

ECONOMIC IMPACT OF TOURISM IN OKC

DIRECT TRAVEL
SPENDING
\$2.6 BILLION



OKC TOURISM'S TOTAL
ECONOMIC IMPACT
\$4.3 BILLION

TOTAL VISITOR
SPENDING IN 2022



FOOD &
BEVERAGE
\$678M
26%



CURRENT OKC
HOTEL TAX

14.13%

18.53%

AVERAGE HOTEL TAX OF
SELECT COMPETITIVE
MARKETS

(MEMPHIS, FORT WORTH, KANSAS CITY, AUSTIN)



RETAIL
\$587M
23%



REC / ENT
\$482M
19%

LODGING
\$452M
18%



TOURISM
LABOR INCOME
\$1.3 BILLION



33,888

TOTAL EMPLOYMENT



TRANSPORT
\$388M
15%

DIRECT TAX
RECEIPTS
\$581 MILLION

FEDERAL
TAXES

\$238M

LOCAL & STATE
TAXES

\$343M

ANNUAL VISITORS



**23.2
MILLION**