

WHAT'S NEW IN DALLAS

Winter 2019

This winter elevate your time in Dallas and enjoy new favorites like Steam Theory Brewing Co. - a craft brewing experience with full bar and scratch kitchen or re-discover the newly renovated Sheraton Dallas Hotel during your next visit. With plenty one-of-kind moments to experience, discover these unique-to-Dallas attractions.



SHERATON DALLAS HOTEL

Sheraton Dallas Hotel is putting the finishing touches on a renovation exceeding \$100 million and is ready to welcome visitors with top-notch service and enhancements throughout the hotel. Renovations include 1,300 redesigned guest rooms (total of 1,840 rooms), revamped sports lounge, re-concepted full restaurant, terrace Biergarten, craft cocktail bar, as well as more than 230,000 square feet of newly renovated event space. The Sheraton Dallas Hotel provides a perfect space to entertain your guests for your next event in the heart of Downtown.



STEAM THEORY BREWING CO.

Enjoy the recently opened, Steam Theory Brewing Company during your next visit. Featuring Victorian and Industrial- styled décor, a covered patio with beautiful views of Trinity Groves, a craft brewery and scratch kitchen, as well as a full bar with signature cocktails and rotating seasonal beers. Steam Theory Brewing delivers on an upscale experience for a quiet dinner or a private event for up to 200 people.

TOP PRODUCERS SPOTLIGHT + Q&A



ConferenceDirect
Fred Mitzner
Senior Vice President

Q. WHY IS DALLAS A TOP DESTINATION FOR YOUR CLIENTS?

A. *The central location of Dallas makes it appealing for its accessibility and its large hub airport is a big bonus. The Convention Center and hotel pricing were also big lures for my customer as it was much more affordable than other cities. - Mitzner*

Q. WHAT DO YOU LIKE MOST ABOUT BIG D REWARDS AND WHAT IS YOUR FAVORITE ITEM YOU HAVE PURCHASED?

A. *The Big D Reward program could not have come at a more opportune time. I had a pipe burst in my kitchen and my refrigerator was ruined. I used my reward points to get a new one, so it made a frustrating experience a little more bearable. - Mitzner*

YOUR DESTINATION EXPERT



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