



Tourism/Visitor Advisory Committee

March 19, 2024

8:30 – 9:30 a.m.

Fairfield Inn & Suites- Meeting Room
11763 Snyder Rd, Farragut, TN 37932

Agenda

1. Call to Order and Approval of Minutes – Darryl Whitehead
2. Tourism Program Coordinator Introduction: Haley Elliott
3. Tourism Manager Report - Hallie

Report Highlights

- January Hotel Occupancy rate: 54.6%
 - January Average Daily Rate: \$97.40
 - February Total Social Media Reach: 77,470
 - February Total Website sessions: 7,588
4. ARP Funding Report – Hallie
 5. Hospitality Partnership Breakfast- Hallie
 6. FY 24 Committee Goals – all
 7. Other Business

TVAC Meeting Schedule FY 24

May 21, 2024 – Hospitality Partnership Breakfast