MENTOR

JOSH DILL

RED CONFERENCE
REIGNITE, EMPOWER, DELIVER

Josh Dill is the Assistant Executive Director for Visit Frisco (Texas), where he oversees the sports, sales, services and research efforts of the DMO. For more than 17 years, he has used an entrepreneurial, data-driven approach to tourism and sporting events to conquer the unique challenges he has faced at each of the three destinations he has represented.
Josh spent 7+ years leading the sports tourism efforts for Sports City USA before being promoted to his current role, during which Frisco saw a 265% increase in sports-related impacts.

Josh serves on multiple committees for the 2026 Dallas World Cup local organizing committee and has helped bring and organize multiple marquee events to the City of Frisco, including the Scooter's Coffee Frisco Bowl, the Academy of Country Music Awards, the NCAA Division I Football Championship and the Dallas Open ATP 500. He also played a key role in multiple major sports projects, including the relocation of the PGA of America headquarters. Prior to joining Visit Frisco, Josh spent 3 ½ years developing the sports department for Visit Fort Worth. During his tenure there, Fort Worth's sports tourism business would more than double.

His sports tourism career began with Visit Lubbock & Lubbock Sports in 2008.
Prior to joining the sports tourism world, Josh spent two years working in minor league sports, which is where he met his wife, Meghan. He has 2 daughters and an ever-increasing amount of gray hair.