

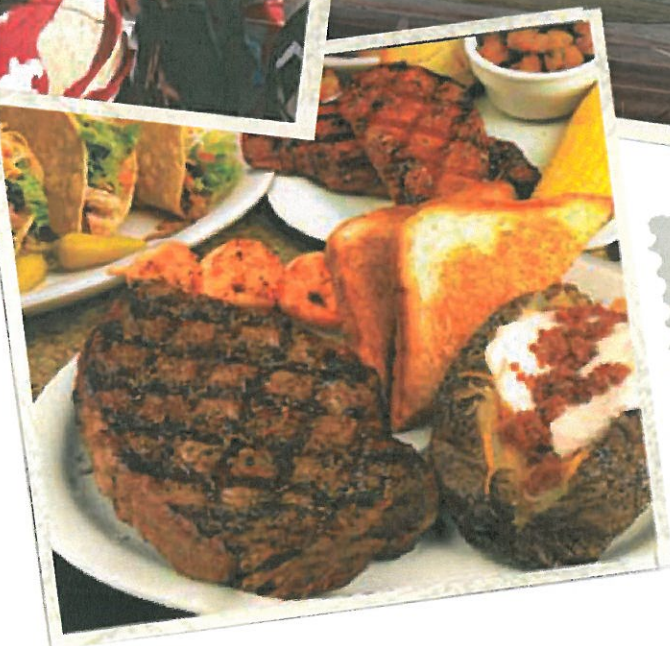
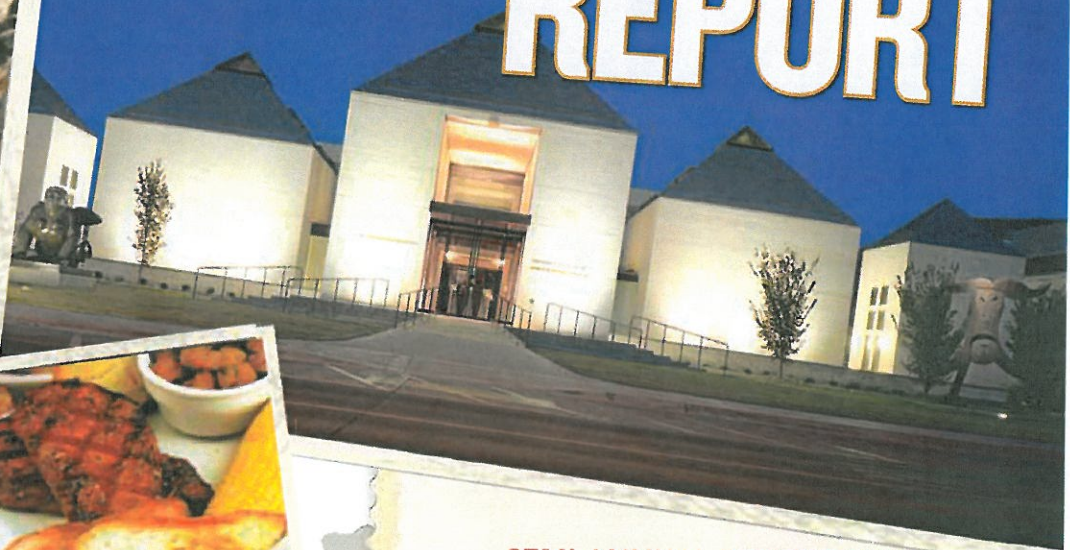


NORMAN

Visit Norman.com



2013 SEMI-ANNUAL REPORT



SEMI ANNUAL REPORT 2013

YEAR AT A GLANCE { PG. 3 }

SALES & PUBLIC RELATIONS { PG. 4&5 }

MARKETING & WEBSITE { PG. 6&7 }

DESTINATION DEVELOPMENT { PG. 8 }

NORMAN CONVENTION AND VISITORS BUREAU

VisitNorman.com



FROM THE EXECUTIVE DIRECTOR

As the Norman CVB approaches its 20th anniversary in May 2013, the organization's effectiveness as the entity responsible for driving tourism to the community shows gains in the visitor volume measureables in the first half of the 2013 fiscal year.

From FY 2012 to FY 2013, 17 of the 18 key indicators increased. As media consumption continues to evolve to websites and mobile-friendly websites, VisitNorman.com's analytics and statistics showed enormous growth versus 2012.

The sales staff has generated more leads to the hotels so far in 2013 and booked more business in Norman's properties. The number of media placements and impressions also increased to date in the fiscal period.

We are delighted to drive increasing gains. Through research and constant review by the board and staff, fresh marketing programs can only lead to positive gains for the next 20 years.

Sincerely,

Stephen Koranda, CTA
Executive Director

NCVB BOARD & STAFF

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 SAMP, CMP, CTA
SALES MANAGER

SUSAN BASH, CTA
SALES MANAGER

STEFANIE BRICKMAN, CTA
COMMUNICATIONS MANAGER

TAYLOR MAULDIN, CTA
VISITORS SERVICES SPECIALIST

YEAR AT A GLANCE

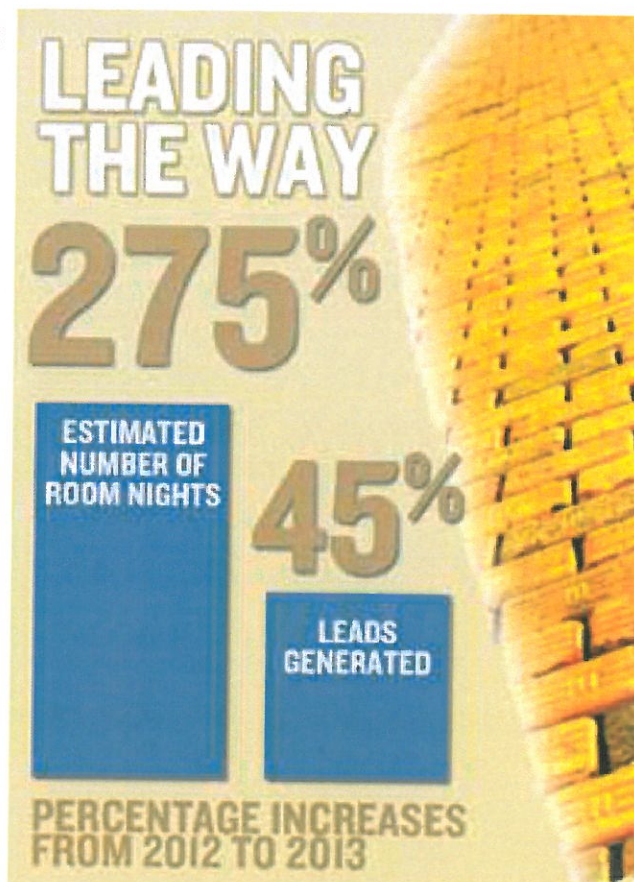
	2013		2012
LEISURE TRAVEL ADVERTISEMENT & COMMUNICATIONS			
NUMBER OF PROGRAMS	91	↑	77
NUMBER OF GROSS IMPRESSIONS	4,573,461	↑	1,826,100
NUMBER OF CONVERSIONS	60,233	↑	39,802
+			
LEISURE TRAVEL MEDIA RELATIONS			
MEDIA PLACEMENTS	193	↑	47
NUMBER OF IMPRESSIONS	83.64 MILLION	↑	8.995 MILLION
ADVERTISING EQUIVALENCY	\$48,224	↓	\$65,561
+			
CONVENTION/SPORTS PERFORMANCE MEASURES			
NUMBER OF LEADS	13	↑	12
ESTIMATED NUMBER OF ROOM NIGHTS	7,515	↑	5,192
NUMBER OF BOOKINGS	15	↑	4
ESTIMATED NUMBER OF BOOKED ROOM NIGHTS	7,387	↑	248
ESTIMATED SPENDING OF BOOKED ROOM NIGHTS	\$4,491,785	↑	\$85,996
NUMBER OF GROUPS SERVICED	24	↑	4
ESTIMATED NUMBER OF ROOM NIGHTS FOR GROUPS SERVICED	2,322	↑	580
ESTIMATED SPENDING OF SERVICED ROOM NIGHTS	\$1,461,817	↑	\$588,448
=			
VISITOR VOLUME MEASURES			
RETURN ON INVESTMENT	\$105 : \$1	↑	\$31.93 : \$1
NCVB EXPENDITURES	\$282,017	↓	\$296,385
OCCUPANCY OF HOTELS AND B&BS	64.5 PERCENT	↑	60.1 PERCENT
AVERAGE DAILY RATE	\$80.96	↑	\$80.25
TRANSIENT GUEST TAX COLLECTION	\$717,080	↑	\$591,773
SALES TAX COLLECTIONS	\$26.53 MILLION	↑	\$24.77 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

{SALES}

The NCVB sales staff sent out 13 LEADS. Of those, to date, 15 groups have contracted to hold their events in Norman representing 7,387 ROOM NIGHTS – all increases over the same time period in the previous year. Some of the 15 groups contracted to hold events represent leads from previous time periods.

As the NCVB services more and more groups, we started tracking the groups serviced separately in FY 2012. In the first half of FY 2013, the NCVB serviced 24 groups representing 2,322 ROOM NIGHTS with an estimated spending of serviced room nights of \$1.46 MILLION. These figures are all increases versus the same time period a year earlier.

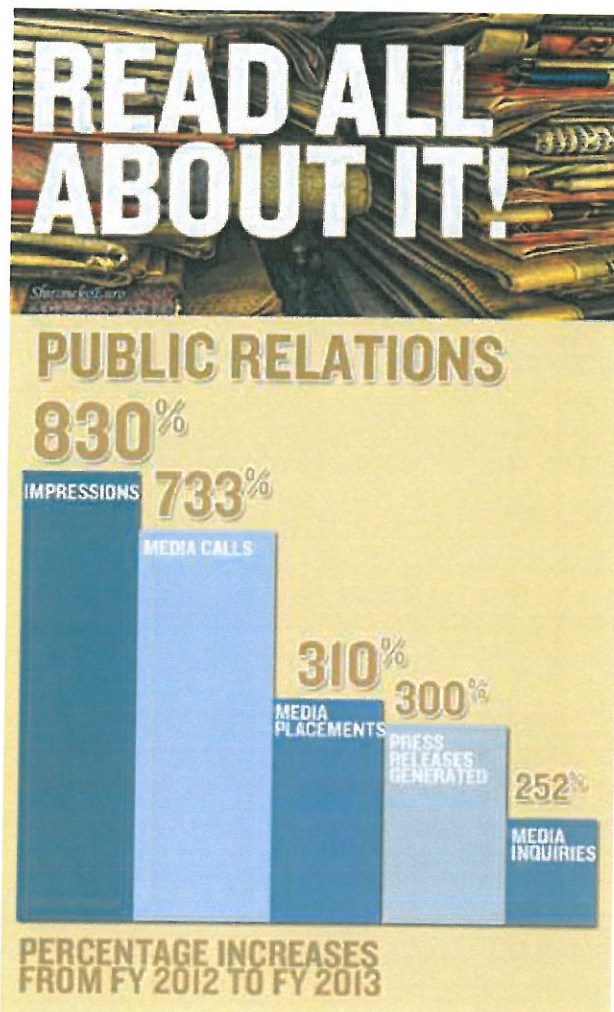
Activities leading to these increases include our attendance at three national trade shows making more than 100 individual appointments, networking through state and national associations and increased contacts with meeting professionals and sport event managers in our ever-increasing database. Other programs include advertising on two industry websites (Cvent.com and ASAEBuyersGuide.com) and e-mail marketing to targeting industry groups.



{PUBLIC RELATIONS}

During the Fiscal Year, there were 193 MEDIA PLACEMENTS, reaching 83.64 MILLION READERS and totaling \$48,224 IN ADVERTISING EQUIVALENCY.

The impressions jumped from eight million to 84 million, in which more than a third were courtesy of a CNBC online story listing Norman as one of the U.S.' most affordable cities for which the NCVB assisted in the news gathering process. The advertising equivalency dipped in the time period as smaller publications printed press mentions; although there were more impressions throughout the time period.



The communications manager generated 52 press releases that resulted in 102 MEDIA INQUIRIES. She attended an out-of-state media blitz to Texas and within southeastern Oklahoma with the Frontier Country Marketing Association and conducted a solo media blitz through North and Central Texas, making a total of 30 media contacts.

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

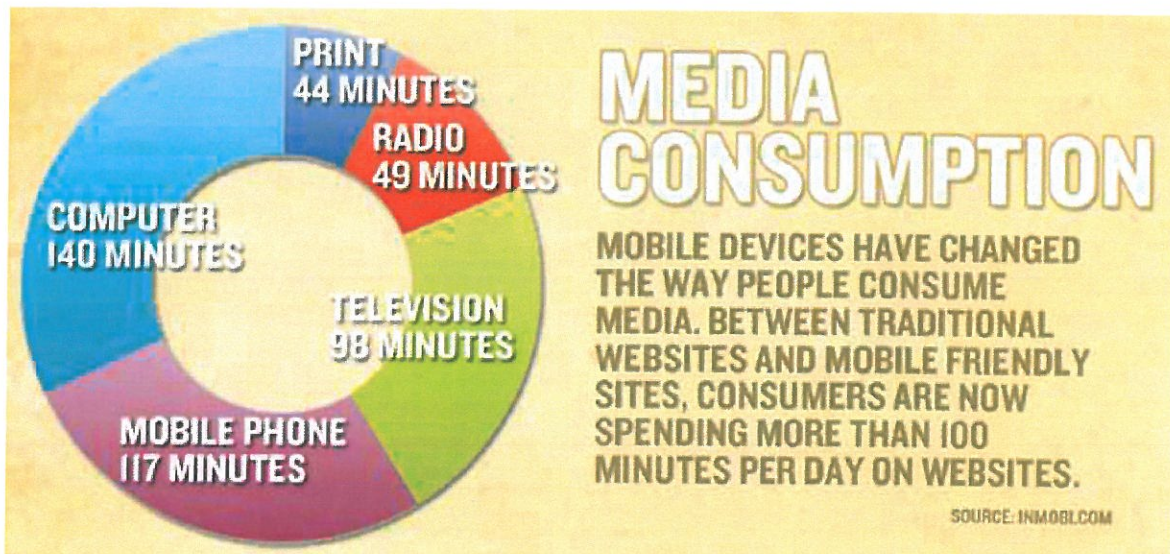
{MARKETING}

During the first half of FY 2013, the NCVB conducted 91 MARKETING PROGRAMS, seen by 4.5 MILLION PEOPLE, resulting in 60,223 CONVERSIONS – all increases over the previous year.

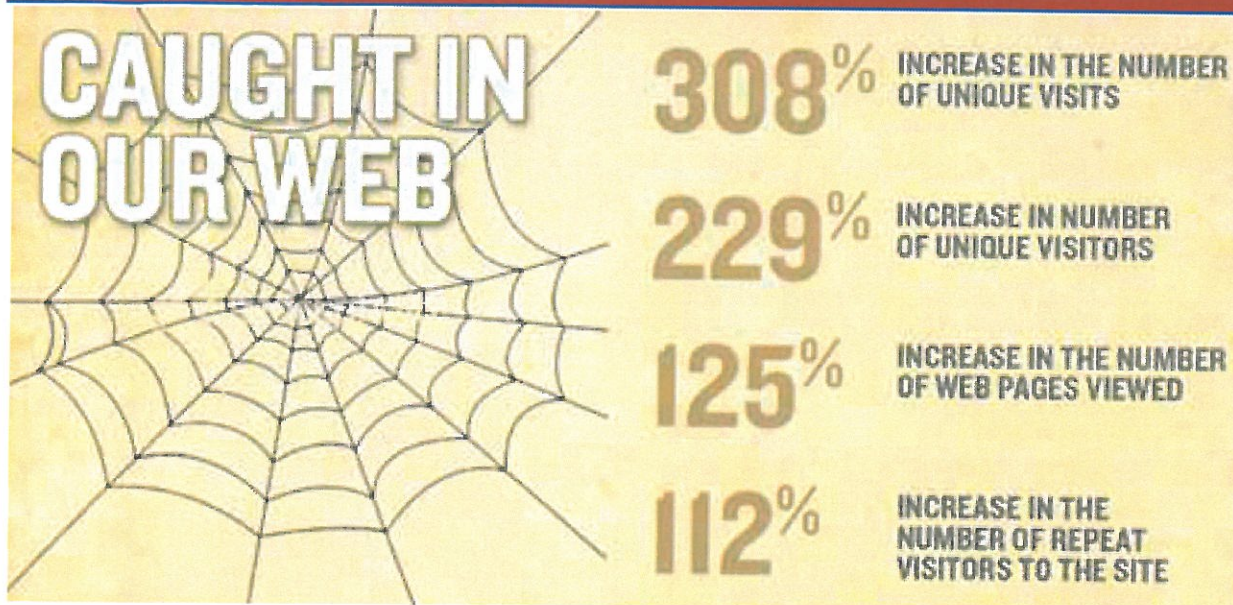
The NCVB promoted Norman at three trade shows in two states, gathering contact information for nearly 500 potential visitors.

Within the leisure market, the CVB staff also attended the Dallas travel show in November, numerous student orientations in August as the University of Oklahoma began its academic year and participated in local events and fairs including the Downtown Christmas Parade and the National Weather Festival.

As media consumption increases in larger numbers online, the NCVB has increased its presence on Video Globetrotter, Trip Advisor, Travel-GuidesFree.com and TravelOK.com as well as the online components of Midwest Living, Better Homes & Gardens and Southern Living. Banner ads on TravelOK.com — the state travel website — garnered Norman more than ONE MILLION IMPRESSIONS.



{VISITNORMAN.COM}



During the Fiscal Year, the number of unique visitors to VisitNorman.com more than **TRIPLED**. The number of users viewed by those visitors more than **DOUBLED**. And the number of pages increased by **125 PERCENT**.

Total mobile visits increased in the first half of FY 2013 by **TENFOLD** versus FY 2012 when the CVB debuted the mobile version of Visit-Norman.com.

Additionally, the NCVB staff monitors and updates regularly information on countless websites about Norman, our attractions, events, hotels and other offerings.

Norman's presence in social media increased as the number of followers and likes on Twitter and Facebook respectively grew steadily, **YIELDING 1.437 MILLION IMPRESSIONS**.

{DESTINATION DEVELOPMENT}

The continued development of Norman as a destination is a primary focus of the NCVB. The NCVB participated with the **TRANSPORTATION BOND COMMITTEE** as the voters passed the \$46.2 million package that will widen Lindsey Street from 24th Ave. SW from Berry Road — a gateway to our city. The NCVB co-funded a **WAYFINDING SIGNAGE PROGRAM** which will aid the visitor experience.



Working with community partners, the CVB communicated with city officials to work toward the April election that will ask citizens to raise the **TRANSIENT GUEST TAX** from four to five percent. The increase in revenue for the CVB as well as the Norman Arts Council and Norman Parks and Recreation Department could further develop venues and other visitor attractions to generate additional revenue for the city.

CERTIFIED TOURISM AMBASSADOR training continued throughout the first half of the fiscal year. Staff members became certified through the national program. The Norman CVB has partnered with the Oklahoma City and Edmond CVBs to present this program to metro-area hospitality points of contact.

The CVB **REGULARLY INFORMED** the hotels of the new information affecting their properties. The NCVB continues to host hospitality roundtables covering a realm of industry topics.

{GLOSSARY}

ADVERTISING EQUIVA-

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

AVERAGE DAILY RATE

(ADR) A metric widely 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.

CONVERSIONS The number of consumers the CVB has converted from a marketing program. Conversions are

tabulated on website visits, requests for visitor guides or other brochures, welcome center traffic, calls to the office, e-newsletter subscriptions, opens of e-newsletters, and click throughs from e-newsletters.

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

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.