



June 6, 2017

Dear Colleagues:

We are coming down to the wire as we close out our fiscal year and move into the next one. And the end of this year is certainly looking better than last year as we have now seen 2 successive months of increases in the city hotel tax collections along with continued increases in business in our pipeline across various markets.

Fiscal 2017 has been a challenging year for many in our industry. With corporate traffic down and increased competition both locally and in our competing markets the past year has presented opportunities for all of us to think and act differently than in other years. We have lost long time industry partners at the same time that we have seen new properties and businesses come to the market. We have also seen new clients look at Oklahoma City for the very first time and start their due diligence in selecting us as a future site for meetings and events in future years.

As an organization we have instituted a new program with our first ever Client Advisory Board made up of planners from various market segments and cities around the country. Through two meetings with this group we have heard very positive comments about their impressions of Oklahoma City as well as thoughtful critiques of what we as a CVB and hospitality community can do better as we grow. The CAB will continue to work with us for at least two more years helping us gain valuable insight as some of the projects we have underway come closer to completion. The input we gather will assist us long after the current CAB has ended and a new group is invited to help us continue the momentum.

The end of every year is a mixed message as there have been some wonderful victories yet we look forward to new opportunities as we begin with a clean slate on July 1. We continue to be thankful for the support of the industry and our partners as we end FY17, and look forward to the continuation of that support with our existing partners and new ones that will be added in FY18.

All the best to each of you no matter what your business year is as we month thru the 2017 calendar year. We have much work to continue and many opportunities to take advantage of.

Kindest regards,

Michael Carrier  
President



# **Industry Report**

## **May , 2017**

Oklahoma City Convention & Visitors Bureau  
123 Park Avenue  
Oklahoma City, OK 73102  
1.800.225.5652  
[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).

### Convention Sales Department

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Sue Hollenbeck	<a href="mailto:shollenbeck@visitokc.com">shollenbeck@visitokc.com</a>	Director of Sports Business	405-297-8909
Jennifer Breedlove	<a href="mailto:jbreedlove@visitokc.com">jbreedlove@visitokc.com</a>	Manager of Sports Business	405-297-8910
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Sarah Agee	<a href="mailto:sagee@visitokc.com">sagee@visitokc.com</a>	Convention Services Manager	405-297-8952
Paula Marshall	<a href="mailto:pmarshall@visitokc.com">pmarshall@visitokc.com</a>	CRM Database & Research Coordinator	405-297-8926

### Tourism Sales Department

Sandy Price	<a href="mailto:sprice@visitokc.com">sprice@visitokc.com</a>	Vice President Tourism Sales	405-297-8913
Teresa Compton	<a href="mailto:tcompton@visitokc.com">tcompton@visitokc.com</a>	Tourism Sales Manager	405-297-8914
Brittani Johnson	<a href="mailto:bjohnson@visitokc.com">bjohnson@visitokc.com</a>	Information Specialist	405-297-8813
Cristy Smith	<a href="mailto:csmith@visitokc.com">csmith@visitokc.com</a>	Visitors Center Supervisor	405-602-5141

### Communications Department

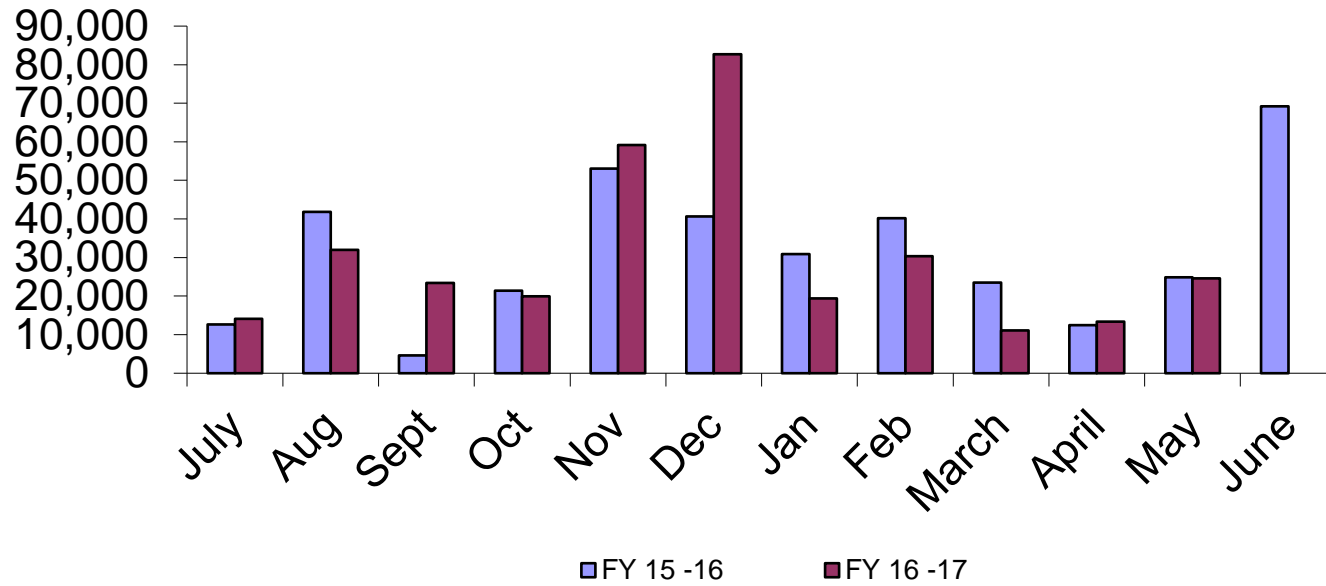
Seth Spillman	<a href="mailto:sspillman@visitokc.com">sspillman@visitokc.com</a>	Director of Marketing & Communications	405-297-8905
Tabbi Burwell	<a href="mailto:tburwell@visitokc.com">tburwell@visitokc.com</a>	Communications Manager	405-297-8973
Taylor Voth	<a href="mailto:tvoth@visitokc.com">tvoth@visitokc.com</a>	Social Media Manager	405-297-8931
Caleb Everett	<a href="mailto:ceverett@visitokc.com">ceverett@visitokc.com</a>	Multimedia Content Manager	405-297-8980
Taylor Lawrence	<a href="mailto:tlawrence@visitokc.com">tlawrence@visitokc.com</a>	Social Media Coordinator	405-297-8997

### Marquee Events

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Deb Shumate	<a href="mailto:dshumate@visitokc.com">dshumate@visitokc.com</a>	Executive Assistant	405-297-8960

# Convention Sales Definite Bookings

Room Nights



		Totals	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
<b>FY 15 -16</b>	=	<b>375,137</b>	12,631	41,825	4,595	21,359	53,034	40,639	30,868	40,173	23,469	12,429	24,903	69,212
<b>FY 16 -17</b>	=	<b>330,001</b>	14,086	31,954	23,378	19,959	59,127	82,658	19,409	30,339	11,110	13,343	24,638	

**Convention Sales Department  
Complete Detail Report  
From 05/01/2017 to 05/31/2017**

**Definite Bookings**

<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>
Stix 11U - Memorial Day Tournament - Stix 11U - Memorial Day Tournament HQ Hotel: Aloft Oklahoma City Downtown-Bricktown	Regional	05/26/2017 - 05/28/2017	20	20	60	JB
United States Tennis Association - 2017 USTA BG 16s Zone Team Championship HQ Hotel: Various Hotels	Regional	07/27/2017 - 07/31/2017	300	105	550	JB
Oklahoma Soccer Association - Southern Regional Premier League 2017 HQ Hotel: Various Hotels	Regional	09/02/2017 - 09/03/2017	400	225	675	JB
USA Softball - 2018 JO (Junior Olympic) Workshop HQ Hotel: Embassy Suites Oklahoma City Downtown/Medical Center	National	01/31/2018 - 02/04/2018	120	95	310	SH
<b>Athletic &amp; Sports/Recreation - 4</b>			<b>840</b>	<b>445</b>	<b>1,595</b>	

<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>
American Choral Directors Association - ACDA National Board Meeting 2017 HQ Hotel: 21c Museum Hotel	Regional	05/31/2017 - 06/03/2017	22	22	40	MO
<b>Cultural, Fine Arts, Libraries - 1</b>			<b>22</b>	<b>22</b>	<b>40</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 Department of Career and Technology Education - 2018 Annual Summer Conference HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	State	07/31/2018 - 08/02/2018	3,700	632	1,473	GT
<b>Educational - 1</b>			<b>3,700</b>	<b>632</b>	<b>1,473</b>	

<b>Franchise/Multi-level Marketing</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
LegalShield - International Convention HQ Hotel: Various Hotels	International	03/12/2018 - 03/19/2018	12,000	3,600	13,830	DJ
<b>Franchise/Multi-level Marketing - 1</b>			<b>12,000</b>	<b>3,600</b>	<b>13,830</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>
Delta Tau Delta Fraternity - Delta Tau Delta 2018 Western Plains Division Annual Meeting HQ Hotel: Skirvin Hilton Oklahoma City	Regional	02/14/2018 - 02/18/2018	245	64	184	MO
<b>Fraternal - 1</b>			<b>245</b>	<b>64</b>	<b>184</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>
National Assembly of State Arts Agencies - Professional Development Institute HQ Hotel: 21c Museum Hotel	National	09/12/2017 - 09/15/2017	80	13	38	DJ
National Training Academy - 2018 International Wild Pig Conference HQ Hotel: Skirvin Hilton Oklahoma City	International	04/15/2018 - 04/20/2018	500	280	1,425	GT
<b>Government, Public Administration - 2</b>			<b>580</b>	<b>293</b>	<b>1,463</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>
Putnam City North High School - Putnam City North Class of 1987 Reunion HQ Hotel: Hampton Inn & Suites Oklahoma City - Bricktown	Regional	06/09/2017 - 06/11/2017	100	20	45	MO
OKC Jazz Festival - The 2017 Oklahoma Barbeque Championship	Regional	06/23/2017 - 06/25/2017	100	20	40	MO

**Hobby & Vocational - 2** **200** **40** **85**

Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Student Mobilization - 2018 StuMo Annual Conference	Regional	01/02/2018 - 01/05/2018	3,000	900	2,760	DW
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

Student Mobilization - 2019 StuMo Annual Conference	Regional	01/02/2019 - 01/05/2019	3,000	950	2,910	DW
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

**Religious - 2** **6,000** **1,850** **5,670**

Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Lockheed Martin - Oklahoma City Job Fair	Regional	05/30/2017 - 05/31/2017	200	50	100	MO
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

**Scientific, Engineering, Technical, Computers - 1** **200** **50** **100**

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Professional Fire Fighters of Oklahoma - 2018 Annual Conference	State	02/07/2018 - 02/09/2018	400	87	198	GT
HQ Hotel: Embassy Suites Oklahoma City Downtown/Medical Center						

**State Assn - 1** **400** **87** **198**

	Scope	Count	Attend	Peak Rooms	Room Nights
	International	2	12,500	3,880	15,255
	National	2	200	108	348
	Regional	10	7,387	2,376	7,364
	State	2	4,100	719	1,671
<b>Total # of Definite Bookings:</b>	<b>16</b>	<b>Totals:</b>	<b>24,187</b>	<b>7,083</b>	<b>24,638</b>

**Sales Leads**

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
United States Tennis Association - 2017 USTA BG 16s Zone Team Championship	Regional	07/27/2017 - 07/31/2017	300	105	550	JB
Oklahoma Charge Volleyball - Redland Rendezvous 2018	Regional	01/05/2018 - 01/07/2018	6,500	600	1,600	JB
International Fencing Federation - 2020 IFF Junior and Cadet World Championship	International	04/03/2020 - 04/12/2020	800	232	2,630	SH

**Athletic & Sports/Recreation - 3** **7,600** **937** **4,780**

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
BBI International - International Fuel Ethanol Workshop and Expo	National	02/26/2018 - 02/28/2018	450	130	406	KT

**Corporate - 1** **450** **130** **406**

Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Western Music Association - Annual Convention	Regional	11/11/2020 - 11/15/2020	400	145	510	KT

**Cultural, Fine Arts, Libraries - 1** **400** **145** **510**

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Council of Chief State School Officers - Career Readiness Network Fall 2017 Convening	National	10/31/2017 - 11/03/2017	200	150	320	MO
CLE International - 3 Programs in February	National	02/21/2018 - 02/22/2018	160	10	20	MO
Southeastern Oklahoma State University - ODSA Conference 2018	National	04/02/2018 - 04/03/2018	125	100	200	DW

National Conference on Undergraduate Research - National Conference on Undergraduate Research Overflow Block	National	04/03/2018 - 04/08/2018	5,000	2,000	9,000	DJ
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<b>Educational - 4</b>			<b>5,485</b>	<b>2,260</b>	<b>9,540</b>	
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Environmental	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
GeoStabilization International - 2018 Annual Leadership Training	National	01/22/2018 - 01/26/2018	250	142	692	GT

<b>Environmental - 1</b>			<b>250</b>	<b>142</b>	<b>692</b>	
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Equine	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Youth Expo - 2018 Oklahoma Youth Expo	State	03/06/2018 - 03/16/2018	5,000	2,200	23,000	AA

<b>Equine - 1</b>			<b>5,000</b>	<b>2,200</b>	<b>23,000</b>	
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Ethnic	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Alpha Phi Alpha Fraternity - Alpha Phi Alpha Fraternity SW Region Convention	National	04/11/2018 - 04/14/2018	500	250	730	DW

<b>Ethnic - 1</b>			<b>500</b>	<b>250</b>	<b>730</b>	
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Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Interstate Technology & Regulatory Council - Storm Water Meeting	Regional	10/10/2017 - 10/12/2017	34	34	71	MO

National WIC Association - Nutrition and Breastfeeding Conference	National	09/18/2018 - 09/20/2018	750	530	1,815	KT
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<b>Government, Public Administration - 2</b>			<b>784</b>	<b>564</b>	<b>1,886</b>	
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Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
School of Rock - School of Rock All Stars 2017 - Team 6 - OKC	Regional	08/02/2017 - 08/02/2017	30	13	13	MO

<b>Hobby &amp; Vocational - 1</b>			<b>30</b>	<b>13</b>	<b>13</b>	
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Meetings, Convention, Tourism Industry Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
International Motor Coach Group - Focus 25	National	02/18/2018 - 02/20/2018	45	38	76	DJ

North American Transportation - 2018 NATSA Annual Conference	National	09/15/2018 - 09/19/2018	60	57	201	MO
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<b>Meetings, Convention, Tourism Industry Events - 2</b>			<b>105</b>	<b>95</b>	<b>277</b>	
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Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Convoy of Hope - 2017 Oct 30 Convoy of Hope	Regional	10/30/2017 - 11/01/2017	40	32	61	MO

Betty Ann Ridley Association - Daystar Spring Conference	National	05/04/2018 - 05/05/2018	150	75	150	DW
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National Church Conference of the Blind - National Church Conference of the Blind	Regional	08/03/2019 - 08/08/2019	100	35	210	MO
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<b>Religious - 3</b>			<b>290</b>	<b>142</b>	<b>421</b>	
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Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Lockheed Martin - Oklahoma City Job Fair	Regional	05/30/2017 - 05/31/2017	200	50	100	MO

CoHEsion - Fall Conference	National	09/30/2019 - 10/03/2019	350	260	914	KT
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<b>Scientific, Engineering, Technical, Computers - 2</b>			<b>550</b>	<b>310</b>	<b>1,014</b>	
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State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Family, Career and Community Leaders of America, Inc. - 2018 Annual State Convention	State	04/12/2018 - 04/12/2018	10,000	4,000	4,500	GT

Oklahoma FFA - 2018 Oklahoma State FFA Convention	State	04/30/2018 - 05/02/2018	10,000	2,635	6,288	GT
Oklahoma State School Boards Association - 2018 Annual Convention	State	08/23/2018 - 08/25/2018	2,500	650	1,375	GT
Professional Fire Fighters of Oklahoma - 2019 Annual Conference	State	02/06/2019 - 02/08/2019	340	87	198	GT
Professional Fire Fighters of Oklahoma - 2020 Annual Conference	State	02/05/2020 - 02/07/2020	340	87	198	GT
<b>State Assn - 5</b>			<b>23,180</b>	<b>7,459</b>	<b>12,559</b>	

Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
SHARE - 2019 SHARE Winter Conference	National	03/02/2019 - 03/07/2019	600	610	2,945	KT
Evangelical Press Association - Evangelical Press Association Annual Convention (EPA 2019)	National	04/09/2019 - 04/12/2019	175	120	365	DW
<b>Trade, Commercial Or Business - 2</b>			<b>775</b>	<b>730</b>	<b>3,310</b>	

	Scope	Count	Attend	Peak Rooms	Room Nights
	International	1	800	232	2,630
	National	14	8,815	4,472	17,834
	Regional	8	7,604	1,014	3,115
	State	6	28,180	9,659	35,559
<b>Total # of Sales Leads:</b>		<b>29</b>	<b>Totals: 45,399</b>	<b>15,377</b>	<b>59,138</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

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Department of Career and Technology Education - 2018 Annual Summer Conference	State	07/31/2018 - 08/02/2018	0	705	0	GT
<b>Educational - 1</b>			<b>0</b>	<b>705</b>	<b>0</b>	

Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Quarter Horse Association - 2018 AQHA Level 1 Championship	National	04/17/2018 - 04/24/2018	0	400	-6,550	AA
Better Barrel Races - Better Barrel Racing World Finals 2018	National	04/25/2018 - 04/30/2018	0	2,500	103	AA
<b>Marquee Events - 2</b>			<b>0</b>	<b>2,900</b>	<b>-6,447</b>	

	Scope	Count	Attend	Peak Rooms	Room Nights
	National	2	0	2,900	-6,447
	State	1	0	705	0
<b>Total # of Sales Leads Adjustments:</b>		<b>3</b>	<b>Totals: 0</b>	<b>3,605</b>	<b>-6,447</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

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
WIDA - WIDA National Conference 2019	National	10/07/2019 - 10/11/2019	2,000	900	2,930	DW
<b>Educational - 1</b>			<b>2,000</b>	<b>900</b>	<b>2,930</b>	

Military Reunions	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
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Air Force Gunners Association - Biannual Reunion	National	09/03/2019 - 09/08/2019	150	70	295	MO
<b>Military Reunions - 1</b>			<b>150</b>	<b>70</b>	<b>295</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	National	2	2,150	970	3,225	
<b>Total # of Site Inspection - Sales:</b>			<b>2</b>	<b>Totals: 2,150</b>	<b>970</b>	<b>3,225</b>

### Site Inspection - Services

<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>
National Association of Cancer Center Development Officers - NACCCO PAN Annual Conference	National	04/08/2019 - 04/12/2019	25	325	1,055	MO
<b>Health &amp; Medical - 1</b>			<b>25</b>	<b>325</b>	<b>1,055</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	National	1	25	325	1,055	
<b>Total # of Site Inspection - Services:</b>			<b>1</b>	<b>Totals: 25</b>	<b>325</b>	<b>1,055</b>

### Lost Business

<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>
Oklahoma Coaches Association - 2017 Annual Clinic	State	07/20/2017 - 07/28/2017	5,000	500	2,280	JB
Reason(s):						
<ul style="list-style-type: none"> <li>Return to same hotel/city</li> <li>Lower hotel rate in other city</li> <li>Lack of hotel mtg space option</li> </ul>						
Intercollegiate Tennis Association - Oracle Cup 2017	National	10/11/2017 - 10/15/2017	500	250	1,025	JB
Reason(s):						
<ul style="list-style-type: none"> <li>Rotation schedule</li> </ul>						
<b>Athletic &amp; Sports/Recreation - 2</b>			<b>5,500</b>	<b>750</b>	<b>3,305</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>
Zeiders Enterprises Inc - Convention for Zeiders	National	08/13/2017 - 08/23/2017	24	20	200	MO
Reason(s):						
<ul style="list-style-type: none"> <li>Committee politics</li> </ul>						
Events Your Way LLC - Annual Conference 2017	Regional	09/26/2017 - 09/28/2017	150	100	200	MO
Reason(s):						
<ul style="list-style-type: none"> <li>No response from Meeting Planner</li> </ul>						
Harley-Davidson Motor Co. - 2018 HOG Officer Training	National	02/13/2018 - 02/18/2018	850	405	1,106	GT
Reason(s):						
<ul style="list-style-type: none"> <li>No response from Meeting Planner</li> </ul>						
<b>Corporate - 3</b>			<b>1,024</b>	<b>525</b>	<b>1,506</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>
Council of Chief State School Officers - Career Readiness Network Fall 2017 Convening	National	10/31/2017 - 11/03/2017	200	150	320	MO
Reason(s):						
<ul style="list-style-type: none"> <li>Committee politics</li> </ul>						
Lincoln University Alumni Association - 2018 National Alumni Association Convention	Regional	06/05/2018 - 06/10/2018	120	75	290	MO
Reason(s):						
<ul style="list-style-type: none"> <li>Meeting cancelled</li> </ul>						
<b>Educational - 2</b>			<b>320</b>	<b>225</b>	<b>610</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>
US Courts - 2018 Financial Forum	National	04/10/2018 - 04/12/2018	1,200	1,175	4,700	GT

Reason(s): ● Unable to get preferred dates							
National Conference on Weights and Measures - ANNUAL EDUCATIONAL CONFERENCE	National	07/13/2018 - 07/20/2018	250	223	976	GT	
Reason(s): ● Committee politics							
<b>Government, Public Administration - 2</b>			<b>1,450</b>	<b>1,398</b>	<b>5,676</b>		
<b>Heritage, Patriotic, Veterans</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>	
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	
Reason(s): ● Lower hotel rate in other city							
<b>Heritage, Patriotic, Veterans - 1</b>			<b>80</b>	<b>27</b>	<b>38</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>	
Modern Doll Collectors - 2018 Modern Doll Collectors Convention	National	09/16/2018 - 09/24/2018	125	60	303	MO	
Reason(s): ● Lower hotel rate in other city							
<b>Hobby &amp; Vocational - 1</b>			<b>125</b>	<b>60</b>	<b>303</b>		
<b>Medical/Pharmaceutical</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>	
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	
Reason(s): ● Lower hotel rate in other city							
<b>Medical/Pharmaceutical - 1</b>			<b>110</b>	<b>110</b>	<b>235</b>		
<b>Trade, Commercial Or Business</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>	
Southwest Benefits Association - 2018 Annual Convention	Regional	05/08/2018 - 05/12/2018	340	250	554	MO	
Reason(s): ● Lower hotel rate in other city							
National Association of Catastrophe Adjusters - 2019 Annual Convention & Expo	National	01/13/2019 - 01/17/2019	225	170	812	GT	
Reason(s): ● Return to same hotel/city							
<b>Trade, Commercial Or Business - 2</b>			<b>565</b>	<b>420</b>	<b>1,366</b>		
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>		
	National	9	3,484	2,563	9,677		
	Regional	4	690	452	1,082		
	State	1	5,000	500	2,280		
<b>Total # of Lost Business:</b>		<b>14</b>	<b>Totals: 9,174</b>	<b>3,515</b>	<b>13,039</b>		

## Conventions Serviced

<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>
Oklahoma Secondary School Activities Association (OSSAA) - 2017 State Slow Pitch Championships - A-6A	State	05/02/2017 - 05/03/2017	2,500	200	450	JB
Oklahoma Secondary School Activities Association (OSSAA) - 2017 State Baseball Championships - Class A & B	State	05/04/2017 - 05/06/2017	2,800	300	600	JB
Oklahoma Secondary School Activities Association (OSSAA) - 2017 Girls State High School Tennis Championships	State	05/05/2017 - 05/06/2017	1,400	325	525	JB
US Rowing - Central Youth Rowing Championship 2017	Regional	05/06/2017 - 05/07/2017	2,000	275	610	SH

Big 12 Conference - Big 12 Softball Championship 2017	Regional	05/10/2017 - 05/14/2017	6,000	350	1,025	SH
Oklahoma Secondary School Activities Association (OSSAA) - 2017 State Baseball Championships - 2A-6A	State	05/11/2017 - 05/13/2017	1,500	450	950	JB
Oklahoma Secondary School Activities Association (OSSAA) - 2017 Boys State High School Tennis Championships	State	05/12/2017 - 05/13/2017	1,400	325	525	JB
Oklahoma City Boathouse Foundation (OKCBF) - 2017 Whitewater Festival/US Rafting Assn National Championships	National	05/18/2017 - 05/21/2017	1,000	80	330	SH
Oklahoma Soccer Association - 15U-19U State/Presidents Cup Round One, Round Two Tournament	State	05/19/2017 - 05/21/2017	1,200	500	1,000	JB
NCAA - Division III Softball Championships 2017	National	05/23/2017 - 05/30/2017	2,000	146	818	SH
Big 12 Conference - Big 12 Baseball Championship 2017	Regional	05/24/2017 - 05/28/2017	2,500	318	1,809	SH
Oklahoma Soccer Association - 15U-19U State/Presidents Cup Round Three, Semis, & Finals Tournament	State	05/26/2017 - 05/28/2017	1,200	500	1,250	JB
Shootout Championship Baseball - B12 Memorial Shootout 2017	Regional	05/26/2017 - 05/29/2017	1,800	325	1,225	JB
Stix 11U - Memorial Day Tournament - Stix 11U - Memorial Day Tournament	Regional	05/26/2017 - 05/28/2017	20	20	60	JB
United States Tennis Association - Missouri Valley - 2017 USTA Missouri Valley 12U-14U Team Event	Regional	05/26/2017 - 05/29/2017	500	200	600	JB
USA Football - 2017 USA Football OK Development Camp	Regional	05/26/2017 - 05/29/2017	250	58	104	SH
NCAA - Women's College World Series 2017	National	05/30/2017 - 06/07/2017	9,500	2,800	13,278	SH
Triple Crown Sports - Girls' Fastpitch Event 2017	National	05/31/2017 - 06/06/2017	4,500	600	3,000	SH
<b>Athletic &amp; Sports/Recreation - 18</b>			<b>42,070</b>	<b>7,772</b>	<b>28,159</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 May 2017	National	05/07/2017 - 05/19/2017	10	10	120	DW
Better Business Bureau of Central Oklahoma - Better Business Bureau Southwest Regional Conference	Regional	05/21/2017 - 05/24/2017	30	30	90	MO
<b>Corporate - 2</b>			<b>40</b>	<b>40</b>	<b>210</b>	

<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>
American Choral Directors Association - ACDA National Board Meeting 2017	Regional	05/31/2017 - 06/03/2017	22	22	40	MO
<b>Cultural, Fine Arts, Libraries - 1</b>			<b>22</b>	<b>22</b>	<b>40</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>
The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXII - Session V	State	05/05/2017 - 05/05/2017	25	10	10	GT
National Association of State Human Services Finance Officers - HSFO Cost Allocation Basic Training	National	05/22/2017 - 05/25/2017	25	25	75	MO
<b>Government, Public Administration - 2</b>			<b>50</b>	<b>35</b>	<b>85</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>
PPES Inc. - 2017 Ladies Pamper Night Tour	Regional	05/05/2017 - 05/07/2017	11	11	22	MO

Fortune'Brown Family Reunion - Fortune'Brown Family Reunion	State	05/25/2017 - 05/28/2017	150	0	0	MO
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**Hobby & Vocational - 2** **161**    **11**    **22**

Military Reunions	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
173rd Airborne Brigade Association - 2017 Annual Reunion	National	05/17/2017 - 05/22/2017	800	225	1,000	GT

**Military Reunions - 1** **800**    **225**    **1,000**

Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Lockheed Martin - Oklahoma City Job Fair	Regional	05/30/2017 - 05/31/2017	200	50	100	MO

**Scientific, Engineering, Technical, Computers - 1** **200**    **50**    **100**

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma FFA - 2017 Oklahoma State FFA Convention	State	05/01/2017 - 05/03/2017	10,000	2,635	6,260	GT

Oklahoma Grain and Feed Association - OGFA 119th Annual Meeting	National	05/01/2017 - 05/03/2017	125	55	75	MO
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Oklahoma Association of Conservation Districts - 2017 National Land & Range Judging	National	05/02/2017 - 05/04/2017	500	222	830	GT
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Independent Insurance Agents of Oklahoma - May 2017 CIC Class	State	05/24/2017 - 05/26/2017	125	25	65	MO
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**State Assn - 4** **10,750**    **2,937**    **7,230**

	Scope	Count	Attend	Peak Rooms	Room Nights
	National	9	18,460	4,163	19,526
	Regional	11	13,333	1,659	5,685
	State	11	22,300	5,270	11,635
<b>Total # of Conventions Serviced:</b>		<b>31</b>	<b>Totals: 54,093</b>	<b>11,092</b>	<b>36,846</b>

**Tourism Tours Booked  
Complete Detail Report  
From 05/01/2017 to 05/31/2017**

Origin	Arrival Date	Trip Type	Days	Passengers	Rooms	Room Nights
Appleton, WI	05/01/17	Over Night	2	21	11	11
Ft. Meyers, FL	05/04/17	Over Night	2	51	20	20
Ft. Meyers, FL	05/04/17	Over Night	2	49	22	22
Ft. Meyers, FL	05/05/17	Over Night	2	43	19	19
New York, NY	05/06/17	Over Night	2	11	8	8
Ft. Meyers, FL	05/06/17	Over Night	2	55	21	21
Ft. Meyers, FL	05/06/17	Over Night	2	55	23	23
Kitchener, ON	05/06/17	Over Night	2	22	11	11
Ft. Meyers, FL	05/07/17	Over Night	2	51	20	20
Dublin, VA	05/07/17	Over Night	2	50	25	25
Ft. Meyers, FL	05/13/17	Over Night	2	21	11	11
Leicestershire, UK	05/14/17	Over Night	2	40	20	20
New York, NY	05/16/17	Over Night	2	15	10	10
Dallas, TX	05/17/17	Over Night	2	17	8	8
Springfield, MO	05/18/17	Over Night	2	52	26	26
Lawton, OK	05/19/17	Day Tour	1	30	0	0
Neosho, MO	05/20/17	Day Tour	1	25	0	0
Ft. Meyers, FL	05/21/17	Over Night	2	55	23	23
Lula, GA	05/22/17	Over Night	2	29	14	14
Ft. Meyers, FL	05/22/17	Over Night	2	56	24	24
Ft. Meyers, FL	05/22/17	Over Night	2	43	19	19
Anaheim, CA	05/25/17	Over Night	3	50	25	50
Freemont, NE	05/25/17	Over Night	2	40	20	20
Rolla, MO	05/25/17	Over Night	2	18	9	9
Ft. Meyers, FL	05/26/17	Over Night	2	44	21	21
Weatherford, OK	05/26/17	Day Tour	1	65	0	0
Houston, TX	05/26/17	Day Tour	1	25	0	0
Okarche, OK	05/26/17	Day Tour	1	18	0	0
Ft. Meyers, FL	05/27/17	Over Night	2	49	21	22
Ft. Meyers, FL	05/27/17	Over Night	2	62	27	27
Pennsburg, PA	05/27/17	Over Night	2	21	12	12
<b>Tours Booked Total: 31</b>				<b>1,183</b>	<b>470</b>	<b>496</b>

**Tourism Department Detail Report  
May 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			4

**Consumer Shows**

	Attendance	Attended	
Fort Worth Home and Garden Show		T.Compton	
Houston Ultimate Women's Show		S. Price	
Total Number of Consumer Shows to Date			15

**Education Programs**

	Attendance	Attended	
Total Number of Education Programs to Date			1

**Sporting Events**

	Attendance	Attended	
Total Number of Sporting Events to Date			1

**Site Inspections/FAM Tours**

	Attendance	Attended	
Brand USA FAM	18	S. Price	
Total Number of Site Inspections/FAM Tours to Date			7

**Convention Support**

	Attendance	Attended	
Total Number of Convention Support Functions Attended to Date			

**Attractions Meeting**

	Attendance	Attended	
Hometown Heroes		S. Price	
Total Number of Attractions Meetings to Date			3

**Special Projects**

Group Tour Service - 1 Bus Box Delivered
Premier Travel - 6 Group Tour Planners Mailed
CTA Training Class - 13 Trained, May 9, 2017

## **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