

Semi-Annual Report Fiscal Year 2017

Fiscal Year 2017 VisitNorman Executive Board

Chair: Carol Dillingham
Vice Chair: William Murray
Past Chair: Robby Tawil*
Treasurer: Andy Sherrer

Fiscal Year 2017 VisitNorman Board of Directors

Rex Amsler
Jerry Hatter
Randy Laffoon
Lesha Maag
Juna Stovall

Adrian Buendia
Mandy Haws
Alesha Leemaster
Michael Palermo
Eli Wilkerson

Paige Williams

Fiscal Year 2017 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman
James Chappell, Norman City Council Member
Jason Smith, Norman Economic Development Coalition
John Woods, Norman Chamber of Commerce*

*through Nov. 2016



Fiscal Year 2017 VisitNorman Staff


Dan Schemm
Executive Director

Trent Brown & Taylor Mauldin Wagner
Sales Managers

Stefanie Brickman
Communications Manager

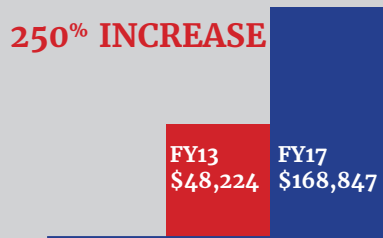
Lacy Jo Burgess Cady
Visitor Services Specialist

Kendall Bleakley, Candace Hinnergardt & Olivia Taylor
Interns

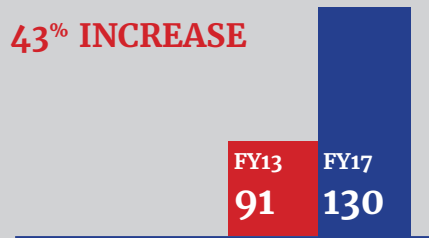
VISIT 
NORMAN

THE NORMAN CONVENTION AND VISITORS BUREAU

5-Year Growth

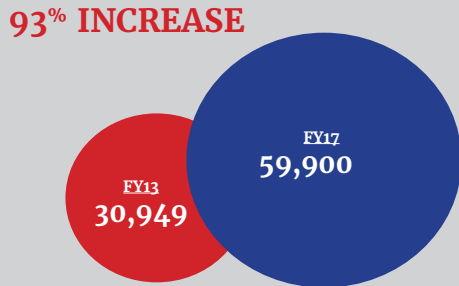


ADVERTISING EQUIVALENCY

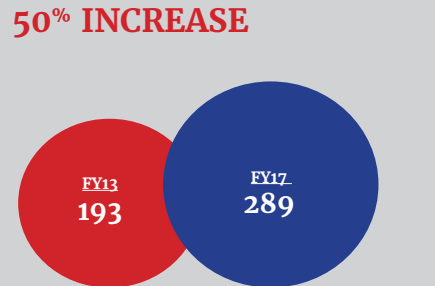


MARKETING PROGRAMS

*A marketing program is an arrangement for product placement, including online sponsorships, print advertisement placements, digital storytelling, e-newsletters, social media campaigns, logo placement, etc.



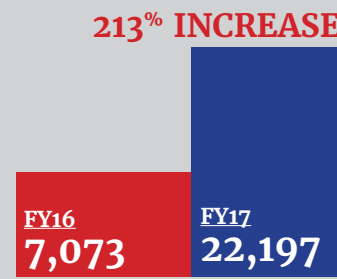
UNIQUE VISITS TO VISITNORMAN.COM



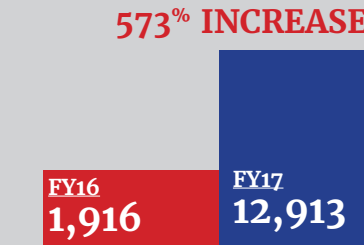
MEDIA PLACEMENTS

*A media placement is a press push initiated by VisitNorman that is published by an online, broadcast or print media outlet and contained in a press coverage report by the Cision public relations database to which VisitNorman subscribes. These are earned media impressions.

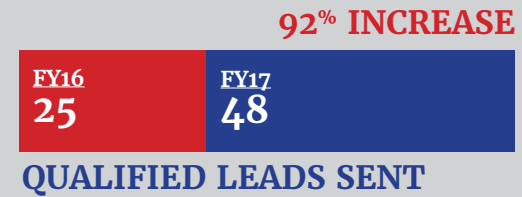
Year-to-Year Growth



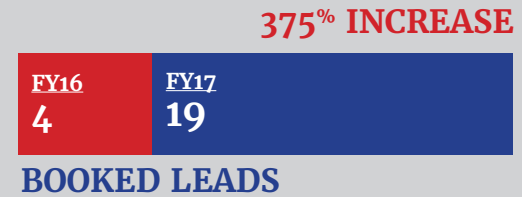
POTENTIAL ROOM NIGHTS



BOOKED ROOM NIGHTS
ROOM NIGHTS



QUALIFIED LEADS SENT



BOOKED LEADS

During the first six months of FY17, VisitNorman's sales managers were able to attend six events featuring meeting professionals in one-on-one interviews with a full complement of high-end sales tools. In addition to a digital retargeting campaign working in concert with the VisitNorman Cvent sponsorship, the sales team also began using Simpleview, an upgraded Customer Resource Management subscription.

Measurements

	Six months starting Fiscal Year 2013	Six months starting Fiscal Year 2014	Six months starting Fiscal Year 2015	Six months starting Fiscal Year 2016	Six months starting Fiscal Year 2017
Leisure Travel Advertisement & Communication					
Number of programs	91	81	100	102	130
Number of gross impressions	4,573,461	5,165,654	9,237,515	16,700,707	8,008,862
Visitor Guides distributed	8,710	14,126	9,485	10,949	11,112
Unique visits to VisitNorman.com	30,949	56,866	80,747	59,550 ⁴	59,900
Leisure Travel Media Relations					
Media Placements	193	211	294	288	289
Number of impressions	83.64 million	423 million ¹	125 million	230 million	167 million
Advertising equivalency	\$48,224	\$396,123	\$108,848.90	\$171,063	\$168,847
Convention/Sports Performance Measures					
Number of Qualified Leads	13	25	10	25	48
Number of potential room nights	7,515	10,360	2,075	7,073	22,197
Number of bookings	15	9	10	4	19
Booked room nights	7,387	2,464 ²	8,990	1,916	12,913
Number of groups serviced	24	46	17	33	21
Visitor Volume Measures					
Bureau expenditures	\$282,017	\$276,717 ³	\$412,960.05	\$413,041.05	\$524,472.52
Occupancy of hotels, motels & B&Bs	64.50%	57.30%	55.60%	56.05%	51.23%
Average daily rate	\$80.96	\$80.28	\$81.54	\$85.97	\$94.78
Transient Guest Tax collection	\$717,080	\$923,034	\$939,361	\$947,000.04	\$919,598.31
Sales tax collection	\$26.53 million	\$27.05 million	\$27.87 million	\$28.8 million	\$27.7 million

The VisitNorman Fiscal Year 2017 Semi-Annual Report details the time period of July 1 through Dec. 31, 2016.

For VisitNorman, the first six months of Fiscal Year 2017 has been a period of tremendous sales growth, including:

- 92-percent increase in qualified leads sent to hoteliers
- 213-percent increase in the number of potential room nights included in the qualified leads sent
- 375-percent increase in the number of qualified leads booked definite
- an incredible 573-percent increase in the number of room nights represented in qualified leads booked as definite

Additionally, during the first six months of the Fiscal Year, VisitNorman rolled over to a new Customer Resource Management tool which will further streamline sales and leisure tracking.

VisitNorman Executive Director

¹In FY14, the service VisitNorman uses to calculate earned media impressions performed its annual audit and one outlet dropped from 17 million users per month to one million per month resulting in a lower overall impression count as well as the advertising equivalency formula.

²FY13 booked room nights figure reflects two years of softball being book within the same fiscal year as well as a large soccer tournament, large Harley Davidson Owners event and Mustang rally; 2014 booked room nights do not reflect the softball tournament that is typically booked to timing of sponsorships. Those room nights booked in early FY15.

³During the first half of FY14, VisitNorman was in transition between executive directors, thus a smaller payroll, and existing staff was fiscally conservative while waiting for arrival of a new director. Some expenditures in early FY15 were items budgeted in FY14 including the mobile visitor center.

⁴In FY16 & FY17, VisitNorman did not invest in Search Engine Marketing (Paid Search Words) for VisitNorman.com.