

CIRCLE WISCONSIN



2018 TOUR PLANNER

Tour Ideas for Every Group

Plan your Upper Midwest adventure with attraction spotlights, itineraries and listings that cover the entire state

Winding Roads for All Interests

Ride along historic byways and through stunning state parks

Urban Adventures

Savor the art, architecture and cuisine of these welcoming cities

Wisconsin's Cultural Mosaic

Discover the state's ethnic festivals and diverse heritage



MILWAUKEE, WI

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contents

FEATURES

- 8 Urban Adventures**
Six vibrant cities worth including on your next group tour
- 14 Wisconsin's Cultural Mosaic**
Events and attractions spotlight the state's ethnic makeup
- 20 Road Trip Revelry**
Captivating scenery on Wisconsin's highways and byways

SAMPLE ITINERARIES

- 24 Branch Off I-43 for So Much to See**
- 26 I-43 Offers Lots to See**
- 28 So Much More Off I-94**
- 30 Take I-94 to Start Your Tour**
- 52 The Sun Will Shine Along 39**
- 62 Take I-94 to 20 Where Life is Fine**
- 66 Lighten Your Load on the Great River Road**
- 70 Explore West Along I-94**

All itineraries are samples and can be customized to fit your group's needs

MEMBER LISTINGS BY REGION

- 32 Eastern Shores**
- 54 South Central Crossroads**
- 64 Northwoods and Lake Superior**
- 68 Mississippi River Valley and Beyond**
- 72 Wisconsin Heartland**

On The Cover:

Wisconsin State Capitol, Madison
(Photo courtesy Cory Mace)



Cream Puffs



Villa Terrace



Northern End of Hwy 42
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Welcome to Wisconsin

Wisconsin is a destination where your groups will find an adventure at every turn. Whether traveling on the interstate, country roads or the state's many waterways, your guests will encounter beautiful vistas, experience great food, discover arts and entertainment, revel in history and culture, appreciate unique architecture and have just plain FUN.

Discover all this and more in your 2018 Circle Wisconsin Tour Planner. Feature articles, sample itineraries and member listings are designed to assist you in finding the very best of our state to explore with your groups.

Here are a few things you might not have known about Wisconsin (but can learn about on your next tour):

- Soviet satellite Sputnik IV fell out of orbit in 1962 and while most of it burned up on re-entry, a 20-pound piece of debris crashed to the ground in Manitowoc. The original piece of Sputnik was returned to the Soviets, but the Rahr-West Art Museum in Manitowoc has a replica of it on display.
- It's still illegal for a restaurant to serve margarine as a butter substitute unless the customer specifically requests it.
- Wisconsin is known as the Badger State after the habits of early miners in the region who either lived in mine shafts or dug their homes out of the sides of hills – just like badgers do.

Please join us for the 5th Annual Midwest Marketplace

Mark your calendars for April 8-10 at the Grand Geneva Resort in Lake Geneva, Wisconsin. Over 90+ group-friendly suppliers from around the Midwest region are eager to meet with you. For more information and to register, contact our office or check out the new Midwest Marketplace website at www.midwestmarketplace.org.

We hope you find the 2018 Circle Wisconsin Tour Planner useful for planning your next tour to our beautiful state. Our members are excited to greet your guests with good ole Wisconsin hospitality.

See you on the bus!

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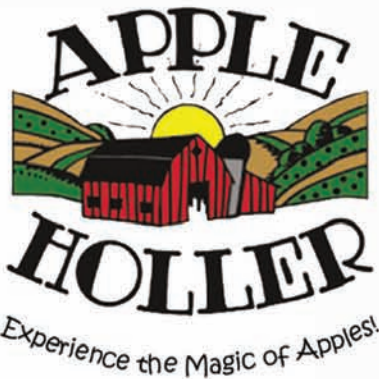



APPLE HOLLER'S **Ag-venture.**

Pick Your Own Memories

At Apple Holler our group ag-venture is always growing. This year, our **Farm Ag-venture** includes a tour of our apple, pear and peach orchards, and hardwood forest; plus visits to our pollination exhibit, organic pizza garden, haflinger horse corral, and the **Golden Goat Bridge**. Apple Holler also features the farm-to-table **Red Barn Restaurant** with delicious down home cookin' touched by the magic of apples. Join us for some farm fun, the perfect recipe for your next ag-venture!

Apple Holler's ag-venture is for the kid in all of us. To book your group's ag-venture today, call Sheri, at **262-884-7100**.





*Walk
through
history, indulge
in fine dining
and admire
stunning
architecture
in these six
Wisconsin
cities*

URBAN ADVENTURES

Wisconsin's beauty results from its diversity of geography, heritage and industry. Your group will find all three in the state's thriving urban centers, which range from college towns brimming with culture to historic outposts with centuries-old main streets. These six cities contain some of the best museums, restaurants and stores Wisconsin has to offer.



Despite its name, Milwaukee's Lakefront Brewery sits along the Milwaukee River in the Brewer's Hill neighborhood.

MILWAUKEE

Once a Menominee tribe outpost and French Catholic missionary settlement, Wisconsin's largest city has blossomed into a metropolis teeming with art and history. Start at the **Grohmann Museum**, which houses over 1,000 paintings and sculptures that document the evolution of organized labor in its "Man at Work" collection. Nearby is the **Milwaukee Public Museum**, where you can wander the immersive streets of Old Milwaukee, appreciate authentic Native American artifacts and explore the "Temples, Tells and Tombs" exhibit.

Villa Terrace Decorative Arts Museum, a 1923 Italian-style villa along the Lake Michigan shore, features elaborate tiered gardens and fountains inspired by Italy's Lombardy region. Inside lies a collection of Renaissance-era oil paintings, sculptures by wrought iron master Cyril Colnik and elaborate Züber wallpaper with floral designs. Nearby is the **Charles Allis Art Museum**, an ornate 1911 home that houses French Barbizon paintings, Asian ceramics and exhibitions that highlight regional artists.

For a different but equally ornate historical tour, visit the **Pabst Mansion** near Marquette University. The former home of beer baron Frederick Pabst and his family, it stands as a pristine example of Gilded Age style, with stained-glass windows, elegant furnishings and detailed woodwork covering every inch of the property.

Among the countless restaurants and tap rooms to tempt your appetite is **Lakefront Brewery**. Your group will receive up-close looks at the brewing equipment, samples of the beer crafted on-site and pairings of cheese and coffee with Lakefront's creations. Want a stunning view of the Milwaukee skyline? Consider a sightseeing tour with **Edelweiss**, a premier cruise company that can whisk your group through the canals of downtown Milwaukee while you enjoy food and drinks served aboard.

Interested in catching a Broadway or off-Broadway show, the ballet or perhaps a symphony performance? The **Marcus Center for the Performing Arts** hosts orchestras, operas and musicals at discounted rates for groups. Amongst the more intimate spaces within the venue, the Center showcases amazing world-class performances, including non-musical comedies, jukebox musical tributes, improvisational comedy and family entertainment.

PRAIRIE DU CHIEN

The state's second-oldest city, **Prairie du Chien** lies along the Mississippi River in the state's southwest corner. Established by French voyageur Nicolas Perrot in 1685, the downtown area retains much of its original fur trading post layout, and the entire area is dotted with landmarks commemorating the Siege of Prairie du Chien, the only battle of the War of 1812 waged on Wisconsin soil.

Home to the Prairie du Chien Historical Society, the Fort Crawford Museum stands on the remains of an 1830s army post that protected the Northwest Territory's western border. Your group can tour reconstructions of a military hospital and learn about frontier medicine and weaponry from historical society guides. Other attractions include Effigy Mounds National Monument, host to ancient Native American mounds shaped like mammals and birds, and **Villa Louis Historic Site**, a preserved 30-room Victorian mansion.

Visit Milwaukee

Costumed guides lead tours of the estate and illustrate Wisconsin history through the lens of the resident Dousman family.

Groups who venture to St. Feriolo Island will discover the Mississippi River Sculpture Park. Life-sized sculptures depict local historical figures such as William Beaumont, who pioneered human digestion research at nearby Fort Crawford, and Black Hawk, a Sauk tribe chief who signed a series of treaties on the island during the Native American Wars.

GREEN BAY

Green Bay's most famous resident is its football team, but Wisconsin's oldest city is filled with galleries and gardens to engage group members with other interests. Designed to welcome guests during all four seasons, the **Green Bay Botanical Garden** is 47 acres of crab apples, magnolias, lilacs and perennials. Animal-lovers should pay a visit to Bay Beach Wildlife Sanctuary, a 70-acre refuge that over 4,000 injured or orphaned animals call home. Visitors can take self-guided nature hikes, fish for bluegill in the Bay Beach Lagoon or sign up for an animal talk to meet rescued baby mammals up close.

Gearheads in your group should spend time at the **Automobile Gallery**, the result of a vision of local entrepreneur and car enthusiast Red Lewis. This former Cadillac dealership has been converted into an 18,000-square-foot gallery lined with rare cars such as a 1912 Maxwell, 1959 Buick Electra and 1981 DeLorean, made famous in the *Back to the Future* film franchise. Further transportation history is found at the **National Railroad Museum**, which houses artifacts and vintage trains. Highlights include the "Big Boy," the world's largest steam locomotive, and Pennsylvania Railroad GG-1, the world's most famous electric train.

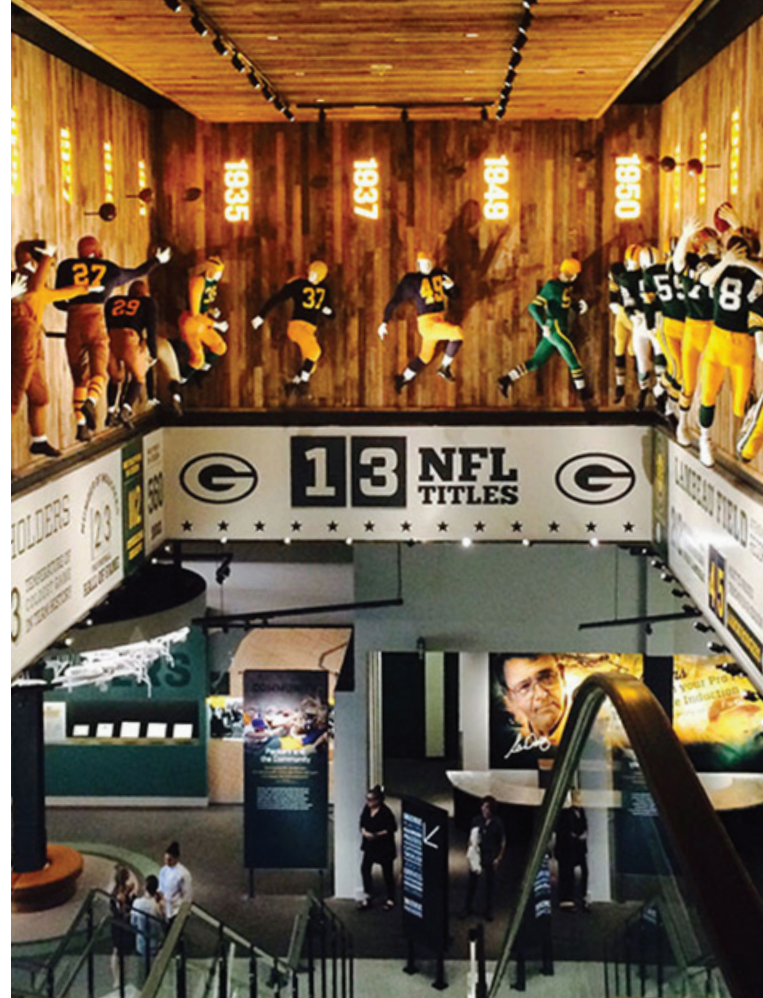
The city's crown jewel is Lambeau Field, home of the Green Bay Packers and the oldest continually operating NFL stadium. Stadium tours will guide you through the press box, locker rooms and sidelines, and guides will explain the Packers' history as the only publicly traded franchise in American sport. Football fans can also explore the adjoining **Green Bay Packers Hall of Fame**, where they can admire the team's four Super Bowl trophies, Vince Lombardi's desk and memorabilia from a century of Packers history.

Just outside the city limits, it's a scenic drive to **The National Shrine of Our Lady of Good Help**, the only Marian shrine in the United States on the site of an approved apparition of the Blessed Virgin Mary. Explore the grounds where Sister Adele first encountered the Blessed Virgin Mary and where she started her mission.

EAU CLAIRE

Bisected by the Chippewa River, **Eau Claire** has been a booming sawmill hub and French trading post (its name in French translates to "clear waters"). Today, the city offer groups glimpses into its logging past and industrial present. Both can be found in Carson Park, a peninsula surrounded by the crescent-shaped Halfmoon Lake and site of sports facilities, historic homes and hiking trails. Baseball fans can catch a game at the Carson Park stadium, where Hank Aaron, Bob Uecker and Joe Torre played as minor leaguers.

In the center of the island lies Paul Bunyan Logging Camp and



Among the prime urban sights in Wisconsin are the Green Bay Packers Hall of Fame and Madison's State Capitol, which offers guided tours.





Milwaukee's Pabst Mansion is a fine example of Gilded Age splendor.
A great Eau Claire photo op: Paul Bunyan Logging Camp and Museum



Visit Milwaukee

Museum, an authentic 1890s logging camp complete with a cook shanty, blacksmithing forge and barn. After you snap a group photo in front of Babe the Blue Ox, continue north to the Chippewa Valley Museum, which features exhibits on the local lumber industry and pioneer history. It also houses an authentic 1950s ice cream parlor that can be rented by groups of up to 30.

Follow the Chippewa River north to the Leinie Lodge, home to the Leinenkugel Brewing Company since 1867 and an extensive tap room with dozens of beers crafted on-site. Tours will explain the company's humble Prussian immigrant origins, describe the brewing process and end at the sampling bar with tastes of seasonal creations such as the Oktoberfest and Summer Shandy.

APPLETON

Located on the northern tip of Lake Winnebago, **Appleton** is the thriving hub of the Fox River Valley. Art galleries, boutiques and gourmet restaurants greet visitors along downtown's College Avenue, and you can indulge in retail therapy with a stop at Fox River Mall, the largest shopping center in Wisconsin. Hearthstone Historic House Museum, the first residence in the world powered by Thomas Edison's centrally located hydroelectric system, offers guided tours back to the early days of domestic electricity. The 1882 Victorian mansion features original light fixtures, woodwork and stained-glass windows that will impress any group. You'll find background of the region at the History Museum at the Castle, a former Masonic temple and home to exhibits featuring Harry Houdini, the famed escape artist and Appleton native.

Visitors curious about the city's logging heritage should stop by the Paper Discovery Center, a renovated mill that celebrates the science, history and art of paper. Enjoy interactive exhibits that follow the extensive process that begins with tree farms and ends with the paper you're reading.

MADISON

A vibrant home to academics, politicians and artists, **Madison** is sure to offer something for everyone in your group, from trendy art galleries to delicious ethnic cuisine. The city's downtown is an enormous grid across an isthmus that divides two glacial lakes, and in its center lies the State Capitol. Featuring intricate mosaics and towering marble columns, this granite structure is surrounded by the espresso cafes and boutiques of Capitol Square. From there, follow State Street west to the University of Wisconsin campus. This thoroughfare consists of nearly 100 restaurants, bars and shops, and on warm days your group will be entertained by local buskers who perform on street corners. The University, home to 45,000 students and staff, is a sprawling campus your group can explore for the entire day. If time is at a premium, notable sights include the Abraham Lincoln Statue at Bascom Hall, Camp Randall Stadium and the Memorial Union Terrace that overlooks Lake Monona.

Those looking to combine stunning water views with iconic architecture should visit **Monona Terrace**, a Frank Lloyd Wright-designed civic center overlooking Lake Monona. Group offerings include a wine and cheese tour, scavenger hunt and in-depth Frank Lloyd Wright tour. 🇺🇸



Monona Terrace, Madison



SC Johnson Administration Building, Racine

EXPLORE THE FRANK LLOYD WRIGHT TRAIL

3 DAYS / 2 NIGHTS



Talcott Estate, Spring Green

Frank Lloyd Wright was born in Richland Center, Wisconsin, and is recognized as one of America's most influential architects. To commemorate the 150th anniversary of Wright's birth on June 8, 1867, Wisconsin has created the world's first official Frank Lloyd Wright Trail in celebration of his achievements and lasting legacy. Explore the designs and inspirations of Wright through a series of nine stops in his home state. Make it a complete weekend by exploring local restaurants and quaint hotels along the way.

DAY 1

1. SC Johnson Administration Building, Racine

<http://www.scjohnson.com/en/company/visiting.aspx>

Start your day at Robert's Roost for a quick breakfast and coffee before heading to the SC Johnson Administrative Building. This structure, along with the SC Johnson Research Tower, serves as the worldwide headquarters of the household cleaning product manufacturer.

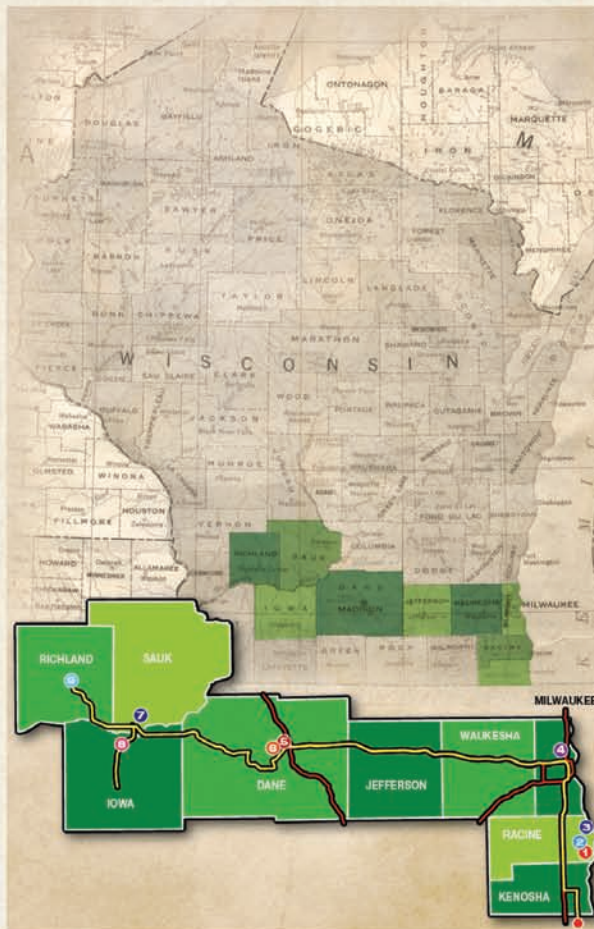
The 1939 SC Johnson Administration Building has been called one of the top 25 buildings of the 20th century, and Wright designed everything down to the furniture. See the impressive Great Workroom, a half-acre of open space and massive tree-inspired columns. You'll get the best views riding the "birdcage" elevators that run from the basement to the penthouse.

2. SC Johnson Research Tower, Racine

Walk over to the SC Johnson Research Tower nearby. Completed just more than a decade later, this tower is one of the world's tallest cantilevered buildings. Wright used thousands of Pyrex tubes to reduce glare and refract light in the tower. The building's most renowned exhibit is a replicated 1950s laboratory, where the company's scientists developed early products. Don't miss the Golden Rondelle Theater on the SC Johnson complex that holds a host of free community programs in the historic building, or visit the Racine Art Museum for a collection of contemporary arts and crafts.

Stop for lunch at Corner House or Wells Brothers Pizza, then drive to O&H Danish Bakery where you can pick up an award-winning kringle.

SC Johnson to Wingspread:
6 miles (10 km)



3. Wingspread, Wind Point

<http://www.johnsonfdn.org/>

Drive just 6 miles north to experience more of Wright's work for the Johnson family. H.F. Johnson Jr., the SC Johnson Company's third-generation leader, commissioned the architect to build his family estate. With four wings jutting out across 14,000 square feet of space, Wright completed his sprawling creation in 1939 and named it "Wingspread."

Racine is home to a variety of art galleries such as the Jura Silverman Gallery with multimedia pieces in a restored warehouse. Want to stay the night in the Racine area? Harbourwalk Hotel offers picturesque lakefront views of Racine Harbor and sits amid a quaint shopping and dining district.

Wingspread to Burnham:
26 miles (42 km)

4. Burnham, Milwaukee

<http://wrightinmilwaukee.com/>

Wright didn't just build custom mansions and towering workspaces—he had a dream of building homes that were affordable to the typical American family. His American System-Built Homes were a short-lived venture between 1915 and 1917, and just 16 of these models exist in the Midwest today.

This home is one of six still standing on West Burnham Street and Layton Boulevard in Milwaukee. Tours of the Burnham home are given on select weekends by trained docents. Reservations are not required.



Weymouth Valley School, Spring Green



Talcott Estate, Spring Green

Milwaukee is a foodie's dream, with restaurants of all styles, trends and specialties. Everything from artfully curated meals at c. 1880 by James Beard semi-finalist Thomas Hauck to comfort foods at Smoke Shack is sure to satisfy the hungry traveler. Stay at the posh Kimpton Journeyman Hotel for upscale dining and luxurious accommodations.

Burnham to Monona Terrace: 80 miles (130 km)

DAY 2

5. Monona Terrace, Madison

<https://www.mononaterrace.com/>

Begin your day in Madison on beautiful Lake Monona. Popping out of the Madison skyline, Monona Terrace frames the lake for which it was named on the eastern side of Madison's isthmus. Wright envisioned that his "dream civic center" would link the shores of Lake Monona with the Wisconsin State Capitol.

The Monona Terrace was completed in 1997. Today, Monona Terrace is a popular spot for meetings and conventions, community programs and weddings, with an on-site café and gift shop full of Wright memorabilia.

Located right in the heart of downtown Madison, visit the nearby State Capitol, explore the vivacious shops of State Street or stop into The Old Fashioned for a Wisconsin classic: an old fashioned cocktail.

Monona Terrace to First Unitarian Society Meeting House: 5 miles (8 km)

6. First Unitarian Society Meeting House, Madison

<https://fusmadison.org/welcome/meeting-house/tours/>

A convenient 10 minutes from Monona Terrace, Wright was a member of this congregation, and his preacher father was one of the founders. This project was completed in 1951, just a few years before his death, and has been hailed as one of the world's most innovative examples of church architecture. In addition to the original meeting house, with its pitched copper roof, deep-red concrete floor and prow of interlacing wood and glass, Taliesin Associated Architects have added two major additions, one in 1964 and one in 1990.

After a full day of touring Wright's architectural masterpieces, unwind with French-inspired, farm-to-table cuisine at L'Etoile. For overnight accommodations, Mansion Hill Inn and Livingston Inn, both beautiful bed and breakfasts, offer cozy hospitality that combines historical finishes with modern conveniences.

First Unitarian Society Meeting House to Taliesin: 40 miles (64 km)

DAY 3

7. Taliesin and Frank Lloyd Wright Visitor Center, Spring Green

<http://www.taliesinpreservation.org/>

Fuel up right on the Taliesin premises at the Riverview Terrace Café for breakfast. For the Frank Lloyd Wright fan, nothing tops his 800-acre estate overlooking the Wisconsin River. Taliesin, which means "shining brow"—a nod to Wright's Welsh grandparents—has been rebuilt from two fires since construction was completed in 1911, and other renovations have been ongoing since the architect's death in 1959.

There are six touring options of the estate, along with other arts and cultural educational programs and special events like a farm dinner series, biking tour and Winter Festival tours.

Make the quick 5-minute drive to the American Players Theatre to view classic professional plays at the country's second largest outdoor theater.

Freddy Valentine's Public House is a favorite for grabbing a delicious meal in a historic, local setting in nearby Spring Green. Situated in an old, renovated bank, furnishings are repurposed to offer unique décor that adds so much to the experience. Don't miss the original vault.

Taliesin to Wyoming Valley School Cultural Arts Center: 4 miles (6 km)

8. Wyoming Valley School Cultural Arts Center, Spring Green

<http://wyomingvalleyschool.blogspot.com/>

Located 3 miles from Taliesin, Wyoming Valley School is a nonprofit organization promoting the arts and culture of the surrounding region. Designed and donated by Wright in honor of his mother, Anna Lloyd-Jones Wright, the School provides spaces for workshops, performances, lectures and exhibits for all ages. While paying homage to Wright, the School offers the necessary opportunities to bring young students and their families together in pursuit of creative education. Workshops in architecture, music, science and painting are some of the offerings available to engage young students and enhance arts education and creativity.

Stay nearby at Round Barn Lodge, featuring country style décor. Unwind and relax with a glass of wine next to the waterfall. Or, if the whole family is tagging along, rent out Aldebaran Farm, which was the home of Wright's uncle, James Lloyd-Jones, and renovated by Wright's architect son-in-law William Wesley Peters.

Spring Green is home to a variety of art galleries such as the Jura Silverman Gallery with multimedia pieces in a restored warehouse and Wilson Creek Pottery, where you can support local, handcrafted usable art.

Wyoming Valley School Cultural Arts Center to AD German Warehouse: 30 miles (48 km)

9. AD German Warehouse, Richland Center

<http://www.adgermanwarehouse.org/>

Completed in 1921, this four-story warehouse is probably the most notable commission Wright took on in his hometown. Once a storage place for sugar, flour, coffee, tobacco and other commodities, today it houses a gift shop, small theater and exhibit of large murals illustrating Wright's architectural work.

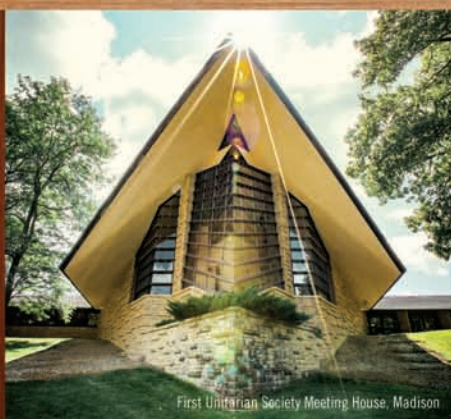
The warehouse is one of the few major public buildings he designed around the time that it was actually built, and it's his best remaining example of sculptural ornamentation. A frieze of repeated cast concrete motifs encircles the top of the building. Cap off your exploratory weekend with a hearty Wisconsin meal at Press Box or Mellem's Fish House, where you can get an array of fresh seafood and steak.

Learn more at:

<https://www.travelwisconsin.com/article/architecture/wisconsins-frank-lloyd-wright-trail>



Taliesin Estate, Spring Green



First Unitarian Society Meeting House, Madison



Taliesin Estate, Spring Green

TRAVEL
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WISCONSIN'S *Cultural Mosaic*



Visitors get a taste of the state's ethnic makeup at events and attractions that spotlight Native American and European heritage

Picture the heritage of Wisconsin as a beautiful tapestry with diverse patterns that each symbolize a different type of cultural pride. The tapestry stays vibrant because of an ongoing eagerness to share age-old ethnic customs, music, food and history. Many fun events and places enlighten as they entertain, making it easy to get acquainted with the rich, lively ancestry of Wisconsin. This happens in both rural and urban areas.

No state east of the Mississippi River is home to a larger concentration of Native American communities. Wisconsin's 11 sovereign nations are devoted stewards to over 500,000 acres of pristine forests, inland waterways and wildlife-filled marshes – so enjoy the drive when entering these tribal reservations.

Tribal nations welcome the public to most powwows; these ceremonial dances and chants celebrate a change of seasons, crop harvests and tribal pride. Although the reason for the rituals may vary, one thing remains the same: regardless of location, a strong drumbeat sets the pace and reminds all of the heartbeat of life.

Three-hour guided tours by the **Oneida Nation** near Green Bay include a look at the tribe's buffalo herd from an observation deck, an explanation of the emerging Long House Village and shopping for beadwork, corn husk dolls and other crafts at Oneida Nation Museum. Homeopathic and herbal remedies are a specialty at Oneida Market. Vendors sell sweet grass, maple syrup, up to 35 kinds of apples and much more at the weekly outdoor Oneida Farmers Market.

Farther north on Madeline Island is bilingual English and Ojibwe signage. This recognizes the island's history as a sacred place for the Red Cliff and Bad River bands of the Lake Superior Chippewa, who called the area Mooningwanekaaning long ago. Learn more about the tribe's history at the Madeline Island Heritage Center.

Madeline Island is the largest of the Apostle Islands on Lake Superior. A 25-minute ferry ride aboard the **Madeline Island Ferry** links this spot to the mainland, where the Red Cliff's **Legendary Waters Resort** is a three-mile drive north.

On the Lac du Flambeau Reservation near **Minocqua**, ceremonial



Spread photo: Milwaukee's German Fest brings out ethnic pride.
Above: English and Ojibwe signage on Madeline Island in Lake Superior.

dancing at the Indian Bowl began in 1951. The community opened a new outdoor amphitheater for powwows at Long Interlaken Lake in 2017 and also began work to re-create an authentic Ojibwe village from the 17th century for lakeshore tours and craft-making demonstrations.

For excellent cuisine, take a close look at menus inside the **Potawatomi Hotel** complex in downtown Milwaukee. Mike Christensen, executive chef, is from Lac du Flambeau and knows how to present his native land's indigenous ingredients in creative ways. Don't be surprised to see venison matched with wild rice and succotash or a broth of walleye and foraged mushrooms.

Wisconsin's deep and longstanding affection for Germany is evident with the many festivals and events throughout the year. No other state claims a higher percentage of residents with German ancestry. The annual **German Fest** in Milwaukee is one of the largest festivals in the U.S. celebrating German heritage. Enjoy Sheephead card playing, the racing of dachshunds, polkas, schnitzels, lagers and the "live" Glockenspiel when attending this yearly event on the shores of Lake Michigan.

Look for lots of lederhosen and dirndls in abundance at the four-day Oktoberfest in **La Crosse**, which began in 1961. The 20 curvy and hilly miles of the city are a cultural pivot: Norskedalen Nature and Heritage Center hosts rural history tours, music and other events to refresh interest in Norwegian heritage all year.

Syttende Mai, a nod to the 1814 signing of Norway's constitution,

The "live" Glockenspiel is a favorite at German Fest in Milwaukee. The town of New Glarus dishes up a charming slice of Switzerland.



Wisconsin's Norwegian heritage is showcased at Norskedalen Nature and Heritage Center (above) and Livsreise in Stoughton (below).





A highlight of visiting Racine is biting into a slice of Danish kringle at Larsen Bakery (shown here) and other kringle bakeries in town.

is a big reason to celebrate every May in **Stoughton**. The community of 1,300 bills its annual festival as the biggest Syttende Mai outside of Oslo. Livsreise, a Norwegian heritage center in the heart of downtown, features exhibits that trace Scandinavian immigrant journeys and Norwegian contributions to American culture.

In Swiss-settled **New Glarus** (population 2,200) ethnic history stays alive everywhere. That means easy-to-find cheese fondues, almond horns, chalet-style architecture, yodelers, alp horn blowers, a historic Swiss village museum and Brown Swiss cattle with tinkling cowbells. Enjoy the hospitality of Switzerland in Wisconsin and discover Swiss specialties, including cheese and beef fondues, rösti, geschnetzeltes and more at the **Hotel New Glarus Restaurant**. Annual Wilhelm Tell Festival performances are an 80-year tradition in New Glarus, more proof that the passion to preserve the past can be deep and lasting in Wisconsin.

You can't visit Wisconsin without enjoying the state pastry: a buttery, flaky and thoroughly delicious Danish kringle. This distinctive oval-shaped treat was brought to the area by the Danish immigrants in the mid-19th century. In **Racine**, visit authentic Danish bakeries to meet with the bakers who have mastered the time-and labor-intensive process of creating these delicious treats.

These are but a few examples of cultural attractions and festivals groups can experience when they visit Wisconsin. From German heritage to Native American history, the Badger State is teeming with learning experiences for any age. 🇺🇸

Enjoy a Taste of Switzerland in New Glarus, Wisconsin

The New Glarus Hotel Restaurant and the Chalet Landhaus Inn understand the needs of group planners...we have been serving the business and the travel industry for over 30 years!

Chalet Landhaus Inn

Your Swiss Country Home in New Glarus, Wisconsin

- Group Tours always welcome
- 67 Rooms plus Whirlpool Suites with Wireless Internet Service
- Indoor Pool, Hot Tub, Sauna, Steam, Fitness room
- Business Center with high-speed DSL
- On the Sugar River Hike and Bike Trail

www.chaletlandhaus.com



- The Chalet Landhaus Alpine Restaurant with outdoor patio serves Breakfast daily—Breakfast Buffet Sundays—Swiss and American cuisine evenings
- New Glarus has two Heritage Museums offering group tours, many unique shops, and the New Glarus Brewing Company nearby

801 Highway 69, New Glarus, WI 53574 • (800) 944-1716
or (608) 527-5234 • email: chalet@chaletlandhaus.com



A truly unique place, a truly unique experience – New Glarus is located in scenic Green County, Wisconsin, just 25 miles south of Madison – the perfect location as a home base for regional group tours, for meetings, or conferences.

New Glarus Hotel Restaurant

Built in 1853, the hotel has long been a landmark known for its excellent Swiss atmosphere!

- Bus and Group Tours always welcome
- Authentic Swiss specialties - including Fondues and Raclette
- Dine & dance every Friday and Saturday evening to the music of a traditional Polka band!
- Serving Lunch & dinner 7 days a week
- Enjoy the Ticino Pizzeria below the Hotel Balcony - serving Appetizers, Salads, Pizza, Pasta, Burgers and Sandwiches
- New Glarus Brewing Company nearby

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Wind Point Lighthouse



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These are some of the many things that Racine County has to offer to your next group tour.



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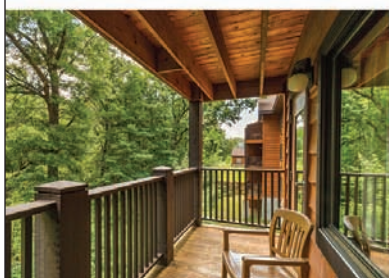
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ROAD TRIP *Revelry*

*Captivating scenery awaits travelers on
Wisconsin's highways and byways*

One of the joys of group travel is simply looking out the window, your eyes glued to the glass as the coach passes through mighty forests, skirts lakes and rivers, rolls through farm fields and slows down in hamlets that harken back to days gone by. For scenic drives, there's no better place in the Midwest than Wisconsin.

Any time of the year can produce eye-popping vistas of Mother Nature at her best and nostalgic longings for country life, but the flaming leaves of fall foliage season seem to put an exclamation point on the trip. Spring and summer are alive with brilliant blooms, greenery, wildlife and spectacular views. Here are a few ideas for pretty drives in all parts of the state.

GREAT RIVER ROAD

Highway 35 constitutes the Wisconsin portion of Great River Road National Scenic Byway, which curls along the Mississippi River for 250 miles through 33 historic towns and villages, from Potosi north to Prescott. Forming the state's western border, the road is nestled between the mighty Mississippi on one side, sheer bluffs of limestone and sandstone on the other. Overlooks along the way provide great vistas to stop for a photo op, group picture or perhaps a selfie to post. Autumn's glowing oranges, reds and yellows only add to the majesty, making the byway one of the Midwest's most celebrated fall foliage routes. February-March is the best time for spotting eagles, but they can be seen any time during the year. Thousands of ducks, geese and tundra swans also frequent the valley. River history comes alive

at six interpretive centers maintained by the Byway and at historical attractions such as the Riverside Museum in **La Crosse** and **Prairie du Chien's Villa Louis** and Fort Crawford Museum. Half the fun of cruising the Great River Road is stopping in the little towns filled with specialty boutiques and antiques shops.

ROLLING HILLS OF HIGHWAY 14

Start your explorations at 600-foot-high Grandad Bluff, a city park that overlooks **La Crosse**; the view of the Mississippi River Valley takes in three states (including Iowa and Minnesota) and is one of Wisconsin's most scenic. Then head east on Highway 14 to the **Shrine of Our Lady of Guadalupe**, a popular pilgrimage site. Tours of the shrine are free and include the hilltop church, its campanile




and dome visible from afar. The drive continues to Amish farm country and the bucolic beauty surrounding the village of Coon Valley. A visit to the area is not complete without exploring the always popular **The House on the Rock** in Spring Green. Explore some of the world's most unique collections including the world's largest carousel, a 200' sea creature, automated music machines and so much more. Enjoy the views of the valley as you step into the Infinity Room, which offers stunning vistas of the area.

CRANBERRY HIGHWAY

From late September to late October, **Central Wisconsin's** Cranberry Highway reveals brilliant splashes of fall color as red seas of cranberries ready for harvest combine with the blazing

The Shrine of Our Lady of Guadalupe is a popular pilgrimage site.
Spread photo: Sunset on Lake Wissota, northeast of Chippewa Falls.

yellows and oranges of fall leaves. This drive stretches for almost 50 miles along century-old cranberry beds from **Wisconsin Rapids** to Warrens, and between Pittsville and Nekoosa. Highways 54, 173 and 13, plus county roads in Wood, Juneau and Monroe counties, are best for exploring cranberry country. Several area growers offer fall tours that take visitors right up to the edge of the flooded marshes where workers wade through the crimson lakes and rake the tart bed berries to an elevator belt that conveys them into waiting trucks. Visitors can learn about the official state fruit at the **Wisconsin Cranberry Discovery Center**. Wisconsin is America's largest producer of cranberries.



Trade busy highways for scenic local roads in southwestern Wisconsin's unglaciated Driftless Area.

WISCONSIN LAKE SUPERIOR SCENIC BYWAY

This 70-mile route follows the southern shoreline of **Lake Superior** along the Bayfield Peninsula, passing through charming harbor towns, historic fishing villages, small farms and orchards. Take in views of forests, pristine sandy beaches, bluff tops, waterfalls, majestic lighthouses and the sparkling blue waters of Lake Superior, Apostle Islands National Lakeshore and Gaylord Nelson Wilderness Area. Other highlights include Brule River State Forest and Amnicon Falls State Park. American presidents and generals enjoyed the beauty, trout fishing and serenity of Wisconsin at Cedar Island Lodge also known as "the Summer White House," located in the state forest.

CHIPPEWA FALLS TO CORNELL

This 24-mile drive on Highway 178, hugging the north shore of the Chippewa River, is bookended by two scenic state parks: Lake Wissota to the south and Brunet Island to the north. **Chippewa Falls**, just southwest of manmade Lake Wissota, abounds with group-friendly attractions, including the Chippewa Falls Museum of Industry & Technology, which spotlights local industries like supercomputing, packaging and footwear manufacturing.

BARABOO HILLS TOUR

The **Baraboo** area, between **Madison** and **Wisconsin Dells**, abounds with breathtaking bluffs and is always popular with fall leaf-peepers. Start your loop in the town of Baraboo, famous for its **Circus World Museum**, and go east on Highway 113, following it up and over the Baraboo Range. Once back on the bottom on the south side of the hill, see Devil's Lake State Park, the state's largest and most visited state park. A geological phenomenon, it dazzles visitors with its giant boulders and quartzite bluffs. On Tower Road a small country church provides great photo opportunities, especially when framed by maples in full fall regalia. A Baraboo Hills drive also might include visits to Durward's Glen and Parfrey's Glen, peaceful natural areas popular with hikers.

GREAT DIVIDE NATIONAL SCENIC HIGHWAY

Travel on Highway 77 through the towering trees of Chequamegon-Nicolet National Forest and revel in the diversity of plant and animal life in the majestic north woods. Spanning 29 miles between Glidden and Hayward, the road crosses lakes, swamps and bogs alive with beaver, loons and bald eagles. It passes through forests harboring black bear, timber wolves and white-tailed deer; look for Rocky Mountain elk, especially on side roads at sunrise. Fall brings fiery reds and shimmering golds as maples contrast with the deep-green pines.

ST. CROIX VALLEY

Explore quaint river towns on this scenic drive covering 60 miles on Highway 35 in the St. Croix River Valley between Prescott and St. Croix Falls. Interstate Park in St. Croix Falls lies along the east side of the Dalles, a gorge with walls rising 200 feet above the river. A true geological gem, the park is the headquarters for the St. Croix National Scenic Riverway. This preserved land along the Minnesota-Wisconsin border features campsites, hiking trails and birdwatching areas to entice groups year-round. Further northwest of the St. Croix, the scenic riverway includes the Namekagon River. This protected system of riverways is the largest of its kind east of the Mississippi River. Learn more about Scenic Riverway at one of the two National Park Visitor Centers in Trego and St. Croix.



Egg Harbor is one of the many charming resort towns in Door County, a scenic vacationland on a peninsula that juts into Lake Michigan.

Door County Visitor Bureau

DOOR COUNTY COASTAL BYWAY

Follow the signs for this designated scenic byway stretching over 60 miles of the Door Peninsula, a part of the Niagara Escarpment that stretches from New York to Niagara Falls through Wisconsin

down to Illinois. Take Highway 57 north from Sturgeon Bay, the peninsula's only city, to Gills Rock on the tip of the "thumb" and then head back south on Highway 42. The rugged landscape, featuring shoreline cliffs and caves, is dotted with fishing villages, beaches, cherry orchards, wineries, lighthouses and five state parks. Often compared to New England, Door County has been nicknamed the "Cape Cod of the Midwest." Quaint shops and casual to gourmet dining, including the famous Door County fish boils, can be found in lakeside towns like Fish Creek, Egg Harbor and Sister Bay.

SHAWANO COUNTY

One of the best ways to appreciate autumn's kaleidoscope of colors in Wisconsin's Heartland Region is to explore the picturesque countryside of Shawano County. From mid-September to mid-October, see the sugar maples in all their red and gold glory on a loop around Shawano Lake via Highway 22 and County H. A driving tour of Shawano County also rewards the traveler with more than 300 quilt patterns painted on historic barns and cultural insights into the Amish community, Menominee Nation and Mohican Nation. 🌲



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Branch Off I-43 for So Much to See

Three-day/two-night tour along the Eastern Shores

day 1

CEDARBURG
SHEBOYGAN

Start your tour with a trip down memory lane at the **Cedarburg History Museum**. Discover an old-time soda fountain, buy penny candy in a general store and tour the museum to see historic advertising, packaging art, photos and rotating exhibits. Then it's on to **Wisconsin Museum of Quilts & Fiber Arts**. Located in a repurposed 1850s farmstead, there you will hear the stories of the artists and their quilts, displays of fiber arts and ever-changing special exhibits.

Your tour takes you north to the **John Michael Kohler Arts Center** for a few hours of adventure with a guided tour of the exhibits, collections and unique gardens. You can combine your tour with a visit to the **James Tellen's Woodland Sculpture Garden**.

Now head to **Sheboygan**, known as "The Spirit on the Lake." How do you Sheboygan? In the "Bratwurst Capital of the World," you can enjoy beaches, restaurants, adventure sports and shopping. Take a walk along the riverfront to see fishing shanties, ice cream parlors, a historic lighthouse and a three-masted schooner.

If your group is in the area from the day after Thanksgiving to the end of December, be sure to take in **Making Spirits Bright**. Three Rotary Clubs in Sheboygan put on this holiday light display with trolley rides, entertainment and refreshments.

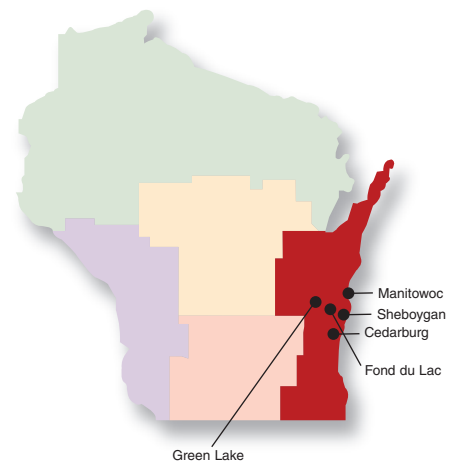
day 2

MANITOWOC
FOND DU LAC

Head north along Lake Michigan for an unprecedented coastal experience in **Manitowoc & Two Rivers**. Tour a maritime museum and submarine, a farm, cheese factory and historical villages. These two cities along the shores of Lake Michigan give your group time to relax, walk and enjoy the fresh air.

Now head west through Wisconsin's rural countryside to **Henning's Cheese**. Watch the cheese being made and sample the infamous Wisconsin squeaky cheese curds. Now it's time to reflect on the past and return to the time of stage-coach travel at the **Wade House**. This is where Yankee refinement met Wisconsin wilderness as you tour a 27-room hotel, see a water-powered sawmill and stroll through the state's largest collection of carriages, wagons and sleighs.

Drive along the Niagara Escarpment with amazing vistas of Lake Winnebago to your final stop for the day: **Fond du Lac**, which means "foot of the lake." This is an ideal location to hub and spoke to over 70 attractions. Enjoy the endearing charm of a Wisconsin supper club and waterfront restaurants, take a farm tour and experience hands-on tours. Choose from many themed itineraries to include agritourism, nature and uniquely Fond du Lac adventures.



John Michael Kohler Arts Center



Wade House

day 3

GREEN LAKE

Head north to Oshkosh to the **Paine Art Center and Gardens**, revered as an “American Castle.” This 1920s mansion offers historic interiors, an exceptional art collection and changing exhibits, including extraordinary holiday displays.

Are you ready to take in more Wisconsin countryside as you head west to **Green Lake Country**? This area offers four itineraries for the group market: AgriTourism, EcoTourism, Heritage and R&R. The pristine landscape of Green Lake will inspire, relax and refresh your group. 🌿



Paine Art Center and Gardens



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I-43 Offers Lots To See

Four-day/three-night tour of the Eastern Shores

day 1

GREEN BAY

Head north of Milwaukee to **Green Bay**. Start your exploration of this city known for its famous NFL team with a culinary or historical tour to gain a true appreciation of the deep tradition and spirit that defines it. Learn about the history and culture of the **Oneida Nation** and tour Wisconsin's Amish country. From stadium to shrine tours, Native American culture to iconic railroad lore and botanical gardens to wineries, your group will create memories for a lifetime.

day 2

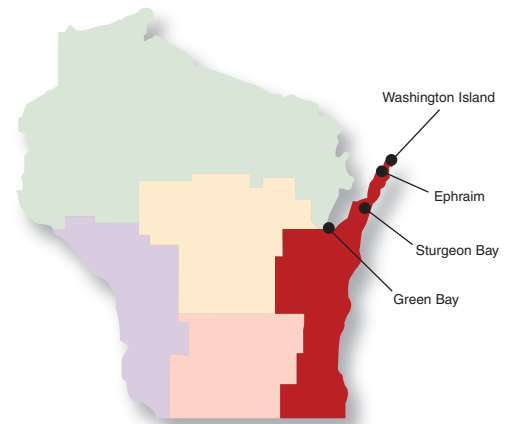
DOOR COUNTY, STURGEON BAY, EPHRAIM

It's time to head even farther north to **Door County**, described by many as the "Cape Cod of the Midwest." From historic lighthouses to theater performances to the famous fish boil, this peninsula will have your group enjoying life from a better view. First stop is the **Door County Maritime Museum** in Sturgeon Bay, Wisconsin's working waterfront. Hear the stories of hard-working fishermen, bold inventors, skilled craftsmen and lonely lighthouse keepers in the galleries of this museum celebrating the area's rich maritime heritage. Be sure to save time for a tour of the John Purves tugboat.

Then it's on to the **Door Peninsula Winery** – Wisconsin's oldest and largest winery. Take in a guided tour of the winery and distillery and have lunch at the restaurant that features local food. Continue up the peninsula to Ephraim, where the **Ephraim Historical Society** shares the heritage of this historic community. Your tour includes a store, cabin, schoolhouse, barn and home.

Be sure to reserve your group's spot around the fire for the only all-you-can-eat fish boil at **Rowleys Bay Resort & Restaurant**. The master storyteller relays the history of the area and tells about the tradition of boiling freshly caught Lake Michigan whitefish and the infamous boil-over.

Take in a show at the **Birch Creek Music Performance Center**. Percussion & steel band, symphony and jazz concerts will inspire your group in a renovated century-old barn.



Door County Maritime Museum

day 3

WASHINGTON ISLAND

Head to the top of the peninsula today to catch the boat on the motorcoach-friendly **Washington Island Ferry Line**.

Explore Washington Island on the **Cherry Train Tour** that includes historic villages, a renowned beach, art studios and a lavender farm. Spend the day with views that will take your breath away and a variety of cafes and restaurants.

The evening takes your imagination to another level with the **Peninsula Players**, a theater in a garden. This professional theatrical treasure offers Broadway-quality comedies, dramas and musicals. Enjoy pre-show beverages under a canopy of cedars with stunning views of the water.



Birch Creek Music Performance Center

day 4

DOOR COUNTY

On your way south on the peninsula, be sure to make time to stop at **Country Ovens**, the producer of the original Door County dried cherries. Life is just a bowl of cherries at this factory retail store featuring Cherry De-Lites, chocolate-covered cherries, cherry juice, cherry syrup – well, you get the idea.

As you head south back down I-43 take your group to a live entertainment experience at **Memories Dinner Theater** in Port Washington. The rustic elegance of a 1930s ballroom surrounds you for dinner and top-notch cabaret, murder mysteries and comedians.

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So Much More Off I-94

Four-day/three-night tour of Milwaukee – Wisconsin's Eastern Shores

While **Milwaukee** is the largest urban center in the state, it becomes a patchwork of small towns when you break it down by neighborhood – Bayview, the East Side, the West Side, Historic 3rd Ward, Walker's Point and Riverwest are all unique experiences.

day 1

MILWAUKEE

Start your tour with **Milwaukee Food & City Tours** to get a good overview of the neighborhoods and the ethnic roots that give each a distinctive feel, taste and experience. Guided tours customized for your group combine meals or tastings with a side dish of history and stories.

Head to Milwaukee's East Side to tour the **Jewish Museum Milwaukee** and explore themes of immigration, intolerance, diversity, respect and freedom. Don't miss the wall-sized tapestry by Marc Chagall. Next it's on to **Villa Terrace Decorative Arts Museum**, an Italian Renaissance villa and garden. The house, featuring 15th to 20th century decorative arts, has stunning views of Lake Michigan.

From there, head to **Lakefront Brewery**, voted "Best Brewery Tour in Milwaukee," in Riverwest to learn about the brewing process. If you're lucky enough to be there on a Friday, stay for a fabulous fish fry - a Wisconsin tradition of food, music and dancing. Or enjoy dinner at one of Milwaukee's renowned supper clubs for a real Wisconsin treat.

day 2

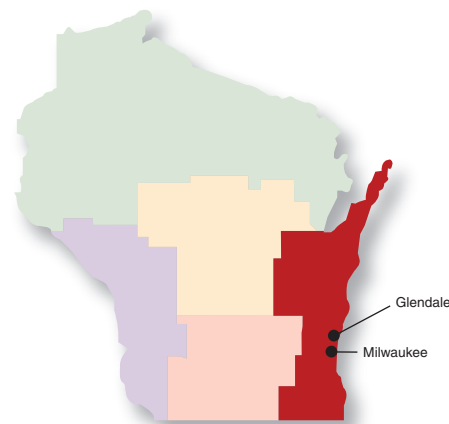
MILWAUKEE

Today begins at the jewel of the Milwaukee County Parks system: **Boerner Botanical Gardens**. Take a walk along the many accessible paths to enjoy annual and perennial gardens, fountains and unique topography. If your tour is in the fall, be sure to return in the evening to be awed by the **China Lights** lantern festival. More than two dozen artisans from China create over 50 dazzling light displays with fabric-covered lanterns illuminated along 10 acres.

Spend time shopping at **West Allis Cheese & Sausage Shoppe**, which offers the largest selection of cheese, handmade sausage, brats and Bavarian-style meats. It's a great place to enjoy a late lunch.

Every August the entire state celebrates its agricultural heritage at the **Wisconsin State Fair** in West Allis. Enjoy the animals, crafts, food, entertainment and the celebrated Cream Puff.

Take some time for R&R by encouraging your group to stroll along Milwaukee's Riverwalk, which stretches three miles along the Milwaukee River. Ranked in the top 10 things to do in Milwaukee and recognized nationally, the Riverwalk offers a bounty of experiences from pubs to restaurants to shops.



Lakefront Brewery



Boerner Botanical Gardens

day 3

MILWAUKEE

Start today's excursion at the **Milwaukee Public Museum** for a stroll down the Streets of Old Milwaukee. Take a docent-guided tour or let your group wander through the three floors of natural science and human history exhibits. Enjoy a bite to eat in the Café before venturing out.

Continue your exploration of Milwaukee's neighborhoods from the vantage point of the water on the **Edelweiss Milwaukee River Cruise Line**. Sail past historical landmarks and get a new perspective on Milwaukee's ever-changing skyline. Narrated tours focus on Milwaukee's architectural treasures, stories about river sculptures and local businesses.

Complete your day with an exhilarating look at a piece of Americana at the **Harley-Davidson Museum**. Your group will learn the story of two Milwaukee families turned legend and the bikes they continue to make that represent freedom and rebellion, but also be witness to classic design and a culture of the open road. End this tour with a stop at the on-site restaurant and gift shop.



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- North Point Lighthouse and Museum
- Museum Of Wisconsin Art at Saint John's On The Lake
- Villa Terrace Decorative Arts Museum

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Contact Matt Pappas, 414-271-3656, x6 or mpappas@cavtmuseums.org.



milwaukeeuseummile.org



day 4

MILWAUKEE GLENDALE

Begin the day with a drive along Milwaukee's lakefront to the East Side neighborhood that overlooks Lake Michigan and features mansions built by the city's industrialists and beer barons. Then take time to tour the **Pabst Mansion** for a step back into America's Gilded Age of splendor. One of the city's most recognized landmarks, the mansion was built by Captain Frederick Pabst, who brought German culture, refinement and, of course, beer to Milwaukee.

Learn about the maritime history of Lake Michigan at the **North Point Lighthouse** upon the cliffs of Lake Park. There have been 15 keepers presiding over the lighthouse during its 130-year history, but the longest-serving was Ms. Georgia Stebbins, who kept watch over the lighthouse and the shores for 26 years. Enjoy the rich history and exhibits this beautiful lighthouse has to share along with a breathtaking, 360-degree view of the city and Lake Michigan from atop the 74-foot tower.

Then head north to **Glendale**, a premier destination on Milwaukee's north shore. It's home to the legendary Sprecher Brewing Company, a shopping center, downtown district and Winkie's, a family-owned variety store with one-of-a-kind gifts and toys.

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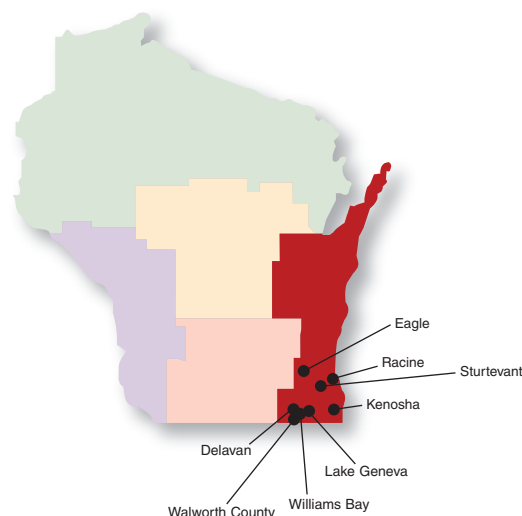
National Railroad Museum

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Take I-94 To Start Your Tour

Four-day/three-night tour of Wisconsin's Eastern Shores

Just over the Illinois border lies a wonderful world of open spaces, lakefront vistas and small-town to mid-size city adventures to take the stress away and ease the mind.



day 1

**KENOSHA
RACINE**

Begin your tour in **Kenosha**, now home of one of the largest Amazon distribution centers in the country. Travel back in time at one of the many museums, climb a lighthouse or ride an electric streetcar. Located between Chicago and Milwaukee is **Pleasant Prairie Premium Outlets**. Pick up your complimentary Savings Passport for every person on your tour and shop at designer and brand-name retail stores.

Just a bean's throw from the Outlets is the **Jelly Belly Visitor Center**. Climb aboard an indoor train for a tour of the warehouse and learn about the candy-making process, marvel at the sweet gallery, sample a variety of unique flavored jelly beans and take home some treats.

The **Civil War Museum** focuses on the war that divided our nation from the Upper Middle West Union perspective. The museum offers a look back at personal stories, interactive exhibits and a 360-degree movie.

Travel north along Lake Michigan to **Racine**. Its slogan is Real Racine for a reason—from Frank Lloyd Wright architecture to a majestic lighthouse to a contemporary craft art museum. Be sure to make time for a stop at one or more of the city's five kringle bakeries to sample and purchase these Danish treats – the official pastry of Wisconsin.

Home to the largest collection of contemporary crafts in the country, the **Racine Art Museum** is nationally recognized for its changing exhibits and features displays of jewelry, ceramics, fiber art, glass, metals, paper and sculptures,

day 2

**STURTEVANT
WALWORTH COUNTY, WILLIAMS BAY**

Wake up refreshed from the lake breezes and head west to Sturtevant to experience "The Magic of Apples" at **Apple Holler**. Call ahead for your customized farm tour and take time to shop for apple treats.

Head west to **Walworth County**, a popular area for recreation, including lake sports, historic mansions, attractions,

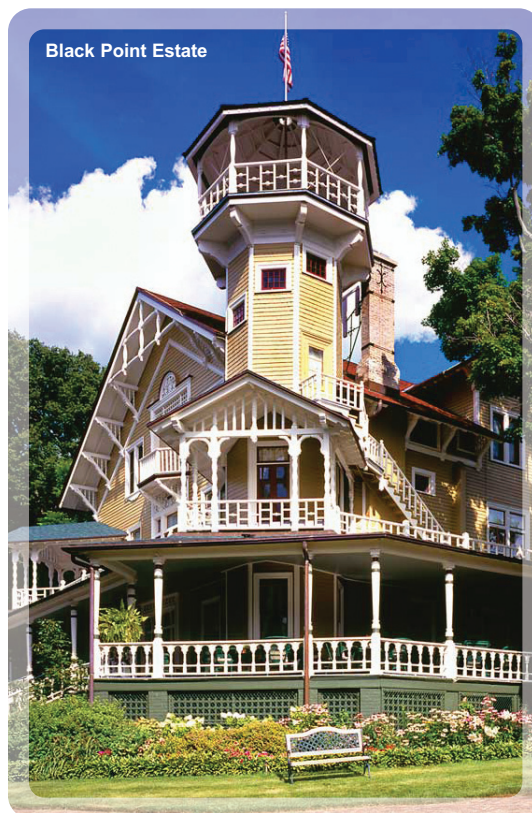
resorts and shopping. There's a variety of choices for the adventurer to the young-at-heart, whether your group's definition of fun is a spa experience, shopping in Lake Geneva, zip-lining through a forest or just enjoying the beaches of Williams Bay.

Take a cruise on **Lake Geneva Cruise Line** for the true Lake Geneva experience. For the most up-close view of the lake homes of the Chicago wealthy, take the US Mailboat tour. Watching the mail delivered by a boat that pulls up to the pier but never stops is a show you'll never forget.

Next it's time to see one of these mansions from the inside. **Black Point Estate**, built by a Chicago beer baron, is one of the finest examples of Queen Anne architecture and Victorian furnishings. Be sure to take a group photo on the veranda overlooking Geneva Lake.

Tonight your group will star gaze at the **Yerkes Observatory** in

Williams Bay. This astronomical observatory is operated by the University of Chicago and boasts the largest refractory telescope in the world.



day 3

DEHAVAN

Welcome to the world of Gilded Age at the **Baker House**. This Nationally Registered Historic Property with panoramic view of Geneva Lake will envelop your group in luxury for a tour of the mansion and Victorian tea.

Treat your group to a behind-the-scenes experience at **The Dancing Horses Theatre** in Delavan. Enjoy lunch and the show followed by a back-stage tour to see how they train the horses and have the opportunity to ask questions of the head trainer.

After a brief R & R the group will be submersed in a state-of-the-art music theater at **Rosewood**. Enjoy themed shows, farm-to-table dining and shopping. Your hosts Mark and Gretch will entertain the group with a high-energy vocal performance.



day 4

EAGLE

Take a trip north to Eagle to **Old World Wisconsin** and return to the 19th century when waves of immigrants came to America's heartland in search of land and a better way of life. From narrated tram tours to self-guided group tours to pre-ordered lunches, this **Wisconsin Historical Society** treasure offers a chance for your group to journey back in time to tour recreated farmsteads and settlements. 🇺🇸

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shirley.walczak@milwaukeecountywi.gov
414-525-5603
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www.boernerbotanicalgardens.org



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BRIDGEPORT WATERFRONT RESORT
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CEDARBURG HISTORY MUSEUM AND VISITOR CENTER

Elizabeth Albers
info@cedarburg.org • 262-377-9620
N58W6194 Columbia Rd., Cedarburg, WI 53012
www.cedarburg.org



On the National Register of Historic Places, the 1911 home of Charles and Sarah Allis contains world-class art that spans over 2,000 years and includes classical antiquities, Renaissance bronzes, French Barbizon painters and Asian ceramics. Exhibitions feature local and regional artists, making the museum a vibrant center for Wisconsin arts.

CHARLES ALLIS ART MUSEUM

Matt Pappas
mpappas@cavtmuseum.org
414-278-8295
1801 N. Prospect Ave., Milwaukee, WI 53202
www.charlesallis.org



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CHINA LIGHTS

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shirley.walczak@milwaukeecountywi.gov
9400 Boerner Dr., Hales Corners, WI 53130
414.525.5668
www.chinalights.org



Through personal stories, interactive exhibits and a 360-degree movie, the Civil War Museum focuses on the war from the perspective of the Upper Middle West. Group visits are enhanced by guided tours, live theater programs, historic streetcar rides near Lake Michigan, free parking and complimentary leader and driver admissions.

CIVIL WAR MUSEUM

Tracy Haase
thaase@kenosha.org
262-653-4433
5400 First Ave., Kenosha, WI 53140
www.thecivilwarmuseum.org



The Comfort Inn Fond du Lac is conveniently located right off Highway 41. The 78-room hotel offers a complimentary continental breakfast buffet. Rooms feature a microwave, refrigerator, coffeemaker and complimentary Wi-Fi. Pool, whirlpool and 24-hour fitness center are also available. Comfort Inn is within an hour of Milwaukee, Madison, Green Bay and Sheboygan.

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One of the few upscale all-suite hotels in Appleton. The 130-room hotel, which was renovated in 2014, offers a complimentary hot breakfast buffet and cocktail reception daily. All guest rooms have microwave, refrigerator, coffeemakers, hairdryer and complimentary Wi-Fi. The Comfort Suites also has a large pool and whirlpool.

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DOOR COUNTY MARITIME MUSEUM
Melinda Johnson
mjohnson@dcmm.org
920-743-5958
120 N. Madison Ave., Sturgeon Bay, WI 54235
www.dcmm.org



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DOOR COUNTY VISITOR BUREAU
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EPHRAIM HISTORICAL FOUNDATION MUSEUMS AND TOURS
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3060 Anderson Lane, P.O. Box 165
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www.ephraim.org



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www.grandgeneva.com



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



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Amber Crisp
acrisp@gbbg.org
920-491-3691
2600 Larsen Rd., Green Bay, WI 54303
www.gbbg.org



The 15,000-square-foot Green Bay Packers Hall of Fame is conveniently located on the main floor of the Lambeau Field Atrium. A tribute to the greatest story in sports, the HOF uses technology and enhanced interactives to educate and inspire visitors about the rich history of the Packers.

GREEN BAY PACKERS
Hillary Nick
nickh@packers.com
920-569-7145
1265 Lombardi Ave., Green Bay, WI 54304
www.packers.com



The museum's collection comprises more than 1,300 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.

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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."

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Ellie Gettinger • ellieg@milwaukeejewish.org
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MILWAUKEE COUNTY ZOO

Kathy Berendt

kathy.berendt@milwaukeecountywi.gov

414-256-5433

10001 W. Bluemound Rd., Milwaukee, WI 53226

www.milwaukeecountyzoo.org



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TEN CHIMNEYS FOUNDATION

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www.tenchimneys.org



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ccampbell01@shrineofourladyofgoodhelp.com
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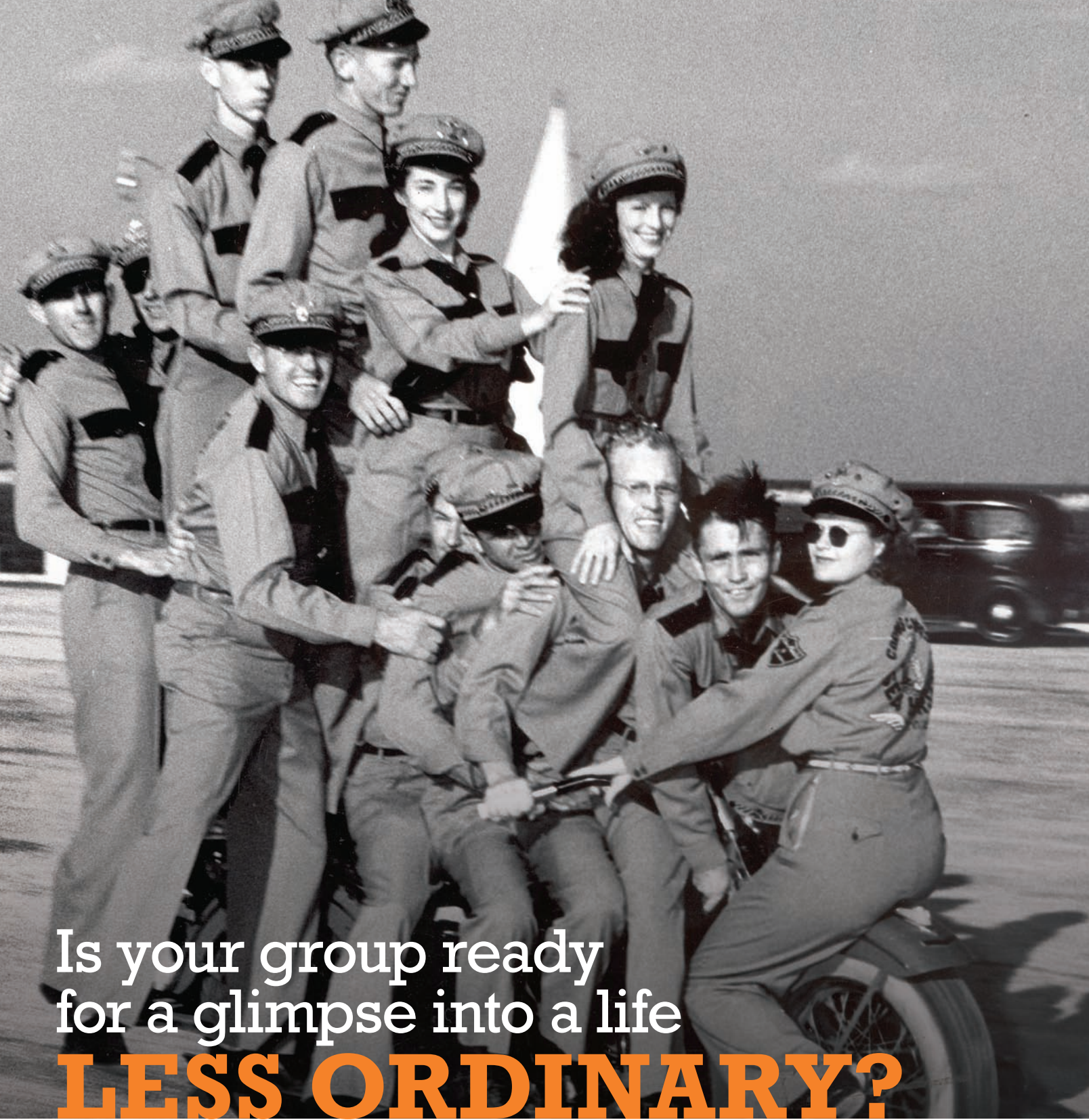


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VISIT
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day 1

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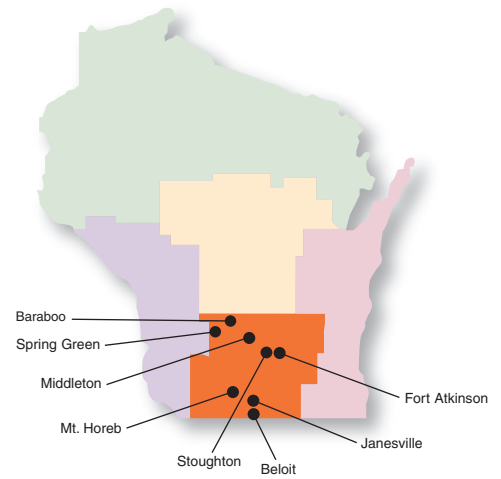
Travel to **Fort Atkinson**, located along the Rock River. Explore a historical museum and dairy farm retail store. The town offers a variety of dining opportunities such as an Irish pub and sandwich shop. For one of the most popular group dining experiences, make plans to stop at the **Fireside Theatre**. From a personal greeting and escort to the many beautiful dining rooms to the over-the-top gift shop, your group will be entertained even before the main show. Then enjoy Broadway-quality show in an intimate theater-in-the-round.

day 2

**STOUGHTON
MIDDLETON**

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On to **Middleton**, which is just minutes from the state's capital: Madison. Local attractions include a brewery, mustard museum and fantastic shopping. This is a great hub & spoke location for your urban experience in this area. Located between two lakes, it blends politics with art, sports with academia.



Beloit



Mt. Horeb Trolls

day 3

BARABOO, SPRING GREEN

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day 4

MONROE

As you leave the state, make a stop in the heart of southern Wisconsin's cheese country at the **Alp & Dell Cheese Shop** in Monroe. Shop for cheese curds, nine varieties of Swiss cheese, medium-to-aged cheddar cheese, five different types of Farmer's cheese and a variety of summer sausage and imported cheeses. As their saying goes: "Eat cheese and live well."

Contact **Dairy State Tours** to plan your next trip to Wisconsin. This receptive tour operator offers packaged agricultural tours, **Frank Lloyd Wright** experiences and customized itineraries of Wisconsin attractions, hotels and restaurants. 🇺🇸



Alp & Dell Cheese Shop

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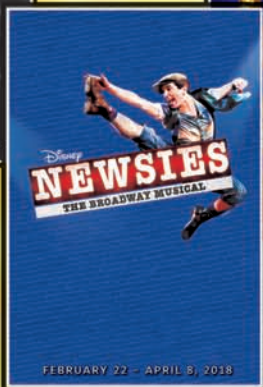


Madison may be best known for being home to the State Capitol and UW-Madison. But there's even more to explore! Our don't-miss destination is famous for its farmers' market and food scene, a "museum mile" that's all about arts and architecture, five sparkling lakes and local shopping on State Street.

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Conveniently located on Madison's East Side and to many local attractions, the Holiday Inn Express and Suites Madison is easily accessible from the Interstate. Offering complimentary bus parking, Express Start Breakfast, and accessible rooms, the hotel is only 15 minutes from downtown. Contact us for rates and sample area itineraries.

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Minutes from the State Capitol and a short drive from Wisconsin Dells and Spring Green, Middleton offers the area's best group tour-friendly lodging and dining options. Middleton is also home to great local attractions, including the world-famous Capital Brewery, National Mustard Museum and fantastic shopping at Greenway Station.

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The North Central Group owns and operates nine Hilton and Marriott brand hotels throughout the greater Madison area. Our properties are conveniently located off of Interstates 90/94/39 and are in close proximity to The Fireside Dinner Theatre, House on the Rock, Frank Lloyd Wright's Taliesin and much more.

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Four Seasons of Festivals

Whether your group is planning its Wisconsin adventure at the height of summer or during the long winter months, regional festivals that highlight local culture abound. These four exceptional events prove that fun is never out of season.

Enjoy everything Wisconsin on a stick at the annual **Wisconsin State Fair**. Flavored milk, fried cheese curds, roasted corn and the iconic Wisconsin Cream Puff await connoisseurs of delectable, delicious treats. Check out the cows, horses, chickens and racing pigs throughout the fairgrounds. Shows from top name entertainers to the Kids from Wisconsin your groups will enjoy the sights and sounds of the fair.

Lighthouses, which guided vessels through the Lake Michigan fog, have become an emblem of Door County history. You can visit some of these impressive structures any time of year, but your group will gain special appreciation during the **Door County Lighthouse Festival**. Hosted every June by the **Door County Maritime Museum**, the event grants exclusive access to lighthouses that normally remain closed. Board a boat in conjunction with Shoreline Scenic cruises and pass by the still-active Cana Island Lighthouse, Baileys Harbor Range Lights and several shipwrecks from the 1800s. Landlubbers in your party can ride a trolley for the Ghost Tour, which unearths the peninsula's haunted past.



Wisconsin State Fair

Brighten up a Milwaukee autumn evening with a visit to **China Lights** at **Boerner Botanical Gardens**. Dating back to the Han Dynasty in 1st century China, lantern festivals traditionally welcomed the new year, and now your group can savor an evening of Chinese culture in the gardens. Every September, the grounds are illuminated by thousands of oversized, hand-painted lanterns, and your group will embark on a guided trail that passes by enormous dragons, pandas and pagodas. Artisans spend a month welding frames, measuring fabric and coordinating lighting as they update this tradition, and their work includes colorful peacocks, windmills and tulips. Afterwards, enjoy a traditional Chinese acrobat performance, wander a craft market and sample hot tea and sake.

Hosted in Sheboygan's Evergreen Park, **Making Spirits Bright** is a holiday light show that features 325,000 individual bulbs along a mile-long forest road. Your group will drive through tunnels of LED arches, past elaborate spiral Christmas trees and dancing gingerbread men in Candyland. Cars can tune into 89.1 FM to hear synchronized music as they pass by illuminated sites. Afterwards, stop by the Quarryview Center to enjoy hot cocoa, purchase wreaths and meet Santa himself.



Cherries and Cheese: Culinary Adventures

Wisconsin's iconic food items—cheese, beer and fruit—only scratch the surface in a state with a rich culinary tradition that spans from dairy country to innovative urban restaurants. These stores, restaurants and tours will provide an authentic sample of Wisconsin cuisine no matter your group's taste.

Board a bus and venture through welcoming neighborhoods with **Milwaukee Food & City Tours**. This outfitter not only provides transportation, tour guides and access to countless Milwaukee dining hotspots, it also tailors itineraries to ensure plenty of time to shop and explore local attractions. Themed experiences include "Bikes, Brats & Beer," which includes visits to the Harley-Davidson Museum and Sauerkraut Boulevard, "Churches & Chocolates," which explores Milwaukee's religious history and ethnic establishments and "Craft Breweries & Cocktails," where you can sample concoctions in local tap rooms.

Apple Holler's 78 acres of farmland, orchards and family restaurant are dedicated to the delicious magic of apples. The Sturtevant property's 30,000 trees boast dozens of apple varieties, and your group can embark on a u-pick adventure, relax at the Apple Cider Café or learn about American folklore on the Johnny Appleseed History Walk. Apple Holler also offers Ag-venture Tours that include a trip through the orchard, visit to the pollination exhibit and a fresh farm-to-dinner meal at the Red Barn Restaurant.

Sample a Cherry De-Lite, Wisconsin's signature dried fruit snack, at **Country Ovens**. This Door County favorite offers viewing windows and video tours to 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.

Want to enjoy a hearty northwoods meal and witness thrilling lumberjack stunts in the same place? **Paul Bunyan's Cook Shanty**, with locations in Wisconsin Dells and Minocqua, offers a combination of restaurant, gift shop, bakery and theater.

Groups will love the 1890s logging camp artifacts and all-you-can-eat meals, especially the famous Camp Breakfast. The offering of hot griddle pancakes, camp-fried potatoes and homemade buttermilk donuts is sure to fuel your party for the entire morning. Offered at the Dells' location is the Lumberjack Show, in which two teams of lumberjack athletes compete in 14 events, including axe-throwing, speed climbing and chainsaw racing.

For a picturesque sunset dinner, savor a fish boil at **Rowleys Bay Resort**. This Door County tradition involves whitefish and red potatoes coming to a boil in an iron cauldron placed over an open fire. The flash of flames causes the fish oil to boil over, resulting in a tasty stew typically paired with potatoes as a side and cherry pie for dessert. Fish is only one element of Rowley's buffet menu, which includes prime rib and sumptuous treats from Grandma's Swedish Bakery.

No visit to Middleton is complete without a visit to the **National Mustard Museum**, home to nearly 6,000 jars, bottles and tubes of mustard from all 50 states and over 70 countries. Condiment enthusiasts will enjoy a screening at the MustardPiece Theatre, which will transport you to mustard fields of Canada, sausage carts in Germany and the famed Colman Mustard Company in England. Visitors can

sample hundreds of mustards, ranging from tangy blue cheese to hot wasabi, at the tasting bar and purchase their favorites in the extensive storefront shop, which also sells gourmet chutneys, salsas and preserves to bring back home.

Authentic Dutch, German and Hispanic cheeses populate every wall and aisle of Monroe's **Alp and Dell Cheese Store**, a Swiss-style dairy outlet attached to award-winning producer Emmi Roth USA. Years of study and European-style apprenticeship have produced exceptional cheesemakers your group can watch in a glass-walled viewing hall, while samples of pungent Limburger, buttery Havarti and other varieties are available in the main showroom.



Milwaukee Food & City Tours



Wisconsin Casinos: *Fun is on the Table*



Potawatomi in Milwaukee has 3,000 slot machines.

Thrilling games, luxury accommodations and top-notch entertainment are all available at Wisconsin's 19 Native American casinos. Welcoming to groups, they often provide group discounts on lodging and offer plenty of table games and amenities to please even the non-gamers in your group.

Menominee Casino Resort in Keshena, northwest of the Green Bay area, is an all-in-one destination for gaming groups that boasts more than 33,000 square feet of casino space. Guests will enjoy the delicious options from the Forest Island Restaurant, which specializes in pressure-fired chicken and steaks, and the gaming floor that includes 850 slots and extensive table game options.

The beautiful northwoods setting for **Legendary Waters Resort & Casino** near Bayfield showcases dazzling views of the Apostle Islands. Inside, you'll find state-of-the-art slot machines, ample conference space and luxurious rooms that overlook Buffalo Bay. Outdoor amenities include an adjacent campground and RV park for those who prefer a rustic stay, and a marina available for adventures on Lake Superior.

The 98-room **Potawatomi Carter Casino & Hotel** in Wabeno features over 500 slots, a pool area with whirlpool spa and tempting menus from the Springs Restaurant & Lounge and Flames Sports Bar & Grill. The 242-seat bingo hall is popular with groups, offering exciting games five days a week and neon-themed Black Light Bingo on select evenings.

Six **Ho-Chunk Gaming** locations throughout the state ensure you can complement your group's itinerary with gaming action no matter the region. Whether you prefer the water parks of the Wisconsin Dells or boutiques of Madison, you're sure to find quality Ho-Chunk gaming nearby. All offer penny slots, keno lounges, video poker consoles and on-site casual dining options.

The largest Native American-owned casino in the Midwest, **Potawatomi Hotel & Casino** in Milwaukee features 3,000 slot machines, 100-plus table games and live music in the Northern Lights Theater. Six million guests annually visit to experience the 1,200-seat bingo hall, 381-room hotel tower and dining options that range from Italian to seafood.



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The beautifully furnished standard rooms offer two queen-size pillow-top beds or a king-size bed. If you like to be pampered, deluxe suites are also available. Hotel amenities include a beautiful 121,000 gallon swimming pool featuring a rock waterfall, spa, steam and shower room, and fitness center. Enjoy free Internet anywhere on the property.

Fine dining is conveniently located right at the center of the casino with full breakfast, lunch and dinner menus. The chefs at Forest Island Restaurant are famous for their unique country style chicken, and perennial favorites such as USDA-Choice steaks, shrimp scampi and our renowned Menominee Wild Rice Meatloaf.

A great choice for guests looking for a quick and tasty bite, the Autumn Leaf Café will serve all your favorites. The Café is located across from the Forest Island Restaurant, near the Bingo Hall.

Located just west of Green Bay and the Fox Cities, and just east of Wausau, Menominee Casino Resort is the "meet you halfway" gathering place for anyone who likes to get together for great times—at a great place.

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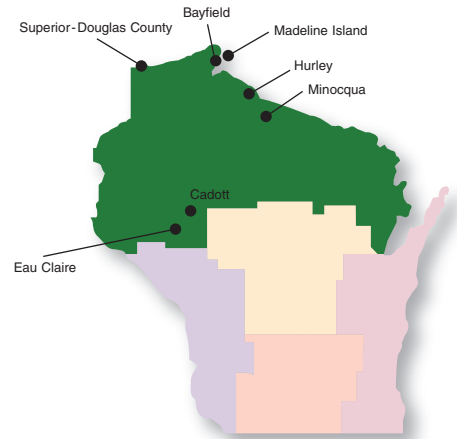
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day 1

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Head north to **Cabin Ridge Rides** in **Cadott**! Draft horses take your group through a wooded trail. Enjoy a meal and entertainment in a gaslight cabin on this century-old farm.



Cabin Ridge Rides

day 2

MINOCQUA

Get your creative juices going at the **Potter's Shed** – like nowhere else! Create your own wood sign from hundreds of designs or using your own idea. Make it and take it or choose pre-fired bisqueware and glaze to decorate your pottery back home. While waiting for the glazing and cooling, enjoy the **Shed Café** with its rustic décor and home-cooked meals.

Now continue on Highway 29 to Wausau and then head north on Highway 51 to the beautiful **Minocqua** area. Enjoy touring a factory, take a thrill on a zip-line canopy and kick back at a brew pub and distillery. Explore nature at a wildlife center or interactive zoo, and don't forget to make time for the service station memorabilia museum, a winery tour and an easy-walking downtown shopping district. End your evening at a lumberjack dinner for a fabulous all-you-can-eat, family-style meal.



The Potter's Shed

day 3

HURLEY MADELINE ISLAND

Head north to **Hurley** 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, 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.

From there, you'll travel west to the Bayfield area. Take in a show at the **Lake Superior Big Top Chautauqua** – a blue canvas tent with breathtaking acoustics featuring local and national talent. Then hop aboard the **Madeline Island Ferry**, which sails between Bayfield and **Madeline Island**, the largest island of the **Apostle Islands**. After a 25-minute voyage, your group can take a walking tour in the town of **La Pointe** or travel by coach with a step-on guide to learn about the island's history and culture.



Hurley Courthouse

day 4

SUPERIOR-DOUGLAS COUNTY

Take the scenic route on Highway 13 to **Superior-Douglas County**, nestled on the western tip of Lake Superior. Whatever your level of adventure, you'll find it here from trails to museums to arts & entertainment. Home to many local artists, this area welcomes you to its studios to enjoy potters, painters, photographers and textile artists. Take in the Superior Entry Lighthouse, tour a historic mansion, firehouse, police museum and whaleback ship. Make a stop at Amnicon Falls State Park and Pattison State Park - featuring Wisconsin's highest waterfalls. 🇺🇸



Superior Entry Lighthouse

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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.

WILD EAGLE LODGE
Tammy Schmidt
tammy@wildeagelodge.com
715-479-3151
4443 Chain O' Lakes Rd., Eagle River, WI 54521
www.wildeagelodge.com

WASHBURN COUNTY, WISCONSIN



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:

Over 10 group friendly attractions within 20 minutes!



TRAIN RIDES



WOODCARVING MUSEUM



ART FACTORY TOURS



WINE TASTINGS



RAILROAD MUSEUM



FISH HATCHERY TOURS

Distance to Washburn County:

Apostle Islands.....	2 hours
Eau Claire.....	1 1/2 hours
Chicago.....	7 hours
Duluth.....	1 1/2 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

Call for your FREE Group Tour Packet & planning assistance:

Michelle Martin • 1-800-367-3306

tourism@washburncounty.org • www.washburncounty.org

Lighten Your Load on the Great River Road

Three-day/two-night itinerary of Mississippi River Valley and Beyond

day 1

PRAIRIE DU CHIEN LA CROSSE

Follow the internationally recognized flyover migration of waterfowl as you enter **Prairie du Chien**, which offers river cruises, historic overlooks and unique shopping and dining experiences. Drive along the Great River Road, designated as a National Scenic Byway, to **La Crosse**. As you wind your way along the river valleys and scenic bluffs, you'll see bald eagles soaring overhead. Discover the magnificent Shrine Church, Candle Chapel and paved trails through statues and gardens at the **Shrine of Our Lady of Guadalupe**. The Shrine is open year-round and offers a café and gift shop.

Following the theme of saints and sinners, take your group to the World's Largest Six Pack and King of Beer to enjoy a brewery tour featuring La Crosse Lager. This unique brewery also makes tea, soda and energy drinks. Have a group photo taken with Gambrinus, "King of Beer," holding a golden goblet of suds. Be sure to take pictures of the "six pack" and spend time in the gift shop.

Visit **Sparta**, the Bicycling Capital of America, and the Deke Slayton Museum featuring artifacts ranging from bicycles to planes to space memorabilia. Displayed in the museum are items from Sparta native Deke Slayton, one of America's first astronauts, a member of the Mercury 7 group and the very first international space mission.

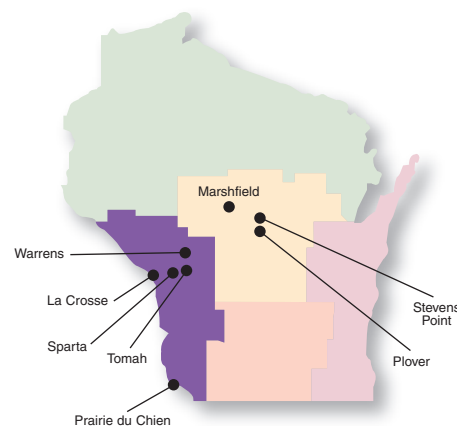
day 2

TOMAH, WARRENS CENTRAL WISCONSIN

Head to **Tomah** for a tour of the Amish country. Take a slow drive amidst horse-drawn buggies with a stop at the village shops. You can also take self-guided tours through the cranberry communities. Be sure to make time to stroll the walking trail. For an authentic Amish experience, book a tour with **Down A Country Road**. After being greeted by your hosts and spending time in the gift shop and farmyard, your guide will board the coach for a tour through the countryside. Learn about the rich history of the Amish, make several stops at the Amish farms and gain a deeper appreciation of the quiet tranquility of a simpler time.

Continue east to the **Wisconsin Cranberry Discovery Center** in Warrens for a tasting of Wisconsin's number one fruit crop – cranberries. Call ahead for your guided tour of the museum to include the workshop – an exhibit of woodworking equipment custom-made by growers to harvest this unique fruit. See the 150-year-old dugout canoe, a Model T Ford and educational displays. Visit the vintage soda fountain and gift shop for all things cranberry.

From Warrens, head to **Central Wisconsin**, which incorporates Marshfield, Stevens Point/Plover and the Wisconsin Rapids area. Your group won't go hungry with some of the best restaurants in the state offering American, ethnic, buffet and fine dining.



day 3

CENTRAL WISCONSIN

Spend part of your day in these centrally located towns of **Central Wisconsin**, enjoying one of the many themed tours to mix and match, including: Spud, Berry & Dairy, Garden & Nature, Industry, Farm, Cranberry and Arts, Culture and Historical tours. On your way back to the Great River Road take Highway 10, the road less traveled, to explore small towns and rural communities that make up the beauty of Wisconsin's Mississippi River country.

If you're planning a tour, count on **Tri-State Travel** to do the work for you. From bank clubs to student travel to preformed group trips Tri-State specializes in group travel packages. 🇺🇸



Great River Road

Gateway to the Great River Road



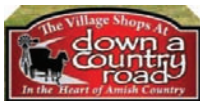
Group Sales Department
608-782-2220
wanke@explorelacrosse.com

explore
LACROSSE
.com



Sparta is the Biking Capital of America—and so much more. Visit the Deke Slayton Space and Bicycle Museum, historic Wegner glass grotto, Fort McCoy's Commemorative Center, Sparta's holiday Kriskindlmarkt and FAST Corps; giant fiberglass sculptures, tour the five unique covered bridges; or shop the farmers market and historic downtown.

BIKE SPARTA
John Hendricks
ceo@bikesparta.com
608-269-4123
111 Milwaukee St., Sparta, WI 54656
www.bikesparta.org



Down A Country Road is located in the heart of Wisconsin's largest Amish community. Six unique gift shops featuring products hand crafted by the Old Order Amish as well as other local artisans. Tour Amish country complete with stops at Amish farms with a knowledgeable tour guide.

DOWN A COUNTRY ROAD
Kathy Kuderer
downacountryroad@yahoo.com
608-654-5318
12651 Hwy. 33, Cashton, WI 54619
www.downacountryroad.com



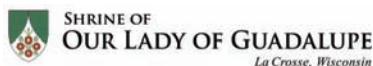
La Crosse is rich in scenic beauty, diverse attractions, cultural events and first-class hospitality. La Crosse attracts more than two million visitors annually as groups are attracted to the Upper Mississippi River and the Driftless Region. 2,500 hotel rooms at the intersection of I-90 and the Great River Road.

EXPLORE LA CROSSE
Ben Morgan
morgan@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



In the bluffs of God's Country, discover a magnificent Shrine Church, a Candle Chapel, scenic paved trails, gorgeous statues, fragrant flower gardens, a beautiful gift shop and a delightful cafe. The Shrine offers daily Mass, free guided tours and on-site bus parking. Group catering packages are available upon request.

SHRINE OF OUR LADY OF GUADALUPE
Steven Doll, sdoll@guadalupeshrine.org
608-780-9620
P.O. Box 1237, 5250 Justin Rd.
La Crosse, WI 54602
www.guadalupeshrine.org



Discover Cranberry Country. Wisconsin is the largest producer of cranberries in the world and Tomah is at the heart of it. Bring your group and discover the beauty of the berry.

TOMAH CHAMBER AND VISITORS CENTER
Amanda Grossell
agrossell@tomahwisconsin.com • 608-372-2166
P.O. Box 625
310 N. Superior Ave., Tomah, WI 54660
www.tomahwisconsin.com



Bustles not required! Walk through the doors of the Villa Louis Mansion and step into the life of one of Wisconsin's most historic families. Stroll through the extravagant lifestyle of the Dousman family from the fur trade industry to the end of the 19th century.

VILLA LOUIS HISTORIC SITE
Villa Louis
villalouis@wisconsinhistory.org • 608-326-2721
521 Villa Louis Rd.
P.O. Box 65, Prairie du Chien, WI 53821
www.villalouis.org



Catch the aroma of cranberries... as you see, touch and taste Wisconsin's No. 1 fruit crop. The Discovery Center's 4,800-square-foot exhibit hall details the history of the state's cranberry industry from the days when Native Americans gathered fruit in the wild to today's unique growing and harvesting methods.

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

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to be announce in fall of 2018



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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Menominee Casino Resort

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Potawatomi Carter Casino Hotel

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Comfort Suites Green Bay

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Stone Harbor Resort

Sturgeon Bay

Best Western Plus Milwaukee

Candlewood Suites Milwaukee Airport

Oak Creek

Comfort Suites Milwaukee Airport

Oak Creek

Fairfield Inn & Suites Milwaukee Airport

Oak Creek

Four Points by Sheraton Milwaukee

Milwaukee

Holiday Inn Express & Suites Milwaukee Airport

Milwaukee

Potawatomi Hotel & Casino Milwaukee

Milwaukee

Sheraton Brookfield Milwaukee

Milwaukee

Northwoods and Lake Superior

Wisconsin Heartland

Mississippi River Valley and Beyond

Eastern Shores

South Central Crossroads

Americinn Lodge & Suites Wisconsin Dells

Wisconsin Dells

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Ho-Chunk Casino Hotel & Convention Center Baraboo

Baraboo

Woodside Old Towne Mauston

Mauston

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Mauston

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Wisconsin Dells

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Oshkosh

Holiday Inn Express & Suites Fond du Lac

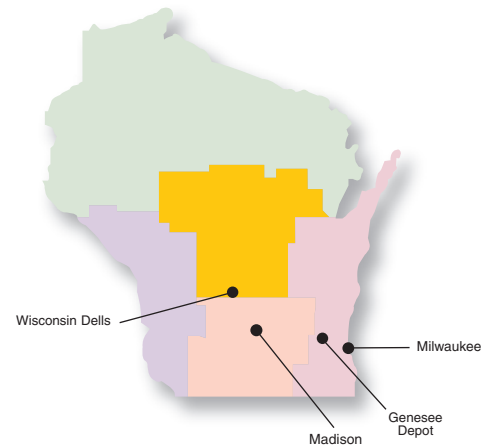
Fond du Lac

Holiday Inn Fond du Lac Fond du Lac

Fond du Lac

Explore West Along I-94

Three-day/two-night tour of Wisconsin's Heartland



day 1

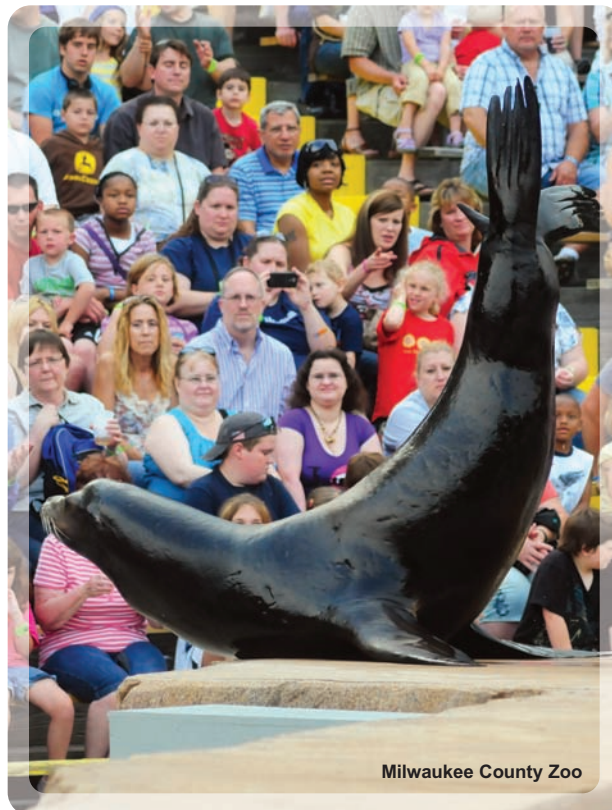
GENESEE DEPOT
MILWAUKEE, MADISON

Recognized as one of the top zoos in the country, **Milwaukee County Zoo** just west of downtown offers the best in edu-tainment. Take a walk on the wild side as you marvel at over 3,000 mammals, birds, fish, amphibians and reptiles. You can also ride the Zoomobile for a guided tour or make arrangements for a behind-the-scenes tour that will keep your group talking for days.

Make a stop off the highway for **Genesee Depot** and **Ten Chimneys**, former home of the greatest acting team in American theater history: Lynn Fontanne and Alfred Lunt. This National Historic Landmark celebrates a one-of-a-kind collection of theater memorabilia, original furnishings, rare original prints and artifacts that all have personal connections to this celebrated couple.

Halfway between Milwaukee and Madison off I-94 is **Johnson Creek**. With 25 National Landmarks nearby and tours of agriculture, history, nature and architecture, you can spend many hours enjoying the area. The **Johnson Creek Premium Outlets** offer savings at 60 stores. Pick up your complimentary VIP coupon books and center map when you pre-register for your group's shopping extravaganza.

Head north of Madison on I-94 to the recreational area known as "the Dells." Stop in **Portage** to explore fascinating historic sites and the natural beauty along the Wisconsin and Fox Rivers. With performing arts centers, museums and a revitalized downtown, your group will enjoy this gateway to "up north" Wisconsin.



day 2

WISCONSIN DELLS

The "Waterpark Capital of the World," **Wisconsin Dells** offers a variety of experiences on and off the water. From scenic boat tours to dinner theater to interactive skiing shows, this popular leisure destination will be on the top of your list for many return visits. Start your day off with a lumberjack pancake breakfast at **Paul Bunyan's Cook Shanty**. This all-you-can-eat,

family-style restaurant amidst 1890s logging camp artifacts also features a not-to-be-missed gift shop. Book your seats for the one-of-a-kind, action-packed **Dells Lumberjack Show** that features standing block and springboard chops, axe throws, obstacle poles, log rolls and much more. Next, depart for an authentic 1894 C&NW depot for 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. Ride into the past on a 55-minute, 7-mile journey through rural Wisconsin aboard 100-year-old railcars.

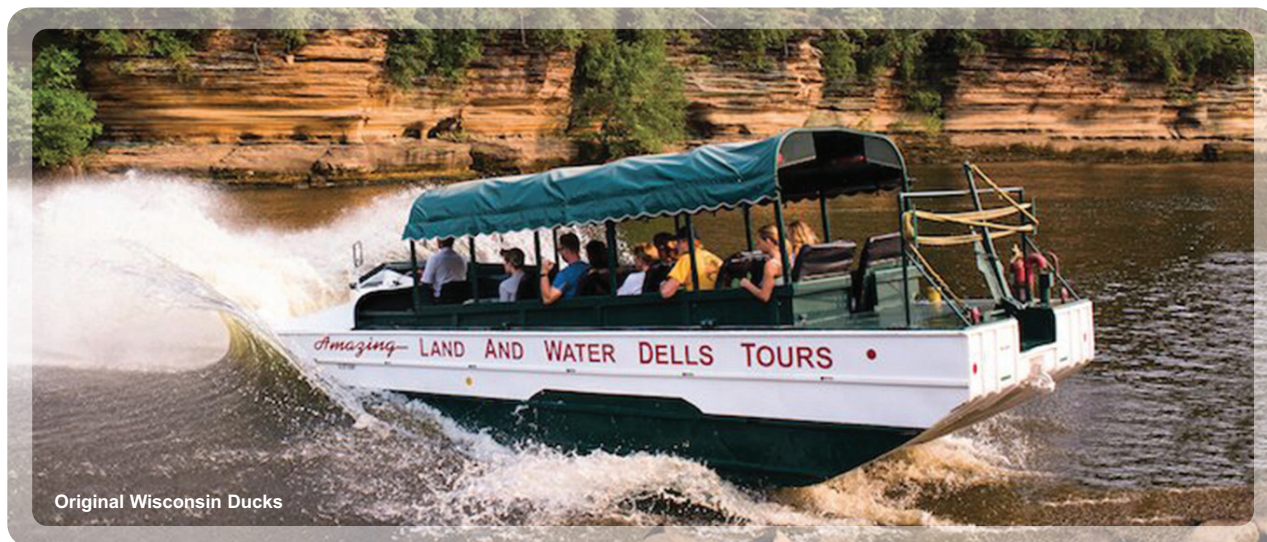
Spend your evening being entertained with a classic Broadway musical or favorite Disney classic at the **Palace**

Theater in Wisconsin Dells. This state-of-the-art theater destination offer groups dinner and a show, creating memories that will last a lifetime.

day 3

WISCONSIN DELLS

Start your morning with a leisurely trip past the sculpted sandstone bluffs and narrow gorges on a **Dells Boat Tour**. There are a variety of tours on these double-decker boats that traverse the Wisconsin River including the Lower Dells or Upper Dells. Alternately, begin the day with an invigorating adventure aboard the **Original Wisconsin Ducks**, World War II amphibious vehicles that go on land and water. Barrel down Roller Coaster Hill and splash down into the Wisconsin River and Lake Delton. Before heading home, stroll the streets of downtown Wisconsin Dells for homemade fudge, souvenirs and your choice of great casual restaurants. 🍷






19+

SQUARE MILES OF PURE HAPPINESS

With over 90 area attractions and nearly 100 restaurants, Wisconsin Dells is filled with fun and flavor no matter what your group is looking for. And when it comes to a place to stay, we've got you covered too. Choose from large waterpark resorts, quiet lakeside cabins, fully furnished homes, and friendly motels. No matter what you choose, your trip will be filled with big smiles and even bigger fun.

GROUP OUTINGS TO PLEASE ANY CROWD.

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Wisconsin Heartland Region

Members



Located just off Interstate 90/94, exit 87, we are located in the heart of Wisconsin Dells. Easy walking distance to shopping, restaurants and attractions. Very motorcoach-friendly, offering 24-hour coffee, accessible rooms and baggage handling. FREE hot home-style breakfast from 6 a.m. plus complimentary WiFi and motorcoach parking.

AMERICINN LODGE & SUITES

Bethany Bradley
bethany@americinnells.com
608-254-1700
550 State Hwy. 13, Wisconsin Dells, WI 53966
www.americinnells.com



Baraboo Area Chamber of Commerce

Located between Madison and the Wisconsin Dells, Baraboo is easily reached by Interstate 90/94 and State Highway 12. "Circus City" is nestled amid rolling hills and breathtaking bluffs, offering something for everyone: history, entertainment, culture and nature. Lodging, dining and events are second to none.

BARABOO AREA CHAMBER OF COMMERCE

Bobbie Boettcher, director@baraboo.com
608-356-8333
PO Box 422
600 W. Chestnut St., Baraboo, WI 53913
www.baraboo.com



Baraboo will be all-things-circus the weekend of July 20-22. The Big Top Parade & Circus Homecoming will feature concerts and live performances. The main event, the Big Top Parade, Saturday, July 22, begins at 11:00 a.m. The parade features over 75 traditional circus parade units and circus-themed entries.

BARABOO'S BIG TOP PARADE AND CIRCUS CELEBRATION

Bobbie Boettcher
events@baraboo.com • 608-356-8333
600 W. Chestnut St., Baraboo, WI 53913
www.bigtopparade.com



Marshfield, Stevens Point and Wisconsin Rapids are conveniently located along Interstate 39, in the center of Wisconsin. We offer a casino stop, Amish/Mennonite tours, brewery/winery/distillery tours, garden tours, industrial tours and the popular Spud, Berry and Dairy tour (featuring potatoes, cranberries & dairy/cheese). Complimentary welcome reception with overnight tours.

CENTRAL WISCONSIN TOURISM ASSOCIATION

Tom Coleman, tomc@stevenspointarea.com
715-344-2556
340 Division St. North, Stevens Point, WI 54481
www.centralwisconsin.org



See "Doo-Wop Big Top" a 50s-theme circus show with elephants, dogs, unicycles, pigs, clowns, juggling and more. Good Golly Miss Molly...included are tiger, comedy and music shows, a kid's circus, glorious circus wagons and exhibits celebrating the American circus. You'll dig it, Daddy-O! Plan your Circus World visit today.

CIRCUS WORLD

Deb McCarthy
dmccarthy@circusworldbaraboo.org
608-356-8341
550 Water St., Baraboo, WI 53913
www.circusworldbaraboo.org



We are located on the Quieter Side of Wisconsin Dells, where we have Circus World Museum. We are mid-scale hotel with inside corridors and refrigerator in every room. We have very convenient motorcoach parking. Baggage handling upon request. Our hotel is very motorcoach-friendly.

CLARION HOTEL

Mark Horenberger
gm.wi.149@choicehotels.com
608-356-6422
626 W. Pine St., Baraboo, WI 53913
www.choicehotels.com



Experience the fascinating history of the Wisconsin Dells on one of our boat tours. Encounter towering sandstone cliffs, narrow gorges and amazing rock formations carved into fantastic shapes by wind, water and time. Explore prehistoric passageways at Witches Gulch and witness the famous dog leap at Stand Rock.

DELLS BOAT TOURS

Stephanie Gunderson, groups@dellsboats.com
608-254-8555
107 Broadway, P.O. Box 630
Wisconsin Dells, WI 53965
www.dellsboats.com



Enjoy the peace and beauty of the countryside. The shared rich history of the area can be experienced in each of our local museums and historical sites, in the architecture, destination shops, fine restaurants and R&R experience at our magnificent golf courses or top-rated spas.

GREEN LAKE COUNTRY VISITORS BUREAU

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brian.decorah@ho-chunk.com
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www.ho-chunkgaming.com





Train rides, railroad museum and gift shop. Trains depart from an authentic 1894 C&NW depot where you'll discover fascinating displays. The museum grounds and buildings house more steam engines, vintage railroad coaches, freight cars and cabooses, many artfully restored and nationally renowned.

MID-CONTINENT RAILWAY MUSEUM
Nancy Kaney, inquiries@midcontinent.org
608-522-4261
E8948 Museum Rd.
North Freedom, WI 53951
www.midcontinent.org



The ultimate land and water adventure. For over 70 years these reliable, amphibious vehicles have provided groups with the ideal way to experience all the scenic beauty and natural wonders the Dells has to offer. Traverse exclusive wilderness trails, cruise the majestic Wisconsin River and plunge into beautiful Lake Delton.

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stephanie@wisconsinducktours.com • 608-254-8751
1890 Wisconsin Dells Pkwy., P.O. Box 117
Wisconsin Dells, WI 53965
www.wisconsinducktours.com



Our state-of-the-art dinner theater, with a 48-foot stage, produces classic musicals and shows in a style and quality consistent with that of Broadway. A three-course meal, including dessert, is served directly to your table in our theater. Easy access from I-90/94 with FREE parking and open year-round.

PALACE THEATER
Nancy Bacon, groupsdept@dellspalace.com
608-253-9000
564 Wisconsin Dells Pkwy. South
Wisconsin Dells, WI 53965
www.dellspalace.com



Enjoy our famous family-style breakfast, lunch and dinner. From our homemade buttermilk donuts to our mouthwatering fried chicken and other select entrees – we'll have you begging for more. Also enjoy our lumberjacks chopping, cross-cut sawing, speed climbing, log rolling and much more—world-class competition and plenty of hilarious comedy.

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Mary Hickey, dells@dellspaulbunyan.com
608-254-8717
411 State Hwy. 13 S., Wisconsin Dells, WI 53965
www.dellspaulbunyan.com



Historic Portage, located in south-central Wisconsin, next to the beautiful Wisconsin and Fox rivers, has roots dating back to explorers Father Jacques Marquette and Louis Joliet. We invite you to explore our fascinating historic sites, natural beauty along the rivers, performing arts center and our unique downtown.

PORTAGE AREA CHAMBER OF COMMERCE
Marianne Hanson
pacc@portagewi.com
608-742-6242
104 W. Cook St., Suite A, Portage, WI 53901
www.portagewi.com



Wisconsin Dells bus tours are as popular as ever. So if you're looking for a motor-coach tour that offers a compelling combination of historic, modern, scenic, exhilarating, delicious and entertaining, then hop on the bus marked Wisconsin Dells. Start planning your next group outing today at gatherinthedells.com

WISCONSIN DELLS VISITOR & CONVENTION BUREAU
Natalja Deduna
natalja@wisdells.com • 608-254-8088, ext. 320
701 Superior St., Wisconsin Dells, WI 53965
www.meetinthedells.com



Located only minutes from downtown Wisconsin Dells on Broadway. This beautiful hotel was fully renovated in 2017 and offers the largest indoor pool in the Dells. Breakfast is included as well and water park passes for your stay. Mama Z's restaurant is across the street. Groups are always welcome.

WOODSIDE DELLS HOTEL & SUITES
Kevin Johnson
kjohnson@woodsideranch.com
707-816-9200
1114 E. Broadway, Wisconsin Dells, WI 53965
www.woodsidedells.com



An authentic replica of an 1800's Western village with all of the modern conveniences of today. ADA facilities are available and all rooms are oversized and come with 2 double queen beds, 1 king bed, or we offer kitchen suites that sleep 8 with full kitchen. Visit our website.

WOODSIDE OLD TOWNE HOTEL
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N4644 21st Ave., Mauston, WI 53948
www.woodsideooldtownte.com



Relax, unplug, and enjoy the old-world fun of a 100-year-old dude ranch. Cabins and ranch house rooms, horses, wagons, bon fires, s'mores, family-style meals and fun await you. Visit our website for more details and make plans to visit Woodside Ranch on your next outing.

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AmericInn Lodges and Suites, Wisconsin Dells	19
Apple Holler, Sturtevant.....	7
Bridgeport Waterfront Resort, Bridgeport	39
Cambria Hotels & Suites, Madison	27
Cascade Development, Sun Prairie	57
Central Wisconsin Tourism Association, Marshfield, Stevens Point, Wisconsin Rapids	23
Chalet Landhaus Inn/New Glarus Hotel Restaurant, New Glarus	17
Circle Wisconsin	58
Circus World, Baraboo	35
Door County Visitor Bureau, Sturgeon Bay	3
Fond du Lac Convention & Visitors Bureau, Fond du Lac.....	25
Greater Green Bay CVB, Green Bay	76
Green Bay Packers, Green Bay	39
Harley-Davidson Museum, Milwaukee.....	49
Janesville Area Convention & Visitors Bureau, Inc., Janesville.....	51
Jelly Belly Visitor Center, Pleasant Prairie	39
Kenosha Area CVB, Kenosha	33
La Crosse Area CVB, La Crosse.....	67
Lake Geneva Cruise Line, Lake Geneva	57
Lakefront Brewery, Milwaukee	39
Lamers Bus Lines, Green Bay.....	43
Manitowoc Area Visitor & Convention Bureau, Manitowoc	47
Menominee Casino Resort, Keshena.....	61
Mid-Continent Railway Museum, North Freedom.....	23
Middleton Tourism Commission, Middleton.....	53
Milwaukee County Zoo, Milwaukee.....	43
Milwaukee Museum Mile, Milwaukee	29
Milwaukee Public Museum, Milwaukee	19
Minocqua Area Chamber of Commerce, Minocqua	63
National Railroad Museum, Green Bay.....	29
Oneida Nation, Green Bay	41
Paul Bunyan's Cook Shanty & Lumberjack Show, Wisconsin Dells.....	75
Potawatomi Hotel & Casino, Milwaukee	5
Radisson Hotel & Conference Center Green Bay, Green Bay	31
Real Racine, Sturtevant	18
Rosewood, Delavan	37
The Dancing Horses Theatre, Delavan	43
The Fireside Dinner Theatre, Fort Atkinson	55
Travel Wisconsin.....	12
Visit Beloit, Beloit	53
VISIT Milwaukee, Milwaukee	2
Visit Sheboygan, Sheboygan.....	45
Washburn County Tourism, Spooner	65
Wild Eagle Lodge, Eagle River	60
Wisconsin Dells Visitor & Convention Bureau, Wisconsin Dells	71
Wisconsin Harbor Towns Association, Sheboygan.....	27



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WISCONSIN DELLS



Paul Bunyan's Cook Shanty, family-owned and operated since 1958, offers a memorable "Lumberjack Style" dining experience. From our family-style Lumberjack breakfasts featuring our famous Buttermilk donuts to our family-style dinners served with Camp Fried Chicken along with a second meat entrée - we'll have you begging for more! Both meals come complete with all your fixins which will be sure to satisfy any hungry appetite.



The Dells Lumberjack Show offers spectators a unique blend of Wisconsin Dells lumbering history -- world-class competition and plenty of hilarious comedy for all ages! Watch as lumberjacks compete in age-old events such as the Underhand Chop, Cross-Cut Saw, Log Roll, Speed Climb, Axe Throw, Boom Run, Canoe Joust and much more!

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SPORTS MECCA

Green Bay is known around the world as the home of the Green Bay Packers. Visiting historic Lambeau Field is on the bucket list of many sports fans. This is the only professional sports franchise that is owned by the community. Explore and relax at the brand new Titledown Plaza next to the stadium.



RELIGIOUS EXPERIENCE

The National Shrine of Our Lady of Good Help was declared a holy place February 2011 by the Vatican, just three months after it was named a Marian Shrine by the bishop in December 2010. Located in Champion, 17 miles west of Green Bay, pilgrims from all over the world have visited this modest country church.



FAMILY ENTERTAINMENT

Riding the Zippin Pippin wooden rollercoaster at the 125-year-old Bay Beach Amusement Park is a highlight for kids of all ages. Bay Beach has long been a tradition of Northeastern Wisconsin families and our visitors. Now, Elvis' favorite rollercoaster design was re-incarnated in Green Bay. It, along with 19 other rides, reside in this city park. Parking is free and ride tickets are 25 cents.



WATERFRONT ACTIVITIES

Along the shore of the Fox River in downtown Green Bay, you'll find a la carte dining Wednesdays at Dine on the Deck, free concert Fridays, a splash pad for the kids and dining options that make visiting the riverfront an enjoyable time. See the freighters cross under the bridges, leisure boats cruising, kayaks paddling and the River Tyme river boat touring groups of guests.



CULINARY FINDS

Our destination offers field to fork dining experiences, the famous Wisconsin cheese you always hear about, some of the best chocolate you'll ever taste, craft brewing operations that each have a unique twist and wineries producing a cold-weather grape flavor only found in Northeastern Wisconsin.



HISTORY REVISITED

Heritage Hill State Historical Park, Neville Public Museum, the National Railroad Museum and The Automobile Gallery are just a few options for the history lover. Programming like the "If Tombstones Could Talk" cemetery walk, the popular Civil War re-enactments and the Packers Heritage Trail trolley tours are all guided experiences that visitors love.



NATIVE AMERICAN CULTURE

Visit the Oneida Nation Museum, picnic at the buffalo overlook or pick apples in fall at the tribe's orchard. Even some of the early Green Bay Packers players were native. Walk the Oneida Nation Walk of Legends monuments near Lambeau to learn their stories. Every Independence Day weekend, you can watch native dance at the Oneida Pow-Wow and sample cultural cuisine.

