



**ANNUAL MEETING +  
DISTRICT RENEWAL  
DISCUSSION**

**DALLAS TOURISM PUBLIC  
IMPROVEMENT DISTRICT**

# FRED EULER

EXECUTIVE DIRECTOR, DTPID



**DTPID**  
**MISSION**

Significantly increase the funding available to market and provide incentives to enhance Dallas' performance as a convention and tourism destination.

**2024 - 2026**

# **BOARD OF DIRECTORS**

**CHAIR OF THE BOARD**



**GREG WHITE**

The Westin Galleria Dallas  
301-999 rooms



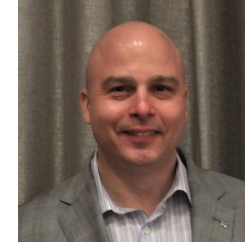
**BRUCE ROY**

Hilton Anatole  
1,000+ rooms



**CAROLYN DENT**

Omni Dallas  
1,000+ rooms



**DAVID SHER**

Fairmont Dallas  
301 - 999 rooms



**CHRIS PILAVAKIS**

Renaissance Dallas  
301 - 999 rooms

**VICE-CHAIR/TREASURER**



**MARK WOELFFER**

Sheraton Dallas Hotel  
1,000+ rooms



**NOEHA COUTRY**

HN Capital Partners  
100 - 300 rooms



**ROBBIE TAWIL**

Dallas Marriott Uptown  
100 - 300 rooms



**BRETT KRAFFT**

Crescent Court  
100 – 300 rooms

**SECRETARY**



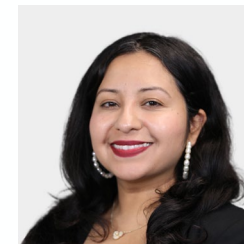
**SEAN KENNERTY**

Woodbine Development Corp.  
100 - 300 rooms



**CRAIG DAVIS**

Visit Dallas



**MARIA SMITH**

City of Dallas



**ROSA FLEMING**

City of Dallas

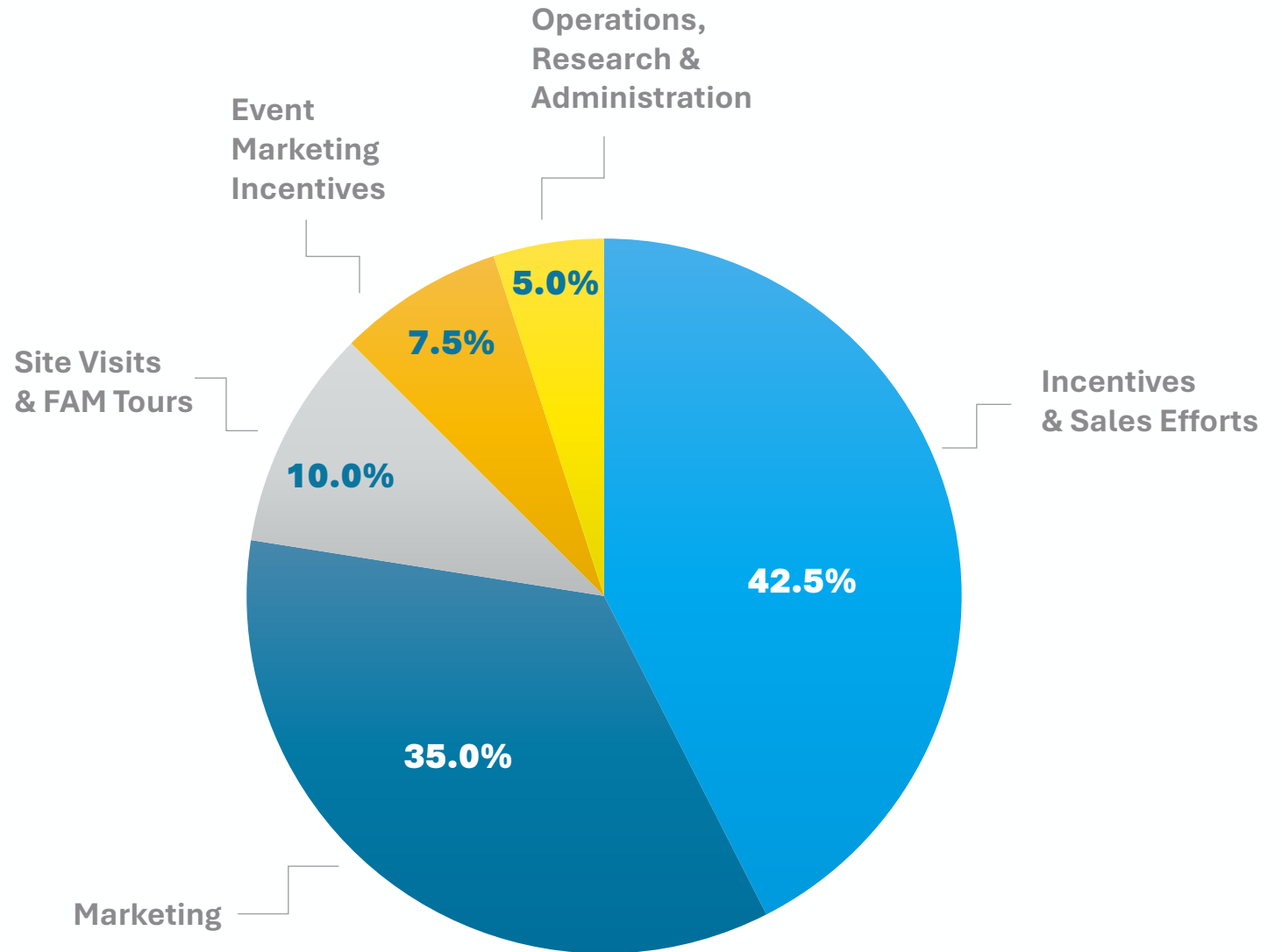


**TRACI MAYER**

Hotel Association of  
North Texas

**SERVICE  
PLAN  
UPDATE  
& BUDGET**

# SERVICE PLAN





# VIEW THE ANNUAL REPORT



# FY26 FORECAST BY SERVICE PLAN

	Budget	Forecast	Forecast vs. Budget Variance Fav/(Unfav)	
TPID Recovery Fee	\$ 21,898,600	\$ 21,233,294	\$ (665,305)	(3%)
Investment and Interest Income, net	1,413,096	1,091,949	(321,147)	(23%)
<b>Total Revenue</b>	<b>23,311,696</b>	<b>22,325,243</b>	<b>(986,452)</b>	<b>(4%)</b>
Sales Efforts & Incentives	5,280,190	5,720,623	(440,433)	(8%)
Marketing	9,611,395	8,915,669	695,726	7%
Sites & Fams	1,528,570	1,310,529	218,041	14%
Event Applications	1,824,717	1,603,402	221,315	12%
Operations, Research & Admin	1,216,458	1,256,222	(39,764)	(3%)
<b>Total Expenses</b>	<b>19,461,330</b>	<b>18,806,445</b>	<b>654,885</b>	<b>3%</b>
<b>Increase/(Decrease) in Net Assets</b>	<b>\$ 3,850,366</b>	<b>\$ 3,518,798</b>	<b>\$ (331,567)</b>	<b>(9%)</b>

# FIVE-YEAR SERVICE PLAN

	<b>FY27 BUDGET</b>	<b>FY28 FORECAST</b>	<b>FY29 FORECAST</b>	<b>*FY30 FORECAST</b>	<b>*FY31 FORECAST</b>
TPID Recovery Fee	\$ 20,581,651	\$ 21,206,473	\$ 21,857,670	\$ 24,038,466	\$ 25,638,397
Investment and Interest Income, net	929,823	880,481	903,911	927,974	952,690
<b>Total Revenue</b>	<b>21,511,474</b>	<b>22,086,954</b>	<b>22,761,581</b>	<b>24,966,440</b>	<b>26,591,087</b>
Incentives & Sales Efforts	9,497,581	8,258,906	8,888,114	11,944,322	13,829,900
Marketing	8,414,318	7,807,738	8,046,219	8,825,637	9,399,949
Sites & Fams	1,979,230	2,405,782	2,473,920	2,946,610	2,885,700
Event Applications	1,622,896	1,673,087	1,724,190	1,891,208	2,014,275
Operations, Research & Admin.	1,229,540	1,115,391	1,149,460	1,260,805	1,342,850
<b>Total Expenses</b>	<b>22,743,565</b>	<b>21,260,905</b>	<b>22,281,902</b>	<b>26,868,582</b>	<b>29,472,674</b>
<b>Increase/(Decrease) in Reserves</b>	<b>\$ (1,232,092)</b>	<b>\$ 826,049</b>	<b>\$ 479,679</b>	<b>\$ (1,902,142)</b>	<b>\$ (2,881,587)</b>

\*Years beyond FY29 are an estimate based on the successful renewal of the TPID

# STAKEHOLDER QUESTIONS

# MONICA PAUL

EXECUTIVE DIRECTOR,  
DALLAS SPORTS COMMISSION



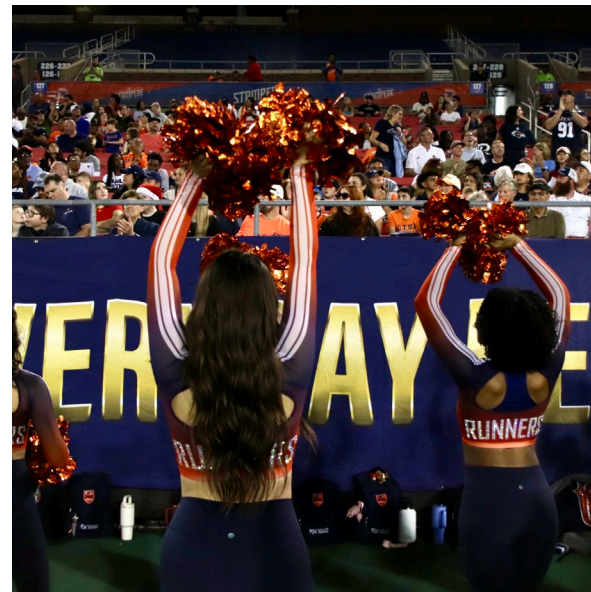
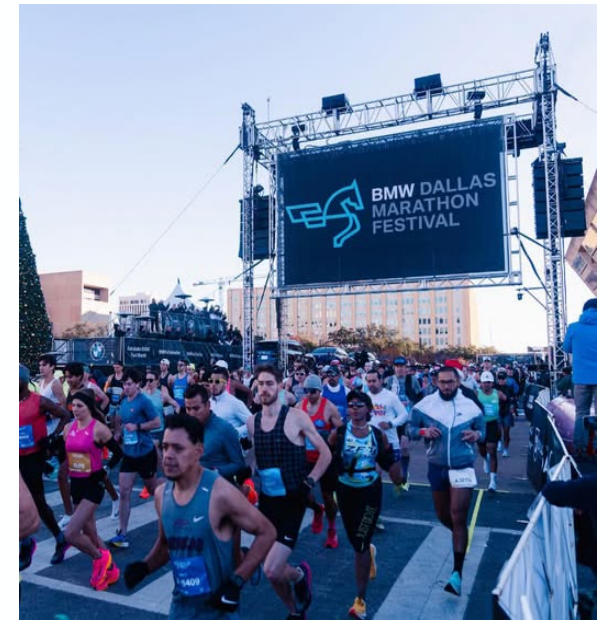
**DALLAS**  
SPORTS COMMISSION

## DALLAS SPORTS COMMISSION

# RECENT BIG WINS: HOSTED EVENTS

- Red River Rivalry, October 11, **49,800+ Room Nights**, **\$75.7M Economic Impact**
- Susan G. Komen 3-Day Walk, October 24 – 26, **1,300+ Room Nights**, **\$1.8M Economic Impact**
- Sport Source The Original Showcase Event, December 5 – 7, **80+ Room Nights**, **\$4.8M Economic Impact**
- Revocruit Rematch – Arkansas vs. Texas Tech, December 13, **2,100+ Room Nights**, **\$2.3M Economic Impact**
- Dallas Marathon, December 12 – 13, **21,100+ Room Nights**, **\$22.8M Economic Impact**
- First Responder Bowl, December 26, **2,200+ Room Nights**, **\$4M Economic Impact**
- The Wang Memorial Fencing, March 20 – 21, **\$200K+ Economic Impact**
- Next Generation Cup, May 14 – 17, **3,000+ Room Nights\***, **\$3.4M Economic Impact\***
- Dallas Bike Ride, May 16, **\$235K Economic Impact\***

\*Final data pending



# DALLAS SPORTS COMMISSION

## FUTURE SUCCESSES

### UPCOMING 2026 EVENTS



FIFA World Cup 26  
June 11 – July 19

3.8M+ Visitors in DFW\*,  
\$1.5 – 2.1B Economic Impact\*



Concacaf W Championship  
November 27 – December 2

8K+ Attendees\*,  
\$#Economic Impact\*



BMW DALLAS  
MARATHON

Dallas Marathon  
December 11 - 13

57K+ Attendees\*,  
\$23M+ Economic Impact\*

### FUTURE CONFIRMED MAJOR EVENTS



HBCU Men's & Women's  
Basketball Championships  
2027 - 2029



NHL Stadium Series  
2027



NCAA Men's Final Four  
2030  
NCAA Women's Final Four  
2031

### ON THE HORIZON



NCAA Future Bids  
for years 2029 - 2030



WNBA All-Star Game Bid



Concacaf Gold Cup  
Future Bids



FIFA Women's World Cup Bid  
2031

# WUOLEB AREB FIFA DALLAS



**UTSouthwestern**  
Medical Center



**CHOCTAW**  
CASINOS



**DLH** | Daniel L. Hunt

# THE BIGGEST GLOBAL EVENT



The FIFA World Cup 2026 is returning to North Texas for a global moment of historic scale. Dallas previously hosted World Cup matches in 1994 at the Cotton Bowl Stadium, drawing record-breaking crowds for the tournament.

- June 11 - July 19 (June 14)
- 48 Teams
- 9 matches at Dallas Stadium (semi-final)
- 34+ Day FIFA Fan Festival™
- \$1.5 - \$2.1 Billion in Economic Impact





# FIFA WORLD CUP 2026 MATCH SCHEDULE

## GROUP STAGE

NETHERLANDS  **V**  JAPAN

JUNE 14 - 3:00 PM CT

ENGLAND  **V**  CROATIA

JUNE 17 - 3:00 PM CT

ARGENTINA  **V**  AUSTRIA

JUNE 22 - 12:00 PM CT

JAPAN  **V**  UKR/SWE/POL/ALB

JUNE 25 - 6:00 PM CT

JORDAN  **V**  ARGENTINA

JUNE 27 - 9:00 PM CT

## ROUND OF 32

2E  **V**  2I

JUNE 30 - 12:00 PM CT

2D  **V**  2G

JULY 3 - 1:00 PM CT

## ROUND OF 16

W83  **V**  W84

JULY 6 - 2:00 PM CT

## SEMIFINAL

W97  **V**  W98

JULY 14 - 2:00 PM CT



# TICKET PURCHASER ANALYSIS

MATCH	STAGE	Texas (entire State)	Domestic (non-Texas)	International
Match 11	NED-JPN	21%	37%	43%
Match 22	ENG-CRO	15%	35%	50%
Match 43	ARG-AUT	13%	31%	56%
Match 57	JPN-SWE	21%	37%	42%
Match 70	JOR-ARG	16%	37%	47%
Match 78	R32	27%	46%	27%
Match 88	R32	28%	52%	21%
Match 93	R16	22%	51%	28%
Match 101	Semi-final	12%	49%	40%
<b>TOTAL</b>		<b>19%</b>	<b>41%</b>	<b>40%</b>

# FIFA FAN FESTIVAL DALLAS



FIFA Fan Festival™ at Fair Park will feature giant screens broadcasting World Cup matches, immersive Host City Supporter activations, dynamic live programming with concerts and cultural showcases, and a curated food and beverage program highlighting local cuisine. Guests will also enjoy a dedicated playground area with a mini-pitch, youth clinics, and skills contests, along with the opportunity to purchase premium access tickets for an elevated experience.

- 34 Activation Days (5 Rest Days)
- 35K+ Capacity
- 1 MIL+ Square Feet
- 96 Matches Broadcast Live
- 3-4 Ticketed Concerts
- Community Days
- 9 Commercial Partner Activations







# FIFA FAN FESTIVAL™ DALLAS | Fair Park

## JUNE 2026

DALLAS  
MATCH  
DAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<b>1PM - 12AM</b> 11 Hours 2-Matches 11	<b>1PM - 11PM</b> 10 Hours 2-Matches 12	<b>1PM - 11PM</b> 10 Hours 4-Matches 13
<b>11AM - 12AM</b> 13 Hours 4-Matches 14	<b>10AM - 11PM</b> 13 Hours 4-Matches 15	<b>1PM - 11PM</b> 10 Hours 4-Matches 16	<b>11AM - 12AM</b> 13 Hours 4-Matches 17	<b>10AM - 11PM</b> 13 Hours 4-Matches 18	<b>1PM - 11PM</b> 10 Hours 4-Matches 19	<b>11AM - 10PM</b> 11 Hours 4-Matches 20
<b>10AM - 11PM</b> 13 Hours 4-Matches 21	<b>11AM - 10PM</b> 11 Hours 4-Matches 22	<b>11AM - 12AM</b> 13 Hours 4-Matches 23	<b>1PM - 11PM</b> 10 Hours 6-Matches 24	<b>2PM - 12AM</b> 10 Hours 6-Matches 25	<b>1PM - 10PM</b> 9 Hours 6-Matches 26	<b>3PM - 12AM</b> 9 Hours 6-Matches 27
<b>1PM - 5PM</b> 4 Hours 1-Match 28	<b>11AM - 11PM</b> 12 Hours 3-Matches 29	<b>11AM-11PM</b> 12 Hours 3-Matches 30				

DATES & HOURS SUBJECT TO CHANGE



# FIFA FAN FESTIVAL™ DALLAS | Fair Park

## JULY 2026

DALLAS  
MATCH  
DAY

REST DAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<b>10AM - 10PM</b> 12 Hours 3-Matches 1	<b>1PM-9PM</b> 8 Hours 3-Matches 2	<b>12PM - 11PM</b> 11 Hours 3-Matches 3	<b>11AM - 7PM</b> 8 Hours 2-Matches 4
<b>2PM - 10PM</b> 8 Hours 2-Matches 5	<b>1PM - 10PM</b> 9 Hours 2-Matches 6	<b>10AM - 6PM</b> 8 Hours 2-Matches 7	REST DAY 8	<b>2PM - 6PM</b> 4 Hours 1-Match 9	<b>1PM - 5PM</b> 4 Hours 1-Match 10	<b>3PM - 11PM</b> 8 Hours 2-Matches 11
REST DAY 12	REST DAY 13	<b>1PM - 5PM</b> 4 Hours 1-Match 14	<b>1PM - 5PM</b> 4 Hours 1-Match 15	REST DAY 16	REST DAY 17	<b>3PM - 7PM</b> 4 Hours 1-Match 18
<b>1PM - 5PM</b> 4 Hours 1-Match 19						



DATES & HOURS SUBJECT TO CHANGE

# TEXAN GOLDEN BOOT

JOHN SMITH

JOHN SMITH

THE MILLER FAMILY

JOHN SMITH

THE MILLER FAMILY

THE MILLER FAMILY

JOHN SMITH

THE MILLER FAMILY

THE MILLER FAMILY

THE MILLER FAMILY

IN HONOR OF COACH DAVIS

TEXAS SOCCER FUNDS

BUY A BRICK



# SHAPE THE FUTURE.

**BUILDING LEGACY.  
CONNECTING COMMUNITY.  
INVESTING IN IMPACT.**



**NORTH TEXAS  
SPORTS  
FOUNDATION**





# CALENDAR OF EVENTS

MAY 20	MEN IN BLAZERS, MATCH DAY LIVE AT LONGHORN BALLROOM
MAY 30	ROAD TO THE WORLD CUP 5K FUN RUN
JUNE 4	WORLD RECORD ATTEMPT DONATION EVENT TO THE NORTH TEXAS SPORTS FOUNDATION
JUNE 4	LEGACY OF THE GAME: AN EVENING WITH ALAN ROTHENBERG
JUNE 6	UNITY CUP
JUNE 6	CZECHIA COMMUNITY DAY
JUNE 7	MEDIA PARTY
JUNE 8	NTFWCOC MEDIA CENTER OPENS
JUNE 9	SWEDEN COMMUNITY DAY
JUNE 11	FIFA WORLD CUP 2026 (JUN 14 – NETHERLANDS V. JAPAN DALLAS STADIUM)
JUNE 11	FIFA FAN FESTIVAL OPENS AT FAIR PARK
JUNE 20-21	COACHES & REFEREES SYMPOSIUM
JUNE 28	FIFA FAN FESTIVAL CONCERT
JULY 3	FAIR PARK FOURTH AT FIFA FAN FESTIVAL
JULY 4	FIFA FAN FESTIVAL CONCERT
JULY 9	FIFA FAN FESTIVAL CONCERT
JULY 14	FIFA WORLD CUP 2026 SEMI-FINAL
JULY 15	PARTY ON THE PITCH

# D. BRADLEY KENT

CHIEF SALES OFFICER,  
VISIT DALLAS

VISIT  
**DALLAS**

**DTPID INCENTIVES  
ARE WORKING!**

**HOTEL**

Incentive Program

**3<sup>RD</sup> PARTY**

Incentive Program

**MINIWIDE**

Incentive Program

**CITYWIDE**

Incentive Program

69 citywide bookings in  
new convention center

136 tentative citywides being  
solicited for new center

**HOTEL MARKETING INCENTIVE PROGRAM**

**\$300K**

**PER YEAR, PER HOTEL  
THROUGH 2029**

*Based on the available funds allocated in the yearly budget*

**INCENTIVE  
PROGRAMS  
PACING UP**

**INDIVIDUAL HOTEL  
INCENTIVES DEMANDS**

**8/1/2026-03/31/2027 ★**

228 events  
\$3,092,865 requested  
\$49,969,078 room revenue

**8/1/2025-03/31/2026**

157 events  
\$1,801,880 requested  
\$30,380,038 room revenue

**3<sup>RD</sup> PARTY  
INCENTIVE DEMANDS**

**8/1/2026-03/31/2027 ★**

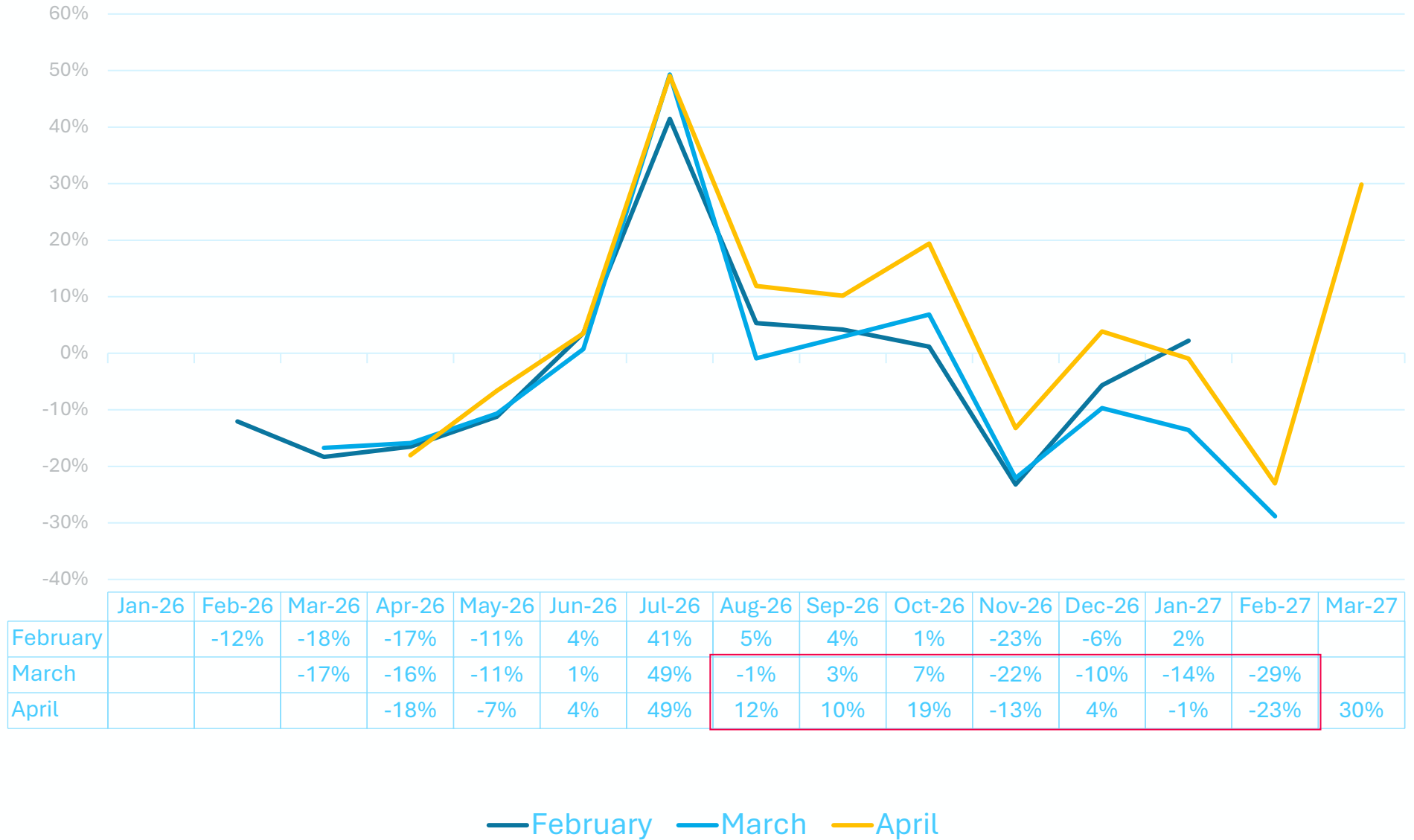
47 events  
\$12,949,303 room revenue

**8/1/2025-03/31/2026**

9 events  
\$2,512,065 room revenue

# GROUP STLY PACE

on hotel  
books  
shows  
improvement



# WHERE WE ARE

Including  
KBHCCD

Annual Pace	2025	2026	2027	2028	2029
<b>Consumption (Definite Room Nights)</b>					
Definite Room Nights	1,273,542	694,888	454,133	249,137	167,590
Target	1,204,380	1,029,035	593,526	389,685	292,285
Variance	69,162	-334,147	-139,393	-140,548	-124,695
Historical Avg	1,204,380	1,204,380	1,204,380	1,204,380	1,204,380
Events	1,343	933	219	83	37
Pace Percentage	105.74%	67.53%	76.51%	63.93%	57.34%
<b>Demand</b>					
Total RNs	6,473,839	6,378,291	4,639,112	2,940,298	2,492,322
Target	6,377,859	5,679,535	3,690,688	2,430,936	1,793,153
Variance	95,980	698,756	948,424	509,362	699,169
Historical Avg	6,377,859	6,377,859	6,377,859	6,377,859	6,377,859

# PACE SELF- CONTAINED

Only - Positive

Annual Pace	2025	2026	2027	2028	2029
<b>Consumption (Definite Room Nights)</b>					
Definite Room Nights	839,886	664,503	391,584	240,664	119,390
Target	822,407	638,073	263,671	116,584	69,701
Variance	17,479	26,430	127,913	124,080	49,689
Historical Avg	822,407	822,407	822,407	822,407	822,407
Events	1,309	926	207	79	34
Pace Percentage	102.13%	104.14%	148.51%	206.43%	171.29%
<b>Demand</b>					
Total RNs	3,967,549	4,258,911	2,872,062	1,606,973	917,480
Target	3,770,669	3,380,294	1,783,932	773,680	372,381
Variance	196,880	878,617	1,088,130	833,293	545,099
Historical Avg	3,770,669	3,770,669	3,770,669	3,770,669	3,770,669
<b>Same Time Prior Period (Definite Room Nights)</b>		<b>Current Year</b>	<b>1 Year Out</b>	<b>2 Years Out</b>	<b>3 Years Out</b>
2025		578,160	324,347	245,569	125,314
2024		543,626	267,720	196,132	155,870
2023		471,434	194,790	114,265	90,803



# CONSTRUCTION YEARS PRODUCTION

CONSTRUCTION YEAR	NEW ROOM NIGHTS Q1-2 FY26 (#663)	NEW ROOM NIGHTS Q1-2 FY 25	
2025	(69 Groups) 165,373	(79 Groups) 98,401	2024
2026	(478 Groups) 144,184	(438 Groups) 182,070	2025
2027	(72 groups) 92,446	(60 Groups) 79,940	2026
2028	(26 Groups) 52,996	(26 Groups) 55,076	2027
2029	(11 Groups) 27,119	(14 Groups) 27,582	2028
<b>TOTAL</b>	<b>(663 Groups) 482,118</b>	<b>(625 Groups) 443,069</b>	
<b>RN PER BOOKING</b>	<b>727 RN/Group</b>	<b>708 RN/Group</b>	
<b>% OF TOTAL TEAM BOOKINGS</b>	<b>80.27%</b>	<b>76.66%</b>	

# STRATEGIES FOR CONSTRUCTION YEARS

## UTILIZE INCENTIVES

To provide value to the customer and stabilize needed pricing.

## AD PROGRAM AND TRADE MARKETING

Cvent suggested ad program and trade marketing to increase demand.

## BIGGER PRESENCE

with **Cvent Connect** (July), **Connect Marketplace** (August), **IMEX** (October) - F2F Meets

## MONTHLY NEWSLETTERS

To 22,000 customers

## RESOLICITATION EFFORTS

on past Dallas leads

# STRATEGIES FOR 2030+ NEW CENTER

## FLOOR PLANS

have been developed; print and digital tools are in production.

## STRONG VISIBILITY

at industry events targeted toward non- and for-profit trade show customers.

## CUSTOMER TASK FORCE

for convention center

## INCREASED FAM TRIPS

and soon to come hard hat experiences

## CREATING A ROAD SHOW

to announce the convention center nationally and support with trade campaign

OLYMPIC MOTTO

**“FASTER,  
HIGHER,  
STRONGER  
-TOGETHER”**

# JENNIFER WALKER

CHIEF MARKETING OFFICER  
VISIT DALLAS



VISIT  
**DALLAS**

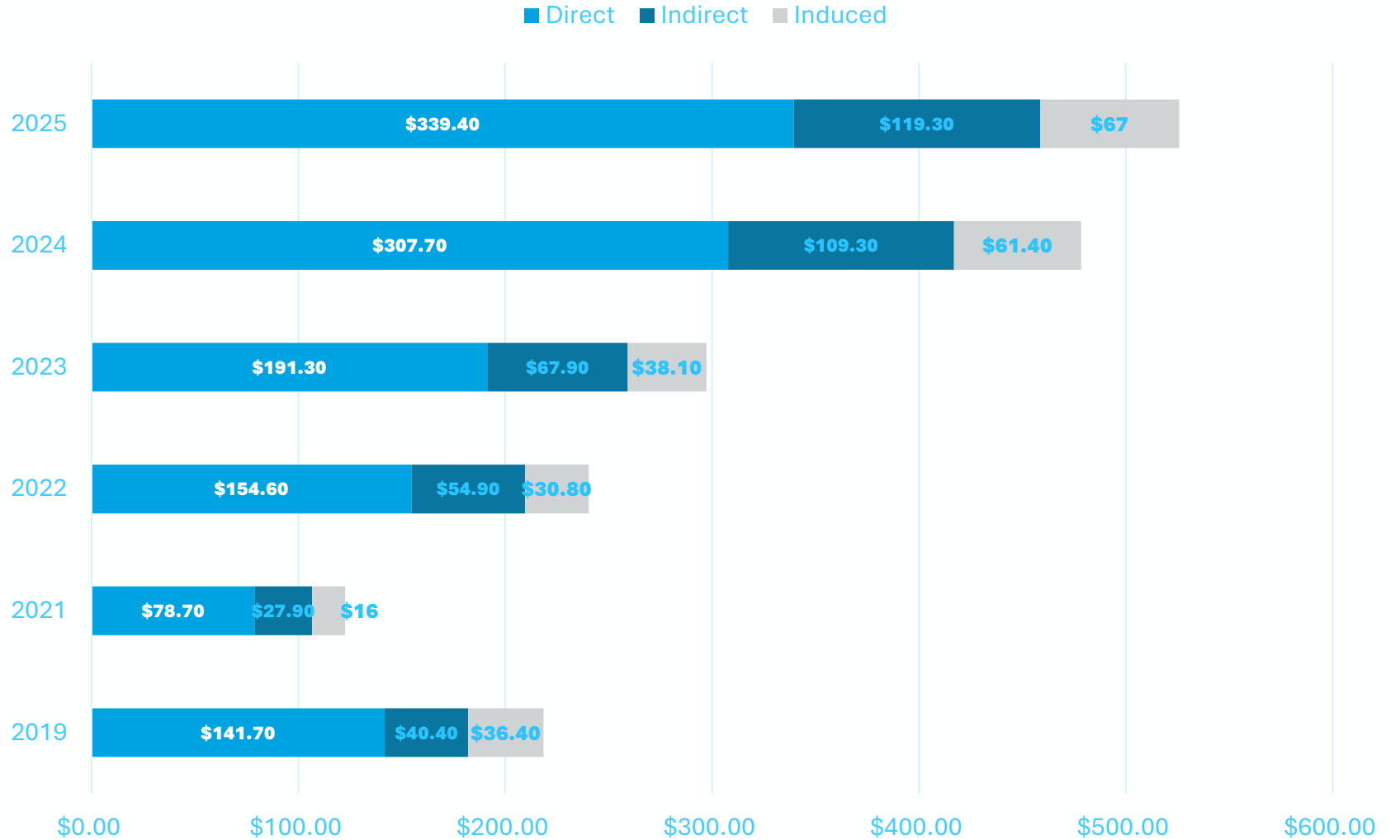
# LEISURE MARKETING

# OUR STRATEGY IS PAYING OFF

In 2025, Visit Dallas invested over **\$3.2 million in paid media advertisements** promoting travel to the city. The campaign generated a **total economic impact of \$525.8 million**, including direct, indirect, and induced impacts.

**Visit Dallas' ROI is estimated at \$163 to \$1 in 2025, the highest it has ever been.**

## ECONOMIC IMPACT (MILLIONS)



## LODGING IMPACTS

The shift to pursuing higher-value trips from large metro origin markets **increased average trip duration to 3.2 nights**. That's an **increase of 23% over 2024**—and an **increase of 60% over 2023**.

Overall, **more than 560,000 incremental room nights influenced by Visit Dallas ads** were sold within the city limits, up 7% YoY.

Paid Room Nights	2019	2021	2022	2023	2024	2025
Travel Increment	5.0%	4.0%	2.1%	2.0%	1.6%	1.7%
Overnight Trips	139,849	99,238	124,315	143,523	205,834	210,225
Trips Using Paid Accommodations	111,239	65,990	100,093	110,623	151,636	135,633
# Hotel/Motel Rooms in Party	1.3	1.3	1.3	1.4	1.3	1.3
# Nights in Paid Accommodations	2.1	2.1	2.1	2.0	2.6	3.2
<b>Room Nights</b>	295,606	193,020	320,670	382,779	526,235	560,445

## **CONTINUED STRATEGIES LOOKING AHEAD**

Programs to help offset the loss of room nights generated by the convention center

### **FIFA WORLD CUP 2026**

Creating awareness and enhancing perception from international travelers while inspiring travelers to extend their stay to fully experience Dallas

### **DALLAS DEALS**

Driving incremental travel and room nights with active travel planners during late summer and fall need periods

**FIFA  
CREATIVE  
ENGLISH**



VISIT  
**DALLAS**

**SCORE  
MORE VIEWS.**

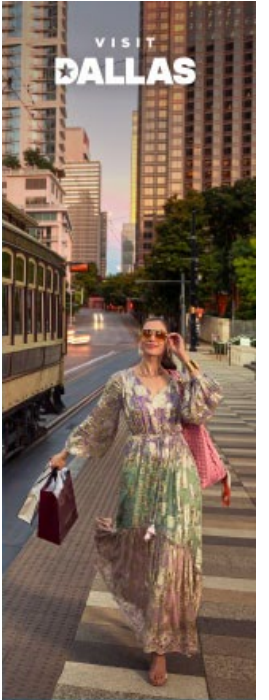
**PLAY LONGER IN DALLAS >**



VISIT  
**DALLAS**

**SCORE MORE  
MARGARITAS.**

**PLAY LONGER IN DALLAS >**



VISIT  
**DALLAS**

**SCORE  
MORE  
STYLE.**

**PLAY LONGER  
IN DALLAS >**



VISIT  
**DALLAS**

**PLAY LONGER  
IN DALLAS >**



VISIT  
**DALLAS**

**SCORE MORE VIEWS.**

**PLAY LONGER IN DALLAS >**

# FIFA CREATIVE SPANISH & JAPANESE



VISIT  
DALLAS

DISFRUTA DE  
MÁS VISTAS.  
JUEGA MÁS TIEMPO  
EN DALLAS >



VISIT  
DALLAS

DISFRUTA DE  
MÁS MARGARITAS.  
JUEGA MÁS TIEMPO EN DALLAS >



VISIT  
DALLAS

もっとマルガリータを  
楽しもう。  
ダラスで遊び尽くそう。>



VISIT  
DALLAS

いろいろな  
スタイルを  
楽しもう。  
ダラスで  
遊び尽くそう。>



VISIT  
DALLAS

DISFRUTA DE  
MÁS ESTILO.  
JUEGA MÁS TIEMPO  
EN DALLAS >



**VISIT DALLAS**  
**MAY 2026**  
**FILM SHOOT**

**TRADE/  
MEETINGS  
MARKETING**

# MEETINGS & TRADE: SELF-CONTAINED

City funding for KBHCCD promotion has expanded our meetings reach, **freeing DTPID dollars** for higher-impact work.

With a **dedicated focus on self-contained hotel business**, Visit Dallas has deployed targeted campaigns to reach meeting planners.

**MEETINGS TODAY:** 2,750 leads from first email campaign

**EDITORIAL:** Hotel-focused placements in Smart Meetings, BizBash and more.

**DALLAS DEALS INCENTIVE PROGRAM:** Active incentives driving group hotel bookings

**SELF-CONTAINED MEETINGS IN DALLAS:**

Elevated Experiences During a Transformational Moment

**BizBash** by informa **x** **VISIT DALLAS**

## DALLAS' HOTEL ECOSYSTEM

A city's hotel infrastructure is often the backbone of any successful meeting, and Dallas delivers at scale. With a total inventory of 35,000-plus hotel rooms citywide—and a robust pipeline of 197 projects as of late 2025 that will add another 24,000 rooms—planners can accommodate events of virtually any size utilizing hotel offerings alone.

Dallas is particularly well positioned for large conferences, with several properties offering over 20,000 square feet of dedicated event space, easily supporting gatherings with more than 1,000 attendees:

- Hilton Anatole: 332,218 square feet of total venue space, including a 75,900-square-foot exhibit hall
- Hyatt Regency Dallas: 160,000 square feet, including a 39,000-square-foot exhibit hall
- Omni Dallas Hotel: 110,000 square feet of indoor-outdoor venue space, including a nearly 32,000-square-foot ballroom and a future skybridge connection to the convention center
- Sheraton Dallas Hotel: 231,311 square feet across 58 event rooms, the largest of which is a 41,000-square-foot ballroom
- The Westin Galleria Dallas: nearly 46,000 square feet on offer, including an 11,748-square-foot ballroom

...oned for large conferences, ...g over 20,000 square feet of ...upporting gatherings with

VISIT **DALLAS**

**OFFERING THE BEST INCENTIVES FOR YOUR GROUP.**

'cause we can

**SEE LIMITED TIME OFFERS >**

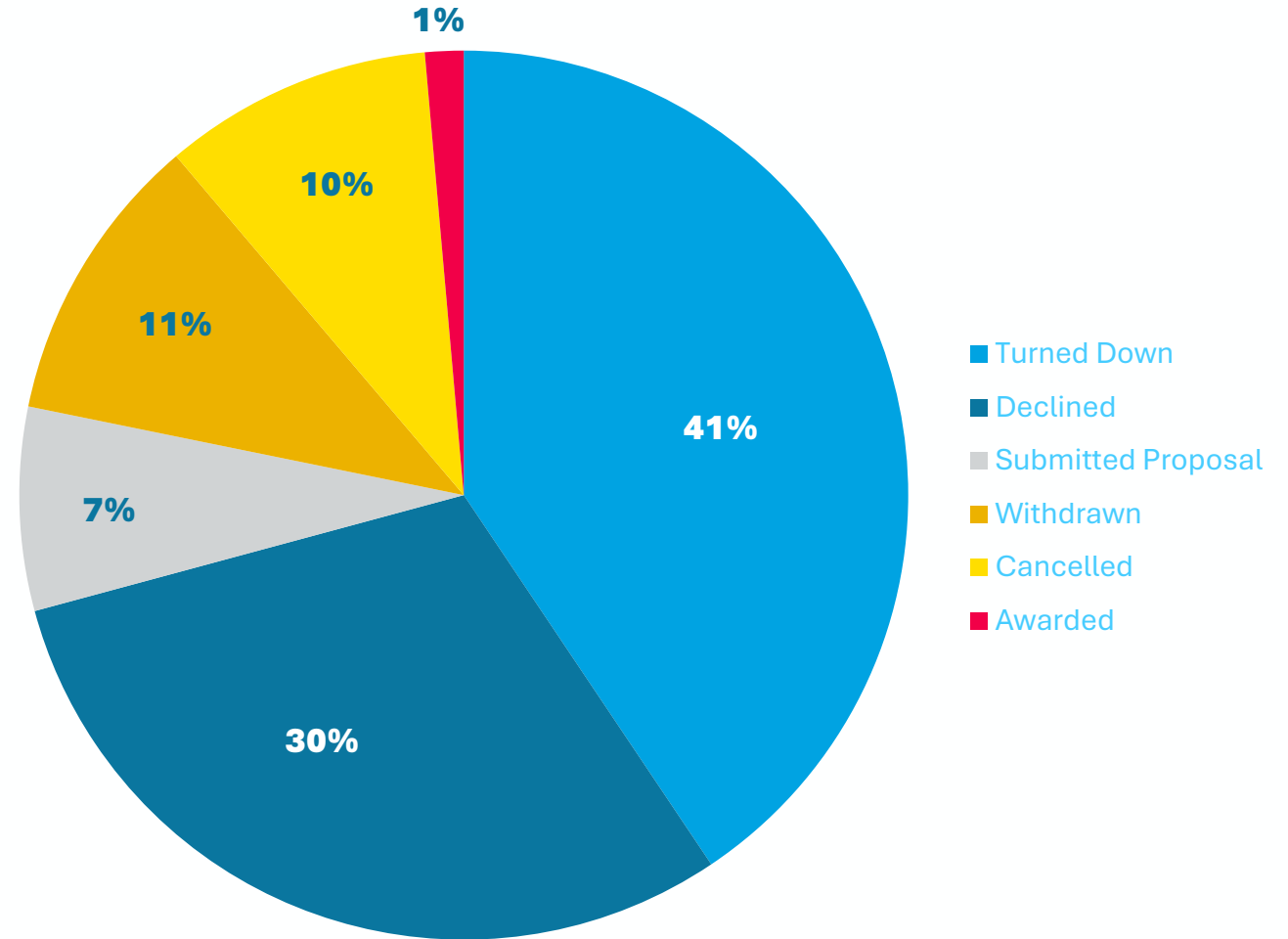
# CVENT SUGGESTED ADS PROGRAM

Year Two of positioning Dallas at the front of every planner's search.

Program Launch to Date (Oct. '24 to Mar. '26)

- 4,225 RFPs sent to Dallas Hotels
- 109 RFPs Awarded
- \$13.6M in Value Awarded

## RFPS BY PROPOSAL STATUS SINCE LAUNCH

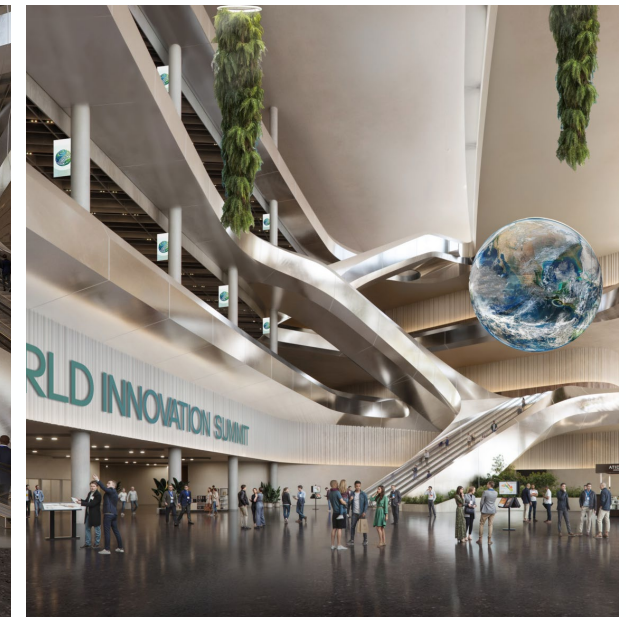
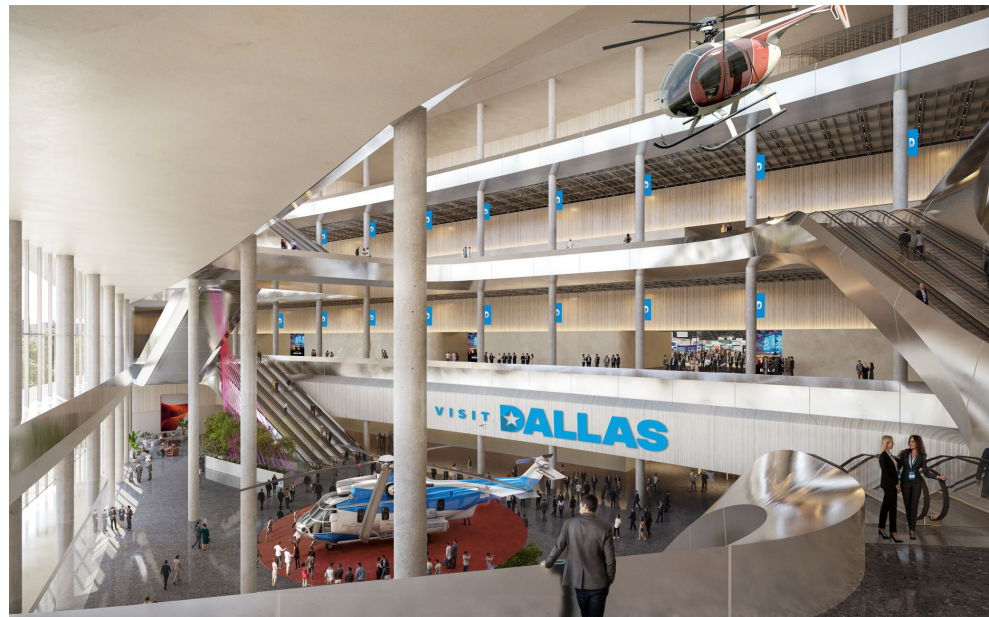


\*43% of RFPs that were turned down occurred when Planner was flexible

# MEETINGS & TRADE: KBHCCD

While our goal is to position Dallas as a premier meetings and convention destination, the real story isn't just about the building – it's about the transformation of Dallas.

Strategic approach for FY26 prioritizes sales activities and paid media with a national focus, while working in tandem with Inspire Dallas and the GoldHam Group to complement efforts locally via owned and earned channels.



**Can a city change the whole convention center game?**

**DALLAS CAN.**

[SEE IT NOW >](#)

VISIT **DALLAS**

THE EVOLUTION OF BUSINESS EVENTS

**M&C**  
MEETINGS AND CONVENTIONS

Northstar+  
May/June 2026  
mcmag.com

**Can a city dare greater than it ever has?**

**DALLAS CAN.**

**Can a destination create a new heart and soul?**


**Can a city put epic and iconic on your agenda?**

**Can a building be a game changer?**

**DALLAS CAN.**

**2.1M SQUARE FEET OF SWAGGER?**  
See for yourself >

**NATIONAL CAMPAIGN:  
DALLAS CAN**

<p>Can a city create a new heart and soul? <b>DALLAS CAN.</b></p>		 <p>see what's coming</p>  <p>DALLAS</p>	<p>Can a city connect North and South? <b>DALLAS CAN.</b></p>		 <p>see what's coming</p>  <p>DALLAS</p>
<p>Can a city dare greater than it ever has? <b>DALLAS CAN.</b></p>		 <p>see what's coming</p>  <p>DALLAS</p>	<p>Can a city build all new ways to connect? <b>DALLAS CAN.</b></p>		 <p>see what's coming</p>  <p>DALLAS</p>

# LOCAL CAMPAIGN: WHAT TO EXPECT SOON

# EXPERIENCE IT FOR YOURSELF

Join us in the back of the room post-meeting for a virtual walkthrough of what is to come with the vertically integrated campus.

Additional upcoming Sales Tools:

- Full VR Experience
- Interactive Tour Map
- Full Tour Sales Video
- Teaser/Short-Form Ad Videos



# GREG WHITE

**GENERAL MANAGER,  
THE WESTIN GALLERIA DALLAS,  
CHAIRMAN OF THE BOARD DTPID**



**RENEWING  
DTPID**

# WHY RENEW THE PID

## CURRENT PID

ends  
September  
2029

## IMPERATIVE

for Dallas to  
remain  
competitive

## SUPPORT

for the new **Kay  
Bailey Hutchison  
Convention  
Center** by  
guaranteeing  
future group  
incentives

## 69 CONVENTIONS

committed for  
2029+, representing  
\$1.8B in projected  
impact

## 136 MAJOR EVENTS

in the pipeline for  
KBHCCD

**MAJOR EVENTS  
MADE POSSIBLE  
BY DTPID**

FIFA World Cup 2026™

NFL Draft

NCAA Final Four

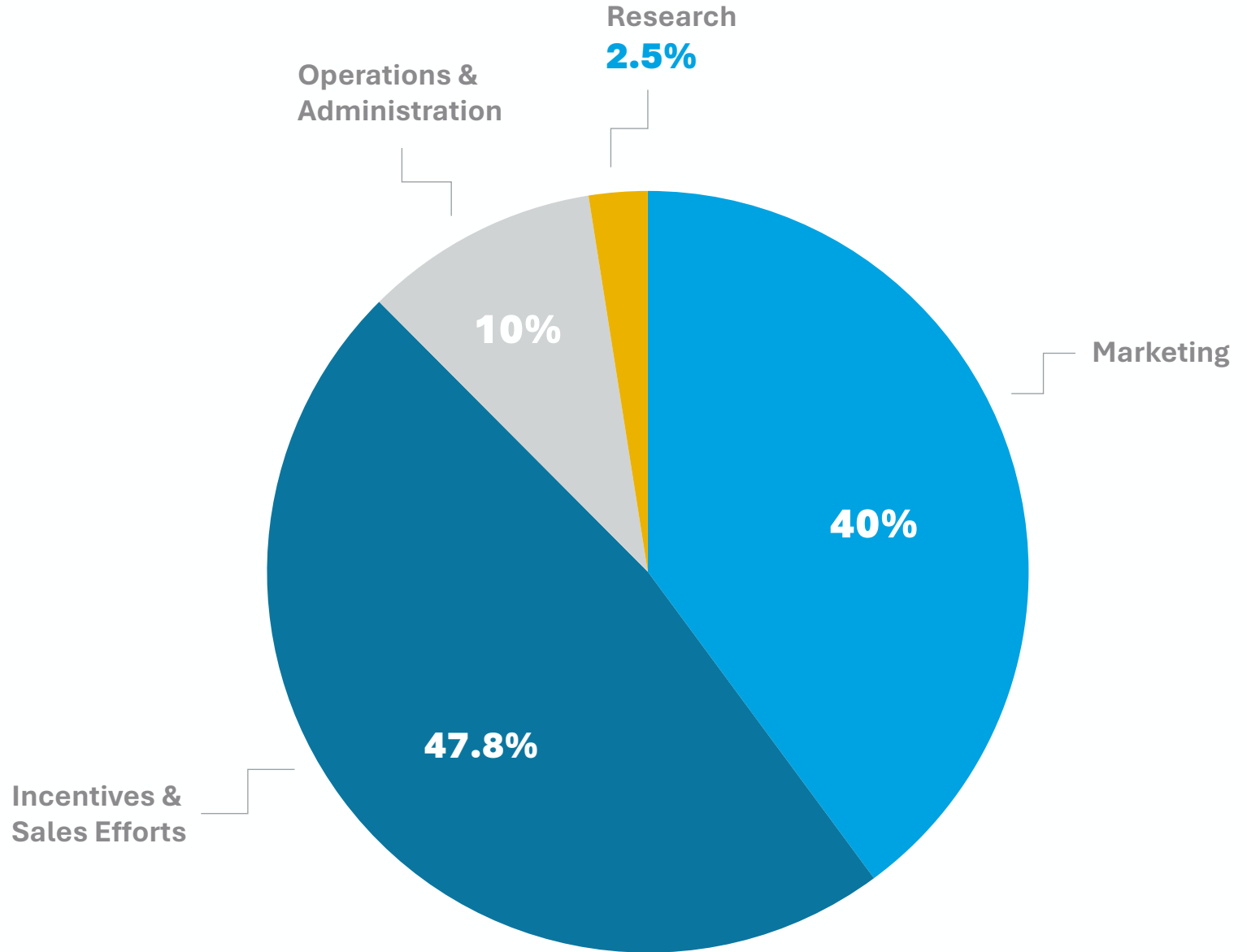
NHL Winter Classic

WrestleMania

College Football Playoffs

AT&T Red River Showdown

# PROPOSED SERVICE PLAN



PROPOSED TERM OF THE DTPID

**2028 – 2057**

**WHY**

**30 YEARS?**

# HOTEL VISITOR ASSESSMENT

## **NO ASSESSMENT INCREASE**

Funded entirely by a **2% self-assessment on guest stays at qualifying hotels (100+ rooms)**

# NEXT STEPS RENEWAL PROCESS



# STAKEHOLDER QUESTIONS

**ANNUAL MEETING +  
DISTRICT RENEWAL  
DISCUSSION**

**THANK YOU FOR  
ATTENDING**

