

	Fiscal Year 2011	Fiscal Year 2012	Fiscal Year 2013	Fiscal Year 2014
Leisure Travel Advertisement & Communication				
Number of programs	110	173	176	209
Number of gross impressions	8,944,167	12,939,050	11,865,547	15,213,325
Visitor Guides distributed	59,167	39,332	35,562	30,775
Unique visits to VisitNorman.com	27,921	37,733	82,146	127,500
Leisure Travel Media Relations				
Media Placements	276	336	588	632
Number of impressions	104,499,902	46,091,300	510,191,255	1,362,887,508
Advertising equivalency	\$ 80,268.87	\$ 140,736.93	\$359,278.58	\$785,902.18
Convention/Sports Performance Measures				
Number of Qualified Leads	26	36	27	43
Number of potential room nights	13,418	11,049	15,329	16,527
Number of bookings	17	26	28	17
Booked room nights	5,955	6,666	14,653*	4,020**
Number of groups serviced	(not tracked)	17	33	96
Visitor Volume Measures				
Bureau expenditures	\$533,343	\$619,664	\$626,390	forthcoming
Occupancy of hotels, motels & B&Bs	56.60%	62.70%	63.30%	56.70%
Average daily rate	\$79.48	\$80.30	\$78.21	\$79.79
Transient Guest Tax collection	\$1.069 million	\$1.133 million	\$1.287 million	forthcoming
Sales tax collection	\$47.97 million	\$50 million	\$51.4 million	\$54.3 million

*2013 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 were booked in early FY 15.