

Scenic America

Texas

The National Scenic Byway Program

The National Scenic Byways Program, established by Congress in 1991, recognizes historic, scenic and culturally important roads and promotes tourism and economic development in nearby communities. Nationally, more than [\\$400 billion](#) is generated by the tourism and travel industry, much of which stems directly from scenic byways and gateway community tourism. While Texas does not have an official scenic byways program of its own, several scenic drives throughout the state that are worthy of recognition including the Texas Forest Trail, the Texas Lakes Trail, and the Texas Mountain Trail, among others. All these roads offer beautiful views, unique experiences, and stimulate the surrounding economy.

Key points:

- A [2010 study](#) by the University of Minnesota School of Business found that the state's Paul Bunyan Scenic Byway generated nearly \$22 million in visitor spending annually.
- A study of the [Blue Ridge Parkway](#) concluded that in 2018, 14.7 million visitors spent \$1.1 billion in counties adjacent to the parkway, supporting over 15,900 local jobs.
- A recent National Scenic Byway Foundation survey showed that 44 state scenic byways in 24 states are prepared to seek designation as a National Scenic Byway.



Texas Mountain Trail