

# Travel will power our economic recovery. Why travel matters to

# OKLAHOMA

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$9.2 Billion	\$2.5 Billion	82,762	6
2020	▼ -36%	▼ -32%	▼ -32%	▼ 9
2021	▼ -8% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **OKLAHOMA**. In 2019:

- Domestic and international travelers spent **\$9.2 billion** while visiting.
- For every **\$1 million** spent in Oklahoma by domestic and international travelers, **9.0 jobs were created**.
- Travel spending directly supported **82,762 jobs**, making the travel industry the state's **6th largest workforce**, representing **6.4%** of our state's total private sector employment.
- Travel spending generated **\$1.3 billion in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **OKLAHOMA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 36% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 8% below 2019 levels in 2021.**
- **Travel employment fell by 32% in 2020** and travel's share of total private industry employment fell from **6.4% to 4.6%**.

SOURCE: U.S. Travel Association, Tourism Economics

## TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

