

2026 DESTINATIONS TEXAS EVENTS



WINTER MASTER CLASS CONFERENCE

January 28-30 // Boerne

A two-day, small-group event where attendees choose a focused track—Leadership, Marketing, or Sales—and engage in immersive, hands-on learning through workshops, collaboration, and applied education.



EMERGING LEADERS WORKSHOP

January 28 // Boerne

A new opportunity for rising professionals, this full-day program is designed for young professionals looking to strengthen their leadership skills.



SMALL DMO WORKSHOP

April 14 - 15 // College Station

Training designed specifically for small-staff, small-budget DMOs—delivering practical lessons in budgeting, local advocacy, placemaking, leadership, and more to help teams do big things with limited resources.



INNOVATION SUMMIT

April 15 - 16 // College Station

The only conference focused on Artificial Intelligence for destination organization professionals, bringing together innovators and tourism leaders to explore how AI is transforming marketing, visitor engagement, and organizational strategy through interactive, hands-on training.



WOMENS LEADERSHIP CONFERENCE

September 1-2 // Plano

A one-day event for female tourism professionals, featuring inspiring speakers, collaborative workshops, and networking to empower women and address leadership challenges in the tourism industry.



ANNUAL CONFERENCE

September 2-4 // Plano

Destinations Texas' largest event, uniting nearly 400 tourism professionals for several days of education, networking, and celebration through sessions, workshops, receptions, and signature activities.