



# Discover Denton

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**Name: Erin Carter**

**Title: President**

**Organization:**

**Denton Chamber Of Commerce dba  
Discover Denton**



# Background

- Discover Denton is the Destination Marketing Organization (Convention & Visitor's Bureau) under the Denton Chamber of Commerce.
  - Formed in 1978
  - Discover Denton Advisory Board of 12 members
- The Mission of Discover Denton, a department of the Denton Chamber of Commerce, is to market and promote Denton to generate demand for the destination, creating a positive economic impact for the community.
- Together, the Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination, by highlighting our notable vibrant attractions that deliver authentic and memorable experiences.



# Tourism Divisions

Together, the Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination, by highlighting our notable vibrant attractions that deliver authentic and memorable experiences.

- **Sales and Services** – Generate maximum hotel/motel occupancy within the Denton hospitality portfolio of hotels and favorably impact the Denton economy through meetings, conventions, special events and tourism.
- **Marketing** – Use integrated marketing efforts and storytelling to achieve a positive image of Denton by building relationships with travelers to create a robust travel economy.
- **Visitor Center** – Make Denton *SHINE* by welcoming visitors, extending friendly hospitality, and serving as a knowledgeable representative of Denton.



# Economic Impact of Tourism

- As of April 2024, **48** definite groups on the books through July 2030, represent and estimated economic impact (EEI) of **\$7.69 million**
- In 2023, **641,593** hotel room nights sold, representing revenue of **\$66,489,407**
- In 2022, Discover Denton tourism contributed more than **\$280 million** into our local economy by direct traveler spending. Discover Denton tourism also generated over **\$26 million** dollars in tax revenue from travel related purchases, including lodging, food and beverage, retail goods, and motor fuel. (2023 numbers have not been reported)



# Future Plans - TPID

- Denton Tourism Public Improvement District (TPID) is designed to increase the funding available to market and provide incentives to enhance Denton's performance as a meetings and conventions, sports, and tourism destination.
- The boundary of the district is all hotels within Denton that have 75 rooms or more. The TPID assessment is 2% on all occupied rooms. The funds are restricted to use for the following:
  - Marketing and Sales
  - Research and Administrative Fees



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# Questions?