



Tourism/Visitor Advisory Committee

May 20, 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
 - March Occupancy: **64.5%**
 - March Average Daily Rate: **\$110.75**
 - April Digital Media Reach: 96,314
 - April Website Sessions: 8,737
3. Event Subcommittee Update
4. Marketing Subcommittee Update
5. Meeting schedule for FY 26
6. Other Business