

## REGION: OKC METRO



Courtesy rendering of avid hotel.

# Hospitality hotbed

## IHG to expand footprint in OKC

By Heide Brandes

Oklahoma City is becoming known for its visitors, convention spaces and destinations, and the hospitality industry is taking notice.

InterContinental Hotels Group looked to Oklahoma City as a location for not just one, but two new branded hotels, citing the growth of tourism and visitors to the area. IHG is set to open a Hotel Indigo global boutique hotel in the city's historic Deep Deuce area in 2020, but will unveil the first avid hotel in Oklahoma City's north side by the end of the third quarter of 2018.

"This is significant because this is the very first hotel to open for avid hotels, IHG's newest brand," said Ada Hatzios, manager of Corporate

Communications, The Americas, for IHG. "The avid hotel Oklahoma City-Quail Springs opens later this summer."

For the hospitality industry, Oklahoma City is becoming a hot spot for new hotels, restaurants and more as a new state-of-the-art convention center is in the making, promising to bring even more visitors and businesses to Oklahoma.

"Oklahoma City is a great place for tourists, convention attendees and visitors from around the region, and we look forward to welcoming business and leisure travelers to the area," said Arik Kono, vice president for upscale development for IHG.

In December, the corporation broke ground on its new midscale brand,

avid hotels, in Oklahoma City only two months after the new brand was launched. The avid hotel Oklahoma City-Quail Springs will be a four-story, 87-guest-room hotel owned and operated by Oklahoma-based Champion Hotels.

IHG said the location was chosen, in part, for the nearby businesses in the area, like Gulfport Energy, Hertz and the Mercy Heart Hospital, but also for the wide variety of shopping, family-friendly activities and restaurants in the area.

"We designed avid hotels to reach an important set of business and leisure travelers in an underserved \$20 billion segment of the U.S. midscale market," Elie Maalouf, CEO of IHG's Americas

region, said in a statement. "Avid hotels is scaling rapidly, and is scheduled to open its first hotel (in Oklahoma City) by the end of summer 2018 – months ahead of original projections."

In addition to avid hotel, IHG also has plans for a six-story, 110-room Hotel Indigo at 330 NE First St. in Oklahoma City, slated to open in 2020.

Located in the Deep Deuce/Bricktown neighborhood of Oklahoma City, the hotel will include more than 1,000 square feet of meeting space, an indoor pool and a fitness center. The hotel, which will be owned and operated by Aston Development and managed by Aston Management Co., again cited the location as a big draw with its proximity to area attractions, restaurants, museums and the attractions along the Oklahoma River and the Boathouse District.

Hospitality and tourism officials in Oklahoma City say the influx of new, vibrant hotels in the area comes as no surprise.

Tourism is the third-largest industry in Oklahoma. Total direct tourism spending was \$8.6 billion in 2016 with 100,000 jobs carrying a total payroll of

\$2.2 billion directly supported by travel spending in 2016, according to research conducted by the Oklahoma Tourism and Recreation Department. In 2016, Oklahoma saw its seventh straight year of tourism growth. That tourism generated \$988 million in local, state and federal tax revenue.

On Dec. 31, 2007, Oklahoma City had 132 hotels with 13,502 rooms in the city limits. Ten years later, the city had 170 hotels with 17,166 rooms, said Mike Carrier, president of Oklahoma City Convention and Visitors Bureau.

"That's a net 29-percent increase in hotels and 27-percent increase in rooms," he said.

"Business demand has caused a major portion of the increase. Second, the CVB has been much more aggressive in promoting the area as a result of more new visitor assets coming online such as the OKC Museum of Art, improvements in other assets such as the zoo, the Science Museum, the various districts such as Bricktown, Midtown, Plaza, Paseo, Film Row, the boathouse area, and more," Carrier said.

Third, he added, has been the increase and diversity in corporate traffic brought on by the new businesses that have started or moved into the city. And lastly, the growth could also be attributed to the increased attention paid to conventions, meetings and special events that the CVB has had since 2008.

"As business has increased, hotel developers have seen the opportunity to increase their revenues by adding more inventory in a variety of locations that have new or improved demand generators," Carrier said. "It has made our job easier since we have significant new hotel inventory across the city – a net increase of 61 hotels – and more opportunities in different markets from associations to sports to corporate groups looking for new locations to hold their events."

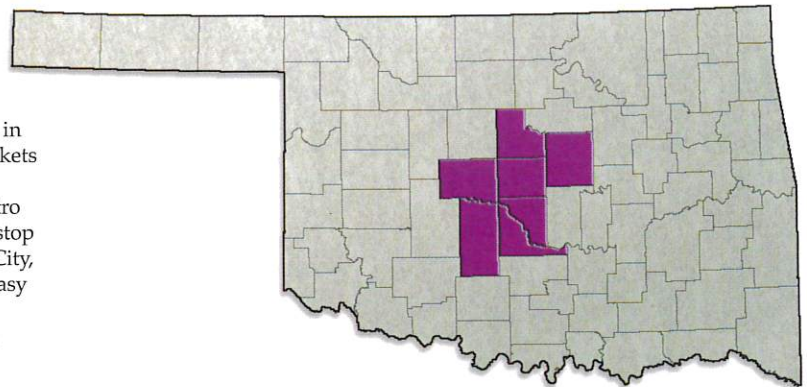
More change is coming with more than 3,800 hotel rooms in some phase of development as of March 31 within the city limits and another almost 1,800 in the market area.

"The next three years will be exciting as we continue to change the Oklahoma City landscape," Carrier said.

## MARKET ACCESS/LOCATION:

Being centrally located in the United States, the Greater Oklahoma City metropolitan area has equal access to markets in Canada and Mexico and is within 1,500 miles to all major markets in the U.S.

Will Rogers World Airport is the Greater Oklahoma City metro area's major commercial airport, with seven airlines flying nonstop to 22 major airports. The airport is located in south Oklahoma City, just a short distance from downtown Oklahoma City and has easy access to the three major interstates that run through the metro area. The City of Oklahoma City also operates general aviation airports Wiley Post Airport and Clarence E. Page Airport.



## LARGEST CITIES

Oklahoma City ..... 620,015

Norman ..... 118,974

Edmond ..... 88,342

Source: U.S. Census Bureau, American Community Survey, 2012-2016

Moore ..... 59,501

Midwest City ..... 56,930

# REGION: OKC METRO

## TOP INDUSTRY CLUSTERS



Aviation & Aerospace  
 Bioscience  
 Energy  
 Health Care  
 Manufacturing

## LARGEST EMPLOYERS



State of Oklahoma  
 Tinker Air Force Base  
 OU - Norman Campus  
 FAA Mike Monroney  
 Aeronautical Center  
 Integris Health  
 Hobby Lobby Stores  
 OU Health  
 Sciences Center  
 City of Oklahoma City  
 Mercy Health Center  
 Love's Travel Stops &  
 Country Stores

## WORKFORCE



Labor Force: 670,847  
 Employed: 644,954  
 Unemployed: 25,893  
 Unemployment Rate: 3.9%

Source: Oklahoma Employment Securities Commission, 2017 Annual Average

## QUALITY OF LIFE

### DEMOGRAPHICS

Population: 1,383,737  
 Median Household Income: \$52,825  
 Mean Household Income: \$72,006

- #1 Oklahoma City  
**Quality of Life**  
*Business Facilities Magazine*
- #1 Oklahoma City  
**Best Cities to Start a Business - Overall Rank**  
*WalletHub, 2018*
- #3 Norman  
**Best Cost of Living**  
*Business Facilities Magazine, 2015*

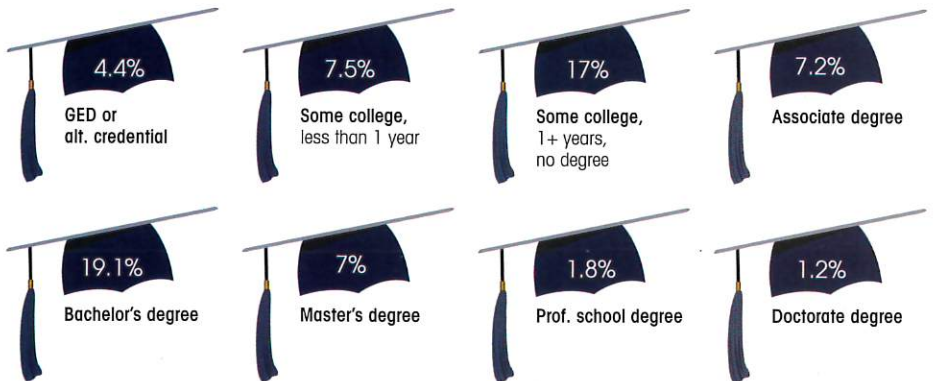
### COMMUTING PATTERNS: Average Commute Time



## EDUCATION

The region is home to more than 20 higher education institutions and technology centers as well as more than a dozen other additional accredited schools where individuals can obtain degrees or certificates to further their career.

Source: U.S. Census Bureau, American Community Survey, 2012-2016



## FOREIGN TRADE ZONE

FTZ No. 106 Oklahoma City

Grantee: Port Authority of the Greater Oklahoma City Area  
 Operator: Department of Airports of the City of Oklahoma City

7100 Terminal Drive,  
 Unit 937,  
 Oklahoma City, OK 73159  
 Contact: Matthew Weaver  
 405-623-5335  
 www.foreigntradezone106.org  
 Port: Oklahoma City

## AREA ECONOMIC DEVELOPMENT CONTACTS

For more information on specific areas in this region, contact the regional development specialist at the Oklahoma Department of Commerce or one of the economic development contacts listed below:

### Oklahoma Department of Commerce

James Johnson, Director,  
Regional Development Team,  
OKC Metro Regional Specialist  
405-630-7455  
james.johnson@okcommerce.gov

### Association of Central Oklahoma Governments

John Johnson, Executive Director  
John M. Sharp, Acting Executive Director  
405-234-2264

### Chickasha Economic Development Council

www.chickashaedc.com  
Christy Elkins, President and CEO  
Christy@chickashaedc.com  
405-574-3478

### Eastern Oklahoma County Partnership (EOCP)

www.eocpartnership.com  
Tim Hight, Executive Director  
thight@eotech.org  
405-390-4769

### Edmond Economic Development Authority

www.eeda.com  
Janet Yowell, Executive Director  
jy@eeda.com  
405-216-2028

### Greater OKC Partnership

www.greateroklahomacity.com  
Richard Clements  
Vice President,  
Economic Development,  
Greater OKC Chamber  
rclements@okcchamber.com  
405-297-8900

### Greater Oklahoma City Chamber

www.okcchamber.com  
Roy Williams, President and CEO  
rwilliams@okcchamber.com  
405-297-8939

### Heart of Oklahoma Chamber of Commerce, The

www.theheartofok.com  
Mandy Davis, Executive Director  
mandydavis@theheartofok.com  
405-527-3093

### Logan County Economic Development Corp.

www.logancountyedc.com  
Kay Wade, Executive Director  
kaywade@logancountyedc.com  
405-880-1240

### Midwest City Chamber of Commerce

www.midwestcityok.com  
Robert Coleman, Director of Economic Development  
rcoleman@midwestcityok.org  
405-739-1218

### Moore, City of

www.cityofmoore.com  
Deidre Ebrey,  
Economic Development Director  
debrey@cityofmoore.com  
405-793-5224

### Mustang Chamber of Commerce

www.mustangchamber.com  
Renee Peerman, Executive Director  
director@mustangchamber.com  
405-376-2758

### Newcastle Chamber of Commerce

www.newcastleok.org  
405-387-3232

### Norman Economic Development Coalition

www.selectnorman.com  
Jason Smith, Executive Director  
nedc@selectnorman.com;  
jason@selectnorman.com  
405-573-1900

### Oklahoma Small Business Development Center

www.oksbdc.org  
580-745-2877  
info@oksbdc.org

### Purcell, City of

www.purcell.ok.gov  
Dale Bunn, City Manager  
dale.bunn@purcell.ok.gov  
405-527-6561

### Yukon Economic Development Authority

www.cityofyukonok.gov  
Mitchell Hort, Development Services Director  
mhort@cityofyukonok.gov  
405-350-4700

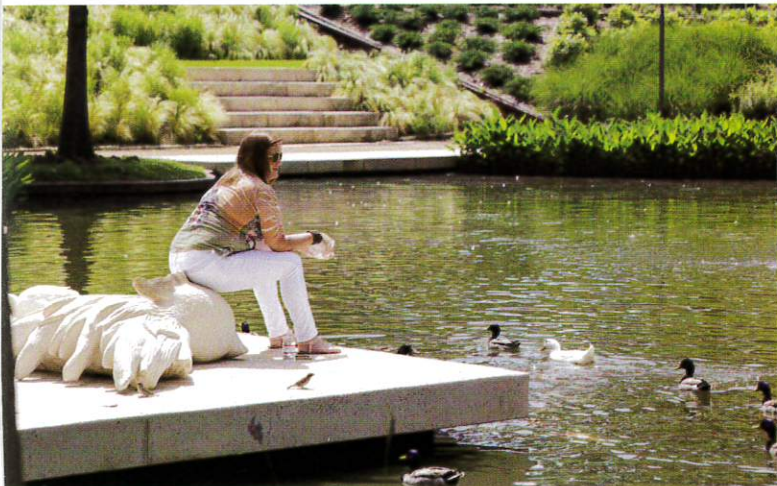


Photo by Emmy Verdin

## POINT OF INTEREST:

The **Myriad Botanical Gardens** is a 17-acre oasis in downtown Oklahoma City and includes a children's garden, off-leash dog park, restaurant space, splash fountains, as well as walking and jogging paths. The Crystal Bridge, 224 feet long and 70 feet in diameter, has a 35-foot waterfall and more than 2,000 varieties of exotic plants.