



Municipal Information Services

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Information on Spring Break 2018 in Waco

The two weeks of Spring Break brought huge crowds to Waco to visit attractions, attend conferences and stay in our hotels. Waco area schools observed Spring Break during the week of March 4th – 10 while the rest of the state observed Spring Break March 11th – 17th. Listed below are the attendance numbers that City departments reported to Municipal Information:

- The Convention & Visitors Bureau reported that all available hotel rooms from Temple to Hillsboro were booked from Thursday, March 15th through Sunday, March 18th. The CVB was busy throughout the two weeks helping visitors find available rooms.
- The Texas Ranger Hall of Fame and Museum had 5,550 visitors. A slight decrease from last year but still the second best on record.
- The Waco Mammoth National Monument had 9,656 visitors, just a few short of last year's two week's record attendance.
- The Cameron Park Zoo's 2018 Spring Break attendance totaled 54,731. This is a 28% increase over Spring Break 2017. They set an all-time daily admission high on Thursday, March 15th of 7,070.

The information we received from the Magnolia Silos staff is that their three day Silobration event garnered 50,000 attendees with 80,000 attending the Silos over the two Spring Break weeks.

In spite of the threat of severe weather on Saturday, March 17th the Greater Waco Chamber of Commerce estimated their Food Truck Showdown brought 25,000 attendees downtown.

During the same week the Waco Convention Center facilitated or hosted five conventions and several small banquets and multi-day conferences that brought over 4,000 people to our city.

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Waco Transit shuttled 9,543 visitors from remote parking lots at McLane Stadium to the Silos. The regular Silo District Trolley carried 7,094 passengers through the downtown area. They also carried 9,473 zoo visitors to and from remote parking sites.

The new LaSalle street trolley carried 3,327 out to the circle and back.

The Emergency Operations Center was activated on Saturday, March 17th to monitor events and be prepared to provide support in the case of an emergency.

Our Waco Police officers did an amazing job of helping direct the pedestrian, vehicular traffic and provided security or otherwise were keeping an eye on at least nine events around downtown and in spite of the huge number of visitors, there were no reported safety incidents and all visitors were able to have a safe fun experience throughout downtown Waco.

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