

# FY26 VISIT FRISCO

## SALES AND MARKETING PLAN





# TABLE OF CONTENTS


04 Letter from Marla

05 The Visit Frisco Game Plan

06 Leaderboard

08 Fiscal Year 2025: Bucking the Trend

11 Destination Achievements

22 2025-2027 Strategic Plan

23 Fiscal Year 2026: Targets & Strategic Initiatives

# LETTER FROM MARLA ROE

As we close out Fiscal Year 2025, I reflect on the ambitious projects, full calendars, and big goals the Visit Frisco team achieved.

Once again, Frisco's tourism economy saw growth from the previous year, bucking the trend for demand and occupancy in Texas and in the United States.

Our booked events reached a record high of 334, generating an economic impact of $118 million. With 90 site visits and winning the hosting privileges of top meetings and events, the Visit Frisco team showcased the Frisco experience. We're proud that $8.8 million of the total $35 million in hotel room revenue was 'in the year, for the year', reflecting the agility of the sales teams.

Knocking on the door of year two of our three-year strategic plan our team is well underway working on our clear blueprint for continued success.



**Marla Roe, CDME, CTA**
Visit Frisco Executive Director

> **2026 will be a milestone year for Frisco as we welcome families and sports fans from around the world to experience what makes this city special.**

We invite you to explore the highlights of Fiscal Year 2025 and look ahead with us as we work to make Fiscal Year 2026 another year of growth and success for Frisco. Visit Frisco's wins are a result of the support and collaboration of our local and industry partners.

We appreciate your partnership and look forward to another year of championing the Frisco experience.

# THE VISIT FRISCO GAME PLAN

## VISION

Frisco. Where everyone comes to play and is inspired to stay.

## MISSION

We champion the Frisco experience.

## CORE VALUES

We Champion The Frisco Experience

We Serve Our Community

We Stand Together for DEI

We Innovate Strategically

We Strategize Game Plans

We Cheer Each Other On






# THE LEADER BOARD

**8M**
**VISITORS**
6.2% INCREASE FROM PREVIOUS YEAR

**$2.2B**
**VISITOR SPENDING**
VISITORS SPENT $6M PER DAY IN FRISCO

**$2.6B**
**ECONOMIC IMPACT**
GENERATED BY VISITORS

**$2,500**
**TAX RELIEF PER HOUSEHOLD**

**$185M**
**STATE AND LOCAL TAXES**

**16K**
**TOURISM-SUPPORTED JOBS**
ENOUGH TO FILL COMERICA CENTER 2.7 TIMES

**28**
**HOTELS**

**4,635**
**ROOMS**

**65.8%**
**AVERAGE OCCUPANCY**

**Best**
**PUBLIC ART**
2025 TEXAS TRAVEL

**#5 Best**
**SPORTS BUSINESS CITIES FOR SOCCER**
SPORTS BUSINESS JOURNAL

**43rd**
**TOP MEETING DESTINATION IN NORTH AMERICA**




# FISCAL YEAR 2025

Frisco saw an impressive increase in hotel supply, up 8.8%, and demand, up 6.6%, and an average daily rate of $220.25, showing Frisco's strong position as a premier destination.


RAIL
DISTRICT
FRISCO
FARMERS
MARKET

# BY THE NUMBERS

**334**
BOOKED EVENTS

**$118,754,339**
ECONOMIC IMPACT

**$35,052,582**
HOTEL ROOM REVENUE BOOKED

**149,692**
ROOM NIGHTS

**242,598**
ATTENDEES

**$220.25**
AVERAGE DAILY RATE

## HOTEL OCCUPANCY TAX COLLECTIONS

| | |
|---|---|
| OCT | $1,347,915 |
| NOV | $1,135,822 |
| DEC | $887,655 |
| JAN | $1,122,531 |
| FEB | $1,202,276 |
| MAR | $1,334,723 |
| APR | $1,375,679 |
| MAY | $1,324,599 |
| JUN | $1,328,956 |
| JUL | $1,022,899 |
| AUG | $1,008,837 |
| SEP | $1,135,318 |

# DESTINATION ACHIEVEMENTS

## OCT

PGA Jr. League Championship

Onboarded a PR Agency

## NOV

Connect Texas

## DEC

New website launched

U.S. Army Bowl

Scooter's Coffee Frisco Bowl

Reader's Choice Award from ConventionSouth

Best Use of Influencer Marketing from International CMAs

## JAN

NCAA Division I Football Championship Series

MLK Jr. FAM

## FEB

Dallas Open

WOGA Classic

Won two Adrian Awards from HSMAI

Universal Kids Resort Reveals Themed Lands

## MAR

Big 12 Pro Day

THE PRO FTB

Moved into our new office

## APR

Sports Business Journal: Best Sports Business Cities: Soccer (#5)

Frisco designated as a Tourism Friendly Texas Certified Community by Travel Texas

IIHF Under-18 Men's World Championship

## MAY

60th Academy of Country Music Awards

Named a Top Meeting Destination in North America by Cvent

## JUN

KPMG Women's PGA Championship

Texas Sculpture Garden wins Best Public Art from Travel Texas

One Year to Go Countdown to FIFA World Cup 26

Chicago Cubs Influencer Activation

## JUL

LaChelle Evans Recognized with DFWAE President's Award

Texas Legends win NBA G League Franchise of the Year

Big 12 Media Days

## AUG

MPI Thought Leaders Summit

## SEP

Banana Ball World Tour

Visit Frisco unveils new Sports City USA brand

Where Greatness Grows: The Story of Sports City USA Docuseries launches



# MARKETING & COMMUNICATIONS

The Marketing & Communications team promotes Frisco as a premier destination for tourism, meetings, conventions, and sporting events. The team develops and executes strategic advertising, public relations, content, and social media campaigns that enhance the city's visibility and attract visitors.

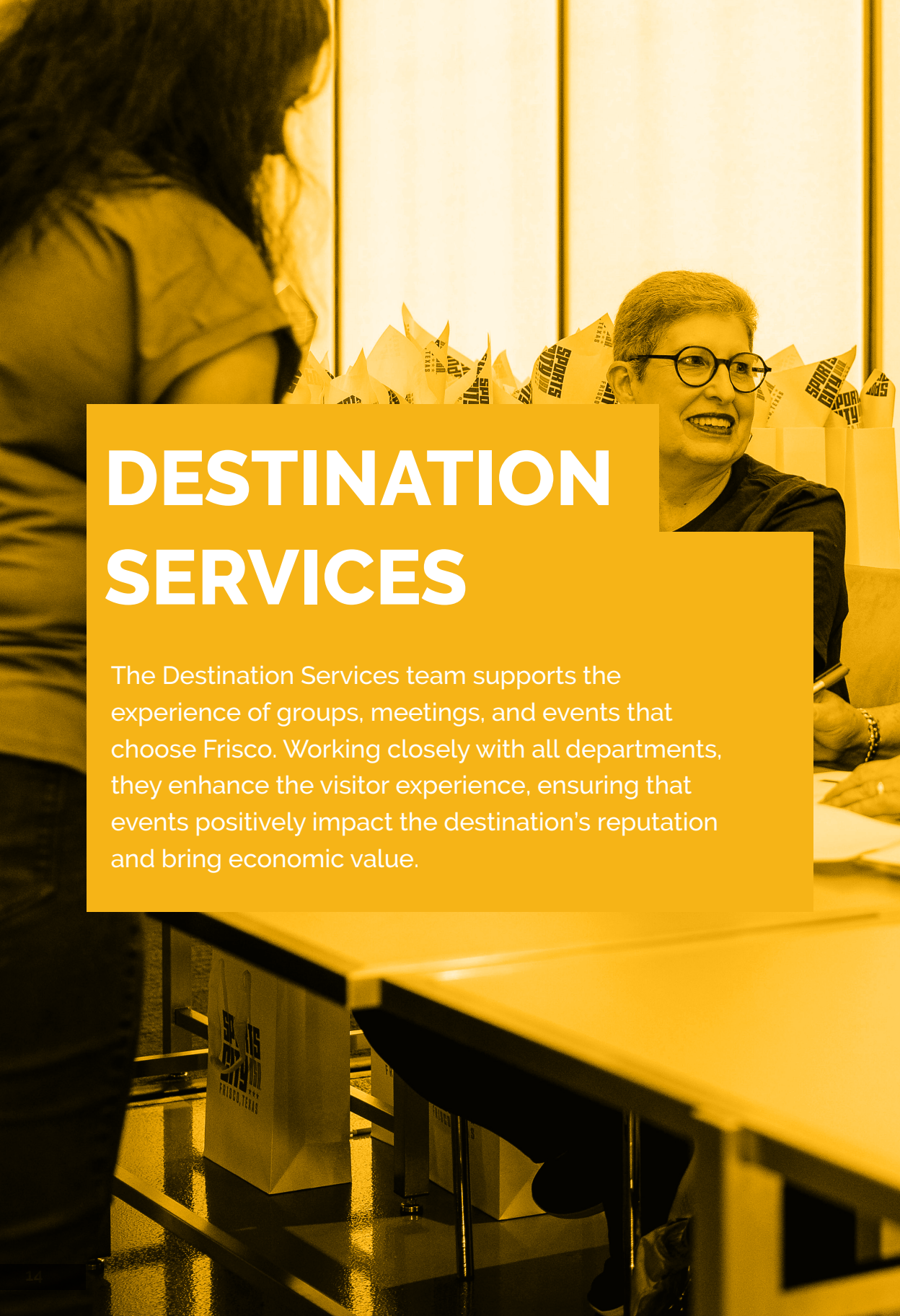


## MILESTONES

- **Marketing Impressions**: **75 million**
  20% increase year-over-year
- **Website Partner Click Outs**: **346,936**
- **Earned Media Value**: **$14.9 million**
  Hosted 14 media members
- **Social media traffic to website**: **179,932**
  66% increase year-over-year

## MAKING AN IMPRESSION

- Hosted media members during FAMs and events, ultimately generating top-publication mentions, including **Forbes, Travel + Leisure, The Wall Street Journal,** Courier DFW, Southern Living, and Texas Lifestyle Magazine.
- Ran an integrated summer marketing campaign to drive traffic to hotel partners. This effort resulted in **192,302 website sessions and over 23.1 million** impressions across all tactics.
- Launched **Sports City USA** as a B2B storytelling tool.



# DESTINATION SERVICES

The Destination Services team supports the experience of groups, meetings, and events that choose Frisco. Working closely with all departments, they enhance the visitor experience, ensuring that events positively impact the destination's reputation and bring economic value.



## MILESTONES

- **Services-Only Events**: 81
- **Partner In-Kind**: $44k
  10% increase year-over-year
- **Partner Referrals**: 719
- **Show Your Badge Visits**: 27

## WINNING THEM OVER

- **Hosted 35 clients** during MPI Thought Leaders Summit, highlighting hotel partners and attractions throughout Frisco.
- Hosted an inspirational **MLK Jr. FAM** with 9 clients and 13 partners and vendors.
- Executed an **activation and reception in Miami** during Connect Marketplace, complete with a catamaran ride to dinner for a memorable event for the 30 attendees.




# SPORTS & EVENTS

The Sports & Events team attracts and supports sporting events that drive tourism and economic impact for Frisco. By fostering relationships with sports organizations, sports leagues, and local venues, the Sports team enhances the destination's reputation as a premier location for athletic events.




## MILESTONES

**Economic Impact of Events Booked: $38.28 million**

- Events Booked: 64
- Events Consumed: 44
- Site Inspections: 10
- Trust Fund Applications: 11
- Approved State Funds: $3.24 million

## HOME FIELD ADVANTAGE

- Hosted standout international-level events: **Dallas Open, International Ice Hockey Federation U18 Championship, and KPMG Women's PGA Championship.**
- Hosted first-time events **Banana Ball, THE PRO,** and **ACTIV Sports Summit.**
- Named **Best Sports Business Cities: Soccer (#5), Sports Business Journal.**



# SALES

The Sales team focuses on attracting conferences, convention, and corporate events to Frisco. The team's efforts increase visitor spending and hotel occupancy, directly benefiting the local economy and elevating Frisco's appeal in the meetings market.



## MILESTONES

**Economic Impact of Events Booked: $80.48 million**

- Events Booked: 270
- Events Consumed: 228
- Site Inspections: 80

## TEAM HUSTLE

- Meetings booked achieved an **average daily rate of $220.25**, with Medical being the highest segment at $253.43.
- **24 multi-year events** booked for 24,877 room nights.
- Of the sales team's total events booked, **49% were new business**.




# SPORTS CITY USA

Frisco attracts top-tier sports talent, businesses, professionals, and events thanks to key players working towards a shared objective. But not that long ago, iconic locations like Riders Field were simply corn fields and cow pastures. The story of how Frisco became a leader in North America's sports landscape is best told on the big screen.

Visit Frisco launched a new brand for Sports City USA, but also a docuseries that will be used as a sales tool to continue to recruit high-powered sports organizations and events.



## LAUNCHED

- New brand logos, tagline (Where Greatness Grows), and color palette
- New landing page on visitfrisco.com
- New social media pages
- Seven-episode docuseries telling the story, told by the people who worked together to build something special
- A special premier event with more than 100 guests to reveal the new brand and docuseries

During the launch of the Sports City USA brand and docuseries, the team collaborated with 13 partners, 9 members of city leadership, clients, and media members, plus executed a robust paid media campaign.

SPORTS CITY USA
FRISCO, TEXAS
Where Greatness Grows

SCAN TO WATCH

# VISIT FRISCO 2025 – 2027 STRATEGIC PLAN

Fiscal Year 2026 marks the halfway point of The 2025 – 2027 Strategic Plan, a roadmap designed to cement Frisco's status as an internationally recognized, world-class destination for large-scale events, sports, meetings and conventions, and leisure travel. This long-term plan sets in motion the sustainable strategies, initiatives, and targets to ensure Visit Frisco fully capitalizes on its exceptional tourism growth opportunities.



## STRATEGIC PILLARS

- Destination Sales & Marketing
- Destination Experience
- Community Engagement
- Innovative Organization

## FY 26 TARGETS & STRATEGIC INITIATIVES

- Increase destination awareness to new and existing target audiences
- Establish World Cup preparation plan
- Build a measurable community engagement plan to elevate the community's awareness of the visitor economy
- Build an intentional community engagement strategy
- Expand partner engagement
- Establish levels of engagement for major demand generators and attractions
- Collaborate with the public and private sector to advocate for workforce solutions
- Identify and invest in key research and data needs
- Enhance workplace culture of belonging focused on trust and communication
- Develop parameters and variables for demand generator engagement




FISCAL YEAR 2026

# MARKETING & COMMUNICATIONS

Marketing, communications, and social media efforts will prioritize destination awareness for both leisure and sales audiences through targeted regional, national, and international campaigns. The team will maximize major events like the FIFA World Cup 26 and new destination demand drivers, like Universal Kids Resort and Rollertown Beerworks, to drive new visitors to the market.



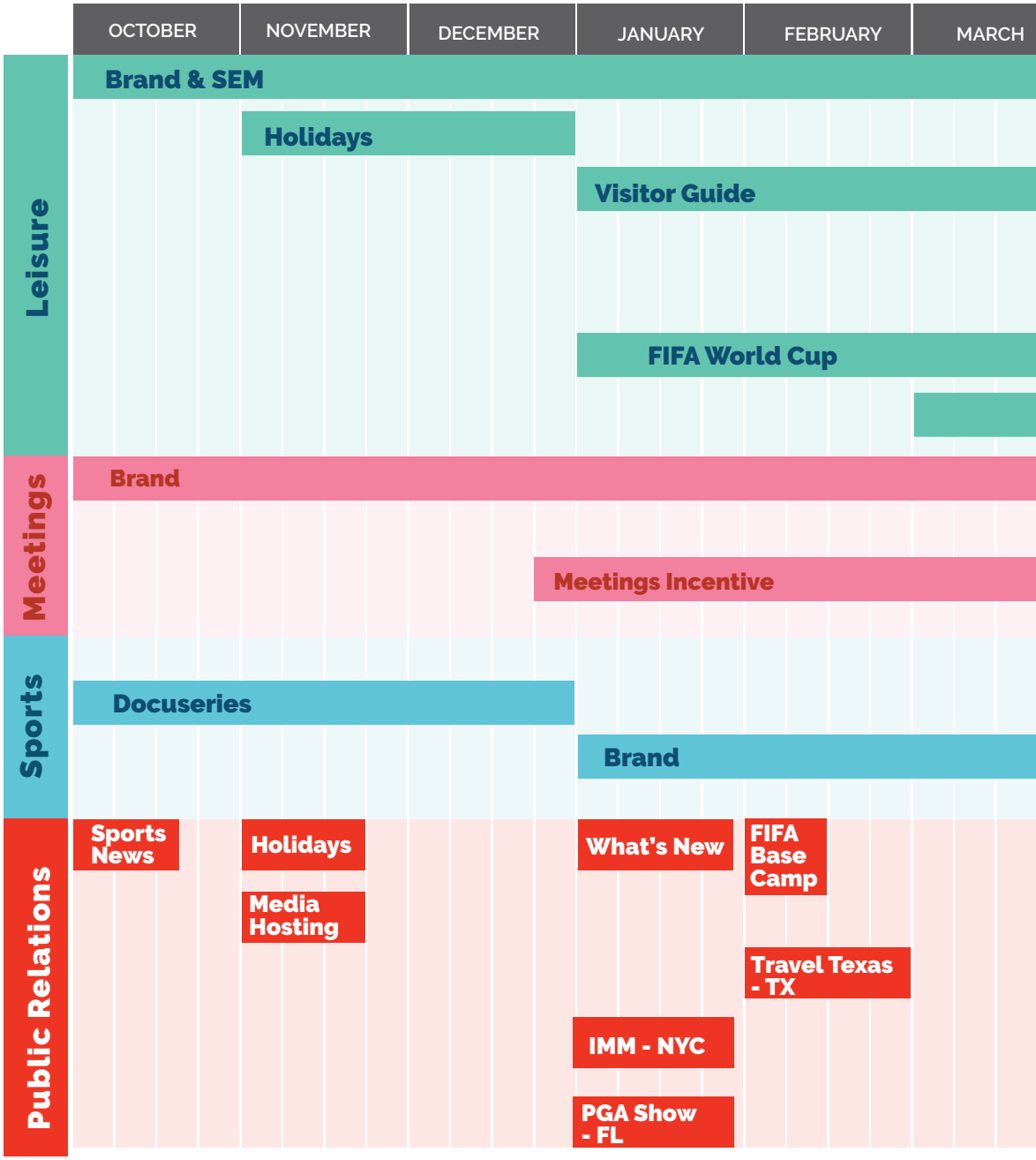

## SEGMENTS

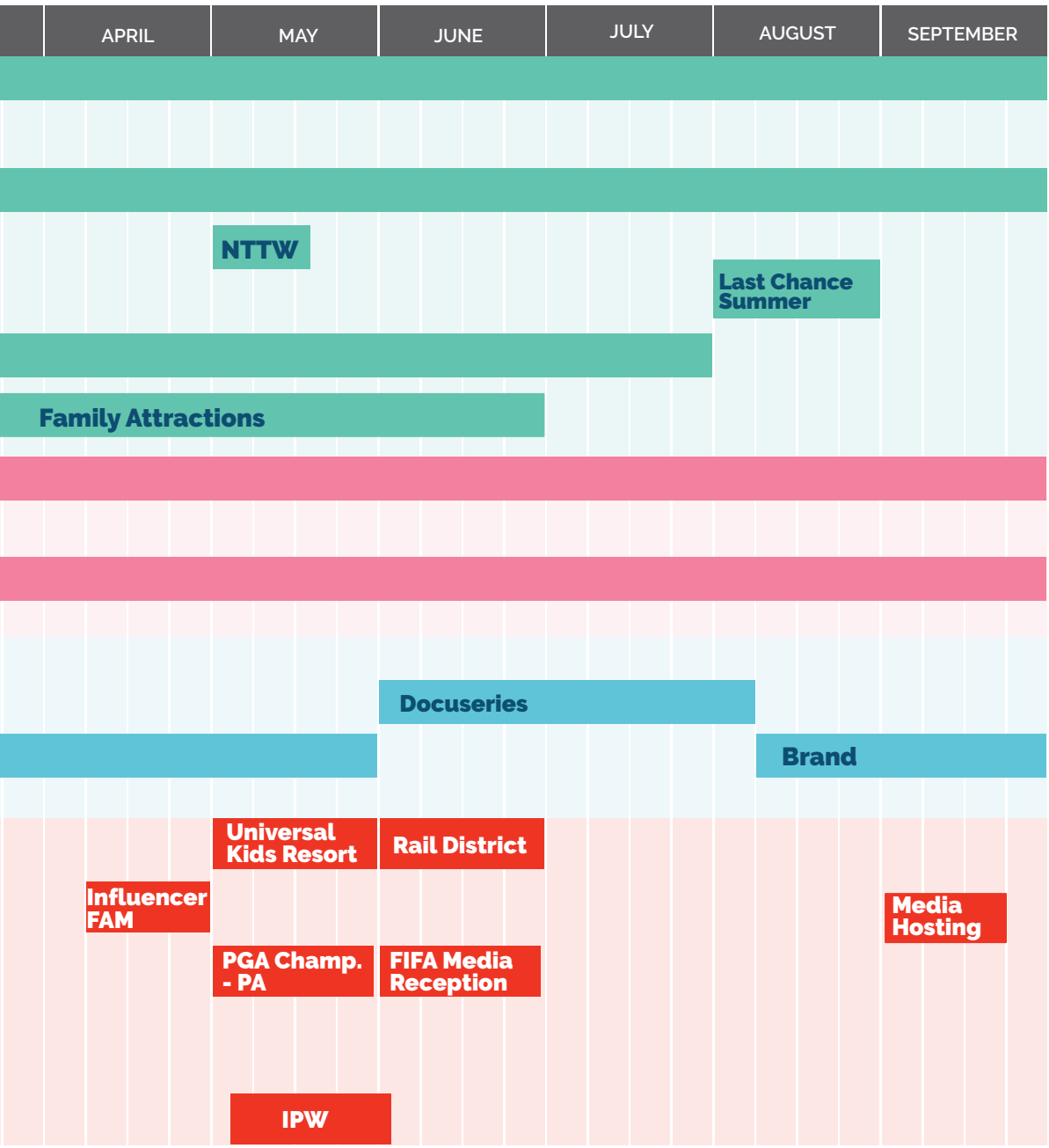
- Regional Drive Markets
- Major U.S. Core Markets
- International Base Camp Market
- Priority Sports and Sales Segments

## GOALS

- Grow online awareness by 10%
- Achieve 20% saturation of media hit list
- Drive visitation and return interest from FIFA World Cup 26

# MARKETING & COMMUNICATIONS ACTIVITIES




APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
NTTW
Last Chance Summer
Family Attractions
Docuseries
Brand
Universal Kids Resort
Rail District
Influencer FAM
Media Hosting
PGA Champ. - PA
FIFA Media Reception
IPW

# DESTINATION SERVICES

Destination Experience will be the primary focus for the Visit Frisco Destination Services team through dynamic events and educational programs created for our community and partners. The team is focused on adding innovative elements to our service offerings to enhance and elevate the Frisco experience. The team will continue delivering exceptional support for meetings, conventions, group tours, and sporting events.



## SEGMENTS

- Attractions
- City of Frisco Partners
- Frisco Fanatics

## GOALS

- Continue growing Frisco Fanatics program
- Increase visibility and number of partners engaged with Destination Services teams and clients
- Create 20 VIP events to entertain and educate clients on the Frisco Experience

## SERVICES ACTIVITIES

| SHOW | DATE | LOCATION |
|---|---|---|
| Texas Sounds & Cities | Nov. 2025 | Corpus Christi, TX |
| Event Service Professionals Association Annual Conference | Jan. 2026 | Arlington, TX |
| Destinations International Sales & Services Summit | Jun. 2026 | Dallas, TX |




# SPORTS CITY USA

The Sports & Events team is focusing on emerging markets to boost Frisco's tourism economy and attract incremental business. Enhancing the quality of events will be a priority to raise Frisco's profile as a premier destination and top-tier events market.



## SEGMENTS

- Sporting Events
- Esports
- Emerging Non-Traditional Sports
- Sports Meetings

## GOALS

- Increase sports room nights booked by 10%
- Leverage scorecard to gather data on events and optimize quality of business
- Execute strategy around Frisco's role in FIFA World Cup 26

## SPORTS ACTIVITIES

| SHOW | DATE | LOCATION |
|---|---|---|
| TEAMS | Oct. 2025 | Columbus, OH |
| US Sports Congress | Dec. 2025 | Lexington, KY |
| Sports Express | Jan. 2026 | Fort Myers, FL |
| SportsETA Symposium | Apr. 2026 | Las Vegas, NV |
| EsportsTravel | Jun. 2026 | Cincinnati, OH |
| Connect Sports | Aug. 2026 | Tampa, FL |
| S.P.O.R.T.S. | Sept. 2026 | Virginia Beach, VA |
| Sales Mission | TBD | TBD |




# SALES

The Sales team is executing a strategic initiative to drive quality bookings through clear performance metrics and targeted goals aligned with our hotel partners' business objectives.



## SEGMENT

- Corporate
- Association (Texas and National)
- Medical
- Incentive
- SMERF (Social, Military, Educational, Entertainment, Religious, Fraternal)

## GOALS

- Increase multi-year and long-term group bookings
- Focus on strategic engagement at impactful tradeshows and conferences
- Foster stronger partnerships with hotels to generate more bookings and joint opportunities

# SALES ACTIVITIES

| HOSTING IN FRISCO |
| --- |
| Express Corporate Conference Meetings |
| Meeting Planners International Golf Certification |
| Multiple FAMS & Other Industry Events |

| ATTENDING INDUSTRY CONFERENCES AND TRADESHOWS |
| --- |
| ConferenceDirect Annual Partner Meeting |
| HelmsBriscoe Annual Business Conference |
| IMEX America |
| Informa Connect (Medical, Association, Corporate, Faith) |
| Lamonte Associates Annual Conference AXS |
| Meeting Professionals Int'l |
| Meetings & Incentives |
| NorthStar – Multiple Cities & Segments |
| Pharma Forum |
| Prestige Partner Conference |
| Religious Conference Managment Association |
| Smart Meetings – Multiple Cities & Segments |
| Southwest Showcase |
| Texas Society of Association Executives |





# THANK YOU

**to everyone who champions Frisco and continues to make it a winning destination.**



Frisco™

6605 Warren Parkway
Ste. 600 Frisco, TX 75034

@VisitFriscoTX | #iHeartFrisco