

*Visit***NORMAN**

FY24 Semi-Annual Report

July 1–December 31, 2023



July 1, 2023 was a milestone day in the history of the VisitNorman organization as the Norman Sports Commission was established to kick off Fiscal Year 2024. Earlier, on May 9, 2023, the Norman citizens voted to increase the visitor guest tax from 5 to 8 percent as 69.93 percent of the voters said yes.

The resulting increase included a split with the Norman Arts Council, 25 percent, and the remaining 75 percent increase is dedicated to the Norman Sports Commission including a dedicated funding source for park improvements and enhancements.

While VisitNorman had been committed to attracting the sports tourism market segment throughout its 30-year history, the Norman Sports Commission is able to more competitively match other communities to bring events, tournaments and other athletic initiatives to Norman and especially the newly opened Norman Forward projects. While the Norman citizens will always be the primary users of the athletic facilities, being able to attract non-Norman competitors to our city in the off-season windows of opportunity accomplishes the main mission of Visit-Norman: import Other People's Money into Norman's economy.

To reflect the establishment of the Norman Sports Commission, our board voted to add four additional members with sports affiliations.

Additionally, the increase allowed for the expansion of our staff by adding a dedicated Norman Sports event coordinator and a marketing manager to spearhead the social media presence of VisitNorman

and establishment of the Norman Sports owned media presence.

Later in July, an event years in the making, the Beep Baseball Association World Series took place at the Gillis-Rother Soccer Complex. Contested over the course of a week, teams of visually impaired athletes played through a tournament bracket to determine a winner. VisitNorman originally submitted its proposal the board in 2018 to finally land the tournament; although not a Norman Sports Commission bid at the time, the World Series served as an example to the community of what Norman Sports Commission intends to regularly attract and coordinate in our community.

Alongside the university, VisitNorman has been active with a variety of the SEC Readiness committees and subcommittees ahead of the July 1, 2024 launch date for OU to join the conference.

An initiative of the SEC Readiness that finally saw completion were the lightpole banners along Main Street and Lindsey Street. Alternating "Welcome to Norman" and "Home of the Sooners," these banners have been a collaboration between the City of Norman, OU Athletics and VisitNorman.

Started in late FY23 and approved in early FY24, VisitNorman began implementing the new five-year strategic plan led by a destination marketing expert who designed the last plan that we fulfilled in late FY22.

We were able to launch a project through an out-of-state agency with experience in the Central Oklahoma market to create

a brand for Norman Sports while also ensuring harmony with VisitNorman by updating its brand. Both logos will be making their debut in the second half of Fiscal Year 2024.

Other highlights of the first six months of FY24 included the first Name, Image and Likeness (NIL) initiative through Sooner Sports Properties and OU Athletics as gymnast Audrey Davis detailed her ideal Norman Game Day experience before the OU-Central Florida Homecoming football game. Previously, VisitNorman's marketing plan included using its digital campaign partner to conduct a social media follower program. Using a student athlete to collaborate through VisitNorman to grow owned social media followers keeps the dollars local.

Finally, the larger budget has allowed VisitNorman to subscribe to the Datafy service to more closely estimate visitation to our city. Using Internet protocol technology through mobile phone data, what follows in this document are data points we now access through the service. We have provided the same five-year visitor volume measures as we have in the past decade as well.

We look forward to providing more highlights for the full Fiscal Year as we finish out the time period.



President & CEO
VisitNorman & Norman Sports

Fiscal Year 2024 Board of Directors

Chair: Scott Kovalick
Vice Chair: Angelia Green
Treasurer: Cameron Brewer
Past Chair: James Howard

Gary Armstrong	Kyle Allison
Caitlin Fournier	Steve Gillis
Jerry Hatter	Mandy Haws
Amy Million	T.D. O'Hara
Amanda Price	Vytas Ringus
Jeff Stewart	Amish Zaver

Ex-Office board members

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

VisitNorman & Norman Sports staff

Dan Schemm
President & CEO
Trent Brown
Director of Norman Sports
Katie Ringer
Norman Sports Event Coordinator
Taylor Mauldin Wagner
Sales Manager (through Nov. 2023)
Stefanie Brickman
Director of Marketing and Communication
Madelaine Base
Marketing Manager
Ryan Smith
Digital Media Coordinator

	<i>Six months ending Fiscal Year 2020</i>	<i>Six months ending Fiscal Year 2021</i>	<i>Six months ending Fiscal Year 2022</i>	<i>Six months ending Fiscal Year 2023</i>	<i>Six months ending Fiscal Year 2024</i>
Leisure Travel Advertisement & Communication					
Number of programs	118	114	171	112	73
Number of gross impressions	10,248,056	10,722,971	19,693,769	6,693,495	1,117,875,404
Visitor Guides distributed	9,419	3,000	3,282	3,292	6,563
Unique visits to VisitNorman.com	80,422	45,634	89,793	72,576	80,076
Leisure Travel Media Relations					
Media Placements	331	137	162	211	296
Number of impressions	154.9 million	13.63 million	205 million	618 million	493 million
Advertising equivalency	\$1,178,499.40	\$210,784.39	\$313,947.11	\$922,929.01	\$1,400,462.64
Convention/Sports Performance Measures					
Number of Qualified Leads	56	13	17	20	20
Number of potential room nights	20,219	2,182	3,947	5,885	7,141
Number of bookings	13	0	1	14	12
Booked room nights	9,934	0	2,400	1,040	12,275
Number of groups serviced	17	0	2	11	9
Visitor Volume Measures					
Bureau expenditures	\$499,975.65	\$493,710.74	\$547,740.57	\$417,929.64	\$850,352.16
Occupancy of hotels, motels & B&Bs	58.98%	41.58%	55.57%	54.23%	40.58%*
Average daily rate	\$88.79	\$75.84	\$97.78	\$105.04	\$107.74
Transient Guest Tax collection	\$958,310.79	\$521,895.00	\$907,309.00	\$1,155,607.00	\$1,725,671.84
Sales tax collection	\$31,445,872.64	\$39,862,202.00	\$36,046,197.00	\$35,046,197.00	\$36,215,940.00

*Number of properties included in the report did not remain constant in FY24 for an exact equal comparison

Visitation to Norman, Okla.

Global Filters

In-State

Out-of-State

Distance: 25 mi - 3,350 mi

Dates: 7 / 1 / 23 - 12 / 31 / 23

↔ Compare Dates: 7 / 1 / 22 - 12 / 31 / 22

Clusters: All Included

POIs: All Included

📍 Geo Data

↔ Compare Dates



Total Trips

6,509,708 Trips

↑ 13.2 %



Visitor Days

8,819,892 Days

↓ 1.5 %



Average Length of Stay

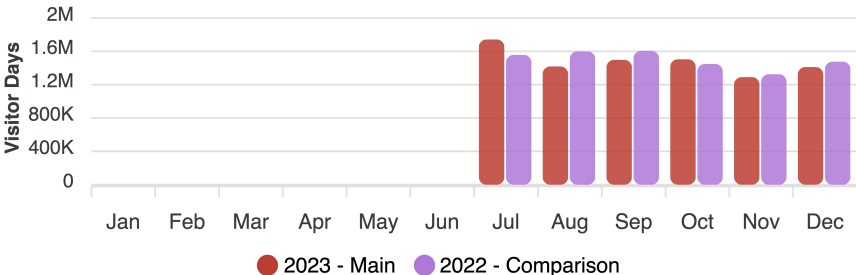
1.4 Days

↓ 0.2 Days

Monthly Volume by Visitor Days

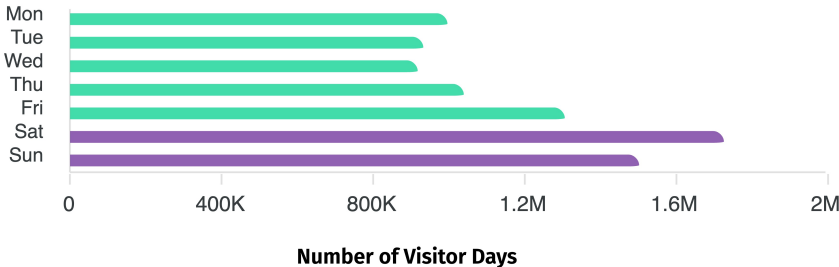
📍 Geo Data

↔ Compare Dates



Visitors by Day

📍 Geo Data



Visitor Days by Length of Stay

📍 Geo Data

↔ Compare Dates



Visitation to Norman, Okla.

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Distance: 25 mi - 3,350 mi

Dates: 7 / 1 / 23 - 12 / 31 / 23

🔄 Compare Dates: 7 / 1 / 22 - 12 / 31 / 22

Clusters: All Included

POIs: All Included

Top Geolocation Markets

for 7 / 01 / 23 - 12 / 31 / 23 % ↑ / ↓ 7 / 01 / 22 - 12 / 31 / 22

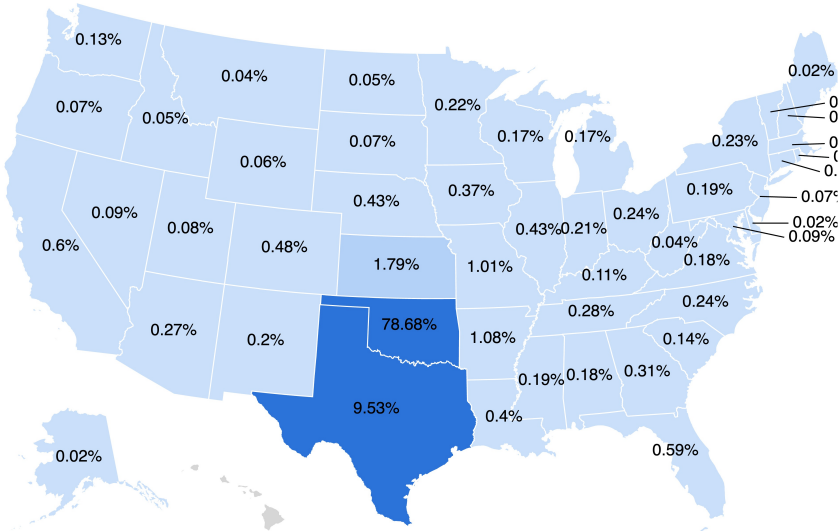
📍 Geo Data

🔄 Compare Dates

MSA	% Trip Share	Total Trips	% Change in Trips
Oklahoma City, OK	28.9 %	2,122,326	↑ 4.4%
Rural Oklahoma	21.6 %	1,583,826	↑ 9.8%
Shawnee, OK	9.8 %	720,898	↑ 8.5%
Dallas-Fort Worth-Arling	4.6 %	338,787	↑ 4.2%
Tulsa, OK	4 %	296,813	↑ 8.4%
Ardmore, OK	2.2 %	164,896	↑ 2.3%
Ada, OK	2 %	149,353	↑ 6.1 %
Lawton, OK	1.5 %	108,431	↑ 9.5%
Duncan, OK	1.4 %	105,417	↑ 7.8 %
Houston-Sugar Land-Bay	1.2 %	89,253	—

Share of Trips by State

📍 Geo Data



Visitation to Norman, Okla.

Global Filters

In-State

Out-of-State

Distance: 25 mi - 3,350 mi

Dates: 7/1/23 - 12/31/23

↔ Compare Dates: 7/1/22 - 12/31/22

Clusters: All Included

POIs: All Included

Top Geolocation Markets

for 7/01/23 - 12/31/23 % ↑ / ↓ 7/01/22 - 12/31/22

📍 Geo Data ↔ Compare Dates

DMA	% Trip Share	Total Trips	% Change in Trips
Oklahoma Ci	60.3%	4,310,255	↑ 4%
Sherman-Ad	6.6%	471,330	↑ 7.6%
Tulsa	6.1 %	434,589	↑ 8.5%
Dallas-Ft. Wc	5.2 %	374,297	↑ 4.6%
Wichita Falls	4.3%	309,707	↑ 10.2%
Houston	1.3 %	94,843	↑ 16.4%
Wichita-Hutc	1.1 %	82,089	↑ 7.1%
Ft. Smith-Fay	0.8%	60,108	↑ 5.7%
Kansas City	0.7%	52,738	↑ 9.7%
San Antonio	0.7%	49,837	↑ 13.1%

Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Trips
Denver	2.1 Days	0.38%
Amarillo	1.9 Days	0.46%
Shreveport	1.9 Days	0.55%
Little Rock-Pine Bluff	1.9 Days	0.34%
Ft. Smith-Fay-Sprngdl-Rgrs	1.9 Days	0.84%
Houston	1.8 Days	1.33%
Austin	1.8 Days	0.63%
Tulsa	1.8 Days	6.08%

MSA Vehicle Visitation

for 1/1/22 - 5/31/23

🚗 Vehicle Data

MSA	% of Vehicle Days
Oklahoma City, OK	36.89%
Rural Oklahoma	18.29%
Dallas-Fort Worth-Arlington, TX	7.23%
Shawnee, OK	5.53%
Tulsa, OK	4.67%
Ardmore, OK	2.15%
Ada, OK	2.11%
Lawton, OK	1.58%
Duncan, OK	1.44%

Visitation to Norman, Okla.

Global Filters In-State Out-of-State Distance: 25 mi - 3,350 mi Dates: 7/1/23 - 12/31/23 [↗ Compare Dates: 7/1/22 - 12/31/22](#) Clusters: All Included POIs: All Included

Top Clusters

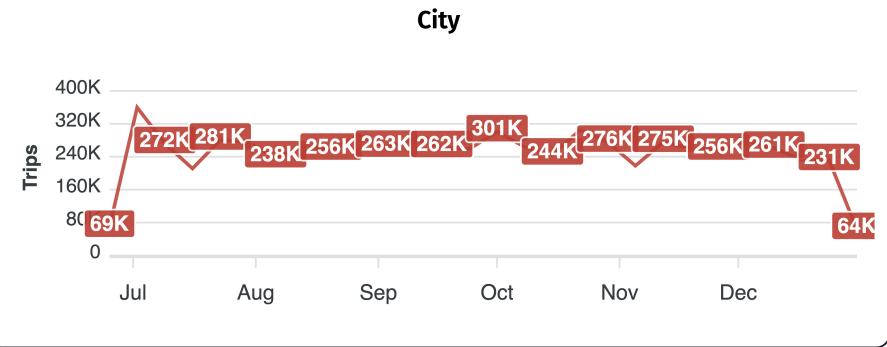
for 7/01/23 - 12/31/23 % ↑ / ↓ 7/01/22 - 12/31/22

[Geo Data](#) [Compare Dates](#)

Cluster	% Trip Share	% Change in Trips
City	100 %	↑ 11.2 %
University	12.2 %	↓ 8.2 %
Sports	10.4 %	↓ 11.1 %
History	7.1 %	↓ 0.4 %
Casinos & Gaming	5.7 %	↓ 4.8 %
Lodging	4.8 %	↓ 1.2 %
Downtown	4.8 %	↑ 0.1 %
Outdoor Rec	3.5 %	↑ 9.8 %
Airport	2.4 %	↑ 3.8 %
Wineries & Breweries	0.6 %	↓ 6.5 %

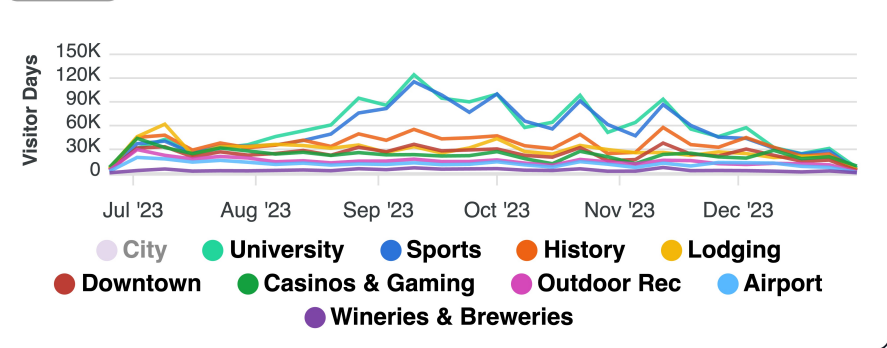
Cluster Visitation by Year

[Geo Data](#)



Top Cluster Visitation

[Geo Data](#)



Glossary

General Definitions

Distance Filter: Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Unique Visitors, Visitor Days, and Trips based on the distance between the home location, and the POI. The distance filter is calculated as flight distance, not driving distance.

Home Zip Code: The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior and our process is capable of determining when someone moves to a new zip code.

Percent Change: Percent change is the percentage difference between two values, representing the relative increase or decrease. A positive percent change indicates an increase, while a negative percent change indicates a decrease. This calculation is used on a variety of comparable metrics, such as Percent Change of Trips, Percent Change of Unique Visitors, and Percent Change of Visitor Days. For example, if a destination saw an increase from 100 trips to 125 trips, then the Percent Change in Trips would result in a 20% increase.

Geolocation Data Definitions

Point of Interest (POI): A physical boundary drawn on a map and utilized to capture mobile device activity with the boundary.

Cluster: A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

Locals vs. Visitors: An estimate of the number of unique visitors to a given POI or cluster of POIs that factors a customizable distance split. 'Locals' are typically measured within a radius of 0 miles - 50 miles or a custom maximum distance point set by the user. All devices that consistently originate from within the defined radius will be displayed as a local within the data. Those non-locals tracked outside of this radius will be considered 'Visitors'.

Repeat vs One-Time Visitor: Based on observations of unique devices and then our estimate algorithm is applied. Once a device is observed a second time at any of the selected devices across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a visitor visits in March 2020, they would contribute to the visitors within the date range covering March 2020. If that visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that visitor shifts from a one-time visitor to a repeat visitor for all of the observations. Therefore, now this visitor would contribute to the numbers in both March and September and any subsequent visits.

Glossary

Share of Trips: The relative presence of a particular market represented by a percentage which takes its individual trips compared to the total number of trips. For example if a specific location tracked 20 unique visitors out of a total of 80 trips, then that location witnessed a 25% share of trips.

Share of Unique Visitors: The relative presence of a particular market represented by a percentage which takes its individual unique visitors compared to the total number of unique visitors. For example if a specific location tracked 20 unique visitors out of a total of 80 unique visitors, then that location witnessed a 25% share of unique visitors.

Share of Visitor Days: The relative presence of a particular market represented by a percentage which takes its individual visitor days compared to the total number of visitor days. For example if a specific location tracked 20 visitor days out of a total of 80 visitor days, then that location witnessed a 25% share of visitor days.

Trips: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Trip Length: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device: A unique mobile device determined by unique identifiers.

Unique Visitor: An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Glossary

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.

Demographics Definitions

Education Levels: Education levels have been divided into three categories due to the limitations of the household level aggregation. We are able to provide estimates for Highschool Degrees, Bachelor's Degrees, and Graduate Degrees which include master's, doctoral, and technical college degrees.

Age Categories: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15 % in the 65+ age category, that should be interpreted as 15 % of the visitors having someone 65+ in their household.

Ethnicity: Race and Ethnicity has been classified based on definitions provided by the US Census Bureau.

Households with Children: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.

Census Demographics: Calculated using the Home Zip Code of the device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

STR Data Definitions

Average Daily Rate (ADR): A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$

Demand: The number of rooms sold in a specified time period (excludes complimentary rooms). Refer to Data Reporting Guidelines for a more specific application.

Occupancy: Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by the rooms available. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

Glossary

Revenue: Total room revenue generated from the guest room rentals or sales. Refer to Data Reporting Guidelines for a more specific application.

Revenue Per Available Room (RevPAR): Total room revenue divided by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$

Supply: Number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period. Example: 100 rooms in the subject hotel x 31 days in the month = Room Supply of 3,100 for the month. See rooms available.

Vehicle Data Definitions

Average Distance Traveled: The distance a vehicle has traveled from its home location to the destination.

Distance by Dwell Time: An average of how long a vehicle was in a cluster.

Duration: How long the vehicle was parked on average at a given location. The duration filter could, for example, be used to determine overnight stays at hotels by only selecting 'more than 6 hours.'

Parking Distance: On average, how close the vehicles were parked to the point of interest. The closer a vehicle is parked to a point of interest, the higher the confidence is that these vehicles were truly associated with this point of interest.

Peak Visitation - Day & Time: An average of hourly visitation for each day of the week throughout your selected time frame such as the average visitation for 1pm on Saturdays.

Peak Visitation - Month & Day: An average of visitation for days of the week in each month, such as the average Thursday visitation for the month of May.

Vehicle Trip Length: How long (in days) vehicles were observed in the destination.