



December 6, 2016

Happy Holidays!!

I have a hard time believing that another year has almost passed. It seems only yesterday that we were getting ready for Christmas 2015 and the start of 2016. Time certainly does fly.

The last year has been challenging for our City. The economy is not where we want it to be and our industry is once again being challenged with less travel, lower room rates, fewer restaurant seats occupied and other indicators that are more negative than we would like. The positive side of what we see is that there are more people looking for future opportunities in Oklahoma City and our MAPS projects continue to move forward in a very positive manner with the overall revenue picture being better than originally projected as we move into the final year of the tax collections. In spite of the challenges we are facing, I believe we still have much to be proud of and thankful for as we move into 2017.

Part of my optimism is based on the comments we received from 9 meeting planners who spent 2 ½ days in significant meetings with us as our very first Customer Advisory Board (CAB) just before Thanksgiving. In simple terms, they were WOWED by what they saw in Oklahoma City. Their comments overall were outstanding, such as “appeals to all ages; diverse population, nightlife and heritage; vibrant and energetic city; surprises around every corner; new; collaboration everywhere; affordability; very walkable; safe; clean; great districts with wide appeal” and more. These folks will be with us twice each year for 3 years and will get to see more of our progress. And beginning with their next meeting they will spend more time giving us critical commentary to use in continuing the progress we as a community are making.

We know 2017 will continue to be challenging. But, as you will see in this report, we are ahead of last year’s pace and getting more requests for proposals, more interest from motor coach tour operators, more interest from leisure travelers and more attention from media. OKC continues to be a city on the rise and we are proud to work with you in promoting a truly GREAT city.

Hope you, your entire team and all of your families have a wonderful and safe Holiday Season!

Michael Carrier
President



Industry Report November , 2016

Oklahoma City Convention & Visitors Bureau
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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 Paula Marshall at (405) 297-8926 or pmarshall@visitokc.com.

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Tourism Sales Department

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Communications Department

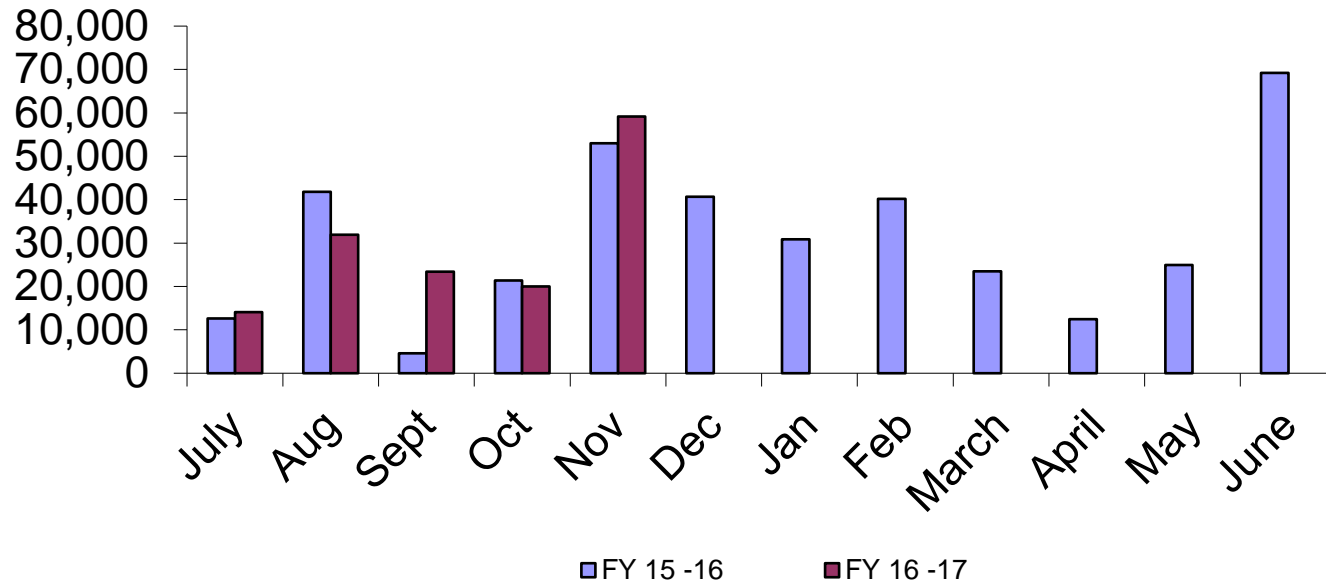
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Marquee Events

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Convention Sales Definite Bookings

Room Nights



		Totals	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
FY 15 -16	=	375,137	12,631	41,825	4,595	21,359	53,034	40,639	30,868	40,173	23,469	12,429	24,903	69,212
FY 16 -17	=	148,504	14,086	31,954	23,378	19,959	59,127							

**Convention Sales Department
Complete Detail Report
From 11/01/2016 to 11/30/2016**

Definite Bookings

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma City All Sports Association - All College Basketball Tournament 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	12/10/2016 - 12/10/2016	2,500	300	300	SH
Oklahoma Kids Wrestling Association - 2017 Oklahoma Kids State Novice Wrestling Tournament HQ Hotel: Various Hotels	State	01/26/2017 - 01/28/2017	6,500	500	1,000	JB
Athletic & Sports/Recreation - 2			9,000	800	1,300	
Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express New Franchise Training December 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	11/27/2016 - 12/08/2016	12	12	144	DW
Express Employment Professionals - Express ESRT Training HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	11/29/2016 - 12/01/2016	20	20	60	DW
Express Employment Professionals - Express Excelerate Training HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	04/23/2017 - 04/25/2017	25	25	59	DW
Corporate - 3			57	57	263	
Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Preservation Oklahoma, Inc. - Oklahoma's 29th Annual Statewide Preservation Conference HQ Hotel: 21c Museum Hotel	National	06/07/2017 - 06/09/2017	300	50	150	DW
Cultural, Fine Arts, Libraries - 1			300	50	150	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Model A Ford Club of America - National Membership Meeting 2017 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	11/30/2017 - 12/03/2017	125	60	170	MO
Hobby & Vocational - 1			125	60	170	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Morgan Horse Association - Grand National Morgan Horse Show HQ Hotel: Various Hotels	National	10/06/2017 - 10/21/2017	6,805	800	11,759	AA
U.S. Team Roping Championship - US Team Roping Championships HQ Hotel: Various Hotels	National	10/20/2017 - 10/30/2017	23,333	4,776	45,360	AA
Marquee Events - 2			30,138	5,576	57,119	
Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
NAPA Auto Parts - Genuine Auto-NAPA Auto Parts OK 2017 HQ Hotel: Skirvin Hilton Oklahoma City	Regional	11/16/2017 - 11/18/2017	175	59	125	MO
Trade, Commercial Or Business - 1			175	59	125	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	8	33,120	6,043	58,002	
	Regional	1	175	59	125	
	State	1	6,500	500	1,000	
Total # of Definite Bookings:		10	Totals: 39,795	6,602	59,127	

Sales Leads

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Great Western Dining Service, Inc. - Summer 2017 Meeting	Regional	07/17/2017 - 07/20/2017	75	75	225	MO
American Angus Association - National Junior Angus Show	National	07/04/2021 - 07/11/2021	2,000	800	4,150	DJ
Agricultural, Commodities, Food/Food Products - 2			2,075	875	4,375	
Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Women's Collegiate Wrestling Association - 2017 National Championships	National	02/09/2017 - 02/11/2017	7,500	1,000	4,000	JB
USA Wrestling - 2017 Girls Folkstyle Nationals/College Women National Championships	National	03/22/2017 - 03/26/2017	4,000	1,000	3,500	JB
Oklahoma City Dodgers - 2017 DODGERS Baseball Visitors block	National	04/06/2017 - 09/17/2017	5,000	23	1,886	SH
The Bedford Agency - Jay Bilas Basketball Skills Camp 2017	Regional	06/10/2017 - 06/12/2017	400	30	90	SH
USA Spikeball - USA Spikeball Roundnet Nationals 2017	Regional	10/12/2017 - 10/16/2017	150	110	253	SH
Collegiate Resource Marketing - The Business of Small College Athletics 2017	National	10/15/2017 - 10/17/2017	80	80	200	JB
International Boxing Federation - International Boxing Federation Annual Convention 2019	International	05/07/2019 - 05/11/2019	300	170	799	JB
Athletic & Sports/Recreation - 7			17,430	2,413	10,728	
Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express ESRT Training	National	11/29/2016 - 12/01/2016	20	20	60	DW
Express Employment Professionals - Express Excelerate Training	National	04/23/2017 - 04/25/2017	25	25	59	DW
Southwest Airlines - SW Culture Blitz-OKC	Regional	06/27/2017 - 06/29/2017	20	20	29	MO
Choice Hotels Owners Council - 2017 Fall Regionals	Regional	09/17/2017 - 09/19/2017	200	150	270	GT
Garver Engineering - Garver Engineering Annual Conference	National	10/11/2017 - 10/13/2017	250	200	400	DW
The Flashcom Group - Wound Care Bio Medical Conference	National	10/15/2017 - 10/19/2017	300	300	1,200	MO
Corporate - 6			815	715	2,018	
Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Dead Center Film Festival - 2017 Dead Center Film Festival	National	06/07/2017 - 06/11/2017	1,500	90	435	DW
Cultural, Fine Arts, Libraries - 1			1,500	90	435	
Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Council of Chief State School Officers - Network for Transforming Educator Preparation Spring 2017	National	03/06/2017 - 03/10/2017	150	85	267	MO
IMSA Safety - SW Section - IMSA Inc.	Regional	11/11/2018 - 11/15/2018	85	65	220	MO
Teacher Education Division - Teacher Education Division 2019	National	11/05/2019 - 11/08/2019	450	255	818	DW
Educational - 3			685	405	1,305	
Franchise/Multi-level Marketing	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager

Yager Group - 2018 Yager Winter Conference - Southwest	National	01/05/2018 - 01/07/2018	450	125	295	GT
Franchise/Multi-level Marketing - 1			450	125	295	
Fraternal	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The Benevolent Order of the Elks of the United States - 2019 Grand Lodge Convention of the Benevolent	National	05/29/2019 - 06/08/2019	350	250	1,520	DW
Fraternal - 1			350	250	1,520	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oakridge National Laboratories (ORNL/FEMP) - 2018 Energy Exchange	National	08/06/2018 - 08/10/2018	2,500	2,200	8,825	GT
Government, Public Administration - 1			2,500	2,200	8,825	
Health & Medical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Veterinary Medical Association - OVMA/OSU Summer Seminar 2017	Regional	06/16/2017 - 06/17/2017	200	105	210	MO
Health & Medical - 1			200	105	210	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Travel Channel - TREMENDOUS ENTERTAINMENT "BIZARRE FOODS WITH ANDREW ZIMMERN" FOR TRAVEL CHANNEL OKC	Regional	12/08/2016 - 12/10/2016	20	10	20	MO
Showbiz National Talent - Showbiz National Talent - Attendees	Regional	02/16/2017 - 02/19/2017	50	50	150	MO
OKC Kennel Club Mid Del Kennel Club - 2017 OKC Summer Classic	National	06/27/2017 - 07/02/2017	3,500	550	2,020	DW
Hobby & Vocational - 3			3,570	610	2,190	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Morgan Horse Association - Grand National Morgan Horse Show	National	10/05/2018 - 10/20/2018	6,805	800	11,759	AA
U.S. Team Roping Championship - US Team Roping Championships	National	10/19/2018 - 10/29/2018	23,333	4,776	45,360	AA
Marquee Events - 2			30,138	5,576	57,119	
Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Southwest United Synagogue Youth Regional Convention Fact Sheet - SWUSY REgion United Synagogue Youth	National	05/18/2017 - 05/21/2017	120	30	90	MO
Christian Methodist Episcopal Church - CME Unity Summitt	National	09/17/2019 - 09/22/2019	1,500	510	2,382	DW
Religious - 2			1,620	540	2,472	
Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Association of Lease and Title Analysts (NALTA) - 2019 Annual Conference NALTA	National	09/16/2019 - 09/21/2019	300	300	810	DW
Trade, Commercial Or Business - 1			300	300	810	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	1	300	170	799	
	National	21	60,133	13,419	90,036	
	Regional	9	1,200	615	1,467	
Total # of Sales Leads:		31	Totals: 61,633	14,204	92,302	

Definite Bookings Adjustments

Ethnic	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
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The Southern Federation of Syrian Lebanese American Clubs - Mid Winter Conference	National	02/03/2017 - 02/05/2017	350	0	50	JD
HQ Hotel: Skirvin Hilton Oklahoma City						
Ethnic - 1			350	0	50	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	350	0	50	
Total # of Definite Bookings Adjustments:			1	Totals: 350	0	50

Sales Leads Adjustments

Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
U.S. Team Roping Championship - US Team Roping Championships	National	10/20/2017 - 10/30/2017	0	4,776	26,248	AA
Marquee Events - 1			0	4,776	26,248	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	0	4,776	26,248	
Total # of Sales Leads Adjustments:			1	Totals: 0	4,776	26,248

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
NCAA - 2017 Division I Women's Regional Basketball Tournament	National	03/22/2017 - 03/27/2017	6,000	1,684	6,399	SH
Athletic & Sports/Recreation - 1			6,000	1,684	6,399	
Ethnic	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
CHUMS Incorporated - Chums Annual Conclave 2019	National	10/15/2019 - 10/20/2019	130	131	424	DW
Ethnic - 1			130	131	424	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Voluntary Protection Programs Participants' Association, Inc. - 2019 Annual Safety & Health Conference	National	05/03/2019 - 05/10/2019	1,500	510	1,860	GT
Government, Public Administration - 1			1,500	510	1,860	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Association of Miniature Enthusiasts - National Association of Miniature Enthusiasts Convention	National	07/14/2019 - 07/21/2019	200	160	790	DW
Hobby & Vocational - 1			200	160	790	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	4	7,830	2,485	9,473	
Total # of Site Inspection - Sales:			4	Totals: 7,830	2,485	9,473

Site Inspection - Services

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
NCAA - 2017 Division I Women's Regional Basketball Tournament	National	03/22/2017 - 03/27/2017	6,000	1,684	6,399	SH
Athletic & Sports/Recreation - 1			6,000	1,684	6,399	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	6,000	1,684	6,399	
Total # of Site Inspection - Services:			1	Totals: 6,000	1,684	6,399

Lost Business

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
North American Deer Farmers Association - North American Deer Farmers Annual Conference	National	03/06/2017 - 03/11/2017	500	300	940	DW
Reason(s): • Committee politics						
American Angus Association - National Junior Angus Show	National	07/04/2021 - 07/11/2021	2,000	800	4,150	DJ
Reason(s): • Venue unavailable						
Agricultural, Commodities, Food/Food Products - 2			2,500	1,100	5,090	
Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
USA Judo - Senior National Championships 2018	National	11/30/2018 - 12/02/2018	1,000	250	610	JB
Reason(s): • Budget issues						
Athletic & Sports/Recreation - 1			1,000	250	610	
Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Genuine Parts Company - Napa Auto Parts	National	11/16/2016 - 11/19/2016	225	89	155	MO
Reason(s): • Meeting cancelled						
US Foods, Inc - US Foods CES Meeting February 2017	National	02/27/2017 - 03/02/2017	10,000	375	1,145	DW
Reason(s): • Need DT hotel w/more guest rms						
Corporate - 2			10,225	464	1,300	
Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
IMSA Safety - SW Section - IMSA Inc.	Regional	11/13/2016 - 11/17/2016	85	65	205	MO
Reason(s): • Selected for another year						
National Association of Educational Office Professionals - 2018 NAEOP Annual Conference and Institute	National	07/08/2018 - 07/16/2018	450	225	1,145	DW
Reason(s): • Committee politics						
Educational - 2			535	290	1,350	
Fraternal	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Farmhouse Foundation - Regional Leadership Conference a	National	02/03/2017 - 02/05/2017	60	30	60	DW
Reason(s): • Committee politics						
Fraternal - 1			60	30	60	
Health & Medical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Veterinary Medical Association - OVMA/OSU Summer Seminar 2017	Regional	06/16/2017 - 06/17/2017	200	105	210	MO
Reason(s): • Meeting cancelled						
Health & Medical - 1			200	105	210	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Showbiz National Talent - Showbiz National Talent - Attendees	Regional	02/16/2017 - 02/19/2017	50	50	150	MO

Reason(s):	
• Lower hotel rate in other city	

Hobby & Vocational - 1 **50** **50** **150**

Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Entomological Society of America - Entomological Society of America Southwestern Branch Annual	Regional	03/31/2019 - 04/03/2019	200	72	208	MO
Reason(s):						
• Meeting cancelled						

Scientific, Engineering, Technical, Computers - 1 **200** **72** **208**

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Grain and Feed Association - 2016 Annual Conference and Ag Expo	State	11/08/2016 - 11/10/2016	350	160	343	GT
Reason(s):						
• Overall cost too high						

State Assn - 1 **350** **160** **343**

	Scope	Count	Attend	Peak Rooms	Room Nights
	National	7	14,235	2,069	8,205
	Regional	4	535	292	773
	State	1	350	160	343
Total # of Lost Business:		12	Totals: 15,120	2,521	9,321

Conventions Serviced

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Edmond Soccer Club - Turkey Shootout 2016	Regional	11/04/2016 - 11/05/2016	600	200	400	JB
Oklahoma City University Wrestling Program - OCU College Open Tournament 2016	Regional	11/05/2016 - 11/06/2016	950	250	350	JB
Oklahoma USA Wrestling - Battle for the Belt 2016	Regional	11/25/2016 - 11/27/2016	2,500	400	1,100	JB

Athletic & Sports/Recreation - 3 **4,050** **850** **1,850**

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express New Franchise Training December 2016	National	11/27/2016 - 12/08/2016	12	12	144	DW
Express Employment Professionals - Express ESRT Training	National	11/29/2016 - 12/01/2016	20	20	60	DW

Corporate - 2 **32** **32** **204**

Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Women's Barbershop Chorus - Region 25 Fall Meeting	Regional	11/10/2016 - 11/13/2016	150	75	150	JD

Cultural, Fine Arts, Libraries - 1 **150** **75** **150**

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Southern Association of College & University Business Officers - Fall Workshop	Regional	11/03/2016 - 11/09/2016	500	244	718	AY
Southwest Association of Student Financial Aid Administrators - 2016 SWASFAA Conference	Regional	11/09/2016 - 11/10/2016	200	150	435	AY
Fellowship of Catholic University Students - Recruitment Event	Regional	11/10/2016 - 11/13/2016	150	62	127	MO

Educational - 3 **850** **456** **1,280**

Fraternal	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Farmhouse Foundation - Board Meeting 2016	Regional	11/03/2016 - 11/06/2016	50	20	60	MO
Fraternal - 1			50	20	60	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
District Attorneys Council - Fall Conference, A Focus on Child Victims	State	11/02/2016 - 11/04/2016	160	60	120	GT
Oklahoma Political Science Association - Annual Convention	State	11/18/2016 - 11/20/2016	80	0	0	DW
Government, Public Administration - 2			240	60	120	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Square Dance Federation (OSDF) - Annual Festival and Meeting	State	11/04/2016 - 11/06/2016	500	80	160	MO
AFC Travel Solutions for non-profits - Youth America Conference 2016	National	11/09/2016 - 11/13/2016	1,500	27	87	MO
Hobby & Vocational - 2			2,000	107	247	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Quarter Horse Association - AQHA World Championship Quarter Horse Show	International	11/05/2016 - 11/19/2016	11,000	2,500	25,000	AA
National Reining Horse Association - National Reining Futurity 2016	National	11/24/2016 - 12/03/2016	6,000	1,000	10,000	AA
Marquee Events - 2			17,000	3,500	35,000	
Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
OU Health Sciences Center - National Meeting on Precision Medicine and Cancer in American Indian & Alaska Native Communities	National	11/09/2016 - 11/11/2016	150	75	90	MO
Medical/Pharmaceutical - 1			150	75	90	
Meetings, Convention, Tourism Industry Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Marketing Association - Regional Retreat 2016	Regional	11/03/2016 - 11/06/2016	60	25	60	MO
Meetings, Convention, Tourism Industry Events - 1			60	25	60	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Recreation and Park Society - 2016 Annual Conference & Tradeshow	State	11/06/2016 - 11/08/2016	200	48	106	GT
Independent Insurance Agents of Oklahoma - November 2016 CIC Class	State	11/15/2016 - 11/18/2016	125	20	55	GT
State Assn - 2			325	68	161	
Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
NAPA Auto Parts - NAPA Auto Parts OK Nov 2016	Regional	11/17/2016 - 11/19/2016	175	89	155	MO
Trade, Commercial Or Business - 1			175	89	155	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	1	11,000	2,500	25,000	
	National	5	7,682	1,134	10,381	
	Regional	10	5,335	1,515	3,555	
	State	5	1,065	208	441	
Total # of Conventions Serviced:		21	Totals: 25,082	5,357	39,377	

Tourism Tours Booked
Complete Detail Report
From 11/01/2016 to 11/30/2016

Origin	Arrival Date	Trip Type	Days	Passengers	Rooms	Room Nights
Latta, OK	11/07/16	Day Tour	1	16	0	0
Prescott Valley, AZ	11/08/16	Over Night	2	40	20	20
Beaver, OK	11/09/16	Over Night	2	40	20	20
Dallas, TX	11/12/16	Day Tour	1	20	0	0
Prescott Valley, AZ	11/15/16	Over Night	2	40	20	20
Houston, TX	11/15/16	Day Tour	1	14	0	0
Washington, MO	11/27/16	Over Night	2	43	21	21
McKinney, TX	11/29/16	Over Night	2	32	16	16
Tours Booked Total: 8				245	97	97

**Tourism Department Detail Report
November 1-30, 2016**

Tour Operator Shows

	Attendance	Attended	
Total Number of Tour Operator Shows			2

Group Leader Shows

	Attendance	Attended	
Total Number of Group Leader Shows to Date			2

Consumer Shows

	Attendance	Attended	
Total Number of Consumer Shows to Date			2

Education Programs

	Attendance	Attended	
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			3

Convention Support

	Attendance	Attended	
Total Number of Convention Support Functions Attended to Date			

Attractions Meeting

	Attendance	Attended	
Total Number of Attractions Meetings to Date			1

Special Projects

CTA Training - November 10 - 16 CTAs trained
Serviced 4 Groups - Welcome Bus Box
CTA Networking Event - November 1 - Evening with Ludivine
CTA Networking Event - November 3 - Edmond Walking Tour
Premier Travel Information Request - 8 Group Tour Planners Mailed

**2016 MAJOR EVENTS CALENDAR
STATE FAIR PARK**

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	Oklahoma City 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