

# VISIT NORMAN

FISCAL YEAR 2019

## SEMI-ANNUAL REPORT

JULY 1, 2018-DEC. 31, 2018

### Fiscal Year 2019 VisitNorman Executive Board

Chair: Rex Amsler  
Vice Chair: Mandy Haws  
Past Chair: Carol Dillingham  
Treasurer: Kyle Allison

### Fiscal Year 2019 VisitNorman Board of Directors

Liz Barfield	Adrian Buendia
Helen Green	Jerry Hatter
Kevin Henry	Randy Laffoon
Alesha Leemaster	William Murray
Michael Palmero	Paige Shepherd
Amish Zaver	

### Fiscal Year 2019 VisitNorman Ex-Officio Members

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



### Fiscal Year 2019 VisitNorman Staff

Dan Schemm  
Executive Director

Trent Brown & Taylor Mauldin Wagner  
Sales Managers

Stefanie Brickman  
Communications Manager

Lacy Jo Burgess Cady  
Visitor Services Specialist

Saidy Orellana  
Work-Study Intern  
(Aug. 25-Dec. 5, 2018)

The VisitNorman Fiscal Year 2019 Semi-Annual Report details the time period of July 1 through Dec. 31, 2018.

For VisitNorman, the first six months of Fiscal Year 2019 has been a period of growth in Visitor Volume measures, including:

- 10.4 percent growth in occupancy percentage
- 19.4 percent growth in marketing impressions
- 22.1 percent growth in unique sessions on VisitNorman.com
- 22.2 percent growth in the number of estimated nights via Qualified Leads sent to partners

VisitNorman has also experienced growth in other digital metrics including:

- 54 percent growth in number of total App sessions
- 31 percent growth in number of weekly App sessions
- 18 percent growth in number of unique users on VisitNorman.com



Dan Schemm  
VisitNorman Executive Director



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FISCAL YEAR 2019

## SEMI-ANNUAL REPORT

JULY 1, 2018-DEC. 31, 2018

	Six months ending Fiscal Year 2015	Six months ending Fiscal Year 2016	Six months ending Fiscal Year 2017	Six months ending Fiscal Year 2018	Six months ending Fiscal Year 2019
<b><i>Leisure Travel Advertisement &amp; Communication</i></b>					
Number of programs	100	102	130	284	207
Number of gross impressions	9,237,515	16,700,707	8,008,862	9,425,607	11,256,328
Visitor Guides distributed	9,485	10,949	11,112	10,587	10,205
Unique visits to VisitNorman.com	80,747	59,550	59,900	42,195 <sup>1</sup>	51,541
<b><i>Leisure Travel Media Relations</i></b>					
Media Placements	294	288	289	301	310
Number of impressions	125 million	230 million	167 million	219 million	116 million
Advertising equivalency	\$108,848	\$171,063	\$168,847	\$168,530	\$1.16 million <sup>2</sup>
<b><i>Convention/Sports Performance Measures</i></b>					
Number of Qualified Leads	10	25	48	38	40
Number of potential room nights	2,075	7,073	22,197	19,641	24,012
Number of bookings	10	4	19	7	11
Booked room nights	8,990	1,916	12,913	7,796	5,236
Number of groups serviced	17	33	21	21	11
<b><i>Visitor Volume Measures</i></b>					
Bureau expenditures	\$412,960.05	\$413,041.05	\$524,472.52	\$435,534.22	\$500,330.01
Occupancy of hotels, motels & B&Bs	55.60%	56.05%	51.23%	55.06%	60.40%
Average daily rate	\$81.54	\$85.97	\$94.78	\$88.02	\$82.23
Transient Guest Tax collection	\$939,361	\$947,000	\$919,598	\$1,000,402	\$921,181
Sales tax collection	\$27.87 million	\$28.8 million	\$27.7 million	\$36.1 million	\$27.9 million

<sup>1</sup> New website launched in March 2017, requiring a new Google page index

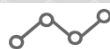
<sup>2</sup> Certified Audit reflects annual increase in impressions for media outlets

### FY19 SEMI-ANNUAL REPORT BY THE NUMBERS

**\$258 million**  
Travel Spending in Norman

**\$74 million**  
Annual Payroll in Norman

**\$10.7 million**  
Annual Tax Receipts in Norman



#### KEY PERFORMANCE INDICATOR GROWTH

Occupancy rate

10.4%



Marketing impressions

19.4%



Estimated room nights via Qualified Leads

22.2%



**31%**

Weekly App sessions

**54%**

Total App sessions