

Oklahoma

RESTAURANT INDUSTRY AT A GLANCE



Restaurants are a driving force in Oklahoma's economy. Their sales generate tremendous tax revenues. They provide jobs and build careers for thousands of Oklahomans. Restaurants also provide healthful options for their guests, give back to their communities and work to reduce their impact on the environment.

6,562

LOCATIONS

In 2018, there were 6,562 eating and drinking places in Oklahoma.

**EVERY
\$1 SPENT...**

In Oklahoma's restaurants generates an additional **\$.93** in sales for the state economy.

\$6.6 billion

IN SALES

In 2018, Oklahoma's restaurants are projected to register \$6.6 billion in sales.

**EVERY
\$1 MILLION SPENT...**

In Oklahoma's restaurants generates an additional **26.3** jobs in the state.

182,800

OKLAHOMANS

In 2018, restaurants account for 182,800 jobs in Oklahoma - **11%** of employment in the state.



**AND
IN 2027...**

Restaurants in Oklahoma are projected to employ **195,600** people (**8%** job growth - or **12,800** jobs over 2018)



Oklahoma

LODGING & TOURISM ECONOMIC OVERVIEW

2018 LODGING ECONOMIC FACTS



903 lodging properties

70,803 lodging rooms

53,287 lodging jobs

\$6 billion in guest spending

OKLAHOMA HOTELS EFFECT ON THE STATE'S ECONOMY

ADDITIONAL STATE FACTS:

- Business sales in OK (output) \$12 billion
- The hotel industry supports \$2 billion of wages and salaries.
- Hotels support \$818,000 million in federal, state and local taxes.

SOURCE: BUREAU OF ECONOMIC ANALYSIS, CENSUS BUREAU, OXFORD ECONOMICS, LONGWOODS INTERNATIONAL, AND STR.

TOURISM A REVENUE GENERATOR FOR OKLAHOMA

- Tourism is the 3rd largest industry in Oklahoma on a GDP-basis
- Record high 21.1 million travelers visited Oklahoma in 2017
- Total direct tourism spending was \$8.9 billion in 2017
- 100,900 jobs with total payroll of \$2.3 billion in Oklahoma were directly supported by travel spending in 2017 – 8 straight years of growth

• Tourism generated \$1 billion in local, state & federal tax revenue in 2017

• Tourism economy saved Oklahoma residents \$430 per household in state & local taxes in 2017

• For every \$1 spent by the OTRD on tourism marketing, the state realized a 7.1 return on investment (ROI) in state and local tax revenue as a result of the 2018 spring advertising campaign.

• Since 2009, OTRD's appropriated funding has decreased by 35% and the apportionment dedicated to marketing was capped, which resulted in a 30% funding cut. The marketing fund was also swept by a total of \$1.5 million over the past three years. This drastically decreases OTRD's annual marketing reach and potential state and local tax revenue generation.



OKLAHOMA TRAVEL
INDUSTRY ASSOCIATION

Research conducted by the Oklahoma Tourism & Recreation Department in partnership with three best-in-class research firms: OmniTrak Group, Dean Runyan Associates, and Longwoods International.