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2019 TOUR PLANNER

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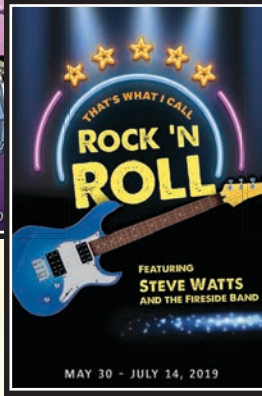


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contents

FEATURES

- 8 Wisconsin's Great River Road**
Opulent mansions, natural beauty and charming small towns line the Mississippi River shore
- 14 Wisconsin's Famous People**
A little name-dropping will add pizzazz to your next itinerary
- 18 Get Your Motor Running**
Rev it up, ride the rails and take a spin

SAMPLE ITINERARIES

- 24 History Trail**
- 50 Ethnic Trail**
- 56 Culinary Trail**
- 62 Heritage Trail**
- 66 Nature Trail**
All itineraries are samples and can be customized to fit your group's needs

MEMBER LISTINGS BY REGION

- 30 Eastern Shores**
- 52 South Central Crossroads**
- 58 Northwoods and Lake Superior**
- 64 Mississippi River Valley and Beyond**
- 69 Wisconsin Heartland**

On The Cover:
Wisconsin's Great River Road
(Photo courtesy Jay Olson)



Wisconsin State Fair



North Point Lighthouse



Mississippi River Valley and Beyond

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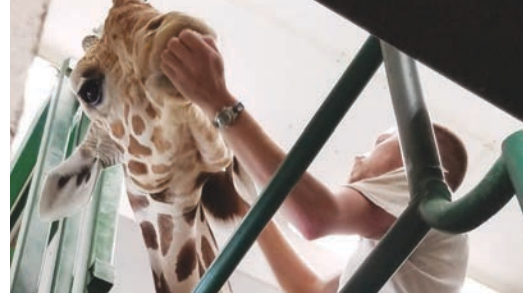


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Welcome to Wisconsin

Wisconsin is a destination full of experiences that groups will enjoy regardless the season or weather. Traveling throughout the state on the interstate, country roads or our many waterways, your guests will find beautiful vistas, great food, arts and entertainment, history and culture, architecture and just plain FUN.

The 2019 Circle Wisconsin Tour Planner is designed to assist you in finding the very best of our state to explore with your groups. We have enhanced our Circle Wisconsin Member Listings to make tour planning easier. Each listing is not only within its respective region of the state but also sorted by neighboring cities. In addition, listings will also indicate if it is a DMO, Attraction, Theatre, Casino or Lodging partner.

And speaking of experiences, we are thrilled to announce that Green Bay, Eau Claire and Madison have all recently rolled out new culinary, hands-on, theatrical, sports, historical and just good ole fun and unique experiences for your groups to enjoy. Check them out at:

Greater Green Bay CVB Signature Experiences www.greenbay.com/signature-experiences

Destination Madison Essential Experiences www.visitmadison.com/essential-madison-experiences

Visit Eau Claire Signature Experiences www.visiteauclaire.com/plan/signature-experiences

Please join us for the 6th Annual Midwest Marketplace

Mark your calendars for April 7-9 at Eagle Ridge Resort & Spa in Galena, Illinois. Over 100+ 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 Midwest Marketplace website at www.midwestmarketplace.org.

We hope you find the 2019 Circle Wisconsin Tour Planner useful for planning your next tour to our beautiful state. Our members are excited to greet your guests with friendly Wisconsin hospitality.

See you on the bus!

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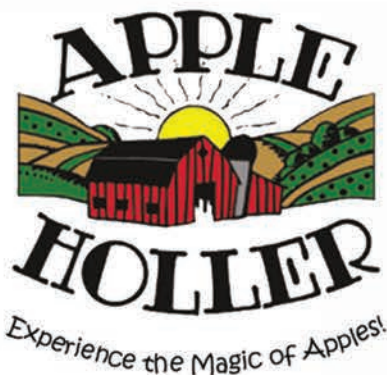


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Apple Holler's ag-venture is for the kid in all of us. To book your group's ag-venture today, call Sheri, at **262-884-7100**.



WISCONSIN'S Great River Road

Groups following the ***mighty Mississippi*** will encounter ***opulent mansions, natural beauty and charming small towns***

Grandad Bluff offers stunning views of La Crosse and the prairie valley bisected by the Mississippi River. In addition to enjoying the breathtaking views, groups can explore several bluffside hiking and biking trails.

Featuring 33 towns to explore, stunning seasonal foliage and scenic bluff-top views, Wisconsin's **Great River Road** appeals to group travelers year-round. The beautiful forest landscapes and views of the Mississippi River drew French voyagers and Native Americans here for centuries, and your group can walk in their footsteps along hundreds of miles of hiking trails found in the area or embark on a scenic boat tour along the river.

Begin your adventure in the town of Potosi—home of the famous Potosi Brewery. Established in 1852 and one of America's first commercial beer distributors, the building is now on the National Register of Historic Places and is home to the National Brewery Museum. Guests can admire 19th century steins and beer advertisements before embarking on a brewery tour. Guides will explain the brewing process in Potosi's state-of-the-art facility and sample seasonal creations. Your group's next stop will be the nearby town of Cassville, site of Stonefield. This country estate was the property of Nelson Dewey (Wisconsin's first governor) and contains several preserved buildings for history buffs to explore. The property includes Dewey's three-story Gothic Revival home in addition to the 1900 Farming Village, which recreates turn-of-the-20th-century life with a schoolhouse, wheelwright shop and blacksmith.

Your next stop is **Prairie du Chien**, one of the most important outposts of the early American frontier. Native Meskwaki people occupied the valley for hundreds of years before famed French explorers Jacques Marquette and Louis Joliet arrived by canoe in 1673, and the town became a crucial trading post before the construction of Fort Crawford in 1816. Prairie du Chien visitors can tour the fort's remains and learn about its role as a deployment station during the Black Hawk War of 1832 and Union hospital during the Civil War. Visitors can also tour the fort's preserved hospital wing to learn about military life and the work of physician William Beaumont, who studied gunshot victims to explore the digestion process.

Villa Louis on St. Feriole Island will transport visitors to the 19th century as they walk through the Victorian mansion and grounds that belonged to one of Wisconsin's wealthiest Gilded Age families: the Dousmans. Costumed guides conduct tours through the house in its restored 1890s splendor and will learn about the property's grand parties, the family's fur trading fortune and the design by famed Milwaukee architect E. Townsend Mix. The property becomes especially lively every autumn during the Villa Louis Carriage Classic, which welcomes carriage drivers to perform in period-accurate clothing and buggies. Groups looking for a catered meal and a



spectacular river view can rent the adjoining Dousman House with its grand ballroom and beautiful views of Lawler Park.

Besides its rich history, Prairie du Chien is also known for its natural beauty and biodiversity. Thousands of ducks, geese and tundra swans migrate through the valley during seasonal changes, and the best viewing location for these birds is Wyalusing State Park. Named for the Munsee-Delaware word meaning “home of the warrior,” this park encompasses over 2,600 acres and features spectacular views of the Wisconsin and Mississippi rivers’ convergence. Groups can admire the valley’s stunning foliage in the fall and view eagles as they nest in February and March. Groups will want to explore Prairie du Chien’s charming downtown, which features cafes and boutiques welcoming to visitors.

Continue north to **La Crosse**, the largest city on the Great River Road. Before visiting downtown, stop to savor the tranquil atmosphere and gorgeous architecture of the **Shrine of Our Lady of Guadalupe**. A pilgrimage site inspired by the hilltop churches of Tuscany, this complex honors the apparition of the Virgin Mary to the Mexican villager Juan Diego in 1531. Guests orient themselves at the Pilgrim Center before walking the Meditation Trail carved into the hillside (carts are available for guests with mobility issues). Stops along the walk include a votive candle chapel, Stations of the Cross

walk and the Memorial to the Unborn—a sacred space that honors infants who died before childbirth. The shrine itself hosts frequent services and is available for tour groups who wish to admire the intricate mosaics and stained glass or pray. The shrine is currently developing a new retreat house that will welcome groups for multi-day stays with dining facilities and social spaces. Further inland is **Norskedalen**, a nature and heritage center dedicated to preserving the natural environment and cultural heritage of the area surrounding Coon Valley.

Excellent Mississippi River views are also available at nearby Grandad’s Bluff, which offers excellent photo opportunities with the prairie valley below. Descend to downtown La Crosse, a flourishing cultural district known for craft beer and diverse shopping. Orient your group to the area with a Historic La Crosse Trolley Tour, which departs from Riverside Park. An onboard historian will narrate a route that includes the Old Towne North neighborhood, University of Wisconsin-La Crosse and the Pearl Street—La Crosse’s bustling main street. As your trolley returns to Riverside Park, consider the sightseeing expeditions offered by La Crosse Queen Cruises. Daily excursions showcase the region’s cliffsides and bridges, and special dinner and brunch cruises can be offered along with live music. Riverside Park also offers a spectacular display during the holiday

Villa Louis (upper left) is an immaculately preserved 19th century mansion that belonged to one of Wisconsin’s wealthiest Gilded Age families. Historic Fort Crawford (upper right) served as a Union hospital during the Civil War, and its hospital wing remains open for group tours. Nestled among the bluffs outside La Crosse, the Shrine of our Lady of Guadalupe (lower) invites visitors and pilgrims to walk through meditation trails and beautiful spiritual spaces.



season with over four million twinkling lights.

Disembark from your cruise and walk through the vibrant downtown, which is filled with galleries, theaters and coffee shops to explore. La Crosse famously has more bars per capita than any American city, and Pearl Street is filled with wine bars and taverns to entice your group. Classic car fans will want to spend time in the Dahl Auto Museum, which celebrates the Dahl family's involvement as automotive dealers spanning over 100 years and five generations. The showroom houses a Thunderbird, Crown Victoria and 1911 Ford Model T Roadster as well as a century-old collection of automobile memorabilia.

North of La Crosse is Perrot State Park, a migratory bird habitat and excellent example of southern Wisconsin's driftless region. During the last ice age, retreating glaciers deposited a blend of silt, clay and gravel called drift that was unevenly distributed in modern-day Wisconsin and northwestern Illinois, resulting in the hilly and "driftless" appearance of the landscape. A guide can explain this geological phenomenon and guide groups on the short trail to Brady's Bluff, which overlooks the entire valley. Nearby Fountain City is home to the Kinstone Megalithic Garden, a 30-acre peaceful haven filled with stone sculptures, restored native prairie and Mississippi River views. Visitors can reflect on a labyrinth trail, learn

about marshland preservation and pose for photos in the rock arrangements that resemble Stonehenge and were collected from local cliffsides.

Several quirky roadside attractions are easily accessible off the Great River Road for group members with a craving for kitsch. Prairie Moon outside of Fountain City is a collection of nearly 40 stone sculptures that came from the mind of retired farmer Herman Rusch. The property includes a massive 260-foot arched fence, a Hindu temple, dinosaurs and a miniature mountain. Other similar stone gardens include Wegner Grotto in Cataract (which features a Glass Church comprised of encrusted church mosaic shards) and Dickeyville Grotto (home to sculptures of religious figures covered in shells and stones).

Further upstream is the small town of Pepin, notable as the birthplace of *Little House on the Prairie* author Laura Ingalls Wilder. The Laura Ingalls Wilder Museum includes furnished rooms accurate to the period, a covered wagon and a rare reed organ from 1882. Conclude your adventure in the city of Prescott, which lies at the confluence of the St. Croix and Mississippi rivers. Stop by the Great River Road Visitor & Learning Center, a free museum and discovery center that includes scopes for seasonal birdwatching, a butterfly garden and views of Minnesota across the river. 🇺🇸

La Crosse (upper left), the Great River Road's largest city, features numerous dining options on Pearl Street and the World's Largest Six-Pack. Wegner Grotto (upper right) includes a 12-foot ocean liner that pays tribute to the artists' European ancestors. The Villa Louis Carriage Classic (below) spotlights fashion and carriages from previous eras every September.



Soft Adventures: Gardens and State Parks

Is your group excited to experience Wisconsin's natural beauty but less thrilled at the prospect of rigorous hikes or hundreds of stairs? The state features numerous attractions that qualify as "soft adventures"—ways to explore lush gardens and travel along rivers without the physical stress of extensive walking or climbing.

Wisconsin's state park system is intersected by hundreds of hiking trails, but there's an equally deep network of less-rugged nature experiences: botanical gardens. These attractions feature acres of natural beauty and wildlife without the need for a backpack. Consider **Janesville's** Rotary Botanical Gardens, a 20-acre property that showcases plants from Japan, Italy and France in lushly landscaped themed areas. Groups of 15 or more can arrange a guided tour that includes a walk through 24 distinctive gardens and exploration of horticulture around the globe. All of northeast Wisconsin's seasons are captured on the 47 acres of the **Green Bay Botanical Gardens**. Groups with a tight itinerary can see the property's highlights (which include the Vanderperren English Cottage Garden, Kress Oval Garden and Larsen Orchard) within an hour, while a more leisurely "Gardener's Delight Tour" takes two hours and covers approximately two miles.

Farther south, the **Paine Art Center and Gardens** in Oshkosh includes 20 themed areas across four acres that surround an English country mansion. Paved walkways pass by elegant fountains, sculptures and impeccably manicured beds that recall the elegant British estates of the 19th century. Meanwhile, 40 acres of beauty await at **Boerner Botanical Gardens** in Milwaukee. With more than 500 varieties of roses, wetlands, herb gardens and one of the state's largest crabapple collections, it's hard to pick a favorite bloom.

Remain in the city and consider an excursion to the **Milwaukee County Zoo**, where your group will be transported from an African savannah to the Australian

Outback within hundreds of feet. Notable areas spotlight South American penguins, tropical fish and mammals of the American West, while the Herb and Nada Mahler Family Aviary houses over 60 bird species.

Wisconsin's extensive state park system offers short hiking excursions and stunning scenery of the area's lakes and Driftless Area landmarks. Devil's Lake State Park just south of **Baraboo** is the most-visited park in the system. Over 29 miles of hiking trails offer magnificent views of prehistoric quartzite bluffs that overlook the 360-acre lake, and ample beachfront is available for a relaxing sunbathing session. Easy trails include the Johnson Moraine Loop, which winds through the grassy moraine environment caused by the last ice age, and the Grottos Trail, which offers natural air conditioning during hot summer days.



Green Bay Botanical Gardens

Located at the confluence of the Mississippi and Wisconsin Rivers and close to historic **Prairie du Chien**, Wyalusing State Park (which translates to "home of the warrior") features numerous hiking trails and nature activities. The park's picnic facilities and trails are especially attractive in autumn, when the region's trees begin to turn brilliant shades of red and orange.

The park is also a one of the state's birdwatching hubs; groups can embark on a short guided adventure to spot yellow-throated warblers, bald eagles and wild turkeys.

Northern Wisconsin is home to some of the Midwest's most accessible waterfalls. Groups in the **Superior** area seeking an excellent photo opportunity should venture to Amnicon Falls State Park. Your group can view the series of waterfalls from foot trails or a historic bridge that crosses the Amnicon River. A friendly tour guide can explain the falls were created from ancient earthquakes and lava flows that resulted in deep ridges and dramatic fractures on the Earth's surface.

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Famous People

From Racine and Milwaukee to the shores of Lake Superior, a little name-dropping will add pizzazz to your next itinerary

They made their marks in industry, the arts, sports and politics. And happily for groups touring Wisconsin, some of that fortune and fame may rub off on visits to museums and other attractions associated with famous names like Wright, Lombardi and Houdini. Some of these sites are nationally known, while others are a bit off the radar. But all provide insights into the careers and personal lives of those who excelled in their chosen fields.

Wisconsin-born Frank Lloyd Wright, widely regarded as America's greatest architect, designed several public buildings and private homes in southern Wisconsin that are open for tours. Wright fans flock to Racine, where free tours showcase the SC Johnson Administration Building and Research Tower, the architect's largest commercial project. The 15-level Research Tower, distinguished by alternating bands of brickwork and glass tubing, housed labs that developed products like Pledge, Raid and Glade. At the Great Workroom in the three-level Administration Building, visitors see employees busy at their desks. Supporting the 31-foot-high ceiling are 62 concrete dendriform columns, which rise from nine-inch bases to become 18½-foot-wide "lily pads" at the top; they've been compared to golf tees, trees and mushrooms. You can sit at a Wright-designed desk with rounded corners and swivel drawers.

Wright also designed Wingspread, the last and

largest of his Prairie-style homes, for H. F. Johnson Jr. Located in the village of Wind Point (just north of Racine), the 1937 residence is now a conference center operated by the Johnson Foundation of Wingspread; tours are free. Available for tours in Two Rivers/Manitowoc area is the 1940 Wright-designed Bernard Schwartz House, known as Still Bend.

For insights into the history of an important Milwaukee community, visit the **Jewish Museum Milwaukee**, which covers early immigration, the American Jewish experience, the Holocaust, founding of Israel and other topics. You will find that Golda Meir immigrated to Milwaukee with her family as a child and went on to become the fourth prime minister of Israel. The elementary school she attended is named after her, and the Golda Meir Library is at the University of Wisconsin-Milwaukee, where she studied teaching.

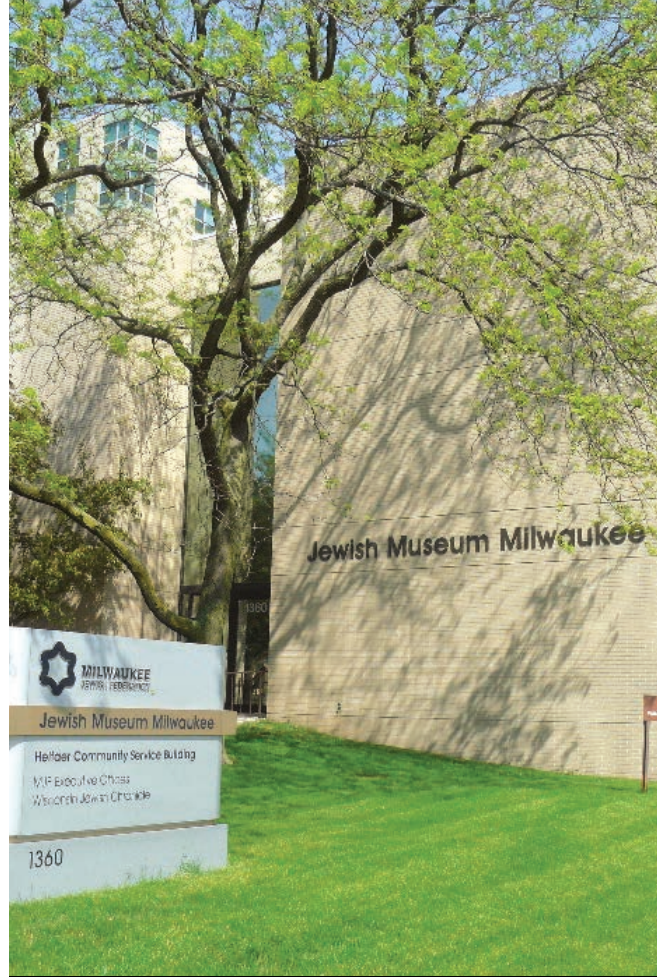
One of Milwaukee's best photo ops is the Bronze Fonz, a must-visit selfie spot. The statue on downtown's Milwaukee Riverwalk depicts actor Henry Winkler as "Fonzie" or "The Fonz," a character named Arthur Fonzarelli in the 1970s TV sitcom *Happy Days*, which was set in 1950s Milwaukee. Unveiled in 2008, the pop art favorite shows The Fonz clad in leather jacket and jeans and flashing his trademark double thumbs up.

At Discovery World Science and Technology Museum in Milwaukee, music-minded visitors will

Visit Milwaukee



The Bronze Fonz on Milwaukee's Riverwalk represents Fonzie, the character played by Henry Winkler on TV's *Happy Days*.



The Milwaukee Jewish Museum chronicles the local Jewish community, which included Israeli leader Golda Meir. Below: The Great Workroom at Frank Lloyd Wright's SC Johnson Administration Building in Racine.





Broadway legends Alfred Lunt and Lynn Fontanne entertained guests in the Drawing Room at Ten Chimneys, the Genesee Depot estate they called home.



A replica of Coach Vince Lombardi's office is on display at the Green Bay Packers Hall of Fame, a shrine housed in the atrium of Lambeau Field.

want to explore Les Paul's House of Sound, named for the Waukesha native who is credited with inventing the solid-body electric guitar and with his wife Mary Ford sold millions of records in the 1950s. You can immerse yourself in his music and get to know the innovations he introduced, plus create your own sounds and have your picture taken with Les in the virtual photo booth.

Thirty miles from Milwaukee, in the rolling hills near Genesee Depot, is **Ten Chimneys**, the estate of Alfred Lunt and Lynne Fontanne, the premier acting team in the English-speaking theater world from the 1920s until their retirement in 1960. Known as "The Lunts," they graced stages on Broadway and around the globe. The romance of an earlier era permeates the elegant, three-story Main House, which displays the couple's personal effects, including original furnishings, art work, photographs and gifts from fellow actors. There really are 10 chimneys—the Main House has six, the quaint country Cottage three and the rustic Studio (used for artistic creation) one. Estate tours include the three buildings and restored gardens. Boxed lunches can be arranged for groups.

On the shores of Lake Monona in Madison, the Otis Redding Memorial Plaque recalls the tragic crash of a twin-engine plane carrying a 26-year-old soul singer on the brink of superstardom. En route to a Madison engagement, Redding, along with four band members, an assistant and the pilot, perished in the lake. The young talent was best known for his hit single "(Sittin' On) the Dock of the Bay."

Appleton's History Museum at the Castle remembers renowned magician Harry Houdini. Born Ehrich Weiss in Budapest, Hungary in 1874, he lived in Appleton for four years as a child. On display are photos, video and artifacts used by the escape artist himself. In interactive exhibits, visitors have a chance to learn and perform some of his iconic illusions and even escape from "jail." The museum can arrange a 1½-hour walking tour of Houdini-related sites, including

where his storefront apartment once stood and the synagogue where his father was a rabbi. A 45-minute bus tour with step-on guide also can be arranged.

The **Green Bay Packers Hall of Fame**, housed in the atrium of Green Bay's Lambeau Field, pays tribute to some of the best players and teams ever to grace the gridiron. Besides honoring legendary quarterbacks like Bart Starr and Brett Favre, it also enshrines Coach Vince Lombardi; a replica of his office is on display, and outside the atrium stands a 14-foot-tall statue of the man who led the Packers to three NFL championships and victories in Super Bowls I and II. Visitors can hear Packers legends describe historic games in their own words, view trophies from 13 world championships and scroll through touch screens to click on game video clips. Groups might want to arrange a stadium tour and have lunch at the 1919 Kitchen



Bill Johnson

The Al. Ringling Theatre, a jewel dating back to 1915, is one of several reminders of the Ringling Brothers' ties to Baraboo, their hometown.



Wingspread, a 1930s masterpiece near Racine, is the last and largest of the Prairie-style homes designed by Wisconsin-born Frank Lloyd Wright.



The Richard I. Bong Veterans Historical Center honors the famous World War II flying ace with preserved airplanes and wartime paraphernalia.

& Tap, which is just across from the Hall of Fame.

Baraboo, the hometown of the Ringling Brothers, was the winter headquarters of their famed circus from 1884-1918 and contains several Ringling-related attractions. **Circus World Museum** offers exhibits of circus memorabilia (including the world's largest collection of circus wagons), a giant-screen theater and traditional Big Top performances in summer. **Baraboo's Big Top Parade**, an annual extravaganza, will bring joy to downtown streets July 20, 2019. Also in town are the 1905 Al. Ringling Mansion, the opulent red-stone home of the eldest brother, and the beautifully restored 1915 Al. Ringling Theatre, a venue for live shows and films.

Richard I. Bong Veterans Historical Center in Superior salutes World War II's "Ace of Aces," a Wisconsin farm boy who grew up to become a decorated pilot and Congressional Medal of Honor

recipient. On more than 200 missions in the South Pacific, Major Bong, a native of nearby Poplar, shot down 40 enemy planes—the most of any U.S. pilot before or since. Against the backdrop of Lake Superior, visitors can stand on a re-created Pacific atoll with palms, thatched huts and machine-gun turrets. The museum's centerpiece is a restored Lockheed P-38 Lightning, the kind of plane Bong flew (his was named for his wife, Marge). Movies and artifacts remember not only Bong's accomplishments but heroes from all branches of the Armed Services who served in the Korean, Vietnam and Cold War as well as WWII. Sadly, Bong died at age 24 in a test-flight crash in California just before the war ended. He is buried in Poplar.

Visitors to **Portage** can visit the Zona Gale House, commissioned for the parents of the Pulitzer Prize-winning novelist and playwright who became one of the premier American authors of the 1920s.

Another aviator is honored at the Deke Slayton Memorial Space & Bicycle Museum in **Sparta**. Slayton, a Sparta native, was one of the country's Mercury 7—the first group of astronauts formed by NASA in 1959. In 1975 he was part of the crew for the US/Russian Apollo-Soyuz docking mission, the first international space mission of its kind. Space memorabilia includes artifacts from Slayton and a piece of moon rock on loan from NASA. Displayed are model planes, a real 1932 plane and more than 100 bicycles.

Other notable Wisconsinites who have made an impact on the arts, entertainment and politics in the U.S. and globally include renowned artist Georgia O'Keeffe, born and raised in Sun Prairie; the flamboyant Liberace, from West Allis; and one of the leaders of the women's suffrage movement, Carrie Chapman Catt, who hails from Ripon. The Rahr West Art Museum in Manitowoc has O'Keeffe's 1924 *Virgin Pine Tree No. 2*.

From the Broadway stage to the gridiron to realms out of this world, many talented people with Wisconsin connections have made notable contributions to society at large. Their accomplishments are on full display at attractions throughout the state. 🇺🇸



In Wisconsin are significant and diverse tributes to the world of transportation. It's enough to float any boat because chances are very good your favored mode for getting around is covered in a fascinating manner. Motorcycle lovers from Alaska to Australia find their way to the edgy and stylish **Harley-Davidson Museum** in Milwaukee, world headquarters for the motorcycle's production. It's not just gearheads who are smitten: Engine components are displayed like fine art, bike displays teach history and fun pop culture connections are plentiful. Everybody gets a chance to mount vintage cycles and pretend to ride with the wind.

Add a two-hour, weekday tour of powertrain operations – engine and transmission production – at Harley-Davidson's suburban Menomonee Falls factory. Or a one-hour, hands-on class in Harley Engines 101, which does not require mechanical skills and is capped at eight students.

Like two wheels but prefer pedal power? **Sparta** is known as the bicycle capital of America because it is home to more than 100 miles of state trails. That includes the Elroy-Sparta, the nation's first conversion of a railroad line to a recreational route. Along this scenic, 32.5-mile rails-to-trails path are stone bridges and three tunnels drilled through rock.

Look for a 32-foot-tall, high-wheel bicycle in Sparta, and reserve time for the Deke Slayton Memorial Space and Bicycle Museum, named after the Mercury Seven astronaut, a Sparta native. "Progression of transportation" is an overriding theme in the aviation and bike exhibits.

Exhibits at the Kenosha History Center acknowledge the area's proud auto-making heritage under Nash, American Motors, Renault, Chrysler and other brands. Autos in the Rambler Legacy Gallery change every year.

The Automobile Gallery in Green Bay is a revamped car dealership that showcases iconic vehicles like the DeLorean and Javelin.

Get Your Motor



Ru



1996 Dodge Viper
R/T 30

1996 Dodge Viper R/T 30. The Viper is a sports car designed by Chrysler's Tom Gale. It is a mid-engine, two-seater sports car. The R/T 30 is the first model of the Viper, featuring a 3.0-liter V6 engine. It was produced from 1996 to 1997. The car is known for its distinctive design, which lacks a traditional hood and front fenders. The Viper R/T 30 is a high-performance sports car that was designed to compete with other high-end sports cars of the time. It was a success, selling over 10,000 units in its first two years. The Viper R/T 30 is a classic example of a sports car that was designed to be both fast and fun to drive. It is a car that has become a legend in the world of sports cars.

ning

**REV IT UP.
RIDE THE RAILS.
TAKE A SPIN.**

Open since 2016 in Green Bay is **The Automobile Gallery**, a revamped car dealership that treats about 50 restored vintage cars as gorgeous gems that visitors are allowed to carefully touch. In a few cases, you also can take the driver's seat. Expect an unusual mix of the flamboyant and ordinary: Think DeLorean to Javelin.

The masterpiece at the Wisconsin Maritime Museum, Manitowoc, is the USS Cobia, a World War II submarine that can be toured, torpedo rooms to crew's quarters. Or dive beyond the basics: A longer immersion at this National Historic Landmark ventures into lesser-known nooks and tighter spaces, via ladders and climbing.

Inside the Door County Maritime Museum, Sturgeon Bay, are tales of Great Lakes fishing, nearby shipbuilding, Lake Michigan shipwrecks and a multitude of other maritime history. Artifacts, art, underwater photography, ship models and oral histories all tell a part of the story. Reserve time to tour the shoreline in the John Purves, a restored, century-old tugboat.

Evidence of rugged rail travel is well preserved in Wisconsin too. The **National Railroad Museum**, Green Bay, is devoted to railroad history and among the nation's largest devoted to this mode of transportation. Take a 25-minute, narrated train ride and learn about everything from steam power to hobo culture. Check out the Dwight D. Eisenhower locomotive, the only one of its kind left in the United States.

In Spooner, Wisconsin Great Northern Railroad excursions include choices of pizza with the kids, a romantic dinner for two, even an on-train overnight in an authentic Pullman bedroom. The train's route follows the pretty Namekagon River through forest and farmland. The shortest trip is 90 minutes.

The **East Troy Railroad Museum**, East Troy, preserves electric railroad cars and equipment. Seasonal shuttles chug 10 miles, linking



The National Railroad Museum in Green Bay features dozens of railcars and locomotives from the steam and diesel eras. Train rides are available.

Take to the Water

Sometimes the best way to see the sights is from water. That applies to both natural and urban settings.

Amphibious vehicles from World War II, which have wheels and can float, in 1946 began providing the most unusual land-water tour of Wisconsin Dells. An **Original Wisconsin Ducks** trip navigates water and woodland trails, showcasing unusual rock formations, secluded canyons, steep hills and valleys.

Scenic Wisconsin River cruises operated by **Dells Boat Tours** get close to the majestic cliffs, gorges and outcroppings of the Upper Dells and Lower Dells. Disembark to walk through narrow passageways at Witches Gulch. Watch a dog leap from one high-above landing to another at Stand Rock. Book a ride for daytime, with dinner at sunset or after dark (to hear eerie ghost stories). For a different thrill, board a high-speed jet boat whose captain carefully orchestrates spinouts and power stops.

Seasonal, daily mailboat rides are a one-of-a-kind option with **Lake Geneva Cruise Line**. Watch an agile mail carrier deliver and pick up the mail at dozens of lakeshore homes during this narrated excursion. This method of postal service is rare nationwide. Also unusual are tours of historic **Black Point Estate**, which is only accessible by boat (via this cruise line), and the option for lakeshore path walkers to get picked up by boat instead of hiking the lake's full circumference of 20-plus miles. Additional cruises come with a meal or music.

The menu of options at Madison-based Betty Lou Cruises ranges from pizza and beer to a seafood buffet with wine. Brunch on Sunday, a Friday fish fry and late-night cruises with appetizers and cocktails are other choices. Yachts sail rain or shine on lakes Mendota and Monona.

Narrated history tours, murder mystery dinner cruises, sightseeing and party cruises are business as usual for **Edelweiss Cruises**, whose boats include European-style canal vessels that can navigate under Milwaukee River bridges as well as Lake Michigan shoreline.

Rather appreciate watercraft and water life from ashore? Wisconsin Canoe Heritage Museum, Spooner, is devoted to canoe building and the history of canoes. **Horicon Education and Visitor Center**, Horicon, explains the significance of the nation's largest cattail marsh, which the United Nations recognizes as an internationally important wetland.



Original Wisconsin Ducks operates World War II-era amphibious vehicles on rollicking land-and-water adventures in group-friendly Wisconsin Dells.



Vintage equipment transports visitors back to the past on nostalgia-filled rides offered by the Mid-Century Railway Museum in North Freedom.



Lake Geneva Cruise Line



the depot with The Elegant Farmer's fresh harvests and bakery in Mukwonago. (Buy apple pie baked in a paper bag.)

At the **Mid-Century Railway Museum**, North Freedom, is a coach shed with restored train cars, especially those made with wood. Punctuate the experience with a 55-minute ride on a century-old steel coach. It's especially gorgeous when tree leaves turn brilliant in autumn, and especially popular when Santa visits and a high school choir performs on rides taken before Christmas.

The Sheboygan Railroad Museum, with its exhibits and model layouts, and Aviation Heritage Center of Wisconsin, are featured on Visit Sheboygan's "Planes, Trains & Automobiles" sample group itinerary. Also in the area are the **Wade House**, an 1850s stage-coach inn with a fine collection of carriage and wagons, and Elkhart Lake's Road America, one of the top motor sports racetracks in the country.

Come winter, snow lovers find myriad ways to play. Wolfsong Adventures in Mushing, near Bayfield, organizes dog-sledding excursions of 2.5 hours or longer, morning to sunset, Christmas through late March. Learn to mush or let a guide lead the way.

In Wisconsin are 25,000 miles of groomed snowmobile trails, and what looks like fun on motorized sleds is serious business for some drivers. Visit the Snowmobile Hall of Fame Museum in St. Germain to see how the snow-gliding machinery has evolved, and the International Snowmobile Hall of Fame in Eagle River, for an introduction to the people whose inventions, adventures and achievements have elevated snowmobiling from a hobby to a competitive sport. Why Eagle River? The city is the World Snowmobile Headquarters and hosts the World Championship Snowmobile Derby every January. 🇺🇸



Harley-Davidson Museum

Guests at Milwaukee's Harley-Davidson Museum have a chance to "test-drive" a motorcycle. The company gives tours at its Menomonee Falls factory.

Made in Wisconsin

Wisconsin is famous for many fine products, with some of the most notable ones in the food and beverage category.

Cheese and beer are the two products most closely associated with the Badger State. Throughout America's Dairyland are shops selling freshly made cheese, including string cheese and those squeaky cheese curds. At the Swiss-style **Alp and Deli Cheese Store**, attached to the Roth Kase Creamery in Monroe, your group can view the cheese-making process behind glass walls and sample many varieties. In metro Milwaukee, a group favorite is **West Allis Cheese and Sausage Shoppe**, which has a wide range of cheeses, meats and gourmet foods, plus a cafe/deli seating area with a full breakfast and lunch menu and a garden patio great for group gatherings. Mars Cheese Castle is a popular stop for bus tours passing through Kenosha on I-94.

Milwaukee Food Tours offers bus groups the 5.5-hour "Custard Capital of the World" tour. It includes lunch at a classic diner, narrated city sightseeing and a "custard crawl" with stops at three historic custard stands. It's just one of the company's many tours that focus on good foods made in the Milwaukee area.

Tours of Milwaukee's **Lakefront Brewery** are not only informative but filled with laughs, thanks to clever commentary by hilarious tour guides. The 45-minute tour includes a souvenir glass and four six-ounce pours of beer like the Eastside Dark, a Bavarian-style dark lager, and Eazy Teazy, a tea-infused ale. For non-beer drinkers, Lakefront's Golden Maple Root Beer is available. Private tours can be arranged on weekdays for \$9 a person. Stay for a meal in the restaurant or at least have some cheese curds.

The Jacob Leinenkugel Brewing Company in Chippewa Falls also offers tours that include a glass and beer samples. Tours start at the northwoods-style Leinie Lodge, which is filled with historical photos, vintage brewing equipment, and Leinenkugel

wearables and collectibles. The six-generation family company, founded in 1867, is the nation's seventh oldest working brewery.

Candy lovers flock to the **Jelly Belly Visitor Center**, which offers a complimentary, entertaining tram tour of the warehouse facility in Pleasant Prairie, just south of Kenosha. After learning about the company and how the candy is made (in California), guests are free to sample as many flavors as they want in the Jelly Belly store.

Another Wisconsin-made treat is the Cherry De-Lite dried cherry, a healthy snack made by **Country Ovens** from tart Grade A fancy Montmorency cherries grown in Door County. Country Ovens' factory retail store in Forestville has a wide range of cherry products, including chocolate-covered dried cherries and cherry chutney, juice and syrup.

A trip to southeastern Wisconsin is not complete without sampling the state's official pastry, as biting into a rich, sweet, buttery, flaky slice of kringle is one of the true joys in life. Groups visiting **Racine, America's Kringle Capital**, can tour two of the five bakeries that produce this oversized, oval-shaped Danish pastry ring hand-formed from 48 delicate layers of dough and hand-coated with white icing after being baked to a golden brown. Pecan, almond, raspberry, cherry and apple are popular fillings.

Another group tour option in Racine County is the 2.5-hour walking tour of **Case IH tractor assembly plant**. Guided by retired employees, the tour shows each step of the manufacturing process, from engines being painted by robots to tires being mounted.

Wisconsin's industrial might also is on display at the Harley-Davidson Pilgrim Road Powertrain Operations facility in Menomonee Falls. The "Classic Factory Tour" is 30 minutes and includes a video, while the 90-minute "Steel Toe Tour" provides a closer look at how motorcycle engines and transmissions are manufactured by the Milwaukee-based company.



Kringle, the official state pastry

Eat, Drink, Laugh



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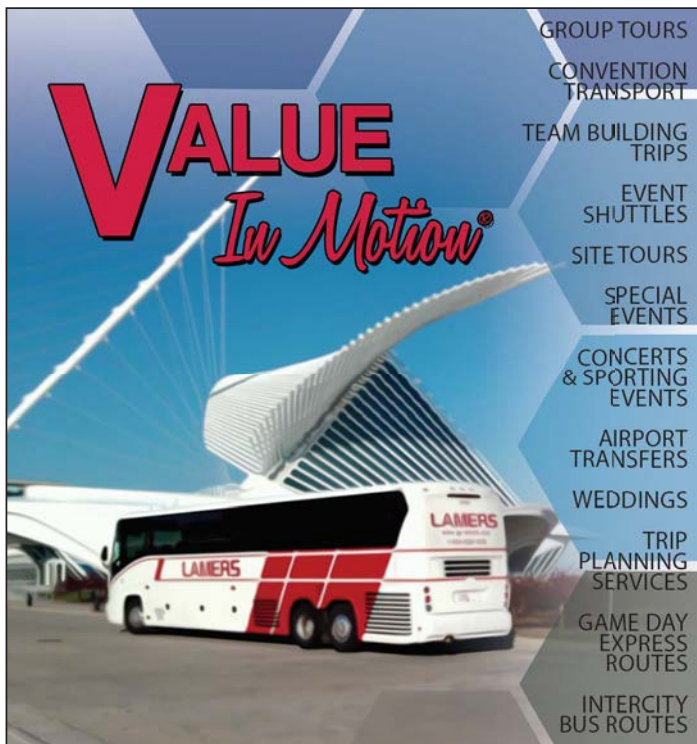
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Store Hours 9AM-5PM

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History Trail

Wisconsin's legendary hospitality can be experienced in its lakeside communities, historic sites and innovative museums



**KENOSHA
LAKE GENEVA**

day 1&2

Step into the shoes of the one million men from the Upper Midwest who served in the Civil War and provided food and raw materials for the military. The **Civil War Museum** in Kenosha explores how the war impacted the nation through the personal stories and narratives of those who served. Then travel west to the **Baker House** in Lake Geneva, a lavish 1885 Queen Anne mansion with 13 working fireplaces and a

restaurant and lounge that takes guests back to the Gilded Age. Listed on the National Register of Historic Places, this home overlooks the lake with music that harkens back to the 1920s and waitstaff in period costumes.

Conclude your stay in the Walworth County area with a delightful evening at **Rosewood** with great food, song and dance that planners can customize to their groups interests.



day 3

MILWAUKEE

Make your way to Milwaukee for a visit to the **Milwaukee Public Museum**, Wisconsin's natural history museum. The museum has more than four million objects and specimens covering anthropology, history, botany, zoology and geology. Stroll through the Streets of Old Milwaukee and be transported back to a fall evening at the turn of the 20th century. The popular exhibit has been reimagined to incorporate storytelling and a heightened sensory experience.

The **Grohmann Museum** at the Milwaukee School of Engineering is home to the world's most comprehensive art collection dedicated to the evolution of human work. With more than 1,400 paintings and sculptures, groups will identify with many pieces in the collection. The museum hosts changing exhibitions, so be sure to check out the current exhibits.

Visit the **Charles Allis Art Museum** or Villa Terrace, these stately mansions offer two very different styles of homes built by two renowned industrialist on Milwaukee's east side in the early 1900's. Enjoy the world-class art collection at the Charles Allis and Villa Terrace not only offers a stunning view of Lake Michigan but a variety of decorative arts exhibits.



Grohmann Museum

day 4

SHEBOYGAN MANITOWOC

Head north up Wisconsin's east coast to **Sheboygan** to wander, explore and discover. Unearth the hidden gems of the community and well-recognized icons like the art center, the maritime museum and the unique shopping and dining.

Wade House Historic Site offers a glimpse back to a horse-powered world. Discover Wisconsin's largest collection of carriages and wagons. Explore a 1850s nationally recognized landmark stagecoach inn with costumed guides.

Manitowoc invites you to experience the new **Farm Discovery Center**, where you go beyond the barn to learn about how Wisconsin agricultural producers make food, fiber and fuel safely, humanely and sustainably. More than ever people want to know where their food is coming from, and the Farm tells the story with interactive exhibits, a tour of a dairy farm and farm-to-table fare at the Wisconsin Café.



Farm Discovery Center

It's on to **Green Bay**, Wisconsin's oldest settlement and where legendary football is a national treasure. Blend what's old with what's new for a story of one of the friendliest cities in the country. Featuring itineraries that range from City Tours to Brewery & Winery Tours to Packer Hall of Fame and Lambeau Stadium Tours, your group will be treated to hands-on signature experiences.

Combine a skit from *Saturday Night Live* with a pop concert and you'll find yourself at **Let Me Be Frank Productions** in a suburb of Green Bay. All-original musicals will have you in awe of the talent, laughing in the aisles and singing together afterwards on the coach. The **Oneida Nation of Wisconsin** is a federally recognized tribe of Oneida people that offers visitors experiences that tell the story of the Oneida way of life both now and in the past. Enjoy a historical look into significant artifacts, artwork and people in this northeast Wisconsin homeland. Take in concerts at the outdoor amphitheater, view a buffalo herd, take the Walk of Legends and shop at the Oneida Market.

The **National Shrine of Our Lady of Good Help** just north of Green Bay in Champion is the only Marian shrine in the U.S.



on the site of an approved apparition of the Blessed Virgin Mary. Pilgrims from around the world travel here to witness the place, where over 150 years ago, the Holy Mother appeared to the young Adele Brise and instructed her to teach the children in faith. Groups experience the power of prayer, solitude and healing.



Oshkosh, Wisconsin's Event City, invites you to rekindle relationships, explore the arts and taste life to the fullest. From an aeronautics museum to a military veterans' educational center to cruises and wineries - by gosh your group will love Oshkosh!

Fond du Lac and the Lake Winnebago Region welcomes you to "Legendary Wisconsin Hospitality." Located at the foot of Lake Winnebago, the second-largest freshwater inland lake in the U.S., Fond du Lac is a great hub-and-spoke destination to over 70 attractions. You can choose from a wide variety of itineraries including: Fun on the Farm, Pilgrimage and Fellowship, Beer, Bourbon, Wine and More!, Girlfriends Getaway along with nine others.

The **Coloma Historical Society** tells the story of the early settlers of the area. Stop in at the 1876 Spalding Store, which was moved to Village Park and renovated.

The convergence of trails, nature and scenery make **Green Lake Country** a wonderful place to visit and make memories. From arts and antiques and to birding and eco-travel, from cruising the lake to enjoying a spa, this destination takes you to a different state-of-mind and stimulates your senses while relaxing your body.

For more eco-tourism travel, it's on to **Horicon Marsh Education & Visitor Center**. The interactive Explorium tells the story of the marsh throughout history from the days of the glaciers to now. The Marsh has been formally recognized as a wetland of international importance and is the largest freshwater cattail marsh in the country.

As you head out of the state, a visit to **Beloit** with stops at the Beckman Mill a restored and functioning 1868 grist mill, complete with a pond, saw mill display, visitor center and of course a gift shop. A visit to Beloit College's 40-acre wooded campus is highly recommended. Check out all twenty-eight buildings on campus, some built as early as the 1840s, and the ancient effigy mounds. Take a relaxing walk through the winding pathways and spot the Beloiters bunnies, squirrels, and chipmunks! The oldest private college in Wisconsin is also home to two museums – The Logan Museum of Anthropology and The Wright Museum of Art.

Choose from 50 tours or customize one just for your group with **Badger Bus Tours**—planning motorcoach trips for almost 100 years. 🇺🇸



Wisconsin Casinos Up the Ante



Menominee Casino Resort

Wisconsin's Native American casinos offer thrilling games, luxury accommodations and fine dining to satisfy groups of any size and interest. These attractions often provide exceptional rates and a variety of entertainment offerings to please non-gamers in your group, and their diverse amenities will make travelers feel like they hit the jackpot.

Potawatomi Hotel & Casino in the heart of downtown Milwaukee is the largest Native American casino in the Midwest, with over 3,000 slot machines, a 2,500-seat bingo room and over 100 table games. The complex also houses seven restaurants and the Northern Lights Theater, which hosts live music and comedians. The casino's 19-story hotel includes 500 rooms, meeting space for social events and a gourmet coffee bar.

Legendary Waters Resort & Casino, located in the tranquil Northwoods region, offers unbeatable views of the Apostle Islands and the nearby town of Bayfield. Here guests can discover thrilling no-limit Texas Hold'em tables, indulge in fresh seafood at the Wii-Kway-Ong restaurant and relax in 47 deluxe hotel rooms. Outdoor amenities include an adjacent campground and RV park, and a marina is available for adventures on Lake Superior.

An all-in-one destination for gaming groups that boasts more than 33,000 square feet of casino space, **Menominee Casino Resort** is an exceptional gaming experience less than one hour from Green Bay. The casino floor includes over 850 exciting slots, six poker tables and the new Menominee Bingo Hall. The resort also houses two outstanding restaurants: Autumn Leaf Café (which serves tasty burgers) and Forest Island (where guests can indulge in the house specialty of pressure-fried chicken).

Directly north of Menominee is **Potawatomi Carter Casino & Hotel** in the town of Wabeno. Amenities include more than 500 slots, a spa/whirlpool area and tempting menus at the Springs Restaurant & Lounge and Flames Sports Bar & Grill (which features a 165-inch TV screen). Recharge in one of the casino's 98 Northwoods-inspired hotel rooms or plan an unforgettable gathering in its numerous meeting spaces.

Ho-Chunk Gaming Wisconsin Dells is a destination you can't miss. With some of the most elegant hotel rooms in the area and exciting casino action and great live events all year round. Featuring over 1,300 slots, 20 table games, live poker, off track betting and bingo. Elegance and comfort is the standard in all of the 300 plus stylish hotel rooms. From the Copper Oak Steakhouse to the Ho-Chunk Grill you'll find delicious fare around every corner.



Legendary Waters Restaurant

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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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Eastern Shores Region

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Racine/Kenosha Area ATTRACTION



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

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jbasco@jellybelly.com
262-947-3848
10100 Jelly Belly Lane, Pleasant Prairie, WI 53158
www.jellybelly.com

Racine/Kenosha Area ATTRACTION



There's new art to explore during every visit to Racine Art Museum. Home to the largest collection of contemporary craft in the US—featuring over 5,000 pieces of ceramic, fiber, glass, metal, polymer, and wood—RAM offers entertaining docents to guide tours through exhibitions that change three times a year.

RACINE ART MUSEUM
Jessica Zalewski
jzalewski@ramart.org
262-619-3538
441 Main St., Racine, WI 53403
www.ramart.org

Racine/Kenosha Area DMO



Frank Lloyd Wright architectural tours, Danish bakery tours, CNH Tractor factory tours. Historical 1800's DeKoven Center, Masonic Center and Wind Point Lighthouse tours and a museum with the largest collection of contemporary crafts in the country. Just a few of the things your groups will see while visiting Racine.

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eileen@realracine.com
262-884-6407
14015 Washington Ave., Sturtevant, WI 53177
www.realracine.com

Racine/Kenosha Area DMO



Make new memories on Kenosha's Lake Michigan shore. Enjoy tasty treats at Tenuta's Deli, Mars Cheese Castle and Jelly Belly Visitor Center. Travel back in time at five museums, climb a lighthouse, tour historic districts, ride electric streetcars, go charter fishing, shop at Pleasant Prairie Premium Outlets and more.

VISIT KENOSHA
Eva Hoey
eva@visitkenosha.com
262-857-7164
10519 120th Ave., Pleasant Prairie, WI 53158
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Walworth County ATTRACTION



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www.historiclakegeneva.com

Walworth County ATTRACTION



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Dave Desimone
blackpointestate@wisconsinhistory.org
262-248-1888
812 Wrigley Drive, Lake Geneva, WI 53147
www.blackpointestate.org

Walworth County THEATRE



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Wind Point Lighthouse



S.C Johnson Administration Building



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Frank Lloyd Wright's Wingspread



Kringle Bakery Tour



S.C. Johnson Campus - Fortaleza Hall

Host to Frank Lloyd Wright architecture at its finest, views of scenic Lake Michigan with the majestic Wind Point Lighthouse, the country's largest collection of American Contemporary Craft Art - and of course, our Wisconsin state pastry delight known as kringle.

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



PLAN YOUR VISIT TODAY

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Eastern Shores Region

Members

Walworth County ATTRACTION



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Evan Richards
charters@easttroyrr.org
262-642-3263
2002 Church St., East Troy, WI 53120-0943
www.easttroyrr.org

Walworth County ATTRACTION



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Walworth County THEATRE



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2484 County Road O South
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www.rosewoodwi.com

Walworth County ATTRACTION



A must-see attraction for all motorcoach excursions to Lake Geneva. Yerkes Observatory houses the "Great Refractor," the world's largest lens-type telescope. Group tours conducted by knowledgeable, entertaining and engaging guides can be arranged weekday mornings or afternoons and combine 19th century history and architecture with modern day astronomy.

YERKES OBSERVATORY
Dan Koehler
dkoehler@yerkes.uchicago.edu
262-245-5555
373 W. Geneva St., Williams Bay, WI 53191
www.astro.uchicago.edu/yerkes

Walworth County DMO



Your group will love their trip to the Lake Geneva area. With great theaters, unique shopping, historic tours and delicious dining, your hardest decision is "where to next?" From RFPs to custom itineraries to free welcome bags, we are here to make this Lake Geneva-area trip the best one yet.

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Andrea Raykovich
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262-245-7553
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www.grandgeneva.com

Walworth County LODGING



Lake Lawn resort on Delavan Lake offers luxurious guest rooms, three restaurants, Majestic Oaks Golf Course, Calladora Spa, water sports and seasonal activities.

LAKE LAWN RESORT
Jill Gaulke
jgaulke@lakelawnresort.com
262-728-7950
2400 E. Geneva St., Delavan, WI 53115
www.lakelawnresort.com

Walworth County LODGING



The TripAdvisor-award-winning Ridge Hotel delivers with a welcoming tech-savvy lobby, sumptuous Crafted Americana restaurant, and coffee and wine bar. Upgrades include a poolside sports bar with fire feature, outdoor lounge and shoreline views plus marina with boat and SUP rentals. Other amenities: indoor pool, fitness center, sauna/steam room.

THE RIDGE HOTEL
Stacey Lucas
susan@ridgelakegeneva.com
262-249-3852
W4240 Hwy. 50, Lake Geneva, WI 53147
www.ridgelakegeneva.com

Greater Milwaukee Area ATTRACTION



Boerner Botanical Gardens & Arboretum is a plant lover's paradise. Home to Wisconsin's most beautiful horticultural collections: Roses, peonies, magnolias and a substantial rain forest system. One of America's only Depression-era, CCC-built botanical gardens. Special events include educational opportunities, China Lights, spring tulip show. Docent-led tours available.

BOERNER BOTANICAL GARDENS
Shirley Dommer Walczak
shirley.walczak@milwaukeecountywi.gov
414-525-5603
9400 Boerner Drive, Hales Corners, WI 53130
www.boernerbotanicalgardens.org





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Eastern Shores Region

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Greater Milwaukee Area ATTRACTION



Discover Cedarburg's rich history by stopping in the History Museum and Visitor Center located in the heart of downtown. The museum features a rotating exhibit, historic photos and a general store. Stay up-to-date with local happenings and grab a sweet treat or commemorative item from our quaint gift shop.

CEDARBURG HISTORY MUSEUM AND VISITOR CENTER
Elizabeth Albers
elizabeth@cedarburg.org • 262-377-9620
N58W6194 Columbia Rd., Cedarburg, WI 53012
www.cedarburg.org

Greater Milwaukee Area ATTRACTION



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

Greater Milwaukee Area ATTRACTION



The Edelweiss is Milwaukee's premier cruise company able to accommodate groups from 20-145 passengers. We provide narrated sightseeing tours, lunch, brunch, and dinner cruises. View Milwaukee from a unique venue with excellent food & beverages. All cruises travel through downtown via the Milwaukee River and into Lake Michigan.

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Lindsay Hanson
lindsay@edelweissboats.com
414-276-7447
205 W. Highland Ave., Milwaukee, WI 53203
www.edelweissboats.com

Greater Milwaukee Area ATTRACTION



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.

GROHMANN MUSEUM
Ann Rice
ricea@msoe.edu
414-277-2333
1000 N. Broadway, Milwaukee, WI 53202
www.msoe.edu/museum

Greater Milwaukee Area ATTRACTION



A walk through the Harley-Davidson Museum is a walk through the history of America. With an unrivaled collection of Harley-Davidson motorcycles and memorabilia, a 20-acre campus, and a calendar full of activities, the H-D Museum is one of Milwaukee's top tourist destinations for visitors from around the globe.

HARLEY-DAVIDSON MUSEUM
Barbara Smyrl
barbara.smyrl@harley-davidson.com
414-287-2786
500 W. Canal St., Milwaukee, WI 53203
www.h-dmuseum.com

Greater Milwaukee Area ATTRACTION



Jewish Museum Milwaukee uses the history of Milwaukee's Jewish community to make connections between groups and to contemporary times. The permanent exhibit 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.

JEWISH MUSEUM MILWAUKEE
Ellie Gettinger
educator@jewishmuseummilwaukee.org
414-390-5730
1360 N. Prospect Ave., Milwaukee, WI 53202
www.jewishmuseummilwaukee.org

Greater Milwaukee Area ATTRACTION



Voted Milwaukee's best brewery tour. Entertaining guides show you the ins and outs of brewing, tell you a little about ourselves and serve you some cold ones along the way. Top that with amazing cheese curds or other WI favorites in the restaurant. All that plus unique Milwaukee memorabilia.

LAKEFRONT BREWERY
Chris Ranson
chris@lakefrontbrewery.com
414-292-0803
1872 N. Commerce St., Milwaukee, WI 53212
www.lakefrontbrewery.com

Greater Milwaukee Area THEATRE



Milwaukee's entertainment destination offering Broadway shows, opera, ballet, symphony, children's theater, Off-Broadway and Marcus Center Presents events nearly 365 days/year. With aggressive group sales pricing (10 or more), we have events for all your tour needs. On-site food/beverage available for your one-stop event.

MARCUS CENTER FOR THE PERFORMING ARTS
John Barnes
jbarnes@marcuscenter.org
414-273-7121 ext. 210
929 N. Water St., Milwaukee, WI 53202
www.marcuscenter.org

Greater Milwaukee Area ATTRACTION



Home to more than 3,000 mammals, birds, fish, amphibians and reptiles, the Milwaukee County Zoo continues to be recognized as one of the finest in the country. Guided Behind-the-Scenes, Walk on the Wild Side or Zoomobile tours are available. The Zoo is a leader in animal management, education, conservation and entertainment. Open year-round.

MILWAUKEE COUNTY ZOO
Kathy Berendt
kathy.berendt@milwaukeecountywi.gov
414-256-5433
10001 W. Bluemound Rd., Milwaukee, WI 53226
www.milwaukeecountyzoology.org





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Eastern Shores Region

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Greater Milwaukee Area ATTRACTION



The Milwaukee Public Museum is Wisconsin's Natural History Museum where every visit is a new adventure through the world of natural science and human history. Whether you take a docent-led tour or wander the museum on your own, MPM's three floors of exhibits is a one-of-a-kind immersive experience.

MILWAUKEE PUBLIC MUSEUM
Tim Malenock
tim.malenock@mpm.edu
414-278-6174
800 W. Wells St., Milwaukee, WI 53233
www.mpm.edu

Greater Milwaukee Area ATTRACTION



Visit a restored 1888 lighthouse, museum and event destination in historic Lake Park. Climb the 74' tower for spectacular views of Lake Michigan and Milwaukee. Exhibits and artifacts tell stories of the lighthouse, its keepers and Milwaukee's role in Great Lakes maritime history. Open weekends year round. Weekday tours available.

NORTH POINT LIGHTHOUSE
Sue Grzeca
keeper@northpointlighthouse.com
414-332-6754
2650 N. Wahl Ave. Milwaukee, WI 53211
www.northpointlighthouse.org

Greater Milwaukee Area ATTRACTION



A time travel adventure awaits at Old World Wisconsin. Bring your group for a hands-on history exploration of immersive historical environments including working farms, village shops and heirloom gardens. Shop in the village general store and enjoy lunch, a snack or ice cream in the Clausing Barn Café.

OLD WORLD WISCONSIN
Robert Parker • oww@wisconsinhistory.org
262-594-6313
W372 S9727 Hwy. 67
P.O. Box 69, Eagle, WI 53119
www.oldworldwisconsin.wisconsinhistory.org/group-tours

Greater Milwaukee Area LODGING



The Newly Renovated Courtyard Marriott Milwaukee Airport is conveniently located just minutes from I-94, and just minutes from downtown Milwaukee. Featuring 120 spacious guest rooms, indoor pool, whirlpool, fitness center, relaxing courtyard area with fire pit, and Modern dining in our Bistro. Complimentary motor coach parking and Wi-Fi.

COURTYARD MARRIOTT MILWAUKEE AIRPORT
Liz Barker
elizabeth.barker2@marriott.com
414-747-4405
4620 South 5th St., Milwaukee, WI 53207
www.marriott.com/mkecy

Greater Milwaukee Area ATTRACTION



TEN CHIMNEYS

Ten Chimneys, the estate lovingly created by theater legends Alfred Lunt and Lynn Fontanne, is open to the public as an inspirational house museum and national resource for theater and the arts. Tours of Ten Chimneys celebrate Broadway's remarkable couple and the one-of-a-kind collection they amassed during their lifetimes.

TEN CHIMNEYS FOUNDATION
Janis Foll
jfoll@tenchimneys.org
262-969-4161
P.O. Box 225, Genesee Depot, WI 53127
www.tenchimneys.org

Greater Milwaukee Area ATTRACTION



VILLA TERRACE
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ARTS MUSEUM

This Italian Renaissance-style villa was designed by architect David Adler in 1923. Originally home to Lloyd Smith of the A.O. Smith Corporation, it features art dating from the 15th through the 18th centuries, wrought-iron masterpieces by Cyril Colnik, a formal garden and exhibitions by local, regional and international artists.

VILLA TERRACE ART MUSEUM
Matt Pappas
mpappas@cavtmuseum.org
414-271-3656
2220 N. Terrace Ave., Milwaukee, WI 53202
www.villaterracemuseum.org

Greater Milwaukee Area ATTRACTION



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

WISCONSIN MUSEUM OF QUILTS AND FIBER ARTS
Melissa Wraalstad, director@wiqiltsmuseum.com
262-546-0300
PO Box 562
N50 W5050 Portland Rd., Cedarburg, WI 53212
www.wiqiltsmuseum.com

Greater Milwaukee Area CASINO



When planning your next group outing, choose the endless entertainment options we offer—which also happens to be Wisconsin's #1 Tourist Destination—Potawatomi Hotel & Casino. Located in the heart of Milwaukee, the Casino offers high-energy gaming, award-winning dining, world-class entertainment and luxury accommodations—all under one roof.

POTAWATOMI HOTEL & CASINO
Lisa Pederson
lpederson@paysbig.com
414-847-7982
1721 W. Canal St., Milwaukee, WI 53233
www.paysbig.com

Greater Milwaukee Area Charter/Receptive



Discover Milwaukee's most delicious neighborhoods with itineraries such as a Progressive Ethnic Lunch; Churches & Chocolates; and Christmas Bakery Bus. Guided food and sightseeing tours include tastings that add up to a meal, shopping, plus stories of Milwaukee's rich immigrant past. Fully customizable; a progressive meal with a side of history.

MILWAUKEE FOOD & CITY TOURS
Theresa Nemetz
theresa@milwaukeefoodtours.com
262-853-5239
2419 N. 62nd St., Wauwatosa, WI 53213
www.milwaukeefoodtours.com/group-travel





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Greater Milwaukee Area DMO



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

VISIT MILWAUKEE
Jill Hauck, jhauck@milwaukee.org
414-287-4249
648 N. Plankinton Ave., Suite 220,
Milwaukee, WI 53203
www.visitmilwaukee.org

Greater Milwaukee Area FESTIVAL



Marvel and be awed by an array of beautiful, whimsical, animated and breath taking lighted lantern displays directly from China at the Boerner Botanical Gardens in the fall of 2019. Cultural performances, delicious food and exciting vendors all round out your groups' China Lights experience.

CHINA LIGHTS
Shirley Walczak
shirley.walczak@milwaukeecountywi.gov
414-525-5603
9400 Boerner Dr., Hales Corners, WI 53130
www.chinalights.org

Greater Milwaukee Area FESTIVAL



Group-friendly Gemütlichkeit on the shores of Lake Michigan. This Milwaukee tradition is one of the largest, most authentic German festivals in North America. Five stages of entertainment, Cultural Village, carousel organs, Marktplatz, Sheepshead, Volkswagen Club, Glockenspiel and more. Make memories at German Fest from July 27-29, 2019. Bus parking and private space available.

GERMAN FEST
Linda Schmitz
info@germanfest.com • 414-464-9444
W140 N5761 Lilly Rd.
Menomonee Falls, WI 53051
www.germanfest.com

Greater Milwaukee Area FESTIVAL



Milwaukee Irish Fest is the world's largest celebration of Celtic music & culture. It is held annually on the third weekend in August at Henry Maier Festival Park, along Milwaukee's beautiful lakefront. The four-day festival features over 100 acts on 17 stages + cultural fun & more!

MILWAUKEE IRISH FEST (CELTICMKE)
Mike Mitchell
info@irishfest.com
414-476-3378
1532 N. Wauwatosa Ave., Wauwatosa, WI 53213
www.irishfest.com

Greater Milwaukee Area FESTIVAL



Enjoy family-friendly activities, exciting entertainment, agriculture shows, delicious food and more at the Wisconsin State Fair. Group admission ticket discounts and free bus parking are available when arranged in advance. Visit us at the 2019 Wisconsin State Fair August 1-11.

WISCONSIN STATE FAIR
Jaime Kwiatkowski
groupsales@wistatefair.com
414-266-7028
640 S. 84th St., West Allis, WI 53214
www.wistatefair.com

Greater Milwaukee Area LODGING



If your guests are looking for an apartment atmosphere, then the Candlewood Suites is a perfect choice. All suites have a fully equipped kitchen. Affordable seasonal group rates are available. Complimentary on-site bus parking. Luggage handling available. First-floor and accessible rooms.

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6440 S. 13th St., Oak Creek, WI 53154
www.wiscohoteles.com

Greater Milwaukee Area LODGING



Offering 138 oversized guest rooms. Complimentary breakfast and on-site Duffy's Pub. All rooms have microwave, refrigerator, coffeemaker, hairdryer and complimentary Wi-Fi. Large pool and whirlpool. Comfort Suites is close to Milwaukee's General Mitchell International Airport and offers complimentary airport shuttle and free parking.

COMFORT SUITES MILWAUKEE AIRPORT
Joan Pinch
jpinch@wiscohoteles.com
920-322-8204
6362 S. 13th St., Oak Creek, WI 53154
www.wiscohoteles.com

Greater Milwaukee Area LODGING



The Fairfield Inn & Suites Milwaukee Airport is part of the Marriott brand. The 119-room hotel offers a complimentary breakfast daily. Relax in the pool and whirlpool. Ideally located, the Fairfield is only minutes from downtown Milwaukee and two hours from Chicago and Green Bay. Group rates available.

FAIRFIELD INN & SUITES MILWAUKEE AIRPORT
Joan Pinch
jpinch@wiscohoteles.com • 920-322-8204
6460 S. 13th St., Oak Creek, WI 53154
www.wiscohoteles.com

Greater Milwaukee Area LODGING



Start your morning with a deluxe hot continental breakfast buffet. All of the 115 guest rooms have a microwave, refrigerator, coffeemaker, hairdryer and complimentary Wi-Fi. Located just two miles from Milwaukee's General Mitchell Airport, we are conveniently located near many of Milwaukee's most popular attractions.

HOLIDAY INN EXPRESS & SUITES MILWAUKEE AIRPORT
Joan Pinch, jpinch@wiscohoteles.com
920-322-8204
1400 W. Zellman Court, Milwaukee, WI 53221
www.wiscohoteles.com



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Watch for details on the
2020 Marketplace to be
announced soon!

Sheboygan/Manitowoc Area Attraction



Farm Wisconsin Discovery Center is a state-of-the-art, interactive agricultural education center located in Manitowoc County. It provides visitors with the opportunity to connect to the industry by better understanding where their food comes from and why agriculture is so important to them. Free bus parking, cafe onsite.

FARM WISCONSIN DISCOVERY CENTER
Angel Johaneck
angel@farmwisconsin.org
920-726-6004
7001 Gass Lake Rd., Manitowoc, WI 54220
www.farmwisconsin.org

Sheboygan/Manitowoc Area DMO



"The spirit on the lake," Sheboygan is nestled along the shore of Lake Michigan, between Milwaukee and Green Bay. We're the "Malibu of the Midwest" and the Bratwurst Capital of the world. From a wide variety of food, to group-friendly attractions, we encourage you to "experience the scenic route."

VISIT SHEBOYGAN
Shelly Harms
shelly@visitsheboygan.com
920-395-8709
621 S. 8th St., Sheboygan, WI 53081
www.visitsheboygan.com

Greater Milwaukee Area Lodging



A Marriott Legacy property, the Sheraton in Brookfield located off I-94 just 10 minutes from downtown Milwaukee. Traditional double and king rooms. Enjoy hot breakfast buffet, business and fitness center, indoor and outdoor pools. FREE motorcoach parking. Conveniently located within walking distance of restaurants, shopping and attractions. Baggage handling available.

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Rosie Knight
rosie.knight@sheratonmilwaukeebrookfield.com
262-364-1002
375 South Moorland Rd., Brookfield, WI 53005
www.sheraton.com/milwaukeebrookfield

Sheboygan/Manitowoc Area Attraction



Horse-play allowed! You can almost hear the clip-clop of the horse hooves on the old plank road. Take a horse-drawn wagon ride back in time. Tour the Wade House stagecoach hotel, Dockstader Blacksmith Shop, Herrling Sawmill and Wesley W. Jung Carriage Museum.

WADE HOUSE
Mary Burke
wadehouse@wisconsinhistory.org
920-526-3271
W7965 State Hwy. 23, Greenbush, WI 53026
www.wadehouse.wisconsinhistory.org/group-tours/

Sheboygan/Manitowoc Area Festival



Making Spirits Bright is a drive-through show beginning Friday after Thanksgiving - December 31, 2019. Admission free in Sheboygan's Evergreen Park, where light displays are choreographed to music. Experience entertainment, photos with Santa, wreath raffles at nearby Quarryview Center.

MAKING SPIRITS BRIGHT
Gerry Plehn
gplehn46@charter.net
920-234-2292
P.O. Box 441, Sheboygan, WI 53082
www.makingspiritsbright.com

Greater Milwaukee Area Shopping



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Mark Lutz
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West Allis, WI 53219
www.wacheese-gifts.com

Sheboygan/Manitowoc Area DMO



Only in Manitowoc - Two Rivers can you watch a calf birth at the Farm Wisconsin Discovery Center, go below deck on a WWII submarine at the Wisconsin Maritime Museum and ride and relax aboard the SS Badger Carferry. Agricultural, heritage and culinary tours itineraries are available for your group.

MANITOWOC AREA
VISITOR & CONVENTION BUREAU
Megan Bruckschen, mbruckschen@manitowoc.info
920-686-3070
P.O. Box 966 4221, Calumet Ave., Manitowoc, WI 54420
www.manitowoc.info

Sheboygan/Manitowoc Area Shopping



Take a ride through the Wisconsin rural countryside and experience Henning's Wisconsin Cheese for yourself. You can watch cheese being made and try fresh cheese curds every morning Mon-Fri.

HENNING'S CHEESE
Mindy Ausloos
mindy@henningscheese.com
920-894-3032
20201 Point Creek Rd., Kiel, WI 53042
www.henningscheese.com



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Rahr West Art Museum



Wisconsin Maritime Museum

Now Open! Farm Wisconsin Discovery Center Est. July 2018



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Megan Bruckschen
mbruckschen@manitowoc.info
920.686.3077

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Eastern Shores Region

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Oshkosh/Fond du Lac/Appleton ATTRACTION



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HORICON MARSH EDUCATION & VISITOR CENTER
Brittany Van Egtern
info@horiconmarsh.org • 920-387-7890
N7725 Hwy. 28, Horicon, WI 53032
www.horiconmarsh.org

Oshkosh/Fond du Lac/Appleton ATTRACTION



Revered as an “American Castle,” the Paine features an exquisite 1920’s mansion with historic interiors, an exceptional art collection and flourishing gardens. The Paine also presents changing art exhibitions and an extraordinary holiday display. Group rates and guided tours are available upon request.

PAINE ART CENTER AND GARDENS
Sherry Esslinger
tours@thepaine.org
920-235-6903
1410 Algoma Blvd., Oshkosh, WI 54901
www.thepaine.org

Oshkosh/Fond du Lac/Appleton DMO



Fond du Lac and the Lake Winnebago Region is the ideal hub-and-spoke to over 80 attractions. With over 13 unique itineraries, you might have a hard time selecting which ones to experience. From the endearing charm of Wisconsin supper clubs to hands-on experiences, we invite you to C'mon In.

DESTINATION LAKE WINNEBAGO & BEYOND
Liz Eng
lengh@fdl.com
920-923-3010
23 S. Main St., Suite 201, Fond du Lac, WI 54935
www.fdl.com

Oshkosh/Fond du Lac/Appleton DMO



Nestled along the Fox River and Lake Winnebago are 20 communities that comprise Greater Appleton, also known as the Fox Cities.

FOX CITIES CVB
Alison Hutchinson
ahutchinson@foxcities.org
920-734-3358
3343 W. College Ave., Appleton, WI 54914
www.foxcities.org

Oshkosh/Fond du Lac/Appleton DMO



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
Jason Mansmith
info@glcountry.com
920-294-1050
P.O. Box 639, Green Lake, WI 54941
www.glcountry.com

Oshkosh/Fond du Lac/Appleton DMO



A variety of exhilarating events and wonderful attractions awaits your group in Oshkosh. Surrounding lakes and rivers provide year-round opportunities to enjoy the outdoors. You will love exploring our invigorating downtown featuring beautiful riverwalk and waterfront dining. Oshkosh provides visitors with endless options for living life to the fullest.

OSHKOSH CONVENTION & VISITORS BUREAU
Cathy Cluff
cathy@visitoshkosh.com
920-303-9294
100 N. Main St. Suite 112, Oshkosh, WI 54901
www.visitoshkosh.com

Oshkosh/Fond du Lac/Appleton LODGING



Located in the heart of downtown Oshkosh, we offer convenient access to the water, downtown shops and eateries while centrally located to attractions, including the Experimental Aircraft Association Museum, The Paine Art Center and others. We also offer onsite riverside dining and a full lounge.

BEST WESTERN PREMIER WATERFRONT HOTEL AND CONFERENCE CENTER
David Helgeson
dhelgeson@bwoshkosh.com • 920-230-1900
1 N. Main St., Oshkosh, WI 54901
www.bwoshkosh.com

Oshkosh/Fond du Lac/Appleton LODGING



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.

COMFORT INN FOND DU LAC
Joan Pinch
jpinch@wiscohotels.com
920-322-8204
77 Holiday Lane, Fond du Lac, WI 54937
www.wiscohotels.com

Oshkosh/Fond du Lac/Appleton LODGING



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 evening cocktail reception in Duffy's Pub. All rooms have microwave, refrigerator, coffeemaker, hairdryer and complimentary Wi-Fi. We also feature a large pool and whirlpool.

COMFORT SUITES APPLETON
Joan Pinch
jpinch@wiscohotels.com
920-322-8204
3809 W. Wisconsin Ave., Appleton, WI 54914
www.wiscohotels.com





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(877) 303-9200
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Eastern Shores Region

Members

Oshkosh/Fond du Lac/Appleton
LODGING



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920-322-8204
625 W. Rolling Meadows Dr., Fond du Lac, WI 54937
www.wiscohoteles.com

Oshkosh/Fond du Lac/Appleton
LODGING



Our newly renovated hotel is the perfect location for your next group tour. All rooms have microwave, refrigerator, coffeemaker, hairdryer and Wi-Fi. Complimentary hot breakfast provided as well as an evening cocktail reception. "Wisconsin's Event City" has something for everyone to enjoy.

HOLIDAY INN EXPRESS HOTEL & SUITES OSHKOSH
Joan Pinch • jpinch@wiscohoteles.com
920-322-8204
2251 Westowne Ave., Oshkosh, WI 54904
www.wiscohoteles.com

Oshkosh/Fond du Lac/Appleton
LODGING



Recently renovated hotel with comfortable guest rooms and exceptional service and amenities will make your guests feel right at home. All 133 guest rooms have refrigerators and microwaves, complimentary bottled water, Keurig coffeemaker and complimentary Wi-Fi. Enjoy a complimentary hot breakfast buffet in our full-service restaurant. Lounge onsite. Our large indoor recreation area offers plenty of space to gather. Complimentary motorcoach parking.

RADISSON FOND DU LAC
Joan Pinch
jpinch@wiscohoteles.com • 920-322-8204
625 W. Rolling Meadows Drive
Fond du Lac, WI 54937
www.wiscohoteles.com

Door County ATTRACTION



Country Ovens is the producer of "The Original Door County Dried Cherry." Grown and produced in Door County, our delicious Cherry De-Lite cherries are sure to please. Taste the flavor of Door County at home with our dried cherries, chocolate-covered cherries, juice, snacks and tasty cherry toppings.

COUNTRY OVENS
Jennifer Laughlin
jennifer@countryoven.com • 920-856-6767
229 E. Main St.
P.O. Box 195, Forestville, WI 54213
www.countryovens.com

Door County ATTRACTION



Door County's oldest and Wisconsin's largest winery. Over 45 wines, tours, homemade fudge, oils & vinegar and distillery onsite. Open daily year-round.

DOOR PENINSULA WINERY
Rob Peterson
rpeterson@dcwine.com
920-743-7431
5806 State Highway 42, Sturgeon Bay, WI 54235
www.dcwine.com

Door County ATTRACTION



Tour this historic Door County Village on the shores of Green Bay. With five museums, the Ephraim Historical Foundation faithfully preserves, shares and sustains the history, culture and beauty of Ephraim, and is the perfect stop between fish boils, cherry orchards and world-class theater. Guided tours available June-October.

EPHRAIM HISTORICAL FOUNDATION
John Grochowski
jgrochowski@ephrain.org • 920-854-9688
3060 Anderson Lane, P.O. Box 165
Ephraim, WI 54211
www.ephraim.org

Door County THEATRE



Discover Door County's professional theatrical treasure, presenting Broadway-quality comedies, dramas and musicals for 84 seasons. Delight in unforgettable live theater and experience what generations of visitors have relished year after year. Enjoy pre-show beverages under a canopy of cedars before being astounded by the Players' artistic company.

PENINSULA PLAYERS THEATRE
Audra Baakari Boyle
audra@peninsulaplayers.com
920-868-3287
4351 Peninsula Players Rd., Fish Creek, WI 54212
www.peninsulaplayers.com

Door County ATTRACTION



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

WASHINGTON ISLAND FERRY LINE, INC.
info@wisferry.com
800-223-2094
264 Lobdell Point Rd.
Washington Island, WI 54246
www.wisferry.com

Door County DMO



Few destinations in the Midwest provide a combination of natural beauty, history and small-town charm like Door County. Over a dozen quaint villages contain museums, galleries, boutique shops, wineries and performing arts venues. No visit is complete without experiencing a Door County fish boil and a slice of fresh cherry pie.

DOOR COUNTY VISITOR BUREAU
Laura Bradley
laurab@doorcounty.com • 920-818-1137
P.O. Box 406
1015 Green Bay Rd., Sturgeon Bay, WI 54235
www.doorcounty.com



ONEIDA TOURS



ONEIDA

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COMBINED WITH
A LOCAL TOUCH

ABOUT ONEIDA

In 1822, the Sovereign Nation of Oneida was formally established. Beginning in 1823 and continuing until about 1838, small groups of Oneidas moved to Wisconsin from New York state. Today, the Oneida Nation is one of the largest tribes in the state and employs over 3,000 people.

AMISH/ONEIDA TOUR

Though the first Amish only began to settle in Wisconsin in the early 1900s, the Wisconsin Amish presence has grown to become the fourth-largest in North America. Enjoy your tour through the splendid Wisconsin countryside visiting the buffalo overlook, old churches, Oneida Museum, Amish general store including lunch at the Amish Yoder's Essen Haus.

BOAT TOUR/CULTURAL TOUR

There happens to be a beautiful river flowing right through the heart of Wisconsin. The Lower Fox River begins at the north end of Lake Winnebago and flows north to empty into Lake Michigan at Green Bay. Let us show you what Wisconsin hospitality and a boat that floats will do to your psyche.

ONEIDA RESERVATION TOUR

The Cultural Tour will enrich your views of the Oneida Nation by visiting the cultural heritage village, historic log homes, veterans' wall, buffalo overlook, 175-year-old Episcopal church and the Oneida Museum.



BOAT TOUR



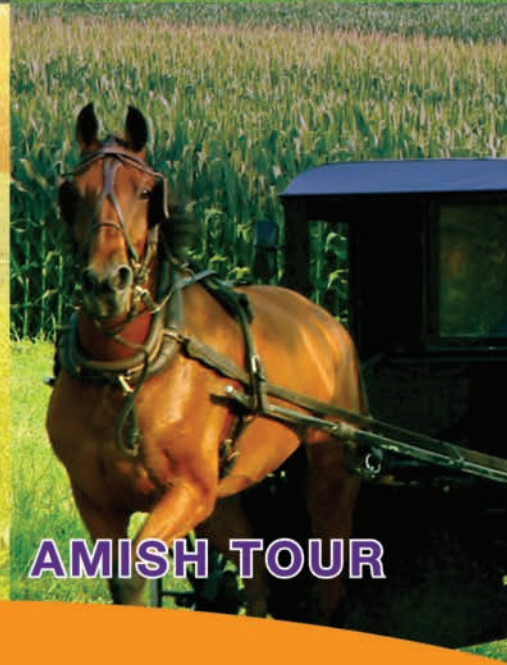
CULTURAL TOUR



AGRI TOUR—

Roam through Oneida visiting the Farm, Buffalo, Tsyunhékw, Cannery, Apple Orchard, Oneida Market and Aquaponics.

AGRI TOUR



AMISH TOUR



WWW.EXPLOREONEIDA.COM

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Eastern Shores Region

Members

Door County FESTIVAL



Birch Creek is Door County's unique summer music education venue, offering public concerts in the historic Dutton Concert Barn from mid-June to mid-August. Nationally and internationally renowned professional musicians are featured in Percussion & Steel Band, Symphony and Big Band Jazz performances. Fall Concert Series in September-October. Annual Christmas and Valentine's concerts.

BIRCH CREEK MUSIC PERFORMANCE CENTER
Michelle Naese
mainoffice@birchcreek.org • 920-868-3763
3821 County Rd. E, P.O. Box 230
Egg Harbor, WI 54209
www.birchcreek.org

Door County LODGING



Bridgeport Waterfront Resort is located in downtown Sturgeon Bay. Bridgeport offers one-, two- and three-bedroom suites - each guest room features a whirlpool, fireplace and complete kitchen. Bridgeport has an array of on-site amenities including indoor/outdoor swimming pools, children's splash park, a whirlpool, sauna, fitness center and complimentary wireless internet.

BRIDGEPORT WATERFRONT RESORT
Jessica Nessinger
jessica@bridgeportresort.net
920-746-9919
50 W. Larch St., Sturgeon Bay, WI 54235
www.bridgeportresort.net

Door County LODGING



Largest full-service resort in northern Door County, all under one roof. Lake Michigan waterfront, two queens each room, flat-screen TVs, complimentary room policy, Rowleys Bay Restaurant and full-service waterfront pub. All-you-can-eat fish boil with historical re-enactment, full breakfast buffet, Grandma's Swedish Bakery, two comps per meal. Indoor pool/whirlpool, luggage handling.

DOOR COUNTY'S ROWLEYS BAY RESORT
Jewel Peterson Ouradnik
groups@rowleysbayresort.com
800-999-2466
1041 County Road ZZ, Ellison Bay, WI 54210
www.rowleysbayresort.com

Door County LODGING



Stone Harbor is a warm, comfortable resort hotel located in the heart of Sturgeon Bay, with beautifully appointed guest rooms. Located within walking distance to many shops, theater, restaurant and waterfront activities. On-site waterfront restaurant and pub, with delicious mouthwatering features and many of Door County's favorite entrees.

STONE HARBOR RESORT & CONFERENCE CENTER
Meredith Templin
920-448-1974 • mtemplin@stoneharbor-resort.com
107 N. 1st Ave., Sturgeon Bay/Door County, WI 54235
www.stoneharbor-resort.com

Greater Green Bay Area ATTRACTION



The Automobile Gallery

Visit Green Bay's newest attraction, where "The Automobile is the Art." See over 70 unique automobiles spanning over 100 years in an environment as impressive as the automobiles it surrounds. Something for everyone. Ranging from a 1912 Maxwell to our newest, a 2016 Shelby Mustang Hertz Edition, and everything in between.

THE AUTOMOBILE GALLERY
Kathryn Gardner
kathryng@theautomobilegallery.org
920-437-9024
400 S. Adams St., Green Bay, WI 54301
www.theautomobilegallery.org

Greater Green Bay Area ATTRACTION



At Green Bay Botanical Garden, venture through lush gardens that capture the radiance of Midwest flora amid stunning architecture. In Summer 2019, become immersed in our new Herb Experience or explore the Butterflies & Blooms exhibit, showcasing the wondrous beauty of native butterflies and plants.

GREEN BAY BOTANICAL GARDEN
Jessica Martin
jmartin@gbbg.org
920-490-9457
2600 Larsen Rd., Green Bay, WI 54303
www.gbbg.org

Greater Green Bay Area ATTRACTION



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

Greater Green Bay Area THEATRE



We like to think of ourselves as theater for non-theater people. Since beginning in 2000, we have shared over 120 different shows to over 300,000 audience members — and we're still going strong. Our all-original musicals will have you wowing at the talent and laughing in the aisle.

LET ME BE FRANK PRODUCTIONS
Frank Hermans
frank@letmebefranks.com
920-371-4070
1901 S. Oneida St., Ashwaubenon, WI 54304
www.letmebefranks.com

Greater Green Bay Area ATTRACTION



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NATIONAL RAILROAD MUSEUM
Bob Lettenberger
rjlett@nationalrrmuseum.org
920-437-7623
2285 S. Broadway, Green Bay, WI 54304
www.nationalrrmuseum.org





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live life well



Eastern Shores Region

Members

Greater Green Bay Area ATTRACTION



Immerse yourself in the culture and history of the Oneida Nation. Experience what life was like for the Oneidas living in traditional long-houses in New York to the original log homes after the movement to Wisconsin. Visit the museum, buffalo overlook, and of course don't forget shopping. Guided tours available.

ONEIDA NATION OF WISCONSIN
Crystal Meltz
cmeltz@oneidation.org
920-496-5647
2701 W Mason St., Green Bay, WI 54303
www.exploreoneida.com

Greater Green Bay Area ATTRACTION



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

THE NATIONAL SHRINE OF
OUR LADY OF GOOD HELP
Corrie Campbell
ccampbell@shrineofourladyofgoodhelp.com
920-866-2571
4047 Chapel Drive, Champion, WI 54229
www.shrineofourladyofgoodhelp.com

Greater Green Bay Area DMO



Looking for something new and exciting? Be part of the action. Go behind the scenes. Amp up your group visit by trying a Green Bay Signature Experience. See history and performing arts from a whole new perspective. Have an animal encounter. Challenge your senses, and see things you've never seen before. Learn more at www.greenbay.com/signature-experiences.

GREATER GREEN BAY CVB
Julie Gerczak
julie@greenbay.com
920-405-1154
P.O. Box 10596, Green Bay, WI 54307
www.greenbay.com

Greater Green Bay Area LODGING



Comfort Suites is the ideal stop for your motorcoach tours. Enjoy the area's finest family-owned hotel, conference center and restaurant facility. Serving lunch and dinner, a relaxing cocktail lounge, a topnotch complimentary breakfast buffet featuring made to order omelets, scrambled eggs, breakfast meats, house pastry and more.

COMFORT SUITES GREEN BAY
Aaron Wolf
awolf@comfordsuitesgb.com
920-499-7449
1951 Bond St., Green Bay, WI 54303
www.comfordsuitesgb.com

Greater Green Bay Area LODGING



Guests enjoy our spacious all-suite guest rooms in the heart of Downtown Green Bay. Conveniently located within walking distance of restaurants, shopping and attractions. On-site amenities include Pub 333, The Market, pool, hot tub, steam room and fitness center.

HYATT GREEN BAY
Angela Jellum
angela.jellum@hyatt.com
920-432-1234
333 Main St., Green Bay, WI 54301
www.greenbay.regency.hyatt.com

Greater Green Bay Area LODGING



Despite being one of the most affordable resorts in Green Bay, the Tundra Lodge is always looking for ways to add value to your experience. Featuring modern, well-appointed accommodations just a short stroll from legendary Lambeau Field, Tundra Lodge has the ideal package to meet your group's needs.

TUNDRA LODGE
Joe VanBeek
jvanbeek@tundralodge.com
920-491-5760
865 Lombardi Ave., Green Bay, WI 54304
www.tundralodge.com

Greater Green Bay Area LODGING



We love tour groups. Relax and unwind on a trip to Green Bay and the Radisson Hotel. Proudly owned by the Oneida Tribe of Indians, we are located on the Oneida Reservation and close to local attractions. Conveniently connected to Oneida Casino, we offer competitive tour packages and much more.

RADISSON HOTEL &
CONFERENCE CENTER GREEN BAY
Amanda LaFave
920-405-6405 • amanda.lafave@rhccgb.com
2040 Airport Drive, Green Bay, WI 54313
www.radisson.com/greenbay

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ZOO**

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or kathy.berendt@milwaukeecountywi.gov
www.milwaukeezoo.org

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Ethnic Trail

Welcoming Irish, German and Native American communities greet visitors throughout the state

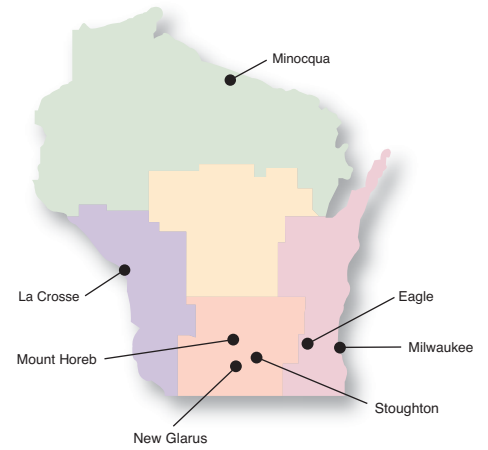
day 1&2

No city celebrates its ethnic heritage quite like **Milwaukee**. This “City of Festivals” features near-weekly summer festivals. The neighborhoods were settled by Irish, Polish, German, Italian and Latino immigrant groups. Old World Third Street is highlighted with a famous German restaurant and cheese, sausage and spice shops.

Wisconsin prides itself on its *gemutlichkeit* (friendliness), and Henry Maier Festival Park along the lakefront is the gathering place for the largest, most authentic German festival in North America: **German Fest**. Get your Deutsch on with traditional music, dancing food and beer. Don't miss the dachshund derby and much more during the last weekend in July. For the world's largest celebration of Celtic music and culture, join the fun at

Milwaukee Irish Fest during the third weekend in August. Four days, 17 stages and 250 acts make this weekend when Irish eyes are smiling! Find emerald gems in this pot of gold like the Celtic Canines, Cultural Village and Jameson Whiskey Areas & Tastings.

Head west out of Milwaukee to Eagle for a step back in time at **Old World Wisconsin**. Your group will be immersed in historical environments including eight ethnic working farms featuring German, Scandinavian, Swedish immigrants and more, village shops and heirloom gardens. Get hands-on with history by doing farm chores, attending a one-room school or riding a replica 1890s bicycle. Enjoy snacks, lunch, ice cream and shopping at a general store.



MILWAUKEE, EAGLE

German Fest



day 3&4

**STOUGHTON
MOUNT HOREB
NEW GLARUS**

Known for its Norwegian heritage, **Stoughton** not only celebrates its Scandinavian culture but invites you to experience boutique shopping, locally-owned restaurants and an opera house. Visit the new Norwegian heritage center with shopping, dining and performances.

Velkommen to **Mount Horeb**, where the trolls play. Waiting to guide you through this offbeat destination, the trolls embody small-town charm. Norwegian heritage is celebrated throughout this city.

In Wisconsin's South Central Region, a popular stop for groups is the **New Glarus Hotel Restaurant**, which is known for German and Swiss cuisine. Dine, drink and relax in the warm glow and ambiance of the "Little Switzerland" village of New Glarus.



New Glarus



Stoughton

day 5

LA CROSSE

Head west to La Crosse to the **Norskedalen Nature & Heritage Center**, which is dedicated to preserving and sharing the natural environment and interpreting the cultural heritage of this Norwegian valley. Take a guided tour of the buildings and wander the grounds, enjoy hands-on demonstrations of heritage arts and crafts and spend time with friends at a catered meal or for dessert. 🇳🇴



Norskedalen Nature & Heritage Center



South Central Crossroads

Members

Janesville/Beloit DMO



Whether you prefer themed itineraries, industry tours, special events, botanical gardens or historical attractions, your group will be delighted to visit Janesville, "Wisconsin's Great Outside." You'll discover group friendly lodging & dining options and attractions in this welcoming "hub" location. Janesville is easily accessible off of I-39/90.

**JANESVILLE AREA
CONVENTION & VISITORS BUREAU**
Lori Johnson
meetings@janesvillecvb.com • 608-757-3171
20 S. Main St., Suite 11, Janesville, WI 53545
www.janesvillecvb.com

Janesville/Beloit DMO



Beloit offers year-round experiences including public art, historic sites, unique dining, a magnificent farmers' market, and so much more. Beloit is located at the intersection of I-39/90 and I-43. From day-trips to overnight, along with hub and spoke and weary travelers looking to stretch their legs, Beloit is group-friendly.

VISIT BELOIT
Matthew Bosen
matt@visitbeloit.com • 608-313-1362
25 Eclipse Center #1, Beloit, WI 53511
www.visitbeloit.com

New Glarus/Mt. Horeb ATTRACTION



Experience the New Glarus Hotel Restaurant in the center of America's "Little Switzerland." Built by Swiss immigrants in 1853, the New Glarus Hotel Restaurant has long been a landmark known for its cozy atmosphere, Swiss yodeling, alphorn playing and authentic Swiss and German cuisine prepared by Swiss-trained chefs.

NEW GLARUS HOTEL RESTAURANT
Shawna Nevil
shawna.nevil@newglarushotel.com
608-527-5244
100 6th Ave., New Glarus, WI 53574
www.newglarushotel.com

New Glarus/Mt. Horeb DMO



Escape from the hustle and bustle of the city and come to Mount Horeb, Wisconsin, where the trolls play. Whether you're visiting or just biking through, our trolls are waiting to meet you and guide you on an offbeat adventure. You'll quickly fall in love with our small-town charm.

MT. HOREB CHAMBER OF COMERCE
Annika Frame
aframe@trollway.com
608-437-5914
300 E. Main St., Mt. Horeb, WI 53572
www.trollway.com

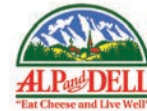
New Glarus/Mt. Horeb LODGING



Depicting an authentic Swiss chalet nestled in America's "Little Switzerland" with painted murals, oak woodwork and lobby with built-in fireplace. Our Alpine Restaurant offers gourmet Swiss dinners and specialties from wienerschnitzel to spatzle to cheese fondue. We can even arrange entertainment for your group.

CHALET LANDHAUS INN
Briana Lenzlinger
chalet@chaletlandhaus.com
608-527-5234
801 Hwy. 69, New Glarus, WI 53574
www.chaletlandhaus.com

New Glarus/Mt. Horeb SHOPPING



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Tony Zraggen
tony@alpandellcheese.com
608-328-3355
657 2nd St., Monroe, WI 53566
www.alpandellcheese.com

Fort Atkinson/Cambridge DMO



A quaint place to stop and shop or dine between Spring Green and Milwaukee. Check out Rowe Pottery for a true artist experience. Galleria 214 features gifts from the earth, coffee and ice cream. A great destination for the Midwest FireFest the last weekend of each July.

CAMBRIDGE AREA CHAMBER OF COMMERCE
Dusty Rogers
office@cambridgewi.com
608-423-3780
102 W. Main St., Cambridge, WI 53523
www.cambridgewi.com

Fort Atkinson/Cambridge THEATRE



Exciting professional musicals, memorable dining, spectacular gift shops, Klopocic Family hospitality and fabulous service make The Fireside a complete destination in itself or the perfect complement to any Wisconsin tour. Caring for groups for over 50 years, a visit to Wisconsin's #1 motorcoach attraction is more than you'd ever expect.

THE FIRESIDE DINNER THEATRE
Jean Flynn
groupsales@firesidetheatre.com
800-477-9505
1131 Janesville Ave., Fort Atkinson, WI 53538
www.firesidetheatre.com

Fort Atkinson/Cambridge DMO



From Broadway entertainment and historic lures to scenic recreation and inviting shops. Fort Atkinson offers the perfect mix of big-city amenities and small-town charm.

FORT ATKINSON AREA CHAMBER OF COMMERCE
Olivia Ault
tourism@fortchamber.com
920-563-3210
244 N. Main St., Fort Atkinson, WI 53538
www.fortchamber.com



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Pictured: Rotary Botanical Gardens

Janesville is the perfect destination for your next group tour! Whether your preference is exploring nature, industry tours, special events, botanical gardens, museums or theater, your group will be delighted to visit Janesville, "Wisconsin's Great Outside." You'll discover a variety of group friendly lodging options and attractions in this welcoming "hub" location. Janesville is easily accessible - right off of I-39/90. Call the Janesville Area Convention & Visitors Bureau at (608) 757-3171.

janesvillecvb.com



JANESVILLE

Wisconsin's Great Outside



South Central Crossroads

Members

Fort Atkinson/Cambridge DMO



Located just south of Madison on the Yahara River, a stroll through downtown reflects our Norwegian heritage. You'll find boutique shopping, galleries, a craft brewery and locally owned restaurants in a historic setting. Top attractions are the Stoughton Opera House and Norwegian Heritage Center - Livsreise.

STOUGHTON CHAMBER OF COMMERCE
Callie LaPoint
visitorservices@stoughtonwi.com
608-873-7912
532 E. Main St., Stoughton, WI 53589
www.stoughtonwi.com

Fort Atkinson/Cambridge LODGING



Relax in our indoor heated swimming pool, whirlpool and fitness room. Enjoy our game room and lounging by the fireplace in our Great Room. You will enjoy the added touches, like remote HD cable TV, coffee maker, hair dryer and our famous Smart Start Expanded Continental Hot Breakfast every morning.

HOLIDAY INN EXPRESS & SUITES FORT ATKINSON
MaryJo Eggers, Tammy Koebler
holidayinnexpressfortatkinson@yahoo.com
920-563-3600
1680 Madison Ave., Fort Atkinson, WI 53538
www.hiexpress.com/fortatkinsonwi

Madison/Middleton DMO



With a unique blend of eclectic culture and innovation- inspiring arts, active living, stunning nature, and a diverse food scene set Madison apart. Our new immersive Essential Madison Experiences are your guide to unforgettable times. Don't just sightsee, immerse yourself in adventures that can only be found in Madison.

DESTINATION MADISON
Janine Wachter
wachter@visitmadison.com
608-441-3949
22 E. Mifflin St., Suite 200, Madison, WI 53703
www.visitmadison.com

Madison/Middleton DMO



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.

MIDDLETON TOURISM COMMISSION
Stephanie Goth
sgoth@cityofmiddleton.us
800-688-5694
1811 Parmenter St., Middleton, WI 53562
www.visitmiddleton.com

Madison/Middleton LODGING



This group-friendly 129-room newly renovated hotel on Madison's west side offers microwave, refrigerator, coffeemaker and complimentary Wi-Fi in rooms. Pool, whirlpool and lounge area are available. After a peaceful night's sleep, enjoy a complimentary deluxe continental breakfast buffet. First floor and accessible rooms. Complimentary bus parking. Luggage handling available.

BAYMONT INN & SUITES MADISON WEST
Joan Pinch
jpinch@wiscohoteles.com
920-322-8204
8102 Excelsior Drive, Madison, WI 53717
www.wiscohoteles.com

Madison/Middleton LODGING



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COMFORT SUITES MADISON WEST
Joan Pinch
jpinch@wiscohoteles.com
920-322-8204
1253 John Q. Hammons Dr., Madison, WI 53717
www.wiscohoteles.com

Madison/Middleton LODGING



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.

HOLIDAY INN EXPRESS & SUITES MADISON
Joe Morgan, groups@cascadedevelop.com
608-416-4760
5150 High Crossing Blvd.
Madison, WI 53718
www.holidayinnexpress.com/madisonwi

Madison/Middleton LODGING



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Joan Pinch
jpinch@wiscohoteles.com
920-322-8204
1109 Fourier Dr., Madison, WI 53717
www.wiscohoteles.com

Madison/Middleton LODGING



The North Central Group towns and operates eleven 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, The House on the Rock, Frank Lloyd Wright's Taliesin and much more.

NORTH CENTRAL GROUP
Cory Mace
cmace@ncghotels.com
608-662-3654
1 Point Place, Ste. 102
Madison, WI 53719
www.ncghotels.com/motorcoach

Spring Green ATTRACTION



Alex Jordan's retreat built atop a chimney of rock opened in 1960. Since those early days, it has grown into an attraction with many buildings and exhibits. You will explore some of the world's most unique collections, including the world's largest carousel, automated music machines and more.

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Group Sales
groupsales@thehouseontherock.com
608-935-3639
5754 State Road 23
Spring Green, WI 53588
www.thehouseontherock.com

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Culinary Trail

America's Dairyland features delicious wines, tart cranberries and sweet cherries

day 1

STURTEVANT, MILWAUKEE

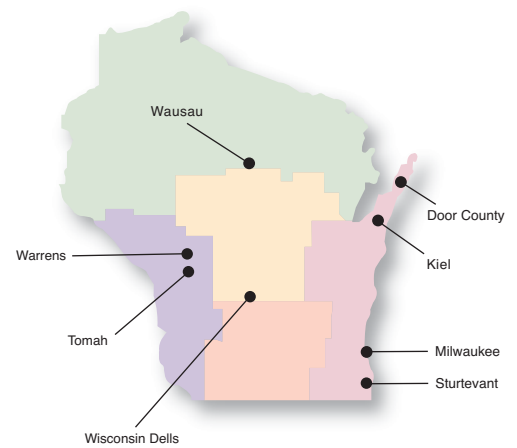
Start your visit to the Eastern Shores of Wisconsin's Culinary Trail with a visit to **Apple Holler** in Sturtevant to enjoy delicious down-home cooking and farm-to-table goodness where Ag-venture appeals to the kid in all of us. Farm tours include the Apple Pickin' Tour, Holler Bingo Bonanza, Orchard Farm Tour and Peaches and Cream Farm Tour. Head to Milwaukee and book a tour with **Milwaukee Food & City Tours** to discover the city's most delicious neighborhoods, hidden secrets and exclusive tastings. Choose from the Pizza Bus, Tacos & Tequila, BBQ Bourbon & Beer, Progressive Ethnic Meal, Cedarburg Sweets & Treats, Milwaukee's Fish Fry and many more. They are fully customizable with a side of history. After all that sweetness head to the **West Allis Cheese & Sausage Shop** to learn how to pair the apples with cheese; find out what makes a perfect grilled cheese and how to create the perfect Wisconsin cheese basket. Take time for lunch so you can build your own fantastic sandwich and Bloody Mary (a Wisconsin favorite). Now it's time for another legendary Wisconsin tradition – beer! **Lakefront Brewery** offers an array of beers from organic to gluten-free to root beer. Your tour covers the 25-year history of the brewery, a souvenir pint glass, the crowning of a queen and a classic sing-along.

day 2

KIEL, DOOR COUNTY

Take a ride through the rural countryside of Wisconsin to **Henning's Cheese** in Kiel, where some things get better with age. Watch the famous squeaky cheese curds being made and then taste them fresh. Be sure to take some home with you. Then head up to the Door Peninsula. First stop is **Country Ovens** - the makers of the original Door County dried cherry. A local favorite is the dark chocolate-covered Cherry De-Lite. With over five different wines to be tasted at one of two tasting bars, all your senses will be engaged as you learn about the rich and flavorful history of the **Door Peninsula Winery**. You'll find wine accessories, gift sets and products made with wine from ciders to jellies to mustard and fudge.

Tonight enjoy several entertainment options including a show at America's oldest resident summer theater nestled in a fragrant cedar forest overlooking the waters of Green Bay, the **Peninsula Players Theatre in a Garden**. Enhance your groups experience with pre or post show discussions. Or be inspired by promising young musicians who are immersed in a professional and mentoring environment at the **Birch Creek Music Performance Center**



Lakefront Brewery



Country Ovens

day 3

CENTRAL WISCONSIN WAUSAU

Now head to **Central Wisconsin**, which incorporates four cities with itineraries that will tantalize your taste buds from Spud, Berry & Dairy Tours to Farm Tours to Brewery, Wine & Distillery Tours. Make a roadside stop to pick up some homemade Amish baked goods. **Wausau** is home to three craft breweries featuring German pilsner, vanilla or citrus-infused ales. Local chefs incorporate many regional ingredients in farm-to-table meals. Experience the spice-of-life variety this destination offers in the heart of Wisconsin.



Milwaukee Food & City Tours

day 4

WARRENS, TOMAH

Smell, touch and taste Wisconsin's top fruit crop at the **Wisconsin Cranberry Discovery Center** in Warrens for a fascinating day of learning adventures at the museum that features all things cranberry. Leave time for a stop at the Ice Cream Parlor with a 1930s marble soda fountain counter where the featured flavor is (guess what?) cranberry. Take a self-guided tour of the marshes from Tomah to Warrens where this tart fruit is harvested. Make time for a stop at the award-winning barbecue restaurant.



Wisconsin Cranberry Discovery Center

day 5

WISCONSIN DELLS MIDDLETON, MONROE

Head over to the Wisconsin Heartland for a special treat at **Paul Bunyan's Cook Shanty & Dells Lumberjack Show**. A unique combination of restaurant (all-you-can-eat homemade donuts, pancakes and sausage), gift shop and bakery, Paul Bunyan's is a well-known Midwestern favorite. Enjoy log rolling, speed climbing, action-packed comedy and competition at the lumberjack show.

The Dells are also home to the **Palace Theater**, which stages Broadway and Disney classics in a state-of-the-art theater that offers dinner and a show packages for groups.

Middleton, known as "The Good Neighbor City," is home to a world-famous brewery. Tour a museum where all things are dedicated to mustard. This Madison suburb boasts group-friendly lodging and restaurants. Try cheese fondue and other cheeses imported from Switzerland at **Alp & Dell Cheese** in Monroe. Take a Cheese Tour, where you can watch Roth cheese being produced first-hand, sample specialty cheeses and listen to the yodelers. They even carry the stinky limburger cheese.

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. 🇺🇸



Paul Bunyan's Cook Shanty & Dells Lumberjack Show



Northwoods and Lake Superior

Members

ATTRACTION



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

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

ATTRACTION



Free admission—open 365 days/yr., the Center provides a great introduction to Lake Superior's cultural and natural history. Exhibits, theater, trails, observation tower, gift shop, visitor information and ample restrooms make this a great place to learn about the adventures that await you in the region.

NORTHERN GREAT LAKES VISITOR CENTER
Roseann Haveri
rooms@nglvc.org
715-685-9983
29270 County Hwy. G, Ashland, WI 54806
www.nglvc.org

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37600 Onigaming Drive, Red Cliff, WI 54814
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www.menomineecasinoresort.com

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618 State Hwy. 32, Wabeno, WI 54566
www.cartercasino.com

DMO



Chippewa Falls is positioned on the invisible line of the northwoods of Wisconsin. We are not just a destination, we are a lifestyle that is vibrant throughout the beautiful four seasons. Our historic town is booming with events, arts and culture, and nationally recognized attractions year round. Join us.

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Jackie Boos, jackie@chippewachamber.org
715-723-0331
1 N. Bridge St., Chippewa Falls, WI 54729
www.gohippewafalls.com

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



DMO



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

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

DMO



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

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

DMO



Douglas County and its unique communities and attractions are nestled on the western tip of the Great Lake Superior.

TRAVEL SUPERIOR
Nikky Farmakes
nikky.farmakes@superiorchamber.org
715-394-7716
205 Belknap St., Superior, WI 54880
www.travelsuperior.org

DMO



Visit Eau Claire! A destination for music lovers, we are home to several music festivals including: Eaux Claires, Rock Fest & Country Jam USA. If music is not your thing, no worries, we're also known for our many breweries & wineries, art scene, fantastic dining, outdoor activities & sporting events.

VISIT EAU CLAIRE
Carole Fleetwood
carole@visiteauclaire.com
715-829-2685
122 Graham Ave., Suite 234, Eau Claire, WI 54701
www.visiteauclaire.com

DMO



Over a dozen group-friendly attractions including a scenic train ride, farm tour, distilleries, organic winery, railroad museum, art factory tours & creative area, and much more. Washburn County is the ideal destination in Northwest Wisconsin with easy access to major highways and close proximity to other area attractions.

WASHBURN COUNTY TOURISM ASSOCIATION
Kaitlin Hanson
assistant@washburncounty.org
715-635-9696
122 N. River St., Spooner, WI 54801
www.washburncounty.org/groups/group-tours

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CHIPPEWA FALLS

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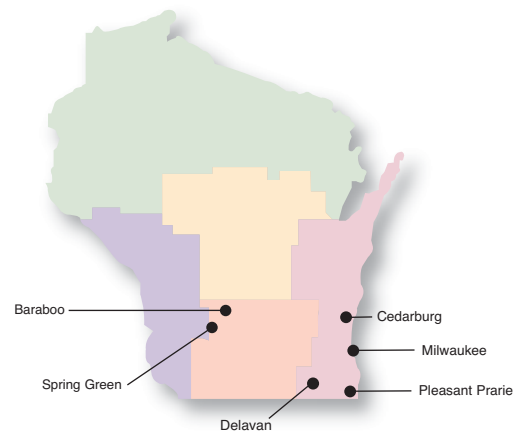
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Heritage Trail

Historic lighthouses, a sprawling state fair and quirky museums dot the Wisconsin landscape



day 1

PLEASANT PRAIRIE, DELAVAN

Start your tour at the **Jelly Belly Center** in Pleasant Prairie. Tour the Jelly Belly Station, an all-new interactive area with games, samplings, exhibits and videos to show you the company's history. The Jelly Belly Train Tour shows you how they bring the jelly beans to life. Browse the Jelly Belly Art Gallery and shop in the Candy Store.

Nearby is the **Racine Art Museum**, which houses over 5,000 pieces of ceramics, textiles and jewelry in a renovated bank building that dates back to 1874. The museum also hosts dozens of rotating exhibitions that showcase regional and national artists.

In Delavan you'll be entertained at the **Dancing Horses Theatre**. The vision of one person's love of horses is now a petting zoo, bird show and theater. See the horses perform alongside their trainers in a dazzling spectacle of equestrian artistry.



Dancing Horses Theatre

day 2

MILWAUKEE

Continue to Milwaukee to visit a National Register of Historic Places must-see: the **North Point Lighthouse**, located in Lake Park on the city's East Side. Explore this historic maritime treasure and hear the story of the keepers and their families who lived and worked at the lighthouse to ensure ships got into port safely. Now celebrating 130 years, the lighthouse has been preserved and restored to its early 20th century charm.

Stop in at the Wisconsin **Museum of Quilt and Fiber Arts** and be awed by the exhibits that is dedicated to educating and celebrating the artistic, cultural, historic and social importance of this form of art. Enjoy a docent led tour and then be inspired to create your own piece of fiber art to show off to your friends and family.

If you're in Milwaukee in August, be sure to save time for the **Wisconsin State Fair**. This annual event lasts 11 days and is the state's largest agriculture showcase, with 30 stages of free entertainment, the ever-popular pig races, educational exhibits and hundreds of savory and sweet food offerings. Be sure to save room for the award-winning cream puffs (after something with bacon on a stick, of course).

Otherwise, your group can enjoy a show at the **Marcus Center for the Performing Arts**. Whether it's a Broadway or an off-Broadway show, the symphony, the ballet or one of the acclaimed children's theater performance, your group is in for a wonderful evening.



North Point Lighthouse

day 3&4

CAMBRIDGE, SPRING GREEN, BARABOO

Head over to **Cambridge** for a stroll down historic Main Street with quaint shops. Hike the CamRock Trail system. Founded by early settlers with a flour and feed mill in 1847, Cambridge has vintage brick buildings filled with artisan offerings, pottery, boutiques, coffee, wine, beer and dining.

Visit **Fort Atkinson** with a stop at the Hoard Historical Museum to discover the people and events that make up the history of the area. Throughout the museum you'll discover the local history and culture including the Black Hawk War and learn why the area was referred to as the "Chesapeake of the West." While in Fort Atkinson, a visit to the always entertaining and most popular Midwest entertainment destination the **Fireside Theater is a must**. Enjoy fine dining and browsing the boutique shops before heading into the theater for a superb musical featuring Broadway performers.

Now head to Spring Green in South Central Wisconsin for a stop at the **House on the Rock**. Visionary architecture, eclectic collections and incredible stories await your group. Distinctive rooms, streets, gardens and shops were the vision of Alex Jordan Jr. The carousel features 269 animals, and not one of them is a horse. This quirky attraction can take hours to explore but has plenty of opportunities for relaxing and snacking.

Hidden in the Ocooch Mountains of southeastern Wisconsin is the fictitious Town of Stevenson. Take a step back in time and visit the **Town of Stevenson Museum**. This 1930s – 1940s collection has direct ties to Richland Center; a general store, post office, fire station, John Deere dealership, barber shop and much more. This magical place looks like a small Midwestern town and was created on the Stevenson farm estate.

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



Circus World



TOWN OF STEVENSON

Take a step back in time and visit the Town of Stevenson Museum which is located on a 240 acre farm in the beautiful Ocooch Mountains of Richland County, WI. Steve and Carol have been collecting items ranging from the late 1800's thru the 1950's. The museum consists of a General Store, Bank, Doctors Office, Barber Shop, Room for Rent 50 cents, Red Crown Gas Station, Ford Dealership, John Deere Dealership, Radio Shop, Santa's Toy Shop, O Gauge Train Layout, Police Department, Fire Department, Post Office and vintage vehicles.

It is climate controlled, has bus parking and catered meals can be arranged.

Town of Stevenson Museum

Carol J. Stevenson
 les@townofstevenson.com
 (608) 538-3900
 www.townofstevenson.com
 18798 Deere Path Lane
 Richland Center, WI 53581





ATTRACTION



Tour a Norwegian Homestead, enjoy year-round events, programs and classes, hike miles of trails through wooded bluff land in search of waterfalls. Learn the stories of Norwegian Immigrants to Wisconsin, see what they brought from Norway and how they built homes and families in America.

NORSKEDALEN NATURE & HERITAGE CENTER
Lori Dubczak, lori.dubczak@norskedalen.org
608-452-3424
N 455 O Ophus Rd., Coon Valley, WI 54623
www.norskedalen.org

ATTRACTION



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

ATTRACTION



We would like to invite you to enjoy the Town of Stevenson Museum, hidden in the Ocooch Mountains of Southwest Wisconsin just 12 miles northwest of Richland Center. After years of collecting antiques and vintage vehicles from the 1800's thru the 1950's, we have created the fictitious Town of Stevenson.

TOWN OF STEVENSON MUSEUM
Carol J. Stevenson
les@townofstevenson.com
608-538-3900
18798 Deere Path Lane, Richland Center, WI 53581
www.townofstevenson.com

ATTRACTION



Group tours can be arranged for groups of all sizes and interests. We offer our standard tour at a discounted rate for groups of 10 or more. Tours can also be customized to cater to special interests (such as behind-the-scenes tours, kitchen-focused tours, etc.) for an additional fee.

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

ATTRACTION



The Wisconsin Cranberry Discovery Center is a 4,800-square foot educational facility which details the history of the state's cranberry industry. The boutique gift shop and ice cream parlor areas offer local and Wisconsin-made cranberry products.

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

DMO



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
410 Veterans Memorial Dr., La Crosse, WI 54601
www.explorelacrosse.com

DMO



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 above the confluence of the Mississippi River and the Wisconsin River, giving the area spectacular views from the bluffs above.

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

DMO



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SPARTA AREA CHAMBER OF COMMERCE
John Hendricks
ceo@bikesparta.com
608-269-4123
111 Milwaukee St., Sparta, WI 54656
www.bikesparta.com

DMO



Tomah is well known as Wisconsin's "Cranberry Country", but we also have a great variety of things to do year round. Summer concert events, Grand National Tractor Pull, Monroe County Fair, Cranfest, Holiday Parade, shopping, fitness events and studios, many restaurant and great hotels. Plan your visit today.

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



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Photo @Shrine of Our Lady of Guadalupe

Nature Trail

Fun cruises, gorgeous gardens and waterfalls make Wisconsin an enticing destination

TOUR OPTION #1

day 1 & 2

EAU CLAIRE CHIPPEWA FALLS

Visit **Eau Claire** – or as the French settlers named it, the land of “clear water” – a music lovers’ destination with performances, festivals and local clubs. Foodies will enjoy a wide variety of dining experiences in this small town with big-city flair.

Experience natural beauty and local charm in **Chippewa Falls**. Tour the beautifully restored Victorian-era home of a lumber baron, one of the finest examples of High Victorian Italianate architecture in Wisconsin. Stop at one or more breweries, distilleries and wineries.

Learn about Lake Superior’s cultural and natural history at the **Northern Great Lakes Visitor Center** in Ashland. Step back in time and listen to spirited songs of voyageurs singing as they paddle their fur laden; peek inside an 18th century fur trade post; feel the pulsating rumble of an explosion in a deep shaft iron mine. The unique displays stage an overview of human cultures interacting with the land and natural resource of the Northern Great Lake region. Take in the view of Lake Superior and the Whittlesey Creek National Wildlife Refuge from the tower at the Center.

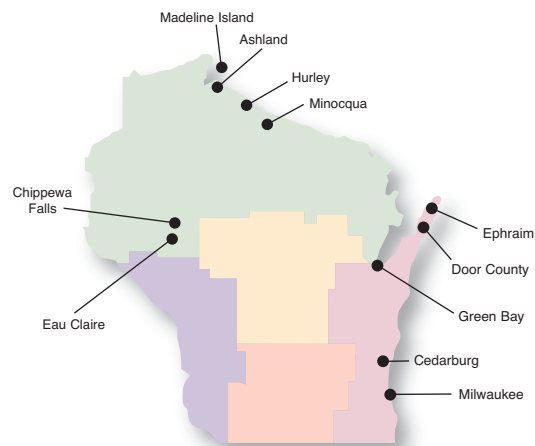
day 3 & 4

MADLINE ISLAND HURLEY

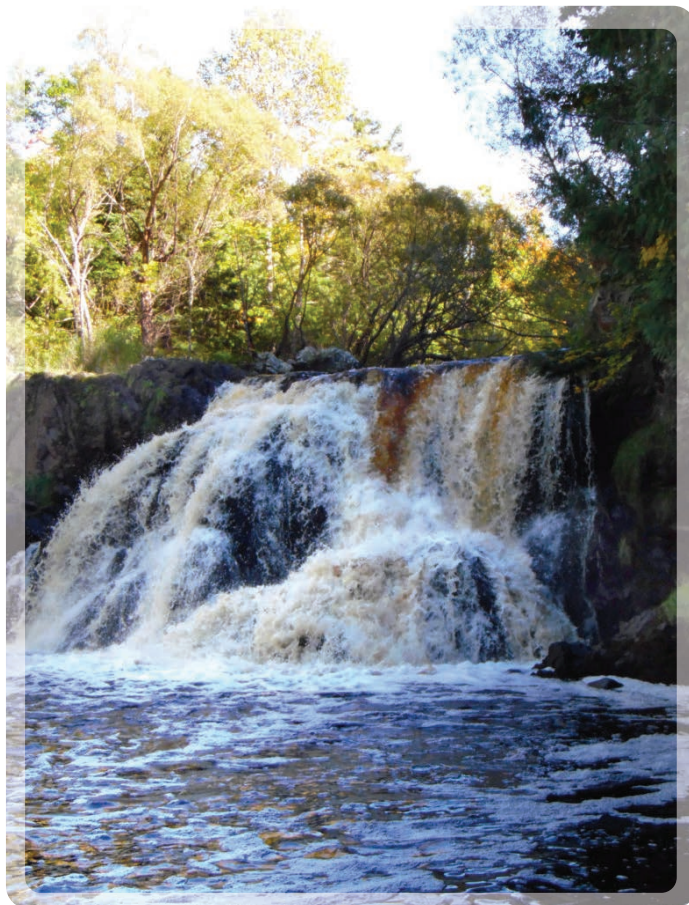
While visiting the Northwoods and Lake Superior take a trip on the **Madeline Island Ferry**, which operates between the picturesque ports of Bayfield and La Pointe. This 25-minute trip offers stunning views of the lake and several of the 22 Apostle Islands. Take a walking tour, a self-guided driving tour or a tour with a knowledgeable step-on guide to learn about the 300 years of colorful island history. Relax at a lakefront restaurant and enjoy shopping and browsing at this one-of-a-kind destination.

Head east to **Hurley** – nature’s superior playground with more than 30 cascading waterfalls. Learn the history of this mining town at a historic museum. Take in the downtown miners mural. Hike, ski and dine for the complete “up north” experience.

As you head out of the Northwoods region stop in **Minocqua** known as “The Island City” and also home to the Wildwood Wildlife Park and Nature Center. Board the safari tram and enjoy a narrated journey through the sprawling grounds and woods.



Chippewa Falls



Hurley Upson Falls

Then it's over to **Green Bay Botanical Gardens** for a blooming good time.

This community-supported, non-profit destination connects people with plants in an environment that engages, inspires and refreshes all who visit.

Head north from there to **Door County** – one of the top 10 destinations in the U.S. and known by many as the “Cape Cod of the Midwest.” Go for a scenic boat tour of Door County’s shoreline, learn about the area’s maritime history, take a cooking class, enjoy a traditional Door County fish boil and savor the cherry pies and local winery offerings.

Ephraim Historical Foundation

celebrates the Norwegian and Moravian roots in this quaint Door County village. Take a guided tour to see five museums and learn the rich heritage of this waterfront community.

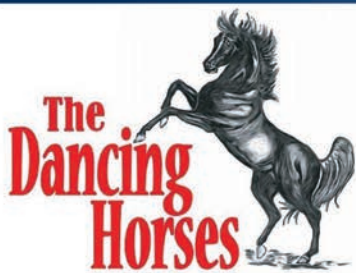
Travel to the tip of the Door Peninsula for a ride on the **Washington Island Ferry**. This motorcoach-friendly ferry takes you a world away. Board the Cherry Train to tour the island.



Door County

Visit a lavender farm, shop and bistro.

Celebrate the holidays with your group as you drive over a mile route through a forested park and experience a festive light show choreographed to holiday music. **Making Spirits Bright** in Sheboygan is open from late November to the end of December each year in Evergreen Park.



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Baraboo Area Chamber Of Commerce

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Baraboo will be all-things-circus the weekend of July 20. The Big Top Parade and Circus Celebration will feature concerts and live performances. The main event, the Big Top Parade (Saturday, July 20), begins at 11 a.m. and features over 85 traditional circus parade units and circus-themed entries.

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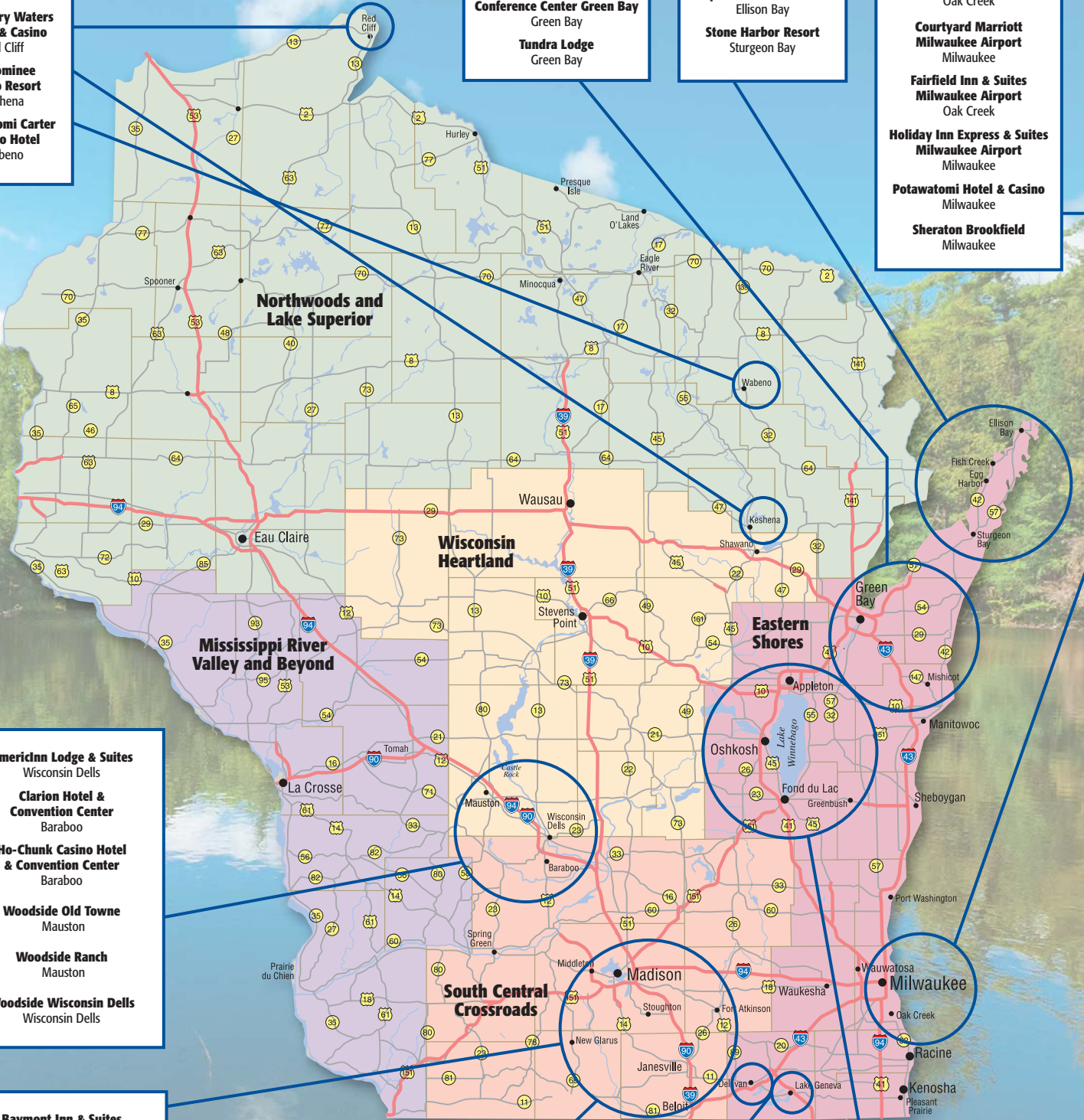
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AmericInn Lodges and Suites, <i>Wisconsin Dells</i>	12
Apple Holler, <i>Sturtevant</i>	7
Bridgeport Waterfront Resort, <i>Bridgeport</i>	49
Cascade Development, <i>Sun Prairie</i>	53
Central Wisconsin Tourism Association.....	73
Chalet Landhaus Inn, <i>New Glarus</i>	58
Circle Wisconsin.....	71
Circus World, <i>Baraboo</i>	55
Dancing Horses Theatre, <i>Delavan</i>	67
Destination Lake Winnebago Region, <i>Fond du Lac</i>	23
Destination Madison, <i>Madison</i>	60
Door County Visitor Bureau, <i>Sturgeon Bay</i>	47
Explore La Crosse, <i>La Crosse</i>	65
Fireside Dinner Theatre, <i>Fort Atkinson</i>	3
Go Chippewa Falls, <i>Chippewa Falls</i>	61
Greater Green Bay CVB, <i>Green Bay</i>	76
Green Bay Packers, <i>Green Bay</i>	49
Harley-Davidson Museum, <i>Milwaukee</i>	37
Janesville Area CVB, <i>Janesville</i>	53
Jelly Belly Visitor Center, <i>Pleasant Prairie</i>	22
Kenosha Area CVB, <i>Kenosha</i>	13
Lake Geneva Cruise Line, <i>Lake Geneva</i>	33
Lakefront Brewery, <i>Milwaukee</i>	22
Lamers Bus Lines, <i>Green Bay</i>	23
Manitowoc Area VCB, <i>Manitowoc</i>	41
Menominee Casino Resort, <i>Keshena</i>	29
Mid-Continent Railway Museum, <i>North Freedom</i>	73
Middleton Tourism Commission, <i>Middleton</i>	73
Milwaukee County Zoo, <i>Milwaukee</i>	49
Milwaukee Irish Fest, <i>Milwaukee</i>	49
Milwaukee Public Museum, <i>Milwaukee</i>	33
Minocqua Area Chamber of Commerce, <i>Minocqua</i>	59
National Railroad Museum, <i>Green Bay</i>	28
Oneida Nation of Wisconsin, <i>Green Bay</i>	45
Potawatomi Hotel & Casino, <i>Milwaukee</i>	5
Radisson Hotel & Conference Center Green Bay, <i>Green Bay</i>	60
Real Racine, <i>Sturtevant</i>	31
Sparta Area Chamber of Commerce, <i>Sparta</i>	65
Town of Stevenson Museum, <i>Richland Center</i>	63
Travel Wisconsin	2
Visit Beloit, <i>Beloit</i>	60
VISIT Milwaukee, <i>Milwaukee</i>	35
Visit Oshkosh, <i>Oshkosh</i>	43
Visit Sheboygan, <i>Sheboygan</i>	39
Washburn County Tourism Association, <i>Spooner</i>	75
Wisconsin Dells VCB, <i>Wisconsin Dells</i>	68
Wisconsin Harbor Towns Association, <i>Sheboygan</i>	23
Woodside Ranch Resort & Conference Center, <i>Mauston</i>	73



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The publisher accepts unsolicited editorial matter, as well as advertising, but assumes no responsibility for statements made by advertisers or contributors. Every effort is made to ensure the accuracy of the information published, but the publisher makes no warranty that listings are free of error. The publisher is not responsible for the return of unsolicited photos, slides or manuscripts.

Circle Wisconsin Tour Planner is published by Premier Travel Media, 621 Plainfield Road, Suite 406, Willowbrook, IL 60527. The magazine is distributed free of charge to qualified tour operators, travel agents, group leaders, bank travel clubs and other travel organizations.

Send Address Change to:

Premier Travel Media
621 Plainfield Road, Suite 406
Willowbrook, IL 60527

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