

TOURISM IN ACTION



MEETINGS AND CONVENTIONS

Secured **60 meetings and conventions** worth a **quarter-million hotel room nights**. This included 9 city-wide events, each with more than 1,100 rooms on the convention's peak night. Large, city-wide conventions for 2020-2026 booking at 5% ahead of pace. **1**

Partnered with local businesses to promote Fort Worth and bring authentic experiences to our customers nationwide, including:

- Musician Abraham Alexander at a customer event in Atlanta
- Panther City BBQ, champion at a national, six-city cooking competition with customers
- Billy Bob's Texas, which brought line-dancing lessons to the national convention of meeting planners **2**

Provided **support for 308 meetings and conventions**, connecting event planners with local business and services.

Reported a 98% approval rating from our convention customers, high marks for Fort Worth hospitality.

Produced the Women Worth Meeting conference for women meeting-planner customers who book conventions. The day-long event featured dozens of local entrepreneurs and leaders including Becky Renfro Borbolla, Jessica Miller and Rambo. **3**



MARKETING

Reported advertising results that demonstrated **visitors who see Visit Fort Worth ads stay 32 hours longer** than those who do not – turning day visitors into overnight stays.

Produced the city showcase **Fort Worth on Rainey at SXSW**, a two-day event attended by more than 4,000 badge holders and a social media reach of one million. **4** Events included:

- Lockheed Martin F35 flight simulator **5**
- Bell Future of Flight simulators **6**
- 15 bands and musicians, including Hip Hop Happy Hour
- TX Whiskey tastings
- Chef Tim Love spice station
- Chamber of Commerce ambassadors

Engaged more than **107 journalists and influencers** at Fort Worth in NYC, promoting tourism through music, food, fashion and the Stockyards redevelopment. The event helped drive more than 96 media stories about Fort Worth. **7**

Drove **1.8 million visits to FortWorth.com** and prompted 261,000 people to engage with Visit Fort Worth social media channels.

Promoted food tourism – a top visitor motivation – with **three online culinary video channels** and new blogs.



SPORTS COMMISSION

Secured or supported **75 events**, worth an estimated **\$83.2 million** economic impact and 509,000 visitors. In response to booming sports opportunities, Visit Fort Worth launched the Fort Worth Sports Commission to harness even more community support and interest for future events.

Landed Olympic events ahead of the Tokyo Olympics, including **USA Table Tennis US Open Championship**, USA Wrestling Senior Nationals and **USA Gymnastics U.S. Championships**. **8**

Partnered with NCAA, FWISD, Read Fort Worth and Scholastic to create the Readers Become Leaders program as part of the **NCAA Women's Gymnastics Championships** in Fort Worth. More than 17,000 children from 37 FWISD schools read a combined 6.7 million minutes – the single biggest community outreach program in NCAA history. **9**

Announced that Fort Worth needs more **youth sports facilities** for tournaments and more equitable access to sports, according to a new sports facilities feasibility study. The Sports Commission is working with the City of Fort Worth and the Parks & Recreation Department and the Fort Worth Sports Authority to advance the consultant's recommendations. Creating a 20+ long-field complex for sports such as soccer and lacrosse could bring more than **100,000 visitors annually worth \$16 million** in yearly economic impact.

From March to June 2020, sporting events in Fort Worth will be televised live on ESPN, NBC and ABC, reaching millions of viewers.



TOURISM IN ACTION

FISCAL YEAR 2019



FILM + MUSIC

During the Fort Worth Film Commission's first four years, delivered an economic impact of **\$47 million and supported 4,000 jobs**, according to the Governor's Texas Film Commission.

Assisted **200 projects in 2019 and pitched 28 films** to come to Fort Worth. The Film Commission landed the feature *12 Mighty Orphans*, starring Luke Wilson and Martin Sheen. **14**

Assisted five films that have debuted at major international film festivals since 2017, including *Old Man & The Gun* and *Miss Juneteenth*.

Featured more than 25 women in **Female Filmmaker Friday**, a social media campaign launched at SXSW.

Produced the **Texas Sounds & Cities conference** in partnership with the Governor's Texas Music Office, drawing officials from across the state to learn about music-friendly cities. **15**

Awarded **travel grants to 24 musicians** to help them tour and spread the word about Fort Worth. In exchange, musicians distributed Fort Worth-swig and tagged the city in social media. **16**

Sponsored **recording sessions for four new artists** at the Near Southside studio Niles City Sound to help them advance their careers.



FORT WORTH HERD

Celebrated the **20th anniversary** of the world's only twice-daily cattle, a top draw for visitors from around the world. Since 1999, the Fort Worth Herd has conducted more than 14,584 cattle drives and interacted with 18,250 students in the education programs and thousands of special appearances. **10**

Raised **\$143,504 in generous financial contributions** to support Herd operations and an additional \$242,117.86 in-kind donations, including feed and equipment.

Recognized **Trail Boss Kristin Jaworski** on her appointment to the Certified Horsemanship Association board. She also received the Standard Instructor Certification English/Western and an Equine Facility Manager Certification from the Certified Horsemanship Association (CHA).

Honored former **Fort Worth Herd Drover Rocky Roney**, who spent 10 years with the Herd and was an integral member since the early days of the program. Roney died in 2019.

Made **95 special appearances**, including the Fort Worth Stock Show & Rodeo, to celebrate the city's western heritage and educate audiences about this 19th century economic development success story. **11**

DESTINATION MASTER PLAN

Partnered with the Fort Worth Chamber of Commerce to produce the **second annual City Visit**, which took 50 leaders to Phoenix to study economic development and facilities for conventions and youth and amateur sports.

Launched the **BBQ & Brews Tour** to help boost food tourism. Nearly half of U.S. travelers report food activities as the reason for making a trip. **13**

Assisted **10 community projects**, including the new Trinity River boat tours from Panther Island and upcoming, self-guided tours of city murals and distilleries.

Distributed more than 2,500 passports for the **Fort Worth Ale Trail**, sponsored by **Dickies**, drawing visitors from Austin to Bend, Oregon.

Engaged leaders of Fort Worth **medical and mobility innovation districts** to support these efforts with potential conventions and conferences.

TOURISM

Booked **45,317 room nights** through hosted group tours and individual travelers who engaged with Visit Fort Worth advertising or travel promotions. Hosted 282 representatives from domestic and international travel companies to continue growing group travel here.

Generated more than **\$5 million in media coverage in Mexico** for arts and culture events, including the Kimbell Art Museum's Monet: The Late Years.

Increased partnerships with DFW Airport, American Airlines, Travel Texas and Brand USA, the national tourism agency, to promote Fort Worth in **Mexico, the U.K., Canada, Australia, China and Germany**. **12**

Raised awareness of Fort Worth among travelers in Sydney, Auckland and London through sponsorships and activations at regional food festivals, **highlighting our culinary scene**.

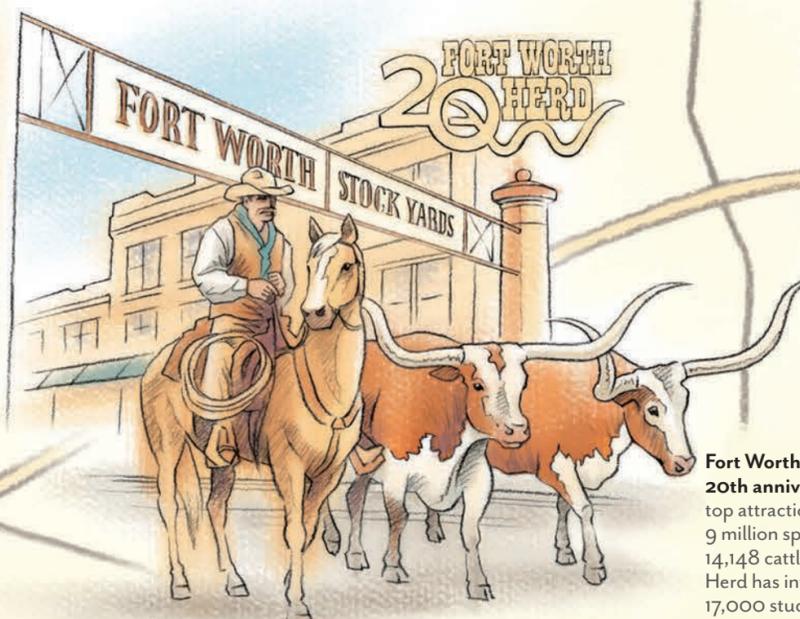


FOR ADDITIONAL INFORMATION
FortWorth.com/AnnualReport2019

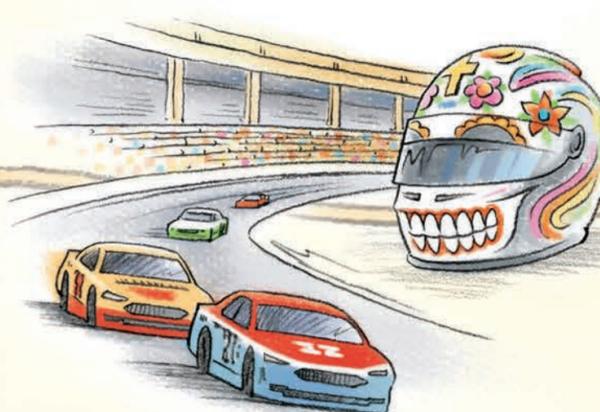
PRINTED IN FORT WORTH



TOURISM IN ACTION



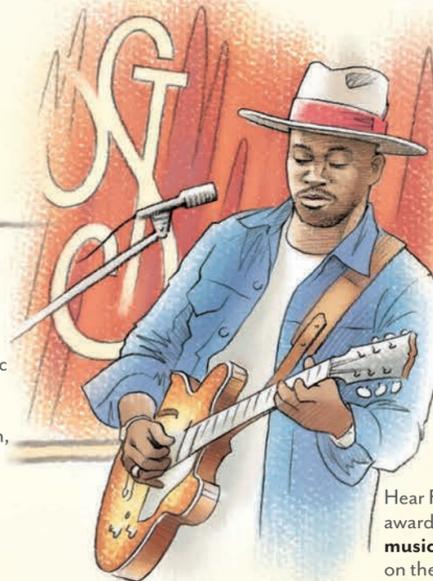
Fort Worth Herd celebrated its 20th anniversary and still ranks a top attraction. Over two decades, 9 million spectators have watched 14,148 cattle drives, and the Fort Worth Herd has interacted with more than 17,000 students annually through education programs.



Visita Fort Worth supported Daniel's Amigos, the Hispanic-community initiative by driver Daniel Suarez that brought 5,000 fans to the November race at Texas Motor Speedway.



DFW Airport becomes the No. 1 U.S. airport for direct domestic non-stop flights, a boon to Fort Worth visitors and convention-goers. TEXRail connects the airport with downtown Fort Worth.



Hear Fort Worth music association awarded **24 travel grants to help local musicians tour** and post about Fort Worth on their social media channels. Fort Worth boasts more than 40 music venues such as The Post on Race Street.

The Tourism Public Improvement District, managed by Visit Fort Worth, awarded **more than \$300,000 in grants to arts organizations**, including The Cliburn and Fort Worth Symphony Orchestra.

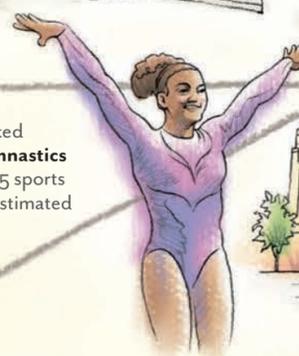
Community-wide marketing for the landmark Monet: The Late Years exhibit at the **Kimbell Art Museum** was inspired by the Destination Master Plan. More than 70 partners helped elevate art throughout the city.

Visitors who saw Visit Fort Worth advertising before they arrived **stayed an average 32 hours longer** than those who did not.

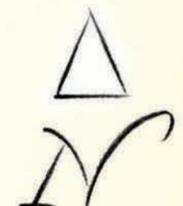


Visit Fort Worth supported **transportation initiatives** The Dash, connecting downtown and the Cultural District by electric bus, and the free downtown circulator Molly the Trolley.

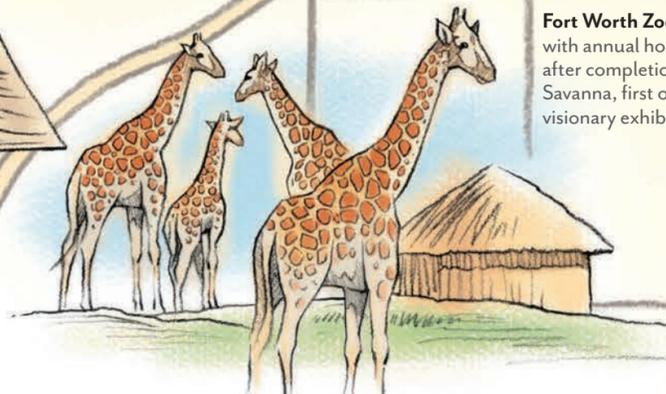
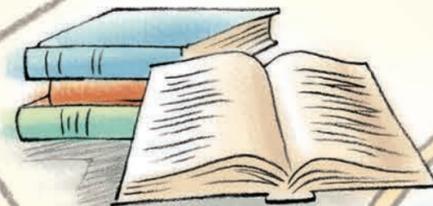
Fort Worth Sports Commission worked with Dickies Arena to land **USA Gymnastics Championships 2020**, just two of 75 sports events booked last year with a total estimated impact of \$83.2 million.



Visit Fort Worth booked more than a **quarter-million rooms in future convention business**, including a Mary Kay, Inc. meeting that will bring 6,000 people to Fort Worth in 2023, worth an estimated \$31 million in economic impact.



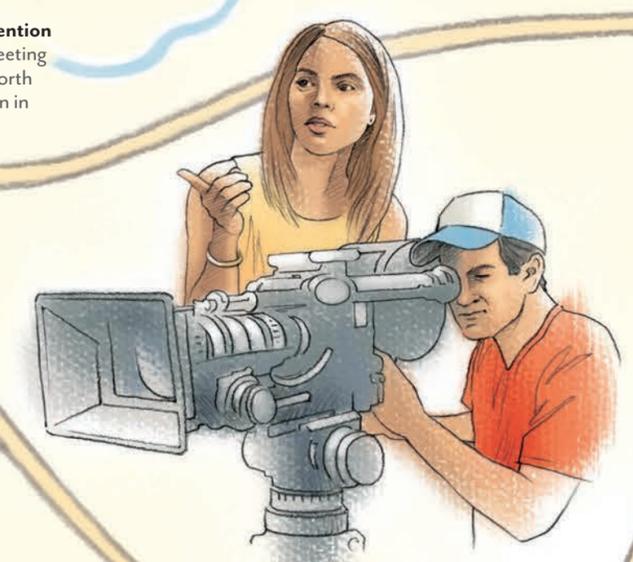
Fort Worth Sports partnered with the NCAA, FWISD and Scholastic to implement **Readers Become Leaders** leading up to the NCAA Women's Gymnastics Championships in Fort Worth. **More than 17,000 students from 38 elementary schools participated** in the inaugural event and logged more than 6.7 million minutes. Leadership Academy at Como won books for its library.



Fort Worth Zoo honored with annual hospitality award after completion of African Savanna, first of four new visionary exhibits.



Visit Fort Worth launched the **BBQ & Brews Tour** to encourage food tourism, one of 10 community projects supported through the Destination Master Plan.



Fort Worth Film Commission supported the film *Miss Juneteenth* in dozens of locations in Fort Worth on its way to debuting at the 2020 Sundance Film Festival in Park City, Utah. **The Film Commission has driven \$47 million in economic impact** in its first four years.