

The Economic Impact of Travel

Oklahoma

2021

State and County Impacts

October 2022

PREPARED FOR

Oklahoma Tourism and Recreation Department



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The Economic Impact of Travel in Oklahoma

2021 State and County Impacts

Oklahoma Tourism and Recreation Department

10/28/2022

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Introduction

Purpose of the Report

This report was commissioned by the Oklahoma Tourism and Recreation Department to assess the economic impact of travel to the state of Oklahoma. The travel industry represents an important component of Oklahoma's state economy. Spending associated with travel in Oklahoma generates earnings, employment and taxes throughout the state. Many counties in Oklahoma contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Oklahoma. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their interests and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

2021 Considerations

It should be noted that these measures of economic activity declined at unprecedented rates during 2020 and in 2021 increased at unprecedented rates.

Starting in 2021, we are including an estimate for short term vacation rentals, as the COVID-19 pandemic accelerated STVR popularity as an alternative overnight option.

The label for "Hotel, Motel, STR" in prior reports has been updated to "Hotel, Motel, STVR" to reduce confusion between the intended use describing short term vacation rentals and STR LLC, a provider of hotel industry statistics.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.



National Impacts

2021

National / Summary

U.S. Travel Impacts 2021 Preliminary

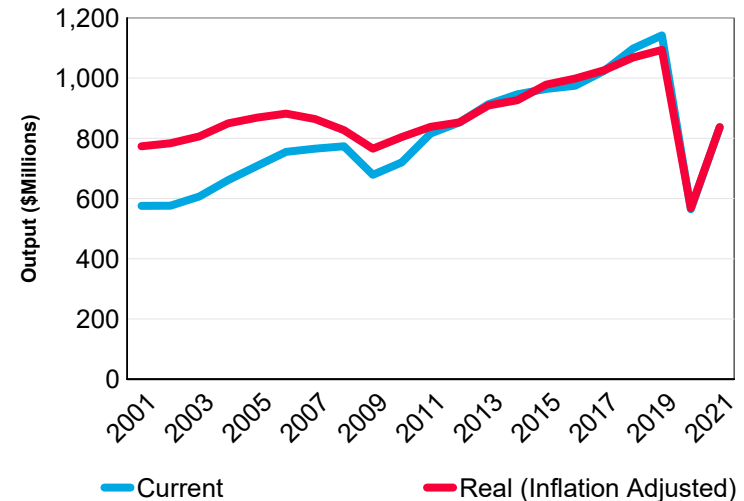
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 48% (-\$525B) in 2020, as compared to 2019 levels. In 2021 travel activity continued the recovery started in mid-late 2020, and by the end of 2021 travel output increased approximately 48% (+\$268B) compared to 2020 levels. An additional \$256 billion is needed to reach 2019 levels of travel output.

At the time of this report, the Bureau of Economic Analysis (BEA) Tourism Satellite Account covered travel activity through 2020; all 2021 estimates have been made by Dean Runyan Associates.

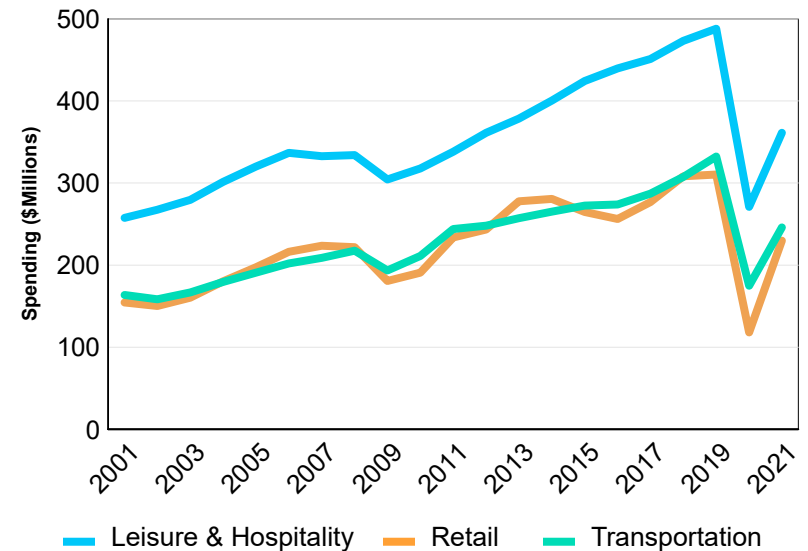
- Direct travel output by resident and foreign visitors was \$837 billion in 2021 in current dollars. This represents a 48% increase over 2020. When adjusted for inflation (real dollars), spending increased by 47% from 2020 to 2021.
- Leisure & Hospitality, as a share of total spending, decreased to 43%, compared to 48% in 2020. The overall shift in total spending was influenced by the return to air travel and price increases for gasoline.

The U.S. travel industry **expanded 48% (\$268B) in 2021**, after losing a combined \$525 billion in 2020.

Direct Travel Output 2000-2021p

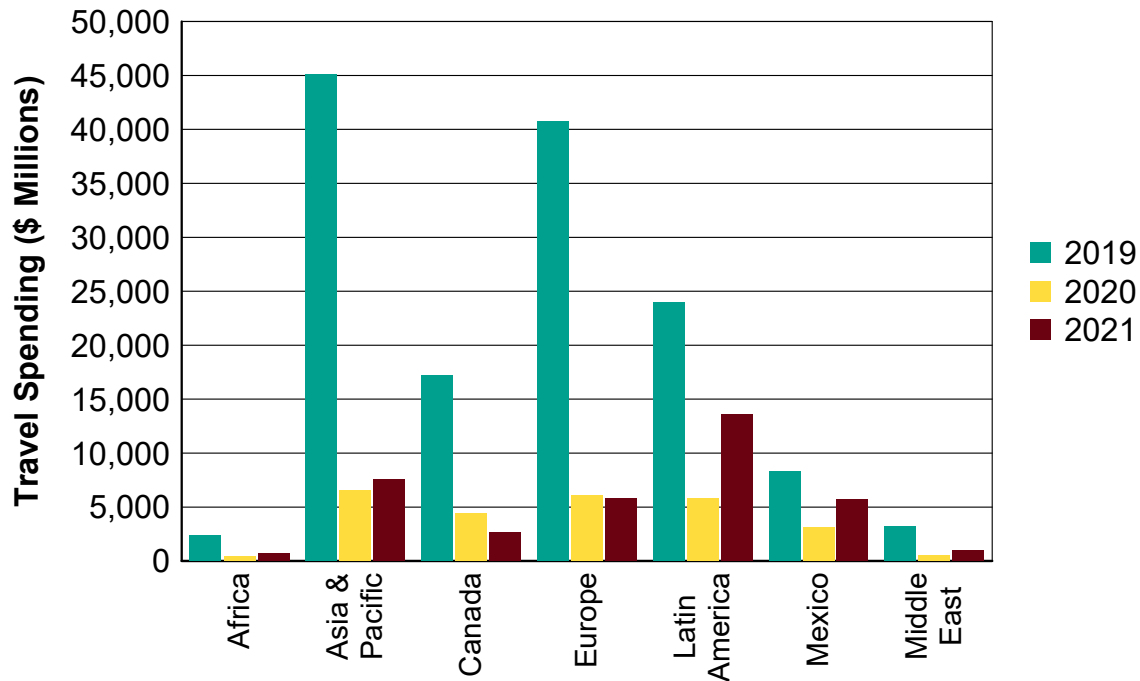


Spending by Summary Commodity 2000-2021p



National / Summary

International Spending 2021p



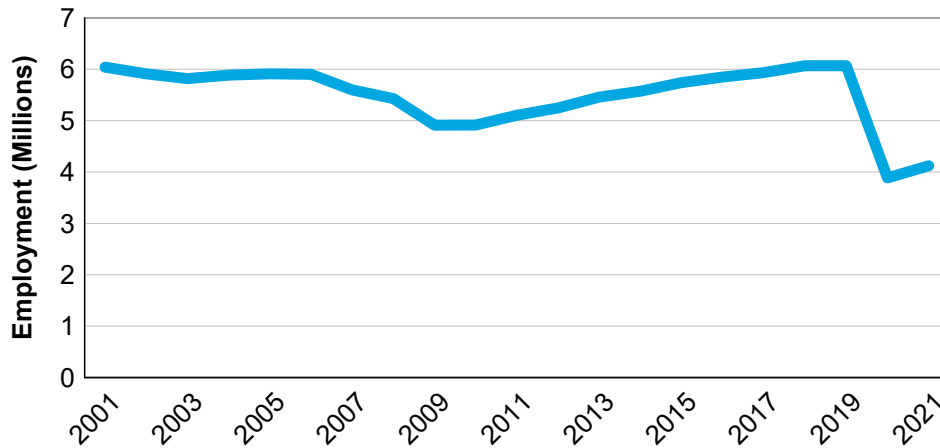
While international spending is up 38% relative to 2020, most regions are still lagging compared to 2019 levels of travel activity. International markets are slow to recover, as COVID-19 restrictions were still prevalent throughout much of the globe in 2021.

Sources: Dean Runyan Associates, Bureau of Economic Analysis

Note: Travel restrictions generally took effect in March 2020, with January and February 2020 showing relatively normal travel patterns.

National / Summary

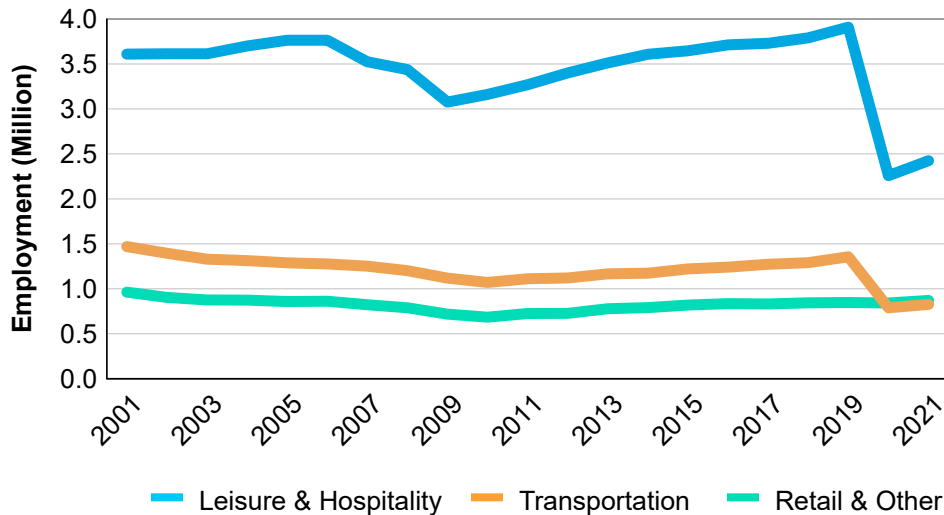
U.S. Travel Industry Direct Employment



National employment in the travel industry recovered 230 thousand jobs in 2021, an increase of 7% over 2020. In 2020, travel industry employment decreased by 2.2 million jobs (-36% YOY).

Sources: Bureau of Economic Analysis, Dean Runyan Associates

U.S. Travel Industry Employment by Sector



Leisure and hospitality grew 7.4% in 2021 a gain of 166,000 jobs.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



State Impacts

2021

Oklahoma / Summary

Travel Impacts 2021



31.9% Increase in Travel Spending

Travel spending in Oklahoma increased 31.9% from \$7.6 billion in 2020 to \$10.1 billion in 2021.



4,260 Jobs Gained

Direct travel-generated employment experienced a gain of approximately 4,260 jobs, a 4.6% increase in employment compared to 2021.



12.6% Growth in Travel Earnings

Direct travel-generated earnings experienced a gain of \$287 million, a 12.6% increase compared to 2020.



27.7% Increase in Tax Revenue

State and local tax receipts generated by travel spending are up \$162.6 million compared to 2020. State and local taxes both experienced a strong recovery in 2021, growing 22% and 36.6% respectively.

Note: These estimates for Oklahoma are subject to revision when more complete or additional data becomes available.

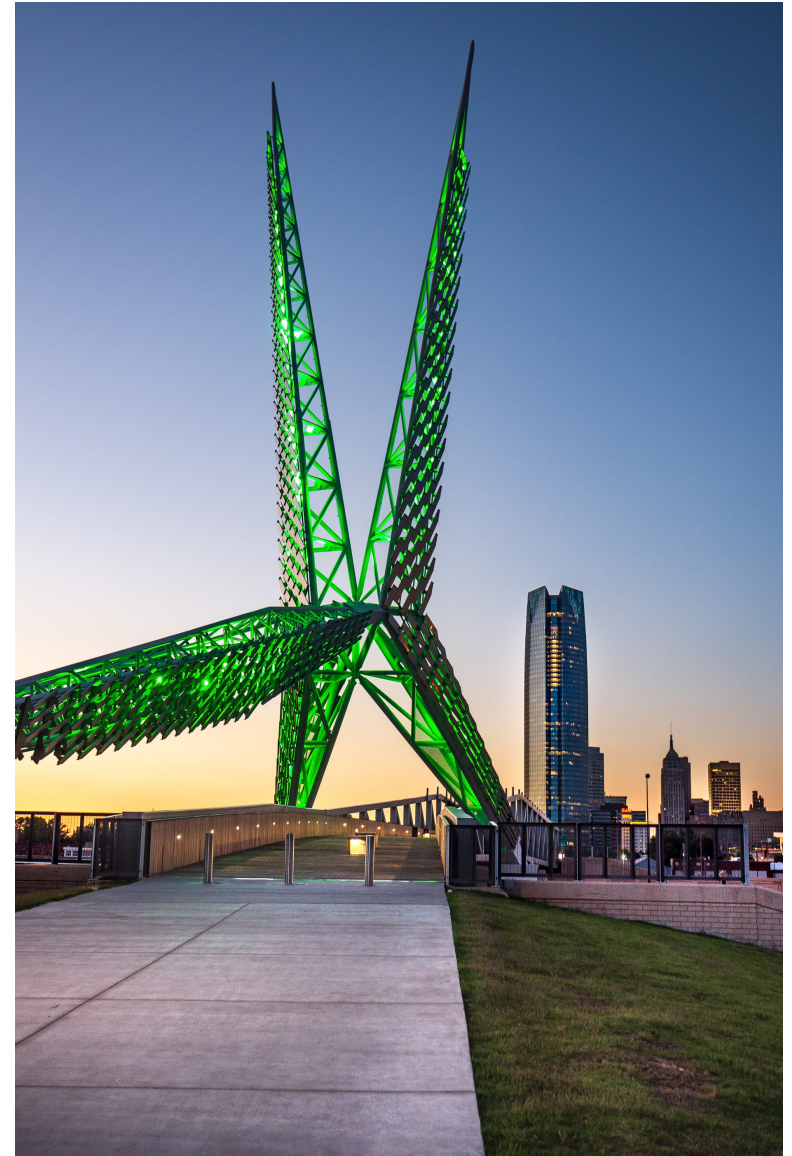
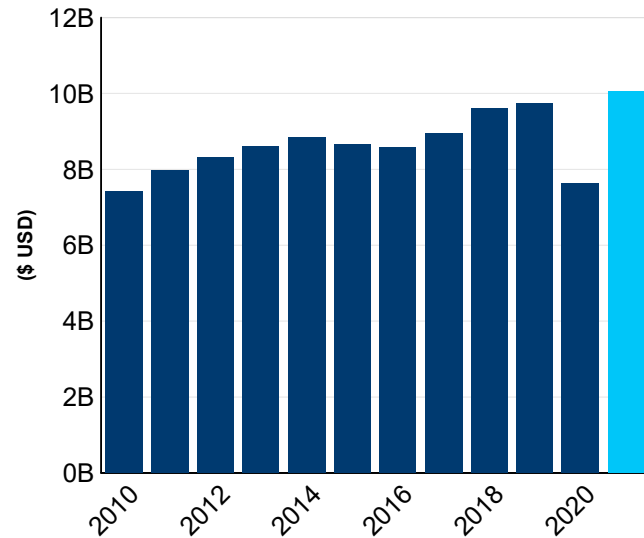


Photo by Raychel Sanner on Unsplash

Oklahoma / Spending

Direct Travel Spending

Direct travel spending increased by \$2.4 billion in 2021.

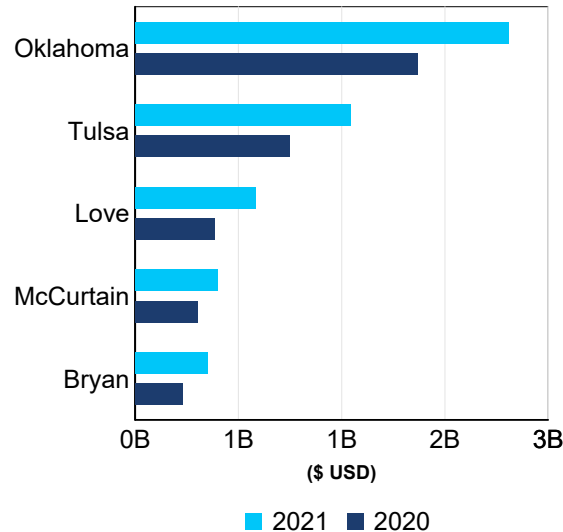


In 2021, travel spending in Oklahoma grew to \$10.1 billion, a 31.9% increase from the prior year.

From 2012-2021, Oklahoma travel spending grew at an annual growth rate of 2.2%.



Direct travel spending increases in top 5 counties.



All 5 of the counties that generate the highest travel spending in Oklahoma grew in 2021. The growth rate of the top 5 counties was 37.7%, compared to a growth rate of 31.9% for the state as a whole. Visitors spent approximately \$2.3 billion in Oklahoma county alone in 2021, 22.5% of the state total.



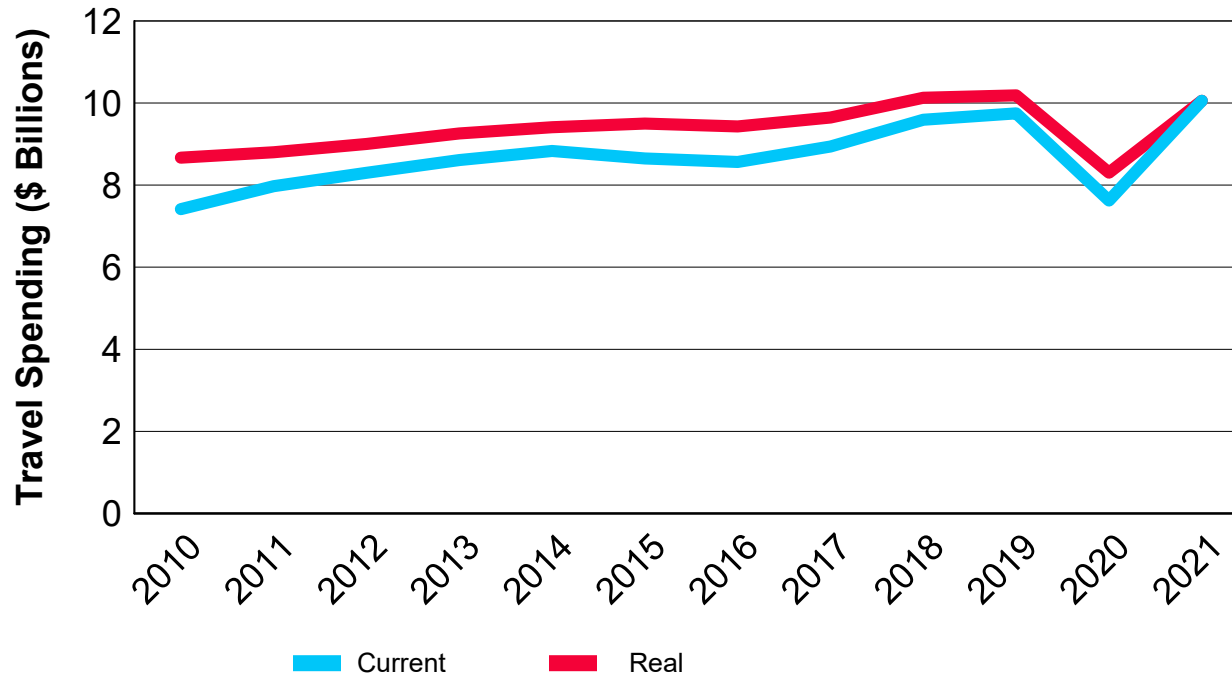
Destination + Other Travel
=
Direct Travel Spending

What is direct travel spending?

Direct travel spending includes both destination spending and other spending. **Destination spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Oklahoma, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Oklahoma but are not considered visitor spending in our methodology.

Oklahoma / Spending

Direct Spending / Real and Current Dollars



Adjusted for inflation the real dollar increase in travel spending is 21.1% compared to a 31.9% increase in current dollars.

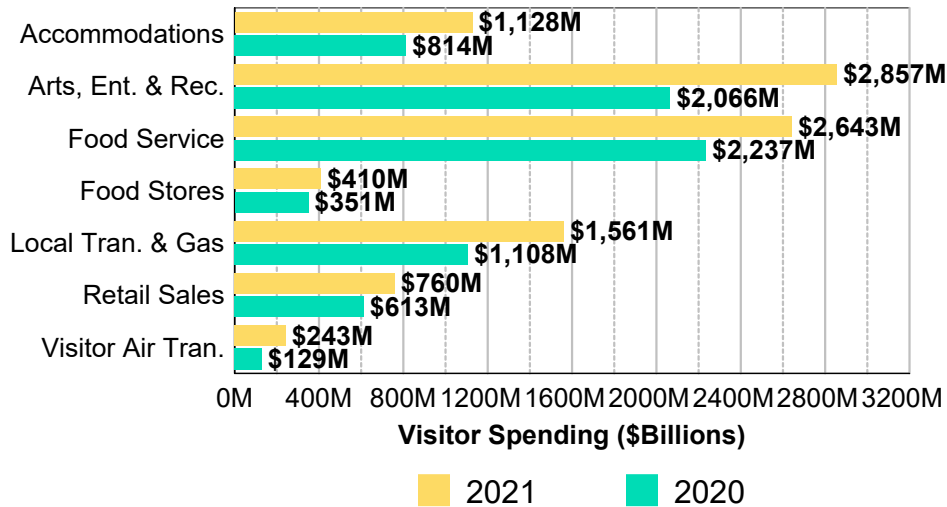
Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates



Photo by Mick Haupt on Unsplash

Oklahoma / Spending

Visitor Spending by Commodity Purchased

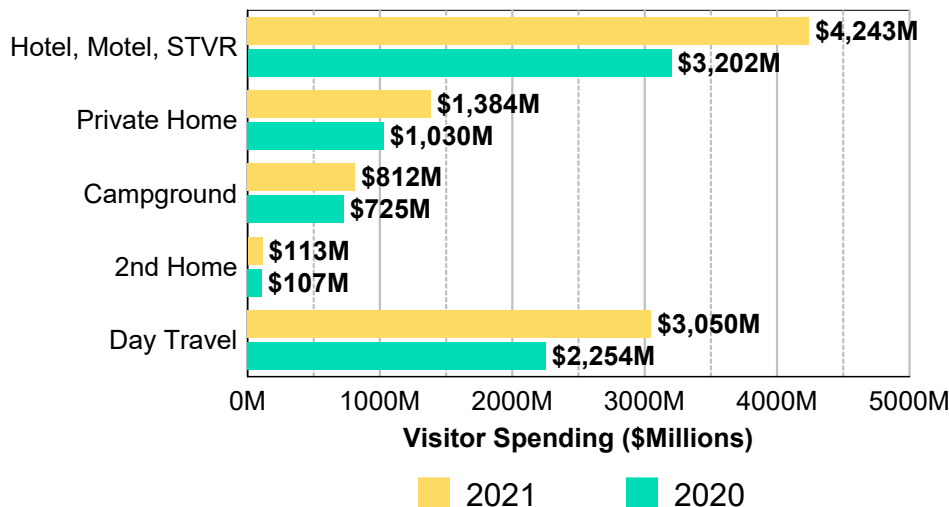


Visitor spending on Arts, Entertainment, and Recreation (includes gaming) grew \$734 million in 2021 compared to 2020, an increase of 42.2%.

Visitor spending for Accommodations gained approximately \$314 million, an increase of 38.6%.

Sources: Local Government Entities, Dean Runyan Associates, OK Gaming Commission, OK Tax Commission, Energy Information Administration

Visitor Spending by Accommodation Type



Visitors who stayed in a Hotel, Motel, STVR spent \$4.2 billion in 2021, an increase of 32.5%.

Day travelers spent \$3.1 billion in 2021, an increase of 35.3%.

Sources: Local Government Entities, Dean Runyan Associates, STR LLC., KeyData, Omnitrak Group, OK State Parks, U.S. Census Bureau

Oklahoma / Origin

Visitor Spending by Origin, 2021

Residents of Oklahoma accounted for 30% of visitor spending in Oklahoma in 2020. U.S. residents of states other than Oklahoma accounted for approximately 69% while international visitors accounted for 1% of travel spending in the state.

International spending historically has been around 4% of travel spending in Oklahoma. The COVID-19 pandemic resulted in travel restrictions to the U.S. from multiple large travel markets, causing the share of international spending to drop to one percent.

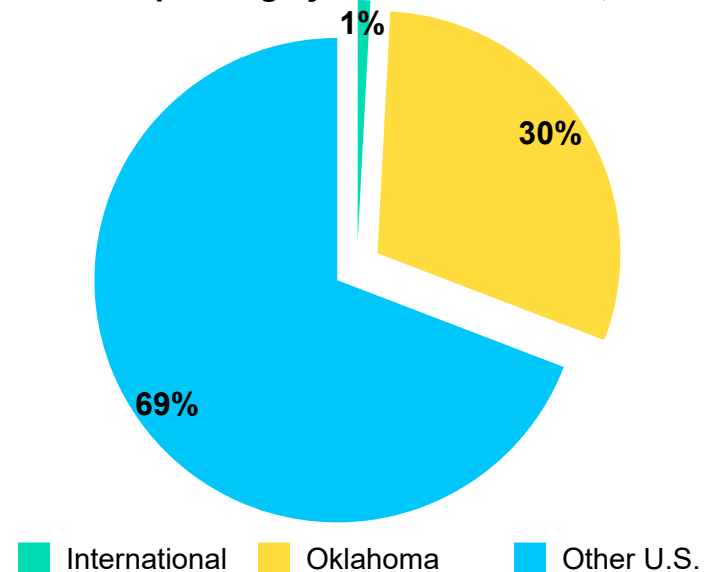
International spending impacts for Oklahoma were derived from the U.S. International Transaction estimates from the BEA and origin & destination counts from the National Travel and Tourism Office.

Allocation of U.S. domestic travel established with data provided by OmniTrak Group Inc.

Visitor Spending by Residence, 2021

Origin	Spending (Billions)
International	\$0.07
Other U.S.	\$6.63
Oklahoma	\$2.89
Visitor Spending	\$9.60

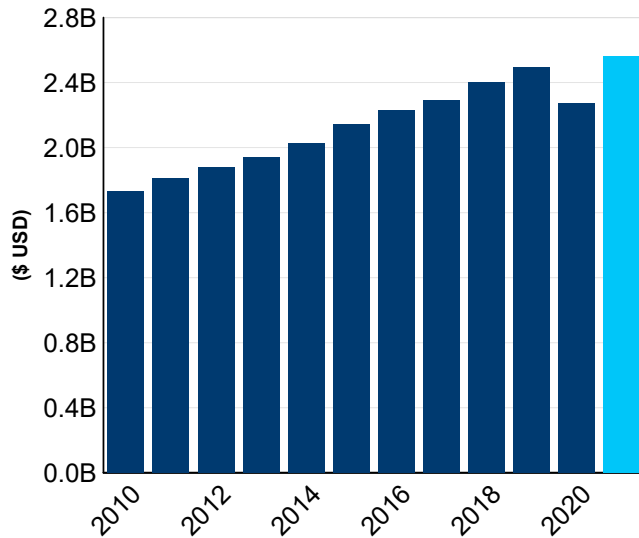
Travel Spending by Visitor Residence, 2021



Oklahoma / Earnings

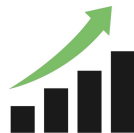
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$287 million in 2021.

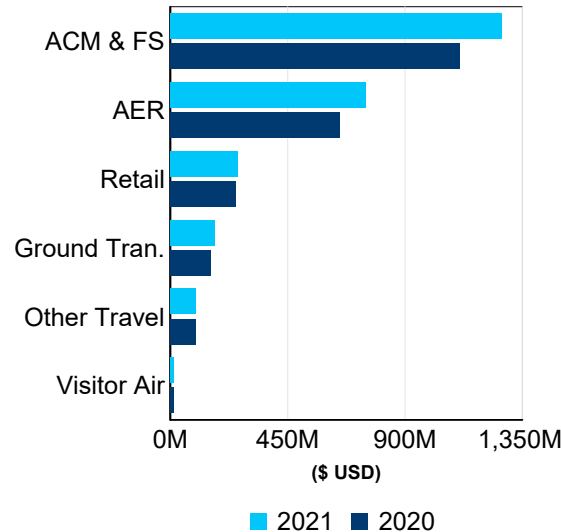


In 2021, direct travel-generated earnings grew to \$2.6 billion, a 12.6% increase from the prior year.

From 2012-2021, Oklahoma direct travel-generated earnings grew at an annual growth rate of 3.5%.



Component sectors of the travel industry show mixed growth.



Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)

Arts, Entertainment, and Recreation (including gaming) grew at the fastest rate (15.1%) of the primary sectors that make up the travel industry.



$$\begin{aligned} &(\text{Revenue} - \text{Cost of Goods Sold} - \\ &\quad \text{Expenses} - \text{Sales Tax}) \\ &= \\ &\text{Earnings} \end{aligned}$$

What are direct travel-generated earnings?

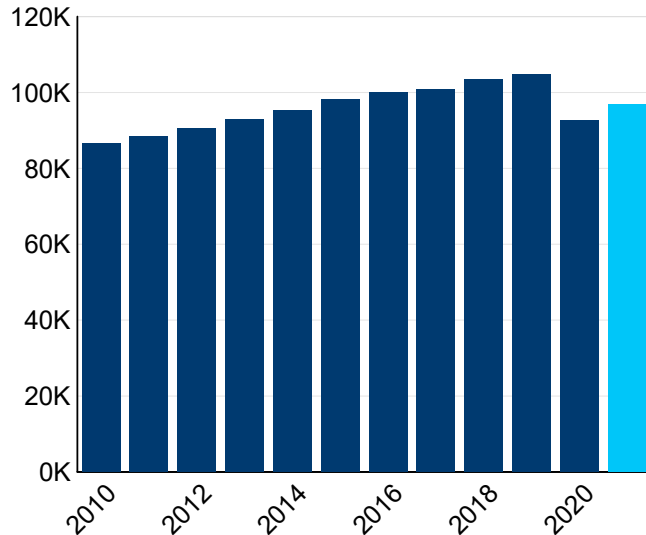
Direct travel-generated earnings represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

Oklahoma / Employment

Direct Travel-Generated Employment

Direct travel-generated employment increased by 4,260 jobs in 2021.

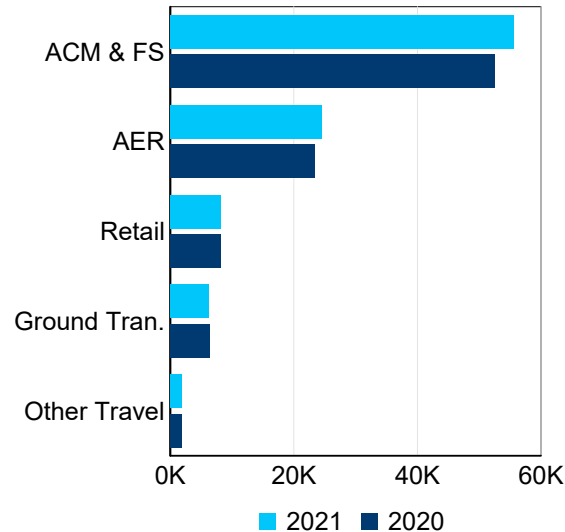


In 2021, direct travel-generated employment totaled 96.8 thousand jobs, a 4.6% increase from the prior year.

From 2012-2021, Oklahoma travel employment grew at an annual growth rate of 0.7%.



Accommodations and Food Services accounted for 71% of the gain.



Accommodation & Food Services (ACM & FS)
Arts, Entertainment, Recreation (AER)

Employment in the Accommodations and Food Services sector totaled 55,510 in 2021, a gain of 3,030 jobs (5.8%) from 2020.

What is direct travel-generated employment?

Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Wyoming, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

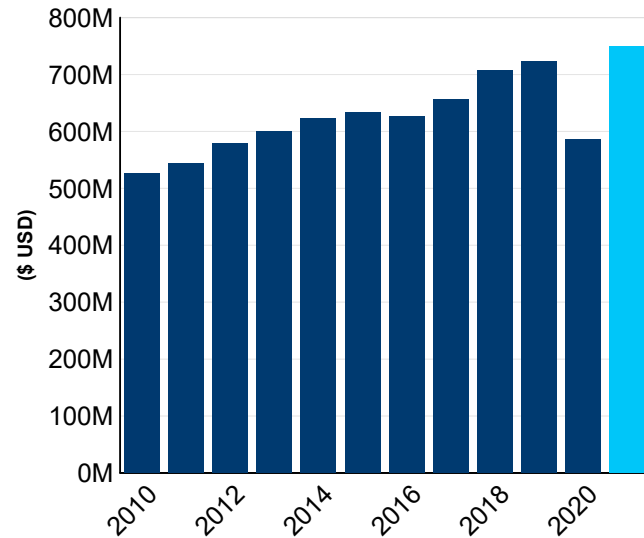


In 2021, every \$1 million in travel-related spending resulted in 9.6 jobs for the industry.

Oklahoma / Tax Receipts

Direct Travel-Generated State & Local Tax Receipts

Direct travel-generated tax revenue increased by \$748 million in 2021.

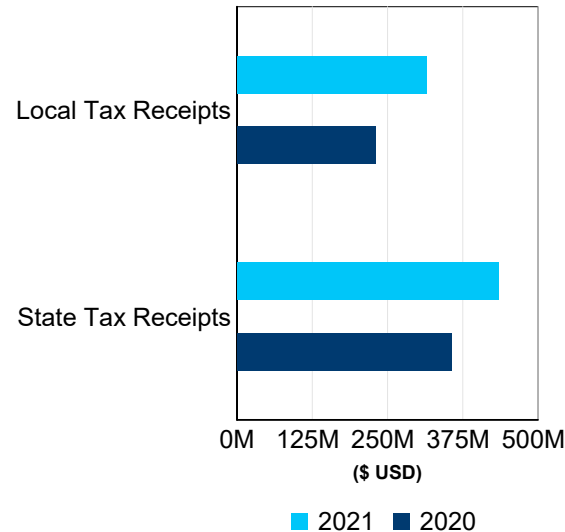


Direct travel-generated tax revenue increased to \$748 million in 2021, a 27.7% increase from the prior year.

From 2012-2021, Oklahoma tax revenue grew at an annual growth rate of 2.9%.



Tax revenue increases across state and local sources.



State and local tax receipts grew at slightly different rates in 2021. State tax receipts grew 22.0%, while local tax receipts grew 36.6%.

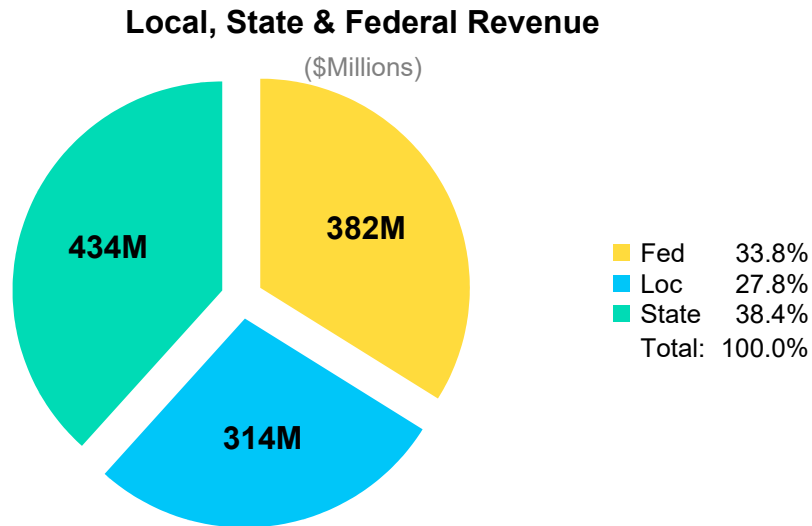
What are direct travel-generated tax receipts?

Direct travel-generated tax receipts include state and local taxes related to travel. **State taxes** include lodging taxes, motor fuel taxes, income taxes, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Oklahoma. They also include any applicable local lodging tax.

Oklahoma / Tax Receipts

Travel-Generated Government Revenue, 2021

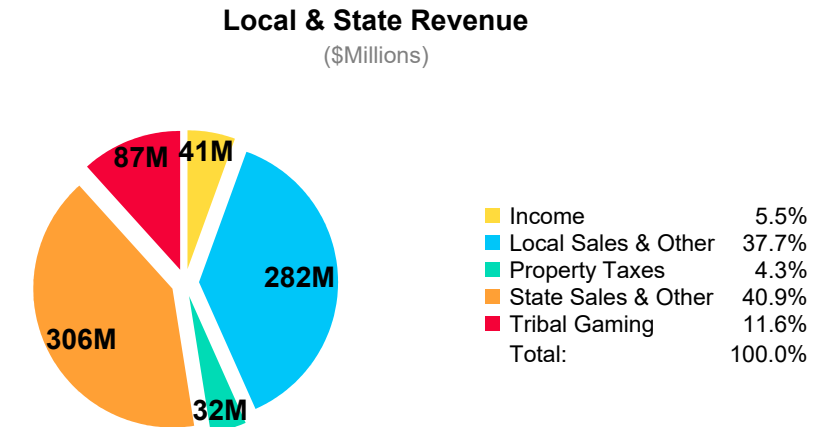
The chart below shows the distribution of travel-generated tax revenue. Federal taxes include income, payroll, airline ticket taxes, and motor fuel excise tax.



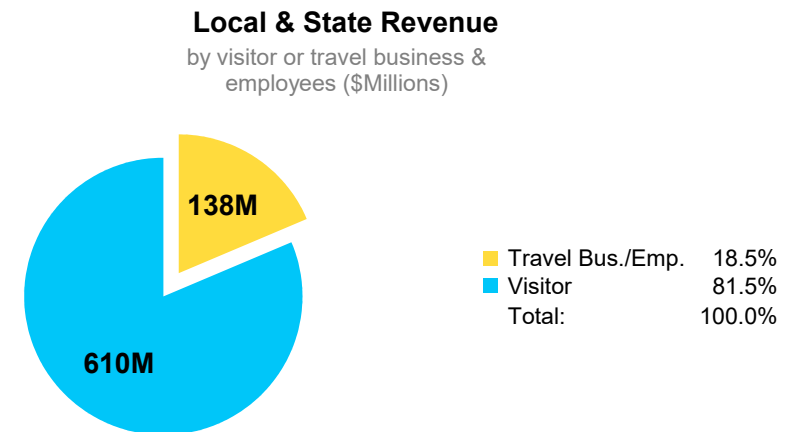
Detailed state and local taxes are shown to the right. Travel-generated local and state tax revenue represents about 5% of all local and state tax collections. (The 5% does not include tribal gaming exclusivity fees.)

Approximately 82% of all local and state tax revenue is attributable to visitors (both Oklahoma residents and out-of-state visitors). In addition, travel businesses and employee tax payments include sales, income, and property taxes, as well as the travel-generated portion of tribal gaming exclusivity fees.

State sales & other taxes include the mixed beverage gross receipts tax, the motor fuel tax and the auto rental tax. The sales tax payments of both visitors and travel business employees are included. Sales tax revenue reflects the state sales tax payments attributable to the income of travel industry employees.



Local sales & other taxes include lodging taxes and passenger facility charges for visitors traveling to Oklahoma by air. As with state sales tax revenue, the local sales tax payments of both visitors and travel industry employees are included.



State Impacts / Impacts, Summary

Direct Travel Impacts 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	20-21	19-21	12-21*
Spending (\$Millions)													
Total (Current \$)	8,300	8,610	8,831	8,648	8,566	8,940	9,594	9,748	7,623	10,056	31.9%	3.2%	2.2%
Other	611	595	610	630	637	624	670	714	306	455	48.9%	-36.2%	-3.2%
Visitor	7,689	8,015	8,221	8,018	7,929	8,317	8,925	9,034	7,317	9,601	31.2%	6.3%	2.5%
Non-transportation	5,830	6,116	6,353	6,504	6,463	6,739	7,145	7,271	6,081	7,797	28.2%	7.2%	3.3%
Transportation	1,860	1,899	1,868	1,514	1,465	1,578	1,780	1,763	1,237	1,804	45.9%	2.3%	-0.3%
Earnings (\$Millions)													
Earnings (Current \$)	1,881	1,942	2,024	2,143	2,231	2,290	2,401	2,493	2,273	2,560	12.6%	2.7%	3.5%
Employment (000's)													
Employment	90.6	93.0	95.4	98.3	100.1	100.9	103.6	104.8	92.5	96.8	4.6%	-7.6%	0.7%
Tax Revenue (\$Millions)													
Total (Current \$)	883	933	966	986	988	1,019	1,091	1,122	900	1,130	25.7%	0.8%	2.8%
Local	237	247	258	265	259	272	300	308	230	314	36.6%	1.9%	3.2%
Visitor	188	200	210	214	209	216	239	243	165	249	51.0%	2.6%	3.2%
Bus. or Employee	48	48	49	51	50	57	61	65	65	65	0.0%	-0.7%	3.4%
State	342	353	364	369	368	384	408	415	356	434	22.0%	4.6%	2.7%
Visitor	283	294	303	305	305	317	336	342	288	361	25.4%	5.6%	2.7%
Bus. or Employee	58	59	61	65	63	67	72	74	68	74	7.9%	0.0%	2.6%
Federal	305	332	344	352	361	363	384	398	313	382	21.8%	-4.1%	2.5%

*Represents the annual average percent change for the time series.
Percent change calculated on unrounded figures.

State Impacts / Impacts, Detailed

Direct Travel Impacts 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	20-21	19-21
Direct Travel Spending (\$Million)												
Destination Spending	7,689	8,015	8,221	8,018	7,929	8,317	8,925	9,034	7,317	9,601	31.2%	6.3%
Other Travel*	611	595	610	630	637	624	670	714	306	455	48.9%	-36.2%
TOTAL	8,300	8,610	8,831	8,648	8,566	8,940	9,594	9,748	7,623	10,056	31.9%	3.2%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel,STVR	3,452	3,658	3,800	3,760	3,649	3,842	4,215	4,258	3,202	4,243	32.5%	-0.4%
Hotel, Motel										4,203		
STVR										40		
Private Home	1,400	1,418	1,421	1,335	1,327	1,381	1,455	1,456	1,030	1,384	34.4%	-5.0%
Campground	492	498	494	455	466	465	522	549	725	812	12.0%	48.0%
2nd Home	108	109	109	102	104	110	114	115	107	113	5.1%	-2.3%
Day Travel	2,238	2,331	2,396	2,367	2,381	2,519	2,619	2,656	2,254	3,050	35.3%	14.8%
TOTAL	7,689	8,015	8,221	8,018	7,929	8,317	8,925	9,034	7,317	9,601	31.2%	6.3%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	875	940	1,000	1,011	962	993	1,074	1,093	814	1,128	38.6%	3.2%
Food Service	2,031	2,126	2,203	2,278	2,261	2,348	2,527	2,584	2,237	2,643	18.2%	2.3%
Food Stores	331	338	349	354	346	346	362	364	351	410	16.8%	12.5%
Local Tran. & Gas	1,539	1,582	1,529	1,184	1,144	1,259	1,432	1,405	1,108	1,561	41.0%	11.1%
Arts, Ent. & Rec.	1,898	2,000	2,085	2,144	2,192	2,342	2,439	2,490	2,066	2,857	38.3%	14.7%
Retail Sales	695	711	717	718	702	710	743	740	613	760	23.9%	2.7%
Visitor Air Tran.	321	317	339	330	322	319	348	357	129	243	87.5%	-32.1%
TOTAL	7,689	8,015	8,221	8,018	7,929	8,317	8,925	9,034	7,317	9,601	31.2%	6.3%

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

**Retail includes gasoline.

State Impacts / Impacts, Detailed

Direct Travel Impacts 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	20-21	19-21
Industry Earnings Generated by Travel Spending (\$Million)												
Accom. & Food Serv.	909	942	1,000	1,058	1,090	1,129	1,190	1,227	1,108	1,271	14.7%	3.6%
Arts, Ent. & Rec.	517	542	570	615	659	677	705	746	650	748	15.1%	0.2%
Retail**	191	203	214	224	231	229	233	238	250	259	3.6%	8.8%
Ground Tran.	168	162	145	147	141	150	160	163	155	170	9.6%	4.1%
Visitor Air Tran.	8	10	11	11	11	13	15	15	15	14	-3.8%	-8.5%
Other Travel*	88	84	84	90	98	92	97	104	96	98	2.4%	-5.2%
TOTAL	1,881	1,942	2,024	2,143	2,231	2,290	2,401	2,493	2,273	2,560	12.6%	2.7%
Industry Employment Generated by Travel Spending (Jobs)												
Accom. & Food Serv.	51,160	52,500	54,320	55,700	56,810	57,680	59,280	59,710	52,480	55,510	5.8%	-7.0%
Arts, Ent. & Rec.	22,490	23,070	23,190	24,640	25,620	25,790	26,500	27,470	23,350	24,540	5.1%	-10.7%
Retail**	7,410	7,770	8,050	8,280	8,460	8,210	8,120	8,080	8,090	8,250	1.9%	2.1%
Ground Tran.	6,970	7,080	7,440	7,270	6,710	6,760	7,130	7,020	6,360	6,250	-1.8%	-10.9%
Visitor Air Tran.	350	350	360	380	380	380	380	380	350	330	-6.3%	-14.8%
Other Travel*	2,230	2,200	2,000	1,990	2,120	2,100	2,160	2,150	1,910	1,930	0.7%	-10.4%
TOTAL	90,610	92,960	95,350	98,260	100,100	100,920	103,570	104,810	92,540	96,810	4.6%	-7.6%

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

**Retail includes gasoline.

State Impacts / Impacts, Detailed

Direct Travel Impacts 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	20-21	19-21
Tax Receipts Generated by Travel Spending (\$Million)												
Local Tax Receipts	237	247	258	265	259	272	300	308	230	314	36.6%	1.9%
Visitor	188	200	210	214	209	216	239	243	165	249	51.0%	2.6%
Business or Employee	48	48	49	51	50	57	61	65	65	65	0.0%	-0.7%
State Tax Receipts	342	353	364	369	368	384	408	415	356	434	22.0%	4.6%
Visitor	283	294	303	305	305	317	336	342	288	361	25.4%	5.6%
Business or Employee	58	59	61	65	63	67	72	74	68	74	7.9%	0.0%
Federal Revenue	305	332	344	352	361	363	384	398	313	382	21.8%	-4.1%
TOTAL	883	933	966	986	988	1,019	1,091	1,122	900	1,130	26.5%	1.8%

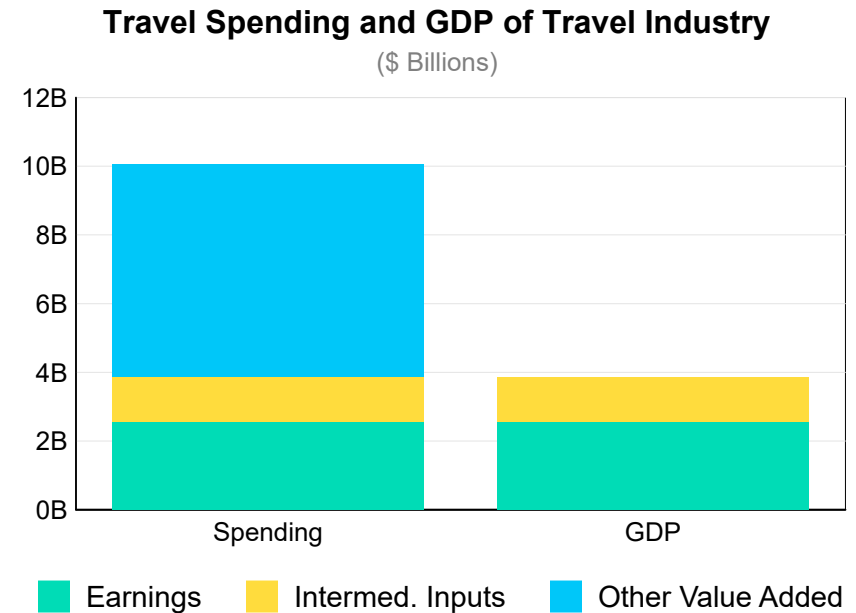
Details may not add to totals due to rounding.

Oklahoma / Travel GDP

Travel Industry GDP, 2021

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the Oklahoma travel industry is shown to the right. Oklahoma travel industry GDP of \$3.4 billion represents approximately 1.8% of the total Oklahoma GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Oklahoma will be delivered by other Oklahoma firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Oklahoma businesses. These inputs are sometimes referred to as "indirect" effects.



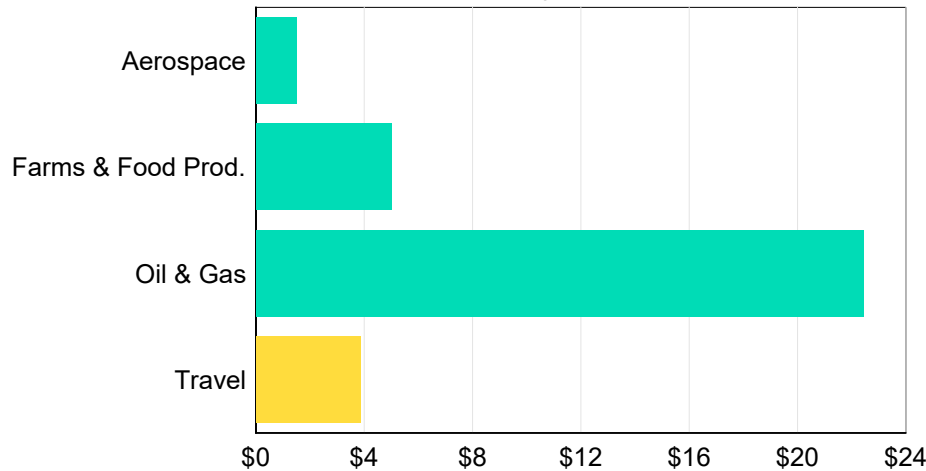
Oklahoma / Travel GDP

Oklahoma Export-Oriented Industries, 2021

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as mining, and manufacturing are the best examples of goods-producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

Oklahoma Gross Domestic Product

2021, GDP of Selected Export Industries

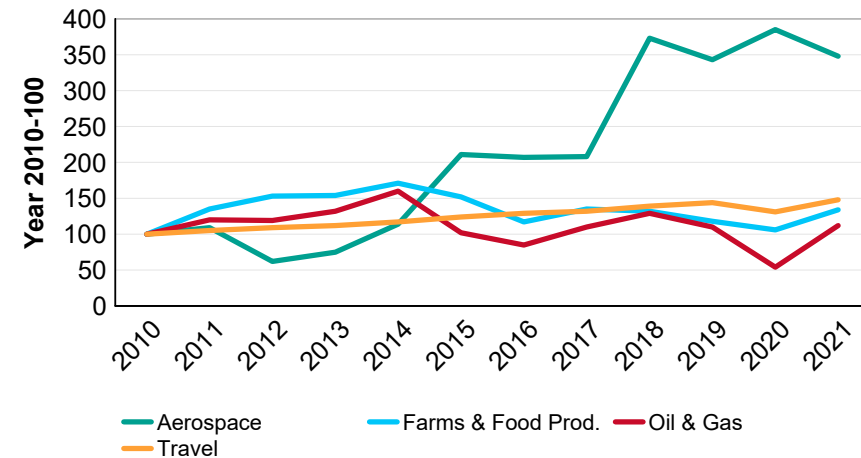


A comparison of the leading export-oriented industries in Oklahoma is shown for 2021. Exports are not necessarily more important than locally traded goods and services. The primary export-oriented industries in most rural counties are agriculture & food processing, oil and gas extraction, and the travel industry.

Source: Dean Runyan Associates and Bureau of Economic Analysis. GDP estimates by Dean Runyan Associates.

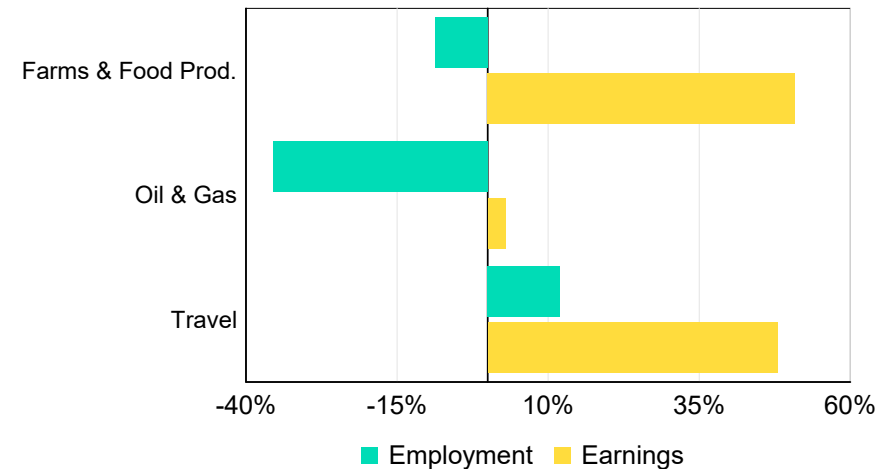
Change in Oklahoma GDP

2010-2021, Selected Industries



Change in Earnings and Employment

2010-2021, Selected Industries



Aerospace Manufacturing was a relatively small percentage of the Oklahoma economy in 2010; experiencing explosive growth over the last decade (employment change 133% and earnings growth 266%). It has been excluded in the above chart to keep focus on the older industries but it should be noted the sector is increasingly important to the overall Oklahoma economy.

Oklahoma / Secondary Effects

Travel spending brings money into many Oklahoma communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates indirect and induced impacts.

Direct impacts represent effects attributable to traveler expenditures.

Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses.

Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories presented elsewhere in this report.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Oklahoma and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

Largest Secondary Industries 2021

Professional Services (11,370 jobs and \$495.7 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (5,840 jobs and \$271.3million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

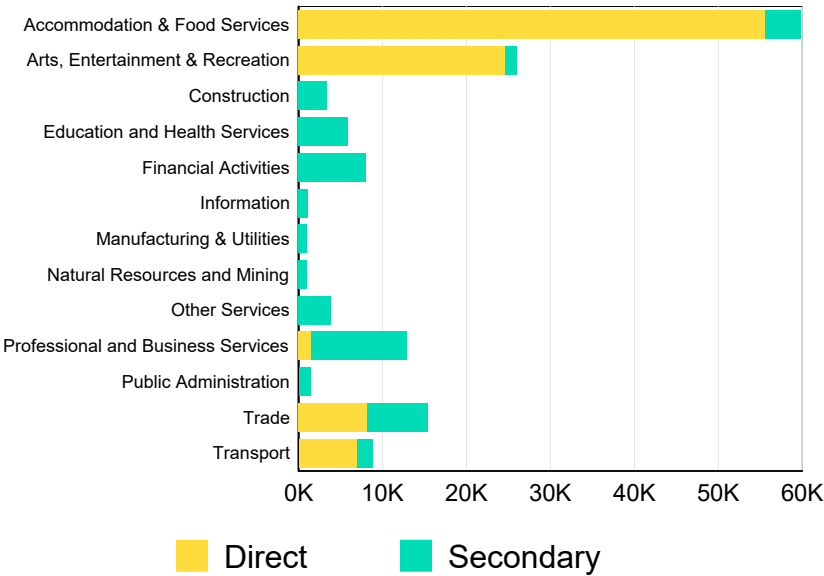
Financial Activities (8,070 jobs and \$259.1 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (3,910 jobs and \$131.7 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

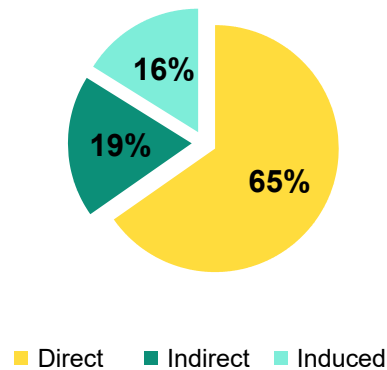
Oklahoma / Secondary Effects

Total Employment 2021

Direct & Secondary Employment



Share of Total Employment



Values may not add to 100% due to rounding

Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	55,510	1,140	3,130	4,270	59,780
Arts, Entertainment & Recreation	24,540	820	580	1,400	25,950
Trade	8,250	2,930	4,250	7,180	15,430
Transport	7,030	1,340	530	1,870	8,890
Professional and Business Services	1,480	8,920	2,450	11,370	12,850
Construction	0	3,140	250	3,390	3,390
Education and Health Services	0	90	5,750	5,840	5,840
Financial Activities	0	5,020	3,050	8,070	8,070
Information	0	720	370	1,090	1,090
Manufacturing & Utilities	0	710	290	1,000	1,000
Natural Resources and Mining	0	740	230	980	980
Other Services	0	1,250	2,660	3,910	3,910
Public Administration	0	1,000	430	1,430	1,430
All Industries	96,810	27,820	23,970	51,780	148,590

Values may not add to totals due to rounding.



MOST DIRECT JOBS
Accommodation & Food Services

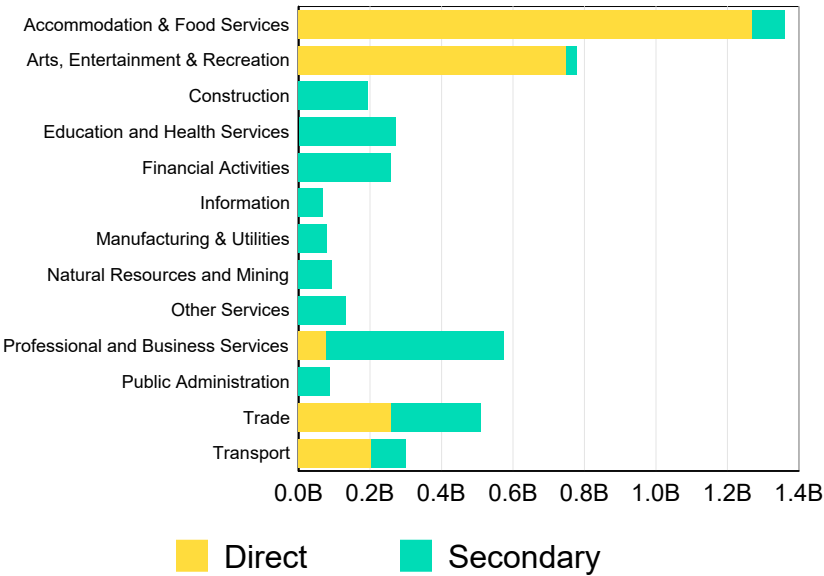


MOST SECONDARY JOBS
Professional & Business Services

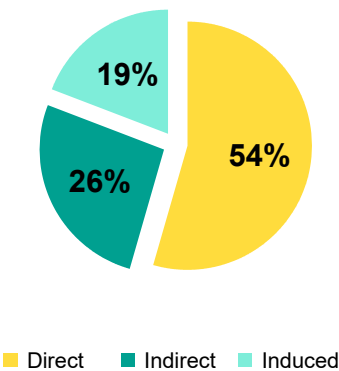
Oklahoma / Secondary Effects

Total Earnings 2021

Direct & Secondary Earnings



Share of Total Earnings



Values may not add to 100% due to rounding

Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	1,271	24	66	90	1,361
Arts, Entertainment & Recreation	748	18	11	29	777
Trade	259	101	151	252	511
Transport	203	70	27	97	300
Professional and Business Services	79	395	101	496	575
Construction	0	179	14	194	194
Education and Health Services	0	3	269	271	271
Financial Activities	0	163	97	259	259
Information	0	47	23	69	69
Manufacturing & Utilities	0	56	24	80	80
Natural Resources and Mining	0	75	19	94	94
Other Services	0	53	79	132	132
Public Administration	0	63	24	88	88
All Industries	2,560	1,246	904	2,150	4,710

Values may not add to totals due to rounding. Figures in \$Millions



MOST DIRECT Earnings
Accommodation & Food Services

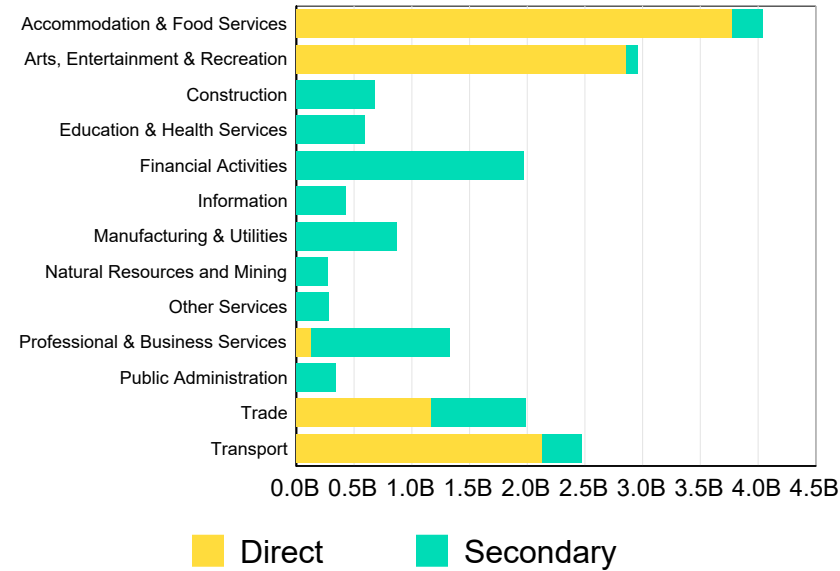


MOST SECONDARY Earnings
Professional & Business Services

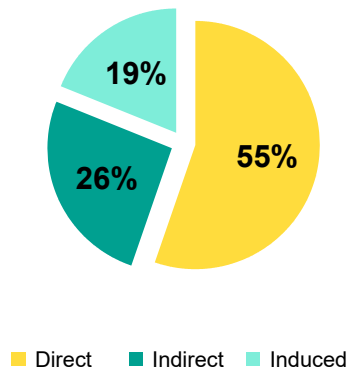
Oklahoma / Secondary Effects

Total Spending 2021

Direct & Secondary Spending



Share of Total Spending



Values may not add to 100% due to rounding

Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	3,771	76	192	268	4,039
Arts, Entertainment & Recreation	2,857	55	41	96	2,953
Trade	1,169	355	462	817	1,986
Transport	2,133	241	101	342	2,475
Professional & Business Services	127	958	245	1,203	1,330
Other Services	0	120	165	285	285
Public Administration	0	224	119	343	343
Construction	0	627	51	678	678
Natural Resources and Mining	0	214	57	272	272
Manufacturing & Utilities	0	595	275	870	870
Information	0	251	174	425	425
Financial Activities	0	976	996	1,971	1,971
Education & Health Services	0	5	584	589	589
All Industries	10,056	4,697	3,463	8,160	18,216

Values may not add to totals due to rounding. Figures in \$Millions



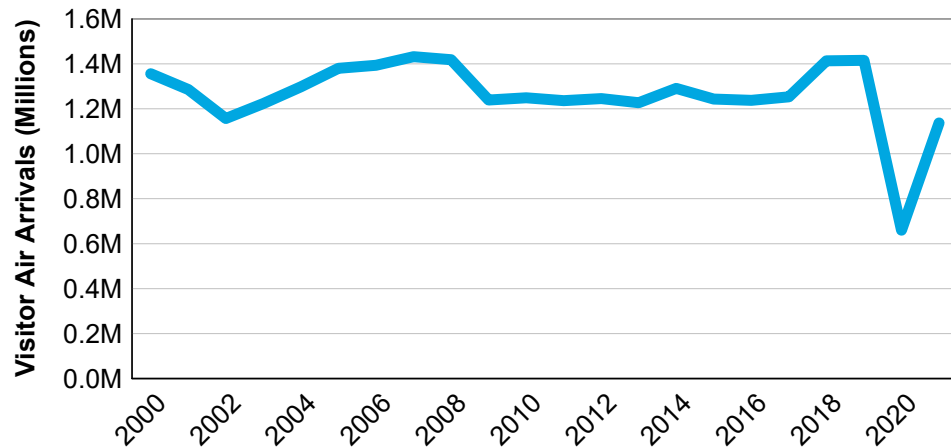
MOST DIRECT Spending
Accommodation & Food Services



MOST SECONDARY Spending
Financial Activities

Oklahoma / Visitor Volume

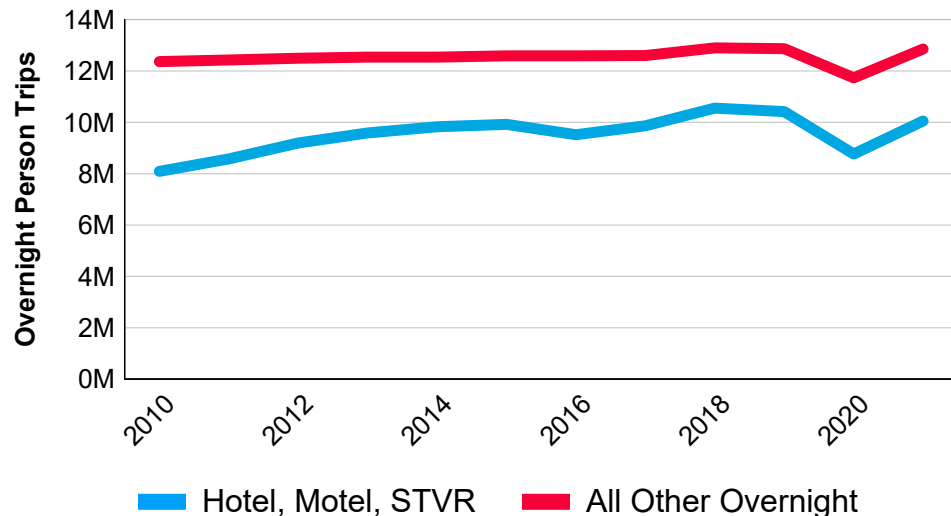
Air Passenger Visitor Arrivals / U.S. Air Carriers



1.1 million domestic visitors traveled to Oklahoma by air in 2021. This is an increase of 72.3% from 2020 visitation of 660 thousand. Domestic air visitors remain 20% below the level of activity reached in 2019.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Volume



Overnight visitor volume increased 11.7% in 2021. Visitors who stay in hotels, motels, or short term rentals increased 14.6%. All other overnight visitors camping, stays with friends and family, and second home use has fallen 9.6%.

Sources: Dean Runyan Associates, Omnitrak Group, KeyData, STR LLC.

Oklahoma / Visitor Volume

Visitor Details 2021p

Overnight visitor volume figures for Oklahoma are based on the economic findings of this report and other source data. Day travel estimates are not provided because of data limitations. Although volume estimates derived from different methodologies and source data will necessarily vary to some extent, it should be noted that the overnight volume estimates reported here are consistent with other data, such as room demand, visitor air travel and other visitor surveys.


Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$178	\$424	\$432	\$1,039	2.4	2.4
Air Transportation	\$251	\$938	\$439	\$1,641	1.7	3.7
Ground Transportation	\$173	\$399	\$431	\$998	2.5	2.3
Private Home	\$53	\$169	\$121	\$393	2.3	3.2
Air Transportation	\$90	\$510	\$154	\$873	1.7	5.7
Ground Transportation	\$49	\$149	\$116	\$354	2.4	3.0
Other Overnight	\$70	\$198	\$222	\$622	3.2	2.8
All Overnight	\$102	\$284	\$255	\$716	2.5	2.8

Overnight Visitor Volume (Millions), 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	24.9	20.8	24.2	10.3	8.6	9.9
Private Home	28.8	22.7	26.1	12.6	9.6	11.4
Other Overnight	11.0	13.1	13.2	3.4	4.1	4.2
All Overnight	64.7	56.6	63.5	26.4	22.4	25.5

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	10.4	8.8	10.1	4.3	3.6	4.1
Private Home	9.1	7.1	8.2	3.9	3.0	3.5
Other Overnight	3.8	4.6	4.7	1.2	1.5	1.5
All Overnight	23.3	20.5	22.9	9.4	8.1	9.1

 **15%**
Increase in Hotel, Motel, STVR person trips.



County Impacts

2021

County / Introduction

This section of the report provides summary measures of the economic impacts of travel for each of Oklahoma's seventy-seven counties. Estimates of overnight visitor volume and average spending are also provided where data is sufficient.

Travel Impacts (2021) Estimates of spending, earnings, employment and state & local government revenue are provided for each county

Overnight Visitor Volume (2021) Estimates of overnight trips and total nights spent in the county are provided for both persons and travel parties, subject to data limitations.

Average Overnight Spending (2021) Estimates of average overnight spending for persons and travel parties, subject to data limitations.

Travel Share of Total Employment (2021) A highlight of the relative importance of the travel industry when compared to all employment in each county.

County Detail Tables (2012-2021) Economic impact, visitor volume, and average spending estimates for each county from 2012 to 2021, subject to data limitations.

County / Summary

Direct Travel Impacts 2021

County	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Adair	\$18.4	\$4.9	240	\$0.7	\$0.7	\$1.4
Alfalfa	\$6.4	\$1.4	90	\$0.2	\$0.2	\$0.4
Atoka	\$39.4	\$11.1	420	\$1.1	\$1.5	\$2.5
Beaver	\$2.7	\$0.5	40	\$0.1	\$0.1	\$0.2
Beckham	\$41.9	\$12.9	780	\$2.1	\$1.7	\$3.7
Blaine	\$23.8	\$5.9	340	\$0.9	\$0.9	\$1.8
Bryan	\$439.5	\$107.0	3,130	\$5.9	\$15.5	\$21.5
Caddo	\$38.4	\$9.6	550	\$1.2	\$1.4	\$2.7
Canadian	\$161.7	\$49.0	2,030	\$6.2	\$6.3	\$12.4
Carter	\$168.7	\$36.5	1,760	\$7.6	\$6.4	\$13.9
Cherokee	\$110.1	\$28.3	1,420	\$4.4	\$4.1	\$8.5
Choctaw	\$101.8	\$26.4	760	\$1.1	\$3.6	\$4.8
Cimarron	\$4.9	\$1.3	100	\$0.2	\$0.2	\$0.4
Cleveland	\$359.6	\$101.5	4,340	\$12.4	\$13.8	\$26.2
Coal	\$2.5	\$0.5	30	\$0.1	\$0.1	\$0.2
Comanche	\$203.8	\$51.3	2,360	\$9.1	\$7.9	\$17.0
Cotton	\$89.3	\$23.0	560	\$0.8	\$3.2	\$3.9
Craig	\$17.0	\$4.1	190	\$0.6	\$0.7	\$1.3
Creek	\$77.7	\$23.0	1,130	\$2.8	\$3.0	\$5.8
Custer	\$63.2	\$22.2	1,000	\$3.3	\$2.5	\$5.8
Delaware	\$160.8	\$42.8	1,500	\$3.3	\$5.8	\$9.2
Dewey	\$3.5	\$0.7	40	\$0.1	\$0.1	\$0.3
Ellis	\$2.7	\$0.5	40	\$0.1	\$0.1	\$0.2
Garfield	\$99.2	\$29.1	1,350	\$4.9	\$3.9	\$8.8
Garvin	\$44.1	\$14.3	710	\$1.7	\$1.7	\$3.5
Grady	\$85.3	\$25.6	1,230	\$2.6	\$3.2	\$5.8
Grant	\$2.0	\$0.5	40	\$0.1	\$0.1	\$0.1
Greer	\$5.1	\$0.9	70	\$0.3	\$0.2	\$0.5
Harmon	\$1.2	\$0.3	30	\$0.0	\$0.0	\$0.1
Harper	\$1.9	\$0.6	50	\$0.1	\$0.1	\$0.1

County / Summary

Direct Travel Impacts 2021

County	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Haskell	\$24.1	\$5.5	210	\$0.4	\$0.9	\$1.2
Hughes	\$7.1	\$1.6	90	\$0.2	\$0.3	\$0.5
Jackson	\$48.6	\$13.3	720	\$2.3	\$1.9	\$4.2
Jefferson	\$5.9	\$1.3	70	\$0.2	\$0.2	\$0.4
Johnston	\$7.1	\$2.2	120	\$0.2	\$0.3	\$0.5
Kay	\$114.8	\$37.1	1,860	\$4.3	\$4.1	\$8.3
Kingfisher	\$12.0	\$2.9	150	\$0.4	\$0.5	\$0.9
Kiowa	\$11.8	\$2.5	150	\$0.3	\$0.4	\$0.8
Latimer	\$24.3	\$5.4	280	\$1.0	\$0.9	\$1.9
Le Flore	\$190.5	\$46.0	1,420	\$2.3	\$6.8	\$9.2
Lincoln	\$33.3	\$9.1	490	\$1.2	\$1.3	\$2.4
Logan	\$56.6	\$12.5	650	\$1.9	\$2.2	\$4.1
Love	\$728.3	\$162.5	3,380	\$6.9	\$25.8	\$32.7
Mcclain	\$88.3	\$23.1	780	\$1.7	\$3.3	\$5.0
Mccurtain	\$498.6	\$101.3	3,750	\$18.6	\$18.5	\$37.1
Mcintosh	\$71.2	\$18.0	610	\$1.7	\$2.5	\$4.2
Major	\$4.8	\$1.1	60	\$0.2	\$0.2	\$0.3
Marshall	\$68.8	\$17.1	680	\$1.7	\$2.5	\$4.1
Mayes	\$54.5	\$14.4	770	\$2.2	\$2.1	\$4.3
Murray	\$85.9	\$23.7	770	\$2.0	\$3.1	\$5.0
Muskogee	\$126.4	\$27.9	1,510	\$4.7	\$4.6	\$9.3
Noble	\$37.5	\$9.5	310	\$1.0	\$1.4	\$2.4
Nowata	\$4.6	\$1.1	70	\$0.1	\$0.2	\$0.3
Okfuskee	\$7.8	\$1.7	100	\$0.3	\$0.3	\$0.6
Oklahoma	\$2,260.4	\$613.9	20,910	\$87.6	\$77.2	\$164.8
Okmulgee	\$81.6	\$22.3	1,090	\$2.5	\$3.1	\$5.6
Osage	\$167.6	\$43.4	1,300	\$3.5	\$6.2	\$9.7
Ottawa	\$426.3	\$100.1	2,900	\$5.1	\$15.0	\$20.1
Pawnee	\$19.5	\$6.0	370	\$0.5	\$0.8	\$1.3
Payne	\$138.3	\$34.5	1,780	\$5.4	\$5.3	\$10.7

County / Summary

Direct Travel Impacts 2021

County	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Pittsburg	\$116.3	\$32.5	1,370	\$3.6	\$4.2	\$7.8
Pontotoc	\$54.6	\$15.0	740	\$2.4	\$2.1	\$4.6
Pottawatomie	\$125.7	\$36.3	1,810	\$4.7	\$4.8	\$9.5
Pushmataha	\$10.4	\$2.3	150	\$0.3	\$0.4	\$0.7
Roger Mills	\$3.0	\$0.4	20	\$0.1	\$0.1	\$0.2
Rogers	\$171.7	\$43.7	1,910	\$5.9	\$6.6	\$12.6
Seminole	\$19.7	\$5.3	260	\$0.8	\$0.8	\$1.6
Sequoyah	\$135.0	\$38.4	1,550	\$3.7	\$4.9	\$8.6
Stephens	\$72.9	\$20.4	1,000	\$2.8	\$2.8	\$5.6
Texas	\$40.0	\$8.5	460	\$2.1	\$1.6	\$3.7
Tillman	\$5.8	\$1.4	80	\$0.2	\$0.2	\$0.4
Tulsa	\$1,302.6	\$303.3	10,990	\$44.9	\$43.0	\$87.9
Wagoner	\$66.1	\$19.5	1,020	\$2.2	\$2.6	\$4.8
Washington	\$70.4	\$18.7	850	\$2.8	\$2.8	\$5.6
Washita	\$7.7	\$1.8	150	\$0.2	\$0.3	\$0.5
Woods	\$19.0	\$5.8	290	\$0.8	\$0.7	\$1.5
Woodward	\$51.6	\$9.8	500	\$2.4	\$2.0	\$4.4
Oklahoma	\$10,056.1	\$2,559.9	96,810	\$314.2	\$360.9	\$675.1

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

County / Summary

Overnight Visitor Volume 2021

	Nights		Trips	
	Person	Party	Person	Party
Adair	229,950	89,900	101,250	39,630
Alfalfa	121,880	43,310	52,090	18,610
Atoka	261,250	99,630	118,940	45,510
Beaver	41,320	16,420	17,120	6,830
Beckham	449,050	177,070	197,620	77,880
Blaine	315,080	110,200	138,030	48,530
Bryan	896,290	347,120	384,000	148,980
Caddo	498,360	179,820	214,460	77,480
Canadian	1,452,110	629,540	535,640	226,180
Carter	1,390,730	524,010	616,070	231,810
Cherokee	1,419,300	496,440	583,600	205,130
Choctaw	235,710	90,010	105,400	40,480
Cimarron	65,070	23,910	29,560	10,920
Cleveland	2,811,540	1,208,780	1,045,120	437,450
Coal	40,570	16,240	16,610	6,700
Comanche	1,578,330	651,360	655,050	268,460
Cotton	41,140	16,690	16,970	6,920
Craig	194,100	76,400	87,910	34,710
Creek	873,070	345,860	352,870	137,130
Custer	590,300	232,800	280,510	110,980
Delaware	1,753,350	562,360	673,140	219,830
Dewey	48,690	19,040	20,710	8,190
Ellis	39,760	15,460	16,830	6,610
Garfield	804,130	326,760	340,960	138,440
Garvin	369,150	148,210	171,540	68,970
Grady	526,380	228,580	198,870	83,970
Grant	33,760	13,280	13,670	5,430
Greer	168,950	60,590	75,760	27,210
Harmon	20,830	8,070	8,330	3,260
Harper	27,980	11,030	11,690	4,620

County / Summary

Overnight Visitor Volume 2021

	Nights		Trips	
	Person	Party	Person	Party
Haskell	208,310	75,230	88,510	32,160
Hughes	108,640	43,670	45,180	18,280
Jackson	395,340	159,920	171,660	69,420
Jefferson	106,830	38,490	46,180	16,660
Johnston	106,160	40,840	43,920	17,020
Kay	864,770	333,710	373,890	144,230
Kingfisher	149,390	60,450	65,940	26,720
Kiowa	197,980	71,760	87,550	31,870
Latimer	294,180	105,230	131,420	47,120
Le Flore	703,600	273,520	315,430	122,990
Lincoln	341,830	142,080	128,000	51,670
Logan	506,500	216,590	189,630	79,080
Love	994,120	388,440	501,610	196,970
McClain	395,900	170,760	147,810	61,900
McCurtain	4,548,320	1,763,320	2,297,940	894,950
McIntosh	1,054,500	335,800	411,180	133,560
Major	70,040	27,750	29,080	11,630
Marshall	701,880	237,230	294,310	101,310
Mayes	782,220	281,310	329,890	120,490
Murray	582,600	203,720	254,080	89,330
Muskogee	1,026,220	400,260	438,570	170,440
Noble	151,230	60,800	70,050	28,210
Nowata	68,740	28,080	28,530	11,680
Okfuskee	110,350	43,520	46,960	18,640
Oklahoma	11,923,010	5,128,170	4,862,090	2,043,080
Okmulgee	527,220	216,810	222,840	90,120
Osage	593,700	236,450	234,110	92,260
Ottawa	907,370	356,430	409,460	160,930
Pawnee	169,510	67,180	65,580	25,630
Payne	1,117,970	451,380	466,800	188,110

County / Summary

Overnight Visitor Volume 2021

	Nights		Trips	
	Person	Party	Person	Party
Pittsburg	979,980	350,820	389,670	141,180
Pontotoc	473,170	191,320	198,620	80,250
Pottawatomie	930,050	385,820	369,010	148,870
Pushmataha	220,040	77,670	91,390	32,520
Roger Mills	48,280	18,300	20,970	8,020
Rogers	1,156,980	484,860	480,790	197,850
Seminole	250,930	99,400	109,830	43,620
Sequoyah	914,870	333,650	388,850	141,540
Stephens	658,330	258,370	280,340	109,820
Texas	325,180	131,140	141,470	56,930
Tillman	75,470	29,840	33,020	13,080
Tulsa	8,222,310	3,527,430	3,423,190	1,445,960
Wagoner	800,400	330,070	310,300	126,050
Washington	713,930	286,270	328,520	131,790
Washita	125,260	48,360	54,210	20,940
Woods	237,120	87,430	107,890	39,970
Woodward	404,120	158,690	176,820	69,400

Note: The sum of trips for counties will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oklahoma.

County / Summary

Average Overnight Spending 2021

	Nights		Trips	
	Person	Party	Person	Party
Adair	\$36	\$92	\$82	\$209
Alfalfa	\$15	\$41	\$34	\$95
Atoka	\$74	\$195	\$163	\$426
Beaver	\$25	\$62	\$60	\$150
Beckham	\$73	\$185	\$166	\$421
Blaine	\$17	\$49	\$39	\$112
Bryan	\$169	\$438	\$395	\$1,019
Caddo	\$14	\$38	\$31	\$87
Canadian	\$67	\$155	\$183	\$433
Carter	\$54	\$144	\$123	\$326
Cherokee	\$23	\$66	\$56	\$161
Choctaw	\$189	\$495	\$422	\$1,100
Cimarron	\$33	\$89	\$72	\$196
Cleveland	\$79	\$183	\$212	\$505
Coal	\$27	\$67	\$65	\$162
Comanche	\$80	\$193	\$192	\$468
Cotton	\$52	\$129	\$127	\$311
Craig	\$50	\$127	\$110	\$279
Creek	\$31	\$79	\$78	\$200
Custer	\$71	\$181	\$150	\$380
Delaware	\$27	\$85	\$71	\$217
Dewey	\$41	\$104	\$96	\$243
Ellis	\$37	\$94	\$87	\$221
Garfield	\$75	\$186	\$178	\$438
Garvin	\$81	\$202	\$175	\$435
Grady	\$78	\$180	\$207	\$491
Grant	\$25	\$64	\$62	\$156
Greer	\$17	\$47	\$37	\$104
Harmon	\$24	\$62	\$60	\$153
Harper	\$23	\$59	\$56	\$141

Note: Counties with high levels of gaming will have higher average expenditures. Counties with low levels of gaming and paid lodging opportunities will have lower average expenditures.

County / Summary

Average Overnight Spending 2021

	Nights		Trips	
	Person	Party	Person	Party
Haskell	\$27	\$75	\$64	\$175
Hughes	\$32	\$79	\$76	\$189
Jackson	\$79	\$195	\$181	\$448
Jefferson	\$13	\$36	\$30	\$84
Johnston	\$26	\$69	\$64	\$165
Kay	\$73	\$190	\$170	\$440
Kingfisher	\$45	\$112	\$103	\$253
Kiowa	\$22	\$60	\$49	\$136
Latimer	\$19	\$54	\$43	\$120
Le Flore	\$122	\$313	\$272	\$697
Lincoln	\$48	\$115	\$127	\$315
Logan	\$68	\$160	\$183	\$438
Love	\$256	\$656	\$508	\$1,294
McClain	\$84	\$196	\$226	\$540
McCurtain	\$91	\$234	\$179	\$460
McIntosh	\$25	\$78	\$63	\$195
Major	\$34	\$86	\$82	\$205
Marshall	\$39	\$115	\$93	\$270
Mayes	\$33	\$91	\$77	\$212
Murray	\$36	\$102	\$82	\$232
Muskogee	\$62	\$158	\$144	\$372
Noble	\$146	\$362	\$315	\$781
Nowata	\$28	\$68	\$67	\$164
Okfuskee	\$35	\$89	\$83	\$208
Oklahoma	\$126	\$294	\$310	\$737
Okmulgee	\$65	\$158	\$154	\$381
Osage	\$69	\$174	\$176	\$446
Ottawa	\$106	\$270	\$235	\$598
Pawnee	\$35	\$88	\$91	\$232
Payne	\$74	\$184	\$178	\$443

Note: Counties with high levels of gaming will have higher average expenditures. Counties with low levels of gaming and paid lodging opportunities will have lower average expenditures.

County / Summary

Average Overnight Spending 2021

	Nights		Trips	
	Person	Party	Person	Party
Pittsburg	\$61	\$171	\$154	\$426
Pontotoc	\$67	\$166	\$159	\$395
Pottawatomie	\$72	\$172	\$180	\$447
Pushmataha	\$15	\$42	\$36	\$100
Roger Mills	\$37	\$97	\$85	\$222
Rogers	\$76	\$181	\$183	\$445
Seminole	\$39	\$99	\$90	\$227
Sequoyah	\$35	\$97	\$83	\$229
Stephens	\$56	\$144	\$133	\$338
Texas	\$75	\$185	\$172	\$427
Tillman	\$36	\$91	\$82	\$208
Tulsa	\$102	\$238	\$246	\$582
Wagoner	\$43	\$104	\$111	\$272
Washington	\$61	\$152	\$132	\$329
Washita	\$26	\$67	\$60	\$154
Woods	\$37	\$100	\$81	\$218
Woodward	\$74	\$188	\$169	\$430

Note: Counties with high levels of gaming will have higher average expenditures. Counties with low levels of gaming and paid lodging opportunities will have lower average expenditures.

County / Earnings & Employment

All Industry & Direct Travel Industry Earnings & Employment, 2021

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Adair	316.1	4.9	1.5%		8,069	240	2.9%
Alfalfa	118.9	1.4	1.2%		2,744	90	3.4%
Atoka	203.6	11.1	5.4%		5,978	420	7.0%
Beaver	182.5	0.5	0.3%		3,113	40	1.4%
Beckham	614.9	12.9	2.1%		12,725	780	6.2%
Blaine	227.9	5.9	2.6%		5,073	340	6.6%
Bryan	1,302.8	107.0	8.2%		26,158	3,130	12.0%
Caddo	551.8	9.6	1.7%		11,655	550	4.7%
Canadian	2,457.5	49.0	2.0%		56,946	2,030	3.6%
Carter	1,557.1	36.5	2.3%		31,040	1,760	5.7%
Cherokee	1,018.9	28.3	2.8%		22,208	1,420	6.4%
Choctaw	276.2	26.4	9.5%		7,165	760	10.7%
Cimarron	102.9	1.3	1.3%		1,786	100	5.4%
Cleveland	6,205.1	101.5	1.6%		134,654	4,340	3.2%
Coal	90.8	0.5	0.6%		2,532	30	1.1%
Comanche	3,828.6	51.3	1.3%		64,688	2,360	3.7%
Cotton	124.0	23.0	18.6%		2,716	560	20.4%
Craig	346.6	4.1	1.2%		7,629	190	2.5%
Creek	1,397.4	23.0	1.6%		29,099	1,130	3.9%
Custer	888.0	22.2	2.5%		17,808	1,000	5.6%
Delaware	568.1	42.8	7.5%		15,077	1,500	9.9%
Dewey	170.8	0.7	0.4%		3,152	40	1.3%
Ellis	118.2	0.5	0.5%		2,489	40	1.7%
Garfield	1,841.6	29.1	1.6%		35,120	1,350	3.9%
Garvin	782.7	14.3	1.8%		15,237	710	4.6%
Grady	884.8	25.6	2.9%		20,610	1,230	6.0%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2021 Total Employment & Earnings has been estimated by Dean Runyan Associates.

County / Earnings & Employment

All Industry & Direct Travel Industry Earnings & Employment, 2021

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Grant	133.0	0.5	0.3%		2,834	40	1.5%
Greer	64.9	0.9	1.4%		1,857	70	3.8%
Harmon	55.0	0.3	0.5%		1,245	30	2.0%
Harper	97.6	0.6	0.6%		2,028	50	2.6%
Haskell	209.5	5.5	2.6%		5,529	210	3.8%
Hughes	288.2	1.6	0.6%		4,944	90	1.8%
Jackson	831.8	13.3	1.6%		14,258	720	5.0%
Jefferson	70.2	1.3	1.9%		2,080	70	3.6%
Johnston	189.8	2.2	1.2%		4,413	120	2.6%
Kay	1,233.4	37.1	3.0%		23,549	1,860	7.9%
Kingfisher	525.4	2.9	0.6%		10,701	150	1.4%
Kiowa	157.0	2.5	1.6%		3,466	150	4.2%
Latimer	161.7	5.4	3.4%		4,227	280	6.7%
Le Flore	808.1	46.0	5.7%		18,067	1,420	7.9%
Lincoln	512.7	9.1	1.8%		13,246	490	3.7%
Logan	559.0	12.5	2.2%		16,677	650	3.9%
Love	337.4	162.5	48.2%		7,186	3,380	47.0%
McClain	735.1	23.1	3.1%		17,590	780	4.4%
McCurtain	765.7	101.3	13.2%		17,832	3,750	21.0%
McIntosh	248.0	18.0	7.2%		7,285	610	8.4%
Major	154.8	1.1	0.7%		4,191	60	1.4%
Marshall	314.3	17.1	5.4%		7,032	680	9.6%
Mayes	914.8	14.4	1.6%		18,204	770	4.2%
Murray	338.6	23.7	7.0%		7,470	770	10.3%
Muskogee	1,999.1	27.9	1.4%		38,279	1,510	3.9%
Noble	342.7	9.5	2.8%		6,878	310	4.6%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2021 Total Employment & Earnings has been estimated by Dean Runyan Associates.

County / Earnings & Employment

All Industry & Direct Travel Industry Earnings & Employment, 2021

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Nowata	134.9	1.1	0.8%		3,726	70	1.8%
Okfuskee	137.5	1.7	1.2%		4,455	100	2.2%
Oklahoma	43,979.7	613.9	1.4%		611,452	20,910	3.4%
Okmulgee	577.8	22.3	3.9%		14,418	1,090	7.6%
Osage	466.3	43.4	9.3%		13,058	1,300	9.9%
Ottawa	766.7	100.1	13.1%		16,355	2,900	17.7%
Pawnee	217.4	6.0	2.7%		6,005	370	6.1%
Payne	2,302.0	34.5	1.5%		47,476	1,780	3.8%
Pittsburg	1,032.4	32.5	3.2%		21,087	1,370	6.5%
Pontotoc	1,358.3	15.0	1.1%		25,768	740	2.9%
Pottawatomie	1,465.1	36.3	2.5%		32,564	1,810	5.6%
Pushmataha	193.5	2.3	1.2%		4,995	150	3.0%
Roger Mills	78.4	0.4	0.5%		2,370	20	0.9%
Rogers	1,982.7	43.7	2.2%		39,444	1,910	4.8%
Seminole	452.2	5.3	1.2%		10,492	260	2.5%
Sequoyah	506.7	38.4	7.6%		14,508	1,550	10.7%
Stephens	1,050.3	20.4	1.9%		22,275	1,000	4.5%
Texas	803.8	8.5	1.1%		11,995	460	3.8%
Tillman	111.1	1.4	1.2%		2,728	80	2.9%
Tulsa	35,367.6	303.3	0.9%		466,470	10,990	2.4%
Wagoner	774.7	19.5	2.5%		20,462	1,020	5.0%
Washington	2,030.2	18.7	0.9%		26,296	850	3.2%
Washita	146.2	1.8	1.2%		4,252	150	3.4%
Woods	243.7	5.8	2.4%		5,624	290	5.2%
Woodward	526.5	9.8	1.9%		12,226	500	4.1%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2021 Total Employment & Earnings has been estimated by Dean Runyan Associates.

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Adair												
Total (Current \$)	18.0	18.3	18.0	16.6	15.9	16.7	20.0	20.0	15.8	18.4	▲ 16.9%	▼ -7.8%
Other	3.4	3.5	3.2	2.2	2.1	2.3	2.7	2.6	1.9	2.7	▲ 37.7%	▲ 1.6%
Visitor	14.5	14.9	14.7	14.4	13.8	14.4	17.3	17.4	13.8	15.8	▲ 14.0%	▼ -9.2%
Non-transportation	11.1	11.4	11.4	11.7	11.3	11.6	13.7	13.9	11.3	12.6	▲ 11.0%	▼ -9.5%
Transportation	3.4	3.5	3.3	2.6	2.5	2.8	3.5	3.5	2.5	3.2	▲ 27.7%	▼ -8.1%
Alfalfa												
Total (Current \$)	5.2	5.4	5.3	4.7	4.5	4.8	5.2	5.0	5.4	6.4	▲ 18.5%	▲ 29.4%
Other	0.9	0.9	0.8	0.6	0.5	0.6	0.7	0.7	0.5	0.8	▲ 55.5%	▲ 16.4%
Visitor	4.3	4.5	4.4	4.1	3.9	4.2	4.5	4.3	4.9	5.6	▲ 14.7%	▲ 31.5%
Non-transportation	3.1	3.2	3.2	3.2	3.0	3.2	3.3	3.2	3.7	4.1	▲ 10.0%	▲ 27.6%
Transportation	1.3	1.3	1.2	0.9	0.9	1.0	1.1	1.1	1.2	1.5	▲ 29.8%	▲ 43.6%
Atoka												
Total (Current \$)	30.8	31.4	31.1	29.0	28.7	32.3	34.9	34.3	30.0	39.4	▲ 31.2%	▲ 14.7%
Other	2.2	2.2	2.0	1.4	1.3	1.5	1.7	1.6	1.2	2.0	▲ 60.3%	▲ 21.0%
Visitor	28.6	29.2	29.1	27.7	27.4	30.8	33.2	32.7	28.8	37.4	▲ 30.0%	▲ 14.4%
Non-transportation	24.4	25.0	25.0	24.6	24.4	27.4	29.3	29.0	25.6	33.3	▲ 29.9%	▲ 14.9%
Transportation	4.2	4.2	4.0	3.1	3.0	3.4	3.9	3.7	3.2	4.1	▲ 30.3%	▲ 10.5%
Beaver												
Total (Current \$)	3.2	3.2	3.1	2.7	2.7	2.8	3.0	3.0	2.2	2.7	▲ 23.2%	▼ -9.3%
Other	0.9	0.9	0.8	0.5	0.5	0.6	0.7	0.6	0.5	0.7	▲ 48.9%	▲ 8.9%
Visitor	2.3	2.3	2.3	2.2	2.2	2.2	2.3	2.3	1.7	2.0	▲ 16.3%	▼ -14.2%
Non-transportation	1.7	1.7	1.7	1.7	1.8	1.7	1.8	1.8	1.4	1.5	▲ 11.6%	▼ -14.7%
Transportation	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.4	0.5	▲ 34.6%	▼ -12.6%

County / Spending

Direct Travel Spending 2012-2021

Direct Travel Spending 2012-2021											Percent Chg.	
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Beckham												
Total (Current \$)	45.1	47.3	48.2	48.5	42.9	46.3	48.6	45.8	37.2	41.9	▲ 12.6%	▼ -8.6%
Other	4.1	4.2	3.8	2.8	2.7	2.7	3.1	3.0	2.1	3.4	▲ 59.3%	▲ 11.9%
Visitor	41.0	43.1	44.4	45.7	40.2	43.6	45.5	42.8	35.0	38.5	▲ 9.8%	▼ -10.0%
Non-transportation	33.2	35.0	36.6	39.3	34.5	37.1	38.3	36.2	30.1	32.1	▲ 6.9%	▼ -11.3%
Transportation	7.8	8.0	7.8	6.4	5.7	6.5	7.1	6.6	5.0	6.3	▲ 27.1%	▼ -3.3%
Blaine												
Total (Current \$)	18.4	16.9	17.7	17.0	17.7	20.0	21.3	19.7	20.8	23.8	▲ 14.4%	▲ 20.8%
Other	1.5	1.5	1.4	1.0	0.9	1.0	1.2	1.1	0.8	1.2	▲ 41.1%	▲ 5.5%
Visitor	16.9	15.3	16.2	16.0	16.8	19.0	20.1	18.6	20.0	22.6	▲ 13.3%	▲ 21.8%
Non-transportation	12.9	11.6	12.6	13.1	13.8	15.5	16.2	14.9	16.3	17.8	▲ 9.4%	▲ 19.3%
Transportation	3.9	3.7	3.7	3.0	3.0	3.5	3.9	3.7	3.7	4.8	▲ 30.0%	▲ 31.6%
Bryan												
Total (Current \$)	308.4	316.7	314.2	308.2	300.0	320.1	370.7	365.3	290.3	439.5	▲ 51.4%	▲ 20.3%
Other	7.2	7.4	6.8	4.9	4.7	5.3	6.1	6.1	4.6	6.9	▲ 50.0%	▲ 11.6%
Visitor	301.2	309.3	307.4	303.3	295.3	314.7	364.6	359.2	285.7	432.6	▲ 51.4%	▲ 20.4%
Non-transportation	284.3	291.9	290.9	290.7	283.4	301.5	348.6	343.8	274.3	416.9	▲ 52.0%	▲ 21.3%
Transportation	16.9	17.4	16.5	12.6	11.9	13.3	16.1	15.4	11.3	15.7	▲ 38.3%	▲ 1.7%
Caddo												
Total (Current \$)	37.5	38.0	37.0	33.9	34.1	33.9	36.5	37.5	34.1	38.4	▲ 12.6%	▲ 2.4%
Other	4.6	4.6	4.3	2.9	2.7	3.1	3.6	3.4	2.5	3.6	▲ 43.1%	▲ 6.5%
Visitor	32.9	33.4	32.7	30.9	31.3	30.8	32.9	34.1	31.6	34.8	▲ 10.1%	▲ 2.0%
Non-transportation	24.7	25.0	24.8	24.8	25.2	24.4	25.7	26.8	25.5	27.2	▲ 6.4%	▲ 1.3%
Transportation	8.3	8.3	7.8	6.1	6.1	6.4	7.2	7.3	6.0	7.6	▲ 26.0%	▲ 4.7%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Canadian												
Total (Current \$)	128.2	130.5	141.5	144.2	140.4	160.5	178.3	168.5	119.5	161.7	▲ 35.4%	▼ -4.0%
Other	19.4	20.7	19.6	14.2	13.4	15.6	18.1	18.5	14.0	23.0	▲ 64.0%	▲ 24.5%
Visitor	108.8	109.8	121.9	130.1	127.0	144.9	160.2	150.0	105.4	138.7	▲ 31.6%	▼ -7.6%
Non-transportation	94.1	95.0	106.5	117.3	114.7	129.9	142.9	133.9	94.7	122.4	▲ 29.2%	▼ -8.6%
Transportation	14.7	14.8	15.3	12.8	12.4	15.0	17.3	16.1	10.7	16.3	▲ 52.3%	▲ 1.0%
Carter												
Total (Current \$)	107.3	114.5	117.3	106.3	107.0	109.2	131.6	128.0	131.0	168.7	▲ 28.7%	▲ 31.8%
Other	8.9	9.2	8.2	5.7	5.5	5.9	6.8	6.6	4.8	7.4	▲ 55.4%	▲ 11.8%
Visitor	98.4	105.2	109.2	100.6	101.5	103.3	124.8	121.4	126.3	161.3	▲ 27.7%	▲ 32.9%
Non-transportation	83.2	89.3	93.5	88.8	89.8	90.6	108.7	106.0	110.0	137.8	▲ 25.3%	▲ 30.0%
Transportation	15.2	16.0	15.6	11.8	11.8	12.7	16.1	15.3	16.3	23.5	▲ 43.9%	▲ 53.0%
Cherokee												
Total (Current \$)	66.0	66.9	64.9	63.6	66.5	67.6	71.4	71.7	78.2	110.1	▲ 40.8%	▲ 53.6%
Other	8.4	7.5	7.1	4.8	4.5	5.2	6.0	5.8	4.3	6.6	▲ 51.3%	▲ 13.7%
Visitor	57.6	59.4	57.9	58.8	62.0	62.4	65.4	65.9	73.9	103.5	▲ 40.1%	▲ 57.1%
Non-transportation	45.2	46.7	46.0	49.2	52.2	52.0	53.9	54.8	61.6	84.9	▲ 37.8%	▲ 55.1%
Transportation	12.4	12.7	11.9	9.5	9.8	10.4	11.4	11.2	12.2	18.6	▲ 51.8%	▲ 66.6%
Choctaw												
Total (Current \$)	73.0	74.2	73.6	72.1	71.0	75.0	86.2	84.0	66.9	101.8	▲ 52.3%	▲ 21.3%
Other	2.3	2.3	2.2	1.5	1.4	1.6	1.8	1.7	1.3	2.0	▲ 52.1%	▲ 13.3%
Visitor	70.6	71.8	71.4	70.6	69.6	73.5	84.3	82.2	65.6	99.8	▲ 52.3%	▲ 21.4%
Non-transportation	66.5	67.6	67.4	67.6	66.7	70.3	80.5	78.6	63.0	96.3	▲ 52.9%	▲ 22.5%
Transportation	4.1	4.2	4.0	3.0	2.9	3.2	3.8	3.6	2.6	3.5	▲ 36.1%	▼ -2.3%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Cimarron												
Total (Current \$)	3.3	3.6	3.3	3.2	3.6	3.4	3.7	4.1	5.1	4.9	▼ -3.4%	▲ 18.6%
Other	0.4	0.4	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.3	▲ 63.2%	▲ 22.2%
Visitor	2.9	3.2	3.0	3.0	3.4	3.2	3.5	3.9	4.9	4.6	▼ -6.0%	▲ 18.3%
Non-transportation	2.2	2.5	2.4	2.5	2.8	2.6	2.8	3.2	4.1	3.7	▼ -9.5%	▲ 16.6%
Transportation	0.7	0.7	0.6	0.5	0.6	0.6	0.7	0.7	0.8	0.9	▲ 12.1%	▲ 26.0%
Cleveland												
Total (Current \$)	329.5	340.9	337.5	341.9	331.1	351.4	370.1	371.0	272.8	359.6	▲ 31.8%	▼ -3.1%
Other	47.7	48.3	45.0	33.3	32.1	35.5	40.2	40.1	28.2	43.3	▲ 53.4%	▲ 8.1%
Visitor	281.8	292.6	292.5	308.5	299.0	315.9	329.9	330.9	244.6	316.3	▲ 29.3%	▼ -4.4%
Non-transportation	246.2	256.1	257.9	279.7	271.3	284.7	295.1	296.8	220.8	281.4	▲ 27.4%	▼ -5.2%
Transportation	35.6	36.5	34.7	28.8	27.7	31.2	34.8	34.1	23.7	34.9	▲ 46.9%	▲ 2.3%
Coal												
Total (Current \$)	3.4	3.4	3.3	2.9	2.8	2.8	2.8	2.7	2.0	2.5	▲ 23.9%	▼ -9.0%
Other	0.9	0.9	0.8	0.6	0.5	0.6	0.7	0.7	0.5	0.7	▲ 47.0%	▲ 11.6%
Visitor	2.5	2.5	2.4	2.3	2.2	2.2	2.1	2.1	1.5	1.8	▲ 16.4%	▼ -15.4%
Non-transportation	1.8	1.9	1.8	1.9	1.8	1.8	1.6	1.6	1.2	1.3	▲ 11.8%	▼ -15.8%
Transportation	0.7	0.7	0.6	0.5	0.5	0.5	0.5	0.5	0.3	0.4	▲ 34.4%	▼ -13.8%
Comanche												
Total (Current \$)	183.3	185.1	195.1	177.8	167.9	175.3	185.3	196.4	152.8	203.8	▲ 33.4%	▲ 3.8%
Other	30.5	29.0	27.6	21.3	20.3	22.3	23.7	23.8	14.5	22.3	▲ 53.7%	▼ -6.5%
Visitor	152.9	156.1	167.5	156.5	147.5	153.0	161.6	172.6	138.3	181.6	▲ 31.2%	▲ 5.2%
Non-transportation	117.4	120.1	131.0	126.3	118.8	122.0	128.6	138.7	115.1	148.5	▲ 29.1%	▲ 7.1%
Transportation	35.5	36.0	36.5	30.1	28.7	31.0	32.9	33.9	23.3	33.0	▲ 42.0%	▼ -2.5%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Cotton												
Total (Current \$)	99.9	95.1	98.0	100.9	107.2	107.3	105.3	110.1	80.0	89.3	▲ 11.7%	▼ -18.9%
Other	0.9	1.0	0.9	0.6	0.6	0.6	0.7	0.7	0.5	0.8	▲ 50.3%	▲ 12.4%
Visitor	98.9	94.2	97.1	100.3	106.7	106.6	104.5	109.4	79.5	88.6	▲ 11.4%	▼ -19.0%
Non-transportation	95.6	91.0	94.0	97.9	104.3	104.2	101.9	106.8	77.9	86.4	▲ 10.9%	▼ -19.1%
Transportation	3.3	3.1	3.1	2.4	2.4	2.5	2.6	2.6	1.6	2.1	▲ 37.9%	▼ -18.5%
Craig												
Total (Current \$)	17.3	17.7	17.5	15.9	15.0	15.5	18.0	17.4	13.2	17.0	▲ 29.0%	▼ -2.5%
Other	2.3	2.3	2.1	1.5	1.4	1.5	1.8	1.7	1.3	1.9	▲ 54.8%	▲ 16.0%
Visitor	15.1	15.5	15.4	14.4	13.6	14.0	16.2	15.7	11.9	15.0	▲ 26.3%	▼ -4.5%
Non-transportation	11.8	12.1	12.2	12.0	11.4	11.5	13.2	12.9	10.0	12.3	▲ 23.5%	▼ -4.8%
Transportation	3.3	3.3	3.1	2.4	2.3	2.5	3.0	2.8	1.9	2.7	▲ 40.4%	▼ -3.0%
Creek												
Total (Current \$)	54.5	55.8	55.4	51.6	51.8	52.1	56.3	56.7	61.2	77.7	▲ 27.0%	▲ 37.0%
Other	10.9	11.0	10.3	7.1	6.6	7.6	8.8	8.5	6.3	9.9	▲ 56.9%	▲ 17.0%
Visitor	43.6	44.8	45.1	44.6	45.1	44.5	47.5	48.2	54.9	67.8	▲ 23.5%	▲ 40.5%
Non-transportation	35.4	36.5	37.2	38.3	38.9	38.0	40.0	40.8	46.5	55.9	▲ 20.2%	▲ 36.9%
Transportation	8.1	8.3	7.9	6.3	6.2	6.6	7.5	7.4	8.4	11.9	▲ 41.7%	▲ 60.8%
Custer												
Total (Current \$)	74.2	63.4	59.3	59.6	58.2	65.6	78.1	72.4	48.6	63.2	▲ 29.9%	▼ -12.7%
Other	4.9	5.1	4.7	3.4	3.2	3.5	4.0	3.9	2.8	4.3	▲ 53.2%	▲ 9.2%
Visitor	69.3	58.3	54.6	56.2	55.0	62.1	74.1	68.5	45.9	58.9	▲ 28.5%	▼ -14.0%
Non-transportation	56.8	47.6	45.0	48.0	47.1	52.7	62.5	58.0	39.1	49.4	▲ 26.3%	▼ -14.8%
Transportation	12.5	10.7	9.6	8.1	7.9	9.4	11.6	10.5	6.7	9.5	▲ 41.1%	▼ -9.2%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Delaware												
Total (Current \$)	148.9	150.5	149.7	150.3	170.2	179.6	194.6	197.5	159.3	160.8	▲ 1.0%	▼ -18.6%
Other	7.9	7.5	6.7	5.0	4.8	5.5	6.2	6.0	4.3	6.3	▲ 48.7%	▲ 6.0%
Visitor	141.0	143.0	142.9	145.3	165.4	174.2	188.4	191.5	155.0	154.5	▼ -0.3%	▼ -19.3%
Non-transportation	123.8	125.6	126.3	131.7	151.1	158.5	170.8	174.2	141.6	138.5	▼ -2.2%	▼ -20.5%
Transportation	17.2	17.4	16.7	13.6	14.3	15.7	17.6	17.4	13.4	16.0	▲ 19.1%	▼ -8.1%
Dewey												
Total (Current \$)	3.9	4.0	4.0	3.6	3.4	3.6	4.0	3.9	2.8	3.5	▲ 23.9%	▼ -10.6%
Other	0.7	0.8	0.7	0.5	0.5	0.5	0.6	0.6	0.4	0.6	▲ 42.8%	▲ 4.9%
Visitor	3.1	3.2	3.3	3.1	2.9	3.0	3.4	3.3	2.4	2.9	▲ 20.6%	▼ -13.3%
Non-transportation	2.4	2.5	2.6	2.5	2.4	2.5	2.8	2.7	2.0	2.3	▲ 17.9%	▼ -13.2%
Transportation	0.7	0.7	0.7	0.6	0.5	0.6	0.7	0.6	0.4	0.5	▲ 33.4%	▼ -13.9%
Ellis												
Total (Current \$)	3.0	3.1	3.1	2.8	2.7	2.7	3.0	2.9	2.1	2.7	▲ 29.7%	▼ -6.3%
Other	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.5	0.3	0.5	▲ 52.9%	▲ 13.3%
Visitor	2.4	2.5	2.5	2.4	2.3	2.3	2.5	2.4	1.7	2.2	▲ 25.2%	▼ -10.0%
Non-transportation	1.8	1.9	1.9	1.9	1.9	1.8	2.0	1.9	1.4	1.7	▲ 21.9%	▼ -10.1%
Transportation	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.5	0.3	0.4	▲ 40.4%	▼ -9.5%
Garfield												
Total (Current \$)	131.7	132.3	127.9	116.1	107.6	105.4	117.8	107.0	91.6	99.2	▲ 8.3%	▼ -7.3%
Other	11.5	9.9	9.9	7.2	6.9	7.4	8.4	8.1	5.9	9.3	▲ 58.1%	▲ 13.8%
Visitor	120.2	122.4	118.0	108.9	100.8	98.1	109.4	98.9	85.8	89.9	▲ 4.9%	▼ -9.0%
Non-transportation	102.5	104.5	101.5	96.4	89.2	86.0	95.2	86.4	76.2	78.4	▲ 2.8%	▼ -9.3%
Transportation	17.7	17.9	16.5	12.5	11.5	12.1	14.2	12.5	9.5	11.6	▲ 21.5%	▼ -7.2%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Garvin												
Total (Current \$)	46.9	48.8	52.7	52.8	40.0	38.1	42.9	38.8	35.9	44.1	▲ 22.8%	▲ 13.5%
Other	5.2	5.4	4.0	2.8	2.6	2.9	3.4	3.3	2.4	3.5	▲ 45.1%	▲ 8.2%
Visitor	41.7	43.4	48.7	50.0	37.4	35.2	39.5	35.6	33.5	40.5	▲ 21.2%	▲ 14.0%
Non-transportation	34.5	36.0	40.9	43.5	32.4	30.1	33.5	30.3	29.0	34.8	▲ 19.9%	▲ 15.1%
Transportation	7.2	7.4	7.8	6.5	5.0	5.1	6.0	5.3	4.4	5.7	▲ 29.6%	▲ 8.1%
Grady												
Total (Current \$)	74.6	82.6	92.5	86.9	76.2	73.8	83.8	85.1	64.7	85.3	▲ 31.7%	▲ 0.2%
Other	9.2	8.9	8.6	6.0	5.7	6.4	7.4	7.3	5.3	8.2	▲ 54.6%	▲ 12.4%
Visitor	65.4	73.7	83.9	80.9	70.5	67.3	76.4	77.8	59.4	77.1	▲ 29.7%	▼ -0.9%
Non-transportation	58.3	66.0	75.8	74.7	65.1	61.8	69.8	71.3	55.0	70.8	▲ 28.8%	▼ -0.7%
Transportation	7.1	7.7	8.1	6.2	5.4	5.6	6.7	6.5	4.5	6.3	▲ 41.2%	▼ -3.7%
Grant												
Total (Current \$)	2.4	2.4	2.4	2.1	2.1	2.1	2.3	2.2	1.6	2.0	▲ 23.4%	▼ -10.6%
Other	0.7	0.7	0.7	0.5	0.4	0.5	0.5	0.5	0.4	0.6	▲ 47.1%	▲ 10.8%
Visitor	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.2	1.4	▲ 15.9%	▼ -16.9%
Non-transportation	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.0	1.1	▲ 11.4%	▼ -17.4%
Transportation	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.3	0.3	▲ 33.7%	▼ -15.5%
Greer												
Total (Current \$)	5.8	4.9	4.7	4.6	4.5	4.5	4.5	4.3	3.0	5.1	▲ 72.9%	▲ 17.9%
Other	0.9	1.0	0.9	0.6	0.6	0.6	0.7	0.7	0.5	0.8	▲ 49.8%	▲ 11.6%
Visitor	4.8	3.9	3.8	4.0	3.9	3.9	3.8	3.7	2.4	4.3	▲ 77.7%	▲ 19.0%
Non-transportation	3.7	3.0	2.9	3.2	3.2	3.1	3.0	2.9	2.0	3.6	▲ 81.7%	▲ 24.8%
Transportation	1.1	1.0	0.9	0.7	0.7	0.8	0.8	0.8	0.5	0.7	▲ 60.3%	▼ -3.0%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Harmon												
Total (Current \$)	1.6	1.6	1.5	1.3	1.3	1.3	1.4	1.4	1.0	1.2	▲ 23.1%	▼ -14.2%
Other	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.2	0.3	▲ 47.2%	▲ 5.9%
Visitor	1.1	1.1	1.1	1.0	1.1	1.0	1.1	1.1	0.7	0.9	▲ 15.8%	▼ -20.1%
Non-transportation	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.6	0.7	▲ 11.3%	▼ -20.5%
Transportation	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	▲ 33.2%	▼ -18.7%
Harper												
Total (Current \$)	2.2	2.3	2.3	2.0	2.0	2.1	2.2	2.2	1.6	1.9	▲ 14.2%	▼ -14.2%
Other	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.4	0.3	0.4	▲ 37.1%	▲ 0.2%
Visitor	1.7	1.7	1.7	1.6	1.6	1.7	1.8	1.8	1.3	1.4	▲ 8.7%	▼ -17.8%
Non-transportation	1.2	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.1	1.1	▲ 4.3%	▼ -18.3%
Transportation	0.5	0.5	0.5	0.4	0.3	0.4	0.4	0.4	0.3	0.3	▲ 26.0%	▼ -16.2%
Haskell												
Total (Current \$)	20.8	21.2	20.9	19.7	19.8	20.7	22.8	22.6	18.5	24.1	▲ 29.9%	▲ 6.6%
Other	2.0	2.0	1.9	1.3	1.2	1.3	1.6	1.5	1.1	1.6	▲ 42.8%	▲ 6.8%
Visitor	18.9	19.1	19.0	18.4	18.6	19.4	21.2	21.1	17.4	22.5	▲ 29.1%	▲ 6.6%
Non-transportation	15.4	15.7	15.7	15.8	16.1	16.7	18.1	18.1	15.1	19.6	▲ 29.5%	▲ 8.3%
Transportation	3.4	3.5	3.3	2.5	2.5	2.7	3.1	3.0	2.3	2.9	▲ 26.6%	▼ -3.4%
Hughes												
Total (Current \$)	8.1	8.2	8.0	7.0	6.8	7.1	7.7	7.5	5.3	7.1	▲ 33.8%	▼ -4.6%
Other	2.1	2.1	2.0	1.4	1.3	1.4	1.6	1.6	1.2	1.8	▲ 59.0%	▲ 17.3%
Visitor	5.9	6.0	6.0	5.6	5.5	5.6	6.1	5.9	4.2	5.3	▲ 26.7%	▼ -10.5%
Non-transportation	4.4	4.5	4.5	4.5	4.4	4.4	4.7	4.6	3.4	4.1	▲ 22.4%	▼ -10.8%
Transportation	1.6	1.6	1.5	1.1	1.1	1.2	1.4	1.3	0.8	1.2	▲ 45.1%	▼ -9.3%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Jackson												
Total (Current \$)	37.5	34.7	33.8	34.7	36.1	33.6	35.6	45.6	40.0	48.6	▲ 21.4%	▲ 6.7%
Other	4.6	4.6	4.1	3.0	2.9	3.1	3.5	3.4	2.4	3.8	▲ 58.3%	▲ 12.5%
Visitor	33.0	30.1	29.6	31.7	33.3	30.5	32.1	42.2	37.6	44.8	▲ 19.1%	▲ 6.2%
Non-transportation	27.8	25.3	25.1	27.9	29.3	26.6	27.7	36.9	33.5	39.3	▲ 17.1%	▲ 6.4%
Transportation	5.2	4.8	4.5	3.8	3.9	3.9	4.4	5.3	4.1	5.5	▲ 35.0%	▲ 4.9%
Jefferson												
Total (Current \$)	6.1	6.2	6.2	5.5	5.5	5.8	6.4	6.3	5.2	5.9	▲ 12.7%	▼ -6.5%
Other	1.0	1.0	0.9	0.6	0.6	0.7	0.8	0.7	0.5	0.7	▲ 42.3%	▲ 5.3%
Visitor	5.1	5.2	5.3	4.9	4.9	5.1	5.6	5.6	4.7	5.1	▲ 9.4%	▼ -8.0%
Non-transportation	3.5	3.6	3.7	3.7	3.7	3.8	4.1	4.1	3.6	3.7	▲ 4.1%	▼ -10.3%
Transportation	1.6	1.6	1.6	1.2	1.2	1.3	1.5	1.4	1.1	1.4	▲ 26.1%	▼ -1.2%
Johnston												
Total (Current \$)	7.8	7.6	8.3	8.1	7.0	6.8	7.2	7.6	5.9	7.1	▲ 19.3%	▼ -6.7%
Other	1.7	1.7	1.6	1.1	1.0	1.2	1.4	1.3	1.0	1.4	▲ 48.2%	▲ 8.0%
Visitor	6.1	5.9	6.7	7.0	6.0	5.6	5.8	6.3	5.0	5.7	▲ 13.8%	▼ -9.8%
Non-transportation	4.5	4.3	5.1	5.7	4.8	4.4	4.5	4.9	4.0	4.4	▲ 9.9%	▼ -9.5%
Transportation	1.6	1.6	1.6	1.3	1.2	1.2	1.3	1.4	1.0	1.2	▲ 30.0%	▼ -10.8%
Kay												
Total (Current \$)	123.9	139.3	129.0	108.6	104.1	115.7	113.8	107.4	139.4	114.8	▼ -17.7%	▲ 6.9%
Other	7.6	7.6	7.3	5.4	5.2	5.6	6.3	6.1	4.3	6.8	▲ 57.1%	▲ 11.5%
Visitor	116.3	131.7	121.6	103.3	98.9	110.1	107.5	101.3	135.1	108.0	▼ -20.1%	▲ 6.6%
Non-transportation	102.2	116.3	107.8	93.2	89.3	99.1	95.9	90.4	125.5	95.8	▼ -23.7%	▲ 5.9%
Transportation	14.2	15.4	13.8	10.1	9.6	11.1	11.6	10.9	9.6	12.2	▲ 27.1%	▲ 12.3%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Kingfisher												
Total (Current \$)	12.4	12.8	12.7	11.4	10.9	11.5	13.1	12.7	9.3	12.0	▲ 28.6%	▼ -5.6%
Other	2.3	2.4	2.3	1.6	1.5	1.7	1.9	1.9	1.4	2.1	▲ 49.8%	▲ 12.1%
Visitor	10.1	10.5	10.5	9.8	9.4	9.8	11.1	10.9	7.9	9.9	▲ 24.9%	▼ -8.7%
Non-transportation	7.8	8.1	8.2	8.1	7.7	8.0	9.0	8.8	6.6	8.0	▲ 21.8%	▼ -8.8%
Transportation	2.3	2.4	2.3	1.7	1.7	1.9	2.2	2.1	1.3	1.9	▲ 39.8%	▼ -8.2%
Kiowa												
Total (Current \$)	10.3	10.5	10.4	9.4	9.2	9.3	10.6	10.7	9.9	11.8	▲ 19.9%	▲ 10.6%
Other	1.4	1.5	1.4	0.9	0.9	0.9	1.1	1.0	0.8	1.2	▲ 49.8%	▲ 12.2%
Visitor	8.9	9.1	9.0	8.5	8.3	8.3	9.5	9.7	9.1	10.7	▲ 17.4%	▲ 10.4%
Non-transportation	6.3	6.5	6.6	6.6	6.4	6.3	7.1	7.3	7.0	7.9	▲ 13.5%	▲ 8.7%
Transportation	2.6	2.6	2.5	1.9	1.9	2.0	2.4	2.4	2.1	2.8	▲ 30.2%	▲ 15.6%
Latimer												
Total (Current \$)	11.1	10.9	10.7	10.8	11.0	10.7	12.5	14.6	23.2	24.3	▲ 4.8%	▲ 66.6%
Other	1.7	1.7	1.6	1.0	1.0	1.1	1.3	1.2	0.9	1.3	▲ 44.8%	▲ 8.7%
Visitor	9.4	9.2	9.1	9.8	10.1	9.6	11.3	13.4	22.3	23.0	▲ 3.2%	▲ 71.7%
Non-transportation	7.1	7.1	7.1	8.0	8.3	7.7	8.9	10.7	18.1	18.0	▼ -0.6%	▲ 68.4%
Transportation	2.2	2.2	2.1	1.8	1.8	1.9	2.3	2.7	4.2	5.0	▲ 20.0%	▲ 84.8%
Le Flore												
Total (Current \$)	137.9	140.5	138.7	133.5	130.9	138.8	160.1	156.6	126.8	190.5	▲ 50.3%	▲ 21.7%
Other	7.7	7.8	7.3	5.0	4.6	5.3	6.1	5.9	4.4	6.7	▲ 51.1%	▲ 13.0%
Visitor	130.2	132.8	131.4	128.5	126.3	133.6	154.0	150.7	122.4	183.9	▲ 50.2%	▲ 22.0%
Non-transportation	118.6	121.0	120.3	120.0	118.2	124.7	143.3	140.5	114.5	173.2	▲ 51.3%	▲ 23.3%
Transportation	11.6	11.8	11.2	8.5	8.1	8.9	10.7	10.2	7.9	10.7	▲ 35.0%	▲ 5.1%

County / Spending

Direct Travel Spending 2012-2021

Direct Travel Spending 2012-2021											Percent Chg.	
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Lincoln												
Total (Current \$)	32.3	32.8	32.6	30.0	29.2	30.4	33.7	32.8	26.5	33.3	▲ 25.3%	▲ 1.4%
Other	5.3	5.3	5.1	3.5	3.3	3.7	4.3	4.1	3.1	4.7	▲ 50.3%	▲ 12.7%
Visitor	27.0	27.4	27.5	26.5	25.9	26.7	29.4	28.7	23.4	28.6	▲ 22.0%	▼ -0.2%
Non-transportation	22.5	22.9	23.3	23.2	22.7	23.2	25.3	24.8	20.5	24.6	▲ 19.6%	▼ -0.9%
Transportation	4.4	4.5	4.3	3.3	3.2	3.5	4.1	3.9	2.9	4.0	▲ 39.1%	▲ 3.7%
Logan												
Total (Current \$)	42.6	46.7	49.7	47.7	45.2	51.8	54.4	53.4	41.1	56.6	▲ 37.9%	▲ 6.0%
Other	6.7	6.9	6.6	4.6	4.3	4.9	5.8	5.7	4.3	7.0	▲ 62.4%	▲ 23.1%
Visitor	35.8	39.8	43.1	43.1	40.9	46.9	48.7	47.7	36.7	49.6	▲ 35.1%	▲ 4.0%
Non-transportation	30.7	34.2	37.5	38.7	36.7	41.9	43.1	42.4	33.0	43.8	▲ 33.0%	▲ 3.4%
Transportation	5.1	5.5	5.6	4.4	4.2	5.0	5.6	5.3	3.8	5.8	▲ 52.9%	▲ 8.3%
Love												
Total (Current \$)	363.2	423.8	516.0	556.5	540.2	600.7	573.7	615.8	478.4	728.3	▲ 52.3%	▲ 18.3%
Other	1.5	1.5	1.4	1.0	0.9	1.1	1.2	1.2	0.9	1.4	▲ 55.5%	▲ 15.8%
Visitor	361.8	422.3	514.6	555.6	539.2	599.6	572.5	614.6	477.5	726.9	▲ 52.2%	▲ 18.3%
Non-transportation	349.8	408.6	499.0	541.1	526.0	584.3	557.3	598.9	466.8	712.3	▲ 52.6%	▲ 18.9%
Transportation	11.9	13.7	15.6	14.4	13.3	15.3	15.2	15.7	10.7	14.6	▲ 36.2%	▼ -7.2%
Major												
Total (Current \$)	5.3	5.4	5.3	4.7	4.6	4.8	5.3	5.1	3.7	4.8	▲ 28.3%	▼ -6.8%
Other	1.2	1.2	1.1	0.8	0.7	0.8	0.9	0.9	0.7	1.1	▲ 57.5%	▲ 16.8%
Visitor	4.1	4.2	4.2	3.9	3.8	4.0	4.4	4.2	3.1	3.7	▲ 22.0%	▼ -11.8%
Non-transportation	3.1	3.2	3.2	3.2	3.1	3.2	3.5	3.4	2.5	3.0	▲ 18.3%	▼ -12.1%
Transportation	1.0	1.0	1.0	0.8	0.7	0.8	0.9	0.9	0.6	0.8	▲ 38.4%	▼ -10.8%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Marshall												
Total (Current \$)	44.1	49.6	48.1	43.5	47.0	48.5	53.2	57.3	53.5	68.8	▲ 28.6%	▲ 20.1%
Other	3.5	3.6	3.0	2.0	2.0	2.2	2.4	2.5	1.8	2.5	▲ 43.7%	▲ 2.3%
Visitor	40.7	46.0	45.1	41.4	45.0	46.4	50.7	54.9	51.8	66.3	▲ 28.1%	▲ 20.9%
Non-transportation	32.6	37.3	36.8	35.4	38.7	39.6	42.9	46.7	44.4	57.2	▲ 28.7%	▲ 22.3%
Transportation	8.0	8.7	8.2	6.0	6.3	6.7	7.8	8.1	7.3	9.2	▲ 24.6%	▲ 12.6%
Mayes												
Total (Current \$)	49.0	49.6	49.7	48.8	45.3	42.8	49.8	53.5	44.7	54.5	▲ 21.9%	▲ 1.9%
Other	6.3	6.4	6.0	4.1	3.8	4.3	5.0	4.9	3.6	5.4	▲ 48.1%	▲ 10.7%
Visitor	42.7	43.2	43.8	44.8	41.5	38.5	44.7	48.6	41.1	49.1	▲ 19.5%	▲ 1.0%
Non-transportation	32.3	32.8	33.8	36.6	33.9	30.8	35.4	39.0	33.8	39.6	▲ 16.9%	▲ 1.4%
Transportation	10.4	10.4	10.0	8.1	7.6	7.8	9.3	9.6	7.2	9.5	▲ 31.8%	▼ -0.8%
McClain												
Total (Current \$)	68.5	69.6	69.7	69.9	70.8	74.6	73.9	76.3	61.2	88.3	▲ 44.3%	▲ 15.8%
Other	5.5	5.7	5.4	3.8	3.6	4.2	4.8	4.8	3.7	6.0	▲ 63.8%	▲ 24.9%
Visitor	63.0	63.9	64.3	66.1	67.3	70.5	69.1	71.5	57.6	82.4	▲ 43.1%	▲ 15.2%
Non-transportation	58.3	59.2	59.7	62.5	63.7	66.5	64.9	67.3	54.5	77.7	▲ 42.7%	▲ 15.5%
Transportation	4.7	4.7	4.6	3.6	3.6	3.9	4.2	4.2	3.1	4.6	▲ 50.3%	▲ 10.2%
McCurtain												
Total (Current \$)	112.1	119.5	130.4	133.2	161.2	206.1	237.8	247.1	379.6	498.6	▲ 31.3%	▲ 101.8%
Other	5.1	5.2	4.8	3.3	3.1	3.5	4.0	3.9	2.9	4.2	▲ 46.7%	▲ 9.3%
Visitor	107.0	114.3	125.5	130.0	158.1	202.6	233.7	243.2	376.7	494.4	▲ 31.2%	▲ 103.3%
Non-transportation	88.8	95.1	105.6	112.7	137.8	176.1	201.2	210.8	318.6	418.4	▲ 31.3%	▲ 98.4%
Transportation	18.2	19.2	19.9	17.2	20.3	26.6	32.5	32.4	58.1	76.0	▲ 30.8%	▲ 134.6%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
McIntosh												
Total (Current \$)	53.2	54.1	53.6	50.5	55.9	54.4	59.6	60.0	62.4	71.2	▲ 14.1%	▲ 18.8%
Other	3.2	3.2	2.9	2.4	2.3	2.5	2.8	2.8	2.0	3.0	▲ 52.9%	▲ 8.8%
Visitor	50.0	50.9	50.7	48.1	53.5	51.9	56.8	57.2	60.5	68.2	▲ 12.8%	▲ 19.2%
Non-transportation	41.0	41.8	42.0	41.3	46.4	44.5	48.4	48.9	52.2	59.1	▲ 13.2%	▲ 20.7%
Transportation	9.0	9.1	8.7	6.9	7.1	7.4	8.4	8.3	8.3	9.1	▲ 10.1%	▲ 10.6%
Murray												
Total (Current \$)	71.1	72.5	72.1	69.6	69.2	71.1	79.7	80.5	69.7	85.9	▲ 23.2%	▲ 6.8%
Other	2.6	2.7	2.4	1.8	1.8	1.9	2.1	2.1	1.5	2.3	▲ 53.4%	▲ 6.5%
Visitor	68.5	69.8	69.8	67.8	67.4	69.2	77.6	78.4	68.3	83.7	▲ 22.6%	▲ 6.8%
Non-transportation	57.7	58.9	59.4	59.8	59.6	60.9	67.7	68.6	60.4	73.7	▲ 22.1%	▲ 7.3%
Transportation	10.7	10.9	10.4	8.0	7.8	8.4	9.9	9.7	7.9	10.0	▲ 26.7%	▲ 2.8%
Muskogee												
Total (Current \$)	110.2	110.4	107.0	111.0	109.7	113.0	116.3	118.6	113.8	126.4	▲ 11.0%	▲ 6.5%
Other	12.4	12.6	10.9	7.4	7.0	7.7	8.9	8.5	6.2	9.5	▲ 52.4%	▲ 11.4%
Visitor	97.8	97.8	96.1	103.6	102.7	105.3	107.3	110.1	107.6	116.9	▲ 8.6%	▲ 6.2%
Non-transportation	84.4	84.5	83.6	92.9	92.4	94.1	95.2	98.1	96.1	102.0	▲ 6.2%	▲ 3.9%
Transportation	13.4	13.3	12.5	10.7	10.3	11.2	12.2	12.0	11.6	14.9	▲ 28.8%	▲ 24.5%
Noble												
Total (Current \$)	50.9	61.9	55.9	47.3	43.0	41.7	44.4	41.9	37.7	37.5	▼ -0.6%	▼ -10.6%
Other	1.8	1.8	1.7	1.2	1.1	1.2	1.4	1.3	1.0	1.5	▲ 53.2%	▲ 14.1%
Visitor	49.1	60.2	54.2	46.1	41.9	40.5	43.0	40.6	36.7	36.0	▼ -2.0%	▼ -11.4%
Non-transportation	45.2	55.6	50.2	43.6	39.7	38.2	40.3	38.2	35.0	33.6	▼ -3.9%	▼ -12.0%
Transportation	3.9	4.6	4.0	2.5	2.2	2.3	2.6	2.4	1.7	2.4	▲ 36.3%	▼ -1.9%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Nowata												
Total (Current \$)	5.7	5.7	5.6	5.0	4.9	5.0	5.3	5.2	3.8	4.6	▲ 21.0%	▼ -11.7%
Other	1.6	1.6	1.5	1.1	1.0	1.1	1.3	1.2	0.9	1.3	▲ 43.7%	▲ 7.3%
Visitor	4.0	4.1	4.1	3.9	3.9	3.9	4.1	4.0	2.9	3.3	▲ 14.1%	▼ -17.3%
Non-transportation	2.9	3.0	3.0	3.1	3.1	3.0	3.1	3.1	2.3	2.6	▲ 9.6%	▼ -17.7%
Transportation	1.1	1.1	1.1	0.8	0.8	0.9	1.0	0.9	0.6	0.8	▲ 32.2%	▼ -15.9%
Okfuskee												
Total (Current \$)	8.8	9.0	8.8	7.8	7.5	7.9	8.9	8.5	6.2	7.8	▲ 25.1%	▼ -8.5%
Other	1.9	1.9	1.8	1.2	1.1	1.3	1.5	1.4	1.0	1.5	▲ 48.2%	▲ 8.5%
Visitor	7.0	7.1	7.0	6.6	6.4	6.6	7.4	7.1	5.2	6.3	▲ 20.5%	▼ -11.8%
Non-transportation	5.2	5.3	5.4	5.3	5.2	5.3	5.8	5.7	4.3	5.0	▲ 17.1%	▼ -12.0%
Transportation	1.7	1.7	1.6	1.3	1.2	1.3	1.5	1.4	0.9	1.3	▲ 35.7%	▼ -11.3%
Oklahoma												
Total (Current \$)	2,119.7	2,184.1	2,235.2	2,211.7	2,183.0	2,266.1	2,445.2	2,493.7	1,711.2	2,260.4	▲ 32.1%	▼ -9.4%
Other	428.9	428.8	439.4	411.8	405.6	428.9	465.0	482.4	241.5	358.8	▲ 48.6%	▼ -25.6%
Visitor	1,690.8	1,755.3	1,795.9	1,799.8	1,777.4	1,837.2	1,980.1	2,011.3	1,469.7	1,901.6	▲ 29.4%	▼ -5.5%
Non-transportation	1,270.4	1,329.6	1,358.5	1,398.4	1,380.0	1,429.5	1,526.7	1,553.3	1,203.1	1,508.1	▲ 25.4%	▼ -2.9%
Transportation	420.5	425.7	437.4	401.4	397.4	407.6	453.4	458.0	266.7	393.5	▲ 47.6%	▼ -14.1%
Okmulgee												
Total (Current \$)	74.0	75.5	74.5	69.5	65.1	69.8	78.0	75.9	60.3	81.6	▲ 35.4%	▲ 7.5%
Other	6.6	6.7	6.1	4.3	4.1	4.5	5.2	5.0	3.6	5.4	▲ 50.4%	▲ 8.6%
Visitor	67.4	68.8	68.4	65.2	61.0	65.3	72.7	70.9	56.6	76.1	▲ 34.4%	▲ 7.4%
Non-transportation	59.5	60.8	60.8	59.4	55.7	59.2	65.9	64.3	51.7	69.3	▲ 34.0%	▲ 7.7%
Transportation	7.9	8.0	7.6	5.8	5.2	6.0	6.9	6.5	4.9	6.8	▲ 38.7%	▲ 4.7%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Osage												
Total (Current \$)	93.3	97.0	95.6	91.3	93.1	103.4	119.1	129.8	117.8	167.6	▲ 42.3%	▲ 29.2%
Other	7.4	7.5	7.0	4.8	4.5	5.0	5.8	5.6	4.1	6.3	▲ 52.8%	▲ 13.2%
Visitor	85.9	89.5	88.5	86.5	88.6	98.5	113.3	124.2	113.7	161.3	▲ 41.9%	▲ 29.9%
Non-transportation	79.2	82.6	82.0	81.6	83.8	93.0	106.6	117.3	107.9	153.3	▲ 42.2%	▲ 30.7%
Transportation	6.7	6.9	6.5	4.9	4.8	5.5	6.6	6.9	5.8	8.0	▲ 37.4%	▲ 16.3%
Ottawa												
Total (Current \$)	273.8	294.8	301.3	311.9	334.7	340.3	337.0	330.0	279.9	426.3	▲ 52.3%	▲ 29.2%
Other	5.5	5.6	5.0	3.6	3.5	3.7	4.3	4.1	3.0	4.6	▲ 53.1%	▲ 9.8%
Visitor	268.3	289.2	296.2	308.3	331.3	336.5	332.8	325.9	276.9	421.8	▲ 52.3%	▲ 29.4%
Non-transportation	256.3	276.4	283.9	298.6	321.4	326.1	321.5	315.1	268.5	410.0	▲ 52.7%	▲ 30.1%
Transportation	12.0	12.8	12.4	9.7	9.8	10.4	11.3	10.8	8.4	11.8	▲ 40.3%	▲ 9.8%
Pawnee												
Total (Current \$)	19.2	19.4	19.2	18.6	18.6	19.6	21.3	21.0	17.3	19.5	▲ 12.8%	▼ -6.9%
Other	2.5	2.6	2.4	1.6	1.5	1.7	2.0	1.9	1.4	2.2	▲ 49.6%	▲ 11.7%
Visitor	16.6	16.9	16.8	17.0	17.1	17.9	19.3	19.0	15.9	17.4	▲ 9.5%	▼ -8.8%
Non-transportation	14.5	14.7	14.7	15.4	15.5	16.2	17.3	17.1	14.4	15.4	▲ 7.0%	▼ -10.1%
Transportation	2.2	2.2	2.1	1.6	1.6	1.7	2.0	1.9	1.5	1.9	▲ 33.7%	▲ 3.3%
Payne												
Total (Current \$)	115.4	138.2	155.8	134.4	119.3	149.0	154.6	151.6	114.9	138.3	▲ 20.3%	▼ -8.8%
Other	13.1	13.5	12.1	8.5	8.0	9.0	10.5	10.1	7.5	11.5	▲ 54.3%	▲ 13.6%
Visitor	102.3	124.7	143.7	125.9	111.2	139.9	144.1	141.5	107.5	126.8	▲ 18.0%	▼ -10.4%
Non-transportation	86.4	106.2	124.1	111.9	98.7	123.6	126.4	124.6	95.9	111.1	▲ 15.9%	▼ -10.8%
Transportation	15.9	18.5	19.7	14.0	12.6	16.3	17.8	16.9	11.6	15.7	▲ 35.5%	▼ -7.5%

County / Spending

Direct Travel Spending 2012-2021

Direct Travel Spending 2012-2021											Percent Chg.	
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
Spending (\$Million)												
Pittsburg												
Total (Current \$)	115.9	108.7	104.7	110.9	103.9	110.8	121.6	125.8	93.6	116.3	▲ 24.3%	▼ -7.6%
Other	7.0	7.0	6.5	4.5	4.2	4.7	5.4	5.2	3.9	6.0	▲ 55.5%	▲ 16.1%
Visitor	109.0	101.7	98.1	106.5	99.7	106.2	116.1	120.7	89.8	110.3	▲ 22.9%	▼ -8.6%
Non-transportation	96.7	89.9	87.1	97.0	90.9	96.3	104.9	109.5	81.9	100.5	▲ 22.7%	▼ -8.2%
Transportation	12.3	11.8	11.0	9.5	8.8	9.9	11.2	11.2	7.9	9.9	▲ 25.2%	▼ -11.9%
Pontotoc												
Total (Current \$)	44.2	49.1	52.5	49.6	51.6	49.2	68.2	60.0	44.6	54.6	▲ 22.6%	▼ -8.9%
Other	6.9	7.6	6.6	5.1	5.0	5.3	5.9	5.9	4.1	6.4	▲ 54.8%	▲ 7.9%
Visitor	37.3	41.5	45.9	44.6	46.7	43.9	62.3	54.1	40.5	48.3	▲ 19.3%	▼ -10.8%
Non-transportation	31.0	34.5	38.8	39.0	41.0	38.0	54.0	47.0	35.7	41.8	▲ 17.1%	▼ -11.1%
Transportation	6.4	6.9	7.1	5.6	5.7	5.8	8.3	7.1	4.8	6.5	▲ 35.5%	▼ -8.7%
Pottawatomie												
Total (Current \$)	113.7	122.9	109.7	103.4	105.8	105.6	108.7	114.0	89.9	125.7	▲ 39.9%	▲ 10.3%
Other	11.4	11.1	10.5	7.2	6.7	7.6	8.9	8.6	6.5	10.0	▲ 55.7%	▲ 16.9%
Visitor	102.3	111.8	99.2	96.2	99.1	97.9	99.8	105.4	83.4	115.6	▲ 38.6%	▲ 9.7%
Non-transportation	89.2	97.9	87.1	86.7	89.6	87.8	88.7	94.1	75.1	103.1	▲ 37.4%	▲ 9.6%
Transportation	13.1	13.9	12.2	9.5	9.5	10.1	11.1	11.3	8.3	12.5	▲ 50.1%	▲ 10.6%
Pushmataha												
Total (Current \$)	10.6	10.8	10.6	9.5	9.3	9.6	10.7	10.6	8.9	10.4	▲ 17.4%	▼ -1.8%
Other	1.7	1.7	1.6	1.1	1.0	1.2	1.4	1.3	1.0	1.5	▲ 53.5%	▲ 13.2%
Visitor	8.9	9.0	9.0	8.4	8.2	8.4	9.3	9.3	7.9	8.9	▲ 12.9%	▼ -3.9%
Non-transportation	6.1	6.2	6.3	6.3	6.2	6.3	6.8	6.8	6.0	6.5	▲ 8.1%	▼ -5.4%
Transportation	2.8	2.8	2.7	2.0	2.0	2.2	2.5	2.4	1.9	2.4	▲ 28.2%	▲ 0.1%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Roger Mills												
Total (Current \$)	3.2	3.3	3.2	2.9	2.8	2.9	3.3	3.1	2.4	3.0	▲ 25.8%	▼ -6.0%
Other	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.4	0.3	0.5	▲ 47.7%	▲ 9.8%
Visitor	2.6	2.7	2.7	2.5	2.4	2.5	2.8	2.7	2.0	2.5	▲ 22.4%	▼ -8.4%
Non-transportation	2.0	2.1	2.1	2.1	2.0	2.0	2.3	2.2	1.7	2.0	▲ 19.8%	▼ -8.6%
Transportation	0.6	0.6	0.6	0.4	0.4	0.5	0.6	0.5	0.4	0.5	▲ 34.9%	▼ -7.8%
Rogers												
Total (Current \$)	125.3	127.8	125.0	134.6	151.1	157.2	163.7	171.4	144.4	171.7	▲ 18.9%	▲ 0.1%
Other	14.1	14.4	13.5	9.5	9.0	10.1	11.7	11.4	8.5	13.7	▲ 61.4%	▲ 19.9%
Visitor	111.1	113.3	111.5	125.1	142.2	147.1	152.1	160.0	136.0	158.0	▲ 16.2%	▼ -1.3%
Non-transportation	97.5	99.5	98.5	113.7	130.0	133.8	137.4	145.1	124.2	141.5	▲ 13.9%	▼ -2.5%
Transportation	13.6	13.8	13.0	11.4	12.2	13.3	14.6	14.9	11.8	16.5	▲ 40.2%	▲ 11.3%
Seminole												
Total (Current \$)	21.0	23.0	21.9	18.3	20.2	19.0	20.4	19.8	14.7	19.7	▲ 34.5%	▼ -0.2%
Other	3.9	4.0	3.7	2.5	2.4	2.6	3.1	2.9	2.1	3.2	▲ 51.3%	▲ 12.9%
Visitor	17.0	19.0	18.1	15.8	17.8	16.4	17.3	16.9	12.5	16.5	▲ 31.6%	▼ -2.4%
Non-transportation	12.9	14.6	14.1	12.9	14.6	13.2	13.8	13.5	10.3	13.2	▲ 28.7%	▼ -2.3%
Transportation	4.1	4.4	4.0	2.9	3.2	3.2	3.5	3.4	2.3	3.3	▲ 44.7%	▼ -2.8%
Sequoyah												
Total (Current \$)	116.1	113.5	112.6	114.1	114.9	118.7	120.9	124.5	131.7	135.0	▲ 2.6%	▲ 8.5%
Other	6.4	6.4	6.0	4.1	3.8	4.4	5.1	4.9	3.7	5.4	▲ 48.1%	▲ 10.4%
Visitor	109.7	107.1	106.6	109.9	111.0	114.3	115.8	119.6	128.0	129.6	▲ 1.3%	▲ 8.4%
Non-transportation	97.2	94.7	94.8	100.4	101.7	104.3	104.8	108.4	115.7	114.4	▼ -1.2%	▲ 5.4%
Transportation	12.5	12.4	11.8	9.6	9.3	10.1	11.0	11.1	12.3	15.2	▲ 24.0%	▲ 37.3%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Stephens												
Total (Current \$)	63.9	70.1	77.0	69.4	60.0	62.0	66.0	64.7	53.6	72.9	▲ 36.0%	▲ 12.8%
Other	7.4	8.1	7.5	5.7	5.6	5.8	6.6	6.5	4.5	7.1	▲ 55.7%	▲ 8.9%
Visitor	56.5	62.0	69.5	63.7	54.4	56.1	59.4	58.2	49.1	65.9	▲ 34.2%	▲ 13.2%
Non-transportation	46.3	51.1	58.3	55.4	47.1	48.0	50.4	49.6	42.6	56.3	▲ 32.2%	▲ 13.7%
Transportation	10.2	10.8	11.2	8.4	7.3	8.1	9.0	8.6	6.5	9.6	▲ 47.2%	▲ 10.8%
Texas												
Total (Current \$)	37.4	40.6	42.2	39.4	34.9	36.1	34.0	35.3	33.0	40.0	▲ 21.2%	▲ 13.4%
Other	3.3	3.4	3.2	2.1	2.0	2.2	2.6	2.4	1.8	2.9	▲ 62.4%	▲ 21.3%
Visitor	34.1	37.2	39.0	37.2	32.9	33.9	31.4	32.9	31.2	37.1	▲ 18.8%	▲ 12.8%
Non-transportation	28.7	31.5	33.4	32.9	29.0	29.6	27.2	28.6	27.7	32.4	▲ 16.8%	▲ 13.0%
Transportation	5.3	5.7	5.7	4.4	3.9	4.3	4.3	4.3	3.5	4.8	▲ 35.2%	▲ 11.3%
Tillman												
Total (Current \$)	6.3	6.4	6.2	5.5	5.3	5.6	6.2	6.0	4.6	5.8	▲ 26.4%	▼ -3.7%
Other	1.2	1.2	1.1	0.8	0.7	0.8	0.9	0.9	0.6	1.0	▲ 52.4%	▲ 13.4%
Visitor	5.1	5.2	5.1	4.8	4.6	4.8	5.3	5.1	3.9	4.8	▲ 22.2%	▼ -6.5%
Non-transportation	3.9	3.9	3.9	3.9	3.8	3.8	4.2	4.1	3.2	3.8	▲ 18.7%	▼ -6.9%
Transportation	1.2	1.2	1.2	0.9	0.9	0.9	1.1	1.0	0.7	1.0	▲ 38.0%	▼ -5.2%
Tulsa												
Total (Current \$)	1,291.9	1,325.9	1,373.6	1,334.6	1,341.9	1,320.4	1,426.6	1,493.4	938.3	1,302.6	▲ 38.8%	▼ -12.8%
Other	351.3	345.1	347.9	330.2	333.3	316.7	352.8	372.0	178.7	278.6	▲ 55.9%	▼ -25.1%
Visitor	940.6	980.9	1,025.6	1,004.4	1,008.5	1,003.7	1,073.7	1,121.4	759.6	1,024.1	▲ 34.8%	▼ -8.7%
Non-transportation	649.6	682.8	720.8	726.7	736.1	727.0	773.9	814.5	590.2	770.7	▲ 30.6%	▼ -5.4%
Transportation	290.9	298.1	304.8	277.7	272.4	276.7	299.8	306.9	169.4	253.4	▲ 49.6%	▼ -17.4%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Wagoner												
Total (Current \$)	60.1	61.6	60.6	56.1	55.7	56.7	61.3	62.4	51.1	66.1	▲ 29.4%	▲ 5.9%
Other	13.1	12.8	11.4	7.6	7.2	8.3	9.7	9.6	7.3	11.6	▲ 57.8%	▲ 20.1%
Visitor	47.0	48.8	49.2	48.5	48.6	48.4	51.6	52.8	43.8	54.5	▲ 24.6%	▲ 3.3%
Non-transportation	37.8	39.4	40.2	41.4	41.6	40.9	43.1	44.3	37.4	45.5	▲ 21.6%	▲ 2.6%
Transportation	9.1	9.4	9.0	7.1	7.0	7.5	8.5	8.5	6.4	9.1	▲ 42.2%	▲ 7.1%
Washington												
Total (Current \$)	74.4	72.9	72.9	64.8	65.6	69.3	69.4	68.1	49.9	70.4	▲ 41.1%	▲ 3.5%
Other	9.0	9.1	8.3	6.0	5.8	6.3	7.2	7.0	5.1	8.0	▲ 57.1%	▲ 14.2%
Visitor	65.4	63.7	64.6	58.7	59.8	63.0	62.1	61.0	44.8	62.4	▲ 39.2%	▲ 2.2%
Non-transportation	52.2	50.9	52.2	49.5	50.5	52.5	51.2	50.6	37.7	51.7	▲ 36.9%	▲ 2.2%
Transportation	13.2	12.8	12.4	9.3	9.3	10.4	11.0	10.5	7.1	10.7	▲ 51.8%	▲ 2.6%
Washita												
Total (Current \$)	8.2	8.4	8.1	7.2	7.0	7.1	7.9	7.7	6.1	7.7	▲ 25.5%	▼ -0.5%
Other	1.8	1.8	1.7	1.2	1.1	1.2	1.4	1.3	1.0	1.5	▲ 56.9%	▲ 16.2%
Visitor	6.4	6.5	6.4	6.0	5.9	5.9	6.6	6.4	5.2	6.2	▲ 19.7%	▼ -3.9%
Non-transportation	4.4	4.5	4.6	4.6	4.5	4.5	4.9	4.8	4.0	4.6	▲ 14.4%	▼ -4.9%
Transportation	2.0	2.0	1.9	1.4	1.4	1.5	1.7	1.6	1.1	1.6	▲ 38.2%	▼ -0.8%
Woods												
Total (Current \$)	17.9	25.3	34.2	29.3	19.7	16.9	21.5	17.7	15.2	19.0	▲ 25.6%	▲ 7.7%
Other	1.9	2.0	1.7	1.4	1.3	1.4	1.5	1.5	1.0	1.6	▲ 54.1%	▲ 3.8%
Visitor	16.0	23.4	32.5	28.0	18.3	15.5	20.0	16.2	14.1	17.5	▲ 23.6%	▲ 8.1%
Non-transportation	12.9	19.1	27.2	24.1	15.6	13.0	16.6	13.4	11.8	14.1	▲ 19.8%	▲ 5.6%
Transportation	3.2	4.2	5.3	3.8	2.7	2.5	3.4	2.8	2.4	3.4	▲ 42.4%	▲ 20.1%

County / Spending

Direct Travel Spending 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Spending (\$Million)												
Woodward												
Total (Current \$)	74.5	67.5	69.3	63.1	48.5	56.4	59.1	55.2	43.0	51.6	▲ 20.2%	▼ -6.5%
Other	3.7	3.8	3.5	2.6	2.5	2.6	2.9	2.9	2.0	3.2	▲ 58.3%	▲ 10.7%
Visitor	70.8	63.6	65.8	60.6	46.0	53.8	56.2	52.4	41.0	48.5	▲ 18.3%	▼ -7.4%
Non-transportation	60.6	54.4	56.8	53.7	40.7	47.2	48.9	45.8	36.2	42.1	▲ 16.2%	▼ -8.2%
Transportation	10.2	9.2	9.0	6.8	5.3	6.5	7.2	6.5	4.8	6.4	▲ 34.6%	▼ -1.8%

Adair County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	18.0	18.3	18.0	16.6	15.9	16.7	20.0	20.0	15.8	18.4	▲ 16.9%	▼ -7.8%
Other Travel*	3.4	3.5	3.2	2.2	2.1	2.3	2.7	2.6	1.9	2.7	▲ 37.7%	▲ 1.6%
Visitor Spending	14.5	14.9	14.7	14.4	13.8	14.4	17.3	17.4	13.8	15.8	▲ 14.0%	▼ -9.2%
Overnight	11.1	11.4	11.3	11.0	10.6	11.0	13.4	13.5	10.6	12.1	▲ 15.0%	▼ -9.8%
Day	3.4	3.5	3.5	3.3	3.3	3.4	3.9	3.9	3.3	3.6	▲ 10.9%	▼ -7.0%
Visitor Spending	14.5	14.9	14.7	14.4	13.8	14.4	17.3	17.4	13.8	15.8	▲ 14.0%	▼ -9.2%
Non-transportation	11.1	11.4	11.4	11.7	11.3	11.6	13.7	13.9	11.3	12.6	▲ 11.0%	▼ -9.5%
Transportation	3.4	3.5	3.3	2.6	2.5	2.8	3.5	3.5	2.5	3.2	▲ 27.7%	▼ -8.1%
Total Direct Earnings	4.0	4.0	4.0	4.2	4.3	4.4	5.1	5.3	4.6	4.9	▲ 5.0%	▼ -7.3%
Total Direct Employment	250	270	260	260	260	260	300	300	250	240	▼ -4.0%	▼ -21.6%
Government Revenue	1.2	1.2	1.2	1.2	1.2	1.2	1.5	1.5	1.3	1.4	▲ 9.6%	▼ -9.0%
Local Revenue	0.5	0.5	0.5	0.6	0.5	0.6	0.7	0.7	0.6	0.7	▲ 10.7%	▼ -7.2%
State Revenue	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.7	0.7	▲ 8.6%	▼ -10.7%
Overnight Visitor Volume (Thousands)												
Party Trips	47.8	47.8	47.1	47.2	45.9	46.8	52.0	51.0	40.8	39.6	▼ -3.0%	▼ -22.4%
Party Nights	109.3	109.2	107.8	108.0	105.5	107.4	118.5	116.4	88.2	89.9	▲ 2.0%	▼ -22.8%
Person Trips	118.1	118.1	116.6	117.4	114.2	116.2	130.4	128.5	108.5	101.2	▼ -6.7%	▼ -21.2%
Person Nights	270.3	270.2	266.7	268.9	262.5	267.0	297.3	293.2	236.1	229.9	▼ -2.6%	▼ -21.6%
Average Overnight Spending (\$)												
per Party Trip	232	238	239	234	230	234	257	264	258	306	▲ 18.5%	▲ 16.1%
per Party Night	102	104	105	102	100	102	113	116	120	135	▲ 12.7%	▲ 16.8%
per Person Trip	94	96	97	94	92	94	103	105	97	120	▲ 23.3%	▲ 14.4%
per Person Night	41	42	42	41	40	41	45	46	45	53	▲ 18.1%	▲ 14.9%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Alfalfa County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	5.2	5.4	5.3	4.7	4.5	4.8	5.2	5.0	5.4	6.4	▲ 18.5%	▲ 29.4%
Other Travel*	0.9	0.9	0.8	0.6	0.5	0.6	0.7	0.7	0.5	0.8	▲ 55.5%	▲ 16.4%
Visitor Spending	4.3	4.5	4.4	4.1	3.9	4.2	4.5	4.3	4.9	5.6	▲ 14.7%	▲ 31.5%
Overnight	4.0	4.1	4.1	3.8	3.6	3.9	4.1	3.9	4.6	5.2	▲ 14.7%	▲ 33.0%
Day	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	▲ 14.4%	▲ 14.6%
Visitor Spending	4.3	4.5	4.4	4.1	3.9	4.2	4.5	4.3	4.9	5.6	▲ 14.7%	▲ 31.5%
Non-transportation	3.1	3.2	3.2	3.2	3.0	3.2	3.3	3.2	3.7	4.1	▲ 10.0%	▲ 27.6%
Transportation	1.3	1.3	1.2	0.9	0.9	1.0	1.1	1.1	1.2	1.5	▲ 29.8%	▲ 43.6%
Total Direct Earnings	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.1	1.4	1.4	▲ 1.9%	▲ 25.4%
Total Direct Employment	70	70	80	70	80	80	90	80	90	90	▼ -1.8%	▲ 10.0%
Government Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4	▲ 8.5%	▲ 22.7%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	▲ 6.1%	▲ 24.0%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 10.5%	▲ 21.7%
Overnight Visitor Volume (Thousands)												
Party Trips	17.4	17.7	17.5	17.3	16.6	17.3	17.8	16.8	14.6	18.6	▲ 27.7%	▲ 10.8%
Party Nights	40.9	41.7	41.2	40.8	39.3	41.0	41.9	39.6	33.8	43.3	▲ 28.3%	▲ 9.4%
Person Trips	47.3	48.1	47.6	47.0	45.2	47.0	48.0	45.6	42.7	52.1	▲ 21.9%	▲ 14.3%
Person Nights	111.9	113.9	112.8	111.5	107.6	112.0	114.0	108.1	100.6	121.9	▲ 21.2%	▲ 12.7%
Average Overnight Spending (\$)												
per Party Trip	230	232	234	220	216	222	231	235	314	282	▼ -10.2%	▲ 20.0%
per Party Night	98	99	99	93	91	94	98	100	135	121	▼ -10.6%	▲ 21.5%
per Person Trip	85	86	86	81	80	82	85	87	107	101	▼ -5.9%	▲ 16.3%
per Person Night	36	36	36	34	33	34	36	36	45	43	▼ -5.3%	▲ 18.0%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Atoka County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	30.8	31.4	31.1	29.0	28.7	32.3	34.9	34.3	30.0	39.4	▲ 31.2%	▲ 14.7%
Other Travel*	2.2	2.2	2.0	1.4	1.3	1.5	1.7	1.6	1.2	2.0	▲ 60.3%	▲ 21.0%
Visitor Spending	28.6	29.2	29.1	27.7	27.4	30.8	33.2	32.7	28.8	37.4	▲ 30.0%	▲ 14.4%
Overnight	21.6	22.1	22.0	20.7	20.3	22.9	24.9	24.5	21.5	26.5	▲ 23.4%	▲ 8.3%
Day	7.1	7.1	7.1	7.0	7.2	7.9	8.3	8.2	7.3	10.9	▲ 49.5%	▲ 32.7%
Visitor Spending	28.6	29.2	29.1	27.7	27.4	30.8	33.2	32.7	28.8	37.4	▲ 30.0%	▲ 14.4%
Non-transportation	24.4	25.0	25.0	24.6	24.4	27.4	29.3	29.0	25.6	33.3	▲ 29.9%	▲ 14.9%
Transportation	4.2	4.2	4.0	3.1	3.0	3.4	3.9	3.7	3.2	4.1	▲ 30.3%	▲ 10.5%
Total Direct Earnings	7.6	7.7	7.7	8.0	9.1	9.8	10.3	10.4	10.3	11.1	▲ 7.4%	▲ 6.4%
Total Direct Employment	390	400	390	370	400	420	420	410	430	420	▼ -4.1%	▲ 1.9%
Government Revenue	1.9	1.9	1.9	1.9	1.9	2.2	2.2	2.2	2.0	2.5	▲ 24.4%	▲ 17.2%
Local Revenue	0.7	0.7	0.8	0.7	0.7	1.0	0.9	0.9	0.9	1.1	▲ 22.2%	▲ 24.4%
State Revenue	1.2	1.2	1.1	1.1	1.1	1.2	1.3	1.3	1.2	1.5	▲ 26.1%	▲ 12.3%
Overnight Visitor Volume (Thousands)												
Party Trips	48.9	48.9	48.4	46.6	45.7	48.6	50.3	48.6	39.1	45.5	▲ 16.3%	▼ -6.4%
Party Nights	107.2	107.0	105.9	102.4	100.8	106.6	109.9	106.5	82.2	99.6	▲ 21.2%	▼ -6.4%
Person Trips	125.1	125.2	123.9	119.4	117.5	124.2	128.7	124.9	110.0	118.9	▲ 8.1%	▼ -4.8%
Person Nights	274.9	274.6	271.9	262.8	260.1	273.0	282.2	274.4	233.2	261.3	▲ 12.0%	▼ -4.8%
Average Overnight Spending (\$)												
per Party Trip	441	451	454	444	444	471	495	504	549	583	▲ 6.1%	▲ 15.7%
per Party Night	201	206	207	202	201	215	226	230	262	266	▲ 1.8%	▲ 15.7%
per Person Trip	172	176	177	173	173	184	193	196	195	223	▲ 14.1%	▲ 13.7%
per Person Night	78	80	81	79	78	84	88	89	92	102	▲ 10.1%	▲ 13.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Beaver County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.2	3.2	3.1	2.7	2.7	2.8	3.0	3.0	2.2	2.7	▲ 23.2%	▼ -9.3%
Other Travel*	0.9	0.9	0.8	0.5	0.5	0.6	0.7	0.6	0.5	0.7	▲ 48.9%	▲ 8.9%
Visitor Spending	2.3	2.3	2.3	2.2	2.2	2.2	2.3	2.3	1.7	2.0	▲ 16.3%	▼ -14.2%
Overnight	1.7	1.7	1.7	1.6	1.6	1.6	1.6	1.7	1.2	1.4	▲ 16.1%	▼ -16.2%
Day	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.5	0.6	▲ 16.7%	▼ -9.6%
Visitor Spending	2.3	2.3	2.3	2.2	2.2	2.2	2.3	2.3	1.7	2.0	▲ 16.3%	▼ -14.2%
Non-transportation	1.7	1.7	1.7	1.7	1.8	1.7	1.8	1.8	1.4	1.5	▲ 11.6%	▼ -14.7%
Transportation	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.4	0.5	▲ 34.6%	▼ -12.6%
Total Direct Earnings	0.6	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.5	0.5	▲ 2.6%	▼ -13.6%
Total Direct Employment	50	50	50	50	50	50	50	50	40	40	▲ 9.8%	▼ -15.4%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 9.4%	▼ -13.4%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 7.0%	▼ -14.9%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 11.0%	▼ -12.4%
Overnight Visitor Volume (Thousands)												
Party Trips	9.5	9.4	9.3	9.2	9.2	9.0	9.1	9.1	7.1	6.8	▼ -3.6%	▼ -24.7%
Party Nights	22.7	22.5	22.3	22.0	21.9	21.6	21.8	21.7	15.8	16.4	▲ 3.8%	▼ -24.5%
Person Trips	23.4	23.2	23.0	22.8	22.7	22.3	22.5	22.5	17.6	17.1	▼ -2.8%	▼ -23.9%
Person Nights	56.3	55.8	55.3	54.8	54.5	53.7	54.2	54.1	39.8	41.3	▲ 3.8%	▼ -23.6%
Average Overnight Spending (\$)												
per Party Trip	175	178	179	170	172	175	181	183	170	204	▲ 20.4%	▲ 11.4%
per Party Night	73	74	75	71	72	73	76	77	76	85	▲ 11.9%	▲ 11.0%
per Person Trip	71	72	72	69	69	71	73	74	68	81	▲ 19.4%	▲ 10.1%
per Person Night	29	30	30	29	29	29	30	31	30	34	▲ 11.9%	▲ 9.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Beckham County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	45.1	47.3	48.2	48.5	42.9	46.3	48.6	45.8	37.2	41.9	▲ 12.6%	▼ -8.6%
Other Travel*	4.1	4.2	3.8	2.8	2.7	2.7	3.1	3.0	2.1	3.4	▲ 59.3%	▲ 11.9%
Visitor Spending	41.0	43.1	44.4	45.7	40.2	43.6	45.5	42.8	35.0	38.5	▲ 9.8%	▼ -10.0%
Overnight	39.4	41.4	42.9	44.6	39.2	42.5	44.2	41.6	34.1	37.1	▲ 8.9%	▼ -10.8%
Day	1.6	1.7	1.6	1.1	1.0	1.1	1.3	1.1	0.9	1.4	▲ 43.5%	▲ 18.2%
Visitor Spending	41.0	43.1	44.4	45.7	40.2	43.6	45.5	42.8	35.0	38.5	▲ 9.8%	▼ -10.0%
Non-transportation	33.2	35.0	36.6	39.3	34.5	37.1	38.3	36.2	30.1	32.1	▲ 6.9%	▼ -11.3%
Transportation	7.8	8.0	7.8	6.4	5.7	6.5	7.1	6.6	5.0	6.3	▲ 27.1%	▼ -3.3%
Total Direct Earnings	10.8	11.3	11.5	11.5	11.2	11.1	11.4	11.1	12.0	12.9	▲ 7.2%	▲ 15.6%
Total Direct Employment	680	690	710	710	690	680	710	700	710	780	▲ 10.1%	▲ 11.6%
Government Revenue	3.6	3.9	4.1	4.3	3.8	4.1	4.3	4.2	3.1	3.7	▲ 18.9%	▼ -9.8%
Local Revenue	1.9	2.1	2.2	2.3	2.0	2.2	2.4	2.3	1.6	2.1	▲ 29.7%	▼ -9.8%
State Revenue	1.7	1.8	1.9	2.0	1.8	1.9	1.9	1.8	1.5	1.7	▲ 7.6%	▼ -9.9%
Overnight Visitor Volume (Thousands)												
Party Trips	96.2	98.9	100.5	105.3	92.9	98.6	99.9	92.9	78.0	77.9	▼ -0.2%	▼ -16.1%
Party Nights	218.8	224.8	228.0	238.2	211.1	223.0	225.5	210.5	163.3	177.1	▲ 8.4%	▼ -15.9%
Person Trips	242.3	249.0	252.8	264.8	234.3	248.2	251.8	234.4	217.8	197.6	▼ -9.3%	▼ -15.7%
Person Nights	550.3	565.1	573.2	598.4	531.6	560.8	567.9	530.9	454.5	449.1	▼ -1.2%	▼ -15.4%
Average Overnight Spending (\$)												
per Party Trip	409	418	427	423	422	431	443	448	437	477	▲ 9.1%	▲ 6.4%
per Party Night	180	184	188	187	186	190	196	198	209	210	▲ 0.4%	▲ 6.1%
per Person Trip	163	166	170	168	167	171	176	178	157	188	▲ 20.0%	▲ 5.8%
per Person Night	72	73	75	74	74	76	78	78	75	83	▲ 10.2%	▲ 5.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Blaine County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	18.4	16.9	17.7	17.0	17.7	20.0	21.3	19.7	20.8	23.8	▲ 14.4%	▲ 20.8%
Other Travel*	1.5	1.5	1.4	1.0	0.9	1.0	1.2	1.1	0.8	1.2	▲ 41.1%	▲ 5.5%
Visitor Spending	16.9	15.3	16.2	16.0	16.8	19.0	20.1	18.6	20.0	22.6	▲ 13.3%	▲ 21.8%
Overnight	14.6	13.2	14.0	13.9	14.6	16.6	17.5	16.2	17.5	19.8	▲ 13.2%	▲ 22.8%
Day	2.2	2.1	2.2	2.2	2.2	2.4	2.5	2.4	2.5	2.8	▲ 13.9%	▲ 15.1%
Visitor Spending	16.9	15.3	16.2	16.0	16.8	19.0	20.1	18.6	20.0	22.6	▲ 13.3%	▲ 21.8%
Non-transportation	12.9	11.6	12.6	13.1	13.8	15.5	16.2	14.9	16.3	17.8	▲ 9.4%	▲ 19.3%
Transportation	3.9	3.7	3.7	3.0	3.0	3.5	3.9	3.7	3.7	4.8	▲ 30.0%	▲ 31.6%
Total Direct Earnings	4.5	4.0	4.3	4.7	5.1	5.6	5.8	5.4	5.9	5.9	▼ -1.0%	▲ 7.9%
Total Direct Employment	290	270	290	310	330	340	340	330	360	340	▼ -8.1%	▲ 0.7%
Government Revenue	1.4	1.2	1.3	1.4	1.4	1.7	1.7	1.6	1.6	1.8	▲ 10.2%	▲ 12.5%
Local Revenue	0.7	0.6	0.7	0.7	0.7	0.9	0.9	0.9	0.8	0.9	▲ 11.6%	▲ 9.6%
State Revenue	0.7	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.9	▲ 8.7%	▲ 15.8%
Overnight Visitor Volume (Thousands)												
Party Trips	44.6	41.0	42.9	43.6	44.8	47.7	48.7	45.5	40.1	48.5	▲ 20.9%	▲ 6.6%
Party Nights	100.9	93.9	98.0	99.4	101.7	106.9	109.2	103.2	92.0	110.2	▲ 19.8%	▲ 6.7%
Person Trips	121.8	112.8	117.6	119.7	122.8	129.8	133.1	125.7	124.7	138.0	▲ 10.7%	▲ 9.8%
Person Nights	277.9	260.4	270.7	274.9	281.1	293.2	300.6	287.2	289.8	315.1	▲ 8.7%	▲ 9.7%
Average Overnight Spending (\$)												
per Party Trip	329	323	327	319	325	347	360	355	437	409	▼ -6.4%	▲ 15.1%
per Party Night	145	141	143	140	143	155	161	157	191	180	▼ -5.5%	▲ 15.0%
per Person Trip	120	117	119	116	119	128	132	129	141	144	▲ 2.3%	▲ 11.8%
per Person Night	53	51	52	51	52	57	58	56	60	63	▲ 4.1%	▲ 11.9%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Bryan County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	308.4	316.7	314.2	308.2	300.0	320.1	370.7	365.3	290.3	439.5	▲ 51.4%	▲ 20.3%
Other Travel*	7.2	7.4	6.8	4.9	4.7	5.3	6.1	6.1	4.6	6.9	▲ 50.0%	▲ 11.6%
Visitor Spending	301.2	309.3	307.4	303.3	295.3	314.7	364.6	359.2	285.7	432.6	▲ 51.4%	▲ 20.4%
Overnight	146.2	150.6	149.6	143.9	136.0	142.9	171.5	167.2	123.0	176.8	▲ 43.7%	▲ 5.7%
Day	155.0	158.6	157.8	159.4	159.3	171.8	193.1	191.9	162.7	255.8	▲ 57.3%	▲ 33.3%
Visitor Spending	301.2	309.3	307.4	303.3	295.3	314.7	364.6	359.2	285.7	432.6	▲ 51.4%	▲ 20.4%
Non-transportation	284.3	291.9	290.9	290.7	283.4	301.5	348.6	343.8	274.3	416.9	▲ 52.0%	▲ 21.3%
Transportation	16.9	17.4	16.5	12.6	11.9	13.3	16.1	15.4	11.3	15.7	▲ 38.3%	▲ 1.7%
Total Direct Earnings	78.9	80.8	81.5	83.1	84.7	86.0	96.6	98.6	84.2	107.0	▲ 27.1%	▲ 8.5%
Total Direct Employment	3,170	3,210	3,130	3,100	3,120	3,030	3,380	3,460	2,920	3,130	▲ 7.3%	▼ -9.3%
Government Revenue	15.9	16.0	15.9	15.8	15.3	16.3	18.9	18.8	15.4	21.5	▲ 39.0%	▲ 14.0%
Local Revenue	4.8	4.9	4.9	4.9	4.6	4.9	5.7	5.8	5.0	5.9	▲ 18.1%	▲ 1.2%
State Revenue	11.2	11.1	11.0	10.9	10.7	11.4	13.1	13.0	10.4	15.5	▲ 49.0%	▲ 19.7%
Overnight Visitor Volume (Thousands)												
Party Trips	167.5	170.0	168.2	163.0	154.6	158.1	177.8	172.4	137.9	149.0	▲ 8.1%	▼ -13.6%
Party Nights	387.5	393.1	389.2	378.6	361.5	370.2	412.0	400.8	302.8	347.1	▲ 14.6%	▼ -13.4%
Person Trips	428.5	434.8	430.2	417.4	396.5	404.7	454.4	441.4	385.7	384.0	▼ -0.5%	▼ -13.0%
Person Nights	991.7	1,005.9	996.3	970.0	927.2	947.9	1,053.3	1,026.7	847.7	896.3	▲ 5.7%	▼ -12.7%
Average Overnight Spending (\$)												
per Party Trip	873	886	890	883	880	904	964	970	892	1,186	▲ 32.9%	▲ 22.3%
per Party Night	377	383	384	380	376	386	416	417	406	509	▲ 25.3%	▲ 22.0%
per Person Trip	341	346	348	345	343	353	377	379	319	460	▲ 44.3%	▲ 21.5%
per Person Night	147	150	150	148	147	151	163	163	145	197	▲ 35.9%	▲ 21.1%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Caddo County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	37.5	38.0	37.0	33.9	34.1	33.9	36.5	37.5	34.1	38.4	▲ 12.6%	▲ 2.4%
Other Travel*	4.6	4.6	4.3	2.9	2.7	3.1	3.6	3.4	2.5	3.6	▲ 43.1%	▲ 6.5%
Visitor Spending	32.9	33.4	32.7	30.9	31.3	30.8	32.9	34.1	31.6	34.8	▲ 10.1%	▲ 2.0%
Overnight	25.4	25.7	25.2	23.7	23.9	23.4	25.1	26.1	24.8	27.1	▲ 9.6%	▲ 3.9%
Day	7.5	7.6	7.5	7.2	7.4	7.3	7.8	8.0	6.8	7.6	▲ 12.2%	▼ -4.0%
Visitor Spending	32.9	33.4	32.7	30.9	31.3	30.8	32.9	34.1	31.6	34.8	▲ 10.1%	▲ 2.0%
Non-transportation	24.7	25.0	24.8	24.8	25.2	24.4	25.7	26.8	25.5	27.2	▲ 6.4%	▲ 1.3%
Transportation	8.3	8.3	7.8	6.1	6.1	6.4	7.2	7.3	6.0	7.6	▲ 26.0%	▲ 4.7%
Total Direct Earnings	8.5	8.6	8.5	9.2	9.7	9.4	9.7	10.0	9.3	9.6	▲ 3.3%	▼ -4.4%
Total Direct Employment	540	550	540	570	610	590	610	620	540	550	▲ 1.0%	▼ -12.0%
Government Revenue	2.5	2.5	2.5	2.4	2.5	2.4	2.6	2.7	2.6	2.7	▲ 4.8%	▼ -0.3%
Local Revenue	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.2	▲ 3.4%	▲ 0.5%
State Revenue	1.4	1.4	1.3	1.3	1.3	1.3	1.4	1.4	1.3	1.4	▲ 6.0%	▼ -0.9%
Overnight Visitor Volume (Thousands)												
Party Trips	88.8	88.7	86.9	86.1	86.6	83.4	86.4	86.8	77.5	77.5	▼ 0.0%	▼ -10.8%
Party Nights	205.4	205.5	201.6	200.5	202.0	194.9	201.8	202.5	180.9	179.8	▼ -0.6%	▼ -11.2%
Person Trips	238.3	238.1	233.5	232.1	234.0	225.0	233.3	235.7	232.9	214.5	▼ -7.9%	▼ -9.0%
Person Nights	552.8	552.8	543.1	541.3	546.3	526.5	545.5	550.2	550.8	498.4	▼ -9.5%	▼ -9.4%
Average Overnight Spending (\$)												
per Party Trip	287	290	290	276	276	281	291	301	320	350	▲ 9.6%	▲ 16.4%
per Party Night	124	125	125	118	119	120	125	129	137	151	▲ 10.2%	▲ 16.9%
per Person Trip	107	108	108	102	102	104	108	111	106	127	▲ 19.0%	▲ 14.2%
per Person Night	46	47	46	44	44	44	46	47	45	54	▲ 21.1%	▲ 14.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Canadian County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	128.2	130.5	141.5	144.2	140.4	160.5	178.3	168.5	119.5	161.7	▲ 35.4%	▼ -4.0%
Other Travel*	19.4	20.7	19.6	14.2	13.4	15.6	18.1	18.5	14.0	23.0	▲ 64.0%	▲ 24.5%
Visitor Spending	108.8	109.8	121.9	130.1	127.0	144.9	160.2	150.0	105.4	138.7	▲ 31.6%	▼ -7.6%
Overnight	81.2	81.9	91.7	98.8	96.4	110.6	123.2	114.2	76.4	100.3	▲ 31.3%	▼ -12.2%
Day	27.7	27.9	30.2	31.3	30.6	34.3	37.0	35.9	29.1	38.4	▲ 32.1%	▲ 7.1%
Visitor Spending	108.8	109.8	121.9	130.1	127.0	144.9	160.2	150.0	105.4	138.7	▲ 31.6%	▼ -7.6%
Non-transportation	94.1	95.0	106.5	117.3	114.7	129.9	142.9	133.9	94.7	122.4	▲ 29.2%	▼ -8.6%
Transportation	14.7	14.8	15.3	12.8	12.4	15.0	17.3	16.1	10.7	16.3	▲ 52.3%	▲ 1.0%
Total Direct Earnings	29.3	29.8	33.2	36.4	37.4	42.3	47.4	46.5	41.1	49.0	▲ 19.0%	▲ 5.4%
Total Direct Employment	1,510	1,500	1,710	1,800	1,850	2,030	2,210	2,170	1,820	2,030	▲ 11.2%	▼ -6.4%
Government Revenue	9.3	9.4	10.5	11.4	11.2	12.8	14.3	13.7	9.4	12.4	▲ 32.0%	▼ -9.2%
Local Revenue	4.5	4.6	5.2	5.7	5.6	6.5	7.3	7.0	4.5	6.2	▲ 36.8%	▼ -12.2%
State Revenue	4.8	4.9	5.3	5.7	5.7	6.4	7.0	6.7	4.9	6.3	▲ 27.6%	▼ -6.1%
Overnight Visitor Volume (Thousands)												
Party Trips	200.2	199.1	216.2	230.9	227.4	249.8	266.0	250.8	203.6	226.2	▲ 11.1%	▼ -9.8%
Party Nights	544.3	541.7	585.4	619.3	611.4	665.5	703.6	672.5	503.7	629.5	▲ 25.0%	▼ -6.4%
Person Trips	474.5	472.5	512.4	548.8	539.5	593.7	630.2	593.2	499.5	535.6	▲ 7.2%	▼ -9.7%
Person Nights	1,252.9	1,249.1	1,346.8	1,431.2	1,409.3	1,538.7	1,616.0	1,541.0	1,221.0	1,452.1	▲ 18.9%	▼ -5.8%
Average Overnight Spending (\$)												
per Party Trip	405	411	424	428	424	443	463	455	375	443	▲ 18.2%	▼ -2.6%
per Party Night	149	151	157	160	158	166	175	170	152	159	▲ 5.1%	▼ -6.2%
per Person Trip	171	173	179	180	179	186	196	192	153	187	▲ 22.5%	▼ -2.7%
per Person Night	65	66	68	69	68	72	76	74	63	69	▲ 10.4%	▼ -6.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Carter County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	107.3	114.5	117.3	106.3	107.0	109.2	131.6	128.0	131.0	168.7	▲ 28.7%	▲ 31.8%
Other Travel*	8.9	9.2	8.2	5.7	5.5	5.9	6.8	6.6	4.8	7.4	▲ 55.4%	▲ 11.8%
Visitor Spending	98.4	105.2	109.2	100.6	101.5	103.3	124.8	121.4	126.3	161.3	▲ 27.7%	▲ 32.9%
Overnight	73.3	78.7	81.9	75.0	75.4	76.8	93.8	91.2	90.3	116.1	▲ 28.6%	▲ 27.4%
Day	25.1	26.6	27.2	25.6	26.1	26.5	31.0	30.2	36.0	45.2	▲ 25.6%	▲ 49.7%
Visitor Spending	98.4	105.2	109.2	100.6	101.5	103.3	124.8	121.4	126.3	161.3	▲ 27.7%	▲ 32.9%
Non-transportation	83.2	89.3	93.5	88.8	89.8	90.6	108.7	106.0	110.0	137.8	▲ 25.3%	▲ 30.0%
Transportation	15.2	16.0	15.6	11.8	11.8	12.7	16.1	15.3	16.3	23.5	▲ 43.9%	▲ 53.0%
Total Direct Earnings	25.0	26.0	26.8	26.6	27.3	29.1	31.7	31.5	33.0	36.5	▲ 10.7%	▲ 15.7%
Total Direct Employment	1,430	1,460	1,490	1,480	1,500	1,580	1,750	1,710	1,710	1,760	▲ 2.4%	▲ 2.5%
Government Revenue	8.1	8.9	9.4	8.8	8.9	9.4	11.3	11.2	10.3	13.9	▲ 35.7%	▲ 24.2%
Local Revenue	4.1	4.6	5.0	4.7	4.7	5.1	6.2	6.3	5.1	7.6	▲ 47.2%	▲ 20.8%
State Revenue	4.0	4.3	4.4	4.1	4.2	4.3	5.1	5.0	5.1	6.4	▲ 24.2%	▲ 28.4%
Overnight Visitor Volume (Thousands)												
Party Trips	176.3	184.2	187.6	177.2	178.1	177.5	205.2	196.0	159.6	231.8	▲ 45.2%	▲ 18.3%
Party Nights	405.9	423.0	429.9	407.3	410.0	408.5	467.2	446.9	342.2	524.0	▲ 53.1%	▲ 17.3%
Person Trips	445.4	464.8	473.4	448.1	450.8	448.7	519.5	498.6	449.9	616.1	▲ 36.9%	▲ 23.6%
Person Nights	1,023.4	1,065.9	1,083.2	1,028.4	1,035.8	1,030.8	1,181.3	1,135.1	963.7	1,390.7	▲ 44.3%	▲ 22.5%
Average Overnight Spending (\$)												
per Party Trip	416	427	437	423	424	432	457	465	566	501	▼ -11.5%	▲ 7.7%
per Party Night	181	186	191	184	184	188	201	204	264	222	▼ -16.0%	▲ 8.6%
per Person Trip	165	169	173	167	167	171	180	183	201	188	▼ -6.1%	▲ 3.1%
per Person Night	72	74	76	73	73	74	79	80	94	83	▼ -10.9%	▲ 4.0%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Cherokee County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	66.0	66.9	64.9	63.6	66.5	67.6	71.4	71.7	78.2	110.1	▲ 40.8%	▲ 53.6%
Other Travel*	8.4	7.5	7.1	4.8	4.5	5.2	6.0	5.8	4.3	6.6	▲ 51.3%	▲ 13.7%
Visitor Spending	57.6	59.4	57.9	58.8	62.0	62.4	65.4	65.9	73.9	103.5	▲ 40.1%	▲ 57.1%
Overnight	41.3	42.6	41.3	41.9	44.4	44.7	47.0	47.4	55.7	80.6	▲ 44.6%	▲ 69.9%
Day	16.3	16.8	16.5	16.9	17.6	17.8	18.4	18.5	18.2	22.9	▲ 26.4%	▲ 24.2%
Visitor Spending	57.6	59.4	57.9	58.8	62.0	62.4	65.4	65.9	73.9	103.5	▲ 40.1%	▲ 57.1%
Non-transportation	45.2	46.7	46.0	49.2	52.2	52.0	53.9	54.8	61.6	84.9	▲ 37.8%	▲ 55.1%
Transportation	12.4	12.7	11.9	9.5	9.8	10.4	11.4	11.2	12.2	18.6	▲ 51.8%	▲ 66.6%
Total Direct Earnings	15.9	15.8	15.5	16.3	18.0	18.6	19.4	20.9	25.3	28.3	▲ 12.0%	▲ 35.7%
Total Direct Employment	990	1,000	960	990	1,070	1,060	1,090	1,160	1,330	1,420	▲ 7.0%	▲ 23.1%
Government Revenue	4.4	4.7	4.6	4.9	5.2	5.2	5.5	5.6	6.2	8.5	▲ 37.1%	▲ 51.9%
Local Revenue	2.0	2.2	2.2	2.4	2.5	2.6	2.7	2.8	3.1	4.4	▲ 39.8%	▲ 56.3%
State Revenue	2.4	2.5	2.4	2.5	2.6	2.6	2.8	2.8	3.1	4.1	▲ 34.2%	▲ 47.4%
Overnight Visitor Volume (Thousands)												
Party Trips	149.6	151.9	148.3	154.0	159.3	157.0	159.4	157.3	135.3	205.1	▲ 51.6%	▲ 30.4%
Party Nights	377.2	382.9	374.8	388.3	400.1	394.7	400.1	394.4	332.5	496.4	▲ 49.3%	▲ 25.9%
Person Trips	421.9	427.3	418.8	431.9	446.8	439.2	445.1	440.0	406.3	583.6	▲ 43.6%	▲ 32.6%
Person Nights	1,068.7	1,082.1	1,063.3	1,094.2	1,127.2	1,110.1	1,123.2	1,109.2	1,008.0	1,419.3	▲ 40.8%	▲ 28.0%
Average Overnight Spending (\$)												
per Party Trip	276	281	279	272	279	284	295	301	412	393	▼ -4.6%	▲ 30.3%
per Party Night	110	111	110	108	111	113	117	120	168	162	▼ -3.1%	▲ 35.0%
per Person Trip	98	100	99	97	99	102	106	108	137	138	▲ 0.7%	▲ 28.1%
per Person Night	39	39	39	38	39	40	42	43	55	57	▲ 2.7%	▲ 32.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Choctaw County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	73.0	74.2	73.6	72.1	71.0	75.0	86.2	84.0	66.9	101.8	▲ 52.3%	▲ 21.3%
Other Travel*	2.3	2.3	2.2	1.5	1.4	1.6	1.8	1.7	1.3	2.0	▲ 52.1%	▲ 13.3%
Visitor Spending	70.6	71.8	71.4	70.6	69.6	73.5	84.3	82.2	65.6	99.8	▲ 52.3%	▲ 21.4%
Overnight	43.1	44.1	43.8	42.5	40.8	43.0	51.0	49.6	37.9	55.2	▲ 45.9%	▲ 11.3%
Day	27.5	27.7	27.6	28.2	28.8	30.5	33.3	32.6	27.7	44.6	▲ 61.0%	▲ 36.9%
Visitor Spending	70.6	71.8	71.4	70.6	69.6	73.5	84.3	82.2	65.6	99.8	▲ 52.3%	▲ 21.4%
Non-transportation	66.5	67.6	67.4	67.6	66.7	70.3	80.5	78.6	63.0	96.3	▲ 52.9%	▲ 22.5%
Transportation	4.1	4.2	4.0	3.0	2.9	3.2	3.8	3.6	2.6	3.5	▲ 36.1%	▼ -2.3%
Total Direct Earnings	17.6	17.9	18.1	18.8	19.4	20.3	22.6	22.6	19.7	26.4	▲ 33.6%	▲ 16.7%
Total Direct Employment	680	700	690	690	710	730	770	740	630	760	▲ 21.5%	▲ 2.8%
Government Revenue	3.7	3.7	3.7	3.6	3.6	3.8	4.3	4.3	3.4	4.8	▲ 40.9%	▲ 12.1%
Local Revenue	1.0	1.0	1.0	1.0	1.0	1.1	1.2	1.2	0.9	1.1	▲ 19.5%	▼ -7.4%
State Revenue	2.7	2.6	2.6	2.6	2.6	2.7	3.1	3.0	2.4	3.6	▲ 49.3%	▲ 20.0%
Overnight Visitor Volume (Thousands)												
Party Trips	49.1	49.1	48.7	47.2	45.2	45.8	50.1	47.9	38.4	40.5	▲ 5.3%	▼ -15.5%
Party Nights	109.1	109.0	108.1	105.1	101.0	102.5	111.1	106.2	81.7	90.0	▲ 10.2%	▼ -15.3%
Person Trips	126.1	126.2	125.1	121.4	116.4	117.8	128.7	123.4	107.5	105.4	▼ -2.0%	▼ -14.6%
Person Nights	281.3	281.1	278.9	271.4	261.4	264.6	286.5	274.9	230.9	235.7	▲ 2.1%	▼ -14.3%
Average Overnight Spending (\$)												
per Party Trip	878	898	899	900	905	938	1,017	1,036	985	1,365	▲ 38.5%	▲ 31.7%
per Party Night	395	405	405	404	404	419	459	467	463	614	▲ 32.4%	▲ 31.4%
per Person Trip	342	350	350	350	351	365	396	402	352	524	▲ 48.8%	▲ 30.3%
per Person Night	153	157	157	156	156	162	178	181	164	234	▲ 42.9%	▲ 29.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Cimarron County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.3	3.6	3.3	3.2	3.6	3.4	3.7	4.1	5.1	4.9	▼ -3.4%	▲ 18.6%
Other Travel*	0.4	0.4	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.3	▲ 63.2%	▲ 22.2%
Visitor Spending	2.9	3.2	3.0	3.0	3.4	3.2	3.5	3.9	4.9	4.6	▼ -6.0%	▲ 18.3%
Overnight	2.7	3.0	2.8	2.8	3.2	3.0	3.3	3.7	4.6	4.3	▼ -6.3%	▲ 17.8%
Day	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▼ -0.6%	▲ 28.0%
Visitor Spending	2.9	3.2	3.0	3.0	3.4	3.2	3.5	3.9	4.9	4.6	▼ -6.0%	▲ 18.3%
Non-transportation	2.2	2.5	2.4	2.5	2.8	2.6	2.8	3.2	4.1	3.7	▼ -9.5%	▲ 16.6%
Transportation	0.7	0.7	0.6	0.5	0.6	0.6	0.7	0.7	0.8	0.9	▲ 12.1%	▲ 26.0%
Total Direct Earnings	0.8	0.9	0.8	0.8	1.0	0.9	1.0	1.1	1.6	1.3	▼ -15.9%	▲ 15.9%
Total Direct Employment	60	60	60	60	70	70	80	90	110	100	▼ -12.7%	▲ 11.0%
Government Revenue	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	▼ -3.8%	▲ 15.4%
Local Revenue	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	▲ 0.1%	▲ 16.1%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▼ -7.9%	▲ 14.6%
Overnight Visitor Volume (Thousands)												
Party Trips	9.0	9.5	8.9	9.0	9.9	9.2	9.8	10.5	10.8	10.9	▲ 0.7%	▲ 3.9%
Party Nights	19.9	20.9	19.6	20.0	21.6	20.2	21.3	22.9	22.3	23.9	▲ 7.1%	▲ 4.4%
Person Trips	23.6	24.9	23.3	23.8	26.0	24.2	25.6	27.8	32.1	29.6	▼ -7.9%	▲ 6.4%
Person Nights	52.6	55.1	51.7	52.8	56.9	53.3	56.3	60.8	66.9	65.1	▼ -2.8%	▲ 7.1%
Average Overnight Spending (\$)												
per Party Trip	305	316	319	311	322	325	335	350	427	397	▼ -6.9%	▲ 13.4%
per Party Night	138	144	144	141	147	148	153	161	207	181	▼ -12.5%	▲ 12.8%
per Person Trip	116	121	121	118	122	123	127	133	144	147	▲ 1.7%	▲ 10.7%
per Person Night	52	55	55	53	56	56	58	61	69	67	▼ -3.6%	▲ 10.0%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Cleveland County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	329.5	340.9	337.5	341.9	331.1	351.4	370.1	371.0	272.8	359.6	▲ 31.8%	▼ -3.1%
Other Travel*	47.7	48.3	45.0	33.3	32.1	35.5	40.2	40.1	28.2	43.3	▲ 53.4%	▲ 8.1%
Visitor Spending	281.8	292.6	292.5	308.5	299.0	315.9	329.9	330.9	244.6	316.3	▲ 29.3%	▼ -4.4%
Overnight	220.7	229.9	230.2	244.2	236.3	249.9	261.3	261.7	186.7	241.2	▲ 29.2%	▼ -7.8%
Day	61.1	62.7	62.3	64.3	62.7	66.0	68.6	69.2	57.9	75.0	▲ 29.6%	▲ 8.4%
Visitor Spending	281.8	292.6	292.5	308.5	299.0	315.9	329.9	330.9	244.6	316.3	▲ 29.3%	▼ -4.4%
Non-transportation	246.2	256.1	257.9	279.7	271.3	284.7	295.1	296.8	220.8	281.4	▲ 27.4%	▼ -5.2%
Transportation	35.6	36.5	34.7	28.8	27.7	31.2	34.8	34.1	23.7	34.9	▲ 46.9%	▲ 2.3%
Total Direct Earnings	78.5	81.6	83.0	91.0	92.8	96.9	101.7	104.6	89.6	101.5	▲ 13.3%	▼ -3.0%
Total Direct Employment	4,180	4,360	4,420	4,720	4,730	4,850	5,020	5,080	4,090	4,340	▲ 6.0%	▼ -14.6%
Government Revenue	22.3	23.5	23.7	25.4	24.7	26.1	27.3	27.7	20.2	26.2	▲ 30.0%	▼ -5.2%
Local Revenue	10.1	10.9	11.1	12.1	11.6	12.4	13.1	13.3	9.2	12.4	▲ 35.1%	▼ -6.3%
State Revenue	12.1	12.6	12.6	13.3	13.1	13.7	14.3	14.4	11.0	13.8	▲ 25.7%	▼ -4.3%
Overnight Visitor Volume (Thousands)												
Party Trips	442.8	449.9	444.2	470.6	457.7	471.1	480.2	477.0	393.0	437.4	▲ 11.3%	▼ -8.3%
Party Nights	1,194.0	1,209.7	1,197.0	1,260.9	1,229.7	1,264.0	1,288.6	1,281.9	968.7	1,208.8	▲ 24.8%	▼ -5.7%
Person Trips	1,051.0	1,069.4	1,053.6	1,119.1	1,087.7	1,119.7	1,139.3	1,132.3	976.0	1,045.1	▲ 7.1%	▼ -7.7%
Person Nights	2,747.0	2,790.4	2,749.9	2,911.3	2,833.9	2,916.6	2,957.1	2,943.4	2,375.0	2,811.5	▲ 18.4%	▼ -4.5%
Average Overnight Spending (\$)												
per Party Trip	498	511	518	519	516	531	544	549	475	551	▲ 16.1%	▲ 0.5%
per Party Night	185	190	192	194	192	198	203	204	193	200	▲ 3.6%	▼ -2.2%
per Person Trip	210	215	219	218	217	223	229	231	191	231	▲ 20.7%	▼ -0.1%
per Person Night	80	82	84	84	83	86	88	89	79	86	▲ 9.2%	▼ -3.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Coal County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.4	3.4	3.3	2.9	2.8	2.8	2.8	2.7	2.0	2.5	▲ 23.9%	▼ -9.0%
Other Travel*	0.9	0.9	0.8	0.6	0.5	0.6	0.7	0.7	0.5	0.7	▲ 47.0%	▲ 11.6%
Visitor Spending	2.5	2.5	2.4	2.3	2.2	2.2	2.1	2.1	1.5	1.8	▲ 16.4%	▼ -15.4%
Overnight	1.7	1.8	1.7	1.7	1.6	1.6	1.4	1.4	1.0	1.2	▲ 16.8%	▼ -17.7%
Day	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.5	0.6	▲ 15.5%	▼ -10.5%
Visitor Spending	2.5	2.5	2.4	2.3	2.2	2.2	2.1	2.1	1.5	1.8	▲ 16.4%	▼ -15.4%
Non-transportation	1.8	1.9	1.8	1.9	1.8	1.8	1.6	1.6	1.2	1.3	▲ 11.8%	▼ -15.8%
Transportation	0.7	0.7	0.6	0.5	0.5	0.5	0.5	0.5	0.3	0.4	▲ 34.4%	▼ -13.8%
Total Direct Earnings	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.5	0.5	▲ 4.6%	▼ -20.0%
Total Direct Employment	40	40	40	40	50	50	40	40	30	30	▲ 0.9%	▼ -29.4%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	▲ 9.2%	▼ -14.1%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 7.1%	▼ -17.4%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 10.5%	▼ -12.0%
Overnight Visitor Volume (Thousands)												
Party Trips	10.2	10.1	9.7	9.6	9.3	9.2	9.0	8.7	7.0	6.7	▼ -4.9%	▼ -23.1%
Party Nights	24.4	24.2	23.3	23.0	22.4	22.2	21.7	21.1	15.7	16.2	▲ 3.5%	▼ -22.9%
Person Trips	25.0	24.9	24.0	23.7	23.0	22.8	22.1	21.5	16.9	16.6	▼ -1.8%	▼ -22.6%
Person Nights	60.4	59.9	57.8	57.1	55.5	55.0	53.8	52.2	38.2	40.6	▲ 6.3%	▼ -22.4%
Average Overnight Spending (\$)												
per Party Trip	171	178	179	172	169	169	162	163	142	174	▲ 22.8%	▲ 7.0%
per Party Night	71	75	75	72	71	71	67	67	64	72	▲ 12.9%	▲ 6.8%
per Person Trip	70	72	73	70	69	69	66	66	59	70	▲ 19.0%	▲ 6.4%
per Person Night	29	30	30	29	28	28	27	27	26	29	▲ 9.9%	▲ 6.1%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Comanche County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	183.3	185.1	195.1	177.8	167.9	175.3	185.3	196.4	152.8	203.8	▲ 33.4%	▲ 3.8%
Other Travel*	30.5	29.0	27.6	21.3	20.3	22.3	23.7	23.8	14.5	22.3	▲ 53.7%	▼ -6.5%
Visitor Spending	152.9	156.1	167.5	156.5	147.5	153.0	161.6	172.6	138.3	181.6	▲ 31.2%	▲ 5.2%
Overnight	113.7	116.0	125.1	116.6	109.0	113.1	119.7	128.9	98.1	130.3	▲ 32.7%	▲ 1.1%
Day	39.2	40.1	42.4	39.9	38.6	39.9	41.9	43.7	40.2	51.3	▲ 27.6%	▲ 17.3%
Visitor Spending	152.9	156.1	167.5	156.5	147.5	153.0	161.6	172.6	138.3	181.6	▲ 31.2%	▲ 5.2%
Non-transportation	117.4	120.1	131.0	126.3	118.8	122.0	128.6	138.7	115.1	148.5	▲ 29.1%	▲ 7.1%
Transportation	35.5	36.0	36.5	30.1	28.7	31.0	32.9	33.9	23.3	33.0	▲ 42.0%	▼ -2.5%
Total Direct Earnings	41.1	42.2	45.1	44.1	43.5	43.4	44.3	49.5	44.4	51.3	▲ 15.7%	▲ 3.8%
Total Direct Employment	2,300	2,330	2,530	2,460	2,380	2,340	2,420	2,610	2,250	2,360	▲ 5.2%	▼ -9.6%
Government Revenue	13.1	13.4	14.5	13.9	13.1	13.6	14.4	15.5	12.1	17.0	▲ 41.0%	▲ 9.9%
Local Revenue	6.6	6.7	7.4	7.1	6.6	6.9	7.4	8.0	5.8	9.1	▲ 57.4%	▲ 13.6%
State Revenue	6.5	6.7	7.2	6.8	6.5	6.6	7.0	7.5	6.3	7.9	▲ 26.1%	▲ 6.0%
Overnight Visitor Volume (Thousands)												
Party Trips	290.8	292.4	307.9	293.4	276.3	284.0	292.9	302.0	241.8	268.5	▲ 11.0%	▼ -11.1%
Party Nights	705.8	711.2	745.2	710.8	673.0	691.6	710.5	729.2	525.7	651.4	▲ 23.9%	▼ -10.7%
Person Trips	705.7	708.1	746.9	711.5	669.4	687.4	710.7	733.2	623.4	655.1	▲ 5.1%	▼ -10.7%
Person Nights	1,692.7	1,700.0	1,786.0	1,702.8	1,609.8	1,652.9	1,703.6	1,749.3	1,342.3	1,578.3	▲ 17.6%	▼ -9.8%
Average Overnight Spending (\$)												
per Party Trip	391	397	406	397	394	398	409	427	406	485	▲ 19.5%	▲ 13.7%
per Party Night	161	163	168	164	162	164	168	177	187	200	▲ 7.1%	▲ 13.2%
per Person Trip	161	164	168	164	163	165	168	176	157	199	▲ 26.3%	▲ 13.1%
per Person Night	67	68	70	68	68	68	70	74	73	83	▲ 12.9%	▲ 12.0%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Cotton County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	99.9	95.1	98.0	100.9	107.2	107.3	105.3	110.1	80.0	89.3	▲ 11.7%	▼ -18.9%
Other Travel*	0.9	1.0	0.9	0.6	0.6	0.6	0.7	0.7	0.5	0.8	▲ 50.3%	▲ 12.4%
Visitor Spending	98.9	94.2	97.1	100.3	106.7	106.6	104.5	109.4	79.5	88.6	▲ 11.4%	▼ -19.0%
Overnight	3.0	2.3	2.4	2.4	2.6	2.6	2.5	2.8	2.2	2.4	▲ 11.9%	▼ -14.8%
Day	96.0	91.8	94.7	97.9	104.1	104.0	102.0	106.6	77.4	86.2	▲ 11.4%	▼ -19.2%
Visitor Spending	98.9	94.2	97.1	100.3	106.7	106.6	104.5	109.4	79.5	88.6	▲ 11.4%	▼ -19.0%
Non-transportation	95.6	91.0	94.0	97.9	104.3	104.2	101.9	106.8	77.9	86.4	▲ 10.9%	▼ -19.1%
Transportation	3.3	3.1	3.1	2.4	2.4	2.5	2.6	2.6	1.6	2.1	▲ 37.9%	▼ -18.5%
Total Direct Earnings	26.3	25.0	26.3	27.7	30.9	30.2	29.5	31.8	24.8	23.0	▼ -7.0%	▼ -27.6%
Total Direct Employment	850	810	830	830	920	880	830	850	650	560	▼ -14.7%	▼ -34.9%
Government Revenue	4.6	4.2	4.3	4.5	4.7	4.8	4.7	5.0	3.7	3.9	▲ 5.9%	▼ -20.9%
Local Revenue	0.9	0.8	0.8	0.9	0.9	0.9	1.0	1.1	0.9	0.8	▼ -11.2%	▼ -27.8%
State Revenue	3.7	3.4	3.5	3.6	3.8	3.8	3.7	3.9	2.9	3.2	▲ 11.0%	▼ -19.0%
Overnight Visitor Volume (Thousands)												
Party Trips	10.1	9.5	9.8	9.8	9.7	9.4	9.1	9.3	7.1	6.9	▼ -2.7%	▼ -25.8%
Party Nights	24.1	22.9	23.5	23.5	23.4	22.5	21.9	22.4	15.6	16.7	▲ 6.7%	▼ -25.5%
Person Trips	24.5	23.2	23.8	23.8	23.7	22.9	22.2	22.8	16.9	17.0	▲ 0.2%	▼ -25.4%
Person Nights	59.0	56.1	57.4	57.3	57.2	55.1	53.7	54.8	37.5	41.1	▲ 9.6%	▼ -24.9%
Average Overnight Spending (\$)												
per Party Trip	294	245	245	249	266	277	277	303	303	349	▲ 15.0%	▲ 14.9%
per Party Night	123	102	102	104	111	115	115	126	138	145	▲ 4.9%	▲ 14.4%
per Person Trip	120	101	101	102	109	114	114	124	127	142	▲ 11.7%	▲ 14.3%
per Person Night	50	42	42	42	45	47	47	52	57	59	▲ 2.2%	▲ 13.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Craig County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	17.3	17.7	17.5	15.9	15.0	15.5	18.0	17.4	13.2	17.0	▲ 29.0%	▼ -2.5%
Other Travel*	2.3	2.3	2.1	1.5	1.4	1.5	1.8	1.7	1.3	1.9	▲ 54.8%	▲ 16.0%
Visitor Spending	15.1	15.5	15.4	14.4	13.6	14.0	16.2	15.7	11.9	15.0	▲ 26.3%	▼ -4.5%
Overnight	11.9	12.2	12.2	11.4	10.7	11.0	12.9	12.5	9.2	11.6	▲ 27.2%	▼ -6.8%
Day	3.2	3.2	3.2	3.0	2.9	3.0	3.4	3.2	2.7	3.4	▲ 23.1%	▲ 4.2%
Visitor Spending	15.1	15.5	15.4	14.4	13.6	14.0	16.2	15.7	11.9	15.0	▲ 26.3%	▼ -4.5%
Non-transportation	11.8	12.1	12.2	12.0	11.4	11.5	13.2	12.9	10.0	12.3	▲ 23.5%	▼ -4.8%
Transportation	3.3	3.3	3.1	2.4	2.3	2.5	3.0	2.8	1.9	2.7	▲ 40.4%	▼ -3.0%
Total Direct Earnings	4.2	4.3	4.3	4.3	4.2	4.6	5.0	5.0	3.8	4.1	▲ 6.9%	▼ -18.2%
Total Direct Employment	250	250	240	240	240	250	260	250	200	190	▼ -2.1%	▼ -22.8%
Government Revenue	1.2	1.3	1.3	1.2	1.2	1.2	1.4	1.4	1.1	1.3	▲ 19.9%	▼ -5.7%
Local Revenue	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.7	0.5	0.6	▲ 18.1%	▼ -6.8%
State Revenue	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.6	0.7	▲ 21.6%	▼ -4.7%
Overnight Visitor Volume (Thousands)												
Party Trips	42.7	42.9	42.2	41.4	39.3	39.6	43.5	41.2	32.1	34.7	▲ 8.0%	▼ -15.8%
Party Nights	94.4	94.5	93.1	91.6	87.3	87.9	95.7	90.9	66.5	76.4	▲ 14.9%	▼ -15.9%
Person Trips	107.2	107.5	105.9	103.8	98.6	99.3	109.1	103.7	86.2	87.9	▲ 2.0%	▼ -15.2%
Person Nights	237.2	237.5	234.1	230.3	219.9	221.2	240.6	229.0	178.9	194.1	▲ 8.5%	▼ -15.2%
Average Overnight Spending (\$)												
per Party Trip	278	285	289	276	273	277	296	303	285	335	▲ 17.7%	▲ 10.8%
per Party Night	126	129	131	125	123	125	134	137	138	152	▲ 10.7%	▲ 10.9%
per Person Trip	111	114	115	110	109	110	118	120	106	132	▲ 24.7%	▲ 10.0%
per Person Night	50	51	52	50	49	50	53	55	51	60	▲ 17.2%	▲ 10.0%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Creek County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	54.5	55.8	55.4	51.6	51.8	52.1	56.3	56.7	61.2	77.7	▲ 27.0%	▲ 37.0%
Other Travel*	10.9	11.0	10.3	7.1	6.6	7.6	8.8	8.5	6.3	9.9	▲ 56.9%	▲ 17.0%
Visitor Spending	43.6	44.8	45.1	44.6	45.1	44.5	47.5	48.2	54.9	67.8	▲ 23.5%	▲ 40.5%
Overnight	31.6	32.6	32.8	32.4	32.8	32.2	34.4	34.9	41.4	50.8	▲ 22.6%	▲ 45.4%
Day	11.9	12.2	12.3	12.1	12.3	12.3	13.1	13.3	13.5	17.0	▲ 26.2%	▲ 27.8%
Visitor Spending	43.6	44.8	45.1	44.6	45.1	44.5	47.5	48.2	54.9	67.8	▲ 23.5%	▲ 40.5%
Non-transportation	35.4	36.5	37.2	38.3	38.9	38.0	40.0	40.8	46.5	55.9	▲ 20.2%	▲ 36.9%
Transportation	8.1	8.3	7.9	6.3	6.2	6.6	7.5	7.4	8.4	11.9	▲ 41.7%	▲ 60.8%
Total Direct Earnings	12.1	12.4	12.6	13.3	14.2	14.2	14.6	15.5	19.2	23.0	▲ 20.1%	▲ 48.1%
Total Direct Employment	710	720	750	760	800	770	780	820	990	1,130	▲ 14.0%	▲ 38.1%
Government Revenue	3.7	3.8	3.8	3.9	4.0	4.0	4.2	4.3	4.8	5.8	▲ 20.2%	▲ 34.5%
Local Revenue	1.7	1.7	1.7	1.8	1.8	1.8	1.9	2.0	2.3	2.8	▲ 21.6%	▲ 40.3%
State Revenue	2.0	2.1	2.1	2.1	2.2	2.1	2.3	2.3	2.5	3.0	▲ 19.0%	▲ 29.6%
Overnight Visitor Volume (Thousands)												
Party Trips	105.6	106.7	106.5	107.7	108.2	104.6	108.9	108.5	102.7	137.1	▲ 33.5%	▲ 26.4%
Party Nights	274.7	277.2	276.5	279.1	279.9	271.9	282.9	281.4	246.3	345.9	▲ 40.4%	▲ 22.9%
Person Trips	255.7	258.6	258.0	261.7	263.5	254.2	264.0	264.3	263.8	352.9	▲ 33.8%	▲ 33.5%
Person Nights	650.8	657.4	655.2	663.6	667.4	645.9	670.6	669.5	631.3	873.1	▲ 38.3%	▲ 30.4%
Average Overnight Spending (\$)												
per Party Trip	300	305	308	301	303	308	316	322	403	370	▼ -8.1%	▲ 15.1%
per Party Night	115	118	119	116	117	119	121	124	168	147	▼ -12.7%	▲ 18.3%
per Person Trip	124	126	127	124	124	127	130	132	157	144	▼ -8.3%	▲ 8.9%
per Person Night	49	50	50	49	49	50	51	52	66	58	▼ -11.3%	▲ 11.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Custer County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	74.2	63.4	59.3	59.6	58.2	65.6	78.1	72.4	48.6	63.2	▲ 29.9%	▼ -12.7%
Other Travel*	4.9	5.1	4.7	3.4	3.2	3.5	4.0	3.9	2.8	4.3	▲ 53.2%	▲ 9.2%
Visitor Spending	69.3	58.3	54.6	56.2	55.0	62.1	74.1	68.5	45.9	58.9	▲ 28.5%	▼ -14.0%
Overnight	57.7	48.2	45.1	46.5	45.4	51.5	61.9	57.1	36.3	47.0	▲ 29.5%	▼ -17.7%
Day	11.6	10.1	9.6	9.7	9.5	10.6	12.2	11.4	9.6	11.9	▲ 24.4%	▲ 4.9%
Visitor Spending	69.3	58.3	54.6	56.2	55.0	62.1	74.1	68.5	45.9	58.9	▲ 28.5%	▼ -14.0%
Non-transportation	56.8	47.6	45.0	48.0	47.1	52.7	62.5	58.0	39.1	49.4	▲ 26.3%	▼ -14.8%
Transportation	12.5	10.7	9.6	8.1	7.9	9.4	11.6	10.5	6.7	9.5	▲ 41.1%	▼ -9.2%
Total Direct Earnings	19.8	18.5	18.2	19.0	19.6	21.6	23.6	22.2	19.6	22.2	▲ 13.1%	▼ -0.3%
Total Direct Employment	1,110	1,030	1,020	1,030	1,090	1,140	1,190	1,130	950	1,000	▲ 5.1%	▼ -11.6%
Government Revenue	6.6	5.6	5.3	5.5	5.4	6.1	7.2	6.8	4.3	5.8	▲ 35.5%	▼ -15.2%
Local Revenue	3.7	3.1	3.0	3.1	3.0	3.4	4.1	3.9	2.3	3.3	▲ 45.3%	▼ -15.7%
State Revenue	2.9	2.4	2.3	2.4	2.4	2.7	3.1	2.9	2.0	2.5	▲ 24.5%	▼ -14.4%
Overnight Visitor Volume (Thousands)												
Party Trips	155.7	132.4	124.3	130.7	127.0	139.0	157.8	143.7	95.6	111.0	▲ 16.1%	▼ -22.8%
Party Nights	320.6	275.8	260.8	274.0	266.3	289.4	325.0	297.7	185.6	232.8	▲ 25.4%	▼ -21.8%
Person Trips	388.6	330.4	310.3	326.4	317.2	347.2	394.0	359.7	261.2	280.5	▲ 7.4%	▼ -22.0%
Person Nights	800.5	689.2	651.6	685.1	665.9	723.5	812.6	746.3	506.6	590.3	▲ 16.5%	▼ -20.9%
Average Overnight Spending (\$)												
per Party Trip	371	364	362	356	358	371	392	397	379	423	▲ 11.6%	▲ 6.5%
per Party Night	180	175	173	170	171	178	190	192	195	202	▲ 3.3%	▲ 5.2%
per Person Trip	149	146	145	142	143	148	157	159	139	167	▲ 20.6%	▲ 5.5%
per Person Night	72	70	69	68	68	71	76	77	72	80	▲ 11.2%	▲ 4.0%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Delaware County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	148.9	150.5	149.7	150.3	170.2	179.6	194.6	197.5	159.3	160.8	▲ 1.0%	▼ -18.6%
Other Travel*	7.9	7.5	6.7	5.0	4.8	5.5	6.2	6.0	4.3	6.3	▲ 48.7%	▲ 6.0%
Visitor Spending	141.0	143.0	142.9	145.3	165.4	174.2	188.4	191.5	155.0	154.5	▼ -0.3%	▼ -19.3%
Overnight	84.0	85.5	85.4	87.1	101.7	106.6	118.4	120.1	104.4	104.5	▲ 0.1%	▼ -13.0%
Day	57.0	57.5	57.5	58.2	63.6	67.6	70.0	71.4	50.6	50.0	▼ -1.2%	▼ -30.0%
Visitor Spending	141.0	143.0	142.9	145.3	165.4	174.2	188.4	191.5	155.0	154.5	▼ -0.3%	▼ -19.3%
Non-transportation	123.8	125.6	126.3	131.7	151.1	158.5	170.8	174.2	141.6	138.5	▼ -2.2%	▼ -20.5%
Transportation	17.2	17.4	16.7	13.6	14.3	15.7	17.6	17.4	13.4	16.0	▲ 19.1%	▼ -8.1%
Total Direct Earnings	36.6	36.8	37.0	39.8	45.3	46.9	47.5	51.1	45.5	42.8	▼ -6.0%	▼ -16.3%
Total Direct Employment	1,620	1,600	1,600	1,670	1,860	1,860	1,740	1,850	1,610	1,500	▼ -6.8%	▼ -18.9%
Government Revenue	7.9	7.9	7.9	8.3	9.5	9.9	10.6	10.9	9.2	9.2	▼ -0.3%	▼ -16.0%
Local Revenue	2.4	2.5	2.5	2.8	3.2	3.3	3.5	3.7	3.3	3.3	▲ 1.3%	▼ -9.9%
State Revenue	5.4	5.4	5.4	5.5	6.3	6.6	7.1	7.2	5.9	5.8	▼ -1.3%	▼ -19.1%
Overnight Visitor Volume (Thousands)												
Party Trips	232.1	232.3	231.4	237.2	250.4	253.2	260.1	259.4	218.4	219.8	▲ 0.6%	▼ -15.3%
Party Nights	587.7	587.9	586.1	598.2	624.1	631.7	646.4	645.7	537.3	562.4	▲ 4.7%	▼ -12.9%
Person Trips	706.6	707.0	705.0	719.7	753.5	762.6	781.3	781.3	687.9	673.1	▼ -2.1%	▼ -13.8%
Person Nights	1,822.0	1,822.5	1,818.7	1,849.3	1,916.0	1,941.4	1,981.6	1,983.8	1,728.6	1,753.3	▲ 1.4%	▼ -11.6%
Average Overnight Spending (\$)												
per Party Trip	362	368	369	367	406	421	455	463	478	475	▼ -0.6%	▲ 2.6%
per Party Night	143	145	146	146	163	169	183	186	194	186	▼ -4.4%	▼ -0.1%
per Person Trip	119	121	121	121	135	140	152	154	152	155	▲ 2.3%	▲ 1.0%
per Person Night	46	47	47	47	53	55	60	61	60	60	▼ -1.3%	▼ -1.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Dewey County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.9	4.0	4.0	3.6	3.4	3.6	4.0	3.9	2.8	3.5	▲ 23.9%	▼ -10.6%
Other Travel*	0.7	0.8	0.7	0.5	0.5	0.5	0.6	0.6	0.4	0.6	▲ 42.8%	▲ 4.9%
Visitor Spending	3.1	3.2	3.3	3.1	2.9	3.0	3.4	3.3	2.4	2.9	▲ 20.6%	▼ -13.3%
Overnight	2.3	2.4	2.4	2.3	2.2	2.2	2.6	2.5	1.7	2.1	▲ 22.5%	▼ -15.3%
Day	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.8	0.7	0.8	▲ 15.7%	▼ -7.4%
Visitor Spending	3.1	3.2	3.3	3.1	2.9	3.0	3.4	3.3	2.4	2.9	▲ 20.6%	▼ -13.3%
Non-transportation	2.4	2.5	2.6	2.5	2.4	2.5	2.8	2.7	2.0	2.3	▲ 17.9%	▼ -13.2%
Transportation	0.7	0.7	0.7	0.6	0.5	0.6	0.7	0.6	0.4	0.5	▲ 33.4%	▼ -13.9%
Total Direct Earnings	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.8	0.6	0.7	▲ 8.1%	▼ -13.4%
Total Direct Employment	60	60	60	60	60	60	60	50	40	40	▼ -0.2%	▼ -17.0%
Government Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	▲ 14.4%	▼ -13.1%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 14.6%	▼ -13.3%
State Revenue	0.1	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.1	▲ 14.3%	▼ -12.8%
Overnight Visitor Volume (Thousands)												
Party Trips	10.9	11.0	11.0	10.8	10.3	10.6	11.3	10.8	8.3	8.2	▼ -1.4%	▼ -24.5%
Party Nights	25.0	25.2	25.4	24.9	23.8	24.6	26.1	25.0	17.7	19.0	▲ 7.3%	▼ -23.8%
Person Trips	27.2	27.4	27.6	27.0	25.8	26.6	28.4	27.2	21.2	20.7	▼ -2.5%	▼ -24.0%
Person Nights	63.0	63.5	64.0	62.9	60.2	62.2	65.8	63.2	45.7	48.7	▲ 6.5%	▼ -23.0%
Average Overnight Spending (\$)												
per Party Trip	216	221	222	212	212	211	226	229	207	257	▲ 24.3%	▲ 12.2%
per Party Night	94	96	96	92	92	91	98	99	97	110	▲ 14.2%	▲ 11.1%
per Person Trip	86	88	89	85	85	84	90	91	81	102	▲ 25.7%	▲ 11.3%
per Person Night	37	38	38	36	36	36	39	39	38	43	▲ 15.0%	▲ 9.9%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Ellis County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.0	3.1	3.1	2.8	2.7	2.7	3.0	2.9	2.1	2.7	▲ 29.7%	▼ -6.3%
Other Travel*	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.5	0.3	0.5	▲ 52.9%	▲ 13.3%
Visitor Spending	2.4	2.5	2.5	2.4	2.3	2.3	2.5	2.4	1.7	2.2	▲ 25.2%	▼ -10.0%
Overnight	1.8	1.8	1.8	1.7	1.7	1.7	1.9	1.8	1.2	1.6	▲ 26.8%	▼ -11.8%
Day	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.6	0.5	0.6	▲ 21.2%	▼ -5.0%
Visitor Spending	2.4	2.5	2.5	2.4	2.3	2.3	2.5	2.4	1.7	2.2	▲ 25.2%	▼ -10.0%
Non-transportation	1.8	1.9	1.9	1.9	1.9	1.8	2.0	1.9	1.4	1.7	▲ 21.9%	▼ -10.1%
Transportation	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.5	0.3	0.4	▲ 40.4%	▼ -9.5%
Total Direct Earnings	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.5	0.5	▲ 11.5%	▼ -10.7%
Total Direct Employment	40	40	50	50	50	40	50	50	40	40	▲ 11.3%	▼ -9.4%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 18.6%	▼ -9.4%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 18.0%	▼ -10.3%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 19.2%	▼ -8.7%
Overnight Visitor Volume (Thousands)												
Party Trips	8.7	8.8	8.7	8.7	8.3	8.3	8.8	8.2	6.4	6.6	▲ 3.7%	▼ -19.6%
Party Nights	20.4	20.6	20.4	20.5	19.5	19.5	20.5	19.2	13.8	15.5	▲ 11.8%	▼ -19.4%
Person Trips	22.0	22.3	22.0	22.0	20.9	20.9	22.1	20.8	16.3	16.8	▲ 3.2%	▼ -18.9%
Person Nights	51.7	52.4	51.7	52.0	49.7	49.6	52.0	48.8	35.7	39.8	▲ 11.3%	▼ -18.6%
Average Overnight Spending (\$)												
per Party Trip	202	206	208	197	199	200	213	217	194	238	▲ 22.3%	▲ 9.7%
per Party Night	87	88	89	84	85	85	91	93	90	102	▲ 13.5%	▲ 9.5%
per Person Trip	80	82	83	78	79	79	84	86	76	93	▲ 22.9%	▲ 8.8%
per Person Night	34	35	35	33	33	33	36	37	35	40	▲ 14.0%	▲ 8.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Garfield County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	131.7	132.3	127.9	116.1	107.6	105.4	117.8	107.0	91.6	99.2	▲ 8.3%	▼ -7.3%
Other Travel*	11.5	9.9	9.9	7.2	6.9	7.4	8.4	8.1	5.9	9.3	▲ 58.1%	▲ 13.8%
Visitor Spending	120.2	122.4	118.0	108.9	100.8	98.1	109.4	98.9	85.8	89.9	▲ 4.9%	▼ -9.0%
Overnight	90.2	92.0	88.6	81.1	74.3	72.0	80.8	72.6	59.9	61.9	▲ 3.3%	▼ -14.7%
Day	30.0	30.4	29.4	27.8	26.5	26.1	28.7	26.3	25.9	28.1	▲ 8.5%	▲ 6.8%
Visitor Spending	120.2	122.4	118.0	108.9	100.8	98.1	109.4	98.9	85.8	89.9	▲ 4.9%	▼ -9.0%
Non-transportation	102.5	104.5	101.5	96.4	89.2	86.0	95.2	86.4	76.2	78.4	▲ 2.8%	▼ -9.3%
Transportation	17.7	17.9	16.5	12.5	11.5	12.1	14.2	12.5	9.5	11.6	▲ 21.5%	▼ -7.2%
Total Direct Earnings	28.9	27.4	29.2	29.2	28.4	28.2	29.1	27.5	27.0	29.1	▲ 7.8%	▲ 6.0%
Total Direct Employment	1,690	1,610	1,670	1,620	1,550	1,510	1,520	1,420	1,350	1,350	▲ 0.5%	▼ -5.0%
Government Revenue	10.9	11.0	10.8	10.1	9.4	9.1	10.5	9.8	7.4	8.8	▲ 18.3%	▼ -10.4%
Local Revenue	5.8	5.9	5.8	5.4	5.0	4.8	5.9	5.5	3.7	4.9	▲ 32.9%	▼ -11.9%
State Revenue	5.0	5.1	5.0	4.7	4.4	4.3	4.7	4.3	3.8	3.9	▲ 4.1%	▼ -8.5%
Overnight Visitor Volume (Thousands)												
Party Trips	215.1	214.6	205.7	195.8	182.3	177.0	191.2	171.2	144.6	138.4	▼ -4.2%	▼ -19.1%
Party Nights	493.7	492.3	473.5	453.1	424.5	413.4	444.6	400.4	305.5	326.8	▲ 7.0%	▼ -18.4%
Person Trips	530.4	529.2	507.0	482.3	448.8	435.6	470.7	421.3	380.5	341.0	▼ -10.4%	▼ -19.1%
Person Nights	1,214.9	1,211.6	1,165.0	1,114.1	1,043.1	1,015.3	1,092.3	983.5	794.9	804.1	▲ 1.2%	▼ -18.2%
Average Overnight Spending (\$)												
per Party Trip	419	429	431	414	408	407	422	424	414	447	▲ 7.9%	▲ 5.4%
per Party Night	183	187	187	179	175	174	182	181	196	189	▼ -3.4%	▲ 4.5%
per Person Trip	170	174	175	168	166	165	172	172	157	182	▲ 15.3%	▲ 5.3%
per Person Night	74	76	76	73	71	71	74	74	75	77	▲ 2.1%	▲ 4.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Garvin County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	46.9	48.8	52.7	52.8	40.0	38.1	42.9	38.8	35.9	44.1	▲ 22.8%	▲ 13.5%
Other Travel*	5.2	5.4	4.0	2.8	2.6	2.9	3.4	3.3	2.4	3.5	▲ 45.1%	▲ 8.2%
Visitor Spending	41.7	43.4	48.7	50.0	37.4	35.2	39.5	35.6	33.5	40.5	▲ 21.2%	▲ 14.0%
Overnight	33.8	35.3	40.0	41.4	30.2	28.1	31.6	28.3	26.4	31.7	▲ 19.8%	▲ 11.9%
Day	7.9	8.1	8.7	8.7	7.2	7.1	7.9	7.3	7.0	8.9	▲ 26.7%	▲ 22.3%
Visitor Spending	41.7	43.4	48.7	50.0	37.4	35.2	39.5	35.6	33.5	40.5	▲ 21.2%	▲ 14.0%
Non-transportation	34.5	36.0	40.9	43.5	32.4	30.1	33.5	30.3	29.0	34.8	▲ 19.9%	▲ 15.1%
Transportation	7.2	7.4	7.8	6.5	5.0	5.1	6.0	5.3	4.4	5.7	▲ 29.6%	▲ 8.1%
Total Direct Earnings	12.0	12.4	13.4	14.6	13.5	12.5	13.6	12.6	12.7	14.3	▲ 12.2%	▲ 13.6%
Total Direct Employment	660	680	760	800	750	670	730	670	660	710	▲ 6.6%	▲ 5.8%
Government Revenue	3.4	3.6	4.0	4.3	3.2	3.0	3.4	3.1	2.8	3.5	▲ 23.9%	▲ 11.7%
Local Revenue	1.6	1.7	2.0	2.2	1.6	1.5	1.7	1.6	1.3	1.7	▲ 31.8%	▲ 12.3%
State Revenue	1.8	1.8	2.0	2.1	1.6	1.5	1.7	1.5	1.5	1.7	▲ 16.8%	▲ 11.1%
Overnight Visitor Volume (Thousands)												
Party Trips	89.9	91.2	99.0	103.2	81.7	77.0	83.6	75.3	68.5	69.0	▲ 0.7%	▼ -8.3%
Party Nights	193.2	195.5	210.7	218.9	177.2	168.3	181.9	164.9	135.2	148.2	▲ 9.6%	▼ -10.1%
Person Trips	222.3	225.6	245.0	255.7	202.1	190.3	206.6	186.1	181.0	171.5	▼ -5.2%	▼ -7.8%
Person Nights	478.0	483.7	521.6	542.0	438.4	416.0	449.6	407.9	355.3	369.2	▲ 3.9%	▼ -9.5%
Average Overnight Spending (\$)												
per Party Trip	376	388	404	401	369	364	378	376	386	459	▲ 18.9%	▲ 22.1%
per Party Night	175	181	190	189	170	167	174	172	196	214	▲ 9.2%	▲ 24.5%
per Person Trip	152	157	163	162	149	147	153	152	146	185	▲ 26.3%	▲ 21.4%
per Person Night	71	73	77	76	69	67	70	69	74	86	▲ 15.3%	▲ 23.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Grady County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	74.6	82.6	92.5	86.9	76.2	73.8	83.8	85.1	64.7	85.3	▲ 31.7%	▲ 0.2%
Other Travel*	9.2	8.9	8.6	6.0	5.7	6.4	7.4	7.3	5.3	8.2	▲ 54.6%	▲ 12.4%
Visitor Spending	65.4	73.7	83.9	80.9	70.5	67.3	76.4	77.8	59.4	77.1	▲ 29.7%	▼ -0.9%
Overnight	42.2	48.5	56.4	53.5	45.0	42.2	48.4	49.4	35.2	43.3	▲ 22.8%	▼ -12.5%
Day	23.2	25.2	27.5	27.4	25.5	25.2	28.0	28.4	24.2	33.8	▲ 39.8%	▲ 19.2%
Visitor Spending	65.4	73.7	83.9	80.9	70.5	67.3	76.4	77.8	59.4	77.1	▲ 29.7%	▼ -0.9%
Non-transportation	58.3	66.0	75.8	74.7	65.1	61.8	69.8	71.3	55.0	70.8	▲ 28.8%	▼ -0.7%
Transportation	7.1	7.7	8.1	6.2	5.4	5.6	6.7	6.5	4.5	6.3	▲ 41.2%	▼ -3.7%
Total Direct Earnings	18.1	20.2	23.3	23.5	23.0	22.6	24.9	26.5	23.3	25.6	▲ 10.1%	▼ -3.3%
Total Direct Employment	1,210	1,320	1,590	1,520	1,390	1,320	1,390	1,410	1,200	1,230	▲ 2.7%	▼ -12.8%
Government Revenue	4.9	5.5	6.3	6.1	5.4	5.2	6.0	6.2	4.5	5.8	▲ 28.7%	▼ -5.8%
Local Revenue	2.1	2.4	2.9	2.8	2.4	2.4	2.8	2.9	2.0	2.6	▲ 32.6%	▼ -10.4%
State Revenue	2.8	3.1	3.4	3.3	3.0	2.9	3.2	3.3	2.6	3.2	▲ 25.7%	▼ -1.8%
Overnight Visitor Volume (Thousands)												
Party Trips	93.5	102.0	112.3	107.6	94.6	89.6	99.0	98.5	80.1	84.0	▲ 4.8%	▼ -14.7%
Party Nights	249.6	267.8	290.5	279.0	251.1	240.5	263.9	262.3	194.4	228.6	▲ 17.6%	▼ -12.9%
Person Trips	221.4	242.1	266.4	255.7	224.2	212.2	233.7	232.6	198.4	198.9	▲ 0.2%	▼ -14.5%
Person Nights	573.3	617.8	669.1	644.0	577.2	552.7	603.5	599.9	474.7	526.4	▲ 10.9%	▼ -12.3%
Average Overnight Spending (\$)												
per Party Trip	451	476	502	497	475	471	489	502	440	515	▲ 17.2%	▲ 2.6%
per Party Night	169	181	194	192	179	175	184	188	181	189	▲ 4.4%	▲ 0.4%
per Person Trip	190	200	212	209	201	199	207	213	178	218	▲ 22.5%	▲ 2.3%
per Person Night	74	79	84	83	78	76	80	82	74	82	▲ 10.7%	▼ -0.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Grant County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.4	2.4	2.4	2.1	2.1	2.1	2.3	2.2	1.6	2.0	▲ 23.4%	▼ -10.6%
Other Travel*	0.7	0.7	0.7	0.5	0.4	0.5	0.5	0.5	0.4	0.6	▲ 47.1%	▲ 10.8%
Visitor Spending	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.2	1.4	▲ 15.9%	▼ -16.9%
Overnight	1.2	1.2	1.2	1.1	1.1	1.1	1.2	1.2	0.8	0.9	▲ 16.4%	▼ -19.6%
Day	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.5	▲ 15.0%	▼ -11.3%
Visitor Spending	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.2	1.4	▲ 15.9%	▼ -16.9%
Non-transportation	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.0	1.1	▲ 11.4%	▼ -17.4%
Transportation	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.3	0.3	▲ 33.7%	▼ -15.5%
Total Direct Earnings	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5	▲ 4.3%	▼ -13.6%
Total Direct Employment	50	50	50	50	50	50	50	50	40	40	▼ -1.0%	▼ -14.8%
Government Revenue	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.1	▲ 8.7%	▼ -14.8%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	▲ 6.6%	▼ -16.9%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 10.2%	▼ -13.3%
Overnight Visitor Volume (Thousands)												
Party Trips	7.5	7.5	7.5	7.5	7.5	7.3	7.4	7.2	5.7	5.4	▼ -5.1%	▼ -25.1%
Party Nights	18.3	18.3	18.2	18.3	18.1	17.9	17.9	17.6	12.9	13.3	▲ 3.1%	▼ -24.6%
Person Trips	18.8	18.8	18.6	18.8	18.6	18.3	18.4	18.1	14.0	13.7	▼ -2.2%	▼ -24.4%
Person Nights	46.0	46.0	45.7	45.9	45.6	44.9	45.1	44.3	32.0	33.8	▲ 5.6%	▼ -23.8%
Average Overnight Spending (\$)												
per Party Trip	157	159	160	152	154	156	160	162	142	174	▲ 22.7%	▲ 7.3%
per Party Night	64	65	66	62	63	64	66	67	63	71	▲ 12.9%	▲ 6.6%
per Person Trip	63	64	64	61	62	62	64	65	58	69	▲ 19.1%	▲ 6.3%
per Person Night	26	26	26	25	25	25	26	26	25	28	▲ 10.3%	▲ 5.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Greer County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	5.8	4.9	4.7	4.6	4.5	4.5	4.5	4.3	3.0	5.1	▲ 72.9%	▲ 17.9%
Other Travel*	0.9	1.0	0.9	0.6	0.6	0.6	0.7	0.7	0.5	0.8	▲ 49.8%	▲ 11.6%
Visitor Spending	4.8	3.9	3.8	4.0	3.9	3.9	3.8	3.7	2.4	4.3	▲ 77.7%	▲ 19.0%
Overnight	4.5	3.7	3.5	3.7	3.6	3.6	3.5	3.4	2.2	3.7	▲ 68.1%	▲ 9.7%
Day	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.6	▲ 166.0%	▲ 134.3%
Visitor Spending	4.8	3.9	3.8	4.0	3.9	3.9	3.8	3.7	2.4	4.3	▲ 77.7%	▲ 19.0%
Non-transportation	3.7	3.0	2.9	3.2	3.2	3.1	3.0	2.9	2.0	3.6	▲ 81.7%	▲ 24.8%
Transportation	1.1	1.0	0.9	0.7	0.7	0.8	0.8	0.8	0.5	0.7	▲ 60.3%	▼ -3.0%
Total Direct Earnings	1.3	1.0	1.0	1.0	1.0	1.0	0.7	0.7	0.6	0.9	▲ 58.3%	▲ 28.5%
Total Direct Employment	100	90	80	90	100	80	60	60	40	70	▲ 64.4%	▲ 26.0%
Government Revenue	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.2	0.5	▲ 101.1%	▲ 26.7%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.3	▲ 155.6%	▲ 37.3%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	▲ 58.5%	▲ 15.4%
Overnight Visitor Volume (Thousands)												
Party Trips	17.6	15.2	14.7	15.7	15.4	14.8	14.4	14.0	10.2	27.2	▲ 166.6%	▲ 95.0%
Party Nights	38.5	34.0	33.1	34.9	34.2	33.0	32.2	31.3	21.2	60.6	▲ 186.0%	▲ 93.8%
Person Trips	43.6	37.8	36.5	38.8	38.1	36.7	35.7	34.6	25.9	75.8	▲ 192.2%	▲ 119.2%
Person Nights	95.8	84.6	82.2	86.8	85.2	82.2	80.1	77.7	53.8	168.9	▲ 213.9%	▲ 117.3%
Average Overnight Spending (\$)												
per Party Trip	257	240	237	234	237	241	242	242	216	136	▼ -37.0%	▼ -43.7%
per Party Night	117	108	106	105	107	108	108	108	104	61	▼ -41.2%	▼ -43.4%
per Person Trip	104	97	96	95	96	97	98	98	85	49	▼ -42.5%	▼ -49.9%
per Person Night	47	43	42	42	43	44	44	43	41	22	▼ -46.5%	▼ -49.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Harmon County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	1.6	1.6	1.5	1.3	1.3	1.3	1.4	1.4	1.0	1.2	▲ 23.1%	▼ -14.2%
Other Travel*	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.2	0.3	▲ 47.2%	▲ 5.9%
Visitor Spending	1.1	1.1	1.1	1.0	1.1	1.0	1.1	1.1	0.7	0.9	▲ 15.8%	▼ -20.1%
Overnight	0.8	0.8	0.8	0.7	0.7	0.7	0.7	0.7	0.5	0.6	▲ 16.4%	▼ -22.3%
Day	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 14.6%	▼ -15.5%
Visitor Spending	1.1	1.1	1.1	1.0	1.1	1.0	1.1	1.1	0.7	0.9	▲ 15.8%	▼ -20.1%
Non-transportation	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.6	0.7	▲ 11.3%	▼ -20.5%
Transportation	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	▲ 33.2%	▼ -18.7%
Total Direct Earnings	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 5.5%	▼ -16.1%
Total Direct Employment	30	30	30	30	40	30	30	30	30	30	▼ -1.2%	▼ -25.2%
Government Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 8.8%	▼ -18.2%
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 6.8%	▼ -20.0%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	▲ 10.2%	▼ -16.9%
Overnight Visitor Volume (Thousands)												
Party Trips	4.9	4.9	4.8	4.7	4.6	4.6	4.6	4.5	3.5	3.3	▼ -5.5%	▼ -27.9%
Party Nights	12.0	11.9	11.6	11.5	11.3	11.2	11.2	11.0	7.8	8.1	▲ 3.0%	▼ -27.0%
Person Trips	12.4	12.3	12.0	11.9	11.6	11.6	11.6	11.4	8.6	8.3	▼ -2.7%	▼ -27.0%
Person Nights	30.6	30.3	29.5	29.2	28.6	28.4	28.5	28.1	19.8	20.8	▲ 5.2%	▼ -25.8%
Average Overnight Spending (\$)												
per Party Trip	156	158	159	152	156	155	160	161	141	174	▲ 23.2%	▲ 7.9%
per Party Night	64	65	65	62	64	64	65	66	62	70	▲ 13.1%	▲ 6.4%
per Person Trip	62	63	63	60	62	62	63	64	57	68	▲ 19.7%	▲ 6.4%
per Person Night	25	26	26	25	25	25	26	26	25	27	▲ 10.6%	▲ 4.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Harper County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.2	2.3	2.3	2.0	2.0	2.1	2.2	2.2	1.6	1.9	▲ 14.2%	▼-14.2%
Other Travel*	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.4	0.3	0.4	▲ 37.1%	▲ 0.2%
Visitor Spending	1.7	1.7	1.7	1.6	1.6	1.7	1.8	1.8	1.3	1.4	▲ 8.7%	▼-17.8%
Overnight	1.2	1.3	1.3	1.2	1.2	1.2	1.3	1.3	0.9	1.0	▲ 8.9%	▼-18.7%
Day	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.4	▲ 8.2%	▼-15.7%
Visitor Spending	1.7	1.7	1.7	1.6	1.6	1.7	1.8	1.8	1.3	1.4	▲ 8.7%	▼-17.8%
Non-transportation	1.2	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.1	1.1	▲ 4.3%	▼-18.3%
Transportation	0.5	0.5	0.5	0.4	0.3	0.4	0.4	0.4	0.3	0.3	▲ 26.0%	▼-16.2%
Total Direct Earnings	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.6	▲ 38.7%	▲ 18.7%
Total Direct Employment	40	50	50	50	50	50	50	50	40	50	▲ 39.9%	▲ 13.2%
Government Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	▲ 5.7%	▼-14.7%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 9.1%	▼-10.9%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 3.3%	▼-17.3%
Overnight Visitor Volume (Thousands)												
Party Trips	6.5	6.7	6.8	6.6	6.5	6.6	6.7	6.5	5.1	4.6	▼ -10.1%	▼-29.1%
Party Nights	15.5	16.1	16.1	15.8	15.6	15.9	16.0	15.6	11.5	11.0	▼ -4.1%	▼-29.1%
Person Trips	16.2	16.8	16.8	16.4	16.2	16.5	16.7	16.2	13.0	11.7	▼ -10.3%	▼-28.0%
Person Nights	38.7	40.1	40.2	39.3	38.8	39.5	39.9	38.8	29.5	28.0	▼ -5.2%	▼-28.0%
Average Overnight Spending (\$)												
per Party Trip	186	187	187	179	182	184	191	194	184	223	▲ 21.2%	▲ 14.7%
per Party Night	78	78	78	75	76	77	80	81	82	93	▲ 13.6%	▲ 14.6%
per Person Trip	75	75	75	72	73	74	77	78	73	88	▲ 21.3%	▲ 13.0%
per Person Night	31	31	31	30	31	31	32	33	32	37	▲ 14.9%	▲ 12.9%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Haskell County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	20.8	21.2	20.9	19.7	19.8	20.7	22.8	22.6	18.5	24.1	▲ 29.9%	▲ 6.6%
Other Travel*	2.0	2.0	1.9	1.3	1.2	1.3	1.6	1.5	1.1	1.6	▲ 42.8%	▲ 6.8%
Visitor Spending	18.9	19.1	19.0	18.4	18.6	19.4	21.2	21.1	17.4	22.5	▲ 29.1%	▲ 6.6%
Overnight	12.4	12.6	12.5	11.8	11.8	12.2	13.6	13.5	11.5	13.2	▲ 15.0%	▼ -2.5%
Day	6.5	6.6	6.5	6.6	6.8	7.2	7.6	7.6	6.0	9.3	▲ 56.4%	▲ 23.0%
Visitor Spending	18.9	19.1	19.0	18.4	18.6	19.4	21.2	21.1	17.4	22.5	▲ 29.1%	▲ 6.6%
Non-transportation	15.4	15.7	15.7	15.8	16.1	16.7	18.1	18.1	15.1	19.6	▲ 29.5%	▲ 8.3%
Transportation	3.4	3.5	3.3	2.5	2.5	2.7	3.1	3.0	2.3	2.9	▲ 26.6%	▼ -3.4%
Total Direct Earnings	4.6	4.6	4.6	4.8	5.1	5.1	5.5	5.6	5.0	5.5	▲ 10.1%	▼ -1.3%
Total Direct Employment	220	220	220	220	230	220	240	240	210	210	▼ -1.0%	▼ -10.9%
Government Revenue	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.1	1.2	▲ 16.9%	▲ 1.0%
Local Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	▲ 4.0%	▼ -5.1%
State Revenue	0.8	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.7	0.9	▲ 23.6%	▲ 4.0%
Overnight Visitor Volume (Thousands)												
Party Trips	38.8	38.9	38.5	38.0	37.4	37.7	39.6	38.6	33.6	32.2	▼ -4.3%	▼ -16.6%
Party Nights	90.7	90.9	90.0	88.8	87.6	88.3	92.6	90.1	77.4	75.2	▼ -2.9%	▼ -16.5%
Person Trips	104.5	104.8	103.8	102.5	101.0	101.5	106.8	104.3	99.2	88.5	▼ -10.7%	▼ -15.2%
Person Nights	245.8	246.3	244.0	241.2	238.1	239.5	250.8	245.0	232.0	208.3	▼ -10.2%	▼ -15.0%
Average Overnight Spending (\$)												
per Party Trip	319	323	325	311	315	324	343	351	341	410	▲ 20.2%	▲ 16.9%
per Party Night	136	138	139	133	135	138	147	150	148	175	▲ 18.4%	▲ 16.7%
per Person Trip	118	120	120	115	117	120	127	130	116	149	▲ 28.8%	▲ 14.9%
per Person Night	50	51	51	49	49	51	54	55	49	63	▲ 28.0%	▲ 14.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Hughes County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	8.1	8.2	8.0	7.0	6.8	7.1	7.7	7.5	5.3	7.1	▲ 33.8%	▼ -4.6%
Other Travel*	2.1	2.1	2.0	1.4	1.3	1.4	1.6	1.6	1.2	1.8	▲ 59.0%	▲ 17.3%
Visitor Spending	5.9	6.0	6.0	5.6	5.5	5.6	6.1	5.9	4.2	5.3	▲ 26.7%	▼ -10.5%
Overnight	4.2	4.3	4.3	4.0	3.9	4.0	4.3	4.2	2.9	3.6	▲ 27.3%	▼ -13.1%
Day	1.7	1.7	1.7	1.6	1.6	1.7	1.8	1.7	1.3	1.6	▲ 25.4%	▼ -4.0%
Visitor Spending	5.9	6.0	6.0	5.6	5.5	5.6	6.1	5.9	4.2	5.3	▲ 26.7%	▼ -10.5%
Non-transportation	4.4	4.5	4.5	4.5	4.4	4.4	4.7	4.6	3.4	4.1	▲ 22.4%	▼ -10.8%
Transportation	1.6	1.6	1.5	1.1	1.1	1.2	1.4	1.3	0.8	1.2	▲ 45.1%	▼ -9.3%
Total Direct Earnings	1.6	1.6	1.6	1.7	1.7	1.7	1.7	1.8	1.5	1.6	▲ 3.6%	▼ -11.9%
Total Direct Employment	100	100	110	110	110	110	110	110	90	90	▼ -4.7%	▼ -22.6%
Government Revenue	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.5	▲ 18.1%	▼ -9.3%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	▲ 15.2%	▼ -11.5%
State Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	▲ 20.4%	▼ -7.5%
Overnight Visitor Volume (Thousands)												
Party Trips	24.1	24.0	23.8	23.3	22.7	22.9	23.8	22.7	17.6	18.3	▲ 3.8%	▼ -19.6%
Party Nights	57.3	56.9	56.5	55.5	54.2	54.6	56.4	54.0	38.5	43.7	▲ 13.5%	▼ -19.1%
Person Trips	59.2	58.8	58.4	57.3	55.9	56.3	58.4	55.9	42.7	45.2	▲ 5.9%	▼ -19.1%
Person Nights	141.2	140.2	139.5	136.9	133.7	134.7	139.1	133.3	94.0	108.6	▲ 15.6%	▼ -18.5%
Average Overnight Spending (\$)												
per Party Trip	176	179	179	171	172	174	182	184	162	199	▲ 22.6%	▲ 8.1%
per Party Night	74	75	76	72	72	73	77	78	74	83	▲ 12.2%	▲ 7.4%
per Person Trip	72	73	73	70	70	71	74	75	67	81	▲ 20.2%	▲ 7.4%
per Person Night	30	31	31	29	29	30	31	31	30	33	▲ 10.2%	▲ 6.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Jackson County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	37.5	34.7	33.8	34.7	36.1	33.6	35.6	45.6	40.0	48.6	▲ 21.4%	▲ 6.7%
Other Travel*	4.6	4.6	4.1	3.0	2.9	3.1	3.5	3.4	2.4	3.8	▲ 58.3%	▲ 12.5%
Visitor Spending	33.0	30.1	29.6	31.7	33.3	30.5	32.1	42.2	37.6	44.8	▲ 19.1%	▲ 6.2%
Overnight	23.6	21.4	21.0	22.6	23.9	21.8	22.8	31.1	26.2	31.3	▲ 19.6%	▲ 0.8%
Day	9.4	8.7	8.6	9.1	9.4	8.8	9.2	11.1	11.4	13.5	▲ 18.0%	▲ 21.3%
Visitor Spending	33.0	30.1	29.6	31.7	33.3	30.5	32.1	42.2	37.6	44.8	▲ 19.1%	▲ 6.2%
Non-transportation	27.8	25.3	25.1	27.9	29.3	26.6	27.7	36.9	33.5	39.3	▲ 17.1%	▲ 6.4%
Transportation	5.2	4.8	4.5	3.8	3.9	3.9	4.4	5.3	4.1	5.5	▲ 35.0%	▲ 4.9%
Total Direct Earnings	9.6	8.7	8.6	9.1	10.0	10.7	10.9	15.1	12.0	13.3	▲ 11.0%	▼ -11.9%
Total Direct Employment	620	550	530	560	620	640	630	850	670	720	▲ 6.9%	▼ -15.5%
Government Revenue	2.9	2.6	2.6	2.8	3.0	2.8	2.9	3.8	3.1	4.2	▲ 34.7%	▲ 11.4%
Local Revenue	1.4	1.3	1.3	1.4	1.5	1.4	1.5	2.0	1.5	2.3	▲ 54.9%	▲ 17.5%
State Revenue	1.4	1.3	1.3	1.4	1.5	1.4	1.4	1.8	1.6	1.9	▲ 16.2%	▲ 4.8%
Overnight Visitor Volume (Thousands)												
Party Trips	68.8	62.5	61.3	65.7	67.6	61.8	63.6	77.2	65.2	69.4	▲ 6.5%	▼ -10.1%
Party Nights	163.4	149.4	146.9	156.5	160.3	147.2	151.5	179.5	135.9	159.9	▲ 17.7%	▼ -10.9%
Person Trips	169.0	153.6	150.5	161.4	166.2	152.0	156.3	190.3	173.2	171.7	▼ -0.9%	▼ -9.8%
Person Nights	401.4	366.9	360.6	384.2	393.7	361.7	372.1	441.9	357.1	395.3	▲ 10.7%	▼ -10.5%
Average Overnight Spending (\$)												
per Party Trip	343	342	343	345	353	352	359	402	402	451	▲ 12.3%	▲ 12.1%
per Party Night	144	143	143	145	149	148	151	173	193	196	▲ 1.6%	▲ 13.1%
per Person Trip	140	139	140	140	144	143	146	163	151	182	▲ 20.6%	▲ 11.7%
per Person Night	59	58	58	59	61	60	61	70	73	79	▲ 8.0%	▲ 12.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Jefferson County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	6.1	6.2	6.2	5.5	5.5	5.8	6.4	6.3	5.2	5.9	▲ 12.7%	▼ -6.5%
Other Travel*	1.0	1.0	0.9	0.6	0.6	0.7	0.8	0.7	0.5	0.7	▲ 42.3%	▲ 5.3%
Visitor Spending	5.1	5.2	5.3	4.9	4.9	5.1	5.6	5.6	4.7	5.1	▲ 9.4%	▼ -8.0%
Overnight	4.7	4.8	4.9	4.5	4.6	4.7	5.2	5.2	4.4	4.8	▲ 9.4%	▼ -7.8%
Day	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.4	▲ 9.0%	▼ -10.8%
Visitor Spending	5.1	5.2	5.3	4.9	4.9	5.1	5.6	5.6	4.7	5.1	▲ 9.4%	▼ -8.0%
Non-transportation	3.5	3.6	3.7	3.7	3.7	3.8	4.1	4.1	3.6	3.7	▲ 4.1%	▼ -10.3%
Transportation	1.6	1.6	1.6	1.2	1.2	1.3	1.5	1.4	1.1	1.4	▲ 26.1%	▼ -1.2%
Total Direct Earnings	1.2	1.2	1.3	1.3	1.4	1.4	1.5	1.5	1.4	1.3	▼ -6.1%	▼ -13.2%
Total Direct Employment	70	70	70	70	80	80	90	80	70	70	▲ 1.0%	▼ -10.3%
Government Revenue	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4	▲ 3.1%	▼ -11.7%
Local Revenue	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 1.9%	▼ -13.0%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 4.1%	▼ -10.6%
Overnight Visitor Volume (Thousands)												
Party Trips	19.6	19.6	19.8	19.2	19.4	19.6	20.5	20.0	17.5	16.7	▼ -4.7%	▼ -16.6%
Party Nights	45.6	45.6	46.1	44.7	45.1	45.5	47.4	46.1	40.6	38.5	▼ -5.1%	▼ -16.5%
Person Trips	53.0	53.0	53.6	52.1	52.6	52.9	55.4	54.2	52.9	46.2	▼ -12.8%	▼ -14.8%
Person Nights	123.6	123.5	124.7	121.3	122.3	123.0	128.2	125.4	124.4	106.8	▼ -14.1%	▼ -14.8%
Average Overnight Spending (\$)												
per Party Trip	241	246	248	235	234	242	254	260	250	287	▲ 14.8%	▲ 10.6%
per Party Night	104	106	107	101	101	104	110	113	108	124	▲ 15.3%	▲ 10.5%
per Person Trip	89	91	92	87	87	90	94	96	83	104	▲ 25.4%	▲ 8.3%
per Person Night	38	39	39	37	37	39	41	41	35	45	▲ 27.4%	▲ 8.2%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Johnston County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	7.8	7.6	8.3	8.1	7.0	6.8	7.2	7.6	5.9	7.1	▲ 19.3%	▼ -6.7%
Other Travel*	1.7	1.7	1.6	1.1	1.0	1.2	1.4	1.3	1.0	1.4	▲ 48.2%	▲ 8.0%
Visitor Spending	6.1	5.9	6.7	7.0	6.0	5.6	5.8	6.3	5.0	5.7	▲ 13.8%	▼ -9.8%
Overnight	4.5	4.3	5.0	5.3	4.4	4.1	4.2	4.6	3.6	4.1	▲ 13.6%	▼ -9.8%
Day	1.6	1.6	1.7	1.7	1.6	1.6	1.6	1.7	1.4	1.6	▲ 14.3%	▼ -9.8%
Visitor Spending	6.1	5.9	6.7	7.0	6.0	5.6	5.8	6.3	5.0	5.7	▲ 13.8%	▼ -9.8%
Non-transportation	4.5	4.3	5.1	5.7	4.8	4.4	4.5	4.9	4.0	4.4	▲ 9.9%	▼ -9.5%
Transportation	1.6	1.6	1.6	1.3	1.2	1.2	1.3	1.4	1.0	1.2	▲ 30.0%	▼ -10.8%
Total Direct Earnings	1.6	1.6	1.8	2.0	1.8	2.0	2.0	2.2	2.0	2.2	▲ 10.0%	▲ 1.1%
Total Direct Employment	110	100	120	120	100	110	100	110	110	120	▲ 9.2%	▲ 7.2%
Government Revenue	0.5	0.5	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	▲ 11.1%	▼ -6.7%
Local Revenue	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	▲ 13.4%	▼ -2.7%
State Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 9.4%	▼ -9.6%
Overnight Visitor Volume (Thousands)												
Party Trips	21.9	21.3	23.5	24.5	22.1	20.9	21.0	22.2	17.8	17.0	▼ -4.5%	▼ -23.4%
Party Nights	51.7	50.7	55.3	57.0	52.2	50.0	50.1	52.9	39.8	40.8	▲ 2.7%	▼ -22.8%
Person Trips	55.6	54.2	59.5	62.0	56.2	53.2	53.4	56.5	46.7	43.9	▼ -6.0%	▼ -22.2%
Person Nights	132.2	129.6	140.8	145.3	133.5	127.8	128.4	135.1	105.6	106.2	▲ 0.5%	▼ -21.4%
Average Overnight Spending (\$)												
per Party Trip	204	202	212	215	200	194	199	205	203	241	▲ 19.0%	▲ 17.7%
per Party Night	86	85	90	92	85	81	83	86	91	101	▲ 10.7%	▲ 16.9%
per Person Trip	80	79	84	85	79	76	78	81	77	94	▲ 20.8%	▲ 15.9%
per Person Night	34	33	35	36	33	32	33	34	34	39	▲ 13.1%	▲ 14.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Kay County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	123.9	139.3	129.0	108.6	104.1	115.7	113.8	107.4	139.4	114.8	▼ -17.7%	▲ 6.9%
Other Travel*	7.6	7.6	7.3	5.4	5.2	5.6	6.3	6.1	4.3	6.8	▲ 57.1%	▲ 11.5%
Visitor Spending	116.3	131.7	121.6	103.3	98.9	110.1	107.5	101.3	135.1	108.0	▼ -20.1%	▲ 6.6%
Overnight	87.6	100.2	92.2	78.5	74.3	83.0	81.1	75.9	79.7	82.0	▲ 2.8%	▲ 7.9%
Day	28.7	31.5	29.4	24.8	24.6	27.1	26.4	25.3	55.4	26.0	▼ -53.0%	▲ 2.7%
Visitor Spending	116.3	131.7	121.6	103.3	98.9	110.1	107.5	101.3	135.1	108.0	▼ -20.1%	▲ 6.6%
Non-transportation	102.2	116.3	107.8	93.2	89.3	99.1	95.9	90.4	125.5	95.8	▼ -23.7%	▲ 5.9%
Transportation	14.2	15.4	13.8	10.1	9.6	11.1	11.6	10.9	9.6	12.2	▲ 27.1%	▲ 12.3%
Total Direct Earnings	33.4	37.7	35.2	33.4	33.4	35.5	35.9	34.7	34.8	37.1	▲ 6.6%	▲ 6.9%
Total Direct Employment	2,170	2,440	2,240	2,170	2,070	2,110	2,060	1,880	1,800	1,860	▲ 3.0%	▼ -1.0%
Government Revenue	8.1	9.2	8.5	7.5	7.2	8.0	7.8	7.4	8.5	8.3	▼ -1.8%	▲ 11.9%
Local Revenue	3.8	4.4	4.1	3.6	3.4	3.8	3.7	3.6	3.5	4.3	▲ 23.1%	▲ 19.0%
State Revenue	4.3	4.8	4.5	3.9	3.8	4.2	4.1	3.9	5.0	4.1	▼ -18.9%	▲ 5.2%
Overnight Visitor Volume (Thousands)												
Party Trips	172.3	187.9	173.7	159.3	151.6	162.7	155.0	145.2	145.0	144.2	▼ -0.5%	▼ -0.7%
Party Nights	398.6	431.1	400.1	370.1	354.0	378.0	360.8	339.9	314.8	333.7	▲ 6.0%	▼ -1.8%
Person Trips	441.4	480.2	445.2	409.3	390.2	416.9	399.0	375.1	413.5	373.9	▼ -9.6%	▼ -0.3%
Person Nights	1,019.7	1,100.7	1,024.1	949.4	909.3	967.5	927.5	876.0	898.6	864.8	▼ -3.8%	▼ -1.3%
Average Overnight Spending (\$)												
per Party Trip	508	533	531	492	490	510	524	523	550	568	▲ 3.4%	▲ 8.7%
per Party Night	220	232	231	212	210	220	225	223	253	246	▼ -3.0%	▲ 9.9%
per Person Trip	198	209	207	192	190	199	203	202	193	219	▲ 13.7%	▲ 8.3%
per Person Night	86	91	90	83	82	86	87	87	89	95	▲ 6.8%	▲ 9.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Kingfisher County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	12.4	12.8	12.7	11.4	10.9	11.5	13.1	12.7	9.3	12.0	▲ 28.6%	▼ -5.6%
Other Travel*	2.3	2.4	2.3	1.6	1.5	1.7	1.9	1.9	1.4	2.1	▲ 49.8%	▲ 12.1%
Visitor Spending	10.1	10.5	10.5	9.8	9.4	9.8	11.1	10.9	7.9	9.9	▲ 24.9%	▼ -8.7%
Overnight	7.7	8.0	8.0	7.5	7.1	7.4	8.5	8.3	5.8	7.4	▲ 26.2%	▼ -10.9%
Day	2.4	2.5	2.5	2.3	2.3	2.4	2.6	2.6	2.1	2.5	▲ 21.1%	▼ -1.5%
Visitor Spending	10.1	10.5	10.5	9.8	9.4	9.8	11.1	10.9	7.9	9.9	▲ 24.9%	▼ -8.7%
Non-transportation	7.8	8.1	8.2	8.1	7.7	8.0	9.0	8.8	6.6	8.0	▲ 21.8%	▼ -8.8%
Transportation	2.3	2.4	2.3	1.7	1.7	1.9	2.2	2.1	1.3	1.9	▲ 39.8%	▼ -8.2%
Total Direct Earnings	2.8	2.9	2.9	3.0	3.0	3.1	3.5	3.6	2.8	2.9	▲ 2.8%	▼ -19.5%
Total Direct Employment	180	190	180	180	170	180	200	220	160	150	▼ -5.3%	▼ -28.6%
Government Revenue	0.8	0.8	0.9	0.8	0.8	0.9	1.0	1.0	0.8	0.9	▲ 17.3%	▼ -9.4%
Local Revenue	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.3	0.4	▲ 15.7%	▼ -11.0%
State Revenue	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5	▲ 18.7%	▼ -8.0%
Overnight Visitor Volume (Thousands)												
Party Trips	33.0	33.5	33.4	32.7	31.8	32.6	34.9	33.5	25.9	26.7	▲ 3.3%	▼ -20.2%
Party Nights	74.7	75.9	75.7	74.4	72.5	74.4	79.2	76.0	54.2	60.4	▲ 11.6%	▼ -20.5%
Person Trips	80.9	82.2	81.9	80.3	77.9	79.9	85.7	82.2	64.9	65.9	▲ 1.6%	▼ -19.8%
Person Nights	183.4	186.3	185.9	182.8	178.0	182.6	194.4	186.8	135.8	149.4	▲ 10.0%	▼ -20.0%
Average Overnight Spending (\$)												
per Party Trip	234	239	240	229	224	228	244	247	226	276	▲ 22.1%	▲ 11.6%
per Party Night	103	105	106	101	98	100	108	109	108	122	▲ 13.1%	▲ 12.0%
per Person Trip	95	97	98	93	91	93	99	101	90	112	▲ 24.3%	▲ 11.1%
per Person Night	42	43	43	41	40	41	44	44	43	49	▲ 14.8%	▲ 11.4%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Kiowa County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	10.3	10.5	10.4	9.4	9.2	9.3	10.6	10.7	9.9	11.8	▲ 19.9%	▲ 10.6%
Other Travel*	1.4	1.5	1.4	0.9	0.9	0.9	1.1	1.0	0.8	1.2	▲ 49.8%	▲ 12.2%
Visitor Spending	8.9	9.1	9.0	8.5	8.3	8.3	9.5	9.7	9.1	10.7	▲ 17.4%	▲ 10.4%
Overnight	8.3	8.5	8.4	7.9	7.7	7.7	8.9	9.0	8.4	9.9	▲ 17.7%	▲ 10.1%
Day	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	▲ 13.9%	▲ 13.8%
Visitor Spending	8.9	9.1	9.0	8.5	8.3	8.3	9.5	9.7	9.1	10.7	▲ 17.4%	▲ 10.4%
Non-transportation	6.3	6.5	6.6	6.6	6.4	6.3	7.1	7.3	7.0	7.9	▲ 13.5%	▲ 8.7%
Transportation	2.6	2.6	2.5	1.9	1.9	2.0	2.4	2.4	2.1	2.8	▲ 30.2%	▲ 15.6%
Total Direct Earnings	2.1	2.1	2.1	2.1	2.2	2.1	2.2	2.3	2.3	2.5	▲ 6.7%	▲ 9.4%
Total Direct Employment	130	130	150	160	150	130	130	150	140	150	▲ 3.5%	▼ -0.2%
Government Revenue	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.8	▲ 11.7%	▲ 6.5%
Local Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 10.6%	▲ 7.0%
State Revenue	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	▲ 12.5%	▲ 6.1%
Overnight Visitor Volume (Thousands)												
Party Trips	32.4	32.5	32.1	31.8	31.4	30.8	33.2	32.9	28.4	31.9	▲ 12.1%	▼ -3.0%
Party Nights	73.5	73.6	72.7	72.2	71.5	70.2	75.1	74.3	63.9	71.8	▲ 12.3%	▼ -3.4%
Person Trips	86.2	86.3	85.4	84.9	84.2	82.4	88.7	88.4	85.1	87.5	▲ 2.8%	▼ -0.9%
Person Nights	196.6	196.8	194.6	193.8	192.6	188.5	201.6	200.7	193.8	198.0	▲ 2.1%	▼ -1.4%
Average Overnight Spending (\$)												
per Party Trip	255	261	263	249	247	251	267	275	297	312	▲ 5.0%	▲ 13.6%
per Party Night	112	115	116	110	108	110	118	121	132	139	▲ 4.7%	▲ 14.1%
per Person Trip	96	98	99	93	92	94	100	102	99	114	▲ 14.4%	▲ 11.1%
per Person Night	42	43	43	41	40	41	44	45	44	50	▲ 15.2%	▲ 11.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Latimer County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	11.1	10.9	10.7	10.8	11.0	10.7	12.5	14.6	23.2	24.3	▲ 4.8%	▲ 66.6%
Other Travel*	1.7	1.7	1.6	1.0	1.0	1.1	1.3	1.2	0.9	1.3	▲ 44.8%	▲ 8.7%
Visitor Spending	9.4	9.2	9.1	9.8	10.1	9.6	11.3	13.4	22.3	23.0	▲ 3.2%	▲ 71.7%
Overnight	7.3	7.2	7.1	7.7	7.9	7.5	8.9	10.7	18.3	18.8	▲ 3.0%	▲ 75.4%
Day	2.1	2.1	2.0	2.1	2.2	2.1	2.4	2.7	4.0	4.2	▲ 4.5%	▲ 56.9%
Visitor Spending	9.4	9.2	9.1	9.8	10.1	9.6	11.3	13.4	22.3	23.0	▲ 3.2%	▲ 71.7%
Non-transportation	7.1	7.1	7.1	8.0	8.3	7.7	8.9	10.7	18.1	18.0	▼ -0.6%	▲ 68.4%
Transportation	2.2	2.2	2.1	1.8	1.8	1.9	2.3	2.7	4.2	5.0	▲ 20.0%	▲ 84.8%
Total Direct Earnings	2.5	2.5	2.5	2.4	2.6	2.4	2.4	3.0	5.6	5.4	▼ -2.6%	▲ 81.3%
Total Direct Employment	170	150	160	160	170	150	150	170	300	280	▼ -6.8%	▲ 61.4%
Government Revenue	0.8	0.8	0.8	0.9	0.9	0.8	1.0	1.1	1.8	1.9	▲ 1.8%	▲ 63.5%
Local Revenue	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.9	1.0	▲ 3.8%	▲ 69.4%
State Revenue	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.6	0.9	0.9	▼ -0.3%	▲ 57.5%
Overnight Visitor Volume (Thousands)												
Party Trips	28.5	27.5	27.1	29.3	29.6	27.9	31.1	34.5	32.1	47.1	▲ 46.7%	▲ 36.5%
Party Nights	65.1	62.9	62.1	66.8	67.2	63.7	70.6	78.0	69.7	105.2	▲ 51.0%	▲ 35.0%
Person Trips	73.0	70.6	69.6	75.6	76.4	72.2	80.9	91.2	93.8	131.4	▲ 40.1%	▲ 44.1%
Person Nights	167.5	162.2	160.0	172.8	174.2	165.4	184.6	206.7	206.1	294.2	▲ 42.7%	▲ 42.3%
Average Overnight Spending (\$)												
per Party Trip	255	260	261	261	267	268	285	311	570	400	▼ -29.8%	▲ 28.5%
per Party Night	112	114	114	115	118	118	126	138	262	179	▼ -31.8%	▲ 29.9%
per Person Trip	100	101	102	101	104	104	110	118	195	143	▼ -26.5%	▲ 21.7%
per Person Night	43	44	44	44	45	45	48	52	89	64	▼ -27.9%	▲ 23.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Le Flore County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	137.9	140.5	138.7	133.5	130.9	138.8	160.1	156.6	126.8	190.5	▲ 50.3%	▲ 21.7%
Other Travel*	7.7	7.8	7.3	5.0	4.6	5.3	6.1	5.9	4.4	6.7	▲ 51.1%	▲ 13.0%
Visitor Spending	130.2	132.8	131.4	128.5	126.3	133.6	154.0	150.7	122.4	183.9	▲ 50.2%	▲ 22.0%
Overnight	83.1	85.1	84.3	80.7	77.4	81.4	96.8	94.4	73.9	105.5	▲ 42.8%	▲ 11.8%
Day	47.2	47.6	47.2	47.8	48.9	52.2	57.2	56.3	48.5	78.3	▲ 61.6%	▲ 39.2%
Visitor Spending	130.2	132.8	131.4	128.5	126.3	133.6	154.0	150.7	122.4	183.9	▲ 50.2%	▲ 22.0%
Non-transportation	118.6	121.0	120.3	120.0	118.2	124.7	143.3	140.5	114.5	173.2	▲ 51.3%	▲ 23.3%
Transportation	11.6	11.8	11.2	8.5	8.1	8.9	10.7	10.2	7.9	10.7	▲ 35.0%	▲ 5.1%
Total Direct Earnings	32.1	32.6	32.8	34.0	35.0	36.1	39.9	40.5	36.0	46.0	▲ 27.7%	▲ 13.6%
Total Direct Employment	1,340	1,340	1,320	1,340	1,360	1,360	1,450	1,430	1,240	1,420	▲ 14.9%	▼ -0.5%
Government Revenue	6.9	6.8	6.8	6.7	6.5	6.9	8.0	8.0	6.7	9.2	▲ 37.4%	▲ 15.5%
Local Revenue	1.8	1.8	1.8	1.8	1.7	1.8	2.2	2.2	2.0	2.3	▲ 17.7%	▲ 4.9%
State Revenue	5.1	5.0	5.0	4.9	4.8	5.1	5.8	5.7	4.7	6.8	▲ 45.9%	▲ 19.7%
Overnight Visitor Volume (Thousands)												
Party Trips	142.2	142.7	141.0	136.4	131.5	133.3	146.0	140.5	110.5	123.0	▲ 11.3%	▼ -12.5%
Party Nights	314.8	315.6	311.9	302.6	293.2	297.4	322.6	311.1	230.5	273.5	▲ 18.7%	▼ -12.1%
Person Trips	356.9	358.4	354.1	342.5	330.6	334.5	366.5	353.7	297.0	315.4	▲ 6.2%	▼ -10.8%
Person Nights	791.2	793.3	784.3	760.7	738.1	747.0	810.7	783.8	622.3	703.6	▲ 13.1%	▼ -10.2%
Average Overnight Spending (\$)												
per Party Trip	584	596	598	592	589	610	663	672	669	858	▲ 28.3%	▲ 27.8%
per Party Night	264	270	270	267	264	274	300	303	321	386	▲ 20.3%	▲ 27.2%
per Person Trip	233	238	238	236	234	243	264	267	249	335	▲ 34.5%	▲ 25.4%
per Person Night	105	107	107	106	105	109	119	120	119	150	▲ 26.3%	▲ 24.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Lincoln County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	32.3	32.8	32.6	30.0	29.2	30.4	33.7	32.8	26.5	33.3	▲ 25.3%	▲ 1.4%
Other Travel*	5.3	5.3	5.1	3.5	3.3	3.7	4.3	4.1	3.1	4.7	▲ 50.3%	▲ 12.7%
Visitor Spending	27.0	27.4	27.5	26.5	25.9	26.7	29.4	28.7	23.4	28.6	▲ 22.0%	▼ -0.2%
Overnight	19.5	19.8	19.9	19.1	18.6	19.2	21.3	20.8	16.9	20.7	▲ 22.2%	▼ -0.2%
Day	7.5	7.6	7.6	7.4	7.3	7.5	8.1	7.9	6.5	7.9	▲ 21.4%	▼ -0.3%
Visitor Spending	27.0	27.4	27.5	26.5	25.9	26.7	29.4	28.7	23.4	28.6	▲ 22.0%	▼ -0.2%
Non-transportation	22.5	22.9	23.3	23.2	22.7	23.2	25.3	24.8	20.5	24.6	▲ 19.6%	▼ -0.9%
Transportation	4.4	4.5	4.3	3.3	3.2	3.5	4.1	3.9	2.9	4.0	▲ 39.1%	▲ 3.7%
Total Direct Earnings	7.0	7.1	7.3	7.7	7.9	8.5	9.1	9.2	8.3	9.1	▲ 9.9%	▼ -0.8%
Total Direct Employment	470	470	450	470	490	520	540	550	480	490	▲ 1.1%	▼ -11.7%
Government Revenue	2.2	2.2	2.3	2.2	2.2	2.3	2.5	2.5	2.1	2.4	▲ 16.3%	▼ -1.5%
Local Revenue	1.0	1.0	1.1	1.1	1.0	1.1	1.2	1.2	1.0	1.2	▲ 14.8%	▼ -1.6%
State Revenue	1.2	1.2	1.2	1.2	1.2	1.2	1.3	1.3	1.1	1.3	▲ 17.7%	▼ -1.4%
Overnight Visitor Volume (Thousands)												
Party Trips	54.7	54.8	54.7	54.0	52.9	53.8	57.3	55.1	48.6	51.7	▲ 6.4%	▼ -6.1%
Party Nights	150.2	150.1	150.0	148.5	146.1	148.7	157.6	151.2	123.1	142.1	▲ 15.4%	▼ -6.0%
Person Trips	134.7	135.0	134.4	133.1	130.4	132.4	140.6	135.4	125.3	128.0	▲ 2.2%	▼ -5.5%
Person Nights	357.9	358.5	357.1	354.6	348.5	354.8	373.7	359.3	314.7	341.8	▲ 8.6%	▼ -4.9%
Average Overnight Spending (\$)												
per Party Trip	356	362	365	353	351	356	371	377	349	401	▲ 14.9%	▲ 6.3%
per Party Night	130	132	133	129	127	129	135	137	138	146	▲ 5.9%	▲ 6.1%
per Person Trip	145	147	148	143	143	145	151	153	135	162	▲ 19.6%	▲ 5.5%
per Person Night	54	55	56	54	53	54	57	58	54	61	▲ 12.5%	▲ 4.9%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Logan County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	42.6	46.7	49.7	47.7	45.2	51.8	54.4	53.4	41.1	56.6	▲ 37.9%	▲ 6.0%
Other Travel*	6.7	6.9	6.6	4.6	4.3	4.9	5.8	5.7	4.3	7.0	▲ 62.4%	▲ 23.1%
Visitor Spending	35.8	39.8	43.1	43.1	40.9	46.9	48.7	47.7	36.7	49.6	▲ 35.1%	▲ 4.0%
Overnight	26.3	29.5	32.3	32.5	30.6	35.5	36.9	36.1	26.9	36.6	▲ 35.8%	▲ 1.4%
Day	9.5	10.2	10.8	10.6	10.2	11.4	11.8	11.7	9.8	13.1	▲ 33.2%	▲ 11.9%
Visitor Spending	35.8	39.8	43.1	43.1	40.9	46.9	48.7	47.7	36.7	49.6	▲ 35.1%	▲ 4.0%
Non-transportation	30.7	34.2	37.5	38.7	36.7	41.9	43.1	42.4	33.0	43.8	▲ 33.0%	▲ 3.4%
Transportation	5.1	5.5	5.6	4.4	4.2	5.0	5.6	5.3	3.8	5.8	▲ 52.9%	▲ 8.3%
Total Direct Earnings	9.5	10.6	11.7	12.2	12.1	12.9	13.5	13.6	12.3	12.5	▲ 1.8%	▼ -7.9%
Total Direct Employment	660	740	770	810	810	820	850	840	700	650	▼ -6.9%	▼ -21.9%
Government Revenue	2.9	3.3	3.5	3.6	3.4	3.9	4.0	4.0	3.0	4.1	▲ 34.2%	▲ 1.4%
Local Revenue	1.4	1.5	1.6	1.7	1.6	1.8	1.9	1.9	1.3	1.9	▲ 38.7%	▼ -1.2%
State Revenue	1.6	1.8	1.9	1.9	1.8	2.1	2.1	2.1	1.7	2.2	▲ 30.5%	▲ 3.6%
Overnight Visitor Volume (Thousands)												
Party Trips	67.8	72.8	77.0	78.0	74.6	82.4	83.3	81.2	69.5	79.1	▲ 13.8%	▼ -2.6%
Party Nights	186.6	198.1	208.3	210.1	202.3	220.7	223.1	218.7	170.7	216.6	▲ 26.9%	▼ -1.0%
Person Trips	162.4	174.7	184.3	187.1	178.8	197.5	199.0	194.1	173.7	189.6	▲ 9.1%	▼ -2.3%
Person Nights	433.6	462.0	484.0	490.0	470.7	514.8	516.7	506.3	421.9	506.5	▲ 20.1%	▲ 0.0%
Average Overnight Spending (\$)												
per Party Trip	388	406	420	417	411	431	443	444	388	462	▲ 19.3%	▲ 4.1%
per Party Night	141	149	155	155	151	161	166	165	158	169	▲ 7.0%	▲ 2.4%
per Person Trip	162	169	175	174	171	180	186	186	155	193	▲ 24.4%	▲ 3.8%
per Person Night	61	64	67	66	65	69	71	71	64	72	▲ 13.1%	▲ 1.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Love County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	363.2	423.8	516.0	556.5	540.2	600.7	573.7	615.8	478.4	728.3	▲ 52.3%	▲ 18.3%
Other Travel*	1.5	1.5	1.4	1.0	0.9	1.1	1.2	1.2	0.9	1.4	▲ 55.5%	▲ 15.8%
Visitor Spending	361.8	422.3	514.6	555.6	539.2	599.6	572.5	614.6	477.5	726.9	▲ 52.2%	▲ 18.3%
Overnight	130.7	153.7	189.5	208.8	201.3	222.8	227.6	244.5	189.5	278.9	▲ 47.1%	▲ 14.1%
Day	231.1	268.6	325.1	346.7	338.0	376.8	344.9	370.1	287.9	448.0	▲ 55.6%	▲ 21.1%
Visitor Spending	361.8	422.3	514.6	555.6	539.2	599.6	572.5	614.6	477.5	726.9	▲ 52.2%	▲ 18.3%
Non-transportation	349.8	408.6	499.0	541.1	526.0	584.3	557.3	598.9	466.8	712.3	▲ 52.6%	▲ 18.9%
Transportation	11.9	13.7	15.6	14.4	13.3	15.3	15.2	15.7	10.7	14.6	▲ 36.2%	▼ -7.2%
Total Direct Earnings	77.6	90.4	112.0	126.9	128.9	139.3	135.0	147.6	126.8	162.5	▲ 28.1%	▲ 10.1%
Total Direct Employment	2,230	2,550	3,000	3,330	3,360	3,560	3,340	3,490	2,930	3,380	▲ 15.2%	▼ -3.3%
Government Revenue	17.0	19.1	23.3	25.7	24.8	27.6	26.7	28.8	22.6	32.7	▲ 44.8%	▲ 13.3%
Local Revenue	3.5	4.1	5.0	5.8	5.5	6.2	6.2	6.9	5.5	6.9	▲ 25.4%	▼ -0.4%
State Revenue	13.5	15.0	18.3	19.9	19.3	21.4	20.4	21.9	17.1	25.8	▲ 51.0%	▲ 17.6%
Overnight Visitor Volume (Thousands)												
Party Trips	150.5	174.6	212.0	252.3	232.7	246.9	223.4	234.7	174.8	197.0	▲ 12.7%	▼ -16.1%
Party Nights	299.9	346.0	417.0	493.6	456.1	483.4	438.8	460.8	317.7	388.4	▲ 22.3%	▼ -15.7%
Person Trips	384.5	444.7	538.3	639.0	590.0	625.3	567.1	595.5	506.7	501.6	▼ -1.0%	▼ -15.8%
Person Nights	770.4	885.4	1,062.9	1,254.3	1,160.9	1,228.2	1,118.0	1,173.4	927.1	994.1	▲ 7.2%	▼ -15.3%
Average Overnight Spending (\$)												
per Party Trip	868	880	894	827	865	902	1,019	1,042	1,084	1,416	▲ 30.6%	▲ 35.9%
per Party Night	436	444	454	423	441	461	519	531	597	718	▲ 20.3%	▲ 35.3%
per Person Trip	340	346	352	327	341	356	401	411	374	556	▲ 48.6%	▲ 35.4%
per Person Night	170	174	178	166	173	181	204	208	204	281	▲ 37.2%	▲ 34.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Major County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	5.3	5.4	5.3	4.7	4.6	4.8	5.3	5.1	3.7	4.8	▲ 28.3%	▼ -6.8%
Other Travel*	1.2	1.2	1.1	0.8	0.7	0.8	0.9	0.9	0.7	1.1	▲ 57.5%	▲ 16.8%
Visitor Spending	4.1	4.2	4.2	3.9	3.8	4.0	4.4	4.2	3.1	3.7	▲ 22.0%	▼ -11.8%
Overnight	3.0	3.1	3.1	2.9	2.8	2.9	3.2	3.1	2.2	2.7	▲ 21.9%	▼ -14.5%
Day	1.1	1.1	1.1	1.1	1.0	1.1	1.2	1.1	0.9	1.1	▲ 22.1%	▼ -4.6%
Visitor Spending	4.1	4.2	4.2	3.9	3.8	4.0	4.4	4.2	3.1	3.7	▲ 22.0%	▼ -11.8%
Non-transportation	3.1	3.2	3.2	3.2	3.1	3.2	3.5	3.4	2.5	3.0	▲ 18.3%	▼ -12.1%
Transportation	1.0	1.0	1.0	0.8	0.7	0.8	0.9	0.9	0.6	0.8	▲ 38.4%	▼ -10.8%
Total Direct Earnings	1.1	1.1	1.1	1.2	1.2	1.2	1.3	1.3	1.0	1.1	▲ 7.8%	▼ -12.5%
Total Direct Employment	70	70	70	70	70	70	80	80	60	60	▼ -0.1%	▼ -25.6%
Government Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.3	▲ 15.3%	▼ -11.0%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2	▲ 13.2%	▼ -12.8%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 17.1%	▼ -9.4%
Overnight Visitor Volume (Thousands)												
Party Trips	15.2	15.2	15.1	14.8	14.6	14.8	15.6	14.8	11.5	11.6	▲ 1.0%	▼ -21.4%
Party Nights	35.5	35.5	35.3	34.7	34.2	34.7	36.3	34.6	24.9	27.8	▲ 11.4%	▼ -19.7%
Person Trips	37.6	37.7	37.5	36.9	36.1	36.7	38.6	36.7	28.8	29.1	▲ 1.0%	▼ -20.8%
Person Nights	88.4	88.4	88.1	86.7	85.3	86.6	90.5	86.2	62.8	70.0	▲ 11.6%	▼ -18.8%
Average Overnight Spending (\$)												
per Party Trip	199	203	204	195	191	195	207	210	190	229	▲ 20.6%	▲ 8.8%
per Party Night	85	87	87	83	82	83	89	90	88	96	▲ 9.4%	▲ 6.5%
per Person Trip	80	82	82	78	77	79	83	85	76	91	▲ 20.7%	▲ 8.0%
per Person Night	34	35	35	33	33	33	36	36	35	38	▲ 9.2%	▲ 5.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Marshall County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	44.1	49.6	48.1	43.5	47.0	48.5	53.2	57.3	53.5	68.8	▲ 28.6%	▲ 20.1%
Other Travel*	3.5	3.6	3.0	2.0	2.0	2.2	2.4	2.5	1.8	2.5	▲ 43.7%	▲ 2.3%
Visitor Spending	40.7	46.0	45.1	41.4	45.0	46.4	50.7	54.9	51.8	66.3	▲ 28.1%	▲ 20.9%
Overnight	27.8	32.3	31.5	27.6	30.0	30.7	34.1	37.1	38.2	47.1	▲ 23.3%	▲ 26.8%
Day	12.9	13.7	13.5	13.8	15.0	15.6	16.7	17.7	13.6	19.3	▲ 41.5%	▲ 8.5%
Visitor Spending	40.7	46.0	45.1	41.4	45.0	46.4	50.7	54.9	51.8	66.3	▲ 28.1%	▲ 20.9%
Non-transportation	32.6	37.3	36.8	35.4	38.7	39.6	42.9	46.7	44.4	57.2	▲ 28.7%	▲ 22.3%
Transportation	8.0	8.7	8.2	6.0	6.3	6.7	7.8	8.1	7.3	9.2	▲ 24.6%	▲ 12.6%
Total Direct Earnings	10.3	11.7	11.3	11.0	12.5	12.7	14.2	15.7	15.5	17.1	▲ 10.3%	▲ 9.1%
Total Direct Employment	460	520	510	490	540	530	610	670	660	680	▲ 2.6%	▲ 0.7%
Government Revenue	2.4	2.8	2.7	2.5	2.7	2.8	3.1	3.4	3.3	4.1	▲ 25.5%	▲ 20.5%
Local Revenue	0.9	1.1	1.1	1.0	1.0	1.0	1.2	1.4	1.3	1.7	▲ 27.7%	▲ 23.8%
State Revenue	1.5	1.7	1.7	1.6	1.7	1.8	1.9	2.1	2.0	2.5	▲ 24.0%	▲ 18.4%
Overnight Visitor Volume (Thousands)												
Party Trips	90.0	96.2	94.5	89.3	93.4	92.5	97.7	102.4	98.1	101.3	▲ 3.3%	▼ -1.1%
Party Nights	218.0	229.8	226.5	216.4	225.4	223.5	234.6	245.1	229.2	237.2	▲ 3.5%	▼ -3.2%
Person Trips	264.3	279.8	276.0	262.5	273.8	270.8	285.4	298.5	308.2	294.3	▼ -4.5%	▼ -1.4%
Person Nights	651.0	680.8	673.5	646.9	672.1	665.6	697.3	726.6	733.6	701.9	▼ -4.3%	▼ -3.4%
Average Overnight Spending (\$)												
per Party Trip	309	336	334	309	321	332	349	362	389	465	▲ 19.4%	▲ 28.2%
per Party Night	128	140	139	128	133	137	145	151	167	198	▲ 19.1%	▲ 31.0%
per Person Trip	105	115	114	105	109	113	119	124	124	160	▲ 29.1%	▲ 28.6%
per Person Night	43	47	47	43	45	46	49	51	52	67	▲ 28.9%	▲ 31.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Mayes County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	49.0	49.6	49.7	48.8	45.3	42.8	49.8	53.5	44.7	54.5	▲ 21.9%	▲ 1.9%
Other Travel*	6.3	6.4	6.0	4.1	3.8	4.3	5.0	4.9	3.6	5.4	▲ 48.1%	▲ 10.7%
Visitor Spending	42.7	43.2	43.8	44.8	41.5	38.5	44.7	48.6	41.1	49.1	▲ 19.5%	▲ 1.0%
Overnight	32.3	32.9	33.3	34.4	31.6	28.8	33.9	37.2	31.6	38.2	▲ 21.0%	▲ 2.5%
Day	10.3	10.4	10.4	10.4	9.9	9.7	10.8	11.4	9.5	10.9	▲ 14.9%	▼ -3.8%
Visitor Spending	42.7	43.2	43.8	44.8	41.5	38.5	44.7	48.6	41.1	49.1	▲ 19.5%	▲ 1.0%
Non-transportation	32.3	32.8	33.8	36.6	33.9	30.8	35.4	39.0	33.8	39.6	▲ 16.9%	▲ 1.4%
Transportation	10.4	10.4	10.0	8.1	7.6	7.8	9.3	9.6	7.2	9.5	▲ 31.8%	▼ -0.8%
Total Direct Earnings	11.5	11.6	11.8	13.2	12.8	11.9	12.8	14.5	12.8	14.4	▲ 12.5%	▼ -0.5%
Total Direct Employment	750	750	770	800	730	710	750	840	730	770	▲ 5.1%	▼ -8.2%
Government Revenue	3.5	3.6	3.6	3.9	3.6	3.3	3.9	4.3	3.7	4.3	▲ 17.5%	▲ 1.4%
Local Revenue	1.7	1.7	1.8	1.9	1.8	1.6	1.9	2.2	1.9	2.2	▲ 19.7%	▲ 3.2%
State Revenue	1.8	1.9	1.9	2.0	1.9	1.7	2.0	2.1	1.8	2.1	▲ 15.2%	▼ -0.4%
Overnight Visitor Volume (Thousands)												
Party Trips	132.6	131.4	131.7	137.1	129.0	121.6	133.0	138.7	118.2	120.5	▲ 2.0%	▼ -13.1%
Party Nights	312.6	309.3	309.7	320.2	303.8	289.3	313.2	324.4	265.1	281.3	▲ 6.1%	▼ -13.3%
Person Trips	359.6	356.5	357.1	370.0	350.5	331.4	360.4	375.2	341.4	329.9	▼ -3.4%	▼ -12.1%
Person Nights	858.9	850.8	851.7	876.2	837.0	799.7	860.7	889.9	780.4	782.2	▲ 0.2%	▼ -12.1%
Average Overnight Spending (\$)												
per Party Trip	244	250	253	251	245	237	255	269	267	317	▲ 18.6%	▲ 17.9%
per Party Night	103	106	108	107	104	100	108	115	119	136	▲ 14.0%	▲ 18.2%
per Person Trip	90	92	93	93	90	87	94	99	92	116	▲ 25.2%	▲ 16.6%
per Person Night	38	39	39	39	38	36	39	42	40	49	▲ 20.7%	▲ 16.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

McClain County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	68.5	69.6	69.7	69.9	70.8	74.6	73.9	76.3	61.2	88.3	▲ 44.3%	▲ 15.8%
Other Travel*	5.5	5.7	5.4	3.8	3.6	4.2	4.8	4.8	3.7	6.0	▲ 63.8%	▲ 24.9%
Visitor Spending	63.0	63.9	64.3	66.1	67.3	70.5	69.1	71.5	57.6	82.4	▲ 43.1%	▲ 15.2%
Overnight	34.4	35.0	35.0	35.5	35.6	36.7	36.0	36.8	29.2	38.6	▲ 32.4%	▲ 5.0%
Day	28.6	29.0	29.2	30.7	31.7	33.7	33.1	34.7	28.4	43.8	▲ 54.0%	▲ 26.1%
Visitor Spending	63.0	63.9	64.3	66.1	67.3	70.5	69.1	71.5	57.6	82.4	▲ 43.1%	▲ 15.2%
Non-transportation	58.3	59.2	59.7	62.5	63.7	66.5	64.9	67.3	54.5	77.7	▲ 42.7%	▲ 15.5%
Transportation	4.7	4.7	4.6	3.6	3.6	3.9	4.2	4.2	3.1	4.6	▲ 50.3%	▲ 10.2%
Total Direct Earnings	16.2	16.4	16.7	18.0	19.2	19.9	19.7	20.4	19.5	23.1	▲ 18.9%	▲ 13.3%
Total Direct Employment	730	730	720	770	810	820	780	780	740	780	▲ 5.0%	▼ -0.3%
Government Revenue	3.9	3.9	3.9	4.1	4.1	4.3	4.3	4.5	3.8	5.0	▲ 31.7%	▲ 11.1%
Local Revenue	1.4	1.4	1.4	1.5	1.5	1.5	1.6	1.6	1.4	1.7	▲ 19.7%	▲ 6.1%
State Revenue	2.5	2.5	2.6	2.6	2.7	2.8	2.8	2.9	2.3	3.3	▲ 39.1%	▲ 13.9%
Overnight Visitor Volume (Thousands)												
Party Trips	61.4	61.6	61.6	62.9	62.6	63.2	60.8	62.3	55.2	61.9	▲ 12.2%	▼ -0.6%
Party Nights	164.8	165.2	166.1	169.4	169.0	171.0	166.2	170.7	137.2	170.8	▲ 24.5%	▲ 0.0%
Person Trips	146.7	147.3	147.1	150.3	149.4	150.9	144.6	148.1	137.0	147.8	▲ 7.9%	▼ -0.2%
Person Nights	381.7	383.4	383.7	392.8	391.3	396.3	381.7	392.4	336.6	395.9	▲ 17.6%	▲ 0.9%
Average Overnight Spending (\$)												
per Party Trip	560	568	569	564	569	581	592	591	529	624	▲ 18.0%	▲ 5.6%
per Party Night	209	212	211	209	210	215	217	215	213	226	▲ 6.4%	▲ 4.9%
per Person Trip	234	237	238	236	238	243	249	248	213	261	▲ 22.7%	▲ 5.2%
per Person Night	90	91	91	90	91	93	94	94	87	98	▲ 12.6%	▲ 4.1%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

McCurtain County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	112.1	119.5	130.4	133.2	161.2	206.1	237.8	247.1	379.6	498.6	▲ 31.3%	▲101.8%
Other Travel*	5.1	5.2	4.8	3.3	3.1	3.5	4.0	3.9	2.9	4.2	▲ 46.7%	▲ 9.3%
Visitor Spending	107.0	114.3	125.5	130.0	158.1	202.6	233.7	243.2	376.7	494.4	▲ 31.2%	▲103.3%
Overnight	90.2	96.8	106.8	111.7	136.1	175.2	202.4	211.2	358.0	467.5	▲ 30.6%	▲121.4%
Day	16.8	17.6	18.7	18.2	22.0	27.4	31.3	32.1	18.7	26.9	▲ 43.7%	▼-16.1%
Visitor Spending	107.0	114.3	125.5	130.0	158.1	202.6	233.7	243.2	376.7	494.4	▲ 31.2%	▲103.3%
Non-transportation	88.8	95.1	105.6	112.7	137.8	176.1	201.2	210.8	318.6	418.4	▲ 31.3%	▲ 98.4%
Transportation	18.2	19.2	19.9	17.2	20.3	26.6	32.5	32.4	58.1	76.0	▲ 30.8%	▲134.6%
Total Direct Earnings	25.1	26.5	29.2	31.9	38.7	46.2	52.2	55.5	85.1	101.3	▲ 19.0%	▲ 82.6%
Total Direct Employment	1,180	1,240	1,380	1,480	1,700	1,940	2,110	2,160	3,440	3,750	▲ 8.9%	▲ 73.5%
Government Revenue	7.2	7.6	8.5	9.2	11.1	14.1	16.3	17.2	26.6	37.1	▲ 39.2%	▲116.2%
Local Revenue	3.0	3.2	3.8	4.2	5.0	6.4	7.5	7.9	12.2	18.6	▲ 52.9%	▲135.0%
State Revenue	4.1	4.4	4.8	5.0	6.1	7.7	8.8	9.2	14.5	18.5	▲ 27.8%	▲100.0%
Overnight Visitor Volume (Thousands)												
Party Trips	210.3	219.2	235.3	254.1	296.2	357.8	401.3	405.0	508.9	894.9	▲ 75.8%	▲121.0%
Party Nights	438.3	454.9	485.6	520.3	601.9	716.7	801.2	807.6	911.2	1,763.3	▲ 93.5%	▲118.3%
Person Trips	538.5	560.7	600.9	646.5	754.6	905.6	1,017.2	1,026.6	1,460.1	2,297.9	▲ 57.4%	▲123.8%
Person Nights	1,127.8	1,169.3	1,245.9	1,329.8	1,540.0	1,820.3	2,037.7	2,054.5	2,623.0	4,548.3	▲ 73.4%	▲121.4%
Average Overnight Spending (\$)												
per Party Trip	429	441	454	440	460	490	504	521	703	522	▼ -25.7%	▲ 0.2%
per Party Night	206	213	220	215	226	244	253	261	393	265	▼ -32.5%	▲ 1.4%
per Person Trip	167	173	178	173	180	193	199	206	245	203	▼ -17.0%	▼ -1.1%
per Person Night	80	83	86	84	88	96	99	103	136	103	▼ -24.7%	▲ 0.0%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



McIntosh County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	53.2	54.1	53.6	50.5	55.9	54.4	59.6	60.0	62.4	71.2	▲ 14.1%	▲ 18.8%
Other Travel*	3.2	3.2	2.9	2.4	2.3	2.5	2.8	2.8	2.0	3.0	▲ 52.9%	▲ 8.8%
Visitor Spending	50.0	50.9	50.7	48.1	53.5	51.9	56.8	57.2	60.5	68.2	▲ 12.8%	▲ 19.2%
Overnight	34.1	34.8	34.8	32.9	37.1	35.2	39.3	39.6	50.2	51.2	▲ 2.0%	▲ 29.3%
Day	15.9	16.1	15.9	15.2	16.5	16.6	17.5	17.6	10.3	17.1	▲ 65.7%	▼ -3.2%
Visitor Spending	50.0	50.9	50.7	48.1	53.5	51.9	56.8	57.2	60.5	68.2	▲ 12.8%	▲ 19.2%
Non-transportation	41.0	41.8	42.0	41.3	46.4	44.5	48.4	48.9	52.2	59.1	▲ 13.2%	▲ 20.7%
Transportation	9.0	9.1	8.7	6.9	7.1	7.4	8.4	8.3	8.3	9.1	▲ 10.1%	▲ 10.6%
Total Direct Earnings	12.2	12.4	12.4	12.8	14.4	14.0	15.2	16.9	17.0	18.0	▲ 5.5%	▲ 6.1%
Total Direct Employment	530	550	540	560	600	580	610	670	650	610	▼ -6.4%	▼ -9.1%
Government Revenue	2.9	2.9	2.9	2.9	3.2	3.1	3.4	3.5	4.0	4.2	▲ 6.3%	▲ 20.3%
Local Revenue	1.0	1.0	1.0	1.0	1.1	1.1	1.3	1.3	1.7	1.7	▲ 1.7%	▲ 24.9%
State Revenue	1.9	1.9	1.9	1.8	2.0	2.0	2.1	2.2	2.3	2.5	▲ 9.5%	▲ 17.5%
Overnight Visitor Volume (Thousands)												
Party Trips	132.1	132.6	131.0	129.5	135.1	129.1	134.9	133.1	147.0	133.6	▼ -9.1%	▲ 0.3%
Party Nights	340.4	341.2	336.7	333.2	344.4	331.9	344.3	339.9	351.2	335.8	▼ -4.4%	▼ -1.2%
Person Trips	412.0	412.9	407.8	403.8	417.8	402.6	417.8	413.2	467.3	411.2	▼ -12.0%	▼ -0.5%
Person Nights	1,079.3	1,080.6	1,065.9	1,056.2	1,084.8	1,052.9	1,085.4	1,073.5	1,140.5	1,054.5	▼ -7.5%	▼ -1.8%
Average Overnight Spending (\$)												
per Party Trip	258	263	266	254	274	273	291	297	341	383	▲ 12.2%	▲ 28.9%
per Party Night	100	102	103	99	108	106	114	116	143	152	▲ 6.6%	▲ 30.8%
per Person Trip	83	84	85	82	89	88	94	96	107	124	▲ 15.9%	▲ 29.9%
per Person Night	32	32	33	31	34	33	36	37	44	49	▲ 10.3%	▲ 31.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Murray County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	71.1	72.5	72.1	69.6	69.2	71.1	79.7	80.5	69.7	85.9	▲ 23.2%	▲ 6.8%
Other Travel*	2.6	2.7	2.4	1.8	1.8	1.9	2.1	2.1	1.5	2.3	▲ 53.4%	▲ 6.5%
Visitor Spending	68.5	69.8	69.8	67.8	67.4	69.2	77.6	78.4	68.3	83.7	▲ 22.6%	▲ 6.8%
Overnight	51.1	52.2	52.2	49.9	49.1	50.2	56.9	57.3	50.3	57.5	▲ 14.3%	▲ 0.4%
Day	17.4	17.6	17.6	17.9	18.3	19.0	20.7	21.1	18.0	26.2	▲ 45.7%	▲ 24.1%
Visitor Spending	68.5	69.8	69.8	67.8	67.4	69.2	77.6	78.4	68.3	83.7	▲ 22.6%	▲ 6.8%
Non-transportation	57.7	58.9	59.4	59.8	59.6	60.9	67.7	68.6	60.4	73.7	▲ 22.1%	▲ 7.3%
Transportation	10.7	10.9	10.4	8.0	7.8	8.4	9.9	9.7	7.9	10.0	▲ 26.7%	▲ 2.8%
Total Direct Earnings	17.7	18.0	18.1	18.9	19.6	19.3	22.1	23.5	21.1	23.7	▲ 12.4%	▲ 0.7%
Total Direct Employment	780	780	820	820	830	790	890	890	780	770	▼ -0.6%	▼ -13.7%
Government Revenue	4.2	4.2	4.2	4.2	4.2	4.3	4.8	4.9	4.4	5.0	▲ 13.6%	▲ 2.1%
Local Revenue	1.6	1.7	1.7	1.7	1.6	1.7	1.9	2.0	1.9	2.0	▲ 5.6%	▼ -2.2%
State Revenue	2.6	2.6	2.6	2.6	2.6	2.6	2.9	2.9	2.6	3.1	▲ 19.3%	▲ 5.0%
Overnight Visitor Volume (Thousands)												
Party Trips	95.2	95.6	95.3	94.1	92.2	91.3	98.9	98.5	90.3	89.3	▼ -1.0%	▼ -9.3%
Party Nights	212.6	213.4	212.7	210.6	206.8	204.9	220.6	220.0	207.8	203.7	▼ -2.0%	▼ -7.4%
Person Trips	266.3	267.3	266.4	263.7	258.8	255.9	276.3	276.1	291.5	254.1	▼ -12.8%	▼ -8.0%
Person Nights	597.4	599.4	597.8	592.7	583.4	576.9	619.5	619.9	678.7	582.6	▼ -14.2%	▼ -6.0%
Average Overnight Spending (\$)												
per Party Trip	537	546	548	531	532	550	575	582	557	644	▲ 15.5%	▲ 10.6%
per Party Night	240	245	245	237	237	245	258	260	242	282	▲ 16.6%	▲ 8.4%
per Person Trip	192	195	196	189	190	196	206	207	173	226	▲ 31.1%	▲ 9.1%
per Person Night	86	87	87	84	84	87	92	92	74	99	▲ 33.2%	▲ 6.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Muskogee County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	110.2	110.4	107.0	111.0	109.7	113.0	116.3	118.6	113.8	126.4	▲ 11.0%	▲ 6.5%
Other Travel*	12.4	12.6	10.9	7.4	7.0	7.7	8.9	8.5	6.2	9.5	▲ 52.4%	▲ 11.4%
Visitor Spending	97.8	97.8	96.1	103.6	102.7	105.3	107.3	110.1	107.6	116.9	▲ 8.6%	▲ 6.2%
Overnight	70.4	70.6	69.3	76.0	75.1	76.8	78.4	80.6	79.0	85.9	▲ 8.8%	▲ 6.6%
Day	27.4	27.2	26.8	27.6	27.6	28.5	29.0	29.5	28.7	31.0	▲ 8.0%	▲ 5.0%
Visitor Spending	97.8	97.8	96.1	103.6	102.7	105.3	107.3	110.1	107.6	116.9	▲ 8.6%	▲ 6.2%
Non-transportation	84.4	84.5	83.6	92.9	92.4	94.1	95.2	98.1	96.1	102.0	▲ 6.2%	▲ 3.9%
Transportation	13.4	13.3	12.5	10.7	10.3	11.2	12.2	12.0	11.6	14.9	▲ 28.8%	▲ 24.5%
Total Direct Earnings	23.3	23.2	22.6	25.0	26.1	25.8	25.7	26.8	27.6	27.9	▲ 0.9%	▲ 4.0%
Total Direct Employment	1,480	1,460	1,450	1,580	1,540	1,500	1,470	1,530	1,530	1,510	▼ -1.4%	▼ -1.1%
Government Revenue	7.6	7.5	7.5	8.3	8.2	8.3	8.4	8.7	7.9	9.3	▲ 18.1%	▲ 7.8%
Local Revenue	3.6	3.6	3.6	4.1	4.0	4.1	4.1	4.3	3.6	4.7	▲ 31.0%	▲ 10.7%
State Revenue	3.9	3.9	3.9	4.1	4.2	4.2	4.3	4.4	4.3	4.6	▲ 7.4%	▲ 5.0%
Overnight Visitor Volume (Thousands)												
Party Trips	170.8	167.4	163.9	178.4	173.3	173.7	172.9	172.7	149.6	170.4	▲ 13.9%	▼ -1.3%
Party Nights	411.2	402.7	394.6	426.2	414.0	414.8	413.1	412.3	327.4	400.3	▲ 22.2%	▼ -2.9%
Person Trips	425.2	417.2	408.5	444.5	431.8	432.9	431.3	431.0	401.6	438.6	▲ 9.2%	▲ 1.8%
Person Nights	1,020.5	1,000.1	980.3	1,058.9	1,028.5	1,030.7	1,027.5	1,025.4	873.8	1,026.2	▲ 17.4%	▲ 0.1%
Average Overnight Spending (\$)												
per Party Trip	412	422	423	426	433	442	453	467	528	504	▼ -4.5%	▲ 8.0%
per Party Night	171	175	176	178	181	185	190	196	241	215	▼ -11.0%	▲ 9.8%
per Person Trip	166	169	170	171	174	177	182	187	197	196	▼ -0.4%	▲ 4.7%
per Person Night	69	71	71	72	73	74	76	79	90	84	▼ -7.4%	▲ 6.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Noble County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	50.9	61.9	55.9	47.3	43.0	41.7	44.4	41.9	37.7	37.5	▼ -0.6%	▼ -10.6%
Other Travel*	1.8	1.8	1.7	1.2	1.1	1.2	1.4	1.3	1.0	1.5	▲ 53.2%	▲ 14.1%
Visitor Spending	49.1	60.2	54.2	46.1	41.9	40.5	43.0	40.6	36.7	36.0	▼ -2.0%	▼ -11.4%
Overnight	35.5	44.6	39.9	32.1	28.3	27.0	28.5	26.9	22.7	23.0	▲ 1.5%	▼ -14.3%
Day	13.5	15.6	14.3	14.1	13.6	13.5	14.4	13.8	14.1	13.0	▼ -7.8%	▼ -5.9%
Visitor Spending	49.1	60.2	54.2	46.1	41.9	40.5	43.0	40.6	36.7	36.0	▼ -2.0%	▼ -11.4%
Non-transportation	45.2	55.6	50.2	43.6	39.7	38.2	40.3	38.2	35.0	33.6	▼ -3.9%	▼ -12.0%
Transportation	3.9	4.6	4.0	2.5	2.2	2.3	2.6	2.4	1.7	2.4	▲ 36.3%	▼ -1.9%
Total Direct Earnings	12.7	15.4	14.0	12.4	11.8	11.0	11.4	11.3	10.9	9.5	▼ -12.9%	▼ -15.5%
Total Direct Employment	560	670	580	490	450	400	410	390	340	310	▼ -8.5%	▼ -18.9%
Government Revenue	3.1	3.9	3.6	2.9	2.6	2.5	2.6	2.6	2.2	2.4	▲ 9.3%	▼ -9.8%
Local Revenue	1.2	1.6	1.5	1.1	1.0	0.9	1.0	1.1	0.8	1.0	▲ 29.1%	▼ -8.2%
State Revenue	1.9	2.3	2.0	1.8	1.6	1.5	1.6	1.6	1.4	1.4	▼ -1.5%	▼ -10.9%
Overnight Visitor Volume (Thousands)												
Party Trips	46.9	54.1	49.1	39.6	35.7	34.0	35.9	33.5	26.7	28.2	▲ 5.8%	▼ -15.8%
Party Nights	98.5	112.1	102.3	84.2	76.8	73.4	77.5	72.4	52.7	60.8	▲ 15.3%	▼ -16.1%
Person Trips	116.1	134.2	121.8	97.9	88.4	84.0	88.8	82.8	70.2	70.1	▼ -0.2%	▼ -15.4%
Person Nights	243.9	277.9	253.7	208.3	190.1	181.6	191.6	179.2	138.1	151.2	▲ 9.5%	▼ -15.6%
Average Overnight Spending (\$)												
per Party Trip	758	824	813	811	792	793	794	802	850	816	▼ -4.0%	▲ 1.8%
per Party Night	361	398	390	381	368	367	368	371	430	379	▼ -11.9%	▲ 2.1%
per Person Trip	306	332	328	328	320	321	321	324	323	329	▲ 1.7%	▲ 1.4%
per Person Night	146	160	157	154	149	148	149	150	164	152	▼ -7.3%	▲ 1.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Nowata County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	5.7	5.7	5.6	5.0	4.9	5.0	5.3	5.2	3.8	4.6	▲ 21.0%	▼ -11.7%
Other Travel*	1.6	1.6	1.5	1.1	1.0	1.1	1.3	1.2	0.9	1.3	▲ 43.7%	▲ 7.3%
Visitor Spending	4.0	4.1	4.1	3.9	3.9	3.9	4.1	4.0	2.9	3.3	▲ 14.1%	▼ -17.3%
Overnight	2.9	2.9	2.9	2.8	2.8	2.8	2.9	2.8	2.0	2.3	▲ 14.2%	▼ -19.6%
Day	1.2	1.2	1.2	1.1	1.2	1.2	1.2	1.2	0.9	1.1	▲ 13.8%	▼ -11.8%
Visitor Spending	4.0	4.1	4.1	3.9	3.9	3.9	4.1	4.0	2.9	3.3	▲ 14.1%	▼ -17.3%
Non-transportation	2.9	3.0	3.0	3.1	3.1	3.0	3.1	3.1	2.3	2.6	▲ 9.6%	▼ -17.7%
Transportation	1.1	1.1	1.1	0.8	0.8	0.9	1.0	0.9	0.6	0.8	▲ 32.2%	▼ -15.9%
Total Direct Earnings	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.0	1.1	▲ 7.0%	▼ -11.0%
Total Direct Employment	100	90	90	90	90	80	80	80	70	70	▲ 5.6%	▼ -14.5%
Government Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.3	▲ 7.3%	▼ -15.5%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 5.8%	▼ -16.8%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 8.2%	▼ -14.7%
Overnight Visitor Volume (Thousands)												
Party Trips	16.9	16.8	16.7	16.8	16.6	16.4	16.5	16.1	12.6	11.7	▼ -7.2%	▼ -27.6%
Party Nights	40.4	40.1	39.9	40.1	39.7	39.3	39.5	38.5	27.7	28.1	▲ 1.3%	▼ -27.2%
Person Trips	41.0	40.7	40.5	40.7	40.3	39.8	40.1	39.2	30.1	28.5	▼ -5.3%	▼ -27.2%
Person Nights	97.9	97.4	97.0	97.3	96.4	95.3	95.9	93.7	66.8	68.7	▲ 3.0%	▼ -26.6%
Average Overnight Spending (\$)												
per Party Trip	169	172	173	164	166	168	174	176	159	196	▲ 23.1%	▲ 11.0%
per Party Night	71	72	72	69	70	70	73	74	72	81	▲ 12.8%	▲ 10.3%
per Person Trip	70	71	71	68	69	69	72	73	66	80	▲ 20.7%	▲ 10.3%
per Person Night	29	30	30	28	29	29	30	30	30	33	▲ 11.0%	▲ 9.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Okfuskee County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	8.8	9.0	8.8	7.8	7.5	7.9	8.9	8.5	6.2	7.8	▲ 25.1%	▼ -8.5%
Other Travel*	1.9	1.9	1.8	1.2	1.1	1.3	1.5	1.4	1.0	1.5	▲ 48.2%	▲ 8.5%
Visitor Spending	7.0	7.1	7.0	6.6	6.4	6.6	7.4	7.1	5.2	6.3	▲ 20.5%	▼ -11.8%
Overnight	5.1	5.2	5.2	4.9	4.7	4.9	5.4	5.2	3.7	4.5	▲ 21.6%	▼ -13.8%
Day	1.8	1.8	1.8	1.7	1.7	1.8	1.9	1.9	1.5	1.7	▲ 17.7%	▼ -6.3%
Visitor Spending	7.0	7.1	7.0	6.6	6.4	6.6	7.4	7.1	5.2	6.3	▲ 20.5%	▼ -11.8%
Non-transportation	5.2	5.3	5.4	5.3	5.2	5.3	5.8	5.7	4.3	5.0	▲ 17.1%	▼ -12.0%
Transportation	1.7	1.7	1.6	1.3	1.2	1.3	1.5	1.4	0.9	1.3	▲ 35.7%	▼ -11.3%
Total Direct Earnings	1.9	1.9	1.9	1.8	1.8	1.8	1.9	1.9	1.6	1.7	▲ 4.8%	▼ -9.0%
Total Direct Employment	120	120	110	110	130	120	120	110	100	100	▼ -1.2%	▼ -12.9%
Government Revenue	0.6	0.6	0.6	0.6	0.5	0.6	0.7	0.7	0.5	0.6	▲ 13.8%	▼ -11.3%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.3	▲ 12.8%	▼ -11.5%
State Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	▲ 14.7%	▼ -11.0%
Overnight Visitor Volume (Thousands)												
Party Trips	25.1	25.1	24.6	24.2	23.6	24.1	25.4	24.1	18.7	18.6	▼ -0.3%	▼ -22.7%
Party Nights	58.5	58.4	57.4	56.4	55.2	56.5	59.2	56.2	40.5	43.5	▲ 7.4%	▼ -22.6%
Person Trips	62.6	62.5	61.4	60.3	58.9	60.1	63.4	60.2	47.5	47.0	▼ -1.1%	▼ -22.0%
Person Nights	146.5	146.2	143.8	141.3	138.6	141.5	148.2	141.0	103.8	110.4	▲ 6.4%	▼ -21.7%
Average Overnight Spending (\$)												
per Party Trip	204	209	211	201	198	202	214	217	199	243	▲ 22.0%	▲ 11.6%
per Party Night	88	90	90	86	85	86	92	93	92	104	▲ 13.2%	▲ 11.3%
per Person Trip	82	84	84	81	79	81	86	87	78	96	▲ 23.0%	▲ 10.6%
per Person Night	35	36	36	34	34	34	37	37	36	41	▲ 14.3%	▲ 10.1%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Oklahoma County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2,119.7	2,184.1	2,235.2	2,211.7	2,183.0	2,266.1	2,445.2	2,493.7	1,711.2	2,260.4	▲ 32.1%	▼ -9.4%
Other Travel*	428.9	428.8	439.4	411.8	405.6	428.9	465.0	482.4	241.5	358.8	▲ 48.6%	▼ -25.6%
Visitor Spending	1,690.8	1,755.3	1,795.9	1,799.8	1,777.4	1,837.2	1,980.1	2,011.3	1,469.7	1,901.6	▲ 29.4%	▼ -5.5%
Overnight	1,397.4	1,452.8	1,491.5	1,497.8	1,477.9	1,525.0	1,647.0	1,674.2	1,168.6	1,521.6	▲ 30.2%	▼ -9.1%
Day	293.4	302.5	304.4	302.0	299.6	312.2	333.2	337.1	301.2	380.0	▲ 26.2%	▲ 12.7%
Visitor Spending	1,690.8	1,755.3	1,795.9	1,799.8	1,777.4	1,837.2	1,980.1	2,011.3	1,469.7	1,901.6	▲ 29.4%	▼ -5.5%
Non-transportation	1,270.4	1,329.6	1,358.5	1,398.4	1,380.0	1,429.5	1,526.7	1,553.3	1,203.1	1,508.1	▲ 25.4%	▼ -2.9%
Transportation	420.5	425.7	437.4	401.4	397.4	407.6	453.4	458.0	266.7	393.5	▲ 47.6%	▼ -14.1%
Total Direct Earnings	466.0	480.6	500.7	536.9	555.4	573.6	599.1	614.3	549.5	613.9	▲ 11.7%	▼ -0.1%
Total Direct Employment	20,620	21,060	21,500	22,270	22,720	23,220	23,430	23,540	19,820	20,910	▲ 5.5%	▼ -11.2%
Government Revenue	136.4	142.6	145.8	149.3	148.2	154.3	168.5	171.8	123.2	164.8	▲ 33.8%	▼ -4.1%
Local Revenue	70.3	73.3	75.4	77.9	77.1	80.7	90.1	92.2	60.2	87.6	▲ 45.5%	▼ -5.0%
State Revenue	66.1	69.3	70.4	71.4	71.1	73.6	78.4	79.6	63.0	77.2	▲ 22.5%	▼ -3.1%
Overnight Visitor Volume (Thousands)												
Party Trips	2,085.1	2,130.6	2,128.5	2,157.5	2,124.9	2,178.9	2,282.4	2,276.5	1,828.0	2,043.1	▲ 11.8%	▼ -10.3%
Party Nights	5,144.6	5,240.4	5,248.7	5,312.9	5,247.5	5,371.7	5,619.3	5,602.4	4,056.0	5,128.2	▲ 26.4%	▼ -8.5%
Person Trips	4,960.9	5,079.4	5,061.3	5,142.6	5,056.7	5,191.9	5,420.4	5,406.6	4,708.0	4,862.1	▲ 3.3%	▼ -10.1%
Person Nights	11,900.5	12,159.0	12,127.3	12,325.1	12,143.5	12,458.1	12,953.8	12,914.5	10,279.7	11,923.0	▲ 16.0%	▼ -7.7%
Average Overnight Spending (\$)												
per Party Trip	670	682	701	694	695	700	722	735	639	745	▲ 16.5%	▲ 1.3%
per Party Night	272	277	284	282	282	284	293	299	288	297	▲ 3.0%	▼ -0.7%
per Person Trip	282	286	295	291	292	294	304	310	248	313	▲ 26.1%	▲ 1.1%
per Person Night	117	119	123	122	122	122	127	130	114	128	▲ 12.3%	▼ -1.6%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Okmulgee County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	74.0	75.5	74.5	69.5	65.1	69.8	78.0	75.9	60.3	81.6	▲ 35.4%	▲ 7.5%
Other Travel*	6.6	6.7	6.1	4.3	4.1	4.5	5.2	5.0	3.6	5.4	▲ 50.4%	▲ 8.6%
Visitor Spending	67.4	68.8	68.4	65.2	61.0	65.3	72.7	70.9	56.6	76.1	▲ 34.4%	▲ 7.4%
Overnight	41.7	42.7	42.5	40.0	36.6	39.1	44.2	43.1	33.9	43.3	▲ 27.5%	▲ 0.4%
Day	25.7	26.1	25.9	25.2	24.3	26.2	28.5	27.8	22.7	32.9	▲ 44.7%	▲ 18.2%
Visitor Spending	67.4	68.8	68.4	65.2	61.0	65.3	72.7	70.9	56.6	76.1	▲ 34.4%	▲ 7.4%
Non-transportation	59.5	60.8	60.8	59.4	55.7	59.2	65.9	64.3	51.7	69.3	▲ 34.0%	▲ 7.7%
Transportation	7.9	8.0	7.6	5.8	5.2	6.0	6.9	6.5	4.9	6.8	▲ 38.7%	▲ 4.7%
Total Direct Earnings	19.0	19.3	19.3	20.0	19.6	20.0	21.6	21.1	18.5	22.3	▲ 20.5%	▲ 5.7%
Total Direct Employment	1,170	1,180	1,190	1,220	1,170	1,170	1,230	1,170	1,030	1,090	▲ 5.7%	▼ -6.8%
Government Revenue	4.3	4.3	4.3	4.2	3.9	4.2	5.5	5.4	4.5	5.6	▲ 24.3%	▲ 3.3%
Local Revenue	1.5	1.5	1.5	1.5	1.4	1.5	2.5	2.5	2.1	2.5	▲ 18.4%	▲ 0.7%
State Revenue	2.8	2.8	2.8	2.7	2.6	2.7	3.0	2.9	2.4	3.1	▲ 29.7%	▲ 5.6%
Overnight Visitor Volume (Thousands)												
Party Trips	101.3	101.7	100.1	96.9	89.7	93.4	101.0	96.3	83.8	90.1	▲ 7.5%	▼ -6.4%
Party Nights	243.1	243.5	239.8	232.8	217.1	225.6	242.3	230.8	187.9	216.8	▲ 15.4%	▼ -6.1%
Person Trips	249.0	250.2	246.5	239.1	220.7	230.2	247.0	236.1	224.8	222.8	▼ -0.9%	▼ -5.6%
Person Nights	585.6	587.5	578.7	562.9	523.5	545.4	580.2	554.6	503.3	527.2	▲ 4.8%	▼ -4.9%
Average Overnight Spending (\$)												
per Party Trip	411	420	424	412	408	419	437	447	405	480	▲ 18.6%	▲ 7.3%
per Party Night	171	175	177	172	169	173	182	187	181	200	▲ 10.5%	▲ 6.9%
per Person Trip	167	171	172	167	166	170	179	182	151	194	▲ 28.6%	▲ 6.4%
per Person Night	71	73	73	71	70	72	76	78	67	82	▲ 21.7%	▲ 5.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Osage County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	93.3	97.0	95.6	91.3	93.1	103.4	119.1	129.8	117.8	167.6	▲ 42.3%	▲ 29.2%
Other Travel*	7.4	7.5	7.0	4.8	4.5	5.0	5.8	5.6	4.1	6.3	▲ 52.8%	▲ 13.2%
Visitor Spending	85.9	89.5	88.5	86.5	88.6	98.5	113.3	124.2	113.7	161.3	▲ 41.9%	▲ 29.9%
Overnight	32.1	33.8	33.5	31.0	31.0	35.5	44.1	50.6	48.4	59.9	▲ 23.8%	▲ 18.5%
Day	53.8	55.7	55.1	55.5	57.6	63.0	69.1	73.6	65.3	101.4	▲ 55.4%	▲ 37.8%
Visitor Spending	85.9	89.5	88.5	86.5	88.6	98.5	113.3	124.2	113.7	161.3	▲ 41.9%	▲ 29.9%
Non-transportation	79.2	82.6	82.0	81.6	83.8	93.0	106.6	117.3	107.9	153.3	▲ 42.2%	▲ 30.7%
Transportation	6.7	6.9	6.5	4.9	4.8	5.5	6.6	6.9	5.8	8.0	▲ 37.4%	▲ 16.3%
Total Direct Earnings	22.8	23.7	23.8	24.8	26.6	28.8	32.6	36.9	37.4	43.4	▲ 16.1%	▲ 17.7%
Total Direct Employment	930	990	970	950	1,010	1,050	1,190	1,330	1,300	1,300	▼ -0.1%	▼ -2.9%
Government Revenue	5.4	5.5	5.4	5.4	5.5	6.1	7.1	7.9	7.3	9.7	▲ 33.1%	▲ 23.4%
Local Revenue	1.8	1.9	1.9	1.9	1.9	2.1	2.6	3.0	2.8	3.5	▲ 25.5%	▲ 18.3%
State Revenue	3.5	3.6	3.5	3.5	3.6	3.9	4.5	4.9	4.5	6.2	▲ 37.8%	▲ 26.5%
Overnight Visitor Volume (Thousands)												
Party Trips	77.1	79.2	77.7	75.1	74.2	78.5	86.5	91.1	85.6	92.3	▲ 7.7%	▲ 1.3%
Party Nights	200.7	205.8	201.8	195.4	193.4	203.5	220.8	229.9	200.3	236.4	▲ 18.0%	▲ 2.8%
Person Trips	193.4	198.6	194.9	188.1	186.4	196.2	215.8	227.0	229.0	234.1	▲ 2.2%	▲ 3.1%
Person Nights	493.4	506.0	496.1	480.3	476.5	498.9	540.1	562.5	535.9	593.7	▲ 10.8%	▲ 5.6%
Average Overnight Spending (\$)												
per Party Trip	417	427	431	414	418	452	510	555	565	649	▲ 14.9%	▲ 17.0%
per Party Night	160	164	166	159	160	174	200	220	242	253	▲ 4.9%	▲ 15.2%
per Person Trip	166	170	172	165	166	181	204	223	211	256	▲ 21.1%	▲ 14.9%
per Person Night	65	67	67	65	65	71	82	90	90	101	▲ 11.7%	▲ 12.2%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Ottawa County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	273.8	294.8	301.3	311.9	334.7	340.3	337.0	330.0	279.9	426.3	▲ 52.3%	▲ 29.2%
Other Travel*	5.5	5.6	5.0	3.6	3.5	3.7	4.3	4.1	3.0	4.6	▲ 53.1%	▲ 9.8%
Visitor Spending	268.3	289.2	296.2	308.3	331.3	336.5	332.8	325.9	276.9	421.8	▲ 52.3%	▲ 29.4%
Overnight	80.7	87.1	89.9	91.9	98.0	98.8	96.0	94.1	85.2	118.6	▲ 39.1%	▲ 26.0%
Day	187.6	202.1	206.3	216.4	233.3	237.8	236.7	231.8	191.7	303.2	▲ 58.2%	▲ 30.8%
Visitor Spending	268.3	289.2	296.2	308.3	331.3	336.5	332.8	325.9	276.9	421.8	▲ 52.3%	▲ 29.4%
Non-transportation	256.3	276.4	283.9	298.6	321.4	326.1	321.5	315.1	268.5	410.0	▲ 52.7%	▲ 30.1%
Transportation	12.0	12.8	12.4	9.7	9.8	10.4	11.3	10.8	8.4	11.8	▲ 40.3%	▲ 9.8%
Total Direct Earnings	68.0	73.2	76.2	82.8	93.2	94.2	96.4	96.0	84.9	100.1	▲ 17.9%	▲ 4.3%
Total Direct Employment	2,610	2,760	2,830	3,040	3,300	3,290	3,420	3,170	2,720	2,900	▲ 6.3%	▼ -8.6%
Government Revenue	13.7	14.3	14.7	15.4	16.4	16.7	16.8	16.6	14.4	20.1	▲ 39.8%	▲ 21.1%
Local Revenue	3.7	3.9	4.1	4.3	4.5	4.7	4.8	4.9	4.4	5.1	▲ 15.2%	▲ 3.8%
State Revenue	10.0	10.4	10.6	11.1	11.9	12.1	11.9	11.7	10.0	15.0	▲ 50.6%	▲ 28.4%
Overnight Visitor Volume (Thousands)												
Party Trips	150.6	161.1	164.2	165.9	169.5	165.2	162.8	155.6	140.7	160.9	▲ 14.4%	▲ 3.5%
Party Nights	339.5	362.6	368.4	371.8	379.2	369.5	364.7	349.4	290.5	356.4	▲ 22.7%	▲ 2.0%
Person Trips	381.5	407.7	415.4	419.8	429.0	418.0	412.4	394.8	397.9	409.5	▲ 2.9%	▲ 3.7%
Person Nights	860.1	917.1	931.7	940.4	959.4	934.7	923.7	886.4	820.9	907.4	▲ 10.5%	▲ 2.4%
Average Overnight Spending (\$)												
per Party Trip	536	541	548	554	578	598	590	605	606	737	▲ 21.6%	▲ 21.8%
per Party Night	238	240	244	247	258	267	263	269	293	333	▲ 13.4%	▲ 23.5%
per Person Trip	211	214	216	219	228	236	233	238	214	290	▲ 35.2%	▲ 21.5%
per Person Night	94	95	96	98	102	106	104	106	104	131	▲ 25.9%	▲ 23.1%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Pawnee County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	19.2	19.4	19.2	18.6	18.6	19.6	21.3	21.0	17.3	19.5	▲ 12.8%	▼ -6.9%
Other Travel*	2.5	2.6	2.4	1.6	1.5	1.7	2.0	1.9	1.4	2.2	▲ 49.6%	▲ 11.7%
Visitor Spending	16.6	16.9	16.8	17.0	17.1	17.9	19.3	19.0	15.9	17.4	▲ 9.5%	▼ -8.8%
Overnight	8.7	8.9	8.8	8.4	8.4	8.7	9.5	9.4	8.2	9.3	▲ 14.0%	▼ -0.9%
Day	7.9	8.0	8.0	8.5	8.7	9.2	9.7	9.6	7.7	8.0	▲ 4.7%	▼ -16.5%
Visitor Spending	16.6	16.9	16.8	17.0	17.1	17.9	19.3	19.0	15.9	17.4	▲ 9.5%	▼ -8.8%
Non-transportation	14.5	14.7	14.7	15.4	15.5	16.2	17.3	17.1	14.4	15.4	▲ 7.0%	▼ -10.1%
Transportation	2.2	2.2	2.1	1.6	1.6	1.7	2.0	1.9	1.5	1.9	▲ 33.7%	▲ 3.3%
Total Direct Earnings	4.6	4.7	4.7	5.0	5.3	5.9	6.2	6.4	5.8	6.0	▲ 3.5%	▼ -6.3%
Total Direct Employment	300	300	320	350	360	380	390	380	350	370	▲ 4.8%	▼ -4.6%
Government Revenue	1.3	1.3	1.3	1.3	1.3	1.4	1.5	1.5	1.3	1.3	▲ 2.4%	▼ -11.2%
Local Revenue	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.5	▼ -5.1%	▼ -15.3%
State Revenue	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.7	0.8	▲ 8.6%	▼ -8.0%
Overnight Visitor Volume (Thousands)												
Party Trips	27.4	27.4	27.0	26.8	26.4	26.8	28.1	27.1	26.1	25.6	▼ -1.8%	▼ -5.5%
Party Nights	71.5	71.4	70.5	69.9	68.9	70.1	73.2	70.7	63.7	67.2	▲ 5.5%	▼ -5.0%
Person Trips	69.4	69.4	68.5	68.0	67.1	67.9	71.0	68.9	69.9	65.6	▼ -6.1%	▼ -4.8%
Person Nights	178.0	177.9	175.5	174.4	172.4	174.7	181.9	176.2	170.9	169.5	▼ -0.8%	▼ -3.8%
Average Overnight Spending (\$)												
per Party Trip	319	324	326	315	318	325	339	347	313	364	▲ 16.0%	▲ 5.0%
per Party Night	122	124	125	121	122	124	130	133	128	139	▲ 8.0%	▲ 4.3%
per Person Trip	126	128	128	124	125	128	134	136	117	142	▲ 21.4%	▲ 4.2%
per Person Night	49	50	50	48	49	50	52	53	48	55	▲ 14.9%	▲ 3.1%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Payne County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	115.4	138.2	155.8	134.4	119.3	149.0	154.6	151.6	114.9	138.3	▲ 20.3%	▼ -8.8%
Other Travel*	13.1	13.5	12.1	8.5	8.0	9.0	10.5	10.1	7.5	11.5	▲ 54.3%	▲ 13.6%
Visitor Spending	102.3	124.7	143.7	125.9	111.2	139.9	144.1	141.5	107.5	126.8	▲ 18.0%	▼ -10.4%
Overnight	74.3	92.4	108.2	93.4	80.9	103.6	106.9	104.8	74.8	88.8	▲ 18.8%	▼ -15.2%
Day	28.0	32.2	35.5	32.5	30.4	36.3	37.2	36.7	32.7	38.0	▲ 16.0%	▲ 3.4%
Visitor Spending	102.3	124.7	143.7	125.9	111.2	139.9	144.1	141.5	107.5	126.8	▲ 18.0%	▼ -10.4%
Non-transportation	86.4	106.2	124.1	111.9	98.7	123.6	126.4	124.6	95.9	111.1	▲ 15.9%	▼ -10.8%
Transportation	15.9	18.5	19.7	14.0	12.6	16.3	17.8	16.9	11.6	15.7	▲ 35.5%	▼ -7.5%
Total Direct Earnings	29.6	33.0	35.9	34.8	32.3	35.3	35.4	35.9	30.6	34.5	▲ 12.8%	▼ -4.0%
Total Direct Employment	1,820	1,990	2,170	2,100	1,930	2,140	2,100	2,080	1,650	1,780	▲ 7.8%	▼ -14.4%
Government Revenue	8.4	10.3	11.9	10.6	9.4	11.7	12.0	11.9	8.6	10.7	▲ 24.7%	▼ -10.0%
Local Revenue	4.1	5.1	6.0	5.4	4.6	5.8	6.0	6.0	4.0	5.4	▲ 34.8%	▼ -10.4%
State Revenue	4.3	5.1	5.9	5.3	4.8	5.8	6.0	5.9	4.6	5.3	▲ 16.0%	▼ -9.6%
Overnight Visitor Volume (Thousands)												
Party Trips	197.4	226.8	250.7	225.5	205.2	242.7	243.8	235.1	180.2	188.1	▲ 4.4%	▼ -20.0%
Party Nights	472.1	534.8	584.8	530.1	488.4	569.4	570.8	553.3	390.5	451.4	▲ 15.6%	▼ -18.4%
Person Trips	489.7	562.9	622.5	560.2	509.3	602.3	605.6	582.0	475.9	466.8	▼ -1.9%	▼ -19.8%
Person Nights	1,169.3	1,325.1	1,449.9	1,314.7	1,210.4	1,410.7	1,415.5	1,363.7	1,023.6	1,118.0	▲ 9.2%	▼ -18.0%
Average Overnight Spending (\$)												
per Party Trip	376	408	432	414	394	427	439	446	415	472	▲ 13.8%	▲ 5.9%
per Party Night	157	173	185	176	166	182	187	189	191	197	▲ 2.8%	▲ 3.9%
per Person Trip	152	164	174	167	159	172	177	180	157	190	▲ 21.1%	▲ 5.7%
per Person Night	64	70	75	71	67	73	76	77	73	79	▲ 8.8%	▲ 3.4%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Pittsburg County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	115.9	108.7	104.7	110.9	103.9	110.8	121.6	125.8	93.6	116.3	▲ 24.3%	▼ -7.6%
Other Travel*	7.0	7.0	6.5	4.5	4.2	4.7	5.4	5.2	3.9	6.0	▲ 55.5%	▲ 16.1%
Visitor Spending	109.0	101.7	98.1	106.5	99.7	106.2	116.1	120.7	89.8	110.3	▲ 22.9%	▼ -8.6%
Overnight	82.9	76.6	73.6	81.4	75.3	80.0	88.4	92.3	66.3	76.7	▲ 15.7%	▼ -17.0%
Day	26.1	25.1	24.5	25.1	24.5	26.1	27.8	28.3	23.5	33.7	▲ 43.1%	▲ 18.7%
Visitor Spending	109.0	101.7	98.1	106.5	99.7	106.2	116.1	120.7	89.8	110.3	▲ 22.9%	▼ -8.6%
Non-transportation	96.7	89.9	87.1	97.0	90.9	96.3	104.9	109.5	81.9	100.5	▲ 22.7%	▼ -8.2%
Transportation	12.3	11.8	11.0	9.5	8.8	9.9	11.2	11.2	7.9	9.9	▲ 25.2%	▼ -11.9%
Total Direct Earnings	31.1	29.9	29.5	32.3	31.7	32.6	34.4	37.0	30.1	32.5	▲ 8.0%	▼ -12.1%
Total Direct Employment	1,670	1,580	1,530	1,620	1,560	1,570	1,660	1,820	1,400	1,370	▼ -2.5%	▼ -25.0%
Government Revenue	7.5	6.9	6.8	7.7	7.2	7.6	8.6	9.0	6.3	7.8	▲ 23.5%	▼ -13.2%
Local Revenue	3.4	3.1	3.1	3.7	3.4	3.6	4.2	4.5	2.9	3.6	▲ 25.9%	▼ -19.1%
State Revenue	4.1	3.8	3.7	4.0	3.8	4.0	4.3	4.5	3.4	4.2	▲ 21.4%	▼ -7.4%
Overnight Visitor Volume (Thousands)												
Party Trips	181.8	171.2	165.9	180.9	168.7	174.2	182.9	183.7	142.7	141.2	▼ -1.0%	▼ -23.2%
Party Nights	438.0	415.8	404.8	437.3	410.2	422.9	441.5	441.9	330.0	350.8	▲ 6.3%	▼ -20.6%
Person Trips	490.3	463.7	450.4	487.8	457.9	471.1	493.4	495.7	415.1	389.7	▼ -6.1%	▼ -21.4%
Person Nights	1,194.7	1,138.7	1,110.6	1,191.7	1,125.7	1,156.1	1,203.9	1,205.1	970.9	980.0	▲ 0.9%	▼ -18.7%
Average Overnight Spending (\$)												
per Party Trip	456	448	444	450	446	459	483	503	464	543	▲ 16.9%	▲ 8.1%
per Party Night	189	184	182	186	183	189	200	209	201	219	▲ 8.9%	▲ 4.6%
per Person Trip	169	165	163	167	164	170	179	186	160	197	▲ 23.3%	▲ 5.6%
per Person Night	69	67	66	68	67	69	73	77	68	78	▲ 14.7%	▲ 2.1%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Pontotoc County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	44.2	49.1	52.5	49.6	51.6	49.2	68.2	60.0	44.6	54.6	▲ 22.6%	▼ -8.9%
Other Travel*	6.9	7.6	6.6	5.1	5.0	5.3	5.9	5.9	4.1	6.4	▲ 54.8%	▲ 7.9%
Visitor Spending	37.3	41.5	45.9	44.6	46.7	43.9	62.3	54.1	40.5	48.3	▲ 19.3%	▼ -10.8%
Overnight	26.1	29.2	32.8	31.9	33.5	31.2	46.0	39.5	27.8	33.3	▲ 19.8%	▼ -15.6%
Day	11.3	12.3	13.1	12.7	13.2	12.6	16.3	14.6	12.7	14.9	▲ 18.0%	▲ 2.2%
Visitor Spending	37.3	41.5	45.9	44.6	46.7	43.9	62.3	54.1	40.5	48.3	▲ 19.3%	▼ -10.8%
Non-transportation	31.0	34.5	38.8	39.0	41.0	38.0	54.0	47.0	35.7	41.8	▲ 17.1%	▼ -11.1%
Transportation	6.4	6.9	7.1	5.6	5.7	5.8	8.3	7.1	4.8	6.5	▲ 35.5%	▼ -8.7%
Total Direct Earnings	10.9	12.3	13.3	13.8	15.2	14.8	15.9	15.0	13.8	15.0	▲ 9.0%	▲ 0.3%
Total Direct Employment	650	700	770	790	840	820	900	830	740	740	▲ 0.8%	▼ -11.0%
Government Revenue	3.3	3.7	4.2	4.1	4.4	4.1	5.7	5.1	3.6	4.6	▲ 25.1%	▼ -11.3%
Local Revenue	1.7	1.9	2.2	2.2	2.3	2.2	3.0	2.8	1.8	2.4	▲ 33.7%	▼ -12.1%
State Revenue	1.7	1.8	2.0	2.0	2.1	2.0	2.7	2.4	1.8	2.1	▲ 16.5%	▼ -10.2%
Overnight Visitor Volume (Thousands)												
Party Trips	81.1	87.3	93.2	92.0	95.1	88.8	114.9	100.3	77.1	80.2	▲ 4.1%	▼ -20.0%
Party Nights	197.1	211.4	223.6	220.4	227.4	213.2	268.7	236.9	167.8	191.3	▲ 14.0%	▼ -19.2%
Person Trips	199.5	214.8	229.5	226.6	234.4	218.9	283.9	247.7	201.0	198.6	▼ -1.2%	▼ -19.8%
Person Nights	484.4	519.2	549.7	542.1	559.3	524.4	662.5	584.0	433.7	473.2	▲ 9.1%	▼ -19.0%
Average Overnight Spending (\$)												
per Party Trip	322	335	353	347	352	352	400	394	361	415	▲ 15.1%	▲ 5.5%
per Party Night	132	138	147	145	147	147	171	167	166	174	▲ 5.1%	▲ 4.5%
per Person Trip	131	136	143	141	143	143	162	159	138	168	▲ 21.3%	▲ 5.3%
per Person Night	54	56	60	59	60	60	69	68	64	70	▲ 9.8%	▲ 4.2%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Pottawatomie County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	113.7	122.9	109.7	103.4	105.8	105.6	108.7	114.0	89.9	125.7	▲ 39.9%	▲ 10.3%
Other Travel*	11.4	11.1	10.5	7.2	6.7	7.6	8.9	8.6	6.5	10.0	▲ 55.7%	▲ 16.9%
Visitor Spending	102.3	111.8	99.2	96.2	99.1	97.9	99.8	105.4	83.4	115.6	▲ 38.6%	▲ 9.7%
Overnight	74.2	82.0	71.9	69.7	71.5	70.4	71.6	75.8	58.4	82.3	▲ 40.9%	▲ 8.6%
Day	28.1	29.8	27.3	26.5	27.5	27.5	28.2	29.6	25.0	33.4	▲ 33.2%	▲ 12.8%
Visitor Spending	102.3	111.8	99.2	96.2	99.1	97.9	99.8	105.4	83.4	115.6	▲ 38.6%	▲ 9.7%
Non-transportation	89.2	97.9	87.1	86.7	89.6	87.8	88.7	94.1	75.1	103.1	▲ 37.4%	▲ 9.6%
Transportation	13.1	13.9	12.2	9.5	9.5	10.1	11.1	11.3	8.3	12.5	▲ 50.1%	▲ 10.6%
Total Direct Earnings	26.8	29.0	28.9	29.9	32.3	31.3	31.9	34.7	33.0	36.3	▲ 10.2%	▲ 4.7%
Total Direct Employment	1,580	1,690	1,660	1,700	1,870	1,850	1,860	1,970	1,750	1,810	▲ 3.4%	▼ -7.7%
Government Revenue	7.8	8.5	7.6	7.6	7.8	7.7	8.2	8.7	6.8	9.5	▲ 38.9%	▲ 8.6%
Local Revenue	3.6	4.0	3.5	3.5	3.6	3.6	4.1	4.3	3.3	4.7	▲ 44.0%	▲ 8.9%
State Revenue	4.2	4.6	4.1	4.0	4.2	4.1	4.2	4.4	3.6	4.8	▲ 34.2%	▲ 8.3%
Overnight Visitor Volume (Thousands)												
Party Trips	153.5	162.4	146.2	145.5	148.1	143.8	144.3	149.5	123.5	148.9	▲ 20.5%	▼ -0.4%
Party Nights	396.9	415.8	379.7	378.4	385.4	374.8	377.9	390.5	300.5	385.8	▲ 28.4%	▼ -1.2%
Person Trips	378.4	400.3	360.6	359.5	365.6	354.9	355.9	368.8	326.9	369.0	▲ 12.9%	▲ 0.0%
Person Nights	949.5	996.4	907.6	907.7	923.3	898.2	901.4	932.7	786.9	930.0	▲ 18.2%	▼ -0.3%
Average Overnight Spending (\$)												
per Party Trip	483	505	492	479	483	490	496	507	473	553	▲ 16.9%	▲ 9.1%
per Party Night	187	197	189	184	186	188	190	194	194	213	▲ 9.8%	▲ 9.9%
per Person Trip	196	205	199	194	196	198	201	205	179	223	▲ 24.8%	▲ 8.5%
per Person Night	78	82	79	77	77	78	79	81	74	88	▲ 19.2%	▲ 8.9%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Pushmataha County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	10.6	10.8	10.6	9.5	9.3	9.6	10.7	10.6	8.9	10.4	▲ 17.4%	▼ -1.8%
Other Travel*	1.7	1.7	1.6	1.1	1.0	1.2	1.4	1.3	1.0	1.5	▲ 53.5%	▲ 13.2%
Visitor Spending	8.9	9.0	9.0	8.4	8.2	8.4	9.3	9.3	7.9	8.9	▲ 12.9%	▼ -3.9%
Overnight	8.7	8.9	8.8	8.3	8.1	8.4	9.2	9.2	7.8	8.8	▲ 12.6%	▼ -3.9%
Day	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 45.8%	▼ -4.9%
Visitor Spending	8.9	9.0	9.0	8.4	8.2	8.4	9.3	9.3	7.9	8.9	▲ 12.9%	▼ -3.9%
Non-transportation	6.1	6.2	6.3	6.3	6.2	6.3	6.8	6.8	6.0	6.5	▲ 8.1%	▼ -5.4%
Transportation	2.8	2.8	2.7	2.0	2.0	2.2	2.5	2.4	1.9	2.4	▲ 28.2%	▲ 0.1%
Total Direct Earnings	2.2	2.2	2.2	2.2	2.2	2.4	2.5	2.5	2.3	2.3	▼ -1.5%	▼ -8.0%
Total Direct Employment	150	160	160	160	170	170	170	170	150	150	▼ -1.1%	▼ -14.3%
Government Revenue	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.7	0.7	▲ 6.1%	▼ -6.6%
Local Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 3.5%	▼ -7.4%
State Revenue	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	▲ 8.5%	▼ -5.8%
Overnight Visitor Volume (Thousands)												
Party Trips	37.5	37.5	37.0	36.8	36.2	36.6	38.4	37.6	33.1	32.5	▼ -1.9%	▼ -13.6%
Party Nights	88.4	88.2	87.3	86.7	85.5	86.5	90.4	88.5	77.6	77.7	▲ 0.1%	▼ -12.3%
Person Trips	103.2	103.0	102.0	101.3	99.9	100.7	105.7	103.9	100.2	91.4	▼ -8.8%	▼ -12.0%
Person Nights	245.0	244.5	242.1	240.8	237.9	240.0	250.7	246.3	238.4	220.0	▼ -7.7%	▼ -10.7%
Average Overnight Spending (\$)												
per Party Trip	233	237	238	225	225	228	240	244	236	271	▲ 14.8%	▲ 11.1%
per Party Night	99	101	101	96	95	97	102	104	101	114	▲ 12.6%	▲ 9.5%
per Person Trip	85	86	87	82	81	83	87	88	78	96	▲ 23.5%	▲ 9.2%
per Person Night	36	36	36	34	34	35	37	37	33	40	▲ 22.0%	▲ 7.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services



Roger Mills County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.2	3.3	3.2	2.9	2.8	2.9	3.3	3.1	2.4	3.0	▲ 25.8%	▼ -6.0%
Other Travel*	0.6	0.6	0.6	0.4	0.4	0.4	0.5	0.4	0.3	0.5	▲ 47.7%	▲ 9.8%
Visitor Spending	2.6	2.7	2.7	2.5	2.4	2.5	2.8	2.7	2.0	2.5	▲ 22.4%	▼ -8.4%
Overnight	2.4	2.5	2.5	2.3	2.2	2.3	2.6	2.5	1.9	2.3	▲ 22.8%	▼ -8.4%
Day	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 17.2%	▼ -8.5%
Visitor Spending	2.6	2.7	2.7	2.5	2.4	2.5	2.8	2.7	2.0	2.5	▲ 22.4%	▼ -8.4%
Non-transportation	2.0	2.1	2.1	2.1	2.0	2.0	2.3	2.2	1.7	2.0	▲ 19.8%	▼ -8.6%
Transportation	0.6	0.6	0.6	0.4	0.4	0.5	0.6	0.5	0.4	0.5	▲ 34.9%	▼ -7.8%
Total Direct Earnings	0.7	0.7	0.7	0.7	0.7	0.6	0.5	0.5	0.4	0.4	▼ -1.3%	▼ -25.4%
Total Direct Employment	60	60	70	60	60	50	30	30	20	20	▼ -5.1%	▼ -34.0%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 16.6%	▼ -9.5%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 16.0%	▼ -11.1%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 17.1%	▼ -8.4%
Overnight Visitor Volume (Thousands)												
Party Trips	10.2	10.2	10.1	9.9	9.4	9.7	10.4	9.8	7.8	8.0	▲ 2.9%	▼ -18.1%
Party Nights	23.4	23.3	23.2	22.7	21.7	22.4	23.9	22.4	16.9	18.3	▲ 8.1%	▼ -18.3%
Person Trips	26.3	26.3	26.1	25.5	24.3	25.1	26.9	25.3	21.2	21.0	▼ -1.3%	▼ -17.2%
Person Nights	60.8	60.6	60.2	59.1	56.6	58.4	62.1	58.4	46.7	48.3	▲ 3.4%	▼ -17.4%
Average Overnight Spending (\$)												
per Party Trip	239	245	247	236	237	236	251	258	242	289	▲ 19.4%	▲ 11.8%
per Party Night	104	107	108	103	103	102	110	113	111	127	▲ 13.6%	▲ 12.1%
per Person Trip	93	95	96	92	92	91	97	100	89	110	▲ 24.5%	▲ 10.6%
per Person Night	40	41	41	40	39	39	42	43	40	48	▲ 18.8%	▲ 10.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Rogers County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	125.3	127.8	125.0	134.6	151.1	157.2	163.7	171.4	144.4	171.7	▲ 18.9%	▲ 0.1%
Other Travel*	14.1	14.4	13.5	9.5	9.0	10.1	11.7	11.4	8.5	13.7	▲ 61.4%	▲ 19.9%
Visitor Spending	111.1	113.3	111.5	125.1	142.2	147.1	152.1	160.0	136.0	158.0	▲ 16.2%	▼ -1.3%
Overnight	64.7	66.4	65.0	76.0	87.9	91.1	94.5	99.5	85.6	102.4	▲ 19.6%	▲ 2.9%
Day	46.4	47.0	46.5	49.1	54.3	56.1	57.6	60.5	50.3	55.6	▲ 10.5%	▼ -8.1%
Visitor Spending	111.1	113.3	111.5	125.1	142.2	147.1	152.1	160.0	136.0	158.0	▲ 16.2%	▼ -1.3%
Non-transportation	97.5	99.5	98.5	113.7	130.0	133.8	137.4	145.1	124.2	141.5	▲ 13.9%	▼ -2.5%
Transportation	13.6	13.8	13.0	11.4	12.2	13.3	14.6	14.9	11.8	16.5	▲ 40.2%	▲ 11.3%
Total Direct Earnings	30.5	31.0	30.8	36.0	42.8	44.0	46.0	48.0	42.6	43.7	▲ 2.4%	▼ -9.0%
Total Direct Employment	1,530	1,520	1,480	1,710	2,020	2,010	2,010	2,010	1,800	1,910	▲ 5.8%	▼ -5.1%
Government Revenue	8.1	8.4	8.3	9.6	10.9	11.3	11.4	12.4	10.7	12.6	▲ 17.1%	▲ 1.6%
Local Revenue	3.4	3.6	3.6	4.3	4.9	5.2	5.1	5.7	5.0	5.9	▲ 19.1%	▲ 4.0%
State Revenue	4.7	4.8	4.7	5.2	5.9	6.1	6.3	6.6	5.7	6.6	▲ 15.3%	▼ -0.4%
Overnight Visitor Volume (Thousands)												
Party Trips	157.9	158.2	155.0	174.2	189.4	188.2	190.1	196.0	183.5	197.9	▲ 7.8%	▲ 0.9%
Party Nights	397.6	397.5	390.3	432.9	464.8	461.4	466.2	479.6	410.6	484.9	▲ 18.1%	▲ 1.1%
Person Trips	382.1	383.1	375.2	421.5	458.1	454.4	458.9	473.6	479.3	480.8	▲ 0.3%	▲ 1.5%
Person Nights	940.4	941.3	923.3	1,024.7	1,101.4	1,090.1	1,099.7	1,133.1	1,067.7	1,157.0	▲ 8.4%	▲ 2.1%
Average Overnight Spending (\$)												
per Party Trip	410	420	420	436	464	484	497	508	467	517	▲ 10.9%	▲ 1.9%
per Party Night	163	167	167	176	189	197	203	207	209	211	▲ 1.2%	▲ 1.8%
per Person Trip	169	173	173	180	192	200	206	210	179	213	▲ 19.2%	▲ 1.4%
per Person Night	69	71	70	74	80	84	86	88	80	88	▲ 10.3%	▲ 0.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Seminole County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	21.0	23.0	21.9	18.3	20.2	19.0	20.4	19.8	14.7	19.7	▲ 34.5%	▼ -0.2%
Other Travel*	3.9	4.0	3.7	2.5	2.4	2.6	3.1	2.9	2.1	3.2	▲ 51.3%	▲ 12.9%
Visitor Spending	17.0	19.0	18.1	15.8	17.8	16.4	17.3	16.9	12.5	16.5	▲ 31.6%	▼ -2.4%
Overnight	12.9	14.6	14.0	12.0	13.6	12.5	13.1	12.9	9.2	12.4	▲ 34.1%	▼ -3.8%
Day	4.1	4.4	4.2	3.8	4.2	3.9	4.2	4.1	3.3	4.1	▲ 24.7%	▲ 2.1%
Visitor Spending	17.0	19.0	18.1	15.8	17.8	16.4	17.3	16.9	12.5	16.5	▲ 31.6%	▼ -2.4%
Non-transportation	12.9	14.6	14.1	12.9	14.6	13.2	13.8	13.5	10.3	13.2	▲ 28.7%	▼ -2.3%
Transportation	4.1	4.4	4.0	2.9	3.2	3.2	3.5	3.4	2.3	3.3	▲ 44.7%	▼ -2.8%
Total Direct Earnings	4.6	5.1	4.9	4.8	5.7	6.2	6.5	6.7	5.0	5.3	▲ 8.0%	▼ -20.4%
Total Direct Employment	280	310	300	280	330	360	360	370	250	260	▲ 2.4%	▼ -29.8%
Government Revenue	1.5	1.7	1.6	1.5	1.7	1.6	1.6	1.6	1.2	1.6	▲ 28.8%	▼ -4.1%
Local Revenue	0.7	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.6	0.8	▲ 33.8%	▼ -5.4%
State Revenue	0.8	0.9	0.8	0.8	0.8	0.8	0.8	0.8	0.6	0.8	▲ 24.3%	▼ -2.8%
Overnight Visitor Volume (Thousands)												
Party Trips	56.1	59.5	56.4	53.0	57.4	52.9	54.4	52.2	40.7	43.6	▲ 7.1%	▼ -16.4%
Party Nights	128.8	135.2	128.5	122.1	131.2	121.3	124.8	119.8	87.8	99.4	▲ 13.2%	▼ -17.0%
Person Trips	139.6	148.0	140.6	132.1	143.0	131.8	135.6	130.2	105.2	109.8	▲ 4.4%	▼ -15.7%
Person Nights	321.2	337.1	320.8	304.8	327.2	302.9	311.7	299.6	228.3	250.9	▲ 9.9%	▼ -16.2%
Average Overnight Spending (\$)												
per Party Trip	231	246	248	226	237	236	242	246	226	283	▲ 25.1%	▲ 15.0%
per Party Night	100	108	109	98	104	103	105	107	105	124	▲ 18.4%	▲ 15.9%
per Person Trip	93	99	99	91	95	95	97	99	88	113	▲ 28.4%	▲ 14.1%
per Person Night	40	43	44	39	42	41	42	43	40	49	▲ 22.0%	▲ 14.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Sequoyah County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	116.1	113.5	112.6	114.1	114.9	118.7	120.9	124.5	131.7	135.0	▲ 2.6%	▲ 8.5%
Other Travel*	6.4	6.4	6.0	4.1	3.8	4.4	5.1	4.9	3.7	5.4	▲ 48.1%	▲ 10.4%
Visitor Spending	109.7	107.1	106.6	109.9	111.0	114.3	115.8	119.6	128.0	129.6	▲ 1.3%	▲ 8.4%
Overnight	60.0	58.1	57.5	60.0	60.1	61.4	62.5	64.3	82.5	84.7	▲ 2.7%	▲ 31.7%
Day	49.7	49.0	49.1	49.9	50.9	53.0	53.3	55.2	45.5	44.9	▼ -1.3%	▼ -18.7%
Visitor Spending	109.7	107.1	106.6	109.9	111.0	114.3	115.8	119.6	128.0	129.6	▲ 1.3%	▲ 8.4%
Non-transportation	97.2	94.7	94.8	100.4	101.7	104.3	104.8	108.4	115.7	114.4	▼ -1.2%	▲ 5.4%
Transportation	12.5	12.4	11.8	9.6	9.3	10.1	11.0	11.1	12.3	15.2	▲ 24.0%	▲ 37.3%
Total Direct Earnings	28.8	27.9	28.1	30.8	32.5	33.1	33.4	35.5	38.9	38.4	▼ -1.1%	▲ 8.3%
Total Direct Employment	1,300	1,310	1,330	1,430	1,470	1,450	1,430	1,430	1,610	1,550	▼ -3.8%	▲ 8.2%
Government Revenue	6.7	6.5	6.5	6.9	7.0	7.2	7.2	7.5	8.5	8.6	▲ 0.9%	▲ 14.1%
Local Revenue	2.5	2.4	2.5	2.7	2.7	2.8	2.8	3.0	3.7	3.7	▲ 1.9%	▲ 25.3%
State Revenue	4.2	4.0	4.0	4.2	4.3	4.4	4.4	4.6	4.9	4.9	▲ 0.1%	▲ 6.8%
Overnight Visitor Volume (Thousands)												
Party Trips	123.0	119.7	119.1	125.8	122.9	122.2	121.2	123.0	122.7	141.5	▲ 15.3%	▲ 15.0%
Party Nights	296.3	289.3	288.4	303.3	296.3	295.0	292.6	297.3	283.2	333.7	▲ 17.8%	▲ 12.2%
Person Trips	327.8	319.5	317.9	334.5	327.6	325.1	324.0	329.6	361.9	388.8	▲ 7.4%	▲ 18.0%
Person Nights	787.6	770.0	767.7	804.6	788.0	783.1	780.2	794.0	838.7	914.9	▲ 9.1%	▲ 15.2%
Average Overnight Spending (\$)												
per Party Trip	488	485	483	477	489	502	516	523	672	598	▼ -11.0%	▲ 14.5%
per Party Night	202	201	199	198	203	208	214	216	291	254	▼ -12.9%	▲ 17.3%
per Person Trip	183	182	181	179	183	189	193	195	228	218	▼ -4.4%	▲ 11.6%
per Person Night	76	75	75	75	76	78	80	81	98	93	▼ -5.9%	▲ 14.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Stephens County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	63.9	70.1	77.0	69.4	60.0	62.0	66.0	64.7	53.6	72.9	▲ 36.0%	▲ 12.8%
Other Travel*	7.4	8.1	7.5	5.7	5.6	5.8	6.6	6.5	4.5	7.1	▲ 55.7%	▲ 8.9%
Visitor Spending	56.5	62.0	69.5	63.7	54.4	56.1	59.4	58.2	49.1	65.9	▲ 34.2%	▲ 13.2%
Overnight	39.9	44.3	50.5	46.0	38.3	39.6	42.1	41.2	33.7	46.3	▲ 37.2%	▲ 12.5%
Day	16.6	17.7	19.0	17.7	16.1	16.6	17.4	17.0	15.4	19.6	▲ 27.5%	▲ 15.0%
Visitor Spending	56.5	62.0	69.5	63.7	54.4	56.1	59.4	58.2	49.1	65.9	▲ 34.2%	▲ 13.2%
Non-transportation	46.3	51.1	58.3	55.4	47.1	48.0	50.4	49.6	42.6	56.3	▲ 32.2%	▲ 13.7%
Transportation	10.2	10.8	11.2	8.4	7.3	8.1	9.0	8.6	6.5	9.6	▲ 47.2%	▲ 10.8%
Total Direct Earnings	14.6	16.2	18.2	18.2	16.4	16.3	16.7	17.8	17.5	20.4	▲ 16.3%	▲ 14.2%
Total Direct Employment	940	1,030	1,140	1,130	1,010	980	980	1,000	940	1,000	▲ 7.0%	▲ 0.9%
Government Revenue	4.6	5.1	5.8	5.5	4.6	4.8	5.0	5.0	4.1	5.6	▲ 37.7%	▲ 13.1%
Local Revenue	2.2	2.4	2.9	2.7	2.2	2.3	2.4	2.4	1.9	2.8	▲ 46.9%	▲ 14.9%
State Revenue	2.4	2.6	2.9	2.7	2.4	2.5	2.6	2.5	2.2	2.8	▲ 29.6%	▲ 11.3%
Overnight Visitor Volume (Thousands)												
Party Trips	118.5	125.4	135.2	127.6	112.4	114.1	117.3	112.9	96.2	109.8	▲ 14.1%	▼ -2.8%
Party Nights	283.9	298.2	318.2	300.9	269.0	273.0	280.1	269.8	215.7	258.4	▲ 19.8%	▼ -4.2%
Person Trips	299.6	316.8	341.5	322.7	284.9	288.7	297.3	286.8	264.3	280.3	▲ 6.1%	▼ -2.2%
Person Nights	715.8	751.6	801.7	759.3	679.9	688.8	707.7	683.2	591.8	658.3	▲ 11.2%	▼ -3.6%
Average Overnight Spending (\$)												
per Party Trip	337	353	373	361	341	347	359	364	351	422	▲ 20.2%	▲ 15.7%
per Party Night	141	149	159	153	142	145	150	153	156	179	▲ 14.6%	▲ 17.5%
per Person Trip	133	140	148	143	135	137	141	143	128	165	▲ 29.4%	▲ 15.1%
per Person Night	56	59	63	61	56	57	59	60	57	70	▲ 23.3%	▲ 16.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Texas County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	37.4	40.6	42.2	39.4	34.9	36.1	34.0	35.3	33.0	40.0	▲ 21.2%	▲ 13.4%
Other Travel*	3.3	3.4	3.2	2.1	2.0	2.2	2.6	2.4	1.8	2.9	▲ 62.4%	▲ 21.3%
Visitor Spending	34.1	37.2	39.0	37.2	32.9	33.9	31.4	32.9	31.2	37.1	▲ 18.8%	▲ 12.8%
Overnight	24.8	27.2	28.7	27.4	23.8	24.6	22.6	23.9	21.6	25.8	▲ 19.0%	▲ 7.9%
Day	9.3	10.0	10.3	9.9	9.0	9.3	8.8	9.1	9.6	11.4	▲ 18.4%	▲ 25.7%
Visitor Spending	34.1	37.2	39.0	37.2	32.9	33.9	31.4	32.9	31.2	37.1	▲ 18.8%	▲ 12.8%
Non-transportation	28.7	31.5	33.4	32.9	29.0	29.6	27.2	28.6	27.7	32.4	▲ 16.8%	▲ 13.0%
Transportation	5.3	5.7	5.7	4.4	3.9	4.3	4.3	4.3	3.5	4.8	▲ 35.2%	▲ 11.3%
Total Direct Earnings	8.8	9.5	10.0	10.1	9.4	9.3	8.9	9.5	8.5	8.5	▼ -0.5%	▼ -10.2%
Total Direct Employment	550	610	670	650	590	560	510	540	480	460	▼ -4.7%	▼ -16.0%
Government Revenue	3.0	3.2	3.4	3.3	3.0	3.0	3.1	3.3	2.8	3.7	▲ 32.6%	▲ 11.9%
Local Revenue	1.5	1.7	1.8	1.8	1.5	1.6	1.7	1.9	1.5	2.1	▲ 47.2%	▲ 12.0%
State Revenue	1.4	1.6	1.6	1.6	1.4	1.5	1.4	1.4	1.4	1.6	▲ 16.8%	▲ 11.6%
Overnight Visitor Volume (Thousands)												
Party Trips	66.5	70.6	72.3	70.2	62.7	64.1	58.6	59.5	53.4	56.9	▲ 6.6%	▼ -4.3%
Party Nights	154.7	163.7	166.7	161.8	145.8	149.0	137.3	138.9	112.4	131.1	▲ 16.7%	▼ -5.6%
Person Trips	164.6	174.8	178.9	173.8	155.2	158.5	145.0	147.3	143.4	141.5	▼ -1.3%	▼ -4.0%
Person Nights	381.7	403.9	411.6	399.6	360.0	367.6	338.8	343.0	299.2	325.2	▲ 8.7%	▼ -5.2%
Average Overnight Spending (\$)												
per Party Trip	372	385	397	390	380	384	386	401	405	452	▲ 11.6%	▲ 12.8%
per Party Night	160	166	172	169	163	165	165	172	192	196	▲ 2.0%	▲ 14.3%
per Person Trip	150	156	160	157	154	155	156	162	151	182	▲ 20.6%	▲ 12.4%
per Person Night	65	67	70	68	66	67	67	70	72	79	▲ 9.5%	▲ 13.8%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Tillman County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	6.3	6.4	6.2	5.5	5.3	5.6	6.2	6.0	4.6	5.8	▲ 26.4%	▼ -3.7%
Other Travel*	1.2	1.2	1.1	0.8	0.7	0.8	0.9	0.9	0.6	1.0	▲ 52.4%	▲ 13.4%
Visitor Spending	5.1	5.2	5.1	4.8	4.6	4.8	5.3	5.1	3.9	4.8	▲ 22.2%	▼ -6.5%
Overnight	3.9	3.9	3.9	3.6	3.5	3.6	4.1	3.9	2.9	3.6	▲ 22.7%	▼ -8.2%
Day	1.2	1.2	1.2	1.1	1.1	1.2	1.3	1.2	1.0	1.2	▲ 20.6%	▼ -1.2%
Visitor Spending	5.1	5.2	5.1	4.8	4.6	4.8	5.3	5.1	3.9	4.8	▲ 22.2%	▼ -6.5%
Non-transportation	3.9	3.9	3.9	3.9	3.8	3.8	4.2	4.1	3.2	3.8	▲ 18.7%	▼ -6.9%
Transportation	1.2	1.2	1.2	0.9	0.9	0.9	1.1	1.0	0.7	1.0	▲ 38.0%	▼ -5.2%
Total Direct Earnings	1.4	1.4	1.4	1.4	1.4	1.5	1.4	1.4	1.2	1.4	▲ 9.9%	▼ -4.5%
Total Direct Employment	100	100	90	90	90	100	90	100	80	80	▲ 1.5%	▼ -18.6%
Government Revenue	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.4	▲ 16.0%	▼ -6.6%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 14.8%	▼ -6.8%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	▲ 17.0%	▼ -6.3%
Overnight Visitor Volume (Thousands)												
Party Trips	17.0	16.9	16.6	16.1	15.6	15.9	16.9	16.0	12.7	13.1	▲ 3.2%	▼ -18.1%
Party Nights	39.1	38.7	38.0	37.0	36.0	36.6	38.7	36.5	27.3	29.8	▲ 9.5%	▼ -18.3%
Person Trips	42.5	42.1	41.4	40.3	39.0	39.7	42.2	39.9	33.1	33.0	▼ -0.2%	▼ -17.3%
Person Nights	97.7	96.6	95.0	92.6	90.0	91.5	96.7	91.5	71.5	75.5	▲ 5.5%	▼ -17.5%
Average Overnight Spending (\$)												
per Party Trip	227	232	235	225	223	226	239	246	231	275	▲ 19.0%	▲ 12.0%
per Party Night	99	101	102	98	97	98	105	107	108	121	▲ 12.1%	▲ 12.3%
per Person Trip	91	93	94	90	89	91	96	98	89	109	▲ 22.9%	▲ 11.0%
per Person Night	40	41	41	39	39	39	42	43	41	48	▲ 16.3%	▲ 11.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Tulsa County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	1,291.9	1,325.9	1,373.6	1,334.6	1,341.9	1,320.4	1,426.6	1,493.4	938.3	1,302.6	▲ 38.8%	▼ -12.8%
Other Travel*	351.3	345.1	347.9	330.2	333.3	316.7	352.8	372.0	178.7	278.6	▲ 55.9%	▼ -25.1%
Visitor Spending	940.6	980.9	1,025.6	1,004.4	1,008.5	1,003.7	1,073.7	1,121.4	759.6	1,024.1	▲ 34.8%	▼ -8.7%
Overnight	809.7	845.1	885.6	869.5	871.8	866.3	926.3	968.4	628.2	851.2	▲ 35.5%	▼ -12.1%
Day	130.9	135.8	140.0	134.9	136.7	137.4	147.4	153.0	131.4	172.9	▲ 31.5%	▲ 13.0%
Visitor Spending	940.6	980.9	1,025.6	1,004.4	1,008.5	1,003.7	1,073.7	1,121.4	759.6	1,024.1	▲ 34.8%	▼ -8.7%
Non-transportation	649.6	682.8	720.8	726.7	736.1	727.0	773.9	814.5	590.2	770.7	▲ 30.6%	▼ -5.4%
Transportation	290.9	298.1	304.8	277.7	272.4	276.7	299.8	306.9	169.4	253.4	▲ 49.6%	▼ -17.4%
Total Direct Earnings	255.7	255.9	266.4	286.1	305.2	297.6	315.3	335.6	277.5	303.3	▲ 9.3%	▼ -9.6%
Total Direct Employment	11,220	11,370	11,640	12,270	12,810	12,530	13,070	13,430	10,670	10,990	▲ 3.0%	▼ -18.1%
Government Revenue	75.6	79.0	83.0	83.3	84.5	84.1	90.0	94.4	64.2	87.9	▲ 36.9%	▼ -6.8%
Local Revenue	38.7	40.2	42.4	43.0	43.4	43.5	46.8	49.1	30.3	44.9	▲ 48.1%	▼ -8.6%
State Revenue	36.9	38.9	40.6	40.2	41.1	40.6	43.2	45.3	33.9	43.0	▲ 27.0%	▼ -4.9%
Overnight Visitor Volume (Thousands)												
Party Trips	1,444.2	1,480.6	1,523.7	1,513.1	1,527.4	1,491.4	1,560.7	1,601.4	1,269.7	1,446.0	▲ 13.9%	▼ -9.7%
Party Nights	3,463.8	3,541.6	3,637.7	3,613.6	3,645.6	3,571.2	3,732.6	3,817.0	2,759.5	3,527.4	▲ 27.8%	▼ -7.6%
Person Trips	3,397.4	3,489.1	3,590.3	3,568.9	3,608.6	3,514.5	3,672.9	3,775.1	3,188.0	3,423.2	▲ 7.4%	▼ -9.3%
Person Nights	7,968.1	8,165.6	8,384.3	8,340.9	8,434.4	8,234.2	8,587.1	8,799.0	6,856.7	8,222.3	▲ 19.9%	▼ -6.6%
Average Overnight Spending (\$)												
per Party Trip	561	571	581	575	571	581	594	605	495	589	▲ 19.0%	▼ -2.7%
per Party Night	234	239	243	241	239	243	248	254	228	241	▲ 6.0%	▼ -4.9%
per Person Trip	238	242	247	244	242	246	252	257	197	249	▲ 26.2%	▼ -3.1%
per Person Night	102	103	106	104	103	105	108	110	92	104	▲ 13.0%	▼ -5.9%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Wagoner County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	60.1	61.6	60.6	56.1	55.7	56.7	61.3	62.4	51.1	66.1	▲ 29.4%	▲ 5.9%
Other Travel*	13.1	12.8	11.4	7.6	7.2	8.3	9.7	9.6	7.3	11.6	▲ 57.8%	▲ 20.1%
Visitor Spending	47.0	48.8	49.2	48.5	48.6	48.4	51.6	52.8	43.8	54.5	▲ 24.6%	▲ 3.3%
Overnight	36.3	37.8	38.2	37.7	37.7	37.4	39.9	40.7	33.9	42.2	▲ 24.4%	▲ 3.7%
Day	10.6	11.0	11.0	10.8	10.8	11.0	11.7	12.0	9.8	12.3	▲ 25.3%	▲ 2.2%
Visitor Spending	47.0	48.8	49.2	48.5	48.6	48.4	51.6	52.8	43.8	54.5	▲ 24.6%	▲ 3.3%
Non-transportation	37.8	39.4	40.2	41.4	41.6	40.9	43.1	44.3	37.4	45.5	▲ 21.6%	▲ 2.6%
Transportation	9.1	9.4	9.0	7.1	7.0	7.5	8.5	8.5	6.4	9.1	▲ 42.2%	▲ 7.1%
Total Direct Earnings	13.7	13.9	13.9	14.5	15.2	16.7	18.5	19.3	18.5	19.5	▲ 5.6%	▲ 0.8%
Total Direct Employment	780	830	810	840	860	930	1,020	1,040	980	1,020	▲ 3.9%	▼ -2.5%
Government Revenue	3.8	4.0	4.0	4.1	4.1	4.1	4.6	4.7	4.1	4.8	▲ 17.5%	▲ 2.1%
Local Revenue	1.6	1.7	1.7	1.8	1.8	1.8	2.1	2.2	1.9	2.2	▲ 14.4%	▲ 1.3%
State Revenue	2.2	2.3	2.3	2.3	2.3	2.3	2.5	2.5	2.2	2.6	▲ 20.2%	▲ 2.8%
Overnight Visitor Volume (Thousands)												
Party Trips	119.8	122.3	122.3	123.6	124.0	120.9	125.7	127.3	120.6	126.1	▲ 4.5%	▼ -1.0%
Party Nights	310.1	316.0	315.7	319.1	320.0	313.4	325.9	330.2	289.0	330.1	▲ 14.2%	▼ -0.1%
Person Trips	293.3	299.4	299.2	302.9	304.0	296.1	307.3	311.4	308.8	310.3	▲ 0.5%	▼ -0.3%
Person Nights	744.5	759.2	757.9	767.0	770.1	752.6	780.5	791.7	739.3	800.4	▲ 8.3%	▲ 1.1%
Average Overnight Spending (\$)												
per Party Trip	303	309	313	305	304	310	317	320	281	335	▲ 19.1%	▲ 4.7%
per Party Night	117	120	121	118	118	119	122	123	117	128	▲ 8.9%	▲ 3.7%
per Person Trip	124	126	128	125	124	126	130	131	110	136	▲ 23.8%	▲ 4.0%
per Person Night	49	50	50	49	49	50	51	51	46	53	▲ 14.9%	▲ 2.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Washington County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	74.4	72.9	72.9	64.8	65.6	69.3	69.4	68.1	49.9	70.4	▲ 41.1%	▲ 3.5%
Other Travel*	9.0	9.1	8.3	6.0	5.8	6.3	7.2	7.0	5.1	8.0	▲ 57.1%	▲ 14.2%
Visitor Spending	65.4	63.7	64.6	58.7	59.8	63.0	62.1	61.0	44.8	62.4	▲ 39.2%	▲ 2.2%
Overnight	53.1	51.7	52.5	47.7	48.4	51.0	50.2	49.3	34.7	49.0	▲ 41.2%	▼ -0.5%
Day	12.3	12.0	12.1	11.1	11.4	12.0	12.0	11.8	10.1	13.4	▲ 32.4%	▲ 13.6%
Visitor Spending	65.4	63.7	64.6	58.7	59.8	63.0	62.1	61.0	44.8	62.4	▲ 39.2%	▲ 2.2%
Non-transportation	52.2	50.9	52.2	49.5	50.5	52.5	51.2	50.6	37.7	51.7	▲ 36.9%	▲ 2.2%
Transportation	13.2	12.8	12.4	9.3	9.3	10.4	11.0	10.5	7.1	10.7	▲ 51.8%	▲ 2.6%
Total Direct Earnings	16.6	16.3	17.0	16.6	17.7	18.1	19.1	18.1	16.0	18.7	▲ 17.0%	▲ 3.2%
Total Direct Employment	930	900	940	900	950	940	960	920	770	850	▲ 9.5%	▼ -7.9%
Government Revenue	5.6	5.5	5.6	5.3	5.4	5.6	5.5	5.5	3.8	5.6	▲ 46.1%	▲ 1.9%
Local Revenue	2.8	2.7	2.8	2.6	2.7	2.8	2.8	2.7	1.7	2.8	▲ 61.9%	▲ 2.1%
State Revenue	2.8	2.8	2.8	2.6	2.7	2.8	2.8	2.7	2.1	2.8	▲ 33.1%	▲ 1.7%
Overnight Visitor Volume (Thousands)												
Party Trips	167.0	160.1	161.1	152.9	155.4	159.4	154.1	149.3	113.6	131.8	▲ 16.0%	▼ -11.8%
Party Nights	359.8	345.3	347.9	331.7	337.4	345.2	334.4	325.0	230.8	286.3	▲ 24.0%	▼ -11.9%
Person Trips	413.8	396.9	399.2	378.9	385.0	394.7	382.1	370.4	299.6	328.5	▲ 9.7%	▼ -11.3%
Person Nights	890.6	855.2	861.2	821.1	834.9	853.7	828.2	805.2	607.8	713.9	▲ 17.5%	▼ -11.3%
Average Overnight Spending (\$)												
per Party Trip	318	323	326	312	312	320	326	330	306	372	▲ 21.7%	▲ 12.8%
per Party Night	148	150	151	144	144	148	150	152	150	171	▲ 13.9%	▲ 13.0%
per Person Trip	128	130	132	126	126	129	131	133	116	149	▲ 28.8%	▲ 12.2%
per Person Night	60	61	61	58	58	60	61	61	57	69	▲ 20.2%	▲ 12.3%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Washita County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	8.2	8.4	8.1	7.2	7.0	7.1	7.9	7.7	6.1	7.7	▲ 25.5%	▼ -0.5%
Other Travel*	1.8	1.8	1.7	1.2	1.1	1.2	1.4	1.3	1.0	1.5	▲ 56.9%	▲ 16.2%
Visitor Spending	6.4	6.5	6.4	6.0	5.9	5.9	6.6	6.4	5.2	6.2	▲ 19.7%	▼ -3.9%
Overnight	6.0	6.2	6.1	5.8	5.7	5.7	6.3	6.2	5.0	5.9	▲ 18.5%	▼ -4.3%
Day	0.4	0.4	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.3	▲ 54.7%	▲ 6.4%
Visitor Spending	6.4	6.5	6.4	6.0	5.9	5.9	6.6	6.4	5.2	6.2	▲ 19.7%	▼ -3.9%
Non-transportation	4.4	4.5	4.6	4.6	4.5	4.5	4.9	4.8	4.0	4.6	▲ 14.4%	▼ -4.9%
Transportation	2.0	2.0	1.9	1.4	1.4	1.5	1.7	1.6	1.1	1.6	▲ 38.2%	▼ -0.8%
Total Direct Earnings	1.6	1.6	1.6	1.6	1.6	1.6	1.9	1.9	1.5	1.8	▲ 20.3%	▼ -3.9%
Total Direct Employment	150	140	140	140	130	120	130	150	120	150	▲ 19.6%	▼ -1.2%
Government Revenue	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5	▲ 14.0%	▼ -4.7%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 13.1%	▼ -5.5%
State Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 14.6%	▼ -4.2%
Overnight Visitor Volume (Thousands)												
Party Trips	25.9	26.0	25.6	25.4	24.6	24.5	25.8	24.6	20.4	20.9	▲ 2.7%	▼ -15.0%
Party Nights	60.2	60.4	59.3	59.0	57.3	57.0	59.7	57.0	45.3	48.4	▲ 6.7%	▼ -15.2%
Person Trips	66.0	66.2	65.1	64.7	62.8	62.4	65.6	63.0	55.5	54.2	▼ -2.4%	▼ -13.9%
Person Nights	153.2	153.7	151.1	150.3	146.1	145.2	152.0	145.9	124.8	125.3	▲ 0.4%	▼ -14.2%
Average Overnight Spending (\$)												
per Party Trip	233	237	238	227	230	233	244	251	245	282	▲ 15.4%	▲ 12.6%
per Party Night	100	102	103	98	99	100	105	108	110	122	▲ 11.0%	▲ 12.9%
per Person Trip	91	93	94	89	90	91	96	98	90	109	▲ 21.4%	▲ 11.2%
per Person Night	39	40	40	38	39	39	41	42	40	47	▲ 18.1%	▲ 11.4%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Woods County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	17.9	25.3	34.2	29.3	19.7	16.9	21.5	17.7	15.2	19.0	▲ 25.6%	▲ 7.7%
Other Travel*	1.9	2.0	1.7	1.4	1.3	1.4	1.5	1.5	1.0	1.6	▲ 54.1%	▲ 3.8%
Visitor Spending	16.0	23.4	32.5	28.0	18.3	15.5	20.0	16.2	14.1	17.5	▲ 23.6%	▲ 8.1%
Overnight	15.1	22.2	31.0	26.7	17.4	14.6	18.9	15.3	13.3	16.4	▲ 23.6%	▲ 7.4%
Day	0.9	1.2	1.5	1.3	0.9	0.9	1.0	0.9	0.9	1.1	▲ 22.4%	▲ 21.0%
Visitor Spending	16.0	23.4	32.5	28.0	18.3	15.5	20.0	16.2	14.1	17.5	▲ 23.6%	▲ 8.1%
Non-transportation	12.9	19.1	27.2	24.1	15.6	13.0	16.6	13.4	11.8	14.1	▲ 19.8%	▲ 5.6%
Transportation	3.2	4.2	5.3	3.8	2.7	2.5	3.4	2.8	2.4	3.4	▲ 42.4%	▲ 20.1%
Total Direct Earnings	4.3	6.2	8.5	7.7	5.4	4.7	5.0	4.2	4.2	5.8	▲ 38.7%	▲ 39.9%
Total Direct Employment	260	360	480	430	300	250	250	220	230	290	▲ 29.2%	▲ 32.4%
Government Revenue	1.4	2.2	3.1	2.7	1.7	1.4	1.8	1.5	1.2	1.5	▲ 29.8%	▲ 0.4%
Local Revenue	0.8	1.2	1.7	1.5	0.9	0.8	1.0	0.8	0.6	0.8	▲ 41.2%	▼ -2.7%
State Revenue	0.7	1.0	1.3	1.2	0.8	0.7	0.8	0.7	0.6	0.7	▲ 18.7%	▲ 4.1%
Overnight Visitor Volume (Thousands)												
Party Trips	43.4	58.0	75.7	67.7	47.8	41.3	50.0	41.2	33.3	40.0	▲ 20.1%	▼ -2.9%
Party Nights	92.7	120.5	154.3	138.9	101.2	88.8	106.1	88.9	70.1	87.4	▲ 24.7%	▼ -1.7%
Person Trips	111.9	148.3	192.5	172.8	123.2	107.0	129.3	107.6	97.4	107.9	▲ 10.8%	▲ 0.3%
Person Nights	240.0	309.3	393.8	356.3	262.1	230.8	275.5	233.4	207.6	237.1	▲ 14.2%	▲ 1.6%
Average Overnight Spending (\$)												
per Party Trip	349	383	409	394	364	354	379	371	399	410	▲ 2.9%	▲ 10.6%
per Party Night	163	185	201	192	172	165	179	172	189	188	▼ -0.9%	▲ 9.2%
per Person Trip	135	150	161	154	141	137	147	142	136	152	▲ 11.6%	▲ 7.1%
per Person Night	63	72	79	75	66	63	69	65	64	69	▲ 8.3%	▲ 5.7%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Woodward County / Impacts, Detailed

Direct Travel Impacts & Visitor Volume 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg.	
											2020-21	2019-21
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	74.5	67.5	69.3	63.1	48.5	56.4	59.1	55.2	43.0	51.6	▲ 20.2%	▼ -6.5%
Other Travel*	3.7	3.8	3.5	2.6	2.5	2.6	2.9	2.9	2.0	3.2	▲ 58.3%	▲ 10.7%
Visitor Spending	70.8	63.6	65.8	60.6	46.0	53.8	56.2	52.4	41.0	48.5	▲ 18.3%	▼ -7.4%
Overnight	54.5	48.7	50.5	46.2	34.3	40.5	42.4	39.5	29.0	34.5	▲ 18.7%	▼ -12.7%
Day	16.3	14.9	15.4	14.3	11.7	13.2	13.7	12.9	12.0	14.0	▲ 17.4%	▲ 8.9%
Visitor Spending	70.8	63.6	65.8	60.6	46.0	53.8	56.2	52.4	41.0	48.5	▲ 18.3%	▼ -7.4%
Non-transportation	60.6	54.4	56.8	53.7	40.7	47.2	48.9	45.8	36.2	42.1	▲ 16.2%	▼ -8.2%
Transportation	10.2	9.2	9.0	6.8	5.3	6.5	7.2	6.5	4.8	6.4	▲ 34.6%	▼ -1.8%
Total Direct Earnings	13.6	12.1	12.3	12.0	9.7	10.9	10.6	9.7	9.3	9.8	▲ 4.9%	▲ 1.4%
Total Direct Employment	740	660	700	670	520	570	560	540	490	500	▲ 1.6%	▼ -7.0%
Government Revenue	6.3	5.7	6.3	5.9	4.4	5.2	5.2	4.9	3.4	4.4	▲ 28.6%	▼ -9.9%
Local Revenue	3.4	3.1	3.6	3.4	2.5	2.9	2.9	2.7	1.7	2.4	▲ 41.3%	▼ -11.5%
State Revenue	2.9	2.6	2.7	2.5	1.9	2.2	2.3	2.2	1.7	2.0	▲ 16.0%	▼ -7.9%
Overnight Visitor Volume (Thousands)												
Party Trips	116.2	103.9	106.2	100.1	78.6	89.2	90.7	83.2	62.9	69.4	▲ 10.3%	▼ -16.6%
Party Nights	258.2	232.4	237.9	224.9	179.9	202.1	205.1	188.9	132.8	158.7	▲ 19.5%	▼ -16.0%
Person Trips	291.3	260.8	266.4	251.2	197.7	223.8	227.8	209.3	173.7	176.8	▲ 1.8%	▼ -15.5%
Person Nights	646.7	582.7	596.0	563.8	451.6	506.9	514.6	474.6	365.1	404.1	▲ 10.7%	▼ -14.9%
Average Overnight Spending (\$)												
per Party Trip	469	469	475	462	436	455	468	474	461	496	▲ 7.6%	▲ 4.7%
per Party Night	211	210	212	206	191	201	207	209	219	217	▼ -0.7%	▲ 3.9%
per Person Trip	187	187	189	184	174	181	186	189	167	195	▲ 16.6%	▲ 3.3%
per Person Night	84	84	85	82	76	80	82	83	79	85	▲ 7.2%	▲ 2.5%

*Other Travel includes resident air travel, a portion of gasoline expenditures used to visit other areas of the state, and travel arrangement services

Glossary

Term	Definition
Hotel, Motel	Accommodation types that house transient lodging activity.
Private Home	Unpaid overnight accommodations used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Person Trips	Individual trips to the destination for all age groups.
NAICS	North American Industry Classification System.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
STVR	Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Taxes	Taxes generated by visitor spending

Methodology

Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Oklahoma, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

(Continued on next page)

Methodology / Continued

Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Oklahoma travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always an exact 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311) Breweries, Wineries, Distilleries (312120, 312130, 312140)
Arts, Entertainment & Recreation	Arts, Ent., Recreation (71) Scenic and Sightseeing Transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories (448) Sporting Goods, Hobby, Book and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Transportation	Rail Transportation (482114) Water Transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking Lots and Garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and Trade Show Organizers (56192)