



OKLAHOMA
Tourism & Recreation

Government Transformation and Collaboration Working Group



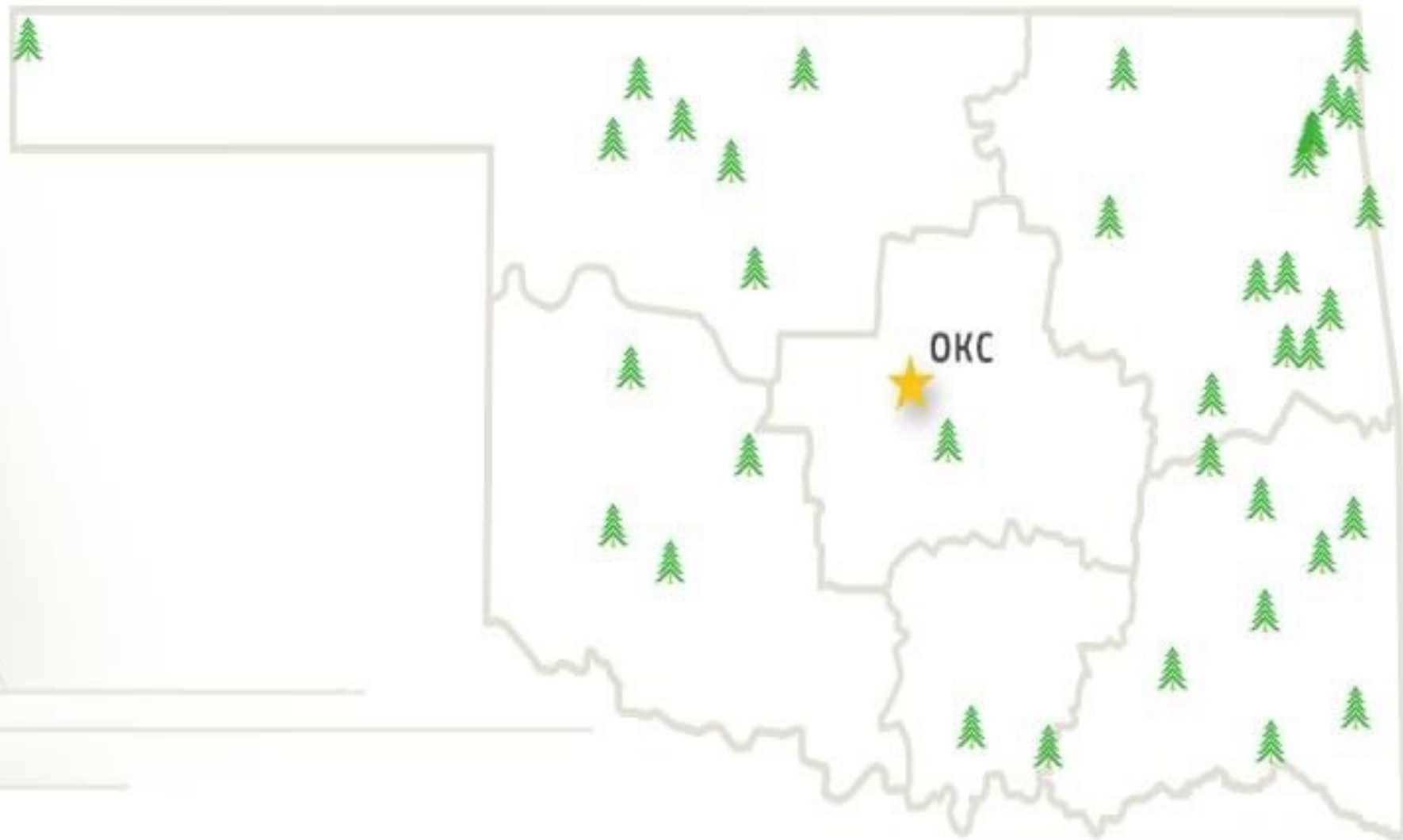
Pandemic Response Highlights



OKLAHOMA
Tourism & Recreation

- Early preparation and communication with employees
- Looked to other agencies when developing remote work policies and procedures
- Agency efficiency efforts reduced impact

ALL STATE PARKS

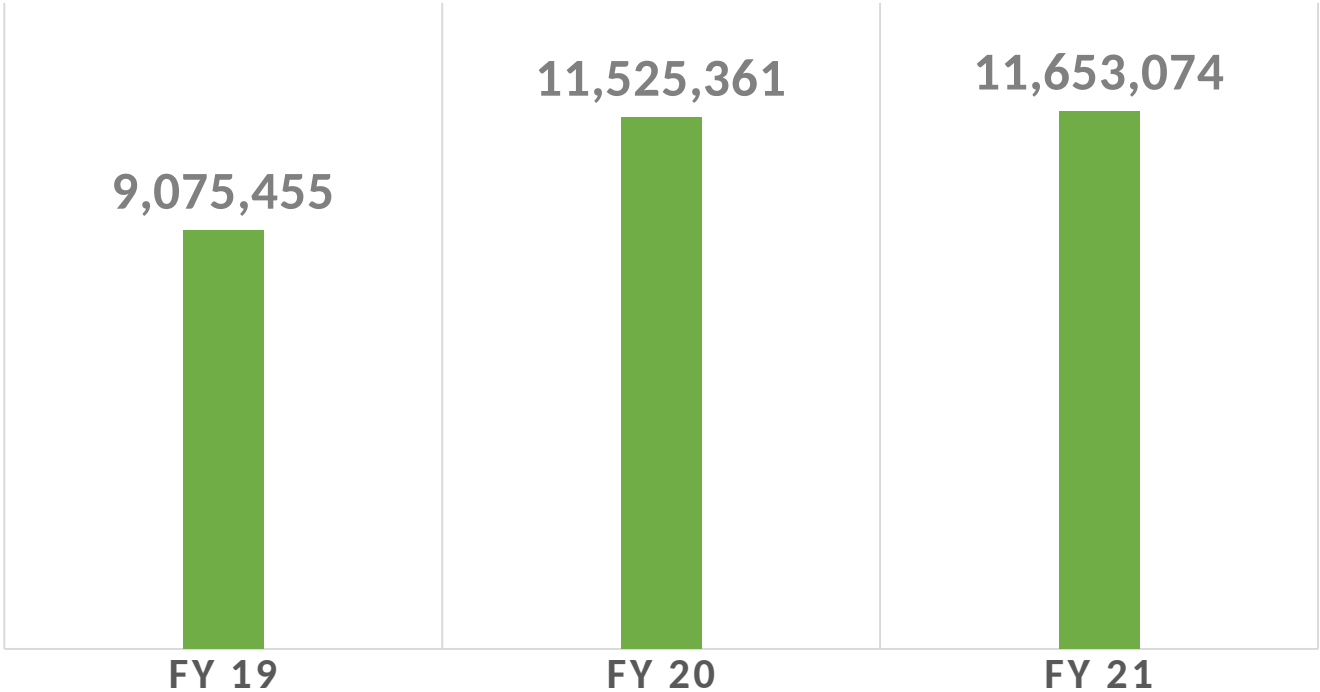


State Parks Remained OPEN

OKLAHOMA
STATE PARKS



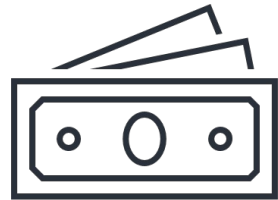
State Park Visitation



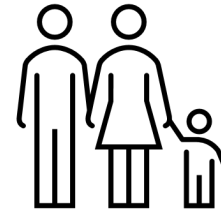
28% increase over FY 19

Preliminary 2020 Economic Impact Report

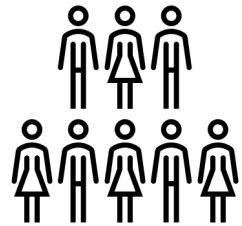
Impact of COVID-19 on Oklahoma Travel



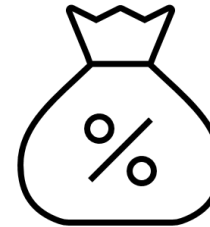
\$7 Billion
Travel Spending ↓ **27.7%**



Loss of 4.5 Million
Overnight Visitor Trips ↓ **18%**



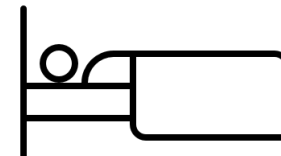
12,750 Lost Jobs
Travel Employment ↓ **12.2%**



\$146 Million Decrease
State & Local Taxes ↓ **20.2%**



660,000 ↓ **53%**
Domestic Air Visitors



\$1.8 Billion Lost ↓ **42%**
Hotel / Motel / Short-Term Stays

#OKHereWeGO

- TravelOK launched its COVID- response campaign, #OKHereWeGO, encouraging Oklahomans to support local businesses and travel responsibly.
- The campaign drove 235,000+ users to TravelOK.com, garnered over \$50MM in projected lodging revenue, and inspired over 29,000 park visits.
- 90,000+ sticker packs and individual decals have been ordered.



2020 Road Trip Campaign Results

In 2020, the Oklahoma Road Trip advertising campaign investment of \$199,547 generated:



Road Trip Campaign



\$6.2M in Projected Lodging Revenue



30:1 ROI



2M

Views



6,961

Earned subscribers



34,000+

Hours watched



(from YouTube Analytics)

Tourism Information Center Updates



Travel
OKLAHOMA
TravelOK.com





OKLAHOMA

Tourism & Recreation

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