

Visit Broken Arrow – Monthly Tourism Manager Report

Prepared by: Makala Barton, Tourism Manager

Reporting Period: August 2025

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in August:

- Clarity of Place: \$19,109.87 Strategic Plan Payment
- Tuesdays in the Park Rebate – ArtsOK -\$10,000
- OK Tourism Dept: \$880 for Travel Trade Program

2. Hotel/Motel Tax Collections

- August 2025 collection was \$84,136.82, **up** from \$79,447.90 in August of 2024
- Fiscal YTD is \$170,826.04, **up** from \$160,343.81 from the same time last year.

State and National Hotel Data Comparisons

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

3. General Tourism Activity

- Hoteliers Meeting
- Wrap and follow-up meeting for Horrified film
- Strategic plan- present at next meeting

Event Updates

- September 19 – Chalk It Up/Rose Festival
- Erin will share a Christmas event and marketing update at October meeting
- November 13: Christmas Kick-off

4. Upcoming

- Next VBA meeting – October 19
- Board appointments will be on the September 16 CC meeting agenda

City of Broken Arrow
Hotel/Motel Tax Receipts

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>
January	\$ 31,925.72	\$ 34,040.66	\$ 40,198.81	\$ 42,138.90	\$ 33,184.23	\$ 59,799.38	\$ 57,014.74	\$ 55,932.71	\$ 56,575.33
February	34,616.10	38,273.16	47,498.47	49,347.09	37,876.99	57,105.46	59,527.34	60,661.39	54,184.00
March	36,383.90	43,716.55	48,799.31	50,587.49	39,104.96	59,654.94	66,113.47	62,535.50	64,272.95
April	46,810.88	52,386.28	54,838.23	31,760.58	54,702.27	73,581.60	86,171.06	76,753.42	80,120.53
May	44,818.43	53,058.00	60,168.79	13,723.16	62,427.85	75,576.06	76,927.97	63,120.30	74,682.17
June	48,125.57	55,970.73	61,337.30	27,149.62	71,053.33	106,072.54	85,713.07	77,943.26	84,051.58
July	51,213.45	63,214.50	65,202.62	48,673.33	78,922.96	80,088.27	95,480.03	80,895.91	86,698.22
August	49,110.70	59,663.91	67,190.90	50,091.97	77,634.52	84,925.19	81,837.78	79,447.90	84,136.82
September	44,157.14	49,660.65	53,256.75	39,304.16	63,307.34	68,424.85	66,197.65	67,086.04	-
October	39,633.92	48,492.34	52,617.11	36,211.79	65,538.95	72,893.45	75,901.92	63,841.22	-
November	46,559.78	60,697.45	63,682.26	49,526.37	77,221.38	81,045.54	80,926.62	76,548.85	-
December	46,080.16	57,200.41	61,399.66	39,497.78	70,452.03	72,649.56	73,246.71	71,609.23	-
	<u>\$ 519,435.75</u>	<u>\$ 616,374.64</u>	<u>\$ 676,190.21</u>	<u>\$ 478,012.24</u>	<u>\$ 731,426.81</u>	<u>\$ 891,816.84</u>	<u>\$ 905,058.36</u>	<u>\$ 836,375.73</u>	<u>\$ 584,721.60</u>

CITY OF BROKEN ARROW
HOTEL/MOTEL TAX RECEIPTS

		TAXABLE SALES	TAX RECEIVED
		-----	-----
JULY	2025	\$2,182,995.81	\$86,689.22
AUGUST	2025	\$2,121,749.31	\$84,136.82
SEPTEMBER	2025	\$0.00	\$0.00
OCTOBER	2025	\$0.00	\$0.00
NOVEMBER	2025	\$0.00	\$0.00
DECEMBER	2025	\$0.00	\$0.00
JANUARY	2026	\$0.00	\$0.00
FEBRUARY	2026	\$0.00	\$0.00
MARCH	2026	\$0.00	\$0.00
APRIL	2026	\$0.00	\$0.00
MAY	2026	\$0.00	\$0.00
JUNE	2026	\$0.00	\$0.00
Year-to-Date		<u>4,304,745.12</u>	<u>170,826.04</u>
TOTAL 2025-2026		<u>\$4,304,745.12</u>	<u>\$170,826.04</u>

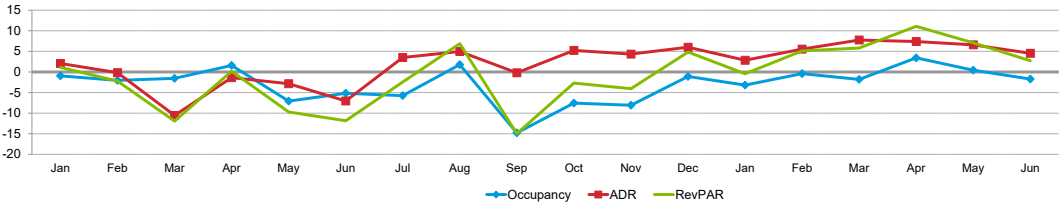
JULY	2024	\$2,037,920.90	\$80,895.91
AUGUST	2024	\$2,001,432.37	\$79,447.90
SEPTEMBER	2024	\$1,740,293.05	\$67,086.04
OCTOBER	2024	\$1,608,540.67	\$63,841.22
NOVEMBER	2024	\$1,928,111.38	\$76,548.85
DECEMBER	2024	\$1,803,009.57	\$71,609.23
JANUARY	2025	\$1,425,243.65	\$56,575.33
FEBRUARY	2025	\$1,364,764.43	\$54,184.00
MARCH	2025	\$1,622,979.66	\$64,272.95
APRIL	2025	\$2,017,785.46	\$80,120.53
MAY	2025	\$1,933,016.08	\$74,682.17
JUNE	2025	\$2,116,979.66	\$84,051.58
Year-to-Date		<u>4,039,353.27</u>	<u>160,343.81</u>
TOTAL 2024-2025		<u>\$21,600,076.88</u>	<u>\$853,315.71</u>

Tab 2 - Trend Broken Arrow, OK+

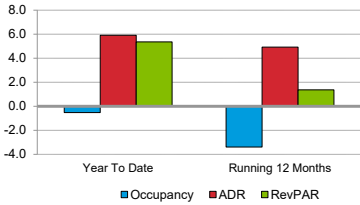
City of Broken Arrow CVB
For the Month of June 2025

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	49.1	53.7	59.7	58.1	59.9	65.0	59.6	59.9	53.5	59.7	47.4	47.5	53.5	58.7	60.0	60.1	63.8
	Last Year	49.6	54.9	60.7	57.1	64.4	68.5	63.2	58.8	62.8	64.6	48.0	49.1	53.7	59.7	58.1	59.9	65.0
Percent Change	-0.9	-2.0	-1.5	1.6	-7.1	-5.2	-5.8	1.8	-14.8	-7.6	-8.1	-1.1	-3.2	-0.4	-1.8	3.4	0.4	-1.7

Year To Date			
2023	2024	2025	
59.2	57.6	57.3	
60.4	59.2	57.6	
-2.0	-2.8	-0.5	

Running 12 Months			
2023	2024	2025	
59.2	58.5	56.6	
59.9	59.2	58.5	
-1.2	-1.0	-3.4	

ADR	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	94.32	95.83	96.31	99.12	100.78	101.00	100.83	96.50	95.65	103.65	94.14	97.00	101.16	103.78	106.46	107.42	105.59
	Last Year	92.40	96.00	107.66	100.52	103.71	108.66	97.41	91.93	95.86	98.49	99.79	94.32	95.83	96.31	99.12	100.78	101.00
Percent Change	2.1	-0.2	-10.5	-1.4	-2.8	-7.1	3.5	5.0	-0.2	5.2	4.4	6.0	2.8	5.6	7.8	7.4	6.6	4.5

Year To Date			
2023	2024	2025	
102.12	98.09	103.89	
98.43	102.12	98.09	
3.7	-3.9	5.9	

Running 12 Months			
2023	2024	2025	
98.59	96.88	101.65	
93.94	98.59	96.88	
4.9	-1.7	4.9	

RevPAR	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	46.31	51.50	57.54	57.54	60.32	65.62	60.10	57.79	51.22	61.86	44.90	46.10	54.14	60.88	63.92	64.58	67.41
	Last Year	45.79	52.66	65.34	57.44	66.81	74.44	61.61	54.08	60.24	63.58	59.41	42.83	46.31	51.50	57.54	60.32	65.62
Percent Change	1.1	-2.2	-11.9	0.2	-9.7	-11.9	-2.5	6.9	-15.0	-2.7	-4.1	4.8	-0.4	5.1	5.8	11.1	7.1	2.7

Year To Date			
2023	2024	2025	
60.48	56.50	59.53	
59.47	60.48	56.50	
1.7	-6.6	5.4	

Running 12 Months			
2023	2024	2025	
58.32	56.71	57.49	
56.27	58.32	56.71	
3.6	-2.7	1.4	

Supply	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	35,433	32,004	35,433	34,290	35,433	34,290	35,433	35,433	34,290	35,433	34,290	35,433	32,004	35,433	34,290	35,433	34,290
	Last Year	35,433	32,004	35,433	34,290	35,433	34,290	35,433	35,433	34,290	35,433	34,290	35,433	32,004	35,433	34,290	35,433	34,290
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date			
2023	2024	2025	
206,883	206,883	206,883	
206,883	206,883	206,883	
0.0	0.0	0.0	

Running 12 Months			
2023	2024	2025	
417,195	417,195	417,195	
417,195	417,195	417,195	
0.0	0.0	0.0	

Demand	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	17,395	17,199	21,170	19,906	21,210	22,280	21,118	21,218	18,362	21,145	18,768	16,840	17,128	20,787	20,589	21,304	21,893
	Last Year	17,561	17,556	21,503	19,595	22,826	23,493	22,409	20,844	21,548	22,873	20,415	17,395	17,199	21,170	19,906	21,210	22,280
Percent Change	-0.9	-2.0	-1.5	1.6	-7.1	-5.2	-5.8	1.8	-14.8	-7.6	-8.1	-1.1	-3.2	-0.4	-1.8	3.4	0.4	-1.7

Year To Date			
2023	2024	2025	
122,534	119,160	118,541	
124,999	122,534	119,160	
-2.0	-2.8	-0.5	

Running 12 Months			
2023	2024	2025	
246,774	244,241	235,959	
249,585	246,774	244,241	
-1.2	-1.0	-3.4	

Revenue	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	This Year	1,640,755	1,648,199	2,038,981	1,973,169	2,137,479	2,250,173	2,129,367	2,047,611	1,756,397	2,191,725	1,954,498	1,633,504	1,732,694	2,157,260	2,191,846	2,288,391	2,311,588
	Last Year	1,622,642	1,685,324	2,315,058	1,969,735	2,367,359	2,552,716	2,182,956	1,916,122	2,065,503	2,252,858	2,037,296	1,640,755	1,648,199	2,038,981	1,973,169	2,137,479	2,250,173
Percent Change	1.1	-2.2	-11.9	0.2	-9.7	-11.9	-2.5	6.9	-15.0	-2.7	-4.1	4.8	-0.4	5.1	5.8	11.1	7.1	2.7

Year To Date			
2023	2024	2025	
12,512,834	11,688,755	12,315,283	
12,303,332	12,512,834	11,688,755	
1.7	-6.6	5.4	

Running 12 Months			
2023	2024	2025	
24,329,195	23,660,993	23,985,853	
23,475,413	24,329,195	23,660,993	
3.6	-2.7	1.4	

Census %	2024												2025					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
	Census Rooms	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143
% Rooms Participants	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1	91.1

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Tab 2 - Multi-Segment

Oklahoma Hotel & Lodging Association Internal

For the month of: May 2025

Currency: USD - US Dollar

	Current Month - May 2025 vs May 2024												Year to Date - May 2025 vs May 2024												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2024						Occ %		ADR		RevPAR		Percent Change from YTD 2024						Properties		Rooms	
	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2025	2024	2025	2024	2025	2024	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
	65.3	65.8	162.72	161.48	106.30	106.21	-0.7	0.8	0.1	0.9	0.8	0.1	60.9	61.1	159.58	157.08	97.21	96.03	-0.4	1.6	1.2	1.9	0.7	0.3	64325	38205	5693942	4337328
United States																												
West South Central	61.6	64.2	121.26	122.15	74.65	78.47	-4.2	-0.7	-4.9	-4.0	0.9	-3.3	59.8	61.1	124.44	121.70	74.42	74.39	-2.2	2.2	0.0	0.9	0.8	-1.3	9127	5845	765716	609040
Oklahoma	59.7	57.1	102.03	100.54	60.96	57.44	4.6	1.5	6.1	6.3	0.1	4.7	53.2	51.4	96.24	94.10	51.23	48.40	3.5	2.3	5.8	6.2	0.3	3.8	1018	591	76613	53889
Oklahoma City, OK	59.8	62.4	110.85	106.39	66.25	66.44	-4.3	4.2	-0.3	1.2	1.5	-2.9	54.3	55.5	102.78	98.06	55.83	54.43	-2.1	4.8	2.6	4.1	1.5	-0.7	313	227	28551	23879
Tulsa, OK	58.8	57.0	105.46	102.83	62.02	58.61	3.2	2.6	5.8	5.3	-0.5	2.7	54.9	52.1	101.16	100.48	55.49	52.30	5.4	0.7	6.1	5.7	-0.4	5.0	196	135	17203	13999
Oklahoma West Area	59.3	49.3	86.16	85.11	51.08	41.93	20.3	1.2	21.8	21.1	-0.6	19.6	50.6	45.1	81.20	80.79	41.07	36.44	12.1	0.5	12.7	11.7	-0.9	11.1	185	81	10299	5802
Oklahoma East Area	60.8	54.0	94.97	96.37	57.69	52.02	12.6	-1.5	10.9	10.0	-0.8	11.6	51.7	48.5	89.71	88.44	46.37	42.93	6.5	1.4	8.0	8.0	-0.1	6.4	324	148	20560	10209

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