

Visit Broken Arrow – Monthly Tourism Manager Report, June 2026

Prepared by: Makala Barton, Tourism Manager

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Will present final FY26 Numbers at next meeting

2. Hotel/Motel Tax Collections

Will Present Final FY26 Numbers as soon as available

3. General Tourism Activity for May

- Regent Bank Amp Announcement
- Sparkloft Approval at CC Meeting Tonight
- Block Party Success – waiting on numbers
- MTHLA Panel
- Christian Interpreters Conference July 9-11

4. Upcoming Events:

- Sponsoring APO Conference July 13-15 (booth and tote bag sponsor)
- Makala and Erin- Destinations International Conference
- American Junior Golf Association Event – August 3-6
- Makala and Erin ESTO Conference Mid-August- Makala a panelist

	May 25	May 26
Occupancy %	60.1%	64.7%
ADR	\$107.38	\$114.11
RevPAR	\$64.56	\$73.87

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