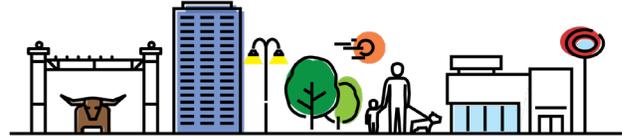


HOSPITALITY & TOURISM



THRIVE IN FORT WORTH

A VIBRANT AND DYNAMIC CULTURE AND TRADITION THAT DRIVES MORE THAN JUST CATTLE

Fort Worth is world-known for its rich western history, but it is also a recognized epicenter for some of the best art, music, food and attractions anywhere in the world – including its unique, vibrant walkable downtown. And while the City has consistently grown over the years, its development has yet to catch up with the ever-increasing demand by visitors and businesses alike.

MARKET OPPORTUNITIES

FORT WORTH ADVANTAGES

- More cohesive and turnkey convention district expands event spaces and potential
- Future support of large-scale conventions for target industries
- Sector-specific support available for qualifying projects
- 13,719 hospitality and tourism jobs
- 656 hospitality and tourism businesses

- Home to American Airlines Corporate HQ
- Home to DFW International Airport: world's 4th busiest airport with 67 international direct routes and 193 domestic routes
- Visitor attractions: five internationally recognized museums, cultural offerings, events, and vibrant walkable districts – including the Modern Art Museum of Fort Worth, the Kimbell Art Museum, the Fort Worth Water Gardens and of course, the Fort Worth Zoo (No. 4 rated in America)
- The Fort Worth Stock Show & Rodeo attracts 1.2+ million visitors annually
- Total Hotel rooms: 14,000 with 1,800 downtown (Visit Fort Worth)
- Top international visitors markets: Mexico, Canada, UK, Australia, China and Germany
- 11 educational programs relating to Hospitality and Tourism, including the TCC Hospitality Management program and the Workforce Solutions Hospitality Council

INVESTMENTS IN FORT WORTH

- 1,000-room Convention Hotel development along Commerce Street
- \$540 billion, 14,000-seat Dickies Arena added in late 2019
- Recent hotel developments positioned toward 4-star, full-service targeting leisure and business travel with flags that include Kimpton, Omni, Autograph, AC and Sandman
- The Autograph historic art deco hotel was transformed into the world's first ethernet-powered, all-digital hotel
- \$200+ million investment in adaptive reuse and improvements to Fort Worth Stockyards through joint partnership between Majestic Realty Co. and Fort Worth-based Hickman Cos.
- \$400 million investment in 1,000+ full-service hotel rooms in development (downtown alone)

\$971.1M

**TOTAL GROSS
REGIONAL PRODUCT**
(EMS)

\$2.6B

**ANNUAL ECONOMIC
IMPACT OF VISITORS**
(Visit Fort Worth)

9.4M

VISITORS ANNUALLY
(Visit Fort Worth)