

Destination Marketing Organizations (DMOs) are the official sales and marketing arms of the destinations they represent. In Dallas, we are responsible for promoting the destination both domestically and internationally with the goal of attracting sporting events, meetings, conventions, and leisure visitors. These, in turn, provide economic impact to the city and area businesses through spending at hotels, restaurants, attractions, retail outlets, etc.

We specifically advertise to consumers and bid on future meetings and events up to 10 years in the future. Through the sales process we work with key decision makers to ensure the city and area businesses can accommodate their needs. We are like a "match.com" for destinations connecting visitors and meetings with the best local resource for the products and services they desire. We also continuously work with our local industry to provide exceptional customer service training to ensure all visitors have a memorable experience in Dallas.

While we promote Dallas abroad through advertising and direct sales efforts, one of the best ways to convince key decision makers to bring their meetings and events here is to let them experience the city for themselves. Every week we meet with journalists, clients and customers to showcase everything Dallas has to offer.

One key tool we utilize in this endeavor is the American Airlines Center (AAC). Events at the AAC are a great way to show an amazing venue in action and a vibrant downtown. VisitDallas currently has a suite that provides 12 or more tickets to over 130 events each year to help in our sales and marketing activities. Each event provides an opportunity to match guests with the appropriate VisitDallas staff and local partners. In most cases there will be a variety of guests meeting with multiple VisitDallas teams including sales, marketing, diversity & inclusion, sports, tourism, and services. Each department will typically have a staff member present to handle their own guests. Board members may attend when representing VisitDallas on our behalf or if their businesses could have a relationship with the suite guest. We have also asked city staff or elected officials to attend for those same reasons or simply to help demonstrate the city's interest in the business. If tickets are returned at the last minute and would otherwise go unused, we typically offer them up to local partners, then board members, and then staff.

In the three years from 2016 to 2018, there were approximately 4,275 tickets used across some 406 events. There is an average of about two events per week but there can be as many as five in a week and even multiple events in one day. Over this timeframe 38 tickets (about 0.9% of all tickets or about 1 ticket in every 10 events) were used by City Council members or VisitDallas board members to represent the City, the organization, or their businesses. Staff at the KBHCCD used 43 tickets (about 1.0% of all tickets or about 1 ticket in every 9 events) as they hosted groups and clients. On average there are about 2 VisitDallas staff at each event for a total of 899 tickets across the three-year period. The use of these tickets plays an important part in how we build relationships and showcase the destination in order to get positive stories written about Dallas and convince decisionmakers to host their meetings and events here.