



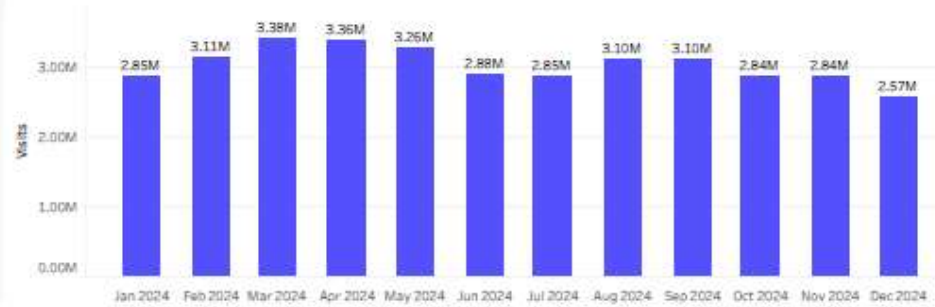
SPECIAL EVENTS & VISITOR REPORT

BACA | March 6, 2025

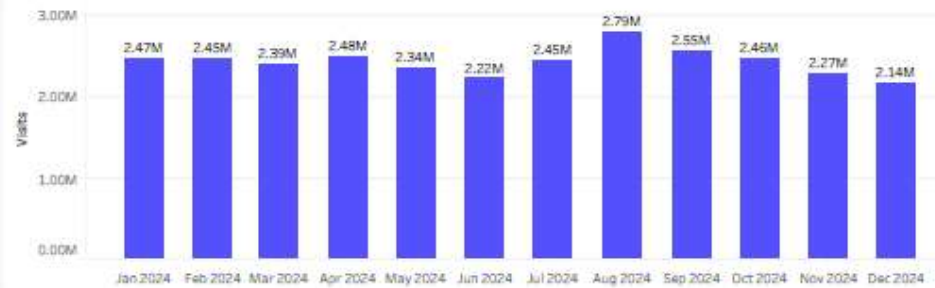




Visitors	
Dec 2024	
Visits	2.57M
MoM	-9.6%
YoY	-20.7%
Yo3Y	-26.2%



Employees	
Dec 2024	
Visits	2.14M
MoM	-5.6%
YoY	-3.5%
Yo3Y	7.3%



2024 Norman Major Events

Date	Event/Location	Visits	Average Dwell Time (minutes)	Origin	Event History
4/5-4-7	Medieval Fair Reaves Park	Fri – 14,300 Sat – 39,300 Sun – 37,800 TOTAL – 91,400	98	26.8% from Norman	2022 – 77,400 2023 – 90,900
4/21	Earth Day Festival* Reaves Park	2,000	104	54.0% from Norman	2022 – n/a 2023 – 3,800
4/25-4/27	Norman Music Festival Downtown	Thu – 9,800 Fri – 22,600 Sat – 10,300 TOTAL – 42,700	106	45.9% from Norman	2022 – 65,400 2023 –59,100
5/4	Norman Pride Festival Andrews Park	2,600	128	52.6% from Norman	2022 – 5,600 2023 –3,300
5/18-5/19	May Fair Arts Festival Campus Corner	Sat – 7,600 Sun – 4,000 TOTAL - 11,600	93	41.1% from Norman	2023 – 10,700
6/13-6/15	Jazz in June Andrews Park	Thu – 1,000 Fri – 2,000 Sat – 3,300 TOTAL - 6,300	114	57.8% from Norman	2022 – 4,000 2023 –5,500
6/19	Juneteenth Festival* Reaves Park	2,300	103	50.5% from Norman	2022 – 4,000 2023 – 2,500
7/4	4 th Fest* Reaves Park	8,300	128	63.0% from Norman	2022 – 9,000 2023 –13,000
8/31	PorchFest Miller Historic District	1,000	54	74.8% from Norman	2022 – 725 2023 - 682
9/20	Brewtober Fest Reaves Park	1,800	128	52.7% from Norman	2022 - 1,800 2023 – 2,500
10/26	Fall Fest Downtown	14,100 (all day) 10,100 (after 5 PM)	96 (all day) 103 (after 5 PM)	58.5% from Norman (all day)	2022 – 11,600 (7,500) 2023 – 14,000 (9,900)
12/7	WinterFest* (250' radius from Tree) Downtown	1,800 (5pm-10pm)	55	72.3% from Norman	n/a



Norman Forward Sites

Visits Trend

Dec 1, 2023 - Dec 31, 2024

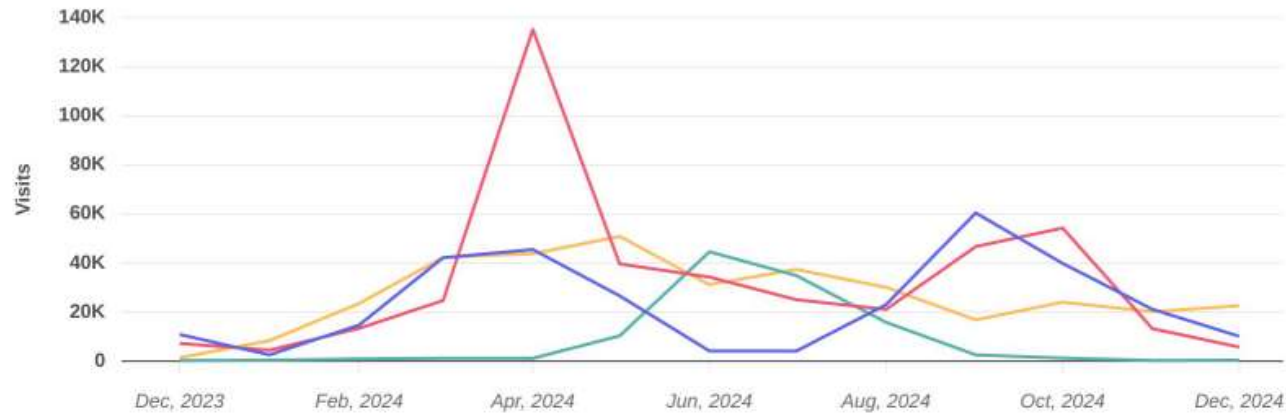
Visits Trend

Griffin Park
E Robinson St, Norman, OK

Reaves Park
Jenkins Ave, Norman, OK

Westwood Family Aquatic Center
Fairway Dr, Norman, OK

Young Family Athletic Center
24th Ave NW, Norman, OK



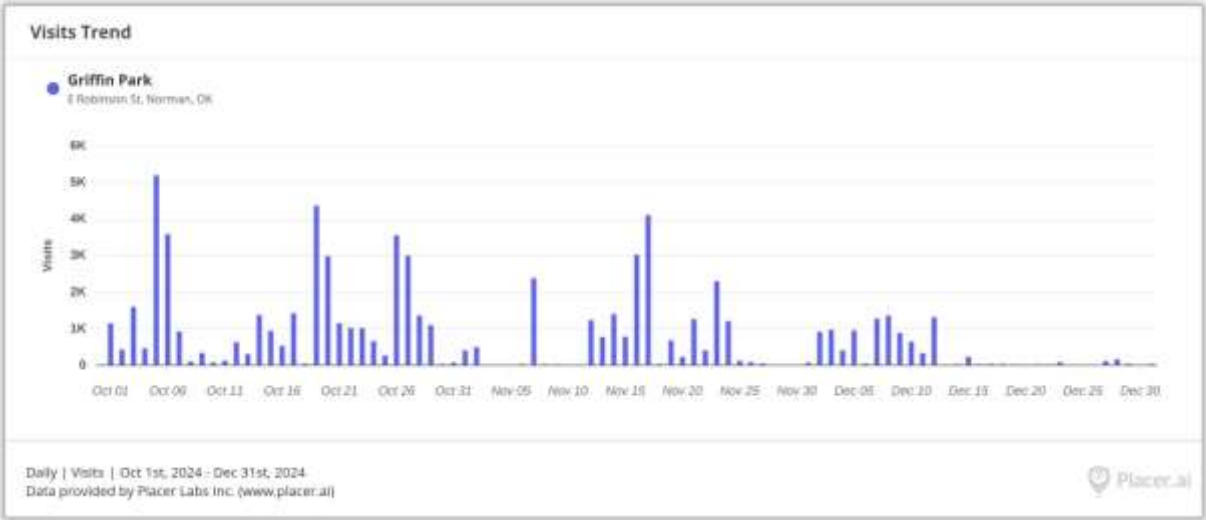
2022	2023	2024	Last 12 Months
303.5K	294.9K	294.5K	298.5K
481.1K	477.9K	417.9K	419.8K
114.2K	110.4K	113.8K	113.6K
3.5K	12.1K	351.2K	385.2K

Monthly | Visits | Dec 1st, 2023 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

 Placer.ai



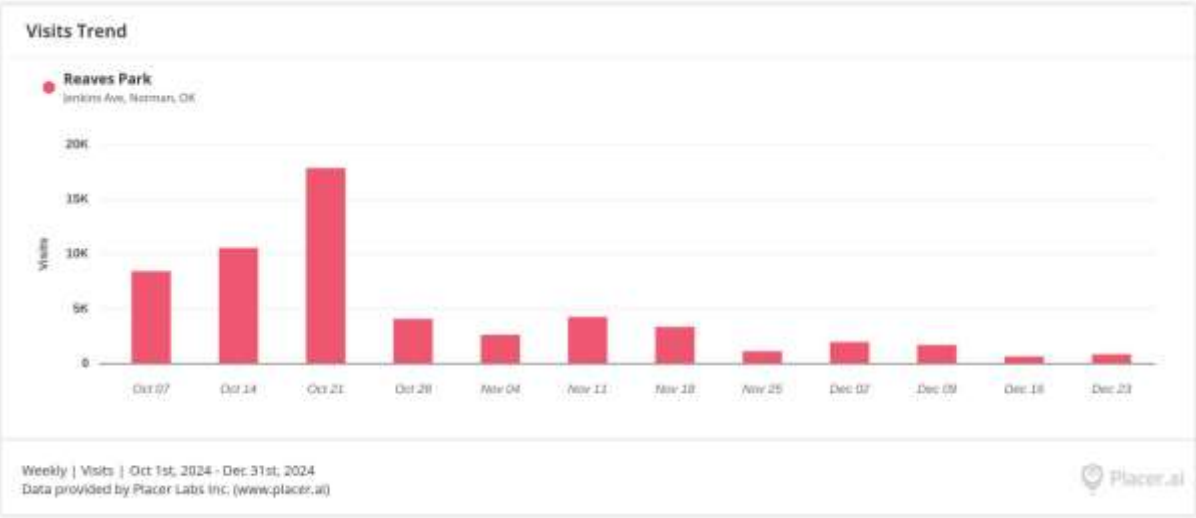
Griffin Park



Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	26,600	2.13	75	50.3%
June 2024	4,200	2.03	69	53.6%
July 2024	4,100	1.52	97	47.5%
August 2024	23,000	2.76	91	45.7%
September 2024	60,400	2.58	89	45.2%
October 2024	39,900	2.27	86	43.9%
November 2024	21,200	1.78	98	32.8%
December 2024	10,100	1.98	76	40.2%



Reaves Park



Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	39,600	1.77	119	42.2%
June 2024	34,300	1.70	126	37.9%
July 2024	25,100	1.36	121	49.0%
August 2024	21,100	1.38	115	50.2%
September 2024	46,700	1.72	131	41.9%
October 2024	54,300	2.08	142	39.3%
November 2024	13,300	1.33	103	43.5%
December 2024	5,700	1.45	80	41.3%



Young Family Athletic Center



Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	55,800	2.18	141	16.8%
June 2024	35,400	2.04	126	38.5%
July 2024	43,700	2.29	142	34.8%
August 2024	34,500	1.74	146	28.3%
September 2024	15,000	1.90	115	45.6%
October 2024	24,100	1.91	111	39.2%
November 2024	20,200	1.65	106	41.7%
December 2024	22,600	1.83	101	38.3%



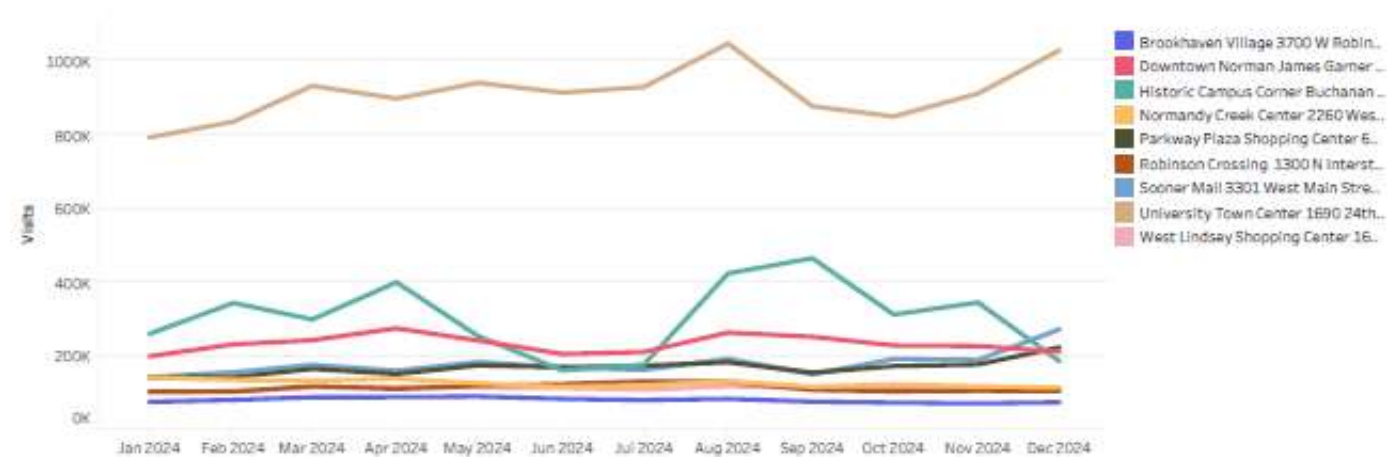
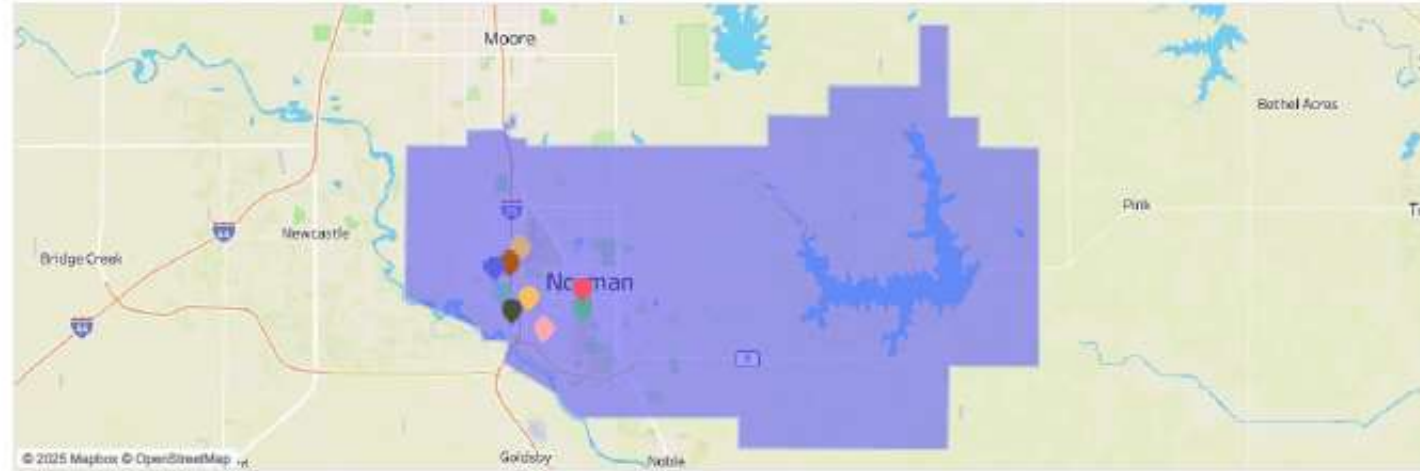
Westwood Family Aquatic Center

Month	Visits	Visit Frequency	Average Dwell Time (minutes)	% from Norman
May 2024	9,300	1.38	128	58.8%
June 2024	43,700	1.84	127	57.1%
July 2024	34,100	1.66	124	52.2%
August 2024	15,300	1.31	119	48.8%
September 2024	2,300	1.34	116	47.3%
October 2024	1,300	1.11	60	n/a
November 2024	n/a	n/a	n/a	n/a
December 2024	n/a	n/a	n/a	n/a












Shopping Districts

Selected Locations

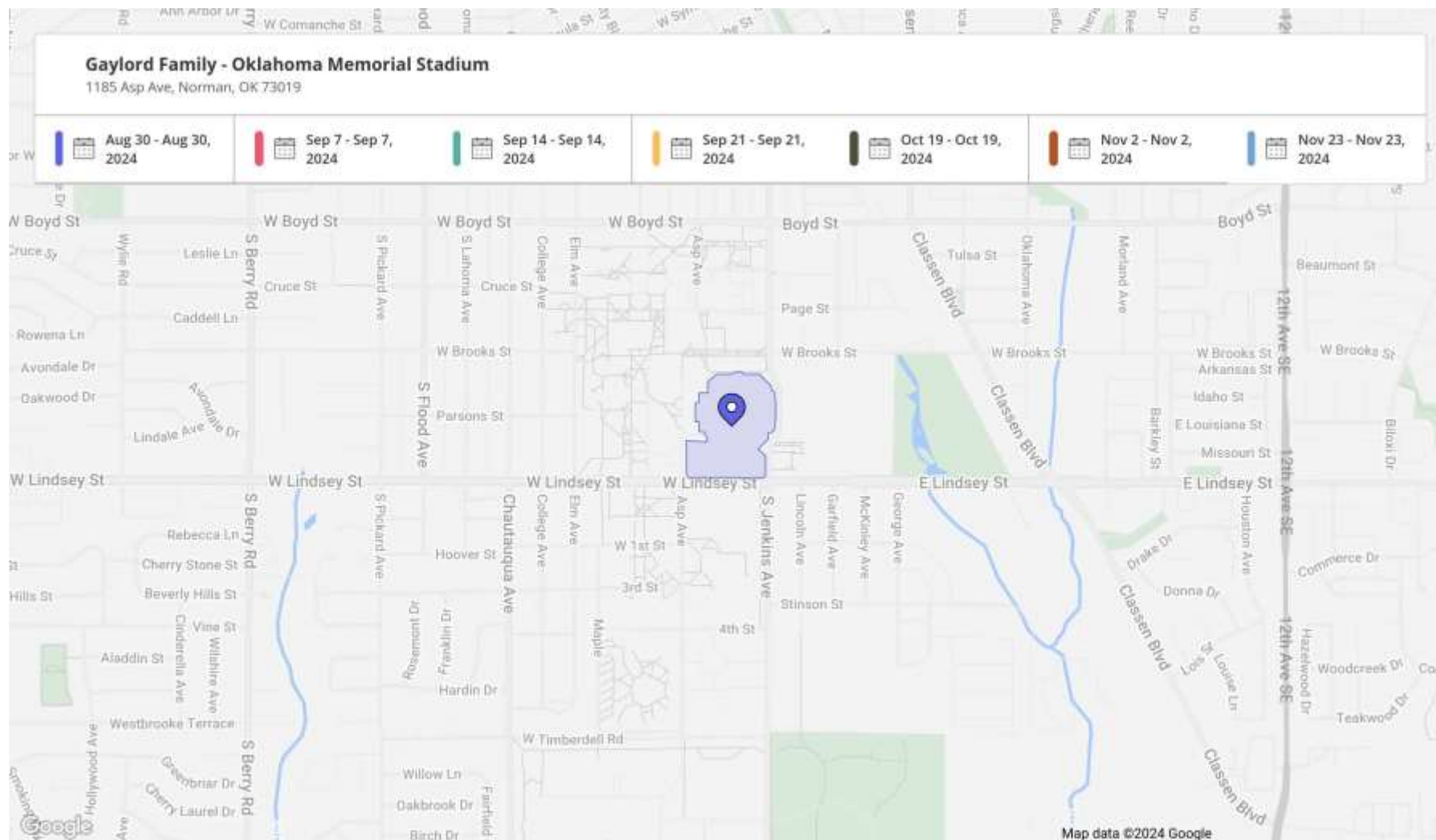


Shopping Districts

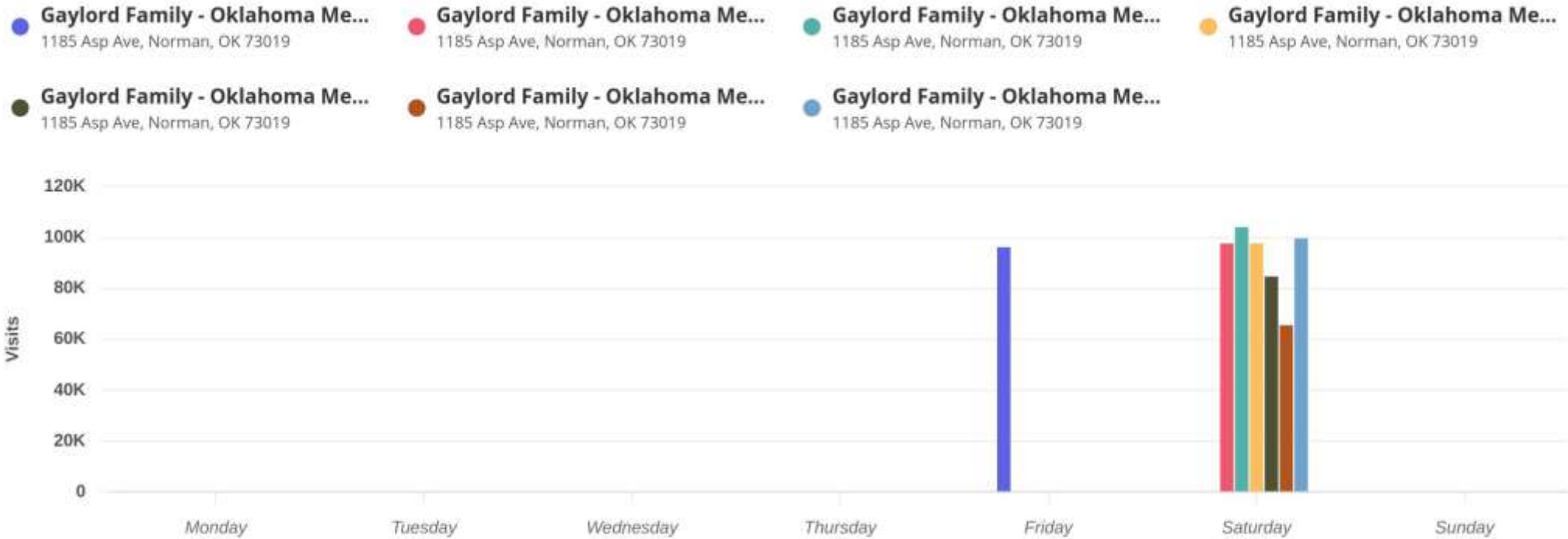
Name	Address	Visits	MoM	YoY	Yo3Y	
Sooner Mall	3301 West Main Street, Norman, OK 73072	271.73K	44.48%	-6.69%	-16.49%	
University Town Center	1690 24th Ave Nw, Norman, OK 73069	1,031.16K	12.89%	-3.25%	5.33%	
Downtown Norman	James Garner Avenue, Norman, OK 73069	210.20K	-6.95%	-5.80%	-8.70%	
Historic Campus Corner	Buchanan Avenue, Norman, OK 73069	184.35K	-46.49%	-17.86%	-4.54%	
Normandy Creek Center	2260 West Main, Norman, OK 73069	113.18K	-2.71%	-2.54%	5.58%	
West Lindsey Shopping Center	1610 W Lindsey St, Norman, OK 73069	107.26K	2.23%	-3.00%	3.36%	
Parkway Plaza Shopping Center	640 Ed Noble Pkwy, Norman, OK 73072	222.40K	26.46%	-5.35%	6.65%	
Brookhaven Village	3700 W Robinson St, Norman, OK 73074	72.63K	4.14%	-17.47%	-21.99%	
Robinson Crossing	1300 N Interstate Dr, Norman, OK 73072	103.37K	-1.25%	-7.26%	-2.97%	



2024 Oklahoma Football Season



Daily Visits



Visits

Gaylord Family - Oklahoma Memorial Stadium - Aug 30th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Sep 7th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Sep 14th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Sep 21st, 2024

Gaylord Family - Oklahoma Memorial Stadium - Oct 19th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Nov 2nd, 2024

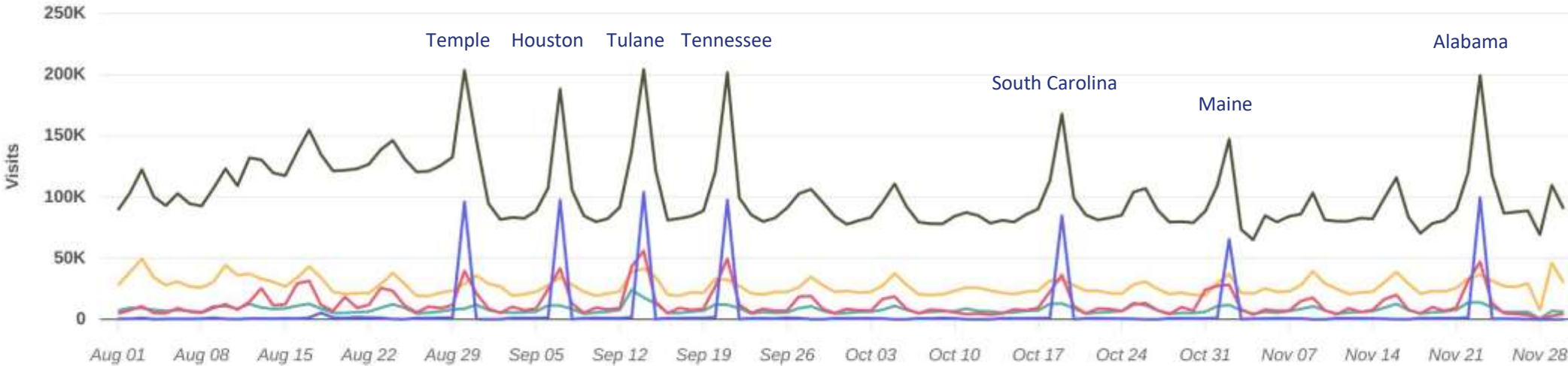
Gaylord Family - Oklahoma Memorial Stadium - Nov 23rd, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

- Gaylord Family - Oklahoma Me...**
Asp Ave, Norman, OK
- Historic Campus Corner**
Buchanan Avenue, Norman, OK
- Downtown Norman**
Garner Avenue, Norman, OK
- University Town Center**
24th Ave NW, Norman, OK
- City of Norman, OK**
East Robinson Street, Norman, OK

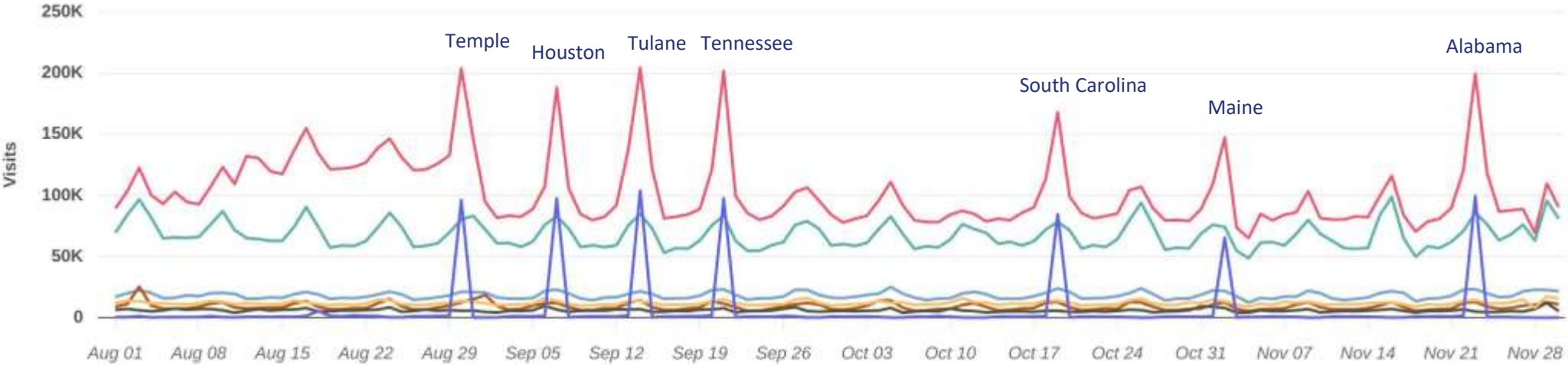


Daily | Visits | Aug 1st, 2024 - Nov 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)










Visits Trend

- **Gaylord Family - Oklahoma Me...**
Asp Ave, Norman, OK
- **City of Norman, OK**
East Robinson Street, Norman, OK
- **City of Moore, OK**
Southeast 9th Street, Moore, OK
- **Purcell**
North 9th Avenue, Purcell, OK
- **Noble**
48th Avenue Southeast, Noble, OK
- **Goldsby**
East Chestnut Road, Goldsby, OK
- **Newcastle**
South Meridian Avenue, Newcastle, OK



Daily | Visits | Aug 1st, 2024 - Nov 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Metrics	Temple	Houston	Tulane	Tennessee	South Carolina	Maine	Alabama
							
<i>Metric Name</i>	Gaylord Family - Oklahoma Memorial Stadium Asp Ave, Norman, OK	Gaylord Family - Oklahoma Memorial Stadium Asp Ave, Norman, OK	Gaylord Family - Oklahoma Memorial Stadium Asp Ave, Norman, OK	Gaylord Family - Oklahoma Memorial Stadium Asp Ave, Norman, OK	Gaylord Family - Oklahoma Memorial Stadium Asp Ave, Norman, OK	Gaylord Family - Oklahoma Memorial Stadium Asp Ave, Norman, OK	Gaylord Family - Oklahoma Memorial Stadium Asp Ave, Norman, OK
Visits	96.2K	97.6K	104.1K	97.7K	84.7K	65.5K	99.6K
Visits / sq ft	0.12	0.12	0.13	0.12	0.11	0.08	0.13
Size - sq ft	793.8K	793.8K	793.8K	793.8K	793.8K	793.8K	793.8K
Visitors	96.2K	97.6K	104.1K	97.7K	84.7K	65.5K	99.6K
Visit Frequency	1	1	1	1	1	1	1
Avg. Dwell Time	175 min	199 min	182 min	222 min	169 min	179 min	216 min
Panel Visits	10.1K	10.2K	9.9K	9.5K	8.6K	6.8K	10.2K

Gaylord Family - Oklahoma Memorial Stadium - Aug 30th, 2024
 Gaylord Family - Oklahoma Memorial Stadium - Sep 7th, 2024
 Gaylord Family - Oklahoma Memorial Stadium - Sep 14th, 2024
 Gaylord Family - Oklahoma Memorial Stadium - Sep 21st, 2024
 Gaylord Family - Oklahoma Memorial Stadium - Oct 19th, 2024
 Gaylord Family - Oklahoma Memorial Stadium - Nov 2nd, 2024
 Gaylord Family - Oklahoma Memorial Stadium - Nov 23rd, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Audience Overview

Summary

Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<div><div></div>Gaylord Family - Okla... Asp Ave, Norman, OK</div>	\$75.2K	42.4%	35.7	White (65%)	2.44
<div><div></div>Gaylord Family - Okla... Asp Ave, Norman, OK</div>	\$74.2K	41.3%	35.5	White (64.2%)	2.45
<div><div></div>Gaylord Family - Okla... Asp Ave, Norman, OK</div>	\$75.7K	42.5%	35.6	White (64.3%)	2.48
<div><div></div>Gaylord Family - Okla... Asp Ave, Norman, OK</div>	\$76.1K	43.5%	35.6	White (65.5%)	2.42
<div><div></div>Gaylord Family - Okla... Asp Ave, Norman, OK</div>	\$75.9K	42.0%	35.7	White (64.5%)	2.45
<div><div></div>Gaylord Family - Okla... Asp Ave, Norman, OK</div>	\$71.9K	39.7%	35.4	White (62.2%)	2.47
<div><div></div>Gaylord Family - Okla... Asp Ave, Norman, OK</div>	\$76.8K	43.3%	35.7	White (64.6%)	2.46

Gaylord Family - Oklahoma Memorial Stadium - Aug 30th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Sep 7th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Sep 14th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Sep 21st, 2024

Gaylord Family - Oklahoma Memorial Stadium - Oct 19th, 2024

Gaylord Family - Oklahoma Memorial Stadium - Nov 2nd, 2024

Gaylord Family - Oklahoma Memorial Stadium - Nov 23rd, 2024

Data provided by Placer Labs Inc. (www.placer.ai)

Data Source: STI: Popstats

Placer.ai



Quarterly Visitor Impact Snapshot

Dates Analyzed: **October 1st, 2024 - December 31st, 2024**





Objective

To understand who Norman's visitors are through spending habits and movement within the boundaries. This culminates into understanding visitor behaviors and personas in order to aid strategies in gaining quality visits to the community.

Date: October 1st, 2024 - December 1st

Key Insights

<div>32%</div> <div>% of Devices that are Visitors</div>	<div>10%</div> <div>% of Spend from Visitors</div>	<div>34%</div> <div>Share of Visitor Spend at Local Businesses*</div>
39% Increase from previous year	Same as previous year	6% Increase from previous year

Visitors make up a significant share of tracked observations, though their percentage of total in-market spend remained steady compared to last year. However, their **share of spending at local businesses has increased**, reflecting positive engagement with Norman’s economy.

Source: Zartico Location and Spend Data, 10/01/2024 - 12/31/2024
Local Business Spend: Share of spend that occurs at merchants not classified as Grocery Stores, Gas Stations, Discount Stores (Big Box retail), Parking lots or Fast Food restaurants. The remaining merchants are more likely to be locally owned businesses.

Visitor impact on the local economy

<div>10%</div> <div>Share of Overall Spend from Visitors</div>	<div>12%</div> <div>Share of Restaurant Spend from Visitors</div>	<div>10%</div> <div>Share of Retail Spend from Visitors</div>	<div>13%</div> <div>Share of Attraction Spend from Visitors</div>
	<div>\$76</div> <div>Restaurant Average Spend of Visitors</div>	<div>\$120</div> <div>Retail Average Spend of Visitors</div>	<div>\$34</div> <div>Attraction Average Spend of Visitors</div>

Source: Zartico Spend Data, 10/01/2024 - 12/31/2024

Who are Norman visitors?



54%
are **25 - 54** years
old



43%
have an average
household income **\$100k+**



43%
have children in
the household



Key Insights

Where were visitors from and what did they do?

- 60.9% of visitors were from **out-of-state markets**, and **top visitor origin markets** include:
 - Dallas-Ft. Worth, TX (18.7%)
 - Tulsa, OK (14.4%)
 - Oklahoma City, OK (9.8%)
- Out of the Top 10 visitation markets, visitors from the Sherman-Ada market **spend the most on average** for an average of \$176 per cardholder
 - Wichita Falls TX & Lawton OK visitors placed second for an average of \$146 per cardholder
- Visitors from Dallas, TX **visited the Campus Region** 45% more often than the average visitor
 - These visitors also **spend 24% more at Nightlife** businesses and **18% more on Food**
 - Dallas visitors are **very affluent**, with 66% having a **HHI of \$100k+**
- Visitors from Oklahoma City **visited Events pages on the website** 95% more often than the average visitor
 - They also **spend 24% more on Retail**, 7% more **on Outdoor Recreation**, and 6% more **on Food**
 - They are observed at University Town Center 68% more often than the average visitor
- Visitors from Tulsa, OK **visited North Central Norman** 17% more and the **Campus** 36% more

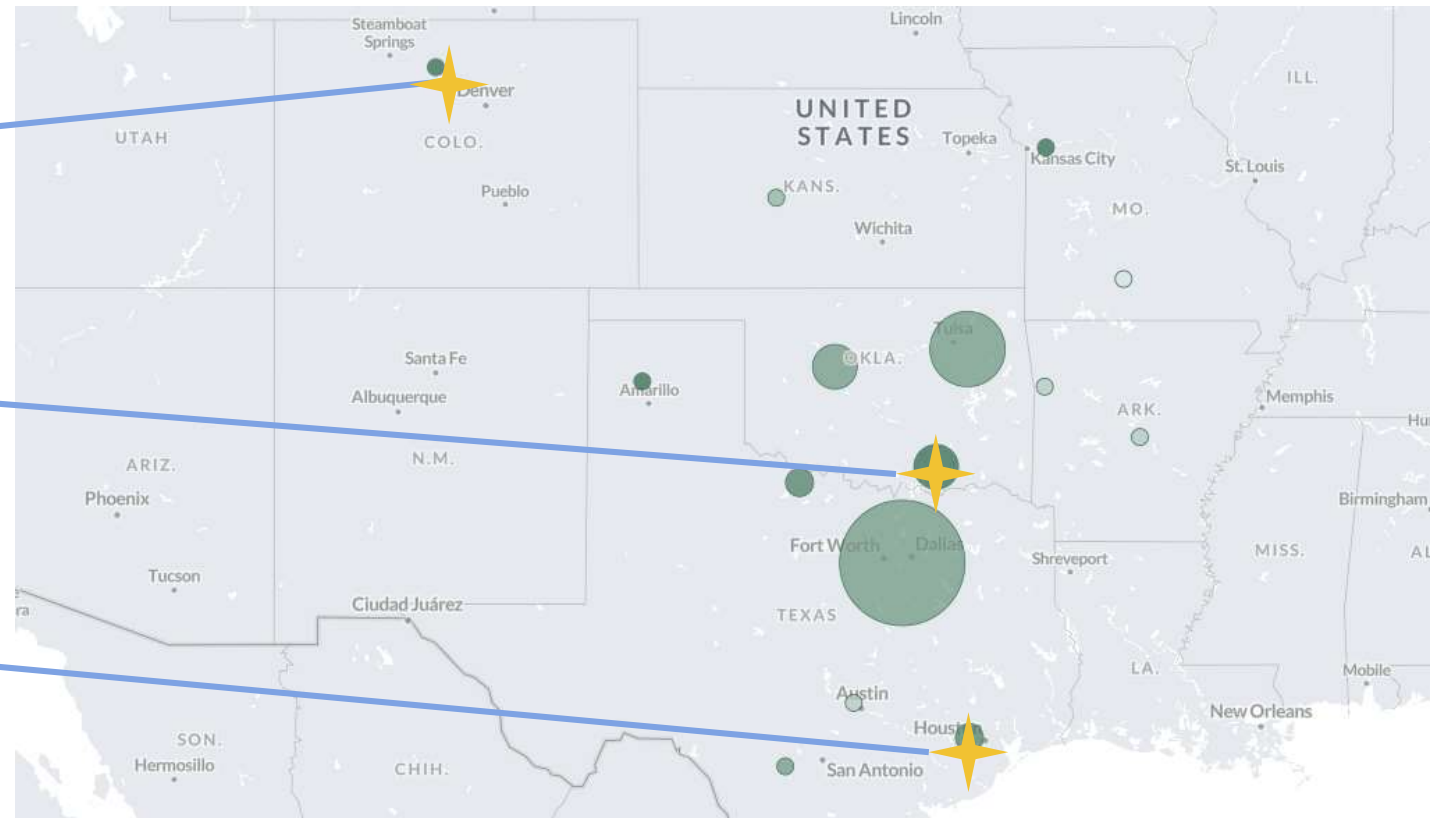
Where are visitors from?

62.3% of visitors are from **out-of-state**

Denver, CO visitors spend \$188 on average, accounting for 1.3% of total visitation

Sherman-Ada, OK visitors spend \$176 on average, accounting for 9.5% of visitation

Houston, TX visitors represented 3.7% of visitation and spend \$150 on average



Lodging Performance in Q4

Lodging performance in Q4 showed positive growth, with increases in key metrics such as Hotel Average Stay Value, Hotel Occupancy, and Hotel ADR. Most KPIs saw improvements, though the average length of stay for short-term vacation rentals (STVR) declined slightly.

Hotel Avg. Stay Value

\$247

9% % Change
\$226 Previous Year

STVR Avg. Stay Value

\$582

5% % Change
\$555 Previous Year

Hotel Avg. Length of Stay

1.8 days

3% % Change
1.7 days Previous Year

STVR Avg. Length of Stay

3.1 days

-5% % Change
3.3 days Previous Year

Hotel Occupancy

53%

10% % Change
49% Previous Year

Hotel ADR

\$139

5% % Change
\$131 Previous Year

Hotel Demand

57.1 K

9% % Change
52.5 K Previous Year

Hotel RevPAR

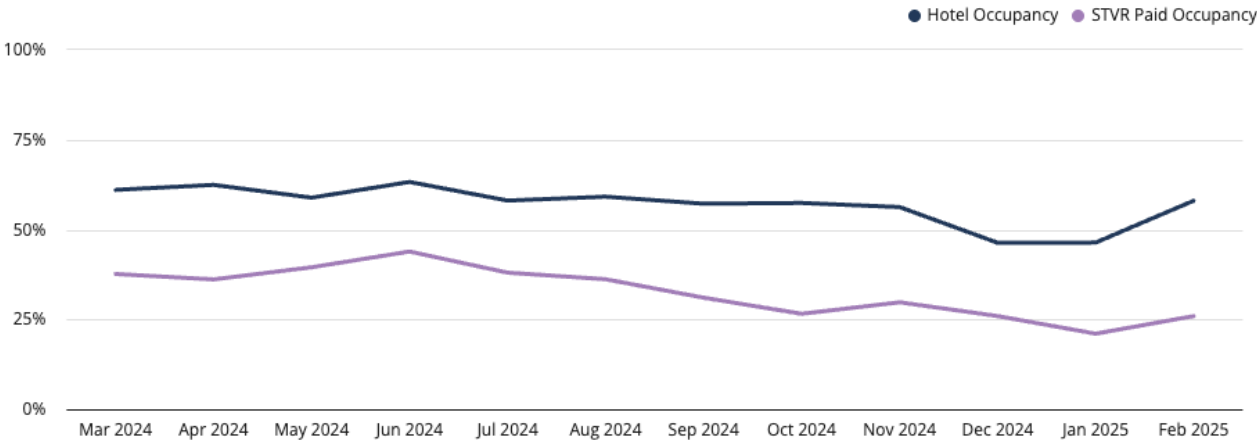
\$74

16% % Change
\$64 Previous Year

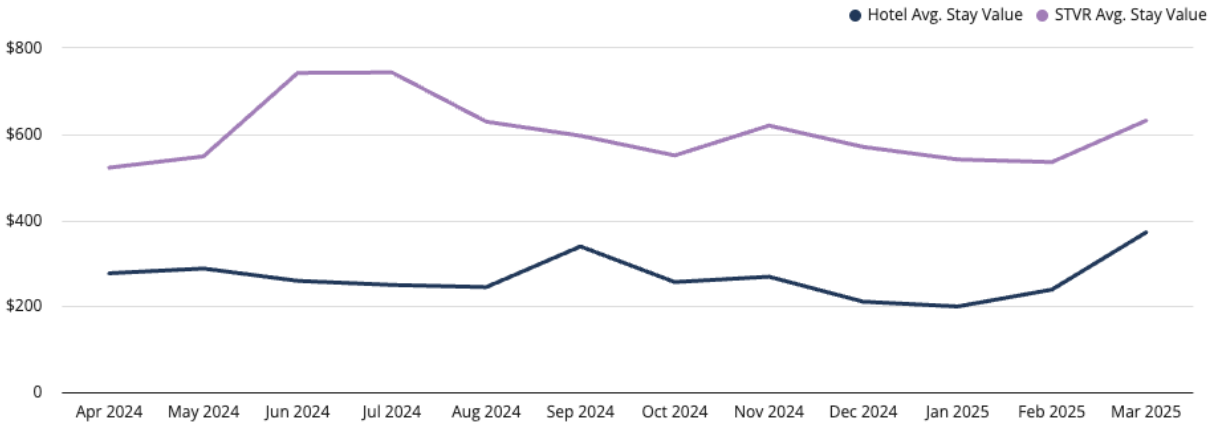
Lodging Performance

Below you will find Occupancy Trends by Month and Average Stay Value by Month. Notice the **strong increase in STVR stay value** during the summer months

Occupancy Trends By Month



Avg. Stay Value by Month



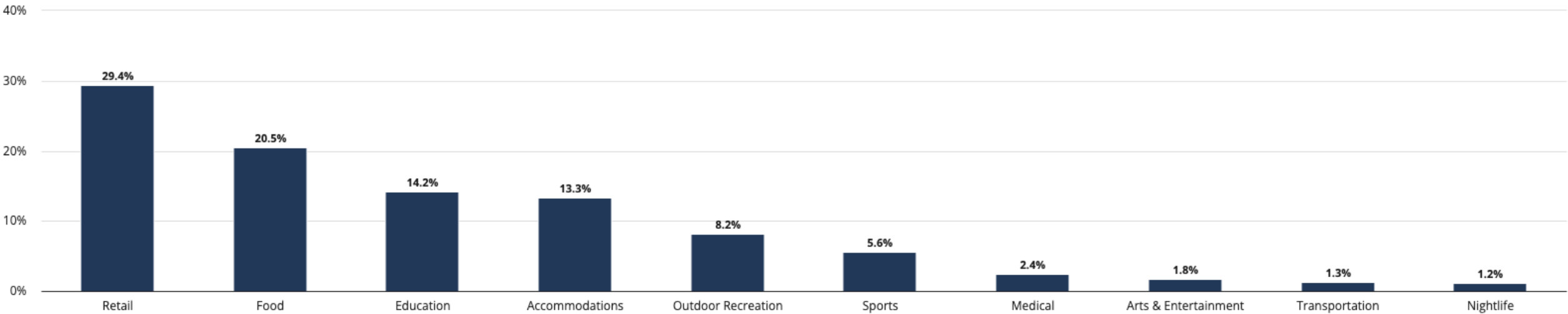
Source: Zartico Lodging Data

Where are visitors going by POI Category?

Retail, Food, and Education drive the highest share of visitor observations in ***Norman***

% of Visitation by Point of Interest Category

% of Visitors by Category

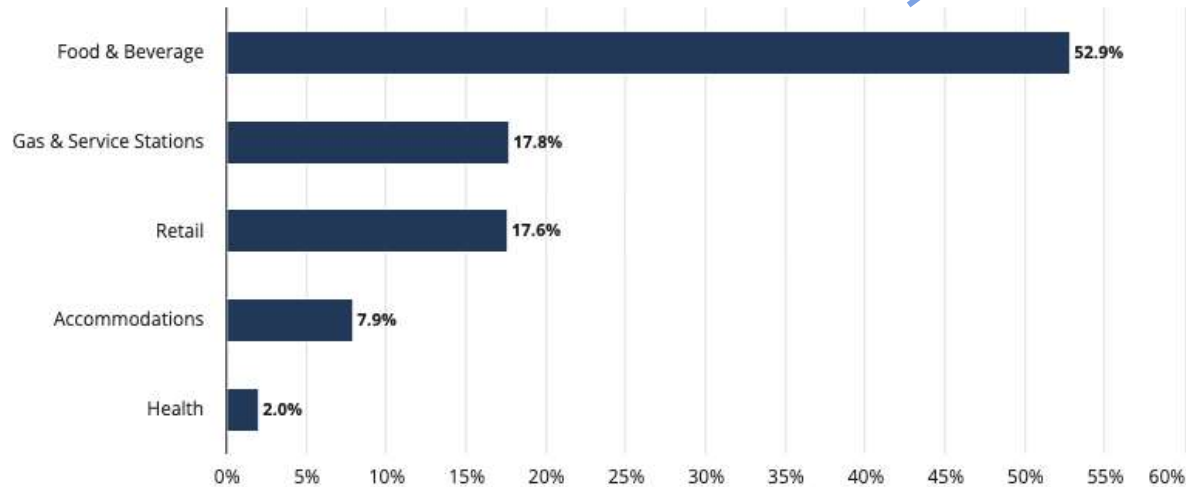


Where are visitors spending their money?

Visitors in Norman spend the majority of their dollars at Food & Beverage establishments, accounting for **over half (52.9%) of all visitor spending** – significantly higher than the national average of ~40%. Meanwhile, visitor spending at accommodations is **\$241 per visitor**, making it the highest average spend per category, followed by retail and food & beverage.

Share of Wallet

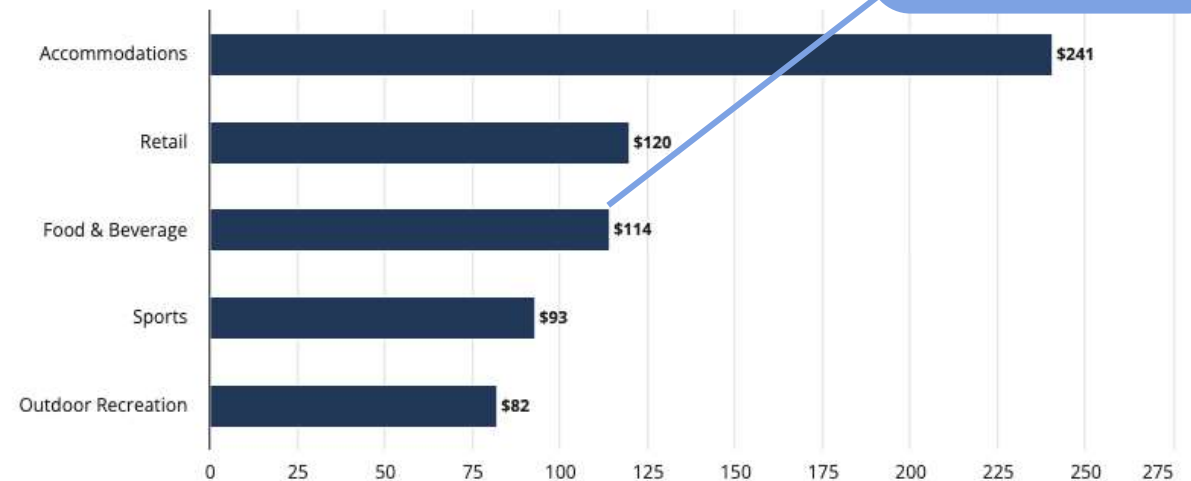
% of Visitor Spend by Category



This is significantly higher than most destinations, as the average tends to be ~40%

Average Visitor Spend by Category

Avg. Visitor Spend by Category



The average spend at Food & Beverage categories is significantly higher than average, usually in the \$70-80 range

Marketing Opportunities

Origin Markets

*Future marketing efforts likely should be focused on maximizing **out-of-state visitation**, as nearly 61% of visitors are **not** from the state of Oklahoma.*

Persona

*Visitors tend to have higher incomes and a high children in-household percentage - indicating an **affluent family persona***

Content & Creative

*Simply put, **Retail drives visitation**. This is an opportunity for alignment and content creation.*

***The University of Oklahoma is also a major tourist driver** - This could be used in future creative executions and marketing content.*

Thank You!

VISIT
NORMAN