

VISIT NORMAN

FISCAL YEAR 2022

ANNUAL REPORT

JULY 1, 2021-JUNE 30, 2022

Fiscal Year 2022 VisitNorman Executive Board

Chair: Amish Zaver
Vice Chair: James Howard
Treasurer: Scott Kovalick
Past Chair: Kyle Allison

Fiscal Year 2022 VisitNorman Board of Directors

Amber Beutler	Emily Chancellor
Carol Dillingham	Caitlin Fournier
Steve Gillis	Angel Green
Helen Green	Jerry Hatter
Mandy Haws	Amy Million
	Wes Moody

Fiscal Year 2022 VisitNorman Ex-Officio Members

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



Fiscal Year 2022 VisitNorman Staff

Dan Schemm
Executive Director

Trent Brown
Sales Manager & videographer

Taylor Mauldin Wagner
Sales & Special Event Manager

Stefanie Brickman
Communications Manager

Ryan Smith
Digital Media Coordinator

The VisitNorman Fiscal Year 2021 Annual report details the time period of July 1, 2021 through June 30, 2022.

The year 2020 will forever be remembered as the year the world shut down. Although VisitNorman was 75 percent of way through FY20, FY21 was when the hotel/motel tax's decrease was most reflectively shown in the annual report. Last year, we reported marked decreases in virtually every key performance indicator.

However, thanks to the CARES grant provided by the City of Norman to VisitNorman, VisitNorman was able to stay afloat in FY21 and share marked increases during FY22. The five largest KPI percentages of more than 50 percent included:

- Instagram reach (97 percent)
- Earned media impressions (83 percent)
- Facebook reach (63 percent)
- Number of booked room nights (55 percent)
- Advertising equivalency (52 percent)

Other KPIs with more than 30-percent growth included:

- User sessions on VisitNorman.com
- Unique users to VisitNorman.com
- Page views on VisitNorman.com
- Distributed visitor guides
- Qualified leads sent to partners
- Estimated room nights sent to partners
- Groups serviced

The highlight of the year was receiving the highest honor at the Oklahoma Travel Industry Association's Redbud Awards dinner in June when VisitNorman was named as the Tourism Organization of the Year Large Budget winner for the very first time. Being able to receive the CARES grant from Norman City Council allowed VisitNorman to take those dollars and not only sustain ourselves but to be able to market Norman throughout the region.

One trend that solidified during the pandemic continues to hold true. Youth sports is not only recession proof but also pandemic proof. Norman stands to capitalize on this opportunity with the completion of the Norman Forward facilities, including the Young Family Athletic Center and the Griffin Park soccer enhancements. Additionally, the move to the SEC will only enhance Norman's reputation as a sports community. We will have the chance to welcome a whole new crop of first-time visitors to Norman as they travel to the mecca of college football, softball and gymnastics. VisitNorman is ready to roll out the welcome mat.

Dan Schemm
VisitNorman Executive Director

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JULY 1, 2021-JUNE 30, 2022

	12 months ending Fiscal Year 2018	12 months ending Fiscal Year 2019	12 months ending Fiscal Year 2020	12 months ending Fiscal Year 2021	12 months ending Fiscal Year 2022
<i>Leisure Travel Advertisement & Communication</i>					
Number of programs	350	345	181	280	238
Number of gross impressions	72,920,904	68,907,532	12,261,916	15,285,076	21,358,921
Visitor Guides distributed	24,028	16,352	13,047	7,136	11,523
Unique visits to VisitNorman.com	86,906	108,113	137,350	116,729	174,809
<i>Leisure Travel Media Relations</i>					
Media Placements	789	804	598	319	438
Number of impressions	698,893,438	422,643,673	218,006,287	65,345,302	385,644,952
Advertising equivalency	\$502,874.71	\$2,765,457.65	\$4,213,218.10	\$699,478.67	\$1,452,068.02
<i>Convention/Sports Performance Measures</i>					
Number of Qualified Leads	67	104	82	25	48
Number of potential room nights	31,663	58,093	29,217	8,395	15,517
Number of bookings	26	33	15	12	14
Booked room nights	16,668	17,222	10,064	5,075	11,364
Number of groups serviced	53	30	22	8	16
<i>Visitor Volume Measures</i>					
Bureau expenditures	\$861,233.65	\$923,661.64	\$896,007.42	\$491,833.41	\$991,115.68
Occupancy of hotels, motels & B&Bs	62.30%	63.50%	47.44%	47.04%	58.33%
Average daily rate	\$85.93	\$86.75	\$80.29	\$77.39	\$97.79
Transient Guest Tax collection	\$1.87 million	\$1.88 million	\$1.42 million	\$1.1 million	\$1.74 million
Sales tax collection	\$73.54 million	\$74.84 million	\$73.84 million	\$59.7 million	\$71.6 million

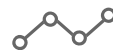
¹ Number of properties included in the report did not remain constant in FY21 for an exact equal comparison

FY22 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



KEY PERFORMANCE INDICATOR INCREASES

Increase in the number of booked nights sent to partners

55.3%

Increase in the number of Qualified Leads sent to partners

47.9%

Increase in the amount of estimated nights sent to partners

45.8%

97%

Increase in Instagram reach

83%

Increase in number of earned media impressions