
Visit Dallas Celebrates Inaugural “Dallas Can-Do Spirit Day” with Citywide Call for Can-Do Spirit Award Nominations

***City of Dallas Issues Official Proclamation Recognizing Tourism's \$10.5 Billion
Economic Impact***

Press kit: [CLICK HERE](#)

DALLAS (May 7, 2025) — Visit Dallas officially launched its first-ever “Dallas Can-Do Spirit Day” today with a dynamic public celebration outside City Hall, commemorating the powerful economic and cultural impact of tourism across the city. The new observance coincides with U.S. Travel Association’s National Travel and Tourism Week and reinforces Dallas’ momentum as one of the most vibrant and forward-looking travel destinations in the country.

“Tourism is a powerful economic engine for our city, generating \$10.5 billion in total economic impact and supporting more than 59,000 jobs across the region,” said Dallas City Manager Kimberly Bizer Tolbert. “It not only fuels job creation and business growth but also serves as a vital contribution towards our efforts to evolve into a globally recognized City, that is thriving and inclusive for all.”

The celebration drew hundreds to City Hall Plaza and highlighted the exciting trajectory of the city’s tourism industry. Visitors enjoyed live music, refreshments from local food trucks, and promotional giveaways. Signage and messaging spotlight the many ways tourism touches everyday life—from small business support to generation of local tax revenue.

“There’s never been a more exciting time to be in Dallas,” said Craig Davis, President and CEO of Visit Dallas. “Our city is growing, thriving, and embracing every opportunity with the bold, Can-Do Spirit that defines who we are. This brand is more than a logo or a campaign—it’s a reflection of the people who make Dallas special. Their passion, innovation, and energy are what set this city apart on the world stage.”

Tourism serves as a vital economic engine for Dallas, attracting more than 27 million visitors, who spend \$6.6 billion annually— \$18 million daily—across lodging, food and beverage, retail, recreation and transportation. This economic activity directly benefits Dallas residents by generating more than \$3.1 billion in income. Additionally, it produces \$626 million in state and local tax revenue, supporting essential public services while reducing the tax burden by more than \$1,200 per household.

In addition to celebrating Dallas' current success, the event looked ahead to a bright future and called on Dallasites to showcase their signature 'Can-Do Spirit' by welcoming the influx of visitors expected in coming years with pride and optimism. With the expanded Kay Bailey Hutchison Convention Center on the horizon and FIFA World Cup 26™ approaching, Dallas is poised to take the global stage in an unprecedented way. The city will host nine matches and serve as the home of the International Broadcast Centre, bringing an estimated \$1.5 to \$2.1 billion in economic impact.

As part of the celebration, Visit Dallas also issued a citywide call for entries for the 2025 Can-Do Spirit Awards. This community recognition program honors local “Can-Doers”—visionaries, leaders, and changemakers whose bold thinking and Maverick, Can-Do Spirit

help move Dallas forward. Nominations are now open at visitdallas.org.

Visit Dallas is also encouraging residents to give back to the local community and commit to volunteering by signing up [here](#). Dallas Can-Do Spirit Day t-shirts can also be purchased [here](#) with all net proceeds being donated to Big Thought, a local nonprofit that empowers youth with skills and tools to create their best lives.

For more information about “Dallas Can-Do Spirit Day” or to submit a nomination for the Can-Do Spirit Awards, visit visitdallas.org.

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About Visit Dallas

Visit Dallas is an independent, not-for-profit sales and marketing organization contracted with the City of Dallas to promote Dallas as a premier business and leisure travel destination. The organization’s collective efforts generate positive economic impact, diverse jobs and state and local tax revenues, benefiting the community and improving the quality of life for all residents.

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