



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:

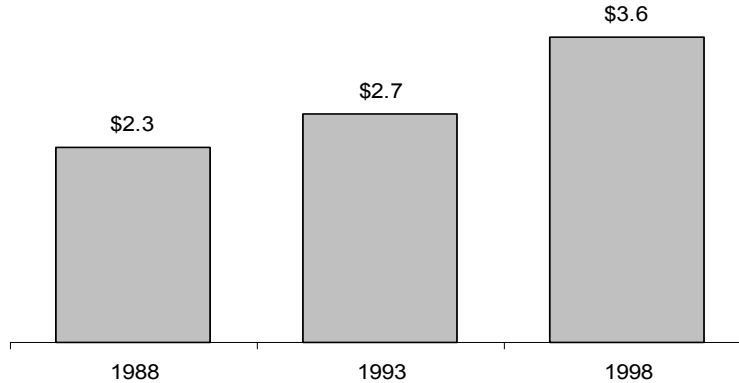
- 50 state parks
- 6 resorts
- 11 golf courses
- 12 Welcome Centers

TOURISM'S ECONOMIC IMPACT

- Domestic travel spending in Oklahoma reached nearly \$3.6 billion during 1998, a 25% increase since 1993 and a 57% increase since 1988.
- Domestic travel spending supported 67,000 jobs in Oklahoma in 1998. On average, each \$53,000 spent by domestic travelers creates one job.
- Domestic travel spending in Oklahoma generated nearly \$627 million in tax revenue for federal, state and local governments in 1998.
- Oklahoma County received nearly \$1.2 billion in domestic travel expenditure, leading all counties in 1998.
- Tulsa County took in nearly \$955 million in domestic travel expenditures, ranking second among all counties.

- Roughly 40% of domestic travel expenditures in Oklahoma took place outside Oklahoma or Tulsa counties

Domestic Travel Spending in Oklahoma (Billions of Dollars)



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

STATE PARKS

Oklahoma state parks, located throughout our state's urban and rural landscape, present a unique natural, historical, cultural and recreational resource for our citizens and visitors. With a budget of about \$25 million, the OTRD's park system is comprised of 50 state parks encompassing 72,000 acres of state-owned and -leased land. During FY'00, an estimated 16.2 million visitors passed through state park entrances, making Oklahoma's park system among the 15th most utilized state park systems in the country.

Around 530 OTRD employees are responsible for maintaining assets valued at \$150 million, including 2,200 structures and buildings.

STATE GOLF COURSES

The state owns and operates 11 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;
- Quartz Mountain Golf Course, Lone Wolf;
- Roman Nose Golf Course, Watonga; and
- Sequoyah Golf Course, Hulbert.

During the peak season, about 100 full-time and seasonal employees and volunteers work at the state golf courses. In FY'00, the courses generated almost \$5 million in revenue, a 30% increase over FY'99. In FY'00, 181,437 rounds of golf were played, a 13% increase over FY'99.

Chickasaw Pointe Golf Resort, the state's flagship high-end resort, opened in October 1999, on the shores of Lake Texoma; it has since been named one of America's Top 10 Municipal Golf Courses by *Golfweek*.

During FY'99, Roman Nose Golf Course was expanded from a 9-hole to an 18-hole course.

During FY'99, Grand Cherokee Golf Club, a new 9-hole course, opened to the public at Langley. The course weaves among the towering native trees in the shadow of the Pensacola Dam on Grand Lake.

STATE RESORTS

The state owns or operates six resort properties, all located within state parks. Resort properties include lodges with meeting facilities, recreational programs, golf courses and restaurants.

The resorts are:

- Western Hills Guest Ranch near Wagoner;
- Beavers Bend-Lakeview Lodge near Broken Bow;
- Lake Texoma Lodge near Madill;
- Lake Murray Lodge near Ardmore;
- Roman Nose Resort near Watonga; and
- Quartz Mountain Resort near Altus (under construction).

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

State resorts recorded steady growth in FY'00, increasing revenues to about \$8.3 million. Performing jobs from major maintenance to food service, about 170 full-time and 100 seasonal employees staff the 11 facilities. Because the facilities are located in predominately rural locations, the resorts are major employers and contributors to the local economies.

The new lodge at Quartz Mountain is scheduled to open in early 2001. The 120-room lodge will have a large dining hall and a 700-seat, state-of-the-art performing arts hall.

The Oklahoma Arts Institute sponsors a two-week residential school for Oklahoma teenagers at the facility known as the Oklahoma Summer Arts Institute. The program gives the students the opportunity to engage in intensive study in their chosen area of the visual, literary or performing arts. Students are chosen through a competitive audition process. The program uses the performing arts hall, while the students and teachers stay at the resort.

OKLAHOMA WELCOME CENTERS

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

Oklahoma operates 12 Welcome Centers:

- Thackerville;
- Capitol Building, Oklahoma City;
- Miami;
- Sallisaw;
- Colbert;
- Blackwell;
- Erick;
- Walters;
- Catoosa;
- Midwest City;
- northeast Oklahoma City; and
- Cherokee Turnpike in Delaware County.

About 30 full-time and 14 part-time employees staff the centers. During FY'00, over 1.3 million visitors stopped at the centers. Because of

increased travelers to the state as well as the opening of two new centers, OTRD is anticipating a 5% increase for FY'02.

During FY'01, construction was complete on the Thackerville Welcome Center, located on the Oklahoma-Texas border along Interstate 35.

Construction is expected to be complete for the Catoosa Welcome Center during FY'01. The center is located along the Will Rogers Turnpike, between Catoosa and Tulsa.

OKLAHOMA TODAY MAGAZINE

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. A staff of 12 full-time employees produces *Oklahoma Today*. The magazine also relies on the talent of freelance writers, photographers and art directors.

Oklahoma Today has a paid circulation of almost 50,000 and a readership of about 180,000. The magazine is distributed to newsstands in Oklahoma and surrounding states and is available on selected newsstands nationwide.

In FY'00, total net advertising sales increased 16% over FY'99. This increase is due largely to the increased advertising-to-editorial ratio in each issue. Subscription sales increased 16% from FY'99 to FY'00. Despite an overall declining trend for magazine markets, subscription sales are estimated to increase 5% for FY'01.

Oklahoma Today has received the "Magazine of the Year" title four times this decade and been named a finalist two times by the International Regional Magazine Association. The magazine also won four awards for advertising excellence.

STATE FILM OFFICE

In 2000, a theatrical remake of the film "Where the Red Fern Grows" was filmed in Tahlequah. Also filmed in the state that year were several independent feature films; corporate, instructional and music videos; and many national commercials.

Sponsored by the Film Commission and Oklahoma City Community College, the Oklahoma Film Institute, a unique, hands-on training

seminar, has given students an opportunity to learn the inner workings of a film set.

Through the use of familiarization trips, trade shows, film festivals, and industry conferences, Oklahoma makes its presence known in Hollywood and other entertainment communities.

The economic impact to the state due to film and television production totaled \$7.4 million for FY'00. The Commission estimates that the economic impact of filming will increase about 10% for FY'01.

TRAVEL AND TOURISM

The Travel and Tourism Division is the marketing and promotions arm of OTRD. The division's programs are designed to build awareness of the state as a destination spot while fostering understanding of the economic importance of the Oklahoma travel and tourism industry.

The 31-person staff in Oklahoma City oversees numerous public relations and information programs, directs the \$4 million "Oklahoma Native America" advertising campaign, markets Oklahoma to domestic and international tour operators and group leaders, and administers the multi-county matching funds program.

New brochures and publications planned for FY'01 include an African American brochure, American Indian brochure, Weekend Getaways guide, Asian brochure, German brochure and a Cheyenne Heritage Trail brochure.

The division answers and fulfills all phone requests for Oklahoma travel literature, sending more than 1 million pieces of literature in response to 350,000 requests annually.

The Traveler Response Information Program (TRIP) has been operational since 1998. TRIP was designed to improve the Oklahoma tourism fulfillment system by providing the best possible service and travel information to prospective travelers who call the toll-free number or visit the Oklahoma tourism website. The foundation for TRIP is a comprehensive database of Oklahoma tourism information that includes 50 chambers of commerce and convention and visitors' bureaus around the state.

Oklahoma's tourism website, www.travelok.com, continues to gain importance as a marketing tool. During FY'00, 450,932 people logged on to the website, and hits are expected to increase by one-third during FY'01.

The division has made advances in the international marketing program. Oklahoma is currently featured in more than 20 German tour operator catalogs, and the division has hosted 37 German tour operators and journalists since 1994. Research shows that every \$1 spent on German magazine advertising from FY'97 to FY'99 returned \$20.86 for the state economy. The division received more than 3,900 responses to German advertising in 1999.

PRIVATIZATION OF TOURISM FACILITIES

Various efforts have been under way by OTRD to engage in privatization. The department has made extensive use of outsourcing in the areas of maintenance, janitorial services, food service and lease-concessions.

In 1999, the department privatized the maintenance and upkeep for the State Capitol Park complex. Further, two state parks, Raymond Gary and Clayton Lake, have been leased to the local communities near the parks.

During the 1998 and 1999 legislative sessions, the Legislature authorized the agency to enter into contracts for private management and operations of the Lake Texoma and Quartz Mountain Resorts. In 2000, OTRD entered into such a private management contract with Interstate Hotels Inc. for operation of the Quartz Mountain Resort.