



Tourism/Visitor Advisory Committee

January 21, 2025

8:30 a.m. – 9:30 a.m.

Farragut Community Center – Large Classroom

Agenda

1. Call to Order and Approval of Minutes
2. Tourism Manager Report
 - November Occupancy: 65.5%
 - November Average Daily Rate: \$119.92
 - 2024 total Digital Media Reach: 1,246,807
 - 2024 total Website Sessions: 119,946
3. Marketing Subcommittee Update
4. Event Subcommittee Update
5. Other Business

TVAC Meeting Schedule FY 25

March 18, 2025

May 20, 2025