

DALLAS MEDIA KIT



OUR VISION IS TO ELEVATE DALLAS AS A WELCOMING, GLOBAL MUST-VISIT DESTINATION.

Dallas, Texas, is an emerging global city that proudly anchors the North Texas region, the nation's 4th largest metropolitan area. This diverse and vibrant destination offers a unique combination of future-facing, innovative audacity and rich cultural heritage. Dallas radiates a Maverick, Can-Do Spirit, expressed in a thriving arts and culture scene, iconic sports, creative culinary experiences, and warm and welcoming hospitality.



#1 Best Arts District In The Country

2024 & 2025 USA Today's Readers' Choice

#1 City For Sports Business in America

2023 Sports Business Journal

#1 Safest Large City In America

2023 Gallup

#6 Top Meeting Destinations in North America

2025 Cvent

Nation's Largest Urban Arts District

Home To The First

**Frozen Margarita
Machine, Microchip,
Planned Shopping Center,
Convenience Store**



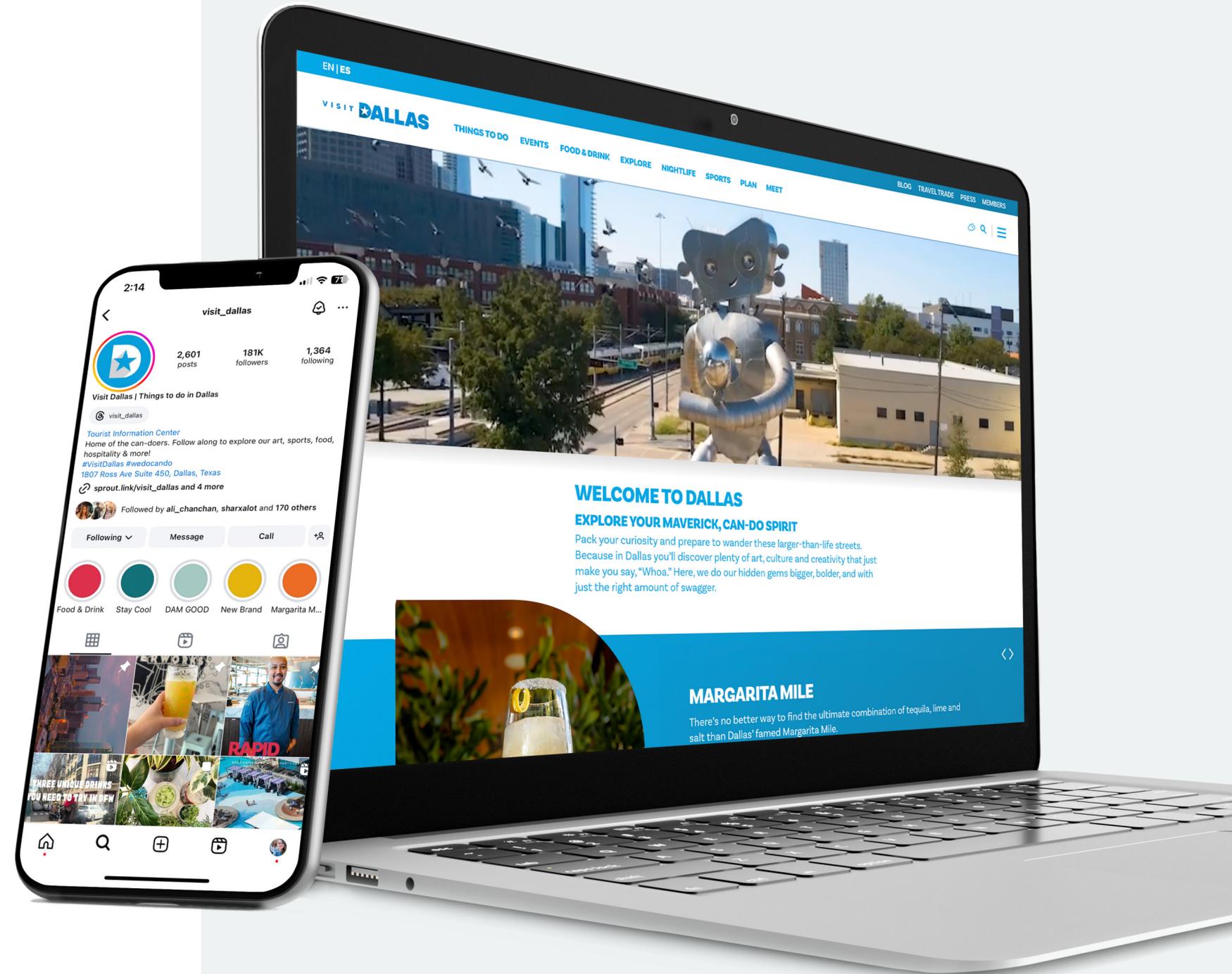
OUR REACH BY THE NUMBERS

2022 FIGURES

10.6 MILLION
annual website views

30,000
newsletter subscribers

592,000
combined social followers



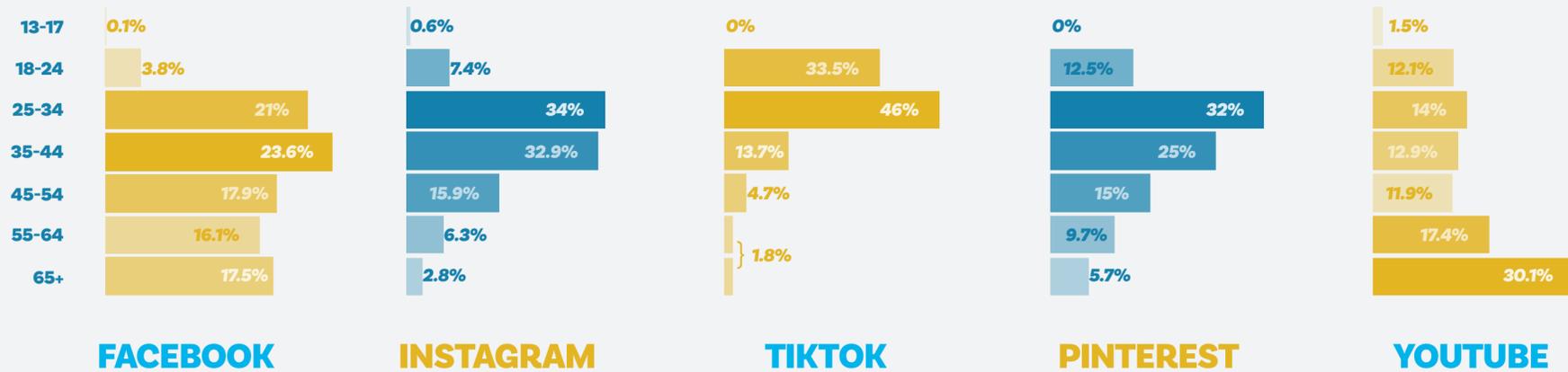
OUR AUDIENCE

BY GENDER:

Men Women Nonbinary/Unspecified



BY AGE:



AUDIENCE AFFINITIES*

AFFINITY	INSTAGRAM	TIKTOK
Travel	+265%	+251%
Deals & Last Minute Travel	+378%	//////
Traveling with Kids	+589%	+105,222%
Business Travel	+666%	//////
Adventure Travel	+140%	+10,618%
Wining & Dining	+513%	+361%
Fine Dining	+37,192%	+128,559%
Mexican Foods	+913%	+1,421%
Barbecues & Grilling	+949%	+5,965%
Southern Cooking	+2,699%	+12,740%
Asian Foods	+46,760%	+450,642%
Seafood	+34,361%	+195,619%
Beer	+392%	+1,730%
Wine	+277%	+475%
Vodka	+722%	+805%
Whiskey	+252%	+724%
Coffee	+213%	+347%
Arts & Culture	+115%	+228%
Theater	+333%	+503%
Live Music	+755%	+249,779%
Football	+161%	+310%
Basketball	+70.1%	+64.91%
Baseball	+172%	+409%
Shopping	+306%	+108%
Environmental Causes	+67.03%	+11,668%
Charity Causes	+285%	+6,043%

* OVER-INDEX PERCENTAGES

DATA PROVIDED VIA JULIUS

DIGITAL OFFERINGS

With 10% of our site traffic landing on our Events section, listing your event on our calendar is a great first step to engaging with our audience. From there, our team can explore additional ways to amplify your business and expand your reach, including additional opportunities only afforded to Visit Dallas Members. [BECOME A MEMBER!](#)

EVENTS CALENDAR

Exclusive to Dallas attractions and organizations

Drive traffic back to your organization's website

Boost ticket sales

CONTENT CONSIDERATION

Social media features

Web content inclusion

Monthly consumer newsletter

MEMBER EXCLUSIVES

Site banner ad opportunities

Sponsored blog post opportunities

Asset Sharing - Inclusion in our asset library

Targeted email campaigns



CONTENT CALENDAR STARTING POINTS

GET INVOLVED! Does your Dallas restaurant, hotel, attraction or business have an event, offer or special tied to any of these content themes? Reach out to our Digital Marketing Team to learn about how Visit Dallas can help you promote you.

JANUARY

New Year, New Things

Wellness

MLK Day Parade

FEBRUARY

Couples/Solo Travel

Black History Month & Black Owned Businesses

Valentine's Day

National Margarita Day

Dallas Blooms

MARCH

Spring Break

Women History Month & Women Owned Businesses

Patio Dining

Family Friendly Attractions & Restaurants

St. Patrick's Day

APRIL

Dallas Arts Month

Dallas Arts Across the City

WNBA & MLB Seasons Begin

Easter

MAY

Summer Travel & Family Travel

AAPI Heritage Month & Asian Owned Businesses

Cinco de Mayo

Mother's Day

National Pet Month

National Travel & Tourism Week

JUNE

Pride Month

Rooftop Pools

Summer Travel

Father's Day

Road Trips

Juneteenth

JULY

Culinary Arts Month

Fourth of July

Bastille Day

Hotel Restaurants

AUGUST

End of Summer Travel & Shopping

DFW Restaurant Week

Dalla Symphony Orchestra

Season Starts

SEPTEMBER

State Fair of Texas

Hispanic Heritage Month & Hispanic Owned Businesses

NFL Season Begins

Dallas Pride

Autumn at the Arboretum

OCTOBER

Fall in Dallas

NBA & NHL Seasons Begin

NOVEMBER

Holidays in Dallas

Shopping Local

MICHELIN Guide Texas

Giving Back

Thanksgiving

DECEMBER

Holidays in Dallas

Dallas Marathon

Dallas Holiday Parade

NCAA Bowl Season

Holidays Performing Arts Shows

LET'S GET STARTED ON NEXT STEPS

WHERE TO FIND VISIT DALLAS ON SOCIAL MEDIA:

Instagram: @visit_dallas

Facebook: /visitdallas

Threads: @visit_dallas

TikTok: @VisitDallas

X: @visit_dallas

YouTube: @visitdallas

Pinterest: @VisitDallas

LinkedIn: /company/visit-dallas

MEET OUR DIGITAL MARKETING TEAM



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WHAT WE DO: The Visit Dallas communications team pitches Dallas as a destination, for both conventions and meetings as well as leisure travel. We are regularly in touch with members of the national and regional media and host media and influencers for familiarization trips to promote Dallas and all our city has to offer. Please add us to your media lists and keep us informed about what's going on at your organization - we might be able to include it in upcoming pitches!

MEET OUR MEMBERSHIP TEAM



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Work With Us
visitdallas.com/about/work-with-us

VISIT
DALLAS