

VISIT NORMAN

FISCAL YEAR 2018

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2017

Fiscal Year 2018 VisitNorman Executive Board

Chair: Andy Sherrer
Vice Chair: Rex Amsler
Past Chair: Carol Dillingham
Treasurer: Mandy Haws

Fiscal Year 2018 VisitNorman Board of Directors

Adrian Buendia	Charles DiClemente
Helen Green	Jerry Hatter
Kevin Henry	Randy Laffoon
Alesha Leemaster	Leesha Maag
William Murray	Michael Palermo

Paige Shepherd

Fiscal Year 2018 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman
Kyle Allison, Norman City Council Member
Jason Smith, Norman Economic Development Coalition
John Woods, Norman Chamber of Commerce



Fiscal Year 2018 VisitNorman Staff

Dan Schemm
Executive Director

Trent Brown & Taylor Mauldin Wagner
Sales Managers

Stefanie Brickman
Communications Manager

Lacy Jo Burgess Cady
Visitor Services Specialist

Olivia Taylor
Intern

The VisitNorman Fiscal Year 2018 Semi-Annual Report details the time period of July 1 through Dec. 31, 2017.

For VisitNorman, the first six months of Fiscal Year 2018 has been a period of digital growth, including:

- 240-percent increase in the number of referrals from SoonerSports.com to VisitNorman.com, courtesy of sponsorship of Game Day Central and banner ad campaigns
- 118-percent increase in the number of marketing programs
- 94.8-percent increase in the number of average unique users of the VisitNorman app
- 43-percent growth in the number of impressions from media placements
- 18-percent increase in the number of marketing impressions

Additionally, other growth areas in the key performance indicators included occupancy rate, increasing from 51.23 percent to 55.06 percent.

Dan Schemm
VisitNorman Executive Director

VISIT NORMAN

FISCAL YEAR 2018

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2017

	Six months ending Fiscal Year 2014	Six months ending Fiscal Year 2015	Six months ending Fiscal Year 2016	Six months ending Fiscal Year 2017	Six months ending Fiscal Year 2018
<i>Leisure Travel Advertisement & Communication</i>					
Number of programs	81	100	102	130	284
Number of gross impressions	5,165,654	9,237,515	16,700,707	8,008,862	9,425,607
Visitor Guides distributed	14,126	9,485	10,949	11,112	10,587
Unique visits to VisitNorman.com	56,866	80,747	59,550	59,900	42,195 ¹
<i>Leisure Travel Media Relations</i>					
Media Placements	211	294	288	289	301
Number of impressions	423 million	125 million	230 million	167 million	219 million
Advertising equivalency	\$396,123.00	\$108,848.90	\$171,063	\$168,847	\$168,530
<i>Convention/Sports Performance Measures</i>					
Number of Qualified Leads	25	10	25	48	38 ²
Number of potential room nights	10,360	2,075	7,073	22,197	19,641 ²
Number of bookings	9	10	4	19	7 ²
Booked room nights	2,464	8,990	1,916	12,913	7,796 ²
Number of groups serviced	46	17	33	21	21
<i>Visitor Volume Measures</i>					
Bureau expenditures	\$276,717	\$412,960.05	\$413,041.05	\$524,472.52	\$435,534.22
Occupancy of hotels, motels & B&Bs	57.30%	55.60%	56.05%	51.23%	55.06%
Average daily rate	\$80.28	\$81.54	\$85.97	\$94.78	\$88.02
Transient Guest Tax collection	\$923,034	\$939,361	\$947,000.04	\$919,598.31	\$940,000.04
Sales tax collection	\$27.05 million	\$27.87 million	\$28.8 million	\$27.7 million	\$36,198,081 ³

¹ New website launched in March 2017, requiring a new Google page index and gap between unique visitors is diminishing and may meet 12-month figures at end of FY18

² Due to timing of report, projections for the 12-month report will reflect increases not seen in 6-month figures

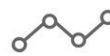
³ Source: <http://www.selectnorman.com/economic-indicators>

FY18 SEMI-ANNUAL REPORT BY THE NUMBERS

\$235 million
Travel Spending in Norman

\$65 million
Annual Payroll in Norman

\$9.9 million
Annual Tax Receipts in Norman



KEY PERFORMANCE INDICATOR GROWTH

Marketing Impressions

17.6% 

Number of media placement impressions

31.1% 

Marketing programs

118.4% 

240%

SoonerSports.com referrals

95%

Average app unique users