

## **FY 2015 VisitNorman Annual Plan of Work**

The mission of VisitNorman is to improve the local economy by attracting overnight visitors, meetings, conventions and events to the city. The upcoming year is going to be an exciting one here in Norman and VisitNorman is pleased to be an integral part of it. We have some exciting ideas for FY2015 and will be implementing some new strategies seeking to provide the most return for the guest tax dollars that we receive.

### **Local Interaction**

The VisitNorman team will work locally to engage the community as we look for meeting and event prospects. If there is a board or association that a Norman citizen is a part of we want them thinking about bringing those meetings to Norman. We will also look to increase our partnerships within the community to educate Norman on what VisitNorman does. Our strategy for engaging the local community will include:

- Speaking engagements with as many local organizations as possible
- Being active participants in community organizations
- Presentation of a home town hero award at the VisitNorman annual luncheon
- Quarterly hotel/attraction events
- Quarterly hotel lodging meetings
- Features in Boyd Magazine and the Norman Transcript

### **State Associations**

We will work on a state level to continue to build relationships with our Oklahoma state associations. There is increased competition for the state association business with new hotels and meeting space being developed in competing communities throughout the state. Norman should and will continue to get a large share of this market. Our strategy for bringing state associations to Norman includes:

- Continued involvement with the Oklahoma Travel and Recreation Department
- Continued membership with the Oklahoma Travel Industry Association
- Sales Blitzes to call on the state association meeting planners
- Norman fam trips for the state association meeting planners
- Enhanced electronic communications

### **National Prospecting**

VisitNorman will prospect on a national level to bring regional and national groups to Norman that will host city-wide events. This national prospecting will include:

- Appointment based tradeshow
- National sales blitz effort

- Fam trips for meeting planners
- New prospecting database

## **Leisure Marketing**

A majority of our visitors are leisure travelers. Part of our marketing strategy will include being more strategic in how we place our leisure advertising placements. We want to make informed decisions driven by data. VisitNorman is going to conduct a visitor profile study with the help of our hotel partners to make sure we know who is coming, why they are coming and what they are doing while they are here. This important demographic information will allow us to spend our marketing dollars wisely. The report from this study will be shared with the community upon completion of the project.

VisitNorman will continue enhancing our print and electronic leisure advertisements in publications such as Horizons Travel Magazine, Midwest Living, AAA, Best of the Midwest, USA Today, TravelGuidesFree.com, and TripAdvisor.com.

As travelers become more and more digitally advanced we want to make sure that Norman is presented in the best light. This year we will enhance the website to make it responsive. This means that it will recognize what type of device visitors are using to access the website and optimize the screen for that specific device. We will continue to ensure our SEO and SEM efforts are providing results and explore using a local vendor as well. In addition, we will enhance our social media presence by using a third-party vendor to create content, post stories and generate more buzz in the social media world.

FY 2014 was the first year VisitNorman partnered with Sooner Sports Properties. We will continue this partnership as the University and Sooner athletics are two of our biggest selling tools. Our partnership with Sooner Sports Properties includes:

- FanFest stage sponsor
- VisitNorman will have a booth at Fan Fest as well
- Banner ads on SoonerSports.com
- Title sponsor of Game Day Program App Gameday Central page
- Basketball courtside signage
- Baseball/softball intro video sponsor

## **Group Sales**

Tradeshows will continue to be an important part of our sales effort but we will be more selective in which ones we attend. Our focus will be on appointment-based tradeshows. These shows allow us to prequalify who we meet with and give us a guaranteed number of prospect meetings.

We will also look to generate more leads by providing our sales managers the empowerMINT database. This database will let us prospect by a variety of criteria and help us find meetings that fit here and meet during our periods of need.

Our sales managers will look to enhance our partnerships with the hotels by meeting with their counterparts frequently and communicating on a consistent basis.

VisitNorman needs a video that markets Norman as a great place to host a meeting or conference. In FY2015 we will create a three to four minute video that the sales team will be able to utilize as they sell our community.

Meeting planners are being bombarded constantly by sales calls and email pitches. VisitNorman will use the new empowerMINT database to find clusters of meeting planners and go to them. These “sales blitzes” will show the meeting planners that Norman will go the extra mile for them by enhancing our relationships with these clients.

VisitNorman understands that we play a vital role in the prosperity of the community. The team is looking forward to an outstanding year and expects great things. Thank you for continued trust and partnership.