

DISCOVER DURANT FALL CONCERT SERIES 2026

FREE ADMISSION • 7PM • MARKET SQUARE • DURANT, OK



SEPT 17
DEANA CARTER



SEPT 24
SHELBY STONE



OCT 1
THE WILDER BLUE



OCT 8
DIAMOND RIO



DISCOVERDURANT.COM

Discover Durant Annual Fall Concert Series

Project Purpose. Establish a four-week annual fall concert series featuring free live music in Historic Market Square, positioning downtown Durant as a regional destination for entertainment, dining, shopping and social activity. The series is intended to be a signature shoulder-season tourism product that can attract residents and visitors from across southeastern Oklahoma and North Texas.

Tourism & Economic Rationale

Free public events lower the barrier to visitation while creating an opportunity for attendees to spend money with restaurants, retailers, hotels, gas stations and other local businesses. This is particularly important for a downtown district, where the value of an event extends beyond the event itself: visitors arrive early, stay after the performance, combine the concert with dinner or shopping, and may return for another weekend.

Oklahoma's 2025 tourism economy generated \$12.8 billion in direct visitor spending, \$955 million in state and local tax revenue and supported 109,300 jobs. Choctaw County's 2025 tourism snapshot reports \$1.276 billion in visitor spending and \$538.6 million in direct earnings. Texas recorded \$98.7 billion in travel spending in 2025 and \$201.8 billion in total travel-and-tourism economic impact. These numbers demonstrate a large regional market in which a small destination can compete by offering distinctive, recurring experiences rather than attempting to compete solely on scale.

Strategic DTEDA Value

- Creates a recognizable annual tourism product that can be marketed beyond Durant.
- Supports downtown restaurants, retail businesses, hotels and other visitor-serving businesses during fall weekends.
- Creates repeat visitation through a four-week schedule rather than a single event date.
- Strengthens Historic Market Square as an identifiable gathering place and tourism asset.
- Provides content for regional tourism marketing, social media, public relations and visitor itineraries.
- Creates partnership opportunities with sponsors, hospitality businesses, musicians, civic organizations and regional tourism partners.

Recommended Performance Measures

DTEDA should track attendance by week; ZIP codes or visitor origin; estimated out-of-town attendance; hotel-room nights attributable to the series; downtown sales-tax receipts during event periods versus comparable weekends; parking utilization; participating businesses; sponsorship revenue; earned media; social reach; and visitor satisfaction. A conservative planning model can then calculate direct visitor spending from non-local attendees and compare that amount with DTEDA investment.

Key benchmark sources: Oklahoma Tourism & Recreation Department (2025 tourism impact); Choctaw Country Tourism (2025 tourism snapshot); Texas Travel Research / Travel Texas (2025 travel impact).