

72 HOURS TO EXPLORE WI ART

Fall Color Route

Visit 3, Get a T!

From Aug-Oct, visitors who check in at participating art museums in any three Wisconsin cities will earn a limited-edition, artist-designed t-shirt (while supplies last).

Museums have also partnered with local lodging, dining and attractions to offer exclusive discounts, making it easy and affordable to plan a cultural road trip this fall.

Local deals and discounts valid Aug-Oct 2025 while supplies last.

For redemption details, visit wisconsinartdestinations.com/deals

DAY ONE

Welcome the autumn season at the **Leigh Yawkey Woodson Art Museum** in Wausau. Surrounded by fall color, this nature-inspired museum is the perfect place to take in golden hues and artistic views. Don't miss the internationally acclaimed **Birds in Art** exhibition beginning Sept. 6.

Afterward, stretch your legs at nearby **Rib Mountain State Park**, where scenic overlooks and vibrant tree canopies steal the show.

Dine at **Velveteen Plum**, with cozy rooftop views and seasonal menus.

Deal Alert: Wausau is home to an array of lodging properties, many of which are offering Wisconsin Art Destinations visitors 20%+ off their stays. Rest easy at any of these participating hotels: Cobblestone Hotel & Suites, Country Inn & Suites by Radisson, Days Inn & Suites by Wyndham, Holiday Inn & Suites, La Quinta Inn by Wyndham and Super 8 by Wyndham.



DAY TWO

Day two takes you to Door County – an area celebrated for its stunning fall colors. Stop at the gateway to Door County – Sturgeon Bay – with a visit to the **Miller Art Museum**, which brings the best of local and regional artists to the Door County peninsula.

From there, cruise the **Door County Coastal Byway**, a 66-mile stretch of highway that traverses the charming towns dotted along the coasts of Lake Michigan. Enjoy some of the most sought-after views, scenery and attractions in a single, easy-to-navigate day trip.

Spend the night in any of the quaint coastal towns.

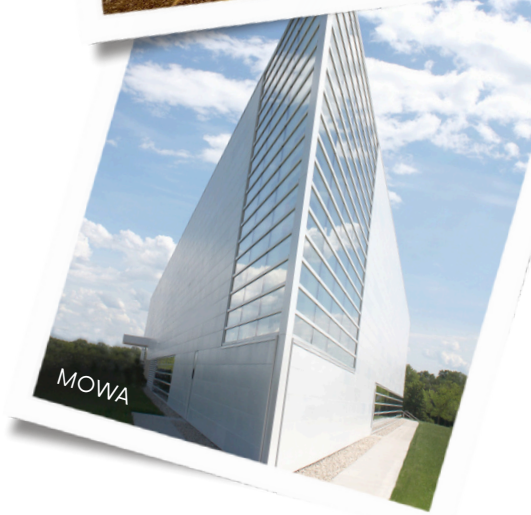
DAY THREE

Rise and shine and head south – enjoy Lake Michigan views on your way to Manitowoc, where you will visit the **Rahr-West Art Museum**, housed in a grand historic mansion. From Picasso to O’Keeffe, the museum’s collection is as colorful as the season outside.

Deal Alert: Enjoy 10% off your hotel stay at The Inn on Maritime Bay, bring home a ceramic gift (10% off) from Glaze & Paint, and don’t forget to grab a free dessert at the Courthouse Pub.

Pick up the **Kettle Moraine Scenic Drive** at its northern point near Elkhart Lake. Enjoy the beauty, variety and geology of southeast Wisconsin along this 115-mile drive traversing six counties. There are numerous places to picnic, hike, bike, shop and more along the way.

The route passes through West Bend, making a stop at the **Museum of Wisconsin Art** a natural ending point for your trip.



**LEARN MORE AND CHART YOUR JOURNEY AT
WWW.WISCONSINARTDESTINATIONS.COM.**