

VisitNorman Strategic Plan: Fiscal Year 2026

Introduction

VisitNorman, the official destination marketing organization for Norman, Oklahoma, is committed to enhancing tourism, economic impact, and community engagement through strategic initiatives. The Fiscal Year 2026 (FY26) Strategic Plan outlines a comprehensive approach to marketing, group sales, and sports tourism, positioning Norman as a premier destination for visitors, events, and meetings. This plan integrates key components from the marketing and communications program, sports commission efforts, and group sales strategy to ensure cohesive and effective execution.

Marketing & Communications Strategy

FY26 will be a transformative year for VisitNorman, focusing on building a content-driven marketing strategy, optimizing paid media, and expanding regional and national visibility. Our initiatives will align with industry best practices, leveraging visitor data from Zartico, enhancing our new website (launching in Q2), and refining our paid media efforts to increase overnight stays and visitor engagement.

Key Priorities

- Build a strategic content ecosystem (blogs, social media, email, and user-generated content tools).
- Optimize paid media strategy through search marketing, social advertising, and streaming video.
- Expand public relations and editorial outreach to secure more media placements.

- Strengthen business and sports tourism development through targeted resources and direct engagement.
- Increase regional and drive-market promotions to encourage overnight stays and extended visits.

Tactical Approach

- **New Website Launch** (Q2) with improved SEO, content hubs, and mobile-friendly experiences.
- **Expanded Visual Asset Library** to provide updated photo and video content.
- **Paid Media Optimization**, including SEM, social campaigns, and new ad placements (CTV, DOOH, etc.).
- **Public Relations & Brand Visibility**, leveraging partnerships with OTRD and TravelOK.
- **Sports Tourism Promotion**, collaborating with Sooner Sports and event organizers.
- **Regional & Seasonal Marketing**, emphasizing drive-market strategies and influencer collaborations.

Performance Metrics

- Website engagement & referral traffic
- Conversion rates on paid media
- PR & earned media placements
- Social media engagement & follower growth
- Business and sports tourism bookings

Sports Tourism & Norman Sports Commission Strategy

Event Growth & Development

- **Fury Half Marathon (Year 2)**: Expand participation and enhance the event experience.

- **Maverick Criterium Race (Year 2):** Increase racer and spectator engagement.
- **Norman Sports Hall of Fame (Inaugural Year):** Establish an annual event recognizing local sports figures.

Economic Impact & Tourism Growth

- Increase overnight stays associated with sports events.
- Collaborate with hospitality and tourism partners to enhance visitor experience.
- Position Norman as a premier destination for regional and national sporting events.

Sponsorship & Financial Sustainability

- Expand regional sponsorship engagement.
- Develop structured sponsorship packages.
- Optimize costs through strategic partnerships.

Community & University Engagement

- Strengthen collaboration with the University of Oklahoma and local businesses.
- Expand volunteer opportunities and student involvement.
- Attend key industry conferences such as Connect Marketplace and TEAMS Conference.

Group Sales & Meetings Strategy

Sales Growth & Buyer Engagement

- Strengthen Norman's position as a premier host city for meetings and group events.
- Attend key industry conferences, including OSAE Annual Conference and ABA Marketplace.

- Drive increased motorcoach tour traffic to Norman hotels and attractions.

Economic Impact & Tourism Growth

- Increase overnight stays linked to local events and festivals.
- Collaborate with local hospitality and tourism partners to enhance visitor experience.
- Position Norman as a top destination for state, regional, and national conferences.

Sponsorship & Financial Sustainability

- Expand engagement with meeting & event buyers.
- Foster collaborations with statewide organizations to increase Norman's exposure.
- Optimize costs through vendor collaborations and multi-year agreements.

Community & University Engagement

- Strengthen partnerships with the University of Oklahoma and community organizations.
- Actively participate in Norman's Legacy Rotary and Aviation & Transportation Committee.

Conclusion

VisitNorman's FY26 Strategic Plan is designed to drive growth in tourism, economic development, and community engagement. By leveraging data-driven marketing strategies, expanding sports and group tourism efforts, and strengthening community partnerships, we aim to position Norman as a leading destination for visitors, events, and conferences. This unified strategy will ensure sustainable success and increased visibility for Norman in the competitive tourism landscape.