

## Visit Broken Arrow – Monthly Tourism Manager Report

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

**Reporting Period:** December 2025

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

### 1. Budget Report

Significant Spending in November:

- US Travel Association Annual Membership Dues - \$1775

Remaining Grant Funding for FY26: \$36,500 unencumbered (\$90,000 to start)

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

### 2. Hotel/Motel Tax Collections

- December 2025 collection was \$74,404.14 **up** from \$71,609.23 in December of 2024
- Fiscal YTD is \$465,864.60, **up** from \$439,429.15 at the same time last year.

### 3. General Tourism Activity

- Held Hoteliers Meeting January 7
- Held Film Festival Committee meeting #2 and #3 coming up

#### Upcoming

- Crime Prevention in Overnight Lodging Class with BAPD- January 28, 4pm

	Nov 24	Nov 25
Occupancy %	54.7%	60.3%
ADR	\$103.70	\$106.36
RevPAR	\$56.75	\$64.13

**Occupancy Rate:** The percentage of rooms that are actually sold. **Formula:** Occupancy Rate = Rooms Sold ÷ Total Rooms Available

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

**Formula:** ADR = Total Room Revenue ÷ Number of Rooms Sold

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