

CIRCLE WISCONSIN

2020 TOUR PLANNER

Group Tour Ideas for Every Interest

Craft an unforgettable Upper Midwest group adventure with
helpful attraction spotlights, itineraries and listings

AQUATIC EXCURSIONS

Embark on sightseeing cruises
or relax on tranquil beaches

LIVE ENTERTAINMENT

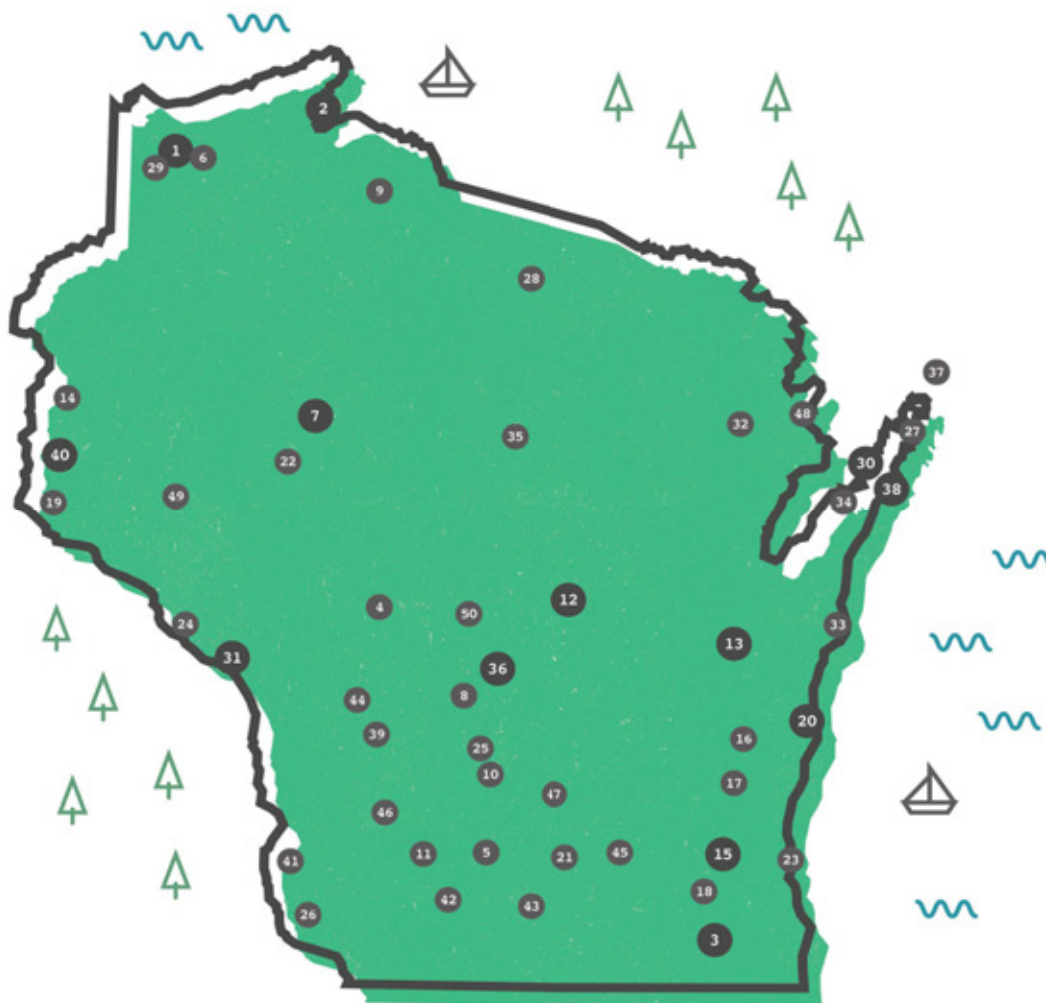
Enjoy dinner theater, dancing horses
and historic concert halls

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Stunning shorelines and outdoor
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STATE PARKS

1. Amnicon Falls State Park
2. Big Bay State Park
3. Big Foot Beach
4. Black River State Forest
5. Blue Mound State Park
6. Brule River State Forest
7. Brunet Island State Park
8. Buckhorn State Park
9. Copper Falls State Park
10. Devil's Lake State Park (Two Selfie Stands)
11. Governor Dodge State Park
12. Hartman Creek State Park
13. High Cliff State Park
14. Interstate State Park
15. Kettle Moraine - Lapham Peak
16. Kettle Moraine - Northern Unit
17. Kettle Moraine - Pike Lake
18. Kettle Moraine - Southern Unit
19. Kinnickinnic State Park
20. Kohler Andrae State Park
21. Lake Kegonsa State Park
22. Lake Wissota State Park
23. Lakeshore State Park
24. Merrick State Park
25. Mirror Lake State Park
26. Nelson Dewey State Park
27. Newport State Park
28. Northern Highland State Forest
29. Paffison State Park
30. Peninsula State Park
31. Perrot State Park
32. Peshtigo River State Forest
33. Point Beach State Forest
34. Potawatomi State Park
35. Rib Mountain State Park
36. Roche-a-Cri State Park
37. Rock Island State Park
38. Whitefish Dunes State Park
39. Wildcat Mountain State Park
40. Willow River State Park
41. Wyalusing State Park
42. Yellowstone Lake State Park

STATE TRAILS

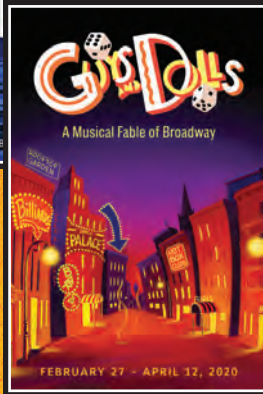
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45. Glacial Drumlin State Trail

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47. Mackenzie Center
48. Menominee River State Recreation Area
49. Red Cedar State Trail
50. Sand Valley



The Fireside



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Downtown Minocqua
(Photo courtesy Let's Minocqua Visitor Bureau)



Peninsula Players Theater



Chippewa Valley Museum



Mississippi River Valley and Beyond

Wisconsin Heartland

Eastern Shores

South Central Crossroads



Wisconsin Point Lighthouse
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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**.





Welcome to Wisconsin

It's 2020 and we hope that this year's tour planner gives you a clear vision of everything our state has to offer you and your travelers. Our feature story highlights exploring the Northwoods, the abundance of unique and traditional entertainment venues and of course, the variety of water activities and sightseeing throughout the state. Our annual planner will help you find and discover the sights and attractions off the beaten paths, along the water's edge, the main roads and city streets. Experiences that won't disappoint, entertainment that will delight all the senses and energetic, fun and friendly Wisconsinites waiting to welcome you.

With over 150+ group-friendly destinations, attractions, hotels, theaters and more throughout Wisconsin, there is an adventure waiting for you and your travelers. Be sure to examine the many sample itineraries included in the planner; mix and match to create the tour that will have your guests yearning to come back year after year.

Join us in 2020 for the 7th Annual Circle Wisconsin Midwest Marketplace. The Marketplace will be held in Oshkosh April 19 – 21st. Meet with over 100+ group-friendly tour destinations, attractions, hotels, casinos, theaters and more from not only Wisconsin but from Michigan, Minnesota, Illinois, Indiana, Iowa and the Dakotas. You'll walk away with an abundance of new Midwest tour ideas for your groups. Registration is open and can be done online at midwestmarketplace.org.

Whether you're exploring Wisconsin for the first time or looking to reimagine your current itineraries, we are here to assist you in your planning.

See you on the bus!

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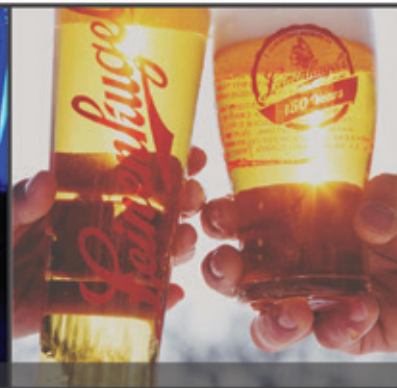
Circle Wisconsin is proud to be recognized by *Courier Magazine* and the National Tour Association as one of the 2020 Distinguished Dozen - GOLD award in the category of North American DMO Partner (State/Province).

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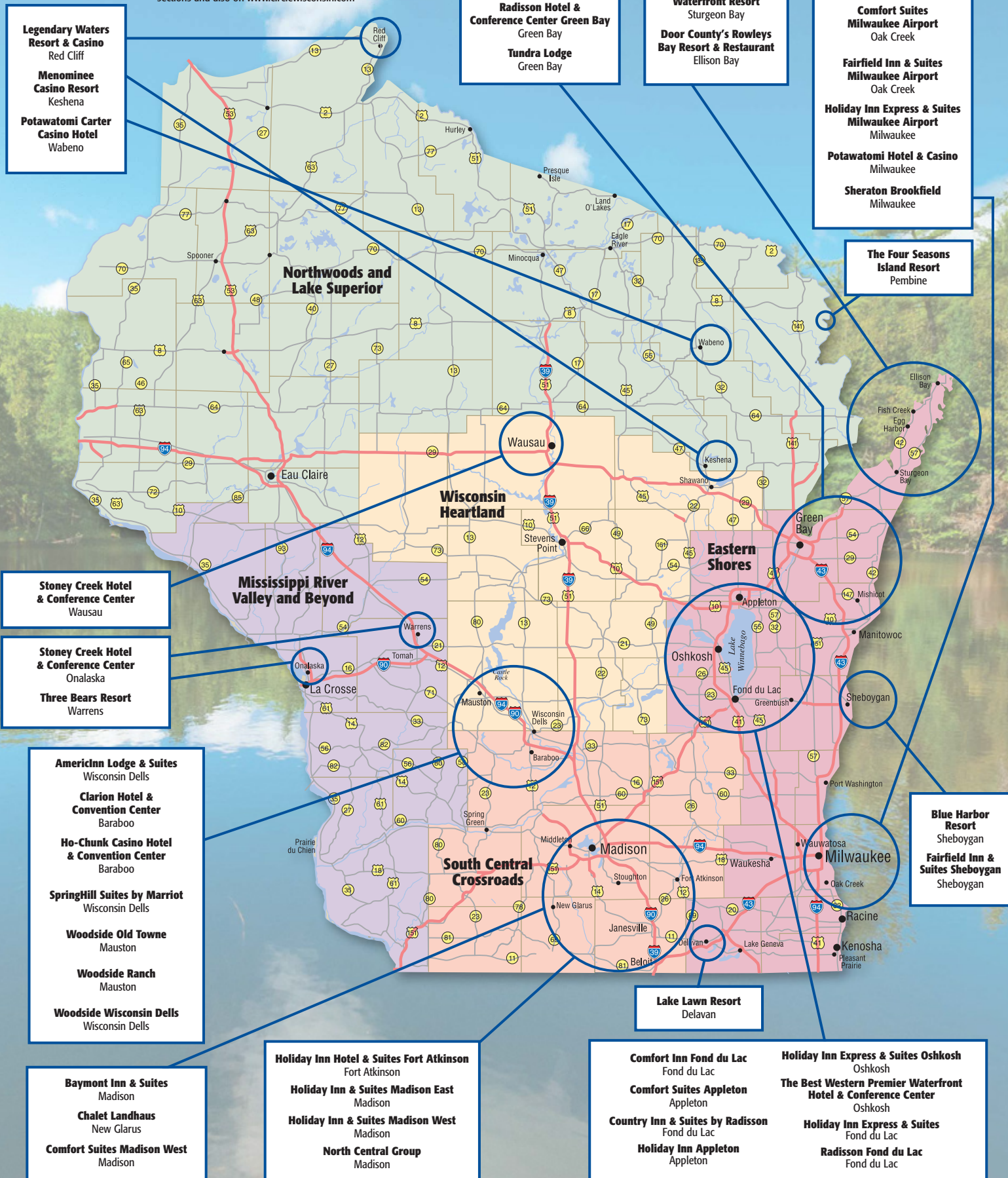


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Hotels by Region

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





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Explore *the* Northwoods & Lake Superior Region

*Groups can enjoy **tranquil forests, sophisticated cities** and **waterside retreats** in Wisconsin's largest region*

Geographically distinct from the rolling hills of the Driftless Area and busy cities of the Eastern Shores, Wisconsin's Northwoods and Lake Superior Region is an outdoor playground comprised of beautiful lake views, preserved national forests and cities filled with logging and pioneer history. Motorcoach groups have the opportunity to tour lumber baron mansions, relax on pontoon cruises and explore the waterfront communities that distinguish this welcoming Wisconsin region.

Scenically positioned along the Wisconsin River and considered the "Gateway to the Northwoods," **Wausau** combines cosmopolitan urban amenities with easy accessibility to Wisconsin's outdoor recreation

activities. Its centralized location makes it ideal for hub-and-spoke travelers, and its culinary and architectural offerings will appeal to any group. Tours can begin at the Leigh Yawkey Woodson Art Museum, which is dedicated to the visual depiction of birds and hosts the internationally renowned "Birds in Art" exhibition. Groups can experience galleries in a preserved 1931 English Tudor-style mansion and explore the museum's tranquil sculpture garden at their own pace, or they can contact the museum in advance for a docent-led tour. Art aficionados should visit the city in September for the annual Artrageous Weekend to tour local galleries and explore the Andrew Warren Historic District.



The Wisconsin Great Northern Railroad takes passengers on a 15-mile scenic journey along the Namekagon River between Spooner and Springbrook.

Outdoor activities abound in Wausau, including Rib Mountain State Park. This four-season area welcomes groups to enjoy its hiking trails in the summer, fall foliage chairlift rides in the autumn and winter sport activities, including ski terrain and snowshoe trails. Join the 45 x 90 Club with a short hike to the 45 x 90 Geographical Marker. This precise geographical location is exactly halfway between the Equator and North Pole and a quarter-way around Earth, and visitors can take a photograph on the bronze marker after a brief walk over a crushed gravel pathway. Groups can contact the Wausau CVB for a commemorative coin and entry in the registration book. Seeking an agriculture component for your group itinerary? Marathon County produces over 95% of America's ginseng, and you can learn the health benefits of this Chinese root at Hsu's Ginseng Farm. Tours will explain the plant's multi-year maturation process, harvest and processing into products like medicine, tea and candy.

Groups can venture west to the city of **Chippewa Falls**, a historic logging community that now offers beer tastings, outdoor recreation and Victorian architecture. One of the finest examples of High Victorian Italianate design in Wisconsin, the Cook-Rutledge Mansion is an elegantly restored lumber baron home that was completed in 1887. Call in advance for a docent-led tour so your group can admire the intricately carved



Consider an excursion along the St. Croix National Scenic Riverway, which flows past several state parks that offer hiking and picnicking opportunities.

woodwork, crystal chandeliers and five fireplaces. Learn more about the region's lumber heritage at the Chippewa Falls Museum of Industry & Technology, which explores the six major industries of Chippewa Falls and houses rare collections of World War I toy soldiers and military insignia patches. Today, Chippewa Falls' most famous export is Leinenkugel's, which has been producing its German-style lager since 1867. Group tours include stops at the Leinie Lodge to see vintage brewing equipment and the sampling bar to taste seasonal creations such as the Oktoberfest and Summer Shandy. More local flavors await at Autumn Harvest Winery & Orchard (where you can pair the winery's house-made Pinot Noir with Wisconsin cheeses), Chippewa River Distillery (which serves craft cocktails) and Brewster Bros. Brewing Company (flagship beers include a cream ale and timber stout).

Follow the Chippewa River downstream to **Eau Claire**, the Northwood's largest city and a glimpse into Wisconsin's logging past. Originally a sawmill hub and French trading post (Eau Claire translates to "clear water"), the city now welcomes groups with several museums and historic sites. Begin at Carson Park, a 134-acre peninsula bordered by Half Moon Lake that was donated by lumber baron

The scenic boardwalks that surround Minocqua Lake offer beautiful Northwoods views during all four seasons and easy access to group-friendly restaurants downtown.



William Carson. Here you can tour authentic 1890s cabins at the Paul Bunyan Logging Camp, admire unobstructed views of Braun's Bay and catch a baseball game at Carson Park (where legends like Hank Aaron, Joe Torre and Bob Uecker played). Groups are also welcome on the island's Chippewa Valley Museum, which features exhibits about local pioneer history and houses an authentic 1950s-style ice cream parlor that can accommodate up to 30 guests.

Continue north to **Washburn County**, which features railroad excursions, farm tours and DIY art activities to appeal to any interest. Orient your group at the Namekagon River Visitor Center, a National Park Service-operated building where guests can learn about the Namekagon River's tributary relationship to the St. Croix River and see detailed dioramas that depict Northwoods environments. Groups interested in history will want to spend time at the Washburn County Historical Museum, a preserved 1888 Lutheran Church that houses over 150 years of county history, and the Wisconsin Canoe Heritage Museum, which celebrates the golden age of North American canoeing with 25 antique watercraft. Located in an old Chicago & Northwestern depot in downtown Spooner, the Railroad Memories Museum celebrates Midwestern railroading with equipment and memorabilia across 13 rooms, and the Wisconsin Great Northern Railroad transports groups through the St. Croix National Scenic Riverway with several themed meal rides.

Intersected by the Bois Brule River and bordered by Lake Superior,

Douglas County abounds with natural beauty and historic sites that will appeal to your group. Fairlawn Mansion, an 1890 Victorian building, was originally home to the Pattison family before housing 2,000 children when it was converted into an orphanage. Today, groups can walk through the mansion's opulent ballroom, preserved bedrooms and charming grounds. Other historic sites include the S.S. Meteor Maritime Museum (the last remaining "whaleback" ship designed for Great Lakes transport) and the Richard I. Bong Veterans Historical Center, which honors America's top World War II flying ace. Outdoor enthusiasts will want to walk the trails and see the waterfalls of Amnicon Falls State Park. The home of Wisconsin's tallest waterfall can pair your group with a tour guide to explain how the falls were created from ancient earthquakes and lava flows that resulted in deep ridges and dramatic fractures on the Earth's surface.

Buses can travel along Highway 13 and the Lake Superior coastline before boarding the motorcoach-friendly **Madeline Island Ferry** for a 25-minute voyage to the largest and only inhabited Apostle Island. Visitors disembark in the town of La Pointe, which was once a Superior Chippewa spiritual site and French trading post before becoming a welcoming tourism community. Group-friendly attractions along the shore include Woods Hall Gallery and Studios (which offers weaving demonstrations), the Madeline Island Historical Museum (which includes a 19th century fur company warehouse and hosts historical reenactments to depict the challenges of island life before modern technology). After enjoying a hot



Pose for a picture next to Paul Bunyan and Babe the Blue Ox at the Paul Bunyan Logging Camp in Eau Claire's Carson Park. Visitors will channel their inner blacksmith as they explore a blacksmith shop, barn and cook shanty.

Madeline Island, the only Apostle Island with permanent residents, welcomes motorcoach groups throughout the summer to walk along sandy beaches, enjoy lakeside meals and learn local history.





The St. Croix National Scenic Riverway creates the border between Wisconsin and Minnesota, and a variety of watercraft excursions—from riverboats to canoes—are available for groups to explore this preserved area.

beverage at Mission Hill Coffee House or lunch at the Beach Club, depart for the other side of the island and Big Bay Sand Spit & Bog State Natural Area. Guests can relax on the expansive coastline or walk along the boardwalk through untouched forests.

Groups further interested in Northwoods history will want to spend time at the **Northern Great Lakes Visitor Center**. This immense museum just south of Ashland houses exhibits that explain the region's Native American heritage, mining history and continuing legacy as a vacation destination with interactive stations and a movie theater. Guests can also admire the Community of Life Mural—six large vignettes that depict humans interacting with nature over thousands of years. Mobile guests can walk outside and experience the center's interpretive nature trails that display seasonal changes in flora and fauna. A park ranger can accompany your group along either the three-quarter-mile boardwalk interpretive nature boardwalk or 1.2-mile Aldo Leopold trail that passes through restored wetlands and forests.

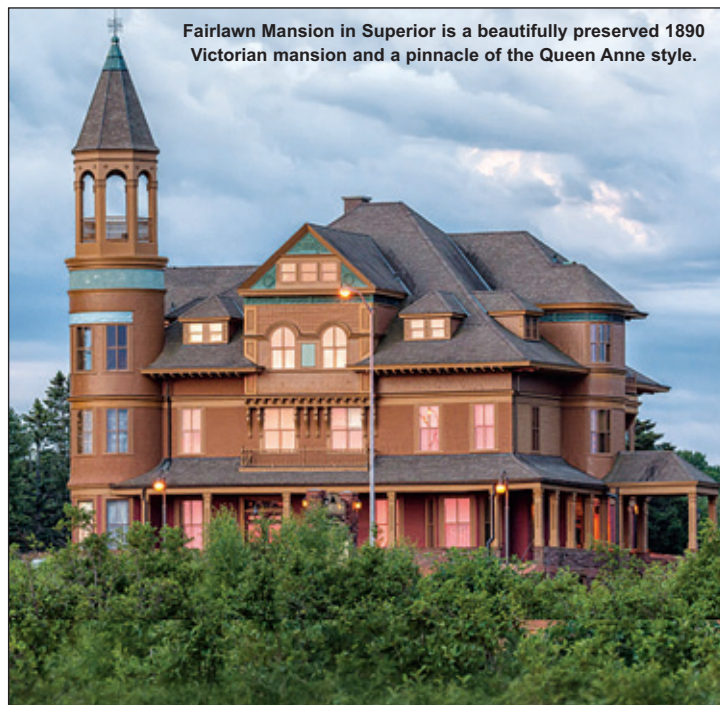
Farther west and bordering Michigan's Upper Peninsula is the town of **Hurley**, which offers mining history and easy access to over 30 waterfalls. Visible from the Black River Scenic Byway and several public hiking trails, the Montreal River is the natural border between Michigan and Wisconsin and is surrounded by several parking lots and picnic areas for groups to take in the crisp breeze and beautiful cascades created by these rock formations. Visitors interested in regional history will want to explore the nearby city of Pence to see more than 20 log buildings built by European immigrants and the world's deepest iron ore mine in the city of Montreal.

Dubbed the "Island City" and located in the heart of Wisconsin's lake country, **Minocqua** is an excellent hub for your Northwoods outdoor adventure and offers a variety of engaging attractions near its numerous group lodging options. Groups can spot elegant boat houses and wildlife with Minocqua Pontoon Cruises, which organizes group excursions on



Groups will discover Wisconsin's largest waterfall at Amnicon State Park in Douglas County and learn how the falls were created from ancient earthquakes and lava flows.

Lake Minocqua and Lake Kawagagesaga. Up-close animal encounters also await at Wildwood Wildlife Park and Nature Center, the second-largest zoo in the state and home to friendly miniature goats and parakeets. Groups looking for high-energy entertainment can watch the world's oldest continually running amateur water ski team at the Aqua Bowl. The resident Min-Aqua Bats amaze spectators three times a week with daring synchronized choreography. Other area activities include group tours at Hillestad Pharmaceuticals and the opportunity to pose in front of The World's Largest Penny. 🇺🇸



Fairlawn Mansion in Superior is a beautifully preserved 1890 Victorian mansion and a pinnacle of the Queen Anne style.



Admire stunning estates and the opulent mansions of Chicago businessmen with Lake Geneva Cruise Line (left) or ride past dramatic rock formations on a Dells Boat Tour (right).

Coastal Rhythms

Roam and revel in all the ways you can take to the water in Wisconsin

Although Wisconsin might not be the first state we think of for a waterfront vacation, consider this: three sides of the state kiss the water in big and beautiful ways. To the north is Lake Superior and the rugged Northwoods. To the east are the bustling communities and sandy beaches of Lake Michigan. To the west are charming burghs along the Mississippi and St. Croix rivers. All of it represents hundreds of miles for waterfront wandering, and that is in addition to thousands of pretty inland lakes and navigable streams.

Get onto the water with a kayak, canoe or paddleboard. Take a seat for a scenic cruise, especially at sunset, and perhaps add cocktails or a meal

while afloat. Stroll on a paved or planked riverwalk to leisurely explore the heart of cities large to small, including **Milwaukee**, **Green Bay**, **Beloit**, **Wisconsin Dells** and **Superior in Douglas County**. Swim, sunbathe, hike or simply linger at a lakefront café. Dozens of lighthouses in Wisconsin still stand as nautical beacons, especially along Lake Michigan. **Door County's** 11 lighthouses is the highest concentration within the state. At the 1888 **North Point Lighthouse** in **Milwaukee's** Lake Park is a museum of lighthouse history and 84-step tower to climb.

North Beach in **Racine** (next to the city's lakefront zoo) and Bradford Beach in Milwaukee are certified Blue Wave beaches, an indication of

Door County contains Lake Michigan beaches to relax on, 11 lighthouses to admire and beautiful coastlines to sail with Door County Scenic Boat Tours.



View Milwaukee's legendary architecture and waterways with an excursion aboard Edelweiss Cruises and Boat Tours (left) or visit the 13-bedroom Black Point Estate with Lake Geneva Cruise Line (right).

cleanliness and environmental quality. Apostle Islands National Lakeshore beaches, on Lake Superior and near Bayfield, earn this same elite designation from the Clean Beach Coalition. See lakefront cityscapes through **Edelweiss Cruises and Boat Tours** in Milwaukee; some of these narrated trips veer onto the Milwaukee River downtown as well.

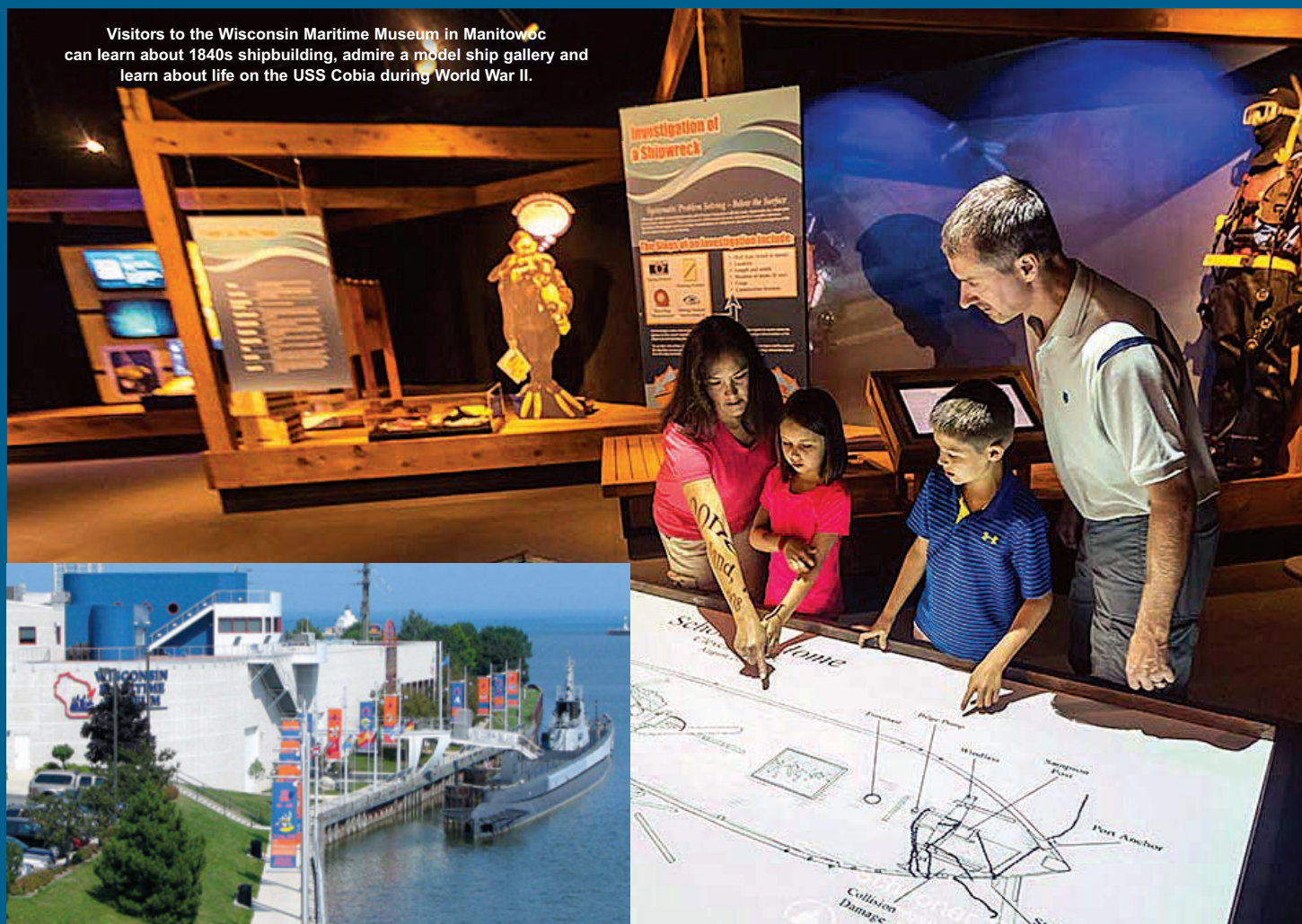
Learn about Lake Michigan history at the **Wisconsin Maritime Museum** in Manitowoc, Rogers Street Fishing Village in Two Rivers and the Door County Maritime Museum in Sturgeon Bay. For a Lake Superior education, board **Madeline Island Ferry** in Bayfield and find the island's nautically rich museum, or get acquainted with lake lore at the **Northern Great Lakes Visitor Center** outside of Ashland. Stationed in Superior is the S.S. Meteor, the world's last above-water whaleback ship. Excursions with Apostle Islands Cruises get close to Lake Superior's spectacular sea caves, whose windswept and dramatic formations are photographed in all seasons. Another option is to kayak to the sea caves. **Legendary Waters Resort** in Red Cliff is a popular lakeside spot for beginning the adventure.

To experience completely different waterfront rhythms, follow the Great River Road along 250 miles of Wisconsin and see the Mighty

Mississippi at work and play. A narrated ride on the La Crosse Queen, an authentic paddlewheeler, mixes nature and history lessons at a leisurely pace. Add an overnight in **La Crosse**, whose downtown is awash with riverfront dining, lodging and entertainment. Sixty miles south and past 600-foot-tall bluffs is **Prairie du Chien**, Wisconsin's second-oldest city and home to the riverside **Villa Louis Historic Site**, where costumed guides turn back the clock to the 1890s and immerse visitors in everyday Victorian living. Beautiful bluffs of sandstone etch the terrain inland too, particularly in and near **Wisconsin Dells**. That is where an **Original Wisconsin Ducks** ride on a historic amphibious vehicle traverses land and water. Tours began in 1946 after the ducks were retired from transporting World War II troops and supplies between ship and shore. No fleet of these wartime vehicles is larger.

Dells Boat Tours get close to dramatic rock formations, let passengers disembark and sometimes add dinner at sunset. Choose an Upper Dells or Lower Dells route: The two are separated by a Wisconsin River dam. Also in the Wisconsin Dells is the Tommy Bartlett Show, a water-skiing entertainment experience that has been thrilling Dells visitors since 1952. Performers create synchronized waterskiing formations, do incredible flips on a jet-propelled FlySki and jump over floating

Visitors to the Wisconsin Maritime Museum in Manitowoc can learn about 1840s shipbuilding, admire a model ship gallery and learn about life on the USS Cobia during World War II.



The Wisconsin Maritime Museum in Manitowoc allows visitors to explore the USS Cobia, a American-made submarine that saw Pacific Theater action during World War II.

obstacles. Group rates are available for parties of 20 or more, and the show pairs perfectly with a Wisconsin Dells itinerary. In **Madison**, three lakes – Monona, Mendota and Wingra – lull and engage visitors. Rent a paddleboat or canoe for a quiet encounter with nature on Lake Wingra. Take a Betty Lou Cruise as a pleasant introduction to the two larger bodies of water; go for just the sightseeing or add a themed meal. The State Capitol is Madison's tallest landmark, but more recent architecture – Monona Terrace Community and Convention Center – is a reminder that you're in Frank Lloyd Wright country. Monona Terrace, on Lake Monona, was designed by Wright but not built until decades after the architect's death.

It is possible to walk around the lake in Lake Geneva, where the lakeshore path is 21 miles and passes one gorgeous mansion after another. Another way to see the opulence and hear the stories behind the structures is through **Lake Geneva Cruise Line**. Tours of the 13-bedroom and blufftop **Black Point Estate**, a beer baron's family getaway in the 1880s, begin with a Lake Geneva Cruise Line ride. It is a reminder that this city is where many of Chicago's richest businessmen vacationed. The vibrant vibe in Lake Geneva is in bold contrast to Horicon Marsh, a federal- and state-protected sanctuary for hundreds of species

of birds. The nation's largest cattail marsh is roughly 14 miles long and up to five miles wide. North of Geneva is Delavan Lake, which guests can admire during a stay at **Lake Lawn Resort**. A ride on the 76-foot Lake Lawn Queen includes views of five Frank Lloyd Wright-designed homes and the opportunity for a catered meal on the open-air deck.

Horicon Marsh Boat Tours uses pontoon boats to guide visitors into the swampy oasis, which is a tranquil habitat for a complex ecosystem. Visit **Horicon Marsh Education & Visitor Center** for additional details. A short drive north is Lake Winnebago, the largest inland lake in Wisconsin and an unusual fishing destination because of the robust sturgeon population, enough for a spearing season in winter. Stop at Lakeside Park in **Fond du Lac** or Menominee Park in **Oshkosh** to get better acquainted with the lake.

Lake country is nearly everywhere in Wisconsin, and that includes the Northwoods community of **Minocqua**, where anglers cast for bass, pike, walleye and muskellunge on the area's 2,300 bodies of water. The locals call it "Nature's Original Waterpark" because of the lovely range of settings and activity: waterskiing, fishing, swimming, boating and paddling. Public beaches and boat access are plentiful too – more proof that the Badger State is a water lover's dream destination. 🇺🇸



An Original Wisconsin Ducks voyage passes by dramatic sandstone formations along the Wisconsin River that were formed during the last ice age.

WISCONSIN SPORTS

Home to three major league franchises, a rich tradition of winter sports and several minor league baseball teams, Wisconsin offers plenty of sports-centric activities for group tours.

One of the world's most iconic franchises and a founding member of the National Football League in 1920, the **Green Bay Packers** are a Wisconsin institution whose fandom spans generations. If your group doesn't want to endure the elements of the "Frozen Tundra" during a game, stop by to tour Lambeau Field (the oldest operating NFL stadium). Groups will pass through the Packers' locker rooms, press box and sidelines as guides explain the Packer's unique distinction as the only publicly traded American sports franchise. Later, explore the adjoining Green Bay Packers Hall of Fame to admire Super Bowl trophies, Vince Lombardi's desk and memorabilia from a century of team history.

More sports history awaits across the Northwoods in **Eau Claire**. Future stars Hank Aaron, Bob Uecker and Joe Torre all played in historic Carson Park as minor leaguers, and the venue still hosts the Eau Claire Express summer league team. The franchise offers several group ticket packages, including seats in the 10th Inning Terrace Fan Deck, Bud Balcony and Best Seats in the House along the first base line. Groups can enjoy plated five-course meals and alcoholic beverages at discounted prices while watching America's pastime. Be sure to snap a photo of Hank Aaron's statue before departing.

The **Beloit Snappers** in the South Central Crossroads also offer a group-friendly

baseball experience. Currently the Single-A affiliate of the Oakland Athletics, the Snappers claim former All-Stars Paul Molitor and Prince Fielder among their alumni and have played in Harry C. Pohlman Field since 1982. Groups of eight or more can register for the Hog Heaven Special, an all-you-can-eat and all-you-can-drink pass to the party deck, while groups of 20 or more will receive discounted tickets and hear their name announced over the PA system.

Surfing may seem like an unintuitive activity in a state thousands of miles from the ocean, but the waves of Lake Michigan offer plenty of challenge to aspiring surfers and have given **Sheboygan** the moniker "Malibu of the Midwest." Aspiring surfers can visit EOS Surf & Revolution Board Shop for private lessons and rental equipment, while group members who prefer to stay onshore can relax and watch surfers from across the world challenge the waves along the beaches of Deland Park.



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SHOWTIME *in*



Theaters and other live performance venues throughout the state provide group tour planners with crowd-pleasing options

Whether your group is looking for Broadway musicals, classical concerts, ethnic entertainment or just a lot of laughs, Wisconsin stages deliver. Indoors or outdoors, matinee or evening performance, mainstream fare or something a little quirky—the choices are many. Some places combine the show with a meal, an all-in-one arrangement that tour organizers always appreciate.

The Fireside Dinner Theatre in Fort Atkinson, for decades a staple of motorcoach tours in south-central Wisconsin, embraces groups with open arms. A destination in itself, The Fireside offers not only a 1,000-

seat restaurant and 700-seat theater-in-the-round but also four gift shops and a bakery. Fine dining, old-fashioned hospitality and Broadway-quality productions make the Klopčic family's pride and joy one of the Midwest's premier meal-cum-entertainment attractions. The Fireside's 2020 playbill features lunchtime and dinnertime performances of *Saturday Night Fever*, *Guys & Dolls*, *A Mighty Fortress is Our Basement* (The Church Basement Ladies series), *What Happens in Vegas*, *Rodgers & Hammerstein's Cinderella*, *Joseph and the Amazing Technicolor Dreamcoat* and *Irving Berlin's Holiday Inn*. Nice little touches: Your

WISCONSIN



Downtown Baraboo's Al. Ringling Theatre, a beautifully restored gem dating from 1915, hosts live touring shows, classic films and local theater productions.

Travel Wisconsin

group's presence is announced in the theater, and there are cookies for the trip home, compliments of the bakery.

Dinner with a show is also on the docket at **Rosewood** in Delavan, a community in the Lake Geneva area. Lunch, brunch and dinner packages (with choice of plated or buffet menus) include a cabaret show by entertainers Mark and Gretchen Hladish and Jo Hodgins. Among the many themed shows staged throughout the year are *Cruisin'* (favorites from the '50s and '60s), *Heart and Soul* (love songs from the past and current artists like Michael Bublé), *Salute to Broadway* and *Christmas Remembered*. Groups of 35 or more may choose their show.

Dancing Horses Theatre, also in Delavan, presents dazzling spectacles of equestrian artistry. Horses in a variety of breeds perform with

exacting precision alongside their trainers in a 90-minute show that concludes with *Dancing Waters*, which features hundreds of water jets choreographed in a kaleidoscope of changing lights. Special holiday shows are available from November to January. Packages include the performance, a meal and an exotic bird show with parrots singing, roller skating and playing basketball. On backstage tours, visitors meet the trainers and horses up-close.

The **Marcus Center for the Performing Arts**, a cultural magnet in downtown **Milwaukee**, is home to the Milwaukee Symphony Orchestra, Milwaukee Ballet Company and Florentine Opera Company. It also hosts touring Broadway shows, with this year's line-up including *The Lion King*, *My Fair Lady* and *Miss Saigon*.



Peninsula Players

Door County's Peninsula Players, America's oldest resident summer theater, stages comedies, dramas and hit Broadway musicals like *The Drowsy Chaperone*.

Numerous outdoor entertainment options await groups touring Milwaukee in the summer. Rousing ethnic entertainment draws crowds to Festival Park during events like **German Fest** (July 24-26, 2020) and **Irish Fest** (August 13-16, 2020). Summer visitors also flock to the **Wisconsin State Fair** (August 6-16, 2020) in West Allis, where 30 free stages showcase top local bands and national headliners.

Eastern Wisconsin's **Door County** peninsula is well known for its scenery, culinary treasures and recreational activities, but live theatrical and musical performances can also be part of the mix on your next itinerary. Did you know that this forested finger of land jutting into Lake Michigan is home to America's oldest resident summer theater? Since 1935, the **Peninsula Players** of Fish Creek has been pleasing audiences with comedies, dramas and musicals. In a pretty garden setting overlooking the waters of Green Bay, the company offers five plays each season (late June to mid-October) in a fully covered theater with side walls that raise or lower depending on the weather. Guests in autumn appreciate the heated floor. Play-goers often come early to stroll along the shore, enjoy a picnic or admire the sunset over a drink in the Beer Garden.

Northern Sky Theater is a summer theater experience outdoors under the starry sky located in the beautiful Peninsula State Park in Door County. Only original musical shows are presented that have been created specifically for Northern Sky audiences. Shows are performed here before being seen anywhere else. In the fall season, head indoors to enjoy an original show at the new Creative Center Gould Theater.

Birch Creek Music Performance Center in Egg Harbor, on the campus of a music academy centered around an old dairy barn with exceptionally fine acoustics, is another entertainment option in Door



Circus World

"Go West!" is the name of the Western-themed Big Top shows in 2020 at Circus World, a Baraboo attraction that celebrates the town's circus heritage.

County. Percussion/steel band, symphony and Big Band jazz concerts are given in the 380-seat venue from mid-June to mid-August by students and nationally and internationally renowned musicians.

Groups in **Green Bay** will laugh their heads off at one of the all-original musicals created by **Let Me Be Frank Productions**. Fusing elements of *Saturday Night Live* sketches and pop concerts, the shows take



Florentine Opera Company



Marcus Center for the Performing Arts

Fare at Milwaukee's Marcus Center for the Performing Arts ranges from Florentine Opera Company's *The Tragedy of Carmen* to English a cappella group Semi-Toned.



Let Me Be Frank Productions

Tour groups looking for big laughs in Green Bay will find plenty of them at zany shows staged by Let Me Frank Productions at the historic Meyer Theatre.

place in downtown's historic Meyer Theatre. *Sputnik Manitowoc*, one of six shows scheduled for 2020, tells the story of a piece of Russia's Sputnik satellite that falls on Manitowoc in 1962—the Russians want it back and send their best to retrieve it; music is from the early 1960s.

In the **Wisconsin Dells**, the **Palace Theater** presents Broadway-quality fare, headliner concerts, and tribute shows honoring great artists

and bands of the past on its 48-foot stage. Highlights in 2020 include the comedy *Moon Over Buffalo* (January 15-March 8), *Legally Blonde—The Musical* (May 20-August 30), *Dirty Rotten Scoundrels—The Musical* (March 13-May 10), *Dial M for Murder* (September 9-November 1) and *Beauty and the Beast* (November 11-December 29). The dinner theater (a three-course meal is served directly to your seat) is located across from Wilderness Hotel & Golf Resort, the country's largest waterpark resort.

Dinner-and-show packages also are available at **Paul Bunyan's Cook Shanty & Dells Lumberjack Show**. World-champion athletes compete in chopping, sawing, log rolling, axe throwing and other events, all of which are derived from workday lumberjack skills. Fried chicken, buttermilk donuts and other hearty fare are served family-style in pine log dining rooms decorated with logging camp artifacts and fixtures.

In neighboring **Baraboo**, audiences can watch live performances at venues that recall the town's legacy as the former winter quarters of the Ringling Bros. Circus and base of operations for other circuses early in the 20th century. **Circus World**, a themed attraction set on the banks of the Baraboo River, offers Big Top performances every summer, complete with elephants, horses, dogs, clowns, acrobats, jugglers and aerialists. "Go West!" is the name of its Western-themed show in 2020. On the third weekend in July, live performances and other festivities will draw thousands for **Baraboo's Big Top Parade and Circus Celebration**, an annual event. The parade (Saturday, July 18, 2020) will pass downtown's Al. Ringling Theatre, built in 1915 by the eldest of the world-famous Ringling brothers. The beautifully restored playhouse features live touring shows, classic films, local theater productions, facility tours and demonstrations on its Mighty Barton Organ. 🇺🇸



WISCONSIN CASINOS

Come Up Aces

Luxury accommodations, thrilling games and fine dining await groups at Wisconsin's Native American casinos. Welcoming to groups, these attractions provide exceptional room rates and a variety of amenities and entertainment options that will appeal to non-gamers in your group.

Featuring elegant hotel rooms, exciting casino action and great live events, **Ho-Chunk Gaming Wisconsin Dells** is the premier gaming destination in central Wisconsin. The casino floor includes over 1,700 slot machines, 60 gaming tables and a 600-seat bingo hall. Elegance and comfort await at the hotel's 302 rooms, and groups can take advantage of the facility's 30,000-square-foot convention center.

Legendary Waters Resort & Casino in Red Cliff showcases a beautiful view of Lake Superior and easy access to Northwoods attractions like the Apostle Islands and Frog Bay Tribal National Park. The property includes luxurious rooms that overlook Buffalo Bay, a marina and an adjacent RV park for those seeking a more rustic experience. New bartop games in the lounge include blackjack, roulette and poker, while Legends Sports Grill serves fresh seafood and prime rib specials.



Potawatomi Hotel & Casino

Over 33,000 square feet of casino action await groups at **Menominee Casino Resort** in Keshena. The casino floor includes a 250-seat bingo hall, video poker and a variety of table games including blackjack, craps and roulette. After a thrilling evening on the casino floor, relax in the property's deluxe suites or 121,000-gallon swimming pool facility with a rock waterfall and spa. Two restaurants on property—Forest Island and the Autumn Leaf Café—serve delicious fried chicken and sandwiches.

The largest Native American-owned casino in the Midwest, **Potawatomi Hotel & Casino** in Milwaukee features over 3,000 slot machines, a 2,500-seat bingo hall and over 100 thrilling 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.

The 98-room **Potawatomi Carter Casino & Hotel** in Wabeno features over 500 slots, a pool area with whirlpool spa and tempting menus from the Springs Restaurant & Lounge and Flames Sports Bar & Grill. Recharge in one of the casino's 98 Northwoods-inspired hotel rooms or plan an unforgettable group event in several meeting spaces.



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YOU'LL COME.



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For overnight stays Thurs.–Sat. with 10+ rooms, contact Sales & Catering at **414-847-8600 or **sales@paysbig.com**.**



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Southeastern Shores

A Cultural, Ethnic and Historic Perspective

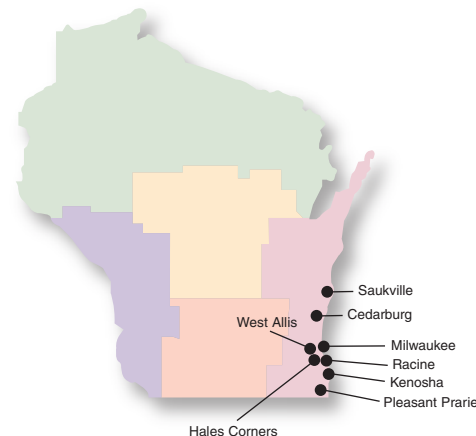
day 1

Personal stories, interactive exhibits and a 360-degree movie offer your group an inside look at the War from a Midwest perspective at the **Civil War Museum** located on the lakefront in Kenosha. Follow a young adventurer, an abolitionist and a family man as they enlist, experience battle and reflect how the war has changed them. From a premium cheese store to candy shops to museums, **Kenosha** helps your group make new memories. Climb a lighthouse, ride an electric street car and tour the historic district. Make plans in advance to stop at the Visitor Center and enjoy a welcome reception. Stop at **Jelly Belly Center** for a free tour that includes a stop at the Jelly Belly Station, an all-new interactive area with games, sampling jelly bean exhibits, and a video of the company history. Browse the Jelly Bean Art Gallery, shop at the Jelly Belly Candy Store and Fudge Center and grab a treat at the Jelly Belly Snack Bar. Make a stop to shop for exceptional brands at extraordinary savings, **Pleasant Prairie Premium Outlets** features over 90 stores in an outdoor setting. Enjoy lunch and a tour at a real family farm at **Apple Holler**. Depending on the weather, you can start outdoors in an enchanted forest or indoors in their new barn. They offer

extensive farm-to-table menus for a late breakfast or early lunch.

Then it's on to the Kringle Capitol—**Racine**— for Frank Lloyd Wright architecture, views of Lake Michigan with the majestic Wind Point Lighthouse and, of course, a stop at one of the fabulous Racine bakeries for a sample of Wisconsin's state pastry known as the Kringle. This Danish delight is filled with a variety of fruits including prune, apple and cherry baked with a flaky and flavorful crust and topped with a drizzle of sweet icing. Every visit to the **Racine Art Museum** (RAM for short) brings your group new things to explore with the largest collection of American contemporary craft art in the country. Docents will welcome you and guide you through the museum that features over 5,000 pieces of ceramic, fiber, glass, metal and more.

Get a new perspective on Milwaukee's history at the **Harley-Davidson Museum**. Experience history, culture and art all at once and witness the machines that helped shape over 115 years of American history. Finish your first day in Wisconsin at **Lakefront Brewery**, known for offering the best brewery tour in the nation. This Milwaukee icon serves up their award-winning beer, food, drinks and laughs.



KENOSHA, PLEASANT PRAIRIE, RACINE, MILWAUKEE

day 2

CEDARBURG, SAUKVILLE, MILWAUKEE

Your day begins by heading north of Milwaukee to historic Cedarburg for a step back in time at the **Cedarburg General Store Museum**, housed in a building that is over 160 years old. Dating back from the early 1900s through the 1940s, the museum is believed to have one of the most extensive collections in the Midwest. The vintage candy counter, apothecary and dry goods displays evoke the essence of an old-time general store. You'll continue your insight into the past at the **Wisconsin Museum of Quilts & Fiber Arts**, which is dedicated to educating the visitor about the artistic, cultural, historic and social importance of quilts and fiber art. Housed in a repurposed 1850s farmhouse, here a docent will give a tour of these unique exhibits and works of art if arranged in advance. From mid-May to mid-October take a step back in time at **Pioneer Village** in Saukville, which is operated by the Ozaukee County Historical Society. A collection of over 24 restored buildings dating back to the 1840s to early 1900s are in a natural village setting. Make arrangements in advance or your group to visit.

Spend the afternoon at the **Milwaukee Public Museum**. Book a docent tour and discover untold stories as you take a stroll down the Streets of Old Milwaukee. Travel back to ancient worlds, study the science of earth's formation and open your eyes to one of the largest and most diverse collections of North American Indian artifacts in the country. There's a real life butterfly garden, a planetarium and a dome theater.



Wisconsin Museum of Quilts & Fiber Arts

day 3

MILWAUKEE

Start your day of history and culture with a docent-led step-on guided tour by **Historic Milwaukee**. Choose from a number of different neighborhoods including the diverse immigrant story of Bayview, the Polish and Italian working class community on and around Brady Street the German heritage of Old World Third Street, and the beer baron mansions of North Point to name just a few. Next stop is the **Grohmann Museum**, which is located at the Milwaukee School of Engineering and houses an art collection dedicated to the evolution of human work. In addition to over 1,400 paintings, sculptures and works on paper, the museum hosts a number of special exhibits.

Open your eyes to the story of not only Milwaukee's Jewish community, but the national Jewish community in this ever-changing world at **Jewish Museum Milwaukee**. Don't miss the all-size original Marc Chagall tapestry.

Take a docent-led walking tour of the mansion known as the **Charles Allis Art Museum**. Learn about Charles and Sarah Allis and the home they built to house their extensive art collection, then make a stop at **Villa Terrace Decorative Art Museum** listed on the National Register of Historic Places. The house, an Italian Renaissance-style home built on a bluff above Lake Michigan in 1924, boasts decorative art, changing exhibits and a Renaissance Garden.

Be sure to stop at the **North Point Lighthouse** with exhibit and artifacts that depict the life of a keeper and maritime history on the Great Lakes. The gift shop offers a selection of lighthouse and maritime items from books to wall and shelf art.

Finish your day with **Milwaukee Food & City Tours** which can customize your groups' experience. Enjoy a "Progressive Ethnic Meal," the "Bikes, Brats and Beer Tour," "Milwaukee Fish Fry Tour," "Church & Chocolate Tour" or a "Christmas Bakery Tour" of Milwaukee and Racine.



Charles Allis Art Museum



Milwaukee Food Tours

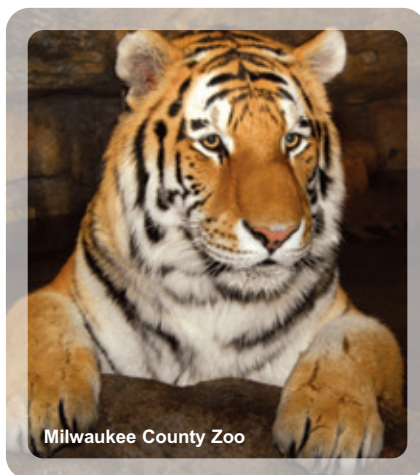
day 4

MILWAUKEE, WEST ALLIS, HALES CORNERS

Bring your flock to the **Milwaukee County Zoo** for a "Behind-the-Scenes" or "Zoomobile" tour. Take a "Walk on the Wild Side" guided walking tour for a global adventure of predator and prey as you see animals from different continents.

Have lunch at **West Allis Cheese & Sausage Shoppe**, which features friendly service, homemade soups and daily specials and Wisconsin's famous Bloody Mary. Stock up on your favorite cheeses and fill the coach with fresh cheese curds and Wisconsin specialty food items.

Before you leave Wisconsin, be sure to make a stop at **Boerner Botanical Gardens**. Dozens of themed gardens, all blooming a different time of the year, offer something to see each time you visit. Arrange for an opportunity to view Milwaukee County's "Living Museum" with a one-hour educational, docent-guided tour from May through October. 🌿



Milwaukee County Zoo

Milwaukee is known as the "City of Festivals." Plan a tour around one or all of these special events that cater to the group-friendly experience.



German Fest – The last weekend in July on the shores of Lake Michigan where *gemutlichkeit* (friendliness) abounds with authentic German food, traditional music, dancing and plenty of beer.



Irish Fest – The third weekend in August at Henry Maier Festival Park includes Celtic Canines, a cultural village and Jameson whiskey tastings. The largest Irish Festival outside of Ireland.



Wisconsin State Fair – 11 days at the beginning of August in West Allis are filled with entertainment, agricultural exhibits and everything bacon. Don't miss the cream puffs and pig races.



China Lights Festival – Fall at the Boerner Botanical Gardens brings an explosion of colorful lights, breathtaking lanterns and whimsical dragons. Enjoy cultural performances, delicious food and exciting vendors.



Eastern Shores Region

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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@ephraim.org, 920-854-9688
3060 Anderson Lane, P.O. Box 165
Ephraim, WI 54211
www.ephraim.org

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

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
Emily Maher
marketing@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
Melinda Patterson
marketing@bridgeportresort.net
920-746-9919
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www.bridgeportresort.net

Door County LODGING



Largest full-service resort in northern Door County, all under one roof. Lake Michigan waterfront, two queen beds in 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 THEATRE



Northern Sky is a must-see Door County entertainment experience - with two unique theaters. Enjoy original musicals under the stars June - August outdoors at Peninsula Park Amphitheater. Relax indoors June - October at the intimate Gould Theater. Discover what the *Chicago Tribune* calls "one of the most exceptional professional troupes in the country."

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Christine L. Salmon
christine@northernskytheater.com • 920-854-6117
Box Office & Gould Theater:
9058 County Rd. A, Fish Creek, WI 54212
Outdoor Park Amphitheater:
10169 Shore Rd., Fish Creek, WI 54212
www.northernskytheater.com

Door County THEATRE



Discover Door County's professional theatrical treasure, presenting Broadway-quality comedies, dramas and musicals for 85 seasons. Generations of locals and visitors alike have been enchanted by the Peninsula Players experience, from its enthralling artistic company and show selections to its relaxing, serene shoreline location. June 16 - October 18, 2020.

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

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





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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

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

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 longhouses 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 tour available.

ONEIDA NATION OF WISCONSIN
Leah Stroobants
lstrooba@oneidanation.org, 920-496-5647
2701 W. Mason St.
Green Bay, WI 54303
www.exploreoneida.com/tour/

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

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C&M PRESENTS
Susan Broberg
info@candmpresents.com
920-471-7951
2488 Wildwood Drive
Green Bay, WI 54302
www.candmpresents.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



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Greater Green Bay Area LODGING



Hyatt Regency Green Bay is conveniently located in downtown Green Bay along the Fox River Trail. When you stay downtown, it puts you and your guests in the middle of everything; where you can enjoy the hub and flavor of the city and its inhabitants. The real advantages of staying at the Hyatt Regency Green Bay is the fact that you will be able to find and have access to all of the restaurants, stores, short distance to airport and local establishments from a central city point.

HYATT REGENCY GREEN BAY
Hailey Crowe
hailey.crowe@hyatt.com
920-321-5060
333 Main St., Green Bay, WI 54301
www.greenbay.regency.hyatt.com



ONEIDA TOURS



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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.

EXPERIENCE ONEIDA TOUR

Your journey will begin at the edge of the woods, awaiting your invitation to come into the Oneida village. Visitors will enter the longhouse with the Creation Story. It was the start of time for the Oneidas. Learn about their way of life, clans, pottery, the Iroquois Confederacy and a life of survival. This survival expands through the 1700s when the Oneida way of life is put to the test when their territory is caught up in the Revolutionary War.

AGRICULTURE TOUR

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

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.



EXPERIENCE ONEIDA TOUR



AGRICULTURE TOUR



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Eastern Shores Region

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Amanda LaFave
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2040 Airport Drive, Green Bay, WI 54115
www.radisson.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

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We like to think of ourselves as theater for non-theater people. Since beginning in 2000, we have shared over 127 different shows to over 320,000 audience members — and we're still going strong. Our all-original musicals will have you wowing at the talent and laughing in the aisle.

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frank@letmebefranks.com
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www.letmebefranks.com

Oshkosh/Fond du Lac/Appleton ATTRACTION



The world-class EAA Aviation Museum is located in Oshkosh, Wisconsin and opened in 1983. The facility showcases more than 100 aircraft spanning the entire history of personal flight, from the Wright Brothers to civilian space exploration. It also includes the seasonal Pioneer Airport, a faithful re-creation of a 1920s aerodrome that hosts flight experiences in vintage biplanes. More information is available at EAA.org/Museum.

EAA AVIATION MUSEUM
Amy Reese
areese@eaa.org, 920-426-6130
3000 Poberezny Rd.
Oshkosh, WI 54903
www.EAA.org/museum

Oshkosh/Fond du Lac/Appleton ATTRACTION



Truly experience Horicon Marsh by exploring the interactive Explorium exhibit, five miles of winding trails & boardwalk and the Flyway Gift Shop. The Horicon Marsh Education & Visitor Center offers breathtaking views, events, programs and even more. Open year-round (weekends). Closed on major holidays.

HORICON MARSH EDUCATION & VISITOR CENTER
Brittany Hopkins
info@horiconmarsh.org, 920-387-7890
N772S Highway 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



From the endearing charm of Wisconsin supper clubs to hands-on experiences, we invite you to experience Fond du Lac and the Lake Winnebago Region. From food to fun, to amazement and adventure, our must-do tours will make your group excursion a memorable one. We invite you to C'mon In!

DESTINATION LAKE WINNEBAGO REGION
Liz Engh
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



The Fox Cities-Greater Appleton Area, nestled along the Fox River and Lake Winnebago in east central Wisconsin, is comprised of 19 distinct, vibrant communities. We are makers at heart—of good friends, discoveries and memories. Our sumptuous food, one-of-a-kind shopping and uplifting arts, culture and sporting events will make your stay.

FOX CITIES CONVENTION & VISITORS BUREAU
Alison Hutchinson
ahutchinson@foxcities.org
920-734-3358
3433 W. College Ave.
Appleton, WI 54914
www.foxcities.org

Oshkosh/Fond du Lac/Appleton DMO



Oshkosh is conveniently located along I-41 less than 90 minutes from Milwaukee and only three hours from Chicago. Discover world-class museums, a historic downtown, fine dining restaurants and great views of Lake Winnebago and the Fox River on the beautiful Riverwalk. Customized group itineraries and guided tours available year-round.

OSHKOSH CONVENTION & VISITORS BUREAU
Cathy Cluff
cathy@visitoshkosh.com
920-303-9200
100 N. Main St. Suite 112, Oshkosh, WI 54901
www.visitoshkosh.com





Visit OSHKOSH

As a premier destination in the heart of Wisconsin, Oshkosh always offers an exciting variety of events and attractions for groups of any size. Explore life by the lake and take a stroll on the riverwalk or attend events ranging from dinner theaters to the world's largest airshow, EAA AirVenture. Supper clubs, waterfront dining, breweries, wineries, chocolate shops and drive-ins allow every visitor to find their favorite flavors. **From beginning to end, tours are better in Oshkosh!**

OSHKOSH

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Eastern Shores Region

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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.

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David Helgeson
dhelgeson@bwoshkosh.com • 920-230-6288
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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 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. Located across from Fox River Mall. Complimentary motorcoach parking.

COMFORT SUITES APPLETON

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

Oshkosh/Fond du Lac/Appleton LODGING



Brand-new modern hotel featuring 121 guest rooms. Enjoy breakfast and dinner in Toast to Toast, our fast casual restaurant. Take a dip in the pool to relax after a long day. Enjoy our spacious fitness center and outdoor patio. Close to I-41 and Fox River Mall. Complimentary motorcoach parking and Step-On welcome.

HOLIDAY INN APPLETON

Joan Pinch
jpinch@wiscohotels.com
920-322-8204
1565 N. Casaloma Drive, Appleton, WI 54913
www.wiscohotels.com

Oshkosh/Fond du Lac/Appleton LODGING



Our beautiful hotel offers 86 spacious guest rooms with refrigerators, microwaves and Keurig coffeemakers. Bright open breakfast room offering complimentary deluxe breakfast buffet. Indoor pool, outdoor fireplace and sitting area. Complimentary motorcoach parking. Easy access from highway.

HOLIDAY INN EXPRESS & SUITES FOND DU LAC

Joan Pinch • jpinch@wiscohotels.com
920-322-8204
625 W. Rolling Meadows Dr., Fond du Lac, WI 54937
www.wiscohotels.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@wiscohotels.com
920-322-8204
2251 Westowne Ave., Oshkosh, WI 54904
www.wiscohotels.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@wiscohotels.com
920-322-8204
625 W. Rolling Meadows Drive
Fond du Lac, WI 54937
www.wiscohotels.com

Oshkosh/Fond du Lac/Appleton LODGING



The Country Inn & Suites by Radisson is a 65-room hotel located near I-41 and Kandy Sports Park. This property is group friendly and includes the following amenities: complimentary breakfast, indoor pool, elevator, fitness center, complimentary on-site parking and free Wi-Fi.

REGENCY HOTEL MANAGEMENT

Country Inn & Suites by Radisson
121 Merwin Way, Fond du Lac WI 54937
920-924-8800
awild@regencymgmt.com
www.radissonhotels.com/en-us/hotels/country-inn-fond-du-lac-wi

Sheboygan/Manitowoc Area ATTRACTION



The Art Preserve of the John Michael Kohler Arts Center lets visitors interact with the Arts Center's world-renowned collection of artist-built environments—evocations of the gardens, homes, parks and yards that artists filled or covered with works of art. Art Preserve opens August 29, 2020. Free admission.

ART PRESERVE

Stephanie Schefsky
sschefsky@jmkac.org
920-458-6144
3636 Lower Falls Rd., Sheboygan, WI 53081
www.jmkac.org/artpreserve





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From the endearing charm of Wisconsin supper clubs to hands-on experiences, we invite you to experience Fond du Lac and the Lake Winnebago Region. We love to showcase our unique attractions, rich history and a welcoming community. From food to fun, to amazement and adventure, our must-do tours will make your group excursion a memorable one. Suggested and customized itinerary planning is available upon request. Your escape from the ordinary starts here – we invite you to C'mon in!



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Let the adventure begin at FDL.com/Tours

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Eastern Shores Region

Members

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 Johanek
angel@farmwisconsin.org
920-726-6004
7001 Gass Lake Rd., Manitowoc, WI 54220
www.farmwisconsin.org

Sheboygan/Manitowoc Area ATTRACTION



You're invited to the Hamilton Wood Type & Printing Museum in Two Rivers to learn about typography, wood type and the rich history of American printing. The Hamilton Company, founded in 1880, became known as America's largest type maker. The Hamilton Museum features over 1 million pieces of this history.

HAMILTON WOOD TYPE MUSEUM
Tootsie Marie Sommers
tootsie@woodtype.org
920-794-6272
1816 10th St., Two Rivers, WI 54241
www.woodtype.org

Sheboygan/Manitowoc Area ATTRACTION



**John Michael
Kohler Arts Center**

Sheboygan's acclaimed arts center features Scontemporary art exhibitions, performances, community events, family-friendly activities and classes and workshops for all ages. Shop features one-of-a-kind merchandise, and Café specializes in tempting, house-made soups, sandwiches, salads and desserts. Free admission.

JOHN MICHAEL KOHLER ARTS CENTER
Stephanie Schefsky
sschefsky@jmkac.org
920-458-6144
608 New York Ave., Sheboygan, WI 53081
www.jmkac.org

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 ATTRACTION



The Wisconsin Maritime Museum engages and educates the public about the maritime history of Wisconsin in the Great Lakes region, including Wisconsin's World War II submarines and the USS Cobia, by collecting and preserving artifacts and archival materials, creating interactive exhibits, promoting research and developing and implementing maritime educational programs.

WISCONSIN MARITIME MUSEUM
Abbie Diaz
adiaz@wisconsinmaritime.org
920-684-0218
75 Maritime Drive, Manitowoc, WI 54220
www.wisconsinmaritime.org

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**
RaeAnn Thomas
rthomas@manitowoc.info • 920-686-3077
4221 Calumet Ave., Manitowoc, WI 54220
www.manitowoc.info

Sheboygan/Manitowoc Area DMO



Known as “the spirit on the lake,” Sheboygan is nestled along the shoreline of Lake Michigan, halfway between Milwaukee and Green Bay. We're the “Malibu of the Midwest” and the “Bratwurst Capital of the World.” From a wide variety of world-class food options to group-friendly attractions welcoming hotels and scenic vistas, we encourage you to explore “The Sheboygan Way.”

VISIT SHEBOYGAN
Shelly Harms
shelly@visitsheboygan.com
920-335-0065
826 S. 8th St., Sheboygan, WI 53081
www.visitsheboygan.com

Sheboygan/Manitowoc Area FESTIVAL



Making Spirits Bright is a drive-through show beginning Friday after Thanksgiving through December 31, 2020. Admission free in Sheboygan's Evergreen Park, where light displays are choreographed to music. Experience entertainment, photos with Santa and 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

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.

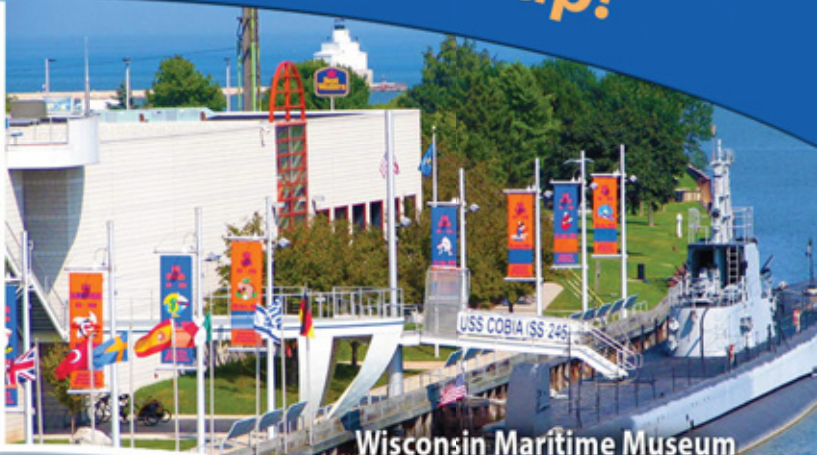
HENNING'S CHEESE
Mindy Ausloos
mindy@henningscheese.com
920-894-3032
20201 Point Creek Rd., Kiel, WI 53042
www.henningscheese.com



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Rahr West Art Museum



Wisconsin Maritime Museum

Now Open! Farm Wisconsin Discovery Center Est. July 2018



Badger Carferry



Rogers Street Fishing Village



Hamilton Woodtype
& Printing Museum

COAST FOR A WHILE

Megan Bruckschen
mbruckschen@manitowoc.info
920.686.3077

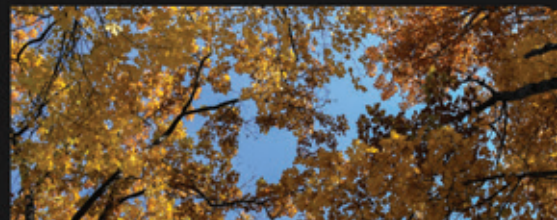
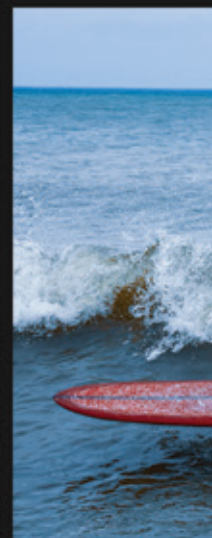
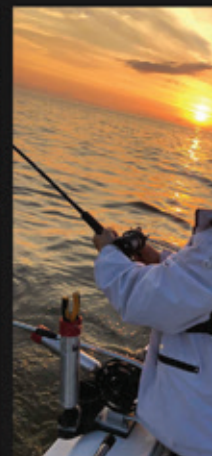
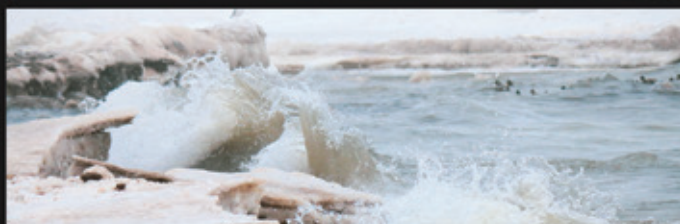
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Manitowoc Area Visitor
& Convention Bureau
www.manitowoc.info

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BLUE HARBOR RESORT
Kendall Kane
kkane@blueharborresort.com
920-457-9804
725 Blue Harbor Drive, Sheboygan, WI 53081
www.blueharborresort.com

Sheboygan/Manitowoc Area LODGING

Fairfield BY MARRIOTT

Sheboygan's newest hotel. Featuring 108 rooms, the Fairfield is the only Marriott property within 35 miles of Sheboygan. To start your day off right, complimentary breakfast awaits you in the morning. Relax and unwind in the pool or fitness center. Don't forget to grab a drink or appetizer in the lobby bar. Complimentary motorcoach parking.

FAIRFIELD INN & SUITES SHEBOYGAN
Joan Pinch
jpinch@wiscohotels.com
920-322-8204
4117 S. Taylor Drive, Sheboygan, WI 53081
www.wiscohotels.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 and 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

Greater Milwaukee Area ATTRACTION



Discover Cedarburg's rich history by stopping by the History Museum and Visitor Center located in the heart of downtown. The museum features rotating exhibits, historic photos and a general store. Stay up-to-date with local happenings and grab a commemorative item to bring home. You will fall in love!

**CEDARBURG HISTORY MUSEUM
AND VISITOR CENTER**
director@cedarburg.org
262-377-9620
N58 W6194 Columbia Rd., Cedarburg, WI 53012
www.cedarburg.org

Greater Milwaukee Area ATTRACTION

Charles Allis Art Museum

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



Edelweiss Cruises feature a fleet of five vessels able to accommodate groups from 30-140. Travel along the Milwaukee River and enjoy the breathtaking sites of downtown and the shoreline of Lake Michigan. Work with our Special Events Coordinator to customize your cruise by adding lunch, brunch, sightseeing or dinner.

EDELWEISS CRUISES AND BOAT TOURS
Lindsay Hanson
Lindsay@edelweissboats.com
414-276-7447
205 W. Highland Ave., Milwaukee, WI 53203
www.edelweissboats.com

Greater Milwaukee Area ATTRACTION

GROHMANN MUSEUM

The museum's collection comprises more than 1,400 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



Awalk 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
400 W. Canal St., Milwaukee, WI 53203
www.h-dmuseum.com

Greater Milwaukee Area ATTRACTION



Explore Milwaukee's downtown and neighborhoods with a Historic Milwaukee step-on guide. Learn about early Milwaukee history, discover architectural gems by local & international architects and discover how the modern city is adapting. Our Milwaukee-themed store has 200+ book titles, locally made home goods, gifts, art, kids items and more.

HISTORIC MILWAUKEE, INC.
Julia Griffith
julia@historicmilwaukee.org
414-277-7795
235 E. Michigan St., Milwaukee, WI 53202
www.historicmilwaukee.org



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Our Museums

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



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or mpappas@cavtmuseums.org.



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MUSEUM



Eastern Shores Region

Members

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



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

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.milwaukee-county-zoo.org

Greater Milwaukee Area ATTRACTION



A visit to The Milwaukee Public Museum 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. What will you find?

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-foot 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 Clausen 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 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, 262-968-4161
S43 W31575 Depot Rd.
Genesee Depot, WI 53127
www.tenchimneys.org

Greater Milwaukee Area ATTRACTION

VILLA TERRACE
DECORATIVE 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@quiltmuseum.com • 262-546-0300
PO Box 562
N50 W5050 Portland Rd., Cedarburg, WI 53212
www.quiltmuseum.com



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Milwaukee County Zoo

For details on group rates and tours, contact
Cheyenne Gillis at 414-256-5430 or
Cheyenne.Gillis@milwaukeecountywi.gov

www.milwaukeezoo.org

6638J15

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Eastern Shores Region

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It's all happening at Potawatomi Hotel & Casino, Milwaukee. Open 24/7, this #1 Midwest Entertainment Destination features over 2,500 slots, nearly 100 table games, bingo, poker and off-track betting alongside seven restaurants, bars, event space, a 500-seat theater, full-service spa and 500 luxury hotel rooms. Plan your visit today!

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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 and stories of Milwaukee's rich immigrant past. Fully customizable; a progressive meal with a side of history.

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Theresa Nemetz
theresa@milwaukeefoodtours.com
414-255-0534
2419 N. 62nd St., Wauwatosa, WI 53213
www.milwaukeefoodtours.com/group-travel

Greater Milwaukee Area DMO



Discover charming downtowns, carefully preserved natural amenities and a treasure trove of things to do in Ozaukee County, Wisconsin's grandest east coast county.

OZAUKEE COUNTY TOURISM
Kathy Meulemans
info@ozaukeetourism.com
800-403-9898
P.O. Box 721, Grafton, WI 53024
www.ozaukeetourism.com

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 breathtaking lighted lantern displays directly from China at the Boerner Botanical Gardens in the fall of 2020. 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, Sheephead, Volkswagen Club, Glockenspiel and more. Make memories at German Fest from July 24-26, 2020. 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. Get in on the fun at the 2020 Wisconsin State Fair, August 6 - 16.

WISCONSIN STATE FAIR
Group Sales Department
groupsales@wistatefair.com
414-266-7000
640 S. 84th St., West Allis, WI 53214
www.wistatefair.com

Greater Milwaukee Area LODGING



If your guests are looking for an apartment-like atmosphere, then the Candlewood Suites is the perfect choice. Located just nine miles from the Potawatomi Casino, all suites have a fully equipped kitchen. Affordable seasonal group rates are available. Complimentary onsite motorcoach parking. Luggage handling available. First floor and accessible rooms.

CANDLEWOOD SUITES MILWAUKEE AIRPORT
Joan Pinch
jpinch@wiscohotels.com
920-322-8204
6440 S. 13th St., Oak Creek, WI 53154
www.wiscohotels.com



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OF THE
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CHEESE CURD COUNTY

VISIT

Milwaukee

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BEER
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'HAPPY DAYS'

Home ^{MKE}



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OF THE
SMALLEST PARADE
IN THE WORLD

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THE CITY WHERE
BEER FLOWS BENEATH



THE HON
TUD

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BARON BURIAL GROUND





Eastern Shores Region

Members

Greater Milwaukee Area LODGING



Offering 138 oversized guest rooms, complimentary breakfast and on-site Duffy's Pub serving complimentary beverages Sunday through Thursday. All rooms have a microwave, refrigerator, coffeemaker, hairdryer and free 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@wiscohotels.com
920-322-8204
6362 S. 13th St., Oak Creek, WI 53154
www.wiscohotels.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 and complimentary beverages served Sunday-Thursday. Relax in the pool and whirlpool. Ideally located, the Fairfield is only minutes from downtown Milwaukee and two hours from Chicago and Green Bay. Free motorcoach parking.

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

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

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

Greater Milwaukee Area SHOPPING



Shop for an array of cheeses, sausages and specialty Wisconsin items or enjoy a delicious homemade meal at one of our two locations.

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West Allis, WI 53219
www.wacheese-gifts.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. Onsite food/beverage available for your one-stop event.

MARCUS PERFORMING ARTS CENTER
John Barnes
jbarnes@marcuscenter.org
414-273-7121
929 N. Water St., Milwaukee, WI 53207
www.marcuscenter.org

Walworth County ATTRACTION



When you visit Black Point Estate, you're taking your group on a sojourn to Lake Geneva's past! Take in stunning views from the veranda and get a taste of what it was like to summer in this historic place. See one of the most intact collections of Victorian furnishings in the Midwest.

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

Walworth County ATTRACTION



Ride the last 7 miles of electric interurban track in Wisconsin on historic streetcars or interurbans. Charters - including dining charters - are welcome any day of the week. Ride from 30 minutes to two hours. Just 35 miles southwest of Milwaukee and 15 miles north of Lake Geneva.

EAST TROY RAILROAD MUSEUM
Becky Schoonover
charters@easttroyrr.org
262-642-3263
2002 Church St., P.O. Box 943
East Troy, WI 53129
www.easttroyrr.org

Walworth County ATTRACTION



For the true Lake Geneva experience you have to get on the water! Mailboat, Luncheon, Black Point Tour, Ice Cream Social and more. All tours offer a historical narration of the estates that line the shores. Tours operate May through October as well as Santa Cruises in November and December.

LAKE GENEVA CRUISE LINE
Susan Schindler
susan@glcl.net
262-248-6206
812 Wrigley Drive, P.O. Box 68
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www.cruiselakegeneva.com





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National Railroad Museum™

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920.437.7623
nationalrrmuseum.org

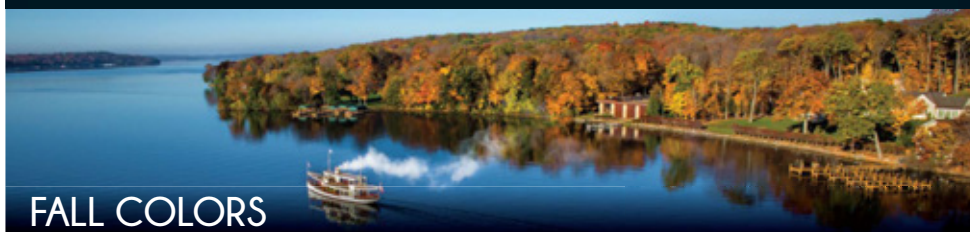







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Eastern Shores Region

Members

Walworth County ATTRACTION



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Caroline Cornelison
groups@visitwalworthcounty.com • 262-728-6000
2375 E. Geneva St., Delavan, WI 53115
www.visitwalworthcounty.com

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Terri Bain, Director of Corporate Sales
tbain@lakelawnresort.com
262-728-7950
2400 E. Geneva St., Delavan, WI 53115
www.lakelawnresort.com

Walworth County THEATRE



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AND PETTING ZOO**
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www.thedancinghorses.com

Walworth County THEATRE



At Rosewood you select the show, in this premier entertainment, shopping and dining destination, featuring themed cabaret-styled music productions with state-of-the-art sound, lights and video. Events feature fresh, farm-to table cuisine and the finest Midwestern hospitality. From Broadway to 50s & 60s to Country Crossroads, join us and enjoy.

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gretch@rosewoodwi.com
262-725-7286
2484 County Road O South
Delavan, WI 53115
www.rosewoodwi.com

Racine/Kenosha Area ATTRACTION



Apple Holler is a farm-to-table restaurant, bakery, gift shop, orchard and family farm with pick-your-own-apples, peaches pears and pumpkins. Enjoy four seasons of fun: orchard & farm tours, hayrides, sleigh rides and barnyard animals. Serving breakfast, lunch and dinner in rustic and charming Red Barn restaurant. Apple Holler is a perfect wedding venue and agritourism destination.

APPLE HOLLER
Dave Flannery
info@appleholler.com
262-884-7100
5006 S. Sylvania Ave.
Strutvant, WI 53177
www.appleholler.com

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 street-car rides near Lake Michigan, free parking and complimentary leader and driver admissions.

CIVIL WAR MUSEUM
Caitlin Manwaring
Cmanwaring@kenosha.org
262-653-4424
reservations@kenosha.org
262-653-4433
5400 First Ave., Kenosha, WI 53140
www.thecivilwarmuseum.org

Racine/Kenosha Area ATTRACTION



Climb aboard the Jelly Belly Express and learn about the company's world-famous candy making through a tour featuring new interactive exhibits and HD/4k videos, and enjoy free samples. Complimentary tours run daily 9 a.m. to 4 p.m. Store open daily 9 a.m. to 5 p.m.

JELLY BELLY VISITOR CENTER
Joy Basco
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 the Racine Art Museum. Home to the largest collection of contemporary craft in the U.S.—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



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 on electric streetcars, go charter fishing, shop at Pleasant Prairie Premium Outlets and more.

VISIT KENOSHA
Eva Hoey
eva@visitkenosha.com
262-857-7164
600 52nd St. #140,
Kenosha, WI 53158
www.visitkenosha.com

Racine/Kenosha Area DMO



Frank Lloyd Wright architecture, Danish bakery tours, CNH Tractor factory, including the Experience Center, Wind Point Lighthouse, Historical 1800's DeKoven Center or Masonic Center, glass blowing and the largest collection of American contemporary craft art in the country. Just a few things your groups can tour in Racine.

REAL RACINE
Eileen Arnold
Eileen@realracine.com
262-884-6407
14015 Washington Ave.
Sturtevant, WI 53177
www.realracine.com

Racine/Kenosha Area SHOPPING



Pleasant Prairie Premium Outlets has exceptional brands at extraordinary savings of 25%-65% off everyday. Pleasant Prairie Premium Outlets is an outdoor center that consists of over 90 stores. Conveniently located off I-94 and Highway 165, Pleasant Prairie Premium Outlets proudly serves the greater Chicago and Milwaukee areas. Bus parking available.

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Jason Abramczyk
jason.abramczyk@simon.com
262-857-3061
11211 120th Ave., Pleasant Prairie, WI 53158
www.premiumoutlets.com/outlet/pleasant-prairie/stores



Wind Point Lighthouse



S.C. Johnson Administration Building



Racine Art Museum

Kringle Capital

AND SO MUCH MORE.

realracine
REALRACINE.COM



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

Eileen Arnold, CTIS
eileen@realracine.com
262.884.6407

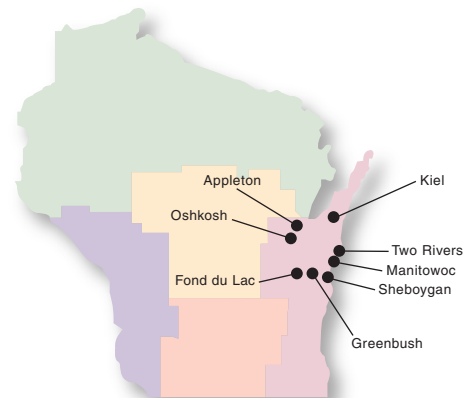


Racine, Wisconsin is located off the shores of beautiful Lake Michigan, ideally located along Interstate 94 between Milwaukee and Chicago.

Central Eastern Shores

Sheboygan, Greenbush,
Kiel, Manitowoc

day 1



SHEBOYGAN, GREENBUSH, KIEL, MANITOWOC

Head north to **Sheboygan** to open your eyes at an innovative cultural oasis recognized as a visionary leader in the international art world and a lively place for gathering: the **John Michael Kohler Art Center**. Offering participatory tour experiences, hands-on workshops and engaging curriculum, the Kohler Art Center can customize your group's experience and offers changing exhibits. What was once a dream grows closer to reality as the Kohler Arts Center nears completion of the **Art Preserve** – a 6,000-square-foot space designed to elevate the presentation and preservation of the center's well-known collection of artist-based environments. The public will have access to view the collection year-round. The main level is a facsimile of Eugene Von Bruenchenhein's pastel-colored frame home in Milwaukee where he created and stores thousands of photographs, paintings, sculptures and other works of art. The Preserve will also highlight the works and lives of over 30 artists with tableaux settings of art environments.

If visiting at the holidays, be sure to mark your calendar for **Making Spirits Bright** – a drive-through festival of lights choreographed to music from the Friday after Thanksgiving to the

last day in December in Sheboygan's Evergreen Park. Make a stop at Quarryville Center across from the park for entertainment, photos with Santa and a wreath raffle.

On to Greenbush to tour the **Wade House** – a stagecoach hotel, blacksmith shop and carriage museum. Experience the thrill of a horse-drawn wagon ride through the woods. The Wesley W. Jun Carriage Museum offers a view of the past when horse-drawn transportation was the only means of getting around, with over 100 carriages and wagons spanning the period between 1870 and 1915.

Set your sights north through rural countryside to **Henning's Wisconsin Cheese** in Kiel. Watch the cheese being made, sample fresh cheese curds and stock-up on award-winning family-made cheese including aged peppercorn, pico de queso and mild cheddar. Ask about their Mammoth Wheels.

After your cheese appreciation tour head to the **Farm Wisconsin Discovery Center** in Manitowoc to learn more about where your food comes from, how it's produced and who is producing it. From interactive displays to a cow birthing barn and a café, the center offers your group insight into the world of today's farmer.



Wade House



Horicon Marsh Education & Visitor Center



Paine Art Center and Gardens

day 2

TWO RIVERS, APPLETON, OSHKOSH, FOND DU LAC

Head to Two Rivers (known as “Trivers” locally) to the **Hamilton Wood Type & Printing Museum** to see the world’s largest collection of wood type. Tour the type-making equipment, view the gallery’s current exhibit and learn about the rich beauty of American printing. Shop for cards, posters, wearables and books.

Nestled along the Fox River and Lake Winnebago are 19 communities that make up greater Appleton, known as **Fox Cities**. Known for Wisconsin’s best shopping, cultural arts and entertainment and a wide variety of dining experience, the Fox Cities will keep your group engaged and having fun.

Oshkosh, known as Wisconsin’s Event City, offers groups a variety of experiences that include theater waterways, super clubs, waterfront dining, breweries and chocolate shops. Itineraries for groups include “Beer, Wine & Cheese,” “Fun in the Sun” and “Museums & Art.” An insight into aviation history awaits with a tour of the **EAA Aviation Museum**. Featuring more than 200 historic aircraft and a real working aerodrome, the museum is

recognized as one of the most extensive aviation attractions in the world. The **Paine Art Center and Gardens** is a preserved historic estate featuring art, gardens and inspiration. Known as an “American Castle,” the breathtaking 1920s mansion offers changing exhibits and amazing holiday displays.

Head south and “c’mon in” to **Fond du Lac and the Lake Winnebago Region**—an ideal hub and spoke for over 80 attractions. From iconic supper clubs to farm-to-table restaurant offerings, from the country’s best ice cream shop to breathtaking views from the Niagara Escarpment, your group will find a variety of itineraries and hand-on experiences. Get a glimpse of life on the Horicon Marsh thousands of years before European settlement and witness the current wetland at the **Horicon Marsh Education & Visitor Center**. Check out the interactive exhibits at the Explorium narrated from the viewpoint of an arrowhead that will keep your group company through the journey as they view, listen, touch and even smell exhibits that document the changes in the marsh over time. 🇺🇸



EAA Aviation Museum

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Circle Wisconsin Midwest Marketplace

Meet with over 100+ Midwestern Group Friendly Suppliers, April 19-21, 2020
Best Western Premier Waterfront, Hotel & Convention Center, Oshkosh, WI

Explore the Milwaukee, WI area during the Post FAM
For more information and to register

www.midwestmarketplace.org

Watch for details on the 2021 Marketplace
to be announced soon!





STEP BACK IN TIME

Countless collections, priceless autos and recreated shopfronts await groups in this blast to the past.

Take a short drive from Richland Center to a climate-controlled museum. This immersive experience recreates the businesses of yesteryear. Visitors will receive a guided tour from founders Steve and Carol Stevenson and admire the collections of vintage automobiles, model trains and John Deere memorabilia. Catered meals and bus parking are available.

TOWN OF STEVENSON MUSEUM
RICHLAND CENTER, WI
(608) 538-3900
LES@TOWNOFSTEVENSON.COM
WWW.TOWNOFSTEVENSON.COM











MID-CONTINENT RAILWAY MUSEUM



RIDE INTO THE PAST!

Take a 55-minute, 7-mile round-trip journey through rural Wisconsin countryside aboard 100-year-old passenger cars

Explore the indoor/outdoor museum with locomotives, railcars and railroad exhibits

RR Gift Shop in depot

Group rates available

Free bus parking

Free picnic area

Self-guided tour of museum displays

Guided tours available with advance request

Highly Acclaimed

Google User Rating: 4.5 / 5

TripAdvisor Rating: 4.5 / 5

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< Founders Jim & Russ Klisch



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Over 33,000 sq. ft. of casino floor with your favorite slots, video poker and a complete selection of table games including: Blackjack, Progressive Three-Card Poker, Let-It-Ride, Craps, Ultimate Texas Hold 'Em, Mississippi Stud and Roulette. The 250-seat bingo hall features all the comforts you need to enjoy this favorite for those 18 years and over. Relax in the Spirit Island Lounge located on the Casino Floor.

The beautifully furnished standard rooms offer two queen-size 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.



MENOMINEE
CASINO RESORT

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MenomineeCasinoResort.com

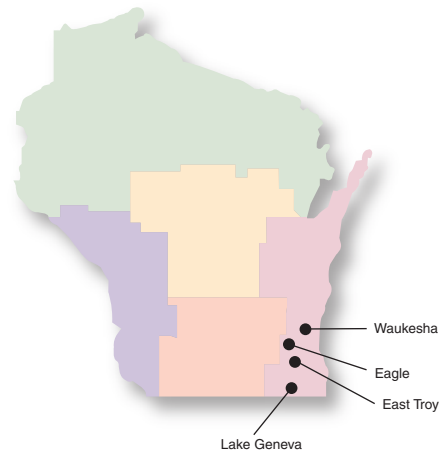
Book your next Motorcoach Day or Overnight trip to
Menominee Casino Resort.

For all information on Motorcoach group packages
please contact Guest Services

800-343-7778

West Eastern Shores

Insight into Wisconsin's History



day 1

LAKE GENEVA, EAST TROY

Fun is in our nature in **Lake Geneva and Beyond: Walworth County**. With great theaters, unique shopping, historic tours and delicious dining, the area is perfect for a hub & spoke tour. Itineraries include "Antique Hunting," "Down on the Farm," "Harvest Adventure," "History Comes Alive," "On Stage" and "Unwind!" Take your group into a glimpse of the past at the **Black Point Estate and Gardens**. See one of the most intact collections of Victorian furnishings in the Midwest. Tour one of the finest examples of Queen Anne architecture, view the ever-changing perennial gardens and relax on the wicker furniture as you can catch a summer breeze on the veranda overlooking Geneva Lake.

Enjoy a 14-mile scenic trip aboard restored trolleys and interurban cars at the **East Troy Railroad Museum**, listed on the National Register of Historic Places. Stops include a farm stand known for their apple pie.



East Troy Railroad Museum

day 2

EAGLE, WAUKESHA

Head north to Eagle for a trip back in time at **Old World Wisconsin**. Immerse your group in a hands-on historical exploration of working farms, a schoolhouse, village shops and heirloom gardens. Take a self-guided tour, a narrated tram experience, a flashback field trip and a "Wisconsin Journey."

Spend time touring **Ten Chimneys** and celebrate Broadway's remarkable coulees: Alfred Lunt and Lynne Fontanne. Lovingly created by the couple this estate features a one-of-a-kind collection amassed during their lifetime. From a full estate tour to a "Champagne & Canapes Tour," your group will feel the charm of the theater in this Wisconsin gem.



Ten Chimneys



Old World Wisconsin

North Eastern Shores

Explore Green Bay and Open The Door to Adventure

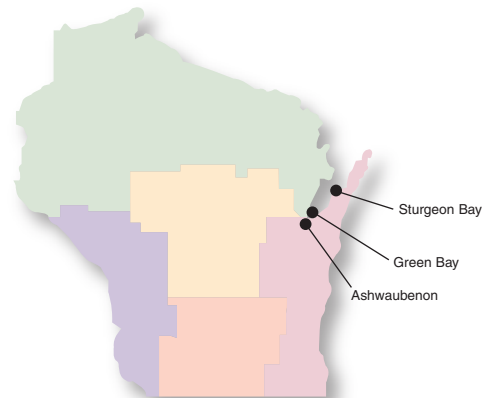
day 1

GREEN BAY

See things you've never seen before when you amp up your group tours with one or more of Green Bay's Signature Experiences. From art to history, sports to religion, waterfront to culinary adventures, the **Greater Green Bay Area** will amaze you with heightened awareness of your surroundings. The **Oneida Nation Tours** combine culture with local history. Enjoy a tour through the Wisconsin countryside, stop at a buffalo overlook and an Amish general store. Visit the Oneida cultural village, historic log homes, veterans' wall, a 175-year-old Episcopal Church and the **Oneida Nation Museum**.

Next stop is the **Green Bay Botanical Garden**, which includes 47 acres of display gardens and areas of natural beauty. A knowledgeable guide will share unique stories of the garden's history. Tour offerings include "Taste of the Garden," "Gardener's Delight," "Herbal Adventure," and the "Green Gardening & Sustainability Tour."

Tour the Packers Heritage Trail with **C&M Productions** for over 100 years of football history. Want more than a "cookie cutter" tour? C&M Productions will deliver a unique experience in Northeastern Wisconsin with a customized tour for your group.



Green Bay Botanical Garden

day 2

GREEN BAY, STURGEON BAY

Start your day with a new perspective of life at **The National Shrine of Our Lady of Good Help** in Champion north of Green Bay. Designated a National Shrine and the only Marian shrine in the U.S. on a site of a Vatican-approved Marian apparition. Here you will walk the grounds where the Blessed Virgin Mary appeared to young Adele over 160 years ago. Adele devoted her life to spreading Mary's good news, and the Shrine continues to inspire thousands of visitors each year. Tonight enjoy an evening of entertainment in Door County at the **Peninsula Players** or **Northern Sky Theaters**, or in **Green Bay** laugh along with a delightful one-of-a-kind performance with **Let Me Be Frank Productions**.

Continue north to the Door Peninsula for breathtaking views, historic villages, miles of shoreline and endless fun in **Door County**. Stop at the **Door Peninsula Winery** with over 50 fruit wines, varietal-fruit blends and premium grape wines. Shop for wine accessories, gifts and gourmet foods. Agriculture plays an important role in Door County's economy, which is home to many family-owned and operated orchards that produce cherries and apples, as well as family farms that focus on dairy products. Before heading to **Rowley's Bay** for dinner to enjoy a traditional Door County Fish Boil stop in **Ephraim** for a docent led tour of this quaint historical village along the bay.



The National Shrine of Our Lady of Good Help

day 3

ASHWAUBENON, GREEN BAY

Returning to Green Bay, **The National Railroad Museum** shines light on the history, culture and technology of railroading in America with over 70 pieces of vintage rolling stock. Be sure your group experiences the 25-minute train ride tour of the museum's 33 acres. The conductor is your guide to the museum's highlights and stories of riding the rails and the hobo experience.

The last stop on your tour is **The Automotive Gallery** – educating, inspiring and sharing the passion of America's love affair with the automobile. Build an appreciation of the automobile as art with more than 70 vehicles each with their own story. Originally a car dealership, the gallery's guides will keep you learning and laughing.



The Automotive Gallery



South Central Crossroads

Members

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.

THE HOUSE ON THE ROCK

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

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

Maureen Martin
maureen@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 shopping in Downtown Middleton and Greenway Station.

MIDDLETON TOURISM COMMISSION

Laura Portz, CMP
lportz@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



Cascade Development owns and operates three IHG-branded hotels throughout the greater Madison area. Our properties are conveniently located off Interstates 90/94/39 and are near a variety of restaurants, shopping, entertainment and much more. Bus parking, Wi-Fi and access to our pool/spa and fitness facilities are complimentary.

CASCADE DEVELOPMENT

Justine Alexander
justinealexander@cascadedevelop.com
608-216-7512
5150 High Crossing Blvd., Madison, WI 53718
www.cascadedevelop.com

Madison/Middleton Lodging



BY CHOICE HOTELS

Awarded the No.1 Comfort Suites in the nation. All 95 suites offer microwave, refrigerator, coffeemaker and complimentary Wi-Fi. Your guests can utilize the pool, whirlpool and fitness center. Wake up and enjoy a complimentary deluxe breakfast buffet. Complimentary bus parking, pre-packaged keys and luggage handling available.

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



Enjoy the thrill of a big city and charm of a historic Midwest neighborhood minutes from area attractions, 30 miles from Spring Green, Wollersheim Winery & New Glarus Brewing Company. All rooms have refrigerator, microwave, Keurig coffeemaker, hairdryer and complimentary Wi-Fi. Full service restaurant/lounge, pool, whirlpool and fitness center.

HOLIDAY INN HOTEL & SUITES MADISON WEST

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

Madison/Middleton Lodging



The North Central Group owns and operates 9 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

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

Stepahnee Hughson
office@cambridgewi.com
608-423-3780
102 W. Main St., Cambridge, WI 53523
www.cambridgewi.com



MIDDLETON

wisconsin



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tourmiddleton.com



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VISIT
MADISON
Wisconsin



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Holiday Inn
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Madison / Middleton

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Sample Area Itineraries



South Central Crossroads

Members

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
Carrie Chisholm
tourism@fortchamber.com
920-563-3210
244 N. Main St., Fort Atkinson, WI 53538
www.fortchamber.com

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, coffeemaker, 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

Fort Atkinson/Cambridge THEATRE



Exciting professional musicals, memorable dining, spectacular gift shops, Klopick 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

New Glarus 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 DMO



Visit New Glarus, America's Little Switzerland! Established as a Swiss colony, New Glarus retains its Swiss charm via alpine architecture, traditional festivals and mouthwatering Swiss delicacies. Visit the Swiss Historical Village, Chalet of the Golden Fleece, breweries and wineries or one of many unique boutiques in our old-world downtown.

NEW GLARUS CHAMBER OF COMMERCE
Bekah Stauffacher
bekah@swisstown.com • 608-527-2095
418 Railroad St., P.O. Box 713
New Glarus, WI 53574
www.swisstown.com

New Glarus LODGING



Greetings from the Chalet Landhaus Inn, where traditional Swiss hospitality and charm welcome you all year round. Chalet Landhaus is built in traditional Swiss style - with a perfect blend of modern convenience and old-fashioned Swiss decor - to give you a touch of Switzerland close to home.

CHALET LANDHAUS INN
Briana Lenzlinger
briana@chaletlandhaus.com
608-527-5234
801 Highway 69, P.O. Box 878
New Glarus, WI 53574
www.chaletlandhaus.com

New Glarus SHOPPING



Located in the Roth Kase Creamery, home of the world champion cheese SURCHOIOX. A leader in quality, selection and price. Come watch cheese being made and enjoy free samples.

ALP & DELL CHEESE
Tony Zraggen
tony@alpanddellcheese.com
608-328-3355
657 2nd St., Monroe, WI 53566
www.alpanddellcheese.com

Janesville/Beloit DMO



Whether you prefer themed itineraries, industry tours, special events, botanical gardens or museums, 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
608-313-1366
25 Eclipse Center #1
Beloit, WI 53511
www.visitbeloit.com



New Glarus

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Swiss Historical Village

Exit

Entrance

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new glarus
america's little switzerland
chamber & visitor info

South Central Crossroads

Europe in Wisconsin

day 1

Start your tour in **Janesville**: Wisconsin's Great Outdoors. Industry tours, botanical gardens, historical attractions, wineries and breweries are just a few of the diverse activities offered in this hub & spoke destination. Book a farm tour, embark on a historic step-on guided tour of downtown or catch a performance. Then it's on to **Cambridge** and the Lake Ripley area. Stroll and shop down Main Street, visit galleries and pottery shops and make plans to learn more about the process of making pottery.

Nestled in the bend of the Yahara River, **Stoughton** celebrates its roots with four historic districts. Stroll back in time to an historic opera house. The downtown reflects the city's Norwegian heritage



Janesville Rotary Botanical Gardens

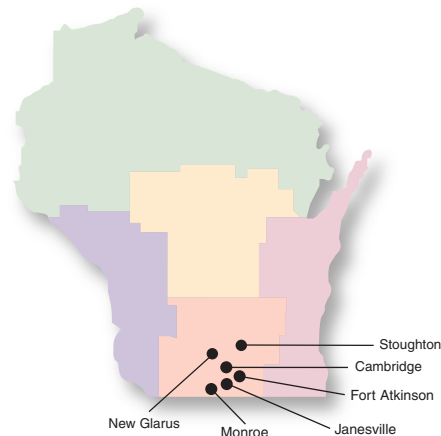
day 2

FORT ATKINSON

Spend the day in **Fort Atkinson**, founded in 1832 by General Henry Atkinson. Tour the city's downtown to see a replica of the original fort, a historical museum and dairy shrine. Fort Atkinson is best-known as the home of **The Fireside Theatre**, which presents professional Broadway musicals year-round along with fine dining and boutique shops. Make reservations well in advance to enjoy lunch and a show. 🇺🇸



Fireside Theatre



JANESVILLE, CAMBRIDGE, STOUGHTON, NEW GLARUS

with gift and specialty shops as well as a heritage center. Travel to the picturesque community of **New Glarus**, which was settled in 1845 by Swiss immigrants. Known as "America's Little Switzerland," here you'll be immersed in Swiss architecture, customs and cuisine. The **New Glarus Hotel Restaurant** is known for its cozy atmosphere, Swiss yodeling and authentic Swiss and German cuisine. Enjoy the locally brewed beer and live polka music. Located in the Roth Kase Creamery, **Alp & Dell Cheese** proclaims "Eat cheese and live well." Located in Monroe, the viewing hall allows your group to observe the cheese-making process. Wisconsin cheesemakers start early, so reserve your day and time weekdays between 9 a.m. and 1 p.m.



Alp & Dell Cheese



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Northwoods and Lake Superior

Members

ATTRACTION



Crossing Lake Superior between Bayfield and Madeline Island, enjoy spectacular views and the beauty of the Apostle Islands from our ferries. On the island, groups will experience a taste of island living with a guided tour, visiting the Madeline Island Museum, shopping, or strolling along Gitche Gumee. Madeline Island.....come over!

MADELINE ISLAND FERRY LINEY

Mary Ross

maryross@madferry.com

715-747-2051

100 Main St., P.O. Box 66, LaPointe, WI 54850

www.madferry.com

ATTRACTION



Free admission-open 365 days/year, 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

CASINO



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LEGENDARY WATERS RESORT & CASINO

Demetri Morris

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715-779-9463

37600 Onigaming Drive, Red Cliff, WI 54814

www.legendarywaters.com

CASINO



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Lisa Crowe

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www.menomineecasinoresort.com

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Guests experience non-stop action with 500+ slot machines available 24 hours a day. Don't miss out on the fun games and big jackpots in bingo. We have a newly renovated hotel and numerous table games to play. Enjoy fine dining at The Flames or The Springs with diverse menu options.

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Guest Services

loyalty@cartercasino.com

715-473-6870

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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& VISITORS BUREAU

Jackie Boos, jackie@chippewachamber.org

715-723-0331

1 N. Bridge St., Chippewa Falls, WI 54729

www.gochippewafalls.com

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

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



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



Minocqua isn't just a place to go. It's a place to GO. To get out there. Get active. And get into all the interests and activities you love most. Hiking. Biking. Fishing. Boating. We've got it all here. Even lumberjack shows and fireworks on New Year's Eve. So let's talk. Let's plan. Let's make it happen...Let's Minocqua.

LET'S MINOCQUA
 Jane Kincheloe, jane@minocqua.org
 715-356-5266
 8216 Hwy. 51 S. P.O. Box 1006
 Minocqua, WI 54548
www.letsminocqua.org

DMO



Douglas County and its unique communities and attractions are nestled on the western tip of the Great Lake Superior. From beautiful beaches to boreal forests to cascading waterfalls, Superior and Douglas County is a must-stop outdoor recreation destination in Northwest Wisconsin.

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

DMO



Experiences are everything! We collaborated with local artists, makers and brewmasters to offer groups exclusive experiences. Whether your travelers want to let out their inner-artist, step up to the plate where Hank Aaron started his baseball career, or experience the local wineries and breweries, there are many memorable adventures awaiting!

VISIT EAU CLAIRE
 Dana Crosson
dana@visiteauclaire.com
 715-829-2685
 128 Graham Ave., Suite 234, Eau Claire, WI 54701
www.visiteauclaire.com/plan/signature-experiences/

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

LODGING



Nestled on Miscoano Island in the middle of the Menominee River, we offer an island destination for group travelers with 55 suites and over 100 years of captivating Northwoods history. We have several restaurants onsite and elaborate banquet facilities. Activities include golfing, kayaking and pontoon rides; cross country skiing, snowshoeing and snowboarding in the winter.

THE FOUR SEASONS ISLAND RESORT
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 715-324-5800 ext. 150
 N16800 Shoreline Drive
 Pembine WI 54156
www.thefourseasonswi.com

LET'S MINOCQUA .ORG



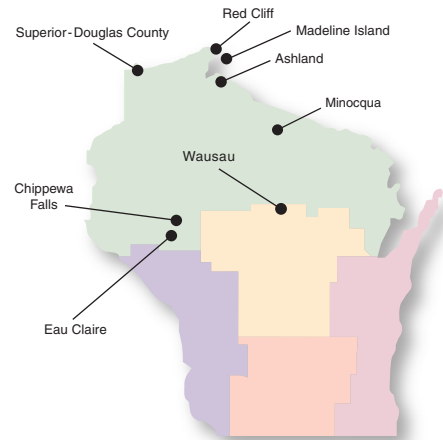
The Minocqua Area is a premier Northwoods destination! Our beautiful area offers a variety of attractions that will entertain groups of all ages. From dining to lodging this area creates an authentic Northwoods experience.

JANE KINCHELOE | 800-44-NORTH | jane@minocqua.org
 LET'S MINOCQUA | minocqua.org/groups/motorcoach-tours/



Northwoods & Lake Superior

Wisconsin – Naturally!



day 1

EAU CLAIRE, CHIPPEWA FALLS, SUPERIOR, RED CLIFF

Start your tour at the Western Gateway to Wisconsin on the banks of the St. Croix River in Hudson. Head east to **Eau Claire**, which has things to do for history buffs, indie music lovers, art connoisseurs and foodies. Two rivers converge in the heart of downtown, and your group will enjoy museums, breweries and everything from fine dining to cafes and pubs.

Just north is **Chippewa Falls**, the invisible link that welcomes you to Wisconsin's Northwoods, or as the Wisconsinites call it, "Up North." This is where natural beauty meets local charm with a variety of tours including "Food & Farm," "Brews, Wines & Spirits," "History & Theater" and "Art & Ice Cream."

Then your northern point of view becomes the top of the western tip of the state in **Superior** on the Great Lake Superior. Tour museums and mansions, arts centers and a train depot. There's plenty of outdoor recreation, but when the sun goes down there's lots of arts and entertainment, including galleries and performing arts. The **Legendary Waters Resort & Casino** offers a panoramic view of Lake Superior and the Apostle Islands.



Chippewa Falls

day 2

MADELINE ISLAND, ASHLAND, MINOCQUA

The Apostle Islands beckon you for a closer look at the spectacular landscape and island living as you board the **Madeline Island Ferry** in Bayfield. Be carried away on the 25-minute trip and enjoy island artistry, shopping and dining once you arrive at the city of La Pointe. Before leaving Lake Superior Country make a stop at the **Northern Great Lakes Visitor Center** in Ashland. The Center will round out your tour of "God's County" with exhibits, an observation tower, theater and gift shop.

Now head south to **Minocqua**. A quick side trip before you get there takes you to Phillips to visit the Wisconsin Concrete Park. Guided tours can be arranged in advance to see this outdoor museum of 237 embellished concrete and mixed media sculptures. In **Minocqua**, natural resources combine with group-friendly attractions to make memories that last a lifetime. From dining and fall color tours to walkable downtown shopping and waterskiing shows, your group will enjoy this "Up North" experience in all seasons.



Madeline Island Ferry

day 3

WAUSAU/CENTRAL WI

In the center of the state is the greater **Wausau** area. Stop at the Center of the World in the tiny Wisconsin town of Poniatowski and have your group's picture taken at the marker designating the 45 North Parallel and the 90 West Parallel. Tour a large dairy farm or ginseng field, an art museum, and an historic district. You'll enjoy big city vibe with small town hospitality.

The **Central Wisconsin Tourism Association** represents three communities in the heart of the state: Marshfield, Stevens Point/Plover and Wisconsin Rapids Area. They will assist you with a themed itinerary to include "Spud, Berry and Dairy Tour," "Garden/Nature Tour," "Industry Tour" or "Cranberry Tour." Or ask them to help customize your experience based on the group's interests. 🍷



Wisconsin Cranberries

Mississippi River Valley & Beyond

Expand your Range of View on The Great River Road

day 1

PRAIRIE DU CHIEN, COON VALLEY, LA CROSSE

Take on a new perspective in **Prairie du Chien**. Wisconsin's oldest community rises above the confluence of the Mississippi and Wisconsin Rivers and offers spectacular views from the bluffs. Your scenic River Road Tour starts here! Your first stop is a **Villa Louis**, where you step into prosperous life of one of Wisconsin's wealthiest historic families. Their Victorian home was restored to its 1890s British Arts & Crafts splendor. This historic site offers groups step-on and walking tours of the downtown and a behind-the-scenes tour of the mansion: an in-depth look at the Dousman family from attic to basement.

Then it's on to Coon Valley to see **Norskedalen Nature & Heritage Center**, a Norwegian homestead. Set in the dramatic Driftless Area of high hills and green valleys, this site is a combination of heritage that focuses on the Norwegian immigrants who settled here and the charm of natural setting. Tour the 1890s restored log cabin, take a refreshing walk along the trails and enjoy a box lunch in an open-air shelter.

Travel to **La Crosse**, "God's Country," and make a pilgrimage to the **Shrine of Our Lady of Guadalupe**. View traditional sacred art and architecture, take a walk along the Meditation Trail and visit the Pilgrim Center that houses a gift shop and restaurant offering delightful menu selections. The shrine has a fleet of golf carts and volunteers to transport your clients along the trails up to the Rosary Walk and Way of the Cross.

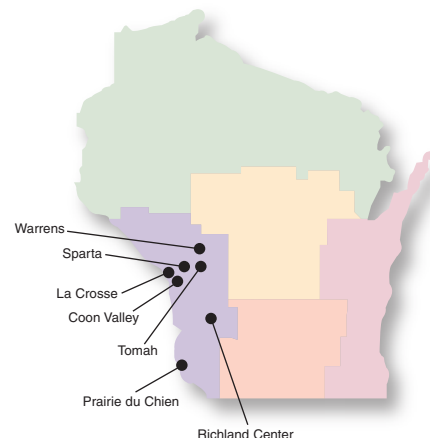
day 2

TOMAH, SPARTA, WARRENS, RICHLAND CENTER

Head east to Tomah, known as Wisconsin's "Cranberry Country." Besides cranberries, discover the quiet simplicity of 19th century Amish farming traditions where horse-drawn buggies and colorful quilts drying on the line are all part of this quaint lifestyle. Explore the refuge and breeding ground for migratory birds and other wildlife at Necedah Wildlife Refuge, which is responsible for preserving a natural diversity and abundance of fauna and flora. The **Elroy-Sparta Bike Trail** is 33 miles of wilderness that passes through three railroad tunnels. In Sparta visit the Deke Slayton Memorial Space and Bike Museum with over 100 unique bikes and artifacts on loan from NASA and a real piece of moon rock. Make time for a stop at the Paul & Matilda Wegner Grotto – a fantastic garden of concrete sculpture decorated with thousands of glittering glass shards.

Head east to the **Wisconsin Cranberry Discovery Center** in Warrens, which details the history of the state's cranberry industry. Call ahead for your group tour of the Cranberry Museum & Exhibit Hall. Your guided tour includes a vintage ice cream parlor and cranberry gift boutique.

Before you leave Wisconsin, head south to Richland Center to the **Town of Stevenson Museum**. This fictional town boasts a unique collection of antique and vintage vehicles from the 1800s to the 1950s. Tours by appointment offer a walk through a small Midwestern town in a farm building with recreations of the Richland Center General Store and the Town of Stevenson Fire Department. Among the collections are a Lucille Ball look-alike who is staffing the "switchboard" and a purse owned by Elizabeth Taylor. Your group will bring home stories to last a lifetime. 🍷



Shrine of Our Lady of Guadalupe



Elroy-Sparta Bike Trail



Mississippi River Valley and Beyond

Members

ATTRACTION



Norskedalen
Nature & Heritage Center

Open year-round, enjoy the beauty of the Driftless Region while learning about the area's earliest settlers: Norwegian immigrants! See their homes, their belongings, hear their stories. Hike miles of trails through the wooded bluffs, enjoy a typical Norwegian meal. Complete your visit with a stop in the Gift Shop!

NORSKEDALEN NATURE & HERITAGE CENTER
Lori Dubczak
Lori.dubczak@norskedalen.org, 608-452-3424
N455 O. Ophus Rd., P.O. Box 235
Coon Valley, WI 54623
www.norskedalen.org

ATTRACTION



Group tours are welcome at the Shrine of Our Lady of Guadalupe in La Crosse. Enjoy a guided tour of the Shrine Church, candle chapel, scenic paved trails and fragrant flower gardens. Don't forget to visit our large gift shop and delightful café. The Shrine offers group catering packages, daily Mass, and onsite bus parking. There is never a cost to visit!

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 Early Americana Town of Stevenson Museum, hidden in the Ocooch Mountains of Southwest Wisconsin just. After years of collecting antiques and vintage vehicles from the 1800's thru the 1950's, we have created the fictitious Town of Stevenson highlighting the early American lifestyle.

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



Walk through the doors of the Villa Louis Mansion and step into the life of one of Wisconsin's most historic families. Stroll through the extravagant lifestyle of the Dousman family from the fur trade industry to the end of the 19th century. Tours are offered at a discounted rate for groups of 10 or more. Tours can also be customized to cater to special interests (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 Knoepker and Van Wychen families, new owners of the Wisconsin Cranberry Discovery Center, welcome you to their 4,800-square-foot facility that details the history of the state's cranberry industry. This former cranberry sorting warehouse houses a history exhibit hall, ice cream parlor and cranberry gift shop.

WISCONSIN CRANBERRY DISCOVERY CENTER
Stephanie Knoepker
director@discovercranberries.com
608-378-4878
204 Main St., P.O. Box 126
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.

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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 known as "Cranberry Country," but we head "Beyond the Bog," too! There's so much going on...Downtown Thursday Nights, Grand National Tractor Pull, Monroe Country Fair, Warrens Cranberry Festival, shopping, fitness studios and many dining options. Be sure to book at one of our many great hotels!

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

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www.stoneycreekhotels.com

LODGING



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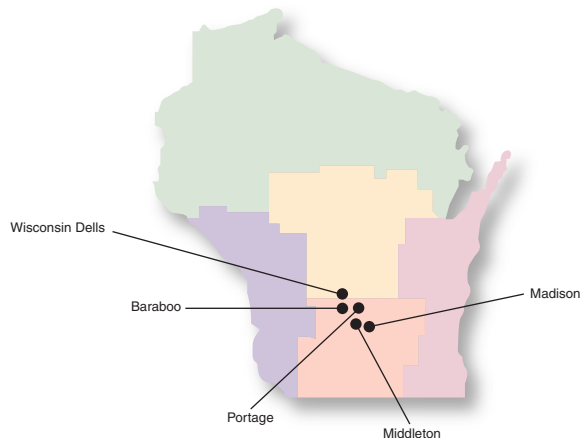
Wisconsin's Heartland

Iconic Wisconsin

day 1

Your tour begins in “The Waterpark Capital of the World”: the **Wisconsin Dells**. Stop in the Visitor Center for a welcome bag for everyone on the coach and choose from a variety of itineraries including Summer and Fall Senior Tours and a Day Tasting Tour that starts with cheese and fudge and moves on to popcorn before shopping and lunch. The Dells offers a variety of experiences and adventures that keep you coming back year after year. Nestled along the Wisconsin and Fox Rivers is the historic town of **Portage**. Take a Historic Portage Downtown & Waterfront Walking Tour. See one of the oldest log houses in Wisconsin or enjoy a concert in the Park.

Then it's on to **Baraboo** – Circus City. Roll through breathtaking views of bluffs and hills to the town that celebrates everything Big Top; it's home of the Ringling Brothers and winter headquarters of the famed circus from 1884 to 1918. **Circus World** offers animals, shows and exhibits. Witness the largest collection of circus wagons in the world and hear their colorful stories as told by museum docents. **Baraboo's Big Top Parade and Circus Celebration** honors all things circus every summer in July. Enjoy concerts and performances and the main attraction: the Big Top Parade with over 85 circus-themed entries.



WISCONSIN DELLS, PORTAGE, BARABOO

Baraboo's Big Top Parade and Circus Celebration



day 2

NORTH FREEDOM, SPRING GREEN

The whistle blows for your first stop at the **Mid-Continent Railway Museum**, an outdoor history museum and operating railroad in North Freedom. The museum recreates, preserves and interprets “The Golden Age of Railroading.” Excursions based on the time of year include “Autumn Color,” “Pumpkin Special,” “Santa Express,” “Snow Train,” “Stars and Stripes” and “Vintage Rail Car Tours.”

Built on a chimney of rock in Spring Green, **The House on the Rock** is one of Wisconsin’s most iconic attractions with the world’s largest collection of collections, including the world’s largest carousel with all kinds of animals but no horses!

day 3

MIDDLETON. MADISON

Your South Central Crossroads tour now takes you to **Middleton** just minutes from the state capital in **Madison**. Choose from a variety of tour options for full-, half- and multi-day tours that include shopping, a brewery tour, a historical museum, a mustard museum, one of the largest year-round garden centers, downtown Madison tour and may other options. You’ll enjoy the wide choice of dining experiences in the area with a myriad of cuisine from around the world to please every palate. 🇺🇸



The House on the Rock



Mid-Continent Railway Museum



Wisconsin Heartland Region

Members

WI Rapids/Marshfield/Stevens Point

DMO



Marshfield, Stevens Point and Wisconsin Rapids are conveniently located along Interstate 30, in the center of Wisconsin. We offer a casino stop, group-friendly dining, brewery/winery/distillery tours, garden tours, industrial tours and the popular Spud, Berry and Dairy tour (featuring potatoes, cranberries & dairy/cheese). Complimentary welcome reception with overnight tours.

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www.centralwisconsin.org

Wausau DMO



The Wausau/Central Wisconsin CVB welcomes groups to experience many attractions in the greater Wausau area. Visit the Leigh Yawkey Woodson Art Museum, explore the Andrew Warren Historic District, stop at the 45x90 Marker, tour a ginseng farm and more. Big city amenities and small town hospitality await your next visit.

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Portage DMO



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

Wisconsin Dells/Baraboo ATTRACTION



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

Wisconsin Dells/Baraboo ATTRACTION



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Wisconsin Dells, WI 53965
www.dellsboats.com

Wisconsin Dells/Baraboo ATTRACTION



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608-522-4261
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Wisconsin Dells/Baraboo DMO



Located between Madison and Wisconsin Dells, Baraboo is accessible by Interstate 90/94. The Ringling Brothers' hometown features Circus World and Devil's Lake State Park, Wisconsin's most popular park. Baraboo offers unique shops, breathtaking scenery, the historic Al. Ringling Theatre and events such as the July 18 Big Top Parade.

BARABOO AREA CHAMBER OF COMMERCE
Darren Hornby
director@baraboochamber.com
608-356-8333
P.O. Box 442, Baraboo, WI 53913
www.baraboo.com

Wisconsin Dells/Baraboo DMO



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Wisconsin Dells/Baraboo FESTIVAL



The rootin' tootin' Big Top Parade and Circus Celebration in Baraboo on the weekend of July 18 will feature concerts, live performances and an Old West theme. The main event, the Big Top Parade, steps off at 11 a.m. Saturday, July 18 and will feature 90 traditional circus parade units and circus-themed entries.

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ann@americinnwells.com
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gm.wi.149@choicehotels.com
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Wisconsin Dells/Baraboo LODGING



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Spring Hill Suites by Marriott
awild@regentcmgmt.com
608-678-2225
461 Wisconsin Dells Pkwy.
Wisconsin Dells, WI 53965
www.marriott.com/hotels/travel/msnsh-springhill_suites-wisconsin-dells/

Wisconsin Dells/Baraboo LODGING



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Mauston, WI 53948
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