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Tourism Momentum

Important Dates

Oklahoma Tourism and Recreation Commission Meeting

9:30 a.m.

December 16

OKC Convention & Visitors Bureau
189 W. Sheridan OKC

Oklahoma Tourism Promotion Advisory Committee Meeting

January 6, 2005

Location TBD



Tourism Momentum

NEWS FOR STAKEHOLDERS IN OKLAHOMA TOURISM

Conversion Study Yields Positive Results

Results of the 2004 Conversion Research Study are in and reflect that OTRD's marketing efforts are having a significant and positive impact on Oklahoma tourism.

It has been four years since Oklahoma measured the impact of its marketing efforts via a conversion study. Since that time, significant changes have occurred in the travel industry and the way in which OTRD conducts its marketing efforts. According to the study, the agency's overall marketing performance has greatly improved over past measures.

The study concludes that the tourism industry has undergone a paradigmatic change since the year 2000, particularly in relation to the impact of Internet and web-based marketing. States historically relied on traditional advertising methods to generate leads such as travel guides and brochures. However, in recent years it became clear that lead tracking also must include the huge volumes of Internet hits on state sites, which the 2004 Conversion Study did incorporate.

Specifically, the study was designed to address the following objectives:

- Profile leads relative to demographic, lifestyle and travel characteristics.
- Determine "conversion" levels, or the percentage of leads that actually visit Oklahoma.
- Evaluate conversion rates by key media variables.
- Assess travel behavior and expenditures among those converted.
- Explore the decision-making and infor-

mation-gathering process.

- Measure total direct spending generated by the campaign.
- Provide specific conclusions and recommendations.

A summary of the conversion study results include the following:

- Total number of leads, using any measure, has dramatically increased over the year 2000 measure by 50%.
- Percentage of people reporting a trip to Oklahoma increased from 49% to 59%.
- Direct visitor spending increased from \$17 million in 2000 to \$25.9 million in 2004. Concurrently, media expenditures used to generate spending decreased.
- Traditional media are driving people to the Web site, with more than 75% of responders recalling advertising for Oklahoma prompting them to visit the Web site.
- Recall of advertising is highest for television and Internet, reaching the largest audience of responders. Recall of magazine advertising is also strong.
- Media synergies suggest that multiple media exposures are the best approach to generating interest and visitation.

For more details on the study, please visit the *Industry* section of our Web site at www.TravelOK.com. A full copy of the study may be requested via the Web site or contact Mequeal Caldwell at 405-521-2406 or Mequeal@TravelOK.com.

**KFOR-TV
Channel 4
For the Weekend
4:30 pm Each Thursday**

Catch Tourism Deputy Director Hardy Watkins at 4:30 p.m. each Thursday on "For the Weekend" with Linda Cavanaugh for the latest information on events throughout Oklahoma.

Dec 2

Hearth & Home

- Norman Rockwell Exhibit—Omniplex in OKC
- Clayton Country Inn—Clayton
- Grandma's Lil' Kitchen—Midwest City

Dec 9

Cold Night Getaways

- Quartz Mountain Lodge—Mangum
- Greenleaf State Park—Braggs
- Pine Lodge Resort—Ketchum

Dec 16

Getting Ready for the Holidays

- Philbrook Museum of Art—Tulsa
- North Pole City Santa—OKC
- Christmas in the Park—Elk City

Dec 23

Last-Minute Shopping and De-Stressing from the Holidays

- New Beginnings Spa—Sulphur
- Antiques Emporium—Sulphur
- Gourmet Gallery—Edmond

Mack to Serve as Contract Compliance Manager

Christine Mack, better known as "Chris," has assumed the position of contract compliance manager for OTRD effective Dec. 1.

Mack will be responsible for handling the agency's advertising contracts.

Mack has worked at OTRD during the past four years serving as a travel counselor, fulfillment coordinator and most recently as the Traveler Response Information Program (TRIP) manager overseeing the call center and brochure fulfillment program.

Originally from upstate New York, Mack holds a Bachelor of Arts in sociology from the State University of New York at Potsdam. Her background includes 20 years in the United States Air Force with a five-year stint as a controller for the 552 Logistics Group at Tinker Air Force Base in Midwest City.



Chris Mack

Out-of-State Traveler Talk

Here's a snippet from a recent traveler to Oklahoma:

"Just returned from Oklahoma City and enjoyed every minute of it. The OKC Museum [of Art] was the reason for going. The Chihuly exhibit is breathtaking beyond words...my daughter and I enjoyed it. We went back for another look prior to leaving the city. My daughter Cindy is from Tennessee and I am from Illinois. We would return and do it all over again! Your city holds so many treasures."

"Betty" from Illinois

Winter Travel Show Season on the Horizon

Travel Development is preparing for the winter travel show season with four shows scheduled in January.

"The new banner stands [for the trade show booth] have arrived," stated Travel Product Manager Barbie Elder. "We are really looking forward to their debut at the McAllen, Texas travel show."

Elder and her staff are currently making trade show appointments and preparing new materials for distribution.

Travel shows scheduled in January include:

Jan. 4—5: Travel Show in McAllen, TX.

Jan. 4—9: Sport Show in Kansas City, MO.

Jan. 25—28: Go West

Summit Trade Show in Phoenix, AZ.

Jan. 29—30: Vacation-Fest in Grapevine, TX.

For more information on travel shows, contact Sandi Lomonaco at 405-522-0654 or Sandi@TravelOK.com.

December a Great Time to Discover Oklahoma

For the latest Oklahoma happenings and getaways, each Sunday turn to the *Destinations* travel section of *The Oklahoman*. Each week, OTRD's "Discover Oklahoma" column features information on exciting places and events across Oklahoma.

For a relaxing evening out on the town, consider one

of Oklahoma's many dinner theaters. The Dec. 5 issue will highlight dinner theaters at Lake Murray, Lake Texoma and Roman Nose State Park & Resort.

Or, how about celebrating the unusual during the holiday season? On Dec. 12, the column will feature "Finding the Not-So-Traditional in the Traditional."

And for those of you that have not yet finished your



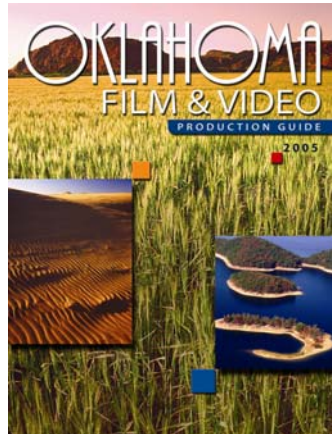
Christmas shopping, pick up the Dec. 19 issue to read about "Last Minute Gift Ideas," sure to help you find that perfect gift for that special someone.

Production Guide Ready to Roll

The Film & Music Office's long-awaited Film & Video Production Guide will be hot-off-the-press and ready to roll by Christmas!

"We are so proud to announce the release of the Production Guide," said Film & Music Office Director Jill Simpson. "Our staff put in countless hours ensuring the guide's accuracy and completion. It's very gratifying to know we're on the final stretch."

The first copies of the guide will be sent to local film crew and state government officials. However, more



guides will be available to the general public and other entities, as well as a searchable version on their

new Web site. The new Web site is scheduled to go live in late January 2005. Watch for future announcements.

Other activities of the Film & Music Office include hosting a film scout tour for an independent film company producing a 1920s-30s era true crime drama set in New York. Guthrie is a potential location that could double as 1920s New York. If Guthrie is selected, the film company would potentially employ many Oklahomans. The filming would take place in late February/early March.



Discover Oklahoma Television Show

Catch *Discover Oklahoma* at 6:30 p.m. Saturdays on KWTW-9 in Oklahoma City, KOTV-6 in Tulsa, and KSWO-7 in Lawton. Highlights for the December episodes of *Discover Oklahoma* include:

December 4

No show due to pre-emption.

December 11

"De-Stressed Holidays" featuring New Beginnings Spa in Sulphur, Clark's Bakery in Bethany, Bethany Antique shopping, Dan's Barbecue in Davenport, and Mrs. Chadwick's Cakes and Gourmet Gallery in Edmond.

December 18

"Last-Minute Gifts & The Gift of Oklahoma" will present Savory Chef in Tulsa, Har-Ber Village in Grove, Frontier Country Museum in Crescent, Lawton Museums package, Great Plains State Park in Mountain Park, Golf Kars in Oklahoma City, and Oklahoma parks, resorts and golf courses statewide.

December 25

No show due to pre-emption.

Please note that listed topics are subject to change. If you have story ideas for *Discover Oklahoma*, contact Becky King at 405-522-0615, email at Becky@TravelOK.com or Angie Hanson at 405-522-3935, email at Angie@TravelOK.com.

Don't Miss Dazzling Light Displays



'Tis the season to pack your family into the car, grab some hot chocolate and take a leisurely drive to view holiday light displays. Oklahoma has a variety of locations and displays to choose from so you're sure to find one near you. Following are just some of the holiday light displays across the state:

- ◆ Holiday Celebration, Anadarko
- ◆ Festival of Lights, Ardmore
- ◆ FantasyLand of Lights Festival, Bartlesville
- ◆ Woolaroc Wonderland of

Lights, Bartlesville

- ◆ Christmas Wonderland, Bethany
- ◆ Animated Christmas Displays, Blackwell
- ◆ Festival of Lights, Bristow
- ◆ Rhema Christmas Light Tour, Broken Arrow

Arrow

- ◆ Holiday Light Tour, Checotah
- ◆ Festival of Light, Chickasha
- ◆ Lighting the Trail, Duncan
- ◆ Christmas in the City of Magnolias, Durant
- ◆ Christmas in the Park, Elk City
- ◆ Enid Lights Up the Plains
- ◆ Lights at the Lake, Grove
- ◆ Kingfisher in Lights
- ◆ Holiday Lights Spectacular, Midwest City
- ◆ Garden of Lights Festival, Muskogee

- ◆ OG&E Garden Lights, Oklahoma City
- ◆ Festival of Angels, Ponca City
- ◆ Crystal Christmas, Woodward
- ◆ Christmas in the Park, Yukon

For more information on light displays or other activities celebrating the holidays, please visit www.TravelOK.com or call 800-652-6552.

Tourism Momentum

IS PRODUCED BY THE TRAVEL & TOURISM DIVISION OF THE OKLAHOMA TOURISM & RECREATION DEPARTMENT
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Spring 2005 Co-Op Programs Offer Great Deal for All

The spring 2005 magazine cooperative program offered by the Tourism Department is an affordable and effective way to get your message out to regional and national audiences.

The cooperative advertising program works like this — the Tourism Dept. uses one-half of a full-page ad, but then makes available travel planner ads to attractions and destinations across the state. These ads will appear

in popular magazine publications such as *Good Housekeeping*, *Woman's Day*, *Family Circle* and *Southern Living*.

New this year and also available to you is our cooperative research program which includes several studies measuring the effectiveness and performance of marketing and advertising campaigns, as well as statistics on travelers to Oklahoma. These research stud-

ies provide important and valuable information about visitors to your attraction or destination.

The state will fund more than half of these programs, in an effort to make them available to the industry at the most affordable rates.

Both of these scenarios create what we hope is a win-win situation for all tourism industry participants.

Deadline for cooperative

advertising is Dec. 15.

A deadline has not been set for the research program co-op, but we will keep you posted.

For more information on the spring 2005 cooperative programs, please contact Barbara Johnston at 405-843-7777 or via e-mail at Barbara-Johnston@am.com.

Travel Outlook Positive for 2005

According to forecasts released recently by the Travel Industry Association of America (TIA), 2004 has been a year of recovery and growth for the industry, and Oklahoma is set to benefit from this good news.

Among the statistics that TIA shared with the nation's travel industry are the following:

- This is the first year since 2000 that all travel industry sectors are showing increases in demand. In fact, some sectors have already exceeded the levels they reached in 2000.
- TIA forecasts that overall traveler spending by domestic and international visitors in the United States will increase by almost 7 percent by the end of the year — reaching nearly \$593 billion by December 31, 2004. (This is an increase from \$555 billion in 2003.)
- A projected 5.3 percent increase in tourism spending in 2005 will bring expenditures to an estimated \$624 billion.
- Domestic leisure travel has been the one bright spot for the industry. This type of travel has steadily increased over the years, despite the aftermath of September 11, 2001, the lagging economy, the war in Iraq, and high gas prices.
- TIA forecasts that domestic leisure travel volume will grow 2.9 percent in 2004, up from 1.9 percent in 2003. It is expected to climb nearly 2 percent in 2005.
- Two of the industry segments that have been hardest hit, domestic business travel and international inbound travel, are expected to fuel the industry's growth in 2004 and beyond.
- Business travel is expected to increase 4 percent in 2004 (up from 2003) and then another 3.6 percent in 2005.
- Improved business travel is also fueling renewed demand for both air travel and hotel rooms. The Air Transport Association forecasts a 5 percent increase in air passengers by the end of 2004. Smith Travel Research predicts a 4 percent gain in room demand this year.
- International arrivals to the U.S. are expected to rise 7.5 percent this year and nearly five percent in 2005. This translates into more than 43 million international arrivals by the end of 2004 and almost 46 million in 2005. (It should be noted, however, that these numbers remain below the record high of 51 million in 2000.)