

VISIT
NORMAN

BACA REPORT

September 2024

Key Visitor Insights

Visitor makeup in **September 2024**, including the share of total visitation and spending that comes from visitors, and their share of total spending toward local businesses.

% of all Devices that are Visitors

34.7%

% of Out-of-State Visitors

62.9%

% of all Spend that came from Visitors

24.3%

% of Visitor Spend toward Local Businesses

43%

Key Visitor Insights

Visitor makeup **year-to-date in 2024**, including the share of total visitation and spending that comes from visitors, and their share of total spending toward local businesses.

% of all Devices that are Visitors

31.9%

% of Out-of-State Visitors

62.5%

% of all Spend that came from Visitors

17.9%

% of Visitor Spend toward Local Businesses

35%

How Visitors are Contributing

Visitor impact in **September 2024** in Norman.



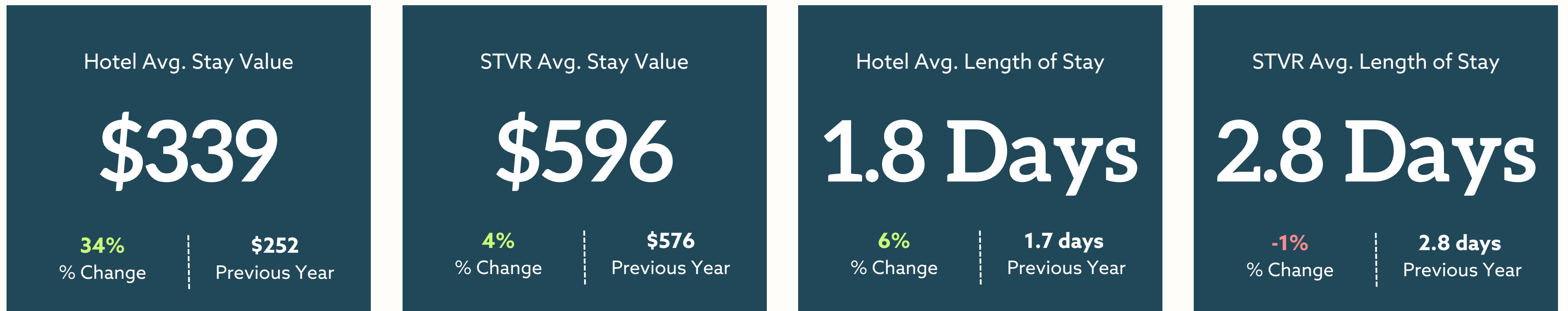
How Visitors are Contributing

Visitor impact **year-to-date in 2024** in Norman.



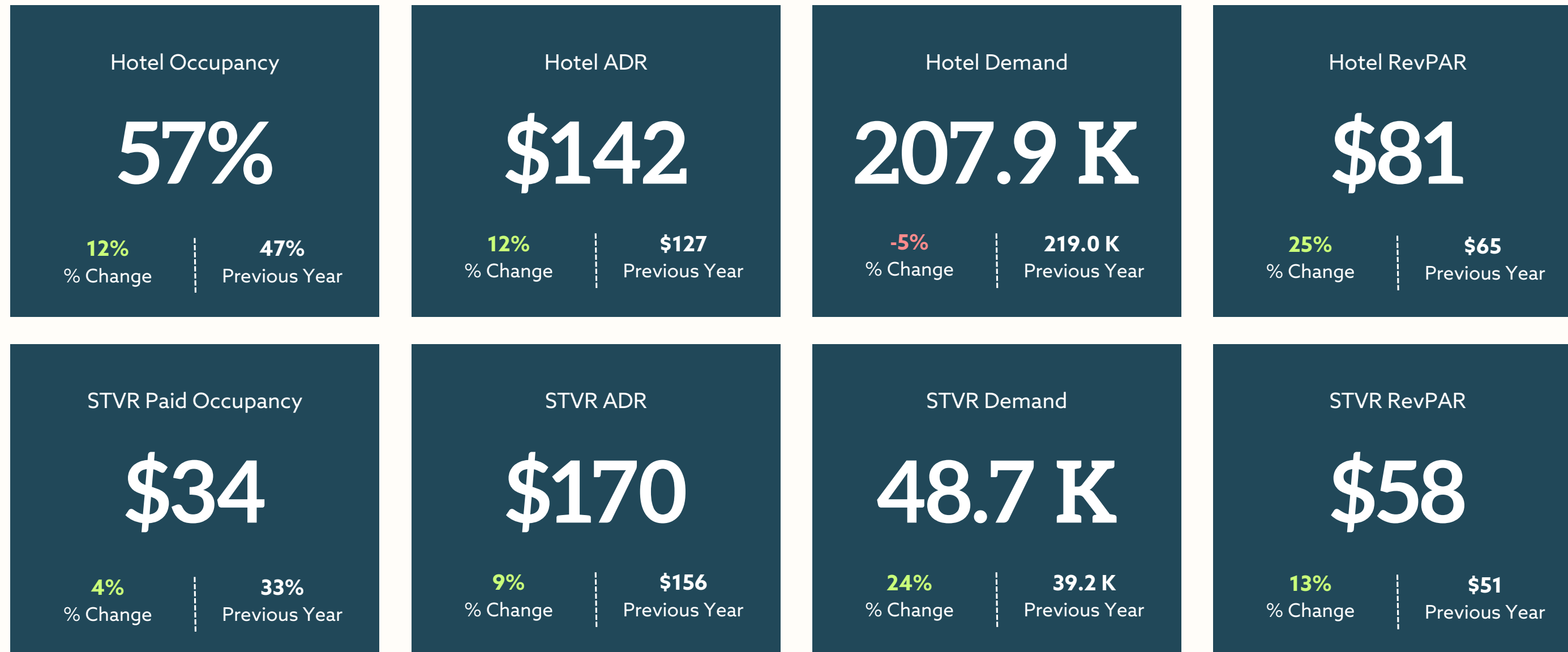
Lodging Insights

Short-term vacation rental and hotel performance for our primary geographic area in **September 2024**.



Lodging Insights

Key insights about hotels and short-term vacation rentals in **September 2024**, including observed demand.



Lodging Insights

Year-to-date short-term vacation rental and hotel performance for our primary geographic area.



Lodging Insights

Key insights about hotels and short-term vacation rentals **year-to-date for 2024**, including observed demand.

