

VISIT NORMAN

FISCAL YEAR 2021

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2020

Fiscal Year 2021 VisitNorman Executive Board

Chair: Kyle Allison
Vice Chair: Amish Zaver
Treasurer: James Howard
Past Chair: Mandy Haws

Fiscal Year 2021 VisitNorman Board of Directors

Tarasina Compagni
Steve Gillis
Helen Green
James Howard
Alesha Leemaster

Drew Gaschler
Angelia Green
Jerry M. Hatter
Scott Kovalick
Bree Montoya

Fiscal Year 2021 VisitNorman Ex-Officio Members

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



Fiscal Year 2021 VisitNorman Staff

Dan Schemm
Executive Director

Trent Brown
Sales Manager & videographer

Taylor Mauldin Wagner
Sales & Special Event Manager

Stefanie Brickman
Communications Manager

The VisitNorman Fiscal Year 2021 Semi-Annual Report details the time period of July 1 through Dec. 31, 2020.

For VisitNorman, the first six months of Fiscal Year 2020 was a period of incredible growth in visitor volume measures. However, the first six months of Fiscal Year 2021 during the COVID-19 pandemic resulted in marked decreases in every key performance indicator except for number of gross marketing impressions. Significant (more than 50 percent) decreases included:

- Qualified leads sent to partners
- Booked leads
- Booked room nights
- Number of groups serviced
- Media placements
- Number of earned media impressions
- Advertising equivalency
- Unique visits to VisitNorman.com

The occupancy rate year to year also decreased; because there were fewer properties as part of the report, the comparison is not a direct correlation.

Dan Schemm
VisitNorman Executive Director

VISIT NORMAN

FISCAL YEAR 2021

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2020

	Six months ending Fiscal Year 2017	Six months ending Fiscal Year 2018	Six months ending Fiscal Year 2019	Six months ending Fiscal Year 2020	Six months ending Fiscal Year 2021
<u>Leisure Travel Advertisement & Communication</u>					
Number of programs	130	284	207	118	114
Number of gross impressions	8,008,862	9,425,607	11,256,328	10,248,056	10,722,971
Visitor Guides distributed	11,112	10,587	10,205	9,419	4,061
Unique visits to VisitNorman.com	59,900	42,195 ¹	51,541	80,422	45,634
<u>Leisure Travel Media Relations</u>					
Media Placements	289	301	310	331	137
Number of impressions	167 million	219 million	116 million	154.9 million	13.63 million
Advertising equivalency	\$168,847.00	\$168,530.00	\$1,160,658.94 ²	\$1,178,499.40	\$210,784.39
<u>Convention/Sports Performance Measures</u>					
Number of Qualified Leads	48	38	40	56	13
Number of potential room nights	22,197	19,641	24,012	20,219	2,182
Number of bookings	19	7	11	13	0
Booked room nights	12,913	7,796	5,236	9,934	0
Number of groups serviced	21	21	11	17	2
<u>Visitor Volume Measures</u>					
Bureau expenditures	\$524,472.52	\$435,534.22	\$500,330.01	\$499,975.65	\$493,710.74
Occupancy of hotels, motels & B&Bs	51.23%	55.06%	60.40%	58.98%	41.58% ³
Average daily rate	\$94.78	\$88.02	\$82.23	\$88.79	\$75.84
Transient Guest Tax collection	\$919,598	\$1,000,402	\$921,181	\$958,310	\$521,895
Sales tax collection	\$27.7 million	\$36,198,081	\$27,983,134	\$31,445,872	\$39,862,202

¹ New website launched in March 2017, requiring a new Google page index

² Certified Audit reflects annual increase in impressions for media outlets

³ Number of properties included in the report did not remain constant in FY21 for an exact equal comparison

FY21 SEMI-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

-76.7%

Decrease in the amount of transient guest tax collected

-45.5%

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

-29.5%

56%

Decrease in number of unique users to VisitNorman.com

43%

Decrease in number of unique sessions on VisitNorman.com