

Visit Broken Arrow – Monthly Tourism Manager Report

Prepared by: Makala Barton, Tourism Manager

Reporting Period: September 2025

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in September:

- Clarity of Place: \$14,650 Strategic Plan Payment #3
- BA Performing Art Center Spotlight Series Sponsorship- ArtsOK -\$20,000
- Kryptonite Kustomz – truck wrap -\$3850

2. Hotel/Motel Tax Collections

- September 2025 collection was \$70,108.83, **up** from \$67,086.04 in August of 2024
- Fiscal YTD is \$240,934.87, **up** from \$227,429.85 from the same time last year.

3. General Tourism Activity

- AJGA Tournament – confirmed for 2026
- National Grange Conference – confirmed for 2026
- Makala to speak on a film incentive panel in Guthrie next week
- Strategic plan- finalize

Event Updates

- October 28-30: Best Practices Trip to Franklin and Murfreesboro
- November 1: Veterans Day Parade
- November 13: Christmas Kick-off – Erin to give update
- December 6: Christmas Parade

4. Upcoming

- Next VBA meeting – November 18
- New board member Sarah Lopp – first meeting November 18
- State of the City – need confirmations.

State and National Hotel Data Comparisons **Data for July/August not yet available**

	June 2024			June 2025		
	BA	Oklahoma	US	BA	Oklahoma	US
Occupancy %	65%	57.1%	65.8%	63.8%	59.7%	65.3%
ADR	\$101	\$100.54	\$161.48	\$105.59	\$102.03	\$162.72
RevPAR	\$65.62	\$57.44	\$106.21	\$67.41	\$60.96	\$106.30

Occupancy Rate: The percentage of rooms that are actually sold. **Formula:** $\text{Occupancy Rate} = \frac{\text{Rooms Sold}}{\text{Total Rooms Available}}$

ADR (Average Daily Rate): The average price paid for each occupied room.

Formula: $\text{ADR} = \frac{\text{Total Room Revenue}}{\text{Number of Rooms Sold}}$

RevPAR (Revenue Per Available Room): How much money a hotel makes per room, whether it's occupied or not. **Formula:** $\text{RevPAR} = \text{ADR} \times \text{Occupancy Rate}$