

# How Can We Help You?

The Oklahoma Tourism & Recreation Department  
Travel Promotion Division

The Travel Promotion Division's programs are designed to increase awareness of Oklahoma as a destination while fostering understanding of the economic impact and importance of the state's travel and tourism industry.

The division operates 12 Tourism Information Centers; works with communities, events and attractions to improve and develop new tourism products; oversees numerous public relations and information programs; conducts direct sales efforts for the trade and consumer markets; operates the department's web site, TravelOK.com; fulfills information requests for tourism materials and brochures; administers the multicounty matching funds program; produces the Discover Oklahoma television program; and coordinates annual spring and fall advertising campaigns and related cooperative advertising ventures.

Tourism is a vital economic development tool for Oklahoma. We are committed to providing assistance and maintaining productive partnerships with communities, tourism organizations and businesses throughout the state. Following is a list of programs and services we offer, and the appropriate staff person to contact.

## Web Site

TravelOK.com is the state's official Internet site for Oklahoma travel and tourism information. This is an exciting time to be a tourism professional in our great state and the new TravelOK.com reflects the progressive nature of our state and her people. Attractions, events, accommodations and restaurant properties from across the state are included on the site, along with special sections devoted to the media, group travel professionals and tourism industry members. Special offers, coupons and discount packages to Oklahoma destinations are also posted on the site. As never before, industry members will have the ability to sign on and update their listings 24/7 with events, deals, photos, videos, 360 tours and much more.

If you wish to be listed free of charge in our database, or in our Deals and Coupons section, please e-mail us at [Update@TravelOK.com](mailto:Update@TravelOK.com).

If you need assistance using the new data engine to update your listing, or if you don't have Internet access, please contact Rose Bemo.

Contact:       Rose Bemo, Web Marketing Assistant  
                  (405) 230-8410 or [Rose@TravelOK.com](mailto:Rose@TravelOK.com)

## Travel Guide

The annual Oklahoma Travel Guide is the essential publication for travelers to and within Oklahoma. This guide highlights points of interest all across the state and includes a directory of things to do, lodging and restaurants listed by city. It is distributed to more than 400,000 prospective travelers.

Your tourism-related attractions can be listed in this popular publication free of charge. City listings are sent to chambers of commerce or convention and visitors bureaus each spring to review for changes and

additions.

Contact: Lindsay Vidrine, Director of Travel Communications  
405-230-8414 or [Lindsay@TravelOK.com](mailto:Lindsay@TravelOK.com)

## **Brochure Advertising**

The Oklahoma Travel Guide and other statewide tourism promotional tools are also excellent advertising vehicles for travel and tourism organizations. Reasonable rates and a targeted audience promise results for advertisers. The annual deadline for advertising in the travel guide is April 1.

Contact: Lindsay Vidrine, Director of Travel Communications  
405-230-8414 or [Lindsay@TravelOK.com](mailto:Lindsay@TravelOK.com)

## **Co-op Advertising Programs**

Travel and tourism-related businesses can optimize advertising dollars by taking part in the Tourism Department's cooperative advertising programs, available through a variety of media. Program options include magazine publications and a newspaper insert. Other options are also made available when possible. We are encouraging publishers to offer added value with these co-op programs (i.e. a web presence), in addition to the ad space.

Contact: Barbara Johnston, Ackerman McQueen  
405-843-7777 or [barbara-johnston@am.com](mailto:barbara-johnston@am.com)

## **Tourism Information Centers**

Located at various points of entry to the state, as well as in the State Capitol and two metropolitan areas, Oklahoma's 12 Tourism Information Centers provide tourism materials and travel counseling to more than 1.5 million auto travelers every year. Tourism businesses also may arrange to display their promotional brochures at the centers. An application and guideline info is included on [TravelOK.com](http://TravelOK.com).

Contact: Bill Byer, Jr., Director of Tourism Information Centers  
405-478-4637 or [BByer@TravelOK.com](mailto:BByer@TravelOK.com)

## **Bulk Brochure Orders/Warehouse**

The Oklahoma Travel Guide, highway maps and other OTRD publications are available in bulk quantities for chambers of commerce, convention and visitors bureaus and other tourism-related organizations. Although there is no charge for brochures to these groups, we request every effort be made to pick up materials at the Oklahoma City distribution warehouse to save taxpayers the expense of freight and postage. Quantities of some brochures are limited and distributed at the tourism department's discretion.

Contact: 1-800-652-6552

## **Speaker's Bureau**

Our Speaker's Bureau program provides professional tourism industry speakers as a service to organizations, fostering good civic relations and further promoting the Oklahoma tourism message to the public. Speakers from OTRD are available to discuss a variety of tourism-related topics with your

organization.

We are also interested in hearing from tourism industry professionals who are available to speak to key civic and professional groups about the economic importance of tourism to Oklahoma. We can add your name to a list to be scheduled for possible speaking engagements in your area or around the state. Or, if you are a member of an organization and would like to schedule a speaker, please contact us.

Contact: Debra Shumate, Executive Assistant  
405-230-8402 or Deb@TravelOK.com

## **Press Releases & Media Relations**

Travel Communications and Publications staff regularly prepare worthy news and feature stories about travel destinations, events and attractions in the state. Staff members also regularly work with state, national and international news media interested in tourism and recreation news and information. Please share your story ideas and press releases with our division so we can take advantage of media opportunities as they arise.

Contact: Austin Tackett, Travel Communications Coordinator  
405-230-8413 or Austin@TravelOK.com

## **OklaTravel Newswire**

Our staff will distribute your prepared press release to our extensive media database. The press releases are also posted to a special page on TravelOK.com where they are available to the media and the public.

Contact: Austin Tackett, Travel Communications Coordinator  
405-230-8413 or Austin@TravelOK.com

## **Oklahoma Travel Minute Radio Public Service Announcements**

Events around the state are highlighted each week through 60-second taped radio messages. These Travel Minute segments are professionally produced and available to download on the TravelOK.com web site.

Contact: Ron Stahl, Discover Oklahoma Co-Host  
405-230-8391 or Ron@TravelOK.com

## **Group and Trade Marketing**

Our group travel staff is Oklahoma's link for direct sales and marketing to the travel trade. OTRD is ready to show communities ways to increase their share of tour bus and group travel business in Oklahoma. Communities offering tourism attractions that can accommodate motorcoaches have the opportunity to list these on TravelOK.com. The site includes a special page of information for group travel professionals.

Contact: Todd Stallbaumer, Consumer and Trade Marketing Manager  
405-230-8407 or Todd@TravelOK.com

Kerry Barrick, Consumer and Trade Marketing Coordinator  
405-230-8408 or Kerry@TravelOK.com

## **Consumer Marketing**

Consumers are reached through boat, sport and travel shows, and other consumer exhibitions in primary and secondary markets. Division staff helps organizations incorporate travel shows into their marketing programs. Plus, staff maintains valuable contacts with the American Automobile Association and Canadian Automobile Association through direct mail, by telephone and Internet. Multicounty associations, convention and visitors bureaus, chambers of commerce and other organizations can work with division staff to develop their own consumer marketing programs.

Through the **OklaStrong cooperative program**, tourism organizations can partner with the department to have a presence at several consumer trade shows throughout the year.

Contact: Charlie Wallar, Consumer Marketing Coordinator  
405-230-8417 or Charlie@TravelOK.com

## **Authentic Oklahoma (AOK) Product Line**

Authentic Oklahoma, or AOK, is a thoughtful line of distinctive products selected by the Oklahoma Tourism and Recreation Department. Many AOK items were created by Oklahomans, while others were chosen because they represent Oklahoma's spirit and sense of place. The AOK brand reflects Oklahoma's legendary stories, gracious people and epic landscapes and is meant to inspire people to experience our state for themselves through an Oklahoma vacation or getaway. Some items are available for wholesale to retailers. All items are available to purchase.

Contact: Kerry Barrick, Consumer & Trade Marketing Coordinator  
405-230-8408 or Kerry@TravelOK.com

## **Destination Development**

The Destination Development program's mission is to work with communities, existing attractions and other tourism suppliers to expand and enhance tourism products and programs. Staff assists in locating the best resources for tourism development and in the role of liaison to local, state and federal agencies. Utilizing expertise in target marketing, packaging, tourism product assessments and regional program initiatives, the Destination Development staff is prepared to assist those who request it.

A Destination Development Resource Manual is available upon request. This book assists a community or destination in getting started, planning tourism, assessment and development of product, market development, group tour planning, packaging, hospitality and beautification, and provides an extensive resource list.

Special programming involves Cultural & Heritage program development, database of potential tourism product and program grantees and an Oklahoma Artisan database.

Staff works with other state agencies and organizations to support tourism efforts and coordinates four annual training camps at the OTRD headquarters for interested industry members.

As an additional outreach program for tourism product development, several grant writing workshops are scheduled across the state each year.

Contacts: Barbie Elder, Destination Development Manager  
(405) 230-8409 or Barbie@TravelOK.com

Melyn Johnson, Destination Development Field Representative  
(405) 613-8553 or Melyn@TravelOK.com

## **Sustainable Initiatives/ECO Travel Program**

ECO (Encouraging Conservation in Oklahoma) is a dynamic partnership between the Oklahoma Tourism and Recreation Department and the Oklahoma Department of Environmental Quality. Our mission is to provide a sustainable travel program that promotes, educates and encourages sustainable travel in Oklahoma. ECO offers education, certification and marketing support that engages our partners in sustainable travel practices for a minimal economic investment with maximum return. Oklahoma has a legacy of conservation, preservation and innovation – qualities that are fundamental to sustainable travel. ECO has developed a multi-faceted program to help sustainable travel flourish in Oklahoma.

Contact: Jessica Blackstock, Sustainable Initiatives Coordinator  
405-315-6661 or Jessica@TravelOK.com

## **Fulfillment Program**

Save time and get your brochure in front of more people through our Fulfillment Program. OTRD can offer your brochure to thousands of potential visitors through our Call Center and TravelOK.com - all at your regular postage rate. You supply the brochures, and we will mail them as they are requested along with our own materials. You will receive a monthly invoice as well as reports to use for contacts, research, sales and cost justifications.

Contact: Charlotte Andrew, Fulfillment Coordinator  
405-230-8422 or Charlotte@TravelOK.com

## **Discover Oklahoma Television Show**

*Integris Discover Oklahoma* is dedicated to the promotion of Oklahoma tourism by telling interesting stories about the people, destinations and tourist attractions in our state. This high-quality, entertaining 30-minute program is broadcast every Saturday at 6:30 p.m. on KOTV-Channel 6 in Tulsa, KWTW-Channel 9 in Oklahoma City, KSWO-Channel 7 in Lawton, and at 6:00 p.m. on KXII-Channel 12 in Sherman, Texas. Additionally, many cable outlets throughout the state and region air the program as well. We produce approximately 39 episodes each year. Our staff is always on the lookout for new places to feature and exciting things to do in Oklahoma. Please contact us at 405-230-8430 or discoveroklahoma@travelok.com if you would like to suggest a topic for the show.

Contact: Shel Wagner, Executive Producer  
405-230-8431 or Shel@TravelOK.com

Dino Lalli, Producer

405-230-8433 or [Dino@TravelOK.com](mailto:Dino@TravelOK.com)

## **OTRD Call Center**

Our Call Center is often the first contact for those inquiring about Oklahoma tourism information. Travel counselors can tell visitors what to see and do, or where to stay or eat. We take the time to pinpoint the customer's interests and tailor our suggestions to the customer's wants and needs. In addition to mailing out free tourism literature upon request, we strive to be the last call anyone wanting Oklahoma tourism information has to make.

Our goal is to stay as familiar and up-to-date with Oklahoma's tourism products as possible, either through training sessions at our office where industry representatives share destination information with us, or through on-site FAM tours, allowing our travel counselors to experience your destination firsthand. We invite you to arrange a visit to our office or site tour to your attraction, event, lodging facility, restaurant or community.

Contact: Fonda Bean, Call Center Manager  
405-230-8419 or [Fonda@TravelOk.com](mailto:Fonda@TravelOk.com)

## **Other OTRD Resources**

### **Oklahoma Film & Music Office**

The Oklahoma Film & Music Office is committed to promoting the state as a desirable, film-friendly environment for the production of motion pictures, TV shows and videos. We assist both in-state and out-of-state companies by providing assistance with locations, equipment, crew, permits and facts about Oklahoma and its communities.

The OF&MO must be able to respond to a location request very quickly or run the risk of missing out on the opportunity. Once a location is chosen, OF&MO serves as a liaison between the production company and the selected community or city and the state to ensure that everything runs smoothly.

We would love to enlist you and your community to work with us. The first step is to provide us with up-to-date digital photos of your community. Some photo ideas are your main streets, schools, buildings and homes with interesting architecture, local color (diners, soda fountains, old gas stations) and any nearby tourist attractions. Please contact us so we can discuss how to maximize your time photographing locations for our database. We look forward to working with you.

Contacts: Jill Simpson, Director  
405-230-8441 or [Jill@OklahomaFilm.org](mailto:Jill@OklahomaFilm.org)

Julie Porter, Deputy Director  
405-230-8446 or [Julie@OklahomaFilm.org](mailto:Julie@OklahomaFilm.org)

800-766-FILM, [www.OklahomaFilm.org](http://www.OklahomaFilm.org)

## **State Parks, Resorts & Golf**

Oklahoma offers one of the finest, most naturally diverse state park systems in the nation. Our state-operated parks, resorts and golf courses incite travel, preserve natural resources, improve quality of life for all Oklahomans and create employment opportunities. In addition, our Conservation and Planning team provides statistical research and analysis, and economic development and planning assistance to the Department and to communities throughout the state. This section also administers federal grant funds for outdoor recreational development. Park, resort and cabin information is available on our web site, [www.OklahomaParks.com](http://www.OklahomaParks.com), or through our toll-free number, 1-800-654-8240. Fees and green times can be obtained by calling 1-866-602-4653.

Contact: Kris Marek, Director, State Parks, Resorts, Golf  
405-230-8476, [KMarek@OklahomaParks.com](mailto:KMarek@OklahomaParks.com)

## **Group Sales**

State parks also offers industry partners unique and memorable meeting venues. We offer groups and organizations flexible terms and affordable rates for day and overnight workshops, retreats and conferences. Imagine your meeting attendees experiencing the best of Oklahoma's natural beauty. Enjoy camp fire stories (we'll provide the sticks and marshmallows), nature walks, lake tours, horseback riding, golfing, cave exploring and so much more. Contact us to see how Oklahoma State Parks can make your next meeting memorable and inspiring.

Contact: Roberta Helsley, Director of Sales  
405-230-8390, [sales@oklahomaresorts.com](mailto:sales@oklahomaresorts.com)

## **Federal Grants**

The Oklahoma Tourism and Recreation Department administers the Land and Water Conservation Fund Program (LWCF) and the Recreational Trails Program (RTP). They are both federal reimbursement-type grant programs.

The LWCF Program, managed through the National Park Service, encourages conservation of key open spaces, such as riverfronts, forests, and wetlands and the development of community parks. Development projects can vary widely: from trails, boating facilities, nature centers, picnic facilities and the improvement of park landscapes to the development of basketball courts, swimming pools or ball fields. The LWCF provides for a 50 percent federal share for each project and requires a 50 percent local share.

The RTP Program is managed through the Federal Highway Administration and funds all types of public use trails and trail facilities. These include walking, hiking, mountain biking, equestrian, motorcycle, ATV and 4-wheel drive trails. The RTP provides for an 80 percent federal share for each project and requires a 20 percent local share.

State and local government organizations, Indian Tribes, public schools and universities are eligible to apply for these federal funds. The RTP Program also allows federal land managers and 501 (C) (3) non-profit organizations to apply. Project applications and guidelines can be found on our website at [www.oklatourism.gov](http://www.oklatourism.gov) under Conservation and Planning.

Contact: Susan Henry, Grants Administrator  
405-230-8490 or [shenry@oklahomaparks.com](mailto:shenry@oklahomaparks.com)

## Oklahoma Today Magazine

*Oklahoma Today* is a general interest consumer magazine, published continuously by the State of Oklahoma since 1956. The magazine has a circulation of approximately 38,000 and an estimated readership of roughly 150,000. The magazine is available by subscription (\$24.95 per year) or on newsstands statewide.

*Oklahoma Today* has distinguished itself as one of the finest regional consumer magazines in the country for its award-winning editorial, design, printing and photography. A five-time Magazine of the Year honoree by the International Regional Magazine Association (IRMA), *Oklahoma Today* has also received the coveted national EDDY, OZZIE, MAGGIE and Wilbur awards. On a regional level, *Oklahoma Today* has received numerous ADDY, GRAPHEX, Katie and SPJ awards in multiple categories.

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