

1 **SENATE FLOOR VERSION**

2 February 24, 2026

3 SENATE BILL NO. 2131

By: Mann of the Senate

4 and

5 Townley of the House

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8 An Act relating to tourism; requiring the Division of
9 State Parks to provide a certain product list in
10 certain areas; amending 74 O.S. 2021, Section 2230,
11 which relates to the Travel Promotion Division;
12 requiring leasing agreements include a list of
13 certain products; providing for codification; and
14 providing an effective date.

15 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

16 SECTION 1. NEW LAW A new section of law to be codified
17 in the Oklahoma Statutes as Section 2229.1C of Title 74, unless
18 there is created a duplication in numbering, reads as follows:

19 The Division of State Parks shall ensure that a "Made in
20 Oklahoma" product list is made available to state park visitors at
21 the entrance to buildings including, but not limited to, park
22 offices and lodges. Such list shall also be provided to individuals
23 when they reserve park accommodations online.

24 SECTION 2. AMENDATORY 74 O.S. 2021, Section 2230, is
amended to read as follows:

1 Section 2230. A. The Travel Promotion Division shall:

2 1. Encourage the orderly growth and development of tourism to
3 and within the state by preparing and maintaining a comprehensive
4 five-year travel development master plan and supporting marketing
5 plan jointly with the private sector;

6 2. Create and convey an accurate, responsible, and elevated
7 image of the state and its natural, cultural, historical, and
8 recreational attractions and events;

9 3. Organize, coordinate, and conduct state, regional, national,
10 and international marketing programs to increase the number of
11 domestic and international travelers to Oklahoma;

12 4. Create, develop, produce, distribute, implement, and
13 evaluate the effectiveness of public information programs, including
14 publicity, brochures, public relations activities, film and slide
15 production, still and audio visual photography, digital and
16 electronic media, public service programs, advertising, and other
17 informational aids for the promotion of tourism to the general
18 public and the media;

19 5. Coordinate, advise and provide technical assistance to
20 cities, counties, and regional tourism organizations in the state in
21 the planning, development, and execution of tourism programs;

22 6. Cooperate and participate with neighboring states and the
23 federal government to promote travel from domestic and international
24 markets;

1 7. Develop and partner with other entities of government and
2 private entities to obtain timely research data to measure traveler
3 volume and economic impact, determine traveler profiles, evaluate,
4 and analyze market and advertising effectiveness;

5 8. Plan, coordinate, and conduct statewide conferences,
6 seminars, and workshops to inform and educate representatives from
7 the public and private sector in the state about programs and travel
8 trends which affect the tourism industry;

9 9. Provide organization and coordination assistance to public
10 and private tourism promotion organizations for participation in
11 cooperative advertising and promotion opportunities with the
12 Department, including travel trade marketplaces, consumer sport,
13 travel, and recreation shows within and outside the state;

14 10. Administer matching grant programs to multicounty
15 organizations which promote travel and tourism to their areas of the
16 state that are consistent and coordinated with the statewide travel
17 marketing plan; and

18 11. Assist other state agencies with special tourism promotion
19 projects, development of professional training opportunities and
20 other projects which provide services to travelers.

21 B. The Division may facilitate travel to and within the state
22 by encouraging development of a tourism industry infrastructure
23 which provides investment incentives to tourism businesses and
24 tourism product development.

1 C. The Division may contract with professionally qualified
2 companies or individuals for services to assist in the development
3 and production of advertising, promotion, publicity, and public
4 relations programs, primary and secondary research data collection
5 including analysis of state travel marketing programs and economic
6 impact information.

7 D. The Division may plan, construct, lease, operate, and
8 maintain state-of-the-art tourism information centers and a central
9 fulfillment warehouse. The centers shall be utilized for the
10 purpose of providing services, selling merchandise, and distributing
11 information to travelers on the tourism facilities and opportunities
12 in the state. The Division shall require, as part of the lease
13 agreement for spaces leased pursuant to this subsection, that a list
14 of "Made in Oklahoma" products be made available to travelers,
15 including through online reservation platforms and as part of
16 reservation documentation.

17 E. The Division may, upon approval of the Commission, lease for
18 a reasonable rate, retail and advertising space in state-operated
19 tourism information centers. A performance bond, certificate of
20 deposit, letter of credit, or cash equivalent, may be required by
21 the Commission on any such lease.

22 F. Photographs, film recordings, video recordings, digital
23 records and like recordings or records produced by or for the
24 Division shall be available for public inspection during Division

1 business hours; however, the Division shall not be required to
2 provide copies or allow copying of the materials.

3 SECTION 3. This act shall become effective November 1, 2026.

4 COMMITTEE REPORT BY: COMMITTEE ON ECONOMIC DEVELOPMENT, WORKFORCE
AND TOURISM

5 February 24, 2026 - DO PASS

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