

DOWNTOWN OKC BY THE NUMBERS

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2025

JANUARY 1 – DECEMBER 31, 2025

Downtown Overall Data

SOURCE: PLACER.AI

VISITS

24.8M 1.9% YOY	AVG STAY	191 mins	85.3K	AVG DAILY POPULATION
	PEAK HOURS	6-9 PM	45.5K	EXTENDED WORKFORCE
	PEAK DAY	Saturday	8.2K	RESIDENTS (2023 CENSUS DATA)

4.9M	VISITORS
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Note: The change from “Employees” to “Extended Workforce” reflects a broader, more accurate workforce metric that accounts for modern work patterns beyond traditional full-time, in-office employees. “Visitors” are people who neither live nor work downtown, and “Visits” count the number of days they came downtown, with one visit counted per person per day.

VISITS BY DISTRICT

DISTRICT	VISITS	VISITORS	FREQUENCY	AVG STAY (MINUTES)	VISITS YOY
AUTOMOBILE ALLEY	2.9M	1.2M	2.4	91	6.20%
BRICKTOWN	8.2M	3.1M	2.6	184	-3.70%
CITY CENTER	9M	3M	3	188	0.90%
DEEP DEUCE	947.7K	441.9K	2.1	185	4.6%
MIDTOWN	7.2M	1.9M	3.8	141	7.10%
WEST VILLAGE	2.4M	964K	2.5	120	-0.50%

Downtown Overall is defined by NW 13th St. to the north, Oklahoma City Blvd. to the south, N Western Ave. to the west, and I-235 to the east.

Green Team Stats

SOURCE: BLOCK BY BLOCK SMART SYSTEM

Biohazards Removed	4,542
Business Check-ins	5,088
Cigarette Butts Recycled	69 lbs
Graffiti Removed	2,556



WELFARE CHECK-INS
10,431

CLEAN & SAFE INVESTMENT
\$1.14M

GREEN TEAM EMPLOYEES
15 FTE

HOSPITALITY ASSISTS
91,988

PRESSURE WASHING
929 HRS

Green Team data is collected only within the Downtown Business Improvement District.

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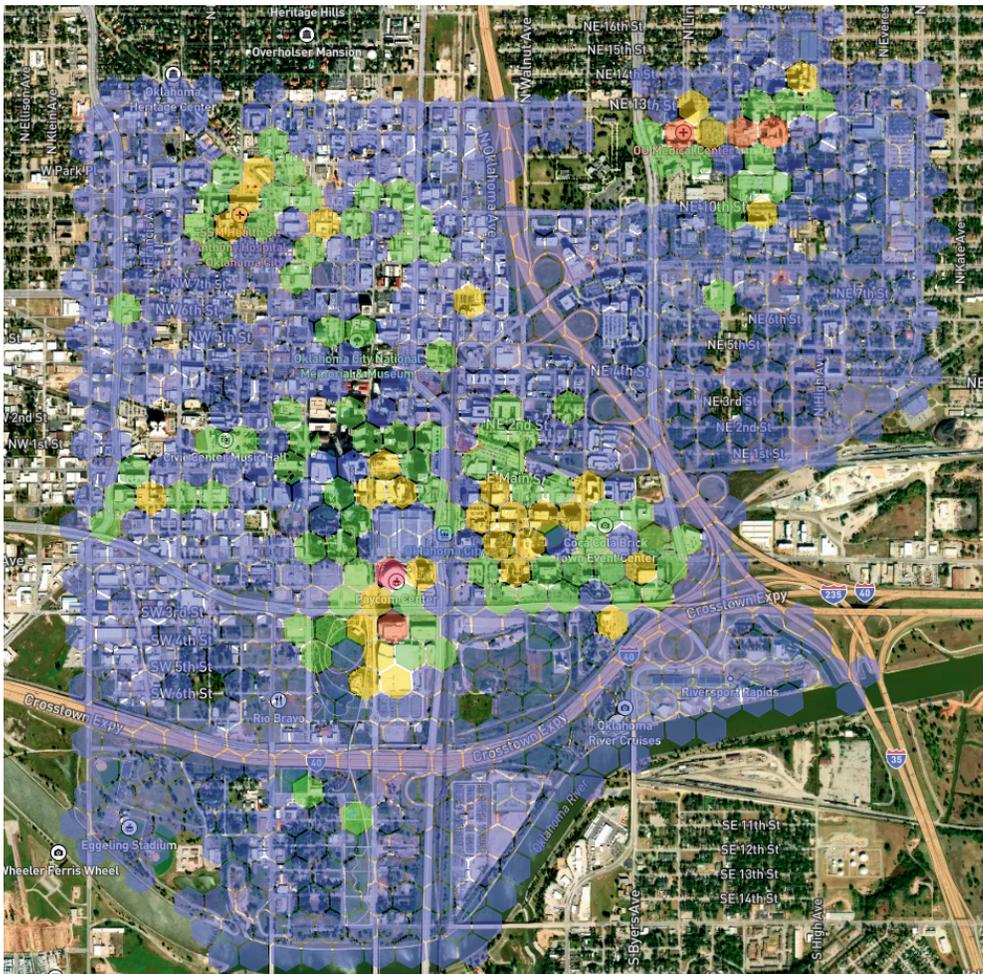
Greater Downtown Data

SOURCE: PLACER.AI

TOP DAYS IN 2025

203K	TUES, JUN 24	Champions Parade
151K	SAT, MAR 29	OKC Tulip Festival
144K	SAT, APR 12	Midtown Walkabout, Gabriel Iglesias
138K	SAT, MAR 15	St. Patrick's Day Weekend
137K	SAT, DEC 13	NCAA Bedlam Basketball, Lights On Broadway
136.3K	SUN, JUN 22	Finals Game 7
129.1K	SUN, APR 27	OKC Memorial Marathon, Festival of the Arts
129.1K	SAT, MAY 3	Cinco de Mayo Weekend
126K	SAT, MAY 10	Mother's Day Weekend, Graduations, OKC Flower & Garden Festival
126K	SAT, MAR 22	Red Earth Festival, Harlem Globetrotters

FOOT TRAFFIC HEATMAP



of Visits

