



March 8, 2016

Dear Colleagues:

It is hard to believe we are 2/3rds of the way through our fiscal year. Time seems to move so quickly now. And the volatility in the local and national economy seemingly brings new challenges almost daily.

I know we are all watching the new economic paradigm in Oklahoma carefully. I was intrigued yesterday to read an article yesterday in an industry newsletter titled "Yo-yo Gas Prices Confound Hotel Business". The crux of the article was that while cheaper gas should be a boon to the travel industry, the reality is that the steep drop in oil prices has had such a negative impact for many investors that they have to look closely at their investments before deciding to take that family trip. Suddenly it looks as though our state isn't the only location being negatively impacted by falling oil prices.

We know there are current and future challenges for Oklahoma City due to the energy industry rollercoaster. But a few things we have seen before, and continue to see, would appear to bode well for us. First is the historical trends of peaks and valleys in the oil industry. Many of Oklahoma City's most knowledgeable seem to believe that while we won't see the high peaks again the valleys won't be as deep either. And with our diversity in industries we do have a more sustainable future.

Second, we continue to be a solid value market that visitors enjoy, organizations like the NCAA appreciate, and fans of significant events feel comfortable coming to. With Big 12, NCAA, USOC activities and other major events that are of interest to leisure travelers and passionately involved participants, we should continue to be a city that benefits from quality events.

And third, we consistently see that parents will travel with families to let their children participate in sports such as softball, soccer, paddle sports or other activities, as will equine and other special event enthusiasts. Fortunately OKC is a mecca for many of these activities with a great central location that is easy to get to and affordable to spend time in. Combine those impressions with other business in the convention and leisure travel markets and we look to be in much better shape than we otherwise could be in.

But the most encouraging facts we see today are the raw numbers showing ongoing interest in OKC as a meetings/event destination. Through 8 months of the year, our leads numbers are at 75% of target while our definite room nights confirmed are 27% ahead of the same time last year. Certainly there is interest in OKC from many market sectors, and that is great news for us all.

Thanks for your partnership and we hope you all have a great March!

Mike Carrier, President



# **Industry Report February, 2016**

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[www.visitokc.com](http://www.visitokc.com)

## OKLAHOMA CITY HOSPITALITY INDUSTRY REPORT

Should you have any questions regarding the information contained in this report, please contact the appropriate department head. General questions about the e-mailing format or an updated e-mail address should be directed to Paula Marshall at (405) 297-8926 or [pmarshall@visitokc.com](mailto:pmarshall@visitokc.com).

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### Communications Department

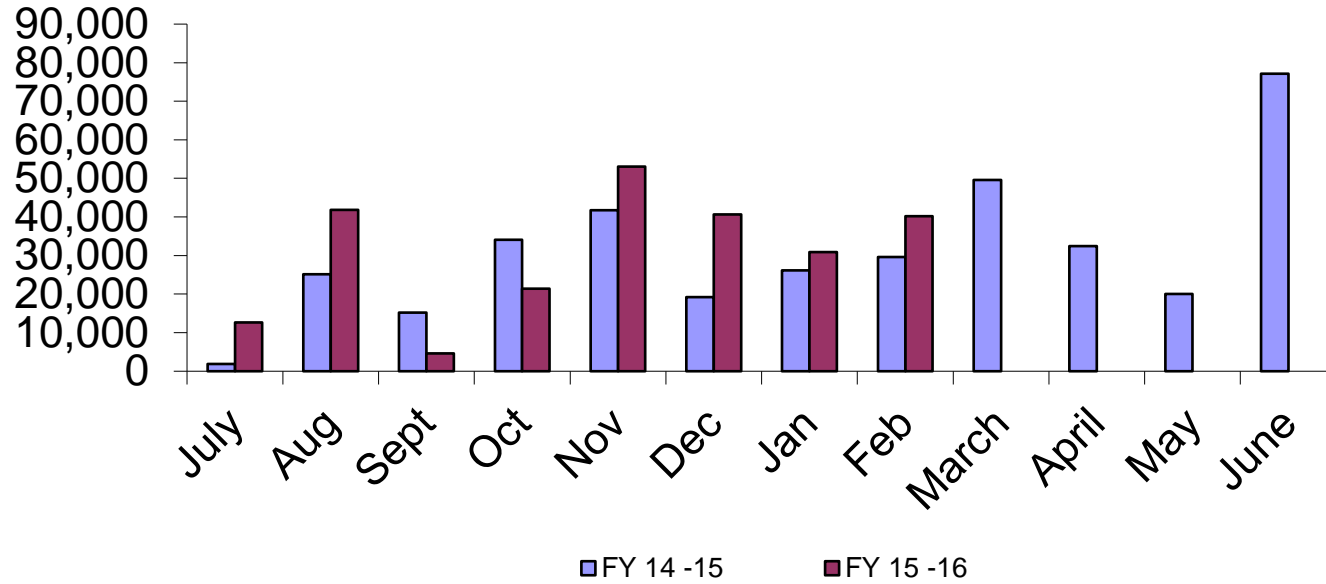
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# Convention Sales Definite Bookings

Room Nights



		Totals	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
FY 14 -15	=	372,088	1,844	25,104	15,160	34,042	41,707	19,216	26,142	29,595	49,619	32,483	20,033	77,143
FY 15 -16	=	245,128	12,631	41,825	4,595	21,363	53,034	40,639	30,868	40,173	0	0	0	0

**Convention Sales Department  
Complete Detail Report  
From 02/01/2016 to 02/29/2016**

**Definite Bookings**

<b>Agricultural, Commodities, Food/Food Products</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
National Reining Horse Association - NRHA Spring Judges School	Regional	03/08/2016 - 03/11/2016	50	30	120	MO
HQ Hotel: Wyndham Garden Hotel Oklahoma City						
<b>Agricultural, Commodities, Food/Food Products - 1</b>			<b>50</b>	<b>30</b>	<b>120</b>	
<b>Athletic &amp; Sports/Recreation</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Friends of Multisport, Inc. - 2016 Go Girl Run	National	03/25/2016 - 03/26/2016	1,200	500	800	JB
HQ Hotel: Aloft Oklahoma City Downtown-Bricktown						
American Ninja Warrior - American Ninja Warrior - OKC	National	05/05/2016 - 05/17/2016	125	135	850	SH
HQ Hotel: Sheraton Hotel Oklahoma City Downtown						
Oklahoma Secondary School Activities Association (OSSAA) - 2016 Girls State High School Golf Championships	State	05/06/2016 - 05/07/2016	500	150	300	JB
HQ Hotel: Various Hotels						
Oklahoma Secondary School Activities Association (OSSAA) - 2016 Girls State High School Tennis Championships	State	05/06/2016 - 05/07/2016	1,400	325	525	JB
HQ Hotel: Various Hotels						
Oklahoma Secondary School Activities Association (OSSAA) - 2016 Boys State High School Golf Championships	State	05/13/2016 - 05/14/2016	500	150	300	JB
HQ Hotel: Various Hotels						
Oklahoma Secondary School Activities Association (OSSAA) - 2016 Boys State High School Tennis Championships	State	05/13/2016 - 05/14/2016	1,400	350	550	JB
HQ Hotel: Various Hotels						
NCAA - Women's College World Series 2016	National	05/31/2016 - 06/08/2016	9,500	2,700	12,768	SH
HQ Hotel: Sheraton Hotel Oklahoma City Downtown						
Amateur Softball Association - 2016 Team USA Camp	National	06/12/2016 - 06/18/2016	45	40	240	SH
HQ Hotel: Residence Inn Downtown Bricktown						
USA Canoe/Kayak (USACK) - 2016 Slalom Age Group National Championships	National	08/03/2016 - 08/06/2016	500	250	630	SH
HQ Hotel: Various Hotels						
USA Canoe/Kayak (USACK) - 2016 Sprint National Championships	National	08/03/2016 - 08/06/2016	500	350	1,400	SH
HQ Hotel: Various Hotels						
Oklahoma City Boathouse Foundation (OKCBF) - Head of the Oklahoma Regatta 2016	National	09/29/2016 - 10/02/2016	9,500	1,500	3,905	SH
HQ Hotel: Various Hotels						
<b>Athletic &amp; Sports/Recreation - 11</b>			<b>25,170</b>	<b>6,450</b>	<b>22,268</b>	
<b>Automotive</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
The Enthusiast Network - Hot Rod Power Tour	National	06/14/2016 - 06/16/2016	5,000	2,600	2,650	DJ
HQ Hotel: Crowne Plaza Oklahoma City						
<b>Automotive - 1</b>			<b>5,000</b>	<b>2,600</b>	<b>2,650</b>	
<b>Corporate</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>

Express Employment Professionals - Express New Franchise Training March 2016	National	03/13/2016 - 03/25/2016	15	10	130	DW
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						
FortuneBuilders, Inc. - FortuneBuilders OKC 2016	Regional	04/07/2016 - 04/10/2016	150	10	40	MO
HQ Hotel: Sheraton Hotel Oklahoma City Downtown						
Walmart Security Technology - Walmart Security Technology Yearly Meeting	Regional	04/12/2016 - 04/15/2016	58	34	102	MO
HQ Hotel: Courtyard by Marriott Downtown						
Walmart Security Technology - Walmart Security Technology Group	Regional	04/13/2016 - 04/15/2016	57	34	68	MO
HQ Hotel: Courtyard by Marriott Downtown						
Frontline Technologies - Aesop Certification Course	Regional	06/14/2016 - 06/15/2016	15	10	15	MO
HQ Hotel: Crowne Plaza Oklahoma City						
Schaeffer Manufacturing Company - Schaeffer Meeting Summer S Central Region Sales Meeting 2016	Regional	06/22/2016 - 06/24/2016	50	41	81	MO
HQ Hotel: Sheraton Hotel Oklahoma City Downtown						
<b>Corporate - 6</b>			<b>345</b>	<b>139</b>	<b>436</b>	
<b>Educational</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Oklahoma Association of School Resource Officers - 2016 Oklahoma School Security Conference	Regional	06/26/2016 - 06/29/2016	200	20	55	MO
HQ Hotel: Crowne Plaza Oklahoma City						
Missouri Valley Section- Institute of Transportation Engineers (MOTIVE) - 2016 MOVITE Fall Meeting	Regional	09/13/2016 - 09/16/2016	200	100	215	MO
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						
<b>Educational - 2</b>			<b>400</b>	<b>120</b>	<b>270</b>	
<b>Environmental</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Southern Gas Association - SGA 2016 Engine Emissions Stack Testing & Analyzer Workshop	Regional	10/18/2016 - 10/20/2016	75	40	120	MO
HQ Hotel: Skirvin Hilton Oklahoma City						
<b>Environmental - 1</b>			<b>75</b>	<b>40</b>	<b>120</b>	
<b>Fraternal</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Farmhouse Foundation - Board Meeting 2016	Regional	11/03/2016 - 11/06/2016	50	20	60	MO
HQ Hotel: Skirvin Hilton Oklahoma City						
<b>Fraternal - 1</b>			<b>50</b>	<b>20</b>	<b>60</b>	
<b>Government, Public Administration</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Oklahoma State Department of Health - 2016 WIC Nutrition Conference	State	03/10/2016 - 03/11/2016	70	50	55	GT
HQ Hotel: Embassy Suites Oklahoma City Downtown/Medical Center						
Federation of Tax Administrators (FTA) - Tobacco Central Region Conference 2016	Regional	04/03/2016 - 04/06/2016	50	30	75	MO
HQ Hotel: Wyndham Garden Hotel Oklahoma City						
International Fire Service Accreditation Congress - 2016 IFSAC Annual Conference	International	04/26/2016 - 05/01/2016	100	80	360	GT
HQ Hotel: Sheraton Hotel Oklahoma City Downtown						
Tinker Air Force Base - TODO Conference	International	09/05/2016 - 09/09/2016	135	125	500	MO
HQ Hotel: Wyndham Garden Hotel Oklahoma City						
Executive Service Corps of OK - ESC-US National Conference	National	09/15/2016 - 09/17/2016	25	22	44	MO
HQ Hotel: Sheraton Hotel Oklahoma City Downtown						
<b>Government, Public Administration - 5</b>			<b>380</b>	<b>307</b>	<b>1,034</b>	

Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
OKC Kennel Club Mid Del Kennel Club - 2016 OKC Summer Classic	National	06/28/2016 - 07/03/2016	3,500	416	1,920	DW
HQ Hotel: Sheraton Hotel Oklahoma City Downtown						
<b>Hobby &amp; Vocational - 1</b>			<b>3,500</b>	<b>416</b>	<b>1,920</b>	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Barrel Futurities of America - World Championship Barrel Racing Futurity	International	12/07/2016 - 12/11/2016	6,125	1,800	9,000	AA
HQ Hotel: Various Hotels						
Kansas Quarter Horse Association - Prairie Classic 2017	Regional	02/08/2017 - 02/12/2017	2,170	250	1,000	AY
HQ Hotel: Various Hotels						
<b>Marquee Events - 2</b>			<b>8,295</b>	<b>2,050</b>	<b>10,000</b>	
Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Medical Research Foundation - AIRI IT Meeting	National	04/03/2016 - 04/05/2016	50	40	100	JD
HQ Hotel: Colcord Hotel						
<b>Medical/Pharmaceutical - 1</b>			<b>50</b>	<b>40</b>	<b>100</b>	
Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
International Pentecostal Holiness Church - School of Missions	Regional	06/06/2016 - 06/09/2016	70	65	260	DW
HQ Hotel: Holiday Inn Express & Suites Oklahoma City Northwest Quail Springs						
<b>Religious - 1</b>			<b>70</b>	<b>65</b>	<b>260</b>	
Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Fractionation Research, Inc - May 2016 Meeting	National	05/23/2016 - 05/26/2016	50	50	100	JD
HQ Hotel: Skirvin Hilton Oklahoma City						
Society of Petroleum Engineers - 2017 Oil and GAs Symposium	State	03/27/2017 - 03/29/2017	1,000	25	65	MO
HQ Hotel: Skirvin Hilton Oklahoma City						
<b>Scientific, Engineering, Technical, Computers - 2</b>			<b>1,050</b>	<b>75</b>	<b>165</b>	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Roofing Contractors Association - 2016 Annual Convention & Tradeshow	State	03/02/2016 - 03/04/2016	2,500	330	660	GT
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						
<b>State Assn - 1</b>			<b>2,500</b>	<b>330</b>	<b>660</b>	
Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Southeastern Electric Exchange, Inc. - Metering & Distribution Service Devices Committee Meeting	Regional	10/24/2016 - 10/27/2016	25	20	60	MO
HQ Hotel: Skirvin Hilton Oklahoma City						
<b>Trade, Commercial Or Business - 1</b>			<b>25</b>	<b>20</b>	<b>60</b>	
Wedding	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Woods/Brown Wedding - Woods/Brown Wedding 2016	State	06/10/2016 - 06/12/2016	250	35	50	MO
HQ Hotel: Hilton Garden Inn Oklahoma City - Bricktown						
<b>Wedding - 1</b>			<b>250</b>	<b>35</b>	<b>50</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	3	6,360	2,005	9,860	
	National	13	30,010	8,613	25,537	

	Regional	14	3,220	704	2,271	
	State	8	7,620	1,415	2,505	
<b>Total # of Definite Bookings:</b>		<b>38</b>	<b>Totals: 47,210</b>	<b>12,737</b>	<b>40,173</b>	

## Sales Leads

<b>Agricultural, Commodities, Food/Food Products</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
National Reining Horse Association - NRHA Spring Judges School	Regional	03/08/2016 - 03/11/2016	50	30	120	MO

**Agricultural, Commodities, Food/Food Products - 1** **50** **30** **120**

<b>Athletic &amp; Sports/Recreation</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
North Oklahoma City Soccer Club - Red Earth Invitational 2016	Regional	04/22/2016 - 04/24/2016	2,000	450	1,000	JB
United States Tennis Association - Missouri Valley - 2016 USTA Missouri Valley 12U-14U	Regional	05/28/2016 - 05/30/2016	500	200	600	JB
Amateur Softball Association - Men's National Slowpitch Softball Team - Boarder Battle with Canada	International	07/03/2016 - 07/07/2016	500	41	164	SH
Mid America Youth Basketball (MAYB) - 2016 Girls National Tournament	National	08/04/2016 - 08/07/2016	3,500	1,200	4,350	JB
Amateur Softball Association - 2016 ASA Men's B Slow Pitch National Championship	National	08/26/2016 - 08/28/2016	1,500	330	990	SH
Adrenaline Sports Management - 2016 Santa Hustle	Regional	11/18/2016 - 11/20/2016	2,000	200	330	JB
International Gay Bowling Organization (IGBO) - 2017 Mid-Year Convention & Tournament	International	11/07/2017 - 11/13/2017	350	125	435	JB

**Athletic & Sports/Recreation - 7** **10,350** **2,546** **7,869**

<b>Corporate</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Express Employment Professionals - Express New Franchise Training March 2016	National	03/13/2016 - 03/25/2016	15	10	130	DW
Express Employment Professionals - Express New Franchise Training April 2016	National	04/10/2016 - 04/22/2016	15	10	120	DW
Walmart Security Technology - Walmart Security Technology Group	Regional	04/13/2016 - 04/15/2016	57	34	68	MO
Wipfli LLP - Wipfli Training- OK	National	05/23/2016 - 05/26/2016	100	28	84	MO
Aimia - Year Beginning Meeting 2017	National	01/25/2017 - 02/04/2017	7,000	4,241	12,726	JD
Aimia - Walmart - Holiday Meeting 2017	National	08/16/2017 - 08/26/2017	6,000	4,241	12,726	JD
Aimia - Year Beginning Meeting 2018	National	01/24/2018 - 02/03/2018	7	4,241	12,726	JD
Aimia - Walmart - Holiday Meeting 2018	National	08/15/2018 - 08/25/2018	6,000	4,241	12,726	JD

**Corporate - 8** **19,194** **17,046** **51,306**

<b>Cultural, Fine Arts, Libraries</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Dead Center Film Festival - 2016 Dead Center Film Festival	National	06/08/2016 - 06/12/2016	1,500	85	320	DW

**Cultural, Fine Arts, Libraries - 1** **1,500** **85** **320**

<b>Educational</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Staff Development for Educators, Inc. - SDE- Conference for Oklahoma Pre K & K Teachers 2017	Regional	02/22/2017 - 02/24/2017	350	40	80	MO
National Council of University Research Administrators - 2017 NCURA Region V Annual Regional Meeting	National	04/21/2017 - 04/25/2017	200	125	400	DW



National History Bee - National History Bee 2018	National	05/09/2018 - 05/13/2018	8,000	2,000	6,700	DW
Southern Association for Institutional Research - SAIR 2019 Annual Conference	National	10/03/2019 - 10/08/2019	400	381	1,250	DW
<b>Educational - 4</b>			<b>8,950</b>	<b>2,546</b>	<b>8,430</b>	
<b>Equine</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Appaloosa Horse Club - Board of Directors Meeting and Awards Banquet	National	04/06/2017 - 04/09/2017	125	50	110	MO
<b>Equine - 1</b>			<b>125</b>	<b>50</b>	<b>110</b>	
<b>Ethnic</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Delta Sigma Theta Sorority, Inc. - Central Regional Conference 2020	Regional	08/04/2020 - 08/10/2020	600	200	676	JD
<b>Ethnic - 1</b>			<b>600</b>	<b>200</b>	<b>676</b>	
<b>Fraternal</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
National Beta Club - 2017 Oklahoma Beta Club State Convention	State	02/27/2017 - 02/28/2017	400	119	165	GT
National Beta Club - 2018 Oklahoma Beta Club State Convention	State	03/05/2018 - 03/06/2018	400	119	165	GT
<b>Fraternal - 2</b>			<b>800</b>	<b>238</b>	<b>330</b>	
<b>Government, Public Administration</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
U.S. Department of Agriculture - Farm Service Agency - 2016 Farm Loan Programs	National	03/29/2016 - 03/31/2016	125	110	220	GT
The Bizzell Group - 2016 Department of Transportation Training Seminar	National	12/05/2016 - 12/06/2016	200	100	200	GT
<b>Government, Public Administration - 2</b>			<b>325</b>	<b>210</b>	<b>420</b>	
<b>Hobby &amp; Vocational</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Gospel Singers Tour Group - Gospel Singers Tour Group OKC	National	04/07/2016 - 04/08/2016	15	15	15	MO
C2 Ventures / Comic Con - 2016 Geekinomicon OKC	National	09/01/2016 - 09/05/2016	10,000	3,500	7,200	DW
Cat Fanciers' Association - CFA Annual Program 2016	National	11/17/2017 - 11/20/2017	500	200	500	DW
<b>Hobby &amp; Vocational - 3</b>			<b>10,515</b>	<b>3,715</b>	<b>7,715</b>	
<b>Marquee Events</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Barrel Futurities of America - World Championship Barrel Racing Futurity	International	12/06/2017 - 12/11/2017	6,125	1,800	9,000	AA
<b>Marquee Events - 1</b>			<b>6,125</b>	<b>1,800</b>	<b>9,000</b>	
<b>Meetings, Convention, Tourism Industry Events</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Meeting Professionals International - May Retreat	International	05/12/2016 - 05/14/2016	16	16	32	MO
<b>Meetings, Convention, Tourism Industry Events - 1</b>			<b>16</b>	<b>16</b>	<b>32</b>	
<b>Religious</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
General Board of Discipleship for the United Methodist Church - Multi-Ethnic Church Planting Event 2016	National	11/01/2016 - 11/03/2016	200	114	243	DW
LifeWay Christian Resources - 2017 Living Proof Live	National	06/22/2017 - 06/25/2017	6,000	1,044	1,443	DW
Association of Professional Chaplains - 2018 Joint APC/NACC Conference	National	06/17/2018 - 06/25/2018	1,000	842	3,554	DW

Church of God of Prophecy International - 2018 International Assembly	International	07/06/2018 - 07/16/2018	8,000	1,450	8,480	DW
North American Division Corporation of Seventh-Day Adventists - ASI International Convention 2019	National	07/25/2019 - 08/05/2019	3,000	775	4,050	DW
<b>Religious - 5</b>			<b>18,200</b>	<b>4,225</b>	<b>17,770</b>	

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Floodplain Managers Association - 2017 Annual Conference	State	09/17/2017 - 09/20/2017	200	100	260	GT
<b>State Assn - 1</b>			<b>200</b>	<b>100</b>	<b>260</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	5	14,991	3,432	18,111	
	National	23	55,402	27,883	82,783	
	Regional	7	5,557	1,154	2,874	
	State	3	1,000	338	590	
<b>Total # of Sales Leads:</b>		<b>38</b>	<b>Totals: 76,950</b>	<b>32,807</b>	<b>104,358</b>	

### Definite Bookings Adjustments

Scope	Count	Attend	Peak Rooms	Room Nights
<b>Total # of Definite Bookings Adjustments:</b>	<b>0</b>	<b>Totals: 0</b>	<b>0</b>	<b>0</b>

### Sales Leads Adjustments

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma State Department of Health - 2016 WIC Nutrition Conference	State	03/10/2016 - 03/11/2016	-150	50	-355	GT
<b>Government, Public Administration - 1</b>			<b>-150</b>	<b>50</b>	<b>-355</b>	
Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
International Pentecostal Holiness Church - School of Missions	Regional	06/06/2016 - 06/09/2016	0	65	-40	DW
<b>Religious - 1</b>			<b>0</b>	<b>65</b>	<b>-40</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	Regional	1	0	65	-40	
	State	1	-150	50	-355	
<b>Total # of Sales Leads Adjustments:</b>		<b>2</b>	<b>Totals: -150</b>	<b>115</b>	<b>-395</b>	

### Bid Books

Scope	Count	Attend	Peak Rooms	Room Nights
<b>Total # of Bid Books:</b>	<b>0</b>	<b>Totals: 0</b>	<b>0</b>	<b>0</b>

### Site Inspection - Sales

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Association of Intercollegiate Athletics (NAIA) - 2017 Women's Golf National Championships	National	05/23/2017 - 05/26/2017	500	200	1,000	JB
International Gay Bowling Organization (IGBO) - 2017 Mid-Year Convention & Tournament	International	11/07/2017 - 11/13/2017	350	125	435	JB
National Association of Intercollegiate Athletics (NAIA) - 2018 Women's Golf National Championships	National	05/22/2018 - 05/25/2018	500	200	1,000	JB
<b>Athletic &amp; Sports/Recreation - 3</b>			<b>1,350</b>	<b>525</b>	<b>2,435</b>	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
US Department of Agriculture - Office of Inspector General - 2016 OIG Audit Professional Development Conference	National	05/01/2016 - 05/06/2016	230	230	1,150	GT

**Government, Public Administration - 1** **230**      **230**      **1,150**

	Scope	Count	Attend	Peak Rooms	Room Nights
	International	1	350	125	435
	National	3	1,230	630	3,150
<b>Total # of Site Inspection - Sales:</b>		<b>4</b>	<b>Totals: 1,580</b>	<b>755</b>	<b>3,585</b>

**Site Inspection - Services**

	Scope	Count	Attend	Peak Rooms	Room Nights
<b>Total # of Site Inspection - Services:</b>		<b>0</b>	<b>Totals: 0</b>	<b>0</b>	<b>0</b>

**Lost Business**

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Cattlemen's Association - Annual Convention	State	07/20/2017 - 07/22/2017	650	250	550	DW
Reason(s): • Committee politics						
<b>Agricultural, Commodities, Food/Food Products - 1</b>			<b>650</b>	<b>250</b>	<b>550</b>	

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
HelmsBriscoe - 2016/SDE-Conference for OK Pre-K & 1st Grade Teachers	National	02/07/2016 - 02/09/2016	565	40	80	GT
Reason(s): • Lower hotel rate in other city						
HilltopSecurities - 2016 Arbitrage Rebate Conference	Regional	04/13/2016 - 04/15/2016	40	20	40	MO
Reason(s): • Rotation schedule						
Aimia - Year Beginning Meeting 2017	National	01/25/2017 - 02/04/2017	7,000	4,241	12,726	JD
Reason(s): • Conv Ctr Bldg/Capability						
Aimia - Walmart - Holiday Meeting 2017	National	08/16/2017 - 08/26/2017	6,000	4,241	12,726	JD
Reason(s): • Conv Ctr Bldg/Capability						
Aimia - Year Beginning Meeting 2018	National	01/24/2018 - 02/03/2018	7	4,241	12,726	JD
Reason(s): • Conv Ctr Bldg/Capability						
Aimia - Walmart - Holiday Meeting 2018	National	08/15/2018 - 08/25/2018	6,000	4,241	12,726	JD
Reason(s): • Conv Ctr Bldg/Capability						
<b>Corporate - 6</b>			<b>19,612</b>	<b>17,024</b>	<b>51,024</b>	

Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Marathon Press, Inc. - Marathon Press Photography Workshop	Regional	02/22/2016 - 02/26/2016	40	25	100	MO
Reason(s): • Lack of hotel response						
<b>Cultural, Fine Arts, Libraries - 1</b>			<b>40</b>	<b>25</b>	<b>100</b>	

Ethnic	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Delta Sigma Theta Sorority, Inc. - Central Regional Conference	National	05/31/2016 - 06/04/2016	600	180	610	JD
Reason(s): • Lower hotel rate in other city						
National Baptist Convention of America, Inc. - Mid-Winter Board and mini congress	Regional	02/19/2017 - 02/23/2017	500	225	760	JD

Reason(s):

- No response from Meeting Planner

National Society of Black Engineers - 2017 Fall Regional Conference	Regional	11/02/2017 - 11/04/2017	750	110	240	JD
Reason(s):						
• Lower hotel rate in other city						

**Ethnic - 3** **1,850** **515** **1,610**

<b>Fraternal</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Delta Mu Delta - 2017 Biennial Meeting	National	11/01/2017 - 11/05/2017	100	70	180	JD
Reason(s):						
• Committee politics						

**Fraternal - 1** **100** **70** **180**

<b>Government, Public Administration</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
National States Geographic Information Council - 2016 Midyear Conference	National	02/06/2016 - 02/11/2016	150	85	247	GT
Reason(s):						
• Return to same hotel/city						

U.S. Department of Agriculture - Farm Service Agency - 2016 Farm Loan Programs	National	03/29/2016 - 03/31/2016	125	110	220	GT
Reason(s):						
• Meeting cancelled						

**Government, Public Administration - 2** **275** **195** **467**

<b>Health &amp; Medical</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Oklahoma Hemophilia Foundation - 2016 Annual Meeting	Regional	08/26/2016 - 08/27/2016	275	55	55	MO
Reason(s):						
• Lower hotel rate in other city						
American Society of PeriAnesthesia Nurses - Leadership Development Institute	National	09/16/2016 - 09/18/2016	120	65	130	MO
Reason(s):						
• Return to same hotel/city						
American Board of Rehabilitation Psychology - American Board of Rehabilitation Psychology	National	02/21/2017 - 02/26/2017	200	150	460	JD
Reason(s):						
• Lack of hotel response						

**Health & Medical - 3** **595** **270** **645**

<b>Hobby &amp; Vocational</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Pure American Pageants TX - Pure American Pageant 2016	Regional	01/22/2016 - 01/24/2016	100	56	102	MO
Reason(s):						
• No response from Meeting Planner						

Trilogy Entertainment - 2016 National Competition	National	07/19/2016 - 07/24/2016	150	83	415	DW
Reason(s):						
• No response from Meeting Planner						

**Hobby & Vocational - 2** **250** **139** **517**

<b>Military Reunions</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
VMF/VMA211 - 2016 Reunion	Regional	10/04/2016 - 10/09/2016	45	25	125	MO
Reason(s):						
• Lower hotel rate in other city						

**Military Reunions - 1** **45** **25** **125**

<b>Religious</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
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Progressive National Baptist Convention - Annual North American Convention	National	07/30/2005 - 08/05/2005	10,000	2,000	10,000	MW
Reason(s): • Internal decision-did not disclose						
National Council of Korean Presbyterian Churches - Natl Council of Korean Presbytertian Church	National	06/26/2016 - 07/01/2016	300	120	400	DW
Reason(s): • Committee politics						
The Church of The Living God International, Inc - The Church of the Living God International	National	05/23/2018 - 05/29/2018	800	150	463	JD
Reason(s): • Lack of hotel response						
The Church of The Living God International, Inc - The Church of the Living God International	National	05/20/2020 - 05/26/2020	800	150	463	JD
Reason(s): • Lack of hotel response						
<b>Religious - 4</b>			<b>11,900</b>	<b>2,420</b>	<b>11,326</b>	

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Association of County Office Employees - OKASCOE Convention	Regional	07/15/2016 - 07/17/2016	40	30	60	MO
Reason(s): • Lower hotel rate in other city						
<b>State Assn - 1</b>			<b>40</b>	<b>30</b>	<b>60</b>	

Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Thirty-One Gifts - Western National Conference	National	07/18/2017 - 07/24/2017	5,000	1,785	5,690	JD
Reason(s): • Unable to get preferred dates						
National Chimney Sweep Guild - National chimney Sweep Guild Annual Convention and Trade Show	National	03/18/2018 - 03/25/2018	500	310	1,240	JD
Reason(s): • Lack of hotel response						
<b>Trade, Commercial Or Business - 2</b>			<b>5,500</b>	<b>2,095</b>	<b>6,930</b>	

Scope	Count	Attend	Peak Rooms	Room Nights
National	18	38,417	22,262	71,502
Regional	8	1,790	546	1,482
State	1	650	250	550
<b>Total # of Lost Business:</b>		<b>27</b>	<b>Totals: 40,857</b>	<b>23,058</b>
<b>73,534</b>				

### Conventions Serviced

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The Regional Food Bank of Oklahoma - Central Food Bank Conference	Regional	02/18/2016 - 02/19/2016	80	0	0	ER
American Fisheries Society - Southern Division - Oklahoma Chapter of the American Fisherier Society-Oklahoma Natural Resources Conference 2016	National	02/24/2016 - 02/26/2016	200	100	150	DW
Oklahoma Grain and Feed Association - Oklahoma Grain and Feed Association Winter Meeting	Regional	02/24/2016 - 02/25/2016	75	12	12	MO
<b>Agricultural, Commodities, Food/Food Products - 3</b>			<b>355</b>	<b>112</b>	<b>162</b>	

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Amateur Softball Association - 2016 JO (Junior Olympic) Workshop	National	02/04/2016 - 02/07/2016	120	95	290	SH

Women's Collegiate Wrestling Association - 2016 National Championships	National	02/11/2016 - 02/13/2016	7,500	1,000	4,000	JB
Bart Conner Gymnastics Academy - 2016 Nadia Comaneci International Invitational/Bart & Nadia Sports Experience	International	02/12/2016 - 02/14/2016	3,500	350	925	SH
Oklahoma Kids Wrestling Association - State Open Championships 2016	State	02/19/2016 - 02/20/2016	3,000	900	1,200	JB
B & L Events and Global Bodybuilding Organization - Surg Nubret Classic - 2016	International	02/26/2016 - 02/28/2016	450	50	100	SH
Oklahoma Secondary School Activities Association (OSSAA) - 2016 State High School Wrestling Championships	State	02/26/2016 - 02/27/2016	7,500	500	1,200	JB
<b>Athletic &amp; Sports/Recreation - 6</b>			<b>22,070</b>	<b>2,895</b>	<b>7,715</b>	

Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Mountain Plains Museums Association - Board Meeting	National	02/09/2016 - 02/11/2016	10	10	20	JD
<b>Cultural, Fine Arts, Libraries - 1</b>			<b>10</b>	<b>10</b>	<b>20</b>	

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Southern Association of Collegiate Registrars & Admissions Officers - SACRAO Annual Meeting	Regional	02/06/2016 - 02/10/2016	350	375	1,350	AY
<b>Educational - 1</b>			<b>350</b>	<b>375</b>	<b>1,350</b>	

Fraternal	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Alpha Kappa Psi - Professional Business Leadership Institute	International	02/05/2016 - 02/07/2016	600	78	156	JD
National Sorority of Phi Delta Kappa, Inc - Southwest Regional	Regional	02/25/2016 - 02/28/2016	400	133	273	JD
Alpha Tau Omega National Fraternity - Emerging Leaders Conference 2016	National	02/26/2016 - 02/28/2016	111	15	30	MO
<b>Fraternal - 3</b>			<b>1,111</b>	<b>226</b>	<b>459</b>	

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
University of Central Oklahoma - South Central Society for Eighteenth-Century Studies	Regional	02/24/2016 - 02/27/2016	100	60	210	DW
Internal Revenue Service - IRS New Member Training	National	02/29/2016 - 03/04/2016	30	0	0	ER
IRS - New Member Training	National	02/29/2016 - 03/04/2016	30	0	0	ER
<b>Government, Public Administration - 3</b>			<b>160</b>	<b>60</b>	<b>210</b>	

Insurance	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
University of Central Oklahoma - 2016 National Tornado Summit	National	02/29/2016 - 03/02/2016	850	202	471	GT
<b>Insurance - 1</b>			<b>850</b>	<b>202</b>	<b>471</b>	

Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Kansas Quarter Horse Association - Prairie Classic 2016	Regional	02/10/2016 - 02/14/2016	2,170	250	1,000	AA
<b>Marquee Events - 1</b>			<b>2,170</b>	<b>250</b>	<b>1,000</b>	

Meetings, Convention, Tourism Industry Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Allied Tour and Travel - Texas Coastal Winter Escape	Regional	02/05/2016 - 02/06/2016	35	0	0	ER
Association of Destination Management Executives International - 2016 Annual Conference	International	02/09/2016 - 02/14/2016	220	125	465	GT

**Meetings, Convention, Tourism  
Industry Events - 2**

**255**

**125**

**465**

<b>Religious</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
SLU Lift Oklahoma - SLU Lift Oklahoma 2015	National	02/11/2016 - 02/13/2016	50	28	64	MO
International Pentecostal Holiness Church Heartland Chapter - Heartland Conference IPHC	Regional	02/12/2016 - 02/13/2016	75	30	30	MO
National Association of Church Personnel Administrators - 2016 Convocation	National	02/17/2016 - 02/19/2016	150	0	0	ER
<b>Religious - 3</b>			<b>275</b>	<b>58</b>	<b>94</b>	

<b>Wedding</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Willis Wedding - Willis Wedding 2016	Regional	02/05/2016 - 02/07/2016	370	0	0	ER
<b>Wedding - 1</b>			<b>370</b>	<b>0</b>	<b>0</b>	

	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>
	International	4	4,770	603	1,646
	National	10	9,051	1,450	5,025
	Regional	9	3,655	860	2,875
	State	2	10,500	1,400	2,400
<b>Total # of Conventions Serviced:</b>		<b>25</b>	<b>Totals: 27,976</b>	<b>4,313</b>	<b>11,946</b>

**Tourism Tours Booked  
Complete Detail Report  
From 02/01/2016 to 02/29/2016**

Origin	Arrival Date	Trip Type	Days	Passengers	Rooms	Room Nights
Stillwater, OK	02/01/16	Day Tour	1	30	0	0
Northfield, MN	02/03/16	Over Night	2	75	25	25
Norman, OK	02/04/16	Day Tour	1	38	0	0
Stillwater, OK	02/06/16	Day Tour	1	45	0	0
Murdock, MN	02/06/16	Over Night	2	20	11	11
Vinita, OK	02/08/16	Day Tour	2	21	0	0
Detroit, MI	02/09/16	Over Night	3	44	22	44
Lawton, OK	02/10/16	Day Tour	1	60	0	0
Freemont, NE	02/10/16	Over Night	2	35	18	18
Tulsa, OK	02/11/16	Day Tour	1	12	0	0
Broken Arrow, OK	02/11/16	Day Tour	1	15	0	0
McKinney, TX	02/13/16	Day Tour	1	30	0	0
Quincy, IL	02/15/16	Over Night	2	33	17	17
Millersburg, OH	02/17/16	Over Night	2	50	26	26
Skiatook, OK	02/19/16	Day Tour	1	15	0	0
Montevallo, AL	02/20/16	Day Tour	1	19	0	0
Wilmar, MN	02/23/16	Over Night	2	46	23	23
Checotah, OK	02/24/16	Day Tour	1	71	0	0
Miami, OK	02/24/16	Day Tour	1	17	0	0
Marshall, MN	02/25/16	Over Night	2	52	26	26
Lawton, OK	02/27/16	Day Tour	1	30	0	0
Stillwater, OK	02/28/16	Day Tour	1	27	0	0
<b>Tours Booked Total: 22</b>				<b>785</b>	<b>168</b>	<b>190</b>



**Tourism Department Detail Report  
February 1-28, 2016**

**Tour Operator Shows**

	Attendance	Attended	
Total Number of Tour Operator Shows			6

**Group Leader Shows**

	Attendance	Attended	
Select Travel		S. Price	
Total Number of Group Leader Shows to Date			3

**Consumer Shows**

	Attendance	Attended	
Canadian Snowbird Extravaganza		S. Price	
Fort Worth Home and Garden Show		S. Price/T.Compton	
Wichita Women's Fair		T.Compton	
St. Louis Working Women's Show		S. Price	
LA Travel Show		S. Price	
San Antonio Home and Garden Show		T. Compton	
Total Number of Consumer Shows to Date			11

**Education Programs**

	Attendance	Attended	
Total Number of Education Programs to Date			2

**Sporting Events**

	Attendance	Attended	
Total Number of Sporting Events to Date			

**Site Inspections/FAM Tours**

	Attendance	Attended	
Total Number of Site Inspections/FAM Tours to Date			2

**Convention Support**

	Attendance	Attended	
Total Number of Convention Support Functions Attended to Date			

**Attractions Meeting**

	Attendance	Attended	
Total Number of Attractions Meetings to Date			

**Special Projects**

CTA Training - February 4 - Andy Alligator's Fun Park
CTA Networking Event - February 16 at Skirvin/Red Piano Bar - Artist in Residence
Group Tour Planner Requests - 26

**2016 MAJOR EVENTS CALENDAR  
STATE FAIR PARK**

**TENTATIVE DATES**

January 15 - 17	International Finals Rodeo
February 11 - 14	Prairie Classic Quarter Horse Show
March 13 - 18	Oklahoma Youth Expo
March 24 - 27	OQHA Spring Show
April 7 - 10	Oklahoma Centennial Horse Show
April 14 - 16	Southern Plains Farm Show
April 15 - 16	AQHA Level 1 Championships
April 21 - 24	Better Barrel Races World Finals
June 2 - 12	OQHA Redbud Spectacular
June 14 - 21	Non Pro Cutting Horse Show
June 25 – July 2	National Reining Horse Derby
July 6 - 17	GO Hunter Jumper Horse Show
July 23 – 30	Arabian Horse Association Youth Nationals
August 5 – 13	AQHA Youth World Championship Show
August 19 - 21	Summer Shootout Barrel Racing
September 15 - 25	Oklahoma State Fair
October 8 - 15	Grand National Morgan Horse Show
October 22 – 30	U.S. Team Roping Championships
November 4 - 19	AQHA World Championship Quarter Horse Show
November 24– Dec 3	National Reining Horse Futurity
December 6 - 10	World Barrel Racing Futurity
December 28 – 31	Oklahoma Paint Horse Holiday Classic