

VISITDALLAS®

2019

ANNUAL REPORT





*“Plan a stopover in
America’s ninth-largest
city and you’ll discover
a modern city filled
with culture, energy
and big ideas.”*

- GOURMAND & GOURMET

Greetings!



It has been my honor to serve as interim President and CEO of VisitDallas for the past six months. During that time I’ve seen first-hand how hard the VisitDallas staff and extended team of partners work to bring meetings, conventions and tourists to our great city. Those efforts generate significant economic impact for Dallas. In short, the hospitality industry is vital to the Dallas economy. The hospitality industry is VisitDallas. We are ALL VisitDallas.

It’s time to celebrate our collective successes as the Dallas area remains the No. 1 visitor destination in Texas and is currently ranked No. 5 on Cvent’s list of the Top 50 cities for meetings and events in the United States – the highest ranking it has ever received. Dallas is the only Texas destination ranked in the Top 10.

So, how did the fiscal year stack up in numbers?

- **27.7 million visitors to the city of Dallas spent \$5.2 billion, which generated \$8.8 billion in total economic impact, including indirect and induced spending**
- **Tourism-driven state and local tax proceeds of \$607.9 million helped offset the average household tax burden by \$1,221**
- **Property tax revenues accounted for more than half of the \$285 million in local taxes generated by tourism in the city of Dallas**
- **65,094 jobs were supported by visitors to Dallas with a total income of \$3.4 billion. One in 19 of all jobs in the city of Dallas are sustained by tourism**

All of that didn’t happen by accident. Ask anyone in the hotel, restaurant or hospitality industry and they’ll tell you about the importance of the work VisitDallas does.

Despite those successes, it has been a difficult year. I want to thank the Board of Directors for their hard work, which has made this organization stronger and better. Together, we have been able to address the city’s concerns identified in the audit report and begin to regain trust and grow transparency. Under the Board’s leadership, we have a path forward.

To all our partners and supporters, thank you for making 2019 a remarkable year; we look forward to seeing what 2020 has in store.

Regards,

Sam Coats
Interim President and CEO

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“You’ve heard the expression: Everything’s bigger in Texas. And those who say it aren’t wrong. But few Texas cities embody this more than sprawling Dallas ... There’s never been a better time to visit this city.”

- CONDÉ NAST TRAVELER



“Dallas is in the midst of a renaissance, with excellent new restaurants and bars opening so fast and so furious that it’s hard to keep up.”

- BON APPÉTIT

Board of Directors

The VisitDallas Board of Directors plays an important role in the success of the organization. The Board represents diverse members throughout the industry and community and provides strategic oversight, guidance and influence to support our mission.

Additionally, the Board helps guide the vision for VisitDallas and works to help our convention and tourism business grow today and strengthens our foundation for sustainable growth in the future. Board members provide policy direction to VisitDallas and support key strategies integral to our success.

The FY 2020 VisitDallas Board of Directors will be 21 members comprised of

2 CITY OF DALLAS OFFICIALS
- appointed by the Mayor of Dallas

6 MEMBERS OF THE HOTEL ASSOCIATION OF NORTH TEXAS
- appointed by the Hotel Association

2 MEMBERS FROM THE FOLLOWING CHAMBERS OF COMMERCE
- appointed by the VisitDallas Board of Directors Nominating Committee:

- Dallas Black Chamber of Commerce
- Greater Dallas Asian American Chamber of Commerce
- Greater Dallas Hispanic Chamber of Commerce
- North Texas LGBT Chamber of Commerce

5 MEMBERS FROM THE FOLLOWING SPECIAL INTEREST GROUPS
- appointed by the VisitDallas Board of Directors Nominating Committee (with the exception of the DART representative):

• Dallas Area Rapid Transit (DART)	• Dallas Market Center
- appointed by the President of DART	• A representative of the cultural tourism community
• DFW International Airport	• Dallas Regional Chamber
• Downtown Dallas, Inc.	• North Dallas Chamber
• Greater Dallas Restaurant Association	• Oak Cliff Chamber

5 MEMBERS FROM THE GENERAL BUSINESS COMMUNITY
- appointed by the VisitDallas Board of Directors Nominating Committee

1 REPRESENTATIVE OF THE CULTURAL ARTS COMMUNITY

PERMANENT EX-OFFICIO NON-VOTING MEMBERS

- President and CEO of VisitDallas
- Director of the Office of Economic Development for the City of Dallas
- Director of the Office of Convention and Event Services for the City of Dallas

Who we are

Tourism is big business for Dallas.

Acting as the city's sales and marketing arm, VisitDallas provides outreach throughout the U.S. and destinations around the globe to potential visitors, enticing them to come to Dallas.

What we do

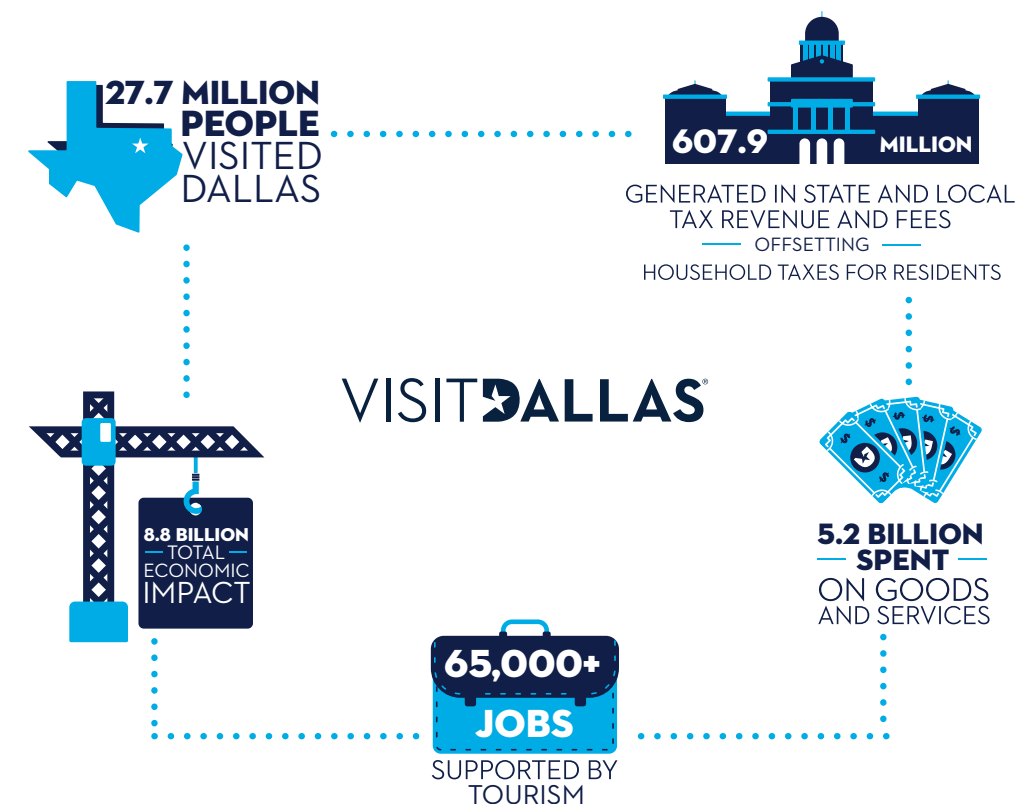
We do this with marketing campaigns and sales efforts promoting the best this city has to offer. Whether you're a trade association looking to hold a meeting for several thousand members, sports organizations planning tournaments or families planning an annual vacation, we promote Dallas as the best destination for any occasion.

We also ensure the visitor experience in Dallas continues to shine for all travelers, starting the moment they arrive. In collaboration with our partners, the entire hospitality industry helps create memorable moments in Dallas by making sure visitors know what's happening at our attractions and arts and culture institutions, and where to shop, eat and stay while they're here.

Value & Economic Benefit

Last year, **27.7 million people visited Dallas** and **spent \$5.2 billion** for a **total economic impact of \$8.8 billion**, which generated \$607.9 million in state and local tax revenue, resulting in an offset of household taxes for residents. All that spending translates into jobs; the travel and tourism industry supports about **65,000 jobs in the city of Dallas**.

For continued success, we must all work together by letting others know how important visitors are to Dallas. Get involved by becoming a partner of VisitDallas and urge any organizations to which you belong to bring their events here. You don't have to be a hotel or major attraction to make a difference. Be an advocate. Tell your friends and family to visit and show them what Dallas can offer.



Driving Tourism, Creating Economic Impact

VISITDALLAS YEAR IN NUMBERS

FY19 VisitDallas bookings generate

ECONOMIC IMPACT

\$2.2 billion

DIRECT SPENDING

\$1.3 billion

SPENDING BY SEGMENT



2,640,482

ROOM NIGHTS BOOKED

MEETINGS & EVENTS BOOKED

1,715

EVENTS BOOKED

23

CITYWIDES BOOKED

BY DEPARTMENT



DALLAS HOTEL MARKET

68% occupancy

TOTAL ROOM REVENUE

\$1.06 billion

- a 3.5% increase over last year

TOTAL ROOM NIGHTS SOLD

8.3 million

- VisitDallas accounts for 21% of total



65,000
JOBS SUPPORTED

- taken together as an industry, tourism is the eighth-largest employer in Dallas



\$607.9 million

IN STATE & LOCAL TAXES

“The grand scale of the hospitality infrastructure in the Dallas-Fort Worth metroplex means more options for drafting ambitious agendas ... It isn't tough to find the perfect meeting hotel. Dallas is a hot market for hotel development.”

- SMART MEETINGS

The Dallas Visitor

VisitDallas takes a research-based approach to selling and marketing the city. It's important to understand more about the Dallas visitor - where they're from, why they come, and what they do when here. See a profile of the Dallas visitor below.

27.7 million VISITORS



6% OF THOSE INTERNATIONAL



\$5.2 billion DIRECT SPENDING



\$8.8 billion ECONOMIC IMPACT

Top 5 States

- 1. TEXAS
- 2. OKLAHOMA
- 3. LOUISIANA
- 4. ARKANSAS
- 5. CALIFORNIA

Top 5 Countries

- 1. MEXICO
- 2. CANADA
- 3. INDIA
- 4. CHINA
- 5. UNITED KINGDOM

Why they visit	Where they stay
47% VISITING FRIENDS & FAMILY	30.3% WITH FRIENDS & FAMILY
28% OTHER VACATION/LEISURE	54% HOTEL
20% BUSINESS	3.6% SHORT-TERM RENTAL
5% BUSINESS-LEISURE COMBINED	12.1% OTHER

2.8 nights AVERAGE LENGTH OF TRIP 83% RETURN VISITORS

Top 5 Activities

- 1. SHOPPING
- 2. NIGHTLIFE
- 3. CULINARY
- 4. MUSEUMS
- 5. HISTORIC SITES



mission

The VisitDallas Sales team books conventions, meetings, trade shows and events at the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) and at hotel and venue partners throughout Dallas. We represent the city via regional offices in New York, Washington, D.C., Chicago, Austin, San Francisco and Los Angeles, in addition to the Dallas-based sales team. Our main responsibility is to create awareness and interest in Dallas as a destination for customer organizations to bring their events here, resulting in important economic impact for the city.

TOP ACHIEVEMENTS

- Together with our KBHCCD and hotel partners, and with a key strategic focus on need periods, VisitDallas begins 2020 with each of the next 10 years ahead of group sales pace. This achievement is the work of the entire hospitality community, with strong foundational support from the Dallas Tourism Public Improvement District (DTPID).
- The National Automobile Dealers Association has not held their annual meeting in Dallas in more than two decades. After diligent work by the VisitDallas Sales team, the association's board voted to return to Dallas in 2023, bringing 19,800 overnight visitors to the city.
- Autodesk University, a conference that connects more than 10,000 professionals from construction, manufacturing, architecture, engineering and media creation, has committed to bring this innovative event to Dallas for two future years: 2021 and 2026.
- Alpha Kappa Alpha Sorority, an impactful organization with nearly 300,000 members, has confirmed Dallas for its 2024 Summer Biennial National Convention, welcoming 36,000 attendees to Dallas.
- American Rental Association (ARA), an international nonprofit trade association for equipment rental businesses and rental equipment manufacturers and suppliers, committed to three future years – 2028, 2031 and 2034 – bringing 11,500 attendees each year to Dallas. 2028 marks the first year the ARA will bring its annual convention to Dallas.



1,000,202

GROUP ROOM NIGHTS

COMPRISED OF:

▶ **405,668**
Self-contained hotel events

▶ **303,099**
Small meetings

▶ **291,435**
Citywide events

VisitDallas' activities have returned big dividends.

In 2019 Dallas was ranked No. 5 on Cvent's list of the Top 50 Meeting Destinations in the United States. Dallas is the only Texas destination ranked in the Top 10.

One Big Win

VisitDallas represents the city at customer events throughout the year, one of the largest being the Cvent Connect tradeshow in Las Vegas. The Cvent sourcing platform receives 2.6 million requests for proposal representing \$16 billion in volume. In collaboration with the Marketing team, VisitDallas created a show-stopping activation featuring a meet-and-greet with former *Dallas* star Linda Gray, unique city video content, and the Margarita Mile. VisitDallas drew 1,115 customers to its booth in six hours to rave customer feedback.

LOOKING AHEAD

- In FY 2020, we will begin our first full year of jointly working with the new KBHCCD private management team, Spectra, to market and sell our services to future customers. A new initiative will be a sales and marketing road show to key customer markets.
- The VisitDallas Sales team will look to expand sales territory into the southeast United States in FY 2020, where it has not previously had an office base.
- Targeted customer events and familiarization tours will be a key initiative, including:
 - October** – Connect Medical/Technology Planner Conference
 - November** – Trade Show News Network (TSNN) Fastest-Growing Shows Awards
 - February** – Association Forum Healthcare Collaborative
 - June** – Meeting Professionals International World Education Conference



mission

The VisitDallas Marketing/Communications department positively impacts the perception of Dallas as an arts and culturally rich city that is diverse, inclusive and vibrant by showing and telling the Dallas story. Our activities ladder up to an overall measurement of the total room nights generated through marketing activations. Our efforts are devoted to promoting the fun, unique and memorable experiences that local residents and visitors to Dallas can experience.

TOP ACHIEVEMENTS

- VisitDallas published the first issue of *VisitDallas, the magazine*, a high-quality, glossy publication which is being delivered to *Texas Monthly* subscribers twice per year in key markets. The magazine highlights the best and most original attributes of Dallas and contains curated content promoting arts and cultural attractions. Our partnership with *Texas Monthly* provides a targeted, yet economical, distribution channel directly to potential visitors who chose to consume, read and enjoy magazine content.
- VisitDallas has proudly partnered with the CASTRO band (brothers Jason and Michael Castro from *American Idol* fame) for a series of appearances promoting Dallas and a new tourism theme song titled "Forever Texas." The song's accompanying music video - with more than 181,000 views over the past 11 months on the VisitDallas YouTube channel - serves as a love letter to the city. "Forever Texas" was chosen by FOX Sports Southwest as the theme song for the on-air broadcasts of this year's Texas high school football season.
- The VisitDallas Marketing team supported legacy events and produced new events to activate downtown Dallas. For the first time, 45 trees on City Hall Plaza were illuminated along with a 40-foot holiday tree and we hosted a community event to celebrate the winter holidays. Other large events supported include EDGE, The *Texas Monthly* Festival; Riverfront Jazz Festival; the State Fair of Texas; Dallas Holiday Parade and Big D Holiday.
- The Marketing team produced the first arts and cultural tourism specific ad campaign working with the Cultural Tourism Committee to guide imagery and messaging to elevate awareness of Dallas as a center for arts and culture, using the headline: "Dallas, A World Of Inspiration." Ads appeared in September issues of *American Way* magazine and *Southwest* magazine, earning a total of 9.9 million estimated impressions.



582,278
ROOM NIGHTS

179,240,283
leisure total advertising impressions

47,162,119
trade total advertising impressions

\$19 million
earned advertising value equivalency

4.6 million
website visits 55% increase

48.3 million
social media impressions 21% increase

30,628
consumer newsletter recipients
18% increase

One Big Win

Last year, the VisitDallas Marketing team conceptualized and launched the Margarita Mile, a collection of the best and most unique margaritas in the city, conveniently collected in a colorful app. Since its inception, the Margarita Mile has engaged more than 17,000 users from all over the country.

To promote the experience, VisitDallas pitched and secured coverage on BuzzFeed's Bring Me platform, the No.1 most-viewed web publisher for viral travel content. BuzzFeed produced a six-minute video that immediately went viral after going live in April 2019. The clip featured 10 stops along Margarita Mile, VisitDallas ambassadors and a colorful array of delectably enticing margaritas. Promoted on various BuzzFeed websites and social platforms, the video resulted in:

10.6 million+ views

- More than 17,000 *Margarita Mile* app downloads since May 2018, more than 60% of those since the BuzzFeed video published
- Margarita Mile Facebook likes grew by almost 300% the month the BuzzFeed video published
- Traffic to *MargaritaMileDallas.com* grew by 500% the day the BuzzFeed video released

LOOKING AHEAD

- The Marketing/Communications team will help drive repeat leisure and business travel by using personalization methods and incorporating the new themes of arts and culture, celebrating the best of Texas, and new and now.
- We will refresh the leisure campaign, incorporating focus group and research feedback, to garner 150 million quality impressions via a mass media buy on print, digital, TV and video outlets.
- The VisitDallas Communications team will garner \$25 million in earned advertising value equivalency from public relations and social influencer strategies.

mission

The Dallas Sports Commission (DSC) is a non-profit organization within VisitDallas whose mission is to attract, retain and support sports and entertainment events that will position Dallas as the premier sports destination and have a positive impact on the economy and quality of life of Dallas residents.

TOP ACHIEVEMENTS

- The DSC was awarded the 2020 Bridgestone NHL Winter Classic to be held at Cotton Bowl Stadium on Jan. 1, 2020, becoming the first southern city to host this marquee event.
- The NCAA announced that Dallas will host the combined women's basketball championships in 2023 for the NCAA Women's Final Four and the Divisions II & III Championships at the American Airlines Center.
- Dallas hosted the global DreamHack Esports Festival for the first time with more than 30,000 in attendance at the KBHCCD.
- The DSC announced and hosted the first match of a four-year landmark agreement for the Mexico National Team U.S. Tour in partnership with the Dallas Cowboys, FC Dallas, the Mexican Futbol Federation, Soccer United Marketing and the DSC.



442,711

ROOM NIGHTS

A RECORD YEAR FOR THE
DALLAS SPORTS COMMISSION

82 Events

\$545.6 million

ECONOMIC IMPACT

"The Dallas Sports Commission continually exceeds my expectations through its diligence and exceptional customer service."

- MIKE DUHON, EXECUTIVE DIRECTOR
COMPETITION OPERATIONS, NATIONAL
CHEERLEADERS ASSOCIATION



One Big Win

In 2019, the Robotics Education & Competition (REC) Foundation and the Dallas Sports Commission announced that the REC Foundation's VEX Robotics World Championship, presented by the Northrop Grumman Foundation, will return to Dallas from 2021 through 2024.

The REC Foundation's VEX Robotics World Championship, recognized by the *Guinness Book of World Records* as the largest robotics competition in the world, is a week-long event celebrating hands-on STEM learning and will take place at the KBHCCD.

The Dallas Sports Commission was influential in REC Foundation's decision to come back to Dallas.

"We're proud to partner with the Dallas Sports Commission to bring the competition to Dallas," said Dan Mantz, CEO of REC Foundation. "When deciding on a location, we were very impressed by Dallas Sports Commission's vision for the event as well as its team's commitment to help us grow the event and the city's dedication to STEM."

The VEX Robotics World Championship will bring 40,000 attendees each year, generating 23,800 room nights and \$56.3 million in economic impact.

LOOKING AHEAD

- The DSC will continue Dallas' campaign to be a host city for the 2026 FIFA World Cup while expanding Dallas' soccer profile from the grassroots level to the professional level.
- The DSC will work to bring more Esports events to Dallas as the region rapidly grows and evolves into an Esports hub.
- The DSC will create the Dallas Sports Foundation to partner with area community leaders, supporters and businesses to enhance community initiatives for local youth.

mission

The Tourism team is responsible for sales and marketing initiatives in three core areas: international leisure tourism, including the management of all global representation firms and agencies; domestic group tourism, the largest segment of which is student tourism; and cultural tourism initiatives, which are predominantly driven by management of arts marketing funding through the Dallas Tourism Public Improvement District (DTPID).

TOP ACHIEVEMENTS

- Room night bookings reported by the Tourism team reached a record 615,291 rooms this year, a 9 percent increase over last year's record. The team is now booking more than five times the number of rooms booked six years ago.
- It was a significant year for business opportunities for our industry partners, with the Tourism team providing 1,102 leads and service requests to our members and partners.
- Tourism staff hosted more than 30 in-market familiarization (FAM) tours this year, made up of more than 300 attendees and representing more than 20 different countries.
- Outcomes from cultural tourism support reached a record high this year, providing funding to 118 arts events, totaling more than \$2 million in funding to Dallas arts organizations.



615,291
ROOM NIGHTS

inclusive of Cultural Tourism team room nights

1,102
Leads and Service
Requests to Partners

FAM TOURS

30
TOURS

300+
ATTENDEES

20+
COUNTRIES



One Big Win

Results from the China market represent a big win for VisitDallas Tourism. Almost 50,000 room nights were booked in Dallas by our Chinese clients, by far the largest of our international markets.

We currently have direct flights from Beijing, Shanghai and Hong Kong, and VisitDallas partnered with Visit Fort Worth in targeting travel trade in these primary markets. Staff hosted FAM tours, joined a Brand USA mission to China and participated in two Chinese receptive operator shows in the U.S. We also launched a WeChat-based app early in the fiscal year.

While there are currently potential challenges with this market, we believe there continues to be short-term and long-term opportunities with China and will be expanding our social media promotions to consumers in that market in FY 2020.

LOOKING AHEAD

- Our approach to international markets is evolving significantly next year, with a key focus on going deeper versus wider in core global markets, strategically prioritizing our investment of resources in those with the strongest potential return.
- We will also expand our consumer activations in those core markets, increasing awareness of Dallas to consumers. Past initiatives have been limited to earned editorial in trade and consumer media, as well as direct sales to key travel trade accounts, including operators and agencies. It will be essential to promote from all three angles.
- We will dramatically amplify our collaborations internationally, including those with Visit Fort Worth, DFW International Airport, Brand USA, global online travel agents, Dallas CityPASS and other global marketing partners.



mission

The VisitDallas Cultural Tourism team is part of the Tourism team and serves as the direct conduit between VisitDallas and the community's arts partners, including management and oversight of the arts/events marketing funding elements made possible through the DTPID.

TOP ACHIEVEMENTS

- Staff worked to secure marketing funding for 118 events and programs, totaling in excess of \$2 million dollars to Dallas arts organizations, a 20 percent increase over last year's record. The team has already worked with more than 70 events for FY 2020, representing almost \$1.5 million in advance pre-approved funding. In total, event marketing support provided directly to Dallas arts organizations since the inception of the DTPID exceeds \$6 million, a milestone that was reached this year.
- 2019 programs and partnerships with the arts community generated a record 325,679 room nights for Dallas hotels.
- The Dallas CityPASS program, which bundles tickets to five leading Dallas attractions, drove more than 135,000 incremental visits to Dallas attractions through CityPASS this year and continues to grow.
- The annual Big D Holiday program completed its fifth year with record participation, with the goal of driving expanded awareness of holiday programming at Dallas arts venues during an important need time for ticket sales and for hotel room night bookings.




325,679
ROOM NIGHTS
included in Tourism team room nights

\$2 million
FUNDED TO
118 Events

135,000+
incremental visits to Dallas attractions through CityPASS

"Dallas is known for its world-class entertainment, museums, restaurants and shopping. The area is full of attractions, including the beautiful Winspear Opera House."

- ALASKA BEYOND MAGAZINE



One Big Win

The Perot Museum of Nature and Science utilized DTPID event marketing support to expand their out-of-market advertising of their Art of the Brick special LEGO exhibit in the summer of 2019, reporting almost 60,000 ticket sales for those months to visitors from outside the greater Dallas area. Their staff captured and reported the origin state and city of all visitor ticket sales, providing excellent data for our future destination marketing and promotions.



LOOKING AHEAD

- We will continue to expand the awareness of our arts funding opportunities to additional arts organizations in Dallas, improving our website and town hall meetings to do so.
- New marketing workshop programs, showcasing best practices and case studies for our arts partners, will be created and launched in FY 2020, allowing for increased performance and outcomes from arts funding assistance.
- Increased collaboration with the city of Dallas Office of Arts and Culture, the Business Council for the Arts, and members of the VisitDallas Cultural Tourism Committee will be an essential part of growing awareness of event funding opportunities, cross-promotions and increased arts visitation.

mission

The Experience team focuses on experience design and customer service. They are tasked with driving partnerships that create experiences for Dallas customers and convention attendees, and the Services team executes those experiences for customers on the ground. The Experience department is comprised of the Visitor's Center, Partnership and Services teams.

TOP ACHIEVEMENTS

- Compelled by excellent service, VisitDallas saw 29 clients this year rebook events for future years, resulting in 145,122 room nights.
- Welcoming our customers and visitors is a top priority. The Experience team welcomed more than 25,000 to our visitor center and launched a new mobile visitor center that's been a big hit.
- The creation of a partner Facebook page led to increased engagement and value for VisitDallas' member partners.

3,023 in-person connections

AT LOCAL ACTIVATIONS WITH OUR MOBILE UNIT

Over 500 partner connections

THROUGH PARTNER EVENTS, AFTER HOURS AND ORIENTATIONS

Service rating average of 4.8 out of 5

WITH 100% POSITIVE COMMENTS

800+
HOSPITALITY
EMPLOYEES
TRAINED

25,000
visitors
WELCOMED IN
THE VISITORS CENTER

“You attract what you are, not what you want. If you want great, then be great!” This is one of my favorite quotes, and it truly conveys my impression of you, our 2019 CVB partners. I want to recognize and thank you for the countless months of support through the planning process. From a customer service standpoint, you are the definition of greatness!

Emily Cantanzaro, CMP
Senior Director of Meeting Services
American Thoracic Society

One Big Win

For the second year, VisitDallas partnered with industry leader Southwest Airlines to build the Customer Service Master Class: It's Hospitality Y'all to train front-line hospitality employees on how to create superior customer experiences. The immersive one-day master class brings together everyone from restaurant service staff to hotel employees to learn from some of the best in the business on how to deliver high energy and high impact customer service.

The sold-out events have trained 800 travel industry employees on Dallas' unique brand of Southern hospitality so visitors feel welcomed the moment they step off a plane, sit down at a restaurant or walk into a hotel lobby.

LOOKING AHEAD

- Part of the Experience team's mission is making sure the city's front-line hospitality workers receive best-in-class customer service training. VisitDallas will continue to partner with Southwest Airlines - a leader in customer service - to train hospitality workers. In FY 2020 we're engaging hospitality students, raising up the next generation of leaders.
- Plans continue for a new building in the expanding Klyde Warren Park where we'll raise private funding to create a Visitor Experience Center unlike any other. It will be the first stop for locals and visitors to discover everything there is to see and do in Dallas for years to come. While it's being built, we'll have a unique pop-up visitor center in the park.
- The Partnership team will continue to focus on revenue generation and ways to educate and engage our partners, which we will track through results-driven metrics.



Rendering of new VisitDallas Experience Center to be constructed in Klyde Warren Park.

mission

The Diversity and Inclusion (D&I) department is a team of three responsible for executing the diversity and inclusion strategy for VisitDallas. We are charged with helping the organization create and deliver a customized destination experience for customers by engaging the community, building new relationships and partnerships, and driving new business to Dallas.

TOP ACHIEVEMENTS

- VisitDallas received the African American Museum Heritage Award for tremendous collaboration and support of the special exhibit Paradox of Liberty: Slavery at Jefferson's Monticello.
- Staff completed 603 hours of diversity and inclusion training, a 15 percent increase over last year.
- Community engagement continues to be a key initiative of D&I, meeting with more than 140 stakeholders in Dallas' minority communities - African American, Latino, Asian and LGBTQ.
- D&I continued support of the *Dallas Business Journal's* Women in Business initiative, recognizing outstanding women in hospitality, travel and tourism. This year's event saw a record 608 in attendance, comprised of 36 CEOs, 25 presidents or founders, and a strong percentage of women representing the travel and tourism sector.

603 Hours

OF DIVERSITY AND INCLUSION TRAINING, AWARENESS AND EDUCATION

53

women- and minority-owned members
(certified and self-identified)

38

meetings and conventions supported

142

in-person connections with CEOs
and community leaders

4

executive level customer integration
team meetings hosted

"The LGBT energy in the Oak Lawn area is palpable, friendly and invigorating. Keep an eye out for future trips to this welcoming destination."

- INSTINCT MAGAZINE

One Big Win

The Diversity & Inclusion department supported 12 fiscal year 2019 consumed meetings and events with an economic impact of \$66.9 million and supported the Sales team with booking six new meetings and events this year with a total economic impact of \$60.7 million. Six out of these total meetings were leads from D&I.

The D&I team understands there is no one-size-fits-all approach for serving and supporting diverse group business so we developed an individualized approach to each group that included:

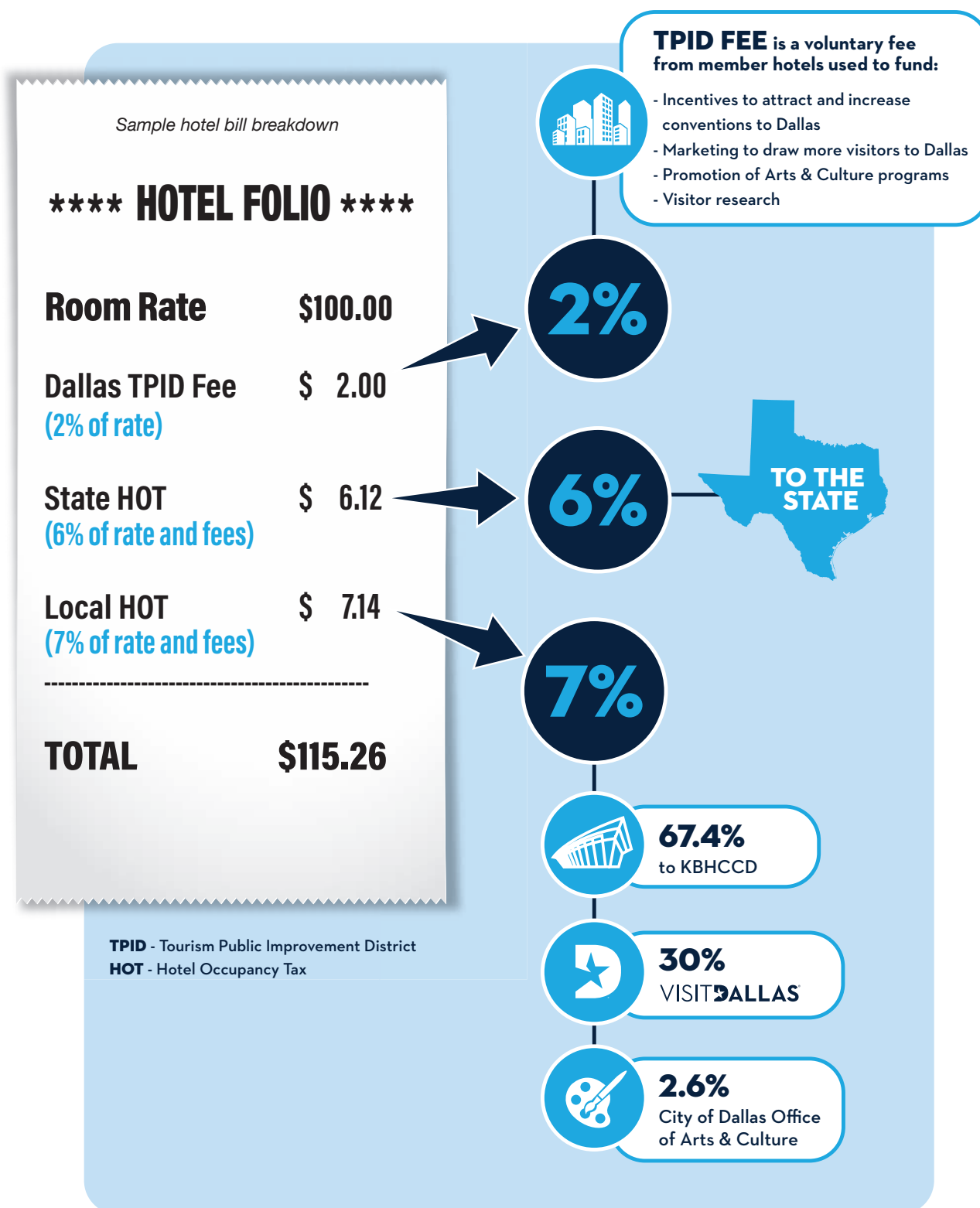
- Listening sessions with clients
- Integration team meetings with clients, VisitDallas staff, city and corporate leaders, and partners
- Creation of relevant content for the meeting professional to use in promoting a diverse Dallas to attendees
- Educating the hospitality community on the culture of various groups
- Collaborating with partners and influencers to sell an inclusive and diverse Dallas

LOOKING AHEAD

- D&I will commit to tracking minority spend while elevating the contract process through a supplier diversity program. This will ensure that we are leveraging women- and minority-owned businesses by achieving a 20 percent goal of minority spend within VisitDallas.
- FY 2020 will include mandatory diversity and inclusion training for leadership and staff, with topics to include unconscious bias and driving positive culture change.
- The Marketing and D&I teams will collaborate to produce a VisitDallas diversity and inclusion video for digital and social outreach.
- We'll continue coordination with the DSC on the World Cup and Mexico National Team U.S. Tour partnership efforts.



VisitDallas Funding



“Each of Texas’ major urban hubs would declare itself the state’s king of the kitchen, but Dallas can support the claim through sheer number of restaurants.”

- THE TELEGRAPH

“Heavyweight American cities best not sit too comfortably, because hot on their heels is a thriving metropolis keen to take a meaty slice out of their tourism share. Dallas ... is booming – unique entertainment options, plush hotels, big portions, and good ol’ fashioned American charm.”

- ESQUIRE, SINGAPORE





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