



FRISCO

#See Yourself In Frisco

Frisko™

THE CITY  THAT PLAYS

**2025 VISIT FRISCO
SALES AND MARKETING PLAN**



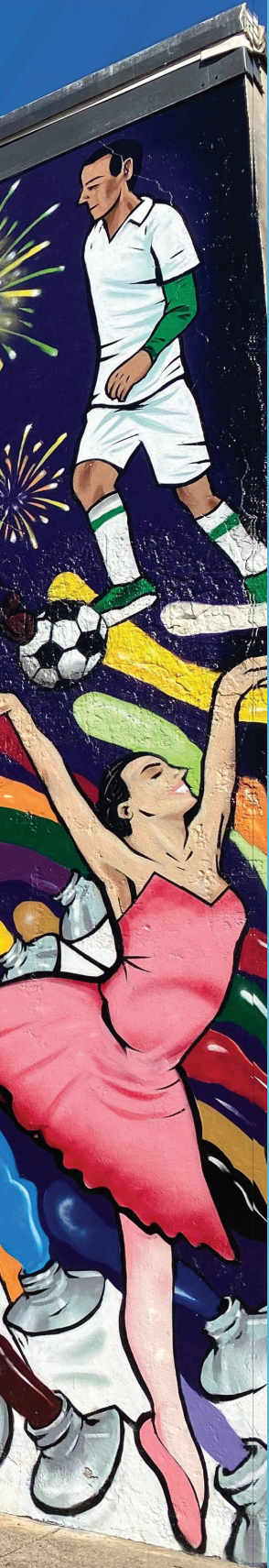


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LETTER FROM MARLA ROE

Reflecting back on Fiscal Year 2023, we called it a monumental year for Visit Frisco. Now, as we close out another fiscal year, I'm reminded of a certain hit song from 2000, something about, *Oops! We did it again.*

Fiscal Year 2024 marked yet another phase of remarkable growth for Frisco's tourism economy.

Events booked reached a new record high of 259, generating an economic impact of \$96.9 million. The Sales team set an all-time high average daily rate of \$222 for booked meetings, while the Destination Services team supported 81 additional groups.

“

THE SUCCESS OF VISIT FRISCO IS FUELED BY THE SUPPORT AND COLLABORATION OF OUR LOCAL AND INDUSTRY PARTNERS. THANK YOU TO EVERYONE WHO CONTINUES TO MAKE THE CITY THAT PLAYS A WINNING DESTINATION.

”



Marla Roe, CDME, CTA

Visit Frisco Executive Director

The Marketing & Communications team connected with more people than ever through award-winning, integrated marketing campaigns, hosted 37 journalists and influencers, and continued with an always-on-trend social media strategy. The Sports & Events team hosted three new-to-Frisco events and celebrated the relocation of two international-level events, slated for Fiscal Year 2025.

With our new three-year strategic plan in place, Fiscal Year 2025 and beyond have a clear blueprint for continued success. We invite you to explore the highlights of Fiscal Year 2024 and look ahead with us as we work to make Fiscal Year 2025 another exceptional year for Frisco.

We look forward to embarking on this next chapter of growth with you.



THE VISIT FRISCO GAME PLAN

VISION

Frisco. Where everyone comes to play and is inspired to stay.

MISSION

We champion the Frisco experience.

CORE VALUES

We Champion The Frisco Experience

We Serve Our Community

We Stand Together for DEI

We Innovate Strategically

We Strategize Game Plans

We Cheer Each Other On





GAME CHANGER

**Top
50**

Best
Place to
Travel
Globally
in 2024



**7.5
Million**
Visitors



\$2 Billion
Visitor Spending



\$2 Billion
Economic Impact



\$2,400
Tax Relief Per
Household



15.6K
Tourism-
Supported
Jobs

28
hotels



4,635
hotel rooms

40th

Top Meeting
Destination in
North America



68%
Average Occupancy





FISCAL YEAR 2024: PLAY TO WIN

For the second consecutive year, Visit Frisco achieved a few record-breaking milestones, solidifying Frisco's position as a premier destination for tourism, meetings, sports, and events.

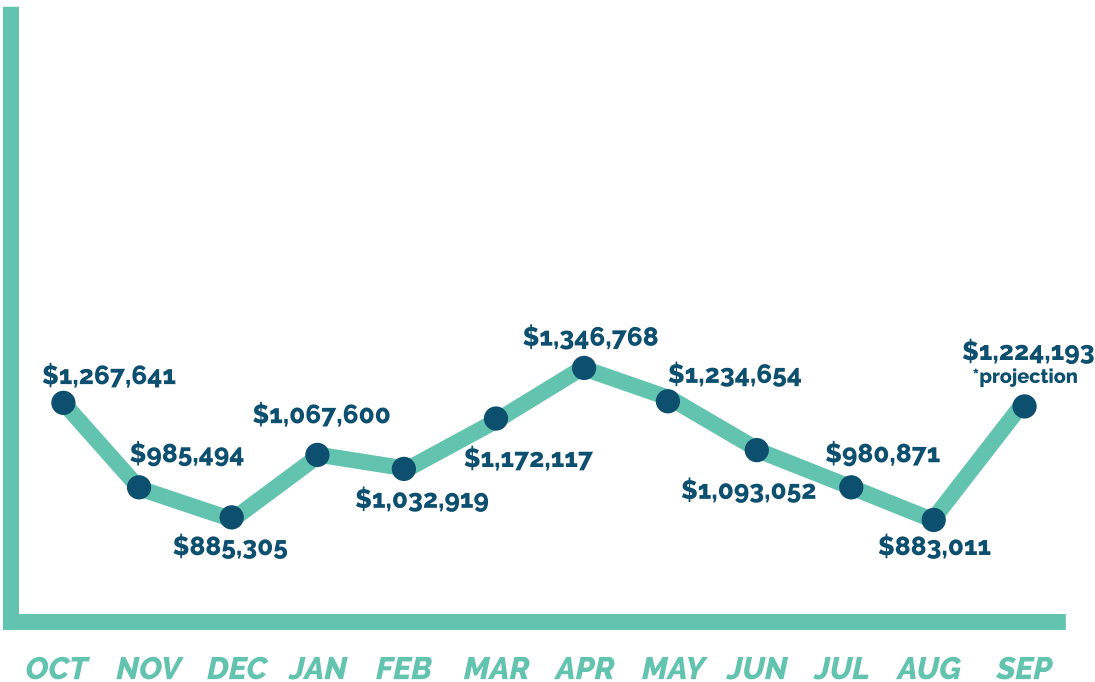
BY THE NUMBERS



\$96.6 Million
Economic Impact



\$13.1 Million Hotel
Occupancy Tax Collections
Highest ever collected



HOTEL OCCUPANCY TAX COLLECTIONS

DESTINATION ACHIEVEMENTS

OCT	NOV	DEC	JAN
<p>Best Of South DMOs from Meetings Today</p> <p>Visit Frisco Commemorates 20th Anniversary</p> <p>Destination Branding and Marketing Campaign of the Year from Sports Events & Tourism Association</p> <p>PGA Jr. League Championship</p>	<p>Frisco, Texas Named Among World's Best Places to Travel in 2024 by Travel Lemming</p>	<p>U.S. Army Bowl</p> <p>Scooter's Coffee Frisco Bowl</p>	<p>NCAA Division I Football Championship Series</p>
FEB	MAR	APR	MAY
<p>Integrated Marketing Campaign Award by Hospitality Sales & Marketing Associations International</p> <p>East-West Shrine Bowl</p> <p>Hosted Texas Society of Association Executive's Women's Summit</p>	<p>Frisco, Texas designated as Ones to Watch by Sports Business Journal</p> <p>Big 12 Pro Day</p>	<p>Hosted DFW Association Executives Association Day</p> <p>Sports City USA Night in partnership with RoughRiders</p>	<p>59th Academy of Country Music Awards</p> <p>Frisco named a Top Meeting Destination in North America by Cvent</p>
JUN	JUL	AUG	SEPT
<p>Hosted Golf Girl Games</p> <p>Lisa Betha Recognized with Destination Organization Leadership Award from Destinations International</p>	<p>Visit Frisco staff become first Corporate Certified Golf Tournament Planners in the U.S.</p>	<p>First Sounds at the Centre Back-to-School event</p>	<p>New Frisco Rail District Brand unveiled</p>

MARKETING AND COMMUNICATIONS

The Marketing & Communications team promotes Frisco as a premier destination for tourism, meetings, conventions, and sporting events.

The team develops and executes strategic advertising, public relations, content, and social media campaigns that enhance the city's visibility and attract visitors.

MILESTONES

- Marketing Impressions: 62.4 million
28% increase year-over-year
- Partner Click Outs: 30,457
- Earned Media Value: \$15.9 million
13% increase year-over-year
- Social Media Traffic to Website: 108,182
84% increase year-over-year





IN THE ZONE

- Hosted influencers Golf Girl Games in Frisco. The award-winning collaboration produced 141 posts with a reach of **3.5 million people** and **\$3.9 million in earned media value**.
- Launched an integrated, summer-long marketing campaign targeting three core drive markets. This effort resulted in **7.1 million impressions** and an increase in target market visitor spend.
- Attended **four out-of-market media missions** and hosted **37 journalists and influencers** in Frisco.

DESTINATION SERVICES

The Destination Services team supports the experience of groups, meetings, and events that choose Frisco. This team also works closely with all departments to enhance the visitor experience, ensuring that events positively impact the destination's reputation and bring economic value.

MILESTONES

- Services-Only Events: 81
- Partner In-Kind: \$44,613
25% increase year-over-year
- Partner Referrals: 296
- Show Your Badge Visits: 21





BENCH STRENGTH

- With the addition of two coordinators, the team successfully executed **30 internal events**, far surpassing the initial goal of 8 events.
- First team in the country to earn certification as **Corporate Golf Tournament Planners** from the Golf Tournament Association of America.
- As a certified Music Friendly Texas Community, music has been integrated into core services, **placing over 19 local musicians** at events such as Make Music Day, Sounds at the Centre, and Frisco Live.

SPORTS & EVENTS

The Sports & Events team attracts and supports sporting events that drive tourism and economic impact for Frisco. By fostering relationships with sports organizations, sports leagues, and local venues, the Sports team enhances the destination's reputation as a premier location for athletic events.

MILESTONES

- Economic Impact of Events Booked: \$29.8 million
- Events Booked: 41
- Events Consumed: 35
- Trust Fund Applications: 18
- Approved State Funds: \$7.4 million





FULL-COURT PRESS

- **Two international-level events announced relocations** to Frisco: Dallas Open and International Ice Hockey Federation Under-18 Men's World Championship.
- Frisco, Texas recognized as a **City to Watch by Sports Business Journal**.
- **Successfully hosted a series of first-time events in Frisco:** PGA Junior League Championship, East-West Shrine Bowl, and Big 12 Pro Day.

SALES

The Sales team focuses on attracting conferences, convention, and corporate events to Frisco. The team's efforts increase visitor spending and hotel occupancy, directly benefiting the local economy and elevating Frisco's appeal in the meetings market.

MILESTONES

- Economic Impact of Events
Booked: \$67.5 million
- Meetings Booked: 218
- Events Consumed: 199
- Site Inspections: 100





PLAY TO WIN

- Meetings booked through Visit Frisco's Sales team achieved an **average daily rate of \$222, marking an almost 8% year-over-year increase** and setting a new record high for the city.
- In total, **31 multi-year events** were booked.
- In the first year with a dedicated medical meetings manager, medical meetings booked in Frisco **increased 63% year-over-year.**

VISIT FRISCO 2025 – 2027 STRATEGIC PLAN

Fiscal Year 2025 marks the launch of our 2025 – 2027 Strategic Plan, a roadmap designed to cement Frisco's status as an internationally recognized, world-class destination for large-scale events, sports, meetings and conventions, and leisure travel. This long-term plan sets in motion the sustainable strategies, initiatives, and targets to ensure Visit Frisco fully capitalizes on its exceptional tourism growth opportunities.

STRATEGIC PILLARS

Destination Sales & Marketing

Destination Experience

Community Engagement

Innovative Organization





FY 2025 TARGETS

- Establish definition, KPIs, and success measures of high-impact events
- Progressively increase investment by at least 10% and expand marketing focus on leisure markets
- Identify and launch marketing strategies in national and international markets
- Secure Tourism Friendly Texas Certified Community Designation
- Conduct destination brand perception study
- Expand Team Frisco for World Cup collaboration
- Identify outsource partner for destination training
- Grow Frisco Live programming
- Conduct resident sentiment survey and analyze results
- Build measurable community engagement plan to elevate community's awareness of visitor economy
- Identify workforce solution case studies
- Conduct tourism partner gap analysis
- Establish hotel partner sales committee
- Build employee engagement program and plan based on Gallup results that support team culture, professional development, and personal growth
- Research and identify first-party data collection strategies

MARKETING, COMMUNICATIONS, & SOCIAL MEDIA

Marketing, communications, and social media efforts will focus on strategically expanding brand awareness, supporting major events, and strengthening partner engagement. Leveraging new agency partnerships and research platforms, the team will launch targeted national and international campaigns, while providing support to Sales and Sports audience segments.

SEGMENTS

- Statewide Drive Markets
- Outer U.S. Markets
- Canadian Markets
- Priority Sports and Sales Segments

GOALS

- Grow online awareness by 10%
- Garner \$13.5 million in earned media value
- Launch and benchmark marketing strategies in national and international markets

**FISCAL
YEAR 2025**





MARKETING & COMMUNICATIONS ACTIVITIES

2024																	
October			November			December			January			February			March		
Leisure	Aways-On																
				Winter Holidays						Visitor Guide							
													Summ				
													Arts/				
										Canada							
Meetings	Brand																
										Meetings Incentive							
Sports										Sports Incentive							
Public Relations				Winter Holidays						What's New			Dallas Open Impact				
													Sports Media FAM				
										IMM - NYC			Travel Texas - TX				
													Travel Texa - Can				
										PGA Show			SATW Event				
												Travel Con					

DESTINATION SERVICES

Advocacy will be a primary focus for the Destination Services team through new programs and educational opportunities. Efforts will grow to promote and educate local stakeholders, government officials, and the community on tourism's economic and social benefits. The team will also continue delivering exceptional support for meetings, conventions, group tours, and sporting events.

SEGMENTS

- Community Partners
- Attractions
- City of Frisco Departments

GOALS

- Identify partner to build and launch Frisco Fanatics program
- Increase visibility and number of partners engaged with the Show Your Badge program
- Earn Event Services Professional Certifications from Event Service Professionals Association





SERVICES ACTIVITIES

Show	Date	Location
Travel Information Centers Blitz	Ongoing	Texas
Texas Sounds & Cities	Nov. 2024	Lubbock, TX
ESPA Annual Conference	Jan./Feb. 2025	Louisville, KY
Travel Counselors	Apr. 2025	TBD

SPORTS & EVENTS

The Sports & Events team is prioritizing long-term strategies to boost the Frisco tourism economy and maximizing the impact of international-level events. A Research and Business Analyst will implement Symphony, a new research platform, that will deliver valuable insights, trends, and data to drive more informed decisions across the organization.

SEGMENTS

- Sports Meetings
- Sporting Events
- Esports
- Emerging Non-Traditional Sports

GOALS

- Increase sports room nights booked by 15%
- Use the scorecard to gather data on events and optimize quality of business
- Build strategy around Frisco's role in World Cup 2026
- Long-term extension of FCS Championship





SPORTS ACTIVITIES

Show	Date	Location
Teams	Oct. 2024	Anaheim, CA
US Sports Congress	Dec. 2024	Punta Gorda, FL
Sports Express	Jan. 2025	San Juan, PR
NCAA FCS Meeting	Jan. 2025	Indianapolis, IN
SportsETA Symposium	Apr. 2025	Tulsa, OK
EsportsTravel	Jun. 2025	Bloomington, IN
Connect Sports	Aug. 2025	Miami, FL
S.P.O.R.T.S.	Sept. 2025	TBD
Sales Mission	TBD	TBD

SALES

The Sales team is focused on strategically addressing both the short- and long-term needs of the destination, aligning growth in room nights booked with Frisco's expanding hotel and resort offerings. In response to the dynamic market, the team is proactively prioritizing future bookings to ensure Frisco's continued appeal to meeting planners.

SEGMENTS

- Corporate
- Association (Texas and National)
- Medical
- Incentive
- SMERF (Social, Military, Educational, Entertainment, Religious, Fraternal)

GOALS

- Increase meetings and conference room nights booked by 38%
- Establish plan to increase multi-year and long-term group bookings
- Increase presence and engagement at impactful tradeshows and conferences





SALES ACTIVITIES

Show	Date	Location
IMEX	Oct. 2024	Las Vegas, NV
National Coalition of Black Meeting Professionals	Nov. 2024	Birmingham, AL
Connect Medical	Nov. 2024	Washington, D.C.
Connect Texas	Nov. 2024	Frisco, TX
Pharmaceutical & Medical Meeting Planners' Summit	Dec. 2024	Boston, MA
Northstar Destination Southwest	Dec. 2024	The Woodlands, TX
Meetings Professionals International Texas Hill Country Chapter – Jingle Mingle	Dec. 2024	Austin, TX
Texas Society of Association Executives Celebration Luncheon	Dec. 2024	Round Rock, TX
Smart Meetings Incentive Experience	Dec. 2024	Phoenix, AZ
RCMA	Jan. 2025	Phoenix, AZ
PCMA	Jan. 2025	Houston, TX
Northstar IPEC	Jan. 2025	Atlantic City, NJ
Southwest Showcase	Jan. 2025	Austin, TX
Educational Luncheon Forum	Jan. 2025	Boston, MA

Show	Date	Location
Connect North	Jan. 2025	Kansas City, KS
M&I	Feb. 2025	Brooklyn, NY
TSAE Women's Conference	Feb. 2025	Allen, TX
Smart Meetings TX Planners	Feb. / Mar. 2025	TBD
Pharma Forum	Mar. 2025	Boston, MA
ConferenceDirect APM	Mar. 2025	Philadelphia PA
Prestige Partner Conference	Apr. 2025	Phoenix, AZ
DFWAE A Day	Apr. 2025	Fort Worth, TX
Meetings Today Texas Live	Apr. 2025	Irving, TX
TSAE Open	Apr. 2025	Austin, TX
PGA Championship	May 2025	Charlotte, NC
Senior PGA Championship	May 2025	Bethesda, MD
Northstar Incentive	Jun. 2025	Puerto Rico
HelmsBriscoe ABC	Jun. 2025	Ontario, CA
MPI WEC	Jun. 2025	St. Louis, MO
M&I	Jun. 2025	Miami, FL
Lamonte Associates Annual	Jul. 2025	Arlington, TX
ASAE	Aug. 2025	Los Angeles, CA
Direct Selling Association	TBD	TBD
MPI Thought Leaders Summit	Aug. 2025	Frisco, TX
Connect Corporate & Association	Aug. 2025	Miami, FL
TSAE New Ideas	Sept. 2025	San Antonio, TX



THE CITY  THAT PLAYS

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