

VISIT NORMAN

FISCAL YEAR 2019

ANNUAL REPORT

JULY 1, 2018-JUNE 30, 2019

Fiscal Year 2019 VisitNorman Executive Board

Chair: Rex Amsler
Vice Chair: Mandy Haws
Past Chair: Carol Dillingham
Treasurer: Kyle Allison

Fiscal Year 2019 VisitNorman Board of Directors

Liz Barfield	Adrian Buendia
Helen Green	Jerry Hatter
Kevin Henry	Randy Laffoon
Alesha Leemaster	William Murray
Michael Palermo*	Paige Shepherd
Amish Zaver	

Fiscal Year 2019 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman
Sereta Wilson, Norman City Council Member
Jason Smith, Norman Economic Development Coalition**
Scott Martin, Norman Chamber of Commerce

*Through Dec. 31, 2018

**Through March 31, 2019



Fiscal Year 2019 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 2019 Annual Report details the time period of July 1, 2018-June 30, 2019.

The bright highlight in the Fiscal Year has been in the Convention/Sports Measurements, especially:

- 55-percent increase in the number of Qualified Leads sent to partners
- 27-percent increase in the number of leads booked as definite

The time period has also been a period of digital growth including:

- 11-percent increase in the number of pages visited on VisitNorman.com
- 19-percent increase in the unique users on VisitNorman.com
- 20-percent increase in user sessions on VisitNorman.com
- 60-percent increase in the number of unique users on the VisitNorman app
- 25-percent increase in the number of sessions on the VisitNorman app
- 23-percent increase in the number of weekly app sessions
- 16-percent increase in the number of monthly app users

Dan Schemm
VisitNorman Executive Director

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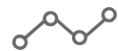
	Fiscal Year 2015	Fiscal Year 2016	Fiscal Year 2017	Fiscal Year 2018	Fiscal Year 2019
<i>Leisure Travel Advertisement & Communication</i>					
Number of programs	181	193	208	350	345
Number of gross impressions	14,039,802	26,438,643	35,953,001	72,920,904	68,907,532
Visitor Guides distributed	24,063	22,475	17,250	24,028	16,352
Unique visits to VisitNorman.com	162,207	109,664	105,370	86,906	108,113
<i>Leisure Travel Media Relations</i>					
Media Placements	696	718	755	789	804
Number of impressions	653,903,751	445,832,834	465,963,886	698,893,438	422,643,673
Advertising equivalency	\$291,809.04	\$411,734.01	\$427,327.53	\$502,874.71	\$2,765,457.65
<i>Convention/Sports Performance Measures</i>					
Number of Qualified Leads	26	70	80	67	104
Number of potential room nights	4,624	28,578	36,725	31,663	58,093
Number of bookings	24	32	37	26	33
Booked room nights	11,847	13,595	17,268	16,668	17,222
Number of groups serviced	65	53	44	53	30
<i>Visitor Volume Measures</i>					
Bureau expenditures	\$816,251.98	\$899,944.12	\$992,656.95	\$861,233.65	\$923,661.64
Occupancy of hotels, motels & B&Bs	59.60%	54.40%	56.80%	62.30%	63.50%
Average daily rate	\$82.15	\$85.92	\$86.19	\$85.93	\$86.75
Transient Guest Tax collection	\$1.78 million	\$1.88 million	\$1.74 million	\$1.87 million	\$1.88 million
Sales tax collection	\$60.8 million	\$57.24 million	\$73.46 million	\$73.54 million	\$74.84 million

FY19 ANNUAL REPORT BY THE NUMBERS

\$273 million
Travel Spending in Norman

\$9.8 million
Local tax revenue from tourism

3,800
Tourism Industry Employees in Norman



KEY PERFORMANCE INDICATOR GROWTH

Increase in the number of weekly app sessions

23% 

Increase the number of booked leads

26.9% 

Increase in the number of Qualified Leads sent to partners

55.2% 

25%

Increase in total app sessions

60%

Increase in unique user app sessions