

Increase investment in high ROI marketing and promotions to increase out-of-state tourism. (continued)

- OTRD has partnered with the Cherokee Nation and the Chickasaw Nation to pursue international marketing opportunities. In May 2010, both entities joined OTRD at the largest international trade show in the United States, the United States Travel Association's International Powwow.
- Researching smart phone applications that will promote travel in Oklahoma. A few ideas have been presented to us, and we are finding the best fit for our audience and travel product.
- The FY2011 budget will include the development of a mobile site for Oklahoma travel.
- Created a media "push" program targeted at the 100 most influential travel media contacts in the nation and the region to promote Spring Travel in 2010.
- Efficiently expanded presence in critical international markets without increasing spending through partnership with Kansas Department of Tourism.

Continue to fund and increase research and planning to measure success and trends.

- Developed the "Consumer Travel Pulse," a quarterly research project which measures and tracks consumer travel intentions and behavior in Oklahoma's target markets and an economic indicator report for our industry.
- Partnered with Oklahoma State University to develop The Center for Hospitality and Tourism Research which will lead and support research activities essential to the growth and monitoring of Oklahoma's hospitality and tourism industry. The partnership resulted in three studies in 2010.
- Working with new advertising agency of record to develop new research strategy to span the next four years and offer cooperative opportunities to industry partners.

Ensure a professional and trained workforce to support tourism industry growth.

- Currently working with the Oklahoma Travel Industry Association to expand the Hospitality Career Initiative which provides students with opportunities for education and scholarships to put them on a career-track in the hospitality industry.

Strengthen partnerships among industry stakeholders.

- Working in partnership with the Oklahoma Department of Transportation and The University of Oklahoma, OTRD will take a leadership role in the marketing and management efforts of Oklahoma's Scenic Byway Program.
- Implemented a staff liaison program for the department to increase interaction between OTRD and the 11 Oklahoma Lakes and Countries Associations.
- Hosted more than 100 industry representatives in a series of "Oklahoma Tourism Training Camps" in OTRD headquarter offices to give partners a chance to learn about marketing programs and opportunities.
- In March 2010, OTRD entered into a partnership with the Cherokee Nation Entertainment, LLC to sublease the Cherokee Turnpike Tourism Information Center. CNE will operate the facility as a statewide tourism information center while also providing travelers with information about attractions located throughout the 14 counties of the Cherokee Nation.
- The Oklahoma Tourism and Recreation Department plays an active and supportive role in the newly-formed Oklahoma American Indian Tourism Association which was a grassroots effort initiated by the American Indian Cultural Center and Museum.
- Partnered with the Oklahoma Lottery Commission to create a game featuring Oklahoma State Parks as destinations.

Ensure tourism funding is competitive within the region.

- Successfully worked with industry advocates – the Oklahoma Travel Industry Association, Oklahoma Restaurant Association, the Oklahoma Hotel and Motel Association and the Oklahoma Lakes and Countries Association – as well as tourism partners across the state, to protect tourism promotional funding to-date.



2010 – 2015 TOURISM MASTER PLAN FOR THE STATE OF OKLAHOMA PROGRESS REPORT

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The 2010-2015 Tourism Master Plan for the State of Oklahoma was initiated by the Oklahoma Tourism and Recreation Department and created in conjunction with PricewaterhouseCoopers with input from Oklahoma's tourism industry stakeholders. Providing five main goals and an extensive list of strategies, the plan outlines an aggressive roadmap to strengthen and grow Oklahoma's tourism industry into an even more vital economic force for our state. By improving Oklahoma's offering as a travel destination, we also enhance the quality of life for our residents, and this is the true legacy of our efforts.

The Oklahoma Tourism and Recreation Department is pleased to highlight the actions accomplished or underway that support strategies outlined and actions taken in the first year of the master plan.



Five goals named in the Tourism Master Plan are:

- 1 The tourism industry will be better recognized as a critical element of the Oklahoma economy.
- 2 Oklahoma will be more widely recognized as a destination with unique and diverse attractions.
- 3 Tourism will be a more collaborative effort within the state.
- 4 Oklahoma will be recognized as a progressive destination welcoming visitors from diverse cultures and backgrounds.
- 5 Oklahoma will develop and market a sustainable tourism product that is ecologically and culturally sensitive.

Strategies Addressed in 2010 Bolded Below:

Enhance the state's cultural, historical and natural assets.

- Produced the Discover Oklahoma Destination Dining Guide which highlights 100 dining establishments across the state chosen by our Discover Oklahoma Television Crew.
- Developed the Soulful Stories program to allow travelers to experience and learn about the journey and contributions of African-Americans to Oklahoma's history.
- Developed the ECO program (Encouraging Conservation in Oklahoma) in conjunction with the Department of Environmental Quality to provide education and support to tourism attractions that desire to become more environmentally friendly.
- Renovated a total of 158 Oklahoma State Park cabins with environmentally friendly furnishings to improve quality of accommodations offered and initiate the use of sustainable materials.
- All cabins/cottage furnishings, linens and dishes have been replaced.
- Implemented other environmentally-friendly practices and initiated testing of hybrid vehicles in our state park fleet; using chemical-free cleansing agents at facilities; printing brochures on 10 percent post-consumer waste paper; enhancing recycling efforts and programs in state parks, tourism information centers and OTRD headquarters office.
- The Oklahoma Tourism and Recreation Department is participating in the branding steering committee for the new American Indian Cultural Center and Museum and is working with the AICCM to coordinate future marketing efforts and plans.
- Expanding agritourism offerings with the addition of a passport program during Spring 2010 which encouraged travelers to visit several agritourism attractions and share their experiences on the agritourism website.
- A new accessible cabin was completed at Roman Nose State Park through a donation by Lucent Technologies retirees.
- Grand Lake State Park was developed through the consolidation of properties in the vicinity of Grand Lake. Savings are realized due the sharing of equipment, personnel and other resources.
- Continue to upgrade State Park customer experience with the addition of new playgrounds in nine parks; renovation of five campgrounds; construction of 13 new comfort stations; creation of eight docks, three of which are accessible; creating paved trails with accessible segments; and completing several erosion control, waterline replacements and lagoon improvements.
- Ensuring the future of Oklahoma State Parks with the completion of resource management plans for seven parks.

Develop new targeted products.

- Completed the newly-constructed lodge at Roman Nose Resort; new pro-shop and restructured 18-hole golf course at Lake Murray State Park; and pavilion to cover the natural springs at Boiling Springs State Park.
- Working with the Oklahoma Bicycle Coalition to create and market a bicycle route along the state's portion of Route 66 and enhance Oklahoma's ability to be a safe destination for cyclists.
- Collaborating with the Oklahoma Music Hall of Fame, Oklahoma Historical Society, Oklahoma Department of Transportation and other entities to create the statewide Oklahoma Music Trail.
- Oklahoma's tourism industry celebrated the addition of several world-class attractions to the state's offerings such as the new Chickasaw Cultural Center near Sulphur, Choctaw Casino and Resort near Durant, Cherokee Strip Regional Heritage Center in Enid, Red Earth Museum and offices in Oklahoma City, motorcycle trail program development by Muskogee Chamber; continued development in Medicine Park area; Oklahoma Banjo Museum and many others.
- Created the concept of Route 66 River Loops in Oklahoma City and Tulsa to take travelers a few miles off the original road to experience the urban attractions of both cities.
- Currently working with 14 communities to assist them in realizing specific tourism marketing and development initiatives.

Enhance the tourism infrastructure and wayfinding for the driving public.

- Initiated a change in legislation during this session which will enable capital improvement money for updates and maintenance to be invested at the Tourism Information Centers which have historically been underfunded.
- With funding support from ODOT, OTRD has assumed the maintenance responsibility for the gateway Oklahoma Tourism Information Centers located near Blackwell, Erick, Sallisaw and Thackerville to foster a consistent, Oklahoma-tourism branded experience throughout the system.
- Adding wall maps to all of the Oklahoma Tourism Information Centers to highlight the multicounty tourism regions and major attractions throughout the state while also orienting travelers to their current location.
- In consultation with ODOT regarding renovation of the historic "Glass House" structure which spans I-44 near Vinita. OTRD has been asked to provide input into traveler information services offered in the new facility.
- The first on-line lodge and cabin reservation system has been implemented for Oklahoma's State Park system.
- An Oklahoma State Park signage program is being implemented throughout the system.

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- Completed and launched the new TravelOK.com on January 2, 2010. The new site features advanced functionality, enhanced user experience and more marketing opportunities for the tourism industry. Site visitation is breaking records with an average of approximately 160,000 unique visitors monthly.
- Created a social media network for Oklahoma travel opportunities which now reaches more than 700 followers on Facebook and Twitter for Oklahoma Tourism Department brands.
- Launched a YouTube channel for the Discover Oklahoma Television Show.
- Collaborating with the Oklahoma American Indian Tourism Association and the 39 federally-recognized tribes, OTRD is producing an Indian Country Travel Guide for Oklahoma, due out in November 2010.
- Working with the Heartland Flyer Coalition to develop new marketing initiatives for Oklahoma's portion of the passenger train's route.