



Legislation Text

File #: 2019-0323, **Version:** 1

Consider a resolution authorizing the Mayor to execute a Professional Consulting Services Agreement with Destination Analysts for a Tourism Impact Study.

City of Round Rock Sports Management & Tourism department desires to contract with Consultant Destination Analysts to conduct a Tourism Impact Study. This Tourism Impact study will assist the City of Round Rock in gaining powerful insights into, and deepening its understanding, of those who visit Round Rock, the economic impact of tourism to Round Rock and benchmarking destination awareness and perceptions of Round Rock as a leisure, meetings, and sports destination.

Cost: \$150,000.00

Source of Funds: Hotel Occupancy Tax Fund