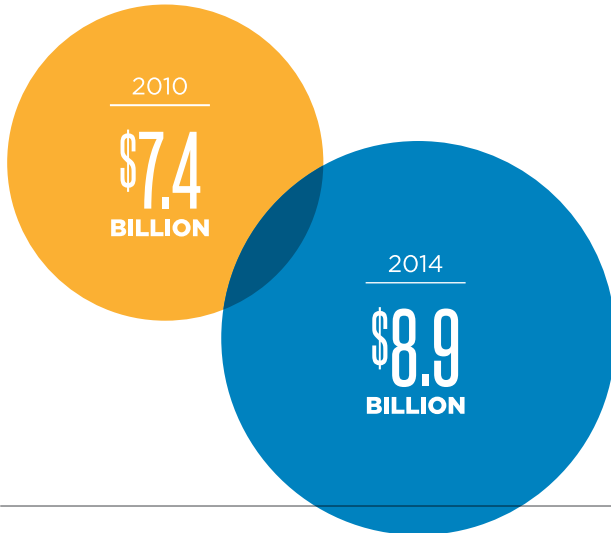


TOURISM

OKLAHOMA'S
3RD-LARGEST
INDUSTRY

TOTAL DIRECT TRAVEL SPENDING IN OKLAHOMA

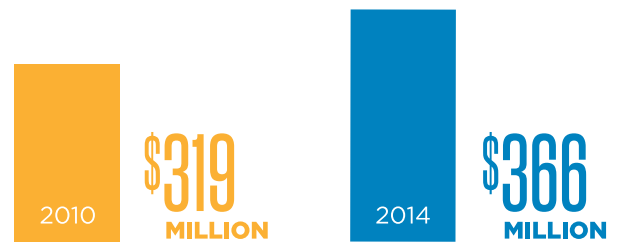


20% INCREASE

STATE AND LOCAL TAXES GENERATED BY VISITOR SPENDING



LOCAL



STATE

15% INCREASE IN TRAVEL-RELATED
STATE TAX REVENUES

ANNUAL VISITOR VOLUME



12.8% INCREASE

Average spending per visitor: \$367

JOBS CREATED OR SUSTAINED BY TRAVEL SPENDING



\$1.7 BILLION TOTAL PAYROLL

\$2.0 BILLION TOTAL PAYROLL

10.4% INCREASE IN TOTAL JOBS

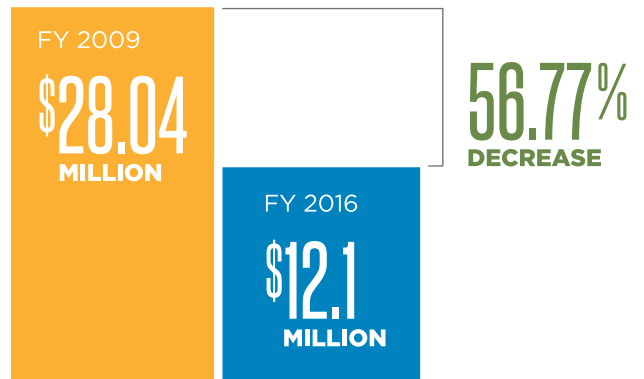
IN THE FIRST HALF OF 2015, \$2.2M INVESTED IN ADVERTISING GENERATED:

- 1.22 million** new visitors who would not otherwise have come
- \$205 million** in additional visitor spending*
- \$9.0 million** in incremental state taxes**
- \$6.5 million** in incremental local taxes**



Based on Longwoods International's methodology
 *Based on Avg. Spending estimates from 2014 TNS Travels America
 **Based on State (4.4%) + Local (3.2%) tax rates from Oklahoma (7.6% total)

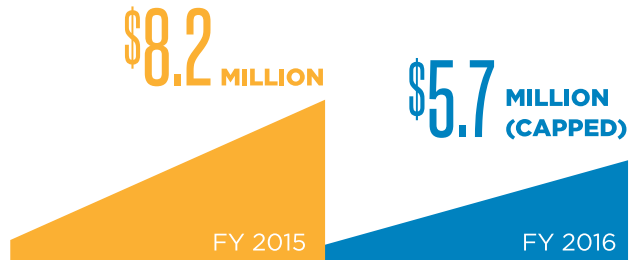
OTRD STATE APPROPRIATIONS



TOURISM ADVERTISING AND ECONOMIC DEVELOPMENT ARE LINKED

Tourism marketing impacts the state's national image, enhancing Oklahoma's ability to attract business investment.

TOURISM PROMOTION FUNDING



At a 4:1 ROI for State Tax Revenue, the State stands to lose **\$10 million** as a direct result of these cuts alone.

Local communities will lose **\$7.5 million.**

TOURISM ADVERTISING DRAMATICALLY IMPROVES SIX KEY ECONOMIC DEVELOPMENT IMAGE RATINGS

Compared with out-of-state residents who were unaware of Tourism advertising, those who were aware of Tourism advertising were more likely to see Oklahoma as a good place to:



Research Conducted by Three Best-in-Class Research Firms:
TNS Global Market Research / Dean Runyan Associates / Longwoods International