

VISIT
NORMAN



FY26 Semi-Annual Report

ENTER



**VISIT
NORMAN**

FY26 SEMI-ANNUAL REPORT

July 1, 2025 – December 31, 2025

FY26 SEMI-ANNUAL INSIGHTS

The first half of fiscal year 2026 has been a period of strong momentum for VisitNorman, with our work focused on attracting visitors, generating business for Norman's hospitality industry, and continuing to strengthen the experience our community offers to guests.

This fall, Sooner football once again brought significant visitor activity to Norman, and we expanded our efforts to connect those visitors with the broader community. In addition to promoting Norman's hotels, restaurants, attractions, and businesses, we introduced new visitor-focused initiatives including game day golf cart shuttles, a dedicated Game Day Guide, and on-the-ground activations throughout the season. These efforts were designed to make Norman easier to experience while encouraging visitors to explore more of the community during their stay.

Our sales teams continued generating future and current business for Norman. Through December, destination sales secured 5,839 definite and assisted room nights, including 4,649 definite room nights and 1,190 assisted room nights. The team also continued developing future opportunities through new leads, planner relationships, and ongoing sales activity.

Norman Sports generated an additional 17,780 room nights through December, reaching more than 52 percent of its 34,000-room-night goal for the entire fiscal year at the halfway point. Alongside event recruitment and sales efforts, we continued building awareness of Norman as a sports destination through campaigns targeting event planners and potential participants.

We also made an important investment in Norman's long-term destination marketing infrastructure with the November launch of a refreshed VisitNorman website. The new site provides a stronger platform for trip planning and for connecting potential visitors with local businesses, attractions, events, and experiences.

During the first six months of FY26, the website recorded more than 119,000 sessions, including more than 42,000 generated through organic search. VisitNorman's paid media campaigns generated more than 2.8 million impressions and nearly 56,000 clicks during the same period, extending Norman's reach to potential visitors and directing audiences toward opportunities to experience the community.

These efforts reflect the interconnected nature of our work. Marketing builds awareness and demand for Norman. Destination and sports sales convert opportunities into room nights and future business. Visitor services help guests navigate and experience the community once they arrive. Together, this work supports Norman's hotels, restaurants, attractions, retailers, and other businesses that benefit from visitor spending.

As we move into the second half of FY26, our focus remains on building upon this progress. We will continue pursuing business that generates overnight stays, strengthening Norman's visibility as a leisure and sports destination, supporting our hospitality partners, and investing in the tools and experiences that help Norman compete for visitors.

We are grateful for the continued partnership of the City of Norman, our hospitality industry, community organizations, and local businesses. Their collaboration makes this work possible and allows us to continue creating opportunities that benefit both visitors and the community we serve.



A handwritten signature in blue ink that reads "Dan Schemm".

Dan Schemm
VisitNorman President & CEO

MIDYEAR PERFORMANCE AT A GLANCE

DESTINATION SALES

5,839 Definite + Assisted Room Nights
4,649 definite / 1,190 assisted

NORMAN SPORTS

17,780 Room Nights Generated
52.3% of 34,000 FY26 goal

DIGITAL MARKETING

2.8M+ Paid Media Impressions
55,854 Paid Media Clicks

VISITNORMAN.COM

119,017 Website Sessions
42,812 Organic Search Sessions

NORMAN LODGING MARKET

Rolling 12 Months – Ending December 2025

\$54.6 Million
Lodging Revenue

↑ 3.5%

456,404
Room Nights Sold

↑ 0.4%

\$119.56
ADR

↑ 3.1%

41.5%
Occupancy

↓ 1.4%

Norman's lodging market generated \$54.6 million in revenue during the trailing 12 months, up 3.5% year over year. Revenue and average daily rate increased while room-night demand remained relatively stable.

NORMAN LODGING MARKET

Period	Supply	Demand	Revenue	Occupancy	ADR	RevPAR
Dec 2025	93,353	29,668	\$3,511,653	31.8%	\$118.37	\$37.62
Nov 2025	90,342	32,939	\$4,446,309	36.5%	\$134.99	\$49.22
Oct 2025	93,353	42,575	\$6,337,719	45.6%	\$148.86	\$67.89
Sep 2025	90,342	38,165	\$5,471,920	42.2%	\$143.37	\$60.57
Aug 2025	93,353	41,042	\$4,773,142	44.0%	\$116.30	\$51.13
Jul 2025	93,353	40,919	\$4,303,611	43.8%	\$105.17	\$46.10

Norman's lodging market showed its strongest performance during the fall travel season, with September and October benefiting from increased demand and stronger room rates. October emerged as the strongest month of the six-month period, while demand moderated through November and December as the market entered a traditionally slower travel season. Overall, Norman hotels generated nearly \$29 million in room revenue during the second half of 2025, demonstrating the continued economic value of overnight visitation while highlighting opportunities to build demand during softer periods.

DATAFY METRICS

Visit Norman Custom View

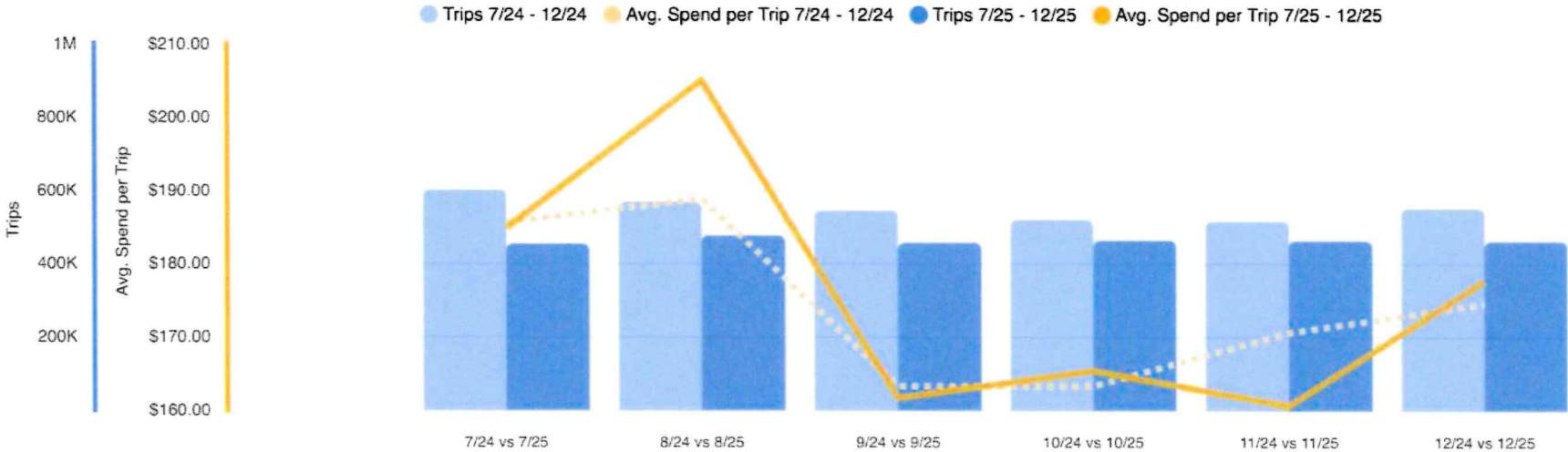
Datafy Default

7/1/2025 - 12/31/2025

Compared to Previous Year
7/1/2024 - 12/31/2024

Trips and Avg. Spend per Trip

How does my visitation compare to spending in my destination?



DMA Visitation

What markets took the most trips?

DMA	Trips	Avg. Length of Stay
Austin	1.26%	2.5 days
Denver	1.09%	2.7 days
Shreveport	1.05%	2.5 days

DMA Spending

Which markets are spending in my destination?

DMA	Share of Spend %	Avg. Spend
Dallas-Ft. Worth	18.50%	\$157.97
Tulsa	13.31%	\$117.81
Sherman-Ada	10.02%	\$145.91

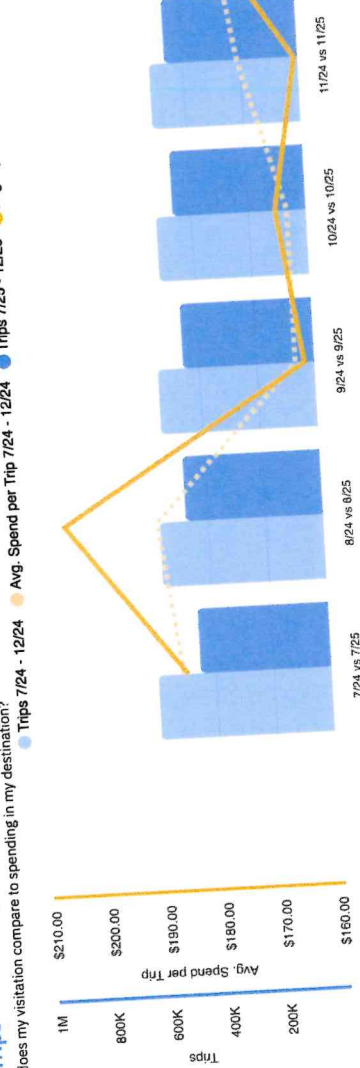
Top DMAs by Trips

Of the devices observed in the destination during the selected date ranges, what share of devices originated from each DMA?

	7/1/2024 - 12/31/2024	7/1/2025 - 12/31/2025
1	Oklahoma City 15.04%	Oklahoma City 15.66%
2	Tulsa 12.01%	Sherman-Ada 13.16%
3	Sherman-Ada 11.86%	Tulsa 12.42%

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Austin	1.26%	2.5 days
Denver	1.09%	2.7 days
Shreveport	1.05%	2.5 days
Amarillo	1.00%	2.4 days
Los Angeles	0.87%	2.7 days
Waco-Temple-Bryan	0.76%	2.4 days
Atlanta	0.70%	2.6 days
Little Rock-Pine Bluff	0.70%	2.4 days
Phoenix-Prescott	0.68%	2.6 days
Chicago	0.62%	2.5 days

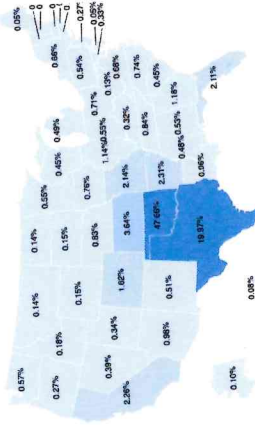
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DMA	Share of Spend	%	Avg. Spend
Dallas-Ft. Worth	18.50%		\$157.97
Tulsa	13.31%		\$117.81
Sherman-Ada	10.02%		\$145.91
Oklahoma City	9.07%		\$113.74
Wichita Falls & Lawton	5.93%		\$134.31
Houston	4.15%		\$206.10
Shreveport	2.94%		\$257.33
Ft. Smith-Fay-Springd-Rgrs	2.01%		\$136.25
Denver	1.85%		\$212.56
Amarillo	1.49%		\$203.00

Share of Visitor Days by State

What states are most of my visitors coming from?



Top DMAs

What markets are most visitors from?

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Oklahoma City	13.9%	959,886	3.36%
Tulsa	12.4%	857,200	3.08%
Sherman-Ada	11.8%	811,735	3.48%
Dallas-Ft. Worth	10.2%	703,159	5.17%
Wichita Falls & Li	7.5%	517,400	1.49%
Houston	2.4%	164,177	3.08%
Wichita-Hutchins	2.2%	154,094	0.99%
Ft. Smith-Fay-Sp	1.8%	123,589	1.59%
San Antonio	1.5%	104,966	0%
Kansas City	1.5%	100,390	1.35%

Top DMAs by Trips

Of the devices observed in the destination during the selected date ranges, what share of devices originated from each DMA?

7/1/2024 - 12/31/2024

1	Oklahoma City	15.04%	Oklahoma City	15.66%
2	Tulsa	12.01%	Sherman-Ada	13.16%
3	Sherman-Ada	11.86%	Tulsa	12.42%
4	Dallas-Ft. Worth	9.48%	Dallas-Ft. Worth	10.02%
5	Wichita Falls & L	7.99%	Wichita Falls & L	8.47%
6	Wichita-Hutchin	2.27%	Wichita-Hutchin	2.34%
7	Houston	2.12%	Houston	2.16%
8	Ft. Smith-Fay-St	1.69%	Ft. Smith-Fay-St	1.74%
9	Kansas City	1.40%	San Antonio	1.40%
10	Austin	1.24%	Kansas City	1.39%

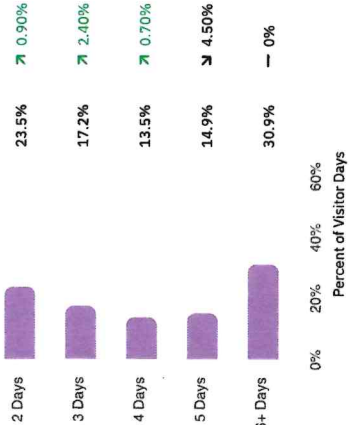
In/Out of State Visitation

What is the visitor days split for in-state vs out-of-state?



- In-State 49.73%
- + 0.53 vs Compare Dates
- Out-of-State 50.27%
- 0.53 vs Compare Dates

Overnight Visitation Share



Repeat Spenders

What share of my visitors are repeat spenders?



One Time 52.80%
- 1.11 vs Compare Dates
Repeat 47.20%
+ 1.11 vs Compare Dates

Length of Stay by Top DMAs

What is the average length of stay by market?

DMA	Avg Length of Stay	Share of Trips
Oklahoma City	2 Days	15.66%
Sherman-Ada	2 Days	13.16%
Tulsa	2.3 Days	12.42%
Dallas-Ft. Worth	2.3 Days	10.02%
Wichita Falls & Lawton	2 Days	8.47%
Wichita-Hutchinson Plus	2.2 Days	2.34%
Houston	2.5 Days	2.16%
Ft. Smith-Fay-Springd-Rgrs	2.4 Days	1.74%

Demographics

