



Executive Summary

Commission Report June 2018

Travel Promotion Admin

- Finalizing creative for the new Rt. 66 brochure and the 2018 Discover Oklahoma Dining Guide.
- Presented the closing keynote presentation, "Using Data to Track Marketing Effectiveness & Economic Impact" at the OTIA Tourism Conference.
- Finalized creative for the new OTRD website.
- Interviewing for Director of Advertising Sales and Executive Secretary positions.

Consumer and Trade Marketing

- Attended the Northwest Arkansas Home & Outdoor Living Show in Rogers, Arkansas April 27-29, 2018
- Attended the Houston Ultimate Women's Expo May 5-6, 2018
- Finalized the 2019 Oklahoma Exhibition Consumer Show Cooperative program information and application. Sent to all potential partners for their response.
- Conducted Road Shows at OSU-OKC, Fort Sill/Lawton and Eastgate Metroplex in Tulsa.
- Attended Spotlight on the Southwest Conference and Missouri Bank Travel Conferences in Group Travel Trade.
- Attended the Oklahoma Lakes & Country Association and Oklahoma Conference on Tourism meetings to keep groups up to date on Travel Development programs and network on new opportunities.

TRIP/TravelOK.com

- 43,554 brochures were processed in April; this is a 4.4% increase from April 2017.
- TravelOK.com ranked #1 among other state tourism sites in page views with an average of 2.86 pages per visit.
- Quantcast.com released their May figures and TravelOK.com ranked #3 among state tourism department websites for total visitors.
- The program had 76 fulfillment partners for the month, which is an increase over May 2017.
- May Music Trail Inductee-John Moreland

Tourism Information Center

- Combined YTD gift shop revenue stands at \$358,546.14, an increase of 20.50% compared to the same period last year.
- The Capitol Center generated the most revenue bringing in \$16,225.23; an amazing 153% increase compared to April 2017 revenue.

- YTD visitor numbers stands at 1,562,713, an increase of 24.18% compared to the same period last year. All but one of the nine reporting centers are in positive territory for the year as far as attendance is concerned.
- The Capitol center conducted 91 tours with 1714 tour participant. A nice increase compared to April. Tour participants was up 137%.

Discover Oklahoma

- Aired six new shows with 33 new stories during the months of April and May.
- Started contract negotiations with Oklahoma Agritourism for renewal of segment sponsorship for FY19.
- Worked with Programming Director at KFOR for an additional showing of Discover Oklahoma on 6/2/2018 at no additional cost to the agency.
- Coordinated shoots at three Oklahoma State Parks for KTUL Channel 8 of Tulsa “State Parks Treasures”- road trip series that aired in May.
- 27 new stories were shot during the April/May time period.

Oklahoma Today

- The July/August issue went to press with a cover story of “Ledger Art-Native Artists transform ordinary materials into treasures”
- Ok Today grew their Facebook likes to 41,164 while increasing their daily reach to 198,300

Travel Promotions Sales Team

- Completed spring guide campaign for 2018 Dining Guide and 2018 Route 66 Guide. Partners responded well to campaign and both will go to print in late June early July.
- Began a new campaign for Discover Oklahoma that brought in three new partners and two former partners for campaigns that run 5 to 13 weeks on the program.
- Launched 2019 sales effort for the 2019 guides with responses back from seven partners.

Detailed Report

Travel Promotions Administration

- Working with creative team to develop the 2019 Travel and Outdoor Guides concepts.
- Finalizing creative for the new Rt. 66 brochure and the 2018 Discover Oklahoma Dining Guide.
- Presented the closing keynote presentation, “Using Data to Track Marketing Effectiveness & Economic Impact” at the OTIA Tourism Conference.
- Presented ways to promote and improve tourism in Greer County to the Greer County Chamber and tourism partners.
- Finalized creative for the new OTRD website.
- Worked with Admin to prepare Travel Promotion budgets for FY19.
- Interviewing for Director of Advertising Sales and Executive Secretary positions.

Consumer and Trade Marketing

Oklahoma Exhibition Program

Northwest Arkansas Home & Outdoor Living Show, April 27-29, 2018 – Rogers, AR

Cooperative program included a table co-op in Oklahoma Pavilion or brochure co-op.

Partners included Chickasaw Country, Grand Lake Association, Poteau Chamber of Commerce/Balloon Festival, Visit Norman, Visit Shawnee.

Estimated Attendance: 3,000 (official number not release at this time)

Approximate Brochures Distributed: 1,050

Houston Ultimate Women's Expo, May 5-6, 2018, Houston, TX

Co-op program had five participating partners who manned a table in a 10x20 Oklahoma exhibit area or partnered in a brochure co-op.

Table Partners: Ponca City Tourism, Choctaw Nation, Durant Area Chamber of Commerce

Brochure Partners: Visit Shawnee, Tour Sapulpa / Chamber of Commerce

Attendance: 16,627

Approximate Brochures Distributed: 2,520

Finalized FY 2019 Oklahoma Exhibition Consumer Show Cooperative program information and application and sent to potential partners in Oklahoma's travel industry, as well as completed Out-of-State Travel Justifications. Last year, OTRD had 29 partners in the Oklahoma Exhibition program, participating in 139 co-ops, generating \$67,465.

Prepared exhibit needs for upcoming IPW.

Began securing booth space for FY 2019 Oklahoma Exhibition shows.

Oklahoma Road Shows

OSU-OKC Road Show; was held on April 16. Travel Development had 21 tourism partners from all over the state attend. Attendance was 150-200, which was lower than anticipated despite many emails and flyers to students and staff. This was the first time a Road Show was held at the Oklahoma City campus.

Fort Sill Annual Spouse-a-Palooza; Travel Development held a Road Show in conjunction with their spouse event. 400 military spouses came to the event and most of them came through the tourism section. The department gave away over 1,000 pieces of literature including: Travel Guides, Outdoor Guides, Route 66, Dining Guides, Rhythm and Routes, and Visit Norman.

Eastgate Metroplex Corporate Road Show in Tulsa on May 10, 2018. 15 tourism partners, plus all 5 OTRD divisions, exhibited at the Road Show.

Estimated Attendance: 600 employees

Approximate Brochures Distributed: 1500

Community Visits

April 18-19 - The Consumer Trade Marketing team along with Lori Duckworth (photographer) and Hayley McGhee (copywriter) traveled the eastern part of Route 66. Stops included: Heart of Route 66 Auto Museum, National Rod and Custom Car Hall, Afton Station, Dairy King, Historic Route 66 Allen's Conoco Fillin' Station, Quapaw Tribal Center, The Nut House, The Blue Whale, Golden Driller, Cyrus Avery Plaza, Boston Avenue Church, Cave House, Ike's Chili, and Rock Café.

April 24-25 - While at Fort Sill for the Spouse event we added stops in communities and attractions. We visited Geronimo's and Quanah Parker's graves, The Field Artillery Museum, Fort Sill Historic Site and Museum, Comanche Nation Cultural Center and Museum, Great Plains Museum, and The Chisholm Trail Heritage Museum in Duncan. Lori Duckworth (photographer) came to take photographs.

Group Travel Trade

Spotlight on the Southwest Conference: April 7 – 9 – Tucson, AZ

Attended the Spotlight on the Southwest Conference. This was a new show for OTRD and engages travel professionals from across the US. Oklahoma was able to meet with all travel planners and participate in a roundtable workshop planning an itinerary to Oklahoma. The itinerary was then presented to all attendees and will be emailed to Spotlight on the Southwest database.

Partners attending included: Oklahoma City Convention and Visitors Bureau.

Missouri Bank Travel Conference: April 23 – 26 – Branson, MO

Attended the Missouri Bank Travel Exchange. OTRD participated in eight formal appointments with decision makers for bank affinity clubs. The majority of appointments had visited Oklahoma in the past and were planning tours back to the state over the next two years.

Partners attending included: Oklahoma City Convention and Visitors Bureau, Ponca City Tourism, Be Native Tours/Chickasaw Nation, Cherokee Nation, and Visit Claremore.

Meetings

Oklahoma Lakes & Country Association, May 14, 2018, Oklahoma City

Attended OLCA Quarterly Meeting and reviewed consumer and group co-op programs and upcoming Road Shows.

Oklahoma Conference on Tourism, May 15, 2018, Oklahoma City

Attendee and exhibitor at the Oklahoma Conference on Tourism held at the Meinders School of Business at Oklahoma City University.

Training

Safety Training – Emergency Action, April 3.

Travel Trade

Finalized FY 2019 Group Travel Trade Program and sent to potential partners in Oklahoma's travel industry. This partnership offers different promotional opportunities including recognition at several group shows. Last year OTRD had 21 partners in the program, generating \$15,750.

Finalized FY 2019 ABA Marketplace Partnership Program, offering the opportunity to network in Oklahoma's booth at American Bus Association's annual marketplace. Information and application sent to potential partners in Oklahoma's travel industry. Last year OTRD had 13 partners in the program, generating \$10,500.

Created new Travel Trade program for FY 2019: Travel Professional Resource Guide Direct Mail Program. Direct Mailing to travel trade professionals offer benefits to partners interested in developing/promoting the group market by inclusion in booklet of profile sheets and itineraries. Released to potential partners in Oklahoma's travel industry. Last year OTRD had 14 partners and generated \$14,000.

Agreements

OSU-OKC Road Show

Remington Park

Visit Tulsa

Medicine Park Aquarium

Water Zoo Indoor Water Park

Fort Sill

Visit Norman

Water Zoo Indoor Water Park

Eastgate

McAlester

Ponca City

Cherokee Nation

Chickasaw Country

Green Country

Water Zoo Indoor Water Park

Red Carpet Country

Guthrie

Pike Pass

Osage County Tourism

Postoak Lodge

Visit Norman

Visit Stillwater

Great Plains Country

Sapulpa Chamber of Commerce

Boeing Road Show

Visit Tulsa

Visit Enid

Oklahoma City Civic Center Foundation

Chisholm Trail Heritage Center

Oklahoma History Center

Mickey Mantle's Steakhouse

Visit Norman

PikePass

Water Zoo

National Cowboy and Western Heritage Museum

Thomas P. Stafford Air and Space Museum

Traveler Response Information Program (TRIP)

Brochure Fulfillment & Customer Service Program

April Brochure

- 43,554 brochures were processed in April; this is a 4.4% increase from April 2017.

- Total brochure fulfillment program revenue collected in April was \$24,173.71, a 36.7% increase over April 2017.
- There were 77 active fulfillment partners by the end of April; an 8.4% increase over April 2017.
- 25 individuals/organizations requested bulk brochure orders during the month of April/May.
- YTD deposits through April reached \$151,749.79 with \$15,743.47 in receivables still outstanding.

Fulfillment information for April

- Info@TravelOK.com responses: 162
- IVR Call-Backs 72
- Web Orders: 4,602
- Bulk Orders: 25
- International Orders: 63
- Magazine Orders: 251
- Letters: 53

May Brochure

- Completed 45, 684 brochure request for the month.
- Deposited \$18,245.15 in revenue for the month.
- The program had 76 fulfillment partners for the month, which is an increase over May 2017.
- YTD deposits through May reached \$169,994.94 with \$13,498.70 in outstanding receivables.

Fulfillment information for May

- Info@TravelOK.com responses: 205
- IVR Call-Backs: 50
- Web Orders: 4,910
- Bulk Orders: 37
- International Orders: 53
- Magazine Orders: 652
- Letters: 23

TravelOK.com and Digital Marketing Team

- Quantcast.com released their May figures and TravelOK.com ranked #3 among state tourism department websites for total visitors.
- TravelOK.com ranked #1 among other state tourism sites in page views with an average of 2.86 pages per visit.

Adobe Omniture Report for April/May

- Total Visitor Sessions: 417,836/725,908
- Total Unique Visitors: 321,279/543,064
- Total Page Views: 1,320,578/2,074,008
- Average Sessions per Day: 13,928/23,416
- Average Length of Session: 6.37/6.14
- Average Page Views per Session: 3.16/2.86

Google Analytics April/May

- Total Visitor Sessions: 432,569/756,283
- Total Unique Visitors: 320,334/534,717
- Total Page Views: 1,314,596/2,071,801
- Average Sessions per Day: 14,419/24,396
- Average Length of Session: 2.37/2.15
- Average Page Views per Session: 3.04/2.74

Digital Content Team & Social Media

Social media giveaways during April/May

Site Contest:

“Win a Relaxing Winery Weekend”

Two-night stay at Woods & Waters Winery guesthouse / \$100 dining certificate / winery tour with tasting glasses

Entries: 10,716

Winner: Adrienne Blalack / Owasso, OK

“Win a Rustic Ranch Retreat”

Two-night stay at Meadowlake Ranch/“Dude for a Day” activities package

Entries: 10,052

Winner: Solange Lampert/Tulsa, OK

Facebook Woobox Contests

“Great Plains Country Giveaway” (3/14/18 – 4/11/18)

Goody bag with various gifts and gift certificates.

Winner: Karen Shaughnessy / Muskogee, OK

Entries: 2,708

“Day at the Zoo Getaway” (3/12/18 – 4/5/18)

Three four-packs of Zoo-It-All passes to OKC Zoo

Winner: Karen Hazelwood (Meeker, OK) / Stacy Hicks (Kanopolis, KS) / Jennie Martinez (OKC)

Entries: 6,552

Bob Childers’ Gypsy Café Package

Overnight Holiday Inn stay / VIP passes / gift cards to Eskimo Joe’s and Blue Spruce Gelato

Winner: Steve Tolbert / Claremore, OK

Entries: 455

“A Night on the Town: (3/14/18-4/11/2018)

Tickets to Turnpike Troubadours at Criterion OKC

Overnight Stay at Hyatt Place Bricktown

\$50.00 gift card to Deep Deuce Grill

Winner: James Loveday

Entries: 885

Hidden Hills Cabin Giveaway/Broken Bow (3/29/2018-5/10/2018)
Winner Malin Morrison/Yukon, OK
Entries 23,988

Other Social Giveaways

Twitter - Oklahoma Renaissance Festival tickets

Two sets of tickets

Winners: Angela (Guthrie, OK) / Kelly Wallis (Del City, OK)

Kentucky Derby Day Remington Park Package

Winner: Lucy Heflin/Pryor, OK

Freddie Paul's Steakhouse & Sky Golf/Stillwater

Winner: Martha Cooper/Ponca City, OK
Chelsea Wilson/Glencoe, OK

Working Projects

- TravelOK.com SEO project – ongoing (listing page SEO section launched)
- Spring Guides
- Native Advertising campaign
- YouTube optimization project – complete
- New Articles: A Payne County Tour, Fishing in Oklahoma
- Visit Widget – launch and updates
- 2018 Event Projects
- Trip Advisor Updates
- May Music Trail Inductee-John Moreland
- Completed YouTube optimization project
- New Email Marketing Platforms
- Visit Widget official launch
- 2018 Event Projects

Monthly Listings April/May

Listings Created 277/301
Listings Edited 456/367

Facebook April/May

Likes 346,276/348,445
Daily Engaged Users 177,751/214,106
Daily Total Reach 2,631,077/3,330,020
Total Click-Thrus 21,325/42,465

Twitter April/May

Twitter Followers: 25,291/25,416
Tweets: 94/101
Mentions: 149/189
RTs: 425/325
Bitly Click-Thrus: 857/802

Lake Reports April/May

Fishing Reports 163/200
Blue Green Algae 0/0

Instagram April/May

Followers 34,497/34,992

Google + April/May

Followers 1,290/1,280

Pinterest April/May

Followers 25,291/12,626
Saves 1,154/767
Impressions 244,528/159,238

Silverpop April/May

Monthly eNewsletter	1,818/2,555
Festival & Events	302/423

Tourism Information Centers

Revenue-April

- In April 2018, gift shop revenue totaled \$40,822.39, an increase of 45% compared to April 2017.
- YTD gift shop revenue stands at \$322,105.13, an increase of 22.46% compared to the same period last year.
- The Capitol Center generated the most revenue bringing in \$16,225.23; an amazing 153% increase compared to April 2017 revenue.
- The OKC center generated \$10,513.88 in revenue; this was actually a decrease of 12% compared to April 2017.
- The Sallisaw center had the third highest revenue for the month generating \$6,574.20, a 19% increase in revenue compared to April 2017.
- The Oklahoma City Center had highest ranking by sales per visitor generating \$1.10 in revenue per visitor.
- The Capitol had the second highest ranking by sales per visitor generating \$.86 per visitor.

Revenue-May

- In May 2018, gift shop revenue totaled \$36,441, an increase of 5.63% compared to May 2017.
- Combined YTD gift shop revenue stands at \$358,546.14, an increase of 20.50% compared to the same period last year.
- The OKC Center generated the most revenue bringing in \$11,525.19.
- The Sallisaw center came in second generating \$10,417.79 in revenue, an increase of 32% compared to May 2017.
- The Erick center had the third highest revenue for the month generating \$7,613.18, a 74% increase in revenue compared to May 2017.
- The Oklahoma City Center had the highest ranking by sales per visitor generating \$.95 in revenue per visitor.
- The Capitol had the second highest ranking by sales per visitor generating \$.53 per visitor.

Visitor Numbers-April

- Combined visitor numbers for the month of April declined 9% when compared to March, but this is a typical trend when comparing April to March visitor numbers. We typically see a lot of traffic every March due to the schools being on spring break.
- YTD visitor numbers actually improved compared to the same period last year. This is the first month in FY 18 that YTD combined visitor numbers have entered positive ground, which is great news.
- The Capitol saw a huge increase in visitor numbers for April compared to March due to the additional activity at the Capitol created by the teacher walkout. This additional activity also helped increase the Capitol's YTD visitor numbers by 36% for the year.
- The Capitol center conducted 54 tours with 722 tour participants, which is down compared to March. This was also a result of the huge crowds present in the Capitol during the walkout, which made it impossible to give tours with wall-to-wall people on every floor of the Capitol.

- Blackwell dropped 43% in visitor numbers compared to March and dipped 23% compared to April 2017. There is road construction north of the center that may have caused their decrease in visitors.

Visitor Numbers-May

- Combined visitor numbers for the month of May was 170,338, an increase 17.23% compared to April.
- YTD visitor numbers stands at 1,562,713, an increase of 24.18% compared to the same period last year. All but one of the nine reporting centers are in positive territory for the year as far as attendance is concerned.
- Visitor numbers were up in the May 2018 vs. May 2017 comparison as well, up 4.56%.
- Blackwell had the greatest improvement in visitor numbers compared to April, increasing 93%.
- The Capitol had the most significant drop in visitor numbers compared to April dropping 59%. The Capitol's April visitor numbers were unusually high due to the teacher strike.
- The Capitol center conducted 91 tours with 1714 tour participant. A nice increase compared to April. Tour participants was up 137%.

TIC Visitation Report – Page 12-13

TIC Gift Shop Revenue Report – Page 14-15

Discover Oklahoma

- Aired six new shows with 33 new stories during the months of April and May.
- Attended OSU-OKC, Fort Sill and East Gate Road Shows and distributed Dining Guides to participants.
- Attended meeting with ODOC to discuss edits to Main Street Awards Ceremony.
- Suggested contact with OKC Memorial, Marcum's Nursery, Cheyenne-Arapaho Tribe, Casey's General Store & Air Comfort Solutions to sales team for potential clients.
- Started contract negotiations with Oklahoma Agritourism for renewal of segment sponsorship for FY19.
- Attended El Reno Onion Burger Festival and Red Earth Gala Awards Ceremony with anchors Dino & Lauren emceeding the event.
- Coordinated shoots at three Oklahoma State Parks for KTUL Channel 8 of Tulsa "State Parks Treasures"-road trip series that aired in May.
- Coordinated two additional stories to air on KFOR/KAUT morning program in Oklahoma City.
- Worked with Programming Director at KFOR for an additional showing of Discover Oklahoma on 6/2/2018 at no additional cost to the agency.
- 27 new stories were shot at the following locations around the State;

Bixby:

Carmichael's Produce

Canadian:

Arrowhead State Park Golf Course

Edmond:

Heard on Hurd Fest

Davis:

Beyond Blessed

LaVille Inn

Chickasaw:

Roy's BBQ

Muscle Car Ranch

Eufaula:

Katt Daddy's Grill

Enid:

Katy's Pantry
The Felt Bird

Inola:

Huldy's Farm
Amish Store & Restaurant

Mustang:

Buffalo Creek Berry Farm

Oklahoma City:

Hunny Bunny Biscuit Company

Pawhuska:

Roaming the Osage
Bucking Flamingo

Social Media

Facebook Likes April/May	71,866/72,508
Twitter Followers April/May	19,001/19,075
Instagram April/May	6,082/6,110

Oklahoma Today**Editorial**

The July/August issue went to press with a cover story of "Ledger Art-Native Artists transform ordinary materials into treasures" This feature article delves into the current artist using reused sheets of paper and other materials to chronicle the stories of Native Americans. The issue also brings to light all the excitement Tishomingo city and business leaders along with the Chickasaw Nation are attracting to this town near Lake Texoma. Osage photographer Ryan RedCorn does a photo essay on the modern day women of the Osage and what they stand for today while Susan Dragoo traces the former route of the old Butterfield Overland. Finally, Lee Brewer tells the largely untold story of the first female Native American aerospace engineer, Park Hill.

County Mentions-June

- Chickasaw 3
- Choctaw 18
- Frontier 24
- Great Plains 7
- Green 40

Fairview:

Gloss Mountain State Park
Stables Resort
John's Farm
Kidd Drug & Gift

Norman:

Montford Inn

Okemah:

Hen House

Owassa:

Rust & Ruffles

Woodward:

Oakwood Roller Rink
Cowboys Tack Shop
Carlito's Restaurant

- Red Carpet 15
- Statewide 5

Social Media-April/May

Facebook

Page Likes 41,087/41,164
 Reach 11,663/12,621
 Engagement 177,025/198,360

Instagram

Followers 6,968/7,128
 Impressions 24,150/16,378
 Reach 19,360/13,474
 Engagement 1,305/889

Twitter

Followers 17,600/17,700
 Impressions 22,185/26,621
 Engagement 366/410

Linkedin

Connections 472/503
 Article Post 13/21

Sales Team

New campaigns:

Discover Oklahoma

- Toby Keith's I Love This Bar & Grill – Spring Special 13 episodes
- InHouse Advertising/Dr. Webb/The Muskogee Castle – Spring Special 13 episodes
- Muskogee (Creek) Nation – 3 episodes
- Oklahoma Joe's BBQ – Sponsored Story for fall release
- Made in Oklahoma Coalition – Spring Special 13 episodes that will air throughout 2018-2019
- Urban Station Restaurant – Spring Special 4 for 5; episodes will run through June 2018

TravelOk.com

- Toby Keith's I Love This Bar & Grill – May & June eNewsletter
- Oklahoma City Museum of Art – Apichatpong exhibit
- Sam Noble Museum – Megalodon exhibit

Dining Guide 2018

Offered a combination special with the 2018 Dining Guide and the Food issue for Oklahoma Today that offered a discount for same size ads in both publications. Special brought in five new and two returning advertiser for the issues. Sales team brought in an additional nine new advertisers for the guide while seven previous advertisers declined to renew with the main reason being budget reductions.

Route 66 Guide

Opened up publication for limited advertising for the first time and advertisers responded well. Sold 9 full-page ads and 16 listing spots for the issue with four spots not taken. Revenue received for issue reached \$61,250.00 that exceed goal set out for publication.

2019 Travel & Outdoor Guides

Launched 2019 sales effort for the 2019 guides with responses back from seven partners.

Client Testimony – Ozzie’s Diner/Discover Oklahoma

Discover Oklahoma aired a segment on Ozzie’s Diner at Westheimer Airport in Norman in June 2017 and received this response just recently regarding their response from the segment-

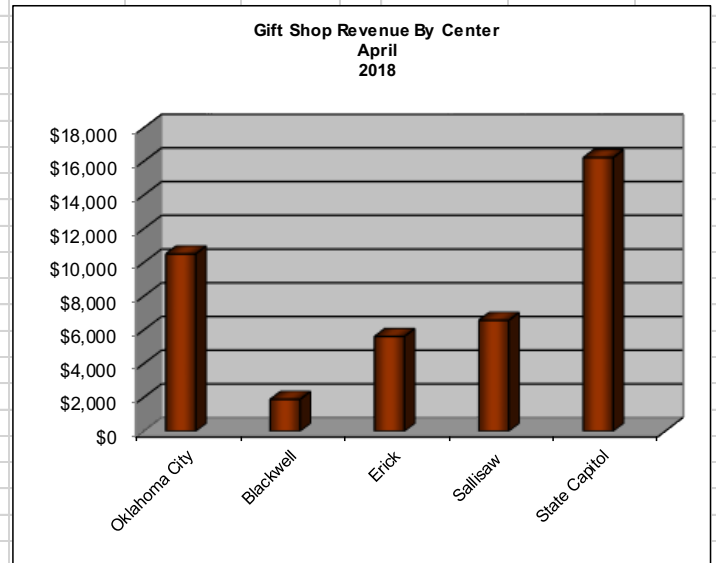
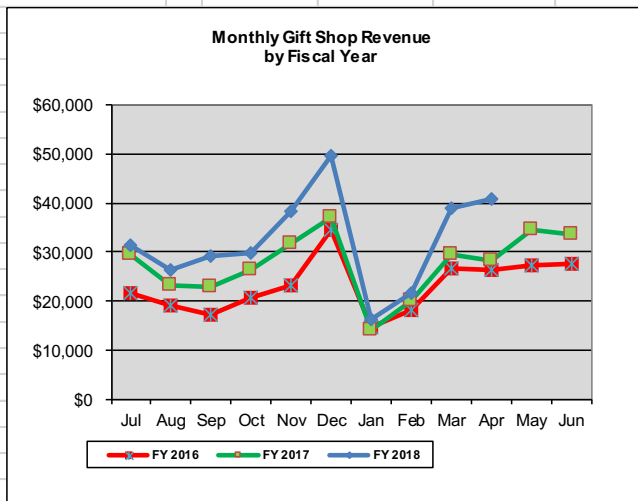
To whom it may concern:

I am writing this email to share how Discover Oklahoma has increased our sales. I am pleased to write this letter because I was astonished at the flux of business that we received after the airing of our segment. After the 2017 June airing about Ozzie’s Diner our business increased 35% followed by record weeks and days immediately after airing. The business stayed steadily busy and had record months through December. We are so thankful for Discover Oklahoma, out of 34 years of operation this has been the best marketing/reach we have ever received.

Thank You so much Discover Oklahoma!

**Tourism Information Center Gift Shop Revenue
April 2018**

	Profit Margin				Revenue			YTD Comparison		
	Gross Revenue	Cost of Goods Sold	Net Income	Profit Margin	April 2018	April 2017	% Change	FYTD 2018 Revenue	FYTD 2017 Revenue	% Change
Oklahoma City	\$10,513.88	\$4,999.83	\$5,514.05	52%	\$10,513.88	\$12,000.44	(12%)	\$133,901.38	\$131,302.76	2%
Blackwell	\$1,889.88	\$889.24	\$1,000.64	53%	\$1,889.88	N/A	N/A	\$13,740.20	N/A	N/A
Erick	\$5,619.20	\$2,757.29	\$2,861.91	51%	\$5,619.20	\$4,175.41	35%	\$49,682.64	\$28,949.97	72%
Sallisaw	\$6,574.20	\$2,869.20	\$3,705.00	56%	\$6,574.20	\$5,524.33	19%	\$61,749.72	\$46,161.09	34%
State Capitol	\$16,225.23	\$7,725.66	\$8,499.57	52%	\$16,225.23	\$6,412.69	153%	\$63,031.19	\$56,623.25	11%
Total	\$40,822.39	\$19,241.22	\$21,581.17	53%	\$40,822.39	\$28,112.87	45.21%	\$322,105.13	\$263,037.07	22.46%



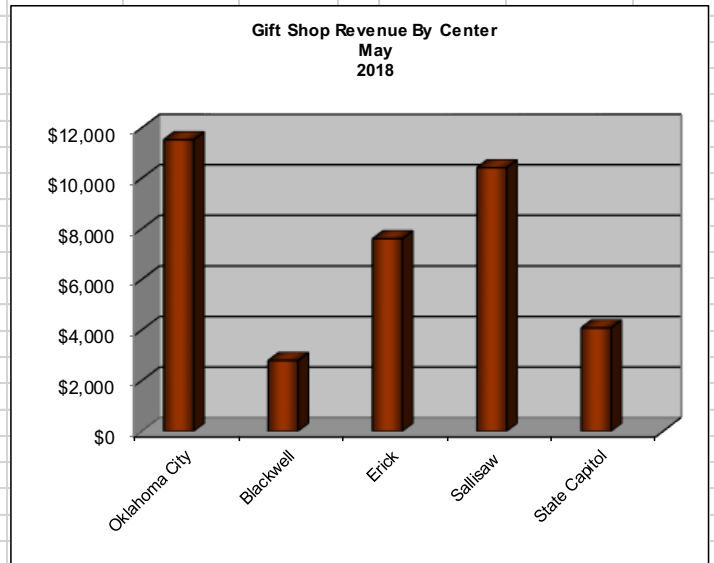
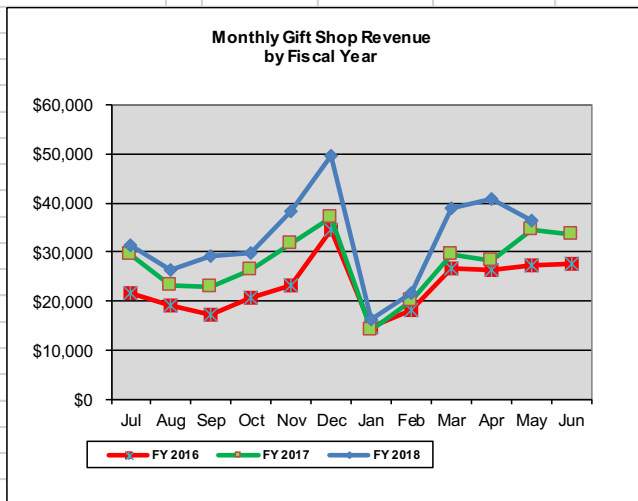
Ranking by Sales Volume	
Center	Rank
Capitol	1
OKC	2
Sallisaw	3
Erick	4
Blackwell	5

Ranking by Sales Per Visitor	
Center	Rank
OKC (\$1.10)	1
Capitol (\$.86)	2
Erick (\$0.31)	3
Sallisaw (\$0.29)	4
Blackwell (\$0.18)	5

* Catoosa/Tulsa TIC leased to CNE 1/17/11/ Last day operated by OTRD 1/16/11
 * Dtn OKC TIC closed 6/22/12
 Walters TIC closed 6-1-15 for OTA construction
 * FY17 & FY16 totals include Miami Rev 7-16 thru 1-17
 Miami TIC leased to City of Miami 1/27/17
 Blackwell gift shop launched May 8 2017

**Tourism Information Center Gift Shop Revenue
May 2018**

	Profit Margin				Revenue			YTD Comparison		
	Gross Revenue	Cost of Goods Sold	Net Income	Profit Margin	May 2018	May 2017	% Change	FYTD 2018 Revenue	FYTD 2017 Revenue	% Change
Oklahoma City	\$11,525.19	\$5,633.55	\$5,891.64	51%	\$11,525.19	\$15,167.54	(24%)	\$145,426.57	\$146,470.30	(1%)
Blackwell	\$2,798.69	\$1,299.18	\$1,499.51	54%	\$2,798.69	\$556.76	403%	\$16,538.89	\$556.76	N/A
Erick	\$7,613.18	\$4,089.26	\$3,523.92	46%	\$7,613.18	\$4,384.67	74%	\$57,295.82	\$33,334.64	72%
Sallisaw	\$10,417.79	\$5,691.97	\$4,725.82	45%	\$10,417.79	\$7,865.56	32%	\$72,167.51	\$54,026.65	34%
State Capitol	\$4,086.16	\$1,870.32	\$2,215.84	54%	\$4,086.16	\$6,525.60	(37%)	\$67,117.35	\$63,148.85	6%
Total	\$36,441.01	\$18,584.28	\$17,856.73	49%	\$36,441.01	\$34,500.13	5.63%	\$358,546.14	\$297,537.20	20.50%



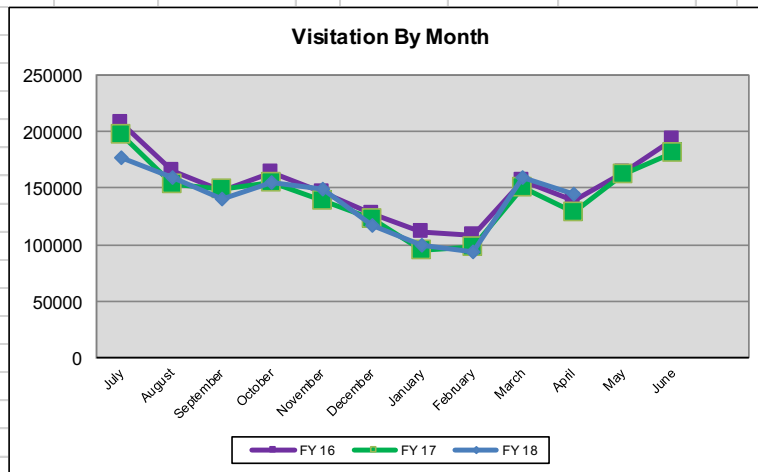
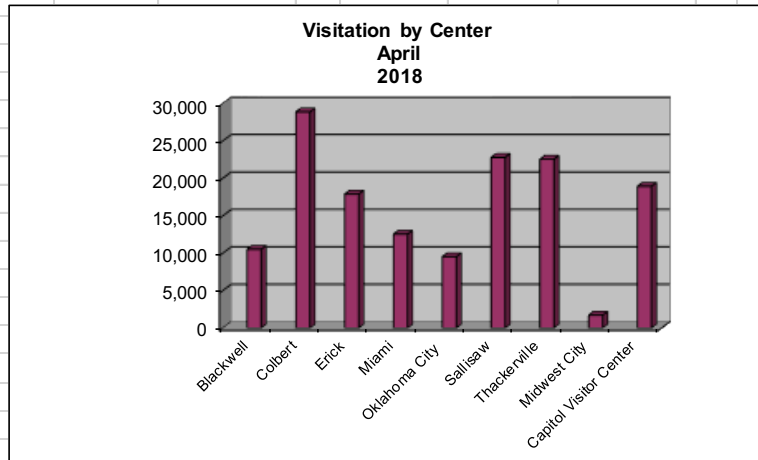
Ranking by Sales Volume	
Center	Rank
OKC	1
Sallisaw	2
Erick	3
Capitol	4
Blackwell	5

Ranking by Sales Per Visitor	
Center	Rank
OKC (\$0.95)	1
Capitol (\$0.53)	2
Erick (\$0.39)	3
Sallisaw (\$0.33)	4
Blackwell (\$0.14)	5

* Catoosa/Tulsa TIC leased to CNE 1/17/11/ Last day operated by OTRD 1/16/11
 * Dtn OKC TIC closed 6/22/12
 Walters TIC closed 6-1-15 for OTA construction
 * FY17 & FY16 totals include Miami Rev 7-16 thru 1-17
 Miami TIC leased to City of Miami 1/27/17
 Blackwell gift shop launched May 8 2017

Tourism Information Center Visitation Report April 2018

Location	This Month vs. Last Month			Apr This Year vs. Apr Last Year			YTD Comparison		
	April 2018	March 2018	% Change Apr/Mar	April 2018	April 2017	% Change	FYTD 2018	FYTD 2017	% Change
Blackwell	10,518	18,602	(43.46%)	10,518	14,681	(28.36%)	171,739	160,667	6.89%
Colbert	28,867	27,094	6.54%	28,867	24,491	17.87%	232,813	286,885	(18.85%)
Erick	17,885	21,194	(15.61%)	17,885	12,535	42.67%	165,651	115,329	43.63%
Miami	12,532	15,648	(19.91%)	12,532	12,921	(3.01%)	144,601	157,921	(8.43%)
Oklahoma City	9,520	11,091	(14.16%)	9,520	9,848	(3.33%)	99,890	102,332	(2.39%)
Sallisaw	22,788	25,409	(10.31%)	22,788	24,461	(6.84%)	249,104	263,738	(5.55%)
Thackerville	22,546	27,365	(17.61%)	22,546	23,456	(3.88%)	241,295	230,014	4.90%
Midwest City	1,720	1,885	(8.75%)	1,720	2,068	(16.83%)	17,016	19,044	(10.65%)
Capitol Visitor Center	18,932	11,431	65.62%	18,932	4,620	309.78%	70,266	51,545	36.32%
Total Visitation	145,308	159,719	(9.02%)	145,308	129,081	12.57%	1,392,375	1,387,475	0.35%
Capitol - Tour Participants	722	1,650	(56.24%)	722	2,232	(67.65%)	6,404	8,780	(27.06%)



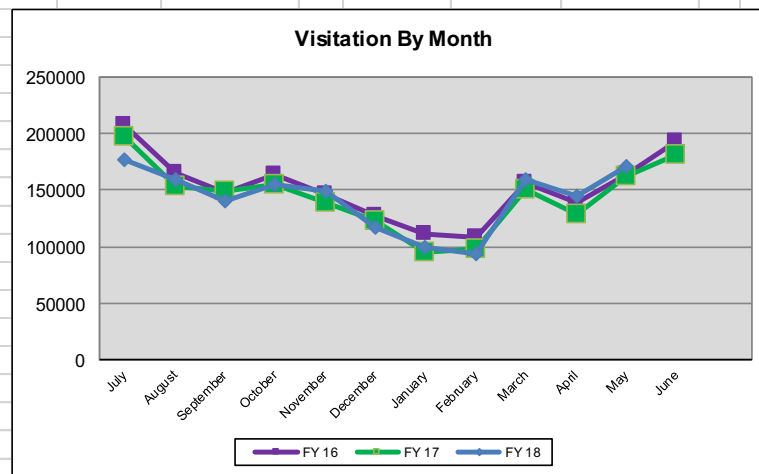
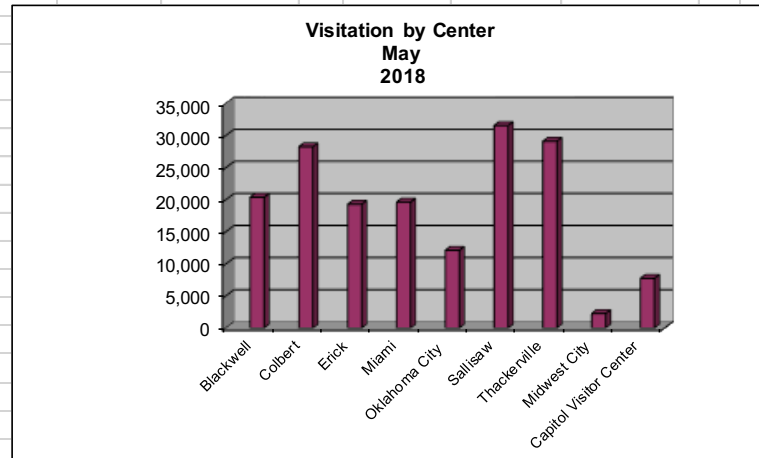
Walters TIC closed for OTA construction 6-1-15

* Door counters for Blackwell & Erick centers installed August 2010. Last count prior to August 2010 was November 2006 for Blackwell & February 2007 for Erick

** Cherokee Turnpike TIC leased to Cherokee Nation/Last day operated by OTRD 3/31/2010

Tourism Information Center Visitation Report May 2018

Location	This Month vs. Last Month			May This Year vs. May Last Year			YTD Comparison		
	May 2018	April 2018	% Change May/Apr	May 2018	May 2017	% Change	FYTD 2018	FYTD 2017	% Change
Blackwell	20,389	10,518	93.86%	20,389	25,070	(18.67%)	192,128	145,987	31.61%
Colbert	28,259	28,867	(2.11%)	28,259	26,235	7.71%	261,072	262,394	(0.50%)
Erick	19,292	17,885	7.86%	19,292	13,131	46.92%	184,942	102,793	79.92%
Miami	19,627	12,532	56.62%	19,627	18,423	6.54%	164,228	145,000	13.26%
Oklahoma City	12,114	9,520	27.25%	12,114	12,017	0.81%	112,004	92,484	21.11%
Sallisaw	31,553	22,788	38.46%	31,553	33,884	(6.88%)	280,657	239,277	17.29%
Thackerville	29,104	22,546	29.09%	29,104	26,778	8.69%	270,399	206,558	30.91%
Midwest City	2,264	1,720	31.63%	2,264	2,908	(22.15%)	19,280	16,976	13.57%
Capitol Visitor Center	7,736	18,932	(59.14%)	7,736	4,323	78.95%	78,002	46,925	66.23%
Total Visitation	170,338	145,308	17.23%	170,338	162,769	4.65%	1,562,713	1,258,394	24.18%
Capitol - Tour Participants	1,714	722	137.40%	1,714	1,749	(2.00%)	8,118	6,548	23.98%



Walters TIC closed for OTA construction 6-1-15

* Door counters for Blackwell & Erick centers installed August 2010. Last count prior to August 2010 was November 2006 for Blackwell & February 2007 for Erick

** Cherokee Turnpike TIC leased to Cherokee Nation/Last day operated by OTRD 3/31/2010