VISIT STILLWATER

FY26 Annual Report

AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF **DIRECTORS**

July 2025 - June 2026

As Stillwater's destination marketing and management organization, our mission is to enhance Stillwater's economy, image, and quality of life through the promotion, marketing, and development of the region's visitor economy.

Our focus is to build exceptional relationships with meeting and event planners, hospitality industry and economic development partners, media, travel influencers, leisure travelers, and residents.

We represent hotels, restaurants, meeting facilities, event venues, museums, attractions, hospitality professionals, and business partners serving the traveling public. We invest visitor tax dollars to strategically market and promote over 250 local businesses and organizations and over two-thousand events a year.

Guided by our mission, our dedicated staff, a dutiful board of directors, and a constant commitment to our stakeholders and clients, Visit Stillwater looks forward to unwavering and full engagement with the City of Stillwater to continue the impact and growth of the area's powerful tourism industry.

Sincerely,

Tommy Shreffler, Visit Stillwater Board Chair

Visit Stillwater Board of Directors and Staff

Chair - Tommy Shreffler - OnCue Marketing
Vice Chair - Cory Williams - Look Properties / Attorney
Treasurer - Dustin MacDonald - Chris' University Spirit
At Large - Chris Norris - CJN Properties, LLC
Past Chair - Blaire Atkinson - OSU Foundation

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- Melissa Hubbard - Hampton Inn West & Residence Inn
- Matt Hull - Edward Jones
- Scott Leming - State Farm Insurance
- Jesse Martin - Oklahoma State Athletics
- Michal Shaw - Stillwater Medical Foundation
- Lee Roy Smith - National Wrestling Hall of Fame & Museum
- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar

Staff:

- Cristy Morrison, President & CEO
- Nicole Horn, Director of Sales
- Madelyn Trentham, Director of Marketing & Communications

CPA - Mark Gunkel, CPA PC

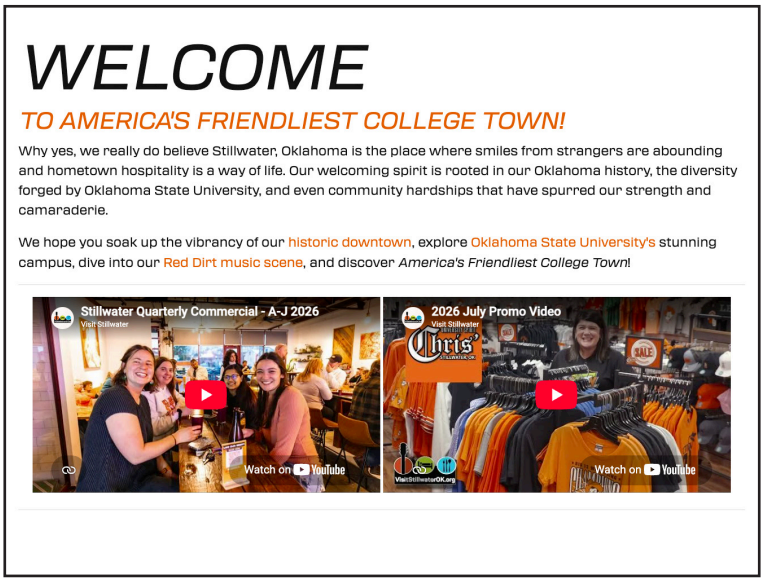
ANNUAL **HIGHLIGHTS**

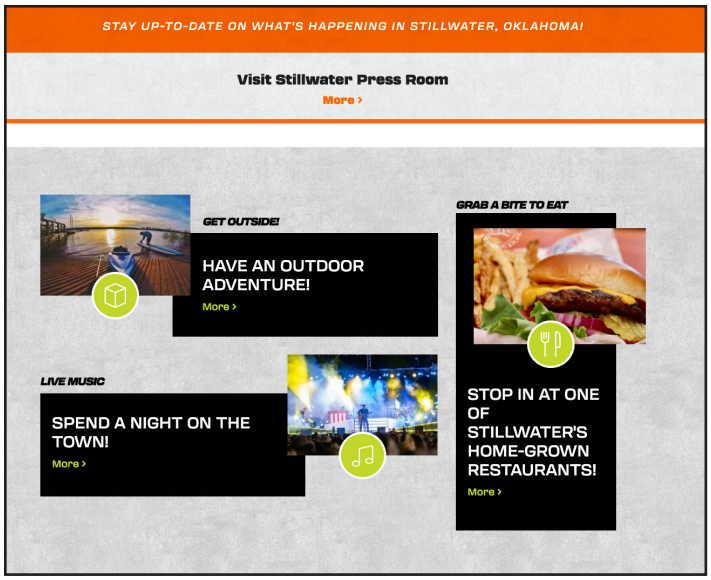
July 2025 - June 2026

The Visit Stillwater team maximized the impact of an evolving comprehensive business plan where flexibility and local partnerships contributed significantly toward the ability to attract visitors to our community.

Website - VisitStillwater.org & VisitStillwaterOK.org

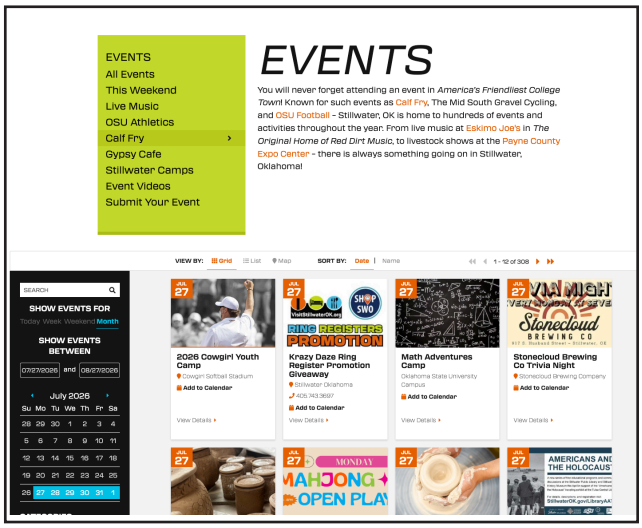
We continue to customize and upgrade VisitStillwater.org to best assist our local business partners and increase website users. We feature user-generated images throughout our site by utilizing visual content marketing software. We also include virtual tours, including 360° images, to our business partner's listings to give visitors a more interactive experience.





Calendar of Events

Visit Stillwater coordinates the most extensive local calendar of events to support organizations and businesses and to provide motivation for individuals to decide to visit Stillwater and residents to take advantage of events in their own backyard. The calendar is user-friendly to enable event coordinators to submit their events and graphics. It also enables individuals to search by date, date range, or area of interest - such as live music, athletics, or a specific event.



ANNUAL **HIGHLIGHTS**

July 2025 - June 2026

Microsites

In July 2025, a **Krazy Daze** landing page was featured on VisitStillwater.org. It served as a one-stop page to find a list of participating retailers and restaurants, along with their discounts and hours of operation. Our team reached out to local businesses to populate the page. We also had our #FlySWO campaign listed on this site.

Visit Stillwater staff served actively on the coordinating committee and hosted a microsite for the **LexiCon** event in October. LexiCon was the Stillwater Downtown Cultural District's free mini-comic convention for fans of comic books, science fiction, gaming, cosplay, anime, and pop culture. The event occurred in multiple downtown locations including Block34, Prairie Art Center, Stillwater Community Center, Stillwater Public Library, and Stonecloud Patio and Taproom.

Visit Stillwater enhanced a new microsite to spotlight the **OSU home game day** experience. It included OSU links to each game, game themes, ticket information, parking, park and ride, RV options, Boone Pickens Stadium policies, tailgating, Orange Glow, Hall of Fame Block Party, The Walk, street closures, postgame traffic, how to avoid parking violations, game day activities around town, and more.

We continued to coordinate a **Holidays 2025** microsite that featured information on holiday events, a holiday light displays map, shop locally for the holidays, Stillwater Holiday Parade of Lights, and Where is Santa Claus?

Visit Stillwater coordinated a community-wide holiday promotion – "**Fly Home for the Holidays**" – to enhance exposure for the Stillwater Regional Airport and service on American Airlines while emphasizing the importance of shopping locally. We designed a microsite to outline the 43-day shop local and FlySWO campaign to spotlight how individuals could enter to win one of five $500 American Airlines gift cards. The campaign generated just under $80,000 in local sales. We also provided five $100 American Airlines gift cards for the Stillwater Regional Airport's **SWO Home for the Holidays** event with Santa Claus.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Microsites

We developed a dedicated microsite for **405 Day** to promote community pride and drive local spending on April 5, 2026. The microsite provided details on how to participate in the one-day promotion, including entry instructions for a giveaway of five $100 American Airlines gift cards. It encouraged residents and visitors to support Stillwater by shopping, dining, fueling up, and staying overnight while showcasing the ease and convenience of flying American Airlines through Stillwater Regional Airport (SWO).

Visit Stillwater launched a new microsite to support **STOKd**, a community-wide music festival designed to celebrate Stillwater's historic Red Dirt music roots and encourage visitors to explore the city throughout the week leading up to The Boys From Oklahoma concert on April 11. The microsite served as a comprehensive, one-stop hub for all festival information, including schedules, venue details, parking, shuttle services, road closures, special activations, and community events taking place across Stillwater and Oklahoma State University.

The site also acted as the primary visitor resource for **The Boys From Oklahoma** concert at Boone Pickens Stadium, which was one of the largest events in Stillwater's history for its inaugural year in 2025, providing attendees with important event logistics and information while promoting additional activities throughout the community. In addition, the microsite highlighted the **Bob Childers' Gypsy Café** music festival following the concert on Sunday, along with performances and events at local venues including Eskimo Joe's, The Tumbleweed, The Twelves, Stonecloud, The Dirty Rooster, The Salty Bronc, and more.

By centralizing information for STOKd, The Boys From Oklahoma, and Gypsy Café into a single digital experience, Visit Stillwater helped create a seamless visitor experience while driving engagement across the community and extending the economic impact of the festival week.

ANNUAL **HIGHLIGHTS**

July 2025 - June 2026

Additionally, to support **National Travel and Tourism Week** from May 3–9, 2026, Visit Stillwater launched a microsite to promote the 6th Ring Registers Promotion of the year. The microsite outlined participation details, prize eligibility, and encouraged hospitality related purchases at local restaurants, hotels, retail stores, attractions, and more. The campaign highlighted the vital impact of visitor spending on Stillwater's economy and reinforced SWO as the gateway for seamless regional travel.

A comprehensive microsite was created to promote **Calf Fry 2026**, the largest annual three-day outdoor Red Dirt and Country music festival held at the historic Tumbleweed Dance Hall & Concert Venue. The microsite featured full artist lineups for each day, as well as pre-party and after-party schedules, ticket information, blog content, and a giveaway entry form. Visitors could find details on Thursday, Friday, and Saturday performances.

In support of America's 250th anniversary celebration, Visit Stillwater developed a dedicated **America 250** microsite to promote local shopping initiatives throughout the year. The microsite served as a central hub for information related to the campaign and highlighted the "Ring the Registers" promotion, designed to encourage residents and visitors to support Stillwater businesses during key patriotic holidays.

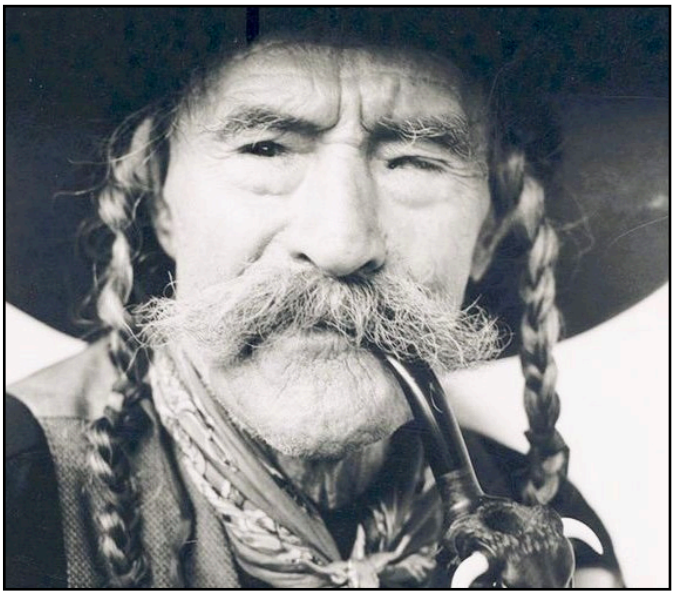
Promotions were held during Presidents Day and Memorial Day, with additional campaigns planned for the 4th of July, Labor Day, and Veterans Day. The microsite provides participating business information, FlySWO branded t-shirt sales, promotional details, and event updates while helping create a unified community campaign tied to the nationwide America 250 initiative. Through this effort, Visit Stillwater encouraged local spending and increased awareness of participating businesses during the nation's historic milestone.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Microsites

One of our most popular Microsites, **Stillwater Tidbits & History,** is constantly enhanced to include stories that have also performed extremely well on social media, such as "Washington Irving's Tour on the Prairies," "How Stillwater Was Named," "OSU's Historic Old Central," "OSU's First Football Team," and "America's First Sonic Location." The site also includes **History Makers**, such as Frank "Pistol Pete" Eaton, Billy McGinty, Ed Gallagher, Henry "Hank" Iba, Barry Sanders, Garth Brooks, and more to paint a vivid picture of Stillwater's past, that continues to influence our present and future.



A growing microsite revolves around **The Orginal Home of Red Dirt Music** and features "The Birthplace of Red Dirt Music: The Farm," "Red Dirt Relief Fund," "Bob Childers," "Tom Skinner," "Jimmy LaFave," and "Garth Brooks."

We have hosted a microsite for the **Downtown Stillwater Cultural District** since inception. We encourage residents and visitors to browse through the listings to learn more about the different organizations that make up the district – Block 34, Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Stillwater Community Center, Stillwater History Museum, and the Stillwater Public Library – and stay in the know on all events and activities happening in Historic Downtown Stillwater. Washington School will be included in the district activities, events, and microsite in the future.

ANNUAL **HIGHLIGHTS**

July 2025 - June 2026

Microsites

We also built sites for the three **core commercial Districts** – Downtown, Campus Corner, and The Strip – to provide residents and visitors easy access to the restaurants, nightlife, shopping, as well as health and beauty options available to them in each of the districts. Additionally, an interactive map is provided for each district that highlights business locations and descriptions when clicked.

As active members of the **Stillwater Community United Committee**, Visit Stillwater created a microsite to serve as a community resource and promote the activities surrounding the Dr. Martin Luther King Junior Celebration and March, the Juneteenth Picnic, and other events throughout the year.

ANNUAL **HIGHLIGHTS**

July 2025 - June 2026

2026 *Guide to the Local Scene*

Stillwater Guide to the Local Scene

The *Stillwater Guide to the Local Scene* is designed to provide visitors and residents a quick reference to easily plan activities in Stillwater. It is offered as a traditional print publication with a digital version available at VisitStillwater.org. 100,000 copies of the 48-page publication are printed annually. Digital and online marketing efforts consistently increase Guide requests.

The annual publication is distributed through our 24-7 Visitor Information Center, our visitor information stands at the Stillwater Regional Airport, all Oklahoma Welcome Centers, Big 12 Conference visitor centers, Stillwater/Perry/Guthrie/Cushing hotels and chambers, media press kits, conference and event attendees, through Certified Folder, mailed directly to visitors who request a copy, and are available at more than 225 Stillwater locations.

Certified Folder

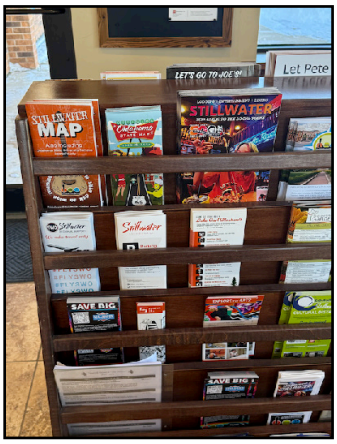
Certified Folder Display Service distributes travel brochures, guides, and promotional material in over 20,000 rack locations and digital displays throughout North America.

Thanks to our long-time partnership and the size of our guide, we have premier placement in the top right-hand corner in their stands throughout Oklahoma, southern Kansas, and northwest Arkansas.

Information Stand - National Cowboy Western Heritage Museum

Information Stand Located at City Hall

Information Stands at Stillwater Regional Airport (SWO)



24/7 Visitor Information Center

2025 *Guide to the Local Scene*

ANNUAL **HIGHLIGHTS**

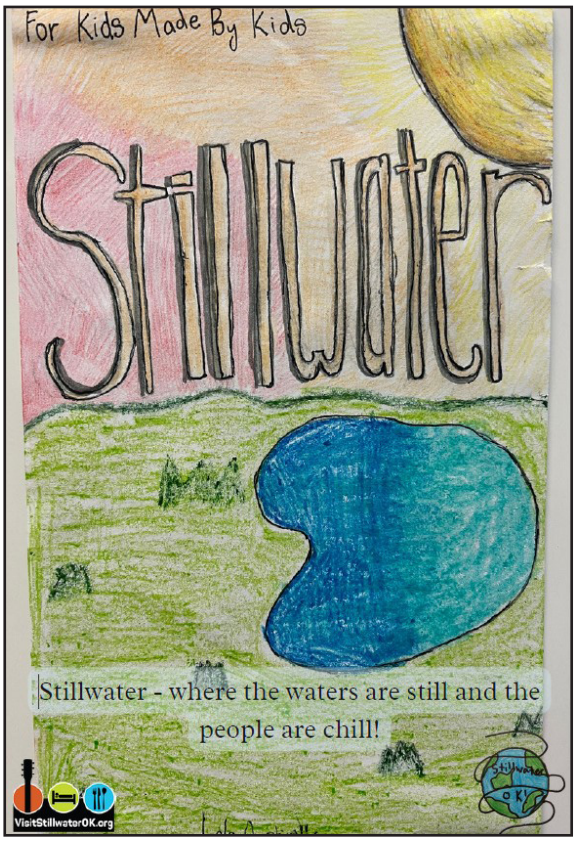
July 2025 - June 2026

Stillwater Visitor Guide for Kids

We were honored to partner with Stillwater Middle School students to produce and financially support the inaugural Stillwater Visitor Guide for Kids for distribution through our 24/7 Visitor Information Center. We printed 1,000 copies of the 20-page full-color guide through Career Tech Printing Services to make it a 100% locally produced publication.

Tracy Pendred, 5th Grade Gifted and Talented teacher, came to us with her concept to produce a visitor guide for kids through her class. We were honored to visit with the class on multiple occasions and include them through every step of the process – overall concept, layout and design, decisions on publication size as it relates to pricing, decisions on featured site locations, content style, photographs, meeting with the printer, proofreading, etc.

In 2025, the publication earned a RedBud Award for Best Partnership at the annual Oklahoma Travel & Tourism Industry Association ceremony.



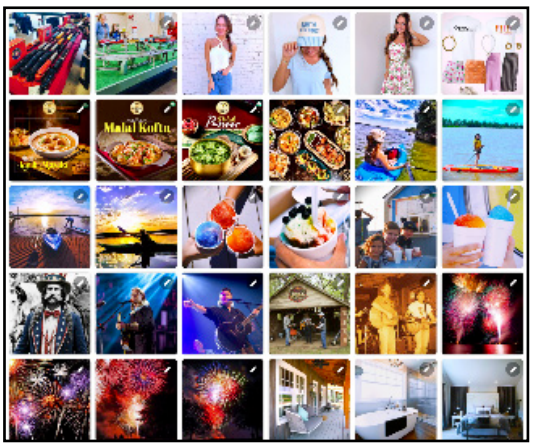
Spanish Tri-Fold "Welcome" Brochure

After serving as the guest speaker for a local organization, one of the attendees asked us to assist our Spanish-speaking residents. After several conversations, we composed a "Welcome" message, promoted American Airlines services through the Stillwater Regional Airport, and listed Spanish-speaking businesses and residents who will serve as resources, important contacts, and how to stay in the know. The information was translated into Spanish and made into a tri-fold brochure that was initially distributed at an event hosted at the Stillwater Middle School for our Spanish-speaking residents. It is now available in our 24/7 Information Center.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Social Media - @visitstillwater



Visit Stillwater utilizes social media platforms to post daily reminders of the events occurring in our community, the variety of lodging and dining options, and the unique attractions and retail shops available to visitors and locals. We optimize our content through ads and boosted posts, listen to our audience, and connect with them through tagging, commenting, and interacting. Social media is also a very quick avenue in which to update residents and visitors of event postponements and/or cancellations. We exceeded 41,000 Facebook followers at the end of June 2026 and continue to grow interaction across each platform.

Digital Marketing

Our digital marketing efforts were served primarily to markets within an approximate 300-mile radius, including the Dallas-Fort Worth metroplex, for the drive-in market and those who can choose to fly American Airlines directly into the Stillwater Regional Airport (SWO).

Monthly Promotional Videos

Video continues to serve as one of the most popular methods in which to connect with visitors and residents. We produce monthly 60-second videos spotlighting 6 to 8 events, attractions, or businesses. We added closed-captioned messaging to better connect with the majority of viewers who watch videos on their phones while on silent.

Quarterly 30-Second Commercials

The City of Stillwater and Visit Stillwater discussed the value of a series of co-branded 30-second commercials to have available for TV, website, video boards, and more. The Chamber of Commerce has since joined our partnership to produce one 30-second commercial per quarter. We coordinate the production of the commercials with our videographer and obtain footage for our monthly promotional videos and quarterly commercials simultaneously.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

July - August 2025 Rack Card Design

August - November 2025 Rack Card Design

Rack Cards

Upon request by our hotel partners, we continue to produce quarterly rack cards to distribute from their front desks and within their lobbies. They are also available in the 24/7 Visitor Information Center, the airport visitor information stands, OnCue convenience stores, local business partners, as well as all hotels located in Perry, Guthrie, and Cushing.

- **July-August** highlighted Krazy Daze 2025 events, promotions, sales, and #FlySWO.
- **August-November** featured the OSU football schedule, Park & Ride, online Gameday Guide, and #FlySWO.
- **October-December** spotlighted Holidays 2025 events, Fly Home for the Holidays Promotion, and #FlySWO.
- **StillWonder** asked Visit Stillwater to design their new rack card featuring #FlySWO and a child-friendly word search.
- **January-March** featured the 2026 Guide to the Local Scene, with the cover highlighting the National Wrestling Hall of Fame & Museum's 50th Anniversary.
- **March-June** highlighted spring events in *America's Friendliest College Town* and #FlySWO.

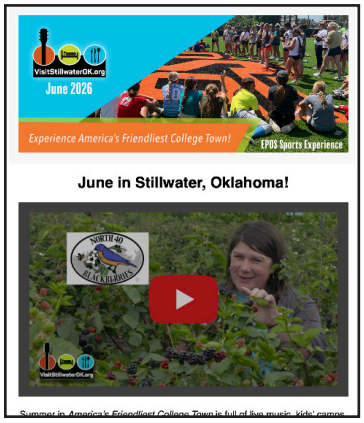
October - December 2025 Rack Card Design

StillWonder Rack Card Design

March - June 2026 Rack Card Design

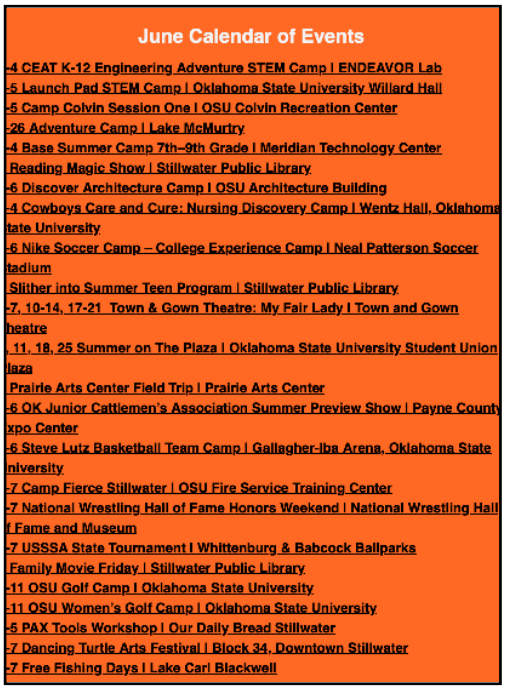
ANNUAL HIGHLIGHTS

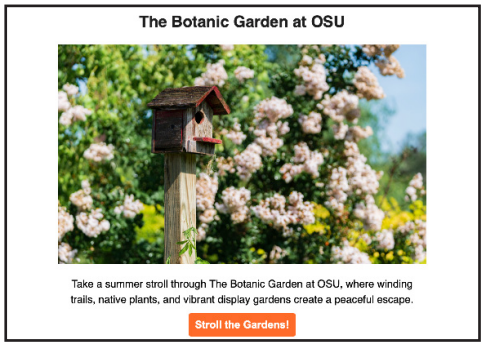
July 2025 - June 2026



eNewsletter

Our monthly eNewsletter is sent on the 1st of each month to over 9,500 subscribers. It features our monthly promo video and includes details about each of the events and businesses contained within it. There is also always a reminder to FlySWO, to enter our Sweepstakes Giveaways, and a calendar of events for the month with a link to each event for details.





SITK Postcard

In response to requests from our dining, nightlife, and retail partners, we began producing the Still In the Know postcard to spotlight the events that will attract visitors for the upcoming month and their expected attendance. Over 400 businesses and individuals receive the monthly publication which enables our hospitality industry partners to staff appropriately on high-volume days.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Banners

Visit Stillwater utilizes two outdoor banner stands with both east- and west-facing displays to promote upcoming events, seasonal campaigns, and community initiatives. Located in a highly visible area, the banners provide year-round exposure to residents and visitors while encouraging participation in local events and experiences.

Flyers

Four community poster boards located inside the 24/7 Information Center are available for local organizations, event planners, and community partners to promote upcoming events and activities. These displays serve as a valuable resource for visitors seeking things to do in Stillwater while providing an additional promotional outlet for the community.

Email Signatures

Staff email signatures are updated weekly to feature upcoming Stillwater events and seasonal promotions. Each signature includes a direct link to the event's listing on the Visit Stillwater website, extending the reach of community events through everyday communication and driving additional traffic to the online events calendar.

VisitStillwaterOK.org

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Television

Since 2003, the Visit Stillwater President and CEO has kept the Stillwater and surrounding communities up-to-date on local events, organizations, businesses, awards, recognitions, and more while co-hosting Tv-31s, "The Morning Edition," live on weekday mornings.

Visit Stillwater coordinates and schedules all of the guests for each show and can offer meeting and event planner clients an extra incentive to host their event in Stillwater by offering them the opportunity to appear live on local television to boost attendance at their event.

Radio

Since 1998, Visit Stillwater team members have shared upcoming event information on live, local radio stations once a week, and this grew to three mornings a week in 2003. Our radio calendar is exported directly from the Visit Stillwater website calendar of events to enable us to share detailed information about events occurring throughout the community. The calendars are left each week with radio personalities to refer to on-air.

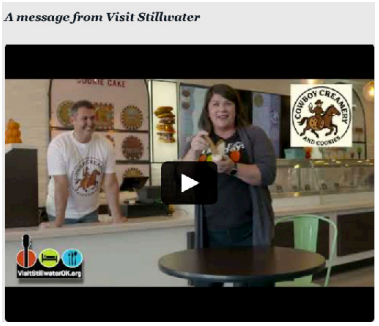
- Monday & Thursday: Team Radio's Triple Play Sports "Morning Scramble" with Steve Daniels from about 7:45-8:15 am concurrently on 93.1 FM, 105.1 FM, 1020 AM, and 1580 AM.
- Wednesday: Stillwater Radio's 105.5 FM Cowboy Country with Jay McRae from 8:45-9 am.

Podcast

Visit Stillwater team members record a weekly podcast, "One-on-One" with long-time Stillwater Radio news director, Bill VanNess, from about 8:30-8:45 am Wednesday mornings.

Newspaper

Visit Stillwater has written a monthly column for the *Stillwater News Press* for over a decade. The column appears on the last weekend of the month and spotlights destination marketing as an integral component of local economic development efforts. Visit Stillwater also advertises in and provides the *News Press* with a list of upcoming events for each issue of their *Stillwater Magazine*.



The Stillwegian is an independent locally-owned news sources. Visit Stillwater has partnered with *The Stillwegian* to spotlight upcoming, monthly Visit Stillwater promotional videos, and links to our comprehensive community calendar of events.

ANNUAL HIGHLIGHTS

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Stillwater, OSU, and Payne County Map

Stillwater maps continue to be one of the most requested resources at the 24/7 Visitor Information Center, serving both residents and visitors across all age groups. Based on ongoing feedback and usage patterns, Visit Stillwater produced an updated map designed to better meet the needs of those utilizing it. The new 2025 Stillwater map is a manageable size and includes a detailed street index, a broader view of Payne County, and, through a partnership with Oklahoma State University, an OSU campus map. Visit Stillwater worked with a local cartographer and designer to create the first updated map since 2022. A total of 12,500 copies were printed to meet continued demand.

24/7 Visitor Information Center

To our knowledge, Stillwater is home to the only comprehensive visitor information center that is open 24 hours a day, 7 days a week. Therefore, information is readily available to visitors at any time they arrive in our community or require more information while here. The extensive amount of information is also easily available to residents while family and/or friends are visiting or for local businesses and realtors when putting together relocation or recruitment packets.

Stillwater Post Cards

The Visit Stillwater Information Center is the only location in town offering free, uniquely designed postcards that celebrate Stillwater's personality and charm. Our collection includes a variety of original designs such as "The Original Home of Red Dirt Music," "Eskimo Joe's Jumpin' Little Juke Joint," "Greetings from SWO," an eye-catching "All Things Stillwater" 3D graphic, "Wish You Were Here" featuring Pistol Pete, and "A Little Slice of Heaven from Campus Corner" highlighting Hideaway Pizza. These postcards provide residents and visitors with fun, locally inspired souvenirs to share or keep as mementos of their time in *America's Friendliest College Town*.

ANNUAL HIGHLIGHTS

July 2025 - December 2025

Retail Center and T-shirt Stand

Recognizing a need for general Stillwater-themed merchandise beyond the wide selection of OSU gear already available in town, Visit Stillwater launched its in-house retail center. Located inside the Visitor Information Center, the retail space offers a curated collection of Stillwater-branded items and a wide variety of travel essentials. From t-shirts, stickers, and drinkware to tote bags, travel pouches, smart device chargers, luggage tags, and seasonal merchandise, the shop gives visitors a chance to take home a piece of *America's Friendliest College Town* while stocking up on items to support their journey.

Stillwater Information Stands & Coffee Station at SWO

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport and "#FlySWO" is a consistent message within virtually all digital and printed marketing materials.

Visit Stillwater partnered with the Stillwater Regional Airport to also provide a complimentary gourmet coffee station in the outbound terminal to further enhance the use of our local American Airlines service.

Additionally, Visit Stillwater produces and promotes monthly 60-second video features that play on terminal TV screens, highlighting 6–8 upcoming events or local businesses. These videos are designed to capture the attention of both residents and visitors, further encouraging them to shop local, attend community events, and explore all Stillwater has to offer.

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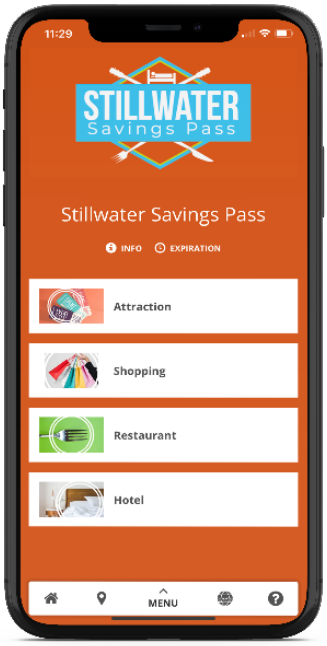
Stillwater Savings Pass



To further encourage residents to shop locally and visitors to make the trip to Stillwater to shop, the Stillwater Savings Pass was launched in November 2020. The Savings Pass combines tickets, purchases, and special offers into a fully branded experience available instantly on mobile phones. By establishing a one-to-one communication channel with each visitor or resident, we can fluidly enhance the on-site experience. Local businesses will see more customers, and visitors and locals will explore and experience the best of our community.

Stillwater GeoTour

Through a partnership with Groundspeak, Inc, we coordinated Oklahoma's only official GeoTour tour and visitors in location-based, experiential walking tours, interactive challenges, and treasure hunts.

Geocaching is predominately an outdoor recreation activity that utilizes Global Positioning System (GPS) navigation to hide and seek containers called "geocaches." Outdoor family-friendly activities have continued to increase in popularity. In May 2023, Visit Stillwater launched a new "Walking on the Wild Side" trail of 10 animal-themed geocaches to encourage new and repeat geocachers to explore Stillwater.

SWO Icons

We incorporated the "SWO" icons into our marketing campaign to align with the marketing and promotion of activities conducted by the City of Stillwater and other local organizations throughout the year. One will find the icons throughout the Visit Stillwater webpage – VisitStillwater.org, the *Stillwater Guide to the Local Scene*, social media posts, blogs, *News Press* columns, rack cards, and more.

LIVE SW · LOVE SWO · PLAY SW · DINE SW · FLY SW · SHOP SWO

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Krazy Daze

In the months leading up to July, Visit Stillwater created a landing page to assist local businesses in their efforts to market their sales and promotions for Krazy Daze. Visit Stillwater also coordinated a Ring Registers promotion for residents and visitors who saved their receipts and submitted them online or in-person for a chance to win one of five $500 American Airline Gift Cards for every $50 spent.

Boomer Blast

Visit Stillwater supported the City of Stillwater's annual Boomer Blast celebration with a $4,000 sponsorship and promoted the Fourth of July event and fireworks display through local television and radio, the community calendar, and the summer window painting display.

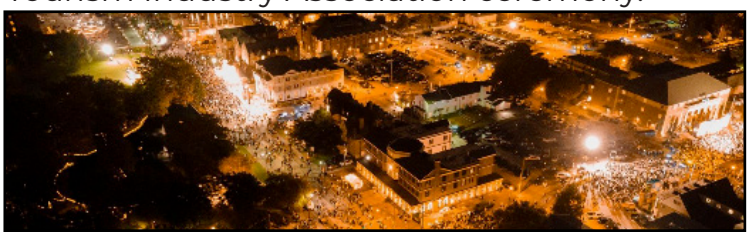
Women's Universal Tennis Rating Pro Series

Visit Stillwater provided hospitality and curated 30 welcome gift bags for a worldwide tour stop, along with covering hospitality costs. A welcome banner was also created for the Visit Stillwater website homepage to greet players to *America's Friendliest College Town!*

UTR SPORTS

#OrangeGlow

Visit Stillwater partnered with OSU Athletics for the second year of the **#OrangeGlow** campaign, encouraging residents and businesses to switch their porch and exterior lights to orange bulbs throughout the football season. Participation continued to grow in the campaign's second year, with Visit Stillwater distributing 100 double packs of orange light bulbs to further encourage visibility across residential neighborhoods and business districts. The **#OrangeGlow** campaign earned a 2025 RedBud Award for Best Overall Marketing Campaign at the annual Oklahoma Travel & Tourism Industry Association ceremony.



ANNUAL HIGHLIGHTS

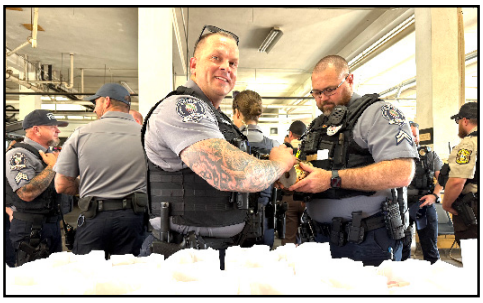
July 2025 - June 2026

Oklahoma State University Homecoming 2025

On August 21, Visit Stillwater hosted a special Hideaway Pizza dinner at the OSU Alumni Center for the Mayor to personally thank over 250 OSU Homecoming Executive Team and House Directors for their dedication and hard work. We also designed a magnet strip highlighting Visit Stillwater, #FlySWO, the Homecoming Logo and The Original Home of Red Dirt Music as a gift to the exec team and Alumni Association staff.

On October 17, Visit Stillwater delivered and served 165 Chick-fil-A meals with City staff to first responders working the OSU Homecoming Walkaround event to show appreciation for their service and support during one of Stillwater's largest annual gatherings.

On October 17, the Visit Stillwater team also volunteered at the Boone Pickens Legacy Experience's History & Homecoming Event, assisting guests at Heritage Hall in Gallagher-Iba Arena. Visitors had the opportunity to tour three historical Stillwater venues, the Boone Pickens Legacy Experience, OSU's Heritage Hall, and the National Wrestling Hall of Fame & Museum, before OSU's Homecoming Walkaround™. Guests visiting all three venues were entered to win a $500 American Airlines gift card, highlighting #FlySWO at Stillwater Regional Airport.



Lt. Governor's Travel & Tourism Summit

On November 7, the summit brought together Oklahoma's travel and tourism leaders for a full day of insights, networking, and collaboration. Nearly 30 representatives from local Destination Marketing Organizations (DMOs) participated in engaging morning sessions led by a nationally recognized speaker from Madden Media. The afternoon welcomed over 70 tourism professionals from across the state for presentations, including a keynote by Lt. Governor Matt Pinnell, followed by a reception that provided attendees with opportunities to connect and share ideas.

ANNUAL **HIGHLIGHTS**

July 2025 - June 2026

Fly Home for the Holidays

Starting in November, Visit Stillwater kicked off the 3rd Annual Fly Home for the Holidays campaign. From November 22, 2025 to January 4, 2026, residents and visitors were encouraged to shop, dine, and stay in Stillwater. Anyone who spent $50 or more could be entered to win one of five $500 American Airlines Gift Cards to #FlySWO.

Live 12-Foot Christmas Tree

Visit Stillwater was honored to sponsor the live 12-foot Christmas tree that was on display in Downtown Stillwater. It was a great gathering place for holiday photo ops after the Holiday Parade of Lights and throughout the holiday season. We plan to add another section to extend to 15” in 2026.

Holiday Parade of Lights

The annual Holiday Parade of Lights was once again co-emceed by Visit Stillwater President and CEO on Tv-31. Visit Stillwater also purchased candy for city employees to hand out before the parade.

Festive Skies: Our Holiday Heroes & Drone Show

The City of Stillwater coordinated the 2nd annual “Festive Skies: Our Holiday Heroes Celebration and Drone Show” this year in the heart of downtown Stillwater spotlighting and celebrating our first responders. Visit Stillwater and the Chamber of Commerce split the cost to provide residents and visitors with two 15-minute show featuring 100 drones that surprised the crowd with numerous designs, including many specific to Stillwater.

ANNUAL **HIGHLIGHTS**

July 2025 - June 2026

Lights on the Lake

Lake McMurtry's Lights on the Lake was again sponsored by Visit Stillwater. The investment supported the event that took place every day November 28 – January 3, from 6–9 PM. The event featured drive-through displays with an estimated 2,700 attending the holiday event.

Winter Windows Decorating Contest

Visit Stillwater partnered with Calvary Window Cleaning and Dough Peep's Bakehouse for the 2nd annual "Winter Windows" holiday window decorating contest. Fourteen businesses transformed their storefronts into dazzling displays for the community and visitors to enjoy. The three who exhibited the most impressive originality, workmanship, presentation, and use of lights won a window cleaning gift certificate and 2 dozen custom cookies.

- Funniest – Stonecloud Patio & Taproom
- Most Creative – Memory Lane Vintage Mall
- Most Festive – The Beadery on Main

ANNUAL HIGHLIGHTS

July 2025 - June 2026

405 Day

In April 2023, Visit Stillwater created a one-day event on the day symbolized by our area code, 405 – April 5. This fiscal year, we continued the event to remind visitors and residents to shop Stillwater and that flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze. Anyone who shopped in one of our retail stores or boutiques, dined in one of our many restaurants, grabbed a coffee, filled up with gas, or spent the night during the 24 hours of April 5, 2026, spending $50 or more, could be entered to win one of five $100 American Airlines gift cards.

STOKd and The Boys From Oklahoma

Visit Stillwater played a key role in supporting The Boys From Oklahoma concert weekend and the expanded STOKd music festival, which celebrated Stillwater's legacy as the Original Home of Red Dirt Music. Through the newly created STOKd microsite, Visit Stillwater provided a comprehensive, one-stop resource for visitors attending The Boys From Oklahoma concert at Boone Pickens Stadium, as well as Bob Childers' Gypsy Café and additional live music events taking place across the community throughout the week.

To help improve the visitor experience during The Boys From Oklahoma concert on April 11, Visit Stillwater also sponsored a complimentary community shuttle service connecting Downtown, The Strip, Elm Street, Campus Corner, and Boone Pickens Stadium. The shuttle service helped reduce parking challenges, improve accessibility, and encouraged visitors to safely experience multiple areas of the community throughout the event weekend.

Visit Stillwater also partnered with community organizations, Oklahoma State University, OSU Atheltics, local live music venues, and City of Stillwater leadership to help coordinate logistics, visitor communication, and event promotion leading up to the festival. Through digital marketing, media outreach, social media coverage, and the STOKd microsite, Visit Stillwater helped position Stillwater as a premier destination for live music.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

National Travel and Tourism Week

National Travel and Tourism Week (NTTW) is an annual celebration that underscores travel's essential role in driving our nation's economy, cultivating vibrant communities, and forging connections. Established by the U.S. Travel Association in 1983, NTTW has become a cherished tradition, celebrating the U.S. travel community and highlighting how travel stimulates economic growth, creates quality jobs, inspires new businesses, and elevates the quality of life for Americans. This year, Visit Stillwater coordinated the NTTW Ring Registers Promotion to continue to spotlight the importance of visitor dollars on the local economy, to remind residents of the importance of shopping locally, and to further increase the number of passengers flying through the Stillwater Regional Airport (SWO). Visitors and residents simply needed to spend a minimum of $50 and keep their receipts for any hospitality related purchases from May 3, 2026, to May 9, 2026, to be eligible to win one of three $500 American Airlines gift cards.

America 250

In celebration of America's upcoming 250th anniversary, Visit Stillwater launched a yearlong "Ring the Registers" promotion designed to encourage residents and visitors to support local businesses during key patriotic holidays. Promotions were held during Presidents Day and Memorial Day, with additional campaigns planned for the Fourth of July, Labor Day, and Veterans Day. Participants were encouraged to shop, dine, and explore Stillwater businesses for the opportunity to win $250 American Airlines gift cards, helping increase engagement with local retailers, restaurants, attractions, and hospitality partners.

As part of the campaign, Visit Stillwater also sold limited-edition FlySWO and America 250 branded t-shirts to further promote community involvement and encourage support for Stillwater Regional Airport and local tourism efforts. Through the America 250 campaign, Visit Stillwater helped to align Stillwater with the nationwide celebration of America's historic milestone.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Visitor Information Center Window Decorating

Stillwater artist, Bill Miller, has created fun and festive graphics for the Visit Stillwater front windows for over five years. This year we featured:

- Summer – Boomer Blast, Krazy Daze, FlySWO, ShopSWO, DineSWO, Ring Registers Promotion, Eskimo Joe's 50th Anniversary Week, and OSU Big 3 Field Days.
- Fall – Orange Glow, OSU Cowboy Stampede Rodeo, and OSU Homecoming.
- Winter – Thanksgiving, Holidays 2025, and Fly Home for the Holidays.
- Spring – STOKd, The Boys From Oklahoma, Stillwater Arts Festival, Orange Power Weekend, and Remember the 10.

The Original Home of Red Dirt Music Trademark

Visit Stillwater has proudly used the phrase "The Original Home of Red Dirt Music" for almost two decades to honor the city's deep roots in the Red Dirt music scene. With the overwhelming success of The Boys From Oklahoma concert series, we felt it was the right time to officially register the trademark. This milestone strengthens our commitment to preserving and promoting Stillwater's role in the origin and evolution of Red Dirt music. We look forward to continuing to celebrate and elevate the genre, while bringing fans and visitors back to Stillwater to experience the music where it all began.

Accreditation

The globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management. To become accredited, a destination organization must demonstrate compliance with more than 100 performance standards. Accreditation standards are set by an independent panel of industry veterans representing a diverse selection of destination organizations. Standards are regularly revisited and revised to reflect the evolution of best practices in our industry. Visit Stillwater completed the DMAP process and is now recognized as one of the smallest destination organizations to earn the recognition.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Discover Stillwater, MN

After years of name mix-ups at conferences and phone calls mistakenly placed between offices, the Visit Stillwater team formally connected with Discover Stillwater in Minnesota in 2025. The two organizations met via Zoom to discuss potential collaborative initiatives and shared promotional efforts.

Visit Stillwater sent the Discover Stillwater team Oklahoma State University shirts, #OrangeGlow light bulbs, Eskimo Joe's apparel, and other Visit Stillwater promotional items. In return, Discover Stillwater shared their well-known popcorn bags, Stillwater, MN–themed playing cards, and branded bags. This partnership will continue to be fostered as both organizations explore additional opportunities for collaboration in the future.

Wayfinding

The Visit Stillwater team, in partnership with the City of Stillwater, is spearheading a comprehensive community-wide wayfinding and signage program to transform Stillwater into a more welcoming community by guiding visitors from points of entry to key districts, attractions, parks, and recreational opportunities.

In conjunction with a community branding refresh, residents will also see more attractive signage that will enhance a sense of pride and strengthen Stillwater's brand identity and economic appeal.

Visit Stillwater and the City of Stillwater have contracted with MERJE, a team of multidisciplinary designers and planners, who have led more than 75 communities through their branding, signage, and wayfinding plans and projects.

merje
ENVIRONMENTS & EXPERIENCES

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Community Involvement

The Visit Stillwater team values giving back to the community and actively participating alongside local partners, organizations, and businesses. Whether through collaboration, promotion, or volunteer support, our staff is committed to uplifting those who make Stillwater a vibrant place to live, work, and visit. The following highlights showcase Visit Stillwater's community involvement efforts over the past fiscal year.

Stillwater Chamber of Commerce Sponsorships

Throughout the year, Visit Stillwater proudly supports the Stillwater Chamber of Commerce as a sponsor of key events and initiatives. This includes serving as the Presenting Sponsor for the annual Agriculture Banquet, a Premier Sponsor for the Economic Development Summit, and participating as a featured Leadership Stillwater Agriculture Session sponsor and speaker.

Eskimo Joe's 50th Anniversary Week

In July, a beloved Stillwater staple celebrated its 50th Anniversary. Visit Stillwater promoted Eskimo Joe's events across social media platforms and VisitStillwater.org, attended the week-long festivities, were present for the unveiling of the time capsule buried in 1995, and featured the milestone anniversary on the cover of the *2025 Stillwater Guide to the Local Scene* and throughout ad campaigns for the year.

Dancing Turtle Arts Festival

Visit Stillwater served as an event sponsor for the Dancing Turtle Arts Festival, securing television and radio promotion and providing additional marketing support. Prior to the event, Visit Stillwater hosted planning meetings in its office, distributed Dancing Turtle Arts Festival pocket guides, promoted the event through social media, and attended the festival.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Jr. National Braford Show

During the Junior National Braford Expo at the Payne County Expo Center, Visit Stillwater team members served as judges for the sales talk competition, where youth participants presented sales pitches on agricultural products, livestock equipment, and related industry topics.

FIFA Team Base Camp Bid

Visit Stillwater partnered with Oklahoma State University, the City of Stillwater, local law enforcement, Emergency Management, and Holiday Inn & Suites West to explore the opportunity to host a FIFA team base camp. Staff coordinated planning meetings, assisted with the bid process, and participated in site tours of potential lodging and training facilities while working alongside public safety officials to evaluate security and logistics.

College Coupon Books

We continued our partnership with College Coupon Books to connect Oklahoma State University students with local businesses. Visit Stillwater staff coordinate storage and distribution ensuring coupon books are available throughout the community and in our 24/7 visitor informations center.

Payne County Free Fair Booth

Visit Stillwater hosted an informational booth throughout the week of the Payne County Free Fair, providing a space for community partners to engage with attendees and share information about their organizations, programs, and upcoming events. The booth serves as a collaborative resource that highlights the many attractions, services, and opportunities available throughout Stillwater and Payne County. The groups that Visit Stillwater hosted this year were the Downtown Stillwater Association, OSU Orange Glow, the Holiday Inn and Suites West, the Stillwater Cultural District, The Stillwegien, and Our Daily Bread.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Fire Station #2 Opening

The Visit Stillwater team attended the grand opening event and played a primary role in a “Yes” vote that made the new facility possible.

Block 34

In celebration of the opening of Block 34, a community time capsule was created to preserve the story of the development and commemorate milestones that have shaped Stillwater in 2025. Visit Stillwater contributed items that reflect its role in promoting local tourism and enhancing community engagement. The capsule will be sealed and stored onsite to be reopened in 34 years, serving as a future reminder of the community’s growth and the collaborative spirit behind Block 34.

Google Data Center

Visit Stillwater staff attended the Google Data Center event in Pryor, OK to support the City of Stillwater and their leadership and the economic development team. We gained valuable insights about the data center initiatives and how it will affect both residents and visitors alike.

Mayoral State of the City

Visit Stillwater served as the premier sponsor for the event. We promoted #FlySWO in sponsorship messaging, provided The Orginal Home of Red Dirt Music slap koozies to attendees, and filled a table at the event with Visit Stillwater board members and partners.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Merit Award Presentation – The Twelves

For The Oklahoma Travel Industry Association and Oklahoma Tourism and Recreation Department annual RedBud Awards, Visit Stillwater nominated The Twelves for Outstanding Agritourism Attraction and had the privilege of presenting the Merit Award in recognition of the business's contributions to agritourism and the visitor experience in Stillwater. The award celebrates excellence in promoting Oklahoma's agricultural heritage while attracting visitors to the community.

Stillwater Medical Ribbon Pining

Team members participated in placing ribbons on the Stillwater Strong memorial piece that was featured as part of the Stillwater Medical OSU Homecoming Parade float. The float honors the lives impacted by the tragic events of the 2015 OSU Homecoming parade and serves as a symbol of hope and community strength.

Payne County Health Department Presentation

Visit Stillwater hosted and presented to the Payne County Health Department, sharing an overview of the organization's mission, tourism's economic impact, current events and happenings in Stillwater, as well as the ease of flying through the Stillwater Regional Airport (SWO). The presentation provided an opportunity to strengthen community and county partnerships and increase awareness of the important role tourism plays in supporting the local economy.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Downtown Stillwater Scarecrow Competition

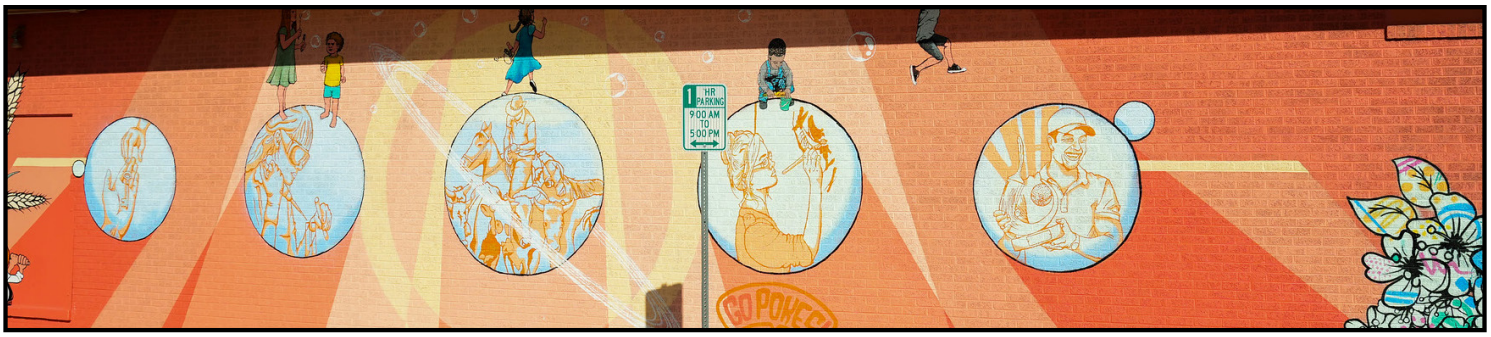
Visit Stillwater proudly participated in the Downtown Stillwater Association (DSA) Scarecrow Contest with our scarecrow, “Tourist Tim.” Tim was equipped with a #FlySWO boarding pass and a waterproof camera for visitors and residents shopping in Downtown Stillwater to snap a picture with him!

Stillwater Medical Trunk or Treat

The Visit Stillwater team participated in Stillwater Medical’s annual “Trunk-or-Treat” event in the parking lot of its 12th Street location on October 30. Approximately 325 vehicles went through the lot, and candy was distributed to over 500 kids.

Be Bright Mural Reveal

Viktor Hovland, a rising star on the PGA Tour, Valspar Champion, and OSU alumnus, chose his collegiate home for the “Be Bright” mural initiative. The community art program spreads positivity through colorful, large-scale murals, using Valspar paint to beautify public spaces and foster connection, featuring local artists. Visit Stillwater assisted the OSU Men’s Golf Coach, Alan Bratton, in locating a mural location, and later attended the mural reveal at Chris’ University Spirit, a “Swinging Pete” apparel location.



Holiday Happenings on News9

Visit Stillwater partnered with News 9 for its Holidays Happening segment, which aired on Thanksgiving Day, to showcase Stillwater’s holiday events, attractions, and seasonal experiences. The feature highlighted the community as a festive destination for visitors and was broadcast throughout the Oklahoma City television market, reaching audiences across central and much of western Oklahoma through one of the state’s leading local television stations.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

OK Pork Council Give-A-Ham

On December 23, Visit Stillwater proudly participated in the Oklahoma Pork Council's 2025 Give-A-Ham campaign by accepting the challenge from the Oklahoma Pork Council and passing it forward to Our Daily Bread. This annual campaign encourages community giving during the holiday season through the donation of hams to those in need.

StillWonder Trailer Unveiling

Team members attended the unveiling of StillWonder's new Wonder on Wheels trailer on Janurary 22 at Stillwater Medical Pediatrics. The trailer serves as a mobile learning experience designed to bring hands-on STEAM education and learning through play opportunities directly into the community. The fully equipped trailer expands access to early childhood engagement resources and creates new opportunities for children and families to explore, learn, and connect.

OSU Alumni Association February APPreciation Month

In February 2026, Visit Stillwater once again partnered with the OSU Alumni Association to support its annual Member APPreciation Month campaign. This initiative encouraged downloads and engagement with the Orange Connection app, as well as new and continued alumni memberships. Participants who made qualifying membership payments were entered into a drawing to win one of five $500 American Airlines giftcards to remind alumni of the ease they will experience traveling through the Stillwater Regional Airport (SWO). Visit Stillwater was featured prominently throughout the campaign, including on the Orange Connection app, the OSUAA website, email blasts, social media, and even the Association's new texting platform, reaching tens of thousands of OSU alumni.

"Wear Red for Women" Day

On February 6, Visit Stillwater staff participated in "Wear Red for Women Day" to show support for Stillwater Medical and help raise awareness about women's heart health. By wearing red, our team joined the nationwide effort to educate the public on how heart disease affects women and how symptoms can differ from those experienced by men. It was a meaningful opportunity to stand in solidarity with healthcare professionals and promote vital health education within our community.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Library Lovers Read-a-thon

Visit Stillwater President and CEO served as co-master of ceremonies for the Stillwater Public Library's annual Library Lovers Read-a-thon on February 13 alongside Beau Simmons of the *Stillwater News Press*. The community fundraising event brought together local readers, authors, and book lovers to celebrate literacy while raising funds for the Stillwater Public Library Trust, supporting an important community resource.

OSU Admitted Students Day

On February 28, an informational Visit Stillwater booth at Oklahoma State University's Admitted Students Day welcomed prospective students and their families to the Stillwater community. Staff shared Visit Stillwater resources, highlighted the community events calendar, and provided information on local attractions, dining, shopping, recreation, and the Stillwater Regional Airport to help future Cowboys discover everything Stillwater has to offer both on and off campus.

OSU Rodeo Banquet

Also on February 28, Visit Stillwater staff attended the Oklahoma State University Rodeo Team's annual banquet in support of the student-athletes and the program's accomplishments throughout the season. We were also honored to be presented with the 2026 OSU Rodeo Alumni and Friends Sponsor of the Year Award at the banquet.

City of Stillwater Employee Appreciation Day

For Employee Appreciation Day in March, Visit Stillwater participated in the City of Stillwater's celebration by visiting City Hall to film and produce a "thank you" video recognizing the contributions of Stillwater Stormwater, Waste Management, and Parks employees.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

The HUB Grand Opening

On March 12, staff attended the Stillwater Chamber's grand opening celebration for The HUB, touring the new facility, connecting with community partners, and welcoming one of Stillwater's newest family entertainment destinations. The event provided an excellent opportunity to build relationships with The HUB team and learn more about the venue's offerings for hosting groups, special events, and parties.

OSU Jr. Day

On April 25, Visit Stillwater once again manned an informational booth, this time at Oklahoma State University's Junior Day, and welcomed high school juniors and their families to the Stillwater community. Staff shared Visit Stillwater resources, highlighted the community events calendar, and provided information on local attractions, dining, shopping, recreation, and the Stillwater Regional Airport to help prospective Cowboys experience why Stillwater is known as *America's Friendliest College Town*.

Kaleidoscope

Visit Stillwater staff attended Kaleidoscope 2026 in support of our community partners and the festival's mission to raise awareness for Week of the Young Child and Child Abuse Prevention Month. The annual family-friendly festival brought the Stillwater community together through live music, activities, food, and entertainment while promoting child well-being.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

YMCA Groundbreaking

On April 30, team members attended the groundbreaking ceremony for the new Stillwater YMCA, celebrating a significant investment in the community's future. The $33 million, 56,000-square-foot facility will provide expanded recreational, wellness, and childcare opportunities for residents and visitors while serving as a hub for community connection and collaboration.

Behind the Scenes Oklahoma

In May, Visit Stillwater partnered with the Oklahoma Film & Music Office and the Oklahoma Tourism and Recreation Department to support the filming of an episode of *Behind the Scenes Oklahoma* during Calf Fry. The production highlighted Stillwater's rich Red Dirt music heritage, the history and impact of Calf Fry, and the community's role as the Original Home of Red Dirt Music. Visit Stillwater helped coordinate on-site interviews and assisted the production team in showcasing the festival's unique atmosphere, musicians, and visitor experience.

Block 34 Redbud Award

Visit Stillwater prepared and submitted the nomination for Block 34 in the Oklahoma Tourism and Recreation Department and Oklahoma Travel Industry Association's annual RedBud Awards program. The nomination highlighted Block 34's transformation into a premier downtown gathering space and its impact on tourism, community events, live music, and visitor experiences in Stillwater.

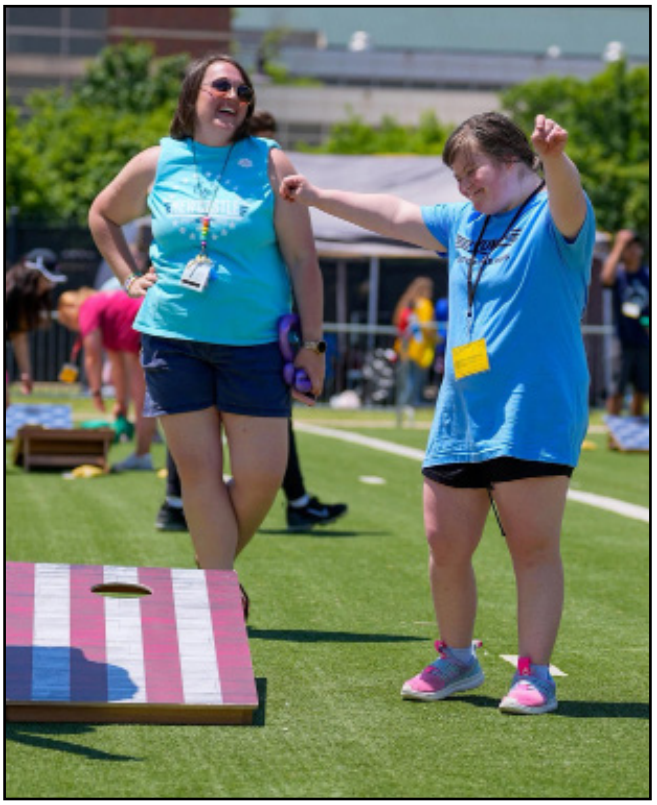
As a result of the nomination, Block 34 was selected as the recipient of the RedBud Award for Outstanding New Attraction, one of the highest honors in Oklahoma's tourism industry. The statewide recognition celebrates attractions that make a significant contribution to tourism and quality of life, while reinforcing Stillwater's reputation as a vibrant destination for visitors and residents alike.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Special Olympics Oklahoma

During the annual Special Olympics Oklahoma Summer Games, Visit Stillwater volunteered and supported the event that brings approximately 10,000 athletes, coaches, families, volunteers, and supporters from across the state to Stillwater. Team members assisted at event headquarters by answering calls, providing information, and helping walk-in visitors with questions throughout the competition.

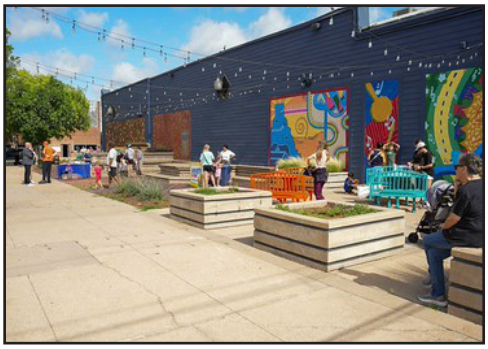


Special Olympics Oklahoma

Early Childhood Coalition "Let's Play" Iniative

Visit Stillwater participated in the Early Childhood Coalition's "Let's PLAY" planning committee, collaborating through monthly meetings with community partners including Stillwater Public Library and the Stillwater History Museum to help develop and promote the initiative. The project was designed to encourage playful family engagement throughout the community by incorporating interactive QR codes at murals, statues, and public art locations around Downtown Stillwater.

Visit Stillwater assisted with promotional efforts leading up to the June 11 launch event by helping secure television and radio coverage to increase community awareness and encourage participation. Created in conjunction with the Stillwater Public Library's Summer Reading Program, the "Let's PLAY" initiative invited families of all ages to explore Historic Downtown Stillwater through interactive activities that fostered connection and child development.



ANNUAL HIGHLIGHTS

July 2025 - June 2026

EJPPG Client Day

The Eskimo Joe's Promotional Products Group Client Day featured a special Route 66 Centennial theme in celebration of the historic highway's 100th anniversary. Visit Stillwater attended the event to stay informed on Route 66 travel trends, upcoming centennial celebrations, and opportunities for collaboration with destination partners located along the Mother Road. The program featured a presentation from Kerry Barrick, Oklahoma Route 66 Director, highlighting the history and significance of Route 66, along with opportunities to connect with industry partners and explore ways to promote the region during this milestone year.

OKC Thunder Community Court

On June 26, team members attended the grand opening of the new Oklahoma City Thunder Community Court at Southern Woods Park, celebrating Stillwater's addition to a statewide network of communities benefiting from this initiative. The new court marks the 32nd Thunder Community Court in Oklahoma, joining locations including Oklahoma City, Tulsa, Ardmore, Altus, Boise City, Chickasha, Elk City, El Reno, Enid, Lawton, McAlester, Moore, Norman, Sand Springs, Weatherford, Wewoka, and Woodward.

City-Wide Light Coordination

Visit Stillwater coordinated the citywide lighting calendar throughout the year, organizing themed lighting displays in recognition of holidays, Oklahoma State University events, awareness campaigns, and nationally recognized observances. Participating locations included Visit Stillwater, Interlaced, Simmons Bank, Block 34, and Chris Salmon Plaza, creating a unified visual presence across the community.

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Gift Baskets & Bags

Visit Stillwater proudly supports local partners, organizations, and sporting events by assembling welcome bags, hospitality baskets, and silent auction donations that showcase Stillwater while enhancing the visitor experience.

For the Universal Tennis Rating (UTR) Pro Summer Slam (Women's) in July, Visit Stillwater provided 24 Visit Stillwater and FlySWO reusable bags filled with branded promotional items and local goodies to welcome players and participants, valued at $500. In Novemeber, Visit Stillwater provided 42 welcome bags for participants in the NCAA Cross Country Championships, valued at approximately $1,000. Later in March, during the Big 12 Equestrian Championships hosted by Oklahoma State University, Visit Stillwater assembled three hospitality baskets stocked with essential items for participants, along with welcome bags for coaches, judges, and scribes, with a combined value of $850.

Throughout the year, Visit Stillwater supported community fundraising efforts through several silent auction donations, including a suitcase filled with travel essentials and a $50 American Airlines gift card for the Town & Gown Theatre Diamonds Are Forever Gala, valued at $350; a $500 American Airlines gift card and travel-themed suitcase for the Stillwater Frontier Rotary Wine Into Water fundraiser, valued at $850; a silent auction basket for the Stillwater Elks Lodge, valued at $200; and a $50 American Airlines gift card for Summer on the Strip's basket prize giveaway. These contributions reflect Visit Stillwater's continued commitment to supporting local organizations and promoting Stillwater as a welcoming destination for visitors and residents alike.

Stillwater Frontier Rotary Wine Into Water

Town & Gown Theatre Diamonds Are Forever Gala

ANNUAL HIGHLIGHTS

July 2025 - June 2026

Education

To remain at the forefront of destination marketing and tourism industry best practices, the Visit Stillwater team actively participates in professional development opportunities throughout the year. These conferences provide valuable education and networking with industry leaders, ensuring our staff stays informed on emerging trends, innovative marketing strategies, advocacy efforts, leadership development, and evolving visitor expectations.

In addition to attending industry conferences, team members regularly participate in webinars, virtual trainings, and online education sessions offered by leading tourism organizations, allowing staff to stay informed on current trends and best practices year-round.

During the reporting period, Visit Stillwater team members participated in the following professional development opportunities:

- U.S. Travel Association – ESTO (Educational Seminar for Tourism Organizations)
- U.S. Travel Association – Destinations Capitol Hill (representing the OK Travel Industry Association)
- Destinations International – Annual Convention, CEO Summit, Advocacy Summit, Marketing & Communications Summit
- One West Tourism Alliance – Leadership Summit, Education Summit, MarTech Summit
- Connect eTourism Marketplace
- Oklahoma Conference on Tourism
- AilveonPacific – Airport RoundTable (with SWO director)
- Routes – TakeOff North America (with SWO director)

Continued investment in education ensures Visit Stillwater remains an effective advocate for the Stillwater tourism industry and positions the destination for long-term success.

DESTINATIONS INTERNATIONAL MEMBER

ONE WEST TOURISM ALLIANCE

esto Powered by U.S. Travel Association

ANNUAL HIGHLIGHTS

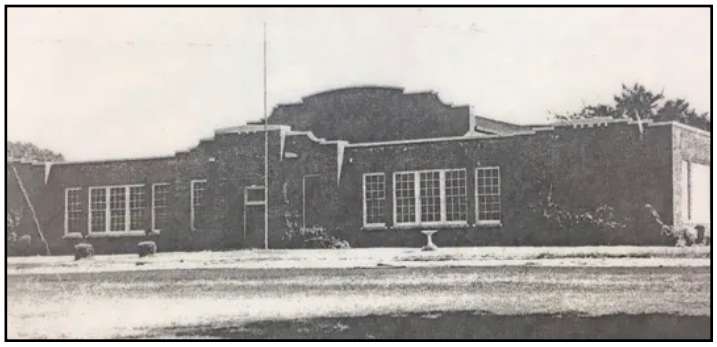
July 2025 - June 2026

Committee Coordination & Involvement

Board Representation

The Visit Stillwater President and CEO serves on several boards that directly support community development and destination marketing efforts. These appointments strengthen collaboration across sectors and ensure the tourism perspective is included in key decision-making processes. Boards served include:

- Oklahoma Travel Industry Association
- Special Olympics Oklahoma
- Stillwater Arts Council
- Washington School Heritage Foundation
- National Wrestling Hall of Fame 50th Anniversary



Committee Participation

Visit Stillwater team members actively participate in local committees and collaborative groups that allow for deeper engagement with partners and provide valuable insight into community needs. These efforts enhance our ability to support local businesses, event organizers, and civic initiatives through marketing and promotion. Committees include:

- Stillwater Communications Team
- Downtown Stillwater Cultural District
- Downtown Merchants Association
- Stillwater Art Integration
- Lexicon Committee
- Payne County Expo Center
- Special Olympics Summer Games Committee
- Washington Street Merchants Group
- National Wrestling Hall of Fame 50th Anniversary Celebration
- Early Childhood Coalition “Let’s Play” Initative

Committee Facilitation & Hosting

In addition to participation, Visit Stillwater also coordinates and hosts several committees and recurring meetings to ensure consistent communication and collaboration among key community stakeholders. These efforts help align promotional strategies, encourage cross-promotion, and foster shared success. Coordinated groups include:

- Quarterly Hotel Education Luncheons
- Market Stillwater (City of Stillwater, OSU Athletics, OSU Brand Management, Visit Stillwater)
- Core Commercial Districts Committee (Downtown, Campus Corner, The Strip, City of Stillwater, and the Stillwater Chamber of Commerce)
- Stillwater Community United (coordinates MLK Jr. and Juneteenth events)

These committees play a vital role in building strong local partnerships, expanding marketing reach, and supporting Stillwater’s visitor economy.

VISITOR **TAX**

July 2025 - June 2026

In 1985, a referendum establishing a 4% hotel room tax (visitor tax) was approved. Then on February 8, 2022, Visit Stillwater was successful in passing a referendum by 70% that changed the ordinance from “hotel room tax” to “visitor tax,” modernized the term “hotel” to “lodging,” and increased the tax from 4% to 7% effective July 1, 2022.

The ballot language now states, “Funds collected shall be set aside and used exclusively for the purpose of encouraging, promoting, and fostering conventions, conferences, and tourism development through the use of long-range strategic destination marketing and management professional services and development and maintenance of visitor development amenities for the city, and shall be allocated as follows:”

- 70% - To Visit Stillwater: “Shall be used for long-range strategic destination marketing and management professional services to enhance Stillwater’s economy, image, and quality of life through the promotion, marketing, and development of the visitor economy.”
- 30% - To the City of Stillwater: “Shall be administered by the Stillwater Economic Development Authority as recommended by the Tourism Advisory Committee (Resolution No. SEDA-2019-2) and used for the development and maintenance of visitor development amenities for the city.”

The professional services agreement between the Stillwater Economic Development Authority (SEDA) and Visit Stillwater specified the sum of $1,260,000 of the visitor tax would be utilized by Visit Stillwater to carry out the services outlined within the Visit Stillwater business plan and scope of work.

July 1, 2019, the Oklahoma Tax Commission (OTC) began collecting the Stillwater visitor tax. There is now a difference in timing of the tax revenue receipts by 2 months (See page 43). Total visitor tax collections for the year reflected a 11% decrease due to a company filing amended returns in December 2024 and remitting substantial additional amounts due for prior reporting periods.

VISITOR **TAX**

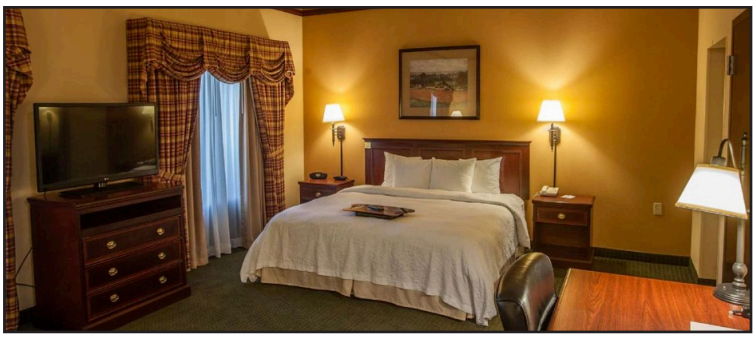
July 2025 - June 2026

Impact of Visitor Tax:

	City's Projected Visitor Tax for the Year	Total Visitor Tax for the Year	70% of Total Visitor Tax for the Year	30% of Total Visitor Tax for the Year	Visit Stillwater Contract Amount	Amount Generated Above the VS Contract Amount for Destination Marketing (70%)
FY '23	$1,300,000	$1,566,718.40	$1,096,702.88	$470,015.52	$975,000	$121,702.80
FY '24	$1,300,000	$1,647,237.87	$1,153,066.50	$494,171.37	$1,120,000	$33,066.50
FY '25	$2,300,000 (from $1,600,000)	$2,547,734.29	$1,783,413.90	$764,320.26	$1,120,000	$663,413.90
FY '26 mid-year	$1,800,000	$2,262,512.02	$1,583,748.40	$678,753.70	$1,260,000	$323,758.90
TOTAL:		$8,024,202.58	$5,616,941.68	$2,407,260.75		$1,141,941.20

Since successfully passing the referendum to increase the visitor tax from 4% to 7% effective July 1, 2022, **$2,407,260.75** has been generated to develop and maintain visitor development amenities for Stillwater. At the end of the fiscal year 2026, an additional **$1,141,941.20** in visitor tax revenue had been generated above the Visit Stillwater contracted amount to be utilized for long-range strategic destination marketing and management professional services, such as a comprehensive wayfinding and signage program for the community.

In addition to the visitor tax, the City of Stillwater has collected a 4% sales tax from guests staying in local hotels and short-term rentals, totaling approximately **$4,585, 259** since FY 2023. Also, hotels operate continuously, requiring lighting, heating, cooling, ventilation, and other services around the clock and are among the largest users of city utilities, particularly energy and water. Our visitors, 17 hotels, and over 500 short-term rental properties contribute significantly to our quality of life, essential services, and infrastructure.



Visitor Tax:

	FY '23 Month	FY '23 Year	FY '24 Month	FY '24 Year	FY '25 Month	FY '25 Year	FY '26 Month	FY '26 Year	
July	$76,900.39	$76,900.39	$163,782.84	$163,782.84	$204,281.41	$204,281.41	$232,067.91	$232,067.91	OTC - May Collections
Aug.	$98,157.84	$175,058.23	$173,599.77	$337,382.61	$172,491.75	$376,773.16	$222,551.25	$454,619.16	OTC - June Collections
Sept.	$123,489.24	$298,547.47	$104,269.68	$441,652.29	$111,120.88	$487,894.04	$188,368.77	$642,987.93	OTC - July Collections
Oct.	$121,879.40	$420,426.87	$128,528.82	$570,181.11	$146,597.91	$634,491.95	$186,513.99	$829,501.92	OTC - August Collections
Nov.	$187,512.30	$607,939.17	$164,678.85	$734,859.96	$207,825.23	$842,317.18	$216,722.35	$1,046,224.27	OTC - September Collections
Dec.	$198,504.27	$806,443.44	$183,887.00	$918,746.96	$731,140.72 *	$1,573,457.90	$227,347.80	$1,273,572.07	OTC - October Collections
Jan.	$165,293.62	$971,737.06	$142,854.05	$1,061,601.01	$176,726.68	$1,750,184.58	$157,443.89	$1,431,015.96	OTC - November Collections
Feb.	$89,331.65	$1,061,068.71	$98,479.86	$1,160,080.87	$136,249.76	$1,886,434.34	$111,605.96	$1,542,621.92	OTC - December Collections
March	$85,858.59	$1,146,927.30	$84,870.55	$1,244,951.42	$106,699.53	$1,993, 133.87	$124,652.76	$1,667,274.68	OTC - January Collections
April	$95,679.60	$1,242,606.90	$92,800.84	$1,337,752.26	$140,607.38	$2,133,741.25	$142,364.64	$1,809,639.32	OTC - February Collections
May	$176,634.56	$1,419,241.46	$129,978.01	$1,467,730.27	$194,630.99	$2,328,372.24	$194,627.89	$2,004,267.21	OTC - March Collections
June	$147,476.94	$1,566,718.40	$179,507.70	$1,647,237.97	$219,362.05	$2,547,734.29	$258,244.81	$2,262,512.02	OTC - April Collections
		83% increase		**5% increase**		**55% increase**		**11% decrease**	
City's Budgeted Amount		**$1,300,000**		**$1,300,000**		**$2,300,000**		**$1,800,000**	

- 4% July & August
- 7% September-June

- 7% Visitor Tax

- 7% Visitor Tax

- 7% Visitor Tax

* The increase in the Visitor Tax collections is the result of a company filing amended returns and remitting additional amounts due for prior reporting periods.

VISITOR TAX

July 2025 - June 2026

Hotel Data:

Stillwater is home to 17 hotel properties with a total inventory of 1,373 total rooms. The 8 Stillwater hotels included in the Zartico data set are Fairfield by Marriott, Hampton Inn & Suites, Hampton Inn & Suites West, Holiday Inn Express & Suites, Holiday Inn & Suites, Home2 Suites by Hilton, Residence Inn by Marriott, and Springhill Suites by Marriott.

Short-Term Rental (STR) Data:

The number of short-term rental properties online fluctuates greatly from day to day and month to month. The number of short-term rentals we had online in Stillwater fluctuated between 471 and 520 active listings from, July 1, 2025 – June 30, 2026.

Annual Lodging Performance

Hotels experienced higher occupancy and longer stays, while short-term vacation rentals "STVR" continued to command strong nightly rates.

↑ $273 Hotel Stay Value Up 6% vs. last year	$132 Hotel ADR Unchanged vs. last year	↑ 55% Hotel Occupancy Up 4% vs. last year	↑ 2.1 days Hotel Length of Stay 10% longer stays
↑ $205 STVR ADR Up 26% vs. last year	↑ 33% STVR Occupancy Up 19% vs. last year	↓ 3.1 days STVR Length of Stay 6% shorter stays	
21 days Hotel Booking Window			

ADR - Average Daily Rate

STR - Short Term Rental

VISITOR **TAX**

July 2025 - June 2026

Overnight stays fuel the visitor economy, fund long-term strategic destination marketing efforts, develop and maintain visitor development and quality-of-life amenities, and provide two streams of income for the City of Stillwater through both sales tax and at least 30% of the visitor tax revenue.

This year, hotel and short-term rental data points are provided through our partnership with Zartico, a travel and tourism technology platform that uses advanced data science to turn mobility and economic data into actionable insights for destination marketing and management. Their platform and technology utilize geolocation, spending, and lodging data to assist both the sales and marketing teams of Visit Stillwater.

By transforming complex data into actionable insights, Zartico helps reveal patterns in visitor behavior—enabling us to better **identify** and **reach** our ideal visitors, refine marketing tactics, and clearly **communicate** the impact of tourism.

This year we also invested in the Zartico lodging data modules to spotlight different facets of overnight stays within our community. We are transitioning from the data provided through subscriptions with STR and Airdna because it is based solely on **self-reported information and scraped internet assumptions.**

The Zartico lodging trends are based on the largest commercially available data set for hotels and short-term vacation rentals. Most importantly, this data gives actionable performance indicators like length of stay and average stay value which are based on **actual lodging transactions** from the global distribution system (GDS – worldwide reservation system) and property management inventories.

A VISITOR **DEFINED**

July 2025 - June 2026

Before diving into the data, it is important to understand how a “visitor” is defined and measured within the context of our tourism economy. Not every person who enters Stillwater has an impact on our visitor economy, for example, someone visiting family and never leaving the house isn’t contributing to local tourism revenue. Our goal is to track meaningful impact: people of impact visiting places of impact.

How is a Visitor defined by Zartico?

A Visitor is someone who has:

- Originated from 50+ miles outside Stillwater city limits.
- Stayed for more than 2 hours in our destination.
- Visited at least one place of impact.

This definition ensures we are capturing individuals who are likely spending money and directly contributing to Stillwater’s tourism economy.

How is this information gathered?

Visitor data is based on anonymous mobile device signals. When a device is detected in Stillwater originating from more than 50 miles away and meets the above criteria, it is counted as a visitor. There is no minimum amount of time a person must spend at a place of impact, but their presence must be recorded at least once to register a visit.

This methodology allows Visit Stillwater to more accurately measure visitation, understand behavioral trends, and evaluate the true economic impact of our tourism initiatives.

VISIT STILLWATER **DELIVERABLES**

July 2025 - June 2026

The fiscal year 2026 contract includes a more streamlined scope of services and an expanded report tracking spreadsheet. The updated format will better illustrate the wide variety of destination marketing and management professional services provided by Visit Stillwater in the areas of marketing and communications, meetings and events sales and services, and visitor experiences.

The Visit Stillwater team worked diligently with CRM (customer relationship management), CMS (content management system), and digital marketing experts at Simpleview to document activities managed through the web-based platform. Simpleview is the worldwide leading provider of CRM, CMS, website design, and digital marketing technologies for destination marketing and management organizations. The Simpleview platform also integrates with virtually all of our industry partner services that enhance our efforts throughout the year.

While the system is customized to document daily activities, it is a conservative reflection of all of the calls, requests, and wide variety of assistance provided to both visitors and residents daily.

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Increase website traffic by 3% *	483,437	604,204	* 521,937	622,330	84%
Increase website page views by 3% *	904,007	1,284,254	* 977,028	1,322,782	74%
Increase website sessions originating from Dallas DMA by 2% *	82,230	86,957	* 67,827	88,696	76%
Increase referred traffic from social media to website by 3%*	44,858	68,769	* 56,943	70,832	80%
Publish 365 original social media posts	501	434	374	365	102%
Increase social media followers by 5%	40,235	42,993	47,471	45,143	105%
Increase social media reactions by 5%	107,059	203,311	175,488	213,477	82%
Increase Facebook reach by 3%	3,877,937	8,183,045	8,602,152	8,592,197	100%
Provide 100 sweepstakes giveaways	130	132	130	125	104%
Promote 2,000 locally held events at VisitStillwaterOK.org	2,002	2,005	2,023	2,000	101%
Load 50 primary local events on the OK Tourism and Recreation Department website	53	51	56	50	112%
Create 12 videos highlighting Stillwater events, attractions, and busineses	12	12	12	12	100%
Create 4 :30 second commericals	---	4	4	4	100%
Publish 24 blog posts	24	24	26	24	108%

* Year-over-year changes in website traffic, page views, sessions, and referral metrics reflect broader shifts in digital behavior impacting the travel and tourism industry. Website analytics have been affected by increased A.I. scraper activity, which can distort direct and session-based traffic despite existing bot-detection measures. Additionally, organic search traffic has declined industry-wide as Google's A.I. Overviews now appear in a significant share of travel-related searches, reducing click-throughs to destination websites. On average, destination marketing organization (DMO) data indicate an approximate 40% year-over-year decrease in organic search traffic, underscoring that Visit Stillwater's performance trends align with, and in many areas outperform, broader national patterns, even as engagement and visibility within search and social ecosystems remain strong.

VISIT STILLWATER **DELIVERABLES**

July 2025 - June 2026

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, Ovations, etc.)	16	19	22	12	183%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year) (1)	2024 Guide 100,000	2025 Guide 100,000	2026 Guide 100,000	100,000	100%
Write 12 News Press columns	12	12	12	12	100%
Distribute 12 “Still in the Know” postcards	12	12	12	12	100%
Email 12 eNewsletters	12	12	14	12	116%
Distribute 10,000 copies of 4 different rack cards	44,887	44,465	44,680	40,000*	111%
Display 72 banner placements outside the 24/7 visitor information center & VS office	101	104	84	72	117%

* In addition to FlySWO and StillWonder rack cards we designed, produced, and distributed.

VISIT STILLWATER **DELIVERABLES**

July 2025 - June 2026

A. Marketing & Communications	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	363	369	466	200	233%
Manage 115 360° degree virtual tours for online platforms through Threshold 360 (1)	115	115	115	115	100%
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes	19	24	22	12	183%
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests	238	230	225		
Appear on live local radio weekday mornings to share upcoming event information - # of apperances	153	148	149		
Record podcasts with media partners to promote events and services - # of podcasts (2)	50	49	37		

(1) Threshold 360 provides the leading platform for 360° virtual tour creation and publishing in the hospitality and tourism industry. They enable Visit Stillwater to significantly increase digital engagement and conversion by bringing locations to life online.

(2) The Stillwater Radio podcast was discontinued in April of 2026.

VISIT STILLWATER **DELIVERABLES**

July 2025 - June 2026

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Number of sales communications with existing client accounts = (1)	5,124	5,456	5,416		
Number of potential new clients for future meetings or events =	43	48	52		
Number of events booked and/or serviced through Visit Stillwater = (2)	42	45	65		
Increase new events booked and/or serviced through Visit Stillwater by 5%	71	73	75	73	103%

(1) Sales communications are defined as phone calls (both office and cell phone), emails, text messages, Messenger messages, meetings, and dropping by the office with new business and confirming repeat business.

(2) **Booked** is defined as confirmation an upcoming meeting will be hosted in Stillwater and a hotel room block and/or meeting space has been booked. **Servicing** new and returning groups includes coordinating hotel room blocks, meeting space, event venue, caterers, and site visits/familiarization tours.

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26
Provide visitor development incentive grants & sponsorships to future or expanding events (Reflects grants & sponsorships awarded during the year): (1 & 2)			
- Total amount of grants & sponsorships awarded = $	$135,644	$125,745	$146,584
- Total estimated number of day visitors =	59,310	58,646	56,891
- Total estimated number of overnight visitors =	17,350	14,299	13,473
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = $ (3)	$6,573,530	$12,970,618	$12,442,541

(1) Visit Stillwater Visitor Development Incentive Grants are designed to assist events in their infancy stages or when growing from a one- to multi-day event. A maximum of $5,000 is available to a group/event their first year with the potential of up to 2 subsequent grants at decreasing amounts for 2 years.

(2) There were grants and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending. Stillwater Holidays 2025 $15,000 (Christmas Tree, Parade Candy, Drone Shows), Lake McMurtry Lights on the Lake $3,000, Downtown Stillwater Association $5,000, StillWonder Children's Museum $2,500, STOKd Shuttle $10,000, and Boomer Blast $4,000.

(3) The Event Impact Calculator is an annual opt-in service investment through Destinations International that measures the economic value of an event and calculates its return on investment to local taxes. The calculator draws on 10 different data sources to provide an industry-wide standard using local tax rates and cost of living estimates.

* This year, our grant and sponsorship numbers reflect changes due to the OSU Cowboy Stampede Rodeo being sponsored and promoted by our partners at Cowboy Sports Properties ($5,000), and the National Wrestling Hall of Fame being unable to host the Dual Classic ($5,000) because of a scheduling conflict.

VISIT STILLWATER **DELIVERABLES**

July 2025 - June 2026

B. Meetings & Events Sales	FY 23-24	FY 24-25	FY 25-26	Goal	% of Goal
Post event impact of events receiving visitor development incentive grants & sponsorships during the year (Reflects granted & sponsored events occurring during the year): (1)					
- Total amount of grants & Sponsorships awarded = $	$102,143	$119,662	$115,556		
- Total estimated number of day visitors =	55,840	56,029	54,365		
- Total estimated number of overnight visitors =	16,436	11,142	10,655		
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = $	$8,220,659	$11,403,424	$11,157,025		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	4	4	4	4	100%

(1) There were grants and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending. Stillwater Holidays 2025 $15,000 (Christmas Tree, Parade Candy, Drone Shows), Lake McMurtry Lights on the Lake $3,000, Downtown Stillwater Association $5,000, StillWonder Children's Museum $2,500, and Boomer Blast $4,000.

C. Meetings & Events Client Services	FY 23-24	FY 24-25	FY 25-26
Number of services communications with existing client accounts = (2)	6,343	6,397	6,423
Number of groups assisted =	905	1,191	1,278
Conservative estimated value of services provided = $ (3)	$1,117,419	$1,262,842	$1,284,110

(2) Service activities are defined as phone calls (both office and cell phone), emails, text messages, Social media messages, meetings, dropping by the office, and all marketing and communications efforts. Additional data points are now collected to more accurately reflect services provided for both sales and partner accounts.

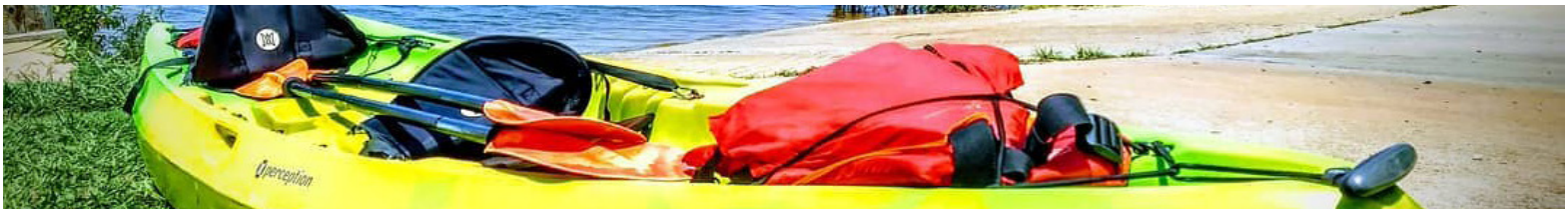
(3) The **value of services** received includes *Stillwater Guides to the Local Scene*, bags for use at registration, registration assistance, event "Welcome", securing local media exposure, and a wide range of marketing assistance.

VISIT STILLWATER **DELIVERABLES**

July 2025 - June 2026

D. Visitor Experiences	FY 23-24	FY 24-25	FY 25-26
Number of publications distributed from 24/7 visitor information center =	2,267	2,243	2,421
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals =	1,777	1,845	1,924
405 Day - April 5 - Shop & Fly SWO campaign			
- Number of individuals who participated =	46	15	11 *
- Number of entries =	77	75	21 *
- Total sales generated =	$3,850	$3,784	$1,608 *
National Travel & Tourism Week - May - Shop & Fly SWO campaign			
- Number of individuals who participated =	105	156	96
- Number of entries =	125	198	116
- Total sales generated =	$6,275	$12,844	$9,835
Krazy Daze - July - Shop & Fly SWO campaign			
- Number of individuals who participated =	30	71 **	1,228 ***
- Number of entries =	153	426 **	1,689 ***
- Total sales generated =	$7,682	$69,054 **	$84,925 ***
Fly Home for the Holidays - End of Nov. - First of Jan. - Shop & Fly SWO campaign			
- Number of individuals who participated =	58	66	70 **
- Number of entries =	1,509	949	663 **
- Total sales generated =	$75,466	$79,322	$77,468 **

* 405 Day fell on Easter Sunday in 2026.
** The spending requirements and gift cards were done differently from FY 2024 to FY 2025.
*** Despite both promotions running for the same one-month timeframe, Krazy Daze shows higher numbers as double entries were included.



VISITOR TAX

July 2025 - June 2026

Zartico Data:

Geolocation data is a powerful tool to understand and anticipate when, where, and how people move through and engage within our destination. Integrated with visitor spending, we have a better appreciation for the bottom-line impact visitors make on local restaurants, retail shops, accommodations, and other businesses.

Zartico applies advanced data science and proprietary technology to deliver innovative marketing performance solutions. They collect anonymized data from more than 3,000 financial institutions representing 140 million credit and debit cards – and growing. With over 8.8 billion annual transactions from all four card networks, Zartico illuminates spending habits and impact from both visitors and residents.

28%

28% of all observed devices belonged to visitors, down slightly from 29% last year.

27%

27% of all spending in Stillwater came from visitors, down from 30% last year.
Includes all visitor spending across categories (gas, grocery, restaurants, local businesses, etc.)

$41

Visitors spent an average of $41 per day, compared with $52 last year.

Overall Visitor Impact Across the Destination

A visitor is someone who:

- **Traveled from over 50 miles away**
- **Stayed more than 2 hours in the destination**
- **Visited at least one place of impact**

All three must be met to count as a visitor. There's no minimum time required at the POI.

Visitor Spending:
Spending is counted when the transaction occurs **60+ miles** from the cardholder's home zip code.

By transforming complex data into actionable insights, we illuminate the hidden patterns of people and places, empowering our marketing team to identify and engage our ideal visitors at the optimal time, optimize marketing tactics to maximize effectiveness and efficiency, and communicate real-world impact.

Zartico leverages the most advanced data science and proprietary technology and combines decades of expertise in technology, marketing, and tourism to redefine how and where we concentrate our marketing efforts to best engage our visitors.

VISITOR TAX

July 2025 - June 2026

Zartico Data:

34%

***Visitors generated 34% of spending at local businesses,** compared with 36% last year.

26%

Visitor spending at local restaurants increased to 26%, up from 24% last year.

31%

Visitors accounted for 31% of spending at local retailers, down from 41% last year.

57%

57% of spending at arts, entertainment, and attractions came from visitors, down from 68% last year.

*Visitor Spending at Local Businesses (Excluding Big Box and Chains)

These metrics focus on locally owned businesses by excluding national chains, big box retailers, gas stations, grocery stores, and hotel chains.

For example, restaurants are included, while fast food chains are filtered out and boutiques are included, but big box stores are not. Also filtered out are gas stations, grocery stores and hotel chains.

Top Markets Driving Visitor Spending

Visitor Origin Market	% of Visitor Spend	Visitor Spend Last Year	% of Visitors	% of Visitors Last Year
Tulsa OK	19%	16%	20%	22%
Oklahoma City OK	14%	14%	20%	21%
Dallas-Ft. Worth TX	12%	10%	14%	12%
Wichita Falls TX-Lawton OK	4%	4%	2%	2%
Wichita-Hutchinson KS	3%	3%	3%	3%
Amarillo TX	3%	3%	1%	1%
Sherman TX-Ada OK	2%	3%	2%	2%
Houston TX	2%	2%	3%	3%
Denver CO	2%	2%	1%	2%
Ft. Smith-Fayetteville-Springdale-Rogers AR	2%	3%	2%	2%
Kansas City MO	2%	1%	1%	2%