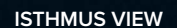


destination madison™

VISITMADISON.COM



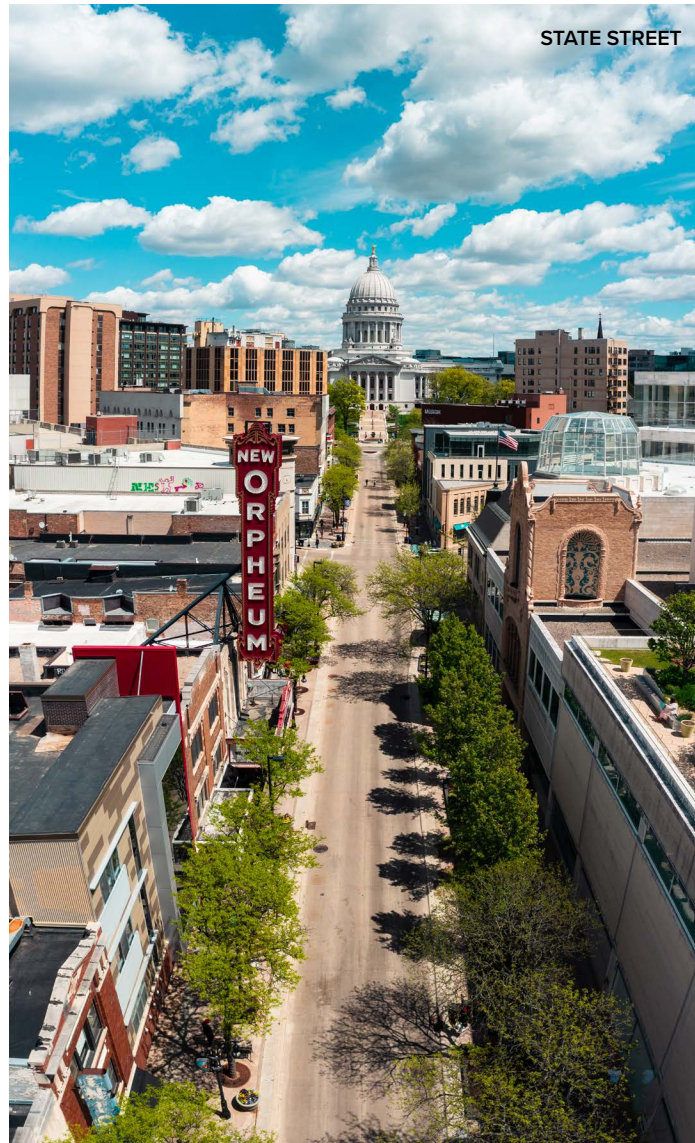
GET INSPIRED!
EXPLORE MADISON 2021





WHAT'S INSIDE

- 4 Madison Fun Facts
- 5 Free Things to Do
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MADISON BUZZ

Word on the street is
Madison's pretty neat.

Ayurveda You Can
Try at Home—Or at a
New Wisconsin Spa
Midwest Living

Things to do in
Madison, Wis.
Washington Post

5 great reasons
beyond football to
visit Madison, Wis.
Chicago Tribune

What is a Travel
Experience:
I went to Madison
Wisconsin to Find Out
ottsworld.com

6 Best Road Trips
From Chicago
Travel + Leisure

The 11 Best Bike
Paths to Explore
in U.S. Cities
Travel + Leisure



EXPERIENCE A CULTURE THAT CAN ONLY BE FOUND IN MADISON.

Essential Madison
Experiences are your
guide to hands-on,
unforgettable adventures.

Look for the Essential
Madison Experience stamp
throughout the guide
highlighting some of these
immersive offerings.

Check out the full list of
tastings, tours and more at
experiencemsn.com.

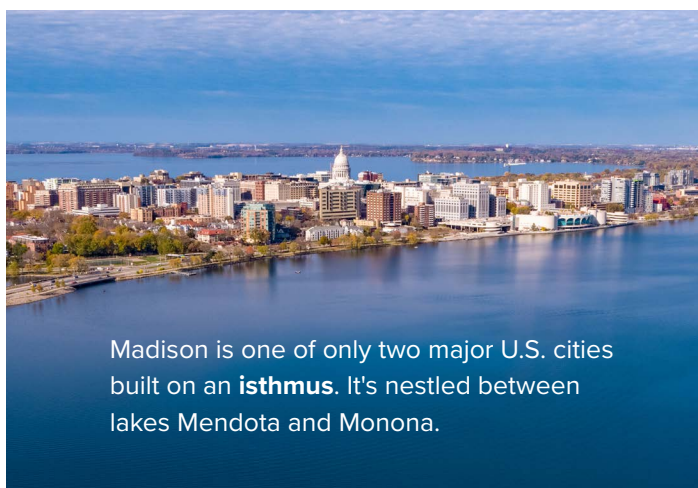


270 PARKS

6,000 acres of parkland and over
200 miles of off-road paths and trails



Thousands of Native American **effigy mounds**, the biggest concentration in the U.S., were built along the shores of Madison's lakes. Today, 23 preserved mounds remain on public land in Dane County



Madison is one of only two major U.S. cities built on an **isthmus**. It's nestled between lakes Mendota and Monona.



13
PUBLIC
BEACHES



Home to the largest
producer-only farmers'
market in the country



Madison's official bird is the **plastic pink flamingo**, an homage to a infamous 1979 prank where students filled Bascom Hill with 1,008 of the birds overnight



11 GOLF COURSES

568,593
POPULATION OF GREATER MADISON

1 of 5
BEST CITIES
ON EARTH
FOR BIKING



16 OFF-LEASH DOG PARKS IN GREATER MADISON



FREE THINGS TO DO

Visit Madison without
breaking the bank? Can do.

1
Olbrich Botanical Gardens

2
Visit the State Capitol

3
View Outdoor Art

4
Memorial Union Terrace

5
Bike the Lake Loop

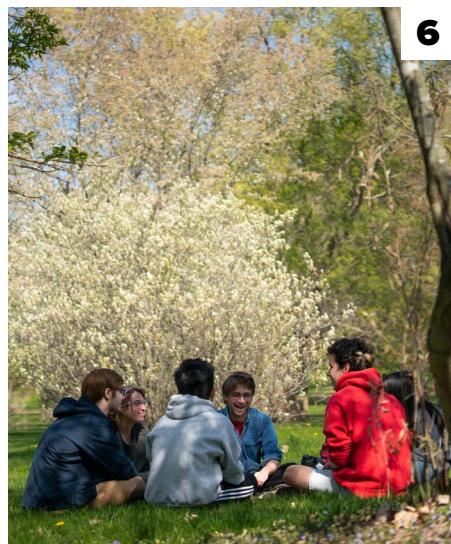
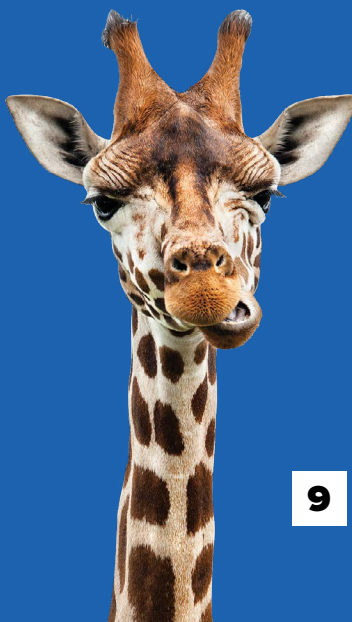
6
UW-Madison Arboretum

7
Chazen Museum of Art

8
Dane County Farmers' Market

9
Henry Vilas Zoo

SEE
THE FULL
LIST





PLAN YOUR VISIT

Bags packed and ready to go? These online tools will help plan your trip.

Accommodation Station

Boutique hotels. Lake views. Close to campus. We have the hotel that's right for you.

Inspire Your Itinerary

We've done the work. You have the fun. Twenty planned itineraries featuring Madison favorites.

Get Here & Get Around

Pro tips for transportation. Must-have maps. Find what you need to make the travel part easy.

Events for Days

Take a look at the calendar. You'll find all kinds of activities. Art, music, food and more. It's all there.

What to Wear

Amazing summers. Picturesque winters. Yeah, we have four seasons. Make sure you're ready.

If You Know You Know

Sign up for our monthly newsletter. Get great offers. See what's happening before it happens.

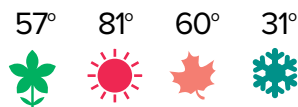
Find a Visitor Center

Don't waste time wondering what to do. Stop by one of our visitor centers. You'll have local knowledge in minutes.

Relocating? Current Madisonian?

Ranked one of the best places to live, we take care of our people. We can help you find rental, real estate and extended stay options.

AVERAGE TEMPS (F)



SHARE YOUR VISIT

Get social with Destination Madison



SIGHTS & SITES

Mural art. Iconic buildings. Food that brings the wow-factor. You're gonna want to snap a few pics for the 'gram.



@laughing.at.clouds



@officetoooutdoorsblog



@brpeterman



@just_midwest_rock



@wisconsinourmande



@artgeckostate/@beafrankart



@foodfightmadison



#hochunkmadison



Innovation, excitement and a collaborative spirit run throughout our community.

Our Destination Champions believe in the economic impact of tourism. With their support, we continue to develop and grow Madison as a convention, leisure and sports destination.

We thank them for their investment in Greater Madison's future and for being partners in tourism.

For info on how you can become a Destination Champion, contact partnership@visitmadison.com.

destination
madison[™]
VISITMADISON.COM

PHOTO: TRAVEL WISCONSIN

DESTINATION CHAMPIONS

— PLATINUM LEVEL —

FOODFIGHT
RESTAURANT GROUP

mgoe
Madison Gas and Electric



NCG
NORTH CENTRAL GROUP

WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

— GOLD LEVEL —

Epic

FPC
live

MAJESTIC **Sylvee**
THE ORPHEUM **HIGH NOON**
THEATRE & MUSIC SALOON

HO-CHUNK GAMING
MADISON

— SILVER LEVEL —

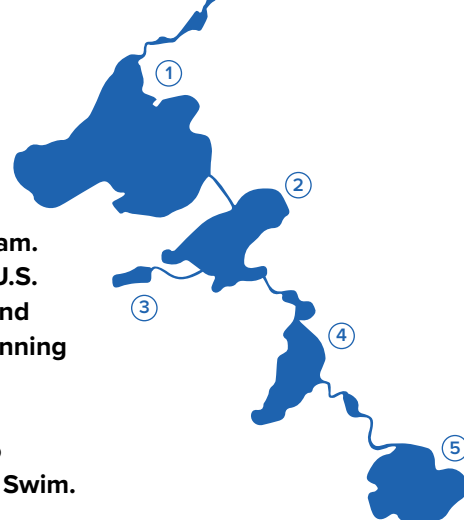
Alliant Energy
American Family Insurance
BMO Harris Bank
East Towne Mall
Great Dane Pub & Brewing Company
Greenway Station Shopping Center
Hilldale Shopping Center
J.H. Findorff & Son Inc.
Overture Center for the Arts
West Towne Mall
Wisconsin Distributors



LAKE CITY LAKE

With a downtown nestled between two large lakes, Madison is a water lover's dream. Dubbed Teejop (Four Lakes) by the Indigineous Ho-Chunk people, it's one of two U.S. cities built on an isthmus. What's that got to do with lakes? Well, an isthmus is a land bridge, meaning it's surrounded by lots and lots of water. Seriously, five lakes, spanning 15,000 acres.

Want to canoe? We've got you. A long weekend of fishing? You'll find all the Wisco classics – including walleye and musky – on the Yahara Watershed chain of lakes. Swim. Kayak. Skip rocks. Sit back and sip a beer with your toes in the sand. It's your call.



KAYAK AT SUNSET/FOCAL FLAME PHOTOGRAPHY

① LAKE MENDOTA

Large and in charge, Mendota embodies lake life. Take in a sunset from Tenney Park. Spend the day with the kids at Memorial Union – sail, eat ice cream, drink a Spotted Cow, fish from the docks. No matter your location, the largest of our lakes is full of good times.



HISTORIC LANDMARK TENNEY PARK LOCK & DAM

PHOTO: FOCAL FLAME PHOTOGRAPHY

INSIDER TIPS

10 Favorite Fishing Spots

Cast a line around the isthmus and beyond.

13 Beaches to Try

Cool off and take a swim at these family-friendly spots.

Cruises, Rentals and Launches

Pontoon cruisin', plus kayak, canoe and SUP rentals, too.



YAHARA RIVER

② LAKE MONONA

Often calmer than Mendota, Lake Monona is a paddler's paradise. Walk along the south shore of Madison for an up-close look at the skyline, which includes Frank Lloyd Wright's iconic Monona Terrace. Or, rent a boat, drop an anchor and soak in the city vibes.

③ LAKE WINGRA

Welcome. To. The. Fun. Zone. Stop by Wingra Boats to rent a canoe, kayak, stand-up paddle board or even a giant, pedal-powered duck (no, that's not a typo). Spring fed and off limits to motorboats, Wingra is perfect for a day of picnics, paddling and park parties.

④ LAKE WAUBESA

When you're home to the state record for yellow bass, you're going to attract anglers. From bluegill to bass, Waubesa serves up great fishing thanks to shallow waters and fish-friendly shorelines. If you're looking to reel in the big one, this is a great place to start.

⑤ LAKE KEGONSA

The southernmost lake in the Yahara Watershed is best known for Lake Kegonsa State Park. Hang on the beach. Hit the water for fantastic fishing. Or, kick back and enjoy the rural, relaxing setting. Wonderful for anyone who wants the best of both worlds – rest and recreation.



LAKE MONONA





BIKE CAPITAL

More than 200 miles of dedicated bike paths. Citywide bike rentals. Premier mountain bike trails. We check those boxes like we check our tire pressure – always. When you're consistently named one of the nation's top cities for cyclists, access to great riding comes standard.



YAHARA RIVER BIKE PATH

CITY CYCLING – HOW IT'S MEANT TO BE

See the city from all angles on the 12-mile Lake Loop, our most famous path that wraps around Lake Monona and offers dozens of Instagram-worthy views, with plenty of places to stop for a bite and brew. Prefer a quick tour? Hop on a rental bike at one of our many BCycle stations located around town.

If you prefer the open road, no problem. Head out of town and you'll quickly find yourself on quiet, rolling country roads. You'll run out of pedal power before you run out of new routes. And if you need recommendations, our local bike shops are better than Google.

MOUNT MADISON

Miles of dedicated, premier mountain bike trails encircle the Madison area. Stay in the city and hit Quarry Ridge – a well-maintained single track that's fun for everyone. Or, take a quick drive to hot spots like Blue Mound State Park and CamRock County Park, both of which offer challenging, flowing trails.

BIKE WITH KINDNESS

TRAIL ETIQUETTE: TIPS FOR YOUR TRIP

Yield to walkers.

Because crashing isn't fun for anyone.

On your left! Give other cyclists and people on the path/trail a verbal head's up that you're passing. And do so on the left.

Go with the flow.

When riding on the road, ride with traffic. It's safer for everyone.

Mirror. Signal. Head check. Obey all traffic laws. Madisonians are aware of cyclists, but that doesn't mean it's a free-for-all.

The need for (controlled) speed. Bikes are fast. Slow down when passing or approaching others. Always stay in control. It may feel like the Tour de France. It's not.



LOWER YAHARA RIVER TRAIL



CAMROCK COUNTY PARK

INSIDER
TIPS

Top 10 Biking Trails
Tried and true paths
full of adventure.

1. Lake Monona Loop
2. UW-Madison Arboretum Loop
3. UW Lakeshore Path
4. Quarry Ridge Trail
5. Military Ridge State Trail
6. Capital City State Trail
7. Badger State Trail
8. Taliesin Loop
9. IRONMAN® 70.3 Route
10. Pheasant Branch Conservancy Loop

Biking 101

Where to rent, purchase or repair your bike.

Area Bike Maps

[Madison Bike Map](#)
[Fitchburg Bike Map](#)
[Middleton Trail Map](#)
[Sun Prairie Bike Map](#)
[Verona Biking Info](#)



ZEN BY NATURE

In Madison, we live to get outside. With over 270 parks throughout the city, we're fanatical about fresh air, frisbees and flowers. Our playgrounds will appease kids of all ages and abilities, while our trails and gardens will have you feeling light years from the city. Green space is a gift and you'll find something to enjoy year round.

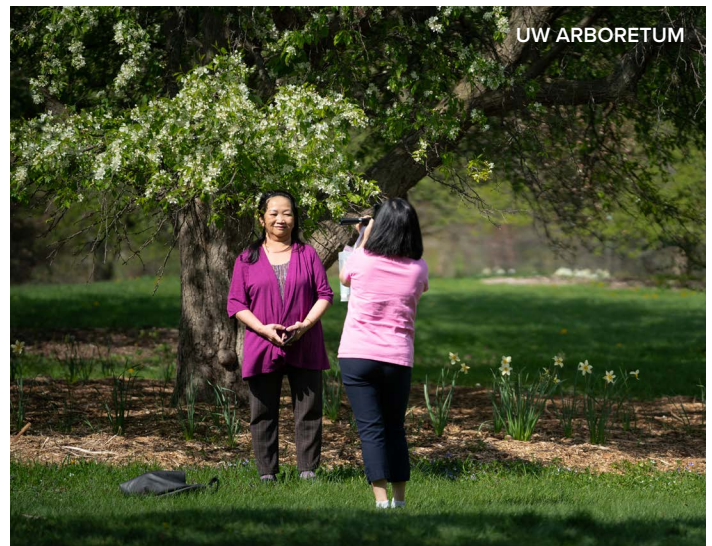


RELAX LAKE SIDE/FOCAL FLAME PHOTOGRAPHY

PARKS FOR EVERY SEASON

Fun fact: If you can't reach a park in five minutes, you may not be in Madison any more. With nearly 300 parks, and the 1,200 acre UW-Madison Arboretum, there's an outdoor wonderland inside city limits.

In the summer, head to James Madison Park or Warner Park to enjoy Lake Mendota, green space and playgrounds. Looking to get out after a fresh snow fall? Sledding doesn't get much better than at Hiestand Park on the east side. If you have a furry friend, we're here for ya. Check out Sycamore Park's Dog Park or one of the many others, including Capital Springs Dog Exercise Area near Lake Waubesa. Most of Madison's off-leash dog parks offer one-day licenses – as long as you and your pup promise to have fun!



UW ARBORETUM

PHOTO: FOCAL FLAME PHOTOGRAPHY

WALK THE WALK. HIKE THE HIKE.

If you're in the city, walking paths are as abundant as coffee shops and craft breweries. Pick up the Capital City State Trail throughout downtown or as far out as Fitchburg. With 17 miles you'll have plenty of territory to cover.

Need more adventure? That's cool, too. Multiple segments of the Ice Age Trail are accessible in surrounding communities and nearby county parks, including Indian Lake and Donald county parks. All offer great day hikes, are pet friendly and promise variety.



BEAUTIFUL, WORLD-CLASS GARDENS

Tranquility. Inspiration. Peace. Head to one of our famous botanical gardens for a quick escape. Olbrich Botanical Gardens offers 16 acres of outdoor gardens along with its tropical indoor conservatory. If you're near UW, head to Allen Centennial Garden – always free and always enjoyable.



Dog-Friendly Outdoor Adventures

Dog parks, swimming spots and trails to try with your pup.

6 Accessible Outdoor Spots

Playgrounds, trails, parks and more.

Meditation Spots

Breathe in, breathe out, and be still here.

Next Level Relaxation

Rather be at the spa? Here are a few to try.

Explore Our Parks & Beaches

Picnics and sunset-watching. Spots to stretch your legs or lounge around.

Off the Beaten Path Try one of these trails less traveled

1. Lower Yahara River Trail
2. Sugar River State Trail
3. Cherokee Marsh North Loop
4. Edgewood College Nature Trail
5. Indian Lake County Park Loop
6. Welsh Hills Trail at Taliesin



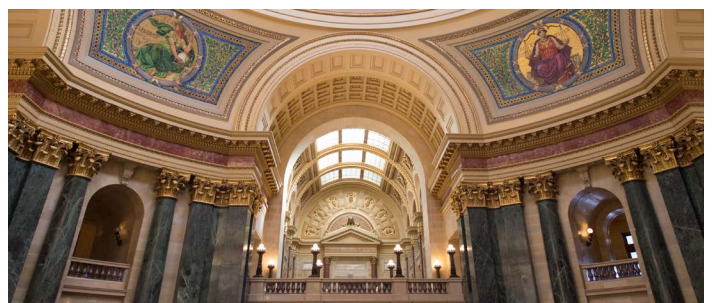
ROOTED IN TRADITION

Known for progressive sensibilities and always looking to move forward, Madison has a rich history. From Native Americans who first settled on the isthmus around 300 CE to becoming Wisconsin's capital, Madison has a varied past anchored in politics, societal advancements and a commitment to new and diverse thoughts and ideas.



AWE-INSPIRING STATE CAPITOL

Planted in the city center, our State Capitol building reaches over 200 feet and is the only granite dome in the U.S. Inside, take a free guided tour or walk the halls freely. Be sure to look up – where you'll see the elegant, detailed "Resources of Wisconsin" mural spanning the rotunda ceiling.



INSIDER TIPS

Appreciation for Effigy Mounds

Learn about these sacred spaces created by the Ho-Chunk people.

Summer Walking Tours

Keep an eye on architecture with Madison Trust for Historic Preservation tours.

Colleges and Universities

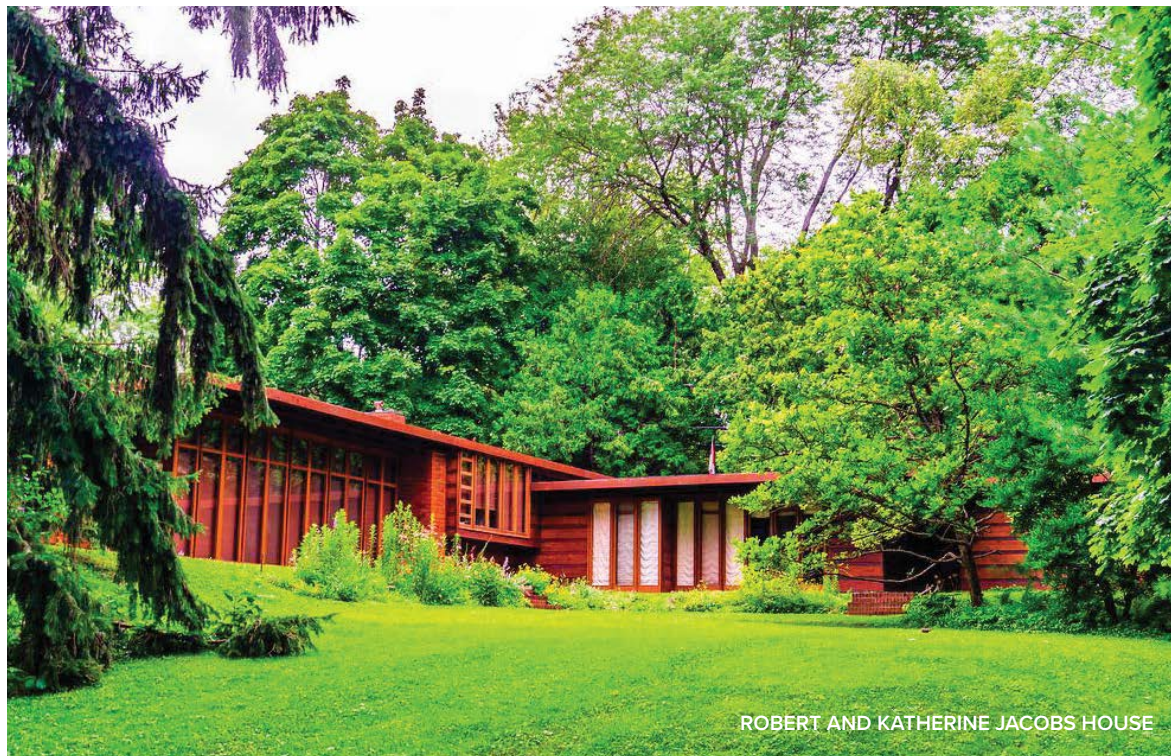
Tour our stunning campuses and see why our university and colleges are widely-known and loved.

DID YOU KNOW?

Wisconsin's Frank Lloyd Wright Trail runs from Racine to Richland Center, with stops in Madison at Monona Terrace and the First Unitarian Society Meeting House. [Plan your route.](#)

The City of Madison is named after James Madison, the fourth U.S. President. Many downtown streets are named for those who helped draft and sign the U.S. Constitution.

Earth Day was founded in Madison in 1970.



ROBERT AND KATHERINE JACOBS HOUSE

FRANK LLOYD WRIGHT – ALWAYS IN SIGHT

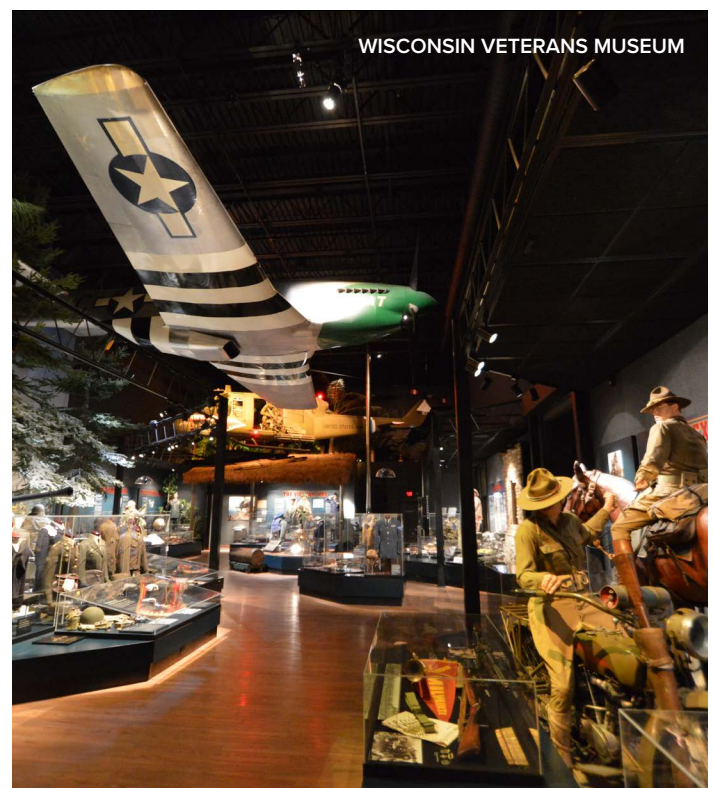
The legendary architect left a mark on Madison. Most notable is the Monona Terrace, which overlooks Lake Monona and anchors the skyline. Additionally, the “Airplane House”, John Pew House, Robert and Katherine Jacobs House and Robert Lamp House are all historical landmarks worthy of seeing.

EFFIGY MOUNDS ABOUND

Native Americans, including the Ho-Chunk people, built hundreds of effigy mounds along the shores of Madison's lakes. Today, 23 mound sites remain in Dane County, showcasing the inspiring earthworks that can take the shape of animals or other symbols. Bear Mound Park is an easy trip from downtown to experience one of the mounds.

MUSEUMS APLENTY

If you want to take a deep dive into Madison's history, we've got you covered. Visit the Wisconsin Veterans Museum for thought-provoking, compelling stories featuring military veterans from Wisconsin. Or, head to the Wisconsin Historical Museum for four stories of exhibits that range from prehistoric times to Madison's significant role in politics. [Explore Madison's museums.](#)



WISCONSIN VETERANS MUSEUM



ARTS & CULTURE

The uninhibited expression of art thrives throughout Madison. It's not art **IN** the city. It's **PART** of the city. Museums. Theaters. Performing arts. You bet. Take a stroll and you'll find art everywhere – from murals throughout Madison to public art along the paths and everywhere in-between.



MADISON CHILDREN'S MUSEUM

KID FUN FOUND HERE

The Madison Children's Museum beautifully blends play and learning. From Possible-opolis to the Trashlab and Wonderground, you'll have as much fun as your kids experiencing interactive exhibits. Great for all ages. And, you can grab lunch and snacks right at the museum.

AN ARRAY OF ARTS, UNDER ONE ROOF

Broadway performances, the International Festival and national comedy acts are just some of the nearly 700,000 experiences offered at Overture Center for the Arts each year. Designed by César Pelli, the cultural hub was constructed around the original 1928 Capitol Theater and is a work of art in itself.

SMART ART

Take a day and dive deep into world-class art at the Chazen Museum of Art and the Madison Museum of Contemporary Art (MMoCA). Chazen, located on the UW campus, offers the second largest collection of art in Wisconsin. MMoCA is an experience you won't forget, with rotating exhibits housed inside a building that itself is a piece of art.

QUALITY THEATER. UP CLOSE.

Head just out of town to take in a meal, drinks and a play at Fireside Dinner Theatre. Or, head to American Players Theatre, where you can enjoy outdoor, professional productions. [Find a show and get tickets.](#)

ENJOY THE UNEXPECTED

If you didn't know you needed the National Mustard Museum in your life, you know now. Explore more than 6,000 mustards, grab some merch and leave with a great story to share. Did we mention it's free? Because, really, who charges for extra mustard?



NATIONAL MUSTARD MUSEUM



Ten resident companies like Forward Theater, Madison Ballet and Wisconsin Chamber Orchestra call Overture home, and showcase their work across seven performance spaces and four galleries.

So whether you're into theater, dance, discovering local artists or beautiful works of art, you're bound to find it here.

INSIDER
TIPS**Public Art on the
Lake Monona Loop**

Our most popular bike path is filled with art for all to enjoy.

Art Galleries

Featuring local makers and fine art from around the world.

Art Fair on the Square

Works from nearly 500 artists line the Square at one of the Midwest's largest art fairs.

Keep Your Eyes Peeled!

Madison's mural and street art scene is growing. Works by local artists add charm, character and beauty to unassuming streets, walls and corridors. Snap a photo and enjoy.

DID
YOU
KNOW?**Youth Arts Center
Coming Soon**

Opening in fall, Madison Youth Arts Center will be a new home for young artists and musicians to both practice and perform. Anchored by Children's Theater of Madison and Madison Youth Choirs, MyArts will be an inclusive place for discovery and collaboration among many youth arts groups.



INSIDER
TIPS

Upcoming Concerts
& Live Music

Add these events to
your itinerary.

Browse Bars
& Nightlife

The fun doesn't stop
when the sun goes
down.

DID
YOU
KNOW?

Madison was the only
show Otis Redding
ever missed. His plane
tragically crashed into
Lake Monona in 1967.
Visit his memorial
plaque on Monona
Terrace's rooftop
garden.

In 1977, **Elvis Presley**
broke up a street fight
in Madison with a
classic karate stance.

Nirvana recorded
its groundbreaking
album "Nevermind" in
Madison in 1991.

The band Garbage
got its start in Madison
in 1993.



MADTOWN MUSIC

From legendary blues acts jamming at The Nitty Gritty in the '70s to internationally renowned classical musicians playing for thousands in front of the State Capitol, every style of music finds its groove in Madison. Hit up one of our popular theaters or catch a free show outside during the summer.

TASTE OF MADISON



BIG VENUES. BIG NAMES.

Whether you're catching Metallica or the Foo Fighters at the Kohl Center or vibing to a national act like The Doobie Brothers or Darius Rucker outside at Breese Stevens Field, you'll regularly find some of the hottest acts playing in Madison.

FESTIVALS, FREE SHOWS AND FUN

Live on King Street. Jazz at Five. Concerts on the Square. Opera in the Park. Yeah, we love music and good weather. Neighborhood festivals bring the funk and bring people together. And over 100 pop-up performances at Make Music Madison leave the city's spirit singing.

LIVE MUSIC. LEGENDARY THEATERS.

The Majestic Theater is Madison's oldest. The Orpheum Theater on State Street captures acoustics wonderfully. And The Sylvee lets you get up close with national and local acts year-round. Each is unique. Each is awesome. And each will leave you with great memories and good tunes.

LUNCHTIME LIVE





FOODIE PARADISE

More than a necessity for life, food is a vital part of Madison's personality. From food carts to fine dining, the scene here is robust, conscientious and diverse. Our menus – and the chefs who make them—are sophisticated, yet down-to-earth. Nearby farms grow fresh ingredients that are used to create seasonal dishes for all to enjoy. Grab a fork and dig in.



AWARD WINNING CHEFS

EAT GLOBALLY, LOCALLY

More than just dairy, you can taste your way around the world, right here. To start, there's Ethiopian Dorowot with a side of injera (flatbread), Russian pelmeni with the works, Nepali fare with vegetarian options, Laotian curry with tons of flavor and spice, and plenty of fresh-made Italian pasta. There's Salvadoran sweet pupusas. Authentic tacos and tamales, French crepes and tartines, Turkish sausage, Korean bibimbap, and so much more. Where to try? Three sure bets to find a variety of fare are South Park Street, Williamson Street and State Street. But keep your eyes peeled – there's delicious global food around every corner. And, if you'd like to take home something special, there's over 20 international grocery stores in the area, too.

ADD THESE LOCAL FAVORITES TO YOUR MUST-TRY LIST

- | | |
|--------------------------|-------------------------------|
| 1. Friday Night Fish Fry | 6. Brandy Old Fashioned |
| 2. Cheese Curds | 7. Greenbush Donut |
| 3. Mac n Cheese Pizza | 8. Hot and Spicy Cheese Bread |
| 4. Craft Beer | 9. Farm Fresh Ice Cream |
| 5. Food Cart Lunch | 10. Farmers' Market Produce |





DAIRY DISCOVERY

Fresh and squeaky curds at the market. Fried, gooey goodness paired with a cold beer. Artisan samples on a charcuterie board. It's no secret; we like our cheese. Beyond that, there's fresh ice cream, custard and milkshakes. Want the ultimate dairy experience? Tour a [local creamery](#) to see how it's done, or try a cheese tasting or pairing.

COLLABORATION, INNOVATION AND COMMUNITY

Our vibrant restaurant industry is made up of independently owned gems. And as a collaborative culinary community, they work together to bring change. Restaurant groups like [Madison Originals](#), [Food Fight](#) and [Deja Food Restaurant Group](#) provide meals and gifts for community events. And area chefs come together as [Culinary Ladies Collective](#) and [Madison Area Chefs' Network](#), which support the community through education, fundraising and special events. Most recently, [Cook it Forward](#) formed in 2020 to donate meals to those in need, keep restaurant employees working and support local farms and producers.

INSIDER TIPS

Cheese Curd Crawl

Seven spots to get your fried fix.

Food Events & Tours

Artisan cheese, breweries, wineries, and distilleries to tour, taste and enjoy.

How to Supper Club

Old Fashioneds, wedge salads, giant steaks and warm hospitality make this Wisconsin tradition.

5 Reasons to Try Madison's Craft Beverages

Women-made, family traditions, and stories that will have you craving a craft bev.

Explore Our Restaurants

What'll you have? Fish fry, farm-to-table? Kid-friendly or veggie forward? You'll find it here.

DID YOU KNOW?

In addition to focusing on using local, fresh, and seasonal ingredients whenever possible, area chefs have received 28 James Beard Award nominations/awards over the last couple of decades.

CRAFT BEVERAGE CAPITAL

Scenic wineries, urban distilleries, bourbon farms and craft brews galore. Plus cider, mead, meerts and kombucha, too. Love craft culture? You'll find it on tap in Madison. Each spirit has a story to tell, and so do the folks who make them. Order a flight, book a tour or tasting, and sip your way across the city.





FRESH & AL FRESCO EATS

Patios, rooftops, picnics and waterside eats. Does food just taste better eaten al fresco? Peruse America's largest producer-only farmers' market or grab a meal outside at a streater. Madison's got plenty of spaces to savor every minute of summer (but we'll dine outside in the snow, too).



PINCKNEY STREATERY

STREATERIES AND PATIOS

Restaurants' tables and chairs spill out onto streets, sidewalks and parking lots, providing more outdoor seating than ever before. These unique areas – some squished between buildings, others adorned with art and fresh herbs – are scattered throughout the city. Browse the [outdoor dining guide](#) for current offerings.

INSIDER TIPS

Find a Farmers' Market

Peak produce season means you can shop the market every day of the week.

Breweries with Great Outdoor Spaces

Seven spots to pair a cold beer with fresh air.

Rooftop Restaurants with a View

Hidden gems, fancy views and playful patios to try.

6 Picnic Spots

Order eats from a local favorite, spread out a blanket and enjoy.



PACK A PICNIC

Where not to picnic? Take your pick from over 270 parks calling your name. Miles of shoreline, and skyline views. Grab take-out from a nearby restaurant or fill your basket with Wisco-made products from a specialty shop. A few spots to try: Beneath towering trees at Orton Park, along Lake Monona at Yahara Place Park, around a fire at historic Hoyt Park, or even on the water, picnicking by kayak or boat.

FARMERS' MARKET

Each Saturday morning our beloved Dane County Farmers' Market circles the Capitol Square and draws hundreds downtown to shop. You'll find flowers, honey, cheese, fresh bread and pastries, and every vegetable you could imagine — all from local producers. Friendly farmers are up for a chat, to answer questions, or provide advice on how to use their products.



LIBRARY MALL



FOOD CART FUN

Empanadas, giant spring rolls, freshly squeezed juice, tacos, falafel and bulgogi. Just a few of the to-go dishes you can try from our food carts. Find them downtown, circling the Capitol Square and UW's Library Mall during weekday lunch hours. Carts can also be found popping up at special events, parks and festivals, too.



ALL THINGS SPORTS

If you love college sports, professional soccer that has you feeling like you're in the UK, and summer baseball, you've found your city. The Badgers bring top-tier Division I sports to your doorstep, while our soccer team is known for creating one of the best atmospheres in town.

SUMMER BALL, SOCCER & GOOD TIMES

The Madison Mallards, part of the Northwoods League, regularly set attendance records thanks to outstanding baseball, tasty beer and some of the best ballpark food around – not to mention the laidback, friendly setting. Forward Madison FC delivers pro soccer and a following that rivals European clubs. If that's not enough – their mascot is a flamingo, so there.



MADISON MALLARDS



WISCONSIN FOOTBALL

BUCKY BALL CAN'T BE BEAT

It's hard to miss University of Wisconsin sports when you're in town. Our dear friend Bucky is everywhere. Visit Camp Randall for a Big Ten football game this fall, or catch our national championship volleyball and hockey teams in the winter. Either way, you'll get the best collegiate competition and venues that live up to the hype.

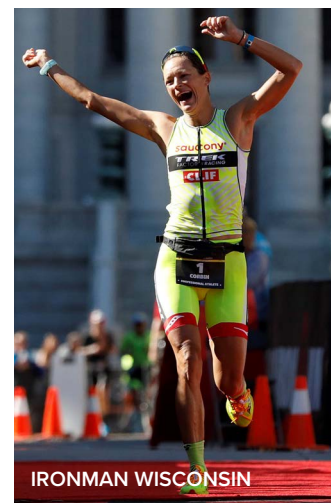
LESS TRADITIONAL — JUST AS COOL

Oh, you're into log rolling and roller derby? Weird. Us, too. Stop by Lake Wingra to watch the log rollers in action or catch the Madison Roller Derby league at the Alliant Energy Center.

WORLD CLASS COMPETITION IN MADISON'S BACKYARD

Each year, the fittest athletes on earth are crowned right here in Madison. The CrossFit Games have called Madison home since 2017 and are back for more competitive fitness July 27 – August 1.

What is 140.6 miles long, has thousands of fans and an epic finish off the Capitol Square? The one and only IRONMAN Wisconsin. Cheer on the full and half IRONMAN participants on September 12.



IRONMAN WISCONSIN

EVENTS SUPPORTED BY



PHOTOS LEFT TO RIGHT: MALLARDS BASEBALL, FOCAL FLAME PHOTOGRAPHY, IRONMAN. OPPOSITE PAGE: FORWARD MADISON



INSIDER TIPS

Get Golfing

Affordable, accessible and award-winning courses.

Upcoming Sporting Events

Get tickets to see Forward soccer, Mallards baseball, Madison Capitols hockey, Wisconsin Badgers and more.

Iconic Adventure: Disc Golf at Elver Park

The sprawling course at Madison's largest park is a must-do.

Explore All Recreation

Rock climbing, bowling, skiing, camping and more.

FORWARD MADISON

DISCOVER DOWNTOWN

Vibrant and unexpected. Where tradition meets innovation. Bucky the Badger and bucking the trends. Downtown Madison is a complex and wonderful part of our community. Always evolving and never boring. Set on an isthmus between two scenic lakes, and centered around the Wisconsin State Capitol, there is always something new to explore.



STAY IN STYLE

From rooftop views to campus cool, there's a place for you. With nearly 20 hotels and B&Bs to choose from, find your perfect fit for a solo trip or family vacation. Best part? Everything is near the action. And you'll find a warm welcome no matter where you stay.

SHOPS GALORE

Look no further than downtown Madison for the perfect gift, souvenir or treat. Discover boutiques filled with books, art and locally-made products to bring home. Products to build the perfect charcuterie board? We've got you covered. In the market for a new outfit or accessories? We've got that, too.

WALK THE WALK

Walking is one of the best ways to get around downtown. In fact, we're a gold level walk-friendly community. Stroll from Mendota to Monona in minutes, and from Capitol to campus without breaking a sweat. With so many great places — from shops to dining to entertainment — lace up your shoes and explore.

BARS & NIGHTLIFE

You name it, Madison's got it. Craft cocktails on the Capitol Square. And throwing darts in the college bars. Have it both ways downtown. Plus, lots of live music and comedy shows pair perfectly with your choice of wine, beer, mocktails or cocktails.





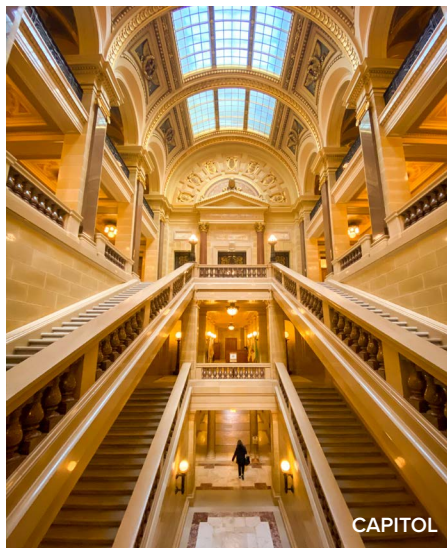
ICONIC ATTRACTIONS

Catch the breeze along the lakes. Stroll down State Street. Wander the halls of the Capitol. Pop into a few museums. No matter which path you choose, downtown Madison offers foodie and cultural experiences galore.

EVENTS ACROSS THE ISTHMUS

When downtown is on an isthmus, you get creative. Using the State Capitol lawn as an amphitheater? Yep, that's us. Turning a frozen lake into a vast winter playground? That's us, too. Big or small, sun or snow, Madison has downtown events every night, every week, every month, all year. [Find an event.](#)

PHOTO: OVJ PHOTOGRAPHY.



Discover Downtown Madison

Upcoming events, itinerary ideas, FAQs and advice for navigating those one-way streets.

NEAT NEIGHBORHOODS

New York has its boroughs. We have our neighborhoods. And each is distinct, all while capturing the personality of Madison. Want a laidback vibe? Head to Willy Street or Atwood. More urban? Roll over to Capitol East or Monroe Street.



WILLY STREET

Known for its creativity and free-flowing style, Willy Street is walkable, friendly and chill. You'll find a range of offerings, from longstanding shops to some of the best restaurants around – and all with zero pretentiousness.



MONROE STREET

Like that slightly sophisticated and cool friend, Monroe Street effortlessly connects UW with the city. Pop down to Camp Randall for a game or enjoy dinner on a sidewalk patio before hitting local shops.

CAPITOL EAST

Up and coming, the corridor running from the State Capitol down East Washington is fresh and young. Concerts at The Sylvee. Pro soccer at Breese Stevens Field. Stay at one of the boutique spots to live in the action.

ATWOOD

Restaurants, live music, coffee shops and classic bars make Atwood one of the most established neighborhoods in Madison. Get a coffee. Eat some tacos. And head to a local park or the lake. You won't run out of options.

TOUR THE TOWN

If you're not sure what's right for you, hop in your car or start walking. South Madison and Park Street deliver wonderful authentic foods, while the Greenbush and Vilas Neighborhoods highlight some of our best green spaces, including our free zoo and UW Arboretum. Stay close to nature on the North Side with spacious Warner Park, a fabulous Sunday farmers' market and beautiful Cherokee Marsh. Want to keep it quirky? East Johnson's eclectic shops are fun to browse, and their coffee and cocktails will wow.





INSIDER TIPS

Explore All Shops and Boutiques

Browse our shops and bring a piece of Madison home with you.

Explore Unique Neighborhoods by Bike

Pedal around these four areas to get a taste of the neighborhood.

MADISON RANKS

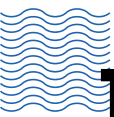
The 10 Best Places to Retire in America Money

Best Places for Outdoor Enthusiasts to Live and Work SmartAsset

Happiest Cities in America wallethub.com

Cities With the Best Work-Life Balance SmartAsset

Top 100 Best Places to Live Livability



IN OUR BACKYARD

There's more to explore beyond city boundaries. Pop over to one of the many communities located just minutes from Madison. Take a walk down main street. Peruse local boutiques. Get out on the trails, discover a new park, and take in the different landscapes that make the greater Madison area so special.

CAMBRIDGE

Nestled among farm fields in beautiful south-central Wisconsin lies Cambridge – the lakeside village where the arts thrive. Full of charm and natural beauty with wonderful outdoor adventures, fire-fueled events, quaint specialty shops, cozy coffee spots, art studios and antiques.

visitcambridgewi.com

COTTAGE GROVE

The great outdoors meets with small town Wisconsin in the village of Cottage Grove. Golf a round at the beautiful Door Creek Golf Course or bike the 52-mile Glacial Drumlin Trail to get a glimpse of how the glaciers changed the landscape. Then rest and refuel with some farm-fresh food.

vi.cottagegrove.wi.gov

MONONA

Boats and bikes outnumber cars in this picturesque city located along the southeastern shore of Lake Monona. Take it slow in Monona with time spent in nature – either on the lake, biking the Capital City Trail, dining waterside, or relaxing in one of the many parks.

mymonona.com

STOUGHTON

A charming downtown, filled with small, family-owned shops, cafes and restaurants makes up the heart of Stoughton. A community known for its Norwegian heritage, the Syttende Mai Festival and Norwegian Heritage Museums are popular among visitors and locals, as are performances at the beautiful Stoughton Opera House.

visitsoughton.com

SUN PRAIRIE

One of the fastest growing communities in Wisconsin, Sun Prairie is building a diverse, sustainable and strong community with a high quality of life. And they know how to have fun, too. Their Groundhog Day celebration and Sweet Corn Festival are known across the country.

visitsunprairie.com



DAWLEY CONSERVANCY, FITCHBURG

FITCHBURG

Bike the 'Burg and connect with some of Wisconsin's best bike trails. Fitchburg, centrally located to many south-central Wisconsin attractions, is the place to experience both urban and rural values. Plus, there are plenty of local restaurants and boutiques to browse, too.

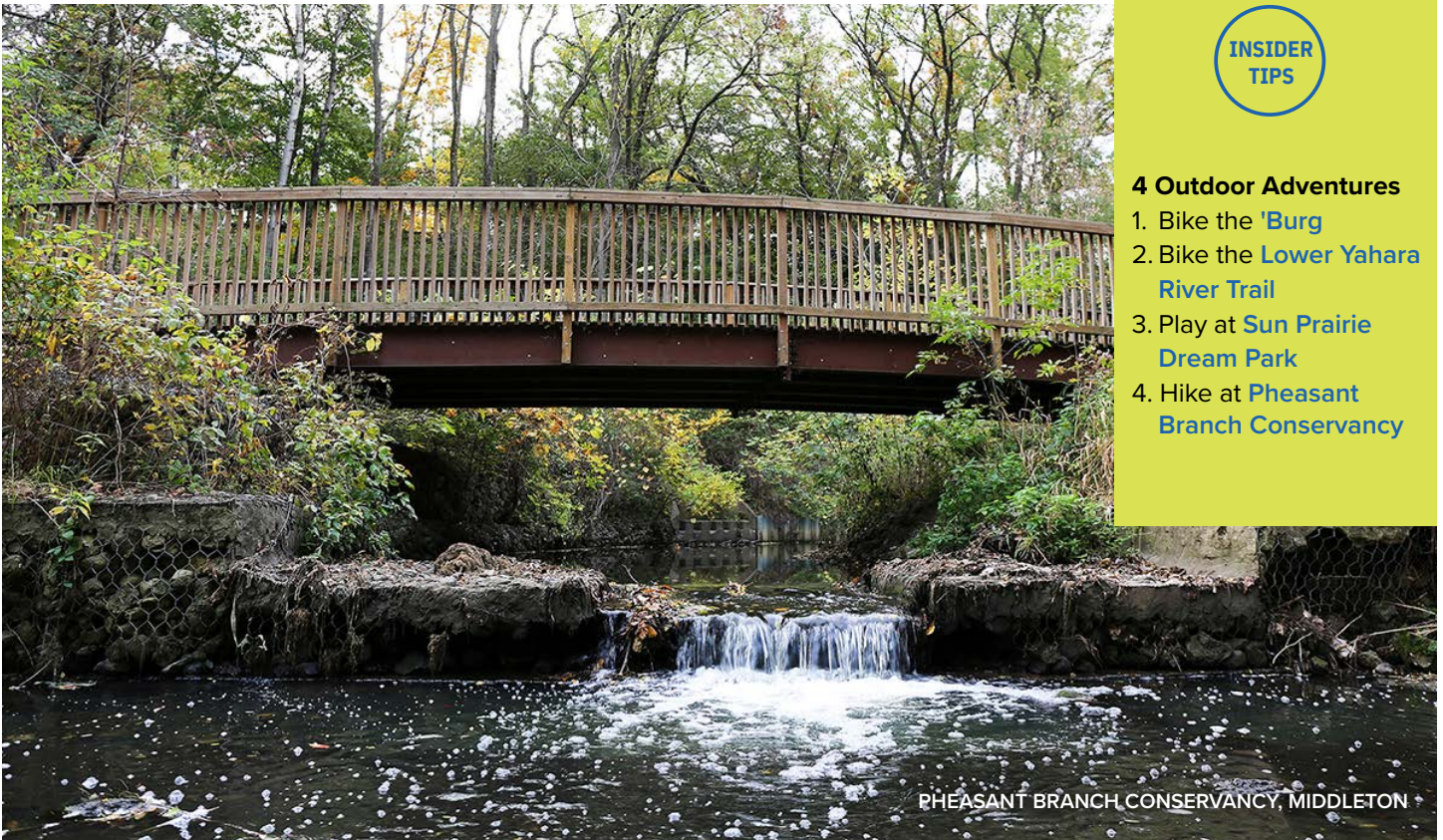
visitfitchburg.com

MIDDLETON

With Pheasant Branch Conservancy to the north, Pleasant View Golf Course to the west, Lake Mendota to the east, and bordering the city of Madison, Middleton has something to offer every traveler. The 'Good Neighbor City' also boasts more than 70 dining and 60 shopping spots, plus eight hotels to rest your head.

visitmiddleton.com

- 4 Outdoor Adventures**
1. Bike the 'Burg
 2. Bike the Lower Yahara River Trail
 3. Play at Sun Prairie Dream Park
 4. Hike at Pheasant Branch Conservancy



PHEASANT BRANCH CONSERVANCY, MIDDLETON

VERONA

Best known for the Ice Age National Scenic Trail, University Ridge Golf Course and Wisconsin Brewing Company, Verona is the ideal jump off point for your weekend getaway. It's got the perfect combination of outdoor recreation, plus access to the area's finest breweries, wineries and shopping destinations.

visitveronawi.com

WAUNAKEE

Just north of Madison, you'll find the "Only Waunakee in the World." It's a small town with a big heart and warm hospitality. In 2021, join in celebrating their 150th anniversary, a year of special events, activities, promotions and community festivals.

waunakeechamber.com



CAMROCK COUNTY PARK, CAMBRIDGE



EXPLORE GREATER MADISON

NAVIGATION

- [Greater Madison Map](#)
- [Downtown Madison Map](#)
- [Wisconsin State Highway Map](#)

PARKING

- [Garages & Lots](#)
- [Accessibility](#)

BIKE MAPS

- [Low Stress Bike Route Finder](#)
- [Family Fun Biking Map — Madison](#)
- [Family Fun Biking Map — Fitchburg](#)
- [Greater Madison Mountain Biking](#)
- [Madison Bike Map](#)
- [Fitchburg Bike Map](#)
- [Middleton Trail Map](#)
- [Sun Prairie Bike Map](#)
- [Verona Biking Information](#)
- [B-Cycle Station Map](#)

LAKE MAPS

- [Yahara Waterways Water Trail Guide](#)
- [Beach Map](#)
- [Boat Launches](#)

PARK MAPS

- [Madison Parks](#)
- [Dane County Parks](#)
- [Wisconsin State Parks](#)

Greater Madison Map
Downtown Madison Map
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Madison Parks
Dane County Parks
Wisconsin State Parks

DEALS & DISCOUNTS

We scoured the city looking for ways to save you money during your stay, and it's all **just a click away!**

DEALS & DISCOUNTS

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DAY TRIPPIN'

Extend your time in Wisconsin with a day trip to a nearby destination. The area surrounding Dane County is full of easy day trips that won't break the bank – and no luggage required. Hop in a car, and get ready to explore.



DEVIL'S LAKE STATE PARK

BARABOO

A Rockwellian downtown square, breathtaking sights at Devil's Lake State Park and dazzling shows at Circus World are just the start of the time-tested attractions the Baraboo area offers. More recently, Baraboo has welcomed a distillery, two breweries and a winery. You'll also find a casino, a candy factory and cranes – every species on Earth. baraboo.com

Miles from Madison: 42

BEAVER DAM

Beaver Dam is a welcoming community centrally located in the 'Triangle of Opportunity' between Madison, Milwaukee and Green Bay. Spend a day exploring the Beaver Dam Lake and River, or the Horicon Marsh State Wildlife Refuge. There's camping and hiking on the Gold Star and Wild Goose Bike Trails. Plus a great shopping, dining, music and arts scene, too. cityofbeaverdam.com

Miles from Madison: 44

FORT ATKINSON

With the Rock River meandering through historic downtown Fort Atkinson and leading to Lake Koshkonong, you can explore by boat, kayak, or along the riverwalk which connects to the Glacial River Bike Trail. Enjoy favorite attractions like dinner and a show at the Fireside Theatre, and glimpse into local history at the Hoard Museum.

fortchamber.com

Miles from Madison: 33





MOUNT HOREB

Mount Horeb is a vibrant, growing community, rich in Norwegian heritage and full of small-town charm. Iconic troll sculptures guide you through the “Trollway,” protecting community jewels. Here you’ll find museums, shops, eateries, a world-class brewpub and an award-winning winery. Plus beautiful trails and parks like Stewart Lake County Park. trollway.com

Miles from Madison: 20

MINERAL POINT

Located in the beautiful Driftless hills of southwest Wisconsin, Mineral Point is a creative main street community filled with makers, painters, potters, farmers and foodies. Take in the historic architecture reminiscent of a Cornish village, galleries, studios, delicious food, specialty shops and antique stores. mineralpoint.com

Miles from Madison: 51

NEW GLARUS

Time in New Glarus, America’s little Switzerland, is reminiscent of an easy European vacation. Explore museums, wineries, or try to find all 15 life-sized painted cows scattered throughout town. The charming village is full of historic Swiss architecture, delicious food, unique shops and restaurants for all. swisstown.com

Miles from Madison: 20

SPRING GREEN

The River Valley is in the heart of the unglaciated Driftless Area offering gorgeous landscape and breathtaking views. This unique area is home to many artists, musicians, crafters and small businesses, and great attractions including American Players Theater, Taliesin and House on the Rock. springgreen.com

Miles from Madison: 40

WISCONSIN DELLS

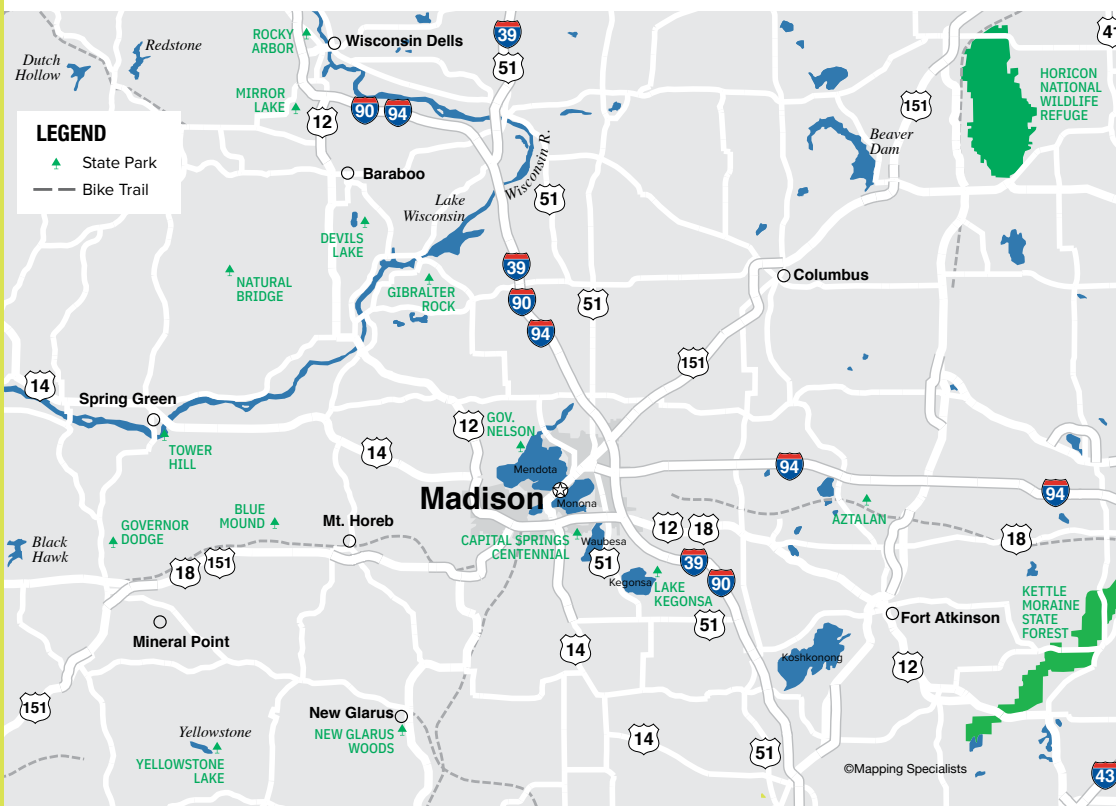
Wisconsin Dells is an eclectic combination of tradition mixed with innovation; with roots spread from family-fun to adult travel interchangeably. Officially “The Waterpark Capital of the World!®”, but that’s just the beginning. View iconic landscapes with a scenic tour, hit the greens for mini or championship golf, sip from six distinct wineries or visit an award-winning supper club. wisdells.com

Miles from Madison: 55

INSIDER TIPS

State Parks & Recreation Areas

- Aztalan
- Blue Mound
- Capital Springs
- Devil’s Lake
- Gibraltar Rock
- Governor Dodge
- Governor Nelson
- Horicon National Wildlife Refuge
- Kettle Moraine
- Lake Kegonsa
- Mirror Lake
- Natural Bridge
- New Glarus Woods
- Rocky Arbor
- Tower Hill
- Yellowstone Lake



destination
madison

22 E. Mifflin St., Suite 200

Madison, WI 53703

608-255-2537

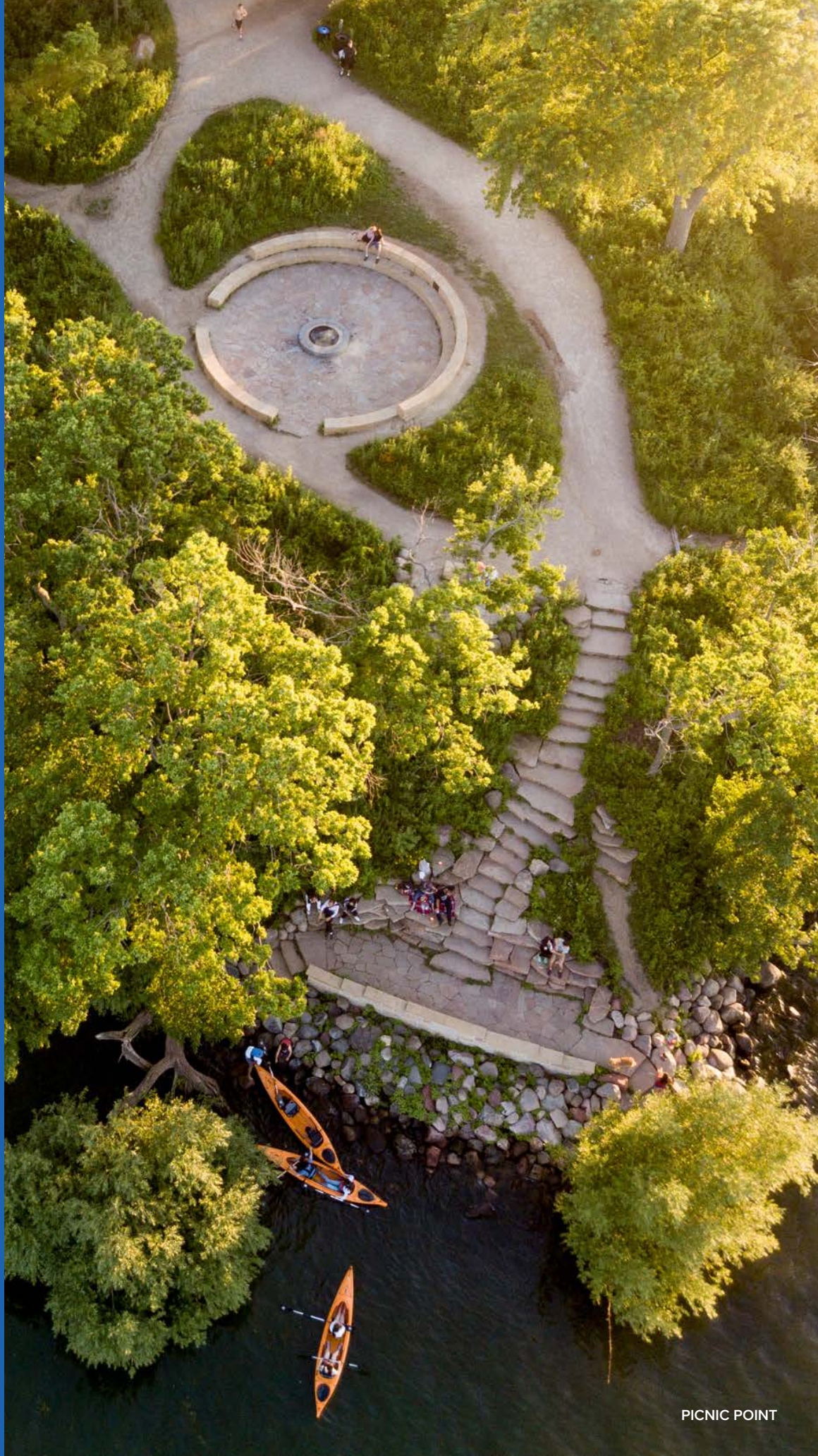
800-373-6376

info@visitmadison.com

visitmadison.com

SHARE YOUR VISIT

Get social with
Destination Madison



PICNIC POINT