



Group Tours Resource Guide



Fall 2026
Spring 2027

Welcome to Your Group Tours Resource Guide!

Fall 26 - Spring 27

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Group Tour Options

Tours

Guided

Mon-Fri only

One hour tour of both historic buildings guided by a Museum Educator.

Includes a bottle of Real Sugar Dr Pepper for each participant.

Requires 7 day notice

Self-Guided

7 days a week

Group members can explore the Museum at their leisure.

Includes a can of Dr Pepper for each participant.

Requires 24 hours notice or by Friday 5pm for Saturday/Sunday

Add-Ons

D-I-Y Dr Pepper Float

A scoop of Vanilla Blue Bell ice cream and Dr Pepper to make into your own Dr Pepper Float!

Pricing:

Base	Per Person
Group Rate (Guided & Self-Guided)	\$10
Add-On Options	
D-I-Y Float	+ \$5



Group Tour Questions

Frequently Asked Question

Reservations

How do I pay for the visit?

Full payment is due to confirm your group's reservation. Payment will be due online via invoice. Accepted payment methods are credit and debit cards. **Purchase Orders are not accepted.** Please inform the Education Team during the booking process if your group requests to pay via check.

Can I change my reservation?

Altering a reservation requires advance notice.

Email education@drpeppermuseum.com for any changes of group trip requests. Please note that changes may not be accommodated due to staffing needs and other reservations. On the day of the trip, nothing on the reservation, other than attendance numbers, may be altered.

What if I need to cancel the trip?

If you have not paid and received a confirmation email from the Museum, you may cancel at anytime. Once your Group Tour is confirmed, a \$50 cancellation fee will apply. The cancellation fee does not apply to cancellations due to emergencies or extreme weather.

How many people can I bring?

The number of people per tour is dependent upon the capacity of the museum and staffing needs. We require a minimum of 20 people per tour. Once you complete the group tour request form, a member of the Education Team will reach out to help determine how your group can be accommodated. Groups of more than 70 people may be expected to split into multiple sessions.

Arrivals

When should I arrive?

Please try to arrive 10 minutes before your scheduled start time to allow for unloading and gathering of the members of your group. If your group arrives earlier than 10 minutes before your scheduled start time, the group leader should head inside to ask the admissions desk if their group can start early. All group members should wait at the green picnic tables. Please note that we cannot always accommodate early starts.

Group tours that are scheduled before the Museum opens to the public do not have the option of an early start.

Where do I check-in?

The group contact should head inside to admissions to inform the host of your group's arrival. A museum staff member will meet you in the courtyard to pass out wrist bands and orient your group.

What if we are running late?

Please text (254) 294-2399 or email education@drpeppermuseum.com. Text is the fastest way to reach staff on the day of your visit.

Parking

Does our visit include bus parking?

Bus parking is available for Guided Group Tours and is subject to availability. Bus parking is not available for Self-Guided Tours. Buses should drop off and pick up in the Bus Parking Area.

Free bus parking can be found at Heritage Square (311 Austin Ave, Waco, TX 76701).

Does our visit include small vehicle parking?

The Museum does have paid parking off 5th street for small vehicles to park in for an hourly rate. Parking spots and fees are not included in your reservation.

Food

Does the Museum have a space where we can eat lunch?

There are two sets of 6ft picnic tables inside the Courtyard, a set of 4 (approx. 24-32 people) and a set of 8 (approx. 48-64 people). These spaces are open to the public, so they are not reservable for tour groups. Groups are more than welcome to eat lunch onsite, but they are not guaranteed space. The Dr Pepper Museum does not procure lunch for groups.

Emergency & Conduct

What if I have an emergency at the Museum?

In the case of an emergency, please inform a Museum Staff member. They are trained to act appropriately and can get in touch with other Museum Staff if needed. Please share this information with all tour group members.

What about group member conduct?

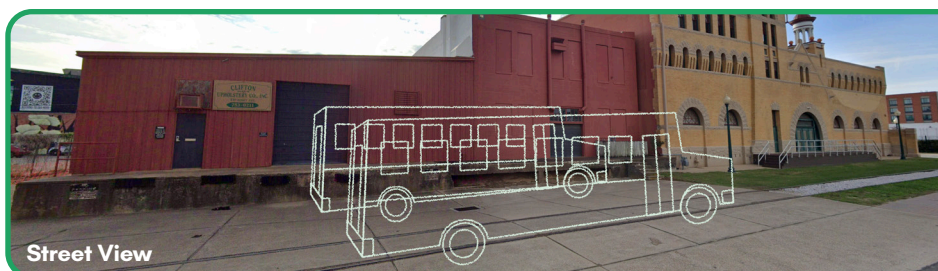
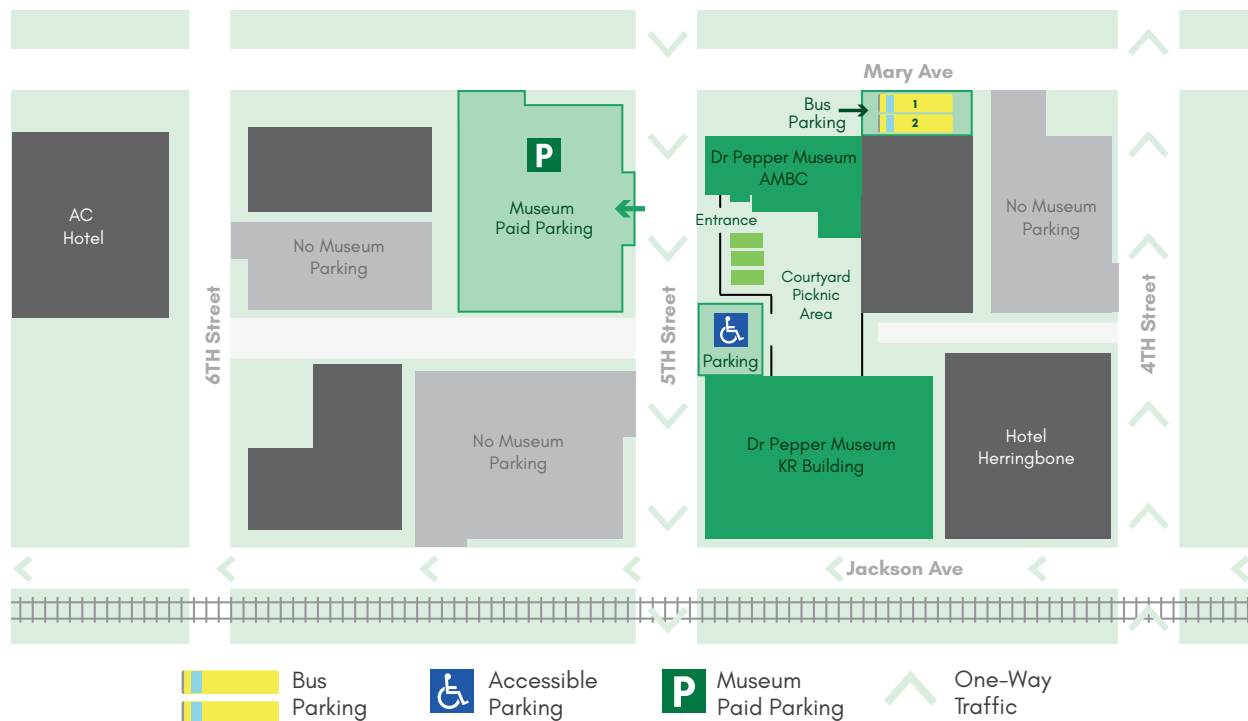
We ask that all group members remain respectful of all guest and staff while onsite. The group leader assumes responsibility for any and all group behaviors.

Other Questions?

Feel free to contact the Education Department at education@drpeppermuseum.com with any additional questions! We're happy to help!

Group Tour Bus Guide

Please provide bus drivers with Bus Guide on the day of your field trip.



Scan QR Code for Bus Parking directions!



Arrival, Drop Off & Parking



- Once on Mary Ave, pull off the street to the designated bus parking area. **Buses should unload in the bus parking area.** If the bus parking is full, please continue on Mary until you take a left on 5th Street. Buses may unload on 5th Street, but may not park there.
- Buses should NOT drop off on the Jackson Ave side of the Museum.



- The Museum has two reserved bus parking spaces along Mary Ave, as shown in the map and photo above. These are reserved on a first-come-first-serve basis for Guided Group Tours. Self-Guided Group Tours may drop off and pick up in the Bus Parking Area, but must relocate to park.
- If your group has more than 2 buses or the bus parking at the Museum is full, additional free bus parking can be found at Heritage Square (311 Austin Ave, Waco, TX 76701).



- The Museum does not offer storage for lunches, coolers, or backpacks. Only water bottles are allowed inside the Museum.

Accommodations

Accessibility, Sensory, Support

Both Museum buildings are wheelchair accessible. Ramps leading to the entrances are available, and there are two elevators in the AMBC Building.

The Dr Pepper Museum also has various resources available and offers accommodations for visitors with sensory needs.



Noise Indicators

Field trips can be overstimulating for all ages. To ensure that everyone is able to enjoy their visit, our exhibits have sticker indicators of higher-noise areas. These are green and white with a headphones icon. Museum Staff can help identify areas of low stimulation or provide a space as a sensory room to allow visitors a break and the space to self regulate as needed.



Sensory Backpacks

The Museum offers KultureCity Sensory Bags free of charge. Each bag includes a pair of noise cancelling headphones, sunglasses, communication cards, and fidgets. There are backpacks available on a first-come first-serve basis. Requests for backpacks can be directed to Museum Staff on the day of your visit or sent to education@drpeppermuseum.com during booking.



When Booking a Group with Special Needs

Please let our Education Team know when booking of any special requirements, i.e. wheelchairs, private areas for medication administration, accessible parking etc. We will do our best to accommodate you. There is no minimum required to book a group tour for a special needs group.



Food Allergies/Dietary Restrictions

Some of our add-ons include the use of common allergens, such as dairy. Please inform the Education Team of any and all allergies and dietary restrictions when booking your group tour. Diet Dr Pepper is available upon request. We do not currently offer a dairy-free float alternative.



Service Animals

The Dr Pepper Museum does allow service animals who are trained to provide a specific service, as defined by the ADA, into both Museum buildings. Emotional support animals and pets are not allowed into the Museum. See the Museum's full pet policy located at drpeppermuseum.com/frequently-asked-questions