



## Visit Dallas Destination Master Plan

*Dallas, Texas*

Hunden Partners is collaborating with MMGYNextFactor to develop a Destination Master Plan for Visit Dallas. Visit Dallas was seeking to a team to develop a Ten-Year Destination Master Plan for Dallas to include the various sectors that Visit Dallas was engaged with, including meetings and conventions, sports, and cultural event attractions, and leisure and consumer travel.

Hunden and MMGY proposed a study process that included an engagement process to help supports and align the diverse stakeholders, industry partners and private businesses who collectively comprise the tourism ecosystem in the City. The Master Plan will prioritize efforts and investments which address three key goals: economic growth, delivering on the needs of visitors and residents, and developing tourism experiences in a responsible, sustainable and regenerative manner.

Hunden's role in the Master Planning process includes an analysis of the Dallas Tourism Situation, Stakeholder and Community Engagement, Destination Product/Asset Opportunity Analysis, Product Investment Recommendations, and Analysis Synthesis and Master Plan Creation.

The destination master plan process is ongoing.

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**Client:** Visit Dallas

**Time Period:** 2024 - Present