



NEW AND NOTEWORTHY

VISIT
DALLAS



RENDERING OF NEW
AND EXPANDED KBHCCD



MORE THAN 2,200 DAILY FLIGHTS

NEW AND EXPANDED CONVENTION CENTER

Anticipated to open in 2029, the new and expanded Kay Bailey Hutchison Convention Center Dallas will transform the city's urban core and anchor a walkable entertainment district with new hotels. A contract for architectural, engineering and design services for a portion of the Convention Center Expansion was awarded to Perkins&Will and Populous. Perkins&Will and Populous have committed to over 50% minority- and women-owned business enterprise (M/WBE) participation. The reimagined center will offer significantly expanded exhibit, breakout, and ballroom space to elevate Dallas as a premier destination for major events.

NEW FLIGHTS

Dallas is home to two international airports and two major airlines—Dallas Fort Worth International Airport (DFW), Dallas Love Field, American Airlines, and Southwest Airlines. With over 2,200 daily flights to 250 destinations, it's one of America's most connected cities. DFW is the third busiest airport in the world and was recently named the best large airport in North America by Airports Council International (ACI) World.

Looking to the future, DFW has several projects in the works, including a \$4 billion planned investment in Terminal F to create what will be DFW's signature terminal experience, operated entirely by American Airlines.

New Routes Include:

American Airlines:

Brisbane to DFW
Rio de Janeiro to DFW

Cathay Pacific:

Hong Kong to DFW

Viva Aerobus:

León/Guanajuato to DFW
Guadalajara to DFW
Monterrey to DFW
Querétaro to DFW

EVA Air:

Taipei to DFW –
October 2025

Qantas:

Melbourne to DFW –
October 2025

NEWSWORTHY STORY IDEAS

OUR DIVERSE COMMUNITY OF PEOPLE

Dallas is the ninth **most diverse city** in America, a rich tapestry of cultures that people from all walks of life call home. Dallas' LGBTQ+ population is the sixth largest in the country, and its Hispanic community makes up more than 40% of the total population.

CREATIVE CULINARY INFLUENCE

In partnership with Travel Texas, Dallas made its debut in the inaugural MICHELIN Guide Texas—one of the most prestigious benchmarks in global culinary tourism. Highlights include a coveted MICHELIN Star for Tatsu Dallas, five Bib Gourmand honors, the MICHELIN Exceptional Cocktails Award for Rye, and 15 additional MICHELIN-recommended restaurants.

ARTS AND ENTERTAINMENT

Dallas is home to the nation's largest arts district—an unmatched hub of museums, galleries, and performing arts. With more Pritzker Prize-designed buildings than anywhere else, the Dallas Arts District has been named the Best Arts District by USA Today readers for the second year in a row.

FUTURE-FACING INNOVATIVE AUDACITY

Netflix House is set to debut at Galleria Dallas, transforming a 107,000-square-foot former department store into an immersive venue. One of only two planned U.S. locations, it will feature experiences inspired by Bridgerton, Stranger Things, and Squid Game, plus themed dining and exclusive merchandise.

ICONIC SPORTS CULTURE

Dallas will play a central role in the FIFA World Cup 26™, hosting a record nine matches, more than any other city. It will also serve as the official hub for the International Broadcast Centre at the Kay Bailey Hutchison Convention Center Dallas. From January to July 2026, the IBC will support 2,000 broadcast professionals and serve as headquarters for FIFA's Host Broadcaster, Media Partners, Content Production, and Football Technology teams.

HOTEL HIGHLIGHTS

Dallas is expanding rapidly and has more hotel product in the pipeline than any other U.S. destination. Over the next several years, we expect more than 20,000 rooms to be added to Dallas' hotel inventory.

THE KNOX, AUBERGE RESORTS OPENS 2026

This property will serve as a defining anchor in Dallas' magnetic Knox Street neighborhood. The luxury hotel and exclusive private residences will bring an exhilarating new allure to the social district, serving as both a sophisticated standalone destination and a springboard for exploring the city's best shopping and culinary destinations, as well as the 3.5-mile-long Katy Trail.

FOUR SEASONS TURTLE CREEK OPENS 2027

Plans for a new Four Seasons are underway in Dallas' Turtle Creek neighborhood. The 233-room hotel will be located in the heart of Dallas' urban core, offering a world-class experience for guests.

FUN FACTS

FROZEN MARGARITAS

The frozen *margarita machine* was **invented in Dallas** by restaurateur Mariano Martinez in 1971. The original machine now resides in the Smithsonian National Museum of American History.

The integrated circuit computer chip (which became the microchip) **was invented in Dallas** in 1958 by Jack Kilby, an engineer at Texas Instruments.

CIRCUIT COMPUTER CHIP

At 52 feet tall, the State Fair of Texas mascot, Big Tex, is the **tallest cowboy in Texas**.

BIG TEX

COWBOYS STADIUM

With the roof enclosed, the **Statue of Liberty could fit inside** the Dallas Cowboys' AT&T Stadium.

GALLERIA HOLIDAY

The Galleria Dallas is home to the country's **tallest indoor Christmas tree** (95 feet) during the winter holiday season.

SHOPPING CENTER

Developed in 1931, Highland Park Village Shopping Center was **America's first planned shopping center**.

Largest urban arts district in the United States, spanning 118 acres.

DALLAS ARTS DISTRICT

7-ELEVEN

The **world's first convenience store**, 7-Eleven, opened in 1927 in Dallas. The corporation is still headquartered here today.

The Dallas Zoo, which opened in 1888, is the **oldest and largest zoo in Texas** and one of the ten oldest in the U.S.

DALLAS ZOO



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