

## Wisconsin Welcomes “The Girls” For Shopping And Spa Vacations

(NAPSA)—Men have long been familiar with “guys’ getaways” (think bachelor parties) that take them to golf courses, casinos, hunting grounds, fishing spots and other far-flung places. Women, too, are developing their own vacation traditions but with a more luxurious twist; they’re opting for spa treatments and weekends away that provide plenty of opportunities to shop. As a result, destination spas, outlet malls and high-end specialty retail stores are cropping up in record numbers. Wisconsin, already a top Midwest vacation destination, is no exception. Just in the last few years, multiple spas and shopping areas have launched in several of the state’s most popular travel destinations.

First and foremost, “girls’ getaways” are about R&R, and Wisconsin’s spas pamper with the best of them. In fact, Sundara Inn & Spa in Wisconsin Dells was recently named one of the top 25 spa resorts in the country by Travel+Leisure magazine. And visitors echo the accolade by calling it the ideal place to relax and reconnect with friends and family. Just a short distance away, Evensong Spa at Heidel House in Green Lake is the state’s newcomer to the spa scene. Looking to transcend the stress and hassles of everyday life? Evensong’s indoor labyrinth—or path—provides a contemplative tool designed for personal, psychological and spiritual transformation. Another well-known option is Kohler Waters Spa Resort, which boasts a glass-enclosed rooftop deck with whirlpool, fireplace and lounge. Rounding out the list of “musts” in southeastern Wisconsin are



**Wisconsin’s destination spas are inspiring “girls’ getaways” like never before.**

Aspira Spa Salon at Osthoff Resort in Elkhart Lake, The Well Spa at Grand Geneva Resort and Spa in Lake Geneva and The O Spa in western Waukesha County.

Wisconsin is also rapidly gaining a reputation for its many outlet malls and funky shopping areas, where bargain hunters and slaves to fashion will adore shopping for sport. Near the Wisconsin Dells, Tanger Outlet Center features Banana Republic, Disney Outlet Store, Nine West and more. The Fox Cities, with the highest concentration of retail stores in the state, is home to Fox River Mall. Wisconsin’s newest shopping facility is Glendale’s Bayshore Town Center, replete with Ann Taylor Loft, Coldwater Creek, Swarovski, Williams-Sonoma and more.

Milwaukee’s Historic Third Ward—with shops inspired by New York’s oh-so-fashionable Meatpacking District—serves up boutiques and specialty shops with everything from pieces by local designers to consignment. Another “can’t miss” shopping destination is Princeton, just two hours from Milwaukee, with its weekly flea market, quaint shops, antiques, delightful restaurants and more.

For free travel information and travel-planning guides, visit [travelwisconsin.com](http://travelwisconsin.com) or call the Wisconsin Department of Tourism’s toll-free number (800) 432-TRIP/8747. Travelers can also obtain guides and information at the Wisconsin Welcome Centers, located in select state-border cities.