



August 11, 2016

Dear Colleagues:

The heat of summer is upon us again. Having traveled to the Destination Marketing Association International Annual Convention in Minneapolis last week I can assure you we are not alone. In fact, it was as hot and more humid there that it was in Oklahoma City according to the weather app on my smart phone.

Speaking of heat, the Arabian Youth Horse Show attendees had a great time. Returning to OKC from Albuquerque after some 12 years away, the exhibitors, parents, trainers and AHA officials gave us high marks for hosting. And they all commented on how nice the facilities are and how wonderful it was to be inside for everything. This week we are hosting the AQHA Youth World Show and they are very appreciative to be inside the great facilities at State Fair Park. The hotel industry's decision in 2005 to support a tax increase to fund improvements for the equine facilities continues to provide significant return on the investment for all of OKC.

On the travel front our team is once again on the road selling OKC. In July we traveled to OSAE's annual meeting in Tulsa, and the Council of Engineering and Scientific Studies in Omaha. In August we will have team members in Norfolk Virginia, Cleveland Ohio, Salt Lake City, Orlando, San Antonio, Grapevine Texas and Boca Raton Florida for trade shows and conferences. I know it sounds exotic but with the recent issues of computer outages with Southwest and Delta we hope all of our team makes it to their respective destinations. And with 18 more tradeshow/conference trips in September – December we will be busy selling OKC to multiple markets across the country.

And if you have not visited Riversports Rapids to try out the whitewater rafting you are missing a great opportunity. Our team experienced this new attraction a couple of weeks ago and it is a real game changer for OKC's leisure tourism. Over 1000 people rafted this past weekend. One more outstanding opportunity to bring new visitors to our city.

Last but certainly not least, two outstanding exhibits in OKC. You only have a little over one month left to tour the Matisse exhibition at the OKC Museum of Art. This world class exhibit has been so popular that the Museum has offered extended hours to help accommodate the crowds. And Science Museum Oklahoma is featuring a great exhibit on Leonardo Da Vinci and the myriad works he invented, painted, and designed. Both are once in a lifetime must-see exhibits. Don't miss either of them!

Have a great month.

Michael Carrier, President



# **Industry Report**

## **July , 2016**

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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### Communications Department

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### Marquee Events

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**Convention Sales Department  
Complete Detail Report  
From 07/01/2016 to 07/31/2016**

**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>
Prodigal, LLC - PDL Southern Championship (soccer) HQ Hotel: Courtyard by Marriott Oklahoma City Northwest	National	07/21/2016 - 07/24/2016	30	30	80	SH
United States Tennis Association - Missouri Valley - USTA Missouri Valley Supers 2016 HQ Hotel: Various Hotels	Regional	09/02/2016 - 09/06/2016	550	250	650	JB
South Lakes Soccer Club - 13th Annual Cosmos Cup HQ Hotel: Various Hotels	Regional	09/16/2016 - 09/18/2016	2,600	500	1,200	JB
Intercollegiate Tennis Association - 2016 Division II Men's and Women's Central Regional HQ Hotel: Various Hotels	Regional	09/30/2016 - 10/03/2016	700	250	925	JB
North Oklahoma City Soccer Club - Red Earth Fall Invitational 2016 HQ Hotel: Various Hotels	Regional	09/30/2016 - 10/01/2016	2,000	300	600	JB
United States Tennis Association - Boy/Girl 18U Regional Tournament 2016 HQ Hotel: Various Hotels	National	10/08/2016 - 10/10/2016	400	125	375	JB
Edmond Soccer Club - Turkey Shootout 2016 HQ Hotel: Various Hotels	Regional	11/04/2016 - 11/05/2016	600	200	400	JB
Bart Conner Gymnastics Academy - 2017 Nadia Comaneci International Invitational/Bart & Nadia Sports Experience HQ Hotel: Courtyard by Marriott Downtown	International	02/08/2017 - 02/12/2017	3,500	350	925	SH
Big 12 Conference - Big 12 Baseball Championship 2017 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	Regional	05/24/2017 - 05/28/2017	2,500	318	1,809	SH
International Gay Bowling Organization (IGBO) - 2017 Mid-Year Convention & Tournament HQ Hotel: The Tower Hotel Oklahoma City	International	11/07/2017 - 11/13/2017	350	125	435	JB
<b>Athletic &amp; Sports/Recreation - 10</b>			<b>13,230</b>	<b>2,448</b>	<b>7,399</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 July 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	07/10/2016 - 07/23/2016	15	11	154	DW
US Foods, Inc - OKC GSM Room block HQ Hotel: Holiday Inn Express & Suites OKC North	Regional	07/28/2016 - 07/29/2016	80	20	20	MO
Express Employment Professionals - Express Professional Staffing II August 2016 HQ Hotel: Renaissance Waterford Oklahoma City Hotel	National	08/01/2016 - 08/03/2016	17	17	51	DW
BP America - Health and Safety Team Meeting HQ Hotel: Skirvin Hilton Oklahoma City	Regional	08/02/2016 - 08/04/2016	12	12	24	MO
Express Employment Professionals - Express Professional Staffing August 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	08/07/2016 - 08/10/2016	10	10	30	DW
Express Employment Professionals - Express New Franchise Training August 2016 HQ Hotel: Renaissance Oklahoma City Convention Center Hotel	National	08/14/2016 - 08/26/2016	15	10	130	DW

Corporate - 6

149

80

409

Government, Public Administration	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Association of State Budget Officers - 2018 Annual Meeting	National	07/20/2018 - 07/26/2018	150	130	580	GT
HQ Hotel: Skirvin Hilton Oklahoma City						

**Government, Public Administration - 1**

150

130

580

Hobby & Vocational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Blake/Williams Family Reunion - Blake/Williams Family Reunion 2017	Regional	06/23/2016 - 06/26/2016	100	55	135	MO
HQ Hotel: Best Western Saddleback Inn and Conference Center						

Oklahoma Main Street - Main Street Directors Conference

Regional

08/02/2016 - 08/04/2016

60

60

120

MO

HQ Hotel: Hampton Inn &amp; Suites Oklahoma City South

**Hobby & Vocational - 2**

160

115

255

Insurance	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Eberl Claim Services - 23rd Annual Conference	National	02/20/2017 - 02/22/2017	550	215	835	GT
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

**Insurance - 1**

550

215

835

Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Greater Oklahoma Hunter Jumper Association - GO Hunter Jumper Horse Show	National	07/06/2017 - 07/18/2017	13,741	230	2,970	AA
HQ Hotel: Various Hotels						

**Marquee Events - 1**

13,741

230

2,970

Medical/Pharmaceutical	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The American Academy of Ophthalmology - Board of Trustees Meeting	National	06/21/2017 - 06/25/2017	75	55	172	MO
HQ Hotel: Colcord Hotel						

**Medical/Pharmaceutical - 1**

75

55

172

State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma State School Boards Association - 2016 Annual Convention	State	08/26/2016 - 08/28/2016	2,500	660	1,466	GT
HQ Hotel: Renaissance Oklahoma City Convention Center Hotel						

**State Assn - 1**

2,500

660

1,466

	Scope	Count	Attend	Peak Rooms	Room Nights
	International	2	3,850	475	1,360
	National	10	15,003	833	5,377
	Regional	10	9,202	1,965	5,883
	State	1	2,500	660	1,466
<b>Total # of Definite Bookings:</b>		<b>23</b>	<b>Totals: 30,555</b>	<b>3,933</b>	<b>14,086</b>

**Sales Leads**

Agricultural, Commodities, Food/Food Products	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
United Group - Annual Tradeshow and General Assembly 2018	National	04/29/2018 - 05/03/2018	500	475	1,765	DW

**Agricultural, Commodities, Food/Food Products - 1**

500

475

1,765

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Prodigal, LLC - PDL Southern Championship (soccer)	National	07/21/2016 - 07/24/2016	30	30	80	SH
Edmond Soccer Club - Premier League West	Regional	09/02/2016 - 09/04/2016	2,000	975	2,925	JB

USA Softball - ASA Men's Class C National Championship 2016	National	09/02/2016 - 09/04/2016	1,500	640	1,920	SH
USA Softball - ASA Men's Class D & E National Championship 2016	National	09/09/2016 - 09/11/2016	1,500	640	1,920	SH
South Lakes Soccer Club - 13th Annual Cosmos Cup	Regional	09/16/2016 - 09/18/2016	2,600	500	1,200	JB
North Oklahoma City Soccer Club - Red Earth Fall Invitational 2016	Regional	09/30/2016 - 10/01/2016	2,000	300	600	JB
Oklahoma City Youth Hockey Association - Oktoberfest Youth Hockey Tournament 2016	Regional	10/06/2016 - 10/09/2016	1,000	150	325	SH
Oklahoma City University Wrestling Program - OCU Women's Duals 2016	International	10/21/2016 - 10/23/2016	1,300	500	1,500	JB
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 City Memorial Marathon - Marathon 2017	International	04/27/2017 - 04/30/2017	16,667	8,500	13,100	SH
Triple Crown Sports - Girls' Fastpitch Event 2017	National	05/31/2017 - 06/06/2017	4,500	600	3,000	SH
NCAA - 2020 Division I Men's Basketball - 1st/2nd Round	National	03/17/2020 - 03/22/2020	15,000	712	3,640	SH
<b>Athletic &amp; Sports/Recreation - 13</b>			<b>49,647</b>	<b>13,997</b>	<b>30,960</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 July 2016	National	07/10/2016 - 07/23/2016	15	11	154	DW
US Foods, Inc - OKC GSM Room block	Regional	07/28/2016 - 07/29/2016	80	20	20	MO
Express Employment Professionals - Express Professional Staffing II August 2016	National	08/01/2016 - 08/03/2016	17	17	51	DW
Express Employment Professionals - Express New Franchise Training August 2016	National	08/14/2016 - 08/26/2016	15	10	130	DW
Carlisle FoodService - Carlisle U Training Session	Regional	10/10/2016 - 10/13/2016	100	80	205	MO
Syngenta Crop Protection - 2017 Planning Meeting	National	01/29/2017 - 02/03/2017	150	130	650	DW
RE/MAX - RE/MAX Mid-States Region Oklahoma Success Celebration	Regional	02/23/2017 - 02/24/2017	175	10	10	MO
Ecolab - Ecolab 2017 Pest Elimination Regional Meeting - MidSouth Region	Regional	04/02/2017 - 04/05/2017	205	119	242	MO
Data Center Inc - 2018 Annual User Conference	National	09/15/2018 - 09/18/2018	250	200	500	GT
<b>Corporate - 9</b>			<b>1,007</b>	<b>597</b>	<b>1,962</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>
HPN Global - Bi-Annual Student Leadership Summit	National	12/30/2017 - 01/08/2018	6,000	1,700	7,573	DW
Kaleidoscope Marketing & Events LLC - Americare Senior Living Leadership Annual Conference 2018	National	04/13/2018 - 04/18/2018	365	264	833	DW
<b>Educational - 2</b>			<b>6,365</b>	<b>1,964</b>	<b>8,406</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>
Kappa Delta Pi - Kappa Delta Pi Convocation 2019	National	10/16/2019 - 10/19/2019	700	401	1,354	DW
<b>Fraternal - 1</b>			<b>700</b>	<b>401</b>	<b>1,354</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>
U.S. Customs and Border Protection - FSD Leadership Meeting	Regional	09/26/2016 - 09/29/2016	10	10	40	MO
American Association of Motor Vehicle Administrators (AAMVA) - AAMVA 10/16 NMVTIS Business Rules Working Group	Regional	10/03/2016 - 10/07/2016	19	19	76	MO
American Association of Motor Vehicle Administrators (AAMVA) - AAMVA 10/16 Motor Carrier Working Group	Regional	10/18/2016 - 10/21/2016	15	11	33	MO
Oklahoma Department of Emergency Management - 2017 National Earthquake Conference	State	05/03/2017 - 05/05/2017	80	60	180	GT
TACAMO Community Veterans Association - TACAMO Community Veterans Association Reunion 2017	National	06/21/2017 - 06/26/2017	150	75	300	MO
National Association of Credit Specialists - National Convention	National	06/24/2017 - 06/29/2017	120	70	255	MO
<b>Government, Public Administration - 6</b>			<b>394</b>	<b>245</b>	<b>884</b>	
<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>
Heartland Dental - Communications	National	08/03/2016 - 08/06/2016	250	90	167	MO
<b>Health &amp; Medical - 1</b>			<b>250</b>	<b>90</b>	<b>167</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>
Sooner Model A - Sooner Model A Club Regional Fall Foliage Meeting	Regional	10/13/2016 - 10/16/2016	70	25	60	MO
National Street Rod Association - 2017 Southwest Nationals Streetrods	Regional	04/02/2017 - 04/09/2017	4,000	2,000	4,737	DW
Oklahoma Ducks Unlimited - 2017 Oklahoma Ducks Unlimited State Convention	Regional	07/13/2017 - 07/16/2017	175	35	105	MO
Model A Ford Club of America - National Membership Meeting 2017	National	11/30/2017 - 12/03/2017	125	55	165	MO
<b>Hobby &amp; Vocational - 4</b>			<b>4,370</b>	<b>2,115</b>	<b>5,067</b>	
<b>Manufacturing/Distribution</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
National Ready Mixed Concrete Association - 2017 NRMCA ConcreteWorks	National	09/15/2017 - 09/19/2017	500	525	2,000	GT
<b>Manufacturing/Distribution - 1</b>			<b>500</b>	<b>525</b>	<b>2,000</b>	
<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>
Greater Oklahoma Hunter Jumper Association - GO Hunter Jumper Horse Show	National	07/05/2018 - 07/17/2018	13,741	230	2,970	AA
<b>Marquee Events - 1</b>			<b>13,741</b>	<b>230</b>	<b>2,970</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>
American College of Prosthodontists - American College of Prosthodontists Board of Directors Meeting	Regional	06/02/2017 - 06/04/2017	30	30	60	MO
National Lipid Association - 2018 NLA CLINICAL LIPID UPDATE SPRING	National	02/21/2018 - 02/25/2018	250	165	475	MO
<b>Medical/Pharmaceutical - 2</b>			<b>280</b>	<b>195</b>	<b>535</b>	
<b>Meetings, Convention, Tourism Industry Events</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
American Marketing Association - Regional Retreat 2016	Regional	11/03/2016 - 11/06/2016	60	25	55	MO
<b>Meetings, Convention, Tourism Industry Events - 1</b>			<b>60</b>	<b>25</b>	<b>55</b>	



State Assn	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Technology Association - OTA Encyclo-Media Conference 2016	State	10/04/2016 - 10/05/2016	1,000	150	270	GT
<b>State Assn - 1</b>			<b>1,000</b>	<b>150</b>	<b>270</b>	

Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Paycom - Private Event July	Regional	07/25/2016 - 07/27/2016	10	10	20	MO
Paycom - Private Event August	Regional	08/09/2016 - 08/11/2016	50	50	100	MO
ASME International Gas Turbine Institute - ASME Power & Energy Forum 2018	National	06/24/2018 - 06/28/2018	1,000	300	1,345	DW
<b>Trade, Commercial Or Business - 3</b>			<b>1,060</b>	<b>360</b>	<b>1,465</b>	

	Scope	Count	Attend	Peak Rooms	Room Nights
	International	2	17,967	9,000	14,600
	National	22	46,678	7,340	31,247
	Regional	20	14,149	4,819	11,563
	State	2	1,080	210	450
<b>Total # of Sales Leads:</b>		<b>46</b>	<b>Totals: 79,874</b>	<b>21,369</b>	<b>57,860</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

Marquee Events	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Greater Oklahoma Hunter Jumper Association - GO Hunter Jumper Horse Show	National	07/06/2017 - 07/18/2017	-2,772	230	-4,363	AA
<b>Marquee Events - 1</b>			<b>-2,772</b>	<b>230</b>	<b>-4,363</b>	
	Scope	Count	Attend	Peak Rooms	Room Nights	
	National	1	-2,772	230	-4,363	
<b>Total # of Sales Leads Adjustments:</b>		<b>1</b>	<b>Totals: -2,772</b>	<b>230</b>	<b>-4,363</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

Scope	Count	Attend	Peak Rooms	Room Nights
<b>Total # of Site Inspection - Sales:</b>	<b>0</b>	<b>Totals: 0</b>	<b>0</b>	<b>0</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
Edmond Soccer Club - Premier League West	Regional	09/02/2016 - 09/04/2016	2,000	975	2,925	JB
Reason(s):						
• Return to same hotel/city						
<b>Athletic &amp; Sports/Recreation - 1</b>			<b>2,000</b>	<b>975</b>	<b>2,925</b>	

Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
The Bankers Bank - Annual Strategic Planning Retreat	Regional	06/22/2016 - 06/25/2016	25	25	75	MO

Reason(s): ● Prefers single property							
<b>Corporate - 1</b>			<b>25</b>	<b>25</b>	<b>75</b>		
<b>Ethnic</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>	
Miss Black US Ambassador Pageant - Ambassadors United and Miss Black US Ambassadors	National	07/24/2016 - 07/31/2016	600	10	70	JD	
Reason(s): ● Lower hotel rate in other city							
Knights of Peter Claver - Ladies Auxiliary Central State District 2017 Annual Adult Conference	National	04/21/2017 - 04/23/2017	300	100	200	JD	
Reason(s): ● No response from Meeting Planner							
<b>Ethnic - 2</b>			<b>900</b>	<b>110</b>	<b>270</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 - LegalShield SoCal Team	National	07/14/2016 - 07/17/2016	3,600	50	200	MO	
Reason(s): ● No response from Meeting Planner							
<b>Franchise/Multi-level Marketing - 1</b>			<b>3,600</b>	<b>50</b>	<b>200</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 XXXI - Session I	State	07/08/2016 - 07/09/2016	25	20	40	GT	
Reason(s): ● Overall cost too high							
Federal Motor Carrier Safety Administration - Southern Service Center In-Service Trainings	National	07/26/2016 - 07/28/2016	100	100	400	GT	
Reason(s): ● Internal decision-did not disclose							
The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXI - Session II	State	08/05/2016 - 08/05/2016	25	10	10	GT	
Reason(s): ● Budget issues							
Federal Motor Carrier Safety Administration - Southern Service Center In-Service Trainings	National	08/23/2016 - 08/25/2016	100	100	400	GT	
Reason(s): ● Internal decision-did not disclose							
The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXI - Session III	State	09/02/2016 - 09/02/2016	25	10	10	GT	
Reason(s): ● Budget issues							
U.S. Customs and Border Protection - FSD Leadership Meeting	Regional	09/26/2016 - 09/29/2016	10	10	40	MO	
Reason(s): ● Lower hotel rate in other city							
The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXI - Session IV	State	10/07/2016 - 10/07/2016	25	10	10	GT	
Reason(s): ● Overall cost too high							

The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXI - Session V Reason(s): • Budget issues	State	11/04/2016 - 11/04/2016	25	10	10	GT
The University of Oklahoma Outreach - Center for Early Childhood Professional Development - CECPD Leadership Academy I, Class XXXI - Session VI Reason(s): • Budget issues	State	12/02/2016 - 12/02/2016	25	10	10	GT
Society of Government Meeting Professionals - 2017 Region V Partners in Education Conference Reason(s): • Overall cost too high	Regional	02/03/2017 - 02/05/2017	160	50	110	GT
<b>Government, Public Administration - 10</b>			<b>520</b>	<b>330</b>	<b>1,040</b>	
<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>
Academy of Nutrition and Dietetics - NDEP Spring Central Region Meeting Reason(s): • Lower hotel rate in other city	Regional	04/19/2017 - 04/21/2017	125	78	156	MO
American Massage Therapy Association - National Convention Reason(s): • Need DT hotel w/more guest rms	National	09/11/2019 - 09/14/2019	2,000	500	2,375	MO
<b>Health &amp; Medical - 2</b>			<b>2,125</b>	<b>578</b>	<b>2,531</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>
26th Infantry Regiment Association (Blue Spaders) - 2017 Annual Reunion Reason(s): • Lack of hotel interest	National	06/21/2017 - 06/25/2017	200	115	460	MO
<b>Heritage, Patriotic, Veterans - 1</b>			<b>200</b>	<b>115</b>	<b>460</b>	
<b>Meetings, Convention, Tourism Industry Events</b>	<b>Scope</b>	<b>Meeting Dates</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	<b>Sales Manager</b>
MOTIF Sites Meetings & Events - Mercury Insurance Sales Managers Meeting Reason(s): • No response from Meeting Planner	National	11/06/2017 - 11/11/2017	20	20	100	JD
MOTIF Sites Meetings & Events - Annual Sales Meeting Reason(s): • No response from Meeting Planner	National	01/21/2018 - 01/26/2018	225	225	1,110	JD
<b>Meetings, Convention, Tourism Industry Events - 2</b>			<b>245</b>	<b>245</b>	<b>1,210</b>	
<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>
Church of God of Prophecy International - 2018 International Assembly Reason(s): • would rather wait on NEW center	International	07/06/2018 - 07/16/2018	8,000	1,450	8,480	DW
<b>Religious - 1</b>			<b>8,000</b>	<b>1,450</b>	<b>8,480</b>	
<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>
The American Legion - 2016 Annual State Convention Reason(s): • Return to same hotel/city	State	07/06/2016 - 07/10/2016	350	170	405	GT
<b>State Assn - 1</b>			<b>350</b>	<b>170</b>	<b>405</b>	

Trade, Commercial Or Business	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
LeMans Corporation - 2017 Regional Showcase	Regional	02/15/2017 - 02/20/2017	1,600	457	1,274	DW
Reason(s):						
• Internal decision-did not disclose						
<b>Trade, Commercial Or Business - 1</b>			<b>1,600</b>	<b>457</b>	<b>1,274</b>	
	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	1	8,000	1,450	8,480	
	National	9	7,145	1,220	5,315	
	Regional	6	3,920	1,595	4,580	
	State	7	500	240	495	
<b>Total # of Lost Business:</b>		<b>23</b>	<b>Totals: 19,565</b>	<b>4,505</b>	<b>18,870</b>	

## Conventions Serviced

Athletic & Sports/Recreation	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
USA Softball - World Cup of Softball 2016	International	07/01/2016 - 07/10/2016	5,000	350	3,000	SH
USA Softball - Hall of Fame Tournament - Girls' Class A 12-Under Fast Pitch 2016	National	07/01/2016 - 07/03/2016	780	360	1,080	SH
USA Softball - Men's National Slowpitch Softball Team - Boarder Battle with Canada	International	07/03/2016 - 07/07/2016	500	41	164	SH
United States Tennis Association - 2016 USTA BG 16s Zone Team Championship	Regional	07/07/2016 - 07/11/2016	300	105	550	JB
B & L Events and Global Bodybuilding Organization - Oklahoma City Fit Expo - 2016	National	07/08/2016 - 07/09/2016	450	63	100	SH
Oklahoma Native American Sports Association - 2016 All Native Fastpitch Tournament	International	07/14/2016 - 07/17/2016	1,500	350	1,250	JB
USA Softball - Girls 18 and Under Gold National Championship 2016	National	07/17/2016 - 07/25/2016	2,750	760	5,570	SH
Prodigal, LLC - PDL Southern Championship (soccer)	National	07/21/2016 - 07/24/2016	30	30	80	SH
3v3 Live National Soccer Tour - 3v3 Live Heartland Regional Tournament 2016	Regional	07/29/2016 - 07/31/2016	450	100	300	JB
<b>Athletic &amp; Sports/Recreation - 9</b>			<b>11,760</b>	<b>2,159</b>	<b>12,094</b>	
Corporate	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Express Employment Professionals - Express New Franchise Training July 2016	National	07/10/2016 - 07/23/2016	15	11	154	DW
US Foods, Inc - OKC GSM Room block	Regional	07/28/2016 - 07/29/2016	80	20	20	MO
<b>Corporate - 2</b>			<b>95</b>	<b>31</b>	<b>174</b>	
Cultural, Fine Arts, Libraries	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
United National Indian Tribal Youth Inc. (UNITY) - 2016 National Convention for Youth and Young Adults UNITY	National	07/20/2016 - 07/27/2016	1,200	500	2,214	DW
<b>Cultural, Fine Arts, Libraries - 1</b>			<b>1,200</b>	<b>500</b>	<b>2,214</b>	
Educational	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
Oklahoma Department of Career and Technology Education - Annual Summer Conference	State	07/30/2016 - 08/03/2016	3,700	502	1,449	GT
<b>Educational - 1</b>			<b>3,700</b>	<b>502</b>	<b>1,449</b>	
Environmental	Scope	Meeting Dates	Attend	Peak Rooms	Room Nights	Sales Manager
National Energy Solutions Institute - SES - Energy Solutions Conference	National	07/26/2016 - 07/28/2016	350	75	225	MO

**Environmental - 1****350****75****225**

<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	National	07/11/2016 - 07/18/2016	12,000	3,600	13,830	DJ

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

<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>
Duty/Wimberly Reunion - 2016 Duty-Wimberly Family Reunion	State	07/15/2016 - 07/17/2016	100	75	150	MO
Kappa Alpha Order - 2016 Advisory Council Meeting	National	07/27/2016 - 07/31/2016	100	44	92	JD
Phi Lambda Chi National Fraternity - Phi Lambda Chi Annual Business Meeting	Regional	07/29/2016 - 07/31/2016	50	15	25	MO

**Fraternal - 3****250****134****267**

<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>
Belton Eves & Anderson Family Reunion - Belton Eves & Anderson Family Reunion 2016	Regional	07/01/2016 - 07/03/2016	175	100	200	MO

**Heritage, Patriotic, Veterans - 1****175****100****200**

<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>
Wild West History Association - Annual Roundup 2016	National	07/05/2016 - 07/10/2016	180	100	420	DW

**Hobby & Vocational - 1****180****100****420**

<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>
Greater Oklahoma Hunter Jumper Association - GO Hunter Jumper Horse Show	National	07/06/2016 - 07/16/2016	3,000	667	7,333	AA
Arabian Horse Association - Arabian Youth Nationals 2016	National	07/21/2016 - 08/01/2016	3,200	650	7,400	AA

**Marquee Events - 2****6,200****1,317****14,733**

<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>
Paycom - Private Event July	Regional	07/25/2016 - 07/27/2016	10	10	20	MO

**Trade, Commercial Or Business - 1****10****10****20**

	<b>Scope</b>	<b>Count</b>	<b>Attend</b>	<b>Peak Rooms</b>	<b>Room Nights</b>	
	International	3	7,000	741	4,414	
	National	12	24,055	6,860	38,498	
	Regional	6	1,065	350	1,115	
	State	2	3,800	577	1,599	
<b>Total # of Conventions Serviced:</b>		<b>23</b>	<b>Totals: 35,920</b>	<b>8,528</b>	<b>45,626</b>	

**Tourism Tours Booked  
Complete Detail Report  
From 07/01/2016 to 07/31/2016**

Origin	Arrival Date	Trip Type	Days	Passengers	Rooms	Room Nights
Columbus, OH	07/01/16	Day Tour	1	20	0	0
Nashville, AR	07/01/16	Day Tour	1	16	0	0
Atlanta, GA	07/02/16	Over Night	1	30	15	15
Amarillo, TX	07/02/16	Day Tour	1	17	0	0
Ft. Meyers, FL	07/03/16	Over Night	2	31	16	16
New York, NY	07/04/16	Over Night	2	10	6	6
Randleman, NC	07/04/16	Over Night	2	48	25	25
Duluth, GA	07/04/16	Day Tour	1	47	0	0
Abilene, TX	07/07/16	Day Tour	1	31	0	0
Pryor, OK	07/07/16	Day Tour	1	6	0	0
Munford, TN	07/07/16	Day Tour	1	40	0	0
Roanoke, VA	07/08/16	Over Night	2	26	13	13
Great Bend, KS	07/08/16	Day Tour	1	25	0	0
Lancaster, PA	07/08/16	Over Night	2	40	20	20
Wichita Falls, TX	07/09/16	Day Tour	1	19	10	10
Newton, NC	07/09/16	Over Night	2	20	10	10
Olathe, KS	07/09/16	Day Tour	1	22	0	0
Apache, OK	07/09/16	Day Tour	1	150	0	0
Ardmore, OK	07/09/16	Day Tour	1	20	0	0
Portales, NM	07/09/16	Day Tour	1	66	0	0
Midland, TX	07/10/16	Over Night	3	44	22	44
Moore, OK	07/11/16	Day Tour	1	25	0	0
Kilgore, TX	07/11/16	Day Tour	1	47	0	0
Hobart, OK	07/12/16	Day Tour	1	40	0	0
Dublin, VA	07/12/16	Over Night	2	50	25	25
Tulsa, OK	07/13/16	Day Tour	1	42	0	0
New York, NY	07/13/16	Over Night	2	6	3	3
Richmond, KY	07/13/16	Day Tour	1	52	0	0
Norman, OK	07/13/16	Day Tour	1	45	0	0
New Braunfels, TX	07/14/16	Day Tour	1	72	0	0
Keller, TX	07/14/16	Day Tour	1	15	0	0
Omaha, NE	07/15/16	Day Tour	1	29	0	0
Eau Clair, WI	07/17/16	Over Night	2	21	10	10
Chesapeake, VA	07/17/16	Day Tour	1	18	0	0
Camas, WA	07/17/16	Day Tour	1	18	0	0
Lake Park, FL	07/18/16	Day Tour	1	18	0	0
Dallas, TX	07/19/16	Day Tour	1	40	0	0
Anderson, SC	07/19/16	Over Night	2	40	19	19
Dallas, TX	07/19/16	Day Tour	1	14	0	0
Mustang, OK	07/19/16	Day Tour	1	17	0	0
Pittsburg, PA	07/21/16	Over Night	2	30	15	15
Sewickley, PA	07/21/16	Over Night	2	38	19	19
Lemoore, CA	07/21/16	Day Tour	1	35	0	0
Littleton, CO	07/22/16	Over Night	2	50	25	25
New York, NY	07/22/16	Over Night	2	45	15	15
Hamel, IL	07/23/16	Day Tour	1	16	0	0
Stillwater, OK	07/23/16	Day Tour	1	28	0	0
Olathe, KS	07/26/16	Day Tour	1	17	0	0
Rose Hill, KS	07/28/16	Day Tour	1	35	0	0
Dallas, TX	07/28/16	Day Tour	1	28	0	0
Dallas, TX	07/28/16	Day Tour	1	28	0	0
Wichita, KS	07/29/16	Day Tour	1	22	0	0
Cushing, OK	07/29/16	Day Tour	1	17	0	0
Hendersonville, TN	07/29/16	Over Night	2	34	19	19
Wichita, KS	07/30/16	Day Tour	1	20	0	0
Battle Creek, MI	07/30/16	Day Tour	1	16	0	0
Rexburg, ID	07/30/16	Day Tour	1	36	0	0
Stillwater, OK	07/30/16	Day Tour	1	26	0	0
Dublin, VA	07/30/16	Over Night	2	35	17	17

Wichita, KS

07/31/16

Day Tour

1

22

0

0

**Tours Booked Total: 60**

**1,915**

**304**

**326**

**Tourism Department Detail Report  
July 1-31, 2016**

**Tour Operator Shows**

	Attendance	Attended	
Total Number of Tour Operator Shows			

**Group Leader Shows**

	Attendance	Attended	
Total Number of Group Leader Shows to Date			

**Consumer Shows**

	Attendance	Attended	
Total Number of Consumer Shows to Date			

**Education Programs**

	Attendance	Attended	
Total Number of Education Programs to Date			

**Sporting Events**

	Attendance	Attended	
Total Number of Sporting Events to Date			

**Site Inspections/FAM Tours**

	Attendance	Attended	
Lonni Gulliksen, CCMG, Denmark	1	S. Price	
Total Number of Site Inspections/FAM Tours to Date			1

**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 Training - July 7, 2016 - 12 Attended			



**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