

# VISIT NORMAN

FISCAL YEAR 2021

## ANNUAL REPORT

JULY 1, 2020-JUNE 30, 2021

### 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	Drew Gaschler
Steve Gillis	Angelia Green
Helen Green	Jerry M. Hatter
James Howard	Scott Kovalick
Alesha Leemaster	Bree Montoya

### Fiscal Year 2021 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 2021 VisitNorman Staff

Dan Schemm  
Executive Director (second from right)

Trent Brown  
Sales Manager & videographer (left)

Taylor Mauldin Wagner  
Sales & Special Event Manager (second from left)

Stefanie Brickman  
Communications Manager (right)

The VisitNorman Fiscal Year 2021 Annual report details the time period of July 1, 2020 through June 30, 2021.

The year 2020 will forever be remembered as the year the world shut down. I remember March 11, 2020 vividly. Sitting on my the couch waiting for the OKC Thunder game to start but tip off was delayed for some reason. The game never happened. Rudy Gobert had tested positive for Covid-19. Reality really hit home when the March Madness NCAA Men's and Women's basketball tournaments were cancelled. Even then we thought we'd beat this virus and life would be back to normal after the heat of the summer. Little did we know...

Covid-19 impacted everything and everyone, but no one more than the hospitality industry. The state's third-largest industry was brought to its knees. VisitNorman was not immune. Fiscal Year 2021 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 room nights
- Estimated lead nights
- Number of groups serviced
- Number of earned media impressions
- Advertising equivalency

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.

During the fiscal year, the sales staff shifted efforts into projects including the "Out & About in Norman" YouTube series (which won honors from the Oklahoma Travel Industry Association) and many special events including initial Norman Restaurant Week, Game Day Watch Party, Oktoberfest and Holiday Sleigh Rides.

However, thanks to the CARES grant provided by the City of Norman to VisitNorman, VisitNorman was able to renew many digital marketing initiatives that were able to increase the number of marketing programs which increased marketing impressions for the last six months of the fiscal year.

Dan Schemm  
VisitNorman Executive Director

# VISIT NORMAN

FISCAL YEAR 2021

## ANNUAL REPORT

JULY 1, 2020-JUNE 30, 2021

	12 months ending Fiscal Year 2017	12 months ending Fiscal Year 2018	12 months ending Fiscal Year 2019	12 months ending Fiscal Year 2020	12 months ending Fiscal Year 2021
<b><u>Leisure Travel Advertisement &amp; Communication</u></b>					
Number of programs	208	350	345	181	280
Number of gross impressions	35,953,001	72,920,904	68,907,532	12,261,916	15,285,076
Visitor Guides distributed	17,250	24,028	16,352	13,047	7,136
Unique visits to VisitNorman.com	105,370	86,906 <sup>1</sup>	108,113	137,350	116,729
<b><u>Leisure Travel Media Relations</u></b>					
Media Placements	755	789	804	598	319
Number of impressions	465,963,886	698,893,438	422,643,673	218,006,287	65,345,302
Advertising equivalency	\$427,327.53	\$502,874.71	\$2,765,457.65	\$4,213,218.10	\$699,478.67
<b><u>Convention/Sports Performance Measures</u></b>					
Number of Qualified Leads	80	67	104	82	25
Number of potential room nights	36,725	31,663	58,093	29,217	8,395
Number of bookings	37	26	33	15	12
Booked room nights	17,268	16,668	17,222	10,064	5,075
Number of groups serviced	44	53	30	22	8
<b><u>Visitor Volume Measures</u></b>					
Bureau expenditures	\$992,656.95	\$861,233.65	\$923,661.64	\$896,007.42	\$491,833.41
Occupancy of hotels, motels & B&Bs	56.80%	62.30%	63.50%	47.44%	47.04% <sup>3</sup>
Average daily rate	\$86.19	\$85.93	\$86.75	\$80.29	\$77.39
Transient Guest Tax collection	\$1.74 million	\$1.87 million	\$1.88 million	\$1.42 million	\$1.1 million
Sales tax collection	\$73.46 million	\$73.54 million	\$74.84 million	\$73.84 million	\$59.7 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

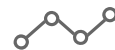
<sup>3</sup> Number of properties included in the report did not remain constant in FY21 for an exact equal comparison

### FY21 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 estimated lead nights sent to partners

**-71.2%**

Decrease in the amount of Qualified Leads sent to partners

**-69.5%**

Decrease in the nights of leads turned definite (booked)

**-49.5%**

**54.7%**

Increase in marketing programs\*

**45.2%**

Increase in Twitter impressions\*

SOURCE: DEAN & RUNYON ASSOCIATES FOR OKLAHOMA TRAVEL AND RECREATION  
DEPARTMENT, JAN. 2020 REPORT (BY HOUSE DISTRICTS 44, 45 & 46)

\* Thanks to a CARES grant provided by the City Council, VisitNorman was able to renew digital and other marketing initiatives that increased marketing impressions in the second half of the term.