



Oklahoma City

HOSPITALITY INDUSTRY REPORT

8/01/2008 to 8/31/2008

**Distributed Via-Email
September 10, 2008**

OKLAHOMA CITY HOSPITALITY INDUSTRY MEETING

Via E-Mail
September 10, 2008

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Should you have any questions regarding the information contained in this report, please contact the person listed next to each report via email or phone. This information has been provided for your convenience. General questions about the e-mailing format or an updated e-mail address should be directed to Melita Brown at (405) 297-8926 or mbrown@okccvb.org

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Marquee Events Report

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Definite Bookings By Market Segment

08/01/2008 to 08/31/2008

Athletic	Meeting Dates	Attend	Peak	Rooms
Redman Triathlon OKC	09/19/2008	1,800	540	1,580
Redman Triathlon	09/21/2008			
HQ: OKC Marriott Hotel				
Oklahoma City Boathouse Foundation	10/04/2008	40,000	1,000	2,000
Head of the Oklahoma Regatta	10/05/2008			
HQ: Various Hotels				
National Association of Intercollegiate Athletics (NAIA)	03/06/2009	8,000	500	1,800
Wrestling National Championships	03/07/2009			
HQ: Biltmore Oklahoma				
USA Triathlon	05/16/2009	450	175	500
Boathouse International Triathlon	05/17/2009			
HQ:				
National Association of Intercollegiate Athletics (NAIA)	03/05/2010	8,000	500	1,800
Wrestling National Championships	03/06/2010			
HQ: Biltmore Oklahoma				
	Athletic	5	58,250	7,680

Corporate	Meeting Dates	Attend	Peak	Rooms
Dell Inc.	08/25/2008	300	23	42
770862 Future of Computing Roadshow	08/26/2008			
HQ: Renaissance Hotel				

Corporate **1** **300** **42**

Environmental	Meeting Dates	Attend	Peak	Rooms
National Environmental Balancing Bureau - NEBB	10/26/2009	300	250	950
Annual Meeting and Educational Conference	11/01/2009			
HQ: Renaissance Hotel				

Environmental **1** **300** **950**

Government	Meeting Dates	Attend	Peak	Rooms
Society of Government Meeting Professionals	02/20/2009	125	90	200
Joint Education Conference	02/22/2009			
HQ: Crowne Plaza				

Government **1** **125** **200**

Heritage/Patriotic/Vets	Meeting Dates	Attend	Peak	Rooms
Valtz Family Reunion	07/03/2009	120	15	30

Trade/Business/Commercial	Meeting Dates	Attend	Peak	Rooms
Oklahoma Trucking Association	02/26/2009	250	36	72
Midwinter Conference	02/27/2009			
HQ: Crowne Plaza				
<i>Trade/Business/Commercial</i>	1	250		72
<hr/>				
GRAND TOTAL	13	60,325		9,991

Sales Leads By Market Segment

08/01/2008 to 08/31/2008

Agricultural	Meeting Dates	Attend	Peak	Rooms
North American Elk Breeders Association	07/23/2009	150	80	180
Annual Conference	07/25/2009			
	<i>Agricultural</i>	1	150	180
Athletic	Meeting Dates	Attend	Peak	Rooms
USA Wrestling	06/24/2009	4,500	360	1,800
Junior National Dual Championships	06/28/2009			
National High School Baseball Coaches Association	11/29/2012	500	225	575
BCA Annual Convention	12/03/2012			
Bart Conner Gymnastics Academy	02/19/2009	1,200	250	500
Nadia Comaneci International Invitational	02/22/2009			
National Christian Homeschool Basketball Championships	02/26/2009	1,500	300	900
Region 3 Tournament	02/28/2009			
	<i>Athletic</i>	4	7,700	3,775

Corporate	Meeting Dates	Attend	Peak	Rooms
Sagem Morpho	05/05/2010	110	80	345
AFIS Users Group Conference	05/08/2010			
	Corporate	1	110	345
Cultural	Meeting Dates	Attend	Peak	Rooms
American Guild of Organists (AGO)	06/12/2011	300	135	540
Biennial June Region VII Convention	06/15/2011			
American Association for State and Local History (AASLH)	09/20/2010	800	300	910
Annual Meeting	09/25/2010			
	Cultural	2	1,100	1,450
Educational	Meeting Dates	Attend	Peak	Rooms
University of Texas at Arlington	02/28/2009	55	30	30
Friends of the Library/Honors College Annual Bus Trip	03/01/2009			
Canon Law Society of America	10/06/2012	425	300	1,175
Annual Convention	10/11/2012			
	Educational	2	480	1,205

Government	Meeting Dates	Attend	Peak	Rooms
Western Interstate Child Support Enforcement Council (WICSEC)	09/18/2011	450	250	1,087
Annual Conference & Exposition	09/22/2011			
Society of Government Meeting Professional	11/07/2008	19	19	57
National Board Meeting	11/08/2008			
American Correctional Association	10/01/2008	50	45	105
Coalition for Correctional Health Authorities	10/03/2008			
American Correctional Association	10/16/2008	45	35	70
Commission on Accreditation for Corrections	10/18/2008			
Federal Aviation Administration (FAA)	02/03/2010	40	20	40
DER Seminar	02/04/2010			
Federal Aviation Administration (FAA)	03/03/2010	40	20	40
DER Seminar	03/04/2010			
Federal Aviation Administration (FAA)	04/07/2010	40	20	40
DER Seminar	04/08/2010			
Federal Aviation Administration (FAA)	05/05/2010	40	20	40
DER Seminar	05/06/2010			

Federal Aviation Administration (FAA)	10/06/2010	40	20	40
DER Seminar	10/07/2010			
Federal Aviation Administration (FAA)	11/03/2010	40	20	40
DER Seminar	11/04/2010			
Federal Aviation Administration (FAA)	05/04/2011	40	20	40
DER Seminar	05/05/2011			
Federal Aviation Administration (FAA)	02/02/2011	40	20	40
DER Seminar	02/03/2011			
Federal Aviation Administration (FAA)	03/02/2011	40	20	40
DER Seminar	03/03/2011			
Federal Aviation Administration (FAA)	04/06/2011	40	20	40
DER Seminar	04/07/2011			

Government 14 964 1,719

Heritage/Patriotic/Vets

Meeting Dates Attend Peak Rooms

Vietnam Veterans of America	01/15/2009	60	40	127
Winter Conference of the CSCP	01/17/2009			

Green Family Reunion	07/29/2010	150	50	200
Biennial Reunion	08/02/2010			
	Heritage/Patriotic/Vets	2	210	327

Hobby	Meeting Dates	Attend	Peak	Rooms
OKC Kennel Club Mid Del Kennel Club	06/25/2009	7,500	380	1,140
OKC Summer Classic	06/29/2009			
	Hobby	1	7,500	1,140

Insurance	Meeting Dates	Attend	Peak	Rooms
Independent Insurance Agents of Oklahoma	04/23/2009	300	60	85
Hypopanty 2009	04/24/2009			
	Insurance	1	300	85

Medical	Meeting Dates	Attend	Peak	Rooms
Oklahoma State Round-Up of Young People in Alcoholics Anonymous (OSRYPAA)	07/03/2009	500	50	120
Annual Conference	07/05/2009			
Oklahoma Association of Health Care Providers	05/03/2009	800	230	518

Annual Meeting

05/05/2009

Medical

2

1,300

638

Military

Meeting Dates

Attend

Peak

Rooms

Navy Hospital Corpsman

10/22/2009

80

40

120

Annual Reunion

10/25/2009

USAF Comsec Veterans Group

06/02/2010

60

30

120

Biennial Reunion

06/06/2010

Military

2

140

240

Scientific/Eng/Technology

Meeting Dates

Attend

Peak

Rooms

Construction Specifications Institute

04/22/2010

50

20

60

Southwest Regional Conference

04/25/2010

Scientific/Eng/Technology

1

50

60

Trade/Business/Commercial	Meeting Dates	Attend	Peak	Rooms
Oklahoma Telephone Association	06/06/2010	225	100	425
Annual Summer Conference	06/09/2010			
NUSA Neighborhoods USA	05/25/2011	1,200	600	2,050
Annual Conference	05/28/2011			
National Rural Letter Carriers' Association	08/05/2014	3,000	850	5,581
NRLCA Annual Conference	08/16/2014			
<i>Trade/Business/Commercial</i>	3	4,425		8,056
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GRAND TOTAL	36	24,429		19,220

Bid Books/Presentations By Market Segment

08/01/2008 to 08/31/2008

Educational	Meeting Dates	Attend	Peak	Rooms
NAFSA: Association of International Educators	10/22/2011	250	200	640
Region III	10/27/2011			
	Educational	1	250	640

Government	Meeting Dates	Attend	Peak	Rooms
Association of Public Treasurers (APT)	07/28/2011	150	150	572
Annual Conference	08/04/2011			
Society of Government Meeting Professional	11/07/2008	19	19	57
National Board Meeting	11/08/2008			
	Government	2	169	629

Military	Meeting Dates	Attend	Peak	Rooms
7th Field Depot USMC	09/10/2009	90	50	175
Annual Reunion	09/14/2009			

Navy Hospital Corpsman	10/22/2009	80	40	120
Annual Reunion	10/25/2009			

USAF Comsec Veterans Group	06/02/2010	60	30	120
Biennial Reunion	06/06/2010			

<i>Military</i>	3	230		415
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GRAND TOTAL	6	649		1,684
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Lost Business By Market Segment

08/01/2008 to 08/31/2008

Athletic	Meeting Dates	Attend	Peak	Rooms
<p>Xtreme Spirit</p> <p>National Championships</p> <p><i>Reason Lost: Location</i></p> <p>Group has decided to have this event in the Milwaukee area. Please release any reserved space.</p> <p><i>Lost To: Milwaukee, WI</i></p>	<p>11/15/2008</p> <p>11/16/2008</p>	<p>3,700</p>	<p>300</p>	<p>450</p>
Athletic		1	3,700	450

Corporate	Meeting Dates	Attend	Peak	Rooms
<p>Comfort Keepers Franchising, Inc.</p> <p>Annual Conference</p> <p><i>Reason Lost: Location</i></p> <p>Planner could not convince group to come to OKC. The OKC CVB is working closely with this group to educate with them what the city has to offer.</p> <p><i>Lost To: Unknown at this time.</i></p>	<p>04/15/2009</p> <p>04/18/2009</p>	<p>500</p>	<p>300</p>	<p>1,059</p>
<p>Comfort Keepers Franchising, Inc.</p> <p>Annual Conference</p> <p><i>Reason Lost: Location</i></p>	<p>04/14/2010</p> <p>04/17/2010</p>	<p>500</p>	<p>300</p>	<p>1,059</p>

Planner could not convince group to come to OKC. The OKC CVB is working closely with this group to educate with them what the city has to offer.

Lost To: Unknown at this time.

Comfort Keepers Franchising, Inc.	04/13/2011	500	300	1,059
Annual Conference	04/16/2011			

Reason Lost: Location

Planner could not convince group to come to OKC. The OKC CVB is working closely with this group to educate with them what the city has to offer.

Lost To: Unknown at this time.

Corporate	3	1,500		3,177
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Fraternal

Meeting Dates	Attend	Peak	Rooms
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Oklahoma Future Business Leaders of America - Phi Beta Lambda	03/26/2009	140	45	80
Oklahoma FBLA-PBL State Leadership Conference	03/28/2009			

Reason Lost: Unable to get preferred dates

Sheraton MWC had guestrooms and meeting space available on clients preferred date.

Lost To: Midwest City

Fraternal	1	140		80
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Government

Meeting Dates	Attend	Peak	Rooms
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National Security Agency	10/05/2008	150	120	225
2008 Principals Conference	10/09/2008			

Conflicts with National Conference

Lost To: n/a

Oklahoma State Round-Up of Young People in Alcoholics Anonymous (OSRYPAA) 07/03/2009 500 50 120

Annual Conference 07/05/2009

Reason Lost: Location

Since ICYPAA was held in OKC July, 2008, the state level of this organization (OSRYPAA) committee members voted on Tulsa.

Lost To: Tulsa, OK

Medical 2 800 180

Scientific/Eng/Technology

Meeting Dates Attend Peak Rooms

PSA Security Network 05/03/2009 500 360 1,260

Security Systems TEC Conference 05/08/2009

Reason Lost: Location

Group has decided they are now interested in more northern states.

Lost To: Uncertain at this time.

Society of Nuclear Medicine (SNM) 01/21/2010 250 210 690

Mid-Winter Meeting 01/24/2010

Reason Lost: Location

Committee leaning more toward resort-type area.

Lost To: Albuquerque, NM

Scientific/Eng/Technology 2 750 1,950

Trade/Business/Commercial	Meeting Dates	Attend	Peak	Rooms
Global Fusion Foundation of Oklahoma	09/07/2008	1,000	300	1,700
Annual Meeting	09/12/2008			
<i>Reason Lost: Cancelled</i>				
Group was scheduled for Oklahoma City but not enough registrations.				
<i>Lost To: Group Cancelled</i>				
Information Systems Audit and Control Association (ISACA)	08/01/2009	1,000	800	3,400
Heartland IT Audit and Security Conference	08/07/2009			
<i>Reason Lost: Cancelled</i>				
Planner didn't have enough time to organize for this meeting. Will reschedule meeting for another date.				
<i>Lost To: n/a</i>				
Oklahoma Writers Federation, Inc. (OWFI)	04/30/2009	400	250	605
Annual Meeting	05/02/2009			
<i>Reason Lost: Lower hotel rates in another city</i>				
Embassy Suites in Norman offered lower rates.				
<i>Lost To: Norman, OK</i>				
Trade/Business/Commercial		3	2,400	5,705
GRAND TOTAL		15	9,690	11,984

Convention Serviced by Market Segment

08/01/2008 and 08/31/2008

Agricultural	Meeting Dates	Attend	Peak	Rooms
American Quarter Horse Association	08/02/2008	22,000	740	6,200
Ford American Quarter Horse Youth Association World Championship Show	08/09/2008			
HQ: State Fair Park				
Oklahoma Barrell Racing Summer Shootout	08/15/2008	3,850	750	2,250
	08/17/2008			
HQ: State Fair Park				
Agricultural	2	25,850		8,450
Athletic	Meeting Dates	Attend	Peak	Rooms
Amateur Softball Association	08/02/2008	2,500	960	6,600
Girls 18 and Under Gold National Championship	08/10/2008			
HQ: Various Hotels				
USA Canoe/Kayak	08/03/2008	1,000	450	3,200
U.S. National Championships	08/09/2008			
HQ: Residence Inn Downtown				
United States Tennis Association (USTA) - Missouri Valley	08/14/2008	700	300	750
USTA Missouri Valley League Section Championships - Adult/Senior I	08/17/2008			
HQ: OKC Marriott Hotel				

United States Tennis Association (USTA) - Missouri Valley	08/28/2008	675	285	720
USTA Missouri Valley League Section Championships - Adult/Senior I	08/31/2008			
HQ: OKC Marriott Hotel				

Athletic	4	4,875		11,270
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Corporate

Meeting Dates	Attend	Peak	Rooms
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Dell Inc.	08/25/2008	300	23	42
770862 Future of Computing Roadshow	08/26/2008			
HQ: Renaissance Hotel				

Corporate	1	300		42
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Educational

Meeting Dates	Attend	Peak	Rooms
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Oklahoma Department of Career Technology Education	08/02/2008	4,000	447	2,667
Annual Conference	08/06/2008			
HQ: Courtyard Hotel Downtown				

Oklahoma Career Tech	08/04/2008	4,000	1,000	2,915
Annual Summer Conference	08/06/2008			
HQ: All Hotels				

Oklahoma State School Boards Association	08/22/2008	6,000	1,800	3,000
Annual Convention	08/24/2008			
HQ: Renaissance Hotel				

Educational	3	14,000		8,582
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Ethnic	Meeting Dates	Attend	Peak	Rooms
Oklahoma Indian Gaming Association (OIGA)	08/06/2008	2,200	414	981
Annual Conference	08/15/2008			
HQ: Renaissance Hotel				
	Ethnic	1	2,200	981

Fraternal	Meeting Dates	Attend	Peak	Rooms
Central States Shrine Association	08/26/2008	8,500	1,715	1,715
Annual Fall Central States Regional Conference	09/01/2008			
HQ:				
	Fraternal	1	8,500	1,715

Government	Meeting Dates	Attend	Peak	Rooms
Region VI Pretreatment Association	08/11/2008	300	125	375
Annual Workshop	08/14/2008			
HQ: Sheraton OKC				
Interstate Labor Standards Association	08/17/2008	100	55	295
National Conference	08/22/2008			
HQ: Skirvin Hilton				
	Government	2	400	670

Meetings-Conv/Tour/Ind	Meeting Dates	Attend	Peak	Rooms
Wichita Metro Chamber of Commerce	08/13/2008	50	50	50
Wichita Metro Chamber City Visit	08/14/2008			
HQ: Skirvin Hilton				
Meetings-Conv/Tour/Ind	1	50		50
Religious	Meeting Dates	Attend	Peak	Rooms
Glory to Glory	08/08/2008	500	10	20
Glory Crusade	08/08/2008			
HQ: Clarion Meridian Hotel & Suites				
Southwestern Union of Seventh day-Adventist	08/10/2008	150		
Southwestern Union Trust Services	08/13/2008			
HQ:				
Religious	2	650		20
Trade/Business/Commercial	Meeting Dates	Attend	Peak	Rooms
Metro Jackson Chamber of Commerce	08/24/2008	85	85	170
Inner City Visit	08/26/2008			
HQ: Skirvin Hilton				
Trade/Business/Commercial	1	85		170
GRAND TOTAL	18	56,910		31,950

TOURISM SALES DEPARTMENT

August 2008

BOOKED TOUR GROUPS - NAME	CITY/STATE	DATE	#	TYPE	DAYS	PASSENGERS	ROOMS	ROOM NIGHTS
Group Tour	Magnolia, NJ	Jul 05	1	P/T	1	25		
Group Tour	Tulsa, OK	Jul 07	1	D/T	1	35		
Group Tour	Jackson, KY	Jul 08	1	P/T	1	49		
Group Tour	Los Angeles, CA	Jul 25	1	O/N	2	41	21	21
Group Tour	Lindale, TX	Aug	1	P/T	1	44		
Group Tour	Steelville, MO	Aug 05	1	O/N	4	44	23	69
Group Tour	Washington, MO	Aug 05	1	O/N	2	26	14	14
Group Tour	Florence, AL	Aug 05	1	P/T	1	19		
Group Tour	Lafayette, IN	Aug 06	1	O/N	2	29	19	19
Group Tour	Sherman, TX	Aug 08	1	O/N	2	46	24	24
Group Tour	Charlottesville, VA	Aug 11	1	O/N	2	54	113	113
Group Tour	Orangeburg, NY	Aug 15	1	O/N	2	23	11	11
Group Tour	College Station, TX	Aug 16	1	O/N	2	42	24	24
Group Tour	Nashville, TN	Aug 17	1	O/N	2	52	26	26
Group Tour	Torvance, CA	Aug 20	1	O/N	2	30	15	15
Group Tour	LA	Aug 20	1	O/N	2	42	42	42
Group Tour	Watonga, OK	Aug 28	1	D/T	1	28		
Group Tour	Gainsville, GA	Aug 30	1	O/N	2	44	23	23
Group Tour	Williamsburg, OH	Aug 31	1	O/N	2	34	18	18
TOTALS			19			707	373	419

D/T = Day Trip
O/N = Over Night
P/T - Pass Through

HOSTED TOUR GROUPS								Room Nights
DATE	#	TYPE	DAYS	PASSENGERS	ROOMS			
			1					
			2					
			3					
Groups reported by hotels/attractions	D/T OR P/T	Aug	73	1	2190	0	0	
TOTALS					2190	0	0	

The information above reflects the actual response to the monthly reports and calls received by this office.

ACTIVITIES/PROJECTS

- Prepared a special mailing to 47 group leaders through a request from Group Travel Planet Magazine
- Attended Science Museum Oklahoma Press Conference for Opening of New Exhibit
- Attended Microsoft Office 2007 Training Seminar
- Site Inspection of the newly opened SpringHill Suites Airport and meeting with DOS
- Meeting with Jim Cowan, Bricktown Association, to set up evening function in Bricktown for Gov. Conference
- Attended CVB Software Demonstrations
- Hosted Pre-Caucus SYTA (Student Youth Travel Association) Meeting
- Participated with OTRD in a Chic Trip Product Development for Website Launching end of August '08
- Attended the Renaissance Hotel's Renovation Open House

CONSUMER SHOWS

	ATTENDANCE
Women's Visions Expo - Dallas, TX	10,000

GROUP LEADER SHOWS

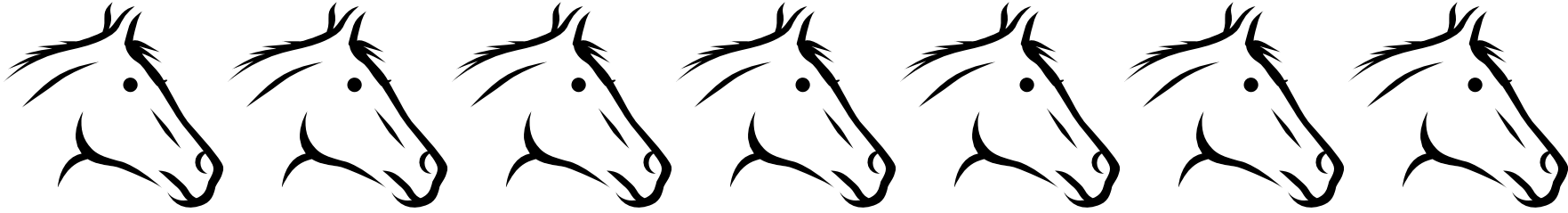
	ATTENDANCE

MARKETPLACE	ATTENDANCE
International Motorcoach Group	300

EDUCATION	ATTENDANCE
OMCA Leadership Council Meeting - Niagra Falls	
ESTO (Education Seminars for Tourism Organization)	

SPORTING EVENTS	ATTENDANCE

FAM TOURS



MARQUEE EVENTS

Steve Collier, Vice President - 297-8935 / Naomi Culbreath, Assistant - 297-894

January 17-19	International Finals Rodeo
March 10-20	Oklahoma Youth Expo (Premium Sale March 20)
March 26-30	OQHA Spring Show (Okla. Quarter Horse)
April 9-12	Centennial Horse Show
April 17-19	Southern Plains Farm Show
April 25-27	Better Barrel Races World Finals
April 29-30	State FFA Convention
May 5-7	National Land & Range Judging
May 23-24	OCA Range Roundup
June 3-8	OQHA Red Bud Spectacular
June 11-17	Non Pro Cutting
June 23-28	National Reining Horse Derby
July 16-20	GO Hunter Preview
July 23-27	GO Hunter Jumper Horse Show

August 1-9	AQHYA World Championship Show
August 15-17	Summer Shootout
September 11-21	Oklahoma State Fair
October 4-11	Grand National Morgan Show
Oct. 25-Nov. 2	U.S. Team Roping Championships
Nov. 7 - 22	AQHA World Championship Quarter Horse Show
Nov. 27- Dec. 6	National Reining Futurity
December 9-13	World Barrel Racing Futurity