

Visit Broken Arrow – Monthly Tourism Manager Report, July 2026

Prepared by: Makala Barton, Tourism Manager

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Wrapping up final FY26 expenses (attached)

Hotel Feasibility Study - \$7,125

2. Hotel/Motel Tax Collections

June 2026 is up 13.15% over June 2025

FY26 is up 3.04% over FY25

3. General Tourism Activity for July

- Makala and Erin- Destinations International Conference
- American Junior Golf Association Event – August 3-6
- Christian Interpreters Conference July 11-16
- Sparkloft Kick-off
- Zartico Kick-off
- Hotel Feasibility Study

4. Upcoming Events:

- Makala and Erin ESTO Conference Mid-August- Makala a panelist, finalist for Innovation Award
- Appointments: September. Sonja, vacant position and Ben

	June 25	June 26
Occupancy %	63.8%	67.8%
ADR	\$105.57	\$106.45
RevPAR	\$67.38	\$72.53

Occupancy Rate: The percentage of rooms that are actually sold. **Formula:** $\text{Occupancy Rate} = \text{Rooms Sold} \div \text{Total Rooms Available}$

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

Formula: $\text{ADR} = \text{Total Room Revenue} \div \text{Number of Rooms Sold}$

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