



## VISITATION TRENDS

Summer Season

*May - July 2025*

*Compared to Summer 2024*



*Visitation to McCurtain County*  
*May - July 2025*

# Summer Visitation

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 3976 mi

Dates: 5/1/25 - 7/31/25

↔ Dates: 5/1/24 - 7/31/24

Clusters: All Included

POIs: All Included

Geo Data Compare Dates



TOTAL TRIPS

**954,805 Trips**

↗ 3.38% vs Compare Dates



VISITOR DAYS

**2,360,078 Days**

↗ 8.58% vs Compare Dates



AVG LENGTH OF STAY

**2.5 Days**

↗ 0.1 Days vs Compare Dates

## Visitor Days by Length of Stay

Geo Data

Compare Dates

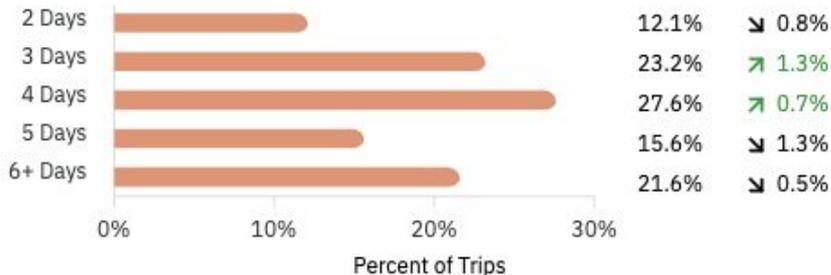


1 Day	32%	+ 0.88%
2 Days	8.2%	- 0.19%
3 Days	15.8%	- 0.03%
4 Days	18.8%	- 0.11%
5 Days	10.6%	- 0.27%
6+ Days	14.7%	- 0.27%

## Overnight Visitation % Share

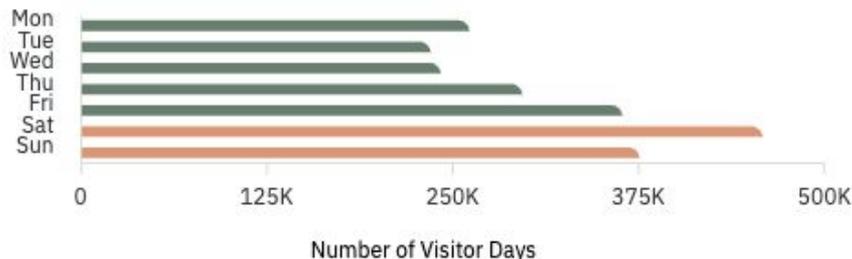
Geo Data

Compare Dates



**Summer Visitation**
**Visitors by Day**

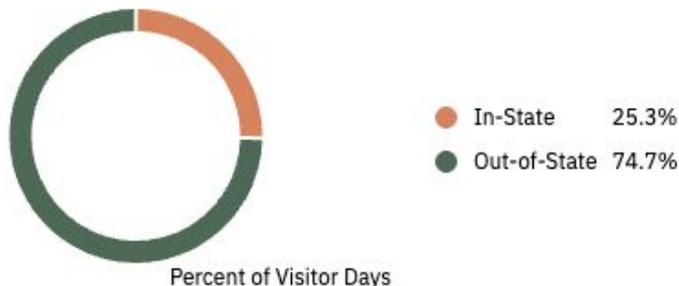
Geo Data


**Comparison of Trips**

Geo Data


**In-State vs Out-of-State Visitor Days**

Geo Data

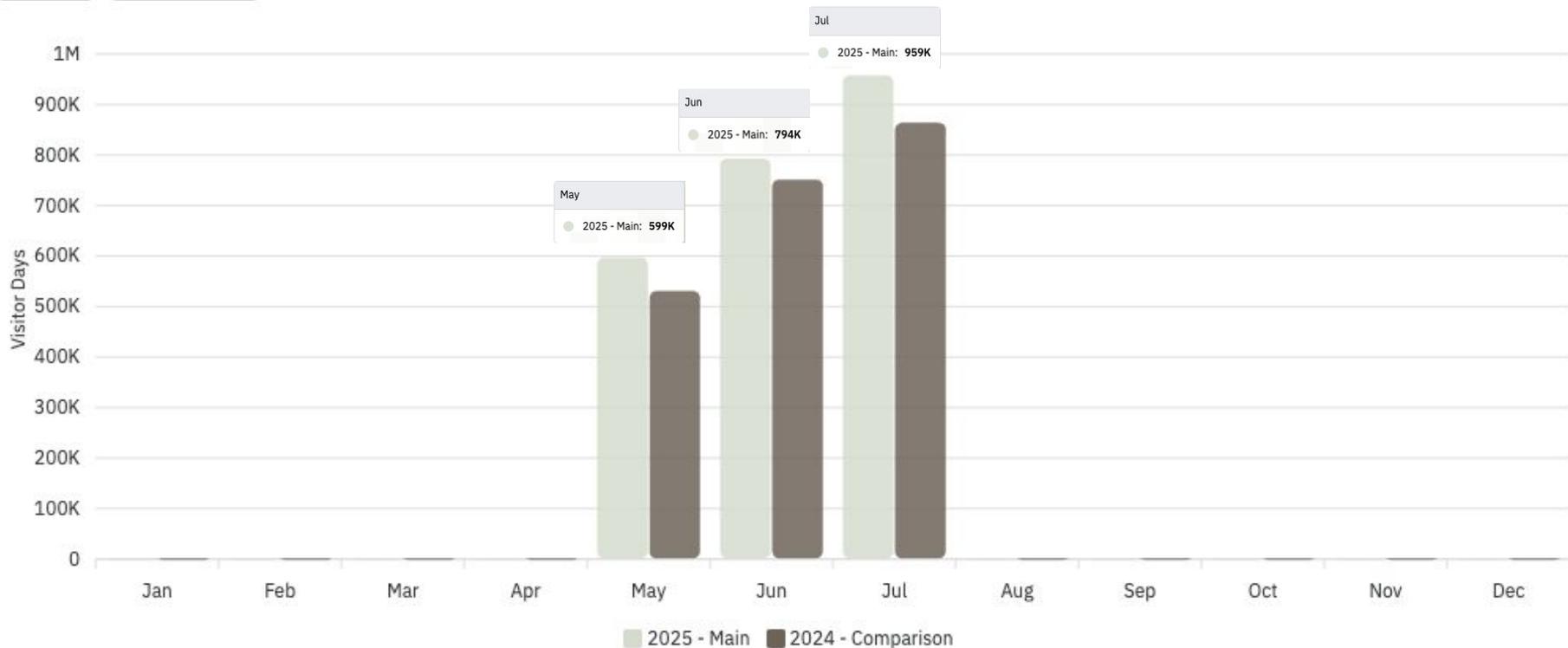

**Locals vs Visitors % of Visitor Days**

Geo Data



## Monthly Volume by Visitor Days

Geo Data Compare Dates



Geo Data Filters: ⓘ

In-State

Out-of-State

Distance: 50 - 3976 mi

Dates: 5/1/25 - 7/31/25

↔ Dates: 5/1/24 - 7/31/24

Clusters: All Included

POIs: All Included

## Top DMAs

for 5/01/25 - 7/31/25 % ↑/↓ 5/01/24 - 7/31/24

Geo Data Compare Dates

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Dallas-Ft. Worth	31.4%	766,339	↗ 9.2%
Shreveport	12.3%	300,478	↗ 11.6%
Oklahoma City	11.2%	274,357	↗ 7.89%
Tulsa	5.9%	143,703	↗ 9.92%
Tyler-Longview-Lfkn&...	5.8%	141,040	↗ 9.99%
Sherman-Ada	5.5%	134,232	↗ 10.2%
Ft. Smith-Fay-Sprngdl-...	3.1%	76,257	↗ 9.59%
Houston	2.4%	57,496	↗ 8.78%
Little Rock-Pine Bluff	2.3%	55,232	↗ 13.4%
Wichita Falls & Lawton	1.9%	46,229	↗ 8.13%

## Summer Visitation

Geo Data Filters: ①

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Dates: 5/1/25 - 7/31/25

↻ Dates: 5/1/24 - 7/31/24

Clusters: All Included

POIs: All Included

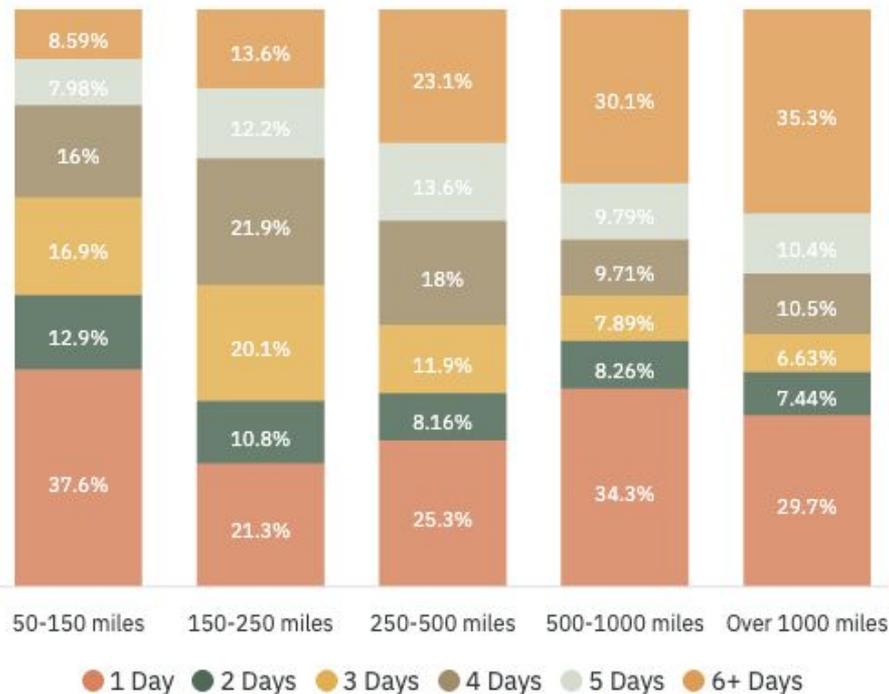
## Length of Stay by Top DMAs ▾

Geo Data

DMA	Avg Length of Stay	Share of Visitor Days
Houston	2.7 Days	2.35%
Oklahoma City	2.7 Days	11.2%
Wichita-Hutchinson Plus	2.7 Days	0.51%
Wichita Falls & Lawton	2.7 Days	1.89%
Austin	2.6 Days	0.74%
Kansas City	2.6 Days	0.48%
Waco-Temple-Bryan	2.6 Days	0.98%
Tulsa	2.5 Days	5.88%
Springfield- MO	2.5 Days	0.51%
Dallas-Ft. Worth	2.4 Days	31.4%
Monroe-El Dorado	2.3 Days	0.89%
Sherman-Ada	2.3 Days	5.49%
Little Rock-Pine Bluff	2.3 Days	2.26%
Tyler-Longview-Lfkn&Ncgd	2.3 Days	5.77%

## Length of Stay by Distance

Geo Data





*Visitation to Cabin Communities*  
*May - July 2025*

## Summer Visitation

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 3976 mi

Dates: 5/1/25 - 7/31/25

↔ Dates: 5/1/24 - 7/31/24

Clusters: All Included

POIs: All Included

Geo Data Compare Dates Clusters: Cabin Communities Included



## TOTAL TRIPS

523,733 Trips

↗ 18.8% vs Compare Dates



## VISITOR DAYS

1,628,645 Days

↗ 24.6% vs Compare Dates



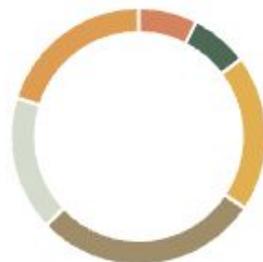
## AVG LENGTH OF STAY

3.1 Days

↗ 0.1 Days vs Compare Dates

## Visitor Days by Length of Stay

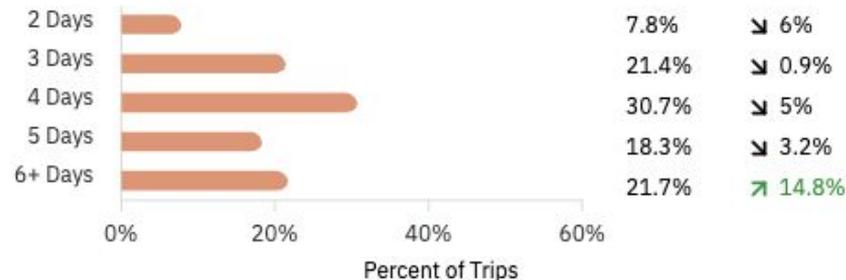
Geo Data Compare Dates Clusters: Cabin Communities Included



1 Day	7.44%	- 0.96%
2 Days	7.26%	- 0.32%
3 Days	19.7%	+ 0.05%
4 Days	28.4%	- 1.24%
5 Days	17%	- 0.32%
6+ Days	20.2%	+ 2.78%

## Overnight Visitation % Share

Geo Data Compare Dates Clusters: Cabin Communities Included



## Summer Visitation

Geo Data Filters:

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Out-of-State

Distance: 50 - 3976 mi

Dates: 5/1/25 - 7/31/25

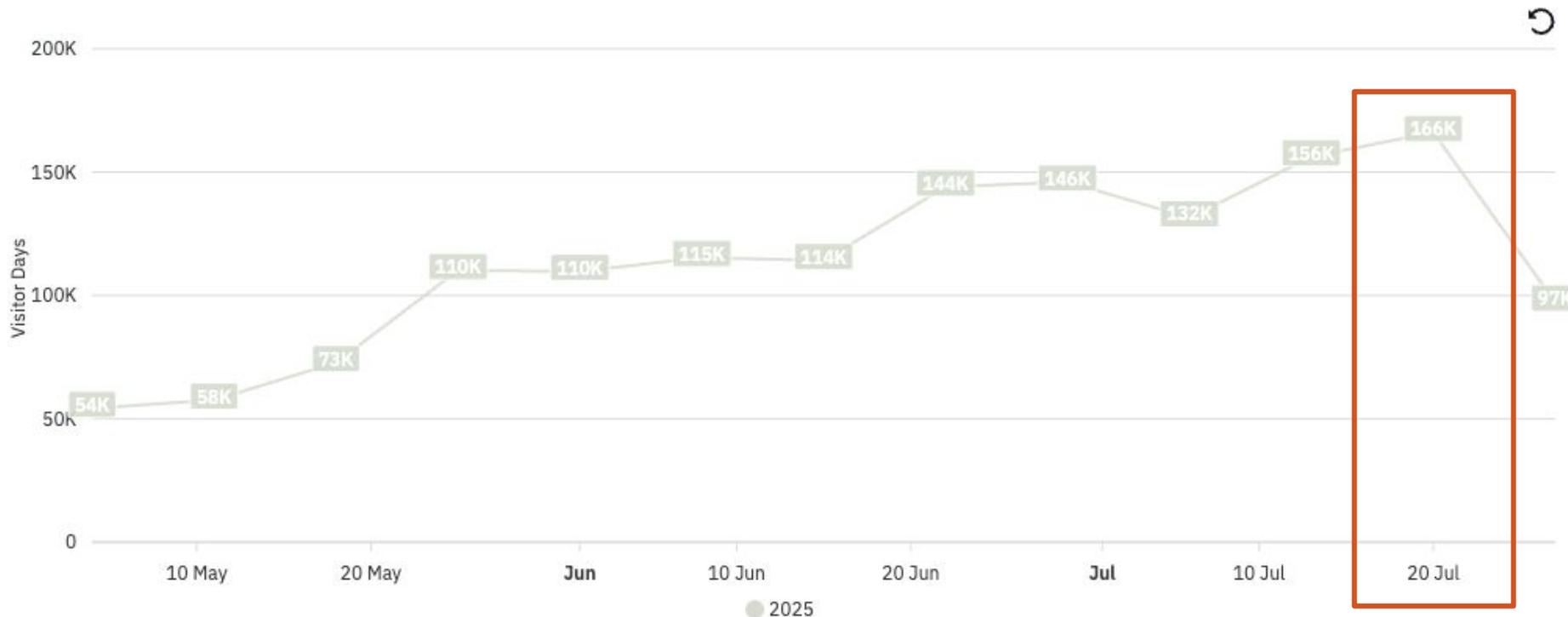
↔ Dates: 5/1/24 - 7/31/24

Clusters: All Included

POIs: All Included

## Weekly Visitor Trend

Geo Data Clusters: Cabin Communities Included



Geo Data Filters: ⓘ

In-State

Out-of-State

Distance: 50 - 3976 mi

Dates: 5/1/25 - 7/31/25

↔ Dates: 5/1/24 - 7/31/24

Clusters: All Included

POIs: All Included

## Top DMAs



for 5/01/25 - 7/31/25 % ↑/↓ 5/01/24 - 7/31/24

Geo Data

↔ Compare Dates

Clusters: Cabin Communities Included

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Dallas-Ft. Worth	41.9%	640,045	↗ 23.9%
Oklahoma City	12.7%	193,709	↗ 22.2%
Shreveport	8.1%	123,448	↗ 24.1%
Tyler-Longview-Lfkn&...	6.6%	100,344	↗ 31.2%
Tulsa	5.5%	84,492	↗ 32.5%
Sherman-Ada	4.4%	67,052	↗ 19.4%
Wichita Falls & Lawton	2.7%	40,909	↗ 19.8%
Houston	2.6%	39,866	↗ 26.3%
Ft. Smith-Fay-Sprngdl-...	1.7%	25,433	↗ 27.3%
Waco-Temple-Bryan	1.4%	20,679	↗ 29%



*Spend data*  
*May - July 2025*

## Summer Visitation

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Out-of-State

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Dates: 5/1/25 - 7/31/25

↔ Dates: 5/1/24 - 7/31/24

Clusters: All Included

POIs: All Included

\*Advanced Spend Data

AVG. SPEND PER TRIP ▼

\$246.91

AVG. TRANSACTIONS PER TRIP ▼

5.02 transactions

TOTAL SPEND ▼

\$25,192,564

\$18,891,489 - \$31,493,639

AVG. TRANSACTION SIZE ▼

\$49.21



## In/Out of State Spending

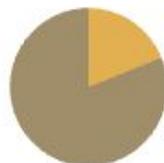
\*Advanced Spend Data

● In State

19%

● Out-of-State

81%



## Repeat Spenders

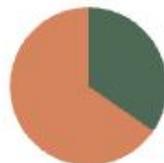
\*Advanced Spend Data

● Repeat

34.6%

● One Time

65.4%



Top DMAs \*Advanced Spend Data

DMA	Share of Spend %	Avg. Spend
Dallas-Ft. Worth	34.3%	\$230.25
Shreveport	11.8%	\$288.82
Oklahoma City	9.28%	\$229.16
Tyler-Longview-Lfkn&Nc...	6.09%	\$236.20
Tulsa	5.36%	\$217.84
Houston	4.64%	\$274.90
Sherman-Ada	2.8%	\$172.86
Wichita Falls & Lawton	2.59%	\$228.05
Little Rock-Pine Bluff	1.96%	\$230.24
Ft. Smith-Fay-Sprngdl-R...	1.79%	\$184.41

Top Categories \*Advanced Spend Data

Category	Share of Spend %	Avg. Spend
Dining and Nightlife	29.3%	\$122.98
Grocery and Dept Stores	20.1%	\$110.43
Service Stations	12.7%	\$54.10
Leisure, Recreation and ...	12.2%	\$131.88
Accommodations	10.4%	\$544.76
Specialty Retail	6.7%	\$85.40
Clothing and Accessories	4.57%	\$89.49
Fast Food Restaurants	3.23%	\$35.74
Personal Care and Servic...	0.54%	\$236.91
General Services	0.02%	\$9.80