

Denton Halloween

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Background

- Denton Halloween began in 2024
- Led by City of Denton Staff
- Goals Include: Increasing tourism, sales tax, hotel occupancy tax, community engagement, enhance culture and public spaces, showcase creativity, promote public art and artists



Festival

- Denton Halloween
 - Downtown Denton; potential for Citywide participation
 - Sept. 25– Nov. 5, 2027
- Last three years of Attendance
 - 2024: >600,000
 - 2025: >800,000
- Event Highlights/ Major Attractions
 - Haunted House Attraction
 - Pumpkin Drop
 - Hallo-Wing
 - Day of the Dead
 - Big Top Tent Attractions
 - Trick-or-Treating on the Square



Tourism

- Audience:
 - Local, regional, and national
 - Appeals to a wide variety of interests
 - 2025 brought visitors from 49 States
 - 25% of 2025 attendees were locals, while 75% were visitors
- Marketing Efforts
 - Paid, geo-targeted, social media ads
 - Influencer-led content
 - City-owned platforms
 - Earned media
 - Emphasis on unique elements



Future Plans

- Enhanced wayfinding
- Continue to increase overnight stays
- Transit solutions
- Continuous reinvention



Questions?

