

## Visit Broken Arrow – Monthly Tourism Manager Report

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

**Reporting Period:** February 2026

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

### 1. Budget Report

Significant Spending in February:

- Hotel Room Guide: \$6,750

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

Remaining Film Incentive Funding for FY26: \$116,288 unencumbered (\$100,000 to start)

### 2. Hotel/Motel Tax Collections

- February 2026 collection was \$56,339.50 **up** from \$54,575.33 in February 2025.
- Fiscal YTD is \$581,173.68 **up** from \$550,188.48 at the same time last year.

### 3. General Tourism Activity

- Held Film Festival Committee meeting
- Sunset Amp Tour
- Met with Glenpool ED about film
- RFP for FY26 Marketing Contract
- Completed Annual Report

### 4. Upcoming Events:

- OMAG Conference – March 24-25
- April 4- first Farmers Market of the season
- April 21-26 – Tibetan Spaniel Conference
- April 24-26- Severe Weather Expo
- May 2 – Fiesta De Mayo and Camp Bandage

	Jan 25	Jan 26
Occupancy %	47.5%	45.4%
ADR	\$97.00	\$101.24
RevPAR	\$46.10	\$45.94

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

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	\$78,341.07
DECEMBER	2025	\$1,883,087.16	\$74,771.38
JANUARY	2026	\$1,421,837.55	\$56,921.00
FEBRUARY	2026	\$1,418,894.28	\$56,339.50
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>14,625,854.95</u>	<u>581,173.68</u>
TOTAL 2025-2026		<u>\$14,625,854.95</u>	<u>\$581,173.68</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>13,909,316.02</u>	<u>550,188.48</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>14,946,872.74</u>	<u>590,184.84</u>
TOTAL 2023-2024		<u>\$22,084,414.83</u>	<u>\$870,537.32</u>

City of Broken Arrow  
Hotel/Motel Tax Receipts

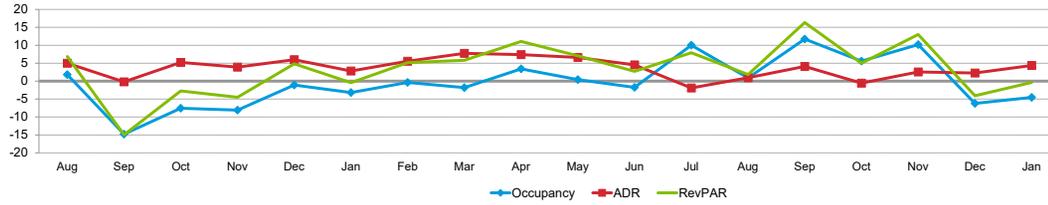
	<u>2025</u>	<u>2026</u>	Amount Increase (Decrease)	% Increase (Decrease)
January	\$ 56,575.33	\$ 56,921.00	\$ 345.67	0.61%
February	54,184.00	56,339.50	2,155.50	3.98%
March	64,272.95	-		0.00%
April	80,120.53	-		0.00%
May	74,682.17	-		0.00%
June	84,354.14	-		0.00%
July	86,988.24	-		0.00%
August	84,428.14	-		0.00%
September	75,541.71	-		0.00%
October	67,842.64	-		0.00%
November	78,341.07	-		0.00%
December	74,771.38	-		0.00%
	\$ 110,759.33	\$ 113,260.50	\$ 2,501.17	2.26%
	<u>\$ 882,102.30</u>	<u>\$ 113,260.50</u>		

Tab 2 - Trend Broken Arrow, OK+

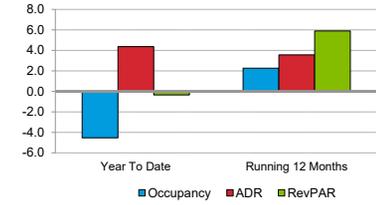
Currency: USD - US Dollar

City of Broken Arrow CVB  
For the Month of January 2026

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	59.9	53.5	59.7	54.7	47.4	47.5	53.5	58.7	60.0	60.1	63.8	65.6	60.4	59.8	63.0	60.3	44.5	45.4
Last Year	58.8	62.8	64.6	59.5	48.0	49.1	53.7	59.7	58.1	59.9	65.0	59.6	59.9	53.5	59.7	54.7	47.4	47.5
Percent Change	1.8	-14.8	-2.6	-8.1	-1.1	-3.2	-0.4	-1.8	3.4	0.4	-1.7	10.0	0.9	11.7	5.6	10.2	-6.2	-4.5

Year To Date		
2024	2025	2026
49.1	47.5	45.4
49.6	49.1	47.5
-0.9	-3.2	-4.5

Running 12 Months		
2024	2025	2026
59.3	56.6	57.9
59.7	59.3	56.6
-0.6	-4.6	2.3

ADR	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	96.50	95.65	103.65	103.70	94.66	97.00	101.16	103.78	106.46	107.42	105.59	98.91	97.43	99.60	103.09	106.36	96.81	101.24
Last Year	91.93	95.86	98.49	99.79	89.31	94.32	95.85	96.31	99.12	100.78	101.00	100.83	96.50	95.65	103.65	103.70	94.66	97.00
Percent Change	5.0	-0.2	5.2	3.9	6.0	2.8	5.5	7.8	7.4	6.6	4.5	-1.9	1.0	4.1	-0.5	2.6	2.3	4.4

Year To Date		
2024	2025	2026
94.32	97.00	101.24
92.40	94.32	97.00
2.1	2.8	4.4

Running 12 Months		
2024	2025	2026
99.02	98.91	102.43
97.20	99.02	98.91
1.9	-0.1	3.6

RevPAR	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	57.79	51.22	61.86	56.75	44.90	46.10	54.14	60.88	63.92	64.58	67.41	64.86	58.85	59.59	64.95	64.13	43.07	45.94
Last Year	54.08	60.24	63.58	59.41	42.83	46.31	51.49	57.54	57.54	60.32	65.62	60.10	57.79	51.22	61.86	56.75	44.90	46.10
Percent Change	6.9	-15.0	-2.7	-4.5	4.8	-0.4	5.2	5.8	11.1	7.1	2.7	7.9	1.8	16.3	5.0	13.0	-4.1	-0.3

Year To Date		
2024	2025	2026
46.31	46.10	45.94
45.79	46.31	46.10
1.1	-0.4	-0.3

Running 12 Months		
2024	2025	2026
58.73	55.95	59.26
58.02	58.73	55.95
1.2	-4.7	5.9

Supply	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	35,433	34,290	35,433	34,290	35,433	35,433	32,004	35,433	34,290	35,433	34,290	35,433	35,433	34,290	35,433	34,290	38,037	35,433
Last Year	35,433	34,290	35,433	34,290	35,433	35,433	32,004	35,433	34,290	35,433	34,290	35,433	35,433	34,290	35,433	34,290	35,433	35,433
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	7.3	0.0

Year To Date		
2024	2025	2026
35,433	35,433	35,433
35,433	35,433	35,433
0.0	0.0	0.0

Running 12 Months		
2024	2025	2026
417,195	417,195	419,799
417,195	417,195	417,195
0.0	0.0	0.6

Demand	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	21,218	18,362	21,145	18,765	16,807	16,840	17,128	20,787	20,589	21,304	21,893	23,234	21,404	20,517	22,325	20,675	16,924	16,078
Last Year	20,844	21,548	22,873	20,415	16,992	17,395	17,192	21,170	19,906	21,210	22,280	21,118	21,218	18,362	21,145	18,765	16,807	16,840
Percent Change	1.8	-14.8	-7.6	-8.1	-1.1	-3.2	-0.4	-1.8	3.4	0.4	-1.7	10.0	0.9	11.7	5.6	10.2	0.7	-4.5

Year To Date		
2024	2025	2026
17,395	16,840	16,078
17,561	17,395	16,840
-0.9	-3.2	-4.5

Running 12 Months		
2024	2025	2026
247,449	236,013	242,858
249,025	247,449	236,013
-0.6	-4.6	2.9

Revenue	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	2,047,611	1,756,397	2,191,725	1,945,888	1,590,972	1,633,504	1,732,694	2,157,260	2,288,391	2,288,391	2,298,099	2,085,336	2,043,424	2,301,436	2,199,063	1,638,437	1,627,805	
Last Year	1,916,122	2,065,503	2,252,858	2,037,296	1,517,504	1,640,755	1,647,781	2,038,981	1,973,169	2,137,479	2,250,173	2,129,367	2,047,611	1,756,397	2,191,725	1,945,888	1,590,972	
Percent Change	6.9	-15.0	-2.7	-4.5	4.8	-0.4	5.2	5.8	11.1	7.1	2.7	7.9	1.8	16.3	5.0	13.0	3.0	-0.3

Year To Date		
2024	2025	2026
1,640,755	1,633,504	1,627,805
1,622,642	1,640,755	1,633,504
1.1	-0.4	-0.3

Running 12 Months		
2024	2025	2026
24,503,184	23,343,046	24,875,380
24,204,809	24,503,184	23,343,046
1.2	-4.7	6.6

Census %	2024					2025										2026		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	13
Census Rooms	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1143	1227	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	91.7	91.1

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