**CRAFTING A** 

Tourism Strategic Plan

November 17, 2025







#### **Goals and Objectives**

Develop a Tourism Strategic Plan to optimize the city's visitor economy and generate activity for local visitor-facing businesses.

- Data to drive future policy decisions to support tourism
- Strategies to connect Broken Arrow's hospitality infrastructure and attractions





## **Leveraging Place for Tourism Impact**



## **Project Phases**



# **Opportunity Identification**

Strengths	Weaknesses
<ul> <li>Unique mix of community character and modern amenities</li> <li>Successful Rose District model; upcoming Sunset Amphitheater</li> <li>Robust family-friendly and veterans-focused experiences</li> </ul>	<ul> <li>Limited hotel proximity to attractions; conference space constraints</li> <li>Hotel tax revenue per room trailing some peers</li> <li>Rapid growth pressures on small-town feel</li> </ul>
Opportunities	Threats
<ul> <li>Leverage rising sports/heritage/film tourism markets</li> <li>Create integrated visitor experiences and diversify lodging</li> <li>Partnerships with local businesses</li> </ul>	<ul> <li>Increasing competition from peer cities</li> <li>Development threatening authentic character</li> <li>Funding and capacity limitations for destination management</li> </ul>

#### **Imperatives and Direction**





#### Leverage Strategic Infrastructure

Maximize economic and tourism activity from investments like the Sunset Amphitheater and Rose District.

- Connect major assets into unified visitor journeys.
- Align promotions with citywide infrastructure investments.
- Foster partnerships for seamless multi-site experiences.
- Focus on year-round activation.



#### **Develop Authentic Experiences**

Craft visitor experiences that are true to Broken Arrow's identity—veteran-friendly, family-focused, and locally rooted.

- Curate experiences that differentiate from generic destinations.
- Grow profile in veterans tourism markets.
- Center experiences around genuine local stories and culture.
- Engage partners to bundle experiences for longer stays.
- Elevate Broken Arrow's appeal for meetings and group visits.



#### **Strengthen Visitor Ecosystem**

Foster collaboration among hospitality stakeholders, promote small-town character, and help local businesses become more visitor-ready.

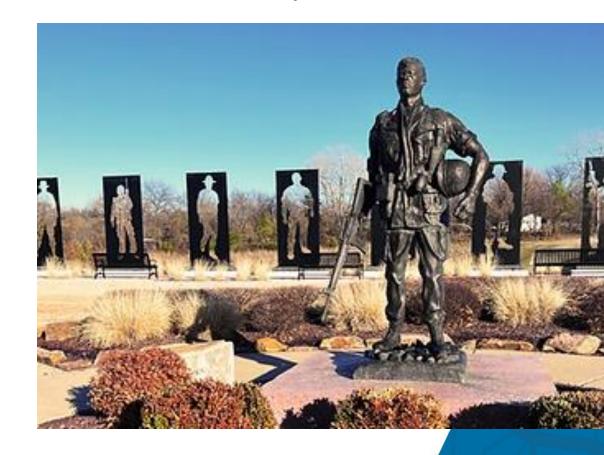
- Equip businesses with tools and training for visitor readiness.
- Champion the value of tourism citywide.
- Enhance information-sharing with hospitality businesses and collaborate to drive visitors throughout the city.
- Deepen ties with the Muscogee Creek Nation and regional partners.



#### **Optimize Veterans Heritage Tourism**

Build on existing marketing efforts to make and target veteran travelers to visit Broken Arrow by offering curated experiences and multi-day events.

- Position Broken Arrow as a leading veterans tourism destination.
- Strengthen partnerships for heritage programming.
- Integrate veterans' themes across citywide promotion.
- Highlight Broken Arrow's authentic respect and legacy.



### **Expand Creative and Cultural Offerings**

Build on the city's growing arts scene, launch film tourism, and deepen partnerships with cultural organizations.

- Invest in film tourism and creative sector growth.
- Champion the arts and public placemaking.
- Strengthen alliances with makers, artists, and producers.
- Elevate community assets as unique visitor draws.



# Thank you!

