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AT THE OKLAHOMA STATE LODGES

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THE GEOGRAPHIC ORIGIN OF OVERNIGHT GUESTS  
AT THE OKLAHOMA STATE LODGES

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THE GEOGRAPHIC ORIGIN OF OVERNIGHT GUESTS  
OF THE OKLAHOMA STATE LODGES

CHAPTER 1

INTRODUCTION

According to the Outdoor Recreation Resources Review Commission, recreation, like education, is one of the elements of the good life that should be available to the general public.<sup>1</sup> But in addition to the social benefits, recreation is a growth industry that can contribute significantly to the economic development of a region. This is especially true of water-oriented recreation. The National Park Service estimated that as much as 75 per cent of all outdoor recreation is water-oriented.<sup>2</sup> Based on this

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<sup>1</sup>Outdoor Recreation Resources Review Commission Staff, Outdoor Recreation for America, A Report to the President and the Congress (Washington: U. S. Government Printing Office, 1962), p. 75.

<sup>2</sup>Arthur L. Moore, "Reservoir Recreation and Local Economic Growth," Economic Studies of Outdoor Recreation, Outdoor Recreation Resources Review Commission Study Report 24 (Washington: Outdoor Recreation Resources Review Commission, 1962), p. 106.

estimate, the Outdoor Recreation Resources Review Commission found that Americans spent between \$5 and \$6 billion for water-oriented recreation in 1962.<sup>3</sup> Marion Clawson expects expenditures for outdoor recreation to exceed \$100 billion by the year 2,000. This would be about 5 per cent of expected gross national product, compared with 2 per cent at present.<sup>4</sup>

The magnitude of these expenditures is impressive when viewed on the national level, but the effects may be even more significant when they occur in a relatively underdeveloped region. As Marion Clawson says:

. . . communities and localities cannot afford to neglect the provision of outdoor recreation areas; to do so in modern footloose America, is likely to mean that they are passed by in the race for economic development and may even lose their own citizens who find some place else more attractive to live.<sup>5</sup>

The Outdoor Recreation Resources Review Commission explored the relationship between reservoir recreation and

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<sup>3</sup>Ibid.

<sup>4</sup>Marion Clawson, "Private and Public Provision of Outdoor Recreation Opportunity," Economic Studies of Outdoor Recreation, Outdoor Recreation Resources Review Commission Study Report 24 (Washington: Outdoor Recreation Resources Review Commission, 1962), p. 96.

<sup>5</sup>Ibid., p. 95.

local economic growth for 25 counties in Oklahoma, Texas, Arkansas, and Missouri.<sup>6</sup> All 17 counties with significant shorelines were compared with 8 adjacent counties which were similar in other respects.<sup>7</sup> Changes in population, per capita income, annual wages, retail sales, bank deposits and investments were compared. Between 1950 and 1960 all counties in the study group lost population, but the non-reservoir counties lost 25.1 per cent in contrast with 8.5 per cent in the reservoir counties. The Commission found that per capita income in 3 Arkansas reservoir counties increased 57 per cent from 1949 to 1959, while 3 non-reservoir counties recorded only a 23 per cent increase. Bank deposits in the 17 reservoir counties increased about 57 per cent from 1949 to 1959. The increase in bank deposits for the 8 non-reservoir counties was about 40 per cent over the same period. From 1945 to 1956, county tax levies in 10 Oklahoma reservoir counties increased 64 per cent, compared to an increase of about 4 per cent in 2 non-reservoir counties. Over the same period, school tax levies increased 296 per cent in

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<sup>6</sup>Moore, pp. 97-158.

<sup>7</sup>This area is roughly comparable to the official delineation of the Ozarka Region under the provisions of Title V of the Public Works and Economic Development Act of 1965 (P. L. 89-136).

the 10 reservoir counties. The increase in the 2 non-reservoir counties was 190 per cent.

The results of the study suggest that reservoir recreation has been an important factor in the economic growth of this region. The first stream of spending is generated by the construction of the dam. These dams are usually built by the U. S. Army Corps of Engineers or the Federal Bureau of Reclamation. Recreation is an incidental consideration.<sup>8</sup> Navigation, flood control, irrigation, power, and urban water supply are the major benefits considered in the feasibility studies.

The next group of expenditures is for the development of the shoreline. These are the first expenditures made primarily for recreation. Such expenditures are typically made by state park agencies and private investors. The facilities provided by these investments serve two broad purposes. First, the state may wish to provide its citizens opportunities for aesthetic recreational experiences. Of

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<sup>8</sup>"To insure against overemphasis on recreation in the planning of its regular projects, the Corps will not recommend the authorization of any project unless the sum of all benefits, other than recreational benefits, is sufficient to cover at least 85 per cent of the total project costs." Quoted from the Corps of Engineers Manual by the Outdoor Recreation Review Commission, Volume 13, p. 7.

more interest to economists, visitors will be more readily attracted to the reservoir and induced to spend their money in the local community for recreation and related services. These consumer expenditures are important for sustained growth of the industry and the community.

Unfortunately, less is known about the expenditures of the reservoir visitors than is known about initial investments. In fact, very little is known about the visitors themselves. The author of a study for the Outdoor Recreation Resources Review Commission stated that:

". . . one of the most troublesome areas of recreation economics is the measurement of visitations and expenditures."<sup>9</sup>

The most complete data on reservoir visitations are collected by the Corps of Engineers. A total count of the vehicles visiting the reservoir is computed by an automatic device. Thus, no distinction is made between recreationists, local traffic, or delivery trucks. An arbitrary average number of occupants per vehicle is assigned each vehicle to arrive at the total number of visitors.

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<sup>9</sup>Moore, p. 124.

Such data are not particularly useful for isolating the causes of changes in volume of traffic to a particular recreation site. On a national basis most experts agree that the quality of the facilities, disposable income, population growth, leisure and transportation are important variables in the determination of the demand for recreational facilities. However, less is known about the factors contributing to demand for a particular recreation area. Recently, recreation economists have isolated geography as an important factor in the demand for a particular facility.

The location of customers is important in the demand for any good or service, but it is particularly so in considering the demand for outdoor recreation because travel from home to the recreation site and back takes time and money, sometimes relatively a lot of each. As a result, the demand for outdoor recreation is peculiarly affected by the location of the customers for each area and by the location of rival recreation areas. . . .

The geography of both demand and supply must be carefully evaluated in any outdoor recreation situation. In the planning of a new park, the location of its potential users and the location of alternative parks may be critical in estimating the demand for it, or the number of visitors to it.<sup>10</sup>

Since population is distributed unevenly around the facility, a direct correlation cannot be made between the number of visits and distance. To remove the influence of

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<sup>10</sup>Marion Clawson and Jack L. Knetsch, Economics of Outdoor Recreation (Baltimore: Johns Hopkins University Press, 1966), pp. 58-59.

population distribution, visits to a facility are usually expressed per 1,000 of base population. Studies in South Dakota, Nebraska, and the Virginia-North Carolina border used this method and obtained satisfactory results.<sup>11</sup> When such a study is conducted, a decision must be made as to which is the most appropriate unit of recreation use. Three measures are commonly used: visitor-days, person visit, and party visit.

Visitor-days are computed by multiplying the number of visitors by the length of stay of each visitor. This measure provides information about the total amount of traffic a facility accommodates. The person visit approach shows the total number of visitors at a site. In many cases a family, or some other small group, visits a reservoir as a basic spending unit. Thus, the number of parties visiting the reservoir is a more appropriate measure for some

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<sup>11</sup>John S. Evans and Carlton S. Van Doren, "A Measurement of the Demand for Recreational Facilities at Lewis and Clark Lake," Business Review Supplement (Vermillion, South Dakota: Business Research Bureau, School of Business, State University of South Dakota, February, 1960). Edgar Z. Palmer, Recreational Aspects of Three Nebraska Lakes, Community Study Number Three, Studies in Community Economics, Bureau of Business Research, University of Nebraska, for the National Park Service and the Bureau of Reclamation, 1960. Jack L. Knetsch, "Economics of Including Recreation as a Purpose of Water Resource Projects," Journal of Farm Economics, December, 1964, pp. 1148-57.

purposes.<sup>12</sup> Although the party visit approach is a useful measure, it is difficult to obtain. For example, it is difficult to decide on the basic unit for a company picnic, or a family reunion. Some studies have handled this problem by dividing an arbitrary number, such as four, into the total number of visitors to arrive at the number of "party of four" visits. Under such circumstances, it may be more accurate to rely on the person visit approach.

The Nebraska study used the person visit approach, while the South Dakota and Virginia-North Carolina studies measured party visits. The findings of each study support the thesis that the distribution of the population around the facility is the most important factor determining the number of visitors at a lake. The South Dakota study noted that the per capita income of the area of origin of the visitors was a significant factor, while the Nebraska data suggested that the availability of alternative lakes was an important factor for any single lake.

The Institute of Community Development at the University of Oklahoma prepared a study of the tourist industry

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<sup>12</sup>This is comparable to the concept of the household used by the Bureau of the Census.

in the Ozark area of Arkansas, Missouri, and Oklahoma in 1953.<sup>13</sup> The Ozark study was especially helpful for the present study, because guest registration cards of motels and resort lodges in the area were used to determine the state of origin of the guests. The per cent of guests originating from each of the 48 states was computed for lodging facilities at various Ozark cities and lakes. Fifty-five per cent of the visitors came from Arkansas, Missouri and Oklahoma. Furthermore, "In any section of the area, the visitors who appeared in the greatest number were from states immediately adjacent to the area."<sup>14</sup> For example, in the Grand Lake area in northeastern Oklahoma somewhat more than 12 per cent of the registrants were from Kansas compared to slightly less than 3 per cent from Texas. Just south of Grand Lake at Muskogee these percentages were nearly reversed, with more than 15 per cent of the guests from Texas, and 3 per cent from Kansas.<sup>15</sup> The precision of this study was somewhat hampered because the state was the

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<sup>13</sup>The Institute of Community Development, An Analysis of the Tourist Industry in Selected Counties of the Ozark Area, a report prepared by the Institute of Community Development, University of Oklahoma, for the National Park Service (Norman: Institute of Community Development, 1953).

<sup>14</sup>Ibid., p. 110.

<sup>15</sup>Ibid., pp. 56-57.

smallest unit of measurement. Thus, it was not possible to determine the degree of concentration within a state.

### Purpose and Scope

It is important for agencies developing and administering recreation facilities to know certain characteristics of the visitors. The purpose of the present study is to isolate a group of visitors at six reservoirs in Oklahoma, and obtain information about the geographic origin of these visitors. This study is essentially limited to an analysis of the geographic origin of the overnight guests at each lodge for the fiscal year, 1966. In addition, visitor-days and expenditures for rooms at the lodges are analyzed for each lodge according to the origin of the guests.

### Procedure

The basic data for this study were assembled from a census of approximately 50,000 guest registration cards for the fiscal year, 1966. These cards were made available by the individual managers of the lodges and by the Lodge Division of the Oklahoma Industrial Development and Park Department. The cards are similar to guest registration cards used by hotels and motels. The following information

was taken from each card for this study: (1) the home address of the registrant; (2) the number in the party; (3) the month of the visit; (4) the length of stay; and (5) the room rate.

It was necessary to assign each card a numerical code for the geographic origin of the registrant. Each of the 77 counties in Oklahoma was coded separately. Ten areas in Texas were singled out because of the volume of business they contributed. The rest of Texas was handled as a single unit. Each of the other 6 surrounding states (Arkansas, Colorado, Kansas, Missouri, New Mexico, and Louisiana)<sup>16</sup> were coded separately. The rest of the nation, including Alaska and Hawaii, were coded according to Census region. Guests from foreign countries were accounted for under a single code number. A code number was also assigned to the guests for whom it was not possible for the author to determine geographic origin.

For five of the lodges, it was necessary to sort the registration cards by hand according to the origin code

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<sup>16</sup>Although Louisiana does not share a common border with Oklahoma, it is considered a "surrounding" state in this study. Other studies, such as the Oklahoma Outdoor Recreation Plan, include Louisiana with the states bordering Oklahoma for purposes of regional analysis.

number. After the cards were sorted and checked, the data on the registration cards were transferred to data processing cards and verified. For two of the lodges, all of the data was transferred to work sheets and checked before it was recorded on data processing cards and verified.

With the data recorded in this manner, the computer printed out the number and per cent of guests from each geographic area patronizing a particular lodge during each month. There was also a print-out of the number and per cent of monthly visitor days (guests x length of stay) for each lodge attributed to each area. Finally, the monthly lodging expenditures (room rate x length of stay) originating from each area were tabulated for each lodge.

Thus, the number of guests, visitor days, and lodging expenditures were arrayed in the same manner, allowing internal comparison of the data for each lodge. For all seven lodges, information concerning the origin of the guests is virtually complete. A separate code number was assigned for the small percentage of cards without a legible address. Thus, all cards are included. However, for at least one lodge there are important gaps in the information concerning length of stay and room rate. Lodging expenditures pertain only to room accommodations and not to other

services. One other limitation of the data may be mentioned. Occasionally the check-in date was in one month and the check-out date was in the following month. This occurred when the party checked in during the last of one month and checked out the first part of the following month. In these instances the total length of stay was attributed to the check-in month. This procedure did not significantly affect the findings.

The data on the computer print-out sheets were transferred to work sheets in table format and checked. These tables were typed and checked again before printing. With the data in this form an analysis of the guests, visitor-days, and expenditures for rooms was made to determine the factors that explain the geographic distribution of these activities.

Three special features of the study warrant individual mention. First, the information made possible a complete census of overnight visitors to the lodges. Second, many overnight patrons were not typical lake visitors, in the usual sense of the term. Many patrons were on business trips or were attending business conventions, as distinguished from patrons on purely recreational outings. Many patrons did not make their own decision to stay at one of

the lodges. Instead, the decision was made for them by their business firm. Third, the information made it possible to present the data on two of the three usual procedures: the person visit approach and the visitor-day approach.

There follows a brief outline of the study. A review of the recreation policies of selected federal reservoir development agencies is presented in Chapter 2. This information was obtained by a review of the literature, and by interviews with federal reservoir management officials in Oklahoma. The history and purpose of the state lodge system is examined in Chapter 3. Information in this chapter was obtained from records of the Oklahoma Industrial Development and Park Department and the Oklahoma Lake Redevelopment Authority, and through interviews of lodge managers and lodge employees, guests, and citizens of communities adjacent to the lodges. In Chapter 4 the analysis of the data on the origin of the overnight guests at each lodge is presented. The data were obtained from the guest registration cards of each lodge. Chapter 5 includes the analysis of the visitor-days and room expenditures of the lodge guests. The data in this chapter were also computed from the guest registration cards of each lodge. A summary and major conclusions are presented in Chapter 6.

## CHAPTER 2

### RESERVOIR RECREATION POLICIES OF THE FEDERAL GOVERNMENT, WITH SPECIAL REFERENCE TO OKLAHOMA

In the United States during 1960 there were 425 million recreational visits to facilities managed, financed, or licensed by the federal government.<sup>1</sup> Moreover, participation in outdoor recreation has been accelerating in the last two decades. This trend is expected to continue for the rest of the century. During the summer of 1960 Americans participated in an outdoor recreation activity on 4.4 billion separate occasions. It is estimated that by the year 2,000 this will increase to 12.4 billion occasions.<sup>2</sup> Most experts

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<sup>1</sup>Phillip O. Foss, Federal Agencies and Outdoor Recreation, Outdoor Recreation Resources Review Commission Study Report 13 (Washington: U. S. Government Printing Office, 1962), p. 1.

<sup>2</sup>Outdoor Recreation Resources Review Commission Staff, National Recreation Survey, Outdoor Recreation Resources Review Commission Study Report 19 (Washington: U. S. Government Printing Office, 1962), p. 5.

attribute the increased participation to population growth, urbanization, higher incomes, increased mobility, and more leisure.

#### Long Range Policies of the Federal Government

This historical growth and expected increase in recreation has caused the federal government to re-examine its policies regarding recreation. Many federal agencies such as the Forest Service, Tennessee Valley Authority, Bureau of Reclamation, and Army Corps of Engineers have been forced into the recreation business as a consequence of performing such primary duties as conservation, irrigation, flood control or navigation. Even the National Park Service was not designed to provide recreation in the usual sense, but to serve as a museum to preserve geologic or natural oddities.<sup>3</sup> Thus, no single agency existed to establish or coordinate the recreation policies for the federal government until Congress took action in 1958.

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<sup>3</sup>Stewart L. Udall, the present Secretary of the Interior is reported to have upheld the policy in a recent directive. The Secretary wants to encourage active participation at national recreation areas, but feels that the purpose of the National Park System is to preserve natural formations. See, "Off the Beaten Path," Christian Science Monitor, July 11, 1967, p. 13.

Public Law 85-470 was the first step toward rectifying this policy vacuum. With that law Congress established the Outdoor Recreation Resources Review Commission in 1958. The law instructed the Commission to survey the nation's outdoor recreation resources, estimate present and future demand, and recommend suitable policies. The Commission fulfilled its obligation in 27 study reports, which were published in 1962.

The Commission summarized its findings in a report to the President and the Congress.<sup>4</sup> First, the Commission recommended that a recreation policy of national scope be developed. However, the report recommended that the federal government should play an advisory role, and act mainly through the states. The states should, in turn, cooperate with local governments. Second, it was suggested that all agencies administering outdoor recreation should classify lands to make the best possible use of available resources. Third, the Commission developed a 25 point program for the expansion, modification, and intensification of present programs to meet the increasing needs of the people. It

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<sup>4</sup>Outdoor Recreation Resources Review Commission, Outdoor Recreation for America, A Report to the President and the Congress (Washington: U. S. Government Printing Office, 1962).

stressed the need for each state to develop a state-wide plan for outdoor recreation, and the need to develop more imaginative methods of meeting the costs of recreation developments. Fourth, a federally sponsored grants-in-aid program was proposed. Finally, the Outdoor Recreation Resources Review Commission concluded that, although more than 20 federal agencies were involved in recreation, little thought had been given in any one of them to an overall national plan for recreation. In order to remedy this policy vacuum, the Commission proposed that a Bureau of Outdoor Recreation be created within the Department of the Interior.

Following the report of the Commission, President Kennedy announced his support of the Bureau of Outdoor Recreation.

This Bureau will carry out planning functions already assigned to the Department of Interior and will administer the program of Federal assistance for State agencies I am proposing below. This new Bureau will serve as a focal point in the Federal Government for the many activities related to outdoor recreation and will work and consult with the Departments of Agriculture, Army, and Health, Education, and Welfare, the Housing and Home Finance Agency, and with other governmental agencies in implementing Federal outdoor recreation policies.<sup>5</sup>

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<sup>5</sup>Department of the Interior, The New Bureau of Recreation (Washington: U. S. Government Printing Office, 1962), p. 2.

The Bureau of Outdoor Recreation was established April 2, 1962.<sup>6</sup> In the delineation of the areas of responsibility of the Bureau, the Secretary of the Interior relied heavily on the advice of the Outdoor Recreation Resources Review Commission. Secretary Udall proposed six specific areas of responsibility for the Bureau. First, the Bureau does not enter into the management of administrative decisions of existing federal agencies. The Bureau co-ordinates related programs of other agencies. Second, it is a function of the Bureau to stimulate and provide technical and financial assistance to the 50 states. Third, it is the aim of the Bureau to improve conservation and recreation education in the secondary schools and at the college level. It was felt that a more enlightened public is needed as well as more recreation specialists. Fourth, the Bureau conducts recreation resource surveys in order to recommend solutions to problems concerning the most appropriate types of recreation for an area, the relation of recreation to other resource needs, and jurisdictional responsibilities. Fifth, the National Recreation Survey, conducted first by the Outdoor Recreation Resources Review Commission, is to be made periodically by the Bureau. Finally, the Bureau of Outdoor

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<sup>6</sup>Ibid.

Recreation is to formulate a national recreation plan to be submitted to Congress in 1968. The national plan will integrate plans drawn up by the states.<sup>7</sup> Nothing in the national recreation plan negates the pivotal role of the states. The Bureau of Outdoor Recreation has made this clear in repeated statements. The following serves as an example:

So far as public recreation agencies are concerned, the State government should play the pivotal role. State governments are more advantageously situated than either local units or the Federal Government to deal with many recreation problems. They have direct experience in shaping programs to meet their own particular needs and problems. The States occupy a key position--the middle level--in our system of government. The Bureau of Recreation's limited program of advisory assistance currently is provided the States and local governments. Federal grants-in-aid programs for outdoor recreation planning, acquisition, and development will work through the States. Upon enactment of this program, each State will need to designate a central agency to develop the comprehensive statewide recreation plans on which Federal grants-in-aid assistance will be based.<sup>8</sup>

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<sup>7</sup>Since the enactment of the Land and Water Conservation Fund Act of 1965, the states must submit a state outdoor recreation plan or forfeit the matching funds for the development of recreation facilities provided by this Act. Oklahoma has completed the first phase of its plan. See Breisch Engineering Company, Oklahoma Outdoor Recreation Plan (Oklahoma City: Oklahoma Industrial Development and Park Department, 1966).

<sup>8</sup>The New Bureau of Outdoor Recreation, p. 2.

Reservoir Recreation Policies of the  
Federal Government

About three-fourths of all outdoor recreation is water-oriented. Much of this activity occurs at federal reservoirs, which were designed for multiple use. Most reservoir development agencies agree that multiple purpose projects are designed to integrate uses of many kinds without necessarily maximizing any particular use.<sup>9</sup> To date, consistent principles for multiple use reservoirs which include recreation on a par with flood control, navigation, or irrigation have not been developed. In fact, because of different legislative histories, various agencies treat recreation differently in the planning of a reservoir. A brief description of how two agencies, important in Oklahoma, treat recreation in the planning of reservoirs follows.

U. S. Army Corps of Engineers

The Corps of Engineers cannot yet construct a reservoir solely for recreational purposes. Regardless of the original intention of the Corps in constructing a reservoir,

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<sup>9</sup>Outdoor Recreation Resources Review Commission, Multiple Use of Land and Water Areas, Outdoor Recreation Resources Review Commission Study Report 17 (Washington: U. S. Government Printing Office, 1962), p. 3.

they find themselves in the recreation business.

The Corps of Engineers is authorized to build, maintain, and operate basic park facilities in reservoir areas. Access is free and is supposed to be adequate. Facilities at the dam such as overlook stations, fences, and directional signs are considered to be minimum provisions for public safety. Thus, these expenses are not charged to recreation. Facilities developed by the Corps away from the dam, such as access roads or launching ramps are charged to recreation. (Table 1). When additional facilities are desired, the Corps prefers to issue licenses to state or local governments, or to semi-private organizations such as the Boy Scouts, without monetary consideration.<sup>10</sup>

When public institutions are not interested, the Corps will lease areas to private concessionaries, on approval of the construction plans. The usual arrangement is for the payment of a rental fee, plus a percentage of gross receipts. Seventy-five per cent of these revenues are returned to the states for expenditures in the counties in which the reservoirs are located. A summary of the leasing arrangements of the Corps of Engineers in 1960 is presented in Table 2.

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<sup>10</sup>Outdoor Recreation Resources Review Study Report 13, p. 5.

TABLE 1

DEVELOPED RECREATION FACILITIES ON U.S. ARMY  
CORPS OF ENGINEERS' PROJECT LANDS, 1960

| Facilities                        | Corps   | Other  | Total   |
|-----------------------------------|---------|--------|---------|
| Reservoir Access Points           | 1,834   | 1,679  | 3,513   |
| Access roads (miles)              | 2,106   | 1,148  | 3,254   |
| Parking (car spaces)              | 106,353 | 91,793 | 198,146 |
| Public launching ramps            | 1,011   | 916    | 1,927   |
| Picnic areas                      | 641     | 610    | 1,251   |
| Swimming beaches                  | 202     | 124    | 326     |
| Bath-change houses                | 41      | 62     | 103     |
| Public camp grounds               | 224     | 369    | 593     |
| Tent spaces                       | 18,655  | 7,397  | 26,052  |
| Trailer spaces                    | 4,482   | 5,231  | 9,713   |
| Trailer spaces<br>(w/serv. conn.) |         | 1,948  |         |
| Guest establishments              |         | 563    |         |
| Rental units                      |         | 2,385  |         |
| Restaurants                       |         | 153    |         |
| Organized camps                   |         | 221    |         |

Source: Federal Agencies and Outdoor Recreation;  
Outdoor Recreation Resources Review Commission Study Report  
13 (Washington: U. S. Government Printing Office, 1962),  
p. 4.

TABLE 2

LEASING ARRANGEMENTS OF THE U.S. ARMY  
CORPS OF ENGINEERS, JANUARY, 1961

| Lessees                                                      | Number     | Acres            |
|--------------------------------------------------------------|------------|------------------|
| State and local governmental<br>park and recreation agencies | 340        | 215,918          |
| Quasi-public recreation agencies                             | 269        | 20,378           |
| Private recreation agencies and<br>individuals               | 2,395      | 3,088            |
| Concessionaires                                              | 350        | 5,843            |
| State and Federal fish and<br>wildlife agencies              | <u>106</u> | <u>1,123,347</u> |
| TOTAL                                                        | 3,460      | 1,368,574        |

Source: Federal Agencies and Outdoor Recreation;  
Outdoor Recreation Resources Review Commission Study Report  
13 (Washington: U. S. Government Printing Office, 1962),  
p. 5.

It is established policy of the Corps to consider recreation activity. However, in order to insure against overemphasis on recreation, the project will not be authorized unless the sum of all non-recreational benefits is sufficient to cover at least 85 per cent of total costs. Each purpose of the project, including recreation, must produce benefits equal to the incremental cost of adding that element to the plan.<sup>11</sup> Due to the stipulation that only 15 per cent of the benefits of a project can be assigned to recreation, there is a tendency to place a ceiling on the dollar value of a visitor-day.<sup>12</sup> First, the Corps underestimated the number of visits for most projects.<sup>13</sup> Second, the Corps assigns values from \$0.50 to \$1.50 per visitor-day. At least two study reports of the Outdoor Recreation Resources Review Commission concluded that recreation is still a secondary concern of the Corps of Engineers.<sup>14</sup>

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<sup>11</sup>Outdoor Recreation Resources Review Commission Study Report 13, p. 7.

<sup>12</sup>Outdoor Recreation Resources Review Commission, Water for Recreation -- Values and Opportunities, Outdoor Recreation Resources Review Commission Study Report 10 (Washington: U. S. Government Printing Office, 1962) p. 48.

<sup>13</sup>Outdoor Recreation Resources Review Commission Study Report 13, p. 7.

<sup>14</sup>Outdoor Recreation Resources Review Commission Study Reports 10 and 13.

Federal Bureau of Reclamation

Unlike the Corps of Engineers, the Bureau of Reclamation can allocate costs to recreation only if such an allocation is authorized by a specific Act. For reservoirs other than where specific authorization was made, recreation is incidental. The passage of the Water Projects Recreation Act of 1965 facilitated development of recreation facilities at Reclamation projects. It allowed the Department of the Interior limited authority to provide recreation opportunities on existing projects. It also provided for further cooperation with State and local governments in recreation development on existing and new projects.<sup>15</sup>

The Bureau has taken recreation potential into account in its proposals for about the last 15 years. Before the creation of the Bureau of Outdoor Recreation, the National Park Service was responsible for initial planning of recreation for Reclamation projects as well as planning for construction of recreation facilities. Since the Bureau of Outdoor Recreation began operation in 1962, it has taken over the function of initial planning. The National Park

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<sup>15</sup>U. S. Department of the Interior, Population (Washington: U. S. Government Printing Office), p. 42.

Service still undertakes planning for construction.<sup>16</sup>

There seems to be considerable co-ordination at the higher or broader levels between the Corps of Engineers and the Bureau of Reclamation, both in overall water resource development and in recreation planning. The establishment of the Bureau of Outdoor Recreation, the Water Resources Council, and the Office of Water Resources has encouraged such coordination. What appears to be lacking, in the opinion of this writer, is adequate planning of recreation facilities on a project by project basis. This is probably due to the fact that Congress has not provided the legislation to allow recreation to be of equal status with such uses as navigation, flood control or irrigation.

#### Reservoir Recreation Development of Selected

##### Federal Agencies in Oklahoma

To a large extent, the park and lodge systems in Oklahoma was made possible by the reservoir systems developed by the U. S. Army Corps of Engineers and the Federal Bureau of Reclamation. Other federal agencies, such as the Soil Conservation Service and the Area Redevelopment Administration

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<sup>16</sup>This information was provided in an interview by Mr. Norman Flaigg, Area Engineer, Oklahoma City Office, Federal Bureau of Reclamation.

have contributed to reservoir recreation in Oklahoma, but the Corps of Engineers and the Bureau of Reclamation have been the most active.

#### U. S. Army Corps of Engineers

The Corps of Engineers has developed the most extensive reservoir system in Oklahoma (Figure 1). All of the largest reservoirs built by the Corps, except Texoma, are part of the Arkansas River multi-purpose project. About 308,000 acres of water surface, with 2,000 miles of shoreline for public use have been developed by the Corps in Oklahoma.<sup>17</sup> They spent more than \$3 million in the decade 1951-1960 for recreation development in Oklahoma. This was about 12 per cent of all spending in the nation for recreation by the Corps. Of the total, \$1.6 million was for operation and maintenance, \$1.4 million for development and construction, and \$155,000 for land acquisition.<sup>18</sup>

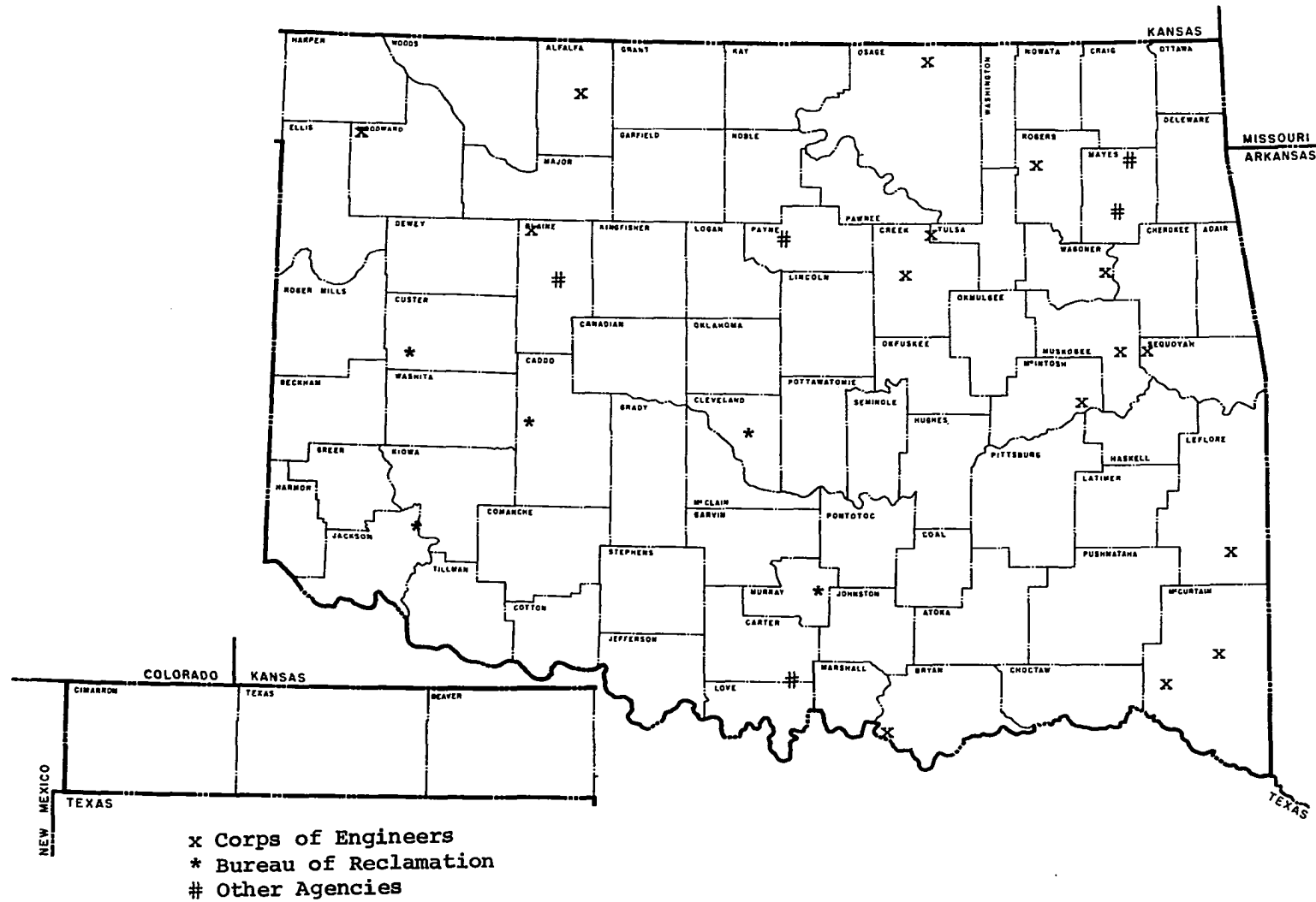
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<sup>17</sup>U. S., Army Corps of Engineers, Oklahoma: Water Resources Development (Dallas: U. S. Army Engineers Division, Southwestern, 1965), p. 29.

<sup>18</sup>Data on expenditures are from Outdoor Recreation Resources Review Commission, Public Expenditures for Outdoor Recreation, Outdoor Recreation Resources Review Commission Study Report 25 (Washington: U. S. Government Printing Office, 1962).

FIGURE 1

MAJOR LAKES IN OKLAHOMA, BY DEVELOPMENT AGENCY



Lake Eufaula, in Eastern Oklahoma, is the largest reservoir in Oklahoma, and the seventh largest man-made lake in the United States. The project was completed in 1965, at a total cost of \$120 million.<sup>19</sup> Approximately 2.3 million people visited the lake in 1965. During the first seven months of 1966 about 1.5 million visitors used the lake.<sup>20</sup>

Before the completion of the Eufaula reservoir, Lake Texoma was the largest reservoir in the southwest. It was completed in 1944 on the Red River. Recreation facilities are situated in northeastern Texas and southeastern Oklahoma. Attendance at Lake Texoma was about 8.2 million in 1964, and 8.9 million in 1965. Five million people visited the lake during the first seven months of 1966.

On the basis of attendance, Fort Gibson is the next most important reservoir built by the Corps in Oklahoma. This reservoir was completed in 1953, after an interruption

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<sup>19</sup>The \$120 million includes all costs, not just recreation. An indication of the magnitude of spending for recreation at Eufaula is that nearly \$3 million was allotted for clearing brush. Most of this cost was allocated to recreation. See Daniel D. Badger, "Recreational Considerations in Water Planning," Water for Texas, Proceedings of the Tenth Annual Conference of the Water Resource Institute (College Station, Texas: Water Resources Institute, 1965).

<sup>20</sup>Data on attendance was obtained from U. S. Army Corps of Engineers, Tulsa District, Office Operations Branch.

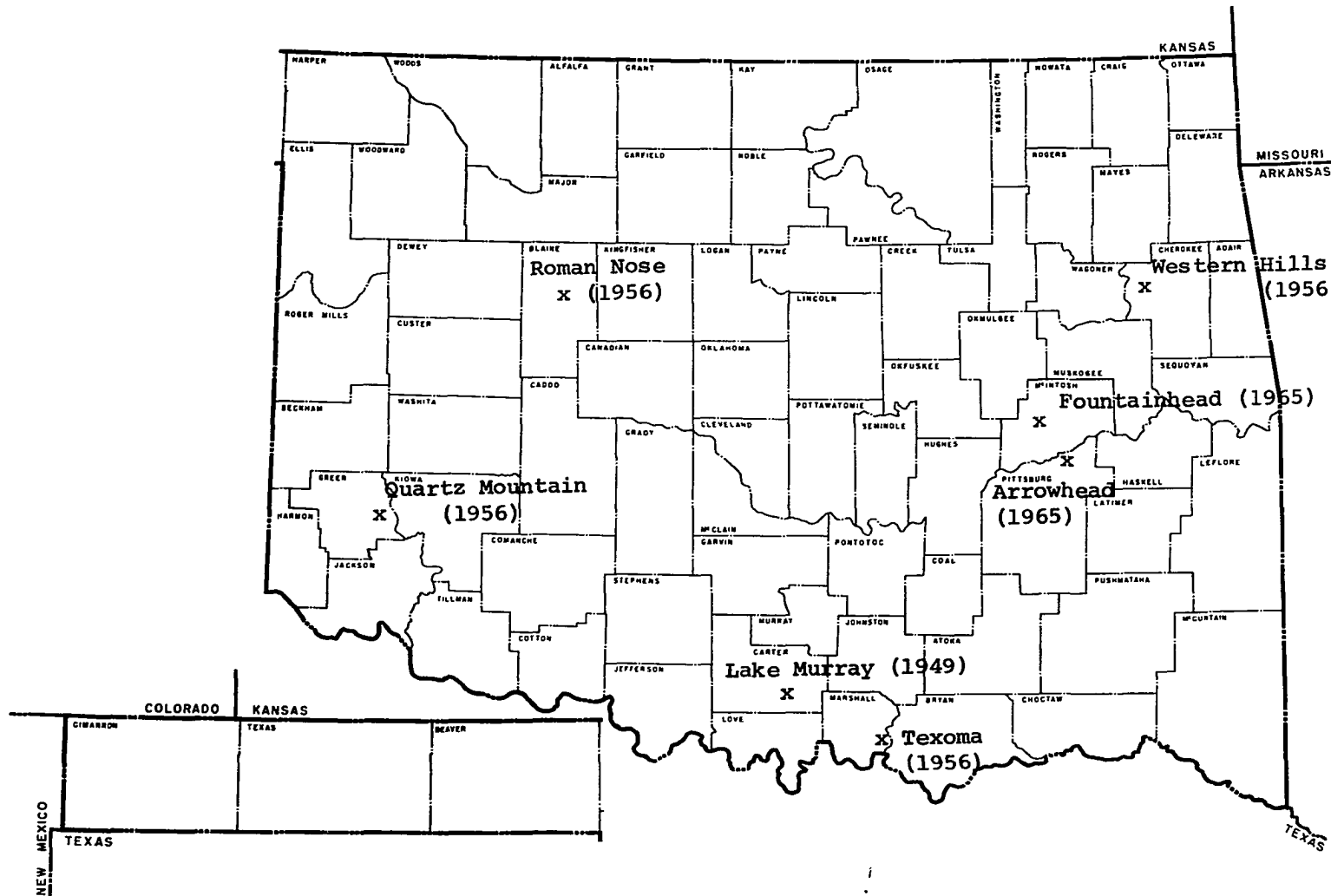
during World War II. Attendance at Ft. Gibson was 2.8 million in 1964, 2.5 million in 1965, and 1.5 million during the first seven months of 1966.

Four state parks and lodges are located on these three reservoirs. They are Lake Texoma State Park and Lodge, Sequoyah State Park and Western Hills Lodge on Ft. Gibson Reservoir, Fountainhead State Park and Lodge and Arrowhead State Park and Lodge on Lake Eufaula. (Figure 2).

Three other Corps reservoirs had more than a million visitors each in 1965. They are Keystone, Tenkiller and Oologah in Northeastern Oklahoma. All three are part of the Arkansas River project. Total attendance at flood control projects for the Corps of Engineers, Tulsa District was 22.5 million in 1965. There follows a list of the reservoirs developed by the Corps of Engineers and the year of completion: (1) Broken Bow, under construction; (2) Canton, 1948; (3) Denison (Texoma, 1944; (4) Eufaula, 1965; (5) Fort Gibson, 1953; (6) Fort Supply, 1942; (7) Great Salt Plains, 1941; (8) Heyburn, 1950; (9) Hulah, 1951; (10) Keystone, 1965; (11) Oologah, 1963; (12) Pine Creek, under construction; (13) Tenkiller, 1952; and (14) Wister, 1949.

FIGURE 2

LOCATION OF THE OKLAHOMA STATE LODGES



Year in parentheses indicates year of completion of the lodge.

The Federal Bureau of Reclamation

The Bureau of Reclamation is the other federal agency assigned major responsibility for developing reservoirs in Oklahoma. Instead of developing its own recreation facilities, however, the Bureau of Reclamation relies on the National Park Service and the Bureau of Sport Fisheries for planning and operation. The National Park Service spent \$804,000 for recreation in Oklahoma during the decade, 1951-1960. The Bureau of Sport Fisheries spent more than \$6 million between 1951 and 1960. Only a small part of this was at Reclamation reservoirs. This writer was unable to determine the amount of spending or attendance at Reclamation reservoirs in Oklahoma.

There are five reservoirs constructed by the Bureau of Reclamation in Oklahoma. Altus Dam and Reservoir is the oldest. It was completed in 1944 on the North Fork of the Red River. The State has built Quartz Mountain State Park and Lodge on its shore in Greer County. Other reservoirs are: (1) Fort Cobb in southwestern Oklahoma, completed in 1959; (2) Foss Reservoir in Western Oklahoma, completed in 1961; (3) Norman Reservoir in Central Oklahoma, completed in 1965; and (4) Arbuckle Reservoir in Southeastern Oklahoma, completed in 1966.

Other major lakes in Oklahoma are: (1) Carl Blackwell, built by the Department of Agriculture, completed in 1940; (2) Lake O' the Cherokees, built by the Grand River Dam Authority, completed in 1941; (3) Markham Ferry, built by the Grand River Dam Authority, completed in 1964; (4) Lake Murray, built by the Civilian Conservation Corps, completed in 1933.

## CHAPTER 3

### THE DEVELOPMENT OF THE STATE PARK AND LODGE SYSTEM IN OKLAHOMA

#### The State Parks

Several agencies of the federal government have played a key role in the development of the park and lodge system in Oklahoma.<sup>1</sup> Two federal agencies cooperated with the state in the development of the first state park at Lake Murray in 1933. The land was purchased by the State of Oklahoma and the National Park Service, and the lake was constructed by the Civilian Conservation Corps. Throughout the 1930's federally funded agencies such as the National Park Service, the Civilian Conservation Corps and the Works Progress Administration were engaged in park development in Oklahoma. By 1937, when the first state park agency was

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<sup>1</sup>Tommy D. Craighead, "A Comparative Study of the Oklahoma and Tennessee State Park Systems" (unpublished Master's thesis, Department of Regional and City Planning, University of Oklahoma, 1965), p. 42.

established, Oklahoma had seven areas designated as state parks. As noted in Chapter 2, the Federal Bureau of Reclamation, the U. S. Army Corps of Engineers, and other agencies have been active in developing reservoirs and their shorelines in Oklahoma since World War II.

The Planning and Resources Board was the agency established in 1937 to administer the park system. The Planning and Resources Board and the Commerce and Industry Department were merged in 1965 to form the Industrial Development and Park Department. The Industrial Development and Park Department has the responsibility of promoting industrial development in the state, as well as developing recreation and tourism facilities. This arrangement is understandable since Oklahoma considers the state parks as a basic industry.<sup>2</sup> There are two divisions within the Industrial Development and Park Department which are responsible for the provision of recreation and tourism facilities. They are the Division of Parks, Recreation and Waterways, and the Division of State Lodges. Also, the Division of Publicity, Advertising and Information is responsible for both industrial development and tourism.

The park system grew from seven parks in 1937 to twenty-one parks, fourteen recreation areas and nine monuments

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<sup>2</sup>Ibid., p. 76.

in 1966. Total attendance was more than ten million in 1966. Revenue in 1966 was \$715,000 from the park operated concessions and leased concessions in the parks.<sup>3</sup>

In comparison to other states, Oklahoma ranks second in the nation in park income; eighth in park attendance; third in group camp users; and fourteenth in park acreage.<sup>4</sup> Perhaps the reason Oklahoma ranks relatively high in park income is due to the seven state lodges that are the subject of the present study. No other state has developed such an elaborate state owned lodge system. These lodges are managed and maintained by the Lodge Division of the Industrial Development and Park Department.

#### The Development and Purpose of the State Lodge System

During World War II the income and mobility of the American population increased substantially. This led to

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<sup>3</sup>Data are from the "Activity Report of the Division of Parks, Recreation and Waterways," Activities of the Oklahoma Industrial Development and Park Commission and Oklahoma Industrial Development and Park Department, July 1, 1965 to November 1, 1966 (Oklahoma City: Oklahoma Industrial Development and Park Department, 1966). Data on revenue do not include income from oil and gas leases or lodge operations.

<sup>4</sup>Unpublished data from the Industrial Development and Park Department.

a more than proportionate increase in the demand for recreation and tourist facilities. According to the Director of Tourist and Outdoor Recreation Division, this placed a strain on the existing Oklahoma Park system.

After the war, the original developments and existing park facilities quickly became over-used and inadequate. This was especially true with respect to vacation lodging and food service.<sup>5</sup>

Before 1947 the Planning and Resources Board held the opinion that although Oklahoma was able to attract its share of tourists from the region and the nation, too many were passing through the State without stopping overnight because of inadequate accommodations. After the war, however, the future of tourism and recreation seemed too risky to attract capital from private sources for investment in vacation lodging facilities. The legislature was unwilling to appropriate funds for this purpose, and the Planning and Resources Board felt the State Constitution prohibited deficit financing for lodging facilities in the parks.<sup>6</sup>

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<sup>5</sup>Unpublished paper prepared by Jeff Griffin of the Oklahoma Industrial Development and Park Department, Undated, p. 3 (mimeographed).

<sup>6</sup>Ibid.

### Development of the Oklahoma Lodge System<sup>7</sup>

The Oklahoma Planning and Resources Board was aware of this deficiency before 1947 and began to explore methods to finance improvements. The members of a committee of the 1947 legislative session and the Planning and Resources Board concluded that a self-liquidating bond issue would be the most feasible means of financing the projects. Such bond issues had been commonly used by colleges and universities. The legislature in 1947 enacted legislation authorizing the Planning and Resources Board, Division of State Parks, to proceed with a revenue bond program limited to one existing park area.

In 1948 the Planning and Resources Board sold \$850,000 of Park Improvement Bonds to finance construction of a 26-room lodge and 44 cabins in the already well-attended Lake Murray State Park in south central Oklahoma. The project proved to be a financial success. In the first 3½ years

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<sup>7</sup>Unless otherwise cited the data for the discussion of the history of the lodge system were furnished by Mr. Charles Monroe, Director of the Lodge Division of the Oklahoma Industrial Development and Park Department, Mr. Jeff Griffin also of the Industrial Development and Park Department, and Mr. Jack Boyd formerly of the Planning and Resources Board. Mr. Ted Davis, Secretary-Treasurer of the Oklahoma Lake Redevelopment Authority, provided most of the information concerning Arrowhead and Fountainhead Lodges.

net income was sufficient to meet bond requirements for five years.<sup>8</sup> However, revenue from all revenue-producing facilities in the park were pledged to the payment of the bonded indebtedness. The general public seemed satisfied and private lodging interests raised no objection. The lack of objection from the private sector was due in large part to the fact that the lodge was turned over to a private concessionaire for operation on an annual rental basis. The legislation stressed that the purpose of the lodges was to act as a pilot project to demonstrate that sufficient demand existed to warrant such developments in the hope that private builders would enter the field.

Officials felt that they had hit on an ideal method to provide adequate facilities and to attract cooperation of the private sector through the concessionaire arrangement. Black and Veatch, engineering consultants, were retained to study the economic feasibility of a series of lodges and cabin developments in State parks. On the basis of their study, the firm concluded that lodges were feasible at Texoma, Sequoyah, and Quartz Mountain State Parks under

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<sup>8</sup>Financing Public Recreation Facilities, Outdoor Recreation Resources Review Commission Study Report 12 (Washington: U. S. Government Printing Office, 1962), p. 79.

certain conditions. They recommended that the interest rate be set at 4.5 per cent or 4.75 per cent, that there be no payments on the principal for two years after issuance of the bonds, and that there be a 28-year period of repayment.

The State embarked on a much more ambitious program in 1954. The legislature authorized the sale of a \$25 million open-end issue of State Park Improvement Bonds. In September, 1954 the Planning and Resources Board sold a \$7.2 million bond issue at 4.5 per cent interest. The main purpose of the issue was to build lodges, cabins, swimming pools and other resort facilities at Lake Texoma, Sequoyah, Quartz Mountain and Roman Nose State Parks. The outstanding bonds sold in 1949 for Lake Murray Lodge were retained in order to bring it into the system. Lake Murray Lodge was nearly doubled in size, and a swimming pool was added. In addition, cabins, group cabins, and pools were built and improvements were made at the eight remaining parks. Part of the issue was used to pay interest for eighteen months, to capitalize a reserve fund, and to pay audit and engineering fees in connection with construction. The construction funds, pro rata funds of the total issue and pro rata annual payment for each of the thirteen affected State parks are shown in Table 3.

TABLE 3

CONSTRUCTION FUNDS, PRO RATA OF TOTAL ISSUE,  
AND PRO RATA PAYMENT OF THE 1954 STATE  
PARK IMPROVEMENT BOND ISSUE

|                              | Construction<br>Funds<br>(Thousands<br>of dollars) | Pro Rata of<br>Total Issue<br>(Thousands<br>of dollars) | Pro Rata<br>Payment<br>(Thousands<br>of dollars) |
|------------------------------|----------------------------------------------------|---------------------------------------------------------|--------------------------------------------------|
| Alabaster                    | \$ 1                                               | \$ 1                                                    | \$ *                                             |
| Beavers Bend                 | 81                                                 | 91                                                      | 8                                                |
| Boiling Springs              | 21                                                 | 24                                                      | 2                                                |
| Greenleaf                    | 15                                                 | 16                                                      | 2                                                |
| Lake Murray <sup>1, 2</sup>  | 1,175                                              | 1,325                                                   | 122                                              |
| Osage Hills                  | 49                                                 | 55                                                      | 5                                                |
| Quartz Mountain <sup>2</sup> | 660                                                | 745                                                     | 69                                               |
| Robbers Cave                 | 34                                                 | 38                                                      | 4                                                |
| Roman Nose <sup>2</sup>      | 169                                                | 190                                                     | 18                                               |
| Sequoyah <sup>2</sup>        | 1,640                                              | 1,850                                                   | 171                                              |
| Tenkiller                    | 296                                                | 334                                                     | 31                                               |
| Texoma <sup>2</sup>          | 2,226                                              | 2,511                                                   | 231                                              |
| Wister                       | 17                                                 | 19                                                      | 2                                                |
| Total Construction<br>Funds# | \$6,383                                            |                                                         | \$665                                            |
| Total Bond<br>Indenture#     |                                                    | \$7,200                                                 |                                                  |

Source: Unpublished data furnished by the Industrial Development and Park Department.

\*Less than \$1,000.

#Components may not add to total due to rounding.

<sup>1</sup>Includes \$850,000 Lake Murray original bonds, issued in 1948.

<sup>2</sup>Includes a lodge.

Revenue of all sixteen State parks are committed to the debt requirement. However, tax revenues are not committed to the obligation. This was a self-liquidating issue, to be paid entirely from the park revenue. Under the Trust Agreement provisions, the Planning and Resources Board was obligated to pay the Trustees \$665,000 a year. (Table 3).

The program experienced difficulty early due in part to mistakes in planning.<sup>9</sup> First, the feasibility reports had suggested only three lodges should be built at Texoma, Sequoyah, and Quartz Mountain State Parks. Due to the influence of legislators from Western Oklahoma, Roman Nose Lodge was added to the program. This lodge, located in northwestern Oklahoma, is reported to be a chronic money loser. Also, Lake Murray Lodge was substantially expanded.

Second and of more consequence was the fact that the repayment period was shortened from the suggested 28 years in the feasibility report, and the 30 years recommended by the Planning and Resources Board, to 17½ years. The bond syndicate argued that the use of revenue bonds for recreational purposes was too speculative. Thus, buyers would demand more protection. This raised the annual payment

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<sup>9</sup>Ibid., pp. 79-80.

from the planned \$441,000 to \$665,000. This later caused the annual rental fee of the concessionaires to be raised.

Finally, problems arose over delays in opening the lodges. The lodges opened late in the season and missed most of the first year's vacation business. With these difficulties, all but two of the lodges were turned back to the State for operation by 1957. These two lodges (Lake Murray and Western Hills) reverted to the State in 1963.

The difficulties were abated in 1958, due to a wind-fall income to the park system from the sale of oil royalties on a portion of Lake Murray State Park for \$969,000. Since this was park income, it was pledged toward retirement of the revenue bond principal and interest during the year in which it was received. Business began to improve after that to keep the lodges on a sound financial basis for a few years. As of June 30, 1967 all payments on the principal and interest have been made. At that time \$4.6 million of the bonds were liquidated, leaving \$2.6 million outstanding.

These lodges are now more than eleven years old, and many of the facilities are in need of repair or modernization. The legislature has not appropriated working capital to the lodges for such purposes. If such actions are not carried out, it is likely that the lodges will continue to

see their occupancy rates decline. It should also be noted that Oklahoma is meeting increased competition from surrounding states, due to recent development of reservoirs in those states.<sup>10</sup>

Past and present officials of the park agency stressed a basic principle should be followed in developing lodges in the future that was established in 1954. Since the lodges were build with self-liquidating bonds, they should be located in established, well-attended parks. This rule was violated in the case of the two newest lodges (Arrowhead and Fountainhead) built on the new Lake Eufaula.

In January 1961 it seemed likely Congress was going to pass the Area Redevelopment Administration Act. The administration of Governor J. Howard Edmondson explored ways to take advantage of such legislation before it was actually passed. Largely through the efforts of Governor Edmondson's Administrative Assistant, J. Leland Gourley, it was decided to begin preliminary studies of the feasibility of a lodge on Lake Eufaula that was at the time under

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<sup>10</sup>Hudgins, Thompson and Ball, Inc., Eastern and South Central Recreation and Tourism Study, Vol. 1, prepared by Hudgins, Thompson and Ball, Inc. and Development Planning Associates for Bureau of Indian Affairs Department of Interior and Area Development Administration, Department of Commerce, April, 1965, p. 17.

construction.

A study of the area completed in August, 1961 by the Bureau of Business Research at the University of Oklahoma indicated the possibilities of recreation in that area.<sup>11</sup> However, the Planning and Resources Board could not issue additional bonds for lodge development until the net revenue from the existing lodges equalled 1.5 times the annual debt service of the 1954 bond issue for three consecutive years. In order to circumvent this bottleneck, Oklahoma Lake Redevelopment Association, Inc. (a charitable corporation) was formed. This corporation established Oklahoma Lake Redevelopment Authority, a public trust, to raise the money needed to build the lodges. All of this was accomplished before the Area Redevelopment Administration Act was passed by Congress.

Soon after the bill was passed, the Oklahoma Lake Redevelopment Authority entered negotiations with the Community Facilities Administration of the Area Redevelopment Administration. Before the Government would proceed with the negotiations, they asked for a feasibility study. Black and

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<sup>11</sup>A Program for Economic Development in Haskell, Okmulgee, McIntosh and Pittsburg Counties, Industrial Development Series No. 3 (Norman: Bureau of Business Research, University of Oklahoma, 1961).

Veatch, Consulting Engineers of Kansas City, were retained. An opinion was released April, 1962 by Black and Veatch. This study was based on the historical experience of the lodges built with the 1954 bond revenue.<sup>12</sup> It included two lodges rather than the single lodge of preliminary discussions. On the basis of the historical experience of the existing lodges, the occupancy rate was estimated to average 40 per cent for the 208 units at each lodge.<sup>13</sup> It was estimated that the net revenue from all park facilities would amount to \$639,000 annually.

On the basis of the projections by Black and Veatch, the Community Facilities Administration authorized a \$1.3 million grant and a \$9 million loan to build Arrowhead and Fountainhead Lodges. The federal agency stipulated that this money would be made available only if the Oklahoma Lake Redevelopment Authority would turn the actual operation of the lodges over to the Planning and Resources Board. Thus,

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<sup>12</sup>Data from Roman Nose Lodge were not utilized in the projections.

<sup>13</sup>Average daily occupancy in 1966 at Arrowhead Lodge was 18.5 per cent, and 26.9 per cent at Fountainhead Lodge. See, John Mager, "The Impact of the Two State Lodges at Lake Eufaula on Occupancy at Other State Lodges in Oklahoma" (unpublished Master's thesis, Department of Economics, University of Oklahoma, 1967), p. 16.

the Board was unable to finance the project, but was responsible for its operation.

So far, the expectations of the developers have not been met. Some of the problems were the same as those faced in 1956. First, the lodges were scheduled for opening March 31, 1965. Fountainhead Lodge was opened May 1, 1965, and Arrowhead opened May 15, 1965. Thus, each lodge lost thirty to forty-five days at the start of the summer tourist season.

Second, the front-end debt load was unrealistic. The Authority was to pay \$152,000 interest payments December 1, 1965 and another December 1, 1966. The lodges cleared only about \$35,000 during their first year of operation. Therefore, neither of these payments was made. Since then, it has missed the first payment on the principal. This payment in the amount of \$552,000 was to have been made April 1, 1967.

Perhaps a more serious problem is the charge that the original plan and purposes of the two Eufaula lodges were not followed. The original plan called for an amphitheater at Fountainhead, a Western Horseshow Arena at Arrowhead, and airstrips at both lodges. The original concept was to develop a "total recreation complex" on Lake Eufaula, with

Fountainhead catering to the luxury-minded, convention-recreation clientele. It is felt by the proponents of the plan that the complete development of these facilities is necessary for a profitable venture. This would require additional appropriations from the legislature, but there is a group of legislators from Western Oklahoma who have opposed the project from the beginning. Hence, there is little hope of aid from the legislature. In fact, the Planning and Resources Board was opposed to the plan at its inception.<sup>14</sup>

#### Purpose of the Lodges

There exists some ambiguity of the purpose of the lodge system among park and lodge officials. To the knowledge of this writer, a statement of the purpose of the total lodge system has never been made. In part, the confusion of purpose is due to the fact that although the lodges are a part of the park system, they must generate enough revenue to pay for themselves. State parks have generally been supported by legislative appropriations, and the services and facilities have been made available for

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<sup>14</sup>Oklahoma City Times, December 28, 1962 and January 10, 1963.

virtually no direct payment by the user.

The five lodges built in 1956 had a twofold purpose. They were to serve as a demonstration project, as well as provide recreation facilities for Oklahomans. Since the lodges at Eufaula were financed by funds provided by the Area Redevelopment Administration, the employment of labor indigenous to the area was an important aim. J. Leland Gourley, Chairman of the Trustees of the Oklahoma Lake Redevelopment Authority said:

. . . the \$10.3 million lodge project [Arrowhead and Fountainhead] was not created primarily for the recreation of Oklahomans, but to furnish employment.<sup>15</sup>

Clearly, the employment results from the recreation activity at the lodges. The issue revolves around the higher rates charged at Arrowhead and Fountainhead than at the other lodges. For example, the rates range from \$16 to \$20 at Fountainhead for rooms without suites or parlors, to accommodate one or two adults, as of the summer, 1967. The rates for similar accommodations at Western Hills range from \$13 to \$17. The rates at Arrowhead are intermediate to these. Some people felt that Oklahomans would not be willing to pay the higher rates for the newer accommodations.

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<sup>15</sup>Sunday Oklahoman, February 28, 1965, p. 13.

The developers argued that the primary purpose of the two lodges was to attract out-of-state residents to Oklahoma, and to induce them to stay overnight.

. . . Let there be no flinching at the use of the words "plush and luxury".

Quite frankly, we must get into a receptive mood for folks who will come here and spend money for their own leisure that will help our economy grow.<sup>16</sup>

However, during the fiscal year, 1966 more than 80 per cent of the guests at Arrowhead and Fountainhead came from Oklahoma. This was considerably higher than at most other lodges. Moreover, the average daily occupancy rates were lower at these two lodges than at the older lodges. It has been suggested that the rates have discouraged out-of-state guests, as well as Oklahomans.

The developers maintain, however, that the lack of certain facilities is a more serious problem than the rates. They argue that if these two lodges really offered luxurious facilities guests would be willing to pay the higher rates.<sup>17</sup> According to this group, if Arrowhead and Fountainhead could function as a total recreation complex, the Industrial Development and Park Department could then formulate an overall

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<sup>16</sup>Oklahoma City Times, May 13, 1965.

<sup>17</sup>Interview with Mr. Ted Davis, Secretary-Treasurer of the Oklahoma Lake Redevelopment Authority.

system that would allow Arrowhead and Fountainhead to complement the older lodges. The two Eufaula lodges could cater to the luxury-minded clientele, and leave the economy market to the older lodges.

#### Facilities at the Lodges

Facilities vary from lodge to lodge. For example, Fountainhead has nearly 200 rooms in the main lodge, compared to 20 rooms at Roman Nose. (Table 4). Convention facilities range from a seating capacity of 1,320 in 8 rooms at Western Hills to 110 in the dining room at Roman Nose. (Table 5).

All of the lodges are situated in state parks and near reservoirs. Therefore, a wide range of recreation facilities is available. Facilities for such activities as fishing, swimming, golf and tennis are generally available. (Table 6).

Although there is a wide range of recreation facilities at each lodge, many guests complained that there is too little activity.<sup>18</sup> This complaint was especially frequent

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<sup>18</sup>This section is based on the writer's impression of the lodges, which was gained from conversations with the lodge employees and guests, and data from a Master's thesis in preparation by Max Hire.

TABLE 4

NUMBER OF LODGE ROOMS, CABIN UNITS AND  
CAPACITIES AT THE OKLAHOMA STATE LODGES

| Lodge           | Lodge Rooms      | Cabin Units | Total Capacity |
|-----------------|------------------|-------------|----------------|
| Arrowhead       | 104              | 100         | 482            |
| Fountainhead    | 180              | 22          | 520            |
| Lake Murray     | 53               | 86          | 386            |
| Quartz Mountain | 44               | 16          | 180            |
| Roman Nose      | 20               | 14          | 90             |
| Texoma          | 123 <sup>a</sup> | 68          | 576            |
| Western Hills   | 114 <sup>a</sup> | 50          | 456            |

Source: Oklahoma Industrial Development and Park Department.

<sup>a</sup>Includes 20 dormitory rooms in the Bayview Lodge at Texoma, and 12 Cabana rooms at Western Hills.

TABLE 5

SEATING AND BANQUET CAPACITY OF FUNCTION ROOMS  
AT OKLAHOMA STATE LODGES

| Lodge           | Room            | Seating Capacity |         |
|-----------------|-----------------|------------------|---------|
|                 |                 | Meeting          | Banquet |
| Arrowhead       | Ballroom        | 270              | 185     |
|                 | Redwood Room    | 60               | 50      |
|                 | Patio           | ...              | 50      |
| Fountainhead    | Ballroom        | 550              | 410     |
|                 | Terrace Room    | 60               | 50      |
|                 | Patio Room      | 30               | 25      |
|                 | Vista Room      | 300              | 250     |
| Lake Murray     | Ballroom        | 400              | 350     |
|                 | Dining Room     | 200              | 175     |
|                 | Murray Room     | 150              | 120     |
|                 | Pioneer Room    | 100              | 75      |
|                 | Sooner Room     | 100              | 75      |
|                 | Coffee Shop     | 75               | 50      |
|                 | Villa Parlor    | 30               | 20      |
|                 | Lounge          | 125              | 100     |
| Lake Texoma     | Ballroom        |                  |         |
|                 | Section A       | 80               | 65      |
|                 | Section B       | 80               | 65      |
|                 | Section C       | 65               | 50      |
|                 | Section D       | 65               | 50      |
|                 | Section E       | 350              | 250     |
|                 | Dining Room     | 400              | 350     |
| Quartz Mountain | Wichita Room    | 80               | ...     |
|                 | Dining Room     | 150              | ...     |
| Roman Nose      | Dining Room     | ...              | 110     |
|                 | Other           | 12               | ...     |
| Western Hills   | Choctaw Room    | 115              | 84      |
|                 | Seminole Room   | 200              | 130     |
|                 | Chickasaw Room  | 170              | 100     |
|                 | Creek Room      | 26               | 20      |
|                 | Sequoyah (East) | 390              | 250     |
|                 | Sequoyah (West) | 390              | 250     |
|                 | Library Room    | 30               | 22      |

Source: Oklahoma Industrial Development and Park Department.

TABLE 6

## FACILITIES AVAILABLE AT THE SEVEN STATE LODGES AND PARKS

| FACILITY              | ARROWHEAD<br>STATE<br>PARK | FOUNTAINHEAD<br>STATE<br>PARK | LAKE MURRAY<br>STATE<br>PARK | LAKE TEXOMA<br>STATE<br>PARK | QUARTZ<br>MOUNTAIN<br>STATE<br>PARK | ROMAN<br>NOSE<br>STATE<br>PARK | SEQUOYAH<br>STATE<br>PARK<br>(Western<br>Hills<br>Lodge) |
|-----------------------|----------------------------|-------------------------------|------------------------------|------------------------------|-------------------------------------|--------------------------------|----------------------------------------------------------|
| Resort Lodge          | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Cottages              | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Restaurant            | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Convention Hall       | x                          | x                             | x                            | x                            | x                                   | --                             | x                                                        |
| Grocery Store         | x                          | x                             | x                            | x                            | x                                   | --                             | x                                                        |
| Camping Facilities    | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Trailer Parking       | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Youth Camp            | --                         | --                            | x                            | --                           | x                                   | x                              | --                                                       |
| Picnicking Facilities | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Picnic Shelters       | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Fishing               | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Fishing Guide Service | --                         | --                            | --                           | x                            | x                                   | --                             | x                                                        |
| Enclosed Fishing Dock | x                          | x                             | x                            | x                            | x                                   | --                             | x                                                        |
| Fishing Supplies      | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Boat Rental           | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Motor Rental          | x                          | x                             | x                            | x                            | x                                   | --                             | x                                                        |
| Boat Ramps            | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |
| Pontoon Boats         | --                         | --                            | x                            | x                            | x                                   | --                             | --                                                       |
| Excursion Boats       | x                          | x                             | x                            | x                            | --                                  | --                             | x                                                        |
| Swimming Pool         | x                          | x                             | x                            | x                            | x                                   | x                              | x                                                        |

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(continued)

TABLE 6--Continued

| FACILITY              | ARROWHEAD | FOUNTAINHEAD | LAKE MURRAY | LAKE TEXOMA | QUARTZ<br>MOUNTAIN | ROMAN<br>NOSE | SEQUOYAH |
|-----------------------|-----------|--------------|-------------|-------------|--------------------|---------------|----------|
| Swimming Beach        | x         | x            | x           | x           | x                  | --            | x        |
| Bathhouse             | x         | x            | x           | x           | x                  | x             | x        |
| Water Skiing          | x         | x            | x           | x           | x                  | --            | x        |
| Water Ski Tow Service | x         | x            | x           | x           | x                  | --            | x        |
| Water Bikes           | --        | --           | x           | x           | x                  | x             | x        |
| Golfing               | x         | x            | x           | x           | x                  | x             | x        |
| Rental Horses         | x         | x            | x           | x           | --                 | x             | x        |
| Shuffleboard          | x         | x            | x           | x           | x                  | --            | x        |
| Badminton             | x         | x            | x           | x           | x                  | x             | x        |
| Table Tennis          | x         | x            | x           | x           | x                  | --            | x        |
| Dancing               | x         | x            | x           | x           | x                  | x             | x        |
| Baby-Sitting Service  | x         | x            | x           | x           | x                  | --            | x        |
| Nursery               | x         | x            | x           | --          | --                 | --            | x        |
| Children's Playground | x         | x            | x           | x           | x                  | x             | x        |
| Amusement Parks       | --        | --           | --          | --          | x                  | --            | --       |
| Air Strip             | --        | --           | x           | x           | --                 | --            | x        |
| Museum                | --        | --           | x           | --          | --                 | --            | --       |
| Lake                  | x         | x            | x           | x           | x                  | x             | x        |
| Cave                  | --        | --           | --          | --          | --                 | --            | --       |
| Mountain River        | --        | --           | --          | --          | --                 | --            | --       |
| Mountain Forests      | --        | --           | --          | --          | --                 | --            | --       |
| Tennis Courts         | x         | x            | x           | x           | --                 | --            | x        |
| Trap Shoot            | --        | --           | --          | x           | --                 | --            | --       |

Source: Oklahoma Industrial Development and Park Department.

among families with teen-agers. Many problems arise because of an attempt to compromise between serving as a business convention hotel and a family recreation lodge. For example, some activities which please the Shriners may offend a church group. It has been suggested by some people involved in the lodge program that each lodge might cater to a particular type of visitor. For example, a more luxurious lodge such as Fountainhead might provide the activities and atmosphere to attract business conventions, while Quartz Mountain or Lake Murray Lodges may be able to more adequately satisfy family vacation groups. In the past very little data have been available on which to base such decisions. Characteristics of the guests, criteria for selecting the site, and the geographic market of the lodge are part of the data needed for the lodges to execute such plans.

Guests at Arrowhead, Lake Murray, Quartz Mountain, Roman Nose, and Western Hills were mainly family groups. However, the type of group visiting a lodge is often seasonal phenomenon. For example, it has been estimated that 90 per cent of the clientele was business groups at Western Hills during certain winter months. High school parties were important at several lodges during May. In addition to family groups, many businessmen stayed at Quartz Mountain

Lodge when they were calling on people in southwestern Oklahoma. Their office may be in Oklahoma City, and Quartz Mountain serves as a central base when they tend to their duties in southwestern Oklahoma.

Although family groups were important at Arrowhead, the playground, game room, and swimming pool appear inadequate. Also, access to the marina is difficult at Arrowhead. Lake access is often difficult at Quartz Mountain Lodge because the lake level fluctuates. Lake Altus was constructed by the Bureau of Reclamation, and that Bureau is committed to the provision of water for irrigation and cities in the area, before recreation. At the present time (July, 1967), the boat concession is closed at Quartz Mountain due to the low lake level.

Business conventions, and other large groups such as square dance clubs, were somewhat more important at Texoma than family groups. Next to Western Hills, Texoma Lodge has the best convention facilities in the system. Access to the lake is inadequate. It is necessary to drive to the marina from the lodge, as well as to many other facilities in the park. Thus, if a party, such as a family, depends on one car, they must coordinate their activities. The grounds around the lodge need to be improved. Perhaps a trail along

the lake shoreline could be developed for nature walks.

Fountainhead depends primarily on large business and social groups. However, a representative of the lodges rates the convention facilities at Fountainhead as generally inadequate. If Fountainhead is to be successful, these facilities need to be improved. One complaint often heard at Fountainhead was the inconvenience caused by the distance between the curb and the front desk. Perhaps a bellman station could be placed at the curb to serve the guests. Although more than one-third of the guests at Fountainhead indicated that they used the lake for recreation, access to the marina is difficult. Perhaps electric golf carts could be rented, to allow lodge patrons to travel the long distance between the lodge and various recreation facilities. The swimming pool is clearly too small to serve a lodge the size of Fountainhead. There were many complaints concerning the club or bar facilities and the illiberal liquor laws of Oklahoma. It will probably be difficult to attract business conventions from out-of-state under such conditions.

Although the lodges are situated in state parks, little coordination has been accomplished between the lodge and park facilities. Western Hills Lodge has made the most satisfactory attempt with one full-time social director,

and one assistant during the summer. Arrowhead, Fountain-head, and Texoma only have a social director during the summer. In effect, these lodges have not become resort lodges, because they have not fully exploited the facilities in the parks.

## CHAPTER 4

### THE GEOGRAPHIC ORIGIN OF OVERNIGHT GUESTS

#### AT THE OKLAHOMA STATE LODGES

The geographic origin of the guests at the seven state lodges is examined in this chapter. Data needed for the analysis were compiled from 50,000 guest registration cards for fiscal year, 1966. (Table 7). These cards are comparable to cards used in hotels and motels. Data concerning address, number in the party, month of visit, length of stay, and room rate, were transferred to data processing cards and verified for each lodge.

It was necessary to assign a numerical code in order to process the address of the guest. Each county in Oklahoma was coded separately. Eleven areas in Texas were also coded separately. Six other surrounding states (Arkansas, Colorado, Kansas, Louisiana, Missouri, and New Mexico) were

TABLE 7  
GUEST REGISTRATION CARDS, OKLAHOMA STATE  
LODGES, FISCAL YEAR, 1966

| Lodge           | Number<br>of<br>Cards |
|-----------------|-----------------------|
| Arrowhead       | 7,456                 |
| Fountainhead    | 11,286                |
| Lake Murray     | 7,864                 |
| Quartz Mountain | 3,223                 |
| Roman Nose      | 2,367                 |
| Texoma          | 10,383                |
| Western Hills   | 7,824                 |
| Total           | 50,403                |

Source: Compiled from records of the Lodge Division,  
Oklahoma Industrial Development and Park Department.

assigned separate codes.<sup>1</sup> The rest of the nation was handled by census regions. Because the eight states mentioned above were analyzed individually, it was necessary to modify the following regions for this study. Every state in the Southwest, except Arizona, was treated individually. Therefore, Arizona was coded with the Far West, and the Southwest region was eliminated. Colorado was excluded from the Rocky Mountain region; Kansas and Missouri from the Plains; and Arkansas and Louisiana from the Southeast. Two additional codes were used for guests from the rest of the world, and guests of undetermined origin.

With the data in this form, it was possible to identify the number of guests, visitor-days, and expenditures for rooms by geographic origin of the guests, and by season, for each lodge. This chapter is concerned only with the origin of the guests. The approach in this chapter can be compared to the person visit technique suggested by Marion Clawson and Jack Knetsch.<sup>2</sup> They stated that this measure

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<sup>1</sup>In this study Oklahoma and the seven surrounding states which were coded separately and referred to as the South Central region. The Oklahoma Outdoor Recreation Plan also uses this term to refer to the same states.

<sup>2</sup>Marion Clawson and Jack L. Knetsch, Economics of Outdoor Recreation (Baltimore: Johns Hopkins University Press, 1966), p. 296.

tells the administrator of the facility how many people he has to deal with. It also provides a partial measure of the costs per visit for the guest. The other two measures, visitor-days and expenditures for rooms, are dealt with in the next chapter.

Previous studies have emphasized population and distance as the prime determinants of the geographic distribution of users of a particular recreational facility. An examination of the data presented in this chapter suggests there are three major factors which influenced the geographic pattern of distribution of guests at the Oklahoma State Lodges. They are population, travel time, and income. Travel time includes access as well as distance.

The importance of each factor varied from lodge to lodge. For example, travel time was more important for the two smaller lodges (Quartz Mountain and Roman Nose) than at the other lodges. The larger and better equipped lodges were able to attract guests from a wider area. The importance of income is illustrated by the fact that not a single county in Oklahoma with a median family income of less than \$3,000 in 1959 accounted for as much as 1 per cent of the guests at any of the lodges, although access from most of the lower income counties to four of the lodges is easy.

The low income counties also have sparse population, but the ratio of guests per 1,000 population was usually lower in such counties, compared to the more prosperous counties. It would be interesting to examine overnight campers at these same lakes, to see if the influence of income is as strong as in the case of lodge guests.

One reason so few guests came from beyond the South Central region is because Oklahoma is surrounded by states with sparse populations in the Plains, Rocky Mountain and Southeast regions. This is especially true of Arkansas, Kansas and New Mexico. Colorado, Missouri, and Louisiana have major cities, but they also have easy access to alternative facilities. Denver residents can use the Rocky Mountain resorts; Kansas City and St. Louis residents have easy access to the Ozarks, while residents of New Orleans are more likely to visit the Gulf Coast.

Two additional factors appear important, and have been implied above. They are the availability of alternative sites and the degree of urbanization. Almost 2,000 more guests came from Kansas than from Arkansas and Missouri combined. This is probably due in part to the relative scarcity of reservoirs in Kansas compared to Arkansas, Missouri, and Oklahoma. The importance of urbanization is

suggested by the fact that nearly 40 per cent of the guests from Oklahoma came from Oklahoma County, but slightly less than 20 per cent of the state's population resides in Oklahoma County. Of course, the relative importance of Oklahoma County is due in part to its central location and easy access to all seven lodges. One of the reasons urban areas are more important, relative to small towns or rural areas, for the lodges is because large firms and other organizations that typically hold conventions are generally located in metropolitan areas. Another reason might be that people in cities prefer to spend some of their leisure time in remote areas, and are willing to pay for the comfort offered by the lodges. Residents of rural areas who can afford such luxury might prefer to take advantage of the facilities of a city.

Data presented in this chapter substantiated the seasonal problem faced by the lodges. If the number of guests were distributed evenly throughout the year, one-fourth of the guests would be accounted for in each three month period. At the State lodges, however, less than 10 per cent were accounted for during December through February. The lodges were also under-utilized during the spring and late fall. The seasonal pattern was generally more

pronounced for visitors from out-of-state than for Oklahomans. One explanation may be that families with school age children are more restricted during the winter months, and cannot travel long distances.<sup>3</sup> The seasonal pattern also varies according to the type of group. Several lodge managers said that conventions are a considerably larger per cent of the total business during the winter than during the summer. Fountainhead and Texoma had the least severe seasonal decline. They also depend more heavily on conventions than any of the other lodges.

It may be possible to improve the situation at the lodges during the late fall and spring if attention is aimed at the appropriate groups. For example, since somewhat more than 1,000 guests from the Great Lakes region visited the lodges in 1966, it occurred to this writer that it may be possible to attract enough conventions from the Great Lakes during the fall and spring to offer a partial solution to the seasonal problem. The promotional costs could be kept

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<sup>3</sup>The Institute of Community Development found that the typical party in the Ozarks was a family with a pre-school child during the winter, and a family with school age children during the summer. See, Institute of Community Development, An Analysis of the Tourist Industry in Selected Counties of the Ozark Area, A Report Prepared by the Institute of Community Development for the National Park Service (Norman: Institute of Community Development, 1953), p. 111.

at a minimum by advertising through travel agents for conventions. The weather differential could be exploited by emphasizing golf and other outdoor activities. Travel by air from cities in the Great Lakes region to a lodge would be as convenient as travel from a point within the region to Chicago, for example. If the lodge would provide bus service from Oklahoma City or Tulsa Airport, the trip from the airport to the lodge would be little more troublesome than the trip from O'Hare Field to a convention hotel in downtown Chicago.

It will be more difficult to improve the occupancy rates during mid-winter. Possibly, there might be some experimentation with rates during the winter, to determine the influence of rates on occupancy. Again, special groups might be attracted. The experiment might be more likely to succeed if attention is concentrated on groups in Oklahoma, since weather and school often inhibit long distance travel during the winter. Also, since outdoor recreation is limited during the winter, the lodges could plan for groups that can take advantage of the facilities within the lodge. The following is an example that occurred to this writer as an outsider. For example, high school band or drama festivals could be staged, with low rates for participants. Undoubtedly,

many parents would also attend, and pay the regular rates or perhaps somewhat reduced rates. This is merely an example. The individual lodge manager could offer the best judgment as to which experiments, if any, would most likely be successful at a particular lodge. One of the goals of this technique might be to make people of the area aware of the facilities offered at the lodges, as well as to improve occupancy rates during the winter.

It is doubtful that the occupancy rates during the winter can be substantially improved for all seven lodges. After trying various techniques to increase visitations, cost data could be examined to determine if it would be feasible to close one or two of the lodges for 30 to 60 days. Special attention could be given to Roman Nose. About 6 per cent of the guests registered at Roman Nose were accounted for during the three month period of December through February, whereas if the guests had been equally distributed throughout the year, 25 per cent would have been accounted for during any three months. The winter weather is more severe in that part of the state, the population in the area is sparse, and the lodge offers few facilities for large groups. However, the variable costs are likely to be low at Roman Nose. Thus, the revenue may be adequate to

warrant a year around operation. Also, data presented in this chapter show that Arrowhead and Fountainhead share the same geographic market. Since Arrowhead offers few convention or indoor recreation facilities, it may be feasible to close Arrowhead for a few weeks during December and January. This same possibility could be explored at Lake Murray Lodge, since it shares a similar market with Texoma, and it offers fewer indoor facilities than Texoma.

Somewhat less than 124,000 guests were accommodated at the seven State Lodges in the fiscal year, 1966. Nearly two-thirds of the guests were from Oklahoma. Slightly more than 25 per cent of all guests, and nearly 40 per cent of the guests from Oklahoma were residents of Oklahoma County. Tulsa and Cleveland Counties were also important for all the lodges. More guests per 1,000 population came from Oklahoma and Cleveland Counties than other counties. More than one-quarter of the guests came from Texas. Thus, about 90 per cent of the total number guests came from Oklahoma and Texas. More than one-half of the guests from Texas were from Dallas and Tarrant (Ft. Worth) Counties. The next most important state was Kansas which accounted for 4 per cent of the guests. Another 4 per cent of the guests came from beyond the South Central region, or were of undetermined origin. Nearly 1

per cent of the guests came from the Great Lakes region, which was the most important region beyond the South Central region.

A more detailed discussion of the origin of guests at each lodge follows.

#### Arrowhead Lodge

The total number of guests at Arrowhead Lodge was slightly more than 18,000 during the fiscal year, 1966. Eighty-four per cent of the total came from Oklahoma. (Tables 8 and 9)<sup>4</sup>. The share of guests from Oklahoma at this lodge was higher than at most of the other lodges. Although this is a new lodge, only somewhat more than 100 guests registered in June, 1966, than in July, 1965.<sup>5</sup>

Approximately 60 per cent of the guests from Oklahoma came from Oklahoma and Tulsa Counties. (Table 10). Population is clearly the most important factor affecting the geographic distribution of guests at Arrowhead Lodge. Travel time is also an important factor. Although this lodge is 40 miles closer to Tulsa than to Oklahoma City, the ratio of

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<sup>4</sup>Tables 8-42 are placed in an Appendix to this chapter, pp. 101-139.

<sup>5</sup>The data were first computed on a monthly basis, and then converted to seasonal aggregates.

guests to population was considerably higher for Oklahoma County. (Figure 3). The residents of Oklahoma County can travel virtually all the way to the lodge on an interstate highway, while Tulsa residents use a two-lane highway.

There was a large number of guests from Cleveland, Pittsburg, and Pottawatomie Counties. The residents of these counties have good access to the lodge. Arrowhead is located in Pittsburg County. None of the bordering counties accounted for as much as 1 per cent of the total number of guests. One explanation of this fact is that all the counties in the area, except Pittsburg County, had a median family income of less than \$3,000 in 1959. The population is also sparse in those counties.

Almost 2,500 guests came from the seven surrounding states. (Table 11). Somewhat more than 60 per cent of the guests from these states came from Texas. Nearly 1,000 guests came from Dallas and Tarrant Counties. (Figure 4). The relatively small number of guests from the other states is due to the poor access from the population centers, such as Kansas City or Shreveport, Louisiana. Some people have suggested that Arrowhead could attract a number of tourists who travel U.S. Highway 69. However, very few guests indicated that they learned of the lodge from highway signs.

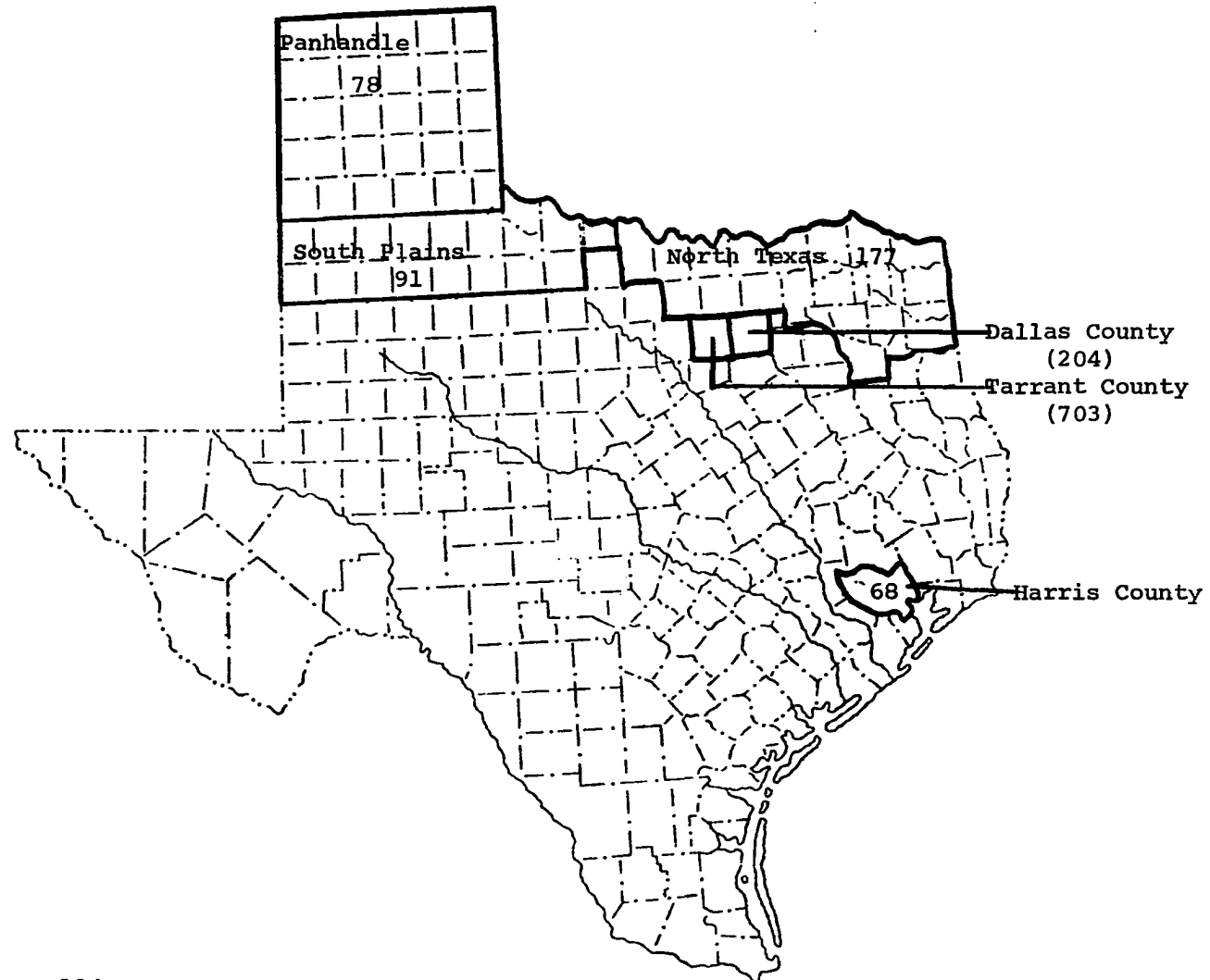
OKLAHOMA GUESTS AT ARROWHEAD LODGE, BY PRINCIPAL COUNTY OF ORIGIN, FISCAL YEAR, 1966<sup>1</sup>



<sup>1</sup>The total number of guests from other counties in Oklahoma was 396.

FIGURE 4

NUMBER OF GUESTS FROM TEXAS AT ARROWHEAD LODGE, FISCAL YEAR, 1966



Other Texas - 194

Since Arrowhead cannot be seen from the highway, it is unlikely that many guests will be persuaded to leave the highway, when they can travel only a few miles to Muskogee, where motels dot the highway.

About 2.5 per cent of the total number of guests came from beyond the South Central region. (Table 12). This small number may be explained in part by the newness of the lodge.

Roughly 9 per cent of the guests stayed at the lodge during the three months of December through February. This off-season was caused by both the Oklahoma and out-of-state components.

#### Fountainhead Lodge

More than 23,000 guests registered at Fountainhead Lodge during fiscal year, 1966. The pattern of geographic distribution of guests was similar to that of Arrowhead Lodge. Slightly less than 83 per cent of the guests were from Oklahoma. (Tables 13 and 14). Only Arrowhead and Roman Nose exceeded this rate of in-state guests. Some growth is indicated at this new lodge by the fact that more than 500 guests registered in June, 1966 than July, 1965.<sup>6</sup>

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<sup>6</sup>Based on monthly tabulations.

All of the growth was accounted for by the out-of-state component. However, only one-quarter of the guests were from out-of-state during June, 1966. In the opinion of this writer it is doubtful that this indicates steady growth in the out-of-state component. The lodge depends primarily on convention business, but it is difficult to reach Fountainhead from any surrounding state without passing by other state lodges with more adequate convention facilities. (Figure 5).

Somewhat more than 60 per cent of the guests from Oklahoma came from Oklahoma and Tulsa Counties. (Table 15). More guests per 1,000 population came from Oklahoma County than from Tulsa County. As in the case of Arrowhead, this can be partially explained by better access from Oklahoma County. (Figure 5). Okmulgee and Canadian Counties were relatively important for Fountainhead Lodge, but not for Arrowhead. Pittsburg and Pontotoc Counties were important for Arrowhead, but not for Fountainhead. These variations are attributed to access or travel time. Again, none of the low income, surrounding counties accounted for as much as 1 per cent of the total number of guests.

Approximately 1,400 guests came from Texas. (Table 16). About one-half of the guests from Texas came from

GUESTS AT FOUNTAINHEAD LODGE, OKLAHOMA RESIDENTS BY PRINCIPAL COUNTY  
OF ORIGIN, FISCAL YEAR, 1966<sup>1</sup>

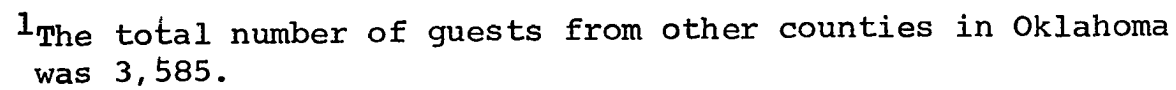
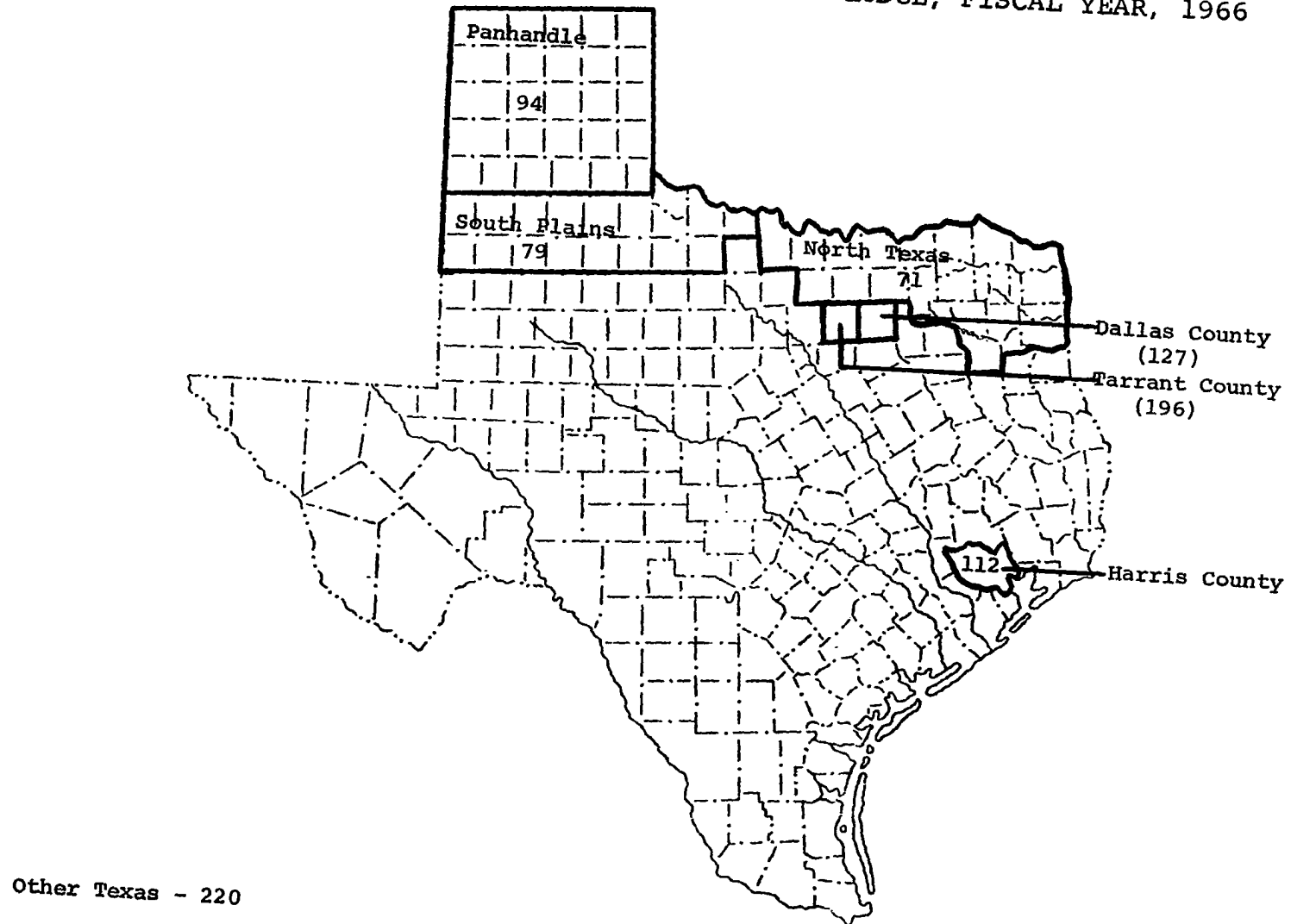


FIGURE 6

NUMBER OF GUESTS FROM TEXAS AT FOUNTAINHEAD LODGE, FISCAL YEAR, 1966



Dallas and Tarrant Counties. (Figure 6). The next most important state was Kansas. About 2.5 per cent of the guests at this lodge came from beyond the surrounding states. (Table 17). Another 2 per cent were of undetermined origin.

Only about 11 per cent of the total number of guests were accounted for in the three month period of December through February. The number of out-of-state guests declined more than proportionately during the winter months. The seasonal situation might be improved if convention and other indoor facilities are expanded. A full-time social director might also be warranted. Given the relatively large number of flying days in Oklahoma during the winter, the completion of the airstrip may prove helpful.

#### Western Hills Lodge

Approximately 19,000 guests visited Western Hills Lodge in the fiscal year, 1966. More than 60 per cent of them were Oklahoma residents. (Tables 18 and 19). An unusually high per cent of the guests were of undetermined origin during December and February. This may have caused the unusually low rate of guests from out-of-state during these two months.

Roughly 40 per cent of the total number of guests, and 70 per cent of the guests from Oklahoma were residents

of Tulsa and Oklahoma Counties. (Table 20). This is the only lodge at which Oklahoma County did not account for the most guests. The relative importance of Tulsa County is due to travel time. (Figure 7). Tulsa, Oklahoma, and Muskogee Counties were important for Western Hills Lodge, and were also important for Arrowhead and Fountainhead.

Twenty per cent of the guests at this lodge came from Kansas and Texas. (Table 21). About as many people came from Texas as from the nearby states of Missouri and Arkansas combined. This occurred despite the fact that about two-thirds of the guests from Texas were residents of Dallas-Ft. Worth area and probably drove past two or three state lodges on the way to Western Hills. (Figure 8). The relative unimportance of Arkansas and Missouri is probably due to the availability of alternative sites in the Ozarks. Two per cent of the total number of guests came from the Great Lakes Region. (Table 22). This was about as many guests as there were from Arkansas.

As in the case of Arrowhead and Fountainhead, the important factors were population, access, and income. In addition, the availability of alternative sites appears significant for this lodge. This may explain why more guests came from Kansas alone than from Missouri and Arkansas

GUESTS AT WESTERN HILLS LODGE, OKLAHOMA RESIDENTS BY PRINCIPAL COUNTY OF ORIGIN,  
FISCAL YEAR, 1966<sup>1</sup>

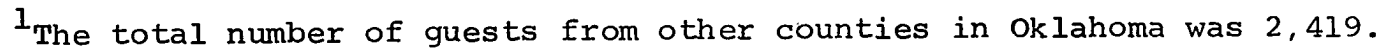
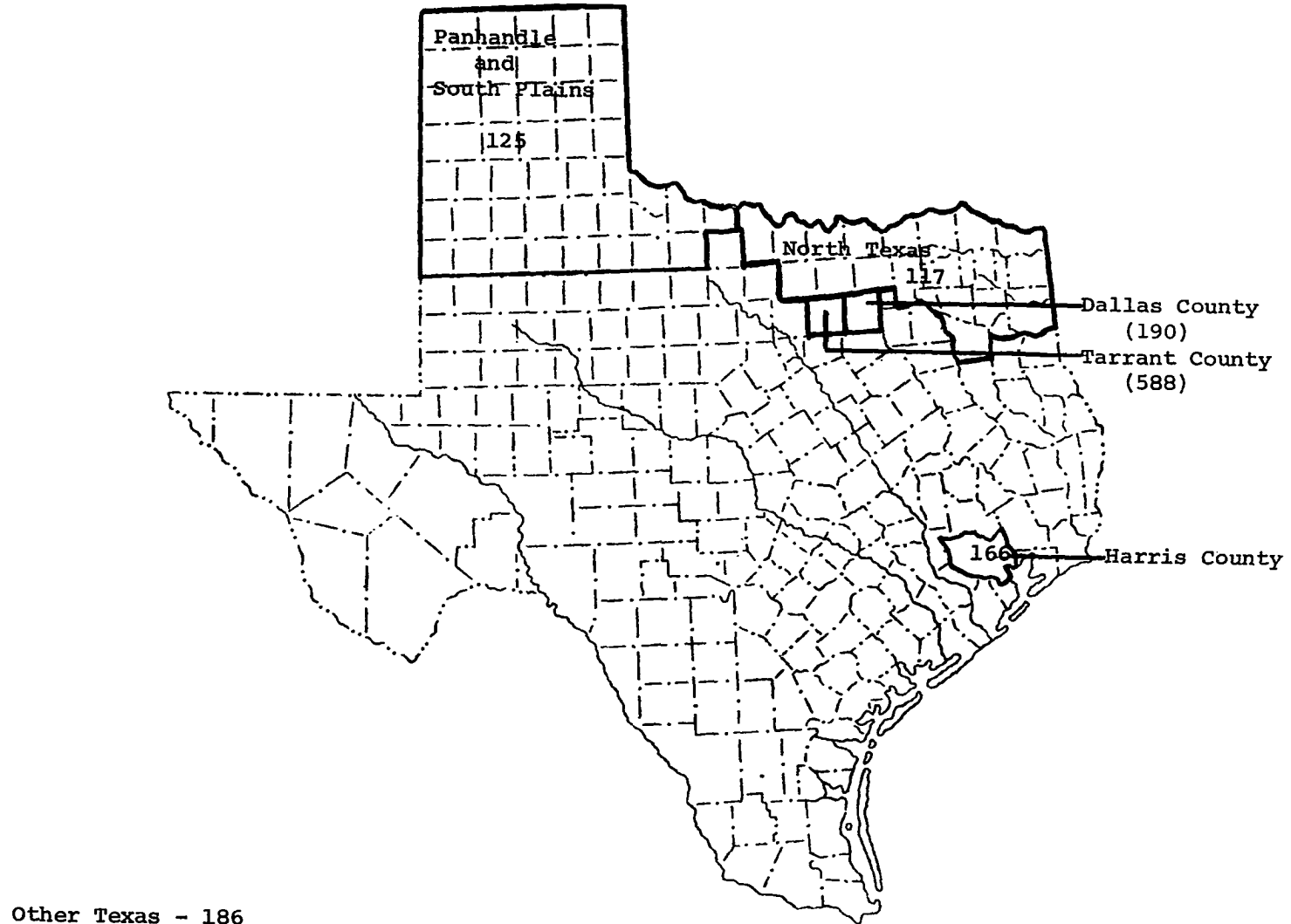


FIGURE 8

NUMBER OF GUESTS FROM TEXAS AT WESTERN HILLS LODGE, FISCAL YEAR, 1966



combined. Since the completion of Arrowhead and Fountainhead Lodges in 1965, there has been a great deal of discussion of the effect of the two new lodges on occupancy at Western Hills. There is little doubt that Arrowhead and Fountainhead have had some impact on Western Hills, yet occupancy declined at Western Hills from nearly 50 per cent in 1960 to about 30 per cent in 1964. The major competition faced by Western Hills comes from throughout the Ozark region, rather than just the two state lodges. This suggests that the state lodges will need additional funds to develop complete resort facilities if they are to meet this competition.

Considerably fewer than the average number of guests used the lodge in each month from November through March. Only 7 per cent of the annual guests were accounted for during the three month period of December-February, despite the fact that Western Hills employed a year around social director.

#### Lake Murray Lodge

During the fiscal year 1966, the total number of guests at Lake Murray Lodge was about 23,000. Slightly less than 60 per cent of the guests were out-of-state residents. (Tables 23 and 24). The percentage of out-of-state guests was higher at Lake Murray than at any other

lodge, because of the easy access and short distance from Dallas, Ft. Worth, and other North Texas cities, by way of Interstate Highway 35.

Approximately 20 per cent of the total number of guests, and 50 per cent of the guests from Oklahoma came from Oklahoma County. (Table 25). None of the low income, surrounding counties accounted for as much as 1 per cent of the total number of guests. (Figure 9). This contrasts with the fact that more than 300 guests travelled about 200 miles from Kay County to Lake Murray. Kay County is a high income county with several large firms that are likely to hold conventions. For example, nearly one-half of the guests from Kay County visited the lodge during November. This was probably due to a convention held by a firm based in Kay County.

More people came to this lodge from Texas than from Oklahoma. (Tables 23 and 26). However, fewer guests came to this lodge from Texas in the four month period of December through March than from Oklahoma. Slightly more than 50 per cent of all guests, and nearly 90 per cent of the guests from out-of-state were Texas residents. Because of the easy access more guests came to this lodge from Texas than to any other lodge, including Texoma. Somewhat more

GUESTS AT LAKE MURRAY LODGE, OKLAHOMA RESIDENTS BY PRINCIPAL COUNTY OF ORIGIN,  
FISCAL YEAR, 1966<sup>1</sup>

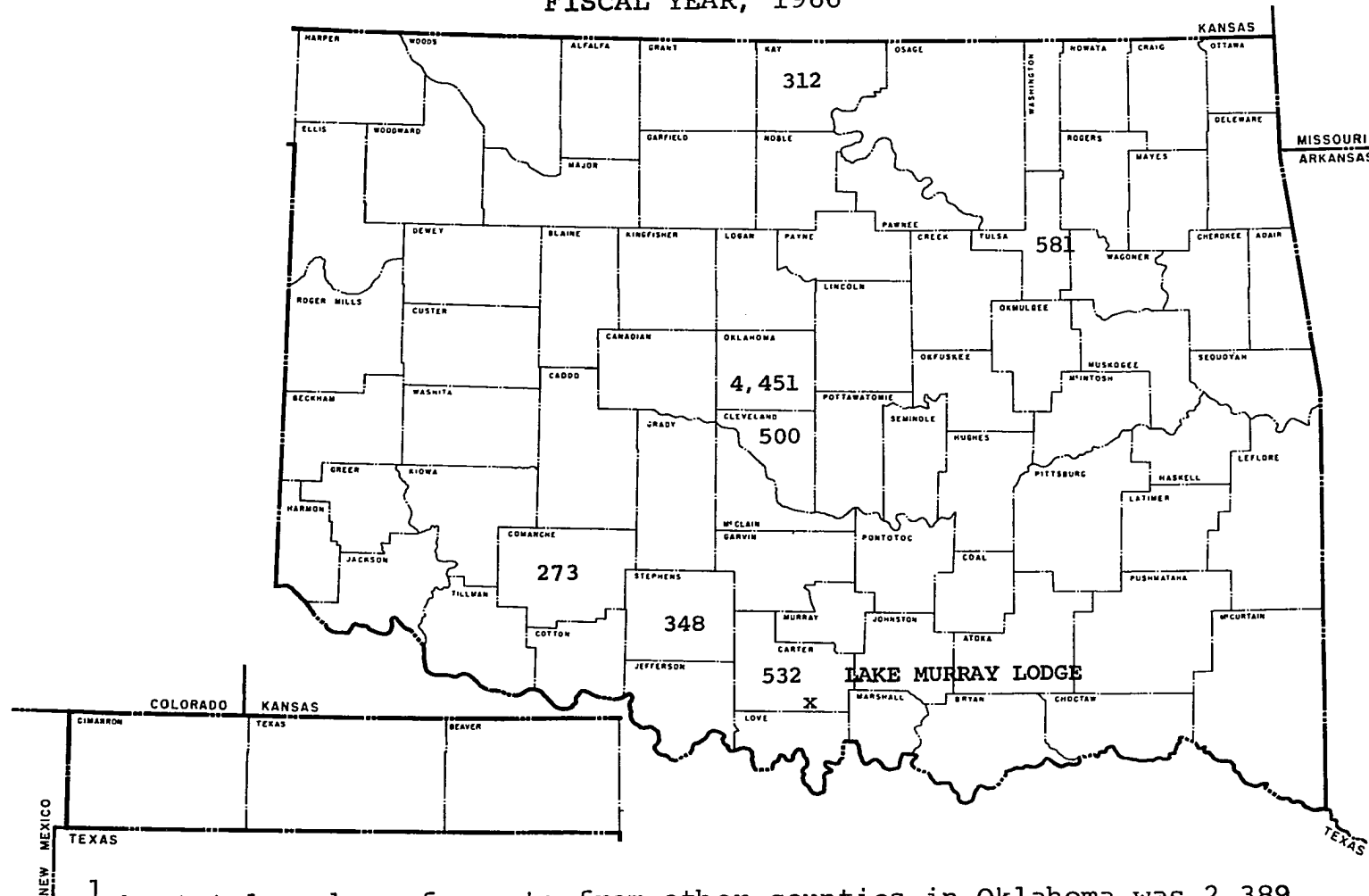
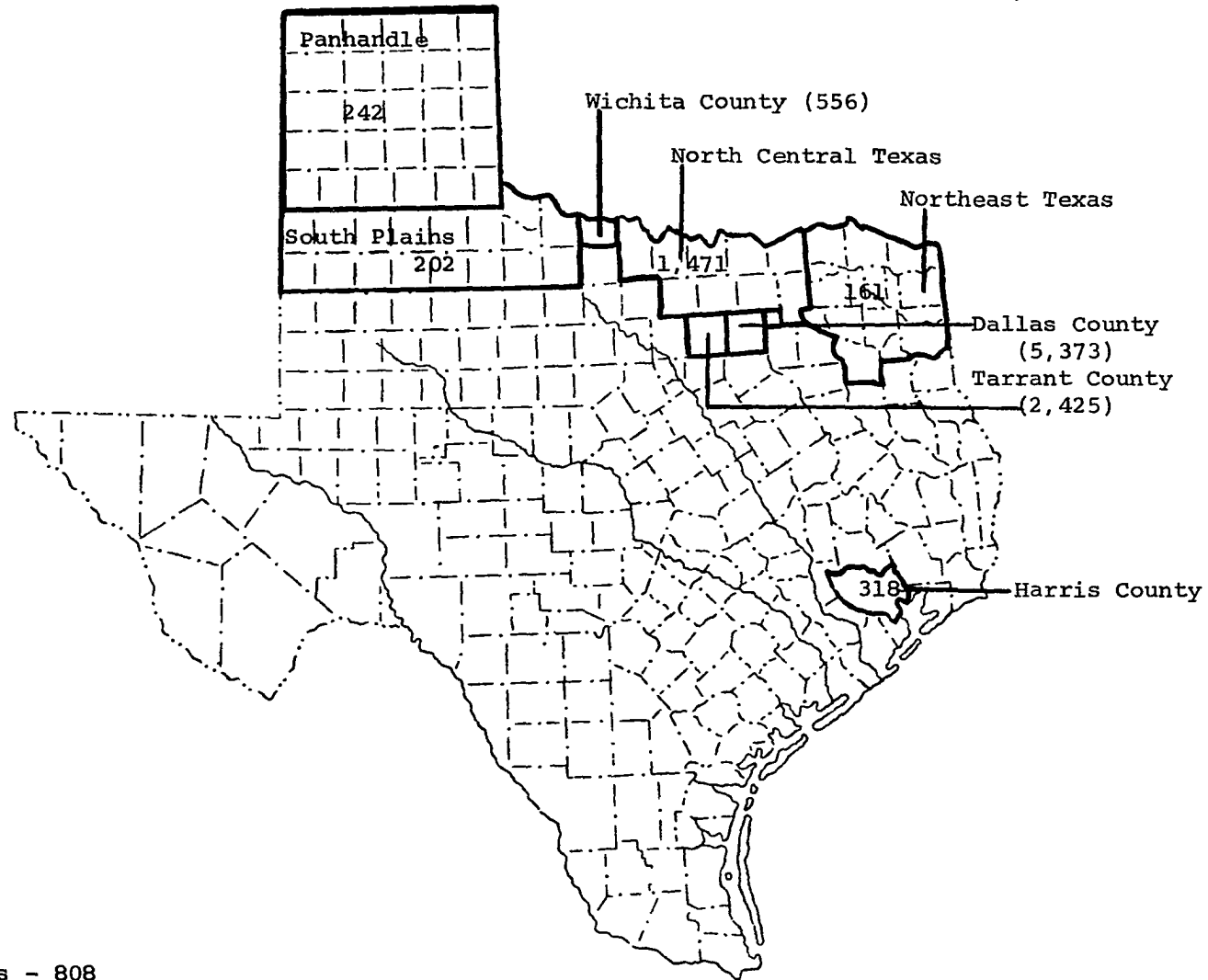


FIGURE 10

NUMBER OF GUESTS FROM TEXAS AT LAKE MURRAY LODGE, FISCAL YEAR, 1966



than two-thirds of the guests from Texas were from Dallas and Tarrant Counties. (Figure 10). A large number of guests also came from nine counties in North Central Texas and Wichita County. Tarrant and Wichita Counties accounted for an especially large number of guests per 1,000 population. There is good access from all of these areas. Travel time and population were important factors contributing to the large number of guests from Texas. However, more guests per 1,000 population came from Oklahoma County than from Dallas or Tarrant Counties, although access is considerably better from the Texas counties. This writer was unable to determine the impact of the airstrip on the distribution of visitors.

More people came from Kansas than from Louisiana, Missouri, and Arkansas combined. This can be explained by better access from Kansas, and lack of alternative sites in Kansas. Less than 1,000 guests came to Lake Murray Lodge from beyond Oklahoma and the surrounding states. (Table 27). It might be possible to increase the number of visitors from out-of-state by means of regional development and promotion. Lake Murray, Texoma, the new Arbuckle reservoir, Turner Falls, and Platt National Park could be included in the association. Through cooperation, these areas could

offer more facilities. Thus, they might be able to attract more guests from beyond the South Central region.

Slightly more than 6 per cent of the guests were accounted for in the three month period, December-February. The percentage of out-of-state guests was somewhat higher than average during the summer and early fall months. The seasonal problem may be improved with the completion of Interstate 35 through Oklahoma. The completion of the highway would make Lake Murray more accessible to the convention business of the Oklahoma City area.

#### Texoma Lodge

Texoma Lodge accommodated more guests during fiscal year 1966, than any other lodge. Almost 26,000 guests visited this lodge. Slightly more than one-half the guests were from out-of-state. (Tables 28 and 29).

Approximately 20 per cent of all guests, and 50 per cent of the guests from Oklahoma were from Oklahoma County. (Table 30). The importance of income is illustrated by this lodge. None of the surrounding counties accounted for as much as 1 per cent of the total number of guests, and each of these counties had a median family income of less than \$3,000 in 1959. Also travel time is illustrated by the fact

GUESTS AT TEXOMA LODGE, OKLAHOMA RESIDENTS BY PRINCIPAL COUNTY OF ORIGIN,  
FISCAL YEAR, 1966<sup>1</sup>



that more people came from Cleveland County than from Tulsa County. (Figure 11).

Approximately 40 per cent of all the guests, and 90 per cent of the guests from out-of-state came from Texas. (Table 31). Although as many people came from Texas as from Oklahoma, fewer guests came from Texas in the winter season than from Oklahoma. The geographic distribution of guests from Texas was not quite as concentrated as in the case of Lake Murray. (Figure 12). Nearly 10 per cent of the guests from Texas were from non-coded areas. This compares to 7 per cent for Lake Murray. Slightly more than 60 per cent of the guests from Texas were residents of Dallas and Tarrant Counties. An illustration of the importance of travel time is the fact that Texoma attracted fewer guests from Wichita County and more from Northeast Texas than Lake Murray did.

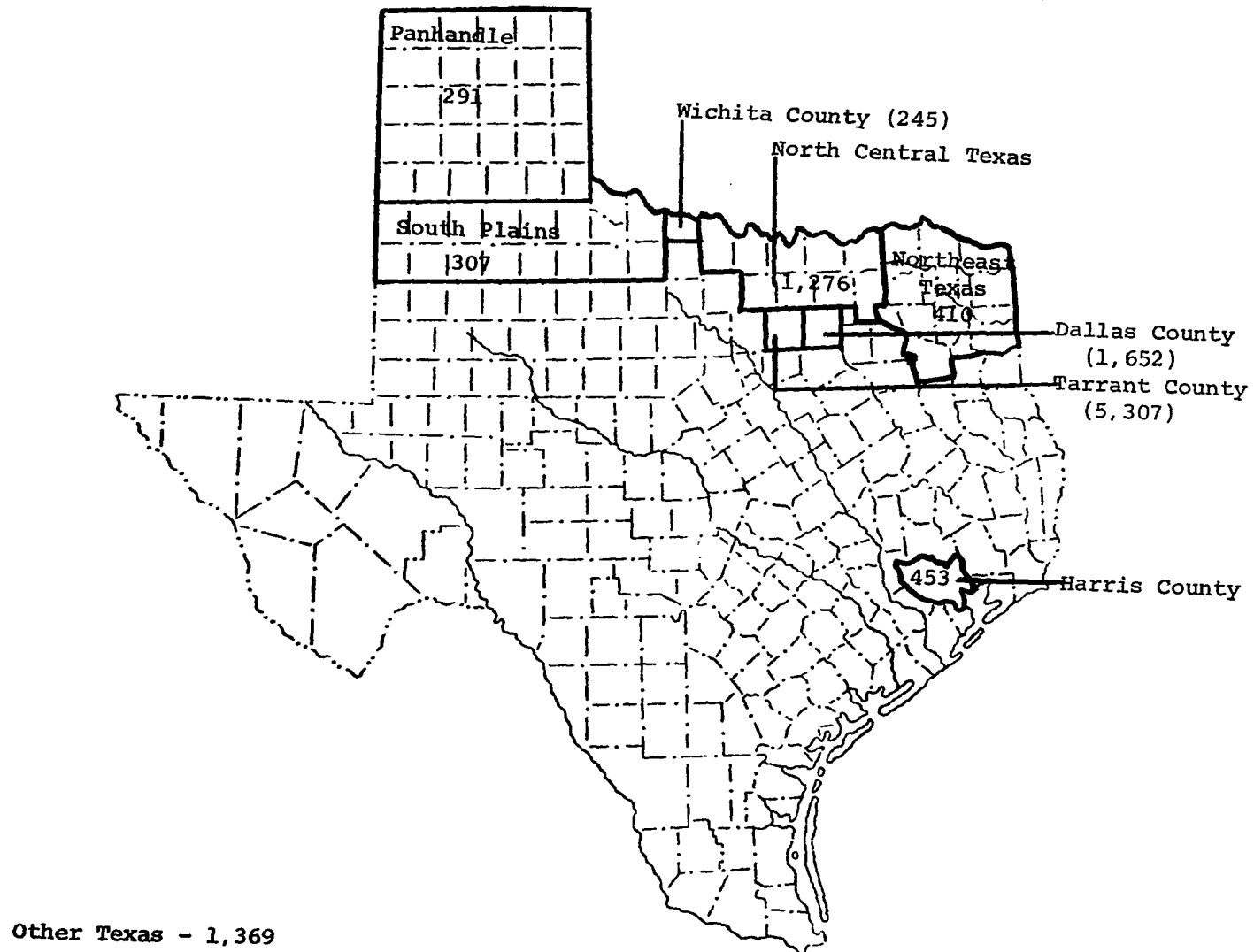
As in the case of Lake Murray, next to Texas and Oklahoma more guests came from Kansas than any other state. Unlike Lake Murray, a large number of guests came from Missouri, Arkansas, and Louisiana. Somewhat more than one-third of the guests from Missouri came in October.<sup>7</sup>

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<sup>7</sup>Based on monthly tabulations.

FIGURE 12

NUMBER OF GUESTS FROM TEXAS AT TEXOMA LODGE, FISCAL YEAR, 1966



Nearly 1 per cent of the total number of guests came from each the Great Lakes and Southeast regions. (Table 32). Texoma attracted a larger number of guests from a wider area than any other lodge. Lake Texoma is one of the largest and most widely known lakes in the Southwest.

About 11 per cent of the guests were accounted for in the three month period from December through February. However, the off-season was shorter at Texoma than at the other lodges. The out-of-state rate was below average from October through May. Apparently Texoma was unable to attract a sufficient number of winter conventions to offset the loss of the summer recreation visits.

#### Quartz Mountain Lodge

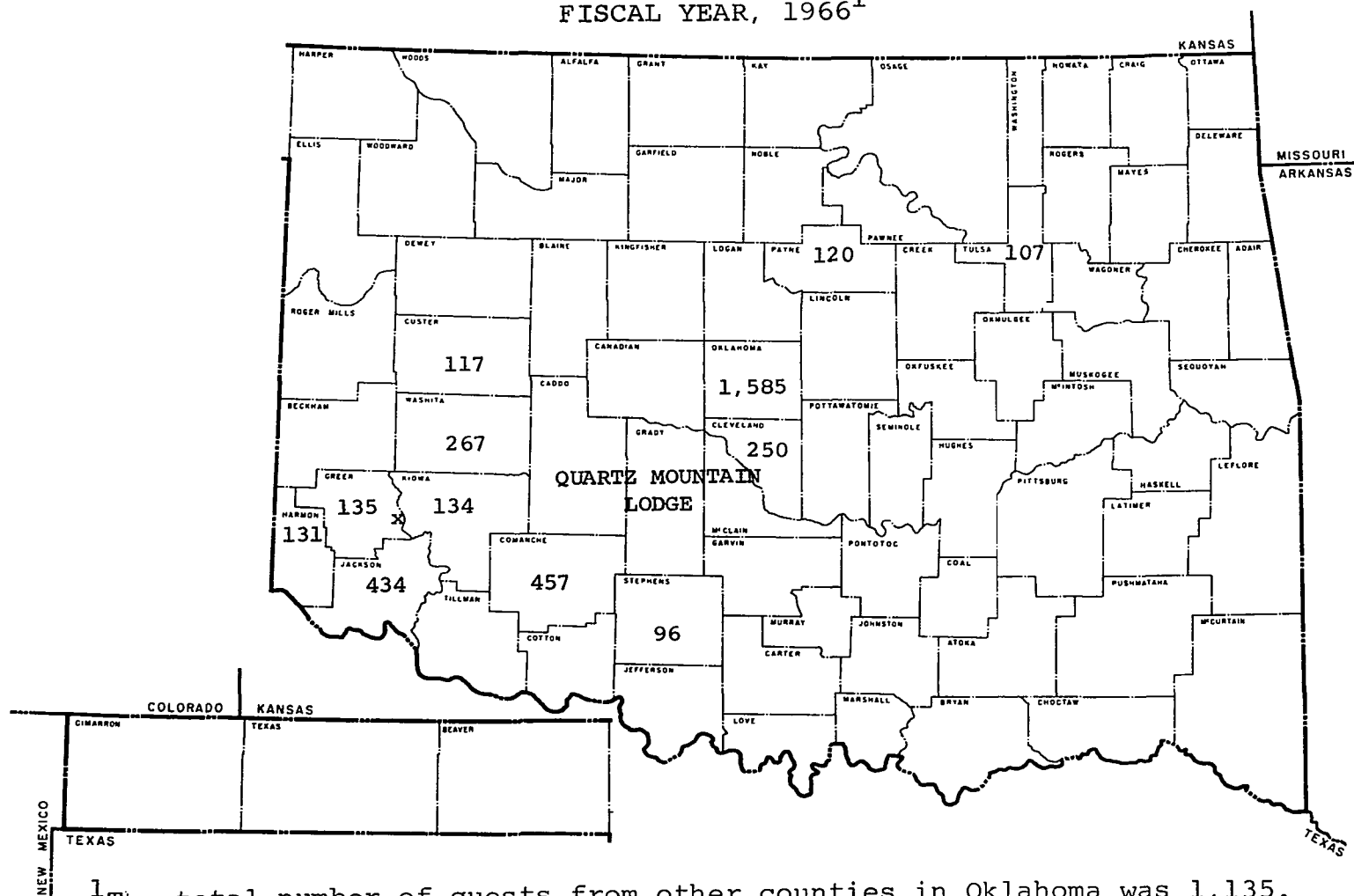
During fiscal year 1966, the total number of guests at Quartz Mountain Lodge was slightly less than 9,000. Somewhat more than half the guests were from Oklahoma. (Tables 33 and 34).

Almost one-third of the guests from Oklahoma came from Oklahoma County. Many of the guests from Oklahoma County were businessmen working in the area.<sup>8</sup> (Table 35). Twelve counties in Oklahoma accounted for at least 1 per

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<sup>8</sup>Based on interviews with the lodge manager.

GUESTS AT QUARTZ MOUNTAIN LODGE, OKLAHOMA RESIDENTS BY PRINCIPAL COUNTY OF ORIGIN,  
FISCAL YEAR, 1966<sup>1</sup>



cent of the total number of guests. Eight of these twelve counties are located in a contiguous pattern around Greer County, which is the site of the lodge. (Figure 13).

Clearly, travel time is an important determinant of the geographic distribution of guests for this lodge. Quartz Mountain serves as a State Park and recreation area for southwestern Oklahoma. The large number of guests (120) from Payne County is due in part to the activities in this area of the Agricultural Extension Service located on the Oklahoma State University campus.<sup>9</sup>

More than one-third (3,286) of the total number of guests came from Texas. (Table 36). Slightly more than 1,000 came from the Panhandle and South Plains area of Texas. (Figure 14). Somewhat more than 500 came from the Amarillo area alone.

Approximately 93 per cent of the guests at this lodge came from Oklahoma and Texas. The small number of guests from the other states is partially due to the fact that Quartz Mountain Lodge is not located near a major interstate highway. (Table 37).

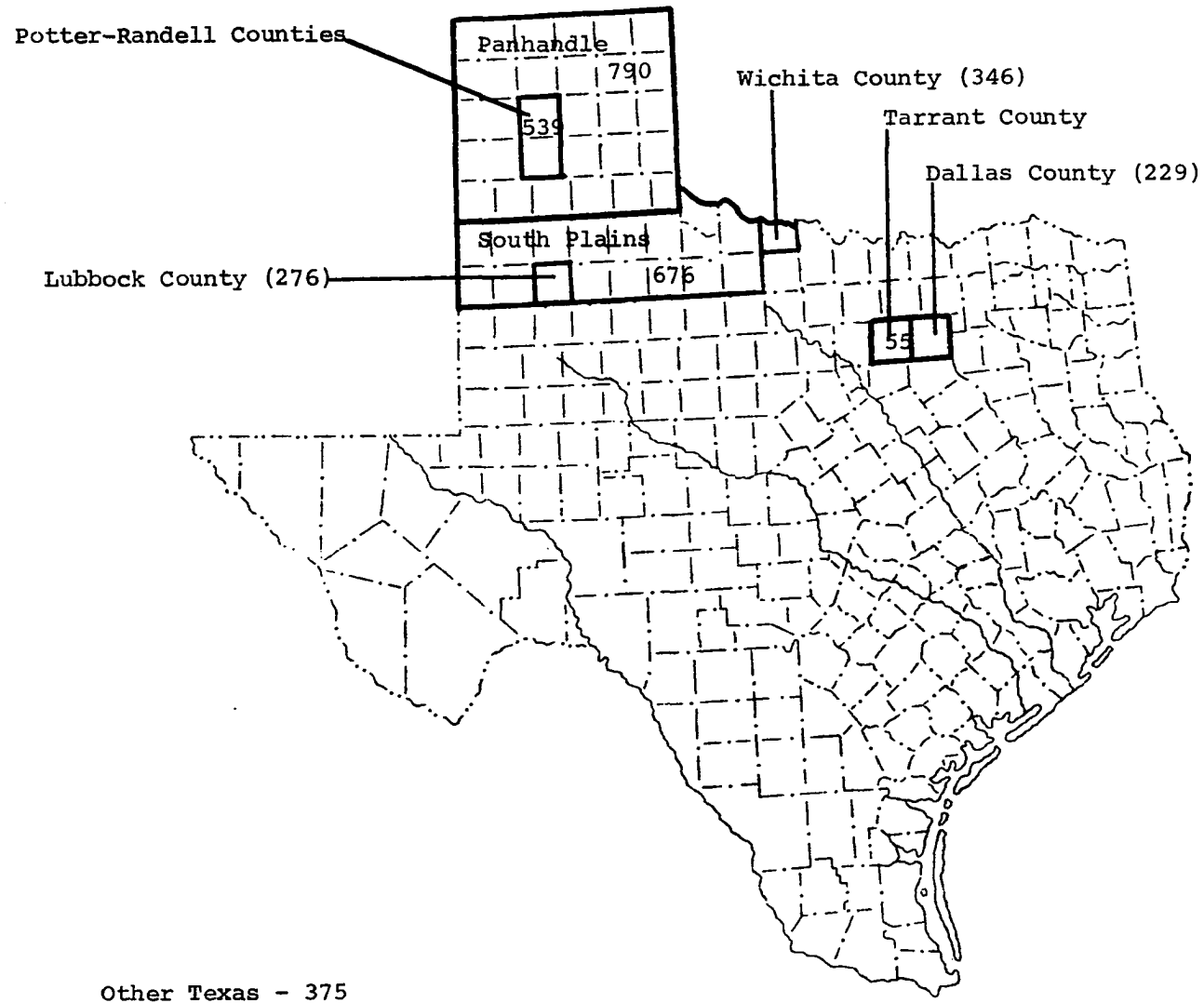
The off-season was a little longer for Quartz Mountain Lodge than for most other lodges. Slightly less than 7 per

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<sup>9</sup>Based on an interview with the lodge manager.

FIGURE 14

NUMBER OF GUESTS FROM TEXAS AT QUARTZ MOUNTAIN LODGE, FISCAL YEAR, 1966



cent of the guests were accounted for in the three month period from December 1, 1965 through February 28, 1966, whereas, one-fourth of the annual guests would have visited the lodge if there had been an equal distribution throughout the year. It will probably be difficult to improve the seasonal situation at Quartz Mountain since it serves primarily as a summer recreation area for southwestern Oklahoma and Northwestern Texas. However, an expansion of the convention facilities might prove worthwhile. Probably without too much expense the best convention facilities between Lubbock, Amarillo, and Oklahoma City could be developed.

#### Roman Nose Lodge

Roughly 6,000 guests used Roman Nose Lodge during the fiscal year, 1966. This is the smallest lodge in the system. Almost 85 per cent of the guests were Oklahoma residents. (Tables 38 and 39).

Slightly more than one-third of the total number of guests came from Oklahoma County. (Table 40). Thirteen counties in Oklahoma accounted for 1 per cent or more of the total number of guests. Eleven of these counties are distributed in a contiguous pattern around the lodge. As in the case of Quartz Mountain Lodge, travel time is an

GUESTS AT ROMAN NOSE LODGE, OKLAHOMA RESIDENTS BY PRINCIPAL COUNTY OF ORIGIN,

FISCAL YEAR, 1966<sup>1</sup>

Map of Oklahoma showing county boundaries and names. The map is titled "FISCAL YEAR, 1966<sup>1</sup>". It shows the state of Oklahoma with its 77 counties. Some counties have numbers indicating the number of guests: 78 (Kay), 84 (Major), 456 (Garfield), 188 (Payne), 174 (Tulsa), 102 (Blaine), 72 (Kingfisher), 69 (Logan), 183 (Custer), 182 (Canadian), 2,383 (Oklahoma), 184 (Cleveland), 60 (Comanche), 184 (Cleveland). The map also shows neighboring states: Kansas, Missouri, Arkansas, Texas, Colorado, and New Mexico.

<sup>1</sup>The total number of guests from other counties in Oklahoma was 963.

important factor in the geographic pattern. Only Custer County is west of Blaine County, the site of the lodge. (Figure 15). The small number of guests from the western part of the state is due to the sparse population of that area.

Less than 1,000 guests came from out-of-state. More than half the out-of-state guests came from Kansas and Texas. (Table 41). Roman Nose does not attract a large number of guests from out-of-state because it is not located on a major interstate highway, and because of the limited knowledge of the lodge and park outside the State. However, as many people came from the Great Lakes region as the total from the nearby states of Colorado, Missouri, and Louisiana combined. (Tables 41 and 42).

Roman Nose has the most severe seasonal problem of any of the lodges. Nearly one-half of the guests were accounted for in the summer, while less than 6 per cent of the guests registered in the three month period of December-February. Moreover, less than 20 per cent of the guests came in the six month period of September-February.

It is unlikely that an expansion of the facilities could be justified on the basis that it would significantly increase the occupancy rates or reduce the seasonal problem.

First, Roman Nose is located near a lake that is too small for boating or water skiing. Unless such popular activities are available, the bulk of the visitors will continue to come from the surrounding counties. The cost of providing such facilities would probably exceed the benefits, because the area is so remote from population centers. Also, the lodge does not offer adequate convention facilities. In the opinion of the writer most of the improvements should be those that would improve the park rather than the lodge.

## APPENDIX TO CHAPTER 4

TABLE 8

GUESTS AT ARROWHEAD LODGE, OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS,  
BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total <sup>2</sup> |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------------------|
| Oklahoma     | 5,501                        | 4,159                  | 1,257                 | 4,309     | *                 | 15,226             |
| Out-of-State | 1,064                        | 631                    | 303                   | 805       | *                 | 2,803              |
| Undetermined | 48                           | 17                     | 6                     | 23        | *                 | 94                 |
| Total        | 6,613                        | 4,807                  | 1,566                 | 5,137     | *                 | 18,123             |

Source: Computed from data obtained from guest registration cards at Arrowhead Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

<sup>2</sup>Approximately 0.4 per cent of the cards did not indicate the number of guests registered.

TABLE 9

PER CENT DISTRIBUTION OF GUESTS AT ARROWHEAD LODGE, OKLAHOMA RESIDENTS  
AND OUT-OF-STATE RESIDENTS, BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma     | 83.2                         | 86.5                   | 80.3                  | 83.9      | *                 | 84.0  |
| Out-of-State | 16.1                         | 13.1                   | 19.3                  | 15.7      | *                 | 15.5  |
| Undetermined | 0.7                          | 0.4                    | 0.4                   | 0.4       | *                 | 0.5   |
| Total#       | 100.0                        | 100.0                  | 100.0                 | 100.0     | *                 | 100.0 |

Source: Computed from data obtained from guest registration cards at Arrowhead Lodge.

\*No guests, or less than 0.05 per cent.

#Components may not add to total due to rounding.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 10

GUESTS AT ARROWHEAD LODGE, OKLAHOMA RESIDENTS BY COUNTY OF ORIGIN, BY SEASON,  
FISCAL YEAR, 1966

| County <sup>1</sup>      | June-<br>August <sup>2</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total  |
|--------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------|
| Oklahoma                 | 2,404                        | 1,944                  | 478                   | 1,941     | *                 | 6,767  |
| Tulsa                    | 723                          | 590                    | 207                   | 551       | *                 | 2,071  |
| Cleveland                | 319                          | 184                    | 52                    | 351       | *                 | 906    |
| Pittsburg                | 153                          | 145                    | 56                    | 92        | *                 | 446    |
| Pottawatomie             | 141                          | 91                     | 16                    | 103       | *                 | 351    |
| Payne                    | 102                          | 60                     | 82                    | 88        | *                 | 332    |
| Muskogee                 | 85                           | 94                     | 35                    | 85        | *                 | 299    |
| Washington               | 97                           | 93                     | 8                     | 81        | *                 | 279    |
| Garfield                 | 90                           | 103                    | 9                     | 48        | *                 | 250    |
| Kay                      | 84                           | 72                     | 12                    | 70        | *                 | 238    |
| Comanche                 | 101                          | 70                     | 11                    | 55        | *                 | 237    |
| Pontotoc                 | 71                           | 41                     | 25                    | 43        | *                 | 180    |
| Total, Above<br>Counties | 4,370                        | 3,487                  | 991                   | 3,508     | *                 | 12,356 |
| Total, Other<br>Counties | 1,131                        | 672                    | 266                   | 801       | *                 | 2,870  |
| Total,<br>Oklahoma       | 5,501                        | 4,159                  | 1,257                 | 4,309     | *                 | 15,226 |

(continued)

TABLE 10 (continued)

Source: Computed from data obtained from guest registration cards at Arrowhead Lodge.

\*No guests.

<sup>1</sup>Data for counties which accounted for 1 per cent or more of the total number of guests at Arrowhead are shown separately.

<sup>2</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 11

GUESTS AT ARROWHEAD LODGE, RESIDENTS OF STATES SURROUNDING OKLAHOMA, BY SEASON,  
FISCAL YEAR, 1966

| State                  | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Texas                  | 577                          | 300                    | 183                   | 455       | *                 | 1,515 |
| Kansas                 | 167                          | 95                     | 20                    | 95        | *                 | 377   |
| Arkansas               | 119                          | 75                     | 28                    | 90        | *                 | 312   |
| Missouri               | 33                           | 62                     | 30                    | 28        | *                 | 153   |
| Louisiana              | 37                           | 4                      | 7                     | 5         | *                 | 53    |
| Colorado               | *                            | 16                     | *                     | 12        | *                 | 28    |
| New Mexico             | 3                            | 7                      | *                     | 2         | *                 | 12    |
| Total, Above<br>States | 936                          | 559                    | 268                   | 687       | *                 | 2,450 |

Source: Computed from data obtained from guest registration cards at Arrowhead Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 12

GUESTS AT ARROWHEAD LODGE, OTHER THAN SOUTH CENTRAL REGION, BY SEASON,  
FISCAL YEAR, 1966

| Region                                             | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|----------------------------------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Great Lakes                                        | 33                           | 32                     | 5                     | 54        | *                 | 124   |
| Far West (including<br>Arizona)                    | 36                           | 18                     | 11                    | 13        | *                 | 78    |
| Southeast (excluding<br>Arkansas and<br>Louisiana) | 28                           | 5                      | 4                     | 11        | *                 | 48    |
| Plains (excluding<br>Kansas and Missouri)          | 16                           | 3                      | 10                    | 18        | *                 | 47    |
| Mid-East                                           | 9                            | 8                      | 1                     | 12        | *                 | 30    |
| New England                                        | 6                            | 1                      | *                     | 6         | *                 | 13    |
| Rocky Mountains (ex-<br>cluding Colorado)          | *                            | 1                      | 4                     | *         | *                 | 5     |
| Rest of World                                      | *                            | 4                      | *                     | 4         | *                 | 8     |
| Total, Above Regions                               | 128                          | 72                     | 35                    | 118       | *                 | 353   |

Source: Computed from data obtained from guest registration cards at Arrowhead Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 13

GUESTS AT FOUNTAINHEAD LODGE, OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS,  
BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total <sup>2</sup> |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------------------|
| Oklahoma     | 7,250                        | 4,752                  | 2,254                 | 5,256     | 2                 | 19,514             |
| Out-of-State | 1,553                        | 841                    | 179                   | 1,000     | *                 | 3,573              |
| Undetermined | 243                          | 10                     | 126                   | 142       | *                 | 521                |
| Total        | 9,046                        | 5,603                  | 2,559                 | 6,398     | 2                 | 23,608             |

Source: Computed from data obtained from guest registration cards at Fountainhead Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

<sup>2</sup>Approximately 1 per cent of the cards did not indicate the number of guests registered.

TABLE 14

PER CENT DISTRIBUTION OF GUESTS AT FOUNTAINHEAD LODGE, OKLAHOMA RESIDENTS  
AND OUT-OF-STATE RESIDENTS, BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma     | 80.1                         | 84.8                   | 88.1                  | 82.2      | 100.0             | 82.6  |
| Out-of-State | 17.2                         | 15.0                   | 7.0                   | 15.6      | *                 | 15.1  |
| Undetermined | 2.7                          | 0.2                    | 4.9                   | 2.2       | *                 | 2.2   |
| Total#       | 100.0                        | 100.0                  | 100.0                 | 100.0     | 100.0             | 100.0 |

Source: Computed from data obtained from guest registration cards at Fountainhead Lodge.

\*No guests, or less than 0.05 per cent.

#Components may not add to total due to rounding.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 15

GUESTS AT FOUNTAINHEAD LODGE, OKLAHOMA RESIDENTS BY COUNTY OF ORIGIN, BY SEASON.  
FISCAL YEAR, 1966

| County <sup>1</sup>      | June-<br>August <sup>2</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total  |
|--------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------|
| Oklahoma                 | 3,208                        | 2,064                  | 892                   | 2,512     | 2                 | 8,678  |
| Tulsa                    | 1,459                        | 887                    | 356                   | 686       | *                 | 3,388  |
| Cleveland                | 292                          | 141                    | 83                    | 174       | *                 | 690    |
| Muskogee                 | 115                          | 128                    | 153                   | 150       | *                 | 546    |
| Pottawatomie             | 189                          | 87                     | 25                    | 147       | *                 | 448    |
| Garfield                 | 176                          | 79                     | 46                    | 81        | *                 | 382    |
| Payne                    | 142                          | 76                     | 40                    | 98        | *                 | 356    |
| Washington               | 130                          | 89                     | 47                    | 89        | *                 | 355    |
| Okmulgee                 | 115                          | 109                    | 53                    | 48        | *                 | 325    |
| Kay                      | 93                           | 93                     | 38                    | 77        | *                 | 301    |
| Canadian                 | 108                          | 62                     | 15                    | 47        | *                 | 232    |
| Comanche                 | 75                           | 83                     | 20                    | 50        | *                 | 228    |
| Total, Above<br>Counties | 6,102                        | 3,898                  | 1,768                 | 4,159     | 2                 | 15,929 |
| Total, Other<br>Counties | 1,148                        | 854                    | 486                   | 1,097     | *                 | 3,585  |
| Total,<br>Okla homa      | 7,250                        | 4,752                  | 2,254                 | 5,256     | 2                 | 19,514 |

(continued)

TABLE 15 (continued)

Source: Computed from data obtained from guest registration cards at Fountainhead Lodge.

\*No guests.

<sup>1</sup>Data for counties which accounted for 1 per cent or more of the total number of guests at Fountainhead are shown separately.

<sup>2</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 16

GUESTS AT FOUNTAINHEAD LODGE, RESIDENTS OF STATES SURROUNDING OKLAHOMA, BY SEASON,  
FISCAL YEAR, 1966

| State                  | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Texas                  | 557                          | 414                    | 68                    | 360       | *                 | 1,399 |
| Kansas                 | 435                          | 155                    | 26                    | 261       | *                 | 877   |
| Arkansas               | 176                          | 66                     | 20                    | 41        | *                 | 303   |
| Missouri               | 90                           | 66                     | 21                    | 60        | *                 | 237   |
| Colorado               | 29                           | 5                      | 1                     | 42        | *                 | 77    |
| Louisiana              | 36                           | 4                      | 2                     | 5         | *                 | 47    |
| New Mexico             | 23                           | 1                      | 2                     | 21        | *                 | 47    |
| Total, Above<br>States | 1,346                        | 711                    | 140                   | 790       | *                 | 2,987 |

Source: Computed from data obtained from guest registration cards at Fountainhead Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 17

GUESTS AT FOUNTAINHEAD LODGE, OTHER THAN SOUTH CENTRAL REGION, BY SEASON,  
FISCAL YEAR, 1966

| Region                                             | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|----------------------------------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Great Lakes                                        | 62                           | 48                     | 7                     | 50        | *                 | 167   |
| Southeast (excluding<br>Arkansas and<br>Louisiana) | 54                           | 35                     | 12                    | 22        | *                 | 123   |
| Mid-East                                           | 30                           | 22                     | 4                     | 51        | *                 | 107   |
| Far West (including<br>Arizona)                    | 34                           | 15                     | 10                    | 28        | *                 | 87    |
| Plains (excluding<br>Kansas and<br>Missouri)       | 23                           | 7                      | 6                     | 35        | *                 | 71    |
| Rocky Mountain (ex-<br>cluding Colorado)           | *                            | 1                      | *                     | 12        | *                 | 13    |
| New England                                        | 2                            | 2                      | *                     | 9         | *                 | 13    |
| Rest of World                                      | 2                            | *                      | *                     | 3         | *                 | 5     |
| Total, Above Regions                               | 207                          | 130                    | 39                    | 210       | *                 | 586   |

Source: Computed from data obtained from guest registration cards at  
Fountainhead Lodge.

\*No guests.

<sup>1</sup> Data for June refer to calendar year 1966; data for July and August  
refer to calendar year 1965.

TABLE 18

GUESTS AT WESTERN HILLS LODGE, OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS,  
BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total <sup>2</sup> |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------------------|
| Oklahoma     | 5,049                        | 2,498                  | 1,074                 | 3,350     | 10                | 11,981             |
| Out-of-State | 2,969                        | 1,581                  | 177                   | 1,736     | *                 | 6,463              |
| Undetermined | 159                          | 226                    | 67                    | 130       | *                 | 582                |
| Total        | 8,177                        | 4,305                  | 1,318                 | 5,216     | 10                | 19,026             |

Source: Computed from data obtained from guest registration cards at Western Hills Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

<sup>2</sup>Approximately 0.8 per cent of the cards did not indicate the number of guests registered.

TABLE 19

PER CENT DISTRIBUTION OF GUESTS AT WESTERN HILLS LODGE, OKLAHOMA RESIDENTS,  
AND OUT-OF-STATE RESIDENTS, BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma     | 61.7                         | 58.0                   | 81.5                  | 64.2      | 100.0             | 63.0  |
| Out-of-State | 36.3                         | 36.7                   | 13.4                  | 33.3      | *                 | 34.0  |
| Undetermined | 1.9                          | 5.2                    | 5.1                   | 2.5       | *                 | 3.0   |
| Total#       | 100.0                        | 100.0                  | 100.0                 | 100.0     | 100.0             | 100.0 |

Source: Computed from data obtained from guest registration cards at Western Hills Lodge.

\*No guests, or less than 0.05 per cent.

#Components may not add to total due to rounding.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 20

GUESTS AT WESTERN HILLS LODGE, OKLAHOMA RESIDENTS BY COUNTY OF ORIGIN,  
BY SEASON, FISCAL YEAR, 1966

| County <sup>1</sup>      | June-<br>August <sup>2</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total  |
|--------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------|
| Tulsa                    | 2,360                        | 751                    | 424                   | 1,085     | *                 | 4,620  |
| Oklahoma                 | 1,438                        | 881                    | 181                   | 1,151     | 4                 | 3,655  |
| Muskogee                 | 104                          | 114                    | 180                   | 61        | *                 | 459    |
| Cleveland                | 98                           | 149                    | 13                    | 51        | 4                 | 315    |
| Payne                    | 127                          | 25                     | 53                    | 76        | *                 | 281    |
| Washington               | 114                          | 49                     | 14                    | 55        | *                 | 232    |
| Total, Above<br>Counties | 4,241                        | 1,969                  | 865                   | 2,479     | 8                 | 9,562  |
| Total, Other<br>Counties | 808                          | 529                    | 209                   | 871       | 2                 | 2,419  |
| Total,<br>Oklahoma       | 5,049                        | 2,498                  | 1,074                 | 3,350     | 10                | 11,981 |

Source: Computed from data obtained from guest registration cards at Western Hills Lodge.

\*No guests.

<sup>1</sup>Data for counties which accounted for 1 per cent or more of the total number of guests at Western Hills Lodge are shown separately.

<sup>2</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 21

GUESTS AT WESTERN HILLS LODGE, RESIDENTS OF STATES SURROUNDING OKLAHOMA,  
BY SEASON, FISCAL YEAR, 1966

| State                  | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Kansas                 | 1,231                        | 602                    | 24                    | 737       | *                 | 2,594 |
| Texas                  | 759                          | 276                    | 34                    | 253       | *                 | 1,322 |
| Missouri               | 317                          | 293                    | 38                    | 204       | *                 | 852   |
| Arkansas               | 225                          | 115                    | 16                    | 134       | *                 | 490   |
| Louisiana              | 29                           | 27                     | 22                    | 36        | *                 | 114   |
| Colorado               | 12                           | 12                     | 9                     | 23        | *                 | 56    |
| New Mexico             | 21                           | 9                      | 2                     | 8         | *                 | 40    |
| Total, Above<br>States | 2,594                        | 1,334                  | 145                   | 1,395     | *                 | 5,468 |

Source: Computed from data obtained from the guest registration cards at Western Hills Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 22

GUESTS AT WESTERN HILLS LODGE, OTHER THAN SOUTH CENTRAL REGION, BY SEASON,  
FISCAL YEAR, 1966

| Region                                             | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|----------------------------------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Great Lakes                                        | 193                          | 89                     | 12                    | 138       | *                 | 432   |
| Mid-East                                           | 50                           | 23                     | 3                     | 75        | *                 | 151   |
| Southeast (excluding<br>Arkansas and<br>Louisiana) | 54                           | 65                     | 1                     | 29        | *                 | 149   |
| Plains (excluding<br>Kansas and Missouri)          | 29                           | 26                     | 1                     | 56        | *                 | 112   |
| Far West (including<br>Arizona)                    | 41                           | 28                     | 5                     | 18        | *                 | 92    |
| Rocky Mountain (ex-<br>cluding Colorado)           | *                            | 1                      | 10                    | 8         | *                 | 19    |
| New England                                        | *                            | 10                     | *                     | 7         | *                 | 17    |
| Rest of World                                      | 8                            | 5                      | *                     | 10        | *                 | 23    |
| Total, Above Regions                               | 375                          | 247                    | 32                    | 341       | *                 | 995   |

Source: Computed from data obtained from guest registration cards at Western Hills Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 23

GUESTS AT LAKE MURRAY LODGE, OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS,  
BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total <sup>2</sup> |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------------------|
| Oklahoma     | 4,016                        | 2,214                  | 675                   | 2,478     | 3                 | 9,386              |
| Out-of-State | 6,158                        | 3,506                  | 705                   | 2,614     | *                 | 12,983             |
| Undetermined | 77                           | *                      | 12                    | 172       | *                 | 261                |
| Total        | 10,251                       | 5,720                  | 1,392                 | 5,264     | 3                 | 22,630             |

Source: Computed from data obtained from guest registration cards at Lake Murray Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

<sup>2</sup>Approximately 2.7 per cent of the cards did not indicate the number of guests registered.

TABLE 24

PER CENT DISTRIBUTION OF GUESTS AT LAKE MURRAY LODGE, OKLAHOMA RESIDENTS  
AND OUT-OF-STATE RESIDENTS, BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December<br>February | March-May | Season<br>Unknown | Total |
|--------------|------------------------------|------------------------|----------------------|-----------|-------------------|-------|
| Oklahoma     | 39.2                         | 38.7                   | 48.5                 | 47.1      | 100.0             | 41.5  |
| Out-of-State | 60.1                         | 61.3                   | 50.6                 | 49.6      | *                 | 57.4  |
| Undetermined | 0.6                          | *                      | 0.9                  | 3.3       | *                 | 1.2   |
| Total#       | 100.0                        | 100.0                  | 100.0                | 100.0     | 100.0             | 100.0 |

Source: Computed from data obtained from guest registration cards at Lake Murray Lodge.

\*No guests.

#Components may not add to total due to rounding.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 25

GUESTS AT LAKE MURRAY LODGE, OKLAHOMA RESIDENTS BY COUNTY OF ORIGIN,  
BY SEASON, FISCAL YEAR, 1966

| County <sup>1</sup>      | June-<br>August <sup>2</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma                 | 2,036                        | 1,070                  | 287                   | 1,055     | 3                 | 4,451 |
| Tulsa                    | 231                          | 136                    | 45                    | 169       | *                 | 581   |
| Carter                   | 284                          | 54                     | 78                    | 116       | *                 | 532   |
| Cleveland                | 203                          | 135                    | 51                    | 111       | *                 | 500   |
| Stephens                 | 242                          | 38                     | 8                     | 60        | *                 | 348   |
| Kay                      | 72                           | 169                    | 41                    | 30        | *                 | 312   |
| Comanche                 | 86                           | 113                    | 7                     | 67        | *                 | 273   |
| Total, Above<br>Counties | 3,154                        | 1,715                  | 517                   | 1,608     | 3                 | 6,997 |
| Total, Other<br>Counties | 862                          | 499                    | 158                   | 870       | *                 | 2,389 |
| Total,<br>Oklahoma       | 4,016                        | 2,214                  | 675                   | 2,478     | 3                 | 9,386 |

Source: Computed from data obtained from guest registration cards at Lake Murray Lodge.

\*No guests.

<sup>1</sup>Data for counties which accounted for 1 per cent or more of the total number of guests at Lake Murray Lodge are shown separately.

<sup>2</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 26

GUESTS AT LAKE MURRAY LODGE, RESIDENTS OF STATES SURROUNDING OKLAHOMA,  
BY SEASON, FISCAL YEAR, 1966

| State                  | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total  |
|------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------|
| Texas                  | 5,601                        | 3,069                  | 615                   | 2,271     | *                 | 11,556 |
| Kansas                 | 159                          | 122                    | 21                    | 109       | *                 | 411    |
| Louisiana              | 25                           | 65                     | 2                     | 45        | *                 | 137    |
| Missouri               | 49                           | 26                     | 9                     | 29        | *                 | 113    |
| Arkansas               | 36                           | 24                     | 8                     | 27        | *                 | 95     |
| New Mexico             | 19                           | 14                     | 4                     | 18        | *                 | 55     |
| Colorado               | 22                           | 8                      | *                     | 4         | *                 | 34     |
| Total, Above<br>States | 5,911                        | 3,328                  | 659                   | 2,503     | *                 | 12,401 |

Source: Computed from data obtained from guest registration cards at Lake Murray Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 27

GUESTS AT LAKE MURRAY LODGE, OTHER THAN SOUTH CENTRAL REGION, BY SEASON,  
FISCAL YEAR, 1966

| Region                                             | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|----------------------------------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Southeast (excluding<br>Arkansas and<br>Louisiana) | 95                           | 67                     | 3                     | 13        | *                 | 178   |
| Far West (including<br>Arizona)                    | 56                           | 23                     | 7                     | 26        | *                 | 112   |
| Plains (excluding<br>Kansas and Missouri)          | 49                           | 25                     | 12                    | 15        | *                 | 101   |
| Great Lakes                                        | 35                           | 33                     | 4                     | 27        | *                 | 99    |
| Mid-East                                           | 7                            | 23                     | 10                    | 19        | *                 | 59    |
| New England                                        | 2                            | 2                      | 6                     | 4         | *                 | 14    |
| Rocky Mountain (ex-<br>cluding Colorado)           | 2                            | *                      | 1                     | *         | *                 | 3     |
| Rest of World                                      | 1                            | 5                      | 3                     | 7         | *                 | 16    |
| Total, Above Regions                               | 247                          | 178                    | 46                    | 111       | *                 | 582   |

Source: Computed from data obtained from guest registration cards at Lake Murray Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 28

GUESTS AT TEXOMA LODGE, OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS,  
BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total <sup>2</sup> |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------------------|
| Oklahoma     | 4,197                        | 2,677                  | 1,511                 | 3,359     | 3                 | 11,747             |
| Out-of-State | 6,521                        | 3,030                  | 1,388                 | 2,770     | 1                 | 13,701             |
| Undetermined | 34                           | 192                    | 7                     | 57        | *                 | 290                |
| Total        | 10,743                       | 5,899                  | 2,906                 | 6,186     | 4                 | 25,738             |

Source: Computed from data obtained from guest registration cards at Texoma Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

<sup>2</sup>Approximately 2.2 per cent of the cards did not indicate the number of guests registered.

TABLE 29

PER CENT DISTRIBUTION OF GUESTS AT TEXOMA LODGE, OKLAHOMA RESIDENTS AND  
OUT-OF-STATE RESIDENTS, BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma     | 39.1                         | 45.4                   | 52.0                  | 54.3      | 75.0              | 45.6  |
| Out-of-State | 60.7                         | 51.4                   | 47.8                  | 44.8      | 25.0              | 53.2  |
| Undetermined | 0.3                          | 3.2                    | 0.2                   | 0.9       | *                 | 1.1   |
| Total#       | 100.0                        | 100.0                  | 100.0                 | 100.0     | 100.0             | 100.0 |

Source: Computed from data obtained from guest registration cards at Texoma Lodge.

\*No guests.

#Components may not add to total due to rounding.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 30

GUESTS AT TEXOMA LODGE, OKLAHOMA RESIDENTS BY COUNTY OF ORIGIN, BY SEASON,  
FISCAL YEAR, 1966

| County <sup>1</sup>      | June-<br>August <sup>2</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total  |
|--------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------|
| Oklahoma                 | 1,718                        | 1,173                  | 591                   | 1,631     | 2                 | 5,115  |
| Cleveland                | 196                          | 316                    | 76                    | 161       | *                 | 749    |
| Tulsa                    | 314                          | 186                    | 56                    | 185       | *                 | 741    |
| Comanche                 | 166                          | 65                     | 35                    | 104       | *                 | 370    |
| Pontotoc                 | 82                           | 94                     | 69                    | 64        | *                 | 309    |
| Garvin                   | 142                          | 25                     | 35                    | 106       | *                 | 308    |
| Pottawatomie             | 120                          | 52                     | 48                    | 53        | *                 | 273    |
| Total, Above<br>Counties | 2,738                        | 1,911                  | 910                   | 2,304     | 2                 | 7,865  |
| Total, Other<br>Counties | 1,459                        | 766                    | 601                   | 1,055     | 1                 | 3,882  |
| Total,<br>Oklahoma       | 4,197                        | 2,677                  | 1,511                 | 3,359     | 3                 | 11,747 |

Source: Computed from data obtained from guest registration cards at Texoma Lodge.

\*No guests.

<sup>1</sup>Data for counties which accounted for 1 per cent or more of the total number of guests at Texoma are shown separately.

<sup>2</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 31

GUESTS AT TEXOMA LODGE, RESIDENTS OF STATES SURROUNDING OKLAHOMA, BY SEASON,  
FISCAL YEAR, 1966

| State                  | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total  |
|------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------|
| Texas                  | 5,506                        | 2,281                  | 1,090                 | 2,433     | *                 | 11,310 |
| Kansas                 | 213                          | 121                    | 63                    | 79        | *                 | 476    |
| Missouri               | 68                           | 180                    | 16                    | 43        | *                 | 307    |
| Arkansas               | 129                          | 106                    | 40                    | 26        | *                 | 301    |
| Louisiana              | 146                          | 17                     | 15                    | 23        | *                 | 201    |
| New Mexico             | 29                           | 36                     | 10                    | 15        | *                 | 90     |
| Colorado               | 17                           | 20                     | 41                    | 11        | *                 | 89     |
| Total, Above<br>States | 6,108                        | 2,761                  | 1,275                 | 2,630     | *                 | 12,774 |

Source: Computed from data obtained from guest registration cards at Texoma Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 32

GUESTS AT TEXOMA LODGE, OTHER THAN SOUTH CENTRAL REGION, BY SEASON,  
FISCAL YEAR, 1966

| Region                                             | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|----------------------------------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Great Lakes                                        | 91                           | 81                     | 31                    | 47        | *                 | 250   |
| Southeast (excluding<br>Arkansas and<br>Louisiana) | 128                          | 64                     | 20                    | 27        | 1                 | 240   |
| Far West (including<br>Arizona)                    | 64                           | 54                     | 18                    | 25        | *                 | 161   |
| Plains (excluding<br>Kansas and Missouri)          | 47                           | 43                     | 18                    | 17        | *                 | 125   |
| Mid-East                                           | 48                           | 13                     | 14                    | 16        | *                 | 91    |
| New England                                        | 3                            | 8                      | 1                     | 7         | *                 | 19    |
| Rocky Mountain (ex-<br>cluding Colorado)           | 5                            | 6                      | 4                     | *         | *                 | 15    |
| Rest of World                                      | 18                           | *                      | 7                     | 1         | *                 | 26    |
| Total, Above Regions                               | 404                          | 269                    | 113                   | 140       | 1                 | 927   |

Source: Computed from data obtained from guest registration cards at Texoma Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 33

GUESTS AT QUARTZ MOUNTAIN LODGE, OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS,  
BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total <sup>2</sup> |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------------------|
| Oklahoma     | 2,317                        | 947                    | 378                   | 1,326     | 38                | 5,006              |
| Out-of-State | 2,298                        | 531                    | 218                   | 740       | 12                | 3,799              |
| Undetermined | 49                           | 12                     | *                     | 27        | *                 | 88                 |
| Total        | 4,664                        | 1,490                  | 596                   | 2,093     | 50                | 8,893              |

Source: Computed from data obtained from guest registration cards at Quartz Mountain Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

<sup>2</sup>Approximately 2.6 per cent of the cards did not indicate the number of guests registered.

TABLE 34

PER CENT DISTRIBUTION OF GUESTS AT QUARTZ MOUNTAIN LODGE, OKLAHOMA RESIDENTS  
AND OUT-OF-STATE RESIDENTS, BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma     | 49.7                         | 63.6                   | 63.4                  | 63.4      | 76.0              | 56.3  |
| Out-of-State | 49.3                         | 35.6                   | 36.6                  | 35.4      | 24.0              | 42.7  |
| Undetermined | 1.0                          | 0.8                    | *                     | 1.3       | *                 | 1.0   |
| Total#       | 100.0                        | 100.0                  | 100.0                 | 100.0     | 100.0             | 100.0 |

Source: Computed from data obtained from guest registration cards at Quartz Mountain Lodge.

\*No guests.

#Components may not add to total due to rounding.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 35

GUESTS AT QUARTZ MOUNTAIN LODGE, OKLAHOMA RESIDENTS BY COUNTY OF ORIGIN,  
BY SEASON, FISCAL YEAR, 1966

| County <sup>1</sup>      | June-<br>August <sup>2</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma                 | 752                          | 350                    | 175                   | 308       | *                 | 1,585 |
| Comanche                 | 187                          | 93                     | 12                    | 165       | *                 | 457   |
| Jackson                  | 227                          | 51                     | 27                    | 129       | *                 | 434   |
| Washita                  | 115                          | 14                     | 4                     | 134       | *                 | 267   |
| Cleveland                | 89                           | 53                     | 24                    | 84        | *                 | 250   |
| Payne                    | 72                           | 8                      | 10                    | 30        | 38                | 158   |
| Greer                    | 112                          | 2                      | 2                     | 19        | *                 | 135   |
| Kiowa                    | 67                           | 31                     | 8                     | 28        | *                 | 134   |
| Harmon                   | 63                           | 41                     | 4                     | 23        | *                 | 131   |
| Custer                   | 63                           | 8                      | 8                     | 38        | *                 | 117   |
| Tulsa                    | 48                           | 26                     | 13                    | 20        | *                 | 107   |
| Stephens                 | 45                           | 16                     | 5                     | 38        | *                 | 104   |
| Total, Above<br>Counties | 1,840                        | 693                    | 292                   | 1,016     | 38                | 3,879 |
| Total, Other<br>Counties | 477                          | 254                    | 86                    | 310       | *                 | 1,127 |
| Total,<br>Oklahoma       | 2,317                        | 947                    | 378                   | 1,326     | 38                | 5,006 |

(continued)

TABLE 35 (continued)

Source: Computed from data obtained from guest registration cards at Quartz Mountain Lodge.

\*No guests.

<sup>1</sup>Data for counties which accounted for 1 per cent or more of the total number of guests at Quartz Mountain Lodge are shown separately.

<sup>2</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 36

GUESTS AT QUARTZ MOUNTAIN LODGE, RESIDENTS OF STATES SURROUNDING OKLAHOMA,  
BY SEASON, FISCAL YEAR, 1966

| State                  | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Texas                  | 1,980                        | 450                    | 201                   | 647       | 8                 | 3,286 |
| Kansas                 | 111                          | 25                     | 10                    | 27        | *                 | 173   |
| New Mexico             | 27                           | 7                      | 2                     | 8         | *                 | 44    |
| Colorado               | 15                           | 12                     | 2                     | *         | *                 | 29    |
| Missouri               | 12                           | 3                      | *                     | 8         | *                 | 23    |
| Louisiana              | 14                           | 4                      | *                     | 3         | *                 | 21    |
| Arkansas               | 1                            | *                      | *                     | 2         | *                 | 3     |
| Total, Above<br>States | 2,160                        | 501                    | 215                   | 695       | 8                 | 3,579 |

Source: Computed from data obtained from guest registration cards at Quartz Mountain Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 37

GUESTS AT QUARTZ MOUNTAIN LODGE, OTHER THAN SOUTH CENTRAL REGION,  
BY SEASON, FISCAL YEAR, 1966

| Region                                             | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|----------------------------------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Far West (including<br>Arizona)                    | 48                           | 10                     | 2                     | 4         | *                 | 64    |
| Great Lakes                                        | 27                           | 8                      | *                     | 20        | *                 | 55    |
| Southeast (excluding<br>Arkansas and<br>Louisiana) | 34                           | 2                      | *                     | 8         | *                 | 44    |
| Mid-East                                           | 21                           | 4                      | 1                     | 5         | 4                 | 35    |
| Plains (excluding<br>Kansas and Missouri)          | 3                            | 4                      | *                     | 2         | *                 | 9     |
| New England                                        | *                            | *                      | *                     | 6         | *                 | 6     |
| Rocky Mountain (ex-<br>cluding Colorado)           | 5                            | *                      | *                     | *         | *                 | 5     |
| Rest of World                                      | *                            | 2                      | *                     | *         | *                 | 2     |
| Total, Above Regions                               | 138                          | 30                     | 3                     | 45        | 4                 | 220   |

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Source: Computed from data obtained from guest registration cards at Quartz Mountain Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 38

GUESTS AT ROMAN NOSE LODGE, OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS,  
BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total <sup>2</sup> |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|--------------------|
| Oklahoma     | 2,483                        | 652                    | 311                   | 1,631     | 101               | 5,178              |
| Out-of-State | 492                          | 109                    | 44                    | 193       | 22                | 860                |
| Undetermined | 16                           | 2                      | 1                     | 34        | *                 | 53                 |
| Total        | 2,991                        | 763                    | 356                   | 1,858     | 123               | 6,091              |

Source: Computed from data obtained from guest registration cards at Roman Nose Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

<sup>2</sup>Approximately 8 per cent of the cards did not indicate the number of guests registered.

TABLE 39

PER CENT DISTRIBUTION OF GUESTS AT ROMAN NOSE LODGE, OKLAHOMA RESIDENTS AND  
OUT-OF-STATE RESIDENTS, BY SEASON, FISCAL YEAR, 1966

| Origin       | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma     | 83.0                         | 85.4                   | 87.4                  | 87.8      | 82.1              | 85.0  |
| Out-of-State | 16.4                         | 14.3                   | 12.4                  | 10.3      | 17.9              | 14.2  |
| Undetermined | 0.7                          | 0.2                    | 0.3                   | 1.8       | *                 | 0.9   |
| Total#       | 100.0                        | 100.0                  | 100.0                 | 100.0     | 100.0             | 100.0 |

Source: Computed from data obtained from guest registration cards at Roman Nose Lodge.

\*No guests.

#Components may not add to total due to rounding.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 40

GUESTS AT ROMAN NOSE LODGE, OKLAHOMA RESIDENTS BY COUNTY OF ORIGIN,  
BY SEASON, FISCAL YEAR, 1966

| County <sup>1</sup>      | June-<br>August <sup>2</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|--------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Oklahoma                 | 1,183                        | 282                    | 121                   | 753       | 44                | 2,383 |
| Garfield                 | 214                          | 83                     | 25                    | 125       | 9                 | 456   |
| Payne                    | 57                           | 20                     | 13                    | 98        | *                 | 188   |
| Cleveland                | 78                           | 34                     | *                     | 72        | *                 | 184   |
| Custer                   | 67                           | 11                     | 8                     | 91        | 6                 | 183   |
| Canadian                 | 115                          | 6                      | 7                     | 50        | 4                 | 182   |
| Tulsa                    | 86                           | 36                     | 6                     | 46        | *                 | 174   |
| Blaine                   | 32                           | 8                      | 10                    | 44        | 8                 | 102   |
| Major                    | 14                           | 4                      | 15                    | 45        | 6                 | 84    |
| Kay                      | 19                           | 31                     | 2                     | 19        | 7                 | 78    |
| Kingfisher               | 45                           | *                      | 4                     | 23        | *                 | 72    |
| Logan                    | 22                           | 13                     | 6                     | 28        | *                 | 69    |
| Comanche                 | 30                           | 9                      | 12                    | 9         | *                 | 60    |
| Total, Above<br>Counties | 1,962                        | 537                    | 229                   | 1,403     | 84                | 4,215 |
| Total, Other<br>Counties | 521                          | 115                    | 82                    | 228       | 17                | 963   |
| Total,<br>Oklahoma       | 2,483                        | 652                    | 311                   | 1,631     | 101               | 5,178 |

(continued)

TABLE 40 (continued)

Source: Computed from data obtained from guest registration cards at Roman Nose Lodge.

\*No guests.

<sup>1</sup>Data for counties which accounted for 1 per cent or more of the total number of guests at Roman Nose Lodge are shown separately.

<sup>2</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 41

GUESTS AT ROMAN NOSE LODGE, RESIDENTS OF STATES SURROUNDING OKLAHOMA,  
BY SEASON, FISCAL YEAR, 1966

| State                  | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Kansas                 | 193                          | 26                     | 14                    | 67        | 18                | 318   |
| Texas                  | 146                          | 37                     | 12                    | 49        | 2                 | 246   |
| Colorado               | 11                           | 8                      | 4                     | 9         | *                 | 32    |
| Missouri               | 6                            | 11                     | *                     | 3         | *                 | 20    |
| Louisiana              | 13                           | *                      | *                     | 4         | *                 | 17    |
| New Mexico             | 12                           | *                      | *                     | *         | *                 | 12    |
| Arkansas               | 7                            | 2                      | *                     | 2         | *                 | 11    |
| Total, Above<br>States | 388                          | 84                     | 30                    | 134       | 20                | 656   |

Source: Computed from data obtained from guest registration cards at Roman Nose Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

TABLE 42

GUESTS AT ROMAN NOSE LODGE, OTHER THAN SOUTH CENTRAL REGION, BY SEASON,  
FISCAL YEAR, 1966

| Region                                             | June-<br>August <sup>1</sup> | September-<br>November | December-<br>February | March-May | Season<br>Unknown | Total |
|----------------------------------------------------|------------------------------|------------------------|-----------------------|-----------|-------------------|-------|
| Great Lakes                                        | 38                           | 6                      | 1                     | 24        | 1                 | 70    |
| Southeast (excluding<br>Arkansas and<br>Louisiana) | 21                           | 2                      | 6                     | 16        | *                 | 45    |
| Plains (excluding<br>Kansas and Missouri)          | 16                           | 2                      | 6                     | 7         | *                 | 31    |
| Far West (including<br>Arizona)                    | 15                           | 6                      | 1                     | 5         | *                 | 27    |
| Mid-East                                           | 14                           | 2                      | *                     | 4         | 1                 | 21    |
| New England                                        | *                            | 5                      | *                     | 1         | *                 | 6     |
| Rocky Mountain (ex-<br>cluding Colorado)           | *                            | 2                      | *                     | 2         | *                 | 4     |
| Rest of World                                      | *                            | *                      | *                     | *         | *                 | *     |
| Total, Above Regions                               | 104                          | 25                     | 14                    | 59        | 2                 | 204   |

Source: Computed from data obtained from guest registration cards at Roman Nose Lodge.

\*No guests.

<sup>1</sup>Data for June refer to calendar year 1966; data for July and August refer to calendar year 1965.

## CHAPTER 5

### VISITOR-DAYS AND ROOM EXPENDITURES OF THE GUESTS AT OKLAHOMA STATE LODGES

Data presented in the previous chapter established the geographic pattern of distribution of guests at the seven Oklahoma State Lodges for the fiscal year, 1966. A similar approach is used in this chapter to analyze visitor-days, and room expenditures by the geographic origin of the guests.

#### Visitor-Days

Visitor-days were computed by multiplying the number of guests by the length of stay of each guest. The number of guests, and length of stay were obtained from guest registration cards at the lodges. If the length of stay was not recorded on the card, then visitor-days were not computed for that party. Generally, less than 1 per cent of the cards excluded length of stay. However, at Quartz Mountain almost 6 per cent of the cards did not indicate

length of stay, and it was excluded on 13 per cent of the cards at Roman Nose.

This measure of activity was developed by economists concerned with outdoor recreation. Marion Clawson and Jack Knetsch note the uses and limitations of this measure.

Visitor days measure the volume of use in a recreation area. They are particularly good in measuring physical volume of use or of wear and tear in the area, and of needed services such as garbage collection and the like. Many organizations administering outdoor recreation areas find visitor days a useful measure of management work load, but this unit of measure is not well suited for demand analysis. Much of the cost of a visit to an outdoor recreation area is the cost of travel (including meals and lodging en route) and equipment. The added cost of an extra day at the site may be comparatively small. Average cost per visitor day can be lowered by staying more days, but this raises total cost per person for the whole experience. It is doubtful that cost per visitor day is the most significant way to measure differences in cost of outdoor recreation.<sup>1</sup>

Analysis of visitor-days is useful for almost any study of tourism, and is probably more meaningful for this study than for research concerned with general outdoor recreation. This is true for three reasons. First, from the standpoint of the participant, the cost of an additional day is relatively more important for a guest at a lodge than for participants in outdoor recreation. In other words,

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<sup>1</sup>Marion Clawson and Jack L. Knetsch, Economics of Outdoor Recreation (Baltimore: Johns Hopkins University Press, 1966), p. 295.

travel costs are a smaller per cent of total costs for the lodge guest than for a camper, or a party renting a vacation cabin.<sup>2</sup> The lodge guest rents a room comparable in cost to a first class hotel room, and usually eats in the lodge dining room, while the outdoor recreationist pays little or no rent, and may picnic.

Second, from the standpoint of the management of the lodge, a measure of visitor-days not only reveals the total amount of traffic at the facility, but provides information about the average length of stay. Because of administrative and other costs of registering and checking guests out of the lodge, it is probably more profitable to accommodate 50 persons for two days than to accommodate 100 persons for one day.

Finally, an increase in the length of stay of the guests would probably benefit the concessionaires in the park and businesses in the surrounding communities. One lodge manager told this writer that he recommends restaurants

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<sup>2</sup>A study of the guests at hotels and motels in the Ozark area found that two-thirds of tourist expenditures are for food and lodging, compared to 15 per cent for transportation. The Institute of Community Development, An Analysis of the Tourist Industry in Selected Counties of the Ozark Area, a report prepared by the Institute of Community Development, University of Oklahoma, for the National Park Service (Norman: Institute of Community Development, 1953), p. 111.

located in nearby towns for guests who stay several days, so they will not tire of the dining room. Moreover, the longer a party stays at the lodge the more likely they are to tour the countryside. In this way service stations and other businesses benefit. A service station owner in the City of Eufaula told this writer that before Lake Eufaula began to fill, U.S. Highway 69 passed directly in front of his establishment. Due to the construction of the lake, the route of the highway was changed to bypass the town. The owner said that he sells more gasoline now than before the route was changed. According to the owner, most of the new customers were in the area for lake recreation. Undoubtedly, some of these new customers were guests at Arrowhead or Fountainhead Lodge.

The average length of stay for the guests at the lodges during the fiscal year, 1966, was slightly more than 1.5 nights. The range was from 1.4 nights at Arrowhead to almost 2.0 nights at Western Hills Lodge. It appears that the lodges are more nearly filling the role of motels than resort lodges.<sup>3</sup> There is a close positive relation between

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<sup>3</sup>Average length of stay was computed by dividing the visitor-days, by the number of guests. According to a study of three motels in Eureka Springs, Arkansas in 1953, in excess of 75 per cent of the guests stayed only one night. However, the average stay at large resort hotels in the

the average length of stay, and the per cent of out-of-state guests at a lodge. The only exception to this trend was Western Hills Lodge, which was the median lodge with respect to the per cent of out-of-state guests, but had a slightly longer average length of stay than any other lodge. This deviation by Western Hills Lodge may be partially explained by the fact that there are many more tourist attractions in the area than at any other lodge. When a guest registers at Western Hills, he is given a map of the area which suggests 4 tours. The guest can take a tour in his car at his leisure. Indian museums, a gun collection, the Will Rogers Museum, the Ft. Gibson Stockade, and many lakes and recreation areas are located on these tours. The author noted on visits to the lodges that the desk clerks at Western Hills were most helpful in providing this type of information. Furthermore, Western Hills is the only lodge with a full-time social director.

This relation between the per cent of guests from out-of-state at a lodge and the length of stay is revealed in another way by the data. Sixty-two per cent of the guests

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Ozark area was from 5 to 7 nights. At resort centers around the Grand Lake O' the Cherokees weekend registration for three nights was the rule. During the rest of the week, however, the most common registration was for one night. See Ibid., pp. 72-74.

at the lodges were from Oklahoma, whereas 58 per cent of the visitor-days were accounted for by Oklahomans. Western Hills Lodge showed the greatest variation between these two measures. Sixty-three per cent of the guests at Western Hills were from Oklahoma, while only 54 per cent of the visitor-days were by guests of Oklahoma origin.

Furthermore, guests from beyond the South Central region of the United States tended to stay at the lodge longer than guests from Oklahoma or the surrounding states. Guests from the surrounding states tended to stay longer than guests from Oklahoma. The argument that the average length of stay at a lodge depends on the distance travelled is persuasive.

It follows that the management of a lodge might increase the average length of stay by attracting guests from a greater distance. This may be too hasty of a conclusion. It is possible that the trip purpose or type of group varied with distance. In that case, advertising should be geared to groups who stay longest rather than according to geography. Further research is needed along these lines.

Otherwise, the geographic pattern of distribution of visitor-days was similar to the distribution of guests. In general, the counties in Oklahoma that accounted for an

TABLE 43

PER CENT OF GUESTS AND VISITOR-DAYS AT THE STATE LODGES, OKLAHOMA  
RESIDENTS AND OUT-OF-STATE RESIDENTS, FISCAL YEAR, 1966

| Lodge           | Oklahoma |              | Out-of-State |              | Undetermined Origin |              |
|-----------------|----------|--------------|--------------|--------------|---------------------|--------------|
|                 | Guests   | Visitor-Days | Guests       | Visitor-days | Guests              | Visitor-days |
| Per cent        |          |              |              |              |                     |              |
| Arrowhead       | 84.0     | 81.8         | 15.5         | 17.6         | 0.5                 | 0.5          |
| Fountainhead    | 82.6     | 80.2         | 15.1         | 17.4         | 2.2                 | 2.3          |
| Lake Murray     | 41.5     | 38.1         | 57.4         | 60.7         | 1.2                 | 1.2          |
| Quartz Mountain | 56.3     | 52.5         | 42.7         | 46.1         | 1.0                 | 1.4          |
| Roman Nose      | 85.0     | 82.1         | 14.2         | 17.2         | 0.9                 | 0.7          |
| Texoma          | 45.6     | 43.9         | 53.2         | 54.9         | 1.1                 | 1.2          |
| Western Hills   | 63.0     | 54.0         | 34.0         | 41.4         | 3.0                 | 4.6          |

Source: Computed from data obtained from guest registration cards of the lodges.

important share of the guests also accounted for an important share of the visitor-days at each lodge. There were several changes in the rank of importance of the counties. For example, Payne County was the fifth most important county with respect to the number of visitor-days at Arrowhead Lodge, but ranked sixth with respect to total number of guests. The greatest change occurred at Roman Nose Lodge. Stephens County was not listed in the top 13 counties, that accounted for as much as 1 per cent of the total number of guests at Roman Nose. However, it accounted for more than 1 per cent of the visitor-days of that lodge, and ranked eighth. This was due to a party of 6 that stayed 10 days in January. There were more changes in rank at the small lodges than at the larger ones. This is due to the fact that one party is more significant to the total at a small lodge than at a large lodge. The party from Stephens County would hardly have been noticed at Texoma. The party was 6 people of a total of 109 in January at Roman Nose, while they would have been 6 out of a total of more than 1,300 at Texoma in January. With few exceptions, the states and regions maintained the same rank for visitor-days as for number of guests.

Room Expenditures

Data on room expenditures were obtained from the guest registration cards of the lodges. The length of stay was multiplied by the room rate listed on the card. Expenditures for rooms were not computed if either length of stay or room rate were not recorded on the registration card. Less than 1 per cent of the cards excluded the room rate entry for 6 of the lodges. At Roman Nose more than one-third of the cards did not show room rate. In most cases, the cards without room rate also excluded length of stay. Data needed to compute room expenditures is probably lacking on somewhat more than 1 per cent of the cards for Arrowhead, Fountainhead, Lake Murray, Texoma, and Western Hills Lodges, and almost 6 per cent of the cards at Quartz Mountain. Only Roman Nose had any serious gaps in the data. In at least one case, a group attending a convention used the American Plan. Under this plan, both food and lodging are covered under a single rate. On the advice of the lodge manager one-half the total rate was considered the room rate. Also, the Industrial Development and Park Department has an agreement with the Oklahoma Press Association, whereby the newspapers in the State carried a continuing advertisement

schedule of the parks and lodges. The lodges provided room accommodations to the publishers to defray the costs of the publications. When a newspaperman stayed at a lodge, the regular rate was recorded on a due bill basis. In this study these cards were considered as any other cards, and the expenditures calculated accordingly.<sup>4</sup>

Expenditures for lodging are one of the more important items for tourists. In its study of tourism in the Ozark area, the Institute of Community Development, at the University of Oklahoma, found that approximately one-third of total expenditures by tourists in that area was for lodging. This was about equal to expenditures for food, and twice as large as expenditures for transportation.

Guests at the State lodges spent approximately \$1 million for room accommodations in fiscal year, 1966. If the same ratio of lodging expenditures to total expenditures held for the State lodge guests as for the Ozark tourists, the guests at the Oklahoma lodges spent a total of about \$3

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<sup>4</sup>In 1966, the defrayed cost of advertising space was \$36,000. See, "Activity Report of the Division of Publicity, Advertising and Promotion," Activities of the Oklahoma Industrial Development and Park Commission, and Oklahoma Industrial Development and Park Department, From July 1, 1965 to November 1, 1966 (Oklahoma City: Oklahoma Industrial Development and Park Department, 1966).

million for all items related to their visits in 1966.

Although Texoma Lodge accommodated the most guests of any lodge, it was second to Fountainhead in expenditures for rooms. This was due to the higher room rates at Fountainhead Lodge than at Texoma.

The geographic pattern of distribution of expenditures for rooms was similar to the pattern of visitor-days. Slightly less than 60 per cent of the total expenditures for rooms were by Oklahoma residents. As was the case of the number of guests and visitor-days, Oklahoma, Tulsa, and Cleveland Counties were the most important counties in Oklahoma. Residents of these 3 counties accounted for nearly two-thirds of the room expenditures by residents of Oklahoma.

At the 5 largest lodges the per cent of lodging expenditures (room rate x length of stay) was slightly greater than the per cent of visitor-days (length of stay x number of guests) for out-of-state residents. This was probably due to the fact that a proportionately larger share of out-of-state guests attended the lodges during the summer than was the case for Oklahoma residents.<sup>5</sup> Thus, a larger share

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<sup>5</sup>The Institute of Community Development found in its study of tourists in the Ozarks that the typical party in the winter is a family without school age children, but the typical party in the summer is a family with school age children. This explains why out-of-state guests, who have

of the out-of-state guests paid the higher summer rates than was true for Oklahomans.

Texans spent more than \$250,000 for rooms at the lodges in 1966. Slightly more than 75 per cent of the total expenditures by Texans were at Lake Murray and Texoma Lodges. Curiously, more Texans stayed at Lake Murray and stayed longer, than at Texoma, but they spent less for rooms than at Texoma. Lake Murray Lodge attracted nearly 250 more guests from Texas than Texoma did.<sup>6</sup> Also, the average length of stay of Texas residents at Lake Murray was nearly one-half a night longer than for Texas guests at Texoma Lodge. However, residents of Texas spent in excess of \$10,000 more for rooms at Texoma Lodge than at Lake Murray. Clearly, this difference is accounted for by the higher room rates at Texoma. The implications of these findings for the analysis of the effect of rates on occupancy is ambiguous, or uncertain. These two lodges share the same general geographic market (primarily Dallas and Tarrant

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to travel further, are more likely to visit the lodges during the summer. See, Institute of Community Development, p. 111.

<sup>6</sup>It is difficult to determine why more guests from Texas attended Lake Murray than Texoma. Undoubtedly, it was partially due to the easier access to Lake Murray for residents of Dallas, Ft. Worth, and Wichita Falls.

TABLE 44

PER CENT OF VISITOR-DAYS AND EXPENDITURES FOR ROOMS AT THE STATE LODGES,  
OKLAHOMA RESIDENTS AND OUT-OF-STATE RESIDENTS, FISCAL YEAR, 1966

| Lodge           | Oklahoma     |                           | Out-of-State |                           | Undetermined Origin |                           |
|-----------------|--------------|---------------------------|--------------|---------------------------|---------------------|---------------------------|
|                 | Visitor-days | Expenditures<br>For Rooms | Visitor-days | Expenditures<br>For Rooms | Visitor-days        | Expenditures<br>For Rooms |
| Per Cent        |              |                           |              |                           |                     |                           |
| Arrowhead       | 81.8         | 81.7                      | 17.6         | 17.8                      | 0.5                 | 0.5                       |
| Fountainhead    | 80.2         | 77.5                      | 17.4         | 19.9                      | 2.3                 | 2.6                       |
| Lake Murray     | 38.1         | 36.6                      | 60.7         | 61.6                      | 1.2                 | 1.8                       |
| Quartz Mountain | 52.5         | 52.8                      | 46.1         | 46.1                      | 1.4                 | 1.2                       |
| Roman Nose      | 82.1         | 84.1                      | 17.2         | 15.0                      | 0.7                 | 0.9                       |
| Texoma          | 43.9         | 42.8                      | 54.9         | 55.8                      | 1.2                 | 1.4                       |
| Western Hills   | 54.0         | 52.7                      | 41.4         | 41.5                      | 4.6                 | 5.8                       |

Source: Computed from data obtained from guest registration cards of the lodges.

Counties), in Texas. They are located within 50 miles of each other. Yet, total revenue is greater at Texoma despite the smaller number of guests who stayed for a shorter visit than at Lake Murray. However, it is uncertain what the effect of lower rates at Texoma would have on the number of guests and length of stay, and ultimately on room revenue. If a small decrease in room rates would lead to a proportionately greater increase in length of stay, or number of guests, total revenue would increase at Texoma.

Although these two lodges share the same general geographic market in Texas, Texoma Lodge attracts a larger proportion of its guests from such high income counties as Dallas, Harris, and Randall, while Lake Murray depends more heavily on Tarrant, Wichita, and the North Central counties. However, one must go further than an analysis of the geographic market to explain the effect of rates on revenue. At Lake Murray Lodge a larger per cent of the guests used the lake for recreation than at Texoma.<sup>7</sup> As a result, slightly more than 40 per cent of the total number of guests at Lake Murray Lodge stayed in cabins, compared to less than 25 per cent at Texoma. Less than 10 per cent of the guests

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<sup>7</sup>Based on response to a questionnaire mailed to lodge guests. From a thesis by Max Hire in preparation.

at Lake Murray Lodge were part of a convention, while slightly more than 30 per cent of the guests at Texoma attended as part of a convention. For a convention, the availability of function rooms, and other services, is as important in many cases as room rates.<sup>8</sup> In fact, the relation between the room rate and the choice of convention site for the individual member of a convention is often indirect. The lodge site is often prescribed by a committee in charge of arrangements, who are often as concerned about facilities as room rates. Additional study is needed to determine more precisely the effect of rates on expenditures. If enough attention is given to differences in the characteristics of guests at each lodge, it may be possible to effectively segment the market in such a way as to maximize the revenue of the lodge system.

Less than \$75,000 was spent for rooms at the lodges in fiscal year, 1966 by residents of regions beyond the South Central region.

As noted in Chapter 3, Arrowhead and Fountainhead Lodges were built to attract visitors from out-of-state

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<sup>8</sup>John Mager, "The Impact of the Two State Lodges at Eufaula on Occupancy at Other State Lodges in Oklahoma" (unpublished Master's thesis, Department of Economics, University of Oklahoma), p. 31.

in order to create jobs for Oklahomans. However, somewhat less than 20 per cent of the expenditures for rooms at these two lodges were made by guests from out-of-state. This amounted to slightly more than \$75,000. Clearly, these lodges have not fulfilled the purpose set forth by the developers.

The geographic pattern of distribution of visitor-days and expenditures for rooms was similar to the pattern of guests. The major differences were that the average length of stay and room rate were slightly greater for out-of-state guests than for residents of Oklahoma.

## CHAPTER 6

### SUMMARY AND CONCLUSIONS

Due to increasing income, leisure, mobility, and urbanization, there has been an increase in recreation and tourism throughout the nation in the last two decades. Oklahoma has shared in this trend, partially because of the development of the State park and lodge system. The Oklahoma park system was started in the 1930's with the help of the Civilian Conservation Corps, the Works Progress Administration, and the National Park Service. Federal involvement was continued after World War II by the reservoir developments of the U.S. Army Corps of Engineers and the Federal Bureau of Reclamation. Most of the well attended state parks are situated near reservoirs constructed by one of these federal agencies. However, in most cases recreation was an incidental consideration in the construction of the reservoir.

Oklahoma park officials have long recognized that the existence of reservoirs may be necessary, but not

sufficient, to attract tourists, and induce them to stay overnight. Shoreline development is considered as important as the impounding of the water. Thus, in 1949, the Planning and Resources Board completed a 26 room lodge and 44 cabins in Lake Murray State Park as a demonstration project to encourage private enterprise to enter the field. The success of this project convinced the Planning and Resources Board that other lodges were feasible. Four additional lodges were completed in 1956. At the same time the capacity of Lake Murray Lodge was nearly doubled. All of these lodges were built with self-liquidating loans, and were leased to private concessionaires. Presently they are operated by the Lodge Division of the Industrial Development and Park Department. In 1965, Arrowhead and Fountainhead Lodges were opened on Lake Eufaula. These two lodges differ from the older lodges in at least two respects. First, they were financed by a \$1.3 million grant and a \$9 million loan under a provision of the Area Redevelopment Administration Act, with the specific goal of creating employment for labor indigenous to the Eufaula area. They were never leased out to private operators. Second, there had been an unwritten rule that all lodges should be built in an existing park. These two lodges were planned before the

lake had filled. Therefore, they were located in new state parks. The present lodge system has more than 600 lodge rooms and 400 cabin units.

All revenues from the State parks are committed to the debt obligation. The normal revenue of the lodges and the parks have not been sufficient to meet the payment schedule. The lodges built in 1956 only became financially sound with the sale of nearly \$100,000 of oil leases on Lake Murray property in 1958. The two lodges at Eufaula have missed the first two interest payments and the first payment on the principal, which was due April 1, 1967. There is little indication that the situation will improve in the foreseeable future, unless the facilities at the lodge are expanded and improved to the extent that they can function as resort hotels.

Considerable controversy has arisen as to whether these lodges are an extension of the park system or purely a business venture. Most officials associated with the lodges argue that the self-liquidating bond measures have limited their alternatives to that of a business venture. They must pay for themselves out of park and lodge revenue, since the lodges do not receive appropriations from the legislature. Actually, the lodges are an integral part of the

state park system. All the lodges are situated in state parks, and the revenues of the parks are committed to the lodge debt. Thus, it may be possible for the legislature to indirectly subsidize the lodges by increasing appropriations to the parks.

Another point of controversy has arisen over how many lodges should be built. In 1954 two additional lodges were initially proposed, but four lodges were built. In 1961 negotiations began concerning one lodge at Lake Eufaula. Two lodges were actually built. It has been suggested that political pressure was as influential in the decision to build the additional lodges as was the evidence of economic feasibility.

Many of the problems facing the lodges are a result of not following the feasibility reports. In other cases the feasibility reports were based on insufficient data. For example, the recommendations of the reports were based on projections of "reasonable" occupancy rates. To the knowledge of this writer little or no investigation of the size of the market or market potential was undertaken. The purpose of this study is to determine the geographic origin of the guests at each of the seven lodges for the fiscal year, 1966.

The primary source of data for the study was a census of 50,000 guest registration cards of the state lodges for the fiscal year, 1966. The number of guests, home address, month of stay, length of stay, and room rate was coded for each registration card, and recorded on data processing cards. With the data processed in this manner, the number of guests, visitor-days (number of guests x length of stay), and expenditures for rooms (length of stay x room rate) were computed by month for each lodge according to the geographic origin of the guest. The monthly data were converted to seasonal aggregates in order to facilitate analysis. In order to analyze the number of guests, visitor-days, and expenditures for rooms, a separate code was assigned to the 77 counties in Oklahoma, 11 areas in Texas and six other surrounding states. This area (Oklahoma and the seven surrounding states) was referred to as the South Central region in the study. The states beyond the South Central region were coded according to the Census regions. Guests from the rest of the world were assigned a single code. A separate code was also assigned to the cards when the writer was unable to determine the geographic origin of the guest.

Several previous studies have investigated the influence of distance on the distribution of visitors to a

particular facility. Some writers have adjusted for the distribution of population around a facility by reporting visits per 1,000 base population. All of the studies available to this writer confirmed that distance and the distribution of population were significant factors affecting the geographic pattern of distribution of visitors. It was also found in this study that distance and population were important determinants of the geographic pattern of distribution of lodge guests. However, the term "travel time" was used rather than distance. Travel time includes access as well as distance. Also, income was found to be an important factor influencing the distribution of the lodge patrons. Other factors affecting the pattern of distribution to a lesser extent were the availability of alternative sites, urbanization, and facilities at the site.

The relative importance of these factors varied from lodge to lodge. Travel time appeared to be more significant for the small lodges (Quartz Mountain and Roman Nose) than for the large lodges with more ample facilities. The larger lodges were able to attract guests from a much larger area. The importance of income was shown by the fact that not a single county with a median family income of less than \$3,000 in 1959 accounted for as much as 1 per cent of the

guests at any lodge. The influence of income was most obvious at Texoma Lodge, where not a single adjacent county contributed as much as 1 per cent of the guests.

Less than 124,000 guests were accommodated at the seven State Lodges in fiscal year, 1966. About 90 per cent of the total number of guests were from Oklahoma and Texas. There was a further concentration of guests within these two states. About 40 per cent of the guests from Oklahoma were residents of Oklahoma, Tulsa, and Cleveland Counties. More guests per 1,000 population came from Oklahoma and Cleveland Counties than from any other county. Because of the travel time factor, Tulsa County was the leading county at Western Hills. Nearly half the guests from Texas came from Dallas and Tarrant Counties. About 75 per cent of the guests from Texas stayed at Lake Murray and Texoma. Other than Oklahoma, Texas accounted for more guests at each lodge, except the two most northerly lodges, Roman Nose and Western Hills. Kansas was the leading state (excluding Oklahoma) at these two lodges. Kansas was the third most important state at such distant lodges as Lake Murray, Texoma, and Quartz Mountain. This is probably due to the

relative scarcity of alternative sites for Kansas.

Approximately 3 per cent of the guests came from beyond the South Central region. The most important region beyond the South Central states was the Great Lakes. One of the problems the lodges face is that the regions surrounding Oklahoma such as the Rocky Mountains and the Plains are sparsely populated. Also, the Rocky Mountains, the Ozarks, and the Gulf Coast offer very good recreation areas.

Roman Nose, Fountainhead and Arrowhead each attracted less than 20 per cent of their guests from out-of-state. Roman Nose Lodge is a small lodge with few facilities, and it does not have easy access to any population centers outside the state. Arrowhead and Fountainhead Lodges are relatively new. Perhaps their ability to attract out-of-state guests will increase in the future. However, this ability will be limited, since urban areas outside the state are relatively inaccessible to these two lodges. Only Lake Murray and Texoma attracted more than half of their guests from out-of-state. Obviously, access from Texas to these lodges accounted for the high rate of out-of-state guests. The lodges need to provide total resort facilities in order to attract guests in large numbers from out-of-state, because they are competing with such facilities in

the Rocky Mountain and Ozark areas. This can be partially accomplished by further coordination between the park and lodge facilities. However, additional funds beyond the current revenue of the lodges will probably be needed.

It was found that a considerable degree of market sharing existed for the lodges. An overlap in the geographic distribution of guests for Arrowhead and Fountainhead was indicated. To a lesser extent Western Hills attracted guests from the same general area. However, Tulsa County and Kansas were considerably more important for Western Hills than for Arrowhead or Fountainhead. Lake Murray and Texoma also attracted guests from a common geographic area. Steps can be taken for two lodges to complement each other when they attract guests from a common area. This is practiced to some extent now. For example, Lake Murray offers less expensive cabins for fishermen, while Texoma provides convention facilities superior to Lake Murray.

However, the overlapping of geographic markets probably makes the seasonal problem faced by the lodges more severe. Less than 10 per cent of the total number of guests visited the lodges during the three month period of December-February. If the number of guests was distributed evenly throughout the year, one-fourth of the guests would be

accounted for in each three month period. The size of the geographic market shrinks during the off-season because travel time becomes more significant during the winter. This is due to inclement weather, and to the effect of school age children on the ability to travel long distances. Therefore, the degree of market overlapping increases during the winter with all seven lodges depending more heavily on a few counties such as Oklahoma, Tulsa, and Cleveland.

It was suggested that the data in this study be examined along with cost data to determine if one or two of the lodges should be closed for a few weeks each winter. Some experimentation with the rate structure, especially during the off-season, could perhaps increase occupancy. It might be worthwhile to aim rate reductions at special groups.

Visitor-days were analyzed by season and by lodge, according to the geographic origin of the guest. Visitor-days were computed by multiplying length of stay by the number of guests. Therefore, an analysis of the data on visitor-days revealed information about the average length of stay as well as the total volume of traffic at a lodge.

The average length of stay for all the lodges was a little longer than 1.5 nights. According to a previous

study this was about equal to the average length of stay at motels, but was considerably shorter than the average stay at resort hotels in the Ozarks. This seems to be further evidence that the lodges are not functioning as resort hotels. Perhaps certain measure could be explored, such as offering the third night free, to induce the occupants to stay longer. If the proper "free" night is chosen, it might cause the guests to pay for one additional night themselves. For example, if most guests are staying only one night, and the third night is free, they would have to pay for the second night in order to qualify.

Obviously, since the number of guests is a major component of visitor-days, the same general geographic pattern of distribution was revealed for visitor-days as for the number of guests. The lodges with the highest percentage of out-of-state guests, tended to have the longest average length of stay. The only exception to this was Western Hills Lodge which had the longest average length of stay, but only had the fourth highest rate of out-of-state guests. Perhaps one of the reasons guests stayed longer at Western Hills Lodge than at the other lodges was the numerous tourist attractions located nearby. Also, the employment of a full time social director might have been a

factor at Western Hills.

A rough relationship was noted between distance traveled and length of stay. The guests from beyond the South Central region stayed longer than either the guests from the surrounding states or Oklahoma, while the guests from the surrounding states had a longer average stay than the guests from Oklahoma. This difference might be explained by the effect of distance on length of stay. However, further study is needed to determine if the type of group, or trip purpose varies with distance.

Expenditures for lodging are one of the major expenses for tourists. One study found that lodging expenditures constitute one-third of the total travel bill for tourists in the Ozark area. Lodging expenditures were computed in the present study by multiplying the room rate by the length of stay. Then expenditures for rooms were analyzed by lodge and by season, according to the origin of the guests.

Guests at the State lodges spent about \$1 million for room accommodations in fiscal year, 1966. Fountainhead had the second greatest number of guests of the lodges, but had more room revenue than any other lodge. This was due in part to higher room rates at Fountainhead.

Since room expenditures depend in large part on the number of guests and the length of stay the geographic and seasonal distributions of expenditures were similar to the distributions for guests and visitor-days. Slightly less than 60 per cent of the total expenditures for rooms were made by Oklahoma residents. Residents of Oklahoma, Tulsa and Cleveland Counties accounted for nearly two-thirds of the expenditures for rooms by Oklahomans.

Guests from Texas spent nearly \$250,000 for rooms at the State lodges in 1966. More than 75 per cent of the expenditures of Texans were at Lake Murray and Texoma Lodges. More guests from Texas stayed at Lake Murray than at Texoma despite the fact that Texoma accommodated almost 3,000 more guests in total than Lake Murray did. In part, this is due to the easier access from Dallas, Ft. Worth and Wichita Falls. Also, the guests from Texas at Lake Murray tended to stay longer than at Texoma. Although more guests came to Lake Murray from Texas, and stayed longer, residents of Texas spent about \$10,000 more for rooms at Texoma than at Lake Murray. More guests at Lake Murray came solely for lake recreation, whereas conventions were the major attraction at Texoma. The fisherman at Lake Murray preferred an inexpensive cabin to the more expensive lodge rooms. Most

fishermen hesitate to enter a lodge lobby in fishing attire. Also, they do not need an expensive room since they spend most of the day at the lake.

Slightly less than 20 per cent of the expenditures for rooms at Arrowhead and Fountainhead Lodges were made by guests from out-of-state. One of the basic goals of these lodges was to attract guests from out-of-state to spend their money in Oklahoma. Better access to these lodges from the metropolitan areas of nearby states, and better access from the lodge to the park facilities are needed in order to attract guests in large numbers from out-of-state. Also, the convention facilities need to be expanded and improved at Fountainhead, if it is going to fulfill its purpose as a convention hotel.

About 5 per cent of the total expenditures for rooms at all seven lodges came from beyond the South Central region in 1966. However, the per cent of expenditures was somewhat greater for out-of-state guests than either the per cent of guests, or the per cent of visitor-days from out-of-state. This is because a proportionally larger share of the guests from out-of-state visit the lodges during the summer when rates are higher.

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