

Tourism/Visitor Advisory Committee

July 16th, 2024, 8:30am

Farragut Community Center

**Voting Members in attendance: Darryl, Candace, Joey, Kerri, Aaron**

**Student Members: Sana and Meira**

**Call to Order**

Motion: Candace. 2<sup>nd</sup> Joey

**Election of Officers tabled until September 17**

**Tourism Manager Report**

- May Hotel Occupancy: 74.2%
- May Hotel Average Daily rate: \$111.97
- May total rooms sold: 16,676
- June Digital Media Reach: 110,240
- June Total Website Sessions: 8,276

Darryl brought up TVAC looking for NOI information

Staff will research different measure we can use to track return on investments

The committee discussed different tactics that can be used for digital media Candice referred to Visit Farragut sharing content, so it is fair moving forward.

**FY25 Goals – tabled until the September 17 TVAC meeting.**

**Other Business**

Joey brought up an idea to pursue Geocaching as a potential tourism attraction for Farragut.

**Motion to adjourn**

Motion: Candace 2<sup>nd</sup> Joey

**Next meeting at the Farragut Community Center. Tuesday, September 17<sup>th</sup>, 8:30 am**