



TOURISM

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

2021 IMPACTS



17.7
MILLION
Visitors in CY21

Down 14.1%
from 2019

\$10.1 BILLION IN 2021

direct visitor travel spending — up 3.2% over 2019

\$748
MILLION

state and local
tax revenue
generated
Up 3.3%
over 2019



\$2.6
BILLION

direct earnings
generated by
travel spending
Up 2.7%
over 2019



\$485

per household
in tax revenues
Up 2.1%
over 2019



96,800
JOBS

direct employment
generated by
travel spending
Down 7.6%
from 2019

