



August 20, 2015

Dear Colleagues:

After a truly great FY2015 we are now a full month through FY2016. It is really amazing how time moves on so fast.

I want to thank everyone for their work in the just completed fiscal year. The collective work of the CVB and our partners set a new record number of definite room nights of business booked at 372,088. In comparing this to the "fair share" projections by Dr. George Fenich in his Destination Attractiveness Model study of 358,931 we beat the target by over 13,000 room nights. Certainly being able to bring Legal Shield back and adding the Arabian Youth Championships were 2 of numerous factors in helping set this new record. These events and more are examples of the cooperative nature of booking business in Oklahoma City.

And in this report you will see a good start to the 2016 fiscal year. A new long distance world triathlon will be held in OKC in September 2016 bringing runners from around the world and thousands of room nights to OKC. Once again our penchant for sports of all types shows how successful we can be in a variety of market segments. And our pipeline for business continues to be filling up as we currently have over 150 outstanding leads representing over 292,000 potential future room nights. Oklahoma City continues to be a popular destination and the hard work of our entire industry makes it happen.

Over the next several months there will be much more exciting news. Construction is moving well on the new whitewater center At the Boathouse District and the new Expo Hall at State Fair Park. We will begin to see more work on the new boulevard and in 2016 on the modern streetcar system. The Adventure District is moving forward with plans for a Business Improvement District and exciting opportunities will emerge there. And more things will be coming.

OKC continues to do well even with the challenges from the international oil and gas situation. We have a role to play in the economic well-being of the city and our industry is doing a great job of leading in a positive way. Let's keep the ball rolling.

Have a great month!

Kindest regards,

Michael Carrier
President



Industry Report

July 2015

Oklahoma City Convention & Visitors Bureau
123 Park Avenue
Oklahoma City, OK 73102
1.800.225.5652
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 Melita Brown at (405)297-8926 or mbrown@visitokc.com

Convention Sales Department

Dennis Johnston	djohnston@visitokc.com	Vice President of Sales	405-297-8906
Johnny Danrich	jdanch@visitokc.com	Director of Sales & Services	405-297-8952
Sue Hollenbeck	shollenbeck@visitokc.com	Director of Sports Business	405-297-8909
Jennifer Breedlove	jbreedlove@visitokc.com	Manager of Sports Business	405-297-8910
Donna Wilson	dwilson@visitokc.com	Senior Conv. Sales Manager	405-297-8907
Ginger Thompson	gthompson@visitokc.com	Convention Sales Manager	405-297-8979
Morgan O'Neill	moneill@visitokc.com	Executive Meeting Manager	405-297-8930
Ashley Armstrong	aarmstrong@visitokc.com	Director of Convention Services	405-297-8938
Erin Randall	erandall@visitokc.com	Convention Services Manager	405-297-8915
Melita Brown	mbrown@visitokc.com	Convention Sales Coordinator	405-297-8926

Tourism Sales Department

Sandy Price	sprice@visitokc.com	Vice President Tourism Sales	405-297-8913
Teresa Compton	tcompton@visitokc.com	Tourism Sales Manager	405-297-8914
Brittani Johnson	bjohnson@visitokc.com	Information Specialist	405-297-8813

Communications Department

Seth Spillman	sspillman@visitokc.com	Director of Marketing & Communications	405-297-8905
Tabbi Burwell	tburwell@visitokc.com	Communications Manager	405-297-8973
Brittany White	bwhite@visitokc.com	Marketing & Communications Coordinator	405-297-8931
Caleb Adam Everett	ceverett@visitokc.com	Multimedia Content Manager	405-297-8980

Marquee Events

Mike Carrier	mcarrier@visitokc.com	CVB President/ Marquee Event Development	405-297-8960
Deb Shumate	dshumate@visitokc.com	Executive Assistant	405-297-8960

**Convention Sales Department
Complete Detail Report
From 07/01/2015 to 07/31/2015**

Definite Bookings

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Livestock Producers Association - 2015 Graduate Institute of Management NLPA HQ Hotel: Hilton Garden Inn Oklahoma City - Bricktown	National	08/12/2015 - 08/15/2015	50	20	47	DW
Texas Longhorn Marketing Alliance - Longhorn World Championship 2015 HQ Hotel: Sheraton Hotel Oklahoma City Downtown	National	10/20/2015 - 10/25/2015	500	80	232	DW
Agricultural, Commodities, Food/Food Products - 2			550	100	279	

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Secondary School Activities Association (OSSAA) - State Fall Baseball Championships - Class A & B 2015 HQ Hotel: Various Hotels	State	10/08/2015 - 10/10/2015	2,800	300	600	JB
Oklahoma Secondary School Activities Association (OSSAA) - Class B - 3A Fast Pitch Softball State Championships 2015 HQ Hotel: Various Hotels	State	10/08/2015 - 10/10/2015	2,500	400	800	JB
International Softball Federation (ISF) - International Softball Federation - 2015 Congress HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	International	10/10/2015 - 10/17/2015	150	70	378	SH
Oklahoma Secondary School Activities Association (OSSAA) - OSSAA 4A-6A Fast Pitch Softball State Championships 2015 HQ Hotel: Various Hotels	State	10/15/2015 - 10/17/2015	3,000	200	500	JB
Amateur Softball Association - 2016 JO (Junior Olympic) Workshop HQ Hotel: Embassy Suites Oklahoma City Downtown/Medical Center	National	02/04/2016 - 02/07/2016	120	95	290	SH
Big 12 Conference - Big 12 Baseball Championship 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	Regional	05/25/2016 - 05/29/2016	2,500	285	1,633	SH
Friends of Multisport, Inc. - ITU Long Distance World Triathlon HQ Hotel: Various Hotels	International	09/21/2016 - 09/25/2016	5,000	2,500	7,000	JB
Athletic & Sports/Recreation - 7			16,070	3,850	11,201	

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - CEO Roundtable Meeting 2015 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	10/11/2015 - 10/16/2015	12	12	50	DW
Express Employment Professionals - Leadership Training OCT HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	10/20/2015 - 10/23/2015	40	40	120	DW
Corporate - 2			52	52	170	

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
University of Central Oklahoma - South Central Society for Eighteenth-Century Studies HQ Hotel: Skirvin Hilton Oklahoma City	Regional	02/24/2016 - 02/27/2016	100	60	210	DW
International Registration Plan, Inc. - 2016 IRP Annual Meeting HQ Hotel: Skirvin Hilton Oklahoma City	International	05/01/2016 - 05/06/2016	170	154	491	GT

Government, Public Administration - 2

270

214

701

Military Reunions	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Berlin Airlift Veterans Association - 2015 Annual Reunion HQ Hotel: The Tower Hotel Oklahoma City	National	09/30/2015 - 10/04/2015	80	51	204	GT

Military Reunions - 1

80

51

204

Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Univ of Southern CA Viterbi School of Engineering - DEN@Viterbi Information Session HQ Hotel: Skirvin Hilton Oklahoma City	Regional	07/22/2015 - 07/22/2015	15	0	0	MB

Scientific, Engineering, Technical, Computers - 1

15

0

0

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Red Cross Constantine of Oklahoma - 2015 Annual Meeting HQ Hotel: Crowne Plaza Oklahoma City	State	09/11/2015 - 09/12/2015	120	10	20	GT

State Assn - 1

120

10

20

	Scope	Count	Attend	Peak Rooms	Room Nights
	International	3	5,320	2,724	7,869
	National	6	802	298	943
	Regional	3	2,615	345	1,843
	State	4	8,420	910	1,920
Total # of Definite Bookings:		16	Totals: 17,157	4,277	12,575

Sales Leads

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Reining Horse Association - Winter Meeting	International	02/11/2016 - 02/15/2016	200	66	129	DJ
American Fisheries Society - Southern Division - Oklahoma Chapter of the American Fisherier Society-Oklahoma Natural Resources Conference 2017	National	01/25/2017 - 01/27/2017	200	161	222	DW
Agricultural, Commodities, Food/Food Products - 2			400	227	351	

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
South Lakes Soccer Club - 12th Annual Cosmos Cup	Regional	09/18/2015 - 09/20/2015	2,600	500	1,200	JB
Oklahoma Secondary School Activities Association (OSSAA) - Class B - 3A Fast Pitch Softball State Championships 2015	State	10/08/2015 - 10/10/2015	2,500	400	800	JB
Oklahoma Secondary School Activities Association (OSSAA) - OSSAA 4A-6A Fast Pitch Softball State Championships 2015	State	10/15/2015 - 10/17/2015	3,000	200	500	JB
Oklahoma City All Sports Association - Big 12/SEC Women's Basketball Challenge 2015	Regional	12/20/2015 - 12/20/2015	2,500	450	475	SH
B & L Events and Global Bodybuilding Organization - Surg Nubret Classic - 2016	International	02/26/2016 - 02/28/2016	450	50	100	SH
Oklahoma City Memorial Marathon - Marathon 2016	International	04/20/2016 - 04/24/2016	16,667	8,500	13,000	SH
Big 12 Conference - Big 12 Baseball Championship 2016	Regional	05/25/2016 - 05/29/2016	2,500	308	1,383	SH
Triple Crown Sports - Girls' Fastpitch Event 2016	National	06/01/2016 - 06/07/2016	4,500	600	3,000	SH

B & L Events and Global Bodybuilding Organization - Oklahoma City Fit Expo - 2016	National	07/08/2016 - 07/09/2016	450	65	100	SH
National Federation of State High School Associations - Policy Debate Topic Selection Meeting	National	08/05/2016 - 08/07/2016	60	40	100	JB
Athletic & Sports/Recreation - 10			35,227	11,113	20,658	
Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Best Western International, Inc. - 2016 District V Meeting	Regional	03/13/2016 - 03/17/2016	420	180	525	GT
Xyngular - 2016 XyngFling	National	04/13/2016 - 04/17/2016	1,000	300	980	GT
Corporate - 2			1,420	480	1,505	
Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma City University - National Association of Teachers Singing 2015	National	11/11/2015 - 11/15/2015	800	300	1,000	DW
Organization of American Kodaly Educators (OAKE) - National Conference (OAKE) 2018	National	03/09/2018 - 03/18/2018	1,800	400	1,513	DW
Educational - 2			2,600	700	2,513	
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
Fraternal - 1			600	78	156	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Association of State Workforce Agencies - NASWA 80th Annual Conference	National	09/12/2016 - 09/16/2016	200	150	540	GT
Association of Official Seed Analysts/Society of Commercial Seed Technologists - AOSA SCST ISTA 2017	National	06/15/2017 - 06/22/2017	300	268	1,531	DW
Government, Public Administration - 2			500	418	2,071	
Heritage, Patriotic, Veterans	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Falcons Rockin OKC - Falcons Rockin OKC 2015	State	09/17/2015 - 09/20/2015	35	25	75	MO
Duty/Wimberly Reunion - Duty/Wimberly Reunion 2015	State	07/15/2016 - 07/17/2016	200	75	150	MO
Heritage, Patriotic, Veterans - 2			235	100	225	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
DivaFiva - DivaFiva International 2015	Regional	09/25/2015 - 09/26/2015	200	70	70	MO
Hobby & Vocational - 1			200	70	70	
Real Estate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Site Selectors Guild - Site Selectors Guild Fall Forum	National	10/24/2016 - 10/26/2016	150	150	330	JD
Real Estate - 1			150	150	330	
Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Association of Church Personnel Administrators - NACPA 2016 Annual Convention	National	04/17/2016 - 04/19/2016	150	90	300	DW
Religious - 1			150	90	300	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The American Legion - 2016 Annual State Convention	State	07/06/2016 - 07/10/2016	350	170	405	GT
State Assn - 1			350	170	405	

Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Association of RV Parks & Campgrounds - Outdoor Hospitality Conference and Expo	National	11/04/2018 - 11/10/2018	500	350	1,345	JD
Trade, Commercial Or Business - 1			500	350	1,345	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	4	17,917	8,694	13,385	
	National	12	10,110	2,874	10,961	
	Regional	5	8,220	1,508	3,653	
	State	5	6,085	870	1,930	
Total # of Sales Leads:		26	Totals: 42,332	13,946	29,929	

Definite Bookings Adjustments

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
USA Gymnastics - Junior Men's Regional 3 Championship 2015	National	04/10/2015 - 04/12/2015	1,000	19	56	SH
HQ Hotel: Courtyard by Marriott Downtown						
Athletic & Sports/Recreation - 1			1,000	19	56	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	1,000	19	56	
Total # of Definite Bookings Adjustments:		1	Totals: 1,000	19	56	

Sales Leads Adjustments

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	0	60	60	DW
Government, Public Administration - 1			0	60	60	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Red Cross Constantine of Oklahoma - 2015 Annual Meeting	State	09/11/2015 - 09/12/2015	0	15	0	GT
State Assn - 1			0	15	0	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	Regional	1	0	60	60	
	State	1	0	15	0	
Total # of Sales Leads Adjustments:		2	Totals: 0	75	60	

Bid Books

Scope	Count	Attend	Peak Rooms	Room Nights
Total # of Bid Books:	0	Totals: 0	0	0

Site Inspection - Sales

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
B & L Events and Global Bodybuilding Organization - Surg Nubret Classic - 2016	International	02/26/2016 - 02/28/2016	450	50	100	SH
B & L Events and Global Bodybuilding Organization - Oklahoma City Fit Expo - 2016	National	07/08/2016 - 07/09/2016	450	65	100	SH
Athletic & Sports/Recreation - 2			900	115	200	
Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Southwestern Psychological Association (SWPA) - Southwestern Psychological Association	National	04/04/2018 - 04/08/2018	500	325	840	DW
Educational - 1			500	325	840	

Reason(s): • Unable to get preferred dates						
---	--	--	--	--	--	--

Religious - 1 **10,000** **40** **100**

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Airport Operators Association - 2016 Annual Conference	State	04/09/2016 - 04/13/2016	175	60	140	GT
Reason(s): • Overall cost too high						

State Assn - 1 **175** **60** **140**

	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	7	13,955	2,237	11,549	
	Regional	1	150	70	140	
	State	2	550	235	435	
Total # of Lost Business:			10	Totals: 14,655	2,542	12,124

Conventions Serviced

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Amateur Softball Association - Hall of Fame Tournament - Girls' Class A 10-Under Fast Pitch 2015	National	07/02/2015 - 07/04/2015	1,000	360	1,080	SH
Amateur Softball Association - Hall of Fame Tournament - Girls' Class A 12-Under Fast Pitch 2015	National	07/04/2015 - 07/06/2015	780	360	1,080	SH
Oklahoma Native American Sports Association - 2015 All Indian State Fastpitch Tournament	International	07/15/2015 - 07/19/2015	1,500	350	1,250	JB
3v3 Live National Soccer Tour - 3v3 Live Heartland Regional Tournament 2015	Regional	07/23/2015 - 07/26/2015	450	100	215	JB
Mid America Youth Basketball (MAYB) - 2015 Girls National Tournament	National	07/29/2015 - 08/03/2015	3,500	1,200	4,350	JB
Athletic & Sports/Recreation - 5			7,230	2,370	7,975	

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express New Franchise Training July	National	07/12/2015 - 07/25/2015	15	10	124	DW
Corporate - 1			15	10	124	

Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Talent on Parade - Nationals Competition	National	07/13/2015 - 07/19/2015	500	350	1,597	JD
Cultural, Fine Arts, Libraries - 1			500	350	1,597	

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Governor's Economic Development Marketing Team - Governor's Economic Development Marketing Team 2015	State	07/14/2015 - 07/15/2015	40	25	25	GT
Focus OKC - Focus 2015- The Awakening	Regional	07/17/2015 - 07/18/2015	500	0	0	GT
Administrative Office of the Courts - 2015 Oklahoma Judicial Conference	State	07/21/2015 - 07/24/2015	300	135	293	GT
Oklahoma Department of Corrections - Victims Services Training	State	07/28/2015 - 07/29/2015	110	75	75	GT
Government, Public Administration - 4			950	235	393	

Health & Medical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Association for Professional in Infection Control and Epidemiology - EPI Intensive Course (APIC)	National	07/12/2015 - 07/15/2015	50	12	60	JD
Health & Medical - 1			50	12	60	

Heritage, Patriotic, Veterans	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Hutton Family Reunion - 2015 Biennial Reunion	National	07/30/2015 - 08/02/2015	140	20	60	GT
Heritage, Patriotic, Veterans - 1			140	20	60	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Johnson Family Reunion - The Johnson Family Reunion	National	07/23/2015 - 07/26/2015	60	0	0	DW
Hobby & Vocational - 1			60	0	0	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Greater Oklahoma Hunter Jumper Association - GO Hunter Jumper Horse Show	National	07/15/2015 - 07/26/2015	3,000	667	7,333	AA
American Quarter Horse Youth Association - AQHA Youth World Championship Show	National	07/29/2015 - 08/10/2015	9,200	577	6,923	AA
Marquee Events - 2			12,200	1,244	14,256	
Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Women of Faith - Loved Tour	National	07/22/2015 - 07/26/2015	10,000	571	936	DW
Religious - 1			10,000	571	936	
Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Univ of Southern CA Viterbi School of Engineering - DEN@Viterbi Information Session	Regional	07/22/2015 - 07/22/2015	15	0	0	MB
Scientific, Engineering, Technical, Computers - 1			15	0	0	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Independent Insurance Agents of Oklahoma - 2015 CIC Class	State	07/22/2015 - 07/24/2015	125	25	65	GT
Oklahoma Indian Gaming Association - 2015 Annual Conference	State	07/27/2015 - 07/29/2015	2,300	418	1,036	GT
State Assn - 2			2,425	443	1,101	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	1	1,500	350	1,250	
	National	11	28,245	4,127	23,543	
	Regional	3	965	100	215	
	State	5	2,875	678	1,494	
Total # of Conventions Serviced:			20	Totals: 33,585	5,255	26,502

**Convention Sales Department
Complete Detail Report - EXTERNAL
From 07/01/2015 to 07/31/2015**

Definite Bookings

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights
Oklahoma Department of Corrections - Victims Services Training	State	07/28/2015 - 07/29/2015	110	75	75
HQ Hotel: Crowne Plaza Oklahoma City					
Government, Public Administration - 1			110	75	75
Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights
Oklahoma Liquefied Petroleum Gas Association - LP Gas Association Annual Conference	Regional	08/03/2015 - 08/05/2015	100	60	120
HQ Hotel: Skirvin Hilton Oklahoma City					
Trade, Commercial Or Business - 1			100	60	120
	Scope	Count	Attend	Peak Rooms	Room Nights
	Regional	1	100	60	120
	State	1	110	75	75
Total # of Definite Bookings:		2	Totals: 210	135	195

Conventions Serviced

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights
Focus OKC - Focus 2015- The Awakening	Regional	07/17/2015 - 07/18/2015	500	0	0
Oklahoma Department of Corrections - Victims Services Training	State	07/28/2015 - 07/29/2015	110	75	75
Government, Public Administration - 2			610	75	75
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights
Johnson Family Reunion - The Johnson Family Reunion	National	07/23/2015 - 07/26/2015	60	0	0
Hobby & Vocational - 1			60	0	0
	Scope	Count	Attend	Peak Rooms	Room Nights
	National	1	60	0	0
	Regional	1	500	0	0
	State	1	110	75	75
Total # of Conventions Serviced:		3	Totals: 670	75	75

**Tourism Tours Booked
Complete Detail Report
From 07/01/2015 to 07/31/2015**

Origin	Arrival Date	Trip Type	Days	Passengers	Rooms	Room Nights
Houston, TX	07/15/14	Over Night	3	33	12	24
Ft. Meyers, FL	06/22/15	Over Night	2	43	22	22
Owens Cross Roads, AL	07/01/15	Day Tour	1	14	0	0
Oostburg, WI	07/04/15	Day Tour	1	36	0	0
Stillwater, OK	07/05/15	Day Tour	1	46	0	0
Tulsa, OK	07/07/15	Day Tour	1	34	0	0
Lancaster, PA	07/07/15	Over Night	2	40	20	20
Seminole, OK	07/08/15	Day Tour	1	21	0	0
Newton, NC	07/09/15	Over Night	2	40	20	20
Bossier, LA	07/09/15	Day Tour	1	24	0	0
San Angelo, TX	07/09/15	Day Tour	1	41	0	0
Midland, TX	07/09/15	Day Tour	1	15	0	0
Roanoke, VA	07/10/15	Over Night	2	44	22	22
Midland, TX	07/10/15	Day Tour	1	26	0	0
Gadsden, AL	07/10/15	Day Tour	1	43	0	0
Anderson, SC	07/10/15	Over Night	2	40	20	20
Tulsa, OK	07/10/15	Day Tour	1	82	0	0
New York, NY	07/12/15	Over Night	2	35	18	18
Tulsa, OK	07/14/15	Day Tour	1	36	0	0
Dublin, VA	07/14/15	Over Night	1	45	23	23
Edmond, OK	07/17/15	Day Tour	1	88	0	0
Lawton, OK	07/18/15	Day Tour	1	28	0	0
Columbus, NE	07/18/15	Day Tour	1	21	0	0
Ft. Meyers, FL	07/21/15	Over Night	2	45	23	23
Anaheim, CA	07/22/15	Over Night	3	95	30	60
Tulsa, OK	07/22/15	Day Tour	1	15	0	0
Edmond, OK	07/23/15	Day Tour	1	30	0	0
Mustang, OK	07/24/15	Day Tour	1	17	0	0
Rockwall, TX	07/24/15	Day Tour	1	15	0	0
Katy, TX	07/24/15	Day Tour	1	25	0	0
Ft. Meyers, FL	07/24/15	Over Night	2	45	22	22
Sewickley, PA	07/24/15	Over Night	2	40	20	20
Sewickley, PA	07/24/15	Over Night	2	30	15	15
New York, NY	07/24/15	Over Night	2	49	12	24
Terre Haute, IN	07/26/15	Over Night	4	18	10	30
Los Angeles, CA	07/27/15	Over Night	2	43	124	24
Phoenix, AZ	07/27/15	Over Night	2	8	8	8
Ada, OK	07/28/15	Day Tour	1	36	0	0
Stillwater, OK	07/28/15	Day Tour	1	50	0	0
Anadarko, OK	07/29/15	Day Tour	1	74	0	0
Sheppard AFB, TX	07/29/15	Day Tour	1	24	0	0
Ada, OK	07/30/15	Day Tour	1	37	0	0
Wichita, KS	07/30/15	Day Tour	1	49	0	0
Mound City, MO	07/31/15	Day Tour	1	17	0	0
Tours Booked Total: 44				1,637	421	395

**Tourism Department Detail Report
July 1-31, 2015**

Tour Operator Shows

	Attendance	Attended	
Total Number of Tour Operator Shows			

Group Leader Shows

	Attendance	Attended	
Total Number of Group Leader Shows to Date			

Consumer Shows

	Attendance	Attended	
Total Number of Consumer Shows to Date			

Education Programs

	Attendance	Attended	
DMAI	S. Price		
Total Number of Education Programs to Date			1

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			

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

OSAE - Received 2015 Excellence in Innovation Award for collaboration on CTA Program with the Norman and Edmond CVB
CTA Training July 15 - Colcord Hotel - Trained 17
2 Tour Group Serviced

**2015 MAJOR EVENTS CALENDAR
STATE FAIR PARK**

January 16 - 18	International Finals Rodeo
February 12 - 15	Prairie Classic Quarter Horse Show
March 15 - 20	Oklahoma Youth Expo
March 26 - 29	OQHA Spring Show
April 9 - 12	Oklahoma Centennial Horse Show
April 15 - 18	AQHA Cattle Novice Championships
April 16 - 18	Southern Plains Farm Show
April 23 - 26	Better Barrel Races World Finals
May 28 – Jun 7	OQHA Red Bud Spectacular
June 9 - 16	Non Pro Cutting Horse Show
June 20 - 27	National Reining Horse Derby
July 15 - 26	GO Hunter Jumper Horse Show
July 31 – Aug 8	AQHA Youth World Championship Show
August 14 - 16	Summer Shootout Barrel Racing
September 17 - 27	Oklahoma State Fair
October 10 - 17	Grand National Morgan Horse Show
October 24 - Nov 1	U.S. Team Roping Championships
November 6 - 21	AQHA World Championship Quarter Horse Show
November 26 – Dec 5	National Reining Horse Futurity
December 8 - 12	World Barrel Racing Futurity
December 28 - Jan 3	Oklahoma Paint Horse Holiday Classic