

Help Shape the Future of Tourism in Waco

Planning for Waco Forward: Our Destination Strategy is underway — and we need your voice!

WHAT'S HAPPENING?

Destination Waco, in partnership with Solimar International, is developing **Waco Forward: Our Destination Strategy** to guide the future of tourism and destination development in Waco over the next five years.

This planning process will help Destination Waco transition from a traditional Convention and Visitors Bureau (CVB) into a modern Destination Management Organization (DMO) focused not only on marketing, but also on destination development, partnerships, visitor experience, community benefit, and long-term stewardship.

Waco Forward will identify shared priorities, define a vision for tourism, and outline strategies to help tourism support local businesses, strengthen community assets, and enhance quality of life for residents and visitors alike.

WHY IT MATTERS

Tourism is an important part of Waco's economy and community identity. Visitors support local businesses, restaurants, attractions, hotels, events, cultural institutions, and jobs across the city.

As Waco continues to grow, this plan will help ensure tourism develops in a way that reflects local values, strengthens partnerships, supports downtown and district development, and encourages visitors to experience more of what makes Waco unique.

This effort is about more than attracting visitors — it is about building a tourism future that benefits the whole community.

YOUR VOICE IS ESSENTIAL

Destination Waco and Solimar International are committed to a transparent and collaborative planning process. Whether you work in tourism, own a business, represent a community organization, or simply care about Waco's future, your perspective matters. Complete a survey to share your ideas, experiences, and priorities.

Click here or visit
<https://waco-texas.com/dmo> to access the survey.

TIMELINE

JUNE–AUGUST 2026

Stakeholder Engagement and
Situation Analysis Development

SEPTEMBER–OCTOBER 2026

Benchmarking, Gap Analysis, and
Strategy Prioritization

NOVEMBER–DECEMBER 2026

Draft Destination Strategy Development and
Validation Workshop

JANUARY 2027

Final Destination Strategy Delivery

MARCH 2027

Presentation to City Council

LEARN MORE AND GET INVOLVED

Visit the project webpage for updates, participation opportunities, survey links, and planning resources:

<https://waco-texas.com/dmo>

Questions? Contact:

wacoforward@wacotx.gov

Together, we can shape a thriving, sustainable, and community-centered future for tourism in Waco.

DESTINATION

Waco

