

---

OKLAHOMA TOURISM AND RECREATION DEPARTMENT

---

2004 CONVERSION RESEARCH

---

OCTOBER 2004

---

EXECUTIVE SUMMARY

---

---

- It has been four years since Oklahoma measured the impact of its marketing efforts via a conversion study. In that time, significant changes have occurred in the travel industry and the way in which OTRD conducts its marketing efforts. Overall, the State's performance has greatly improved over past measures.
- The total number of leads, using any measure, has dramatically increased over the 2000 measure. The total leads increased over 50%, from 242,319 to 357,029.
- Overall, the percentage of people that reported a trip to Oklahoma increased from 49.3%, in 2000, to 59.7%, in 2004. The overnight conversion rate increased from 39% to 44.8%, and the percentage of day trips increased from 21% to 22.6%. While many of these households would have visited Oklahoma sans the advertising campaign, the net conversion, or the percent that was influenced by the marketing, was 11.4%, compared to 13% in 2000.
- When the number of trips generated as part of the net conversion rate is considered, direct visitor spending increased from \$17 million, in 2000, to \$25.9 million, in 2004. At the same time, the media expenditures used to generate these direct expenditures actually decreased. Estimates of return on investment (ROI), even based upon conservative measures of influence and number of trips, represent sizeable gains over the past. As a result, each \$1 of media expenditures generated an ROI of \$12.30 in direct spending in Oklahoma. This compared with an ROI of \$6.24, in 2000.
- The immense popularity of the Internet has made it difficult to determine which media are the most effective. While the majority of the leads came via the Internet, over 75% of the respondents recalled advertising for Oklahoma, and many indicated that this advertising prompted them to visit the Website. As such, despite improved performance and because of the consolidation of the role of the Web, all the individual media assessments declined. With this consolidation, media have become more synergistic and can no longer be individually evaluated.
- Media synergies clearly suggest that multiple media exposures are the best approach to generating interest and visitation. How to best balance these vehicles is a function of the target audience, which is the focus of the marketing efforts.
- Given consumer usage of the Internet, it is difficult to assess the performance of specific geographic markets. The research does indicate that Oklahoma residents report the higher levels of travel within the State. However, this is driven by a high percentage of day trips, and the overnight conversion rate is actually higher from the out-of-state markets. The four primary markets (Dallas-Ft. Worth, Oklahoma City, Tulsa and Kansas City) generate the most travel for the State and remain key markets for future focus.