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Denton, Texas Creates Tourism Public Improvement District to Boost Economic Growth

[DENTON, TEXAS] – Discover Denton is excited to announce the creation of the Denton Tourism Public Improvement District (TPID), which officially took effect on August 1, 2024. This initiative marks a significant step forward in enhancing Denton’s tourism industry and driving economic growth throughout the city. The TPID introduces a 2% assessment on taxable room rates for hotels with 75 or more rooms, creating a dedicated funding stream to support Discover Denton’s marketing, sales, and promotional efforts.

"The TPID is a great opportunity for Denton," said Emily Wright, General Manager of Homewood Suites Denton and Chair of the Denton TPID Board of Directors. "It will allow us to compete for more meetings, conventions, and sporting events that will drive additional business to our hotels, restaurants, and local businesses. With this funding, we can elevate Denton’s profile and ensure its continued growth and success as a thriving destination for visitors."

The TPID will have a positive impact on the local economy, boosting business, increasing tax revenue, and creating new job opportunities. The district’s efforts will focus on targeted marketing campaigns and strategic incentives to position Denton as a prime location for meetings and events and help attract additional business prospects. Discover Denton is dedicated to working closely with the community to ensure the funds are strategically invested for maximum impact.

About Discover Denton

The mission of Discover Denton is to market and promote Denton in order to generate demand for the destination, creating a positive economic impact for the community. For more information, please visit www.discoverdenton.com.

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