

# CIRCLE WISCONSIN



2021 TOUR PLANNER

## Group Tour Ideas for Every Interest

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

### OUTDOOR ADVENTURES

Beautiful coastlines, diverse  
state parks and tranquil  
woodlands await

### ITINERARIES FOR ALL INTERESTS

Discover group-friendly fun  
across Wisconsin's 5 regions

### PROFILES OF EVERY CIRCLE WISCONSIN MEMBER

Research our vast network  
of DMOs, hotels, restaurants  
and attractions



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Pristine waterways, tranquil forests and beautiful shorelines await groups visiting the Badger State

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(Photo courtesy of Lake Geneva Cruise Line)



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Lambeau Field, Green Bay





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- Horse drawn tours/winter sleigh rides
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- Golden Goat Bridge: feed the mini goats

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The all new Red Barn Bakery Café serves delicious down home cookin' touched with the magic of apples.

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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 262-884-7100



# Welcome to Wisconsin

We made it to 2021! We hope that this year's tour planner gives you fresh new ideas and a clear vision of everything our state has to offer you and your travelers. Our feature story highlights just some of the great, FUN and unique outdoor activities that you and your travelers can explore when visiting Wisconsin. Throughout the state, you'll find a side of Wisconsin that you may not have thought to explore, from the waterfalls of the Northwoods, geographical markers that you didn't know you wanted to find, unique (and a bit peculiar) art installations, luscious and beautiful gardens, bird watching and so much more. Of course, your travelers will taste some of Wisconsin's best culinary contributions such as cheese curds, a Friday Fish Fry, Bloody Marys, frozen custard and perhaps a Brandy Old Fashioned. Our annual planner will help you find and discover sights and attractions off the beaten paths, along the water's edge and on the main roads and city streets.

With many group-friendly destinations, attractions, hotels, theaters and more throughout Wisconsin, there is an adventure waiting for you and your travelers. After taking the time to read up on the many sample itineraries included in the planner, contact our office, and we will be happy to assist in creating unique themed itineraries including Agriculture, Made in America, Holiday, Lighthouses and more.

To learn more about Wisconsin and the Midwest, join us next year for our 2022 Circle Wisconsin Midwest Marketplace. 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. For dates, location and registration, check out our website at [www.midwestmarketplace.org](http://www.midwestmarketplace.org).

See you on the bus!



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Dancing Horses Theatre



Appleton



Harley-Davidson Museum

CIRCLE WISCONSIN IS A PROUD MEMBER AND PARTNER OF:

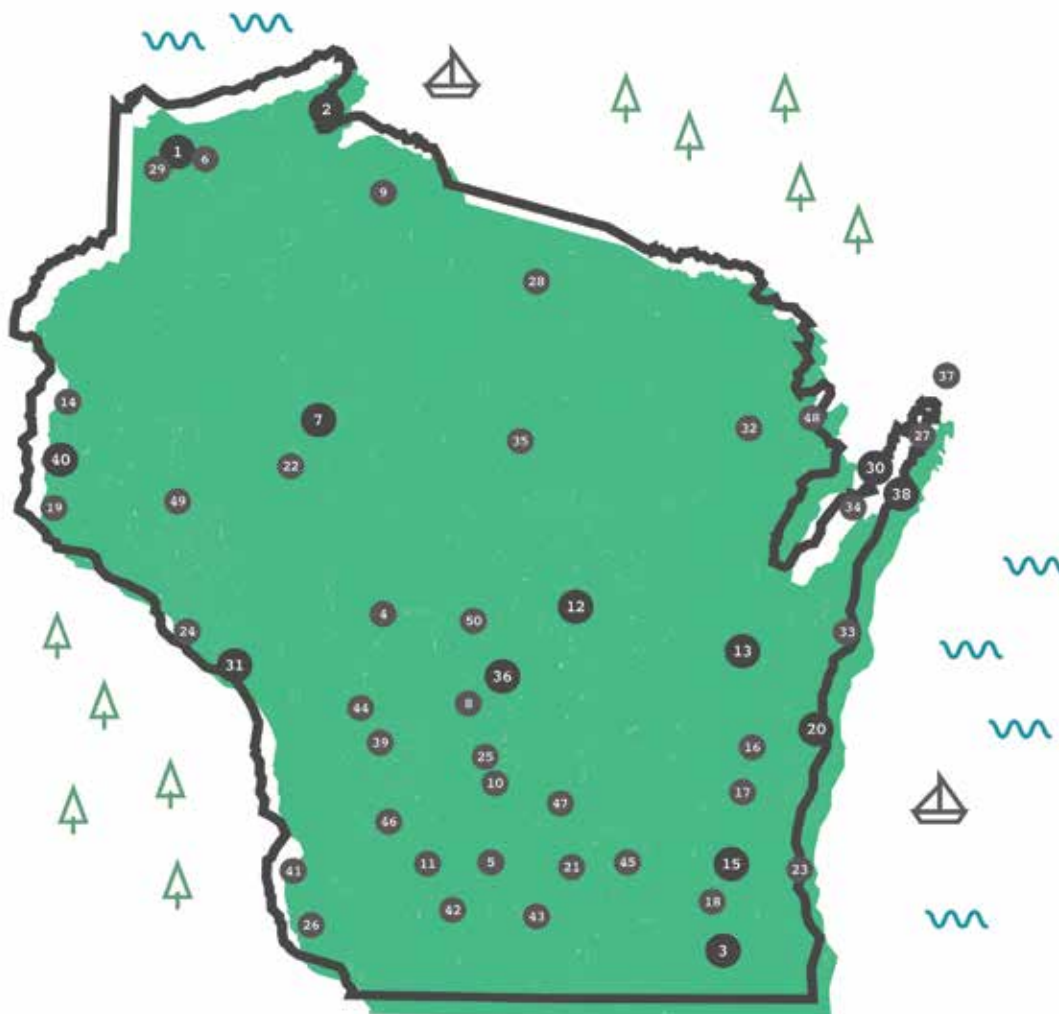


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[www.circlewisconsin.com](http://www.circlewisconsin.com)



# SNAP A SELFIE WITH OUR BEST VIEWS.



Look for Travel Wisconsin selfie stands throughout our scenic state.  
Take a selfie with the best views in Wisconsin.

[TravelWisconsin.com/selfiestands](http://TravelWisconsin.com/selfiestands)

**TRAVEL**  
**WISCONSIN**  
**.COM**

## STATE PARKS

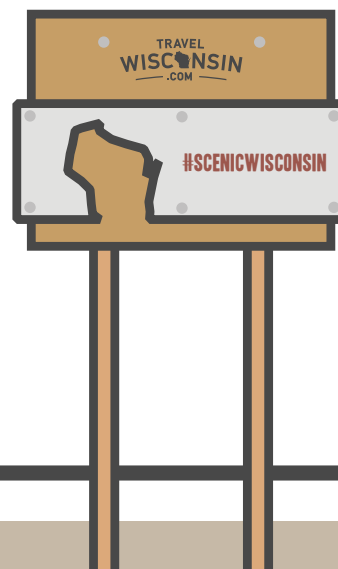
1. Amnicon Falls State Park
2. Big Bay State Park
3. Big Foot Beach
4. Black River State Forest
5. Blue Mound State Park
6. Brule River State Forest
7. Brunet Island State Park
8. Buckhorn State Park
9. Copper Falls State Park
10. Devil's Lake State Park (Two Selfie Stands)
11. Governor Dodge State Park
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. Patison 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. Whitfish Dunes State Park
39. Wildcat Mountain State Park
40. Willow River State Park
41. Wyalusing State Park
42. Yellowstone Lake State Park

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43. Badger State Trail
44. Elroy-Sparta Bike Trail
45. Glacial Drumlin State Trail

## ADDITIONAL SELFIE STANDS

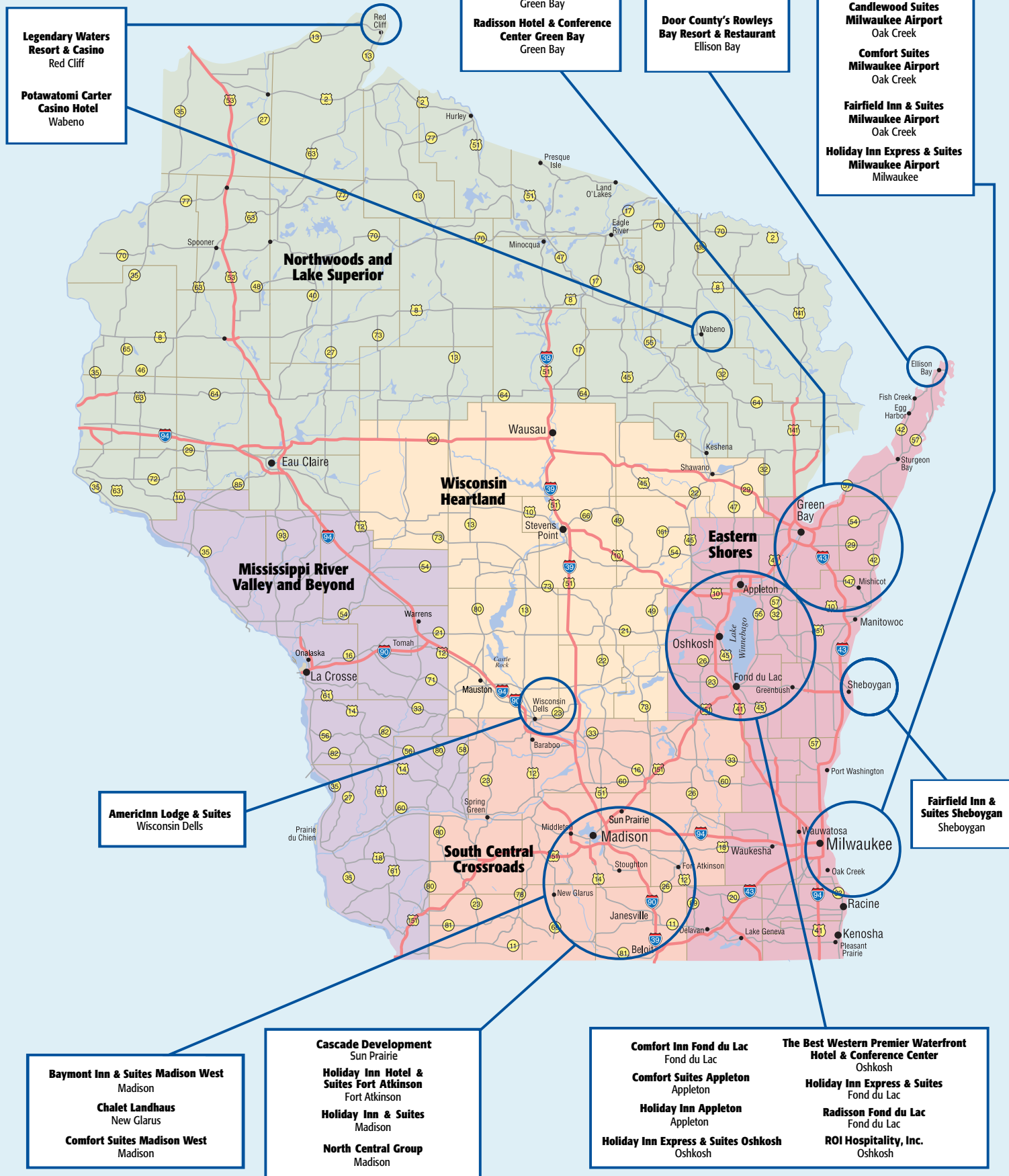
46. Lower Wisconsin Riverway
47. Mackenzie Center
48. Menominee River State Recreation Area
49. Red Cedar State Trail
50. Sand Valley





# 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](http://www.circlewisconsin.com)

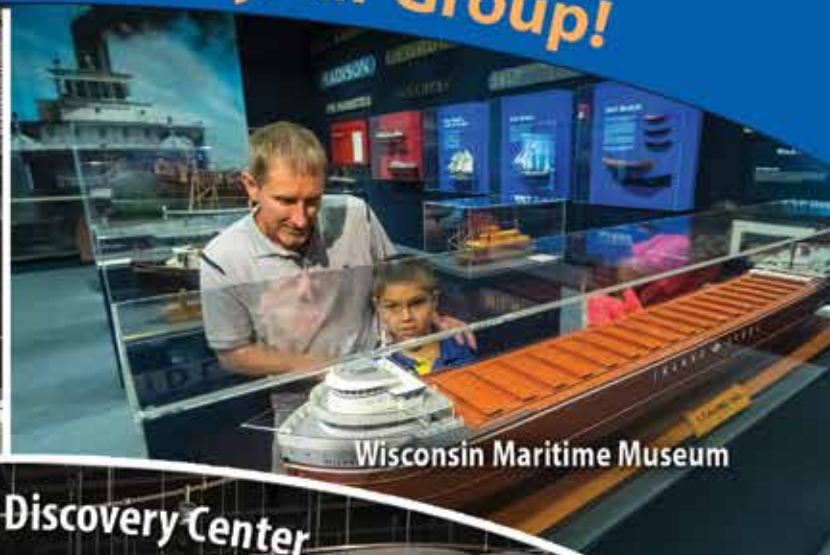




# Agricultural, Heritage & Culinary Experiences are Ready for your Group!



Pine Crest Historical Village



Wisconsin Maritime Museum



Farm Wisconsin Discovery Center



SS Badger -  
Lake Michigan Carferry



Rogers Street Fishing Village



Hamilton Woodtype  
& Printing Museum

COAST FOR A WHILE

RaeAnn Thomas  
rthomas@manitowoc.info  
920.686.3077

MANITOWOC



TWO RIVERS

Manitowoc Area Visitor  
& Convention Bureau  
www.manitowoc.info



# *Wisconsin's Outdoor Adventures*

Pristine waterways, tranquil forests and beautiful shorelines  
await groups visiting the Badger State



Outdoor activities are more crucial additions than ever for a group itinerary, and Wisconsin boasts diverse topography and natural wonders for a variety of fresh-air adventures. The state's varied environments include the expansive Lake Michigan shoreline, rolling kettle moraine landscapes along the Mississippi River and lush woodlands intersected by streams and waterfalls. If your group wants to stay near major cities, Wisconsin's metro areas are home to preserves, zoos and water excursions that can allow you explore the outdoors with minimal travel time.

Nicknamed "The Newport of the West" for its opulent Victorian estates and waterfront views, the town of Lake Geneva and surrounding Walworth County draw visitors from across the nation who want to admire the sophisticated Victorian architecture, walk the charming downtown streets and embark on a shoreline cruise. **Lake Geneva Cruise Line** offers narrated excursions aboard the Grand Belle Geneva, which will sail past the properties once owned by the Wrigleys of chewing gum fame, Samuel Allerton (the founder of the Chicago stockyards) and meatpacking mogul Edward Swift.

Other cruises include a tour of the 1888 Black Point Estate, which was once home to a wealthy brewer, and the U.S. Mailboat Cruise (where you can witness a mail carrier quickly hop off the vessel and deliver mail to the waterfront homes before jumping back aboard). Lake Geneva Cruise Line can accommodate parties of varying sizes and offers discounted group rates in addition to speciality meal excursions such as the Sunday Brunch Buffet and Jazz Dinner Cruise. Interested in other outdoor Walworth County activities? **Walworth County: Lake Geneva and Beyond** offers several sample itineraries that spotlight local state parks, farms and nature preserves for groups to tour.

The Great Lakes' rich maritime history is best appreciated at the dozens of preserved lighthouses that line the Wisconsin coast. **North Point Lighthouse**, located in Milwaukee's Lake Park, dates back to 1888 and has been restored to appear as it did in 1912. Customized tours allow groups to explore the keeper's quarters, admire the Lake Michigan shoreline from







Register for a U.S. Mailboat Tour with Lake Geneva Cruise Line to watch young mail carriers leap from the boat to hand-deliver letters and packages to the homes that surround the lake.

the observation deck and enjoy a picnic on the grounds. Farther south in **Racine** is the Wind Point Lighthouse, which rises 108 feet above the city's easternmost point and offers beautiful views for those willing to climb 11 stories. If you are visiting **Kenosha**, stop by the Kenosha Light to learn about 19th century Lake Michigan sailors.

Home to over 350 species of animals and 200 park-like acres, the **Milwaukee County Zoo** offers several outdoor exhibits and is an excellent addition to a Milwaukee or Eastern Shores itinerary.



Horicon Marsh



Apple Holler in Sturtevant offers agritourism adventures throughout the year, and groups can tour apple, peach and pear orchards before enjoying a meal at the country restaurant.

Popular areas include the Taylor Family Humboldt Penguin Exhibit (which spotlights the adorable birds native to coastal South America), Adventure Africa (where elephants live in a recreation of a sub-Sahara savanna) and the Herb and Nada Mahler Family Aviary. Groups of 15 or more will receive discounted admission and the opportunity to ride the Zoomobile around the property before exploring individually. Groups can also register for behind-the-scenes tours, which offer glimpses of zookeeper work areas.

South of Milwaukee in Sturtevant is **Apple Holler**, a 78-acre attraction that oversees farmland, orchards and a family restaurant dedicated to the delicious magic of apples. Groups can select a u-pick adventure to admire the property's 30,000 trees and dozens of apple varieties, relax in the Apple Cider Cafe or learn about American folklore on the Johnny Appleseed History Walk.

Step thousands of years into Wisconsin's past with a group visit to Horicon Marsh, a 33,000-acre landscape of protected wetlands. Pontoon excursions can accommodate up to 50 people and will navigate the interconnected marshes to explain the environment's importance as a nesting area for redhead ducks and great blue herons. Birdwatchers in your party will be delighted to spot the hundreds of species that congregate in this freshwater oasis. Groups can also stop by the **Horicon Marsh Education & Center** for a variety of interpretive programs and panoramic hilltop views.

**Sheboygan**, known as "the Malibu of the Midwest," is an excellent stop for a dune hike in Kohler-Andre State Park or an outdoor meal on South Beach. Visitors to Deland Park can walk through the remains of the Lottie Cooper, a three-masted schooner that sank in 1894 due to gale force winds near Sheboygan Harbor. The county's most popular park is Sheboygan Boughton Marsh, which features an extensive trail system and Wisconsin's tallest wooden observation tower.





One of the state's most popular tourism regions, Door County features charming harbor towns, beautifully preserved lighthouses and diverse fruit orchards.

Groups can witness a fish boil, embark on a cruise to see enormous sand dunes and enjoy a waterfront meal at many of the area's cozy restaurants.

Your motocoach group will also want to spend time exploring the landmarks included in the Door County Coastal Byway.

Follow the shoreline north to the city of **Manitowoc**, a quaint coastal community with a rich shipbuilding heritage and a charming downtown district. The town's recreational crown jewel is Neshotah Beach, a six-mile strip of dazzling water views and unspoiled coast. If your group is interested in a short hike, nearby Point Beach State Forest offers 3,000 acres of shady woodland to explore and access to the Rawley Point Lighthouse. Constructed in 1894, this "skeletal style" maritime landmark rises 113 feet and can draw sailors for miles with one of the Great Lakes' brightest lanterns.

Featuring 11 historic lighthouses, scenic byways that hug 300 miles of coastline and acres of lush orchards, **Door County** is a destination brimming with outdoor activities. Orient your group to the peninsula with a motorcoach ride on the Door County Coastal Byway, which stretches 66 miles past Sturgeon Bay, the Niagara Escarpment Bluffs and beautiful Lake Michigan vistas. Afterwards, tour one of the area's signature cherry orchards. Many offer guided tours and packaged meals, and you can purchase jams, jellies and pies made on-site to bring back home. Groups can also charter a cruise to pass by coastal caves, 19th century lighthouses and historic marinas.

More waterfront fun awaits inland at Lake Winnebago—an enormous body of water formed from an ancient melted glacier that provides outdoor activities across all four seasons. Admire this magnificent body of water from the 70-foot Columbia Park Tower or Fond du Lac Lighthouse (which includes a 40-foot-tall observation deck). Surrounding the lighthouse is Lakeside Park, a 400-acre recreation area with motorcoach parking, low-impact hiking trails and picnic areas for group meals. If you want to learn more about the **Fond du Lac** region's natural history, stop by the Ice Age Visitor Center to learn how glacial retreat 10,000 years ago formed Lake Winnebago and the surrounding kettle moraine landscape.

Wisconsin's Northwoods region, which spans the Mississippi River to Lake Superior, includes dense woodlands, hundreds of lakes and alluring coastal islands. Discover the region's Native American heritage, mining history and continuing legacy as a vacation destination at the **Northern Great Lakes Visitor Center**. This immense museum near Ashland hosts groups to enjoy interactive stations, a movie theater and the Community of Life Mural. Mobile guests can walk outside and experience the center's interpretive nature trails that display seasonal changes in flora and fauna. 🌿



Madeline Island



# Eastern Shores

## Engaging museums and culinary tours



**F**rom the breweries of Milwaukee to the cultural traditions of the Oneida Nation, the Eastern Shores region has group-friendly opportunities for every interest. Here you can learn about Wisconsin's rich agricultural and maritime history, admire beautiful works of art and discover the state's football legacy.

### DAY 1

#### MILWAUKEE, CEDARBURG

Let your time in Wisconsin begin with a visit to a brewery for a tour and lunch. **Lakefront Brewery** boasts one of the best brewery tours in the country and an excellent fish fry and fried cheese curds! After a delightful lunch, head to the Milwaukee School of Engineering and the **Grohmann Museum**, the largest collection of industrial art in the world. The collection of paintings and sculptures at the Grohmann offers an opportunity to look at "art" museums in a new way, with many exhibits about mankind's achievements such as medical/dental, bridge-building, fishing, farming, glass blowing, accounting and so much more. The Grohmann also boasts over 20 works by painter Carl Spitzweg. The **Marcus Center for the Performing Arts** (which offers generous group pricing) hosts Broadway shows, the Milwaukee Ballet Company and the Florentine Opera Company. Be sure to catch a performance while you're in town. You can also learn about the city's culinary history with **Milwaukee Food & City Tours**. These progressive tours, which combine local history with delicious culinary creations, are perfect for groups and include programs such as "Churches & Chocolates," "Progressive Ethnic Lunch" and the Christmas Bakery Bus.

In the quaint town of **Cedarburg**, explore the downtown area for some wonderful shopping, wine tasting and some delicious caramel apples! The **Museum of Quilt & Fiber Arts** curates the artistic, cultural, historic and social importance of quilt and fiber art by representing artists from around the world. The museum also offers a variety of hands-on experiences for your group. Tonight, enjoy dinner on the shores of Lake Michigan and one of the many restaurants found in the historic town of Port Washington in **Ozaukee County**.



Grohmann Museum

### DAY 2

#### MANITOWOC, SHEBOYGAN

Wisconsin is fondly referred to as the Dairy State, and we do have a lot of happy cows. The **Farm Wisconsin Discovery Center** explores the importance of the dairy industry and agriculture to our state and the nation. Your group may also have the opportunity to view a live birth of a calf while visiting. Stop at **Henning's Wisconsin Cheese** for more dairy goodness. This fourth-generation factory, store and museum offers tempting cheese curds and specialty cheddar to tempt your taste buds.

The shipping industry is a vital component of the Great Lakes and the **Wisconsin Maritime Museum**. Explore the early growth, tragedies and the future of the industry. Stories of the many shipwrecks throughout the Great Lakes are featured, including the story of the Christmas Tree Ship. You'll also have the opportunity to explore the WWII submarine USS Cobia.

**Sheboygan** is home to two of the most unique art museums that you will experience. The **John Michael Kohler Art Center** and the new **Art Preserve** house a world-class collection of artist-built environments and works by contemporary and vernacular artists from around the world. The Art



Farm Wisconsin Discovery Center



Preserve's main level will feature a facsimile of Eugene Von Bruenchenhein's pastel-colored frame home in Milwaukee, where he created and stored thousands of photographs, paintings, sculptures and other works of art. Be sure to also check out the beautiful bathrooms when visiting—you won't be disappointed. Offering participatory tour experiences, hands-on workshops and engaging curriculum, the Kohler Art Center can customize your group's experience and offers changing exhibits.

## DAY 3

### GREEN BAY, DOOR COUNTY

As you head into Green Bay, the iconic symbol of the Green Bay Packers can be seen: Lambeau Field. A visit includes a stadium tour, the awesome gift shop and the **Green Bay Packers Hall of Fame**. Whether you are a football fan or not, this experience takes you to the early days of football through the Lombardi years to the resurgence of the team with Brett Favre to the current Super Bowl-winning team with Aaron Rogers at the helm.

Human ingenuity and love of the railroad is explored at the **National Railroad Museum**. Permanent exhibits such as "Pullman Porters: From Service to Civil Rights," "The Dwight D. Eisenhower Locomotive & Command Cars from WWII" and one of only eight "Big Boy" locomotives will engage your group.

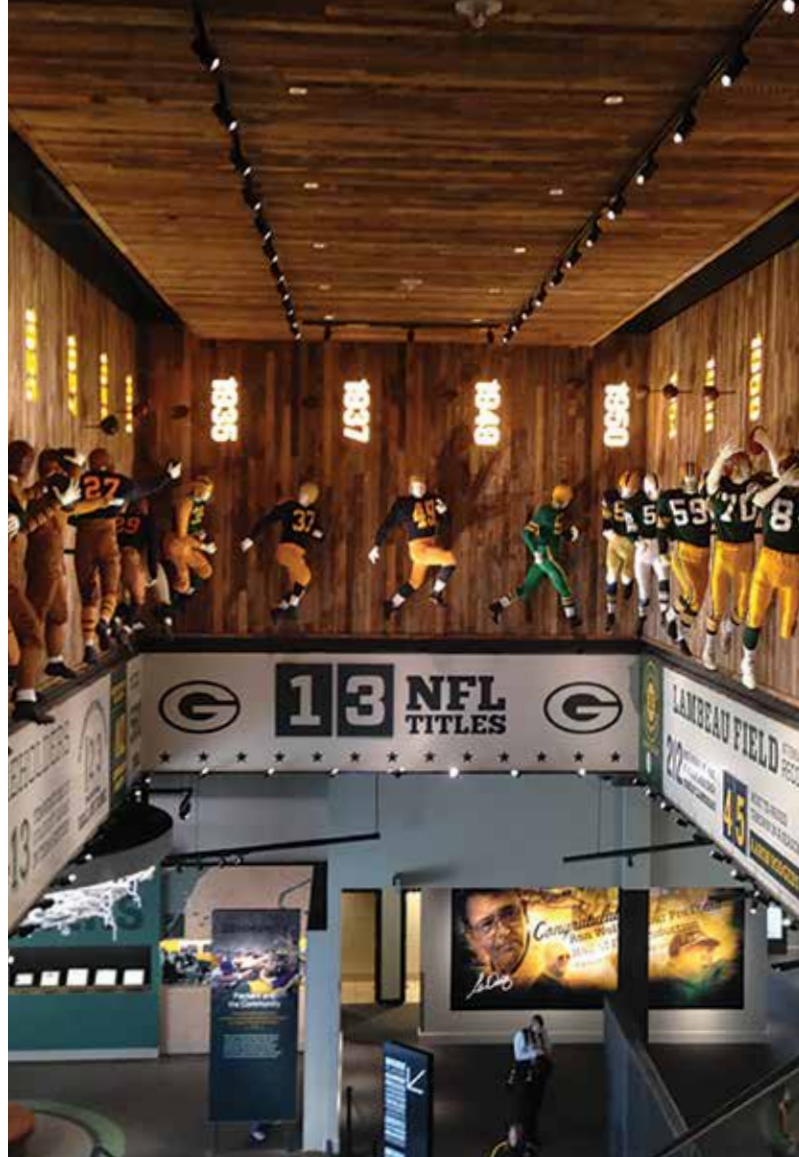
Enjoy a guided tour of the **Oneida Nation**, one of many tribal communities in the state. The Oneidas share their story with several packages for groups to choose from that embraces the culture, history, industry and lifestyle of the Oneidas. You can view the tribe's buffalo herd from an observation deck, see the Long House Village and shop for beadwork, corn husk dolls and other crafts at Oneida Nation Museum. Homeopathic and herbal remedies are a specialty at Oneida Market. Vendors sell sweet grass, maple syrup, up to 35 kinds of apples and much more at the weekly outdoor Oneida Farmers Market.

Head north to **Door County** with a stop for wine tasting at the **Door Peninsula Winery** as you make your way to **Rowley's Bay** for a tradition Fish Boil experience. Afterwards, take in a delightful performance at the **Peninsula Players Theater** or **Northern Sky Theater**. Both offer enjoyable performances in beautiful settings.

## DAY 4

### MILWAUKEE, RACINE

On your final day in Wisconsin, visit one of its most recognized brands: the **Harley-Davidson Museum**. Here you learn about the early history of this iconic company that began in Milwaukee in 1904, the evolution of the motorcycle, racing history, pop culture and more. Plenty of photo opportunities await as you have the chance to hop on a Harley. Interactive, eye-catching exhibits present an unparalleled collection of legendary stories of our nation. Stop for lunch today with a beautiful view of Lake Michigan in the city of **Racine**, which offers plentiful cultural attractions. Afterwards, explore the **Racine Art Museum**, which boasts the largest contemporary craft collection in the United States. Docents will welcome you and guide you through the museum that features over 5,000 pieces of ceramic, fiber, glass, metal and more. Every spring, RAM is home to the International PEEPS Art Exhibition, which showcases works of art crafted from the beloved Easter marshmallow candy. History comes alive at the Civil War Museum in **Kenosha**, which is the second largest Civil War museum in the country. The museum explores the impact the conflict had on the Midwestern states and Wisconsin's impact on the war. Tonight, enjoy a scrumptious homemade meal at **Apple Holler**, and be sure to have a piece of pie. Learn to bake bread, make jam or simply play a few rounds of bingo and visit farmyard animals. Hayrides, campfires, meals served family-style and shopping for butters and syrups are other options. 🇺🇸



Green Bay Packers Hall of Fame



Harley-Davidson Museum



# Eastern Shores

## Insight into Wisconsin's History



**E**nchanting gardens, vintage aircraft and uplifting live music all await motorcoach groups visiting the Eastern Shores region. Spanning Appleton to Lake Geneva, this region and its art museums, theaters and historic attractions are excellent additions to your itinerary.

### DAY 1

#### APPLETON

**D**id you know that Harry Houdini grew up in **Appleton**? Begin your tour with a visit to the History Museum at the Castle. Here you can experience some of Houdini famous tricks through hands-on experiences and learn why he called Appleton home. Enjoy a leisurely cruise down the Fox River and enjoy the beautiful scenery and wildlife. Afterwards, head over to the Bergstrom Mahler Museum of Glass, which holds the largest, most representative collection of glass paperweights in the world. With nearly 5,000 on display, you will be awed by the beauty and intricacy, and you'll never look at a paperweight the same. Art galleries, boutiques and gourmet restaurants greet visitors along downtown's College Avenue, and you can indulge in retail therapy with a stop at Fox River Mall, the largest shopping center in Wisconsin. Hearthstone Historic House Museum, the first residence in the world powered by Thomas Edison's centrally located hydroelectric system, offers guided tours back to the early days of domestic electricity. The 1882 Victorian mansion features original light fixtures, woodwork and stained-glass windows that will impress any group.



History Museum at the Castle



Lake Lawn Queen



## DAY 2

### OSHKOSH, BRILLION

**D**o you ever wonder how all those cows get milked? This morning, start your day in the **Oshkosh** area out on the farm. Visit a modern-day dairy farm that focuses on sustainable environmental practices and uses technology to make life better for the animal and people on the farm. You may even have the opportunity to take part in a feeding.

Switch gears and head over to the **EAA Aviation Museum**, one of the most extensive aviation attractions in the world. Marvel at the over 20,000 historic aviation objects as you stroll through—you will see history take flight. Exhibits include “Women Flyers of WWII” “Heuy: The Workhorse of Vietnam” and the SpaceShipOne exhibit featuring a full-size SpaceShipOne replica. The exhibit uses dramatic sound and lighting effects as well as rare video footage (some never seen in public) to tell the story of a mission into space aboard SpaceShipOne.

The award-winning **Oshkosh Public Museum** houses interactive exhibits in a renovated Edwardian-era home. Visitors can explore the richness of prehistoric life in the “People of the Waters” exhibition and marvel at the beautiful interiors designed by the famous Tiffany Studios.

Step into a historic estate flourishing with art, gardens and inspiration when you visit the **Paine Art Center and Gardens**. The mansion’s architecture is the centerpiece of the property, enhanced by the museum’s art collection and special exhibits including this summer/fall’s “Walk This Way: Footwear from the Stuart Weitzman Collection of Historic Shoes.” Visit the nearby town of Brillion and the **AriensCo Museum**. This interactive attraction is filled with vintage equipment, artifacts, and memorabilia that capture decades of human mechanical innovation.



Oshkosh Public Museum



Paine Art Center and Gardens

## DAY 3

### WALWORTH COUNTY

**T**his morning, head to East Troy for a leisurely ride aboard the **East Troy Electric Railroad**. Step back in time when life was little simpler.

The historic rail cars travel a 10-mile trip through beautiful Southeast Wisconsin. Enjoy the depot museum and perhaps a tasty treat at the old-fashioned ice cream parlor located next door.

**Dancing Horses Theatre** 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, where hundreds of water jets are 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.

We’ll continue our trip into the past as we visit Old World Wisconsin, an open-air museum that depicts daily life of settlers in the 19th century, with separate areas that represent the traditions of direct ethnic groups who settled in the state. Explore the gardens, engage with the costumed staff, help with chores and cooking, visit the blacksmith and be enthralled with the stories of Wisconsin’s immigrant past.

This afternoon, enjoy a cruise on Delavan Lake as you board the Lake Lawn Queen. The lake boasts five Frank Lloyd Wright homes and other historical landmarks along its shores. The open-air top deck offers comfortable lounge seating and amazing lake views from every angle, while the climate-controlled main level provides various seating options and panoramic window

Tonight, take in a delightful meal and performance at **Rosewood**. Customize the themed show to your group’s preference with a country revue, a trip down memory lane to your favorite 50’s & 60’s songs, a tour of days gone by with hits from the Golden Age of Radio or a Salute to Broadway. Choose from a variety of music genres and themes. 🍷



East Troy Railroad





# Eastern Shores Region Members

■ ATTRACTIONS ■ CHARTER/RECEPTIVE ■ CASINO ■ DMOs ■ FESTIVALS ■ LODGING ■ SHOPPING ■ THEATRES

## DOOR COUNTY ATTRACTION



### DOOR PENINSULA WINERY Sturgeon Bay, WI

Wisconsin's largest winery is open year-round and features over 50 wines and ciders. Large retail area for Door County gifts, wine accessories, homemade fudge, olive oils & vinegar and specialty cherry food products. Well-staffed to handle groups of any size.

**ROB PETERSON • 920-743-7431**  
marketing@dcwine.com  
www.dcwine.com

## DOOR COUNTY DMO



### DESTINATION DOOR COUNTY Sturgeon Bay, WI

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 cherry pie.

**LAURA BRADLEY • 920-818-1137**  
laurab@doorcounty.com  
www.doorcounty.com

## DOOR COUNTY LODGING



### ROWLEYS BAY RESORT Ellison Bay, WI

Largest full-service resort in northern Door County. 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.

**JEWEL PETERSON OURADNIK • 800-999-2466**  
groups@rowleysbayresort.com  
www.rowleysbayresort.com

## DOOR COUNTY THEATRE



### NORTHERN SKY THEATER Fish Creek, WI

Original musicals under the stars! Must-see theater outdoors under the stars at Peninsula State Park Amphitheater; indoors at the intimate, state-of-the-art Gould Theater. Pure Door County fun!

**BECKY DELISLE • 920-854-6117**  
becky@northernskytheater.com  
www.northernskytheater.com

## DOOR COUNTY THEATRE



### PENINSULA PLAYERS THEATRE Fish Creek, WI

Door County's professional theatrical treasure, presenting Broadway-quality comedies, dramas and musicals for 86 seasons. Enjoy an unforgettable theatrical experience and discover why visitors delight in the renowned artistic company and picturesque setting. Delight in the Peninsula Players Experience Tuesday through Sunday.

**AUDRA BAAKARI BOYLE • 920-868-3287**  
audra@peninsulaplayers.com  
www.peninsulaplayers.com

## GREATER GREEN BAY AREA ATTRACTION



### GREEN BAY PACKERS Green Bay, WI

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.

**HILLARY NICK • 920-569-7145**  
nickh@packers.com  
www.packershofandtours.com

## GREATER GREEN BAY AREA ATTRACTION



### NATIONAL RAILROAD MUSEUM Green Bay, WI

Experience the history, culture and technology of American railroading. Walk through Gen. Eisenhower's WWII command train. Marvel at the size of the Big Boy, one of the world's largest steam locomotives. Experience the Pullman Porter's labor struggles. Take a train ride. Guided, self-guided and behind-the-scenes experiences.

**ROBERT LETTENBERGER • 920-437-7623**  
rjlett@nationalrrmuseum.org  
www.nationalrrmuseum.org

## GREATER GREEN BAY AREA ATTRACTION



### ONEIDA NATION OF WISCONSIN Green Bay, WI

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.

**MICHELLE DANFORTH • 920-494-4006**  
mdanfor8@oneidation.org  
www.exploreoneida.com/tour

## GREATER GREEN BAY AREA CHARTER/RECEPTIVE



### C&M PRESENTS Green Bay, WI

We offer concierge-style service and unique tour opportunities throughout Wisconsin. Whether you choose a pre-set itinerary or one we've curated for your group, the VIP service and added touches we include make your guests' experience memorable and fun!

**SUSAN BROBERG • 920-471-7951**  
info@candmpresents.com  
www.candmpresents.com





#### GREATER GREEN BAY AREA DMO



#### GREATER GREEN BAY CVB Green Bay, WI

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. Challenge your senses and see things you've never seen before.

**JULIE GERCZAK • 920-405-1154**  
julie@greenbay.com  
www.greenbay.com

#### GREATER GREEN BAY AREA LODGING



#### HYATT REGENCY GREEN BAY Green Bay, WI

Hyatt Regency Green Bay is an all-suite property conveniently located in downtown Green Bay along the Fox River Train. Experience comfortable luxury and Midwest hospitality in Wisconsin's oldest city. Within walking distance you will be able to access all of the restaurants and stores located downtown.

**TRACY HILLESHEIM • 920-321-5059**  
tracy.hillesheim@hyatt.com  
www.greenbay.regency.hyatt.com

#### GREATER GREEN BAY AREA LODGING



#### RADISSON HOTEL & CONFERENCE CENTER-GREEN BAY Green Bay, WI

Groups of all sizes welcome! Come visit our completed renovated hotel located on the Oneida Nation and connected to Oneida Casino. Browse Native American art in the lobby and enjoy a specialty coffee at Sky World Coffee and Custard Shop! Tour packages available.

**AMANDA LAFAVE • 920-405-6405**  
amanda.lafave@rhccgb.com  
www.radissonhotels.com

#### OSHKOSH/FOND DU LAC/APPLETON ATTRACTION



#### ARIENSCO MUSEUM Brillion, WI

Housed in our original factory, the museum feature interactive exhibits and vintage equipment revealing how our machines shaped the American landscape. Take a walk through 14,000 square feet of exhibition space to see a full-scale replica of Henry Ariens' garage and vintage equipment like the Model A Tiller and the first Sno-Thro®.

**WANDA SCHABOW • 920-756-4455**  
amuseum@ariens.com  
www.ariensco.com

#### OSHKOSH/FOND DU LAC/APPLETON ATTRACTION



#### EAA AVIATION MUSEUM Oshkosh, WI

The world-class EAA Aviation Museum 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.

**RON CONNOLLY • 920-426-4815**  
museum@eaa.org  
www.EAA.org/museum

#### OSHKOSH/FOND DU LAC/APPLETON ATTRACTION



#### HORICON MARSH EDUCATION & VISITOR CENTER Horicon, WI

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

**ELIZABETH HERZMANN • 920-387-7893**  
elizabeth.herzmann@wisconsin.gov  
www.horiconmarsh.com

#### OSHKOSH/FOND DU LAC/APPLETON ATTRACTION



#### OSHKOSH PUBLIC MUSEUM Oshkosh, WI

The Museum is all about discovery. Offering long-term and traveling exhibitions, a robust calendar of programs and presentations that promote further understanding and appreciation of local history and culture as well as providing a fun and interesting way to enjoy learning. We look forward to your visit!

**TAMMY MALEWSKI • 920-236-5763**  
tmalewski@ci.oshkosh.wi.us  
www.oshkoshmuseum.org

#### OSHKOSH/FOND DU LAC/APPLETON ATTRACTION



#### PAINE ART CENTER AND GARDENS Oshkosh, WI

Revered as an "American Castle," the Paine features an exquisite 1920s 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.

**SHERRY ESSLINGER • 920-235-6903**  
tours@thepaine.org  
www.thepaine.org

#### OSHKOSH/FOND DU LAC/APPLETON DMO



#### DESTINATION LAKE WINNEBAGO REGION Fond du Lac, WI

From the endearing charm of Wisconsin supper clubs to hands-on experiences, we invite you to 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 memorable. We invite you to C'mon In!

**LIZ ENGH • 920-923-3010**  
lengh@fdl.com  
www.fdl.com







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## OSHKOSH/FOND DU LAC/APPLETON DMO



### FOX CITIES CONVENTION & VISITORS BUREAU Appleton, WI

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. Our sumptuous food, one-of-a-kind shopping and uplifting arts, culture and sporting events will make your stay.

**ALISON HUTCHINSON • 920-734-3358**  
ahutchinson@foxcities.org  
[www.foxcities.org](http://www.foxcities.org)

## OSHKOSH/FOND DU LAC/APPLETON DMO



### OSHKOSH CONVENTION & VISITORS BUREAU Oshkosh, WI

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

**JODI JENSEMA • 920-303-9200**  
jodi@visitoshkosh.com  
[www.visitoshkosh.com](http://www.visitoshkosh.com)

## OSHKOSH/FOND DU LAC/APPLETON LODGING



### BEST WESTERN PREMIER WATERFRONT HOTEL AND CONFERENCE CENTER Oshkosh, WI

Located in the heart of downtown Oshkosh, we offer convenient access to the water, downtown shops and attractions like the Prairie Art Center and EAA Aviation Museum. We also offer riverside dining and a full lounge.

**DAVID HELGESON • 920-230-6288**  
dhelgeson@bwoshkosh.com  
[www.bwoshkosh.com](http://www.bwoshkosh.com)

## OSHKOSH/FOND DU LAC/APPLETON LODGING



### COMFORT INN FOND DU LAC Fond du Lac, WI

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.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
[www.wiscohoteles.com](http://www.wiscohoteles.com)

## OSHKOSH/FOND DU LAC/APPLETON LODGING



### COMFORT SUITES APPLETON Appleton, WI

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.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
[www.wiscohoteles.com](http://www.wiscohoteles.com)

## OSHKOSH/FOND DU LAC/APPLETON LODGING



### HOLIDAY INN APPLETON Appleton, WI

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.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
[www.wiscohoteles.com](http://www.wiscohoteles.com)

## OSHKOSH/FOND DU LAC/APPLETON LODGING



### HOLIDAY INN EXPRESS & SUITES FOND DU LAC Fond du Lac, WI

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.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
[www.wiscohoteles.com](http://www.wiscohoteles.com)

## OSHKOSH/FOND DU LAC/APPLETON LODGING



### HOLIDAY INN EXPRESS HOTEL & SUITES OSHKOSH Oshkosh, WI

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.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
[www.wiscohoteles.com](http://www.wiscohoteles.com)

## OSHKOSH/FOND DU LAC/APPLETON LODGING



### RADISSON FOND DU LAC Fond du Lac, WI

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.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
[www.wiscohoteles.com](http://www.wiscohoteles.com)





# ONEIDA TOURS



JOIN US FOR  
CULTURAL TOURS  
COMBINED WITH  
A LOCAL TOUCH

**\*\*COVID-19 ALERT\*\***

At this time, Oneida Tourism is not scheduling tours for 2021. We hope to open for tours in Sept/Oct. We are scheduling for 2022. Many exciting updates are ongoing to expand the experience of your tour.

**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 and learn about their way of life, clans, pottery, and the Iroquois Confederacy. The Oneida way of life is put to the test when their territory is caught up in the Revolutionary War.

Then step into the 1800s when the Oneidas have no choice but to move. New talking painting technology greets you at Salt Pork Avenue, our log home reconstruction project.

See You Soon!



EXPERIENCE ONEIDA TOUR

◆ [WWW.EXPLOREONEIDA.COM](http://WWW.EXPLOREONEIDA.COM)

3 hours from Chicago • 4.5 hours from Minneapolis  
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## OSHKOSH/FOND DU LAC/APPLETON LODGING



### ROI HOSPITALITY, INC.

#### Oshkosh, WI

Our properties include Springhill Suites and Fairfield Inn & Suites (Wisconsin Dells), Best Western Plus (Jefferson), Cambria (Madison East), Country Inn & Suites (Fond du Lac) and La Quinta Inn (Oshkosh).

**CATHY CLUFF • 920-420-0790**  
ccluff@roihospitality.com  
www.roihospitality.com

## SHEBOYGAN/MANITOWOC AREA ATTRACTION

### Art Preserve John Michael Kohler Arts Center

#### ART PRESERVE

#### Sheboygan, WI

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 artist's filled or covered with works of art. The Art Preserve grand opening is June 26, 2021. Free admission and parking.

**LAURA TYMM • 920-458-6144**  
ltyymm@jmkac.org  
www.artpreserve.org

## SHEBOYGAN/MANITOWOC AREA ATTRACTION



### FARM WISCONSIN DISCOVERY CENTER

#### Manitowoc, WI

Farm Wisconsin is a state-of-the-art, interactive agricultural education center. Farm Wisconsin provides guests with a better understanding of their food sources and their importance. The center features interactive exhibits, a birthing barn, the Farm House store and Ice Cream Acres.

**ABIGAIL MARTIN • 920-726-6000**  
tours@farmwisconsin.org  
www.farmwisconsin.org

## SHEBOYGAN/MANITOWOC AREA ATTRACTION



### JOHN MICHAEL KOHLER ARTS CENTER

#### Sheboygan, WI

Sheboygan's acclaimed arts center features contemporary art exhibitions, performances, community events, classes and workshops for all ages. Shop features one-of-a-kind merchandise, and Café specializes in tempting, house-made soups, sandwiches and desserts. Admission is free.

**LAURA TYMM • 920-458-4708**  
ltyymm@jmkac.org  
www.jmkac.org

## SHEBOYGAN/MANITOWOC AREA ATTRACTION



### WISCONSIN MARITIME MUSEUM

#### Manitowoc, WI

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 and promoting research.

**ABBIE DIAZ • 920-684-0218**  
adiaz@wisconsinmaritime.org  
www.wisconsinmaritime.org

## SHEBOYGAN/MANITOWOC AREA DMO



### MANITOWOC AREA VISITOR & CONVENTION BUREAU

#### Manitowoc, WI

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 tour itineraries are available.

**RAEANN THOMAS • 920-686-3077**  
rthomas@manitowoc.info  
www.manitowoc.info

## SHEBOYGAN/MANITOWOC AREA DMO



### VISIT SHEBOYGAN

#### Sheboygan, WI

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 world-class food options to group-friendly attractions, welcoming hotels and scenic vistas, we encourage you to explore "The Sheboygan Way."

**SHELLY HARMS • 902-335-0065**  
shelly@visitsheboygan.com  
www.visitsheboygan.com

## SHEBOYGAN/MANITOWOC AREA FESTIVAL



### MAKING SPIRITS BRIGHT

#### Sheboygan, WI

Making Spirits Bright is a drive-through lights show beginning Friday after Thanksgiving through the end of December. Admission is free in Sheboygan's Evergreen Park, where light displays are choreographed to music. Experience entertainment, photos with Santa and trolley rides at nearby Quarryview Center.

**GERRY PLEHN • 920-234-2292**  
gplehn46@charter.net  
www.makingspiritsbright.com

## SHEBOYGAN/MANITOWOC AREA LODGING



### FAIRFIELD INN & SUITES SHEBOYGAN

#### Sheboygan, WI

Sheboygan's newest hotel and the only Marriott property within 35 miles of Sheboygan. Complimentary breakfast awaits you in the morning. Relax and unwind in the pool or fitness center. Grab a drink or appetizer in the lobby bar. Complimentary motorcoach parking.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
www.wiscohoteles.com







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.



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much to do!





# SHEBOYGAN



**BIG ADVENTURE #THESHEBOYGANWAY**



# WISCONSIN



FOLLOW VISITSHEBOYGAN







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## SHEBOYGAN/MANITOWOC AREA SHOPPING



### HENNING'S WISCONSIN CHEESE Kiel, WI

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.

**MINDY AUSLOOS • 920-894-3032**  
mindy@henningscheese.com  
www.henningscheese.com

## GREATER MILWAUKEE AREA ATTRACTION



### CEDARBURG HISTORY MUSEUM AND VISITOR CENTER Cedarburg, WI

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.

**MAGGIE DOBSON • 262-377-9620**  
tourism@cedarburg.org  
www.cedarburg.org

## GREATER MILWAUKEE AREA ATTRACTION



### GROHMANN MUSEUM AT MILWAUKEE SCHOOL OF ENGINEERING Milwaukee, WI

The Grohmann Museum Collection includes over 1,500 paintings, sculptures and works on paper from 1580 to the present. They reflect a variety of artistic styles and subjects that document the evolution of organized work and human achievement.

**CAROLINE VANEVENHOVEN • 414-277-2333**  
vanevenhoven@msoe.edu  
www.grohmannmuseum.org

## GREATER MILWAUKEE AREA ATTRACTION



### HARLEY-DAVIDSON MUSEUM Milwaukee, WI

A visit to the Harley-Davidson Museum is an experience that will stay with you for a lifetime. With an unrivaled collection of Harley-Davidson® motorcycles and memorabilia, a 20-acre, park-like 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.

**BARBARA SMYRL • 414-287-2786**  
barbara.smyrl@harley-davidson.com  
www.h-dmuseum.com

## GREATER MILWAUKEE AREA ATTRACTION



### LAKEFRONT BREWERY Milwaukee, WI

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

**CHRIS RANSON • 414-292-0803**  
chris@lakefrontbrewery.com  
www.lakefrontbrewery.com

## GREATER MILWAUKEE AREA ATTRACTION



### MILWAUKEE COUNTY ZOO Milwaukee, WI

Open year-round, the Milwaukee County Zoo is home to over 2,500 mammals, birds, fish, amphibians and reptiles. The zoo continues to be recognized as one of the finest in the country. The Zoo is a leader in animal management, education, conservation and entertainment. Guided tours available.

**CHEYENNE GILLIS • 414-256-5433**  
cheyenne.gillis@milwaukeecountywi.gov  
www.milwaukeezoo.org

## GREATER MILWAUKEE AREA ATTRACTION



### NORTH POINT LIGHTHOUSE MUSEUM Milwaukee, WI

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.

**ANN WOLLMER • 414-332-6754**  
keeper@northpointlighthouse.org  
www.northpointlighthouse.org

## GREATER MILWAUKEE AREA ATTRACTION



### WISCONSIN MUSEUM OF QUILTS & FIBER ARTS Cedarburg, WI

The only museum in Wisconsin devoted to quilting, Wisconsin Museum of Quilts & Fiber Arts is located on an intact 1850s German farmstead. Enjoy the restored barn, rotating exhibitions and a gift shop featuring hand-crafted items. Customizable tours offer lunch and craft activities.

**MELISSA WRAALSTAD • 262-546-0300**  
director@wiqiltsmuseum.org  
www.wiqiltsmuseum.com

## GREATER MILWAUKEE AREA CHARTER/RECEPTIVE



### MILWAUKEE FOOD & CITY TOURS Wauwatosa, WI

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.

**THERESA NEMETZ • 262-853-5239**  
theresa@milwaukeefoodtours.com  
www.milwaukeefoodtours.com





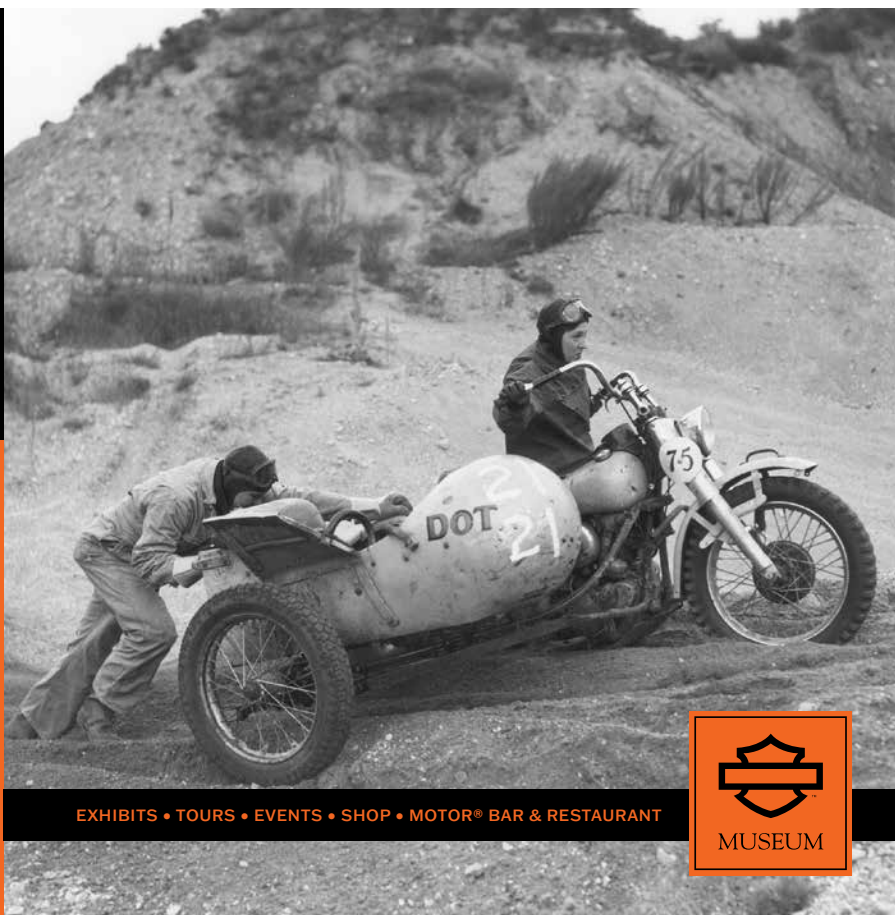
## TAKE A TOUR THROUGH AMERICAN CULTURE

Discover culture and history through stories and interactive exhibits that celebrate expression, camaraderie and love for the sport.

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**Plan your visit at [H-DMUSEUM.COM](https://www.h-dmuseum.com)**

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[amanda.lafave@rhccgb.com](mailto:amanda.lafave@rhccgb.com) | 2040 Airport Dr, Green Bay WI 54313  
[radisson.com/greenbaywi](https://www.radisson.com/greenbaywi)





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## GREATER MILWAUKEE AREA DMO



### OZAUKEE COUNTY TOURISM Grafton, WI

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

**KATHY MEULEMANS • 800-403-9898**  
info@ozaukeetourism.com  
www.ozaukeetourism.com

## GREATER MILWAUKEE AREA DMO



### VISIT MILWAUKEE Milwaukee, WI

Milwaukee is Wisconsin's largest city and is located at the confluence of Lake Michigan and three rivers. Visitors are always amazed by the city's renowned culinary scene, distinctive neighborhoods, world-class entertainment and one-of-a-kind attractions.

**LINDSEY MCKEE • 414-294-8936**  
lmckee@milwaukee.org  
www.visitmilwaukee.org

## GREATER MILWAUKEE AREA FESTIVAL



### GERMAN FEST Milwaukee, WI

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. Bus parking and private space available.

**LINDA SCHMITZ**  
info@germanfest.com  
www.germanfest.com

## GREATER MILWAUKEE AREA FESTIVAL



### MILWAUKEE IRISH FEST (CELTICMKE) Milwaukee, WI

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!

**MIKE MITCHELL • 414-476-3378**  
info@irishfest.com  
www.irishfest.com

## GREATER MILWAUKEE AREA FESTIVAL



### WISCONSIN STATE FAIR Milwaukee, WI

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.

**GROUP SALES DEPARTMENT • 414-266-7000**  
groupsales@wistatefair.com  
www.wistatefair.com

## GREATER MILWAUKEE AREA LODGING



### CANDLEWOOD SUITES MILWAUKEE AIRPORT Oak Creek, WI

If your guests are looking for an apartment-like atmosphere, then 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 available. Complimentary onsite motorcoach parking.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
www.wiscohoteles.com

## GREATER MILWAUKEE AREA LODGING



### COMFORT SUITES MILWAUKEE AIRPORT Oak Creek, WI

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. Complimentary airport shuttle and free parking.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
www.wiscohoteles.com

## GREATER MILWAUKEE AREA LODGING



### FAIRFIELD INN & SUITES MILWAUKEE AIRPORT Oak Creek, WI

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. The Fairfield is only 15 minutes away from downtown Milwaukee.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
www.wiscohoteles.com

## GREATER MILWAUKEE AREA LODGING



### HOLIDAY INN EXPRESS & SUITES MILWAUKEE AIRPORT Milwaukee, WI

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 with complimentary motorcoach parking.

**JOAN PINCH • 920-322-8204**  
jpinch@wiscohoteles.com  
www.wiscohoteles.com





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# Eastern Shores Region Members

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## GREATER MILWAUKEE AREA THEATRE



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jbarnes@marcuscenter.org  
[www.marcuscenter.org](http://www.marcuscenter.org)

## WALWORTH COUNTY ATTRACTION



### EAST TROY RAILROAD MUSEUM

East Troy, WI

Take train rides on trolleys or interurbans from our historic East Troy Depot to the Elegant Farmer. Charters, including elegant dining charters, can be scheduled any day of the week. Ride from 30 minutes to 2 hours. 35 miles southwest of Milwaukee – 15 miles north of Lake Geneva.

**JIM FEYERHERM • 262-684-9148**  
jimf@easttroyrr.org  
[www.easttroyrr.org](http://www.easttroyrr.org)

## WALWORTH COUNTY ATTRACTION



### LAKE GENEVA CRUISE LINE

Lake Geneva, WI

There is no better way to enjoy beautiful Lake Geneva than on a scenic boat tour with Lake Geneva Cruise Line! Choose from a wide variety of tour options - the famous U.S. Mailboat Tour, a delicious Luncheon Tour, an Ice Cream Social Tour and much, much more.

**SUSAN SCHINDLER • 262-248-6206**  
susan@glcl.net  
[www.cruiselakegeneva.com](http://www.cruiselakegeneva.com)

## WALWORTH COUNTY DMO



### LAKE GENEVA AND BEYOND: WALWORTH COUNTY

Delavan, WI

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

**TIM MALENOCK • 262-728-6000**  
groups@visitwalworthcounty.com  
[www.visitwalworthcounty.com](http://www.visitwalworthcounty.com)

## WALWORTH COUNTY THEATRE



### DANCING HORSES THEATRE & PETTING ZOO

Delavan, WI

Wisconsin's #1 attraction located on the Wisconsin/Illinois border. Our 90-minute performance in a climate-controlled theater is open year-round with shows changing three times a year. Seating for 300 plus two party rooms. Enjoy the pageantry of our horses and performers.

**JOYCE BICEK • 262-728-8200**  
info@thedancinghorses.com  
[www.thedancinghorses.com](http://www.thedancinghorses.com)

## WALWORTH COUNTY THEATRE



### ROSEWOOD ENTERTAINMENT LLC

Delavan, WI

Colorful video and lighting illuminate Rosewood's unique cabaret-styled music shows, professionally produced and performed in our state-of-the-art music theater. Choose your date, time and content, then customize your farm-to-table lunch, brunch or dinner menu; your travelers will experience Wisconsin in all its color and flavor.

**DUSTIN GRINDLE • 262-725-7286**  
dustin@rosewoodwi.com  
[www.rosewoodwi.com](http://www.rosewoodwi.com)

## RACINE/KENOSHA AREA ATTRACTION



### APPLE HOLLER

Sturtevant, WI

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.

**DAVE FLANNERY**  
262-884-7100  
info@appleholler.com  
[www.appleholler.com](http://www.appleholler.com)

## RACINE/KENOSHA AREA ATTRACTION



### RACINE ART MUSEUM

Racine, WI

Home to the largest collection of contemporary craft in the U.S. (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.

**JESSICA ZALEWSKI**  
262-619-3538  
jzalewski@ramart.org  
[www.ramart.org](http://www.ramart.org)

## RACINE/KENOSHA AREA DMO



### REAL RACINE

Sturtevant, WI

Racine features Frank Lloyd Wright architecture, Danish bakery tours, the Case IH Tractor factory, Wind Point Lighthouse, glass blowing, the historical Masonic Center and America's largest collection of contemporary craft art.

**DAVE BLANK**  
262-884-6405  
dave@realracine.com  
[www.realracine.com](http://www.realracine.com)

## RACINE/KENOSHA AREA DMO



### VISIT KENOSHA

Pleasant Prairie, WI

Make new memories on Kenosha's Lake Michigan shore. Enjoy tasty treats at Tenuta's Deli and Mars Cheese Castle, travel back in time at five museums, climb a lighthouse, tour historic districts and ride on electric streetcars.

**EVA HOEY**  
262-857-7164  
eva@visitkenosha.com  
[www.visitkenosha.com](http://www.visitkenosha.com)





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S.C. Johnson Administration Building

Racine Art Museum

S.C. Johnson Campus - Fortaleza Hall

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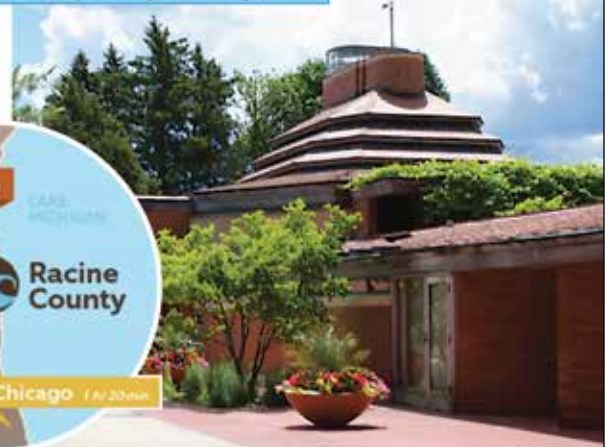
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Frank Lloyd Wright's Wingspread



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To schedule your group visit, contact Eva Hoey:  
Eva@VisitKenosha.com  
(262) 857-7164

*picture your* **KENOSHA**



VISITKENOSHA.COM



# South Central Crossroads

## Europe in Wisconsin



**W**ater from Lake Mendota and the Rock and Wisconsin Rivers has influenced so much of the South Central Crossroad's regional distinctions, including its dairy and sawmill industries, Swiss heritage and beautiful state parks. Groups who plan a trip to this region will discover charming downtowns, lush gardens and engaging museums to create a distinctly Wisconsin itinerary.

### DAY 1

#### JANESVILLE, БЕЛОИТ

**B**egin your itinerary in **Beloit** with a tour of the Beckman Mill, a restored and functioning 1868 grist mill that includes a sawmill display, visitor center and gift shop. Surrounding the mill is a 50-acre, interactive campus that includes a creamery, blacksmith shop and vintage garden. Visitors can also see effigy mounds on the Beloit College campus, admire beautiful works at the Wright Museum of Art and watch a Beloit Snappers baseball game during their inaugural season at the brand-new Riverbend Stadium.

Continue north to **Janesville** and tour the Rotary Botanical Gardens, a 20-acre property that showcases plants from Japan, Italy and France. Other group-friendly Janesville attractions include Hoo's Woods Raptor Center, Daluge Farm and Fermenting Cellars Winery. Your itinerary should also include the Milton House Museum, which was an important Underground Railroad stop in the 1860s and once hosted prominent abolitionist Sojourner Truth.



Beckman Mill, Beloit

### DAY 2

#### NEW GLARUS

**S**et your sites west for a morning at the **Alp & Dell Cheese Store**: a Swiss-style dairy outlet associated with award-winning producer Emmi Roth USA. Your group can watch master cheesemakers in the glass-walled viewing hall and try samples of Dutch, German and Spanish varieties in the main showroom. The store stocks over 125 specialty cheeses in addition to



Alp & Dell Cheese Store

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**www.chaletlandhaus.com**



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

801 Highway 69, New Glarus, WI 53574

(608) 527-5234 • email: chalet@chaletlandhaus.com



beer, wine and cured meats as gifts for friends and family back home.

Spend your afternoon in the charming town of **New Glarus**. Nicknamed “America’s Little Switzerland,” this community was founded by Swiss immigrants in 1845 and is populated by business that resemble alpine chalets. Learn about local heritage at the Swiss Historical Village (a 14-building campus that includes a cheese factory and firehouse) and the Golden Fleece Museum (which houses authentic Swiss art and handicrafts). Nationally renowned for its Spotted Cow farmhouse ale, New Glarus Brewing Company offers guided group tours and the opportunity to sample fresh creations in the tasting room. Visitors will also want to stop by the **House on the Rock** in Spring Green. Explore unique collections including the world’s largest carousel, a 200-foot sea creature and a room of automated music machines. Enjoy the view as you step into the Infinity Room, which offers stunning vistas of the Wisconsin River Valley.



The House on the Rock

## DAY 3

### MIDDLETON, FORT ATKINSON

**M**iddleton—minutes away from the state capital and home to numerous lodging options—is a great hub-and-spoke city for motorcoach groups. Stop by the National Mustard Museum to sample hundreds of mustards (ranging from tangy blue cheese to spicy wasabi) and learn about the condiment’s history in the MustardPie Theater. Groups can also learn about the beer-making process at Capital Brewery, shop in Greenway Station and relax besides bubbling freshwater springs at Pheasant Branch Conservancy.

Conclude your trip in **Fort Atkinson**, which was founded in 1832 by General Henry Atkinson. You can see a replica of the original fort at the Hoard Historical Museum, which also includes exhibits on the city’s dairy heritage and connection to former Wisconsin governor William Hoard. Fort Atkinson also features a charming downtown along the Rock River with welcoming Irish pubs and preserved 19th century architecture. 🍷



National Mustard Museum, Middleton

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# South Central Crossroads Members

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## SPRING GREEN ATTRACTION



### THE HOUSE ON THE ROCK

#### Spring Green, WI

Alex Jordan's retreat opened in 1960 and has since 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.

#### GROUP SALES

608-935-3639

groupsales@thehouseontherock.com

[www.thehouseontherock.com](http://www.thehouseontherock.com)

## MADISON/MIDDLETON DMO



### MIDDLETON TOURISM COMMISSION

#### Middleton, WI

Middleton is home to great group-friendly local attractions including the world-famous Capital Brewery, National Mustard Museum and shopping in Downtown Middleton and Greenway Station.

#### LAURA PORTZ

608-831-3399

lportz@cityofmiddleton.us

[www.visitmiddleton.com](http://www.visitmiddleton.com)

## MADISON/MIDDLETON LODGING



### BAYMONT INN & SUITES MADISON WEST

#### Madison, WI

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.

#### JOAN PINCH

920-322-8204

jpinch@wiscohoteles.com

[www.wiscohoteles.com](http://www.wiscohoteles.com)

## MADISON/MIDDLETON LODGING



### CASCADE DEVELOPMENT Madison, WI

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 and entertainment.

#### JOE MORGAN

608-219-9431

joemorgan@cascadedevelop.com

[www.cascadedevelop.com](http://www.cascadedevelop.com)

## MADISON/MIDDLETON LODGING



### COMFORT SUITES MADISON WEST

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[www.wiscohoteles.com](http://www.wiscohoteles.com)

## MADISON/MIDDLETON LODGING



### HOLIDAY INN EXPRESS & SUITES MADISON

#### Madison, WI

Conveniently located on Madison's East Side and to many local attractions, the Holiday Inn Express and Suites Madison is easily accessible from the interstate. Offering complimentary bus parking.

#### JOAN PINCH

920-322-8204

jpinch@wiscohoteles.com

[www.wiscohoteles.com](http://www.wiscohoteles.com)

## MADISON/MIDDLETON LODGING



### NORTH CENTRAL GROUP Middleton, WI

The North Central Group owns and operates 10 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 local attractions.

#### CORY MACE

608-662-3654

cmace@ncghotels.com

[www.ncghotels.com/motorcoach](http://www.ncghotels.com/motorcoach)

## FT. ATKINSON/CAMBRIDGE DMO



### FORT ATKINSON AREA CHAMBER OF COMMERCE

#### Fort Atkinson, WI

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.

#### CARRIE CHISHOLM

920-563-3210

tourism@fortchamber.com

[www.fortchamber.com](http://www.fortchamber.com)

## FT. ATKINSON/CAMBRIDGE LODGING



### HOLIDAY INN EXPRESS & SUITES FORT ATKINSON

#### Fort Atkinson, WI

Relax in our indoor heated swimming pool, whirlpool and fitness room. Enjoy our game room and lounging by the fireplace in our Great Room. Enjoy the added touches like remote HD cable TV and coffeemaker.

#### MARYJO EGGERS, TAMMY KOEBLER

920-563-3600

holidayinnexpressfortatkinson@yahoo.com

[www.hiexpress.com/fortatkinsonwi](http://www.hiexpress.com/fortatkinsonwi)

## NEW GLARUS DMO



### NEW GLARUS CHAMBER OF COMMERCE

#### New Glarus, WI

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.

#### BEKAH STAUFFACHER

608-527-2095

bekah@swisstown.com

[www.swisstown.com](http://www.swisstown.com)

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#### NEW GLARUS LODGING



##### CHALET LANDHAUS INN

New Glarus, WI

The Chalet Landhaus Inn is where traditional Swiss hospitality and charm welcome you year-round. Chalet Landhaus is built in a traditional Swiss style with a blend of modern convenience and old-fashioned decor to give you a touch of Switzerland.

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#### NEW GLARUS SHOPPING



##### ALP & DELL CHEESE

Monroe, WI

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tony@alpanddellcheese.com

www.alpanddellcheese.com

#### JANESVILLE/BELOIT DMO



##### JANESVILLE AREA CONVENTION & VISITORS BUREAU

Janesville, WI

Whether you prefer themed itineraries, industry tours, botanical gardens or museums, your group will be delighted to visit Janesville, "Wisconsin's Great Outside."

**LORI JOHNSON**

608-757-3171

meetings@janesvillecvb.com

www.janesvillecvb.com

#### JANESVILLE/BELOIT DMO



##### VISIT BELOIT

Beloit, WI

Beloit offers year-round experiences including public art, historic sites, unique dining and a magnificent farmers' market. From day-trips to overnight, along with hub and spoke and weary travelers looking to stretch their legs. Group-friendly.

**MATTHEW BOSEN**

608-313-1366

matt@visitbeloit.com

www.visitbeloit.com



*Janesville is an affordable, accommodating, group-friendly destination...*

Pictured: Rotary Botanical Gardens

**When you're ready to begin planning your next group travel adventure, consider Janesville!**

Janesville, Wisconsin's Great Outside, has plenty to offer your group. Whether your preference is exploring nature and the outdoors, public art, industry tours, special events, botanical gardens, museums or theater, your group will be delighted to visit this charming "hub" location. Janesville is easily accessible - right off of I-39/90.

**Janesville Area Convention & Visitors Bureau**

(608) 757-3171 • janesvillecvb.com •



**JANESVILLE**

*Wisconsin's Great Outside*





# Northwoods & Lake Superior

## Wisconsin – Naturally!



**W**isconsin's Northwoods region, which spans the Mississippi River to Lake Superior, includes dense woodlands, hundreds of lakes and charming coastal islands. Motorcoach groups can tour lumber baron mansions, relax on pontoon cruises and explore the waterfront communities that distinguish this region.

### DAY 1

#### EAU CLAIRE, SUPERIOR

**B**egin in **Eau Claire**, which features beautiful Chippewa River views and glimpses into Wisconsin's logging past. Stop by the Chippewa Valley Museum to learn about pioneer history and enjoy a sweet treat in a 1950s-style ice cream parlor. Afterwards, enjoy time at Carson Park: a 134-acre peninsula that is home to the Paul Bunyan Logging Camp. Here, groups can tour authentic 1890s cabins, enjoy lunch along Braun's Bay and watch a baseball game at Carson Park.

Continue north to Douglas County and the town of **Superior**, which is home to natural beauty and historic sites that will appeal to groups. Popular attractions include the Fairlawn Mansion (a beautiful 1890s Victorian structure), 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). Visitors can also stop by Amincon Falls State Park to admire Wisconsin's tallest waterfall.

Finish your day at **Legendary Waters Resort & Casino** in Red Cliff. With easy access to the Apostle Islands and Frog Bay Tribal National Park, the property includes luxurious rooms that overlook Buffalo Bay, exciting bartop games and fresh seafood at Legends Sports Grill.



Amincon Falls

### DAY 2

#### MADLINE ISLAND, HURLEY

**B**oard the **Madeline Island Ferry** for a 25-minute voyage to the only inhabited Apostle Island. Disembark in the town of La Pointe, which was once a Superior Chippewa spiritual site and French trading post, before meeting a knowledgeable step-on guide to learn about 300 years of colorful island history.

Discover the region's Native American heritage, mining history and continuing legacy as a vacation destination at the **Northern Great Lakes Visitor Center**. This immense museum near Ashland hosts groups to enjoy interactive stations, a movie theater and the Community of Life Mural: six large vignettes that depict humans interacting with nature over thousands of years. A park ranger can accompany groups along either the three-quarter-mile boardwalk or 1.2-mile Aldo Leopold Trail that passes through restored wetlands and forests.

Conclude your day in **Hurley** near Michigan's Upper Peninsula to learn about the region's iron mining history and admire glorious waterfalls on the Montreal River. The city's 19th century courthouse, listed on the National Register of Historic Places, is a museum devoted to the area's rich mining, logging and farming heritage.



Madeline Island

### DAY 3

#### WABENO, MINOCQUA

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

Conclude your trip in **Minocqua**—the heart of Wisconsin's lake country and an excellent hub for your Northwoods adventure. Group-friendly attractions include the Wildwood Wildlife Park and Nature Center (the state's second-largest zoo), Hillestad Pharmaceuticals and The World's Largest Penny. You can also embark on a Minocqua Pontoon Cruise or watch the Min-Aqua Bats for daring water ski choreography. 🇺🇸



Downtown Minocqua



# Northwoods & Lake Superior Members

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## ATTRACTION



### MADELINE ISLAND FERRY

#### LaPointe, WI

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 historical places on the island, shopping or strolling along Gitche Gumee. Madeline Island: come over!

**MARY ROSS • 715-747-2051**  
maryross@madferry.com  
www.madferry.com

## ATTRACTION



### NORTHERN GREAT LAKES VISITOR CENTER

#### Ashland, WI

Free admission; open 365 days a 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.

**ROSEANN HAVERI • 715-685-9983**  
rooms@nglvc.org  
www.nglvc.org

## CASINO



### LEGENDARY WATERS

#### Red Cliff, WI

Escape Ordinary! Experience Legendary! Northern Wisconsin's premier resort casino features 47 tastefully appointed deluxe rooms and Premier suites. State-of-the-art slot machines, restaurants, promotions, guest services, ATM, camping, sandy beach, boat launch and marina. Spectacular views of Lake Superior and the Apostle Islands.

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www.legendarywaters.com

## CASINO



### POTAWATOMI CARTER CASINO HOTEL

#### Wabeno, WI

Guests enjoy great gaming action and so much fun with over 500 slot machines, a variety of table games, and bingo. The hotel offers 98 well-appointed rooms and suites. When it's time for a bite, The Flames offers a diverse menu catering to many tastes. Open daily at 8 a.m.

**GUEST SERVICES • 715-473-6870**  
loyalty@cartercasinos.com  
www.cartercasino.com

## DMO



### HURLEY CHAMBER OF COMMERCE

#### Hurley, WI

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

**RITA FRANZOI • 715-561-4334**  
hurley@hurleywi.com  
www.hurleywi.com

## DMO



### MINOCQUA AREA CHAMBER OF COMMERCE

#### Minocqua, WI

The Minocqua area is uncommonly effective at renewing the memories of days gone by. Our itineraries will give your travelers a real taste of the north including lumberjacks and Native American culture. Let's plan your next trip north together. Let's Minocqua!

**KRYSTAL WESTFAHL • 1-800-44-NORTH**  
macc@minocqua.org  
www.letsminocqua.com



Carson Park

## DMO



### TRAVEL SUPERIOR

#### Superior, WI

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.

**NIKKY FARMAKES • 715-394-7716**  
nikky.farmakes@superiorchamber.org  
www.travelsuperior.org

## DMO



### VISIT EAU CLAIRE

#### Eau Claire, WI

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!

**DANA CROSSON • 715-829-2685**  
dana@visiteauclaire.com  
www.visiteauclaire.com





# Mississippi River Valley & Beyond

## Experience the Great River Road



**B**eautiful forests and rolling kettle moraine landscapes drew French *voyageurs* and Native Americans to the Mississippi River Valley for centuries, and the area is very accommodating to groups who wish to explore the Great River Road. Whether your party is interested in craft beer, nature hikes or local immigrant history, this region features attractions for an unforgettable itinerary.

### DAY 1

#### PRAIRIE DU CHIEN, RICHLAND CENTER

**B**egin your trip in **Prairie du Chien**, which is located in the state's southwest corner and is one of Wisconsin's oldest cities. Native Meskawaki people occupied this valley for hundreds of years before famed French explorers Jacques Marquette and Louis Joliet arrived by canoe in 1673. The town eventually became a thriving trading post and site of Fort Crawford, which served as a deployment station during the Black Hawk War in 1832 and a Union hospital during the Civil War. Your group can tour the fort's remains and preserved hospital wing to learn about military life and the work of famed physician William Beaumont. Other Prairie du Chien attractions include Villa Louis (an elegant Victorian mansion owned by a 19th century fur trader), Wyalusing State Park (which offers spectacular views of the Mississippi River and Wisconsin River convergence) and a charming downtown populated with cafes and boutiques.

Head inland to spend an afternoon at the **Town of Stevenson Museum**. Tours by appointment allow groups to explore an elaborate Midwestern town housed inside a farm building that includes the Richland Center General Store and the Town of Stevenson Fire Department. Vintage vehicles and antiques date back to the 1800s, and rare items include a Lucille Ball look-alike that operates a switchboard and a purse owned by Elizabeth Taylor.



Fort Crawford Museum, Prairie du Chien

### DAY 2

#### LA CROSSE

**C**ontinue north to **La Crosse**—the region's largest city and a cultural hub that will appeal to groups of any interest. After admiring the Mississippi River from the Shrine of Our Lady of Guadalupe (a pilgrimage site inspired by Tuscan hilltop churches) or Grandad's Bluff, descend into the city and orient yourself with a Historic La Crosse Trolley Tour. An onboard historian will narrate a route that includes the Old Towne North neighborhood, University of Wisconsin-La Crosse and Pearl Street: La Crosse's bustling main avenue. As your trolley returns to Riverside Park, consider the sightseeing expeditions offered by La Crosse Queen Cruises. Daily excursions showcase the region's cliff-sides and bridges, and special dinner and brunch cruises can be offered along with live music. Riverside Park also offers a spectacular display during the holiday season with over four million twinkling lights. While in town, admire the classic cars at Dahl's Auto Museum (which houses a Thunderbird, Crown Victoria and 1911 Ford Model T Roadster) or enjoy the wine and craft beer tap rooms on historic Pearl Street.



Hixon Forest, La Crosse

### DAY 3

#### TOMAH

**E**njoy a morning at **Norskedalen Nature & Heritage Center** in Coon Valley. This Norwegian cultural site honors the 19th century Scandinavian immigrants who settled here and includes original log buildings such as the Bekkum Homestead, Engum house and Volden stone springhouse. The property also features 400 acres of wooded coulee, a goat prairie and miles of nature trails to explore. Groups can enjoy a box lunch in the open-air shelter.

Your last stop is the city of **Tomah**: the heart of Wisconsin's Cranberry Country. The nearby Cranberry Discovery Center offers group tours that detail the state's cranberry farming history and allow time to shop at the cranberry gift boutique. Groups also enjoy the quiet simplicity of surrounding Amish Country, naturalism programs at the Necedah Wildlife Refuge and local history at the Tomah Historical Society and Museum. 🍓



Norskedalen



THEATRES



# Wisconsin Heartland

## Iconic Wisconsin

**T**he Wisconsin Heartland—a compelling landscape of sandstone cliffs, serene lakes and rolling hills—has welcomed tour groups for generations. Whether you want to learn about the state's circus history, cruise through dramatic gorges or watch entertaining live theater, you're sure to find it in the center of the Badger State.



### DAY 1

#### BARABOO

**S**pend your first day in **Baraboo**, where the famous Ringling Bros. Circus would house its performers, animals and equipment during the winter months. While "The Greatest Show on Earth" no longer tours, the circus spirit lives on in Baraboo. **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. If you're visiting in July, be sure to see **Baraboo's Big Top Circus Celebration**, which includes hundreds of performers and breathtaking stunts. The parade passes by 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. Visitors can also spend time in Devil's Lake State Park, one of Wisconsin's most-visited outdoor destinations. Enjoy magnificent views from 500-foot Quartzite bluffs, embark on a scenic hike on the Ice Age National Scenic Trail and settle in for a lakeshore picnic.



Baraboo's Big Top Circus Celebration

### DAY 2

#### WISCONSIN DELLS

**C**ontinue north to **Wisconsin Dells**, the "Waterpark Capital of the World." Interested in local history? Learn about the region's landscape photography legacy at the H.H. Bennett Studio & Museum or contributions to Prairie School architecture at the Bowman House.

Before it became internationally renowned for waterparks like Noah's Ark and Mt. Olympus, the Wisconsin Dells attracted visitors for its sculpted sandstone cliffs and narrow gorges. You can learn about these early tourists and the area's geographic history on a **Dells Boat Tour**. These double-decker vessels whisk groups along the Wisconsin River, where they will see unusual rock formations like Hawk's Bill and Baby Grand Piano, walk through the cool passageways of Witches Gulch and witness the famous dog leap at Stand Rock. Groups can also register for a ride on the **Original Wisconsin Ducks**: amphibious vehicles first designed for World War II. This forest-and-water adventure is highlighted by barreling down Roller Coaster Hill and splashdowns into the Wisconsin River and Lake Delton.

If your group enjoys live entertainment during the evening, catch a performance at the **Palace Theater**. This state-of-the-art venue presents Broadway-quality productions, headliner concerts and musical tribute shows on its 48-foot stage. Highlights of the 2021 season will include *Free Fallin: A Tribute to Tom Petty*, *Journey Recaptured* and *The Linda Ronstadt Experience*.



Dells Boat Tour

### DAY 3

#### WAUSAU, CENTRAL WI

**O**ffering big city amenities with small town charm, **Wausau** is an excellent stop for your Wisconsin Heartland itinerary. Groups can stop by the Leigh Yawkey Woodson Art Museum (which houses America's largest collection of bird-themed art), tour Hsu's Ginseng Farms and take a picture by the marker that designates the intersection of the 45 North Parallel and the 90 West Parallel.

The area's three other major communities—Marshfield, Stevens Point and Wisconsin Rapids—are represented by the **Central Wisconsin Tourism Association**. The CWTA can schedule itineraries and help arrange visits to popular destinations like Stevens Point Brewery, the Cranberry Highway and Jurustic Park. Visitors can also register for a guided tour through Upham Mansion (which was once the home of Wisconsin governor William H. Upham) and visit the state's oldest farmer's market. 🌲



Jurustic Park in Marshfield



# Wisconsin Heartland Members

■ ATTRACTIONS ■ CHARTER/RECEPTIVE ■ CASINO ■ DMOs ■ FESTIVALS ■ LODGING ■ SHOPPING ■ THEATRES

## WI RAPIDS/MARSHFIELD/STEVENS POINT DMO



### CENTRAL WISCONSIN TOURISM ASSOCIATION

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## WAUSAU DMO



### WAUSAU/CENTRAL WISCONSIN CVB

#### Wausau, WI

Wausau welcomes groups to experience the Leigh Yawkey Woodson Museum, explore the Andrew Warren Historic District, stop at the 45 X 90 Marker, tour a ginseng farm and more. Big city amenities and small town hospitality await your next visit.

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## WISCONSIN DELLS/BARABOO ATTRACTION



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## WISCONSIN DELLS/BARABOO DMO



### BARABOO AREA CHAMBER OF COMMERCE

#### Baraboo, WI

Baraboo features Wisconsin's most popular state park (Devil's Lake), a circus museum located on grounds developed by the Ringling Brothers and a Rockwellian downtown square dotted with specialty shops and eateries. Breweries, wineries and a distillery are open as well!

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## WISCONSIN DELLS/BARABOO FESTIVAL



### BARABOO'S BIG TOP PARADE

#### Baraboo, WI

The July 10 weekend will bring a Circus Celebration to the Ringling Brothers' hometown, featuring downtown trolley tours, a car show, live music and an artistic "parade of elephants." In lieu of the traditional parade, a weekend full of circus-themed fun is planned!

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