

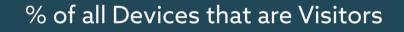
BACA REPORT September 2024

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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.



34.7%

% of Out-of-State Visitors

62.9%

% of all Spend that came from Visitors

24.3%



% of Visitor Spend toward Local Businesses



VISIT NARM

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.



31.9%

% of Out-of-State Visitors

62.5%

% of all Spend that came from Visitors

17.9%

BACA Report – January 1 to September 30, 2024 Source: Zartico Geolocation Data and Zartico Spend Data



% of Visitor Spend toward Local Businesses



VISIT NARM

How Visitors are Contributing

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



% of all Attraction Spend that came from Visitors



Attraction Avg. Visitor Spend





How Visitors are Contributing

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



BACA Report – January 1 to September 30, 2024 Source: Zartico Spend Data % of all Attraction Spend that came from Visitors



Attraction Avg. Visitor Spend





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





2.8 days

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



BACA Report – September 2024 Source: Zartico Lodging Data

VISIT NNR

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



STVR Avg. Length of Stay 3.6 Days 3.6 days -1% % Change Previous Year

VISIT NNRM

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



BACA Report - January 1 to September 30, 2024 Source: Zartico Lodging Data

VISIT NNR