

## Visit Broken Arrow – Monthly Tourism Manager Report

**Prepared by:** Makala Barton, Tourism Manager

**Reporting Period:** January 2026

**Presented to:** Visit Broken Arrow Board of Directors

### 1. Budget Report

Significant Spending in December:

- Film Festival: \$50,000

Remaining Grant Funding for FY26: \$28,875 unencumbered (\$90,000 to start)

Remaining Film Incentive Funding for FY26: \$23,827 unencumbered (\$100,000 to start)

### 2. Hotel/Motel Tax Collections

- January 2026 collection was \$56,583.08 **up** from \$56,575.33 in January 2025.
- Fiscal YTD is \$522,447.68, **up** from \$496,004.48 at the same time last year.

### 3. General Tourism Activity

- Held Film Festival Committee meeting
- Crime Prevention in Overnight Lodging Class with BAPD
- Oklahoma Travel Industry Association Board Meeting
- Strategic Plan Implementation First Steps

	Dec 24	Dec 25
Occupancy %	47.5%	44.5%
ADR	\$94.66	\$96.81
RevPAR	\$44.90	\$43.07

**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:**  $\text{RevPAR} = \text{ADR} \times \text{Occupancy Rate}$