

Visit Broken Arrow – Monthly Tourism Manager Report

Prepared by: Makala Barton, Tourism Manager

Reporting Period: March 2026

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in February:

- VBA Spring Guide - \$938
- Chalk It Up grant - \$7,500
- Rose Festival/Kites Over BA grant - \$7,500
- Promotional items (key chains, water bottles, fans, etc.) \$3,811.37

Remaining Grant Funding for FY26: \$16,625 unencumbered (\$90,000 to start)

(Unencumbered remaining if both new rebate requests on agenda are awarded: \$12,125)

Remaining Film Incentive Funding for FY26: \$11628 unencumbered (\$100,000 to start)

2. Hotel/Motel Tax Collections

- March 2026 collection was \$61,601.87 **down** from \$64,272.95 in March 2025.
- Fiscal YTD is \$643,695.73 **up** from \$614,461.43 at the same time last year.

3. General Tourism Activity

- Makala attended BA Day at the Capitol
- New wedding mural installed on Rose District office windows

4. Upcoming Events:

- April 29 - Quarterly Hoteliers Meeting April 29
- April 21-26 – Tibetan Spaniel Conference
- May 2 – Fiesta De Mayo and Camp Bandage
- May 14-17 - Rooster Days
- May 13-15 - Annika Womens APT Golf

	Feb 25	Feb 26
Occupancy %	53.5%	55.4%
ADR	\$101.14	\$102.82
RevPAR	\$54.12	\$56.92

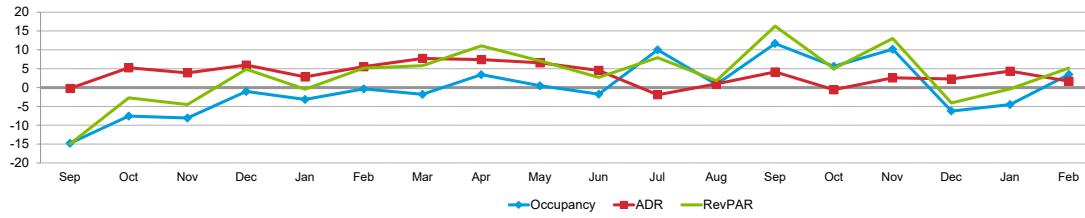
Occupancy Rate: The percentage of rooms that are actually sold. **Formula:** Occupancy Rate = Rooms Sold ÷ Total Rooms Available

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

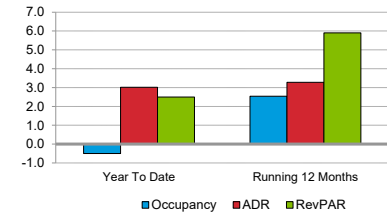
Formula: ADR = Total Room Revenue ÷ Number of Rooms Sold

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

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024				2025												2026	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	53.6	59.6	54.7	47.4	47.5	53.5	58.7	60.0	60.1	63.8	65.5	60.4	59.8	63.0	60.3	44.5	45.4	55.4
Last Year	62.8	64.5	59.5	47.9	49.1	53.7	59.7	58.0	59.8	65.0	59.6	59.9	53.6	59.6	54.7	47.4	47.5	53.5
Percent Change	-14.8	-7.6	-8.1	-1.0	-3.2	-0.3	-1.8	3.4	0.5	-1.8	10.0	0.9	11.7	5.6	10.2	-6.2	-4.5	3.5

ADR	2024				2025												2026	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	95.62	103.64	103.67	94.63	96.98	101.14	103.75	106.44	107.38	105.57	98.90	97.41	99.58	103.05	106.34	96.80	101.22	102.82
Last Year	95.83	98.47	99.77	89.30	94.30	95.83	96.30	99.10	100.76	100.97	100.82	96.48	95.62	103.64	103.67	94.63	96.98	101.14
Percent Change	-0.2	5.2	3.9	6.0	2.8	5.5	7.7	7.4	6.6	4.6	-1.9	1.0	4.1	-0.6	2.6	2.3	4.4	1.7

RevPAR	2024				2025												2026	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	51.21	61.81	56.72	44.89	46.08	54.12	60.86	63.88	64.56	67.38	64.82	58.82	59.56	64.93	64.10	43.05	45.92	56.92
Last Year	60.22	63.54	59.39	42.80	46.28	51.46	57.51	57.52	60.29	65.59	60.06	57.76	51.21	61.81	56.72	44.89	46.08	54.12
Percent Change	-15.0	-2.7	-4.5	4.9	-0.4	5.2	5.8	11.1	7.1	2.7	7.9	1.8	16.3	5.0	13.0	-4.1	-0.4	5.2

Supply	2024				2025												2026	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	34,320	35,464	34,320	35,464	35,464	32,032	35,464	34,320	35,464	34,320	35,464	35,464	34,320	35,464	34,320	38,068	35,464	32,032
Last Year	34,320	35,464	34,320	35,464	35,464	32,032	35,464	34,320	35,464	34,320	35,464	35,464	34,320	35,464	34,320	35,464	35,464	32,032
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	7.3	0.0	0.0

Demand	2024				2025												2026	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	18,379	21,152	18,777	16,821	16,852	17,140	20,803	20,599	21,322	21,904	23,242	21,413	20,529	22,343	20,686	16,930	16,089	17,732
Last Year	21,567	22,884	20,430	16,996	17,404	17,200	21,181	19,920	21,218	22,295	21,125	21,232	18,379	21,152	18,777	16,821	16,852	17,140
Percent Change	-14.8	-7.6	-8.1	-1.0	-3.2	-0.3	-1.8	3.4	0.5	-1.8	10.0	0.9	11.7	5.6	10.2	0.6	-4.5	3.5

Revenue	2024				2025												2026	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	1,757,440	2,192,158	1,946,638	1,591,839	1,634,261	1,733,462	2,158,253	2,192,486	2,289,574	2,312,339	2,298,633	2,085,936	2,044,188	2,302,543	2,199,767	1,638,815	1,628,494	1,823,251
Last Year	2,066,685	2,253,500	2,038,260	1,517,739	1,641,274	1,648,260	2,039,637	1,974,037	2,137,974	2,251,128	2,129,808	2,048,505	1,757,440	2,192,158	1,946,638	1,591,839	1,634,261	1,733,462
Percent Change	-15.0	-2.7	-4.5	4.9	-0.4	5.2	5.8	11.1	7.1	2.7	7.9	1.8	16.3	5.0	13.0	3.0	-0.4	5.2

Census %	2024				2025												2026	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	13	13
Census Rooms	1144	1144	1144	1144	1144	1144	1144	1144	1144	1144	1144	1144	1144	1144	1144	1228	1144	1144
% Rooms Participants	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.6	91.0	91.0

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CITY OF BROKEN ARROW
HOTEL/MOTEL TAX RECEIPTS

		TAXABLE SALES	TAX RECEIVED
JULY	2025	\$2,190,483.81	\$86,988.24
AUGUST	2025	\$2,129,032.31	\$84,428.14
SEPTEMBER	2025	\$1,902,497.54	\$75,541.71
OCTOBER	2025	\$1,707,572.36	\$67,842.64
NOVEMBER	2025	\$1,972,449.94	\$78,339.07
DECEMBER	2025	\$1,883,087.16	\$74,771.38
JANUARY	2026	\$1,421,837.55	\$56,921.00
FEBRUARY	2026	\$1,441,923.72	\$57,261.68
MARCH	2026	\$1,572,597.22	\$61,601.87
APRIL	2026	\$0.00	\$0.00
MAY	2026	\$0.00	\$0.00
JUNE	2026	\$0.00	\$0.00
Year-to-Date		<u>16,221,481.61</u>	<u>643,695.73</u>
TOTAL 2025-2026		<u>\$16,221,481.61</u>	<u>\$643,695.73</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	\$2,124,543.66	\$84,354.14
Year-to-Date		<u>15,532,295.68</u>	<u>614,461.43</u>
TOTAL 2024-2025		<u>\$21,607,640.88</u>	<u>\$853,618.27</u>

JULY	2023	\$2,405,092.26	\$95,480.03
AUGUST	2023	\$2,084,400.49	\$81,837.78
SEPTEMBER	2023	\$1,723,847.55	\$66,197.65
OCTOBER	2023	\$1,913,181.09	\$75,901.92
NOVEMBER	2023	\$2,038,587.63	\$80,926.62
DECEMBER	2023	\$1,845,229.17	\$73,246.71
JANUARY	2024	\$1,408,687.29	\$55,932.74
FEBRUARY	2024	\$1,527,847.26	\$60,661.39
MARCH	2024	\$1,575,132.25	\$62,535.50
APRIL	2024	\$1,933,393.64	\$76,753.42
MAY	2024	\$1,665,037.45	\$63,120.30
JUNE	2024	\$1,963,978.75	\$77,943.26
Year-to-Date		<u>16,522,004.99</u>	<u>652,720.34</u>
TOTAL 2023-2024		<u>\$22,084,414.83</u>	<u>\$870,537.32</u>

City of Broken Arrow
Hotel/Motel Tax Receipts

	<u>2025</u>	<u>2026</u>	Amount Increase (Decrease)	% Increase (Decrease)
January	\$ 56,575.33	\$ 56,921.00	\$ 345.67	0.61%
February	54,184.00	57,261.68	3,077.68	5.68%
March	64,272.95	61,601.87	(2,671.08)	-4.16%
April	80,120.53	-		0.00%
May	74,682.17	-		0.00%
June	84,354.14	-		0.00%
July	86,988.24	-		0.00%
August	84,428.14	-		0.00%
September	75,541.71	-		0.00%
October	67,842.64	-		0.00%
November	78,339.07	-		0.00%
December	74,771.38	-		0.00%
	\$ 175,032.28	\$ 175,784.55	\$ 752.27	0.43%
	<u>\$ 882,100.30</u>	<u>\$ 175,784.55</u>		

FY27	Type	Event Name	Date	Starting: \$90,000
pending	community event	Tuesdays In The Park	Jun-26	\$5,000.00
pending	hotel rebate	American Junior Golf Assn.	August 2-6, 2026	\$15,000.00
pending	hotel rebate	Christian Interpreters Conference	July 9-11 2026	\$12,500.00
pending	community event	Chalk It Up	September xx,2026	\$7,500.00
				\$40,000.00
				Remaining: \$50,000
				add pending \$50,000 from reserves
				\$100,000.00
anticipated	hotel rebate	Grange National Convention	Nov 9-14, 2026	\$40,000.00

FY26				Starting: \$90,000
PAID	community event	Tuesdays in the Park (2025 paid from fy26)		\$10,000.00
PAID	community event	Chalk It Up	Sept 19-20, 2025	\$7,500.00
PAID	community event	Rose Festival	Sept 19-20, 2025	\$7,500.00
PAID	community event	Beer&BBQ	Sept 19-20, 2025	\$1,000.00
PAID	hotel rebate	Wrestling	12/13/25	\$3,125.00
pending	hotel rebate	live like that hotel rebate	10/1/25	\$12,500.00
PAID	community event	Pow Wow	10/1/25	\$4,500.00
pending	hotel rebate	Annika Womens APT	May 13-15, 2026	\$15,000.00
pending	hotel rebate	flyover hotel rebate	4/1/26	\$12,250.00
				\$73,375.00

Remaining: \$16,625

anticipated	hotel rebate	Senior Slow Pitch-PENDING	June 11-14, 2026	\$3,500.00
anticipated	hotel rebate	Tae-Kwon-Do Tournament	2-May-26	\$1,000.00

anticipated	hotel rebate	MOKA - PENDING APP	5/1/26	
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