

VISIT NORMAN

FISCAL YEAR 2020

ANNUAL REPORT

JULY 1, 2019-JUNE 30, 2020

Fiscal Year 2020 VisitNorman Executive Board

Chair: Mandy Haws
Vice Chair: Kyle Allison
Treasurer: Mark Millsap

Fiscal Year 2020 VisitNorman Board of Directors

Tarasina Compagni	Drew Gaschler
Steve Gillis	Angelia Green
Helen Green	Jerry M. Hatter
James Howard	Scott Kovalick
Alesha Leemaster	Bree Montoya
Amish Zaver	

Fiscal Year 2020 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman
Lee Hall, Norman City Council Member
Maureen Hammond, Norman Economic Development Coalition
Scott Martin, Norman Chamber of Commerce



Fiscal Year 2020 VisitNorman Staff

Dan Schemm
Executive Director

Trent Brown & Taylor Mauldin Wagner
Sales Managers

Stefanie Brickman
Communications Manager

Lacy Jo Burgess Cady*
Visitor Services Specialist
(*through March 15)

The VisitNorman Fiscal Year 2020 Annual Report details the time period of July 1, 2019 through June 30, 2020.

For VisitNorman, the first six months of Fiscal Year 2020 was a period of growth in Visitor Volume measures, including:

- 18.1 percent growth in number of booked leads
- 40 percent growth in number of qualified leads sent to partners
- 40 percent growth in guest tax collected
- 89.7 percent growth in the number of overnights in booked leads

The final three and a half months of FY2020 as our city, state and nation were affected by the COVID-19 pandemic, the visitor volume measures reflected downturns in transient guest tax collected, occupancy rate and average daily rate primarily as well as decreases year to year in convention/sports performance measures, leisure travel advertising, communication and media relations.

Dan Schemm
VisitNorman Executive Director

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JULY 1, 2019-JUNE 30, 2020

	Fiscal Year 2016	Fiscal Year 2017	Fiscal Year 2018	Fiscal Year 2019	Fiscal Year 2020 ¹
<i>Leisure Travel Advertisement & Communication</i>					
Number of programs	193	208	350	345	181 ²
Number of gross impressions	26,438,643	35,953,001	72,920,904	68,907,532	12,261,916 ²
Visitor Guides distributed	22,475	17,250	24,028	16,352	13,047
Unique visits to VisitNorman.com	109,664	105,370	86,906	108,113	116,098
<i>Leisure Travel Media Relations</i>					
Media Placements	718	755	789	804	598
Number of impressions	445,832,834	465,963,886	698,893,438	422,643,673	218,006,287
Advertising equivalency	\$411,734.01	\$427,327.53	\$502,874.71	\$2,765,457.65	\$4,213,218.10
<i>Convention/Sports Performance Measures</i>					
Number of Qualified Leads	70	80	67	104	82
Number of potential room nights	28,578	36,725	31,663	58,093	29,217
Number of bookings	32	37	26	33	15
Booked room nights	13,595	17,268	16,668	17,222	10,064
Number of groups serviced	53	44	53	30	22
<i>Visitor Volume Measures</i>					
Bureau expenditures	\$899,944.12	\$992,656.95	\$861,233.65	\$923,661.64	\$896,007.42
Occupancy of hotels, motels & B&Bs	54.40%	56.80%	62.30%	63.50%	47.44%
Average daily rate	\$85.92	\$86.19	\$85.93	\$86.75	\$80.29
Transient Guest Tax collection	\$1.88 million	\$1.74 million	\$1.87 million	\$1.88 million	\$1.42 million
Sales tax collection	\$57.24 million	\$73.46 million	\$73.54 million	\$74.84 million	\$73.84 million

¹ COVID-19 Pandemic arrived in Oklahoma in March 2020

² Sooner Sports Properties campaign changed, dropping men's and women's basketball game courtside signage impressions in person and broadcast

FY20 ANNUAL REPORT BY THE NUMBERS

\$253 million

Travel spending in Norman

\$9.2 million

Local tax revenue from tourism

3,900

Tourism Industry Employees in Norman



KEY PERFORMANCE INDICATOR DECREASES

Decrease in the number of Qualified Leads sent to partners

-26.8%

Decrease in the transient guest tax collected

-32.3%

Decrease in the occupancy rate of hotels, motels & B&Bs

-33.85%

120%

Increase in visitor guide requests via TravelOK.com

104%

Increase in Instagram impressions via @VisitNorman