

# TAKE YOUR NEXT GROUP TOUR TO MADISON



© Cassius J. Callender

## Welcome to one of the world's happiest cities.

Madison blends quirky culture with natural splendor for an unforgettable destination. Discover fantastic food and exciting experiences. Enjoy sparkling lakes and picturesque landscapes. With endless opportunities to explore, Madison is the perfect place for a terrific tour.

Easy access to Madison by interstate connections from major Midwest cities.



## Rankings & Recognition

Madison is one of the Midwest's premier destinations. Routinely ranked among the nation's best places to live, it's no wonder people from around the world come flocking. We're proud to have earned so many distinctions as a destination.

### #2 Most Walkable Cities

Expedia, May 2018

### #3 Top 100 Best Places to Live

Liveability, February 2019

### #4 Best Capital Cities to Live In

Wallet Hub, February 2019

### One of the Best Small Cities in America

National Geographic, January 2018

### #1 Nicest Cities in America

cheatsheet.com, June 2018

### 11 U.S. Cities Perfect for a Weekend Getaway

Condé Nast Traveler, February 2017

### #1 Most Caring Cities in America

Wallet Hub, December 2017

### 10 Happiest Cities in the World

National Geographic, 2015

destination  
**madison**<sup>™</sup>

VISITMADISON.COM

For more bus tour information, visit [visitmadison.com/planners/bus-tours/](http://visitmadison.com/planners/bus-tours/)





**Savor** and **explore** like never before with a series of immersive experiences. Go behind the scenes with some of Madison's favorite attractions. Essential Madison Experiences are your guide to unforgettable times. Make a memory in Madison.

### **Bitters Bootcamp**

Learn about Wisconsin's iconic cocktail – the Old Fashioned – with an in-depth dive led by expert bartenders. Be transported into the supper club era, with traditional appetizers and several variations of the Old Fashioned. You'll even create your own bitters, one of the essential ingredients in the classic cocktail.

### **Build a Wisconsin Cheese Board**

Embark on a night of decadent delight as you sample award-winning cheese and wine. Blend cheese, fruit, nuts, and more as you create your own cheeseboard. An expert chef will walk you through the process while teaching you about the local products you'll use. Learn the skills you need to impress your friends and families at your next gathering.

### **Mustard Bites**

Visit the National Mustard Museum, for a surprising and sensational exploration of the classic condiment. From mustard grains to more than 6,000 mustard from around the world, you'll find a world you've never seen. Taste your way through nine gourmet bites that use mustard in surprising way. There's even a dessert mustard.

### **Gardens to Glass: Totally Tropical**

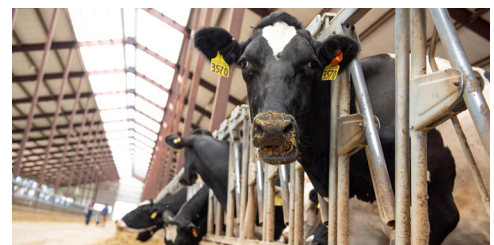
This is a garden experience like no other. Get exclusive access to the Bolz Conservatory at the renowned Olbrich Gardens. Taste, touch, and smell your way through more than 650 species of tropical plants. Explore a 50-foot-high glass pyramid, featuring a waterfall, free-flying birds, and more. A signature cocktail created with ingredients found in the conservatory is the perfect finish.

### **Betty Lou View of Madison**

Step aboard the Betty Lou serene views only accessible from the water. An expert guide will show you a side of Madison you've never seen. Learn about the city's rich history while you're treated to the Captain's favorite cocktails and treats. Sail along the scenic waters of Lake Monona or Lake Mendota. You don't want to miss this view.

### **Meet the Sassy Cows**

Explore a family-owned dairy farm in the heart of Wisconsin. Meet the farmers who have called this picturesque piece of land home for three generations. See a state-of-the-art milking carousel and learn about the dairy industry. Get exclusive access as you go inside the barn to meet the sassy cows creating premium dairy products. And what better way to finish than a savory scoop of vanilla ice cream, made fresh on the farm.



© Focal Flame Photography

Visit [experiencemsn.com](http://experiencemsn.com) to learn more. To book your next tour: 800-373-6376 or [info@visitmadison.com](mailto:info@visitmadison.com)