

TAKE YOUR NEXT TOUR GROUP TO MADISON



No matter the reason or the season, your visit to Madison is sure to be memorable. From capitol to campus ... from sparkling lakes to picturesque landscapes ... from a mix of menus to an array of places to stay ... let us be your one-stop-shop for planning a terrific tour experience!

DON'T-MISS EXPERIENCES

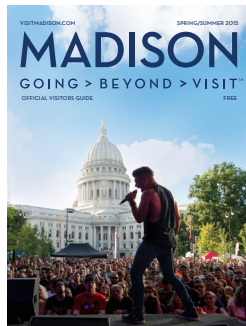
- Experience the beauty and grandeur of the **capitol building** with free tours, offered daily.
- Walk the **University of Wisconsin-Madison** campus, which includes scenic Lake Mendota, Observatory Drive, Bascom Hill and the renowned Memorial Union Terrace.
- Bring home fresh flowers, fruits, vegetables and more from the **Dane County Farmers' Market**, located on the Capitol Square every Saturday morning, April-November.
- Get **on the lakes** by renting a canoe, kayak or sailboat, or by reservation at one of Greater Madison's many waterfront dining venues.
- Stroll through **Olbrich Botanical Gardens**, featuring the tropical Bolz Conservatory and 16 acres of outdoor display gardens, featuring the elaborate Thai Pavilion.

To learn more about all there is to see and do in our destination, see reverse for itinerary ideas or check out visitmadison.com/plan.

RANKINGS & RECOGNITION

From tried-and-true rankings such as "best places to live" to Madison-only traditions that make us the "best college sports town," we're proud to have earned so many distinctions as a destination.

- #1 in Top 100 Best Places to Live..... Livability.com, September 2014
- #1 Best College Football Town..... NCAA, September 2014
- #1 Best Cities for Quality of Life NerdWallet.com, August 2014
- #4 in Best U.S. Cycling Towns USA Today Travel, April 2014
- #1 in 25 Greenest Cities in America NerdWallet.com, April 2014
- #5 in Top Ten Foodie Cities..... Livability.com, April 2013
- #8 Best City to Raise a Family Parenting Magazine, July 2012



View the latest Visitors Guide at visitmadison.com

MADISON
GOING > BEYOND > VISIT™
GREATER MADISON CONVENTION & VISITORS BUREAU

SAMPLE ITINERARIES

BREWERIES, WINERIES & SPIRITS

Experience tasting rooms, bier garden gatherings and historic wine cave tours at the breweries, wineries and distilleries that dot the Greater Madison area. We can't wait to help you curate a tour that highlights our craft culture.

DAIRY DISCOVERY

Taste-test your way through town! Discover why Wisconsin is known for dairy when you visit retail shops and restaurants that make cheese and ice cream an itinerary all on its own!

MEET MR. WRIGHT

Tour architectural treasures designed by Madison-area native Frank Lloyd Wright. Begin your day at Taliesin, Wright's famous home and studio. While you're in Spring Green, make time to experience House on the Rock and take in an outdoor performance at the American Players Theater.

MUSEUMS/TOURS

Don't miss the many museums that dot the stretch of State Street from capitol square to campus. From exploring Wisconsin's history and heritage to perusing collections of contemporary art, there are so many ways to learn all about the arts!

OUTDOOR ADVENTURE

Find out why Madison is known for four seasons of fun! Our lakes and landscapes offer ample opportunities for fresh-air fun, from hiking and biking trails to getting in—and on—the lakes. Plus, there are plenty of places to rent boats, stand-up paddleboards, bikes and more for your next outdoor adventure.

WISCONSIN CULINARY EXPERIENCE

Savor our destination via an eclectic array of eateries! From traditional comfort food to farm-to-table fare, Madison's mix of menus has earned a reputation as a "foodie paradise."

To discuss details about our destination or to book your next tour, contact:

Rebecca Ramsey, Director of Sales
Greater Madison Convention & Visitors Bureau
615 E. Washington Avenue > Madison, WI 53703
ramsey@visitmadison.com > 608.441.3492



MADISON
GOING > BEYOND > VISIT™
GREATER MADISON CONVENTION & VISITORS BUREAU