

meet outside the lines in

waco

TEXAS

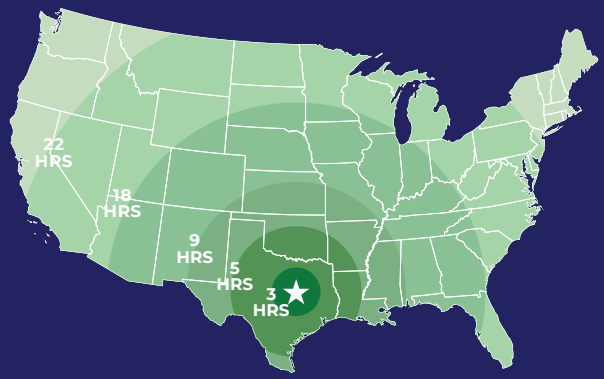
QUICK REFERENCE GUIDE

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how to get to here

DRIVING TO WACO



FLYING TO WACO

Waco Regional Airport (ACT) offers daily flights by American Airlines flying out of Dallas/Fort Worth International Airport. Uber and Lyft can provide the short, 7-1/2 mile ride to downtown Waco.

Waco Regional Airport
(254) 750-8656
7909 Karl May Drive
Waco, TX 76708









WACO is a vibrant Texas destination along I-35, conveniently located between Dallas–Fort Worth and Austin. Blending authentic hospitality with modern venues, unique attractions, and a walkable downtown, Waco makes meetings easy, engaging, and memorable. With a growing metro population of more than 270,000, the city offers the perfect setting for conventions and conferences that inspire ideas and foster meaningful connections.

Beyond the meeting room, attendees can explore attractions like the Waco Mammoth National Monument, Texas Sports Hall of Fame, Downtown Waco, Waco Surf, and the Downtown Farmers Market. Live music, local dining, shopping, and cultural landmarks add even more energy to the experience.

Experience Waco — where events inspire and connections last.





WACO CONVENTION CENTER

Experience the perfect blend of modern amenities and warm hospitality at the Waco Convention Center! Located in downtown Waco, our 144,000 sq. ft. venue features a 33,000 sq. ft. exhibit hall, 15,000 sq. ft. tradeshow hall, Ballroom seating 700+, and 12 breakout rooms. Enjoy complimentary Wi-Fi and parking, in-house catering and full bar service, plus a dedicated team ready to make your event a success!

100 Washington Avenue • Waco, TX 76701

254-750-5810 wacocc.com

TOTAL SQUARE FEET: 144,000

EXPLORE OUR FOOD & BEVERAGE OPTIONS HERE

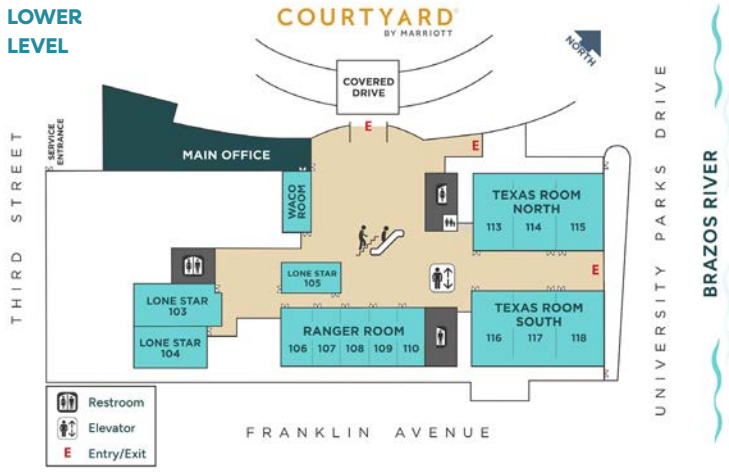
UPPER LEVEL	Sq. Ft.	Theater	Banquet Rounds	Classroom
Chisholm Hall	32,976	2,600	1,472	1,200
McLennan Hall	15,000	1,200	680	500
1/3 McLennan	5,000	340	160	180
2/3 McLennan	10,000	800	416	300
Brazos Ballroom	13,818	1,170	624	500
Brazos North	7,252	624	328	308
Brazos South	6,566	546	304	264
Bosque Theater (subject to availability)	2,021	100	–	–
Cameron/DeCordova Room (if available)	698	47	20	30
Event Office	864	64	32	48

LOWER LEVEL	Sq. Ft.	Theater	Banquet Rounds	Classroom
Texas North 113-115	4,488	306	200	176
Texas North 113	1,428	100	64	48
Texas North 114	1,530	100	64	64
Texas North 115	1,632	100	64	64
Texas South 116-118	4,576	304	208	176
Texas South 116	1,404	100	64	48
Texas South 117	1,560	100	64	64
Texas South 118	1,612	100	64	64
Ranger Rooms	3,332	250	160	140
Lone Star 103	1,540	100	64	52
Lone Star 104	1,372	90	64	40
Lone Star 105	780	44	32	36
Waco Room	763		Board table seating for 20	

UPPER LEVEL



LOWER LEVEL





EXTRACO EVENTS CENTER

4601 Bosque Blvd • Waco, TX 76710

254-776-1660 extracoeventscenter.com

MULTI-USE EVENT COMPLEX

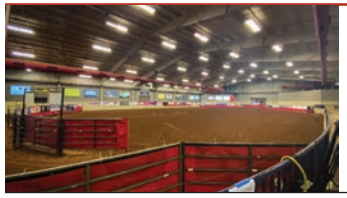
The Extraco Events Center is the hub for Entertainment events in Waco. Together the 3 large facilities host over 300 events a year with an estimated attendance of over 420,000.

EXTRACO COLISEUM

The Extraco Coliseum has one of the largest indoor arenas located in Central Texas. The air conditioned, multi-purpose facility contains a seating capacity of over 9,000 with a 310' x 125' arena floor. Events have the option to utilize the dirt arena or have the dirt removed if they prefer a concrete floor. The Extraco Coliseum has 4 concessions areas, access to dressing rooms, and free WiFi.



EXTRACO SHOW PAVILION

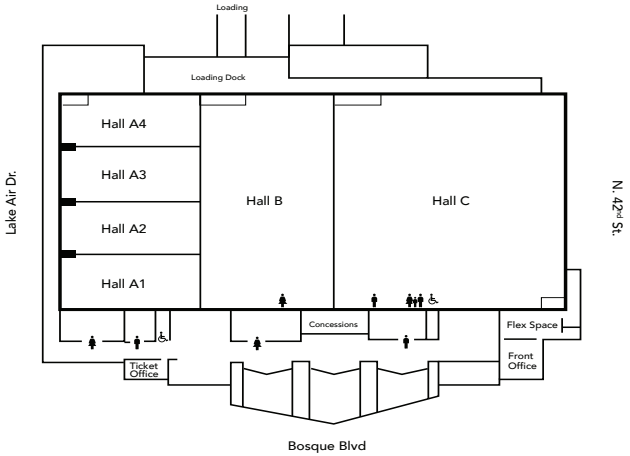


Indoor air-conditioned 125' x 250' arena, 2 warm-up arenas, and an attached 125' x 280' covered arena. The Show Pavilion includes over 450 horse stalls, in addition to the Stall Barn which contains 260 stalls.



BASE AT EXTRACO EVENTS CENTER

The BASE is a Conference Style facility. It can be used as one large room with over 50,000 sq. ft. of space, or the room can be divided into 6 smaller rooms via Air Walls. This Facility is used for Meetings, Tradeshows, Gala/Dinner Events, Sports Tournaments, and more.



SPACE	Dimensions	Sq. Ft.	Theater (Max)	Banquet Rounds 5'	Banquet Rect. 8'	Class-room	Vendor Booths Vert.10'x10'	Vendor Booths Horiz.10'x10'
Meeting Room	29' x 21' x 10'	742	48	32	32	22		
Ticket Office	28' x 13' x 10'	316				12		
Hall A	90' x 150' x 30'	14,033	956	728	800	760	68	68
Hall A1	32' x 90' x 30'	3,577	241	168	144	160	12	13
Hall A2	40' x 90' x 30'	3,561	244	224	192	200	17	16
Hall A3	40' x 90' x 30'	3,561	244	224	192	200	17	16
Hall A4	40' x 90' x 30'	3,334	227	224	192	200	17	16
Hall A1-A2	72' x 90' x 30'	7,138	485	392	336	360	29	29
Hall A2-A3	80' x 90' x 30'	7,122	488	448	384	400	34	32
Hall A3-A4	80' x 90' x 30'	6,895	471	448	384	400	34	32
Hall A1-A3	112' x 90' x 30'	10,699	729	616	528	560	46	45
Hall A2-A4	120' x 90' x 30'	10,456	715	672	576	600	51	48
Hall B	90' x 150' x 30'	13,858	929	728	800	760	72	68
Hall A&B	180' x 150' x 30'	27,891	1,885	1,456	1,600	1,520	140	136
Hall C	150' x 150' x 30'	23,869	1,591	1,248	1,440	1,200	108	124
Hall B&C	240' x 150' x 30'	37,727	2,520	1,976	2,240	1,960	180	192
Hall A-C	330' x 150' x 30'	52,818	3,476	2,704	2,800	2,880	248	260



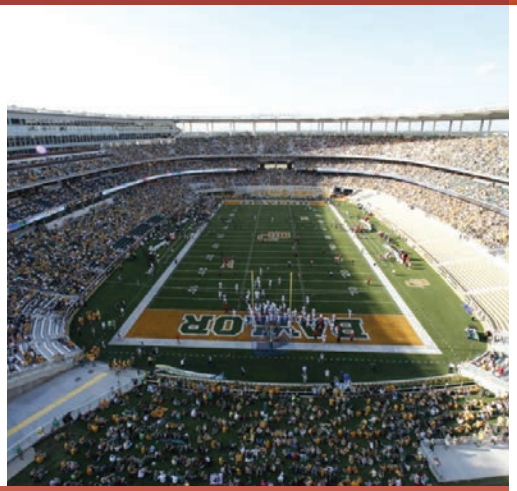
McLANE STADIUM

1001 S M.L.K. Jr Blvd • Waco, TX 76704

254-710-1000 mclanestadium.com

TOTAL SEATS: 45,140

McLane Stadium is a 45,140-seat outdoor arena located on the Baylor University campus. This $266 million, state-of-the-art multi-functional facility hosts world-class music, family, and sporting events throughout the year in addition to Baylor University football games.



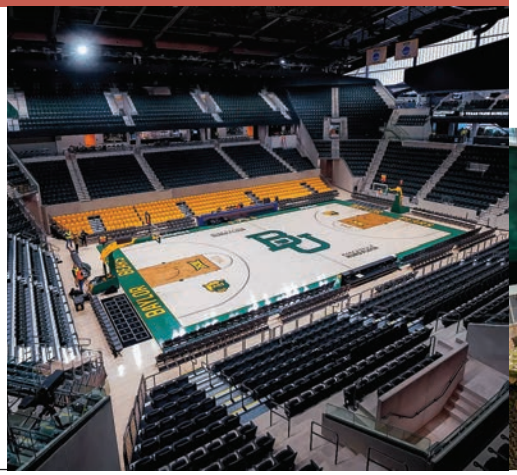
FOSTER PAVILION

650 S University Parks Dr • Waco, TX 76706

254-710-1000 baylorbears.com/sports/foster-forward

TOTAL SEATS: 7,500

Foster Pavilion is a $212.6 million, 7,500-seat state-of-the-art arena in Waco, Texas, that opened in January 2024 as the home for Baylor University's men's and women's basketball teams.





BAYLOR CLUB

1001 S M.L.K. Jr Blvd • Waco, TX 76704

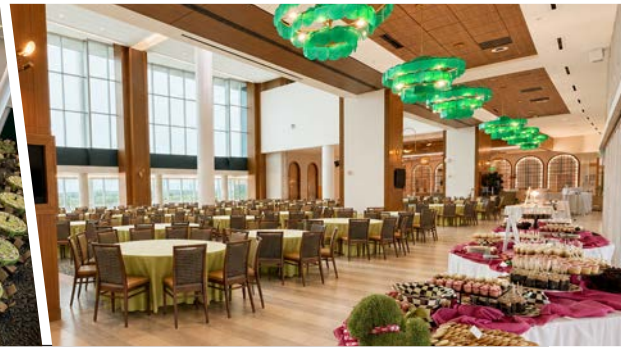
254-710-1000

ovgsocialclubs.com/baylor-club

Located in McLane Stadium, the Baylor Club is an exclusive private club with multiple event spaces accommodating from 10–1,200 guests.

SPACE CHART	Level	Banquet	Reception	Highlights
Ballroom	200	400	500	40' ceilings, floor-to-ceiling windows with view of downtown, built-in a/v capabilities; ideal for galas, weddings, and more
Suite Lounge	400	250	350	30' ceilings, floor-to-ceiling windows overlooking downtown; ideal for business meetings,, receptions, formal dinners
North Lounge	400	80	110	Floor-to-ceiling windows, view of downtown, outdoor patio overlooking field; ideal for smaller meetings, receptions/dinners
President's Suite	500	80	150	Premier space with outdoor balcony and stunning views of the field, Baylor's campus, and downtown; ideal for special events
Press Lounge	500	110	–	Views of downtown and the field; great for casual business meetings, trainings & luncheons
Private Suites	500	30	–	Both suites have views of field; perfect for small receptions, intimate dinners, board meetings, and more







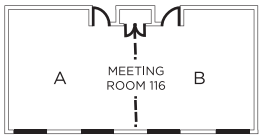
AC HOTEL WACO DOWNTOWN

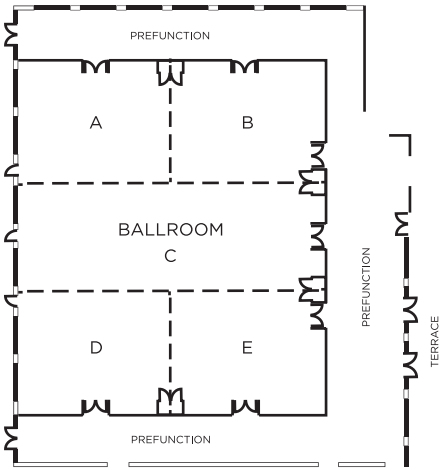
600 Mary Ave • Waco, TX 76701

T 972-837-5783 marriott.com/en-us/hotels/actac-ac-hotel-waco-downtown

TOTAL SQ. FT. OF MEETING SPACE	21,000

SLEEPING ROOMS	182





SPACE CHART	Sq. Ft.	Reception	Theater	Banquet	Classroom	U-Shape	Conference
Barcelona Room (Full)	7,347	700	480	420	320	-	-
Barcelona I	1,280	100	96	60	48	22	20
Barcelona II	1,209	90	84	60	42	22	16
Barcelona III	2,370	175	192	120	102	46	44
Barcelona IV	1,302	100	96	60	48	22	20
Barcelona V	1,221	90	84	60	42	22	16
Catalan i & II	1,067	50	80	50	44	28	24
Catalan I	561	25	40	30	20	12	12
Catalan II	506	20	40	20	20	12	12
Prefunction	3,760	300	-	-	-	-	-
Skyline Ballroom	3,192	250	204	136	144	52	44
Skyline Ballroom I	2,226	200	144	96	96	36	28
Skyline Ballroom II	966	50	60	40	40	20	20
Skyline Terrace	2,260	100	100	80	-	-	-



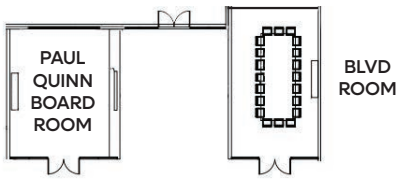
CAMBRIA HOTEL WACO UNIVERSITY RIVERFRONT

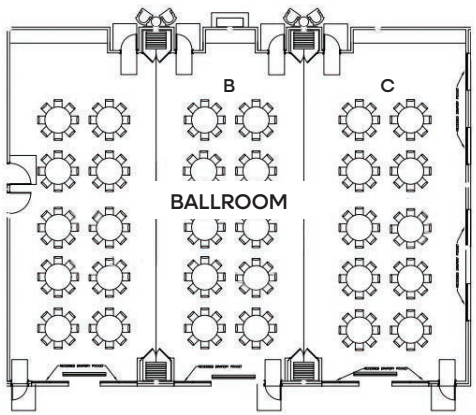
110 S M.L.K. Jr Blvd, Building A • Waco, Texas, 76704

T 713-449-0433 choicehotels.com/txi87

SLEEPING ROOMS	130	TOTAL SQ. FT. OF MEETING SPACE	8,125

SPACE CHART	Sq. Ft.	Reception	Theater	Banquet	Classroom	U-Shape	Conference
Lovers Leap Ballroom	4,500	500	474	375	–	–	–
Revival Room (A)	1,500	167	158	125	103	42	38
Bridges Room (B)	1,500	–	158	125	103	42	38
Magnolia Room (C)	1,500	–	158	125	103	42	38
Paul Quinn Board Room	495	–	–	–	–	–	20
Blvd Room	400	–	–	–	–	–	20











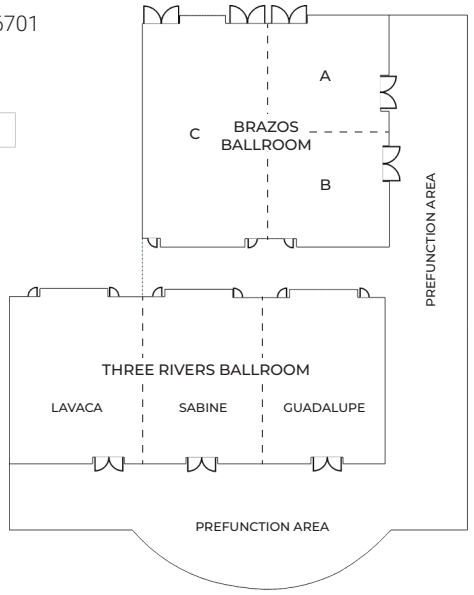
HILTON WACO

113 S. University Parks Drive • Waco, TX 76701

254-754-8484 waco.hilton.com

TOTAL SQ. FT. OF MEETING SPACE	14,724
SLEEPING ROOMS	195





SPACE CHART	Sq. Ft.	Theater	Banquet Rounds	Classroom
Three Rivers Ballroom	3,420	220	180	300
Brazos Ballroom	3,249	200	160	300
Brazos C	1,620	100	80	140
Guadalupe Room	1,140	60	55	90
Lavaca Room	1,140	60	55	90
Sabine Room	1,140	60	55	100
Brazos A	810	40	40	70
Brazos B	810	40	40	70
Skyline Room	888	-	20	20
Rio Grande Executive Boardroom	594			

SPECIAL ACTIVITIES

for groups or spouses

Looking for a new and unique activity? Waco has it!

- Live music at The Backyard
- Tour Cameron Park Zoo
- Scenic boat tour of the Brazos River
- Axe throwing after hours
- Tournament at Topgolf
- Tournament at Cottonwood Creek Golf Course
- After-hours event at Hawaiian Falls
- Shopping at Magnolia Market
- Hang ten at Waco Surf
- Tour of Balcones Distilling
- Drinks at Lucky Buck's Rooftop Bar
- Team building activities:
  - Kayaking
  - Mountain biking
  - 5K walk/runs along the river

Contact our team today to plan your event!


Waco Surf



Shopping at Magnolia


Topgolf

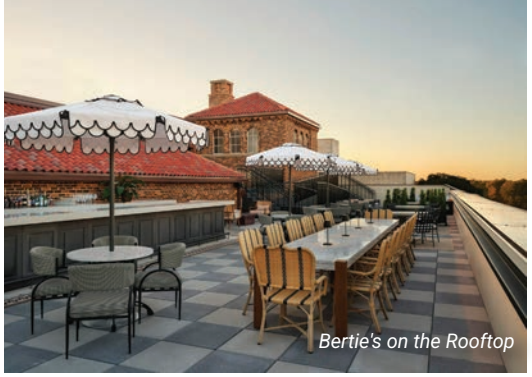

Lucky Buck's Rooftop Bar



Meet in style

Waco's Boutique Hotels Redefine the Event Experience

Hotel 1928



Bertie's on the Rooftop



Hotel Herringbone



Pivovar



Hotel Herringbone

Waco's boutique hotel scene offers meeting planners a refreshing alternative to traditional accommodations, combining memorable design, elevated hospitality, and distinctive dining experiences that help events stand out. Each boutique property brings their own personality and flavor to meetings and events in the heart of Waco.

Hotel 1928 blends historic architecture with modern luxury in a beautifully restored landmark property. The hotel offers refined gathering spaces, upscale accommodations, and thoughtfully curated interiors ideal for executive retreats and VIP experiences. Dining options elevate the stay even further, from Bertie's on the Rooftop at Hotel 1928 to the warm and inviting The Brasserie at Hotel 1928, each designed for both networking and relaxation.

For planners seeking creativity and a more unconventional atmosphere, **Hotel Herringbone** delivers a unique experience built from repurposed shipping containers surrounding vibrant communal spaces. Its walkable campus encourages collaboration and connection, while on-site concepts like Lucky Buck's rooftop bar and the coastal-Mediterranean-inspired Red Herring create relaxed environments perfect for social gatherings and casual networking events.

Pivovar Hotel & Brewery offers a distinctive European-inspired setting centered around authentic Czech hospitality. The property features stylish accommodations, an on-site brewery, beer spa, and the acclaimed Pivovar Restaurant, known for its hearty Czech cuisine and craft beer pairings. For planners looking to create immersive attendee experiences, Pivovar offers built-in opportunities for private tastings, receptions, and memorable group outings.

With bespoke interiors, fresh flavors, and modern outdoor spaces, these boutique properties help transform meetings in Waco into elevated experiences attendees won't soon forget. ■


Aloft Waco


Hilton Waco


Cambria Hotel

HOTEL LIST

	# of Rooms	Total Mtg Space (GSF)	# of Meeting Rooms	Restaurant	Bar	Free WiFi	Fitness Center	Pool	Free Breakfast	TPID Hotel
AC Hotel Waco Downtown 600 Mary Ave • 254.910.8900	182	21,000	13	✓	✓	✓	✓	✓		TPID
Aloft Waco Downtown 900 S. 11th St • 254.870.4644	115	486	1		✓	✓	✓	✓		TPID
Cambria Hotel Waco University Riverfront 110 S M.L.K. Jr Blvd, Building A • 254.347.5511	130	6,300	5	✓	✓	✓	✓	✓		TPID
Camp Fimfo Waco 1000 Chickadee Ln • 254.651.3697	85 cabins	N/A	1	✓	✓	✓		✓		TPID
Candlewood Suites Waco 2700 S New Rd • 254.662.0520	99	400	1			✓	✓	✓		TPID
Comfort Suites Waco North 810 I-35 North • 254.799.7272	94	900	1		✓	✓	✓	✓	✓	TPID
Comfort Suites Waco South 2700 LaSalle • 254.523.6776	74	621	1			✓	✓	✓	✓	
Courtyard by Marriott Waco 101 Washington Ave • 254.752.8686	153	1,248	2	✓	✓	✓	✓	✓		TPID
Days Inn by Wyndham 3120 Jack Kultgen Expwy • 254.633.2638	110	N/A	0			✓		✓	✓	TPID
Element Hotel Waco 2200 N Robinson Dr • 254.452.3111	104	887	1	✓	✓	✓	✓	✓	✓	TPID
EVEN Hotel 110 S M.L.K. Jr Blvd, Building B • 254.633.3836	132	2,100	3	✓	✓	✓	✓	✓		TPID
Everhome Suites Waco 4301 S Jack Kultgen Expy • 254.265.9983	122	1,328	1			✓	✓	✓		TPID
Hampton Inn & Suites Waco South 2501 Marketplace Dr • 254.662.9500	123	1,530	3			✓	✓	✓	✓	TPID
Hilton Garden Inn Waco 5800 Legend Lake Pkwy • 254.633.4233	111	3,800	4	✓	✓	✓	✓	✓		TPID
Hilton Waco 113 S. University Parks Dr • 254.754.8484	195	14,724	8	✓	✓	✓	✓	✓		TPID
Holiday Inn Express Waco Downtown 101 Taylor St • 254.236.6288	110	640	1			✓	✓		✓	TPID
Holiday Inn Express & Suites Waco South 5701 Legend Lake Pkwy • 254.732.1028	120	1,600	2			✓	✓	✓	✓	TPID
Home2 Suites by Hilton Waco 2500 Bagby Ave • 254.752.4400	105	198	1			✓	✓	✓	✓	TPID



Hotel 1928


AC Hotel by Marriott


Pivovar

HOTEL LIST

	# of Rooms	Total Mtg Space (GSF)	# of Meeting Rooms	Restaurant	Bar	Free WiFi	Fitness Center	Pool	Free Breakfast	TPID Hotel
Homewood Suites by Hilton Waco 5620 Legend Lake Pkwy • 254.644.4663	88	1,325	2			✓	✓	✓	✓	TPID
Hotel 1928 701 Washington Ave • 844.244.2006	33	6,600	TBD	✓	✓	✓				
Hotel Herringbone 319 S 4th St • 254.342.2220	21	2,345	1	✓	✓	✓				TPID
Hotel Indigo Waco Baylor 211 Clay Ave • 254.754.7000	111	1,900	2	✓	✓	✓	✓	✓		TPID
Hyatt Place Downtown - *COMING SOON* 301 S 3rd St	113	TBD	2	✓	✓	✓	✓	✓		TPID
Hyatt Place Waco South 5400 Bagby Dr • 254.313.0800	96	701	1	✓	✓	✓	✓	✓	✓	TPID
La Quinta Inn & Suites Waco Downtown Baylor 911 S. 10th St. • 254.756.2929	118	750	1		✓	✓	✓	✓	✓	TPID
Pivovar Hotel 320 S 8th St • 254.736.0112	28	dining section	1	✓	✓	✓				
Quality Inn & Suites Near University 2410 New Road • 254.296.0550	71	400	1			✓	✓	✓	✓	
Residence Inn by Marriott Waco 501 S. University Parks Dr • 254.714.1386	78	N/A	0			✓	✓	✓	✓	TPID
Residence Inn Waco South 2424 Marketplace Dr • 254.294.4586	104	484	1			✓	✓	✓	✓	TPID
Sleep Inn & Suites Hewitt – South Waco 209 Enterprise Blvd • 254.420-3200	66	1,258	1			✓	✓	✓	✓	
Springhill Suites Waco 115 S Jack Kultgen Fwy • 254.301.7239	123	1,500	2			✓	✓	✓	✓	TPID
stayAPT Suites Waco 2340 Creekview Dr • 254.342.2112	87	N/A	0			✓	✓			TPID
Super 8 by Wyndham Waco 1320 S Jack Kultgen Fwy • 254.754.1023	78	N/A	0			✓			✓	TPID
TownePlace Suites Waco South 5621 Legend Lake Pkwy • 254.420.3000	93	822	1			✓	✓	✓	✓	TPID
Tru by Hilton Waco South 2408 Marketplace Dr • 254.294.4888	98	N/A	0			✓	✓		✓	TPID
WoodSpring Suites Waco South 2320 Creekview Dr • 254.777.8319	122	N/A	0			✓	✓			TPID

WACO TOURISM PUBLIC IMPROVEMENT DISTRICT

Event with us.



Motivating Business. Stimulating Growth.

Located only 90 minutes from Austin and Dallas, Waco has attracted major events and conferences with the addition of new hotels that have created over 3,000 rooms.

With multiple large-scale venues such as the Waco Convention Center, Extraco Event Center, and the BASE, event organizers are seeing the benefits of hosting conferences and events in Waco.

Waco TPID Incentive Program

Waco TPID is pleased to offer a new incentive program to meeting and event planners, sports planners, and other large groups.

The program is specifically created to incentivize group or event planners to book guestrooms at Waco TPID member hotels.

Call or email us for more information:



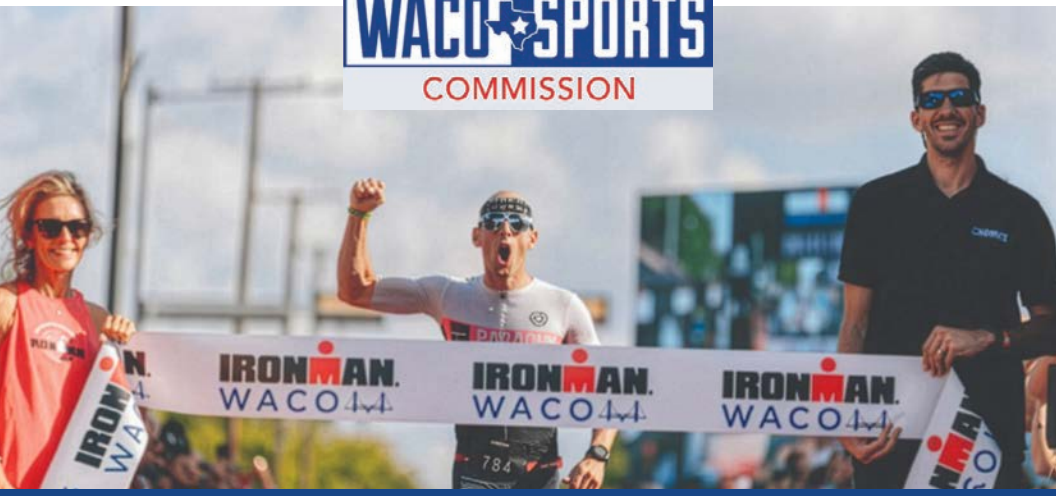
CARLA PENDERGRAFT
Executive Director, Waco TPID
carla@wacotpid.com
WacoTPID.com







GREATER WACO SPORTS COMMISSION



The Greater Waco Sports Commission is Your Premier Partner for Events in the Greater Waco Area

Let the Greater Waco Sports Commission be your liaison between all businesses and organizations within the city and county. We help provide event support such as volunteers, hotel partnerships, and local resource access. Our connections between public and private organizations will be leveraged to be sure your event is a success!

100+ Events Hosted

10,000+ Participants

2,000+ Volunteers

5,000+ Hotels

Let Greater Waco Sports Commission Make Your Next Event a Success!

Ready to Get Started?

Mike Vogelaar, Executive Director
254-757-5638 • info@wacosports.org • wacosports.org



You're welcome

Waco Welcome Center Opens New Location Downtown

Located in the heart of downtown Waco, just one block from the Silos, the newly relocated **Waco Welcome Center** offers meeting planners a unique venue option in one of the city's most dynamic districts. Surrounded by restaurants, shopping, attractions, and entertainment, it provides attendees with an authentic Waco experience within walking distance of many downtown highlights.

The Welcome Center's versatile Hospitality Suite is ideal for board meetings, VIP gatherings, small receptions, and breakout sessions. For larger functions, planners can inquire about expanding into the full Welcome Center venue, creating a flexible and engaging event space.

Beyond hosting meetings, the Welcome Center serves as a valuable planning resource. The knowledgeable tourism team can assist with recommendations for accommodations, dining, attractions, guided tours, and local experiences that enhance attendee itineraries and extend visitor engagement.

Combining convenient downtown access, flexible meeting space, and expert local knowledge, the Waco Welcome Center is a distinctive gathering place that helps connect visitors to the best of Waco. ■



Waco Welcome Center
323 S. 6th Street, Suite 100
254.750.8696
DestinationWaco.org

For more information, contact RebeccaA@wacotx.gov

DESTINATION WACO

Here to serve you!



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COMPLIMENTARY SERVICES

Destination Waco offers a full range of services, including the following:

- Automated hotel rate quotes
- Written bid proposal
- Assistance booking any facility in town
- Waco site tours
- Assistance finding local vendors
- Free bags, pens, and Waco brochures

FOR LARGE GROUPS

For groups with at least 300 hotel rooms peak and 500 rooms total, we offer the following special services:

- Booking Links page at destinationwaco.org upon request
- Special promotional items
- Speaker gifts
- Destination on the Rise Video or Waco Video Available

SCAN OR CLICK TO VIEW SPECIAL OFFERS FOR ATTENDEES!

DESTINATION WACO OFFICE LOCATION
400 Austin Avenue, 9th Floor
Waco, TX 76701

WACO WELCOME CENTER
323 South 6th Street, Suite 100
Waco, TX 76701

MAILING ADDRESS
Destination Waco
PO Box 2570
Waco, TX 76702-2570

waco
TEXAS