

Evaluating the Impact of our Event

Event Analyzed: **Tennessee Volunteers** at **Oklahoma Sooners**

Dates Analyzed: September 20th - 22nd, 2024

VISIT
NORMAN


ZARTICO

Key Insights

The Overall Visitor Impact:

- Visitors made up **41.6%** of **devices observed** in the destination during the event weekend
- Visitors were responsible for **34.5%** of **total spend** in Norman
 - **56%** of this spend went to **local businesses**

How Does This Compare to the Performance Year-to-Date?

- Starting on **January 1st, 2024**, visitors:
 - Made up **31.2%** of **devices observed** in the destination
 - Were responsible for **18.1%** of **total spend** in Norman
 - **35%** of this spend went to **local businesses**
- As you can see, there was a **massive spike** in devices observed, total spend, and spend at local businesses during this event.

How Much Did Visitors Contribute To:

- **Restaurants:** 45% of **total spend** for an **average** of \$52
- **Retail:** 22% of total spend for an average of \$68
- **Accommodations:** 94% of total spend for an average of \$167
- **Attractions:** 36% of total spend for an average of \$62

Key Insights

Changes in Visitor Economy Activity:

- There was a 25.6% increase **in the overall visitor spending activity** during the event compared to the same days of the prior four weeks

Changes in Specific Categories:

- There was a 61.4% increase **in restaurant spend** during the event weekend compared to the 4 weeks before the event.
 - **Nightlife** saw an 18.6% increase in spend
 - **Retail** did see a decrease in spend of 41.3%

Visitor Behaviors:

- **63.1% of this visitor spend was on Food** and visitors were **7% more likely to visit Food POIs**.
- Outdoor Recreation also saw a **16% lift in visitation** during this event.

Lodging Performance

All of these KPIs are in the green, what a fantastic performance by the hotels and vacation rentals!

Hotel Avg. Stay Value

\$575

188% | **\$200**
% Change | Previous Year

STVR Avg. Stay Value

\$697

97% | **\$354**
% Change | Previous Year

Hotel Avg. Length of Stay

1.7 days

10% | **1.6 days**
% Change | Previous Year

STVR Avg. Length of Stay

2.7 days

1% | **2.7 days**
% Change | Previous Year

Hotel Occupancy

72%

70% | **42%**
% Change | Previous Year

Hotel ADR

\$323

185% | **\$113**
% Change | Previous Year

Hotel Demand

2.5 K

70% | **1.5 K**
% Change | Previous Year

Hotel RevPAR

\$231

384% | **\$48**
% Change | Previous Year

Key Lodging Takeaways

Hotel Performance:

- With every aspect of lodging being up with a year-over-year comparison, it can be tough to only name a few!
- Some of the most notable metrics with Hotels would be:
 - **Hotel Occupancy** is up from 42% to 72% when compared to the prior year
 - **ADR** saw a massive increase, going from \$113 to \$323
 - The **Average Stay Value** went from \$200 to \$575
 - **Length of Stay** was up 10% compared to last year

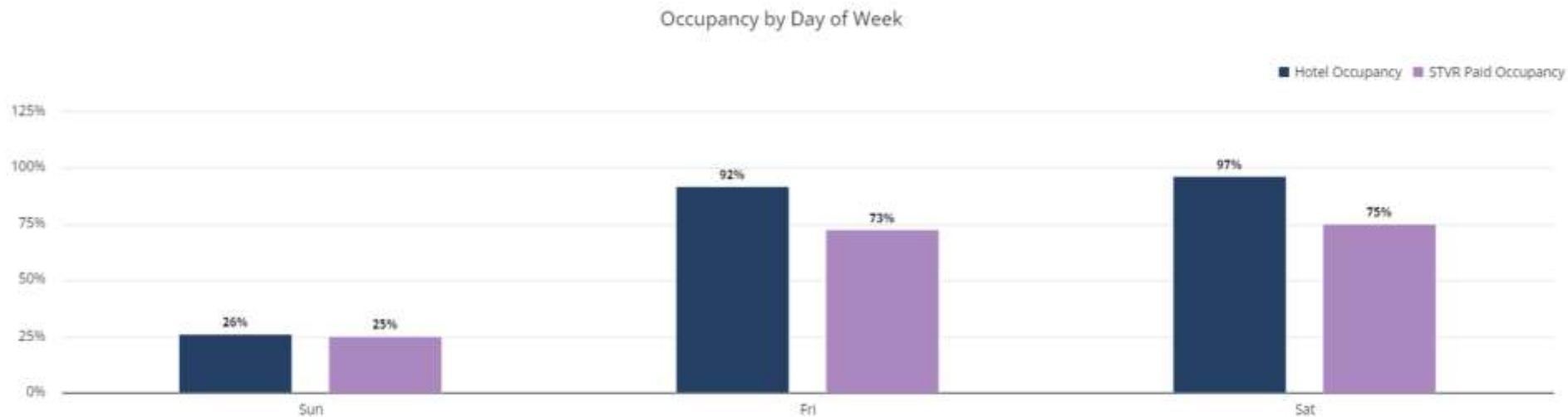
STVR Performance:

- Looking at only STVRS, we can see that:
 - **Paid Occupancy** is up from 23% to 58% when compared to the prior year
 - **ADR** saw a massive increase, going from \$131 to \$255
 - The **Average Stay Value** was \$697, last year it was \$354
 - **RevPAR** skyrocketed from \$30 to \$147

Occupancy by Day

Occupancy was sky-high on Friday and Saturday with most people checking out on Sunday

(Note that Sunday does show up first here, however it is the last day)



Visitor Movement

Click the image to the right to
access the entire map.

Utilize [this link here](#) to find
best practices on using the
map.

