



DALLAS LOOKS TO MAKE THE IMPOSSIBLE POSSIBLE

How one of the top U.S. cities for meetings is thriving with a maverick, can-do spirit.

BY MARIA LENHART

Recently ranked by Cvent as one of the top four meeting destinations in North America, Dallas is about to stand even taller as a group business powerhouse. With a new convention center under construction, thousands of new hotel rooms in the pipeline, two acclaimed international airports offering unparalleled convenience, the nation's largest arts district, abundant opportunities for group activities and a creative culinary scene, Dallas has everything it takes to make any meeting succeed.

Convention Center Transformation

Certain to be a huge inducement for planners looking for a fresh destination, the Kay Bailey Hutchison Convention Center Dallas will emerge as an all-new venue that will anchor a bustling entertainment district with restaurants, shopping, lodging and entertainment. The prospect of a new and expanded facility is already having an impact on business, with over 40 major events booked for 2029 and beyond.

The 2.5 million-square-foot venue will offer over 800,000 square feet of exhibit space, 260,000 square feet of meeting space and 170,000 square feet of ballroom space. Other features will include a rooftop event space with spectacular views, an onsite rail station with covered access to the convention center and accessibility features for visitors with mobility, hearing and vision impairments.

"This expansion is a monumental step toward fostering a sustainable and inclusive future for Dallas," says Craig Davis, CEO of Visit Dallas. "By focusing on connectivity, workforce

development and tourism, we are laying the groundwork for a flourishing, vibrant Dallas."

Accommodations

Top-notch convention facilities are supported by a hotel inventory that represents all of the nation's top brands and ranges from intimate boutique properties to large convention hotels. With over 35,000 hotel rooms within the Dallas city limits and more than 10,000 in the walkable downtown, attendees will find a property to suit every preference and budget.

When it comes to new hotel development, Dallas leads the U.S. market with a staggering 24,627 hotel rooms in the pipeline. Among the exciting new properties on the horizon is the InterContinental Dallas opening in the reimagined CityPlace Tower in 2025 with sweeping city views, a rooftop infinity pool and over 21,000 square feet of meeting and event space. Others include The Knox, an ultra-luxury property from Auberge du Soleil opening in 2026, and the Four Seasons Turtle Creek opening in 2027.

Maximize Your Budget

Value and affordability are what really sweeten the deal. Thanks to low labor rates and a strong economy, Dallas is the top choice for meetings and events of any city in Texas.

Here's just a sampling of how Dallas keeps costs in line without compromising quality and experience.

- Competitive labor and material handling rates offers substantial savings.
- Texas is a "right to work" state, which lowers your event production costs so you can focus more budget on attendee

engagement and experience.

- Competitive hotel room rates deliver unsurpassed quality and savings.
- Exhibitors can maximize their return on investment by taking advantage of cost-effective convention services in Dallas.

Accessibility

With two international airports and serving as the global headquarters for American Airlines and Southwest Airlines, Dallas has direct access to every major city in the continental U.S. within four hours. Compared with the nation's top 20 meeting destinations, Dallas has the greatest air access, with 2,272 daily flights and 250 destinations.

Dallas Fort Worth International Airport (DFW) serves over 72 million passengers annually and ranks No. 1 in customer service among large airports from Airports Council International. DFW is constructing a sixth



terminal as part of the new \$1.63 billion Terminal F project, which will provide an additional 15 gates. Dallas Love Field is highly recognized for its first-class services, having won the ASQ Award for Best Airport in North America and named one of the Top 10 Domestic Airports by Travel + Leisure magazine.

When passengers arrive at DFW, there's convenient and affordable access to downtown Dallas on DART light rail. Once downtown, visitors enjoy free rides on the historic McKinney Avenue Trolley.

Entertainment and attractions

With its abundant green spaces, walkable neighborhoods, an iconic sports scene with 10 professional sports teams, 26 golf courses for all skill levels and a multicultural culinary landscape led by James Beard Award-win-

ning chefs, Dallas promises nonstop entertainment for attendees, day or night. The MICHELIN Guide has announced that Dallas is being reviewed for starred restaurants that will elevate the rich and diverse culinary landscape.

Here are a few attractions and unique venues that make Dallas a top choice for meetings.

AT&T Discovery District. Combining technology, art, entertainment, shopping and dining, this vibrant downtown destination with a stunning media wall has indoor and outdoor spaces available for concerts, movie screenings, watch parties for sporting and entertainment events, art exhibits and more. The district is available for a wide variety of private events, including buyouts.

American Airlines Center. A premier sports and entertainment venue with top-notch facilities and an electrifying atmosphere, American Airlines Center hosts major

concerts, Dallas Mavericks and Stars games and a wide array of events.

Dallas Arts District. Named "America's No. 1 Arts District" by USA Today, the 68-acre Dallas Arts District enriches downtown and elevates meetings with innovative and inspiring museums, performance spaces, galleries and more.

Klyde Warren Park. Bridging downtown with the Arts District, this vibrant community hub is a popular green space offering food trucks, activities, events and scenic views.

Gilley's. This legendary entertainment venue offers live music, dance floors and mechanical bull riding. Hosting concerts and events, it provides an authentic Texas experience in a lively atmosphere.

Fair Park. Known for its epic festivals, Art Deco architecture and lush gardens, Fair

Park is a cultural oasis where history and entertainment meet.

Bishop Arts District. Known for its artsy vibe, attendees will enjoy its quaint boutiques, artisanal eateries and cozy cafes nestled amidst historic storefronts.

Margarita Mile. This self-guided tour is a spirited journey leading to the city's best margaritas, featuring iconic cocktails from diverse venues and celebrating the city's vibrant culinary scene.

Neighborhoods

Downtown. With convenient access to the convention center and thousands of hotel rooms, Dallas' walkable downtown is highlighted by the celebrated Dallas Arts District that spans 20 blocks filled with cultural attractions and the sensory experience of the AT&T Discovery District.

Uptown. Lively local restaurants line McKinney Avenue, all easily accessible via the McKinney Avenue Trolley. Uptown is also home to the historic Warwick Melrose Hotel and Oak Lawn, a hub for LGBTQ+-owned establishments filled with trendy shops, dance clubs and bars, including Sue Ellen's, the state's oldest lesbian bar.

Deep Ellum. Rich with the heritage of blues music, Deep Ellum is one of Dallas' must-visit neighborhoods. Music lovers can catch live performances at large venues like The Bomb Factory or quaint establishments like Adair's Saloon. "The Traveling Man" sculpture is a popular selfie spot, while Pecan Lodge serves some of the best barbecue in Texas.

Harwood District. This compact and walkable enclave is big on attractions such as the Ann & Gabriel Barbier-Mueller Museum: The Samurai Collection. Guests can check into the 22-story Hotel Swexan, a luxury boutique hotel fusing Swiss elegance and Texas charm and offering 12,000 square feet of event space.

South Dallas. South Dallas blends rich cultural history and modern recreation at Fair Park, which hosts the annual State Fair of Texas and boasts the largest collection of Art Deco buildings in the country. It's also home to the Bishop Arts District, perfect for sipping, shopping and strolling among the dozens of boutiques and coffee shops lining the streets.

Learn more at visitdallas.com.

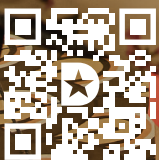
DALLAS
**MARGARITA
MILE**

Casablanca,
Bishop Arts District

MAKING “SALT OR NO SALT” A DISCUSSION TOPIC.

‘cause we can

Tell the team there will be margaritas and you might see a bump in attendance. Tell them there will be a “Margarita Mile,” and you’ll have yourself a full house. Dallas’ Margarita Mile offers a tour of the best margaritas in town, and the ultimate post-meeting ice breaker.



Scan here to bring the
Margarita Mile to your meeting

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