



Take a memorable Tour of the Chequamegon Bay Area. You will enjoy every minute of a narrated tour of the Ashland Area, rich in natural beauty and history, along with great lodging, dining and shopping.



ASHLAND

Nestled on the south shore of Lake Superior's Chequamegon Bay, the City of Ashland boasts a unique mix of historic charm and modern convenience. Ashland's location makes it an ideal jump-off point for both the Apostle Islands National Lakeshore and southern Ashland County, home of Copper Falls State Park. Ashland, embracing the shore of the sparkling blue lake, provides endless waterfront activities. There are several public sandy beaches that offer the irresistible clear, fresh waters of the lake, and a full-service marina that is

conveniently located in central Ashland. As the commercial hub of the Chequamegon Bay region, Ashland is proud to provide visitors with a wonderful variety of shops, restaurants, and lodging. Historic downtown Ashland is characterized by the extraordinary brownstone buildings. The community's pride in its history culminated in the production of eleven murals highlighting a particular aspect of Ashland's history.

LAKE SUPERIOR WATERFRONT TRAIL

A 10-mile paved, continuous loop trail linking Maslowski Beach on the west end of Ashland, along the waterfront of Lake Superior, through residential areas to the east.

ASHLAND MURALS

Ashland, named the "Historic Mural Capital of Wisconsin" in 2005, has eleven public murals depicting actual ancestors and forefathers, located in the Historic Business District.

ASHLAND PARKS

Ashland is home to several parks – on Lake Superior or close the lake, camping, swimming, picnicking, artesian wells, boat launch, playgrounds, pavilions, walking trails, tennis courts, skate park, wildlife viewing, outdoor concerts and events.

HISTORIC DISTRICT AND MUSEUM

The Historic District is the home to many beautifully restored brownstone buildings from the 1800s. The retail shopping district is also home to the Ashland Historical Museum.



SHOPPING IN ASHLAND

Many unique specialty gift shops, clothing, jewelry, sporting goods stores are located in Ashland. Take a ride on the newest form of transportation in Ashland... The Trolley.

FARMERS MARKET

Chapple Avenue is home to the Ashland Farmers Market, held Saturday mornings throughout the growing season.

FRESH ARTESIAN WATER

Enjoy some crystal clear, clean, cold, crisp artesian well water in Ashland. Wells are located in Penitence Park and at Maslowski Beach, and also in Washburn in Thompson's West End Park – water never tasted so good!

GOLF

The area offers championship golf courses – most with views of Lake Superior. The Chequamegon Bay Golf Course in Ashland, the Mellen Golf Course, Apostle Highlands Golf Course in Bayfield, and the Madeline Island Golf Club.

NORTHERN GREAT LAKES VISITOR CENTER

Open daily, located just west of Ashland, the Center provides visitor information services, interactive exhibits, gift shop, five-story observation tower, and trails.

WORLD-CLASS FISHING ON CHEQUAMEGON BAY

Ashland was named 52 out of 200 cities in America for the best fishing and hunting by "Outdoor Life" in 2010. Fishing includes Smallmouth Bass and Lake Trout in the Bay.

COPPER FALLS STATE PARK

Ancient lava flows, deep gorges, and spectacular waterfalls make Copper Falls one of Wisconsin's most scenic parks. Log buildings and self-guided trails.

MORGAN FALLS AND ST. PETER'S DOME

There is a trail to the falls, an on to St. Peter's Dome. On a clear day, you can see Chequamegon Bay of Lake Superior and the Apostle Islands.



CHEQUAMEGON-NICOLET NATIONAL FOREST

Just minutes from Ashland, this special place provides 850,000 acres of recreational opportunities for the outdoor enthusiasts, with hundreds of miles of public trails.

APOSTLE ISLANDS NATIONAL LAKESHORE

Enjoy Lake Superior's clear waters, sandy beaches, sea caves, historic fish camps, rustic camping, ferry ride or cruise around these 22 Islands.

BIG TOP CHAUTAUQUA

In Bayfield at Mt. Ashwabay, the Big Top presents over 70 shows from June to September. Concerts, plays and original musicals feature national and local performers.

GAMING CASINOS

The Bad River Casino, located 5 miles east of Ashland, offers gaming, entertainment, restaurants, and lodging; and the Legendary Waters Casino is located 3 miles north of Bayfield.

LOCAL FLAVORS

In Ashland, South Shore Brewery is home of the award-winning Nur Brown Ale; smoked fish is available at River Rock Inn & Bait Shop and Sixth Street Market, who also offers home smoked sausage and over 30 flavors of bratwurst, and local dairy products; and handmade German chocolates at Gabriele's German Cookies & Chocolates. The Bayfield Winery and White Winter Winery in Iron River use locally-produced fruit and honey. There are several orchards in the Bayfield area, and many area farms producing a wide range of products. Look for them at the Farmers Markets throughout the growing season. Benoit is home of the Benoit Cheese Factory.

APOSTLE ISLANDS CRUISES

Apostle Islands Cruises, in Bayfield, provides narrated cruises and lighthouse tours among the Apostle Islands.

MADLINE ISLAND FERRY LINE

The Ferry makes several trips a day between Bayfield and Madeline, the largest of the Apostle Islands. Walk, bike or drive aboard for a scenic 20-minute ride.

