

Oklahoma

RESTAURANT INDUSTRY AT A GLANCE



Restaurants are a driving force in Oklahoma's economy. Their sales generate tremendous tax revenues. They provide jobs and build careers for thousands of Oklahomans. Restaurants also provide healthful options for their guests, give back to their communities and work to reduce their impact on the environment.

6,376

LOCATIONS

In 2016, there were 6,376 eating and drinking places in Oklahoma.

**EVERY
\$1 SPENT...**

In Oklahoma's restaurants generates and additional **\$.93** in sales for the state economy.

\$6.5 billion

IN SALES

In 2016, Oklahoma's restaurants are projected to register \$6.5 billion in sales.

**EVERY
\$1 MILLION SPENT...**

In Oklahoma's restaurants generates an additional **26.3** jobs in the state.

173,700

OKLAHOMANS

In 2016, restaurants account for 173,700 jobs in Oklahoma - **10%** of employment in the state.



**AND
IN 2026...**

Restaurants in Oklahoma are projected to employ **195,600** people (**13.7%** job growth - or **23,600** jobs over 2016)



Okrestaurants.com



Restaurant.org



Oklahoma

LODGING & TOURISM ECONOMIC OVERVIEW

2015 LODGING ECONOMIC FACTS



13,020 LODGING JOB

\$260 MILLION
IN EMPLOYEE WAGES



833 LODGING PROPERTIES

63,807 HOTEL ROOMS

Oklahoma's hotels are an important segment of the state's economy. **6.4%** of all jobs in the state are directly or indirectly related to the lodging industry, as part of the greater travel sector, with hotels, resorts, or lodges helping to generate **\$586 million in tax revenue** for state and local governments.

Many of our properties are small business, a segment of the economy responsible for **53.2%** of jobs in the state.

Our industry reaches far beyond just providing our guests with comfortable rooms or convenience meeting spaces - we are interlinked with many other industries, such as transportation, restaurants, manufacturing, and recreation supporting **\$2.1 billion** in total sales throughout the state.



OKLAHOMA TRAVEL
INDUSTRY ASSOCIATION



- **21.8 million travelers** visited Oklahoma in 2015
- **\$381** = Average visitor trip spend in-state
- Total direct tourism spending was **\$8.6 billion** in 2015 making the Tourism Industry the 3rd largest
- Travel spending generates **98,300 jobs** in Oklahoma
- Over **\$2.1 billion** in employee wages
- Tourism generated **\$986 million** in local, state & federal tax revenue in 2015
- Equivalent to **\$650** for each Oklahoma household
- For every **\$1 spent** on tourism marketing, the state realizes a **\$7.1 return** on investment (ROI)
- Since 2009 **Oklahoma decreased tourism funding by 46%**, thus dramatically cutting the state's potential ROI
- To date, the cut in tourism marketing equates to a **loss of \$10 million** in state tax revenue and **\$7.5 million** in local taxes