

# VISIT NORMAN

FISCAL YEAR 2018

## ANNUAL REPORT

JULY 1, 2017-JUNE 30, 2018

### Fiscal Year 2018 VisitNorman Executive Board

Chair: Andy Sherrer  
Vice Chair: Rex Amsler  
Past Chair: Carol Dillingham  
Treasurer: Mandy Haws

### Fiscal Year 2018 VisitNorman Board of Directors

Adrian Buendia	Charles DiClemente
Helen Green	Jerry Hatter
Kevin Henry	Randy Laffoon
Alesha Leemaster	Leesha Maag
William Murray	Michael Palermo
Paige Shepherd	

### Fiscal Year 2018 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman  
Kyle Allison, Norman City Council Member  
Jason Smith, Norman Economic Development Coalition  
Scott Martin, Norman Chamber of Commerce



### Fiscal Year 2018 VisitNorman Staff

Dan Schemm  
Executive Director

Trent Brown & Taylor Mauldin Wagner  
Sales Managers

Stefanie Brickman  
Communications Manager

Lacy Jo Burgess Cady  
Visitor Services Specialist

Olivia Taylor  
Intern

The VisitNorman Fiscal Year 2018 Annual Report details the time period of July 1, 2017-June 30, 2018.

For VisitNorman, Fiscal Year 2018 has been a period of digital growth, including:

- 1,700-percent increase in the number of referrals from SoonerSports.com to VisitNorman.com, courtesy of sponsorship of Game Day Central and banner ad placements in an updated Sooner Sports Properties campaign
- 103-percent increase in the number of marketing impressions
- 68-percent increase in the number of marketing programs
- 34.7-percent increase in the number of monthly users of the VisitNorman app
- 114-percent increase in the number of downloads of the VisitNorman app
- 155-percent increase in the number of VisitNorman app sessions

Additionally, other growth areas in the key performance indicators included occupancy rate, increasing by 9.6 percent and the growth of the hotel/motel tax collection of 7 percent.

Dan Schemm  
VisitNorman Executive Director

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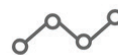
	Fiscal Year 2014	Fiscal Year 2015	Fiscal Year 2016	Fiscal Year 2017	Fiscal Year 2018
<i>Leisure Travel Advertisement &amp; Communication</i>					
Number of programs	209	181	193	208	350
Number of gross impressions	15,213,325	14,039,802	26,438,643	35,953,001	72,920,904
Visitor Guides distributed	30,775	24,063	22,475	17,250	24,028
Unique visits to VisitNorman.com	127,500	162,207	109,664	105,370	86,906
<i>Leisure Travel Media Relations</i>					
Media Placements	632	696	718	755	789
Number of impressions	1,362,887,508	653,903,751	445,832,834	465,963,886	698,893,438
Advertising equivalency	\$785,902.18	\$291,809.04	\$411,734.01	\$427,327.53	\$502,874.71
<i>Convention/Sports Performance Measures</i>					
Number of Qualified Leads	43	26	70	80	67
Number of potential room nights	16,527	4,624	28,578	36,725	31,663
Number of bookings	17	24	32	37	26
Booked room nights	4,020	11,847	13,595	17,268	16,668
Number of groups serviced	96	65	53	44	53
<i>Visitor Volume Measures</i>					
Bureau expenditures	\$712,257.57	\$816,251.98	\$899,944.12	\$992,656.95	\$861,233.65
Occupancy of hotels, motels & B&Bs	56.7%	59.6%	54.4%	56.8%	62.3%
Average daily rate	\$79.79	\$82.15	\$85.92	\$86.19	\$85.93
Transient Guest Tax collection	\$1.5 million	\$1.78 million	\$1.88 million	\$1.74 million	\$1.87 million
Sales tax collection	\$54.3 million	\$60.8 million	\$57.24 million	\$73.46 million	\$73.54 million

### FY18 ANNUAL REPORT BY THE NUMBERS

**\$235 million**  
Travel Spending in Norman

**\$65 million**  
Annual Payroll in Norman

**\$9.9 million**  
Annual Tax Receipts in Norman



#### KEY PERFORMANCE INDICATOR GROWTH

Hotel/Motel tax collection

7.4% 

Occupancy rate

9.6% 

Visitor Guides distributed

39.1% 

**68%**

Marketing programs

**103%**

Marketing impressions