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TravelWisconsin.com



**UNEXPECTED
URBAN ESCAPES**

PAGE 13

**ELEVATED DINING
EXPERIENCES**

PAGE 23

**WOW-WORTHY
WATERFALLS**

PAGE 34

ST. GERMAIN

Tucked in the tall pines, surrounded by lakes and rivers, stretched out below starry skies sits St. Germain. This outdoor- and wilderness-lovers' paradise is a short enough drive to remain easily reachable, but far enough outside of major metros to truly feel like you're escaping into the woods.

Anglers and paddlers will love the seemingly endless lake, pond and river options found around St. Germain — from the lakeside resorts to the quiet shores where you'll have room to spread out. The Heart of Vilas County Trail awaits cyclists looking to explore a new path, and top-quality ATV and snowmobile trails await visitors looking for a rush, no matter the season.

But St. Germain isn't just filled with picnic tables and campgrounds, there are some remarkable local restaurants, bars and breweries ready to entertain whatever appetite you may bring to the table. And shops are filled with everything from clothing and apparel to all of the outdoor gear you'll need to explore our piece of paradise.

Pack up the car, load up your family or friends and escape to your Northwoods adventure.

📍 // st-germain.com

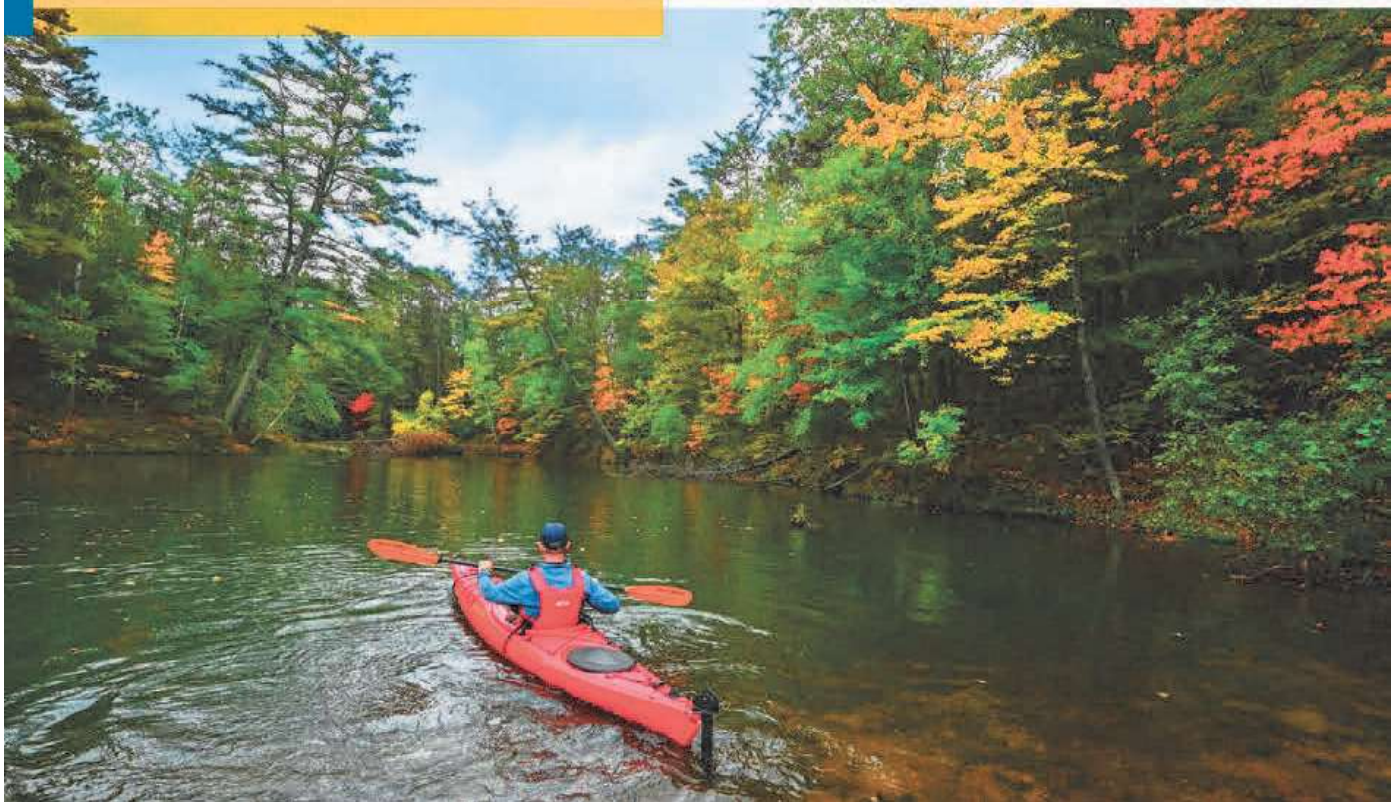
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PARTNER CONTENT





MILWAUKEE



Head to Milwaukee, where thrilling adventures go hand in hand with a culinary scene that's hotter than ever. From ethnic eats at the city's 100-plus festivals to a five-course tasting menu at a James Beard Award-winning restaurant, there's a flavor for everyone here. Looking for something casual? Try one of five food halls, which offer flavors from around the world and reflect the community's rich diversity. Pair your meal with a brew from one of Milwaukee's more than 30 craft breweries or get energized for the next stop on your itinerary at one of the city's top coffee roasters.

If you're more of a festival fanatic, Milwaukee's your calendar dream. Winter ice sculptures sparkle, spring brings the film festival alongside Irish joy and summer explodes with music and fireworks. Fall colors paint the backdrop for Oktoberfests and harvest festivals, while 30 area museums greet culture buffs in any season. For those looking for an active trip, kayak or bike along the rivers or 100-plus miles of scenic trails. And sports fans will feel at home among Milwaukee's MVPs.

Right now, Milwaukee is charting a new, thrilling course, and there's never been a better time to experience it for yourself.

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Lake Monona, Madison

EMAIL NEWSLETTERS

Sign up for our emails to keep up with the latest events and activities happening around the state! Choose the **Wisconsin Traveler** for twice-monthly trip-planning inspiration, the **Fall Color Report** for weekly updates on color changes in September and October or the **Wisconsin Snow Report** for a weekly look at cross-country skiing, downhill skiing, snowboarding and snowmobiling conditions across the state.

SOCIAL MEDIA

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Travelers discover their own fun at TravelWisconsin.com. In addition to exciting videos and informative articles, exclusive features help guide the way.

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PARTNER CONTENT

TWO RIVERS

Explore Two Rivers and choose your outdoor adventure. Start your adventure at the shores of Lake Michigan with a stroll along Neshotah Beach. Up the ante and choose to take a boat out or launch a kayak — we have those ready for you to enjoy. If fishing is more your jam, we have that too. Hiking in the Woodland Dunes Nature Center or bicycling along Mariners Trail will get your heart racing. When you're ready to refuel, head to downtown Two Rivers and enjoy craft beers, great food and an ice cream sundae for dessert. Come and explore Two Rivers.



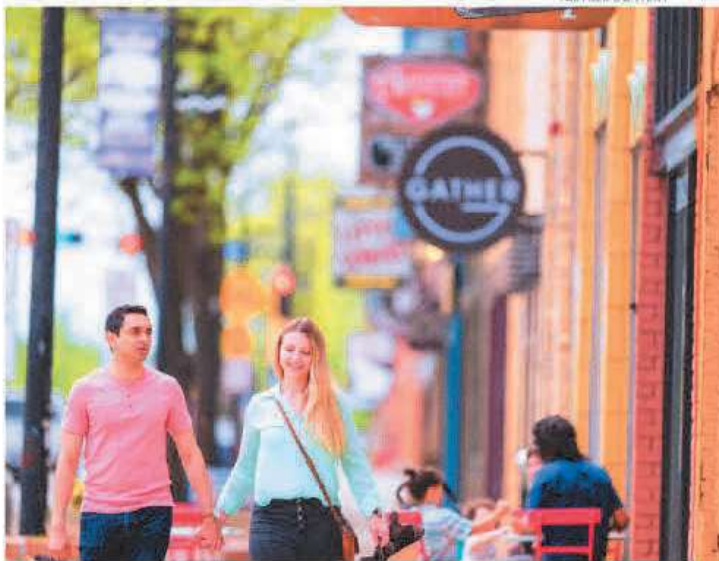
// exploretrworivers.com

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★ // **Explore Two Rivers**
1717 E. Park St., Two Rivers
920-793-7200





GREEN BAY

Pack in the memories in Green Bay.

Green Bay is known for its football team, historic Lambeau Field and the Packers' Hall of Fame, but there is so much more to explore. Whether you enjoy outdoor activities, staying indoors or a combination of the two, Green Bay has you covered.

Headed outdoors? Fish and sail on one of our waterways, hike on our many trails or walk along our shores. During the winter, those same trails are ideal for skiing and snowshoeing. Titletown, an outdoor space near Lambeau, provides summer and winter fun, from outdoor games and a unique playground in the summer to ice skating and snow tubing in the winter.

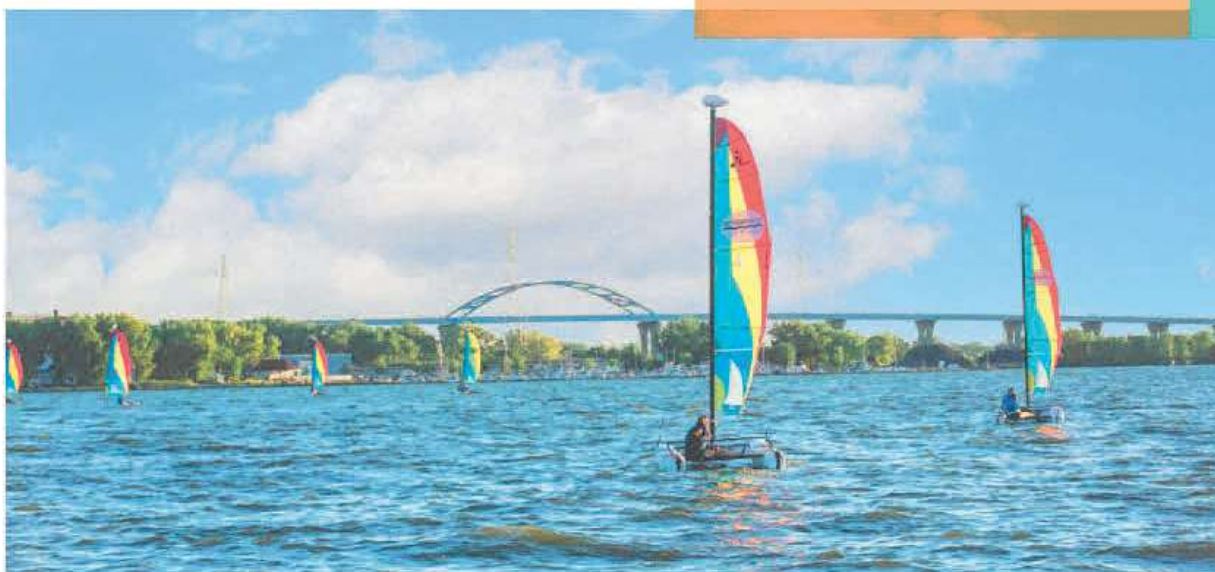
Indoors, you'll find distinctive museums, unique boutiques and art galleries. Visit our microbreweries or wineries for a tour or a sampling. With a wide range of dining choices, from traditional supper clubs to eclectic dining choices, you'll find something that will definitely please your palate. And don't forget our cheese offerings — everything from cheese curds to gouda.

Throughout the year, there's so much to do that you'll need more than one visit to fit it all in.

greenbay.com //

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WELCOME TO WISCONSIN

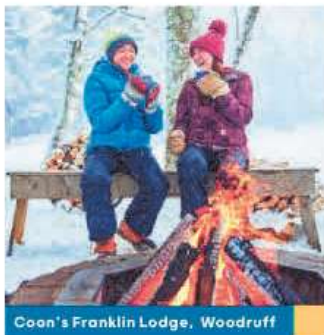
Governor Tony Evers



EAA AirVenture, Oshkosh



Eagle Tower, Fish Creek



Coon's Franklin Lodge, Woodruff

WELCOME TO WISCONSIN!

No matter why you're here or where you end up, Wisconsin has something for those of every age, interest and ability.

Our diverse food scene will have you trying Wisconsin staples like cheese curds and a Friday night fish fry one day, then enjoying a meal from one of our award-winning chefs, experiencing an iconic Wisconsin supper club or discovering farm-to-table delights the next.

Our unparalleled natural beauty touches every corner of the state year-round — from the shores of the Great Lakes to the scenic top of bluffs to hiking along the Ice Age Trail.

Our festivals, arts and cultural celebrations will inspire you, and our concerts, live sporting events and shows will bring you to your feet.

Simply put, when you visit Wisconsin, it's a visit you'll never forget. With warm people and friendly faces, there are new adventures around every corner and time spent with the ones who matter most.

Thanks for stopping by. We're glad you're here.

Tony Evers
Governor



BELOIT



Known for its rich culture and scenic beauty, Beloit has become the perfect place for food and drink enthusiasts to explore. From trendy cafés to upscale dining establishments, Beloit is home to a wide range of locally owned restaurants that cater to every palate, including breweries and wineries. Whether you're a fan of comfort food, legendary supper clubs or delectable desserts, Beloit offers an unforgettable experience to all those seeking a taste or sip of the extraordinary.

In addition to its remarkable food and drink scene, Beloit offers a warm and welcoming atmosphere that makes every dining experience even more delightful. The city is known for its friendly locals who take pride in sharing their culinary traditions with visitors. Whether you're enjoying a meal at a cozy rustic tavern, stopping at a food truck at the farmers market or dining with a picturesque view of the Rock River, the Midwest charm and hospitality of Beloit will leave a lasting impression.

With its beautiful natural surroundings, cultural attractions, family-friendly accommodations and a calendar full of events, each season brings new adventures in our charming city. Pack your bags, gather your loved ones and head to Beloit, where stories begin.

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OSHKOSH

Nestled in the heart of Northeast Wisconsin, Oshkosh beckons with its charming location on the western shores of Lake Winnebago, embraced by the Fox River and Lake Butte des Morts in Winnebago County.



Oshkosh is a bustling city that welcomes visitors all year long with a vast array of local, regional, national and international events and attractions throughout the year. The city's vibrant spirit and infectious energy captivate visitors from all walks of life.

Among its myriad attractions, Oshkosh proudly boasts the renowned Experimental Aircraft Association AirVenture Museum, where aviation enthusiasts are treated to an exhilarating journey through aviation history. The city's cultural scene is equally captivating, with the historic Grand Opera House in the historic downtown, the Oshkosh Public Museum and the Paine Art Center and Gardens offering accessible and enriching experiences for art enthusiasts of all ages.

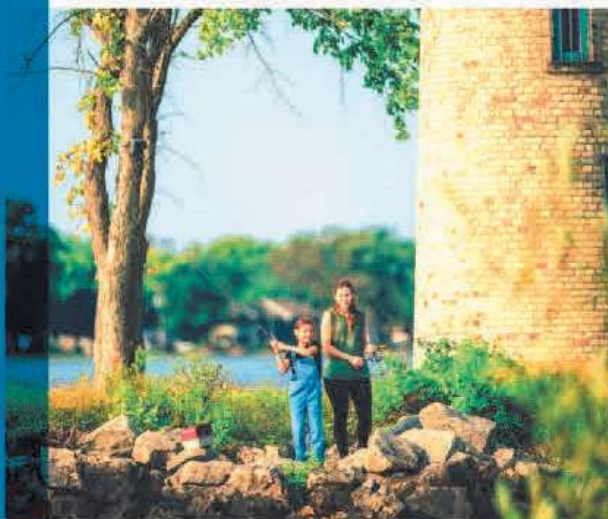
Home to the University of Wisconsin–Oshkosh and the Wisconsin Herd (the G League team to the Milwaukee Bucks), sports and education blend seamlessly into the fabric of this dynamic community. Oshkosh's welcoming atmosphere and diverse offerings make it an inviting destination for visitors seeking a taste of Midwestern charm and a wealth of unforgettable experiences.

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📘 // @oshkoshcvb

📺 // @visitoshkosh

📍 // Discover Oshkosh
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Ste. 112, Oshkosh
920-303-9200





13

Lucy's #7 Burger Bar, Beloit



18

CamRock County Park, Cambridge



23

Rooftop Terrace at The Charmant Hotel, La Crosse

FEATURES

10 SERVE UP THE FUN!

Pull up a chair at one of these restaurants for a dining experience like nowhere else.

13 UNEXPECTED URBAN ESCAPES

Hip and a little under the radar, these three cities deliver big on fun vibes.

18 TRAIL MIX

Experience Wisconsin's epic trail systems.

23 WISCONSIN'S ELEVATED DINING

Head to the rooftop for food and drinks with a view.

26 EXPLORE NATIVE WISCONSIN

From history and celebrations to amazing outdoor recreation, the state's tribal lands hold memories to be made.

WISCONSIN



ON THE COVER

Cave Point County Park, Sturgeon Bay

ANNUAL
EVENTS INSERT
FOLLOWING
PAGE 36

30 ASTOUNDING ARCHITECTURE

Be sure to add some of these iconic Wisconsin sites to your travel itinerary.

34 WOW-WORTHY WATERFALLS

Whether roaring in the springtime or frozen as a winter wonder, these waterfalls will wow you year-round.

39 THE REGIONS OF WISCONSIN

- 39 Northwest
- 47 Northeast
- 55 East Central
- 64 Central
- 71 Southwest
- 78 South Central
- 88 Southeast



Frog Bay Tribal National Park, Red Cliff



Willow Falls, Hudson



Milwaukee Art Museum



STATE MAP &
WISCONSIN
WELCOME
CENTERS
LOCATED ON
PAGE 37



Kohler-Andrae State Park, Sheboygan



LAKE GENEVA

The Lake Geneva region is a storied lake community known as the "Newport of the West," with a myriad of ways to enjoy your best lake life. From the crystal-clear waters of Geneva Lake to the watersport-friendly Delavan Lake and tranquil Lake Como, generations of families have made it their destination of choice to make memories around the water.

Acclaimed resorts and spas, award-winning restaurants and distinctive shopping are just the beginning of an unforgettable getaway any time of year. Lake cruises, boating, swimming and beach lounging are favorite summer pastimes to soak up the sun, water and family time. Hike the famed Geneva Lake Shore Path with up-close views of historic mansions and estates. If golf is your game, bring your clubs and choose from 10 legendary courses. Step back in time at historic sites such as Black Point Estate and Yerkes Observatory, both nestled along the shores of Geneva Lake, or soar above it all in a bucket-list-worthy hot air balloon ride. Go ziplining, visit an animal safari, be amazed at a magic show or see dancing horses. You get the idea. Like generations before us knew, Lake Geneva has always been the place for making memories.

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SERVE UP THE FUN!

**PULL UP A CHAIR
AT ONE OF THESE
RESTAURANTS
FOR A DINING
EXPERIENCE LIKE
NOWHERE ELSE**

By Jennifer Billock & Jamie Bartosch

Everyone knows Wisconsin is famous for fantastic supper clubs and delicious sausage spots. So once you've got your favorite classic Wisconsin staples on lock, it's time to try something unexpected. Head out to one of these eateries around the state for a unique, groundbreaking or downright quirky dining experience.

The Grateful Shed, Wisconsin Dells

10 WISCONSIN TRAVEL GUIDE

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Manila Resto, Oshkosh

BRAISE GREENHOUSE

For a private dining experience like no other, reserve the Greenhouse at Braise in Milwaukee. You and a selection of up to 11 others will be led up to the rooftop, where you will enter a rustic greenhouse space, with fabric draped along the walls and planters hanging like chandeliers. Order family style from a limited version of Braise's seasonally driven American menu, or plan a custom dinner package to pre-order for your guests. Return in winter, when you can also book a rooftop igloo outfitted with twinkling lights for an outdoor chilly weather dining option.

GRATEFUL SHED

Traveling with the family? Score points with kids of all ages with a visit to this hip Wisconsin Dells dining hub. Grab *carne asada* tacos, boneless chicken wings and more from one of several food trucks in this roomy food court. Then find a seat at a booth inside a converted 1970s VW bus, an old car or the giant Greyhound bus suspended over the bar. The colorful decor also includes vintage signs and a bar made of VHS tapes. Challenge the kids to a game of giant Jenga or Connect 4 on the massive patio, which feels like a backyard party, with live music, a pool table and a firepit.

MANILA RESTO

As you walk into Oshkosh's Manila Resto, the scent of traditional Filipino spices tickles your nose. A first-generation Filipino American, owner Marlo Ambas has dedicated himself to sharing the joy that permeates Filipino culture through a welcoming atmosphere and made-from-scratch Filipino cuisine with a modern twist and inspiration from other Asian cultures. For a new take on family-style dining, call in advance to order

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a Boodle. Traditionally served as a symbol of brotherhood in the military, a collection of entrées — such as chicken *adobo*, pork *sisig* and more — are presented over a bed of rice on banana leaves. So, gather up your crew, dig in and savor every delicious morsel.

AL JOHNSON'S SWEDISH RESTAURANT & BUTIK

If your kids love petting zoos, watch their eyes light up with excitement at Al Johnson's in Sister Bay, the Door County restaurant with goats on the roof. Al's specializes in Swedish pancakes, but the stars of the show will always be the rooftop goats that spend summers grazing on the restaurant's grass roof. Don't miss the lead-up event to grazing season, the Roofing of the Goats parade. The goats and restaurant staff parade down Bay Shore Drive, ending at the restaurant. Costumes are encouraged, and be sure to buy the kids Goat Drop Stickers — they can stick them anywhere along the parade route, and if a goat poops on it, they are entered in a drawing for prizes after the parade.

TOM'S BURNED DOWN CAFÉ

If you and your friends enjoy seeking out hidden treasure, take a stroll through La Pointe on Madeline Island and keep an eye out for what appears to be an odd junkyard with a tented structure. Find it, and you've discovered Tom's Burned Down Café, one of the most unusual dining experiences in Wisconsin. The bar lives up to its name — it was built from reclaimed parts of a previous establishment on the spot that burned down in 1992. Now, it's a collection of open-air decks, bars and repurposed odds and ends. While the beer list and pizza menu may be short, the unique atmosphere provides plenty to drink in. Stop by an ATM on the way, as Tom's is cash-only.

WISCONSIN TRAVEL GUIDE 11



Copper Crow Distillery, Red Cliff



Don's TV & Repair, Milwaukee

DISCOVER A
90S-THEMED
SPEAKEASY
SERVING
REIMAGINED
TV DINNERS,
FRUITY
PEBBLE
PANCAKES
AND BOOZY
MILKSHAKES.

COPPER CROW DISTILLERY

Visiting Up North? Let those famous Gitche Gumee winds lead you straight toward Copper Crow, a distillery that bottles the essence of Lake Superior with locally sourced vodka, rum and gin near Bayfield. A great spot to gather with friends, Copper Crow is the first Native American-owned distillery in the country, run by Linda and Curt Basina, who are from the Red Cliff Band of the Lake Superior Chippewa. Clink your tasting glasses or generously garnished Bloody Marys together and drink in the landscape from the roomy patio.

DON'S TV & REPAIR

If you need to get your television fixed, it's best not to head to Don's TV & Repair. But, if you're looking for a one-of-a-kind night out with friends, step into this cleverly designed Milwaukee storefront to discover a 90s-themed speakeasy serving reimagined TV dinners, local-favorite Fruity Pebble pancakes and boozy milkshakes. Not in the mood for a milkshake? The Mandalorian Mule, served in a tiki-style vintage arcade case, or the Crock-Pot Old Fashioned, arriving in the crock of a slow-cooker, are also excellent picks. You'll have to book a "service appointment" on the website and know the password to get in — speakeasy style.

DIG INTO NEW SPINS ON LOCAL FAVORITES IN PLEASANT PRAIRIE

Discover unexpected twists on classic Wisconsin drinks and dishes with a visit to Pleasant Prairie.

Add a little spice to your Old Fashioned! At El Camino Kitchen, find a wide variety of innovative craft cocktails, including their Mango Habanero Old Fashioned, which pairs perfectly with any of their 50-plus signature menu items.

For Wisconsin comfort foods and sports, head to Johnny Z Pour House. Their Notorious Mac & Cheese, signature sandwiches and relaxed backyard vibe will please any crowd. Cheer on your favorite team on the big screens, shoot some free throws or play a game of cornhole while you enjoy your food and drinks.

For a more traditional experience, take a step back in time at the iconic Pleasant Prairie Village Supper Club as it approaches its 100th year in business.

You'll find these foodie favorites and more — all just minutes from each other — only in Pleasant Prairie.

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UNEXPECTED URBAN ESCAPES

HIP & A LITTLE UNDER THE RADAR, THESE CITIES DELIVER BIG ON FUN VIBES

By Shelby Deering

While Wisconsin is famous for its 15,000 sparkling lakes, majestic bluffs and towering forests, it's also home to vibrant cities that pulse with fresh energy. For hip experiences like these, urban hubs such as Milwaukee and Madison likely spring to mind, but there are other cities that should be on your radar when it comes to all things trendy. These locales prove that hopping off the beaten path can pay off in a big way.

Downtown, La Crosse



Whether you're planning an aesthetic escape that's worthy of your social media feed or you're someone who wants to immerse yourself in the latest and greatest shops, restaurants and activities, you'll want to explore these remarkably on-trend towns.

EAU CLAIRE

Situated just 90 miles east of Minneapolis, this vibrant city offers all kinds of activities for outdoor enthusiasts, history buffs, music lovers, art enthusiasts and foodies alike. Stay the night in style at **The Oxbow Hotel**. Centrally located and with record players in every room, The Oxbow offers rentals of bikes, kayaks and canoes to take advantage of nearby bike trails and the refreshing confluence of the Eau Claire and Chippewa rivers. Fuel up at **The Nucleus**, or "The Nuke," as locals call it. In addition to coffee, they have a full brunch and lunch menu that includes crepes and popular lemon and ricotta hotcakes. Visit **Revival Records** to explore a one-of-a-kind shop for vinyl spanning all genres. Or find something to take home at **The Local Store**, a hip, historic shop downtown known for fun products that evoke the Wisconsin way of life.

Colorful murals have been popping up all around Eau Claire displaying the creativity of local artists throughout the downtown area. Explore this eclectic mix of street art, snapping pictures along the way. Once you've worked up a thirst, stop by **The Brewing Projekt**, a more intimate brew venue that has developed a fast following for its terrific variety, including IPAs, stouts and lagers. Music is on the menu at **The Plus**, an artisan pizza restaurant that doubles as a club with open mic nights, live band karaoke and comedy acts. Enjoy sophisticated farm-to-table cuisine at **The Informalist**. And be sure to check out their selection of tasty housemade gelato for dessert.

LA CROSSE

Perched alongside the Minnesota border, where the Mississippi River flows into Lake Onalaska, La Crosse is a Wisconsin city that just may have it all. Once you've soaked up the beauty from the trail in the **La Crosse River Marsh**, **Riverside Park** and **Grandad Bluff Park**, gather your hungry crew to dig into La Crosse's must-try foodie destinations. **The Crow**, a gastropub and bourbon bar, serves up elevated burgers in an atmosphere that's equal parts rustic and modern. You also won't want to miss **Lovechild**, especially if you're traveling with your sweetie. Sip Pinot Noir and sneak samples of pan-seared sea bass or braised lamb shank from each other's plates as you dine at what *Food & Wine* has recognized as one of the "50 Most Romantic Restaurants in the Country." Get a real feel for local flavor at **608 Brewing Company** and relish one of their complex and flavorful beers like the Bourbon Barrel Mexican Chocolate Cake stout. For breakfast or a light lunch, pull up a chair with family at the charming **Bluebird Bakery & Café** and chat about your plans for the day over Italian sodas and avocado toast. Have a sweet tooth in your group? **The Pearl Ice Cream Parlor** dishes up everyday favorites and so-right-now flavors, like salted caramel and maple walnut.

If you'd like to switch gears to shopping, pick up some carefully selected — and beautiful — wares at **Curated**, a boutique and design studio in one that purveys elegant finds for the home. For a hotel that's more than just a place to lay your head at night, book a stay at **The Charmant**, with its historic yet modish feel dotted with statement lighting you'll want to replicate in your own abode. Complete your chic retreat with an intimate theater or concert performance at the **Pump House Regional Arts Center**, which regularly welcomes indie acts.



Midnight Snack aka Blue Barry Mural, Janesville

JANESVILLE

There's no denying the charm of South Central Wisconsin's Janesville, which has recently been undergoing an artsy transformation. The downtown district is home to nearly 30 incredible murals, celebrating culture, history and creativity through vibrant displays of color and pattern. You'll also find sculptures, statues, historical markers and monuments dotted throughout the area.

**YOU WILL DISCOVER
AN ELEGANT
SPACE SERVING UP
AUTHENTIC ITALIAN
SPECIALTIES MEANT
TO BE SHARED.**

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Janesville also boasts an up-and-coming culinary scene like nowhere else. From farm-to-table restaurants to trendy gastropubs and glamorous wine bars, the city contains a smorgasbord of locally owned eateries — each with their own style, menu and influences. While strolling downtown Janesville, you're sure to notice the picturesque three-story classical brick building that overlooks the Rock River. This is where you'll find the **Genisa Wine Bar**, and when you step inside, you and your crew will discover an elegant space serving up all kinds of authentic Italian specialties meant to be shared. Another beautiful brick building in downtown Janesville is home to **Lark**, a restaurant offering seasonally driven dishes made with locally sourced ingredients. For a more casual meal that still packs a punch, take your group next door to **Sandwich Bar**, where the Lark team serves up gourmet sandwiches in a colorful industrial setting.

For a lively lunch or evening out, head to **drafhhouse** in downtown Janesville. This gastropub offers 24 local Wisconsin beers on tap as well as wine, craft cocktails and even a mocktail menu. If you and your special someone are in the mood for delicious, authentic Chinese food, **The Cozy Inn Chinese Restaurant** lives up to its name with romantic vibes and an extensive menu of Hunan and Cantonese cuisine. Beloved by locals and visitors alike, the restaurant is a Janesville institution that's been in business for over 100 years, making it the oldest Chinese restaurant in Wisconsin and second oldest in the nation!

WISCONSIN TRAVEL GUIDE 15



Fox River Brewing Company, Oshkosh

OSHKOSH

As one of the cities in the Fox Valley, Oshkosh is often associated with its nearby neighbors, Appleton and Green Bay. But through its many trendy offerings, it has proven that it

**A SWANKY BAR
FLANKS THE MOST
LUXE BOWLING
ALLEY YOU’VE EVER
LAID EYES ON.**

has its own noteworthy scene. This is a place where you can really have a proper night on the town, but before that, stop by **AtomicKatz**, a favorite boutique among vintage devotees that’s famed for its midcentury treasures. **Eroding Winds Record Shop** also warrants a visit if it’s vinyl or nothing for you. Fuel up the crew with a stop at **Elsewhere Market and Coffee House** or peruse **Wagner Market**, where everyone can pick their favorite supplies for a picnic of artisan sandwiches.

Get some culture in at **The Paine Art Center and Gardens**, a 1920s mansion reimagined with stunning botanical gardens and art exhibits. After getting all dressed up, head to one of Oshkosh’s many dining options, from modern American dining at **Becket’s** to classic-yet-hip supper club dishes at **The Roxy**. Or choose **Gardina’s Kitchen & Bar**, where you can toast with craft cocktails over expertly prepared strip steaks, or **Fox River Brewing Company**, for dockside pints and a seasonal menu. For the perfect nightcap, order a Door County cherry vodka at **Sturgeon Spirits Craft Distillery**. And no night in Oshkosh is finished without seeing who can nail the most strikes in a game or two at **The Lanes at the Howard**, where a swanky bar flanks the most luxe bowling alley you’ve ever laid eyes on.

**YOU WILL
RELISH THE
SNAZZY
VINTAGE
DECOR
ALMOST AS
MUCH AS
THE UNIQUE
COCKTAILS.**

BELOIT

Less than 10 minutes from the Illinois border, Beloit feels like stepping back into another time, but in a sleek and stylish way. For instance, there's the **Ironworks Hotel**, housed in an 1858 factory, with visuals that are simultaneously industrial and stylish. Have your four-legged companions with you? They are welcome too.

To feel like you've been transported to a midcentury oasis, pay a visit to **5BAR**. You and your friends will love the snazzy vintage decor almost as much as the refreshingly unique cocktails, such as the Cold Fashioned, flavored with cold brew. Stick-to-your-ribs fare is making a comeback, and you'll get your fill at **Lucy's #7 Burger Bar**. Sip milkshakes or malts, and ooh and aah over their oh-so-good, real-deal burgers that are stuffed with gooey cheese.

For the music lovers, there is plenty to please the crew here, such as **Fridays in the Park** outdoor concerts, live local music at **truk't** (also serving up street tacos, tequila and whiskey) and **Tin Dog Records**, a paradise for vinyl lovers. Need a spot to play those new tunes? Keep the musical vibes going into the evening with a stay at **Hotel Goodwin**, which, along with its sophisticated surroundings, includes turntables and record collections in all the rooms.

No matter which region of the state you choose to visit, from eateries to boutiques to fresh experiences, you're sure to discover some hip hidden gems.

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Lucy's #7 Burger Bar, Beloit



Travel Green

Building a vacation itinerary that takes sustainability into account makes travel all the more rewarding. Scan this code to find businesses and attractions around the state that are committed to prioritizing green practices.

PARTNER CONTENT

DISCOVER KENOSHA: AN URBAN HUB & RELAXING COASTLINE IN ONE

Escape everyday life with a getaway to Kenosha. Seven miles east of Interstate 94/41 in Southeast Wisconsin, this thriving harbor town is filled with historic charm, modern vibes and friendly faces.

From rooftop bars, axe-throwing venues and DIY art studios to historic districts, beaches and a comedy club, you'll find a surplus of things to see and do in the Kenosha area. At five museums, see dinosaurs, locally discovered mammoths, this region's contributions to the Civil War and Kenosha's automotive history – plus, climb a lighthouse.

Ride authentic electric streetcars along the water or book a fishing charter, sailing adventure or pedal-bike party. Rent a duck-themed pedal boat, stand-up paddleboard, kayak or water trike to enjoy in the harbor. There are craft breweries, supper clubs and diners to visit – as well as bookstores, art galleries and farmers markets. Start planning your Kenosha getaway today!

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TRAIL MIX

EXPERIENCE WISCONSIN'S EPIC TRAIL SYSTEMS

By Quincy Koetz

From the vistas of Devil's Lake to the 1,200-mile Ice Age Trail's untamed wilderness, Wisconsin is undoubtedly a hiker's paradise. But the state's vast natural landscape will dare you and your crew to step beyond the traditional and explore the wild in new ways.

UTV trail, Hurley



GLIDE A NEW PATH

Swap those summer sandals for skis and glide through the wide network of pristine trails groomed by the Lakewood Cross Country Ski Club. Cruise with your crew through the heart of legendary **Chequamegon-Nicolet National Forest**, where easy loops wind through silent woods and exhilarating hills test your grit.

No need to hibernate all day in the big city — **Lapham Peak** is just a short hop from Milwaukee. Weave through rolling woodlands, feeling the rhythm of your skis as they carve your path into the snow. As part of its Open the Outdoors adaptive equipment program, the Wisconsin Department of Natural Resources provides sit skis for free use at a handful of state parks, including Lapham Peak (call ahead to check availability).

Feeling adventurous? Trade in your skis and pick up a fat-tire bike from **Nordic Specialists** — think mountain biking, winter edition! And thanks to snow-making magic and moonlit trails, you can ski well into the night. So, grab your crew, layer up and get ready to paint the white canvas with memories.

SET OUT IN THE SNOW

Grab your gear and head to Central Wisconsin where Wausau's winter sports opportunities will wow you. Need speed? **Granite Peak's** slopes will have you grinning from ear to ear. Craving quiet adventure? **Nine Mile Forest** offers snowshoe trails for every level, from chill family loops to epic 12.5-mile backcountry treks. Plus, light up the night on the four-mile lighted trail.

Is lake life calling? Ice fish or snowshoe in serenity on **Lake Winnebago**. For the kiddos, Menasha's **Heckrodt Wetland Reserve** rents snowshoes, even for your wee adventurers. Families will love the calm, flat trails with fewer skiers around. So get outside, embrace the chill and make memories in Central Wisconsin!

REV UP THE FUN

Craving an epic adventure? Ditch the pavement and get dirty in the Hayward and Hurley regions, your four-season haven for all things ATV and UTV. **Hayward**, legendary for four-season outdoor adventures, has more trails than roads — and they're begging to be explored!

New to the off-road scene? **Runamuk Rides** hooks you up with rentals and guided tours, getting you started in no time. Feeling adventurous? **Seeley Hills Loop**, right outside of town, offers a rollicking intro to four-wheeling fun. **Dead Horse Trail**, a 56-mile beast, takes you deep into the Northwoods glory, leaving you and your crew in awe. Bonus points for epic scenery — think highland lakes and the rise of the Penokee Mountains.

Head to **Hurley**, where a spirited community of riders welcomes you with open arms and muddy tires. Iron County boasts more than 200 miles of trails, feeling like your own private playground. Enchanting waterfalls add a magical touch to the adventure. **Eagle Allsports** has your wheels covered, so you can focus on shredding those trails. Cap off your summer with legendary rallies: **Memorial Weekend ATV Rally** in Hurley or the **Annual Pumpkin Run** in Mercer — both magnets for thousands of like-minded riders. So, what are you waiting for? Gear up, grab your crew and let the Hayward and Hurley regions become your ultimate off-road escape.

**DITCH THE PAVEMENT AND
GET DIRTY IN THIS FOUR-
SEASON HAVEN FOR ALL
THINGS ATV AND UTV.**



CamRock County Park, Cambridge

PATHS TO PEDAL

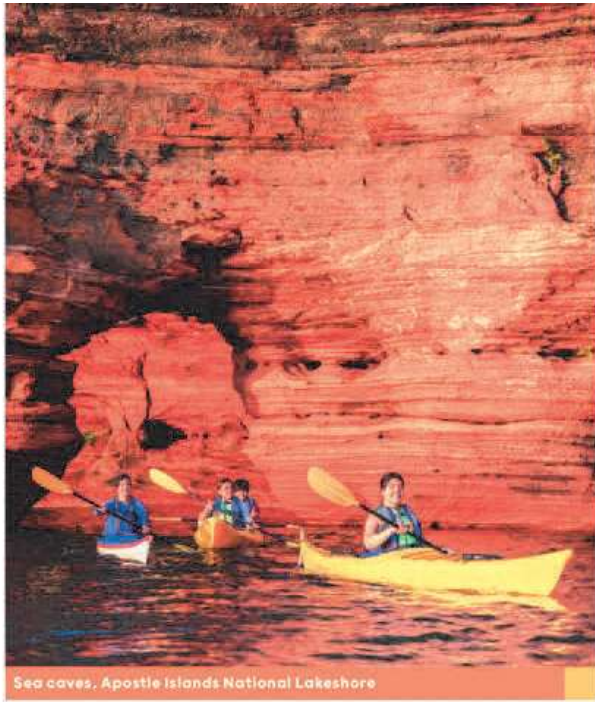
Calling all adventure seekers! Southern Wisconsin has a plethora of epic mountain biking trails, perfect for pushing your limits or cruising with friends.

First stop: **CamRock County Park**, 30 minutes east of Madison. This gem caters to all skill levels. Feeling mellow? Cruise the flowy Koshkonong Creek trails. Craving adrenaline? Dive into the park's gnarly technical loops — think tight singletrack, banked turns, drops, jumps and hairpins rivaling the thrill of a roller coaster. Local heroes meticulously maintain and evolve these trails, so expect fresh challenges every visit.

Need a gravel fix near Milwaukee? **Eisenbahn State Trail** delivers. This 25-mile beauty winds through picture-perfect landscapes, paralleling the Milwaukee River nearly to its

source. Soak in the rolling hills of the Kettle Moraine region while pedaling alongside friends. Reserve some time for pit stops in charming towns along the way — Wisconsin's small-town vibes are fabulous.

Ready for a history lesson on two wheels? Hit the **Elroy-Sparta State Trail**. This 32.5-mile gem cuts through the rugged Driftless Region, taking you on a time machine tour through three epic stone tunnels. It's the OG rails-to-trails conversion, proving Wisconsin's dedication to both biking and preserving history. That's just a taste of Southern Wisconsin's mountain biking opportunities. So grab your helmet, pump up your tires and get ready to carve your own Wisconsin mountain biking adventure!



Sea caves, Apostle Islands National Lakeshore

EXPLORE A WATER TRAIL

Ever dream of paddling through a giant, wind-carved sculpture? Welcome to the **Apostle Islands National Lakeshore**. Kayak past mesmerizing sea caves, feeling like you're inside a living painting. But these beauties are just the intro — delve deeper with overnight kayaking expeditions, camping on secluded islands within untouched wilderness. Local guides make it easy, turning you into a seasoned explorer in no time.

Speaking of exploring, navigate Milwaukee by kayak, discovering hidden gems and iconic sights from a fresh perspective. The **Milwaukee River Urban Trail** is your ticket to adventure. Skip the rideshare and paddle past the city skyline — imagine a romantic date, gliding under bridges while the sunset paints the buildings gold. Public landings make it simple, letting you combine kayaking with brewery hopping and trendy eats. Now that's a memorable outing!

So, whether you crave sea caves or modern thrills, Wisconsin offers unforgettable kayaking experiences. Pack your paddle, grab your sense of adventure and get ready to be blown away!



Milwaukee River Urban Trail



Wegmueller Farm, Monroe

PARTNER CONTENT

DISCOVER WHITEWATER, A HIKER'S DELIGHT



As an Ice Age Trail community snuggled up next to the Kettle Moraine State Forest, the town of Whitewater provides gorgeous trails, ranging from easy to challenging, and plenty of hot spots for a winded hiker to rest, refuel and grab any gear they might need.

Points of interest like the beloved landmark Stone Elephant - a massive granite boulder brought here by glacier movement - as well as the historic Oleson Cabin, Whitewater and Rice lakes, beautiful rolling prairies and lush forests all provide visitors with plenty of local history and beauty to explore.

From backpacking tips to trail info, Discover Whitewater offers everything you need for your next trail adventure in and around Whitewater.

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HORSE AROUND

Forget hoofing it on foot — Wisconsin's trails welcome four-legged adventurers too! **Minocqua's** picturesque woods and shimmering lakes unfold beneath you as you explore the vast backcountry from the saddle at **Holiday Acres**. New to the equine scene? **Wegmueller Farm** in Monroe has your back (and legs) with patient, one-on-one lessons that'll have you confidently picking your perfect trail in no time.

Ever craved a Wild West adventure with a Wisconsin twist? While you've likely enjoyed the thrill of water-slides in Wisconsin Dells, a unique opportunity awaits right nearby at **Lake Delton's Canyon Creek Riding Stables**. Here, families saddle up for guided horseback rides that fuse frontier fun with Midwestern charm. Soak in the serenity of the landscape as you pass whimsical touches of the Wild West that will have you reminiscing about a bygone era — all within an hour's ride. So, grab your crew and get ready to experience Wisconsin's hidden gems from a whole new perspective.

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WISCONSIN'S ELEVATED DINING

HEAD TO THE ROOFTOP FOR
FOOD & DRINKS WITH A VIEW

By Jennifer Billock

Some of the best views of Wisconsin's lively cities and rolling glacial landscapes come from above. Enjoy that soaring perspective at these rooftop restaurants and bars, where you and your loved ones can relax for the evening alongside spectacular scenery, high-end drinks and delicious bites.

Rooftop Terrace at The Charmant Hotel, La Crosse



Pier 290, Lake Geneva

DINE IN A DREAMY DOME

Don't let cold weather stop you from enjoying a meal with your friends outside. These opportunities for igloo dining will keep you warm and well-fed, even in the middle of winter. At **Fox River Brewing** in Oshkosh, they're called River Domes, and you – plus up to nine of your favorite friends – can have a delicious meal in covered comfort. Hot tip: Hook up to the bluetooth speaker in your dome for a real party! In Lake Geneva, head from the sparkling Ice Castles to **Pier 290's** igloos – they're right on the beach so you'll get a phenomenal view of the lake in winter, or maybe a gently falling snow, while you eat. And at **Lake Lawn Resort** in Delavan, the lakeside igloos are the perfect spot to enjoy a meal with the kids. Trust us, they'll love the chocolate chunk cookies' mores.

THE CHARMANT HOTEL, LA CROSSE

Here's a fun idea for a night out with friends: Pay a visit to a former candy factory to enjoy an artisan meal and cocktails. The Charmant (now an upscale hotel) has a rooftop bar overlooking the Mississippi and downtown La Crosse that specializes in wood-fired pizza. How does a Sausage & Curds pizza and a Lemon Lavender Mojito sound?

MALLORY'S RESTAURANT & ROOFTOP BAR, HUDSON

Is it the middle of winter and you're aching to get outside for some drinks? Ditch the hot chocolate and instead enjoy a custom cocktail at Mallory's heated rooftop bar. You'll find a selection of warming drinks like a Warm Body Toddy and a Hot Tiramisu, plus a variety of Moscow mules. And don't worry — Mallory's is open year-round, so you and your crew can enjoy views of the St. Croix River with sips and bites in any season.

CAFÉ BENELUX, MILWAUKEE

Celebrate everything Belgian on the rooftop of Café Benelux, where you and your crew can pretend you're in the European lowlands. An award-winning selection of beer awaits, along with Belgian specialties, such as mussels and *frites*, and inventive dishes like brunch corn dogs and *frites* cones. As cold weather arrives, heated domes keep this rooftop hopping.

CROW'S NEST ROOFTOP BAR, KENOSHA

After spending a day out on Lake Michigan in Kenosha, go check out the skyward view of where you were from the Crow's Nest Rooftop Bar at The Stella Hotel. You can enjoy a signature cocktail, pulled pork nachos or delicious crab cake sliders. Head up just before sunset — the panorama is unrivaled.



Café Benelux, Milwaukee



Dine on!

With the airing of the 21st season of Bravo's popular reality show *Top Chef*, the world is discovering what Wisconsin foodies already know. The state's culinary scene is a vibrant one. While filming has taken place in the state's urban centers of Madison and Milwaukee, the show also highlights how the state's agricultural lands have helped shape the menus and dining experiences found here. Scan this code to sample some of the state's farm-fresh produce for yourself at a Wisconsin farmers market near you.

ENO VINO, MADISON

Grab your friends and head up to Eno Vino, the outdoor lounge on the ninth floor of the AC Hotel. It's a good place for sharing both stories and food, thanks to the shared bites menu. Capture that Instagrammable shot with an Alcohol You Later cocktail with a lemon twist and the magnificent Capitol building in the background.

SUB PUB, MANITOWOC

For a unique rooftop experience, spend a pleasant day with the family learning about Wisconsin's watery depths at the Wisconsin Maritime Museum, then head upstairs for a rooftop drink overlooking an actual submarine. And don't forget to challenge one of the kids to a game of giant Battleship while you're up there!

THE ROOFTOP AT HOTEL GOODWIN, BELOIT

At the Hotel Goodwin, head upstairs to Beloit's only rooftop bar. Specialty cocktails are the name of the game here, with unique options (Violet Lemonade, anyone?) as well as Wisconsin classics, such as the brandy Old Fashioned. On Sundays, you and your honey can sip drinks around a firepit, with live music as the soundtrack and sparkling views of downtown as the backdrop.

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PARTNER CONTENT

MADISON: THE CULINARY CAPITAL

When you visit Madison, you'll quickly discover our fondness for food. It's not just that there's one restaurant for every 506 people; it's that our restaurants are good. Visit just-for-the-food-scene good.

Not surprising, given all the "firsts" and "bests" Madison can claim: UW-Madison was the first campus in the country to offer a dairy major. Dane County Farmers' Market is the largest in the U.S. There are four James Beard Best Chef: Midwest winners in our midst, with 27 semifinalists in just the last 10 years.

Madison is a dining destination where you'll:

EAT FRESH – Our chefs shop the farmers market, mixing locally owned and locally grown.

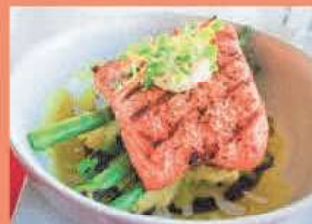
FIND VARIETY – From global fare to gluten-free, swanky steaks to plant-based.

GET INSPIRED – Try cool collabs between baristas, brewers, chefs, fromagers and more!

Follow Destination Madison to find fave restaurants and watch the Madison's Iconic Eats series.

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EXPLORE NATIVE WISCONSIN

FROM HISTORY &
CELEBRATIONS
TO OUTDOOR
RECREATION,
THE STATE'S
TRIBAL LANDS
HOLD MEMORIES
TO BE MADE

By Anne Thundercloud



Wisconsin is home to 11 federally recognized Native American Tribes, one of the largest concentrations of tribes within a single state east of the Mississippi River. In this broad collection of cultures are nine who are indigenous to the area: the Ho-Chunk Nation, Menominee Tribe, Forest County Potawatomi and six bands of Ojibwe – the Bad River Band of Lake Superior Chippewa, Lac Courte Oreilles Band of Lake Superior Chippewa, Lac du Flambeau Band of Lake Superior Chippewa, Red Cliff Band of Lake Superior Chippewa, Sokaogon Chippewa (Mole Lake) and St. Croix Chippewa Indians of Wisconsin. The Oneida Nation and Stockbridge-Munsee Band of Mohicans migrated here from the eastern United States.

Oneida Pow-Wow



Today, each tribe flourishes with its own unique government and a cornucopia of local businesses, and all welcome visitors to experience their history, culture, traditions and beautiful lands year-round.

RICH HISTORY ON DISPLAY

Step back in time as you walk through the exhibits at the **Arvid E. Miller Library and Museum** in Bowler, a treasure trove of manuscripts, photographs and other historical materials of the Stockbridge-Munsee Community dating as far back as pre-contact. Don't miss the opportunity to pick up authentic arts and crafts, handmade by local artisans, in the gift shop. At the **Forest County Potawatomi Cultural Center, Library & Museum** in Crandon, interactive exhibits will keep the whole family engaged in learning about the past and present of the Forest County Potawatomi Nation. The state-of-the-art facility also houses a library with more than 4,000 books, including a collection of rare books, about the tribes of the Great Lakes.

History comes alive at *Ganawendamang Ezhibimaadiziyaand* ("Keeping Our Way of Life"), also known as the **Kinnamon School Visitor Center & Museum**, located in Hayward and attended by the Ojibwe children of the Lac Courte Oreilles Band. Expect an eye-opening experience learning about the perseverance of the Ojibwe people as you view multiple exhibits and the collection of handcrafted woodland arts. The **George W. Brown Jr. Ojibwe Museum & Cultural Center** celebrates Ojibwe culture, with a four-season diorama and other exhibits featuring a 24-foot Ojibwe dugout canoe, smaller birch bark

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canoes, Ojibwe arts and crafts, traditional clothing and a French fur trading post. The world-record sturgeon — speared locally and now on display — will have anglers dreaming of spending a day on one of Lac du Flambeau's numerous picturesque lakes.

Families with budding artists within their ranks won't want to miss the one-of-a-kind **Ho-Chunk Museum & Cultural Center** in downtown Tomah. Rotating exhibits showcase traditional crafts of the Ho-Chunk people, and visitors are encouraged to then try their own hands at Ho-Chunk artistry with help from the friendly staff.

**VISITORS ARE
ENCOURAGED TO TRY
THEIR OWN HANDS AT
HO-CHUNK ARTISTRY
WITH HELP FROM THE
FRIENDLY STAFF.**



Oneida Pow-Wow

MAKE IT A SUMMER TO REMEMBER

Summer celebrations of harvest and community abound throughout Wisconsin's tribal lands. Immerse yourself in local cultures as you enjoy family-friendly fun, Instagram-worthy culinary delights and live entertainment you won't soon forget.

MAY

Ho-Chunk Memorial Day Weekend Pow-Wow, Black River Falls

JUNE

Ode'Imini-Gliziis (Strawberry Moon) Pow-Wow, Mole Lake

JUNE-AUGUST

Waaswaaganing Indian Bowl Pow-Wow performances, Lac du Flambeau

JULY

Oneida Pow-Wow, Oneida

AUGUST

Bad River Manoomin Powwow, Bad River
Forest County Potawatomi Pow-Wow, Crandon
Menominee Nation Pow-Wow, Keshena

SEPTEMBER

Big Apple Festival, Oneida
Ho-Chunk Labor Day Weekend Pow-Wow, Black River Falls
Lac du Flambeau Wild Rice Festival, Lac du Flambeau
Manoomin Pow-Wow, Mole Lake

BRING BINOCULARS TO VIEW SOARING EAGLES, LOCAL WATERFOWL AND AN ARRAY OF MIGRATING BIRDS.

For an indoor-outdoor experience, discover the beauty of Menominee culture at the **Menominee Nation Logging Camp & Cultural Museums**, located along the banks of the Wolf River in Keshena. The museum's indoor exhibits showcase the tribe's 10,000-year history in the area, while the logging museum — America's largest museum of its type — hosts an extensive collection of logging artifacts. For an extra tasty treat, attend the annual Logging Camp Pancake Breakfast the first Saturday in October.

BIG FUN IN THE GREAT OUTDOORS

If you love the thrill of reeling in trophy-sized fish, blazing the trails of the vast wilderness or swinging for that hole in one, Wisconsin's tribal nations offer year-round activities for every type of outdoor enthusiast.

It will be high fives all around as you reel a whopping walleye onto your boat from one of the 260 lakes comprising 65 miles of pristine recreational waters in **Lac du Flambeau**. Make sure to bring your binoculars, too, to view soaring eagles, local waterfowl and an array of migrating birds in the abundant lands of the Lac du Flambeau reservation.

Settle in for a casual float to enjoy the relaxing sights and sounds of nature, or — for bolder adventurers — prepare for an adrenaline rush as you roll through whitewater rapids. Both experiences can be had on a **Wolf River rafting trip** as the waterway courses through Menominee tribal land. Bask in the beauty of the forest, the sprawling cliffs and the wildlife attracted by the water within this special piece of land of the *O-Macq-No-Min-Ni-Wuk*, or Wild Rice People.

Get ready to rev your engines along the plentiful **ATV and UTV trails** winding through the lands of the Mole Lake Sokaogon Chippewa people. Trails range from easy to difficult, and pit stops include tribal lodging and entertainment destinations where you can dust off, share a hearty meal and rest up for another day of off-road explorations.

If your family has never witnessed the majesty of a buffalo herd, take a moment to marvel at the massive creatures from the spacious viewing deck at the Buffalo Overlook in Oneida. Then gather the family 'round for a group photo with a six-foot-tall bronze buffalo. It's all part of the **Oneida Nation Farm**, where you can also schedule a group tour or simply pick up organic products and other tasty Oneida treats to take home.

Make memories fireside on a camping trip the family will never forget. Listen to the sounds of the loons and the call of the eagles while you enjoy the beauty of the Apostle Islands at **Buffalo Bay Campground** on the scenic Red Cliff reservation. From

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Wolf River rafting



Frog Bay Tribal National Park, Red Cliff

the nearby **Point Detour Wilderness Campground**, visit the tribally owned fishing company or reel in your own dinner to cook over an open fire at your RV or tent site. While in the area, don't miss the chance to be the first among friends to visit **Frog Bay Tribal National Park**, designated just over 10 years ago as the nation's first tribal national park. Enjoy the lakeshore and the network of hilly walking trails that showcase this truly magnificent place.

Make sure to bring your clubs and your A game to Wisconsin's three tribally owned golf courses. From the wide-open fairways on the front nine to tree-lined rolling greens on the back, you are sure to encounter a challenge at **Big Fish Golf Club**, a Pete Dye design in Hayward. Enjoy the Friday fish fry, Saturday night prime rib and other fine dining after a round in the pines at **Pine Hills Golf Course** in Gresham. And your foursome is sure to sharpen your game at **Thornberry Creek at Oneida**. This 27-hole layout is the Official Golf Course of the Green Bay Packers and was the host of the 2019 Thornberry Creek LPGA Tournament.

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PARTNER CONTENT

READY. SET. GO...FOR OUTDOOR ADVENTURE IN MOUNT HOREB

Mount Horeb makes a perfect base camp for experiencing the outdoors in South Central Wisconsin.

Hop on the Military Ridge State Trail from downtown and cycle east to Madison or west through the rolling hills of Blue Mound State Park. Anglers know that this area is a premier spot for world-class trout fishing. Outfitters like Black Earth Angling Co. offer guided fishing trips for every skill level.

You won't find comparable views of the rolling hills of the unglaciated Driftless Region. Hike through Stewart Lake County Park or Brigham County Park, or go spelunking at Cave of the Mounds in neighboring Blue Mounds.

While you're out and about, stop in Mount Horeb and taste locally produced hard cider, beer, wine and chocolates; try award-winning cheese curds; or grab a sandwich to go as you head out to explore all that this beautiful part of the state has to offer.



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ASTOUNDING ARCHITECTURE

DON'T MISS THESE ICONIC
SITES AROUND THE STATE



Milwaukee Art Museum

30 WISCONSIN TRAVEL GUIDE

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By Kristine Hansen

From lighthouses dotting Door County's shorelines to architect Frank Lloyd Wright's 800-acre homestead in Spring Green, Wisconsin is a diverse state when it comes to design and architecture. Great news, too: These not-to-miss beauties aren't just in big cities. Rural and small-town environments also host eye-popping architectural marvels – often with picturesque prairies or meadows as the backdrop.

Fifteen years before Spanish architect Santiago Calatrava's vision for the Oculus in New York City's Lower Manhattan became a reality, he unveiled his first North American design in 2001 along Lake Michigan in downtown Milwaukee. At this home for the **Milwaukee Art Museum's** permanent collection and rotating exhibits, crisp white wings soar above the Quadracci Pavilion. Akin to a bird's wings, they are lowered on windy days. Luckily for admirers of the grand design, admission fees are not required to enter the soaring pavilion, which faces the lake. Gather with friends for a unique view from inside this architectural feat. Pick up a drink at Discourse Coffee on the lower level and stroll along the walls of windows offering lake views on three sides, or head out into the sun where outdoor café tables invite a leisurely visit.

Art-loving groups will want to head further up the coast to the **John Michael Kohler Arts Center Art Preserve**, which debuted in Sheboygan in 2021 as a sister museum to its downtown counterpart. Both campuses are free to visit. Tucked into a 36-acre nature preserve, the art preserve's three-story wood-and-glass building was designed by Tres Birds, an architecture firm in Denver. This is a museum like no other; the first in the world to focus on artist-built environments. As you explore the open-air layout, you will get a sneak peek into preserved studios in which artists, many of whom were self-taught and achieved great national acclaim, lived and worked. Several of the featured creatives have roots in Wisconsin, including the late Mary Nohl of Fox Point, a suburb just north of Milwaukee.

Fans of architecture and design won't want to miss **Taliesin**, which famed architect Frank Lloyd Wright established in 1911 in Spring Green and used as his home and studio up until his death in 1959. Take a tour to step inside the studio where Wright and his fellow architects created hundreds of drawings. Wright rebuilt his beloved structures after two tragic fires. He also built Hillside Home School on the estate for his two aunts, who were teachers. You will marvel at how the buildings feel like a natural part of the rolling hills and beautiful landscape. Wright's organic-architecture concept has earned the site international acclaim, and in 2019, the property was named a UNESCO World Heritage Site. Take advantage of the creative energy here by participating in scheduled photography, *plein-air*

STEP INSIDE THE STUDIO WHERE WRIGHT AND HIS FELLOW ARCHITECTS CREATED HUNDREDS OF DRAWINGS.



Frank Lloyd Wright's Taliesin, Spring Green

painting and creative-writing workshops; see live-music performances; or join a hike. Every autumn, the “A Day at Taliesin” event offers reduced fees to experience the estate as part of its mission to be accessible to all.

**THE MUSEUM IS
THE FIRST IN THE
WORLD TO FOCUS
ON ARTIST-BUILT
ENVIRONMENTS.**

Any enthusiast of Wright knows he had many protégés — as well as architects in the region who were inspired by his work, even if they didn't have the chance to work beside him at Taliesin. Architect Alex Jordan is one such example. His **House on the Rock**, also in Spring Green, features an eclectic interior that includes the world's largest carousel and an Infinity Room that boasts 3,000 pieces of glass and, during the winter holiday season, more Christmas decor (think 6,000 Santas) than you've ever seen in one place. Jordan created this masterpiece between 1945 and 1960. To fully experience these two Spring Green attractions, a night at either the **House on the Rock Resort** (which also features a 27-hole golf course) or **Spring Valley Inn** (designed by Taliesin architects) means your time here is not rushed.

Picturesque lighthouses enhance many of Wisconsin's already pretty coastal vistas. And none of those lighthouses are the same, which makes viewing them a rainbow of an experience. **Asylum Point Lighthouse** in Oshkosh, on Asylum Point hugging Lake Winnebago's western shoreline, was built in 1937 as part of the Works Progress Administration — but never went



John Michael Kohler Arts Center Art Preserve, Sheboygan

into operation and was never lit. While not open for tours, the natural surroundings, including a wooden footbridge, makes an ideal setting for a picnic. Another pair of lighthouses in Wisconsin worth a visit are the **Lower Range Light Lighthouse** and the **Upper Range Light Lighthouse** at **The Ridges Sanctuary** in Baileys Harbor. Built in 1869 and on the National Register of Historic Places, the Lower Range's white wood exterior and red roof are a perfect spot to snap an iconic Door County photo of your travel group, particularly along the Lake Michigan side. A short boardwalk connecting the two lighthouses makes for a pretty stroll.

Similarly, the 60-foot-tall **Eagle Tower** in Fish Creek is also perched above the water (in this case, the bay of Green Bay) within **Peninsula State Park**. The impressive structure was erected in 2021 and provides a 253-foot-high view of the bay below. What's more, thanks to its ramped construction, it is the country's only wheelchair-accessible, wood-constructed observation tower of such a height, making that amazing bird's-eye view more accessible.

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EXPLORE THE HEAVENS IN LAKE GENEVA'S ARCHITECTURAL STAR

Yerkes Observatory is an architectural marvel with a history that's out of this world. Opened in 1897 as a satellite campus of the University of Chicago, it's renowned worldwide as the birthplace of modern astrophysics, where astronomy greats like Edwin Hubble, Nancy Grace Roman, George Ellery Hale and Carl Sagan helped shape our understanding of the universe.

Architect Henry Ives Cobb designed this beaux arts and Romanesque building anchored by three towering domes - one containing the world's largest refracting telescope - and adorned with whimsical carvings of animals, celestial motifs and even caricatures of its namesake, Charles T. Yerkes. Equally inspiring is the 50-acre landscape surrounding the observatory, originally designed by the Olmsted firm, creator of New York's Central Park. Today, under the stewardship of the Yerkes Future Foundation, Yerkes Observatory continues to shine brightly, welcoming visitors for tours, stargazing events, classes and programs.

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WOW-WORTHY WATERFALLS

A GUIDE TO 6 OF THE STATE'S NATURAL WATER WONDERS

By Danielle Bratt

Stephens Falls, Governor Dodge State Park

34 WISCONSIN TRAVEL GUIDE

TRAVELWISCONSIN.COM

Prepare to be wowed by Wisconsin's waterfalls! The Badger State contains dozens of hidden — and just as many not-so-secret — Instagrammable waterfalls. These cascading beauties are perfect for picnicking adjacent to, splashing in and providing an unforgettable adventure for anyone seeking to forge a deeper connection with Wisconsin's geological and botanical treasures.

A favorite among both locals and visitors alike are waterfalls where you can actually wade through the water. One that is bound to keep you and your crew returning time and again for fun water play is **Willow Falls** in Northwest Wisconsin, about five miles northeast of Hudson. After securing a state park admission sticker, you can hike the relatively easy gravel path along Willow Lake to the stunning layered falls. There is also closer parking to the falls if you don't mind a steeper, but shorter, walk.

Willow Falls is ideal spring through fall, since it is so much fun to actually get into the water — but it really is stunning year-round. In the fall, expect to be awed by the changing leaves, while the winter months delight visitors with partially frozen falls and a quieter, more meditative experience. The waterfall's home, **Willow River State Park**, adds to the appeal. It's an ideal spot for everything from hiking to fishing to exploring nature.

Another enchanting waterfall that beckons visitors to splash around in its cascading water is **Stephens Falls**, a hidden gem within **Governor Dodge State Park**. After a quick hike through the picturesque, woody trail, visitors are rewarded

with an elevated view of the falls — an ideal spot for picture taking. You'll see a set of stone steps that encourages you to get up-close and personal with this natural wonder and its surrounding valley of green. In the colder months, this magical place freezes over, allowing visitors to walk behind the frozen falls to experience its beauty in a whole new way. Governor Dodge State Park is full of gorgeous trails, including a cave trail, and also has two lakes, making it the perfect place for a full day (or weekend) of exploration.

**THE WINTER MONTHS
WILL DELIGHT
VISITORS WITH
PARTIALLY FROZEN
FALLS AND A QUIETER,
MORE MEDITATIVE
EXPERIENCE.**



GRANDSTAY HOTELS

If you've traveled in the Midwest, there's a chance you've stayed at a GrandStay. With more than 30 hotels, and growing, GrandStay is in five Midwest states and Oregon. Featured Wisconsin locations include Eau Claire, La Crosse, Mount Horeb, Sheboygan, Waunakee and Kaukauna (new in 2024).

GrandStay offers more than just hotel rooms. The GrandStay family of hotels provides every guest with warm, friendly service and a wide variety of amenities, all in a relaxed atmosphere. Guests enjoy such amenities as a complimentary hot and cold breakfast buffet, free high-speed internet, an indoor pool and luxurious bedding.

grandstayahospitality.com //

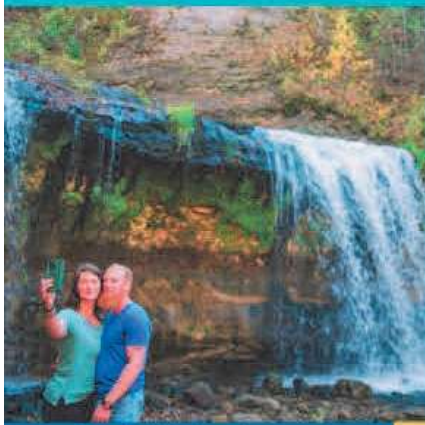
@grandstayahotels //

@grandstayahotels //

GrandStay Hospitality, LLC //
855-455-7829



Big Manitou Falls, Pattison State Park



Cascade Falls, Osceola

MORE WATERFALLS TO FALL FOR

COPPER FALLS

You could easily confuse photos of Copper Falls for paintings in a nature magazine, especially during the fall. Located about two miles northeast of Melton in Ashland County, this is one of the most picturesque spots in the state. There are plenty of colorful trees, lava flows and lots of stairs along the Doughboy Loop Trail, which is just less than two miles long and leads the way to the two falls tucked into the landscape. For a wheelchair-accessible option, a half-mile out and back on the trail will provide a view of the falls. Out-of-state plates will need to pay a small access fee, and dogs are not allowed at this particular location.

BIG & LITTLE MANITOU FALLS

Big Manitou Falls is Wisconsin's tallest waterfall by about 65 feet - and at 165 feet, it's only a few feet shorter than Niagara Falls. But, for all its impressive height, Big Manitou Falls is surprisingly easy for hikers to access. Located in Douglas County, 13 miles south of Superior, it's super close to the parking lot so you barely need to hike at all, and leashed dogs are allowed to accompany you. If you want to make a day out of it, a four-mile loop around Pattison State Park leads around the Black River from the waterfall to a smaller, but just as scenic, waterfall called Little Manitou Falls.

DAVE'S FALLS

Fans of waterfalls (and who isn't one?) won't want to miss Marinette County, the Waterfall Capital of Wisconsin. In Dave's Falls County Park, near Amberg, the Pike River snakes its way through dark rock, forming two falls. The lower one cascades through a narrow chute, while the wider upper falls spills into a large pool that is perfect for a cooling dip. Purchasing a day pass grants you access.

CASCADE FALLS

The moderate-to-easy, well-marked trail to Cascade Falls traverses a boardwalk and steep, wooden steps on the walk down to the falls. Close access to downtown Osceola and no entry fee add to the convenience of this waterfall trek. Cascade Falls is well worth the short hike. It flows straight down 25 feet of layered sandstone rock and offers a picnic table at the bottom of the falls, perfect for sharing a picnic near the water.

WISCONSIN'S NATIONAL SCENIC BYWAYS

America's byways are gateways to adventure — the perfect place to make memories. Explore the fresh coast of Wisconsin along one of Wisconsin's three National Scenic Byways.

The Great River Road National Scenic Byway and All-American Road highlights the Mississippi River coast, a place for all seasons.

Our scenic Door County Coastal Byway, along the Lake Michigan and Green Bay shorelines, showcases recreation, unique natural habitats, dark skies, shopping, lodging and culinary experiences.

The Wisconsin Lake Superior National Scenic Byway features quaint harbor towns, sand beaches, art galleries, orchards, fruit farms and the Apostle Islands National Lakeshore.

📍 // travelwisconsin.com/places-to-visit/scenic-byways

📱 // @lakesuperiorbyway
@wigreatriverroad
@doorcountywi

📞 // Wisconsin Lake Superior Scenic Byway
via Bayfield County Tourism
715-373-6125





HERE'S TO 365 DAYS TO CELEBRATE

Wisconsin is a hub for thrill-seekers and memory-makers alike. With an abundance of events offered throughout the year, each moment in Wisconsin is a unique experience to treasure with friends and family. Soak up the sun and experience the splendor of spring and summer with food and music festivals that ignite your soul with unforgettable flavors, tunes to dance to and fun until the sun goes down (and sometimes after). In the fall, celebrate the harvest with your loved ones and bask in the crisp autumn air as it carries notes of apples and cinnamon. As the end-of-year holidays approach, Wisconsin transforms into a winter wonderland, beckoning for once-in-a-lifetime adventures to be embarked upon and memories to be shared with those most important. Unlock the sheer joy of each season here in Wisconsin.

Bring friends and family to explore, and return home with memories that will last a lifetime.

TRAVEL
WISCONSIN

GAME TIME

WISCONSIN SPORTS TEAMS DRAW ENTHUSIASTIC FANS TO LEGENDARY DESTINATIONS

By Jeff Atwell



American Family Field, Milwaukee

Mention the Packers, Bucks and Brewers to any sports fan and two of the top sports cities in the United States come to mind. But live sports action in Wisconsin is not limited to Green Bay and Milwaukee. Throughout the state, visitors gear up, rally the crew and get into the excitement of game day.

DEER DISTRICT, MILWAUKEE

Can a basketball team completely transform a city's downtown? When that team includes two-time NBA MVP Giannis Antetokounmpo, the answer is a resounding "yes!" The Deer District sprang up around Milwaukee's **Fiserv Forum**. Bring your pals to experience this fan-friendly collection of multilevel sports bars perfect for watching the big game and hanging with **Milwaukee Bucks** fans. Bolstered by the 2021 run to the NBA title, the Deer District has become a year-round entertainment hub, with an enormous all-seasons outdoor beer garden where thousands of spillover fans pack the plaza for watch parties

on game day. College hoops fans also converge on the area when the **Marquette Golden Eagles** take the court at Fiserv for home games.

AMERICAN FAMILY FIELD, MILWAUKEE

Join in the cheers as more than 40,000 baseball fans gather under American Family Field's retractable roof to see the **Milwaukee Brewers** play to a packed house. Parking lots open three hours before the first pitch so you and your fellow fans will have plenty of time to grill brats and mingle with other revelers. Inside the ballpark, find tributes to the history of the Brew Crew, including a statue Bob Uecker in the upper deck. Enjoy Wisconsin traditions, such as the Racing Sausages and a polka sing-along of "Roll Out the Barrel" during the seventh inning stretch. Minor League parks also roll out the Wisconsin hospitality. The **Beloit Sky Carp** play ball at **ABC Supply Stadium** and the **Wisconsin Timber Rattlers** — an affiliate of the Brewers — take the plate at **Fox Cities Stadium** in Appleton.

TITLETOWN, GREEN BAY

Before entering **Lambeau Field** to see the NFL's **Green Bay Packers**, lead your crew across the street to the Titledown entertainment district to get your pre-game fix. Wear green and gold — and a cheesehead — to fit right in with the 80,000 Packers fans who come to cheer on their home team. Everyone in the family will be cheering while gliding on Titledown's snow tubing hill and ice skating rink in the winter, and, during the off-season, a full slate of concerts, events and outdoor playgrounds keep the district hopping. Plan an overnight at **Lodge Kohler** to stay in the heart of the action, and perhaps make some early reservations for a stay in April of 2025, when Green Bay will host the **NFL Draft**, a spectacle that will draw fans from around the country.

CAMP RANDALL STADIUM, MADISON

Experience firsthand why Madison is a perennial contender for America's best college sports town. Camp Randall hosts **University of Wisconsin** football games in the fifth oldest and arguably most electric stadium in the country. Tailgating makes game day an all-day event, and fan traditions, such as "Jump Around" between the third and fourth quarters, have become Badger points of pride. Other campus draws include the **Kohl Center**, where men's and women's basketball and hockey teams compete. The Badgers men's hockey team has six NCAA championship banners in the stadium and the women's team has seven. On, Wisconsin!

ROAD AMERICA, ELKHART LAKE

In Wisconsin, green means go, and here, auto racing fans zoom to Road America, also known as "America's National Park of Speed." There are plenty of opportunities to join in the fun, as some 400 events are held annually at the track, including Indycar and motorcycle racing. Gearheads enjoy high-speed excitement on the four-mile road course that has thrilled drivers and spectators for 70 years with tight turns, elevation changes and high-speed straightaways. If you have auto enthusiasts in your clan, deliver them a thrill

“**IN 2025, GREEN BAY WILL HOST THE NFL DRAFT, A SPECTACLE THAT WILL DRAW FANS FROM AROUND THE COUNTRY.**”

with the chance to get behind the wheel at performance driving schools, or attend a vintage car show. Other popular destinations for race fans include **Milwaukee Mile Speedway**, located on the grounds of the Wisconsin State Fair Park in West Allis, and **Wisconsin International Raceway** in Kaukauna, where fans feel the energy of short track stock car and drag strip racing.

GOLF RESORTS, STATEWIDE

Traveling with your foursome? Wisconsin has hosted multiple professional golf tournaments at **Whistling Straits** in Kohler, a player and fan favorite on the shore of Lake Michigan. Across the state, picturesque landscapes dotted with lakes create a scenic backdrop for players of all levels to test their games. Make a stay of it. Destination resorts invite golfers to settle in for a few nights for the chance to play multiple courses. **Sand Valley Golf Resort** in Nekoosa and **Geneva National Resort & Club** in Lake Geneva are popular for their surprising mix of sand dunes and ravines. Coming up in 2025, the USGA will field the **U.S. Women's Open** at **Erin Hills Golf Course** near Hartford.



Deer District, Milwaukee

SAVOR ^{THE} SURPRISES OF SPRING



Spring is a season of new life, with fresh experiences awaiting at every turn. The arts, the outdoors and, of course, plenty of delicious foods – you can find it all in the spring in Wisconsin.



WISCONSIN GOSPEL MUSIC FESTIVAL

May 8-10 | Wisconsin Dells

Clap your hands and tap your feet as lively, harmonious voices fill the Crystal Grand Music Theatre for four sessions over this three-day song fest. Hear uplifting gospel performances from nearly a dozen groups and soloists, many acclaimed for their work in the genre.

SVRA VINTAGE FESTIVAL WEEKEND

May 16-18 | Elkhart Lake

The Sportscar Vintage Racing Association (SVRA) brings the muscle from all eras to the track for this annual race weekend. Bring the motorsports aficionados in your group to take in a lineup that includes the likes of Jaguar, Alfa Romeo, Porsche, Corvette, Lotus and more from the 1950s through the modern era.

BRAT FEST

May 23-25 | Madison

This tasty celebration provides a proper kickoff to summer by firing up the grill to cook up thousands – and we mean tens of thousands – of plump and juicy brats. And the grills aren't the only things that are hopping. Check out the full lineup of free live musical performances, sample other tasty treats and have fun with the kiddos in corn hole competitions, a petting zoo and bounce houses.

HORICON MARSH BIRD FESTIVAL

May 9-11 | Horicon

Winged species love this protected wetland paradise, and birders do, too. Bring your binoculars and join one of many offered tours – including night sounds and paddling and birding – to see how many of the 304 species sighted in this Global Important Bird Area you can spot.

SYTTENDE MAI FESTIVAL

May 16-18 | Stoughton

Embrace and celebrate the Stoughton area's Norwegian roots at this family-friendly three-day event. Norwegian culture shines through at the live music performances, food and drink offerings, Viking Games Strongman Competition and family-favorite parade.

GREAT WISCONSIN CHEESE FESTIVAL

June 6-8 | Little Chute

The first weekend in June in Little Chute is reserved for cheese tasting, a cheese-curd eating contest and loads of other cheesy fun! Join the kids for amusement rides and the petting zoo, or marvel at expert cheese carvers showing off their craft.

PREPARE FOR A SENSATIONAL SUMMER

There's nothing quite like summer in Wisconsin. With long, sun-filled days, perfect temperatures and an abundance of events, this will be a summer you and your loved ones will never forget.



PRIDEFEST

June 5-7 | Milwaukee

Celebrate the LGBTQ+ community's culture, history and resilience at Wisconsin's largest Pride festival. Enjoy show-stopping entertainment along with a marketplace full of food, shopping and non-profit booths.

COUNTRY JAM USA

July 17-19 | Eau Claire

Gather your music-loving besties and book it to Eau Claire for this three-day concert featuring some of country music's top acts as well as a number of rising stars. Book early to stay on-site in style in one of the new glamping accommodations, canvas tents already erected and outfitted with comfy stylings.

WISCONSIN STATE FAIR

July 31-August 10 | West Allis

It's iconic. It's thrilling. It's delicious. It's the Wisconsin State Fair, and it's an essential summer event you and your family will remember for years to come. With carnival rides, cute animals, cream puffs and so much more, this is a Wisconsin tradition perfect for making the most of your summer.

DOOR COUNTY BEER FESTIVAL

June 14 | Baileys Harbor

What better way is there to enjoy a sunny June day than lounging in picturesque Door County with the offerings of more than 40 regional craft brewers available to sample. Toast with your friends with a selection from the more than 150 beers available. Local food vendors and live music further enhance the celebratory vibe.

SUMMERFEST

Thursday-Saturday, June 19-July 5
Milwaukee

This legendary music festival on Lake Michigan hosts more than 1,000 performances on 12 stages each year, including some of the biggest performers in the world. Dance your heart out with friends, ride the Ferris wheel, grab a snack from on-site food vendors and bring the kids to the accessible play area for unforgettable summer fun.

LUMBERJACK WORLD CHAMPIONSHIPS

July 17-19 | Hayward

Only in Wisconsin can you and your family cheer on competitors as they chop, saw, speed climb, log roll and perform other impressive feats in Wisconsin's beautiful Northwoods to take home the title of world champ. Don't miss the chance for you and your family to tap into your inner lumberjacks and try logrolling for yourself.

SHANTY DAYS

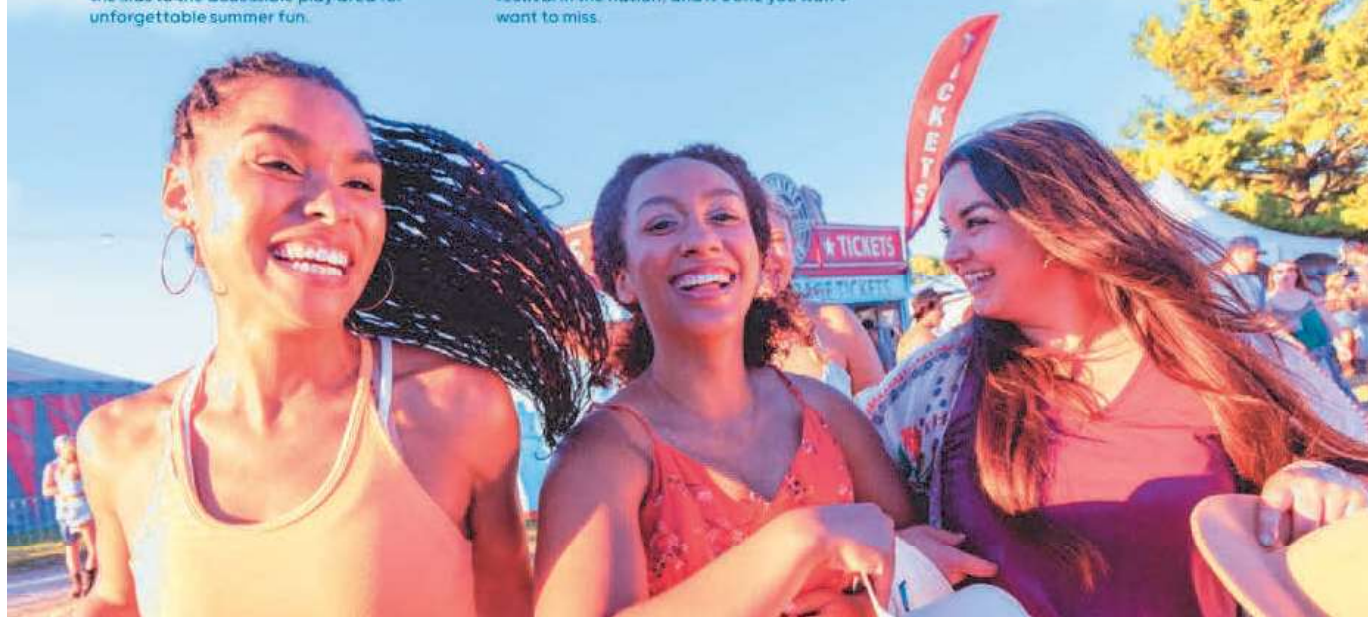
August 8-10 | Algoma

Bring the family to Algoma's Lake Michigan shoreline to celebrate life along the lake. Watch one of Wisconsin's largest parades and a beach volleyball tournament. Capture snapshots of your littles during the superhero fun run or cast a line in the fishing tournament. Or simply kick back and watch the car cruise and fireworks.

ROCK FEST

July 17-19 | Cadott

Take 360 acres of picturesque land in Central Wisconsin, add five stages that host a lineup of more than 50 bands over three days, not to mention three on-site campgrounds, and you have one heck of a party. As a matter of fact, Cadott's Rock Fest is the largest rock and camping festival in the nation, and it's one you won't want to miss.



FALL: WISCONSIN'S GOLDEN DAYS

The harvest is bountiful and the memories are plentiful this time of year. Autumn events celebrate community. Feel the warmth of those dear to you as you savor all the colors, scents and flavors of the season.



GRAPE STOMP FESTIVAL

September | St. Croix Falls

Roll up those pant legs to celebrate the season's harvest at Dancing Dragonfly Winery with a good, old-fashioned grape stomp. Then rinse off and enjoy great food and wine, live music, wagon rides and artisan booths.

BACON BASH

September 19-21 | River Falls

Celebrate all things oink at the nation's largest free bacon event. This outdoor festival features food (bacon cheesecake or bacon jam pie, anyone?) and craft brews, cook-offs, eating and costume contests, live music, a car show and goods from local artists.

WARRENS CRANBERRY FESTIVAL

September 26-28 | Warrens

Celebrate this delicious Wisconsin specialty at the world's largest cranberry festival. Stroll more than three miles of arts, crafts and antiques booths. Sample cranberries' jubilee, a cranberry cream puff or pancakes with cranberry syrup. Take a guided tour of cranberry marshes. Challenge your buddies in the pie-eating contest.

WINE & HARVEST FESTIVAL

September | Cedarburg

No matter if you're traveling with friends or family, this festival has something for your group. Wine tastings, a grape stomp, live music and arts and crafts booths compete for your attention with the giant pumpkin regatta, a rubber duck race, a kids play area and plenty of specialty food vendors.

OKTOBERFEST USA

September 25-28 | La Crosse

Treat the whole family to this broad collection of all-ages Oktoberfest activities. Clap along to the bands in the Maple Leaf Parade, climb aboard carnival rides, sample ethnic foods and watch authentic German entertainment, national entertainers and children's acts on stage.

MADISON TATTOO FESTIVAL

October | Madison

Fans of body art will want to plan a visit to this three-day event where more than 200 of the world's most talented tattoo artists showcase their craft. Get a tattoo, shop the booths and watch as the attending artists vie for bragging rights in a number of competitions, including Tattoo of the Day.

PUMPKIN FEST

September & October | Colgate

This family-run farm goes all out in their celebration of the fall harvest season. Kids will squeal for the cute animals (including pig races); marvel at the magic, lumberjack and cowboy shows; and jump for joy during the day's-end spray from the Candy Cannon.



Oktoberfest USA
La Crosse



DOOR COUNTY CHRISTKINDLMARKT

Weekends, November 28-December 14
Sister Bay

Get in the holiday spirit with a visit to Door County's *Christkindlmarkt*, or Christmas market. Beneath the glow of twinkling lights, buy locally made gifts directly from Door County's own artisans, sip hot chocolate or warm *glühwein* (mulled wine) and fill your belly with delicious northern European treats.

CELEBRATION OF LIGHTS

November & December | Oshkosh

More than 1 million lights illuminate your path as you and your family drive through the wondrous sights and sounds of Oshkosh's celebrated holiday show. And the fun doesn't end at the final turn of the 1.2-mile route. Complete the night with a visit with Santa, carriage rides, a gift shop and more!

ZOO LIGHTS AT HENRY VILAS ZOO

November & December | Madison

There's a magical feeling when the kids get to experience a zoo by the soft glow of thousands of twinkling holiday lights. Bring the family to explore this weekend winter wonderland. Stroll down Candy Cane Lane, shop for souvenirs and gifts at the holiday market and immerse yourselves in the sights and sounds of the season.

BURLINGTON ICE FESTIVAL

December | Burlington

Watch with wonder as giant blocks of ice are transformed into crystal-clear works of art, and the final sculptures take on an even more awe-inspiring glow when lit from below each night. It's fun for the whole family, and rounded out with plenty of shopping, live entertainment and s'mores around the bonfire.

JANBOREE

January 17-26, 2025 | Waukesha

Happy smiles warm the winter air in this citywide celebration. Marvel at ice and snow sculptors. Head out on the ice for skating (indoors) and fishing (outdoors). Go on the Penguin Egg Hunt or make winter-themed crafts, and cheer on the lovable competitors in the Alaskan Malamute dog pull.

A WINTER OF WONDER

Memories are best made with those who matter most. Embark on a snowy adventure and watch as the holiday lights illuminate the smiling faces of your friends and family. These events will fill you and your loved ones with joy that warms you from the inside.

KNICKERBOCKER ICE FESTIVAL

February 1-2, 2025 | Lake Mills

In a tip of the hat to a past of harvesting ice from frozen Lake Mills each winter, this community festival hosts a jam-packed lineup of chilly fun for all ages. Bring the kids for ice skating, candlelight snowshoeing and a snowball eating contest, or hang with your friends for a round of ice golf, ice softball and, of course, drinks at the ice bar.

GLENNA FARMS MAPLEFEST

March 29-30, 2025 | Amery

Tour this sweet - syrupy sweet - farm to see just where maple syrup comes from. Enjoy free pancakes (with maple syrup, of course), take a self-guided "sap to syrup" tour, see an old-fashioned syrup cooking demonstration, ride through the sugarbush in a horse-drawn wagon, visit the petting zoo and more.

LUCK WINTER CARNIVAL

February 6-8, 2025 | Luck

Bring the whole gang to this Northwest Wisconsin town for a weekend of fun, family-friendly competitions. Fill up at the Lions Club breakfast, then vie for top honors in snowman building, go on a medallion hunt, watch the Winter Carnival pageant and coronation, play bingo and wrap up the celebration at the Torchlight Parade.



FIND
EXCITING EVENTS
TO **EXPLORE** THIS WEEKEND



@dgutierrez2v



@marvelous.mrs.morin



@outshegoes



SHARE THE FUN

Share the memorable moments you make together at Wisconsin events with #TravelWI for a chance to be featured! And follow Travel Wisconsin to discover even more fun festivals and one-of-a-kind experiences.

Bring friends and family to celebrate, and return home with memories that will last a lifetime.



#TravelWI

TRAVEL
WISCONSIN

WISCONSIN STATE MAP



Scan for more helpful resources to plan your trip.



Conveniently located at major points of entry to the state, the Wisconsin Welcome Centers have friendly staff who are ready to greet you and help you make the most of your time in our state. Look for the to locate these centers on the map.

Wisconsin Welcome Center-Beloit

Northbound I-39 / Westbound I-90
Rest Area 22, Mile Marker 187, Beloit

Wisconsin Welcome Center-Kenosha

10519 120th Ave., I-94/41 and Highway 165
East (Exit 347), Pleasant Prairie

Wisconsin Welcome Center-La Crosse

Rest Area 31, I-90 Eastbound,
Mile Marker 1, La Crosse

Wisconsin Welcome Center-Marinette

1680 Bridge St., Marinette

Wisconsin Welcome Center-Platteville

275 Business Hwy. 151 West, Platteville

Wisconsin Welcome Center-Prairie du Chien

211 S. Main St., Prairie du Chien

Wisconsin Welcome Centers

Scenic Byways





CHIPPEWA FALLS & CHIPPEWA COUNTY

Nestled in the heart of Wisconsin, Chippewa County offers an abundance of four-season activities that will leave you wondering why you haven't visited sooner.

In the summer, enjoy idyllic downtowns that are a perfect reflection of the area's rich heritage and welcoming spirit. Take in the sweet melodies of live music performances, or marvel at the creativity of local artisans as you browse their creations.

Embrace the fall months by exploring local wineries, distilleries and breweries, where you can sample handcrafted beverages that capture the essence of the region. Delight your taste buds with flavorful meals at locally owned restaurants where talented chefs are dedicated to delivering unforgettable dining experiences.

During the winter months, don't miss the opportunity to experience the thrill of fat-tire biking, cross-country skiing, ice fishing and more in this snowmobile-friendly county.

Spring brings outdoor adventures of all types. Whether you're an ATV enthusiast, a birdwatching aficionado, a hiker or even a fisherman, you'll find an abundance of opportunities to pursue your passion. The county's diverse landscapes provide the perfect backdrop for your adventure.

Your next adventure awaits in Chippewa County. Visit our website to start planning your unforgettable getaway.

🌐 // gochippewacounty.com

📘 // [@chippewacounty](https://www.facebook.com/chippewacounty)

📺 // [@gochippewacounty](https://www.youtube.com/channel/UCqHh1v1v1v1v1v1v1v1v1v1)

📍 // Go Chippewa County
1 N. Bridge St., Chippewa Falls
715-723-0331



NORTHWEST



Wild Rice Retreat, Boyfield



This region of the Northwoods stretches from the shores of the largest Great Lake to the rolling hills outside of Eau Claire. "Up North," as the locals say, is where moments are shared exploring deep green forests, following scenic free-flowing rivers, marveling at the cliffs and caves of the Apostle Islands and enjoying refreshing lakeside cabin and camping getaways. Memories are made easily in vibrant communities along the St. Croix National Scenic Riverway and the shores of Lake Superior.

EXPLORE THE REGION

NORTHWEST WISCONSIN

Downtown Eau Claire

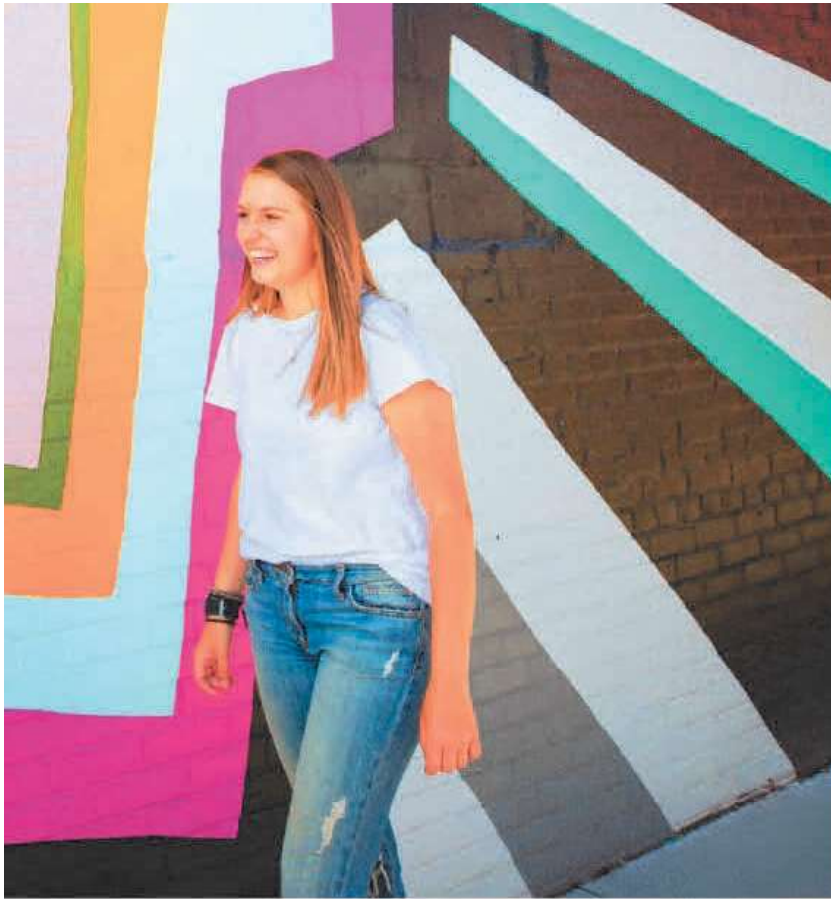
PARTNER CONTENT

HAYWARD LAKES

Welcome to the Hayward Lakes Area and Sawyer County. Situated in Northwestern Wisconsin, our four seasons of wilderness adventure, unspoiled waters, beautiful shorelines and world-class events make this the perfect place for you to explore and to escape everyday life. World-record fish, rich Native American culture, Northwoods-infused local arts and crafts, local dining establishments and some of the best lakeside lodging around provide visitors with unique options and an unforgettable experience. Our trail system keeps outdoor enthusiasts coming back season after season — from motorized to silent sports, a trailhead is waiting for you. Plan your next adventure today.

- 🌐 // haywardlakes.com
- 📱 // [@haywardlakesvcb](https://www.facebook.com/haywardlakesvcb)
- 📱 // [@hayward_wisconsin](https://www.facebook.com/hayward_wisconsin)
- 📍 // Hayward Lakes Visitors & Convention Bureau
15805 U.S. Hwy. 63, Hayward
715-634-4801





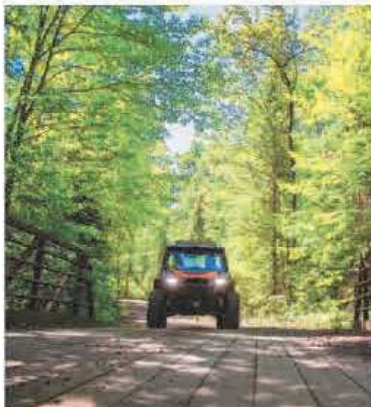
Plan for fun-filled, action-packed days when you visit Northwest Wisconsin, punctuated by **Eau Claire**, a city of more than 69,000 residents and chock-full of restaurants and shopping. Don't miss the chance to dance and cheer at the three-day **Blue Ox Music Festival**. Experience further exhilaration in the region by viewing (or signing up for!) the **American Birkebeiner**, the largest cross-country skiing race in North America, spanning nearly 35 miles from **Cable to Hayward**.

Look in awe alongside your family at the 165 feet of roaring water at **Big Manitou Falls**. Lose yourself in the beauty of **Apostle Islands National Lakeshore**, and feel the rush that only nature can provide at the **Chippewa River State Trail**, the **Chequamegon-Nicolet National Forest** and the **St. Croix National Scenic Riverway**.

Or, take it a bit slower and soak in local history at the **Chippewa Valley Museum** (with its old-fashioned ice-cream parlor), **Fort's Folle Avoine Historical Park** living history site and the **Ashland Mural Walk**, where history comes to life through public art.

-Shelby Deering


PARTNER CONTENT



TRAVEL NORTHWEST WISCONSIN

Outdoor adventures abound in the Northwoods! From adventure sports like skiing and dog sledding to hiking, ATVing and snowmobiling, we've got the scenery, challenges and adrenaline rush you seek. Fishing, hunting, hiking and paddling are also on tap in the Northwoods, which is also the best place in Wisconsin to find waterfalls. Visit our website to order a free Outdoor & Trail Guide or a Snowmobile/ATV Corridor Map to help you plan your adventure. What are you waiting for?

northwestwisconsin.com // 

@travelnorthwestwisconsin // 

@travelnorthwestwisconsin // 

Travel Northwest Wisconsin // 

715-416-3256

ZOOM THE TRAILS

Some of the state's best snow lies in the Northwest region. To make the most of Wisconsin's winter, catch the views via snowmobile. Some noteworthy snowmobile trails include the **Tri-County Corridor Trail** that runs from Douglas County to Bayfield, the trails around **Lake Namakagon** in Bayfield County, Rice Lake's **Tussock State Trail** and Ogema's **Timm's Hill County Park**, where you and your travel companions can capture a group photo at Wisconsin's highest point. Additionally, the **Chequamegon-Nicolet National Forest** is home to snowmobile trails like the **Flambeau Trail**, **Perkinstown Motorized Trail** and **Washburn ATV Trail**. Visit the **Association of Wisconsin Snowmobile Clubs** website (awsc.org) for additional trails and resources.



Snowmobiling in northern Wisconsin

PARTNER CONTENT

ASHLAND

Ashland, located at the top of the state on Lake Superior, is home to world-class fishing, fun events, waterways galore and more than 30 retailers in our downtown, eight-block Historic District.

Whether you are here to participate in one of our signature events or explore the many waterfalls and waterways, we have all sorts of ideas for you, your family and your friends. Ashland is a four-season community with four seasons of events, shopping, dining and lodging. Find yourself next to the water in Ashland.

🌐 // visitashland.com

📘 // [ashlandwi](https://www.facebook.com/ashlandwi)

📱 // [@ashland_wi](https://www.instagram.com/ashland_wi)

📍 // Ashland Area Chamber of Commerce
1716 Lake Shore Dr. West,
Ashland
715-882-2500







BAYFIELD

Visit Bayfield and the Apostle Islands on the edge of nature's unspoiled beauty. You'll be immersed in arts, culture and outdoor activities — from hiking and Nordic skiing to biking and kayaking. Join us for year-round events celebrating our unique arts culture as well as our vibrant berry farms and apple orchards. Request a free travel guide and start planning your Bayfield getaway today!


This is the home of Wisconsin's national treasures, with eight national designations, including the Apostle Islands National Lakeshore, Frog Bay Tribal National Park and the St. Croix Wild and Scenic Riverway. There are so many beautiful places to explore, from inland lakes and forest trails to the Wisconsin Lake Superior National Scenic Byway — with plenty of shops, restaurants, art galleries and lodging options along the way.

The Northern Great Lakes Visitor Center is a great place to start your Bayfield area adventure. You'll find exhibits, an observation tower, a gift shop and more, along with friendly staff to help guide you on your journey.

bayfield.org/explore // 

@bayfield.wi // 

@bayfield_wi // 

Bayfield Chamber & Visitor Bureau // 
42 S. Broad St., Bayfield
715-779-3335



SUPERIOR

The original Twin Port welcomes you to an unforgettable northern adventure on the shores of Lake Superior. Dive into the vast lake and waterways for swimming, fishing and paddling. Explore Douglas County's natural beauty along miles of groomed trails for biking, snowmobiling and more. Enjoy spring waterfalls, vibrant summer lakeside days, autumn leaf-peepin' adventures and exhilarating winter fun!

Superior is a destination all its own. Discover unique shopping, retro indoor activities and rich local history. With comfy, affordable lodging throughout the city and Douglas County, you might want to stay awhile.

- 📍 // gottabesuperior.com
- 📱 // [@gottabesuperior](https://www.facebook.com/gottabesuperior)
- 📺 // [@gottabesuperior](https://www.instagram.com/gottabesuperior)
- 📍 // Superior Tourist Information Center
305 E. 2nd St., Superior
715-718-7842



MERCER

Mercer — the home of the Turtle Flambeau Flowage — is the perfect place to go boating for the day or to find that special fishing spot to catch the big one. The Mercer area also has 214 lakes, besides the flowage, so there is plenty of water to fish or to play in. Known for our recreational opportunities, the Mercer area offers ATV and UTV trails, snowmobiling, biking, hiking, cross-country skiing, canoeing, kayaking and so much more!

Mercer is the perfect getaway destination with plenty of recreational experiences and memories to create. #MeetMeInMercer

- 📍 // mercerc.com
- 📱 // [@mercercchamber](https://www.facebook.com/mercercchamber)
- 📺 // [@mercerc_chamber_wi](https://www.instagram.com/mercerc_chamber_wi)
- 📍 // Mercer Area Chamber of Commerce
5150 N. Hwy. 51, Mercer
715-476-2389





APOSTLE ISLANDS NATIONAL LAKESHORE

One of the state's natural wonderlands, the **Apostle Islands National Lakeshore** is a must-see when exploring the picturesque northern tip of Wisconsin. Here, your group will be in no short supply of outdoor adventures: Paddle a kayak beneath picturesque sea caves, take a narrated sightseeing cruise or don scuba gear to explore a shipwreck. If you prefer to stroll the shore, more than 50 miles of trails on the islands and 12 miles of mainland coast feature history, hiking and, of course, lighthouses.

WONDERS OF WISCONSIN

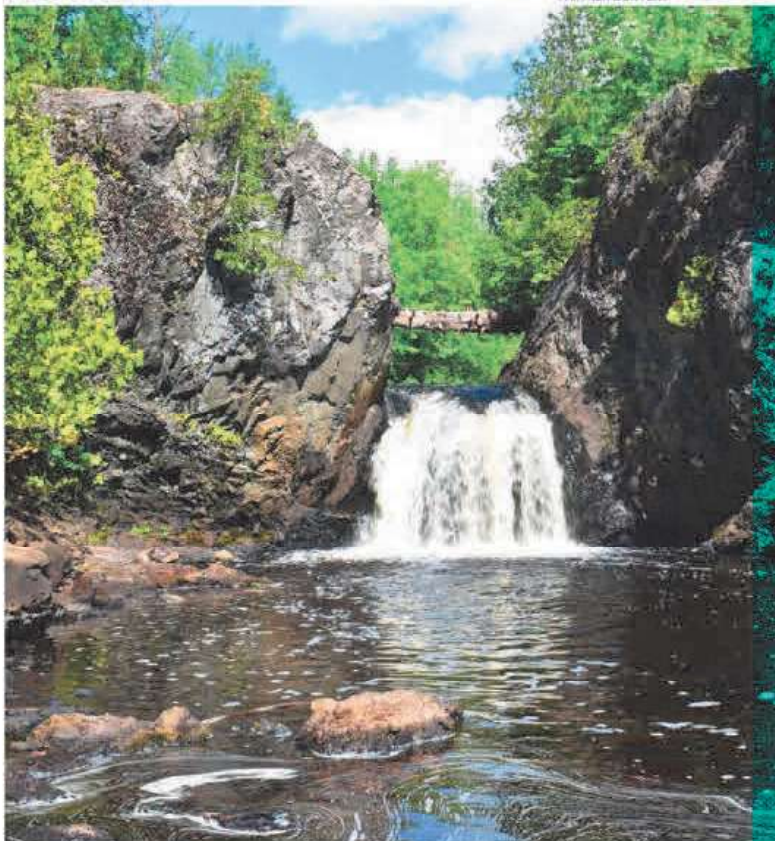


More to Explore!

The Apostle Islands are just the beginning. Scan this code to discover other Wonders of Wisconsin.

Apostle Islands National Lakeshore, Bayfield

PARTNER CONTENT



IRON COUNTY

Under the magic spell of waterfalls...

Whether they thunder, gurgle or whisper, each of our waterfalls in Iron County is a perfect choice for a visit no matter what the calendar says, as each season imparts its own special brand of beauty on the tumbling waters. While some of these waterfalls have easy access, others are located in more remote wild regions — but all are worth the adventure of finding!

Request our Destination Iron County, WI travel guide as you make your plans to visit.

ironcountywi.com //

[@ironcountydevelopment](https://www.facebook.com/ironcountydevelopment) //

Iron County Development Zone //

100 Cary Rd., Hurley
715-561-2922

A HUNTER'S PARADISE

As the land of the St. Croix River and countless forests, Northwest Wisconsin is an outdoor enthusiast's dream, filled with deer, bears and turkeys. Plan a trip with your hunting buddies and a hunting guide service like **Chase Creek Outfitters** and **Back Forty Guide Service** in Phillips or Fifield's **Ides Guides**. For honing your skills, stop by Mercer's **Northwoods Wildlife & Wetlands Club**, which offers shooting ranges, a trap range and an archery field course. Or participate in family-friendly game preserve hunts and try your hand at sporting clays at Frederic's **Coyland Creek Game Preserve**. Fairchild's **Black Creek Lodge** or Hayward's **Deerfoot Lodge & Resort** offer comfortable digs for overnight hunting trips.



Hunting in Wisconsin

PARTNER CONTENT

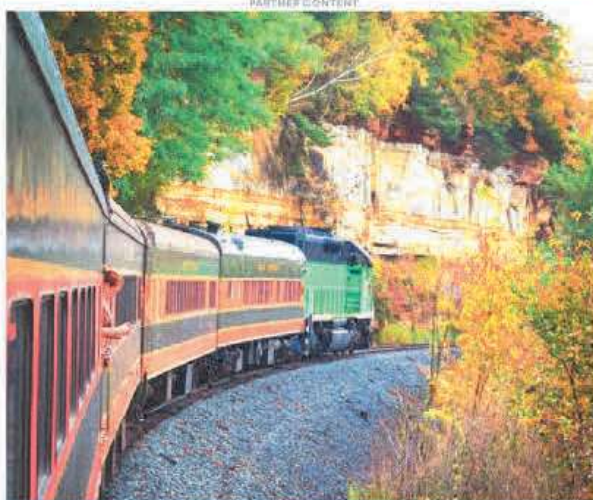
HUDSON AREA

There are so many reasons to love Hudson! Discover our award-winning restaurants, unique shops, picturesque parks, outdoor activities, scenic river cruises and distinctive tours.

- 📍 // discoverhudsonwi.org
- 📱 // [@discoverhudsonwi](https://www.instagram.com/discoverhudsonwi)
- 📱 // [@discoverhudsonwi](https://www.facebook.com/discoverhudsonwi)
- 📍 // **Hudson Area Chamber of Commerce & Tourism Bureau**
219 2nd St., Hudson



PARTNER CONTENT



OSCEOLA & ST. CROIX VALLEY RAILWAY

Enjoy scenic St. Croix Valley excursions on our vintage train. Round trip from Osceola. Also pizza, picnic and wine tasting trains; special events and charters. May–October.

- 📍 // trainride.org
- 📱 // [@mntrainride](https://www.instagram.com/mntrainride)
- 📱 // [@mntrainride](https://www.facebook.com/mntrainride)
- 📍 // **Osceola & St. Croix Valley Railway**
114 Depot Rd., Osceola
651-228-0263

NORTHEAST



Eagle Tower at Peninsula State Park, Fish Creek



With cherry blossoms and harbor town charm in Door County, cheers resonating from Green Bay's Lambeau Field and Eagle River/Three Lakes – home of the largest inland chain of lakes in the world – this region brings urban energy and the invigorating outdoors. No matter the season or activity – from snowmobiling to wine tasting to whitewater rafting – you'll leave Wisconsin's Northeast feeling refreshed and re-energized.

EXPLORE THE REGION

NORTHEAST WISCONSIN



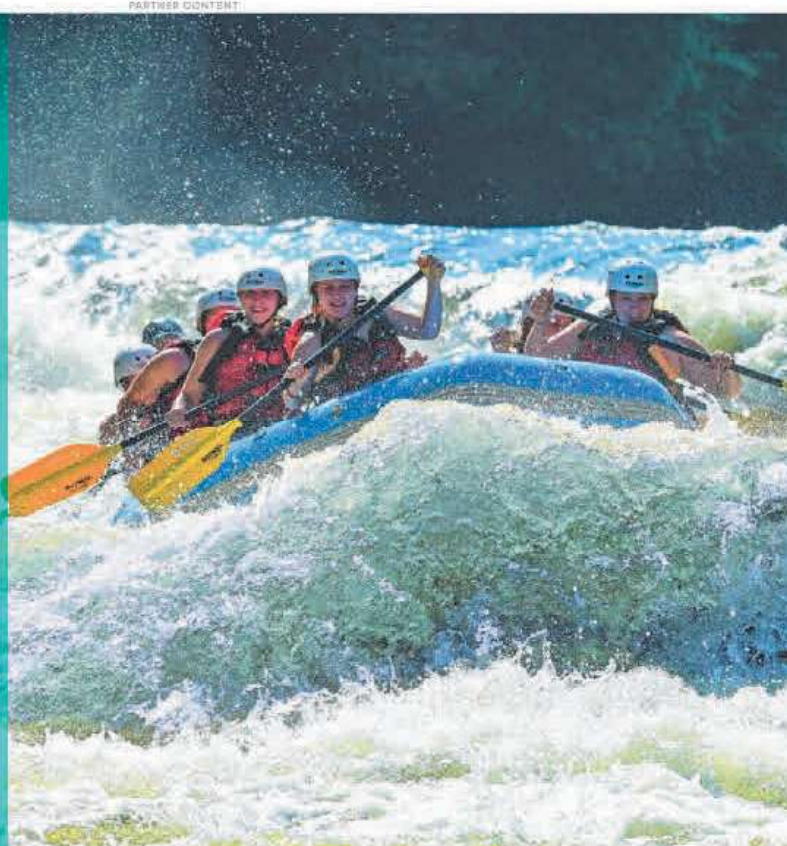
Coan's Franklin Lodge, Woodruff

PARTNER CONTENT

MARINETTE COUNTY

From waterfalls to fall colors, you'll fall in love with the excitement of Marinette County! With 15 stunning waterfalls, we're more than the waterfall capital of Wisconsin. Experience hundreds of miles of forested ATV/UTV trails, meandering hiking trails, premier mountain biking trails, class III and IV whitewater rapids, world-class fishing holes and refreshing rivers and lakes. All of this, tucked away in a part of the Northwoods, awaiting your discovery. When you plan your next getaway, plan to explore Marinette County.

- 🌐 // exploremarinettecounty.com
- 📘 // [@exploremarinettecounty](https://www.facebook.com/exploremarinettecounty)
- 📷 // [@exploremarinettecounty](https://www.instagram.com/exploremarinettecounty)
- ✉ // Marinette County explore@marinettecountywi.gov





The northeast corner of the state has become synonymous with Green Bay, home to the beloved **Green Bay Packers** and accompanying endeavors, from **Lambeau Field** tours to the **Packers Hall of Fame**. The neighboring **Titletown** adds in a high-scoring mix of restaurants and activities. You'll want to bring the family in winter, when ice skating, snow tubing and a regulation football field promise an entire afternoon of fun right next to the stadium.

The region also harbors **Door County**, a peninsula jutting between Green Bay and Lake Michigan that brims with charming diversions, such as savoring the fruits of the area's famed cherry harvest from mid-July to mid-August or sampling fresh-caught, local fare at a fish boil. The scenery, which is not to be missed, includes 11 lighthouses and fall colors like you've never seen. For an up-close viewing of Door County's natural beauty, head to **Peninsula State Park**, featuring eight miles of shoreline primed for kayaking and 20 miles of hiking trails.

Beyond Door County, there's plenty of nature to explore in the Northeast region, such as the paved, 52-mile **Heart of Vilas County Bike Trail System**, the 42-acre **Copper Culture State Park** that's the site of a prehistoric cemetery or the 28 lakes of the **Eagle River Chain of Lakes**. If boating and hiking don't call to you as much as winter snow does, Eagle River is called "**The Snowmobile Capital of the World**" and is known for its meticulously manicured 500 miles of snowmobile trails.

The area is rich in Native American culture as well, explored through the **Forest County Potawatomi Cultural Center**, the **Oneida Nation Museum** and the **George W. Brown Jr. Ojibwe Museum & Cultural Center**. Pull up a chair at **Cedar & Sage** restaurant at the **Oneida Casino** to savor entrées inspired by the region's indigenous cultures. To see Native American history come alive, gather family and friends for the spirited **Oneida Pow-Wow** filled with food, drums, dancing and other cultural exhibitions.

—Shelby Deering

PARTNER CONTENT



RHINELANDER

Nestled in the heart of Wisconsin's Northwoods, Rhinelander is home to friendly shops and restaurants, outstanding options for outdoor recreation and lots of stories to share. You probably know our most famous tale — who hasn't heard of the legendary Hodag, after all? — but this scenic spot in northern Wisconsin is the perfect place to add a new chapter to your own story. Plan your Rhinelander getaway today, and make memories to last a lifetime.

explorerhinelanders.com //

@explorerhinelanders //

#explorerhinelanders //

Rhinelanders Area //
Chamber of Commerce
 450 W. Kemp St.,
 Rhinelander
 715-365-7464

ADRENALINE ON THE WATER

Some of the best whitewater rafting in the Midwest can be found in Northeastern Wisconsin. The **Peshtigo River** is known as one of the longest continuous stretches of whitewater in the Midwest. **Wildman Adventure Resort** has private access to the river along the rapids so you can hike around and scout out the surroundings before hopping in your raft. Located in Atheistane, **Thornton's Rafting Resort & Campground** specializes in providing you, your family and friends with a thrilling and memorable experience. The **Wolf River** has undeveloped shorelines, which enable rafters to enjoy a true wilderness experience in just a day. **Herb's Wolf River Raft Rides** offers longer five- to six-hour or shorter two- to three-hour trips. **Shotgun Eddy's** offers a variety of whitewater rafting trips based on experience and water conditions.



Whitewater rafting, Marinette County

PARTNER CONTENT

EAGLE RIVER

While we may be known as the *Snowmobile Capital of the World®*, the *Hockey Capital of Wisconsin®* and the *World's Largest Chain of 28 Connected Lakes*, we're still down-to-earth, rain, shine or snow. Through every season, in any weather, a trip to Eagle River always means one thing: a good time. Find something new each and every time you visit.

Plan your trip and see upcoming events at eagleriver.org.

🌐 // eagleriver.org

📱 // @eagleriverwis

📺 // @eagleriverwis

📍 // Eagle River Area
Chamber of Commerce
& Visitors Center
201 N. Railroad St., Eagle River
715-479-6400, 800-359-6315





DOOR COUNTY

Discover the enchanting allure of Wisconsin's easternmost county. For memorable family escapes, intimate dinners for two, exhilarating paddling adventures or a weekend of personal reflection, Door County is the ideal destination.

The boundless beauty of our 300 miles of Lake Michigan shoreline put water sports and idyllic beaches easily within reach. Add the impressive array of five expansive state parks, 20 county parks and countless acres of unspoiled wilderness, and even more great outdoor adventures are accessible year-round.

The heart of our communities beats with a distinctive spirit, attracting both artists and art enthusiasts, cultivating a vibrant and ever-expanding creative scene. Culinary delights await you along the waterfront, throughout the peninsula and on Washington Island, offering indulgent dining experiences complemented by the flavors of local wineries and breweries. Many dishes are crafted with the bounty grown in Door County's orchards, including locally harvested cherries and apples.

The quintessential Great Lakes retreat is yours to explore. When you're here, we invite you to preserve, protect and nurture the cherished land of Door County by taking the pledge to be a guardian of this remarkable place we hold dear, ensuring its continued splendor for generations to come.

doorcounty.com //

doorcounty.com/pledge

@doorcountywisconsin //

@doorcounty //

Destination Door County //

1015 Green Bay Rd., Sturgeon Bay
920-743-4456



FISH BOILS

One of the most unique outdoor dining experiences in Wisconsin can be found up and down the Door County peninsula. Located in the heart of Ephraim, the **Old Post Office Restaurant** offers mouthwatering cuisine as well as a breathtaking overlook of Eagle Harbor. Or reserve your spot on the gorgeous patio at **White Gull Inn** in Fish Creek for Wisconsin pampering that entails both dinner and a show. Each restaurant adds its own recipes and style, but traditionally all fish boils include fresh-caught Lake Michigan whitefish with onions, potatoes and corn and end with Door County cherry pie. The main event is the fiery spectacle that happens when the whitefish is almost ready and the boil master pours kerosene on the fire, which forces the fish oils to spill over the sides and leaves the fish perfectly done and ready to eat.



Old Post Office Restaurant, Ephraim



PENINSULA PLAYERS THEATRE

Discover Door County's professional theatrical treasure, presenting Broadway-quality comedies, dramas and musicals for 89 seasons. Mother Nature provides a picturesque setting, and Peninsula Players Theatre's award-winning artistic company provides a memorable experience.

Relax with a pre-show beverage from the Luna Bar while unwinding under the canopy of a cedar forest and take in the spectacular water view of the setting sun. Delight in this tranquil ambiance and discover why visitors and locals make the theater-in-a-garden a "must-do." Performances are held in a covered, open-air theater mid-June through mid-October.

Visit peninsulaplayers.com for the playbill.

peninsulaplayers.com //

@peninsulaplayers //

@peninsulaplayerstheatre //

Peninsula Players Theatre //
4351 Peninsula Players Rd.,
Fish Creek



ALGOMA

On the Lake Michigan shore and at the base of the Door Peninsula, friendly Algoma is home to picturesque landscapes, including Crescent Beach and Boardwalk, the Ahnapee River and the iconic Pierhead Lighthouse. Known as the sport fishing capital of the Great Lakes, Algoma boasts the largest charter fishing fleet in Wisconsin. Other outdoor adventures include hiking, biking and horseback riding the Ahnapee Trail; kayaking the Ahnapee River; swimming beside the sandy beach; exploring the downtown arts scene; and hearing concerts in the park. Shanty Days, Soar on the Shore and Wet Whistle Wine Fest round out summer fun in Algoma.

algoma.org //

@algomaareachamber //

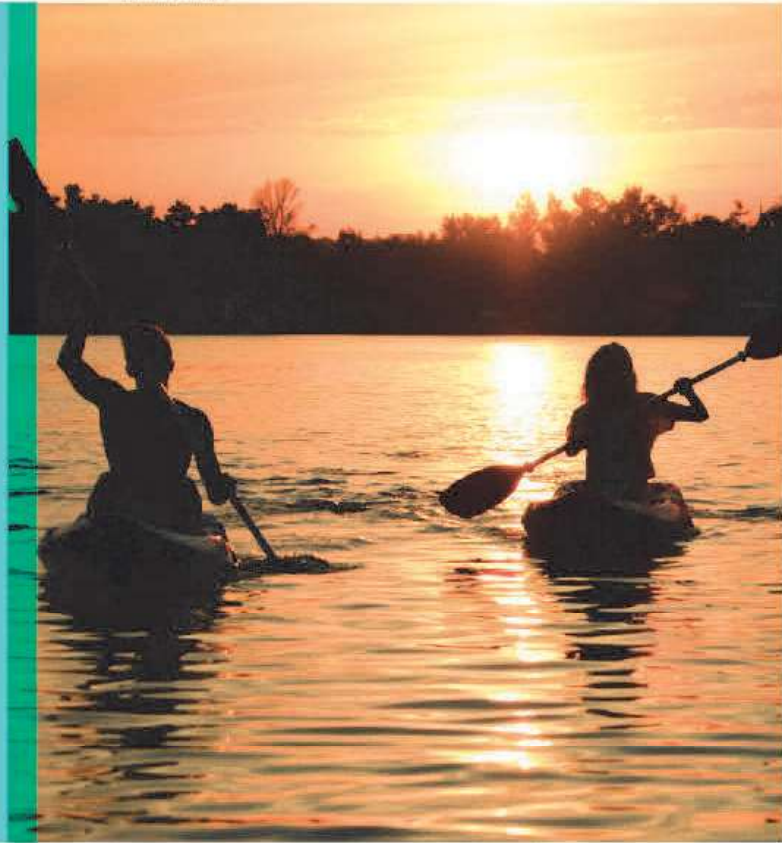
@friendly_algoma //

Algoma Chamber of Commerce //
1226 Lake St., Algoma
920-487-2041

PRESQUE ISLE

Presque Isle: a place where wilderness is alive and flourishing. With so much to see and so much to do, the opportunities to explore are endless. Enjoy abundant natural resources with contemplative endeavors such as hiking, birding, photography and fishing. For faster paced activities, partake in boating, biking and snowmobiling. With our 192 lakes and streams, lush forests, and diverse trails, outdoor enthusiasts are provided with plenty to do all year long. Year after year, people make their vacation dreams reality here in Wisconsin's Last Wilderness, Presque Isle.

- 🌐 // presqueisle.com
- 📘 // [@presqueislechamber](https://www.facebook.com/presqueislechamber)
- 📍 // Presque Isle Chamber of Commerce
8305 Main St., Presque Isle
715-686-2910



PARTNER CONTENT

LANGLADE COUNTY

Come for the trails and stay the night! Langlade County, the County of Trails, has an abundant array of recreational, cultural, historical and lodging opportunities.

- 🌐 // countyoftrails.org
- 📘 // [@countyoftrails](https://www.facebook.com/countyoftrails)
- 📍 // [@countyoftrails](https://www.instagram.com/countyoftrails)
- 📍 // Antigo - Langlade County Welcome Center
404 Superior St., Antigo
715-623-2085



PARTNER CONTENT



THREE LAKES

Bike, hike, ski, boat or snowmobile? With the Chequamegon-Nicolet National Forest and the world's largest chain of lakes, Three Lakes offers endless outdoor recreation activities!

- 🌐 // threelakes.com
- 📘 // [@threelakeswi](https://www.facebook.com/threelakeswi)
- 📍 // [@threelakeswi](https://www.instagram.com/threelakeswi)
- 📍 // Explore Three Lakes Visitors Bureau
1704 Superior St.,
Three Lakes
715-546-3344

EAST CENTRAL



Natural and human-made wonders abound in this region, from glaciated landscapes to five-star resorts. Around Lake Winnebago, you'll be treated like a local while exploring the craft cuisine, art, history and lively festivals in cities like Appleton, Oshkosh and Fond du Lac. Head east to Sheboygan for adventures along Lake Michigan's bright blue coastline.

FOX CITIES

Come explore the Fox Cities, a beautiful region in East Central Wisconsin composed of urban communities and breathtaking natural surroundings.

Perched on the shores of Lake Winnebago and the Fox River, the area is known for fostering a spirit of originality that makes every trip to the Fox Cities one of a kind. Fill your itinerary with Broadway shows and live music sets, or hike our 100-plus miles of trails while exploring Wisconsin's largest inland lake. For those who like to shop, the Fox River Mall is home to more than 120 mid- to high-end retailers and everything in between. Thriving downtowns double as boutique and dining districts during the day and hubs for entertainment and drinks at night. If you're looking for the perfect family getaway, the Fox Cities are filled with an abundance of affordable and kid-friendly museums, recreational activities, events and restaurants.

No matter your interests, there are plenty of original experiences here in the Fox Cities to help you carve your own path on each and every visit. Ready to see it for yourself? Check out our website to start planning your original Fox Cities experience.

🌐 // foxcities.org

📱 // [@foxcitieswi](https://www.instagram.com/foxcitieswi)

📺 // [@foxcitieswi](https://www.facebook.com/foxcitieswi)

📍 // **Fox Cities Convention & Visitors Bureau**
213 S. Nicolet Rd., Appleton
920-734-3358



LAKE WINNEBAGO REGION

C'mon in to a flippin' awesome place to visit!

Here's the thing about the Lake Winnebago Region: It's stuffed to the gills with scenic beauty, history and vitality; food and drink; culture and events; and people too nice for their own good.

The welcoming lakeside destination includes Fond du Lac, Waupun, the Kettle Moraine State Forest, glimpses of the Niagara Escarpment and the renowned Horicon Marsh.

A truly pleasant surprise. A humongous diamond in the rough. A dash of eccentricity.

So gear up, chill out and c'mon in.

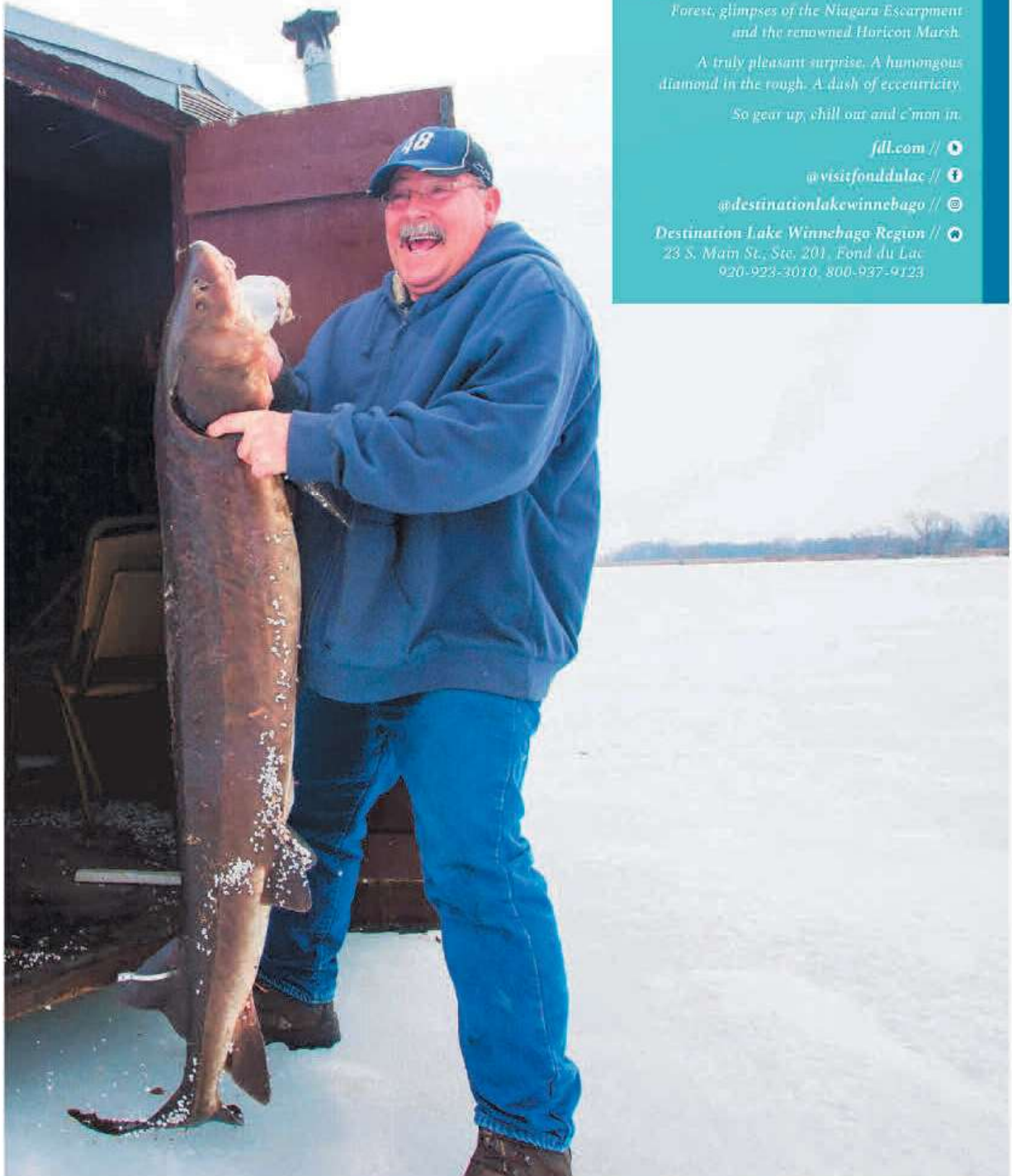
jdl.com // 

[@visitfonddulac](https://www.facebook.com/visitfonddulac) // 

[@destinationlakewinnebago](https://www.facebook.com/destinationlakewinnebago) // 

Destination Lake Winnebago Region // 

23 S. Main St., Ste. 201, Fond du Lac
920-923-3010, 800-937-9123



EXPLORE THE REGION

EAST CENTRAL WISCONSIN



Lake Michigan kiteboarding

Wisconsin's East Central region serves as a melting pot of all the things the state is most known for. For instance, in Calumet County, nicknamed "**Supper Club Capital of the Midwest**," you can gather with friends for cocktails, steak and, of course, the famed relish tray.

The region offers chances to see some of the state's most iconic lakes, from **Elkhart Lake** to **Lake Winnebago**, and you can learn all about our water-filled history at the **Wisconsin Maritime Museum** in Manitowoc.

For more regional history and some interactive fun, head to Kaukana's **1000 Islands Environmental Center**, the **EAA Aviation Museum** in Oshkosh, **Farm Wisconsin Discovery Center** in Manitowoc and **Barlow Planetarium** at the University of

Wisconsin-Oshkosh, where your kids will have a blast running from station to station for hands-on learning experiences.

Perhaps you're seeking the relaxing side of Wisconsin? In this case, enjoy 18 (or more) holes with your foursome at the world-famous **Whistling Straits** golf course in Kohler (where PGA Championships are the norm).

Or quietly appreciate the natural scenery through **Kettle Moraine State Forest**, Sherwood's **High Cliff State Park** (which lives up to its name with its views) and **Kohler-Andrae State Park**, where the sand and boardwalks beckon for hand-in-hand strolls.

—Shelby Deering

TRAVELWISCONSIN.COM



Charter fishing on Lake Michigan, Sheboygan

REEL ONE IN ALL YEAR ROUND

Anglers will find as many fishing opportunities in East Central Wisconsin as the region has lakes. Book an outing with a charter from Two Rivers, such as **Fish Casket Charters**, **RN Fishing Charters** or **Highlife Charters**. You and your friends can also ride the waves of Lake Michigan with one of the many charters that depart from Sheboygan. Options include **Hi-Tech Sport Fishing Charters**, **Sea Dog Sportfishing Charters of Sheboygan** and **Wolf Pack Adventures**. Here in Wisconsin, you can fish year-round, and one of the top spots where you can do exactly that is **Lake Winnebago**, famed for its winter ice fishing and sturgeon spearing.

PARTNER CONTENT



ELKHART LAKE

The Elkhart experience is all about finding hidden gems, connecting with locals and appreciating the beauty of Elkhart Lake all year round.

As spring blooms, practice your swing on the greens or cruise on a bicycle breathing in the fresh air. Spend summer days relaxing on sandy beaches or dip into blue-green waters.

Hike under colorful canopies of crimsons, oranges and golds in the fall.

As the snow falls, snowshoe through a winter wonderland or settle in next to cozy fireplaces.

Get a glimpse into the heart of Elkhart Lake as you dive into the history, people, food and music.

elkhartlake.com //

@elkhartlakewi //

@elkhartlake //

Elkhart Lake Tourism //
41 E. Rhine St., Elkhart Lake
877-355-4278

EAA AIRVENTURE

What features 10,000 planes, 500 forums, workshops and seminars, and attracts more than 500,000 attendees each summer? Only the World's Greatest Aviation Celebration, and it's right here in Wisconsin. Each summer, planes of every size, shape and description – from home-built, antique and aerobatics planes to military and general aviation aircraft – from all over the world are on display at **Wittman Regional Airport** in Oshkosh. Visitors have the once-in-a-lifetime opportunity to inspect exciting, unusual and historic aircraft close-up. Children will love **KidVenture** where they can learn how to fly a radio-controlled airplane, experience flight simulators and learn aviation history.



EAA AirVenture, Oshkosh

PARTNER CONTENT

MANITOWOC

Along the shores of Lake Michigan, you'll find the friendly city of Manitowoc. With a thriving downtown, vibrant public arts scene and beautiful sandy beaches, this is a fun destination for everyone.

Get adventurous by biking along the lakefront Mariners Trail or kayaking down the Manitowoc River, dive into art and maritime museums, and explore a real WWII submarine. Manitowoc is a foodie haven with an array of farm-to-table options, classic fish fries and, of course, Wisconsin cheese curds. Wash it all down with a brew at one of Manitowoc's best craft breweries or waterfront venues.

- 📍 // visitmanitowoc.com
- 📱 // [@visitmanitowoc](https://www.facebook.com/visitmanitowoc)
- 📺 // [@visitmanitowoc](https://www.instagram.com/visitmanitowoc)
- 📞 // Visit Manitowoc
824 S. 8th St., Manitowoc
920-686-3508



(PARTNER CONTENT)



JOHN MICHAEL KOHLER ARTS CENTER AND ART PRESERVE

Winner of the 2023 Governor's Tourism Award for Arts, Culture & Heritage, the lakeside city of Sheboygan holds fascinating and fun art experiences for all ages.

At the John Michael Kohler Arts Center, enjoy contemporary art, hands-on art making at a drop-in studio, a café and a museum gift shop. In the summer, enjoy outdoor concerts, including Midsummer Festival of the Arts.

The Art Preserve houses the world's largest collection of artist-built environments. Enjoy three floors of unique art by the likes of the Original Rhinestone Cowboy, who covered his entire home with glitter.

The best part? It's all free!

jmkac.org //

@jmkac //

@jmkac //

John Michael Kohler //

Arts Center

608 New York Ave., Sheboygan
920-458-6144

(PARTNER CONTENT)



ROAD AMERICA

Road America, America's National Park of Speed, offers amazing viewing opportunities across 640 acres of park-like grounds, premier concessions and high-speed racing excitement to thousands of spectators each year. In addition to being a major attraction during public race weekends, Road America offers group-outing programs, karting and supermoto racing, and a variety of motorcycle and driving schools.

Countless improvements have been made throughout the years, but the original 4.048-mile, 14-turn road course configuration has never been altered. With 500-plus events held annually at Road America, there's always something to check out. See the full calendar at roadamerica.com.

roadamerica.com //

@roadamerica //

@roadamerica //

Elkhart Lake's Road America //

N7390 Hwy. 67, Plymouth
800-365-7223

AMERICA'S #1 GOLF DESTINATION

Displaying stunning natural beauty, this region abounds with world-class golf courses. Part of **Destination Kohler**, **Blackwolf Run** boasts 46 holes amid scenery whittled by the glacier – it's no wonder that it's been named as one of America's top public golf courses by *Golf Digest*. Soak in the view with your foursome as you play along the Lake Michigan coastline at Sheboygan's **Whistling Straits**, another 36-hole course linked to Destination Kohler. At 18 holes, Sheboygan Falls' **The Bull at Pinehurst Farms** is located on 400 acres and features Wisconsin's only Jack Nicklaus Signature Golf Course. At Elkhart Lake's 27-hole **Quit Oul Oc**, follow a round with a meal at the course's charming restaurant.



Whistling Straits, Sheboygan

PARTNER CONTENT

BERGSTROM-MAHLER MUSEUM OF GLASS

Extraordinary glass experiences to spark fun, kindle creativity and illuminate learning for all. Don't miss our annual GLASS Arts Festival, the second Saturday in August.

- 🌐 // bmmglass.com
- 📱 // [@bmmglass](https://www.instagram.com/bmmglass)
- 📺 // [@bmmglass](https://www.facebook.com/bmmglass)
- 📍 // **Bergstrom-Mahler Museum of Glass**
165 N. Park Ave., Neenah
920-751-4658



PARTNER CONTENT



PLYMOUTH

Settled within the Kettle Moraine State Forest, Plymouth is a charming town, complete with wonderful restaurants, parks, art, a historic downtown and, of course, cheese.

- 🌐 // plymouthwisconsin.com
- 📱 // [@plymouthwicoc](https://www.instagram.com/plymouthwicoc)
- 📺 // [@plymouthchamber](https://www.facebook.com/plymouthchamber)
- 📍 // **Plymouth Chamber of Commerce & Visitor Center**
647 Walton Dr., Plymouth
920-893-0079



STEVENS POINT AREA

Here, you'll find Wisconsin's oldest farmers market still held in the same spot and the Point Brewery — a staple here since 1857 — along with the other breweries, wineries and distilleries that make up the Central Wisconsin Craft Collective. Order up at Ruby, named the best coffee in Wisconsin by Food & Wine, or explore more local makers from Tapped to Siren Shrub.

Head outdoors in the Stevens Point Area and venture out on the popular 27-mile Green Circle Trail, complete with a view. Bike one of Wisconsin's best mountain biking trails at Standing Rocks County Park — a mix of old-school and flow trails.

Paddle the backwaters of the Wisconsin River, or fly-fish the Tomorrow. Golf SentryWorld, one of the best public courses in the nation. Explore the local art and Insta-worthy spots — from vibrant murals to the Stevens Point Sculpture Park.

Want more? Check out the nation's longest running renewable energy fair, test your knowledge with the world's largest trivia contest or visit one of the nation's oldest breweries for a tour and a taste. Order a free guide for the Stevens Point Area — a great getaway for beer lovers, foodies and outdoor-recreation enthusiasts.

stevenspointarea.com //

@stevenspointarea //

@stevenspointarea //

Stevens Point Area Convention //
& Visitors Bureau

1105 Main St., Ste. A,
Stevens Point
715-344-2556



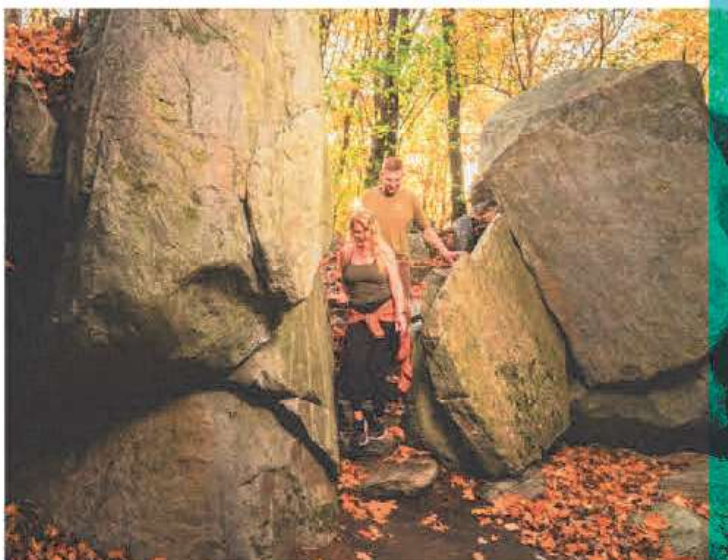
CENTRAL



Granite Peak, Wausau

From the top of Granite Peak to the sweeping dunes of Sand Valley Golf Resort and across the tranquil waters of Waupaca's Chain O' Lakes, Mother Nature's finest is on display in Central Wisconsin. Discover the unexpected among the region's distinct natural features on trails in state parks – including the Necedah National Wildlife Refuge, the largest wetland bog in the state and the northern nesting site for endangered whooping cranes. The blueberry, blackberry and raspberry picking is legendary too.





WAUSAU

The Greater Wausau area is the ultimate base camp for outdoor enthusiasts seeking a perfect blend of adventure and comfort. Nestled in Marathon County, this region encompasses Rib Mountain, Rothschild, Schofield, Wausau, Weston and charming rural towns, offering big-town amenities with small-town warmth.

Through contrasting terrain, embark on endless hiking, hiking, skiing and paddling adventures right at your doorstep, catering to all levels of outdoor enthusiasts. If you prefer hunting, fishing or snowmobiling, we have plenty of that too. Unlike other outdoor destinations, we go beyond the wilderness, providing comfortable lodging, excellent dining, shopping and a thriving arts community.

Experience "Wisconsin's Outdoor Base Camp," with easy access from two major interstates, saving you time and money.

Whether it's a weekend getaway, an extended stay or you're considering making it your home, the Greater Wausau area is your go-to base camp.

Let us inspire your adventures and help you plan for spontaneity in this diverse region that truly has it all, including the impressive Rib Mountain.

visitwausau.com // 

@visitwausau // 

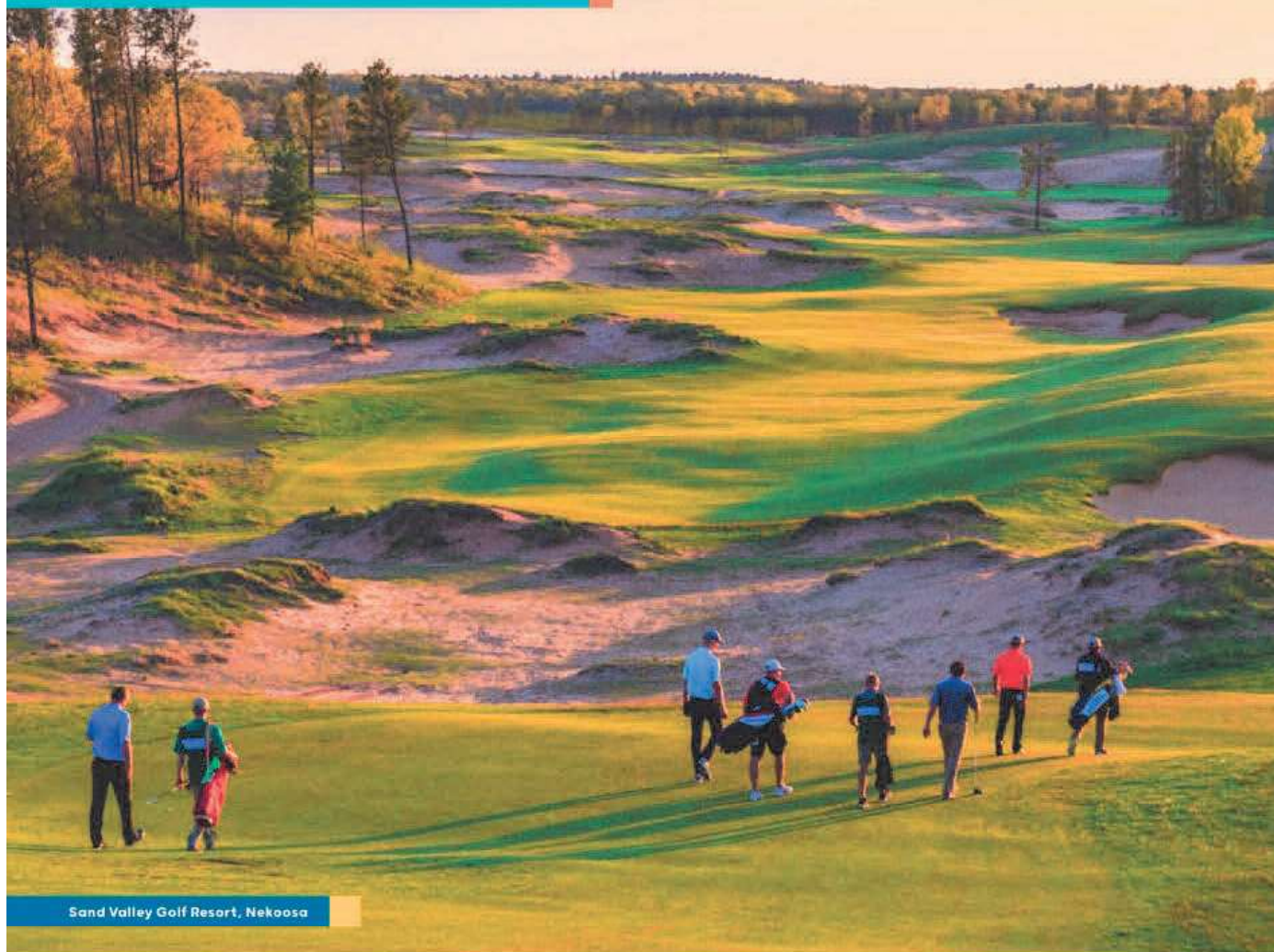
@visitwausau // 

Visit Wausau // 

888-948-4748 //

EXPLORE THE REGION

CENTRAL WISCONSIN



Sand Valley Golf Resort, Nekoosa

Straddling the line between northern and southern Wisconsin, the Central region plays host to a mix of natural beauty and cultural amenities.

Hike the area, soaking up breathtaking scenery alongside family and friends at places like the 43,696-acre **Necedah National Wildlife Refuge**, the Waupaca segment of the **Ice Age National Scenic Trail** and Wausau's **Nine Mile Forest**. If you prefer the four-wheel variety of sightseeing, drive the **Cranberry Highway**, where from mid-September to late October, fields brim with the deep-red fruit.

Or travel between 22 sites in Marquette County along the **John Muir Nature and History Route** with an app that guides visitors to locales made famous by the naturalist. A drive

through Shawano County reveals 300 vivid barn quilts peppering the pastoral scenery.

Need something that gets the blood pumping a bit more? Take in nature by boat and tour the glacier-formed **Chain O'Lakes** or enjoy winter to the fullest at Wausau's **Granite Peak** ski area.

Steeped in history as the home to the **Menominee Nation**, local heritage can be experienced at a pair of cultural museums tucked into the Wolf River region.

For art with a whimsical nature, stroll Marshfield's **Jurustic Park**, an astounding outdoor sculpture park filled with metal creatures, or **Stevens Point Sculpture Park**, with installations dotting a scenic trail.

—Shelby Deering

TRAVELWISCONSIN.COM



PLOVER

Located in the heart of Wisconsin, Plover is the perfect destination for relaxing and unwinding in the great outdoors. Whether you love biking, hiking, kayaking or simply relaxing on a patio with friends, Plover has an adventure for you.

Standing Rocks County Park boasts more than 13 miles of single-track mountain biking trails.

Dubbed as some of the best in the Midwest, the trails are open year-round and range from beginner to advanced.

Kayakers, canoers and boaters will enjoy miles of picturesque views along the Wisconsin and Plover rivers. There are many access points in the Plover area, and Galecke Park is one of the most convenient.

Maybe your "outdoorsy" means drinking on the patio with friends — there are plenty of options for that too! Grab a craft brew at O'So Brewing Company or a cocktail at Club Forest Bar or Mikey's Bar & Grill.

Meet the machines, technology, people and stories behind the food you eat at the new Food + Farm Exploration Center. Multisensory activities and exhibits provide a new perspective for all ages on food production in a state-of-the-art educational center.

With plenty of year-round activities for everyone in your group, we invite you to come over to Plover!

comevertoplover.com //

[@comevertoplover](https://www.facebook.com/comevertoplover) //

[@ploverwiarea](https://www.instagram.com/ploverwiarea) //

[Plover Area Convention](#) //

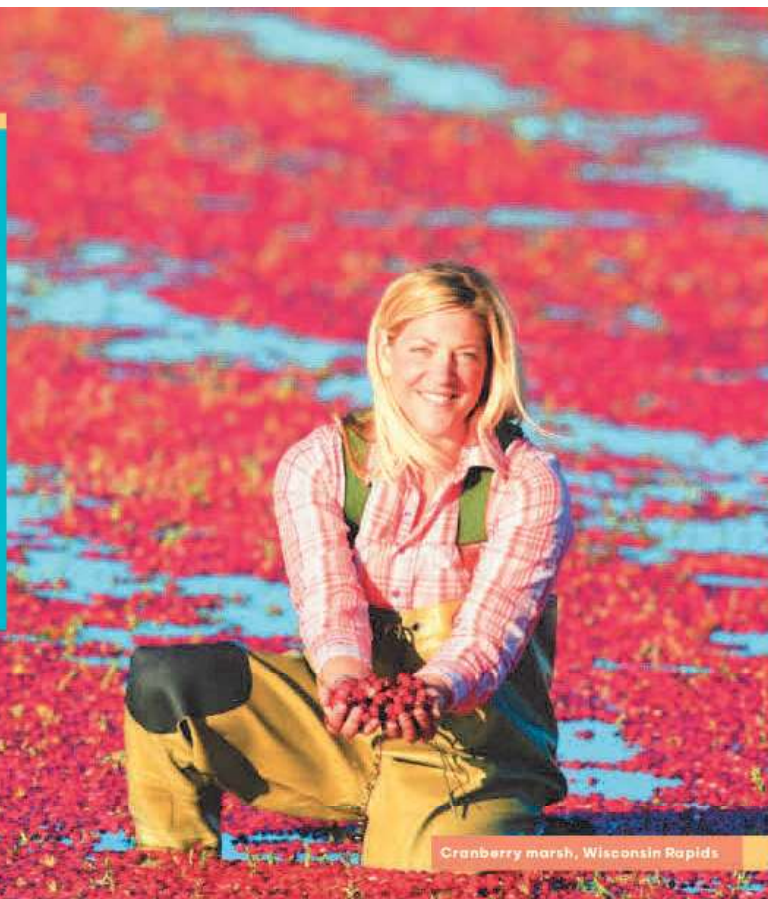
and Visitors Bureau

2400 Post Rd., Plover

715-345-5250

CRANBERRY HIGHWAY

Did you know Wisconsin is the largest producer of cranberries in the U.S.? In the fall, you can take a self-guided road trip by following Wisconsin's **Cranberry Highway**. This 50-mile stretch passes through cranberry marshes in Wisconsin Rapids, Pittsville, Nekoosa and Tomah. Your trip around cranberry country isn't complete without a stop in the heart of it: Warrens, the "Cranberry Capital of Wisconsin." There, you'll find **Discover Cranberries** - an all-in-one museum, gift shop, old-fashioned ice cream parlor and restaurant. For extra fun, plan your trip around the world's largest cranberry bash. The **Warrens Cranberry Festival** is the end-all-be-all for cranberry lovers.



Cranberry marsh, Wisconsin Rapids

PARTNER CONTENT

SHAWANO COUNTRY

We invite you to find your wild side in Shawano Country.

Try something new, something edgy, perhaps something that's been on your bucket list just waiting to be fulfilled! From the excitement of driving the ATV/UTV trails and whitewater rafting to the tranquility of kayaking, hiking or snowshoeing, Shawano Country offers memorable experiences that you will treasure forever.

During all times of the year, we have scenic beauty and endless possibilities to help you discover the wild adventure seeker in yourself.

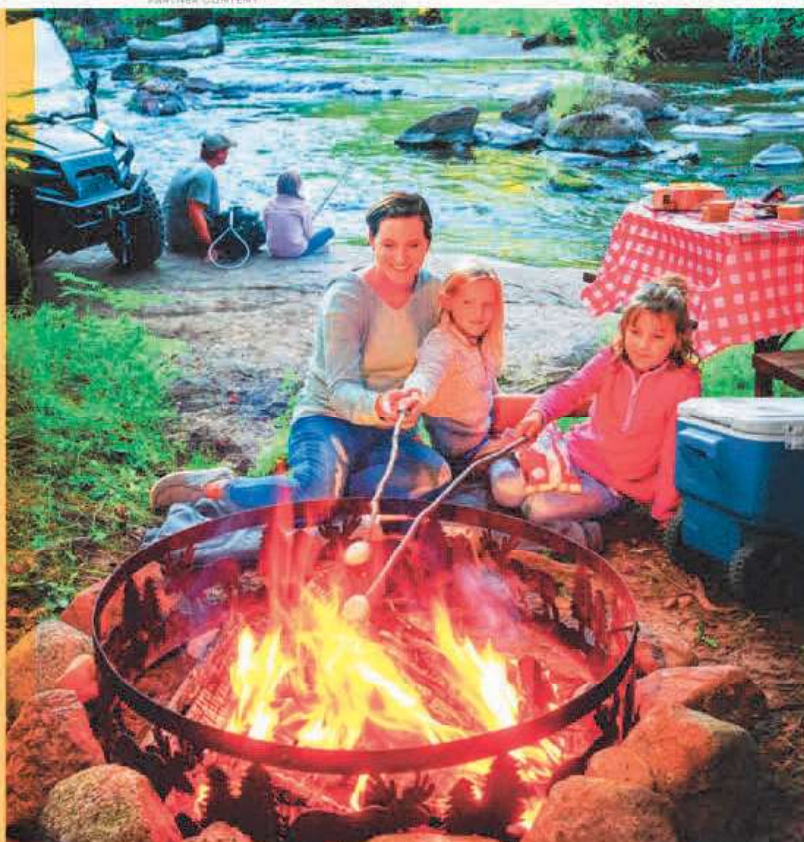
Come and discover Shawano Country. Isn't it time you got in touch with your wild side?

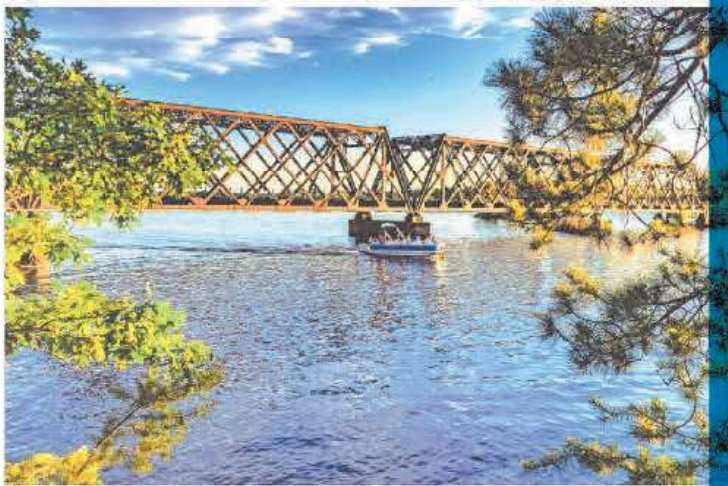
🌐 // shawanocountry.com

📍 // @visitshawano
@shawanocountrychamber

📱 // @shawanocountry

📍 // Shawano Country Tourism
1263 S. Main St., Shawano
715-524-2139





MAUSTON

After spending any time in the Mauston area, you will come to be just as "Naturally Connected" as their slogan claims. Rife with opportunities to spot whitetail deer and other native wildlife on beautiful trails; pick fresh blueberries in sprawling state and county parks; enjoy locally roasted coffee, brewed to perfection; and even catch walleyes on a nearly 14,000-acre lake; the Mauston area is a shining example of all Central Wisconsin has to offer!

Miles upon miles of horseback, bicycle, hiking, ATV and snowmobile trails weave through pine forests, around bluffs, over rolling farmland and through small towns. With a national wildlife refuge, two of the state's largest lakes and a golf course set in beautiful Wisconsin wilderness, the Mauston area offers the perfect way to experience the natural beauty of the region without sacrificing any creature comforts, such as unique shops, fun nightlife, local breweries and a wide range of overnight accommodations.

For those seeking small-town charm, the serenity of nature, outdoor recreation or simply the tastes of Wisconsin, look no further! The Mauston area will welcome you with open arms to experience unforgettable moments and become Naturally Connected too!

mauston.com/tourism // 

@maustonwi // 

@maustonfindsu // 

Greater Mauston Area // 
 Tourism Association
 303 Mansion St., Mauston
 608-847-6676

AWE-INSPIRING OUTDOOR ART

Central Wisconsin is a treasure trove of outdoor art. For an Instagrammable moment, head to downtown Wausau, with its “ceiling” of hanging umbrellas. Wausau’s **Leigh Yawkey Woodson Art Museum** has a splendid rooftop sculpture garden. In Stevens Point, look for several murals downtown, depicting local history and abstract art. There’s also the **Stevens Point Sculpture Park**, where a family hike is punctuated with giant outdoor sculptures. Marshfield’s **Jurustic Park** has to be seen to be believed, with its bevy of whimsical metal creatures that will have the kids smiling from ear to ear. To see agriculture turned into an art form, view the pumpkin carvings at Nekoosa’s **Giant Pumpkin Fest** in fall.



Downtown Wausau

PARTNER CONTENT

GREEN LAKE

For generations, Green Lake has had the reputation of being one of the Midwest’s best-kept secrets. With over 27 miles of beautiful shoreline, Green Lake’s deepest natural inland lake beckons you to venture off the beaten path to refresh and unwind.

Embark on adventure as you hit the lake to experience a fun-filled day of swimming, boating or taking a sunset cruise. Play a game of golf, shop our quaint downtown or dine lakeside.

Green Lake is an incredibly special place. Whatever your visit may bring, may it transform your experiences into memories and traditions for years to come.

📍 // visitgreenlake.com

📍 // Green Lake Area Chamber of Commerce
550 Mill St., PO Box 337,
Green Lake
920-294-3231



SOUTHWEST



Great River Road, La Crosse



Covering much of Wisconsin's famed Driftless Area, this region is bordered to the west by the mighty Mississippi. Experience the unforgettable on a road trip along the Great River Road, with winding river bluff views, winery hopping and idyllic town shopping. Here, you'll experience Wisconsin's craft culture at farmers markets, Amish stores and historic breweries.

EXPLORE THE REGION

SOUTHWEST WISCONSIN



Apple picking, La Crosse area

Seeking unique or unusual experiences? Head to Southwest Wisconsin, where you'll find the **Dickeyville Grotto & Shrines** and Sparta's **Paul & Matilda Wegner Grotto**, both showcasing elaborate, religious sculptures festooned with glass pieces, old china and seashells.

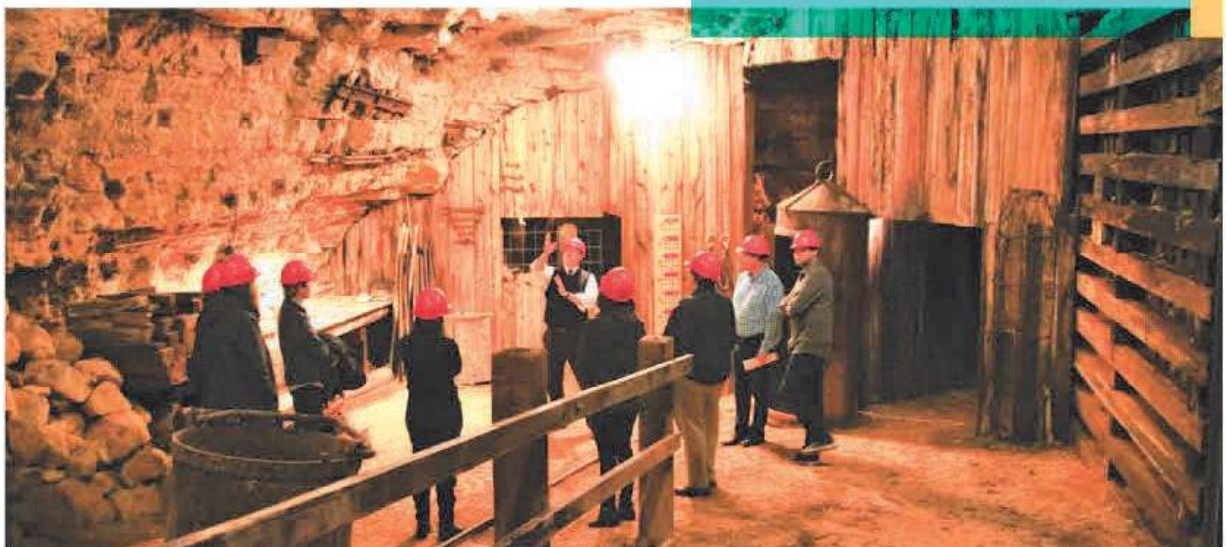
Invite friends to take a trip down memory lane at the **Potosi Brewing Company & National Brewery Museum**, packed with all things beer, from bygone bottles to vintage glasses, cast in a glow from classic neon signs.

Or there's the **La Crosse Queen** paddle wheeler, a Mississippi River dinner cruise that will take you back to the days of Mark Twain.

For travel experiences you'll tell your friends about, don't miss the **Elroy-Sparta State Trail**, the first rail-trail in the country, or hike La Farge's **Kickapoo Valley Reserve**. Drive the renowned **Great River Road National Scenic Byway**, 250 glorious miles along the Mississippi River.

This region is dotted with towns steeped in history. Ride a steamboat and learn about the Civil War past in **Prairie du Chien**. **Westby**, which was settled by Norwegian immigrants, has a Scandinavian vibe. And **Cassville** holds **Stonefield**, the estate of Wisconsin's first governor that showcases the history of how Wisconsin became "America's Dairyland."

—Shelby Deering



PLATTEVILLE

As Grant County's largest community, and resting within the Driftless Region of the Midwest only minutes from the Mississippi River, Platteville has an abundance of reasons to visit again and again.

Explore our mining heritage: The home of the state's first mining school is now the University of Wisconsin-Platteville, an engineering educational hub. The college's roots also led to the creation of the World's Largest "M," which stands for "mining." However, Platteville's mining heritage is best showcased by descending into the Bevan's Mine as part of a tour through The Mining & Rollo Janssen Museums.

Get active in the great outdoors: Platteville takes pride in providing a variety of outdoor-recreation options. Whether biking our paved trails, driving the area's ATV routes or fishing our trout streams, you will fall in love with the picturesque rolling hills. Platteville features 17 parks, with recent additions of an inclusive playground and lighted pickleball courts.

Find arts, culture and historic charm: Explore and find the artwork throughout Platteville, from the hike racks along Main Street to the murals that tell the story of the community's heritage. The city's historic downtown also features beautifully restored brick buildings that host eclectic dining and shopping opportunities.

platteville.com // 

[@plattevilleregionalchamber](https://www.facebook.com/plattevilleregionalchamber) // 

[@platteville_regional_chamber](https://www.instagram.com/platteville_regional_chamber) // 

Platteville Regional Chamber // 
275 W. Business Hwy. 151, Platteville
608-348-8888

PIZZA ON THE FARM

For farm-to-table enthusiasts, pizza farms have become a staple here, and Southwest Wisconsin is full of them. Savor artisan wood-fired pizza (smoked salmon or artichoke hearts, anyone?) at **The Stone Barn** in Nelson. Cochrane's **Suncrest Gardens Pizza Farm** is oh-so family-friendly, with a playground, games and live music. **AtoZ Produce and Bakery** in Stockholm provides fresh-made pizza in beautiful, rustic surroundings. In Galesville, **Winghaven Pizza Farm** not only serves up tasty 'za, like their Chicken Bacon Ranch, but also local beer and wine. To complete your pizza-farm tour, stop by Mondovi's **Dancing Yarrow & Farm to Fork Pizza**, where you can bring your pooch and raise a toast with friends with tasty mocktails.



The Stone Barn, Nelson

PARTNER CONTENT

LA CROSSE

Just name your niche! The La Crosse Region is mere hours from the hustle and bustle of Midwest hubs and bursts with adventure as unique as each explorer. Nestled between ancient bluffs and along the bank of the Mississippi River, the area offers exciting flavors, charming history, captivating views and unparalleled outdoor recreation. Discover savory craft beverages and sophisticated shops, epic festivals and live entertainment, exciting angling and more than 100 miles of trails. Your next adventure is just a road trip away!

[// explorelacrosse](#)

[// @explorelacrosse](#)

[// @explorelacrosse](#)

[// Explore La Crosse](#)

123 7th St. South, La Crosse
608-782-2366





PRAIRIE DU CHIEN

Prairie du Chien is a community with small town charm, rich history and an abundance of outdoor activities. From wooded bluffs and hidden coulees to the historic waters of the mighty Mississippi River, the Prairie du Chien area offers unparalleled opportunities to enjoy and explore the great outdoors.

Nearby, state and local parks offer hiking, scenic views and birdwatching. Sportsmen hunt for deer, ducks, turkey and small game, and anglers take advantage of prime fishing in the Mississippi River and its bountiful backwaters. The Wisconsin and Kickapoo Rivers are found nearby for additional fishing, canoeing, boating and other recreational pursuits.

Quality hotels, charming cabins and cottages, an assortment of vacation rentals, RV parks and campgrounds are available in the Prairie du Chien area.

Our historic downtown and business district is vibrant with a wide array of specialty shops, pubs and restaurants.

Prairie du Chien hosts a full year-round calendar of special events, festivals and entertainment and offers riverboat cruises, apple orchards, a casino, wineries and historic tours. Make Prairie du Chien your next vacation destination.

To find more things to do and see in Prairie du Chien, visit prairieduchien.org.

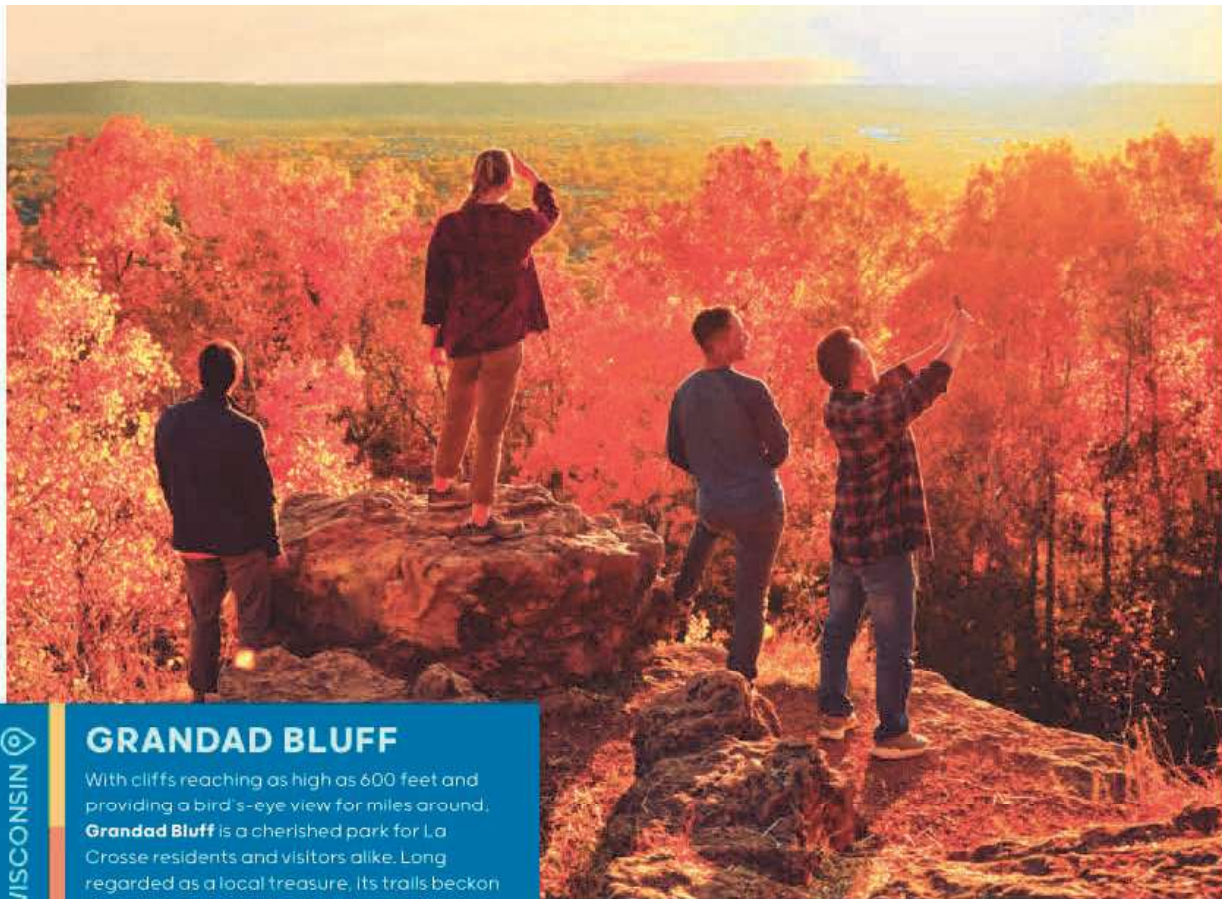
prairieduchien.org //

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[@prairieduchienchamber](https://www.facebook.com/prairieduchienchamber)

[@pdctourism](https://www.instagram.com/pdctourism) //

Prairie du Chien Area Chamber //
of Commerce & Tourism Council
608-326-8555



GRANDAD BLUFF

With cliffs reaching as high as 600 feet and providing a bird's-eye view for miles around, **Grandad Bluff** is a cherished park for La Crosse residents and visitors alike. Long regarded as a local treasure, its trails beckon adventurers. Not only will you find one of the most scenic overlooks of the Mississippi River area, you can also spot Minnesota, Iowa and Wisconsin when you arrive at the top. Plus, with its west-facing orientation, it is an ideal spot for spectacular sunsets. Drop some change into the coin-operated binoculars and observe the Driftless Area as it thrives below.



Grandad Bluff, La Crosse



More to Explore!

The fun at Grandad Bluff is just the beginning. Scan this code to discover other Wonders of Wisconsin.



Malden Rock Apples, Winery & Cidery, Stockholm

SIP & SAVOR

For an exploratory tour of the Southwest region's beverage purveyors, start at the **Potosi Brewery & National Brewery Museum**, where you'll sip beer samples and learn about beer of yore. **La Crosse Distilling Co.** crafts spirits with Wisconsin flair on-site and features a restaurant (did somebody say smoked wings?) and tasting room where you and your traveling buddies can savor vodka, whiskey and gin. For more delicious libations, take to the **Great River Road Wine Trail**, which features 11 wineries, including Stockholm's **Malden Rock Apples, Winery & Cidery**, Viroqua's **Vernon Vineyards**, Trempealeau's **Elmaro Vineyard** and **DnA Vintners** in La Crosse, known for their cranberry wines.

PARTNER CONTENT



GREATER RICHLAND AREA

The hills and valleys of the driftless area are some of Wisconsin's most scenic escapes. With many hiking, biking and snowshoeing opportunities, outdoor enthusiasts find the Greater Richland Area to be an excellent area to explore year-round while disconnecting from the stresses of everyday life and unwinding in nature. In warmer months, the Pine River — with sand and limestone outcroppings — offers outstanding kayaking opportunities for a relaxing float or paddle experience. Also during the summer, sing and dance at the several music festivals hosted at Driftless Music Gardens. And don't miss Eagle Cave, the largest commercial onyx cave in Wisconsin.

greaterichlandtourism.com //

[@greaterichlandtourism](https://www.facebook.com/greaterichlandtourism) //

[@greaterichlandtourism](https://www.instagram.com/greaterichlandtourism) //

[Greater Richland Tourism](https://www.youtube.com/channel/UCqj8K8K8K8K8K8K8K8K8K8K) //

397 W. Seminary St.,
Richland Center
608-647-3466

SOUTH CENTRAL



Lake Mendota, Madison

In the South Central region, find urban adventure filled with good eats, trendy shops and beautiful architecture in the state's capital, Madison. Or opt for the family-friendly thrills at the waterpark resorts of Wisconsin Dells. While here, explore the picturesque Devil's Lake State Park or see inside the mind of an architectural genius at Frank Lloyd Wright's extraordinary home, Taliesin.





MIDDLETON


Whether looking for that perfect weekend getaway or a family-friendly place to stay, Middleton is waiting.


With Pheasant Branch Conservancy to the north, Pleasant View Golf Course to the west, Lake Mendota to the east, and sharing a border with the state's capital, Middleton has something to offer every traveler.


Relax at the award-winning Capital Brewery & Bier Garten or in the tasting room at Hidden Cave Cidery. The National Mustard Museum is quirky fun for the whole family, with free entry and a tasting counter in its gift shop. Enjoy more than 80 restaurants and cafes, from Wisconsin favorites to international cuisine to our own "little New Orleans." And check out 50 shops, from locally owned boutiques downtown to the 51-acre outdoor Greenway Station shopping center. Combine leisure with outdoor adventures on the city's 27 miles of trails and hundreds of acres of conservancy land, or enjoy the beautiful lake with your own boat or a rental.


Staying in Middleton is as easy as choosing among our nine quality hotels — all minutes from our charming downtown and conveniently located within an hour of area attractions to expand your trip.

Middleton. It's the middle things that make it special.

visitmiddleton.com // 

[@middletonwi](https://www.facebook.com/middletonwi) // 

[@visit_middleton](https://www.instagram.com/visit_middleton) // 

Visit Middleton // 

1811 Parmenter St., Middleton
800-688-5694

EXPLORE THE REGION

SOUTH CENTRAL WISCONSIN



Noah's Ark Waterpark, Wisconsin Dells

The capital city of Madison is found in the South Central region, as are a myriad of activities ideal for family getaways, friends weekends and couples retreats.

Madison boasts more than 200 miles of scenic trails for walking, running or biking, like the 17-mile **Capital City Trail** encircling Lake Monona. At the **Capitol Square**, you can see the state building in all its glory and visit the **Dane County Farmers' Market**, the largest producers-only farmers market in the nation. As a college town, culture in Madison is alive and well thanks in part to the vibrant, bustling **University of Wisconsin-Madison campus**. The **Frank Lloyd Wright Trail** runs through Madison, and a self-guided tour will take you to the doorsteps of the architect's most famous designs.

Madison's suburbs also offer one-of-a-kind experiences, such as **Mount Horeb** with its Norwegian trolls peppered throughout town, **Spring Green** and its celebrated **House on the Rock** and **New Glarus**, nicknamed "America's Little Switzerland" and looking exactly like a quaint European village.

You and the kids won't be able to resist the thrills of **Wisconsin Dells**, the "Waterpark Capital of the World." For excitement provided by Mother Nature, take the family for an unforgettable scenic hike or paddle at **Devil's Lake State Park** or **Mirror Lake State Park**, both in Baraboo, or at Dodgeville's **Governor Dodge State Park**.

Beyond its lively urban locales, the South Central region also contains quieter, off-the-beaten-path destinations, such as the idyllic Main Street in **Beloit**, with coffee shops, galleries and live music that's perfect for a romantic stroll. Pick up some history at the **Milton House Museum**, the last Underground Railroad station that can be toured in the state, and the **National Historic Cheesemaking Center Museum** in Monroe. For a hearty dose of nature, look no further than the celebrated **Horicon Marsh Wildlife Area**, and don't miss the chance to paddle Jefferson County's **Rock River National Water Trail**.

—Shelby Deering

TRAVELWISCONSIN.COM



JANESVILLE

Located less than 20 miles from the Illinois border, right off of Interstate 39/90, is Janesville, "Wisconsin's Great Outside."

Janesville holds more than 60 parks and 30 miles of paved trails, including the southernmost segment of Wisconsin's Ice Age Trail (one of only 11 National Scenic Trails in the U.S.). This picturesque trail connects many of Janesville's neighborhoods, parks and attractions. Insider tip: Bike rental and guided bike tours are available for those who wish to travel light.

Just off the trail, explore Janesville's vibrant downtown, home to boutique, gourmet and vintage shops, as well as exceptional dining options. Insider tip: Enjoy a craft cocktail, fresh coffee or dining at several locations with scenic water views.

Janesville's public art scene is inspirational. From modern to historical, there are dozens of pieces of art, including 29 colorful, large-scale murals created by local, national and international artists. Insider tip:

Scan the QR codes on the mural plaques to learn about the inspiration for the designs in the artists' own voices.

Walk through the breathtaking Rotary Botanical Gardens to experience 20 acres of botanical splendor. Insider tip: Visit May through September to take in the annual Garden Art Exhibit and StoryWalk.

janesvillecvb.com //

@janesvillecvb //

@explorejanesvillewi //

Janesville Area Convention //

& Visitors Bureau
20 S. Main St., Ste. 11, Janesville
800-487-2757, 608-757-3171



Witches Gulch, Wisconsin Dells

WONDERS OF WISCONSIN

WITCHES GULCH

Take a break from the waterpark fun of Wisconsin Dells to explore the spectacular rock cavern of **Witches Gulch**. Carved by years of wind and water, this hauntingly beautiful canyon is accessible only by boat. Guided rides are offered by **Dells Boat Tours**, and - for the thrill seekers in your group - the **Ghost Boat** night tour. Even in the daylight, the gulch can seem otherworldly on foggy days. Find your way through its twists and turns and discover the breathtaking natural marvels that surround you.



More to Explore!

The beauty of Witches Gulch is just the beginning. Scan this code to discover other Wonders of Wisconsin.

PARTNER CONTENT

PORTAGE

We invite you to enjoy Portage with a walk along the Portage Canal Segment of the National Ice Age Trail. Portage was recently designated as an Ice Age Trail Community.

Hugging the Portage Canal — and close to shopping and dining — the paved downtown segment is wheelchair and stroller accessible and pet friendly.

Want more of a challenge? Spend the night in Portage to hike more of Wisconsin's 1,200-mile portion of the National Ice Age Trail, or soak in Wisconsin River views along the Levee Path.

Shop, dine and spend some time in Portage. Visit portagewi.com for more information.

- 📍 // portagewi.com
- 📱 // [@portagechamberwi](https://www.instagram.com/portagechamberwi)
- 📺 // [@portagechamberwi](https://www.facebook.com/portagechamberwi)
- 📍 // Portage Area Chamber of Commerce
104 W. Cook St., Portage
608-742-6242





SAUK COUNTY

Between every serene sunrise and dazzling sunset, Sauk County makes it easy to be won over by our idyllic setting and personal charm.

Wander through the "land made" adventure at Devil's Lake State Park, bike the Great Sauk State Trail or the 400 State Trail, canoe the meandering Baraboo River or camp out under a canopy of stars in White Mound County Park.

Like things a bit wilder? Experience a world of manmade excitement with waterslides, stage shows and thrill rides. Venture further afield with side trips to the zoo, Ringling Mansion or Painted Forest. Refresh yourself with a taste of Sauk County's best handcrafted brews, wines and spirits at any of our breweries, wineries and distilleries.

Come find out why Sauk County is a hit with outdoor enthusiasts, art lovers, adventure seekers and foodies, alike. Explore more land-made adventure and family fun just five minutes from the iconic Wisconsin Dells area.

We're anything but ordinary. Plan your trip at exploresaukcounty.com.

exploresaukcounty.com // 

@exploresaukcounty // 

@exploresaukco // 

Sauk County Tourism // 
West Square Building
505 Broadway, Baraboo

FOOD FESTS

Good food is something to celebrate, and we have no shortage of food festivals here. You can find the **World's Largest Brat Fest** in Madison every May, grilling 12,000 brats per hour, or bring the gang downtown to late summer's **Taste of Madison**, featuring more than 80 food vendors. You won't want to miss New Glarus' **Beer, Bacon & Cheese Festival** in June, which is as good as it sounds, or the weeklong **Bites of Beloit** in September, where you can enjoy prix fixe menus at a number of Beloit's most popular dining spots. Other notable, and delicious, tests include Middleton's **National Mustard Day**, Lodi's **Brew-B-Que**, Reedsburg's **Fermentation Fest** and Monroe's **Cheese Days**.



Lucy's #7 Burger Bar, Beloit

PARTNER CONTENT

NEW GLARUS

Explore the rolling hills of Southwest Wisconsin and discover New Glarus! Explore our charming Swiss village, full of unique shops, restaurants and attractions. Sample local wines, or enjoy the view from the New Glarus Brewing Company's beer garden. Grab a Cow Parade map and find all 23 hand-painted, life-size cows scattered throughout the village. Glimpse a view of the past at our museums, try traditional Swiss food and spend the night in an alpine chalet.

We can't wait to see you!
Learn more at swisstown.com.

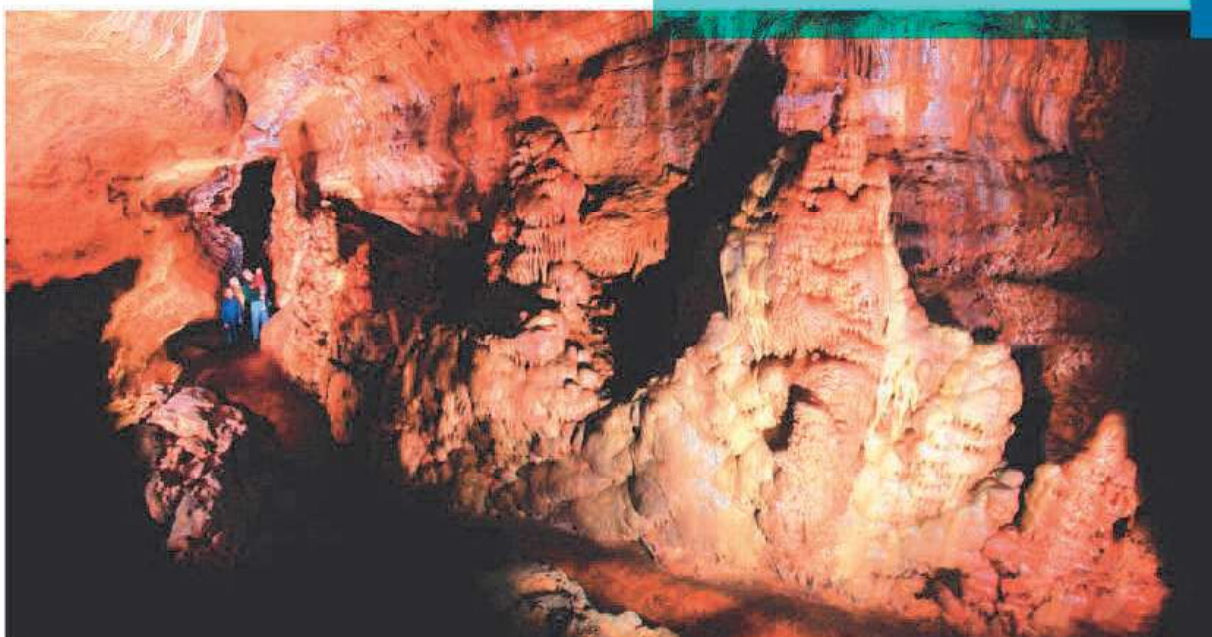
📍 // swisstown.com

📱 // [@newglaruschamber](https://www.instagram.com/newglaruschamber)

📱 // [@newglarus](https://www.instagram.com/newglarus)

📍 // New Glarus Chamber of Commerce
418 Railroad St., New Glarus
608-527-2095





MOUNT HOREB

Just a short drive from Madison, discover Mount Horeb, the home of the trolls! Whether you're visiting or just biking through, our trolls are waiting to meet you and guide you on an offbeat adventure. We have a festival for every season, so plan a day trip or book an overnight stay and enjoy a hike, a troll hunt or a bite to eat.

Nestled in the heart of Mount Horeb's charming historic downtown, the Driftless Historium brings history to life. Meet Mount Horeb's first wooden troll, learn about the Driftless Region and its people, taste some ice cream, take a guided tour and pick up some trolls of your own at the gift shop.

Just down the road in neighboring Blue Mounds, explore the wonders of Cave of the Mounds, a National Natural Landmark. Offered year-round, tours take you past a variety of colorful stalactites and stalagmites. Above ground, visit the Rock Shop, containing hundreds of antique minerals, fossils and gemstones. Fill your pockets with treasure at the Gem Mining Sluice, break open a geode or wander the rock gardens, perennial gardens and nature trails.

Plan your visit to Mount Horeb, the troll capital of the world.

trallway.com // 📍

@mounthorebwi // 📱

@mounthorebwi // 📺

Mount Horeb Area // 🌐
Chamber of Commerce
300 E. Main St., Mount Horeb
608-437-5914

KIDS' ZONE

For a fun getaway with the fam, visit South Central Wisconsin, showcasing stops like Blue Mounds' **Cave of the Mounds**, where the kiddos will have a blast exploring a cave and mining real gems. Make a splash at the 20 waterparks in Wisconsin Dells, the "Waterpark Capital of the World." Tour **Sassy Cow Creamery** in Columbus to meet some cows and see how 70 ice-cream flavors are made (and, perhaps, sample a few). In Mount Horeb, stroll for trolls – can you find all 36 troll statues? Older kids will enjoy high-flying thrills at a zip lining and ropes course in Wisconsin Dells, or see feats of acrobatic daring at Baraboo's **Circus World**. To slow things down, take a history tour of the **Wisconsin State Capitol** in Madison.



Sassy Cow Creamery, Columbus

PARTNER CONTENT

SUN PRAIRIE

We're all looking for a place under the sun where we can thrive and relax, and where everything we need is within easy reach. Look to Sun Prairie!

Sun Prairie offers events for all (don't miss our corn festival: sunprairiecornfest.com), provides plentiful parks and has athletic facilities for recreation year-round. Visit historic downtown, Sun Prairie's charming local businesses and Prairie Lakes' robust shopping area near Madison's eastside.

Bring yourself, your family and your friends, and allow Sun Prairie to surprise, entertain and intrigue you. You'll be in great company!

Get the Sun Prairie community guide at sunprairiechamber.com/sun-prairie-community-guide.

🌐 // visitsunprairie.com

📱 // [@visitsunprairie](https://www.instagram.com/visitsunprairie)

📍 // Visit Sun Prairie
109 E. Main St., Sun Prairie
608-837-4547



PHOTO COURTESY OF
PARTNER CONTENT



GLENDALE

Enjoy award-winning dining, world-class shopping, parks, trails, nature, outdoor recreation, festivals, beer gardens, breweries, popular attractions, a plethora of unique events and so much more. Tap the possibilities in Glendale!

Located just minutes north of downtown Milwaukee and just one mile west of beautiful Lake Michigan, the city of Glendale offers visitors a wide variety of events and attractions with a small-town feel.

Our family-friendly community offers seven hotels, ranging from full-amenity to budget-friendly. Located off Interstate 43, guests stay in Glendale for the savings and the convenience — we're close to award-winning dining options, world-class shopping, three colleges and plenty of entertainment options.

Glendale is home to events like the Wisconsin Beer Lovers Festival, Sprecher Root Beer Bash, Milwaukee's Original Oktoberfest, Fashion Fest MKE, Lager & Friends, Sounds of Summer and so much more!

Glendale offers some of the most nationally recognized dining in America. We're proud of our local restaurant options and award-winning choices such as Solly's Grille, The Bavarian Bierhaus, Kopps Custard, The Brick Pub & Grill, Backlot Pizza Kitchen, Buchanan's Scottish Pub, Bistro on the Glen and many others!

discoverthenorthshoremke.com //

@DiscovertheNorthShoreMKE //

@discoverthenorthshoremke //

Welcome to Glendale //

(Discover the North Shore)

5464 N. Port Washington Rd.,

Ste. A3, Glendale

414-228-1720

SOUTHEAST



Lake Michigan's sparkling blue coastline meets big-city energy in Wisconsin's Southeast. Enjoy world-renowned beer at multiple breweries and explore Americana at the Harley-Davidson Museum in lively Milwaukee. Head west to Lake Geneva for luxury and inland lake life. Events like the world's largest music festival, Summerfest, and the Wisconsin State Fair make for more unforgettable memories.





WAUKESHA PEWAUKEE

Waukesha Pewaukee is a place where cities meet...and people do, too.

Our welcoming communities, conveniently located off Interstate 94 in Southeastern Wisconsin, offer 11 hotels, water fun, delightful dining and a wide variety of activities to keep you entertained.

Enjoy water fun at Pewaukee Lake or at one of the many lakes nearby in Lake Country. Rent a boat, try wake surfing or chase the sunset on a paddleboard. If you prefer something more relaxing, canoe or kayak on our rivers. If you have young kids, check out the Springs Waterpark.

The Fox Riverwalk offers a peaceful route along the Fox River to enjoy a waterfall or rent a surrey.

Find boutiques, galleries and other shopping within our two downtowns. Indulge in traditional and ethnic dining options with settings ranging from lakeside to rooftop, or even a converted train depot.

Art enthusiasts will appreciate the GuitarTown walking tour, with more than 10 murals and 10-foot-tall fiberglass guitar sculptures scattered throughout downtown Waukesha.

Explore the great outdoors at our area parks, the Kettle Moraine State Forest and Glacial Drumlin Trail. Enjoy seasonal events for every age and our proximity to Old World Wisconsin, Erin Hills Golf Course, Ten Chimneys and more.

visitwaukesha.org //

@visitwaukesha //

@visitwaukesha //

Waukesha Pewaukee //
Convention & Visitor Bureau
N14 W23755 Stone Ridge Dr.,
Ste. 225, Waukesha
262-542-0330

KENOSHA

Adventure awaits when you visit Kenosha. Four distinct seasons bring an ever-changing background for recreation in both urban settings and more rural spaces.

Spring into action at Boundless Adventures, with treetop ropes courses and zip lines. Climb to the top of the Southport Lighthouse for incredible views of Lake Michigan. Start summer fun by exploring the many beaches and parks and the picturesque harbor. Book an outing with the Kenosha Charter Boat Association for great fishing, or board the Red Witch II to enjoy a sunset sailing excursion. Create your own unique adventure on a personal watercraft, such as a stand-up paddleboard or duck-shaped pedal boat.

For hikers and bikers, the parks of Kenosha County unveil miles of paths that are bursting with color in the fall months. Petrifying Springs Park features an 18-hole golf course and picturesque trails. Snowy season is a magical time to enjoy these areas too. Pringle Nature Center has snowshoe rentals for winter wanderings. Turn up the fun at Wilmot Mountain, where you'll find epic snow tubing, a variety of downhill skiing options and an awesome snowboard park, guaranteeing an adrenaline rush.

No matter what your pace, make Kenosha your destination for fun.

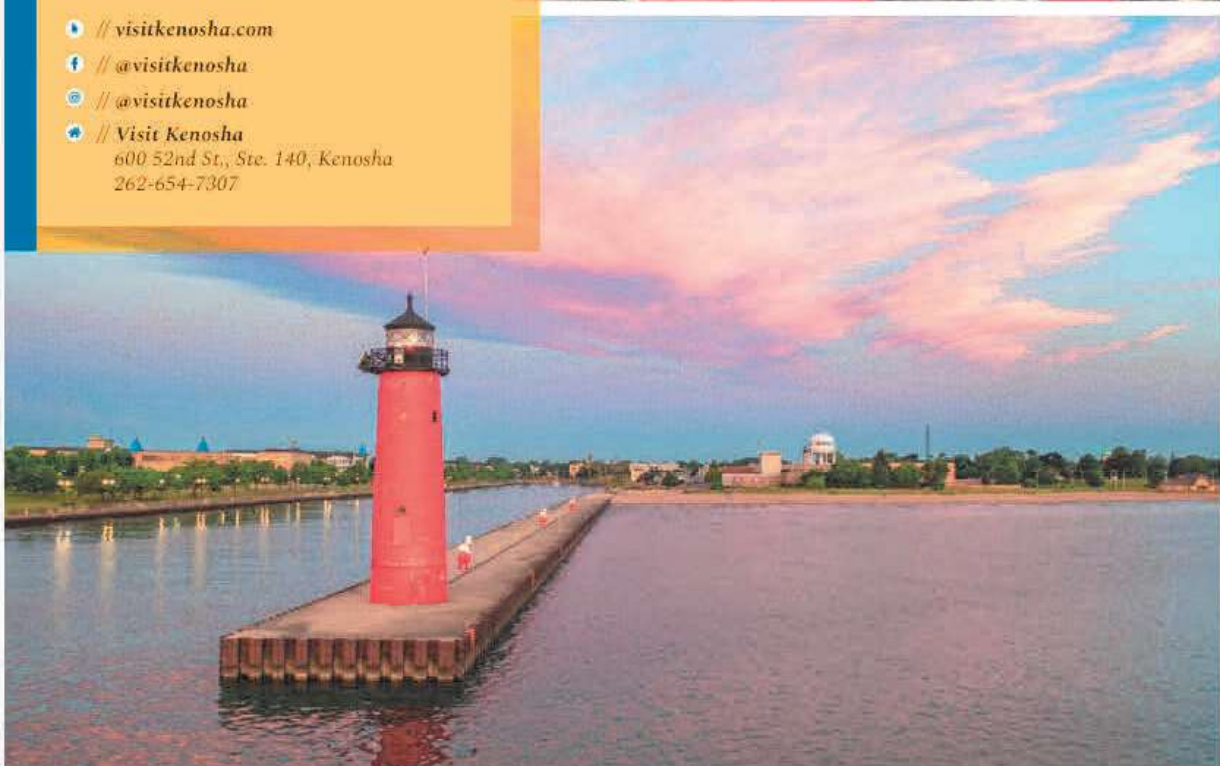
📍 // visitkenosha.com

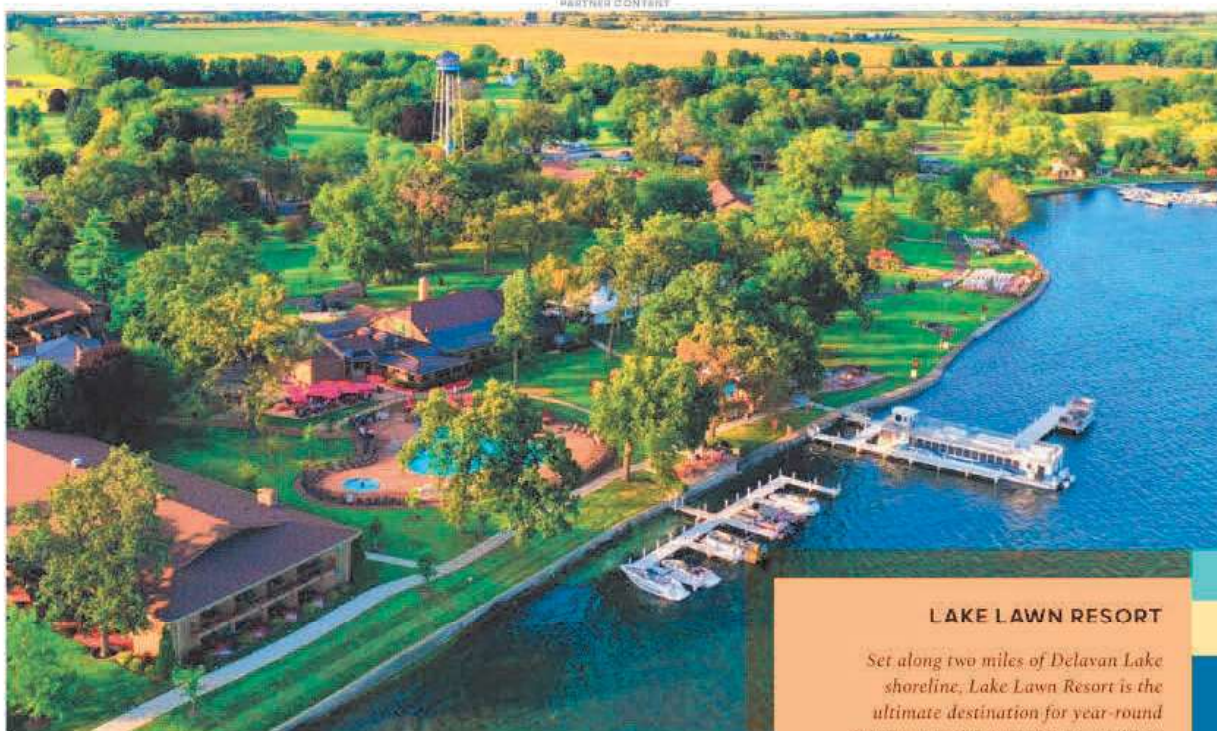
📱 // [@visitkenosha](https://www.facebook.com/visitkenosha)

📺 // [@visitkenosha](https://www.youtube.com/user/visitkenosha)

📍 // [Visit Kenosha](#)

600 52nd St., Ste. 140, Kenosha
262-654-7307





LAKE LAWN RESORT

Set along two miles of Delavan Lake shoreline, Lake Lawn Resort is the ultimate destination for year-round getaways, retreats, weddings, meetings and more. Since our doors first opened in 1878, our beautiful resort and historic grounds have been the picturesque backdrop for memory-making year after year. Just 90 minutes from Chicago and an hour from Milwaukee, Madison and Rockford, the resort is a convenient space for groups to gather, celebrate and make memories to last a lifetime.

Spanning 250 acres of premier lakefront property, Lake Lawn Resort boasts 271 cozy guest rooms; 22 spacious meeting rooms; the award-winning, on-site Calladara Spa; championship golf course Majestic Oaks; three dining outlets, ranging from fast-casual coffees to upscale modern eats; a 261-slip marina; a 76-foot tour boat; two stunning lakefront wedding-ceremony sites; and several lakeside bonfire pits.

Whether you join us for business or for leisure, our resort has something for everyone. Planning a meeting? Our expert team of meeting planners will ensure your event runs seamlessly. Wedding bells in the near future? The wedding specialist team will help you take care of every detail to bring your dreams to life on your special day. It's all waiting for you, lakeside.

lakelawnresort.com //

@lakelawn //

@lakelawnresort //

Lake Lawn Resort //
2400 E. Geneva St., Delavan
262-728-7950





EXPLORE THE REGION SOUTHEAST WISCONSIN

Country Thunder, Twin Lakes

PARTNER CONTENT

ELKHORN

Small town, big fun! Visit Elkhorn to celebrate a good time all year round. Enjoy downtown festivals, county fairs and food trucks with family and friends while spending time in our quintessential Wisconsin town. Walk, ride or ski the trails in the area and enjoy amazing cuisine from the local restaurants and pubs.

Elkhorn is rich with history and tradition. Take in a show at the Historic Sprague Theatre, or celebrate the holidays here in the Christmas Card Town. Stay for a day or come for the weekend. Either way, we look forward to your visit!

📍 // visitelkhorn.com

📱 // [@elkhornareachamber](https://www.instagram.com/elkhornareachamber)

🏢 // Elkhorn Chamber of Commerce & Tourism Center, Inc.
203 E. Walworth Ave., Elkhorn
262-723-5788





You won't want to miss the Southeast region, with its glittering Lake Michigan jewel — Milwaukee, also known as the “City of Festivals” and headquarters of the multiweekend concert series, **Summerfest**. While the festival circuit will undoubtedly keep you busy, you can also cheer from the stands at a **Milwaukee Bucks** or **Milwaukee Brewers** game, or explore the **Harley-Davidson Museum**, with revved-up exhibits that celebrate the company's local heritage, and the **Milwaukee Art Museum**, spotlighting 30,000 works. And it's not called “Brew City” for nothing — with more than 30 breweries, you'll sip the best of the best alongside your friends.

In the mood for fun and learning new things? Head to **Old World Wisconsin** in Eagle, voted the top place to take kids in the Milwaukee area and featuring 60 exquisitely restored historic structures. **Port Washington**, a charming lakeside village, is known for its museums and self-guided downtown walking tour. Take the kids to **West Bend**, the “Geocaching Capital of the Midwest,” where you can hunt for

more than 1,600 caches within a 10-mile radius. In Grafton, stroll the piano-key themed **Paramount Plaza Walk of Fame**, which showcases a growing list of important blues artists.

In Racine, add the **SC Johnson Administration Building** to your itinerary. It offers architectural tours of its stunning Frank Lloyd Wright-designed interiors. The **Underground Railroad Heritage Trail**, also in Racine, provides a self-guided opportunity to walk or drive among the state's important abolitionist sites.

Looking for centrally located shopping, dining and points of interest? Hop on the vintage streetcar to explore the waterfront **HarborPark** in Kenosha. For on-the-lake fun, plan a day in historic and beautiful Lake Geneva, complete with its **Lake Geneva Cruise Line** to see the sights in style, the 21-mile **Geneva Lake Shore Path** to appreciate the views on foot and, if snow's more your scene, add the town's **Winterfest** to your calendar, held each February.

—Shelby Deering

PARTNER CONTENT



VISIT BROOKFIELD

Just minutes from Milwaukee, off Interstate 94, Brookfield is an easy drive from wherever you are in Wisconsin. With hundreds of restaurants to dine in, a dozen hotels to relax in, acres of park land to play in and miles of stores to shop in, you'll find your niche here in Brookfield. Take in a show at Marcus Movie Tavern, indulge in a friendly game at WhirlyBall or use us as your home base for downtown activities. Whatever your reason to visit Brookfield, we're glad you're here.

visitbrookfield.com //

@visitbrookfield //

@visitbrookfield //

Visit Brookfield //

325 S. Moorland Rd.
Ste. 100, Brookfield
262-789-0220

BEACH DAYS

Beaches? In Wisconsin? Yup, that's right. And thanks to the oceanlike shores of Lake Michigan, you and your beach-loving companions can enjoy a day of sun and sand at some of the best around. Favorites include Racine's **North Beach** and Milwaukee's **Bradford Beach**, both offering tasty concessions and lengthy coastlines. **Carol Beach** and other Lake Michigan beaches are found in Pleasant Prairie, while Lake Geneva's **Big Foot Beach State Park** links hiking and lounging lakeside. Down the road, make a day of it at **Williams Bay Beach**, which edges the iconic 21-mile Lake Geneva Shore Path. Sea glass and striking Lake Michigan views can be discovered at South Milwaukee's **Grant Park Beach**.



Bradford Beach, Milwaukee

PARTNER CONTENT

PLEASANT PRAIRIE

It's always pleasant in the prairie!

From iconic special events and farmers markets to international competitions, there's always something happening here — especially at the Pleasant Prairie RecPlex, the largest municipal recreation facility in America. It's easy to fill your day with some retail therapy at Pleasant Prairie Premium Outlets. A great meal is always within reach at our local restaurants, offering unique twists on Wisconsin classics and cuisines from around the world. Explore our diverse trails, beaches and lakes, including spring-water Lake Andrea and the Lake Michigan coastline. Nestled in the southeast corner of Wisconsin, along Interstate 94, Pleasant Prairie awaits.

- 🌐 // visitpleasantprairie.com
- 📘 // [@visitpleasantprairie](https://www.facebook.com/visitpleasantprairie)
- 📺 // [@visitpleasantprairie](https://www.youtube.com/channel/UCqj8K8K8K8K8K8K8K8K8K8K)
- 📍 // Visit Pleasant Prairie
4721 75th St., Ste. 2,
Pleasant Prairie
262-771-1080





WAUWATOSA

When you explore Wauwatosa, you'll discover five dynamic districts, each with its own sense of character and charm. From a walkable, European-style village center full of boutiques and local businesses to the modern Mayfair Mall shopping destination, discoveries are waiting around every corner.

Our charming city is home to a vibrant art scene with a colorful mural district. For a unique art experience, plan your visit in June when we host a national, one-of-a-kind, live painting competition. We love our outdoor concerts, farmers markets, historic walking tours, public bikes, green spaces and golf courses. And Wauwatosa's culinary scene is not to be missed. Local restaurants put a unique twist on everything from brunch to brew pubs and ethnic entrées to upscale dining.

We're also pretty proud to be neighbors with Milwaukee. Wauwatosa is just minutes from the Milwaukee County Zoo, Milwaukee Bucks, Milwaukee Brewers, Summerfest and many other Milwaukee attractions. So grab a coffee, a local brew or a handmade sweet treat and relax in Wauwatosa. A visit to Wauwatosa means enjoying the comfort and charm of a small town, with convenient access to urban attractions. Wauwatosa, Potawatomi for "firefly," is here to help you create lasting memories.

discoverwauwatosa.com //

@discoverwauwatosa //

@discoverwauwatosa //

Discover Wauwatosa //

7725 W. North Ave., Wauwatosa
414-479-3548





Summerfest, Milwaukee

FESTIES WITH BESTIES

Milwaukee has long been known as the City of Festivals, and for good reason. Whether the focus is on culture, heritage, food or music, there's always something to celebrate here. **Summerfest** is The World's Largest Music Festival, hosting over 800 bands and 900,000 fans over three weekends on 11 different stages. **German Fest** is one of the largest German festivals in North America and is known for its authentic food, delicious beer and polka music. The **Wisconsin State Fair** is an 11-day extravaganza for the whole family. Full of innovative culinary creations, including the ever popular cream puff, you'll want to make sure you come hungry.

PARTNER CONTENT

OCONOMOWOC

Nestled between two sparkling lakes, Oconomowoc's namesake means "where the waters meet." Visitors and residents alike also know Oconomowoc is the place where the people meet.

The city's event calendar is full year-round, offering an impressive lineup of family-friendly events. Many are hosted right in the heart of the city's downtown along the lakes. Events, shopping, dining and beautiful outdoor areas all connect to make your visit here truly a wholesome Midwestern experience.

Situated between Milwaukee and Madison, Oconomowoc is a Southeastern Wisconsin gem worth putting on your getaway list.

🌐 // visitocon.com

📱 // [@oconomowoc.wi](https://www.instagram.com/oconomowoc.wi)

📱 // [@visitocon](https://www.instagram.com/visitocon)

📍 // Visit Oconomowoc
174 E. Wisconsin Ave.,
Oconomowoc
262-569-2190





DISCOVER BROOKFIELD

Discover the charming town of Brookfield, a hidden gem nestled in the heart of Wisconsin. Renowned as one of the state's premier shopping, dining and entertainment destinations, Brookfield offers an enchanting escape from the hustle and bustle of city life and is conveniently located just minutes away from Milwaukee. Whether you're a fan of quaint boutiques, delectable dining options or captivating entertainment venues, this town has something special for everyone. Plan your visit, and you'll discover unique and inviting locales complemented by a range of exceptional accommodations that will make you wish you had visited sooner.

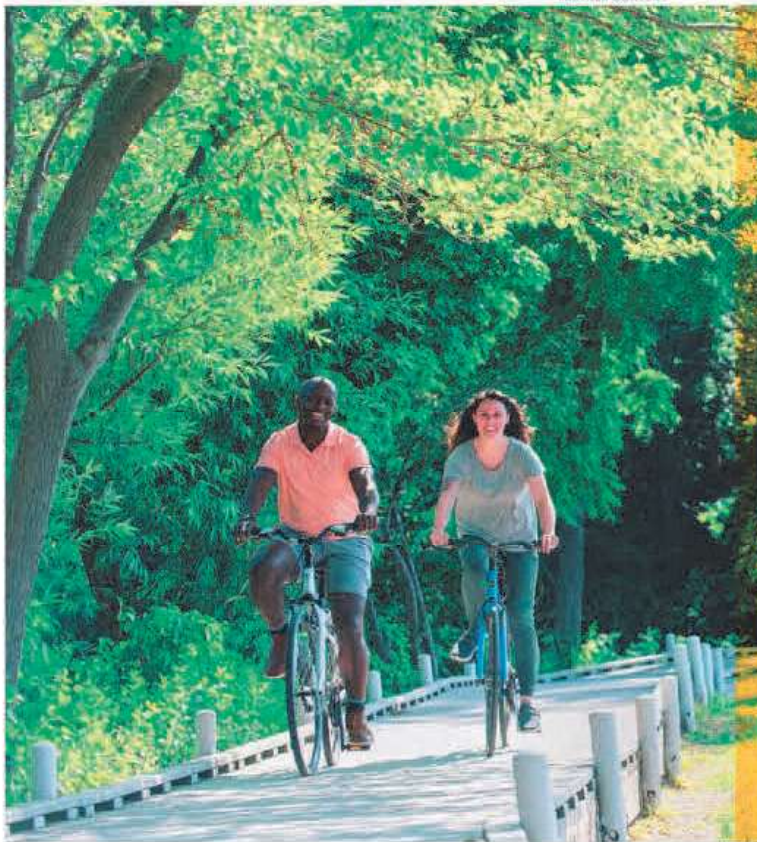
discoverbrookfield.com //

@discoverbrookfield //

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Discover Brookfield — //

**Town of Brookfield
Convention and Visitors Bureau**
17100 W. Bluemound Rd., Ste. 202,
Brookfield
262-786-1886



DELAFIELD

Discover the perfect blend of outdoor adventure and leisurely relaxation in Delafield. Immerse yourself in the vibrant beauty of every season as you traverse an extensive network of interconnected trails, perfect for hiking, biking and skiing enthusiasts. The glistening waters of Nagawicka Lake beckon you to indulge in fishing, boating and paddling. Explore exceptional dining options, unique shops and lively events in the historic streets of downtown Delafield before retiring for the night at one of the city's highly rated hotels to be ready for another day of exploration and enjoyment.

Delafield — It's In Our Nature.

visitdelafield.org //

@delafieldtourism //

@delafieldtourism //

Delafield Promotion & Tourism //

421 Main St., Delafield
888-294-1082, 262-646-8100

H.O.G. HEAVEN

In 1903, the first Harley-Davidson motorcycle factory opened in Milwaukee. Here, visit the **Harley-Davidson Museum** (complete with a gift shop), check out the impressive inventory and visit the store at the **Milwaukee Harley-Davidson** dealership. Or plan your visit to align with the **Harley-Davidson Homecoming** in July, where big-name musical acts provide a soundtrack for those who love everything about Harley-Davidson. Practice riding skills at courses at local Harley-Davidson dealers: Milwaukee Harley-Davidson, **House of Harley-Davidson** in Greenfield, Oconomowoc's **Wisconsin Harley-Davidson** and **Suburban Motors Harley-Davidson** in Thiensville. Then stay overnight at **The Iron Horse Hotel** in Milwaukee, with chic, industrial accommodations just a short walk from the Harley-Davidson Museum.



Harley-Davidson Museum, Milwaukee

PARTNER CONTENT

PORT WASHINGTON

Ready to escape the hustle and bustle? Discover Lake Michigan's hidden gem. Visit Port Washington for endless outdoor activities, delicious restaurants and unique shopping. Book your stay now and create unforgettable memories with us!

- 🌐 // visitportwashington.com
- 📱 // [@visitportwashington](https://www.instagram.com/visitportwashington)
- 📺 // [@visitportwashington](https://www.facebook.com/visitportwashington)
- 📍 // **Port Washington Tourism Council**
PO Box 153, Port Washington
800-719-4881



PARTNER CONTENT



MITCHELL PARK DOMES

Plants make people happy, and with thousands of wild and wonderful plants growing and blooming inside the Tropical, Desert and Floral domes, it's no surprise that Milwaukee's Mitchell Park Domes is one of the city's most loved destinations. Discover cacti, succulents and desert palms in the Desert Dome, enjoy five seasonal shows each year in the Floral Dome and walk among 1,200 species of rainforest plants in the Tropical Dome. The Mitchell Park Horticultural Conservatory, better known as The Milwaukee Domes, is a must-visit spot for anyone who loves plants. Open year-round. For information on hours, visit the website below.

mitchellparkdomes.com //

[@mitchellparkdomes](https://www.facebook.com/mitchellparkdomes) //

[@mikecountyparks](https://www.instagram.com/mikecountyparks) //



PARTNER CONTENT



WEHR NATURE CENTER

A place for all seasons, a place for everyone!

People of all abilities have access to nature and can explore over five miles of nature trails through woodland, wetland, prairie and oak savanna on 220 acres of protected land in Whitnall Park.

Just outside the visitor center, you'll discover labeled gardens featuring prairie, woodland and other plant varieties. Enjoy a natural play space with a log cabin playhouse especially for kids and an accessible deck over Mallard Lake. Wehr Nature Center, which takes pride in its many accessibility features, also hosts nature-themed educational programming and special events year-round.

wehnnaturecenter.com //

[@wehnnaturecenter](https://www.facebook.com/wehnnaturecenter) //

[@mikecountyparks](https://www.instagram.com/mikecountyparks) //

Wehr Nature Center //

9701 W. College Ave., Franklin
414-425-8550



RACINE COUNTY

Located just 25 minutes south of Milwaukee, Racine County stretches from the stunning Lake Michigan shoreline to the rural farms of Watertown and Burlington. You can spend a weekend doing anything here. Explore the Pike River Pathway by bike or on foot. Hop on a fishing charter and spend a day on the lake. Browse the internationally renowned work of Frank Lloyd Wright or the Racine Art Museum. Wander the shops of Downtown Racine. Start or end your day with Kringle at our famous bakeries. No matter what time you have, we have time for you. Come visit us soon!

- 🌐 // visitracinecounty.com
- 📘 // [@visitracinecounty](https://www.facebook.com/visitracinecounty)
- 📷 // [@visitracinecounty](https://www.instagram.com/visitracinecounty)
- 📍 // Visit Racine County
14815 Washington Ave.,
Sturtevant
262-884-6400



GAGE MARINE

Lake Geneva Cruise Line offers unforgettable narrated boat tours and meal cruises on beautiful Lake Geneva. From the family-friendly Ice Cream Social to the exciting U.S. Mailboat Tour, there are a variety of tours sure to please everyone.

Aboard the fleet of classic boats, hear the unique history of the breathtaking lakeshore estates or enjoy a delicious meal with an incredible view! Voted one of the area's top attractions, you don't want to miss your chance to get out on the lake.

Daily tours run in summer and fall, with the Santa Cruise running in the holiday season.

- 🌐 // cruiselakegeneva.com
- 📘 // [@lakegenevacruiseline](https://www.facebook.com/lakegenevacruiseline)
- 📷 // [@cruiselakegeneva](https://www.instagram.com/cruiselakegeneva)
- 📍 // Lake Geneva Cruise Line
812 Wrigley Dr., Lake Geneva
262-248-6206



PARTNER CONTENT



WISCONSIN DELLS

Bring on the fun! Whether you're bringing your family, your friends or everyone in between, you're in for big fun in "The Waterpark Capital of the World!"

No matter the season or reason, indoors or outdoors, a trip to Wisconsin Dells is bound to bring out your inner child. From waterparks to scenic beauty, world-class spas to family attractions, there are endless opportunities for everyone to bring on the good times. Plan your trip at wisdells.com.



Quick stats:

- 200+ waterslides
- 100+ restaurants
- 100+ attractions
- 10 wineries, breweries and distilleries
- 6 spas
- 3 championship-level golf courses
- 24-hour casino

🌐 // wisdells.com

📱 // @wisdells

📺 // @waterparkcapital

📍 // Wisconsin Dells Visitor & Convention Bureau
701 Superior St., Wisconsin Dells
800-223-3557



TRAVEL WISCONSIN

TRAVELWISCONSIN.COM

Share your Wisconsin moment
with #TravelWI.



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@TRAVELWI

