One-Day Itinerary for Groups in Winterset, Iowa

Start your day at the Madison County Chamber of Commerce Welcome Center (75 Jefferson Street), where you will meet your step-on guide for a covered bridge tour. Your two-hour tour is $10/per person (up to 29 passengers) or $8/per person (for 30 or more). The Welcome Center is also where you’ll find restrooms, souvenirs and locally-made products.

Your first stop will be the Roseman Covered Bridge, which figured prominently in the novel and movie The Bridges of Madison County.

Your next stop is at City Park, home of the Cutler-Donahoe Covered Bridge, as well as the stone bridge that Robert and Francesca cross to have a picnic in the grass. The park is also home to a live English Hedge Maze and many other attractions.

A few miles away is the Holliwell Covered Bridge, which Francesca and Robert visit after spending some time in town. (Your tour may also include the Hogback Covered Bridge and possibly the North River Stone Schoolhouse, depending on time.)

Return to Winterset’s town square for lunch. We have many group or individual dining options, from home cooked meals at churches, to restaurants, to catered meals at an attraction or venue. You can even combine a catered meal with wine tasting at one of several wineries.

Tour the only museum in the world dedicated to Hollywood legend John Wayne. The John Wayne Birthplace & Museum (205 S. John Wayne Drive, Winterset) honors Winterset’s own in grand style and features the largest private collection of John Wayne memorabilia in existence. The museum recently won the Iowa Tourism award for “Outstanding Attraction”. Groups of 20 or more pay just $10/per person.

If you have quilters, artists or history buffs in your group, plan a visit to the Iowa Quilt Museum or the Madison County Historical Complex. The quilt museum offers changing exhibits of American quilts, vintage to modern, for $6/per person. The historical complex houses 14 buildings (many authentic) and over 10,000 artifacts of local history for just $4/per person for groups of 20 or more.

Visit the Winterset Cidery (1658 Hwy 169, Winterset) for a tour and sampling of their handcrafted hard apple cider. The tasting and tour fee is $5/per person. (Prefer wine? Madison County boasts three wineries in the area - Covered Bridges Winery, Madison County Winery and Two Saints Winery - and they all have tasting rooms!)

Spend the afternoon learning how things are Made in Madison County with one of our many farm opportunities. From locally-roasted coffee or flowers to alpacas and bison, we’ve got plenty of hands-on experiences for you to take part in! These excursions last approximately 45 minutes to an hour on average, and range from $2-10/per person. Of course, there will be lots of sampling and an opportunity to purchase goods to take home.

Get a behind-the-scenes tour and talk on the newly restored Iowa Theater, and watch an exclusive short film about movies made in (and about) Iowa. Popcorn and soda are included for each guest.

Whatever you choose, make sure to save time to let your guests shop the charming Winterset courthouse retail district, winner of the Iowa Tourism Award for “Outstanding Retail Experience”!

Make it an overnight adventure by booking a room at one of our two hotels (Cobblestone Inn & Suites or the Covered Bridge Inn). For more lodging information, visit www.madisoncounty.com/accommodations/.

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For details and assistance planning your visit, please contact our Tourism Coordinator at the Madison County Chamber of Commerce at (515) 462-1185 or tourism@madisoncounty.com!