



NORMAN

Visit Norman.com

2012 ANNUAL REPORT



ANNUAL REPORT 2012

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NORMAN CONVENTION AND VISITORS BUREAU

VisitNorman.com



FROM THE EXECUTIVE DIRECTOR

As the Norman CVB approaches its 20th anniversary in 2013, the organization's effectiveness as the entity responsible for driving tourism to the community shows gains in the visitor volume measureables in the 2012 fiscal year.

From FY 2011 to FY 2012, 15 of the 17 key indicators for visitor volume increased. As media consumption continues to evolve to websites and mobile-friendly websites, VisitNorman.com's analytics and statistics showed enormous growth in 2012.

The sales staff generated more leads to the hotels in 2012 and booked more business in Norman's properties while the number of media placements and advertising equivalency also increased 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
Executive Director

NCVB BOARD & STAFF

EXECUTIVE BOARD

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COMMUNICATIONS MANAGER

TAYLOR MAULDIN
VISITORS SERVICES SPECIALIST

YEAR AT A GLANCE

	2012		2011
LEISURE TRAVEL ADVERTISEMENT & COMMUNICATIONS			
NUMBER OF PROGRAMS	173	↑	110
NUMBER OF GROSS IMPRESSIONS	12,939,050	↑	8,944,167
NUMBER OF CONVERSIONS	84,635	↑	83,544
LEISURE TRAVEL MEDIA RELATIONS			
MEDIA PLACEMENTS	336	↑	276
NUMBER OF IMPRESSIONS	46.09 MILLION	↓	104.5 MILLION
ADVERTISING EQUIVALENCY	\$140,733.93	↑	\$80,268.87
CONVENTION/SPORTS PERFORMANCE MEASURES			
NUMBER OF LEADS	36	↑	26
ESTIMATED NUMBER OF ROOM NIGHTS	11,049	↓	13,418
NUMBER OF BOOKINGS	26	↑	17
ESTIMATED NUMBER OF BOOKED ROOM NIGHTS	6,666	↑	5,955
ESTIMATED SPENDING OF BOOKED ROOM NIGHTS	\$2,613,806	↑	\$1,645,737
NUMBER OF GROUPS SERVICED	17		* NOT REPORTED IN 2011
ESTIMATED NUMBER OF ROOM NIGHTS FOR GROUPS SERVICED	4,125		* NOT REPORTED IN 2011
ESTIMATED SPENDING OF SERVICED ROOM NIGHTS	\$2,532,320		* NOT REPORTED IN 2011
VISITOR VOLUME MEASURES			
RETURN ON INVESTMENT	\$62 : \$1	↑	\$42 : \$1
NCVB EXPENDITURES	\$619,664	↑	\$533,343
OCCUPANCY OF HOTELS AND B&BS	62.7 PERCENT	↑	56.6 PERCENT
AVERAGE DAILY RATE	\$80.30	↑	\$79.49
TRANSIENT GUEST TAX COLLECTION	\$1.133 MILLION	↑	\$1.069 MILLION
SALES TAX COLLECTIONS	\$50 MILLION	↑	\$47.97 MILLION
ECONOMIC IMPACT OF TOURISM *ESTIMATED EVERY OTHER YEAR	\$146.6 MILLION	↔	\$146.6 MILLION
PER PERSON EXPENDITURE (OVERNIGHT) *ESTIMATED EVERY OTHER YEAR	\$608	↔	\$608
PER PERSON EXPENDITURE (DAY TRIP) *ESTIMATED EVERY OTHER YEAR	\$172	↔	\$172

The NCVB sales staff sent out 36 LEADS. Of those, to date, 26 groups have contracted to hold their events in Norman representing 6,666 ROOM NIGHTS – all increases over the previous year.

As the NCVB services more and more groups, we started tracking the groups serviced separately. In FY 2012, the NCVB serviced

17 groups representing 4,125 ROOM NIGHTS (with an average group size of 242 attendees.)



Activities leading to these increases include our attendance at six national trade shows making more than 100 individual appointments, sales blitzes to Dallas and Kansas City, networking through state and national associations and increased contacts with meeting professionals and sport event managers in our ever-increasing database.

Michelle Samp earned her national certification as a Certified Meeting Professional. This makes the NCVB more attractive to other CMPs. Susan Bash brought her 20 years of hospitality experience in Norman to the NCVB.

{MARKETING}

During FY 2012, the NCVB conducted 173 MARKETING PROGRAMS, seen by 12.9 MILLION PEOPLE, resulting in 84,635 CONVERSIONS – all increases over the previous year. The NCVB promoted Norman at seven trade shows in three states, gathering contact information for nearly 1,000 potential visitors.

Print advertisements promoting Norman appeared in THREE NATIONAL PUBLICATIONS each with circulation exceeding 500,000 READERS. Norman was also represented in the state travel guide, two regional guides, regional newspapers and Oklahoma Today.

Within the online realm, banner ads on TravelOK.com — the state travel website — garnered Norman more than TWO MILLION IMPRESSIONS. Additional promotion came through our sponsorship of the Norman page on TripAdvisor.com. The NCVB began search-engine marketing yielding nearly a million impressions. Through a partnership with the Sooner Mall, the CVB revitalized a customer service/welcome kiosk in the mall concourse.

'AD'DITIONAL INFORMATION

Better
Homes
and Gardens®

Midwest Living®

Southern Living®



THREE PRINT
ADVERTISEMENTS
IN THREE NATIONAL
PUBLICATIONS RESULTED
IN NEARLY 5,000
REQUESTS FOR
VISITORS GUIDES

{PUBLIC RELATIONS}

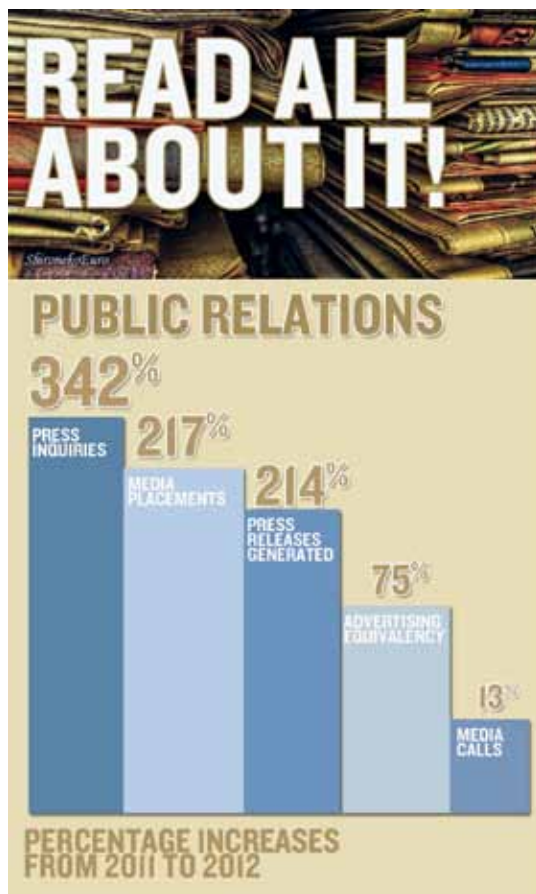
During the Fiscal Year, there were 336 MEDIA PLACEMENTS, reaching 46 MILLION READERS and totaling \$140,736 IN ADVERTISING EQUIVALENCY.

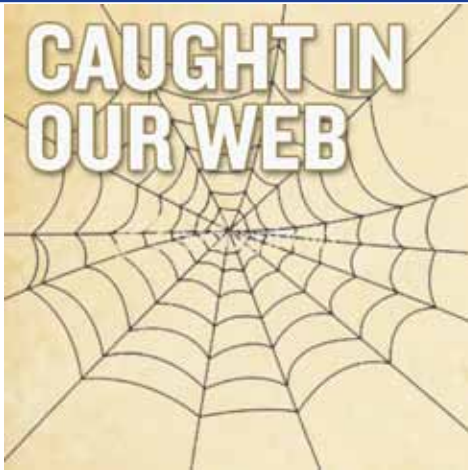
The communications manager generated 51 press releases that resulted in 137 MEDIA INQUIRIES. She attended two out-of-state media blitzes to Arkansas, Louisiana, Texas and New

Mexico and hosted two media familiarization tours.

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

A weekly column highlighting news and happenings within the NCVB began appearing weekly in The Norman Transcript.





609%	INCREASE IN NUMBER OF WEB PAGES DEVELOPED
416%	INCREASE IN NUMBER OF VIEWS OF ONLINE VISITORS GUIDES
250%	INCREASE IN THE NUMBER OF WEB PAGES VIEWED
209%	INCREASE IN THE AMOUNT OF TIME SPENT ON THE SITE

During the Fiscal Year, the number of unique visitors to Visit-Norman.com more than **DOUBLED**. The number of pages viewed by those visitors more than **TRIPLED**. And the time spent on the site also **TRIPLED**.

Noticing more than a third of the traffic to VisitNorman.com comes through mobile devices, NCVB introduced a Smartphone-friendly version. The site earned a Merit Award as Outstanding Website at the state's Redbud Awards and Outstanding Website from Frontier Country Marketing Association.

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 fans on Twitter and Facebook respectively grew steadily, **YIELDING NEARLY A MILLION IMPRESSIONS**.

{DESTINATION DEVELOPMENT}

The continued development of Norman as a destination is a strong focus of the NCVB. The opening of the Stuart Wing at the Fred Jones Jr. Museum of Art, Andy Alligator's Water Park, an ice skating rink, and the inaugural season of the Norman Philharmonic are a testament of the increased number of visitors to Norman. The NCVB additionally provided support of Feather Creek (Equestrian) Farm and the Saxon cross-country course.

The NCVB co-funded a **WAYFINDING SIGNAGE PROGRAM** which will aid the visitor experience. The NCVB took proactive stances with the successful transportation bond issue, the Legacy Park and University North Park progression, and the development of the Economic Development Trust Authority. Staff also led the initiative to expand parking in Downtown.

MARKETING ASSISTANCE was provided to Downtown with the production of a brochure and video to encourage visitation to the district. Support was provided for a grant to develop an additional video for Downtown. The NCVB produced a video for the Chocolate Festival. And work continues on a new brochure highlighting public art.

The CVB **REGULARLY INFORMED** the hotels of the new laws regarding public swim pools to have permanently affixed lifts. The NCVB continues to host hospitality roundtables covering a realm of industry topics.



NORMAN

Visit Norman.com

{GLOSSARY}

ADVERTISING EQUIVALENCY

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.

SEARCH ENGINE MARKETING

The promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization (both on-page and off-page) as well as through advertising (paid placements, contextual advertising, and paid inclusions).

SERVICED BUSINESS (Served 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.