



Milwaukee, Wisconsin, United States, North America

OVERVIEW

Introduction

Friendly and unpretentious, Milwaukee's citizens embody the best reason to visit here: the spirit of "gemuetlichkeit," a German word loosely translated as "enjoying good times with friends." The bonus here is that great food and entertainment vary more—and cost much less—than you would imagine. Whether your idea of a good time is low-handicap golfing, theater-going or biking beside lakefront mansions, a day in the Cream City will drain your energy long before your bank account.

Where else can you spend the morning strolling through the largest stand of crab apple trees in North America (Boerner Botanical Gardens), lunch on authentic weinerschnitzel, and then tour the factories that make Harley-Davidson engines and Miller beer (preferably in that order)? Microbrew fans might prefer to round out the afternoon with a cruise that shuttles passengers to tours at three Milwaukee River craft breweries.

Thanks to the unusual generosity of legendary business barons and current residents, fine arts flourish in Milwaukee. It is home to nationally-acclaimed musical and theatre companies like Skylight Opera Theatre, as well as the Milwaukee Art Museum, which gained widespread attention in 2001 when renowned architect Santiago Calatrava designed a distinctive expansion topped with giant "bird wings" that open and close at set times each day. Watching the roof expand and retract is also a fan pastime at the new Miller Park baseball stadium, known for comfort and great sightlines.

Rock fans lucky enough to time their travel for late June/early July will get to experience the joy that is Summerfest, named by *Home and Away* Magazine as America's best music festival. Cream puffs and other farm-fresh treats—plus prize-winning examples of the livestock from whence they came—take center stage at the Wisconsin State Fair each August.

- more -



Milwaukee is in the midst of a tourism boom thanks in part to the new Midwest Airlines Center for conventions downtown, whose business clientele have helped spur demand for new restaurants, shopping and theaters, many of which are connected by skywalks. In addition to the new baseball stadium and art museum expansion, recent years have seen major additions to the Potawatomi Bingo Casinos's downtown entertainment center as well as the Villa Terrace Italian Renaissance Garden. NASCAR fans eagerly await the final leg of the renovations to the Milwaukee Mile speedway while motorcycle historians prepare exhibits for the new Harley-Davidson museum, opening downtown in 2006 or 2007. Well-received designs were unveiled for the planned \$46 million Pier Wisconsin complex, a lakefront education center expected to open in late 2005. It will serve as the new home for Discovery World, the tall-masted schooner S/V Denis Sullivan, and a new attraction focused on freshwater ecology and maritime history, the Great Lakes Aquatarium.

Although its skyline is ever-changing, the city's character remains strongly linked to its past as a haven for immigrants. Many of the city's preeminent restaurants originally catered to diners homesick for the flavors of the Old Country. And Milwaukee's many summer ethnic festivals celebrate the dozens of cultures that make it the vibrant melting pot it is today.

###