



Cultural Tourism Interim Study

Presented September 30th, 2015

Oklahoma Tourism & Recreation Department

Oklahoma Tourism & Recreation



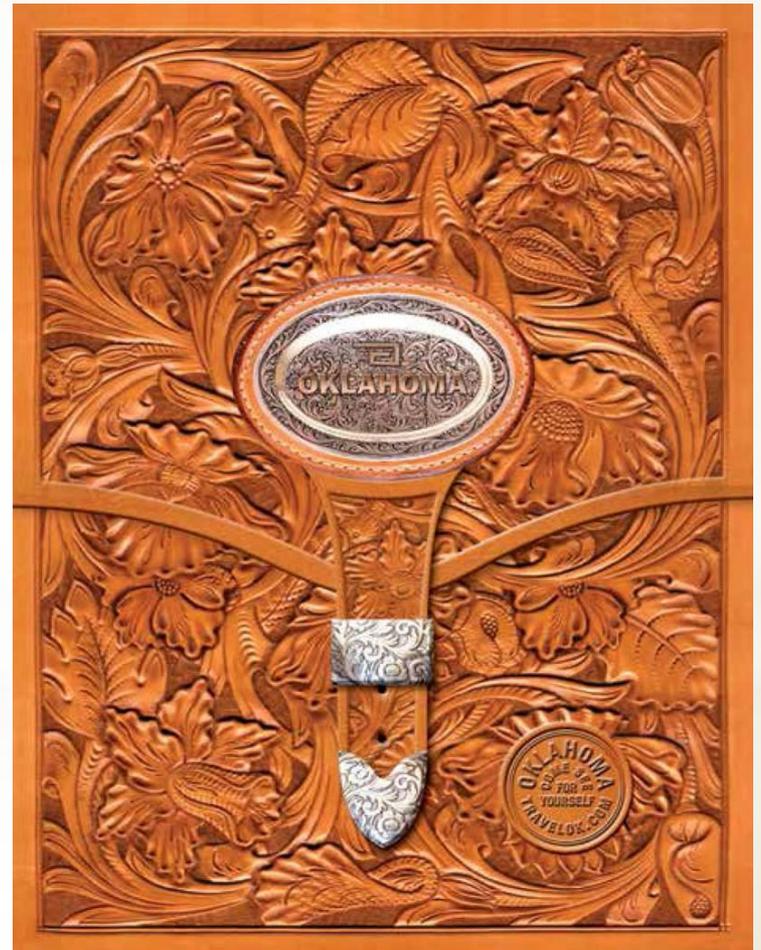
OKLAHOMA
CONSUMER
AND **TRADE**
MARKETING



Oklahoma Tourism & Recreation Provides **FREE** Brochures

Online, In-Person, Travel Information Centers, Consumer Tradeshows

- Annual Oklahoma Travel Guide
- Annual Outdoor Recreation Guide
- Genealogy Brochure
- Indian Country Guide
- Long Road to Liberty
- Destination Dining Guide
- Rt. 66 Brochure
- Oklahoma State Map
- Oklahoma Motorcycle Guide
- Oklahoma Fall Foliage Guide

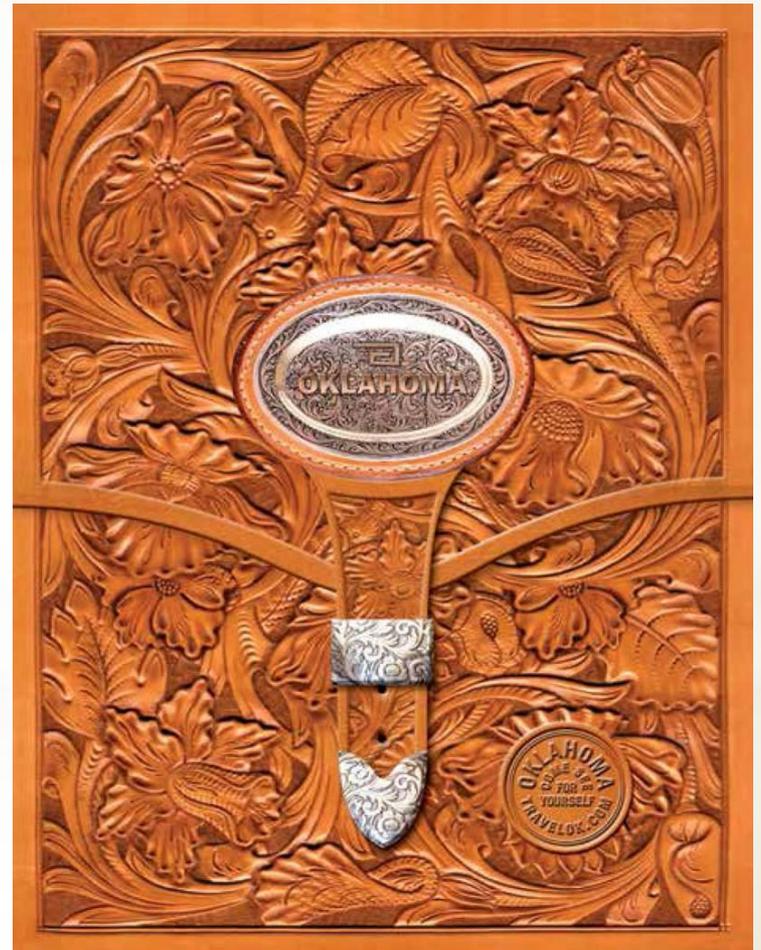


Oklahoma Tourism & Recreation Provides **FREE** Listings on Travel**OK**.com

Plus, nearly 100% of OTRD marketing drives traffic to our site!

*** TravelOK.com consistently
Ranks among Top 5
Tourism Sites in Nation**

- Events
- Attractions
- Lodging



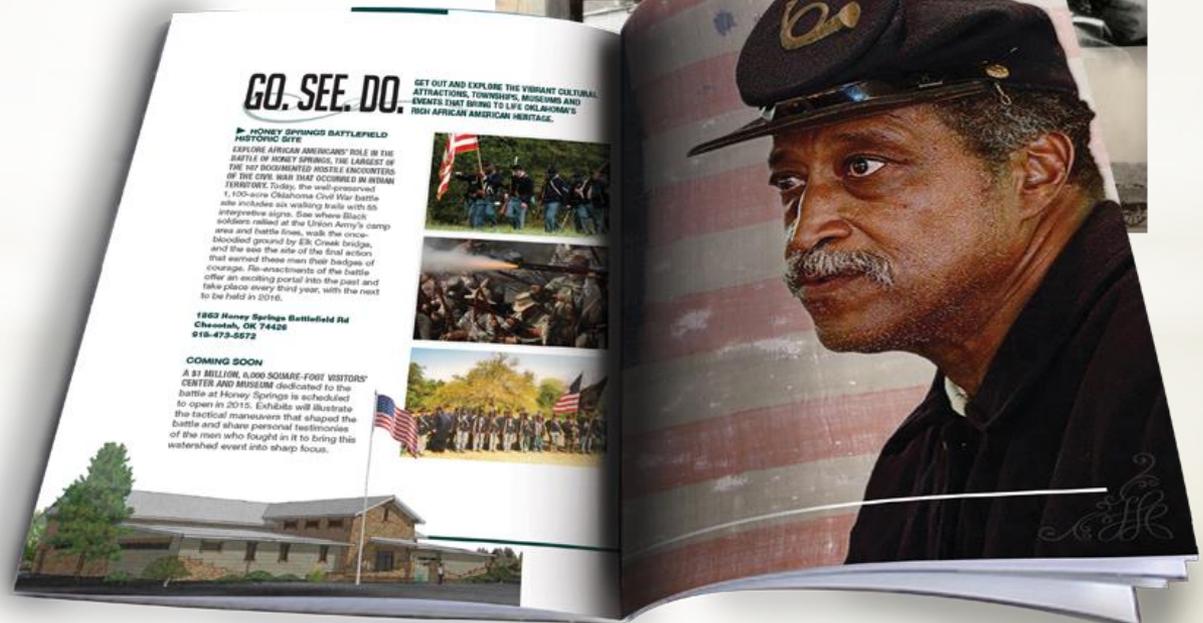
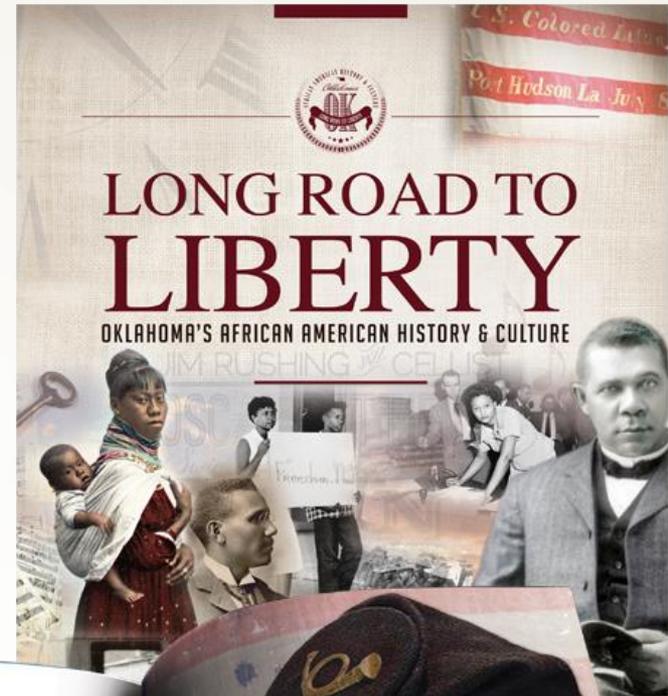
Long Road to Liberty

Brochure, Microsite,
Digital Campaign

*** Newest Program**

Launched February 2015

Targeting
African
American
Tourism



Long Road to Liberty - Microsite

* 4,825 Page Views in 2015

OKLAHOMA

STATE PARKS | REQUEST FREE BROCHURES | **SEARCH**

THINGS TO DO | CITIES & REGIONS | HOTELS & LODGING | DINING | INTERESTS | FESTIVALS & EVENTS | TRAVEL TOOLS

RENTIESVILLE
Founded in 1904, Rentiesville was home to legendary bluesman D.C. Minner and pioneering black historian John Hope Franklin

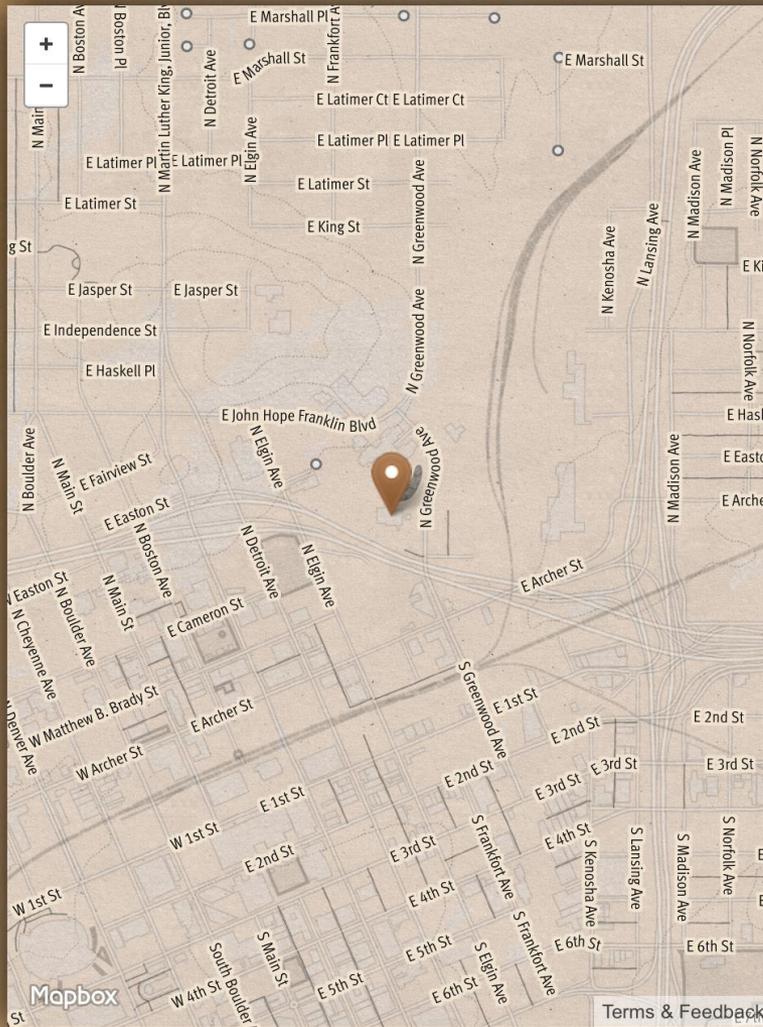
AFRICAN AMERICAN HISTORY & CULTURE
Oklahoma
OK
LONG ROAD TO LIBERTY

Celebrate Oklahoma's African American history by exploring the individuals, landmarks, historic towns, restaurants and more that impacted the state's African American legacy and cultural heritage.

HISTORIC BLACK TOWNS | SOUL FOOD | ATTRACTIONS

Long Road to Liberty - Microsite

EXPLORE OKLAHOMA'S AFRICAN AMERICAN LEGACY



Greenwood Cultural Center

[Tulsa; Est. 1985] Museum with Memorabilia from "Black Wall Street"

The Greenwood Historic District, known as "Black Wall Street" in the early 1900s, was the location of the 1921 Tulsa Race Riot, which saw over 35 blocks of this affluent neighborhood burned to the ground. The Greenwood Cultural Center aims to preserve the memory of the area's most prosperous time while working to

Related Links

- [Greenwood Cultural Center](#)
- [Greenwood Historical District](#)

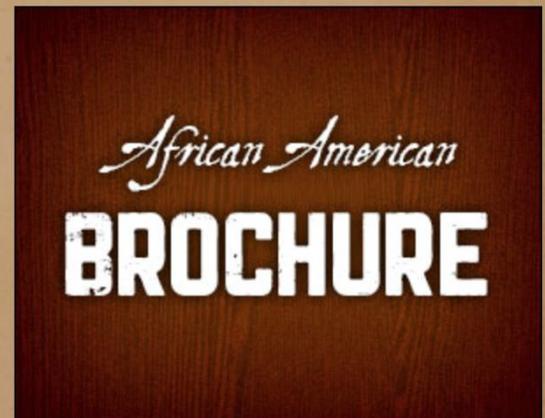
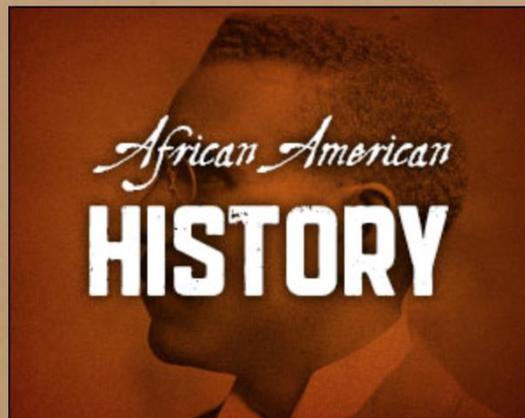
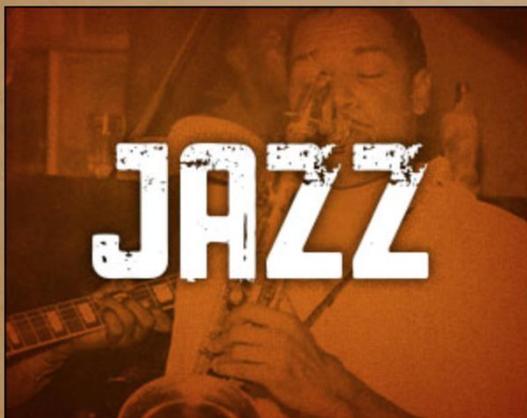
Long Road to Liberty - Microsite

by exploring the individuals, landmarks, historic towns, restaurants and more that impacted the state's African American legacy and cultural heritage.

HISTORIC BLACK TOWNS

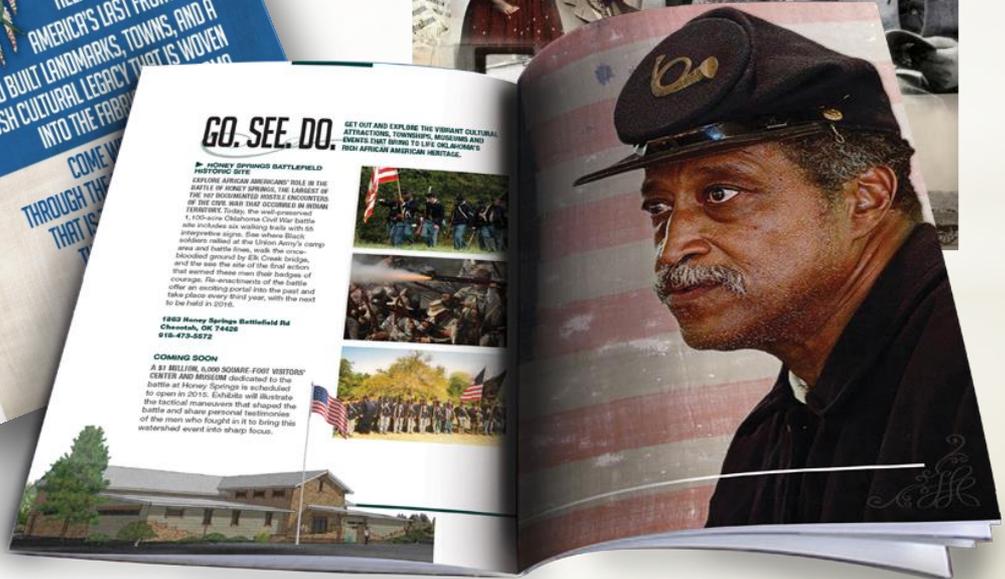
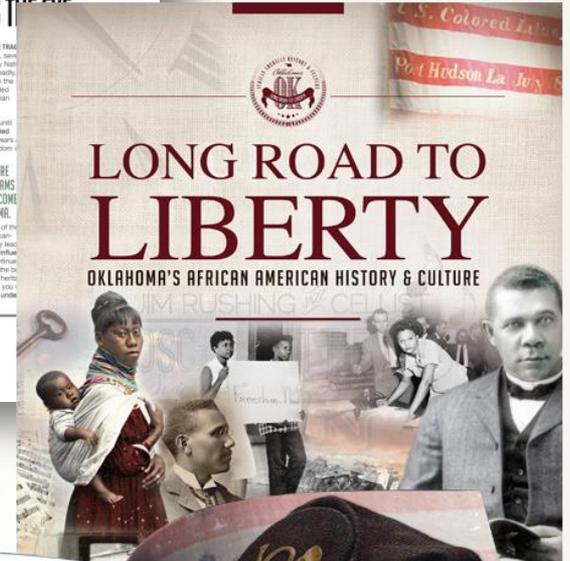
SOUL FOOD

ATTRACTIONS



Long Road to Liberty - Brochure

* 65,000
Brochures
Printed in
2015



COMING SOON

A \$1 MILLION LEAD SCHEME: FORT VICTORY'S BATTLE AT HURON SPRINGS IS SCHEDULED TO OPEN IN 2015. EXHIBITS WILL ILLUSTRATE THE TACTICAL MANEUVERS THAT SHAPED THE BATTLE AND SHARE PERSONAL TESTIMONIES OF THE MEN WHO FOUGHT IN IT TO BRING THIS UNREHEARSED EVENT INTO SHARP FOCUS.

Long Road to Liberty - Digital Campaign

The screenshot shows the ESSENCE magazine website interface. At the top left is the 'ESSENCE' logo. To its right is a search bar with the text 'Search Essence.com' and a magnifying glass icon. Below the search bar are social media icons for Facebook, Twitter, Pinterest, Instagram, Google+, and Email, with the text 'CONNECT WITH ESSENCE!' above them. A navigation bar below the search bar contains the following categories: CELEBRITY, FASHION, BEAUTY, HAIR, LOVE, LIFE, VIDEOS, PHOTOS, FESTIVAL, and SUBSCRIBE. Below the navigation bar are three featured articles with images and titles: '#BLACKLIVESMATTER', 'MOMMY DEN: REAL TALK FOR MOTHERS', and 'ESSENCE DEBATES NOW: BALTIMORE UPRISING'. The main content area features three large images with captions: 'A Chic Peek At 20 Captivatingly Curvy Celebs', 'Afros After Work', and 'Polished & Poised'. Below these are three smaller sections: 'HOT RIGHT NOW' with a photo of three celebrities and the text 'Our Favorite Celeb Instagram Pics', 'VIDEOS' with a video player for 'ESSENCE DEBATES NOW', and an advertisement for 'EXPLORE OKLAHOMA'S AFRICAN AMERICAN HISTORY' with a brochure image and the text 'ORDER YOUR FREE BROCHURE AT TRAVELOK.COM'.

Digital Marketing on Target Websites:

African American Travel Conference

Black Enterprise

Essence

Ebony

Long Road to Liberty - Digital Campaign

BLACK ENTERPRISE
WEALTH FOR LIFE

BLACK ENTERPRISE ENTREPRENEURS SUMMIT 20 YEARS
WHERE INNOVATION & FUNDING MEET
MAY 13-16 2015
ATLANTA GA | HYATT REGENCY ATLANTA
REGISTER NOW CLICK HERE

SUBSCRIBE · PRINT · DIGITAL
GIVE A GIFT · CUSTOMER SERVICE
BE APPS FOR: IPAD · NOOK · KINDLE

MAY 4, 2015 12:49 AM · LOG IN · REGISTER

MAY 4, 2015 12:49 AM · LOG IN · REGISTER

SMALL BUSINESS



Institute To Create Young Black Male Entrepreneurs Kicks Off In Washington D.C.
Institute prepares next generation of young black male business owners.

RELATED STORIES [READ MORE](#)

- [Entrepreneurs Summit: 3 Social Entrepreneurs Dedicated to Education](#)
- [Black Lives Matter Update: Two Blacks Get a Seat in Ferguson's City Council](#)
- [Black Lives Matter: Schott Foundation Explores Public School and Underserved Black Males](#)

BETV



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Financing



Last Chance: Startups Can Win \$50,000 From VISA
VISA is running "The Everywhere Initiative" to discover and partner with three innovative startups, that...

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On April 30, Black Enterprise will host a Twitter chat with Rodney S. Sampson, Shark...

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Dunkin' Brands, NAACP Launch Web Series To

ADVERTISEMENT

EXPLORE
OKLAHOMA'S AFRICAN AMERICAN HISTORY



LONG ROAD TO LIBERTY

* ORDER YOUR FREE BROCHURE AT TRAVELOK.COM *

Digital Marketing on Target Websites:

African American Travel Conference

Black Enterprise

Essence

Ebony



RHYTHM AND ROUTES

Microsite, Brochure,
Digital Campaign, Tradeshow

*** Program launched
Summer 2014 with 42
Inductees**

Targeting
Musical Culture
& Tourism



Long Road to Liberty - Microsite

* 129,664 Page Views Since 2014 Launch

The screenshot shows the homepage of the Oklahoma Music Trail microsite. At the top, there is a navigation bar with the Oklahoma state logo and a search bar. Below the navigation bar is a horizontal menu with categories: THINGS TO DO, CITIES & REGIONS, HOTELS & LODGING, DINING, INTERESTS, FESTIVALS & EVENTS, and TRAVEL TOOLS. The main content area features a large teal map of Oklahoma with several red stars indicating music-related locations. A callout box for the GAP BAND V is positioned over the map, featuring a photo of the band and text: "The GAP Band gave funk mass appeal and the tunes they made continue to be some of the most sampled in history." Below the map, the text "RHYTHM AND ROUTES" is displayed in a stylized font, followed by "OKLAHOMA MUSIC TRAIL". A paragraph of text invites visitors to explore Oklahoma's musical heritage. At the bottom of the main content area, there are two buttons: "PICK A GENRE" and "INDUCTEE FINDER". The footer consists of six colorful tiles: "OKLAHOMA MUSIC TRIVIA", "CHECK OUT THE PHOTO ARCHIVES", "BROWSE ITINERARIES", "CHOOSE YOUR FAVORITE GENRE", "SEE ALL INDUCTEES", and "UPCOMING CONCERTS & MUSIC".

OKLAHOMA

STATE PARKS REQUEST FREE BROCHURES SEARCH

THINGS TO DO CITIES & REGIONS HOTELS & LODGING DINING INTERESTS FESTIVALS & EVENTS TRAVEL TOOLS

GAP BAND V

The GAP Band gave funk mass appeal and the tunes they made continue to be some of the most sampled in history.

READ MORE >

RHYTHM AND ROUTES

OKLAHOMA MUSIC TRAIL

Come along on a tour of Oklahoma's rich musical heritage and discover the famous musicians, venues and places that make the Sooner State a hot spot for music of all genres. Begin your journey now!

PICK A GENRE >> INDUCTEE FINDER >>

OKLAHOMA MUSIC TRIVIA

Test your knowledge of Oklahoma's renowned music scene by playing our fun, interactive trivia game!

CHECK OUT THE PHOTO ARCHIVES

BROWSE ITINERARIES

CHOOSE YOUR FAVORITE GENRE

SEE ALL INDUCTEES

UPCOMING CONCERTS & MUSIC

Long Road to Liberty - Microsite

RHYTHM AND ROUTES

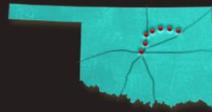
OKLAHOMA MUSIC TRAIL

ITINERARIES

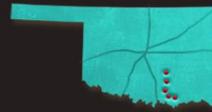
Oklahoma is rolling out the red carpet for music fans with in-depth travel itineraries centered around your favorite Oklahoma artists and bands, as well as the state's stand-out music genres. Simply choose an itinerary, plan your trip using our organized list of stops, photos, maps and driving directions, and embark on a journey across Oklahoma to discover the state's rich musical heritage, one step at a time.



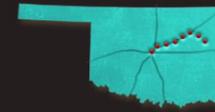
**ALL-AMERICAN
REJECTS**
ITINERARY



**BLAKE
SHELTON**
ITINERARY



BLUES
ITINERARY



SEE ALL
INDUCTEES

OKLAHOMA
MUSIC TRIVIA

ALL
GENRES



BOB WILLS
ITINERARY

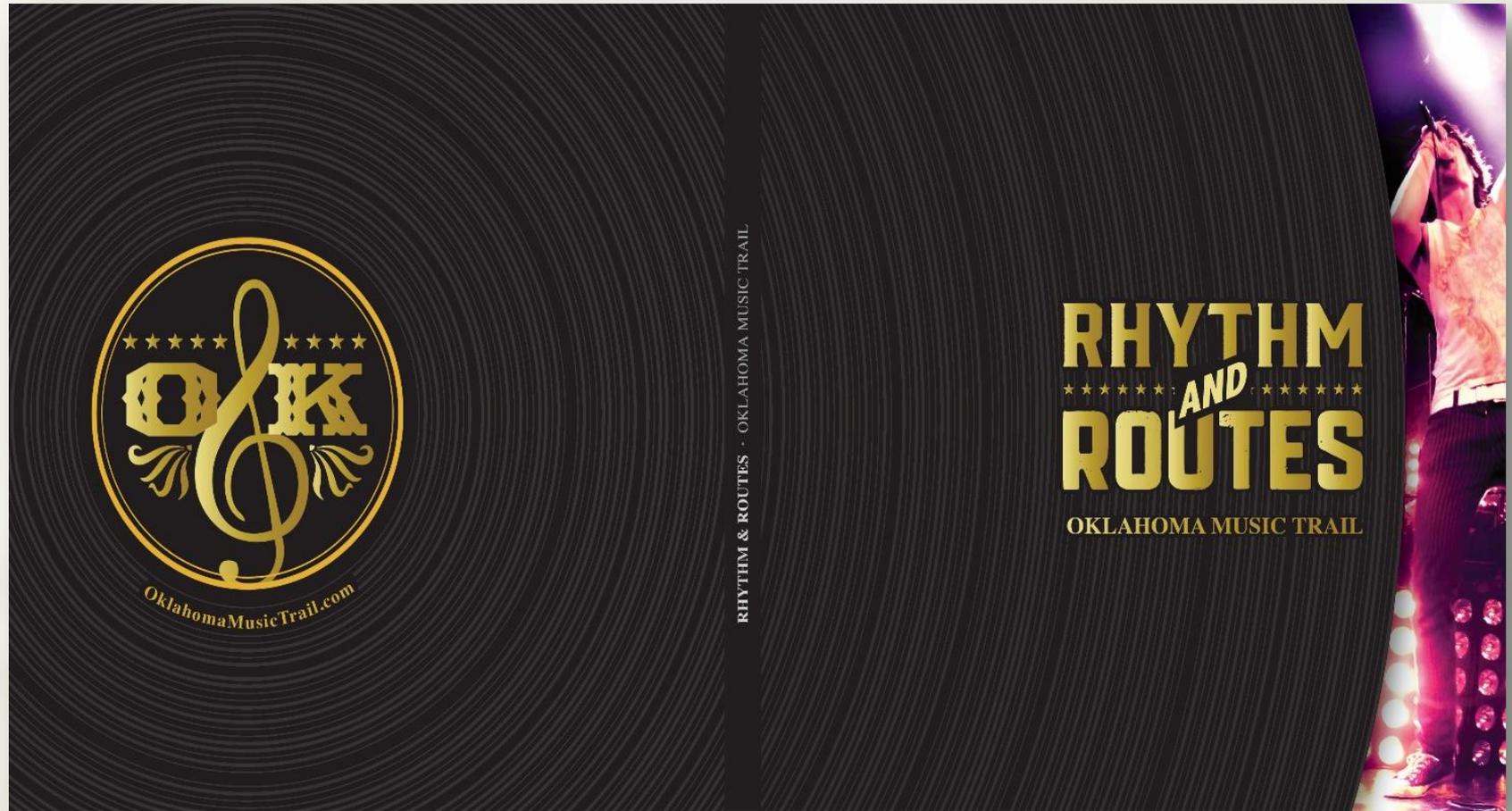


**CARRIE
UNDERWOOD**
ITINERARY

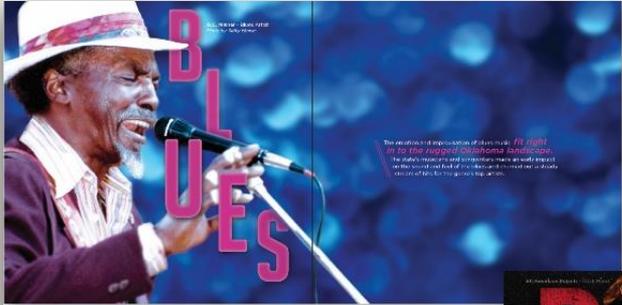


**CHARLIE
CHRISTIAN**
ITINERARY

Rhythm & Routes - Brochure - Printing Fall of 2015

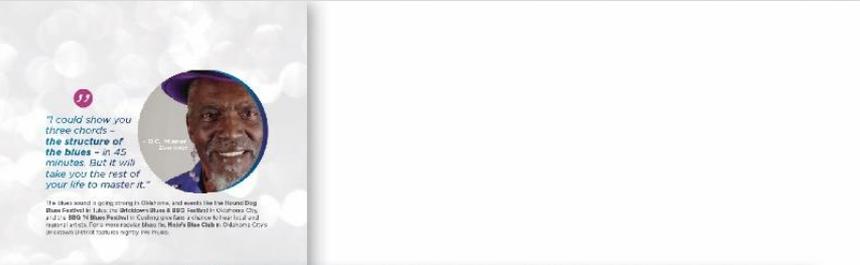


Rhythm & Routes - Brochure



The raw and expressive of blues. It's right in to the rugged Oklahoma landscape. The whole reason we're here is to celebrate the blues and the bluesmen who have made it their life's work.

Chapter also offers a comprehensive guide to the blues scene in Oklahoma. This includes information on the blues scene in Oklahoma, including the blues scene in Oklahoma, including the blues scene in Oklahoma.



"I could show you three chords - the structure of the blues - in 45 minutes. But it will take you the rest of your life to master it."



The blues is a living, breathing art form, and it's one that's been passed down from generation to generation. It's a music that's full of soul and emotion, and it's one that's been passed down from generation to generation.



Rock music has its roots in the blues, and it's a music that's full of energy and passion. It's a music that's been passed down from generation to generation, and it's one that's been passed down from generation to generation.



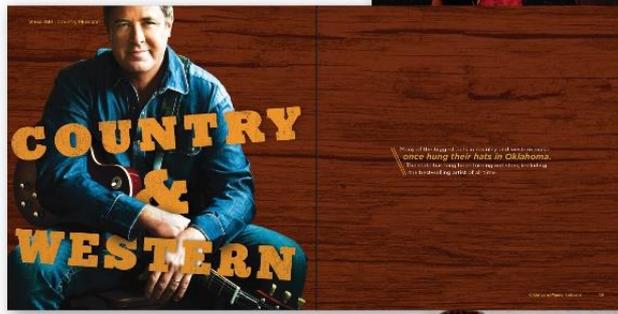
ROCK



Rock music has its roots in the blues, and it's a music that's full of energy and passion. It's a music that's been passed down from generation to generation, and it's one that's been passed down from generation to generation.

It's a music that's full of energy and passion, and it's one that's been passed down from generation to generation. It's a music that's been passed down from generation to generation, and it's one that's been passed down from generation to generation.

He was the man I wanted to play like, sing like, and look like.



COUNTRY & WESTERN

VIEW TRAIL DETAILS AT OklahomaMusicTrail.com

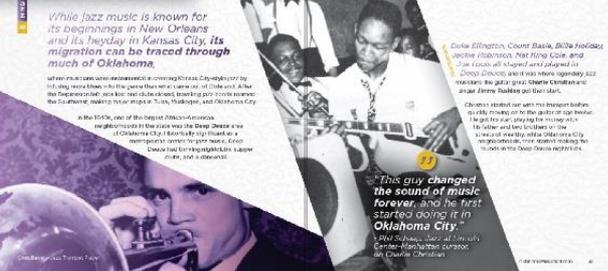
COUNTRY & WESTERN MUSIC TRAIL DESTINATIONS

ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE
ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE
ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE
ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE	ALBUQUERQUE

go. see! do.



Jazz music brought Oklahoma neighborhoods to life at night, and it's a music that's full of energy and passion. It's a music that's been passed down from generation to generation, and it's one that's been passed down from generation to generation.



While jazz music is known for its beginnings in New Orleans and its heyday in Kansas City, its migration can be traced through much of Oklahoma.

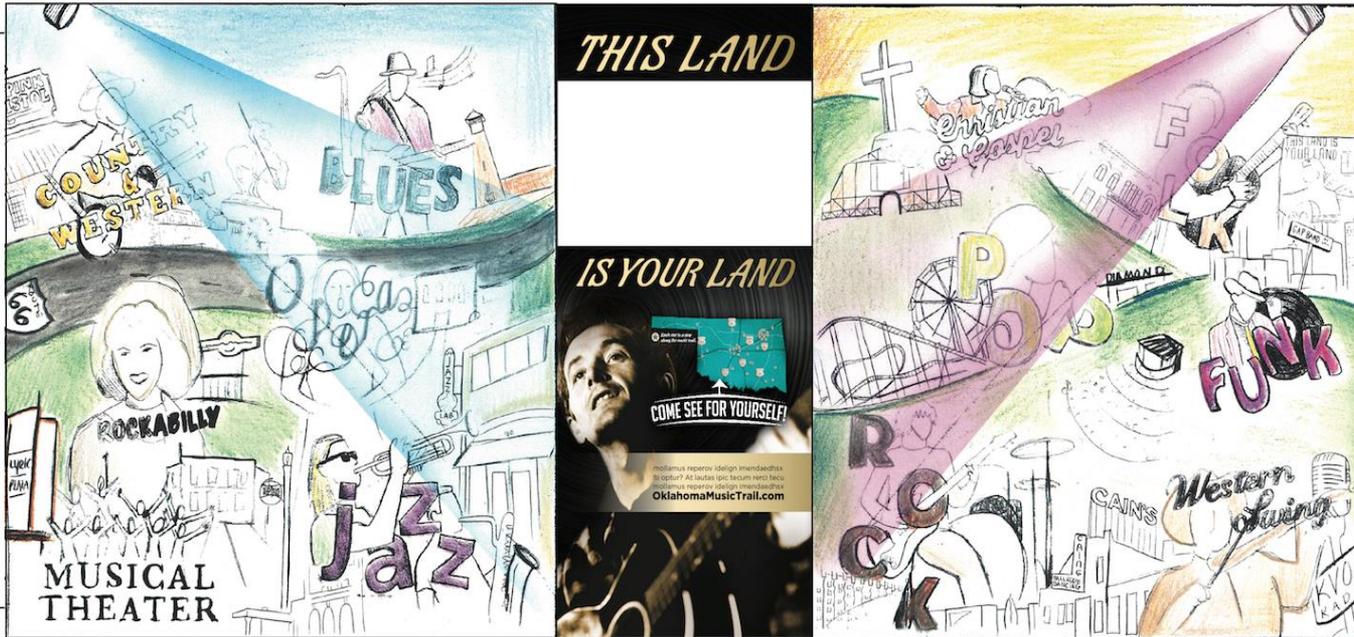
The guy changed the sound of music forever, and he first started doing it in Oklahoma City.



Duke Ellington, Count Basie, Billie Holiday, and many others were born in Oklahoma City, and they went on to become some of the most famous musicians in the world.

Oklahoma is a state of music, and it's one that's been passed down from generation to generation. It's a music that's been passed down from generation to generation, and it's one that's been passed down from generation to generation.

Rhythm & Routes - Tradeshow Booth Concept



Rhythm & Routes - Tradeshow Booth Concept

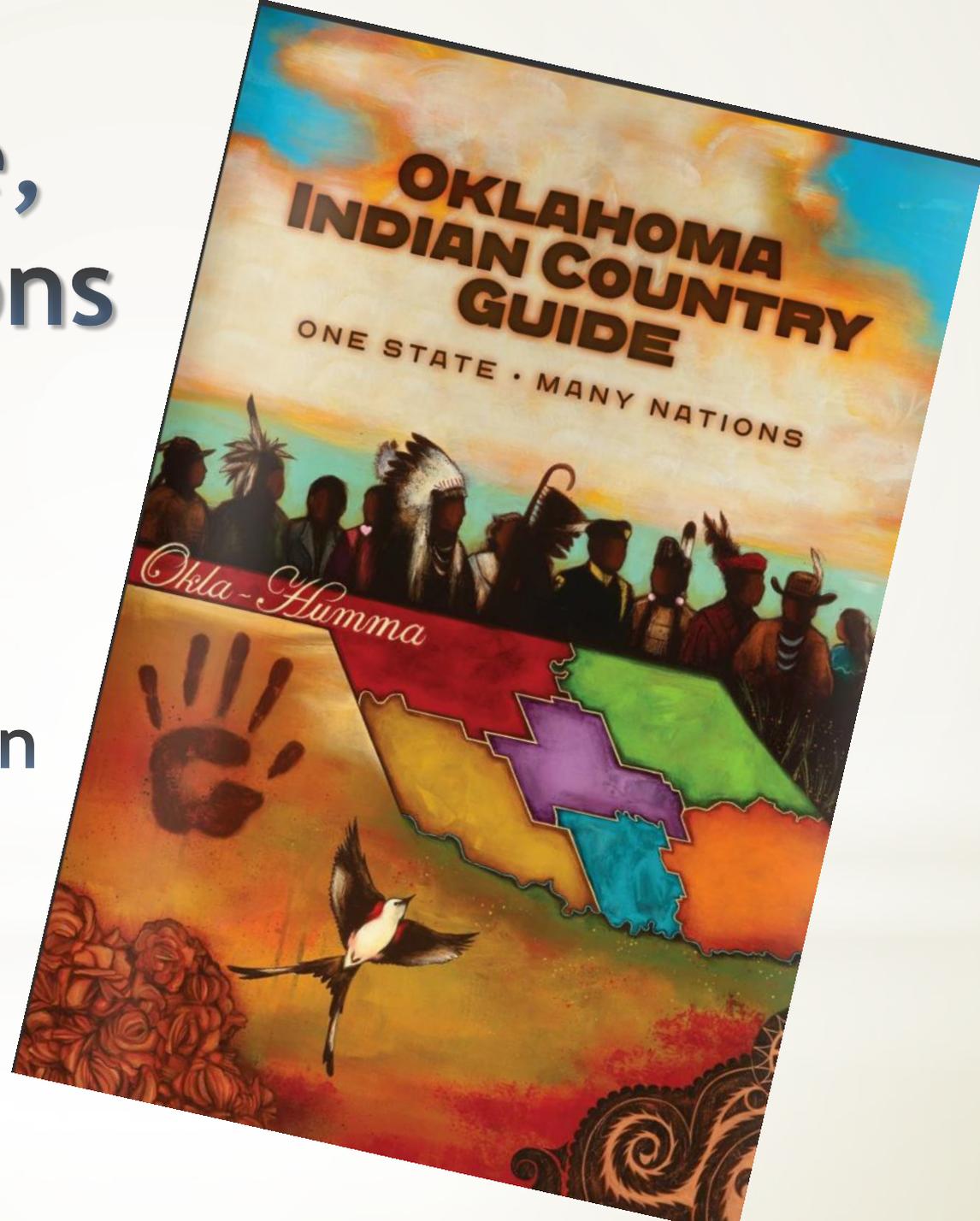


* Left Panel

One State, Many Nations

Brochure, Microsite,
Digital Campaign

Targeting
American Indian
Tourism



Oklahoma Indian Country Guide

* More than 300,000 guides printed since 2011

WELCOME TO OKLAHOMA INDIAN COUNTRY! Please consider this regional map your invitation to explore Oklahoma Indian Country communities. Designed to make your travel planning easy, the state is divided into six travel regions. The numbered locations below are with the numbered attractions listed on pages 8-19 of this guide.

ABOUT THE COVER ARTIST: Brent Learner is an artist, author, filmmaker, and filmmaker of the Foxcatcher and is also part Cherokee. To create the cover, Brent took a thoughtful approach. The artwork in the guide's cover image represents the rich diversity of Oklahoma Indian peoples. Using a color palette and abstract motifs that are as diverse as the tribes who live here, Brent created a highly colorful, but also Cherokee spirit map. It's a cover that features a combination of traditional and modern motifs and the symbolism of the state as a travel region. His work explores historical and current cultural aspects with artistic references that include pop art and abstract expressionism. About his art Brent said, "The spirit of our people is well documented. Sometimes my art reflects that, sometimes it acts as a representation of current issues or ideologies. I combine my rich and diverse culture and I am proud to share it with you."

THE MEANING OF OKLAHOMA: The state of Oklahoma is deeply rooted in American Indian history, culture and heritage. The state's name is the Cherokee language in comparison of two words, "Okla" and "homa" meaning "people" and "home" or "homeland" meaning "the land of the people."

THINGS TO DO & SEE

You'RE ABOUT TO EMBARK ON ONE OF THE MOST UNIQUE AND EXCITING EXPERIENCES IN NORTH AMERICA. IN OKLAHOMA INDIAN COUNTRY THE ANCIENT MEETS THE PRESENT. WITH 85 AMERICAN INDIAN ATTRACTIONS, MUSEUMS AND SHOPPING DESTINATIONS, OKLAHOMA IS A STATE OF MANY NATIONS. YOU'LL DISCOVER THE DISTINCTIVE CULTURE, HERITAGE AND STORIES OF EACH OF THE 39 TRIBAL NATIONS. IN THIS SECTION, YOU'LL FIND A VERY BRIEF OVERVIEW OF EACH NATION'S HISTORY, ALONG WITH THE TRIBE'S TRADITIONAL NAME AND LANGUAGE FAMILY. A LANGUAGE FAMILY IS A WAY OF SHOWING THE LINGUISTIC RELATIONSHIPS AMONG THE MANY AMERICAN INDIAN LANGUAGES.

The number of attractions in the state map in the beginning of the guide.

BRENT LEARNER (ARABIAN)

THE 39 TRIBES OF OKLAHOMA

AS YOU TOUR OKLAHOMA INDIAN COUNTRY, you'll discover the distinctive culture, heritage and stories of each of the 39 tribal nations. In this section, you'll find a very brief overview of each nation's history, along with the tribe's traditional name and language family. A language family is a way of showing the linguistic relationships among the many American Indian languages.

Profiles were researched and created with the input, guidance and advice of tribal nations, the American Indian Cultural Center and Museum, and the following sources:

- Tribal nation websites
- "Indian Tribes of Oklahoma: A Guide," by Blair Clark
- Oklahoma Indian Affairs Commission website
- Encyclopedia of Oklahoma History and Culture, a project of Oklahoma Historical Society and the Oklahoma State University Library Electronic Publishing Center
- Other online university libraries

NOCONA BURGESS [COMANCHE]
TOSHAWAY

TRAVELOK.COM | 30

2-Sided Tribal Nations Handout

GEOGRAPHIC ORIGINS of OKLAHOMA TRIBES

The great plains and rolling hills of Oklahoma have always been home to a diverse group of native citizenry. From the earliest indigenous tribes to those relocated to Indian Territory in the late 19th century, 67 nations have called this land of red earth, home. This illustration shows the ancestral origins and the date of permanent settlement in Oklahoma.

Map of Oklahoma showing tribal settlement dates:

- 1874 MODOC
- 1869 CHEYENNE
- 1877 PONCA
- 1883 KICKAPOO
- 1891 IOWA
- 1876 PAWNEE
- 1891 OTTAWA
- 1872 KAW
- 1867 KIOWA
- 1869 ARAPAHO
- 1867 COMANCHE
- 1853 WICHITA
- 1867 APACHE

ONE STATE, MANY NATIONS.
Discover and explore more than 85 tribal attractions, museums, and cultural centers, and experience a world-class immersion into Oklahoma's native roots. Here are six favorites to get you started.

- Cherokee Heritage Center - Tahlequah**
Nestled in the foothills of Oklahoma's Ozark Mountains in Tahlequah, the Cherokee Heritage Center conveys the detailed history and vibrant heritage of the Cherokee people through exhibits, reenactments, cultural workshops and events.
- Red Earth Museum - Oklahoma City**
Experience Native American history in an innovative and unique way through paintings, carvings, pottery and revolving exhibitions. Visit in June and witness the country's greatest display of American Indian visual and performing arts at the Red Earth Native American Cultural Festival.
- Standing Bear Park, Museum & Education Center - Ponca City**
Celebrate the history of American Indians in Oklahoma with a visit to this 63-acre park featuring a 22-foot bronze statue of Ponca Chief Standing Bear, walking trails, a peaceful memorial grove, artifacts, artwork, and outdoor interpretive center.
- Chickasaw Cultural Center - Sulphur**
See, feel, and even taste the heritage of the Chickasaw tribe through interactive exhibits, botanical displays and traditional dwellings at the largest tribal Cultural Center in the nation, located on 100 picturesque acres in south-central Oklahoma.
- Spiro Mounds Archaeological Center - Spiro**
Explore the only prehistoric, Native American archaeological site in Oklahoma open to the public. Located on 150 acres of protected grasslands, visitors can tour the remaining artifacts of mound-building culture and enjoy a spectacular view into ancient life.
- Washita Battlefield National Historic Site - Cheyenne**
Walk through history and witness the tragic site of Custer's surprise attack on the Southern Cheyenne village of Peace Chief Blackettle. A registered national landmark, the site and visitor center feature exhibits, guided tours, and a park film about the events leading up to the battle.

ANNUAL POWWOWS & EVENTS
Share in the traditions of Oklahoma's American Indian tribes by attending an authentic celebration or powwow.

- June - Red Earth Festival, Oklahoma City
- July - Indian Hills Powwow, Oklahoma City
- August - Oklahoma Indian Nation Pow-Wow, Cocho
- August - Ponca Powwow, Ponca City
- September - Choctaw Nation Labor Day Festival, Tuskahoma
- September/October - Chickasaw Annual Meeting & Festival, Ristimogio, Sulphur
- June - Muscogee (Creek) Nation Festival, Okmulgee
- July - Annual Osage Powwow, Osage
- August - American Indian Expo, Anadarko
- August - Powwow of Champions, Tulsa
- September - Standing Bear Powwow, Ponca City
- October - Miami Now: Native Oklahoma Weekend, Miami
- October - Cherokee Art Market, Catsosa

For a detailed history of Oklahoma's original people, order the free Oklahoma Indian Country Guide at TravelOK.com/AboutUs.

OKLAHOMA TRAVELOK.COM

American Indian Culture - Website

* 169,771 Page Views in FY15

The screenshot shows the homepage of the Oklahoma American Indian Culture website. At the top, there is a navigation bar with the Oklahoma state logo and a search bar. Below the navigation bar, there are several menu items: THINGS TO DO, CITIES & REGIONS, HOTELS & LODGING, DINING, INTERESTS, FESTIVALS & EVENTS, and TRAVEL TOOLS. The main content area features a large image of a woman in traditional attire working on a piece of fabric. Below the image, there is a caption: "Immerse yourself in the native traditions and rich culture of Oklahoma's American Indian tribes. Photo by: David Fitzgerald". To the right of the image, there are two call-to-action buttons: "SIGN UP Native American & Western eNewsletter" and "ORDER Free Oklahoma Indian Country Guide". Below the image, there is a section titled "American Indian Culture" with social media sharing options (Facebook Like, Twitter Tweet, Google +1, and Pinterest Pin it) and a paragraph of text describing the state's American Indian heritage. On the right side of the page, there is a red banner labeled "Photos" with a large image of a Native American man in traditional regalia.

OKLAHOMA

SAVE & SHARE : 0 ITEMS | STATE PARKS | REQUEST FREE BROCHURES | SEARCH

THINGS TO DO | CITIES & REGIONS | HOTELS & LODGING | DINING | INTERESTS | FESTIVALS & EVENTS | TRAVEL TOOLS

Immerse yourself in the native traditions and rich culture of Oklahoma's American Indian tribes.
Photo by: David Fitzgerald

SIGN UP
Native American & Western eNewsletter

ORDER
Free Oklahoma Indian Country Guide

Photos

American Indian Culture

f Like 317 people like this. Sign Up to see what your friends like.

t Tweet 10

G+1 +334 Recommend this on Google

Pin it 927

Oklahoma has been home to 67 American Indian tribes. Learn about these native cultures at Oklahoma's museums, heritage centers and events that help celebrate and maintain Oklahoma's unique Native American heritage. Share in the sacred traditions of Oklahoma's American Indian tribes by attending an authentic celebration or powwow. Feel the rhythm of powwow drums, become awed by amazingly detailed native regalia and be swept away by American Indian fancy or jingle-dress dancing.

In Oklahoma, there are many opportunities to immerse yourself in tribal history, songs, art and culture. Attend the Red Earth Festival, held each summer in Oklahoma City, to witness over 100 Indian tribes from across North America compete in a breathtaking, elite dance competition and exhibit works from today's most celebrated Native American artists. Explore the history of the Five Civilized Tribes who were relocated to Indian Territory, or discover the culture of the American Indian tribes whose headquarters are in Oklahoma.

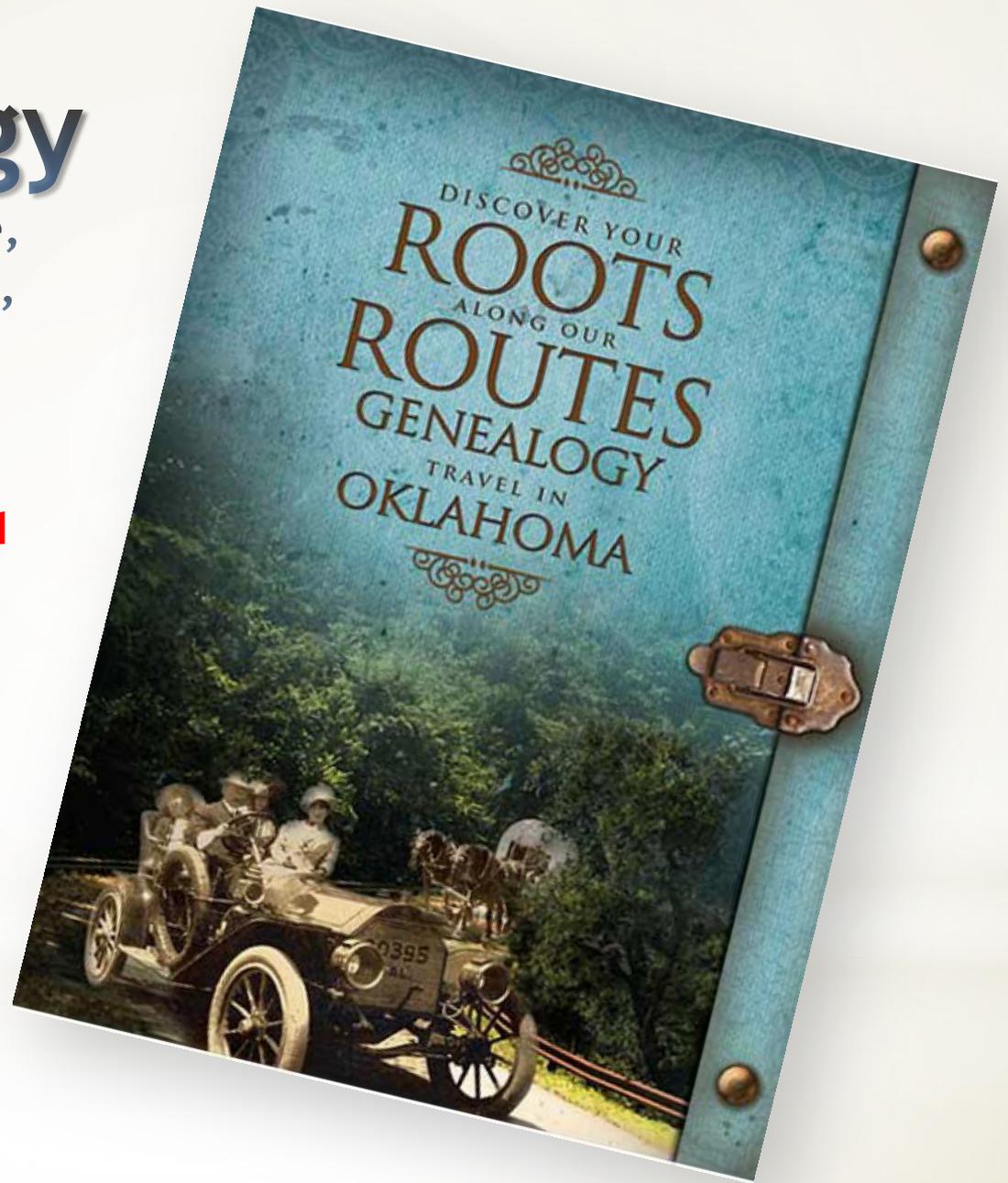
Order our free guide to Oklahoma's Indian Country to discover the top American Indian attractions and learn about the state's tribes. Travel to Oklahoma to experience the richness of American Indian culture firsthand.

Genealogy

Brochure, Website,
Tradeshow, Digital,
Print Campaign

* Program Launched
Fall 2012

Targeting
Heritage
Tourism



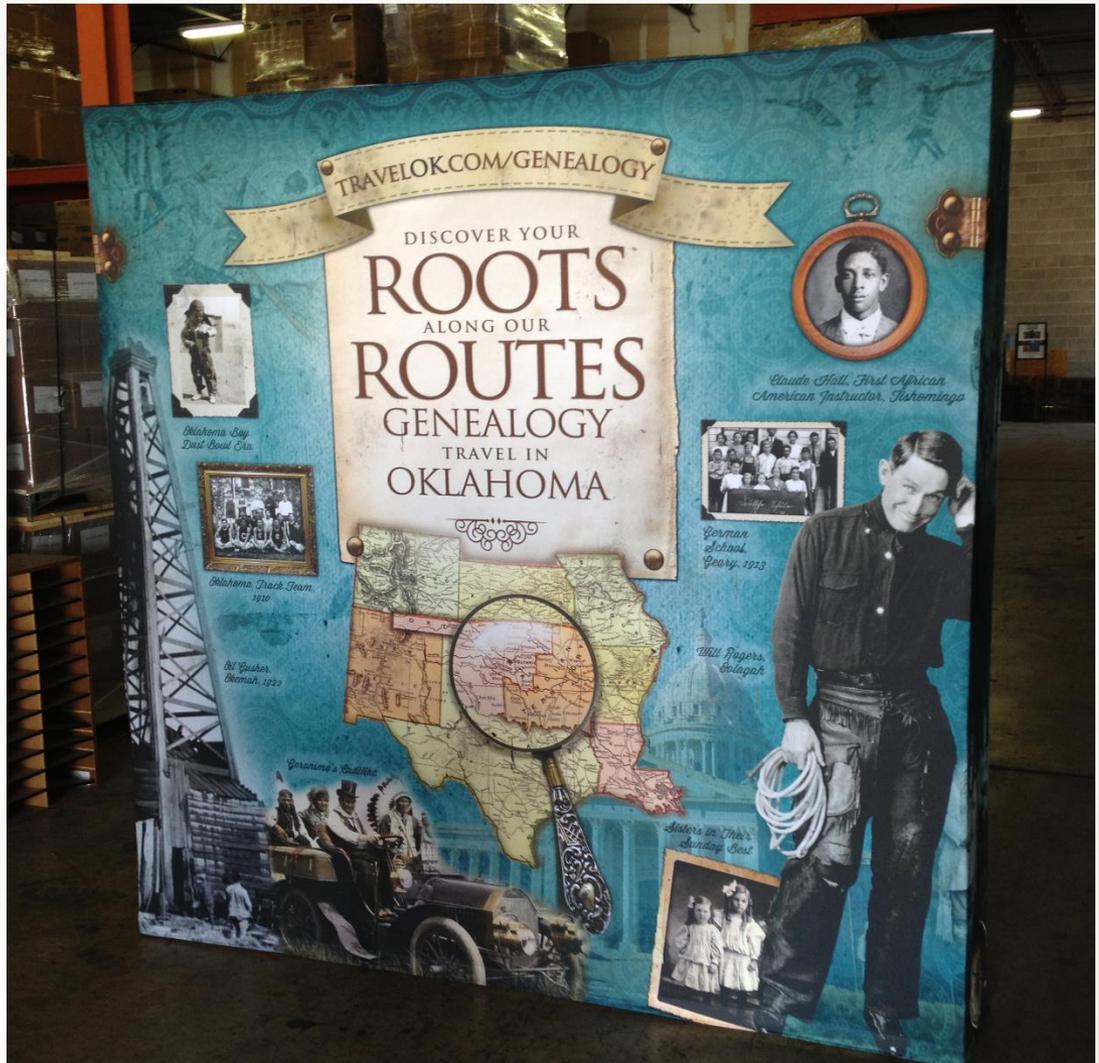
Oklahoma Genealogy - Brochure & County Guide

* More than 120,000 guides printed since 2012



Oklahoma Genealogy - Tradeshow Booth

National genealogy
tradeshows helped
launch program and
enticed
Ancestry.com
to choose Oklahoma
City as site of annual
convention
in 2014.



TRAVELOK.COM

WEBSITE TRAFFIC

FY15

Total Website Visits	14,001,384
Unique Website Visits	10,637,878
Website Page Views	34,150,055
Cultural Tourism Articles:	96
Cultural Tourism Page Views:	199,270
eNewsletters Delivered	1,869,303
Click-Throughs From Social Media	1,633,089

FREE BROCHURE FULFILLMENT

FY15

Long Road To Liberty*	6,018
Indian Country Guide	35,855
Genealogy Brochure	20,859

Total Brochure Fulfillment

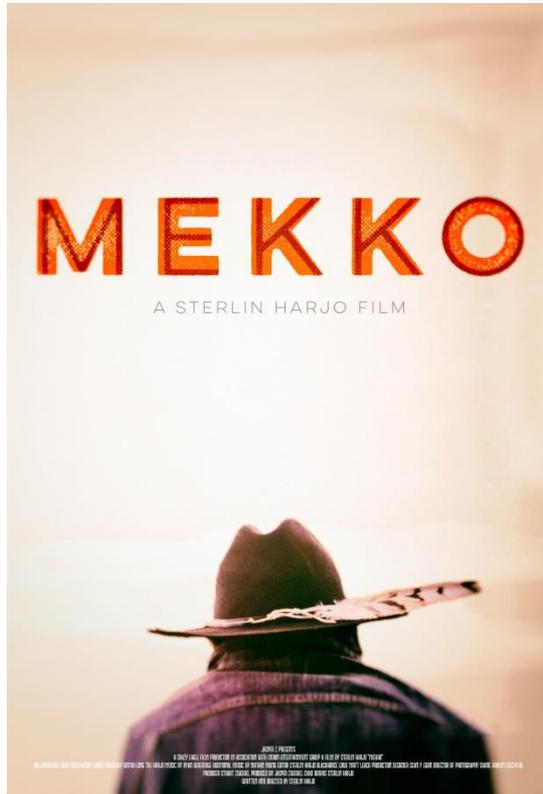
806,840

Recruitment Efforts for OWN Network Mini-Series *Tulsa*



- “The Impact of Oprah”
- This would be one of the first mini-series to air on Oprah Winfrey’s network OWN, and likely a television awards contender
- Academy-Award Winner Octavia Spencer is attached to the lead role
- Written by Oklahoma native Nancy Miller (*CSI*, *Saving Grace*)
- Based on preliminary budget, economic impact would be similar to *August: Osage County* likely garnering same media attention
- Position Oklahoma to address history of the Race Riots

Recent Successes – *Mekko*



- Written and Directed by Oklahoma native Sterlin Harjo
- Filmed entirely in-and-around the Tulsa region
- Utilized the Oklahoma Film Enhancement Rebate Program
- The film shines light on Native American cinema and issues
- Celebrated international world-premiere at the prestigious 2015 Toronto International Film Festival
- Harjo is one of Oklahoma's most notable filmmakers whose works have premiered at Sundance multiple times.

Tradeshows



OKLAHOMA
**CONSUMER
AND TRADE
MARKETING**

FY 2015 SHOWS

ATTENDANCE

Midwest Hunt Fest	9,000
Red Hat Conference & Expo	1,400
AARP Fall National Event	10,078
Dallas Travel & Adventure	9,645
McAllen International Travel Show	8,000
Chicago Travel & Adventure Show	22,100
Houston Home / Vacation Pavilion	14,000
Wichita Falls Women Expo	2,100
Canadian Snowbird Extravaganza	6,000
Ft. Worth Home / Vacation Pavilion	11,000
St. Louis Working Women's Show	30,000
Wichita Women's Fair	17,000
LA Travel & Adventure Show	33,500
AARP Spring National Event	7,500
DFW Ultimate Women's Expo	18,500
Kansas City Just For Her Expo	8,000
TOTAL	207,823



OklahomaTM
T O D A Y

- Official state magazine since 1956
- Subscription based
- Available at newsstands
- Readership 100,000+
- Published 6 times per year

Special Issue
Oklahoma Today
MAGAZINE

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JAN/FEB 2015

\$4.95



The logo for "Discover Oklahoma" features the word "DISCOVER" in a large, bold, blue sans-serif font. Below it, the word "OKLAHOMA" is written in a smaller, blue sans-serif font, with each letter spaced out. A red square icon with a white stylized 'O' inside is positioned between two horizontal blue lines that extend from the left and right sides of the word "OKLAHOMA".

DISCOVER OKLAHOMA

- Half-hour weekly television program produced by OTRD
- Segments showcase some of the best that our Great State has to offer!
- Information about people, attractions, restaurants, state parks and other tourism destinations in all parts of Oklahoma, featuring both urban and rural locations around the state
- Air Times:
 - 6:30 pm Saturday on KTUL-8 in Tulsa, KFOR-4 in OKC, KSWO-7 in Lawton
 - 5:00 pm Saturday on KXII, Sherman/Denison, TX and KCTU in Wichita, KS



YouTube



Tulsa

Greenwood Historical District



DiscoverOklahoma

Subscribe 1,300

52 views

+ Add to Share ... More

2 0

Published on May 26, 2015

The Greenwood District was once one of the most affluent African American communities in the United States with a population of over 10,000 people. The area thrived, and the main thoroughfare through the area on Greenwood Avenue was known as "Black Wall Street" by the 1920s. Black doctors, lawyers and businessmen had their offices along this street. In 1921, the Tulsa Race Riot became one of the worst acts of violence sown by racism in American history. During the mid-1920s, the area was rebuilt and

Discover Oklahoma -
[Greenwood Historical District](#) (3:55)
Show air date: May 23, 2015

Oklahoma Tourism & Recreation Marketing Overview

International Marketing

2015 – 34 Tour Operators / 75 Programs

Consumer & Trade Shows

2015 – 24 shows

Travel Guide

2015 – 248 pages

Outdoor Guide

2015 – 256 pages

Print

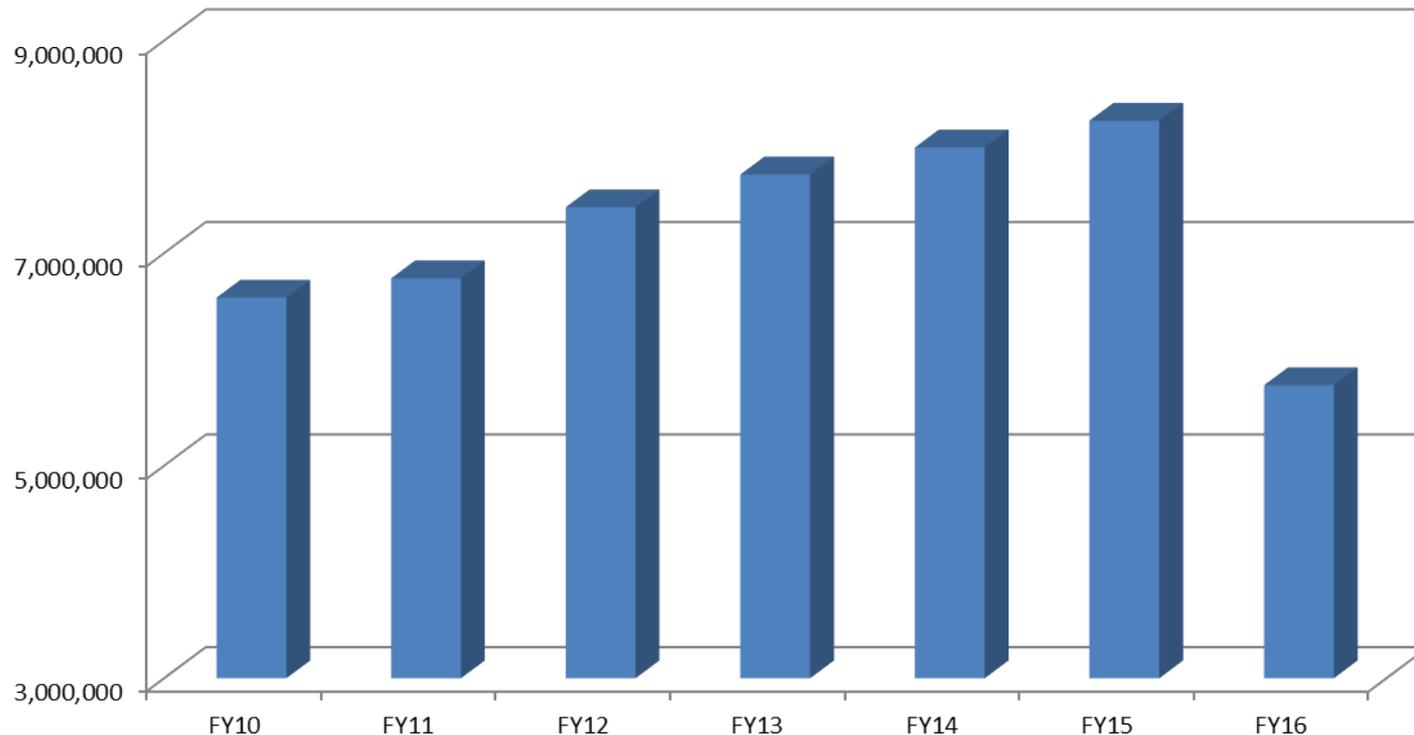
2015 – 89 ads+

Television

2015 - 11 markets – plus a
designated national buy in Pioneer
Woman

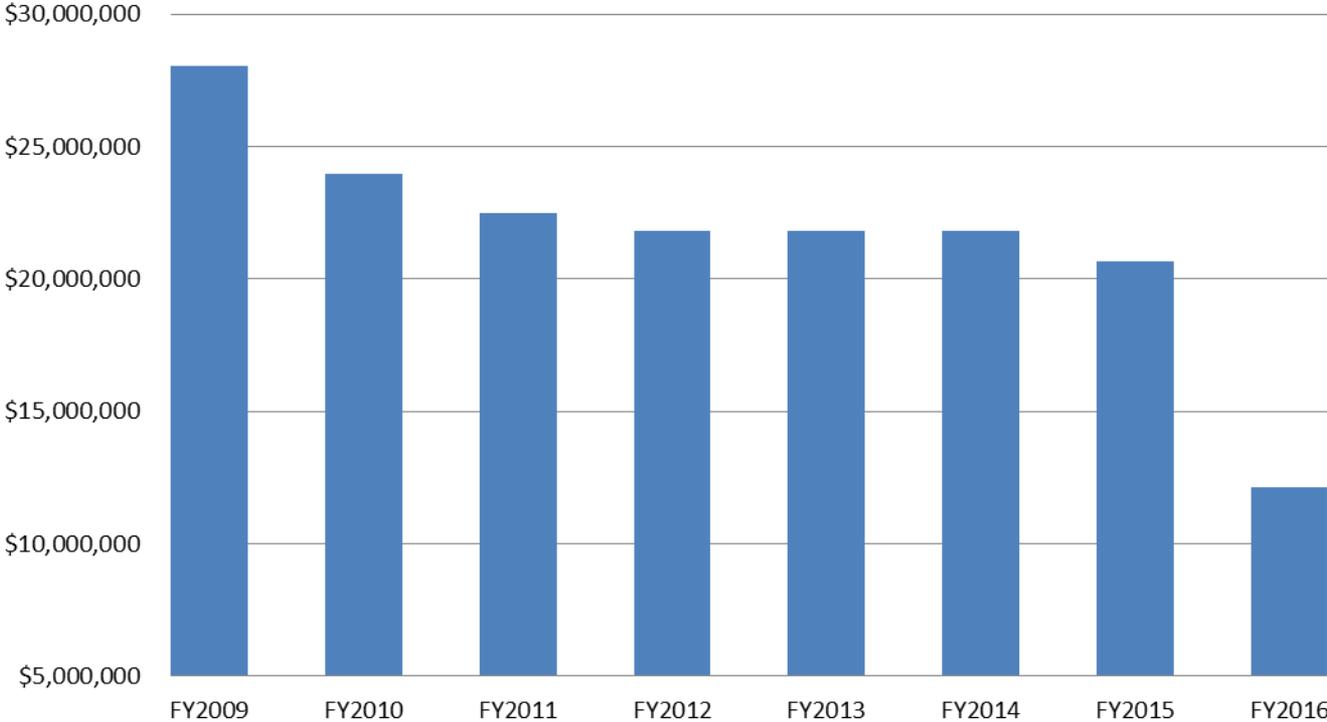
Tourism Promotion Funded by Sales & Use Tax Apportionments

Tourism Promotion (225 Fund)



HB 2243 passed during the 2015 session capped apportionments of sales & use tax for Tourism Promotion (225 fund) and Capital Improvements (267 fund)

OTRD State Appropriation History



Tourism contributed \$7.5 Billion to Oklahoma’s economy in 2013 and generated \$403.8 Million in State Taxes!



Cultural Tourism Interim Study

Oklahoma Tourism & Recreation Department

September 30th, 2015