



OKLAHOMA CITY

— THE MODERN FRONTIER —

ECONOMIC IMPACT OF TOURISM IN OKC

Direct travel
spending

\$2.3 BILLION



Direct
employment

22,230



Current OKC
hotel tax

14.16%

ROI
\$58:1

Every \$1 spent
by the OKC CVB
generates \$58



Direct earnings
\$569 MILLION

Direct tax receipts
\$355 MILLION



Annual visitors
7.5 MILLION



YoY increase
of web traffic
since 2018

5%



Annual
overnight
visitors

**OVER
3.5 MILLION**



Average rate of competitive markets with higher hotel tax

15.8%

(Dallas, Cleveland, Kansas City, Austin, Nashville)