

VISIT NORMAN

FISCAL YEAR 2020

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2019

Fiscal Year 2020 VisitNorman Executive Board

Chair: Mandy Haws
Vice Chair: Kyle Allison
Treasurer: Mark Millsap

Fiscal Year 2020 VisitNorman Board of Directors

Tarasina Compagni
Steve Gillis
Helen Green
James Howard
Alesha Leemaster

Drew Gaschler
Angelia Green
Jerry M. Hatter
Scott Kovalick
Bree Montoya

Amish Zaver

Fiscal Year 2020 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman
Lee Hall, Norman City Council Member
Maureen Hammond, Norman Economic Development Coalition
Scott Martin, Norman Chamber of Commerce



Fiscal Year 2020 VisitNorman Staff

Dan Schemm
Executive Director

Trent Brown & Taylor Mauldin Wagner
Sales Managers

Stefanie Brickman
Communications Manager

Lacy Jo Burgess Cady
Visitor Services Specialist

The VisitNorman Fiscal Year 2020 Semi-Annual Report details the time period of July 1 through Dec. 31, 2019.

For VisitNorman, the first six months of Fiscal Year 2020 has been a period of growth in Visitor Volume measures, including:

- 18.1 percent growth in number of booked leads
- 40 percent growth in number of qualified leads sent to partners
- 40 percent growth in guest tax collected
- 89.7 percent growth in the number of overnights in booked leads

VisitNorman has also experienced growth in other digital metrics including:

- 20 percent growth in number of page views on VisitNorman.com
- 56 percent growth in number of unique users to VisitNorman.com
- 60 percent growth in number of unique sessions on VisitNorman.com

Dan Schemm
VisitNorman Executive Director

VISIT NORMAN

FISCAL YEAR 2020

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2019

	Six months ending Fiscal Year 2016	Six months ending Fiscal Year 2017	Six months ending Fiscal Year 2018	Six months ending Fiscal Year 2019	Six months ending Fiscal Year 2020
<u>Leisure Travel Advertisement & Communication</u>					
Number of programs	102	130	284	207	118
Number of gross impressions	16,700,707	8,008,862	9,425,607	11,256,328	10,248,056
Visitor Guides distributed	10,949	11,112	10,587	10,205	9,419
Unique visits to VisitNorman.com	59,550	59,900	42,195 ¹	51,541	80,422
<u>Leisure Travel Media Relations</u>					
Media Placements	288	289	301	310	331
Number of impressions	230 million	167 million	219 million	116 million	154.9 million
Advertising equivalency	171,063.00	168,847.00	168,530.00	1,160,658.94 ²	1,178,499.40
<u>Convention/Sports Performance Measures</u>					
Number of Qualified Leads	25	48	38	40	56
Number of potential room nights	7,073	22,197	19,641	24,012	20,219
Number of bookings	4	19	7	11	13
Booked room nights	1,916	12,913	7,796	5,236	9,934
Number of groups serviced	33	21	21	11	17
<u>Visitor Volume Measures</u>					
Bureau expenditures	\$413,041.05	\$524,472.52	\$435,534.22	\$500,330.01	\$499,975.65
Occupancy of hotels, motels & B&Bs	56.05%	51.23%	55.06%	60.40%	58.98%
Average daily rate	\$85.97	\$94.78	\$88.02	\$82.23	\$88.79
Transient Guest Tax collection	\$947,000.04	\$919,598.31	\$1,000,402.54	\$921,181.00	\$958,310.79
Sales tax collection	\$28.8 million	\$27.7 million	\$36,198,081.06	\$27,983,134.00	\$31,445,872.64

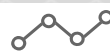
¹ New website launched in March 2017, requiring a new Google page index
² Certified Audit reflects annual increase in impressions for media outlets

FY20 SEMI-ANNUAL REPORT BY THE NUMBERS

\$253 million
Travel spending in Norman

\$9.2 million
Local tax revenue from tourism

3,900
Tourism Industry Employees in Norman



KEY PERFORMANCE INDICATOR GROWTH

Increase in the number of qualified leads sent to partners

40%

Increase the number of unique users to VisitNorman.com

56%

Increase in the number of unique sessions to VisitNorman.com

60.5%

40%

Increase in guest tax collected

90%

Increase in number of booked nights

SOURCE: DEAN & RUNYON ASSOCIATES FOR OKLAHOMA TRAVEL AND RECREATION
DEPARTMENT, JAN. 2020 REPORT (BY HOUSE DISTRICTS 44, 45 & 46)