*A weekly column written by the staff of* [*Discover Wisconsin*](http://discoverwisconsin.com/) *highlights things to do and see throughout the State of Wisconsin, and is made available for publication to members of the Wisconsin Newspaper Association. The column is accompanied by photos for use in print and online. The Discover Wisconsin logo can be* [*downloaded here*](https://www.wnanews.com/wp-content/uploads/2016/11/DiscoverWi-Logo_300dpi.jpg)*.*

It’s National Travel and Tourism Week, and here at Discover Wisconsin, we’re proud to celebrate being the nation's longest-running tourism TV show. We’ve had the privilege of exploring every corner of this beautiful state for 38 seasons—and if there’s one thing we know, it’s that travel in Wisconsin is more than just a getaway; it’s a gateway to connection, culture, and community.

Wisconsin’s tourism offerings are as diverse as the travelers themselves. From Milwaukee’s bustling energy and lakefront festivals along Lakes Michigan and Superior, to the peaceful solitude of the Driftless Region, we’ve got plenty to celebrate. Whether you’re kayaking the sea caves of the Apostle Islands, savoring cheese curds across the state, or strolling through one of our many farmers' markets, every journey tells a story.

National Travel and Tourism Week is about highlighting those stories and their impact. Tourism is a cornerstone of Wisconsin’s economy, supporting small businesses, creating jobs, and enhancing the quality of life for residents and visitors alike. At Discover Wisconsin, we’re proud to shine a light on the communities that make our state unforgettable. Travel sparks curiosity, builds relationships, and fosters pride in being a Wisconsinite. Whether you're a first-time visitor or a lifelong local, there’s always something new to discover.

As spring transitions into summer, it’s the perfect time to explore somewhere new—or rediscover an old favorite. Hit the road to a small town you’ve never visited, book a weekend at a cozy lakeside cabin, or finally pop into that local shop you’ve always been curious about. Need inspiration? Consider charming destinations like Minocqua, Lake Geneva, Mineral Point, Sheboygan, or Oconomowoc, each with unique character and charm.

Looking for more ideas? Head to our YouTube channel and follow us on social media for even more travel inspiration. We’ve explored nearly every corner of the state to help you uncover the very best of Wisconsin.

This National Travel and Tourism Week, let’s celebrate what makes Wisconsin so special: the places, the people, and the stories. Because the best part of travel isn’t just where you go—it’s how it makes you feel.

Tag us in all your adventures @discoverwisconsin!

*Megan Christian hosts the nation’s longest-running tourism TV show, Discover Wisconsin. Watch the show online at DiscoverWisconsin.com. Follow Discover Wisconsin on Facebook (*[*facebook.com/discoverwisconsin*](http://facebook.com/discoverwisconsin)*), Instagram (*[*instagram.com/discoverwisconsin*](http://instagram.com/discoverwisconsin)*), and TikTok (*[*tiktok.com/discoverwisconsin*](http://tiktok.com/discoverwisconsin)*).*