



TOURISM

In Oklahoma, tourism offers its citizens two important commodities: economic development opportunities and recreational resources. The Oklahoma Department of Tourism and Recreation (OTRD) is the state agency that promotes development and use of the state parks, resorts and golf courses. The department also advances tourism by publicizing information about recreation facilities and events.

OTRD operates the following state facilities:

- 50 state parks;
- 5 resorts;
- 10 golf courses; and
- 11 Welcome Centers.

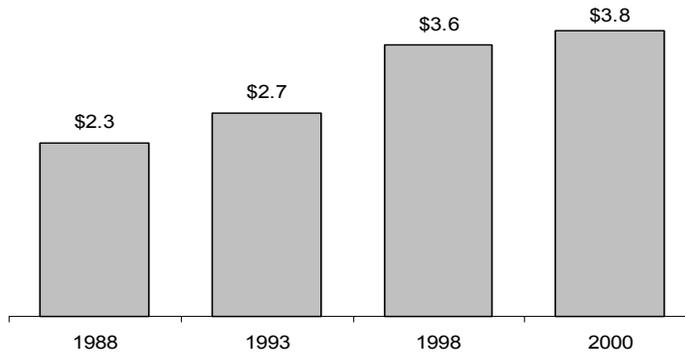
ECONOMIC IMPACT OF TOURISM

In Oklahoma, tourism generates \$3.8 billion in domestic travel spending, according to the Tourism Industry Association.

It is estimated that tourism accounts for 72,000 jobs in Oklahoma. In addition, tourism contributes to the development of the workforce for the companies that supply goods and services to the travel industry, from real estate brokers to cleaning services to grocery stores to gas stations.

In 2000, tourism contributed \$683 million in federal, state, and local taxes. Travel-generated tax revenue is a significant economic benefit because governments use these funds to support travel infrastructure and help support a variety of public programs. Each dollar spent by domestic travelers in Oklahoma produced 10 cents for federal tax coffers, five cents in state tax receipts, and two cents in local tax funds.

Domestic Travel Spending in Oklahoma (Billions of Dollars)



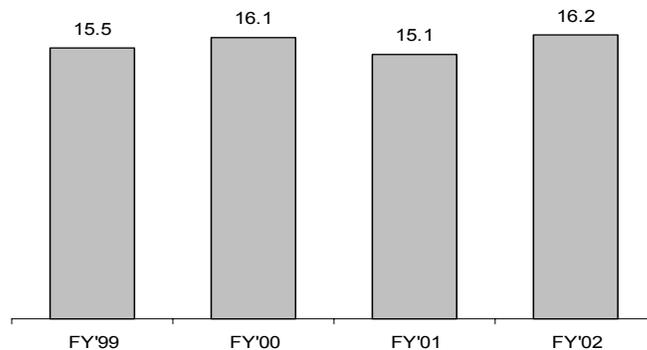
Source: Travel Industry Association and the U.S. Department of Commerce

STATE PARKS

Oklahoma features an extensive range of state park resources. From large state parks like Beavers Bend and Lake Murray, to the geographical dispersion of the parks throughout the state like Black Mesa and Natural Falls, park visitors can enjoy a multitude of natural resources. Oklahoma State Parks offer a great ecological diversity from the woodlands and lakes of the southeast to mesas and deserts of the panhandle. All parks offer a great array of natural environments which welcome both expert and novice nature enthusiasts.

Oklahoma's 50 state parks serve over 16 million visitors annually, ranking the 15th most visited in the United States. The parks are supported by 403 full-time employees and 117 seasonal employees during the summer months.

State Park Attendance in Oklahoma (In Millions)



The parks consist of more than \$212 million in assets, including some 2,200 structures and buildings. Private entrepreneurs operate sixty-one leased concessions. These operations provide numerous services and recreational opportunities for guests, from miniature golf and horseback riding to marinas and restaurants.

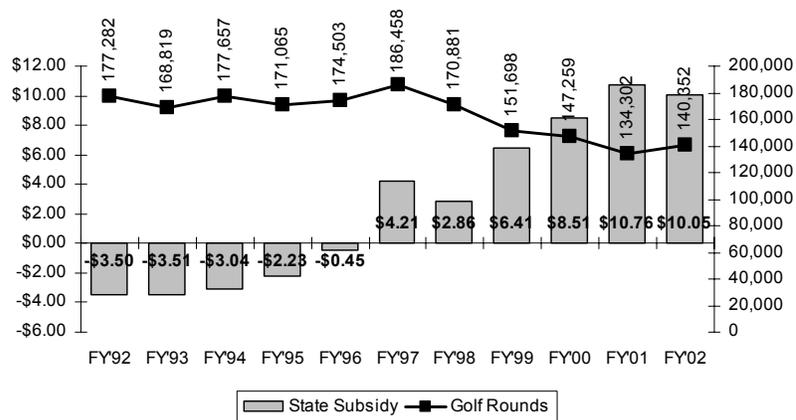
STATE GOLF COURSES

The state owns and operates 10 golf courses:

- Arrowhead Golf Course, Canadian;
- Cedar Creek Golf Course, Broken Bow;
- Chickasaw Pointe Golf Resort, Kingston;
- Fort Cobb Golf Course, Fort Cobb;
- Fountainhead Golf Course, Checotah;
- Grand Cherokee Golf Course, Langley;
- Lake Murray Golf Course, Ardmore;
- Lake Texoma Golf Course, Kingston;
- Roman Nose Golf Course, Watonga; and
- Sequoyah Golf Course, Hulbert.

During the peak season, about 65 full-time employees work with seasonal employees and volunteers to operate the courses located throughout the state. In FY'02, the courses generated almost \$4.8 million in revenue. In FY'00, 181,437 rounds of golf were played, a 13% increase over FY'99.

Golf Rounds and State Subsidy per Round
(Excluding Roman Nose, Chickasaw Pointe & Grand Cherokee)



STATE RESORTS

The Resort Division maintains four resort and two lodge properties, all located within our state parks. Each of our facilities include lodge rooms and cabin accommodations and offer amenities such as restaurants, meeting space, catering, recreational facilities and programs. Further, each of our resort parks provide our guests the opportunity to golf, fish, hike and indulge in a myriad of other activities. The resorts and lodges are geographically distinct and located throughout the state:

- Western Hills Guest Ranch is in the northeast section of the state, located near Wagoner, in the Sequoyah State Park;
- Lake Texoma Resort is south-centrally positioned, near Madill in the Lake Texoma State Park;
- Lake Murray Resort also is south central, just outside of Ardmore and within the Lake Murray State Park;
- Roman Nose Resort is found in the Roman Nose State Park close to Watonga, in the central portion of the state;
- The Lakeview Lodge is in the southeast area of the state, near Broken Bow, within Hochatown State Park; and
- The Belle Starr Lodge is located in the Robbers Cave State Park near Wilburton, in southeast Oklahoma.

Each resort is designed with a theme reflecting the history of its area and the type of recreation it provides.

For FY'02, the resort generated \$8.1 million in revenue. Performing jobs from major maintenance to food service, about 170 full-time and 100 seasonal employees staff the facilities. Because the facilities are located in predominately rural locations, the resorts are major employers and contributors to the local economies.

OKLAHOMA WELCOME CENTERS

Welcome Centers serve as an information resource and rest area for travelers along Oklahoma's major highways and interstates.

Oklahoma operates 11 Welcome Centers:

- Thackerville;
- Capitol Building, Oklahoma City;

- Miami;
- Sallisaw;
- Colbert;
- Blackwell;
- Erick;
- Walters;
- Catoosa;
- Oklahoma City; and
- Cherokee Turnpike in Delaware County.

These facilities are located at various points of entry to the state, in the major metropolitan areas, and the state capitol building. These 11 centers provide tourism-related materials to over 1.4 million visitors per year. Studies have demonstrated that for every three visitors who stop at a tourism information center, one is influenced to extend their stay in Oklahoma; thereby, additional dollars are added to the state and local economies.

OKLAHOMA TODAY MAGAZINE

Oklahoma Today covers the people, places, history and culture of Oklahoma in a manner designed to encourage readers to explore the state and its people.

As the official state magazine, *Oklahoma Today* tells the historic and contemporary story of Oklahoma to a worldwide audience. The magazine is published bi-monthly beginning in January and ending in November. An extra issue, the *Year in Review*, is published in late January.

Oklahoma Today is produced by a staff of 12 full-time employees. The magazine also relies on the talent of freelance writers, photographers and art directors. *Oklahoma Today* has a paid circulation of almost 33,000 and a readership of approximately 180,000. The magazine is distributed to newsstands in Oklahoma and surrounding states and is available on selected newsstands and bookstores nationwide.

Oklahoma Today has received multiple awards for excellence. *Oklahoma Today* has won the coveted "Magazine of the Year" title four times in the last decade and was named a finalist two times by the International Regional Magazine Association (IRMA).

OKLAHOMA FILM AND MUSIC COMMISSION

The Office of the Film and Music Commission promotes, supports, and expands film, television and music activities in Oklahoma. Activities of the division include conducting location searches for film and television producers and

coordinating the activities of the production companies, communities, state and local permitting agencies, as well as the public.

The division administers two rebate programs: the Oklahoma Sales Tax Rebate Program and the Oklahoma Film Enhancement Rebate Program.

The Oklahoma Sales Tax Rebate Program offers eligible motion picture and television production companies a state and local tax rebate on all goods and services used or consumed on virtually any project shot in Oklahoma.

The Oklahoma Film Enhancement Rebate Program has created the most progressive and innovative rebate programs in the country to entice more long-term narrative film and television productions to the state. This program rebates 15% of documented production expenditures made in Oklahoma.

Film Enhancement Rebate Program Funding History	
<i>Appropriations (to date)</i>	
FY'02*	\$150,000
<u>FY'03*</u>	<u>\$44,000</u>
<u>Total*</u>	<u>\$194,000</u>
<i>Expenditures (to date)</i>	
* \$58,425 to McGuire Productions, LLC for a film titled "The Round and Round".	

TRAVEL AND TOURISM

Native America

The marketing campaign for Oklahoma features the state slogan "Native America". Our signature advertising phrase is "Oklahoma: In its Native State". The slogan is an effort to give Oklahoma an image. The phrase plays off of our state's rich Native American culture and heritage, as well as the vast natural beauty and diversity.

Oklahoma maintains the largest Native American population of any state in the country. Many of the over 250,000 Native Americans are descendants of the original 67 tribes inhabiting Oklahoma, formerly known as Indian Territory. Currently, 39 Native American tribes have their tribal headquarters here in Oklahoma. The name "Oklahoma" itself is a Choctaw name meaning "Red People".

Oklahoma is also home to the one of the most ecologically diverse regions in the country. Distinct eco-regions offer a variety of recreation opportunities for citizens and visitors alike. Oklahomans can enjoy activities ranging from boating and fishing on the beautiful lakes in the northeast to hiking and rock climbing on the rocky cliffs in the southwest, and from riding off-road vehicles across the sand dunes in the arid deserts of the northwest to kayaking and observing nature in the lush pine forests of the southwest.

Advertising

For FY'02, the Department spent \$4.6 million on domestic advertising and \$60,000 on international advertising. Of these funds, \$4.1 million was derived from revenue collected from the Tourism Tax, and \$500,000 was derived from state appropriations. All funds dedicated to international advertising were from funds collected as a part of the Tourism Tax.

For FY'03, the Department is budgeting the expenditure of \$4.7 million on domestic advertising and \$80,000 on international advertising. Of these funds, \$4.5 million will be derived from Tourism Tax dollars, and \$200,000 will be derived from state appropriations. All funds dedicated to international advertising were from funds collected as a part of the Tourism Tax.

Due to budget cuts and an uncertain FY'03 budget, we are looking at consolidating our annual travel guides and travel planners to be one document. Further, we are looking at updating and printing some of the brochures every other year.

TRIP (Travelers Response Information Program)

Travel Counselor Volume	
1-800-652-OKLA	
	<u>FY'02</u>
General Information Calls	23,005
Parks/Resorts Calls	<u>12,493</u>
Total Calls Handled	<u>25,498</u>
Total Counselor-Assisted Inquiries	<u><u>38,648</u></u>

Literature Requests	
	<u>FY'02</u>
Phone	9,586
Voice Mail	21,399
U.S. Mail	6,076
E-Mail	1,776
Website	36,924
Reader Service	37,681
Total Literature Requests	<u><u>113,442</u></u>

Website Activity	
<u>WWW.TRAVELOK.COM</u>	
	<u>FY'02</u>
Total Visitor Sessions	862,655
Total Page Views	5,485,553
Average Sessions Per Day	2,363
Average Length of Session	9:33