



Industry Report

March , 2017

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 Paula Marshall at (405) 297-8926 or pmarshall@visitokc.com.

Convention Sales Department

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Paula Marshall	pmarshall@visitokc.com	CRM Database & Research Coordinator	405-297-8926

Tourism Sales Department

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Brittani Johnson	bjohnson@visitokc.com	Information Specialist	405-297-8813
Cristy Smith	csmith@visitokc.com	Visitors Center Supervisor	405-602-5141

Communications Department

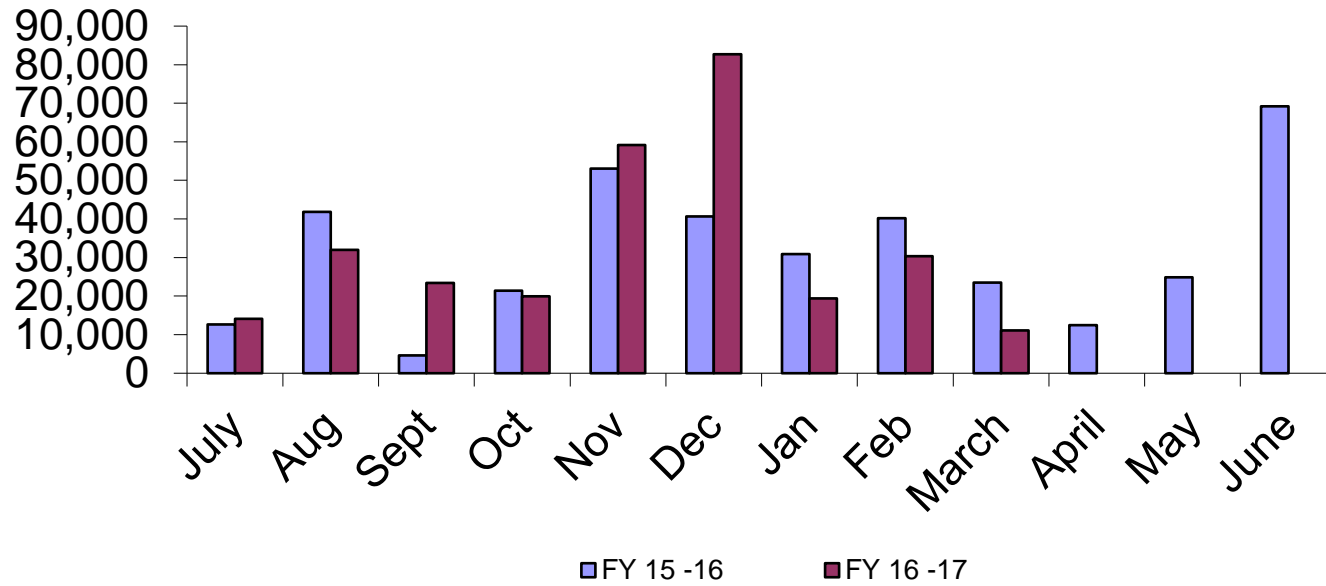
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Taylor Voth	tvoth@visitokc.com	Social Media Manager	405-297-8931
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Marquee Events

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Deb Shumate	dshumate@visitokc.com	Executive Assistant	405-297-8960

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	=	292,020	14,086	31,954	23,378	19,959	59,127	82,658	19,409	30,339	11,110			

**Convention Sales Department
Complete Detail Report
From 03/01/2017 to 03/31/2017**

Definite Bookings

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Brass Monkey Promotions - 2017 OKC Mile - AMA Pro Race HQ Hotel: Crowne Plaza Oklahoma City	Regional	06/17/2017 - 06/17/2017	7,500	332	846	SH
USA Softball - Board of Directors Meeting 2017 - September HQ Hotel: Embassy Suites Oklahoma City Downtown/Medical Center	National	09/15/2017 - 09/17/2017	25	20	40	SH
Athletic & Sports/Recreation - 2			7,525	352	886	
Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express Beta Advanced Leadership March 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	03/26/2017 - 03/28/2017	12	12	36	DW
Express Employment Professionals - Express Admin Training March 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	03/28/2017 - 03/30/2017	30	10	30	DW
Express Employment Professionals - Express New Franchise Training April 2017 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	04/02/2017 - 04/14/2017	10	10	120	DW
Express Employment Professionals - Express ESRT Training April 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	04/18/2017 - 04/20/2017	20	10	30	DW
Express Employment Professionals - Express Excelerate Training April 2017 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	04/23/2017 - 04/25/2017	30	25	65	DW
Express Employment Professionals - Express New Franchise Training May 2017 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	05/07/2017 - 05/19/2017	10	10	120	DW
Express Employment Professionals - Express Admin Training July 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	07/25/2017 - 07/27/2017	30	10	30	DW
Express Employment Professionals - Express ESRT Training August 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	08/08/2017 - 08/10/2017	20	10	30	DW
Hart Energy Publishing, LLP - Hart Energy DUG Attendees and Production rooms HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	International	09/18/2017 - 09/22/2017	1,000	95	230	GT
Fiserv Solutions LLC - 2017 Premier Education Seminar OKC HQ Hotel: Embassy Suites by Hilton Oklahoma City Will Rogers Airport	Regional	10/02/2017 - 10/04/2017	100	40	100	MO
Garver Engineering - Garver Engineering Annual Conference HQ Hotel: Sheraton Hotel Oklahoma City Downtown	National	10/10/2017 - 10/13/2017	250	200	440	DW
Express Employment Professionals - Express Excelerate Training October 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	10/22/2017 - 10/24/2017	25	25	65	DW
Express Employment Professionals - Express Admin Training October 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	10/24/2017 - 10/26/2017	30	10	30	DW
Express Employment Professionals - Express ESRT Training November 2017 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	11/28/2017 - 11/30/2017	20	10	30	DW
Corporate - 14			1,587	477	1,356	

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Southwest Association of College and University Housing Officers - 2019 Southwest Association of College and University Housing Officers 2019	National	02/23/2019 - 02/27/2019	375	150	505	DW
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						
Educational - 1			375	150	505	
Fraternal	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Alpha Tau Omega National Fraternity - Emerging Leaders Conference 2017	Regional	02/24/2017 - 02/27/2017	135	4	8	MO
HQ Hotel: Embassy Suites by Hilton Oklahoma City Will Rogers Airport						
Sigma Tau Gamma Fraternity - Epsilon Psi Chapter	Regional	04/07/2017 - 04/08/2017	30	8	8	MO
HQ Hotel: Courtyard by Marriott Downtown						
Fraternal - 2			165	12	16	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
International Pro Rodeo Association - International Finals Rodeo 2018	International	01/18/2018 - 01/22/2018	15,412	955	4,162	AA
HQ Hotel: Various Hotels						
Kansas Quarter Horse Association - Prairie Classic 2018	Regional	02/06/2018 - 02/12/2018	10,437	354	2,254	AA
HQ Hotel: Various Hotels						
Marquee Events - 2			25,849	1,309	6,416	
Meetings, Convention, Tourism Industry Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
LM Media Worldwide LLC - Dance Team Union Camp 2017	National	06/01/2017 - 06/03/2017	100	35	70	JB
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						
Meetings, Convention, Tourism Industry Events - 1			100	35	70	
Native American	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Native Nation Events - Midwest Native American Human Resources Conference & Human Resources Training	Regional	10/07/2017 - 10/12/2017	100	50	126	MO
HQ Hotel: Aloft Oklahoma City Downtown-Bricktown						
Native American - 1			100	50	126	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Association of Conservation Districts - 2017 National Land & Range Judging	National	05/02/2017 - 05/04/2017	500	222	830	GT
HQ Hotel: Wyndham Garden Hotel Oklahoma City						
Oklahoma Indian Gaming Association - 2017 Annual Conference	State	07/24/2017 - 07/26/2017	2,300	370	905	GT
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						
State Assn - 2			2,800	592	1,735	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	2	16,412	1,050	4,392	
	National	16	1,487	769	2,471	
	Regional	6	18,302	788	3,342	
	State	1	2,300	370	905	
Total # of Definite Bookings:		25	Totals: 38,501	2,977	11,110	

Sales Leads

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Adrenaline Sports Management - 2017 Santa Hustle	Regional	11/18/2017 - 11/19/2017	1,500	175	340	JB

Athletic & Sports/Recreation - 1**1,500****175****340**

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express Beta Advanced Leadership March 2017	National	03/26/2017 - 03/28/2017	12	12	36	DW
Express Employment Professionals - Express Admin Training March 2017	National	03/28/2017 - 03/30/2017	30	10	30	DW
Express Employment Professionals - Express New Franchise Training April 2017	National	04/02/2017 - 04/14/2017	10	10	120	DW
Express Employment Professionals - Express ESRT Training April 2017	National	04/18/2017 - 04/20/2017	20	10	30	DW
Express Employment Professionals - Express Excelerate Training April 2017	National	04/23/2017 - 04/25/2017	30	25	65	DW
Express Employment Professionals - Express New Franchise Training May 2017	National	05/07/2017 - 05/19/2017	10	10	120	DW
Express Employment Professionals - Express Admin Training July 2017	National	07/25/2017 - 07/27/2017	30	10	30	DW
Express Employment Professionals - Express ESRT Training August 2017	National	08/08/2017 - 08/10/2017	20	10	30	DW
Express Employment Professionals - Express Excelerate Training October 2017	National	10/22/2017 - 10/24/2017	25	25	65	DW
Express Employment Professionals - Express Admin Training October 2017	National	10/24/2017 - 10/26/2017	30	10	30	DW
Express Employment Professionals - Express ESRT Training November 2017	National	11/28/2017 - 11/30/2017	20	10	30	DW
L'Oreal USA - 2018 State RDA August Sales Conference	National	08/08/2018 - 08/12/2018	500	430	1,190	GT
ServiceMaster Company - 2018 ServiceMaster Franchise Services Group International Convention	National	09/22/2018 - 09/29/2018	20	878	3,223	DW
Corporate - 13			757	1,450	4,999	
Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Family, Career and Community Leaders of America, Inc. - 2017 National Cluster Meeting	Regional	11/17/2017 - 11/19/2017	3,000	800	1,940	GT
Association for Experiential Education - 2018 Association for Experiential Education Conference	National	11/05/2018 - 11/11/2018	600	280	1,090	MO
Association for Experiential Education - 2019 Association for Experiential Education Conference	National	11/04/2019 - 11/10/2019	600	280	1,100	MO
Educational - 3			4,200	1,360	4,130	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Training Academy - 2018 International Wild Pig Conference	International	04/15/2018 - 04/20/2018	500	500	3,000	GT
Government, Public Administration - 1			500	500	3,000	
Health & Medical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Society of Animal Science - 2019 ASAS Southern Section Meeting	National	01/26/2019 - 01/31/2019	200	120	394	DW
Health & Medical - 1			200	120	394	
Heritage, Patriotic, Veterans	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Legion Auxiliary National Headquarters - ALA OK/LA Mission Training Conference and Junior Meeting	Regional	10/27/2017 - 10/29/2017	80	27	38	MO
Heritage, Patriotic, Veterans - 1			80	27	38	

Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Putnam City North High School - Putnam City North Class of 1987 Reunion	Regional	06/09/2017 - 06/11/2017	100	20	45	MO
Modern Doll Collectors - 2018 Modern Doll Collectors Convention	National	09/16/2018 - 09/24/2018	125	60	303	MO
Hobby & Vocational - 2			225	80	348	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
International Pro Rodeo Association - International Finals Rodeo 2019	International	01/17/2019 - 01/21/2019	15,412	955	4,162	AA
Marquee Events - 1			15,412	955	4,162	
Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
KCI USA, Inc., An Acelyty Company - KCI USA, Inc. - Acelyty 2017 Summer Plan of Action (POA) Managers Meeting	National	06/19/2017 - 06/22/2017	110	110	235	MO
Donate Life - Donate Life Annual Meeting 2019	Regional	10/21/2019 - 10/24/2019	350	280	795	MO
Medical/Pharmaceutical - 2			460	390	1,030	
Native American	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Native Nation Events - Midwest Native American Human Resources Conference & Human Resources Training	Regional	10/07/2017 - 10/12/2017	100	50	126	MO
Native American - 1			100	50	126	
Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
South Central Hispanic District - South Central Youth Ministries 2017	National	11/22/2017 - 11/25/2017	2,700	350	720	DW
Religious - 1			2,700	350	720	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Association of Conservation Districts - 2017 National Land & Range Judging	National	05/02/2017 - 05/04/2017	500	222	831	GT
Professional Fire Fighters of Oklahoma - 2018 Annual Conference	State	02/07/2018 - 02/09/2018	400	87	225	GT
Oklahoma State Auctioneers Association - Oklahoma State Auctioneers Association (OSAA) Annual Conference	Regional	02/22/2018 - 02/25/2018	95	35	95	MO
Oklahoma Veterinary Medical Association - 2019 Annual Conference	State	01/24/2019 - 01/26/2019	480	175	421	GT
State Assn - 4			1,475	519	1,572	
Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Logistics Officers Assoc. (LOA) - 2018 Logistics Officer Assoc. (LOA) Symposium	National	10/13/2018 - 10/19/2018	800	277	1,074	DW
National Rural Electric Cooperative Association (NRECA) - Region 8 & 10 Meeting	National	10/15/2018 - 10/18/2018	1,350	625	1,430	DW
National Association of Catastrophe Adjusters - 2019 Annual Convention & Expo	National	01/13/2019 - 01/17/2019	225	170	812	GT
Trade, Commercial Or Business - 3			2,375	1,072	3,316	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	2	15,912	1,455	7,162	
	National	23	7,967	3,944	12,988	
	Regional	7	5,225	1,387	3,379	
	State	2	880	262	646	
Total # of Sales Leads:		34	Totals: 29,984	7,048	24,175	

Definite Bookings Adjustments

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

Sales Leads Adjustments

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Hart Energy Publishing, LLP - Hart Energy DUG Attendees and Production rooms	International	09/18/2017 - 09/22/2017	-105	95	-325	GT
Garver Engineering - Garver Engineering Annual Conference	National	10/10/2017 - 10/13/2017	0	200	40	DW
Corporate - 2			-105	295	-285	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
International Pro Rodeo Association - International Finals Rodeo 2018	International	01/18/2018 - 01/22/2018	1,147	955	1,112	AA
Kansas Quarter Horse Association - Prairie Classic 2018	Regional	02/06/2018 - 02/12/2018	-1,014	354	1,254	AA
Marquee Events - 2			133	1,309	2,366	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Indian Gaming Association - 2017 Annual Conference	State	07/24/2017 - 07/26/2017	0	165	0	GT
State Assn - 1			0	165	0	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	2	1,042	1,050	787	
	National	1	0	200	40	
	Regional	1	-1,014	354	1,254	
	State	1	0	165	0	
Total # of Sales Leads Adjustments:		5	Totals: 28	1,769	2,081	

Bid Books

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

Site Inspection - Sales

Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
North American Wildlife Enforcement Officers Association - 2019 Annual North American Convention	National	07/15/2019 - 07/20/2019	250	100	480	DW
Trade, Commercial Or Business - 1			250	100	480	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	250	100	480	
Total # of Site Inspection - Sales:		1	Totals: 250	100	480	

Site Inspection - Services

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

Lost Business

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
USA Weightlifting - USAW National University/U25 Championship 2018	National	04/19/2018 - 04/23/2018	800	300	1,200	SH
Reason(s):						
● Local committee will not bid						

Athletic & Sports/Recreation - 1

800

300

1,200

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
RE/MAX - RE/MAX Mid-States Region Oklahoma Success Celebration	Regional	02/23/2017 - 02/24/2017	175	10	10	MO
Reason(s): • No response from Meeting Planner						
Cargill, Inc. - 2018 Mineral Dealer Meeting	National	08/20/2018 - 08/23/2018	200	130	390	MO
Reason(s): • Lower hotel rate in other city						
ServiceMaster Company - 2018 ServiceMaster Franchise Services Group International Convention	National	09/22/2018 - 09/29/2018	20	878	3,223	DW
Reason(s): • Condition of current center/mtg space						

Corporate - 3

395

1,018

3,623

Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Folklore Society - 2019 Annual Meeting	National	10/15/2019 - 10/21/2019	600	286	1,180	DW
Reason(s): • Selected for another year						

Cultural, Fine Arts, Libraries - 1

600

286

1,180

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Eastern New Mexico Univeristy Alumni Association - Alumni Winter Board Meeting	Regional	03/10/2017 - 03/12/2017	60	50	100	MO
Reason(s): • Return to same hotel/city						
University of Oklahoma Engineering & Geosciences - Corrosion Control Course 2017	Regional	05/30/2017 - 06/02/2017	80	80	230	MO
Reason(s): • Lower hotel rate in other city						
University of Oklahoma Engineering & Geosciences - Corrosion Control Course 2018	Regional	05/29/2018 - 06/01/2018	80	80	230	MO
Reason(s): • Lower hotel rate in other city						
National Association for Campus Activities - Annual Central Regional Conference	National	10/02/2018 - 10/07/2018	1,100	180	585	DW
Reason(s): • Committee politics						
National Association for Campus Activities - Annual Central Regional Conference	National	10/01/2019 - 10/06/2019	1,100	180	585	DW
Reason(s): • Committee politics						
Teacher Education Division - Teacher Education Division 2019	National	11/05/2019 - 11/08/2019	450	255	818	DW
Reason(s): • Committee politics						

Educational - 6

2,870

825

2,548

Fraternal	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Future Business Leaders of America - Phi Beta Lambda - 2018 National Fall Leadership Conference	Regional	11/02/2018 - 11/03/2018	1,500	400	850	GT
Reason(s): • Venue unavailable						

Fraternal - 1

1,500

400

850

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
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American Association of Motor Vehicle Administrators (AAMVA) - 2018 AAMVA Workshop and Law Institute	National	03/13/2018 - 03/15/2018	300	205	611	GT
Reason(s): • Airlift accessibility/hub city						
ROCIC - ROCIC 2018 Regional Summer Training Confernece	National	06/11/2018 - 06/14/2018	350	75	186	MO
Reason(s): • Meeting cancelled						
Commission on Accreditation of Law Enforcement Agencies, Inc. - 2018 CALEA Conference	National	07/16/2018 - 07/22/2018	400	365	1,805	GT
Reason(s): • Internal decision-did not disclose						
Commission on Accreditation of Law Enforcement Agencies, Inc. - 2018 CALEA Conference	National	11/12/2018 - 11/17/2018	400	365	1,805	GT
Reason(s): • Meeting cancelled						
Government, Public Administration - 4			1,450	1,010	4,407	

Health & Medical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The Osteopathic Cranial Academy - Intermediate Course April	National	04/11/2018 - 04/16/2018	40	35	115	MO
Reason(s): • Return to same hotel/city						
Health & Medical - 1			40	35	115	

Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
ARC Pyrotechnics Inc. - Pyrotechnics Conference 2018	National	09/04/2018 - 09/08/2018	2,000	400	1,280	DW
Reason(s): • Committee politics						
Hobby & Vocational - 1			2,000	400	1,280	

Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Academy of Ophthalmology - OAO CodeQuest 2017	Regional	03/31/2017 - 04/01/2017	80	5	5	MO
Reason(s): • Budget issues						
Oklahoma Region Narcotics Anonymous - Multi-Zonal Service Symposium	Regional	09/13/2018 - 09/16/2018	250	70	160	MO
Reason(s): • Lower hotel rate in other city						
American Holistic Nurses Association - AHNA's 39th Annual Conference	National	06/03/2019 - 06/08/2019	500	275	1,230	MO
Reason(s): • Lower hotel rate in other city						
Medical/Pharmaceutical - 3			830	350	1,395	

Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Association of Professional Chaplains - 2018 Joint APC/NACC Conference	National	06/17/2018 - 06/25/2018	1,000	842	3,554	DW
Reason(s): • Meeting cancelled						
IFCA International - IFCA International Annual Convention	National	06/20/2019 - 06/29/2019	400	150	800	DW
Reason(s): • Lower hotel rate in other city						
Religious - 2			1,400	992	4,354	

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Society of Professional Engineers - 2017 Oklahoma Engineering Conference	State	06/08/2017 - 06/09/2017	200	20	30	GT
Reason(s):						
• Lower hotel rate in other city						
National Guard Association of Oklahoma - 61st Annual NGAOK Conference & Military Ball	State	03/16/2018 - 03/17/2018	1,000	201	328	GT
Reason(s):						
• Rotation schedule						
State Assn - 2			1,200	221	358	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	16	9,660	4,921	19,367	
	Regional	7	2,225	695	1,585	
	State	2	1,200	221	358	
Total # of Lost Business:			25	Totals: 13,085	5,837	21,310

Conventions Serviced

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Secondary School Activities Association (OSSAA) - 2017 Girls and Boys State Basketball Championships - Class A & B	State	03/02/2017 - 03/04/2017	2,300	450	1,350	JB
Big 12 Conference - Women's Big 12 Basketball Championship 2017	Regional	03/03/2017 - 03/06/2017	4,500	1,000	3,420	SH
Prodigal, LLC - Energy Visiting Team rooms 2017	National	03/05/2017 - 10/15/2017	30	12	432	SH
National Association of Intercollegiate Athletics (NAIA) - Cheer & Dance National Championships 2017	National	03/09/2017 - 03/11/2017	1,500	300	1,100	JB
Oklahoma Secondary School Activities Association (OSSAA) - 2017 Girls and Boys State Basketball Championships - Class 2A, 3A, 4A	State	03/09/2017 - 03/11/2017	3,400	550	1,600	JB
Travel Ball Select - TravelBall Select OKC Tournament 2017	Regional	03/17/2017 - 03/19/2017	300	100	200	SH
USA Softball - Capital City Classic, Men's Slow Pitch 2017	National	03/17/2017 - 03/19/2017	100	390	1,170	SH
Friends of Multisport, Inc. - 2017 Go Girl Run	National	03/18/2017 - 03/19/2017	1,200	200	300	JB
NCAA - 2017 Division I Women's Regional Basketball Tournament	National	03/22/2017 - 03/27/2017	6,000	1,569	6,399	SH
USA Wrestling - 2017 Girls Folkstyle Nationals/College Women National Championships	National	03/22/2017 - 03/26/2017	4,000	1,000	3,500	JB
KC Dirt Devils 16U Elite Softball Team - KC Dirt Devils 16U Elite Softball Team	National	03/24/2017 - 03/25/2017	30	15	30	JB
Athletic & Sports/Recreation - 11			23,360	5,586	19,501	

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express New Franchise Training March 2017	National	03/05/2017 - 03/17/2017	12	10	120	DW
Griffin Communications - ITG 2017	National	03/21/2017 - 03/22/2017	40	30	30	MO
Express Employment Professionals - Express Beta Advanced Leadership March 2017	National	03/26/2017 - 03/28/2017	12	12	36	DW
Express Employment Professionals - Express Admin Training March 2017	National	03/28/2017 - 03/30/2017	30	10	30	DW
Computer-Rx Pharmacy Software - Annual Computer Rx Idea Exchange	International	03/30/2017 - 04/02/2017	600	500	1,500	JD

Corporate - 5**694****562****1,716**

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Southwest Language Conference on Language Teaching - SWCOLT Annual Conference	Regional	03/02/2017 - 03/04/2017	300	100	200	DW
Council of Chief State School Officers - Network for Transforming Educator Preparation Spring 2017	National	03/06/2017 - 03/10/2017	150	85	267	MO

Educational - 2**450****185****467**

Ethnic	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Black Historical Research Project, Inc. - 100 Farmers Summit 2017	National	03/15/2017 - 03/17/2017	150	134	268	DW

Ethnic - 1**150****134****268**

Franchise/Multi-level Marketing	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
LegalShield - International Convention	International	03/06/2017 - 03/13/2017	12,000	3,600	13,830	DJ

Franchise/Multi-level Marketing - 1**12,000****3,600****13,830**

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXII - Session III	State	03/03/2017 - 03/03/2017	25	10	10	GT

The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXII - Session IV	State	03/31/2017 - 03/31/2017	25	10	10	GT
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Government, Public Administration - 2**50****20****20**

Heritage, Patriotic, Veterans	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Civitan International - The Region 7 of Civitan International	Regional	03/17/2017 - 03/19/2017	150	79	158	MO

Heritage, Patriotic, Veterans - 1**150****79****158**

Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Youth Expo - 2017 Oklahoma Youth Expo	State	03/08/2017 - 03/17/2017	5,000	2,306	23,000	AA

Marquee Events - 1**5,000****2,306****23,000**

Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Abbott Inc. - Centrimag Regional Training Program (OK)	Regional	03/24/2017 - 03/25/2017	25	26	26	MO

Medical/Pharmaceutical - 1**25****26****26**

Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
General Board of Discipleship for the United Methodist Church - Multi-Ethnic Church Planting Event 2017	National	03/29/2017 - 03/31/2017	200	114	243	DW

Pabitha Babbist Church - Pabitha Baptist Church Conference	Regional	03/31/2017 - 04/01/2017	50	0	0	DW
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Religious - 2**250****114****243**

Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
FIRST - 2017 First Robotics - Oklahoma Regional Competition	Regional	03/21/2017 - 03/25/2017	3,000	400	850	DW

Society of Petroleum Engineers - 2017 Oil and GAs Symposium	State	03/27/2017 - 03/29/2017	1,000	25	65	MO
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Scientific, Engineering, Technical, Computers - 2**4,000****425****915**

Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Siemens Corporation - 19649 - Oklahoma/Texas Technician Conference	National	03/13/2017 - 03/16/2017	75	75	240	MO
Trade, Commercial Or Business - 1			75	75	240	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	International	2	12,600	4,100	15,330	
	National	15	13,529	3,956	14,165	
	Regional	7	8,325	1,705	4,854	
	State	6	11,750	3,351	26,035	
Total # of Conventions Serviced:		30	Totals: 46,204	13,112	60,384	

**Tourism Tours Booked
Complete Detail Report
From 03/01/2017 to 03/31/2017**

Origin	Arrival Date	Trip Type	Days	Passengers	Rooms	Room Nights
Lawton, OK	01/21/17	Day Tour	1	30	0	0
Bowmanville, OH	02/13/17	Over Night	2	47	24	24
Millersburg, OH	02/15/17	Over Night	2	35	18	18
Stillwater, OK	02/15/17	Day Tour	1	20	0	0
Norman, OK	02/18/17	Day Tour	1	20	0	0
Spring Lake Park, MN	02/24/17	Over Night	2	22	11	11
Ames, IA	03/03/17	Day Tour	1	15	0	0
Bostic, NC	03/03/17	Over Night	2	12	8	8
Little Rock, AR	03/03/17	Day Tour	1	11	0	0
Dallas, TX	03/04/17	Day Tour	1	19	0	0
Stillwater, OK	03/04/17	Day Tour	1	40	0	0
Dallas, TX	03/05/17	Day Tour	1	35	0	0
Ft. Meyers, FL	03/05/17	Over Night	2	45	23	23
Ames, IA	03/05/17	Day Tour	1	30	0	0
Greenville, PA	03/06/17	Over Night	2	31	16	16
Norman, OK	03/06/17	Day Tour	1	90	0	0
Canton, OK	03/07/17	Day Tour	1	10	0	0
Duncan, OK	03/07/17	Day Tour	1	24	0	0
Mooreland, OK	03/07/17	Day Tour	1	36	0	0
Macomb, OK	03/07/17	Day Tour	1	54	0	0
East Bethel, MN	03/07/17	Over Night	2	20	10	10
Rice Lake, WI	03/08/17	Over Night	2	54	27	27
Perry, OK	03/08/17	Day Tour	1	12	0	0
Miami, OK	03/08/17	Day Tour	1	31	0	0
Ponca City, OK	03/08/17	Day Tour	1	23	0	0
Macomb, OK	03/08/17	Day Tour	1	50	0	0
Martin, TN	03/08/17	Day Tour	1	20	0	0
Lane, OK	03/08/17	Day Tour	1	19	0	0
Del City, OK	03/09/17	Day Tour	1	55	0	0
Clinton, OK	03/09/17	Day Tour	1	42	0	0
Naperville, IL	03/10/17	Over Night	2	20	10	10
Stillwater, OK	03/10/17	Day Tour	1	15	0	0
Coppell, TX	03/11/17	Day Tour	1	22	0	0
Ft. Meyers, FL	03/11/17	Over Night	2	45	23	23
Muskogee, OK	03/11/17	Day Tour	1	14	0	0
McPherson, KS	03/12/17	Day Tour	1	39	0	0
Durant, OK	03/12/17	Day Tour	1	105	0	0
Cushing, OK	03/13/17	Day Tour	1	15	0	0
Lawrence, KS	03/14/17	Day Tour	1	134	0	0
Wichita, KS	03/14/17	Day Tour	1	54	0	0
Topeka, KS	03/15/17	Over Night	2	21	10	10
Elmore, OK	03/16/17	Day Tour	1	19	0	0
Clinton, OK	03/17/17	Day Tour	1	13	0	0
Hollywood, FL	03/17/17	Over Night	2	17	15	15
Winona, MN	03/17/17	Over Night	2	38	20	20
San Antonio, TX	03/17/17	Day Tour	1	15	0	0
Omaha, NE	03/17/17	Over Night	2	75	38	38
Okeene, OK	03/18/17	Day Tour	1	15	0	0
Freemont, NE	03/19/17	Over Night	2	40	20	20
Dell Rapids, SD	03/19/17	Over Night	2	19	10	10
Albuquerque, NM	03/20/17	Day Tour	1	33	0	0
Owasso, OK	03/21/17	Day Tour	1	22	0	0
Joplin, MO	03/21/17	Day Tour	1	56	0	0
Broken Arrow, OK	03/21/17	Day Tour	1	70	0	0
Edmond, OK	03/22/17	Day Tour	1	35	0	0
Yoder, KS	03/22/17	Over Night	2	49	19	19
Ketchum, OK	03/22/17	Day Tour	1	47	0	0
Edmond, OK	03/22/17	Day Tour	1	26	0	0
Granby, MO	03/22/17	Day Tour	1	16	0	0

Norman, OK	03/22/17	Day Tour	1	13	0	0
Pharr, TX	03/23/17	Day Tour	1	19	0	0
Stillwater, OK	03/23/17	Day Tour	1	36	0	0
Birmingham, AL	03/24/17	Day Tour	1	32	0	0
Ruston, LA	03/24/17	Day Tour	1	31	0	0
Rossville, KS	03/24/17	Day Tour	1	19	0	0
Galena, IL	03/25/17	Over Night	2	45	22	22
Guymon, OK	03/27/17	Day Tour	1	15	0	0
Ada, OK	03/29/17	Day Tour	1	21	0	0
Dallas, TX	03/31/17	Day Tour	1	121	0	0
Follett, TX	03/31/17	Day Tour	1	16	0	0
Sherman, TX	03/31/17	Day Tour	1	16	0	0
Tulsa, OK	03/31/17	Day Tour	1	66	0	0
Tours Booked Total: 72				2,491	324	324

**Tourism Department Detail Report
March 1-31, 2017**

Tour Operator Shows

	Attendance	Attended	
Total Number of Tour Operator Shows			4

Group Leader Shows

	Attendance	Attended	
Total Number of Group Leader Shows to Date			3

Consumer Shows

	Attendance	Attended	
San Diego Travel and Adventure Show		S. Price	
Total Number of Consumer Shows to Date			10

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			6

Convention Support

	Attendance	Attended	
Total Number of Convention Support Functions Attended to Date			

Attractions Meeting

	Attendance	Attended	
Total Number of Attractions Meetings to Date			2

Special Projects

Foodie Foot Tour of Deep Deuce - CTA Networking 24 ppl - March 7
CTA Class - March 14 - 15 Attended - Home2 Suites - South OKC
Premier Travel Leads - 33 Request for Information - GTP Mailed

2017 MAJOR EVENTS CALENDAR STATE FAIR PARK

January 12 - 15	International Finals Rodeo
February 9 - 12	Prairie Classic Quarter Horse Show
March 12 - 17	Oklahoma Youth Expo
April 5 - 9	OQHA Spring Show
April 11 - 15	AQHA Level 1 Championships
April 20 - 22	Oklahoma City Farm Show
April 20 - 23	Oklahoma Centennial Horse Show
April 27 - 30	Better Barrel Races World Finals
June 1 - 11	OQHA Redbud Spectacular
June 13 - 20	Non Pro Cutting Horse Show
June 24 – July 1	National Reining Horse Derby
July 5 - 16	GO Hunter Jumper Horse Show
July 22 – 29	Arabian Horse Association Youth Nationals
August 4 – 12	AQHA Youth World Championship Show
August 18 - 20	Summer Shootout Barrel Racing
September 14 - 24	Oklahoma State Fair
October 7 - 14	Grand National Morgan Horse Show
October 21 – 29	U.S. Team Roping Championships
November 3 - 18	AQHA World Championship Quarter Horse Show
November 24– Dec 2	National Reining Horse Futurity
December 5 - 9	World Barrel Racing Futurity