

## Minutes for TVAC 1/18/22 0830

- Minutes from November Approved

### Tourism Coordinator report-

- HOTEL NUMBERS- November Up to 72%
  - ADR- Over \$100
  - Oct/Nov- Over 1600 rooms booked
- US TRAVEL
  - Travel down 7%
  - Tennessee spending up %3
- SOCIAL MEDIA November 6<sup>th</sup>-Jan 5<sup>th</sup>
  - Visit Farragut FB reach- 8.7%
  - Visit Farragut Insta 3% decrease
  - #KnoxvillesBeautifulBackyard is the hashtag for social media
- VISIT FARRAGUT WEBSITE
  - Site Visitors 9.5k (64%)

- Site Sessions 12k (67%) Average of 54 seconds
- Site Bounce 73.08 %
- 60 % of visitors are from TN

- LIGHT THE PARK

- Car Count was between the hours of 5p-11p
- Estimate of 3 people per car
- Deduct 10% from count for Library traffic
  - 2021-30,678
  - 2020-25,915

- NEW ASSETS COMING SOON

- Summer Moon Coffee
- SKORE Hotel
- ALDI

- NEXT MEETING MARCH 15<sup>TH</sup> 8:30 AM