

The logo for Scenic America, featuring the words "Scenic America" in a white, elegant script font. The background of the entire top half of the page is a scenic landscape with a winding road through autumn-colored trees overlooking a large body of water under a clear blue sky.

NATIONAL SCENIC BYWAYS PROGRAM: WISCONSIN

ABOUT THE NATIONAL SCENIC BYWAYS PROGRAM

The National Scenic Byways Program, established by Congress in 1991, recognizes historic, scenic, and culturally important roads, all of which promote economic development and tourism in communities around the U.S. There are more than 1,200 byways in all 50 states.

Wisconsin Act 9 of 1991 directed the Wisconsin Department of Transportation (WisDOT) to develop and administer a 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 historical attributes whose promotion can serve to boost a region's attractiveness as a tourist destination.

KEY POINTS

- Wisconsin is home to 6 scenic byways, including 2 national scenic byways and four state and federal agency byways.
- Visitors to Door County, home to the newly elevated Door County Coastal Byway, spent a total of \$374 million in 2019, supporting around 2,800 jobs.
- 615,000 park visitors spent an estimated 456.3 million in local gateway regions while visiting National Park Service lands in Wisconsin.

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WISCONSIN IS HOME TO
6 SCENIC BYWAYS



WISCONSIN TRAVEL INDUSTRY FACTS

- > ADDS \$22.2 BILLION TO WISCONSIN ECONOMY, SUPPORTING 202,000 JOBS
- > EVERY \$1 SPENT PROMOTING TOURISM RETURNED \$8 IN TAX REVENUES

Images: Great River Road (top), Door County Byway (right column)



WISCONSIN BYWAYS PROVIDE ACCESS TO THE STATE'S MOST SPECTACULAR PUBLIC LANDS INCLUDING:

- > 41 STATE PARKS
- > 2 NATIONAL FORESTS
- > 8 STATE FORESTS
- > 5 NATIONAL WILDLIFE REFUGES
- > 7 STATE WILDLIFE AREAS



Images: Lower Wisconsin River Road (top), Lost Lake State Natural Area (bottom)

SCENIC BYWAYS IN WISCONSIN

ALL-AMERICAN ROADS

1. GREAT RIVER ROAD

NATIONAL SCENIC BYWAYS

2. DOOR COUNTY COASTAL BYWAY
3. WISCONSIN LAKE SUPERIOR SCENIC BYWAY

FEDERAL AGENCY BYWAYS

4. GREAT DIVIDE HIGHWAY



STATE SCENIC BYWAYS



5. LOWER WISCONSIN RIVER ROAD
6. NICOLET-WOLF RIVER SCENIC BYWAY



All scenic byways exhibit one or more of six core intrinsic qualities — scenic, historic, recreational, cultural, archaeological, or natural. For a road to be named a **national scenic byway**, it must first be designated a **state, tribal, or federal agency scenic byway**. Once achieving that, a road may apply for **national scenic byway** designation, but its intrinsic quality must be of regional significance. **All-American Roads** are the very best of the national scenic byways, demonstrating at least two intrinsic qualities of national significance.