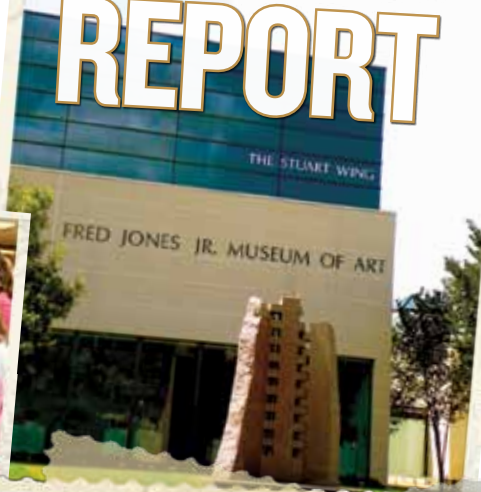




# NORMAN

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## FISCAL YEAR 2013 ANNUAL REPORT



### ANNUAL REPORT 2013

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NORMAN CONVENTION AND VISITORS BUREAU

[VisitNorman.com](http://VisitNorman.com)

## FROM THE INTERIM EXECUTIVE DIRECTOR

The Norman Convention & Visitors Bureau's fiscal year runs July 1 through June 30.

By the time the final numbers were being tallied for the fiscal year, the Norman CVB experienced a change in leadership. The report has been prepared by the remaining staff members.

We are enormously pleased to report that occupancy rate increased during the fiscal year, which is arguably the most important number that we can report. Additionally, there were increases in the other key measurables: transient guest tax collection and sales tax collection.

Other significant increases included the estimated number of room nights sent out as leads to our hospitality partners and the number of hotel rooms booked as a result of leads sent out by the CVB to our partners.

On the leisure travel side, the number of unique visitors to VisitNorman.com more than doubled in the fiscal year. This huge increase is important to note as travel trends show increasing number of people who plan trips online.

Sincerely,

Stefanie Brickman  
Interim Executive Director

# NCVB BOARD & STAFF

AS OF JUNE 30, 2013

## EXECUTIVE BOARD

CHAIR	KRIS GLENN
VICE CHAIR	SUZANNE MCAULEY
TREASURER	WILLIAM MURRAY
SECRETARY	MICHAEL VANCE
PAST CHAIR	JOE SPARKS

## MEMBERS

SHERRY BROWN	DR. ROGER BROWN
SANDY HUSE	RANDY LAFFOON
JAY POTTER	JUNA STOVALL
CHARLIE TAYLOR	MICHAEL VANCE
PAIGE WILLIAMS	

## EX-OFFICIO

BRENDA HALL	LINDA LOCKETT
DON WOOD	JOHN WOODS

## STAFF

**STEPHEN KORANDA, CTA**  
EXECUTIVE DIRECTOR

**MICHELLE HOHLIER, CMP, CTA**  
SALES MANAGER

**SUSAN BASH, CTA**  
SALES MANAGER

**STEFANIE BRICKMAN, CTA**  
COMMUNICATIONS MANAGER

**TAYLOR MAULDIN, CTA**  
VISITORS SERVICES SPECIALIST

# YEAR AT A GLANCE

	FY 2012	FY 2013
<b>LEISURE TRAVEL ADVERTISEMENT &amp; COMMUNICATIONS</b>		
NUMBER OF PROGRAMS	173	176
NUMBER OF GROSS IMPRESSIONS	12,939,050	11,865,547
VISITORS GUIDES DISTRIBUTED	39,332	35,562
UNIQUE VISITS TO VISITNORMAN.COM	37,733	82,146



<b>LEISURE TRAVEL MEDIA RELATIONS</b>		
MEDIA PLACEMENTS	336	588
NUMBER OF IMPRESSIONS	46.09 MILLION	510 MILLION
ADVERTISING EQUIVALENCY	\$140,733.93	\$352,278.58



<b>CONVENTION/SPORTS PERFORMANCE MEASURES</b>		
NUMBER OF QUALIFIED EADS	36	27
ESTIMATED NUMBER OF ROOM NIGHTS	11,049	15,329
NUMBER OF BOOKINGS	26	28
ESTIMATED NUMBER OF BOOKED ROOM NIGHTS	6,666	14,653
NUMBER OF GROUPS SERVICED	17	33



<b>VISITOR VOLUME MEASURES</b>		
NCVB EXPENDITURES	\$619,664	\$626,390
OCCUPANCY OF HOTELS, MOTELS AND B&BS	62.7 PERCENT	63.3 PERCENT
AVERAGE DAILY RATE	\$80.30	\$78.21
TRANSIENT GUEST TAX COLLECTION	\$1.133 MILLION	\$1.287 MILLION
SALES TAX COLLECTIONS	\$50 MILLION	\$51.4 MILLION
ECONOMIC IMPACT OF TOURISM *ESTIMATED EVERY OTHER YEAR (ECONOMIC IMPACT OF TOURISM DEFINED ON PAGE 8.)	\$146.6 MILLION	\$158 MILLION
PER PERSON EXPENDITURE (OVERNIGHT) *ESTIMATED EVERY OTHER YEAR	\$608	\$608
PER PERSON EXPENDITURE (DAY TRIP) *ESTIMATED EVERY OTHER YEAR	\$172	\$172

The NCVB sales staff sent out 27 QUALIFIED LEADS during the Fiscal Year and 28 groups have contracted to hold their events in Norman representing 14,653 ROOM NIGHTS more than double the number of booked nights from the previous year. Some of the booked groups represent leads that were sent out in prior time periods.

As the NCVB services more and more groups, we started tracking the groups serviced separately. In FY 2013, the NCVB serviced 33 GROUPS, nearly doubling the number of groups from the previous time period.

Activities leading to these increases include our attendance at six national trade shows making more than 100 individual appointments, networking through state and national associations and increased contacts with meeting professionals and sport event managers in our ever-increasing database.



# {MARKETING}

During FY 2013, the NCVB conducted 176 MARKETING PROGRAMS, seen by 11.8 MILLION PEOPLE.

The NCVB promoted Norman at seven trade shows in three states, gathering contact information for nearly 1,000 potential visitors.

Print advertisements promoting Norman appeared in NATIONAL PUBLICATIONS with circulation exceeding 500,000 READERS.

Norman was also represented in the state travel guide, two regional guides, regional newspapers and Oklahoma Today.

The overall marketing efforts resulted in MORE THAN DOUBLE the number of user sessions to VisitNorman.com, from 37,733 to 82,146.

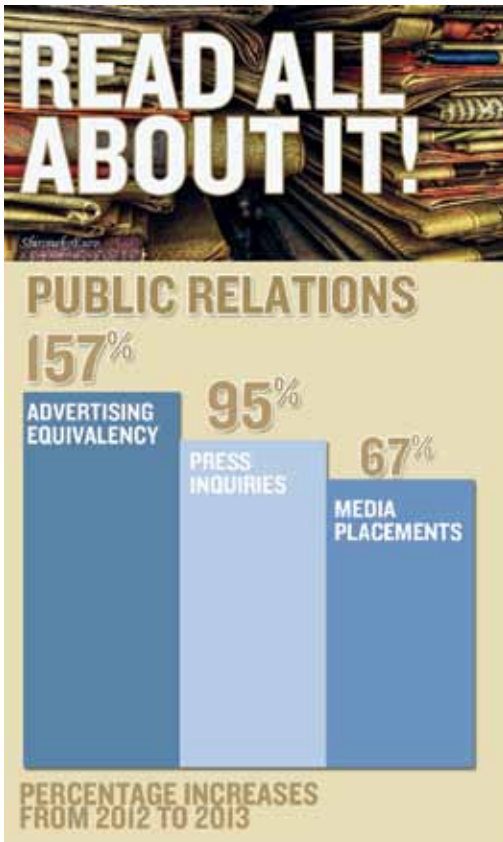
At the NORMAN WELCOME CENTER, the number of visitor guides distributed at the center increased from 394 to 797 while walk-in visits jumped from 140 to 225 and phone calls went up from 199 to 320.



# {PUBLIC RELATIONS}

During the Fiscal Year, there were 558 MEDIA PLACEMENTS, reaching 510 MILLION READERS and totaling \$359,278.58 IN ADVERTISING EQUIVALENCY.

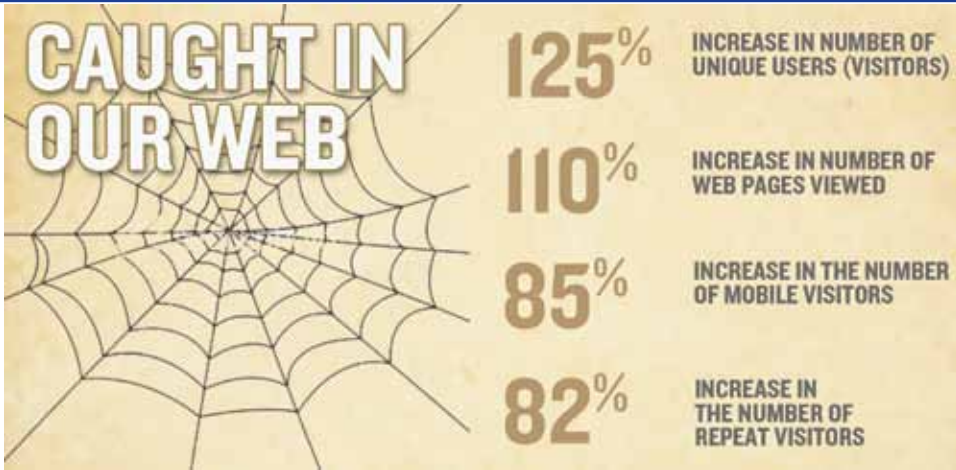
The communications manager generated 139 press releases that resulted in 241 MEDIA INQUIRIES. She attended four media blitzes and hosted an Australian travel writer who has been traveling throughout the United States in calendar year 2013, visiting 50 states in 50 weeks.



The communications manager also prepared a plan for the Transient Guest Tax Campaign bringing together the Norman Arts Council, City of Norman Parks & Recreation Department and CVB, passing with a 78-percent Yes vote.

The NCVB continues to provide media relation services to more than a dozen Norman festivals and events.





During the Fiscal Year, the number of user sessions, unique users (visitors), repeat visits and number of webpage view counts to VisitNorman.com more than **DOUBLED**. (A unique user is a first-time visitor to the website while a user session means a visitor may have visited the site more than once.)

The number of online referrals through Book Direct (Jack Rabbit) increased from 77,793 to 99,483.

The mobile-friendly site rolled out in the previous fiscal year which continued to reflect impressive traffic including an increase of **103 PERCENT** within the Fiscal Year (July to June). The usage rates of the mobile site jumped from 21 percent of all online visitors to 39 percent from Fiscal Year 2012 to FY 2013.

Norman's presence in social media increased as the number of followers and fans on Twitter and Facebook respectively grew steadily, **YIELDING NEARLY A MILLION IMPRESSIONS**.



# NORMAN

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## {GLOSSARY}

### ADVERTISING EQUIVALENCY

What coverage in a magazine, newspaper, online, radio or television would cost if it were advertising space (or time).

### AVERAGE DAILY RATE (ADR)

A metric used in the hospitality industry to indicate the average realized room rental per day.

### BLITZ (SALES OR MEDIA)

a high volume series of appointments scheduled with targeted meeting planners or media professionals over a day or two.

### BOOKED BUSINESS (Booked Hotel Room Night)

When a group (conference, meeting, sporting event) contracts with a hotel to house attendees or participants in the contracted hotel.

### ESTIMATED ECONOMIC

**IMPACT CALCULATOR** This calculation is derived from an industry-standard formula. The figure is a multiplier based on the effect the visit (day or over-night) in Norman will have on the State of Oklahoma. The calculation used in this annual report

came from the Oklahoma Tourism and Recreation Department. For example, the amount of money an overnight visitor to an event in Norman would spend on transportation, lodging and entertainment would have a \$608 economic effect on the State of Oklahoma.

**IMPRESSION** The number of people who may have seen an article about or advertisement for Norman.

**QUALIFIED LEAD** Sharing specific group (conference, meeting or sport) details with hotel partners to communicate a clients' needs in order to prepare a proposal per the groups' request for proposal (RFP).

**MEDIA INQUIRY** When a media member contacts the CVB as a response to a generated press release or request for information or assistance in the news gathering process.

**OCCUPANCY** The percentage of hotel, motel and bed and breakfast rooms that are occupied by guests at a given time.

**PROGRAMS** Marketing initiatives undertaken by the CVB to attract a

potential visitor to inquire about information, visit our website, call or visit our welcome center (a conversion). Programs include advertising online, in print, electronically or outdoor (billboard), being present at trade shows or exhibition booths, travel information center fulfillment, visitor guide fulfillment, and/or search engine marketing.

### SEARCH ENGINE MARKETING

The promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization (both on-page and off-page) as well as through advertising (paid placements, contextual advertising, and paid inclusions).

**SERVICED BUSINESS (Served Room Nights / Groups)** Any group (conference, meeting, sporting event) to whom the CVB has provided service. Service could include welcome bags / visitor guide fulfillment, registration assistance, media relations, name badge printing, or pre-event /attendance generation mailers.

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