OKLAHOMA TRAVEL PROMOTION

Jennifer Mullins

Director of Travel Promotion

Research

Arrivalist Visitation Dashboard

January 1st – May 31st, 2021

Visitation Dashboard

Destination: Oklahoma | Year: 2021 | Primary Destination: Primary | US Calibrated Data: TSFS | Arrivalist

Total Est. US Adult Trips: 23,434,765

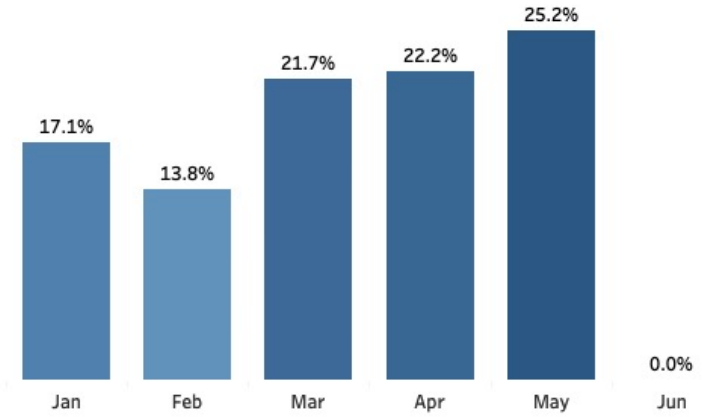
Average Nights: 0.8

Average Distance Traveled: 146.4 Miles

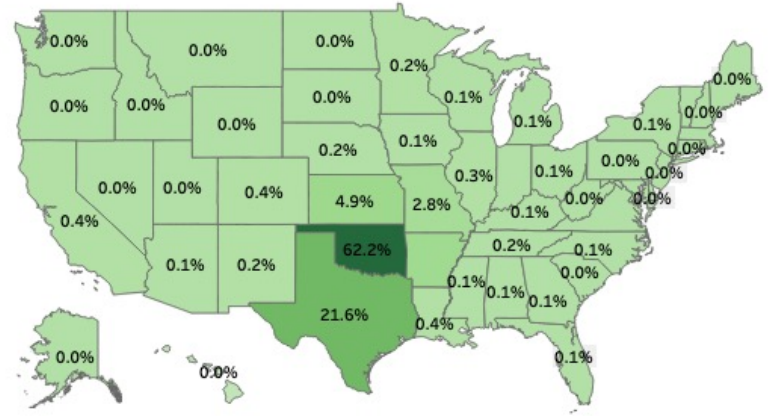
Top Origin Markets (DMAs)

DMA	Trips	Share of Trips	Average Nights
Oklahoma City	7,075,431	30.2%	0.6
Tulsa	4,570,254	19.5%	0.6
Dallas/Fort Worth	3,630,436	15.5%	0.9
Wichita Falls/Lawton	1,359,101	5.8%	0.5
Sherman-Tx/Ada-Ok	1,170,949	5.0%	0.5
Fort Smith/Fayetteville..	1,052,745	4.5%	0.6
Wichita/Hutchinson	718,692	3.1%	1.0
Amarillo	492,815	2.1%	1.0
Joplin/Pittsburg	429,151	1.8%	0.6
Springfield-Mo	337,618	1.4%	1.0
Shreveport	281,748	1.2%	1.0
Kansas City	229,442	1.0%	1.8

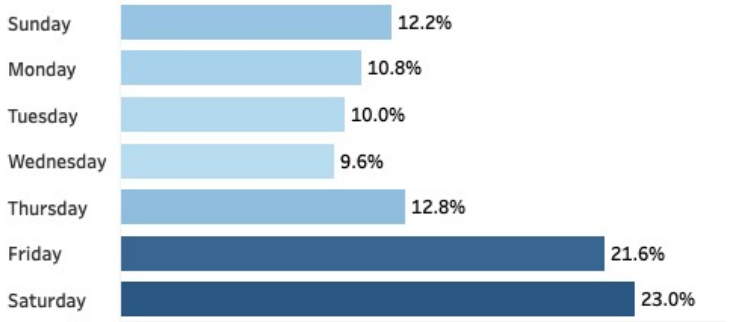
Trips by Month



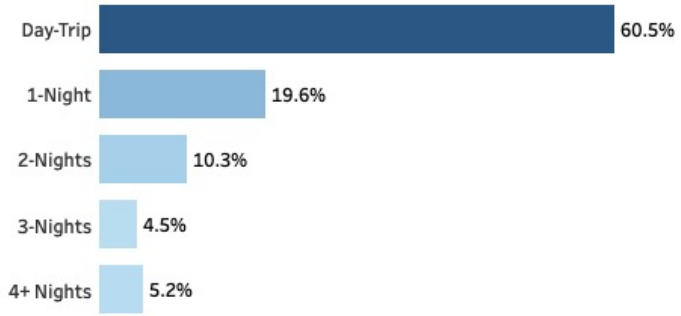
Top Origin States



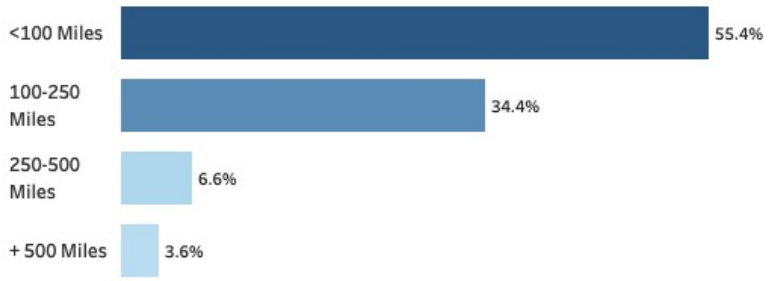
Trips by Day of Week



Trips by Length of Stay



Trips by Avg. Distance Traveled (Miles)



Arrivalist Daily Travel Index – 2021 vs 2019

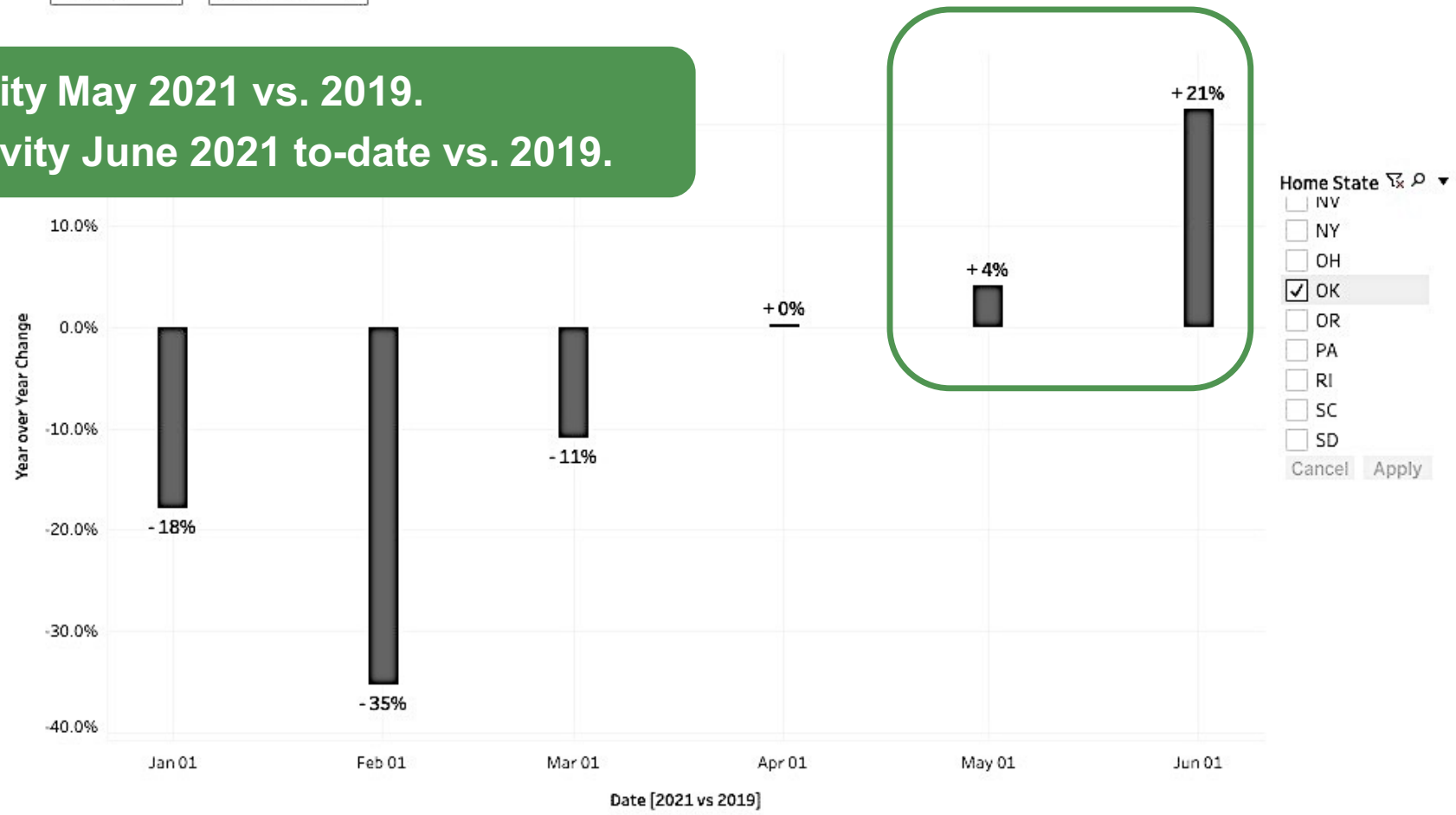
Daily Index YoY	Last 7 Days YoY	Last 30 Days YoY
+ 4.1%	+ 6.1%	+ 8.3%
Jun 06, Sunday	May 31 - Jun 06	May 08 - Jun 06

Show View: Monthly

Compare Period: 2021 vs 2019

4% growth in trip activity May 2021 vs. 2019.

21% growth in trip activity June 2021 to-date vs. 2019.



OKLAHOMA TRAVEL PROMOTION

Spring Campaign Performance 2021

Campaign Summary – #OKHereWeGO

May Metric Summary:

Budget: $820,000

Spent-to-Date: $648,542

Projected Lodging Revenue: $15,601,696

ROI: 23:1

- Flight Dates: March 15th – Jun. 30th
- Tactics Live in May:
  - OTT
  - TrueView
  - Programmatic Display
  - Discovery Display
  - Social Video
  - Social Click Ads
  - Spotify

- 609 Text-to-Win Entries (Spotify):
- 13,252 park visits attributed to campaign in May.
- Social sentiment overwhelmingly positive – 3.07% Social Engagement Rate.

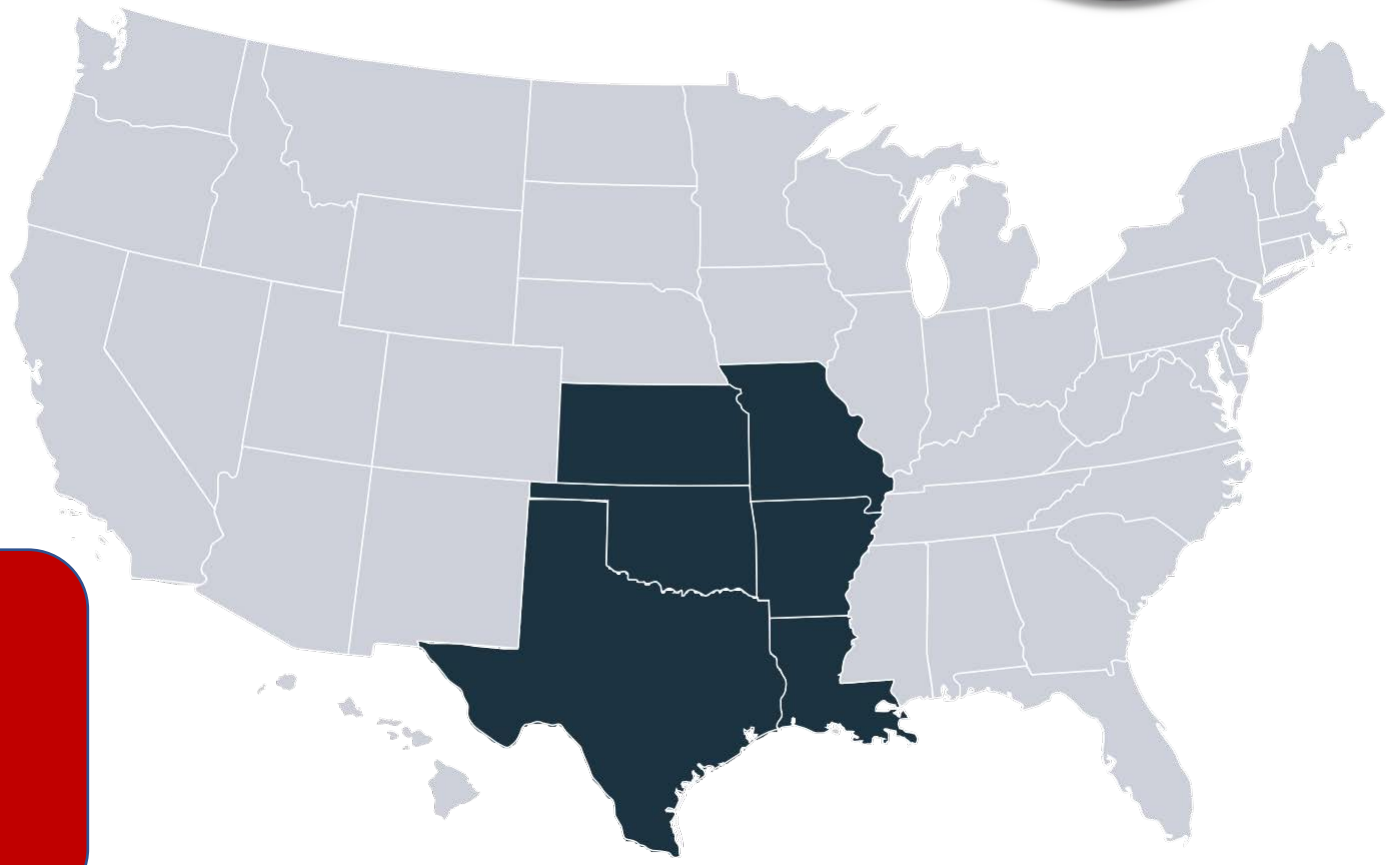
Targeting – #OKHereWeGO Spring Branding

States:

- Oklahoma
- Semi-national

DMAs:

- AR – Ft. Smith-Fayetteville
- AR – Little Rock
- KS - Topeka
- KS – Wichita
- LA – Monroe
- LA – Shreveport
- MO – Columbia
- MO – Joplin
- MO - Kansas City
- MO – Springfield
- TX – Abilene
- TX – Amarillo
- TX – DFW
- TX – Lubbock
- TX – Sherman
- TX – Tyler
- TX – Waco
- TX – Wichita Falls-Lawton



Fiscal Year Summary:

Spent-to-Date: $845,000

Projected Lodging Revenue: $35,169,492

ROI: 41:1

Campaign Summary – State Parks

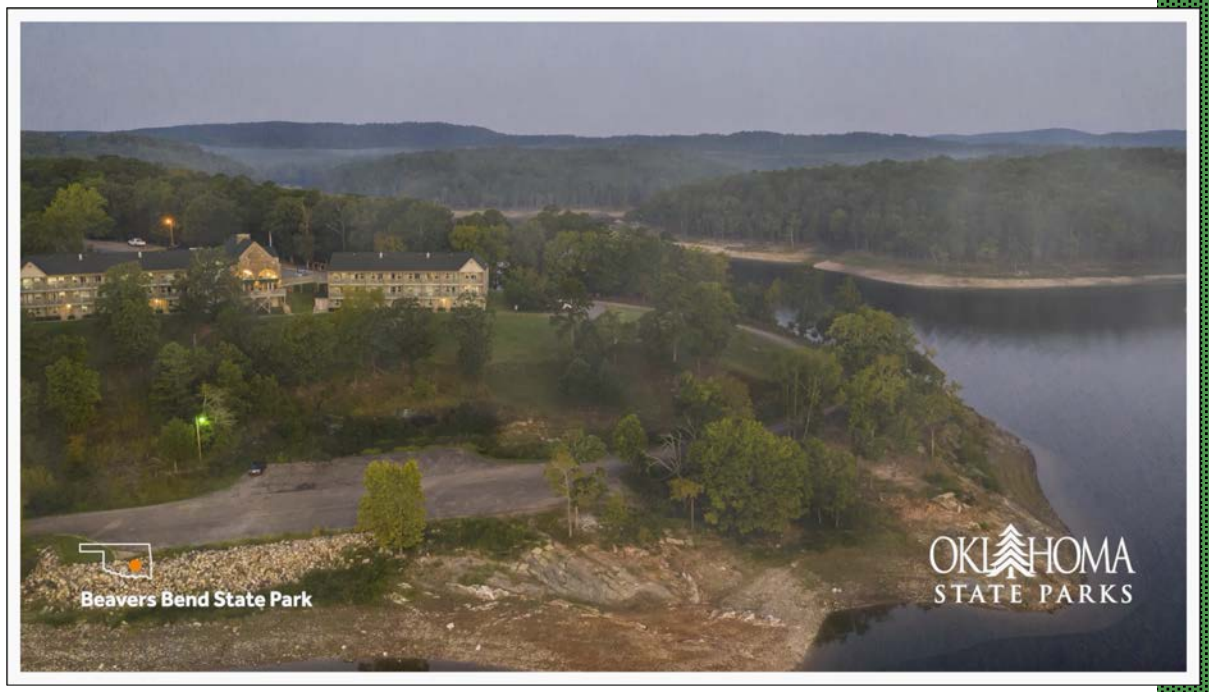
Campaign Spend: $565,007

Projected Lodging Revenue: $5,673,534

ROI: 9:1

- Flight Dates: March 15th – May 30th
- Tactics:
  - Programmatic Video
  - Programmatic Display
  - TrueView
  - Discovery Ads
  - Social Video
  - Website Click Ads
  - Carousels

- Campaigns extremely engaging (5.61%)
- Carousels (9.35% Eng. Rate) and WCAs (6.35% Eng. Rate) most engaging tactics on social.
- Over 280,000 users driven to TravelOK.com.



Campaign Summary – State Parks

State Park Lodging Revenue (June 3 – 16th)

OKLAHOMA STATE PARKS

Default Channel Grouping	Acquisition			Behavior			Conversions	Goal 10: State Park Booking Confirmation	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	State Park Booking Confirmation (Goal 10 Conversion Rate)	State Park Booking Confirmation (Goal 10 Completions)	State Park Booking Confirmation (Goal 10 Value)
	443,385 % of Total: 100.00% (443,385)	394,634 % of Total: 100.07% (394,347)	635,296 % of Total: 100.00% (635,296)	34.40% Avg for View: 34.40% (0.00%)	4.20 Avg for View: 4.20 (0.00%)	00:02:56 Avg for View: 00:02:56 (0.00%)	1.26% Avg for View: 1.26% (0.00%)	8,011 % of Total: 100.00% (8,011)	$720,220.00 % of Total: 100.00% ($720,220.00)
1. Organic Search	**209,551** (44.06%)	174,402 (44.19%)	283,131 (44.57%)	28.34%	3.87	00:02:51	0.40%	1,132 (14.13%)	$170,204.00 (23.63%)
2. Direct	**108,125** (22.73%)	98,621 (24.99%)	153,485 (24.16%)	28.37%	5.95	00:04:18	3.89%	5,977 (74.61%)	$422,463.00 (58.66%)
3. Paid Search	**55,311** (11.63%)	39,406 (9.99%)	76,385 (12.02%)	31.89%	4.25	00:02:40	0.49%	375 (4.68%)	$55,799.00 (7.75%)
4. Display	**55,011** (11.57%)	46,825 (11.87%)	62,478 (9.83%)	69.17%	2.12	00:00:59	<0.01%	3 (0.04%)	$368.00 (0.05%)
5. Social	**17,715** (3.72%)	15,073 (3.82%)	20,454 (3.22%)	43.85%	2.92	00:01:31	0.23%	47 (0.59%)	$5,944.00 (0.83%)
6. (Other)	**15,661** (3.29%)	11,897 (3.01%)	17,895 (2.82%)	72.74%	2.54	00:01:31	0.46%	82 (1.02%)	$18,391.00 (2.55%)
7. Referral	**12,002** (2.52%)	6,982 (1.77%)	16,715 (2.63%)	22.37%	4.90	00:03:32	2.36%	395 (4.93%)	$47,051.00 (6.53%)

Targeting – State Parks Campaign

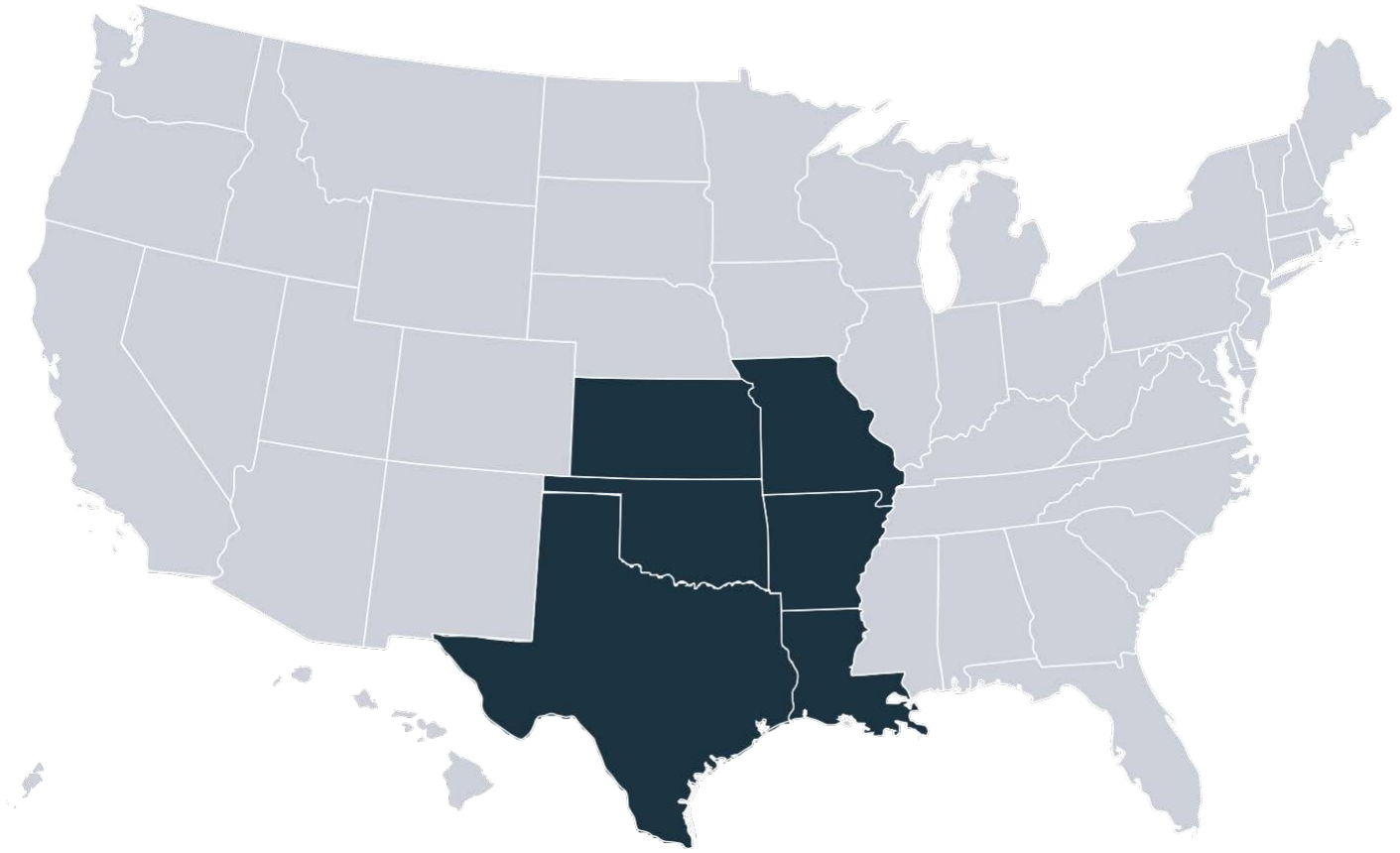
OKLAHOMA STATE PARKS

States:

- Oklahoma
- Semi-national

DMAs:

- AR – Ft. Smith-Fayetteville
- AR – Little Rock
- KS - Topeka
- KS – Wichita
- LA – Monroe
- LA – Shreveport
- MO – Columbia
- MO – Joplin
- MO - Kansas City
- MO – Springfield
- TX – Abilene
- TX – Amarillo
- TX – DFW
- TX – Lubbock
- TX – Sherman
- TX – Tyler
- TX – Waco
- TX – Wichita Falls-Lawton



Campaign Summary – Road Trip

May Metric Summary:

Budget: $32,000

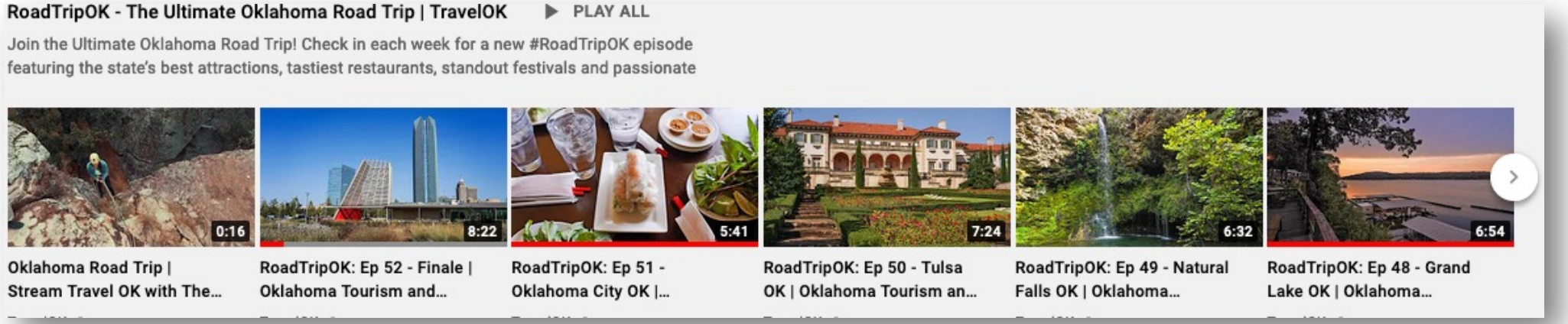
Spent-to-Date: $17,392

Projected Lodging Revenue: $2,025,784

ROI: 115:1

- Flight Dates: May 3rd- Jun. 27th
- Est. Audience Size: ≈12.8MM
  - Tactics: TrueView & Programmatic Video

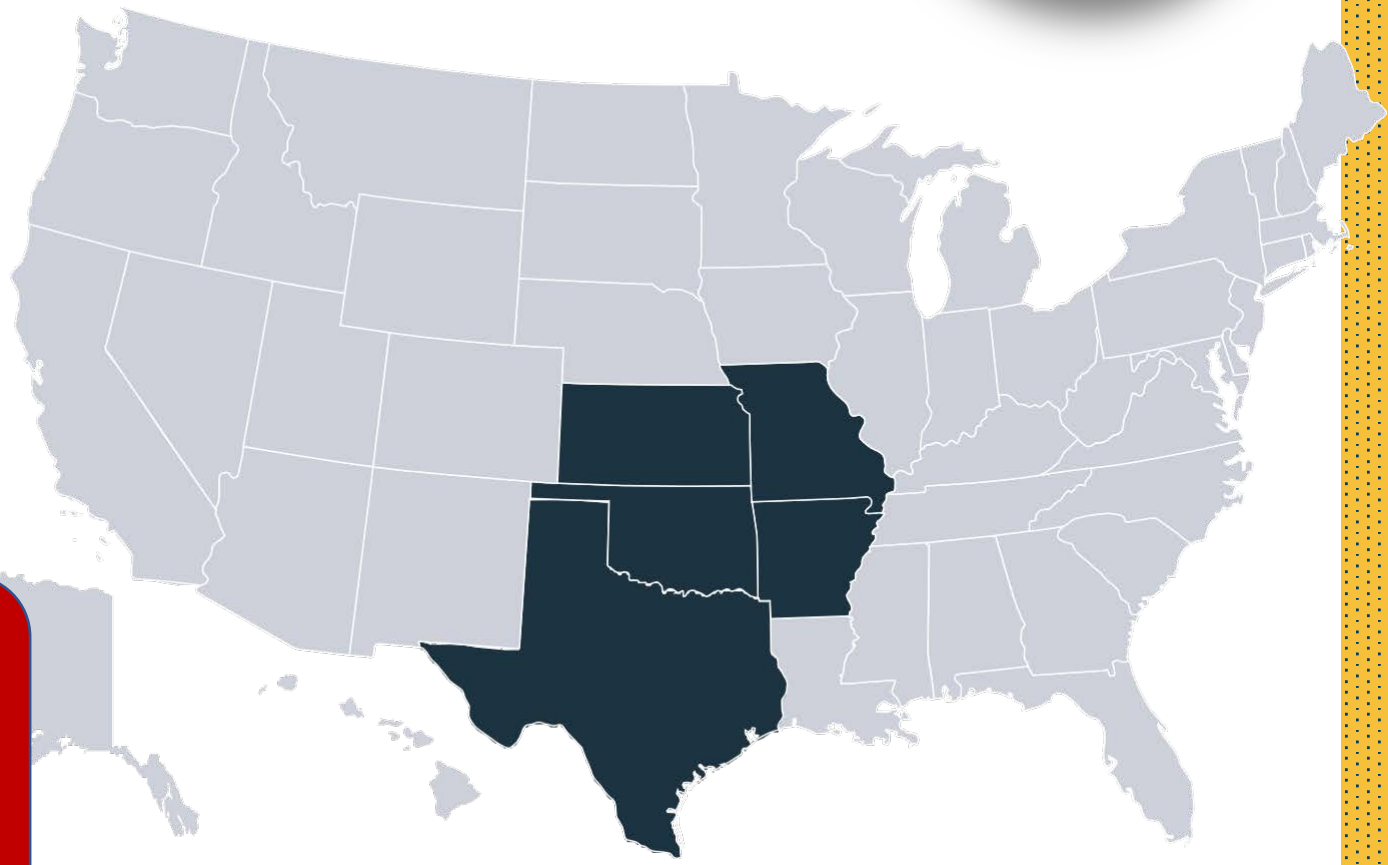
- Impressions: 11,091,586
- Views: 5,508,356
- Google Metrics:
  - Avg. CPV: $0.06
  - View Rate: 2.02%
  - **Earned Subscribers: 306**
  - Earned Views: 554
- Programmatic VCR: 86.90%



Targeting – Road Trip

States:

- Oklahoma
- Texas
- Arkansas
- Missouri
- Kansas



Fiscal Year Summary:

Spent-to-Date: $191,000

Projected Lodging Revenue: $11,712,619

ROI: 63:1

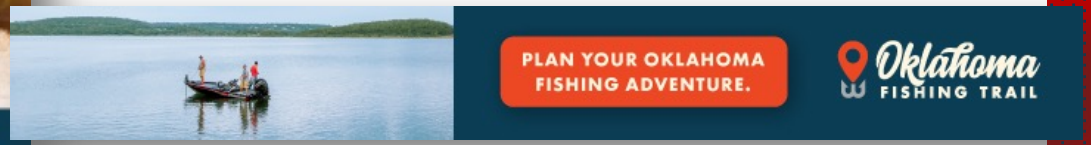
Campaign Summary – Fishing Trail

May Metric Summary:

- Budget: $125,000
- Spent-to-Date: $104,382
- Flight Dates: March 1st – June 20th
- **Projected Lodging Revenue: $7,637,606**
- **ROI: 72:1**

- Tactics:
  - Digital Video
  - TrueView
  - Social Video
  - Programmatic Display
  - Social Click Ads

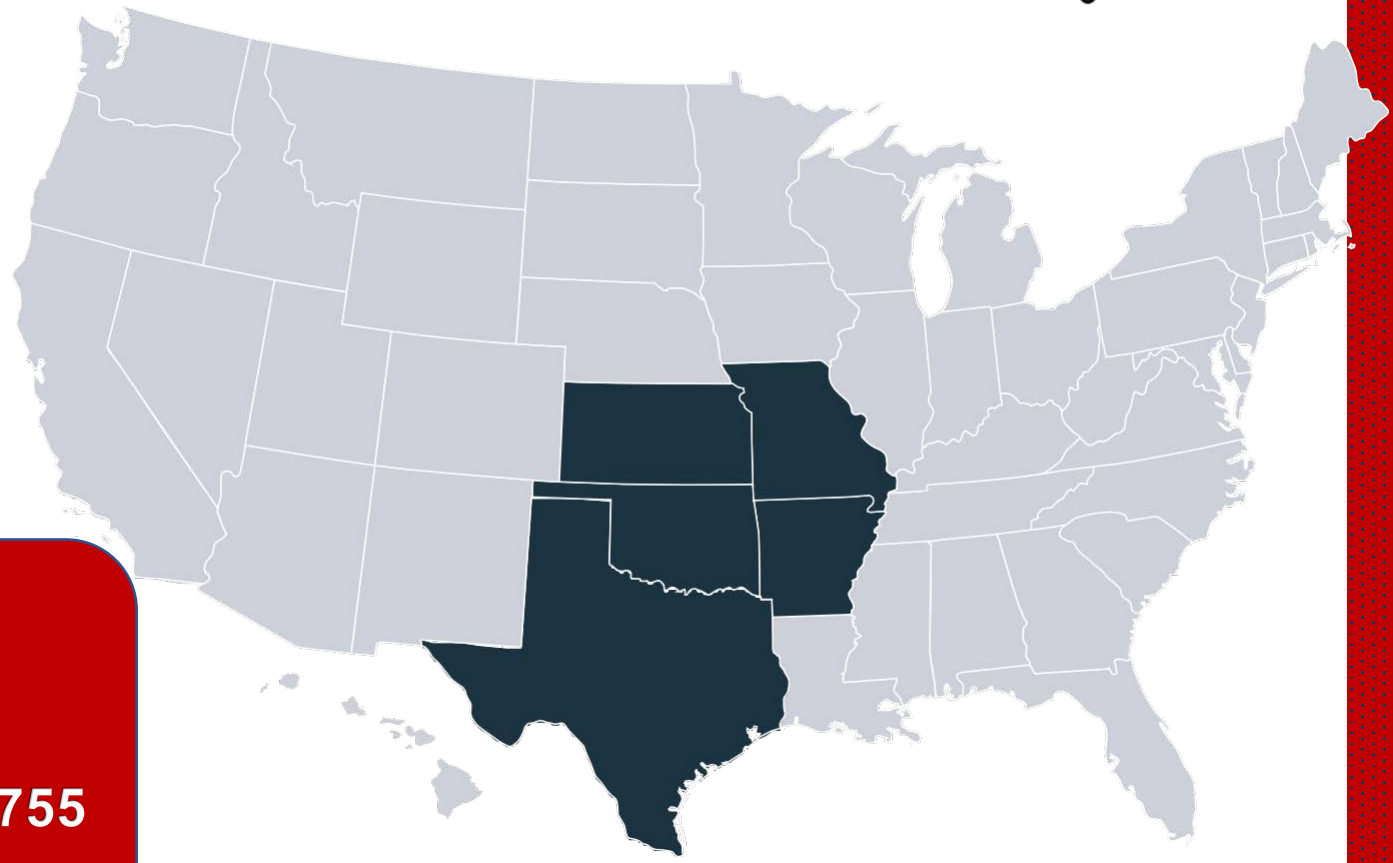
- Impressions: 5,811,786
- CTR: 0.28%
- Programmatic VCR: 87.92%
- Google View Rate: 25.88%
- Social Video Engagement Rate: 3.0%
- Social Click Ads Engagement Rate: 1.52%
- **Fishing Trail License Button Clicks: 320**
- **Estimated License Revenue: $8,000**



Targeting – Fishing Trail

States:

- Oklahoma
- Kansas
- Missouri
- Arkansas
- Texas



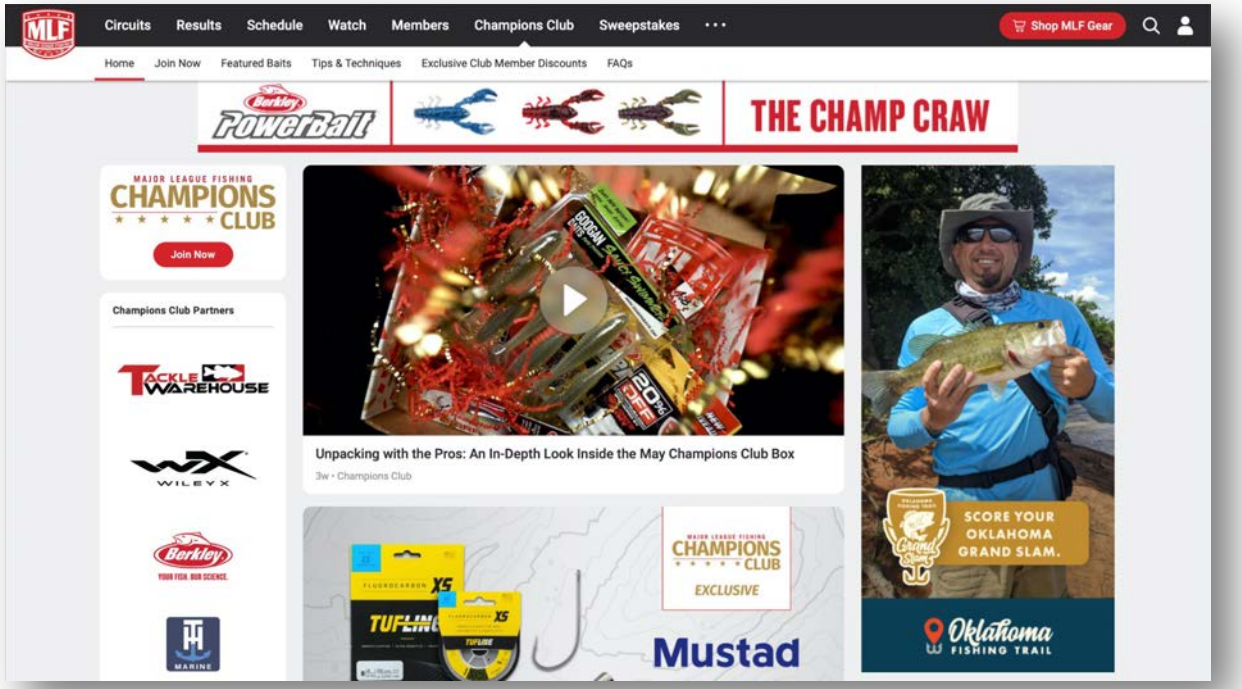
Fiscal Year Summary:

Spent-to-Date: $153,000

Projected Lodging Revenue: $17,140,755

ROI: 111:1

Fishing Trail Updates



Oklahoma Fishing Trail Anniversary Giveaway

Celebrate the one-year anniversary of the Oklahoma Fishing Trail by entering to win this special Anniversary Giveaway! One lucky winner will win an annual Oklahoma State Park Parking Pass, a guided fishing trip with Lt. Governor Matt Pinnell and Oklahoma Department of Wildlife Conservation Executive Director J.D. Strong, and Oklahoma Fishing Trail merchandise!

First Name
Last Name
Email Address
Like Us
Like 300K
TravelOK
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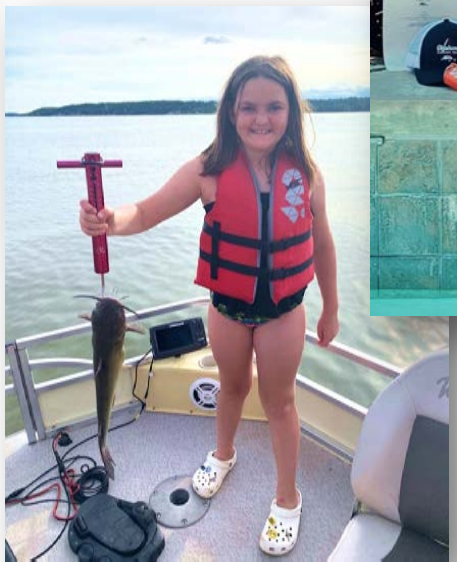
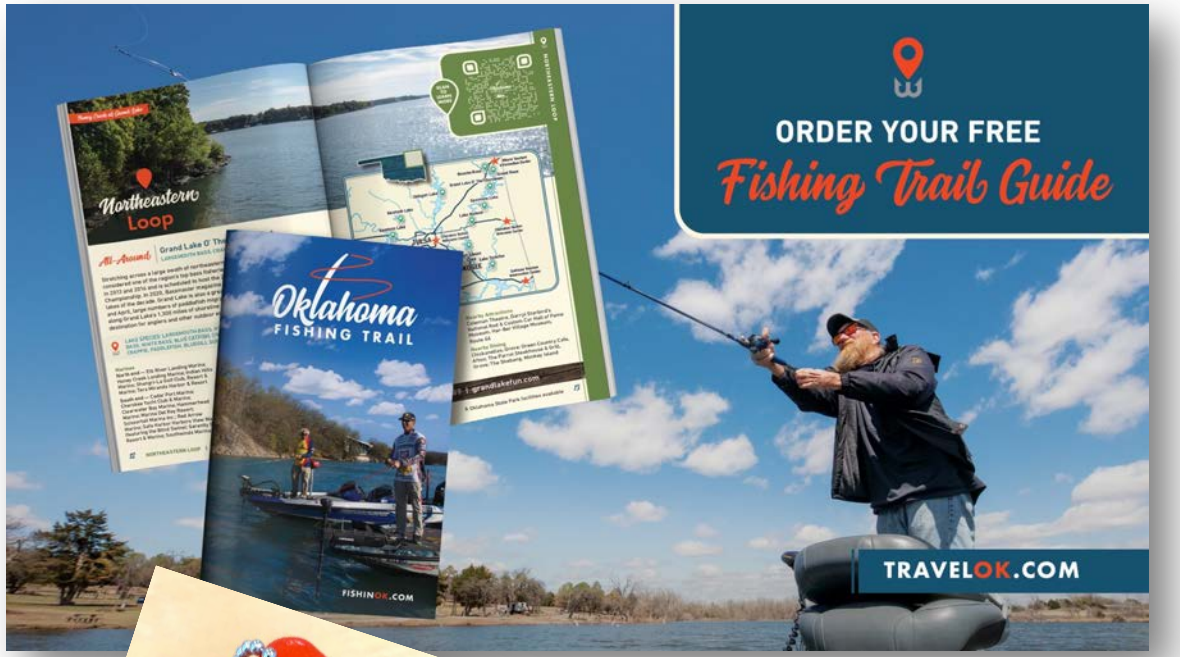
Receive More Info from Our Partners
Enter the Giveaway



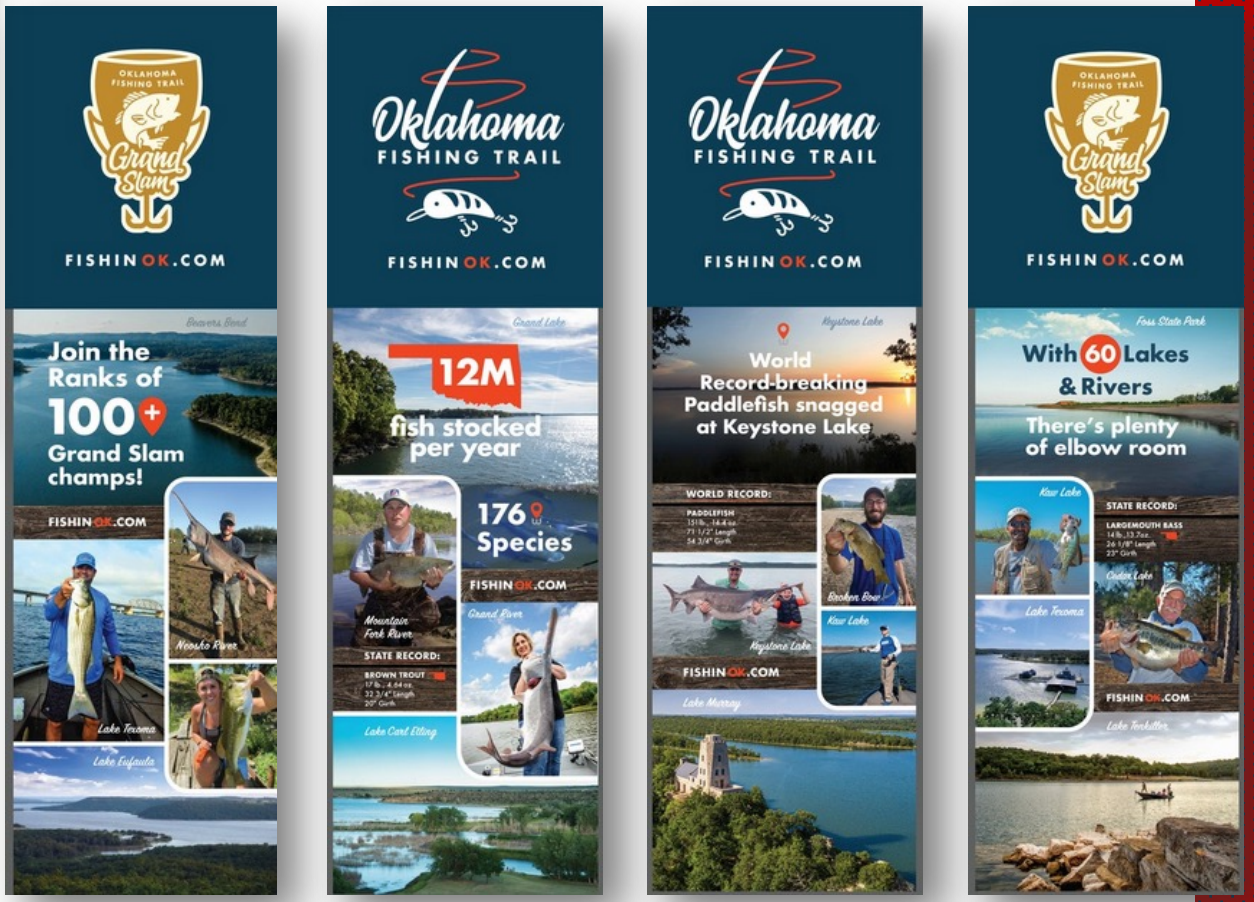
- 2nd Anniversary of the Fishing Trail
- 100th Grand Slam Winner - Peyton
- Major League Fishing Trade

Fishing Trail Updates



New Brochure

Bassmaster Shows



Targeting – Guides & Specialty Guides

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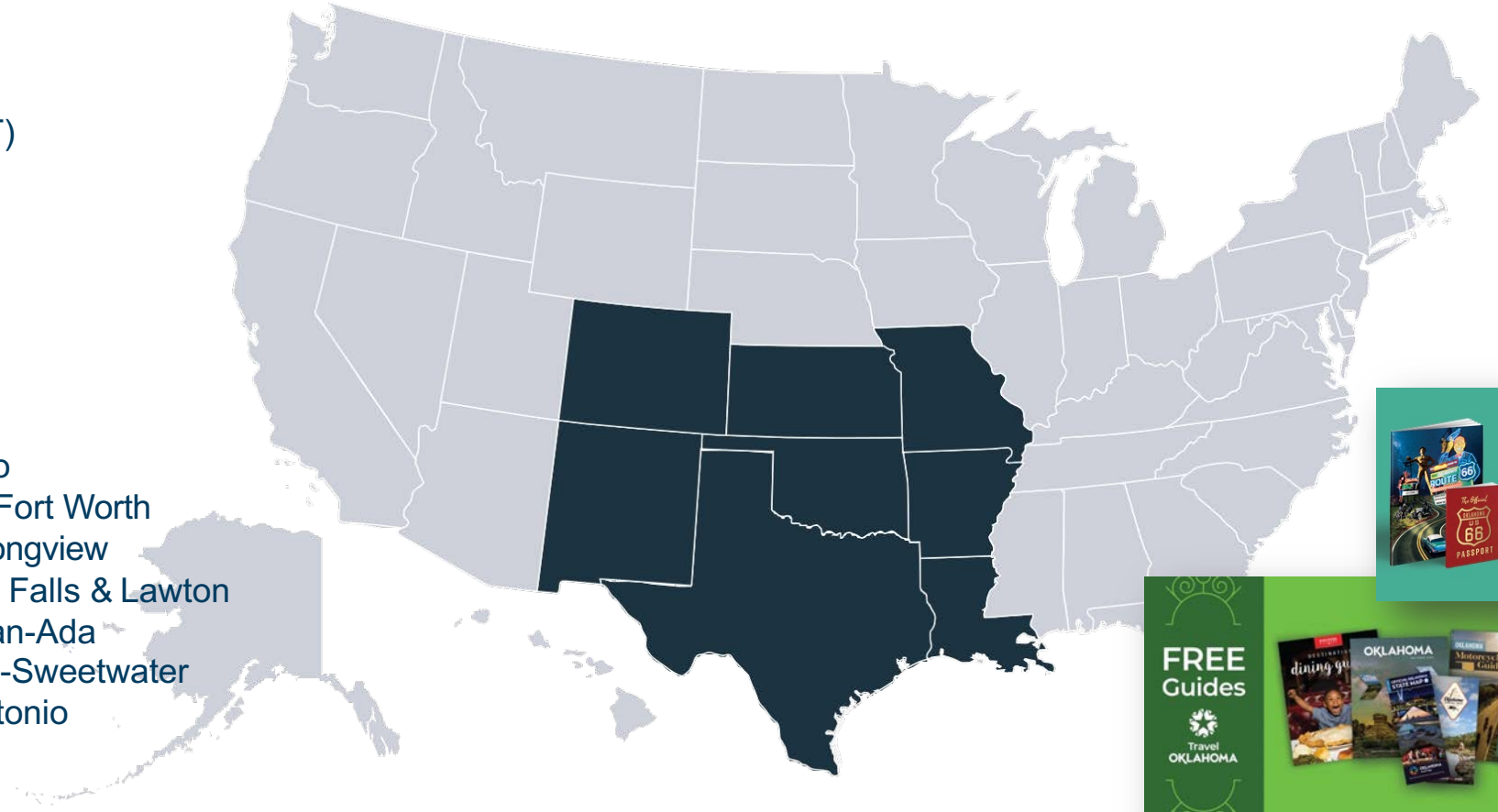
Jan 1st – May 31st

- **Adara Lodging Revenue: $20,900,022**
- **ROI: 86:1**

May Tactics:

- Social Video
- Website Click Ads (Incl. RT)
- Carousels
- Smart Display
- Discovery Display
- TrueView
- Programmatic Display



States:

- Arkansas
- Colorado
- Kansas
- Louisiana
- Missouri
- New Mexico
- Oklahoma

DMAs:

- Amarillo
- Dallas-Fort Worth
- Tyler-Longview
- Wichita Falls & Lawton
- Sherman-Ada
- Abilene-Sweetwater
- San Antonio

Targeting – Persona Campaigns

Flight Dates: Apr. 26th – June 20th

Spent-to-Date: $87,804

- **Adara Lodging Revenue: $10,819,957**
- **ROI: 123:1**

Tactics:

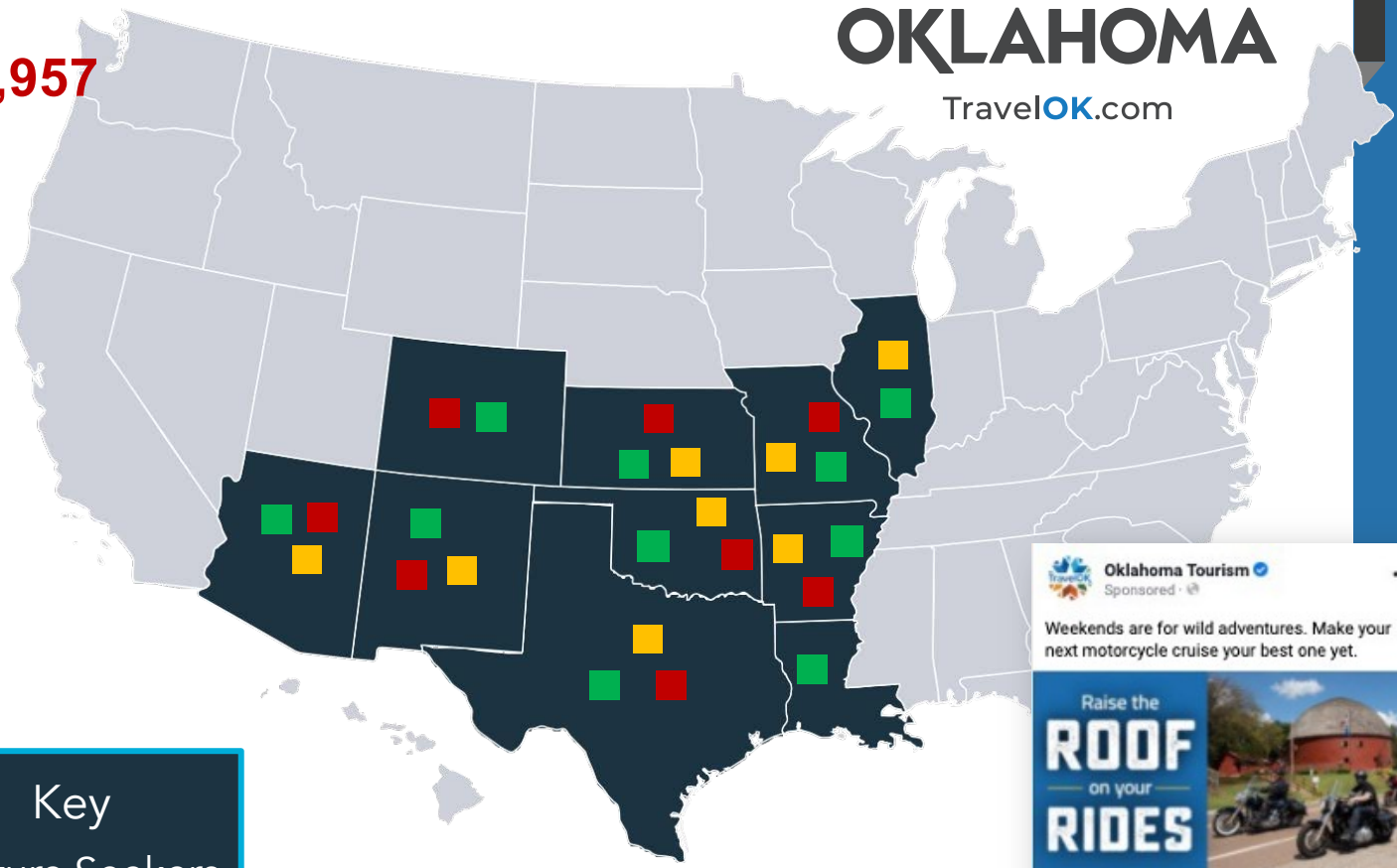
- Programmatic Video
- Programmatic Display
- Discovery Display
- Website Click Ads
- Social Video

States:

- Oklahoma
- Texas
- New Mexico
- Arizona
- Colorado
- Kansas
- Missouri
- Illinois
- Arkansas
- Louisiana

DMAs:

- TX – Amarillo
- TX – Dallas-Ft. Worth (Suburbs)
- TX – Wichita Falls



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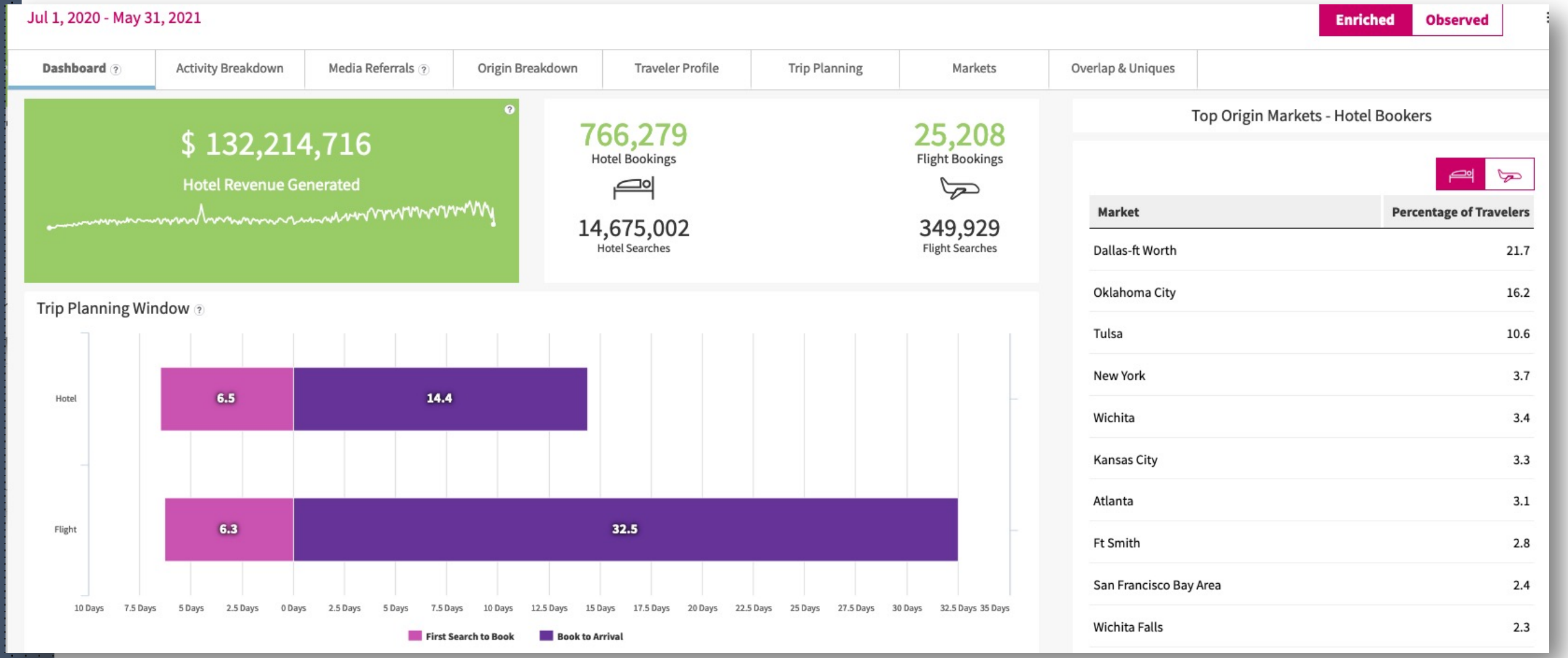
Total ADARA Hotel Revenue for 2020 Travel Promotion Digital

Digital Spend of $3,692,381 = $132,214,716 in Projected Hotel Revenue • ROI of 35:1



Market	Percentage of Travelers
Dallas-ft Worth	21.7
Oklahoma City	16.2
Tulsa	10.6
New York	3.7
Wichita	3.4
Kansas City	3.3
Atlanta	3.1
Ft Smith	2.8
San Francisco Bay Area	2.4
Wichita Falls	2.3

WHAT'S LIVE

1. Trip Planner App
2. State Parks App
3. Guides
4. Specialty Guides
    1. Motorcycle Guide
    2. LRTL Guide
    3. Fall Foliage (launching June 14)
    4. Fishing Trail Brochure (launching June 14)
5. Discover Oklahoma
6. RoadTripOK
7. #OKHereWeGO Spring Branding
8. Fishing Trail
9. Quartz Mountain Grand Reopening
10. Persona - Adventure Seekers
11. Persona - Motorcyclists

Travel OKLAHOMA

TravelOK.com Metrics - May

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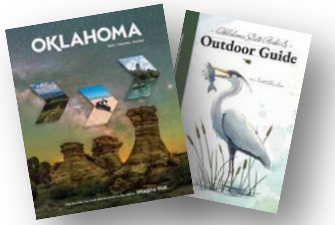
4,172,961
PAGE VIEWS ⬆21.8%

1,278,992
SESSIONS ⬆16.6%

893,519
USERS ⬆37%

103,159 ⬆102%
BROCHURES ORDERED



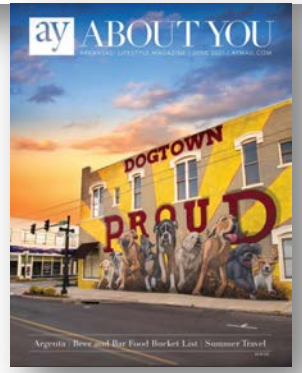
13,758 27%⬇
BROCHURE DOWNLOADS

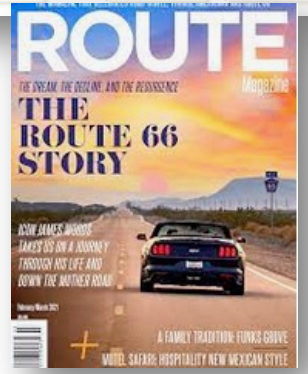
9,993
DOWNLOADS

5,009
DOWNLOADS

TravelOK Spring Print

Travel OKLAHOMA
TravelOK.com





TravelOK - Video Content

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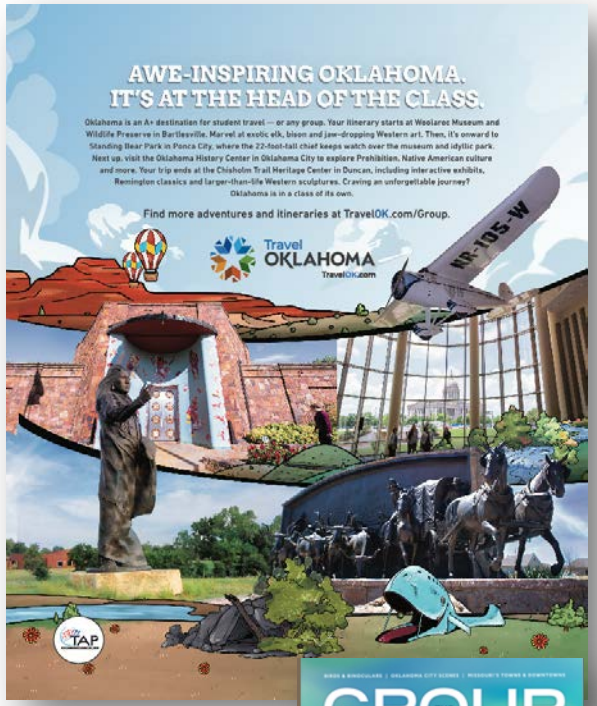
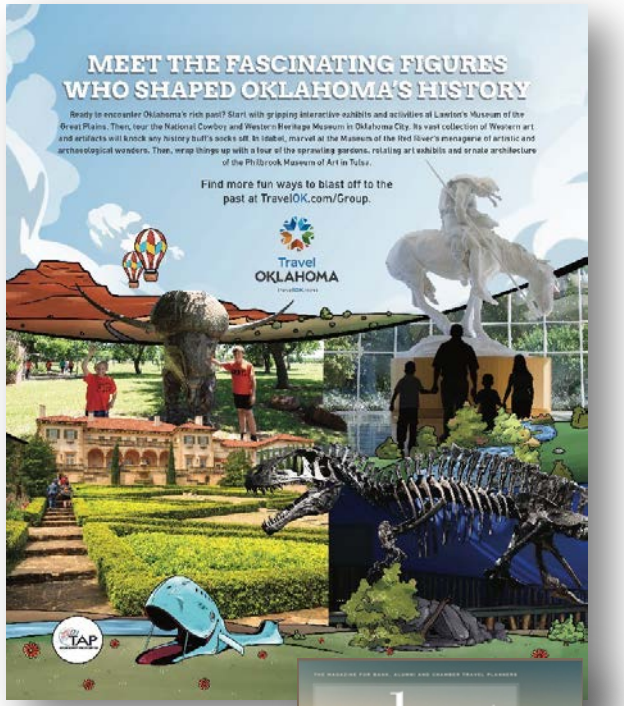
TravelOK.com

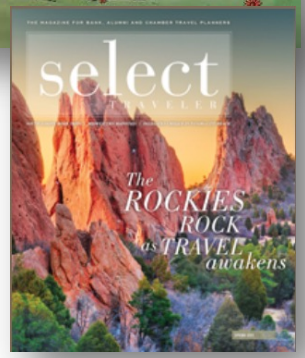
Oklahoma!
TRAVELOK.COM
COME SEE FOR YOURSELF!

Group Travel Spring Print

OKLAHOMA CONSUMER AND TRADE MARKETING







OKLAHOMA CONSUMER AND TRADE MARKETING

BROCHURES | NEWSLETTERS

SHOP TRAVELOK | THINGS TO DO | CITIES & REGIONS | PLACES TO STAY | Travel OKLAHOMA | FESTIVALS & EVENTS | STATE PARKS | DINING

ITINERARY TOOLKITS

Need some help planning your next group tour through Oklahoma? If your group is interested in Oklahoma's Western heritage, vibrant American Indian culture, authentic Route 66 characters or anything in between, the toolkits below can help you plan your Oklahoma adventure. You'll find sample itineraries with suggested timing, escort notes and PowerPoint presentations with photos. Click below to download these

neraries.

- ✓ Select a Toolkit
- Bass Reeves
- Belle Starr Lodge at Robbers Cave
- Chisholm Trail
- Cowboys, Indians, and Oil Barons
- Gardens Galore
- Lake Murray Lodge
- Lakeview Lodge
- Oklahoma City
- Oklahoma City to the Extreme
- Oklahoma's Route 66
- Rhythm and Routes
- Roman Nose State Park
- Sequoyah State Park
- Southwest Military Loop
- Tulsa Treasures

SELECT A TOOLKIT

CLICK HERE TRIP PLANNER

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TOOLKITS

OKLAHOMA CITY TO THE EXTREME

OKLAHOMA CITY TO THE EXTREME

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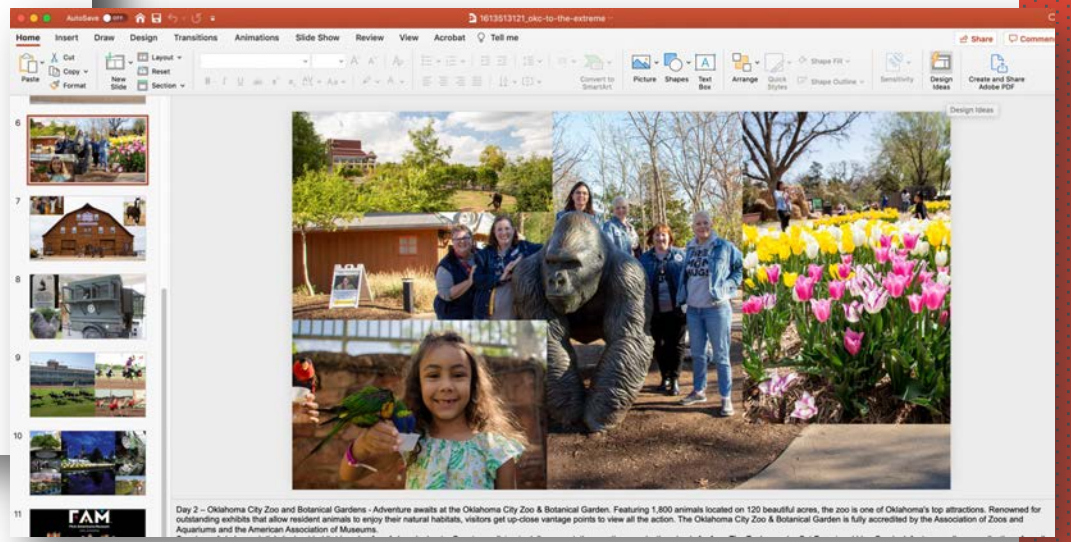
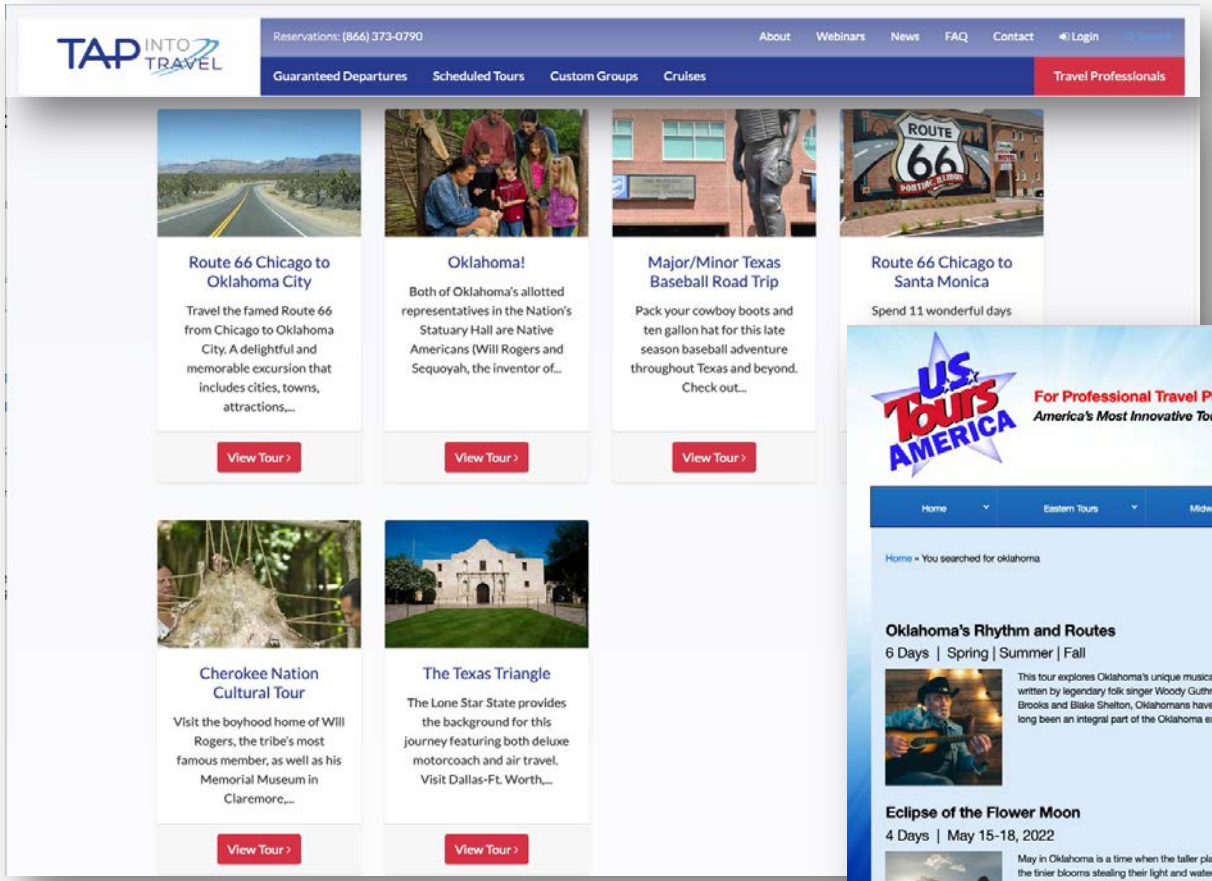
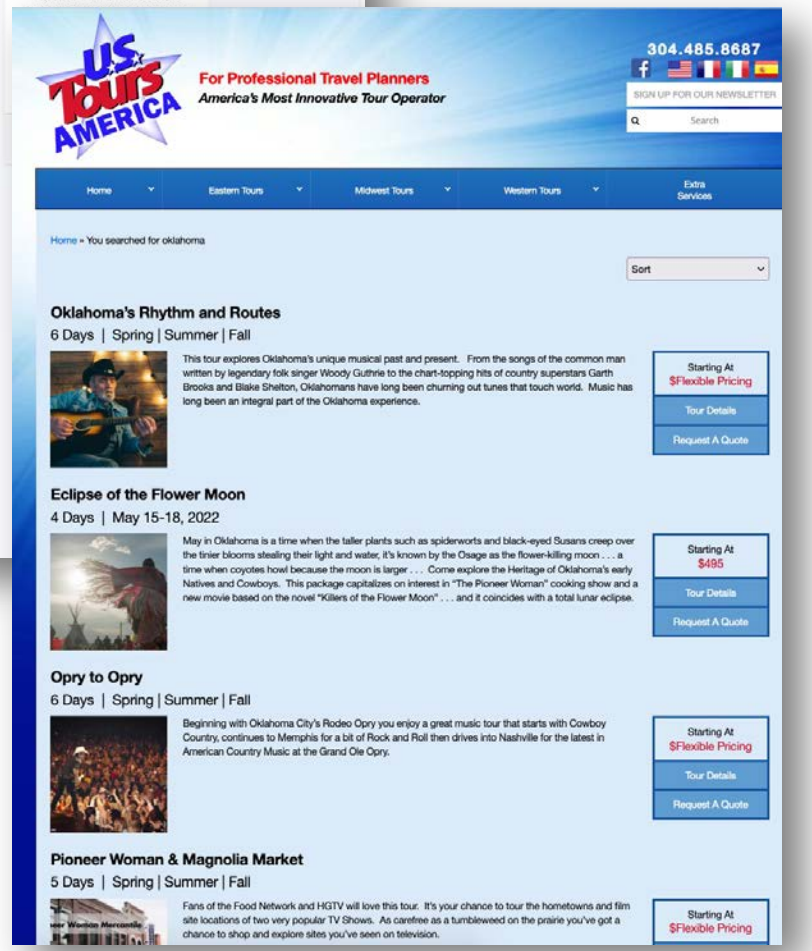
DOWNLOAD ESCORT NOTES

DOWNLOAD POWER POINT







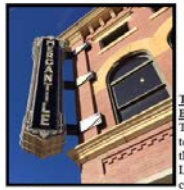
OKLAHOMA CONSUMER AND TRADE MARKETING

Cowboys and Legends

Northeast Oklahoma

September 21 - 25, 2021

(5 days - 4 nights)



Tuesday, Sep 21 **Bartlesville, OK**

Today we begin our trek to Northeast Oklahoma, the land of Cowboys and Legends. Known for its cowboy culture, Oklahoma became the 46th state to enter the union on November 16, 1907; a mere 18 years after the infamous Land Run of 1889. The Land Run began after President Harrison proclaimed the two-million-acre region open for settlement. Some eager settlers entered the region and hid out until the legal time of entry in hopes of beating others to choice homesteads. These people came to be known as "sooners." By evening we settle into our hotel in Bartlesville, OK to learn more about the Cowboys and Legends who claim Oklahoma as their home.

Wednesday, Sep 22 **Bartlesville, OK**

After our breakfast at the hotel, we will make our way to celebrate "Oklahoma's Favorite Son," Will Rogers. Claremore is home to the Will Rogers Memorial Museum which houses memorabilia, photographs, and manuscripts pertaining to Rogers' life. We depart the museum and travel a mere 15 miles to Oologah, OK where we will visit the Will Rogers Birthplace Ranch and enjoy a catered lunch before making our way back to Bartlesville. Bartlesville is home to a legend of their own, Frank Phillips, founder of a petroleum company known as Phillips 66. To learn more about his determination and dream, we will visit the Phillips Petroleum Company Museum. Tonight we dine at Copper Restaurant at the 19-story Price Tower. Imaginatively conceived and elegantly constructed, it is the only fully realized skyscraper designed by Frank Lloyd Wright.

Thursday, Sep 23 **Oklahoma City**

We begin our day with a city tour of Bartlesville with a stop at Nellie Johnstone No. 1 - the first commercially productive oil well in Oklahoma, opening an era of oil exploration and development in Oklahoma. Next up is Frank Phillips's beloved playground. - Woolaroc. Derived from the words **woods, lakes & rock**, Woolaroc is the 3,700 acre ranch founded by Frank Phillips in 1925. Today the ranch is home to a wildlife preserve with more than 30 varieties of native and exotic animals. The museum presents one of the most unique collections of Western art and artifacts and most complete collections of Colt firearms. We now make our way to Pawhuska, OK. Made famous thanks to a present day legend, Food Network's Pioneer Woman, Ree Drummond. Pawhuska has become a "must see" stop on anyone's trip through Oklahoma. You will have the opportunity to shop at her famous Mercantile, grab some ice cream at nearby, Charlie's Sweet Shop, browse along Kihekah street at various shops or even visit the Ben Johnson Cowboy Museum (small fee for admission) while exploring this quaint town of 3500. With our shopping bags filled, we venture on to the state capital, Oklahoma City. Here we will stay for the next two nights.

Friday, Sep 24 **Oklahoma City**

First stop will be at the National Cowboy and Western Heritage Museum in Oklahoma City. With more than 28,000 Western and American Indian artifacts, the facility has the world's most extensive collection of American rodeo photographs, saddlery and early rodeo trophies. Located in Historic Stockyard City, we will enjoy lunch at the premier Cattlemen's Steakhouse where hungry cowboys, ranchers, movie stars, rodeo greats, politicians

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Questions?