

Tourism/Visitor Advisory Committee
Tuesday, January 23, 2024 at 8:30
Meeting Minutes

Committee Members in attendance:

Candace Viox
Joey Ruffalo
Debbie Pinchok
Ron Pinchok
Marianne McGill
Darryl Whitehead

Darryl called the meeting to order.

Motion by Marianne, Second by Candace, to approve the minutes from the November 21st meeting.

Tourism Manager Report:

Ron Oestreich, Parks and Recreation Director congratulated our new Tourism Manager, Hallie Riddle, on her position.

Ron P requested the following:

- Key hotel data points on the agenda moving forward.

Hallie Riddle reported on Hotel and Digital Media analytics

- Hotel Occupancy is currently down in the region
- Farragut's December occupancy was down 8.7%. The ADR was down 1.2% from \$96.23 to \$95.36.
- Instagram Reach: 9,395 accounts. Have 3,488 followers. 805 content interactions (December)
- Facebook Reach: 92,864 accounts. Have 5,525 followers. 2.8k content interactions (December)

Drink Trail:

Debbie P. asked if we can expand the drink options for the Drink Trail

Candace requested additional signage for the Drink Trail with a potential QR code that will promote TOF and Visit Farragut events.

Candace also suggested Hallie visit the restaurants/bars that are on the drink trail to be sure they know what is expected and that our stuff is out.

Upcoming Events:

5th Annual Songwriters Showcase: Feb. 22

FAM Tour on Feb. 29th
New Town of Farragut Map
Hospitality Luncheon – May 21st

Visitors Guide

Kristi showed a sample of the new Visitors Guide.

Committee reminded to show date on the guide book.

A question was asked how many we are printing.

Instead of sending it to every house, we should consider placing an ad in the Farragut Press promoting the new guide and asking people to contact us if they want one. This gets their contact information into our database as well.

Committee Goals:

Feasibility of a Trolley system for Farragut (Committee will continue to research)

Wayfinding (Staff determining funding/timeline)

Regional Special Event (Hallie researching)

Adjourn:

Motion by Marianne, second by Darryl, to adjourn the meeting

Next Meeting:

March 19, 2024