

VISIT DALLAS®

2020 Updates & Sample Itinerary



RECENTLY OPENED

Dallas Museum of Illusions - The Museum of Illusions as the pioneer of the “edutainment concept” fuses fun and entertainment with education and learning. Whether you’re up for an adventure, a family excursion, or simply looking to broaden your knowledge and perspective, the Museum of Illusions, has something to please everyone.

Dallas Holocaust and Human Rights Museum - After spending 15 years in a temporary location, the museum’s new facilities are filled with a blending of the old - solemn artifacts from concentration death camps and video testimonies from Dallas-area Holocaust survivors - and the new - modern, immersive and interactive technology that will captivate and educate visitors of all ages.

Virgin Hotel - Opened last November in the Design District, Virgin Hotels Dallas is bringing artistic innovation and elevated hospitality with 268 Guest Chambers. Rooms are designed with two functional spaces separated by a privacy door: the Sleeping Lounge with a patented bed so cozy we have a sheep as a mascot and the Dressing Room with an elegant vanity, two closets, and a pull-out shoe rack. Chambers feature street-priced options in the mini-fridge, yoga mats, and more surprising extras. Commons Club, Funny Library Coffee Shop, and The Pool Club which showcases a fourth floor rooftop pool and patio with a breathtaking Dallas skyline, all reflect local infusions.

LHW Hall Arts Hotel - Opened last November in the Dallas Arts District with 183 rooms created by renowned developer Craig Hall with noted architecture firm HKS Inc. and designers Bentel & Bentel. The boutique retreat both reflects and complements the soul of the Arts District with contemporary, design-forward spaces and works of art from the extensive in-house collection displayed throughout. From the stylishly designed rooms and suites, guests can enjoy soaring views of Dallas. A culinary exploration awaits each guest with a menu as carefully curated as the art collection. Experience it all in an atmosphere of contemporary elegance.

Training Portal - Become a Dallas expert and win prizes in our training platform at: Dallas Fort Worth at <https://dfwtravelpro.com/main/> or find the app on apple and android.

RECENTLY ANNOUNCED

- ▶ **The HiFi Dallas**, The HiFi Dallas is a 1000 capacity state-of-the-art live music and entertainment venue that will set a new standard for Texas music clubs. Incredibly intimate, guests will enjoy an up-close experience with their favorite artists that is unrivaled in Dallas and beyond. Situated in the bustling Design District, The HiFi has embraced the building’s history and elevated it to the future with design details that reflect unique qualities of contemporary architecture and materials. **May of 2022.**
- ▶ **JW MARRIOTT DALLAS** - Downtown Dallas - 227 rooms scheduled to open in **2022.**
- ▶ **MANDARIN ORIENTAL DALLAS** - Turtle Creek / Uptown area - 176 rooms scheduled to open in **2022.**

NEW EXPERIENCES AVAILABLE

- ▶ **walkSTEM®**, a talkSTEM initiative, produces customized experiences in any setting that promote the development of a STEAM lens on the lived world. Designed to stimulate inquiry and spark curiosity, walkSTEM reveals the wonders of mathematics embedded in our everyday environments. walkSTEM employs diverse modes to engage audiences: live docent-led, Otocast app guided, self-guided with signage, maps or handouts, and web-based video walks. walkSTEM was developed in partnership with National Museum of Mathematics’ Founder Dr. Glen Whitney, who serves as our walkSTEM advisor.
- ▶ **Situation Room Experience**, Situation Room Experiences are technically integrated role-playing crisis simulations. In these high-intensity, collaborative decision making scenarios, information moves quickly and every individual choice has consequences. Because participant input shapes the experience, no simulation is ever the same. High School and University programs are available for students ages 16-60+. The Leadership Challenge provides high-level executive event experiences.



4 DAYS IN DALLAS

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. Tour the city with **Segway Nation**, an interactive way to discover downtown Dallas. Or if you want to taste your way through the city, hire **Food Tours of America** and discover some of the coolest Dallas neighborhoods.
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. For dinner head to **Pecan Lodge**, in Deep Ellum, to try what many consider the best BBQ in Dallas (opened for dinner only on Friday and Saturdays), or head to celebrity chef **Dean Fearing's restaurant** at Ritz-Carlton.

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. Or stay in **Deep Ellum**, birthplace of the Texas blues where still today you can explore three streets of live music, see the murals by the local artists and enjoy the local craft beer.

DAY THREE

12. Enjoy a Dallas City Tour by **Big D Fun Tours** to explore everything Dallas and even visit the rooming home where Lee Harvey Oswald used to live in.

3. 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. 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.



16. Head now to **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!

17. 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.

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

19. 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 FOUR

20. Start the morning at **Klyde Warren Park**, Dallas' open air community center offering green space, beautiful amenities, varied and engaging programs and terrific events all for free and in the heart of our city.

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. Take in some fresh air at the **Dallas Arboretum**. 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.

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

HAVE MORE TIME?

Check out these stops.

23. 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.

24. Enjoy a **self guided public art tour**. Mandatory stops are Pioneer Plaza, and a selfy at the The Eye at the Joule and of course, the Deep Ellum murals and the Traveling Man sculpture.

25. **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.

26. 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.

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

28. Take an **Efrogs** Tour for an unforgettable experience on an electric cart through the city of Dallas. or try one of the popular **Dallas Party Bike** tours through Deep Ellum.



29. Before you leave home download the Margarita Mile app - In 1971 the frozen margarita was invented in Dallas!

This is a collection of the best and brightest margaritas in the city, conveniently located in a colorful app. Join Margarita Mile Ambassador and local Chef Julian Rodarte as you sip, savor and discover frosty beverages in Dallas' greatest neighborhoods.

MOST ANTICIPATED OPENINGS THIS YEAR

- ▶ **THE PITTMAN EPIC (KIMPTON)** - Expected to open in December in Deep Ellum, with 164 rooms.
- ▶ **MARRIOTT DALLAS UPTOWN** - Expected to open in April in the Uptown area and featuring 220 rooms.
- ▶ **THOMPSON DALLAS** - Expected to open in August in Downtown, with 127 rooms.
- ▶ **FAIRFIELD INN DALLAS** - Expected to open in November, in the West End District, with 90 rooms.

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
- 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. February 23-April 7.
- 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. May 9-12.
- 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. October-December.
- 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. September 27 - October 20.
- 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. Dec.... 1.

PRICE REFERENCE GUIDE



Attractions

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

Group Rate

\$ 11+
\$ 10
\$ 12+
\$ 10+
\$ 14
\$20+



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
Segway Nation Segway Tour
JFK Trolley Tour
Best DFW Tours

Rate

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

TO SAVE EVEN MORE: Buy your cityPASS and save up to 35% in the best attractions in the city!

Also don't leave without a download of our discounts located at: www.visitdallas.com/BigDeals.

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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.

WHY DALLAS?