

ECONOMIC IMPACT OF TOURISM IN OKC

\$2.7
BILLION



DIRECT TRAVEL SPENDING

\$4.5
BILLION



OKC TOURISM'S
 TOTAL ECONOMIC IMPACT

TOTAL VISITOR
 SPENDING IN 2023



FOOD & BEVERAGE
 \$719M
 26%



RETAIL
 \$608M
 22%



TRANSPORT
 \$399M
 15%



REC / ENT
 \$510M
 19%



LODGING
 \$477M
 18%



14.13%

CURRENT OKC HOTEL & SALES TAX

18.53%

(MEMPHIS, FORT WORTH, KANSAS CITY, AUSTIN)
 AVERAGE HOTEL & SALES TAX OF COMPETITIVE MARKETS

\$1.4
BILLION



TOURISM
 LABOR INCOME

24.1

MILLION
 ANNUAL VISITORS



34,897

TOTAL EMPLOYMENT

\$606
MILLION

DIRECT TAX RECEIPTS

FEDERAL TAXES

LOCAL & STATE TAXES

