

VISIT STILLWATER

FY25 Semi-Annual Report



AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOARD OF DIRECTORS

July 2024 - December 2024

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,



Blaire Atkinson, Visit Stillwater Board Chair

Visit Stillwater Board of Directors and Staff

Chair - Blaire Atkinson - OSU Foundation

Vice Chair - Ival Gregory - Retired

Treasurer - Chad Weiberg - OSU Athletic Department

At Large - Tommy Shreffler - OnCue Marketing

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- Melissa Hubbard - Hampton Inn West & Residence Inn
- Dustin MacDonald - Chris' University Spirit
- Michal Shaw - Stillwater Medical Foundation
- Daren Shrum - Oklahoma State University
- Lee Roy Smith - National Wrestling Hall of Fame & Museum
- Cory Williams - Look Properties / Attorney
- Constance Williamson - Meditations Banquet Facility & Zannotti's Wine Bar

Staff:

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

CPA - Mark Gunkel, CPA PC

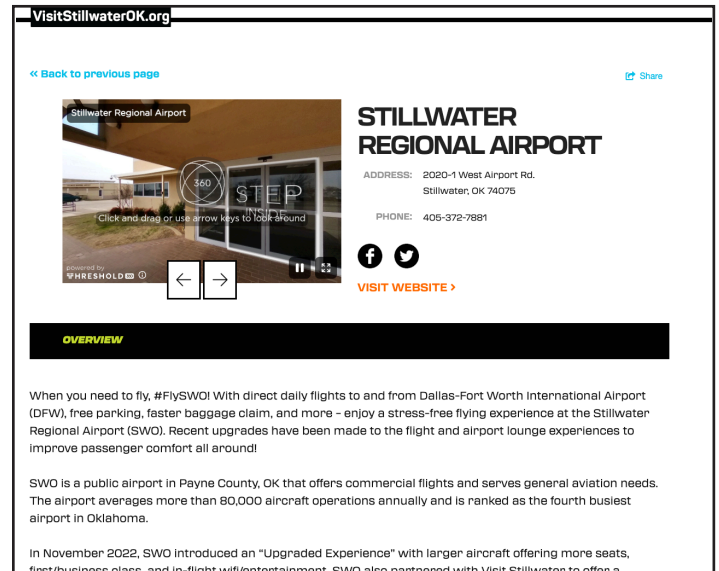
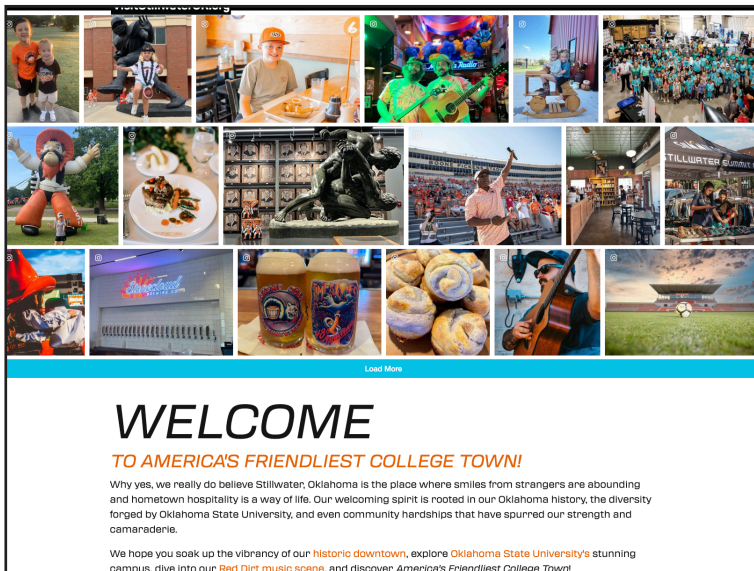
SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

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.



SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024



Microsites

In July 2024, 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 resurrected **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 spanned three days and occurred in multiple downtown locations including Prairie Art Centers, 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 2024** 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 44-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 City's **SWO Home for the Holidays** event with Santa Claus.

SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

Microsites

One of our newest 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 **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”. The upcoming concert series, **The Boys from Oklahoma**, will take place at Boone Pickens Stadium April 10-13, and feature Cross Canadian Ragweed, Turnpike Troubadours, The Great Divide, Jason Boland & The Stragglers, and Stoney LaRue each of the four nights. Information for this concert will be added as it is made available as a resource and to assist visitors during our largest event in Stillwater’s history.

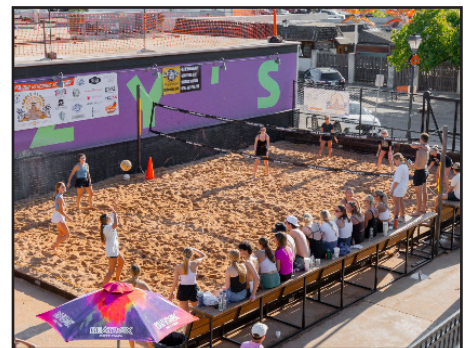
We have hosted a microsite for the **Downtown Stillwater Cultural District** since inception. We encourage residents and visitors to browse through the listings to learn more about the different organizations that make up the district – Modella Art Gallery, OSU Museum of Art, Prairie Arts Center, Stillwater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

SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

Microsites

We also built sites for the three core business **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.



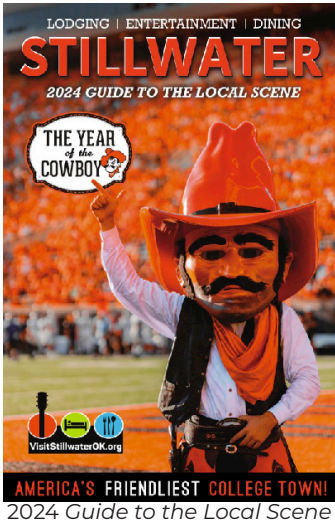
As active members of the **Stillwater Community United Committee**, Visit Stillwater created a microsite to serve as a community resource and promote the activities surrounding the Dr. Martin Luther King Junior Celebration and March, the Juneteenth Picnic, and other events throughout the year.



SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

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 (increased from 44 pages this year) annual 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, media press kits, conference and event attendees, through Certified Folder, and 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 excellent placement in the top right-hand corner in their stands throughout Oklahoma, southern Kansas, and northwest Arkansas.



Information Stand - National Cowboy Western Heritage Museum



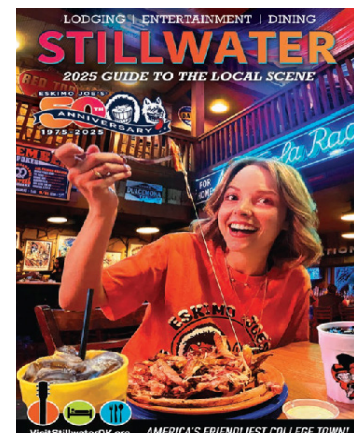
Information Stand Located at City Hall



Information Stands at Stillwater Regional Airport (SWO)



24/7 Visitor Information Center



2025 Guide to the Local Scene

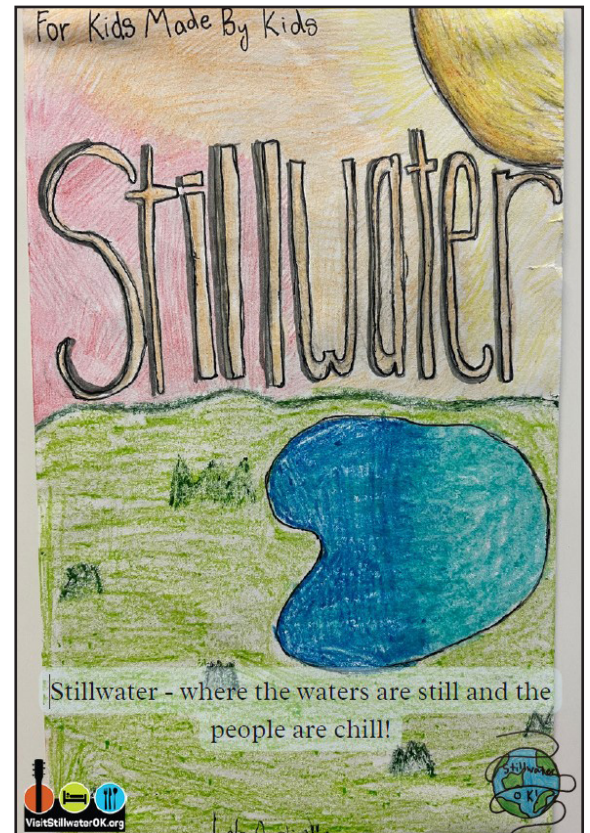
SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

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.

In July, 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.



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, 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.

SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

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 34,000 Facebook followers at the end of December 2024 and continue to grow interaction across each platform.

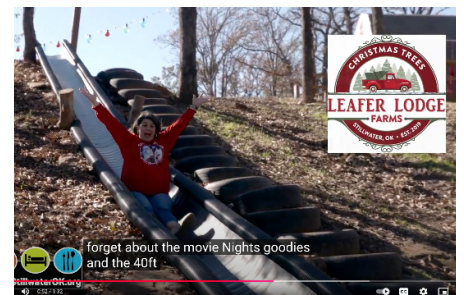


Digital Marketing

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).

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 a quarter. We coordinate the production of the commercials with our videographer and get footage for our monthly promotional videos and quarterly commercials simultaneously.

SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

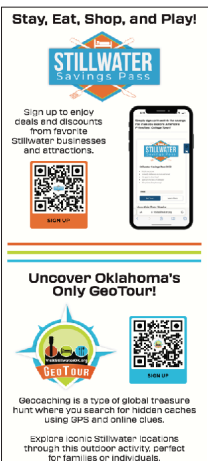
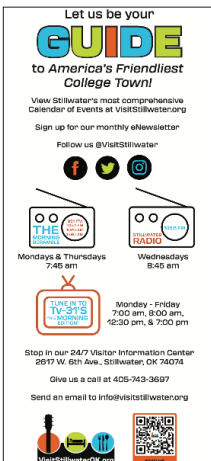


Annual Dine, Shop, and Play Rack Card Design

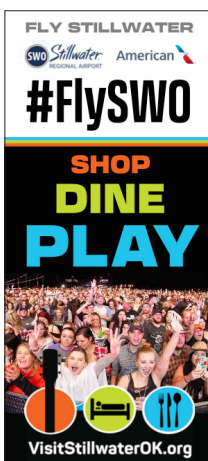
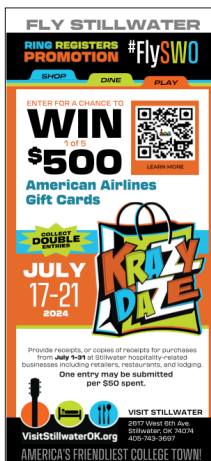
Rack Cards

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.

- A **“Dine, Shop, and Play”** card was produced to appeal year-round and spotlight FlySWO, the Stillwater Savings Pass, and the Visit Stillwater GeoTour.
- **Let Us Be Your Guide** card serves as an overview of ways to learn of events, the savings pass, and GeoTour.
- **July-September** highlighted Krazy Daze 2024 events, promotions, sales, and #FlySWO.
- **August-November** featured the OSU football schedule, Park & Ride, and the online Gameday Guide.
- **October-December** spotlighted Holidays 2024 events, Fly Home for the Holidays Promotion, and #FlySWO.



Let us be your Guide



July - September 2024 Rack Card Design



August - November 2024 Rack Card Design



October - December 2024 Rack Card Design

SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

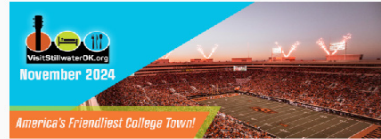


October Events in Stillwater, Oklahoma!

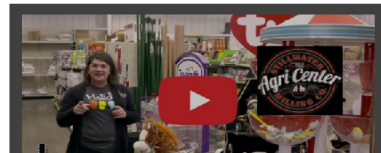


America's Friendliest College Town comes alive this fall with events and attractions only found in Stillwater, Oklahoma!

[Calendar of Events](#)



November Events in Stillwater, Oklahoma!



eNewsletter

Our monthly eNewsletter is sent on the 1st of each month to over 9,100 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.

November Calendar of Events

- 1 - OSU Homecoming: Joe State Homecoming Tailgate | Eskimo Joe's
- 1-3 - US Marine Corps Toys for Tots Ride | Lake Carl Blackwell
- 1-3 - Fall Festival Craft Show | Payne County Expo Center
- 1 - OSU Homecoming: Walkaround | Cenoco/Phillips OSU Alumni Association
- 1 - 28th Annual OSU Black Alumni Society Scholarship Golf Tournament | Lakeside Memorial Golf Course
- 1 - OSU Homecoming: Pop Rally | Gallagher-Iba Arena
- 1 - OSU Homecoming: Ferguson College of Agriculture Homecoming Reception | Agriculture Hall
- 1 - OSU Homecoming: College of Arts and Sciences Reunion | Social Sciences and Humanities Building (Patio)
- 2 - OSU Homecoming: Sea of Orange Parade | Main Street North to 9th Street
- 2 - OSU Homecoming: College of Engineering, Architecture, and Technology (CEAT) Reunion | Advanced Technology Research Center
- 2 - OSU Homecoming: Car Show | OSU Cowboy and Cowgirl Athletics
- 2 - OSU Spears School of Business Reunion Tailgate | Business Building Plaza
- 6-7 - TINA: The Tina Turner Musical | The McKnight Center for the Performing Arts
- 8 - Classic Cinema at the Center: "Mr. Deeds Goes to Town" | Stillwater Community Center
- 9 - Josh Morningstar Live | Bad Brad's Bar-B-Q
- 9 - Handmade Greeting Cards Series: Craft Your Joy! | Prairie Arts Center
- 9 - Stillwater History Museum 50th Anniversary Legacy Brunch | Stillwater History Museum at the Shearer
- 9-11 - Second Saturday at OSU Museum of Art | OSU Museum of Art
- 9 - Oklahoma State College of Veterinary Medicine Rabies Fun Run | Boomer Lake Park
- 9 - Corey Kent with Lauren Watkins Performing Live | Tumbleweed Dance Hall & Concert Arena
- 9 - The Twelves - Farm-to-Table Dinner | The Twelves
- 11 - The Fall and Rise of the USS Oklahoma | Stillwater Public Library
- 14-24 Town & Gown Theatre: "The Wild Women of Windelore" | Town and Gown Theatre
- 15-16 Trail Maintenance Day | Lake Carl Blackwell
- 15 - The Gala Benefiting Stillwater Medical Foundation | Wes Watkins Center
- 15 - Esperanza Spalding Performing Live | The McKnight Center for the Performing Arts

Stillwater Milling Co.



The Stillwater Mill is so much more than a feed store! Stop in and start your holiday shopping early or treat yourself!

[See What the Mill Has To Offer!](#)

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. Almost 400 businesses and individuals receive the monthly publication which enables our hospitality industry partners to staff appropriately on high-volume days.

2617 W 6th Avenue
Stillwater, OK 74074
405-743-3697

Stillwater
Holidays
2024

FLY HOME FOR THE HOLIDAYS!
#FlySWO

Enter for a chance to win 1 of 5 \$500 American Airlines Gift Cards!

October 2024

1-32 The Porcine Patch | The Wolves Events & Entertainment | Estimated Attendance: Guests & Gallies
1 Stillwater Room Losses Pumpkin Patch | United Methodist Church | Estimated Attendance: Witnesses & Clergy
2-3 July 9 & 10th Musical | Town and Gown Theatre | Estimated Attendance: 250 Performance
4 Shiny Lullies Live | Tumbleweed Dance Hall & Concert Area | Estimated Attendance: 1,000
4 Time for Three Performing Live | The McKnight Center for the Performing Arts | Estimated Attendance: 1,000
5 Cowboy Country Model Farm by Show | Payne County Expo Center | Estimated Attendance: 500
18 OSU Construction Industry Career Fair | Wes Watkins Center International Center Hall | Estimated Attendance: 1,000
11-13 "She-Woman" The Broadway Musical | Shearer Center for the Performing Arts | Estimated Attendance: 800
11 Mike Ryan Performing Live | Tumbleweed Dance Hall & Concert Area | Estimated Attendance: 1,000
12 Stillwater High School Football vs. Northwest Classic Knights | Stillwater Pioneer Stadium | Estimated Attendance: 4,000
12-13 28th Annual Lake Joist Jog | Eskimo Joe's | Estimated Attendance: 500
12 Downtown Oktoberfest | Downtown Stillwater | Estimated Attendance: 500
12 Life, Love, and the Lane Band | The McKnight Center for the Performing Arts | Estimated Attendance: 1,000
12-13 28th Annual Stillwater Car Show | Boone Pickens Stadium (West Endzone Parking) | Estimated Attendance: 750
13-28 Heart of America Brown Swiss Show | Payne County Expo Center | Estimated Attendance: 1,000
13-28 Cowgirl Market | Payne County Expo Center | Estimated Attendance: 750
18 Brazen Keith Performing Live | Tumbleweed Dance Hall & Concert Area | Estimated Attendance: 1,000
22 Claire Chase Performing Live | The McKnight Center for the Performing Arts | Estimated Attendance: 1,000
24-26 Lan-Con - Mini Comic Convention | Stillwater Cultural District | Estimated Attendance: 1,000
26-28 Special Olympics Oklahoma Fall Games | OSU Campus | Estimated Attendance: 1,000
25 Carson Jeffrey Performing Live | Tumbleweed Dance Hall & Concert Area | Estimated Attendance: 1,000
26 OSU American Student Association Stillwater Fall Week | Payne County Expo Center | Estimated Attendance: 1,000
26 Hooper Pines Outdoor Movie | Night Leader Lodge Christmas Tree Farm | Estimated Attendance: 200
27 New 2 OSU Homecoming Week | Cenoco/Phillips OSU Alumni Campus Wide | Estimated Attendance: OSU Fans Galore!
27 OSU Homecoming: Orange Fountain Diving & Ripley Convention | Edmond Law Lawn | Estimated Attendance: 1,000
27 OSU Homecoming: Harvest Cornmeal & Chili Cookoff | Payne County Expo Center at OSU | Estimated Attendance: 2,000
29 Downtown Halloween Fest | Downtown Stillwater | Estimated Attendance: 500
31 Stillwater High School Football Senior Night vs. Peabody Wildcats | Stillwater Pioneer Stadium | Estimated Attendance: 4,000
31-3 Myers Performing Live | Tumbleweed Dance Hall & Concert Area | Estimated Attendance: 1,000

Still In The Know SITK

OSU ATHLETICS

- 2 Cowgirl Softball vs. Seminole State | Cowgirl Softball Stadium | Estimated Attendance: 750
- 5 Cowboy Football "Family Weekends" vs. West Virginia | Boone Pickens Stadium | Estimated Attendance: 53,855
- 10 Cowgirl Soccer "Mental Health Awareness Day" vs. Houston | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 13 Cowgirl Soccer vs. Cincinnati | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 13 Cowgirl Softball vs. West Texas A&M | Cowgirl Softball Stadium | Estimated Attendance: 750
- 17 Cowgirl Soccer "Kids Cancer, Pink Out" vs. Iowa State | Neal Patterson Soccer Stadium | Estimated Attendance: 2,500
- 17-19 OSU Cowboy Stampede Rodeo | Payne County Expo Center | Estimated Attendance: 2,000
- 19 OSU Cross Country West-Crockett Invitational | Greiner Family Cross Country Course | Estimated Attendance: 1,000
- 23 OSU Equestrian vs. Baylor | Pedigo-Hull Equestrian Center | Estimated Attendance: 750
- 23 Cowgirl Basketball vs. Southern Nazarene (Gh.) | Gallagher-Iba Arena | Estimated Attendance: 13,611

For an updated calendar of events go to VisitsStillwater.org/events

2617 W 6th Avenue
Stillwater, OK 74074
405-743-3697

Cowboy Stampede Rodeo: October 17-19
Payne County Expo Center

OSU ORANGE GLOW

#OrangeGlow

Go to VisitsStillwater.org for details

SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

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 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.



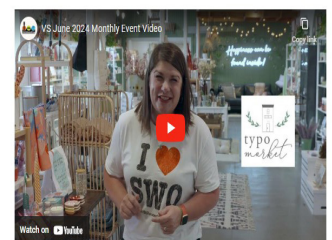
Newspaper

Visit Stillwater has written a monthly column for the *Stillwater News Press* for almost 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 provides the *News Press* with a list of upcoming events for each issue of their *Stillwater magazine*.

Stillwater Lokal Life, a new independent, locally-owned monthly newspaper, and Visit Stillwater have partnered to spotlight upcoming Stillwater events in each issue. The *Stillwater Lokal Life* website also features the monthly Visit Stillwater promotional videos and a link to our comprehensive community calendar of events.

Nate Cheever
May 31, 2024 • 1 min read

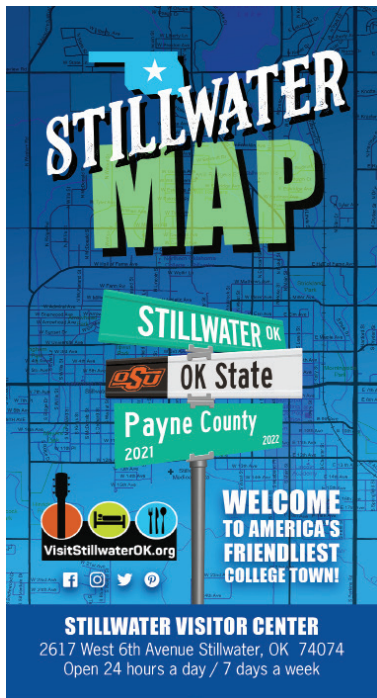
Video and text provided by our friends at [VisitStillwater.org](https://www.VisitStillwater.org)



“The hot weather is here and we’ve got cool places for you to visit. From kayaks and bounce houses to live music and art, Stillwater has it all this June!”

SEMI-ANNUAL HIGHLIGHTS

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Stillwater, OSU, and Payne County Map

Stillwater maps continue to be one of the most requested items in the 24/7 Visitor Information Center across all age groups and by both locals and visitors. We listened to suggestions and feedback to produce a map that would align with those utilizing it. It is a manageable size, includes Stillwater with a street index, Payne County, and through a partnership with OSU, their campus map. We worked with a local cartographer and designer to produce our first map. We printed 12,500 copies and anticipate producing a map every two years to keep up with demand and our ever-changing community.

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 local businesses and realtors when putting together relocation or recruitment packets.

Stillwater Information Stands & Coffee Station at SWO

Visit Stillwater maintains visitor information stands within the inbound and outbound terminals at the Stillwater Regional Airport. "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 coffee station in the outbound terminal. Our messaging is, "Thanks a Latte for flying SWO," and we look forward to enhanced use of our local American Airlines service.

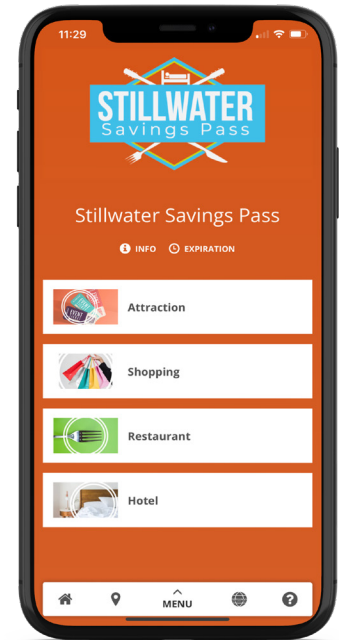


SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

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 to 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, and rack cards.



SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

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.



#OrangeGlow

Visit Stillwater teamed up with OSU Athletics to encourage residents and businesses to switch their porch and outside lights to **orange** bulbs the night before home games— or, as it turned out, throughout the football season. The response was overwhelming for a first-year promotion. Visit Stillwater gave away 100 double packs of orange light bulbs to further encourage participation in **#OrangeGlow** through residential areas and business districts.

Fly Home for the Holidays

Starting in November, Visit Stillwater kicked off the 2nd Annual Fly Home for the Holidays campaign. From November 23, 2024, to January 5, 2025 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.



Live 24-Foot Christmas Tree

Visit Stillwater was honored to sponsor the live 24-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 also included our partners at Town & Gown Theatre to provide a skit and lead the crowd in Christmas carols.

SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

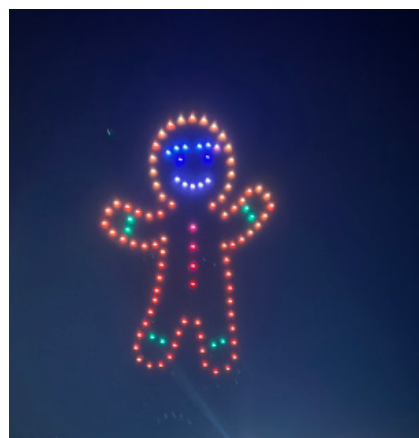
Holiday Parade of Lights & Tree Lighting

The annual Holiday Parade of Lights & Tree Lighting was once again co-emceed by Visit Stillwater President and CEO on Tv-31. Visit Stillwater also partnered with the City of Stillwater and Chamber of Commerce to purchase candy and light sticks to hand out.



Our Holiday Heros & Drone Show

The City of Stillwater coordinated the inaugural “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 a 15-minute show featuring 100 drones that surprised the crowd with numerous designs, including many specific to Stillwater.



Lights on the Lake

Lake McMurtry’s Lights on the Lake was sponsored by Visit Stillwater. The investment supported the Friday-Sunday, 5-7 pm event that took place December 6-22. The event featured both walk-through and drive-through displays this year with an estimated 1,500 attending the holiday event.



SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

Winter Windows Decorating Contest

Visit Stillwater partnered with Calvary Window Cleaning and Dough Peep's Bakehouse for the inaugural "Winter Windows" holiday window decorating contest. Over twenty 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 three months of window cleaning and 2 dozen custom cookies.

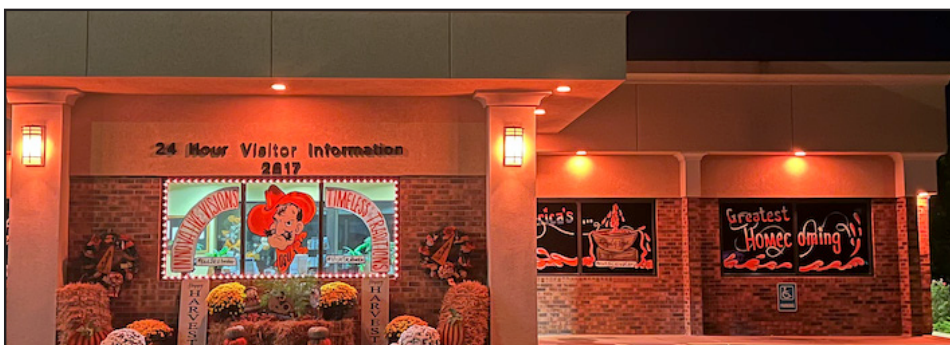
- Funniest – Stonecloud Patio & Taproom
- Most Creative – Hatch Early Mood Food
- Most Festive – The Beadery on Main



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. So far this year we have featured:

- Summer – Boomer Blast, Krazy Daze, FlySWO, ShopSWO, DineSWO, Ring Registers Promotion, Eskimo Joe's Anniversary Week, and OSU Big 3 Field Days.
- Fall – Orange Glow, OSU Cowboy Stampede Rodeo, and OSU Homecoming.
- Winter – Holidays 2024 and Fly Home for the Holidays.



SEMI-ANNUAL HIGHLIGHTS

July 2024 - December 2024

Committee Coordination & Involvement

Visit Stillwater team members are able to enhance marketing and promotion coordinated on behalf of local businesses and even planners through consistent committee attendance throughout the year, such as the Stillwater Communications Team, Downtown Stillwater Cultural District, Downtown Merchants Association, Stillwater Art Integration, Stillwater Arts Council, Payne County Expo Center, Special Olympics Summer Games Committee, and Washington Street Merchants Group.

Additionally, Visit Stillwater team members coordinate and host committees such as Quarterly Hotel Education Luncheons, Market Stillwater (City of Stillwater, OSU Athletics, OSU Brand Management, Visit Stillwater), Core Commercial Districts (Downtown, Campus Corner, The Strip), Stillwater Community United (coordinates the MLK Jr and Juneteenth events), and bi-monthly with the Stillwater Chamber of Commerce.



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.



VISITOR TAX

July 2024 - December 2024

In 1985, a referendum establishing a 4% hotel room tax (visitor tax) was approved. Then recently, 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 \$1,120,000 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 22). Total visitor tax collections at mid-year for fiscal year 2025 reflected a 65% increase. The increase in the Visitor Tax collections reflected in December is the result of a company filing amended returns and remitting additional amounts due for prior reporting periods.

VISITOR TAX

July 2024 - December 2024

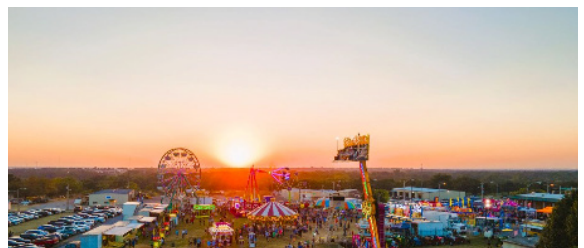
Overnight stays fuel the visitor economy, fund long-term strategic destination marketing efforts, develop and maintain visitor development and quality-of-life amenities, and provide two streams of income for the City of Stillwater through both sales tax and at least 30% of the visitor tax revenue.

This year, hotel and short-term rental data points are provided through our partnership with Zartico, a marketing technology company that applies advanced data science and proprietary technology to deliver innovative marketing performance solutions to the travel and entertainment industries. 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 illuminates the hidden patterns of people and places, empowering us to **identify** and **engage** our ideal visitors at the optimal time, **optimize** marketing tactics to maximize effectiveness and efficiency, and **communicate** real-world impact.

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.



VISITOR TAX

July 2024 - December 2024

Hotel Data:

Stillwater is home to 17 hotel properties with a total inventory of 1,373 total rooms. The 10 Stillwater hotels included in the Zartico data set are Americas Best Value Inn, Best Western PLUS Cimarron Hotel & Suites, 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 from 471 to 498, July 1 – December 31, 2024.

What was the visitor impact to Lodging during July-Dec 2024?

↑ \$258
Hotel Stay Value
Up 7% from 2023

↑ \$134
Hotel ADR
Up 3% from 2023

↑ 50%
Hotel Occupancy
Up 3% from 2023

↑ 1.9 days
Hotel Length of Stay
Up 4% from 2023

24 days
Avg. Hotel Booking Window

↑ \$551
STR Stay Value
Up 5% from 2023

↓ \$163
STR ADR
Down 3% from 2023

↑ 28%
STR Occupancy
Up 2% from 2023

↑ 3.4 days
STR Length of Stay
Up 9% from 2023

37 days
Avg. STR Booking Window

Source: Zartico Location and Spend Data comparing July-Dec 2023 to July-Dec 2024



Visitor Tax:

	FY '22 Month	FY '22 Year	FY '23 Month	FY '23 Year	FY '24 Month	FY '24 Year	FY '25 Month	FY '25 Year	
July	\$72,799.35	\$72,799.35	\$76,900.39	\$76,900.39	\$163,782.84	\$163,782.84	\$204,281.41	\$204,281.41	OTC - May Collections
Aug.	\$81,375.36	\$154,174.71	\$98,157.84	\$175,058.23	\$173,599.77	\$337,382.61	\$172,491.75	\$376,773.16	OTC - June Collections
Sept.	\$47,180.19	\$201,354.90	\$123,489.40	\$298,547.47	\$104,269.68	\$441,652.29	\$111,120.88	\$487,894.04	OTC - July Collections
Oct.	\$77,272.71	\$278,627.71	\$121,879.40	\$420,426.87	\$128,528.82	\$570,181.11	\$146,597.91	\$634,491.95	OTC - August Collections
Nov.	\$82,116.82	\$360,744.53	\$187,512.30	\$607,939.17	\$164,678.85	\$734,859.96	\$207,825.23	\$842,317.18	OTC - September Collections
Dec.	\$91,780.61	\$452,525.14	\$198,504.27	\$806,443.44	\$183,887.00	\$918,746.96	\$731,140.72 *	\$1,573,457.90	OTC - October Collections
Jan.	\$84,059.67	\$536,584.81	\$165,293.62	\$971,737.06	\$142,854.05	\$1,061,601.01			OTC - November Collections
Feb.	\$54,009.28	\$590,594.09	\$89,331.65	\$1,061,068.71	\$98,479.86	\$1,160,080.87			OTC - December Collections
March	\$36,310.43	\$626,904.52	\$85,858.59	\$1,146,927.30	\$84,870.55	\$1,244,951.42			OTC - January Collections
April	\$52,675.88	\$679,580.40	\$95,679.60	\$1,242,606.90	\$92,800.84	\$1,337,752.26			OTC - February Collections
May	\$77,592.62	\$757,173.02	\$176,634.56	\$1,419,241.46	\$129,978.01	\$1,467,730.27			OTC - March Collections
June	\$100,499.57	\$857,672.59	\$147,476.94	\$1,566,718.40	\$179,507.70	\$1,647,237.97			OTC - April Collections
		60% decrease		83% increase		5% increase		65% increase	
City's Budgeted Amount		\$500,000		\$1,300,000		\$1,300,000		\$1,600,000	

• 4% Visitor Tax

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

• 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.

VISIT STILLWATER DELIVERABLES

July 2024 - December 2024

The fiscal year 2024 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, visitor experiences, advocacy, destination and economic development partnerships, industry relations, and administration.

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.

Enhanced capabilities enable us to track efforts that were not documented through Simpleview in previous years. And, while the system was recently further customized to better 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 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Increase website traffic by 3%	523,082	483,437	248,758	497,940	50%
Increase website page views by 3%	800,296	904,007	531,464	931,127	57%
Increase website sessions originating from Dallas DMA by 2%	107,859	82,230	45,769	83,875	55%
Increase referred traffic from social media to website by 3%	36,889	44,858	38,955	46,204	84%
Publish 365 original social media posts	430	501	220	365	60%
Increase social media followers by 5%	34,648	40,235	39,685	38,026	104%
Increase social media reactions by 5%	72,644	107,059	106,959	112,412	95%
Increase Facebook reach by 3%	3,022,802	3,877,937	3,958,617	4,071,834	97%
Provide 100 sweepstakes giveaways	171	130	40	125	32%
Promote 2,000 locally held events at VisitStillwaterOK.org	2,006	2,002	789	2,000	39%
Load 50 primary local events on the OK Tourism and Recreation Department website	85	53	48	50	96%
Create 12 videos highlighting Stillwater events, attractions, and businesses	12	12	6	12	50%
Create 4 :30 second commercials	---	---	2	4	50%
Publish 24 blog posts	24	24	10	24	42%

VISIT STILLWATER DELIVERABLES

July 2024 - December 2024

A. Marketing & Communications	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Produce 12 display/print ads in partnership publications (i.e.: OK Travel Guide, Green Country Travel Guide, STATE, POSSE, Ovations, etc.)	15	16	9	12	75%
Distribute 100,000 Stillwater Guides to the Local Scene (per calendar year)	2023 Guide 100,000	2024 Guide 100,000	54,933	100,000	55%
Write 12 News Press columns	12	12	6	12	50%
Distribute 12 "Still in the Know" postcards	12	12	6	12	50%
Email 12 eNewsletters	12	12	6	12	50%
Distribute 10,000 copies of 4 different rack cards	44,780	44,887	20,115	40,000	50%
Display 72 banner placements outside the 24/7 visitor information center & VS office	73	101	50	72	69%



VISIT STILLWATER DELIVERABLES

July 2024 - December 2024

A. Marketing & Communications - continued	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Display 200 event flyers inside the 24/7 visitor information center	231	363	110	200	55%
Manage 112 360° degree virtual tours for online platforms through Threshold 360	112	115	115		
Provide the program, serve as a speaker, or exhibit at trade shows for 12 organizations/classes	181	101	8	12	67%
Coordinate guests weekday mornings for Tv-31's "The Morning Edition" - # of guests	242	238	111		
Appear on live local radio weekday mornings to share upcoming event information - # of appearances	150	153	67		
Record podcasts with media partners to promote events and services - # of podcasts	51	50	24		

(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) CrowdRiff is visual content marketing software for travel and hospitality brands and offers the leading visual storytelling solutions for destination marketers.



VISIT STILLWATER DELIVERABLES

July 2024 - December 2024

B. Meetings & Events Sales	FY 22-23	FY 23-24	FY 24-25	Goal	% of Goal
Number of sales communications with existing client accounts =	4,860	5,124	2,834		
Number of potential new clients for future meetings or events =	41	43	23		
Number of events booked and/or serviced through Visit Stillwater =	43	42	26		
Increase new events booked and/or serviced through Visit Stillwater by 5%	70	71	46	71	65%

(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 22-23	FY 23-24	FY 24-25
Provide visitor development incentive grants & sponsorships to future or expanding events (Reflects grants & sponsorships awarded during the year):			
- Total amount of grants & sponsorships awarded = \$	\$40,100	\$135,644	\$71,245
- Total estimated number of day visitors =	10,280	59,310	25,130
- Total estimated number of overnight visitors =	10,950	17,350	10,685
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$	\$1,372,479	\$6,573,530	\$2,760,638

(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.

(3) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: \$5,000 Christmas Tree, \$1,062 Parade Candy, \$3,500 Lake McMurtry Lights on the Lake, \$5,000 Downtown Stillwater Association, \$425 membership for the Association of Children's Museums.

(4) 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.

VISIT STILLWATER DELIVERABLES

July 2024 - December 2024

B. Meetings & Events Sales	FY 22-23	FY 23-24	FY 24-25	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):					
- Total amount of grants & Sponsorships awarded = \$	\$28,380	\$102,143	\$24,900		
- Total estimated number of day visitors =	7,680	55,840	23,933		
- Total estimated number of overnight visitors =	13,523	16,436	11,825		
Total estimated visitor spending (through the Destinations International Event Impact Calculator) = \$	\$1,180,764	\$8,220,659	\$4,389,400		
Host 4 (quarterly) Stillwater Hotel Education Luncheons	4	4	2	4	50%

(2) There were grant and sponsorship investments that are not reflected in the day or overnight visitors, or visitor spending: \$5,000 Christmas Tree, \$1,062 Parade Candy, \$3,500 Lake McMurry Lights on the Lake, \$5,000 Downtown Stillwater Association, \$425 membership for the Association of Children’s Museums.

C. Meetings & Events Client Services	FY 22-23	FY 23-24	FY 24-25
Number of services communications with existing client accounts =	6,196	6,343	2,987
Number of groups assisted =	882	905	554
Conservative estimated value of services provided = \$	---	\$794,067	\$424,588

(1) 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.

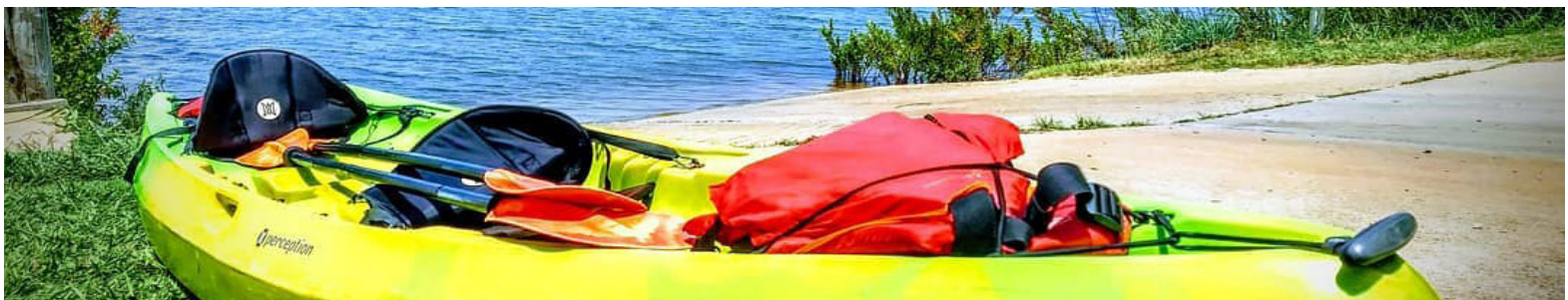
(3) The **value of services** received includes *Stillwater Guides to the Local Scene*, bags for use at registration, registration assistance, event “Welcome”, securing local media exposure, and a wide range of marketing assistance.

VISIT STILLWATER DELIVERABLES

July 2024 - December 2024

D. Visitor Experiences	FY 22-23	FY 23-24	FY 24-25
Number of publications distributed from 24/7 visitor information center =	3,650	2,267	1,717
Number of publications distributed from 2 visitor information stands at SWO - inbound and outbound terminals =	1,189	1,777	1,270
405 Day - April 5 - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	46	---
- Number of entries =	---	77	---
- Total sales generated =	---	\$3,850	---
National Travel & Tourism Week - May - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	105	---
- Number of entries =	---	125	---
- Total sales generated =	---	\$6,275	---
Krazy Daze - July - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	30	71 *
- Number of entries =	---	153	426 *
- Total sales generated =	---	\$7,682	\$69,054 *
Fly Home for the Holidays - End of Nov. - First of Jan. - Shop & Fly SWO campaign			
- Number of individuals who participated =	---	58	66
- Number of entries =	---	1,509	949
- Total sales generated =	---	\$75,466	\$79,322

* The spending requirements and gift cards were done differently from FY 2024 to FY 2025.



VISITOR TAX

July 2024 - December 2024

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.

41%

In July 2024-Dec 2024, 41% of the devices seen in Stillwater came from visitors. This was an increase from 29% in 2023.

40%

In July 2024-Dec 2024, 40% of the spend seen in Stillwater came from visitors. This was an increase from 33% in 2023.

\$280

In July 2024-Dec 2024, The average daily spend remained flat year over year.



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 2024 - December 2024

Zartico Data:

Local Impact was HUGE!

63%

Visitor Spend was to Local Businesses July-Dec 2024

36%

Of all the restaurant spend, 36% was from Visitors

71%

Of all the retail spend in market, 71% was from Visitors

75%

75% of all the attraction spend was from Visitors



Top Visiting and Spending Markets July-Dec 2024

Visitor Market Area	% of Visitors ▼	% of Visitor Spend	Avg. Visitor Spend
Tulsa OK	24.0%	10.2%	\$201
Oklahoma City OK	23.7%	5.1%	\$281
Dallas-Ft. Worth TX	13.5%	6.6%	\$418
Sherman-Ada OK	2.8%	1.0%	\$243
Wichita Falls TX & Lawton OK	2.6%	1.4%	\$398
Wichita-Hutchinson KS	2.6%	1.5%	\$150
Ft. Smith-Fayetteville-Springdale-Rogers AR	2.3%	1.3%	\$257
Houston TX	2.2%	2.5%	\$415
Kansas City MO	1.5%	0.8%	\$293
Amarillo TX	1.3%	0.9%	\$420