

2019

ARKANSAS TOURISM ECONOMIC IMPACT



ARKANSAS
THE NATURAL STATE



Dear Tourism Industry Friends,

State tourism data for 2019 highlights another banner year of growth for Arkansas's travel and hospitality industry. This report details the tremendous role that tourism plays in our state's economy. Just under 69,000 Arkansans work directly within the travel industry, a 1.4% increase over 2018. And these ambassadors greeted more than 36 million visitors to The Natural State in 2019, a remarkable 10.2% increase.

Arkansas's total travel expenditures are up 4.2% in 2019. And our 2% tourism tax revenue has risen 7.5% over 2018 figures, one of the largest increases over the past decade. 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.

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. 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 for years to come.

Congratulations on your success in 2019! We all can be proud of these numbers. Our successes over the past decade of growth will help as we prepare for the impact of 2020.

Thank you for your partnership. 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



Tourism Industry Partners,

Congratulations on another banner year of positive economic contributions to Arkansas! You can be proud of the growth of our industry in 2019. We saw substantial increases in all of our key measures of success, from visitor volume to total travel expenditures. And, our 2% tourism tax revenue has risen 7.5% from 2018 figures, one of the largest increases over the past decade!

These numbers show just how vital tourism is to Arkansas's economic prosperity. 2020 has presented significant setbacks, but we continue to explore new opportunities to bring back economic growth. We've worked to inspire travel by participating in national campaigns such as "Let's Go There" with the U.S. Travel Association. And in collaboration with other state agencies and partners, we've worked to inform the public that "Arkansas is Ready for Travel."

Whatever sort of adventure travelers are craving, Arkansas delivers. And although visitors may come to our state for different reasons, they all leave with a similar impression – that our state is welcoming, authentic and the perfect place to relax and recharge. Not only that, they want to come back for a return visit. And who can blame them?

Arkansas is home to experiences and attractions found nowhere else. Travelers can dig for diamonds and keep what they find at Crater of Diamonds State Park in Murfreesboro. They can tour one of only three purse museums in the world at ESSE Purse Museum in Little Rock. Or, they can ride some of the best mountain biking trails on the planet.

Arkansas's communities large and small welcome guests of all ages, races and nationalities, offering local dining, historical attractions, outdoor recreation and so much more. Visitors also enjoy a multitude of inexpensive family activities across the state, including at our 52 state parks. Clearly, there's a reason why we say The Natural State is a natural choice for travel. I'm proud to call Arkansas home, and I know I share that sentiment with each one of you. Keep up the good work! Together, we will continue to help our home shine on a national and international scale.

Sincerely,

Travis Napper
Director
Arkansas Tourism

STATE TOURISM IMPACT NUMBERS

TOTAL TRAVEL EXPENDITURES

2018 \$7.37 BILLION
2019 \$7.68 BILLION
4.2% INCREASE

TRAVEL-GENERATED LOCAL TAX

2018 \$161 MILLION
2019 \$169 MILLION
5.4% INCREASE

TRAVEL-GENERATED PAYROLL

2018 \$1.35 BILLION
2019 \$1.42 BILLION
5.1% INCREASE

TRAVEL-GENERATED STATE TAX

2018 \$407 MILLION
2019 \$429 MILLION
5.3% INCREASE

TRAVEL-GENERATED EMPLOYMENT

2018 67,998 JOBS
2019 68,955 JOBS
1.4% INCREASE

TRAVEL-GENERATED FEDERAL TAX

2018 \$480 MILLION
2019 \$504 MILLION
4.9% INCREASE

Source: U.S. Travel Association

ARKANSAS VISITOR VOLUME (MILLIONS)

Person-Trips	2018	2019	2019/18	Person-Stays	2018	2019	2019/18
Total	32.9	36.3	10.2%	Total	50.1	51.7	3.2%
Business	8.1	9.1	12.2%	Day	27.9	29.2	4.6%
Leisure	24.8	27.1	9.6%	Day Business	9.1	9.6	5.0%
				Day Leisure	18.8	19.6	4.4%
				Overnight	22.2	22.5	1.5%
				Overnight Business	4.7	4.2	-9.0%
				Overnight Leisure	17.5	18.3	4.3%

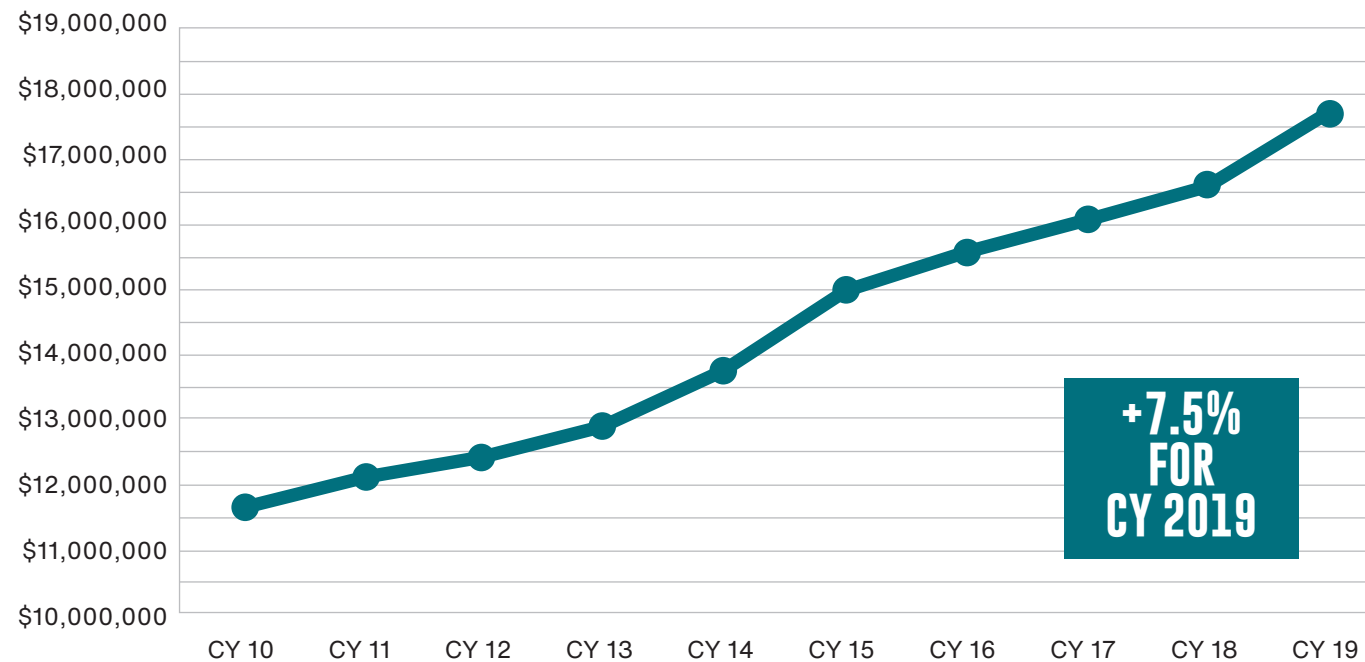
Source: D. K. Shifflet

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

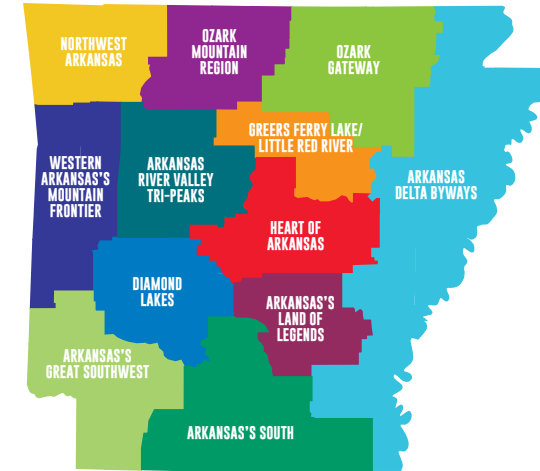


THE 2% TOURISM TAX IS WORKING HARD IN ARKANSAS

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 more than \$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.



2019 COUNTY IMPACT

Source: U.S. Travel Association 2019 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 (THOUSANDS)
ARKANSAS DELTA BYWAYS						
ARKANSAS	41.62	6.47	0.33	2.63	1.05	93.65
CHICOT	13.09	2.64	0.13	0.83	0.31	27.68
CLAY	7.22	1.11	0.05	0.46	0.21	7.94
CRAIGHEAD	192.32	36.31	1.96	12.30	3.66	409.18
CRITTENDEN	214.26	39.29	2.13	13.89	4.50	485.98
CROSS	11.03	1.89	0.10	0.70	0.24	27.80
DESHA	19.50	3.61	0.21	1.24	0.42	21.39
DREW	38.13	7.44	0.40	2.43	0.80	86.27
GREENE	25.94	4.91	0.26	1.64	0.64	82.71
LEE	1.87	0.26	0.01	0.12	0.06	0.92
MISSISSIPPI	125.92	26.46	1.37	8.03	2.90	361.61
MONROE	25.16	4.42	0.23	1.60	0.53	49.56
PHILLIPS	24.49	3.88	0.22	1.57	0.61	53.20
POINSETT	9.08	0.97	0.05	0.60	0.19	20.51
ST. FRANCIS	71.36	12.38	0.60	4.61	1.65	211.66
TOTAL	\$820.98	\$152.04	8.04	\$52.63	\$17.75	\$1,940.05
ARKANSAS'S GREAT SOUTHWEST						
HEMPSTEAD	55.04	10.54	0.54	3.49	1.52	143.44
HOWARD	9.87	1.16	0.05	0.65	0.22	22.54
LAFAYETTE	13.46	1.63	0.08	0.85	0.43	0.00
LITTLE RIVER	11.73	1.68	0.09	0.74	0.42	7.39
MILLER	112.55	19.45	0.89	5.49	1.94	291.70
NEVADA	11.69	1.99	0.07	0.53	0.20	8.26
SEVIER	10.56	1.62	0.09	0.67	0.24	27.29
TOTAL	\$224.91	\$38.07	1.80	\$12.41	\$4.97	\$500.62
ARKANSAS'S LAND OF LEGENDS						
CLEVELAND	1.68	0.21	0.01	0.10	0.05	2.25
GRANT	4.63	0.58	0.03	0.30	0.11	13.90
JEFFERSON	121.59	22.50	1.17	7.01	2.83	287.27
LINCOLN	2.21	0.31	0.01	0.14	0.05	3.73
TOTAL	\$130.11	\$23.59	1.23	\$7.56	\$3.04	\$307.15

Totals have been rounded to the nearest tenth.

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 (THOUSANDS)
ARKANSAS RIVER VALLEY TRI-PEAKS						
CONWAY	33.33	5.77	0.29	2.12	0.88	68.44
JOHNSON	33.63	6.34	0.32	2.14	0.76	73.99
LOGAN*	3.18	0.56	0.03	0.21	0.11	5.78
PERRY	7.46	1.02	0.04	0.46	0.28	1.00
POPE	124.73	19.16	0.98	5.67	2.03	191.79
YELL	7.65	0.96	0.05	0.48	0.24	6.46
TOTAL	\$209.97	\$33.80	1.71	\$11.07	\$4.29	\$347.46

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

ARKANSAS'S SOUTH						
ASHLEY	20.04	3.65	0.20	1.26	0.48	38.78
BRADLEY	6.62	1.00	0.04	0.44	0.21	12.90
CALHOUN	1.36	0.13	0.00	0.09	0.05	0.27
COLUMBIA	36.02	6.52	0.35	2.29	0.82	122.84
DALLAS	15.04	2.09	0.11	0.98	0.42	20.80
OUACHITA	32.76	5.69	0.30	2.07	0.70	77.74
UNION	126.46	14.43	0.88	6.53	2.25	310.10
TOTAL	\$238.32	\$33.52	1.88	\$13.65	\$4.93	\$583.43

DIAMOND LAKES						
CLARK	62.01	12.00	0.59	4.01	1.20	132.27
GARLAND	717.81	124.01	7.13	42.84	17.21	1,752.08
HOT SPRING	30.72	4.77	0.24	1.96	0.82	92.93
MONTGOMERY	47.77	7.06	0.37	2.99	1.72	100.36
PIKE	35.42	6.33	0.36	2.24	0.88	90.26
TOTAL	\$893.73	\$154.17	8.68	\$54.05	\$21.83	\$2,167.90

GREERS FERRY LAKE/LITTLE RED RIVER						
CLEBURNE	111.77	18.42	0.93	7.03	3.66	155.66
VAN BUREN	43.27	7.09	0.36	2.84	1.44	48.38
WHITE	85.29	14.13	0.80	5.39	1.69	211.15
WOODRUFF	2.59	0.34	0.02	0.16	0.08	3.26
TOTAL	\$242.92	\$39.99	2.10	\$15.42	\$6.87	\$418.45

HEART OF ARKANSAS						
FAULKNER	146.99	27.31	1.42	9.32	2.84	411.24
LONOKE	50.40	8.58	0.41	3.22	1.01	148.58
PRAIRIE	6.95	1.05	0.06	0.46	0.18	13.62
PULASKI	1,898.25	360.05	13.77	77.23	37.14	3,821.69
SALINE	93.08	17.23	0.94	5.88	1.96	220.59
TOTAL	\$2,195.67	\$414.22	16.59	\$96.10	\$43.13	\$4,615.71

OZARK GATEWAY						
FULTON	17.98	3.12	0.16	1.14	0.50	36.53
INDEPENDENCE	45.41	8.89	0.50	2.88	1.02	116.38
IZARD	12.34	1.82	0.09	0.78	0.36	18.43
JACKSON	12.38	1.91	0.10	0.79	0.26	15.44
LAWRENCE	12.22	1.82	0.09	0.79	0.32	5.39
RANDOLPH	14.32	1.86	0.10	0.90	0.43	41.41
SHARP	25.41	3.75	0.19	1.59	0.77	36.47
STONE	47.14	8.91	0.45	2.90	1.16	94.77
TOTAL	\$187.20	\$32.07	1.68	\$11.78	\$4.82	\$364.81

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 (THOUSANDS)
NORTHWEST ARKANSAS						
BENTON	928.49	173.70	9.33	63.30	26.56	2,461.97
CARROLL	269.51	56.20	3.39	18.01	5.88	783.74
MADISON	4.66	0.68	0.03	0.30	0.14	6.72
WASHINGTON	566.96	135.36	6.11	33.09	10.68	1,531.60
Total	\$1,769.63	\$365.95	18.85	\$114.70	\$43.25	\$4,784.03

OZARK MOUNTAIN REGION						
BAXTER	160.83	29.62	1.47	10.03	3.42	426.46
BOONE	60.41	11.06	0.64	3.82	1.34	160.84
MARION	37.21	7.29	0.38	2.34	0.97	100.30
NEWTON	34.32	6.39	0.36	2.17	0.93	133.61
SEARCY	12.10	1.94	0.09	0.78	0.33	50.55
TOTAL	\$304.86	\$56.30	2.94	\$19.13	\$6.99	\$871.77

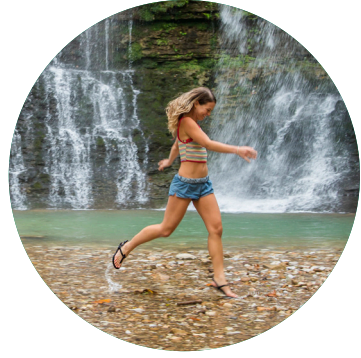
WESTERN ARKANSAS'S MOUNTAIN FRONTIER						
CRAWFORD	72.03	12.11	0.63	4.65	1.44	187.45
FRANKLIN	16.75	2.91	0.14	1.07	0.42	29.56
LOGAN*	3.18	0.56	0.03	0.21	0.11	5.78
POLK	34.09	6.15	0.33	2.15	0.84	74.34
SCOTT	4.32	0.79	0.04	0.27	0.12	6.48
SEBASTIAN	329.59	53.13	2.28	12.31	4.61	659.31
TOTAL	\$459.97	\$75.64	3.44	\$20.66	\$7.54	\$962.93

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

State Total	\$7,684.63	\$1,420.49	69.01	\$429.58	\$169.64	\$17,873.64
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Totals have been rounded to the nearest tenth.





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