



Tourism/Visitor Advisory Committee

September 17, 2024

8:30 a.m. – 9:30 a.m.

Farragut Community Center – Large Classroom

Agenda

1. Call to Order and Approval of Minutes – Darryl Whitehead
2. Election of Officers
3. Tourism Manager Report- Hallie
  - July Occupancy: 71.2%
  - July Average Daily Rate: \$102.77
  - Aug. Digital Media Reach: 86,042
  - Aug. Website Sessions: 10,042
4. FY 25 Committee Goals - all
5. Other Business

**TVAC Meeting Schedule FY 25**

November 19, 2024

January 21, 2025

March 18, 2025

May 20, 2025