

An aerial photograph of a vast forest with trees in various shades of green, yellow, and orange, indicating autumn. In the background, a bright sunset or sunrise is visible over a distant horizon, with the sun partially obscured by the text 'ANNUAL REPORT'. The sky is a clear blue gradient.

Chickasaw
COUNTRY

ANNUAL REPORT

FY 2024 Annual Tourism Report

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OUR MISSION

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



OUR VISION

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



OUR VALUES

Are we approachable?

We are friendly, and we know what we are talking about. We help visitors enjoy their time by predicting people's needs and meeting those needs proactively. Our doors are open, and we are always eager to help.

Is this easy to use?

We pride ourselves in making Chickasaw Country accessible to all. Our prices, attractions and locations are easy to access, and they are tailor-made for spontaneity.

Does this instill wonder?

Whether it is a bright starry sky, a mountaintop view from the back of a horse or a massive ice cream sundae, we are here to discover small moments of wonder and delight.



OUR PROMISE

Every visit to Chickasaw Country is an easy, versatile, friendly, beautiful escape.

Chickasaw Country Team

Paige Shepherd | Director, Tourism

Kelli West | Tourism Communications Sr. Manager

Melissa Garner | Office Manager

Katie Goodnight | Tourism Arts Manager

Alex Eddlemon | Tourism Communications Officer

Erick Perry | Tourism Videographer/ Digital Content Manager

Mary Lepak | Graphic Designer III

Tourism Centers

Chickasaw Nation Welcome Center

Fabian Rios | Area Manager

Sheila Pierce | Supervisor

Tina Knighten | Lead Sales Associate

Terry Faulkenberry | Customer Service Clerk

Stephanie Hudson | Customer Service Clerk



Chickasaw Visitor Center

Fabian Rios | Area Manager

Talisha Greenwood | Supervisor

Barbara Park | Lead Sales Associate

Donna Ray | Customer Service Clerk



Chickasaw Nation Information Center

Crystal Deaton | Manager

Dinah Worcester | Lead Sales Associate

Peyton Higgins | Part-Time Customer Service Clerk

The Best of *Chickasaw* COUNTRY

2024 WINNERS

★ **BEST ANTIQUE SHOP**

Hello Again, Sulphur

★ **BEST ATTRACTION**

Chickasaw National
Recreation Area, Sulphur

★ **BEST BARBECUE**

Smokin' Joe's Rib Ranch, Davis

★ **BEST BOUTIQUE**

HOME Decor & More,
Tishomingo

★ **BEST CASINO**

Artesian Casino, Sulphur

★ **BEST COFFEE SHOP**

Bedré Cafe, Sulphur

★ **BEST FAMILY-FRIENDLY ATTRACTION**

Chickasaw National
Recreation Area, Sulphur

★ **BEST FESTIVAL**

Artesian Arts Festival, Sulphur

★ **BEST GOLF COURSE**

Tishomingo Golf Course,
Tishomingo

★ **BEST LAKE**

Lake Texoma, Kingston

★ **BEST LIVE PERFORMANCE VENUE**

The Doghouse at Ole Red,
Tishomingo

★ **BEST LODGING**

The Artesian Hotel, Casino
& Spa, Sulphur

★ **BEST MUSEUM**

Chickasaw Cultural Center,
Sulphur

★ **BEST OVERALL DINING**

Ole Red, Tishomingo

★ **BEST RUN OR RIDE**

Bison View 5K, Sulphur

★ **BEST WEDDING VENUE**

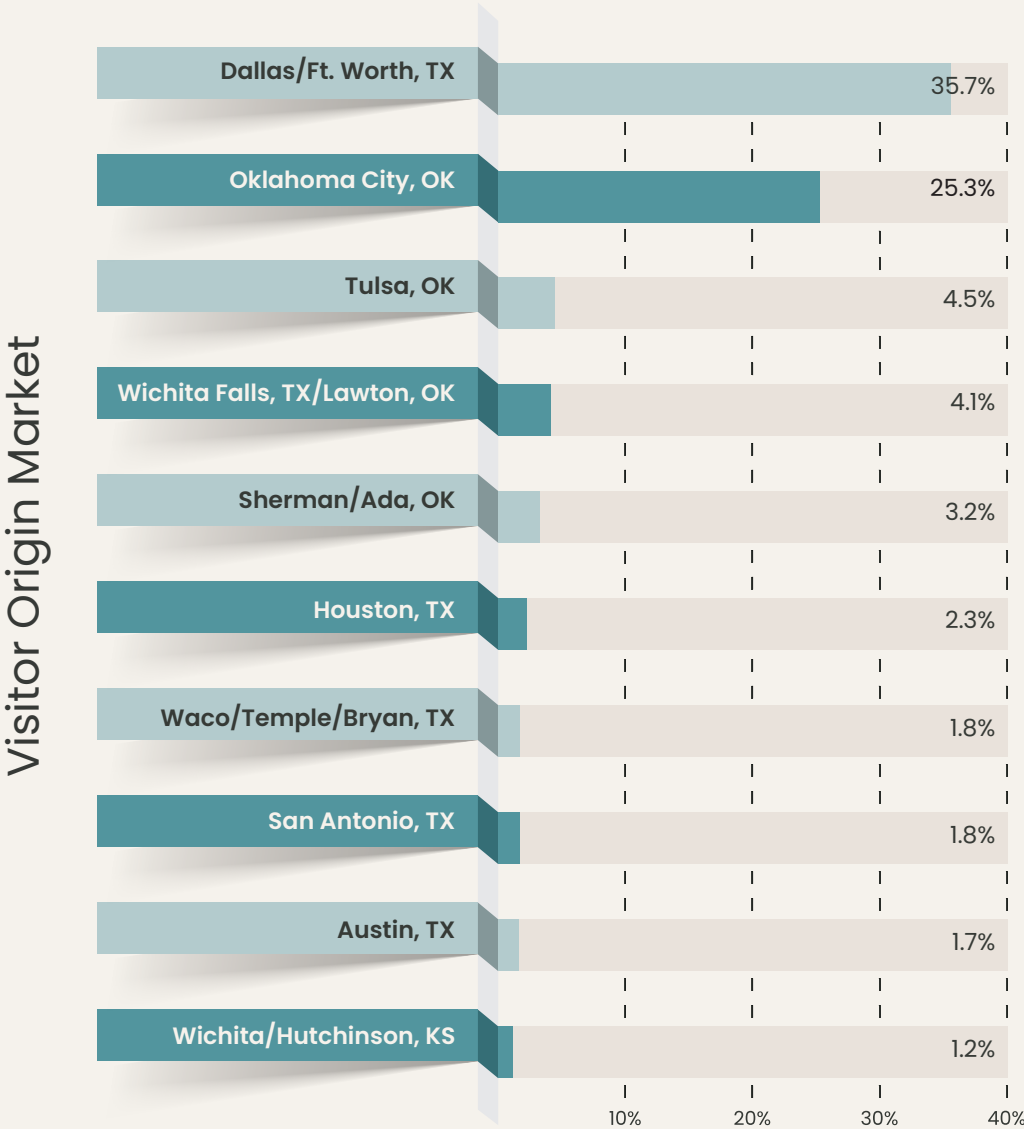
The Wildflower, Tishomingo

★ **BEST WINERY/BREWERY**

Rusty Nail Winery &
Tasting Room, Sulphur

Tourism by the Numbers

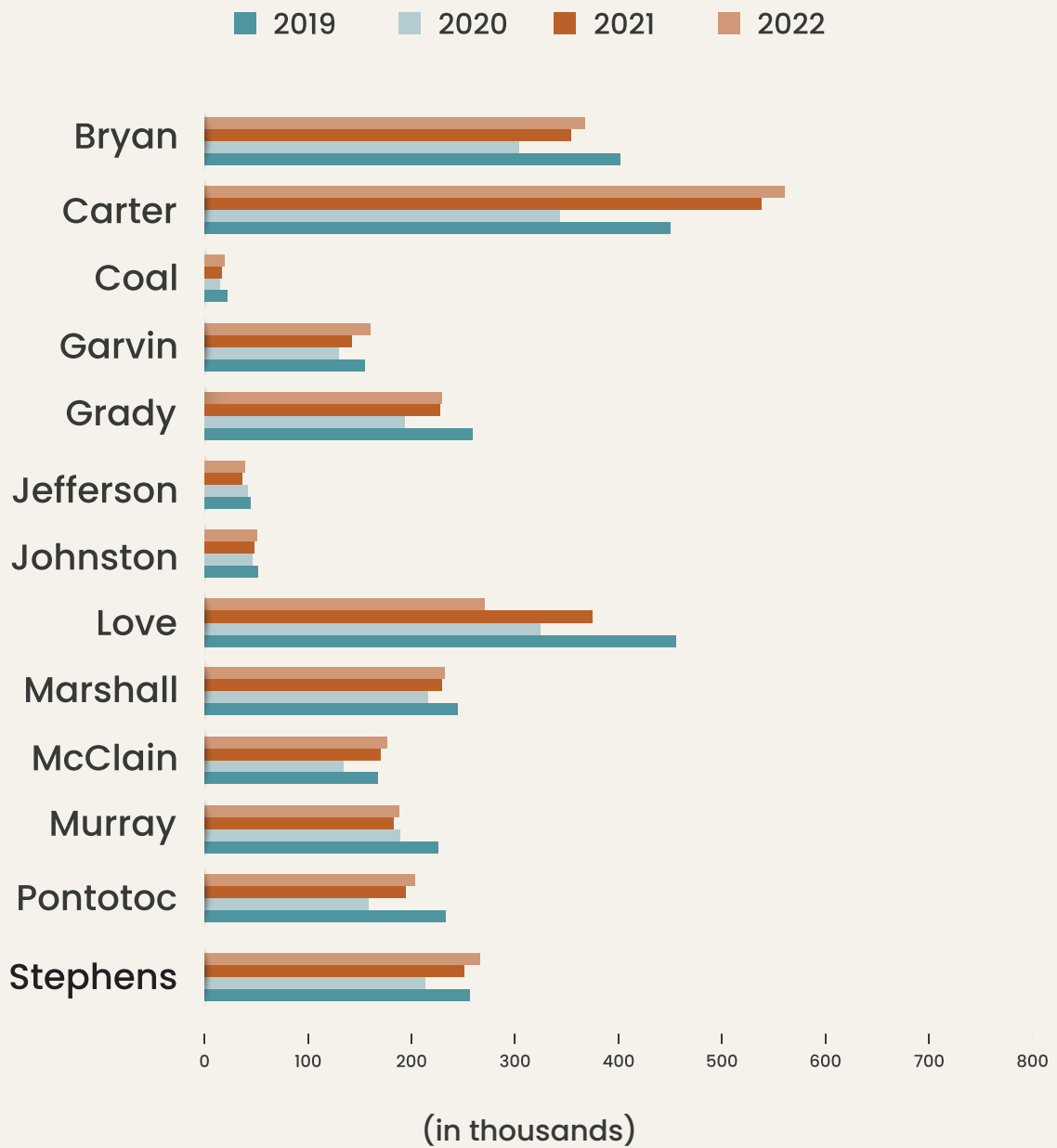
Top 10 Visitor Origin Markets



Source: Zartico Data for Chickasaw Country



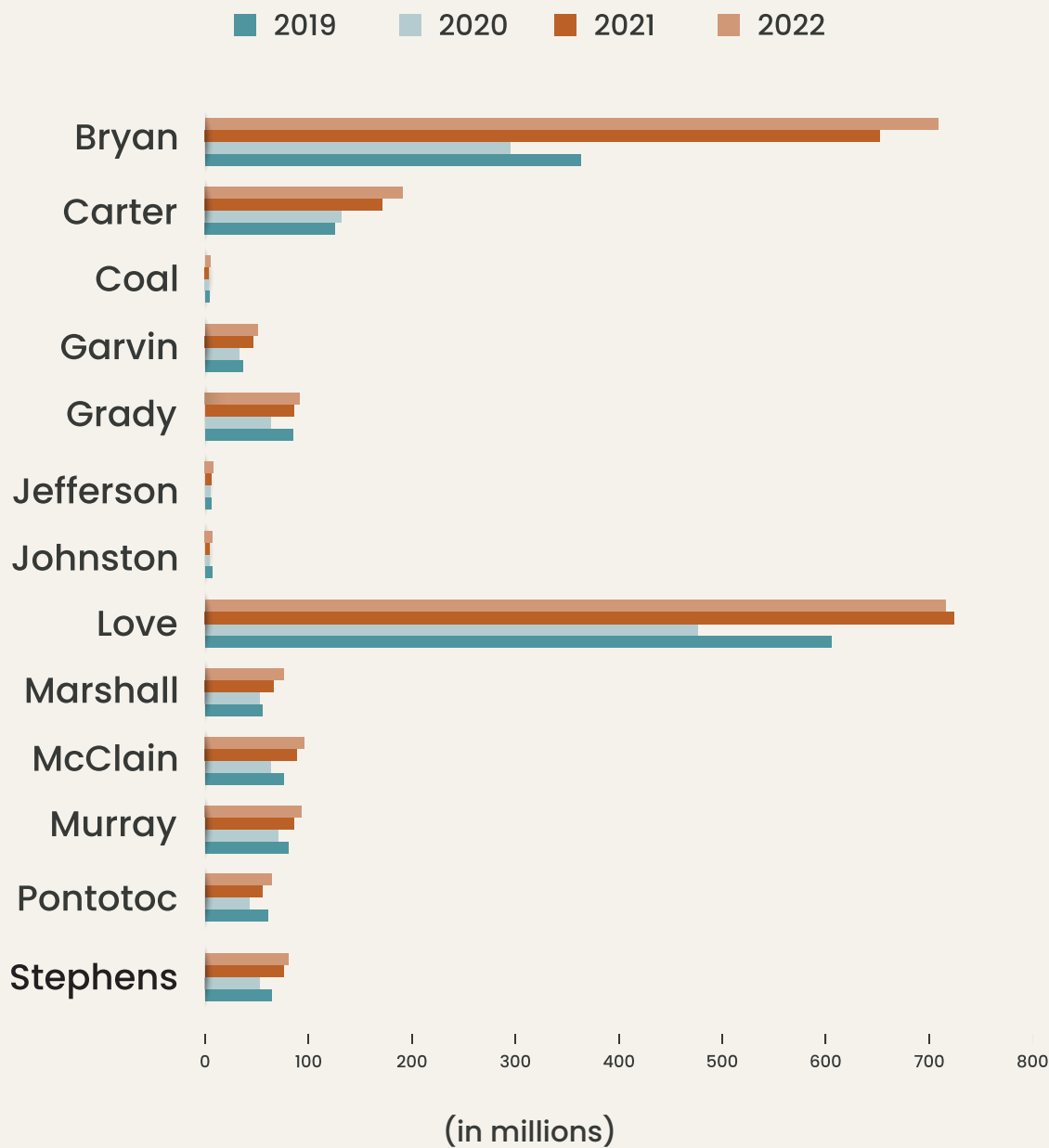
Average Visitor Volume by County



Source: Information Source: U.S. Travel Association and Travel Oklahoma
Research & Reports: Dean Runyon Associates, 2022 Economic Impact Report



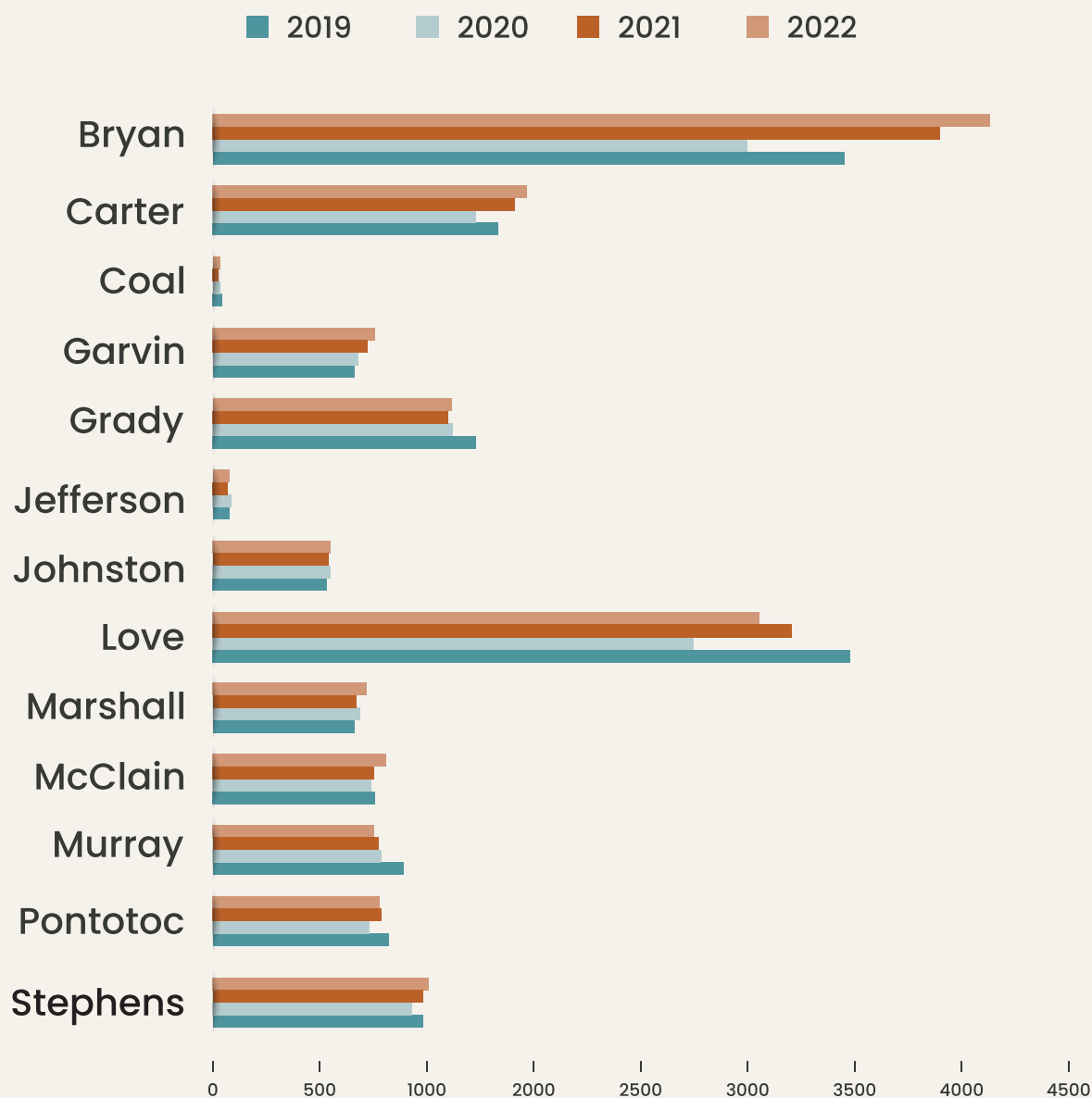
Total Direct Travel Spending by County



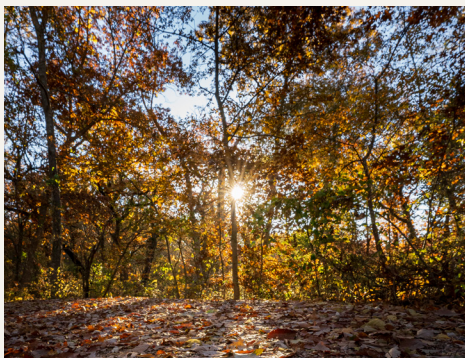
Source: Information Source: U.S. Travel Association and Travel Oklahoma
Research & Reports: Dean Runyon Associates, 2022 Economic Impact Report



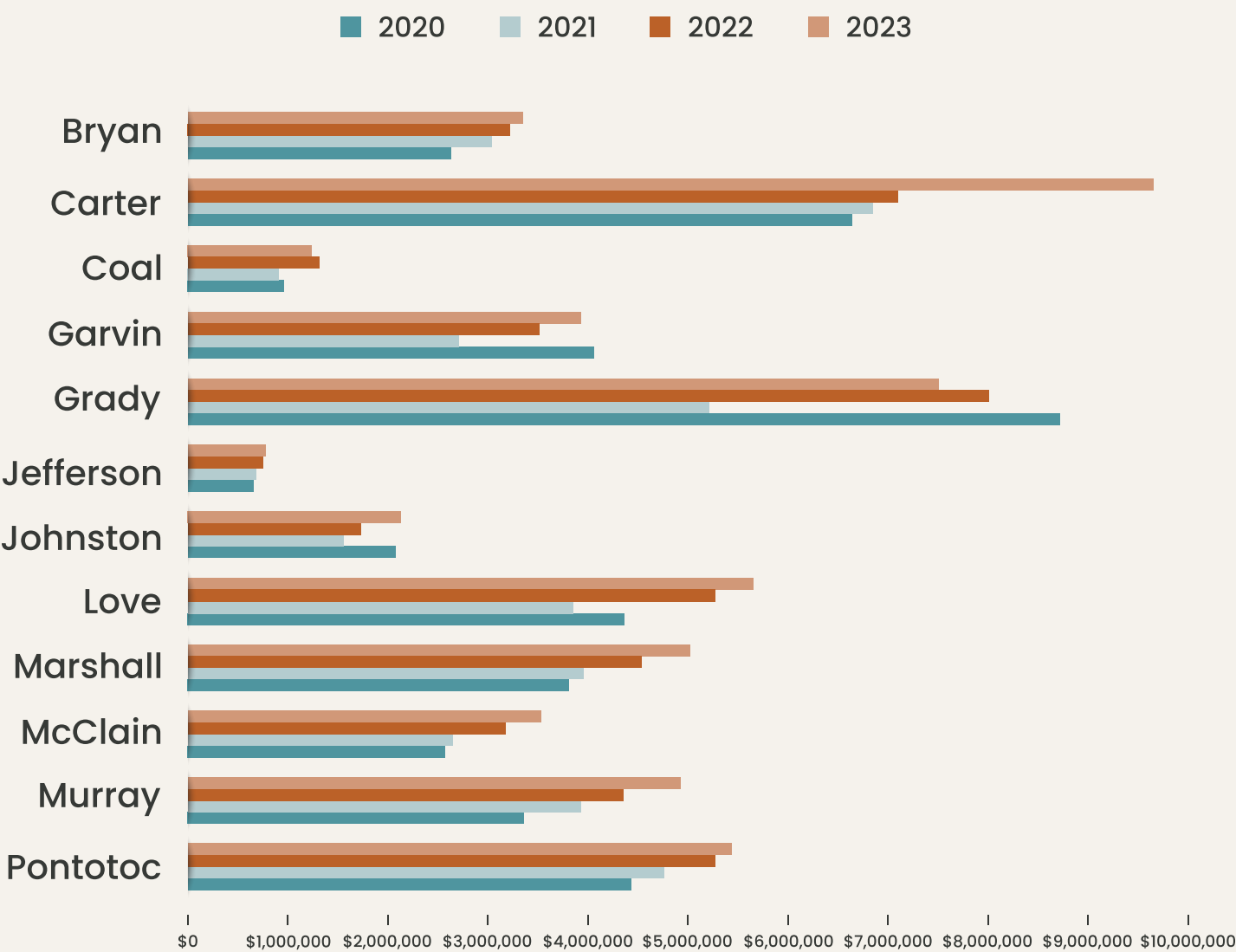
Jobs Created or Sustained by Travel Spending



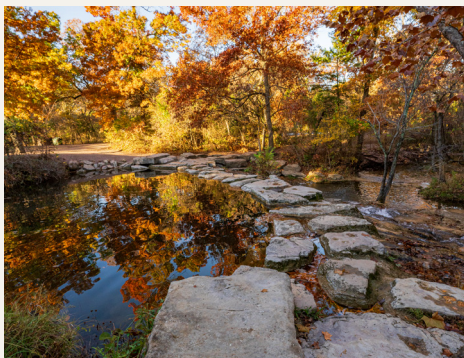
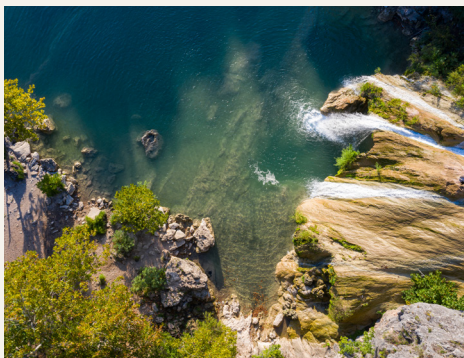
Information Source: U.S. Travel Association and Travel Oklahoma Research & Reports: Dean Runyon Associates, 2022 Economic Impact Report



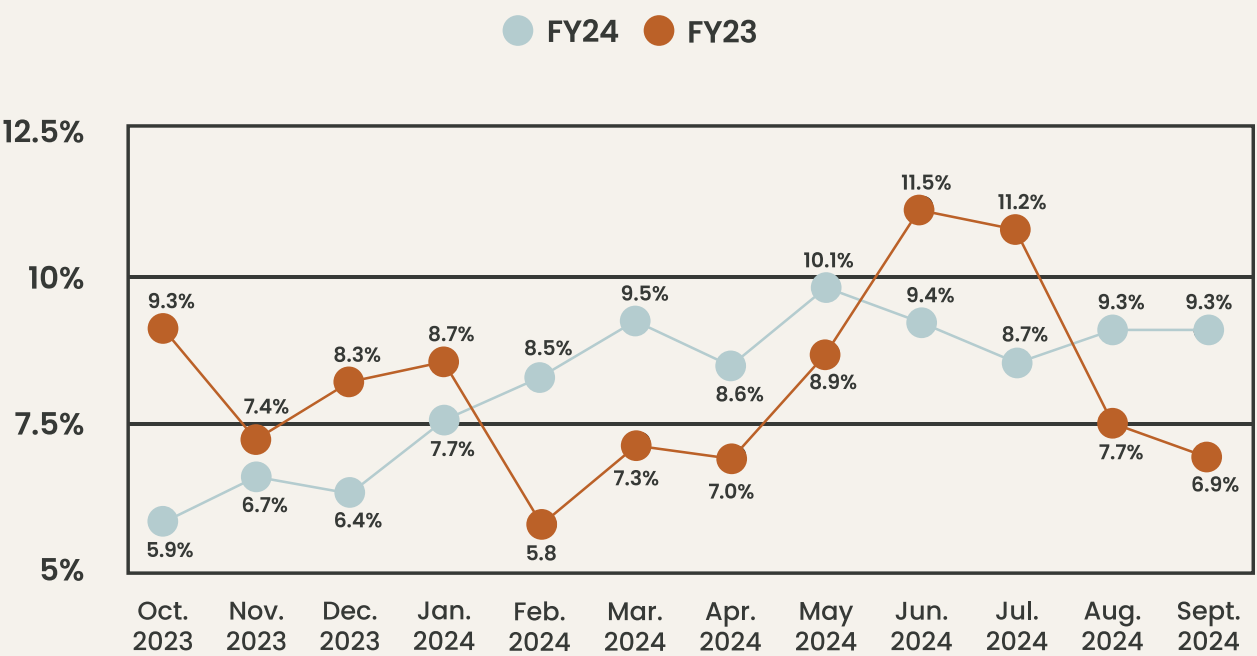
Annual Sales Tax Generated by County



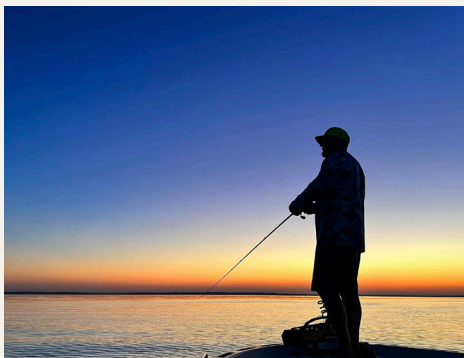
Source: Oklahoma Tax Commission (FY23: 7/1/2020-6/30/24)



Seasonality of Travel: FY23 vs. FY24



Source: Zartico Data for Chickasaw Country

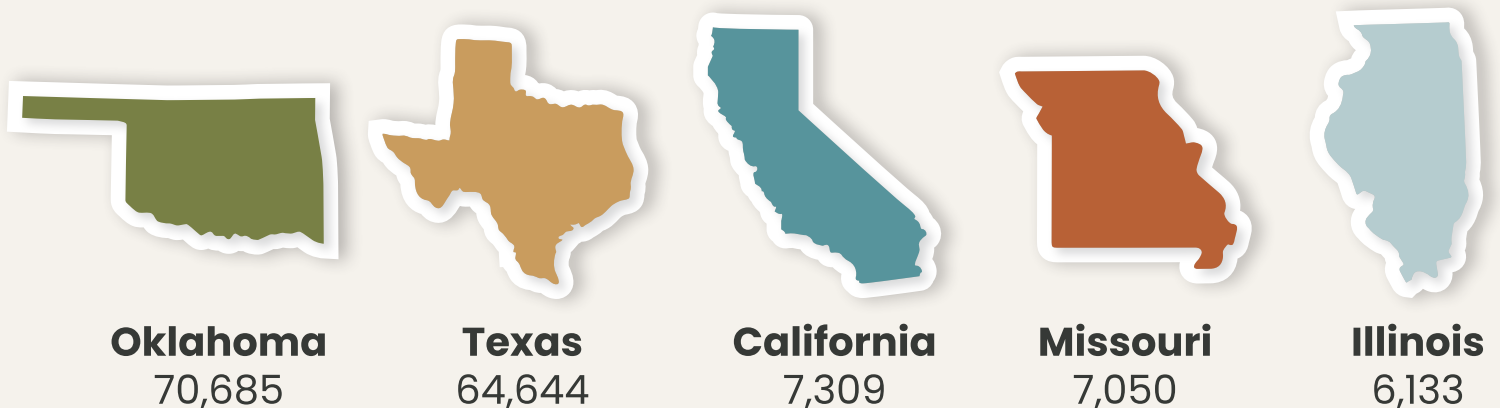


Tourism Marketing

Chickasaw Country Website Summary



Website Visitation Origin Market for FY 2024 (Engaged Sessions)



**Travel Guides
Requested**




11,090



Top Web Pages Visited (Landing Pages)

**Home Page
Request a Brochure
History/Culture
Outdoors
Events**

Year-Over-Year Social Media Analytics

			
2024	247,369	22,783	1,900
2023	251,997	22,878	1,880
2022	251,997	17,208	1,852
2021	253,068	16,608	1,817

Year-Over-Year Marketing Promotions

	2024	2023	2022
Number of Consumer Travel & Group Tour Shows Attended	18	20	19
Number of Chickasaw Country Travel Guides Printed	75,000	70,000	80,000
Number of Information Packets Requested	11,090	13,768	16,204



Awards

- **2024 Lantern Award for Tactical Materials/Project, Collateral Materials**, issued by the Southern Public Relations Federation, for the 2024 Chickasaw Country Travel Guide
- **2024 Uppercase Award of Excellence for Single-Issue Publications**, issued by the Public Relations Society of American Oklahoma City Chapter, for the 2024 Chickasaw Country Travel Guide
- **2024 Redbud Award for Best Brochure or Publication (\$10,000 or more)**, issued by the Oklahoma Tourism Industry Association, for the 2023 Chickasaw Country Travel Guide
- **2024 Merit Award for Best Website Large Budget**, issued by the Oklahoma Tourism Industry Association, for ChickasawCountry.com
- **2024 Torche' Award of Excellence for Collateral Materials**, issued by the Public Relations Association of Louisiana, for the 2024 Chickasaw Country Travel Guide

Tourism Communications

Newsletter Statistics

Month	Open Rate	Click to Open
October 2023	28.9%	2.5%
November 2023	25.9%	2.4%
December 2023	26.7%	5.0%
January 2024	27.4%	3.8%
February 2024	23.6%	4.3%
March 2024	22.3%	5.4%
April 2024	20.3%	9.5%
May 2024	16.7%	4.1%
June 2024	15.0%	4.1%
July 2024	15.1%	4.0%
August 2024	26.3%	7.2%
September 2024	32.6%	2.6%
Average	23.4%	4.6%



Subscribers

October 2023–September 2024	18,926
October 2022–September 2023	33,875
October 2021–September 2022	32,550

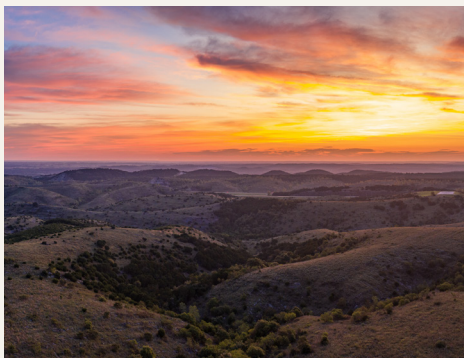
Note: The decrease in our newsletter subscriber count reflects a recent effort to clean and update our email list. Many accounts that were unengaged or had invalid/incorrect emails were removed. This cleanup has positively impacted our performance, as seen in August and September, when we experienced a significant increase in open rates.

Year-Over-Year Earned Media Analytics

	2024	2023	2022
Earned Media Value	\$442,608,423	\$104,531,037	\$968,096
Number of Earned Media Stories	401	310	16,204

A Sample of Published Articles

- [The Travel: Road Trip Guide To Chickasaw Country, Oklahoma For A Deep Dive Into History And Culture](#)
- [Kids Are A Trip: Autumn Weekend Fun: Things to do in Chickasaw Country, Oklahoma](#)
- [Travel + Leisure: This Oklahoma ‘Playground of the Southwest’ Has Hot Springs and Some of the Oldest Mountains on Earth – Here’s Why It’s No Longer a National Park](#)
- [KOKH-TV \(Oklahoma City, OK\): Explore the best of Chickasaw Country: Nominations open till Jan 29th](#)
- [Enid News & Eagle: Rock Island Ride, Shakespeare Wine Company nominated for Best of Chickasaw Country](#)
- [Travel Weekly \(UK\): 7 ultimate road trips to book now](#)
- [We3Travel: Plan a Spring Road Trip through Chickasaw Country, Oklahoma](#)
- [Paste: 8 Places to Appreciate Indigenous Culture in the United States](#)
- [Garvin County News Star: Local Fourth of July celebrations](#)
- [Roaming My Planet: Fun Town RV Park at WinStar Casino](#)
- [Get Lost in the USA: Top Things to Do in Davis, OK \(Adventures Near Turner Falls Park\)](#)
- [Little Family Adventure: Where ‘A Christmas Story’ Comes to Life in Chickasha, Oklahoma](#)



Year-Over-Year Visitation

	FY 2024	FY 2023	FY 2022
Chickasaw Nation Welcome Center	28,122	29,551	28,263
Chickasaw Visitor Center	14,438	18,105	17,280
Chickasaw Nation Information Center	2,105	1,453	1,218



Chickasaw
COUNTRY

ChickasawCountry.com

