



## FUN FACTS ABOUT DALLAS

Dallas has a long history of bold ideas and first-of-its-kind moments. Here are a few facts you might not know—but won't forget:

The **frozen margarita machine** was invented in Dallas in 1971 by Mariano Martinez. The original machine now lives at the Smithsonian.

**Highland Park Village**, which opened in 1931, is the first shopping center in the United States. What began as a visionary concept for automobile-friendly retail has evolved into one of Dallas' premier luxury shopping

destinations and is now a National Historic Landmark.

The **first 7-Eleven** convenience store opened in Dallas in 1927. The company is still headquartered here today.

Dallas is home to the **largest arts district** in the United States, covering 118 acres of cultural institutions and performance venues.

## WHAT'S NEW IN DALLAS

### A Bold Future is Underway, and We Want You Here For It

There's a clear sense of momentum in Dallas as we invest in the future of meetings and events. From transformative airport enhancements to a next generation convention center renovation, our Can-Do city is evolving to meet the needs of planners, attendees, and the communities we serve. Whether you're booking your first event or bringing a group back, Dallas is ready to welcome you with bold new possibilities.

#### DFW INTERNATIONAL AIRPORT

Dallas Fort Worth International Airport is in the midst of a major expansion with the construction of Terminal F, a \$4 billion investment that will enhance the traveler experience and support continued growth in the region. Once complete, the terminal will feature 15 new gates, amenities, and streamlined access that makes getting to Dallas easier than ever—whether you're flying in attendees from across the country or around the world. With more than 2,200 daily flights and nonstop service to over 250 destinations, DFW International Airport proves that getting to Dallas has never been easier.

#### KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS

The redevelopment of the Kay Bailey Hutchison Convention Center Dallas is one of the most significant urban projects in the country. This next-generation venue will feature expanded exhibit space, a modern ballroom, flexible meeting rooms, and seamless integration with new hotels, dining, and entertainment options in a newly imagined convention district. What makes this project especially meaningful is how it's being built. More than 50% of construction contracts were awarded to Minority and Women-Owned Business Enterprises (MWBE), reinforcing Dallas' commitment to equity, access, and community investment. This is more than a new building—it's a bold statement about who we are as a destination.

#### THIRD-PARTY PLANNER INCENTIVES DESIGNED FOR YOU

At Visit Dallas, we recognize the value third-party planners like Helmsbriscoe bring to our city. That's why we offer exclusive incentive opportunities tailored specifically to your needs. Whether you're sourcing a large event or a smaller gathering, we're here to support you with financial benefits, added value for your clients, and personalized service from a team that knows Dallas inside and out. To learn more about our current incentive offerings, visit [visitdallas.com/helmsbriscoe](https://visitdallas.com/helmsbriscoe).

#### VICKY SOSA

Senior Sales Manager,  
Western/South Central  
972-345-0522  
[vicky.sosa@visitdallas.com](mailto:vicky.sosa@visitdallas.com)



HB  
HELMSBRISCOE