

Visit Broken Arrow – Monthly Tourism Manager Report

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Reporting Period: April 2026

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in February:

- Uber - \$560.29 (32 trips)
- OTIA conference registration \$185
- Billboard monthly - \$750
- State Brochures - \$149.86

Remaining Grant Funding for FY26: \$13,125 unencumbered (\$90,000 to start)
(Unencumbered remaining if MOKA is awarded: \$10,625)

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

2. Hotel/Motel Tax Collections

- April 2026 collection was \$72,031.96 **down** from \$80,120.53 in April 2025.
- Fiscal YTD is \$715,727.69 **up** from \$694,581.96 at the same time last year.

3. General Tourism Activity for April

- Film day at the Capitol
- Quarterly Hoteliers Meeting
- Booth at Farmers Market
- Municipal Tourism Professionals virtual meeting
- MTHLA Luncheon at Stoney Creek

4. Upcoming Events:

- 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