

Travel Promotion Division
Monthly Update
February 2012

Travel Promotion Administration

Continuing discussions with Jordan Associates on the new advertising campaign Associates.

Attended a meeting about the Certified Tourism Ambassador Program, a new citywide initiative proposed by the Oklahoma City CVB. The program is customized for each city/region, educating employees on tourism, attractions in the region, the history of the destination, and how best to serve and interact with visitors. After successfully completing the program, workers can use the CTA on their nametags or business cards, and must recertify annually to maintain current knowledge and skills. The meeting was an introduction to Oklahoma City businesses and organizations who might have an interest in participating in the program.

Held a staff retreat with Travel Promotion leadership team and OTRD Executive Director to discuss existing and new programs and initiatives for the Travel Promotion Division.

Assisted with interviews for the Deputy Director position in the Film & Music Office.

Met with Lisa Weigt, our international consultant for the OK/KS marketing program, and OTRD Executive Director to review international markets and programs currently in place and to brainstorm about new areas of focus.

Assisted the Oklahoma Travel Industry Association with coordination and logistics for the 2011 Oklahoma Governor's Conference on Tourism, held Oct 23-25 in Tulsa.

Met with staff about Oklahoma Scenic Byways Program. The program was officially contracted to OTRD in December 2011.

Attended the Oklahoma Music Hall of Fame Induction Ceremony in Muskogee, November 10.

Coordinated the inaugural meeting of Pro Rodeo Team Oklahoma, a group of approximately 25 Oklahoma rodeo champions who are consistent qualifiers in top rodeo events around the country. The goal is to provide promotional information and marketing materials to these individuals so they can talk about Oklahoma's attributes and destinations during media interviews and events.

Met with Norman CVB to discuss promotional opportunities with OTRD.

Met with Floyd's RV in Norman to discuss potential partnerships with OTRD.

Met with the Oklahoma Turnpike Authority on possible partnerships with the Vinita Glass House.

Spoke to the Washita Valley Leadership Program in Hinton, and at the Chandler Chamber of Commerce Annual Banquet.

Continued meetings with ProCure regarding medical tourism opportunities.

Conducted an afternoon orientation session for the new Agritourism Director, Jamie Cummings, to help her become more familiar with OTRD programs, resources and staff.

Continued co-hosting weekly travel segments with KFOR Channel 4 in Oklahoma City, and bi-weekly travel segments with KSBI Channel 52 in Oklahoma City.

Sales & Use Tax Report – Page 8

Travel Communications and Publications

Travel Communication Activities:

- Shipments of the 2012 Travel Guide and Destination Dining Guides were received at our warehouse and fulfillment house locations
- Continued communications with advertisers and graphic designer for 2012 Outdoor Guide
- Continue inventory tracking, monthly revenue reports and sales tax reports for Okie Boutique
- Working with agency interior designer on a floorplan redesign of Oklahoma City TIC
- Populating new Point of Sale software for TIC stores
- Continue to update POS system with new merchandise items for Tourism Information Centers
- Made daily and weekly updates to social media sites on Facebook and Twitter
- Distributed regular E-momentum and OklaTravelWire updates
- Gathered event information and recorded weekly Travel Minute radio spots
- Provided topics and footage for weekly KFOR-TV and OklaVision segments, as well as our bi-weekly KSBI segment
- Drafted articles for monthly Oklahoma Living and weekly Sunday Oklahoman column
- Attended 2011 Blog World Conference

Media Inquiries:

- Continued follow up with travel journalists attending Travel Media Showcase in September 2011
- Distributed press release for 2012 travel publications
- Assist *Oklahoma Today* with several photo requests
- Assisted Tim Wassberg with Inside Reel TV with Marland Mansion story
- Assisted Lisa Weigt, international marketing consultant for OK/KS, with tourism impact information
- Assisted Ramona Clark-Judd with Lake Texoma Association with tourism impact information
- Assisted Trisch Kerkstra with Tulsa Hotel and Lodging Association with tourism impact information
- Assisted Sophie Young with Vogue.com with Great Salt Plains story
- Submitted a blog post for Gotsaga.com regarding the top 10 destinations in OK
- Assisted Timothy Cook with *Independent Banker Magazine* with Oklahoma Music Hall of Fame story
- Assisted Jeffrey Baron with US State Department with Oklahoma photo requests to be used in several overseas education conferences
- Assisted William Hiller with Southwest Power Administration with Oklahoma photos for educational conferences held in Missouri
- Assisted Colin Macre with Absolute Radio UK with Oklahoma music scene story
- Assisted Nancy Phillips with Green Country Marketing Association with several photo requests
- Assisted Cathy Buchhein in Sioux Falls, SD with fam tour research
- Assisted Scott Hodgson with OU Media with photo requests for Mayor Cornett tribute
- Assisted Ron Wanick with Route66News.Com with economic impact information
- Assisted Veronica Jacobs with KSBI with holiday festival feature
- Assisted Joel Fineman with *US News & World Report* with small feature on Hooker, OK
- Assisted Laura Aragau with *Oklahoma Living* with Christmas Light Display Story to run in December

Consumer and Trade Marketing

Coordinated booth arrangements and attended the McAllen International Travel Show in McAllen, TX, January 4-5. This show is included in the consumer coop program. Booth partners included Oklahoma City Convention and Visitors Bureau, Green Country, Norman Convention and Visitors Bureau, Chickasaw Nation, Great Plains Country, Ponca City Tourism, Lawton Fort Sill Chamber of Commerce, Chickasaw Country, Frontier Country and Choctaw Casino KOA. Brochure partners included Muskogee Chamber of Commerce, Edmond Convention and Visitors Bureau, Lake Eufaula Association, Grand Lake Association, Texoma Lake Association and Harber Village. Show attendance was estimated at 12,000. Approximately 3,500 brochures were distributed from our booth space.

Coordinated booth arrangements and attended the LA Travel & Adventure Show in Los Angeles, CA, January 14-15. This show is included in the consumer coop program. Booth partners included Oklahoma City Convention and Visitors Bureau, Oklahoma City National Memorial, Chickasaw Nation, National Cowboy & Western Heritage Museum. Brochure partners included Cherokee Nation, Ponca City Tourism, Grand Lake Association, Claremore Convention and Visitors Bureau, Miami Convention and Visitors Bureau and Harber Village. Show attendance was estimated at 26,000. Approximately 2,500 brochures were distributed from our booth space.

Coordinated booth arrangements and attended the Chicago Travel & Adventure Show in Chicago, IL, January 28-29. This show is included in the consumer coop program. Booth partners included Chickasaw Nation and National Cowboy & Western Heritage Museum. Brochure partners included Cherokee Nation, Ponca City Tourism, Grand Lake Association, Claremore Convention and Visitors Bureau and Miami Convention and Visitors Bureau. Show attendance was estimated at 18,000. Approximately 1,800 brochures were distributed from our booth space.

Attended the American Bus Association Annual Marketplace in Grapevine, TX. Approximately 3,000 travel professionals attended the event. Oklahoma Tourism and Recreation Department actively participated in 24 appointments with motorcoach/tour operators. Other Oklahoma partners attending included Oklahoma City Convention and Visitors Bureau, Tulsa Convention and Visitors Bureau, Bartlesville Convention and Visitors Bureau, Claremore Convention and Visitors Bureau, Miami Convention and Visitors Bureau, Ponca City Tourism, Lawton Fort Sill Tourism, Chickasaw Nation, Cherokee Nation, Remington Park, National Cowboy and Western Heritage Museum and American Banjo Museum.

Met with Roberta Helsley with Hyatt Place in Oklahoma City. We discussed opportunities for hosting travel trade and media when visiting the state, participating in the international program and general partnerships available through OTRD.

Started planning for the Oklahoma Road Show program. This will be a series of travel shows hosted at major Oklahoma employer locations. We are planning on inviting strategic partners to the shows to be able to target employees with the propensity to travel within the state. The shows will be held in late March to early May (beginning of the travel season). One goal is to have partners create special offers that will be distributed at the shows. These offers should have a limited timeframe on them to create instant travel.

Met with Turner Tours at the Oklahoma City National Memorial during a group tour itinerary stop and encouraged participants to book the next Oklahoma tour offered by Turner Tours in the spring of 2012, which features a Cowboys, Indians and Oil Barons itinerary.

Attended the groundbreaking event for Andy Alligators new water park in Norman.

Participated in site inspections in the southeast region of the state to better understand the needs of the attractions and destinations and look for potential ranches to include in our international program. We will also be working with State Parks to promote to our German and UK tour operators.

Presented to the Agritourism Rolling workshop. These workshops are traveling meetings where producers can learn more about how to work with the departments of tourism and agriculture as well as learn successes from other producers on their operations and marketing efforts.

Traveler Response Information Program (TRIP)

Brochure Fulfillment Program

Between October and December, we processed brochure orders for 6,819 consumers including a total of 90,252 brochures.

Brochure fulfillment program revenue collected was \$49,615. For 2012 fiscal year to date, we are \$43,237, or 52%, above budgeted revenue.

As of December, there were 90 active fulfillment agreement partners on TravelOK.com.

Handled 276 e-mail inquiries from consumers including researching and crafting a response.

Handled 454 consumer inquiries by telephone.

Received and filled bulk orders for boxes of brochures from 60 different tourism industry organizations.

TravelOK.com and Interactive Team

Staff made four presentations on how to maximize exposure of their information and programs on TravelOK.com to the following groups and organizations: State Park naturalists, State Park managers, the Oklahoma Marina Association, and the Oklahoma Grape Growers Association.

As of October 31st TravelOK.com ranked #10 among state tourism department websites for total visitors and #1 for page views per visit according to Quantcast.com.

Added links to 2012 events on appropriate photos, videos and articles on TravelOK.com.

Added 153 new photos to the TravelOK.com main Photo Gallery. There were a total of 120,498 photo slideshows viewed on the site.

279 new user comments about individual tourism properties or website articles were posted to the site.

The digital content team created 690 new listing pages and edited or updated another 1,648 listing pages.

Posted 54 new videos on TravelOK.com. There were a total of 28,989 videos viewed on TravelOK.com.

Posted nine new articles to TravelOK.com.

TravelOK's brand page on the Foursquare.com social media site grew to 28,988 followers by the end of December, up from 27,144 in September. Using the new lists feature in Foursquare, we added four new lists to the TravelOK brand page: *Hamburger Heaven, Oklahoma State Parks, Oklahoma's Top Museums, Oklahoma Wineries.*

TravelOK's Twitter following grew to 2,716 by the end of December, up from 2,097 in September. TravelOK was @ mentioned 1,214 times and was retweeted 851 times.

During November a contest was hosted on TravelOK.com to give away a cabin prize package which included a free night's stay at the Lake Murray Bed & Berth, \$50 gift card for dinner from The Cliff at Cedervale in Davis, two free passes to the Chickasaw Cultural Center in Sulphur and two free two-hour ATV rentals at Cross Bar Park in Sulphur. There were 4,121 entries in the contest and the winner was from Chickasha, OK.

During November, a new weather page was launched on TravelOK.com. The page displays a six-day weather forecast for Oklahoma City along with a drop down menu that allows the user to select any city in Oklahoma that we have a page for and get the six-day extended forecast for that city. The page also contains copy about Oklahoma's climate that has been optimized for search engines in order to drive more traffic to the site. The need for the page was discovered through monitoring our metrics software which consistently showed failed searches for weather on our site.

During November, new functionality launched that allows us to cross-sell related brochures and e-mail lists on all article pages. When a user views an article page with this new functionality, they'll see a section labeled "You Might Also Like" that offers pages on related topics, a link to order related brochures and a link to sign up for related e-mail lists. TRIP staff has worked all 264 articles on TravelOK.com to relate appropriate brochures and e-mail lists to each one.

Added new functionality to TravelOK.com's back-end administration system which allows OTRD staff to select a screen grab from each video to be the default image for that video. In the past, the default image that displayed for each video was sampled two seconds into the video and sometimes resulted in showing a Discover Oklahoma host with their eyes closed, or a screenshot that appeared unrelated to the actual content of the video. During November, TRIP staff worked all 672 videos on TravelOK.com to select the best default image for each one.

Added winterization notices for all state parks describing exactly what facilities have been discontinued and winterized at each park based on information provided by the parks.

The November e-mail blast was themed around cabin getaways in Oklahoma. The message was delivered to 41,365 subscribers with an open rate of 33.91% and a click-through rate of 17.15%.

During October a contest was hosted on TravelOK.com to give away a prize package which included an overnight stay at the Lakeview Lodge in Beavers Bend State Park, a round of golf for two with a cart at Cedar Creek Golf Course in Beavers Bend State Park and a spa package for two at Body Harmony Day Spa. There were a total of 3,795 entries in the contest and the winner was from Strawberry Plains, TN.

During October a contest was hosted on TravelOK.com to give away our eastern Oklahoma Route 66 prize package which includes a free night's stay at Hampton Inn & Suites in Miami, \$30 gift certificate from Waylan's Ku-Ku Burger in Miami, free wine tasting and gift basket from Stableridge Winery in Stroud, \$50 gift card from Cheever's Restaurant in Oklahoma City, free dinner for two at Italian Jim's in Edmond, and a free night's stay at the Arcadian Inn of Edmond. There were 1,621 entries in the contest and the winner was from Hot Springs, AR.

The October e-mail blast was themed around Route 66, motorcycling and scenic drives in Oklahoma. The message was delivered to 35,392 subscribers with an open rate of 30.55% and a click-through rate of 10.50%.

Researched and posted fall foliage condition updates on TravelOK.com for 14 different routes.

Members of the TRIP team met with management from the State Parks Division to discuss and establish a communication channel and information flow between the parks and the TravelOK.com web site team. An e-mail group has been established that will help all involved parties stay in the loop on communications and regular monthly meetings will be held. As a result of the first meeting, several new photos have been provided for the Black Mesa State Park listing, seven birding brochures have been added to specific park pages, an article about

birding at Black Mesa State Park has been added to the site and special offers and promotions have been added to various park pages on TravelOK.com.

During October, a new interest page was launched to cover motorcycling in Oklahoma. The new page brings together photos, videos and articles from all over the TravelOK.com site about the best motorcycle routes, events and biker-friendly diners.

During October, all ePostcards on the TravelOK.com site were redone to include improved photography and the department's new horizontal logo incorporating the key instead of the former block style text logo. The September e-mail blast was themed around fall foliage and festivals in Oklahoma. The message was delivered to 35,329 subscribers with an open rate of 35.49% and a click-through rate of 16.11%.

Literature Distribution Center

Supplied a total of 469,958 tourism brochures to walk-ins, trade shows, state parks and tourism information centers. Received 516,874 tourism brochures from industry members for distribution in response to calls for resupply and due to industry partners producing new 2012 guides during December. Placed brochures received into inventory.

Trip Activity Report, Oct-Dec – Page 11-13

Tourism Information Centers

In November, BancFirst installed an ATM in the Oklahoma City TIC lobby for a one year trial. On the same day the Oklahoma Turnpike Authority conducted PIKEPASS agent training for the Oklahoma City TIC employees. This location is now an official PIKEPASS agent where customers can purchase, make additions and recycle PIKEPASSES. The center will be paid \$2.50 for each PIKEPASS transaction. We are working with ODOT to have "ATM and PIKEPASS Available" signage added to the Oklahoma City TIC's highway signs, and are hopeful these two new additional services will increase our traffic and revenue. The Miami TIC should be set up to begin selling PIKEPASSES soon, followed by the Walters and Colbert locations. An additional service also being offered to travelers is fax and copy services, for a nominal fee, at the centers where gift shop operations are set up.

The centers started collecting e-mail addresses from guests beginning mid-December. In just two weeks, we collected 209 e-mail addresses from our guests. Surveys about their visit to Oklahoma and/or the centers, as well as an opt-in offer for additional promotional information about Oklahoma today, State Parks and

Maintenance projects completed include minor roof repair at the Erick TIC due to some wind damage, and five trees were removed from the Colbert TIC as a result of the extreme drought last summer. All restroom faucets at the Sallisaw TIC were replaced with hands free, sensor faucets. A water main leak, about 60 feet from the building, was repaired at the Erick TIC.

Williams Landscape in Lawton has been volunteering their services at the Walters TIC, making several improvements on the existing beds and adding new beds to the TIC grounds. We are proud to announce that they are one of the finalists in the upcoming Keep Oklahoma Beautiful Environmental Excellence Awards for their work at the Walters TIC.

Twenty eight new brochures and rack cards have been approved for distribution thru the TIC's since the beginning of FY 2012, bringing our total approved brochures and rack cards to over 450.

TIC Attendance Report, Oct-Jan – Page 14-17

TIC Gift Shop Revenue Report, Oct-Jan – Page 18-21

Discover Oklahoma

Between the months of October and January, Discover Oklahoma shows featured destinations in Oklahoma City, Norman, Tecumseh, Freedom, Alva, Tulsa, Ponca City, Tishomingo, Collinsville, Guthrie, Claremore, Oologah, Pawhuska, Luther, Muskogee, Wynnewood, Fairview, Burlington, Waynoka, Darlington, Cushing, Hinton, Mason, Ardmore and Cement where we did a story featuring TravelOK.com's new genealogy features.

New stories were taped in Beavers Bend State Park, Oklahoma City, Bartlesville, Norman, Poteau, Heavener, Ardmore, and Tecumseh. New shows were taped from The Wedge in Oklahoma City for a Dining Guide episode, from Sooner Theatre in Norman for our Film-themed episode, from Seaba Station in Luther for our "mancation"-themed show, from the Governor's Mansion with Governor Mary Fallin co-hosting, from Frontier City's Fright Fest for our Halloween show, from Strelbel Creek Vineyards and Winery, and from The Survivors Tree at the Oklahoma City National Memorial, to highlight *Oklahoma Today Magazine*.

Discover Oklahoma crew, along with Film & Music Director Jill Simpson, taped behind the scenes footage on the Thunderstruck film set, for an upcoming piece regarding the impact of Oklahoma's film industry, as well as a pride piece for the television show.

Collaborated with OTRD staff on ways that Discover Oklahoma can contribute to the upcoming Road Shows, and in planning the production of a "Genealogy-Getting Started" video for TravelOK.com, which the Discover Oklahoma team will produce, starring Lt. Governor Todd Lamb.

Met with Marsha Shields of ProCure to brainstorm possible stories highlighting Oklahoma's burgeoning medical tourism industry.

Interviewed intern candidates to begin work assignments in February.

Discover Oklahoma completed the necessary software upgrades for both edit bays and for closed captioning, along with hard drive purchases for the delivery of Discover Oklahoma in High Definition. November 5 marked the first broadcast in the Oklahoma City and Tulsa markets in full High Definition.

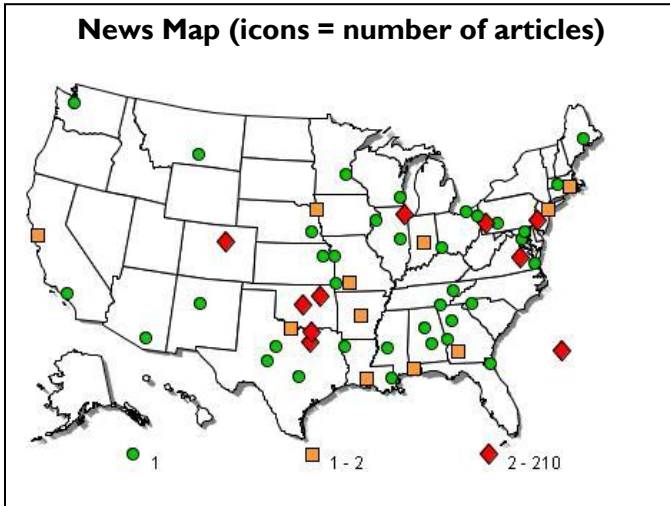
OKLAHOMA TOURISM PROMOTION TAX
MONTHLY APPORTIONMENTS AND DEPOSITS
Current Month is: January 2012

MONTH	DEPOSITS	YEAR-TO-DATE DEPOSITS	ANNUAL PERCENT CHANGE	
FY 1988	TOURISM TAX	\$1,041,662.19		
FY 1989	TOURISM TAX	\$1,925,861.02	84.88%	
FY 1990	TOURISM TAX	\$2,106,655.19	9.39%	
FY 1991	TOURISM TAX	\$2,178,059.70	3.39%	
FY 1992	TOURISM TAX	\$2,381,374.15	9.33%	
FY 1993	TOURISM TAX	\$2,430,399.81	2.06%	
FY 1994	TOURISM TAX	\$2,559,589.19	5.32%	
FY 1995	TOURISM TAX	\$2,889,317.03	12.88%	
FY 1996	TOURISM TAX	\$2,985,066.27	3.31%	
FY 1997	TOURISM TAX	\$3,362,916.15	12.66%	
FY 1998	TOURISM TAX	\$3,631,768.43	7.99%	
FY 1999	TOURISM TAX	\$3,784,899.92	4.22%	
FY 2000	TOURISM TAX	\$3,878,018.25	2.46%	
FY 2001	TOURISM TAX	\$4,119,869.71	6.24%	
FY 2002	TOURISM TAX	\$4,406,530.01	6.96%	
FY 2003	TOURISM TAX	\$4,117,659.50	-6.56%	
FY 2005	TOURISM TAX	\$4,679,044.20	4.25%	
FY 2006	TOURISM TAX	\$5,051,071.25	7.95%	
FY 2007	TOURISM TAX	\$5,401,290.32	6.93%	
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MONTH	SALES TAX AND USE TAX DEPOSITED FOR	PERCENT CHANGE (Y2/y1)	YEAR-TO-DATE SALES TAX & USE TAX DEPOSITS	ANNUAL PERCENT CHANGE
FY 2008			\$6,995,865.93	9.53%
FY 2009			\$7,228,898.76	3.33%
FY 2010			\$6,580,867.54	-8.96%
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Jul-10	\$559,839.24	-0.33%	\$559,839.24	
Aug-10	\$547,144.03	-2.24%	\$1,106,983.27	-1.28%
Sep-10	\$553,037.14	8.26%	\$1,660,020.41	1.70%
Oct-10	\$545,102.49	6.27%	\$2,205,122.90	2.79%
Nov-10	\$542,641.86	2.49%	\$2,747,764.76	2.73%
Dec-10	\$590,282.64	0.57%	\$3,338,047.40	2.34%
Jan-11	\$604,881.04	4.48%	\$3,942,928.44	2.67%
Feb-11	\$529,344.65	5.99%	\$4,472,273.09	3.05%
Mar-11	\$517,712.58	2.11%	\$4,989,985.67	2.95%
Apr-11	\$601,682.18	3.86%	\$5,591,667.85	3.05%
May-11	\$580,559.25	1.27%	\$6,172,227.10	2.88%
Jun-11	\$590,108.41	1.27%	\$6,762,335.51	2.76%
FY 2011			\$6,762,335.51	2.76%
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Jul-11	\$612,867.35	9.47%	\$612,867.35	
Aug-11	\$586,461.13	7.19%	\$1,199,328.48	8.34%
Sep-11	\$599,021.33	8.31%	\$1,798,349.81	8.33%
Oct-11	\$596,475.49	9.42%	\$2,394,825.30	8.60%
Nov-11	\$595,884.82	9.81%	\$2,990,710.12	8.84%
Dec-11	\$627,928.28	6.38%	\$3,618,638.40	8.41%
Jan-12	\$672,816.29	11.23%	\$4,291,454.69	8.84%

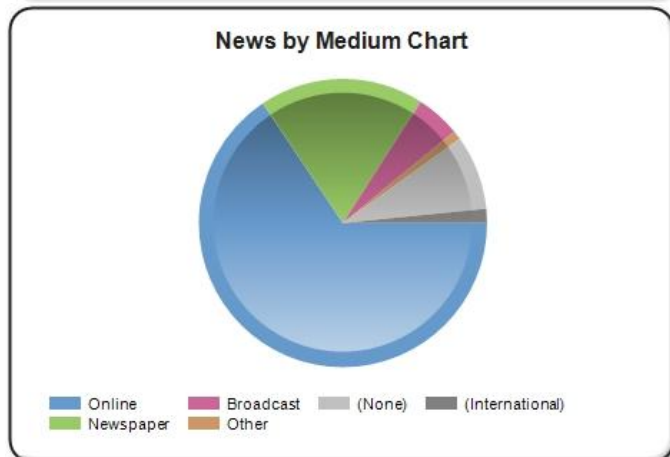
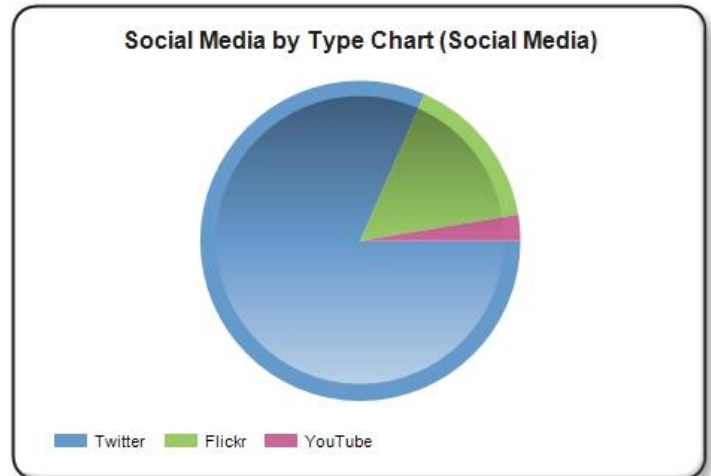
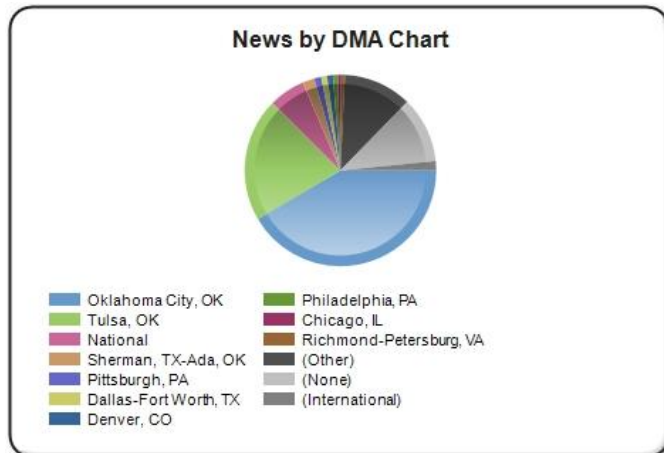
Oklahoma Tourism Media Coverage Report October 2011

October 2011 Coverage Summary	
Total Articles	503
Circulation/Audience (if available)	10,992,356
Estimated Media Impressions	25,282,418.8
Ad Value Equivalency	1,621,975.04

Top 10 Outlets by News Article	
Outlet	Count
Oklahoman	128
Tulsa World	57
The Norman Transcript	17
KWTV-TV	13
KTUL-TV	12
Ponca City News	11
The Journal Record	11
KOTV-TV	8
The Muskogee Phoenix	8
Woman's Outdoor News	7



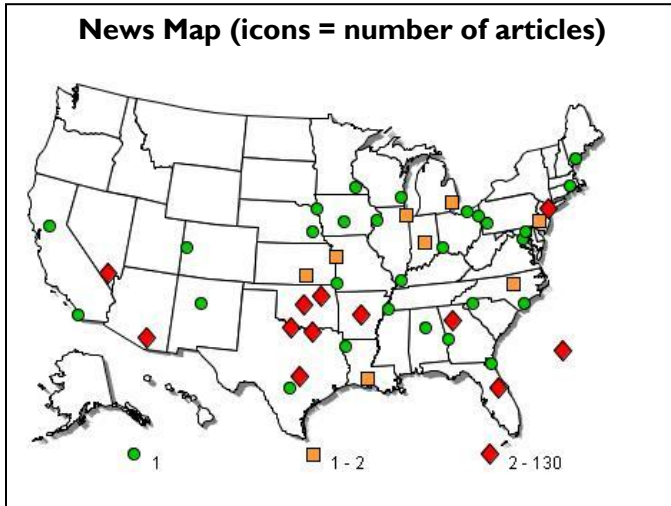
October 2011 Media Relations Summary	
Journalist pitches, direct inquiries and media hosting	11
Industry releases distributed (via TravelWire)	170



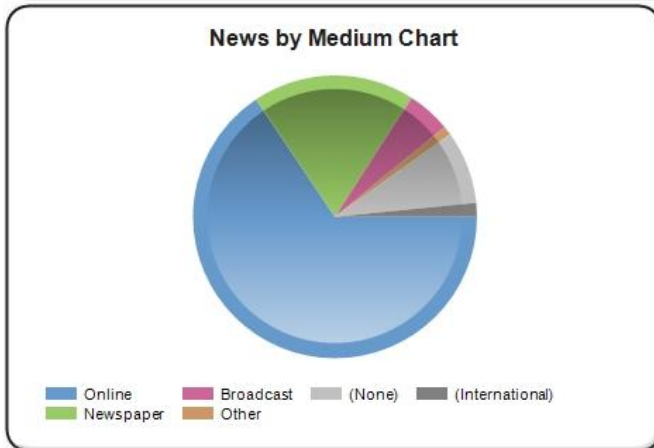
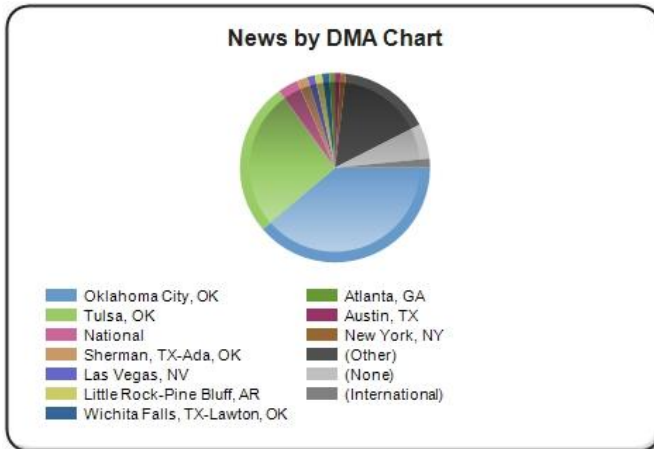
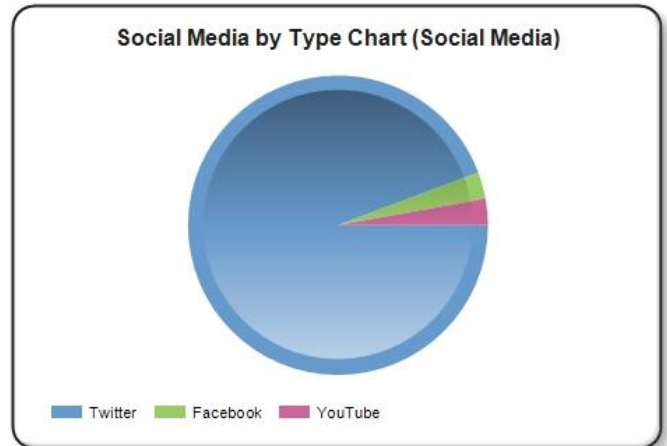
Oklahoma Tourism Media Coverage Report November 2011

November 2011 Coverage Summary	
Total Articles	320
Circulation/Audience (if available)	5,494,312
Estimated Media Impressions	12,636,917.6
Ad Value Equivalency	782,430.28

Top 10 Outlets by News Article	
Outlet	Count
Oklahoman	56
Tulsa World	41
KOTV-TV	9
The Journal Record	9
Muskogee Phoenix	8
Enid News Eagle	7
KFOR-TV	7
Associated Press (AP)	7
Ponca City News	6
The Norman Transcript	5



October 2011 Media Relations Summary	
Journalist pitches, direct inquiries and media hosting	11
Industry releases distributed (via TravelWire)	93



TRIP Activity Report October 2011

Comparisons									
Metric	Oct. 2011	Sep. 2011	% Change	Oct. 2011	Oct. 2010	% Change	FY 2012	FY 2011	% Change
Literature Requests									
Phone	1	6	(83.33%)	1	392	(99.74%)	65	2,628	(97.53%)
Voice Mail	104	164	(36.59%)	104	53	96.23%	617	355	73.80%
US Mail	61	22	177.27%	61	71	(14.08%)	110	136	(19.12%)
E-Mail	17	18	(5.56%)	17	61	(72.13%)	104	358	(70.95%)
Website	1,806	2,154	(16.16%)	1,806	1,746	3.44%	10,425	9,412	10.76%
Reader Service	683	269	153.90%	683	594	14.98%	2,523	3,509	(28.10%)
Total Literature Requests	2,672	2,633	1.48%	2,672	2,917	(8.40%)	13,844	16,398	(15.58%)
Website Activity									
Total Visitor Sessions	173,992	182,740	(4.79%)	173,992	180,691	(3.71%)	811,074	667,418	21.52%
Total Unique Visitors	167,194	177,956	(6.05%)	167,194	167,856	(0.39%)	784,911	613,573	27.92%
Total Page Views	1,174,088	1,203,300	(2.43%)	1,174,088	1,160,048	1.21%	5,551,426	4,746,372	16.96%
Avg. Sessions Per Day	5,613	6,091	(7.86%)	5,613	5,829	(3.71%)	6,590	5,429	21.39%
Avg. Length of Session	10:15	9:51	4.06%	10:15	9:43	5.49%	9:58	10:15	(2.68%)
Avg. Page Views per Session	6.75	6.58	2.55%	6.75	6.42	5.11%	6.81	7.15	(4.80%)
Social Media									
TravelOK Twitter Followers ¹	2,266	2,097	8.06%	2,266	N/A	N/A	693	N/A	N/A
TravelOK Twitter Tweets ¹	557	574	(2.96%)	557	N/A	N/A	1,993	N/A	N/A
TravelOK Twitter Klout Score ¹	49	56	(12.50%)	49	N/A	N/A	54	N/A	N/A
TravelOK Twitter Mentions ²	374	321	16.51%	374	N/A	N/A	1,396	N/A	N/A
TravelOK Twitter Retweeted ²	278	162	71.60%	278	N/A	N/A	671	N/A	N/A
TravelOK Twitter Click-Thrus ²	868	547	58.68%	868	N/A	N/A	3,593	N/A	N/A
TravelOK Foursquare Followers ¹	27,867	27,144	2.66%	27,867	N/A	N/A	5,019	N/A	N/A
E-Newsletter Program									
Total Messages Delivered	35,329	35,385	(0.16%)	35,329	33,650	4.99%	106,082	108,004	(1.78%)
Open Rate	35.49%	32.70%	8.53%	35.49%	25.75%	37.83%	32.66%	30.56%	6.87%
Click-Through Rate	16.11%	11.91%	35.26%	16.11%	9.96%	61.75%	12.34%	10.15%	21.65%
List Opt-Ins	1,576	2,120	(25.66%)	1,576	502	213.94%	4,660	1,779	161.94%

¹March 2011 was the first month that these figures were tracked. Comparisons will be shown as history is accumulated.

²June 2011 was the first month that these figures were tracked. Comparisons will be shown as history is accumulated.

TRIP Activity Report November 2011

Comparisons									
Metric	Nov. 2011	Oct. 2011	% Change	Nov. 2011	Nov. 2010	% Change	FY 2012	FY 2011	% Change
Literature Requests									
Phone	0	1	(100.00%)	0	266	(100.00%)	65	2,894	(97.75%)
Voice Mail	85	104	(18.27%)	85	44	93.18%	702	399	75.94%
US Mail	67	61	9.84%	67	56	19.64%	177	192	(7.81%)
E-Mail	15	17	(11.76%)	15	12	25.00%	119	370	(67.84%)
Website	1,487	1,806	(17.66%)	1,487	1,260	18.02%	11,912	10,672	11.62%
Reader Service	377	683	(44.80%)	377	1,570	(75.99%)	2,900	5,079	(42.90%)
Total Literature Requests	2,031	2,672	(23.99%)	2,031	3,208	(36.69%)	15,875	19,606	(19.03%)
Website Activity									
Total Visitor Sessions	112,615	173,992	(35.28%)	112,615	129,534	(13.06%)	923,689	796,952	15.90%
Total Unique Visitors	110,072	167,194	(34.17%)	110,072	124,535	(11.61%)	894,983	738,108	21.25%
Total Page Views	680,735	1,174,088	(42.02%)	680,735	748,748	(9.08%)	6,232,161	5,495,120	13.41%
Avg. Sessions Per Day	3,754	5,613	(33.12%)	3,754	4,318	(13.06%)	6,023	5,206	15.68%
Avg. Length of Session	9:28	10:15	(7.64%)	9:28	9:00	5.19%	9:52	10:00	(1.27%)
Avg. Page Views per Session	6.04	6.75	(10.49%)	6.04	5.78	4.50%	6.65	6.88	(3.23%)
Social Media									
TravelOK Twitter Followers ¹	2,473	2,266	9.14%	2,473	N/A	N/A	900	N/A	N/A
TravelOK Twitter Tweets ¹	556	557	(0.18%)	556	N/A	N/A	2,549	N/A	N/A
TravelOK Twitter Klout Score ¹	50	49	2.04%	50	N/A	N/A	53	N/A	N/A
TravelOK Twitter Mentions ²	379	374	1.34%	379	N/A	N/A	1,775	N/A	N/A
TravelOK Twitter Retweeted ²	295	278	6.12%	295	N/A	N/A	966	N/A	N/A
TravelOK Twitter Click-Thrus ²	1,027	868	18.32%	1,027	N/A	N/A	4,620	N/A	N/A
TravelOK Foursquare Followers ¹	28,614	27,867	2.68%	28,614	N/A	N/A	5,766	N/A	N/A
E-Newsletter Program									
Total Messages Delivered	35,392	35,329	0.18%	35,392	33,650	5.18%	141,474	141,654	(0.13%)
Open Rate	30.55%	35.49%	(13.92%)	30.55%	25.75%	18.64%	32.13%	29.36%	9.45%
Click-Through Rate	10.50%	16.11%	(34.82%)	10.50%	9.96%	5.42%	11.88%	10.10%	17.65%
List Opt-Ins	1,257	1,576	(20.24%)	1,257	502	150.40%	5,917	2,281	159.40%

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TRIP Activity Report December 2011

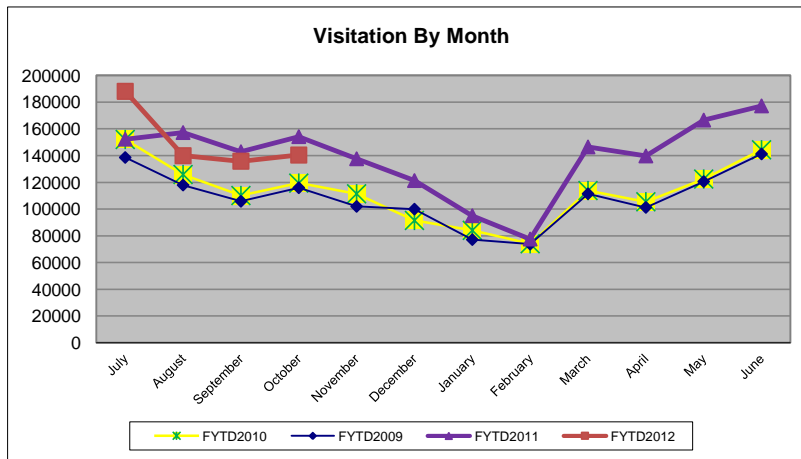
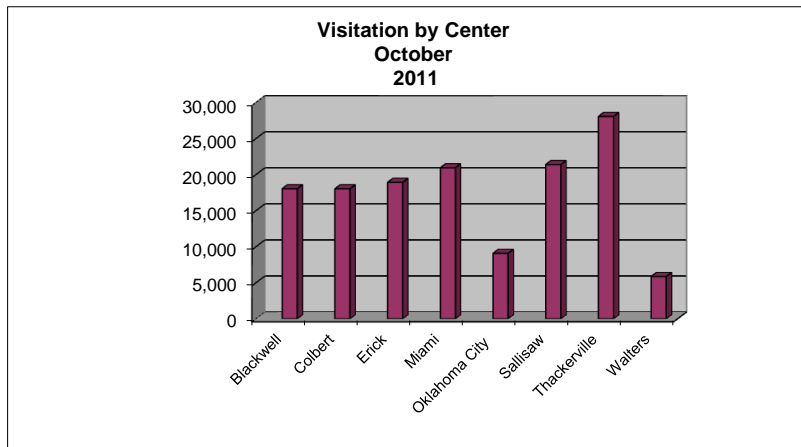
Comparisons									
Metric	Dec. 2011	Nov. 2011	% Change	Dec. 2011	Dec. 2010	% Change	FY 2012	FY 2011	% Change
Literature Requests									
Phone	2	0	N/A	2	266	(99.25%)	67	3,248	(97.94%)
Voice Mail	77	85	(9.41%)	77	44	75.00%	779	425	83.29%
US Mail	92	67	37.31%	92	56	64.29%	269	298	(9.73%)
E-Mail	13	15	(13.33%)	13	12	8.33%	132	378	(65.08%)
Website	1,091	1,487	(26.63%)	1,091	1,260	(13.41%)	13,003	11,740	10.76%
Reader Service	841	377	123.08%	841	1,570	(46.43%)	3,741	5,371	(30.35%)
Total Literature Requests	2,116	2,031	4.19%	2,116	3,208	(34.04%)	17,991	21,460	(16.16%)
Website Activity									
Total Visitor Sessions	95,464	112,615	(15.23%)	95,464	129,534	(26.30%)	1,019,153	895,970	13.75%
Total Unique Visitors	95,867	110,072	(12.91%)	95,867	124,535	(23.02%)	990,850	836,179	18.50%
Total Page Views	573,984	680,735	(15.68%)	573,984	748,748	(23.34%)	6,806,145	6,043,532	12.62%
Avg. Sessions Per Day	3,079	3,754	(17.96%)	3,079	4,318	(28.68%)	5,532	4,871	13.57%
Avg. Length of Session	9:20	9:28	(1.41%)	9:20	9:00	3.70%	9:47	9:45	0.31%
Avg. Page Views per Session	6.01	6.04	(0.50%)	6.01	5.78	3.98%	6.55	6.65	(1.61%)
Social Media									
TravelOK Twitter Followers ¹	2,716	2,473	9.83%	2,716	N/A	N/A	1,143	N/A	N/A
TravelOK Twitter Tweets ¹	594	556	6.83%	594	N/A	N/A	3,143	N/A	N/A
TravelOK Twitter Klout Score ¹	51	50	2.00%	51	N/A	N/A	53	N/A	N/A
TravelOK Twitter Mentions ²	461	379	21.64%	461	N/A	N/A	2,236	N/A	N/A
TravelOK Twitter Retweeted ²	278	295	(5.76%)	278	N/A	N/A	1,244	N/A	N/A
TravelOK Twitter Click-Thrus ²	805	1,027	(21.62%)	805	N/A	N/A	5,425	N/A	N/A
TravelOK Foursquare Followers ¹	28,988	28,614	1.31%	28,988	N/A	N/A	6,140	N/A	N/A
E-Newsletter Program									
Total Messages Delivered	41,365	35,392	16.88%	41,365	33,577	23.19%	182,839	175,231	4.34%
Open Rate	33.91%	30.55%	11.00%	33.91%	29.52%	14.87%	32.49%	29.39%	10.54%
Click-Through Rate	17.15%	10.50%	63.33%	17.15%	6.86%	150.00%	12.94%	9.45%	36.86%
List Opt-Ins	1,068	1,257	(15.04%)	1,068	478	123.43%	6,985	2,759	153.17%

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²June 2011 was the first month that these figures were tracked. Comparisons will be shown as history is accumulated.

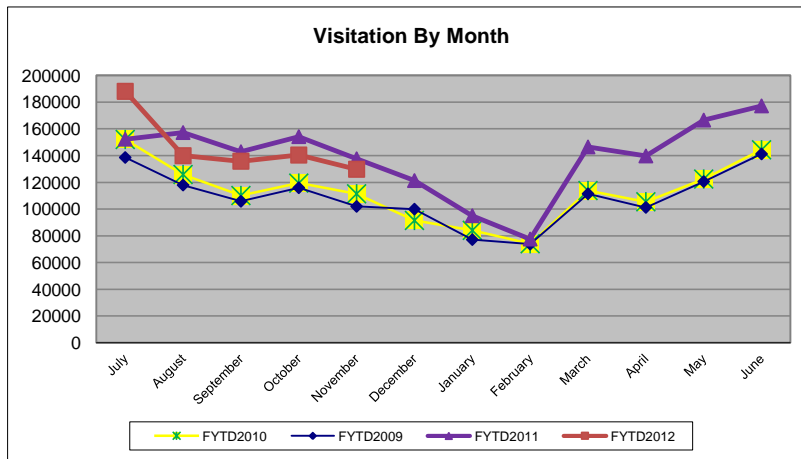
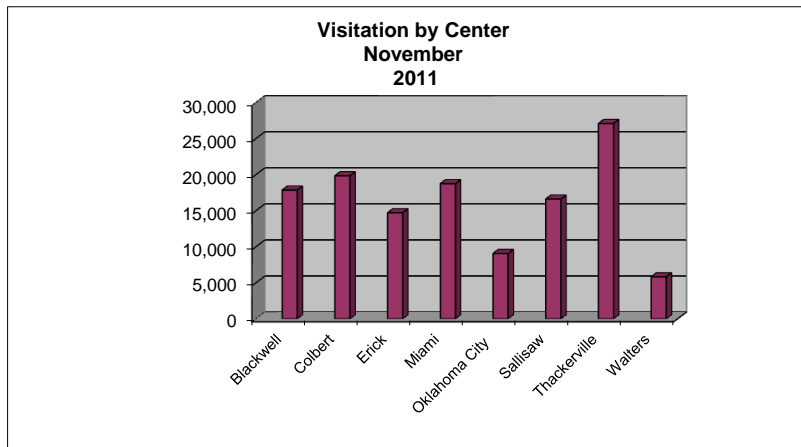
Tourism Information Center Visitation Report October 2011

Location	This Month vs. Last Month			Oct. This Year vs. Oct. Last Year			YTD Comparison		
	October 2011	September 2011	% Change Oct./Sept.	October 2011	October 2010	% Change	FY 2012	FY 2011	% Change
Blackwell	18,047	17,660	2.19%	18,047	20,431	(11.67%)	71,414	73,442	(2.76%)
Colbert	18,039	21,435	(15.85%)	18,039	17,528	2.91%	92,077	77,243	19.20%
Erick	18,931	18,936	(0.03%)	18,931	19,721	(4.00%)	81,877	85,163	(3.86%)
Miami	20,958	18,406	13.87%	20,958	22,509	(6.89%)	92,354	101,440	(8.96%)
Oklahoma City	9,088	9,254	(1.79%)	9,088	9,782	(7.09%)	40,557	43,257	(6.24%)
Sallisaw	21,404	20,462	4.60%	21,404	21,514	(0.51%)	91,577	94,076	(2.66%)
Thackerville	28,079	24,865	12.92%	28,079	37,230	N/A	113,277	153,623	(26.26%)
Walters	5,873	4,805	22.23%	5,873	5,485	7.07%	21,097	25,412	(16.98%)
Total Visitation	140,418	135,823	3.38%	140,418	154,200	(8.94%)	604,231	653,656	(7.56%)
Capitol - Tour Participants	732	328	123.17%	732	968	(24.38%)	2,016	2,682	(24.83%)



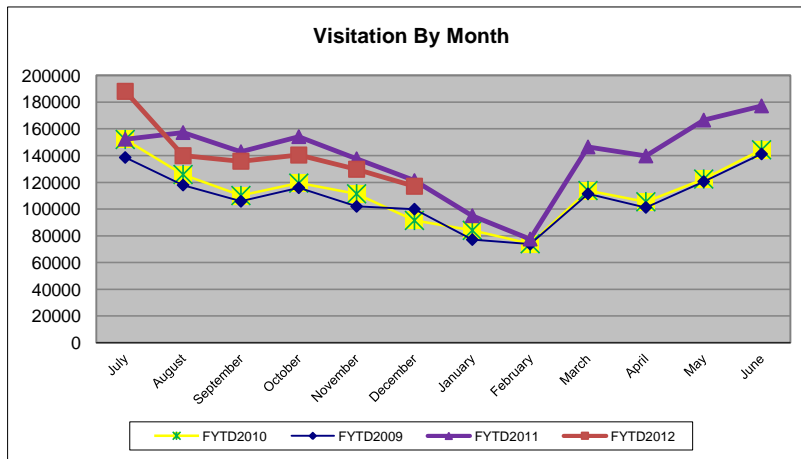
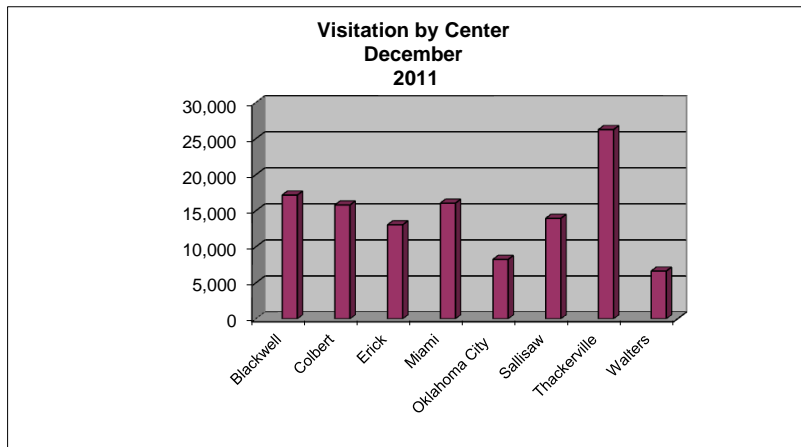
Tourism Information Center Visitation Report November 2011

Location	This Month vs. Last Month			Nov. This Year vs. Nov. Last Year			YTD Comparison		
	November 2011	October 2011	% Change Nov./Oct.	November 2011	November 2010	% Change	FY 2012	FY 2011	% Change
Blackwell	17,859	18,047	(1.04%)	17,859	18,979	(5.90%)	89,274	92,421	(3.41%)
Colbert	19,848	18,039	10.03%	19,848	16,378	21.18%	111,925	93,621	19.55%
Erick	14,721	18,931	(22.24%)	14,721	14,645	0.52%	96,598	99,807	(3.22%)
Miami	18,752	20,958	(10.53%)	18,752	20,988	(10.65%)	111,106	122,428	(9.25%)
Oklahoma City	9,067	9,088	(0.23%)	9,067	9,037	0.33%	49,624	52,294	(5.11%)
Sallisaw	16,615	21,404	(22.37%)	16,615	16,252	2.23%	108,192	110,328	(1.94%)
Thackerville	27,095	28,079	(3.50%)	27,095	36,521	(25.81%)	140,373	190,144	(26.18%)
Walters	5,823	5,873	(0.85%)	5,823	4,836	20.41%	26,920	30,248	(11.00%)
Total Visitation	129,781	140,418	(7.58%)	129,781	137,636	(5.71%)	734,011	791,292	(7.24%)
Capitol - Tour Participants	1,280	732	74.86%	1,280	1,238	3.39%	3,296	3,920	(15.92%)



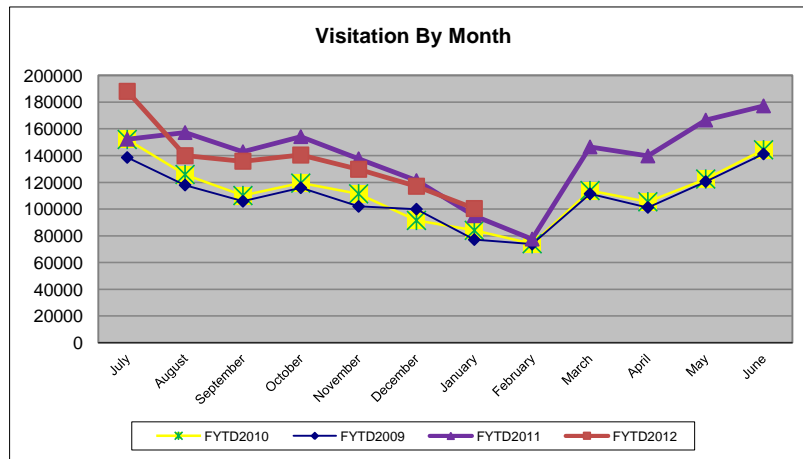
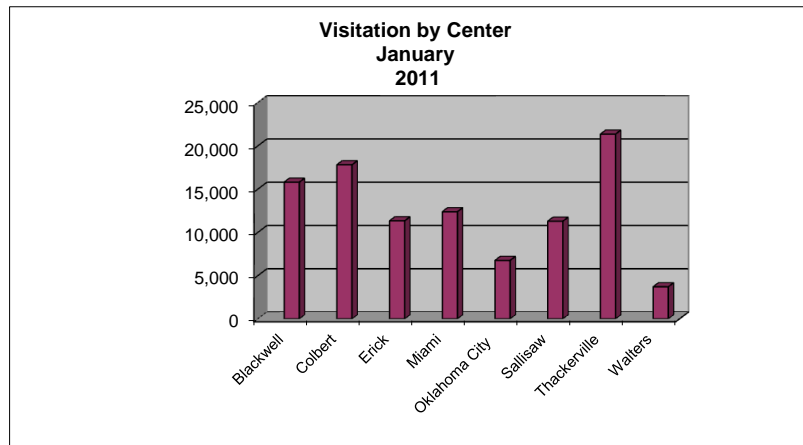
Tourism Information Center Visitation Report December 2011

Location	This Month vs. Last Month			Dec. This Year vs. Dec. Last Year			YTD Comparison		
	December 2011	November 2011	% Change Dec./Nov.	December 2011	December 2010	% Change	FY 2012	FY 2011	% Change
Blackwell	17,164	17,859	(3.89%)	17,164	18,069	(5.01%)	106,438	110,490	(3.67%)
Colbert	15,788	19,848	(20.45%)	15,788	14,739	7.11%	127,713	108,360	17.86%
Erick	13,045	14,721	(11.38%)	13,045	11,983	8.87%	109,643	111,790	(1.92%)
Miami	16,041	18,752	(14.46%)	16,041	18,275	(12.22%)	127,147	140,703	(9.63%)
Oklahoma City	8,241	9,067	(9.11%)	8,241	8,314	(0.88%)	57,865	60,608	(4.53%)
Sallisaw	13,937	16,615	(16.12%)	13,937	14,193	(1.80%)	122,129	124,521	(1.92%)
Thackerville	26,246	27,095	(3.13%)	26,246	32,111	(18.26%)	166,619	222,255	(25.03%)
Walters	6,621	5,823	13.70%	6,621	3,667	80.56%	33,541	33,915	(1.10%)
Total Visitation	117,084	129,781	(9.78%)	117,084	121,351	(3.52%)	851,095	912,642	(6.74%)
Capitol - Tour Participants	573	1,280	(55.23%)	573	756	(24.21%)	3,869	4,676	(17.26%)



Tourism Information Center Visitation Report January 2012

Location	This Month vs. Last Month			Jan. This Year vs. Jan. Last Year			YTD Comparison		
	January 2012	December 2011	% Change Jan./Dec.	January 2012	January 2011	% Change	FY 2012	FY 2011	% Change
Blackwell	15,796	17,164	(7.97%)	15,796	14,223	11.05%	122,234	124,713	(1.99%)
Colbert	17,806	15,788	12.79%	17,806	9,160	94.40%	145,519	117,520	23.82%
Erick	11,331	13,045	(13.14%)	11,331	10,482	8.10%	120,975	122,273	(1.06%)
Miami	12,379	16,041	(22.83%)	12,379	12,283	0.78%	139,526	152,986	(8.80%)
Oklahoma City	6,754	8,241	(18.04%)	6,754	6,729	0.37%	64,619	67,337	(4.04%)
Sallisaw	11,284	13,937	(19.03%)	11,284	10,548	6.98%	133,414	135,069	(1.23%)
Thackerville	21,350	26,246	(18.66%)	21,350	28,530	(25.17%)	187,968	250,785	(25.05%)
Walters	3,705	6,621	(44.04%)	3,705	3,064	20.92%	37,246	36,979	0.72%
Total Visitation	100,406	117,084	(14.24%)	100,406	95,019	5.67%	951,500	1,007,662	(5.57%)
Capitol - Tour Participants	438	573	(23.56%)	438	381	14.96%	4,307	5,057	(14.83%)

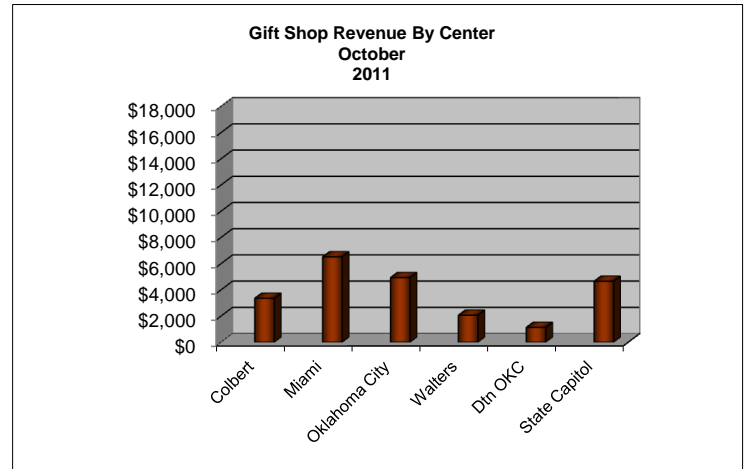
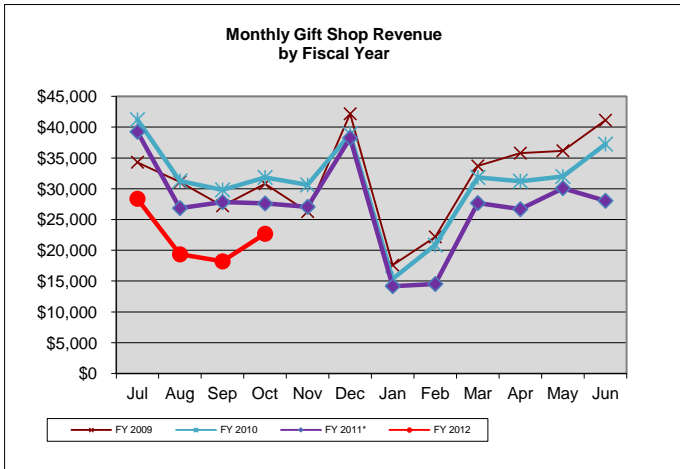


Tourism Information Center Gift Shop Revenue October 2011

	Profit Margin			
	Gross Revenue	Cost of Goods Sold	Net Income	Profit Margin
Colbert	\$3,358.84	\$1,671.22	\$1,687.62	50%
Miami	\$6,520.64	\$2,692.72	\$3,827.92	59%
Oklahoma City	\$4,939.32	\$2,241.86	\$2,697.46	55%
Walters	\$2,065.88	\$936.18	\$1,129.70	55%
Dtn OKC	\$1,135.39	\$535.15	\$600.24	53%
State Capitol	\$4,659.28	\$2,417.50	\$2,241.78	48%
Total	\$22,679.35	\$10,494.63	\$12,184.72	54%

	Revenue		
	Oct. 2011	Oct. 2010	% Change
Colbert	\$3,358.84	\$2,453.15	37%
Miami	\$6,520.64	\$10,416.49	(37%)
Oklahoma City	\$4,939.32	\$5,924.83	(17%)
Walters	\$2,065.88	\$4,010.06	(48%)
Dtn OKC	\$1,135.39	\$1,428.00	(20%)
State Capitol	\$4,659.28	\$3,373.55	38%
Total	\$22,679.35	\$27,606.08	(17.85%)

	YTD Comparison		
	FYTD 2012 Revenue	FYTD 2011 Revenue	% Change
Colbert	\$15,146.84	\$16,633.95	(9%)
Miami	\$27,289.98	\$40,250.19	(32%)
Oklahoma City	\$19,705.60	\$27,136.83	(27%)
Walters	\$8,429.64	\$16,509.84	(49%)
Dtn OKC	\$4,277.07	\$7,960.55	(46%)
State Capitol	\$13,734.50	\$13,043.20	5%
Total	\$88,583.63	\$121,534.56	(27.11%)



Ranking by Sales Volume	
Center	Rank
Miami	1
OKC	2
State Capitol	3
Colbert	4
Walters	5
Dtn OKC	6

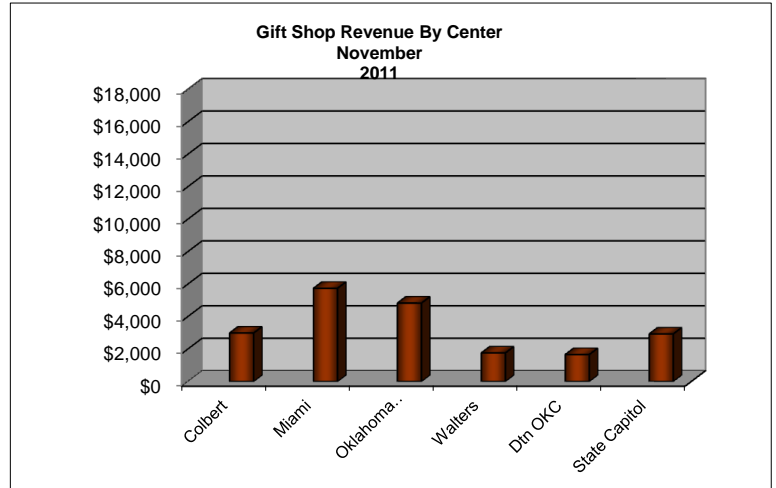
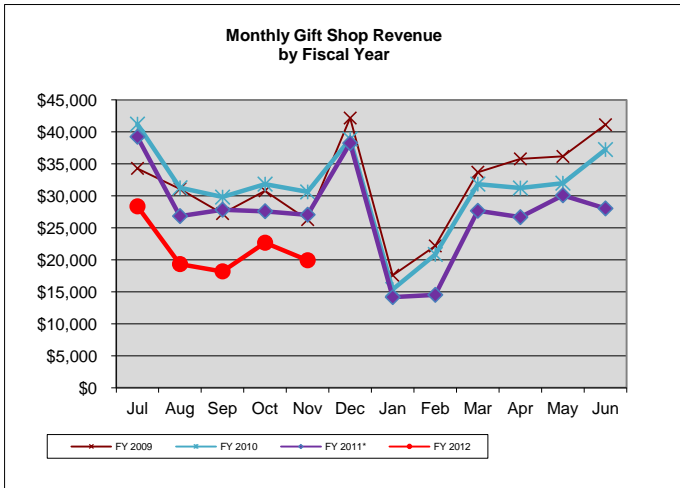
Ranking by Sales Per Visitor	
Center	Rank
OKC (\$0.54)	1
Walters (\$0.35)	2
Miami (\$0.31)	3
Colbert (\$0.19)	4

Tourism Information Center Gift Shop Revenue November 2011

	Profit Margin			
	Gross Revenue	Cost of Goods Sold	Net Income	Profit Margin
Colbert	\$2,991.19	\$1,481.46	\$1,509.73	50%
Miami	\$5,747.76	\$2,573.97	\$3,173.79	55%
Oklahoma City	\$4,835.34	\$2,258.06	\$2,577.28	53%
Walters	\$1,764.76	\$805.35	\$959.41	54%
Dtn OKC	\$1,665.17	\$746.84	\$918.33	55%
State Capitol	\$2,931.98	\$1,419.15	\$1,512.83	52%
Total	\$19,936.20	\$9,284.83	\$10,651.37	53%

	Revenue		
	Nov. 2011	Nov. 2010	% Change
Colbert	\$2,991.19	\$2,481.40	21%
Miami	\$5,747.76	\$8,857.26	(35%)
Oklahoma City	\$4,835.34	\$6,288.40	(23%)
Walters	\$1,764.76	\$3,076.74	(43%)
Dtn OKC	\$1,665.17	\$2,369.04	(30%)
State Capitol	\$2,931.98	\$3,983.62	(26%)
Total	\$19,936.20	\$27,056.46	(26.32%)

	YTD Comparison		
	FYTD 2012 Revenue	FYTD 2011 Revenue	% Change
Colbert	\$18,138.03	\$19,115.35	(5%)
Miami	\$33,037.74	\$49,107.45	(33%)
Oklahoma City	\$24,540.94	\$33,425.23	(27%)
Walters	\$10,194.40	\$19,586.58	(48%)
Dtn OKC	\$5,942.24	\$10,329.59	(42%)
State Capitol	\$16,666.48	\$17,026.82	(2%)
Total	\$108,519.83	\$148,591.02	(26.97%)



Ranking by Sales Volume	
Center	Rank
Miami	1
OKC	2
Colbert	3
Capitol	4
Walters	5
Dtn OKC	6

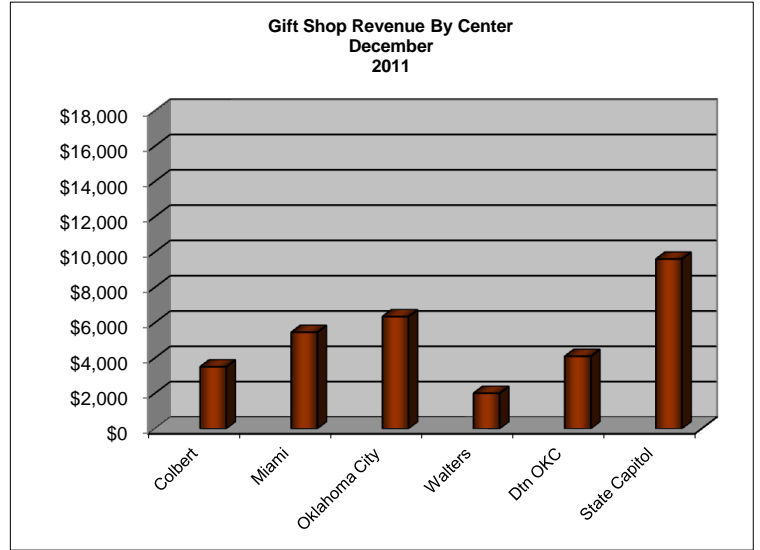
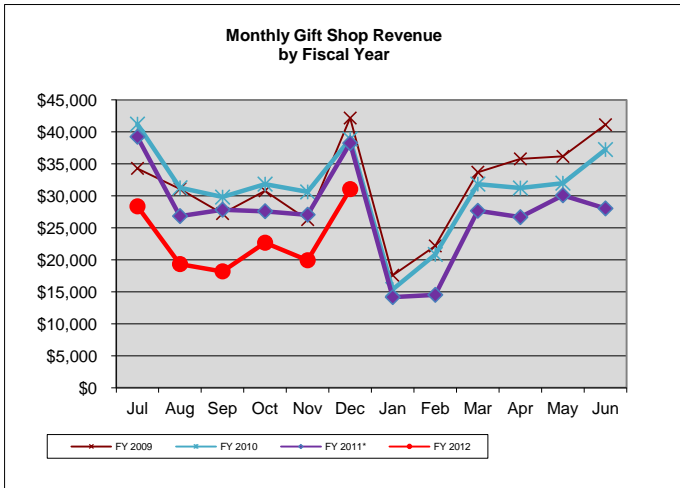
Ranking by Sales Per Visitor	
Center	Rank
OKC (\$0.53)	1
Miami (\$0.31)	2
Walters (\$0.30)	3
Colbert (\$0.15)	4

Tourism Information Center Gift Shop Revenue December 2011

	Profit Margin			
	Gross Revenue	Cost of Goods Sold	Net Income	Profit Margin
Colbert	\$3,509.64	\$1,738.38	\$1,771.26	50%
Miami	\$5,465.18	\$2,468.67	\$2,996.51	55%
Oklahoma City	\$6,353.79	\$3,488.54	\$2,865.25	45%
Walters	\$2,013.15	\$897.48	\$1,115.67	55%
Dtn OKC	\$4,101.84	\$1,859.79	\$2,242.05	55%
State Capitol	\$9,613.36	\$6,163.62	\$3,449.74	36%
Total	\$31,056.96	\$16,616.48	\$14,440.48	46%

	Revenue		
	Dec. 2011	Dec. 2010	% Change
Colbert	\$3,509.64	\$1,629.12	115%
Miami	\$5,465.18	\$7,929.68	(31%)
Oklahoma City	\$6,353.79	\$7,183.14	(12%)
Walters	\$2,013.15	\$3,020.62	(33%)
Dtn OKC	\$4,101.84	\$8,622.43	(52%)
State Capitol	\$9,613.36	\$9,868.12	(3%)
Total	\$31,056.96	\$38,253.11	(18.81%)

	YTD Comparison		
	FYTD 2012 Revenue	FYTD 2011 Revenue	% Change
Colbert	\$21,647.67	\$20,744.47	4%
Miami	\$38,502.92	\$57,037.13	(32%)
Oklahoma City	\$30,894.73	\$40,608.37	(24%)
Walters	\$12,207.55	\$22,607.20	(46%)
Dtn OKC	\$10,044.08	\$18,952.02	(47%)
State Capitol	\$26,279.84	\$26,894.94	(2%)
Total	\$139,576.79	\$186,844.13	(25.30%)



Ranking by Sales Volume	
Center	Rank
Capitol	1
OKC	2
Miami	3
Dtn OKC	4
Colbert	5
Walters	6

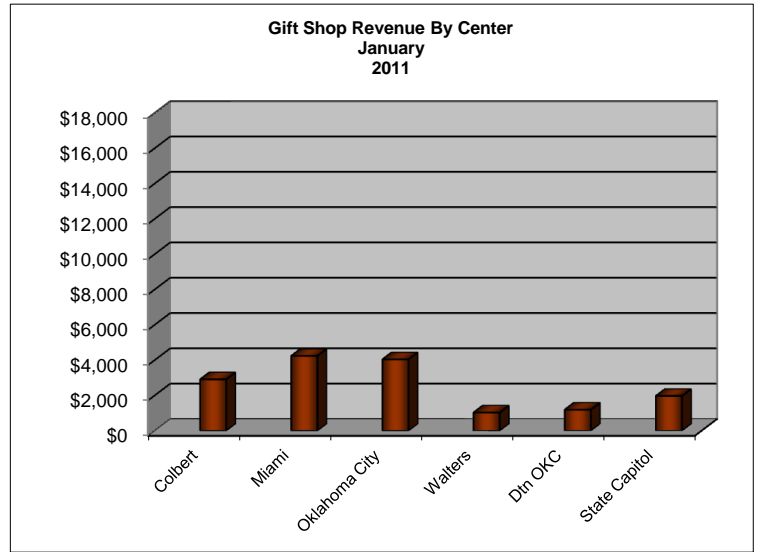
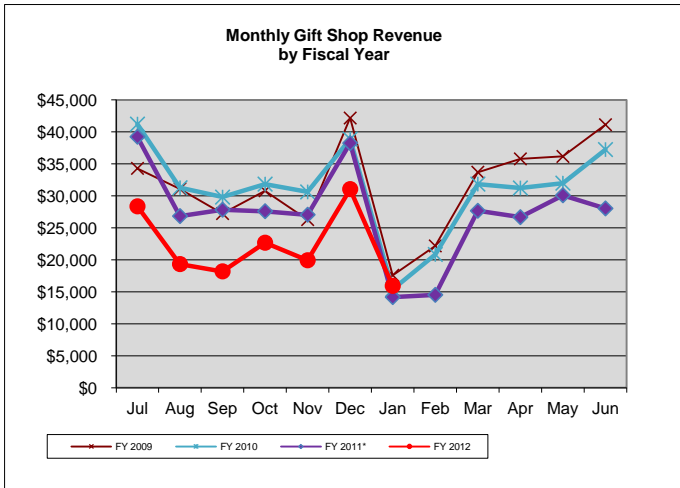
Ranking by Sales Per Visitor	
Center	Rank
OKC (\$0.77)	1
Miami (\$0.34)	2
Walters (\$0.30)	3
Colbert (\$0.22)	4

Tourism Information Center Gift Shop Revenue January 2012

	Profit Margin			
	Gross Revenue	Cost of Goods Sold	Net Income	Profit Margin
Colbert	\$2,910.18	\$1,466.64	\$1,443.54	50%
Miami	\$4,242.62	\$1,930.92	\$2,311.70	54%
Oklahoma City	\$4,044.39	\$2,142.81	\$1,901.58	47%
Walters	\$1,033.11	\$568.97	\$464.14	45%
Dtn OKC	\$1,193.66	\$537.62	\$656.04	55%
State Capitol	\$1,973.07	\$906.65	\$1,066.42	54%
Total	\$15,397.03	\$7,553.61	\$7,843.42	51%

	Revenue		
	Jan. 2012	Jan. 2011	% Change
Colbert	\$2,910.18	\$1,137.66	156%
Miami	\$4,242.62	\$3,890.50	9%
Oklahoma City	\$4,044.39	\$3,303.87	22%
Walters	\$1,033.11	\$1,754.14	(41%)
Dtn OKC	\$1,193.66	\$1,355.02	(12%)
State Capitol	\$1,973.07	\$2,733.03	(28%)
Total	\$15,397.03	\$14,174.22	8.63%

	YTD Comparison		
	FYTD 2012 Revenue	FYTD 2011 Revenue	% Change
Colbert	\$24,557.85	\$21,882.13	12%
Miami	\$42,745.54	\$60,927.63	(30%)
Oklahoma City	\$34,939.12	\$43,912.24	(20%)
Walters	\$13,240.66	\$24,361.34	(46%)
Dtn OKC	\$11,237.74	\$20,307.04	(45%)
State Capitol	\$28,252.91	\$29,627.97	(5%)
Total	\$154,973.82	\$201,018.35	(22.91%)



Ranking by Sales Volume	
Center	Rank
Miami	1
OKC	2
Colbert	3
Capitol	4
Dtn OKC	5
Walters	6

Ranking by Sales Per Visitor	
Center	Rank
OKC (\$0.60)	1
Miami (\$0.34)	2
Walters (\$0.28)	3
Colbert (\$0.16)	4