

2018

ARKANSAS TOURISM
ECONOMIC IMPACT





Dear Tourism Industry Friends,

For those of us who call Arkansas home, the virtues of our state are clear – stunning scenic views, compelling cultural attractions and award-winning culinary opportunities, to name a few. Visitors from across the globe travel to The Natural State to discover the place we call home. And our tourism industry continues to offer top-notch visitor experiences enjoyed by travelers and locals alike.

State tourism data for 2018 highlights a banner year of growth for Arkansas's tourism industry. We can be proud of these successes, which are not happenstance. Data drives our marketing decisions and, in this case, demonstrates our achievements. This report details the tremendous role that tourism plays in our state's economy.

Nearly 68,000 Arkansans work directly within the travel industry. These ambassadors greeted more than 32 million visitors to The Natural State in 2018. Arkansas has a robust tourism product, offering consumers natural beauty, outdoor adventure, arts, culture, and a rich history and heritage to engage people of all ages, ethnicities and backgrounds. Combine this with authentic hospitality, and we have a tourism formula that works!

Arkansas's total travel expenditures are up 4.4% in 2018. And our 2% tourism tax revenue is also up, with a 2.7% increase over 2017 figures. This growth allows our state to market the Arkansas tourism message nationally and internationally, delivering to our industry partners new and returning visitors year over year. The Arkansas experience invites travelers to immerse themselves in the local flavor and the quality of life that exists here. This positive experience can encourage a tourist to become a local, bringing valuable relocation dollars into the state.

It's a rewarding job to market Arkansas as a tourism destination. I've said more than once that I have the best job in the state. Every day, I find that statement to be proven true as I work with tourism industry colleagues. I look forward to continuing our work together to drive visitation to The Natural State.

Sincerely,

Stacy Hurst
Secretary, Arkansas Department of Parks, Heritage and Tourism

ARKANSAS VISITOR VOLUME (MILLIONS)

Person-Trips	2017	2018	Person-Stays	2017	2018
Total	31.0	32.9	Total	48.4	50.1
Day	18.4	19.8	Day	26.8	27.9
Day Business	5.5	5.3	Day Business	9.3	9.1
Day Leisure	12.9	14.5	Day Leisure	17.5	18.8
Overnight	12.6	13.1	Overnight	21.6	22.2
Overnight Business	2.6	2.8	Overnight Business	4.4	4.7
Overnight Leisure	10.0	10.3	Overnight Leisure	17.3	17.5

Source: D. K. Shifflet

Person-trips are how many people came on a trip to Arkansas. Person-stays takes into consideration the number of places visited in Arkansas.

STATE TOURISM IMPACT NUMBERS

TOTAL TRAVEL EXPENDITURES

2017 \$7.06 BILLION
2018 \$7.37 BILLION
4.4% INCREASE

TRAVEL-GENERATED LOCAL TAX

2017 \$156 MILLION
2018 \$161 MILLION
2.9% INCREASE

TRAVEL-GENERATED PAYROLL

2017 \$1.31 BILLION
2018 \$1.35 BILLION
3.3% INCREASE

TRAVEL-GENERATED STATE TAX

2017 \$397 MILLION
2018 \$408 MILLION
2.7% INCREASE

TRAVEL-GENERATED EMPLOYMENT

2017 67,200 JOBS
2018 68,000 JOBS
1.2% INCREASE

TRAVEL-GENERATED FEDERAL TAX

2017 \$467 MILLION
2018 \$481 MILLION
2.9% INCREASE

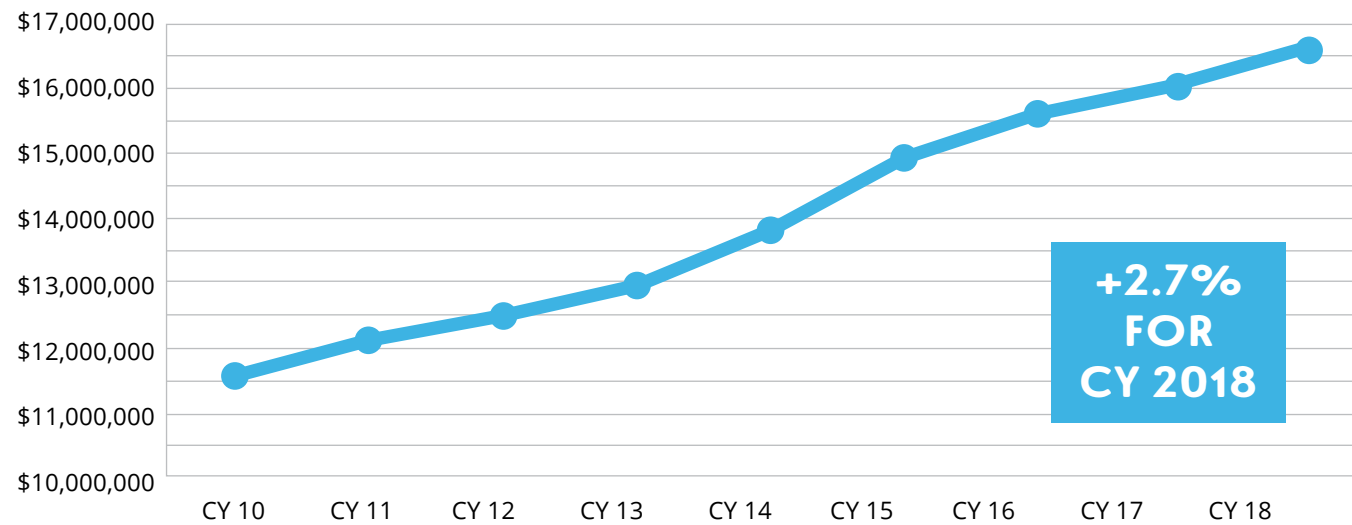
Source: U. S. Travel Association





THE 2% TOURISM TAX IS WORKING HARD IN ARKANSAS

2% TOURISM TAX COLLECTIONS BY CALENDAR YEAR



Created in 1989, the Tourism Re-investment Trust Fund continues to grow, spurring economic development and job growth here in The Natural State. This trust is subsidized by the narrow two percent lodging tax that is collected primarily from out-of-state visitors. The funds are used solely to promote Arkansas as a tourist destination. Since the fund's inception, the tax collections have grown from \$4 million in 1990 to over \$16 million in 2018. And during that same timeframe, tourism has become one of the largest industries in the state. Through this fund, we look forward to continuing to tell the story of Arkansas and improving the lives of Arkansans.



2018 COUNTY IMPACT

Source: U. S. Travel Association 2018 County Impact

(DOMESTIC + INTERNATIONAL)

Below are the 12 Arkansas tourism regions, showing travel impact data by region and county.

COUNTY	TOTAL COUNTY EXPENDITURES (MILLIONS)	TRAVEL-GENERATED PAYROLL (MILLIONS)	TRAVEL-GENERATED EMPLOYMENT (JOBS THOUSANDS)	TRAVEL-GENERATED STATE TAX (MILLIONS)	TRAVEL-GENERATED LOCAL TAX (MILLIONS)	2% TAX
ARKANSAS DELTA BYWAYS						
ARKANSAS	39.67	6.08	0.32	2.48	0.99	\$98,107.45
CHICOT	12.97	2.60	0.13	0.81	0.30	\$27,858.56
CLAY	7.13	1.09	0.05	0.45	0.20	\$7,474.63
CRAIGHEAD	181.55	34.08	1.91	11.49	3.42	\$380,038.73
CRITTENDEN	201.04	36.17	2.04	12.89	4.17	\$417,176.14
CROSS	10.67	1.81	0.09	0.67	0.23	\$16,989.29
DESHA	19.95	3.64	0.22	1.25	0.42	\$22,934.99
DREW	38.89	7.40	0.42	2.45	0.80	\$90,647.58
GREENE	26.24	4.76	0.26	1.64	0.64	\$86,804.55
LEE	1.85	0.26	0.02	0.12	0.06	\$688.37
MISSISSIPPI	120.88	25.44	1.35	7.63	2.75	\$346,654.41
MONROE	24.51	4.29	0.23	1.54	0.51	\$50,014.25
PHILLIPS	23.78	3.71	0.22	1.50	0.59	\$40,928.96
POINSETT	8.87	0.95	0.05	0.58	0.18	\$20,692.59
ST. FRANCIS	72.02	12.33	0.62	4.60	1.64	\$225,693.45
TOTAL	\$790.00	\$144.62	7.93	\$50.10	\$16.91	\$1,832,703.95
ARKANSAS'S GREAT SOUTHWEST						
HEMPSTEAD	52.67	9.95	0.53	3.30	1.44	\$133,531.53
HOWARD	9.77	1.13	0.05	0.64	0.22	\$25,639.66
LAFAYETTE	13.10	1.59	0.08	0.82	0.42	\$80.16
LITTLE RIVER	11.30	1.60	0.08	0.70	0.40	\$8,013.65
MILLER	108.87	18.61	0.89	5.26	1.85	\$285,390.97
NEVADA	11.32	1.93	0.07	0.50	0.19	\$9,044.10
SEVIER	10.49	1.59	0.09	0.66	0.24	\$21,744.35
TOTAL	\$217.52	\$36.40	1.79	\$11.88	\$4.75	\$483,444.42
ARKANSAS'S LAND OF LEGENDS						
CLEVELAND	1.63	0.21	0.01	0.10	0.05	\$2,290.26
GRANT	4.55	0.56	0.03	0.29	0.11	\$12,206.96
JEFFERSON	116.90	21.24	1.15	6.67	2.69	\$257,903.71
LINCOLN	2.14	0.29	0.01	0.14	0.05	\$5,194.16
TOTAL	\$125.21	\$22.30	1.21	\$7.20	\$2.89	\$277,595.09

COUNTY	TOTAL COUNTY EXPENDITURES (MILLIONS)	TRAVEL-GENERATED PAYROLL (MILLIONS)	TRAVEL-GENERATED EMPLOYMENT (JOBS THOUSANDS)	TRAVEL-GENERATED STATE TAX (MILLIONS)	TRAVEL-GENERATED LOCAL TAX (MILLIONS)	2% TAX
ARKANSAS RIVER VALLEY TRI-PEAKS						
CONWAY	32.31	5.52	0.29	2.04	0.84	\$70,014.83
JOHNSON	32.10	5.97	0.31	2.02	0.71	\$65,255.85
LOGAN	6.32	1.09	0.05	0.41	0.21	\$14,537.03
PERRY	7.26	1.00	0.04	0.45	0.27	\$480.02
POPE	120.52	18.37	0.97	5.42	1.94	\$206,810.38
YELL	7.60	0.96	0.05	0.47	0.23	\$8,436.09
TOTAL	\$202.95	\$32.35	1.69	\$10.59	\$4.10	\$358,265.69

*Logan County is split between Arkansas River Valley Tri-Peaks and Western Arkansas' Mountain Frontier.

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ARKANSAS'S SOUTH						
ASHLEY	19.35	3.48	0.20	1.20	0.46	\$39,013.89
BRADLEY	6.42	0.96	0.04	0.42	0.20	\$10,612.01
CALHOUN	1.34	0.13	0.00	0.08	0.05	\$484.87
COLUMBIA	34.35	6.16	0.34	2.16	0.78	\$109,149.34
DALLAS	14.93	2.06	0.11	0.96	0.41	\$20,580.57
OUACHITA	31.89	5.55	0.30	2.00	0.67	\$74,831.01
UNION	119.90	13.64	0.86	6.12	2.11	\$268,112.68
TOTAL	\$228.18	\$31.98	1.85	\$12.94	\$4.68	\$522,784.37

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DIAMOND LAKES						
CLARK	59.55	11.51	0.58	3.81	1.14	\$129,965.49
GARLAND	685.19	117.17	6.95	40.46	16.24	\$1,561,634.55
HOT SPRING	29.91	4.66	0.24	1.89	0.79	\$85,657.10
MONTGOMERY	45.59	6.82	0.36	2.82	1.62	\$100,371.25
PIKE	33.77	5.99	0.35	2.11	0.83	\$81,882.66
TOTAL	\$854.01	\$146.14	8.48	\$51.10	\$20.62	\$1,959,511.05

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GREERS FERRY LAKE/LITTLE RED RIVER						
CLEBURNE	108.28	17.61	0.92	6.74	3.51	\$160,638.33
VAN BUREN	41.32	6.68	0.36	2.68	1.36	\$43,324.55
WHITE	82.55	13.47	0.79	5.16	1.61	\$209,747.41
WOODRUFF	2.53	0.33	0.02	0.16	0.08	\$1,822.51
TOTAL	\$234.69	\$38.10	2.08	\$14.74	\$6.56	\$415,532.80

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HEART OF ARKANSAS						
FAULKNER	140.79	25.80	1.40	8.83	2.69	\$372,335.40
LONOKE	48.80	8.17	0.41	3.08	0.96	\$143,467.12
PRAIRIE	6.82	1.02	0.06	0.44	0.18	\$12,750.27
PULASKI	1,814.16	343.08	13.65	73.02	35.08	\$3,519,144.36
SALINE	88.10	16.09	0.91	5.51	1.83	\$229,140.50
TOTAL	\$2,098.67	\$394.16	16.42	\$90.88	\$40.75	\$4,276,837.65

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OZARK GATEWAY						
FULTON	17.14	2.93	0.16	1.08	0.47	\$33,649.42
INDEPENDENCE	44.33	8.70	0.50	2.78	0.99	\$122,908.11
IZARD	12.21	1.80	0.09	0.76	0.35	\$19,078.89
JACKSON	12.29	1.92	0.10	0.78	0.25	\$15,705.79
LAWRENCE	12.01	1.78	0.09	0.76	0.31	\$7,134.51
RANDOLPH	13.94	1.81	0.10	0.87	0.42	\$46,971.51
SHARP	24.26	3.60	0.18	1.51	0.72	\$39,195.21
STONE	45.68	8.65	0.45	2.78	1.11	\$88,015.46
TOTAL	\$181.86	\$31.19	1.67	\$11.32	\$4.62	\$372,658.90

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NORTHWEST ARKANSAS						
BENTON	884.09	164.33	9.11	59.63	24.99	\$2,262,683.85
CARROLL	255.84	52.63	3.30	16.91	5.52	\$742,543.84
MADISON	4.55	0.65	0.03	0.29	0.14	\$8,211.61
WASHINGTON	543.83	128.55	6.01	31.40	10.12	\$1,375,699.49
TOTAL	\$1,688.31	\$346.16	18.46	\$108.23	\$40.76	\$4,389,138.79

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OZARK MOUNTAIN REGION						
BAXTER	160.39	29.40	1.52	9.89	3.37	\$417,969.28
BOONE	58.73	10.73	0.64	3.67	1.29	\$165,922.41
MARION	36.48	7.11	0.38	2.27	0.94	\$100,653.39
NEWTON	35.38	6.51	0.38	2.21	0.94	\$123,862.28
SEARCY	11.50	1.82	0.09	0.73	0.31	\$46,398.19
TOTAL	\$302.47	\$55.57	3.01	\$18.78	\$6.86	\$854,805.55

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WESTERN ARKANSAS'S MOUNTAIN FRONTIER						
CRAWFORD	69.79	11.55	0.62	4.45	1.38	\$172,207.81
FRANKLIN	16.06	2.79	0.14	1.02	0.40	\$18,471.23
LOGAN	6.32	1.09	0.05	0.41	0.21	\$14,537.03
POLK	33.29	5.93	0.33	2.08	0.81	\$73,348.09
SCOTT	4.18	0.75	0.04	0.26	0.12	\$6,715.91
SEBASTIAN	316.35	50.42	2.25	11.69	4.37	\$594,663.84
TOTAL	\$442.82	\$72.00	3.41	\$19.71	\$7.18	\$872,675.40

*Logan County is split between Arkansas River Valley Tri-Peaks and Western Arkansas' Mountain Frontier.

STATE TOTALS	\$7,366.70	\$1,350.98	68.00	\$407.46	\$160.68	\$16,615,953.65
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