



2025 ANNUAL REPORT

TABLE OF CONTENTS



EXECUTIVE MESSAGE	3
ABOUT DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT	4
FINANCIAL OVERVIEW	7
BUDGET CATEGORIES	
1 INCENTIVES & SALES EFFORTS	9
2 MARKETING	18
3 SITE VISITS & FAM TOURS	22
4 ARTS & EVENTS MARKETING INCENTIVES	32
5 OPERATIONS, RESEARCH & ADMINISTRATION	35
LOOKING FORWARD	37
BOARD OF DIRECTORS AND ADMINISTRATION	39

EXECUTIVE MESSAGE



DEAR DTPID STAKEHOLDER

Fiscal Year 2025 (FY25) has been a year defined by resilience, strategic agility and unwavering commitment to Dallas' future as a global destination. While the ongoing reconstruction of the Kay Bailey Hutchison Convention Center Dallas has introduced short-term headwinds for hotel occupancy and revenues across the district, DTPID has responded with focused purpose, redirecting resources, sharpening incentive strategies and doubling down on the programs that position Dallas for long-term success.

The construction period, though temporary, is not without consequence. Dallas' room revenues decreased 2.1% in FY25. DTPID took this challenge head-on by reengineering sales goals and incentive structures to prioritize self-contained bookings and leisure travel during the construction window. The results have been compelling. On the sales side, Visit Dallas achieved its second-highest booking volume in the past decade, securing approximately 1.3 million room nights and an 18% year-over-year increase in self-contained room nights.

Meanwhile, the national 'Cause We Can campaign continued to elevate Dallas' profile with record-setting efficiency, generating a \$159-to-1 return on investment and influencing 526,000 room nights. These results reflect the power of coordinated investment, and that same principle extends to the individual property level. The Hotel Marketing Incentive Fund remains a critical resource for individual properties, with over \$1.3 million deployed in FY25, and the DTPID Board has actively encouraged all district hotels to take advantage of available funding throughout the construction period.

At the same time, DTPID has not lost sight of the future that awaits on the other side of construction. The Visit Dallas Sales team has secured 69 definite conventions for

2029 and beyond, representing more than 1.26 million room nights and \$1.77 billion in future economic impact as Dallas' landmark new convention facility comes online.

Dallas' ability to attract landmark events remains extraordinary. From the VEX Robotics World Championship and USA Volleyball Girls Junior National Championship to the sold-out BMW Dallas Marathon, Dallas delivered unforgettable experiences that filled hotel rooms and showcased our city to the world.

Perhaps no single event better captures the magnitude of what lies ahead for Dallas than the FIFA World Cup 2026™. This summer, Dallas will host nine matches at AT&T Stadium, welcoming an estimated 3.8 million visitors from around the globe and placing our city squarely in the international spotlight. For DTPID and the broader hospitality community, this represents a once-in-a-generation opportunity: to showcase Dallas to the world and to leave a lasting impression that drives tourism long after the final whistle blows.

The detailed service plan reports, economic impacts, convention center promotions, and customer visits are outlined in the following pages. I am proud of our accomplishments and look forward to continued, combined success in elevating Dallas as a top global destination.

A large, stylized handwritten signature in black ink, consisting of several loops and a long tail.

GREG WHITE

Chairman of the Board
Dallas Tourism Public Improvement District,
The Westin Galleria Dallas



ABOUT DTPID

COLLABORATIVE IMPACT

The Dallas Tourism Public Improvement District (DTPID) is a public improvement district dedicated to increasing convention and group hotel bookings, as well as overall hotel room night demand across Dallas. The District's strategic focus is to ensure the responsible and effective use of assessment revenues to advance this mission.

Since its founding, Texas has been defined by scale, opportunity, and a forward-looking mindset. In 2012, Dallas embodied that spirit by establishing the nation's first tourism public improvement district—an innovative approach that positioned the city as a rising global destination. Through targeted investment, DTPID has strengthened Dallas' ability to drive hotel occupancy, attract visitors, and compete for high-value meetings, conventions and major events.

In partnership with Visit Dallas, these efforts have generated a multibillion-dollar economic impact and delivered a strong return on investment, underscoring the vitality of the city's hospitality sector. This success reflects the enduring power of public-private collaboration. In recognition of its impact, the Dallas City Council renewed DTPID in 2016 for an additional 13-year term, extending the District through September 2029.



The DTPID's fiscal year is October 1 through September 30 annually.

HOW IT WORKS

DTPID is funded through a 2% self-assessed fee on nightly room revenue from Dallas hotels with 100 or more rooms. These funds are collected by the City of Dallas and remitted to the District. Today, 140 properties participate in DTPID, representing a majority of the city's total hotel room inventory.

The Dallas Tourism Public Improvement District Corporation (DTPIDC) operates as a private, nonprofit organization governed by a ten-member board of directors, along with four nonvoting ex officio members. Voting positions are held by hotel representatives within the district, ensuring industry alignment and oversight.

As with all public improvement districts in Dallas, the Dallas City Council reviews and approves DTPID's annual service plan, which outlines projected revenues and expenditures. DTPID contracts with Visit Dallas to administer programs and provide operational support as directed by the board.

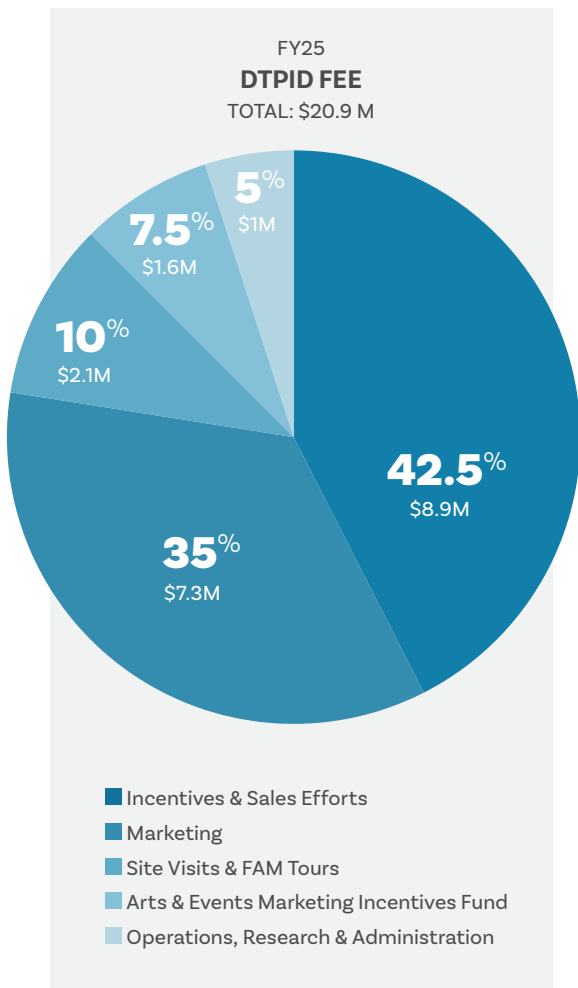
HOW FUNDS CAN BE USED

DTPID funding is dedicated exclusively to initiatives identified by hotel stakeholders at the district's inception and approved by the Dallas City Council. This structure ensures assessment revenues are used strictly within the service plan's defined categories, with no reallocation of funds outside those parameters. Uniquely positioned to promote Dallas on a global stage, DTPID supports programs that drive tourism and help bring events to the city that enhance its overall quality of life.

PROGRAM ADMINISTRATION

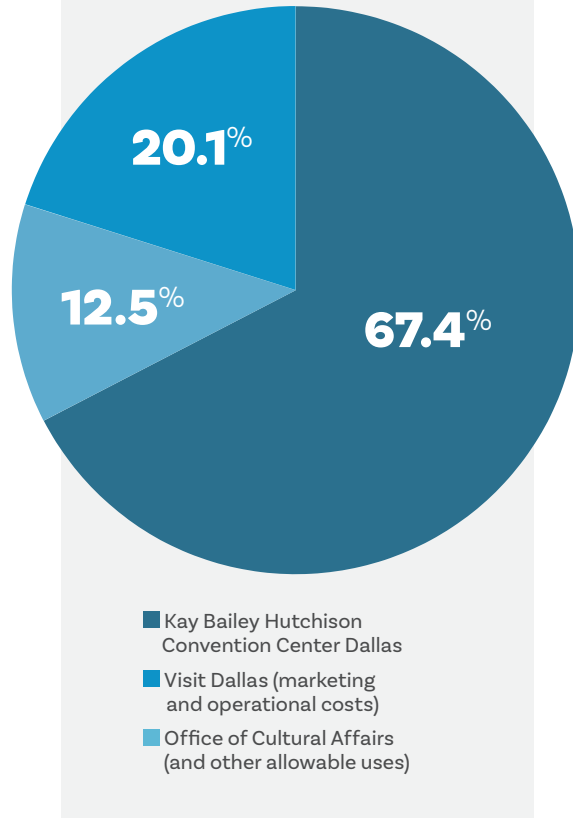
DTPID contracts Visit Dallas to implement targeted marketing and incentive programs designed to increase convention, group and overall hotel activity across the city. Visit Dallas operates as an independent contractor, executing the priorities established by DTPID while adhering to an approved budget and performance guidelines focused on delivering a strong return on investment.

Through this partnership, both organizations work in alignment to maximize the economic impact of tourism in Dallas, driving hotel demand and increasing visitation.



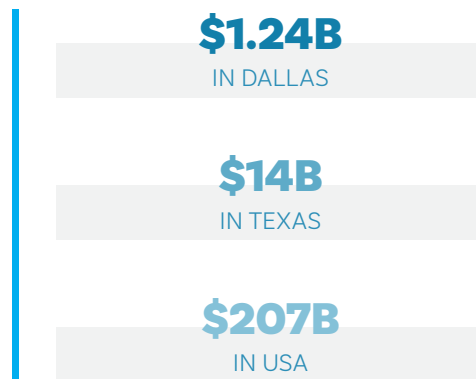
Collections for HOT and the DTPID fee are based upon remittances received by the City Controller's Office for the period of Oct. 1, 2024, through Sept. 30, 2025. All revenues collected are approximate until the city of Dallas fiscal year audit has been completed.

FY25 HOTEL OCCUPANCY TAX (HOT)
TOTAL: \$79.1 M



ROOM REVENUE

Room revenue in Dallas decreased 2.1% over the previous fiscal year. By comparison, room revenue across the United States rose 1.6%, while the state of Texas saw a decrease of 1.1%.



SOURCE: STR

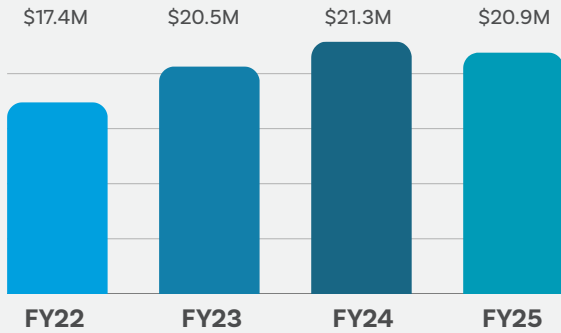


FINANCIAL OVERVIEW

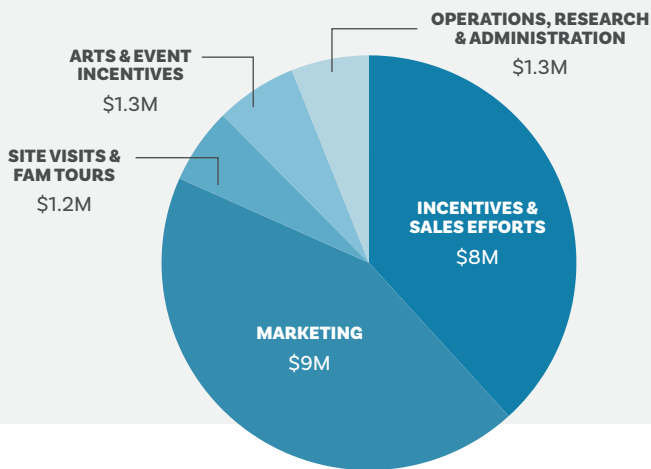
A HEALTHY ENGINE

The Dallas Tourism Public Improvement District collected just over \$20.9 million in Tourism Public Improvement District fee revenue in FY25, compared to \$21.3 million the previous year.

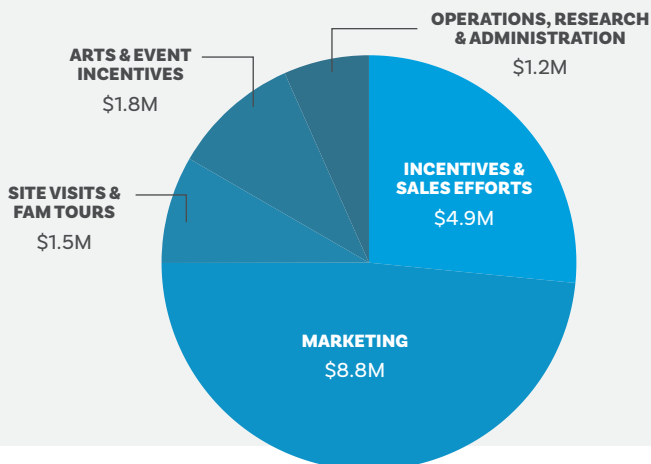
TOTAL DTPID FEE REVENUE BY FISCAL YEAR
4-YEAR VIEW



FY25 DTPID EXPENSES BY SERVICE PLAN
TOTAL EXPENSES: \$20.8M



FY26 DTPID OPERATING BUDGET
TOTAL EXPENSES: \$18.3M



FORECASTING FUTURE FINANCIALS

The DTPID budget is strategically allocated in FY25 and beyond to prioritize attracting additional group business to stakeholder hotels. The FY26 budget and future outlook were presented for stakeholder review and discussion at the DTPID Annual Meeting, held at the Renaissance Dallas Hotel on June 3, 2025.

The FY26 budget, prepared by Visit Dallas, was subsequently reviewed by the DTPID Finance Committee and approved by the full Board of Directors. The plan includes total budgeted expenses of \$18.3 million and a PID assessment of \$23.5 million, as outlined in the Service Plan. On August 25, 2025, the Dallas City Council approved and adopted the final FY26 Assessment Roll and Service Plan.

While DTPID has experienced multiple consecutive years of revenue growth, the ongoing reconstruction of the convention center continues to have negative effects. In response, funding continues to be directed toward strategies that drive group demand, along with enhanced marketing initiatives designed to sustain visitation and support hotel performance throughout the construction period.

A large, stylized number '1' graphic in a teal color, positioned on the left side of the page. The top bar of the '1' is slanted downwards to the right. The vertical stem of the '1' is straight and extends from the top bar down to the bottom of the page.

INCENTIVES & SALES EFFORTS



DEMAND DRIVERS

Incentives and sales efforts comprise approximately 42.5% of the DTPID annual budget and support Visit Dallas' incentive and sales programs that drive convention, sports and meetings business for the city. When competing with other major destinations for targeted business, the DTPID Board of Directors may approve incentives for groups that meet established economic impact criteria and contract a minimum of 1,000 peak room nights within DTPID hotels. All incentives are structured to achieve a minimum return on investment of 10 to 1, calculated by projected lodging revenue divided by the approved incentive amount.

These funds are commonly used to offset event-related costs such as transportation or venue rentals at the Kay Bailey Hutchison Convention Center Dallas (KBHCCD). Incentives represent one of the highest-performing investments for both DTPID and the city, as group meeting attendees typically generate higher average spending than other visitor

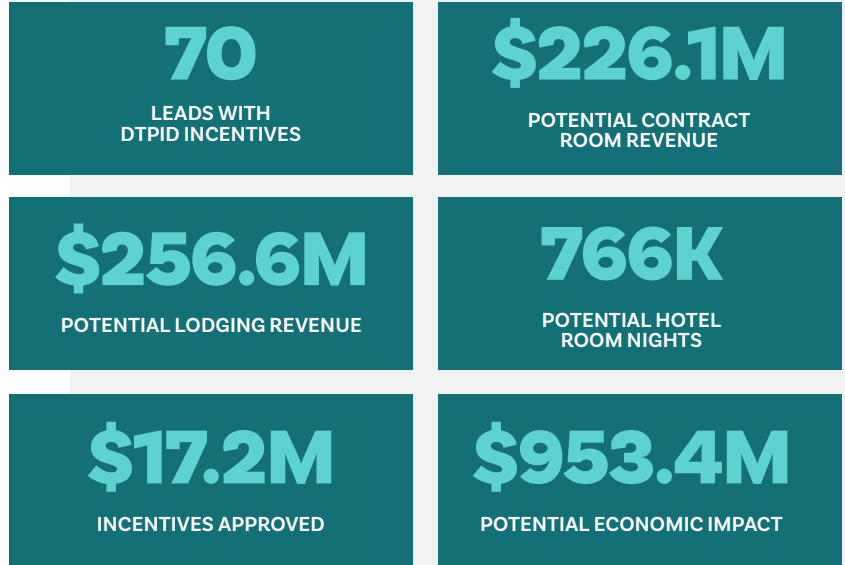
segments. To date, incentive funding for these events has produced an average ROI of 14 to 1.

In FY25, the Visit Dallas Sales team focused on two primary objectives: increasing self-contained room nights across partner hotels to offset the temporary closure of the convention center and securing future convention business for the newly redeveloped facility. This dual strategy helped maintain near-term hotel performance while strengthening long-term convention demand.

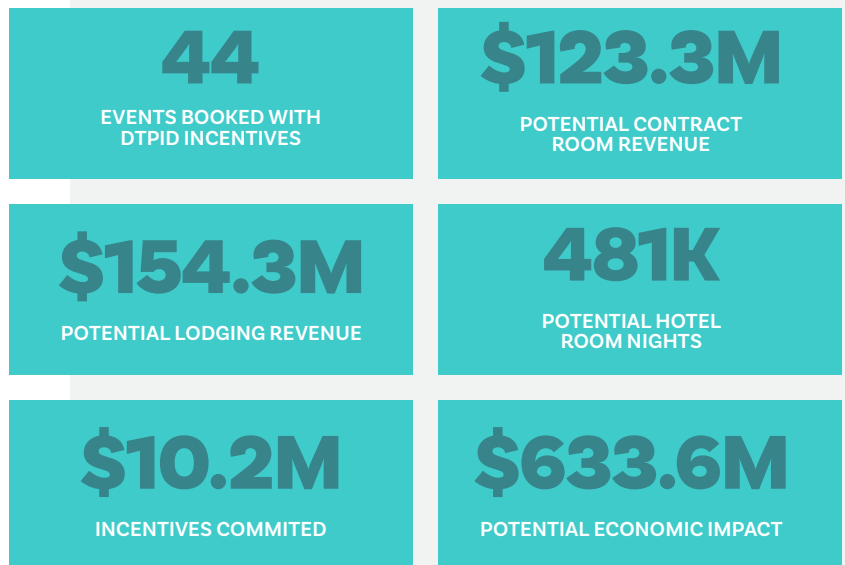
Despite the disruption associated with construction planning, the team solicited 56 new event leads with peak nights of 1,000 rooms or greater, representing opportunities eligible for either mini-wide or citywide DTPID-funded incentives. In total, DTPID approved 85 group opportunities, resulting in 30 confirmed bookings and generating \$71.9 million in contracted hotel room revenue, with an estimated \$4.7 million expected to be realized during the construction period.

Visit Dallas also achieved an 18% year-over-year increase in self-contained room nights, equating to 105,291 additional room nights booked across partner hotels compared to FY24. A key contributor to this performance was the strategic reallocation of resources within the convention sales team, whose focused efforts and incentive programs drove a 119% increase in year-over-year production. Collectively, these results strengthened the city's hospitality sector while positioning Dallas for continued convention growth ahead of the new facility's opening.

FY25 GROUP INCENTIVES COMMITTED



FY25 GROUP EVENTS BOOKED





FY25 DTPID-FUNDED EVENTS

Citywide groups

Events held in FY25 with support from DTPID investments included:

- National Cheerleaders Association
- Austin Junior Volleyball Association
- USA Volleyball
- VEX Robotics Education and Competition
- Clarion Events, Inc. PowerGen
- Vertical Aviation International
- American Choral Directors Association
- Clarion Events, Inc. DistribuTECH
- Southern Baptist Convention

Mini-wide groups:

- Women's Foodservice Forum
- AVID Center

EXCEEDING FY25 GROUP BOOKING GOALS

Visit Dallas achieved its second-highest booking volume in the past decade, securing approximately 1.3 million room nights versus a goal of 1.17 million room nights, or 111% of target achievement. The majority of citywide and large-scale sports events were secured through DTPID-supported incentives, as an increasing number of competing destinations now offer similar programs to compete for this high-value business.

More than 719,000 room nights were generated through single-property bookings, while citywide bookings contributed over 336,000 room nights and the sports segment accounted for more than 272,000 room nights. In anticipation of the Kay Bailey Hutchison Convention Center demolition beginning in summer 2025, the Visit Dallas team has reengineered its goals and refined DTPID incentive strategies to increase single-property bookings by 17%, with a focus on the 2025–2029 construction period.

SALES EFFORTS

Support from DTPID enables Visit Dallas and the Dallas Sports Commission to develop strategic partnerships and participate in key sponsorships and trade shows with leading industry organizations. These efforts are designed to engage diverse audiences, elevate awareness and strengthen Dallas' position as a premier destination for meetings, conventions and sporting events.



ORGANIZATIONS AND EVENTS SUPPORTED IN FY25 INCLUDED:

IMEX America 2024

The Visit Dallas Sales team, along with eight member partners, conducted over 140 scheduled appointments and engaged in more than 400 client interactions at this international convention, tourism and incentive show. Additionally, members of the Sales team hosted a reception for 30 planners at the Foundation Room following the tradeshow.

IAEE Expo! Expo!

The Visit Dallas Sales team participated in this tradeshow and conference, featuring a marketplace for buyers and sellers and robust educational programming.

Southwest Showcase

The Sales team attended the Southwest Showcase, the premier event for Southwesterners in the meetings, education and exhibit space. The event is designed for CEOs, meeting planners, education directors, exhibition managers and other support staff from associations, government entities and corporations.

ConferenceDirect APM

The team attended ConferenceDirect's Annual Partner Conference. The conference consists of the top 125 associates and includes a two-day reverse tradeshow with appointments, education and networking.

Informa Pharma Forum

The Sales team attended Pharma Forum, the largest, most influential conference for meeting and event professionals to navigate the future of medical meetings.

SISO CEO Summit

The Visit Dallas Sales team attended the SISO CEO Summit, a premier networking event that brought together more than 200 attendees, including CEOs, Senior VPs and VPs from major for-profit tradeshow organizations, such as Informa, Clarion and Emerald, along with representatives from smaller tradeshow companies. The event provided a valuable opportunity to connect with key decision-makers and discuss future business opportunities for the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) and partner hotels.

Trade Show Executive's Fastest 50 Awards & Summit

Visit Dallas attended the Trade Show Executive's Fastest 50 Awards & Summit to connect with key industry decision-makers and showcase plans for the new convention center. The team engaged in valuable discussions with several major organizers whose events represent a significant economic impact potential for Dallas—including Clarion, AVIXA (45,000 attendees), NAB (65,000 attendees) and Taffy Events. This high-level networking reinforced Dallas' commitment to supporting large-scale shows and securing future citywide opportunities.



New York Corporate Association Event 2025

The Sales team hosted Visit Dallas' signature sales event in New York, designed to engage key corporate, association, and pharmaceutical clients from the Northeast market, along with their guests. Seven Visit Dallas partners participated in a mini tradeshow and networking reception, followed by group attendance at the Broadway production of Othello and a closing reception at a nearby venue. The event offered valuable opportunities to share recent updates and explore future business opportunities for Dallas with influential clients and decision-makers.

Cvent CONNECT 2025

Visit Dallas participated in Cvent CONNECT, the industry's leading event technology conference and our number one lead source. The conference featured hosted buyer appointments, a dynamic trade show floor and networking with top planners and sourcing professionals. Visit Dallas hosted an intimate client reception following the Cvent CONNECT tradeshow, with 40 corporate and third-party planners in attendance. The event created a focused environment for meaningful, one-on-one conversations between clients, the sales team, and partners—helping to strengthen relationships and generate quality leads for future Dallas business.

Maritz Elevate Customer Conference 2025

The Sales team attended this conference, which brings together executive-level clients, supplier partners and select Maritz team members for an exclusive, fully immersive experience designed to challenge norms and encourage design thinking. The team met with Maritz account managers and end user accounts for three days of education and networking. Top accounts included AstraZeneca, the American Society of Cataract and Refractive Surgery, SourceAmerica, the American Institute of Aeronautics and Astronautics and the Urban Land Institute.

CEMA Summit

Visit Dallas attended the annual CEMA Summit in Austin, a premier gathering for event marketing executives. The summit featured keynotes, workshops, and peer discussions centered on innovation, strategy, and emerging industry trends. As an active participant and one of the few destination sponsors, Visit Dallas hosted a professional headshot activation, giving clients the opportunity to refresh their photos. This engaging presence allowed the team to connect with senior-level decision-makers and highlight Dallas' capacity to host complex, high-impact programs.

Connect Marketplace

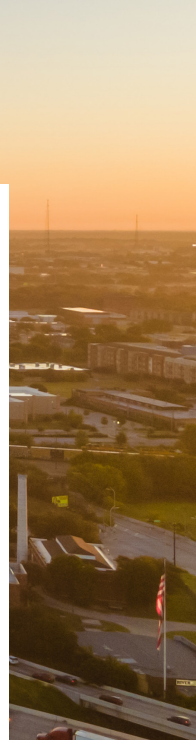
Members of the Visit Dallas Sales team participated in Connect Marketplace in Miami, an annual trade show that facilitates high-value appointments between vetted buyers and suppliers. The event provided a powerful platform to showcase Dallas' strengths as a meetings destination and to deepen relationships with key decision-makers. During the event, the team conducted 123 client meetings, promoting Dallas as the ideal choice for future group business.

TSAE New Ideas

Visit Dallas attended the TSAE New Ideas Conference in Austin, the largest annual gathering of Texas-based and national associations in the state. The conference draws roughly 600 attendees representing more than 200 associations, offering a valuable opportunity to network, exchange ideas, and strengthen Dallas' position among association meeting planners.

Dallas Market Day in Austin

Visit Dallas hosted Dallas Market Day 2025 in Austin, a half-day mini trade show designed to connect local hotel partners with key meeting planner clients in a focused, time-efficient setting. The event featured one-on-one meetings, a networking lunch, and an engaging activation to leave a lasting impression. A total of 61 clients attended, and 10 hotel partners showcased their offerings—strengthening relationships, uncovering new booking opportunities, and reinforcing Dallas' reputation as a top-tier meetings destination.





LANDMARK SPORTING EVENTS CONTINUE TO CHOOSE DALLAS

The 2025 NCA High School and All-Star National Championships were a demonstration of the best-of-the-best cheerleading from around the globe. Teams traveled to Dallas from across the world during the two championships. At the High School National Championship, more than 28,000 attendees drove \$18 million in economic impact. In the following month, over 72,000 attendees resulted in \$72 million in economic impact for the All-Star National Championship.

In the volleyball world, the Lone Star Classic and USA Volleyball Girls Junior National Championship made a splash. The Lone Star Classic, one of Dallas' staple youth sporting events, returned to the Kay Bailey Hutchison Convention Center Dallas for its 38th anniversary in the spring of 2025. The massive,

four-weekend tournament resulted in over \$82 million of economic impact. As the largest qualifying tournament for nationals, the event hosted more than 2,800 teams from 39 states. USA Volleyball returned in the summer with an incredible 63,700+ attendees and \$79 million in economic impact.

Thousands of talented youth soccer players from around the country gathered in Dallas for one of the premier youth tournaments in the world, the Dallas Cup. In total, the event boasted over 36,800 attendees and an economic impact of over \$14.6 million.

The Dallas Bike Ride returned in 2025, taking more than 5,000 participants of all ages and skill levels on a 20-mile course through several of Dallas' most vibrant and iconic districts.



VEX Robotics World Championship returned for the 2025 event, taking over the entirety of the Kay Bailey Hutchison Convention Center Dallas for a week and a half. Student teams from all around the world came to Dallas to compete for a chance to win Worlds. In total, over 28,000 attendees came to Worlds, driving over \$40 million in economic impact.

Football is still king in Texas, with events like the State Fair Classic, Red River Rivalry and First Responder Bowl taking over Dallas during the fall and winter. 2025's State Fair Classic, a storied rivalry game between Grambling State University and Prairie View A&M University, brought more than 52,600 fans to Cotton Bowl Stadium with an economic impact of \$18 million. A week later, the 2025 Red River Rivalry saw Texas sweeping the game with a final score of 23-6, breaking OU's undefeated season-opening streak. Nearly 100,000 fans packed the Cotton Bowl Stadium, resulting in over \$75 million in economic impact. Rounding out the calendar year, the First Responder Bowl returned to Gerald J. Ford Stadium for bowl season, where Florida International University and the University of Texas at San Antonio clashed in front of over 10,000 fans.

December 12-14, more than 19,000 runners took to the streets of Dallas to compete in the annual BMW Dallas Marathon. Selling out for the second year in a row, the 2025 Dallas Marathon had an economic impact of \$22.8 million.

ON THE HORIZON

The Dallas Sports Commission had another strong year, securing future sporting events, including:

- HBCU Men's & Women's Basketball Championships for 2027-2029
- 2026 Concacaf W Championship
- 2027 NHL Stadium Series
- 2030 NCAA Men's Final Four
- 2031 NCAA Women's Final Four

Next, Dallas is working through the bid process for the following events:

- 2031 FIFA Women's World Cup
- 2028-2031 NCAA Championships
- 2027-2029 Concacaf Tournament Bids



TOUR OPERATOR INCENTIVE PROGRAM

The DTPID Tour Operator Incentive Program supports leisure tour operators that contract a minimum of 15 hotel room nights at DTPID hotels for group leisure, educational or incentive travel. In FY25, the DTPID Board approved \$2,082.80 in incentive funding for the program. Eligible tour operators may receive an incentive of up to 10% of total actualized room revenue, subject to Board approval.

HOTEL MARKETING INCENTIVE FUND

One of the unique components of DTPID funding is the Hotel Marketing Incentive Program, which supports individual hotels within the district in competing for overnight group business. The program is designed to capture demand that may otherwise be lost to competing destinations and keep associated economic impact within Dallas.

In FY25, DTPID funded over \$1.3 million in individual hotel incentives. Since its inception, the program has approved more than 4,000 applications, representing a total investment commitment of more than \$28.8 million in the city of Dallas.

The Hotel Marketing Incentive Fund becomes even more critical as the city enters the construction phase of the Kay Bailey Hutchison Convention Center Dallas. Between June 2025 and April 2029, several confirmed citywide conventions will be rescheduled or canceled due to the construction timeline. In response, the DTPID Board continues to encourage all district hotels to apply for funding for qualifying group business, defined as events contracting 10 or more peak room nights at a property.

FY25 HOTEL MARKETING INCENTIVE PERFORMANCE

791

APPLICATIONS APPROVED

261

APPLICATIONS FUNDED

\$6.5M

APPROVED FUNDING

45

HOTELS PARTICIPATING

88,922

ESTIMATED ROOM NIGHTS

\$1.3M

FUNDED AMOUNT



MARKETING



DALLAS ON THE GLOBAL STAGE



The DTPID funds advertising and marketing activities that keep Dallas top of mind as a destination for both business and leisure travel. Marketing allocations represent approximately 35% of the DTPID annual budget and the majority of Visit Dallas’ overall marketing resources.

These funds support advertising placements across print, radio, video, outdoor and digital channels in priority markets targeting both consumers and meeting professionals. They also enable contracted marketing services, collateral development, event sponsorships and both quantitative and qualitative research to evaluate and optimize campaign performance.

NATIONAL CAMPAIGN

In FY25, Visit Dallas continued to build on the success of its national leisure and trade campaign, ‘Cause We Can, further amplifying the city’s Maverick, Can-Do Spirit through targeted, high-impact media placements. Guided by the SMAR market potential model, the campaign maintained a strong presence in key regional drive and fly markets while strategically expanding into larger national DMAs to maximize return on investment.

Since 2013, Visit Dallas has partnered with Strategic Marketing & Research Insights (SMARInsights)—an industry leader in destination marketing research, providing actionable insights that help destinations

quantify and enhance the impact of their efforts to measure and optimize advertising effectiveness. Through ongoing quarterly interviews with travelers in Visit Dallas’ key target markets, SMARInsights tracks advertising awareness, efficiency and effectiveness against industry benchmarks, measuring how the campaign enhances perceptions of Dallas and lifts intent to visit.

This year’s results underscore the strength and continued momentum of the ‘Cause We Can campaign. Visit Dallas achieved record-setting efficiency with a \$0.06 cost per aware household—down from \$0.19 in FY24 and \$0.26 in FY23. Expansion into larger markets has continued to yield strong returns, as these visitors tend to stay longer and spend more.

The overall direct impact of paid media increased by more than 60% to \$307 million, driving 526,000 influenced room nights—up from 382,000 in the previous fiscal year—and generating a remarkable ROI of \$159:1, up from \$148:1 the previous year. Ad-aware travelers were 58% more likely to want to visit Dallas, demonstrating a powerful and enduring connection to the brand. The campaign also deepened and diversified perceptions of the city, with audiences rating Dallas as vibrant, energetic, culturally diverse and full of unique culinary, entertainment and sports experiences. Top personality traits associated with Dallas included “proud” and “energized,” while new beliefs emerged—defining the city as “smart,” “shining” and “surprising.”

Additionally, Visit Dallas partnered with Greenhaus to expand its photo and video library with new, high-quality assets. The first shoot leveraged the excitement surrounding the release of the inaugural MICHELIN Guide Texas, capturing culinary-focused visuals that highlight Dallas' dining excellence. Featuring six standout restaurants, including MICHELIN-starred Tatsu Dallas, the production generated 180 print-ready assets along with new 30- and 15-second promotional videos.

The second content shoot of the fiscal year focused on *The Good Life*, a uniquely Dallas expression of style, hospitality and social energy. Filmed across nine locations, including The Statler, The Terminal at Katy Trail and the M-Line Trolley near Klyde Warren Park, the shoot showcased rooftop settings, luxury shopping and iconic city scenes. The production delivered 41 high-quality photo assets and a social media video designed to enhance and strengthen the national 'Cause We Can campaign.

DRIVING SHORT-TERM DEMAND

As the Kay Bailey Hutchison Convention Center Dallas undergoes redevelopment, DTPID has taken a proactive approach to mitigating the impact of displaced citywide business. Recognizing the need to sustain hotel performance during this period, the District has prioritized marketing strategies that drive short-term demand, particularly through self-contained group bookings and leisure travel. These efforts are designed to help offset short-term losses while maintaining momentum for the broader hospitality industry.

On the group side, DTPID approved \$705,000 in incremental trade and marketing investments to support self-contained business, with a strong emphasis on lead generation through platforms such as Cvent. This targeted approach has enabled Visit Dallas to reach meeting planners more effectively, positioning individual hotels as viable alternatives during the construction period and helping to backfill demand that would have otherwise been accommodated by the convention center.

From a leisure perspective, DTPID invested an additional \$500,000 to fund the Dallas Deals campaign, deploying a focused, short-term initiative aimed at driving immediate travel during late summer and early fall. The campaign leveraged targeted digital media and strategic partnerships with online travel agencies to convert high-intent travelers into



bookings, directly supporting hotels, restaurants and local businesses during a critical window.

The results demonstrate the effectiveness of this approach. The Dallas Deals campaign generated \$4.7 million in attributable revenue and delivered a return on ad spend of 74.2 to 1, while driving more than 27,000 room nights between August 25 and September 30. In total, the effort produced over 58,000 clicks across OTA platforms, programmatic placements and travel search sites.

Together, these targeted investments underscore DTPID's ability to respond with agility and deliver meaningful impact during a period of transition for the city.



FILM COMMISSION

In FY25, the DTPID fully funded the launch of Screen Dallas, a new initiative administered by the Dallas Film Commission to elevate the city’s role in the documentary film landscape. Designed to attract high-quality nonfiction storytelling, the program incentivizes submissions to local festivals by automatically considering any documentary screened at a Dallas area festival for the Screen Dallas prize.

Each year, in collaboration with local festival programmers, the Dallas Film Commission assembles a jury to review eligible films and select one standout feature-length documentary. The selected film receives a first of its kind award, including a fully sponsored, week-long theatrical release at no cost to the filmmaker. The program also provides a film festival consultant to ensure compliance with the Academy of Motion Picture Arts and Sciences’ eligibility guidelines. Filmmakers are hosted in Dallas for a red-carpet screening with media presence and an audience Q and A at the historic Texas Theatre.

This award provides a clear pathway to Academy Awards qualification while connecting global stories with local audiences. Through Screen Dallas, the city strengthens its cultural profile, supports filmmakers, and positions itself as a destination for premiere documentary content.





SITE VISITS & FAM TOURS



A FIRST-HAND DESTINATION EXPERIENCE

The vibrant energy and countless opportunities in Dallas are best experienced in person. DTPID provides the funding that allows Visit Dallas to extend invitations to key decision-makers in corporate events, trade shows, sports and tourism, as well as media representatives and other influencers, to participate in site visits and familiarization tours (FAMs).

These carefully curated experiences highlight a range of Dallas landmarks, hotels and dining establishments, showcasing the breadth of activities available to visitors. DTPID allocates approximately 10% of its budget to cover travel and tour expenses for nonstaff participants, ensuring these decision-makers experience firsthand why Dallas is considered the crown jewel of the Lone Star State.

In FY25, DTPID invested in over 350 site visits and FAMs, further strengthening Dallas' position as a premier global destination. Whether through its dynamic culture, innovative arts scene or unmistakable Can-Do Spirit, Dallas delivers an unparalleled experience for every visitor.





*DSC - Dallas Sports Commissions

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
FIFA World Cup 26™ Fan Fest	Site Visit	October 1, 2024	DSC
Hightower Advisor Summit 2025	Site Visit	October 1-2, 2024	Sales
BDG Sport	Site Visit	October 2, 2024	DSC
Family Fun in Dallas	FAM	October 4-6, 2024	Public Relations
Usher	FAM	October 4-6, 2024	Sales
MICE Accounts: Australian	FAM	October 6, 2024	Sales
APEX Site Inspection	Site Visit	October 7, 2024	Sales
2026 Fertilizer Institute	Site Visit	October 8, 2024	Sales
Entomological Society of America	Site Visit	October 9, 2024	Sales
Eagles vs Cowboys 2024	FAM	October 9-11, 2024	Sales
State Fair Classic & ALW Entertainment	FAM	October 11, 2024	DSC
CCM 200x85	FAM	October 12, 2024	DSC
McDonald's Corporation	Annual Meeting	October 13-16, 2024	Client Services
Maverick Spirit Press Trip	FAM	October 14-19, 2024	Public Relations
CIT 2027 International Conference	Site Visit	October 15, 2024	Sales
Walmart Analyst Meeting	Site Visit	October 16, 2024	Sales
Sigma Pi Phi Fraternity	Site Visit	October 16, 2024	Client Services
FWIT Conference 2025	Site Visit	October 17, 2024	Sales
AspenTech	Site Visit	October 17-18, 2024	Sales
Microsoft Corporation	Annual Meeting	October 20-23, 2024	Client Services
FIFA World Cup 26™ International Broadcast Center	Site Visit	October 21, 2024	DSC
American Association of Nurse Anesthesiology	Site Visit	October 21, 2024	Sales
International Legal Technology Association (ILTA)	Site Visit	October 22, 2024	Sales
Coordinate Metrology Society	Site Visit	October 22-23, 2024	Sales
The Society for Pediatric Radiology	Site Visit	October 23-25, 2024	Sales
Society of Petroleum Engineers	Site Visit	October 24, 2024	Sales
Bloom Growth Coach Quarterly Gathering	Site Visit	October 24-26, 2024	Sales
American Academy of Matrimonial Lawyers (AAML)	Site Visit	October 25, 2024	Sales
American Holidays	FAM	October 25, 2024	Tourism
National Academic Quiz Tournaments	Site Visit	October 28, 2024	DSC
Clinical Leader Connection 2025 SCA Health	Site Visit	October 28, 2024	Sales
MAA ALC 2026	Site Visit	October 28, 2024	Sales

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
Association of State Flood Plains Managers	Site Visit	October 28-30, 2024	Sales
American Council of the Blind	Site Visit	October 28-November 4, 2024	Client Services
CCMG - Congress Consulting	FAM	October 29-30, 2024	Tourism
WERC Global Workforce Symposium 2027	Site Visit	October 30, 2024	Sales
National Association of Hispanic Journalists Annual Conference 2026, 2027 & 2028	Site Visit	October 31-November 1, 2024	Sales
Feeding America Learning Together: Sourcing, Operations and Neighbor Access Conference	Site Visit	November 6-7, 2024	Sales
2024 Inaugural Rio Flight	FAM	November 6-8, 2024	Tourism
FIFA World Cup 26™ International Broadcast Center	Site Visit	November 11, 2024	DSC
AT&T LWD 2025	Site Visit	November 11, 2024	Sales
PSP/Deck Expo	Annual Meeting	November 11, 2024	Client Services
Association of Safe Patient Handling Professionals	Site Visit	November 11-12, 2024	Sales
SkillsUSA Texas State Leadership and Skills Conference	Site Visit	November 11-13, 2024	Sales
2025 Penlink Training Summit	Site Visit	November 12, 2024	Sales
NCBA Safety Summit	Site Visit	November 12-13, 2024	Sales
Radiology Business Management Association	Site Visit	November 12-13, 2024	Sales
The Holidays	Site Visit	November 12-13, 2024	Sales
SOON National Winter Conference 2026	Site Visit	November 13, 2024	Sales
2028 Annual Conference Unclaimed Property Professionals Organization	Site Visit	November 13-14, 2024	Sales
NBOA 2027	Site Visit	November 14-15, 2024	Sales
NALA 2028 Annual Conference	Site Visit	November 15-16, 2024	Sales
AURORA Dallas Biennial	FAM	November 15-17, 2024	Public Relations
Black Tie Dinner	FAM	November 15-17, 2024	Public Relations
Progressive Dental Marketing	Site Visit	November 17-18, 2024	Sales
Texans vs Cowboys 2024	FAM	November 18-19, 2024	Sales
Texas Bankers Association	Site Visit	November 19, 2024	Sales
National Black Nurses Association	Site Visit	November 19, 2024	Client Services
Best Life Brands	Site Visit	November 20-22, 2024	Sales
Drug Enforcement Conference	Site Visit	November 20-22, 2024	Sales
Department of Justice	Site Visit	November 21, 2024	Sales
Lone Star Classic/Austin Junior Volleyball Association	FAM	November 22, 2024	DSC
Amazon Experiential	FAM	November 25-28, 2024	Sales
FIFA World Cup 26™ Depot	Site Visit	November 26, 2024	DSC
FIFA World Cup 26™ Team Workshop	Site Visit	December 2, 2024	DSC
Academy of Managed Care Pharmacy Site	Site Visit	December 2, 2024	Sales
Verticon	Site Visit	December 2-3, 2024	Client Services
Recreational Equipment Inc. Stores Leaders Gathering	Site Visit	December 2-3, 2024	Sales
Team Travel Source	FAM	December 3, 2024	DSC
Texas Lightning Classic	FAM	December 3-5, 2024	Public Relations
2026 Women in Industry	Site Visit	December 4-5, 2024	Sales
MARITZ Justin Timberlake 2024	FAM	December 4-7, 2024	Sales
Vernon Co.	Site Visit	December 9, 2024	Sales
Mansueto Ventures Inc 5000 Conference & Gala 2026	Site Visit	December 9-10, 2024	Sales
Bengals vs Cowboys 2024	FAM	December 9-11, 2024	Sales
Regions Financial Wealth Summit	Site Visit	December 10, 2024	Sales
Fiji - Rob Stock	FAM	December 10-12, 2024	Public Relations

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
Fiji - Vince Lam and Pasha Grozdov	FAM	December 10-13, 2024	Public Relations
KBHCCD Masterplan Task Force Meeting December 2024	FAM	December 10-13, 2024	Sales
Fiji Airways Inaugural	FAM	December 10-14, 2024	Tourism
Dot Foods 2029/2030 Innovations, Dot's Annual Trade Show	Site Visit	December 11, 2024	Sales
Fiji - Michael Turtle	FAM	December 12-14, 2024	Public Relations
Transforma Travel	FAM	December 12-17, 2024	Tourism
Elevate 2026	Site Visit	December 16, 2024	Sales
Overtime 7x7	Site Visit	December 17, 2024	DSC
AECOM Board of Directors	Site Visit	December 17-18, 2024	Sales
CRESTA Flagship Event	Site Visit	December 17-18, 2024	Sales
Siemens SI Building Sales Conference 2025	Site Visit	December 17-18, 2024	Sales
Stansfeld - Management Company for Stone and Fabricators Assn.	Site Visit	December 18, 2024	Sales
Benev X-Class Oct 2025	Site Visit	December 18-21, 2024	Sales
Bike The Best	FAM	December 21, 2024	Tourism
Buccaneers vs Cowboys 2024	FAM	December 21-23, 2024	Sales
Commanders vs Cowboys 2025	FAM	January 4-5, 2025	Sales
Capital Hill Management	Site Visit	January 7, 2025	Sales
Texas Bankers Association Alliance Conference	Site Visit	January 7-8, 2025	Sales
Walmart Analyst Meeting Planning	Site Visit	January 8, 2025	Sales
Intuitive Surgical, Inc	Annual Meeting	January 13-15, 2025	Client Services
Novartis Spring 2025 CE Leaders' Summit	Site Visit	January 15, 2025	Sales
Costco Optical and Hearing Aid Conference 2027	Site Visit	January 15-17, 2025	Sales
Verticon	Site Visit	January 16, 2025	Client Services
Orthodox Church in America 22nd All American Council 2028	Site Visit	January 16-17, 2025	Sales
Rapid 7 Software	Site Visit	January 16-17, 2025	Sales
Sports	FAM	January 16-19, 2025	Public Relations
SkillsUSA Texas - Board of Directors	FAM	January 17-19, 2025	Sales
Arts District	FAM	January 18-20, 2025	Public Relations
EMBAC 2026 Conference	Site Visit	January 20-21, 2025	Sales
International Sculpture Center	Site Visit	January 20-23, 2025	Sales
Partner.Co	Site Visit	January 21, 2025	Client Services
Phacilitate Advanced Therapies	Annual Meeting	January 21-23, 2025	Client Services
Sealed Air/Diversey	Site Visit	January 21-23, 2025	Sales
Official Strong Man Games	Site Visit	January 22-23, 2025	DSC
Dallas Regional Spelling Bee	Site Visit	January 24, 2025	DSC
Ultimate Ninja Warrior Finals	Site Visit	January 24, 2025	DSC
University Partners DFW	Site Visit	January 24, 2025	Sales
France	FAM	January 25-27, 2025	Tourism
Southern Baptist Convention	Site Visit	January 26-30, 2025	Client Services
ADP 2027 MOTM	Site Visit	January 29-30, 2025	Sales
SAP America	Site Visit	January 29-30, 2025	Sales
International Council of Shopping Centers	Annual Meeting	January 29-31, 2025	Client Services
AmeriSports	Site Visit	January 31, 2025	DSC
Mimecast SKO 2026	Site Visit	January 31, 2025	Sales
American Council of the Blind	Site Visit	February 1, 2025	Client Services
Young Catholic Professionals April 2026	Site Visit	February 6, 2025	Sales
Fiji Airways - Kristine (Tarbert) Lewis	FAM	February 6-8, 2025	Public Relations

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
Presidio Convention 2026	Site Visit	February 9-11, 2025	Sales
Snap Inc. 2026	Site Visit	February 9-11, 2025	Sales
PowerGen	Annual Meeting	February 9-13, 2025	Client Services
BeyondTrust GTM 2026	Site Visit	February 10-11, 2025	Sales
Salix NSM 2026	Site Visit	February 10-11, 2025	Sales
Ping Identity Sales Kick Off 2026	Site Visit	February 11-12, 2025	Sales
Plexus Worldwide	Site Visit	February 12-13, 2025	Client Services
Lone Star Classic/Austin Junior Volleyball Association	Site Visis	February 13, 2025	DSC
Boston Scientific 2027 Urology National Sales Meeting	Site Visit	February 13, 2025	Sales
MSC 2026 Supplier Summit	Site Visit	February 13, 2025	Sales
Fiji Airways - Carina Stathis	FAM	February 18-20, 2025	Public Relations
M Financial Group	Site Visit	February 19, 2025	Sales
Medtrade	Annual Meeting	February 19-21, 2025	Client Services
American Institute of Ultrasound in Medicine	Site Visit	February 20, 2025	Sales
RxBenefits FUSION	Site Visit	February 20, 2025	Sales
Trips Unlimited	FAM	February 21-22, 2025	Tourism
Prestige- February 2025	FAM	February 22-24, 2025	Sales
Women's Foodservice Forum	Annual Meeting	February 24-25, 2025	Client Services
National Black Nurses Association	Site Visit	February 24-27, 2025	Client Services
Holstein Association	Site Visit	February 25-27, 2025	Sales
Maxwell Leadership	Site Visit	February 25-27, 2025	Sales
Moss Adams LLP	Site Visit	February 26, 2025	Sales
Nike North America Coaches Camp	Site Visit	February 26, 2025	Sales
SOHO Healthfest	Site Visit	February 26-27, 2025	Sales
FIFA World Cup 26™ Partner Stadium Tour	Site Visit	February 28, 2025	DSC
Hey! USA	FAM	March 1-3, 2025	Public Relations
US Chess	Site Visit	March 3, 2025	DSC
PTDA 2026 Spring Meeting	Site Visit	March 3-4, 2025	Sales
FIFA World Cup 26™ Commercial Partner & Broadcaster Workshop	Site Visit	March 3-7, 2025	DSC
American Association of Nurse Anesthesiology Annual Congress 2032	Site Visit	March 4, 2025	Sales
IFS	Site Visit	March 4-5, 2025	Sales
Texas Podiatric Medical Association	Site Visit	March 5, 2025	Sales
SlamBall	Site Visit	March 6, 2025	DSC
World Supercross Championship	Site Visit	March 6, 2025	DSC
Northstar Meetings Group	FAM	March 6-9, 2025	Public Relations
Design District Family Fun	FAM	March 8, 2025	Public Relations
MKTG	Site Visit	March 9-11, 2025	Sales
Verticon	Annual Meeting	March 11-13, 2025	Client Services
OAAA 2026 OOH Media Conference	Site Visit	March 12-14, 2025	Sales
Overtime 7x7	Site Visit	March 13, 2025	DSC
Texas Association of Collegiate Registrars and Admissions Officers (TACRAO)	Site Visit	March 13, 2025	Sales
IAAPA North America Summit 2026	Site Visit	March 14, 2025	Sales
Solo FAMS: Why Travel, Flight Centre, MTA	FAM	March 15-28, 2025	Tourism
NAFCC	Site Visit	March 17, 2025	Client Services
AVID	Site Visit	March 18, 2025	Client Services
McGraw-Hill MH K12 NSM	Site Visit	March 18-20, 2025	Sales
American Choral Directors Association	Annual Meeting	March 19-22, 2025	Client Services

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
Cetera Senior Leader Summit	Site Visit	March 20-21, 2025	Sales
The Grow Group Annual Conference 2026	Site Visit	March 21, 2025	Sales
Informa Markets Summer Retreat 2025	Site Visit	March 25, 2025	Sales
Academy Sports & Outdoors	Annual Meeting	March 25, 2025	Client Services
Oxford House	Site Visit	March 25-26, 2025	Sales
DistribuTECH	Annual Meeting	March 25-27, 2025	Client Services
Texas Healthcare Trustees	Site Visit	March 27, 2025	Sales
Texas Podiatric Medical Association	Site Visit	March 27, 2025	Sales
Coalition on Adult Basic Education	Annual Meeting	March 27, 2025	Client Services
Amazon - NA Ops PXT Team	Site Visit	March 27-28, 2025	Sales
Travel Texas German and Dutch	FAM	March 30-April 1, 2025	Tourism
DeSoto BMX	Site Visit	March 31, 2025	DSC
Volaris Airlines - Monterrey direct to DFW	FAM	March 31-April 3, 2025	Public Relations
2026 Food on Demand Conference	Site Visit	April 1-2, 2025	Sales
Virta Health All Hands Meeting	Site Visit	April 1-2, 2025	Sales
2025 Volaris Inaugural Trade Clients Solo	FAM	April 1-2, 2025	Tourism
Texas Library Association	Annual Meeting	April 1-4, 2025	Client Services
Leadership in FI: FIG Event	Site Visit	April 2-3, 2025	Sales
2025 Prominence Consulting Solo	FAM	April 2-3, 2025	Tourism
2025 Brand USA LATAM Mega	FAM	April 4-6, 2025	Tourism
Meetings & Incentives Worldwide Wave 1	FAM	April 6-9, 2025	Sales
AFCPE 2027 Symposium	Site Visit	April 8-9, 2025	Sales
Dallas Art Fair Media Dinner	FAM	April 9, 2025	Public Relations
OC One 2027 & OC Sales Meeting	Site Visit	April 9, 2025	Sales
Pegasystems - SKO 2027	Site Visit	April 9-10, 2025	Sales
2025 Travel Texas Reverse Mission	FAM	April 9-11, 2025	Tourism
DentalMonitoring	Site Visit	April 10-11, 2025	Sales
Coconuts and Cowboys	FAM	April 12-14, 2025	Public Relations
2025 Joker's Travel Agents	FAM	April 13, 2025	Tourism
SC Johnson NACBM 2026 & 2027	Site Visit	April 13-14, 2025	Sales
SKI Trend - 'Parents who spend kid's inheritance'	FAM	April 13-15, 2025	Public Relations
"So Very Badly"	FAM/Scout	April 14, 2025	Dallas Film Commission
TX DAR - March 2029	Site Visit	April 14, 2025	Sales
GRAPPA July 2027	Site Visit	April 14-15, 2025	Sales
Virtuous Users Summit, May 2026	Site Visit	April 15-16, 2025	Sales
Mutual of Omaha 2026 National Sales Conference	Site Visit	April 16, 2025	Sales
VSP Core Leadership May 2026	Site Visit	April 16-18, 2025	Sales
CHARGE Syndrome Foundation 2027	Site Visit	April 21-23, 2025	Sales
RBC Clearing and Custody Connect	Site Visit	April 22-23, 2025	Sales
Mark Williams	FAM	April 22-24, 2025	Public Relations
Kong Sales Kick Off Feb 2026	Site Visit	April 22-24, 2025	Sales
Bib Gourmand Restaurants	FAM	April 23-26, 2025	Public Relations
HelmsBriscoe Spring	FAM	April 24-26, 2025	Sales
Jenna Suru	FAM/Scout	April 24-28, 2025	Dallas Film Commission
Phuse 2027 US Brief	Site Visit	April 24-28, 2025	Sales
Southern Baptist Convention	Site Visit	April 28-29, 2025	Client Services
ASSA ABLOY Group - America Residential Sales Meeting April 2025	Site Visit	April 28-30, 2025	Sales

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
Byrdli App	FAM	April 28-May 1, 2025	Public Relations
AACE 2029	Site Visit	April 29, 2025	Sales
Instructional Coaching Group (ICG) TLC Conference 2026	Site Visit	April 30, 2025	Sales
L'Oreal - SalonCentric	Site Visit	April 30, 2025	Sales
Coloplast 2026 Chronic Care National Sales Meeting	Site Visit	April 30-May 1, 2025	Sales
Sequel Med Tech - Field Training Ramp 2 May 2025	Site Visit	May 5-7, 2025	Sales
2025 Flight Centre May Solo	FAM	May 5-7, 2025	Tourism
Dominium Dominion Leadership Conference 2026	Site Visit	May 6-8, 2025	Sales
ConferenceDirect Team Rob McCulloch	FAM	May 7-9, 2025	Sales
Tiffany Thornton	FAM	May 9-12, 2025	Public Relations
Lux Dallas	FAM	May 12-14, 2025	Public Relations
Move In: American Academy of Matrimonial Lawyers	Site Visit	May 13, 2025	Sales
Robert W. Baird Site Visit	Site Visit	May 13, 2025	Sales
Multicultural Community Conference 2026	Site Visit	May 13-14, 2025	Sales
2025 Brand USA UK Mega	FAM	May 13-15, 2025	Tourism
Dayforce	Site Visit	May 15-16, 2025	Sales
Wellness	FAM	May 16-18, 2025	Public Relations
Intl Congress of Esthetics & Spa	Annual Meeting	May 18-19, 2025	Client Services
Meetings & Incentives Worldwide Wave 2	FAM	May 18-21, 2025	Sales
MI Leadership Meeting	Site Visit	May 19-20, 2025	Sales
American Academy of Pain Medicine	Site Visit	May 20-21, 2025	Sales
2025 Travel Texas France	FAM	May 25-26, 2025	Tourism
Independent Bankers Of Texas (Bleisure)	Site Visit	May 26-28, 2025	Sales
Upland Financial	Site Visit	May 27-28, 2025	Sales
NAJA Conference 2026	Site Visit	May 27-29, 2025	Sales
TACRAO	Site Visit	May 28-29, 2025	Sales
POSTPONED American Orthodontics	Site Visit	May 29-30, 2025	Sales
DentalMonitoring May	Site Visit	May 29-30, 2025	Sales
Fan Expo	Annual Meeting	May 30-June 1, 2025	Client Services
ADAC Reisenvertrieb GmBH Solo	FAM	May 31-June 2, 2025	Tourism
Christian Brothers CBC Heuther 2027 & 2029	Site Visit	June 1-3, 2025	Sales
Sigma Pi Phi Fraternity	Site Visit	June 3-4, 2025	Client Services
Learning Express	Site Visit	June 3-4, 2025	Sales
Sun Pharmaceuticals 2025 Fall POA	Site Visit	June 5-6, 2025	Sales
Panda Restaurant Pre-con & site for 2029	Site Visit	June 5-7, 2025	Sales
FIFA World Cup 26™ Fan Fest	Site Visit	June 6, 2025	DSC
Holt McCallany & William Doyle	FAM/Scout	June 6-7, 2025	Dallas Film Commission
Southern Baptist Convention	Annual Meeting	June 8-10, 2025	Client Services
IFTPS 2027 Annual Meeting	Site Visit	June 8-11, 2025	Sales
Specialized Carriers and Rigging Association	Site Visit	June 9, 2025	Sales
Panda Restaurant Group	Annual Meeting	June 9-12, 2025	Client Services
Adventures with Yudi y Ro	FAM	June 9-13, 2025	Public Relations
Council of Independent Colleges	Site Visit	June 10, 2025	Sales
American Council of the Blind	Site Visit	June 11, 2025	Client Services
2025 Le Beau Reizen	FAM	June 11, 2025	Tourism
MCA Summer Meetings	Site Visit	June 11-12, 2025	Sales
2026 AANN Annual Meeting	Site Visit	June 12, 2025	Sales

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
SACUBO	Site Visit	June 12, 2025	Client Services
Quest 2026	Site Visit	June 15-17, 2025	Sales
AVID	Annual Meeting	June 15-18, 2025	Client Services
Texas Assn of Secondary School Principals	Annual Meeting	June 15-21, 2025	Client Services
Foundation College Series	Site Visit	June 16-17, 2025	Sales
Plexus Worldwide	Annual Meeting	June 16-19, 2025	Client Services
National Electrical Contractors Association (NECA)	Site Visit	June 17-19, 2025	Sales
2025 Luxury Escapes	FAM	June 19-20, 2025	Tourism
Brand USA Italian	FAM	June 19-22, 2025	Public Relations
AssetMark	Site Visit	June 24-25, 2025	Sales
Freelance Australian Writer	FAM	June 25-27, 2025	Public Relations
French Music	FAM	June 25-27, 2025	Public Relations
Doc Jones and Crew	FAM/Scout	June 25-28, 2025	Dallas Film Commission
Varsity Spirit	Site Visit	June 26, 2025	DSC
Association of Test Publishers	Site Visit	June 26-27, 2025	Sales
Harris Computer	Site Visit	June 30, 2025	Sales
American Council of the Blind	Annual Meeting	June 30-July 12, 2025	Client Services
AMPLIFI Workshop 2025	Site Visit	July 1, 2025	Sales
SPR Pain Relief	Site Visit	July 1, 2025	Sales
Everest Group ENGAGE 2026	Site Visit	July 1-2, 2025	Sales
Rackspace Technology Feb 2026	Site Visit	July 1-2, 2025	Sales
AASHTOWare 2027 Connect Meeting	Site Visit	July 2, 2025	Sales
Unbound 2027	Site Visit	July 7-10, 2025	Sales
Solventum Global Supply Chain Leadership Summit	Site Visit	July 7-8, 2025	Sales
Best Life Brands 2025	Site Visit	July 8, 2025	Sales
PGIM Senior Associate Conference	Site Visit	July 8, 2025	Sales
Avianca Airlines	FAM	July 11-13, 2025	Public Relations
CBiz	Site Visit	July 17, 2025	Sales
Auto Care Connect 2027	Site Visit	July 17-18, 2025	Sales
Informa CST Summer Retreat 2025	FAM	July 21, 2025	Sales
MaxLiving	Site Visit	July 21, 2025	Sales
Cadence CKO 2027	Site Visit	July 21-22, 2025	Sales
Thermo Fisher Scientific	Site Visit	July 22, 2025	Sales
Wex, Inc. July	Site Visit	July 22, 2025	Sales
Aviation Insurance Association	Site Visit	July 22, 2025	Client Services
Neighborly 2027	Site Visit	July 22-23, 2025	Sales
NaLa Conference 2026	Site Visit	July 23-25, 2025	Sales
NAFCC	Annual Meeting	July 26-August 3, 2025	Client Services
Oxford House World Conference 2030	Site Visit	July 28, 2025	Sales
Whirlpool Corporation Sales Conference 2027	Site Visit	July 28, 2025	Sales
Axxess 2027 Innovation & Leadership Experience	Site Visit	July 29, 2025	Sales
MKH November 2025	Site Visit	August 4, 2025	Sales
Annual Economic Development Conference 2025	Site Visit	August 5-7, 2025	Sales
Horizon3AI, Global Company Kickoff	Site Visit	August 6, 2025	Sales
Teva	Site Visit	August 6, 2025	Sales
National Black Nurses Association	Annual Meeting	August 6-9, 2025	Client Services
North Texas Strength Expo & Strongman Games	Site Visit	August 8, 2025	DSC

CLIENT	BUSINESS PURPOSE	DATE	DEPARTMENT
ERA Group, NORAM Conference 2026	Site Visit	August 8, 2025	Sales
Arm	Site Visit	August 12, 2025	Sales
K&M Tires Dealer Conference 2028	Site Visit	August 13, 2025	Sales
Pharma: Cowboys vs Ravens	FAM	August 14-17, 2025	Sales
EPCC Annual Staff Development Retreat	Site Visit	August 15, 2025	Sales
United Appliance Servicers Association 2028	Site Visit	August 17-18, 2025	Sales
Miss Universe	Site Visit	August 18, 2025	DSC
Align Summit	Site Visit	August 18-19, 2025	DSC
Business of Meetings	Site Visit	August 18-20, 2025	Sales
IFS 2026 Planning	Site Visit	August 18-21, 2025	Sales
Best Life Brands	Site Visit	August 19, 2025	Client Services
PPI Annual Meeting & Product Showcase 2027	Site Visit	August 19-21, 2025	Sales
ACCEL-KKR	Site Visit	August 21, 2025	Sales
Cowboys vs Falcons	FAM	August 22-23, 2025	Sales
Association of Computing Machinery	Site Visit	August 23-24, 2025	Sales
MPI TLS	FAM	August 23-24, 2025	Sales
Beyond Hospitality	Site Visit	August 25, 2025	DSC
Sun Pharma	Site Visit	August 25, 2025	Client Services
Tom Ferry International	Annual Meeting	August 25-27, 2025	Client Services
Thought Leaders	Site Visit	August 29-30, 2025	Sales
Riverfront Jazz Festival 2025	FAM	August 29-September 1, 2025	Sales
2025 CamperDays	FAM	September 8, 2025	Tourism
Insperity InCompass 2028 - 2030	Site Visit	September 9, 2025	Sales
KBHCCD Task Force Meeting	FAM	September 10-12, 2025	Sales
Poolwerx Convention 2027	Site Visit	September 11-12, 2025	Sales
Partner.Co	Annual Meeting	September 12-14, 2025	Client Services
International Grapefest Group	FAM	September 13, 2025	Tourism
Northeast Cowboys vs Giants Sept. 14	FAM	September 13-15, 2025	Sales
NACADA Reg 4 and 7 Ann Conf 202	Site Visit	September 15, 2025	Sales
Teacher Freedom Alliance Jul 2027	Site Visit	September 15, 2025	Sales
Midwest September Customer	FAM	September 15-17, 2025	Sales
Corporate Travel Management	FAM	September 16-18, 2025	Tourism
Annual Meeting of the American Association of Psychiatric Pharmacists 2028	Site Visit	September 17-18, 2025	Sales
Call of Duty	Site Visit	September 18, 2025	DSC
Business on Group Health	Site Visit	September 18-19, 2025	Sales
M&S Town Hall 2026	Site Visit	September 19, 2025	Sales
Travel Counsellors	FAM	September 19, 2025	Tourism
Unleashed LGBTQ+ Conference	FAM	September 19-21, 2025	Public Relations
AFLA International Insurance Practice Group Roundtable 2027	Site Visit	September 22-23, 2025	Sales
Screen Dallas - SHUFFLE	FAM/Scout	September 23-24, 2025	Dallas Film Commission
Texas Nurse Practitioners	Annual Meeting	September 24-28, 2025	Client Services
Alpha Sigma Phi	Site Visit	September 25, 2025	Client Services
DallasCon	FAM	September 25-28, 2025	Public Relations
TX Road Trip	FAM	September 25-30, 2025	Public Relations
Cowboys vs Packers 2025	FAM	September 27-29, 2025	Sales



ARTS & EVENTS MARKETING INCENTIVES

In FY25, the DTPID Event Marketing Fund continued to play a pivotal role in supporting Dallas' cultural ecosystem, funding 87 organizations with a total of nearly \$1.7 million in marketing support, generating an estimated 260,000+ hotel room nights.

Applications for the FY26 Event Marketing Fund opened on July 14, 2025, and - consistent with previous years - competition was significant and swift. Funds were fully allocated in under one hour, underscoring the strong demand and growing awareness of the program. For FY26, the pre-approved funding will exceed \$1.7 million and support over 90 cultural events, including several first-time applicants.




GROUPS SUPPORTED BY THE FUND IN FY25



- African American Museum
 - AT&T Performing Arts Center
 - Avant Chamber Ballet
 - Ballet North Texas
 - Bishop Arts Theatre Center ~ TeCo Theatrical Productions
 - Broadway Dallas
 - Bruce Wood Dance Company
 - Cara Mia Theatre
 - Co-Create Event Services
 - Commemorative Air Force
 - Crow Museum of Asian Art
 - Dallas Arboretum and Botanical Society, Inc.
 - Dallas Art Fair
 - Dallas Arts District Foundation
 - Dallas Black Dance Theatre
 - Dallas Children's Theater
 - Dallas Historical Society
 - Dallas Holocaust & Human Rights Museum
 - Dallas Museum of Art
 - Dallas Pride
 - Dallas Symphony Assoc.
 - Dallas Theater Center
 - Dallas Zoo
 - Dance Council of North Texas
 - DDP Worldwide Inc.
 - Deep Ellum Foundation
 - EarthX
 - Exchange Club of Lake Highlands
 - Flamenco Fever
 - Go Oak Cliff
 - Greater Dallas Youth Orchestra
 - Hay Festival US
 - Hunt Realty Investments, Inc.
 - Junior Players
 - Kitchen Dog Theater
 - Longhorn Presents
 - Meadows Museum
 - Millennial Maven Creative Foundation
 - Nasher Sculpture Center
 - Navarro Group
 - North Texas GLBT Chamber of Commerce
 - Oak Cliff Coalition for the Arts
 - Ofelia Faz-Guraz – Cascabel Group
 - Orpheus Chamber Singers
 - OutLoud Dallas
 - Perot Museum of Nature and Science
 - Reunion Tower Operations Company
 - Sammons Center for the Arts
 - Shakespeare Festival of Dallas
 - Sixth Floor Museum at Dealey Plaza
 - Spark!
 - Susan G. Komen
 - Sweet Tooth Hotel
 - Teatro Dallas
 - Texas Arts Marketing
 - Texas Ballet Theater
 - Texas Council of Resources
 - Texas Latino Pride
 - Texas Vignette
 - Thanks-Giving Square
 - The Black Academy of Arts and Letters
 - The Cedars Union
 - The Dallas Entrepreneur Center
 - The Dallas Opera
 - The Walls Project
 - The Writer's Garret
 - TITAS/DANCE UNBOUND
 - TJL Collection
 - Unleashed LGBTQ, LLC
 - Uptown Players Inc
 - USA Film Festival
 - Verdigris
 - Viva Texas
 - Woodall Rodgers Foundation/ Klyde Warren Park
 - YMCA of Metropolitan Dallas
- Sports Groups**
- Dallas United Crew (Delite Dragon Boat)
 - Dallas White Rock Marathon
 - Rated Sports Group
 - The Gambit Group
 - The Sport Source
 - Tiger Tournaments

A large, semi-transparent yellow number '5' is centered in the background of the page. The text 'OPERATIONS RESEARCH AND ADMINISTRATION' is overlaid on the number in white, bold, uppercase letters.

OPERATIONS RESEARCH AND ADMINISTRATION



By law, public improvement districts may allocate up to 15% of their total budget to administrative expenses, though City of Dallas guidelines recommend a 10% cap. DTPID remains well below these thresholds, maintaining overhead at approximately 5% of total expenditures.

Of the portion allocated to administration and research:

- 2% supports research initiatives that deepen understanding of Dallas' tourism landscape.
- 2% is dedicated to consulting and legal services, insurance and software subscriptions.
- 1% is allocated to Visit Dallas for administrative support, including financial management, reconciliations and board meeting coordination.

Research funded by DTPID provides critical insights into visitor profiles and behaviors, including demographics and in-market activity. This investment enables Visit Dallas to partner with industry experts such as Strategic Marketing & Research Insights, Inc. to conduct conversion studies that measure the effectiveness of marketing efforts.

In addition, access to real-time travel analytics and quarterly reporting from sources such as Tourism Economics, Arrivalist and STR, Inc. supports accurate forecasting and informed decision-making, allowing Visit Dallas to respond quickly and adjust strategies as needed.



LOOKING FORWARD



Over time, DTPID has continuously evolved to meet the changing needs of its stakeholders. As Dallas enters a period marked by a reduced convention center footprint, funding strategies are being adapted to align with this shift. A key priority is increasing the number of groups that can be accommodated within individual hotels.

Through partnerships with lead-generation platforms such as Cvent and targeted advertising aimed at small to midsize groups, DTPID is working to help stakeholders maintain strong performance. At the same time, the District remains committed to supporting major sporting events that drive demand across hotels throughout the city.

With a focus on agility, strong partnerships and data-driven decision-making, DTPID is well positioned to support Dallas' continued growth and long-term success.

CONVENTION CENTER

Progress on the Kay Bailey Hutchison Convention Center Master Plan continues as the City of Dallas advances through the implementation and construction phase. This spring, the architectural, engineering and design firms Perkins&Will and Populous released updated renderings and new details for the project.

The \$3+ billion investment will have a transformative impact on the city's future. The new convention center will significantly enhance Dallas' urban landscape, featuring 750,000 square feet of exhibit space, 181,000 square feet of meeting space, a 105,000 square foot ballroom and a walkable entertainment district. The plan emphasizes connectivity, linking downtown Dallas with the Cedars, South Dallas and Southern Dallas, as well as the planned Rail District, through improved pedestrian and bicycle infrastructure.

Visit Dallas remains committed to positioning the center for long-term success with meeting planners. Over the past year, the Visit Dallas Sales team hosted two Advisory Group meetings with industry professionals and planners to gather feedback, exchange ideas and collaborate on the

development of the new facility. Convened in both December and September, these sessions have helped inform design strategies and ensure the project delivers a best-in-class experience for residents and visitors alike.

As the project advances, the focus remains on creating a world-class facility that is innovative, welcoming and built to meet the opportunities of tomorrow.

To date, the Visit Dallas Sales team has secured 69 definite conventions for 2029 and beyond, representing more than 1.26 million room nights and \$1.77 billion in future economic impact. These bookings, scheduled following the opening of the new convention center, reflect strong customer confidence in Dallas as a premier meetings destination.

In addition, 137 events are currently considering future dates pending final plans, representing an additional 2.3 million room nights and \$3.7 billion in economic impact.





FIFA WORLD CUP 2026™

2025 marked a milestone year for Dallas as anticipation continued to build toward the FIFA World Cup 26™. In March 2025, the Kay Bailey Hutchison Convention Center Dallas was officially named the home of the International Broadcast Center (IBC), positioning the city as a global media hub where approximately 3,500 journalists are expected to gather during the tournament. The spring also featured the debut of the Dallas Sonic ID by local producer Tre Nagella and the unveiling of the Official FIFA World Cup 26™ Dallas Host City Poster, created by Fort Worth artist Matt Cliff.

Momentum continued through the fall, with several major milestones in September and October. The FIFA World Cup 26™ Visa Presale Draw saw participation from more than 4.5 million fans across 216 countries, resulting in over one million tickets sold in the first phase. Fans also celebrated the reveal of the official FIFA World Cup 26™ mascots, which made local appearances at the MexTour match at AT&T Stadium and the State Fair of Texas at Fair Park. Most recently, the official tournament ball, “Trionda,” was unveiled in early October, symbolizing the unity and energy of the global game.

The excitement among local fans and the business community continues to grow each week. Across the region, Dallas is preparing to welcome the world to one of the largest sporting events on the global stage, with the first match on June 14, 2026.



BOARD OF DIRECTORS AND ADMINISTRATION

BOARD OF DIRECTORS

Hotels with 1,000 or more rooms

Carolyn Dent, Omni Dallas Hotel
Bruce Roy, Hilton Anatole Dallas
Mark Woelffer, Vice-Chair/Treasurer,
Sheraton Dallas Hotel

Hotels with 301 to 999 rooms

David Sher, Fairmont Dallas
Chris Pilavakis, Renaissance Dallas
Greg White, Chair, The Westin Galleria Dallas

Hotels With 100 to 300 Rooms

Noeha Coutry, HN Capital Partners
Sean Kennerty, Board Secretary,
Woodbine Development Corp.
Robbie Tawil, Dallas Marriott Uptown
Brett Krafft, Crescent Court

EX OFFICIO

Craig Davis, President & CEO, Visit Dallas

Rosa Fleming, Director, Tourism,
Conventions and Events, City of Dallas

Maria Smith, Assistant Director,
Economic Development, City of Dallas

Traci Mayer, Executive Director,
Hotel Association of North Texas

DTPID ADMINISTRATION TEAM

Fred Euler
Executive Director,
Dallas Tourism Public
Improvement District

Scott Joslove
Legal Counsel, Texas Hotel
and Lodging Association

Ken Benson
Public Affairs, Ken Benson
and Associates

Craig Davis
President and CEO, Visit Dallas

Brad Kent
Chief Sales Officer, Visit Dallas

Kathie Parsons
Chief Financial Officer,
Visit Dallas

Monica Paul
Executive Director, Dallas
Sports Commission

Jennifer Walker
Chief Marketing Officer,
Visit Dallas

Mark Thompson
Sr. Vice President of Tourism
and Operations, Visit Dallas

Jennifer Bumbalo
Vice President Convention
Sales, Visit Dallas

Andrew Dockrill
Vice President, Dallas Sports
Commission

Minnie Munoz
Vice President of Sales,
Visit Dallas

Michael Rudowski
Vice President of Research
and Insights, Visit Dallas

Heather Walker
Vice President of Client
Services, Visit Dallas

Barbara Altom
Director of Compliance,
Visit Dallas

Kristina Kirkenaer-Hart
Director of Cultural Tourism,
Visit Dallas (Arts & Events
Marketing Incentive Program)

Jena' Irvin
Membership Coordinator,
Visit Dallas (Hotel Marketing
Incentive Program)

Raul Santillan
Sr. Sales Manager, Partnerships,
Visit Dallas (DTPID hotel liaison)



★
TOURISM PUBLIC
IMPROVEMENT DISTRICT

★ DALLAS®

DRIVING TOURISM
EMBRACING VISITORS

★

FOR GENERAL INQUIRIES:

INFO@DALLASTPID.COM OR VISIT DALLASTPID.COM