

## ECONOMIC IMPACT OF TOURISM IN OKC

DIRECT TRAVEL  
SPENDING  
**\$2.3 BILLION**



OKC TOURISM'S TOTAL  
ECONOMIC IMPACT  
**\$3.8 BILLION**

TOTAL VISITOR  
SPENDING IN 2021



FOOD &  
BEVERAGE  
\$608.7M  
27%



CURRENT OKC  
HOTEL TAX  
**14.13%**

**17.8%** AVERAGE HOTEL TAX OF  
SELECT COMPETITIVE  
MARKETS  
(MEMPHIS, FORT WORTH, KANSAS CITY, AUSTIN)



RETAIL  
\$552.M  
24%



REC / ENT  
\$399.2M  
18%

LODGING  
\$368.3M  
16%



TRANSPORT  
\$345.4M  
15%



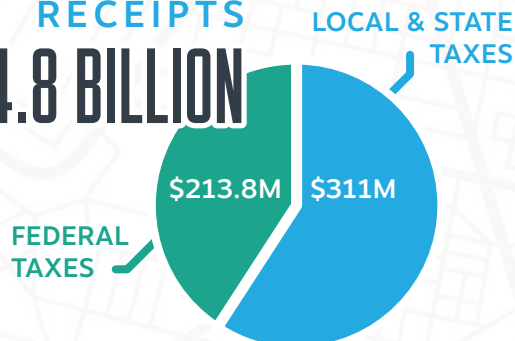
TOURISM  
LABOR INCOME  
**\$1.2 BILLION**



**31,569**  
TOTAL EMPLOYMENT

DIRECT TAX  
RECEIPTS

**\$524.8 BILLION**



ANNUAL VISITORS



**21.4**  
MILLION