



Tourism/Visitor Advisory Committee

May 21, 2024

9:30 – 10:30 a.m.

Farragut Community Center – Large Classroom

Agenda

1. Call to Order and Approval of Minutes – Darryl Whitehead
2. Appointment of TVAC youth representative for FY 25
3. Tourism Manager Report
 - March Hotel Occupancy: 71.3
 - March Hotel ADR: 102.75
 - April Digital Media Reach: 73,021
 - April Total Website Sessions: 7,600
4. ARP Update
 - Wayfinding
 - Visitor Guide
5. Other Business

TVAC Meeting Schedule FY 24

- July 16, 2024 – Farragut Community Center