



SOUTHFORK RANCH, EVENT AND CONFERENCE CENTER

LOCATION: 3700 Hogge Road
Parker, Texas 75002
(972) 442-7800

ABOUT SOUTHFORK RANCH, EVENT AND CONFERENCE CENTER:

Texas' most famous residence, Southfork Ranch is internationally recognized as the location of television's long-running series, "Dallas," where it represented the home of the celebrated Ewing Oil family. The 340-acre ranch, with its distinctive white mansion and world-class Event and Conference Center, is one of Dallas' most popular attractions, hosting more than 1,400 events and welcoming more than 400,000 visitors from around the globe annually.

SOUTHFORK MANSION:

- For several months each year during the 13-year run of "Dallas," the cast, television crews and cameras descended upon the ranch.
- All the famous exterior scenes for the show were filmed on the grounds of the mansion and its surrounding acreage, including the famous pool scenes, breakfasts on the patio and the Ewing rodeos.
- Purchased in 1992 by Forever Resorts Founder Rex Maughan, Southfork's world-famous exterior architecture has been carefully preserved and its interior renovated.
- Since its purchase, Southfork Ranch has undergone \$14 million in capital improvements, including the addition of "Dallas"-themed rooms in the mansion.
- The design, furnishings and other appointments reflect the personalities of the original TV series' most famous characters: Jock's Living Room, the Ewing dining room, Lucy's "Yellow Rose of Texas" suite, Bobby's room, J.R.'s master suite, Miss Ellie's

kitchen and Bobby's boardroom.

- In 2013, Southfork debuted a new exhibit: the actual set from J.R.'s murder scene, which was constructed and filmed in one of the mansion's rooms.

**ABOUT THE
EVENT AND
CONFERENCE
CENTER:**

- 10 ballrooms comprising more than 100,000 square feet of flexible space
- Recognized by the DFW Chapter of Meeting Professionals International as "Facility of the Year" three years in a row.
- A variety of flexible meeting space
- High-quality, full-service catering
- 340 acres of manicured ranch grounds can accommodate festivals and concerts up to 150,000 attendees

**OTHER
AMENITIES**

- Lincolns & Longhorns Texas apparel boutique, where Jock Ewing's Lincoln Continental is on static display
- Ranch Roundup Visitor's Center and Gift Shop featuring upscale, Texas-themed merchandise and collectibles.
- Forever Resorts' "Dallas" museum, showcasing the gun that shot J.R., Lucy's wedding dress, video clips from the filming of the series and other memorabilia
- Miss Ellie's Deli, offering casual fare
- Ranch grounds feature peacefully grazing longhorns and American Paint Horses

HIGH SEASON: Year-round

- TOUR INFO:**
- Southfork is open daily from 10 a.m. – 5 p.m. (Christmas Eve until 3 p.m.), except for Christmas Day and Thanksgiving Day.
 - Tours Depart the Visitor's Center every 30 to 45 minutes continuously throughout the day.
 - The last guided tour begins at 4:15 p.m.
 - Admission: \$15 for adults; \$13 for senior citizens; \$9 for children ages 6-12; children 5 and under are free (prices are exclusive of applicable tax)
 - Chuckwagon barbecue dinners may be arranged for parties of 15 or more (an extra charge applies).
 - For group tour bookings, call (972) 442-7800

**GENERAL
MANAGER:** Jimmy Gomes

SOCIAL MEDIA: www.Facebook.com/Southfork

PHOTOS: <https://www.flickr.com/photos/voxsolidcommunications/sets/72157657157345336/>

WEBSITE: www.southforkranch.com; www.ForeverResorts.com

ABOUT FOREVER RESORTS: Forever Resorts is an exceptional collection of destinations providing hospitality services throughout the world. The company focuses on properties with access to nature and one-of-a-kind surroundings for vacations, including houseboating adventures.

HEADQUARTERS
:
Forever Corporate Plaza
7501 E. McCormick Parkway
Scottsdale, AZ 85258

MEDIA CONTACTS: Erika Pope/Desiree Webb
The Vox Agency
erika@thevoxagency.com, desiree@thevoxagency.com
(702) 249-2977, (702) 569-0616

#