

HOSPITALITY

The Dallas-Fort Worth region has a robust hospitality industry presence that can handle meeting and convention events of all sizes and types, whether an annual meeting for a major national association or a short-lead executive board meeting requiring the utmost security and service.

The market includes a large base of hotel facilities, ranging from budget to luxury within 15 minutes of Dallas Fort Worth International Airport. This helps make the region a convenient destination for meetings that require travel from points throughout the United States.

Central business districts in Dallas and Fort Worth are half an hour from DFW Airport, while downtown Dallas is just 10 minutes away from Dallas Love Field. Both Dallas and Fort Worth—as well as the surrounding suburbs—offer major convention facilities with flexible space, along with robust entertainment and lodging amenities at a wide range of price points.

MAJOR HOTELS AND RESORTS

- Adolphus Hotel
- Crowne Plaza Hotel Dallas Near Galleria-Addison
- Embassy Suites by Hilton Dallas Frisco Hotel Convention Center & Spa
- Fairmont Dallas
- Four Seasons Resort and Club Dallas at Las Colinas
- Gaylord Texan Resort & Convention Center
- Grand Hyatt Dallas Fort Worth
- Great Wolf Lodge
- Hilton Anatole
- Hilton Dallas Lincoln Centre
- Hilton DFW Lakes Executive Conference Center
- Hotel ZaZa Dallas
- Hyatt Regency Dallas
- Hyatt Regency DFW Airport
- Hyatt Regency North Dallas
- InterContinental Hotel Dallas
- Le Meridien Dallas, The Stoneleigh
- Magnolia Hotel Dallas Downtown
- Dallas/Addison Marriott Quorum by the Galleria
- Dallas Marriott City Center
- Marriott Dallas Fort Worth Airport North
- Marriott Dallas Las Colinas
- Marriott Dallas Plano at Legacy Town Center
- Marriott DFW Hotel & Golf Club at Champions Circle
- NYLO Dallas South Side
- Omni Dallas Hotel
- Omni Fort Worth Hotel
- Omni Mandalay Hotel at Las Colinas
- Renaissance Dallas Hotel
- The Worthington Renaissance Fort Worth Hotel
- Ritz-Carlton Dallas
- Rosewood Crescent Hotel
- Rosewood Mansion on Turtle Creek
- Sheraton Fort Worth Downtown Hotel
- Sheraton Arlington Hotel
- Sheraton Dallas Hotel
- The Joule
- The Westin Stonebriar Hotel & Golf Club
- W Hotel Dallas Victory
- Westin Dallas Downtown
- Westin Dallas Fort Worth Airport
- Westin Dallas Park Central
- The Westin Galleria Dallas

DFW IS THE MOST VISITED METROPOLITAN AREA IN TEXAS

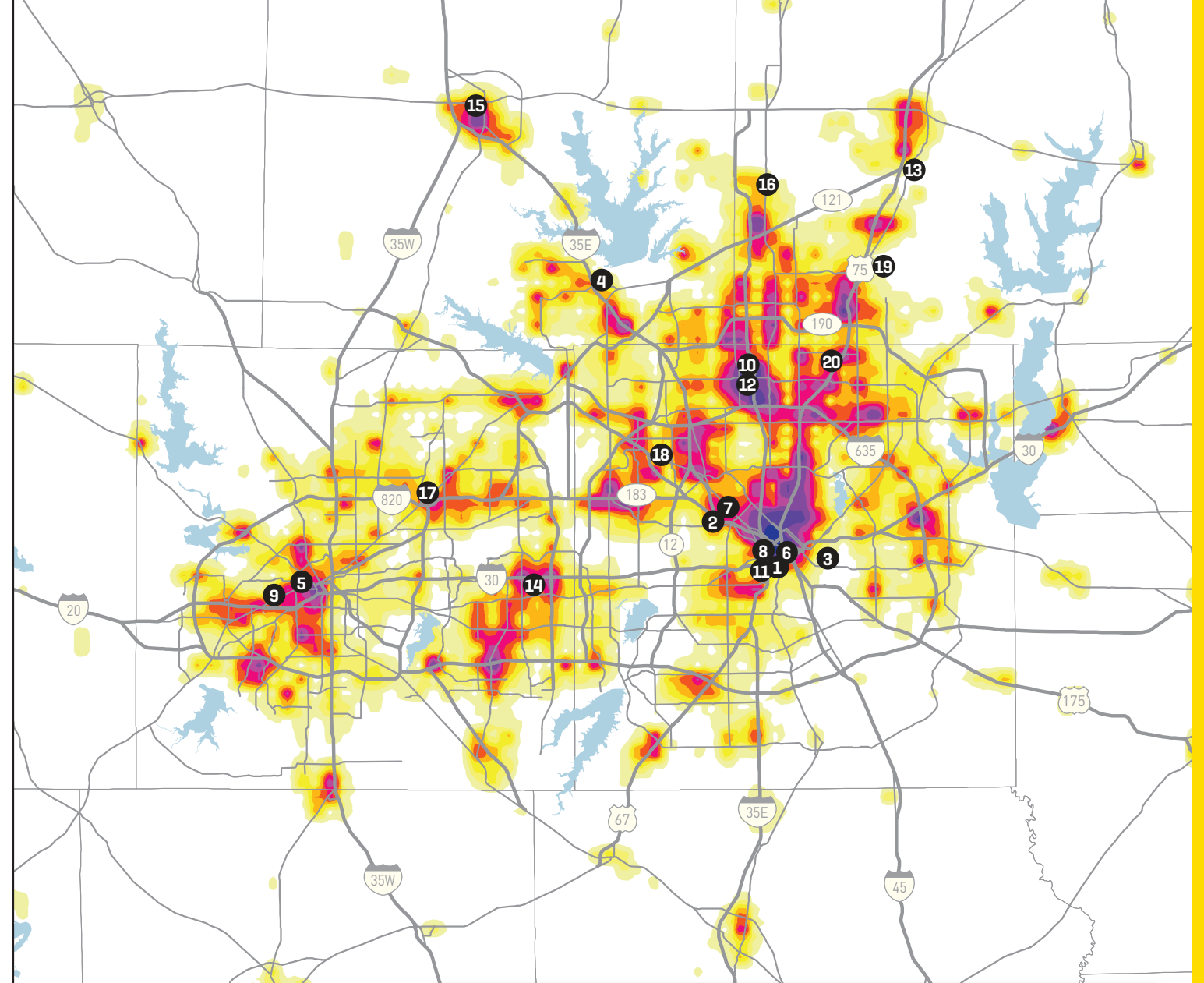
OVER 325,000 PEOPLE ARE EMPLOYED IN THE HOSPITALITY INDUSTRY IN THE DFW AREA, AMONG THOUSANDS OF EMPLOYERS.

MAJOR ANNUAL EVENTS AND ATTENDANCE

EVENT	ATTENDANCE
STATE FAIR OF TEXAS	2,250,000
FORT WORTH STOCK SHOW & RODEO	1,219,000
TOYOTA DALLAS HOLIDAY PARADE	450,000
ADDISON KABOOM TOWN	400,000
MAIN STREET FORT WORTH ARTS FEST	400,000
BMW DALLAS MARATHON	273,000
AT&T BYRON NELSON CHAMPIONSHIP	270,000
MARTIN LUTHER KING, JR. DAY PARADE AND FESTIVAL	250,000
GRAPEFEST	200,000
FORT WORTH MAYFEST	200,000
SCARBOROUGH FAIRE	200,000
DUCK COMMANDER 500 - NASCAR SPRINT CUP SERIES	154,000
TASTE OF DALLAS	150,000
GREENVILLE AVENUE ST. PATRICK'S DAY PARADE	125,000
DALLAS BLOOMS	115,000
AT&T RED RIVER SHOWDOWN	100,000
MEGAFEST	75,000
GOODYEAR COTTON BOWL CLASSIC	70,000
RICHARDSON WILDFLOWER FESTIVAL	70,000
FAN EXPO DALLAS COMIC CON	68,000
NORTH TEXAS IRISH FESTIVAL	65,000
ADDISON OKTOBERFEST	50,000
CAPITAL ONE BANK YMCA TURKEY TROT	37,000
DALLAS INTERNATIONAL FILM FESTIVAL	27,000

RECENT MAJOR CONVENTIONS AND THEIR ECONOMIC IMPACT

EVENT	\$ IMPACT
THE POTTERS HOUSE OF DALLAS - MEGAFEST 2017	\$61,971,372
NATIONAL CHEERLEADERS ASSOCIATION - ALL-STAR NATIONAL CHAMPIONSHIP	\$44,013,801
MARY KAY - 2017 ANNUAL SEMINAR	\$39,936,999
ASIS INTERNATIONAL - ANNUAL SEMINAR AND EXHIBIT	\$35,727,599
COTTON BOWL ATHLETIC ASSOCIATION - GOODYEAR COTTON BOWL CLASSIC	\$27,912,711
INFORMA POP CULTURE - FAN EXPO DALLAS	\$26,856,353
HELICOPTER ASSOCIATION INTERNATIONAL - HELI EXPO 2017	\$26,733,258
DALLAS CUP - 2017 DALLAS CUP	\$25,839,640
NATIONAL COLLEGIATE ATHLETIC ASSOCIATION - NCAA WOMEN'S FINAL FOUR	\$25,045,062
TEXAS NURSERY AND LANDSCAPE ASSOCIATION - NURSERY/LANDSCAPE EXPO	\$23,750,883



INDUSTRY:
ACCOMMODATION AND FOOD SERVICES

ESTABLISHMENTS	AVG. EMPLOYMENT
13,818	325,678



MEETING AND EXHIBITION FACILITIES

- The Kay Bailey Hutchison Convention Center
- Hilton Anatole Hotel
- Music Hall at Fair Park
- Gaylord Texan Resort and Convention Center
- Fort Worth Convention Center
- Sheraton Dallas Hotel
- Dallas Market Hall
- Hyatt Regency Dallas at Reunion
- Will Rogers Memorial Center
- InterContinental Dallas
- Omni Dallas Hotel

OTHER CIVIC AND CONVENTION SITES

- Addison Conference Centre
- Allen Event Center
- Arlington Convention Center / Globe Life Park / AT&T Stadium
- Denton Expo Center
- Frisco Conference Center
- Hurst Conference Center
- Irving Convention Center at Las Colinas
- Plano Centre
- Richardson Civic Center

GENERAL AND OPERATIONS MANAGERS
50,795 | \$55.78

MARKETING MANAGERS
4,034 | \$64.80

SALES MANAGERS
8,079 | \$62.21

FOOD SERVICE MANAGERS
5,027 | \$20.39

CHEFS AND HEAD COOKS
2,785 | \$22.50

FIRST-LINE SUPERVISORS OF FOOD PREPARATION AND SERVING WORKERS
22,130 | \$18.64

CUSTOMER SERVICE REPRESENTATIVES
86,043 | \$16.16

HOTEL, MOTEL, AND RESORT DESK CLERKS
5,034 | \$10.23

LEGEND:
OCCUPATION
JOBS | MEDIAN HOURLY EARNINGS