

# VISIT NORMAN

FISCAL YEAR 2023

## SEMI-ANNUAL REPORT

JULY 1-DECEMBER 31, 2022

### Fiscal Year 2023 VisitNorman Executive Board

Chair: James Howard  
Vice Chair: Scott Kovalick  
Treasurer: Angel Green  
Past Chair: Amish Zaver

### Fiscal Year 2023 VisitNorman Board of Directors

Kyle Allison	Cameron Brewer
Carol Dillingham	Caitlin Fournier
Steve Gillis	Helen Green
Jerry Hatter	Mandy Haws
Amy Million	Wes Moody
Jeff Stewart	

### Fiscal Year 2023 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman  
Helen Grant, Norman City Council Member  
Lawrence McKinney, Norman Economic Development Coalition  
Scott Martin, Norman Chamber of Commerce



### Fiscal Year 2023 VisitNorman Staff

Dan Schemm  
Executive Director

Trent Brown  
Sales Manager

Taylor Mauldin Wagner  
Sales & Special Event Manager

Stefanie Brickman  
Communications Manager

Ryan Smith  
Digital Media Coordinator

The VisitNorman Fiscal Year 2023 Semi-Annual Report details the time period of July 1 through Dec. 31, 2022.

VisitNorman finished the Fiscal Year 2022 rebounding in most key performance areas based on the ARPA grant the City Council awarded VisitNorman in late 2021. The first six months of FY23 continued to show strong performances in many key areas.

Significant (more than 30 percent) increases include:

- Media placements
- Advertising equivalency
- Number of estimated booked nights

The most significant increases took place in number of groups serviced (120 percent), Instagram impressions (174 percent), advertising equivalency (190 percent), earned media impressions (200 percent) and number of booked leads (1,300 percent).

Qualified leads sent to hoteliers and average daily rate also reflected increases year to year.

Dan Schemm  
VisitNorman Executive Director



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## SEMI-ANNUAL REPORT

JULY 1-DECEMBER 31, 2022

	Six months ending Fiscal Year 2019	Six months ending Fiscal Year 2020	Six months ending Fiscal Year 2021	Six months ending Fiscal Year 2022	Six months ending Fiscal Year 2023
<b>Leisure Travel Advertisement &amp; Communication</b>					
Number of programs	207	118	114	171	112
Number of gross impressions	11,256,328	10,248,056	10,722,971	19,693,769	6,693,495
Visitor Guides distributed	10,205	9,419	3,000	3,282	3,292
Unique visits to VisitNorman.com	51,541	80,422	45,634	89,793	72,576
<b>Leisure Travel Media Relations</b>					
Media Placements	310	331	137	162	211
Number of impressions	116 million	154.9 million	13.63 million	205 million	618 million
Advertising equivalency	\$1,160,658.94	\$1,178,499.40	\$210,784.39	\$313,947.11	\$922,929.01
<b>Convention/Sports Performance Measures</b>					
Number of Qualified Leads	40	56	13	17	20
Number of potential room nights	24,012	20,219	2,182	3,947	5,885
Number of bookings	11	13	0	1	14
Booked room nights	5,236	9,934	0	2,400	1,040
Number of groups serviced	11	17	2	5	11
<b>Visitor Volume Measures</b>					
Bureau expenditures	\$500,330.01	\$499,975.65	\$493,710.74	\$547,740.57	\$417,929.64
Occupancy of hotels, motels & B&Bs	60.40%	58.98%	41.58% <sup>1</sup>	55.57%	54.23%
Average daily rate	\$82.23	\$88.79	\$75.84	\$97.78	\$105.04
Transient Guest Tax collection	\$921,181.00	\$958,310.79	\$521,895.00	\$907,309.00	\$1,155,607.00
Sales tax collection	\$27,983,134.00	\$31,445,872.64	\$39,862,202.00	\$36,046,197.00	\$35,601,993.00

<sup>1</sup> Number of properties included in the report did not remain constant in FY21 for an exact equal comparison

### FY23 SEMI-ANNUAL REPORT BY THE NUMBERS

**\$165 million**  
Travel spending in Norman

**\$6.2 million**  
Local tax revenue from tourism

**2,800**  
Tourism Industry Employees in Norman

SOURCE: DEAN & RUNYON ASSOCIATES FOR OKLAHOMA TRAVEL AND RECREATION  
DEPARTMENT, MARCH 2022 REPORT (BY HOUSE DISTRICTS 44, 45 & 46)



### KEY PERFORMANCE INDICATOR INCREASES

Increase in the number of estimated nights sent to partners

**49%**

Increase in the number of groups serviced

**120%**

Increase in the number of booked leads (turned definite)

**1,300%**

**194%**

Increase in advertising equivalency

**67%**

Increase in number of earned media impressions