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CONTACT: Susanne Thiede-Barnet, Managing Director, National Mississippi River Parkway Commission,
1-866-763-8310

Great River Road named the Best Scenic Drive in America

National Scenic Byway wins vote over 19 other incredible routes for honor

MADISON, Wis. (May 14, 2025)—Thanks to the support and votes from fans, the Great River Road has been selected as the **Best Scenic Drive** in America in the 2025 [USA Today 10Best Readers' Choice Awards](#).

A panel of travel experts nominated 20 routes for the Best Scenic Drive distinction, including the Great River Road as well as other highways and byways like the Natchez Trace Parkway (which starts in Natchez, Mississippi—one of the cities on the Great River Road), the Blue Ridge Parkway, Route 66, and the Pacific Coast Highway.

Online voting ran from April 7 through May 5, and thanks to an incredible effort from fans, the Great River Road took the top spot.

See the top 10 winners [here](#).

“We are thrilled to see such strong support from our fans and the thousands of travelers who drive the Great River Road every year, whether it’s a short segment or the whole route,” said Susanne Thiede-Barnet, Managing Director of the National Mississippi River Parkway Commission. “And if you haven’t explored the Great River Road yet, it’s a great time to see all the outstanding things we have to offer, including incredible parks and scenic overlooks, our official network of nearly 100 Interpretive Centers, and dozens of welcoming towns and cities along the Mississippi River.”

Summer is an ideal time to explore the scenic beauty of the Great River Road, which follows the Mississippi River through 10 states from Minnesota to Louisiana.

Need some trip inspiration? Check out these articles to learn more about where to go and what to see along the Great River Road:

- [Scenic spots on the Great River Road](#)
- [Explore natural beauty along the Great River Road](#)
- [Can't-miss parks and natural areas along the Great River Road](#)
- [Take a trip along the northern Great River Road](#)
- [What to see & do along the southern Great River Road](#)

You can also follow the Great River Road on [Facebook](#) and [Instagram](#).

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