

INDUSTRIAL | MEDICAL | EDUCATIONAL | RECREATION



March 14, 2014

Norman City Council
201 West Gray
Norman, OK 73070

Dear Mayor and Council Members,

It is my pleasure to submit to you the VisitNorman semi-annual report for 2014. The document has been compiled by the staff and the look is consistent with past reports. Future reports will be more concise showing only key measurables and important data.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Schemm".

Dan Schemm
Executive Director



FISCAL YEAR 2014 SEMI-ANNUAL REPORT



NORMAN

VisitNorman.com

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FROM THE EXECUTIVE DIRECTOR

VisitNorman's fiscal year runs July 1 through June 30. This Semi-Annual Report presents information, data and figures from July 1 through Dec. 31, 2013.

I originally joined VisitNorman Feb. 3. I am excited to be joining the outstanding team and look forward to reporting future success.

We are very excited to report that during the six-month period, the number of qualified leads sent out to our hotel partners essentially doubled from the same time period one year prior, jumping from 13 to 25, representing more than 10,000 potential room nights.

Among the group travel successes was the Harley Davidson Rally (upper left) that brought hundreds of owners from the regional area to Norman in October.

During this time period, the sales tax collected and the transient guest tax collected both increased versus the same time period a year prior.

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,

Dan Schemm
Executive Director

MEASUREMENTS & GLOSSARY

	FY '13 <small>(JULY 1-DEC. 31, 2012)</small>	FY '14 <small>(JULY 1-DEC. 31, 2013)</small>
LEISURE TRAVEL ADVERTISEMENT & COMMUNICATIONS		
NUMBER OF PROGRAMS	91	81
NUMBER OF GROSS IMPRESSIONS	4,573,461	5,165,654*
NUMBER OF VISITOR GUIDES DISTRIBUTED	8,710	14,126
NUMBER OF UNIQUE VISITORS TO VISITNORMAN.COM	30,949	56,866
+		
LEISURE TRAVEL MEDIA RELATIONS		
MEDIA PLACEMENTS	193	211
NUMBER OF IMPRESSIONS	83.64 MILLION	423 MILLION
ADVERTISING EQUIVALENCY	\$48,224	\$396,123
+		
CONVENTION/SPORTS PERFORMANCE MEASURES		
NUMBER OF QUALIFIED LEADS	13	25
ESTIMATED NUMBER OF ROOM NIGHTS	7,515	10,360
NUMBER OF BOOKINGS	15	9
ESTIMATED NUMBER OF BOOKED ROOM NIGHTS	7,387	2,464
ESTIMATED SPENDING OF BOOKED ROOM NIGHTS	\$4,491,785	\$424,240
NUMBER OF GROUPS SERVICED	24	46
=		
VISITOR VOLUME MEASURES		
NCVB EXPENDITURES	\$282,017	\$276,717
OCCUPANCY OF HOTELS AND B&BS	64.5 PERCENT	57.3 PERCENT
AVERAGE DAILY RATE	\$80.96	\$80.28
TRANSIENT GUEST TAX COLLECTION	\$717,080	\$923,034
SALES TAX COLLECTIONS	\$26.53 MILLION	\$27.05 MILLION
ECONOMIC IMPACT OF TOURISM *ESTIMATED EVERY OTHER YEAR	\$158 MILLION	\$158 MILLION
PER PERSON EXPENDITURE (OVERNIGHT) *ESTIMATED EVERY OTHER YEAR	\$608	\$608
PER PERSON EXPENDITURE (DAY TRIP) *ESTIMATED EVERY OTHER YEAR	\$172	\$172

*Figures do not include the TV measurements which are forthcoming from Sooner Sports Properties

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 overnight) 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.

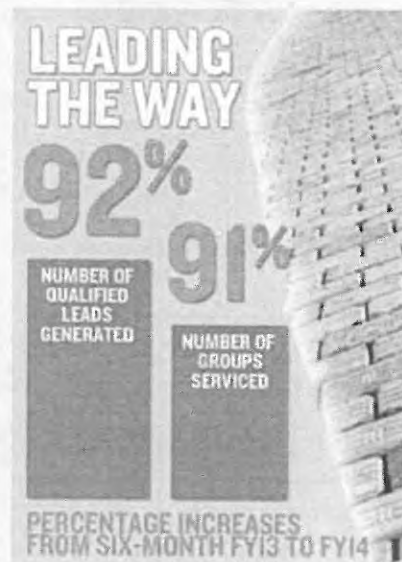
SERVICED BUSINESS (Serviced Room Nights / Groups) Any group (conference, meeting, sporting event) to whom the CVB has provided service. Service could include welcome bags / visitor guide fulfillment, registration assistance, media relations, name badge printing, or pre-event/attendance generation mailers.

{GROUP & LEISURE TRAVEL}

The VISITNORMAN sales staff sent out 25 QUALIFIED LEADS. To date, NINE groups have contracted to hold their events in Norman representing 10,360 ROOM NIGHTS – all increases over the same time period in the previous year. Some of the NINE groups contracted represent leads from previous time periods.

As VISITNORMAN services more and more groups, we started tracking the groups serviced separately in FY 2013. In the first half of FY 2014, VISITNORMAN serviced 46 groups representing 2,464 ROOM NIGHTS with an estimated spending of serviced room nights of \$424,240.

Activities leading to these increases include our attendance at three 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.



Within the leisure travel market, the VISITNORMAN staff participated at the University of Oklahoma's FanFest before the Sooners' six home football

games. According to Sooner Sports Properties, attendance at FanFest was 55,000. As part of FanFest, VISITNORMAN also sponsored the

band stage. Each week, a different community partner promoted an event to bring the football crowd to visit Norman earlier, stay later or plan another trip to the Sooner City.

For the first time in Fiscal Year 2014, VISITNORMAN partnered with the University of Oklahoma Visitors Center to co-produce a dual-cover guide also distributed to campus visitors. VISITNORMAN also attended numerous student orientations in August as the University of Oklahoma began its academic year. The staff participated in local events and fairs including the Downtown Christmas Parade and the National Weather Festival. VISITNORMAN also participated in the Dallas Women's Show in November. Distribution of the Official Visitors Guide of Norman increased by 62 PERCENT.



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{VISITNORMAN.COM & COMMUNICATIONS}

CAUGHT IN OUR WEB

151% INCREASE IN THE NUMBER OF MOBILE VISITORS

91% INCREASE IN THE NUMBER OF USER SESSIONS

84% INCREASE IN THE NUMBER OF UNIQUE USERS (VISITORS)

During the first half of FY 2014, the NCVB conducted 81 MARKETING PROGRAMS, seen by 5.5 MILLION PEOPLE, resulting in 84 PERCENT more unique visitors to VISITNORMAN.COM.

Mobile visits on VISITNORMAN.COM increased in the first half of FY 2014 by 151 PERCENT.

Additionally, the VISITNORMAN staff monitors and updates regularly information on countless

websites about Norman, our attractions, events, hotels and other offerings.

VISITNORMAN'S presence on social media networks increased as the number of followers and likes on Twitter and Facebook both increased. Followers on Twitter jumped by more than 300 followers while Facebook fans added more than 1,000 likes. Additionally, each VISITNORMAN staffer added their own NCVB Twitter account.

During the Fiscal Year, there were 211 MEDIA PLACEMENTS, reaching 423 MILLION READERS and totaling \$396,123 IN ADVERTISING EQUIVALENCY.

Some of the earned media highlights included a feature article in the Tulsa World prior to the tornado benefit concert in July and articles within niche media including Small Markets Meetings and Sports Events magazines.

The communications manager for VISITNORMAN attended two out-of-state media blitzes to Western and Central Kansas as well as Northwestern and North Central Oklahoma, making a total of 21 media contacts. The communica-

tions manager also collaborated with the City of Norman, Norman Chamber of Commerce and stakeholders to create a Christmas in Norman campaign encouraging travel during the holiday season to Norman.

READ ALL ABOUT IT!

PUBLIC RELATIONS

721%

EARNED MEDIA IMPRESSIONS

400%

ADVERTISING EQUIVALENCY

PERCENTAGE INCREASES FROM 2013 TO 2014