

# An 18-Day Circle Tour of Wisconsin

Wisconsin is a freshwater paradise bordered on the east and north by the Great Lakes. To the west lies the Mississippi River. One of Wisconsin's greatest treasures is a climate embracing four seasons; each with distinct pleasures. Spring is a season of rebirth, of whitewater rafting, walleye fishing and early season golf. Summer brings swimming, boating and festivals galore. Fall's crisp air and turning leaves are a welcome change. Winter white brings out the skis and snowmobiles. For young and old, families and friends,

Wisconsin is your destination for fun.



Little Manitou Falls, Douglas County.



Milwaukee Art Museum.

## Day 1 & 2

### O'Hare to Milwaukee, Drive Time 1.5 hours

From Chicago, head north on Interstate 94 to Wisconsin. A two-hour drive along the Lake Michigan shoreline brings you to Milwaukee, Wisconsin's largest city. While Milwaukee is noted for its brewing and manufacturing industries, it will surprise you with its arts, culture and natural beauty. See the magnificent addition to the **Milwaukee Art Museum** designed by Spanish architect Santiago Calatrava. Visit the home of Harley-Davidson motorcycles. Enjoy a cold beer after a tour of the Miller Brewing Company. Dine aboard the Edelweiss as it navigates the Milwaukee River through the city's downtown and out into Lake Michigan for beautiful skyline views of the city. Try your luck at Potawatomi Bingo Casino where the craps, blackjack, roulette, slots and bingo action are king.

**CONTACT:**  
**VISIT Milwaukee**  
648 North Plankinton Ave., Suite 425  
Milwaukee, WI 53203  
00+1-414-273-3950  
visitor@milwaukee.org  
www.visitmilwaukee.org

## Day 3

### Milwaukee to Sheboygan, Drive Time 1 hour

Follow the breathtaking coast of Lake Michigan along Interstate 43 north to Sheboygan, a jewel of a lakeshore

community that offers top-notch water recreation, outstanding cultural venues and exquisite resorts.

**Whistling Straits**, one of the world-class golf courses in the area, played host to the 2004 PGA Championship. Enjoy the professional racing series at Road America or spend the day sportfishing for trout and salmon on Lake Michigan. The nationally acclaimed John Michael Kohler Arts Center, the Stefanie H. Weill Center for the Performing Arts and many outstanding performing groups head a remarkable assortment of quality visual and performing arts. The AAA 5-Diamond American Club Resort Hotel at Kohler, Blue Harbor Resort and Conference Center in Sheboygan and The Osthoff at Elkhart Lake provide exceptional lodging options. The Sheboygan area is full of wonderful vacation opportunities!

**CONTACT:**  
**Sheboygan County Convention and Visitors Bureau**  
712 Riverfront Drive, Suite 101  
Sheboygan, WI 53081-4665  
00+1-920-457-9495  
info@sheboygan.org  
www.sheboygan.org



Whistling Straits, Kohler.

## Day 4 & 5

### Sheboygan to Door County, Drive Time 1.25 hrs

A short drive north on Interstate 43 and Highway 42 takes you through charming communities and stunning views of Lake Michigan to the Door County peninsula, known for its scenic beauty, maritime heritage and renowned performing arts and galleries. In Sturgeon Bay, make a little

## An 18-Day Circle Tour of Wisconsin, continued...



Cana Island Lighthouse, Door County.

time for an informative tour of the area's maritime history at the Door County Maritime Museum. You can also tour two of the county's 10 lighthouses – the **Cana Island Lighthouse** in Baileys Harbor and the Eagle Bluff Lighthouse in Peninsula State Park. A scenic drive along the bayside shoreline might end with a Door County Fish Boil – a tasty ensemble of whitefish, potatoes and onions. Evening entertainment under the stars might include original musicals at American Folklore Theatre, professional summer stock at Peninsula Players or memorable performances by the troupe of Door Shakespeare. Overnight at one of our many pampering resorts or B&B's. After breakfast, enjoy a short ferry ride to Washington Island where you can tour a Norwegian Stavkirke chapel, Sievers School of Fiber Arts, an ostrich farm and more. At noon, ferry back to the Peninsula, lunch, and then back down the Lake Michigan side. Stop at The Ridges Sanctuary for a guided nature walk or explore the sea caves of Cave Point County Park before heading out to the Great Northwoods and Lake Superior.

**CONTACT:**  
**Door County Chamber of Commerce**  
1015 Green Bay Road  
Sturgeon Bay, WI 54235  
00+1-920-743-4456  
info@DoorCounty.com  
www.DoorCounty.com

## Day 6 & 7

### Door County to Wausau Drive Time 3 hrs

A leisurely one-hour drive south to Green Bay and two hours west on Highway 29 brings you to Wausau, a regional hub on the Wisconsin River.

Wausau's, Grand Theater is a jewel of a performing arts center. Originally constructed in 1927, it highlights a ten-square-block downtown historic district. Nearby, the Marathon County Historical Museum displays local history in the elegant Victorian home of former lumber baron Cyrus Yawkey. The city's Leigh Yawkey Woodson Art Museum has garnered a national reputation for its remarkable collection of avian art.

Outside of town, Rib Mountain towers 700 feet above the city. The mountain is home to Granite Peak Ski Area, one of the Midwest's premier downhill ski destinations, as well as the 1,500-acre **Rib Mountain State Park**. Its 60 ft. observation tower affords breathtaking views of the Wisconsin River Valley. Known throughout the world, Whitewater Park in Downtown Wausau hosts national and world cup kayak competitions each summer.

Wausau is also the center for buying and selling ginseng. In fact, Marathon County produces 95% of the nation's crop of this medicinal root so valued in Asia. To learn more, you can visit Hsu's Ginseng Enterprises where you'll find a gift shop loaded with ginseng-related products. You could also take a tour of Wisconsin's largest dairy. The Van Der Geest Dairy is a state-of-the-art



Rib Mountain State Park, Wausau.

facility that can milk 3,000 cows three times a day with only five pairs of hands. This environmentally friendly milking parlor was designed for individual and group tours.

**CONTACT:**  
**Wausau/Central Wisconsin Convention and Visitors Bureau**  
10204 Park Plaza, Suite B  
Rothschild, WI 54474  
00+1-715-355-8788  
info@visitwausau.com  
www.visitwausau.com

## Day 8 & 9

### Wausau to Bayfield, Drive Time 3 hrs

From Wausau, travel north on I39/Highway 51 through the beautiful lake country of northern Wisconsin to Hurley. Take Highway 2 west, then Highway 13 north to **Bayfield**, nestled snugly on the south shore of Lake Superior. The Apostle Islands National Lakeshore is a pristine archipelago of



Bayfield.

twenty-two islands scattered off the Bayfield peninsula. If lighthouse tours and blue-water sailing are your cup of tea, the Apostle Islands will delight you. Explore many recreational opportunities including boat excursions, hiking, sea kayaking, and cycling. Bayfield's hillside orchards and flower and fruit farms are open for picking or buying the freshest produce. Our many art galleries, studios, and boutiques are a welcome indoor adventure. Visit our maritime and heritage museums or take a historic walking tour of the city with a costumed guide. Accommodations include some of Wisconsin's finest B&Bs. Whatever your interests, Bayfield is always in season.

**CONTACT:**  
Bayfield Chamber of Commerce  
42 South Broad Street  
Bayfield, WI 54814  
00+1-715-779-3335  
chamber@bayfield.org  
www.bayfield.org

## Day 10 & 11

**Bayfield to Eau Claire, Drive Time 4.5 hrs or Minneapolis/St. Paul to Eau Claire, Drive Time 1.5 hrs**

Depart Bayfield driving 3 hours south on Highways 63 and 53 into the beautiful Chippewa Valley to complete the Northwoods segment of the journey. If Minneapolis is your international point of entry, you can begin your Circle Wisconsin tour in the Chippewa Valley, anchored by the city of Eau Claire. The Chippewa Valley, gateway to both the great Northwoods and the Mississippi River, is located in the rolling hills and scenic river valleys of West-Central Wisconsin. The area is a perfect combination of woods and water with plenty of historic charm, unique attractions, top-notch entertainment and fine cuisine. Enjoy a few of the state's finest bicycle and cross-country ski trails – the **Red Cedar State Trail**, Chippewa River State Trail, and Old Abe State Trail. Don't forget to stop at the historic Leinenkugel's Brewery for your free tour and some shopping at the Leinie Lodge. For good food and an evening of professional entertainment, enjoy the Fanny Hill Inn and Dinner Theatre. Cross-country skiing and snowmobiling in winter make the Chippewa Valley a true year-round destination. From the Chippewa Valley, you can head north toward Lake Superior or venture south toward La Crosse and the bluffs along the Mississippi River.



Red Cedar State Trail.

**CONTACT:**  
Chippewa Valley Convention and Visitors Bureau  
3625 Gateway Drive, Suite F  
Eau Claire, WI 54701  
00+1-715-831-2345  
info@chippewavalley.net  
www.chippewavalley.net

## Day 12

**Eau Claire to La Crosse Drive Time, 1.5 hrs**

From Eau Claire, continue south on Highway 93 to La Crosse. Begin your day with a River Town Discovery Tour. Sit back and relax as your tour guide details the homes of lumber barons, early entrepreneurs and more. Stop atop Granddad Bluff to enjoy a scenic vista overlooking three states - Wisconsin, Minnesota and Iowa. Enjoy a guided tour of the Hixon House, the Victorian home of lumber Baron Gideon Hixon. No visit to La Crosse is complete without a luncheon cruise on the Mississippi River aboard one of three excursion boats; the Julia Belle Swain, La Crosse Queen and the Island Girl serve sumptuous meals. With any luck you may see one of the Mississippi riverboats like the **American Queen**.



American Queen Riverboat on the Mississippi River, La Crosse.

After lunch, tour the exquisite Chapels of St. Rose. Grab an afternoon snack on a tour of Pleasuring Gourmet Seasoning, or taste the beer-making prowess of the City Brewing Company. Evening plans can include dinner at one of our award-winning restaurants with Broadway-style entertainment or experience the life of early Norwegian immigrants with an Evening at Norskedalen. Shopping for cheese, local products, antiques or souvenirs is easy with just one stop in Historic Downtown La Crosse or Old Towne North.

**CONTACT:**  
La Crosse Area Convention and Visitors Bureau  
410 Veterans Memorial Drive  
La Crosse, WI 54601  
00+1-608-782-2366  
info@explorelacrosse.com  
www.explorelacrosse.com

## Day 13 & 14

**La Crosse to Spring Green, Drive Time 2 hrs**

From La Crosse, follow the bluffs of the Mississippi River south on Highway 35 to Prairie du Chien. There, turn east on Highway 60 following the Wisconsin River to Spring Green. Here you can tour one of Wisconsin's top attractions, the **House on the Rock**. Atop a high rock outcrop that overlooks a sprawling valley, House on the Rock is a stunning complex. The interior of the house is nearly as breathtaking as its exterior and includes the awesome Infinity room, which extends 218 feet above the valley. The attraction complex includes 16 other buildings filled with amazing sights and sounds, including incredible collections of all kinds, music machines, and the world's largest carousel. You'll also find fantastic scenery at the House on the Rock Resort. The natural contours of the valley are ideal for the 18-hole Springs course, designed by legendary golf course architect Robert Trent Jones, Sr. The golf resort features fantastic amenities, including comfortable two-room suites and outstanding contemporary American cuisine at the Grandview Restaurant. After your group takes in all House on the Rock has to offer, there are plenty of sights and sounds to experience in the surrounding



House on the Rock, Spring Green.

communities. Spring Green, Dodgeville, Mineral Point and Mt. Horeb are rich in tradition and ethnic heritage. There are also plenty of attractions in the area including Frank Lloyd Wright's Taliesin, the American Players Theatre and Cave of the Mounds.

**CONTACT:**

**House on the Rock**  
5754 Highway 23  
Spring Green, WI 53533  
00+1-608-935-3639  
information@thehouseontherock.com  
www.thehouseontherock.com

---

## Day 15 & 16

### Spring Green to Madison, Drive Time .75 hrs

An hour's drive east on Highway 14 brings you to Madison, the Wisconsin state capital. The epitome of heartland charm, Madison blends the rural nature of the state with a cosmopolitan richness. Built on an isthmus nestled between two sparkling lakes, downtown Madison offers something for everyone.



State Capitol, Madison.

Linking the majestic **State Capitol** building at the heart of the city to the historic University of Wisconsin-Madison campus, the State Street Mall is famous as the home of eclectic shops, ethnic restaurants and cultural venues. A tour of the Frank Lloyd Wright-inspired **Monona Terrace**® is nearby. Enjoy an afternoon stroll in the conservatory or on the grounds of Olbrich Botanical Gardens, featuring the exotic Thai Pavilion. In the evening, a performance at the world-class Overture Center for the Arts or a show by our vibrant performing arts community is the perfect way to round out your day. In the morning, discover why



Monona Terrace, Madison.

Madison is the perfect starting point for a "hub and spoke" tour. Just a short drive in any direction and you'll find engaging Main Street towns and Old World-style villages. From New Glarus, "America's Little Switzerland," to the Norwegian "Trollway" of Mount Horeb, you'll be transported to another world in just minutes. Savor a taste of the local flavors by touring an area vineyard or brewery, or experience local agriculture with an afternoon on the farm!

**CONTACT:**

**The Greater Madison Convention and Visitors Bureau**  
615 E. Washington Ave.  
Madison, WI 53703  
00+1-608-255-2537  
gmcvb@visitmadison.com  
http://www.visitmadison.com

---

## Day 17 & 18

### Madison to Lake Geneva, Drive Time 1.5 hrs

Traveling southeast on Highway 12, you arrive at Lake Geneva, your final destination on this tour of Wisconsin. Less than 90 minutes from Chicago's O'Hare International Airport, Lake Geneva's beautiful natural surroundings, lively downtown and understated opulence are captivating. But it's the wide variety of activities, first-class resorts and inns, including the Grand Geneva Resort and The Cove of Lake Geneva among numerous other extraordinary resorts, fabulous restaurants and spas that make Lake Geneva a vacation haven. It's an ideal destination for family fun, or the perfect spot for a romantic getaway. Nestled on the northeastern shores of Geneva Lake in southeast Wisconsin, Lake Geneva has been a resort community since just after the

Civil War when wealthy Chicago families began building summer homes here. Known as the "Newport of the West," these elegant, one-of-a-kind historic estates still ring the lake and can be viewed from the water on one of the pristine cruise vessels of **Lake Geneva Cruise Line** or by foot via the scenic 21-mile walking path that circles the lake. Championship golf, boat cruises on the lake, unique shopping, the Yerkes Observatory operated by the University of Chicago and water-sports of all kinds make Lake Geneva one of Wisconsin's most popular summer destinations.

**CONTACT:**

**Lake Geneva Area Convention and Visitors Bureau**  
201 Wrigley Drive  
Lake Geneva, WI 53147  
00+1-262-248-4416  
staff@lakegenewawi.com  
www.lakegenewawi.com



Lady of the Lake, Lake Geneva.

**FOR MORE INFORMATION ABOUT WISCONSIN TRAVEL OPPORTUNITIES, CONTACT:**

**Wisconsin Department of Tourism**  
201 West Washington Avenue  
P.O. Box 8690  
Madison, WI 53707-8690  
Telephone: 00+1-608-266-2161  
URL: <http://www.travelwisconsin.com>  
Fax: 00+1-608-261-8213

**STATE CONTACT:**

**David Scheler**  
International Marketing Coordinator  
Telephone: 00+1-608-261-8187  
dscheler@travelwisconsin.com

**WISCONSIN**  
*Life's So Good*  
**travelwisconsin.com**