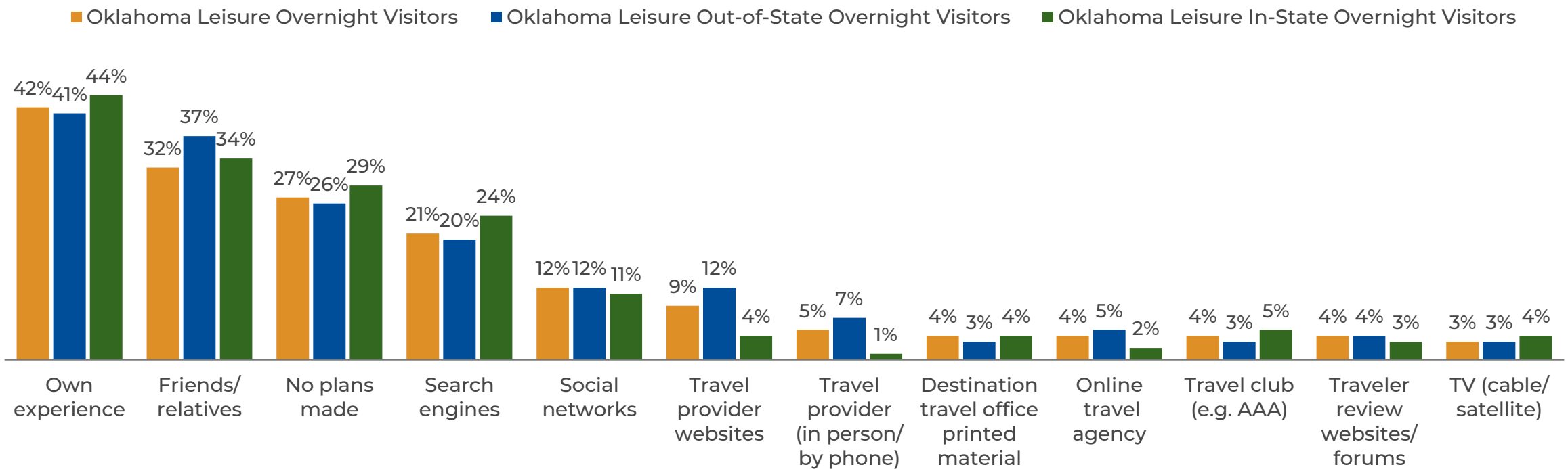
# Overnight leisure visitors to Oklahoma plan more than overall leisure travelers to the state—most often relying on personal experiences and advice from friends

Top Information Sources Used to Plan by Segment



# Oklahoma's leisure visitors staying overnight rely on a variety of trip planning sources regardless of where they live

Top Information Sources Used to Plan by Segment





# TRIP CHARACTERISTICS

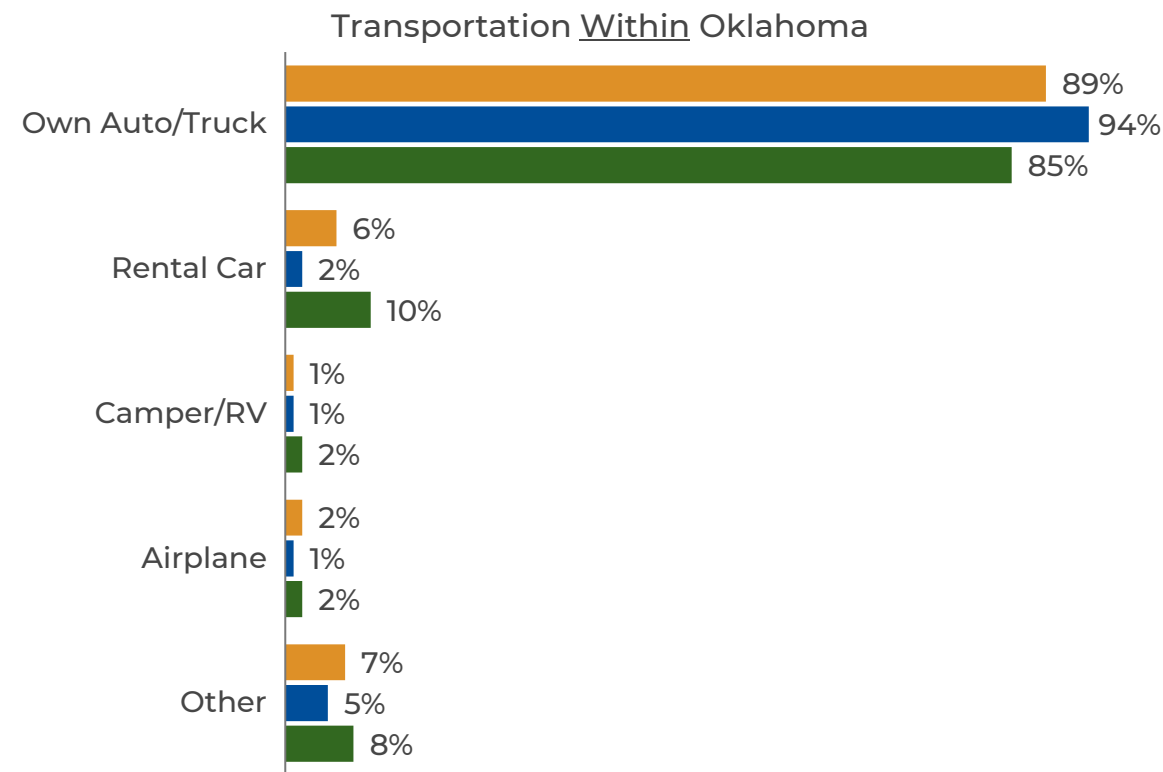
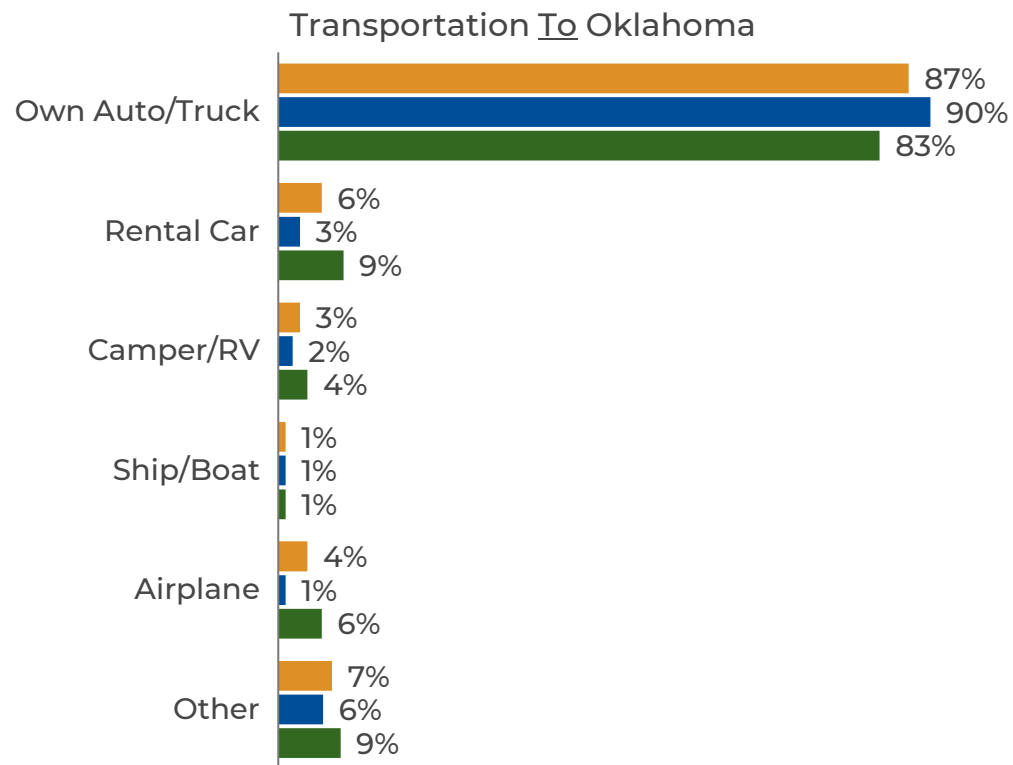
32

# Travel for outdoor recreation expands in share, while travel for visiting friends and relatives shrinks, compared to the previous year

- Visiting friends and relatives remains a popular leisure trip purpose but decreases by 8 points for out-of-state visitors.
- Outdoor recreation travel increases particularly in out-of-state visitors by 12 points over the previous year.

	U.S. Domestic Travel		Oklahoma Visitors		Oklahoma In-State Visitors		Oklahoma Out-of-State Visitors		Oklahoma Leisure Overnight Visitors		Oklahoma Leisure Day Visitors	
	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Primary Trip Purpose												
Leisure (net)	82%	76%	74%	77%	65%	72%	81%	81%	100%	100%	100%	100%
Visit Friends/Relatives	44%	40%	41%	36%	37%	35%	44%	36%	62%	51%	43%	39%
Outdoor Recreation	9%	12%	5%	13%	5%	10%	5%	17%	6%	19%	6%	15%
Entertainment/Sightseeing	13%	11%	14%	13%	9%	12%	18%	13%	16%	10%	25%	25%
Other Personal	15%	14%	14%	16%	14%	16%	14%	15%	16%	19%	26%	21%
Personal Business	7%	7%	12%	9%	20%	13%	6%	6%	-	-	-	-
Business	8%	13%	8%	10%	9%	10%	7%	10%	-	-	-	-
Other	3%	4%	6%	4%	5%	5%	6%	3%	-	-	-	-

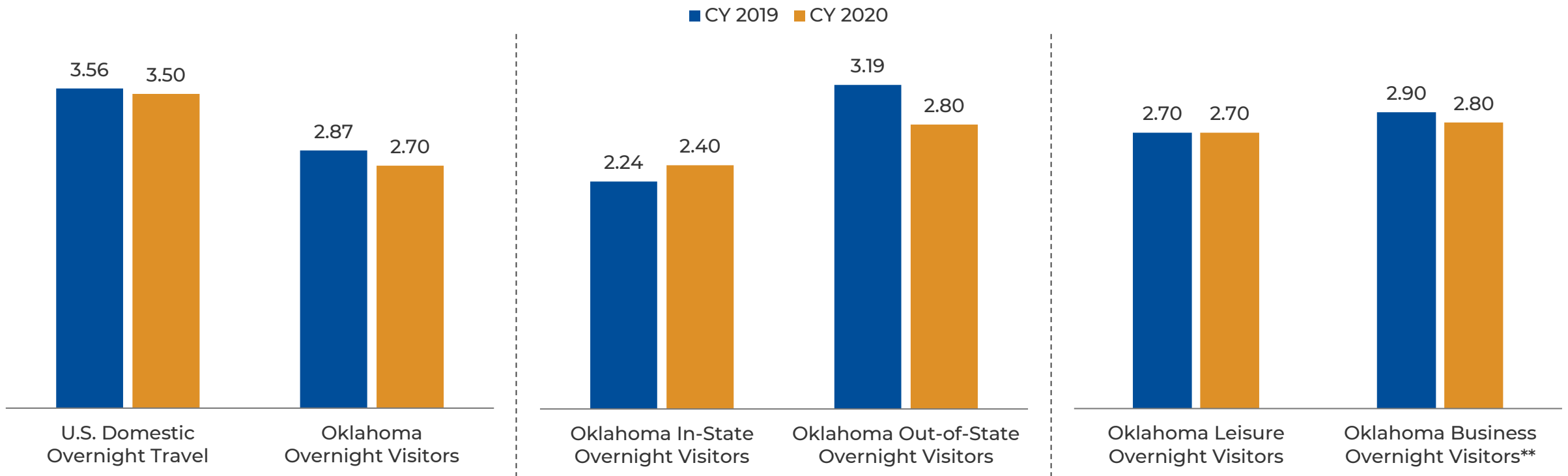
# Proximity influences how visitors travel to and within Oklahoma



■ Oklahoma Visitors   ■ Oklahoma In-State Visitors   ■ Oklahoma Out-of-State Visitors

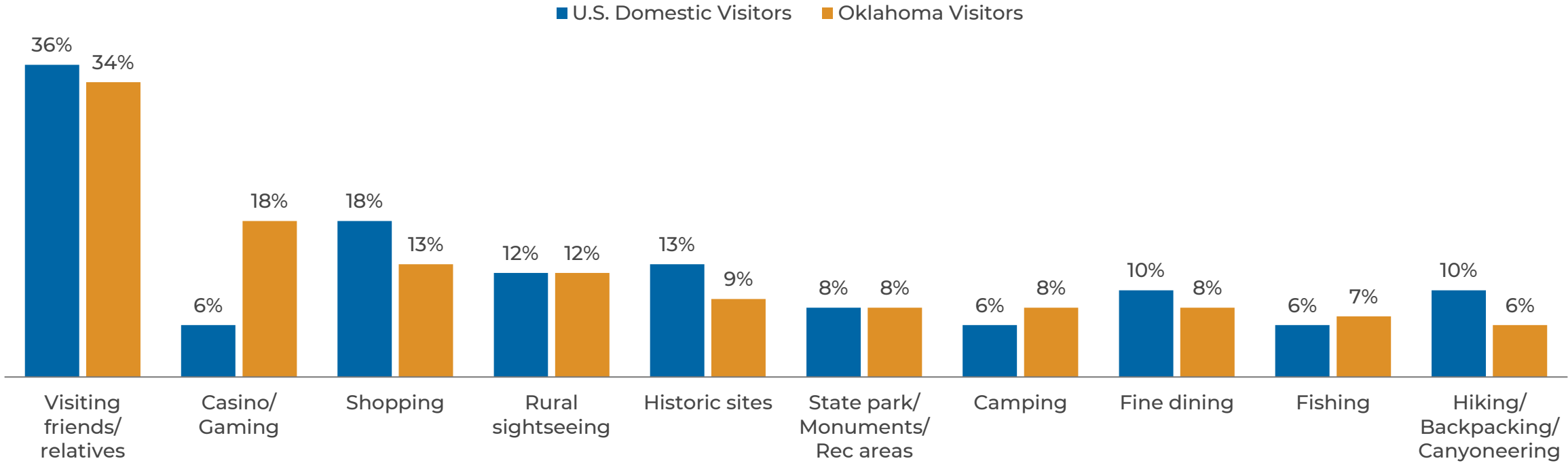
# Overnight visitors traveling to Oklahoma from outside the state stay longer on average than in-state travelers

Overnight Visitors Average Length of Stay by Segment  
(in Nights)

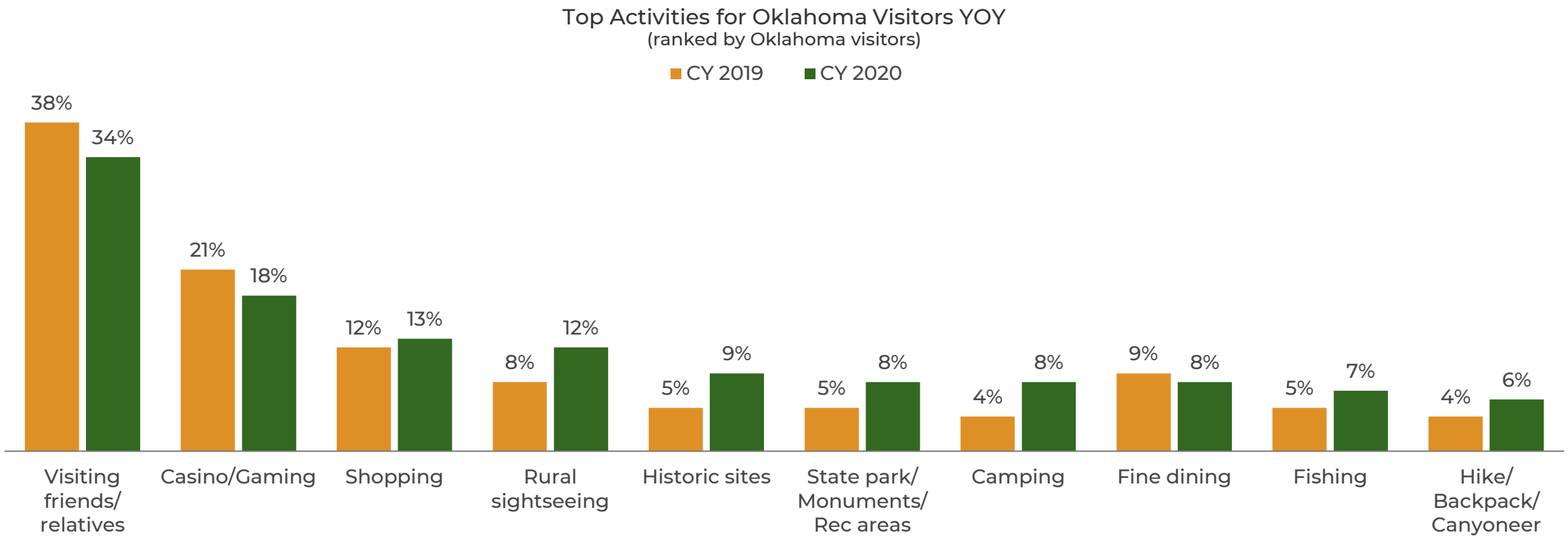


# Oklahoma visitors are more likely to enjoy casinos and gaming and less likely to enjoy shopping than overall U.S. travelers

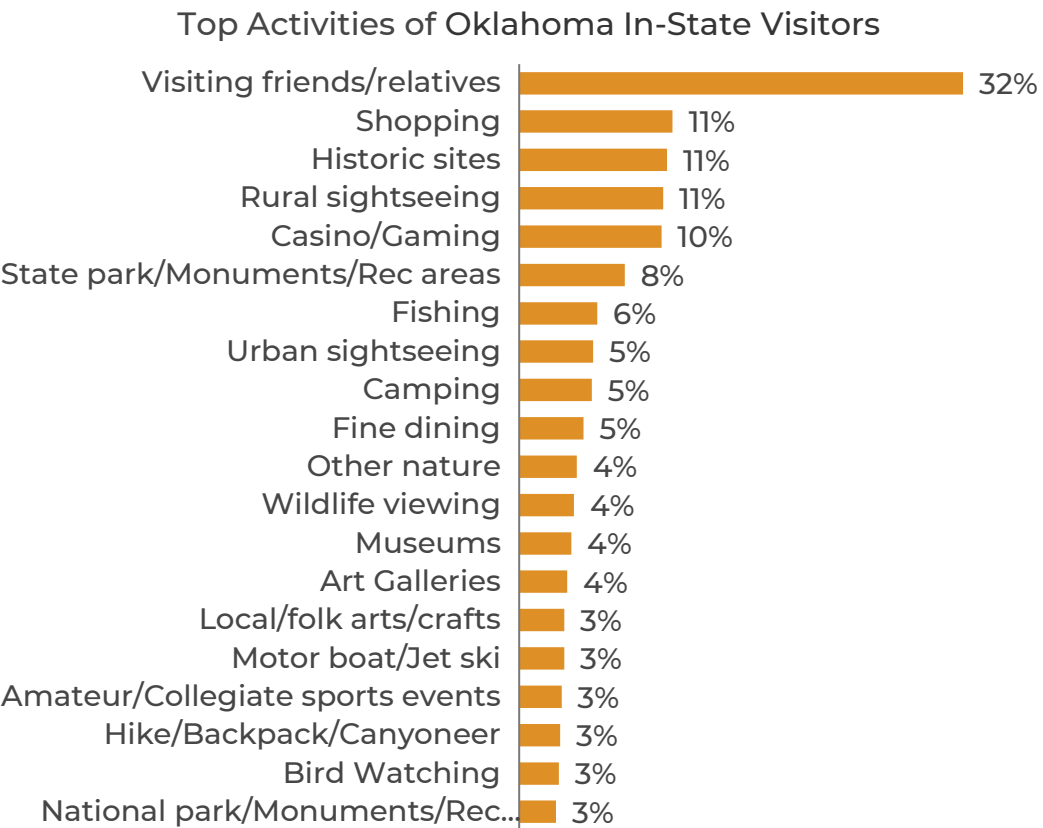
Top Activity Participation while Visiting States  
(ranked by Oklahoma visitors)



# Year-over-year, Oklahoma visitors gravitated toward outdoor, less-crowded activities (e.g., rural sightseeing, state parks) in 2020



# Casino/Gaming is more than twice as popular among out-of-state visitors, compared to in-state visitors



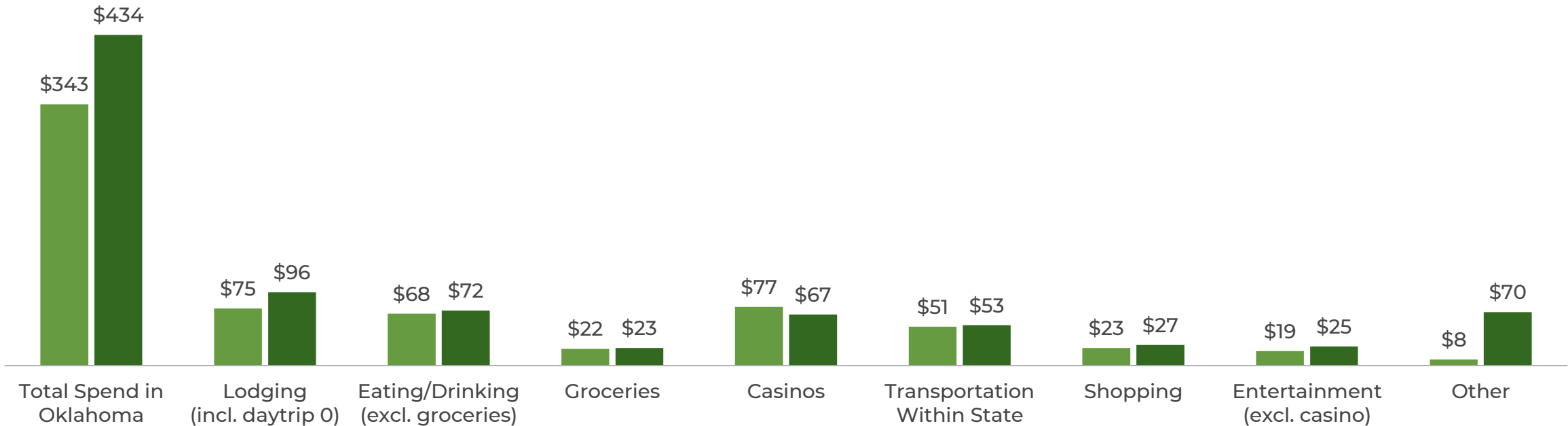


# EXPENDITURES

# Although the pandemic resulted in fewer Oklahoma visitors, travel parties spent more in Oklahoma per visit

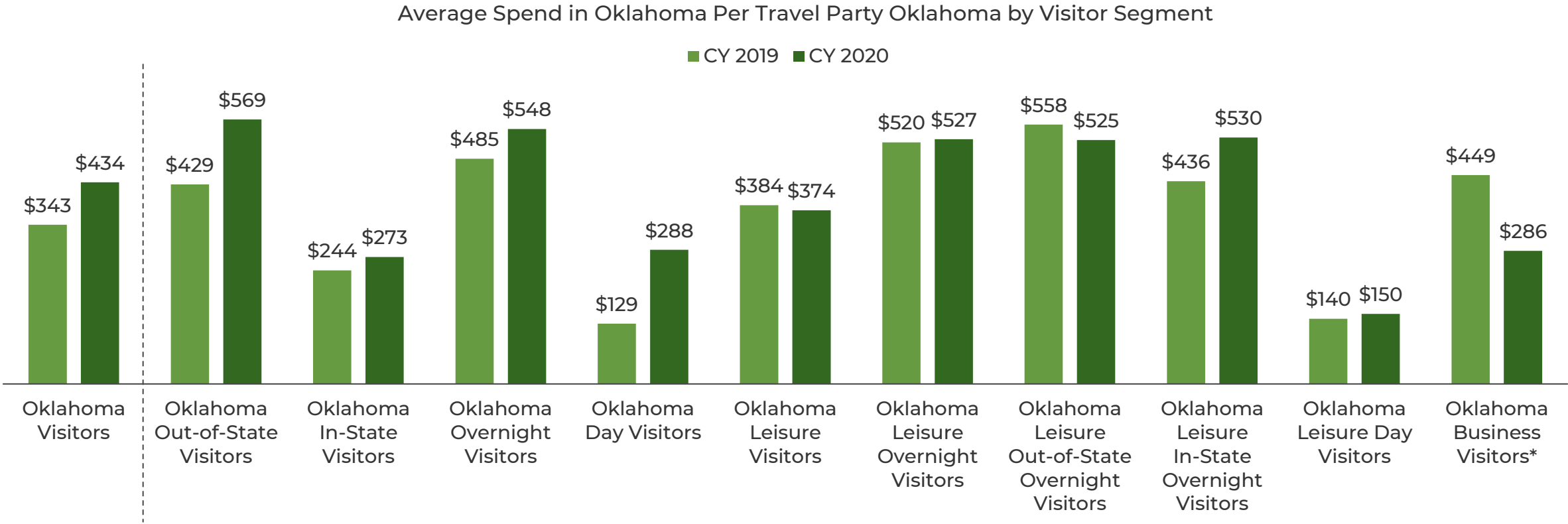
Average Spend in Oklahoma by Category  
(per travel party)

CY 2019 CY 2020



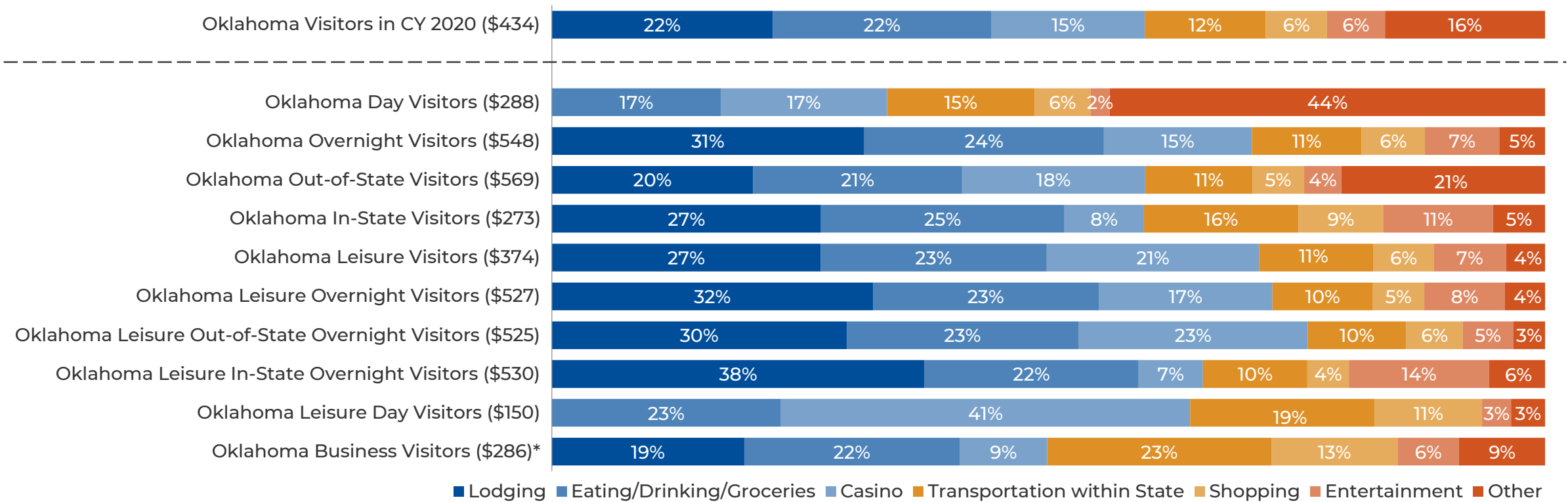
# Both Oklahoma residents and out-of-state residents spent more while visiting the state

- Spending among Oklahoma’s business travelers was substantially much lower than the previous year, but business travelers represent a much smaller portion of Oklahoma’s visitors



# Out-of-state travelers spent substantially more visiting Oklahoma than those traveling within their home state

Average Expenditure Per Travel Party Per Trip in Oklahoma by Segment



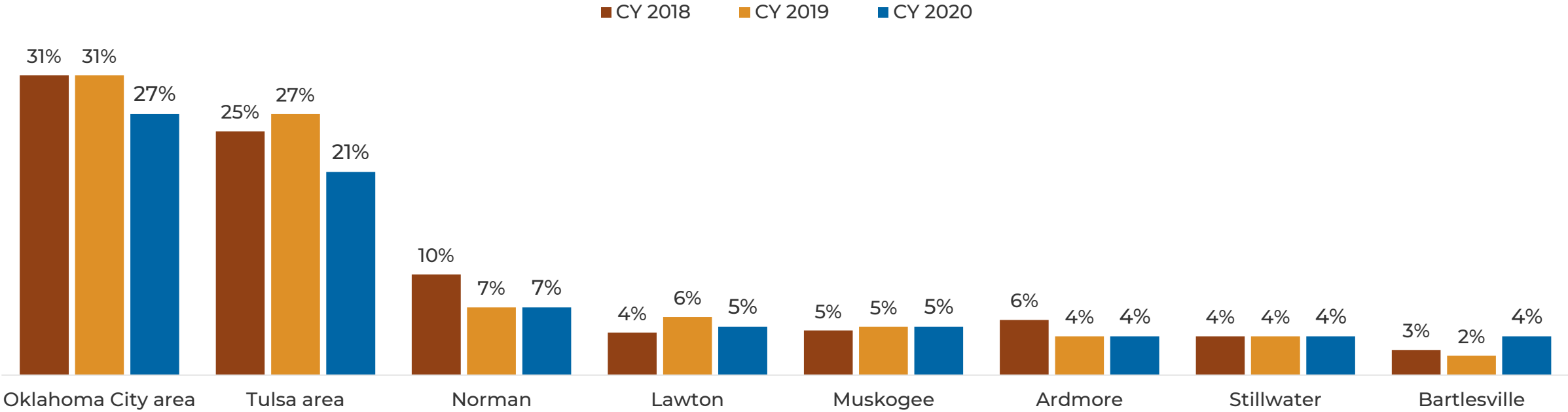


OKLAHOMA DESTINATIONS

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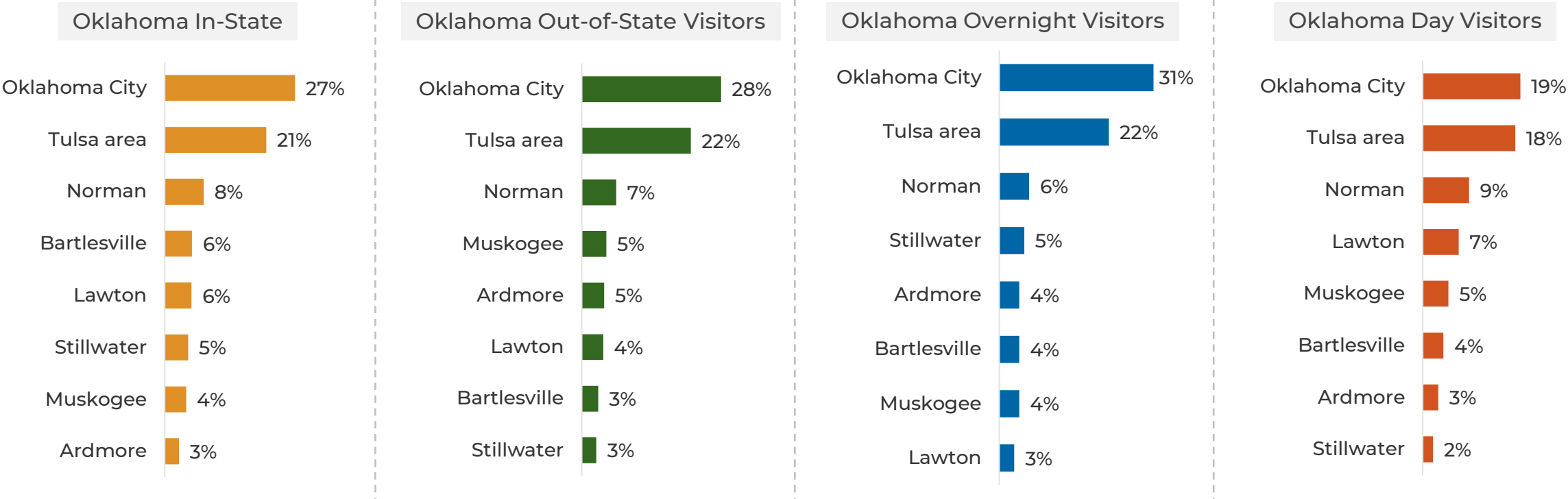
# Oklahoma’s largest cities–Oklahoma City and Tulsa–are consistently the most visited destinations in the state

Trends in Top Oklahoma Destinations for Visitors



# Oklahoma City, Tulsa, and Norman are consistently the top destinations across all visitor segments

Top Oklahoma Destinations in 2020 by Visitor Segment





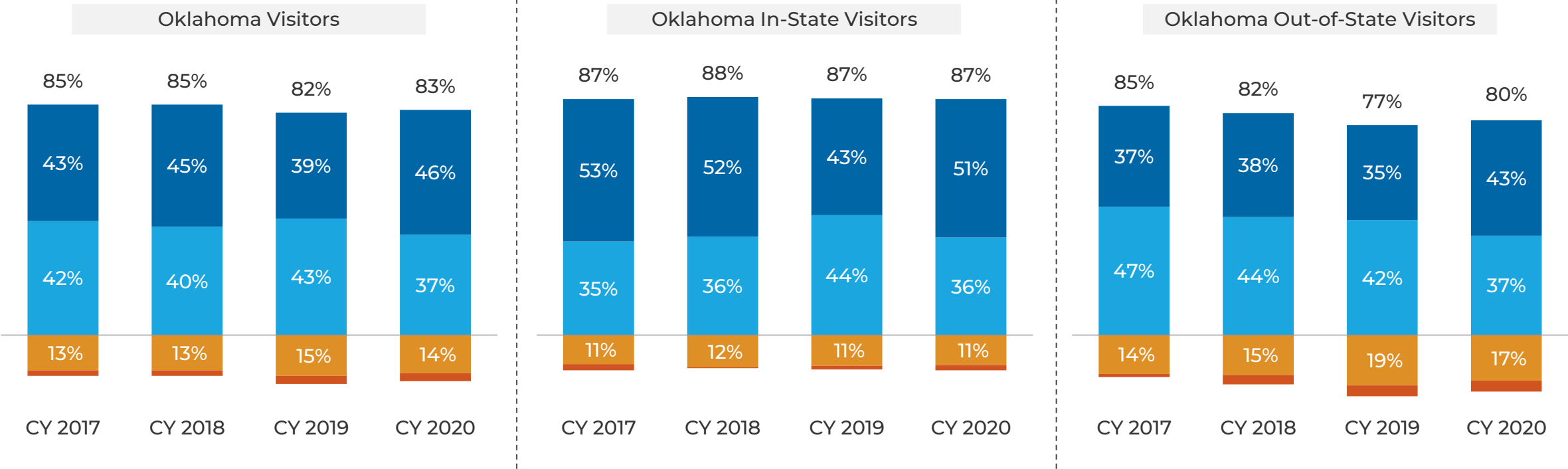
# SATISFACTION & TRAVEL INTENT

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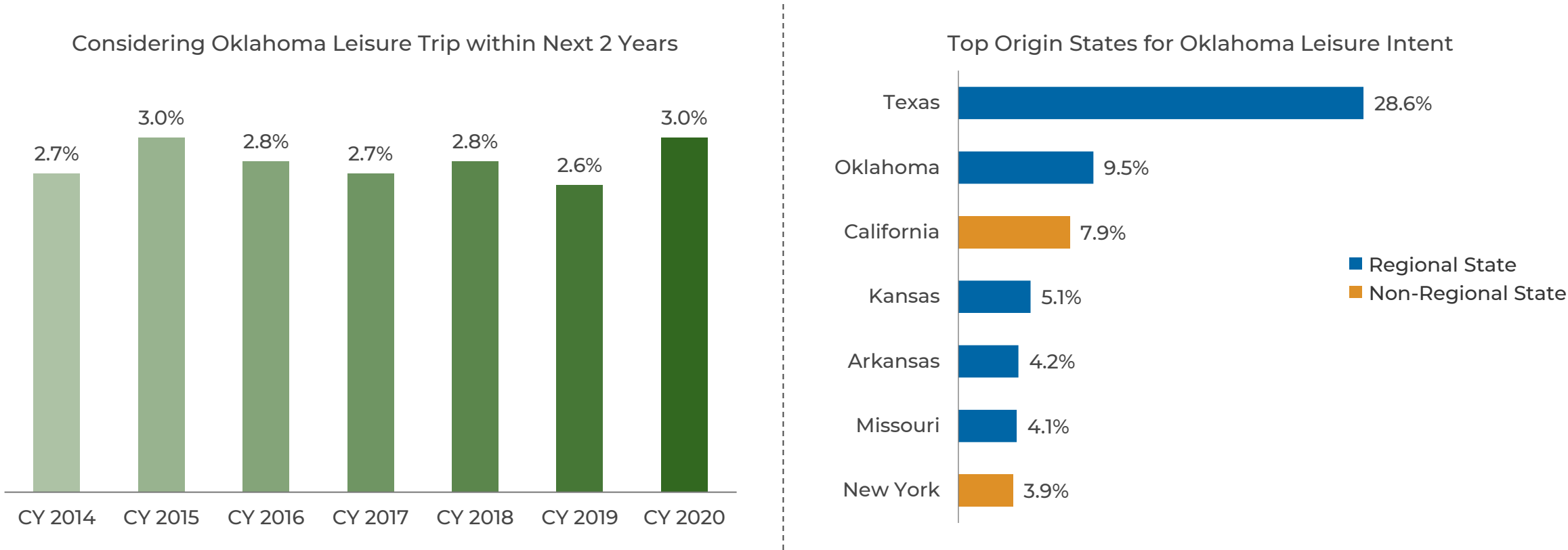
# Satisfaction among Oklahoma's out-of-state visitors improves

Satisfaction with Oklahoma Visit Among In-State and Out-of-State Visitors

Extremely Satisfied   Very Satisfied   Somewhat Satisfied   Not Satisfied



# Oklahoma leisure travel intent increases with Texas as the dominant origin state





# DEMOGRAPHICS

# Oklahoma's out-of-state visitors are younger on average than their in-state counterparts

	All U.S. Visitors		Oklahoma Visitors		Oklahoma In-State Visitors		Oklahoma Out-of-State Visitors	
	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Age								
18-34	32%	34%	28%	31%	24%	28%	32%	34%
35-54	35%	32%	32%	35%	33%	32%	32%	37%
55+	33%	33%	40%	34%	43%	40%	37%	29%
Average Age	45.7	44.7	48.6	45.4	50.0	47.8	47.4	43.2
Household Income								
Under \$50,000	25%	26%	32%	30%	34%	30%	31%	29%
\$50,000-\$74,999	24%	24%	25%	25%	29%	24%	21%	26%
\$75,000-\$99,999	18%	18%	16%	21%	17%	20%	14%	23%
\$100,000+	34%	31%	27%	24%	21%	26%	33%	22%
Employment								
Full-Time	51%	54%	51%	48%	46%	41%	55%	54%
Retired	19%	16%	24%	21%	27%	29%	21%	15%

The portion of out-of-state visitors with children in their household substantially increased—from 27% to 49%—as did the portion that traveled with children from their household (see slide 36)

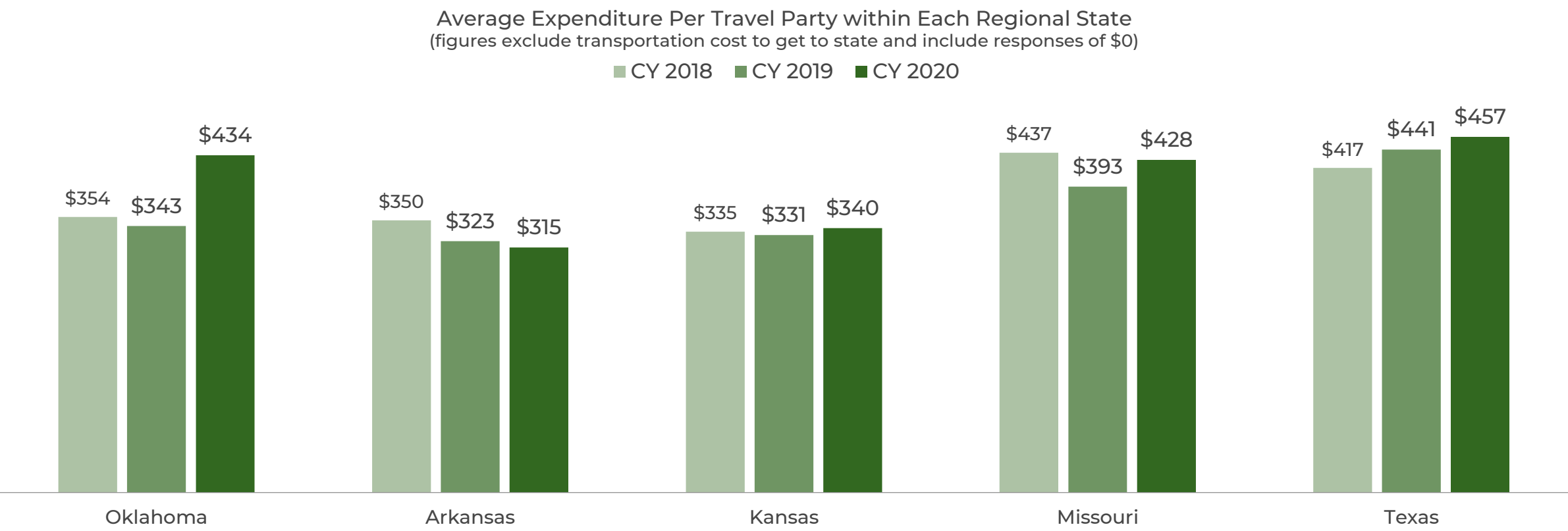
	All U.S. Visitors		Oklahoma Visitors		Oklahoma In-State Visitors		Oklahoma Out-of-State Visitors	
	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Marital Status								
Married	62%	73%	66%	79%	71%	80%	62%	78%
Ethnicity/Race								
Caucasian/White	85%	86%	89%	89%	90%	89%	88%	89%
African-American/Black	6%	5%	4%	4%	3%	4%	5%	4%
Hispanic	9%	8%	4%	4%	1%	2%	6%	5%
Children								
Children in Household	40%	40%	31%	41%	36%	32%	27%	49%
Education								
Bachelor Degree or Higher	51%	53%	42%	48%	37%	47%	46%	50%



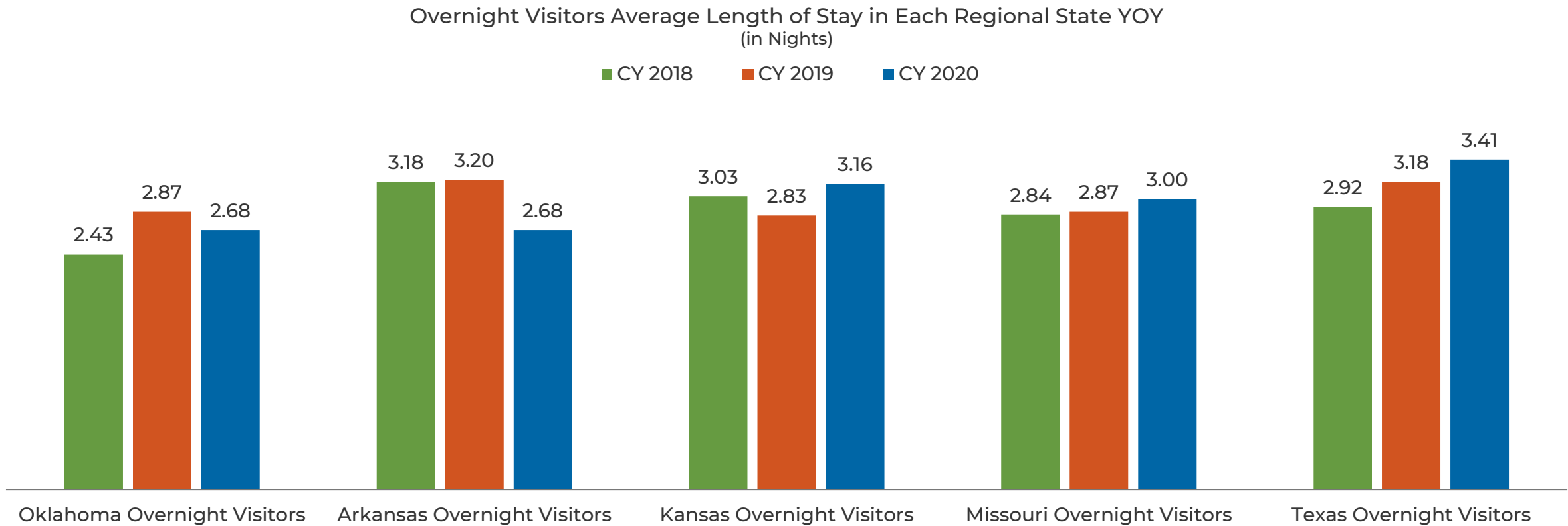
COMPETITIVE ENVIRONMENT

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# Oklahoma experienced a greater increase in visitor spending (27%) than its neighboring competitors



While Oklahoma experienced a slight decrease in length of stay, three of its neighboring competitors experienced increases.



# Compared to regional states, Oklahoma experienced a boost in the portion of travelers who visited for outdoor recreation

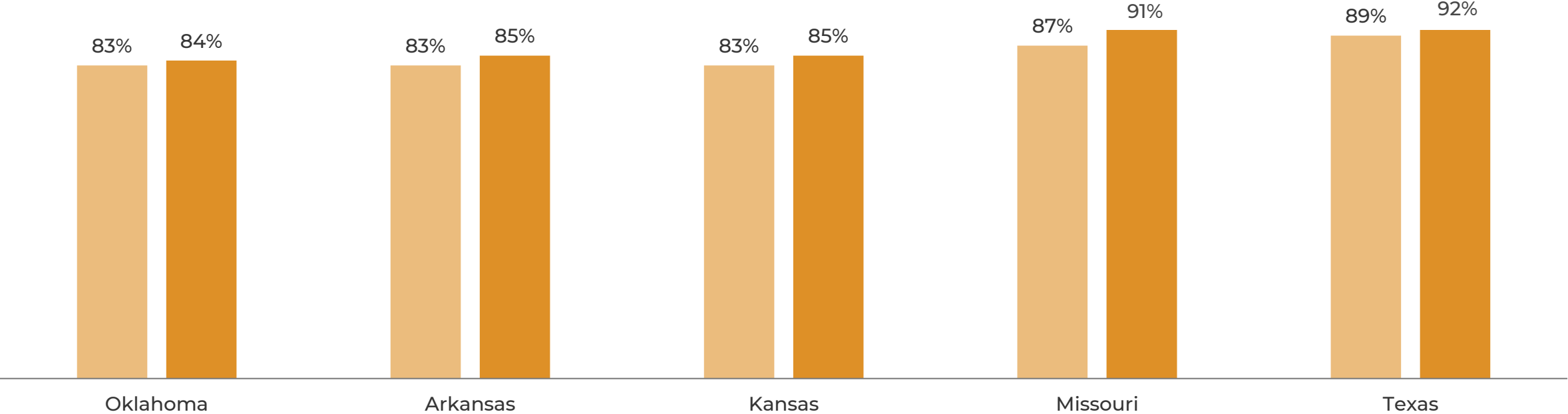
	Oklahoma Visitors		Arkansas Visitors		Kansas Visitors		Missouri Visitors		Texas Visitors	
	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Primary Trip Purpose										
Leisure (net)	74%	77%	74%	71%	78%	67%	83%	76%	78%	73%
Visit Friends/Relatives	41%	36%	40%	38%	52%	44%	43%	41%	50%	43%
Outdoor Recreation	5%	13%	12%	11%	4%	6%	8%	10%	7%	9%
Entertainment/Sightseeing	14%	13%	10%	10%	7%	8%	17%	11%	9%	9%
Other Personal	14%	16%	11%	12%	13%	10%	14%	14%	12%	12%
Personal Business	13%	9%	10%	9%	12%	14%	7%	10%	9%	9%
Business	8%	10%	10%	15%	9%	13%	6%	10%	10%	14%
Other	6%	4%	8%	5%	2%	6%	4%	4%	2%	4%

# Family travel strengthens among Oklahoma visitors, as well as those visiting Arkansas and Kansas

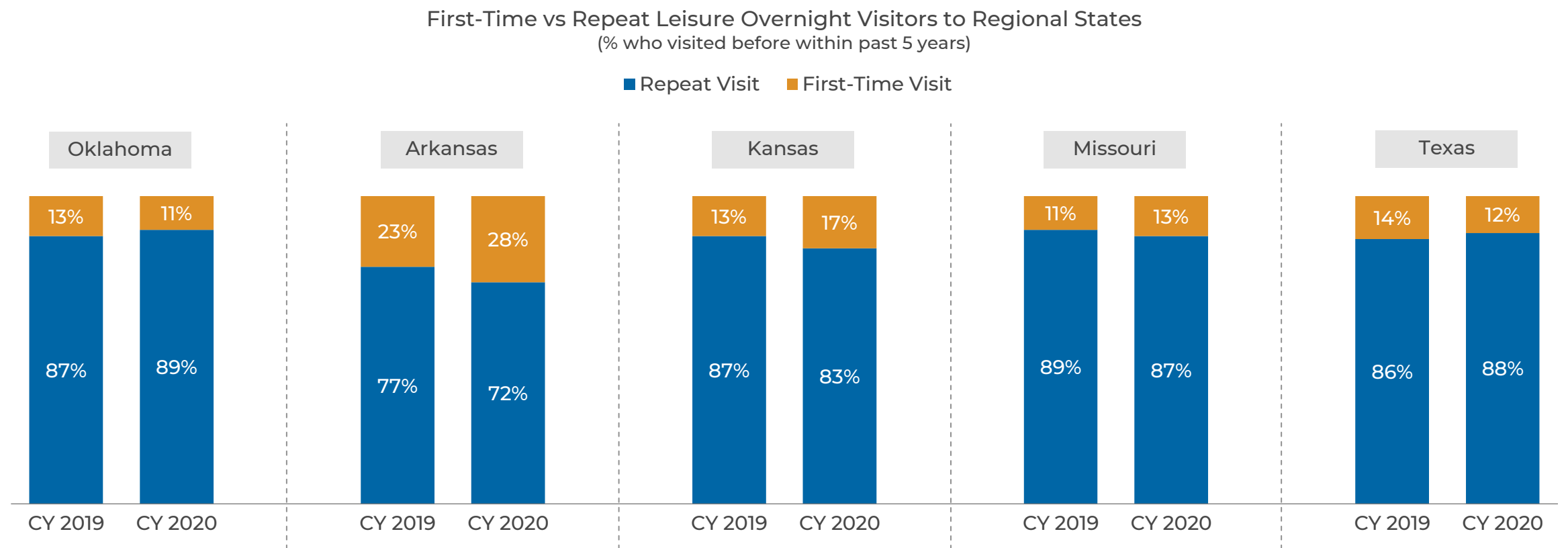
	Oklahoma Visitors		Arkansas Visitors		Kansas Visitors		Missouri Visitors		Texas Visitors	
	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Average Travel Party Size	2.36	2.79	2.49	2.89	2.48	2.85	2.76	2.83	2.63	2.64
Adults in Travel Party										
One Adult	32%	28%	39%	30%	29%	31%	25%	25%	31%	32%
Two Adults	54%	57%	48%	54%	59%	54%	59%	57%	51%	52%
Three Adults	8%	8%	7%	6%	7%	7%	10%	8%	10%	10%
Four or More Adults	6%	7%	7%	10%	5%	9%	6%	11%	8%	6%
Family Travel										
Travel with children from household	21%	25%	31%	39%	26%	34%	33%	29%	30%	29%
Average Number of Children in Party	1.58	1.85	1.67	1.63	1.55	1.89	1.81	1.67	1.76	1.71

# Oklahoma experienced a less pronounced increase in visitor satisfaction compared to neighboring states Missouri and Texas

Leisure Satisfaction: Extremely/Very Satisfied with Visit to State  
CY 2019 CY 2020



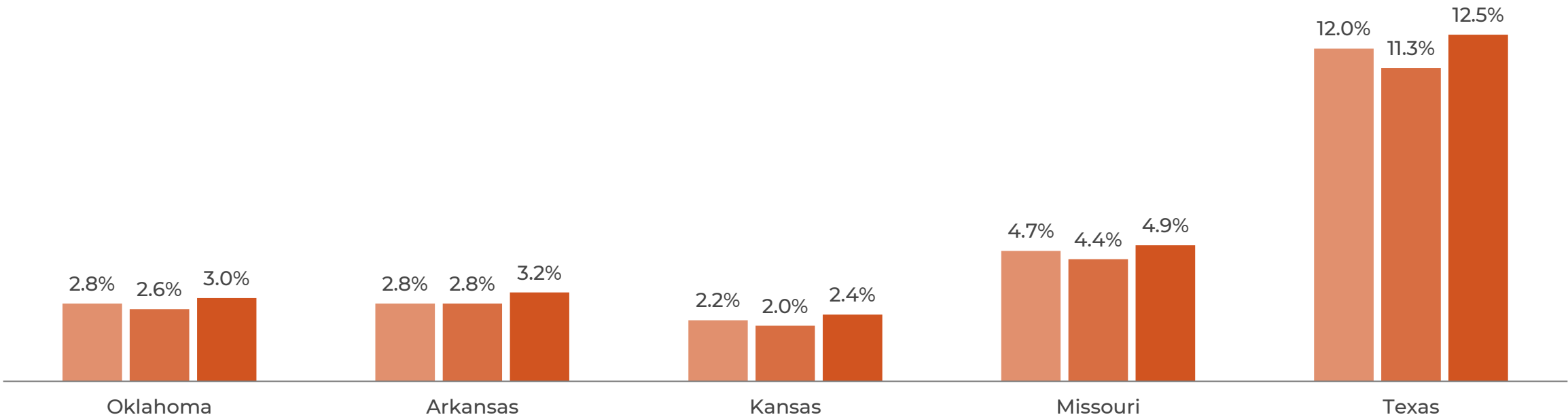
# Oklahoma maintains a strong repeat visitor base among overnight leisure travelers



# Leisure travel intent increases for Oklahoma and all neighboring competitor states

Intent to Visit within Next 2 Years by Competitive Set State

CY 2018    CY 2019    CY 2020



# Oklahoma visitors tend to be older than neighboring competitors

	Oklahoma Visitors		Arkansas Visitors		Kansas Visitors		Missouri Visitors		Texas Visitors	
	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Average Age	48.6	45.2	44.1	42.7	47.8	42.8	47.0	45.3	44.4	44.6
Household Income										
Under \$50,000	32%	29%	29%	26%	39%	33%	26%	31%	29%	28%
\$50,000 - \$74,999	25%	24%	27%	25%	24%	20%	26%	24%	26%	22%
\$75,000 - \$99,999	16%	20%	11%	21%	14%	17%	20%	16%	16%	16%
\$100,000+	27%	26%	33%	28%	24%	30%	27%	29%	28%	34%
Resident										
In-State Visitor	47%	39%	50%	30%	48%	42%	45%	41%	74%	74%
Marital Status										
Married	66%	79%	66%	80%	68%	75%	67%	77%	60%	76%
Children										
Children in Household	31%	41%	44%	51%	39%	47%	41%	41%	41%	44%

# Oklahoma attracts more retired visitors than other regional states

	Oklahoma Visitors		Arkansas Visitors		Kansas Visitors		Missouri Visitors		Texas Visitors	
	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020	CY 2019	CY 2020
Employment										
Full time	51%	48%	53%	60%	51%	55%	48%	55%	51%	54%
Retired	24%	21%	19%	14%	22%	12%	21%	17%	17%	15%
Education										
Bachelor or Higher	42%	48%	40%	54%	50%	55%	46%	49%	45%	52%
Race/Ethnicity										
White	89%	89%	92%	88%	90%	93%	91%	93%	83%	83%
Hispanic	4%	4%	7%	5%	5%	2%	3%	2%	17%	7%
Black/African American	4%	4%	4%	6%	3%	5%	3%	4%	8%	15%



# GLOSSARY & METHODOLOGY

# Glossary

Term	Definition
Origin DMA	Designated Market Area: areas where respondents live that share the same primary TV broadcast signals (210 DMAs in US).
Person-Trip	Total person-trips are all trips taken by all people; i.e., a couple taking three trips counts as six (two people, each taking three trips).
Trip	Travel 50+ miles (one-way) away from home or overnight. Excludes commuters or commercial travel (i.e., flight attendants, commercial vehicle operator).
U.S. Travelers	U.S. residents who have taken at least one “trip” during the past 12 months.
U.S. Domestic Travel	U.S. residents who visited at least one U.S. destination on a “trip” during the period.
Oklahoma Visitor	A U.S. traveler who visited Oklahoma during the specified time period.
Niche Activity Motivations	An activity or group of activities that an Oklahoma visitor participated in and indicated it was a reason for their visit.
Outdoor Recreationalist	Activities: camping, biking, fishing, horse ridding, kayaking/canoeing/paddleboarding, sailing, ATV/4-wheeling, golf, boating, hiking
Casino/Gaming	Activities: casino/gaming
Nature & Rural Explorer	Activities: bird watching, state/national parks/monument/rec areas, farms/agri-tours, rural sightseeing, other nature, nature travel/eco-touring, wildlife viewing
Arts & Culture	Activities: art galleries, historic sites, Native American ruins, museums, theater, symphony/concert, local/folk art/craft
Urban Explorer	Activities include fine dining, nightclubs/dancing, shopping, spa/health club, craft breweries, urban sightseeing
Entertainment	Activities: music festival, motor sports, major/professional sports events, youth/amateur/college sports events (spectator), zoos/aquariums/aviaries, special event/festival, theme/amusement/water park
Family & Friends	Activities include visiting friends/relatives, family reunion.

# TravelTrakAmerica Syndicated Research

TravelTrakAmerica is a comprehensive national travel study of U.S. households focusing on domestic travel. The syndicated study collects general information on travelers (e.g., demographics, perceptions, travel intent) and detailed information about past-month travel.



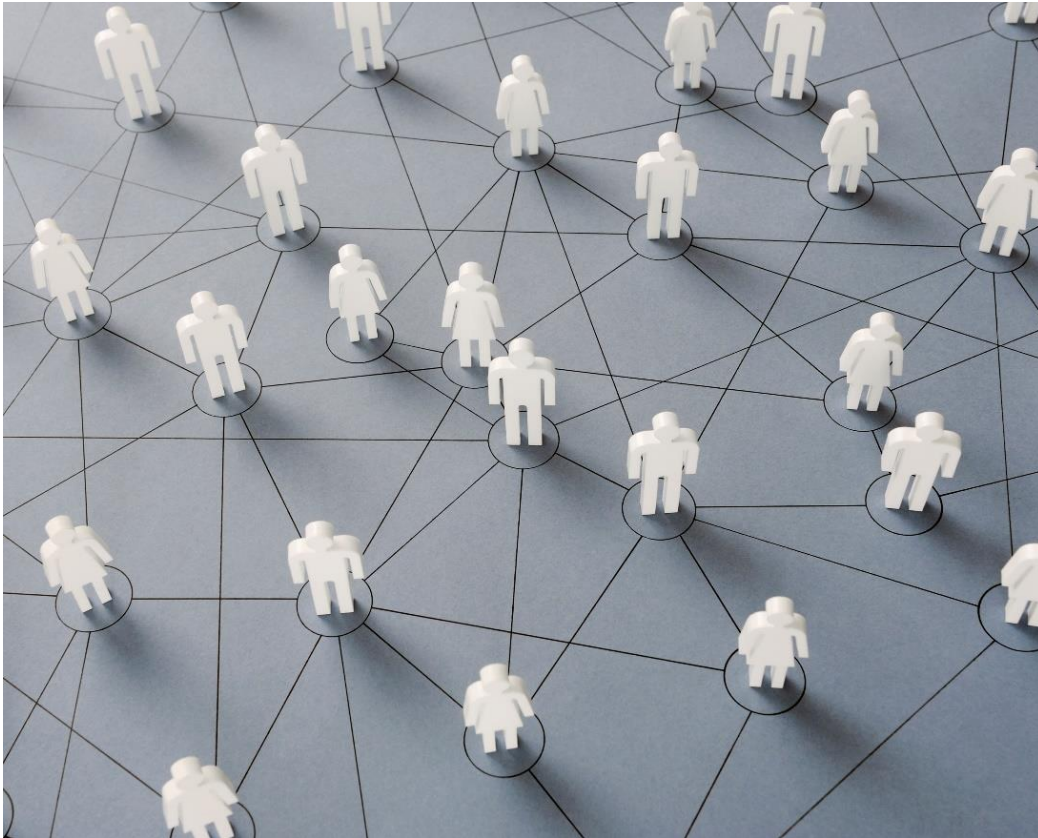
## Methodology:

Omnitrak sources survey respondents from a single managed panel provider to administer the monthly TravelTrakAmerica survey to a nationally representative sample of U.S. households.

Each month a variety of general information (e.g., demographics, perceptions, travel intent, etc.) is collected from more than 9,000 U.S. travelers. “Travelers” are defined as having taken one or more trip(s) more than 50 miles from home (each-way, excluding commuters) during the past 12 months.

Details about trips taken during the past-month are collected from approximately 4,000 travelers who took at least one trip in the prior month. To ensure the survey captures all destinations visited to the best of its ability, when asked where they went in a state, respondents are provided with an option to type in the destination they visited.

# Sample



## Sample Collections: January - December

	2019 Unweighted	2019 Demographic Weighted	2020 Unweighted	2020 Demographic Weighted
Total U.S. Travelers Respondents	117,627	126,308	108,273	117,480
Total U.S. Domestic Travelers Trips	58,003	65,609	38,611	42,467
Total Oklahoma Visitors	842	951	730	731
Oklahoma In-State Visitors	349	414	343	313
Oklahoma Out-of-State Visitors	493	537	387	418



# APPENDIX

# Top Activities for Oklahoma and Domestic Visitors

Activity	Domestic Visitors	Oklahoma Visitors	Activity	Domestic Visitors	Oklahoma Visitors	Activity	Domestic Visitors	Oklahoma Visitors
Visiting friends/relatives	36%	34%	Art Galleries	6%	3%	Mountain biking	3%	1%
Shopping	18%	13%	Casino/Gaming	6%	18%	Special events/Festival)	3%	2%
Beach	14%	3%	Local/folk arts/crafts	6%	5%	Rock/Mountain climbing	3%	2%
Historic sites	13%	9%	Gardens	5%	3%	Motor boat/Jet ski	2%	4%
Rural sightseeing	12%	12%	Family reunion	5%	4%	ATV/Four-wheeling	2%	2%
Fine dining	10%	8%	Bird Watching	5%	3%	Spa/health club	2%	3%
Hike/Backpack/Canyoneering	10%	6%	Craft breweries	4%	3%	Horseback riding	2%	2%
State park/Monuments/Rec. areas	8%	8%	Theater/Drama	4%	3%	Visit TV/film location	2%	1%
Museums	8%	6%	Musical festival	4%	2%	Raft/Kayak/Canoe/Paddleboard	2%	2%
Other nature (photography, etc.)	7%	6%	Golf	4%	2%	Wine tasting/Winery tour	2%	1%
Wildlife viewing	7%	6%	Theme/Amusement/Water park	4%	2%	Scuba diving/Snorkeling	2%	1%
National park/Monuments/Rec	7%	3%	Nightclubs/Dancing	3%	2%	Water skiing	2%	2%
Urban sightseeing	7%	6%	Native American ruins/Rock art	3%	5%	Skiing/snowboarding	2%	1%
Fishing	6%	7%	Biking/Road biking/Cycling	3%	2%	Other snow activities	2%	0%
Camping	6%	8%	Zoos/Aquariums/Aviaries	3%	2%	Hang glide/Skydive/Base jump	1%	1%
Nature travel/Ecotouring	6%	4%	Farms/ranches/Agri-tours	3%	2%	Amateur/Collegiate sports event	1%	3%

# Top Activities for Oklahoma Visitors (YOY)

Activity	CY 2019	CY 2020	Activity	CY 2019	CY 2020	Activity	CY 2019	CY 2020
Visiting friends/relatives	38%	34%	Family reunion	3%	4%	Special events/Festival	1%	2%
Casino/Gaming	21%	18%	Nature travel/Ecotouring	2%	4%	Amusement/Water park	1%	2%
Shopping	12%	13%	Motor boat/Jet ski	1%	4%	Rock/Mountain climbing	2%	2%
Rural sightseeing	8%	12%	Bird Watching	1%	3%	Musical festival	4%	2%
Historic sites	5%	9%	Beach	1%	3%	Biking/Road biking/Cycling	1%	2%
State park/Monuments/Rec	5%	8%	National park/Monuments/Rec	2%	3%	Water skiing	0%	2%
Camping	4%	8%	Art Galleries	3%	3%	Zoos/Aquariums/Aviaries	3%	2%
Fine dining	9%	8%	Youth/College sports (spectator)	3%	3%	Horseback riding	1%	2%
Fishing	5%	7%	Spa/health club	1%	3%	Farms/ranches/Agri-tours	2%	2%
Hike/Backpack/Canyoneer	4%	6%	Theater/Drama	1%	3%	Mountain biking	1%	1%
Museums	6%	6%	Craft breweries	1%	3%	Youth/College sport participant	0%	1%
Urban sightseeing	5%	6%	Gardens	4%	3%	Wine tasting/Winery tour	1%	1%
Other nature (photography, etc)	2%	6%	Raft/Kayak/Canoe/Paddleboard	0%	2%	Motor sports-NASCAR/Indy	0%	1%
Wildlife viewing	3%	6%	Golf	1%	2%	TV/Movie filming location	1%	1%
Local/folk arts/crafts	4%	5%	Nightclubs/Dancing	2%	2%	Major/Professional sport event	1%	1%
Native American ruins/Rock art	2%	5%	ATV/Four-wheeling	2%	2%	Symphony/Opera/Concert	2%	1%

# Destination Trends in Day/Overnight Visitors

Trends in Top Oklahoma Destinations for Overnight and Day Visitors

Oklahoma Day Visitors						
	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020
Oklahoma City area	25%	35%	34%	28%	22%	21%
Tulsa area	17%	20%	20%	26%	26%	20%
Norman	7%	8%	4%	8%	7%	10%
Lawton	1%	2%	4%	4%	6%	7%
Muskogee	8%	5%	4%	6%	4%	6%
Ardmore	3%	3%	4%	5%	4%	3%
Bartlesville	4%	1%	3%	2%	4%	4%
Stillwater	4%	2%	4%	1%	1%	2%

Oklahoma Overnight Visitors						
	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020
Oklahoma City area	37%	31%	36%	33%	36%	32%
Tulsa area	23%	28%	28%	25%	27%	23%
Norman	7%	6%	8%	12%	7%	6%
Lawton	5%	4%	5%	5%	6%	3%
Ardmore	3%	4%	4%	7%	5%	4%
Muskogee	3%	3%	4%	4%	5%	4%
Stillwater	4%	2%	5%	6%	4%	5%
Bartlesville	3%	2%	3%	3%	3%	4%

# Destination Trends in In-State/Out-of-State Visitors

Trends in Top Oklahoma Destinations for Overnight and Day Visitors

Oklahoma Out-of-State Visitors						
	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020
Oklahoma City area	34%	30%	33%	33%	33%	21%
Tulsa area	20%	29%	23%	23%	26%	20%
Norman	11%	7%	6%	10%	7%	10%
Ardmore	4%	5%	5%	5%	7%	5%
Lawton	3%	3%	5%	3%	6%	4%
Stillwater	3%	2%	4%	5%	4%	2%
Muskogee	4%	2%	4%	3%	4%	5%
Bartlesville	3%	2%	3%	2%	3%	3%

Oklahoma In-State Visitors						
	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020
Oklahoma City area	30%	35%	38%	29%	28%	27%
Tulsa area	21%	22%	28%	27%	28%	21%
Norman	4%	7%	6%	11%	7%	8%
Lawton	5%	3%	3%	6%	6%	6%
Muskogee	6%	6%	4%	6%	5%	4%
Stillwater	5%	2%	6%	3%	4%	5%
Ardmore	3%	2%	3%	7%	2%	3%
Bartlesville	3%	1%	4%	3%	1%	6%