

Travel Promotion Division

Monthly Update

November 2011

Travel Promotion Administration

Met with OSU representatives to review possible upcoming research needs for the department.

Continue weekly meetings with Jordan Associates to review and strategize on current and future advertising and media projects.

Continuing to work with editors, designer and printer to finalize the 2012 Oklahoma Travel Guide.

Spoke on bicycle tourism at the first-ever Oklahoma Bike Summit to promote travel by bicycle and bicycle safety.

Held a staff retreat with Executive Director and Travel Promotion leadership team to review and brainstorm about existing and future division projects and goals.

Attended the UPPERCASE Awards Banquet hosted by the Oklahoma City PRSA chapter. OTRD received Awards of Merit for The Oklahoma Dispatch blog and the Oklahoma Indian Country Guide.

Served on the interview panel for the Film & Music Office Deputy Director position.

Met with Lisa Weigt, our international marketing consultant for OK/KS and department staff to discuss future marketing efforts and programs with our international program.

Attended the annual Oklahoma Governor's Conference on Tourism in Tulsa, assisting with on-site setup and programming, and moderating several breakout sessions.

Attended several meetings with Cynthia Cope.

Worked with the organizers of ProRodeo Team Oklahoma to assemble this group of Oklahoma ambassadors.

Guest speaker every Thursday afternoon on KFOR Channel 4 in Oklahoma City, providing information about a variety of Oklahoma attractions, events and destinations for viewers.

Guest speaker every other Friday on KSBI Channel 52 in Oklahoma City, providing information about a variety of Oklahoma attractions, events and destinations.

Sales & Use Tax Report – Page 5

SIC (Tourism Tax) Comparison Report – Page 6

Travel Communications and Publications

Travel Communication Activities:

- Finalizing ad space reservations and artwork for 2012 Oklahoma Travel Guide
- Populating new Point of Sale software for TIC gift stores; entering all new items into POS system.
- Monitored online store and TIC gift shop inventory; reordered merchandise as needed; weekly inventory tracking for Okie Boutique
- Drafted articles for monthly *Oklahoma Living* and weekly *Sunday Oklahoman* column

- Provided topics and footage for weekly KFOR-TV and OklaVision segments, as well as our bi-weekly KSBI segment
- Gathered and recorded weekly Travel Minute radio spots
- Distributed regular E-momentum and OklaTravelWire updates
- Assist with Governor's Conference logistics
- Assist Oklahoma Today with several photo requests
- Assist with Travel Media Showcase Follow Up
- Assist Colin Macre with Absolute Radio UK with Oklahoma Music Scene Story
- Assist Cathy Buchhein in Sioux Falls, SD with fam tour research
- Assist Scott Hodgson with OU Media with photo requests for Mayor Cornett tribute
- Assist Ron Wanick with Route66News.Com with Economic Impact information
- Assist Veronica Jacobs with KSBI with Holiday Festival Feature
- Assist Joel Fineman with *US News & World Report* with small feature on Hooker, OK
- Assist Laura Aragau with *Oklahoma Living* with Christmas Light Display Story to run in December

Tourism Media Coverage Report, October 2011 – Page 7

Consumer and Trade Marketing

Started planning for the Oklahoma Road Show program. This will be a series of travel shows hosted at major employer locations in Oklahoma. We plan to invite 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. Was able to speak to the group to encourage them to book the next tour offered by this company. Turner Tours is offering a Cowboys, Indians and Oil Barons itinerary in the Spring of 2012.

Attended the groundbreaking ceremony 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 the 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 from other producers on their successes.

Traveler Response Information Program (TRIP)

Brochure Fulfillment & Customer Service Program

During October, we processed brochure orders for 2,672 consumers including a total of 36,172 brochures which is an increase of 25% over the number of individual brochures ordered in October 2010. The number of consumers ordering brochures decreased from October 2010, but the total number of individual brochures ordered increased.

Brochure fulfillment program revenue collected for the month of October was \$20,112.59. This is an increase of 34% over October 2010 and is 61% above budgeted revenue for the month.

There were 87 active fulfillment agreement partners during the month of October.

Handled 70 e-mail and 206 telephone inquiries from consumers during October, including researching and crafting a response.

Received and filled bulk brochure orders from 31 different tourism industry organizations during October.

TravelOK.com and Interactive Team

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.

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

As of September 30, TravelOK.com ranked #9 among state tourism department websites for total visitors and #1 for page views per visit according to Quantcast.com.

During the month of October there were 173,992 visitor sessions on TravelOK.com and over 1.1 million page views on the site.

TravelOK's brand page on the Foursquare.com social media site grew to 27,867 followers by the end of October, up from 27,144 in September. Using the new lists featured in Foursquare, we added three new lists to the TravelOK brand page for: Oklahoma State Parks, Oklahoma's Top Museums, Oklahoma Wineries.

TravelOK's Twitter following grew to 2,266 by the end of October, up from 2,097 in September. TravelOK was @ mentioned 374 times during October and was retweeted 278 times during October.

Posted six new articles to TravelOK.com during October including:

Motorcycling in Eastern Oklahoma: Top Five Rides

Motorcycling in Western Oklahoma: Top Five Rides

Oklahoma's Top Attractions Along Route 66

Five Muskogee Area Motorcycle Rides

State of Luxury: Amazing Cabin Stays in Southeast Oklahoma

Great Cabin Getaways in Oklahoma

There were a total of 64,202 page views of our articles on TravelOK.com during October.

Posted 23 new videos on TravelOK.com during October. There were a total of 14,574 videos viewed on TravelOK.com during October.

Added 62 new photos to the TravelOK.com main Photo Gallery during October. There were a total of 55,844 photo slideshows viewed on the site during the month of October.

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

The September e-mail blast was deployed on 9-20-11 and was themed around fall foliage and festivals in Oklahoma. Statistics were pulled on 10-11-11. The message was delivered to 35,329 subscribers with an open rate of 35.49% and a click-through rate of 16.11%. The open rate was more than double the industry average of 15.5% and the click-through rate was well above the industry standard of 11.6% for the travel and tourism industry according to Constant Contact.

The October e-mail blast was deployed on 10-25-11 and was themed around Route 66 and motorcycling in Oklahoma. Statistics for this e-mail blast will be available in mid-November.

During October the digital content team created 317 new listing pages and edited or updated another 533 listing pages.

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 Glenn Sellers from Strawberry Plains, TN.

Literature Distribution Center

Supplied a total of 197,987 tourism brochures to walk-ins, trade shows, state parks and tourism information centers during October.

Received 93,236 tourism brochures from industry members for distribution in response to calls for resupply during October. Placed brochures received into inventory.

Trip Activity Report – Page 8

Tourism Information Centers

In early November, BancFirst installed an ATM in the OKC TIC lobby for a one year trial.

Also in early November, the Oklahoma Turnpike Authority conducted PIKEPASS training for the OKC TIC employees, so this center 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 OKC TIC's highway signs. If the ATM and PIKEPASS availability prove successful in increasing traffic and revenue at the OKC TIC, we will roll them out to the other TICs in the near future.

Williams Landscape located in Lawton has been volunteering their services at the Walters TIC for some time now. They have made several improvements on the existing beds and have added new beds to the TIC grounds. They keep the beds full of beautiful seasonal flowers and plants year round. We are very 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 – Page 9

TIC Gift Shop Revenue Report – Page 10

Discover Oklahoma

October shows featured destinations in Freedom, Alva, Fairview, Burlington, Waynoka, Tulsa, Ponca City, Tishomingo, Darlington, Oklahoma City, Cushing, Hinton, Mason, Ardmore and Cement where we did a story featuring TravelOK.com's new genealogy features.

New stories were taped in Ardmore, Oklahoma City, and Tecumseh. New shows were taped from the Governor's Mansion with Governor Mary Fallin co-hosting, from Frontier City's Fright Fest for our Halloween show, from Strebel Creek Vineyards and Winery, and from The Survivor Tree at the Oklahoma City National Memorial, to highlight the current issue of *Oklahoma Today* Magazine.

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 crystal clear High Definition.

**OKLAHOMA TOURISM PROMOTION TAX
MONTHLY APPORTIONMENTS AND DEPOSITS
Current Month is: October 2011**

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%

Standard Industrial Classification (SIC) Code Report

This report provides a snapshot of the tourism tax collections we would have received, if this tax was still being collected from tourism-related businesses in 14 Standard Industry Codes. This allows a benchmark for the health of the tourism industry in Oklahoma.

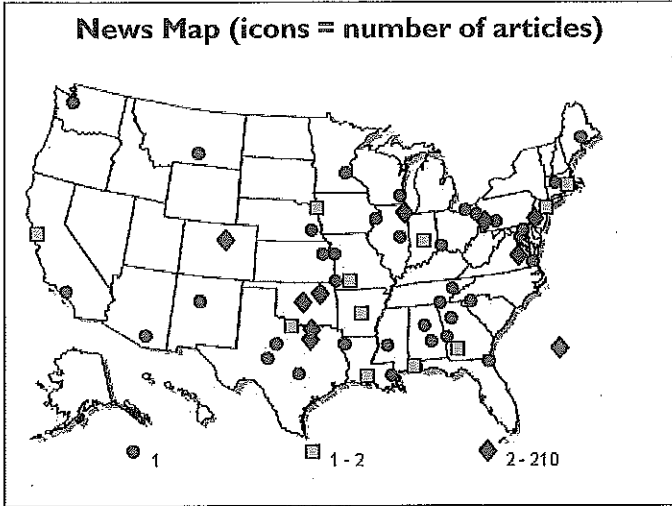
FY 2008				\$5,728,585.22	6.06%
FY 2009				\$5,899,099.89	2.98%
FY 2010					
	Jul-09	\$498,973.67	-2.89%	\$498,973.67	-2.89%
	Aug-09	\$505,779.23	1.51%	\$1,004,752.90	-0.72%
	Sep-09	\$478,262.57	-7.31%	\$1,483,015.47	-2.95%
	Oct-09	\$467,181.82	-6.74%	\$1,950,197.28	-3.88%
	Nov-09	\$479,679.92	-10.53%	\$2,429,877.20	-5.27%
	Dec-09	\$442,203.24	-1.58%	\$2,872,080.44	-4.72%
	Jan-10	\$448,030.17	-2.79%	\$3,320,110.61	-4.47%
	Feb-10	\$418,698.88	-8.25%	\$3,738,809.49	-4.90%
	Mar-10	\$471,680.46	1.07%	\$4,210,489.95	-4.27%
	Apr-10	\$511,164.49	3.57%	\$4,721,654.44	-3.48%
	May-10	\$520,085.08	5.72%	\$5,241,739.52	-2.64%
	Jun-10	\$529,023.69	2.67%	\$5,770,763.21	-2.18%
FY 2010				\$5,770,763.21	-2.18%
FY 2011					
	Jul-10	\$529,958.26	6.21%	\$529,958.26	6.21%
	Aug-10	\$542,077.99	7.18%	\$1,072,036.25	6.70%
	Sep-10	\$519,265.88	8.57%	\$1,591,302.13	7.30%
	Oct-10	\$498,539.37	6.71%	\$2,089,841.50	7.16%
	Nov-10	\$511,201.48	6.57%	\$2,601,042.98	7.04%
	Dec-10	\$485,832.51	9.87%	\$3,086,875.49	7.48%
	Jan-11	\$490,128.77	9.40%	\$3,577,004.27	7.74%
	Feb-11	\$452,022.02	7.96%	\$4,029,026.28	7.76%
	Mar-11	\$486,231.21	3.08%	\$4,515,257.49	7.24%
	Apr-11	\$566,362.12	10.80%	\$5,081,619.61	7.62%
	May-11	\$543,275.74	4.46%	\$5,624,895.35	7.31%
	Jun-11	\$561,840.54	6.20%	\$6,186,735.89	7.21%
FY 2011				\$6,186,735.89	
FY 2012					
	Jul-11	\$551,914.79	4.14%	\$551,914.79	4.14%
	Aug-11	\$556,449.09	2.65%	\$1,108,363.89	3.39%
	Sep-11	\$552,327.78	6.37%	\$1,660,691.67	4.36%
	Oct-11	\$542,323.74	8.78%	\$2,203,015.41	5.42%

Data Source: Oklahoma Tax Commission

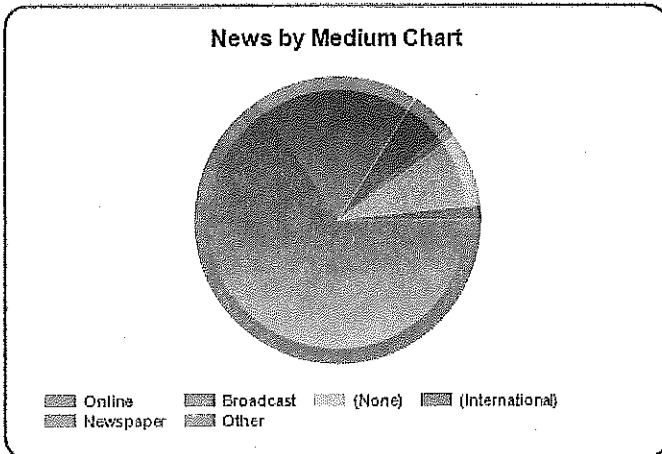
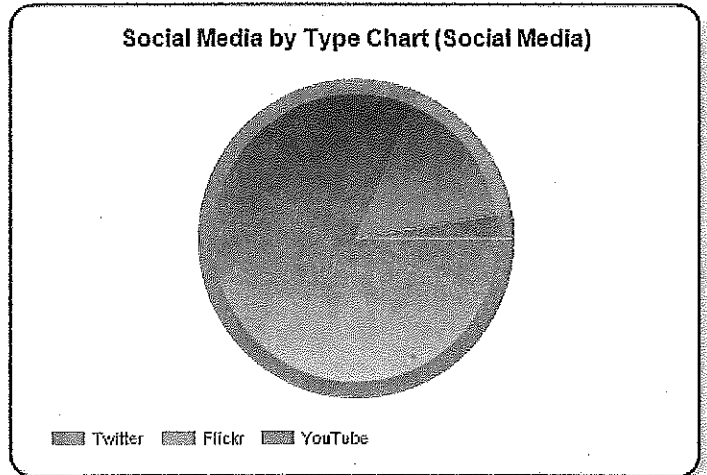
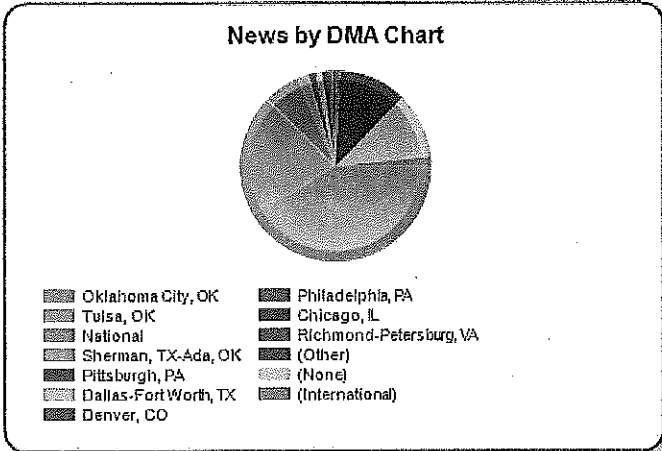
Oklahoma Tourism Media Coverage Report October 2011

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



TRIP Activity Report October 2011

Comparisons

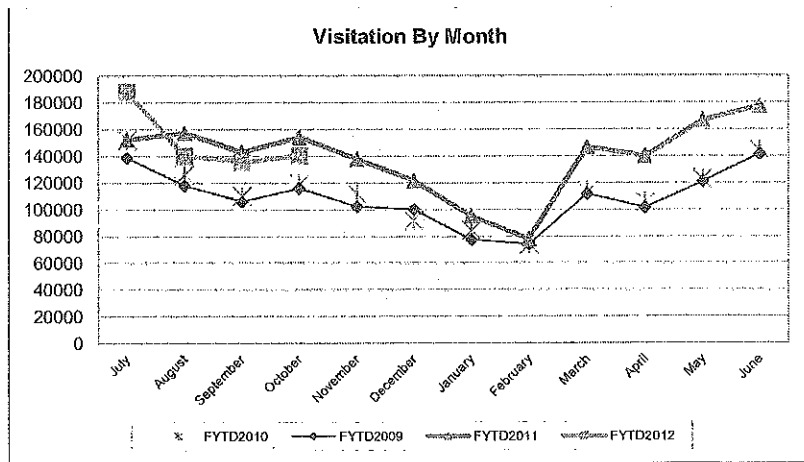
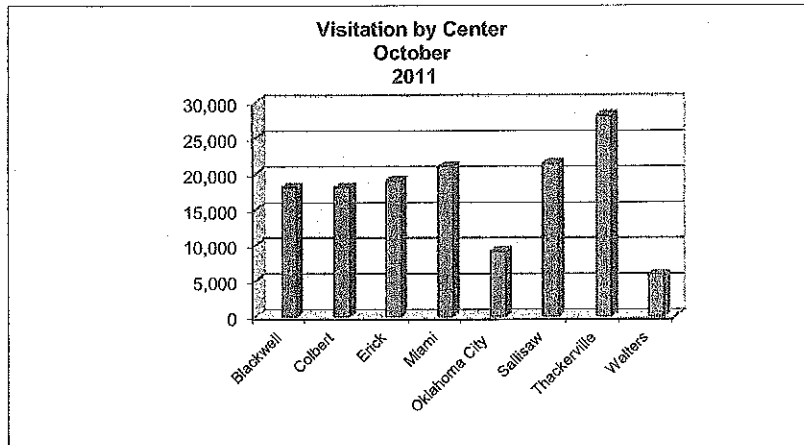
Metric	Oct. 2011	Sep. 2011	% Change	Oct. 2011	Oct. 2010	% Change	FY 2012	FY 2011	% Change
Literature Requests									
Phone	1	6	(83.33%)	1	392	(99.74%)	65	2,628	(97.53%)
Voice Mail	104	164	(36.59%)	104	53	96.23%	617	355	73.80%
US Mail	61	22	177.27%	61	71	(14.08%)	110	136	(19.12%)
E-Mail	17	18	(5.56%)	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.

Tourism Information Center Visitation Report October 2011

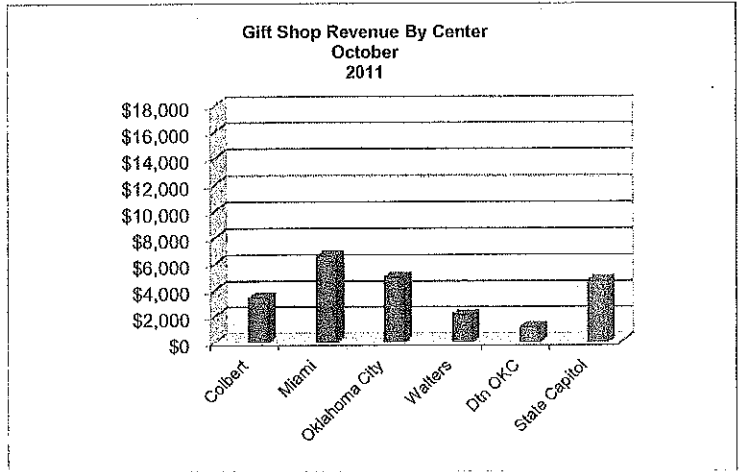
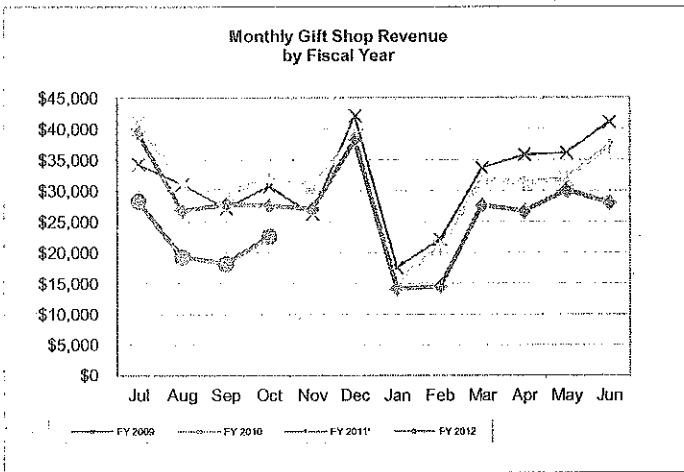
Location	This Month vs. Last Month			Oct. This Year vs. Oct. Last Year			YTD Comparison		
	October 2011	September 2011	% Change Oct./Sept.	October 2011	October 2010	% Change	FY 2012	FY 2011	% Change
Blackwell	18,047	17,660	2.19%	18,047	20,431	(11.67%)	71,414	73,442	(2.76%)
Colbert	18,039	21,435	(15.85%)	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%)



* Thackerville Operated by the Chickasaw Nation

**Tourism Information Center Gift Shop Revenue
October 2011**

	Profit Margin				Revenue			YTD Comparison		
	Gross Revenue	Cost of Goods Sold	Net Income	Profit Margin	Oct. 2011	Oct. 2010	% Change	FYTD 2012 Revenue	FYTD 2011 Revenue	% Change
Colbert	\$3,358.84	\$1,671.22	\$1,687.62	50%	\$3,358.84	\$2,453.15	37%	\$15,146.84	\$16,633.95	(9%)
Miami	\$6,520.64	\$2,692.72	\$3,827.92	59%	\$6,520.64	\$10,416.49	(37%)	\$27,289.98	\$40,250.19	(32%)
Oklahoma City	\$4,939.32	\$2,241.86	\$2,697.46	55%	\$4,939.32	\$5,924.83	(17%)	\$19,705.60	\$27,136.83	(27%)
Walters	\$2,065.88	\$936.18	\$1,129.70	55%	\$2,065.88	\$4,010.06	(48%)	\$8,429.64	\$16,509.84	(49%)
Dtn OKC	\$1,135.39	\$535.15	\$600.24	53%	\$1,135.39	\$1,428.00	(20%)	\$4,277.07	\$7,960.55	(46%)
State Capitol	\$4,659.28	\$2,417.50	\$2,241.78	48%	\$4,659.28	\$3,373.55	38%	\$13,734.50	\$13,043.20	5%
Total	\$22,679.35	\$10,494.63	\$12,184.72	54%	\$22,679.35	\$27,606.08	(17.85%)	\$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