



## Visit Dallas Event Venue Market Analysis as Part of the Destination Master Plan

*Dallas, Texas*

Hunden Partners collaborated with MMGY NextFactor (Hunden or Team) to develop a Destination Master Plan (Plan) for Visit Dallas (VD or Client). Visit Dallas was seeking 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.

**As part of the Master Plan, the Hunden Team is analyzing the markets for entertainment and event venues and programming community-wide.** The market demand analysis will include an inventory/quantity list that includes location, quality, capacity, gaps and opportunities for local and competitive facilities. We will also use our data gathering resources to address visitation levels, such as in-transit visits between regions in Texas and beyond.

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 would prioritize efforts and investments which addressed 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 included 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.

Hunden and the MMGY Team is still providing these services to Visit Dallas.

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**Client:** Visit Dallas

**Time Period:** 2023 - Present