

HeartCycle Bicycle Touring Club Southeast Wisconsin—Lakes and Rivers

- Dates:** Orientation meeting Thursday, June 3, 2027. Riding Friday, June 4–Friday, June 11, with departure on Saturday, June 12 (lodging last night included).
- Leaders:** Jim Bethell and Scott MacCormack;
SAGs: Martha MacCormack and Deb Raudins
- Distance/gain:** 420 miles (all routes) and 14,000 vertical feet of elevation gain. 7 official riding days and 2 optional days with routes.
- Rating:** Intermediate <https://www.heartcycle.org/tour-ratings>
- Riders:** 28 (not including leaders)
- Price:** \$2,400 (double occupancy). \$600 due at registration. Balance is due by March 5, 2027. Single supplement +\$1,200.
Check with the tour leader for availability.
- Cancellation:** [Standard cancellation policy](#)

Travel insurance is strongly recommended.

OVERVIEW

Please join us on this brand-new, multi-base tour (more than 1 night at some lodging enroute) in this beautiful area of Southeast Wisconsin. Experience lightly traveled roads and scenic vistas as we cycle along the picturesque shores of the many lakes and rivers that this region has to offer.

Highlights will have us cycling through:

- Towns and villages such as Beaver Dam, Lake Geneva, and Beloit
- National and State Wildlife Refuges, State and Municipal Parks
- Dairy farms everywhere you look
- An all-road, tandem-friendly tour



ITINERARY

Day 0: Thursday, June 3, 2027

Orientation meeting at the [Holiday Inn Madison at the American Center](#), 8:00 pm.

Day 1: Friday, June 4, 2027

Madison to Beaver Dam

43 miles and 1,626 feet of climbing

The first day's ride will take us from the east side of Madison, northeast to Beaver Dam. Our first stop along the way will be at Trek Bicycles in Waterloo for a tour of the facility. Figure on a 1-hr



tour plus a water stop. Continuing, we will have lunch at Apple Valley Park before finishing in Beaver Dam at the [Comfort Inn & Suites](#) for a 2-night stay.



Day 2: Saturday, June 5

Horicon Loop Day

53 miles and 1,620 feet of climbing

Get ready for a nature day as we do a 50-mile loop ride visiting the Horicon Marsh State Wildlife Area and the Horicon National Wildlife Refuge. You will cross the Rock River many times on your way around the loop.



Day 3: Sunday, June 6

Beaver Dam to Oconomowoc

47 miles and 1,569 feet of climbing

Continuing with the theme of the tour this day will have you following the Beaver Dam and Rock River on our way to our next stop. Find yourself pedaling past three lakes: Lac Le Belle, Fowler and Oconomowoc before arriving for a 1-night stay at the [**Hilton Garden Inn, Oconomowoc**](#).



Day 4: Monday, June 7

Oconomowoc to Lake Geneva

57 miles and 1,636 feet of climbing

Today's venture has us going through parts of the Southern Unit of the Kettle Moraine State Forest, an area formed by retreating glaciers 10,000 years ago. There are also at least 10 different lakes that we will go by on our way to a 2-night stay in Lake Geneva at the **Comfort Suites**.



Day 5: Tuesday, June 8

Lake Geneva Options Day

Today is an option day, you can choose to ride a 20-mile unsupported loop around Lake Geneva and Lake Como. Or, if you would like something longer, we'll offer a lightly supported 50-mile loop that takes in Burlington, WI, known as the Chocolate City for its Nestlé plant. More bodies of water as you ride south through the communities of Twin Lakes, Powers Lake, and Bloomfield before returning to Lake



Geneva. If you do not ride, you still have many options, from grabbing morning coffee at [Inspired Coffee](#), browsing the boutiques downtown or taking the iconic [Lake Geneva Cruise Line](#) Mailboat tour.

Day 6: Wednesday, June 9

Lake Geneva to Beloit

56 miles and 1,810 feet of climbing

Headed west from Lake Geneva, you'll be treated to many picturesque mansions along the south side of the lake. We will ride through another array of small towns with many uniquely Wisconsin features. Legend has it that when riding through the town of Sharon, your bike may steer itself right to Myrt's Ice Cream Shop. Just be careful as lunch is only another 10 miles down the road. We end our day in the city of Beloit, situated right on the Illinois-Wisconsin border with the Rock River flowing right through the heart of it. Another 2-night stay, this time at the

[Hotel Goodwin](#) with a variety of great restaurants within walking distance.



Day 7: Thursday, June 10

Beloit Loop Option Day

52 miles and 1,641 feet of climbing

Today's route, another option day, is an out-and-back loop to the west through wet prairies and dairy farms to Brodhead home of the Kelch Aviation Museum before heading back to Beloit. Upon returning to the Hotel Goodwin, we will all gather at the Rooftop Bar and Event Hall for our group dinner catered by a local Italian restaurant, the Velvet Buffalo. All the while overlooking the City of Beloit.



Day 8: Friday, June 11

Beloit to Madison

58 miles and 2,330 feet of climbing

Sad to say, this will be our last day together as we travel back to our starting point, the Holiday Inn at American Center. Leaving Beloit and saying goodbye to the Rock River that we have enjoyed since the start, we will meet our last river, the Yahara, once we reach the city of Stoughton, WI. This town is known for its vibrant Norwegian Heritage and for being the birthplace of the modern "Coffee Break." Our final night back at the [Holiday Inn Madison at the American Center](#) is included in the tour price allowing those who flew to catch an early flight out on Saturday morning.

TRAVEL INFO:

- Airlines that serve Madison, Wisconsin, include American, Breeze, Delta, Frontier, Sun Country, and United.
- A complimentary shuttle from Dane County Airport (MSN) is available to and from the hotel. The hotel shuttle does not serve Milwaukee Mitchell International Airport (MKE).

SPECIAL NOTES:

- For those traveling from the Denver metro area, the Sprinter will be available to transport bicycles (\$150 roundtrip). A lottery may be needed if the demand exceeds available space.
- Electric bicycles and tandems, please read the answer to the FAQ: Are e-bikes and tandems allowed on HeartCycle tours?
<https://www.heartcycle.org/frequently-asked-questions>.

For more information contact:

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