

VISIT NORMAN

FISCAL YEAR 2022

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2021

Fiscal Year 2022 VisitNorman Executive Board

Chair: Amish Zaver
Vice Chair: James Howard
Treasurer: Scott Kovalick
Past Chair: Kyle Allison

Fiscal Year 2022 VisitNorman Board of Directors

Amber Beutler	Emily Chancellor
Carol Dillingham	Caitlin Fournier
Steve Gillis	Angel Green
Helen Green	Jerry Hatter
Mandy Haws	Amy Million
Wes Moody	

Fiscal Year 2022 VisitNorman Ex-Officio Members

Brenda Hall, City of Norman
Lee Hall, Norman City Council Member
Lawrence McKinney, Norman Economic Development Coalition
Scott Martin, Norman Chamber of Commerce



Fiscal Year 2022 VisitNorman Staff

Dan Schemm
Executive Director

Trent Brown
Sales Manager & videographer

Taylor Mauldin Wagner
Sales & Special Event Manager

Stefanie Brickman
Communications Manager

Ryan Smith
Digital Media Coordinator

The VisitNorman Fiscal Year 2022 Semi-Annual Report details the time period of July 1 through Dec. 31, 2021.

What a difference a year makes! At the midpoint of Fiscal Year 2021, we reported significant decreases across our Key Performance Indicators. However in this report, we are able to share increases.

Significant (more than 50 percent) increases include:

- Potential room nights
- Marketing impressions
- Advertising equivalency
- Unique visits to VisitNorman.com
- User sessions to VisitNorman.com
- Page views on VisitNorman.com

Both the occupancy rate and the average daily rate increased by 34 and 29 percent respectively.

The staff addition of our digital media coordinator has spiked both our YouTube and Instagram impressions; the Instagram impressions tripled and the YouTube views jumped nearly tenfold.

Dan Schemm
VisitNorman Executive Director

VISIT NORMAN

FISCAL YEAR 2022

SEMI-ANNUAL REPORT

JULY 1-DEC. 31, 2021

	Six months ending Fiscal Year 2018	Six months ending Fiscal Year 2019	Six months ending Fiscal Year 2020	Six months ending Fiscal Year 2021	Six months ending Fiscal Year 2022
Leisure Travel Advertisement & Communication					
Number of programs	284	207	118	114	171
Number of gross impressions	9,425,607	11,256,328	10,248,056	10,722,971	19,693,769
Visitor Guides distributed	10,587	10,205	9,419	3,000	3,282
Unique visits to VisitNorman.com	42,195	51,541	80,422	45,634	89,793
Leisure Travel Media Relations					
Media Placements	301	310	331	137	162
Number of impressions	219 million	116 million	154.9 million	13.63 million	205 million
Advertising equivalency	\$168,530.00	\$1,160,658.94	\$1,178,499.40	\$210,784.39 ¹	\$313,947.11
Convention/Sports Performance Measures					
Number of Qualified Leads	38	40	56	13	17
Number of potential room nights	19,641	24,012	20,219	2,182	3,947
Number of bookings	7	11	13	0	1
Booked room nights	7,796	5,236	9,934	0	2,400
Number of groups serviced	21	11	17	2	5
Visitor Volume Measures					
Bureau expenditures	\$435,534.22	\$500,330.01	\$499,975.65	\$493,710.74	\$547,740.57
Occupancy of hotels, motels & B&Bs	55.06%	60.40%	58.98%	41.58% ²	55.57%
Average daily rate	\$88.02	\$82.23	\$88.79	\$75.84	\$97.78
Transient Guest Tax collection	\$1,000,402.54	\$921,181.00	\$958,310.79	\$521,895.00	\$907,309.00
Sales tax collection	\$36,198,081.06	\$27,983,134.00	\$31,445,872.64	\$39,862,202.00	\$36,046,197.00

¹ Certified Audit reflects annual increase in impressions for media outlets

² Number of properties included in the report did not remain constant in FY21 for an exact equal comparison

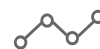
FY22 SEMI-ANNUAL REPORT BY THE NUMBERS

\$253 million
Travel spending in Norman

\$9.2 million
Local tax revenue from tourism

3,900
Tourism Industry Employees in Norman

SOURCE: DEAN & RUNYON ASSOCIATES FOR OKLAHOMA TRAVEL AND RECREATION
DEPARTMENT, JAN. 2020 REPORT (BY HOUSE DISTRICTS 44, 45 & 46)



KEY PERFORMANCE INDICATOR INCREASES

Increase in the number of estimated lead nights sent to partners

80.8%

Increase in the amount of Qualified Leads sent to partners

30.7%

Increase in the average daily rate

28.9%

83%

Increase in marketing impressions

49%

Increase in advertising equivalency