

### 2017 LODGING ECONOMIC FACTS

**JOBS**

**53,287** HOTEL JOBS

**\$5.5** BILLION IN  
GUEST SPENDING



**850** LODGING PROPERTIES

**60,000** HOTEL ROOMS

#### OKLAHOMA HOTELS • AN IMPORTANT SEGMENT OF THE STATE'S ECONOMY

##### ADDITIONAL STATE FACTS:

- Hotel sales (revenue, plus certain taxes) increased to \$3.0 billion.
- The hotel industry supports \$3.6 billion of labor income, including \$665 million at hotel operations.
  - Hotels support \$1.5 billion of federal, state and local taxes. This is equivalent to \$1,013 per household annually.

Source: Bureau of Economic Analysis, Census Bureau, Oxford Economics, Longwoods International, and STR.



OKLAHOMA TRAVEL  
INDUSTRY ASSOCIATION

**TOURISM**  
A REVENUE GENERATOR  
FOR OKLAHOMA

- Tourism is the 3rd largest industry in Oklahoma on a GDP-basis
- Record high 22.7 million travelers visited Oklahoma in 2016
- Total direct tourism spending was \$8.6 billion in 2016
- 100,000 jobs with total payroll of \$2.2 billion in Oklahoma were directly supported by travel spending in 2016 – 7 straight years of growth
- Tourism generated \$988 million in local, state & federal tax revenue in 2016
- Tourism economy saved Oklahoma residents \$410 per household in state & local taxes in 2016
- For every \$1 spent by the Department on tourism marketing, the state realized a 6.1 return on investment (ROI) in state and local tax revenue as a result of the 2017 spring advertising campaign.
- Since 2009, OTRD's appropriated funding has decreased by 41% and the apportionment dedicated to marketing was capped, which resulted in a 30% funding cut. The marketing fund was also swept by a total of \$1.5 million over the past two years. This drastically decreases OTRD's annual marketing reach and potential state and local tax revenue generation.

