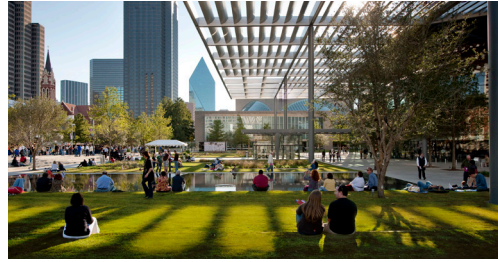


WHY DALLAS

Meetings and events are vital to our businesses and we're looking forward to the day when we can see our friends and colleagues face-to-face. In Dallas, the hospitality community is preparing for visitors' arrival by achieving the highest sanitation and safety standards. With attractive benefits, like the accessibility of two major airports and the affordability of labor rates 27% below the national average, Dallas is ready to make your meeting a success. When the time comes, Dallas will be ready to welcome you. We look forward to being strong destination partners during your future meetings and events in Dallas.



Dallas Skyline



Winspear Opera House



Kay Bailey Hutchison Convention Center

SAFETY STAR



Dallas is leading the nation by becoming the first destination to receive Global Biorisk Advisory Council (GBAC) STAR™ accreditation designating Dallas hotels and the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) as sanitary and safe.

This initiative – administered by GBAC, a Division of ISSA, the worldwide cleaning industry association – is the gold standard for facilities to implement cleaning, disinfection and infectious disease prevention protocols.

In order to earn GBAC STAR™ accreditation, hotels and the convention center will demonstrate compliance with the program's 20 elements, including enhanced cleaning and contactless service. In July, the Westin Galleria became the first Dallas hotel to achieve accreditation.

Accommodations

- More than 90,000 hotel rooms provide accommodations for any preference and price point.
- There are 14,000+ hotel rooms in Dallas' walkable Downtown core.
- From the intimacy of boutique hotels to the convenience and luxury of large convention hotels, all the nation's top brands are represented in Dallas.
- Virgin Hotels selected Dallas to open its very first American property.
- More than 2,000 hotel rooms will be added to inventory in the next two years.

Scalability

- Located in the heart of downtown Dallas, the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) has 1 million square feet of exhibit space, 88 meeting rooms and a 1,750-seat theater.
- The KBHCCD is one of Trade Show Executive Magazine's Top 10 convention centers and is connected to the 1,001-room Omni Dallas Hotel via skybridge.
- Dallas boasts a variety of unique venues for every event style; dine with dinosaurs at the Perot Museum of Nature and Science or among Picassos at the Nasher Sculpture Center.

Mobility

- Dallas/Fort Worth International Airport and Love Field Airport provide daily direct flights into Dallas from more than 170 destinations.
- Accessible by most U.S. destinations in 3.5 hours or less.
- Get around easily with Dallas Area Rapid Transit (DART), which includes bus service and the nation's longest light-rail network.
- DART's Orange Line connects DFW Airport to Downtown and the entire light rail network.
- Downtown's free transportation options include the historic McKinney Avenue Trolley and eFrogs electric shuttles.

Entertainment

- More than 20 vibrant entertainment districts offer walkable access to music, shopping, arts and restaurants.
- Dallas is a 2019 critically acclaimed Food City of the Year.
- Experience the birth of Texas blues in Deep Ellum, vibrant nightlife and professional sports in Uptown, and the intersection of history and commerce Downtown.
- Dallas is the Official Home of the Frozen Margarita, and the Margarita Mile honors the city's legacy with a self-guided margarita trail.
- The Dallas Arts District is the nation's largest contiguous arts district.

FAST FACTS

9TH-LARGEST CITY
and part of the
4th-largest
metro area

POPULATION
1.3 million

**TOP CONVENTION
CITY IN TEXAS**
and No. 5 in the
nation, according
to CVENT

**AVERAGE
TEMPERATURE**
Average high
temperature of
76 degrees and
average low of
55 degrees

**DALLAS MAN
LAMAR HUNT**
founded the
American
Football League
and coined
the phrase
"Super Bowl"

**HOME TO 25
FORTUNE 500
COMPANIES**
third-most in
the nation, and
3 Fortune 10
companies, the
most in the nation

**THE FIRST
CONVENIENCE
STORE**

7-Eleven, got its
start in Dallas

**HOME OF
INNOVATION**
the frozen
margarita
machine and
microchip were
invented here

**HIGHLAND
PARK VILLAGE**
is the nation's
first planned
shopping center,
and NorthPark
Center is
America's first
indoor climate-
controlled mall