

A photograph of the Fort Worth skyline at dusk, with city lights reflecting in a body of water in the foreground. The sky is dark with some clouds, and the buildings are illuminated with warm lights.

# **Destination: Fort Worth**

## ***A Master Plan***



**FORT WORTH**  
Convention & Visitors Bureau

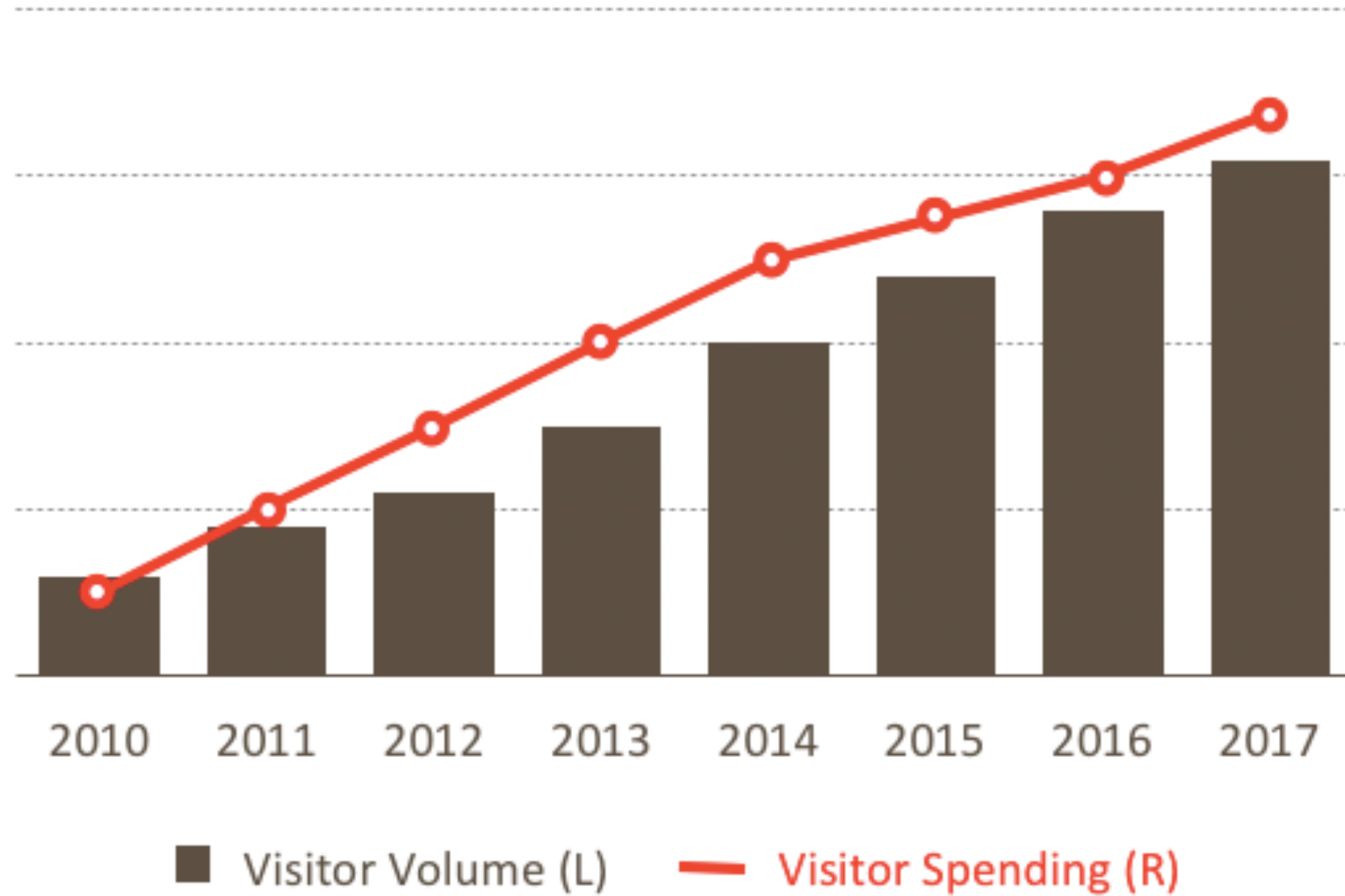


# Fort Worth Convention & Visitors Bureau





# Increased Visitors & Spending







# Economic Impact

\$2 4 billion





## Impact

- 9.1 million visitors
- 23,000+ jobs
- \$216m state + local tax revenue
- \$598 tax offset per household



# Fort Worth is in the tourism business



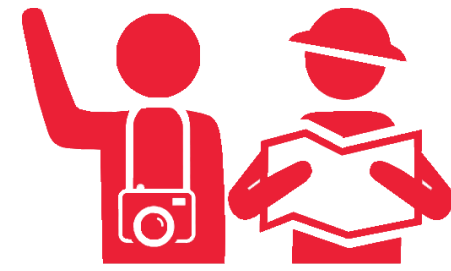


## **Objective**

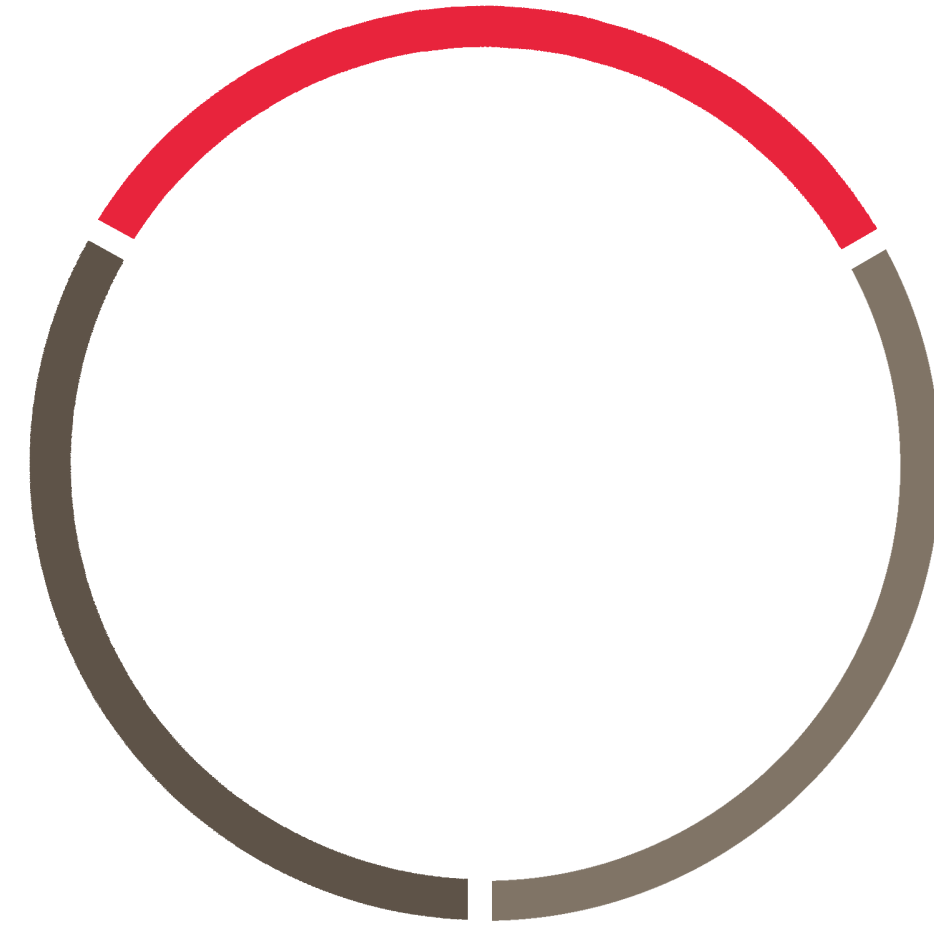
***Make Fort Worth a  
must-visit destination***



# Increasing Visitor Activity



**Total Visitors**



**Length of Stay**



**Spending**





## Community Engagement

- 1000s of pages of research
- 2,000+ public survey responses
- 40+ meeting planners consulted
- 30+ interviews
- 11 focus groups



An aerial night view of a city skyline. The foreground shows a residential neighborhood with houses and streets, illuminated by streetlights. In the background, several tall skyscrapers are lit up, standing against a dark sky with a hint of sunset or sunrise colors. The word "Goals" is overlaid in the center in a large, white, sans-serif font.

# Goals



# Destination Goals



## Experiences

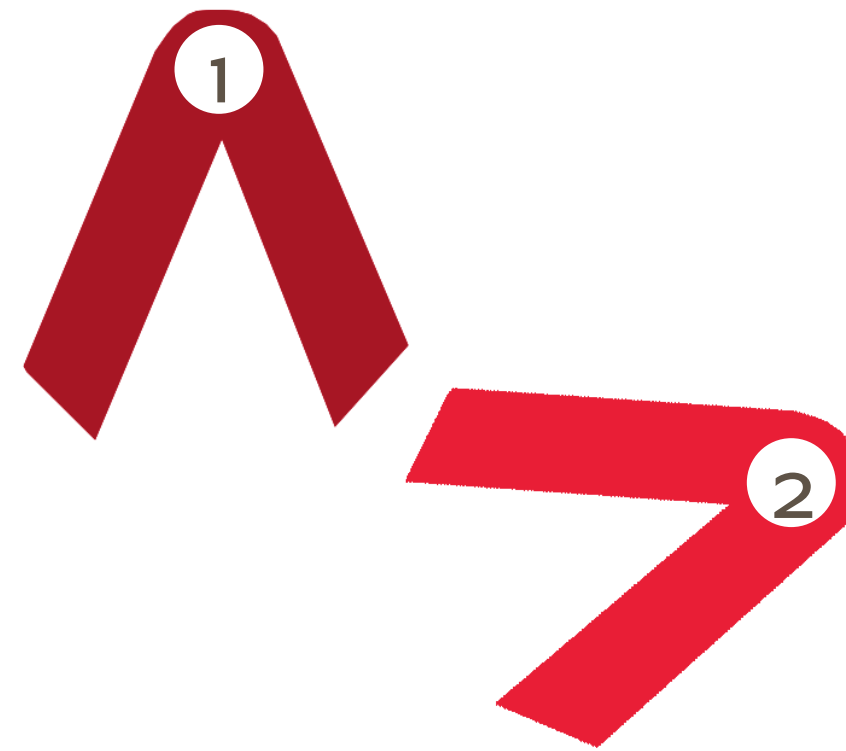




# Destination Goals



## Experiences



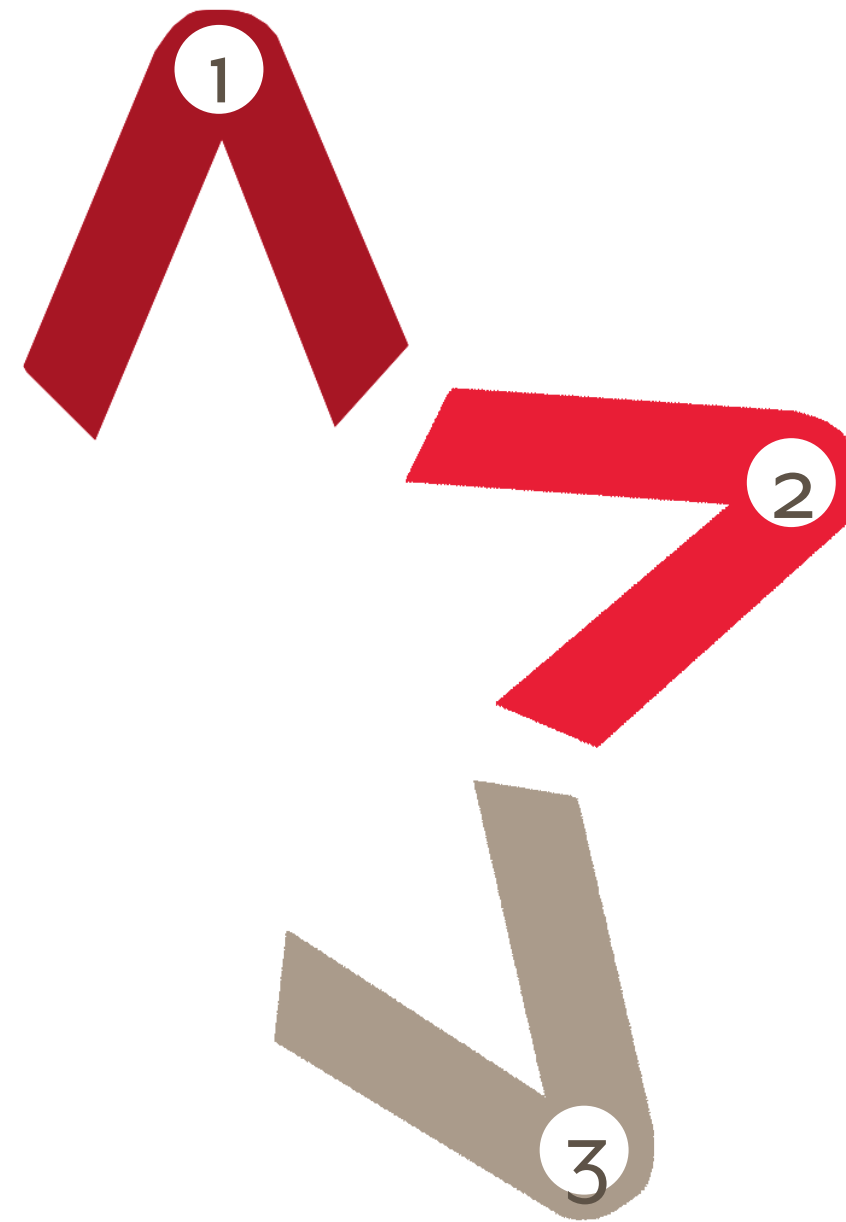
## Messaging



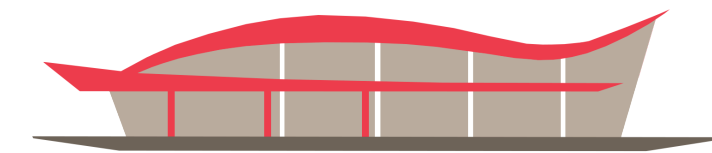
# Destination Goals



Experiences



Messaging



Facilities



# Competition for Conventions

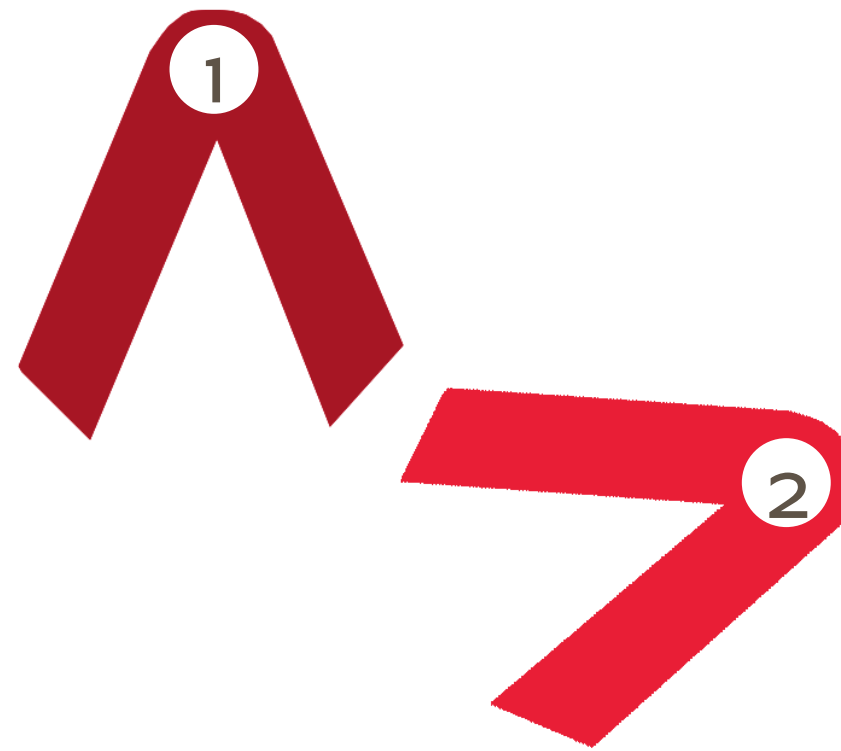
Convention Center Capacity	Walkable HQ Hotel Rooms	Metro-Wide Hotel Rooms
Dallas	Grapevine	Houston
Houston	Louisville	Dallas
San Antonio	Houston	San Antonio
<b>Competitor Average</b>	Austin	Nashville
Nashville	San Antonio	<b>Competitor Average</b>
Louisville	Dallas	Austin
Austin	<b>Competitor Average</b>	Portland
Portland	Nashville	<b>Fort Worth</b>
<b>Fort Worth</b>	<b>Fort Worth</b>	Louisville
Grapevine	Portland	Grapevine



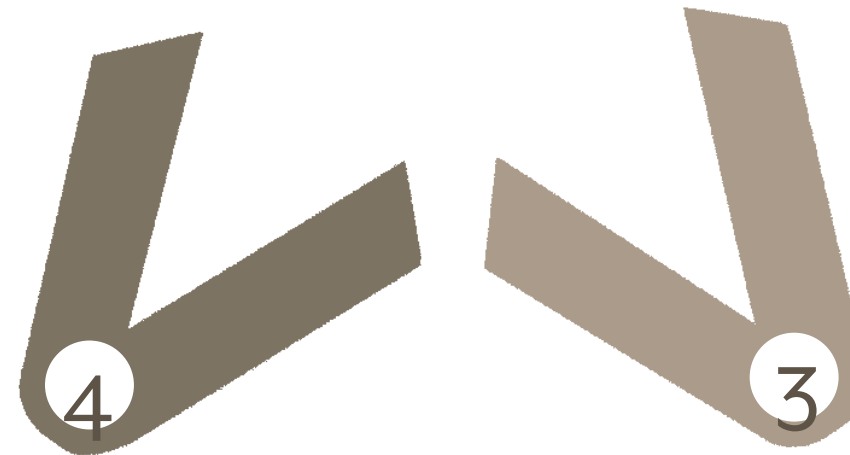
# Destination Goals



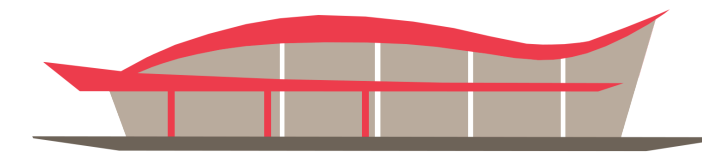
Experiences



Messaging



Connectivity



Facilities



# Destination Goals



## Experiences



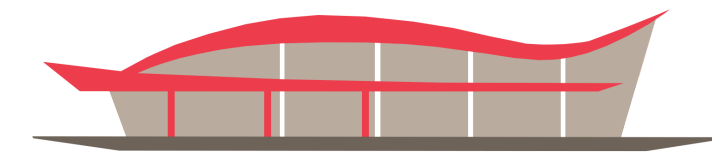
## Collaboration



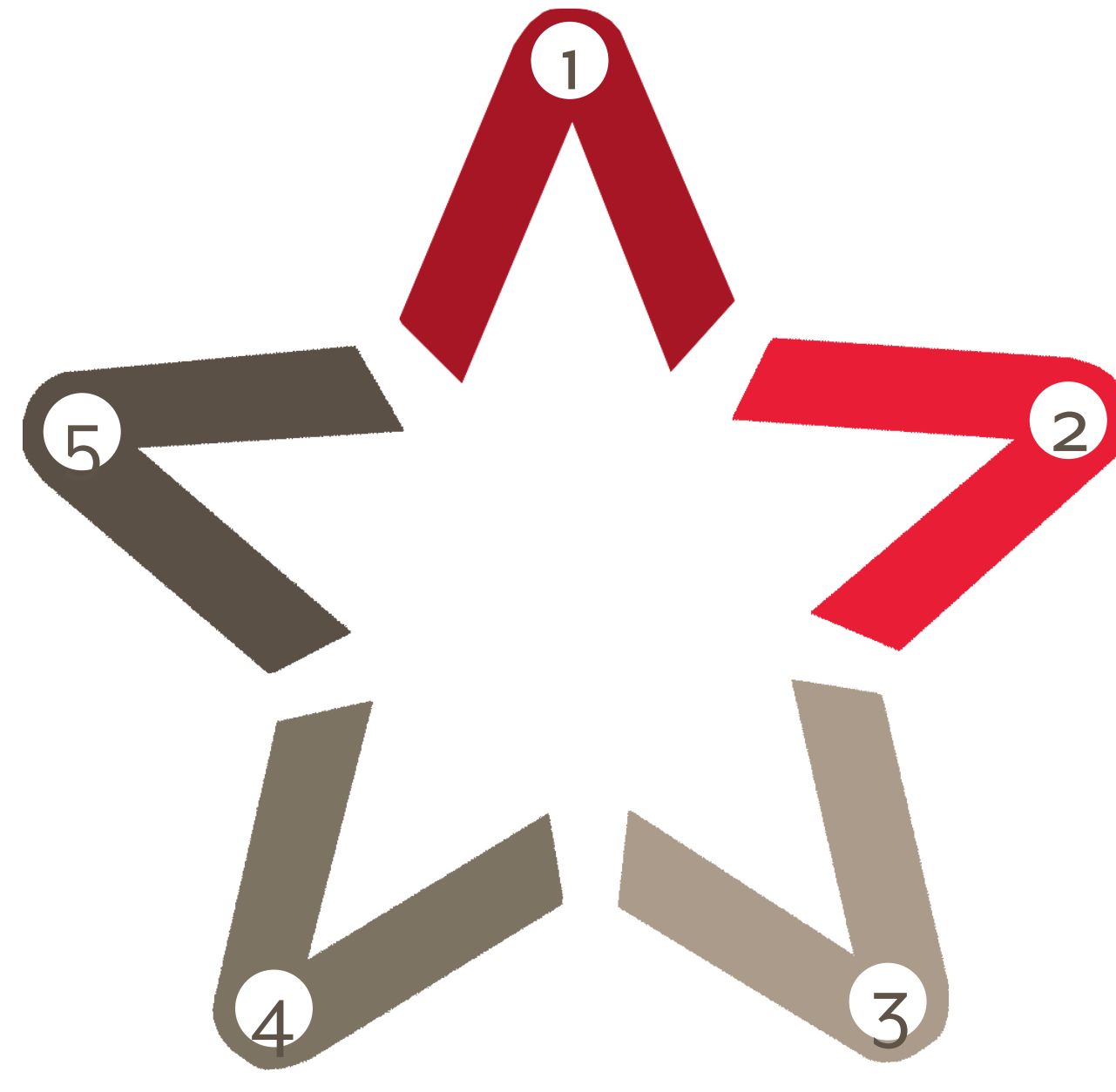
## Messaging



## Connectivity



## Facilities







## 3 Things

- Support Tourism Growth





## 3 Things

- Support Tourism Growth
- Share the Welcome





## 3 Things

- Support Tourism Growth
- Share the Welcome
- Accelerate Convention Center



A photograph of the Fort Worth skyline at dusk, with city lights reflecting in a body of water in the foreground. The sky is a mix of dark blues and oranges from the setting sun. The text is overlaid in the center of the image.

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