

1. Call to Order and Approval of Minutes – Candace Vioxx
 - a. Motion to approve. Seconded. Approved.
2. Tourism Manager Report (Sent by email) – Karen Tindal
 - a. No questions
3. Tourism Audit and Assessment Plan Work Session – Steve Chandler and Greg Fuson, Chandler Thinks
 - a. Chandler Thinks presented their assessment based on stakeholder interviews conducted in Phase 2 and 3 of their audit/assessment plan.
 - i. Review of Main Assets, Manufactured Fun Assets, Arts/Culture Assets, Historical Assets, Food/Drink Assets, Festival/Event Assets.
 - ii. Facilitated group discussion and SWOT Analysis of goals exercise.
 1. Emphasis on education/training of area hospitality staff and education for the community on the value of tourism.
 2. Tourism is all about relationships.
 3. Own your strengths (i.e. be the BEST shopping area you can be)
 4. Redirect marketing from community focused to visitor focused.
 5. Consider feasibility studies such as a Sports or Entertainment Feasibility Study (or committee) to determine if we can support such facilities and if they make financial sense.
 - b. Karen will provide Chandler Thinks' presentation slide deck as an attachment to these minutes for detail.
4. Other Business
 - a. Visit Farragut Hospitality Luncheon is on May 24. Please attend. Mark Grenier from TOPGOLF is the featured speaker.

Meeting Adjourned 9:52am.

TVAC Meeting Schedule

▪ July 19, 2022

Visit Farragut

Tourism Audit and Assessment Plan

Board Planning Session



CHANDLERTHINKS

May 2022

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Project Goals and Objectives

The primary goals/objectives to be achieved by this Tourism Audit and Action Plan is to:

1. Learn and assess the current state of the Visit Farragut tourism market
2. Understand tourism from CVB staff and tourism stakeholders
3. Review of organizational goals, previous research, and current messaging
4. Development of a tourism action plan

Tourism 101



Tourism is about:

Heads in Beds



Cheeks in Seats



Feet on the Floor



Fuel in the tank



KEY QUESTIONS FOR TOURISM:

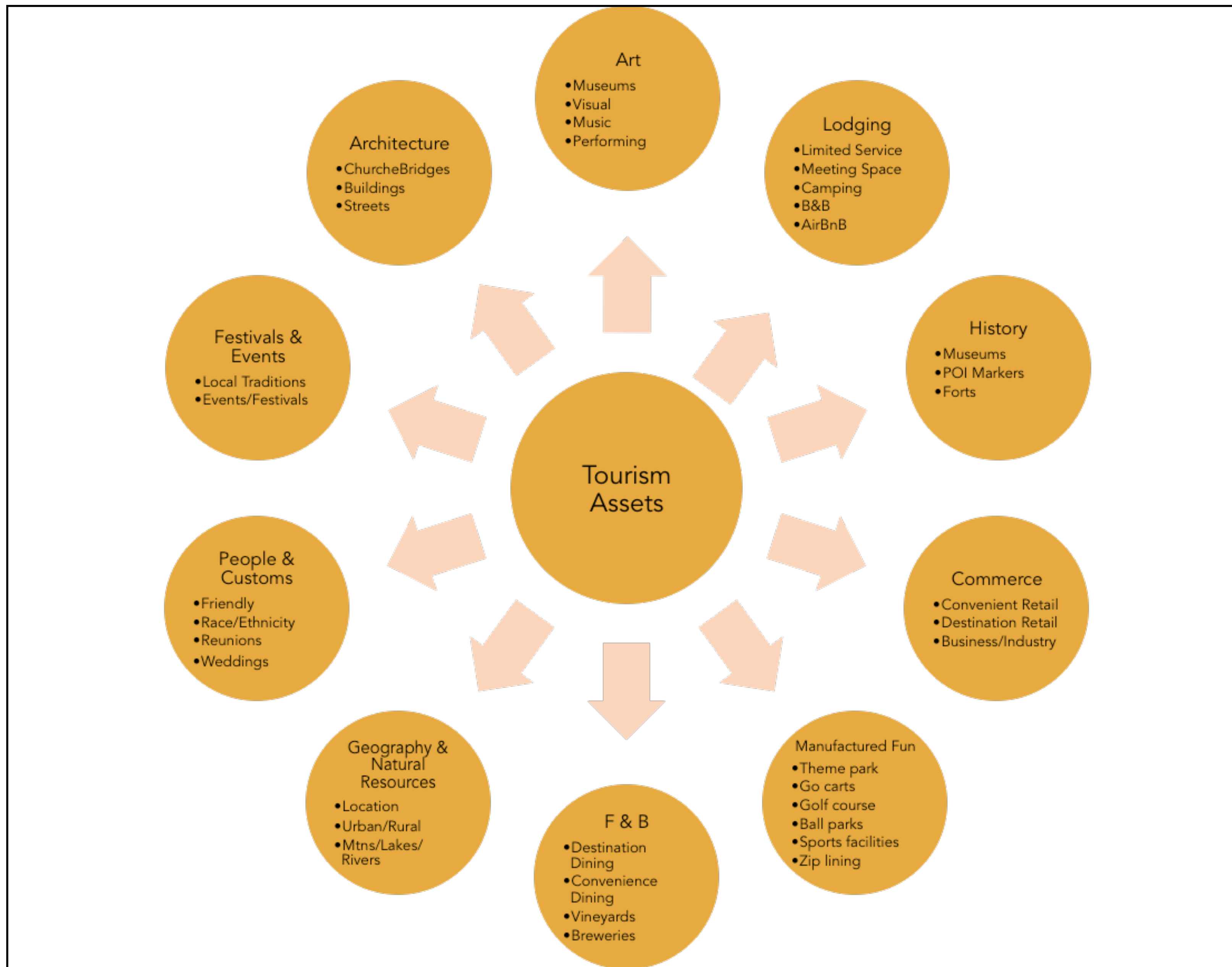
WHAT MAKES FARRAGUT WORTHY OF A STOP?

WHAT IS THE FARRAGUT VISITOR EXPERIENCE?



Tourism is ***BIG BUSINESS!***





Direct Spending

Sales Tax Generation

Local Tax Relief



Tourism can be big business.

Neighboring county comparison based on direct tourism spending as reported by the State of Tennessee.

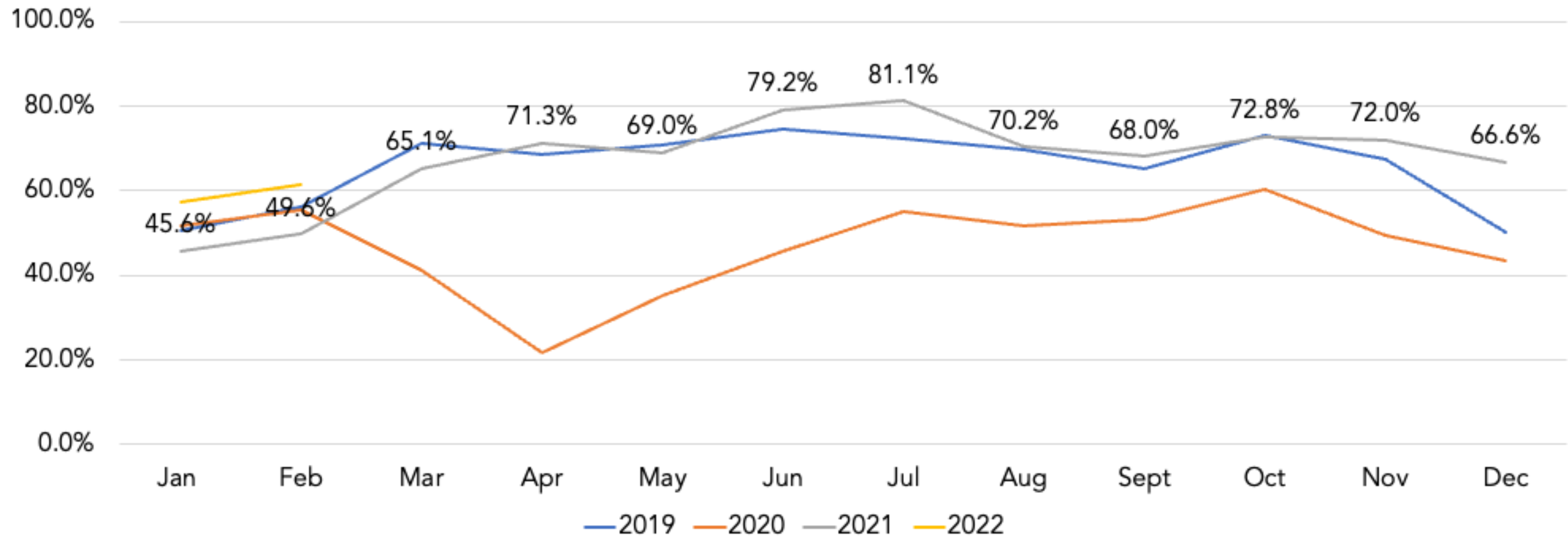
	Roane	Loudon	Anderson	Blount	Knox
Direct Tourism Spending	\$51.4 Million	\$62.73 Million	\$117.9 Million	\$337 Million	\$1,165 Billion
Direct Local Sales Tax Revenue	\$2.07 Million	\$2.18 Million	\$4.47 Million	\$10.85 Million	\$38.79 Million

Source:TDTD Economic Impact of Travel County Snapshot -2020

Hotel Occupancy



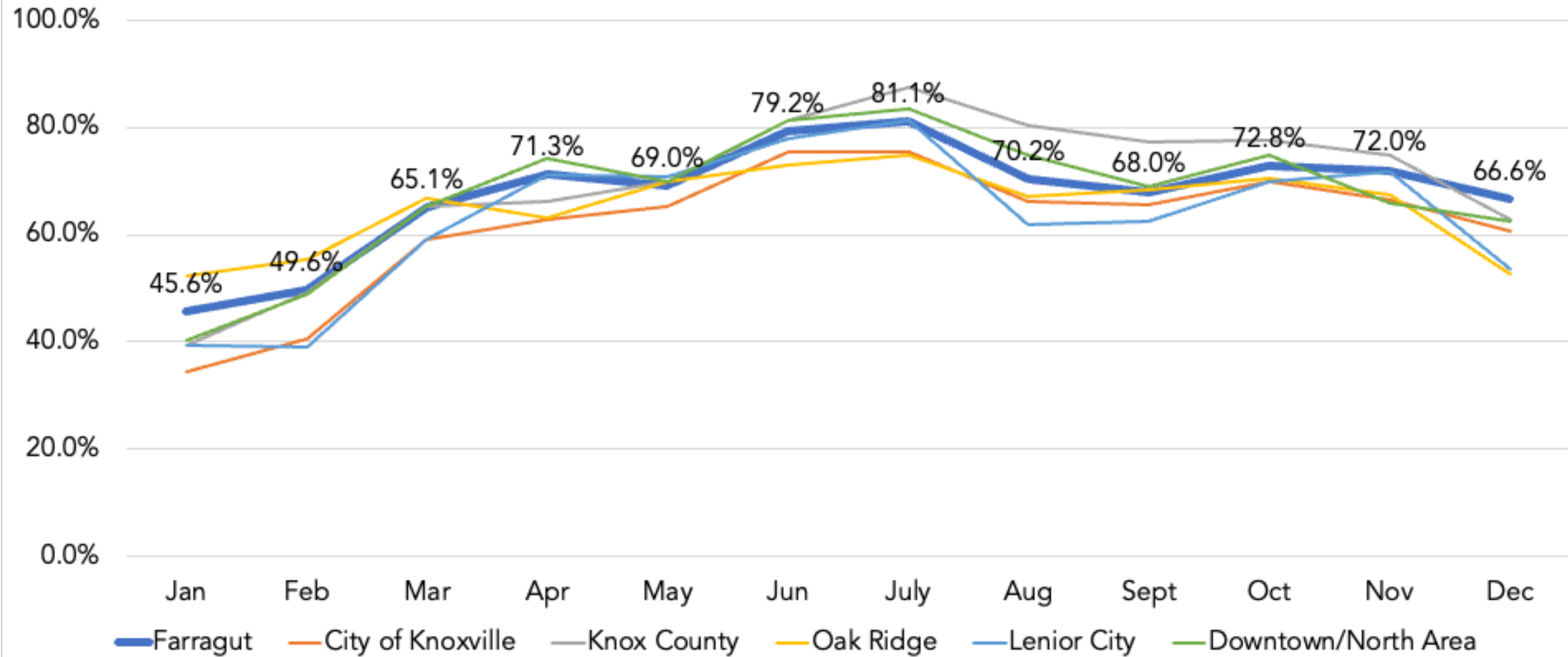
Farragut Occupancy Comparison 2019-2022



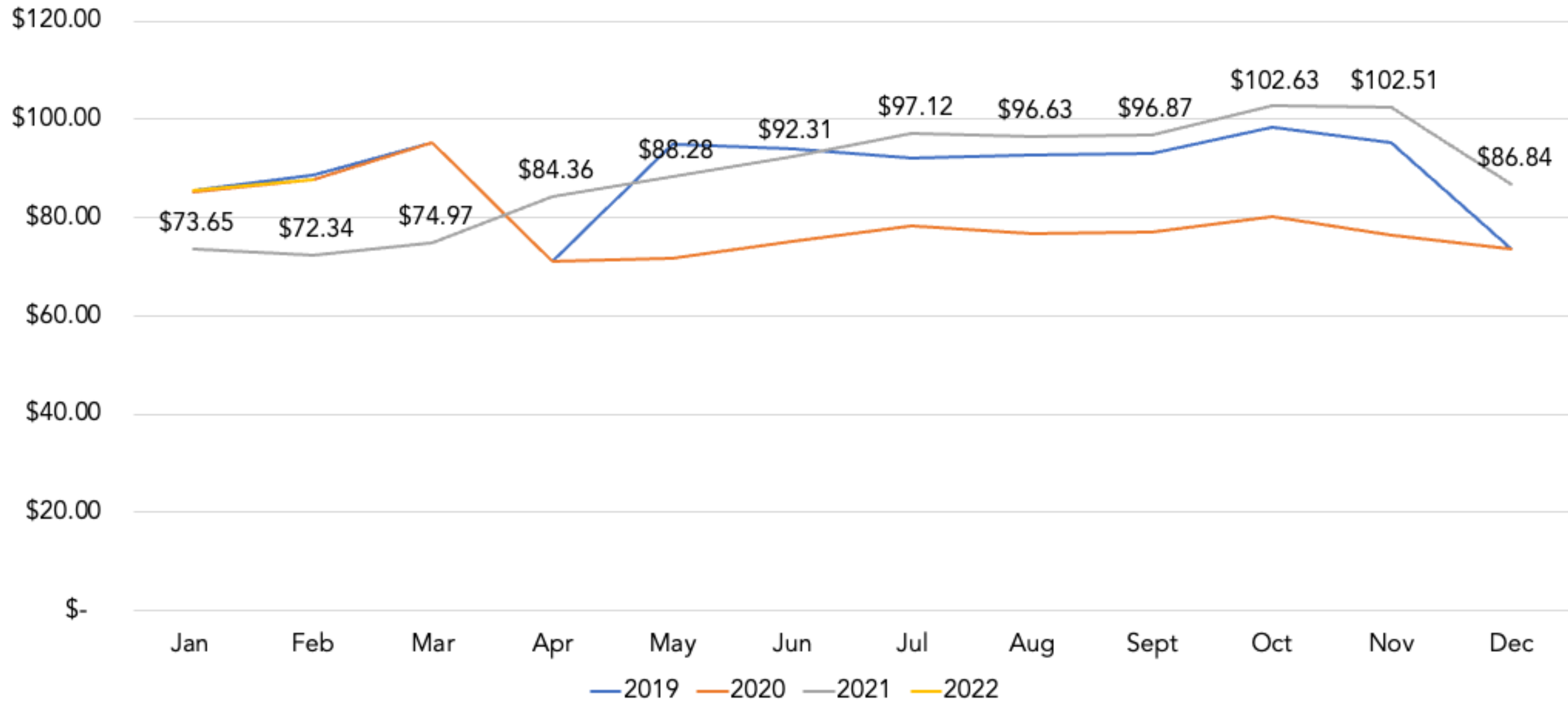
Source: STR STAR Reports provided by Visit Farragut



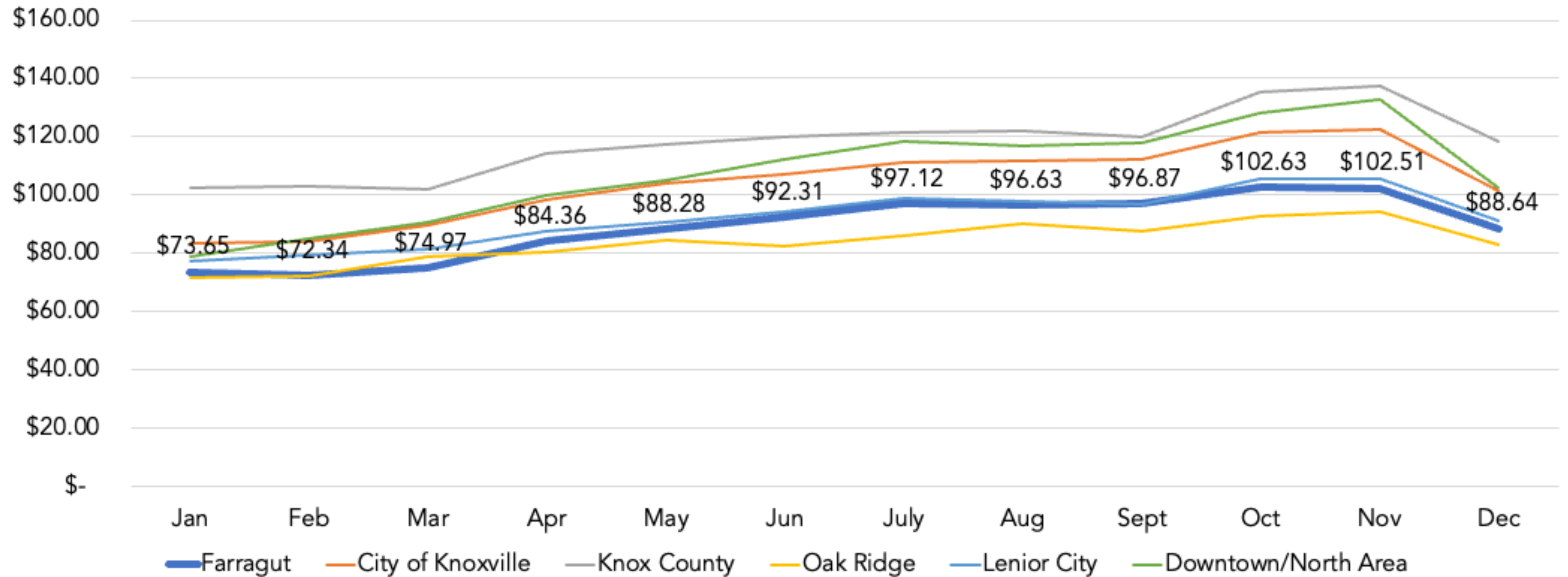
Neighboring Markets
Occupancy Rate Comparison - 2021



Farragut
ADR Comparison 2019-2022



Neighboring Markets Average Daily Rate Comparison - 2021



If you are going to make tourism real
You have to make it real!



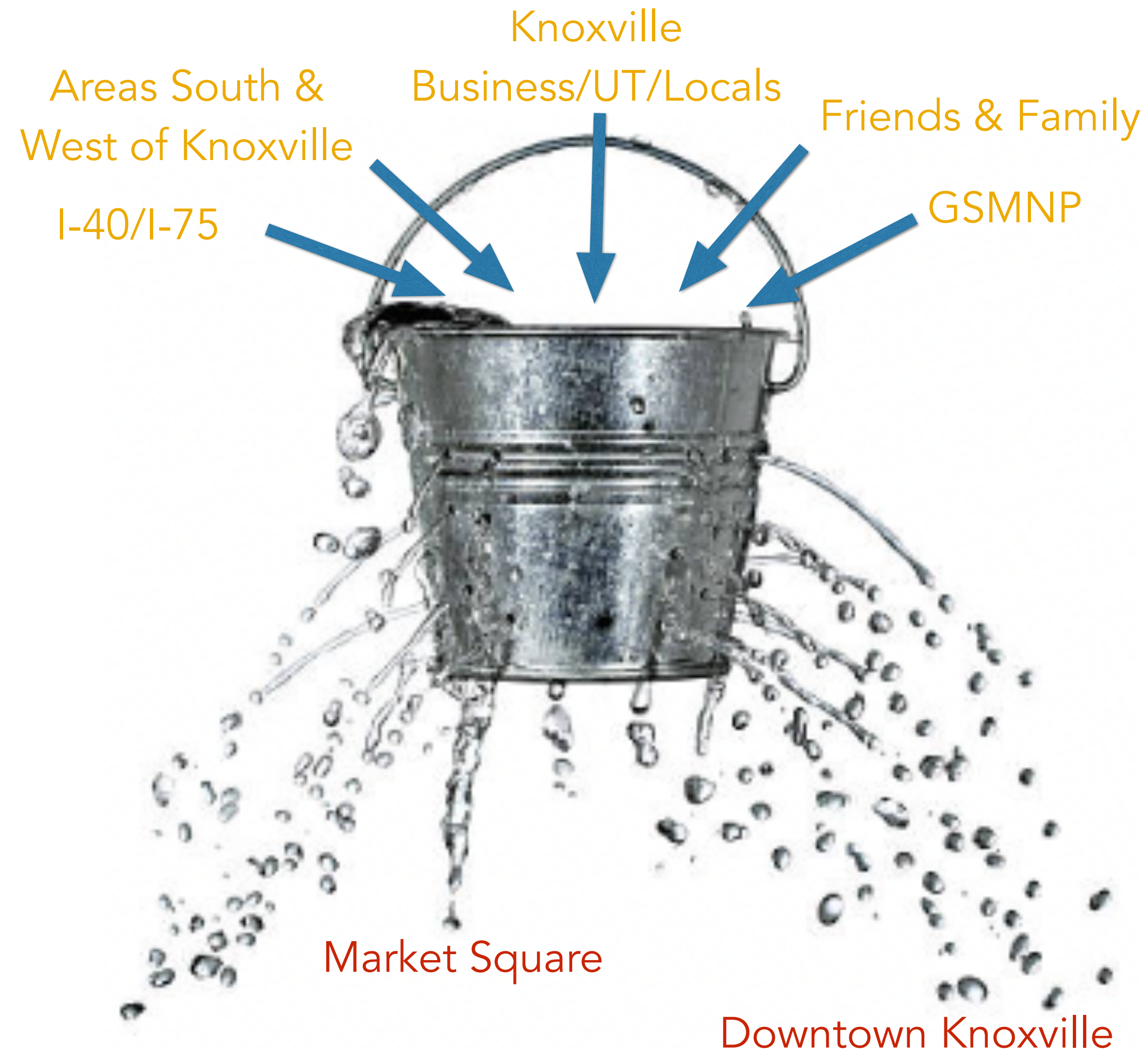
Make it real through responsibility (people)
and revenue (dollars).



In-Market Observations



Tourism Bucket



Lodging Assets

Main tourism assets:

- Hampton Inn
- Holiday Inn Express
- Staybridge Suites
- Comfort Inn & Suites
- Fairfield Inn
- Country Inn & Suites
- Super 8
- Clarion Inn & Suites

Challenges:

- Confused with Knoxville and being overlooked.

Opportunities:

- Be in the lodging conversation when visiting Knoxville.



Shopping Assets

Main tourism assets:

- Turkey Creek shopping and brand recognition
- Pinnacle at Turkey Creek
- The Shoppes at Homespun
- Amish Elegance of Knoxville

Challenges:

- Two-thirds of Turkey Creek is in Knoxville.

Opportunities:

- Be the “Best Shopping” in East Tennessee.



Natural Assets

Main tourism assets:

- Tennessee River
- Great Smoky Mountains
- Concord Park

Challenges:

- The natural assets you benefit from are outside of Farragut city limits.

Opportunities:

- Create a partnership with Outdoor Knoxville to elevate your bike trails and parks.



Manufactured Fun Assets

Main tourism assets:

- University of Tennessee
- Top Golf (coming 2022)
- Willow Creek Golf Course
- Youth Sports
- Light the Park
- Putt-Putt Golf & Games

Challenges:

- The big assets are outside of Farragut (i.e. UT). Top Golf will be a game changer for Farragut.
- Losing some youth sports events to Pigeon Forge and Gatlinburg due to field availability.

Opportunities:

- Develop an entertainment district around Top Golf that includes restaurants and retail.



Arts & Cultural Assets

Main tourism assets:

- No main tourism assets in arts and culture were identified other than Cotton Eye Joe's. These would be things such as Children's Museum, a zoo, Sunsphere or symphony-performing arts venues.

Challenges:

- Development of these assets compete against Knoxville.

Opportunities:

- These type of assets fit well with the affluent lifestyle of Farragut residents.
- Consider assets that benefits both the community lifestyle and visitor spending (i..e amphitheater)

Historic Assets

Main tourism assets:

- Farragut Museum
- Campbell Station Inn
- Admiral Farragut Plaza
- Civil War Trail Historical Marker

Challenges:

- Current historic assets are non-revenue generating assets.
- Assets probably mean something to residents but not necessary attractive to visitors.
- Front desk of hotel response to all four assets mentioned above, “I’ve never heard of any of those and no one has ever ask me in the past year I’ve worked here”.

Opportunities:

- Train front-line employees of Farragut’s historical assets.



Food and Drink Assets

Main Food & Drink assets:

- Daddy Mac's
- Seasons Innovative Bar & Grille
- Admirals Pub
- Water into Wine
- Mind your P's and Q's
- 35 North
- Apple Cake Tea Room
- Little Joe's Pizza
- Buttermilk Sky Pie Shop

Challenges:

- Compete with Knoxville and especially Market Square

Opportunities:

- Create a front-line training program so visitors are sent local not to Knoxville.

Festival & Event Assets

Main tourism assets:

- Movies at McGill Park
- Musicfest at West End
- Lawn Chair Concert Series
- Light the Park

Challenges:

- These festivals and events are directed toward residents more than visitors.

Opportunities:

- Expand your festival and event offerings to a much larger radius.



SWOT Analysis



SWOT Analysis



Observations



Things to Consider

Let Knoxville market the hotels.

- \$4 million going out to market Visit Knoxville as a destination.
- Let them put heads in beds and Farragut tourism focus on capturing as much of their overnight dollars as possible.

Things to Consider

Travelers are looking for Knoxville hotels, not Farragut.

All keywords: 3,551 Total volume: 149,850 Average KD: 39%			
☐	Keyword	Intent	Volume
☐	+ hotels in knoxville tn >>	C	14,800
☐	+ hotels knoxville tn >>	C	9,900
☐	+ knoxville tn hotels >>	C	9,900
☐	+ knoxville hotels >>	C	8,100
☐	+ hotels in knoxville tennessee >>	C	6,600
☐	+ hotel in knoxville tn >>	C	3,600
☐	+ hotels knoxville tennessee >>	C	3,600
☐	+ knoxville tennessee hotels >>	C	3,600
☐	+ downtown knoxville hotels >>	T	2,900
☐	+ hotel knoxville tn >>	C	2,900

All keywords: 238 Total volume: 1,990 Average KD: 24%			
☐	Keyword	Intent	Volume
☐	+ farragut tn hotels >>	C	320
☐	+ hotels in farragut tn >>	C	320
☐	+ hotel farragut >>	C	140
☐	+ hotels near farragut tn >>	C	110
☐	+ hotels farragut tn >>	C	90
☐	+ hotels in farragut tennessee >>	C	90
☐	+ farragut hotel knoxville tn >>	T	50
☐	+ farragut hotel rye nh >>	I	50
☐	+ holiday inn express hotel & suites knoxville farragut >>	I T	50
☐	+ hotels farragut tennessee >>	n/a	50



Things to Consider

Farragut tourism's resources should be focused on maximizing tourism spending beyond heads in beds by:

- Better hospitality training.
- Programs and promotion of dining, entertainment and shopping for Farragut lodging guests. Feed the sales tax beast.

Things to Consider

Focus on building the TOURISM value and relationship among community leaders, tourism stakeholders and residents.

Strong relationship = Higher value.

- Hotels, staff front-line program; Farragut front-line Admiral.
- Show them results
- **Continue** developing a strong/close relationship with Visit Knoxville and surrounding CVBs.

Things to Consider

Own your strength. Be the **BEST** shopping in East Tennessee you can be!



Things to Consider

Intercept pass-throughs for discretionary spending on gas, food, shopping and more.

- Geotargeted digital advertising
- Digital ads while trip planning
- Outdoor boards
- Be the Knoxville-Knox County Welcome Center?

Memphis/Shelby County Welcome Center



Things to Consider

Redirect marketing from community focused to visitor focused.



Source: Knoxville Visitors Guide page 14

Things to Consider

Educate the community on the value of tourism.



Things to Consider

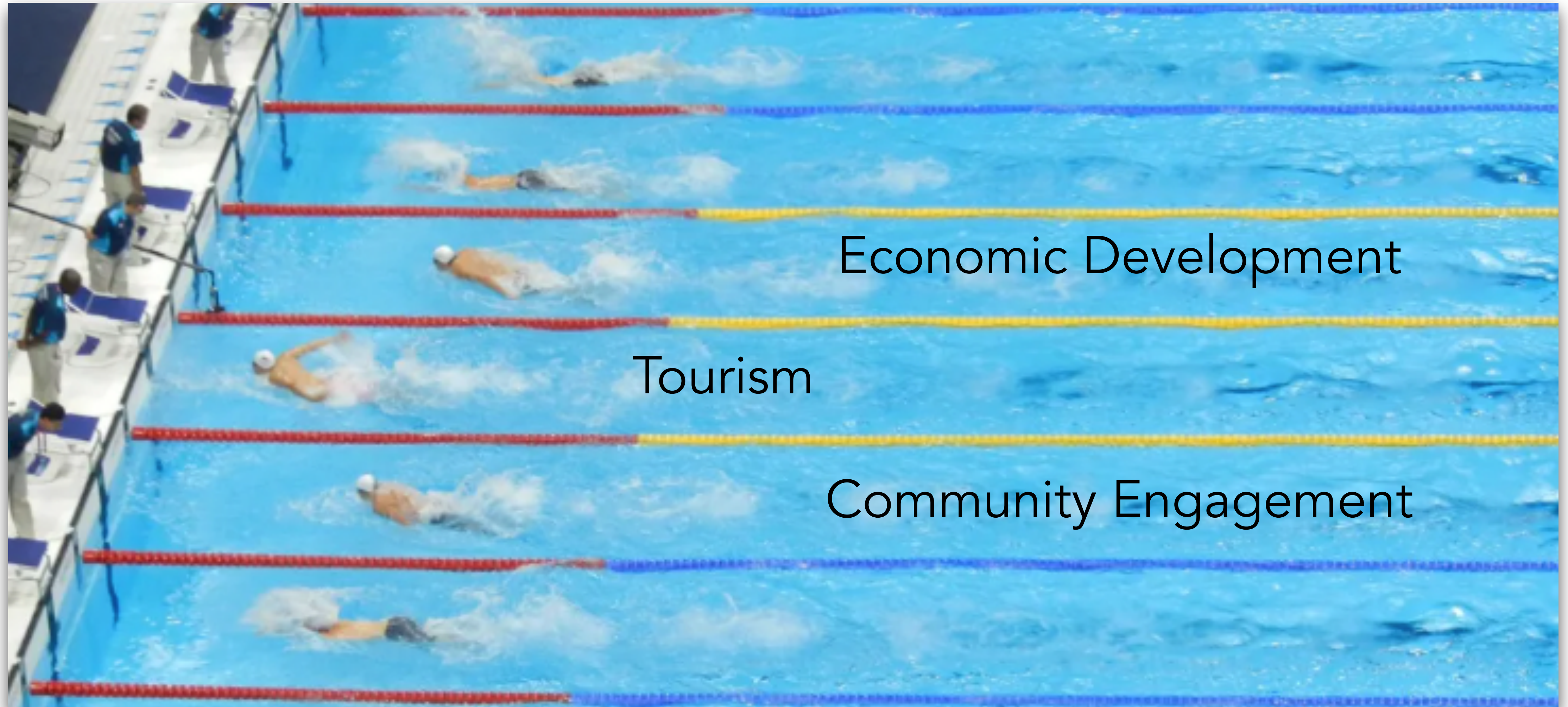
Consider a sports facility feasibility study to determine if Farragut can support and new facility.

Things to Consider

Create a monthly check-in with lodging partners. This allows you to coordinate schedules, understand needs and build a relationship.



What's our swim lane?



Economic Development

Tourism

Community Engagement



Goal Setting & Prioritization



What do you think are the strategic goals for Visit Farragut Tourism?



What is the priority the strategic goals?



Next Steps



Next Steps

- Decipher and understand strategic goals and more importantly prioritize those goals developed in the strategic planning session - **early June**
- Development a 3-5 year action plan that outlines goals, priorities, responsibilities, and measurements - **early June**
- Provide a bound report of the entire tourism audit and assessment process along with the 3-5 year tourism action plan - **late June**



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