



Visit Irving  
2019-2020 Annual Report



# 2019-2020 Board of Directors

---

## VOTING MEMBERS

Rick Lindsey

*Chair*

Karen Cooperstein

*Vice Chair*

Bob Bourgeois

Jo-Ann Bresowar

Dirk Burghartz

David Cole\*

Herbert Gears

Debbi Haacke

Julia Kang

Clem Lear\*

Greg Malcolm

Ron Mathai

Joe Philipp

---

## EX OFFICIO MEMBERS

Kim Andres

*Irving Arts Center*

Dr. Robert Bettis\*

*Former ICVB Board Member*

Beth Bowman

*Irving-Las Colinas  
Chamber of Commerce*

Todd Hawkins

*Irving Arts and Culture*

Chris Hillman

*Irving City Manager*

Nydia Hoskins

*Omni Mandalay Hotel*

Jacky Knox

*Dallas County Utility and  
Reclamation District*

Kim Limón

*Hampton Inn Irving-Las Colinas*

Hammond Perot

*The Las Colinas Association*

David Pfaff

*Irving-Las Colinas  
Chamber of Commerce*

Michael Randall

*Tax Increment Financing  
Zone No. 1*

Michael Rilley

*Live Nation*

Jason Wu Trujillo

*University of Dallas*

---

## CITY COUNCIL LIAISON

John Danish

*\* Denotes a former ICVB Board Chair*

# Irving Convention & Visitors Bureau

## FOCUS

The Irving Convention & Visitors Bureau's focus is on building exceptional customer relationships with meeting planners, travel influencers, media, independent travelers, the hospitality industry and the community. Our efforts are focused on generating demand for the destination, thereby creating value for the industry and stakeholders. Innovation, partnership, research and accountability guide our approach. We utilize person-to-person and technology-based sales, marketing and customer-servicing activities to achieve results. Through positive positioning of both the organization and the destination, our leadership benefits the society, culture, environment and economy of Irving.

## VISION

Irving will be a uniquely vibrant destination attracting visitors of all kinds for unforgettable experiences.

## MISSION

The Irving Convention & Visitors Bureau enhances Irving's economy and quality of life by marketing and advocating for the development of Irving as a premier destination.

# Irving Economic Impact Figures

Source: Destination Analysts, Inc. Irving Visitor Industry 2019 Economic Impact Report

## DOLLARS

**\$3.04=**  
**BILLION**

TOTAL DIRECT  
VISITOR SPENDING  
IN IRVING IN 2019

**\$8.3**  
**MILLION  
PER DAY**

VISITOR SPENDING  
IN IRVING ON AN  
AVERAGE DAY IN 2019

**\$12,566**

ANNUAL VISITOR  
SPENDING PER  
IRVING RESIDENT

**\$2.34**  
**BILLION**

SPENDING BY  
VISITORS STAYING IN  
IRVING LODGING

**\$806**  
**MILLION**

ECONOMIC IMPACT OF  
GROUP MEETINGS  
IN IRVING

## PEOPLE

**4.01=**  
**MILLION**

TOTAL  
IRVING VISITORS  
IN 2019

**OVER  
31K**  
**PER DAY**

NUMBER OF  
VISITORS ON AN  
AVERAGE DAY IN  
IRVING IN 2019

## JOB

**25,104**

TOTAL JOBS  
SUPPORTED BY  
THE IRVING VISITOR  
INDUSTRY

**\$704**  
**MILLION**

TOTAL PAYROLL  
FOR THE IRVING  
VISITOR INDUSTRY

## TAXES

**\$64.7**  
**MILLION**

TAXES GENERATED  
BY THE IRVING  
VISITOR INDUSTRY  
FOR IRVING IN 2019

**\$776**

TAX REVENUES  
GENERATED  
PER IRVING  
HOUSEHOLD

## 2019-2020 Fiscal Year Performance History



Definites	687
Room Nights from Definites	76,388
Attendance from Definites	99,094
Leads	1,158
Digital Marketing Reach	
irvingtexas.com sessions	388,082
irvingconventioncenter.com sessions	67,842
RFPs and Inquiries from Marketing	730
Total Social Media Influence (cumulative)	107,035
Media Impressions	658,472,920
Advertising Equivalency	\$6,057,641
PR Value	\$18,172,923

# Organizational Chart

