



OKC

OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

CHESAPEAKE ROWING HOUSE



CONVENTION SALES

**SALES LEADS
ROOM NIGHTS**

20%

INCREASE

367,802



2014

464,663



2015

FUTURE ROOM NIGHTS

17%

INCREASE

191,467



2014

225,226



2015

BOOKINGS
(CONVENTION/SPORTS/EQUINE)

10%

INCREASE

199



2014

219



2015

GROUPS SERVICED

9%

INCREASE

249



2014

272



2015



S TIRE CO.

Firestone
SWANSONS TIRE CO.

TOURISM SALES

**BOOKED TOUR
GROUPS**

-1.6%

DECREASE

602



2014

592



2015

BOOKED PASSENGERS

1.4%

INCREASE

25,700



2014

26,072



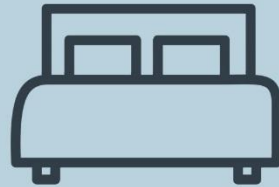
2015

**BOOKED ROOM
NIGHTS**

-5.7%

DECREASE

6,636



2014

6,256



2015



EQUINE EVENT SALES

21 SHOWS IN FY 2015

**ESTIMATED DIRECT
SPENDING**

21%

INCREASE

\$194,309,925

\$

2014

\$236,299,314



2015



MARKETING & COMMUNICATIONS

**TOTAL WEBSITE
VISITS**

28%

INCREASE

919,521



2014

1,179,485



2015

PITCHED STORIES

60%

INCREASE

30



2014

48



2015

ASSISTED STORIES

102%

INCREASE

40



2014

81



2015



OVERALL CVB ACTIVITY

**TOTAL HOTEL-MOTEL
TAX COLLECTIONS**

3.7%

INCREASE

\$ 14,097,094

\$

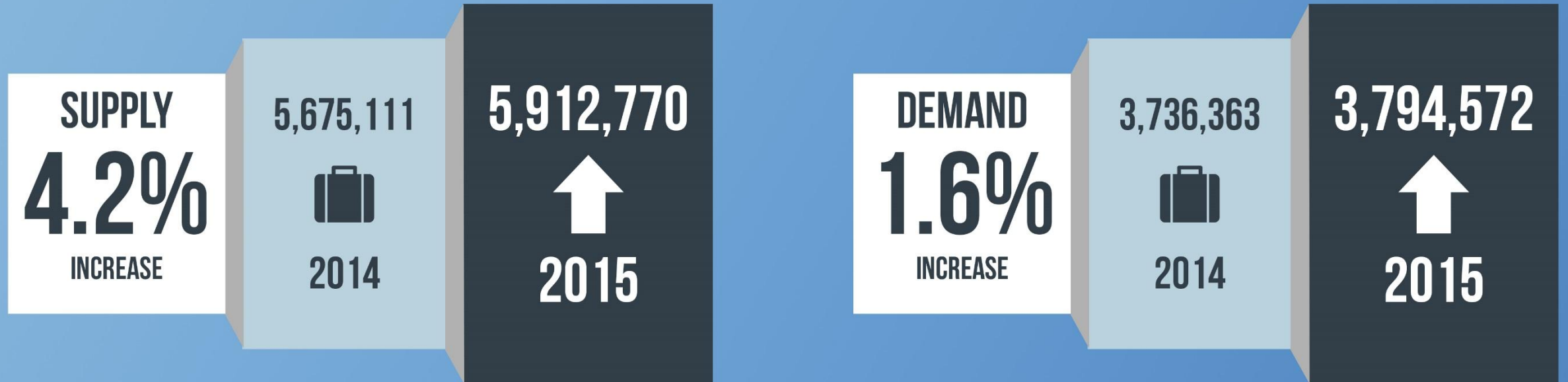
2014

\$ 14,624,621



2015

ROOM NIGHTS



**TOTAL HOTEL ROOM
NIGHT REVENUE**

4.98%

INCREASE

\$308,142,057

\$

2014

\$323,500,562



2015

**CVB-INITIATED
ROOM NIGHTS**

3.7%

INCREASE

364,940



2014

378,344



2015



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