



WHAT'S NEW IN DALLAS

- **The Margarita Mile** - In 1971, a clever restaurateur, Mariano Martinez, invented the frozen margarita machine in Dallas! Now anybody searching for the perfect mix of fresh-squeezed fun can download the free Margarita Mile app for access to a curated list of the best margaritas in town, and to enjoy discounts and/or free appetizers by showing the app and even earn cool swag.
- The new home for the **Dallas Holocaust Museum/Center for Education and Tolerance** will open at the end of September 2019. The state-of-the-art, 55,000 square foot structure will be located in the historic West End District. The Museum's educational and cultural programming is dedicated to preserving the memory of the Holocaust, and to teaching the moral and ethical response to prejudice, hatred and indifference, for the benefit of all humanity.
- Exciting hotels are coming to Big including: **Virgin Hotel** in the Design District (fall of 2019, 200 rooms), **Hall Arts Hotel** in the Design District (Fall of 2019, 183 rooms), the thompson-managed **Dreaver Hotel** in Downtown (2019, 218 rooms) and Kimpton's **Epic** in Deep Ellum (2020, 164 rooms).

NEW TOURS

- **Efrogs Tours** is an independently owned and operated eco-friendly shuttle service. Enjoy a variety of City Tours through 7 Dallas neighborhoods, or a Brewery Tour featuring an eclectic experience of Dallas' craft beers. Soon, Efrogs will offer tours from the Old Red Courthouse across from the Sixth Floor Museum at Dealey Plaza.
- Whether you want to experience a unique journey with your own private tour guide or join one of the daily city tours, **Best DFW Tours** has you covered. Tours include iconic sites, off the beaten path hidden gems, and a lesson in Dallas' unique history. The company is also working to develop unique tours such as Mural in Deep Ellum, Ghost & Legends and the Tequila & Taco Tour.
- The **Dallas Party Bike** is the coolest way to enjoy Dallas! Book a private party or grab seats on a guided pub crawl. The 4-wheeled, 15-passenger party bike is like a pedal-powered, open-air party bus.
- See Dallas on an **electric scooter**. Shareable scooters are placed around the city for rent. Simply download the app from Bird or Lime to unlock the scooter and guide your way through the city, or use your uber account to unlock the signature red scooters or electric bikes by Jump. Once you're done, leave the scooters or bike where you are.

ANNUAL EVENTS THAT CAN'T BE MISSED

- A visit to Dallas is not complete without cheering for one of the city's professional sport teams.
 - The NFL Dallas Cowboys** - September - January
 - The NBA Dallas Mavericks** - October - April
 - The NHL Dallas Stars Season** - October - April
 - The MBL Texas Rangers Baseball** - April - October
 - MLS FC Dallas** - March - October
 - AT&T Red River Showdown** - October 12th, 2019
- Home to the largest floral festival in the Southwest, the Dallas Arboretum is a beautiful sight to see during **Dallas Blooms**. The garden features over 500,000 blooms from tulips to pansies, making it a great place to visit in the spring.
- Trendsetting chefs and restaurants from the Dallas area bring their finest dishes to **Savor Dallas** in early April. The week-long celebration hosts nightly dinners, a cocktail party and an exclusive wine tasting event before the Grand Tasting.
- The legendary PGA tour stop is reason enough to venture west of Dallas. The **AT&T Byron Nelson Golf Tournament** is one of Dallas' biggest spring sporting events, bringing in 270,000 attendees every year in May. The tournament is played at its new location on the Trinity Forest Golf Course.
- The **Dallas Arboretum's** fall festival is a spectacular show of color with 4,500 of fall's favorite flower-Chrysanthemums, along with 150,000 more stunning, fall blooming plants, and the internationally acclaimed Pumpkin Village, featuring more than 90,000 pumpkins, squash and gourds.
- Held in historic Fair Park, the **State Fair of Texas** is the longest-running fair in the nation. From the famous Fletcher's corny dog to the Texas Star Ferris wheel, the fair brings 24 days of family fun and entertainment to Dallas every fall.
- The annual **Dallas Christmas Parade** is a local tradition and holiday must. The parade features an extravaganza of floats, antique cars, local school marching bands, large inflatable balloons and an appearance by Santa Claus. This year's parade is December 1 in downtown.



HAVE A BIG ADVENTURE

DAY ONE

1. Take the historic McKinney Avenue Trolley to Uptown for dinner at **The Rustic** and enjoy live country music.
2. See our city from over 500 feet in the air at **GeO-Deck at Reunion Tower^{CP}**, one of Dallas' most recognized structures. Enjoy the view and interact with Halo, the observation deck's digital information system, to learn about Dallas, its landmarks, Reunion Tower's light shows, milestone events in the city and more.

DAY TWO

3. Join the locals and jog at the **Katy Trail**, a 3.5-mile walking and biking path leading into the heart of the city. When en route enjoy brunch at one of the restaurants along one of Dallas' most popular spots.
4. Get the true Texas experience at Dallas' newest equestrian center, **Texas Horse Park**, deep in the heart of the Great Trinity Forest and just miles from downtown Dallas. Take a horseback ride along the trails and take in the sounds of nature through the serene landscape.
5. Discover **The Perot Museum of Nature and Science^{CP}**, where even the extraordinary building serves as a living science lesson. The museum is home to 11 permanent exhibit halls and various traveling exhibitions throughout the year, delivering hours of fun for children, adults and life-long learners alike.
6. Take a drive through Highland Park, one of Dallas' most elite neighborhoods and stop at the country's first planned shopping center, **Highland Park Village** for lunch and retail relaxation.
7. Continue your tour of Dallas with a stop at **The George W. Bush Presidential Library and Museum^{CP}**. Visit Freedom Hall, a high definition video wall montage of the 44 U.S. presidents, and a full-sized Oval Office. The museum and an accompanying 15-acre urban park reside on the campus of Southern Methodist University, the alma mater of former First Lady Laura Bush.

8. Shopping goes BIG at **NorthPark Center**. The ultimate shopping, dining and entertainment experience in the Southwest offers over 230 shops and stores covering the

entire spectrum of fashion and retail needs. The center also features a world-renowned art collection. Don't forget to take advantage of TaxFree Shopping program.

9. As you make your way back into downtown, stop for dinner at **Flora Street Café**, a creation of celebrity chef Stephan Pyles, or the local BBQ favorite, **Pecan Lodge** in Deep Ellum.

10. After dinner, head to the **AT&T Performing Arts Center** for a night of stage acts at the Wyly Theater, Winspear Opera House, or Morton H. Meyerson Symphony Center.

11. Sports fans can end the night with a game at the American Airlines Center, home to the **NBA Dallas Mavericks** or the **NHL Dallas Stars**.

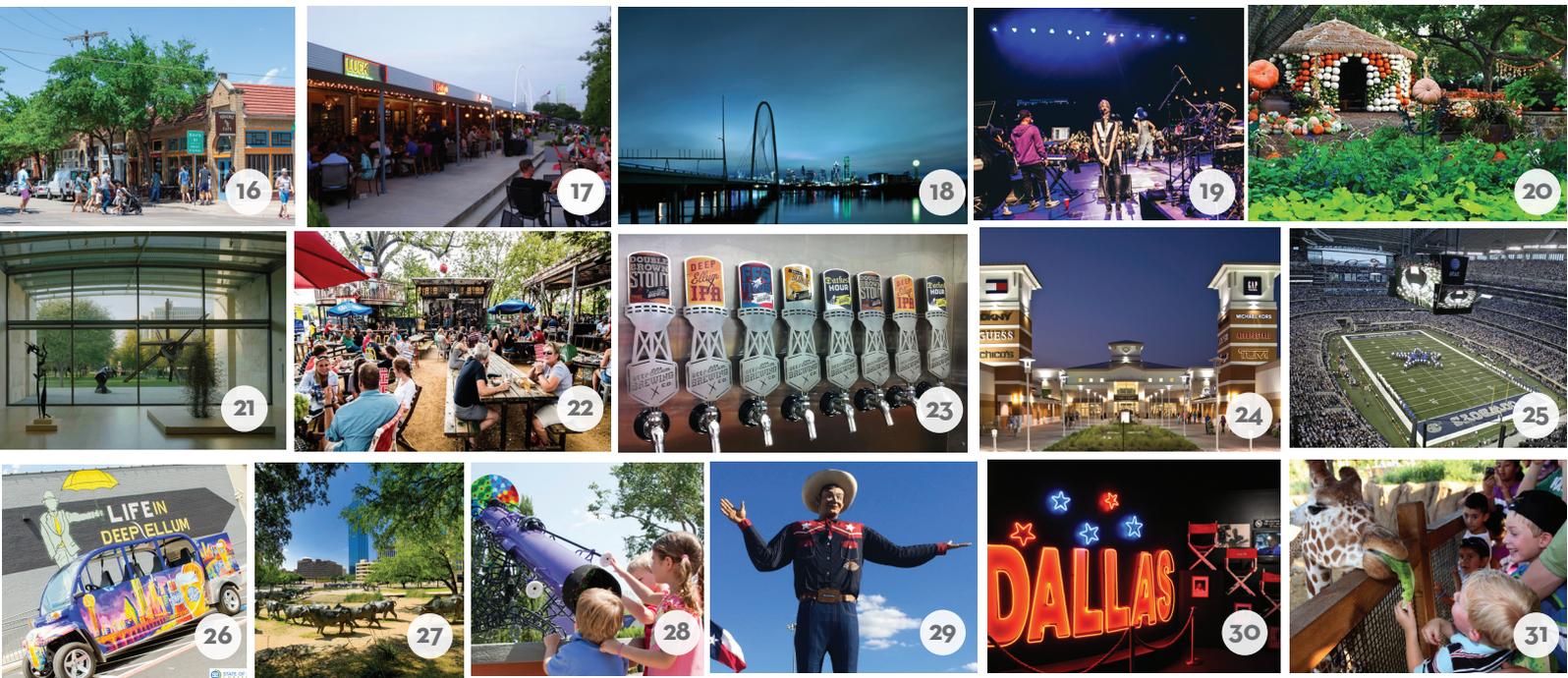
DAY THREE

12. Dallas is full of beauty, history and fun facts, what better way to see the city than via Segway? Choose from six **Segway Nations** tours of Downtown Dallas varying in length, which are not only fun but informative too! Be certain to pack your camera to capture all of the must-see sites around the city!

13. Visit **The Sixth Floor Museum^{CP}** at Dealey Plaza to walk through a timeline of John F. Kennedy's life, presidency and the moments of November 22 as an entire nation stood by. A live feed from the museum webcam features a real-time view from the sniper spot and two areas in the museum were recreated to appear as they did in 1963.

14. Stop by the **Old Red Museum of Dallas County History & Culture** and learn the story of Dallas County. Step into historic **West End** for lunch and get some souvenirs at Wild Bill's Western Store, offering some of the best western gear selection in the city.

15. Follow your Dallas history lesson with shopping at the **Galleria Dallas**. The Galleria is recognized as one of the top places to shop in the country.



16. Head to the **Bishop Arts District**, one of Dallas' best hidden treats. This two-block former warehouse area sits in the Oak Cliff neighborhood south of downtown. It's home to more than 60 boutiques, restaurants, bars, coffee shops and galleries, making it one of Dallas' most unique (and not-so-secret) districts.

17. For dinner, enjoy a variety of culinary experiences at **Trinity Groves**. The trendy hot spot features a variety of cuisine including barbecue, sushi, Spanish tapas, southern comfort food and everything in between. The area is also home to the Restaurant Concept Incubator program, which encourages culinary entrepreneurs to develop restaurant concepts to become the newest addition on the block.

18. After dinner, don't miss the opportunity to walk over to **Continental Bridge** to enjoy some of the best Dallas skyline views in town.

19. For the best of Dallas nightlife, head to **Deep Ellum**. Known for its grit and candor, Deep Ellum has been the city's hub for music and art throughout its history. Today, the area is the largest entertainment district in the region and home to 60+ restaurants, 20+ music venues, and 30+ shops.

DAY FOUR

20. Take in some fresh air at the **Dallas Arboretum^{CP}**. Located on the shores of White Rock Lake, the Arboretum include a complete life science laboratory with endless potential for discovery. They offer the public an array of popular annual events, educational programs for children and adults, and an emphasis on family-oriented activities. With many seasonal events throughout the year, you will enjoy the colorful tulips during Dallas Blooms in the spring, internationally acclaimed Pumpkin Village in the fall and much more.

21. Venture into the **Dallas Arts District**, home to some of Dallas' most significant cultural landmarks, including the Dallas Museum of Art, one of the ten largest art museums in the country, The Nasher Sculpture Center and The Crow Collection of Asian Art.

22. Head to the **Greenville Avenue**, enjoy casual dining and food at the Truck Yard, then head to the theater across the road and be a star at a **4-day weekend** stand up show.

23. **Efrogs** hosts nightly Dallas Craft Brewery Tours. Their tricked out golf carts will take you to four great breweries in the Dallas Design District where you can sample some of the best craft beer and cider available in Dallas.

HAVE MORE TIME?

Check out these stops.

24. Shop at **Grand Prairie Premium Outlets** (only 15 minutes from downtown Dallas) and save up to 60% in the most popular brands. The outlet features over 100 retail stores.

25. Head west to Arlington and take a VIP guided tour at **AT&T Stadium** home to the Dallas Cowboys. Tour stops include a run out onto the field, the post-game interview room and both the Cowboys and Cheerleaders' locker rooms. Check out our sport packages if you are interested in seeing America's Team in action!

26. Take an **Efrogs** Tour for an unforgettable experience on an electric cart through the city of Dallas.

27. Enjoy Dallas' public art all over the city. Must-see stops includes Pioneer Plaza, The Eye at the Joule, and street art in **Deep Ellum**.

28. Get outside with a visit to the **Rory Meyer's Children's Garden^{CP}**. The gardens are located right next to White Rock Lake and just minutes from downtown.

29. **The State Fair of Texas**, the largest in the country, is the place to be in late September and October. Take a picture with Big Tex and enjoy a Fletcher's corn dog.

30. For thirteen years, people across the country were entranced with the story of the Ewing family on the hit series Dallas. Today, **Southfork** continues to welcome visitors from across the world to see where the hit show was filmed.

31. Visit the Giants of the Savanna at **Dallas Zoo^{CP}**, the largest zoological experience in Texas!

ATTRACTIONS MARKED AS **CP** ARE PART OF THE DALLAS CityPASS.

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Attractions

The Sixth Floor Museum
 George W. Bush Presidential Library
 AT&T Stadium
 Dallas Arboretum
 Reunion Tower GeO-Deck

Group Rate

\$ 11+
 \$ 10
 \$ 12+
 \$ 10+
 \$ 14



Dining

The Rustic
 Flora Street Café
 Food Trucks at Klyde Warren Park
 Pecan Lodge

Starting at

\$ 10
 \$ 40
 \$ 8
 \$ 10



Entertainment

AT&T Performing Arts Center
 State Fair of Texas
 Dallas Maverick NBA Game
 Dallas Stars NHL Game
 Dallas Cowboys NFL Game

Group Rate

\$ 25+
 \$ 12
 \$ 12+
 \$ 12+
 \$30+



Downtown

Dallas Hotels

Magnolia Hotel Downtown
 LaQuinta Downtown
 Sheraton Dallas
 Cambria Downtown Dallas

Weekend

Average Rate

\$ 129 - \$ 199
 \$ 99 - \$ 159
 \$ 99 - \$ 179
 \$ 139 - \$ 199

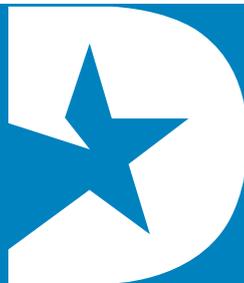


Tours

Efrog City Tour
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 Best DFW Tours

Rate

\$ 35+
 \$ 49+
 \$ 20
 \$ 50



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WHY DALLAS?

Your next **BIG** adventure begins in Dallas, where we deliver premium, yet affordable attractions, hotels and dining. With easy access from anywhere in the country, Dallas will surprise you with vibrant experiences across the city. From pulsing nightlife spots and mouth-watering dishes to must-see attractions, it all begins the moment you arrive.