



Tourism/Visitor Advisory Committee

March 25, 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
 - January Occupancy: **42.2%**
 - January Average Daily Rate: **\$102.94**
 - February Digital Media Reach: 75,908
 - February Website Sessions: 8,202
3. Marketing Subcommittee Update
4. Event Subcommittee Update
5. Other Business

TVAC Meeting Schedule FY 25

May 20, 2025