

SIGNATURE EVENTS

EAA AirVenture (Oshkosh)

The World's Greatest Aviation Celebration® takes place each July when hundreds of thousands of aviation lovers and families flock to EAA AirVenture for a week-long fly-in convention. Join for daily air shows, exhibits of aircraft spanning all eras of flight and a world-class museum.



WISCONSIN CULINARY

Cheese

Producing half of the United States' specialty cheeses, Wisconsin's master cheesemakers continue a long heritage of cheesemaking. Wisconsin produces more than 600 varieties of cheese and regularly wins more international awards than entire countries. Wisconsin cheese experiences to add to your itinerary include visiting cheese shops, touring plants, participating in workshops and tastings, and attending cheese-focused festivals.

CONTACT US

Interested in discovering more about Wisconsin?

Want to connect with attractions, motorcoach companies, hotels and more? Travel Wisconsin is ready to help.

Scan the QR code to help you plan a Wisconsin getaway today.



Summerfest (Milwaukee)

From spotlighting today's hottest music artists to hosting lakeside dance parties, it's clear why Summerfest is America's party of the summer. An event for everyone, Summerfest is an annual celebration bringing music lovers together for a one-of-a-kind Wisconsin experience.

World Dairy Expo (Madison)

World Dairy Expo is a must-attend event for the global dairy industry, offering the most elite combination of commercial exhibits and dairy cattle in the world.

American Birkebeiner (Hayward)

Inspired by its European counterpart, the American Birkebeiner is the largest cross-country skiing marathon in North America and a beloved tradition for competitors and spectators alike.

Cranberries

Wisconsin grows more cranberries than any other region in the world. The September and October harvest season produces one of the most wow-worthy photo visitors will never forget. Visitors can tour farms, attend cranberry festivals and even wade into the flooded cranberry marshes.

Beer

Large breweries and well-known brands like Miller and Pabst made Wisconsin famous for its brewing skills, and in modern times, innovative craft brewers keep Wisconsin at the center of the beer universe. Visitors discover unique flavors and brews at more than 200 craft breweries across the state.

Lumberjack World

Championships (Hayward)

See the best chopping, sawing, speed climbing, axe throwing, boom running and log rolling at the Lumberjack World Championships. Competitors from around the globe participate in this annual event honoring Wisconsin logging heritage.

Warrens Cranberry Festival (Warrens)

Held the last full weekend of September, the Warrens Cranberry Festival honors Wisconsin's iconic fruit with a massive celebration. The event attracts 120,000 visitors to a town of fewer than 600 for an arts and crafts sale, food vendors featuring cranberries, a parade and other activities.

Cherries

Door County is among the top cherry-producing regions in the United States. Each year, between 8-12 million pounds of cherries are harvested. Across Wisconsin, visitors taste delicious dishes, desserts, beverages and more infused with Door County cherries.

Culinary Spotlight

America's most influential cooking show, Bravo's Top Chef, selected Wisconsin as its featured culinary destination for Season 21. Filmed in Milwaukee and Madison, the show celebrates Wisconsin's unique culinary traditions, defining ingredients and foodie destinations making the state a culinary hotspot.



TravelWisconsin.com



With hundreds of miles of freshwater coast, vibrant cities, rich Native American history and much more, visiting Wisconsin is a once-in-a-lifetime trip that you and your group will look back on for years to come. With quick travel times from major cities like Chicago and Minneapolis, it's an easy journey to the unique experiences that you can't find anywhere else in the U.S. Here, you can explore the legacy of Frank Lloyd Wright, America's most famous architect, golf on the country's best courses, experience surprising cities that combine natural beauty with lively culture and stroll through charming small towns with one-of-a-kind restaurants and shops. With 1,000 miles of freshwater coastlines and 15,000 inland lakes, our waterways are playgrounds for boating, paddling, fishing and even surfing, while Wisconsin's museums and cultural sites are home to unique collections that tell unexpected stories. Whichever adventures you choose, Wisconsin offers awe-inspiring landscapes, unforgettable experiences and endless discoveries.

HOW TO GET HERE

Getting to Wisconsin is a breeze. Minneapolis and Chicago's globally connected airports are less than an hour drive from Wisconsin, making for great options to begin your Wisconsin getaway. Airports to consider flying in and out of include:

- Chicago O'Hare International Airport
- Chicago Midway International Airport
- Minneapolis-St. Paul International Airport
- Milwaukee Mitchell International Airport
- Dane County Regional Airport
- Green Bay Austin Straubel Airport
- Appleton Airport



MUST-VISIT GOLF DESTINATION

Wisconsin is a golfer's paradise. Golf Digest called Wisconsin the best state in America for golf. Many of the 10 Wisconsin courses among its top 100 public courses in the United States are a short drive from major airports and from each other, which is ideal for planning a multi-day golf getaway. Notable Wisconsin golf courses include:

- Whistling Straits
- Erin Hills Golf Course
- Sand Valley Golf Resort
- Blackwolf Run
- SentryWorld
- The Golf Courses of Lawsonia
- The Bull at Pinehurst Farms

MINNEAPOLIS •



NATIVE AMERICAN CULTURE

Native Americans lived and thrived in the area now known as Wisconsin for millennia. Today, 11 federally recognized Native American tribal nations enrich and enhance the Wisconsin visitor experience with distinct cultural traditions, culinary offerings and recreational opportunities. Discover tribal tourism possibilities by visiting Native American Tourism of Wisconsin at NATOW.org. The federally recognized tribal nations are:

- Bad River Band of Lake Superior Chippewa
- Forest County Potawatomi
- Ho-Chunk Nation
- Lac Courte Oreilles Band of Lake Superior Ojibwe
- Lac du Flambeau Band of Lake Superior Chippewa
- Menominee Nation
- Mole Lake Sokaogan Chippewa Community
- Oneida Nation
- Red Cliff Band of Lake Superior Chippewa
- St. Croix Band of Lake Superior Chippewa
- Stockbridge-Munsee Band of The Mohicans



MADISON

Madison, Wisconsin: the lake-city-lake place that welcomes visitors with outdoor adventure around every corner! The active, food focused, creative culture consistently makes Madison a buzz-worthy city. A few Madison must-dos:

- Wisconsin State Capitol
- Dane County Farmers' Market
- Frank Lloyd Wright-designed Monona Terrace
- Olbrich Botanical Gardens
- Memorial Union Terrace
- National Mustard Museum



BAYFIELD COUNTY

On the southern shore of the world's largest freshwater lake, Bayfield County delights visitors with colorful cliffs and caves, all seasons of outdoor recreation, local orchards and a thriving arts scene. Top reasons to visit include:

- National Park Service's Apostle Islands National Lakeshore
- Frog Bay Tribal National Park
- Lake Superior Scenic Byway
- Apple orchards and fruit farms
- Winter outdoor recreation

DOOR COUNTY

One of Wisconsin's most popular Great Lakes destinations, Door County is surrounded by 300 miles of Lake Michigan coastline and outdoor recreation opportunities abound. Here, cherry and lavender farming flourishes, the art scene is thriving, and waterfront communities are filled with charm. Top reasons to visit:

- Five lakeside state parks
- 11 historic lighthouses
- 34 islands
- Outstanding culinary scene
- Wineries
- Door County National Scenic Byway

GREEN BAY

A legendary destination for football fans, Green Bay and the Packers are known around the world, but more awaits visitors in this Northeastern Wisconsin city. Top reasons to visit include:

- Lambeau Field
- Green Bay Packers Hall of Fame
- Bay Beach Amusement Park
- Oneida Nation

MILWAUKEE

With a reputation that rode across the world on two wheels and brewed its way into the hearts of travelers, Milwaukee impresses visitors with its vibrant history, city life and entertainment. Top reasons to visit include:

- Harley-Davidson Museum
- Miller Brewery Tours
- Milwaukee Art Museum
- Milwaukee Brewers and Milwaukee Bucks
- Historic Third Ward

RACINE

Racine County has a beautiful lakefront, a picturesque lighthouse, museums, historical architecture, and so much more. Top reasons to visit include:

- Frank Lloyd Wright's SC Johnson global headquarters
- Award-winning North Beach
- Official Wisconsin Pastry - America's Kringle Capital!
- Historic Barn Quilt Tour throughout rural Racine County

LAKE GENEVA

A lakeside getaway destination for more than a century, the Lake Geneva Region celebrates the historic grandeur of its past and greets visitors with modern amenities and attractions. Top reasons to visit include:

- Yerkes Observatory
- Lake Geneva Cruise Line tours
- Premiere golfing
- Boutique shopping and luxury spas