

The Economic Impact of Travel

Oklahoma

2025

State and County Impacts

May 2026

PREPARED FOR

Oklahoma Tourism and Recreation Department



Page intentionally blank

The Economic Impact of Travel in Oklahoma

2025
State and County Impacts

Oklahoma Tourism and Recreation Department

5/22/2026

PRIMARY RESEARCH CONDUCTED BY

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

Table of Contents

Introduction.....	5
U.S. Travel Impacts.....	6
Spending.....	7
International Spending.....	8
Employment.....	10
State Impacts.....	10
Summary.....	11
Spending.....	12
Direct Spending Inflation Adjusted.....	13
Visitor Spending by Accommodation Type.....	14
Visitor Spending by Commodity.....	14
Origin.....	15
Earnings.....	16
Employment.....	17
Tax Revenue.....	18
Tax Revenue (Detailed).....	19
Impacts Table (Summary).....	20
Impacts Table (Detailed).....	21
Travel GDP.....	24
Secondary Effects.....	26
Visitor Volume.....	30
County Impacts.....	32
Summary.....	34
Overnight Volume, 2025.....	37
Average Overnight Spending, 2025.....	40
Travel vs. All Employment & Earnings.....	43
Direct Spending.....	46
Impacts, Detailed.....	66
Glossary.....	143
Methodology.....	144
State Parks Travel Spending.....	147

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.

Revisions

There have been minor revisions to the travel spending estimates related to gaming expenditures for prior years based on additional data made available after the last report was published.



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.



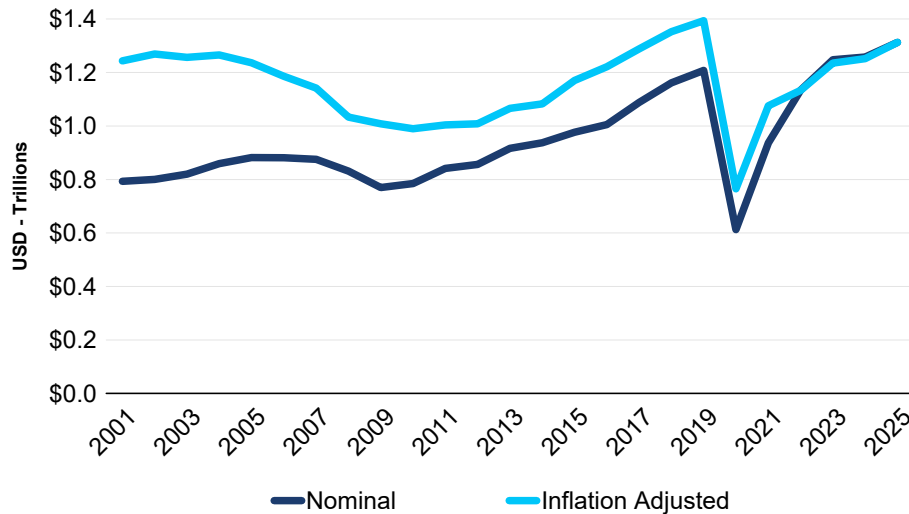
National Impacts

2025

U.S. Travel Impacts

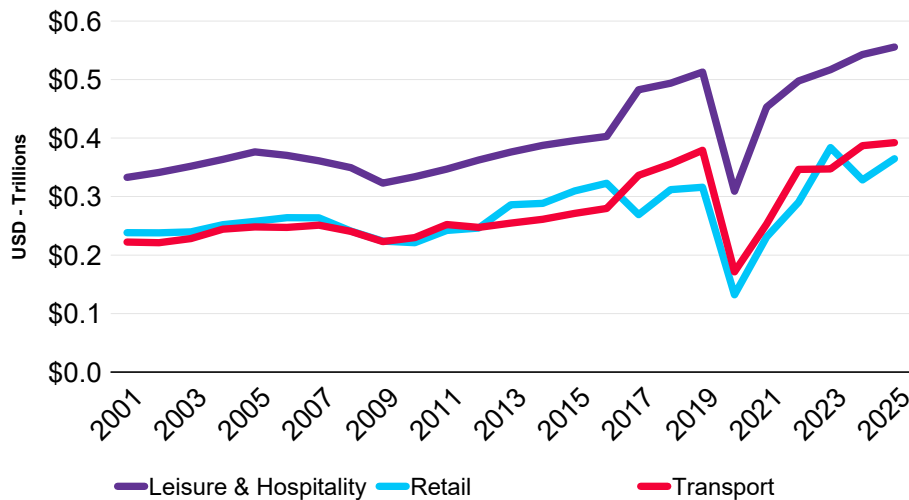
Direct Travel Spending

Direct Travel Spending 2001-2025



National travel-related spending was \$1.3 trillion in 2025, a **4.2% (4.8% when adjusted for inflation) increase** compared to the previous year.

Direct Travel Spending by Commodity 2001-2025



Travelers spent \$558.2 billion on Leisure & Hospitality in 2025, accounting **for 42.6% of the total direct expenditures.**

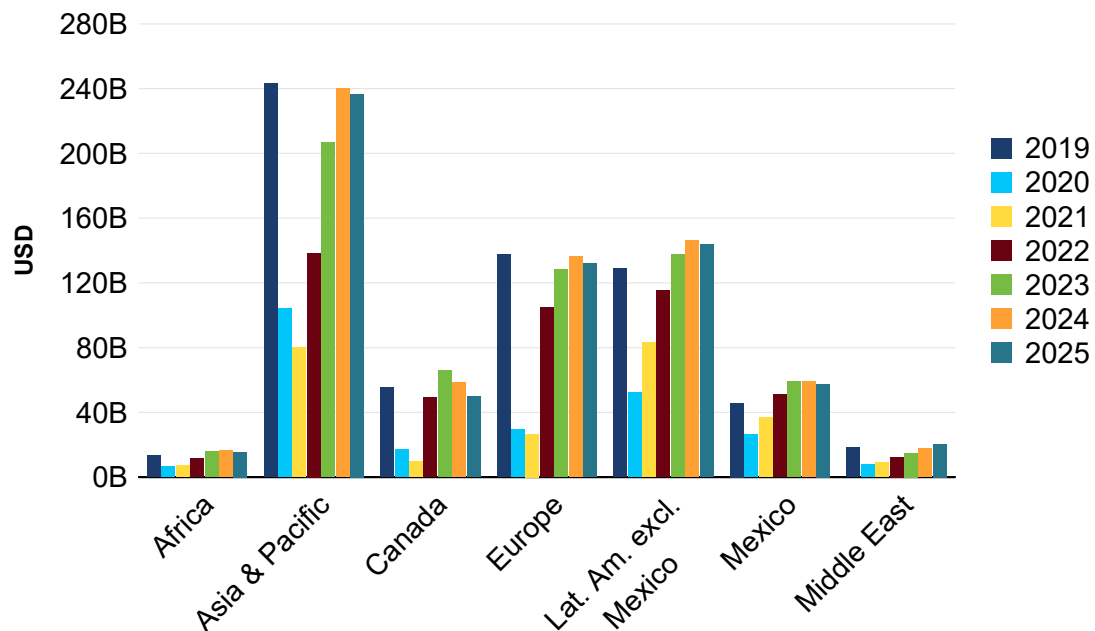
Source: Dean Runyan Associates, Bureau of Economic Analysis (BEA)

Note: DRA estimates 2025 national direct spend using BEA Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024 and 2025. Inflation-adjusted spending is in chained 2017 dollars, and calculated specific for the travel industry, declines in transportation prices over the last couple of years leads to deflation overall.

U.S. Travel Impacts

Direct Spending

International Travel Spending 2019-2025



Sources: Dean Runyan Associates, Bureau of Economic Analysis

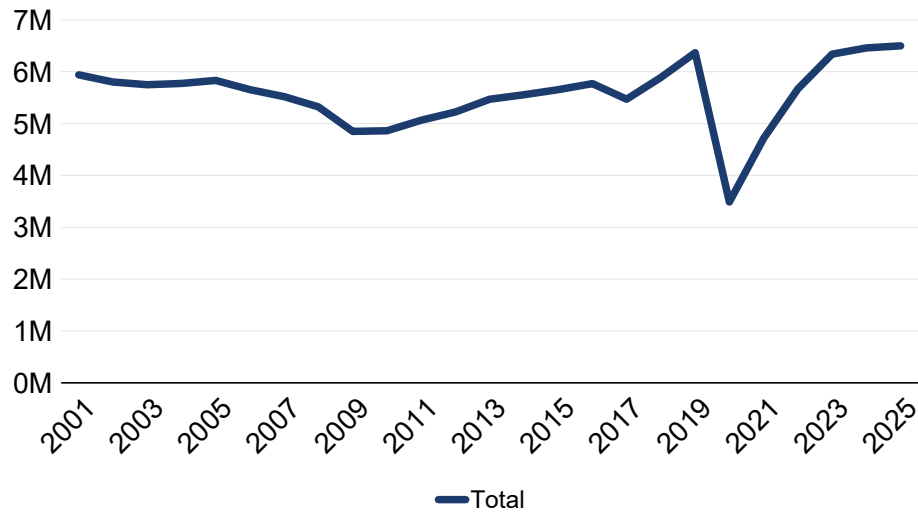
Visitors from Asia & Pacific Islands spent \$236.7 billion on U.S. travel in 2025, a **1.3% decrease** compared to the previous year.



U.S. Travel Impacts

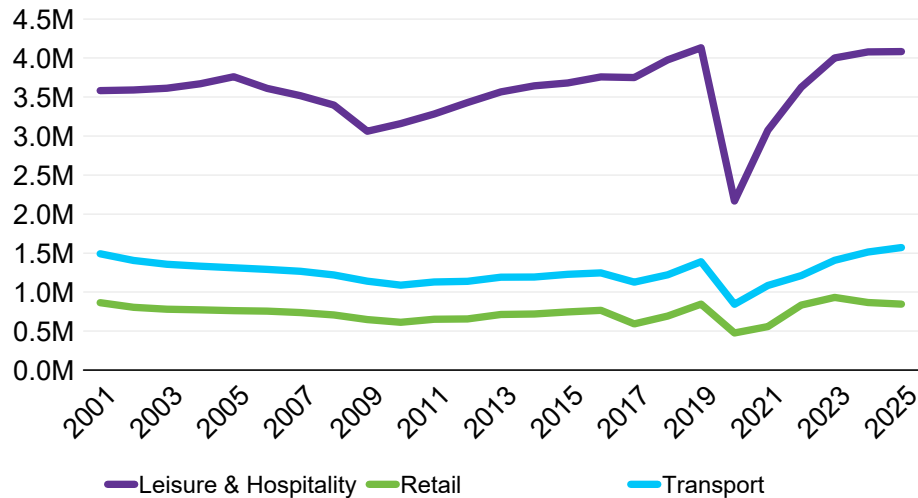
Direct Travel Employment

Employment 2001-2025



Approximately **41 thousand jobs** were gained in **2025**, a **0.6% increase** compared to the previous year.

Employment by Industry Sector 2001-2025



Travel supported **4.1 million jobs** in the **Leisure and Hospitality industry** sector in 2025, approximately level with the previous year.

Source: Dean Runyan Associates, Bureau of Economic Analysis (BEA)



State Impacts

2025

Oklahoma Travel Impacts

Summary, 2025



2.4% Increase in Travel Spending

Travel spending in Oklahoma increased 2.4% from \$12.5 billion in 2024 to \$12.8 billion in 2025.



960 Jobs Gained

Direct travel-generated employment grew from 108,300 in 2024 to 109,260 in 2025. Approximately 960 additional jobs were generated, representing a 0.9% increase compared to the previous year.



4.1% Growth in Travel Earnings

Direct travel-generated earnings grew from \$3.3 billion in 2024 to \$3.4 billion in 2025, an increase of approximately \$135 million or 4.1%.



4.5% Increase in State & Local Tax Revenue

Overall, tax revenue (state and local) generated by travel spending grew from \$914 million in 2024 to \$955 million in 2025, a 4.5% increase. Local tax revenue increased 6.4% while state tax revenue increased 3%.

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

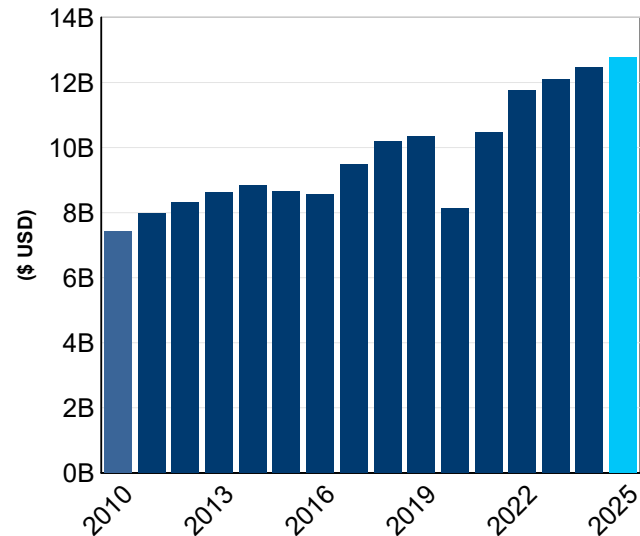


Photo via Pexels.com

Oklahoma Travel Impacts

Direct Travel Spending

Direct travel spending increased by \$295 million in 2025.

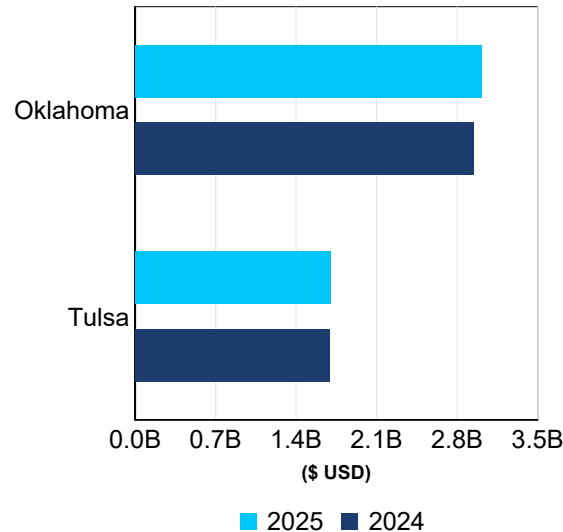


In 2025, travel spending grew to \$12.8 billion, a 2.4% increase from 2024.

From 2016-2025, Oklahoma travel spending grew at an annual growth rate of 4.5%.



Spending in the two largest counties continued to grow in 2025.



Visitors spent a combined \$4.7 billion in Oklahoma and Tulsa counties alone in 2025, 37% of the state total. The growth rate of these two counties was 1.8% compared to a growth rate of 2.4% for the state as a whole.



Visitor + Other Travel
=
Direct Travel Spending

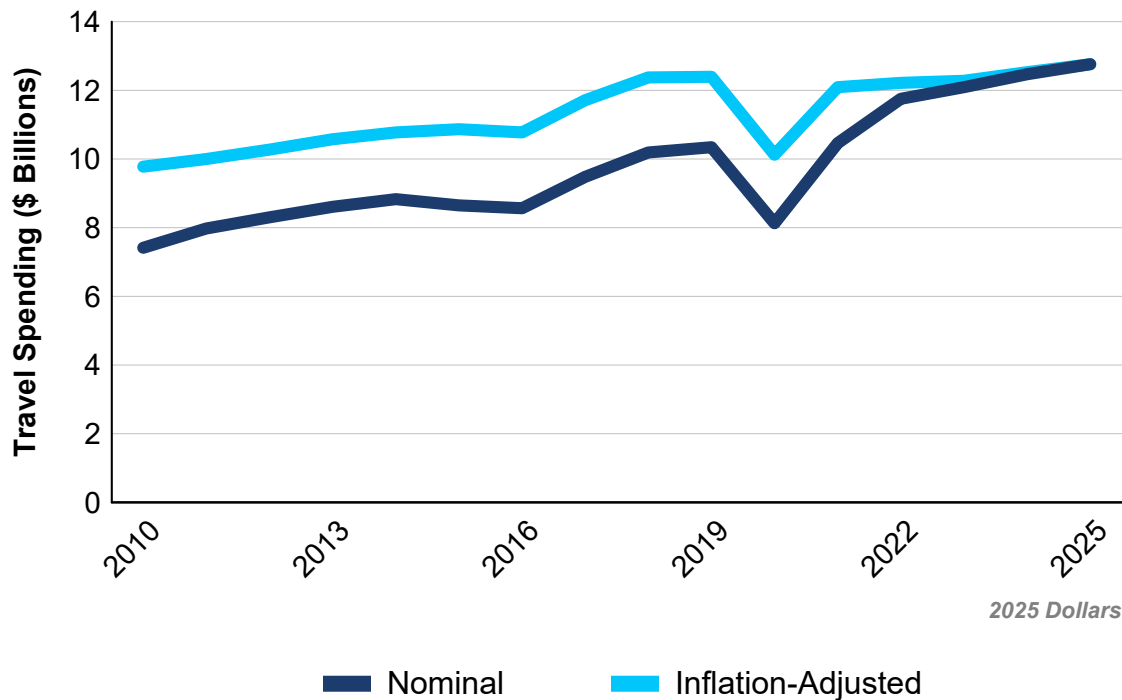
What is direct travel spending?

Direct travel spending includes both visitor spending and other spending. **Visitor spending** refers to all spending on goods and services by visitors in 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 Travel Impacts

Direct Spending

Inflation-Adjusted Spending



In 2025, travel spending increased \$295 million or 2.4% in nominal dollars, or \$234 million or 1.9% in inflation-adjusted dollars.

Sources: Dean Runyan Associates, Bureau of Labor Statistics CPI

How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the “Inflation Adjusted” travel spending in the chart to the left. This is also known as “real” spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.

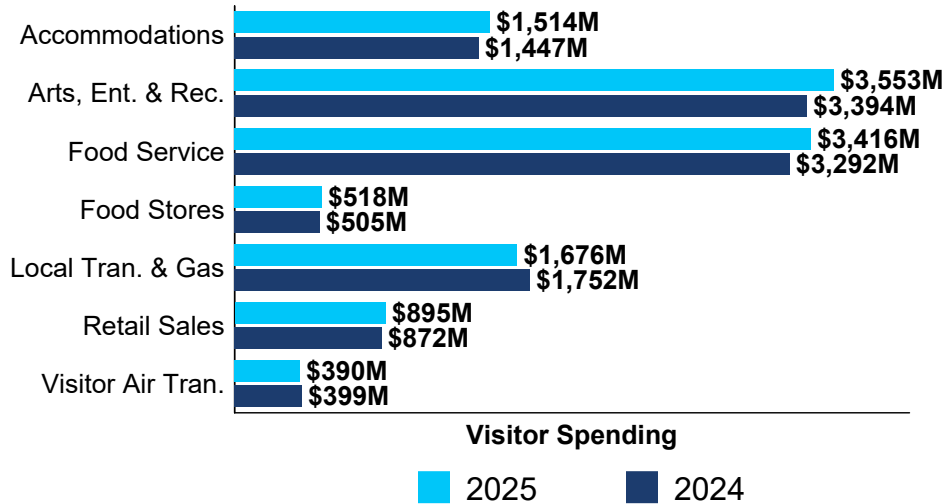


Oklahoma 2025 Selected Prices (% Chg.)

**Hotel & Short Term Vacation
Rental Room Rates: 1.4%
Gasoline Prices: -7%**

Oklahoma Travel Impacts

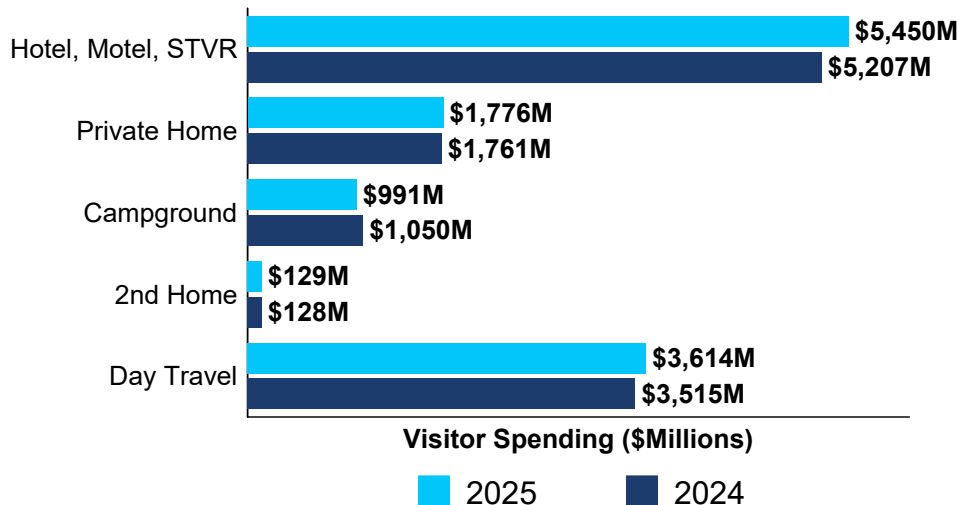
Visitor Spending by Commodity Purchased



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

Visitor spending on Arts, Entertainment, and Recreation (includes gaming) **grew \$159 million** in 2025 compared to 2024, **an increase of 4.7%**. Visitor spending on Accommodations grew to \$1.5 billion, a year-over-year **increase of 4.6%**.

Visitor Spending by Accommodation Type



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

Visitors who stayed in a hotel, motel or short-term vacation rental (STVR) spent a combined \$5.5 billion in 2025, **an increase of 4.7%** compared to 2024.

Visitor Spending by Accommodation Type includes spending on all commodities by where the visitors spend the night or for day-trips.

Oklahoma Travel Impacts

Visitor Spending by Origin, 2025

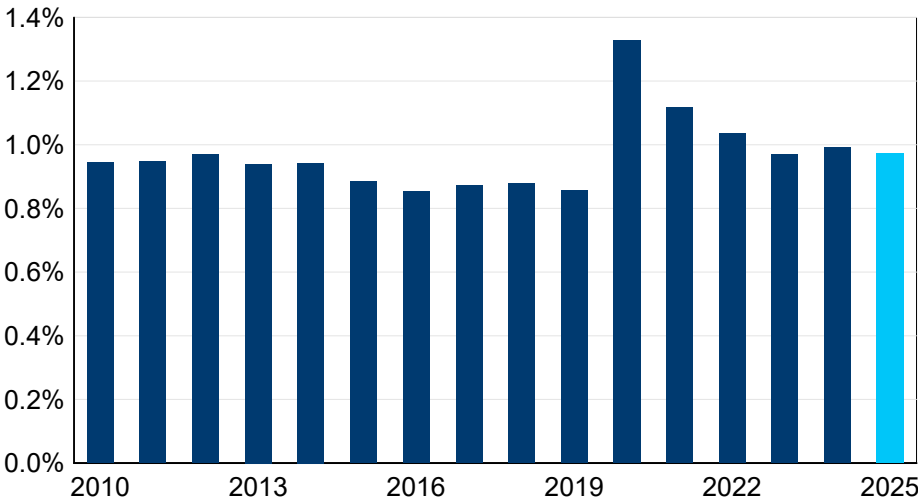
Domestic travelers from outside of Oklahoma accounted for approximately 70% of all visitor spending in 2025, while residents of Oklahoma accounted for 27% of the total. International visitors account for approximately 3% of visitor spending.

Over the last decade (2016-2025), Oklahoma's share of U.S. travel spending has grown by 0.12 percentage points, reaching 0.97%. During the COVID-19 pandemic the share of travel increased substantially, in part due to the insulation of Oklahoma's travel economy from international visitation.

Visitor Spending by Residence, 2025

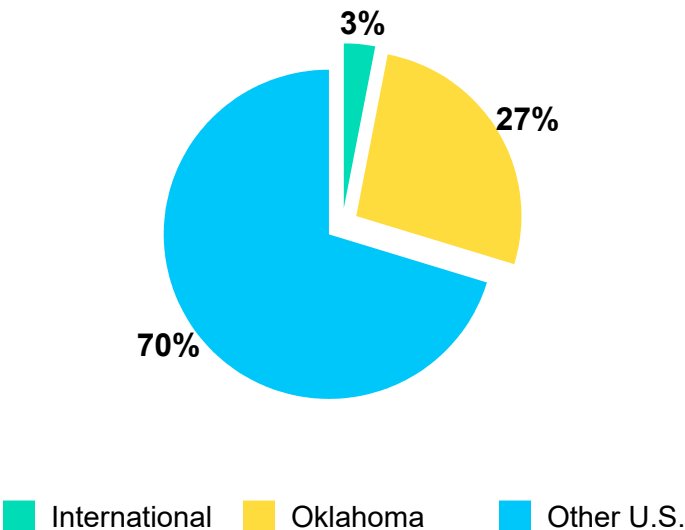
Origin	Spending (Billions)
International	\$0.4
Other U.S.	\$8.4
Oklahoma	\$3.2
Visitor Spending	\$11.9

Oklahoma Share of U.S. Travel Spending



Sources: NTTO, BEA, Dean Runyan Associates

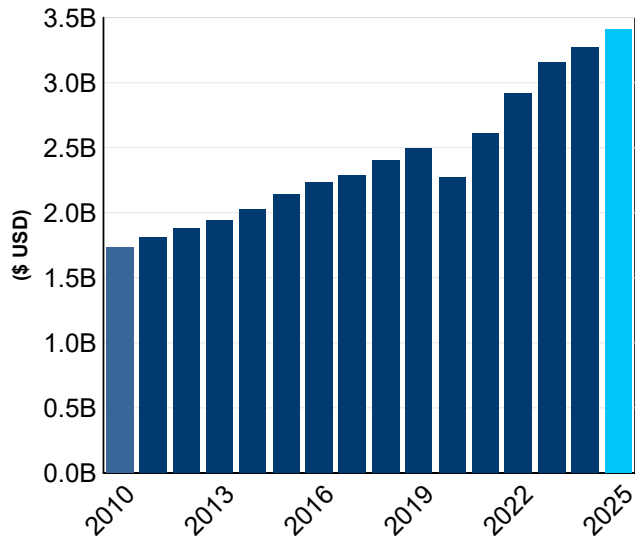
Visitor Spending by Visitor Residence, 2025



Oklahoma Travel Impacts

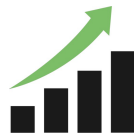
Direct Earnings

Direct travel-generated earnings increased by \$135 million in 2025.

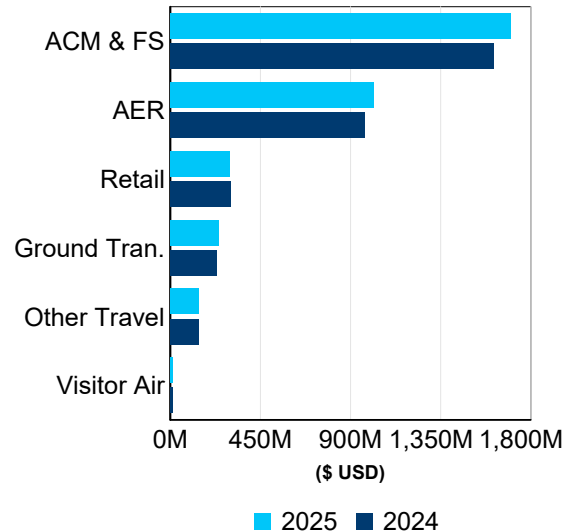


In 2025, direct travel-generated earnings grew to \$3.4 billion, a 4.1% increase from the prior year.

From 2016-2025, Oklahoma direct travel-generated earnings grew at an annual growth rate of 4.8%.



All sectors except Retail had annual growth.



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

Leisure and Hospitality (ACM & FS + AER) grew at a combined rate of 4.9% from 2024 to 2025.



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

What are direct travel-generated earnings?

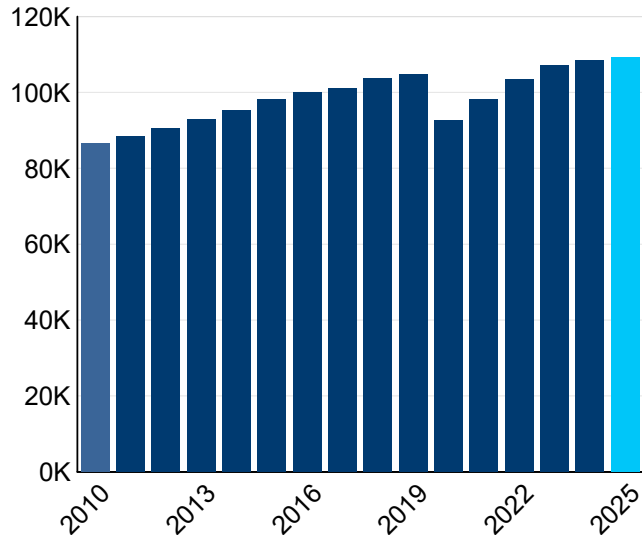
Direct travel-generated earnings represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

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 Travel Impacts

Direct Employment

Direct travel-generated employment increased by 960 jobs in 2025.

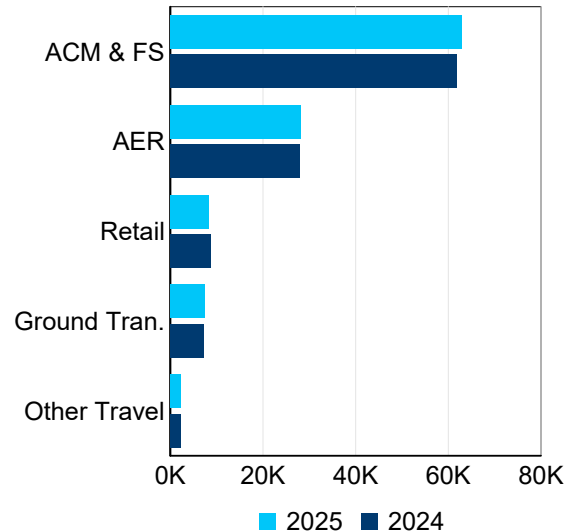


In 2025, direct travel-generated employment totaled 109.3 thousand jobs, a 0.9% increase from the prior year.

From 2016-2025, Oklahoma travel employment grew at an annual growth rate of 1.0%.



Accommodations and Food Services sector had the most growth.



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

Employment in the Accommodations and Food Services sector totaled 62,910 in 2025, a gain of 1,110 jobs (1.8%) from 2024.

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 Oklahoma, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

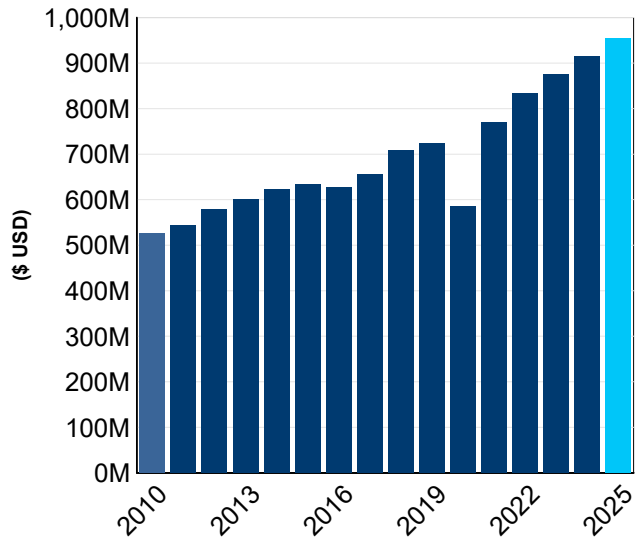


In 2025, every \$1 million in travel-related spending resulted in 8.6 jobs for the industry.

Oklahoma Travel Impacts

Direct State & Local Tax Receipts

Direct travel-generated tax revenue increased by \$41 million in 2025.

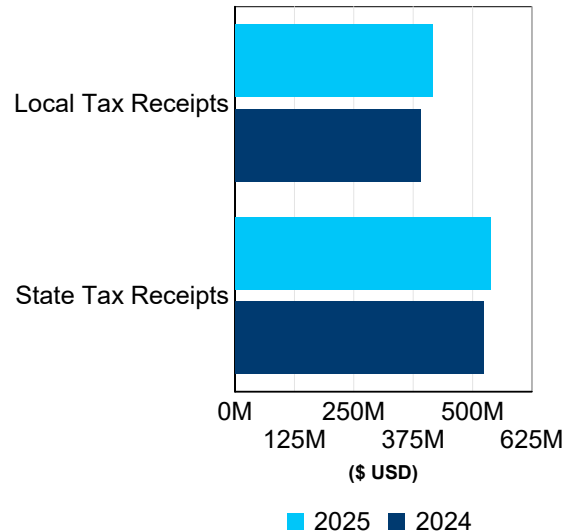


Direct travel-generated tax revenue increased to \$955 million in 2025, a 4.5% increase from the prior year.

From 2016-2025, Oklahoma tax revenue grew at an annual growth rate of 4.5%.



Tax revenue increases across state and local sources.



State and local tax receipts grew at different rates in 2025. State tax receipts grew 3.0%, while local tax receipts grew 6.4%.

The stronger growth in local tax receipts is largely attributable to increased lodging tax receipts.

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 Travel Impacts

Travel-Generated Government Revenue, 2025

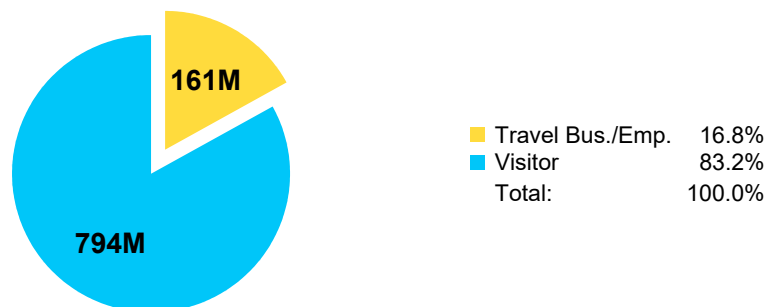
The chart below shows the distribution of travel-generated tax revenue. Federal taxes include income, payroll, airline ticket taxes, and motor fuel excise tax.

Local, State & Federal Revenue
(\$Millions)



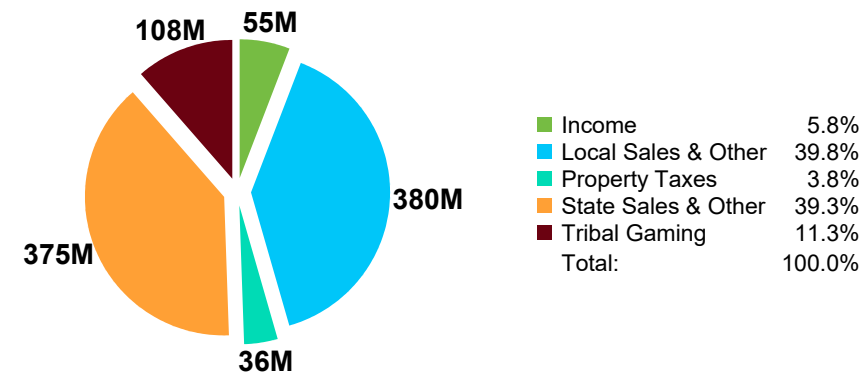
Approximately 84% of all local and state tax travel-generated revenue is attributable to visitors while the remaining comes from travel businesses and employees.

Local & State Revenue
by visitor or travel business & employees (\$Millions)



Over 79% of taxes generated by the travel industry are at the point-of-sale. Gaming exclusivity fees attributable to visitors make up 11% of state and local taxes generated by the travel industry. The remaining 10% comes from income taxes and property taxes attributable to the travel industry.

Local & State Revenue
(\$Millions)



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 payments attributable to travel business employees are included.

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.

Oklahoma Travel Impacts

Direct Travel Impact Summary

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	24-25	22-25*	16-25*
Spending (\$Millions)													
Total (Current \$)	8,566	9,480	10,192	10,342	8,130	10,465	11,756	12,094	12,467	12,762	2.4%	2.8%	4.5%
Other	637	624	670	714	306	455	653	761	806	801	-0.6%	7.0%	2.6%
Visitor	7,929	8,857	9,522	9,627	7,824	10,010	11,102	11,333	11,661	11,961	2.6%	2.5%	4.7%
Non-transportation	6,463	7,279	7,742	7,865	6,587	8,194	8,821	9,147	9,509	9,896	4.1%	3.9%	4.8%
Transportation	1,465	1,578	1,780	1,763	1,237	1,816	2,281	2,187	2,152	2,065	-4.0%	-3.3%	3.9%
Earnings (\$Millions)													
Earnings (Current \$)	2,231	2,290	2,401	2,493	2,273	2,609	2,917	3,153	3,272	3,407	4.1%	5.3%	4.8%
Employment (000's)													
Employment	100.1	100.9	103.6	104.8	92.5	98.0	103.3	107.1	108.3	109.3	0.9%	1.9%	1.0%
Tax Revenue (\$Millions)													
Total (Current \$)	988	1,019	1,091	1,122	900	1,156	1,284	1,358	1,417	1,471	3.8%	4.6%	4.5%
Local	259	272	300	308	230	319	350	372	391	416	6.4%	6.0%	5.4%
Visitor	209	216	239	243	165	254	282	301	319	345	8.2%	7.0%	5.7%
Bus. or Employee	50	57	61	65	65	65	68	71	73	72	-1.5%	1.7%	4.0%
State	368	384	408	415	356	450	484	503	522	538	3.0%	3.6%	4.3%
Visitor	305	317	336	342	288	375	403	417	435	449	3.3%	3.7%	4.4%
Bus. or Employee	63	67	72	74	68	75	81	86	88	89	1.5%	3.1%	3.9%
Federal	361	363	384	398	313	387	450	484	504	516	2.5%	4.7%	4.0%

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

Oklahoma Travel Impacts

Direct Spending Detail

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	24-25	22-25
Direct Travel Spending (\$Million)												
Destination Spending	7,929	8,857	9,522	9,627	7,824	10,010	11,102	11,333	11,661	11,961	2.6%	2.5%
Other Travel*	637	624	670	714	306	455	653	761	806	801	-0.6%	7.0%
TOTAL	8,566	9,480	10,192	10,342	8,130	10,465	11,756	12,094	12,467	12,762	2.4%	2.8%
Visitor Spending by Type of Traveler Accommodation (\$Million)												
Hotel, Motel,STVR	3,649	3,842	4,215	4,258	3,202	4,446	5,057	5,038	5,207	5,450	4.7%	2.5%
Hotel, Motel						4,310	4,895	4,851	4,977	5,187	4.2%	
STVR						136	161	187	230	263	14.6%	
Private Home	1,327	1,404	1,479	1,480	1,049	1,384	1,674	1,737	1,761	1,776	0.9%	2.0%
Campground	466	465	522	549	725	812	877	990	1,050	991	-5.6%	4.2%
2nd Home	104	124	128	129	121	113	127	129	128	129	0.4%	0.4%
Day Travel	2,381	3,022	3,179	3,212	2,728	3,255	3,367	3,439	3,515	3,614	2.8%	2.4%
TOTAL	7,929	8,857	9,522	9,627	7,824	10,010	11,102	11,333	11,661	11,961	2.6%	2.5%
Visitor Spending by Commodity Purchased (\$Million)												
Accommodations	962	993	1,074	1,093	814	1,128	1,277	1,350	1,447	1,514	4.6%	5.8%
Food Service	2,261	2,348	2,527	2,584	2,237	2,726	2,965	3,144	3,292	3,416	3.8%	4.8%
Food Stores	346	346	362	364	351	426	474	502	505	518	2.5%	2.9%
Local Tran. & Gas	1,144	1,259	1,432	1,405	1,108	1,573	1,942	1,812	1,752	1,676	-4.4%	-4.8%
Arts, Ent. & Rec.	2,192	2,882	3,037	3,084	2,573	3,134	3,254	3,287	3,394	3,553	4.7%	3.0%
Retail Sales	702	710	743	740	613	779	850	863	872	895	2.6%	1.7%
Visitor Air Tran.	322	319	348	357	129	243	340	375	399	390	-2.4%	4.7%
TOTAL	7,929	8,857	9,522	9,627	7,824	10,010	11,102	11,333	11,661	11,961	2.6%	2.5%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

Oklahoma Travel Impacts

Direct Travel Impact Detail

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	24-25	22-25
Industry Earnings Generated by Travel Spending (\$Million)												
Accom. & Food Serv.	1,090	1,129	1,190	1,227	1,108	1,304	1,434	1,555	1,617	1,699	5.1%	5.8%
Arts, Ent. & Rec.	659	677	705	746	650	761	875	930	970	1,016	4.7%	5.1%
Retail**	231	229	233	238	250	259	292	298	301	296	-1.3%	0.5%
Ground Tran.	141	150	160	163	155	173	197	223	232	241	3.9%	6.9%
Visitor Air Tran.	11	13	15	15	15	14	14	12	11	11	1.0%	-7.9%
Other Travel*	98	92	97	104	96	98	105	135	142	143	1.0%	10.8%
TOTAL	2,231	2,290	2,401	2,493	2,273	2,609	2,917	3,153	3,272	3,407	4.1%	5.3%
Industry Employment Generated by Travel Spending (Jobs)												
Accom. & Food Serv.	56,810	57,680	59,280	59,710	52,480	56,990	59,150	61,440	61,800	62,910	1.8%	2.1%
Arts, Ent. & Rec.	25,620	25,790	26,500	27,470	23,350	24,270	25,910	26,930	27,950	28,210	0.9%	2.9%
Retail**	8,460	8,210	8,120	8,080	8,090	8,230	8,850	8,810	8,680	8,280	-4.5%	-2.2%
Ground Tran.	6,710	6,760	7,130	7,020	6,360	6,310	6,950	7,240	7,320	7,350	0.4%	1.9%
Visitor Air Tran.	380	380	380	380	350	330	360	300	250	240	-3.3%	-12.2%
Other Travel*	2,120	2,100	2,160	2,150	1,910	1,930	2,100	2,360	2,300	2,260	-1.8%	2.4%
TOTAL	100,100	100,920	103,570	104,810	92,540	98,040	103,330	107,080	108,300	109,260	0.9%	1.9%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

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

**Retail includes gasoline station employment and earnings.

Oklahoma Travel Impacts

Direct Travel Impact Detail

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	24-25	22-25
Tax Receipts Generated by Travel Spending (\$Million)												
Local Tax Receipts	259	272	300	308	230	319	350	372	391	416	6.4%	6.0%
Visitor	209	216	239	243	165	254	282	301	319	345	8.2%	7.0%
Business or Employee	50	57	61	65	65	65	68	71	73	72	-1.5%	1.7%
State Tax Receipts	368	384	408	415	356	450	484	503	522	538	3.0%	3.6%
Visitor	305	317	336	342	288	375	403	417	435	449	3.3%	3.7%
Business or Employee	63	67	72	74	68	75	81	86	88	89	1.5%	3.1%
Federal Revenue	361	363	384	398	313	387	450	484	504	516	2.5%	4.7%
TOTAL	988	1,019	1,091	1,122	900	1,156	1,284	1,358	1,417	1,471	3.8%	4.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

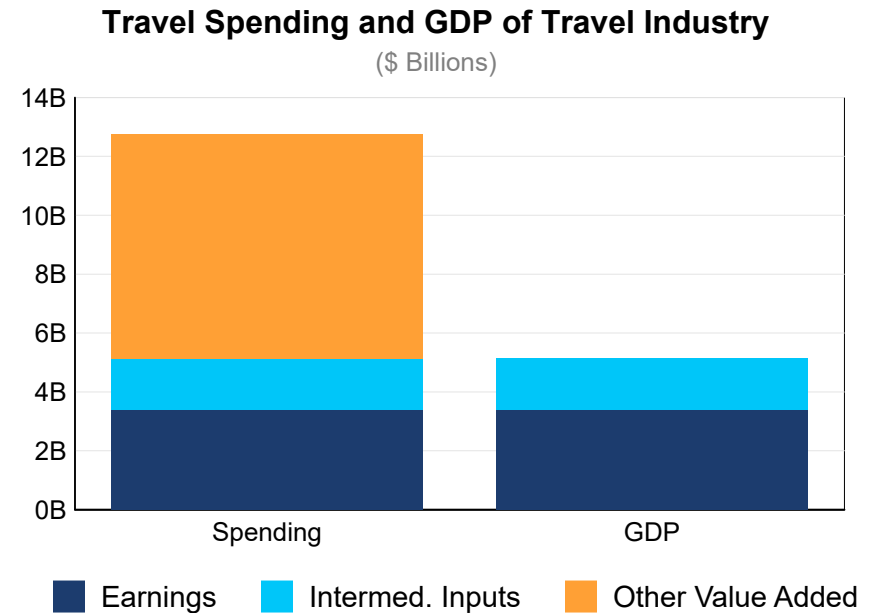


Oklahoma Travel Impacts

Travel Industry GDP, 2025

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 individual 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 \$5.1 billion represents approximately 1.9% 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.



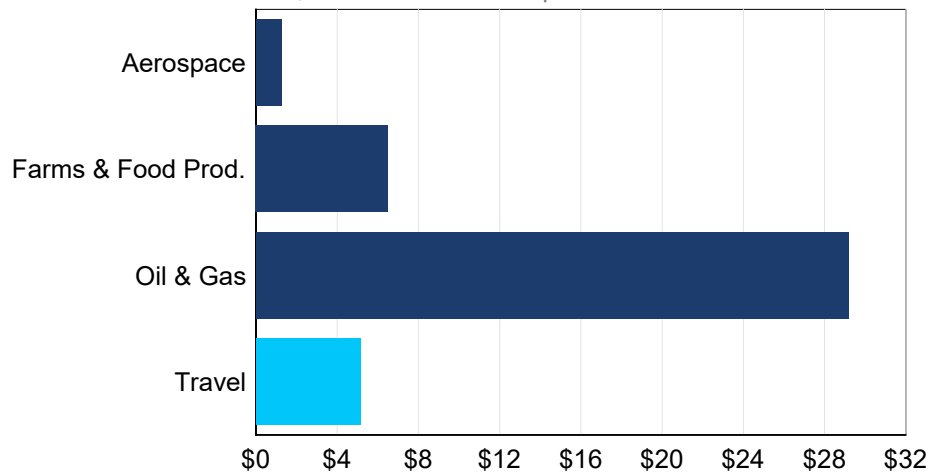
Oklahoma Travel Impacts

Oklahoma Export-Oriented Industries, 2025

Export-oriented industries are 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

2025, GDP of Selected Export Industries

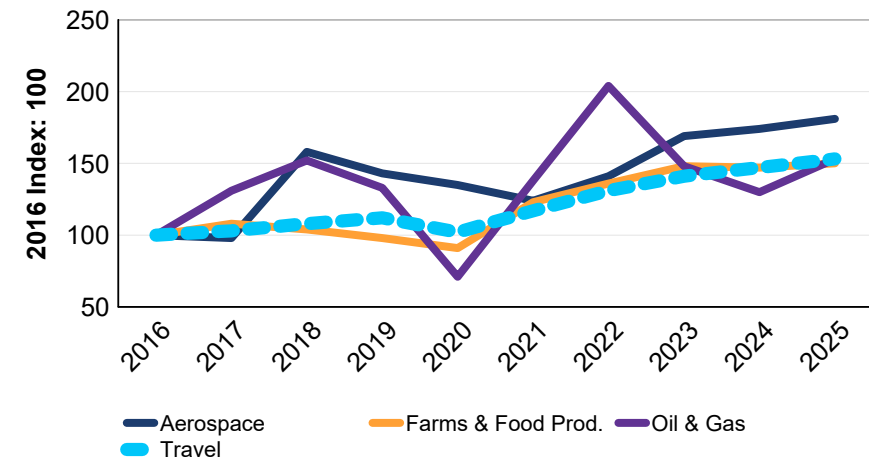


A comparison of the leading export-oriented industries in Oklahoma is shown for 2025. Exports are not necessarily more important than locally traded goods and services. The primary export-oriented industries in most rural counties are agriculture & food processing, oil and gas extraction, and the travel industry. Over the last ten years the travel industry has been a consistent source of economic growth.

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

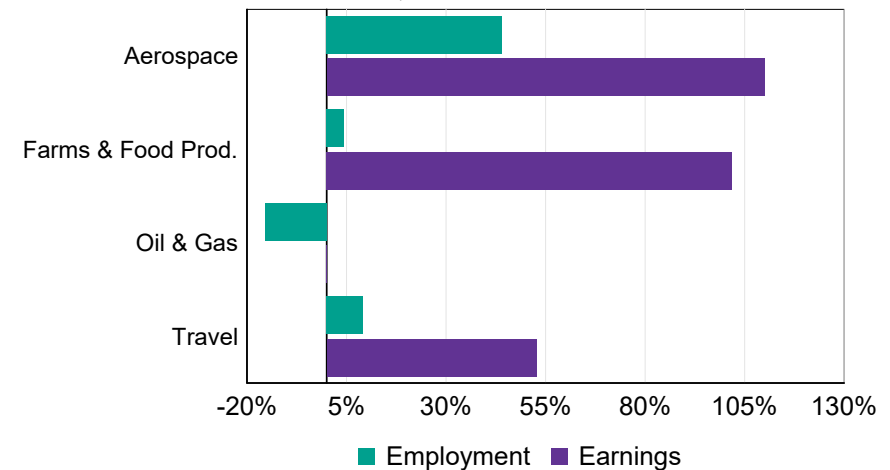
Change in Oklahoma GDP

2016-2025, Selected Industries



Change in Earnings and Employment

2016-2025, Selected Industries



Oklahoma Travel Impacts

Total Travel Impacts, 2025

The total visitor impacts-which include direct and secondary spending, earnings, and employment attributable to travel spending-are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

Professional Services (\$1.5 billion in spending, 12,840 jobs and \$660 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 (\$747 million in spending, 6,590 jobs and \$361 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

Financial Activities (\$2.5 billion in spending, 9,110 jobs and \$345 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (\$362 million in spending, 4,410 jobs and \$175 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Note: The total impacts reported here only reflect the impacts attributable to visitor spending. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



Indirect and induced impacts are the two categories of secondary economic impacts.

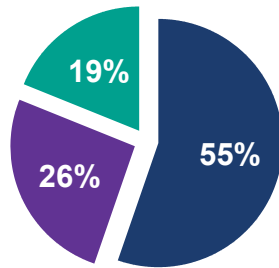
What are secondary impacts?

Secondary impacts are the result of re-spending of travel-related revenues. **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.

Oklahoma Travel Impacts

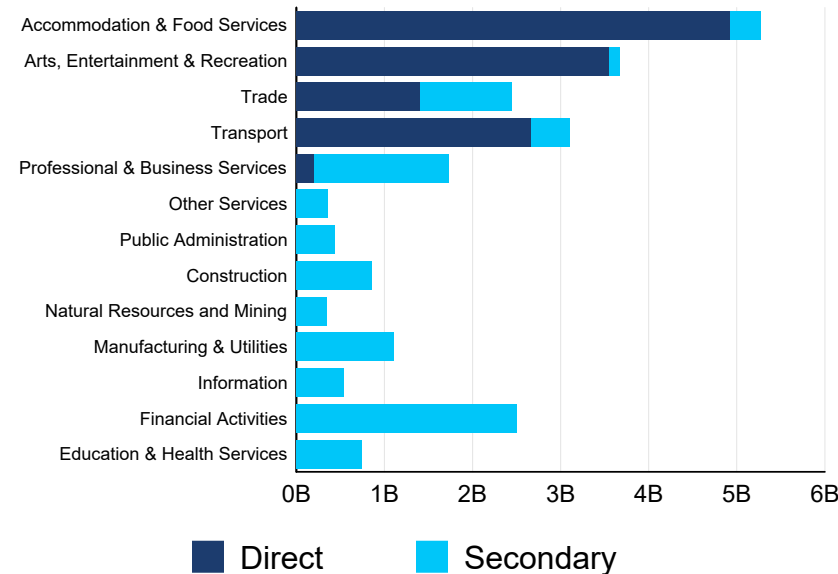
Total Spending, 2025

Share of Total Spending



■ Direct ■ Indirect ■ Induced

Direct & Secondary Spending



In 2025, **Financial Activities** generated **\$2.5 billion in secondary spending**, which was the highest among the industry groups.

Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	4,930	96	244	341	5,271
Arts, Entertainment & Recreation	3,553	70	52	122	3,675
Trade	1,412	450	586	1,037	2,449
Transport	2,668	306	128	435	3,103
Professional & Business Services	198	1,216	311	1,527	1,725
Other Services	0	152	210	362	362
Public Administration	0	285	151	436	436
Construction	0	795	65	860	860
Natural Resources and Mining	0	272	73	345	345
Manufacturing & Utilities	0	755	349	1,104	1,104
Information	0	318	221	539	539
Financial Activities	0	1,238	1,264	2,502	2,502
Education & Health Services	0	6	741	747	747
All Industries	12,762	5,962	4,395	10,356	23,118

Values may not add to totals due to rounding.

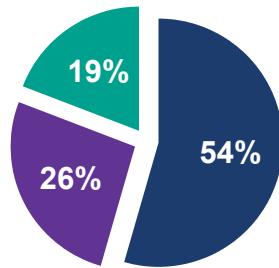
Source: Dean Runyan Associates; IMPLAN

Note: Values reported in \$millions

Oklahoma Travel Impacts

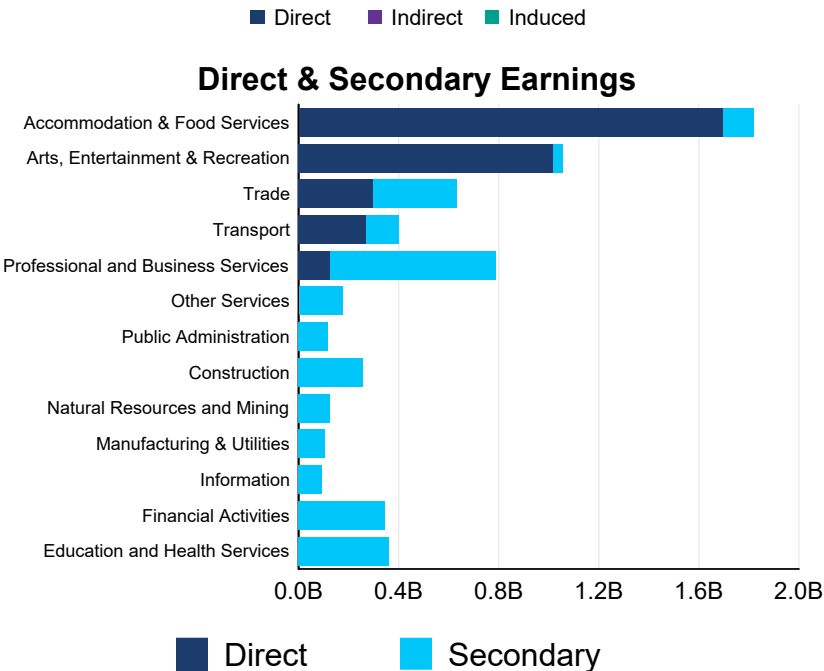
Total Earnings, 2025

Share of Total Earnings



In 2025, **Professional & Business Services** generated **\$660 million in secondary earnings**, which was the highest among the industry groups.

Direct & Secondary Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	1,699	33	87	120	1,819
Arts, Entertainment & Recreation	1,016	24	15	39	1,055
Trade	296	134	201	335	632
Transport	269	93	36	129	398
Professional and Business Services	126	526	134	660	786
Other Services	0	70	105	175	175
Public Administration	0	84	32	117	117
Construction	0	239	19	258	258
Natural Resources and Mining	0	100	25	125	125
Manufacturing & Utilities	0	75	32	106	106
Information	0	62	30	92	92
Financial Activities	0	216	129	345	345
Education and Health Services	0	3	358	361	361
All Industries	3,407	1,658	1,204	2,861	6,268

Values may not add to totals due to rounding.

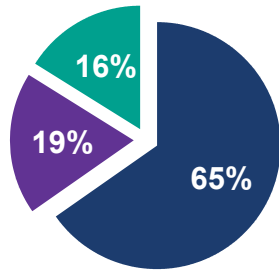
Source: Dean Runyan Associates; IMPLAN

Note: Values reported in \$millions

Oklahoma Travel Impacts

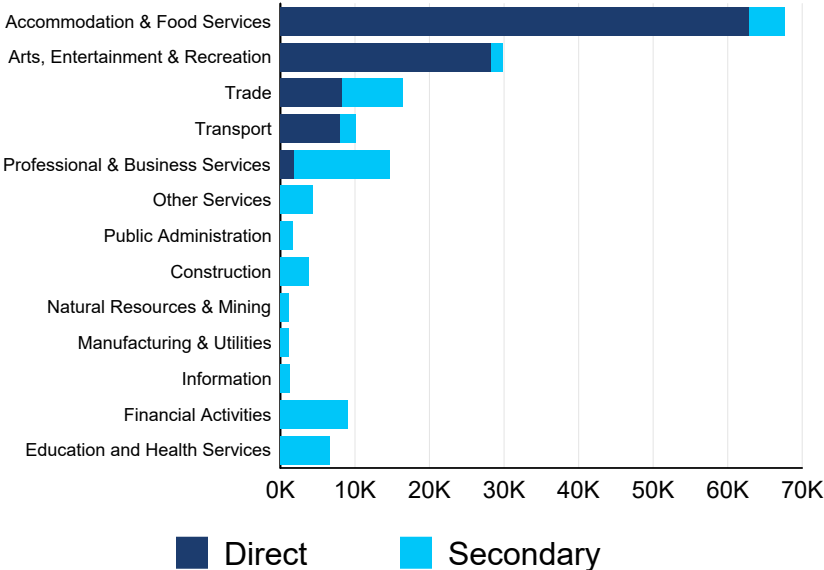
Total Employment, 2025

Share of Total Employment



■ Direct ■ Indirect ■ Induced

Direct & Secondary Employment



In 2025, **Professional & Business Services** generated **12.8 thousand in secondary jobs**, which was the highest among the industry groups.

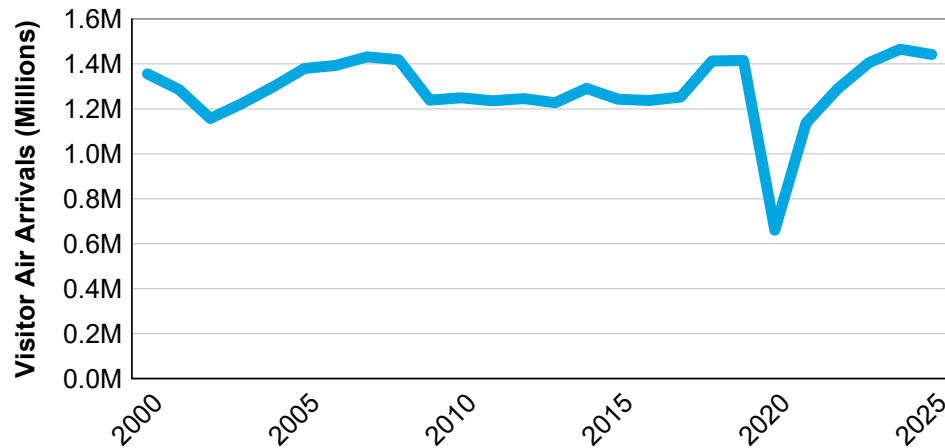
Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	62,910	1,290	3,530	4,820	67,730
Arts, Entertainment & Recreation	28,210	930	660	1,580	29,790
Trade	8,280	3,310	4,790	8,100	16,390
Transport	7,970	1,510	600	2,110	10,080
Professional and Business Services	1,880	10,070	2,770	12,840	14,720
Other Services	0	1,410	3,000	4,410	4,410
Public Administration	0	1,130	480	1,610	1,610
Construction	0	3,540	280	3,830	3,830
Natural Resources and Mining	0	840	260	1,100	1,100
Manufacturing & Utilities	0	800	320	1,120	1,120
Information	0	810	420	1,230	1,230
Financial Activities	0	5,660	3,450	9,110	9,110
Education and Health Services	0	100	6,490	6,590	6,590
All Industries	109,260	31,390	27,050	58,450	167,700

Values may not add to totals due to rounding.

Source: Dean Runyan Associates; IMPLAN

Oklahoma Travel Impacts

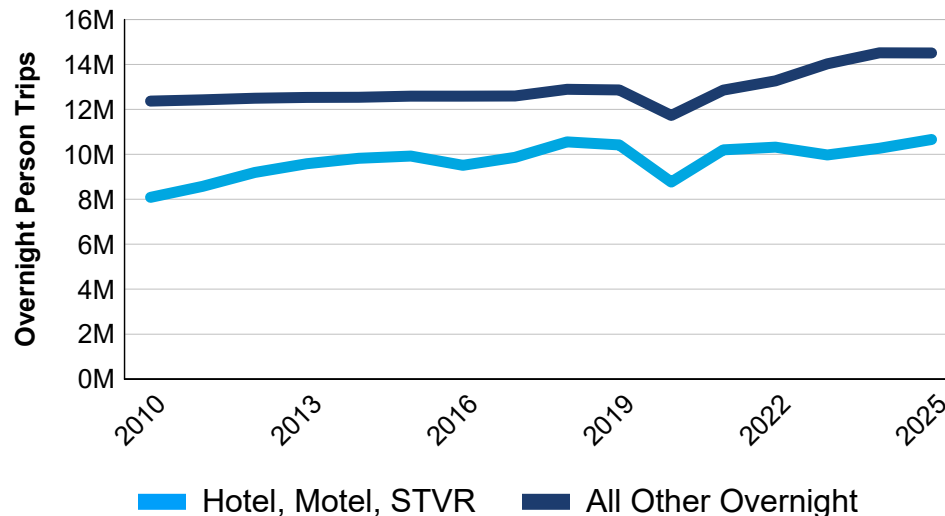
Domestic Air Visitor Arrivals



1.44 million domestic visitors traveled to Oklahoma by air in 2025. This is a decrease of 1.6% from 2024 visitation of 1.46 million. There are 2% more air visitors than the level of activity in 2019.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Volume



Overnight visitor volume increased 1.6% in 2025. Visitors who stay in hotels, motels, or short term rentals increased 3.8%. All other overnight visitors camping, stays with friends and family, and second home stayed relatively unchanged.

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

Oklahoma Travel Impacts

Visitation, 2025

Overnight visitor volume for Oklahoma is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are included only for the state.

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$221	\$529	\$532	\$1,290	2.4	2.4
Air Transportation	\$301	\$1,124	\$527	\$1,966	1.7	3.7
Ground Transportation	\$199	\$476	\$503	\$1,197	2.5	2.4
Private Home	\$59	\$188	\$135	\$437	2.3	3.2
Air Transportation	\$106	\$598	\$181	\$1,023	1.7	5.7
Ground Transportation	\$54	\$162	\$127	\$384	2.4	3.0
Other Overnight	\$78	\$220	\$247	\$689	3.2	2.8
All Overnight	\$118	\$332	\$293	\$832	2.5	2.8
Day Travel	\$146	\$146	\$336	\$336	2.3	1.0

Visitor Volume (Millions), 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	24.5	25.3	26.3	10.1	10.4	10.8
Private Home	28.7	29.4	29.9	12.6	12.9	13.1
Other Overnight	14.1	14.8	14.3	4.5	4.7	4.5
Day	23.7	24.4	24.8	10.3	10.6	10.7
Visitor Volume	91.0	93.9	95.4	37.4	38.6	39.2

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	10.0	10.3	10.7	4.1	4.2	4.3
Private Home	9.0	9.3	9.4	3.9	4.0	4.1
Other Overnight	5.0	5.3	5.1	1.6	1.7	1.6
Day	23.7	24.4	24.8	10.3	10.6	10.7
Visitor Volume	47.7	49.2	50.0	19.8	20.4	20.8



County Impacts

2025

County Travel Impacts

Introduction

This section 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. Monetary values are expressed in nominal dollars (no inflation adjustment) and only include estimates of direct impacts.

Travel Impacts (2025) Estimates of spending, earnings, employment and state & local government revenue are provided for each county.

Overnight Visitor Volume (2025) 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 (2025) Estimates of average overnight spending for persons and travel parties, subject to data limitations.

Travel Share of Total Employment (2025) A highlight of the relative importance of the travel industry when compared to all employment in each county.

County Detail Tables (2016-2025) Economic impact, visitor volume, and average spending estimates for each county from 2016 to 2025, subject to data limitations.

County Travel Impacts

Direct Travel Impacts, 2025

County	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Adair	\$24.2	\$6.1	280	\$0.9	\$1.1	\$2.0
Alfalfa	\$8.1	\$2.0	120	\$0.3	\$0.4	\$0.6
Atoka	\$48.9	\$15.0	470	\$1.4	\$2.2	\$3.6
Beaver	\$3.4	\$0.7	50	\$0.1	\$0.2	\$0.2
Beckham	\$58.5	\$16.2	840	\$3.0	\$2.8	\$5.7
Blaine	\$28.0	\$6.1	280	\$1.2	\$1.2	\$2.4
Bryan	\$830.3	\$217.3	4,640	\$9.4	\$35.1	\$44.4
Caddo	\$47.8	\$10.0	460	\$1.6	\$2.1	\$3.6
Canadian	\$212.7	\$69.2	2,550	\$8.2	\$10.2	\$18.3
Carter	\$197.4	\$58.8	2,400	\$9.2	\$9.1	\$18.3
Cherokee	\$131.9	\$37.8	1,580	\$5.2	\$6.0	\$11.2
Choctaw	\$151.3	\$41.6	960	\$1.6	\$6.5	\$8.1
Cimarron	\$6.7	\$1.9	130	\$0.3	\$0.3	\$0.6
Cleveland	\$516.7	\$134.0	5,370	\$20.4	\$23.7	\$44.1
Coal	\$3.3	\$0.6	30	\$0.1	\$0.2	\$0.2
Comanche	\$234.6	\$64.7	2,500	\$10.1	\$10.6	\$20.7
Cotton	\$107.6	\$29.8	590	\$1.0	\$4.6	\$5.6
Craig	\$22.2	\$5.4	230	\$0.8	\$1.0	\$1.8
Creek	\$96.3	\$23.7	970	\$3.3	\$4.4	\$7.7
Custer	\$73.9	\$34.0	1,360	\$3.9	\$3.8	\$7.7
Delaware	\$227.3	\$66.9	1,890	\$5.0	\$10.0	\$15.0
Dewey	\$4.4	\$0.9	50	\$0.2	\$0.2	\$0.4
Ellis	\$3.4	\$0.7	50	\$0.1	\$0.2	\$0.3
Garfield	\$109.5	\$33.0	1,330	\$5.3	\$5.2	\$10.5
Garvin	\$53.6	\$17.9	770	\$2.1	\$2.6	\$4.7
Grady	\$102.9	\$31.5	1,320	\$3.4	\$4.7	\$8.2
Grant	\$2.5	\$0.6	40	\$0.1	\$0.1	\$0.2
Greer	\$6.2	\$1.1	70	\$0.3	\$0.3	\$0.6
Harmon	\$1.5	\$0.3	30	\$0.0	\$0.1	\$0.1
Harper	\$2.5	\$0.9	70	\$0.1	\$0.1	\$0.2

County Travel Impacts

Direct Travel Impacts, 2025

County	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Haskell	\$24.7	\$5.6	200	\$0.4	\$1.1	\$1.5
Hughes	\$9.2	\$1.8	90	\$0.3	\$0.4	\$0.7
Jackson	\$51.1	\$18.7	810	\$2.5	\$2.5	\$5.0
Jefferson	\$7.3	\$1.8	100	\$0.2	\$0.3	\$0.6
Johnston	\$9.6	\$2.8	130	\$0.3	\$0.5	\$0.8
Kay	\$130.4	\$45.5	2,020	\$5.0	\$5.8	\$10.8
Kingfisher	\$15.8	\$3.8	170	\$0.5	\$0.7	\$1.3
Kiowa	\$14.6	\$3.0	140	\$0.6	\$0.6	\$1.2
Latimer	\$29.2	\$8.2	390	\$1.1	\$1.3	\$2.4
Le Flore	\$280.3	\$74.4	1,920	\$3.2	\$12.0	\$15.2
Lincoln	\$45.1	\$13.2	640	\$1.8	\$2.1	\$3.9
Logan	\$72.9	\$16.7	710	\$2.6	\$3.3	\$6.0
Love	\$770.4	\$183.1	3,250	\$7.5	\$32.3	\$39.8
Mcclain	\$104.5	\$32.0	970	\$2.3	\$4.7	\$7.0
Mccurtain	\$496.8	\$106.7	3,620	\$22.9	\$21.1	\$44.0
Mcintosh	\$78.7	\$21.0	610	\$1.8	\$3.3	\$5.1
Major	\$6.5	\$1.6	60	\$0.2	\$0.3	\$0.5
Marshall	\$81.8	\$21.9	740	\$2.1	\$3.5	\$5.6
Mayes	\$74.6	\$22.6	920	\$3.1	\$3.5	\$6.6
Murray	\$109.9	\$28.0	810	\$2.6	\$4.7	\$7.4
Muskogee	\$162.5	\$37.7	1,690	\$6.7	\$7.0	\$13.7
Noble	\$35.6	\$9.4	280	\$1.0	\$1.6	\$2.6
Nowata	\$6.1	\$1.5	80	\$0.2	\$0.3	\$0.4
Okfuskee	\$10.2	\$1.8	90	\$0.4	\$0.5	\$0.8
Oklahoma	\$3,016.3	\$816.6	23,700	\$126.8	\$118.8	\$245.5
Okmulgee	\$96.4	\$30.8	1,310	\$3.2	\$4.5	\$7.7
Osage	\$169.3	\$50.9	1,350	\$4.1	\$7.7	\$11.8
Ottawa	\$421.5	\$112.6	2,900	\$5.3	\$17.9	\$23.1
Pawnee	\$24.9	\$7.5	330	\$0.7	\$1.2	\$1.9
Payne	\$194.0	\$46.4	2,060	\$9.4	\$8.8	\$18.1

County Travel Impacts

Direct Travel Impacts, 2025

County	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
Pittsburg	\$140.4	\$40.8	1,510	\$4.7	\$6.1	\$10.8
Pontotoc	\$71.8	\$17.2	720	\$3.2	\$3.3	\$6.5
Pottawatomie	\$141.3	\$47.7	2,040	\$5.7	\$6.6	\$12.3
Pushmataha	\$26.4	\$6.5	240	\$0.5	\$1.1	\$1.6
Roger Mills	\$3.8	\$0.4	20	\$0.1	\$0.2	\$0.3
Rogers	\$201.5	\$55.6	1,950	\$6.6	\$9.3	\$15.9
Seminole	\$22.6	\$7.5	320	\$0.9	\$1.1	\$2.0
Sequoyah	\$175.9	\$50.2	1,660	\$4.5	\$7.7	\$12.2
Stephens	\$90.8	\$23.3	1,020	\$3.4	\$4.2	\$7.6
Texas	\$49.6	\$11.3	490	\$2.7	\$2.3	\$4.9
Tillman	\$7.2	\$1.8	100	\$0.3	\$0.3	\$0.6
Tulsa	\$1,703.3	\$417.1	12,660	\$56.1	\$63.1	\$119.2
Wagoner	\$84.8	\$26.1	1,130	\$3.0	\$4.1	\$7.1
Washington	\$79.4	\$23.2	870	\$3.0	\$3.8	\$6.8
Washita	\$9.7	\$1.8	110	\$0.2	\$0.4	\$0.7
Woods	\$26.1	\$8.1	390	\$1.3	\$1.2	\$2.5
Woodward	\$59.6	\$11.9	510	\$2.8	\$2.7	\$5.4
Oklahoma	\$12,762.2	\$3,406.8	109,260	\$416.2	\$538.3	\$954.5

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

County Travel Impacts

Overnight Visitor Volume, 2025

	Nights		Trips	
	Person	Party	Person	Party
Adair	290,720	114,450	127,700	50,320
Alfalfa	141,830	51,110	61,010	22,090
Atoka	310,840	119,480	141,050	54,350
Beaver	51,220	20,500	21,240	8,530
Beckham	560,430	221,870	247,350	97,840
Blaine	347,000	121,740	151,200	53,240
Bryan	1,095,020	426,260	466,050	181,600
Caddo	582,190	212,280	250,860	91,520
Canadian	1,749,590	763,460	647,170	274,050
Carter	1,561,150	589,430	687,610	259,060
Cherokee	1,553,400	545,760	637,990	224,740
Choctaw	284,590	109,700	128,120	49,600
Cimarron	76,980	28,540	35,400	13,180
Cleveland	3,418,000	1,473,640	1,324,140	553,740
Coal	52,550	21,260	21,640	8,800
Comanche	1,797,450	741,800	746,390	305,510
Cotton	50,650	20,730	20,980	8,620
Craig	243,860	96,680	110,480	43,890
Creek	955,870	379,940	389,140	151,380
Custer	675,290	267,270	318,860	126,480
Delaware	1,927,030	627,770	751,700	249,360
Dewey	57,930	22,940	25,140	10,030
Ellis	46,950	18,510	20,090	7,980
Garfield	886,360	361,230	370,280	150,720
Garvin	448,050	180,670	207,140	83,570
Grady	605,990	264,620	231,770	98,080
Grant	41,330	16,470	16,860	6,770
Greer	194,570	70,170	87,050	31,420
Harmon	24,540	9,670	9,970	3,960
Harper	35,730	14,160	14,820	5,890

County Travel Impacts

Overnight Visitor Volume, 2025

	Nights		Trips	
	Person	Party	Person	Party
Haskell	250,150	91,670	106,910	39,380
Hughes	137,230	55,660	57,540	23,450
Jackson	421,150	170,950	179,930	72,980
Jefferson	124,870	45,480	54,040	19,690
Johnston	134,430	52,360	56,360	22,080
Kay	962,890	372,700	413,930	159,980
Kingfisher	192,980	78,520	85,170	34,670
Kiowa	229,810	84,090	101,840	37,400
Latimer	333,170	119,740	147,940	53,230
Le Flore	885,410	347,160	399,360	156,820
Lincoln	402,870	168,530	154,450	62,620
Logan	588,970	253,470	223,710	93,490
Love	1,142,640	447,400	576,850	226,820
McClain	468,650	203,800	175,330	73,780
McCurtain	3,624,190	1,344,480	1,625,290	611,900
McIntosh	1,106,180	353,890	430,230	140,120
Major	90,330	36,020	38,050	15,280
Marshall	793,180	271,440	334,700	116,520
Mayes	956,080	350,410	409,850	152,270
Murray	695,340	246,290	308,720	109,920
Muskogee	1,231,640	482,580	525,230	205,000
Noble	172,910	69,790	79,050	31,930
Nowata	90,610	37,140	37,720	15,490
Okfuskee	139,940	55,750	59,920	23,990
Oklahoma	13,351,670	5,762,870	5,536,150	2,324,920
Okmulgee	580,680	240,530	248,330	100,890
Osage	614,150	245,620	247,390	97,310
Ottawa	893,150	350,840	397,240	156,000
Pawnee	181,090	72,270	71,020	27,850
Payne	1,440,800	583,260	602,850	243,110

County Travel Impacts

Overnight Visitor Volume, 2025

	Nights		Trips	
	Person	Party	Person	Party
Pittsburg	1,100,560	399,340	442,350	162,130
Pontotoc	593,400	240,380	249,840	101,070
Pottawatomie	973,650	405,220	385,540	155,500
Pushmataha	258,600	92,830	109,190	39,470
Roger Mills	56,600	21,730	24,760	9,580
Rogers	1,198,470	505,780	496,310	204,960
Seminole	291,410	116,270	126,080	50,390
Sequoyah	1,055,790	387,570	447,550	163,790
Stephens	784,500	309,340	332,640	130,840
Texas	390,670	157,750	169,840	68,430
Tillman	90,670	36,100	39,790	15,860
Tulsa	8,816,380	3,817,260	3,716,040	1,576,340
Wagoner	906,640	377,480	354,930	144,990
Washington	821,290	330,610	372,170	149,780
Washita	153,090	59,640	66,220	25,800
Woods	290,880	108,470	133,800	50,100
Woodward	453,870	178,610	197,510	77,640

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 Travel Impacts

Average Overnight Spending, 2025

	Per Night		Per Trip	
	Person	Party	Person	Party
Adair	\$58	\$146	\$131	\$333
Alfalfa	\$48	\$133	\$111	\$308
Atoka	\$110	\$286	\$242	\$629
Beaver	\$37	\$93	\$90	\$224
Beckham	\$95	\$241	\$216	\$547
Blaine	\$67	\$191	\$154	\$437
Bryan	\$277	\$711	\$650	\$1,668
Caddo	\$59	\$162	\$137	\$375
Canadian	\$78	\$179	\$211	\$498
Carter	\$91	\$241	\$206	\$548
Cherokee	\$61	\$174	\$149	\$423
Choctaw	\$302	\$783	\$670	\$1,731
Cimarron	\$79	\$212	\$171	\$460
Cleveland	\$110	\$254	\$283	\$676
Coal	\$33	\$81	\$79	\$195
Comanche	\$85	\$207	\$206	\$502
Cotton	\$53	\$130	\$129	\$313
Craig	\$66	\$166	\$145	\$365
Creek	\$67	\$169	\$165	\$423
Custer	\$85	\$214	\$179	\$452
Delaware	\$72	\$220	\$184	\$555
Dewey	\$50	\$125	\$114	\$286
Ellis	\$45	\$114	\$105	\$265
Garfield	\$80	\$197	\$192	\$472
Garvin	\$90	\$222	\$194	\$481
Grady	\$95	\$217	\$248	\$585
Grant	\$32	\$80	\$78	\$194
Greer	\$24	\$67	\$54	\$149
Harmon	\$31	\$78	\$76	\$191
Harper	\$41	\$103	\$99	\$248

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 Travel Impacts

Average Overnight Spending, 2025

	Per Night		Per Trip	
	Person	Party	Person	Party
Haskell	\$68	\$185	\$159	\$431
Hughes	\$38	\$93	\$90	\$220
Jackson	\$82	\$201	\$191	\$470
Jefferson	\$49	\$134	\$112	\$308
Johnston	\$45	\$116	\$108	\$275
Kay	\$100	\$257	\$232	\$599
Kingfisher	\$54	\$132	\$121	\$298
Kiowa	\$55	\$150	\$123	\$336
Latimer	\$69	\$191	\$155	\$430
Le Flore	\$175	\$447	\$389	\$990
Lincoln	\$73	\$175	\$191	\$472
Logan	\$83	\$193	\$219	\$523
Love	\$273	\$698	\$542	\$1,378
McClain	\$105	\$242	\$282	\$669
McCurtain	\$130	\$350	\$290	\$769
McIntosh	\$49	\$152	\$125	\$384
Major	\$44	\$111	\$105	\$261
Marshall	\$71	\$209	\$169	\$486
Mayes	\$57	\$154	\$132	\$355
Murray	\$113	\$320	\$255	\$716
Muskogee	\$94	\$240	\$221	\$566
Noble	\$134	\$333	\$294	\$727
Nowata	\$37	\$90	\$89	\$216
Okfuskee	\$45	\$114	\$106	\$265
Oklahoma	\$153	\$354	\$368	\$877
Okmulgee	\$94	\$227	\$220	\$542
Osage	\$109	\$273	\$271	\$689
Ottawa	\$131	\$334	\$295	\$752
Pawnee	\$64	\$161	\$164	\$419
Payne	\$94	\$233	\$226	\$560

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 Travel Impacts

Average Overnight Spending, 2025

	Per Night		Per Trip	
	Person	Party	Person	Party
Pittsburg	\$89	\$246	\$222	\$606
Pontotoc	\$79	\$195	\$188	\$465
Pottawatomie	\$96	\$231	\$242	\$601
Pushmataha	\$83	\$232	\$197	\$546
Roger Mills	\$54	\$141	\$124	\$320
Rogers	\$98	\$232	\$236	\$571
Seminole	\$50	\$125	\$115	\$288
Sequoyah	\$101	\$275	\$239	\$652
Stephens	\$76	\$192	\$179	\$455
Texas	\$88	\$218	\$202	\$502
Tillman	\$53	\$132	\$120	\$301
Tulsa	\$124	\$287	\$295	\$695
Wagoner	\$61	\$145	\$155	\$379
Washington	\$69	\$170	\$151	\$376
Washita	\$51	\$131	\$118	\$304
Woods	\$79	\$213	\$172	\$461
Woodward	\$92	\$233	\$210	\$535

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 Travel Impacts

All Industry & Direct Travel Industry Earnings & Employment, 2025

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Adair	375.0	6.1	1.6%		7,730	280	3.6%
Alfalfa	102.9	2.0	1.9%		2,584	120	4.5%
Atoka	255.5	15.0	5.9%		7,168	470	6.6%
Beaver	225.0	0.7	0.3%		3,318	50	1.6%
Beckham	937.1	16.2	1.7%		16,139	840	5.2%
Blaine	284.3	6.1	2.2%		5,315	280	5.3%
Bryan	1,681.7	217.3	12.9%		31,388	4,640	14.8%
Caddo	583.2	10.0	1.7%		11,992	460	3.8%
Canadian	3,377.1	69.2	2.1%		74,496	2,550	3.4%
Carter	1,892.7	58.8	3.1%		33,443	2,400	7.2%
Cherokee	1,390.0	37.8	2.7%		24,986	1,580	6.3%
Choctaw	407.4	41.6	10.2%		9,161	960	10.5%
Cimarron	97.8	1.9	1.9%		1,340	130	9.7%
Cleveland	7,726.0	134.0	1.7%		142,903	5,370	3.8%
Coal	132.5	0.6	0.5%		2,962	30	1.0%
Comanche	4,897.3	64.7	1.3%		68,455	2,500	3.7%
Cotton	129.6	29.8	23.0%		3,564	590	16.6%
Craig	401.3	5.4	1.3%		7,746	230	2.9%
Creek	2,023.6	23.7	1.2%		35,183	970	2.8%
Custer	954.4	34.0	3.6%		19,696	1,360	6.9%
Delaware	803.6	66.9	8.3%		16,574	1,890	11.4%
Dewey	204.4	0.9	0.4%		4,184	50	1.2%
Ellis	118.7	0.7	0.6%		2,656	50	1.8%
Garfield	2,093.8	33.0	1.6%		36,058	1,330	3.7%
Garvin	902.6	17.9	2.0%		15,548	770	5.0%
Grady	1,193.6	31.5	2.6%		24,125	1,320	5.5%

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

Note: 2025 Total Employment & Earnings has been estimated by Dean Runyan Associates.

County Travel Impacts

All Industry & Direct Travel Industry Earnings & Employment, 2025

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Grant	158.0	0.6	0.4%		2,608	40	1.7%
Greer	71.7	1.1	1.5%		2,022	70	3.5%
Harmon	63.0	0.3	0.6%		1,347	30	2.1%
Harper	116.7	0.9	0.7%		2,064	70	3.2%
Haskell	256.9	5.6	2.2%		4,960	200	4.0%
Hughes	395.8	1.8	0.4%		5,071	90	1.7%
Jackson	1,039.1	18.7	1.8%		14,907	810	5.4%
Jefferson	69.7	1.8	2.5%		1,937	100	5.0%
Johnston	258.0	2.8	1.1%		6,074	130	2.1%
Kay	1,330.7	45.5	3.4%		23,868	2,020	8.5%
Kingfisher	737.5	3.8	0.5%		12,242	170	1.4%
Kiowa	211.2	3.0	1.4%		3,708	140	3.9%
Latimer	294.1	8.2	2.8%		5,218	390	7.5%
Le Flore	894.5	74.4	8.3%		19,056	1,920	10.1%
Lincoln	635.5	13.2	2.1%		15,374	640	4.2%
Logan	829.8	16.7	2.0%		21,844	710	3.3%
Love	398.9	183.1	45.9%		7,630	3,250	42.6%
McClain	1,119.0	32.0	2.9%		24,538	970	4.0%
McCurtain	932.6	106.7	11.4%		18,013	3,620	20.1%
McIntosh	316.1	21.0	6.6%		8,370	610	7.3%
Major	200.5	1.6	0.8%		4,684	60	1.4%
Marshall	428.8	21.9	5.1%		8,485	740	8.8%
Mayes	1,345.4	22.6	1.7%		22,053	920	4.2%
Murray	421.8	28.0	6.6%		7,034	810	11.5%
Muskogee	2,257.8	37.7	1.7%		35,109	1,690	4.8%
Noble	383.5	9.4	2.4%		7,566	280	3.7%

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

Note: 2025 Total Employment & Earnings has been estimated by Dean Runyan Associates.

County Travel Impacts

All Industry & Direct Travel Industry Earnings & Employment, 2025

County	Earnings (\$M)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Nowata	105.8	1.5	1.4%		3,335	80	2.4%
Okfuskee	195.4	1.8	0.9%		5,016	90	1.8%
Oklahoma	60,248.5	816.6	1.4%		703,340	23,700	3.4%
Okmulgee	796.7	30.8	3.9%		16,868	1,310	7.8%
Osage	777.8	50.9	6.5%		17,324	1,350	7.8%
Ottawa	1,001.8	112.6	11.2%		17,826	2,900	16.3%
Pawnee	249.9	7.5	3.0%		6,564	330	5.0%
Payne	3,071.6	46.4	1.5%		53,636	2,060	3.8%
Pittsburg	1,118.4	40.8	3.7%		21,065	1,510	7.2%
Pontotoc	1,839.5	17.2	0.9%		29,964	720	2.4%
Pottawatomie	2,026.7	47.7	2.4%		35,542	2,040	5.7%
Pushmataha	181.1	6.5	3.6%		4,692	240	5.1%
Roger Mills	73.0	0.4	0.6%		2,413	20	0.9%
Rogers	2,975.9	55.6	1.9%		50,014	1,950	3.9%
Seminole	542.2	7.5	1.4%		11,092	320	2.8%
Sequoyah	656.7	50.2	7.7%		15,416	1,660	10.8%
Stephens	1,176.5	23.3	2.0%		23,540	1,020	4.3%
Texas	1,159.4	11.3	1.0%		12,815	490	3.8%
Tillman	139.6	1.8	1.3%		2,752	100	3.6%
Tulsa	43,715.7	417.1	1.0%		512,720	12,660	2.5%
Wagoner	1,384.7	26.1	1.9%		28,102	1,130	4.0%
Washington	3,371.6	23.2	0.7%		26,806	870	3.2%
Washita	184.0	1.8	1.0%		4,475	110	2.3%
Woods	300.2	8.1	2.7%		5,637	390	7.0%
Woodward	595.5	11.9	2.0%		12,264	510	4.1%

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

Note: 2025 Total Employment & Earnings has been estimated by Dean Runyan Associates.

County Travel Impact

Direct Travel Spending, 2016-2025

Direct Travel Spending, 2016-2025											Avg. Annual % Chg.	
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2024-25	2022-25
Spending (\$Million)												
Adair												
Total (Current \$)	15.9	16.7	20.0	20.0	15.8	18.8	22.0	22.9	24.1	24.2	▲ 0.3%	▲ 3.1%
Other	2.1	2.3	2.7	2.6	1.9	2.7	3.4	3.1	3.1	2.9	▼ -6.4%	▼ -6.0%
Visitor	13.8	14.4	17.3	17.4	13.8	16.1	18.6	19.7	21.1	21.3	▲ 1.3%	▲ 4.7%
Non-transportation	11.3	11.6	13.7	13.9	11.3	12.8	14.4	15.6	17.0	17.4	▲ 2.7%	▲ 6.4%
Transportation	2.5	2.8	3.5	3.5	2.5	3.3	4.2	4.1	4.1	3.9	▼ -4.6%	▼ -2.0%
Alfalfa												
Total (Current \$)	4.5	4.8	5.2	5.0	5.4	6.4	7.5	8.2	8.4	8.1	▼ -3.3%	▲ 2.9%
Other	0.5	0.6	0.7	0.7	0.5	0.8	1.0	0.9	0.9	0.8	▼ -7.5%	▼ -7.0%
Visitor	3.9	4.2	4.5	4.3	4.9	5.7	6.5	7.3	7.5	7.3	▼ -2.8%	▲ 4.3%
Non-transportation	3.0	3.2	3.3	3.2	3.7	4.1	4.6	5.3	5.6	5.5	▼ -1.0%	▲ 6.6%
Transportation	0.9	1.0	1.1	1.1	1.2	1.5	1.9	2.0	1.9	1.8	▼ -8.1%	▼ -1.8%
Atoka												
Total (Current \$)	28.7	33.4	36.1	35.5	31.0	40.4	48.3	47.6	48.6	48.9	▲ 0.5%	▲ 0.4%
Other	1.3	1.5	1.7	1.6	1.2	2.0	2.5	2.3	2.2	2.1	▼ -6.4%	▼ -6.1%
Visitor	27.4	32.0	34.4	33.9	29.7	38.4	45.7	45.3	46.4	46.7	▲ 0.8%	▲ 0.7%
Non-transportation	24.4	28.5	30.5	30.1	26.6	34.2	40.1	40.0	41.2	42.0	▲ 1.7%	▲ 1.5%
Transportation	3.0	3.4	3.9	3.7	3.2	4.2	5.7	5.3	5.1	4.8	▼ -6.7%	▼ -5.4%
Beaver												
Total (Current \$)	2.7	2.8	3.0	3.0	2.2	2.7	3.3	3.4	3.5	3.4	▼ -2.7%	▲ 0.7%
Other	0.5	0.6	0.7	0.6	0.5	0.7	0.9	0.8	0.8	0.7	▼ -9.1%	▼ -7.3%
Visitor	2.2	2.2	2.3	2.3	1.7	2.0	2.4	2.6	2.7	2.7	▼ -0.8%	▲ 3.3%
Non-transportation	1.8	1.7	1.8	1.8	1.4	1.5	1.8	2.0	2.1	2.1	▲ 0.8%	▲ 5.4%
Transportation	0.5	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	0.6	▼ -6.3%	▼ -3.1%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Beckham												
Total (Current \$)	42.9	46.3	48.6	45.8	37.2	42.9	50.1	52.5	52.3	58.5	▲ 11.9%	▲ 5.3%
Other	2.7	2.7	3.1	3.0	2.1	3.4	4.4	4.0	3.9	3.7	▼ -5.4%	▼ -5.7%
Visitor	40.2	43.6	45.5	42.8	35.0	39.5	45.7	48.5	48.4	54.9	▲ 13.3%	▲ 6.3%
Non-transportation	34.5	37.1	38.3	36.2	30.1	33.0	37.5	40.6	40.9	47.2	▲ 15.3%	▲ 7.9%
Transportation	5.7	6.5	7.1	6.6	5.0	6.5	8.2	7.9	7.5	7.7	▲ 2.3%	▼ -2.0%
Blaine												
Total (Current \$)	17.7	20.0	21.3	19.7	20.8	24.0	25.4	27.2	28.5	28.0	▼ -2.0%	▲ 3.3%
Other	0.9	1.0	1.2	1.1	0.8	1.2	1.5	1.4	1.3	1.2	▼ -7.1%	▼ -6.9%
Visitor	16.8	19.0	20.1	18.6	20.0	22.8	23.9	25.8	27.2	26.7	▼ -1.8%	▲ 3.9%
Non-transportation	13.8	15.5	16.2	14.9	16.3	17.9	18.1	20.0	21.4	21.4	▼ -0.1%	▲ 5.7%
Transportation	3.0	3.5	3.9	3.7	3.7	4.9	5.8	5.8	5.8	5.4	▼ -8.1%	▼ -2.4%
Bryan												
Total (Current \$)	300.0	763.5	865.4	857.9	702.5	656.1	708.6	767.0	785.1	830.3	▲ 5.8%	▲ 5.4%
Other	4.7	5.3	6.1	6.1	4.6	6.9	8.8	8.3	8.2	7.9	▼ -3.9%	▼ -3.7%
Visitor	295.3	758.2	859.3	851.8	698.0	649.2	699.7	758.7	776.9	822.4	▲ 5.9%	▲ 5.5%
Non-transportation	283.4	744.9	843.2	836.3	686.6	633.2	680.2	739.4	758.2	804.3	▲ 6.1%	▲ 5.7%
Transportation	11.9	13.3	16.1	15.4	11.3	16.0	19.5	19.3	18.7	18.1	▼ -3.1%	▼ -2.5%
Caddo												
Total (Current \$)	34.1	33.9	36.5	37.5	34.1	38.7	44.0	47.4	49.1	47.8	▼ -2.6%	▲ 2.8%
Other	2.7	3.1	3.6	3.4	2.5	3.6	4.7	4.2	4.1	3.8	▼ -7.2%	▼ -7.0%
Visitor	31.3	30.8	32.9	34.1	31.6	35.0	39.3	43.2	45.0	44.0	▼ -2.2%	▲ 3.8%
Non-transportation	25.2	24.4	25.7	26.8	25.5	27.4	29.8	33.4	35.3	35.1	▼ -0.7%	▲ 5.6%
Transportation	6.1	6.4	7.2	7.3	6.0	7.7	9.5	9.7	9.7	8.9	▼ -7.9%	▼ -2.2%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Canadian												
Total (Current \$)	140.4	160.5	178.3	168.5	119.5	164.8	175.6	189.3	208.7	212.7	▲ 1.9%	▲ 6.6%
Other	13.4	15.6	18.1	18.5	14.0	23.1	29.6	29.1	28.9	27.9	▼ -3.4%	▼ -2.0%
Visitor	127.0	144.9	160.2	150.0	105.4	141.8	146.0	160.2	179.8	184.8	▲ 2.8%	▲ 8.2%
Non-transportation	114.7	129.9	142.9	133.9	94.7	125.2	126.4	140.7	159.6	165.2	▲ 3.5%	▲ 9.3%
Transportation	12.4	15.0	17.3	16.1	10.7	16.6	19.6	19.5	20.2	19.6	▼ -3.1%	▼ 0.0%
Carter												
Total (Current \$)	107.0	109.2	131.6	128.0	131.0	172.4	190.9	193.6	196.2	197.4	▲ 0.6%	▲ 1.1%
Other	5.5	5.9	6.8	6.6	4.8	7.4	9.5	8.8	8.5	8.0	▼ -5.5%	▼ -5.6%
Visitor	101.5	103.3	124.8	121.4	126.3	164.9	181.4	184.8	187.8	189.4	▲ 0.9%	▲ 1.4%
Non-transportation	89.8	90.6	108.7	106.0	110.0	141.0	152.2	156.7	160.5	163.8	▲ 2.1%	▲ 2.5%
Transportation	11.8	12.7	16.1	15.3	16.3	24.0	29.2	28.1	27.3	25.5	▼ -6.3%	▼ -4.4%
Cherokee												
Total (Current \$)	66.5	67.6	71.4	71.7	78.2	111.6	125.3	117.4	128.7	131.9	▲ 2.5%	▲ 1.7%
Other	4.5	5.2	6.0	5.8	4.3	6.6	8.5	7.7	7.5	7.1	▼ -5.6%	▼ -5.7%
Visitor	62.0	62.4	65.4	65.9	73.9	105.0	116.8	109.7	121.2	124.8	▲ 3.0%	▲ 2.2%
Non-transportation	52.2	52.0	53.9	54.8	61.6	86.3	93.8	88.2	99.2	104.0	▲ 4.8%	▲ 3.5%
Transportation	9.8	10.4	11.4	11.2	12.2	18.7	23.0	21.5	22.0	20.8	▼ -5.5%	▼ -3.4%
Choctaw												
Total (Current \$)	71.0	122.8	138.0	134.7	109.7	126.8	137.8	136.0	144.0	151.3	▲ 5.1%	▲ 3.2%
Other	1.4	1.6	1.8	1.7	1.3	2.0	2.5	2.3	2.2	2.0	▼ -7.2%	▼ -7.2%
Visitor	69.6	121.3	136.2	132.9	108.4	124.8	135.3	133.8	141.8	149.3	▲ 5.3%	▲ 3.3%
Non-transportation	66.7	118.1	132.4	129.3	105.8	121.2	130.7	129.4	137.4	145.1	▲ 5.6%	▲ 3.5%
Transportation	2.9	3.2	3.8	3.6	2.6	3.6	4.5	4.4	4.4	4.2	▼ -4.5%	▼ -2.7%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Cimarron												
Total (Current \$)	3.6	3.4	3.7	4.1	5.1	5.0	5.2	5.3	5.7	6.7	▲ 16.2%	▲ 8.6%
Other	0.2	0.2	0.3	0.3	0.2	0.3	0.4	0.3	0.3	0.3	▼ -9.7%	▼ -9.4%
Visitor	3.4	3.2	3.5	3.9	4.9	4.7	4.8	5.0	5.4	6.4	▲ 17.8%	▲ 9.8%
Non-transportation	2.8	2.6	2.8	3.2	4.1	3.8	3.7	3.9	4.3	5.3	▲ 21.8%	▲ 12.3%
Transportation	0.6	0.6	0.7	0.7	0.8	0.9	1.1	1.0	1.1	1.1	▲ 1.5%	▲ 0.3%
Cleveland												
Total (Current \$)	331.1	351.4	370.1	371.0	272.8	370.5	432.9	459.1	492.5	516.7	▲ 4.9%	▲ 6.1%
Other	32.1	35.5	40.2	40.1	28.2	43.5	56.1	51.8	50.9	47.8	▼ -6.2%	▼ -5.2%
Visitor	299.0	315.9	329.9	330.9	244.6	327.0	376.9	407.3	441.6	468.9	▲ 6.2%	▲ 7.6%
Non-transportation	271.3	284.7	295.1	296.8	220.8	291.2	331.3	362.6	396.7	424.8	▲ 7.1%	▲ 8.6%
Transportation	27.7	31.2	34.8	34.1	23.7	35.8	45.6	44.7	44.8	44.1	▼ -1.7%	▼ -1.1%
Coal												
Total (Current \$)	2.8	2.8	2.8	2.7	2.0	2.5	3.1	3.2	3.3	3.3	▲ 1.0%	▲ 1.7%
Other	0.5	0.6	0.7	0.7	0.5	0.7	0.9	0.8	0.8	0.8	▼ -6.1%	▼ -5.8%
Visitor	2.2	2.2	2.1	2.1	1.5	1.8	2.2	2.3	2.4	2.5	▲ 3.4%	▲ 4.6%
Non-transportation	1.8	1.8	1.6	1.6	1.2	1.3	1.6	1.8	1.9	2.0	▲ 5.1%	▲ 6.7%
Transportation	0.5	0.5	0.5	0.5	0.3	0.4	0.6	0.6	0.6	0.5	▼ -2.2%	▼ -1.8%
Comanche												
Total (Current \$)	167.9	175.3	185.3	196.4	152.8	212.3	219.5	228.3	231.4	234.6	▲ 1.4%	▲ 2.2%
Other	20.3	22.3	23.7	23.8	14.5	22.3	29.8	29.3	28.3	27.6	▼ -2.4%	▼ -2.6%
Visitor	147.5	153.0	161.6	172.6	138.3	190.0	189.7	199.0	203.1	207.0	▲ 1.9%	▲ 3.0%
Non-transportation	118.8	122.0	128.6	138.7	115.1	155.4	151.6	161.3	166.3	170.4	▲ 2.5%	▲ 4.0%
Transportation	28.7	31.0	32.9	33.9	23.3	34.6	38.1	37.7	36.8	36.6	▼ -0.6%	▼ -1.3%

County Travel Impact

Direct Travel Spending, 2016-2025

											Avg. Annual % Chg.	
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2024-25	2022-25
Spending (\$Million)												
Cotton												
Total (Current \$)	107.2	107.3	105.3	110.1	80.0	89.4	103.3	98.8	107.6	107.6	▼ 0.0%	▲ 1.4%
Other	0.6	0.6	0.7	0.7	0.5	0.8	1.0	0.9	0.8	0.8	▼ -7.7%	▼ -7.0%
Visitor	106.7	106.6	104.5	109.4	79.5	88.6	102.4	97.9	106.8	106.8	▲ 0.0%	▲ 1.4%
Non-transportation	104.3	104.2	101.9	106.8	77.9	86.4	99.3	95.0	103.9	104.1	▲ 0.2%	▲ 1.6%
Transportation	2.4	2.5	2.6	2.6	1.6	2.2	3.0	2.9	2.8	2.7	▼ -4.4%	▼ -3.8%
Craig												
Total (Current \$)	15.0	15.5	18.0	17.4	13.2	17.4	20.2	20.6	21.9	22.2	▲ 1.7%	▲ 3.3%
Other	1.4	1.5	1.8	1.7	1.3	1.9	2.5	2.3	2.2	2.1	▼ -6.4%	▼ -5.8%
Visitor	13.6	14.0	16.2	15.7	11.9	15.4	17.7	18.3	19.6	20.1	▲ 2.6%	▲ 4.5%
Non-transportation	11.4	11.5	13.2	12.9	10.0	12.6	14.1	14.9	16.2	16.8	▲ 3.8%	▲ 6.0%
Transportation	2.3	2.5	3.0	2.8	1.9	2.8	3.5	3.4	3.4	3.3	▼ -3.2%	▼ -2.1%
Creek												
Total (Current \$)	51.8	52.1	56.3	56.7	61.2	78.2	88.2	96.2	99.7	96.3	▼ -3.4%	▲ 3.0%
Other	6.6	7.6	8.8	8.5	6.3	9.9	12.8	11.7	11.4	10.8	▼ -5.2%	▼ -5.4%
Visitor	45.1	44.5	47.5	48.2	54.9	68.2	75.5	84.5	88.3	85.5	▼ -3.2%	▲ 4.2%
Non-transportation	38.9	38.0	40.0	40.8	46.5	56.3	60.8	69.6	73.6	72.1	▼ -2.1%	▲ 5.8%
Transportation	6.2	6.6	7.5	7.4	8.4	11.9	14.6	14.8	14.7	13.4	▼ -8.6%	▼ -2.8%
Custer												
Total (Current \$)	58.2	65.6	78.1	72.4	48.6	65.0	72.6	70.9	70.5	73.9	▲ 4.9%	▲ 0.6%
Other	3.2	3.5	4.0	3.9	2.8	4.3	5.5	5.0	4.8	4.5	▼ -5.6%	▼ -6.0%
Visitor	55.0	62.1	74.1	68.5	45.9	60.7	67.2	65.8	65.7	69.4	▲ 5.7%	▲ 1.1%
Non-transportation	47.1	52.7	62.5	58.0	39.1	50.9	55.2	54.9	55.3	59.1	▲ 6.8%	▲ 2.3%
Transportation	7.9	9.4	11.6	10.5	6.7	9.9	12.0	10.9	10.4	10.3	▼ -0.5%	▼ -5.0%



County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Delaware												
Total (Current \$)	170.2	179.6	194.6	197.5	159.3	163.6	206.7	214.4	214.3	227.3	▲ 6.0%	▲ 3.2%
Other	4.8	5.5	6.2	6.0	4.3	6.3	8.1	7.6	7.3	6.9	▼ -4.8%	▼ -5.3%
Visitor	165.4	174.2	188.4	191.5	155.0	157.2	198.5	206.8	207.1	220.4	▲ 6.4%	▲ 3.5%
Non-transportation	151.1	158.5	170.8	174.2	141.6	141.1	177.5	186.4	188.0	201.6	▲ 7.3%	▲ 4.3%
Transportation	14.3	15.7	17.6	17.4	13.4	16.1	21.0	20.4	19.1	18.7	▼ -2.0%	▼ -3.8%
Dewey												
Total (Current \$)	3.4	3.6	4.0	3.9	2.8	3.6	4.3	4.2	4.4	4.4	▲ 0.8%	▲ 0.8%
Other	0.5	0.5	0.6	0.6	0.4	0.6	0.8	0.7	0.7	0.6	▼ -7.8%	▼ -8.2%
Visitor	2.9	3.0	3.4	3.3	2.4	3.0	3.5	3.5	3.7	3.8	▲ 2.3%	▲ 2.6%
Non-transportation	2.4	2.5	2.8	2.7	2.0	2.4	2.8	2.8	3.0	3.1	▲ 3.6%	▲ 4.2%
Transportation	0.5	0.6	0.7	0.6	0.4	0.6	0.7	0.7	0.7	0.7	▼ -3.2%	▼ -4.1%
Ellis												
Total (Current \$)	2.7	2.7	3.0	2.9	2.1	2.7	3.3	3.2	3.3	3.4	▲ 1.7%	▲ 0.7%
Other	0.4	0.4	0.5	0.5	0.3	0.5	0.7	0.6	0.6	0.5	▼ -6.1%	▼ -7.9%
Visitor	2.3	2.3	2.5	2.4	1.7	2.2	2.6	2.7	2.8	2.9	▲ 3.3%	▲ 2.6%
Non-transportation	1.9	1.8	2.0	1.9	1.4	1.8	2.1	2.1	2.2	2.3	▲ 4.6%	▲ 4.3%
Transportation	0.4	0.4	0.5	0.5	0.3	0.4	0.6	0.5	0.5	0.5	▼ -2.1%	▼ -4.0%
Garfield												
Total (Current \$)	107.6	105.4	117.8	107.0	91.6	102.0	103.9	99.9	98.2	109.5	▲ 11.4%	▲ 1.8%
Other	6.9	7.4	8.4	8.1	5.9	9.3	11.9	10.9	10.5	9.9	▼ -5.7%	▼ -6.2%
Visitor	100.8	98.1	109.4	98.9	85.8	92.7	92.0	88.9	87.8	99.6	▲ 13.5%	▲ 2.7%
Non-transportation	89.2	86.0	95.2	86.4	76.2	80.8	78.3	76.7	76.3	87.7	▲ 14.9%	▲ 3.9%
Transportation	11.5	12.1	14.2	12.5	9.5	12.0	13.7	12.3	11.5	11.9	▲ 3.7%	▼ -4.5%

County Travel Impact

Direct Travel Spending, 2016-2025

											Avg. Annual % Chg.	
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2024-25	2022-25
Spending (\$Million)												
Garvin												
Total (Current \$)	40.0	38.1	42.9	38.8	35.9	45.3	53.3	51.9	52.1	53.6	▲ 2.8%	▲ 0.2%
Other	2.6	2.9	3.4	3.3	2.4	3.6	4.6	4.1	4.0	3.8	▼ -5.6%	▼ -6.0%
Visitor	37.4	35.2	39.5	35.6	33.5	41.7	48.7	47.8	48.0	49.8	▲ 3.5%	▲ 0.7%
Non-transportation	32.4	30.1	33.5	30.3	29.0	35.8	40.9	40.7	41.3	43.1	▲ 4.5%	▲ 1.8%
Transportation	5.0	5.1	6.0	5.3	4.4	5.9	7.8	7.1	6.8	6.6	▼ -2.1%	▼ -5.2%
Grady												
Total (Current \$)	76.2	73.8	83.8	85.1	64.7	86.4	93.5	108.1	106.0	102.9	▼ -2.9%	▲ 3.3%
Other	5.7	6.4	7.4	7.3	5.3	8.2	10.5	9.9	9.7	9.2	▼ -4.5%	▼ -4.4%
Visitor	70.5	67.3	76.4	77.8	59.4	78.2	82.9	98.2	96.3	93.7	▼ -2.7%	▲ 4.2%
Non-transportation	65.1	61.8	69.8	71.3	55.0	71.8	75.1	89.6	88.4	86.4	▼ -2.2%	▲ 4.8%
Transportation	5.4	5.6	6.7	6.5	4.5	6.4	7.8	8.5	7.9	7.2	▼ -8.7%	▼ -2.5%
Grant												
Total (Current \$)	2.1	2.1	2.3	2.2	1.6	2.0	2.5	2.5	2.5	2.5	▼ -0.8%	▲ 0.1%
Other	0.4	0.5	0.5	0.5	0.4	0.6	0.7	0.7	0.6	0.6	▼ -7.7%	▼ -7.2%
Visitor	1.7	1.7	1.7	1.7	1.2	1.4	1.8	1.9	1.9	1.9	▲ 1.5%	▲ 2.8%
Non-transportation	1.3	1.3	1.3	1.3	1.0	1.1	1.3	1.4	1.5	1.5	▲ 3.2%	▲ 4.8%
Transportation	0.4	0.4	0.4	0.4	0.3	0.3	0.5	0.4	0.4	0.4	▼ -4.1%	▼ -3.5%
Greer												
Total (Current \$)	4.5	4.5	4.5	4.3	3.0	5.2	5.5	5.4	5.8	6.2	▲ 6.0%	▲ 3.7%
Other	0.6	0.6	0.7	0.7	0.5	0.8	1.0	0.9	0.8	0.8	▼ -7.5%	▼ -7.3%
Visitor	3.9	3.9	3.8	3.7	2.4	4.4	4.6	4.5	5.0	5.4	▲ 8.3%	▲ 5.8%
Non-transportation	3.2	3.1	3.0	2.9	2.0	3.6	3.7	3.7	4.2	4.5	▲ 9.3%	▲ 7.5%
Transportation	0.7	0.8	0.8	0.8	0.5	0.8	0.9	0.8	0.8	0.9	▲ 3.3%	▼ -1.6%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Harmon												
Total (Current \$)	1.3	1.3	1.4	1.4	1.0	1.2	1.5	1.5	1.4	1.5	▲ 0.8%	▼ -0.8%
Other	0.3	0.3	0.3	0.3	0.2	0.3	0.4	0.4	0.4	0.3	▼ -6.0%	▼ -7.9%
Visitor	1.1	1.0	1.1	1.1	0.7	0.9	1.1	1.1	1.1	1.1	▲ 3.1%	▲ 1.7%
Non-transportation	0.8	0.8	0.8	0.8	0.6	0.7	0.8	0.8	0.8	0.9	▲ 4.7%	▲ 3.7%
Transportation	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.2	▼ -2.4%	▼ -4.3%
Harper												
Total (Current \$)	2.0	2.1	2.2	2.2	1.6	1.9	2.3	2.4	2.5	2.5	▼ -0.4%	▲ 2.4%
Other	0.4	0.4	0.5	0.4	0.3	0.4	0.6	0.5	0.5	0.5	▼ -7.5%	▼ -6.8%
Visitor	1.6	1.7	1.8	1.8	1.3	1.4	1.7	1.9	2.0	2.0	▲ 1.5%	▲ 5.1%
Non-transportation	1.3	1.3	1.4	1.4	1.1	1.1	1.3	1.5	1.5	1.6	▲ 3.4%	▲ 7.5%
Transportation	0.3	0.4	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	▼ -5.3%	▼ -2.3%
Haskell												
Total (Current \$)	19.8	15.1	16.8	16.7	14.0	21.4	25.2	23.6	24.8	24.7	▼ -0.4%	▼ -0.8%
Other	1.2	1.3	1.6	1.5	1.1	1.6	2.1	1.9	1.8	1.7	▼ -6.6%	▼ -6.2%
Visitor	18.6	13.7	15.3	15.2	12.9	19.8	23.2	21.7	22.9	23.0	▲ 0.1%	▼ -0.3%
Non-transportation	16.1	11.0	12.2	12.2	10.6	16.8	19.4	17.9	19.2	19.4	▲ 1.5%	▼ 0.0%
Transportation	2.5	2.7	3.1	3.0	2.3	3.0	3.7	3.8	3.8	3.5	▼ -6.7%	▼ -2.0%
Hughes												
Total (Current \$)	6.8	7.1	7.7	7.5	5.3	7.2	8.9	9.0	9.1	9.2	▲ 1.3%	▲ 1.0%
Other	1.3	1.4	1.6	1.6	1.2	1.9	2.4	2.1	2.1	1.9	▼ -5.9%	▼ -6.6%
Visitor	5.5	5.6	6.1	5.9	4.2	5.4	6.6	6.9	7.0	7.3	▲ 3.3%	▲ 3.5%
Non-transportation	4.4	4.4	4.7	4.6	3.4	4.2	5.0	5.3	5.6	5.8	▲ 4.8%	▲ 5.3%
Transportation	1.1	1.2	1.4	1.3	0.8	1.2	1.6	1.5	1.5	1.5	▼ -2.0%	▼ -2.8%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Jackson												
Total (Current \$)	36.1	33.6	35.6	45.6	40.0	50.0	48.7	47.4	49.7	51.1	▲ 3.0%	▲ 1.6%
Other	2.9	3.1	3.5	3.4	2.4	3.8	4.9	4.5	4.2	4.0	▼ -4.4%	▼ -6.0%
Visitor	33.3	30.5	32.1	42.2	37.6	46.2	43.8	43.0	45.4	47.1	▲ 3.7%	▲ 2.4%
Non-transportation	29.3	26.6	27.7	36.9	33.5	40.5	37.6	37.3	39.8	41.6	▲ 4.4%	▲ 3.5%
Transportation	3.9	3.9	4.4	5.3	4.1	5.7	6.3	5.7	5.6	5.5	▼ -1.6%	▼ -4.3%
Jefferson												
Total (Current \$)	5.5	5.8	6.4	6.3	5.2	5.9	6.8	7.2	7.4	7.3	▼ -1.2%	▲ 2.7%
Other	0.6	0.7	0.8	0.7	0.5	0.8	1.0	0.9	0.8	0.8	▼ -5.5%	▼ -6.7%
Visitor	4.9	5.1	5.6	5.6	4.7	5.2	5.8	6.4	6.6	6.5	▼ -0.7%	▲ 4.1%
Non-transportation	3.7	3.8	4.1	4.1	3.6	3.7	4.0	4.6	4.8	4.9	▲ 1.7%	▲ 6.5%
Transportation	1.2	1.3	1.5	1.4	1.1	1.4	1.8	1.8	1.8	1.7	▼ -7.1%	▼ -1.7%
Johnston												
Total (Current \$)	7.0	6.8	7.2	7.6	5.9	7.2	8.6	9.1	10.1	9.6	▼ -4.4%	▲ 3.9%
Other	1.0	1.2	1.4	1.3	1.0	1.4	1.8	1.6	1.6	1.5	▼ -5.0%	▼ -6.3%
Visitor	6.0	5.6	5.8	6.3	5.0	5.8	6.8	7.5	8.5	8.1	▼ -4.3%	▲ 6.3%
Non-transportation	4.8	4.4	4.5	4.9	4.0	4.5	5.1	5.8	6.8	6.6	▼ -3.5%	▲ 8.5%
Transportation	1.2	1.2	1.3	1.4	1.0	1.2	1.6	1.6	1.7	1.6	▼ -7.5%	▼ -1.3%
Kay												
Total (Current \$)	104.1	115.7	113.8	107.4	139.4	117.2	114.2	126.5	127.1	130.4	▲ 2.6%	▲ 4.5%
Other	5.2	5.6	6.3	6.1	4.3	6.8	8.7	8.0	7.6	7.2	▼ -4.9%	▼ -6.0%
Visitor	98.9	110.1	107.5	101.3	135.1	110.4	105.5	118.5	119.5	123.2	▲ 3.1%	▲ 5.3%
Non-transportation	89.3	99.1	95.9	90.4	125.5	97.9	91.5	104.0	105.4	109.8	▲ 4.2%	▲ 6.3%
Transportation	9.6	11.1	11.6	10.9	9.6	12.5	14.0	14.6	14.1	13.3	▼ -5.1%	▼ -1.6%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Kingfisher												
Total (Current \$)	10.9	11.5	13.1	12.7	9.3	12.2	14.5	14.8	15.6	15.8	▲ 1.3%	▲ 2.8%
Other	1.5	1.7	1.9	1.9	1.4	2.1	2.7	2.5	2.4	2.3	▼ -6.6%	▼ -5.5%
Visitor	9.4	9.8	11.1	10.9	7.9	10.1	11.8	12.3	13.2	13.5	▲ 2.8%	▲ 4.5%
Non-transportation	7.7	8.0	9.0	8.8	6.6	8.2	9.3	9.9	10.7	11.2	▲ 4.0%	▲ 6.1%
Transportation	1.7	1.9	2.2	2.1	1.3	1.9	2.5	2.4	2.4	2.4	▼ -2.7%	▼ -1.9%
Kiowa												
Total (Current \$)	9.2	9.3	10.6	10.7	9.9	11.9	13.7	14.3	15.0	14.6	▼ -2.2%	▲ 2.3%
Other	0.9	0.9	1.1	1.0	0.8	1.2	1.5	1.3	1.3	1.2	▼ -7.3%	▼ -7.5%
Visitor	8.3	8.3	9.5	9.7	9.1	10.8	12.2	13.0	13.7	13.5	▼ -1.7%	▲ 3.4%
Non-transportation	6.4	6.3	7.1	7.3	7.0	8.0	8.7	9.5	10.2	10.2	▲ 0.2%	▲ 5.5%
Transportation	1.9	2.0	2.4	2.4	2.1	2.8	3.5	3.5	3.5	3.2	▼ -7.1%	▼ -2.2%
Latimer												
Total (Current \$)	11.0	20.5	22.4	24.5	33.1	27.8	26.2	28.4	30.3	29.2	▼ -3.8%	▲ 3.7%
Other	1.0	1.1	1.3	1.2	0.9	1.3	1.7	1.5	1.5	1.4	▼ -5.1%	▼ -6.0%
Visitor	10.1	19.4	21.1	23.3	32.2	26.5	24.5	26.9	28.9	27.8	▼ -3.7%	▲ 4.3%
Non-transportation	8.3	17.6	18.8	20.5	28.0	21.4	18.5	20.8	22.7	22.2	▼ -2.3%	▲ 6.1%
Transportation	1.8	1.9	2.3	2.7	4.2	5.1	6.0	6.1	6.2	5.6	▼ -8.7%	▼ -2.0%
Le Flore												
Total (Current \$)	130.9	190.6	216.2	211.9	173.4	220.9	242.8	251.4	266.2	280.3	▲ 5.3%	▲ 4.9%
Other	4.6	5.3	6.1	5.9	4.4	6.7	8.6	7.9	7.7	7.2	▼ -5.8%	▼ -5.6%
Visitor	126.3	185.4	210.1	206.0	169.0	214.2	234.2	243.5	258.5	273.1	▲ 5.6%	▲ 5.3%
Non-transportation	118.2	176.5	199.4	195.8	161.1	203.1	220.2	229.9	244.9	259.9	▲ 6.2%	▲ 5.7%
Transportation	8.1	8.9	10.7	10.2	7.9	11.1	14.0	13.6	13.7	13.1	▼ -3.8%	▼ -2.0%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Lincoln												
Total (Current \$)	29.2	30.4	33.7	32.8	26.5	33.5	38.4	43.0	43.0	45.1	▲ 4.7%	▲ 5.5%
Other	3.3	3.7	4.3	4.1	3.1	4.7	6.0	5.5	5.4	5.1	▼ -5.6%	▼ -5.4%
Visitor	25.9	26.7	29.4	28.7	23.4	28.9	32.4	37.5	37.7	40.0	▲ 6.2%	▲ 7.3%
Non-transportation	22.7	23.2	25.3	24.8	20.5	24.8	27.3	32.3	32.6	35.1	▲ 7.6%	▲ 8.7%
Transportation	3.2	3.5	4.1	3.9	2.9	4.1	5.1	5.2	5.0	4.9	▼ -2.8%	▼ -1.4%
Logan												
Total (Current \$)	45.2	51.8	54.4	53.4	41.1	58.1	70.7	65.4	68.4	72.9	▲ 6.6%	▲ 1.0%
Other	4.3	4.9	5.8	5.7	4.3	7.0	9.0	8.5	8.3	8.0	▼ -3.7%	▼ -4.0%
Visitor	40.9	46.9	48.7	47.7	36.7	51.1	61.7	56.9	60.1	64.9	▲ 8.1%	▲ 1.7%
Non-transportation	36.7	41.9	43.1	42.4	33.0	45.2	53.9	50.1	53.3	58.2	▲ 9.1%	▲ 2.6%
Transportation	4.2	5.0	5.6	5.3	3.8	5.9	7.8	6.9	6.8	6.8	▲ 0.3%	▼ -4.5%
Love												
Total (Current \$)	540.2	600.7	573.7	615.8	478.4	728.4	717.9	733.2	743.9	770.4	▲ 3.6%	▲ 2.4%
Other	0.9	1.1	1.2	1.2	0.9	1.4	1.8	1.6	1.6	1.6	▼ -3.3%	▼ -5.0%
Visitor	539.2	599.6	572.5	614.6	477.5	727.0	716.0	731.5	742.3	768.9	▲ 3.6%	▲ 2.4%
Non-transportation	526.0	584.3	557.3	598.9	466.8	712.4	702.8	714.2	725.2	752.4	▲ 3.8%	▲ 2.3%
Transportation	13.3	15.3	15.2	15.7	10.7	14.6	13.3	17.4	17.1	16.5	▼ -3.6%	▲ 7.4%
Major												
Total (Current \$)	4.6	4.8	5.3	5.1	3.7	5.1	6.2	6.3	6.5	6.5	▲ 0.4%	▲ 1.7%
Other	0.7	0.8	0.9	0.9	0.7	1.1	1.4	1.2	1.2	1.1	▼ -6.9%	▼ -7.2%
Visitor	3.8	4.0	4.4	4.2	3.1	4.0	4.8	5.1	5.3	5.4	▲ 2.0%	▲ 4.0%
Non-transportation	3.1	3.2	3.5	3.4	2.5	3.2	3.7	4.0	4.3	4.4	▲ 3.3%	▲ 5.9%
Transportation	0.7	0.8	0.9	0.9	0.6	0.8	1.1	1.0	1.0	1.0	▼ -3.2%	▼ -3.1%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Marshall												
Total (Current \$)	47.0	48.5	53.2	57.3	53.5	69.7	75.4	78.7	81.5	81.8	▲ 0.5%	▲ 2.8%
Other	2.0	2.2	2.4	2.5	1.8	2.5	3.2	3.1	2.9	2.8	▼ -4.0%	▼ -4.5%
Visitor	45.0	46.4	50.7	54.9	51.8	67.2	72.1	75.6	78.5	79.0	▲ 0.6%	▲ 3.1%
Non-transportation	38.7	39.6	42.9	46.7	44.4	57.9	60.6	63.9	66.9	68.2	▲ 2.0%	▲ 4.0%
Transportation	6.3	6.7	7.8	8.1	7.3	9.3	11.5	11.7	11.6	10.8	▼ -7.1%	▼ -2.1%
Mayes												
Total (Current \$)	45.3	42.8	49.8	53.5	44.7	56.9	63.3	64.4	70.9	74.6	▲ 5.2%	▲ 5.6%
Other	3.8	4.3	5.0	4.9	3.6	5.4	6.9	6.4	6.2	5.8	▼ -5.8%	▼ -5.7%
Visitor	41.5	38.5	44.7	48.6	41.1	51.5	56.4	58.1	64.7	68.8	▲ 6.3%	▲ 6.8%
Non-transportation	33.9	30.8	35.4	39.0	33.8	41.6	44.1	46.3	52.6	56.8	▲ 8.0%	▲ 8.8%
Transportation	7.6	7.8	9.3	9.6	7.2	9.9	12.2	11.8	12.1	12.0	▼ -1.2%	▼ -0.7%
McClain												
Total (Current \$)	70.8	74.6	73.9	76.3	61.2	88.9	95.7	96.6	100.8	104.5	▲ 3.7%	▲ 3.0%
Other	3.6	4.2	4.8	4.8	3.7	6.0	7.7	7.5	7.5	7.2	▼ -4.1%	▼ -2.5%
Visitor	67.3	70.5	69.1	71.5	57.6	82.9	87.9	89.1	93.4	97.4	▲ 4.3%	▲ 3.5%
Non-transportation	63.7	66.5	64.9	67.3	54.5	78.3	82.1	83.4	87.7	91.9	▲ 4.8%	▲ 3.8%
Transportation	3.6	3.9	4.2	4.2	3.1	4.7	5.8	5.7	5.7	5.5	▼ -3.2%	▼ -1.8%
McCurtain												
Total (Current \$)	161.2	192.4	222.7	231.6	372.4	474.1	462.7	430.7	491.8	496.8	▲ 1.0%	▲ 2.4%
Other	3.1	3.5	4.0	3.9	2.9	4.3	5.5	4.9	4.7	4.4	▼ -6.6%	▼ -6.8%
Visitor	158.1	188.9	218.6	227.8	369.5	469.8	457.2	425.8	487.0	492.4	▲ 1.1%	▲ 2.5%
Non-transportation	137.8	162.4	186.2	195.3	311.3	409.0	394.9	371.8	431.6	441.0	▲ 2.2%	▲ 3.7%
Transportation	20.3	26.6	32.5	32.4	58.1	60.8	62.3	54.0	55.5	51.4	▼ -7.3%	▼ -6.2%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
McIntosh												
Total (Current \$)	55.9	54.4	59.6	60.0	62.4	72.3	78.2	77.3	83.5	78.7	▼ -5.8%	▲ 0.2%
Other	2.3	2.5	2.8	2.8	2.0	3.0	3.9	3.6	3.5	3.3	▼ -4.7%	▼ -5.1%
Visitor	53.5	51.9	56.8	57.2	60.5	69.2	74.3	73.7	80.1	75.4	▼ -5.8%	▲ 0.5%
Non-transportation	46.4	44.5	48.4	48.9	52.2	60.0	62.9	62.7	68.7	65.4	▼ -4.7%	▲ 1.4%
Transportation	7.1	7.4	8.4	8.3	8.3	9.2	11.4	11.0	11.4	10.0	▼ -12.5%	▼ -4.5%
Murray												
Total (Current \$)	69.2	71.1	79.7	80.5	69.7	86.9	93.5	105.6	111.5	109.9	▼ -1.5%	▲ 5.5%
Other	1.8	1.9	2.1	2.1	1.5	2.3	2.9	2.7	2.6	2.5	▼ -4.0%	▼ -5.3%
Visitor	67.4	69.2	77.6	78.4	68.3	84.6	90.6	102.9	109.0	107.4	▼ -1.4%	▲ 5.8%
Non-transportation	59.6	60.9	67.7	68.6	60.4	74.6	78.3	89.5	95.5	95.2	▼ -0.3%	▲ 6.7%
Transportation	7.8	8.4	9.9	9.7	7.9	10.1	12.3	13.4	13.4	12.2	▼ -9.4%	▼ -0.4%
Muskogee												
Total (Current \$)	109.7	113.0	116.3	118.6	113.8	128.4	144.3	144.9	154.8	162.5	▲ 5.0%	▲ 4.0%
Other	7.0	7.7	8.9	8.5	6.2	9.5	12.2	11.1	10.7	10.1	▼ -6.0%	▼ -6.1%
Visitor	102.7	105.3	107.3	110.1	107.6	118.8	132.1	133.7	144.0	152.4	▲ 5.8%	▲ 4.9%
Non-transportation	92.4	94.1	95.2	98.1	96.1	103.7	113.7	116.1	126.2	135.2	▲ 7.1%	▲ 5.9%
Transportation	10.3	11.2	12.2	12.0	11.6	15.1	18.4	17.6	17.8	17.3	▼ -2.9%	▼ -2.1%
Noble												
Total (Current \$)	43.0	41.7	44.4	41.9	37.7	38.0	36.6	34.3	33.8	35.6	▲ 5.3%	▼ -0.9%
Other	1.1	1.2	1.4	1.3	1.0	1.5	1.9	1.7	1.7	1.6	▼ -6.4%	▼ -6.8%
Visitor	41.9	40.5	43.0	40.6	36.7	36.4	34.6	32.6	32.1	34.0	▲ 5.9%	▼ -0.6%
Non-transportation	39.7	38.2	40.3	38.2	35.0	34.0	31.7	29.9	29.5	31.5	▲ 6.6%	▼ -0.2%
Transportation	2.2	2.3	2.6	2.4	1.7	2.4	2.9	2.7	2.6	2.5	▼ -2.5%	▼ -4.9%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Nowata												
Total (Current \$)	4.9	5.0	5.3	5.2	3.8	4.6	5.7	5.9	6.0	6.1	▲ 0.7%	▲ 2.0%
Other	1.0	1.1	1.3	1.2	0.9	1.3	1.7	1.5	1.5	1.4	▼ -6.8%	▼ -6.0%
Visitor	3.9	3.9	4.1	4.0	2.9	3.4	4.1	4.4	4.6	4.7	▲ 3.2%	▲ 4.9%
Non-transportation	3.1	3.0	3.1	3.1	2.3	2.6	3.0	3.4	3.5	3.7	▲ 5.2%	▲ 7.1%
Transportation	0.8	0.9	1.0	0.9	0.6	0.8	1.1	1.0	1.0	1.0	▼ -3.6%	▼ -1.9%
Okfuskee												
Total (Current \$)	7.5	7.9	8.9	8.5	6.2	7.9	9.6	9.7	10.1	10.2	▲ 1.6%	▲ 2.2%
Other	1.1	1.3	1.5	1.4	1.0	1.5	2.0	1.8	1.8	1.7	▼ -5.7%	▼ -6.0%
Visitor	6.4	6.6	7.4	7.1	5.2	6.4	7.6	7.9	8.3	8.6	▲ 3.1%	▲ 4.2%
Non-transportation	5.2	5.3	5.8	5.7	4.3	5.1	5.9	6.3	6.7	7.0	▲ 4.5%	▲ 5.9%
Transportation	1.2	1.3	1.5	1.4	0.9	1.3	1.7	1.7	1.6	1.6	▼ -2.5%	▼ -2.2%
Oklahoma												
Total (Current \$)	2,183.0	2,266.1	2,445.2	2,493.7	1,711.2	2,311.8	2,756.0	2,864.4	2,944.3	3,016.3	▲ 2.4%	▲ 3.1%
Other	405.6	428.9	465.0	482.4	241.5	359.2	492.7	533.8	563.7	564.9	▲ 0.2%	▲ 4.7%
Visitor	1,777.4	1,837.2	1,980.1	2,011.3	1,469.7	1,952.6	2,263.2	2,330.6	2,380.5	2,451.4	▲ 3.0%	▲ 2.7%
Non-transportation	1,380.0	1,429.5	1,526.7	1,553.3	1,203.1	1,550.3	1,757.5	1,829.6	1,876.7	1,955.3	▲ 4.2%	▲ 3.6%
Transportation	397.4	407.6	453.4	458.0	266.7	402.3	505.8	501.0	503.8	496.1	▼ -1.5%	▼ -0.6%
Okmulgee												
Total (Current \$)	65.1	69.8	78.0	75.9	60.3	82.8	90.9	90.5	94.3	96.4	▲ 2.3%	▲ 2.0%
Other	4.1	4.5	5.2	5.0	3.6	5.5	7.0	6.4	6.2	5.8	▼ -5.2%	▼ -5.9%
Visitor	61.0	65.3	72.7	70.9	56.6	77.3	83.9	84.0	88.1	90.6	▲ 2.8%	▲ 2.6%
Non-transportation	55.7	59.2	65.9	64.3	51.7	70.4	75.4	75.9	80.0	82.9	▲ 3.6%	▲ 3.2%
Transportation	5.2	6.0	6.9	6.5	4.9	7.0	8.5	8.1	8.1	7.6	▼ -5.3%	▼ -3.6%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Osage												
Total (Current \$)	93.1	103.4	119.1	129.8	117.8	169.1	162.8	162.9	166.0	169.3	▲ 2.0%	▲ 1.3%
Other	4.5	5.0	5.8	5.6	4.1	6.3	8.1	7.4	7.2	6.7	▼ -5.9%	▼ -6.0%
Visitor	88.6	98.5	113.3	124.2	113.7	162.8	154.7	155.5	158.8	162.6	▲ 2.4%	▲ 1.7%
Non-transportation	83.8	93.0	106.6	117.3	107.9	154.7	145.0	145.8	149.6	154.1	▲ 3.0%	▲ 2.0%
Transportation	4.8	5.5	6.6	6.9	5.8	8.1	9.7	9.7	9.3	8.5	▼ -7.7%	▼ -4.0%
Ottawa												
Total (Current \$)	334.7	340.3	337.0	330.0	279.9	427.0	398.2	396.8	416.0	421.5	▲ 1.3%	▲ 1.9%
Other	3.5	3.7	4.3	4.1	3.0	4.6	5.9	5.3	5.1	4.9	▼ -5.3%	▼ -6.0%
Visitor	331.3	336.5	332.8	325.9	276.9	422.4	392.4	391.5	410.9	416.6	▲ 1.4%	▲ 2.0%
Non-transportation	321.4	326.1	321.5	315.1	268.5	410.6	377.9	378.0	397.3	404.4	▲ 1.8%	▲ 2.3%
Transportation	9.8	10.4	11.3	10.8	8.4	11.9	14.5	13.4	13.6	12.3	▼ -9.8%	▼ -5.5%
Pawnee												
Total (Current \$)	18.6	19.6	21.3	21.0	17.3	20.0	23.7	24.4	25.4	24.9	▼ -1.8%	▲ 1.7%
Other	1.5	1.7	2.0	1.9	1.4	2.2	2.8	2.5	2.5	2.3	▼ -6.9%	▼ -6.1%
Visitor	17.1	17.9	19.3	19.0	15.9	17.8	20.9	21.8	22.9	22.6	▼ -1.3%	▲ 2.7%
Non-transportation	15.5	16.2	17.3	17.1	14.4	15.9	18.4	19.4	20.6	20.4	▼ -0.6%	▲ 3.6%
Transportation	1.6	1.7	2.0	1.9	1.5	2.0	2.5	2.4	2.3	2.2	▼ -7.2%	▼ -4.2%
Payne												
Total (Current \$)	119.3	149.0	154.6	151.6	114.9	142.0	148.6	162.7	194.3	194.0	▼ -0.2%	▲ 9.3%
Other	8.0	9.0	10.5	10.1	7.5	11.6	14.9	13.6	13.3	12.4	▼ -6.5%	▼ -5.8%
Visitor	111.2	139.9	144.1	141.5	107.5	130.4	133.7	149.1	181.1	181.6	▲ 0.3%	▲ 10.7%
Non-transportation	98.7	123.6	126.4	124.6	95.9	114.3	115.0	130.1	160.6	162.4	▲ 1.1%	▲ 12.2%
Transportation	12.6	16.3	17.8	16.9	11.6	16.0	18.8	19.0	20.4	19.2	▼ -5.9%	▲ 0.8%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Pittsburg												
Total (Current \$)	103.9	106.3	116.9	121.1	89.7	116.1	137.7	133.3	136.4	140.4	▲ 2.9%	▲ 0.7%
Other	4.2	4.7	5.4	5.2	3.9	6.0	7.7	6.9	6.7	6.2	▼ -6.6%	▼ -6.9%
Visitor	99.7	101.6	111.5	115.9	85.8	110.1	130.0	126.4	129.8	134.2	▲ 3.4%	▲ 1.1%
Non-transportation	90.9	91.8	100.2	104.7	78.0	100.1	116.8	114.2	118.0	123.0	▲ 4.2%	▲ 1.7%
Transportation	8.8	9.9	11.2	11.2	7.9	10.0	13.2	12.2	11.8	11.2	▼ -4.7%	▼ -5.2%
Pontotoc												
Total (Current \$)	51.6	49.2	68.2	60.0	44.6	55.8	63.9	60.8	65.4	71.8	▲ 9.9%	▲ 4.0%
Other	5.0	5.3	5.9	5.9	4.1	6.4	8.2	7.7	7.3	7.0	▼ -3.7%	▼ -5.1%
Visitor	46.7	43.9	62.3	54.1	40.5	49.4	55.7	53.1	58.1	64.8	▲ 11.6%	▲ 5.2%
Non-transportation	41.0	38.0	54.0	47.0	35.7	42.8	47.3	45.6	50.5	57.0	▲ 12.8%	▲ 6.4%
Transportation	5.7	5.8	8.3	7.1	4.8	6.6	8.4	7.5	7.6	7.9	▲ 3.5%	▼ -2.2%
Pottawatomie												
Total (Current \$)	105.8	105.6	108.7	114.0	89.9	127.9	126.4	137.6	136.9	141.3	▲ 3.2%	▲ 3.8%
Other	6.7	7.6	8.9	8.6	6.5	10.1	13.0	11.8	11.5	10.8	▼ -5.6%	▼ -5.8%
Visitor	99.1	97.9	99.8	105.4	83.4	117.8	113.5	125.8	125.4	130.4	▲ 4.0%	▲ 4.7%
Non-transportation	89.6	87.8	88.7	94.1	75.1	105.1	99.2	111.4	111.7	117.2	▲ 5.0%	▲ 5.7%
Transportation	9.5	10.1	11.1	11.3	8.3	12.7	14.3	14.4	13.7	13.2	▼ -3.9%	▼ -2.6%
Pushmataha												
Total (Current \$)	9.3	19.5	20.6	20.5	18.7	14.1	23.3	25.2	26.7	26.4	▼ -0.8%	▲ 4.3%
Other	1.0	1.2	1.4	1.3	1.0	1.5	1.9	1.7	1.7	1.6	▼ -6.4%	▼ -6.7%
Visitor	8.2	18.3	19.2	19.1	17.8	12.6	21.4	23.5	25.0	24.9	▼ -0.4%	▲ 5.2%
Non-transportation	6.2	16.1	16.7	16.7	15.9	10.1	18.1	20.2	21.7	21.9	▲ 0.6%	▲ 6.4%
Transportation	2.0	2.2	2.5	2.4	1.9	2.5	3.2	3.3	3.3	3.0	▼ -7.1%	▼ -2.2%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Roger Mills												
Total (Current \$)	2.8	2.9	3.3	3.1	2.4	3.0	3.6	3.6	3.8	3.8	▲ 0.2%	▲ 1.6%
Other	0.4	0.4	0.5	0.4	0.3	0.5	0.6	0.5	0.5	0.5	▼ -7.7%	▼ -7.9%
Visitor	2.4	2.5	2.8	2.7	2.0	2.5	3.0	3.1	3.2	3.3	▲ 1.4%	▲ 3.3%
Non-transportation	2.0	2.0	2.3	2.2	1.7	2.1	2.4	2.5	2.7	2.7	▲ 2.7%	▲ 5.0%
Transportation	0.4	0.5	0.6	0.5	0.4	0.5	0.6	0.6	0.6	0.6	▼ -4.4%	▼ -3.3%
Rogers												
Total (Current \$)	151.1	157.2	163.7	171.4	144.4	174.5	201.6	211.3	206.8	201.5	▼ -2.5%	▼ 0.0%
Other	9.0	10.1	11.7	11.4	8.5	13.7	17.6	16.5	16.1	15.2	▼ -5.4%	▼ -4.8%
Visitor	142.2	147.1	152.1	160.0	136.0	160.8	184.0	194.8	190.7	186.3	▼ -2.3%	▲ 0.4%
Non-transportation	130.0	133.8	137.4	145.1	124.2	143.9	163.4	174.5	171.9	169.1	▼ -1.6%	▲ 1.2%
Transportation	12.2	13.3	14.6	14.9	11.8	16.9	20.7	20.3	18.8	17.2	▼ -8.4%	▼ -5.9%
Seminole												
Total (Current \$)	20.2	19.0	20.4	19.8	14.7	20.0	23.2	22.5	22.5	22.6	▲ 0.5%	▼ -0.8%
Other	2.4	2.6	3.1	2.9	2.1	3.3	4.2	3.8	3.6	3.4	▼ -6.1%	▼ -6.9%
Visitor	17.8	16.4	17.3	16.9	12.5	16.8	19.0	18.7	18.9	19.3	▲ 1.8%	▲ 0.4%
Non-transportation	14.6	13.2	13.8	13.5	10.3	13.5	14.8	14.8	15.1	15.6	▲ 3.2%	▲ 1.8%
Transportation	3.2	3.2	3.5	3.4	2.3	3.3	4.2	3.9	3.8	3.6	▼ -3.7%	▼ -4.7%
Sequoyah												
Total (Current \$)	114.9	118.7	120.9	124.5	131.7	137.9	159.5	168.6	175.6	175.9	▲ 0.2%	▲ 3.3%
Other	3.8	4.4	5.1	4.9	3.7	5.5	7.0	6.4	6.2	5.9	▼ -5.8%	▼ -5.7%
Visitor	111.0	114.3	115.8	119.6	128.0	132.4	152.5	162.1	169.4	170.0	▲ 0.4%	▲ 3.7%
Non-transportation	101.7	104.3	104.8	108.4	115.7	116.9	133.6	143.0	150.4	152.4	▲ 1.3%	▲ 4.5%
Transportation	9.3	10.1	11.0	11.1	12.3	15.5	18.9	19.1	19.0	17.6	▼ -7.2%	▼ -2.3%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Stephens												
Total (Current \$)	60.0	62.0	66.0	64.7	53.6	74.6	82.3	89.2	89.6	90.8	▲ 1.4%	▲ 3.4%
Other	5.6	5.8	6.6	6.5	4.5	7.1	9.1	8.6	8.1	7.8	▼ -4.0%	▼ -4.8%
Visitor	54.4	56.1	59.4	58.2	49.1	67.5	73.2	80.6	81.4	83.0	▲ 1.9%	▲ 4.3%
Non-transportation	47.1	48.0	50.4	49.6	42.6	57.7	61.2	68.5	69.8	71.9	▲ 2.9%	▲ 5.5%
Transportation	7.3	8.1	9.0	8.6	6.5	9.8	12.0	12.1	11.6	11.1	▼ -4.1%	▼ -2.5%
Texas												
Total (Current \$)	34.9	36.1	34.0	35.3	33.0	41.0	57.1	48.7	48.7	49.6	▲ 2.0%	▼ -4.6%
Other	2.0	2.2	2.6	2.4	1.8	2.9	3.7	3.2	3.2	2.9	▼ -7.6%	▼ -7.5%
Visitor	32.9	33.9	31.4	32.9	31.2	38.1	53.4	45.4	45.5	46.7	▲ 2.6%	▼ -4.4%
Non-transportation	29.0	29.6	27.2	28.6	27.7	33.2	46.0	39.5	39.9	41.3	▲ 3.4%	▼ -3.6%
Transportation	3.9	4.3	4.3	4.3	3.5	4.9	7.4	5.9	5.6	5.5	▼ -3.1%	▼ -9.7%
Tillman												
Total (Current \$)	5.3	5.6	6.2	6.0	4.6	5.8	6.9	7.0	7.1	7.2	▲ 0.8%	▲ 1.3%
Other	0.7	0.8	0.9	0.9	0.6	1.0	1.3	1.1	1.0	1.0	▼ -5.8%	▼ -8.0%
Visitor	4.6	4.8	5.3	5.1	3.9	4.9	5.7	5.9	6.1	6.2	▲ 1.9%	▲ 3.2%
Non-transportation	3.8	3.8	4.2	4.1	3.2	3.9	4.4	4.6	4.9	5.1	▲ 3.3%	▲ 4.9%
Transportation	0.9	0.9	1.1	1.0	0.7	1.0	1.3	1.2	1.2	1.2	▼ -3.7%	▼ -3.3%
Tulsa												
Total (Current \$)	1,341.9	1,320.4	1,426.6	1,493.4	938.3	1,327.1	1,669.5	1,720.1	1,689.9	1,703.3	▲ 0.8%	▲ 0.7%
Other	333.3	316.7	352.8	372.0	178.7	278.9	394.6	433.6	446.5	425.7	▼ -4.7%	▲ 2.6%
Visitor	1,008.5	1,003.7	1,073.7	1,121.4	759.6	1,048.2	1,274.8	1,286.5	1,243.4	1,277.6	▲ 2.8%	▲ 0.1%
Non-transportation	736.1	727.0	773.9	814.5	590.2	789.6	930.3	948.6	920.7	965.2	▲ 4.8%	▲ 1.2%
Transportation	272.4	276.7	299.8	306.9	169.4	258.6	344.5	337.8	322.7	312.4	▼ -3.2%	▼ -3.2%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Wagoner												
Total (Current \$)	55.7	56.7	61.3	62.4	51.1	67.6	78.3	81.5	84.4	84.8	▲ 0.5%	▲ 2.7%
Other	7.2	8.3	9.7	9.6	7.3	11.6	14.9	14.2	14.1	13.4	▼ -4.4%	▼ -3.4%
Visitor	48.6	48.4	51.6	52.8	43.8	56.0	63.3	67.3	70.3	71.4	▲ 1.5%	▲ 4.1%
Non-transportation	41.6	40.9	43.1	44.3	37.4	46.8	51.7	55.9	59.1	60.7	▲ 2.7%	▲ 5.5%
Transportation	7.0	7.5	8.5	8.5	6.4	9.2	11.6	11.4	11.2	10.7	▼ -4.6%	▼ -2.7%
Washington												
Total (Current \$)	65.6	69.3	69.4	68.1	49.9	72.4	79.4	77.6	78.4	79.4	▲ 1.3%	▼ 0.0%
Other	5.8	6.3	7.2	7.0	5.1	8.0	10.3	9.6	9.2	8.7	▼ -5.3%	▼ -5.3%
Visitor	59.8	63.0	62.1	61.0	44.8	64.4	69.1	68.0	69.2	70.7	▲ 2.2%	▲ 0.7%
Non-transportation	50.5	52.5	51.2	50.6	37.7	53.3	55.8	55.7	57.2	59.1	▲ 3.3%	▲ 2.0%
Transportation	9.3	10.4	11.0	10.5	7.1	11.1	13.4	12.4	11.9	11.6	▼ -3.3%	▼ -4.8%
Washita												
Total (Current \$)	7.0	7.1	7.9	7.7	6.1	7.7	9.2	9.5	9.8	9.7	▼ -1.4%	▲ 1.6%
Other	1.1	1.2	1.4	1.3	1.0	1.5	1.9	1.7	1.7	1.6	▼ -6.1%	▼ -6.8%
Visitor	5.9	5.9	6.6	6.4	5.2	6.2	7.3	7.8	8.2	8.1	▼ -0.4%	▲ 3.6%
Non-transportation	4.5	4.5	4.9	4.8	4.0	4.6	5.2	5.7	6.2	6.2	▲ 1.3%	▲ 5.9%
Transportation	1.4	1.5	1.7	1.6	1.1	1.6	2.1	2.0	2.0	1.9	▼ -5.7%	▼ -2.6%
Woods												
Total (Current \$)	19.7	16.9	21.5	17.7	15.2	19.3	22.2	23.4	24.2	26.1	▲ 7.9%	▲ 5.6%
Other	1.3	1.4	1.5	1.5	1.0	1.6	2.0	1.9	1.8	1.7	▼ -4.5%	▼ -5.3%
Visitor	18.3	15.5	20.0	16.2	14.1	17.8	20.2	21.5	22.4	24.4	▲ 8.9%	▲ 6.5%
Non-transportation	15.6	13.0	16.6	13.4	11.8	14.3	15.9	17.2	18.2	20.2	▲ 11.3%	▲ 8.3%
Transportation	2.7	2.5	3.4	2.8	2.4	3.4	4.3	4.2	4.2	4.1	▼ -1.2%	▼ -0.9%

County Travel Impact

Direct Travel Spending, 2016-2025

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Spending (\$Million)												
Woodward												
Total (Current \$)	48.5	56.4	59.1	55.2	43.0	53.0	63.0	56.8	58.8	59.6	▲ 1.4%	▼ -1.8%
Other	2.5	2.6	2.9	2.9	2.0	3.2	4.1	3.7	3.5	3.3	▼ -5.6%	▼ -6.3%
Visitor	46.0	53.8	56.2	52.4	41.0	49.9	58.9	53.1	55.2	56.2	▲ 1.8%	▼ -1.5%
Non-transportation	40.7	47.2	48.9	45.8	36.2	43.3	50.3	45.7	48.0	49.3	▲ 2.7%	▼ -0.6%
Transportation	5.3	6.5	7.2	6.5	4.8	6.6	8.6	7.4	7.2	6.9	▼ -4.1%	▼ -7.1%



Adair County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	15.9	16.7	20.0	20.0	15.8	18.8	22.0	22.9	24.1	24.2	▲ 0.3%	▲ 3.1%
Other Travel*	2.1	2.3	2.7	2.6	1.9	2.7	3.4	3.1	3.1	2.9	▼ -6.4%	▼ -6.0%
Visitor Spending	13.8	14.4	17.3	17.4	13.8	16.1	18.6	19.7	21.1	21.3	▲ 1.3%	▲ 4.7%
Overnight	10.6	11.0	13.4	13.5	10.6	12.4	14.6	15.5	16.6	16.7	▲ 1.1%	▲ 4.6%
Day	3.3	3.4	3.9	3.9	3.3	3.7	4.0	4.3	4.5	4.6	▲ 1.9%	▲ 4.8%
Visitor Spending	13.8	14.4	17.3	17.4	13.8	16.1	18.6	19.7	21.1	21.3	▲ 1.3%	▲ 4.7%
Non-transportation	11.3	11.6	13.7	13.9	11.3	12.8	14.4	15.6	17.0	17.4	▲ 2.7%	▲ 6.4%
Transportation	2.5	2.8	3.5	3.5	2.5	3.3	4.2	4.1	4.1	3.9	▼ -4.6%	▼ -2.0%
Total Direct Earnings	4.3	4.4	5.1	5.3	4.6	4.9	5.4	5.8	6.0	6.1	▲ 2.0%	▲ 4.6%
Total Direct Employment	260	260	300	300	250	240	260	260	270	280	▲ 2.7%	▲ 2.9%
Government Revenue	1.3	1.4	1.7	1.7	1.4	1.6	1.7	1.8	2.0	2.0	▲ 1.6%	▲ 5.7%
Local Revenue	0.5	0.6	0.7	0.7	0.6	0.7	0.8	0.8	0.9	0.9	▲ 1.7%	▲ 5.6%
State Revenue	0.8	0.8	0.9	0.9	0.8	0.9	0.9	1.0	1.1	1.1	▲ 1.5%	▲ 5.8%
Overnight Visitor Volume (Thousands)												
Party Trips	45.9	46.8	52.0	51.0	40.8	40.4	44.2	47.5	50.5	50.3	▼ -0.3%	▲ 4.4%
Party Nights	105.5	107.4	118.5	116.4	88.2	91.3	100.1	107.8	114.4	114.5	▲ 0.1%	▲ 4.6%
Person Trips	114.2	116.2	130.4	128.5	108.5	103.3	112.1	120.8	128.4	127.7	▼ -0.5%	▲ 4.5%
Person Nights	262.5	267.0	297.3	293.2	236.1	233.5	254.3	274.1	291.1	290.7	▼ -0.1%	▲ 4.6%
Average Overnight Spending (\$)												
per Party Trip	230	234	257	264	258	307	331	326	328	333	▲ 1.4%	▲ 0.2%
per Party Night	100	102	113	116	120	136	146	144	145	146	▲ 1.1%	▲ 0.1%
per Person Trip	92	94	103	105	97	120	130	128	129	131	▲ 1.7%	▲ 0.2%
per Person Night	40	41	45	46	45	53	57	56	57	58	▲ 1.3%	▲ 0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	4.5	4.8	5.2	5.0	5.4	6.4	7.5	8.2	8.4	8.1	▼ -3.3%	▲ 2.9%
Other Travel*	0.5	0.6	0.7	0.7	0.5	0.8	1.0	0.9	0.9	0.8	▼ -7.5%	▼ -7.0%
Visitor Spending	3.9	4.2	4.5	4.3	4.9	5.7	6.5	7.3	7.5	7.3	▼ -2.8%	▲ 4.3%
Overnight	3.6	3.9	4.1	3.9	4.6	5.3	6.0	6.8	7.0	6.8	▼ -2.9%	▲ 4.3%
Day	0.3	0.3	0.4	0.3	0.3	0.4	0.5	0.5	0.5	0.5	▼ -1.5%	▲ 4.4%
Visitor Spending	3.9	4.2	4.5	4.3	4.9	5.7	6.5	7.3	7.5	7.3	▼ -2.8%	▲ 4.3%
Non-transportation	3.0	3.2	3.3	3.2	3.7	4.1	4.6	5.3	5.6	5.5	▼ -1.0%	▲ 6.6%
Transportation	0.9	1.0	1.1	1.1	1.2	1.5	1.9	2.0	1.9	1.8	▼ -8.1%	▼ -1.8%
Total Direct Earnings	1.1	1.1	1.2	1.1	1.4	1.4	1.6	1.9	2.0	2.0	▼ -1.6%	▲ 7.0%
Total Direct Employment	80	80	90	80	90	90	90	110	110	120	▲ 5.6%	▲ 7.4%
Government Revenue	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	▼ -2.3%	▲ 6.8%
Local Revenue	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	▼ -2.7%	▲ 7.5%
State Revenue	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.4	▼ -2.0%	▲ 6.3%
Overnight Visitor Volume (Thousands)												
Party Trips	16.6	17.3	17.8	16.8	14.6	18.7	19.4	21.6	22.6	22.1	▼ -2.5%	▲ 4.3%
Party Nights	39.3	41.0	41.9	39.6	33.8	43.4	45.3	50.0	52.3	51.1	▼ -2.3%	▲ 4.1%
Person Trips	45.2	47.0	48.0	45.6	42.7	52.3	53.9	59.9	62.7	61.0	▼ -2.7%	▲ 4.2%
Person Nights	107.6	112.0	114.0	108.1	100.6	122.2	126.1	139.0	145.4	141.8	▼ -2.5%	▲ 4.0%
Average Overnight Spending (\$)												
per Party Trip	216	222	231	235	314	282	308	313	309	308	▼ -0.5%	▼ -0.1%
per Party Night	91	94	98	100	135	121	132	136	134	133	▼ -0.7%	▲ 0.1%
per Person Trip	80	82	85	87	107	101	111	113	112	111	▼ -0.3%	▲ 0.0%
per Person Night	33	34	36	36	45	43	47	49	48	48	▼ -0.5%	▲ 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

Atoka County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	28.7	33.4	36.1	35.5	31.0	40.4	48.3	47.6	48.6	48.9	▲ 0.5%	▲ 0.4%
Other Travel*	1.3	1.5	1.7	1.6	1.2	2.0	2.5	2.3	2.2	2.1	▼ -6.4%	▼ -6.1%
Visitor Spending	27.4	32.0	34.4	33.9	29.7	38.4	45.7	45.3	46.4	46.7	▲ 0.8%	▲ 0.7%
Overnight	20.3	23.2	25.2	24.8	21.7	27.3	34.4	33.1	33.9	34.2	▲ 0.8%	▼ -0.2%
Day	7.2	8.8	9.2	9.1	8.0	11.2	11.4	12.1	12.5	12.6	▲ 0.7%	▲ 3.4%
Visitor Spending	27.4	32.0	34.4	33.9	29.7	38.4	45.7	45.3	46.4	46.7	▲ 0.8%	▲ 0.7%
Non-transportation	24.4	28.5	30.5	30.1	26.6	34.2	40.1	40.0	41.2	42.0	▲ 1.7%	▲ 1.5%
Transportation	3.0	3.4	3.9	3.7	3.2	4.2	5.7	5.3	5.1	4.8	▼ -6.7%	▼ -5.4%
Total Direct Earnings	9.1	9.8	10.3	10.4	10.3	11.1	12.7	13.1	14.6	15.0	▲ 2.7%	▲ 5.6%
Total Direct Employment	400	420	420	410	430	420	450	440	470	470	▼ -0.1%	▲ 1.2%
Government Revenue	2.1	2.5	2.5	2.5	2.3	2.9	3.4	3.4	3.6	3.6	▼ -0.2%	▲ 1.6%
Local Revenue	0.7	1.0	0.9	0.9	0.9	1.1	1.3	1.3	1.4	1.4	▼ -2.0%	▲ 1.0%
State Revenue	1.4	1.5	1.6	1.6	1.5	1.8	2.1	2.1	2.2	2.2	▲ 0.9%	▲ 2.0%
Overnight Visitor Volume (Thousands)												
Party Trips	45.7	48.6	50.3	48.6	39.1	46.4	53.5	55.1	56.6	54.4	▼ -4.0%	▲ 0.5%
Party Nights	100.8	106.6	109.9	106.5	82.2	101.2	115.9	120.2	123.7	119.5	▼ -3.4%	▲ 1.0%
Person Trips	117.5	124.2	128.7	124.9	110.0	121.0	138.4	143.0	147.1	141.1	▼ -4.1%	▲ 0.6%
Person Nights	260.1	273.0	282.2	274.4	233.2	265.2	300.7	312.6	322.2	310.8	▼ -3.5%	▲ 1.1%
Average Overnight Spending (\$)												
per Party Trip	444	477	501	510	555	589	642	601	598	629	▲ 5.0%	▼ -0.7%
per Party Night	201	218	229	233	264	270	296	276	274	286	▲ 4.4%	▼ -1.2%
per Person Trip	173	187	196	198	197	225	248	232	230	242	▲ 5.2%	▼ -0.8%
per Person Night	78	85	89	90	93	103	114	106	105	110	▲ 4.5%	▼ -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

Beaver County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.7	2.8	3.0	3.0	2.2	2.7	3.3	3.4	3.5	3.4	▼ -2.7%	▲ 0.7%
Other Travel*	0.5	0.6	0.7	0.6	0.5	0.7	0.9	0.8	0.8	0.7	▼ -9.1%	▼ -7.3%
Visitor Spending	2.2	2.2	2.3	2.3	1.7	2.0	2.4	2.6	2.7	2.7	▼ -0.8%	▲ 3.3%
Overnight	1.6	1.6	1.6	1.7	1.2	1.4	1.7	1.9	1.9	1.9	▼ -0.9%	▲ 3.2%
Day	0.6	0.6	0.7	0.7	0.5	0.6	0.7	0.7	0.8	0.8	▼ -0.6%	▲ 3.6%
Visitor Spending	2.2	2.2	2.3	2.3	1.7	2.0	2.4	2.6	2.7	2.7	▼ -0.8%	▲ 3.3%
Non-transportation	1.8	1.7	1.8	1.8	1.4	1.5	1.8	2.0	2.1	2.1	▲ 0.8%	▲ 5.4%
Transportation	0.5	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	0.6	▼ -6.3%	▼ -3.1%
Total Direct Earnings	0.7	0.6	0.6	0.6	0.5	0.5	0.6	0.7	0.7	0.7	▼ -0.5%	▲ 5.5%
Total Direct Employment	50	50	50	50	40	40	50	50	50	50	▲ 1.1%	▲ 3.8%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.2	▼ -0.8%	▲ 5.0%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -0.4%	▲ 5.3%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	▼ -1.0%	▲ 4.8%
Overnight Visitor Volume (Thousands)												
Party Trips	9.2	9.0	9.1	9.1	7.1	6.9	7.7	8.3	8.6	8.5	▼ -0.6%	▲ 3.3%
Party Nights	21.9	21.6	21.8	21.7	15.8	16.4	18.6	19.9	20.6	20.5	▼ -0.6%	▲ 3.4%
Person Trips	22.7	22.3	22.5	22.5	17.6	17.2	19.3	20.6	21.4	21.2	▼ -0.7%	▲ 3.3%
Person Nights	54.5	53.7	54.2	54.1	39.8	41.4	46.4	49.7	51.6	51.2	▼ -0.8%	▲ 3.3%
Average Overnight Spending (\$)												
per Party Trip	172	175	181	183	170	204	224	227	224	224	▼ -0.3%	▼ -0.1%
per Party Night	72	73	76	77	76	85	93	94	93	93	▼ -0.3%	▼ -0.1%
per Person Trip	69	71	73	74	68	81	90	91	90	90	▼ -0.2%	▼ 0.0%
per Person Night	29	29	30	31	30	34	37	38	37	37	▼ -0.2%	▼ -0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	42.9	46.3	48.6	45.8	37.2	42.9	50.1	52.5	52.3	58.5	▲ 11.9%	▲ 5.3%
Other Travel*	2.7	2.7	3.1	3.0	2.1	3.4	4.4	4.0	3.9	3.7	▼ -5.4%	▼ -5.7%
Visitor Spending	40.2	43.6	45.5	42.8	35.0	39.5	45.7	48.5	48.4	54.9	▲ 13.3%	▲ 6.3%
Overnight	39.2	42.5	44.2	41.6	34.1	38.1	44.1	47.0	47.0	53.5	▲ 13.7%	▲ 6.6%
Day	1.0	1.1	1.3	1.1	0.9	1.4	1.6	1.4	1.4	1.4	▲ 0.9%	▼ -3.9%
Visitor Spending	40.2	43.6	45.5	42.8	35.0	39.5	45.7	48.5	48.4	54.9	▲ 13.3%	▲ 6.3%
Non-transportation	34.5	37.1	38.3	36.2	30.1	33.0	37.5	40.6	40.9	47.2	▲ 15.3%	▲ 7.9%
Transportation	5.7	6.5	7.1	6.6	5.0	6.5	8.2	7.9	7.5	7.7	▲ 2.3%	▼ -2.0%
Total Direct Earnings	11.2	11.1	11.4	11.1	12.0	13.1	14.5	15.1	15.4	16.2	▲ 5.3%	▲ 3.7%
Total Direct Employment	690	680	710	700	710	790	860	840	830	840	▲ 2.1%	▼ -0.5%
Government Revenue	4.1	4.4	4.6	4.5	3.5	4.2	4.6	5.0	5.0	5.7	▲ 13.4%	▲ 7.2%
Local Revenue	2.0	2.2	2.4	2.3	1.6	2.1	2.4	2.6	2.6	3.0	▲ 15.1%	▲ 7.7%
State Revenue	2.1	2.2	2.3	2.2	1.9	2.1	2.3	2.4	2.5	2.8	▲ 11.5%	▲ 6.6%
Overnight Visitor Volume (Thousands)												
Party Trips	92.9	98.6	99.9	92.9	78.0	80.4	85.9	94.8	95.2	97.8	▲ 2.7%	▲ 4.4%
Party Nights	211.1	223.0	225.5	210.5	163.3	182.1	195.1	214.5	216.2	221.9	▲ 2.6%	▲ 4.4%
Person Trips	234.3	248.2	251.8	234.4	217.8	203.9	217.1	239.7	241.2	247.4	▲ 2.6%	▲ 4.5%
Person Nights	531.6	560.8	567.9	530.9	454.5	461.7	492.9	542.0	546.9	560.4	▲ 2.5%	▲ 4.4%
Average Overnight Spending (\$)												
per Party Trip	422	431	443	448	437	474	514	496	494	547	▲ 10.6%	▲ 2.1%
per Party Night	186	190	196	198	209	209	226	219	218	241	▲ 10.7%	▲ 2.1%
per Person Trip	167	171	176	178	157	187	203	196	195	216	▲ 10.8%	▲ 2.1%
per Person Night	74	76	78	78	75	83	90	87	86	95	▲ 10.9%	▲ 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

Blaine County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	17.7	20.0	21.3	19.7	20.8	24.0	25.4	27.2	28.5	28.0	▼ -2.0%	▲ 3.3%
Other Travel*	0.9	1.0	1.2	1.1	0.8	1.2	1.5	1.4	1.3	1.2	▼ -7.1%	▼ -6.9%
Visitor Spending	16.8	19.0	20.1	18.6	20.0	22.8	23.9	25.8	27.2	26.7	▼ -1.8%	▲ 3.9%
Overnight	14.6	16.6	17.5	16.2	17.5	20.0	20.9	22.5	23.7	23.2	▼ -2.0%	▲ 3.7%
Day	2.2	2.4	2.5	2.4	2.5	2.8	3.0	3.3	3.5	3.5	▼ -0.4%	▲ 5.0%
Visitor Spending	16.8	19.0	20.1	18.6	20.0	22.8	23.9	25.8	27.2	26.7	▼ -1.8%	▲ 3.9%
Non-transportation	13.8	15.5	16.2	14.9	16.3	17.9	18.1	20.0	21.4	21.4	▼ -0.1%	▲ 5.7%
Transportation	3.0	3.5	3.9	3.7	3.7	4.9	5.8	5.8	5.8	5.4	▼ -8.1%	▼ -2.4%
Total Direct Earnings	5.1	5.6	5.8	5.4	5.9	5.8	5.7	6.2	6.2	6.1	▼ -0.8%	▲ 2.2%
Total Direct Employment	330	340	340	330	360	330	310	320	290	280	▼ -3.1%	▼ -2.7%
Government Revenue	1.6	1.8	1.9	1.8	1.8	2.0	2.0	2.2	2.4	2.4	▲ 0.2%	▲ 6.6%
Local Revenue	0.7	0.9	0.9	0.9	0.8	0.9	0.9	1.0	1.2	1.2	▲ 1.6%	▲ 8.6%
State Revenue	0.8	0.9	1.0	0.9	1.0	1.0	1.0	1.1	1.2	1.2	▼ -1.2%	▲ 4.7%
Overnight Visitor Volume (Thousands)												
Party Trips	44.8	47.7	48.7	45.5	40.1	49.0	47.8	51.5	54.5	53.2	▼ -2.4%	▲ 3.7%
Party Nights	101.7	106.9	109.2	103.2	92.0	110.8	109.0	117.6	124.5	121.7	▼ -2.3%	▲ 3.8%
Person Trips	122.8	129.8	133.1	125.7	124.7	139.2	135.5	146.5	155.3	151.2	▼ -2.6%	▲ 3.7%
Person Nights	281.1	293.2	300.6	287.2	289.8	316.5	310.4	335.9	355.9	347.0	▼ -2.5%	▲ 3.8%
Average Overnight Spending (\$)												
per Party Trip	325	347	360	355	437	408	436	437	435	437	▲ 0.4%	▲ 0.0%
per Party Night	143	155	161	157	191	180	191	191	190	191	▲ 0.3%	▼ -0.1%
per Person Trip	119	128	132	129	141	144	154	153	153	154	▲ 0.7%	▼ 0.0%
per Person Night	52	57	58	56	60	63	67	67	67	67	▲ 0.5%	▼ -0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	300.0	763.5	865.4	857.9	702.5	656.1	708.6	767.0	785.1	830.3	▲ 5.8%	▲ 5.4%
Other Travel*	4.7	5.3	6.1	6.1	4.6	6.9	8.8	8.3	8.2	7.9	▼ -3.9%	▼ -3.7%
Visitor Spending	295.3	758.2	859.3	851.8	698.0	649.2	699.7	758.7	776.9	822.4	▲ 5.9%	▲ 5.5%
Overnight	136.0	160.9	189.9	186.2	138.3	242.7	281.0	278.8	281.5	302.9	▲ 7.6%	▲ 2.5%
Day	159.3	597.2	669.4	665.6	559.7	406.5	418.7	479.9	495.4	519.5	▲ 4.9%	▲ 7.5%
Visitor Spending	295.3	758.2	859.3	851.8	698.0	649.2	699.7	758.7	776.9	822.4	▲ 5.9%	▲ 5.5%
Non-transportation	283.4	744.9	843.2	836.3	686.6	633.2	680.2	739.4	758.2	804.3	▲ 6.1%	▲ 5.7%
Transportation	11.9	13.3	16.1	15.4	11.3	16.0	19.5	19.3	18.7	18.1	▼ -3.1%	▼ -2.5%
Total Direct Earnings	84.7	86.0	96.6	98.6	84.2	150.9	175.9	200.2	205.1	217.3	▲ 6.0%	▲ 7.3%
Total Direct Employment	3,120	3,030	3,380	3,460	2,920	3,930	4,180	4,490	4,500	4,640	▲ 3.2%	▲ 3.6%
Government Revenue	17.7	18.8	21.7	21.7	18.0	34.5	37.3	41.5	42.4	44.4	▲ 4.7%	▲ 6.0%
Local Revenue	4.6	4.9	5.7	5.8	5.0	7.0	7.7	9.1	9.2	9.4	▲ 2.0%	▲ 6.9%
State Revenue	13.1	13.9	16.0	15.9	13.0	27.4	29.7	32.4	33.2	35.1	▲ 5.5%	▲ 5.7%
Overnight Visitor Volume (Thousands)												
Party Trips	154.6	158.1	177.8	172.4	137.9	153.3	162.9	180.3	184.6	181.6	▼ -1.7%	▲ 3.7%
Party Nights	361.5	370.2	412.0	400.8	302.8	354.8	378.6	418.5	430.6	426.3	▼ -1.0%	▲ 4.0%
Person Trips	396.5	404.7	454.4	441.4	385.7	395.0	418.0	462.6	474.4	466.1	▼ -1.8%	▲ 3.7%
Person Nights	927.2	947.9	1,053.3	1,026.7	847.7	915.4	972.3	1,074.9	1,107.4	1,095.0	▼ -1.1%	▲ 4.0%
Average Overnight Spending (\$)												
per Party Trip	880	1,018	1,068	1,080	1,003	1,583	1,725	1,547	1,524	1,668	▲ 9.4%	▼ -1.1%
per Party Night	376	435	461	465	457	684	742	666	654	711	▲ 8.7%	▼ -1.4%
per Person Trip	343	398	418	422	359	614	672	603	593	650	▲ 9.5%	▼ -1.1%
per Person Night	147	170	180	181	163	265	289	259	254	277	▲ 8.8%	▼ -1.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	34.1	33.9	36.5	37.5	34.1	38.7	44.0	47.4	49.1	47.8	▼ -2.6%	▲ 2.8%
Other Travel*	2.7	3.1	3.6	3.4	2.5	3.6	4.7	4.2	4.1	3.8	▼ -7.2%	▼ -7.0%
Visitor Spending	31.3	30.8	32.9	34.1	31.6	35.0	39.3	43.2	45.0	44.0	▼ -2.2%	▲ 3.8%
Overnight	23.9	23.4	25.1	26.1	24.8	27.4	30.5	33.8	35.3	34.3	▼ -2.7%	▲ 4.0%
Day	7.4	7.3	7.8	8.0	6.8	7.7	8.8	9.4	9.7	9.7	▼ -0.5%	▲ 3.3%
Visitor Spending	31.3	30.8	32.9	34.1	31.6	35.0	39.3	43.2	45.0	44.0	▼ -2.2%	▲ 3.8%
Non-transportation	25.2	24.4	25.7	26.8	25.5	27.4	29.8	33.4	35.3	35.1	▼ -0.7%	▲ 5.6%
Transportation	6.1	6.4	7.2	7.3	6.0	7.7	9.5	9.7	9.7	8.9	▼ -7.9%	▼ -2.2%
Total Direct Earnings	9.7	9.4	9.7	10.0	9.3	9.5	10.1	10.7	10.9	10.0	▼ -8.9%	▼ -0.4%
Total Direct Employment	610	590	610	620	540	540	550	560	550	460	▼ -16.8%	▼ -5.9%
Government Revenue	2.7	2.7	2.9	3.0	2.8	2.9	3.1	3.5	3.7	3.6	▼ -2.8%	▲ 5.0%
Local Revenue	1.1	1.1	1.2	1.2	1.2	1.2	1.3	1.5	1.6	1.6	▼ -3.1%	▲ 5.5%
State Revenue	1.6	1.6	1.7	1.7	1.6	1.7	1.8	2.0	2.1	2.1	▼ -2.5%	▲ 4.6%
Overnight Visitor Volume (Thousands)												
Party Trips	86.6	83.4	86.4	86.8	77.5	78.2	81.3	88.5	93.0	91.5	▼ -1.6%	▲ 4.0%
Party Nights	202.0	194.9	201.8	202.5	180.9	181.0	188.8	205.0	215.4	212.3	▼ -1.4%	▲ 4.0%
Person Trips	234.0	225.0	233.3	235.7	232.9	216.3	222.8	243.1	255.8	250.9	▼ -1.9%	▲ 4.0%
Person Nights	546.3	526.5	545.5	550.2	550.8	501.3	517.7	563.5	592.7	582.2	▼ -1.8%	▲ 4.0%
Average Overnight Spending (\$)												
per Party Trip	276	281	291	301	320	350	375	382	379	375	▼ -1.2%	▼ 0.0%
per Party Night	119	120	125	129	137	151	162	165	164	162	▼ -1.3%	▲ 0.0%
per Person Trip	102	104	108	111	106	127	137	139	138	137	▼ -0.8%	▼ 0.0%
per Person Night	44	44	46	47	45	55	59	60	60	59	▼ -1.0%	▲ 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

Canadian County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	140.4	160.5	178.3	168.5	119.5	164.8	175.6	189.3	208.7	212.7	▲ 1.9%	▲ 6.6%
Other Travel*	13.4	15.6	18.1	18.5	14.0	23.1	29.6	29.1	28.9	27.9	▼ -3.4%	▼ -2.0%
Visitor Spending	127.0	144.9	160.2	150.0	105.4	141.8	146.0	160.2	179.8	184.8	▲ 2.8%	▲ 8.2%
Overnight	96.4	110.6	123.2	114.2	76.4	102.8	106.6	117.1	133.0	136.6	▲ 2.7%	▲ 8.6%
Day	30.6	34.3	37.0	35.9	29.1	39.0	39.4	43.2	46.8	48.2	▲ 3.1%	▲ 7.0%
Visitor Spending	127.0	144.9	160.2	150.0	105.4	141.8	146.0	160.2	179.8	184.8	▲ 2.8%	▲ 8.2%
Non-transportation	114.7	129.9	142.9	133.9	94.7	125.2	126.4	140.7	159.6	165.2	▲ 3.5%	▲ 9.3%
Transportation	12.4	15.0	17.3	16.1	10.7	16.6	19.6	19.5	20.2	19.6	▼ -3.1%	▼ 0.0%
Total Direct Earnings	37.4	42.3	47.4	46.5	41.1	49.5	55.3	61.3	66.5	69.2	▲ 4.1%	▲ 7.8%
Total Direct Employment	1,850	2,030	2,210	2,170	1,820	2,050	2,160	2,390	2,580	2,550	▼ -1.4%	▲ 5.7%
Government Revenue	12.3	14.0	15.7	15.0	10.6	14.0	14.0	15.8	17.9	18.3	▲ 2.6%	▲ 9.4%
Local Revenue	5.6	6.5	7.3	7.0	4.5	6.2	6.1	7.0	8.0	8.2	▲ 2.4%	▲ 10.4%
State Revenue	6.7	7.6	8.4	8.0	6.1	7.8	7.9	8.8	9.9	10.2	▲ 2.8%	▲ 8.7%
Overnight Visitor Volume (Thousands)												
Party Trips	227.4	249.8	266.0	250.8	203.6	231.6	226.3	254.3	278.4	274.0	▼ -1.6%	▲ 6.6%
Party Nights	611.4	665.5	703.6	672.5	503.7	639.2	632.7	707.3	766.8	763.5	▼ -0.4%	▲ 6.5%
Person Trips	539.5	593.7	630.2	593.2	499.5	549.4	535.8	601.4	658.4	647.2	▼ -1.7%	▲ 6.5%
Person Nights	1,409.3	1,538.7	1,616.0	1,541.0	1,221.0	1,475.9	1,456.5	1,624.2	1,759.2	1,749.6	▼ -0.5%	▲ 6.3%
Average Overnight Spending (\$)												
per Party Trip	424	443	463	455	375	444	471	460	478	498	▲ 4.3%	▲ 1.9%
per Party Night	158	166	175	170	152	161	169	166	174	179	▲ 3.1%	▲ 2.0%
per Person Trip	179	186	196	192	153	187	199	195	202	211	▲ 4.4%	▲ 2.0%
per Person Night	68	72	76	74	63	70	73	72	76	78	▲ 3.2%	▲ 2.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	107.0	109.2	131.6	128.0	131.0	172.4	190.9	193.6	196.2	197.4	▲ 0.6%	▲ 1.1%
Other Travel*	5.5	5.9	6.8	6.6	4.8	7.4	9.5	8.8	8.5	8.0	▼ -5.5%	▼ -5.6%
Visitor Spending	101.5	103.3	124.8	121.4	126.3	164.9	181.4	184.8	187.8	189.4	▲ 0.9%	▲ 1.4%
Overnight	75.4	76.8	93.8	91.2	90.3	118.8	136.8	138.6	140.6	141.9	▲ 0.9%	▲ 1.2%
Day	26.1	26.5	31.0	30.2	36.0	46.2	44.6	46.2	47.2	47.5	▲ 0.7%	▲ 2.1%
Visitor Spending	101.5	103.3	124.8	121.4	126.3	164.9	181.4	184.8	187.8	189.4	▲ 0.9%	▲ 1.4%
Non-transportation	89.8	90.6	108.7	106.0	110.0	141.0	152.2	156.7	160.5	163.8	▲ 2.1%	▲ 2.5%
Transportation	11.8	12.7	16.1	15.3	16.3	24.0	29.2	28.1	27.3	25.5	▼ -6.3%	▼ -4.4%
Total Direct Earnings	27.3	29.1	31.7	31.5	33.0	36.7	43.1	49.3	52.6	58.8	▲ 11.8%	▲ 11.0%
Total Direct Employment	1,500	1,580	1,750	1,710	1,710	1,760	1,930	2,140	2,160	2,400	▲ 11.0%	▲ 7.6%
Government Revenue	9.6	10.2	12.2	12.1	11.2	15.2	16.6	17.2	17.8	18.3	▲ 2.9%	▲ 3.3%
Local Revenue	4.7	5.1	6.2	6.3	5.1	7.7	8.4	8.7	8.9	9.2	▲ 3.1%	▲ 3.0%
State Revenue	5.0	5.1	6.0	5.9	6.1	7.6	8.2	8.5	8.9	9.1	▲ 2.6%	▲ 3.7%
Overnight Visitor Volume (Thousands)												
Party Trips	178.1	177.5	205.2	196.0	159.6	237.9	250.5	265.0	274.4	259.1	▼ -5.6%	▲ 1.1%
Party Nights	410.0	408.5	467.2	446.9	342.2	536.1	565.3	598.9	621.0	589.4	▼ -5.1%	▲ 1.4%
Person Trips	450.8	448.7	519.5	498.6	449.9	631.5	660.4	701.6	728.4	687.6	▼ -5.6%	▲ 1.4%
Person Nights	1,035.8	1,030.8	1,181.3	1,135.1	963.7	1,420.8	1,487.9	1,583.1	1,645.6	1,561.2	▼ -5.1%	▲ 1.6%
Average Overnight Spending (\$)												
per Party Trip	424	432	457	465	566	499	546	523	512	548	▲ 6.9%	▲ 0.1%
per Party Night	184	188	201	204	264	222	242	231	226	241	▲ 6.3%	▼ -0.2%
per Person Trip	167	171	180	183	201	188	207	198	193	206	▲ 6.9%	▼ -0.1%
per Person Night	73	74	79	80	94	84	92	88	85	91	▲ 6.4%	▼ -0.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	66.5	67.6	71.4	71.7	78.2	111.6	125.3	117.4	128.7	131.9	▲ 2.5%	▲ 1.7%
Other Travel*	4.5	5.2	6.0	5.8	4.3	6.6	8.5	7.7	7.5	7.1	▼ -5.6%	▼ -5.7%
Visitor Spending	62.0	62.4	65.4	65.9	73.9	105.0	116.8	109.7	121.2	124.8	▲ 3.0%	▲ 2.2%
Overnight	44.4	44.7	47.0	47.4	55.7	81.9	89.7	82.7	92.1	95.0	▲ 3.1%	▲ 1.9%
Day	17.6	17.8	18.4	18.5	18.2	23.1	27.1	27.0	29.1	29.8	▲ 2.4%	▲ 3.2%
Visitor Spending	62.0	62.4	65.4	65.9	73.9	105.0	116.8	109.7	121.2	124.8	▲ 3.0%	▲ 2.2%
Non-transportation	52.2	52.0	53.9	54.8	61.6	86.3	93.8	88.2	99.2	104.0	▲ 4.8%	▲ 3.5%
Transportation	9.8	10.4	11.4	11.2	12.2	18.7	23.0	21.5	22.0	20.8	▼ -5.5%	▼ -3.4%
Total Direct Earnings	18.0	18.6	19.4	20.9	25.3	28.4	30.5	33.8	35.8	37.8	▲ 5.8%	▲ 7.4%
Total Direct Employment	1,070	1,060	1,090	1,160	1,330	1,430	1,420	1,490	1,500	1,580	▲ 5.6%	▲ 3.7%
Government Revenue	5.7	5.8	6.0	6.2	6.9	9.4	10.0	9.5	10.7	11.2	▲ 4.4%	▲ 3.7%
Local Revenue	2.5	2.6	2.7	2.8	3.1	4.4	4.7	4.4	4.9	5.2	▲ 5.3%	▲ 3.2%
State Revenue	3.1	3.2	3.3	3.4	3.8	5.0	5.3	5.2	5.8	6.0	▲ 3.7%	▲ 4.1%
Overnight Visitor Volume (Thousands)												
Party Trips	159.3	157.0	159.4	157.3	135.3	208.3	210.5	203.8	223.8	224.7	▲ 0.4%	▲ 2.2%
Party Nights	400.1	394.7	400.1	394.4	332.5	500.1	508.1	498.6	542.6	545.8	▲ 0.6%	▲ 2.4%
Person Trips	446.8	439.2	445.1	440.0	406.3	592.1	595.4	584.4	637.9	638.0	▲ 0.0%	▲ 2.3%
Person Nights	1,127.2	1,110.1	1,123.2	1,109.2	1,008.0	1,428.5	1,442.9	1,431.8	1,550.4	1,553.4	▲ 0.2%	▲ 2.5%
Average Overnight Spending (\$)												
per Party Trip	279	284	295	301	412	393	426	406	412	423	▲ 2.7%	▼ -0.3%
per Party Night	111	113	117	120	168	164	177	166	170	174	▲ 2.5%	▼ -0.5%
per Person Trip	99	102	106	108	137	138	151	142	144	149	▲ 3.1%	▼ -0.4%
per Person Night	39	40	42	43	55	57	62	58	59	61	▲ 2.9%	▼ -0.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	71.0	122.8	138.0	134.7	109.7	126.8	137.8	136.0	144.0	151.3	▲ 5.1%	▲ 3.2%
Other Travel*	1.4	1.6	1.8	1.7	1.3	2.0	2.5	2.3	2.2	2.0	▼ -7.2%	▼ -7.2%
Visitor Spending	69.6	121.3	136.2	132.9	108.4	124.8	135.3	133.8	141.8	149.3	▲ 5.3%	▲ 3.3%
Overnight	40.8	47.2	55.3	53.9	41.2	68.0	77.0	74.7	79.4	85.9	▲ 8.2%	▲ 3.7%
Day	28.8	74.0	80.8	79.0	67.2	56.9	58.3	59.1	62.4	63.5	▲ 1.6%	▲ 2.9%
Visitor Spending	69.6	121.3	136.2	132.9	108.4	124.8	135.3	133.8	141.8	149.3	▲ 5.3%	▲ 3.3%
Non-transportation	66.7	118.1	132.4	129.3	105.8	121.2	130.7	129.4	137.4	145.1	▲ 5.6%	▲ 3.5%
Transportation	2.9	3.2	3.8	3.6	2.6	3.6	4.5	4.4	4.4	4.2	▼ -4.5%	▼ -2.7%
Total Direct Earnings	19.4	20.3	22.6	22.6	19.7	30.9	35.9	37.5	39.5	41.6	▲ 5.4%	▲ 5.0%
Total Direct Employment	710	730	770	740	630	860	920	940	960	960	▲ 0.6%	▲ 1.6%
Government Revenue	4.1	4.3	5.0	4.9	4.0	6.7	7.3	7.3	7.8	8.1	▲ 4.1%	▲ 3.7%
Local Revenue	1.0	1.1	1.2	1.2	0.9	1.2	1.4	1.5	1.6	1.6	▲ 0.9%	▲ 5.2%
State Revenue	3.1	3.3	3.8	3.7	3.0	5.4	5.9	5.8	6.2	6.5	▲ 4.9%	▲ 3.4%
Overnight Visitor Volume (Thousands)												
Party Trips	45.2	45.8	50.1	47.9	38.4	41.8	44.9	47.7	50.6	49.6	▼ -2.0%	▲ 3.4%
Party Nights	101.0	102.5	111.1	106.2	81.7	92.3	99.3	105.5	111.5	109.7	▼ -1.6%	▲ 3.4%
Person Trips	116.4	117.8	128.7	123.4	107.5	108.7	116.0	123.4	130.9	128.1	▼ -2.1%	▲ 3.4%
Person Nights	261.4	264.6	286.5	274.9	230.9	241.4	257.9	274.2	289.7	284.6	▼ -1.8%	▲ 3.3%
Average Overnight Spending (\$)												
per Party Trip	905	1,031	1,104	1,125	1,072	1,627	1,715	1,565	1,569	1,731	▲ 10.4%	▲ 0.3%
per Party Night	404	461	498	507	504	736	775	708	712	783	▲ 10.0%	▲ 0.3%
per Person Trip	351	401	430	437	383	625	664	605	606	670	▲ 10.5%	▲ 0.3%
per Person Night	156	178	193	196	178	282	298	272	274	302	▲ 10.1%	▲ 0.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.6	3.4	3.7	4.1	5.1	5.0	5.2	5.3	5.7	6.7	▲ 16.2%	▲ 8.6%
Other Travel*	0.2	0.2	0.3	0.3	0.2	0.3	0.4	0.3	0.3	0.3	▼ -9.7%	▼ -9.4%
Visitor Spending	3.4	3.2	3.5	3.9	4.9	4.7	4.8	5.0	5.4	6.4	▲ 17.8%	▲ 9.8%
Overnight	3.2	3.0	3.3	3.7	4.6	4.4	4.5	4.7	5.1	6.1	▲ 18.2%	▲ 10.0%
Day	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	▲ 9.4%	▲ 6.6%
Visitor Spending	3.4	3.2	3.5	3.9	4.9	4.7	4.8	5.0	5.4	6.4	▲ 17.8%	▲ 9.8%
Non-transportation	2.8	2.6	2.8	3.2	4.1	3.8	3.7	3.9	4.3	5.3	▲ 21.8%	▲ 12.3%
Transportation	0.6	0.6	0.7	0.7	0.8	0.9	1.1	1.0	1.1	1.1	▲ 1.5%	▲ 0.3%
Total Direct Earnings	1.0	0.9	1.0	1.1	1.6	1.3	1.3	1.4	1.6	1.9	▲ 19.3%	▲ 12.3%
Total Direct Employment	70	70	80	90	110	100	100	110	110	130	▲ 15.5%	▲ 10.9%
Government Revenue	0.3	0.3	0.3	0.4	0.5	0.4	0.4	0.5	0.5	0.6	▲ 23.2%	▲ 12.7%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	▲ 28.2%	▲ 14.1%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▲ 18.5%	▲ 11.3%
Overnight Visitor Volume (Thousands)												
Party Trips	9.9	9.2	9.8	10.5	10.8	11.1	10.8	11.3	12.3	13.2	▲ 7.1%	▲ 6.9%
Party Nights	21.6	20.2	21.3	22.9	22.3	24.2	23.7	24.9	27.0	28.5	▲ 5.7%	▲ 6.3%
Person Trips	26.0	24.2	25.6	27.8	32.1	30.1	29.1	30.7	33.4	35.4	▲ 6.1%	▲ 6.7%
Person Nights	56.9	53.3	56.3	60.8	66.9	65.9	64.3	67.9	73.4	77.0	▲ 4.8%	▲ 6.2%
Average Overnight Spending (\$)												
per Party Trip	322	325	335	350	427	395	422	416	416	460	▲ 10.4%	▲ 2.9%
per Party Night	147	148	153	161	207	181	192	188	190	212	▲ 11.9%	▲ 3.5%
per Person Trip	122	123	127	133	144	146	156	153	154	171	▲ 11.5%	▲ 3.1%
per Person Night	56	56	58	61	69	67	71	69	70	79	▲ 12.8%	▲ 3.6%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	331.1	351.4	370.1	371.0	272.8	370.5	432.9	459.1	492.5	516.7	▲ 4.9%	▲ 6.1%
Other Travel*	32.1	35.5	40.2	40.1	28.2	43.5	56.1	51.8	50.9	47.8	▼ -6.2%	▼ -5.2%
Visitor Spending	299.0	315.9	329.9	330.9	244.6	327.0	376.9	407.3	441.6	468.9	▲ 6.2%	▲ 7.6%
Overnight	236.3	249.9	261.3	261.7	186.7	250.4	295.2	320.4	350.3	374.3	▲ 6.9%	▲ 8.2%
Day	62.7	66.0	68.6	69.2	57.9	76.6	81.7	86.8	91.3	94.5	▲ 3.6%	▲ 5.0%
Visitor Spending	299.0	315.9	329.9	330.9	244.6	327.0	376.9	407.3	441.6	468.9	▲ 6.2%	▲ 7.6%
Non-transportation	271.3	284.7	295.1	296.8	220.8	291.2	331.3	362.6	396.7	424.8	▲ 7.1%	▲ 8.6%
Transportation	27.7	31.2	34.8	34.1	23.7	35.8	45.6	44.7	44.8	44.1	▼ -1.7%	▼ -1.1%
Total Direct Earnings	92.8	96.9	101.7	104.6	89.6	103.5	118.9	131.2	132.2	134.0	▲ 1.3%	▲ 4.1%
Total Direct Employment	4,730	4,850	5,020	5,080	4,090	4,410	4,750	5,080	5,220	5,370	▲ 2.8%	▲ 4.1%
Government Revenue	27.3	29.0	30.4	30.8	22.9	29.9	33.8	37.8	41.8	44.1	▲ 5.3%	▲ 9.3%
Local Revenue	11.6	12.4	13.1	13.3	9.2	12.8	14.6	16.9	19.3	20.4	▲ 5.9%	▲ 11.8%
State Revenue	15.7	16.6	17.4	17.5	13.7	17.2	19.2	20.9	22.6	23.7	▲ 4.8%	▲ 7.3%
Overnight Visitor Volume (Thousands)												
Party Trips	457.7	471.1	480.2	477.0	393.0	452.7	478.3	517.7	551.0	553.7	▲ 0.5%	▲ 5.0%
Party Nights	1,229.7	1,264.0	1,288.6	1,281.9	968.7	1,234.0	1,295.2	1,387.4	1,466.7	1,473.6	▲ 0.5%	▲ 4.4%
Person Trips	1,087.7	1,119.7	1,139.3	1,132.3	976.0	1,084.4	1,143.1	1,239.0	1,319.6	1,324.1	▲ 0.3%	▲ 5.0%
Person Nights	2,833.9	2,916.6	2,957.1	2,943.4	2,375.0	2,872.7	3,005.9	3,221.7	3,406.4	3,418.0	▲ 0.3%	▲ 4.4%
Average Overnight Spending (\$)												
per Party Trip	516	531	544	549	475	553	617	619	636	676	▲ 6.3%	▲ 3.1%
per Party Night	192	198	203	204	193	203	228	231	239	254	▲ 6.4%	▲ 3.7%
per Person Trip	217	223	229	231	191	231	258	259	265	283	▲ 6.5%	▲ 3.1%
per Person Night	83	86	88	89	79	87	98	99	103	110	▲ 6.5%	▲ 3.7%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.8	2.8	2.8	2.7	2.0	2.5	3.1	3.2	3.3	3.3	▲ 1.0%	▲ 1.7%
Other Travel*	0.5	0.6	0.7	0.7	0.5	0.7	0.9	0.8	0.8	0.8	▼ -6.1%	▼ -5.8%
Visitor Spending	2.2	2.2	2.1	2.1	1.5	1.8	2.2	2.3	2.4	2.5	▲ 3.4%	▲ 4.6%
Overnight	1.6	1.6	1.4	1.4	1.0	1.2	1.5	1.6	1.7	1.7	▲ 3.5%	▲ 4.5%
Day	0.7	0.7	0.7	0.7	0.5	0.6	0.7	0.7	0.8	0.8	▲ 3.3%	▲ 4.9%
Visitor Spending	2.2	2.2	2.1	2.1	1.5	1.8	2.2	2.3	2.4	2.5	▲ 3.4%	▲ 4.6%
Non-transportation	1.8	1.8	1.6	1.6	1.2	1.3	1.6	1.8	1.9	2.0	▲ 5.1%	▲ 6.7%
Transportation	0.5	0.5	0.5	0.5	0.3	0.4	0.6	0.6	0.6	0.5	▼ -2.2%	▼ -1.8%
Total Direct Earnings	0.7	0.7	0.6	0.7	0.5	0.5	0.6	0.6	0.7	0.6	▼ -3.9%	▲ 1.7%
Total Direct Employment	50	50	40	40	30	30	30	30	30	30	▼ -7.4%	▼ -3.0%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 2.2%	▲ 5.6%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 2.6%	▲ 5.7%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	▲ 2.0%	▲ 5.6%
Overnight Visitor Volume (Thousands)												
Party Trips	9.3	9.2	9.0	8.7	7.0	6.7	7.7	8.0	8.5	8.8	▲ 3.2%	▲ 4.7%
Party Nights	22.4	22.2	21.7	21.1	15.7	16.2	18.5	19.5	20.6	21.3	▲ 3.2%	▲ 4.7%
Person Trips	23.0	22.8	22.1	21.5	16.9	16.6	18.9	19.8	21.0	21.6	▲ 3.2%	▲ 4.6%
Person Nights	55.5	55.0	53.8	52.2	38.2	40.6	46.0	48.2	51.0	52.5	▲ 3.1%	▲ 4.5%
Average Overnight Spending (\$)												
per Party Trip	169	169	162	163	142	174	197	197	195	195	▲ 0.3%	▼ -0.3%
per Party Night	71	71	67	67	64	72	81	81	81	81	▲ 0.3%	▼ -0.2%
per Person Trip	69	69	66	66	59	70	80	80	79	79	▲ 0.3%	▼ -0.1%
per Person Night	28	28	27	27	26	29	33	33	33	33	▲ 0.4%	▼ 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

Comanche County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	167.9	175.3	185.3	196.4	152.8	212.3	219.5	228.3	231.4	234.6	▲ 1.4%	▲ 2.2%
Other Travel*	20.3	22.3	23.7	23.8	14.5	22.3	29.8	29.3	28.3	27.6	▼ -2.4%	▼ -2.6%
Visitor Spending	147.5	153.0	161.6	172.6	138.3	190.0	189.7	199.0	203.1	207.0	▲ 1.9%	▲ 3.0%
Overnight	109.0	113.1	119.7	128.9	98.1	136.7	141.4	148.1	151.0	153.5	▲ 1.6%	▲ 2.8%
Day	38.6	39.9	41.9	43.7	40.2	53.3	48.3	50.9	52.1	53.5	▲ 2.8%	▲ 3.5%
Visitor Spending	147.5	153.0	161.6	172.6	138.3	190.0	189.7	199.0	203.1	207.0	▲ 1.9%	▲ 3.0%
Non-transportation	118.8	122.0	128.6	138.7	115.1	155.4	151.6	161.3	166.3	170.4	▲ 2.5%	▲ 4.0%
Transportation	28.7	31.0	32.9	33.9	23.3	34.6	38.1	37.7	36.8	36.6	▼ -0.6%	▼ -1.3%
Total Direct Earnings	43.5	43.4	44.3	49.5	44.4	53.3	56.0	61.9	63.3	64.7	▲ 2.2%	▲ 5.0%
Total Direct Employment	2,380	2,340	2,420	2,610	2,250	2,440	2,500	2,550	2,540	2,500	▼ -1.6%	▲ 0.0%
Government Revenue	14.4	14.8	15.7	17.0	13.4	19.2	18.8	19.9	20.5	20.7	▲ 1.1%	▲ 3.3%
Local Revenue	6.6	6.9	7.4	8.0	5.8	9.4	9.2	9.8	10.0	10.1	▲ 0.7%	▲ 3.2%
State Revenue	7.7	7.9	8.3	8.9	7.6	9.8	9.6	10.2	10.5	10.6	▲ 1.5%	▲ 3.4%
Overnight Visitor Volume (Thousands)												
Party Trips	276.3	284.0	292.9	302.0	241.8	283.8	284.5	305.9	312.4	305.5	▼ -2.2%	▲ 2.4%
Party Nights	673.0	691.6	710.5	729.2	525.7	676.4	686.0	735.9	753.1	741.8	▼ -1.5%	▲ 2.6%
Person Trips	669.4	687.4	710.7	733.2	623.4	694.8	694.6	747.5	763.6	746.4	▼ -2.3%	▲ 2.4%
Person Nights	1,609.8	1,652.9	1,703.6	1,749.3	1,342.3	1,640.4	1,659.8	1,781.5	1,824.8	1,797.5	▼ -1.5%	▲ 2.7%
Average Overnight Spending (\$)												
per Party Trip	394	398	409	427	406	482	497	484	484	502	▲ 3.9%	▲ 0.4%
per Party Night	162	164	168	177	187	202	206	201	201	207	▲ 3.2%	▲ 0.1%
per Person Trip	163	165	168	176	157	197	204	198	198	206	▲ 4.0%	▲ 0.3%
per Person Night	68	68	70	74	73	83	85	83	83	85	▲ 3.2%	▲ 0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	107.2	107.3	105.3	110.1	80.0	89.4	103.3	98.8	107.6	107.6	▼ 0.0%	▲ 1.4%
Other Travel*	0.6	0.6	0.7	0.7	0.5	0.8	1.0	0.9	0.8	0.8	▼ -7.7%	▼ -7.0%
Visitor Spending	106.7	106.6	104.5	109.4	79.5	88.6	102.4	97.9	106.8	106.8	▲ 0.0%	▲ 1.4%
Overnight	2.6	2.6	2.5	2.8	2.2	2.4	2.9	2.8	2.8	2.7	▼ -3.4%	▼ -2.5%
Day	104.1	104.0	102.0	106.6	77.4	86.2	99.5	95.1	104.0	104.1	▲ 0.1%	▲ 1.5%
Visitor Spending	106.7	106.6	104.5	109.4	79.5	88.6	102.4	97.9	106.8	106.8	▲ 0.0%	▲ 1.4%
Non-transportation	104.3	104.2	101.9	106.8	77.9	86.4	99.3	95.0	103.9	104.1	▲ 0.2%	▲ 1.6%
Transportation	2.4	2.5	2.6	2.6	1.6	2.2	3.0	2.9	2.8	2.7	▼ -4.4%	▼ -3.8%
Total Direct Earnings	30.9	30.2	29.5	31.8	24.8	21.8	27.1	27.2	29.7	29.8	▲ 0.1%	▲ 3.1%
Total Direct Employment	920	880	830	850	650	530	610	590	620	590	▼ -3.9%	▼ -0.8%
Government Revenue	5.6	5.7	5.6	5.9	4.5	4.5	5.3	5.1	5.6	5.6	▲ 0.0%	▲ 1.9%
Local Revenue	0.9	0.9	1.0	1.1	0.9	0.7	0.9	0.9	1.0	1.0	▲ 3.8%	▲ 5.0%
State Revenue	4.7	4.7	4.6	4.9	3.6	3.8	4.4	4.2	4.6	4.6	▼ -0.7%	▲ 1.3%
Overnight Visitor Volume (Thousands)												
Party Trips	9.7	9.4	9.1	9.3	7.1	6.9	8.0	8.2	8.5	8.6	▲ 0.9%	▲ 2.7%
Party Nights	23.4	22.5	21.9	22.4	15.6	16.7	19.1	19.7	20.5	20.7	▲ 1.0%	▲ 2.8%
Person Trips	23.7	22.9	22.2	22.8	16.9	17.0	19.4	20.1	20.8	21.0	▲ 0.8%	▲ 2.6%
Person Nights	57.2	55.1	53.7	54.8	37.5	41.2	46.9	48.3	50.2	50.7	▲ 0.9%	▲ 2.6%
Average Overnight Spending (\$)												
per Party Trip	266	277	277	303	303	352	366	339	327	313	▼ -4.3%	▼ -5.1%
per Party Night	111	115	115	126	138	146	153	141	136	130	▼ -4.4%	▼ -5.1%
per Person Trip	109	114	114	124	127	143	150	139	134	129	▼ -4.2%	▼ -5.0%
per Person Night	45	47	47	52	57	59	62	58	56	53	▼ -4.3%	▼ -5.0%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	15.0	15.5	18.0	17.4	13.2	17.4	20.2	20.6	21.9	22.2	▲ 1.7%	▲ 3.3%
Other Travel*	1.4	1.5	1.8	1.7	1.3	1.9	2.5	2.3	2.2	2.1	▼ -6.4%	▼ -5.8%
Visitor Spending	13.6	14.0	16.2	15.7	11.9	15.4	17.7	18.3	19.6	20.1	▲ 2.6%	▲ 4.5%
Overnight	10.7	11.0	12.9	12.5	9.2	12.0	14.0	14.5	15.6	16.0	▲ 2.5%	▲ 4.5%
Day	2.9	3.0	3.4	3.2	2.7	3.5	3.6	3.8	4.0	4.1	▲ 2.8%	▲ 4.5%
Visitor Spending	13.6	14.0	16.2	15.7	11.9	15.4	17.7	18.3	19.6	20.1	▲ 2.6%	▲ 4.5%
Non-transportation	11.4	11.5	13.2	12.9	10.0	12.6	14.1	14.9	16.2	16.8	▲ 3.8%	▲ 6.0%
Transportation	2.3	2.5	3.0	2.8	1.9	2.8	3.5	3.4	3.4	3.3	▼ -3.2%	▼ -2.1%
Total Direct Earnings	4.2	4.6	5.0	5.0	3.8	4.2	4.6	4.9	5.2	5.4	▲ 3.8%	▲ 5.8%
Total Direct Employment	240	250	260	250	200	200	210	210	220	230	▲ 3.0%	▲ 3.2%
Government Revenue	1.3	1.3	1.5	1.5	1.2	1.4	1.6	1.6	1.8	1.8	▲ 2.8%	▲ 5.6%
Local Revenue	0.5	0.6	0.7	0.7	0.5	0.6	0.7	0.7	0.8	0.8	▲ 2.9%	▲ 5.6%
State Revenue	0.7	0.8	0.9	0.8	0.7	0.8	0.9	0.9	1.0	1.0	▲ 2.7%	▲ 5.7%
Overnight Visitor Volume (Thousands)												
Party Trips	39.3	39.6	43.5	41.2	32.1	35.7	38.9	41.8	44.4	43.9	▼ -1.1%	▲ 4.1%
Party Nights	87.3	87.9	95.7	90.9	66.5	78.1	85.4	91.9	97.3	96.7	▼ -0.6%	▲ 4.2%
Person Trips	98.6	99.3	109.1	103.7	86.2	90.3	97.9	105.2	111.8	110.5	▼ -1.2%	▲ 4.1%
Person Nights	219.9	221.2	240.6	229.0	178.9	198.4	215.6	232.0	245.7	243.9	▼ -0.7%	▲ 4.2%
Average Overnight Spending (\$)												
per Party Trip	273	277	296	303	285	335	361	347	352	365	▲ 3.6%	▲ 0.3%
per Party Night	123	125	134	137	138	153	164	158	161	166	▲ 3.2%	▲ 0.2%
per Person Trip	109	110	118	120	106	132	143	138	140	145	▲ 3.8%	▲ 0.3%
per Person Night	49	50	53	55	51	60	65	63	64	66	▲ 3.3%	▲ 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

Creek County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	51.8	52.1	56.3	56.7	61.2	78.2	88.2	96.2	99.7	96.3	▼ -3.4%	▲ 3.0%
Other Travel*	6.6	7.6	8.8	8.5	6.3	9.9	12.8	11.7	11.4	10.8	▼ -5.2%	▼ -5.4%
Visitor Spending	45.1	44.5	47.5	48.2	54.9	68.2	75.5	84.5	88.3	85.5	▼ -3.2%	▲ 4.2%
Overnight	32.8	32.2	34.4	34.9	41.4	51.2	56.2	63.6	66.6	64.1	▼ -3.8%	▲ 4.5%
Day	12.3	12.3	13.1	13.3	13.5	17.1	19.2	20.9	21.7	21.4	▼ -1.4%	▲ 3.6%
Visitor Spending	45.1	44.5	47.5	48.2	54.9	68.2	75.5	84.5	88.3	85.5	▼ -3.2%	▲ 4.2%
Non-transportation	38.9	38.0	40.0	40.8	46.5	56.3	60.8	69.6	73.6	72.1	▼ -2.1%	▲ 5.8%
Transportation	6.2	6.6	7.5	7.4	8.4	11.9	14.6	14.8	14.7	13.4	▼ -8.6%	▼ -2.8%
Total Direct Earnings	14.2	14.2	14.6	15.5	19.2	22.9	25.4	26.8	24.4	23.7	▼ -2.7%	▼ -2.3%
Total Direct Employment	800	770	780	820	990	1,120	1,170	1,190	1,050	970	▼ -7.4%	▼ -6.0%
Government Revenue	4.3	4.3	4.6	4.7	5.3	6.4	6.8	7.7	7.9	7.7	▼ -2.8%	▲ 4.2%
Local Revenue	1.8	1.8	1.9	2.0	2.3	2.8	3.0	3.4	3.5	3.3	▼ -3.4%	▲ 3.9%
State Revenue	2.5	2.5	2.7	2.7	3.1	3.6	3.9	4.3	4.5	4.4	▼ -2.4%	▲ 4.3%
Overnight Visitor Volume (Thousands)												
Party Trips	108.2	104.6	108.9	108.5	102.7	138.1	137.6	152.2	158.3	151.4	▼ -4.3%	▲ 3.2%
Party Nights	279.9	271.9	282.9	281.4	246.3	347.2	347.5	380.2	394.2	379.9	▼ -3.6%	▲ 3.0%
Person Trips	263.5	254.2	264.0	264.3	263.8	355.6	351.8	390.2	406.9	389.1	▼ -4.4%	▲ 3.4%
Person Nights	667.4	645.9	670.6	669.5	631.3	876.5	869.3	953.7	991.8	955.9	▼ -3.6%	▲ 3.2%
Average Overnight Spending (\$)												
per Party Trip	303	308	316	322	403	370	409	418	421	423	▲ 0.6%	▲ 1.2%
per Party Night	117	119	121	124	168	147	162	167	169	169	▼ -0.2%	▲ 1.4%
per Person Trip	124	127	130	132	157	144	160	163	164	165	▲ 0.6%	▲ 1.0%
per Person Night	49	50	51	52	66	58	65	67	67	67	▼ -0.1%	▲ 1.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	58.2	65.6	78.1	72.4	48.6	65.0	72.6	70.9	70.5	73.9	▲ 4.9%	▲ 0.6%
Other Travel*	3.2	3.5	4.0	3.9	2.8	4.3	5.5	5.0	4.8	4.5	▼ -5.6%	▼ -6.0%
Visitor Spending	55.0	62.1	74.1	68.5	45.9	60.7	67.2	65.8	65.7	69.4	▲ 5.7%	▲ 1.1%
Overnight	45.4	51.5	61.9	57.1	36.3	48.4	55.5	54.2	54.0	57.2	▲ 5.8%	▲ 1.0%
Day	9.5	10.6	12.2	11.4	9.6	12.3	11.7	11.6	11.7	12.2	▲ 4.9%	▲ 1.6%
Visitor Spending	55.0	62.1	74.1	68.5	45.9	60.7	67.2	65.8	65.7	69.4	▲ 5.7%	▲ 1.1%
Non-transportation	47.1	52.7	62.5	58.0	39.1	50.9	55.2	54.9	55.3	59.1	▲ 6.8%	▲ 2.3%
Transportation	7.9	9.4	11.6	10.5	6.7	9.9	12.0	10.9	10.4	10.3	▼ -0.5%	▼ -5.0%
Total Direct Earnings	19.6	21.6	23.6	22.2	19.6	22.8	24.6	26.1	29.4	34.0	▲ 15.8%	▲ 11.4%
Total Direct Employment	1,090	1,140	1,190	1,130	950	1,030	1,060	1,100	1,200	1,360	▲ 13.0%	▲ 8.4%
Government Revenue	5.9	6.7	7.9	7.4	4.8	6.5	7.0	6.9	7.2	7.7	▲ 7.4%	▲ 3.1%
Local Revenue	3.0	3.4	4.1	3.9	2.3	3.4	3.6	3.5	3.6	3.9	▲ 7.4%	▲ 2.4%
State Revenue	2.9	3.3	3.8	3.5	2.6	3.2	3.4	3.4	3.6	3.8	▲ 7.4%	▲ 3.9%
Overnight Visitor Volume (Thousands)												
Party Trips	127.0	139.0	157.8	143.7	95.6	115.2	122.6	126.9	127.1	126.5	▼ -0.5%	▲ 1.0%
Party Nights	266.3	289.4	325.0	297.7	185.6	240.2	256.7	266.4	267.8	267.3	▼ -0.2%	▲ 1.4%
Person Trips	317.2	347.2	394.0	359.7	261.2	291.2	309.0	319.9	320.7	318.9	▼ -0.6%	▲ 1.1%
Person Nights	665.9	723.5	812.6	746.3	506.6	608.8	647.9	673.1	677.5	675.3	▼ -0.3%	▲ 1.4%
Average Overnight Spending (\$)												
per Party Trip	358	371	392	397	379	420	452	427	425	452	▲ 6.3%	▼ 0.0%
per Party Night	171	178	190	192	195	201	216	203	202	214	▲ 6.1%	▼ -0.4%
per Person Trip	143	148	157	159	139	166	180	169	168	179	▲ 6.4%	▼ -0.1%
per Person Night	68	71	76	77	72	80	86	81	80	85	▲ 6.2%	▼ -0.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	170.2	179.6	194.6	197.5	159.3	163.6	206.7	214.4	214.3	227.3	▲ 6.0%	▲ 3.2%
Other Travel*	4.8	5.5	6.2	6.0	4.3	6.3	8.1	7.6	7.3	6.9	▼ -4.8%	▼ -5.3%
Visitor Spending	165.4	174.2	188.4	191.5	155.0	157.2	198.5	206.8	207.1	220.4	▲ 6.4%	▲ 3.5%
Overnight	101.7	106.6	118.4	120.1	104.4	107.6	125.2	130.0	126.2	138.4	▲ 9.6%	▲ 3.4%
Day	63.6	67.6	70.0	71.4	50.6	49.7	73.3	76.8	80.8	82.0	▲ 1.4%	▲ 3.8%
Visitor Spending	165.4	174.2	188.4	191.5	155.0	157.2	198.5	206.8	207.1	220.4	▲ 6.4%	▲ 3.5%
Non-transportation	151.1	158.5	170.8	174.2	141.6	141.1	177.5	186.4	188.0	201.6	▲ 7.3%	▲ 4.3%
Transportation	14.3	15.7	17.6	17.4	13.4	16.1	21.0	20.4	19.1	18.7	▼ -2.0%	▼ -3.8%
Total Direct Earnings	45.3	46.9	47.5	51.1	45.5	42.3	55.2	60.3	60.7	66.9	▲ 10.2%	▲ 6.7%
Total Direct Employment	1,860	1,860	1,740	1,850	1,610	1,510	1,710	1,770	1,770	1,890	▲ 7.0%	▲ 3.4%
Government Revenue	10.7	11.3	12.0	12.4	10.6	10.5	12.7	13.6	13.8	15.0	▲ 8.6%	▲ 5.7%
Local Revenue	3.2	3.3	3.5	3.7	3.3	3.4	3.9	4.3	4.5	5.0	▲ 12.7%	▲ 8.9%
State Revenue	7.5	7.9	8.5	8.7	7.3	7.1	8.8	9.3	9.3	10.0	▲ 6.7%	▲ 4.2%
Overnight Visitor Volume (Thousands)												
Party Trips	250.4	253.2	260.1	259.4	218.4	224.0	233.8	244.7	242.5	249.4	▲ 2.8%	▲ 2.2%
Party Nights	624.1	631.7	646.4	645.7	537.3	565.2	587.4	614.5	613.3	627.8	▲ 2.4%	▲ 2.2%
Person Trips	753.5	762.6	781.3	781.3	687.9	684.9	708.5	739.2	735.2	751.7	▲ 2.2%	▲ 2.0%
Person Nights	1,916.0	1,941.4	1,981.6	1,983.8	1,728.6	1,760.4	1,814.0	1,890.7	1,891.7	1,927.0	▲ 1.9%	▲ 2.0%
Average Overnight Spending (\$)												
per Party Trip	406	421	455	463	478	480	536	531	520	555	▲ 6.6%	▲ 1.2%
per Party Night	163	169	183	186	194	190	213	212	206	220	▲ 7.1%	▲ 1.1%
per Person Trip	135	140	152	154	152	157	177	176	172	184	▲ 7.2%	▲ 1.4%
per Person Night	53	55	60	61	60	61	69	69	67	72	▲ 7.6%	▲ 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

Dewey County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	3.4	3.6	4.0	3.9	2.8	3.6	4.3	4.2	4.4	4.4	▲ 0.8%	▲ 0.8%
Other Travel*	0.5	0.5	0.6	0.6	0.4	0.6	0.8	0.7	0.7	0.6	▼ -7.8%	▼ -8.2%
Visitor Spending	2.9	3.0	3.4	3.3	2.4	3.0	3.5	3.5	3.7	3.8	▲ 2.3%	▲ 2.6%
Overnight	2.2	2.2	2.6	2.5	1.7	2.2	2.6	2.6	2.8	2.9	▲ 2.5%	▲ 2.7%
Day	0.8	0.8	0.9	0.8	0.7	0.8	0.9	0.9	0.9	0.9	▲ 1.8%	▲ 2.0%
Visitor Spending	2.9	3.0	3.4	3.3	2.4	3.0	3.5	3.5	3.7	3.8	▲ 2.3%	▲ 2.6%
Non-transportation	2.4	2.5	2.8	2.7	2.0	2.4	2.8	2.8	3.0	3.1	▲ 3.6%	▲ 4.2%
Transportation	0.5	0.6	0.7	0.6	0.4	0.6	0.7	0.7	0.7	0.7	▼ -3.2%	▼ -4.1%
Total Direct Earnings	0.9	0.9	0.9	0.8	0.6	0.7	0.8	0.8	0.9	0.9	▲ 3.4%	▲ 4.5%
Total Direct Employment	60	60	60	50	40	40	50	50	50	50	▼ -4.5%	▼ -0.6%
Government Revenue	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.4	▲ 2.4%	▲ 3.9%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	▲ 2.8%	▲ 3.9%
State Revenue	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	▲ 2.1%	▲ 3.8%
Overnight Visitor Volume (Thousands)												
Party Trips	10.3	10.6	11.3	10.8	8.3	8.5	9.4	9.7	10.1	10.0	▼ -0.9%	▲ 2.0%
Party Nights	23.8	24.6	26.1	25.0	17.7	19.5	21.7	22.3	23.1	22.9	▼ -0.7%	▲ 1.8%
Person Trips	25.8	26.6	28.4	27.2	21.2	21.5	23.8	24.4	25.4	25.1	▼ -1.0%	▲ 1.8%
Person Nights	60.2	62.2	65.8	63.2	45.7	49.8	55.3	56.4	58.4	57.9	▼ -0.8%	▲ 1.6%
Average Overnight Spending (\$)												
per Party Trip	212	211	226	229	207	257	280	273	277	286	▲ 3.4%	▲ 0.7%
per Party Night	92	91	98	99	97	112	122	119	121	125	▲ 3.2%	▲ 0.9%
per Person Trip	85	84	90	91	81	101	111	109	110	114	▲ 3.6%	▲ 0.9%
per Person Night	36	36	39	39	38	44	48	47	48	50	▲ 3.3%	▲ 1.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.7	2.7	3.0	2.9	2.1	2.7	3.3	3.2	3.3	3.4	▲ 1.7%	▲ 0.7%
Other Travel*	0.4	0.4	0.5	0.5	0.3	0.5	0.7	0.6	0.6	0.5	▼ -6.1%	▼ -7.9%
Visitor Spending	2.3	2.3	2.5	2.4	1.7	2.2	2.6	2.7	2.8	2.9	▲ 3.3%	▲ 2.6%
Overnight	1.7	1.7	1.9	1.8	1.2	1.6	2.0	2.0	2.0	2.1	▲ 3.4%	▲ 2.7%
Day	0.6	0.6	0.7	0.6	0.5	0.6	0.7	0.7	0.7	0.7	▲ 3.2%	▲ 2.3%
Visitor Spending	2.3	2.3	2.5	2.4	1.7	2.2	2.6	2.7	2.8	2.9	▲ 3.3%	▲ 2.6%
Non-transportation	1.9	1.8	2.0	1.9	1.4	1.8	2.1	2.1	2.2	2.3	▲ 4.6%	▲ 4.3%
Transportation	0.4	0.4	0.5	0.5	0.3	0.4	0.6	0.5	0.5	0.5	▼ -2.1%	▼ -4.0%
Total Direct Earnings	0.7	0.6	0.6	0.6	0.5	0.5	0.6	0.7	0.7	0.7	▲ 4.7%	▲ 5.0%
Total Direct Employment	50	40	50	50	40	40	50	50	50	50	▲ 2.1%	▲ 0.1%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▲ 3.4%	▲ 4.5%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 3.7%	▲ 5.3%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	▲ 3.1%	▲ 3.9%
Overnight Visitor Volume (Thousands)												
Party Trips	8.3	8.3	8.8	8.2	6.4	6.7	7.5	7.7	7.9	8.0	▲ 0.9%	▲ 2.2%
Party Nights	19.5	19.5	20.5	19.2	13.8	15.6	17.4	17.8	18.3	18.5	▲ 1.2%	▲ 2.1%
Person Trips	20.9	20.9	22.1	20.8	16.3	17.1	18.9	19.3	19.9	20.1	▲ 0.8%	▲ 2.0%
Person Nights	49.7	49.6	52.0	48.8	35.7	40.2	44.4	45.2	46.4	47.0	▲ 1.1%	▲ 1.9%
Average Overnight Spending (\$)												
per Party Trip	199	200	213	217	194	238	261	256	259	265	▲ 2.4%	▲ 0.5%
per Party Night	85	85	91	93	90	102	112	110	112	114	▲ 2.1%	▲ 0.6%
per Person Trip	79	79	84	86	76	94	103	101	103	105	▲ 2.5%	▲ 0.7%
per Person Night	33	33	36	37	35	40	44	43	44	45	▲ 2.2%	▲ 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

Garfield County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	107.6	105.4	117.8	107.0	91.6	102.0	103.9	99.9	98.2	109.5	▲ 11.4%	▲ 1.8%
Other Travel*	6.9	7.4	8.4	8.1	5.9	9.3	11.9	10.9	10.5	9.9	▼ -5.7%	▼ -6.2%
Visitor Spending	100.8	98.1	109.4	98.9	85.8	92.7	92.0	88.9	87.8	99.6	▲ 13.5%	▲ 2.7%
Overnight	74.3	72.0	80.8	72.6	59.9	63.9	65.7	62.7	61.5	71.1	▲ 15.5%	▲ 2.6%
Day	26.5	26.1	28.7	26.3	25.9	28.8	26.2	26.2	26.3	28.5	▲ 8.6%	▲ 2.9%
Visitor Spending	100.8	98.1	109.4	98.9	85.8	92.7	92.0	88.9	87.8	99.6	▲ 13.5%	▲ 2.7%
Non-transportation	89.2	86.0	95.2	86.4	76.2	80.8	78.3	76.7	76.3	87.7	▲ 14.9%	▲ 3.9%
Transportation	11.5	12.1	14.2	12.5	9.5	12.0	13.7	12.3	11.5	11.9	▲ 3.7%	▼ -4.5%
Total Direct Earnings	28.4	28.2	29.1	27.5	27.0	29.8	30.2	30.4	32.2	33.0	▲ 2.3%	▲ 3.0%
Total Direct Employment	1,550	1,510	1,520	1,420	1,350	1,380	1,350	1,330	1,350	1,330	▼ -1.0%	▼ -0.3%
Government Revenue	10.2	9.9	11.4	10.6	8.2	9.8	9.5	9.3	9.3	10.5	▲ 12.7%	▲ 3.5%
Local Revenue	5.0	4.8	5.9	5.5	3.7	5.0	4.8	4.6	4.6	5.3	▲ 15.2%	▲ 3.6%
State Revenue	5.2	5.1	5.5	5.1	4.6	4.9	4.7	4.7	4.7	5.2	▲ 10.3%	▲ 3.4%
Overnight Visitor Volume (Thousands)												
Party Trips	182.3	177.0	191.2	171.2	144.6	143.3	143.0	145.0	144.3	150.7	▲ 4.4%	▲ 1.8%
Party Nights	424.5	413.4	444.6	400.4	305.5	335.9	340.2	346.7	346.6	361.2	▲ 4.2%	▲ 2.0%
Person Trips	448.8	435.6	470.7	421.3	380.5	353.2	351.4	356.3	354.5	370.3	▲ 4.5%	▲ 1.8%
Person Nights	1,043.1	1,015.3	1,092.3	983.5	794.9	827.0	835.0	850.6	850.1	886.4	▲ 4.3%	▲ 2.0%
Average Overnight Spending (\$)												
per Party Trip	408	407	422	424	414	446	460	432	426	472	▲ 10.6%	▲ 0.8%
per Party Night	175	174	182	181	196	190	193	181	177	197	▲ 10.9%	▲ 0.6%
per Person Trip	166	165	172	172	157	181	187	176	174	192	▲ 10.6%	▲ 0.9%
per Person Night	71	71	74	74	75	77	79	74	72	80	▲ 10.8%	▲ 0.6%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	40.0	38.1	42.9	38.8	35.9	45.3	53.3	51.9	52.1	53.6	▲ 2.8%	▲ 0.2%
Other Travel*	2.6	2.9	3.4	3.3	2.4	3.6	4.6	4.1	4.0	3.8	▼ -5.6%	▼ -6.0%
Visitor Spending	37.4	35.2	39.5	35.6	33.5	41.7	48.7	47.8	48.0	49.8	▲ 3.5%	▲ 0.7%
Overnight	30.2	28.1	31.6	28.3	26.4	32.7	39.6	38.8	38.9	40.2	▲ 3.4%	▲ 0.5%
Day	7.2	7.1	7.9	7.3	7.0	9.0	9.1	9.0	9.2	9.6	▲ 4.2%	▲ 1.8%
Visitor Spending	37.4	35.2	39.5	35.6	33.5	41.7	48.7	47.8	48.0	49.8	▲ 3.5%	▲ 0.7%
Non-transportation	32.4	30.1	33.5	30.3	29.0	35.8	40.9	40.7	41.3	43.1	▲ 4.5%	▲ 1.8%
Transportation	5.0	5.1	6.0	5.3	4.4	5.9	7.8	7.1	6.8	6.6	▼ -2.1%	▼ -5.2%
Total Direct Earnings	13.5	12.5	13.6	12.6	12.7	14.6	16.0	16.9	17.5	17.9	▲ 2.5%	▲ 3.8%
Total Direct Employment	750	670	730	670	660	720	750	730	750	770	▲ 3.3%	▲ 1.1%
Government Revenue	3.6	3.3	3.8	3.5	3.2	3.9	4.5	4.5	4.6	4.7	▲ 2.9%	▲ 1.8%
Local Revenue	1.6	1.5	1.7	1.6	1.3	1.8	2.0	2.0	2.1	2.1	▲ 2.6%	▲ 1.4%
State Revenue	2.0	1.9	2.1	1.9	1.8	2.2	2.4	2.4	2.5	2.6	▲ 3.1%	▲ 2.1%
Overnight Visitor Volume (Thousands)												
Party Trips	81.7	77.0	83.6	75.3	68.5	71.4	80.6	83.9	84.8	83.6	▼ -1.4%	▲ 1.2%
Party Nights	177.2	168.3	181.9	164.9	135.2	152.6	172.1	179.5	182.3	180.7	▼ -0.9%	▲ 1.6%
Person Trips	202.1	190.3	206.6	186.1	181.0	177.8	200.0	208.1	210.4	207.1	▼ -1.6%	▲ 1.2%
Person Nights	438.4	416.0	449.6	407.9	355.3	380.1	427.2	445.7	452.6	448.0	▼ -1.0%	▲ 1.6%
Average Overnight Spending (\$)												
per Party Trip	369	364	378	376	386	458	492	462	458	481	▲ 4.9%	▼ -0.7%
per Party Night	170	167	174	172	196	214	230	216	213	222	▲ 4.3%	▼ -1.2%
per Person Trip	149	147	153	152	146	184	198	186	185	194	▲ 5.0%	▼ -0.7%
per Person Night	69	67	70	69	74	86	93	87	86	90	▲ 4.4%	▼ -1.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	76.2	73.8	83.8	85.1	64.7	86.4	93.5	108.1	106.0	102.9	▼ -2.9%	▲ 3.3%
Other Travel*	5.7	6.4	7.4	7.3	5.3	8.2	10.5	9.9	9.7	9.2	▼ -4.5%	▼ -4.4%
Visitor Spending	70.5	67.3	76.4	77.8	59.4	78.2	82.9	98.2	96.3	93.7	▼ -2.7%	▲ 4.2%
Overnight	45.0	42.2	48.4	49.4	35.2	44.2	49.2	63.0	60.6	57.4	▼ -5.3%	▲ 5.3%
Day	25.5	25.2	28.0	28.4	24.2	34.0	33.7	35.2	35.7	36.3	▲ 1.6%	▲ 2.4%
Visitor Spending	70.5	67.3	76.4	77.8	59.4	78.2	82.9	98.2	96.3	93.7	▼ -2.7%	▲ 4.2%
Non-transportation	65.1	61.8	69.8	71.3	55.0	71.8	75.1	89.6	88.4	86.4	▼ -2.2%	▲ 4.8%
Transportation	5.4	5.6	6.7	6.5	4.5	6.4	7.8	8.5	7.9	7.2	▼ -8.7%	▼ -2.5%
Total Direct Earnings	23.0	22.6	24.9	26.5	23.3	25.4	26.8	30.9	31.9	31.5	▼ -1.4%	▲ 5.5%
Total Direct Employment	1,390	1,320	1,390	1,410	1,200	1,210	1,210	1,360	1,390	1,320	▼ -4.6%	▲ 3.2%
Government Revenue	6.0	5.9	6.7	6.9	5.2	6.6	6.9	8.6	8.5	8.2	▼ -4.1%	▲ 5.9%
Local Revenue	2.4	2.4	2.8	2.9	2.0	2.6	2.7	3.7	3.6	3.4	▼ -6.2%	▲ 7.5%
State Revenue	3.6	3.5	3.9	4.0	3.2	4.0	4.1	4.9	4.9	4.7	▼ -2.5%	▲ 4.8%
Overnight Visitor Volume (Thousands)												
Party Trips	94.6	89.6	99.0	98.5	80.1	85.7	87.7	110.2	105.8	98.1	▼ -7.3%	▲ 3.8%
Party Nights	251.1	240.5	263.9	262.3	194.4	231.9	237.6	287.9	280.1	264.6	▼ -5.5%	▲ 3.7%
Person Trips	224.2	212.2	233.7	232.6	198.4	203.3	207.6	261.6	250.7	231.8	▼ -7.5%	▲ 3.7%
Person Nights	577.2	552.7	603.5	599.9	474.7	534.7	546.3	663.5	643.4	606.0	▼ -5.8%	▲ 3.5%
Average Overnight Spending (\$)												
per Party Trip	475	471	489	502	440	516	561	571	573	585	▲ 2.2%	▲ 1.4%
per Party Night	179	175	184	188	181	191	207	219	216	217	▲ 0.3%	▲ 1.6%
per Person Trip	201	199	207	213	178	218	237	241	242	248	▲ 2.5%	▲ 1.5%
per Person Night	78	76	80	82	74	83	90	95	94	95	▲ 0.6%	▲ 1.7%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.1	2.1	2.3	2.2	1.6	2.0	2.5	2.5	2.5	2.5	▼ -0.8%	▲ 0.1%
Other Travel*	0.4	0.5	0.5	0.5	0.4	0.6	0.7	0.7	0.6	0.6	▼ -7.7%	▼ -7.2%
Visitor Spending	1.7	1.7	1.7	1.7	1.2	1.4	1.8	1.9	1.9	1.9	▲ 1.5%	▲ 2.8%
Overnight	1.1	1.1	1.2	1.2	0.8	0.9	1.2	1.3	1.3	1.3	▲ 1.6%	▲ 2.6%
Day	0.5	0.5	0.6	0.6	0.4	0.5	0.6	0.6	0.6	0.6	▲ 1.4%	▲ 3.1%
Visitor Spending	1.7	1.7	1.7	1.7	1.2	1.4	1.8	1.9	1.9	1.9	▲ 1.5%	▲ 2.8%
Non-transportation	1.3	1.3	1.3	1.3	1.0	1.1	1.3	1.4	1.5	1.5	▲ 3.2%	▲ 4.8%
Transportation	0.4	0.4	0.4	0.4	0.3	0.3	0.5	0.4	0.4	0.4	▼ -4.1%	▼ -3.5%
Total Direct Earnings	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.6	0.6	0.6	▲ 1.3%	▲ 3.0%
Total Direct Employment	50	50	50	50	40	40	50	50	50	40	▼ -3.8%	▼ -3.3%
Government Revenue	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	▲ 0.9%	▲ 4.1%
Local Revenue	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	▲ 0.8%	▲ 4.2%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 0.9%	▲ 4.1%
Overnight Visitor Volume (Thousands)												
Party Trips	7.5	7.3	7.4	7.2	5.7	5.4	6.2	6.4	6.7	6.8	▲ 1.3%	▲ 3.0%
Party Nights	18.1	17.9	17.9	17.6	12.9	13.3	15.1	15.7	16.3	16.5	▲ 1.3%	▲ 2.9%
Person Trips	18.6	18.3	18.4	18.1	14.0	13.7	15.5	16.1	16.7	16.9	▲ 1.2%	▲ 2.8%
Person Nights	45.6	44.9	45.1	44.3	32.0	33.8	38.1	39.4	40.8	41.3	▲ 1.2%	▲ 2.7%
Average Overnight Spending (\$)												
per Party Trip	154	156	160	162	142	174	196	196	193	194	▲ 0.3%	▼ -0.4%
per Party Night	63	64	66	67	63	71	80	81	79	80	▲ 0.3%	▼ -0.3%
per Person Trip	62	62	64	65	58	69	78	79	77	78	▲ 0.4%	▼ -0.2%
per Person Night	25	25	26	26	25	28	32	32	32	32	▲ 0.4%	▼ -0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	4.5	4.5	4.5	4.3	3.0	5.2	5.5	5.4	5.8	6.2	▲ 6.0%	▲ 3.7%
Other Travel*	0.6	0.6	0.7	0.7	0.5	0.8	1.0	0.9	0.8	0.8	▼ -7.5%	▼ -7.3%
Visitor Spending	3.9	3.9	3.8	3.7	2.4	4.4	4.6	4.5	5.0	5.4	▲ 8.3%	▲ 5.8%
Overnight	3.6	3.6	3.5	3.4	2.2	3.8	3.9	3.8	4.3	4.7	▲ 9.7%	▲ 5.9%
Day	0.3	0.3	0.3	0.3	0.2	0.6	0.6	0.7	0.7	0.7	▼ -0.2%	▲ 5.1%
Visitor Spending	3.9	3.9	3.8	3.7	2.4	4.4	4.6	4.5	5.0	5.4	▲ 8.3%	▲ 5.8%
Non-transportation	3.2	3.1	3.0	2.9	2.0	3.6	3.7	3.7	4.2	4.5	▲ 9.3%	▲ 7.5%
Transportation	0.7	0.8	0.8	0.8	0.5	0.8	0.9	0.8	0.8	0.9	▲ 3.3%	▼ -1.6%
Total Direct Earnings	1.0	1.0	0.7	0.7	0.6	0.9	0.9	1.0	1.0	1.1	▲ 3.9%	▲ 4.6%
Total Direct Employment	100	80	60	60	40	70	70	70	70	70	▲ 7.1%	▲ 1.2%
Government Revenue	0.4	0.4	0.4	0.4	0.2	0.5	0.5	0.5	0.5	0.6	▲ 7.5%	▲ 6.9%
Local Revenue	0.2	0.2	0.2	0.2	0.1	0.3	0.3	0.3	0.3	0.3	▲ 8.2%	▲ 7.4%
State Revenue	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.3	▲ 6.7%	▲ 6.4%
Overnight Visitor Volume (Thousands)												
Party Trips	15.4	14.8	14.4	14.0	10.2	27.4	27.2	29.5	31.8	31.4	▼ -1.1%	▲ 4.9%
Party Nights	34.2	33.0	32.2	31.3	21.2	61.0	60.8	66.0	71.0	70.2	▼ -1.2%	▲ 4.9%
Person Trips	38.1	36.7	35.7	34.6	25.9	76.3	75.3	81.9	88.4	87.0	▼ -1.5%	▲ 4.9%
Person Nights	85.2	82.2	80.1	77.7	53.8	169.9	168.5	183.7	197.7	194.6	▼ -1.6%	▲ 4.9%
Average Overnight Spending (\$)												
per Party Trip	237	241	242	242	216	137	145	129	135	149	▲ 10.9%	▲ 1.0%
per Party Night	107	108	108	108	104	62	65	58	60	67	▲ 11.1%	▲ 1.0%
per Person Trip	96	97	98	98	85	49	52	46	48	54	▲ 11.4%	▲ 0.9%
per Person Night	43	44	44	43	41	22	23	21	22	24	▲ 11.5%	▲ 1.0%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	1.3	1.3	1.4	1.4	1.0	1.2	1.5	1.5	1.4	1.5	▲ 0.8%	▼ -0.8%
Other Travel*	0.3	0.3	0.3	0.3	0.2	0.3	0.4	0.4	0.4	0.3	▼ -6.0%	▼ -7.9%
Visitor Spending	1.1	1.0	1.1	1.1	0.7	0.9	1.1	1.1	1.1	1.1	▲ 3.1%	▲ 1.7%
Overnight	0.7	0.7	0.7	0.7	0.5	0.6	0.7	0.8	0.7	0.8	▲ 3.1%	▲ 1.5%
Day	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	▲ 3.1%	▲ 2.2%
Visitor Spending	1.1	1.0	1.1	1.1	0.7	0.9	1.1	1.1	1.1	1.1	▲ 3.1%	▲ 1.7%
Non-transportation	0.8	0.8	0.8	0.8	0.6	0.7	0.8	0.8	0.8	0.9	▲ 4.7%	▲ 3.7%
Transportation	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.2	0.2	▼ -2.4%	▼ -4.3%
Total Direct Earnings	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 3.2%	▲ 3.6%
Total Direct Employment	40	30	30	30	30	30	30	30	30	30	▲ 1.5%	▲ 1.2%
Government Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 2.9%	▲ 5.1%
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 3.3%	▲ 8.5%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 2.6%	▲ 3.0%
Overnight Visitor Volume (Thousands)												
Party Trips	4.6	4.6	4.6	4.5	3.5	3.3	3.7	3.9	3.8	4.0	▲ 3.1%	▲ 2.1%
Party Nights	11.3	11.2	11.2	11.0	7.8	8.1	9.1	9.4	9.4	9.7	▲ 3.1%	▲ 2.0%
Person Trips	11.6	11.6	11.6	11.4	8.6	8.4	9.4	9.8	9.7	10.0	▲ 3.0%	▲ 1.8%
Person Nights	28.6	28.4	28.5	28.1	19.8	20.9	23.3	24.1	23.8	24.5	▲ 2.9%	▲ 1.7%
Average Overnight Spending (\$)												
per Party Trip	156	155	160	161	141	174	194	195	191	191	▼ -0.1%	▼ -0.5%
per Party Night	64	64	65	66	62	71	79	80	78	78	▲ 0.0%	▼ -0.4%
per Person Trip	62	62	63	64	57	68	77	77	76	76	▲ 0.1%	▼ -0.3%
per Person Night	25	25	26	26	25	27	31	31	31	31	▲ 0.2%	▼ -0.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.0	2.1	2.2	2.2	1.6	1.9	2.3	2.4	2.5	2.5	▼ -0.4%	▲ 2.4%
Other Travel*	0.4	0.4	0.5	0.4	0.3	0.4	0.6	0.5	0.5	0.5	▼ -7.5%	▼ -6.8%
Visitor Spending	1.6	1.7	1.8	1.8	1.3	1.4	1.7	1.9	2.0	2.0	▲ 1.5%	▲ 5.1%
Overnight	1.2	1.2	1.3	1.3	0.9	1.0	1.3	1.4	1.4	1.5	▲ 1.4%	▲ 5.2%
Day	0.5	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.5	▲ 1.6%	▲ 4.8%
Visitor Spending	1.6	1.7	1.8	1.8	1.3	1.4	1.7	1.9	2.0	2.0	▲ 1.5%	▲ 5.1%
Non-transportation	1.3	1.3	1.4	1.4	1.1	1.1	1.3	1.5	1.5	1.6	▲ 3.4%	▲ 7.5%
Transportation	0.3	0.4	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	▼ -5.3%	▼ -2.3%
Total Direct Earnings	0.5	0.5	0.5	0.5	0.4	0.6	0.7	0.8	0.9	0.9	▲ 1.9%	▲ 7.4%
Total Direct Employment	50	50	50	50	40	50	60	60	70	70	▼ -0.8%	▲ 4.4%
Government Revenue	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	▲ 1.3%	▲ 6.9%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 1.6%	▲ 8.0%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 1.1%	▲ 6.2%
Overnight Visitor Volume (Thousands)												
Party Trips	6.5	6.6	6.7	6.5	5.1	4.6	5.2	5.6	5.8	5.9	▲ 1.2%	▲ 4.3%
Party Nights	15.6	15.9	16.0	15.6	11.5	11.1	12.4	13.4	13.9	14.2	▲ 1.6%	▲ 4.6%
Person Trips	16.2	16.5	16.7	16.2	13.0	11.7	13.0	14.1	14.7	14.8	▲ 1.1%	▲ 4.4%
Person Nights	38.8	39.5	39.9	38.8	29.5	28.0	31.1	33.8	35.2	35.7	▲ 1.5%	▲ 4.7%
Average Overnight Spending (\$)												
per Party Trip	182	184	191	194	184	223	242	250	248	248	▲ 0.2%	▲ 0.9%
per Party Night	76	77	80	81	82	93	101	104	104	103	▼ -0.2%	▲ 0.6%
per Person Trip	73	74	77	78	73	88	96	99	98	99	▲ 0.3%	▲ 0.8%
per Person Night	31	31	32	33	32	37	40	41	41	41	▼ -0.1%	▲ 0.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	19.8	15.1	16.8	16.7	14.0	21.4	25.2	23.6	24.8	24.7	▼ -0.4%	▼ -0.8%
Other Travel*	1.2	1.3	1.6	1.5	1.1	1.6	2.1	1.9	1.8	1.7	▼ -6.6%	▼ -6.2%
Visitor Spending	18.6	13.7	15.3	15.2	12.9	19.8	23.2	21.7	22.9	23.0	▲ 0.1%	▼ -0.3%
Overnight	11.8	10.8	12.1	12.1	10.4	13.1	14.9	16.0	17.0	17.0	▼ -0.1%	▲ 4.5%
Day	6.8	2.9	3.1	3.1	2.5	6.7	8.3	5.7	6.0	6.0	▲ 0.7%	▼ -10.3%
Visitor Spending	18.6	13.7	15.3	15.2	12.9	19.8	23.2	21.7	22.9	23.0	▲ 0.1%	▼ -0.3%
Non-transportation	16.1	11.0	12.2	12.2	10.6	16.8	19.4	17.9	19.2	19.4	▲ 1.5%	▼ 0.0%
Transportation	2.5	2.7	3.1	3.0	2.3	3.0	3.7	3.8	3.8	3.5	▼ -6.7%	▼ -2.0%
Total Direct Earnings	5.1	5.1	5.5	5.6	5.0	4.7	5.3	5.1	5.6	5.6	▲ 0.9%	▲ 1.7%
Total Direct Employment	230	220	240	240	210	200	190	190	200	200	▼ -0.8%	▲ 0.9%
Government Revenue	1.2	1.3	1.4	1.4	1.2	1.3	1.4	1.4	1.5	1.5	▼ -0.1%	▲ 1.8%
Local Revenue	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	▼ -1.4%	▲ 3.6%
State Revenue	0.9	0.9	1.0	1.0	0.8	0.9	1.0	1.0	1.0	1.1	▲ 0.4%	▲ 1.1%
Overnight Visitor Volume (Thousands)												
Party Trips	37.4	37.7	39.6	38.6	33.6	32.9	34.8	37.9	39.9	39.4	▼ -1.2%	▲ 4.3%
Party Nights	87.6	88.3	92.6	90.1	77.4	76.6	81.0	88.3	92.6	91.7	▼ -1.0%	▲ 4.2%
Person Trips	101.0	101.5	106.8	104.3	99.2	90.5	94.6	103.3	108.5	106.9	▼ -1.5%	▲ 4.2%
Person Nights	238.1	239.5	250.8	245.0	232.0	211.8	221.6	241.7	253.4	250.1	▼ -1.3%	▲ 4.1%
Average Overnight Spending (\$)												
per Party Trip	315	286	306	314	310	397	428	422	426	431	▲ 1.1%	▲ 0.2%
per Party Night	135	122	131	134	134	171	184	181	183	185	▲ 0.9%	▲ 0.3%
per Person Trip	117	106	114	116	105	144	157	155	156	159	▲ 1.4%	▲ 0.3%
per Person Night	49	45	48	49	45	62	67	66	67	68	▲ 1.2%	▲ 0.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	6.8	7.1	7.7	7.5	5.3	7.2	8.9	9.0	9.1	9.2	▲ 1.3%	▲ 1.0%
Other Travel*	1.3	1.4	1.6	1.6	1.2	1.9	2.4	2.1	2.1	1.9	▼ -5.9%	▼ -6.6%
Visitor Spending	5.5	5.6	6.1	5.9	4.2	5.4	6.6	6.9	7.0	7.3	▲ 3.3%	▲ 3.5%
Overnight	3.9	4.0	4.3	4.2	2.9	3.7	4.7	4.9	5.0	5.2	▲ 3.3%	▲ 3.3%
Day	1.6	1.7	1.8	1.7	1.3	1.7	1.9	2.0	2.1	2.1	▲ 3.4%	▲ 3.8%
Visitor Spending	5.5	5.6	6.1	5.9	4.2	5.4	6.6	6.9	7.0	7.3	▲ 3.3%	▲ 3.5%
Non-transportation	4.4	4.4	4.7	4.6	3.4	4.2	5.0	5.3	5.6	5.8	▲ 4.8%	▲ 5.3%
Transportation	1.1	1.2	1.4	1.3	0.8	1.2	1.6	1.5	1.5	1.5	▼ -2.0%	▼ -2.8%
Total Direct Earnings	1.7	1.7	1.7	1.8	1.5	1.6	1.7	1.6	1.7	1.8	▲ 3.7%	▲ 2.0%
Total Direct Employment	110	110	110	110	90	90	80	80	90	90	▼ -0.2%	▲ 0.7%
Government Revenue	0.5	0.6	0.6	0.6	0.5	0.6	0.6	0.7	0.7	0.7	▲ 3.3%	▲ 4.6%
Local Revenue	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	▲ 3.7%	▲ 4.7%
State Revenue	0.3	0.3	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	▲ 2.9%	▲ 4.6%
Overnight Visitor Volume (Thousands)												
Party Trips	22.7	22.9	23.8	22.7	17.6	18.5	21.0	22.2	22.9	23.4	▲ 2.6%	▲ 3.7%
Party Nights	54.2	54.6	56.4	54.0	38.5	44.0	50.0	52.7	54.2	55.7	▲ 2.7%	▲ 3.6%
Person Trips	55.9	56.3	58.4	55.9	42.7	45.8	51.8	54.6	56.2	57.5	▲ 2.5%	▲ 3.5%
Person Nights	133.7	134.7	139.1	133.3	94.0	109.5	123.9	130.3	133.8	137.2	▲ 2.5%	▲ 3.5%
Average Overnight Spending (\$)												
per Party Trip	172	174	182	184	162	200	222	220	218	220	▲ 0.7%	▼ -0.3%
per Party Night	72	73	77	78	74	84	93	92	92	93	▲ 0.7%	▼ -0.3%
per Person Trip	70	71	74	75	67	81	90	89	89	90	▲ 0.8%	▼ -0.2%
per Person Night	29	30	31	31	30	34	38	37	37	38	▲ 0.8%	▼ -0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	36.1	33.6	35.6	45.6	40.0	50.0	48.7	47.4	49.7	51.1	▲ 3.0%	▲ 1.6%
Other Travel*	2.9	3.1	3.5	3.4	2.4	3.8	4.9	4.5	4.2	4.0	▼ -4.4%	▼ -6.0%
Visitor Spending	33.3	30.5	32.1	42.2	37.6	46.2	43.8	43.0	45.4	47.1	▲ 3.7%	▲ 2.4%
Overnight	23.9	21.8	22.8	31.1	26.2	32.3	32.1	31.3	33.2	34.3	▲ 3.4%	▲ 2.3%
Day	9.4	8.8	9.2	11.1	11.4	13.9	11.7	11.7	12.2	12.8	▲ 4.3%	▲ 2.8%
Visitor Spending	33.3	30.5	32.1	42.2	37.6	46.2	43.8	43.0	45.4	47.1	▲ 3.7%	▲ 2.4%
Non-transportation	29.3	26.6	27.7	36.9	33.5	40.5	37.6	37.3	39.8	41.6	▲ 4.4%	▲ 3.5%
Transportation	3.9	3.9	4.4	5.3	4.1	5.7	6.3	5.7	5.6	5.5	▼ -1.6%	▼ -4.3%
Total Direct Earnings	10.0	10.7	10.9	15.1	12.0	13.6	15.0	16.7	18.9	18.7	▼ -1.4%	▲ 7.6%
Total Direct Employment	620	640	630	850	670	730	770	800	850	810	▼ -4.7%	▲ 1.7%
Government Revenue	3.2	3.1	3.2	4.2	3.5	4.7	4.5	4.5	4.9	5.0	▲ 2.2%	▲ 3.7%
Local Revenue	1.5	1.4	1.5	2.0	1.5	2.4	2.2	2.3	2.4	2.5	▲ 1.9%	▲ 3.6%
State Revenue	1.8	1.7	1.7	2.3	2.0	2.3	2.2	2.3	2.4	2.5	▲ 2.4%	▲ 3.9%
Overnight Visitor Volume (Thousands)												
Party Trips	67.6	61.8	63.6	77.2	65.2	72.0	69.2	71.0	74.4	73.0	▼ -1.9%	▲ 1.8%
Party Nights	160.3	147.2	151.5	179.5	135.9	165.0	161.1	165.7	173.1	171.0	▼ -1.3%	▲ 2.0%
Person Trips	166.2	152.0	156.3	190.3	173.2	178.1	170.7	175.2	183.5	179.9	▼ -2.0%	▲ 1.8%
Person Nights	393.7	361.7	372.1	441.9	357.1	408.0	397.4	408.3	426.8	421.1	▼ -1.3%	▲ 2.0%
Average Overnight Spending (\$)												
per Party Trip	353	352	359	402	402	449	464	440	446	470	▲ 5.4%	▲ 0.4%
per Party Night	149	148	151	173	193	196	199	189	192	201	▲ 4.8%	▲ 0.3%
per Person Trip	144	143	146	163	151	181	188	178	181	191	▲ 5.5%	▲ 0.5%
per Person Night	61	60	61	70	73	79	81	77	78	82	▲ 4.8%	▲ 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

Jefferson County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	5.5	5.8	6.4	6.3	5.2	5.9	6.8	7.2	7.4	7.3	▼ -1.2%	▲ 2.7%
Other Travel*	0.6	0.7	0.8	0.7	0.5	0.8	1.0	0.9	0.8	0.8	▼ -5.5%	▼ -6.7%
Visitor Spending	4.9	5.1	5.6	5.6	4.7	5.2	5.8	6.4	6.6	6.5	▼ -0.7%	▲ 4.1%
Overnight	4.6	4.7	5.2	5.2	4.4	4.8	5.4	5.9	6.1	6.1	▼ -0.8%	▲ 4.1%
Day	0.4	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.5	0.5	▲ 0.3%	▲ 4.7%
Visitor Spending	4.9	5.1	5.6	5.6	4.7	5.2	5.8	6.4	6.6	6.5	▼ -0.7%	▲ 4.1%
Non-transportation	3.7	3.8	4.1	4.1	3.6	3.7	4.0	4.6	4.8	4.9	▲ 1.7%	▲ 6.5%
Transportation	1.2	1.3	1.5	1.4	1.1	1.4	1.8	1.8	1.8	1.7	▼ -7.1%	▼ -1.7%
Total Direct Earnings	1.4	1.4	1.5	1.5	1.4	1.3	1.4	1.7	1.8	1.8	▲ 1.1%	▲ 7.2%
Total Direct Employment	80	80	90	80	70	70	80	90	100	100	▲ 1.0%	▲ 4.8%
Government Revenue	0.4	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.6	0.6	▲ 0.7%	▲ 6.4%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 1.1%	▲ 6.6%
State Revenue	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	▲ 0.5%	▲ 6.2%
Overnight Visitor Volume (Thousands)												
Party Trips	19.4	19.6	20.5	20.0	17.5	16.7	17.2	18.8	19.7	19.7	▲ 0.0%	▲ 4.5%
Party Nights	45.1	45.5	47.4	46.1	40.6	38.5	39.9	43.4	45.5	45.5	▲ 0.0%	▲ 4.4%
Person Trips	52.6	52.9	55.4	54.2	52.9	46.3	47.3	51.7	54.3	54.0	▼ -0.5%	▲ 4.5%
Person Nights	122.3	123.0	128.2	125.4	124.4	107.0	109.8	119.5	125.5	124.9	▼ -0.5%	▲ 4.4%
Average Overnight Spending (\$)												
per Party Trip	234	242	254	260	250	288	312	315	311	308	▼ -0.8%	▼ -0.4%
per Party Night	101	104	110	113	108	125	135	136	135	134	▼ -0.8%	▼ -0.3%
per Person Trip	87	90	94	96	83	104	114	114	113	112	▼ -0.3%	▼ -0.4%
per Person Night	37	39	41	41	35	45	49	50	49	49	▼ -0.3%	▼ -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

Johnston County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	7.0	6.8	7.2	7.6	5.9	7.2	8.6	9.1	10.1	9.6	▼ -4.4%	▲ 3.9%
Other Travel*	1.0	1.2	1.4	1.3	1.0	1.4	1.8	1.6	1.6	1.5	▼ -5.0%	▼ -6.3%
Visitor Spending	6.0	5.6	5.8	6.3	5.0	5.8	6.8	7.5	8.5	8.1	▼ -4.3%	▲ 6.3%
Overnight	4.4	4.1	4.2	4.6	3.6	4.2	5.0	5.6	6.4	6.1	▼ -5.6%	▲ 6.7%
Day	1.6	1.6	1.6	1.7	1.4	1.6	1.8	1.9	2.1	2.1	▼ -0.3%	▲ 5.2%
Visitor Spending	6.0	5.6	5.8	6.3	5.0	5.8	6.8	7.5	8.5	8.1	▼ -4.3%	▲ 6.3%
Non-transportation	4.8	4.4	4.5	4.9	4.0	4.5	5.1	5.8	6.8	6.6	▼ -3.5%	▲ 8.5%
Transportation	1.2	1.2	1.3	1.4	1.0	1.2	1.6	1.6	1.7	1.6	▼ -7.5%	▼ -1.3%
Total Direct Earnings	1.8	2.0	2.0	2.2	2.0	2.3	2.5	2.9	2.9	2.8	▼ -3.6%	▲ 4.0%
Total Direct Employment	100	110	100	110	110	120	120	130	130	130	▼ -4.1%	▲ 2.1%
Government Revenue	0.6	0.5	0.6	0.6	0.5	0.6	0.6	0.7	0.8	0.8	▼ -4.8%	▲ 7.2%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	▼ -6.7%	▲ 8.1%
State Revenue	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.5	0.5	▼ -3.4%	▲ 6.7%
Overnight Visitor Volume (Thousands)												
Party Trips	22.1	20.9	21.0	22.2	17.8	17.2	19.0	20.5	22.6	22.1	▼ -2.5%	▲ 5.1%
Party Nights	52.2	50.0	50.1	52.9	39.8	41.0	45.3	48.6	53.1	52.4	▼ -1.4%	▲ 4.9%
Person Trips	56.2	53.2	53.4	56.5	46.7	44.4	48.7	52.5	57.9	56.4	▼ -2.6%	▲ 5.0%
Person Nights	133.5	127.8	128.4	135.1	105.6	106.5	116.7	125.1	136.5	134.4	▼ -1.5%	▲ 4.8%
Average Overnight Spending (\$)												
per Party Trip	200	194	199	205	203	243	263	271	284	275	▼ -3.2%	▲ 1.5%
per Party Night	85	81	83	86	91	102	110	114	121	116	▼ -4.3%	▲ 1.6%
per Person Trip	79	76	78	81	77	94	103	106	111	108	▼ -3.1%	▲ 1.6%
per Person Night	33	32	33	34	34	39	43	44	47	45	▼ -4.1%	▲ 1.8%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	104.1	115.7	113.8	107.4	139.4	117.2	114.2	126.5	127.1	130.4	▲ 2.6%	▲ 4.5%
Other Travel*	5.2	5.6	6.3	6.1	4.3	6.8	8.7	8.0	7.6	7.2	▼ -4.9%	▼ -6.0%
Visitor Spending	98.9	110.1	107.5	101.3	135.1	110.4	105.5	118.5	119.5	123.2	▲ 3.1%	▲ 5.3%
Overnight	74.3	83.0	81.1	75.9	79.7	84.1	80.7	92.7	93.5	95.8	▲ 2.4%	▲ 5.9%
Day	24.6	27.1	26.4	25.3	55.4	26.3	24.8	25.8	25.9	27.3	▲ 5.4%	▲ 3.3%
Visitor Spending	98.9	110.1	107.5	101.3	135.1	110.4	105.5	118.5	119.5	123.2	▲ 3.1%	▲ 5.3%
Non-transportation	89.3	99.1	95.9	90.4	125.5	97.9	91.5	104.0	105.4	109.8	▲ 4.2%	▲ 6.3%
Transportation	9.6	11.1	11.6	10.9	9.6	12.5	14.0	14.6	14.1	13.3	▼ -5.1%	▼ -1.6%
Total Direct Earnings	33.4	35.5	35.9	34.7	34.8	36.9	39.9	42.9	43.7	45.5	▲ 4.1%	▲ 4.5%
Total Direct Employment	2,070	2,110	2,060	1,880	1,800	1,840	1,890	2,120	2,060	2,020	▼ -1.9%	▲ 2.3%
Government Revenue	8.1	9.0	8.8	8.5	9.5	9.4	9.0	10.4	10.6	10.8	▲ 2.1%	▲ 6.5%
Local Revenue	3.4	3.8	3.7	3.6	3.5	4.3	4.0	4.8	5.0	5.0	▲ 1.2%	▲ 8.0%
State Revenue	4.7	5.2	5.1	4.9	6.0	5.1	5.0	5.5	5.6	5.8	▲ 2.9%	▲ 5.2%
Overnight Visitor Volume (Thousands)												
Party Trips	151.6	162.7	155.0	145.2	145.0	148.6	139.1	162.2	164.4	160.0	▼ -2.7%	▲ 4.8%
Party Nights	354.0	378.0	360.8	339.9	314.8	342.1	325.5	375.3	381.3	372.7	▼ -2.3%	▲ 4.6%
Person Trips	390.2	416.9	399.0	375.1	413.5	385.1	359.9	419.2	426.1	413.9	▼ -2.9%	▲ 4.8%
Person Nights	909.3	967.5	927.5	876.0	898.6	885.6	840.8	969.0	986.7	962.9	▼ -2.4%	▲ 4.6%
Average Overnight Spending (\$)												
per Party Trip	490	510	524	523	550	565	580	572	569	599	▲ 5.3%	▲ 1.1%
per Party Night	210	220	225	223	253	246	248	247	245	257	▲ 4.8%	▲ 1.2%
per Person Trip	190	199	203	202	193	218	224	221	220	232	▲ 5.5%	▲ 1.1%
per Person Night	82	86	87	87	89	95	96	96	95	100	▲ 5.0%	▲ 1.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	10.9	11.5	13.1	12.7	9.3	12.2	14.5	14.8	15.6	15.8	▲ 1.3%	▲ 2.8%
Other Travel*	1.5	1.7	1.9	1.9	1.4	2.1	2.7	2.5	2.4	2.3	▼ -6.6%	▼ -5.5%
Visitor Spending	9.4	9.8	11.1	10.9	7.9	10.1	11.8	12.3	13.2	13.5	▲ 2.8%	▲ 4.5%
Overnight	7.1	7.4	8.5	8.3	5.8	7.5	9.1	9.4	10.1	10.3	▲ 2.8%	▲ 4.5%
Day	2.3	2.4	2.6	2.6	2.1	2.6	2.8	2.9	3.1	3.2	▲ 2.8%	▲ 4.9%
Visitor Spending	9.4	9.8	11.1	10.9	7.9	10.1	11.8	12.3	13.2	13.5	▲ 2.8%	▲ 4.5%
Non-transportation	7.7	8.0	9.0	8.8	6.6	8.2	9.3	9.9	10.7	11.2	▲ 4.0%	▲ 6.1%
Transportation	1.7	1.9	2.2	2.1	1.3	1.9	2.5	2.4	2.4	2.4	▼ -2.7%	▼ -1.9%
Total Direct Earnings	3.0	3.1	3.5	3.6	2.8	2.9	3.2	3.4	3.6	3.8	▲ 3.6%	▲ 5.0%
Total Direct Employment	170	180	200	220	160	160	160	170	170	170	▼ -2.2%	▲ 1.2%
Government Revenue	0.9	0.9	1.1	1.1	0.8	1.0	1.1	1.1	1.2	1.3	▲ 2.8%	▲ 5.6%
Local Revenue	0.4	0.4	0.4	0.5	0.3	0.4	0.5	0.5	0.5	0.5	▲ 3.0%	▲ 5.4%
State Revenue	0.5	0.6	0.6	0.6	0.5	0.6	0.6	0.7	0.7	0.7	▲ 2.6%	▲ 5.7%
Overnight Visitor Volume (Thousands)												
Party Trips	31.8	32.6	34.9	33.5	25.9	27.2	30.3	32.4	34.6	34.7	▲ 0.2%	▲ 4.6%
Party Nights	72.5	74.4	79.2	76.0	54.2	61.3	68.6	73.4	78.1	78.5	▲ 0.6%	▲ 4.6%
Person Trips	77.9	79.9	85.7	82.2	64.9	67.2	74.6	79.8	85.1	85.2	▲ 0.1%	▲ 4.5%
Person Nights	178.0	182.6	194.4	186.8	135.8	151.5	168.8	180.5	192.2	193.0	▲ 0.4%	▲ 4.6%
Average Overnight Spending (\$)												
per Party Trip	224	228	244	247	226	277	299	289	291	298	▲ 2.6%	▼ -0.1%
per Party Night	98	100	108	109	108	123	132	128	129	132	▲ 2.2%	▼ -0.2%
per Person Trip	91	93	99	101	90	112	122	118	118	121	▲ 2.7%	▼ 0.0%
per Person Night	40	41	44	44	43	50	54	52	52	54	▲ 2.3%	▼ -0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	9.2	9.3	10.6	10.7	9.9	11.9	13.7	14.3	15.0	14.6	▼ -2.2%	▲ 2.3%
Other Travel*	0.9	0.9	1.1	1.0	0.8	1.2	1.5	1.3	1.3	1.2	▼ -7.3%	▼ -7.5%
Visitor Spending	8.3	8.3	9.5	9.7	9.1	10.8	12.2	13.0	13.7	13.5	▼ -1.7%	▲ 3.4%
Overnight	7.7	7.7	8.9	9.0	8.4	10.0	11.4	12.1	12.8	12.6	▼ -1.8%	▲ 3.4%
Day	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.9	0.9	0.9	▼ -0.8%	▲ 4.0%
Visitor Spending	8.3	8.3	9.5	9.7	9.1	10.8	12.2	13.0	13.7	13.5	▼ -1.7%	▲ 3.4%
Non-transportation	6.4	6.3	7.1	7.3	7.0	8.0	8.7	9.5	10.2	10.2	▲ 0.2%	▲ 5.5%
Transportation	1.9	2.0	2.4	2.4	2.1	2.8	3.5	3.5	3.5	3.2	▼ -7.1%	▼ -2.2%
Total Direct Earnings	2.2	2.1	2.2	2.3	2.3	2.5	2.7	2.9	3.0	3.0	▼ -0.6%	▲ 4.3%
Total Direct Employment	150	130	130	150	140	150	150	150	150	140	▼ -4.8%	▼ -1.3%
Government Revenue	0.7	0.7	0.8	0.8	0.8	0.8	0.9	1.0	1.2	1.2	▲ 3.7%	▲ 10.7%
Local Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.5	0.6	▲ 9.8%	▲ 19.4%
State Revenue	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	▼ -1.5%	▲ 4.3%
Overnight Visitor Volume (Thousands)												
Party Trips	31.4	30.8	33.2	32.9	28.4	32.2	33.4	36.3	38.4	37.4	▼ -2.6%	▲ 3.8%
Party Nights	71.5	70.2	75.1	74.3	63.9	72.4	75.3	81.7	86.1	84.1	▼ -2.4%	▲ 3.8%
Person Trips	84.2	82.4	88.7	88.4	85.1	88.4	91.0	99.1	104.8	101.8	▼ -2.8%	▲ 3.8%
Person Nights	192.6	188.5	201.6	200.7	193.8	199.5	205.7	223.6	235.9	229.8	▼ -2.6%	▲ 3.8%
Average Overnight Spending (\$)												
per Party Trip	247	251	267	275	297	312	340	333	333	336	▲ 0.9%	▼ -0.4%
per Party Night	108	110	118	121	132	139	151	148	149	150	▲ 0.6%	▼ -0.3%
per Person Trip	92	94	100	102	99	114	125	122	122	123	▲ 1.1%	▼ -0.4%
per Person Night	40	41	44	45	44	50	55	54	54	55	▲ 0.8%	▼ -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



Latimer County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	11.0	20.5	22.4	24.5	33.1	27.8	26.2	28.4	30.3	29.2	▼ -3.8%	▲ 3.7%
Other Travel*	1.0	1.1	1.3	1.2	0.9	1.3	1.7	1.5	1.5	1.4	▼ -5.1%	▼ -6.0%
Visitor Spending	10.1	19.4	21.1	23.3	32.2	26.5	24.5	26.9	28.9	27.8	▼ -3.7%	▲ 4.3%
Overnight	7.9	14.1	15.4	17.3	24.9	19.0	20.2	22.2	23.8	22.9	▼ -4.0%	▲ 4.2%
Day	2.2	5.4	5.7	6.0	7.3	7.5	4.3	4.7	5.0	4.9	▼ -2.3%	▲ 4.6%
Visitor Spending	10.1	19.4	21.1	23.3	32.2	26.5	24.5	26.9	28.9	27.8	▼ -3.7%	▲ 4.3%
Non-transportation	8.3	17.6	18.8	20.5	28.0	21.4	18.5	20.8	22.7	22.2	▼ -2.3%	▲ 6.1%
Transportation	1.8	1.9	2.3	2.7	4.2	5.1	6.0	6.1	6.2	5.6	▼ -8.7%	▼ -2.0%
Total Direct Earnings	2.6	2.4	2.4	3.0	5.6	5.4	7.5	7.7	8.4	8.2	▼ -2.8%	▲ 3.2%
Total Direct Employment	170	150	150	170	300	280	370	400	410	390	▼ -4.6%	▲ 1.6%
Government Revenue	1.0	0.9	1.0	1.2	2.0	2.0	2.1	2.3	2.5	2.4	▼ -3.3%	▲ 4.1%
Local Revenue	0.4	0.4	0.5	0.6	0.9	1.0	1.0	1.0	1.1	1.1	▼ -3.6%	▲ 2.2%
State Revenue	0.5	0.5	0.6	0.7	1.1	1.1	1.1	1.2	1.4	1.3	▼ -3.0%	▲ 5.7%
Overnight Visitor Volume (Thousands)												
Party Trips	29.6	27.9	31.1	34.5	32.1	47.5	47.0	52.1	55.7	53.2	▼ -4.4%	▲ 4.2%
Party Nights	67.2	63.7	70.6	78.0	69.7	105.9	105.5	116.7	124.6	119.7	▼ -3.9%	▲ 4.3%
Person Trips	76.4	72.2	80.9	91.2	93.8	132.5	130.5	144.7	154.9	147.9	▼ -4.5%	▲ 4.3%
Person Nights	174.2	165.4	184.6	206.7	206.1	296.0	293.0	324.9	347.2	333.2	▼ -4.0%	▲ 4.4%
Average Overnight Spending (\$)												
per Party Trip	267	503	497	501	774	399	430	426	428	430	▲ 0.4%	▼ 0.0%
per Party Night	118	221	219	222	357	179	192	190	191	191	▼ -0.1%	▼ -0.1%
per Person Trip	104	195	191	190	265	143	155	153	154	155	▲ 0.5%	▼ -0.1%
per Person Night	45	85	84	84	121	64	69	68	69	69	▲ 0.1%	▼ -0.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	130.9	190.6	216.2	211.9	173.4	220.9	242.8	251.4	266.2	280.3	▲ 5.3%	▲ 4.9%
Other Travel*	4.6	5.3	6.1	5.9	4.4	6.7	8.6	7.9	7.7	7.2	▼ -5.8%	▼ -5.6%
Visitor Spending	126.3	185.4	210.1	206.0	169.0	214.2	234.2	243.5	258.5	273.1	▲ 5.6%	▲ 5.3%
Overnight	77.4	87.9	103.5	100.9	78.6	122.3	140.0	136.6	145.1	155.3	▲ 7.0%	▲ 3.5%
Day	48.9	97.5	106.6	105.0	90.3	91.9	94.2	106.9	113.4	117.8	▲ 3.9%	▲ 7.8%
Visitor Spending	126.3	185.4	210.1	206.0	169.0	214.2	234.2	243.5	258.5	273.1	▲ 5.6%	▲ 5.3%
Non-transportation	118.2	176.5	199.4	195.8	161.1	203.1	220.2	229.9	244.9	259.9	▲ 6.2%	▲ 5.7%
Transportation	8.1	8.9	10.7	10.2	7.9	11.1	14.0	13.6	13.7	13.1	▼ -3.8%	▼ -2.0%
Total Direct Earnings	35.0	36.1	39.9	40.5	36.0	50.8	59.2	64.9	70.0	74.4	▲ 6.2%	▲ 7.9%
Total Direct Employment	1,360	1,360	1,450	1,430	1,240	1,540	1,660	1,760	1,840	1,920	▲ 4.0%	▲ 5.0%
Government Revenue	7.5	7.9	9.2	9.1	7.7	11.8	12.9	13.6	14.5	15.2	▲ 4.8%	▲ 5.7%
Local Revenue	1.7	1.8	2.2	2.2	2.0	2.5	2.7	2.9	3.1	3.2	▲ 3.3%	▲ 5.5%
State Revenue	5.8	6.1	7.0	6.9	5.8	9.3	10.2	10.7	11.4	12.0	▲ 5.2%	▲ 5.7%
Overnight Visitor Volume (Thousands)												
Party Trips	131.5	133.3	146.0	140.5	110.5	127.7	137.9	148.8	158.5	156.8	▼ -1.0%	▲ 4.4%
Party Nights	293.2	297.4	322.6	311.1	230.5	281.4	304.8	329.0	349.5	347.2	▼ -0.7%	▲ 4.4%
Person Trips	330.6	334.5	366.5	353.7	297.0	327.5	351.5	379.5	404.4	399.4	▼ -1.3%	▲ 4.3%
Person Nights	738.1	747.0	810.7	783.8	622.3	723.2	778.1	840.7	893.5	885.4	▼ -0.9%	▲ 4.4%
Average Overnight Spending (\$)												
per Party Trip	589	659	709	718	712	958	1,015	918	916	990	▲ 8.1%	▼ -0.8%
per Party Night	264	295	321	325	341	435	459	415	415	447	▲ 7.7%	▼ -0.9%
per Person Trip	234	263	282	285	265	373	398	360	359	389	▲ 8.3%	▼ -0.8%
per Person Night	105	118	128	129	126	169	180	163	162	175	▲ 7.9%	▼ -0.9%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	29.2	30.4	33.7	32.8	26.5	33.5	38.4	43.0	43.0	45.1	▲ 4.7%	▲ 5.5%
Other Travel*	3.3	3.7	4.3	4.1	3.1	4.7	6.0	5.5	5.4	5.1	▼ -5.6%	▼ -5.4%
Visitor Spending	25.9	26.7	29.4	28.7	23.4	28.9	32.4	37.5	37.7	40.0	▲ 6.2%	▲ 7.3%
Overnight	18.6	19.2	21.3	20.8	16.9	20.9	23.5	27.6	27.6	29.6	▲ 6.9%	▲ 8.0%
Day	7.3	7.5	8.1	7.9	6.5	7.9	8.9	9.9	10.0	10.4	▲ 4.3%	▲ 5.4%
Visitor Spending	25.9	26.7	29.4	28.7	23.4	28.9	32.4	37.5	37.7	40.0	▲ 6.2%	▲ 7.3%
Non-transportation	22.7	23.2	25.3	24.8	20.5	24.8	27.3	32.3	32.6	35.1	▲ 7.6%	▲ 8.7%
Transportation	3.2	3.5	4.1	3.9	2.9	4.1	5.1	5.2	5.0	4.9	▼ -2.8%	▼ -1.4%
Total Direct Earnings	7.9	8.5	9.1	9.2	8.3	9.0	10.0	12.0	12.3	13.2	▲ 7.3%	▲ 9.6%
Total Direct Employment	490	520	540	550	480	490	520	590	590	640	▲ 9.2%	▲ 7.4%
Government Revenue	2.4	2.5	2.8	2.7	2.3	2.7	2.9	3.6	3.6	3.9	▲ 6.7%	▲ 9.8%
Local Revenue	1.0	1.1	1.2	1.2	1.0	1.2	1.3	1.6	1.7	1.8	▲ 7.7%	▲ 11.8%
State Revenue	1.4	1.4	1.6	1.5	1.3	1.5	1.7	1.9	2.0	2.1	▲ 5.8%	▲ 8.2%
Overnight Visitor Volume (Thousands)												
Party Trips	52.9	53.8	57.3	55.1	48.6	52.2	53.2	60.4	61.1	62.6	▲ 2.6%	▲ 5.6%
Party Nights	146.1	148.7	157.6	151.2	123.1	143.0	145.9	162.4	164.7	168.5	▲ 2.3%	▲ 4.9%
Person Trips	130.4	132.4	140.6	135.4	125.3	129.5	131.4	149.1	151.0	154.5	▲ 2.3%	▲ 5.5%
Person Nights	348.5	354.8	373.7	359.3	314.7	344.1	349.6	388.9	394.6	402.9	▲ 2.1%	▲ 4.8%
Average Overnight Spending (\$)												
per Party Trip	351	356	371	377	349	401	442	457	453	472	▲ 4.3%	▲ 2.2%
per Party Night	127	129	135	137	138	146	161	170	168	175	▲ 4.5%	▲ 2.9%
per Person Trip	143	145	151	153	135	162	179	185	183	191	▲ 4.6%	▲ 2.3%
per Person Night	53	54	57	58	54	61	67	71	70	73	▲ 4.7%	▲ 3.0%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	45.2	51.8	54.4	53.4	41.1	58.1	70.7	65.4	68.4	72.9	▲ 6.6%	▲ 1.0%
Other Travel*	4.3	4.9	5.8	5.7	4.3	7.0	9.0	8.5	8.3	8.0	▼ -3.7%	▼ -4.0%
Visitor Spending	40.9	46.9	48.7	47.7	36.7	51.1	61.7	56.9	60.1	64.9	▲ 8.1%	▲ 1.7%
Overnight	30.6	35.5	36.9	36.1	26.9	37.7	46.8	42.4	45.0	48.9	▲ 8.7%	▲ 1.5%
Day	10.2	11.4	11.8	11.7	9.8	13.4	14.9	14.5	15.1	16.0	▲ 6.3%	▲ 2.5%
Visitor Spending	40.9	46.9	48.7	47.7	36.7	51.1	61.7	56.9	60.1	64.9	▲ 8.1%	▲ 1.7%
Non-transportation	36.7	41.9	43.1	42.4	33.0	45.2	53.9	50.1	53.3	58.2	▲ 9.1%	▲ 2.6%
Transportation	4.2	5.0	5.6	5.3	3.8	5.9	7.8	6.9	6.8	6.8	▲ 0.3%	▼ -4.5%
Total Direct Earnings	12.1	12.9	13.5	13.6	12.3	12.8	13.1	13.3	14.8	16.7	▲ 12.7%	▲ 8.4%
Total Direct Employment	810	820	850	840	700	660	670	630	700	710	▲ 2.8%	▲ 2.2%
Government Revenue	3.8	4.3	4.5	4.4	3.4	4.5	5.2	5.1	5.5	6.0	▲ 8.6%	▲ 4.3%
Local Revenue	1.6	1.8	1.9	1.9	1.3	1.9	2.2	2.2	2.4	2.6	▲ 9.4%	▲ 5.3%
State Revenue	2.2	2.4	2.6	2.5	2.1	2.6	3.0	2.9	3.1	3.3	▲ 8.0%	▲ 3.6%
Overnight Visitor Volume (Thousands)												
Party Trips	74.6	82.4	83.3	81.2	69.5	81.8	89.4	86.2	90.4	93.5	▲ 3.4%	▲ 1.5%
Party Nights	202.3	220.7	223.1	218.7	170.7	221.3	238.9	234.6	244.9	253.5	▲ 3.5%	▲ 2.0%
Person Trips	178.8	197.5	199.0	194.1	173.7	196.6	214.5	206.6	216.5	223.7	▲ 3.3%	▲ 1.4%
Person Nights	470.7	514.8	516.7	506.3	421.9	518.2	558.1	546.3	569.3	589.0	▲ 3.5%	▲ 1.8%
Average Overnight Spending (\$)												
per Party Trip	411	431	443	444	388	461	523	492	498	523	▲ 5.0%	▼ 0.0%
per Party Night	151	161	166	165	158	170	196	181	184	193	▲ 5.0%	▼ -0.5%
per Person Trip	171	180	186	186	155	192	218	205	208	219	▲ 5.1%	▲ 0.1%
per Person Night	65	69	71	71	64	73	84	78	79	83	▲ 5.0%	▼ -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

Love County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	540.2	600.7	573.7	615.8	478.4	728.4	717.9	733.2	743.9	770.4	▲ 3.6%	▲ 2.4%
Other Travel*	0.9	1.1	1.2	1.2	0.9	1.4	1.8	1.6	1.6	1.6	▼ -3.3%	▼ -5.0%
Visitor Spending	539.2	599.6	572.5	614.6	477.5	727.0	716.0	731.5	742.3	768.9	▲ 3.6%	▲ 2.4%
Overnight	201.3	222.8	227.6	244.5	189.5	279.0	256.0	282.9	303.2	312.5	▲ 3.1%	▲ 6.9%
Day	338.0	376.8	344.9	370.1	287.9	448.0	460.0	448.6	439.1	456.4	▲ 3.9%	▼ -0.3%
Visitor Spending	539.2	599.6	572.5	614.6	477.5	727.0	716.0	731.5	742.3	768.9	▲ 3.6%	▲ 2.4%
Non-transportation	526.0	584.3	557.3	598.9	466.8	712.4	702.8	714.2	725.2	752.4	▲ 3.8%	▲ 2.3%
Transportation	13.3	15.3	15.2	15.7	10.7	14.6	13.3	17.4	17.1	16.5	▼ -3.6%	▲ 7.4%
Total Direct Earnings	128.9	139.3	135.0	147.6	126.8	154.5	162.0	173.0	176.4	183.1	▲ 3.8%	▲ 4.2%
Total Direct Employment	3,360	3,560	3,340	3,490	2,930	3,230	3,050	3,190	3,210	3,250	▲ 1.2%	▲ 2.2%
Government Revenue	28.5	31.8	30.7	33.2	26.4	36.8	35.7	37.8	38.8	39.8	▲ 2.5%	▲ 3.7%
Local Revenue	5.5	6.2	6.2	6.9	5.5	6.6	5.8	7.0	7.5	7.5	▼ -0.9%	▲ 8.5%
State Revenue	23.0	25.6	24.5	26.3	21.0	30.3	29.8	30.7	31.3	32.3	▲ 3.3%	▲ 2.7%
Overnight Visitor Volume (Thousands)												
Party Trips	232.7	246.9	223.4	234.7	174.8	197.2	139.8	76.2	90.3	226.8	▲ 151.2%	▲ 17.5%
Party Nights	456.1	483.4	438.8	460.8	317.7	388.4	280.1	160.5	188.2	447.4	▲ 137.7%	▲ 16.9%
Person Trips	590.0	625.3	567.1	595.5	506.7	502.4	358.4	200.3	236.2	576.9	▲ 144.2%	▲ 17.2%
Person Nights	1,160.9	1,228.2	1,118.0	1,173.4	927.1	994.0	722.1	425.4	495.9	1,142.6	▲ 130.4%	▲ 16.5%
Average Overnight Spending (\$)												
per Party Trip	865	902	1,019	1,042	1,084	1,415	1,831	3,713	3,357	1,378	▼ -59.0%	▼ -9.0%
per Party Night	441	461	519	531	597	718	914	1,762	1,611	698	▼ -56.6%	▼ -8.6%
per Person Trip	341	356	401	411	374	555	714	1,412	1,283	542	▼ -57.8%	▼ -8.8%
per Person Night	173	181	204	208	204	281	355	665	611	273	▼ -55.3%	▼ -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

Major County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	4.6	4.8	5.3	5.1	3.7	5.1	6.2	6.3	6.5	6.5	▲ 0.4%	▲ 1.7%
Other Travel*	0.7	0.8	0.9	0.9	0.7	1.1	1.4	1.2	1.2	1.1	▼ -6.9%	▼ -7.2%
Visitor Spending	3.8	4.0	4.4	4.2	3.1	4.0	4.8	5.1	5.3	5.4	▲ 2.0%	▲ 4.0%
Overnight	2.8	2.9	3.2	3.1	2.2	2.9	3.5	3.7	3.9	4.0	▲ 2.0%	▲ 4.1%
Day	1.0	1.1	1.2	1.1	0.9	1.1	1.3	1.3	1.4	1.4	▲ 2.1%	▲ 3.8%
Visitor Spending	3.8	4.0	4.4	4.2	3.1	4.0	4.8	5.1	5.3	5.4	▲ 2.0%	▲ 4.0%
Non-transportation	3.1	3.2	3.5	3.4	2.5	3.2	3.7	4.0	4.3	4.4	▲ 3.3%	▲ 5.9%
Transportation	0.7	0.8	0.9	0.9	0.6	0.8	1.1	1.0	1.0	1.0	▼ -3.2%	▼ -3.1%
Total Direct Earnings	1.2	1.2	1.3	1.3	1.0	1.2	1.4	1.5	1.6	1.6	▲ 3.1%	▲ 6.3%
Total Direct Employment	70	70	80	80	60	60	70	70	70	60	▼ -4.7%	▼ -2.2%
Government Revenue	0.4	0.4	0.4	0.4	0.3	0.4	0.5	0.5	0.5	0.5	▲ 0.0%	▲ 5.0%
Local Revenue	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	▼ -2.9%	▲ 4.6%
State Revenue	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	▲ 2.2%	▲ 5.2%
Overnight Visitor Volume (Thousands)												
Party Trips	14.6	14.8	15.6	14.8	11.5	12.3	13.8	14.6	15.2	15.3	▲ 0.6%	▲ 3.4%
Party Nights	34.2	34.7	36.3	34.6	24.9	28.9	32.4	34.4	35.8	36.0	▲ 0.7%	▲ 3.6%
Person Trips	36.1	36.7	38.6	36.7	28.8	30.9	34.4	36.3	37.9	38.0	▲ 0.5%	▲ 3.4%
Person Nights	85.3	86.6	90.5	86.2	62.8	72.9	81.3	86.3	89.9	90.3	▲ 0.5%	▲ 3.6%
Average Overnight Spending (\$)												
per Party Trip	191	195	207	210	190	234	256	256	257	261	▲ 1.4%	▲ 0.7%
per Party Night	82	83	89	90	88	100	109	108	109	111	▲ 1.3%	▲ 0.5%
per Person Trip	77	79	83	85	76	93	103	102	103	105	▲ 1.5%	▲ 0.7%
per Person Night	33	33	36	36	35	40	43	43	43	44	▲ 1.5%	▲ 0.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	47.0	48.5	53.2	57.3	53.5	69.7	75.4	78.7	81.5	81.8	▲ 0.5%	▲ 2.8%
Other Travel*	2.0	2.2	2.4	2.5	1.8	2.5	3.2	3.1	2.9	2.8	▼ -4.0%	▼ -4.5%
Visitor Spending	45.0	46.4	50.7	54.9	51.8	67.2	72.1	75.6	78.5	79.0	▲ 0.6%	▲ 3.1%
Overnight	30.0	30.7	34.1	37.1	38.2	48.0	50.6	54.6	57.0	56.6	▼ -0.8%	▲ 3.8%
Day	15.0	15.6	16.7	17.7	13.6	19.2	21.5	21.0	21.5	22.4	▲ 4.3%	▲ 1.4%
Visitor Spending	45.0	46.4	50.7	54.9	51.8	67.2	72.1	75.6	78.5	79.0	▲ 0.6%	▲ 3.1%
Non-transportation	38.7	39.6	42.9	46.7	44.4	57.9	60.6	63.9	66.9	68.2	▲ 2.0%	▲ 4.0%
Transportation	6.3	6.7	7.8	8.1	7.3	9.3	11.5	11.7	11.6	10.8	▼ -7.1%	▼ -2.1%
Total Direct Earnings	12.5	12.7	14.2	15.7	15.5	16.8	19.3	20.8	21.8	21.9	▲ 0.4%	▲ 4.3%
Total Direct Employment	540	530	610	670	660	670	740	790	770	740	▼ -3.9%	▲ 0.0%
Government Revenue	3.1	3.2	3.6	3.9	3.8	4.6	4.9	5.3	5.6	5.6	▼ -0.6%	▲ 4.4%
Local Revenue	1.0	1.0	1.2	1.4	1.3	1.7	1.8	2.0	2.1	2.1	▼ -2.6%	▲ 4.9%
State Revenue	2.1	2.1	2.3	2.5	2.4	3.0	3.1	3.3	3.5	3.5	▲ 0.7%	▲ 4.1%
Overnight Visitor Volume (Thousands)												
Party Trips	93.4	92.5	97.7	102.4	98.1	103.0	103.9	115.7	120.9	116.5	▼ -3.6%	▲ 3.9%
Party Nights	225.4	223.5	234.6	245.1	229.2	240.2	243.1	268.1	279.6	271.4	▼ -2.9%	▲ 3.7%
Person Trips	273.8	270.8	285.4	298.5	308.2	298.7	300.3	332.0	346.4	334.7	▼ -3.4%	▲ 3.7%
Person Nights	672.1	665.6	697.3	726.6	733.6	709.6	714.9	782.8	815.1	793.2	▼ -2.7%	▲ 3.5%
Average Overnight Spending (\$)												
per Party Trip	321	332	349	362	389	466	487	472	472	486	▲ 3.0%	▼ -0.1%
per Party Night	133	137	145	151	167	200	208	204	204	209	▲ 2.2%	▲ 0.0%
per Person Trip	109	113	119	124	124	161	169	165	165	169	▲ 2.7%	▲ 0.1%
per Person Night	45	46	49	51	52	68	71	70	70	71	▲ 2.0%	▲ 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

Mayes County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	45.3	42.8	49.8	53.5	44.7	56.9	63.3	64.4	70.9	74.6	▲ 5.2%	▲ 5.6%
Other Travel*	3.8	4.3	5.0	4.9	3.6	5.4	6.9	6.4	6.2	5.8	▼ -5.8%	▼ -5.7%
Visitor Spending	41.5	38.5	44.7	48.6	41.1	51.5	56.4	58.1	64.7	68.8	▲ 6.3%	▲ 6.8%
Overnight	31.6	28.8	33.9	37.2	31.6	40.2	43.8	44.9	50.6	54.0	▲ 6.8%	▲ 7.2%
Day	9.9	9.7	10.8	11.4	9.5	11.3	12.6	13.1	14.1	14.7	▲ 4.6%	▲ 5.5%
Visitor Spending	41.5	38.5	44.7	48.6	41.1	51.5	56.4	58.1	64.7	68.8	▲ 6.3%	▲ 6.8%
Non-transportation	33.9	30.8	35.4	39.0	33.8	41.6	44.1	46.3	52.6	56.8	▲ 8.0%	▲ 8.8%
Transportation	7.6	7.8	9.3	9.6	7.2	9.9	12.2	11.8	12.1	12.0	▼ -1.2%	▼ -0.7%
Total Direct Earnings	12.8	11.9	12.8	14.5	12.8	15.0	15.8	17.4	20.3	22.6	▲ 11.4%	▲ 12.7%
Total Direct Employment	730	710	750	840	730	800	780	810	890	920	▲ 3.5%	▲ 5.6%
Government Revenue	4.0	3.7	4.2	4.7	4.1	4.9	5.1	5.4	6.2	6.6	▲ 7.5%	▲ 8.9%
Local Revenue	1.8	1.6	1.9	2.2	1.9	2.3	2.4	2.5	2.9	3.1	▲ 8.1%	▲ 9.0%
State Revenue	2.2	2.0	2.3	2.5	2.2	2.6	2.7	2.9	3.3	3.5	▲ 7.0%	▲ 8.8%
Overnight Visitor Volume (Thousands)												
Party Trips	129.0	121.6	133.0	138.7	118.2	125.9	129.5	136.5	148.9	152.3	▲ 2.3%	▲ 5.5%
Party Nights	303.8	289.3	313.2	324.4	265.1	290.5	300.7	317.2	342.8	350.4	▲ 2.2%	▲ 5.2%
Person Trips	350.5	331.4	360.4	375.2	341.4	343.7	351.6	370.1	402.0	409.9	▲ 2.0%	▲ 5.2%
Person Nights	837.0	799.7	860.7	889.9	780.4	805.2	828.0	872.0	938.2	956.1	▲ 1.9%	▲ 4.9%
Average Overnight Spending (\$)												
per Party Trip	245	237	255	269	267	319	338	329	340	355	▲ 4.4%	▲ 1.6%
per Party Night	104	100	108	115	119	138	146	142	148	154	▲ 4.5%	▲ 1.9%
per Person Trip	90	87	94	99	92	117	125	121	126	132	▲ 4.7%	▲ 1.9%
per Person Night	38	36	39	42	40	50	53	51	54	57	▲ 4.8%	▲ 2.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	70.8	74.6	73.9	76.3	61.2	88.9	95.7	96.6	100.8	104.5	▲ 3.7%	▲ 3.0%
Other Travel*	3.6	4.2	4.8	4.8	3.7	6.0	7.7	7.5	7.5	7.2	▼ -4.1%	▼ -2.5%
Visitor Spending	67.3	70.5	69.1	71.5	57.6	82.9	87.9	89.1	93.4	97.4	▲ 4.3%	▲ 3.5%
Overnight	35.6	36.7	36.0	36.8	29.2	39.3	43.6	44.7	47.7	49.4	▲ 3.5%	▲ 4.2%
Day	31.7	33.7	33.1	34.7	28.4	43.6	44.3	44.5	45.7	48.0	▲ 5.1%	▲ 2.7%
Visitor Spending	67.3	70.5	69.1	71.5	57.6	82.9	87.9	89.1	93.4	97.4	▲ 4.3%	▲ 3.5%
Non-transportation	63.7	66.5	64.9	67.3	54.5	78.3	82.1	83.4	87.7	91.9	▲ 4.8%	▲ 3.8%
Transportation	3.6	3.9	4.2	4.2	3.1	4.7	5.8	5.7	5.7	5.5	▼ -3.2%	▼ -1.8%
Total Direct Earnings	19.2	19.9	19.7	20.4	19.5	22.5	25.7	28.2	30.6	32.0	▲ 4.5%	▲ 7.5%
Total Direct Employment	810	820	780	780	740	760	810	890	970	970	▲ 0.7%	▲ 6.2%
Government Revenue	4.7	4.9	4.9	5.1	4.4	5.6	6.0	6.3	6.7	7.0	▲ 3.4%	▲ 5.2%
Local Revenue	1.5	1.5	1.6	1.6	1.4	1.7	1.9	2.1	2.2	2.3	▲ 2.4%	▲ 6.5%
State Revenue	3.2	3.4	3.3	3.4	2.9	3.9	4.1	4.3	4.5	4.7	▲ 3.9%	▲ 4.6%
Overnight Visitor Volume (Thousands)												
Party Trips	62.6	63.2	60.8	62.3	55.2	62.7	64.5	69.7	73.5	73.8	▲ 0.3%	▲ 4.6%
Party Nights	169.0	171.0	166.2	170.7	137.2	172.4	177.3	192.1	202.0	203.8	▲ 0.9%	▲ 4.8%
Person Trips	149.4	150.9	144.6	148.1	137.0	149.9	153.8	166.0	175.0	175.3	▲ 0.2%	▲ 4.5%
Person Nights	391.3	396.3	381.7	392.4	336.6	399.9	410.1	443.1	465.3	468.7	▲ 0.7%	▲ 4.6%
Average Overnight Spending (\$)												
per Party Trip	569	581	592	591	529	627	677	641	649	669	▲ 3.2%	▼ -0.4%
per Party Night	210	215	217	215	213	228	246	233	236	242	▲ 2.6%	▼ -0.5%
per Person Trip	238	243	249	248	213	262	284	269	272	282	▲ 3.4%	▼ -0.3%
per Person Night	91	93	94	94	87	98	106	101	102	105	▲ 2.8%	▼ -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

McCurtain County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	161.2	192.4	222.7	231.6	372.4	474.1	462.7	430.7	491.8	496.8	▲ 1.0%	▲ 2.4%
Other Travel*	3.1	3.5	4.0	3.9	2.9	4.3	5.5	4.9	4.7	4.4	▼ -6.6%	▼ -6.8%
Visitor Spending	158.1	188.9	218.6	227.8	369.5	469.8	457.2	425.8	487.0	492.4	▲ 1.1%	▲ 2.5%
Overnight	136.1	172.6	199.8	208.5	356.2	444.5	432.4	405.9	465.5	470.8	▲ 1.2%	▲ 2.9%
Day	22.0	16.4	18.8	19.2	13.3	25.3	24.8	19.9	21.6	21.6	▼ -0.1%	▼ -4.6%
Visitor Spending	158.1	188.9	218.6	227.8	369.5	469.8	457.2	425.8	487.0	492.4	▲ 1.1%	▲ 2.5%
Non-transportation	137.8	162.4	186.2	195.3	311.3	409.0	394.9	371.8	431.6	441.0	▲ 2.2%	▲ 3.7%
Transportation	20.3	26.6	32.5	32.4	58.1	60.8	62.3	54.0	55.5	51.4	▼ -7.3%	▼ -6.2%
Total Direct Earnings	38.7	46.2	52.2	55.5	85.1	93.7	96.7	97.8	105.2	106.7	▲ 1.4%	▲ 3.3%
Total Direct Employment	1,700	1,940	2,110	2,160	3,440	3,570	3,470	3,520	3,710	3,620	▼ -2.4%	▲ 1.4%
Government Revenue	12.2	15.5	17.9	18.8	29.2	38.3	37.3	36.6	43.0	44.0	▲ 2.3%	▲ 5.7%
Local Revenue	5.0	6.4	7.5	7.9	12.2	18.2	18.0	18.5	22.1	22.9	▲ 3.8%	▲ 8.4%
State Revenue	7.2	9.1	10.4	10.9	17.0	20.1	19.3	18.2	20.9	21.1	▲ 0.8%	▲ 3.0%
Overnight Visitor Volume (Thousands)												
Party Trips	296.2	357.8	401.3	405.0	508.9	729.8	616.1	602.3	698.0	611.9	▼ -12.3%	▼ -0.2%
Party Nights	601.9	716.7	801.2	807.6	911.2	1,518.9	1,308.7	1,300.6	1,498.4	1,344.5	▼ -10.3%	▲ 0.9%
Person Trips	754.6	905.6	1,017.2	1,026.6	1,460.1	1,903.9	1,617.8	1,594.2	1,841.2	1,625.3	▼ -11.7%	▲ 0.2%
Person Nights	1,540.0	1,820.3	2,037.7	2,054.5	2,623.0	4,008.2	3,479.9	3,488.5	4,005.9	3,624.2	▼ -9.5%	▲ 1.4%
Average Overnight Spending (\$)												
per Party Trip	460	482	498	515	700	609	702	674	667	769	▲ 15.4%	▲ 3.1%
per Party Night	226	241	249	258	391	293	330	312	311	350	▲ 12.7%	▲ 2.0%
per Person Trip	180	191	196	203	244	233	267	255	253	290	▲ 14.6%	▲ 2.7%
per Person Night	88	95	98	101	136	111	124	116	116	130	▲ 11.8%	▲ 1.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	55.9	54.4	59.6	60.0	62.4	72.3	78.2	77.3	83.5	78.7	▼ -5.8%	▲ 0.2%
Other Travel*	2.3	2.5	2.8	2.8	2.0	3.0	3.9	3.6	3.5	3.3	▼ -4.7%	▼ -5.1%
Visitor Spending	53.5	51.9	56.8	57.2	60.5	69.2	74.3	73.7	80.1	75.4	▼ -5.8%	▲ 0.5%
Overnight	37.1	35.2	39.3	39.6	50.2	52.3	52.9	52.8	60.4	53.7	▼ -11.0%	▲ 0.5%
Day	16.5	16.6	17.5	17.6	10.3	17.0	21.4	20.9	19.7	21.7	▲ 10.1%	▲ 0.5%
Visitor Spending	53.5	51.9	56.8	57.2	60.5	69.2	74.3	73.7	80.1	75.4	▼ -5.8%	▲ 0.5%
Non-transportation	46.4	44.5	48.4	48.9	52.2	60.0	62.9	62.7	68.7	65.4	▼ -4.7%	▲ 1.4%
Transportation	7.1	7.4	8.4	8.3	8.3	9.2	11.4	11.0	11.4	10.0	▼ -12.5%	▼ -4.5%
Total Direct Earnings	14.4	14.0	15.2	16.9	17.0	17.7	19.9	20.9	21.5	21.0	▼ -2.5%	▲ 1.8%
Total Direct Employment	600	580	610	670	650	610	660	660	660	610	▼ -7.4%	▼ -2.2%
Government Revenue	3.6	3.5	3.8	4.0	4.4	4.7	4.9	5.0	5.6	5.1	▼ -8.4%	▲ 1.4%
Local Revenue	1.1	1.1	1.3	1.3	1.7	1.7	1.7	1.8	2.1	1.8	▼ -13.7%	▲ 1.1%
State Revenue	2.4	2.3	2.6	2.6	2.8	3.0	3.2	3.2	3.5	3.3	▼ -5.3%	▲ 1.5%
Overnight Visitor Volume (Thousands)												
Party Trips	135.1	129.1	134.9	133.1	147.0	135.4	134.7	139.2	152.3	140.1	▼ -8.0%	▲ 1.3%
Party Nights	344.4	331.9	344.3	339.9	351.2	338.4	338.6	350.1	376.6	353.9	▼ -6.0%	▲ 1.5%
Person Trips	417.8	402.6	417.8	413.2	467.3	416.2	413.9	427.3	461.2	430.2	▼ -6.7%	▲ 1.3%
Person Nights	1,084.8	1,052.9	1,085.4	1,073.5	1,140.5	1,061.1	1,060.8	1,094.7	1,163.9	1,106.2	▼ -5.0%	▲ 1.4%
Average Overnight Spending (\$)												
per Party Trip	274	273	291	297	341	386	393	379	396	384	▼ -3.2%	▼ -0.8%
per Party Night	108	106	114	116	143	154	156	151	160	152	▼ -5.3%	▼ -1.0%
per Person Trip	89	88	94	96	107	126	128	123	131	125	▼ -4.6%	▼ -0.8%
per Person Night	34	33	36	37	44	49	50	48	52	49	▼ -6.3%	▼ -0.9%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	69.2	71.1	79.7	80.5	69.7	86.9	93.5	105.6	111.5	109.9	▼ -1.5%	▲ 5.5%
Other Travel*	1.8	1.9	2.1	2.1	1.5	2.3	2.9	2.7	2.6	2.5	▼ -4.0%	▼ -5.3%
Visitor Spending	67.4	69.2	77.6	78.4	68.3	84.6	90.6	102.9	109.0	107.4	▼ -1.4%	▲ 5.8%
Overnight	49.1	50.2	56.9	57.3	50.3	58.5	63.6	76.2	81.3	78.7	▼ -3.2%	▲ 7.4%
Day	18.3	19.0	20.7	21.1	18.0	26.1	27.0	26.7	27.7	28.7	▲ 3.7%	▲ 2.0%
Visitor Spending	67.4	69.2	77.6	78.4	68.3	84.6	90.6	102.9	109.0	107.4	▼ -1.4%	▲ 5.8%
Non-transportation	59.6	60.9	67.7	68.6	60.4	74.6	78.3	89.5	95.5	95.2	▼ -0.3%	▲ 6.7%
Transportation	7.8	8.4	9.9	9.7	7.9	10.1	12.3	13.4	13.4	12.2	▼ -9.4%	▼ -0.4%
Total Direct Earnings	19.6	19.3	22.1	23.5	21.1	23.3	24.8	27.8	27.8	28.0	▲ 0.8%	▲ 4.2%
Total Direct Employment	830	790	890	890	780	760	750	830	810	810	▲ 0.2%	▲ 2.4%
Government Revenue	4.7	4.8	5.5	5.6	5.1	5.7	6.0	7.1	7.5	7.4	▼ -2.3%	▲ 7.1%
Local Revenue	1.6	1.7	1.9	2.0	1.9	2.0	2.1	2.6	2.7	2.6	▼ -4.4%	▲ 8.4%
State Revenue	3.1	3.2	3.5	3.6	3.2	3.8	3.9	4.5	4.8	4.7	▼ -1.1%	▲ 6.3%
Overnight Visitor Volume (Thousands)												
Party Trips	92.2	91.3	98.9	98.5	90.3	90.9	92.0	109.1	116.2	109.9	▼ -5.4%	▲ 6.1%
Party Nights	206.8	204.9	220.6	220.0	207.8	205.0	207.5	243.0	258.7	246.3	▼ -4.8%	▲ 5.9%
Person Trips	258.8	255.9	276.3	276.1	291.5	258.4	259.7	306.0	326.0	308.7	▼ -5.3%	▲ 5.9%
Person Nights	583.4	576.9	619.5	619.9	678.7	585.9	588.8	685.4	729.8	695.3	▼ -4.7%	▲ 5.7%
Average Overnight Spending (\$)												
per Party Trip	532	550	575	582	557	644	691	698	699	716	▲ 2.4%	▲ 1.2%
per Party Night	237	245	258	260	242	286	307	314	314	320	▲ 1.7%	▲ 1.4%
per Person Trip	190	196	206	207	173	227	245	249	249	255	▲ 2.3%	▲ 1.3%
per Person Night	84	87	92	92	74	100	108	111	111	113	▲ 1.6%	▲ 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

Muskogee County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	109.7	113.0	116.3	118.6	113.8	128.4	144.3	144.9	154.8	162.5	▲ 5.0%	▲ 4.0%
Other Travel*	7.0	7.7	8.9	8.5	6.2	9.5	12.2	11.1	10.7	10.1	▼ -6.0%	▼ -6.1%
Visitor Spending	102.7	105.3	107.3	110.1	107.6	118.8	132.1	133.7	144.0	152.4	▲ 5.8%	▲ 4.9%
Overnight	75.1	76.8	78.4	80.6	79.0	87.6	99.2	100.1	108.8	116.0	▲ 6.6%	▲ 5.4%
Day	27.6	28.5	29.0	29.5	28.7	31.3	33.0	33.6	35.2	36.4	▲ 3.5%	▲ 3.4%
Visitor Spending	102.7	105.3	107.3	110.1	107.6	118.8	132.1	133.7	144.0	152.4	▲ 5.8%	▲ 4.9%
Non-transportation	92.4	94.1	95.2	98.1	96.1	103.7	113.7	116.1	126.2	135.2	▲ 7.1%	▲ 5.9%
Transportation	10.3	11.2	12.2	12.0	11.6	15.1	18.4	17.6	17.8	17.3	▼ -2.9%	▼ -2.1%
Total Direct Earnings	26.1	25.8	25.7	26.8	27.6	27.5	31.3	32.8	35.0	37.7	▲ 7.8%	▲ 6.4%
Total Direct Employment	1,540	1,500	1,470	1,530	1,530	1,480	1,560	1,600	1,650	1,690	▲ 2.6%	▲ 2.8%
Government Revenue	8.9	9.1	9.2	9.4	8.7	10.2	11.0	11.3	12.3	13.7	▲ 10.9%	▲ 7.6%
Local Revenue	4.0	4.1	4.1	4.3	3.6	4.7	5.0	5.2	5.7	6.7	▲ 17.9%	▲ 10.0%
State Revenue	4.9	5.0	5.1	5.2	5.1	5.5	5.9	6.1	6.6	7.0	▲ 4.9%	▲ 5.5%
Overnight Visitor Volume (Thousands)												
Party Trips	173.3	173.7	172.9	172.7	149.6	173.7	181.6	193.4	207.1	205.0	▼ -1.0%	▲ 4.1%
Party Nights	414.0	414.8	413.1	412.3	327.4	406.6	428.0	455.7	486.0	482.6	▼ -0.7%	▲ 4.1%
Person Trips	431.8	432.9	431.3	431.0	401.6	446.8	464.7	496.1	531.8	525.2	▼ -1.2%	▲ 4.2%
Person Nights	1,028.5	1,030.7	1,027.5	1,025.4	873.8	1,041.9	1,090.8	1,164.6	1,243.2	1,231.6	▼ -0.9%	▲ 4.1%
Average Overnight Spending (\$)												
per Party Trip	433	442	453	467	528	504	546	518	525	566	▲ 7.7%	▲ 1.2%
per Party Night	181	185	190	196	241	215	232	220	224	240	▲ 7.3%	▲ 1.2%
per Person Trip	174	177	182	187	197	196	213	202	205	221	▲ 7.9%	▲ 1.1%
per Person Night	73	74	76	79	90	84	91	86	88	94	▲ 7.6%	▲ 1.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	43.0	41.7	44.4	41.9	37.7	38.0	36.6	34.3	33.8	35.6	▲ 5.3%	▼ -0.9%
Other Travel*	1.1	1.2	1.4	1.3	1.0	1.5	1.9	1.7	1.7	1.6	▼ -6.4%	▼ -6.8%
Visitor Spending	41.9	40.5	43.0	40.6	36.7	36.4	34.6	32.6	32.1	34.0	▲ 5.9%	▼ -0.6%
Overnight	28.3	27.0	28.5	26.9	22.7	23.6	23.8	22.4	22.1	23.2	▲ 5.3%	▼ -0.8%
Day	13.6	13.5	14.4	13.8	14.1	12.9	10.8	10.1	10.1	10.8	▲ 7.1%	▼ -0.1%
Visitor Spending	41.9	40.5	43.0	40.6	36.7	36.4	34.6	32.6	32.1	34.0	▲ 5.9%	▼ -0.6%
Non-transportation	39.7	38.2	40.3	38.2	35.0	34.0	31.7	29.9	29.5	31.5	▲ 6.6%	▼ -0.2%
Transportation	2.2	2.3	2.6	2.4	1.7	2.4	2.9	2.7	2.6	2.5	▼ -2.5%	▼ -4.9%
Total Direct Earnings	11.8	11.0	11.4	11.3	10.9	9.3	9.5	9.0	8.9	9.4	▲ 5.1%	▼ -0.5%
Total Direct Employment	450	400	410	390	340	310	320	300	290	280	▼ -0.9%	▼ -3.9%
Government Revenue	2.9	2.8	3.0	2.9	2.5	2.6	2.6	2.5	2.5	2.6	▲ 4.1%	▲ 0.1%
Local Revenue	1.0	0.9	1.0	1.1	0.8	1.0	1.0	1.0	1.0	1.0	▲ 2.3%	▲ 0.4%
State Revenue	1.9	1.9	2.0	1.9	1.7	1.7	1.6	1.5	1.5	1.6	▲ 5.3%	▼ 0.0%
Overnight Visitor Volume (Thousands)												
Party Trips	35.7	34.0	35.9	33.5	26.7	29.2	30.6	32.0	32.4	31.9	▼ -1.5%	▲ 1.5%
Party Nights	76.8	73.4	77.5	72.4	52.7	62.7	66.1	69.2	70.5	69.8	▼ -1.0%	▲ 1.8%
Person Trips	88.4	84.0	88.8	82.8	70.2	72.6	75.7	79.3	80.3	79.0	▼ -1.6%	▲ 1.4%
Person Nights	190.1	181.6	191.6	179.2	138.1	156.0	163.8	171.6	174.9	172.9	▼ -1.1%	▲ 1.8%
Average Overnight Spending (\$)												
per Party Trip	792	793	794	802	850	807	779	701	680	727	▲ 6.9%	▼ -2.3%
per Party Night	368	367	368	371	430	376	360	324	313	333	▲ 6.4%	▼ -2.6%
per Person Trip	320	321	321	324	323	324	315	283	274	294	▲ 7.0%	▼ -2.3%
per Person Night	149	148	149	150	164	151	145	131	126	134	▲ 6.5%	▼ -2.6%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	4.9	5.0	5.3	5.2	3.8	4.6	5.7	5.9	6.0	6.1	▲ 0.7%	▲ 2.0%
Other Travel*	1.0	1.1	1.3	1.2	0.9	1.3	1.7	1.5	1.5	1.4	▼ -6.8%	▼ -6.0%
Visitor Spending	3.9	3.9	4.1	4.0	2.9	3.4	4.1	4.4	4.6	4.7	▲ 3.2%	▲ 4.9%
Overnight	2.8	2.8	2.9	2.8	2.0	2.3	2.9	3.1	3.2	3.3	▲ 3.3%	▲ 4.8%
Day	1.2	1.2	1.2	1.2	0.9	1.1	1.2	1.3	1.3	1.4	▲ 2.8%	▲ 5.2%
Visitor Spending	3.9	3.9	4.1	4.0	2.9	3.4	4.1	4.4	4.6	4.7	▲ 3.2%	▲ 4.9%
Non-transportation	3.1	3.0	3.1	3.1	2.3	2.6	3.0	3.4	3.5	3.7	▲ 5.2%	▲ 7.1%
Transportation	0.8	0.9	1.0	0.9	0.6	0.8	1.1	1.0	1.0	1.0	▼ -3.6%	▼ -1.9%
Total Direct Earnings	1.2	1.2	1.2	1.2	1.0	1.1	1.2	1.4	1.4	1.5	▲ 2.3%	▲ 6.6%
Total Direct Employment	90	80	80	80	70	70	80	80	80	80	▼ -2.0%	▲ 0.9%
Government Revenue	0.4	0.4	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	▲ 2.7%	▲ 6.4%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▲ 3.5%	▲ 6.7%
State Revenue	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.3	▲ 2.3%	▲ 6.2%
Overnight Visitor Volume (Thousands)												
Party Trips	16.6	16.4	16.5	16.1	12.6	11.8	13.4	14.4	15.1	15.5	▲ 2.5%	▲ 4.8%
Party Nights	39.7	39.3	39.5	38.5	27.7	28.3	32.1	34.5	36.1	37.1	▲ 2.8%	▲ 4.9%
Person Trips	40.3	39.8	40.1	39.2	30.1	28.9	32.7	35.1	36.8	37.7	▲ 2.5%	▲ 4.8%
Person Nights	96.4	95.3	95.9	93.7	66.8	69.2	78.4	84.1	88.1	90.6	▲ 2.9%	▲ 5.0%
Average Overnight Spending (\$)												
per Party Trip	166	168	174	176	159	196	216	217	214	216	▲ 0.8%	▼ 0.0%
per Party Night	70	70	73	74	72	82	90	91	90	90	▲ 0.5%	▼ -0.1%
per Person Trip	69	69	72	73	66	80	89	89	88	89	▲ 0.8%	▼ 0.0%
per Person Night	29	29	30	30	30	33	37	37	37	37	▲ 0.4%	▼ -0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	7.5	7.9	8.9	8.5	6.2	7.9	9.6	9.7	10.1	10.2	▲ 1.6%	▲ 2.2%
Other Travel*	1.1	1.3	1.5	1.4	1.0	1.5	2.0	1.8	1.8	1.7	▼ -5.7%	▼ -6.0%
Visitor Spending	6.4	6.6	7.4	7.1	5.2	6.4	7.6	7.9	8.3	8.6	▲ 3.1%	▲ 4.2%
Overnight	4.7	4.9	5.4	5.2	3.7	4.6	5.6	5.9	6.2	6.4	▲ 3.0%	▲ 4.1%
Day	1.7	1.8	1.9	1.9	1.5	1.8	1.9	2.1	2.1	2.2	▲ 3.4%	▲ 4.4%
Visitor Spending	6.4	6.6	7.4	7.1	5.2	6.4	7.6	7.9	8.3	8.6	▲ 3.1%	▲ 4.2%
Non-transportation	5.2	5.3	5.8	5.7	4.3	5.1	5.9	6.3	6.7	7.0	▲ 4.5%	▲ 5.9%
Transportation	1.2	1.3	1.5	1.4	0.9	1.3	1.7	1.7	1.6	1.6	▼ -2.5%	▼ -2.2%
Total Direct Earnings	1.8	1.8	1.9	1.9	1.6	1.7	1.6	1.6	1.7	1.8	▲ 3.3%	▲ 3.4%
Total Direct Employment	130	120	120	110	100	100	90	80	90	90	▲ 1.3%	▼ -1.5%
Government Revenue	0.6	0.6	0.7	0.7	0.6	0.6	0.7	0.7	0.8	0.8	▲ 3.2%	▲ 5.3%
Local Revenue	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.4	▲ 3.6%	▲ 5.1%
State Revenue	0.4	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.5	▲ 3.0%	▲ 5.4%
Overnight Visitor Volume (Thousands)												
Party Trips	23.6	24.1	25.4	24.1	18.7	19.0	21.2	22.5	23.6	24.0	▲ 1.5%	▲ 4.2%
Party Nights	55.2	56.5	59.2	56.2	40.5	44.1	49.3	52.4	54.7	55.8	▲ 1.9%	▲ 4.2%
Person Trips	58.9	60.1	63.4	60.2	47.5	47.9	53.2	56.4	59.1	59.9	▲ 1.4%	▲ 4.1%
Person Nights	138.6	141.5	148.2	141.0	103.8	111.9	124.2	131.7	137.6	139.9	▲ 1.7%	▲ 4.1%
Average Overnight Spending (\$)												
per Party Trip	198	202	214	217	199	244	266	260	261	265	▲ 1.5%	▼ -0.1%
per Party Night	85	86	92	93	92	105	114	112	113	114	▲ 1.1%	▼ -0.1%
per Person Trip	79	81	86	87	78	97	106	104	104	106	▲ 1.6%	▲ 0.0%
per Person Night	34	34	37	37	36	41	45	45	45	45	▲ 1.2%	▲ 0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2,183.0	2,266.1	2,445.2	2,493.7	1,711.2	2,311.8	2,756.0	2,864.4	2,944.3	3,016.3	▲ 2.4%	▲ 3.1%
Other Travel*	405.6	428.9	465.0	482.4	241.5	359.2	492.7	533.8	563.7	564.9	▲ 0.2%	▲ 4.7%
Visitor Spending	1,777.4	1,837.2	1,980.1	2,011.3	1,469.7	1,952.6	2,263.2	2,330.6	2,380.5	2,451.4	▲ 3.0%	▲ 2.7%
Overnight	1,477.9	1,525.0	1,647.0	1,674.2	1,168.6	1,563.3	1,871.9	1,931.5	1,976.6	2,039.8	▲ 3.2%	▲ 2.9%
Day	299.6	312.2	333.2	337.1	301.2	389.4	391.3	399.1	403.9	411.6	▲ 1.9%	▲ 1.7%
Visitor Spending	1,777.4	1,837.2	1,980.1	2,011.3	1,469.7	1,952.6	2,263.2	2,330.6	2,380.5	2,451.4	▲ 3.0%	▲ 2.7%
Non-transportation	1,380.0	1,429.5	1,526.7	1,553.3	1,203.1	1,550.3	1,757.5	1,829.6	1,876.7	1,955.3	▲ 4.2%	▲ 3.6%
Transportation	397.4	407.6	453.4	458.0	266.7	402.3	505.8	501.0	503.8	496.1	▼ -1.5%	▼ -0.6%
Total Direct Earnings	555.4	573.6	599.1	614.3	549.5	624.0	700.1	748.0	775.8	816.6	▲ 5.3%	▲ 5.3%
Total Direct Employment	22,720	23,220	23,430	23,540	19,820	21,290	23,120	23,550	23,530	23,700	▲ 0.8%	▲ 0.8%
Government Revenue	164.3	171.6	186.9	190.4	140.0	186.7	210.2	218.1	225.9	245.5	▲ 8.7%	▲ 5.3%
Local Revenue	77.1	80.7	90.1	92.2	60.2	89.1	101.2	105.7	110.8	126.8	▲ 14.4%	▲ 7.8%
State Revenue	87.2	90.9	96.7	98.2	79.8	97.6	109.0	112.4	115.1	118.8	▲ 3.2%	▲ 2.9%
Overnight Visitor Volume (Thousands)												
Party Trips	2,124.9	2,178.9	2,282.4	2,276.5	1,828.0	2,121.5	2,265.4	2,402.7	2,427.4	2,324.9	▼ -4.2%	▲ 0.9%
Party Nights	5,247.5	5,371.7	5,619.3	5,602.4	4,056.0	5,255.3	5,581.4	5,896.4	5,973.9	5,762.9	▼ -3.5%	▲ 1.1%
Person Trips	5,056.7	5,191.9	5,420.4	5,406.6	4,708.0	5,067.4	5,409.2	5,739.6	5,793.2	5,536.2	▼ -4.4%	▲ 0.8%
Person Nights	12,143.5	12,458.1	12,953.8	12,914.5	10,279.7	12,242.1	12,990.7	13,722.4	13,881.3	13,351.7	▼ -3.8%	▲ 0.9%
Average Overnight Spending (\$)												
per Party Trip	695	700	722	735	639	737	826	804	814	877	▲ 7.7%	▲ 2.0%
per Party Night	282	284	293	299	288	297	335	328	331	354	▲ 7.0%	▲ 1.8%
per Person Trip	292	294	304	310	248	308	346	337	341	368	▲ 8.0%	▲ 2.1%
per Person Night	122	122	127	130	114	128	144	141	142	153	▲ 7.3%	▲ 2.0%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	65.1	69.8	78.0	75.9	60.3	82.8	90.9	90.5	94.3	96.4	▲ 2.3%	▲ 2.0%
Other Travel*	4.1	4.5	5.2	5.0	3.6	5.5	7.0	6.4	6.2	5.8	▼ -5.2%	▼ -5.9%
Visitor Spending	61.0	65.3	72.7	70.9	56.6	77.3	83.9	84.0	88.1	90.6	▲ 2.8%	▲ 2.6%
Overnight	36.6	39.1	44.2	43.1	33.9	44.2	49.4	50.2	53.7	54.7	▲ 1.9%	▲ 3.4%
Day	24.3	26.2	28.5	27.8	22.7	33.1	34.5	33.9	34.4	35.9	▲ 4.2%	▲ 1.3%
Visitor Spending	61.0	65.3	72.7	70.9	56.6	77.3	83.9	84.0	88.1	90.6	▲ 2.8%	▲ 2.6%
Non-transportation	55.7	59.2	65.9	64.3	51.7	70.4	75.4	75.9	80.0	82.9	▲ 3.6%	▲ 3.2%
Transportation	5.2	6.0	6.9	6.5	4.9	7.0	8.5	8.1	8.1	7.6	▼ -5.3%	▼ -3.6%
Total Direct Earnings	19.6	20.0	21.6	21.1	18.5	22.2	27.3	29.7	30.8	30.8	▲ 0.1%	▲ 4.2%
Total Direct Employment	1,170	1,170	1,230	1,170	1,030	1,080	1,230	1,340	1,330	1,310	▼ -2.0%	▲ 2.0%
Government Revenue	4.5	4.8	6.1	6.0	5.0	6.3	6.9	7.1	7.6	7.7	▲ 1.4%	▲ 3.9%
Local Revenue	1.4	1.5	2.5	2.5	2.1	2.5	2.8	3.0	3.2	3.2	▲ 0.6%	▲ 4.8%
State Revenue	3.2	3.4	3.6	3.5	2.9	3.7	4.1	4.1	4.4	4.5	▲ 2.0%	▲ 3.3%
Overnight Visitor Volume (Thousands)												
Party Trips	89.7	93.4	101.0	96.3	83.8	92.3	94.3	98.2	104.0	100.9	▼ -3.0%	▲ 2.3%
Party Nights	217.1	225.6	242.3	230.8	187.9	221.0	225.9	234.5	247.1	240.5	▼ -2.7%	▲ 2.1%
Person Trips	220.7	230.2	247.0	236.1	224.8	228.2	231.7	242.0	256.2	248.3	▼ -3.1%	▲ 2.3%
Person Nights	523.5	545.4	580.2	554.6	503.3	537.6	544.6	566.5	596.7	580.7	▼ -2.7%	▲ 2.2%
Average Overnight Spending (\$)												
per Party Trip	408	419	437	447	405	479	524	511	516	542	▲ 5.1%	▲ 1.1%
per Party Night	169	173	182	187	181	200	219	214	217	227	▲ 4.7%	▲ 1.3%
per Person Trip	166	170	179	182	151	194	213	207	210	220	▲ 5.1%	▲ 1.1%
per Person Night	70	72	76	78	67	82	91	89	90	94	▲ 4.7%	▲ 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

Osage County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	93.1	103.4	119.1	129.8	117.8	169.1	162.8	162.9	166.0	169.3	▲ 2.0%	▲ 1.3%
Other Travel*	4.5	5.0	5.8	5.6	4.1	6.3	8.1	7.4	7.2	6.7	▼ -5.9%	▼ -6.0%
Visitor Spending	88.6	98.5	113.3	124.2	113.7	162.8	154.7	155.5	158.8	162.6	▲ 2.4%	▲ 1.7%
Overnight	31.0	35.5	44.1	50.6	48.4	61.4	61.4	68.2	68.2	67.1	▼ -1.6%	▲ 3.0%
Day	57.6	63.0	69.1	73.6	65.3	101.3	93.3	87.4	90.7	95.5	▲ 5.3%	▲ 0.8%
Visitor Spending	88.6	98.5	113.3	124.2	113.7	162.8	154.7	155.5	158.8	162.6	▲ 2.4%	▲ 1.7%
Non-transportation	83.8	93.0	106.6	117.3	107.9	154.7	145.0	145.8	149.6	154.1	▲ 3.0%	▲ 2.0%
Transportation	4.8	5.5	6.6	6.9	5.8	8.1	9.7	9.7	9.3	8.5	▼ -7.7%	▼ -4.0%
Total Direct Earnings	26.6	28.8	32.6	36.9	37.4	42.2	44.4	46.3	49.6	50.9	▲ 2.5%	▲ 4.6%
Total Direct Employment	1,010	1,050	1,190	1,330	1,300	1,280	1,320	1,350	1,410	1,350	▼ -4.6%	▲ 0.8%
Government Revenue	6.2	6.9	8.1	9.0	8.4	11.0	10.7	11.2	11.6	11.8	▲ 1.2%	▲ 3.3%
Local Revenue	1.9	2.1	2.6	3.0	2.8	3.5	3.6	3.9	4.1	4.1	▲ 0.0%	▲ 5.1%
State Revenue	4.3	4.8	5.5	6.0	5.6	7.5	7.1	7.3	7.5	7.7	▲ 1.8%	▲ 2.3%
Overnight Visitor Volume (Thousands)												
Party Trips	74.2	78.5	86.5	91.1	85.6	94.7	92.4	100.9	101.1	97.3	▼ -3.7%	▲ 1.7%
Party Nights	193.4	203.5	220.8	229.9	200.3	238.2	233.8	252.4	253.4	245.6	▼ -3.1%	▲ 1.7%
Person Trips	186.4	196.2	215.8	227.0	229.0	241.1	233.8	255.5	256.8	247.4	▼ -3.7%	▲ 1.9%
Person Nights	476.5	498.9	540.1	562.5	535.9	597.9	582.0	628.7	633.0	614.2	▼ -3.0%	▲ 1.8%
Average Overnight Spending (\$)												
per Party Trip	418	452	510	555	565	648	665	676	674	689	▲ 2.2%	▲ 1.2%
per Party Night	160	174	200	220	242	258	263	270	269	273	▲ 1.5%	▲ 1.3%
per Person Trip	166	181	204	223	211	255	263	267	265	271	▲ 2.2%	▲ 1.1%
per Person Night	65	71	82	90	90	103	106	108	108	109	▲ 1.4%	▲ 1.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	334.7	340.3	337.0	330.0	279.9	427.0	398.2	396.8	416.0	421.5	▲ 1.3%	▲ 1.9%
Other Travel*	3.5	3.7	4.3	4.1	3.0	4.6	5.9	5.3	5.1	4.9	▼ -5.3%	▼ -6.0%
Visitor Spending	331.3	336.5	332.8	325.9	276.9	422.4	392.4	391.5	410.9	416.6	▲ 1.4%	▲ 2.0%
Overnight	98.0	98.8	96.0	94.1	85.2	119.1	113.3	112.2	120.4	117.2	▼ -2.7%	▲ 1.2%
Day	233.3	237.8	236.7	231.8	191.7	303.4	279.1	279.3	290.4	299.4	▲ 3.1%	▲ 2.4%
Visitor Spending	331.3	336.5	332.8	325.9	276.9	422.4	392.4	391.5	410.9	416.6	▲ 1.4%	▲ 2.0%
Non-transportation	321.4	326.1	321.5	315.1	268.5	410.6	377.9	378.0	397.3	404.4	▲ 1.8%	▲ 2.3%
Transportation	9.8	10.4	11.3	10.8	8.4	11.9	14.5	13.4	13.6	12.3	▼ -9.8%	▼ -5.5%
Total Direct Earnings	93.2	94.2	96.4	96.0	84.9	95.7	97.2	103.4	108.5	112.6	▲ 3.8%	▲ 5.0%
Total Direct Employment	3,300	3,290	3,420	3,170	2,720	2,790	2,760	2,810	2,870	2,900	▲ 1.1%	▲ 1.7%
Government Revenue	19.0	19.4	19.6	19.4	16.9	22.7	21.5	21.9	23.0	23.1	▲ 0.3%	▲ 2.4%
Local Revenue	4.5	4.7	4.8	4.9	4.4	4.9	4.9	5.1	5.4	5.3	▼ -3.5%	▲ 2.3%
State Revenue	14.5	14.8	14.7	14.5	12.5	17.8	16.6	16.7	17.6	17.9	▲ 1.5%	▲ 2.4%
Overnight Visitor Volume (Thousands)												
Party Trips	169.5	165.2	162.8	155.6	140.7	162.3	158.8	92.4	96.8	156.0	▲ 61.1%	▼ -0.6%
Party Nights	379.2	369.5	364.7	349.4	290.5	359.0	354.0	217.8	227.9	350.8	▲ 53.9%	▼ -0.3%
Person Trips	429.0	418.0	412.4	394.8	397.9	412.9	403.4	238.3	250.0	397.2	▲ 58.9%	▼ -0.5%
Person Nights	959.4	934.7	923.7	886.4	820.9	913.7	899.3	560.9	587.4	893.1	▲ 52.0%	▼ -0.2%
Average Overnight Spending (\$)												
per Party Trip	578	598	590	605	606	734	713	1,215	1,244	752	▼ -39.6%	▲ 1.8%
per Party Night	258	267	263	269	293	332	320	515	528	334	▼ -36.8%	▲ 1.5%
per Person Trip	228	236	233	238	214	288	281	471	482	295	▼ -38.7%	▲ 1.7%
per Person Night	102	106	104	106	104	130	126	200	205	131	▼ -36.0%	▲ 1.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	18.6	19.6	21.3	21.0	17.3	20.0	23.7	24.4	25.4	24.9	▼ -1.8%	▲ 1.7%
Other Travel*	1.5	1.7	2.0	1.9	1.4	2.2	2.8	2.5	2.5	2.3	▼ -6.9%	▼ -6.1%
Visitor Spending	17.1	17.9	19.3	19.0	15.9	17.8	20.9	21.8	22.9	22.6	▼ -1.3%	▲ 2.7%
Overnight	8.4	8.7	9.5	9.4	8.2	9.7	10.7	11.3	11.8	11.7	▼ -1.5%	▲ 2.8%
Day	8.7	9.2	9.7	9.6	7.7	8.1	10.1	10.6	11.1	10.9	▼ -1.1%	▲ 2.6%
Visitor Spending	17.1	17.9	19.3	19.0	15.9	17.8	20.9	21.8	22.9	22.6	▼ -1.3%	▲ 2.7%
Non-transportation	15.5	16.2	17.3	17.1	14.4	15.9	18.4	19.4	20.6	20.4	▼ -0.6%	▲ 3.6%
Transportation	1.6	1.7	2.0	1.9	1.5	2.0	2.5	2.4	2.3	2.2	▼ -7.2%	▼ -4.2%
Total Direct Earnings	5.3	5.9	6.2	6.4	5.8	6.0	6.9	7.5	7.6	7.5	▼ -1.0%	▲ 2.9%
Total Direct Employment	360	380	390	380	350	370	380	380	360	330	▼ -8.4%	▼ -5.0%
Government Revenue	1.4	1.5	1.7	1.6	1.4	1.5	1.7	1.8	1.9	1.9	▼ -1.4%	▲ 3.9%
Local Revenue	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	▼ -1.7%	▲ 5.1%
State Revenue	0.9	0.9	1.0	1.0	0.9	0.9	1.1	1.1	1.2	1.2	▼ -1.2%	▲ 3.2%
Overnight Visitor Volume (Thousands)												
Party Trips	26.4	26.8	28.1	27.1	26.1	26.4	26.6	27.4	28.5	27.9	▼ -2.2%	▲ 1.5%
Party Nights	68.9	70.1	73.2	70.7	63.7	68.7	69.4	71.3	73.9	72.3	▼ -2.2%	▲ 1.4%
Person Trips	67.1	67.9	71.0	68.9	69.9	67.6	67.6	69.9	72.7	71.0	▼ -2.3%	▲ 1.7%
Person Nights	172.4	174.7	181.9	176.2	170.9	173.2	173.4	178.3	185.1	181.1	▼ -2.2%	▲ 1.5%
Average Overnight Spending (\$)												
per Party Trip	318	325	339	347	313	367	404	411	416	419	▲ 0.8%	▲ 1.2%
per Party Night	122	124	130	133	128	141	155	158	160	161	▲ 0.7%	▲ 1.4%
per Person Trip	125	128	134	136	117	144	159	161	163	164	▲ 0.8%	▲ 1.1%
per Person Night	49	50	52	53	48	56	62	63	64	64	▲ 0.7%	▲ 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

Payne County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	119.3	149.0	154.6	151.6	114.9	142.0	148.6	162.7	194.3	194.0	▼ -0.2%	▲ 9.3%
Other Travel*	8.0	9.0	10.5	10.1	7.5	11.6	14.9	13.6	13.3	12.4	▼ -6.5%	▼ -5.8%
Visitor Spending	111.2	139.9	144.1	141.5	107.5	130.4	133.7	149.1	181.1	181.6	▲ 0.3%	▲ 10.7%
Overnight	80.9	103.6	106.9	104.8	74.8	91.6	97.1	109.3	135.9	136.1	▲ 0.1%	▲ 11.9%
Day	30.4	36.3	37.2	36.7	32.7	38.8	36.6	39.8	45.1	45.4	▲ 0.7%	▲ 7.4%
Visitor Spending	111.2	139.9	144.1	141.5	107.5	130.4	133.7	149.1	181.1	181.6	▲ 0.3%	▲ 10.7%
Non-transportation	98.7	123.6	126.4	124.6	95.9	114.3	115.0	130.1	160.6	162.4	▲ 1.1%	▲ 12.2%
Transportation	12.6	16.3	17.8	16.9	11.6	16.0	18.8	19.0	20.4	19.2	▼ -5.9%	▲ 0.8%
Total Direct Earnings	32.3	35.3	35.4	35.9	30.6	34.9	39.5	42.2	46.7	46.4	▼ -0.8%	▲ 5.5%
Total Direct Employment	1,930	2,140	2,100	2,080	1,650	1,780	1,910	1,970	2,130	2,060	▼ -3.2%	▲ 2.6%
Government Revenue	10.3	12.7	13.0	13.0	9.5	11.9	12.6	14.6	18.0	18.1	▲ 0.5%	▲ 12.9%
Local Revenue	4.6	5.8	6.0	6.0	4.0	5.5	6.0	7.3	9.3	9.4	▲ 0.9%	▲ 15.8%
State Revenue	5.6	6.8	7.0	7.0	5.5	6.5	6.6	7.3	8.7	8.8	▲ 0.1%	▲ 10.0%
Overnight Visitor Volume (Thousands)												
Party Trips	205.2	242.7	243.8	235.1	180.2	194.7	197.0	223.7	274.4	243.1	▼ -11.4%	▲ 7.3%
Party Nights	488.4	569.4	570.8	553.3	390.5	462.3	474.1	535.8	646.4	583.3	▼ -9.8%	▲ 7.2%
Person Trips	509.3	602.3	605.6	582.0	475.9	484.3	487.3	554.0	681.4	602.9	▼ -11.5%	▲ 7.3%
Person Nights	1,210.4	1,410.7	1,415.5	1,363.7	1,023.6	1,145.8	1,167.0	1,320.2	1,599.3	1,440.8	▼ -9.9%	▲ 7.3%
Average Overnight Spending (\$)												
per Party Trip	394	427	439	446	415	471	493	489	495	560	▲ 13.0%	▲ 4.3%
per Party Night	166	182	187	189	191	198	205	204	210	233	▲ 11.0%	▲ 4.4%
per Person Trip	159	172	177	180	157	189	199	197	200	226	▲ 13.2%	▲ 4.3%
per Person Night	67	73	76	77	73	80	83	83	85	94	▲ 11.2%	▲ 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



Pittsburg County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	103.9	106.3	116.9	121.1	89.7	116.1	137.7	133.3	136.4	140.4	▲ 2.9%	▲ 0.7%
Other Travel*	4.2	4.7	5.4	5.2	3.9	6.0	7.7	6.9	6.7	6.2	▼ -6.6%	▼ -6.9%
Visitor Spending	99.7	101.6	111.5	115.9	85.8	110.1	130.0	126.4	129.8	134.2	▲ 3.4%	▲ 1.1%
Overnight	75.3	78.6	86.9	90.9	65.1	77.9	94.9	92.0	94.6	98.2	▲ 3.8%	▲ 1.1%
Day	24.5	23.1	24.6	25.1	20.8	32.2	35.1	34.4	35.1	36.0	▲ 2.5%	▲ 0.9%
Visitor Spending	99.7	101.6	111.5	115.9	85.8	110.1	130.0	126.4	129.8	134.2	▲ 3.4%	▲ 1.1%
Non-transportation	90.9	91.8	100.2	104.7	78.0	100.1	116.8	114.2	118.0	123.0	▲ 4.2%	▲ 1.7%
Transportation	8.8	9.9	11.2	11.2	7.9	10.0	13.2	12.2	11.8	11.2	▼ -4.7%	▼ -5.2%
Total Direct Earnings	31.7	32.6	34.4	37.0	30.1	31.7	35.2	37.2	39.4	40.8	▲ 3.5%	▲ 5.1%
Total Direct Employment	1,560	1,570	1,660	1,820	1,400	1,350	1,380	1,420	1,530	1,510	▼ -1.2%	▲ 3.1%
Government Revenue	8.1	8.5	9.6	10.0	7.2	8.7	10.0	10.1	10.5	10.8	▲ 2.7%	▲ 2.6%
Local Revenue	3.4	3.6	4.2	4.5	2.9	3.7	4.3	4.4	4.6	4.7	▲ 2.3%	▲ 3.1%
State Revenue	4.7	4.9	5.3	5.5	4.3	5.0	5.7	5.7	5.9	6.1	▲ 3.1%	▲ 2.2%
Overnight Visitor Volume (Thousands)												
Party Trips	168.7	174.2	182.9	183.7	142.7	145.1	160.4	162.6	165.7	162.1	▼ -2.1%	▲ 0.3%
Party Nights	410.2	422.9	441.5	441.9	330.0	357.0	391.7	397.8	405.7	399.3	▼ -1.6%	▲ 0.6%
Person Trips	457.9	471.1	493.4	495.7	415.1	400.3	437.6	443.4	451.8	442.3	▼ -2.1%	▲ 0.4%
Person Nights	1,125.7	1,156.1	1,203.9	1,205.1	970.9	995.8	1,080.2	1,096.5	1,117.7	1,100.6	▼ -1.5%	▲ 0.6%
Average Overnight Spending (\$)												
per Party Trip	446	451	475	495	456	537	592	566	571	606	▲ 6.1%	▲ 0.8%
per Party Night	183	186	197	206	197	218	242	231	233	246	▲ 5.4%	▲ 0.5%
per Person Trip	164	167	176	183	157	195	217	207	210	222	▲ 6.0%	▲ 0.8%
per Person Night	67	68	72	75	67	78	88	84	85	89	▲ 5.4%	▲ 0.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	51.6	49.2	68.2	60.0	44.6	55.8	63.9	60.8	65.4	71.8	▲ 9.9%	▲ 4.0%
Other Travel*	5.0	5.3	5.9	5.9	4.1	6.4	8.2	7.7	7.3	7.0	▼ -3.7%	▼ -5.1%
Visitor Spending	46.7	43.9	62.3	54.1	40.5	49.4	55.7	53.1	58.1	64.8	▲ 11.6%	▲ 5.2%
Overnight	33.5	31.2	46.0	39.5	27.8	34.2	40.2	37.7	41.7	47.0	▲ 12.7%	▲ 5.3%
Day	13.2	12.6	16.3	14.6	12.7	15.2	15.5	15.4	16.4	17.9	▲ 9.0%	▲ 4.9%
Visitor Spending	46.7	43.9	62.3	54.1	40.5	49.4	55.7	53.1	58.1	64.8	▲ 11.6%	▲ 5.2%
Non-transportation	41.0	38.0	54.0	47.0	35.7	42.8	47.3	45.6	50.5	57.0	▲ 12.8%	▲ 6.4%
Transportation	5.7	5.8	8.3	7.1	4.8	6.6	8.4	7.5	7.6	7.9	▲ 3.5%	▼ -2.2%
Total Direct Earnings	15.2	14.8	15.9	15.0	13.8	15.2	15.5	15.2	15.7	17.2	▲ 9.8%	▲ 3.6%
Total Direct Employment	840	820	900	830	740	750	740	670	670	720	▲ 8.0%	▼ -0.5%
Government Revenue	4.8	4.5	6.2	5.6	4.0	5.1	5.5	5.3	5.8	6.5	▲ 11.4%	▲ 5.7%
Local Revenue	2.3	2.2	3.0	2.8	1.8	2.5	2.7	2.6	2.8	3.2	▲ 12.5%	▲ 6.0%
State Revenue	2.5	2.4	3.1	2.8	2.2	2.6	2.8	2.7	3.0	3.3	▲ 10.4%	▲ 5.5%
Overnight Visitor Volume (Thousands)												
Party Trips	95.1	88.8	114.9	100.3	77.1	82.3	89.8	90.0	96.8	101.1	▲ 4.4%	▲ 4.0%
Party Nights	227.4	213.2	268.7	236.9	167.8	195.1	213.5	215.4	230.3	240.4	▲ 4.4%	▲ 4.0%
Person Trips	234.4	218.9	283.9	247.7	201.0	203.9	221.8	222.2	239.3	249.8	▲ 4.4%	▲ 4.0%
Person Nights	559.3	524.4	662.5	584.0	433.7	482.4	526.7	531.2	568.6	593.4	▲ 4.4%	▲ 4.1%
Average Overnight Spending (\$)												
per Party Trip	352	352	400	394	361	415	448	419	431	465	▲ 7.9%	▲ 1.2%
per Party Night	147	147	171	167	166	175	189	175	181	195	▲ 7.9%	▲ 1.2%
per Person Trip	143	143	162	159	138	168	181	170	174	188	▲ 7.9%	▲ 1.2%
per Person Night	60	60	69	68	64	71	76	71	73	79	▲ 7.9%	▲ 1.2%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	105.8	105.6	108.7	114.0	89.9	127.9	126.4	137.6	136.9	141.3	▲ 3.2%	▲ 3.8%
Other Travel*	6.7	7.6	8.9	8.6	6.5	10.1	13.0	11.8	11.5	10.8	▼ -5.6%	▼ -5.8%
Visitor Spending	99.1	97.9	99.8	105.4	83.4	117.8	113.5	125.8	125.4	130.4	▲ 4.0%	▲ 4.7%
Overnight	71.5	70.4	71.6	75.8	58.4	84.1	80.4	90.6	89.5	93.5	▲ 4.4%	▲ 5.1%
Day	27.5	27.5	28.2	29.6	25.0	33.7	33.0	35.2	35.9	37.0	▲ 3.0%	▲ 3.8%
Visitor Spending	99.1	97.9	99.8	105.4	83.4	117.8	113.5	125.8	125.4	130.4	▲ 4.0%	▲ 4.7%
Non-transportation	89.6	87.8	88.7	94.1	75.1	105.1	99.2	111.4	111.7	117.2	▲ 5.0%	▲ 5.7%
Transportation	9.5	10.1	11.1	11.3	8.3	12.7	14.3	14.4	13.7	13.2	▼ -3.9%	▼ -2.6%
Total Direct Earnings	32.3	31.3	31.9	34.7	33.0	36.5	39.6	42.9	43.1	47.7	▲ 10.5%	▲ 6.4%
Total Direct Employment	1,870	1,850	1,860	1,970	1,750	1,810	1,850	1,880	1,890	2,040	▲ 7.5%	▲ 3.3%
Government Revenue	8.7	8.6	9.2	9.7	7.8	10.7	10.1	11.6	11.7	12.3	▲ 5.0%	▲ 6.6%
Local Revenue	3.6	3.6	4.1	4.3	3.3	4.8	4.5	5.4	5.4	5.7	▲ 5.3%	▲ 8.3%
State Revenue	5.1	5.0	5.1	5.4	4.5	5.9	5.7	6.2	6.3	6.6	▲ 4.8%	▲ 5.3%
Overnight Visitor Volume (Thousands)												
Party Trips	148.1	143.8	144.3	149.5	123.5	152.2	140.4	155.9	155.8	155.5	▼ -0.2%	▲ 3.5%
Party Nights	385.4	374.8	377.9	390.5	300.5	392.2	368.6	403.5	404.9	405.2	▲ 0.1%	▲ 3.2%
Person Trips	365.6	354.9	355.9	368.8	326.9	377.4	347.7	386.8	387.3	385.5	▼ -0.5%	▲ 3.5%
Person Nights	923.3	898.2	901.4	932.7	786.9	945.9	886.3	971.4	975.6	973.6	▼ -0.2%	▲ 3.2%
Average Overnight Spending (\$)												
per Party Trip	483	490	496	507	473	553	573	581	575	601	▲ 4.6%	▲ 1.6%
per Party Night	186	188	190	194	194	214	218	225	221	231	▲ 4.3%	▲ 1.9%
per Person Trip	196	198	201	205	179	223	231	234	231	242	▲ 4.9%	▲ 1.6%
per Person Night	77	78	79	81	74	89	91	93	92	96	▲ 4.6%	▲ 1.9%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	9.3	19.5	20.6	20.5	18.7	14.1	23.3	25.2	26.7	26.4	▼ -0.8%	▲ 4.3%
Other Travel*	1.0	1.2	1.4	1.3	1.0	1.5	1.9	1.7	1.7	1.6	▼ -6.4%	▼ -6.7%
Visitor Spending	8.2	18.3	19.2	19.1	17.8	12.6	21.4	23.5	25.0	24.9	▼ -0.4%	▲ 5.2%
Overnight	8.1	14.9	15.8	15.8	14.4	9.2	18.6	20.3	21.7	21.5	▼ -0.6%	▲ 5.0%
Day	0.1	3.4	3.4	3.4	3.4	3.4	2.8	3.2	3.3	3.4	▲ 1.0%	▲ 6.5%
Visitor Spending	8.2	18.3	19.2	19.1	17.8	12.6	21.4	23.5	25.0	24.9	▼ -0.4%	▲ 5.2%
Non-transportation	6.2	16.1	16.7	16.7	15.9	10.1	18.1	20.2	21.7	21.9	▲ 0.6%	▲ 6.4%
Transportation	2.0	2.2	2.5	2.4	1.9	2.5	3.2	3.3	3.3	3.0	▼ -7.1%	▼ -2.2%
Total Direct Earnings	2.2	2.4	2.5	2.5	2.3	2.4	5.4	6.3	6.5	6.5	▲ 0.4%	▲ 6.5%
Total Direct Employment	170	170	170	170	150	160	220	240	230	240	▲ 3.1%	▲ 2.7%
Government Revenue	0.7	0.8	0.8	0.8	0.7	0.8	1.4	1.5	1.7	1.6	▼ -0.5%	▲ 5.7%
Local Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.5	▼ -1.3%	▲ 5.0%
State Revenue	0.4	0.4	0.5	0.5	0.4	0.5	1.0	1.1	1.1	1.1	▼ -0.1%	▲ 6.0%
Overnight Visitor Volume (Thousands)												
Party Trips	36.2	36.6	38.4	37.6	33.1	33.7	35.3	38.0	39.9	39.5	▼ -1.2%	▲ 3.8%
Party Nights	85.5	86.5	90.4	88.5	77.6	79.5	83.3	89.3	93.8	92.8	▼ -1.0%	▲ 3.7%
Person Trips	99.9	100.7	105.7	103.9	100.2	94.5	98.0	105.4	110.8	109.2	▼ -1.5%	▲ 3.7%
Person Nights	237.9	240.0	250.7	246.3	238.4	224.6	233.0	249.7	262.0	258.6	▼ -1.3%	▲ 3.5%
Average Overnight Spending (\$)												
per Party Trip	225	408	411	419	435	272	527	535	542	546	▲ 0.6%	▲ 1.2%
per Party Night	95	173	175	178	186	116	223	228	231	232	▲ 0.4%	▲ 1.3%
per Person Trip	81	148	149	152	144	97	190	193	196	197	▲ 0.9%	▲ 1.3%
per Person Night	34	62	63	64	60	41	80	81	83	83	▲ 0.7%	▲ 1.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	2.8	2.9	3.3	3.1	2.4	3.0	3.6	3.6	3.8	3.8	▲ 0.2%	▲ 1.6%
Other Travel*	0.4	0.4	0.5	0.4	0.3	0.5	0.6	0.5	0.5	0.5	▼ -7.7%	▼ -7.9%
Visitor Spending	2.4	2.5	2.8	2.7	2.0	2.5	3.0	3.1	3.2	3.3	▲ 1.4%	▲ 3.3%
Overnight	2.2	2.3	2.6	2.5	1.9	2.4	2.8	2.8	3.0	3.1	▲ 1.4%	▲ 3.4%
Day	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 1.4%	▲ 2.7%
Visitor Spending	2.4	2.5	2.8	2.7	2.0	2.5	3.0	3.1	3.2	3.3	▲ 1.4%	▲ 3.3%
Non-transportation	2.0	2.0	2.3	2.2	1.7	2.1	2.4	2.5	2.7	2.7	▲ 2.7%	▲ 5.0%
Transportation	0.4	0.5	0.6	0.5	0.4	0.5	0.6	0.6	0.6	0.6	▼ -4.4%	▼ -3.3%
Total Direct Earnings	0.7	0.6	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	▲ 2.6%	▲ 3.6%
Total Direct Employment	60	50	30	30	20	20	20	20	20	20	▼ -2.8%	▼ -1.9%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▲ 1.8%	▲ 4.7%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 2.2%	▲ 5.1%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	▲ 1.5%	▲ 4.4%
Overnight Visitor Volume (Thousands)												
Party Trips	9.4	9.7	10.4	9.8	7.8	8.2	8.9	9.2	9.7	9.6	▼ -1.5%	▲ 2.6%
Party Nights	21.7	22.4	23.9	22.4	16.9	18.5	20.2	20.9	22.0	21.7	▼ -1.1%	▲ 2.5%
Person Trips	24.3	25.1	26.9	25.3	21.2	21.3	23.0	23.9	25.2	24.8	▼ -1.6%	▲ 2.5%
Person Nights	56.6	58.4	62.1	58.4	46.7	48.9	52.8	54.7	57.3	56.6	▼ -1.3%	▲ 2.3%
Average Overnight Spending (\$)												
per Party Trip	237	236	251	258	242	289	313	308	311	320	▲ 2.9%	▲ 0.8%
per Party Night	103	102	110	113	111	127	137	136	138	141	▲ 2.6%	▲ 0.9%
per Person Trip	92	91	97	100	89	111	121	119	120	124	▲ 3.1%	▲ 0.9%
per Person Night	39	39	42	43	40	48	53	52	53	54	▲ 2.7%	▲ 1.0%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	151.1	157.2	163.7	171.4	144.4	174.5	201.6	211.3	206.8	201.5	▼ -2.5%	▼ 0.0%
Other Travel*	9.0	10.1	11.7	11.4	8.5	13.7	17.6	16.5	16.1	15.2	▼ -5.4%	▼ -4.8%
Visitor Spending	142.2	147.1	152.1	160.0	136.0	160.8	184.0	194.8	190.7	186.3	▼ -2.3%	▲ 0.4%
Overnight	87.9	91.1	94.5	99.5	85.6	104.7	118.4	127.0	122.3	117.1	▼ -4.2%	▼ -0.4%
Day	54.3	56.1	57.6	60.5	50.3	56.1	65.6	67.8	68.4	69.2	▲ 1.2%	▲ 1.8%
Visitor Spending	142.2	147.1	152.1	160.0	136.0	160.8	184.0	194.8	190.7	186.3	▼ -2.3%	▲ 0.4%
Non-transportation	130.0	133.8	137.4	145.1	124.2	143.9	163.4	174.5	171.9	169.1	▼ -1.6%	▲ 1.2%
Transportation	12.2	13.3	14.6	14.9	11.8	16.9	20.7	20.3	18.8	17.2	▼ -8.4%	▼ -5.9%
Total Direct Earnings	42.8	44.0	46.0	48.0	42.6	43.4	48.9	53.2	54.0	55.6	▲ 3.0%	▲ 4.4%
Total Direct Employment	2,020	2,010	2,010	2,010	1,800	1,900	1,900	2,000	1,960	1,950	▼ -0.7%	▲ 0.8%
Government Revenue	12.0	12.5	12.8	13.7	12.0	13.9	15.3	16.3	16.0	15.9	▼ -0.7%	▲ 1.3%
Local Revenue	4.9	5.2	5.1	5.7	5.0	6.0	6.5	6.9	6.6	6.6	▲ 0.8%	▲ 0.7%
State Revenue	7.1	7.4	7.7	8.0	7.0	7.9	8.8	9.4	9.4	9.3	▼ -1.7%	▲ 1.8%
Overnight Visitor Volume (Thousands)												
Party Trips	189.4	188.2	190.1	196.0	183.5	202.2	205.1	223.0	218.1	205.0	▼ -6.0%	▼ 0.0%
Party Nights	464.8	461.4	466.2	479.6	410.6	493.1	501.0	541.6	533.0	505.8	▼ -5.1%	▲ 0.3%
Person Trips	458.1	454.4	458.9	473.6	479.3	491.7	495.6	539.5	528.2	496.3	▼ -6.0%	▲ 0.0%
Person Nights	1,101.4	1,090.1	1,099.7	1,133.1	1,067.7	1,177.4	1,185.5	1,281.9	1,262.5	1,198.5	▼ -5.1%	▲ 0.4%
Average Overnight Spending (\$)												
per Party Trip	464	484	497	508	467	518	578	569	561	571	▲ 1.9%	▼ -0.4%
per Party Night	189	197	203	207	209	212	236	234	229	232	▲ 0.9%	▼ -0.7%
per Person Trip	192	200	206	210	179	213	239	235	232	236	▲ 1.9%	▼ -0.4%
per Person Night	80	84	86	88	80	89	100	99	97	98	▲ 0.9%	▼ -0.7%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	20.2	19.0	20.4	19.8	14.7	20.0	23.2	22.5	22.5	22.6	▲ 0.5%	▼ -0.8%
Other Travel*	2.4	2.6	3.1	2.9	2.1	3.3	4.2	3.8	3.6	3.4	▼ -6.1%	▼ -6.9%
Visitor Spending	17.8	16.4	17.3	16.9	12.5	16.8	19.0	18.7	18.9	19.3	▲ 1.8%	▲ 0.4%
Overnight	13.6	12.5	13.1	12.9	9.2	12.6	14.6	14.2	14.3	14.5	▲ 1.6%	▼ -0.1%
Day	4.2	3.9	4.2	4.1	3.3	4.2	4.4	4.5	4.6	4.7	▲ 2.5%	▲ 2.1%
Visitor Spending	17.8	16.4	17.3	16.9	12.5	16.8	19.0	18.7	18.9	19.3	▲ 1.8%	▲ 0.4%
Non-transportation	14.6	13.2	13.8	13.5	10.3	13.5	14.8	14.8	15.1	15.6	▲ 3.2%	▲ 1.8%
Transportation	3.2	3.2	3.5	3.4	2.3	3.3	4.2	3.9	3.8	3.6	▼ -3.7%	▼ -4.7%
Total Direct Earnings	5.7	6.2	6.5	6.7	5.0	5.4	6.0	7.3	7.2	7.5	▲ 3.0%	▲ 7.7%
Total Direct Employment	330	360	360	370	250	260	270	330	320	320	▼ -2.0%	▲ 5.4%
Government Revenue	1.8	1.7	1.8	1.8	1.3	1.7	1.8	1.9	2.0	2.0	▲ 2.0%	▲ 2.9%
Local Revenue	0.8	0.8	0.8	0.8	0.6	0.8	0.8	0.8	0.9	0.9	▲ 2.2%	▲ 3.0%
State Revenue	1.0	1.0	1.0	1.0	0.8	0.9	1.0	1.0	1.1	1.1	▲ 1.9%	▲ 2.8%
Overnight Visitor Volume (Thousands)												
Party Trips	57.4	52.9	54.4	52.2	40.7	44.3	48.1	49.1	50.0	50.4	▲ 0.7%	▲ 1.5%
Party Nights	131.2	121.3	124.8	119.8	87.8	100.6	109.9	112.9	115.1	116.3	▲ 1.0%	▲ 1.9%
Person Trips	143.0	131.8	135.6	130.2	105.2	111.6	120.5	123.1	125.4	126.1	▲ 0.5%	▲ 1.5%
Person Nights	327.2	302.9	311.7	299.6	228.3	254.0	275.8	283.4	289.0	291.4	▲ 0.8%	▲ 1.9%
Average Overnight Spending (\$)												
per Party Trip	237	236	242	246	226	284	303	289	286	288	▲ 0.9%	▼ -1.6%
per Party Night	104	103	105	107	105	125	133	126	124	125	▲ 0.5%	▼ -1.9%
per Person Trip	95	95	97	99	88	113	121	115	114	115	▲ 1.1%	▼ -1.6%
per Person Night	42	41	42	43	40	50	53	50	50	50	▲ 0.8%	▼ -1.9%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	114.9	118.7	120.9	124.5	131.7	137.9	159.5	168.6	175.6	175.9	▲ 0.2%	▲ 3.3%
Other Travel*	3.8	4.4	5.1	4.9	3.7	5.5	7.0	6.4	6.2	5.9	▼ -5.8%	▼ -5.7%
Visitor Spending	111.0	114.3	115.8	119.6	128.0	132.4	152.5	162.1	169.4	170.0	▲ 0.4%	▲ 3.7%
Overnight	60.1	61.4	62.5	64.3	82.5	87.1	95.1	102.8	107.6	106.8	▼ -0.8%	▲ 3.9%
Day	50.9	53.0	53.3	55.2	45.5	45.3	57.4	59.3	61.8	63.3	▲ 2.5%	▲ 3.3%
Visitor Spending	111.0	114.3	115.8	119.6	128.0	132.4	152.5	162.1	169.4	170.0	▲ 0.4%	▲ 3.7%
Non-transportation	101.7	104.3	104.8	108.4	115.7	116.9	133.6	143.0	150.4	152.4	▲ 1.3%	▲ 4.5%
Transportation	9.3	10.1	11.0	11.1	12.3	15.5	18.9	19.1	19.0	17.6	▼ -7.2%	▼ -2.3%
Total Direct Earnings	32.5	33.1	33.4	35.5	38.9	38.3	44.3	47.3	49.8	50.2	▲ 0.9%	▲ 4.3%
Total Direct Employment	1,470	1,450	1,430	1,430	1,610	1,560	1,600	1,630	1,680	1,660	▼ -1.1%	▲ 1.4%
Government Revenue	7.8	8.1	8.2	8.5	9.7	9.8	10.8	11.6	12.2	12.2	▼ -0.1%	▲ 4.3%
Local Revenue	2.7	2.8	2.8	3.0	3.7	3.8	4.0	4.4	4.6	4.5	▼ -1.0%	▲ 4.0%
State Revenue	5.1	5.3	5.4	5.6	6.0	6.0	6.7	7.2	7.7	7.7	▲ 0.4%	▲ 4.4%
Overnight Visitor Volume (Thousands)												
Party Trips	122.9	122.2	121.2	123.0	122.7	145.6	147.1	160.5	167.6	163.8	▼ -2.3%	▲ 3.6%
Party Nights	296.3	295.0	292.6	297.3	283.2	341.1	347.1	378.1	394.7	387.6	▼ -1.8%	▲ 3.7%
Person Trips	327.6	325.1	324.0	329.6	361.9	399.3	401.0	438.7	459.0	447.6	▼ -2.5%	▲ 3.7%
Person Nights	788.0	783.1	780.2	794.0	838.7	933.5	943.8	1,030.4	1,077.9	1,055.8	▼ -2.0%	▲ 3.8%
Average Overnight Spending (\$)												
per Party Trip	489	502	516	523	672	598	646	640	642	652	▲ 1.5%	▲ 0.3%
per Party Night	203	208	214	216	291	255	274	272	273	275	▲ 1.0%	▲ 0.2%
per Person Trip	183	189	193	195	228	218	237	234	234	239	▲ 1.7%	▲ 0.2%
per Person Night	76	78	80	81	98	93	101	100	100	101	▲ 1.3%	▲ 0.1%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	60.0	62.0	66.0	64.7	53.6	74.6	82.3	89.2	89.6	90.8	▲ 1.4%	▲ 3.4%
Other Travel*	5.6	5.8	6.6	6.5	4.5	7.1	9.1	8.6	8.1	7.8	▼ -4.0%	▼ -4.8%
Visitor Spending	54.4	56.1	59.4	58.2	49.1	67.5	73.2	80.6	81.4	83.0	▲ 1.9%	▲ 4.3%
Overnight	38.3	39.6	42.1	41.2	33.7	47.5	52.7	58.1	58.5	59.5	▲ 1.7%	▲ 4.1%
Day	16.1	16.6	17.4	17.0	15.4	20.0	20.5	22.5	22.9	23.5	▲ 2.6%	▲ 4.7%
Visitor Spending	54.4	56.1	59.4	58.2	49.1	67.5	73.2	80.6	81.4	83.0	▲ 1.9%	▲ 4.3%
Non-transportation	47.1	48.0	50.4	49.6	42.6	57.7	61.2	68.5	69.8	71.9	▲ 2.9%	▲ 5.5%
Transportation	7.3	8.1	9.0	8.6	6.5	9.8	12.0	12.1	11.6	11.1	▼ -4.1%	▼ -2.5%
Total Direct Earnings	16.4	16.3	16.7	17.8	17.5	20.6	22.7	22.9	23.4	23.3	▼ -0.8%	▲ 0.7%
Total Direct Employment	1,010	980	980	1,000	940	1,010	1,070	1,010	1,040	1,020	▼ -2.0%	▼ -1.8%
Government Revenue	5.1	5.2	5.5	5.5	4.6	6.3	6.7	7.3	7.5	7.6	▲ 1.4%	▲ 4.4%
Local Revenue	2.2	2.3	2.4	2.4	1.9	2.9	3.0	3.3	3.4	3.4	▲ 1.2%	▲ 4.3%
State Revenue	2.9	2.9	3.1	3.1	2.7	3.5	3.7	4.0	4.1	4.2	▲ 1.5%	▲ 4.5%
Overnight Visitor Volume (Thousands)												
Party Trips	112.4	114.1	117.3	112.9	96.2	112.8	117.3	131.4	133.4	130.8	▼ -1.9%	▲ 3.7%
Party Nights	269.0	273.0	280.1	269.8	215.7	264.2	276.6	308.4	313.6	309.3	▼ -1.4%	▲ 3.8%
Person Trips	284.9	288.7	297.3	286.8	264.3	288.0	297.9	334.2	339.6	332.6	▼ -2.1%	▲ 3.7%
Person Nights	679.9	688.8	707.7	683.2	591.8	672.9	701.1	782.4	796.8	784.5	▼ -1.5%	▲ 3.8%
Average Overnight Spending (\$)												
per Party Trip	341	347	359	364	351	421	450	442	439	455	▲ 3.6%	▲ 0.4%
per Party Night	142	145	150	153	156	180	191	188	187	192	▲ 3.1%	▲ 0.3%
per Person Trip	135	137	141	143	128	165	177	174	172	179	▲ 3.8%	▲ 0.4%
per Person Night	56	57	59	60	57	71	75	74	73	76	▲ 3.3%	▲ 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

Texas County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	34.9	36.1	34.0	35.3	33.0	41.0	57.1	48.7	48.7	49.6	▲ 2.0%	▼ -4.6%
Other Travel*	2.0	2.2	2.6	2.4	1.8	2.9	3.7	3.2	3.2	2.9	▼ -7.6%	▼ -7.5%
Visitor Spending	32.9	33.9	31.4	32.9	31.2	38.1	53.4	45.4	45.5	46.7	▲ 2.6%	▼ -4.4%
Overnight	23.8	24.6	22.6	23.9	21.6	26.4	40.0	33.5	33.5	34.3	▲ 2.5%	▼ -5.0%
Day	9.0	9.3	8.8	9.1	9.6	11.7	13.4	11.9	12.0	12.4	▲ 2.9%	▼ -2.6%
Visitor Spending	32.9	33.9	31.4	32.9	31.2	38.1	53.4	45.4	45.5	46.7	▲ 2.6%	▼ -4.4%
Non-transportation	29.0	29.6	27.2	28.6	27.7	33.2	46.0	39.5	39.9	41.3	▲ 3.4%	▼ -3.6%
Transportation	3.9	4.3	4.3	4.3	3.5	4.9	7.4	5.9	5.6	5.5	▼ -3.1%	▼ -9.7%
Total Direct Earnings	9.4	9.3	8.9	9.5	8.5	8.6	11.0	10.4	10.4	11.3	▲ 7.7%	▲ 0.8%
Total Direct Employment	590	560	510	540	480	460	540	470	480	490	▲ 2.5%	▼ -2.9%
Government Revenue	3.2	3.3	3.3	3.6	3.0	4.0	5.5	4.7	4.8	4.9	▲ 2.9%	▼ -3.9%
Local Revenue	1.5	1.6	1.7	1.9	1.5	2.2	3.1	2.6	2.6	2.7	▲ 2.7%	▼ -4.9%
State Revenue	1.7	1.7	1.6	1.7	1.6	1.9	2.5	2.2	2.2	2.3	▲ 3.1%	▼ -2.7%
Overnight Visitor Volume (Thousands)												
Party Trips	62.7	64.1	58.6	59.5	53.4	58.7	77.3	70.4	70.7	68.4	▼ -3.2%	▼ -4.0%
Party Nights	145.8	149.0	137.3	138.9	112.4	134.7	174.8	161.1	162.3	157.8	▼ -2.8%	▼ -3.4%
Person Trips	155.2	158.5	145.0	147.3	143.4	145.8	191.9	175.0	175.7	169.8	▼ -3.3%	▼ -4.0%
Person Nights	360.0	367.6	338.8	343.0	299.2	334.1	433.3	399.2	402.2	390.7	▼ -2.9%	▼ -3.4%
Average Overnight Spending (\$)												
per Party Trip	380	384	386	401	405	451	518	476	473	502	▲ 6.0%	▼ -1.0%
per Party Night	163	165	165	172	192	196	229	208	206	218	▲ 5.5%	▼ -1.7%
per Person Trip	154	155	156	162	151	181	208	192	191	202	▲ 6.1%	▼ -1.0%
per Person Night	66	67	67	70	72	79	92	84	83	88	▲ 5.6%	▼ -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

Tillman County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	5.3	5.6	6.2	6.0	4.6	5.8	6.9	7.0	7.1	7.2	▲ 0.8%	▲ 1.3%
Other Travel*	0.7	0.8	0.9	0.9	0.6	1.0	1.3	1.1	1.0	1.0	▼ -5.8%	▼ -8.0%
Visitor Spending	4.6	4.8	5.3	5.1	3.9	4.9	5.7	5.9	6.1	6.2	▲ 1.9%	▲ 3.2%
Overnight	3.5	3.6	4.1	3.9	2.9	3.6	4.3	4.5	4.7	4.8	▲ 1.7%	▲ 3.2%
Day	1.1	1.2	1.3	1.2	1.0	1.2	1.3	1.4	1.4	1.4	▲ 2.6%	▲ 2.9%
Visitor Spending	4.6	4.8	5.3	5.1	3.9	4.9	5.7	5.9	6.1	6.2	▲ 1.9%	▲ 3.2%
Non-transportation	3.8	3.8	4.2	4.1	3.2	3.9	4.4	4.6	4.9	5.1	▲ 3.3%	▲ 4.9%
Transportation	0.9	0.9	1.1	1.0	0.7	1.0	1.3	1.2	1.2	1.2	▼ -3.7%	▼ -3.3%
Total Direct Earnings	1.4	1.5	1.4	1.4	1.2	1.4	1.5	1.6	1.7	1.8	▲ 2.4%	▲ 5.1%
Total Direct Employment	90	100	90	100	80	80	90	90	90	100	▲ 8.4%	▲ 3.1%
Government Revenue	0.4	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.6	0.6	▲ 4.9%	▲ 6.2%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▲ 9.2%	▲ 9.0%
State Revenue	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	▲ 1.6%	▲ 4.1%
Overnight Visitor Volume (Thousands)												
Party Trips	15.6	15.9	16.9	16.0	12.7	13.2	14.6	15.2	15.8	15.9	▲ 0.4%	▲ 2.8%
Party Nights	36.0	36.6	38.7	36.5	27.3	30.1	33.3	34.7	35.8	36.1	▲ 0.8%	▲ 2.7%
Person Trips	39.0	39.7	42.2	39.9	33.1	33.4	36.7	38.2	39.7	39.8	▲ 0.2%	▲ 2.8%
Person Nights	90.0	91.5	96.7	91.5	71.5	76.2	83.8	87.2	90.2	90.7	▲ 0.5%	▲ 2.7%
Average Overnight Spending (\$)												
per Party Trip	223	226	239	246	231	275	297	294	297	301	▲ 1.3%	▲ 0.5%
per Party Night	97	98	105	107	108	121	130	129	131	132	▲ 0.9%	▲ 0.5%
per Person Trip	89	91	96	98	89	109	118	117	118	120	▲ 1.5%	▲ 0.4%
per Person Night	39	39	42	43	41	48	52	51	52	53	▲ 1.2%	▲ 0.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	1,341.9	1,320.4	1,426.6	1,493.4	938.3	1,327.1	1,669.5	1,720.1	1,689.9	1,703.3	▲ 0.8%	▲ 0.7%
Other Travel*	333.3	316.7	352.8	372.0	178.7	278.9	394.6	433.6	446.5	425.7	▼ -4.7%	▲ 2.6%
Visitor Spending	1,008.5	1,003.7	1,073.7	1,121.4	759.6	1,048.2	1,274.8	1,286.5	1,243.4	1,277.6	▲ 2.8%	▲ 0.1%
Overnight	871.8	866.3	926.3	968.4	628.2	871.9	1,092.6	1,104.5	1,066.0	1,094.8	▲ 2.7%	▲ 0.1%
Day	136.7	137.4	147.4	153.0	131.4	176.3	182.2	182.0	177.4	182.8	▲ 3.0%	▲ 0.1%
Visitor Spending	1,008.5	1,003.7	1,073.7	1,121.4	759.6	1,048.2	1,274.8	1,286.5	1,243.4	1,277.6	▲ 2.8%	▲ 0.1%
Non-transportation	736.1	727.0	773.9	814.5	590.2	789.6	930.3	948.6	920.7	965.2	▲ 4.8%	▲ 1.2%
Transportation	272.4	276.7	299.8	306.9	169.4	258.6	344.5	337.8	322.7	312.4	▼ -3.2%	▼ -3.2%
Total Direct Earnings	305.2	297.6	315.3	335.6	277.5	306.7	357.6	397.3	404.6	417.1	▲ 3.1%	▲ 5.3%
Total Direct Employment	12,810	12,530	13,070	13,430	10,670	11,070	12,150	12,620	12,490	12,660	▲ 1.4%	▲ 1.4%
Government Revenue	93.4	93.1	99.7	104.6	72.7	98.6	115.6	118.7	115.6	119.2	▲ 3.1%	▲ 1.0%
Local Revenue	43.4	43.5	46.8	49.1	30.3	45.5	54.4	56.3	54.5	56.1	▲ 2.9%	▲ 1.0%
State Revenue	50.0	49.6	52.9	55.5	42.4	53.1	61.2	62.4	61.1	63.1	▲ 3.3%	▲ 1.0%
Overnight Visitor Volume (Thousands)												
Party Trips	1,527.4	1,491.4	1,560.7	1,601.4	1,269.7	1,490.9	1,606.2	1,652.6	1,598.0	1,576.3	▼ -1.4%	▼ -0.6%
Party Nights	3,645.6	3,571.2	3,732.6	3,817.0	2,759.5	3,597.3	3,850.4	3,958.5	3,860.4	3,817.3	▼ -1.1%	▼ -0.3%
Person Trips	3,608.6	3,514.5	3,672.9	3,775.1	3,188.0	3,540.4	3,795.9	3,903.6	3,766.5	3,716.0	▼ -1.3%	▼ -0.7%
Person Nights	8,434.4	8,234.2	8,587.1	8,799.0	6,856.7	8,396.3	8,917.0	9,157.5	8,909.3	8,816.4	▼ -1.0%	▼ -0.4%
Average Overnight Spending (\$)												
per Party Trip	571	581	594	605	495	585	680	668	667	695	▲ 4.1%	▲ 0.7%
per Party Night	239	243	248	254	228	242	284	279	276	287	▲ 3.9%	▲ 0.4%
per Person Trip	242	246	252	257	197	246	288	283	283	295	▲ 4.1%	▲ 0.8%
per Person Night	103	105	108	110	92	104	123	121	120	124	▲ 3.8%	▲ 0.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	55.7	56.7	61.3	62.4	51.1	67.6	78.3	81.5	84.4	84.8	▲ 0.5%	▲ 2.7%
Other Travel*	7.2	8.3	9.7	9.6	7.3	11.6	14.9	14.2	14.1	13.4	▼ -4.4%	▼ -3.4%
Visitor Spending	48.6	48.4	51.6	52.8	43.8	56.0	63.3	67.3	70.3	71.4	▲ 1.5%	▲ 4.1%
Overnight	37.7	37.4	39.9	40.7	33.9	43.5	48.7	51.6	54.1	54.9	▲ 1.4%	▲ 4.1%
Day	10.8	11.0	11.7	12.0	9.8	12.5	14.7	15.7	16.2	16.5	▲ 1.7%	▲ 3.9%
Visitor Spending	48.6	48.4	51.6	52.8	43.8	56.0	63.3	67.3	70.3	71.4	▲ 1.5%	▲ 4.1%
Non-transportation	41.6	40.9	43.1	44.3	37.4	46.8	51.7	55.9	59.1	60.7	▲ 2.7%	▲ 5.5%
Transportation	7.0	7.5	8.5	8.5	6.4	9.2	11.6	11.4	11.2	10.7	▼ -4.6%	▼ -2.7%
Total Direct Earnings	15.2	16.7	18.5	19.3	18.5	19.7	20.0	25.0	25.3	26.1	▲ 3.2%	▲ 9.3%
Total Direct Employment	860	930	1,020	1,040	980	1,020	940	1,100	1,100	1,130	▲ 2.2%	▲ 6.1%
Government Revenue	4.5	4.6	5.1	5.3	4.6	5.5	5.8	6.6	6.9	7.1	▲ 2.6%	▲ 6.7%
Local Revenue	1.8	1.8	2.1	2.2	1.9	2.3	2.4	2.8	2.9	3.0	▲ 3.7%	▲ 7.6%
State Revenue	2.7	2.8	3.0	3.1	2.7	3.2	3.4	3.8	4.0	4.1	▲ 1.8%	▲ 6.0%
Overnight Visitor Volume (Thousands)												
Party Trips	124.0	120.9	125.7	127.3	120.6	129.1	130.6	139.1	144.9	145.0	▲ 0.1%	▲ 3.5%
Party Nights	320.0	313.4	325.9	330.2	289.0	335.4	340.0	361.9	376.1	377.5	▲ 0.4%	▲ 3.6%
Person Trips	304.0	296.1	307.3	311.4	308.8	318.1	319.6	340.4	354.8	354.9	▲ 0.0%	▲ 3.6%
Person Nights	770.1	752.6	780.5	791.7	739.3	813.1	816.2	868.4	902.9	906.6	▲ 0.4%	▲ 3.6%
Average Overnight Spending (\$)												
per Party Trip	304	310	317	320	281	337	373	371	373	379	▲ 1.4%	▲ 0.5%
per Party Night	118	119	122	123	117	130	143	143	144	145	▲ 1.1%	▲ 0.5%
per Person Trip	124	126	130	131	110	137	152	152	152	155	▲ 1.4%	▲ 0.5%
per Person Night	49	50	51	51	46	53	60	59	60	61	▲ 1.0%	▲ 0.5%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	65.6	69.3	69.4	68.1	49.9	72.4	79.4	77.6	78.4	79.4	▲ 1.3%	▼ 0.0%
Other Travel*	5.8	6.3	7.2	7.0	5.1	8.0	10.3	9.6	9.2	8.7	▼ -5.3%	▼ -5.3%
Visitor Spending	59.8	63.0	62.1	61.0	44.8	64.4	69.1	68.0	69.2	70.7	▲ 2.2%	▲ 0.7%
Overnight	48.4	51.0	50.2	49.3	34.7	50.6	55.7	54.3	55.2	56.3	▲ 2.1%	▲ 0.4%
Day	11.4	12.0	12.0	11.8	10.1	13.8	13.4	13.7	14.0	14.4	▲ 2.6%	▲ 2.3%
Visitor Spending	59.8	63.0	62.1	61.0	44.8	64.4	69.1	68.0	69.2	70.7	▲ 2.2%	▲ 0.7%
Non-transportation	50.5	52.5	51.2	50.6	37.7	53.3	55.8	55.7	57.2	59.1	▲ 3.3%	▲ 2.0%
Transportation	9.3	10.4	11.0	10.5	7.1	11.1	13.4	12.4	11.9	11.6	▼ -3.3%	▼ -4.8%
Total Direct Earnings	17.7	18.1	19.1	18.1	16.0	19.3	21.2	22.7	23.0	23.2	▲ 0.9%	▲ 3.0%
Total Direct Employment	950	940	960	920	770	870	900	890	880	870	▼ -1.5%	▼ -1.1%
Government Revenue	5.9	6.2	6.1	6.0	4.3	6.3	6.5	6.5	6.7	6.8	▲ 1.7%	▲ 1.6%
Local Revenue	2.7	2.8	2.8	2.7	1.7	2.9	3.0	2.9	3.0	3.0	▲ 1.6%	▲ 0.8%
State Revenue	3.2	3.3	3.4	3.3	2.6	3.4	3.6	3.6	3.7	3.8	▲ 1.9%	▲ 2.2%
Overnight Visitor Volume (Thousands)												
Party Trips	155.4	159.4	154.1	149.3	113.6	136.5	142.8	148.0	151.5	149.8	▼ -1.2%	▲ 1.6%
Party Nights	337.4	345.2	334.4	325.0	230.8	294.4	311.1	324.0	332.8	330.6	▼ -0.7%	▲ 2.1%
Person Trips	385.0	394.7	382.1	370.4	299.6	340.6	355.0	368.0	377.1	372.2	▼ -1.3%	▲ 1.6%
Person Nights	834.9	853.7	828.2	805.2	607.8	734.2	772.8	805.3	828.0	821.3	▼ -0.8%	▲ 2.0%
Average Overnight Spending (\$)												
per Party Trip	312	320	326	330	306	371	390	367	364	376	▲ 3.3%	▼ -1.2%
per Party Night	144	148	150	152	150	172	179	168	166	170	▲ 2.8%	▼ -1.7%
per Person Trip	126	129	131	133	116	149	157	148	146	151	▲ 3.5%	▼ -1.2%
per Person Night	58	60	61	61	57	69	72	67	67	69	▲ 2.9%	▼ -1.7%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	7.0	7.1	7.9	7.7	6.1	7.7	9.2	9.5	9.8	9.7	▼ -1.4%	▲ 1.6%
Other Travel*	1.1	1.2	1.4	1.3	1.0	1.5	1.9	1.7	1.7	1.6	▼ -6.1%	▼ -6.8%
Visitor Spending	5.9	5.9	6.6	6.4	5.2	6.2	7.3	7.8	8.2	8.1	▼ -0.4%	▲ 3.6%
Overnight	5.7	5.7	6.3	6.2	5.0	6.0	7.0	7.5	7.9	7.8	▼ -0.2%	▲ 4.0%
Day	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	▼ -5.4%	▼ -4.3%
Visitor Spending	5.9	5.9	6.6	6.4	5.2	6.2	7.3	7.8	8.2	8.1	▼ -0.4%	▲ 3.6%
Non-transportation	4.5	4.5	4.9	4.8	4.0	4.6	5.2	5.7	6.2	6.2	▲ 1.3%	▲ 5.9%
Transportation	1.4	1.5	1.7	1.6	1.1	1.6	2.1	2.0	2.0	1.9	▼ -5.7%	▼ -2.6%
Total Direct Earnings	1.6	1.6	1.9	1.9	1.5	1.8	1.9	1.9	1.8	1.8	▼ -0.2%	▼ -1.9%
Total Direct Employment	130	120	130	150	120	150	130	120	100	110	▲ 1.0%	▼ -7.2%
Government Revenue	0.5	0.5	0.6	0.6	0.5	0.5	0.6	0.6	0.7	0.7	▲ 0.2%	▲ 4.2%
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 0.2%	▲ 3.6%
State Revenue	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	▲ 0.2%	▲ 4.5%
Overnight Visitor Volume (Thousands)												
Party Trips	24.6	24.5	25.8	24.6	20.4	21.1	23.0	24.4	25.7	25.8	▲ 0.3%	▲ 4.0%
Party Nights	57.3	57.0	59.7	57.0	45.3	48.6	53.1	56.3	59.4	59.6	▲ 0.5%	▲ 4.0%
Person Trips	62.8	62.4	65.6	63.0	55.5	54.6	58.9	62.7	66.3	66.2	▼ -0.1%	▲ 4.0%
Person Nights	146.1	145.2	152.0	145.9	124.8	125.9	136.2	144.9	152.9	153.1	▲ 0.1%	▲ 4.0%
Average Overnight Spending (\$)												
per Party Trip	230	233	244	251	245	282	303	306	305	304	▼ -0.5%	▲ 0.0%
per Party Night	99	100	105	108	110	122	131	132	132	131	▼ -0.7%	▲ 0.0%
per Person Trip	90	91	96	98	90	109	118	119	118	118	▼ -0.2%	▲ 0.0%
per Person Night	39	39	41	42	40	47	51	51	51	51	▼ -0.4%	▲ 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

Woods County

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	19.7	16.9	21.5	17.7	15.2	19.3	22.2	23.4	24.2	26.1	▲ 7.9%	▲ 5.6%
Other Travel*	1.3	1.4	1.5	1.5	1.0	1.6	2.0	1.9	1.8	1.7	▼ -4.5%	▼ -5.3%
Visitor Spending	18.3	15.5	20.0	16.2	14.1	17.8	20.2	21.5	22.4	24.4	▲ 8.9%	▲ 6.5%
Overnight	17.4	14.6	18.9	15.3	13.3	16.7	19.1	20.3	21.1	23.1	▲ 9.1%	▲ 6.6%
Day	0.9	0.9	1.0	0.9	0.9	1.1	1.1	1.2	1.2	1.3	▲ 5.4%	▲ 5.4%
Visitor Spending	18.3	15.5	20.0	16.2	14.1	17.8	20.2	21.5	22.4	24.4	▲ 8.9%	▲ 6.5%
Non-transportation	15.6	13.0	16.6	13.4	11.8	14.3	15.9	17.2	18.2	20.2	▲ 11.3%	▲ 8.3%
Transportation	2.7	2.5	3.4	2.8	2.4	3.4	4.3	4.2	4.2	4.1	▼ -1.2%	▼ -0.9%
Total Direct Earnings	5.4	4.7	5.0	4.2	4.2	5.9	6.5	7.2	7.3	8.1	▲ 9.8%	▲ 7.2%
Total Direct Employment	300	250	250	220	230	300	350	370	360	390	▲ 7.8%	▲ 3.9%
Government Revenue	1.9	1.6	2.0	1.7	1.3	1.7	1.9	2.0	2.2	2.5	▲ 16.6%	▲ 10.0%
Local Revenue	0.9	0.8	1.0	0.8	0.6	0.8	0.9	1.0	1.0	1.3	▲ 24.2%	▲ 12.5%
State Revenue	0.9	0.8	1.0	0.8	0.7	0.9	1.0	1.0	1.1	1.2	▲ 9.4%	▲ 7.5%
Overnight Visitor Volume (Thousands)												
Party Trips	47.8	41.3	50.0	41.2	33.3	40.7	42.8	46.5	48.6	50.1	▲ 3.2%	▲ 5.4%
Party Nights	101.2	88.8	106.1	88.9	70.1	88.7	93.2	101.2	105.8	108.5	▲ 2.5%	▲ 5.2%
Person Trips	123.2	107.0	129.3	107.6	97.4	109.8	114.5	124.6	130.4	133.8	▲ 2.6%	▲ 5.3%
Person Nights	262.1	230.8	275.5	233.4	207.6	240.3	250.2	272.4	285.2	290.9	▲ 2.0%	▲ 5.1%
Average Overnight Spending (\$)												
per Party Trip	364	354	379	371	399	409	445	436	435	461	▲ 5.8%	▲ 1.1%
per Party Night	172	165	179	172	189	188	205	200	200	213	▲ 6.4%	▲ 1.3%
per Person Trip	141	137	147	142	136	152	166	163	162	172	▲ 6.4%	▲ 1.2%
per Person Night	66	63	69	65	64	69	76	74	74	79	▲ 7.0%	▲ 1.4%

*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

Direct Travel Impacts & Visitor Volume

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2022-25
Direct Economic Impacts (\$Millions except Employment (Jobs))												
Total Direct Spending	48.5	56.4	59.1	55.2	43.0	53.0	63.0	56.8	58.8	59.6	▲ 1.4%	▼ -1.8%
Other Travel*	2.5	2.6	2.9	2.9	2.0	3.2	4.1	3.7	3.5	3.3	▼ -5.6%	▼ -6.3%
Visitor Spending	46.0	53.8	56.2	52.4	41.0	49.9	58.9	53.1	55.2	56.2	▲ 1.8%	▼ -1.5%
Overnight	34.3	40.5	42.4	39.5	29.0	35.5	44.2	39.2	40.9	41.6	▲ 1.7%	▼ -2.0%
Day	11.7	13.2	13.7	12.9	12.0	14.4	14.7	13.8	14.4	14.7	▲ 2.2%	▼ -0.1%
Visitor Spending	46.0	53.8	56.2	52.4	41.0	49.9	58.9	53.1	55.2	56.2	▲ 1.8%	▼ -1.5%
Non-transportation	40.7	47.2	48.9	45.8	36.2	43.3	50.3	45.7	48.0	49.3	▲ 2.7%	▼ -0.6%
Transportation	5.3	6.5	7.2	6.5	4.8	6.6	8.6	7.4	7.2	6.9	▼ -4.1%	▼ -7.1%
Total Direct Earnings	9.7	10.9	10.6	9.7	9.3	10.0	10.8	11.4	11.7	11.9	▲ 1.7%	▲ 3.5%
Total Direct Employment	520	570	560	540	490	500	510	510	510	510	▼ -1.2%	▼ -0.2%
Government Revenue	4.7	5.5	5.5	5.2	3.7	4.8	5.6	5.1	5.4	5.4	▲ 1.8%	▼ -0.6%
Local Revenue	2.5	2.9	2.9	2.7	1.7	2.5	2.9	2.6	2.7	2.8	▲ 1.7%	▼ -1.2%
State Revenue	2.2	2.5	2.6	2.5	2.0	2.3	2.7	2.5	2.6	2.7	▲ 1.9%	▼ -0.1%
Overnight Visitor Volume (Thousands)												
Party Trips	78.6	89.2	90.7	83.2	62.9	71.8	81.0	77.5	80.4	77.6	▼ -3.5%	▼ -1.4%
Party Nights	179.9	202.1	205.1	188.9	132.8	163.2	183.9	177.5	184.2	178.6	▼ -3.0%	▼ -1.0%
Person Trips	197.7	223.8	227.8	209.3	173.7	182.8	205.3	197.2	204.8	197.5	▼ -3.6%	▼ -1.3%
Person Nights	451.6	506.9	514.6	474.6	365.1	415.5	465.9	450.8	468.4	453.9	▼ -3.1%	▼ -0.9%
Average Overnight Spending (\$)												
per Party Trip	436	455	468	474	461	494	545	506	508	535	▲ 5.4%	▼ -0.6%
per Party Night	191	201	207	209	219	217	240	221	222	233	▲ 4.9%	▼ -1.0%
per Person Trip	174	181	186	189	167	194	215	199	200	210	▲ 5.5%	▼ -0.7%
per Person Night	76	80	82	83	79	85	95	87	87	92	▲ 5.0%	▼ -1.2%

*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
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
NAICS	North American Industry Classification System.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Private Home (VFR)	Personal residences used to host visiting friends and family overnight.
Person Trips	A trip made by a person to the destination.
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and no overnight stay in the destination.
Other Spending	Spending by residents on travel arrangement services, resident air travel, and/or spending for convention activity.
Visitor Spending	Direct spending made by visitors in a destination. Interchangeable with "Destination Spending".

Specific terms to this report

Travel Share of Total Employment	A measure indicating the percent of travel generated employment in an area.
----------------------------------	---

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)**Notes on next page
Arts, Entertainment & Recreation	Arts, entertainment, and 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)



Oklahoma State Parks / Travel Impacts

Direct Spending of State Park Visitors, 2025

Visitors to state parks spent approximately \$354 million in the state of Oklahoma. Visitors who stayed overnight in a state park contributed 29.2% of the total spending.

	Day Trips to Parks*				
	Overnight in Park	Hotel, Motel, STVR	Day	Other Overnight	Total
Spending by Commodity (Millions)					
Accommodations	\$22.8	\$12.5	-	\$1.4	\$36.7
Food & Beverage	\$19.2	\$13.8	\$83.2	\$4.4	\$120.7
Gasoline & Transportation	\$33.5	\$5.0	\$68.7	\$3.8	\$111.1
Recreation	\$4.5	\$0.8	\$8.2	\$0.4	\$13.9
Retail & Grocery	\$23.3	\$2.6	\$41.7	\$4.0	\$71.6
Total	\$103.4	\$34.9	\$201.7	\$14.0	\$354.0

*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. Day visitors exclude individuals living within 50 miles of a state park.