

## Wisconsin

### The National Scenic Byways 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. Concurrently, Wisconsin Act 9 of 1991 directed the Wisconsin Department of Transportation (WisDOT) to develop and administer a state scenic byways program. WisDOT defines a scenic byway as a numbered state highway system route (not including interstate highways), at least 30 miles long, that offers travelers numerous scenic and/or historical attributes whose promotion can serve to boost a region's attractiveness as a tourist destination. Candidate byways must be locally nominated and supported; this grass-roots approach ensures a strong local commitment to the promotion and long-term preservation of the highway corridor. Wisconsin is home to a portion of the Great River Road, a national scenic byway connecting eight different states along the Mississippi River, as well as four unique state scenic byways.

#### Key points:

- Wisconsin is home to 5 Scenic Byways, including 1 National Scenic Byway and 4 State Scenic Byways.
- Byway designation supports tourism and economic development in the communities along the byway; promoting partnerships between governments, businesses, and civic groups; and strengthening civic pride by making communities more beautiful places to live and work
- [112](#) million tourists visited Wisconsin in 2018, with \$13.3 billion in tourism spending.
- 615 thousand park visitors spent an estimated [\\$56.3](#) million in local gateway regions while visiting National Park Service lands in Wisconsin. These expenditures supported a total of 869 jobs, \$25.2 million in labor income, \$43.4 million in value added, and \$77.3 million in economic output in the Wisconsin economy



*Scenic Byways in Wisconsin*

#### **National Scenic Byways in Wisconsin:**

[Great River Road](#) (1)

#### **State Scenic Byways in Wisconsin:**

[Door County Coastal Byway](#) (2)

[Lower Wisconsin River Road](#) (3)

[Nicolet-Wolf River Scenic Byway](#) (4)

[Wisconsin Lake Superior Scenic Byway](#) (5)



*Door County Coastal Byway, cherished for its picturesque winding roads, offers grand views of Lake Michigan and access to quaint coastal villages.*



*Travelers can experience the history and scenery of the Mississippi River along the Great River Road, which boasts a slew of historical sites and charming river towns.*