

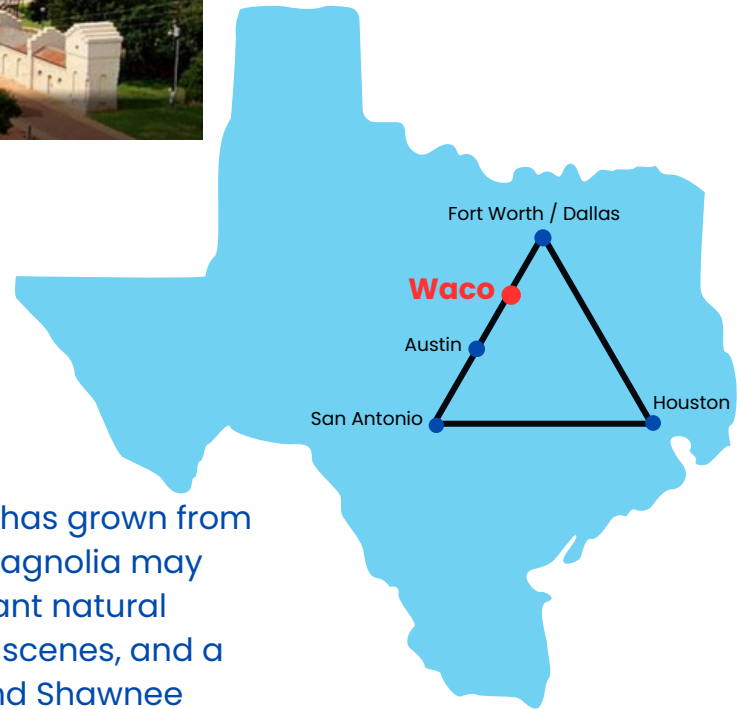


WACO

A GROUP TOUR GEM IN THE TEXAS TRIANGLE

Eccentric, humble, revitalized and evolving, Waco has grown from a tourism afterthought to a tourism juggernaut. Magnolia may beckon, but those who linger are met with abundant natural beauty, quality museums, lively music and dining scenes, and a storied history that dates back to the Chisholm and Shawnee cattle trails. Community and pride of place abound here.

Experience it for yourself.



SITES THAT SELL:

- Waco Surf
- Texas Ranger Museum
- Dr Pepper Museum
- Waco Mammoth National Monument
- Magnolia Market
- Balcones Distillery
- Waco Suspension Bridge & Cattle Drive Sculptures



- Armstrong Browning Library & Museum
- Cameron Park Zoo
- Texas Sports Hall of Fame
- Doris Miller Memorial
- Lake Waco Wetlands (birders)
- Brazos River Cruises
- Baylor University Campus
- Mayborn Museum Complex
- Public Art





FESTIVALS & EVENTS

SPRING / SUMMER

- Spring at the Silos
- Texas Food Truck Showdown
- Brazos Nights Concerts
- Rootstock Wine Festival
- Fourth on the Brazos
- Waco Indie Film Festival
- Westfest
- Labor Day Sorghum Festival
- Juneteenth Parade & Festival

FALL / WINTER

- Heart o' Texas Fair & Rodeo
- Ironman
- Waco Cultural Arts Fest
- Dia De Los Muertos Festival
- Waco Wonderland
- Wild Lights @ the Zoo



PLANNING

- Equidistant from Austin & Dallas/Fort Worth
- 185 miles from Houston & San Antonio
- Walkable downtown
- Easy motorcoach parking

DMO SERVICES

- Lodging RFPs
- Dining recommendations
- Itinerary assistance
- Marketing materials
- Step-on & receptive recommendations

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Destination Waco, DMO

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