

# A GUIDE TO WISCONSIN: UNFORGETTABLE ADVENTURE, FLAVOR AND CULTURE

From breathtaking natural landscapes to vibrant urban communities and world-class events, discover the unexpected in Wisconsin. A trip to Wisconsin is more than a vacation – it's a lifetime worth of memories.

## A TASTE OF WISCONSIN

Globally known for its cheese and beer, Wisconsin's food scene doesn't end there. The culinary excellence starts in the farms and fields and extends to the final dishes.

- **Top Chef Wisconsin:** Wisconsin's culinary scene attracted one of the world's most popular TV cooking competitions: Bravo's Top Chef. [The Wisconsin season of the show](#) featured the flavors and innovators in Milwaukee, Madison, Door County and beyond.
- **Award Worthy:** From communities of 500 to 500,000, Wisconsin chefs, restaurants, bars and food innovators regularly receive national recognition with James Beard Award nominations and wins, including back-to-back wins for the Best Chef Midwest category in 2022 ([The Diplomat](#)) and 2023 ([Fairchild](#)).



- **The State of Cheese:** World-renowned Wisconsin cheesemakers craft more than 600 varieties of cheese, produce nearly half of America's specialty cheeses and regularly win more cheese awards than any other state or country.
- **Cranberries:** The world's largest cranberry growing region, Wisconsin produces 60% of the country's crop. Traverse the [Cranberry Highway](#) in summer for the cranberry blossoms and in the fall for harvest experiences and events.
- **Time-Tested Traditions:** Embrace a classic community experience at one of Wisconsin's more than 250 supper clubs – enjoyed best with good company and a Wisconsin brandy old fashioned. Savor local culinary traditions like the fiery spectacle of a [Door County fish boil](#) and the scratch-made delights found at [Wisconsin's pizza farms](#).



## ARTS & CULTURE

Wisconsin's identity is a tapestry of rich cultural traditions, diverse communities and a welcoming attitude.

- **Frank Lloyd Wright Trail:** Take in the legacy of America's most famous architect on Wisconsin's [Frank Lloyd Wright Trail](#), a 200-mile, self-guided architectural adventure to nine Wright-designed sites in his home state.
- **Indigenous Culture:** [Native culture](#) is woven into the fabric of Wisconsin; the state is home to 11 federally recognized Tribal nations, each with their own distinct cultural heritage.
- **World-Class Events:** From the spirited to the unexpected, Wisconsin's festivals and events celebrate anything and everything. The world comes to Wisconsin for events like [EAA AirVenture](#), [Summerfest](#), [American Birkebeiner](#) and others.

## OUTDOOR ADVENTURES

Bordered by 1,000 miles of Great Lakes and Mississippi River shoreline, dotted with 15,000 inland lakes and nearly half covered by forests, Wisconsin's landscape welcomes outdoor enthusiasts to escape in nature.

- **All Seasons:** Discover year-round outdoor adventures in Wisconsin, whether it's cruising 25,000 miles of snowmobile trails (the most of any state), fishing the boundless waterways in the summer or taking in color-filled panoramas from [Grandad Bluff](#) and [Eagle Tower](#) in the fall.
- **World-Class Golf:** Wisconsin boasts 10 courses on Golf Digest's [100 Greatest Public Courses in America](#) list - more than any other state.
- **National Designations:** Wisconsin is home to nationally important natural spaces for outdoor adventure like the [Ice Age Trail](#) and [North Country Trail](#) (2 of 11 National Scenic Trails), the [Apostle Islands](#) (1 of 3 National Lakeshores) and [Frog Bay Tribal National Park](#) (the first park of its kind in America).
- **Heritage Brands:** Wisconsin's rich heritage of outdoor recreation is interwoven with homegrown outdoor gear manufacturers and companies. Outdoor brands that call Wisconsin home include Harley-Davidson, Trek, St. Croix Rod, Mercury Marine, Vortex Optics, Bending Branches and more.

