

The background of the entire slide is a photograph of the Dallas skyline at sunset. The sky is a mix of orange, pink, and purple. The city's skyscrapers are silhouetted against the sky, with some reflecting the warm light. The Reunion Tower, with its distinctive spherical top, is prominent on the left. The skyline is reflected in a body of water in the foreground, which is also reflected in a blue triangular graphic at the bottom.

INVITING THE WORLD  
INVESTING IN DALLAS

**DALLAS TOURISM PID ANNUAL MEETING 2021**



A wide-angle photograph of the Dallas skyline at dusk. The city lights are glowing against a twilight sky with soft pink and blue hues. In the foreground, a large, active fountain sprays water upwards, surrounded by green trees and flags. The word "WELCOME" is overlaid in large, white, sans-serif capital letters.

# WELCOME



**GREG WHITE**

Board Chair  
Dallas Tourism Public  
Improvement District







**FRED EULER**

Executive Director  
Dallas Tourism Public  
Improvement District

# AGENDA

- Background & Mission
- Incentives & Sales Efforts
  - DTPID Hotel Benefits
  - Hotel Incentives
- Marketing
- Sites & FAMS
- Arts & Event Incentives
  - New Incentive Initiatives
- Operations/Administration/Research

# BACKGROUND & MISSION

Since 2012, the Dallas Tourism PID's primary purpose has been to stimulate hotel room demand to increase Dallas visitors.





# BACKGROUND & MISSION

## *Fiscal Year (FY)*

- October 1 through September 30

## *Return on Investment (ROI)*

- Activities funded by the DTPID are targeted to provide at least a 10-to-1 Return on Investment





# BACKGROUND & MISSION

## *District Scale*

- Hotels with 100 or more hotel rooms as voted in by City Council annually
- 132 hotel properties in the Dallas Tourism Public Improvement District account for:
  - Approximately 80% of room supply and demand in Dallas
  - Approximately 90% of room revenue in Dallas





# BACKGROUND & MISSION

## *District Oversight*

- Dallas Tourism Public Improvement District Corporation – 501 (c)(6)
- Board of Directors
- City of Dallas, Office of Economic Development
- VisitDallas





# BOARD OF DIRECTORS OFFICERS



**Greg White**  
Chair of the Board

The Westin Galleria Dallas  
301-999 rooms



**Mark Woelffer**  
Vice-Chair/Treasurer

Sheraton Dallas Hotel  
1,000+ rooms



**Robert Watson**  
Secretary

Hilton Anatole  
1,000+ rooms





# BOARD OF DIRECTORS



Michael Koffler  
Hyatt Regency  
Dallas  
1,000+ rooms



Kevin Gilbert  
Magnolia Hotel Dallas  
301 - 999 rooms



Brett Krafft, CMP  
Hilton Dallas Lincoln Center  
301 - 999 rooms



Andrea Gates  
Rosewood Mansion on Turtle Creek  
100 - 300 rooms



Noeha Coutry  
W Dallas Victory Hotel & Residences  
100 - 300 rooms



Sean Kennerty  
Woodbine Development Corporation  
100 - 300 rooms



Mayur 'Mike' Patel,  
CHO  
Prosper Hospitality



# BOARD OF DIRECTORS

## EX OFFICIO



**Craig Davis**  
President and CEO  
VisitDallas



**Traci Mayer**  
Executive Director  
Hotel Association  
of North Texas



**Rosa Fleming**  
Director, Convention  
and Event Services  
City of Dallas



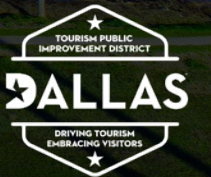
**Jiroko Rosales**  
Assistant Director, Economic  
Development  
City of Dallas







Craig Davis, CDME  
President and CEO  
VisitDallas





# SERVICE PLAN

- Incentives & Sales Efforts
- Marketing & Promotions
- Sites & FAMS
- Event Incentive Fund
- Operations / Administration / Research





# INCENTIVES & SALES EFFORTS

*42.5% Service Plan  
Allocation*

- Large group incentives
- Individual hotel incentives
- Sales efforts

*Target of 10-to-1 ROI*



Brad Kent  
Chief Sales Officer  
VisitDallas

[Brad@visitdallas.com](mailto:Brad@visitdallas.com)



**FY 2020**

*“It was the best of times it was the worst of times.”*

- Charles Dickens





**FY 2020**

## *Group Bookings – Current & Future*

Team	FY2020 Final
Convention Sales	214,486 (32%)
Hotel Sales	214,823 (52%)
Sports	380,578 (95%)
Totals	809,887 (54%)



**FY 2021**

## *Group Incentives*

*(Approvals for future events)*

- Fiscal year-to-date 2021, DTPID has approved \$14.3 million in incentives to bring future events to Dallas.
  - These opportunities represent more than 650,000 hotel room nights with an economic impact of \$730 million.
- For comparison, DTPID approved \$35.2 million in fiscal year 2019
  - These opportunities represented 1.3 million hotel room nights with an economic impact of \$1.8 billion.





**FY 2021**

## *Group Incentives*

*(To be consumed in 2021)*

DTPID approved incentives of \$1.5 million to events consuming in the fiscal year 2021, which are projected to generate \$14.1 million in hotel revenue.

Compared to events consumed in fiscal year 2019, DTPID approved \$5.4 million in incentives, which generated \$87.2 million in hotel revenue.



**FY 2020 &  
FY 2021**

## *Coronavirus Update - Rescheduled vs. Cancelled*

# Rescheduled	Requested Room Nights	Contracted Room Nights	EIC Lodging
242	282,440	141,107	\$49,815,137
Average/Group	1,167	583	\$250,327

# Cancelled	Requested Room Nights	Contracted Room Nights	EIC Lodging
1,017	1,522,614	1,119,472	\$308,376,899
Average/Group	1,497	1,100	\$374,244



## FY 2020 & FY 2021

## Cancelled Groups with Incentives

FY2020	Attendance	Total Contracted Room Nights	EIC Calculated Rooms	EIC Lodging	TPID Approved Incentive \$
	251,902	220,058	226,614	\$41,366,523	\$3,830,764

FY2021	Attendance	Total Contracted Room Nights	EIC Calculated Rooms	EIC Lodging	TPID Approved Incentive \$
	264,323	337,333	388,529	\$82,629,923	\$7,137,078





**FY 2021**

## Groups with Incentives (Still to consume)

Account Name / Event	Start Date	Attendance	Total Contracted Room Nights	EIC Calculated Rooms	EIC Lodging	TPID Approved Incentive \$
TFN Camps & Clinics, Inc. / Clash of the Clubs-Girls Basketball Tournament	7/6/2021	10,000	8,673	8,673	\$ 1,144,836.00	\$ 51,000.00
Asian American Hotel Owners Association / Annual Convention and Trade Show	8/3/2021	5,500	8,561	9,960	\$ 1,956,091.44	\$ 305,757.00
Texas Association of School Boards / TASA/TASB Convention 2021	9/24/2021	10,500	11,753	17,443	\$ 3,632,958.87	\$ 387,220.00
Hospitality Financial and Technology Professionals / HITEC 2021	9/26/2021	5,500	7,354	16,057	\$ 3,511,710.22	\$ 321,000.00
<b>TOTALS</b>		<b>31,500</b>	<b>36,341</b>	<b>52,133</b>	<b>\$ 10,245,596.53</b>	<b>\$ 1,064,977.00</b>

*Austin Junior Volleyball Association / Lone Star Classic	4/10/2021	30,000	35,445	28,627	\$ 4,837,987.60	\$ 453,925.00
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*\*This group has actualized*

Team/Period	Q1	Q2
Convention Sales	58,669 (186%)	66,345 (105%)
Hotel Sales	19,340 (92%)	36,699 (87%)
Sports	61,615 (110%)	68,575 (122%)
Totals	139,624 (128%)	171,619 (106%)



April 1 – May 25, 2021, Booked Room Nights		206,805
Team	# of Leads to Close	Available Room Nights
Citywide Sales	44	667,356
Hotel Sales	435	610,898
Sports	30	93,565
Total	509	1,371,819
	# of Leads to Close	Available Room Nights
Current Conversion @ 27%	137	370,391
Goal Q3 + Q4		480,000
Projected Completion		577,196 (120%)



- VisitDallas sales is currently evaluating all major industry tradeshow and events in finalizing the DTPID FY 2021-2022 budget. Major tradeshow include:
  - IMEX America scheduled in November 2021 in Las Vegas
  - Cvent Connect 2022 scheduled in early April 2022 in Las Vegas
- As traveler sentiment across the country increases so does the potential to increase Familiarization tours and sites coming to Dallas.
- Currently on the books to actualize in FY 2022, there are 187 bookings totaling 639,587 room nights.



# DALLAS TPID HOTEL BENEFIT

*Complimentary Sales Training*  
*Sponsored by DTPID*  
Tuesday, June 29, 2021

- Impactful training focused on the Dallas market and key issues hotel sales teams and leaders face.
- Facilitated by Cindy Novotny and the Master Connection Associates.

SAVE THE DATE

VISIT **DALLAS**

## SALES TRAINING

FOR DALLAS TOURISM PUBLIC  
IMPROVEMENT DISTRICT HOTELS

**TUES, JUNE 29**  
**8AM TO 5PM**

*Kay Bailey Hutchison*  
*Convention Center Dallas*

*Join us for impactful training focused on the Dallas market  
and key issues hotel sales teams and leaders face. Facilitated  
by Cindy Novotny and the Master Connection Associates.*

Sponsored By **DALLAS**  
DRIVING TOURISM. EMBRACING VISITORS.  
TOURISM PUBLIC IMPROVEMENT DISTRICT

MORE DETAILS TO FOLLOW!



# DALLAS TPID HOTEL BENEFIT

## GBAC STAR™

- Available **complimentary** to all Dallas TPID hotels; paid by Dallas TPID.
- 37 hotels have registered and have begun the certification process.
- Includes Kay Bailey Hutchison Convention Center Dallas and 50 scholarships awarded to Dallas arts and cultural venues.
- Recent VisitDallas survey shows meeting planners value GBAC STAR™
  - 90% of planners indicate that facility safety & sterilizations protocols are important when selecting event location
  - 72% indicate a destination wide safety & sterilization program helpful while selecting a destination over next 12 months
  - 60% of planners for events with over 5k attendees are aware of GBAC STAR™



Information or to register  
contact: Raul Santillan

214-571-1074

[Raul@visitdallas.com](mailto:Raul@visitdallas.com)





# DALLAS TPID HOTEL BENEFIT

## *Individual Hotel Incentives*

- District hotels can seek up to \$100,000 per year for group meeting incentives.
- As a response to COVID-19, the DTPID board revised its guidelines in 2020 to increase the available funding per hotel to \$150,000 through December 31, 2021.

Sheryl Budelier  
Program Administrator  
214-571-1337  
[Sheryl@dallastpid.com](mailto:Sheryl@dallastpid.com)



**FYE 2020**

## *Hotel Incentive Fund*

Approved Applications	321
Approved Amount	\$2,113,820
Funded Count	129
Funded Amount	\$565,387
Room Nights	34,029

Dallas TPID fiscal year is October 1 – September 30.





**FY 2021**

## *Hotel Incentive Fund*

### *Fiscal Year 2021 To Date*

Approved Applications	324
Approved Amount	\$3,055,403
Funded Count	76
Funded Amount	\$265,218
Estimated Room Nights	219,166

*Dallas TPID fiscal year is October 1 - September 30.*





# MARKETING

*35% Service Plan Allocation*  
*Target of 10-to-1 ROI*



Mark D. Thompson  
Interim Chief Marketing Officer  
VisitDallas

[Mark@visitdallas.com](mailto:Mark@visitdallas.com)



# MARKETING

- DTPID research indicates that 2020 marketing efforts helped generate almost \$12 million in hotel revenues and \$50 million in visitor spending.
- Close to 80 percent of drive-in travelers stay overnight, with 61 percent staying in paid housing.
- With national and international travel down significantly over the past six months, DTPID marketing efforts have primarily focused on regional markets in Texas and border states, with a significant focus on digital, limited print, some out-of-home and economical video solutions.





# LEISURE TARGET AUDIENCES

## Family Funnners



- Age 35-44
- Married
- Children ages 3-9
- Bachelor's degree or higher
- HHI: \$100k+ (dual income)
- Family-friendly
- Most likely to make repeat visits

## Getaways



- Age 45-54
- Married
- Teenage or 18+ children
- Bachelor's degree or higher
- HHI: \$100k - \$150k+
- Freedom for long weekends
- Good food, shopping, arts

## Multi-Genners



- Age 55-69
- Married
- Adult children and grandkids
- Bachelor's degree or higher
- HHI: \$75k-\$150k+
- Active vacation
- Largest potential audience
- Group size impactful



# LEISURE TARGET MARKETS

## *Tier One*

- Austin
- Houston
- Oklahoma City
- Tulsa
- Lubbock
- San Angelo
- Midland-Odessa

## *Tier Two*

- Tyler-Longview
- Sherman/Ada
- Waco/Temple/Bryan
- Abilene/Sweetwater
- Wichita Falls/Lawton
- Shreveport
- Amarillo
- Monroe
- San Antonio
- Fort Smith/NW AR
- Little Rock

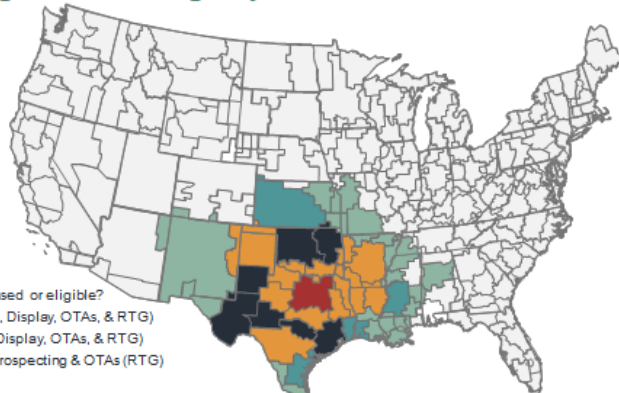
## *Tier Three*

- Beaumont
- Alexandria
- Victoria
- Lake Charles
- Corpus Christi
- Wichita
- Jackson

## *Tier Four*

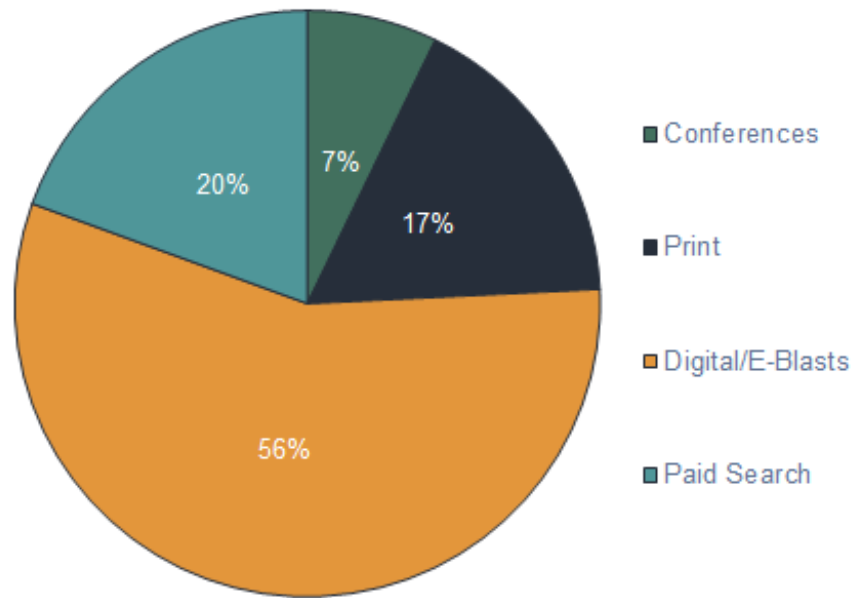
- Laredo
- Harlingen
- Joplin
- Lafayette
- Birmingham
- Baton Rouge
- El Paso
- Memphis
- New Orleans
- Meridian
- Greenwood
- Topeka
- Kansas City
- Albuquerque

Leisure Digital Coverage by Market Tier



# TRADE MEDIA

Budget Breakout by Tactic

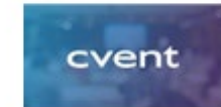


## Trade Partner Overview

### Integrated (Print + Digital)



### Digital Only



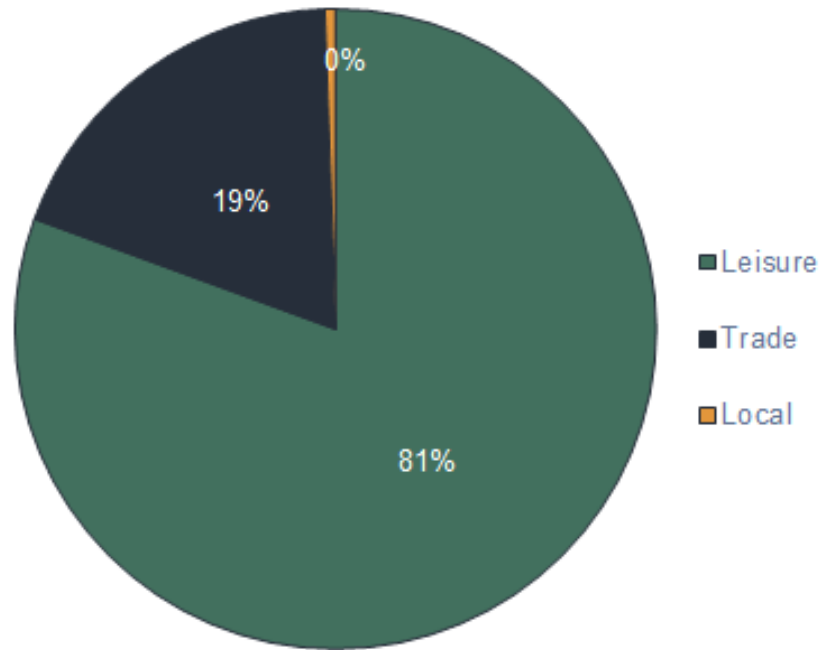


# TOTAL MEDIA BUY FY21

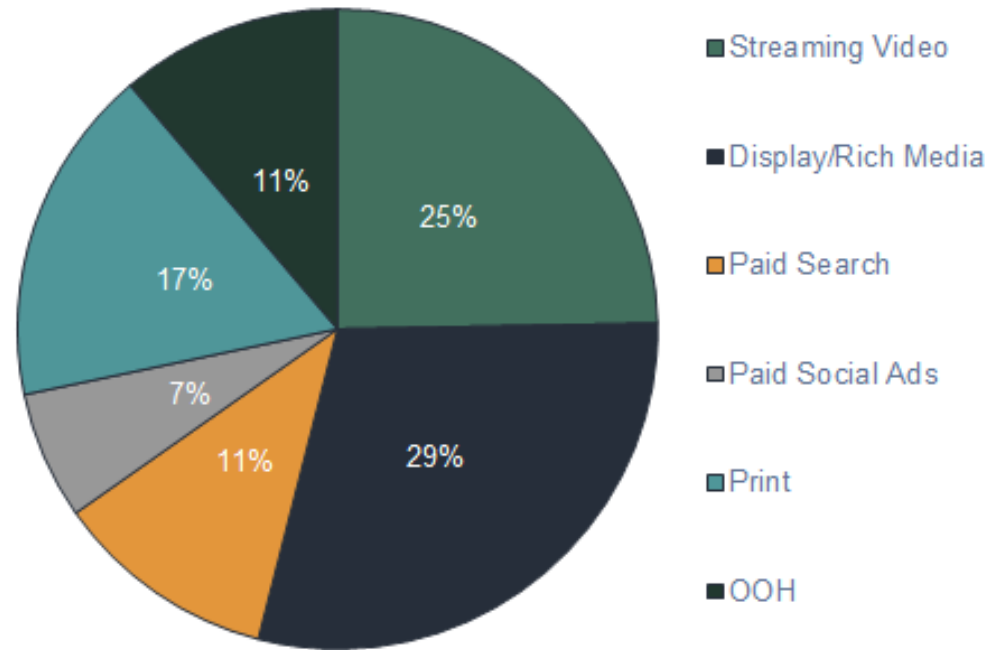
•Leisure Travelers = \$889k

•Trade/Meeting Planners = \$208k

Budget Breakout by Objective



Budget Breakout by Tactic





# SITE VISITS & FAMS

*10% Service Plan Allocation*



Mark D. Thompson  
Interim Chief Marketing Officer  
VisitDallas

[Mark@visitdallas.com](mailto:Mark@visitdallas.com)



**FYE 2020**

## Sales & Services Site Visits & FAMS

*Fiscal Year End 2020*

### *Pre-pandemic*

- 105 sales site visits and familiarization tours *(-54.7% from FY 2019)*
- 42 services site visits *(-35.4% from FY 2019)*

### *During pandemic*

- 3 planned sites cancelled
- 10 familiarization tours cancelled





**FYE 2020**

## Public Relations FAMS

The Public Relations team hosts media from all over the world in order to promote Dallas as an ideal travel destination.

### *Fiscal year end 2020*

*Hosted 23 Media FAMS (-25.7% FY 2019)*

- BBC Radio
- CNN Travel
- Local Now
- GQ Mexico
- Food and Beverage FAM
- Brand USA Australia
- UK Influencers
- Autoroute, Travel Texas
- Scottish Sun
- Montreal Times
- French Info
- House of Coco
- Dallas Love List
- Edge Media
- Lugares
- Babes & Beignets
- TG5 Mediaset
- Canada Travel Texas
- Here, Away Magazine
- Origins - Perot Museum
- Plein Air Black Tie Dinner
- Good Morning Great Britain



Journalists are from a variety of media types-

- Magazine
- Newspaper
- Digital
- Radio
- TV
- Social Media Influencers

Pre-pandemic, familiarization tours for clients and tour operators worked to showcase the Dallas product and increase international travel to the city.



### *Fiscal year end 2020*

*Hosted 15 FAMS (-66.7% FY 2019)*

- Mexico
- Canada
- Honduras
- China
- Germany
- Australia
- Costa Rica
- Italy

### *Partners*

- American Airlines
- Travel Texas
- Air France
- Marriott International
- Brand USA



# ARTS & EVENT INCENTIVES

*7.5% Service Plan Allocation  
Target of 10-to-1 ROI*



Maribeth Lysen  
Director of Cultural Tourism  
214-571-1028  
[Maribeth@dallastpid.com](mailto:Maribeth@dallastpid.com)





FYE 2020

## Arts & Event Incentives

*Fiscal Year End 2020*

Approved Applications 94

Approved Amount \$2,073,104

Funded Count 51

Funded Amount \$970,909

Estimated Room Nights 137,355



*37 Events Moved to FY 2021  
As a result of COVID-19*



FY 2021

## Arts & Event Incentives

### Fiscal Year 2021

Approved Applications	66
Approved Amount	\$1,305,320
Funded Amount	\$497,873
Room Nights as of 5/25/21	8,877

### Events moving to FY 2022 due to COVID-19

- 9 events
- \$199,644 funds approved
- \$87,500 funded\*

\*Non-profit organizations can receive up to 50% of funds in advance of the event to assist with marketing the event.





FY 2022

## Arts & Event Incentives

- Application period is July 1 - Sept 30, 2021.
- Funding remains first come, first serve for qualifying events.
- Opportunity to apply for up to \$25,000 annually.





# NEW INCENTIVE INITIATIVES



- **TOUR OPERATOR  
INCENTIVE**

- **FILM INCENTIVE**





# OPERATIONS, RESEARCH & ADMINISTRATION

*5% Service Plan Allocation*



Jill Larsen, CPA  
Chief Financial Officer  
VisitDallas





**DTPID FEE REVENUE**

\$ 11,017,817

Incentives and Sales Efforts

\$ 3,678,924

Marketing

3,684,218

Sites and FAMS

921,314

Event Funding Applications

970,909

Management and General

1,115,967**TOTAL EXPENSES**

\$ 10,371,332





**FYE 2021 - FYE 2025**

# *Tourism Economics Five-Year Forecast Dallas TPID Assessment Revenue*

<b>Fiscal Year</b>	<b>FYE 2021</b>	<b>FYE 2022</b>	<b>FYE 2023</b>	<b>FYE 2024</b>	<b>FYE 2025</b>
TPID TOTAL	<b>\$ 8,804,092</b>	<b>\$ 14,452,007</b>	<b>\$ 16,704,080</b>	<b>\$ 18,696,813</b>	<b>\$ 20,312,076</b>
\$ Growth	\$ (2,699,032)	\$ 5,647,915	\$ 2,252,073	\$ 1,992,733	\$ 1,615,263
% Growth	-23%	64%	16%	12%	9%

*Based upon actual collections history and Tourism Economics forecast completed April 20, 2021, not approved service plan budget.  
Dallas TPID fiscal year is October 1 - September 30.*



**FYE 2022 - FYE 2026**

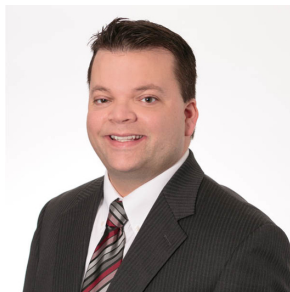
# Five-Year Service Plan Budget

		FYE 2022	FYE 2023	FYE 2024	FYE 2025	FYE 2026
<b>Assessment Revenue</b>		<b>\$15,175,000</b>	<b>\$17,539,000</b>	<b>\$19,632,000</b>	<b>\$21,328,000</b>	<b>\$22,394,000</b>
Service Plan Expense Categories	%					
Incentives & Sales Efforts	42.50%	6,449,375	7,454,075	8,343,600	9,064,400	9,517,450
Marketing (Promotion/Advertising)	35.00%	5,311,250	6,138,650	6,871,200	7,464,800	7,837,900
Site Visits & Familiarization Tours	10.00%	1,517,500	1,753,900	1,963,200	2,132,800	2,239,400
Event Funding Application Pool	7.50%	1,138,125	1,315,425	1,472,400	1,599,600	1,679,550
Operations/Research/Administration	5.00%	758,750	876,950	981,600	1,066,400	1,119,700
<b>Total Expenses</b>	<b>100.00%</b>	<b>\$15,175,000</b>	<b>\$17,539,000</b>	<b>\$19,632,000</b>	<b>\$21,328,000</b>	<b>\$22,394,000</b>

Expenditures are limited to actual collections, which can not exceed the 2% fee on each occupied room as defined in the petition.  
 Dallas TPID fiscal year is October 1 - September 30.



# RESEARCH



Michael Rudowski  
VP Research and Insights  
[Michael@visitdallas.com](mailto:Michael@visitdallas.com)

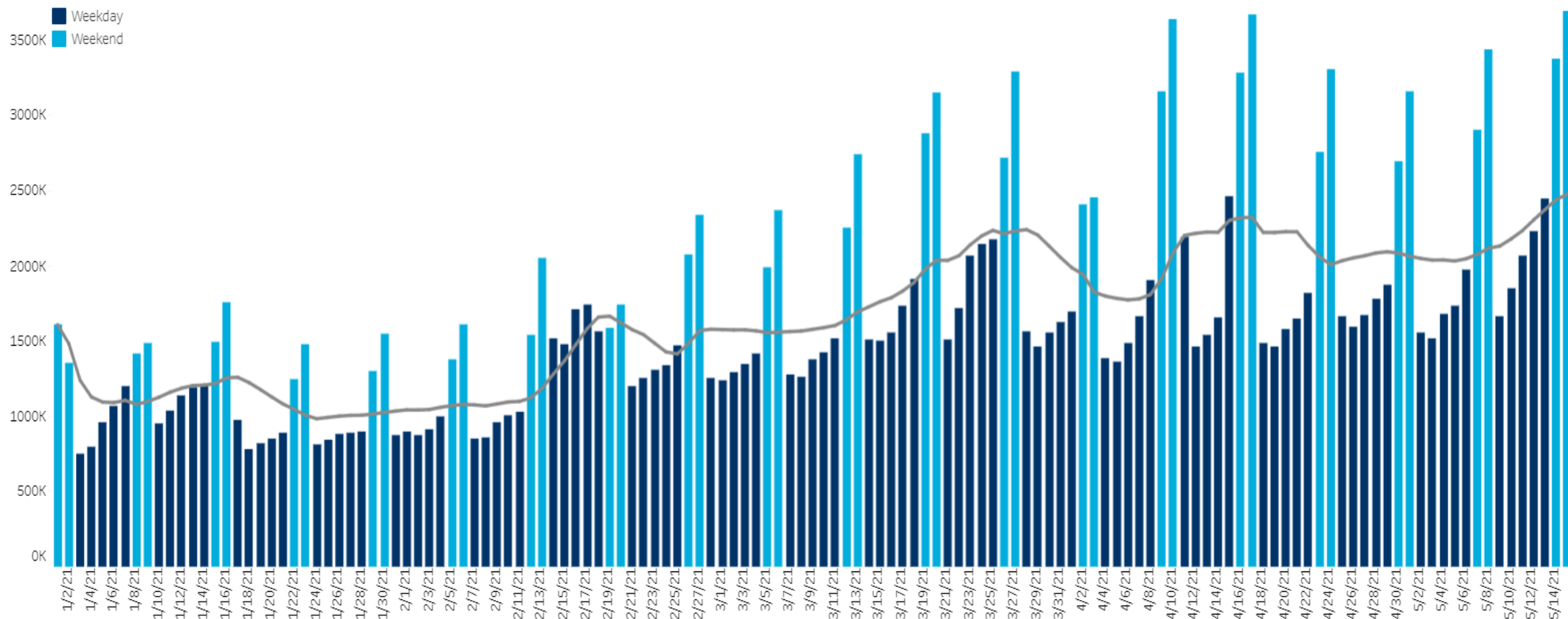




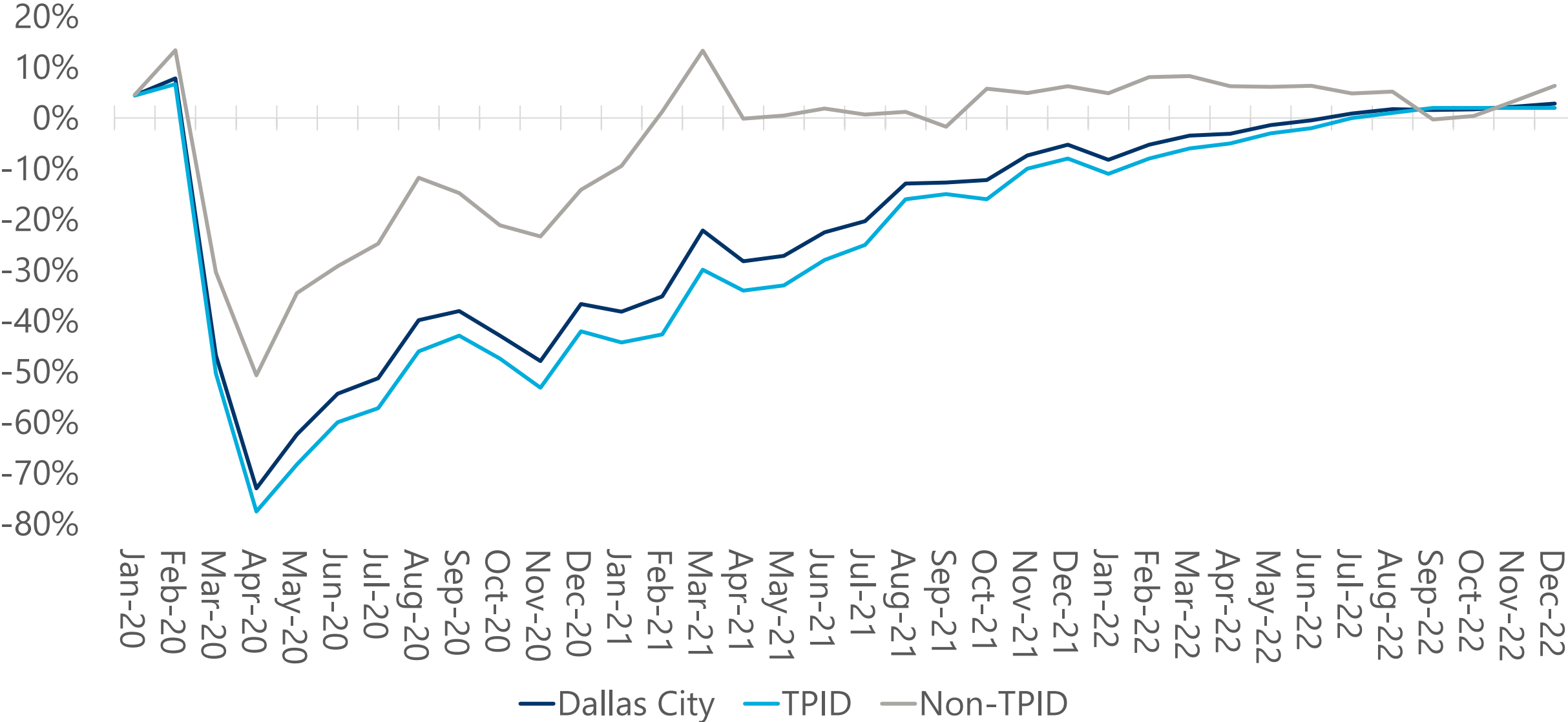
# CITY OF DALLAS DAILY HOTEL ROOM REVENUE

## Total Room Revenue

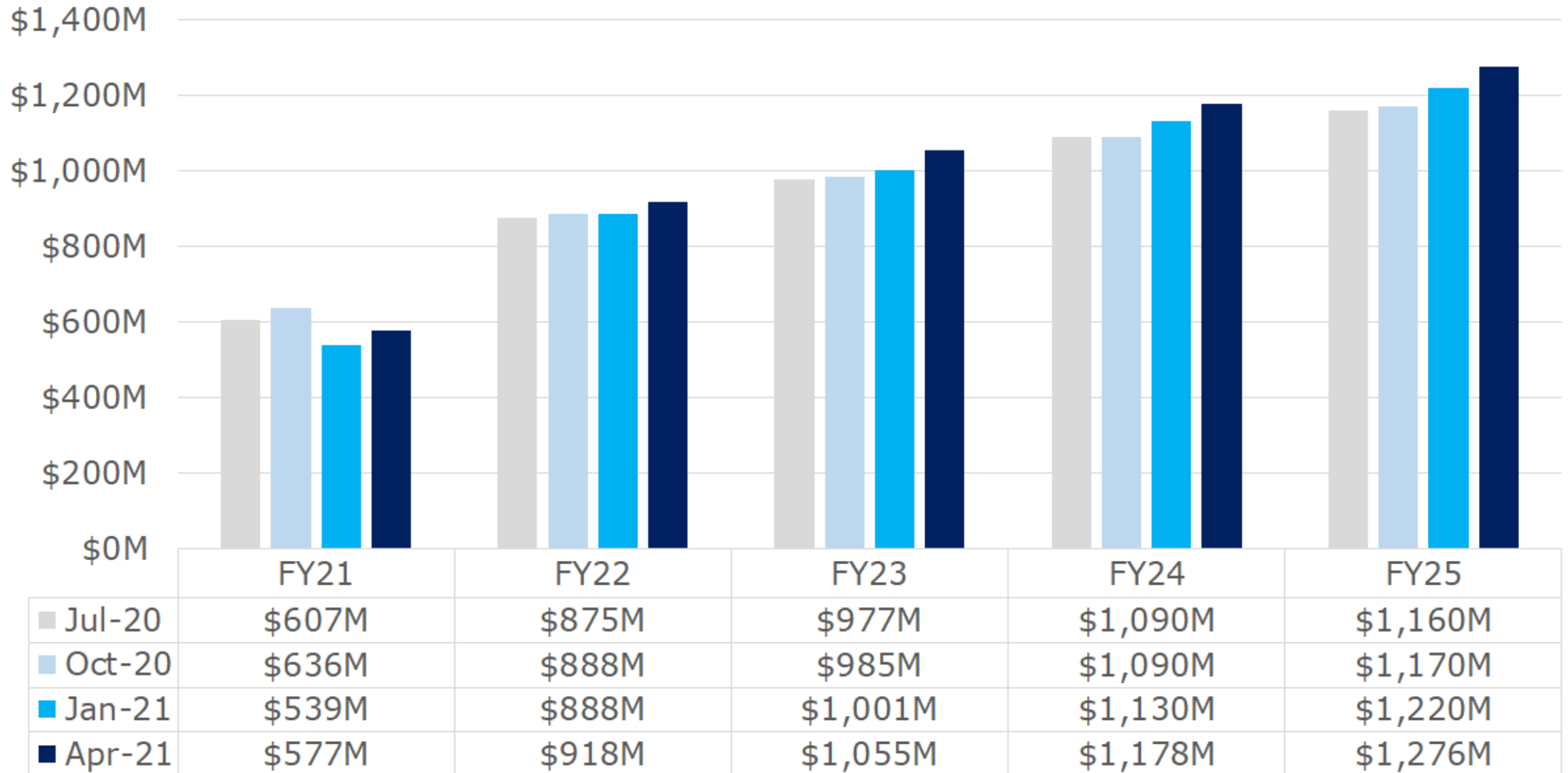
From 1/1/2021 To 5/15/2021, Dallas



# TPID VS NON-TPID RECOVERY



# FORECAST COMPARISON





The background of the slide is a nighttime photograph of the Dallas skyline, viewed from the Reunion Tower. The tower's white, lattice-like structure is prominent in the foreground, framing the view of the city. The skyline is filled with illuminated skyscrapers, with the green-lit Reunion Tower being a focal point. A large, semi-transparent blue shape is overlaid on the bottom half of the image, containing the word "Questions?".

# *Questions?*



The background of the slide is a panoramic view of the Dallas skyline at night. The city is illuminated with various lights, and the sky is a mix of blue and orange. A large, semi-transparent blue triangle is overlaid on the bottom half of the image, containing the text "THANK YOU!".

# THANK YOU!