

Tahlequah Tourism

Directors Report

May 2023

Monthly Highlights

The Oklahoma Travel Industry Association (OTIA) held its annual RedBud Awards at the Oklahoma History Center on June 13, 2023. Open to all Oklahoma tourism entities, the RedBud Awards represent the highest honor given in the Oklahoma tourism industry.

Tour Tahlequah was the recipient of two Redbud Awards: Best Overall Marketing Award for the Motorcyclist Campaign “Two of THREE Wheels are better than FOUR” **And** Best Partnership Award for The Spyder Riders Jamboree

This is our FIFTH Redbud Award in five years (There was not a Redbud Award Ceremony in 2020 due to Covid)



Ongoing Promotions:

Radio

The Drive-General Area Promotion/ Summer kick off

Digital

Facebook/Instagram ads (Nationwide and four-state demographics) and Google ads

Streaming Most Impressions

Hulu/Lifetime/Discovery/Paramount+/ABC/AMC/Bloomberg/CBS News/Crackle/DirectTV/Discovery

ID/Discovery/Fox News/HGTV/FX/Fox Sports/History Channel/MSNBC/PHILO/Samsung TV

PLUS/Sling/Sundance/Syfy/TNT/Tubi/Xumo

Rider Mag

Southern Travel/Digital and print

Road Runner

Print Ads for Spring 2023

Road Runner

Good Housekeeping

Women's Day

2023 Green Country Guide To Green Country

American Road

TravelOk Outdoor Guide

Tenkiller Visitor Guide

Rider Magazine

Fishing Trail Guide

TravelOK State Visitor Guide

Website Comparison

Users	New Users	Sessions	Number of Sessions per User	Pageviews
273.68%	263.16%	352.63%	21.13%	450.00%
Pages / Session	Avg. Session Duration	Bounce Rate		
21.51%	352.01%	-11.63%		



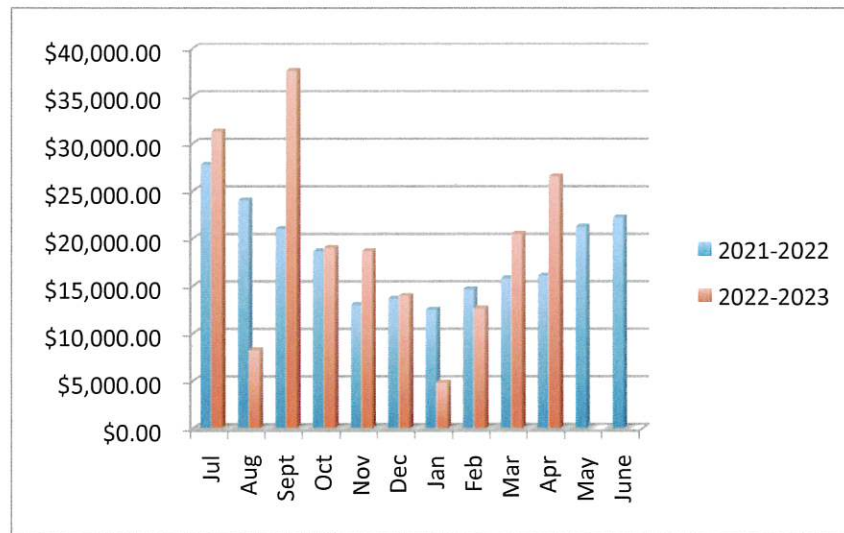
Hotel/Motel Tax Financial Scorecard

Income: Reporting Month: April 2023 (City Financials)

Total estimated Hotel/Motel revenue: \$664,150

\$5,368,625

	Month			Year to Date		
	Apr-23	Apr-22	Variance	Apr-23	Apr-22	Variance
Fund Balance: \$222,661.77						
Tour Tahlequah	\$26,566	\$16,122	\$10,444	\$214,745	\$177,451	\$37,294
Growth	65%			21%		
<i>Includes reporting from city April + 1st reporting from state</i>						
tru Substantial tax (city #)	\$6,748	\$6,199	\$549	\$91,124	\$74,288	\$16,836



Expenses: Reporting Month: May2023 (Chamber Financials)

	Month over month comparison			Year over Year comparison		
	May-23	May-22	Variance	May-23	May-22	Variance
Annual Budget	\$231,627	\$144,353	\$87,274	\$231,627	\$144,353	\$87,274
Direct Advertising	\$11,664	\$11,345	\$319	\$114,939	\$56,903	\$58,036
Direct Advertising %	78%	80%	-2%	61%	42%	18%
Total H/M Expenses	\$14,968	\$14,217	\$751	\$189,920	\$134,208	\$55,712
% Spent	6%	10%	\$0	82%	93%	-11%
tru Rebate (city #)		\$0		\$84,376	\$0	

Performance vs Budget (City Revenue/Chamber expenses)

	May-23	Full year 22-23	% of Budget
Revenue	\$178,546	\$231,627	77%
Expenses			
Administration Payroll	\$44,119	\$67,098	66%
Membership & Travel	\$3,535	\$3,575	99%
Promotional items	\$4,315	\$11,106	39%
Advertising/Sponsorship	\$71,451	\$125,500	57%
Professional Services	\$1,724	\$2,500	69%
Administration Fees	\$10,008	\$12,010	83%
Equipment MTC + Christmas	\$54,768	\$8,838	620%
Total Expenses	\$189,920	\$231,627	82%
Substantial Tax (tru)	\$84,376	\$93,972	90%
Total	\$274,296	\$325,599	84%