

March 27, 2020

To whom it may concern:

I am writing on behalf of Mississippi River Country – the 10 state tourism commissioners and directors along the Mississippi River – to support the Great River Road National Scenic Byway’s designation as an All-American Road.

The Great River Road is an American treasure. It travels more than 3,000 miles, tracing the path of the Mississippi, America’s greatest river. It takes travelers into the heart of America, passing through 10 states—Minnesota, Wisconsin, Iowa, Illinois, Missouri, Tennessee, Kentucky, Arkansas, Mississippi and Louisiana. Marked by its distinctive pilot wheel signs, the National Scenic Byway leads travelers into a confluence of food, music, history, culture and industry.

The route was first established more than 80 years ago, chosen for its natural beauty, cultural and historical significance and important recreational assets. Today it continues to provide travelers rich American experiences—visitors get to hear the blues music where blues music was born, walk historic Civil War battlefields, and discover the remains of Native American empires. They pass the homes of American icons like Charles Lindbergh and Mark Twain, and they see swans, cranes and countless other birds complete their own journey on the Mississippi Flyway, a migratory route that provides some of the best birdwatching in the world.

The Great River Road provides travelers so many uniquely American experiences. As an organization that markets the 10-state region internationally, we understand the appeal of the Mississippi River—especially to visitors who have traveled to the U.S. before but only visited coastal destinations New York, Los Angeles or Orlando. The Great River Road is the perfect destination for these return travelers looking for a trip that takes them deeper into the American experience. The All-American Road designation would be a boon to our marketing efforts, signifying to our international visitors that the byway offers an authentic and rewarding all-American experience that’s worthy of the journey.

We’re excited that the byway is under consideration for this important designation, and we’re pleased to endorse the effort to have the Great River Road designated as an All-American Road by the Federal Highway Administration.

Sincerely,



Craig Ray

Chairman, Mississippi River Country
Director, Visit Mississippi

Mississippi River Country represents Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, and Wisconsin.

