



Chickasaw COUNTRY

FY 2023

Annual Tourism Report

Mission: To support the Chickasaw people by making compelling cultural experiences accessible to all.

Vision: To become the leading First American tourism destination by sharing resourceful information and encouraging travel to the region.

[CHICKASAWCOUNTRY.COM](https://chickasawcountry.com)

Chickasaw Country Team

Alex Eddlemon: Tourism Retail Buyer

Angel Green: Tourism Marketing Assistant Director

Erick Perry: Tourism Videographer/ Digital Content Manager

Kayla Wood: Tourism Coordinator

Katie Goodnight: Tourism Arts Manager

Kelli West: Tourism Communications Officer

Mayra Lopez: Tourism Social Media Manager

Melissa Garner: Office Manager

Morgan Prim: Tourism Coordinator

Paige Shepherd: Director of Tourism

Tourism Centers



Chickasaw Nation Welcome Center

Area Manager: Fabian Rios

Supervisor: Sheila Pierce

Customer Service Lead Clerk: Tina Knighten

Customer Service Clerk: Terry Faulkenberry

Customer Service Clerk: Stephanie Hudson



Chickasaw Visitor Center

Area Manager: Fabian Rios

Supervisor: Talisha Greenwood

Customer Service Lead Clerk: Barbara Park

Customer Service Clerk: Donna Ray



Exhibit C Gallery

Manager: Alexandra Bivens

Lead Sales Associate: Josie Easley

P/T Customer Service Clerk: Tonia Matthews

P/T Customer Service Clerk: Kazzrie Arnold



Chickasaw Nation Information Center

Manager: Crystal Deaton

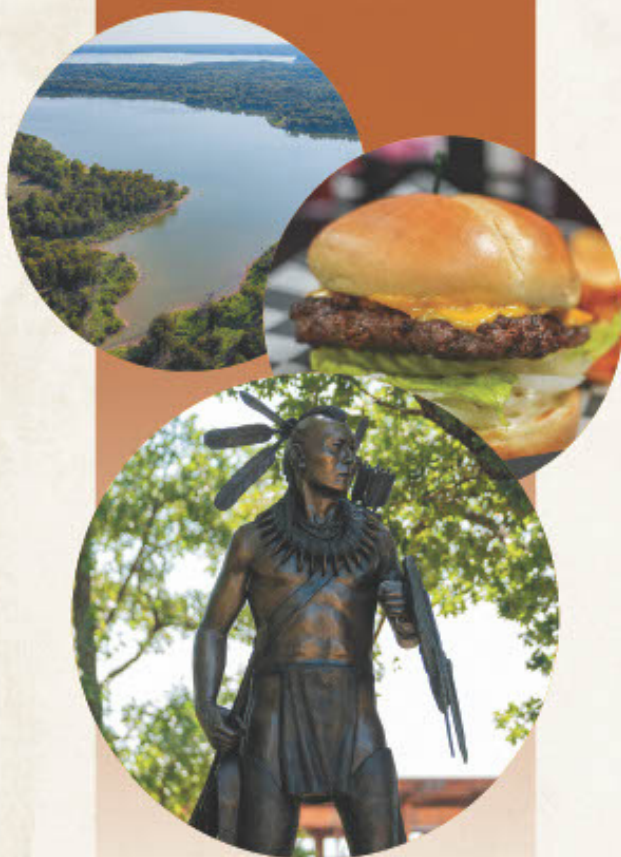
Lead Sales Associate: Dinah Worcester

P/T Customer Service Clerk: Peyton Higgins

CONGRATULATIONS TO
THE BEST OF

Chickasaw
COUNTRY

★ WINNERS
2023 ★

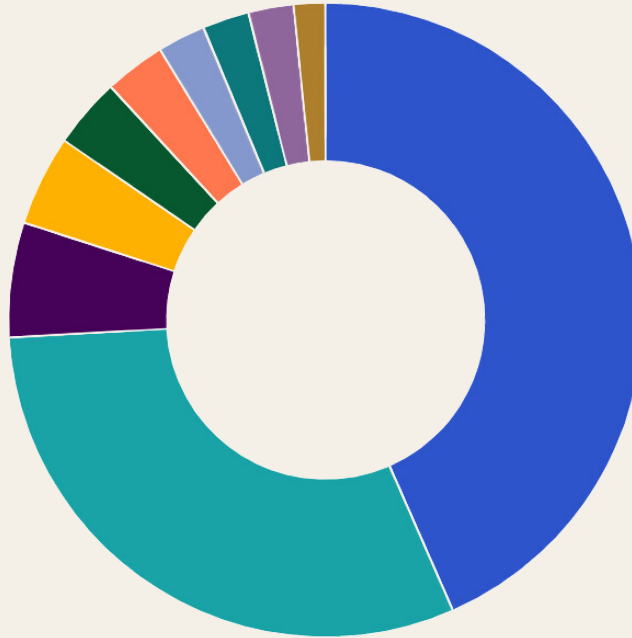


- ★ **BEST ANTIQUE SHOP**
Auntie Mae's Antiques, Purcell
- ★ **BEST ATTRACTION**
Chickasaw Cultural Center, Sulphur
- ★ **BEST BARBECUE**
Smokin Joe's Rib Ranch, Davis
- ★ **BEST BOUTIQUE**
Serendipity on Main, Ada
- ★ **BEST CASINO**
WinStar World Casino and Resort, Thackerville
- ★ **BEST COFFEE SHOP**
Bedré Cafe, Sulphur
- ★ **BEST FAMILY-FRIENDLY ATTRACTION**
Chickasaw National Recreation Area, Sulphur
- ★ **BEST FESTIVAL**
Chickasha Festival of Light, Chickasha
- ★ **BEST GOLF COURSE**
WinStar Golf Club, Thackerville
- ★ **BEST LAKE**
Lake Texoma, Kingston
- ★ **BEST LIVE PERFORMANCE VENUE**
The Doghouse at Ole Red, Tishomingo
- ★ **BEST LODGING**
Artesian Hotel, Casino & Spa, Sulphur
- ★ **BEST MUSEUM**
Chickasaw Cultural Center, Sulphur
- ★ **BEST OVERALL DINING**
Punkins BBQ & Catfish Restaurant, Pauls Valley
- ★ **BEST RUN OR RIDE**
Fireball Classic, Ada
- ★ **BEST WEDDING VENUE**
The Wildflower, Tishomingo
- ★ **BEST WINERY/BREWERY**
Rusty Nail Winery and Tasting Room, Sulphur



Top 10 Visitor Origin Markets

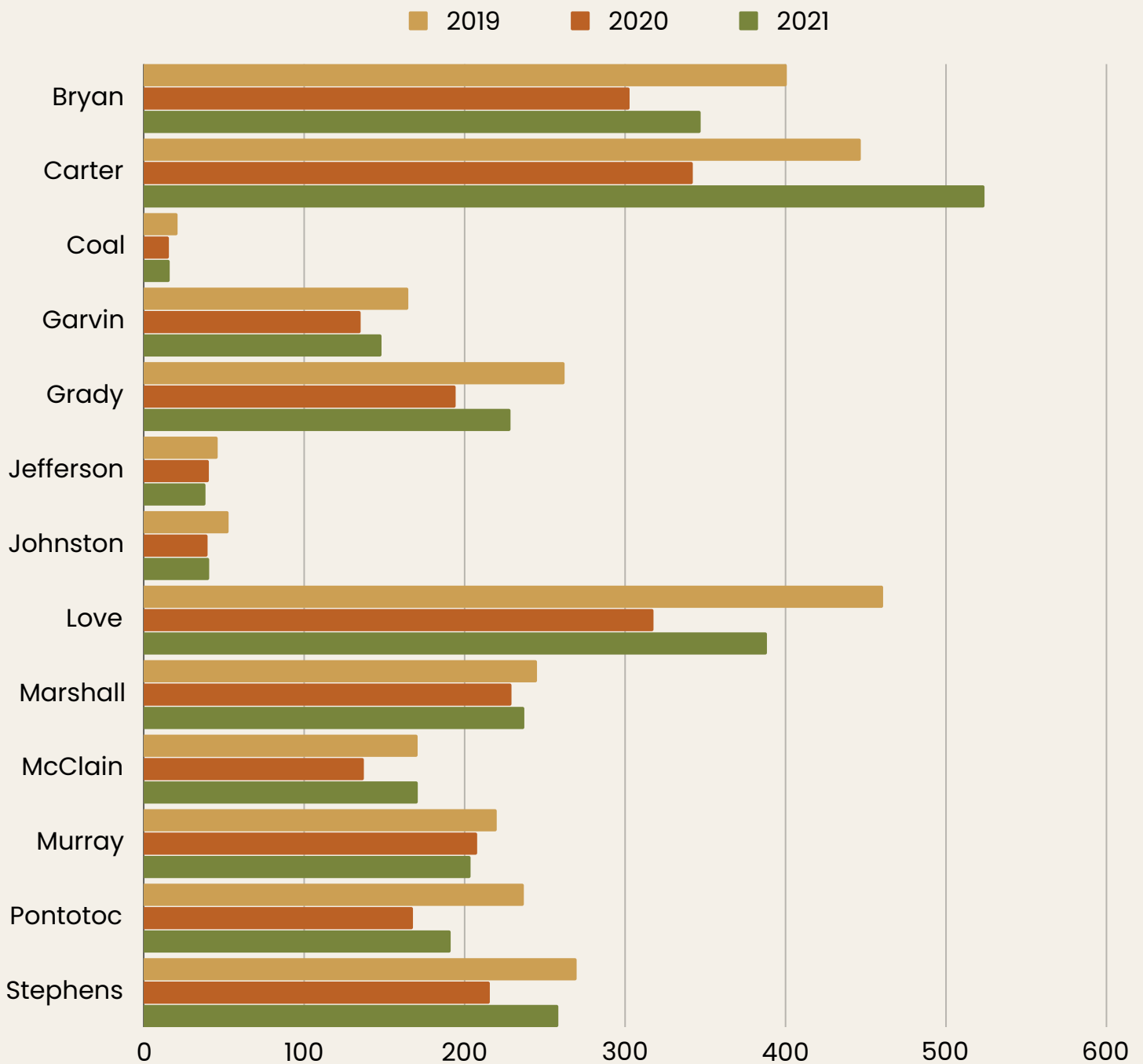
■ Dallas-Ft. Worth TX
 ■ Oklahoma City OK
 ■ Tulsa OK
 ■ Wichita Falls TX & Lawton OK
 ■ Sherman-Ada OK
 ■ Houston TX
 ■ San Antonio TX
 ■ Austin TX
 ■ Waco-Temple-Bryan TX
 ■ Wichita-Hutchinson KS



Visitor Market Area ▲	% Visitors	% Visitor Spend	Avg. Visitor Spend
Austin TX	1.9%	0.5%	\$98
Dallas-Ft. Worth TX	34.8%	5.1%	\$121
Houston TX	2.5%	1.4%	\$144
Oklahoma City OK	24.6%	23.6%	\$163
San Antonio TX	2.0%	1.5%	\$324
Sherman-Ada OK	2.9%	0.6%	\$165
Tulsa OK	4.7%	4.5%	\$121
Waco-Temple-Bryan TX	1.8%	0.5%	\$130
Wichita Falls TX & Lawton OK	3.7%	2.7%	\$146
Wichita-Hutchinson KS	1.3%	2.9%	\$104

Average Visitor Volume by County

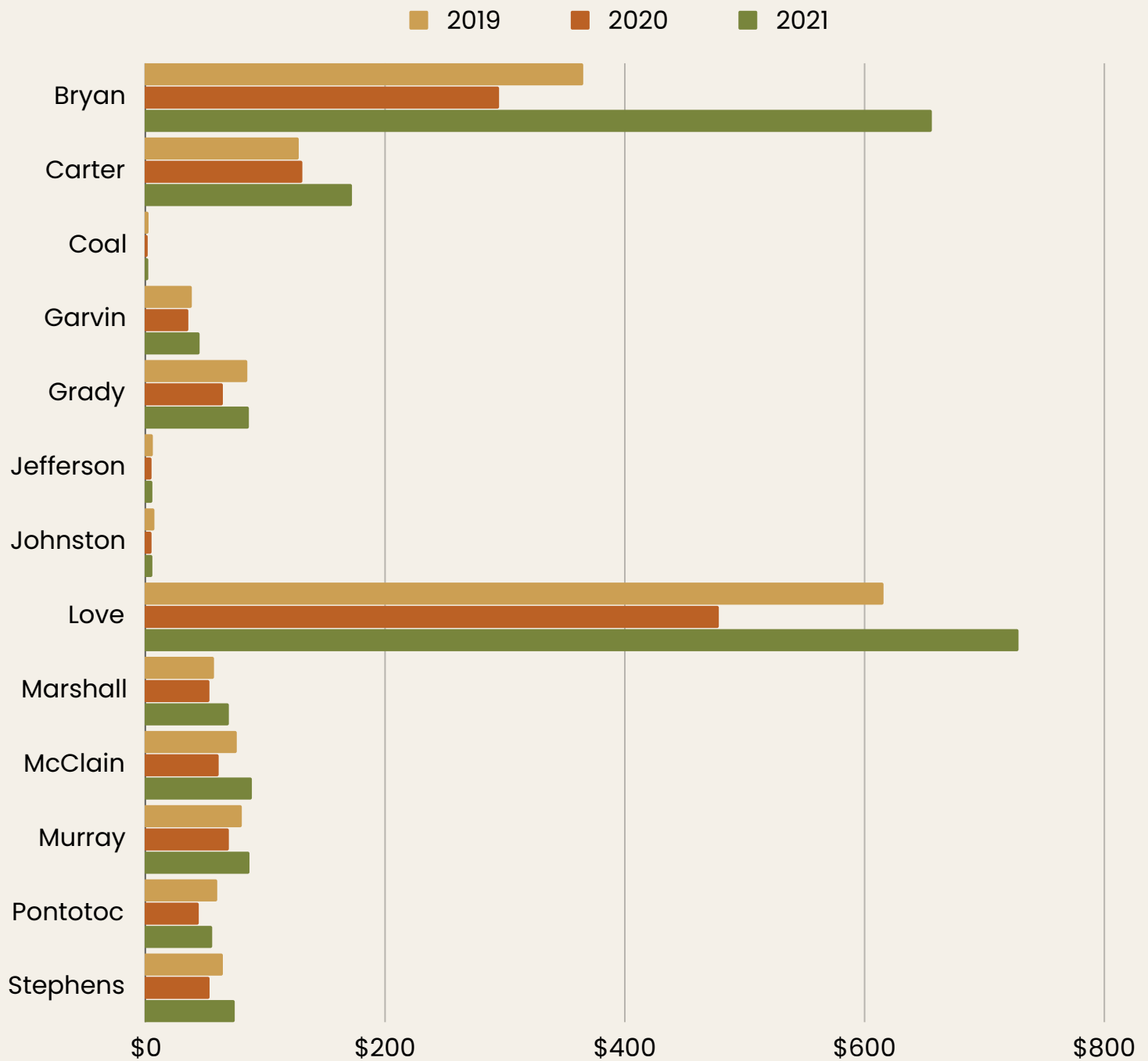
(in thousands)



Information Source: Travel Oklahoma Research & Reports: Dean Runyon Associates, 2021 Economic Impact Report

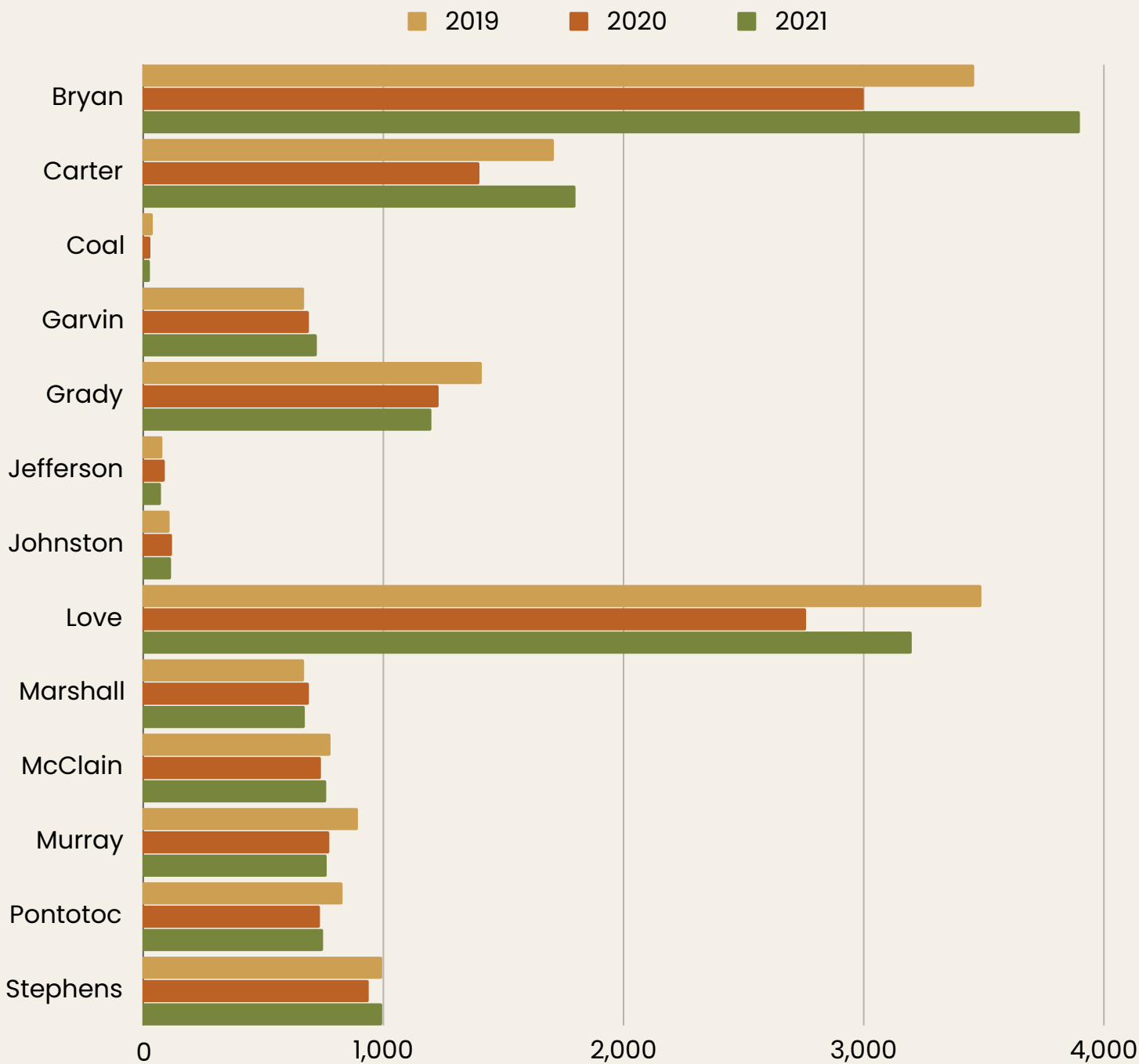
Total Direct Travel Spending by County

(in millions)



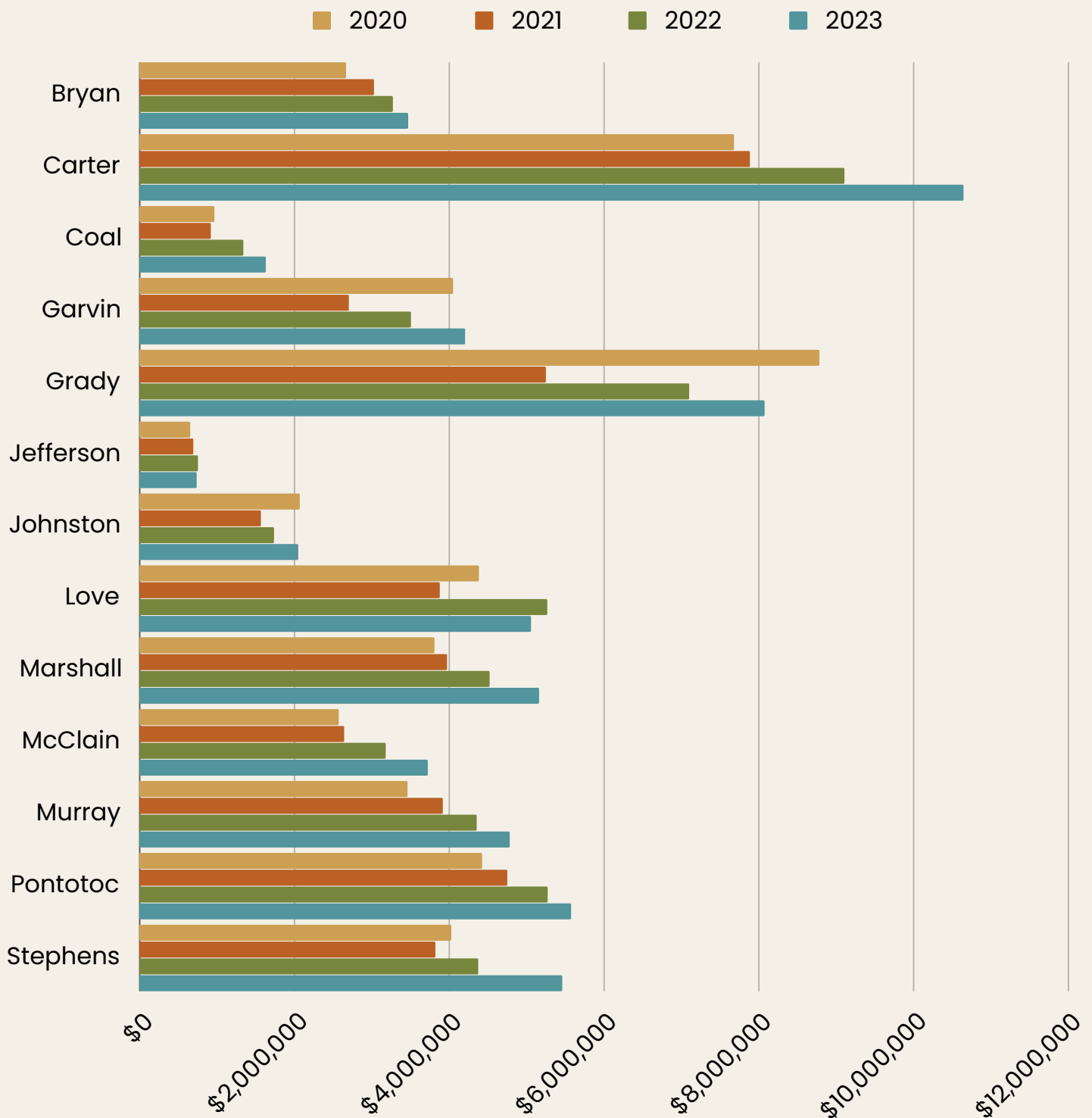
Information Source: U.S. Travel Association and Travel Oklahoma Research & Reports:
Dean Runyon Associates, 2021 Economic Impact Report

Jobs Created or Sustained by Travel Spending



Information Source: U.S. Travel Association and Travel Oklahoma Research & Reports:
Dean Runyon Associates, 2021 Economic Impact Report

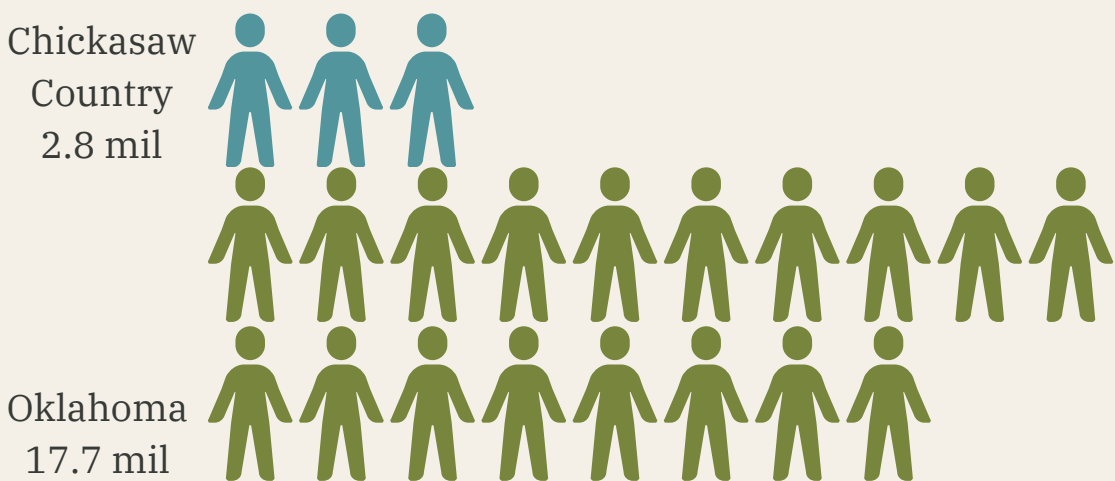
Annual Sales Tax Generated by County



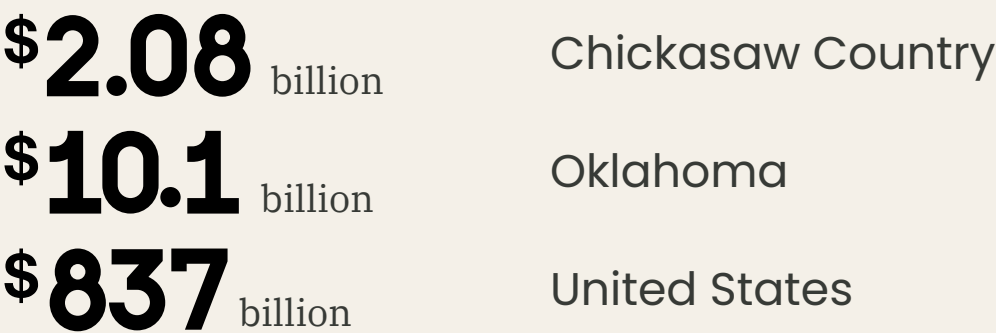
Information Source: Oklahoma Tax Commission (FY22: 7/1/21-6/30/23)

Chickasaw Country Compared

FY 2021 Visitor Volume



Total Direct Travel Spending in 2021



Jobs Created or Sustained by 2021 Travel Spending



Tourism Marketing

Chickasaw Country Website Summary

With the launch of Google Analytics 4, the previous statistics that were reported in past years are no longer tracked in the same way. The following statistics are the tracked numbers for website visitation and engagement moving forward.

Engaged Sessions*	219,044
Average Engagement Time per Session	:05
Events per Session	3.59
Engagement Rate	21.66%
Users	863,722

*Sessions lasted longer than 10 seconds, a conversion event took place or the user had two or more screen or pageviews.

Website Visitation Origin Market for FY 2023

Region	Engaged Sessions
Oklahoma	70,685
Texas	61,644
California	7,309
Missouri	7,050
Illinois	6,133

Top Web Pages Visited (Landing Pages)

Home Page
Request a Brochure
History/Culture
Outdoors
Events

Online Gift Card Sales

29 cards
Totaling \$10,330.00
(purchased on ChickasawCountry.com)

Tourism Marketing

Year-Over-Year Social Media Analytics

PLATFORM	FY 2021	FY 2022	FY 2023
Facebook	253,068	251,991	250,024
Instagram	16,608	17,208	22,878
Pinterest	1,817	1,852	1,880

Year-Over-Year Marketing Promotions

	FY 2021	FY 2022	FY 2023
Number of Consumer Travel and Group Tour Shows Attended	5	19	20
Number of Chickasaw Country Travel Guides Printed	80,000	80,000	70,000
Number of Information Packets Requested	9,909	16,204	13,768

Tourism Communications

Newsletter Statistics

Oct. 2021–Sept. 2022

32,550 Subscribers

Oct. 2022–Sept. 2023

33,875 Subscribers

Growth Rate of 3.91%



PRSA Upper Case Team Award

Chickasaw Country, and the Chickasaw Nation Tourism Department, received the Government Communication Team of the Year Award from the Public Relations Society of America - Oklahoma City Chapter during the Upper Case Awards Ceremony.

Month	Open Rate	Click to Open
October 2022	27.2%	4.2%
November 2022	27.7%	3.5%
December 2022	27.4%	2.8%
January 2023	27.8%	4.1%
February 2023	27.2%	5.8%
March 2023	27.4%	7.6%
April 2023	26.8%	3.6%
May 2023	26.2%	3.0%
June 2023	27.3%	3.7%
July 2023	27.0%	3.3%
August 2023	28.1%	4.6%
September 2023	28.2%	3.3%
AVERAGE	27.36%	4.13%

Tourism Communications

Year-Over-Year Media Analytics

	FY 2021	FY 2022	FY 2023
Earned Media Value	\$9,098,401	\$968,096	\$104,531,037
Number of Earned Media Stories	3,090	16,204	310

A Sample of Published Articles

- Conde' Nast Traveler - <https://www.cntraveler.com/story/chickasaw-country-oklahoma-indigenous-experiences>
- Group Travel Leader - <https://grouptravellerleader.com/articles/cowboys-indians-and-oil-barons-in-oklahoma/>
- Southern Living - <https://www.southernliving.com/trips-to-take-next-year-6825193>
- KOTV - <https://www.newson6.com/story/639de2d7f78faa072a9fb6b1/chickasaw-nation-gives-holiday-gift-guide-during-news-9-this-morning>
- FishingBooker.com - <https://fishingbooker.com/blog/winter-fishing-destinations/>
- Discover Oklahoma - <https://www.discoveroklahomatv.com/episodes/02-18-2023>
- Voices of Inspiration Podcast - <https://podcastaddict.com/episode/https%3A%2F%2Fwww.buzzsprout.com%2F1609486%2F12439911-creating-joy-and-imagination-the-diverse-work-of-kevin-stark.mp3&podcastId=4165182>
- Black Adventure Crew Blog - <https://www.blackadventurecrew.com/post/family-guide-to-chickasaw-country>
- USA Today 10Best - <https://10best.usatoday.com/awards/travel/best-national-park-for-rv-ing-camping-2023/>

Tourism Facilities

Year-Over-Year Gross Revenue

Location	FY 2021	FY 2022	FY 2023
Exhibit C Gallery	\$58,383.56	\$53,589.55	\$53,265.23
Chickasaw Nation Welcome Center	\$111,507.04	\$121,730.18	\$155,877.16
Chickasaw Visitor Center	\$70,346.93	\$63,233.38	\$79,424.95
Chickasaw Nation Information Center	\$15,709.23	\$14,603.42	\$17,177.19

Year-Over-Year Visitation

Location	FY 2021	FY 2022	FY 2023
Exhibit C Gallery	3,465	4,435	4,764
Chickasaw Nation Welcome Center	20,914	28,263	29,551
Chickasaw Visitor Center	17,682	17,280	18,105
Chickasaw Nation Information Center	1,342	1,218	1,453

ChickasawCountry.com



Website Rebuild & Launch

The entire team worked to help build and relaunch a new ChickasawCountry.com this year. The new site includes dynamic components with a storytelling approach to enhance the visitor experience while planning a trip to Chickasaw Country.

