

CIRCLE WISCONSIN

2017 TOUR PLANNER

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Culinary Delights

From cheeses to cherries, Wisconsin is a cornucopia of good eating

Natural Splendor

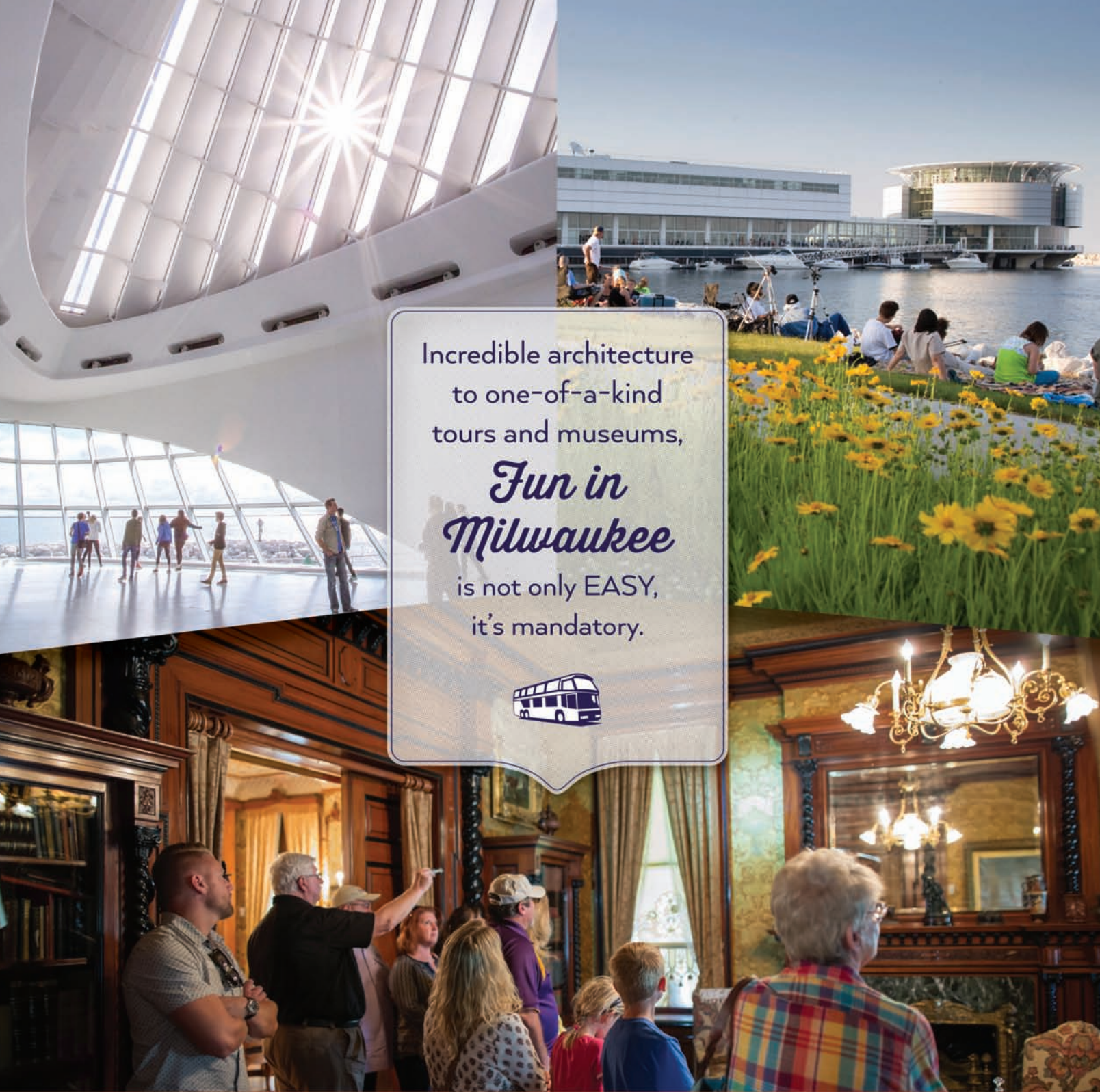
Gardens, zoos and wildlife preserves energize tour itineraries

Fresh discoveries lure travelers to Wisconsin, a state that rolls out the red carpet for groups



On Main Street

Historic towns offer a friendly welcome and peeks into yesteryear



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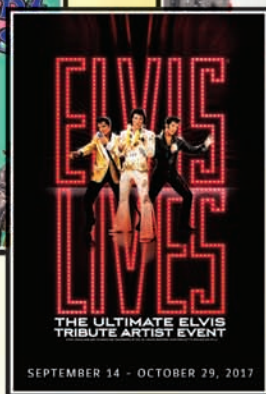
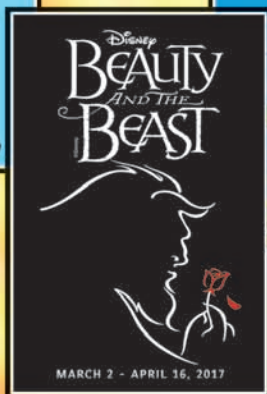
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On The Cover: Cruising along the Wisconsin River with Dells Boat Tours.
(Photo courtesy Wisconsin Dells VCB)



Tomah Cranberries



Wisconsin Maritime Museum



Marshfield countryside



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Welcome to Wisconsin

Wisconsin invites you to discover all the state has to offer to create a FUN and engaging tour for your guests. They'll enjoy **world-class museums, beautiful scenery, delicious dining and wonderful theater experiences.** Native American attractions, European settlement sites and Amish communities tell the story of Wisconsin. From **whooping cranes** and **amazing rock formations** to **lush gardens** and **unique concrete art displays**, the outdoors beckons groups to explore. You'll find festivals and special events throughout the year that celebrate music, the arts, food, the seasons, cultures and more. Small towns and larger cities all offer something memorable to take home.

Take a moment to explore the **Circle Wisconsin 2017 Tour Planner.** Filled with longstanding favorites and some new surprises, the planner is designed to inspire your next visit to Wisconsin. Check out our feature stories that highlight **Wisconsin's Natural Splendors, Historic Main Street Communities** and **Culinary Delights.**

Speaking of good eating, here are some fun Wisconsin food facts:

- The **National Mustard Museum** in Middleton has the world's largest mustard collection, with more than 5,500 varieties.
- The **Hamburger Hall of Fame** is located in Seymour.
- Sheboygan is the **Bratwurst Capital of the World.**
- **Two Rivers** introduced the **first ice cream sundae**, a claim endorsed by the National Register of Historic Places and commemorated by a marker in a downtown park. The sundae (with chocolate sauce) originated in 1881 at a soda fountain that today shares space with a historical museum.

Mark your calendars to join us for the **4th Annual Circle Wisconsin Midwest Marketplace** in Green Bay from April 2-4, 2017. We have a great contingent of group-friendly suppliers, over 90, from around the Midwest ready to meet with tour planners. Contact our office or check out our website at www.circlewisconsin.com for more information.

We hope you find this planner useful and enlightening in putting together your next tour. Our members are eager to meet you and greet your guests. **Regardless of your itinerary, whether it's historical, culinary or a just-because visit, your guests will walk away with memories of FUN in Wisconsin.**

See you on the bus!

Wendy Dobrzynski

Executive Director

wendy@circlewisconsin.com

Eileen Arnold

President, Circle Wisconsin Board

eileen@realracine.com

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SAVOR the FLAVORS of WISCONSIN

From cheese and bratwurst to cherries and cranberries, Wisconsin is a cornucopia of good eating that draws on its ethnic traditions

To gain an authentic taste of Wisconsin, get acquainted with the state's deep agricultural and ancestral roots. Farmstead businesses, scenic drives and creative urban endeavors are all a part of the learning and adventure. Access to world-renowned and unique artisan products is easy when you know where to look.

Wisconsin, long known as "America's Dairyland," churns out billions of gallons of milk every year, most from family farms with an average of 129 cows. About 90 percent of the milk turns into cheese, at least 600 kinds of it, and cheesemakers routinely win more national and international awards than any other state. They also make more cheese than Italy and slightly less than France.

Explore cheese history and diversity in Green County, settled in the mid-1800s by Swiss immigrant farmers. The county boasts more dairy animals (62,000) than people (37,000) and features colorful, wooden 8x8-foot quilt squares on at least 135 barns.

No county is home to more master cheesemakers, whose advanced certification requires three years of study and a European-style apprenticeship. When it's time for a nibble,

head to Monroe's **Alp and Dell Cheese Store**, attached to Emmi Roth USA, a cheese producer whose Grand Cru Surchoix was best of show at the 2016 World Champion Cheese Contest. Morning is the best time to watch working cheesemakers from the glass-walled viewing hall. Expect cheese samples, too, and look for pungent Limburger (Monroe is the only place in the U.S. where it is made).

Wisconsin has 138 cheese plants, more than twice as many as any other state, but most are not equipped to welcome visitors or are too small for a crowd.

Exceptions include **Henning's Wisconsin Cheese**, a fourth-generation cheese factory, store and museum near Kiel that's been in business since 1914. Visit on a weekday morning to taste cheese curds at their freshest and squeakiest. The popular snack is mild in flavor and sold by the bag, but Henning's also makes many cheddar and specialty cheeses.

Include a meal of grilled bratwurst, rouladen, sauerbraten or other German fare at Al and Al's Tavern and Stein Haus, in business since 1961 in Sheboygan. Top off this east-central road trip with ice cream from the farmstead Kelley Country Creamery, near Fond du Lac, where cows responsible for the product graze



Real Racine

Traditionally dressed servers present authentic Scandinavian meals at Al Johnson's Swedish Restaurant & Butik in Sister Bay, Door County.

Al Johnson's Swedish Restaurant & Butik





Bill Wyss



Emmi Roth USA plant in Monroe is adjacent to Alp and Dell Cheese Store. Milwaukee Food & City Tours takes guests into bakeries and other independently owned shops.



SAVOR the FLAVORS of WISCONSIN

within view from rocking chairs where customers linger.

Be sure to visit Al Johnson's Swedish Restaurant & Butik in Sister Bay where goats graze seasonally on the roof and breakfast is served all day (try the Swedish pancakes, topped with lingonberries). On the Scandinavian Cold Buffet Plate are sliced meats, cheeses, pickled herring, pickled beets and cottage cheese.

Door County's production of the tart Montmorency cherry ranks among the highest in the nation. Cherry trees usually blossom in May and picking season begins about 60 days later. Several orchards offer a pick-your-own option, but availability of cherry products and meals featuring Door County cherries extends year-round. That includes the White Gull Inn in Fish Creek, where cherries are added to pancakes and French toast, a breakfast rated best in America by ABC-TV's "Good Morning America."

Home of Cherry De-Lites, Door County's famous dried cherries, **Country Ovens** is a Wisconsin staple and the perfect place for a delicious snack. Viewing windows and video tours show visitors how the cherries are dried and packaged, and the adjacent showroom is open for free samples of cherry juice, chocolate-covered cherries and cherry salsa.

For dinner, the flashy fish boil draws a crowd at the **Rowley's Bay** and other Door County restaurants, especially during summer. Whitefish and red potatoes come to a boil in a big kettle placed over an open fire; then a flash of flames causes the boil over of fish oils, leaving a tasty stew of a meal that traditionally ends with a slice of cherry pie.

Whitefish, plentiful in the upper Great Lakes, also shows up on Northwoods Wisconsin menus as the star of the **Friday fish fry**. For many Wisconsinites, the fish fry is a weekly dining tradition in taverns and restaurants. Fish is breaded or dipped into a beer batter before hitting the fryer, then usually served with fries or potato pancakes, slaw and bread. **Paul Bunyan's Cook Shanty** in

Wisconsin produces more than half the nation's cranberries. Marshes in the Wisconsin Rapids area provide the tart fruit for regional festivals held during fall harvest time.





Real Racine



Kelley Country Creamery

Groups in Racine can tour a bakery that makes kringle, an oval-shaped Danish pastry. Right: A picture-perfect sundae at Kelley Country Creamery, near Fond du Lac.

Wisconsin Dells sets up tour groups with all-you-can-eat fish-fry meals; up to 350 diners are seated at once.

In central Wisconsin, cranberries are a popular crop that turns a brilliant red when berries in bogs ripen during autumn. Festivals from Eagle River to Tomah celebrate the harvest; little Warrens (Monroe County) hosts the world's largest cranberry festival during the last full weekend of September.

Tour the **Wisconsin Cranberry Discovery Center** in this village of 360 residents any time of year. The museum explains berry production, and cranberry bog visits are possible during the harvest season. Sample cranberry products in the center's old-time ice cream parlor and add lunch or a wine tasting.

A 50-mile route in the Wisconsin Rapids area, nicknamed the **Cranberry Highway**, skirts around farms, cranberry beds, clusters of trees and Sandhill Wildlife Area. It is an especially pretty drive from late September to late October, when fall colors deepen.

Autumn is apple-picking time, too. Consider **Apple Holler**, near Racine, a fun destination to pick your own bushel and tour the 78-acre

farm. Learn to bake bread, make jam or simply play a few rounds of bingo and visit farmyard animals. Hayrides, campfires, meals served family-style and shopping for butters and syrups are other options.

For a taste of ethnic pride, check out the pizza and pastas at the third-generation Wells Brothers in Racine, a modest neighborhood restaurant that began business in 1921. Racine bakeries specialize in kringle, a Danish pastry filled with fruit, nuts or sweetened cream cheese. The oval-shaped treat looks like a coffecake and takes three days to make because of all the times dough is rolled, folded with butter and set aside. Kringle is the official state pastry.

Milwaukee Food & City Tours offers a tour of Racine with three iconic kringle stops that include a demonstration, samples and bakery shopping. Celebrating its 10th anniversary in 2017, the company has a variety of tours that explore Milwaukee neighborhoods originally settled by Italian, Irish, Polish and German immigrants, all with enough tastings to constitute a meal.

These and other special tastes of Wisconsin are everywhere, in all courses and all corners of the state. 🇺🇸

Tour groups can learn about cranberry growing and harvesting by going out into the bogs at Glacial Lakes Cranberries, located about 15 miles west of Wisconsin Rapids.





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Cheese is, of course, a delicious tradition in Wisconsin. There are nearly 100 cheese factories across the state, including famous locations like Colby. Lesser known but equally impressive are Wisconsin wineries, some of which have won national and international awards. Wine and cheese is a great combination. Check out some of the finest wineries and cheese factories Wisconsin has to offer.

MORE CHEESE, PLEASE

As one might expect for a state known for originality, there is no shortage of creativity among Wisconsin's cheesemakers. Some 60 cheesemakers are currently producing more than 600 different types of cheese, including hundreds of complex, one-of-a-kind artisanal, farmstead and organic varieties made by hand in small batches. But lest you get overwhelmed keeping track of all of this glorious cheese, they all fall into a handful of delicious categories:

- Blue cheese has characteristic blue or green streaks of flavor-producing (and harmless) mold throughout the interior. This veining typically gives blue cheese an assertive and piquant flavor.
- Hard cheeses are well-aged, easily grated and primarily used in cooking. Examples include Parmesan, Romano and Asiago.
- Pasta Filata cheeses have curds that are heated and stretched or kneaded before being molded into shape. The cheese stretches when melted – think of mozzarella, provolone and string.
- Processed cheeses are a blend of fresh and aged natural cheeses that have been shredded, mixed and heated with an addition of an emulsifier salt, after which no further ripening occurs.
- Semi-hard cheese is just what it sounds like. Examples include classic cheeses like Cheddar, colby, Edam and Gouda.

- Semi-soft cheeses are made with whole milk and melt well when cooked. These grilled-cheese ready cheeses include brick, Muenster, fontina and havarti.
- Soft and fresh cheeses have a high moisture content and lactic acid cultures. This category includes cheeses like cottage cheese, cream cheese, feta, mascarpone, ricotta and queso blanco.
- Soft ripened cheeses are named for their soft body and include Brie and Camembert.
- Cheese Curds. Yellow or white, fried or fresh, seasoned or plain, but always a tasty treat. Wisconsin cheese curds are usually made from fresh cheddar, mozzarella, or Colby, and yes, they really do squeak when you eat them! We like cheese-curds so much, Ellsworth even has a fun and food-filled weekend to celebrate them, every year in June the town celebrates Ellsworth Cheese Curd Festival.

WISCONSIN WINE TOUR

Wisconsin has been on the winemaking map since the mid-1800s, and today about 800 acres of grapes are grown for use at more than a hundred wineries across the state. Pioneers in the industry cultivated cold-hardy grapes and learned to use the many fruits grown in the state to make sure their crops were suited to Wisconsin's climate

Today, the state has evolved into five winemaking regions: Fox Valley, Door County, Driftless, Northwoods and Glacial Hills.

Here's a look at the wines and grape varieties Wisconsin is producing:

- Whites: Brianna, Chardonnay, Chenin Blanc, Edelweiss, Frontenac Gris, Gewurtraminer, LaCrescent, LaCrosse, Louise, Muscat/Moscato, Pinot Grigio, Pinot Gris, Prairie Star, Riesling, Sauvignon Blanc, Seyval Blanc, St. Peppin, Traminette, Vidal Blanc, Vignoles, White Zinfandel.
- Reds: Barbera, Cabernet, Cabernet Franc, Cabernet Sauvignon, Concord, De Chaunac, Frontenac, Malbec, Marcehal Foch, Marquette, Merlot, Montepulciano, Petit Sirah, Pinot Noir, Rougeon, Sabrevois, Sangiovese, St. Croix, Syrah, Shiraz, Tempranillo, Zinfandel.
- Fruit Wines: Apple, apricot, black currant, blackberry, blueberry, boysenberry, cherry, cranberry, elderberry, grapefruit, kiwi, lemon, lingonberry, mulberry, peach, pear, pineapple, plum, pomegranate, pumpkin, raspberry, strawberry, watermelon.
- Other: In addition to a wide variety of reds, white and fruit wines, in Wisconsin you'll also find rosé (blush) wines, ciders and perries made from apples and pears, mead created by fermenting honey, and drinks for dessert like sparkling wine, port and ice wine. If you're looking for something unique but still sweet, try clover, dandelion or maple syrup wines. How about wine made with veggies like onion or rhubarb? You can find it in Wisconsin!





The Paine Art Center and Gardens in Oshkosh is both a historic lumber baron mansion open for touring and an English-style estate garden that features thousands of plant species.



WISCONSIN'S NATURAL SPLENDOR

Gardens, zoos and wildlife preserves energize tour itineraries with a breath of fresh air

Wisconsin's natural beauty knows no bounds. Nestled between two Great Lakes and the mighty Mississippi, the state boasts a bounty of outdoor pleasures. From gorgeous gardens and ecological sanctuaries to worthy wildlife refuges and curated zoos, there are ample opportunities to connect with nature.

At the **Paine Art Center and Gardens** in Oshkosh, four acres feature 20 different garden areas, with everything from a traditional, manicured garden to more informal and contemporary landscapes. In April 2017, construction of the new \$2-million formal garden will begin, and by August this new English country estate-styled garden will be complete with two fountains, arbors and more. Every year, the annual gardens change so that visitors never experience the same garden twice.

By the end of summer 2017, the \$5-million Grand Garden, with its outdoor amphitheater and five structures, will be completed at the **Green Bay Botanical Garden**. Plants were selected because

they thrive in the Upper Midwest. That means these lovely gardens can be enjoyed in all four seasons. With wooded trails, natural areas and display gardens, there's something for everyone. Horticulturalists working on the grounds often answer questions and help visitors explore beautiful and unusual plants they might grow in their own yards.

Forty acres of botanical beauty await at **Boerner Botanical Gardens** in Milwaukee. With more than 500 varieties of roses, wetlands, herb gardens and one of the state's largest crabapple collections, it's hard to pick a favorite bloom. One of the best times to visit is on Sundays with its delicious catered brunch, but docent-narrated programs can be arranged anytime, including a special Plants of the Bible tour. If you can't decide between visiting a Japanese garden and a French formal garden or an Italian garden and an English cottage garden, then head to the **Rotary Botanical Gardens** in Janesville, where all of these international themed gardens can be enjoyed in its 20 acres. A koi pond,



Visit Milwaukee

The Giraffe House is one of the Milwaukee County Zoo's signature exhibits.

WISCONSIN'S NATURAL SPLENDOR

a children's garden and even a sculpture garden are highlights among 24 different garden styles.

Old World Wisconsin, an outdoor living history museum near the village of Eagle in Kettle Moraine State Forest, is a state historic site that showcases the history of immigrant groups that settled Wisconsin in the late 19th and early 20th centuries. See costumed interpreters portraying a Welsh shopkeeper, Irish laundress, Norwegian wagon maker and Bohemian shoemaker.

The attraction has dozens of buildings erected by immigrants and 10 working farmsteads with rare breeds of animals. The fields and gardens are planted with heirloom varieties of fruits, vegetables, herbs, grains and flowers.

Bald eagle spotting is a big attraction for visitors to the Mississippi River Valley. With gorgeous bluffs and waterscapes, the Great River Road follows the mighty Mississippi through 33 river towns. Explore the rich culture and history of these riverside communities and stand right in the footsteps of explorers Marquette and Joliet at the confluence of the Mississippi and Wisconsin rivers. Or check out the often whimsical, self-taught art at the Dickeyville Grotto.

While the National Mississippi Wildlife Refuge spans four states – Wisconsin, Minnesota, Iowa and Illinois – it marks its center in **Prairie du Chien**. Established in 1924 for fish, wildlife and plants, the refuge is a breeding ground for migratory birds. As such, birders are amazed at the waterfowl that flock and fly through this lush landscape.

Your group can paddle the same waterways as French voyageurs on the St. Croix National Scenic Riverway. For 200 miles, the river is surrounded by campsites and landings ideal for multi-day excursions, and helpful rangers can point out archeological



Janesville CVB





The China Lights spectacular returns to Milwaukee's Boerner Botanical Gardens this fall (Sept. 22-Oct. 22, 2017). Inset, left: Rotary Botanical Gardens, Janesville. Right: Horicon Marsh.



Greater Green Bay CVB



Groups enjoy Vanderperren English Cottage Garden at Green Bay Botanical Garden.

sites for Ojibwe tribal tools and hundreds of wildlife species.

Birds are the main attraction at **Horicon Marsh** in Mayville. One of the nation's best birding spots, this 33,000-acre preserve attracts more than 300,000 birds of more than 300 different species annually, and you're likely to see everything from the common Canada goose to the rare trumpeter swan. Best times for birding are in fall and spring, when flocks migrate. Besides the birds, stop by the Horicon Marsh Explorium, where interactive exhibits show how this wetland evolved. Guided boat tours and both canoe and kayak rentals are also available.

With more than 330 species conserved and protected on 200 acres of wooded and landscaped lands, the **Milwaukee County Zoo** is nationally recognized. The zoo offers animal encounters of all kinds, but one of the most intimate is the MillerCoors Giraffe Experience, where you can hand-feed these African long-necked beauties from May through October. Enjoy the Birds of Prey show, Safari train, Oceans of Fun seal and sea lion show, and much more at the state's largest zoo. Every summer, special exhibits are arranged – like animatronic dinosaurs and larger-than-life bugs – and special events are offered throughout the year.

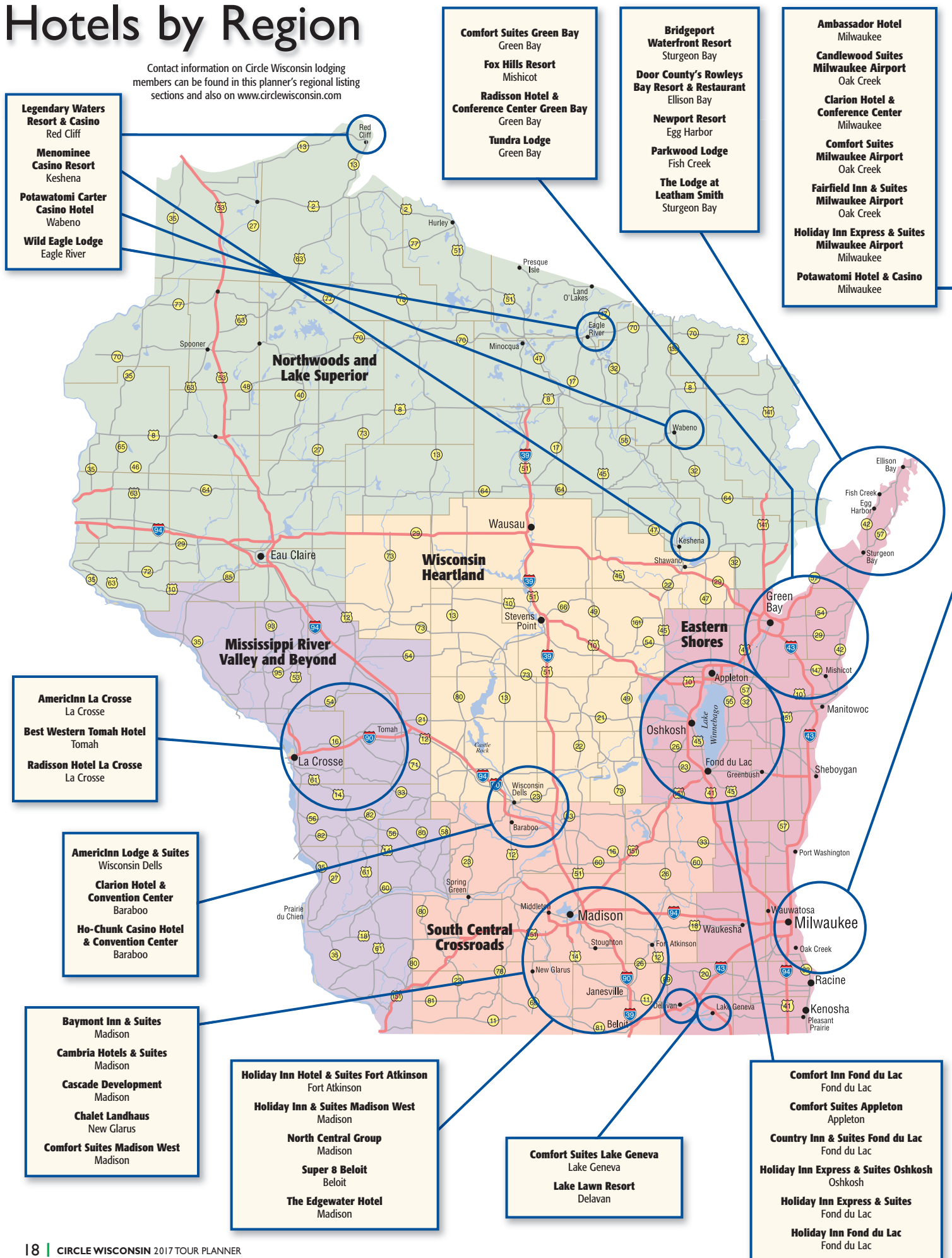
A more intimate, year-round zoological experience can be enjoyed at the **Wildwood Zoo** in Marshfield.

This 60-acre zoo was founded in 1904 when some city utility workers started taking care of two black bears and in 1910 it became the mayor's job to care for the zoo animals. Though the mayor no longer has zookeeper duties, the zoo still features quite a collection of North American animals. Bears are still a draw, with the Kodiak bears being visitor favorites. Enjoy lynx, cougars, fox, deer and elk among other animals. Smell, taste and touch the flowers and plants in Wildwood's Sensory Gardens.

Whether you seek to commune with flowers or fowl, Wisconsin's natural beauty beckons visitors to enjoy and experience. 🇺🇸

Hotels by Region

Contact information on Circle Wisconsin lodging members can be found in this planner's regional listing sections and also on www.circlewisconsin.com



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HISTORIC MAIN STREET COMMUNITIES



Randy Mink

The best history lessons embody a strong sense of place and it's a bonus when the setting is a charming city whose residents take pride in sharing stories about what makes their hometown special.

Within historic districts are restored mansions and mills that celebrate long-ago architecture and lifestyles. Boutiques, restaurants and museums give new purpose to century-old buildings. Others are open for tours.



Downtown sidewalks invite shoppers and sightseers to experience reminders of yesteryear

Corn on the Curb, an August bash loaded with great food, live music and local pride, enlivens downtown Stevens Point. Below, left: New Glarus celebrates Swiss-style.

Kimberly Mozuch

The population is less than 15,000 in most of Wisconsin's Main Street communities, but each demonstrates a big-time commitment to preservation. Expect a friendly welcome when roaming their inviting main streets and city sidewalks.

Artists, antique collectors and more do business in 70-plus shops on and near Washington Avenue in downtown **Cedarburg**, 20 miles north of Milwaukee. Count Cedar Creek grist and woolen mills from the mid-1800s among the area's best-preserved limestone buildings; the latter is a retail hub known as Cedar Creek Settlement, where tours and tastings are offered at the Cedar Creek Winery.

At least 200 structures are deemed historically significant in the city's two historic districts. Inside the General Store Museum, an

1860s wooden building, is the Midwest's largest array of antique advertising art. Cedarburg Art Museum is a red-brick mansion from 1898.

The **Wisconsin Museum of Quilts and Fiber Arts** exhibits vintage and contemporary collections on a converted farmstead. Just outside of town is the last covered bridge in Wisconsin and the hamlet of Hamilton, known for its attractive stone buildings.

For an eclectic mix of architecture, head 40 miles south of Milwaukee to Burlington, where the White and Fox rivers meet. Look for the many styles of grand houses and churches in and near Kane Street Historic District.

A pioneer log cabin and 1840 brick schoolhouse are open for tours, but one word sums up the sweetest of the city's history:

HISTORIC MAIN STREET COMMUNITIES

chocolate. The community that began as Foxville is nicknamed “Chocolate City, USA” today because a longtime Nestlé factory produces millions of pounds of candy and cocoa per year. Chocolate Experience Museum explains more, and ChocolateFest draws thousands during Memorial Day weekend.

The annual Burlington Liars Club contest began in the 1930s and attracts entrants from around the world. Read championship lies on the self-guided Tall Tales Trail; some plaques are between specialty shops downtown. That’s where you’ll also find a museum devoted to spinning tops, logic puzzles and yo-yos.

Swiss heritage defines downtown **New Glarus**, settled in 1845 by immigrants in search of a New World location that looked and felt like

Museum, the keeper of authentic Swiss art and handicrafts.

Portage was Wisconsin’s third-oldest settlement and a major trade center in the mid-1800s because it is near the center of the state and at an important portaging spot, between the Fox and Wisconsin rivers. A city ordinance makes historic preservation a priority and many of the original Victorian buildings enrich the Historic Downtown Retail District.

Explore the 1832 Historic Indian Agency House at Fort Winnebago and meander the 225-acre site’s nature trail and garden. Guided tours describe the role this site played in westward expansion and forever changing Native American lives.

The home and writing studio of Zona Gale, a 1921 Pulitzer Prize winner, is The Museum at the Portage. Self-guided and docent tours explain the author’s life, local history and unique building features.

Where was the Republican Party born? A modest, white



Cedarburg, 20 miles north of Milwaukee, serves up small-town ambiance in a historic setting. Portage landmarks include the 1832 Historic Indian Agency House at Fort Winnebago.

home. Farming, cheesemaking and ethnic festivals put the area on the map as “America’s Little Switzerland.” Look for herds of Brown Swiss cows that wear bells around their neck while out to pasture.

Downtown businesses resemble Swiss mountain chalets, and the village’s tiny population – 2,200 – belies its ability to hold a traveler’s attention for hours. Swiss and German cuisine, including schnitzels and fondues, draw tour groups to **New Glarus Hotel Restaurant**, a cozy spot housed in a former hotel built in 1853, and the 67-room **Chalet Landhaus Inn**, a magnificent specimen of Alpine architecture that is large enough to accommodate bus tours; both restaurants can arrange Swiss-style entertainment. Buy almond horns and bratzeli cookies at New Glarus Bakery, in business since 1910, and bring home reminders of Switzerland at Esther’s European Imports.

The 1942 Swiss Historical Village Museum’s 14 buildings – from a cheese factory to a firehouse – explain the life of village founders. Tour the three-floor Chalet of the Golden Fleece

schoolhouse in **Ripon** hosted the first meeting in 1854 of what would become a political movement that remains with us today. Tours of the National Historic Landmark can focus on political history, the history of one-room schools or Ripon history.

The mix of casual, edgy and artsy Italianate businesses in the downtown Watson Street Historic District is influenced by the presence of Ripon College, a private liberal arts school since 1851. Campus tours, by appointment, include a college history museum that is in one of three original limestone buildings.

Much of the city’s historic architecture remains intact elsewhere, too. Look for the grandeur of Victorian “painted ladies” in a residential area south of downtown. Maps for walking tours are available.

Chippewa Falls exists because of the energetic Chippewa River, a major player in the city’s success as an innovative community. A riverfront lumber mill was the largest in the world in the late 1800s, during the heyday of logging. Brewing of

Leinenkugel's beer began riverside in 1867 and continues today, making Leinie Lodge a popular stop for tours, tastings and souvenir shopping.

Native son Seymour Cray invented the world's first super-computer and his computer collection is a star at the downtown Chippewa Falls Museum of Industry and Technology. Within walking distance is a county history museum in a four-story, 1881 church convent.

A lot happens along and near North Bridge Street. That includes shopping at The Brown Barn Company, which sells lotions and body butters that are made with botanicals from the owner's nearby farm. Tour Cook Rutledge Mansion, a long-ago lumber baron's home that is almost riverside.



special interest to visitors are Itasca Leathergoods, which sells handcrafted moccasins, and the decades-old Moccasin Bar, known for its vast and sometimes-odd collection of taxidermy.

Ice cream since 1954 is made and sold at West's Hayward Dairy. Old Southern BBQ, a newer business, was started by Dave Anderson, founder of the Famous Dave's restaurants.

Lumberjack shows are a proud reminder of Hayward heritage, but the unique downtown attraction is a 40-foot-tall replica of the feisty muskellunge, Wisconsin's state fish, at the National Freshwater Fishing Hall of Fame and Museum.

Historic Main Street in **Shawano**, located northwest of Green Bay, delights tour groups with its antique and specialty shops. A few blocks from the courthouse is Shawano

The southern Wisconsin town of New Glarus, dripping with Alpine charm, offers delightful shopping and places to sample Swiss foods.



Benjamin Cohen

Dropping into the shops and eateries along historic Oneida Street, Minocqua's main drag, is part of the fun of visiting this friendly town in Wisconsin's Northwoods.

Much of **Minocqua**, a historic lumberjack town in Northwoods Wisconsin, was destroyed by fire in 1912. That led to a surge of rebuilding and long-term preservation along Oneida Street, the main drag today. Look for blue signs in front of the most historically significant properties.

Prepare for a big variety in dining: pizza at Alexander's to supper club dining at Polecat & Lace. Boutique offerings are also diverse: Must-stop shops include Imaginuity, a specialty toy store, and Earth Goods, where you can buy pottery or make it.

Immersing yourself in local history means watching a lumberjack or water ski show (the local Min-Aqua Bats are the oldest water ski teams in the nation). The city's name refers to "noon-day rest" in Ojibwe language, and droves of visitors are drawn to the pristine area because of Lake Minocqua fishing, swimming and boating.

About 100 miles west is **Hayward**, another logging community that mixes rugged and refined living in its historic downtown. Of

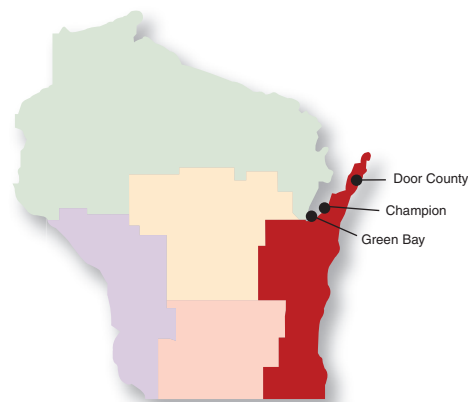
County Heritage Park, a collection of seven museum buildings, including an 1871 house original to the site, an 1895 schoolhouse, a reconstructed log cabin, church and railroad depot. At Twig's Beverage, a company that bottles specialty sodas, visitors can tour a museum full of soda memorabilia, see the production line in action, and belly up to the tasting bar for samples of the original Sun Drop, Farmer's Brew Butterscotch Root Beer and flavors like blue raspberry, black cherry and caramel apple.

You'll likely find Amish bakery goods sold at festivals and various outlets around Shawano because many Amish families live on farms in the nearby village of Bonduel, which is home to Amish stores. The Shawano Country tourism area is Wisconsin's Barn Quilt Capital, with more than 300 barns sporting painted quilt patterns

All is proof that fascinating history lessons are just waiting to be told, regardless of the direction roamed in Wisconsin. 🇺🇸

Best of Green Bay and Door County

Eastern Shores North offers Oneida lore and Packers football, classic cars and cherry treats



day 1

GREEN BAY

Travel to Green Bay to the **Oneida Nation** after exploring Wisconsin's Amish country with a visit to a store and egg farm. Learn about the history and culture of the Oneida people on your stop at the Oneida reservation. Then it's on to explore America's railroad heritage at the **National Railroad Museum**. The museum displays over 70 pieces of equipment including the Union Pacific "Big Boy" – one of the world's largest steam locomotives.



Oneida Nation Smoke Dancers

day 2

DOOR COUNTY

From sunrise to sunset your second day takes you on a special exploration of **Door County** – a peninsula situated between two bodies of water – Green Bay and Lake Michigan. First stop is Sturgeon Bay at the **Door Peninsula Winery** – Wisconsin's oldest and largest winery. Enjoy a guided tour and a restaurant featuring local food, over 50 wines and a distillery. Then head north to Ephraim to explore five museums that share the heritage of this historic community. Your tour includes a store, cabin, schoolhouse, barn and home all run by the **Ephraim Historical Society**. No visit to Door County would be complete without a fish boil and some cherry pie for dinner! Top off the evening with Door County's theatrical treasure – **Peninsula Players Theatre**. Presenting Broadway-quality comedies, drama and musicals in an enchanting setting, the Players is the oldest professional resident summer theater in America.

day 3

DOOR COUNTY CHAMPION, GREEN BAY

Wake up seeing yourself in the Door Peninsula light and exhale some stress and worries away. Then just south of Door County you'll come upon the community of Forestville, home of **Country Ovens**. Here you'll sample Door County Cherry De-lite Dried Cherries and shop for all products made from this delicious fruit. Continue your rural drive to **The National Shrine of Our Lady of Good Help** – the only Vatican-approved apparition site in the U.S. Take time to reflect and meditate at the church, shrine and museum shop. Then it's on to Titledown USA to be inspired by the rich history of the Green Bay Packers at the 15,000-square-foot, two-level **Green Bay Packers Hall of Fame** at Lambeau Field. Make education fun with interactive exhibits using the latest technology and a treasure trove of artifacts. Go Pack! After you have fully immersed yourself in green and gold, head to **Heritage Hill State Historical Park** to interact with interpreters who bring bygone eras to life in historic buildings in four distinct areas of the park. This experience will shed light on northeastern Wisconsin's rich heritage.

day 4

GREEN BAY

Wake up, rev up your engines and turn on your brights at **The Automobile Gallery**, where "The Automobile is Art." The museum features over 50 unique autos and is dedicated to educate, inspire and share the passion with car enthusiasts everywhere. 🇺🇸



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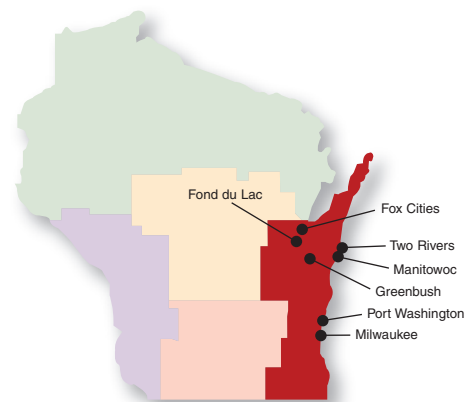
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Eastern Wisconsin Odyssey

Highlights of this circuit from Milwaukee include a maritime museum, goat farm, supper club and craft brewery



Wade House Re-enactment

day 1

MANITOWOC, TWO RIVERS

Just 35 minutes north of Milwaukee you'll find the perfect blend of culture and recreation, big-city comforts and small-town charm in **Washington County**. The view from historic Holy Hill includes gentle rolling landscapes carved by glaciers, inland lakes and woodlands. You'll discover a German settlement with a bell museum, an antique mall, a Christmas market, garden shops, specialty food emporiums, a museum featuring Wisconsin art, an alpaca farm, a car museum, dining and shopping! From there you'll travel northeast and find a submarine moored at the state's largest maritime museum. **Manitowoc & Two Rivers** welcomes you with adventure and fun touring an interactive farm, cheese factory, historical villages and live performances.

day 2

GREENBUSH, FOND DU LAC

Just a little ways down the road from Manitowoc you'll come upon the **Wade House** in Greenbush. There you'll start your tour at the new Wesley W. Jung Carriage Museum and Visitor Center featuring the state's largest collection of horse-drawn vehicles. Find out how your relatives lived before indoor plumbing and electricity. Tour this stagecoach hotel, sawmill and blacksmith shop. After a trip back in time, venture on to a family-owned, one-of-a-kind, modern agricultural venue. **LaClare Farms** has over 400 goats and makes award-winning cheese from their milk. Stay for a late lunch in their cafe serving locally produced products and then tour the goat barn and view the milking of the goats. Your tour of **Fond du Lac** and the Lake Winnebago region would not be complete without a stop at one of Wisconsin's famed supper clubs with front-row seats to spectacular sunsets, brandy old-fashioned and ice cream after-dinner drinks.

day 3

FOX CITIES, PORT WASHINGTON

Rise and shine for today's trip to the Fox Cities, which spans over 20 communities in the greater Appleton area. Your tour takes you to towns along the Fox River. Known as "Wisconsin's Shopping Place," the **Fox Cities** features locally-owned boutiques, antique and resale shops, and a mall with over 150 stores under one roof. This area is rich in museums, cheese and chocolate. Your tour now heads south and east. Book a special treat for your group at **Memories Dinner Theater** in Port Washington. This live entertainment destination is set in a rustic 1930s ballroom hosting the best in dinner theater, audience-interactive murder mysteries and chicken comedy nights.



Downtown Appleton

day 4

MILWAUKEE

Today you travel to **Milwaukee** to have fun while you learn about the brewing process at **Lakefront Brewery**. On what's been voted Wisconsin's best brewery tour, you'll sample some cold ones, wander amongst unique Milwaukee memorabilia and dine in the restaurant featuring some of the area's favorite foods. After this thoroughly enjoyable late morning to early afternoon experience, stop along Milwaukee's Riverwalk to get your photo taken with the Bronze Fonz – say "ayy!" 🇺🇸



Lakefront Brewery

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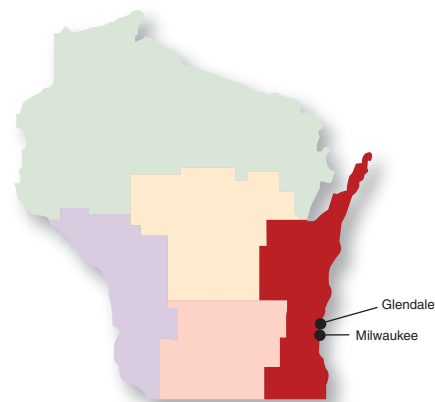
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Metro Medley

This swing through Milwaukee and Glendale features some great museums, plus a hearty taste of Germany



day 1 MILWAUKEE

Start your day in Milwaukee along Old World 3rd Street revisiting the German heritage of the city's founders. Then travel to the east side to the **Charles Allis Art Museum**, listed on the National Register of Historic Places. The house museum displays world-class art that spans 2,000 years. It was the home of Charles and Sarah Allis and features classic antiquities, Renaissance bronze, Asian ceramics and much more. Then it is on to **Villa Terrace Decorative Arts Museum**. This Italian Renaissance villa and gardens, overlooking Lake Michigan, features 15th to 20th century decorative arts. Before you leave the east side, tour **North Point Lighthouse** with spectacular views of the lake. Built in 1888 and restored to the 1912 period, it boasts a unique collection of maritime artifacts. One of the first things people notice about Milwaukee is the architecture, so take a drive along Lake Drive and see the mansions proudly built by beer barons and industrial leaders. Nightlife abounds in the pubs, clubs and restaurants downtown.



Pabst Mansion

day 2 MILWAUKEE

Begin your day revisiting the evolution of organized work, from farming and mining to trades such as glass blowing and seaweed gathering, at the **Grohmann Museum**. This experience will inspire conversation and reflection among group members after they view some of the 1,100-plus paintings and sculptures dating from 1580. Continue your journey through the past at the newly updated Streets of Old Milwaukee at the **Milwaukee Public Museum**. Take a docent-led tour or wander on your own through three floors of natural science and human history exhibits. Let your group stroll along the lakefront (locals say it's cooler by the lake) or on a section of the Riverwalk, which stretches nearly three miles along the Milwaukee River.

day 3 MILWAUKEE GLENDALE

Visit the **Pabst Mansion**, a fine example of America's Gilded Age splendor. Today it stands as one of the city's greatest landmarks, boasting stunning interiors, elegant furnishings, intricate wood carvings and ironwork. Then **Glendale** welcomes you to the premier destination on Milwaukee's north shore. It is home to legendary Sprecher Brewery, Bayshore Town Center and a downtown with unique shops. One of the shops, Winkie's, is a family-owned variety store specializing in toys and items you won't find anywhere else. You'll feel you stepped back into old Bavaria and the beer halls of Munich at the **Bavarian Bierhaus**. Here German tradition and modern culture meet in the restaurant, brew pub and beer gardens. There's always a game to catch, dependent on the season, from baseball to basketball to hockey to soccer.



Bavarian Bierhaus



Milwaukee Public Museum

day 4 MILWAUKEE

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DOOR COUNTY MARITIME MUSEUM
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GERMAN FEST MILWAUKEE
Linda Schmitz, info@germanfest.com
414-464-9444
W140 N5761 Lilly Rd.
Menomonee Falls, WI 53051
www.germanfest.com



The Greater Green Bay CVB invites groups to experience Green Bay's many attractions. Take a culinary or historical tour, visit the National Shrine of Our Lady of Good Help, explore beautiful gardens or unique shops. Take a behind-the-scenes tour of Lambeau Field. We look forward to welcoming you.

GREATER GREEN BAY CVB
Julie Gerczak
julie@greenbay.com
920-405-1154
1901 S. Oneida St., Green Bay, WI 54304
www.greenbay.com



The new 15,000-square-foot, two-level Green Bay Packers Hall of Fame is located on the main floor of the Lambeau Field Atrium. The new facility uses the latest technology, enhanced interactives and a treasure trove of artifacts to educate and inspire visitors about the rich history of the Packers.

GREEN BAY PACKERS
Casey Ausloos
ausloos@packers.com
920-569-7145
1265 Lombardi Ave., Green Bay, WI 54304
www.packers.com



The museum's collection comprises more than 1,100 paintings and sculptures dating from 1580. They reflect a variety of artistic styles and subjects that document the evolution of organized work, from farming and mining to trades such as glassblowing and seaweed gathering. The museum also features a spectacular rooftop sculpture garden.

GROHMANN MUSEUM
Ann Rice
ricea@msoe.edu
414-277-2333
1000 N. Broadway, Milwaukee, WI 5320
www.msoe.edu/museum



History roars to life at the Harley-Davidson Museum. It's the best of American design and culture - seasoned with freedom and rebellion and showcased in a landmark building on 20 acres in downtown Milwaukee. The museum offers a restaurant, cafe, shop and free parking.

HARLEY-DAVIDSON MUSEUM
Barbara Smyrl
barbara.smyrl@harley-davidson.com
414-287-2786
500 W. Canal St., Milwaukee, WI 5320
www.h-dmuseum.com

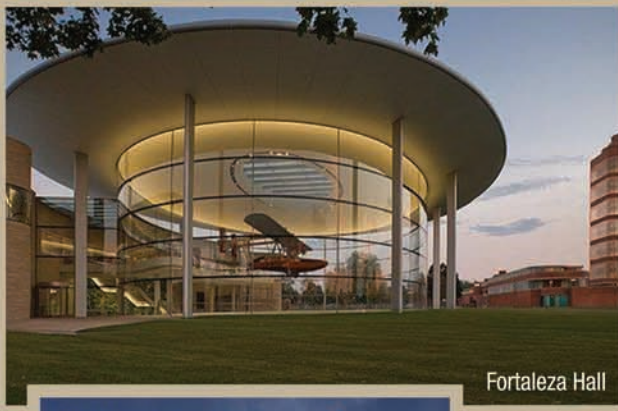


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Fortaleza Hall

Wind Point Lighthouse



Kringle bakery tour



SC Johnson Administration Building

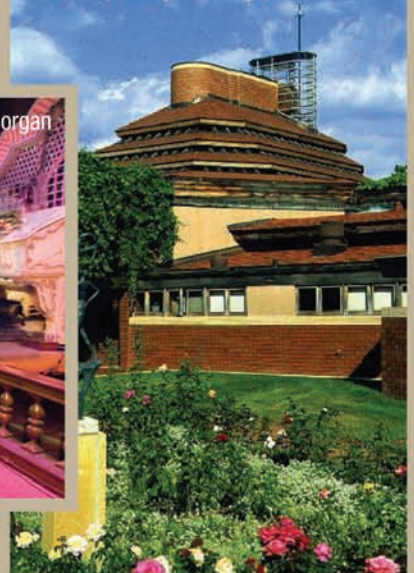


Racine Art Museum



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Heritage Hill State Historical Park is a living history museum located in Northeast Wisconsin. Visitors are invited to explore historic buildings in four distinct areas of the park representing various periods of Northeastern Wisconsin's rich heritage and interact with interpreters who bring their bygone era to life.

HERITAGE HILL STATE HISTORICAL PARK
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s.storzer@heritagehillgb.org
920-448-5150
2640 S. Webster Ave., Green Bay, WI 54301
www.heritagehillgb.org



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625 W. Rolling Meadows Dr., Fond du Lac, WI 54937
www.wiscohoteles.com



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JELLY BELLY VISITOR CENTER
Joy Basco
jbasco@jellybelly.com
262-947-3848
10100 Jelly Belly Lane, Pleasant Prairie, WI 53158
www.jellybelly.com



Jewish Museum Milwaukee conveys the history of Milwaukee's Jewish community and explores themes of immigration, intolerance, diversity, respect and freedom. Highlights include a wall-sized tapestry by Marc Chagall, Golda Meir, the Settlement Cookbook and our special exhibits. "History made vivid."

—Trip Advisor Review

JEWISH MUSEUM MILWAUKEE
Ellie Gettinger
ellieg@milwaukeejewish.org
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www.jewishmuseummilwaukee.org



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Gerry Plehn
gandgplehn@att.net
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Kathy Berendt
kathy.berendt@milwaukeecountywi.gov
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www.milwaukeecountyzoow.com



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www.milwaukeefoodtours.com/group-travel



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Shawn Storey
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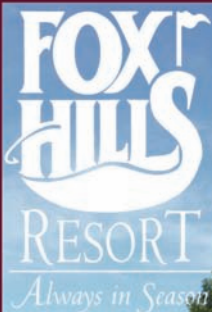
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rfigueroa@oneidation.org
920-496-5644
P.O. Box 365, Oneida, WI 54155
www.exploreoneida.com



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2000 W. Wisconsin Ave., Milwaukee, WI 53233
www.pabstmansion.com



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RACINE ART MUSEUM
Jessica Zalewski
jzschafer@ramart.org
262-619-3538
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www.ramart.org



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TEN CHIMNEYS FOUNDATION

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ckihslinger@tenchimneys.org
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kathryng@theautomobilegallery.org
920-437-9024
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www.theautomobilegallery.org



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VILLA TERRACE ART MUSEUM

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The National Shrine of Our Lady of Good Help, in Champion, WI is the only church-approved apparition site in the United States of America. Pilgrims of all walks of faith are invited to experience peace and prayer at the same grounds on which the Blessed Virgin Mary appeared.

THE NATIONAL SHRINE OF OUR LADY OF GOOD HELP

Corrie Campbell
ccampbell01@shrineofourladyofgoodhelp.com
920-866-2571
4047 Chapel Drive, Champion, WI 54229
www.shrineofourladyofgoodhelp.com



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Eva Hoey
eva@visitkenosha.com
262-857-7164
10519 120th Ave., Pleasant Prairie, WI 53158
www.visitkenosha.com





Eastern Shores Region

Members



The unique mix of Old World charm and New World vigor makes Milwaukee the ideal tour destination. A summer full of festivals, mansions, gardens, museums, breweries, shopping and Potawatomi Hotel & Casino offer year-round excitement. Discover our incredible city, from the sparkling waters of Lake Michigan to our rich cultural heritage.

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Milwaukee, WI 53203
www.visitmilwaukee.org



Return to a time of stagecoach travel and see a community where Yankee refinement met Wisconsin wilderness. Tour a 27-room hotel and learn what it was like to run a business on one of Wisconsin's well-used stagecoach trails. See a water-powered sawmill and stroll through Wisconsin's largest collection of carriages, wagons and sleighs.

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bridgett.zielke@wisconsinhistory.org
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Located 35 minutes northwest of Milwaukee, Washington County is a blend of culture and recreation. Home to Holy Hill, the Museum of Wisconsin Art and many fun events.

WASHINGTON COUNTY CVB
Elaine Motl
info@visitwashingtoncounty.com
262-677-5069
3000 Highway PV, West Bend, WI 53095
www.visitwashingtoncounty.com



Door County's Washington Island Ferry Line and Cherry Train Tours from Northport Pier, State Hwy. 42. Four ferries, frequent departures. Motorcoach, Step-On Guide, or Cherry Train Tour for walk-on tour option.

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nverette@muellercommunications.com
414-390-5500
5909 N. Milwaukee River Pkwy., Glendale, WI 53209
www.welcometoglendale.com



Wisconsin Museum of Quilts & Fiber Arts is the only museum devoted to the creation, education and preservation of fiber arts in Wisconsin. On an intact 1850's German farmstead, enjoy rotating exhibitions, a unique gift shop featuring hand-crafted items, and free parking. Customizable tours offer lunch and interactive activities.

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N50 W5050 Portland Rd., Cedarburg, WI 53212
www.wiqiltsmuseum.com



Enjoy endless family-friendly activities, animals, entertainment, food, contests and more at the Wisconsin State Fair. Group admission ticket discounts and free bus parking are available when arranged in advance. Hope you have a great time at the 2017 Wisconsin State Fair, August 3-13.

WISCONSIN STATE FAIR
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jaime.kwiatkowski@wistatefair.com
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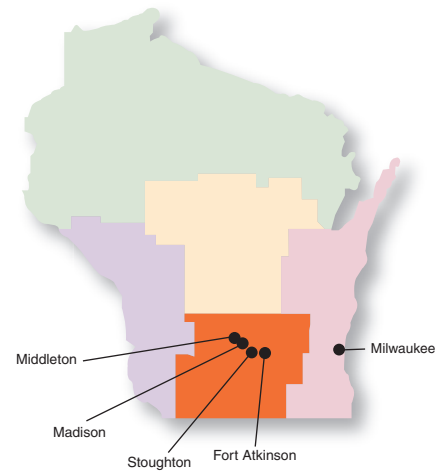
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— **Janesville** —
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Madison to Milwaukee

From mustard to motorcycles, captivating discoveries await tour groups in southern Wisconsin



day 1

MADISON
MIDDLETON

Your tour begins in Mad City – better known as **Madison** – home of the State Capitol and University of Wisconsin. Experience **Monona Terrace**, Frank Lloyd Wright's dream for a perfect civic center, where you'll enjoy stunning views of the lake and breathtaking architecture. Tours include the galleries, a multi-media exhibit, a collection of photographs by Wright's personal photographer and art on the roof – seven distinct sculptures by regional artists. Save time for the gift shop. You'll need time to explore the **Wisconsin Veterans Museum**, which connects the past to the present by sharing stories of the state's military veterans. From the Civil War to present, this museum honors the men and women who served our country. Just minutes from the state capital, **Middleton** offers groups the best tour-friendly accommodations and dining experiences. It's known for attractions such as the National Mustard Museum and Capital Brewery, and you'll also be amazed at the shopping opportunities in this growing small town.

day 2

STOUGHTON
FORT ATKINSON

Today your tour takes you to **Stoughton**, where you'll learn about its Norwegian heritage and early immigrants. Featuring a museum, tobacco farm, Victorian architecture and a second-story opera house, this quaint town is full of surprises. Then travel on to **The Fireside**, which celebrates over 50 years of Klopick family hospitality. Your group will be personally greeted and escorted to one of the many beautiful dining rooms for a delicious meal. There's time to browse in the gift shops before enjoying a Broadway-quality show in an intimate theater-in-the-round.



day 3

**FORT ATKINSON
MILWAUKEE**

Your stay in **Fort Atkinson** would not be complete until you have had time to explore the historical museum and dairy farm retail store. Located on the Rock River, a few miles upstream from Lake Koshkonong, the town offers a variety of dining opportunities, from an Irish pub to sandwich shop to a box lunch in one of the many parks. Then it's on to Milwaukee for the **Harley-Davidson Museum**. In 1903 two families forged a motorbike and a legacy, and today this Milwaukee company is an international icon. See how American design and culture, seasoned with freedom and rebellion, fuels the motorcycle craze. The museum has a restaurant, cafe and gift shop with Harley-Davidson logo items of every kind.

day 4

MILWAUKEE

Begin the day on Milwaukee's lower east side at the **Jewish Museum Milwaukee**, where you'll explore themes of immigration, intolerance, diversity, respect and freedom. Appealing to people of all faiths, this museum features a soaring Chagall tapestry, interactive exhibits, films and photos. 🇺🇸



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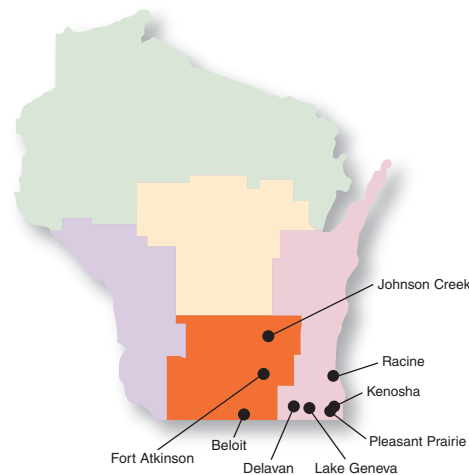
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Sampling Southern Wisconsin

Dancing horses, jelly beans, outlet shopping and Gilded Age splendor keep motorcoach groups happy



day 1

Begin your visit to Wisconsin with a stop at **Pleasant Prairie Premium Outlets** with exceptional brands for extraordinary savings at over 90 stores. Make memories along the shores of Lake Michigan in **Kenosha**. At Southport Lighthouse, listed on the Wisconsin and National Register of Historic Places, take a group photo and if you're super ambitious you can even climb to the top! Outlet and specialty shopping options abound, from boutiques and galleries to designer factory outlets to cheese emporiums. Pause to reflect on the Civil War through the personal stories of soldiers from the Upper Middle West at the **Civil War Museum**. Pick your favorite flavor with a delicious



Civil War Museum

PLEASANT PRAIRIE, KENOSHA, RACINE

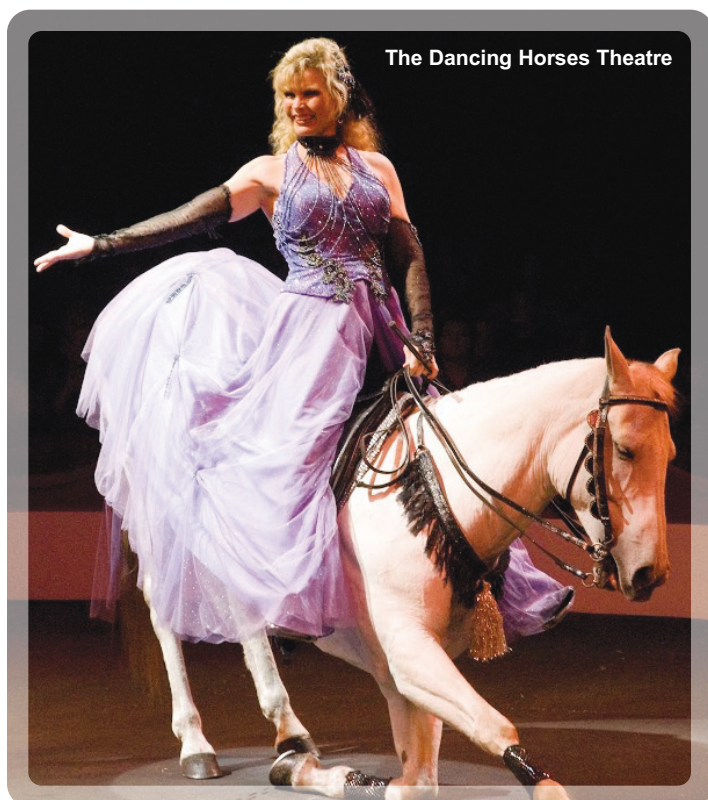
treat at the **Jelly Belly Visitor Center**. Taste and buy your favorites amongst sweets stacked to the rafters.

Then on to **SC Johnson** in **Racine**, where you'll be inspired by iconic architecture with Frank Lloyd Wright designs. See the Research Tower where trusted brands like Pledge, Raid and Glade were created. Discover America's largest collection of contemporary crafts at the **Racine Art Museum**. Its nationally recognized exhibits change regularly. No trip to Racine would be complete without a drive to the lakefront to enjoy the dramatic view of Lake Michigan at North Beach and then a stop at one of Racine's five kringle bakeries to sample and buy these Danish treats – Wisconsin's official state pastry!

day 2

LAKE GENEVA DELAN

Get your blood pumping first thing today with a sky-high adventure at **Lake Geneva Canopy Tours**. This attraction features guided tours through nine zip lines, five sky bridges, four spiral staircases, a high ropes course and over nine miles of hiking and biking trails. Experience the pageantry of **The Dancing Horses Theatre** in Delavan; enjoy a box lunch and choose from three different shows. Lake Geneva is known for its historic mansions. Escape to a Chicago beer baron's Victorian estate at **Black Point Estate** and take a group photo on the veranda overlooking Lake Geneva. For more Gilded Age splendor, spend time at the **Baker House 1885**. Step back in time to enjoy a lakefront luncheon or dinner, Victorian tea, and interactive murder mystery and cabaret shows. Make a date to spend time at **Rosewood**, Wisconsin's newest dream destination with themed shows, farm-to-table dining experiences and shopping. And don't miss one of the high-energy vocal performances and expansive show repertoire of Mark & Gretch Productions.



The Dancing Horses Theatre

day 3

LAKE GENEVA JOHNSON CREEK

Don't leave the **Walworth County** area before experiencing the unique shopping and dining in Lake Geneva and beyond. Return to Wisconsin of the late 19th century when waves of immigrants came to America's heartland in search of a better life as you visit **Old World Wisconsin**. From narrated tram tours to self-guided group tours to pre-ordered lunches, this **Wisconsin Historical Society** treasure offers a chance to journey back in time and see re-created farmsteads and settlements. Experience agritourism tours and tastings, historic landmarks, designer shopping and more in **Johnson Creek**. The area is alive with history, nature and architecture, and savvy shoppers know that the **Johnson Creek Premium Outlets** boast over 60 stores with deep discounts!

day 4

BELOIT

Adventures of all kinds await your groups as you explore the city of **Beloit**, one of Wisconsin's southernmost cities. Delight in an angel museum, a charming Wisconsin supper club, a new-age burger joint, farmers' markets, and many festival and special events. Be sure to stop at Beckman Mill, restored to the way it was in the 1920s and one of the only working gristmills in the state. 🇺🇸



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FORT ATKINSON AREA CHAMBER OF COMMERCE
Jennifer Welsh
tourism@fortchamber.com
920-563-3210
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Marianne Hanson
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104 W. Cook St., Suite A, Portage, WI 53901
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On the Yahara River, Stoughton is a showcase of Norwegian culture and history paired with modern amenities. Livsreise, the Norwegian Heritage Center, tells the early immigration tale. The stunning Stoughton Opera House is a must-see as well. Treat yourself to our historic shopping district and dine on delicious home-made meals.

STOUGHTON CHAMBER OF COMMERCE - VISITOR SERVICES

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For over 100 years, the Wisconsin Veterans Museum has connected the past to the present by sharing the stories of Wisconsin's military veterans. Located in the heart of Madison, this award-winning museum and research center chronicles the history-shaping exploits of Wisconsin's veterans from the Civil War to present day.

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Mighty Mississippi & The Northwoods

Hop on the Great River Road in southwestern Wisconsin and then head north to the shores of Lake Superior

day 1

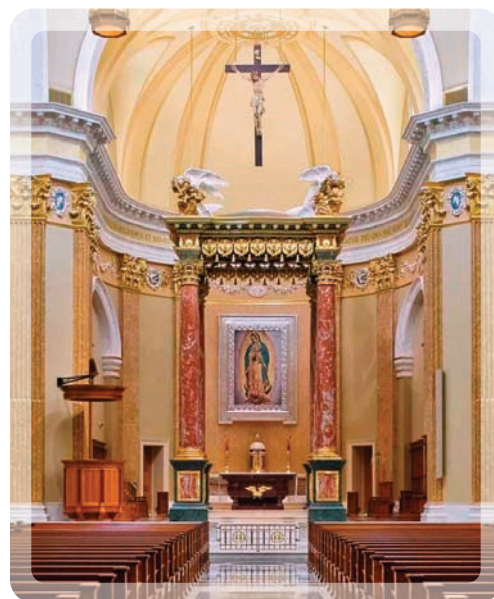
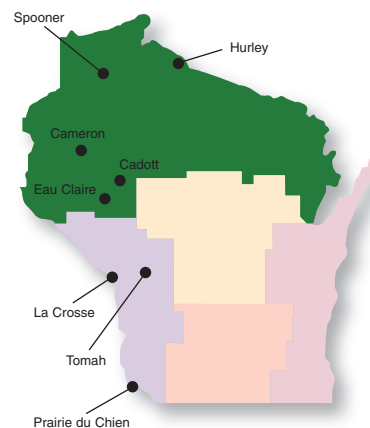
PRAIRIE DU CHIEN
LA CROSSE

Your tour follows the internationally recognized migration of waterfowl as you make your way to **Prairie du Chien**, which offers river cruises, historic sites and events, and unique shopping and dining experiences. Tour a meticulously restored Victorian country estate at **Villa Louis**, located on the banks of the Mississippi River. Drive along the Great River Road, designated as a National Scenic Byway, as you make your way to **La Crosse**. Bald eagle sightings are common as you wind your way north with breathtaking views of the river valley and bluffs beyond. Discover the magnificent Shrine Church, Candle Chapel and paved trails through statues and gardens at the **Shrine of Our Lady of Guadalupe**, open year-round with a cafe and gift shop. La Crosse and the region offer stunning landscapes with abundant things to do. Take a stroll down memory lane and immerse yourself in the rich history of the automobile at the Dahl Auto Museum. The city is alive with shops, restaurants, heritage sites, and churches and museums.

day 2

TOMAH
CADOTT, EAU CLAIRE

After you have fully explored the La Crosse Region, head north and west to **Tomah** to tour the cranberry bogs, experience Amish country and shop in locally owned boutiques. Wisconsin's four seasons provide ever-changing scenic delights for your next stop in Cadott at **Cabin Ridge** for lunch and a delightful ride through the woods on a horse-drawn carriage. Enjoy serene wooded trails lined with delicate spring and summer flowers, glorious autumn colors or sparkling, snow-laden trees. Head east to **Eau Claire**, where the Eau Claire and Chippewa rivers meet. A vibrant college town, Eau Claire has experienced a renaissance in historic and cultural areas and interesting restaurants. Visit Carson Park, the historic baseball stadium where Hank Aaron played. Learn about the early settlers and logging industry at the Chippewa Valley Museum and Paul Bunyan Logging Camp Museum.



Shrine of Our Lady of Guadalupe



Cabin Ridge

day 3

CAMERON
SPOONER

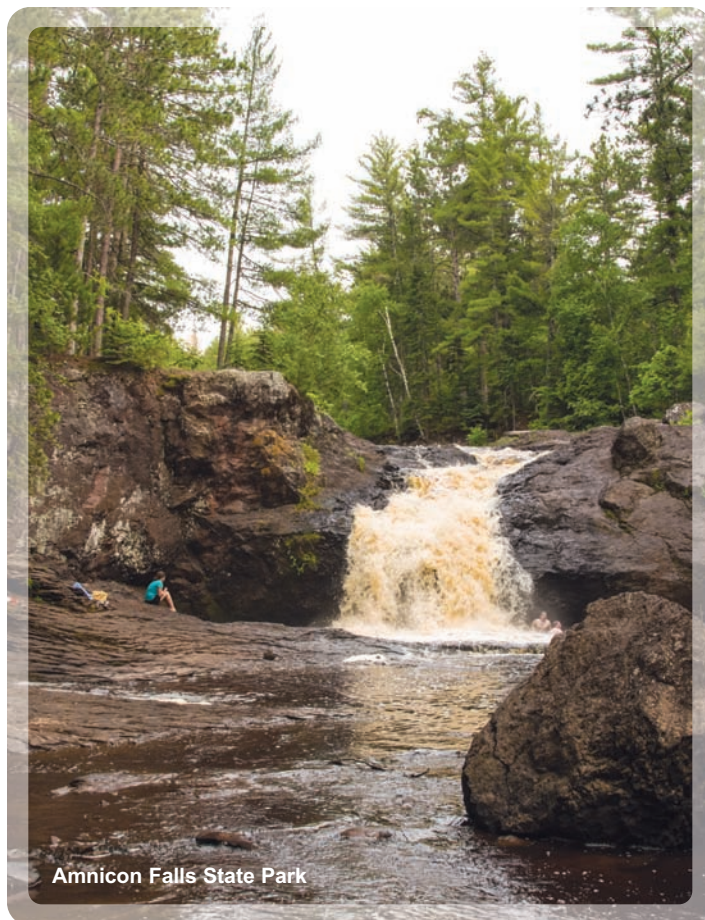
As you drive north, your first stop is at the **Pioneer Village Museum**, nestled in the pines in Cameron. You will find the village offers both a delight to the eye and a true educational experience with over 40 buildings to explore, including a shop with antique toys. On your way to **Washburn County** make a stop at the Namekagon River Visitor Center. Enjoy an excursion on the Great Northern Train Ride, family-owned and -operated for the last 20 years in Spooner. Next stop is the Wisconsin Department of Natural Resources' Spooner Fish Hatchery – the largest of its kind in the state. Browse the Visitors Center with interactive learning stations. Take the Black River Scenic Byway to enjoy waterfalls as rivers race northward toward Lake Superior.



day 4

HURLEY

No tour to Wisconsin's Northwoods would be complete without visiting **Superior & Douglas County**. The beauty, power and vastness of Lake Superior have inspired songwriters, poets, artists, writers and photographers. One of the most highly photographed landmarks is the Superior Entry Lighthouse. Tour a historic mansion, firehouse & police museum and historic whaleback ship. Take time to visit Amnicon Falls State Park, voted Wisconsin's "State Park Treasure," and Pattison State Park, which features Wisconsin's highest waterfalls. Take a scenic drive through a part of the Chequamegon National Forest to **Hurley**, located on the border of Wisconsin and Michigan's Upper Peninsula. Known as a wild outpost back in the days of the region's iron mining in the 1800s, it is visited today for the glorious waterfalls on the Montreal River. The city's 19th century courthouse, listed on the National Register of Historic Places, is a museum devoted to the area's rich mining, logging and farming heritage. 🇺🇸



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4271 220 St., Cadott, WI 54727
www.cabinridgerides.com



Chippewa Falls, located in the Western Northwoods of Wisconsin, is a truly four-season destination. Attraction members throughout the year welcome many groups to their doorsteps. From Leinenkugel to craft beer breweries, distilleries, wineries, cheese shops and historical markers and museums. Let us help you plan an unforgettable trip.

CHIPPEWA FALLS AREA CHAMBER OF COMMERCE & VISITORS CENTER
Jackie Boos, jackie@chippewachamber.org
715-723-0331
1 N. Bridge St., Chippewa Falls, WI 54729
www.chippewachamber.org



We welcome you to our Northwoods hometown. Rich in small-town atmosphere, Hayward is an ideal destination. Whether it's the variety of accommodations, fantastic fishing, excellent dining, unique shopping, exploring the woods and waters or just a quiet secluded setting you're looking for, you're sure to enjoy your getaway.

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Sherry Beckman, sherry@haywardlakes.com
715-634-4801
P.O. Box 1055, 15805 US Hwy. 63, Hayward, WI 54843
www.haywardlakes.com



Rich in mining heritage, Hurley provides visitors with access to: 10 waterfalls and outdoor recreational opportunities: skiing, snow shoeing, hiking and kayaking.

HURLEY CHAMBER OF COMMERCE
Rita Franzoi
hurley@hurleywi.com
715-561-4334
316 Silver St., Hurley, WI 54534
www.hurleywi.com



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Escape Ordinary, Experience Legendary. Gaming, hotel, events, restaurant, cafe, gift shop, lounge, campgrounds, marina, boat launch, sandy beach, parking and ATMs are available. The property features a panoramic view of Lake Superior and the Apostle Islands. Frog Bay Tribal National Park and popular sea/ice caves are also nearby.

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37600 Onigaming Drive, Red Cliff, WI 54814
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The ferry line operates on a 2.6-mile route between Bayfield and Madeline Island. Enjoy spectacular views and the natural beauty of Lake Superior and the Apostle Islands as you tour Madeline. Tour packages range from 3 hours to a full day and can include Bayfield. Experience a taste of Island living.

MADELINE ISLAND FERRY LINE
Mary Ross
maryross@madferry.com
715-747-2051
P.O. Box 66, 100 Main St., La Pointe, WI 54850
www.madferry.com



Menominee Casino Resort's friendly staff is ready for your next visit. Our 33,000 square feet of gaming space features more than 800 slot machines, Blackjack, Let-It-Ride, Progressive Three-Card Poker, Craps, Ultimate Texas Hold'em, Roulette and Mississippi Stud. Don't forget to check out our Bingo Hall, Autumn Leaf Cafe, or the Forest Island Restaurant.

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N277 Hwy. 47/55, Keshena, WI 54135
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The Minocqua area is uncommonly effective at renewing the memories of days gone by. A destination should be welcoming, relaxing and above all, interesting. Our itineraries will give your travelers a real taste of the north including lumberjacks and Native American culture. Let us help you plan your next trip north.

MINOCQUA AREA CHAMBER OF COMMERCE
Jane Kincheloe, jane@minocqua.org
715-356-5266
8216 Hwy. 51 S., P. O. Box 1006, Minocqua, WI 54548
www.minocqua.org



Discover this hidden gem, with 40 buildings, representing a land where Native Americans harvested wild rice, lumber barons amassed huge fortunes and pioneers built farms and towns out of dreams. Tour this authentic 1880's village with working blacksmith shop, one-room school and log farmstead. Ample parking. Food available.

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Cameron, WI 54822
www.barroncountymuseum.com



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www.visitdouglascounty.com



Come Visit Eau Claire. Please reach out with any questions you have, as we are happy to assist with your planning needs.

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 Ben Morgan, ben@visiteauclaire.com
 715-559-7391
 4319 Jeffers Rd., Suite 201
 Eau Claire, WI 54703
www.visiteauclaire.com



Washburn County is home to over a dozen group tour attractions within a 20-minute drive, including: scenic train ride and railroad museum, historical museums, distillery and certified organic winery, world's largest musky fish hatchery and a national park interpretive center. Let us help plan your group tour to Northwest Wisconsin.

WASHBURN COUNTY TOURISM
 Michelle Martin
 tourism@washburncounty.org
 715-635-9696
 122 N. River St., Spooner, WI 54801
www.washburncounty.org



Wild Eagle Lodge is the perfect destination for large groups to enjoy the beauty of the Northwoods and take in Mother Nature at her best. With numerous local tourist attractions to choose from, we're confident that you will take home new memories unparalleled to any other group vacation.

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TEMPTING LADY LUCK



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Wisconsin's 19 Native American casinos, some of them featuring luxury hotels, provide an attractive entertainment option for groups touring the state. In addition to bingo, slots and table games, casinos offer shows starring top-notch bands and comedians, not to mention fine dining.

Some of the best gaming resorts are situated in the beautiful Northwoods region. The 47 hotel rooms at **Legendary Waters Resort & Casino**, on Lake Superior near Bayfield, showcase dazzling views of the Apostle Islands. Owned and operated by the Red Cliff Band of Lake Superior Chippewa, its event center has presented nationally recognized acts like Chubby Checker, Neal McCoy and Great White.

Menominee Casino Resort in Keshena, an easy drive from Green Bay, Wausau and the Fox Cities, boasts more than 33,000 square feet of casino floor space, with the bingo hall, gaming floor (including more than 850 slots) and 103-room hotel all under one roof. Forest Island Restaurant is known for its pressure-fried chicken, steaks and wild rice meatloaf. Groups also find comfortable accommodations at the 98-room **Potawatomi Carter Casino & Hotel** in Wabeno, located directly north of Keshena. Amenities include more than 500 slots, a pool area with whirlpool spa, and tempting menus in both The Springs Restaurant & Lounge and The Flames Sports Bar & Grill (with a 165-inch TV screen).

With six locations throughout the state, **Ho-Chunk Gaming** offers plenty of action no matter where your group decides to stay. Whether you prefer the water parks of the Wisconsin Dells, the gallery scene of Madison or the Northwoods atmosphere of Wittenberg, you'll be sure to find a location that matches your interest. The six casinos boast a variety of penny slots, keno lounges, and video poker consoles in addition to casual dining options. **Potawatomi Hotel & Casino**, in the heart of Milwaukee, is the largest Native American casino in the Midwest with more than 3,000 slot machines, a 1,200-seat bingo hotel, 100-plus table games, five restaurants, and a theater for live music and comedy shows. It attracts more than six million guests annually. The 19-story luxury hotel has 381 rooms.



WASHBURN COUNTY, WISCONSIN

Over 10 group friendly attractions
within 20 minutes!

Located in Northwest Wisconsin along major highways, Washburn County is the ideal stop on your way to the Apostle Islands or for a several day tour. Here are a few ideas to get you started:



Sightseeing, Dinner & Overnight
Excursion Train Rides



Woodcarving Museum with life-
sized replica of The Last Supper



Art Gallery, Factory Tours,
Creative Area, Cafe, & Garden



Only certified organic winery in
the midwest - distillery open too!



Fourteen room railroad museum
housed in the original depot



World's Largest Musky Fish
Hatchery offering guided tours

Distance to Washburn County:

Apostle Islands.....	2 hours
Eau Claire.....	1.5 hours
Chicago.....	7 hours
Duluth.....	1.5 hours
Madison.....	4 hours
Milwaukee.....	5 hours
Minneapolis.....	2 hours
Rochester.....	3 hours

Major Highways:

Highways 53, 63, 70 & 77

Northwest Wisconsin is a must-see for any group. Not only does the area have the highest concentration of fresh-water lakes in the state, but there are a variety of group friendly attractions located within a very short drive. Not that you'll mind the drive...just look out the window and enjoy the incredible beauty of Wisconsin's North Woods.

We're looking forward to helping you plan your next group tour. See you soon!

Did you know we offer free tours?

- Clover Meadow Winery & White Wolf Distillery
(Tastings available for additional charge)
- Spooner Fish Hatchery
- Namekagon River Visitor Center
- Washburn County Historical Museum

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800-343-7778
MenomineeCasinoResort.com**



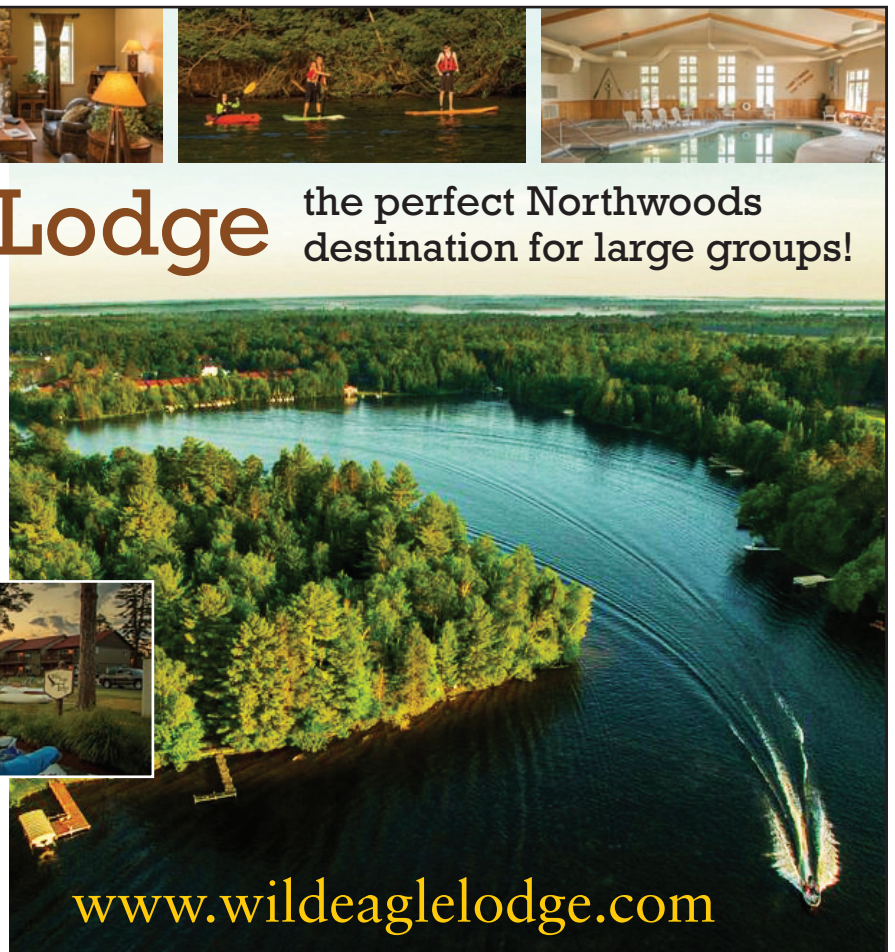
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www.americinn.com



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Tomah, WI 54660
www.bwtomahhotel.com



La Crosse County, Wisconsin is rich in scenic beauty, diverse attractions, cultural events and first-class hospitality. La Crosse attracts more than one million visitors annually as people across the globe are attracted by the natural beauty and recreational opportunities offered by the upper Mississippi River and the Driftless Region.

EXPLORE LA CROSSE
Phillip Wanke
wanke@explorelacrosse.com
608-782-2220
41 Veterans Memorial Dr., La Crosse, WI 54601
www.explorelacrosse.com



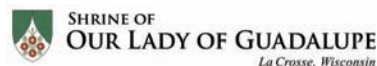
Prairie du Chien is the oldest community on the Upper Mississippi River. Fascinating history, towering bluffs, unique shops and restaurants make this area a memorable visit. The city lies at the center of the National Mississippi River Wildlife Refuge and is internationally known for its premier viewing of migratory waterfowl.

PRAIRIE DU CHIEN AREA CHAMBER OF COMMERCE
Robert Moses, pdccoc@mhtc.net
608-326-8555
211 S. Main, Prairie du Chien, WI 53821
www.prairieduchien.org



The Radisson Hotel, located in historic La Crosse, overlooks the mighty Mississippi River and Riverside Park. Attractions, shopping, dining and night life can all be found just steps away from our front door. Located within the hotel, TRL Riverview Restaurant and Bar features a wonderful menu of Wisconsin originals.

RADISSON LA CROSSE
Krista Schlicht, krista.schlicht@radisson.com
608-793-5004
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La Crosse, WI 54601
www.radisson.com/lacrossewi



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608-780-9620
P.O. Box 1237, 5250 Justin Rd.
La Crosse, WI 54602
www.guadalupe Shrine.org



Surrounded by beauty, Tomah is the place to stay for leisure travel. Spend a day touring the cranberry bogs. Travel through Amish country to shop and enjoy the historical culture. Take a day with the girls for shopping at locally owned shops. We have itineraries for all sorts of fun.

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Tina Thompson
tthompson@tomahwisconsin.com
608-372-2166
P.O. Box 625, 901 Kilbourn Ave., Tomah, WI 54660
www.tomahwisconsin.com



Located on the Mississippi River, Villa Louis offers a panorama of Wisconsin history through the life of the Dousman family, beginning with the arrival of early fur traders through Victorian life. Costumed guides lead tours of the grand mansion, one of the most authentically furnished Victorian houses in America.

VILLA LOUIS
Samantha Matern, villalouis@wisconsinhistory.org
608-326-2721
521 N. Villa Louis Rd.
Prairie du Chien, WI 53821
www.villalouis.wisconsinhistory.org



At the Wisconsin Cranberry Discovery Center, you'll find our exhibit hall featuring interactive displays and an ice cream parlor serving six hand-made gourmet cranberry themed flavors made exclusively for the Center. A gift shop offers Wisconsin-made gourmet food products and artwork by area artists. We also offer tastings of award-winning cranberry wines.

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Kelly Murray, director@discovercranberries.com
608-378-4878
204 Main St., P.O. Box 187, Warrens, WI 54666
www.discovercranberries.com



Cruising Wisconsin's Waterways



The heritage of Wisconsin's largest city comes alive on a Milwaukee River cruise.

As an alternative to the road routine, group tour planners can enliven their itineraries with a boat tour on the rivers or lakes of Wisconsin. Here are a few ways to make a splash:

In Wisconsin Dells, the classic activity is a relaxing trip past the sculpted sandstone cliffs and narrow gorges along the Wisconsin River. **Dells Boat Tours'** double-decker vessels offer several options. From mid-April to early November, the one-hour Lower Dells tour showcases unusual rock formations like Hawk's Bill and Baby Grand Piano, while the two-hour Upper Dells tour includes stops to walk through the cool passageways of Witches Gulch and witness the famous dog leap at Stand Rock. There's also the Sunset Dinner Cruise (mid-May to early September).

Another Dells must is a rollicking ride on the World War II amphibious vehicles that are the **Original Wisconsin Ducks**. This forest-and-water adventure is highlighted by barreling down Roller Coaster Hill and splash-downs into the Wisconsin River and Lake Delton.

Lake Geneva Cruise Line offers a variety of outings from late April to November, including the two-hour Full Lake Tour. Or your group might want to take the 2½-hour U.S. Mailboat Cruise and watch the mail carriers make deliveries to 75 lakefront homes. Another cruise includes a tour of the 1888 Black Point Estate, once the home of a wealthy brewer and one of several historic homes that overlook the lake. Other options include lunch, dinner and Sunday champagne brunch cruises, or treat your group to the Ice Cream Social Tour.

For a big-city cruise experience, consider the Historic Milwaukee Boat Cruise with **Milwaukee River Cruise Line/Edelweiss**. These narrated trips start downtown on the Milwaukee River and make their way into Lake Michigan, going under bridges, passing historic landmarks and offering great

Celebrate with the Locals



Learn a dance, sip Bavarian beer and sample a wurst at Milwaukee's German Fest.

Host to winter carnivals and food festivals alike, Wisconsin has a thriving event calendar 12 months a year. Here are just five of the many celebrations your group can visit as it tours the state.

Over 200,000 square feet of exhibition space outside of Milwaukee welcomes groups to one of the largest state fairs in America. Presenting the best produce, livestock and baked goods the Dairy State has to offer, the **Wisconsin State Fair** allows visitors to talk with local farmers and learn how to make the same jam and syrup as blue ribbon winners. Cheer on the contestants in tractor pulls, pig races and arm-wrestling tournaments, and be sure to catch a performance by country and rock and roll stars. An extensive midway with carnival games and thrill rides is open for the fair's entire two August weeks, and group discounts are available for large parties.

Home to ethnic communities from dozens of nations and the state's largest city, Milwaukee is Wisconsin's cosmopolitan center. Annual festivals include Irish Fest, Polish Fest and Festa Italiana, but Milwaukee's largest and most-acclaimed ethnic festival is July's **German Fest**. The largest German heritage celebration in North America, it covers 75 expansive acres with performance stages, beer gardens and food stands. A not-to-be-missed local favorite is the Dachshund Derby and Photo Contest, where local wiener dogs test their speed and fashion sense against their fellow canines.

For more holiday festivities, travel two hours north to Sheboygan for **Making Spirits Bright**. This festival, which runs from Thanksgiving to Christmas, takes visitors through the winding trails of Evergreen Park to admire thousands of lights festooning trees, with shapes from gingerbread houses to the Eiffel Tower. Additional activities include a visit from Santa Claus, Christmas carols sung by local choirs and hot cocoa to accompany your tour of the grounds.



skyline views. Commentary on the one-hour, 20-minute cruise covers brewing and manufacturing history, German heritage, architectural treasures, famous locals and current developments around the city. Lunch, brunch, dinner and themed cruises also are available.

There's something special about hopping aboard a ferry, and Wisconsin offers several exciting choices. On Lake Superior, the **Madeline Island Ferry** sails between Bayfield and Madeline Island, the largest in the Apostle Islands group. Once on the island after the 25-minute voyage, your travelers can take a walking tour in the town of La Pointe or travel by coach with a step-on guide who talks about the island's history and natural features. As Madeline Island is the spiritual home of the Ojibwe people, who lived there for hundreds of years before the first Europeans arrived, signs are in both Ojibwe and English.

The **Washington Island Ferry Line** operates year-round from the tip of the Door Peninsula to Washington Island, located six miles across Death's Door Passage. Combination tickets include the Cherry Train Tour, a 15-mile, open-air tram tour of Washington Island attractions. Home to about 70 people, the island is surrounded by the waters of Lake Michigan and Green Bay. The population is predominantly Scandinavian and includes the largest Icelandic settlement in the U.S.

Travelers to the Door Peninsula will also want to visit the **Door County Maritime Museum**. Located on Sturgeon Bay's downtown waterfront, it tells the tales of brave seamen, rugged fishermen and bold ship captains. Visitors will see vintage outdoor motors and marine engines, ship models, and exhibits on shipbuilding and lighthouses. They also can tour the restored 149-foot tugboat John Purvis, which is moored adjacent to the building.



Nicknamed the "Martha's Vineyard of the Midwest," Door County is home to over 300 miles of shoreline with harbors and boating towns. June's **Door County Lighthouse Festival** takes groups on boat excursions to the county's 11 historic lighthouses, many of which are inaccessible to the public the rest of the year. Guides will take you through structures such as the Plum Island Range Lights and Sherwood Point Lighthouse and explain the peninsula's importance during Lake Michigan's 19th century industrial shipping heyday. Visitors can stop by the **Door County Maritime Museum** to learn more about the shipbuilders of nearby Sturgeon Bay.

Further inland in the town of Egg Harbor is the **Birch Creek Music Performance Center**, a music education venue that hosts public concerts in a renovated, historic performance barn during the summer months. A variety of jazz, choral and symphonic groups will serenade your party as they relax in the restored concert space, and picnic groves are available during outdoor shows.



More than 20 picturesque ports of call along 1,100 miles of Great Lakes Shoreline.



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We're Going
Places™



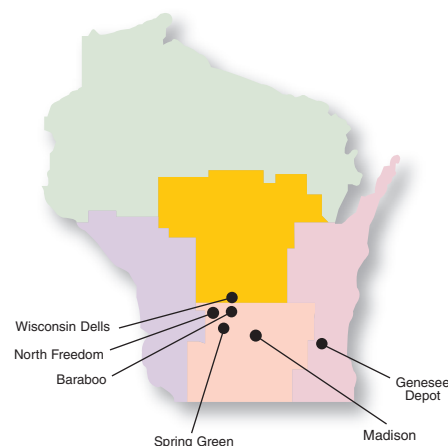
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Magical Mystery Tour

Keep your group entertained with circus fun, a scenic cruise, rail nostalgia and perhaps some beer tasting



day 1

BARABOO WISCONSIN DELLS

Here's an idea for your next mystery tour, a surprise-filled adventure that starts amid the rolling hills and breathtaking bluffs of **Baraboo** – “Circus City.” On the fourth Saturday in July the town celebrates circus heritage with an Annual Big Top Parade. Make a reservation for your spot along the parade route. For circus acts, amazing animals, exhibits, rides, food and treats, roll up to the **Circus World Museum**. Your group will laugh out loud at the “Nothing But Nonsense” comedy show. Then travel on to the “Waterpark Capital of the World” – **Wisconsin Dells**, offering groups a variety of experiences with and without water. You can ride a “duck” or take a scenic boat ride. Enjoy a Scandinavian home-cooked meal and show at **Thunder Valley Inn**. For a special evening, book a three-course meal and dinner show at the **Palace Theater in the Dells**. Broadway-quality entertainment will surprise and delight you.

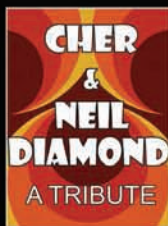
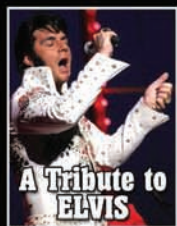


day 2

NORTH FREEDOM SPRING GREEN

Start your day off with a lumberjack pancake breakfast at **Paul Bunyan's Cook Shanty** in the Dells. Then depart from an authentic 1894 C & NW depot on a train ride through the countryside. The **Mid-Continent Railway Museum** grounds and building house a lovingly restored steam engine, vintage railroad coaches, freight cars and cabooses. The mystery tour then takes you away to the magical and grandiose world of **The House on the Rock** with its collection of collections. Plan on spending three hours or a day in this complex of unique rooms and breathtaking gardens; marvel at the streets of yesteryear, infinity room and world's largest indoor carousel.

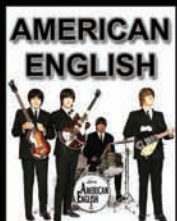
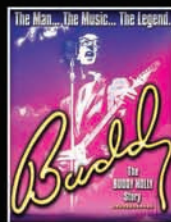
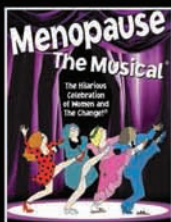




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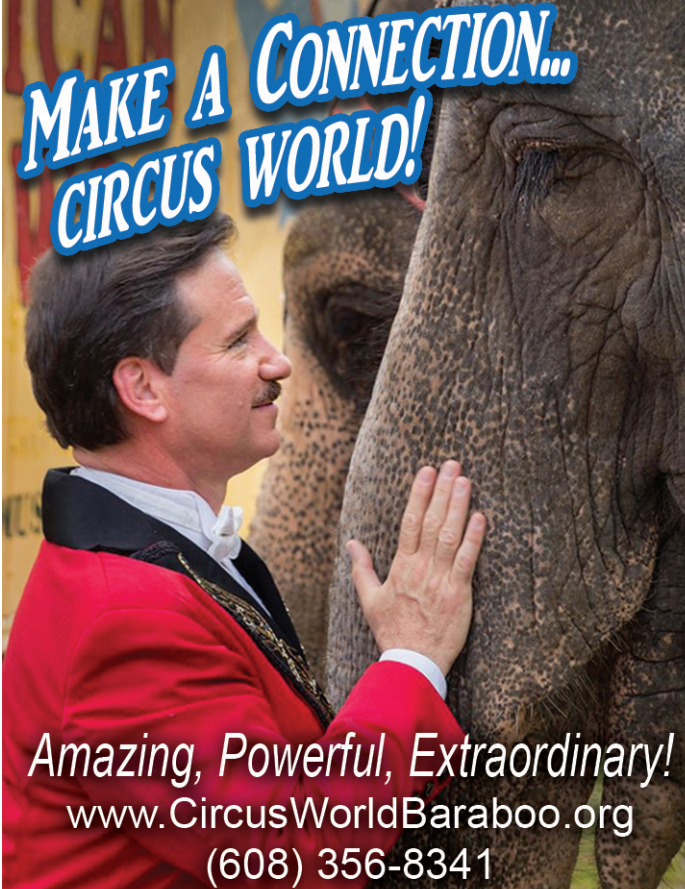
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Editorial & Advertising Office

Premier Travel Media
621 Plainfield Road, Suite 406
Willowbrook, IL 60527
P 630.794.0696 • F 630.794.0652
advertising@ptmggroups.com

Publisher – Jeffrey Gayduk
jeff@ptmggroups.com

Managing Editor – Randy Mink
randy@ptmggroups.com

Staff Writer – Miles Dobis
miles@ptmggroups.com

Editorial Coordinator – Danielle Golab
danielle@ptmggroups.com

Contributing Writers – Mary Bergin, Jeanette Hurt

Director, Design & Production – Robert Wyszowski
rob@ptmggroups.com

Vice President – Theresa O'Rourke
theresa@ptmggroups.com

Wisconsin Business Development Manager – Ellen Klesta
P 630.794.0696 • ellen@ptmggroups.com

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P.O. Box 20750, Milwaukee, WI 53220
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Executive Director – Wendy Dobrzynski
wendy@circlewisconsin.com

Executive Assistant – Kerry Cosgrove
kerry@circlewisconsin.com

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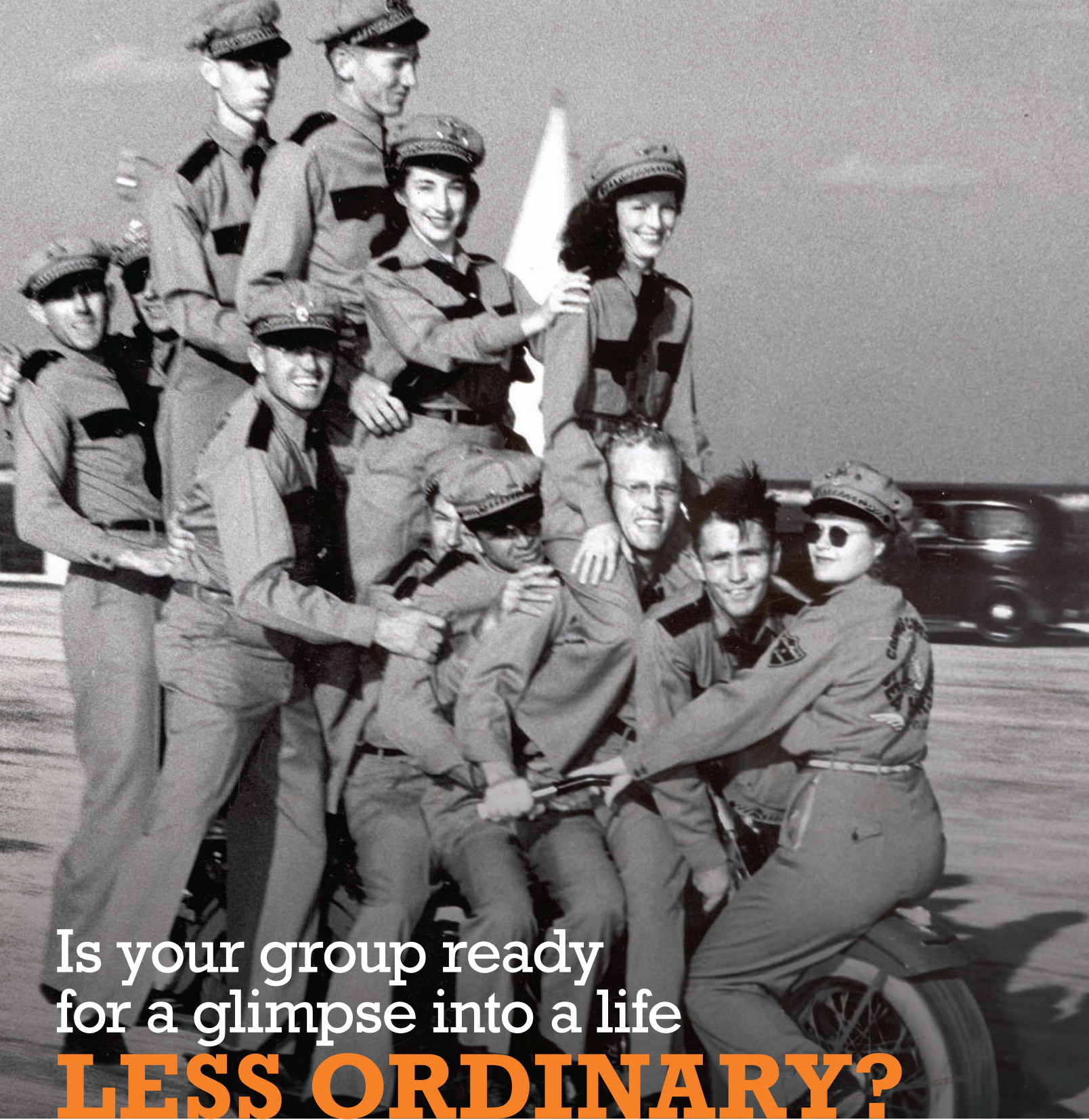
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