

# The Economic Impact of Travel

## Oklahoma State Parks

2022

February 2024

**PREPARED FOR**

Oklahoma Tourism and Recreation Department



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# The Economic Impact of Travel to Oklahoma State Parks

2022

Oklahoma Tourism and Recreation Department

2/24/2024

## **PRIMARY RESEARCH CONDUCTED BY**

Dean Runyan Associates  
811 SW 11th Avenue Suite 920  
Portland, Oregon 97205

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# Background

## Purpose of the Report

This report was commissioned by the Oklahoma Tourism and Recreation Department to assess the economic impact of Oklahoma's state parks. Park systems are an important component of the travel and outdoor recreation industries in Oklahoma. Spending associated with park visits in Oklahoma generates earnings, employment, and taxes throughout the state. Many regions in Oklahoma contain state parks and count the travel industry as a primary export oriented 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 the economic impacts of Oklahoma state parks. Our analysis synthesizes this data and generates estimates for the impact of travel to regions 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 concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

## Limitations

These estimates are subject to change based on both changes in source data and any new data yet to be discovered.

Estimates are generated utilizing concepts from our proprietary economic impact model designed solely for analyzing travel activity. This model has been in use for over 20 years across multiple states, regions, and counties, along with other recreation area studies. Other economic impact models may produce estimates that differ from our results, but the magnitude of effects should be similar.



**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.

# Background / Continued

## Limitations, Continued

The characteristics of visitors to Oklahoma's state parks, their motivations and spending patterns, are not fully known. Our study makes use of survey data from OmniTrak's national survey panel, as well as the 2012 National Park Service Visitor Survey of the Chickasaw National Recreation Area<sup>1</sup> to estimate the influence of Oklahoma's state parks in visitors' decisions to travel, the size of visitor parties, and the visitor parties' spending behaviors while traveling. Because individuals typically engage in a variety of outdoor recreation activities while traveling, it is not straightforward to assign economic value to their individual activities. For purposes of our analysis, we only assess travel-related spending for the proportion of visitors whose primary purpose of travel was to visit an Oklahoma state park. Furthermore, our analysis only counts spending for the individual days during which visitors spend some amount of time in the park. Lastly, our analysis attributes economic impacts of park visitors to the state parks themselves. In reality, state park visitors likely spend money on travel-related industries throughout the state during their trip. Data limitations related to visitor characteristics are primarily due to limits of visitor survey data. It is not financially feasible to employ custom surveys at all parks over an adequate time period to build a truly representative survey sample. Despite the limitations inherent in our methods, we believe the simplifications made for the purpose of this analysis provide a legitimate basis for impacts estimation.

Visitation statistics were collected by the state at all state parks in Oklahoma. This attendance data is based on vehicle counts adjusted for recreation oriented vehicles, occupants in those vehicles, and multiple passes over counting mechanisms. This counting methodology is used by 97% of state park systems in the United States. For parks with overnight capabilities, occupancy data was provided for all offered accommodation types and are considered accurate as they are largely fee-based. Estimating day-use of state parks is more challenging given the limitations of park infrastructure for counting mentioned above. We implemented other adjustment mechanisms that shift day visitors based on local area populations to balance areas where visitation patterns exceeded the general pattern across the state park system. Attendance data based on vehicle counts is designed to estimate individual visitor days, for purposes of economic impact we converted these figures into individual party days, this representation of visitation will be less than attendance figures.

Detailed information on attendance and occupancy data for most parks was provided, but there are a few parks missing information (Disney, Little Blue, Raymond Gary, Clayton Lake, Gloss Mountain). Estimates were not made for parks without attendance or occupancy information.

1: Source: [https://sesrc.wsu.edu/doc/251\\_CHIC-MGM2.pdf](https://sesrc.wsu.edu/doc/251_CHIC-MGM2.pdf)



# Background / Continued

## What This Study Does Not Measure

The economic impacts reported in this study measure only the trip expenditures related to visitation to the state park system. The economic impacts that are *not* included in this analysis are:

- The secondary impacts associated with the direct spending. Secondary impacts are composed of indirect and induced effects and are sometimes referred to as "multipliers". Indirect impacts refer to the purchases of goods and services by the businesses that receive trip-related expenditures. Induced impacts refer to the spending by employees of the businesses that directly and indirectly receive trip-related expenditures.
- The capital and operational expenditures of service providers related to maintaining Oklahoma's state parks and their surrounding areas. Such expenditures should be considered costs, as they rely on state and local government funds.
- Spending on consumer durables (e.g., recreation equipment) by a visitor prior to the trip. Such purchases may be used on the trip but are not to be considered as travel impacts.
- Local resident expenditures made while attending the park.\* Local residents are defined as living within 50 miles of the respective state park. Spending by residents does not constitute an inflow of money to the area and is therefore not considered an economic impact.
- Any external benefits of Oklahoma's state parks. Just as high-quality schools increase the well-being of their surrounding communities in a variety of ways (real estate value, business investment, social harmony, etc.), outdoor recreation resources generate positive external benefits for individuals and communities.
- The marginal impact of state parks to the larger outdoor recreation economy. For example, it is uncertain what the effects to the larger outdoor recreation economy would be if one state park was removed or added. There are several elements that separate the marginal impact (the effect of one additional or one less) from the reported impact of state parks. The first is that recreation at state parks is often substitutable with recreation at other outdoor areas in the state. Participation rates in other outdoor activities may simply adjust to cover the loss of a single state park. Under this scenario, the marginal impact of a state park would be lower than the reported impact. A second element (in the opposite direction) is that state parks may operate synergistically with other attractions in an area to draw in visitors. The addition or removal of a state park may have a very large effect if the overall draw to the surrounding area is significantly affected.

\* Spending by local residents is included only if they spend the night in the park. This is in line with UNWTO's definition of travel related activity.





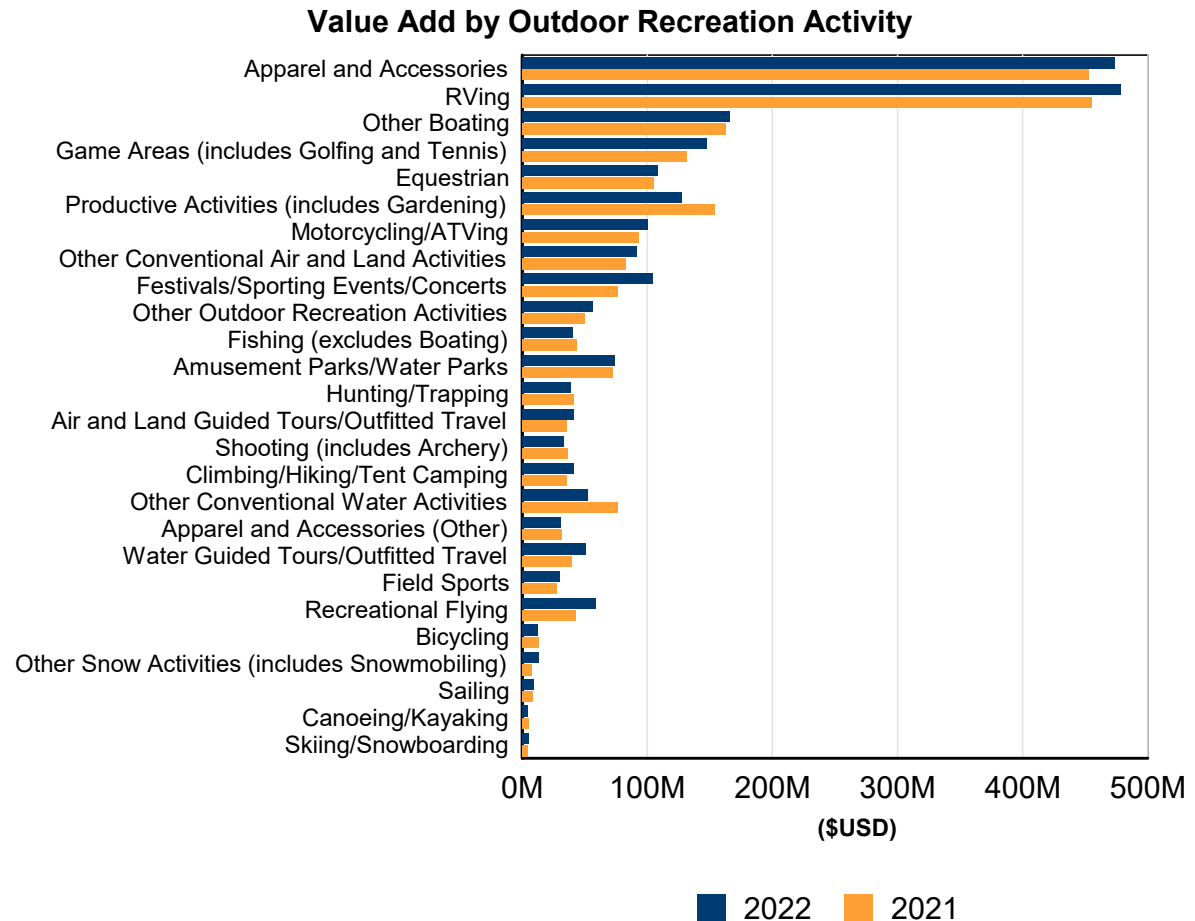
Outdoor Recreation

Oklahoma

# Oklahoma State Parks / Outdoor Recreation

## Oklahoma Outdoor Recreation Industry

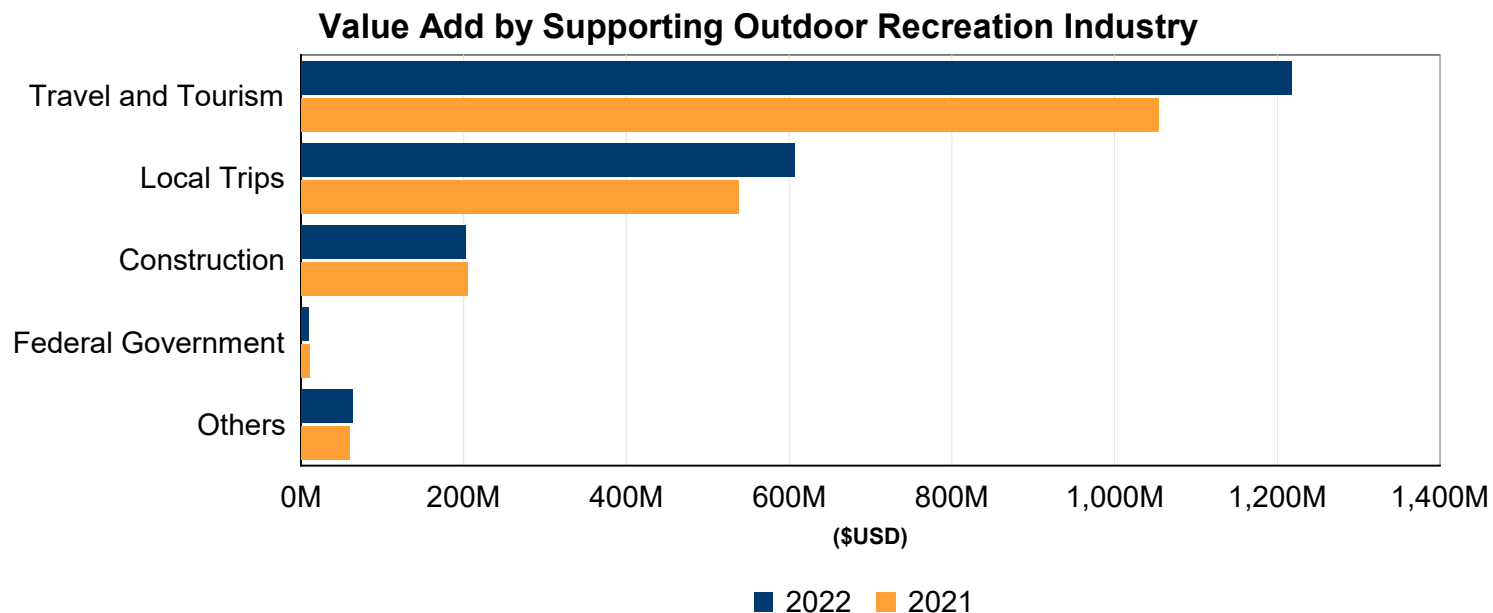
The BEA calculates employment and value add of every state's outdoor recreation industry. The graph to the right shows total value add of outdoor recreation activities in Oklahoma during 2021 and 2022. Several categories, including Apparel and Accessories and Festivals/Sporting Events/Concerts, decreased noticeably during 2020 due to the COVID-19 pandemic. Apparel and Accessories fully recovered to 2019 levels in 2021 and Festivals/Sporting Events/Concerts returned to 2019 levels in 2022. Value add from traditional state park activities has grown quickly from 2018-2022, with RVing growing 50% and Climbing/Hiking/Tent Camping increasing 67% over the 5-year period.



# Oklahoma State Parks / Outdoor Recreation

## Oklahoma Outdoor Recreation Industry

BEA also releases value add estimates on activities related to outdoor recreation use. The groupings reported below include industries that are not considered outdoor recreation themselves but that receive spending from persons participating in outdoor recreation activities. For example, Local Trips encompasses spending on gas, tolls, and food purchases associated with a local trip to participate in an outdoor recreation activity. Travel and Tourism includes spending on similar component industries by persons who travel greater than 50 miles to participate in an outdoor recreation activity. Value add from Travel and Tourism associated with outdoor recreation activities increased 15% in 2022, driven strongly by increases in lodging and transportation.



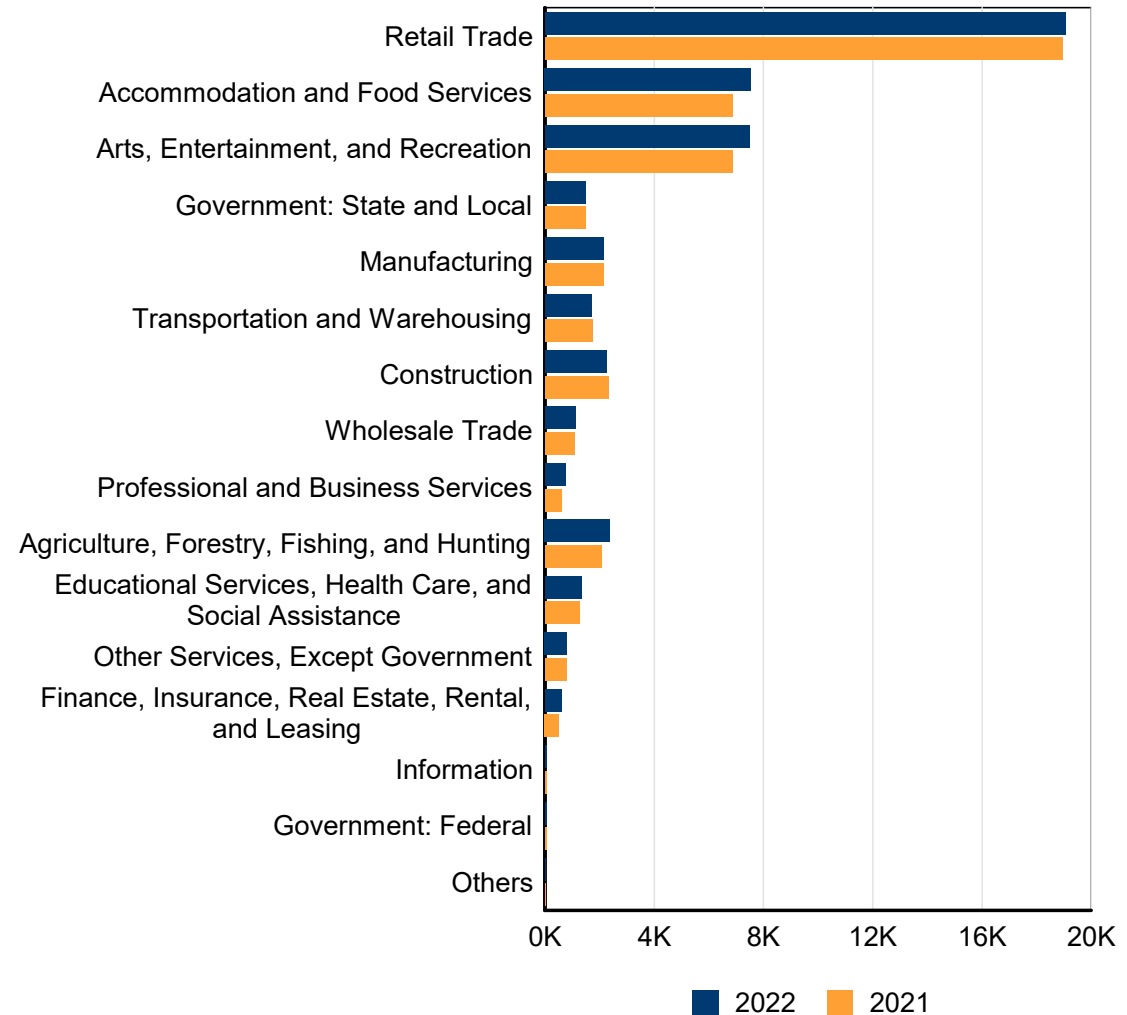
# Oklahoma State Parks / Outdoor Recreation

## Oklahoma Outdoor Recreation Industry

The BEA also tracks the number of jobs supported by outdoor recreation activities. While the Arts, Entertainment, and Recreation industry encompasses jobs related most directly to outdoor recreation, other industries are supported heavily by consumer spending related to participation in outdoor recreation. The largest employment benefits of outdoor recreation are located in Retail Trade (19,000 jobs in 2022) and Accommodation and Food Services (7,500 jobs in 2022).

Our analysis estimates that approximately 2,980 jobs are supported by non-local spending associated with visitation to Oklahoma state parks in 2022. Our job estimates are derived solely from visitors' travel-related expenses and do not include purchases of apparel or equipment made by visitors prior to their trip. Our job estimates also do not include any expenditure by Oklahoma residents visiting their local state parks (within 50 miles) unless staying the night or the secondary effects (indirect and induced) of visitors' travel-related spending. As such, our *direct impact* estimates are categorically different than BEA's job estimates - which do include local and pre-trip spending, as well as secondary effects. It is appropriate that our methodology differs from BEA, as the purpose of this report (estimating the direct economic impact of Oklahoma's state parks) differs from the purpose of the BEA's reporting (estimating the total share of economic activity related to outdoor recreation in Oklahoma).

Jobs Supported by Outdoor Recreation





# Economic Impacts

State Parks, 2022

# Oklahoma State Parks / Executive Summary

## Travel Impacts 2022



### **\$342.9 million in Travel Spending**

Visitors to state parks spent approximately \$342.9 million in the state of Oklahoma. Visitors who stayed overnight in a state park contributed 31.7% of the total spending.



### **2,840 Jobs**

Visitor activity to state parks generated 2,840 jobs across the state of Oklahoma.



### **\$60.9 million in Travel Earnings**

Proprietors and employees of travel-related businesses took home \$60.9 million in earnings and benefits.



### **\$23.2 million in Tax Revenue**

Travel spending generated approximately \$14.3 million in state tax receipts and \$8.9 million in local taxes.

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

# Oklahoma State Parks / Visitor Characteristics

**Average Expenditures Per Party Per Day by Type of Attendee, 2022**

	Lodging	Food & Beverage	Recreation	Retail & Grocery	Transportation & Gas	Total
Overnight in Park	\$48	\$37	\$10	\$50	\$85	\$230
Day*	\$0	\$43	\$4	\$23	\$35	\$105
Hotel, Motel, STVR*	\$107	\$118	\$8	\$26	\$50	\$309
Other Overnight*	\$10	\$30	\$3	\$31	\$30	\$104

\*For visitors who did not stay in the park we only estimated expenditures related to a portion of their total trip.

**Sources:** Dean Runyan Associates, Omnitrak Group LLC., Oklahoma Tourism and Recreation Department, Energy Information Administration, Bureau of Labor Statistics Consumer Price Index

Approximately 13% of all park attendance comes from parties utilizing in-park overnight accommodations. Over 72% all visitation to the state park system would be visitors from outside of 50 miles, and 28% of attendance comes from local residents living near the parks.

**Estimated Party Days by Type of Attendee, 2022**

	Visitors**	Overnight in Park	Day Trips to Parks*			
			Hotel, Motel, STVR	Day	Other Overnight	Local Residents
Party Days	2,531,687	462,253	100,301	1,843,540	125,594	969,428
Percent of Party Days	72.3%	13.2%	2.9%	52.7%	3.6%	27.7%

**Only these four groups included in "Visitors" for Economic Impact**

\*Groups under this banner are visiting parks during the day but are not staying inside the park.

\*\*Visitors do **not** include local resident usage.

Note: "Overnight in Park" covers all accommodation options inside park boundaries. "Other Overnight" includes visitors staying with friends and family, utilizing other unpaid accommodations (2nd homes), or camping outside parks. Our estimate of group volume may differ from park attendance counts, the primary difference is utilizing fee based estimates for overnight in park stays. See appendix for additional information.

**Sources:** Dean Runyan Associates, Oklahoma Tourism and Recreation Department, Census Bureau, National Park Service

# Oklahoma State Parks / Travel Impacts

## Direct Impacts of State Park Visitors, 2022

		Day Trips to Parks*			
	Overnight in Park	Hotel, Motel, STVR	Day	Other Overnight	Total
Spending by Commodity (Millions)					
Accommodations	\$22.0	\$10.7	-	\$1.3	\$33.9
Food & Beverage	\$17.1	\$11.9	\$78.5	\$3.8	\$111.3
Gasoline & Transportation	\$39.5	\$5.0	\$64.7	\$3.8	\$113.0
Recreation	\$4.5	\$0.8	\$8.1	\$0.4	\$13.7
Retail & Grocery	\$23.0	\$2.6	\$41.6	\$3.9	\$71.0
<b>Total</b>	<b>\$106.1</b>	<b>\$31.0</b>	<b>\$192.8</b>	<b>\$13.0</b>	<b>\$342.9</b>
Industry Earnings Generated by Travel Spending (Millions)					
Accommodations & Food Service	\$9.5	\$5.1	\$15.2	\$1.2	\$31.0
Recreation	\$2.0	\$0.3	\$3.0	\$0.1	\$5.4
Retail & Transportation	\$6.5	\$1.3	\$15.5	\$1.1	\$24.5
<b>Total</b>	<b>\$18.0</b>	<b>\$6.7</b>	<b>\$33.7</b>	<b>\$2.5</b>	<b>\$60.9</b>
Industry Employment Generated by Travel Spending (Jobs)					
Accommodations & Food Service	470	240	720	60	1,490
Recreation	150	30	250	10	440
Retail & Transportation	250	50	580	40	920
<b>Total</b>	<b>880</b>	<b>310</b>	<b>1,550</b>	<b>110</b>	<b>2,850</b>
Tax Receipts Generated by Travel Spending (Millions)					
Local Tax Receipts	\$2.3	\$1.5	\$4.8	\$0.4	\$8.9
State Tax Receipts	\$4.3	\$1.3	\$8.1	\$0.5	\$14.3
<b>Total</b>	<b>\$6.6</b>	<b>\$2.9</b>	<b>\$12.9</b>	<b>\$0.9</b>	<b>\$23.2</b>

\*Visitors under this banner are visiting parks daily but are not staying inside the park.

Note: "Overnight in Park" covers all accommodation options inside park boundaries. "Other Overnight" includes visitors staying with friends and family, utilizing other unpaid accommodations (2nd homes), or camping outside parks.



# Oklahoma State Parks / Regions

## State Park Regional Comparison

To further convey the importance and size of the travel activity generated by state park visitors, we've broken out our economic impact estimates by region. Also, a comparison of employment generated by state park visitation and the total regional employment, as reported by the Bureau of Economic Analysis, has been provided.

The table to the right highlights the distribution of spending by state park visitors across the state. Visitors to the Southeast Region parks contribute 33% of all state park spending. Most of the economic activity is concentrated to the eastern part of the state. These areas contain a majority of the state parks and are in close proximity to populated areas outside the state of Oklahoma.

The chart to the right presents an analysis of the employment generated by visitation to state parks as a percent share of all employment in the various regions. This is useful to understand the contribution of travel activity to the overall economy and can highlight any dependency the region may have on travel.

Employment generated by visitor activities at state parks constituted 0.12% of all state employment in 2022. For context, all travel activity in the state generates about 4% of all jobs in Oklahoma. Considering that activity at state parks is a subset of travel, the size is what we would expect. The Southeast Region park activity generates 0.65% of all jobs in the region, indicating that this region is more important to the local economy as compared to the other regions.

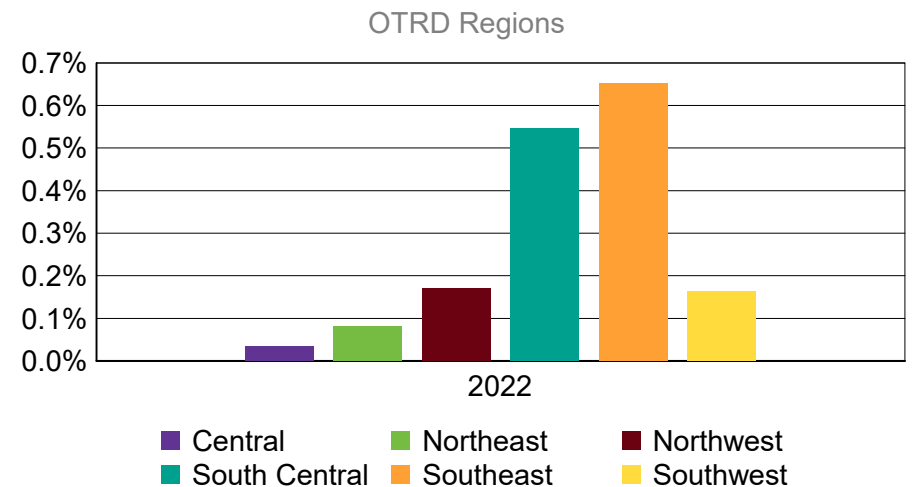
Region definitions on page 23 & 24 in appendix.

## Direct Travel Spend by Region, 2022

Region	Spending	Percent of State
Northeast Region	\$60.5	18%
Northwest Region	\$21.5	6%
Southeast Region	\$114.9	34%
Southwest Region	\$24.9	7%
Central Region	\$32.3	9%
South Central Region	\$88.8	26%

Source: Dean Runyan Associates

## Travel Employment as a Percent of Total Employment



Approximately 2.3 million jobs in Oklahoma across all industries

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

# Oklahoma State Parks / Parks

## Direct Impacts of State Park Visitors, 2022

Park Name	Party Days	\$Millions			\$Thousands		
		Spending	Earnings	Employment	State Taxes	Local Taxes	Total Taxes
Alabaster Caverns	2,700	\$0.6	\$0.1	10	\$24	\$16	\$40
Arrowhead	19,190	\$4.2	\$1.0	50	\$171	\$131	\$302
Beavers Bend	762,610	\$70.6	\$9.2	350	\$2,985	\$1,608	\$4,593
Bernice	9,920	\$1.6	\$0.4	20	\$66	\$41	\$107
Black Mesa	4,960	\$1.1	\$0.2	10	\$43	\$20	\$63
Boiling Springs	7,430	\$1.7	\$0.4	20	\$69	\$48	\$117
Cherokee	11,090	\$2.0	\$0.4	20	\$80	\$53	\$133
Cherokee Landing	9,730	\$1.5	\$0.4	20	\$66	\$46	\$111
Foss	45,090	\$7.3	\$1.7	70	\$309	\$218	\$527
Ft. Cobb	46,570	\$8.3	\$1.8	100	\$360	\$210	\$569
Great Plains	14,940	\$2.6	\$0.5	30	\$111	\$49	\$160
Great Salt Plains	50,190	\$6.7	\$1.0	60	\$278	\$187	\$465
Greenleaf	24,650	\$6.0	\$1.2	60	\$257	\$147	\$404
Honey Creek	15,170	\$2.5	\$0.6	30	\$106	\$63	\$168
Keystone	41,170	\$9.2	\$1.9	90	\$369	\$227	\$596
Lake Eufaula	29,170	\$3.9	\$0.8	40	\$167	\$110	\$277
Lake Murray	396,210	\$82.8	\$11.2	490	\$3,371	\$2,590	\$5,961
Lake Texoma	51,640	\$6.0	\$1.2	70	\$250	\$159	\$409
Little River / Thunderbird	147,020	\$32.3	\$7.8	360	\$1,327	\$882	\$2,208
Little Sahara	23,960	\$4.9	\$1.0	50	\$203	\$103	\$306
Mcgee Creek	10,810	\$2.3	\$0.5	20	\$99	\$48	\$147
Natural Falls	13,750	\$2.8	\$0.6	30	\$116	\$69	\$184
Osage Hills	17,120	\$3.2	\$0.7	30	\$129	\$92	\$221
Quartz Mountain	102,320	\$6.7	\$1.1	70	\$287	\$159	\$446
Robbers Cave	457,770	\$31.5	\$5.2	240	\$1,334	\$544	\$1,877
Roman Nose	42,180	\$6.6	\$1.6	90	\$283	\$196	\$479
Sequoyah	48,320	\$11.7	\$2.5	120	\$485	\$323	\$807
Sequoyah Bay	22,290	\$4.9	\$1.0	50	\$196	\$113	\$309
Spavinaw	4,490	\$0.8	\$0.2	10	\$34	\$21	\$55
Talimena	2,000	\$0.4	\$0.1	10	\$16	\$6	\$22
Tenkiller	31,470	\$7.3	\$2.2	100	\$315	\$220	\$534
Twin Bridges	16,460	\$3.2	\$0.7	40	\$135	\$89	\$224
Wister	49,310	\$6.0	\$1.9	110	\$263	\$148	\$411
<b>All Parks</b>	<b>2,531,690</b>	<b>\$342.9</b>	<b>\$60.9</b>	<b>2,840</b>	<b>\$14,301</b>	<b>\$8,933</b>	<b>\$23,233</b>

# 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 local 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, sales tax data from state departments of revenue, US Census economic surveys, lodging sales data from STR and Key Data and other sources of economic data.

## Travel Impacts Methodology Modifications for this Study

Due to the nature of this study and the geography involved, we made several modifications to our existing model to properly take into account the uniqueness of state parks. Many state parks sit in multiple counties or on county borders. Because of this, we altered our county model to a regionally-based model. All trip expenditures were assigned to the region in which the visited state park is located. Impacts by state park should be understood as the economic impacts generated across the state as a whole in conjunction with visitation to the respective state park.

Oklahoma Tourism and Recreation Department (OTRD) has provided detailed information on attendance and occupancy data for most parks, but there are a few parks missing information (Disney, Little Blue, Raymond Gary, Clayton Lake). Estimates were not made for parks without attendance or occupancy information.

OTRD also provided information on revenue activities in the parks, as well as park employment. This information was used to adjust expenditure and employment estimates in conjunction with the other private and public data sources we traditionally incorporate.

# Methodology / Continued

## Attendance versus Visitor Volume

**Attendance:** Visitation statistics were collected by the state at all state parks in Oklahoma. This attendance data is based on vehicle counts adjusted for recreation oriented vehicles, occupants in those vehicles, and multiple passes over counting mechanisms. This counting methodology is used by 97% of state park systems in the United States.

**Visitor Volume for Economic Impacts:** To ascertain the appropriate level of visitation for estimating the economic impacts associated with state park activity, Dean Runyan Associates made adjustments to attendance figures based on multiple concepts.

- In-park overnight accommodation volume are based on occupancy data and are considered accurate as they are largely fee-based.
- Day visitors are the group remaining after subtracting overnight visitors from attendance. Day visitors are further split into further groupings "Hotel, Motel, Short Term Vacation Rental", "Other Overnight", "Day", and "Local". To accomplish this we utilized survey results from the Chickasaw NRA study for the National Park Service.
- Adjustments for local area population. Comparing estimated "Local" visitation and population within the region. In areas where visitation trips per household exceeded the general statewide average a portion of these trips were returned to the "Day" visitor pool.
- Persons living within 50 miles of a state park are considered "Local" and excluded from visitor volume as their spending would not constitute an inflow of money into the region.
- Visting a state park must be the primary purpose of the visitor to be included within our estimates of visitor volume and economic impact.
- Adjustments to visitor volume based on sales tax collections and other economic indicators in regions surrounding individual parks.
- Because the average travel party contains approximately 2.6 persons, our estimate of "Party Days" is smaller than park attendance data, which is in person days.



# Appendix / Region Definitions

## Counties & Regions

Northeast	Northwest	Southeast	Southwest	Central	South Central
Adair	Alfalfa	Atoka	Beckham	Canadian	Carter
Cherokee	Beaver	Bryan	Caddo	Cleveland	Garvin
Craig	Blaine	Choctaw	Comanche	Grady	Johnston
Creek	Cimarron	Coal	Cotton	Hughes	Love
Delaware	Dewey	Haskell	Custer	Lincoln	Marshall
McIntosh	Ellis	Latimer	Greer	Logan	Murray
Mayes	Garfield	Le Flore	Harmon	McClain	Pontotoc
Muskogee	Grant	McCurtain	Jackson	Okfuskee	
Nowata	Harper	Pittsburg	Jefferson	Oklahoma	
Okmulgee	Kay	Pushmataha	Kiowa	Payne	
Osage	Kingfisher		Roger Mills	Pottawatomie	
Ottawa	Major		Stephens	Seminole	
Pawnee	Noble		Tillman		
Rogers	Texas		Washita		
Sequoyah	Woods				
Tulsa	Woodward				
Wagoner					
Washington					

# Appendix / Region Definitions

## Parks & Regions

Northeast	Northwest	Southeast	Southwest	Central	South Central
Cherokee Landing	Alabaster Caverns	Arrowhead	Fort Cobb	Lake Thunderbird	Lake Murray
Greenleaf	Black Mesa	Beavers Bend	Foss		Lake Texoma
Lake Eufaula	<b>Gloss Mountain</b>	Lake Wister	Quartz Mountain		
Keystone	Boiling Springs	<b>Clayton Lake</b>	Great Plains		
Sequoyah Bay	Salt Plains	Robbers Cave			
Osage Hills	Roman Nose	<b>Raymond Gary</b>			
Natural Falls	Little Sahara	McGee Creek			
Sequoyah		Talimena			
Twin Bridges Area at Grand Lake					
Spavinaw Area at Grand Lake					
<b>Little Blue Area at Grand Lake</b>					
Honey Creek Area at Grand Lake					
<b>Disney Area at Grand Lake</b>					
Bernice Area at Grand Lake					

Parks names in bold were not estimated due to lack of occupancy and/or attendance information.



# Glossary

## Terms and Abbreviations

**BEA:** Bureau of Economic Analysis

**BLS:** Bureau of Labor Statistics

**ORSA:** Outdoor Recreation Satellite Account

**OTRD:** Oklahoma Tourism and Recreation Department

**Day Travel / Day Visitor:** Visitor from greater than 50 miles visiting for a single day.

**Hotel, Motel, STVR:** Visitors staying in hotels, motels, lodgings, bed and breakfasts, short term vacation rentals.

**Local:** Residents within 50 miles of the park.

**Other Overnight:** Visitors staying in accommodations not in the park, and are not staying in hotels or short term vacation rentals. Includes people staying with family, an owned seasonal property for personal use, and camping outside the park.

**Overnight in Park:** Visitors staying overnight in the park.

**STVR:** Short term vacation rental.

**Visitor Party:** A group of visitors traveling together.

**Direct Spending:** Expenditures made by visitors on travel goods and services during their trip.

**Direct Earnings:** Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income and 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.