

Located midway between Milwaukee and Green Bay in beautiful Elkhart Lake, Wisconsin, Road America is surrounded by the rolling hills of Kettle Moraine. No longer just a summer destination, it is a year-round venue with unique activities for everyone. The 640-acre, park-like grounds provide stunning scenery with an abundance of open space making Road America the ideal location to entertain your guests. Since 1955, Road America has put the state of Wisconsin and the Midwest on the map and grown into a premier destination for families and fans of all ages.







An event at Road America is a fantastic way for your group to gather in a private, track-side setting, whether it be for an employee outing, company picnic or family gathering. It doesn't have to be a race day to put you in the winner's circle!

We can accommodate groups from 20-2,000+ You can choose from our permanent venues, like the Tufte Center, The Road America Center, or our VIP tower. If you prefer, we can personalize your experience and create a private space in a Chalet or tent set up specifically for your group. Add in programs such as Karting, Geo-Caching, ATV off roading programs, and more, and make your experience unique.

Preferred Catering Menus and Pricing Available upon Request









