

CIRCLE WISCONSIN



2026 TOUR PLANNER

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The Ideal Place For Group Tours

*Attraction spotlights, sample
itineraries and extensive
listings help planners craft
the perfect Upper Midwest
group adventure*

IRRESISTIBLE ITINERARIES

Group-friendly fun across
Wisconsin's 5 regions



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John Michael Kohler Arts Center

Clockwise from Top: Art Preserve of the John Michael Kohler Arts Center; Photo: Durston Saylor. *Heidelbergology: Is It Art Now?* installation view, 2025. Tyree Guyton, *Noah's Ark*, 1994/2001; paint and mixed media. Courtesy of the artist; Ann Agee, *Sheboygan Men's Room* (detail), 1999; vitreous china and glaze. John Michael Kohler Arts Center Collection; Yvette Mayorga, *Bedroom After 15th* (detail), 2022. Courtesy of the artist; Stephanie H. Shih, *Toy Building* (1915-1939), 2025; mixed media. John Michael Kohler Arts Center Collection, courtesy of the artist. Photo: Robert Bredvad.

Fresh City Vibes

MILWAUKEE

Your New Favorite City

Milwaukee is where your next great story is waiting to happen. This is the Brew City after all, so start by reconnecting over legendary brews in beer halls where every pint comes with a tale or a toast. Hungry? "Top Chef" itself couldn't resist dropping by for Season 21, so you know we've got delicious dishes for days.

Then there's Lake Michigan, your backdrop for everything from leisurely shoreline strolls to high-energy adventures on the water. And when the sun goes down, the city turns up the lights. With more theater seats per capita than anywhere else in the country, there's always a memorable show to see in Milwaukee.

Warm, creative, and endlessly entertaining. Milwaukee's not just a place to visit; this is the trip you'll be talking about for years. Milwaukee's ready for you! For more information and resources for travel professionals, email mhusband@milwaukee.org.

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Welcome to Wisconsin: Your Ultimate Adventure Awaits

Welcome to the Circle Wisconsin Annual Tour Planner — your gateway to unforgettable group travel across the Badger State!

Inside these pages, you'll discover a carefully curated collection of fresh itineraries, hidden gems, and trusted favorites that truly showcase Wisconsin's spirit. From our scenic shorelines and vibrant cities to story-rich small towns, this planner is designed to inspire your imagination, simplify your planning process, and elevate every tour you create. We want to make it easier than ever for you to craft experiences your travelers will rave about.

Wisconsin delivers group travel with a perfect blend of scenic beauty, cultural depth, and welcoming hospitality. Picture your groups winding through rolling farmland or pausing at sparkling lakeshores—each landscape offering a memorable backdrop for any itinerary. Whether slowing down on peaceful country roads or exploring charming downtowns made for discovery, Wisconsin sets the tone with authenticity and ease that travelers appreciate.

Every journey here is layered with rich regional heritage. Let your groups dive into Native Nations history, stroll through preserved immigrant settlements, or immerse themselves in our industrial and maritime roots at interactive museums and historic sites. For arts enthusiasts there are unique museums, architectural marvels, and world-class performance venues; food lovers will delight in cheese shops, supper clubs, craft breweries, and farm-fresh tastings. The stories of Wisconsin are diverse — and always delivered with heart.

Outdoor adventure is yours for the taking. Whether it's cruising through Horicon Marsh by boat or hiking along Lake Superior's rugged shoreline; rolling along peaceful bike trails or wandering waterfall routes — there's something for every comfort level. Lighthouse tours and gentle lake excursions are ideal for sightseeing groups while hands-on farm tours or wildlife encounters offer memories that last long after the tour ends.

We also invite you to join us at the **Circle Wisconsin Midwest Marketplace** — where tour operators connect directly with destinations, attractions, and partners who make group travel in Wisconsin and the Midwest thrive. This appointment-based event streamlines your planning by putting the right people in front of you — saving time while sparking fresh ideas and building relationships that turn good tours into great ones. www.midwestmarketplace.org

Let this year's planner be your starting point for remarkable journeys across Wisconsin. We're here cheering you on as you inspire travelers — one unforgettable itinerary at a time!

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Visit Sheboygan

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Learn more about
Wisconsin's group travel
opportunities!



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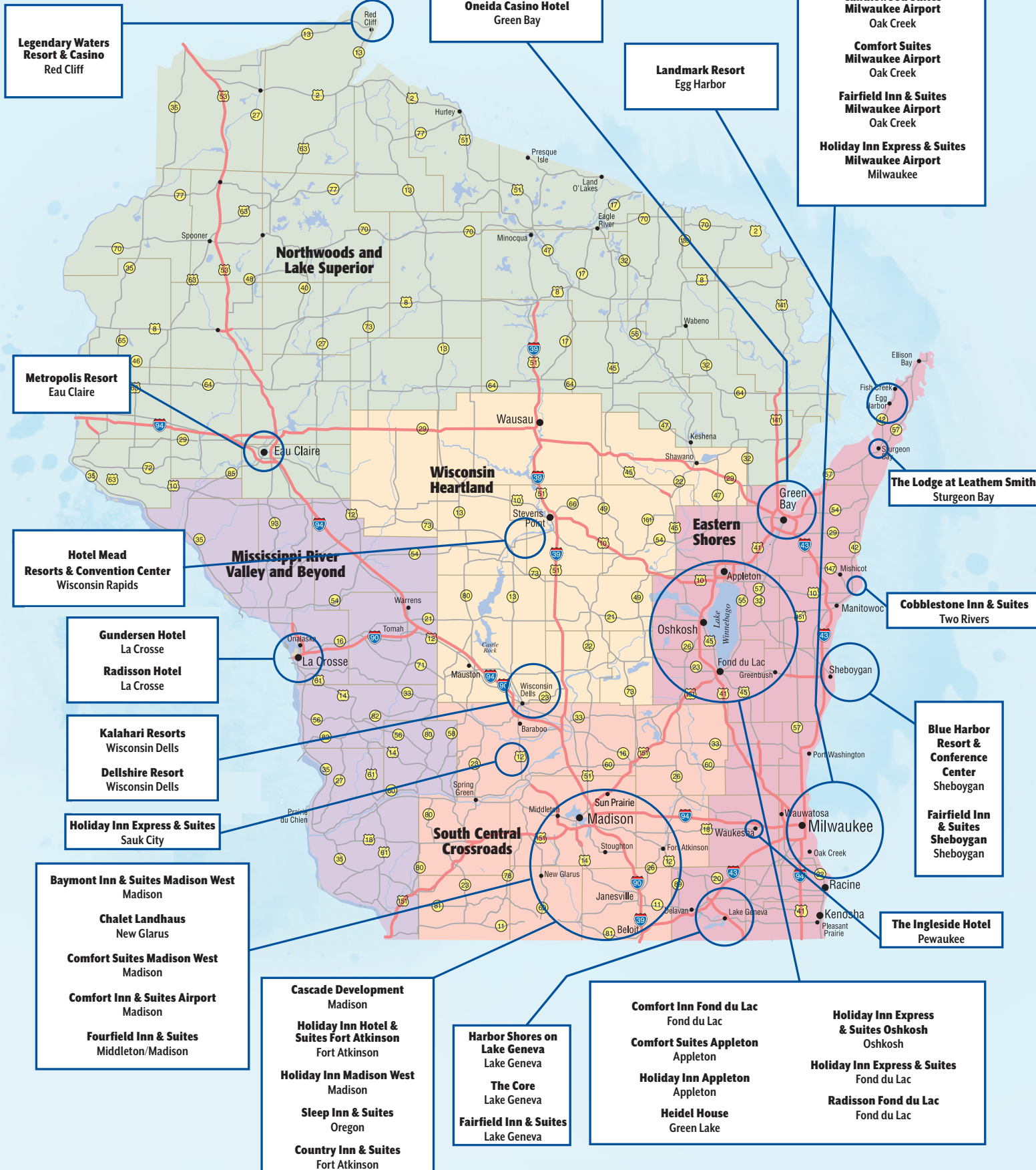


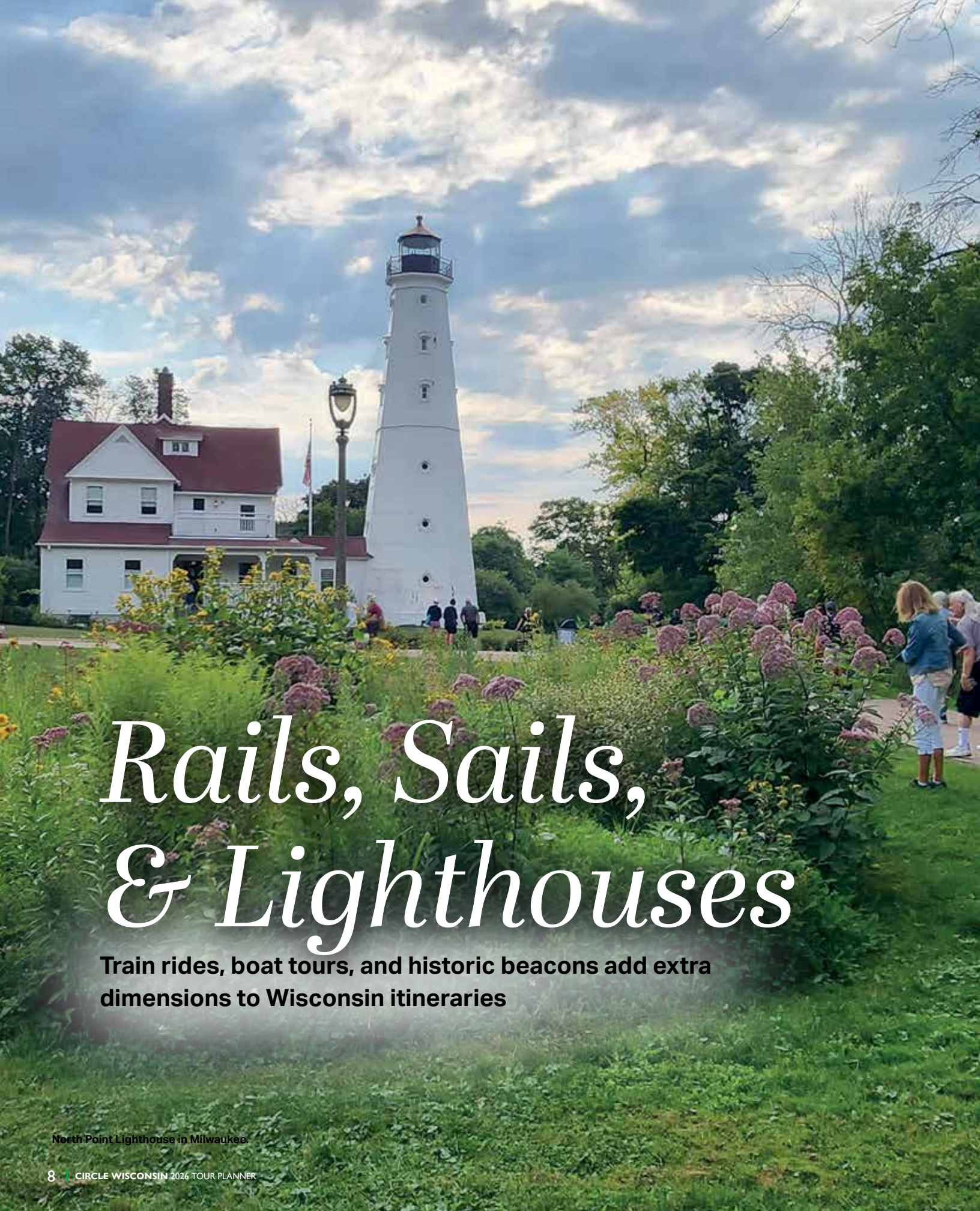
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Hotels by Region

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



A photograph of the North Point Lighthouse in Milwaukee, Wisconsin. The lighthouse is a tall, white, tapered tower with a red lantern room, standing next to a white two-story keeper's house with a red roof. The scene is set in a lush green field with pink and yellow flowers in the foreground. A few people are walking on a path to the right. The sky is blue with scattered white clouds.

Rails, Sails, & Lighthouses

Train rides, boat tours, and historic beacons add extra dimensions to Wisconsin itineraries

North Point Lighthouse in Milwaukee

Railroads built Wisconsin's inland connections, waterways connected it to the world and lighthouses guided ships safely to shore. Today, Circle Wisconsin members keep that legacy alive, offering planners a wide variety of ways to tap into the state's transportation history and enjoy scenic views along the way.

ON THE WATER

Lake Geneva Cruise Line's U.S. Mailboat Tour is a 2½-hour cruise that circles southeastern Wisconsin's beautiful, spring-fed Geneva Lake. Besides narration highlighting the history of the magnificent lakeside mansions and their lavishly landscaped grounds, the tour features the added drama of young mail carriers hopping on and off the moving boat as they deposit letters in pier mailboxes. The only mailboat cruise in the country, passengers cheer on the "mail jumpers," hoping they make it back onboard without falling into the water (which they sometimes do). The line's two-hour "Full Lake Tour" does the circuit without the mail stops, and there's also a cruise that visits 1888 **Black Point Estate**, a beautiful Victorian home.

The **Wisconsin Maritime Museum**, located on the Manitowoc River in downtown **Manitowoc**, is one of the largest such museums in the U.S. Focusing on the Great Lakes and Wisconsin, the museum displays antique boats, ship models, historic shipwrecks and nautical artifacts, and spotlights Manitowoc's shipbuilding history as well. One exhibition spotlights the USS Cobia, a restored World War II submarine permanently moored on the river. Walking through the sub, visitors see the torpedo launchers, bunk room, radio room, officers' quarters, mess hall and engine room.

The **S.S. Badger**, another fixture on the Manitowoc waterfront, is a historic car ferry that crosses Lake Michigan twice a day, from mid-May to early October, between Manitowoc and Ludington, Michigan. The last coal-fired steamship still in operation in the U.S., the Badger carries up to 600 passengers and 160 vehicles, including trucks, tour buses, RVs and farm equipment. During the four-hour, 60-mile crossing, passengers spend their time relaxing on deck, eating and drinking, playing bingo in the main lounge and watching movies in the theater.

Two Rivers is home to Point Beach State Forest. The six-mile stretch of sandy shores along Lake Michigan features Rawley Point Lighthouse, which has been operated by the U.S. Coast Guard since 1853. Another Two Rivers attraction is Rogers Street Fishing Village, a museum complex that comprises a collection of historic buildings on the site of century-old shipping yards on the East Twin River.

The **Lake Winnebago Region**, boasting one of the largest inland lakes in the country, is a haven for watersports and has acres of beautiful parkland fronting its shorelines. They call it Wisconsin's Third Great Lake. Fond du Lac's signature attraction is the lighthouse at Lakeside Park. The region also claims the Horicon Marsh, where visitors can explore the nation's largest freshwater cattail marsh. Enjoy a scenic view upon the water in a pontoon boat with Blue



Wisconsin Dells Boat Tours shows off Wisconsin's incredible beauty.

Heron Landing Cruises.

In **Wisconsin Dells**, **Dells Boat Tours** offers Wisconsin River cruises that pass by majestic sandstone cliffs, gorges and outcroppings that have been sculpted by wind, water and time. On the two-hour Upper Dells Boat Tour, passengers disembark to walk through narrow passageways at Witches Gulch and watch a dog leap between towering rock pillars. The one-hour Lower Dells Boat Tour features landmark formations like Hawk's Bill and Baby Grand Piano.

Also in the Dells, **Original Wisconsin Ducks** operates rollicking one-hour rides on World War II amphibious vehicles that have wheels and can float. Showcasing secluded canyons and unusual rock formations, the Ducks careen down steep hills and make dramatic plunges into water.

From the **Door County** village of Sister Bay, **Sister Bay Scenic Boat Tours'** 149-passenger Norra Dörr cruises Green Bay, sailing past the bluffs, caves and lighthouse of Peninsula State Park. On the 90-minute voyage, hear stories of French explorers and early Native American inhabitants. Also popular with groups is the iconic Cana Island Lighthouse, one of Door County Peninsula's 11 lighthouses. A climb of 97 steps rewards trekkers with sweeping views of Lake Michigan.

Sheboygan, commanding an impressive presence on Lake Michigan, naturally attracts visitors to its lakefront and riverfront. Where the Sheboygan River approaches the lake, original and recreated fishing shanties house coffee shops, restaurants and boutiques. Charter fishing businesses line the riverfront. With big waves on the lake between September and March, Sheboygan is known for its surfing culture and calls itself the Malibu of the Midwest.

Groups also get their fill of maritime heritage at **North Point Lighthouse** in Milwaukee, Wind Point Lighthouse in Racine, Southport Light Station Museum in **Kenosha** and 1860 Lighthouse and Light Station Museum in Port Washington, all of which offer panoramas of sparkling blue Lake Michigan.

Up north, the **Madeline Island Ferry** crosses Lake Superior on a 25-minute voyage between Bayfield and Madeline Island. When motorcoach passengers on the ferry disembark in the town of La



Groups will enjoy a cruise on a Blue Heron Landing pontoon boat on the Horicon Marsh.



There's always something fun and exciting to see on a Wisconsin lake.

Pointe, a local step-on guide can meet your coach for a tour of the largest and only inhabited island in the 22 Apostle Islands. Groups enjoy shopping in the boutiques and art galleries. The **Madeline Island Museum** focuses on Ojibwe culture and the island's past as a French trading post and British settlement.

A must stop is **Northern Great Lakes Visitor Center** in Ashland. Its exhibits provide a look at the Apostle Islands and Lake Superior's cultural and natural history. Other features include an observation tower, a wildlife viewing platform, a 100-seat theater and an accessible boardwalk trail.

Also in northern Wisconsin, St. Croix River Cruises in **Hudson** offers lunch, brunch and dinner cruises along the scenic Wisconsin and Minnesota shores of the St. Croix River.

Scenery along the Mississippi River, forming Wisconsin's western border, enthralls visitors traveling the Great River Road. In **La Crosse**, breathtaking views of the Mississippi Valley are available from Grandad Bluff, a perfect spot for group photos. Prairie du Chien, a small town at the confluence of the Mississippi and Wisconsin rivers, abounds with historical charm with attractions like **Villa Louis**, one of the most authentically furnished Victorian houses in America. **Potosi**, another Mississippi River town, is home to **Potosi Brewery** and the **National Brewery Museum**.

ALL ABOARD FOR FUN

From the 1916 SOO Line Depot in Osceola, Osceola & St. Croix Valley Railway takes passengers on a 20-mile trip along the sandstone bluffs of the St. Croix River, crossing a bridge into Minnesota, stopping in Marine on St. Croix and returning to Osceola. Onboard the vintage cars of the diesel-powered train, a host shares stories about the railroad's colorful history.



Wisconsin is among the most scenic states in the country.

More nostalgia is on track at Railroad Memories Museum in Spooner, a highlight on itineraries in northern Wisconsin's **Washburn County**. In the old Chicago & North Western depot, retired railroaders act as tour guides, leading visitors through 13 rooms filled with railroad bells, whistles, lights, tools, timetables, photos, advertising, art and antiques.

In Green Bay, the **National Railroad Museum** is one of the largest such museums in the country, showcasing everything from Union Pacific's legendary "Big Boy" locomotive to General Eisenhower's WWII command train.

In the Baraboo area, Mid-Continent Railway Museum in North Freedom offers a seven-mile, 55-minute round-trip train ride on a former branch line of the Chicago & North Western Railway. In a valley between the **Baraboo Hills** in rural Sauk County, passengers ride in restored steel coaches built a century ago. Besides rides from the 1894 depot, the indoor/outdoor museum displays over 40 train cars and locomotives.

The **East Troy Railroad Museum** in East Troy keeps history alive with its lovingly restored trolleys and interurbans. Groups can step aboard for a scenic 10-mile roundtrip through rolling countryside and explore exhibits on electric railways of the past. 🇺🇸



The Eisenhower locomotive at the National Railroad Museum

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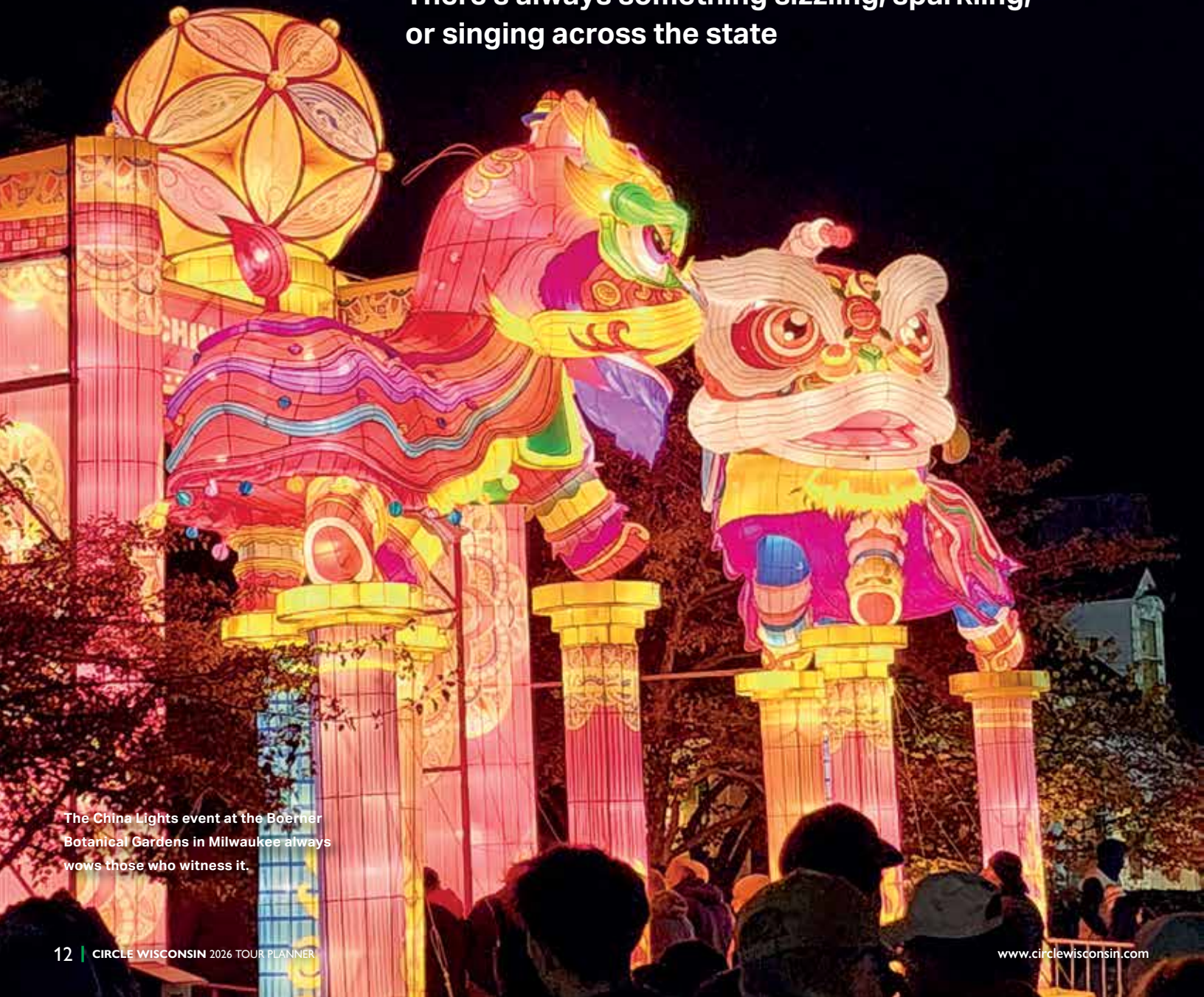
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Wisconsin Knows How to Celebrate with Festivals and Fairs

**There's always something sizzling, sparkling,
or singing across the state**



The China Lights event at the Boerner Botanical Gardens in Milwaukee always wows those who witness it.

If there's one thing Wisconsin does with aplomb, it's celebrate. From lantern-lit gardens to brat-filled block parties, the Badger State knows the best way to mark the seasons is together. Parades, fairs, light shows and festivals don't just fill the calendar here, they fill the air with laughter, music and that feeling that you've arrived somewhere people love to gather.

Across every season, Circle Wisconsin members are the keepers of that spirit. They host some of the Midwest's most iconic celebrations, heritage parades that roll through historic downtowns, harvest markets where the cider flows freely, and festivals so beloved they've become traditions worth traveling for.

WHERE EVERY SEASON HAS ITS STAGE

Some festivals are so quintessentially Wisconsin they might as well come stamped on the welcome sign. **China Lights** (Milwaukee) turns autumn nights into a glowing dreamscape, where hundreds of illuminated sculptures shimmer across the gardens. **Das Fest USA** (Kenosha) raises a stein to Bavarian tradition with oompah bands, bratwurst, and spontaneous polka that can turn anyone into a dancer. When winter rolls around, **Rotary Lights** (La Crosse) transforms the riverfront into a glowing wonderland of more than three million lights, drawing over a quarter-million visitors each year.

And then there's **Baraboo's Big Top Parade**, where the circus isn't just history, it's home. Organized by **Circus World Museum** and the **Baraboo Area Chamber of Commerce**, this summer spectacular parades through downtown with wagons, marching bands, and calliopes, celebrating Baraboo's legacy as the birthplace of the Ringling Brothers.

At the fabled **Paine Art Center and Gardens** in Oshkosh, the beloved Nutcracker fairytale returns to the Paine "castle" with a mesmerizing array of sights, sounds and surprises. Explore the settings of the story on self-guided tours, guided tours, and candlelight tours. Along the way, each

elaborately decorated room of the historic Paine mansion reveals a new chapter of the story. From the opening party scene with a giant Christmas tree to the Land of Sweets and beyond, follow the adventure of Clara and the Nutcracker Prince. As part of your journey, visit the Sugar Plum Fairy's Cupcake Café for a scrumptious treat.

Want a cure for those winter blues? Check out one of the premier winter festival in the Midwest – The Sturgeon Spectacular. Whether you join the always popular Wisconsin Snow Sculpting Championship, the Outdoor Curling Funspiel, Snow Land family activities, or come out to see the awesome snow and ice sculptures and enjoy one of many great restaurants or shops in downtown **Fond du Lac**, this festival has something for everyone.

The International Wisconsin Ginseng Festival in Wausau celebrates the region's ginseng industry with a three-day event typically held in September. The festival features ginseng-themed food, tours of ginseng farms, demonstrations, music and cultural performances, with a main hub in downtown Wausau's City Square Park.

CULTURE THAT LIVES AND BREATHE

In Wisconsin, festivals do more than entertain, they tell stories. At **Heritage Hill State Historical Park** in Green Bay, reenactors trade modern-day sneakers for pioneer boots, recreating 19th-century life so vividly you can almost smell the wood smoke. The John Michael Kohler Arts Center in Sheboygan turns art into community connection, hosting fairs that blur the line between exhibition and celebration. And the **Mulva Cultural Center** (Green Bay), Wisconsin's newest cultural showpiece, is already shaping up to be a hub for world-class exhibits and gatherings.

Smaller stops offer just as much soul. In Cedarburg, the **Wisconsin Museum of Quilts & Fiber Arts** honors the region's creative roots with quilt fairs, fiber festivals, and hands-on workshops that make you want to pick up a needle yourself. And at **Norskedalen Nature & Heritage Center** in Coon Valley, Scandinavian traditions live on through folk music,



The Baraboo Big Top Parade always draws a crowd. It was named a 2026 ABA Best of the Best Festival.



Alphorns perform at Das Fest.



Rotary Lights in La Crosse

storytelling, and heritage festivals that feel both nostalgic and fresh.

Since 1981, Milwaukee Irish Fest has been dedicated to celebrating and sharing the rich Celtic heritage with the world. Milwaukee Irish Fest is held annually the third weekend in August along the shores of Lake Michigan at the Henry W. Maier Festival Park in Milwaukee.

Held annually the weekend after Labor Day, the Villa Louis Carriage Classic in Prairie du Chien highlights competitive carriage driving in arena and obstacle classes. The **Villa Louis Historic Site** was once home to the "Artesian Stock Farm," a premier Standardbred training facility. The Carriage Classic celebrates the zenith of the stock farm with carriage-driving classes.

Celebrate the working past at the **Grohmann Museum's** Lost Arts Festival in Milwaukee. The museum hosts its annual festival celebrating the activities and ways of work captured in the paintings and bronzes in its permanent collection. Artisans will share their expertise and demonstrate their techniques as the museum and its surroundings become a laboratory for the creation of "Lost Arts." It is a fun and affordable family activity and gives visitors the opportunity to see some of the lost arts of the past.

In Baraboo, the Great Midwest Crane Fest sees thousands of Sandhill Cranes gather near the Wisconsin River before flying south for the winter. During the fest visitors will experience: Wisconsin's largest crane congregation, guided crane-viewing tours, presentations and workshops and more. You'll also explore the beautiful landscapes and rich histories that connect the festival hosts, the **International Crane Foundation** and the Aldo Leopold Foundation.

FUN FOOD OPTIONS

On the last Saturday in September, the smell of beef fills the air and more than 12,000 people fill the streets of downtown **Minocqua**. For 60 years, Beef-a-Rama has been a premier event drawing visitors back



year after year to join in on the one-of-a-kind fun you can only find in the Northwoods.

The Warrens Cranberry Festival draws thousands of visitors from all over the world. The event continues to grow in popularity every year and is a great place for groups to immerse themselves in the rich culture and history of cranberry farming.

Autumn is the best time of year for those seeking beauty and fall festivals because it's Bayfield Apple Festival time. Enjoy food and craft vendors all weekend long, live music from Big Top Chautauqua's Blue Canvas Orchestra and other area musicians at Memorial Park Gazebo for Concerts by the Lake. Don't miss the crowning of the Apple Festival Queen and/or King, the Spectrum Carnival and the Grand Parade down historic Rittenhouse Avenue on Sunday to wrap up the weekend's events.

THE DMOS BEHIND THE MAGIC

Every great festival has a team that makes it happen, and Wisconsin's CVBs and DMOs are some of the best in the business. They're the quiet heroes behind the banners and bandstands, the ones making sure each celebration runs seamlessly, and that groups find themselves right in the heart of the action.

In Door County, fall means it's time for the Fall Festival, when harbor towns hum with live music, arts, and all the pumpkin-flavored joy you can handle. To the south, **Sheboygan** serves up sizzling hometown pride with Brat Days, which has been celebrating Sheboygan since 1953. Brat Days does not charge entry fees to attend the festival or its celebrated live music acts. Enjoy fabulous food, watch competitors try to prevail in the brat eating contest and even play cornhole.

On September 5, 1962, a 20-pound piece of Russian Sputnik IV landed in the middle of the street on the corner of N. 8th and Park in **Manitowoc**. Sputnikfest is the town's way of bringing the community together to celebrate this momentous event. Named one of the Top Five Funkiest Festivals in the country by Reader's Digest, this wacky festival has become a community and regional favorite, with fun for the entire family. Sputnikfest is a way to celebrate all things sci-fi and space with live music, food, a 5k run/walk, and elaborate alien-themed costumes.

In **Green Bay**, the festival spirit carries long after football season, with a year-round lineup of food and arts events that keep the city buzzing. Fond du Lac's Walleye Weekend is pure Wisconsin, part fishing tournament, part concert series, and completely free.

What happens when you combine a vibrant, one-mile stretch of downtown **Appleton** with 200-plus up-and-coming artists performing free shows with live, original music over four days? You get to experience an unforgettable music-filled weekend with more than 700 incredible shows. Mile of Music kicked off in 2013 as a cover-free festival highlighting handcrafted artistry. The theme quickly caught on with music lovers everywhere and is still the focus today as The Mile continues to make music accessible to everyone. The fest welcomes the finest talent, including singer-songwriters, duos and multi-piece bands showcasing original roots music ranging from indie and folk-rock to soul, to folk, bluegrass and more.

And in the capital city, **Destination Madison** delivers art and flavor in equal measure with Art Fair on the Square and Taste of Madison, both turning the Capitol into the state's ultimate street festival. 🍷

BELOIT

Where Stories Begin

Beloit can accommodate day-trip groups, overnight hub and spoke seekers, or road warriors looking to stretch their legs during a long journey.



Downtown Beloit's charming boutique shops have been exciting travelers for years and, in 2026, Ho-Chunk Gaming Beloit will up the ante!

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Hidden Gems & History Journeys in Wisconsin

**From visionary architecture to small-town museums,
Wisconsin's stories are built to last**

Pabst Mansion in Milwaukee

In Wisconsin, history isn't tucked away in glass cases, it's alive in workshops, small-town museums and where the roads are less traveled. Circle Wisconsin members reveal that every corner of the state has a story to tell, whether it's a craftsman's dream turned landmark, a museum preserving industry and artistry, or a community keeping the past vibrant through experience. For groups, these destinations offer not just sightseeing, but storytelling — where the spirit of Wisconsin lives on through innovation, architecture and heart.

MUST-SEE MUSEUMS AND ATTRACTIONS

Across the state, Wisconsin's museums reveal the ingenuity and passion that built its industries and defined its identity. In Milwaukee, the **Harley-Davidson Museum** celebrates freedom on two wheels, taking visitors from the company's 1903 beginnings to modern-day legends.

In **Middleton**, the National Mustard Museum blends humor and history, housing thousands of mustard varieties from around the globe. Nearby in Madison, the Wisconsin Veterans Museum honors the state's service and stories and connects local lives to national moments. Watch for the opening of the new **Wisconsin Historical Museum** in 2027.

With a new museum coming in 2027, now is the time to visit the famed **Milwaukee Public Museum**. As Wisconsin's natural history museum, MPM inspires curiosity, excites minds and increases desire to preserve our world's natural and cultural diversity. Visit a traditional Native American powwow or watch real life butterflies flutter in a butterfly garden before you head back in time to walk the Streets of Old Milwaukee. Transport yourself further back and visit the Crossroads of Civilizations to see King Tut or even walk among the dinosaurs in the Third Planet. New digital and 3D features at the Dome Theater make it possible to get even closer to the action, whether you want to soar with the pterosaurs at a giant screen film or travel through the solar system with a planetarium show.

The **Richard I. Bong Veterans Historical Center** in Superior is a living tribute to those who served. The Center is an educational resource that collects and preserves the tangible legacy of these veterans and their home front supporters. In addition, the Center perpetuates their ideals, principles and leadership skills for today as well as future generations.

Hearthstone Historic House in **Appleton** was the first private residence in the world to be illuminated using hydroelectricity from a central Edison system. It is the birthplace of green energy and of where the phrase "turn on the lights" was born. It is the only building still standing from the dawn of electricity. The residence still contains the original Edison electroliers, original light switches, and some of the world's only examples of original Edison wiring. Hearthstone is on the National Register of Historic Places for its technological, historic, architectural, and artistic significance.

On October 8, 1871, a firestorm roared through Peshtigo and surrounding areas. It not only killed between 1,500-2,000 people,



Richard I. Bong Veterans Historical Center

but also destroyed the entire community and its livelihood. The Peshtigo Fire Museum preserves this heritage through storytelling and presentations, exhibits of artifacts from the fire, displays of the lifestyle at the time of the disaster and a cemetery to memorialize those who died.

ARCHITECTURAL ICONS: WHERE VISION MEETS LEGACY

Some of Wisconsin's greatest stories are built into its architecture. In Spring Green, two of the state's most renowned landmarks stand as testaments to imagination and individuality. At the famous **The House on the Rock**, the vision of Alex Jordan unfolds through vast collections, artistic eccentricities, and sweeping views of the Wisconsin River Valley. Just down the road, **Taliesin** Preservation carries forward the genius of Frank Lloyd Wright, inviting groups to explore his home, studio, and the surrounding landscape that inspired his designs.

Not far away, **Old World Wisconsin** in Eagle re-creates the immigrant experience with living-history villages and costumed interpreters. Groups step into the 19th century, exploring pioneer homes, blacksmith shops, and farms that trace the state's cultural roots. The nearby Milton House Museum, a National Historic Landmark, adds depth to the story — an original Underground Railroad site where travelers once found refuge beneath its hexagonal walls.

Together, these sites, supported by local partners like the **Fort Atkinson Chamber** and **Destination Madison**, anchor southern Wisconsin's heritage corridor, connecting architecture, innovation, and humanity in one of the Midwest's most compelling cultural regions.

Home to Milwaukee's pioneer brewing family and five archbishops, the **Pabst Mansion** is a historic house museum and architectural landmark. Completed in 1892 for beer baron Captain Frederick Pabst, the Gilded Age museum boasts stunning interiors, elegant furnishings, exceptional wood craftsmanship, intricate ironwork and a brilliant fine arts collection. It is open year-round for tours.

The **Oneida** Long House is a replica of a traditional home that existed hundreds of years ago. Long houses were the original



Frank Lloyd Wright's Taliesin in Spring Green.

natural dwellings of the **Oneida Nation**. This area will feature what life was like for the Oneidas in the 1700s, as their lifestyle changed with the infusion of western ways through the transition of becoming successful farmers in Wisconsin. These farm days are represented by five 100+ year old log homes originally inhabited on the reservation. There is also an amphitheater which hosts a variety of

events, including; musical acts, storytellers and the colorful smoke dancers.

A pavilion is a common structure in Thailand generally used as a shelter from rain and heat. The Thai Pavilion at Olbrich Botanical Gardens in Madison is more ornate than most roadside salas in Thailand and represents those found at a temple or on a palace grounds. The pavilion was a gift to the University of Wisconsin-Madison from the Thai Government and the Thai Chapter of the Wisconsin Alumni Association. Olbrich was chosen as the site for the pavilion because of its garden setting and its proximity to water. Water is important to Thailand because of its implications for good health and prosperity.

SMALL-TOWN STORIES AND LOCAL PRIDE

Some of Wisconsin's most captivating histories live in its small towns. In **Platteville**, the Mining & Rollo Jamison Museum tells the story of Wisconsin's early lead miners, while offering groups the chance to descend underground on guided tours. Nearby, the **Potosi Brewery Museum** pairs river history with one of the state's oldest craft traditions, mixing brewing, community pride, and philanthropy under one historic roof.

The **Civil War Museum** in Kenosha is like no other Civil War museum

Arpin

Stevens Point

Wisconsin Rapids

DISCOVER YOUR NEXT GROUP ADVENTURE

Central Wisconsin has a variety of fun things to do for visitors, whether you're visiting just for the day or having an extended stay.

Share the unique and relaxing experience of tours across Central Wisconsin. With affordable lodging, you can discover even more of what the region has to offer! From fantastical sculptures to peaceful gardens to endless distilleries, wineries, and more there is something for everyone. Fill each day with delicious stops at friendly restaurants featuring local foods including Wisconsin's favorite - cheese curds! Start planning your trip today by visiting CentralWisconsin.com!

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in the country. It focuses on the Civil War from the perspective of the people of the seven states of the upper middle west: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio and Wisconsin. Through the use of personal stories and narratives, the museum explores how the Civil War impacted the people on the Western home front before, during and after the war by connecting the prewar causes to the postwar effects.

Woodruff is home to the World's Largest Penny which commemorates a school fundraiser collecting pennies to raise money to build a hospital. Learn the story at the Dr. Kate Newcomb Museum.

Thomas Dambo, a Danish artist who uses recycled materials to make masterpieces, created another spectacular and one-of-a-kind troll, featured in Firefly Grove Park in **Wauwatosa**. These trolls are located throughout the world, each one with a special personality. There are more than 150 trolls scattered across the world, with more than 40 located in the United States. Mama Rosa is the first troll in Wisconsin and is one of the many whimsical and artistic features in Firefly Grove Park that you need to see to believe.

In **Chippewa Falls**, the Chippewa Falls Museum of Industry & Technology chronicles the region's contributions to science and engineering. Its exhibitions feature captivating displays, including the Cray Research Inc. Supercomputer Collection and the Jacob Leinenkugel Brewing Company Memorabilia collection and more. 🍷



A one-of-a-kind troll can be found in Firefly Grove Park in Wauwatosa.

Ride, Relax and Explore Wisconsin with the Pros

THESE TRUSTED TOUR AND MOTORCOACH OPERATORS CRAFT SEAMLESS, MEMORABLE ADVENTURES ACROSS THE BADGER STATE AND BEYOND

Whether your travelers crave a quick getaway or an extended journey, Wisconsin's leading tour and motorcoach operators make group travel effortless and unforgettable. These professionals handle the details, so planners can focus on the fun.

For more than two decades, **Personalized Tours & Coaches** has specialized in deluxe motorcoach adventures across Wisconsin and beyond. The family-owned company crafts custom itineraries that match your group's interests, from one-day sightseeing excursions to multi-day vacations — and offers charter services on its comfortable fleet of coaches.

Happy Times Tours & Experiences offers diverse itineraries that include extended vacations, casino trips, daycations, city tours and private group experiences.

With more than 80 years of dependable service, **Lamers Bus Lines** remains a go-to for groups of all sizes. Its extensive fleet includes everything from motorcoaches and mini coaches to trolleys and limo coaches, paired with expert custom tour planning.

Family-owned since 1938, **Kobussen Buses** Ltd. provides

modern, state-of-the-art motorcoaches for charters across the U.S. and Canada. From cross-country tours to local wine tastings or sports trips, Kobussen delivers flexibility and comfort every mile of the way.

Founded in 1920, **Badger Bus** stands as one of Wisconsin's most trusted names in motorcoach travel. Offering a full range of coaches and vans for charter, Badger is the reliable, one-stop solution for transportation across the region and beyond.

Groups exploring the Great Lakes will find rich storytelling with **Tour the Great Lakes**, featuring local historians, naturalists and guides in more than 15 U.S. and Canadian ports. The company's themed itineraries and Circle the Lake trips bring to life the Great Lakes' unique culture and scenery, highlighting destinations in Wisconsin such as Milwaukee, Door County, Superior, Bayfield and other quaint harbor towns.

Rounding out the list, **Brilliant Adventures** is a full-service operator that provides wholesale tour planning for destinations across the U.S. and Canada. Since 2015, the company has offered 24/7 support, handling transportation, meals, hotels and attractions, plus marketing assistance like custom flyers — to help groups travel smarter.



Discovering Wisconsin's Sacred Spiritual Spaces

Faith and artistry intertwine across Wisconsin's landscapes, offering groups moments of awe and reflection

By Justine Leavitt

There's a hush to Wisconsin's sacred places, a stillness that settles as sunlight filters through stained glass or a breeze stirs the trees. Here, centuries of faith is woven into the land's history.

This journey offers more than sightseeing. Hilltop basilicas, forest shrines, and luminous grottos reveal how faith and beauty take root in Wisconsin's heartland.

THE NATIONAL SHRINE OF OUR LADY OF CHAMPION

Outside **Green Bay**, among gently swaying fields, lies the National Shrine of Our Lady of Champion, the only Vatican-approved Marian apparition site in the United States approved by the Catholic Church.

After walking the peaceful grounds, your group can visit the chapel where a Belgian immigrant saw the Queen of Heaven clothed in white between two trees. Intrigued? Join guided tours or prayer services to feel the air touched by grace.

BASILICAS OF MILWAUKEE

In **Milwaukee**, two architectural marvels show the artistry behind faith. The Basilica of St. Josaphat, modeled after St. Peter's Basilica in Rome, rises above the city with its grand dome and gilded murals. Group tours reveal not only the intricate craftsmanship but also the remarkable story of how it was built from salvaged materials.

High above the hills of southeastern Wisconsin, Holy Hill Basilica has guided pilgrims for over a century. Its twin spires pierce the sky, a beacon visible for miles. Groups can climb the scenic tower for panoramic views, attend Mass, or wander the wooded trails. Holy Hill is as much a retreat into nature as it is a journey of faith.

THE UNITARIAN MEETING HOUSE

Excited for more? Another Wright masterpiece waits in **Madison**, the Unitarian Meeting House. Its soaring rooflines seem to lift heavenward while sunlight pours through tall glass walls.

Learn as a group how Wright believed that architecture itself could be a sacred place where thought, light, and human spirit converge.

In **Milwaukee** resides the Frank Lloyd Wright designed Annunciation Greek Orthodox Church. Unique in its architecture, its circular form feels both ancient and modern — an inspired space where geometry meets divinity.

SHRINE OF OUR LADY OF GUADALUPE

In **La Crosse**, the Shrine of Our Lady of Guadalupe rests within 100 wooded acres, where winding paths lead past fountains and devotional art to a basilica that's equally inviting and awe inspiring.

It's a place to move slowly — perhaps in prayer, perhaps in awe — as nature and artistry engulf you. Each step will draw you into a deeper trance as you marvel at the sacred details inspired by Mexican design.

THE KINSTONE SANCTUARY

Overlooking the Mississippi River in Fountain City, Kinstone is an outdoor sanctuary of standing stones and labyrinths that align with the sun and stars.

Groups can walk the spiral paths or gather for quiet reflection among monoliths that seem to hum with energy. Inspired by ancient sites like Stonehenge, it's a place where history meets modern America.

WISCONSIN'S GROTTOES OF FAITH

End your pilgrimage at Wisconsin's remarkable grottos, folk-art testaments to creativity and belief. The Dickeyville Grotto, crafted from shells, gems, and glass, gleams like faith carved into the earth.

Up North, outside of Wisconsin Rapids, in Rudolph, the Father Wagner Grotto, invites visitors to wander through winding tunnels lined with sacred scenes. Here, a century-year-old work of devotion is forever frozen in time. 🌲

Spotlight on Wisconsin

FROM BROADWAY CLASSICS TO EQUESTRIAN ARTISTRY, WISCONSIN'S PERFORMANCE VENUES DELIVER UNFORGETTABLE GROUP EXPERIENCES

When it comes to entertainment, Wisconsin knows how to take the stage. Across the state, theaters large and small invite groups to sit back, relax, and enjoy everything from side-splitting comedy to heartfelt drama and spectacular musical productions.

In Wisconsin Dells, the **Legacy Dinner Theater** offers year-round performances that pair dining with dazzling production value. Its signature holiday show, Christmas in the Dells, transforms the stage into a winter wonderland filled with soaring angels, sugar plum fairies, dancing elves, and one of the region's largest living nativities. With a four-course turkey and ham dinner, pyrotechnics, laser lights, and live music, it's a feast for all the senses.

Up in Door County, **Peninsula Players Theatre** has been delighting audiences since 1935, earning its title as America's oldest professional resident summer theater. Nestled among cedar trees on the shores of Green Bay, the venue combines rustic charm with modern comfort — including a heated, all-weather pavilion. Also in Door County is **Third Avenue PlayWorks**, a professional theater that provides year-round entertainment in Sturgeon Bay. Renowned for its captivating performances, TAP offers diverse educational programs and is a vital part of the vibrant arts community.

Nearby, **Northern Sky Theater** offers a different kind of magic — an open-air summer stage under the stars at Peninsula State Park, and a cozy fall season at the climate-controlled Gould Theater. Known for its original comedies and heartwarming local stories, Northern Sky is a group favorite.

For decades, the **Fireside Dinner Theatre** in Fort Atkinson has been a favorite for motorcoach groups seeking first-class entertainment and dining. The 2026 season lineup includes crowd-pleasers like Beehive—the '60s Musical, The Addams Family, Hairspray-The Broadway Musical, Disney's FROZEN and A Christmas Story.

In Milwaukee, the **Marcus Performing Arts Center** brings the bright lights of Broadway to the city's downtown cultural district. Upcoming shows include Mrs. Doubtfire, How the Grinch Stole Christmas! The Musical and Monty Python's Spamalot.

And for a show that truly stands apart, **Dancing Horses Theatre** near Lake Geneva offers a 90-minute spectacle where Arabian horses and their trainers perform in perfect harmony. Guests can add meal packages or even go behind the scenes to meet the horses up close. Holiday performances from November through January add extra sparkle to an already enchanting experience.



A Must See for Any Horse-Lover



The Dancing Horses



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A Birdwatcher's Paradise in Every Season

Wisconsin's diverse landscapes offer unforgettable birding experiences across wetlands, forests, rivers, and shorelines.

Bring your binoculars for your next tour in Wisconsin. The wildlife and the birds you may spot in the state will offer a rewarding experience across every season, thanks to the state's diverse landscapes and position along major migration routes.

From spring warblers flitting through forest canopies to bald eagles soaring above rivers and lakes, opportunities abound for both novice and seasoned birders. Wetlands and marshes host sandhill cranes and waterfowl, while the Northwoods provide an experience of a quiet lake with the sounds of the loons. Along Lake Michigan and the Mississippi River, migratory species funnel through impressive numbers, making shoreline parks and wildlife refuges especially popular. With well-maintained trails, nature centers, and a strong conservation culture, Wisconsin invites bird watchers to slow down, look up, and connect with the rhythms of the natural world.

CONSERVATION SUCCESS STORIES

Wisconsin's skies, wetlands and forests tell a remarkable story through the birds that call the state home. From river bluffs to Northwoods lakes, birdlife is woven into Wisconsin's natural identity, offering both everyday beauty and rare conservation success stories.

Along the Mississippi River, bald eagles reign as an iconic symbol of recovery. Once threatened by habitat loss and pesticides, these majestic raptors now soar above the river's backwaters and towering bluffs. The Mississippi Flyway provides abundant fish and nesting sites, making it one of the best places in the state to witness bald eagles year-round, especially during winter when open water draws them in.

Each spring and fall, the migration of sandhill cranes signals the changing seasons. Their rolling calls echo across marshes and farm fields as thousands stop to rest and refuel. Wisconsin's wetlands play a critical role in supporting this ancient species, whose migrations are among the most impressive natural spectacles in the Midwest.

Even more rare is the whooping crane, one of North America's most endangered birds. Wisconsin has been central to efforts to reestablish a migratory population, with wetlands providing vital stopover and nesting habitat. Ongoing conservation work at the International Crane Foundation has helped give this towering white crane a fighting



Wisconsin is a perfect place to break out your binoculars and see beautiful birds up-close.

chance at survival. Visiting here offers group tours an engaging, up-close experience with all 15 species of cranes including the whooping crane in a peaceful wetland setting. Guided walks and interpretive programs provide meaningful insight into crane behavior, migration, and global conservation efforts. It's an inspiring stop that combines natural beauty with a powerful conservation story.

Education and stewardship are supported by places like the Schlitz Audubon Nature Center near Milwaukee, where visitors learn about native birds, migration, and habitat protection while exploring Lake Michigan's shoreline.

A visit to the Horicon Marsh offers an unforgettable experience in one of North America's largest freshwater cattail marsh, where thousands of migratory birds gather each spring and fall. Visitors can spot everything from waterfowl and shorebirds to soaring raptors while enjoying boardwalks, tours, and wide-open views of this vital wetland.

In the northwoods, the haunting call of the common loon drifts across quiet lakes. A beloved symbol of wilderness, loons depend on clean water and protected shorelines to thrive. Adding to Wisconsin's uniqueness is the greater prairie-chicken, a species found in only a few states, whose springtime mating dances highlight the importance of grassland conservation.

Together, these birds reflect Wisconsin's rich habitats, deep conservation ethic, and enduring connection to the natural world. 🌿

Discover Oshkosh...

The best adventures are found here.



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



Discover
oshkosh

For the most up-to-date list of exhibits and events, visit DiscoverOshkosh.com.
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Eastern Shores

Lakeshores, Lighthouses & Wisconsin's Best

This itinerary showcases the heart and heritage of Wisconsin

Discover the richness of Wisconsin on a beautifully balanced five-day journey filled with lakeside scenery, hands-on history, artistic wonders, and classic state favorites. Your adventure begins along the sparkling shores of Lake Michigan in Port Washington, where lighthouse views and 19th-century stories set a nostalgic tone before continuing to the immersive stagecoach-era experience at the Wade House. Over the next several days, wander through gardens inspired by beloved books, admire Austrian craftsmanship, explore world-renowned artist-built environments, and dive into the state's agricultural roots.



DAY 1 PORT WASHINGTON

Begin your Wisconsin adventure along the sparkling shores of Lake Michigan in **Port Washington**, a picture-perfect harbor town with historic charm and friendly lakeside energy. Visit the 1860 Lighthouse and Light Station, Located on top of the North bluff, offering a spectacular view of Lake Michigan shore and marina. Your guests are welcome to tour the restored 1860 lighthouse that serves as a museum depicting the life of a lightkeeper's family in the 19th century. Climb the tower to the lantern room to catch the view lightkeepers had all those years ago. Then travel back in time at the **Wade House**, where costumed interpreters and beautifully preserved buildings bring Wisconsin's stagecoach era to life.

DAY 2

SHEBOYGAN

Start the morning wandering through the enchanting **Bookworm Gardens**, where beloved storybooks come alive among colorful blooms. Step into Old World craftsmanship at **Waeldehaus**, an authentic Austrian-inspired gem showcasing the artistry and legacy of the Kohler family. Next, explore the remarkable **Art Preserve**, a world-class celebration of artist-built environments tucked into Sheboygan's rolling landscape. Enjoy a bit of free time along the riverfront or lakeshore, perfect for boutique browsing or simply soaking in the fresh air.



The Art Preserve of the John Michael Kohler Arts Center in Sheboygan is a world-class celebration of artist-built environments.

DAY 3

MANITOWOC, DOOR COUNTY

Begin the day at the engaging **Farm Wisconsin Discovery Center**, where hands-on exhibits shine a light on the state's agricultural spirit. Conclude with a stop at the elegant **Rahr-West Art Museum**, set within a historic mansion and filled with artistic surprises.

Travel up the peninsula for a taste of Door County charm, beginning with a guided tasting at **Door Peninsula Winery**, known for its flavorful fruit wines and welcoming atmosphere. Enjoy a little leisure time to explore the shoreline communities—perfect for galleries, gift shops, and scenic dining — before beginning your journey home with a heart full of Wisconsin memories.



The Johnsonville Marketplace is home to the iconic Johnsonville Brat and other Wisconsin food treats. This BRAT piece was designed by Robert Indiana, who also created the famous Philadelphia LOVE sculpture.

VISIT TODAY!
★★★★★

PABST MANSION

Pabst Mansion was completed in 1892 for the famed beer baron Captain Frederick Pabst and his wife, Maria. This Gilded Age house museum boasts stunning restored interiors, elegant original furnishings, exceptional wood craftsmanship, intricate ironwork and a brilliant fine and decorative arts collection.

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DAY 4

GREEN BAY

Today is all about Wisconsin icons. Dive into Packers history with a visit to Lambeau Field or the **Green Bay Packers Hall of Fame**, a favorite for groups of all kinds. Continue to the breathtaking **Green Bay Botanical Garden**, where thoughtfully designed landscapes create a peaceful oasis in every season.

Round out your Green Bay experience with a visit to the Neville Public Museum, where exhibits highlight the art, history, and science of Northeast Wisconsin. Groups can explore everything from regional heritage to rotating cultural displays, making it an engaging stop for travelers with varied interests. If your group enjoys the arts, the nearby Weidner Center for the Performing Arts offers an impressive schedule of concerts, theater, and touring productions throughout the year.

For a lighter, hands-on experience, head to Titledown, the vibrant entertainment district just steps from Lambeau Field. This lively outdoor space features walking paths, interactive play areas, a full-size football field, and seasonal activities like tubing and ice skating. It's a fun way for travelers to stretch their legs, enjoy fresh air, and soak in the energetic spirit of Green Bay before heading off to the next stop on your journey.



Amazing natural beauty can be found at the Green Bay Botanical Garden.

DAY 5

ALGOMA, SHEBOYGAN AND RACINE

Head to **Algoma** for a visit to Von Stiehl Winery located in an iconic historic landmark since 1967 offering traditional vinifera wines from West Coast sourced grapes, cherry, and grape wine from Door County fruit, hard ciders from local apples, and spirits distilled from Wisconsin grains and fruit. Tour the modern production facility and historic aging tunnels. It is rated one of the top Vineyards all around the U.S.

As you head to the **Johnsonville Marketplace** for an engaging look at one of Wisconsin's most iconic food brands before savoring samples and stories. You can't leave Wisconsin without a cheese stop ... make your way to **Hennings Cheese**, where generations of cheesemakers welcome you to taste their award-winning creations.

For a deeper look at local heritage, visit the Sheboygan County Historical Research Center or the nearby Sheboygan County Museum, where exhibits highlight the region's stories—from early settlers and local industries to vintage vehicles and impressive memorabilia. Groups can enjoy guided tours that bring the area's past to life, offering a meaningful complement to the hands-on food experiences that round out your final day in Wisconsin.

As you head south along Lake Michigan, stop in **Racine** which blends rich history with iconic experiences, from the aroma-filled stop at O&H Danish Bakery to the innovative legacy of SC Johnson. Groups can explore Frank Lloyd Wright—designed architecture and learn how a family company shaped global industry. It's a flavorful and fascinating destination that showcases Racine's creativity, culture, and pride. 🇺🇸

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Eastern Shores



A Four-Day Journey Through Milwaukee & Lake Winnebago Country

Explore gardens under glass, heritage-rich museums, classic Wisconsin flavors and unforgettable wildlife landscapes

Discover the heart and character of southeastern Wisconsin on a four-day journey that blends cultural depth, natural beauty, irresistible flavors, and a whole lot of personality. Your trip begins in Milwaukee, where the **Mitchell Park Domes** transport you across ecosystems under shimmering glass and the **Milwaukee Jewish Museum** offers powerful stories of identity and resilience. From there, savor fresh-from-the-line Bavarian pretzels, toast Milwaukee's brewing legacy, and meet the adorable baby goats of **LaClare Creamery** — an undisputed group favorite. Along the way, enjoy a timeless Wisconsin supper club experience complete with relish trays and old-fashioned.

DAY 1

MILWAUKEE

Start your adventure in Milwaukee, where horticultural wonders await at **Mitchell Park Domes**. Explore the Desert, Tropical, and Show Domes each under glass — each offering a vibrant glimpse into unique ecosystems. Head over to the **Milwaukee Jewish Museum**, which offers a thoughtful look at Jewish history, culture, and resilience through compelling exhibits and personal stories. It's a quiet, meaningful stop where you can connect with powerful narratives that deepen understanding and spark conversation.

Tonight, enjoy a Milwaukee Food & City Tour that serves up some of the city's best flavors alongside stories of its neighborhoods, history, and culture. It's a fun, flavorful way for groups to explore Milwaukee while tasting their way through local favorites.



DAY 2

MILWAUKEE

This morning, start the day with a tasty treat as you tour the **Milwaukee Pretzel Company**, where traditional Bavarian style pretzels are produced daily. At the end of your tour, sample one right off the assembly line. Stop at the **Best Place at the Historic Pabst Brewery**, a celebration of Milwaukee's legendary brewing heritage.

This afternoon head up for an unforgettable stop at **LaClare Creamery**, which pairs farm-fresh cheese tasting with the irresistible charm of cuddling their playful baby goats. It's a lighthearted, joy-filled stop that gives groups a chance to unwind, laugh, and soak up a bit of Wisconsin country warmth.

Tonight, take in a Wisconsin traditional supper club experience in one of the many supper clubs found in **Calumet County**. From relish trays to old-fashioned, they serve up the kind of timeless dining experience groups remember long after the trip.



Explore a multitude of unique ecosystems in the Mitchell Park Domes.



Step into the captivating world of the History Museum at the Castle in downtown Appleton, founded in 1872.

DAY 3

APPLETON

Did you know that Harry Houdini called Wisconsin home? Well today, start the day at the **History Museum at the Castle** in Appleton, where local legends — including Houdini — come to life through engaging exhibits. Another extraordinary collection of glass art, in particular, the paperweight, awaits your group at the Bergstrom Mahler Glass Museum. From intricate paperweights to stunning contemporary pieces. It's a visually captivating stop where groups can explore craftsmanship, color, and creativity.

Get outdoors, with sightseeing cruise at **Blue Heron Landing** on the Horicon Marsh. The marsh is the largest freshwater cattail marsh in the U.S. and second in the world. Your cruise will glide quietly through the marsh, offering an up-close look at one of the nation's most remarkable wildlife habitats. It's a peaceful, scenic experience where groups can spot birds, learn the marsh's story, and enjoy the stillness of nature.

DAY 4

FOND DU LAC

Wrap up your circle around Lake Winnebago with a visit to Fond du Lac's lakeside gems, including picturesque Lakeside Park and its iconic lighthouse overlook. The **Oshkosh Public Museum** dazzles visitors with its Tiffany stained glass collection and the intricate, historic Apostle Clock. These highlights add a sense of artistry and wonder to a museum visit that beautifully blends history, craftsmanship, and storytelling.

Take some time to enjoy **Fond du Lac's** charming downtown district, where historic architecture blends with locally owned boutiques, cafes, and galleries. It's a welcoming place to stretch your legs, browse handcrafted goods, or enjoy a sweet treat from one of the area's beloved bakeries. The city's connection to the lake is felt throughout, offering a relaxed, small-town atmosphere that invites you to slow down and savor the moment.

DAYS 5

BROOKFIELD

This afternoon, a stop at the Dousman Stagecoach Inn Museum in **Brookfield** will round out your time in Wisconsin. With costumed docents, enjoy a tour of this fully resorted 1840s inn, see beautiful artifacts from the times, hear stories of the families who lived at the Inn and the travelers who stayed there.

A visit to the **Milwaukee County Zoo** offers an up-close look at wildlife from around the world in a beautifully landscaped setting. The new Rhino Exhibit is a standout, giving guests an engaging view of these impressive animals while highlighting conservation efforts. It's a fun stop that appeals to groups of all ages. 🇺🇸



A visit to the Milwaukee County Zoo offers an up-close look at wildlife from around the world in a beautifully landscaped setting.



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mulvacenter.org

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lstrooba@oneidanation.org
www.exploreoneida.com

GREATER GREEN BAY AREA DMO



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www.visitoshkosh.com

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jpinch@wiscohoteles.com
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FACTS

Wisconsin's Bloody Marys have earned legendary status thanks to their wildly over-the-top garnishes, think skewered burgers, sausages, shrimp, cheese, and sometimes an entire meal balanced on top of the glass. The hallmark, though, is the "chaser," a small beer (or "snit") served alongside, often at no extra charge. Together, they turn the cocktail into an experience rather than just a drink. From iconic spots like Sobelman's to small-town taverns statewide, the Bloody Mary reigns as Wisconsin's signature cocktail.



ALGOMA/TWO RIVERS AREA DMO



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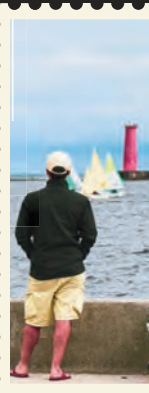
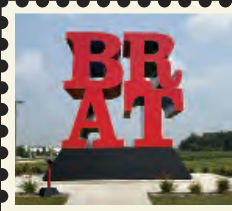
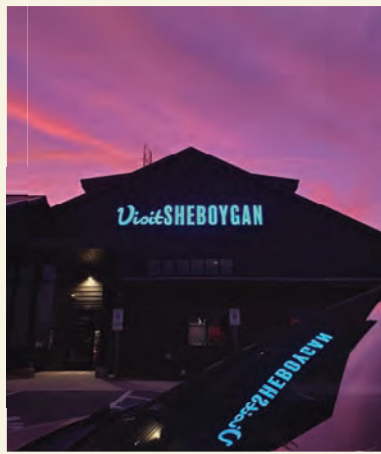
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ART PRESERVE Sheboygan

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WAEELDERHAUS Sheboygan

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SHEBOYGAN/MANITOWOC AREA DMO



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Explore decades of American history at the Historic Auto Attractions.

DAY 1

BELOIT

Begin your tour in vibrant **Beloit**, a city blending industrial heritage with modern charm. Enjoy a guided city highlights drive, including the Ironworks campus and beautifully redeveloped riverfront.

Just across the state line, step into decades of American history at the **Historic Auto Attractions**. Explore dazzling collections of vintage automobiles, presidential memorabilia, Hollywood displays, and iconic vehicles from television and film. This museum is ideal for groups, with plenty of time for self-guided exploration.

During the summer months enjoy an afternoon or evening at the ballpark to root on the Beloit Sky Car (the minor league affiliate of the Miami Marlins). The team is known for its talented players and energetic performances, making every game a memorable experience. From the crack of the bat to the cheers of the crowd, attending a Beloit Sky Car game is sure to deliver on the excitement and entertainment

*During the holiday season, the ABC Supply Stadium is adorned with over one million lights and displays, festive food and drinks, both on-field and concourse holiday walk-through experience.

DAY 2

MINERAL POINT, MONROE, NEW GLARUS

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Gotta stop for some Wisconsin Cheese! Travel to Monroe and tour **Alp and Dell Cheese**, where your group will learn about traditional cheesemaking and enjoy sampling award-winning Swiss-style cheeses. The attached Emmi Roth facility provides an up-close look at production.

Head up the road to **New Glarus** for a visit to the Chalet of the Golden Fleece with honors the Swiss Heritage of this quaint town. The museum is filled with artifacts from the Swiss Alps and around the world. The authentic Swiss chalet in one of only three in Wisconsin. Guests will learn about mountain life in the Swiss Alps, as well as viewing artifacts from around the world. You'll be delighted by some of nation's finest Swiss folk art and wood carvings

DAY 3

FORT ATKINSON, STOUGHTON

Explore the historic charm of **Fort Atkinson** with a visit to the Hoard Historical Museum which will bring Fort Atkinson's rich history to life, from its earliest inhabitants to the present day. You'll explore engaging displays on local heritage, including exhibits on the Black Hawk War, early settlers, and the National Dairy Shrine. The shrine features a multimedia show that captures the sights and sounds of dairy farming: past, present and future. Bring your coolers and stop in at the Jones Market for a tour and sampling of some of the best meats in the state. You'll find exclusive Jones Market meats made on-site, like fresh brats and a complete freezer section of Jones products and a large selection of specialty foods from the Badger state. Enjoy a delicious Cedar Crest ice cream at the Jones Dairy Bar.

Experience the Norwegian heart of South-Central Wisconsin. Learn all about **Stoughton's** historic ties to Norway at Livsreise Norwegian Heritage Center. Immerse yourself in the hands on exhibits, see interpretations of the journey from Norway, and learn the stories of individual immigrants coming to America and called Stoughton home. Visit historic downtown Stoughton, known for its Norwegian culture, boutique shops, and the iconic Stoughton Opera House. Enjoy free time to browse or arrange a guided cultural tour.

DAY 4

SUN PRAIRIE

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Visit New Glarus, America's Little Switzerland! Established as a Swiss colony, New Glarus retains its Swiss charm via alpine architecture, traditional festivals & mouthwatering Swiss delicacies.

ANNIE O'CONNOR • 608-527-2095
annie@swisstown.com
www.swisstown.com

NEW GLARUS LODGING



CHALET LANDHAUS INN New Glarus

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

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briana@chaletlandhaus.com
www.chaletlandhaus.com

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www.alpanddellcheese.com

JANESVILLE/BELOIT AREA ATTRACTION



HISTORIC ATTRACTIONS

Historic Attractions Museum offers tour operators a seamless, group-ready experience with engaging exhibits, ADA accessibility, ample parking, and flexible scheduling. Featuring presidential history, classic cars, and iconic American artifacts, the museum provides an easy, enriching stop for travelers of all ages. Perfect for itineraries seeking memorable, educational, and hassle-free group visits.

ALEX MERRY • 815-389-7917
museum@historicautoattractions.com
www.historicautoattractions.com

JANESVILLE/BELOIT AREA DMO



JANESVILLE AREA CVB Janesville

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

LORI JOHNSON • 608-757-3171
meetings@janesvillecvb.com
www.janesvillecvb.com

JANESVILLE/BELOIT AREA DMO



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A destination with plenty of activities for our visitors to experience year-round. We have a vibrant, active arts community, unique dining, Minor League Baseball, and much more! How can we help make your trip a home run? And coming in 2026, opening of the brand-new \$700-million Ho-Chunk Gaming Beloit.

MATTHEW BOSEN • 608-313-1366
matt@visitbeloit.com
www.visitbeloit.com/meetings

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Rotary Botanical Gardens ©Marsha Mood

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JANESVILLE

Wisconsin's Great Outside

janesvillecvb.com



Northwoods & Lake Superior

Journey Into Wisconsin's Northwoods

This four-day itinerary invites you to discover the culture, flavor and scenic spirit of Wisconsin.



Wisconsin's Northwoods are more than a destination, they're a storybook of culture, craftsmanship, and community brought to life around every bend. This four-day journey invites travelers to explore First Nations heritage, stand among towering pines that fueled the state's logging legacy, sample playful local flavors, and dive into the region's quirky side, from muscle cars and soda tastings to life-size concrete sculptures.

DAY 1

SHAWANO COUNTY

Welcome your travelers to the heart of **Shawano County**, where culture, craftsmanship and scenic landscapes create a warm Wisconsin welcome. Begin the day with a guided visit to the Menominee Cultural Museum, offering an inspiring introduction to the stories and traditions of the region's First Nations. The Menominee Logging Camp Museum holds thousands of logging artifacts – the largest collection in the world. Visitors will see a bunkhouse, cook shanty, camp office, wood butcher's shop, saw filer's shack, blacksmith shop, horse barn, scoop cedar roof shed, Bateaux vessel used for log drives and an authentic 1911 steam-driven locomotive engine.

Off to a fun-filled attraction: Sun Drop university Museum. View Sun Drop memorabilia, videos and experience fun interactive displays. Learn the history of Sun Drop, watch movies on the history of Twig's, view the bottling process, and most importantly, sample their sodas!



Doc's Harley-Davidson Dealership, Classic Car & Cycle Museum and more.

DAY 2

BONDUEL, WOODRUFF, MINOCQUA

Before heading north, stop into a unique stop in Bonduel, Doc's Classic Car & Cycle Museum, packed with cool 1960s muscle cars, various classic cars and motorcycles. Also, on the grounds you'll find Doc's Zoo, alligators, alpacas, tortoises, camels, parrots, and more, oh my!

After spending time learning about the lumberjacks of the region, in Woodruff enjoy an exciting Lumberjack show highlighting the skills and athleticism of these men and women.

Depending on your itinerary, your group can also experience one of Wisconsin's waterski teams, Min-Aqua Bats Waterski Show, the longest running amateur water ski show in the world.

DAY 3

PHILLIPS, SHELL LAKE

This morning, experience Fred Smith's Concrete Park, featuring more than 200 life-size concrete sculptures embellished with salvaged materials such as beer bottles, mirror shards, colored glass and rocks. Included among the life-size figures are Paul Bunyan, Ben Hur and Sacajawea. His final and most ambitious piece was a Budweiser wagon with drivers and a team of Clydesdale horses.

As we arrive in **Washburn County**, stop in Shell Lake for a wine tasting at Clover Meadow Winery, the only certified organic winery in the Midwest (and one of only 13 in the country). Made from the freshest local fruits and clean spring water, you'll find a favorite among the 23 varieties. If wine isn't your cup of tea, you'll have an opportunity to check out some of the best organic Brandies, Moonshines and Cordials as well.

DAY 4

CHIPPEWA & HUDSON

Begin your final day in **Chippewa County** with a visit to a local favorite such as the Chippewa Falls Museum of Industry & Technology, Old Abe Trail, or a stop at a well-loved Wisconsin dairy or brewery for a tasting experience.

In the afternoon, journey to **Hudson**, a vibrant river town along the stunning St. Croix. Tour the Octagon House Museum built in 1855. Enjoy free time along the historic downtown district — filled with boutiques, art, and river views — before concluding your adventure with a farewell dinner celebrating your four days of Wisconsin discovery.

Depart for home with memories of lakes, heritage, flavors, and warm Midwest hospitality. 🌲



Northwoods & Lake Superior Members

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ATTRACTION



MADELINE ISLAND FERRY La Pointe

Crossing spectacular Lake Superior, bask in striking views and the natural beauty of both the Lake and the Apostle Islands from our ferries. The ride itself is just the beginning as your group will enjoy a fully narrated tour of the Island.

LEE ANN SCHAUB • 715-747-2051
leeann@madferry.com
www.madferry.com

ATTRACTION



MADELINE ISLAND MUSEUM La Pointe

Experience the stories of the diverse peoples who have called the island home. Exhibits and programs highlight Lake Superior stories that continue today. Learn about the epic journeys of the Ojibwe people.

MIKE WIGGINS • 715-747-2415
michael.wiggins@wisconsinhistory.org
<https://madelineislandmuseum.wisconsinhistory.org/>

ATTRACTION



NORTHERN GREAT LAKES VISITOR CENTER Ashland

Free admission! The Center provides a great introduction to Lake Superior's cultural and natural history. Enjoy the exhibits, theater, trails, observation tower, gift shop and visitor information.

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

ATTRACTION



THE RICHARD I. BONG VETERANS HISTORICAL CENTER Superior

The Richard I. Bong Veterans Historical Center is a fascinating history museum honoring America's "Ace of Aces," Richard Bong, who shot down 40 enemy aircraft in the South Pacific.

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gidley@bongcenter.org
www.bongcenter.org

LODGING



LEGENDARY WATERS Red Cliff

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Dmorris@legendarywaters.com
www.legendarywaters.com

DMO



BAYFIELD COUNTY Washburn

Nature meets culture along the WI Lake Superior National Scenic Byway. Tour orchard country or take a cruise around the Apostle Islands National Lakeshore. Enjoy local cuisine and craft beverages along the way and a performance at the Big Top Chautauqua!

MARY MOTIFF • 715-373-3491
Mary.Motiff@bayfieldcounty.wi.gov
www.travelbayfieldcounty.com

DMO



CHIPPEWA COUNTY Chippewa

Discover Go Chippewa County where small-town charm meets unforgettable group experiences. From scenic drives and historic tours to breweries, wineries, and farm-to-table dining, our welcoming communities deliver authentic Wisconsin hospitality. Let us host your next adventure filled with local flavor, culture, and natural beauty.

ELLIE PEABODY • 715-723-0331
ellie@chippewachamber.org
www.gochippewacounty.com

DMO



HUDSON CHAMBER OF COMMERCE & TOURISM BUREAU Hudson

Nestled along the scenic St. Croix River, Hudson blends small-town warmth with a lively, creative energy. Groups can wander a charming historic downtown filled with distinctive shops, galleries, and dining spots, or unwind along the waterfront with ease. Hudson delivers an inviting mix of experiences—making it a standout choice for your next tour.

MARY CLAIRE POTTER • 715-386-8411
maryclaire@hudsonwi.org
www.hudsonwi.org

DMO



GREATER MINOCQUA AREA VISITORS BUREAU Minocqua

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715-356-5266
info@minocqua.org
www.minocqua.org





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FACTS

Cranberries became Wisconsin's official state fruit in 2004 after a fifth-grade class from Trever Grade School successfully lobbied lawmakers, highlighting the state's role as the nation's leading cranberry producer and its deep agricultural ties to the berry.

DMO



CITY OF MARINETTE Marinette

Marinette is a riverside community where natural beauty and small-town energy come together. You'll find scenic shorelines, vibrant local shops, and year-round outdoor adventure shaped by the Menominee River and Bay of Green Bay. It's a welcoming place that blends history, recreation, and genuine Wisconsin hospitality, inviting visitors to explore and feel at home.

SHAWN KATZBECK • 715-732-5162
skatzbeck@marinette.wi.us
www.fishonmarinette.com

DMO



MARINETTE COUNTY TOURISM Marinette

From stunning waterfalls to spectacular fall colors, we think your group will "fall" in love with Marinette County, the Waterfall Capital of Wisconsin. Quaint shops, unique eateries and Northwoods charm.

AUTUMN ROCKHILL • 715-732-7473
autumn.rockhill@marinettecounty.com
www.ExploreMarinetteCounty.com

DMO



WASHBURN COUNTY TOURISM ASSOCIATION Spooner

Discover Washburn County — home to nearly 1,000 sparkling lakes, scenic trails, and unforgettable attractions that create the ultimate Northwoods escape. Paddle, hike and explore by day, then unwind with welcoming local businesses. Your next great adventure begins here.

KELSY SCHULTZ • 715-635-9696
marketing@washburncounty.org
washburncounty.org



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EAU CLAIRE DMO



VISIT EAU CLAIRE Eau Claire

Centrally located in the west-central part of Wisconsin easily accessible by all major highways, Eau Claire is the place to go for that midwestern hospitality and fun activities. No matter what season, Eau Claire has many attractions and experiences that are guaranteed to wow the group!

DANA CROSSON • 715-829-2685
Dana@visiteauclaire.com
www.visiteauclaire.com/groups/

EAU CLAIRE HOTEL



METROPOLIS RESORT Eau Claire

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wendy@circlewisconsin.com

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Local Itineraries



Capital Brewery & Bier Garten



Discover all the middle things that make Middleton, Wisconsin special!

tourmiddleton.com



- Check out: The National Mustard Museum, Capital Brewery & Bier Garten, downtown and Greenway Station, Clasen's European Bakery, and more!
- 1,153 hotel rooms at 9 hotels
- 80 restaurants, cafes & breweries
- Two shopping districts
- Perfectly located within 1-2 hours from area attractions, including Milwaukee and Chicago



Cooper's Hawk Winery & Restaurant



National Mustard Museum

Mississippi River Valley & Beyond

Mississippi River Vistas to Cranberry Country

Breweries, bluffs, river cruises, heritage villages and hometown charm come together in this scenic journey through southwest Wisconsin



This three-day Wisconsin adventure travels from the Mississippi River bluffs to rolling countryside farms, blending history, scenic beauty, and local flavor. Start in Potosi with a visit to the National Brewery Museum and a hearty lunch before continuing north to La Crosse for sweeping bluff-top views, a river cruise aboard the La Crosse Queen, and — during the holidays — the dazzling Rotary Lights display. Day two offers an immersive experience at Norskedalen Nature & Heritage Center, where Norwegian immigrant history lives on through preserved buildings and serene wooded landscapes, followed by a taste of “cranberry country” in Tomah.

DAY 1 POTOSI, LA CROSSE

Arrive in the charming river town of **Potosi**, Wisconsin, nestled along the Mississippi River. Step inside the National Brewery Museum for a guided look at America’s brewing heritage, followed by time to browse the gift shop and enjoy river views. A group lunch at the **Potosi Brewery Restaurant** offers classic comfort food with a historic backdrop.

Travel north along the Mississippi to **La Crosse**, where rolling bluffs and river scenery set the tone for your stay. Visit Grandad Bluff for sweeping panoramic views of the river valley, then enjoy a scenic and relaxing cruise on the Mississippi River aboard the La Crosse Queen. Enjoy a relaxing dinner at a riverfront restaurant before checking into your La Crosse-area hotel.

During the holidays, visit the **Rotary Lights** display at Riverside Park with over 3 million lights. Enjoy s’mores near the giant snowman!

DAY 2

COON VALLEY, TOMAH

After breakfast, depart for the scenic countryside to visit **Norskedalen Nature & Heritage Center**, one of Wisconsin’s most authentic Norwegian heritage sites. A guided tour introduces the story of early settlers through preserved log homes, a historic church, and beautiful wooded trails. The peaceful valley setting

offers a true step back in time.

Following lunch featuring regional or Scandinavian-inspired fare, travel east to **Tomah**, Wisconsin, known as the “Gateway to Cranberry Country.” Enjoy a visit to the Cranberry Discovery Center for locally made treats, gifts, and Wisconsin products.

DAY 3

TOMAH

This morning highlights the agricultural and hometown charm of Tomah. Visit the Tomah Area Historical Museum to explore exhibits showcasing railroads, cranberry farming, and early settlement life.

Including the Frank King exhibit who was a resident of Tomah and created the “Gasoline Alley” the second-longest-running comic strip in the US. 🇺🇸



The 600-foot high Grandad Bluff has a majestic view of the lovely city of La Crosse.



Mississippi River Valley & Beyond Members

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ATTRACTION



NORSKEDALEN NATURE AND HERITAGE CENTER Coon Valley

Open year-round, enjoy unparalleled beauty natural beauty and timeless culture of the earliest settlers. See their actual homes, hear their stories, and stretch your legs on accessible trails.

LORI DUBCZAK
608-452-3424
lori.dubczak@norskedalen.org
www.norskedalen.org

ATTRACTION



VILLA LOUIS Prairie du Chien

This landmark offers a panorama of Wisconsin history and a glimpse into the life of one of Wisconsin's most historic families, The Dousmans. Enjoy a tour of the grand mansion, one of the most authentically furnished Victorian homes in America.

SUSAN CAYA-SLUSSER
608-326-2721
susan.cayaslusser@wisconsinhistory.org
www.villalouis.wisconsinhistory.org

ATTRACTION



POTOSI BREWERY & NAT'L. BREWERY MUSEUM Potosi

Originally founded in 1852, enjoy beer, lunch or dinner, and experience our rich brewing history by touring the National Brewery Museum and the Potosi production facility. The museum showcases an ever-changing eclectic collection of beer collectables from around the world. Rated one of the top four brewery museums in the world by Forbes Magazine.

KALA STEGER
608-763-4002
info@potosibrewery.com
www.potosibrewery.com

DMO

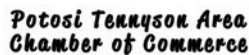


DISCOVER PLATTEVILLE Platteville

A rich mining history pairs with bountiful recreation in Platteville. Explore museums, historic homes, trails, streams, parks, historic downtown, art and more!

WAYNE WODARZ
608-348-8888
director@platteville.com
www.platteville.com

DMO



POTOSI TENNYSON AREA CHAMBER OF COMMERCE Potosi

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potositennysoncc@gmail.com
www.potosiwisconsin.com

DMO



TOMAH CHAMBER & VISITORS CENTER Tomah

Tomah is known as "Cranberry Country," but we also head "Beyond the Bog!" There's so much going on: Downtown Thursday Nights, Grand National Truck/Tractor Pull, Warrens Cranberry Festival.

TINA THOMPSON
608-372-2166
tthompson@tomahwisconsin.com
www.tomahwisconsin.com

LA CROSSE DMO



EXPLORE LA CROSSE La Crosse

La Crosse is rich in scenic beauty, diverse attractions, cultural events and first-class hospitality. La Crosse attracts more than two million visitors annually, as groups are attracted to the upper Mississippi River and the Driftless Region.

BEN MORGAN
608-782-2220
morgan@explorelacrosse.com
www.explorelacrosse.com

LA CROSSE FESTIVAL



ROTARY LIGHTS La Crosse

More than three million lights illuminate La Crosse's Riverside Park. Among the splendor is a 140-foot Christmas tree, and animated light displays fill the park. Live Nativity presentation on weekends until Christmas. Nearly 130,000 visitors a year enjoy this holiday tradition.

608-784-9993
www.rotarylights.org

LA CROSSE LODGING



GUNDERSEN HOTEL & SUITES La Crosse

Enhance your visit to the Mississippi River Valley. Conveniently located near downtown, major highways and attractions. Enjoy a welcome reception, fresh contemporary rooms, indoor pool/fitness area and complimentary breakfast bar offering hot/cold favorites.

HEATHER STOKELY
608-793-0200
heather@gundersenhotel.com
www.gundersenhotel.com

LA CROSSE LODGING



RADISSON HOTEL La Crosse

Perfectly placed in downtown La Crosse, our 163-room hotel offers full-service amenities, relaxed dining, and complimentary parking. Step out to local shops, restaurants, breweries, distilleries or take a short stroll to the Mississippi River and Riverside Park.

KRISTA SCHLICHT
608-793-5004
Krista.Schlicht@RadissonAmericas.com
www.choicehotels.com/wi480

FACTS

Wisconsin's Friday Night fish fry began with Catholic meat abstinence, rose during WWII meat rationing, and thrived thanks to local perch and walleye. It evolved into a beloved community weekly ritual featuring beer-battered fish, hearty sides, and all-you-can-eat plates in taverns, VFW halls, and supper clubs statewide.



Wisconsin Heartland



Wisconsin Wonders: A Three-Day Journey Through Heritage, Creativity & Natural Beauty

From circus history and whimsical art to innovative agriculture and dramatic canyons, this itinerary highlights the unforgettable experiences woven through the heart of Wisconsin

Your group's adventure unfolds across Wisconsin's most captivating landscapes and stories, blending nostalgia, artistry, and hands-on discovery. From the historic grounds where the Ringling Brothers built their circus legacy to the innovative farms shaping the future of American agriculture and onward to the dramatic sandstone canyons that first put the Dells on the map.

DAY 1

BARABOO

Begin your journey in Baraboo, the historic home of the Ringling Brothers. As your group steps onto the grounds of **Circus World**, they're greeted by beautifully restored wagons, vibrant banners, and the sounds of circus music drifting through the air. Enjoy a guided tour through the original Ringling buildings, peek behind the scenes of circus life, and explore galleries filled with costumes, props, and astonishing artifacts. Seasonal live shows bring the spirit of circus tradition alive with acrobatics, comedy, and incredible animal stories.

Step into one of Wisconsin's most imaginative roadside treasures. Explore whimsical, larger-than-life metal sculptures crafted from salvaged industrial pieces — perfect for photos and creative inspiration

Travel to a serene lavender farm for a calming sensory experience. Wander rows of blooming lavender (seasonally), browse handmade products, learn about cultivation, and enjoy a peaceful break in the countryside.



The Food + Farm Explorium is home to the world's largest Potato Masher.

DAY 2

PLOVER, STEVENS POINT

Spend the morning immersed in the remarkable **Food + Farm Exploration Center**, a hands-on destination celebrating modern agriculture, sustainability, and Wisconsin's deep farming heritage. Your group can explore interactive exhibits, try experiential agricultural technologies, and discover how food moves from seed to table. Educational, engaging, and designed

for all ages, the Center provides a fresh perspective on the importance of American farming.

Enjoy a tour at Feltz's Farm and Dairy Store. See robotic milking, the latest in cow comfort and see how automation plays an important role on the farm. Take some time for a scoop of ice-cream, shop for Wisconsin cheese... don't forget the cheese curds and other delicious Wisconsin treats.



Dr. Evermor's Sculpture Park features the Forevertron, a massive 300-ton scrap metal sculpture built using industrial parts, including some from Apollo 13.

DAY 3 WISCONSIN DELLS

Start the day with a tour riding through a magnificent mile of cliff-walled gorges in a quaint horse-drawn carriage. The tour will be an experience when you come to the narrow passages of Lost Canyon where the guides must talk the horses through the tight squeeze.

Stop by the HH Bennett Studio to learn about the man who made the Dells Famous. As you explore the museum, see the stunning landscape photographs that attracted some of the first tourists to the area. 🇺🇸

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RPrellwitz@DellshireResort.com
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WI RAPIDS/MARSHFIELD/STEVENS POINT DMO



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www.centralwisconsin.com

WI RAPIDS/MARSHFIELD/STEVENS POINT LODGING



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PLOVER DMO



PLOVER AREA CVB

Plover

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hello@comeovertoplover.com
www.comeovertoplover.com

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CATHERINE TANGEDAL • 713-303-3276
hello@fttf.us
www.explorefoodandfarm.org

SHAWANO DMO



SHAWANO COUNTRY TOURISM

Shawano

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MICHELLE ERON • 715-524-2139
tourism@shawanocountry.com
www.shawanocountry.com

WI DELLS/BARABOO ATTRACTION



CIRCUS WORLD

Baraboo

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DEB MCCARTHY • 608-356-8341
deb.mccarthy@wisconsinhistory.org
www.circusworldbaraboo.org

WI DELLS/BARABOO ATTRACTION



DELLS BOAT TOURS

Wisconsin Dells

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WI DELLS/BARABOO ATTRACTION



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Baraboo

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ryanm@savingcranes.org
www.savingcranes.org

WI DELLS/BARABOO ATTRACTION



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WISCONSIN DELLS/BARABOO DMO

DISCOVER REAL BARABOO

BARABOO AREA CHAMBER OF COMMERCE Baraboo

Baraboo features Wisconsin's most popular state park (Devil's Lake), a circus museum located on grounds developed by the Ringling Brothers and a Rockwellian downtown square dotted with specialty shops.

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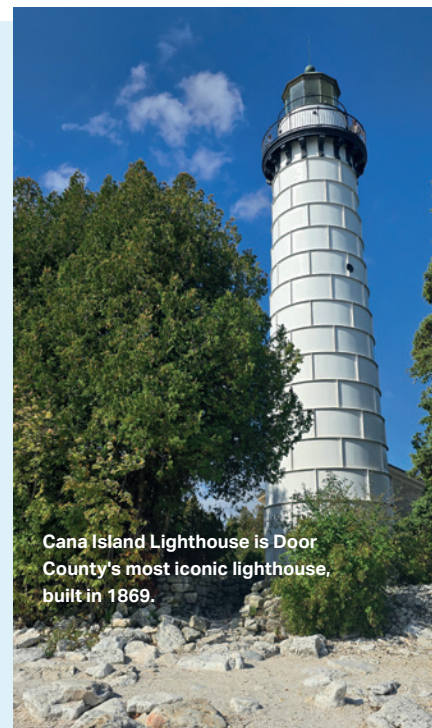
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