



OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

FY17 2nd Quarter Update



OKC
OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

CONVENTION SALES

SALES LEADS ROOM NIGHTS



FY17 2nd quarter | 307,217



FY16 2nd quarter | 221,374



39% increase YoY

#SEE **OKC**

FUTURE ROOM NIGHTS



FY17 2nd quarter | 96,458



FY17 GOAL | 205,000



47% OF GOAL



#SEE OVC



OVC
OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

TOURISM
SALES

BOOKED TOUR GROUPS



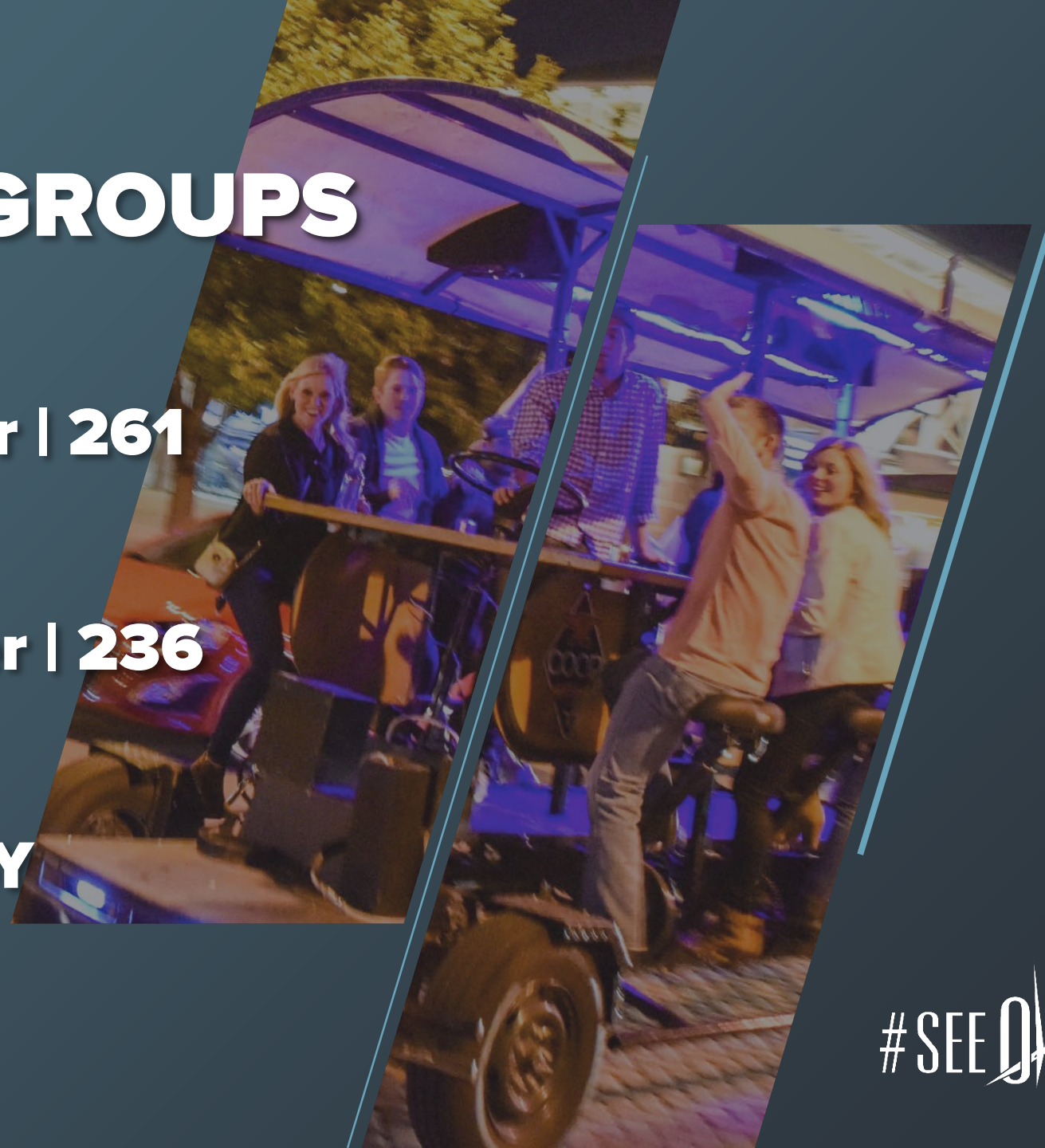
FY17 2nd quarter | 261



FY16 2nd quarter | 236



11% increase YoY



#SEE OVC

BOOKED ROOM NIGHTS



FY17 2nd quarter | 2,476



FY16 2nd quarter | 2,608



5% decrease YoY



#SEE OVC



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**EQUINE EVENT
SALES**

BUILT TOUGH

AQHYA
WORLD CHAMPIONSHIP

JOURNAL
THE AMERICAN QUARTER HORSE JOURNAL

MERIAL

JUCEE

FOOT VETERAN

Nutrena

1138

ESTIMATED DIRECT SPENDING



FY17 2nd quarter | \$148,148,105



FY17 GOAL | \$185,000,000



80% OF GOAL

#SEE OVC



MARKETING & COMMUNICATIONS



TOTAL WEBSITE VISITS



FY17 2nd quarter | 719,884



FY16 2nd quarter | 559,569



29% increase YoY

#SEE **OKC**

PITCHED STORIES



FY17 2nd quarter | 41



FY17 GOAL | 48



85% OF GOAL

#SEE **OKC**



OVERALL CVB ACTIVITY

OKLAHOMA CITY
CONVENTION & VISITORS BUREAU

TOTAL HOTEL-MOTEL TAX COLLECTIONS

\$

FY17 2nd quarter | \$2,620,350

\$

FY16 2nd quarter | \$2,772,371

↘

5.5% decrease YoY

#SEEOKC



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