

Oklahoma Tourism & Hospitality Industry

Economic Indicators Report

Compiled by the Oklahoma Tourism & Recreation Department - January 5, 2010

Sales & Use Tax Collections	Deposit Amt	% Change Y1/Y2	Annual Deposit	%Change Y1/Y2
Jul-09	\$561,720.20	-9.07%	\$561,720.20	-9.07%
Aug-09	\$559,664.90	-17.01%	\$1,121,385.10	-13.21%
Sep-09	\$510,850.78	-18.56%	\$1,632,235.88	-14.96%
Oct-09	\$512,959.66	-17.21%	\$2,145,195.54	-15.51%
Nov-09	\$529,468.32	-19.24%	\$2,674,663.86	-16.27%
Dec-09	\$586,915.68	-9.93%	\$3,261,579.54	-15.20%

Source: Oklahoma Tax Commission

Tourism Tax Benchmark *	Est. Deposits	%Change Y1/Y2	Est. Annual Dep.	%Change Y1/Y2
Jul-09	\$498,973.67	-2.89%	\$498,973.67	-2.89%
Aug-09	\$505,779.23	1.51%	\$1,004,752.90	-0.72%
Sep-09	\$478,262.57	-7.31%	\$1,483,015.47	-2.95%
Oct-09	\$467,181.82	-6.74%	\$1,950,197.28	-3.88%
Nov-09	\$479,679.92	-10.53%	\$2,429,877.20	-5.27%

* Provides snapshot if Tourism Tax was still in place on tourism-related business in 14 Standard Industry Codes. Provides a benchmark for the health of the tourism industry in Oklahoma.

Source: Oklahoma Tax Commission

Travel Counselor Calls/Literature Requests *	Dec-09	Dec-08	%Change	%Change Y1/Y2
Counselor Assisted Inquiries	850	964	-11.83%	-15.21%
Literature Requests	2,607	2,363	10.33%	-9.16%

Source: OTRD

TravelOK.com Activity *	Dec-09	Dec 208	%Change	%Change Y1/Y2
Total Visitor Sessions	58,405	212,981	-72.58%	-67.57%
Total Unique Visitors	51,237	97,988	-47.71%	-42.19%
Total Page Views	336,960	2,099,681	-83.95%	-76.44%
Average Sessions Per Day	1,884	6,870	-72.58%	-67.58%

* As of Feb 09, a new web site tracking system is in place, which has resulted in lower traffic counts due to the new tag-based system being more effective at ignoring spider and bot traffic.

Source: Omniture HBX Report

Tourism Information Center Visitation	Dec-09	Dec-08	%Change	%Change Y1/Y2
Total Visitation (11 Centers)	91,530	99,965	-8.44%	3.21%
Capitol Tour Participants	813	647	25.66%	1.74%

Source: OTRD

Major Airport Traffic	Nov-09	Nov-08	%Change	%Change Y1/Y2
OKC Passenger Enplanements	136,960	134,899	1.53%	-9.70%
OKC Passenger Deplanements	137,305	135,223	1.54%	-10.13%
Tulsa Passenger Enplanements	113,907	116,154	-1.97%	-13.52%
Tulsa Passenger Deplanements	112,207	117,608	-4.81%	-13.37%

Source: Will Rogers World Airport, Tulsa International Airport

Statewide Hotel Occupancy	Nov-09	Nov-08	%Change	YTD
Oklahoma	48.7%	56.1%	-13.2%	-13.9%
United States	49.5%	51.7%	-4.3%	-9.1%

Rooms Available

Oklahoma	6.6%	7.3%
United States	3.1%	3.2%

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Economic Indicators Report cont'd

Rooms Sold				
Oklahoma			-7.5%	-7.6%
United States			-1.3%	-6.2%
Revenue per Available Room				
Oklahoma	\$33.74	\$40.32	-16.3%	-14.2%
United States	\$46.33	\$52.82	-12.3%	-17.3%
<i>Source: Oklahoma Hotel & Lodging Association, Smith Travel Research</i>				
Non-Farm Employment		Oct-09	Oct-08	%Change
Total Statewide Employment (thousands)		1,555.9	1,601.9	-3.0%
Leisure & Hospitality		139.9	145.9	-4.3%
Total Unemployment		7.3%	4.2%	
<i>Source: U.S. Bureau of Labor Statistics</i>				