



why dallas

NOW

SAFETY

VALUE

ACCOMMODATIONS

VIBRANT & COSMOPOLITAN

LOCATION

Meetings and events are vital to our businesses, and we're ready to see our friends and colleagues face-to-face. In Dallas, the hospitality community is preparing for visitors' arrival by achieving the highest sanitation and safety standards.

With additional attractive benefits – like the accessibility of two major airports, more than 34,000 hotel rooms, and the affordability of labor rates 27% below the national average – Dallas is ready to make your gathering a success. We look forward to being strong destination partners during your future events in Dallas.

SAFETY STAR

Our top priority for welcoming visitors back to Dallas is doing it safely, with your health in mind.

GBAC STAR

Gold standard in cleanliness protocols.

Dallas leads the nation in safety and sanitation with the most Global Biorisk Advisory Council (GBAC) STAR™ accredited hotels and venues.

- Kay Bailey Hutchison Convention Center Dallas
- Dallas Fort Worth International Airport
- Dallas Love Field Airport
- AT&T Stadium
- American Airlines Center
- 30+ hotels

WHAT IS GBAC STAR?

- Performance-based accreditation program in which hotels and venues demonstrate they have the work practices, procedures and protocols to prepare, respond and recover from outbreaks and pandemics
- Developed by the Global Biorisk Advisory Council, a division of ISSA, the worldwide cleaning industry association
- Accredited hotels and venues demonstrate compliance with the program's 20 elements, including enhanced cleaning and contactless services

GBAC STAR accreditation means that a facility is implementing the industry's highest standards for cleaning and disinfection of infectious agents like the novel coronavirus.

Accredited venues and hotels have:

- Established and maintained a cleaning, disinfection and infectious disease prevention program to minimize risks associated with infectious agents like the novel coronavirus
- The proper cleaning protocols, disinfection techniques and work practices in place to combat biohazards and infectious disease
- Highly skilled cleaning professionals who are trained for outbreak and infectious disease preparation and response



The **GBAC STAR** seal is reserved only for facilities that maintain the right protocols for cleaning and indicates that the space has been disinfected to higher standards.



PROPER PROCEDURE



PROPER TRAINING



CHEMISTRY



EQUIPMENT



TOOLS



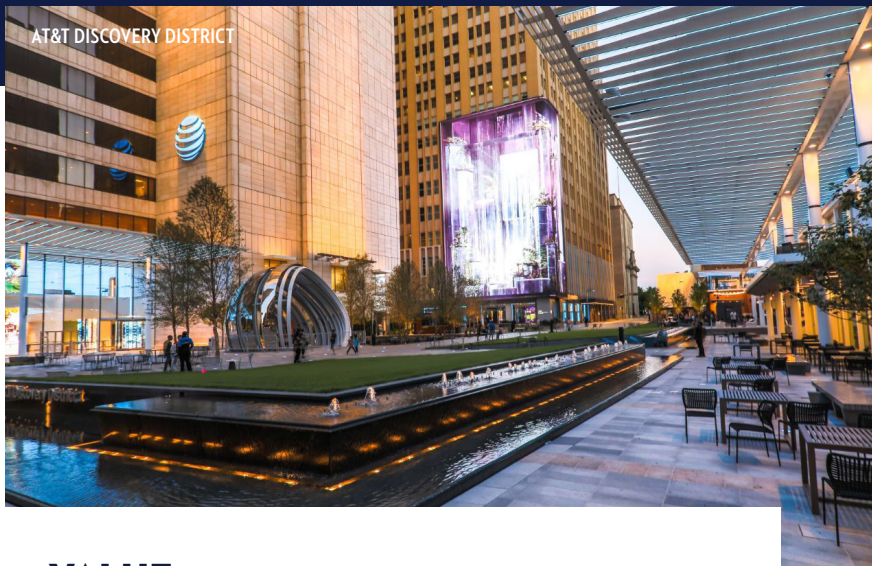
PPE



INFECTION CONTROL

Did you KNOW?

- **9TH-LARGEST CITY IN THE U.S.** and part of the 4th-largest metro area
- **130,000 HOTEL ROOMS** in the DFW area, 15,000+ hotel rooms in the Downtown Dallas area
- **Daily DIRECT FLIGHTS** into Dallas from more than 215 destinations
- **DFW AIRPORT IS NO. 1** for customer service among North American airports serving 40 million or more passengers annually (Airports Council International)
- **4TH BUSIEST AIRPORT** in the world (operations)
- **First airport in the world to earn GBAC STAR ACCREDITATION**
- **DALLAS LOVE FIELD RANKS NO. 1** for Traveler Satisfaction among the nation's large airports, according to J.D. Power
- **ACCESSIBLE TO MOST U.S. destinations** in 3.5 hours or less
- **DALLAS AREA RAPID TRANSIT (DART)** is the nation's longest light-rail network with 85 miles and 61 stations
- **20 vibrant ENTERTAINMENT DISTRICTS**
- **SIXTH LARGEST LGBTQ COMMUNITY** in the U.S., with bars and restaurants concentrated in Oak Lawn
- **The DALLAS ARTS DISTRICT** is the nation's largest contiguous arts district
- **Home of innovation: THE FROZEN MARGARITA MACHINE** and microchip were invented here
- **Dallas is the Official Home of the Frozen Margarita and THE MARGARITA MILE**, a self-guided margarita tour
- **Home to 25 FORTUNE 500 COMPANIES**, third-most in the nation, and 3 Fortune 100 companies, the most in the nation
- **Highland Park Village** is the nation's **FIRST PLANNED SHOPPING CENTER**, and NorthPark Center is America's first indoor climate-controlled mall
- **The first convenience store, 7-ELEVEN**, got its start in Dallas
- **Dallas man LAMAR HUNT** founded the American Football League and coined the phrase "Super Bowl"



VALUE

Your dollar goes further in Dallas.

Thanks to our strong economy and low labor rates, Dallas helps you manage event costs without compromising quality and experience.

- Labor rates are 27 percent below the national average
- Texas is a “right to work” state, which lowers your event production costs so you can focus more budget on attendee engagement and experience
- Competitive hotel room rates delivering unsurpassed quality and savings
- The cost of doing business in Dallas is 7 percent lower than the national average

ACCOMMODATIONS

From the intimacy of boutique hotels to the convenience and luxury of large convention hotels, all the nation’s top brands are represented in Dallas.

- 34,000 hotel rooms in Dallas provide accommodations for any preference and price point
- 15,000 hotel rooms in Dallas’ walkable downtown core
- More than 2,000 hotel rooms will be added to inventory in the next two years
- The convention center is connected to the 1,001-room Omni Dallas Hotel via skybridge

NEW HOTEL HIGHLIGHTS

■ THE THOMPSON DALLAS

The new Thompson Dallas hotel is part of the revival of the historic First National Bank tower in downtown and includes 219 rooms, 14,000 square feet of ballroom space, four restaurants and two acre of outdoor terrace space. The prime downtown location means the city’s top venues, attractions and restaurants are a short stroll away.

■ MARRIOTT DALLAS UPTOWN

This brand-new, 255-guest room contemporary hotel is in trendy Uptown, within walking distance of dozens of restaurants and the scenic Katy Trail, Dallas’ most active biking and pedestrian trail. The property has six event venues and a unique 14th-floor rooftop event space with 360-degree views of Dallas.



VIBRANT & COSMOPOLITAN

Dallas boasts 20 vibrant entertainment districts offering walkable access to music, shopping, arts and restaurants.

- Texas blues music was born in Deep Ellum, one of the city’s oldest and hippest neighborhoods
- Dallas is the Official Home of the Frozen Margarita, and the Margarita Mile honors the city’s legacy with a self-guided margarita trail
- The Dallas Arts District is the nation’s largest urban arts district
- Dallas is rated Three Stars (the highest rating) by Michelin Green Guide
- Home to six professional sports teams
- Dallas boasts the best shopping in the Southwest
- 2019 *Bon Appétit* Food City of the Year
- Dallas’ CityPASS attraction bundle includes access to incredible views, fascinating science and some of the nation’s most important presidential history

NEW DEVELOPMENTS

■ AT&T DISCOVERY DISTRICT

Located in the heart of Downtown Dallas, this new district on the AT&T corporate campus is perfect for groups of all sizes. The AT&T Discovery District boasts a multi-sensory experience including outdoor event space, the AT&T Theater, and multiple dining outlets including JAXON Beer Garden and The Exchange, a food hall.



LOCATION

Dallas is America's most connected city.

- 233 non-stop destinations, 216 of those with daily service
- 29,699 total non-stop flights, 958 daily non-stop flights
- Travel from any major city in the continental United States in less than four hours

2021 air access to Dallas remains as high as ever.

■ DFW INTERNATIONAL AIRPORT

As the global headquarters and home hub of American Airlines, Dallas Fort Worth International Airport offers travelers a high-frequency schedule flying out of 5 terminals and 164 gates.

- 1st airport in the nation to achieve GBAC Star cleanliness accreditation
- 4th busiest airport in the world (operations)
- 15th busiest airport in the world (passengers)
- Host to 23 passenger airlines and 23 cargo carriers
- No. 1 for customer service among large airports from Airports Council International

■ DALLAS LOVE FIELD AIRPORT

Located just seven miles and 11 minutes from downtown Dallas, Love Field is a convenient airport that serves as the headquarters for Southwest Airlines. The airport recently underwent a \$519 million modernization renovation, including a centralized terminal with 20 gates.

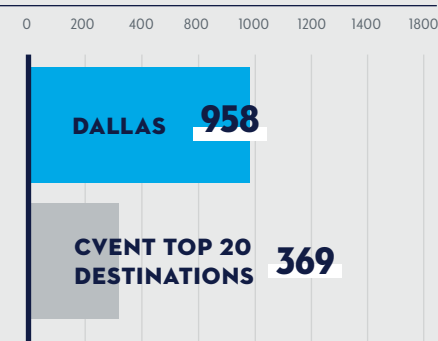
- No. 1 in customer satisfaction ratings from J.D. Power
- Named one of the Top 10 domestic airports by *Travel + Leisure* magazine

■ GETTING AROUND TOWN

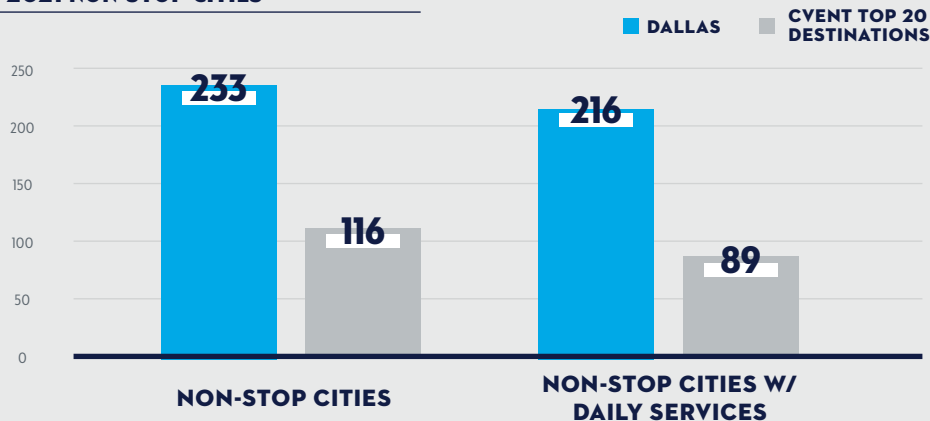
- Dallas Area Rapid Transit (DART) features the nation's longest light-rail network
- DART's Orange Line connects DFW Airport (DFW Station) to downtown Dallas and the entire DART light rail network
- Downtown's free transportation options include the historic McKinney Avenue Trolley and eFrogs
- Electric shuttles

Compared with the nation's Top 20 meeting destinations, Dallas has the greatest air access.

■ 2021 DAILY NON-STOP FLIGHTS



■ 2021 NON-STOP CITIES



SOURCE: AIRLINE DATA INC MARCH 2021