



January 13, 2016

Dear Colleagues:

Welcome to a new year! I know the past 12 months have been turbulent but there have been, and continue to be, bright spots along the way. We see signs that 2016 will be better in several ways and are optimistic that good things are coming.

Although we have not received the year-end hotel statistics from Smith Travel we do have the hotel tax collection numbers for the past year. Each of the last 4 quarters has shown an increase over the prior year. And for the first half of the current fiscal year, Oklahoma City has seen a 1.9% increase in hotel tax collections over the same period last year. In fact both of the first 2 quarters of this fiscal year have set new historical records for the hotel tax receipts. Good news and promising trends for the future.

Our booking pace is well ahead of last year with definite bookings up 27% as of the end of December and tentative room nights up 6% for the same period. Our tradeshow generated leads and prospects are up 18% and we are just getting into some of the really strong shows we attend annually.

And we have the new Arabian Youth Nationals horse show coming in July, a show comparable in size to the Quarter Horse Youth World show. Combined with Big 12 Women's basketball championships, NCAA Men's Basketball playoffs, and the return of the Big 12 Baseball Championships we have a stronger sports year than 2015. Plus the opening of the Riversports Rapids and the hosting of events in preparation for the 2016 Rio Olympics.

Looks like it's still a great time to be in Oklahoma City. Expect more news soon on the progress of the convention center, streetcar, Expo Hall, and other projects. And more bookings. 2016 promises to be interesting.

Have a great month.

Michael Carrier  
President



# **Industry Report**

## **December 2015**

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).

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### Communications Department

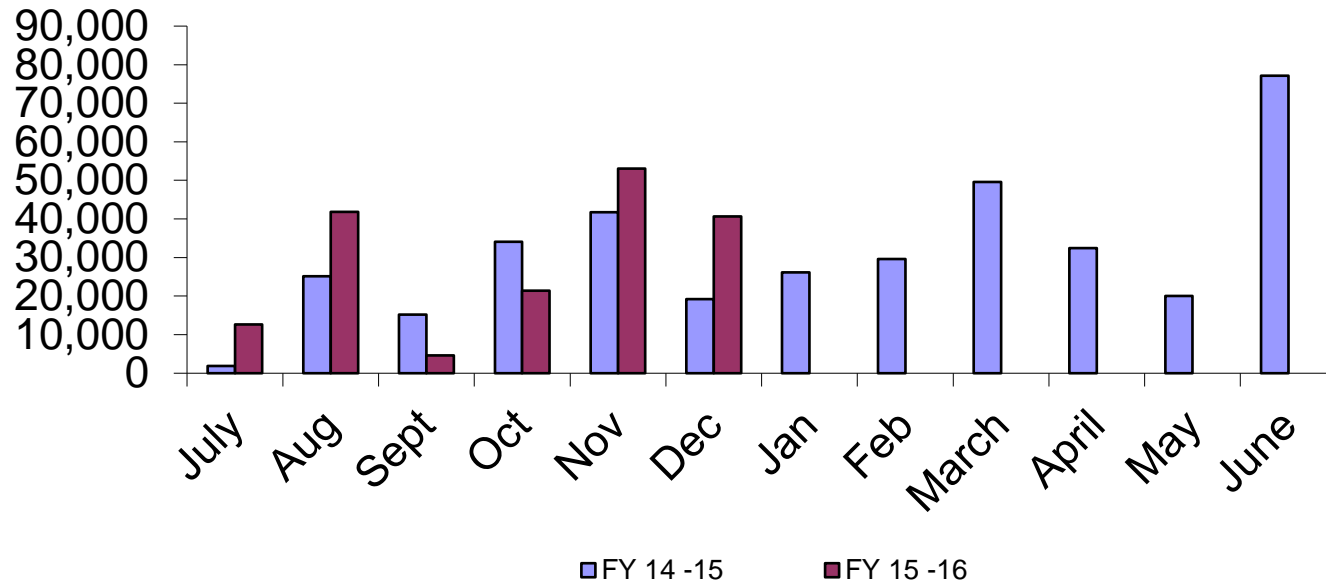
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### Marquee Events

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# Convention Sales Definite Bookings

Room Nights



		Totals	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
<b>FY 14 -15</b>	=	<b>372,088</b>	1,844	25,104	15,160	34,042	41,707	19,216	26,142	29,595	49,619	32,483	20,033	77,143
<b>FY 15 -16</b>	=	<b>174,087</b>	12,631	41,825	4,595	21,363	53,034	40,639	0	0	0	0	0	0

**Convention Sales Department  
Complete Detail Report  
From 12/01/2015 to 12/31/2015**

**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>
Women's Collegiate Wrestling Association - 2016 National Championships HQ Hotel: Various Hotels	National	02/11/2016 - 02/13/2016	7,500	1,000	4,000	JB
B & L Events and Global Bodybuilding Organization - Surg Nubret Classic - 2016 HQ Hotel: Sheraton Hotel Oklahoma City Downtown	International	02/26/2016 - 02/28/2016	450	50	100	SH
USA Wrestling - 2016 Girls Folkstyle Nationals/College Women National Championships HQ Hotel: Various Hotels	National	03/24/2016 - 03/27/2016	2,000	800	2,200	JB
United States Olympic Committee (USOC) - USOC Road to Rio 2016 HQ Hotel: Various Hotels	National	05/06/2016 - 05/08/2016	25,000	750	2,775	SH
USA Canoe/Kayak (USACK) - USACK WhiteWater Slalom Olympic Trials for Canoe/Kayak 2016 HQ Hotel: Various Hotels	National	05/06/2016 - 05/08/2016	1,250	100	1,050	SH
US Rowing - Central Youth Rowing Championship 2016 HQ Hotel: Various Hotels	Regional	05/07/2016 - 05/08/2016	2,000	275	610	SH
Triple Crown Sports - Girls' Fastpitch Event 2016 HQ Hotel: Various Hotels	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 HQ Hotel: Sheraton Hotel Oklahoma City Downtown	National	07/08/2016 - 07/09/2016	450	63	100	SH
<b>Athletic &amp; Sports/Recreation - 8</b>			<b>43,150</b>	<b>3,638</b>	<b>13,835</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 January 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	01/10/2016 - 01/22/2016	15	15	195	DW
North Plains Electric Cooperative, Inc. - 2016 Strategic Planning Session HQ Hotel: Residence Inn Downtown Bricktown	Regional	01/17/2016 - 01/20/2016	25	0	0	MO
Express Employment Professionals - Express Professional Staffing Jan 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	01/24/2016 - 01/27/2016	10	28	84	DW
Express Employment Professionals - Express New Franchise Training February 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	01/31/2016 - 02/12/2016	15	15	195	DW
Express Employment Professionals - Express Professional Staffing APR 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	04/27/2016 - 04/30/2016	10	28	84	DW
Fiserv Solutions LLC - 2016 Premier Regional Training HQ Hotel: Embassy Suites Oklahoma City Will Rogers World Airport	Regional	09/26/2016 - 09/29/2016	85	40	160	MO
<b>Corporate - 6</b>			<b>160</b>	<b>126</b>	<b>718</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 Southwestern Division Conference	Regional	03/06/2018 - 03/11/2018	300	550	1,880	JD

HQ Hotel: Renaissance Oklahoma City Convention Center Hotel

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

**300 550 1,880**

<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>
Organization of American Kodaly Educators - OAKE NATIONAL CONFERENCE	National	03/15/2018 - 03/25/2018	1,800	400	1,513	DW
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

**Educational - 1**

**1,800 400 1,513**

<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>
Discover the Dinosaurs - Discover the Dinosaurs OKC Show	Regional	12/14/2015 - 12/20/2015	25	5	50	MO
HQ Hotel: Hyatt Place Oklahoma City Airport						

**Hobby & Vocational - 1**

**25 5 50**

<b>Marquee Events</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
National Reining Horse Association - National Reining Futurity 2016	National	11/24/2016 - 12/03/2016	6,000	1,000	10,000	AA
HQ Hotel: Various Hotels						

**Marquee Events - 1**

**6,000 1,000 10,000**

<b>Religious</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
SLU Lift Oklahoma - SLU Lift Oklahoma 2015	National	02/11/2016 - 02/13/2016	50	28	64	MO
HQ Hotel: Fairfield Inn Oklahoma City Quail Springs North						

**Religious - 1**

**50 28 64**

<b>State Assn</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
Family, Career and Community Leaders of America, Inc. - 2016 Annual State Convention	State	04/08/2016 - 04/08/2016	10,000	3,970	4,525	GT
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

Oklahoma FFA - 2016 Oklahoma State FFA Convention	State	04/26/2016 - 04/27/2016	10,000	2,635	6,292	GT
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

**State Assn - 2**

**20,000 6,605 10,817**

<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>
NAPA Auto Parts - NAPA Auto Parts OK Nov 2016	Regional	11/17/2016 - 11/19/2016	175	89	155	MO
HQ Hotel: Skirvin Hilton Oklahoma City						

National Association of RV Parks & Campgrounds - Outdoor Hospitality Conference and Expo	National	11/04/2018 - 11/10/2018	500	350	1,467	JD
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

**Trade, Commercial Or Business - 2**

**675 439 1,622**

	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	1	450	50	100	
	National	14	49,100	5,177	26,727	
	Regional	6	2,610	959	2,855	
	State	2	20,000	6,605	10,817	
<b>Total # of Definite Bookings:</b>		<b>23</b>	<b>Totals: 72,160</b>	<b>12,791</b>	<b>40,499</b>	

**Sales Leads**

<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>
USA Canoe/Kayak (USACK) - USACK Flatwater Sprint Olympic Trials for Canoe/Kayak 2016	National	04/30/2016 - 05/08/2016	1,250	175	700	SH
United States Olympic Committee (USOC) - USOC Road to Rio 2016	National	05/06/2016 - 05/08/2016	25,000	750	2,775	SH

USA Canoe/Kayak (USACK) - USACK WhiteWater Slalom Olympic Trials for Canoe/Kayak 2016	National	05/06/2016 - 05/08/2016	1,250	100	1,050	SH
US Rowing - Central Youth Rowing Championship 2016	Regional	05/07/2016 - 05/08/2016	2,000	275	610	SH
Brass Monkey Promotions - 2016 OKC Mile - AMA Pro Race	Regional	06/18/2016 - 06/19/2016	7,500	200	364	SH
American Amateur Baseball Congress (AABC) - AABC Annual Meeting 2016	Regional	11/02/2016 - 11/06/2016	75	50	185	SH
National Association of Intercollegiate Athletics (NAIA) - 2017 Women's Golf National Championships	National	05/23/2017 - 05/26/2017	500	200	1,000	JB
USA Gymnastics - 2017 USA Gymnastics Championships Acrobatic, Rythmic and Trampoline & Tumbling	National	06/24/2017 - 07/02/2017	2,500	900	5,670	SH
National Association of Intercollegiate Athletics (NAIA) - 2018 Women's Golf National Championships	National	05/22/2018 - 05/25/2018	500	200	1,000	JB
USA Gymnastics - 2018 USA Gymnastics Championships Acrobatic, Rythmic and Trampoline & Tumbling	National	06/23/2018 - 07/01/2018	2,500	900	5,670	SH

**Athletic & Sports/Recreation - 10**

**43,075      3,750      19,024**

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Seamark Consulting Limited - Winter Training Seminar	International	01/10/2016 - 01/17/2016	10	10	70	MO
Walmart Security Technology - Walmart Security Technology Yearly Meeting	Regional	04/12/2016 - 04/15/2016	58	34	102	MO
Frontline Technologies - Aesop Certification Course	Regional	06/14/2016 - 06/15/2016	15	9	13	MO

**Corporate - 3**

**83      53      185**

Ethnic	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Baptist Convention of America, Inc. - Mid-Winter Board and mini congress	Regional	02/19/2017 - 02/23/2017	500	225	760	JD

**Ethnic - 1**

**500      225      760**

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
U.S. Environmental Protection Agency - EPA Region 6 MS4 Conference	National	09/17/2016 - 09/22/2016	250	175	835	JD

**Government, Public Administration - 1**

**250      175      835**

Health & Medical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Council for Behavioral Health - Mental Health First Aid Training Course Winter 2016	Regional	01/10/2016 - 01/14/2016	50	10	50	MO
Oklahoma Hemophilia Foundation - 2016 Annual Meeting	Regional	08/26/2016 - 08/27/2016	275	55	55	MO
American Society of PeriAnesthesia Nurses - Leadership Development Institute	National	09/16/2016 - 09/18/2016	120	65	130	MO

**Health & Medical - 3**

**445      130      235**

Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Discover the Dinosaurs - Discover the Dinosaurs OKC Show	Regional	12/14/2015 - 12/20/2015	25	5	35	MO
Central Oklahoma Cavalier King Charles Spaniel Club Regional Specialty - 2017 Central Oklahoma Cavalier King Charles Spaniel Club Regional Specialty	Regional	09/21/2017 - 09/25/2017	50	20	40	MO

**Hobby & Vocational - 2**

**75      25      75**

Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Reining Horse Association - National Reining Futurity 2017	National	11/23/2017 - 12/02/2017	6,000	1,000	10,000	AA
<b>Marquee Events - 1</b>			<b>6,000</b>	<b>1,000</b>	<b>10,000</b>	
Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Association Nurse Life Care Planners - Annual	National	02/07/2019 - 02/11/2019	100	100	350	JD
<b>Medical/Pharmaceutical - 1</b>			<b>100</b>	<b>100</b>	<b>350</b>	
Military Reunions	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
VMF/VMA211 - 2016 Reunion	Regional	10/04/2016 - 10/09/2016	45	25	125	MO
<b>Military Reunions - 1</b>			<b>45</b>	<b>25</b>	<b>125</b>	
Scientific, Engineering, Technical, Computers	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Society of Petroleum Engineers - 2017 Oil and GAs Symposium	State	03/27/2017 - 03/29/2017	1,000	20	60	MO
<b>Scientific, Engineering, Technical, Computers - 1</b>			<b>1,000</b>	<b>20</b>	<b>60</b>	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Trucking Association - 84th Annual Convention	Regional	09/14/2016 - 09/15/2016	115	51	118	MO
<b>State Assn - 1</b>			<b>115</b>	<b>51</b>	<b>118</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	1	10	10	70	
	National	11	39,970	4,565	29,180	
	Regional	12	10,708	959	2,457	
	State	1	1,000	20	60	
<b>Total # of Sales Leads:</b>		<b>25</b>	<b>Totals: 51,688</b>	<b>5,554</b>	<b>31,767</b>	

### Definite Bookings Adjustments

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Reining Horse Association - Winter Meeting	International	01/20/2016 - 01/24/2016	200	0	0	DJ
HQ Hotel: Skirvin Hilton Oklahoma City						
<b>Agricultural, Commodities, Food/Food Products - 1</b>			<b>200</b>	<b>0</b>	<b>0</b>	
State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Family, Career and Community Leaders of America, Inc. - 2016 Annual State Convention	State	04/08/2016 - 04/08/2016	10,000	-30	25	GT
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						
<b>State Assn - 1</b>			<b>10,000</b>	<b>-30</b>	<b>25</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	1	200	0	0	
	State	1	10,000	-30	25	
<b>Total # of Definite Bookings Adjustments:</b>		<b>2</b>	<b>Totals: 10,200</b>	<b>-30</b>	<b>25</b>	

### Sales Leads Adjustments

Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Organization of American Kodaly Educators - OAKE NATIONAL CONFERENCE	National	03/15/2018 - 03/25/2018	0	400	477	DW
<b>Educational - 1</b>			<b>0</b>	<b>400</b>	<b>477</b>	



State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma FFA - 2016 Oklahoma State FFA Convention	State	04/26/2016 - 04/27/2016	0	2,635	0	GT
<b>State Assn - 1</b>			<b>0</b>	<b>2,635</b>	<b>0</b>	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	0	400	477	
	State	1	0	2,635	0	
<b>Total # of Sales Leads Adjustments:</b>			<b>2</b>	<b>Totals: 0</b>	<b>3,035</b>	<b>477</b>

### Bid Books

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
U.S. Environmental Protection Agency - EPA Region 6 MS4 Conference	National	09/17/2016 - 09/22/2016	250	175	835	JD
<b>Government, Public Administration - 1</b>			<b>250</b>	<b>175</b>	<b>835</b>	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	250	175	835	
<b>Total # of Bid Books:</b>			<b>1</b>	<b>Totals: 250</b>	<b>175</b>	<b>835</b>

### Site Inspection - Sales

Fraternal	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The National Beta Club - 2019 National Convention	National	06/14/2019 - 06/22/2019	8,000	1,800	9,860	GT
<b>Fraternal - 1</b>			<b>8,000</b>	<b>1,800</b>	<b>9,860</b>	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
U.S. Department of Transportation - 12th Annual FTA Drug and Alcohol Program Conference	National	04/10/2017 - 04/14/2017	600	260	895	GT
<b>Government, Public Administration - 1</b>			<b>600</b>	<b>260</b>	<b>895</b>	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	2	8,600	2,060	10,755	
<b>Total # of Site Inspection - Sales:</b>			<b>2</b>	<b>Totals: 8,600</b>	<b>2,060</b>	<b>10,755</b>

### Site Inspection - Services

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

### Lost Business

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
USA Canoe/Kayak (USACK) - USACK Flatwater Sprint Olympic Trials for Canoe/Kayak 2016	National	04/30/2016 - 05/08/2016	1,250	175	700	SH
Reason(s): • Venue unavailable						
USA Cycling - 2017 Professional Criterium and Team Time Trial National Championships	National	05/26/2017 - 05/28/2017	5,000	550	1,525	JB
Reason(s): • Local committee will not bid						
USA Cycling - 2018 Professional Criterium and Team Time Trial National Championships	National	05/25/2018 - 05/27/2018	5,000	550	1,525	JB
Reason(s): • Local committee will not bid						
<b>Athletic &amp; Sports/Recreation - 3</b>			<b>11,250</b>	<b>1,275</b>	<b>3,750</b>	

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Seamark Consulting Limited - Winter Training Seminar	International	01/10/2016 - 01/17/2016	10	10	70	MO
Reason(s): • Meeting cancelled						
National Association of Bail Bond Investigators - National Association of Bail Bond Investigators Spring Conference	State	04/03/2016 - 04/05/2016	30	10	20	MO
Reason(s): • Meeting cancelled						
Express Employment Professionals - Express Employment Professionals 2016 Refresh Leadership Live	Regional	04/12/2016 - 04/13/2016	350	6	6	MO
Reason(s): • Lower hotel rate in other city						
International Concrete Polishing & Staining - International Concrete Polishing & Staining Conference	National	10/20/2016 - 10/22/2016	150	135	405	MO
Reason(s): • Airlift accessibility/hub city						
International Code Council - International Code Council Code Development Hearing	National	03/29/2019 - 04/11/2019	300	250	2,330	JD
Reason(s): • Overall cost too high						
<b>Corporate - 5</b>			<b>840</b>	<b>411</b>	<b>2,831</b>	
Ethnic	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Gospel Music Workshop of America - 2016 Board Meeting	National	03/14/2016 - 03/20/2016	1,000	150	603	JD
Reason(s): • No response from Meeting Planner						
<b>Ethnic - 1</b>			<b>1,000</b>	<b>150</b>	<b>603</b>	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Summit Exercise and Training LLC - Spring Summit Exercises and Training	Regional	03/28/2016 - 03/29/2016	180	10	10	MO
Reason(s): • Lower hotel rate in other city						
<b>Government, Public Administration - 1</b>			<b>180</b>	<b>10</b>	<b>10</b>	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Mind's Eye Society - South Central Region World of Darkness	Regional	04/06/2016 - 04/11/2016	300	40	120	JD
Reason(s): • Lower hotel rate in other city						
<b>Hobby &amp; Vocational - 1</b>			<b>300</b>	<b>40</b>	<b>120</b>	
Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
American Dental Hygienists Association - Annual Session	National	06/11/2017 - 06/21/2017	2,000	800	3,469	JD
Reason(s): • Lower hotel rate in other city						
<b>Medical/Pharmaceutical - 1</b>			<b>2,000</b>	<b>800</b>	<b>3,469</b>	
Military Reunions	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
119th Assault Helicopter Company - 2017 Annual Reunion	Regional	09/12/2017 - 09/15/2017	100	60	180	MO
Reason(s): • Lack of hotel response						
<b>Military Reunions - 1</b>			<b>100</b>	<b>60</b>	<b>180</b>	

Religious	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Baptist Convention of America, Inc. - Mid-Winter Board and mini congress	Regional	02/20/2016 - 02/25/2016	500	225	760	JD
Reason(s): • Lower hotel rate in other city						
Church of God in Christ, International - Auxiliaries In Ministries (AIM)	National	07/01/2017 - 07/08/2017	25,000	1,700	8,900	JD
Reason(s): • No response from Meeting Planner • Needs hotel with more guest rooms • Lack of hotel response • Need DT hotel w/more guest rms						
<b>Religious - 2</b>			<b>25,500</b>	<b>1,925</b>	<b>9,660</b>	
Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Supply & Equipment FoodService Alliance, LLC - National Sales Conference 2016	National	03/01/2016 - 03/05/2016	240	224	648	JD
Reason(s): • Return to same hotel/city						
Sirva - 2016 Agent Convention	National	10/05/2016 - 10/14/2016	500	351	1,534	JD
Reason(s): • Needs hotel with more guest rooms						
<b>Trade, Commercial Or Business - 2</b>			<b>740</b>	<b>575</b>	<b>2,182</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	1	10	10	70	
	National	10	40,440	4,885	21,639	
	Regional	5	1,430	341	1,076	
	State	1	30	10	20	
<b>Total # of Lost Business:</b>		<b>17</b>	<b>Totals: 41,910</b>	<b>5,246</b>	<b>22,805</b>	

## Conventions Serviced

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma City All Sports Association - Big 12/SEC Women's Basketball Challenge 2015	Regional	12/20/2015 - 12/20/2015	2,500	424	475	SH
Central Oklahoma Wrestling Association - 2016 United States Junior Open Championships (USJOC)	National	12/31/2015 - 01/02/2016	6,000	800	1,800	JB
<b>Athletic &amp; Sports/Recreation - 2</b>			<b>8,500</b>	<b>1,224</b>	<b>2,275</b>	
Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Department of Emergency Management - 2015 Training Officers Workshop	State	12/02/2015 - 12/04/2015	20	20	40	GT
Federal Aviation Administration - FASMAT December 2015	Regional	12/07/2015 - 12/10/2015	50	15	60	MO
<b>Government, Public Administration - 2</b>			<b>70</b>	<b>35</b>	<b>100</b>	
Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Discover the Dinosaurs - Discover the Dinosaurs OKC Show	Regional	12/14/2015 - 12/20/2015	25	5	50	MO
<b>Hobby &amp; Vocational - 1</b>			<b>25</b>	<b>5</b>	<b>50</b>	
Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Barrel Futurities of America - World Championship Barrel Racing Futurity	International	12/08/2015 - 12/12/2015	6,125	1,800	9,000	AA
<b>Marquee Events - 1</b>			<b>6,125</b>	<b>1,800</b>	<b>9,000</b>	
Wedding	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Weddings - Shoemake-Fisser Wedding	State	12/11/2015 - 12/13/2015	100	50	100	AY

**Wedding - 1****100****50****100**

<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>
International	1	6,125	1,800	9,000
National	1	6,000	800	1,800
Regional	3	2,575	444	585
State	2	120	70	140
<b>Total # of Conventions Serviced:</b>	<b>7</b>	<b>Totals: 14,820</b>	<b>3,114</b>	<b>11,525</b>

**Tourism Tours Booked  
Complete Detail Report  
From 12/01/2015 to 12/31/2015**

Origin	Arrival Date	Trip Type	Days	Passengers	Rooms	Room Nights
Seymour, MO	12/02/15	Over Night	3	26	14	28
Piedmont, OK	12/08/15	Day Tour	1	47	0	0
Wichita Falls, TX	12/09/15	Day Tour	1	55	0	0
Lincoln, NE	12/09/15	Over Night	2	25	12	12
Norman, OK	12/09/15	Day Tour	1	20	0	0
Fort Worth, TX	12/10/15	Over Night	3	48	26	52
Niceville, FL	12/11/15	Over Night	2	71	36	36
Enid, OK	12/11/15	Day Tour	1	17	0	0
Lincoln, NE	12/13/15	Over Night	2	25	12	12
Arkoma, OK	12/16/15	Day Tour	1	18	0	0
Hydro, OK	12/16/15	Day Tour	1	56	0	0
Newton, NC	12/27/15	Over Night	2	45	23	23
<b>Tours Booked Total: 12</b>				<b>453</b>	<b>123</b>	<b>163</b>

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

**Tour Operator Shows**

	Attendance	Attended	
		S. Price	
Total Number of Tour Operator Shows			4

**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			1

**Education Programs**

	Attendance	Attended	
Total Number of Education Programs to Date			2

**Sporting Events**

	Attendance	Attended	
Total Number of Sporting Events to Date			

**Site Inspections/FAM Tours**

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

**Convention Support**

	Attendance	Attended	
Total Number of Convention Support Functions Attended to Date			

**Attractions Meeting**

	Attendance	Attended	
Total Number of Attractions Meetings to Date			

**Special Projects**

CTA Networking Event - Vast			
Annual Industry Holiday Potluck - 200 in attendance			

**2016 MAJOR EVENTS CALENDAR  
STATE FAIR PARK**

**TENTATIVE DATES**

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