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Front Lines

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Dallas Market in June

Ellen C. Wells

Dallas Market Center is expanding its partnerships with more than a dozen hotels in its area to ensure more rooms for buyers and exhibitors attending the June 2026 markets. Literally thousands of hotel room nights have been secured for folks like you.

However, and this is key—the only way to secure these rooms is through Dallas Market Center's own travel service.

You may have heard that a little soccer tournament by the name of the FIFA World Cup is happening across North America this summer. Dallas is one of the venues. There are only a limited number of dates where the Market and the World Cup games will overlap, but nonetheless Dallas Market wanted to ensure there were plenty of hotel rooms for Market attendees. Hence the expanded partnerships and the advance notice to Market attendees. And they made sure these partnerships spanned the gamut of hotel offerings and budgets.

"We anticipated increased attention on hotel availability this June and took early action by securing strong hotel partnerships at competitive rates," said Cindy Morris, president and CEO of Dallas Market Center, in a recent press release. "These accommodations are available exclusively when booking through Dallas Market Center's official housing partner and can scale up to meet increasing demand."

So, yes, there will be increased demand for hotel rooms, but from what I hear and what Dallas Market says, there will be plenty to go around. Nevertheless, get yourself a room for Market now—and maybe treat yourself to a once-in-a-lifetime World Cup game while you're at it. Visit connectionshousing.us/dallasmarketcenter for more. **GP**