TOURISM UPDATES HERBING AND UPDATES HERBING AND UPDATES HERBING AND UPDATES HERBING AND UPDATES

UPDATES, DEVELOPMENTS & SPECIAL EVENTS IN FORT WORTH

MULE ALLEY

The beautifully restored horse and mule barns now home to restaurants, shops and entertainment venues form the centerpiece of Mule Alley. The thoughtfully curated collection of shops and restaurants that features a rustic-luxe 4-star Hotel Drover is a top destination for tourists and locals alike.



LIVE MUSIC VENUES

The electrifying live music scene in Fort Worth packs audiences into venues to hear emerging and established musicians. Some of the biggest music acts in the country perform at newcomer Tannahill's Tavern & Music Hall, the lifelong dream of Chef Tim Love. Second Rodeo Brewing is a music venue and brewery offering a mix of Outlaw Country, Western Swing and Texas Blues. Billy Bob's Texas is a staple in the Fort Worth music scene and the largest honky-tonk in the world.

JOHN WAYNE-AN AMERICAN EXPERIENCE

This self-guided exhibit gives you an intimate tour of the life of the actor John Wayne. Learn about his life from childhood to Hollywood, including film props and movie costumes.

JUNETEENTH MUSEUM

Fort Worthian Dr. Opal Lee realized her life's dream when the day commemorating the emancipation of enslaved African Americans became a national day of remembrance. Building on that legacy is the National Juneteenth Museum, set to open



in 2025 on the Historic Southside. The \$70 million museum will feature exhibits on the institution of slavery and historic moments that led to its abolishment. Part of the mission of the museum will be to accentuate the neighborhood's revitalization and transformation.

FORT WORTH ZOO – PREDATORS OF ASIA & AFRICA

Predators of Asia & Africa opened in June 2023 at the Fort Worth Zoo as the third phase of the zoo's enhancement, *A Wilder Vision*. The habitat features cascading waterfalls, multiple pools and lush environments for apex predators from Asia and Africa. The new space allows for enriched surroundings and better spectator views of striped hyenas, critically endangered Malayan tigers, clouded leopards and more.



NEW & UPCOMING HOTELS



THINGS TO DO

In only a few days you can enjoy an incredible range of unexpected things to do in Fort Worth!

- See priceless masterpieces in the world-renowned Cultural District
- Explore Western heritage and history in the **Stockyards** National Historic District
- Shop and dine in the 35-block Sundance Square
- Catch a show at Bass Performance Hall
- Explore a **world of cuisine** from Tex-Mex and BBQ to fine dining Fort Worth-style
- View more than 7,000 animals at the top-ranked Fort Worth Zoo
- Experience life in the fast lane at Texas Motor Speedway
- Root for America's Team at AT&T Stadium with **Dallas** Cowboy Game Packages
- Choose your own adventure with itineraries for all occasions



Marketing Tools

Worth Saving Discounts

Group Reservations

Itinerary Planning (City and Region)

One-Stop Hotel Rate Quotes

USEFUL MAPS

FORT WORTH STOCKYARDS & TMS/ALLIANCE

FORT WORTH/DALLAS







FORT WORTH CITY OVERVIEW

SPECIAL ANNUAL EVENTS

BILL PICKET INVITATIONAL RODEOS

February, May, June and August

Both educational and entertaining, the Bill Pickett Invitational Rodeo celebrates Black cowboys and cowgirls through reenactments and a wide range of competitive equestrian sports.

MEXICO EN LA SANGRE

February, May, September, December

Mexico En La Sangre (Mexico in Our Blood) is an all-day event held at the historic Fort Worth Stockyards that features live music, food, a two hour equestrian show and other fun events and activities.

FASHION WEEK, STOCKYARDS STYLE!

February

Grab your most stylish pair of boots and western wear and head to the Stockyards to peruse more than 25 retailers and endless happy hours during Fort Worth Fashion Week.

APHA COWGIRL GATHERING

May

The annual Cowgirl Gathering showcases the talents and spirit of the American cowgirl through competitive equestrian sports, female speakers, a Western fashion show and much more.

FIESTAS PATRIAS PARADE & CELEBRATION

September

Kickoff Hispanic Heritage Month in the Stockyards with an all-day event featuring Mexican folk dances, live music, cattle drives, a celebration parade and more.

CELEBRATE OKTOBERFEST IN FORT WORTH

September-October

Cowboy hats meet lederhosen every year during Oktoberfest, which celebrates German beer and culture. Fort Worth Oktoberfest at Trinity Park features activities like Tapping of Zie Kegs, a Dachshund Dash, Fort Wurst Corporate, brat eating contests and more. The annual Stocktoberfest in the Stockyards hosts stein hoisting contests, live music and craft beer.

RED STEAGALL COWBOY & SWING FESTIVAL

October

For more than 30 years, the Red Steagall Cowboy & Swing Festival has raised more than \$1,000,000 in scholarship awards through the annual event that features wagon trains, trade shows, live music and other fun events.

PARADE OF LIGHTS

November

One of the highlights of winter merriment in Fort Worth is the Parade of Lights, which brightens up downtown with more than 100 illuminated entries. Enjoy shopping and dining downtown before and after the parade, a great way to usher in the holiday season.

CHRISTMAS IN THE STOCKYARDS

November-December

Christmas in the Stockyards is a magical time, blending Fort Worth's western heritage with holiday festivities, including the Rodeo Rink, photos with Cowboy Santa, Mrs. Claus story time and reindeer games. The season kicks off with Cowboy Santa's Grand Arrival Parade and Tree Lighting Ceremony.

FORT WORTH STOCK SHOW & RODEO

January - February

With more than three weeks of rodeo action, themed Western shows, top national music acts, kid-friendly activities and more, the Fort Worth Stock Show and Rodeo is truly legendary. While the main events are held at Dickies Arena, exhibitions and live entertainment can be found at Will Rogers Memorial Center and throughout nearby tented areas.

ALL WESTERN PARADE IN DOWNTOWN

The All Western Parade in Downtown is a cherished tradition held every year as part of the Fort Worth Stock Show & Rodeo. The popular event features the TCU band, local riding clubs and floats representing local businesses and groups.

FWSSR EXHIBITS AND THE BEST OF MEXICO SHOW

Beyond education and kid-friendly exhibits, the Fort Worth Stock Show & Rodeo features the Best of Mexico Show to honor Mexico's vaquero culture. Spectators are treated to performances by Mexican charros, trick riders, mariachis and folklórico dancers.



COWBOYS OF COLOR RODEO

Cowboys of Color is an organization dedicated to telling the stories of African American cowboys and other groups who settled the West but were often left out of history books. The organization presents rodeos throughout North Texas and Oklahoma that host the best horse riders in the country.

ROADHOUSE ENTERTAINMENT

Keep the party going after the show with some live entertainment at the Bud Light Roadhouse on Simmons Bank Plaza, just southeast of Dickies Arena. This outdoor venue features established and emerging regional artists spanning genres from Texas country to cover bands.



ESTELA MARTINEZ-STUART Director of Leisure Sales

EstelaMartinez@FortWorth.com Direct: 817.968.7834 Mobile: 817.917.6615