



# OKLAHOMA CITY

CONVENTION & VISITORS BUREAU

FY17 1<sup>st</sup> Quarter Update



**OKC**  
OKLAHOMA CITY  
CONVENTION & VISITORS BUREAU

# CONVENTION SALES

Barrett L. Williamson Architects, Inc.

Preservation  
OKLAHOMA

Urban

# SALES LEADS ROOM NIGHTS



FY17 1<sup>st</sup> quarter | 233,617



FY16 1<sup>st</sup> quarter | 148,881



57% increase YoY



#SEE OVC

# FUTURE ROOM NIGHTS



FY17 1<sup>st</sup> quarter | 44,442



FY17 GOAL | 205,000



21.7% OF GOAL



#SEE OVC



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**TOURISM**  
**SALES**

# BOOKED TOUR GROUPS



FY17 1<sup>st</sup> quarter | 131



FY16 1<sup>st</sup> quarter | 120



9% increase YoY



#SEE OVC

# BOOKED ROOM NIGHTS



FY17 1<sup>st</sup> quarter | 1,302



FY16 1<sup>st</sup> quarter | 1,457



10% decrease YoY



#SEE OVC



OVC

OKLAHOMA CITY  
CONVENTION & VISITORS BUREAU

EQUINE EVENT  
SALES

BUILT TOUGH

AQHYA  
WORLD CHAMPIONS RODEO

JOURNAL  
THE AMERICAN QUARTER HORSE JOURNAL

MERIAL

JUCEE  
Liquor Store

PRO VIEW

Nutre

1138



# ESTIMATED DIRECT SPENDING



FY17 1<sup>st</sup> quarter | \$36,016,159



FY17 GOAL | \$185,000,000



19.5% OF GOAL

#SEE OVC



# MARKETING & COMMUNICATIONS



# TOTAL WEBSITE VISITS



FY17 1<sup>st</sup> quarter | 434,278



FY16 1<sup>st</sup> quarter | 326,747



33% increase YoY

#SEE OVC

# PITCHED STORIES



FY17 1<sup>st</sup> quarter | 16



FY17 GOAL | 48



33% OF GOAL

#SEE OVC



# OVERALL CVB ACTIVITY

OKLAHOMA CITY  
CONVENTION & VISITORS BUREAU

# TOTAL HOTEL-MOTEL TAX COLLECTIONS



FY17 1<sup>st</sup> quarter | \$1,357,725



FY16 1<sup>st</sup> quarter | \$1,442,270



6% decrease YoY





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