



OKLAHOMA CITY
CONVENTION & VISITORS BUREAU



Chesapeake Arena
ENERGY

OVC
OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

CONVENTION SALES

SALES LEADS ROOM NIGHTS



449,389



FY16 GOAL |
358,000



126% OF GOAL



#SEE OVC

FUTURE ROOM NIGHTS



216,793



FY16 GOAL |
195,000



111% OF GOAL



#SEE OVC

GROUPS SERVICED



275



FY16 GOAL | 240



115% OF GOAL



#SEE OVC



OKC

OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

**TOURISM
SALES**

BOOKED TOUR GROUPS



616



FY16 GOAL | 600



103% OF GOAL



#SEE OVC

BOOKED PASSENGERS



31,936



FY16 GOAL |
27,500



116% OF GOAL



#SEEOKC

BOOKED ROOM NIGHTS



8,961



FY16 GOAL | 6,250



143% OF GOAL



#SEE OVC



OVC

OKLAHOMA CITY
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EQUINE EVENT
SALES

BUILT TOUGH AQHYA
WORLD CHAMPIONS RODEO

JOURNAL THE AMERICAN QUARTER HORSE JOURNAL
Merial
JRCB
PRO VIEW

Nutrena

1138

ESTIMATED DIRECT SPENDING



\$193,325,747



FY16 GOAL | \$185,000,000



105% OF GOAL



#SEE OVC



MARKETING & COMMUNICATIONS



TOTAL WEBSITE VISITS



1,297,573



FY16 GOAL | 1,297,443



100% OF GOAL



#SEEOKC

PITCHED STORIES



87



FY16 GOAL | 48



181% OF GOAL



#SEE OVC



OVERALL CVB ACTIVITY

OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

TOTAL HOTEL-MOTEL TAX COLLECTIONS



FY16 |
\$14,617,434



FY15 | \$14,624,621



.05% DECREASE



#SEEOKC



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