





STATE OF ARKANSAS

**ASA HUTCHINSON
GOVERNOR**

Spring 2016

Dear Arkansas Tourism Industry Supporter:

These are indeed exciting and rewarding times for your vital sector of the state's economy. Numbers from last year are very encouraging, both in terms of visitors and their spending. Although we experienced several key retirements at the Arkansas Department of Parks and Tourism in late 2015, we have a solid and experienced team in place, and our programs are continuing to move forward and yield positive results.

Once again, private entrepreneurs have shown their confidence in Arkansas tourism with major investments in hotels, restaurants, and attractions. These projects, combined with the efforts of state and local agencies, should nicely position Arkansas for another year of advancement.

Let me particularly thank you for the cooperative spirit you've displayed time and again. Our partnerships in advertising and marketing are great ways to leverage the state's finite resources. Working together, we've been able to keep Arkansas pointed in the right direction even while operating in an extremely competitive business environment.

I'll conclude by reminding you that it's the personal touch, the extra effort at providing top-notch customer service, which will distinguish us from our many rivals. Thanks for doing your part to make The Natural State a more attractive destination.

A handwritten signature in black ink that reads "Asa Hutchinson".

**Asa Hutchinson
Governor**

STATE CAPITOL, SUITE 250 • LITTLE ROCK, AR 72201
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www.governor.arkansas.gov

STRATEGIC PLANNING

Situation Analysis

Today's consumer is crossing screens, jumping between smartphones and laptops and smart TVs, watching short- and long-form video at a steady clip, and consuming news, information and entertainment at a velocity never seen before.

The consumer is no longer grounded in one spot, one medium or one homepage – but has become a “liquid consumer” who demands “liquid creativity” from marketers and media outlets or anyone who wants to find them.

This means our goal is no longer as simple as bringing consumers to a centralized “home.” It's about reaching them anywhere, anytime, anyplace and on multiple platforms.

It is important to recognize that there are many ways for consumers to research and show an interest in a travel destination, and these are very relevant to the channel or platform where they reside.

The new “liquid consumer” paradigm needs to be explored to reach audiences that are constantly migrating across different media channels. The influences of new technology and the fluid dynamics of the liquid consumers are making old tools obsolete.

Consumer Decision-Making

60% Of travel decision makers are female.

40% Use social media in trip planning.

49% Use print collateral and magazines.

31% Use official destination website.

41% Seek reviews/ratings from user-generated content.

28% Use tablets to access travel information.

41% Use smartphones to access travel information.

21% Use official visitors guide.

– Destination Analysis. “The State of the American Traveler,” February 2015

Optimizing for the device may be becoming simpler, but this task is being replaced with the demand to optimize for specific platforms on that device. As a result, marketers have moved from media-first targeting approaches to audience-first. While consumers like to be part of a community, they ultimately want to be treated as individuals.

What it comes down to is storytelling – unfolding a consistent story across all channels like a TV series that engages the audience week after week.

The “liquid audience” phenomenon is igniting a shift in the digital media industry that may forever adjust the power structure of the Web. Today, even what it means to make a “home” online is up for grabs in the mobile world. Change can be debilitating, but in the digital media world, it's also what produces so many amazing opportunities.

ECONOMIC REPORT

Visitors continue to travel to Arkansas to enjoy the state's pristine outdoor pursuits, its unique highways and byways, world-class museums, emerging nationally acclaimed culinary experiences, and thriving arts and culture venues. In 2015, Arkansas hosted more than 28 million visitors spending \$7.2 billion in total travel expenditures, \$374 million in state taxes and \$137 million in local taxes.

Tourism is vital to Arkansas's economy, and it is projected to be one of the fastest-growing industries in the next decade.

The economic impact of travel and tourism on the state's economy showed an 8.69% increase in travel expenditures in 2015. Growth in tourism jobs has tracked with the growth in statewide tourism tax collections. Arkansas's travel and tourism industry travel-generated payroll has grown from \$240 million in 1979 to \$1.3 billion in 2015, an increase of 447.6% over the last 36 years.

Fiscal year 2015 tax collections were up 7.7% compared to the \$13.090 million in 2014, and five years later, we are well ahead of the \$11.432 million slump in 2010 when national economic conditions proved tough on Arkansas's tourism industry.

To put the success of 2015 into perspective, this chart shows the tremendous growth the Arkansas tourism industry has achieved since the slump in the last five years:

Total Number of Visitors		State/Local Taxes	
2015	28,117,891	2015	\$511,894,624
2010	22,770,000	2010	\$388,297,000
Increase: 23.5%		Increase: 31.8%	
Visitor Spending		2% Tourism Trust Fund	
2015	\$7,280,600,760	2015	\$14,092,421
2010	\$5,453,193,000	2010	\$11,432,253
Increase: 33.5%		Increase: 23.3%	

State and local taxes collected from tourism in 2014 totaled more than \$461 million, and 2015 shows an increase of 11% with \$512 million. Economic impact studies have shown that for every dollar spent on marketing Arkansas to our neighbors in surrounding states, more than \$10 is collected in state and local revenues.

The 2% tourism development trust fund broke a nine-year record for percentage of growth. Fiscal year 2014 tax collections were \$13.090 million, and collections for fiscal year 2015 rose by an astonishing 7.7% to \$14.092 million, beating the 7.2% growth of 2007 over 2006.

One of the highlights of the tax collections in fiscal year 2015 was the month of June when, for the first time ever, the collections exceeded \$1.5 million. That record has now been overshadowed because in the current fiscal year, we have already had two months exceed \$1.5 million in tax collection – July and October. And if that's not enough, four out of the last seven months hit double digit growth – July 14.7%, September 10.4%, October 13.8% and November 10.3%, and current tax collections for fiscal year 2016 sit at 9.1% YTD over fiscal year 2015.

The Department's marketing and advertising efforts are funded by the tax. The collections, generated mostly by visitors rather than residents, enable Arkansas to effectively compete against our touch states of Louisiana, Mississippi, Missouri, Oklahoma, Tennessee and Texas.

Visitors spent more than \$7.2 billion in Arkansas in calendar year 2015, a 8.69% increase over 2014 expenditures. The number of visitors also increased from about 25.8 million in 2014 to more than 28.1 million in 2015. Our marketing efforts continue to entice more vacationers to try Arkansas, and research shows that once they do, they are highly likely to return again and again.

The 2015 average trip expenditure of \$259 per trip resulted in \$374 million in state taxes and \$137 million in local taxes. Arkansas's continuing success relates directly to thousands of members of the tourism industry who work hard every day to create positive vacation experiences for our visitors. Our industry attracts some of the hardest-working, concerned and caring workers in the state. Over and over again, from venues across the state, visitors relate memorable moments with Arkansans they have encountered.

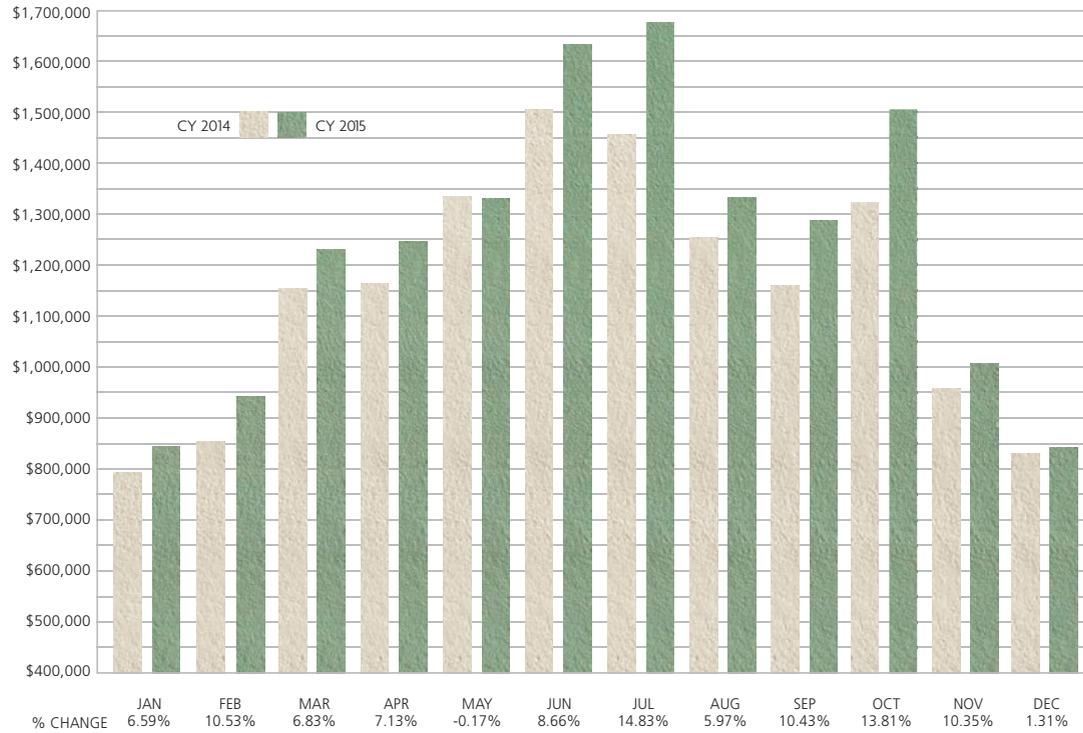
Those on the front lines who share a personal connection with our visitors, sharing ideas about things to see and do in The Natural State, are essential ingredients in the recipe for our industry's success. Their efforts result in

extended vacations and increased spending, which benefit us all.

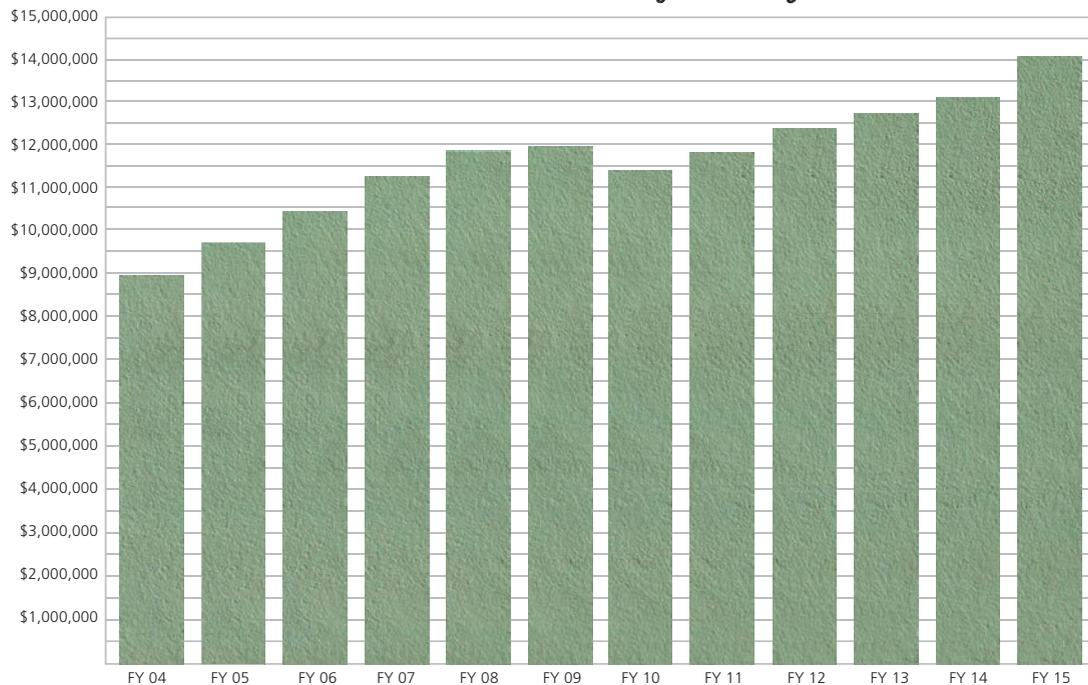
Today, Arkansas is on the brink of growing our tourism

industry even more. To maximize that growth – and economic revenues – we continually extend an open invitation to new and repeat visitors inside and outside the state.

2% Tourism Tax Collections by Month



2% Tourism Tax Collections by Fiscal Year*



* The state's fiscal year is July 1 through June 30.

RESEARCH

Research Findings/Trends

The *State of the American Traveler* has never reported a more positive travel environment. Americans are feeling bullish about their travel prospects in 2015/2016. Barriers to travel such as gas prices and the perception of costly airfares are at their lowest level in almost 10 years.

However, challenges remain. Reaching travelers via the right device and media is becoming even more complex. The latest *State of the American Traveler* highlights that across almost every media and content type, travelers are accessing more information from more places – both digital and traditional media. Social media and user-generated content both surged as sources of information (to 48% and 46%, respectively of U.S. travelers) – however, print usage almost topped 50% for the first time in the history of the research. Marketing and communications plans need to support a complex and ever-growing range of media types and channels, making engaging content and smart analytics even more important.

Arkansas Visitor Volumes

In 2014, the number of day trips taken to or within Arkansas grew by 7% compared to the year earlier to 28.6 million trips:

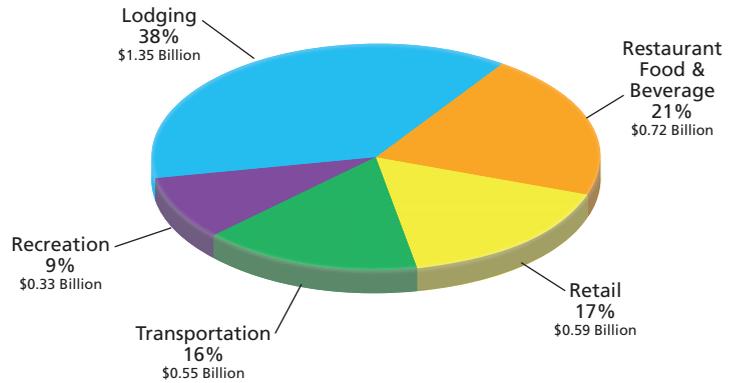
- Continuing the upward swing that began in 2012 after several years of decline and stagnation
- Higher volume than the last peak measured in 2007

The increase in day trips was largely attributable to more leisure travel, which improved from 23.4 million to 25.6 million trips:

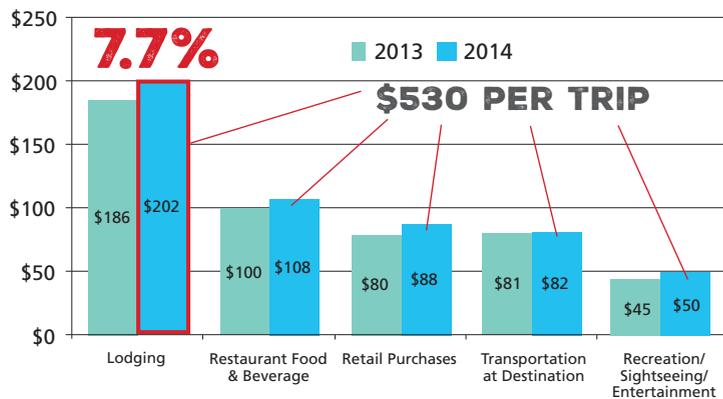
- Business day trips declined, while combined business-leisure trips remained about the same

Visitor expenditures on overnight trips to Arkansas increased 3% to reach \$3.55 billion

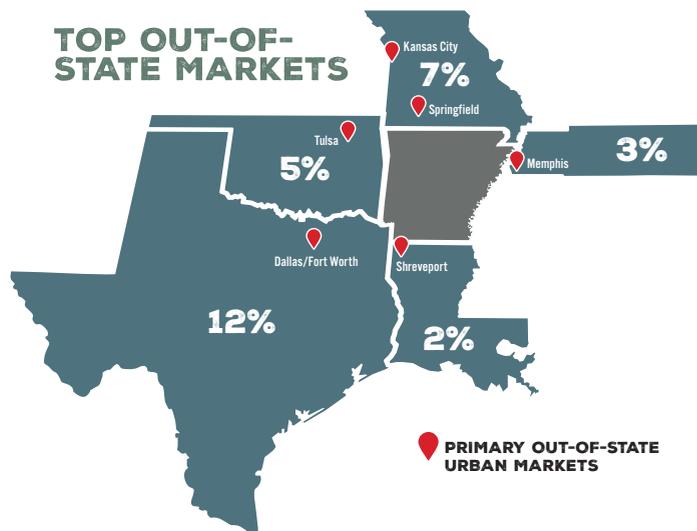
OVERNIGHT SPENDING TOTAL SPENDING = \$3.55 BILLION



OVERNIGHT SPENDING PER TRIP



TOP OUT-OF-STATE MARKETS



in 2014, up from \$3.46 billion in 2013, despite a slight decrease in visitor volume

Leisure visitors accounted for 84% of all travel-related expenditures in 2014 or \$2.99 billion, while business travelers' spending contributed 13% or \$0.46 billion, and expenditures by combined business-leisure visitors amounted to \$0.11 billion or the remaining 3% of spending.

Looking at the five main business sectors that are traditionally linked with travel and tourism, we find that all except one experienced some growth:

- Expenditures on hotels and other lodging in Arkansas rose from \$1.28 billion to \$1.35 billion
- Restaurant food and beverage in 2014 accounted for \$722 million in visitor spending, up slightly from \$714 million in 2013
- Retail sales to visitors amounted to \$589 million, slightly more than the year before at \$570 million
- Visitors' expenditures on admissions/fees for sightseeing attractions, entertainment venues and recreation climbed to \$335 million from \$320 million in 2013

Arkansas's Source of Business

In 2014, Arkansas residents accounted for 32% of overnight leisure trips to Arkansas, somewhat more than in 2013 (28%).

Neighboring states remained the primary out-of-state markets for visitors, including:

- Texas (12%)
- Missouri (7%)
- Oklahoma (5%)
- Tennessee (3%)
- Louisiana (2%)

The top regional out-of-state urban markets for overnight trips in 2014 were:

- Dallas/Fort Worth
- Springfield
- Shreveport
- Memphis
- Kansas City
- Chicago
- Tulsa

Conclusions & Implications

Reviewing the topline figures for overnight visitation and visitor expenditures, we see mixed results for travel and tourism in Arkansas in 2014:

- Although overall overnight visitor volume from year to year was down slightly versus 2013, those visitors spent more money in the state than in most prior years.

Nonetheless, we need to look below the headline numbers and understand the competitive context in order to interpret these shifts.

On a national basis, since the low point in travel during the worst part of the recession in 2009, travel volume overall has rebounded 14% through 2014:

- Driven mainly by a 20% increase in marketable leisure trips
- Visitors to Friends and Relatives travel was also up 14%
- Counterbalanced by declines of 11% and 4% in business and combined business-leisure trips, respectively

In comparison, Arkansas's overall travel volume grew by 7% over the same five-year time period and matched the national growth in marketable leisure trips (up 21%), which is the main segment with money to spend and that the Department can influence through marketing initiatives:

- Business travel to Arkansas did not suffer as much as it did nationally, contracting only 3% over five years, while business-leisure travel actually grew by 10%
- The main sticking point for Arkansas's upward momentum has been shifts in VFR travel, over which the Department has little control – over five years, this type of travel has essentially been flat

Looking at the year-to-year results for neighbor states, we find:

- Virtually identical cross-region shifts as we see for Arkansas, i.e., gains versus 2013 on the marketable and business side, dampened by declines in VFR travel

These trends, plus the substantial uptick in visitor spending, suggest that the Department continues to make inroads in the travel and tourism areas it can influence and is on par with the nation as a whole.

2016 SPRING/SUMMER CONSUMER CAMPAIGN

Creative Rationale

Visitors to The Natural State start their journeys from various entry points and many different directions. In order to reach them, our creative messages have to be accessible, attention getting and compelling. With extensive research as our starting point, all messages are built on a strong foundation.

Our audience is composed of experience collectors. First-time visitors want the unique, and repeat visitors want to discover something new. To that end, the creative shows one-of-a-kind experiences, sights, sounds and tastes. The immense variety of an Arkansas vacation is presented in a visually arresting way. The creative voice is emotional and motivating, and it highlights the variety of de-stressing and rejuvenating experiences an Arkansas vacation offers. All ads speak the language of the target audiences in a charming and inviting way, and all include the simple, honest, earnest signoff of "Come see us."

Campaign Specifics

One 60-second and two 30-second general consumer spots, along with six 15-second tailored DMA spots make up the Spring/Summer 2016 television campaign. A three-minute video providing a brief look at all six DMAs is placed in Branson hotels and encourages visitors to make the short trip across the border to The Natural State. Supplemental radio is placed in-state to provide complete coverage for those areas not covered by television. Six DMA radio spots are placed to promote each area's specific offerings.

Full-page print executions include two general statewide ads, six DMA ads and several niche ads focusing on audiences with interests like food, motorcycles, fishing, bicycling, outdoor activities, arts, etc. Half-page ads for Meetings and Conventions, as well as Motorcoach tours feature activities and venues appropriate to those audiences. All ads direct viewers, listeners and readers to the Arkansas.com homepage or specific interest pages within Arkansas.com.



Cache, Little Rock



THE CLOSEST PLACE

to get far, far away.

Cedar Creek Falls, Petit Jean State Park



YOUR TRIP BEGINS HERE



#VisitArkansas



Scott Family Amazeum, Bentonville



River Market, Little Rock



Greers Ferry Lake

Arkansas's 9,700 miles of rivers and streams and 600,000 acres of lakes have magic powers to rejuvenate. Throw in attractions like you won't see anywhere else and people who genuinely want you to have a good time here, and you've got the perfect vacation. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE



Tell better
FISHING TALES.

Lake Enterprise



YOUR TRIP BEGINS HERE



#VisitArkansas



Norfolk Lake



White River



Ouachita River

More than 9,700 miles of rivers and streams and 600,000 acres of lakes. World records for bass, trout and walleye. Easy access to productive waters. Plus a culture that makes you feel welcome, on the water and off. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE



We got the fancy china out
FOR YOU.

The Hive, Bentonville



YOUR TRIP BEGINS HERE



#VisitArkansas



Rolando's, Hot Springs



28 Springs, Siloam Springs



Cache, Little Rock

This may surprise you, but Arkansas's food scene is happenin'. We've got awesome local growers and produce, James Beard Award-recognized chefs and establishments, and a culture that loves to eat well. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE

We're The Natural State. Of course, we have
GREAT DIRT.



Duachita National Forest



YOUR TRIP BEGINS HERE



#VisitArkansas



Fifty-Six



St. Francis National Forest



Ozark National Forest

Send for our free Arkansas Motorcycling Guide and check out the amazing routes we have in store for you, off road and on. Plus great craft breweries, one of *Forbes Travel Guide's* "Secret Foodie Cities" and lots more. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE®



Trail planners are our
HEROES.

Fayetteville



YOUR TRIP BEGINS HERE



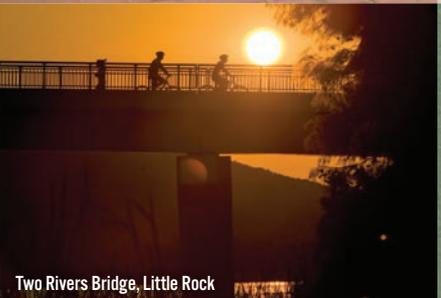
#VisitArkansas



Junction Bridge, Little Rock



Scott



Two Rivers Bridge, Little Rock

Arkansas has some of the best bike and shared-use trails in the country – from paved and protected urban paths that connect communities to IMBA Epic off-road routes. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE

HIGH ART.

Definitely not highbrow.



Crystal Bridges Museum of American Art, Bentonville



YOUR TRIP BEGINS HERE



#VisitArkansas



Fort Smith Regional Art Museum



Esse Purse Museum, Little Rock



South Arkansas Arts Center, El Dorado

Art isn't just for big, far-off cities. From internationally acclaimed art galleries to the only purse museum in the Western Hemisphere, art in Arkansas is everywhere, and easily enjoyed. This place is special. This place is you. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE

LAND *here.*



Sylamore Creek, Mountain View



YOUR TRIP BEGINS HERE
f t i
#VisitArkansas



Eureka Springs



Greers Ferry Lake



River Market, Little Rock

You're ready to get off the plane and on with your vacation. We've got the perfect landing spot. Beautiful mountains. Clear rivers and lakes. World-class museums and restaurants. It's affordable, accessible and welcoming. Arkansas, The Natural State. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE



We make vacations
MOUTHWATERING.

Pickens Country Store & Restaurant, Pickens



YOUR TRIP BEGINS HERE



#VisitArkansas



Lake Enterprise



Delta Resort & Spa, Tillar



Miller's Mud, Dumas

From light, airy pies to rib-sticking barbecue, tamales and everything in between, Arkansas's Lower Delta will satisfy all your appetites. Come see us. ARKANSAS.COM





Welcome to single-track
NIRVANA.

Slaughter Pen Trail, Bentonville



YOUR TRIP BEGINS HERE
f t p
#VisitArkansas



Mount Magazine



Epic-rated Womble Trail, Hot Springs



Craighead Forest Park, Jonesboro

Come ride five International Mountain Biking Association Epic Trails or visit IMBA's first-ever Regional Ride Center.
It's kind of a big deal. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE

Sunset. Mountain lodge. You.
PERFECTION.



Queen Wilhelmena State Park, Mena



YOUR TRIP BEGINS HERE



#VisitArkansas



Garvan Woodland Gardens, Hot Springs



Rolando's, Hot Springs



Lake Hamilton

Sunsets are just prettier here. We've got mountain lodges, hunting lodges, rustic cabins, lakeside cottages, posh hotels ... and fun stuff to do for all ages. Come see us. ARKANSAS.COM



Arkansas
THE NATURAL STATE



Might as well be a nice aisle,
RIGHT?

Eureka Springs



YOUR TRIP BEGINS HERE
 f t p
 #VisitArkansas



Marlsgate Plantation, Scott



Anthony Chapel, Hot Springs



Longbow Resort, Prim

Arkansas, The Natural State, has some of the most amazing places for your wedding. From quaint churches to soaring, glassed-in chapels to mountaintop retreats, your wedding will be the one they keep talking about. And romantic honeymoon spots? Oh, yeah, we got them, too. Come see us. ARKANSAS.COM

Arkansas
 THE NATURAL STATE



*We have the top route in the United States.**
SO THERE'S THAT.

*The Pig Trail (Highway 23), Voted by USA Today Readers



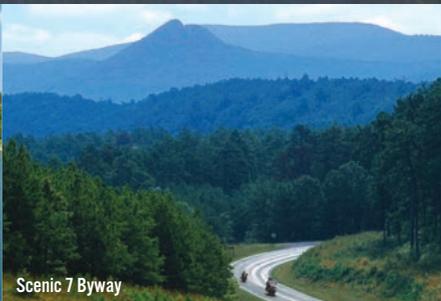
YOUR TRIP BEGINS HERE



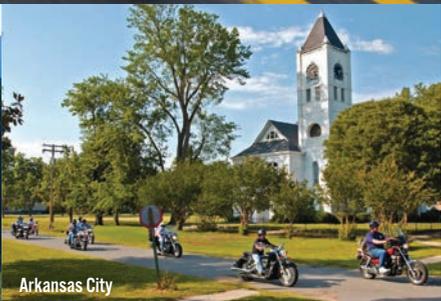
#VisitArkansas



Beaver Bridge



Scenic 7 Byway



Arkansas City

Send for our free Arkansas Motorcycling Guide and check out the amazing routes we have in store for you, off road and on. Plus great craft breweries, one of *Forbes Travel Guide's* "Secret Foodie Cities" and lots more. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE



Greers Ferry Lake



YOUR TRIP BEGINS HERE
f t p
#VisitArkansas



Longbow Resort, Prim



Spring River



Fairfield Bay

Wake surfing on a clear mountain lake is just the start. There's so much good times going on in North Central Arkansas, you just have to see for yourself. Come see us. ARKANSAS.COM



Arkansas
THE NATURAL STATE

Take the short drive
TO AWESOME.



Greers Ferry Lake



YOUR TRIP BEGINS HERE



#VisitArkansas



Scott Family Amazeum, Bentonville



River Market, Little Rock



Beaver Lake

This scene, this feeling, this special place ... it's a whole lot closer than you think. And when you get here, you'll discover a world of things to do and see and experience that you just won't find anywhere else. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE

Sometimes, the best way to recharge
IS TO UNPLUG.



Greers Ferry Lake



YOUR TRIP BEGINS HERE



#VisitArkansas



Eureka Springs



Garyan Woodland Gardens, Hot Springs



The Hive, Bentonville

Sure, we have Wi-Fi, but while you're here, you might want to just not use it for a minute. Don't text, post, comment, like, share. Just ... be. It will do wonders. We promise. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE

Amp up your
VACATION.



Guitar Walk, Walnut Ridge



YOUR TRIP BEGINS HERE



#VisitArkansas



Boyhood Home of Johnny Cash, Dyess



The Ridges at Village Creek, Wynne



Jones' Bar-B-Q Diner, Marianna

Blues, rockabilly, gospel and soul. Johnny Cash and Ernest Hemingway. Barbecue and the Great River Road. This year, crank it up in the Upper Delta of Arkansas. Come see us. ARKANSAS.COM





The architecture may be
VICTORIAN.
The vibe is anything but.

Eureka Springs



YOUR TRIP BEGINS HERE



#VisitArkansas



Pour Jons, Siloam Springs



Scott Family Amazeum, Bentonville



Beaver Lake

This place is magic. And it transports you to a better place. We earned our nickname as "The Natural State," but there's plenty of man-made fun here, too, from world-class dining to museums for every interest. Come see us. ARKANSAS.COM



Arkansas
 THE NATURAL STATE



VIVA
Las Arkansas.

Southland Park Gaming and Racing, West Memphis



YOUR TRIP BEGINS HERE



#VisitArkansas



Oaklawn Racing and Gaming, Hot Springs



Southland Park Gaming and Racing, West Memphis



Oaklawn Racing and Gaming, Hot Springs

At the tables, at the machines or at the track, the action comes fast and furious here. But step outside, and the pace slows down like a lazy river. We've got it all, and you don't have to be a high roller to enjoy it. Come see us. ARKANSAS.COM

Arkansas
THE NATURAL STATE



Nightlife, daytime ...
WE HAVE IT ALL.

River Market, Little Rock



YOUR TRIP BEGINS HERE



#VisitArkansas



Junction Bridge, Little Rock



Esse Purse Museum, Little Rock



Pinnacle Mountain State Park

The trolley clangs by as you sip a finely crafted cocktail before a gourmet dinner. A day full of shopping, gallery hopping and visiting farmers markets is winding down. And the night is heating up. This place is pretty cool. Come see us. ARKANSAS.COM



Consumer Media

Strategy

Adults between the ages of 25-54, with a focus on women and families is the primary target for the 2016 Spring/Summer campaign; with a secondary target including adults ages 55+. The primary geographic target markets include our contiguous states: Texas, Tennessee, Oklahoma, Missouri, Mississippi and Louisiana; secondary geographic markets included are Ohio, Minnesota, Michigan, Indiana, Iowa, Illinois, Kentucky and Kansas, plus Digital TV in Chicago.

Television

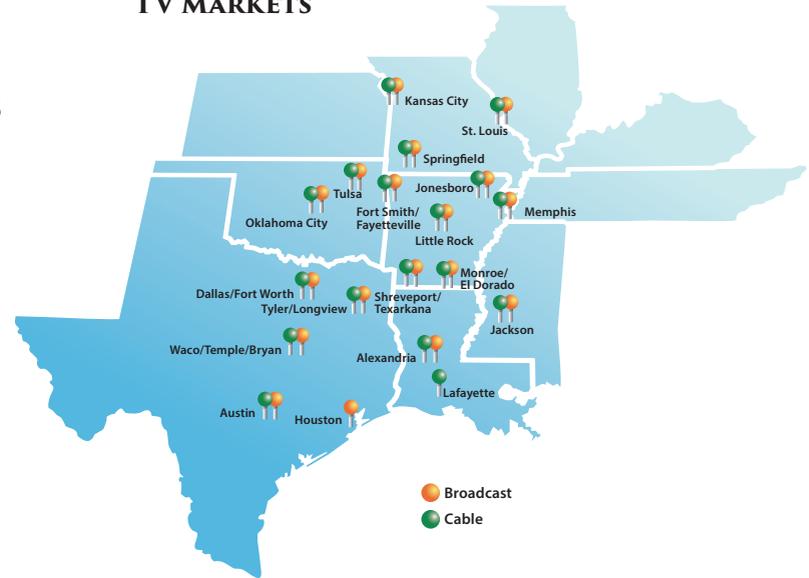
A combination of 30-second and 15-second television ads is used to stretch the media budget and achieve more frequency within placed schedules and also to allow the Arkansas message to be on the air for longer periods of time. A media mix of broadcast and spot cable/satellite/AT&T U-verse is placed inviting travelers to plan a vacation in Arkansas. In support of traditional TV, Digital TV is placed to run on cable provider websites, Hulu and PBS websites. Connected TV with Yume Connected TV, Tube Mogul Connected TV and Crackle advertising will run in conjunction with other television on smart televisions and connected TV devices.

A cable co-op is being offered in a few select markets. Partner 15-second spots are married with Arkansas 15-second spots to create a 30-second spot.

Spot Broadcast and Cable In-state Markets:

Fort Smith/Fayetteville, AR
Jonesboro, AR
Little Rock, AR

BROADCAST & CABLE TV MARKETS



Monroe, LA/El Dorado, AR
Shreveport, LA/Texarkana, AR/TX

Key Out-of-state Markets:

Alexandria, LA
Austin, TX
Baton Rouge, LA
Dallas/Fort Worth, TX
Houston, TX
Jackson, MS
Kansas City, MO
Lafayette, LA
Memphis, TN
New Orleans, LA
Oklahoma City, OK



Television

Springfield, MO
 St. Louis, MO
 Tulsa, OK
 Tyler/Longview, TX
 Waco/Temple/Bryan, TX
 Wichita, KS (new market)

Digital TV Markets:

Arkansas
 Chicago (limited trial)
 East Texas
 Louisiana
 Mississippi
 Missouri
 Oklahoma
 Tennessee

Branson Television:

The three-minute video overview of the state is customized with a message to reach potential consumers in this valuable market on two in-hotel-room networks, Branson Visitor TV and Branson Vacation Channel. This video is placed to reach travelers in their hotel rooms, campsites and businesses around Branson with a message about vacationing in Arkansas.

In-State and Out-of-State Hispanic Television:

Spanish television schedules will run in Central and Northwest Arkansas, as well as Dallas and Houston, in conjunction with spot television.

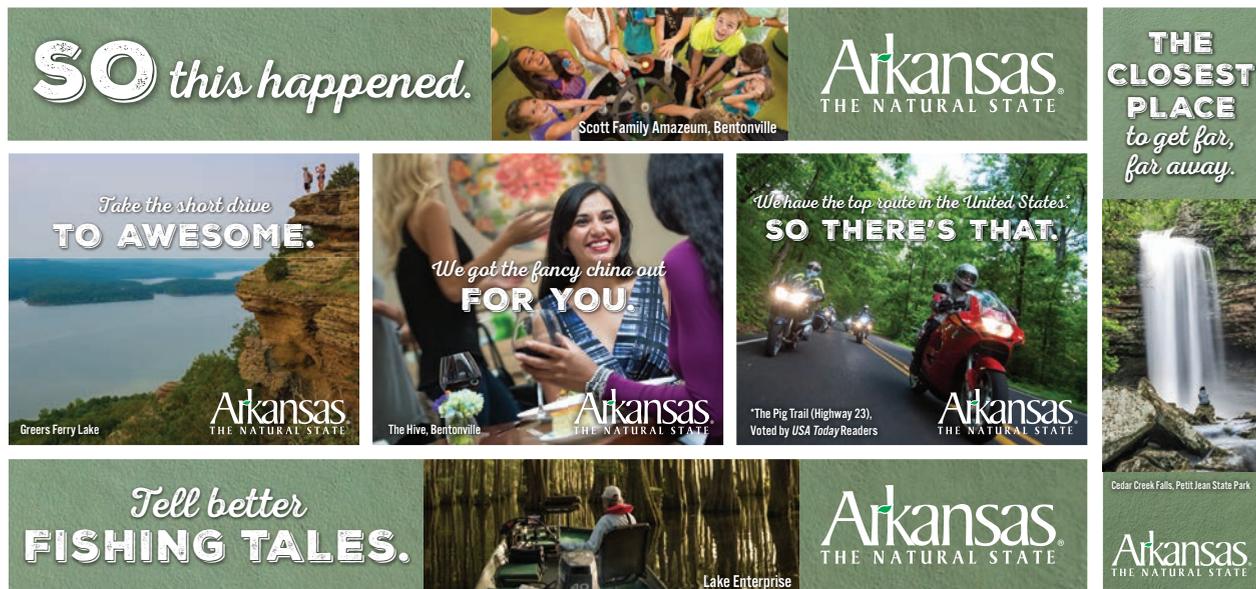
Television Broadcasters of Arkansas (TBA) Partnership:

A partnership with TBA provides two bonus spots for every one paid minimum and will extend our television reach.

- 30-second TV spots rotate on eight broadcast TV stations in the state (Little Rock, Fort Smith/ Fayetteville, Jonesboro).
- \$40,000 investment valued at \$120,000 minimum.
- TBA is a nonprofit association that funds scholarships to students studying broadcast journalism at colleges in the state.
- A new opportunity will be offered to Arkansas CVBs and A&Ps, in which their TV spots can rotate in the bonus inventory that Arkansas receives as part of this partnership. Spots will run at no charge to industry participants, though trafficking and production fees may apply.

Online

The online strategy for 2016 Spring/Summer is to generate mass reach of the Arkansas creative message against the various target audiences and to drive consumers to Arkansas.com. The plan comprises primarily 15-second pre-roll video ads running on mass reach and vertical websites. These video ads run on both mobile (smartphone and tablets) and desktop websites. The recommended websites and ad networks are as follows.



THE CLOSEST PLACE
*to get far,
 far away.*

Online

Pandora
Shazam
Centro Ad Network
Meredith
Tube Mogul
Specific Media
Eye Return
AARP
Centro TVAdSync
Outdoor Life/Field and Stream
Motorcycles
Bicycling
4Info
Arkansas Times
KFSM (Northwest Arkansas)
KTHV (Central Arkansas)
Arkansas Online
Arkansas Business

Digital Co-op:

A co-op campaign using a site prospecting and retargeting cooperative model will be offered to tourism industry partners in the state.

The co-op will focus on driving qualified traffic to partner sites. Both new and returning traffic to the state's website will receive retargeting ads with specific calls-to-action that direct visitors to partner websites.

Magazine

Travel, Newcomers:

AAA Southern Traveler
AAA Texas Journey
AAA Tourbook
AARP
Brand USA Discover America Inspiration Guide
Endless Vacation
Escape to the Southeast
National Parks Magazine
Northwest Arkansas Newcomer's Guide

Regional and Local Lifestyle, Southern Culture:

Arkansas Life
Arkansas Times
AY
Citiscapes Northwest Arkansas
Cooking Light
D Magazine
Do South
Garden & Gun

Memphis Magazine
Midwest Living
Oxford American
Southern Living
St. Louis Magazine
Texas Monthly

Agriculture/Farm:

Arkansas Grown
Food and Farm

Conservation, Environment:

Audubon
Nature Conservancy

Airline:

American Way
Cloud 9
Southwest: The Magazine

Wedding:

Arkansas Bride
At Home Arkansas Weddings

Outdoor/Fishing/Hunting:

Arkansas Wild
In-Fisherman
National Parks Magazine (also under Travel)
Outside

Bicycling – Road and Mountain Bikers:

Bicycling
Bike
Dirt Rag

Gaming:

Southern Gaming and Destinations

Hispanic:

El Latino (Central Arkansas)
La Prensa (Northwest Arkansas)
Viva Arkansas (Central Arkansas)

Motorcycling:

MOA (BMW Owners)
Ride Texas
Rider Magazine
RoadRunner
Wing World



Co-op Opportunities for 2016 Spring/Summer:

Co-ops are planned in key consumer magazines, allowing tourism properties and destinations in the state to advertise cost-efficiently using Parks and Tourism’s negotiated rates.

To allow better participation in the most popular magazine co-ops, a few co-ops have been eliminated. We have also added a co-op opportunity with *Garden & Gun*.

The *Garden & Gun* co-op will be a beautifully produced eight-page, digest-style, glued-in insert. This high-quality insert will allow readers to easily keep it for later reference and will send readers to FreeArkansasInfo.com. *Garden & Gun* has an audience that matches well

demographically and geographically with Arkansas’s target audience. The insert will stand out and be impossible for readers to miss. *Garden & Gun* is also a great brand to be associated with. It is very well respected in our region, and very well read.

Consumer Magazine Co-ops:

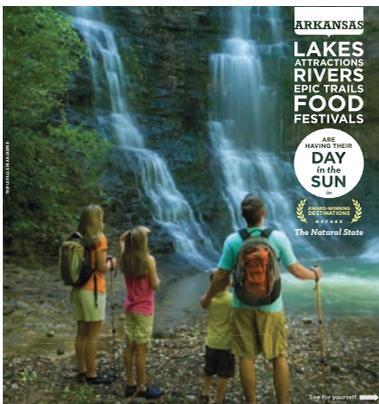
- D Magazine*
- Garden & Gun* Insert
- Memphis Magazine*
- Midwest Living*
- Southern Living*
- Southern Traveler*
- St. Louis Magazine*
- Texas Journey*
- Texas Monthly*

Radio

In-state and Out-of-state Supplemental Radio/ Early Summer Value Campaign

Radio will also run to support the general consumer campaign, and, as with the Summer Value campaign, partners can marry their spots to Arkansas's spots.

For the fifth year, we will again implement the Early Summer Value Campaign to remind and encourage Arkansas residents to stick close to home and plan a vacation in The Natural State. Partner 30-second spots will be married with Arkansas Tourism 30-second spots to create a 60-second message to air in-state on participating radio stations.



Newspaper Insert

Newspaper Insert/Partnership

An in-state newspaper partnership has been negotiated with the Arkansas Press Association.

We recommend an eight-page insert in 120 daily and weekly newspapers across Arkansas with a circulation of 788,976. The insert will run on Sundays in newspapers that print on Sunday.

A 3" x 3" front-page, full-color glossy sticker will go on the upper right corner of the front page of seven of the larger-circulation daily newspapers that hit the outer areas of the state.

The areas covered with online newspaper advertising are Arkadelphia, Batesville, Benton, Blytheville, Camden, Conway, El Dorado, West Memphis, Forrest City, Fort Smith, Harrison, Hope, Hot Springs, Jonesboro, Magnolia, Malvern, Paragould, Pine Bluff, Russellville, Searcy, Stuttgart and Texarkana, as well as Central and Northwest Arkansas on Arkansas Online

and Northwest Arkansas Online.

A variety of digital ads has been negotiated with several newspapers. This opportunity will be offered as an in-state co-op opportunity. And all inquiries will be directed to FreeArkansasInfo.com.

Out-of-Home

Digital outdoor is recommended in Dallas, our number one out-of-state feeder market, to lend support to the advertising message in Dallas and further boost travel from that area.

An in-state outdoor billboard co-op will be offered to industry partners. Locations will be contracted on major highways and interstates in the six Arkansas Designated Market Areas.

This opportunity is open to all industry partners and is meant to be used to direct tourists to attractions, hotels and restaurants nearby.

Arkansas will pay for a portion of the billboard cost, and the industry partners will pay the remaining cost, a pre-determined space cost estimated by region. Partners will also pay production and installation costs.

Welcome Center Outdoor reaches visitors on major thoroughfares at state borders directing drivers to the Arkansas Welcome Centers in Van Buren/Fort Smith, Texarkana, Blytheville and West Memphis. We are currently seeking locations near the El Dorado and Lake Village Welcome Centers.

Bonus Media Value

Each year, CJRW negotiates a significant amount of bonus media exposure with the media buys. The additional media for this recommendation comes to almost \$2.7 million and is in the form of discounted rates, free ads, ad upgrades, free reader service and digital exposure. Bonus media increases the overall reach and frequency of the campaign and is an essential part of the media strategy. The bonus media will give Arkansas over 50 percent in additional media exposure over the length of the campaign.

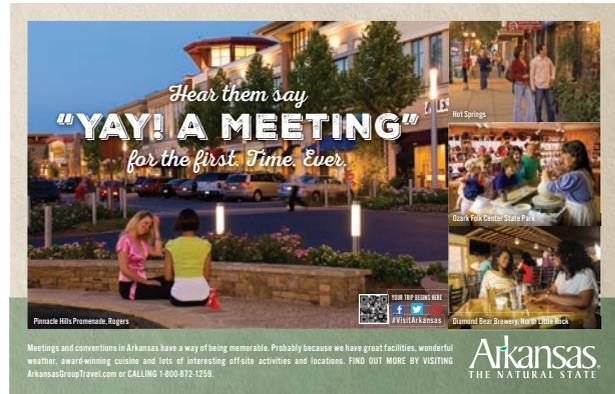
Group Travel Marketing

Motorcoach and Meetings and Conventions:

This campaign targets group travel planners; motorcoach tour operators; sporting event, student



Group Travel A-Team ad



Meetings and Conventions ad

travel, and meeting and convention planners; and religious meeting planners to provide advertising that cities all around the state can build upon to attract groups to the state.

- Arkansas Society of Association Executives
- Christian Meetings and Conventions Association
- quarterly e-newsletter
- ConventionSouth
- Courier
- Destinations
- Going on Faith
- Group Tour Magazine
- The Group Travel Leader
- Groups Today
- Leisure Group Travel
- MeetingsFocus South
- Rejuvenate
- Religious Travel Planning Guide
- Reunions Workbook
- Select Traveler

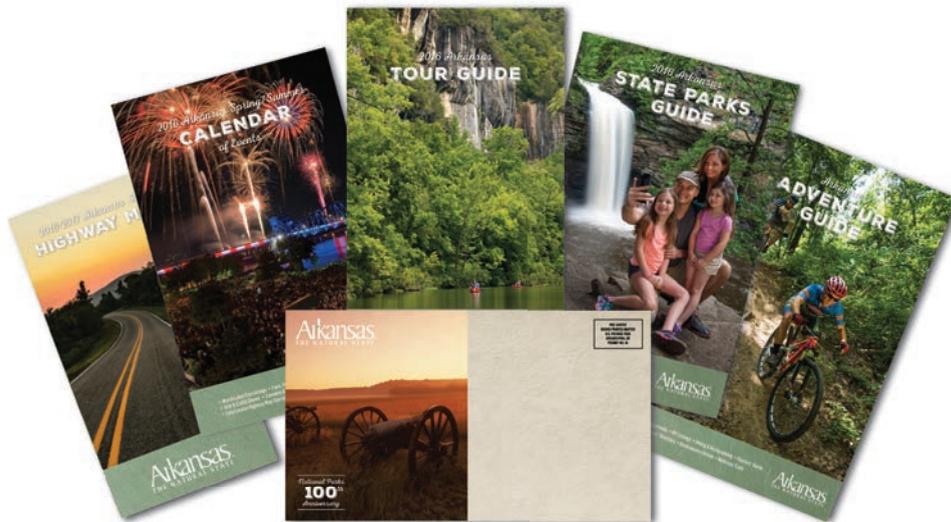
Arkansas co-ops also appear in the following group travel publications. Arkansas will anchor co-op sections with a half-page ad.

- Courier
- Group Tour
- The Group Travel Leader
- Leisure Group Travel
- Select Traveler

Natural State Golf Trail Marketing

Ads target golfers in Arkansas and contiguous states with a message encouraging travel within/to Arkansas to play golf on our many great courses.

- Arkansas Golfer
- Arkansas Business Executive Golfer
- Arkansas Tour Guide
- Golf Oklahoma
- Missouri Golf Post
- Texas Golfer



Vacation Planning Kit

Vacation Planning Kit

A key tool for every traveler planning a trip to Arkansas is the Vacation Planning Kit. The Arkansas Tour Guide, State Parks Guide, Calendar of Events, Adventure Guide and official State Highway Map are bundled together as fulfillment for the advertising campaign. Online versions of the Tour Guide and State Parks Guide are available for digital download on Arkansas.com.

TOURISM WEEK

By proclamation of Governor Asa Hutchinson, and in recognition of the positive economic, social and cultural impact of the travel and tourism industry, Arkansas celebrated May 2-10, 2015, as Tourism Week in conjunction with the U.S. Travel Association's National Travel and Tourism Week.

Across the state, communities saluted Tourism Week in a variety of ways. Participating communities included: Bentonville, Blytheville, Corning, El Dorado, Fort Smith, Harrison, Helena-West Helena, Hot Springs, Lake Village, Little Rock, Mammoth Spring, North Little Rock, Siloam Springs, Texarkana, Van Buren and West Memphis.

All of the state's 14 Welcome Centers participated by hosting special events throughout the week and providing samples and door prizes to guests traveling through the state. There were also special celebrations in many of the centers that included musical performances, cookouts, state park exhibitions and more. For the second year, the Department promoted Tourism Week via social media outlets, posting pictures on Facebook, Twitter and Instagram.



Tourism Week

ARKANSAS.COM

Natural State Connections

2015 was all about connections for Arkansas.com. **More than 5.9 million site visitors, including more mobile device visitors than ever before, connected with Arkansas tourism online.** Arkansas.com linked up with the state's industry partners to learn how the Department could better serve them, and, as a result, **Arkansas.com sent industry partners more than 1.9 million sales leads – more than 5,000 per day.** Department staff and Aristotle also connected with local experts on how to promote and expand the website's bicycling, motorcycling and pet-friendly interactive content.

The Department and Aristotle launched a new, responsive website in June 2015 with the goal of providing users on all devices with relevant information on Arkansas tourism.

The screenshot shows the Arkansas.com website interface. At the top, there is a navigation bar with the Arkansas logo and links for 'FREE GUIDES', 'MAPS', 'DEALS & COUPONS', 'E-NEWS SIGNUP', and 'TRAVEL BLOG'. Below this is a secondary menu with categories: 'EVENTS', 'STAY', 'DO', 'OUTDOORS', 'PLACES', 'TASTE', and 'PLAN'. The main banner features a night scene of fireworks over a river with a bridge, titled 'Summer DELIGHTS'. Text on the banner describes summer activities and festivals. Below the banner are icons for 'AR STATE PARKS', 'DRIVING CONDITIONS', 'TRIPS & TRAILS', and 'FREE AR INFO', along with social media icons. A 'FESTIVALS AND EVENTS' carousel displays four event cards: '71st Annual Rodeo of the Ozarks' (Springdale, AR), '5th Annual Cardboard Boat Race & Fireworks' (Ozark, AR), '32nd Annual Pops on the River' (Little Rock, AR), and '32nd Annual Altus Grape Festival' (Altus, AR). At the bottom, a 'RAD SCIENTIST' article features a photo of Kevin Delaney and text about his science demonstrations on 'The Tonight Show'.

WHAT'S NEW

Interactive Content & Regional Tourism

The Rise of Mountain Biking

Bicycling is a popular sport nationwide and a prime recreational activity in The Natural State. An estimated 13 percent of all spending on outdoor recreation in the U.S. is for bike trips (Source: Outdoor Industry Association, 2012). In The Natural State, approximately four percent of tourists visiting Arkansas ride bikes while here – more than the number of hunters and equal to the number of golfers (Source: Longwoods, 2010).

With approximately 23 million overnight visitors in 2013 and an average visitor spend of approximately \$255 per trip, bicycling's four percent share has an estimated economic impact of more than \$230,000,000. Governor Asa Hutchinson and many others expect that number to grow, so the Department sought to address those important visitors this year.

Cyclists have long enjoyed Arkansas's twisty highways, but mountain biking is a rising star in The Natural State. The International Mountain Bicycling Association (IMBA) recently granted Arkansas its fifth "Epic" trail, the most of any state except for Colorado and California.

These Epic trails are touted as some of the world's finest riding, and they are resources worth showcasing. Arkansas's place in the mountain biking world is strong enough that Bentonville was selected to host the 2016 IMBA World Summit. The event will bring speakers, advocates, vendors and plenty of riders from all over the world to Northwest Arkansas November 10-12 for a trail-tastic weekend.



The banner features a top navigation bar with the text "Arkansas Bicycling" and regional links: NORTHWEST, NORTH CENTRAL, UPPER DELTA, LOWER DELTA, SOUTHWEST, and CENTRAL. The main image shows a mountain biker in a blue jersey and black shorts riding through a lush green forest. Overlaid on the image is the text "EXPERIENCE THE RIDE OF YOUR LIFE". Below the image are three green buttons: "MOUNTAIN BIKING", "GET OUR FREE BICYCLING GUIDES", and "ROAD CYCLING".

ARKANSAS CYCLING

Arkansas is home to some of the best cycling routes and trails in the country.

Looking for off-road action? Arkansas has five International Mountain Bicycling Association (IMBA) "Epic" trails: the Womble Trail, the Ouachita National Recreation Trail, the Lake Ouachita Vista Trail, the Syllamo Trail and the Upper Buffalo Headwaters Trail – only two other states in America have more Epic trails than we do. You'll find every type of ride here, from old-school technical singletrack to groomed and bermed-out downhill runs – choose your own adventure at every trailhead.

In addition to trails, IMBA has also named Bentonville, Fayetteville and Hot Springs as Ride Centers, and Northwest Arkansas has been designated as the world's first Regional Ride Center. These areas offer world-class trails, lodging, dining and much more in close proximity, making travel planning a whole lot easier.



WORLD SUMMIT 2016
IMBA
BENTONVILLE, ARKANSAS
NOVEMBER 10-12, 2016

[LEARN MORE](#)

Riding the Trails Online

With that momentum, Aristotle worked with Parks and Tourism staff, local experts and other knowledgeable partners to design a bicycling microsite that will go live in early 2016.

Arkansas | Bicycling
NORTHWEST
NORTH CENTRAL
UPPER DELTA
LOWER DELTA
SOUTHWEST
CENTRAL

MOUNTAIN BIKING →

GET OUR FREE BICYCLING GUIDES →

ROAD CYCLING →

SOUTHWEST

Local Favorites

A premier outdoor destination, the southwest part of the state encompasses the Ouachita Mountains. Tucked away in these lush foothills are some of Arkansas's best trails, including three Epic Rides. The new IMBA Epic, the 108-mile Ouachita National Recreation Trail, features dramatic changes in elevation from 600 to 2,600 feet as it follows rugged ridgelines and opens up to sweeping views. Spur trails connect to various recreation areas and points of interest. In addition to the diverse, rolling mountain terrain, this region features five Diamond Lakes – Catherine, DeGray, Greeson, Hamilton, Ouachita – with great riding, camping and lodging along each one. Designated as an IMBA Ride Center, Hot Springs is one of the most popular vacation spots in Arkansas with dining, shopping, racing and gaming, museums, historic hotels and the world-famous Bathhouse Row where you can soak in the naturally thermal waters after a long day in the saddle. On Bathhouse Row, check out Superior Bathhouse Brewery and Distillery, the first brewery in a national park and the world's only brewery using thermal spring water as the main ingredient.

Mountain Biking

SELECT REGION: SOUTHWEST
OR SELECT TYPE: ALL

OUACHITA NATIONAL RECREATION TRAIL
At 223 miles, the Ouachita National Recreation Trail is the longest hiking trail in Arkansas. The eastern terminus is in Talimena State Park in Oklahto...

WOMBLE TRAIL
Featuring 37 miles of singletrack winding through the Ouachita National Forest, the Womble connects to the Epic Ouachita National Recreation Trail at ...

LOVIT
Starting from one of Arkansas's popular destinations, Hot Springs, this new IMBA Epic ride starts from the Little Blakey Dam and ends at Shangri...

EARTHQUAKE RIDGE
One of the older trails in the state, Earthquake Ridge offers riders easy rolling hills, steep climbs and rocky terrain. Trailheads are located at the...

CEDAR GLADES
Located just a few short miles from Historic Bathhouse Row in Hot Springs, Cedar Glades Park is home to one of the most diverse mountain bike rides in...

IRON MOUNTAIN
Some of the best-groomed mountain bike trails can be found at Iron Mountain on the south shore of DeGray Lake just outside of Arkadelphia. With over 2...

FERN HOLLOW
Starting near the tent sites of this timberlands park, the Fern Hollow Trail takes riders through rolling pine forest along the shores of White Oak La...

The new microsite includes a database of trails that the Department staff can easily update. Packed with information and features, the new site will provide cycling enthusiasts with a searchable database including GPS information, as well as detailed descriptions and photos of bike trails all over the state.

Riders will also be able to search for biking event listings by Destination Marketing Area. Quick links to the Mountain Biking Project site provide users with a wealth of information on each trail across the state. The new Arkansas Cycling website will serve as a helpful resource that will be instrumental in attracting more bicycle tourism to The Natural State.

Arkansas Bicycling | NORTHWEST | NORTH CENTRAL | UPPER DELTA | LOWER DELTA | SOUTHWEST | CENTRAL

SLAUGHTER PEN

MOUNTAIN BIKING | GET OUR FREE BICYCLING GUIDES | **ROAD CYCLING**

SLAUGHTER PEN

ROUTE DESCRIPTION

Visitors to Slaughter Pen trails in Bentonville enjoy singletrack flow alongside the paved Razorback Road. Art where the path is dotted with public art.

The Slaughter Pen system includes trails ranging from beginner to expert (on Scott's Alley and Medway Shuffle trails) to expert (on Scott's Alley and Medway Shuffle trails). The trail is the home of the annual Slaughter Pen Mountain Bike Race each fall.

Visitors can park at Compton Gardens in downtown Bentonville. Boulevard to access the trail. An online map is available.

NEARBY RESOURCES

- BICYCLE SHOPS
- WELCOME CENTERS

MTBPROJECT

BE THE FIRST TO DISCOVER GHOST

The Slaughter Pen - Blowing Springs Tour

23.9 miles | 1,308' Ascend | 1,278' High | 2% Avg Grade (1%)
50% Singletrack | -1,308' Descent | 1,015' Low | 13% Max Grade (7%)

Overview
6-10 average time for 6.5 miles. Details

Need to Know
The Slaughter Pen and Blowing Springs trail networks are two separate systems. Each one can be accessed and ridden individually. Together they make a nice half-day to full day of riding.

Description
The Bentonville - Blowing Springs Tour starts at the Crystal Bridges Trail parking area just north of the water park in downtown Bentonville. Roll out on the paved trail and look for The AD... read more

DIRTRAG
Join & Register now for Dirt Rag Dirt Trail
Join & Claim Your List for Feedback
Join & Report From the Field: Needs in North America, Versions
Join & Follow: Report bugs for mountain biking software

COMMENTS
1 Comment | Sort by: Oldest

YOU AND THIS RIDE
Your To-Do List: Not on it | Add it | Your Full List
Your Check-Ins: Add a New Check-In | View All
Your Opinions: Start | Difficulty: none | Change to: | Share This Page | Improve This Page | Add Photo or Map Symbol | Edit Description or GPS track

GHOST KATO FS 7
GERMAN ENGINEERING NOW IN THE U.S. **ONLY AT REI**

MTBPROJECT is supported by **IMBA** INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION and **SHIMANO**

CREATING EVERGREEN CONTENT

Moving the Needle

Evergreen content is website content that remains useful and relevant long past its publication date. Every month, the Department staff and Aristotle work together to redesign the promotional pieces of the main page of Arkansas.com with fantastic, relevant content.

Going forward into 2016, the Department and Aristotle will integrate this content into the pages of Arkansas.com as evergreen content to help support the website and overall SEO. The plan includes:

Personality-Focused Engagement

DMA Person Panel – Content supplementing this panel will be written as evergreen content and integrated into the ALD listing page it supports. These pages will also incorporate photos, videos and other creative assets.

PUTTING HIS CULINARY CHOPS TO PRIME USE

GO TO → [Postmasters Grill](#) → [Camden, AR](#) → [Southwest](#)

Pennsylvania native Tyler Hensley is Executive Chef of the Postmasters Grill located in the fully restored, historic 1896 post office in Camden. Proudly serving locally sourced ingredients, this culinary gem of the South has been the winner of the Wine Spectator Award of Excellence the past two years.

[MEET Executive Chef Tyler Hensley](#)

CAMDEN

The banner features a smiling chef in a black uniform holding three knives, with a circular inset showing a burger. The background includes a map of Arkansas highlighting Camden and a photo of the Postmasters Grill building.

“NOW WE UNDERSTAND WHERE HIS MUSIC COMES FROM.”

GO TO → [Johnny Cash Boyhood Home](#) → [Dyess, AR](#) → [Upper Delta](#)

Last August, Dr. Ruth Hawkins helped unveil the renovation of the Boyhood Home of Johnny Cash in the Historic Dyess Colony. Inside the home are original Cash family pieces and period furnishings. The Man in Black revisited his home saying, “It’s vital for us to go back to the things we were taught and were brought up on.” Sit down with Ruth to learn about the Arkansas Delta and the history that produced one of the world’s most talented musicians.

[MEET Ruth Hawkins](#)

WATCH VIDEO

DYESS

The banner features a portrait of Dr. Ruth Hawkins, a circular inset of Johnny Cash, a photo of the Boyhood Home, and a map of Arkansas highlighting Dyess.

Targeted Content

Creative and Video – Any photos or videos used are posted on the website in appropriate areas to supplement current pages. Strategic content placement helps increase user time on pages and improves overall user experience, which can positively impact SEO.

CONTENT CALENDARING

Building Buzz on Social Media

In addition to using evergreen content to enhance areas on Arkansas.com, content can also generate buzz on social media. Working with the Department in 2016, Aristotle will provide Arkansas with a monthly social media sharing strategy reflecting current main page content.

This strategy will include development of a content calendar comprised of pre-written posts for Twitter, Facebook and Instagram, as well as partner tagging and notification suggestions. These efforts will in turn drive traffic to the website and will help our featured industry partners spread their word.

HIGHLIGHTING PARTNERS

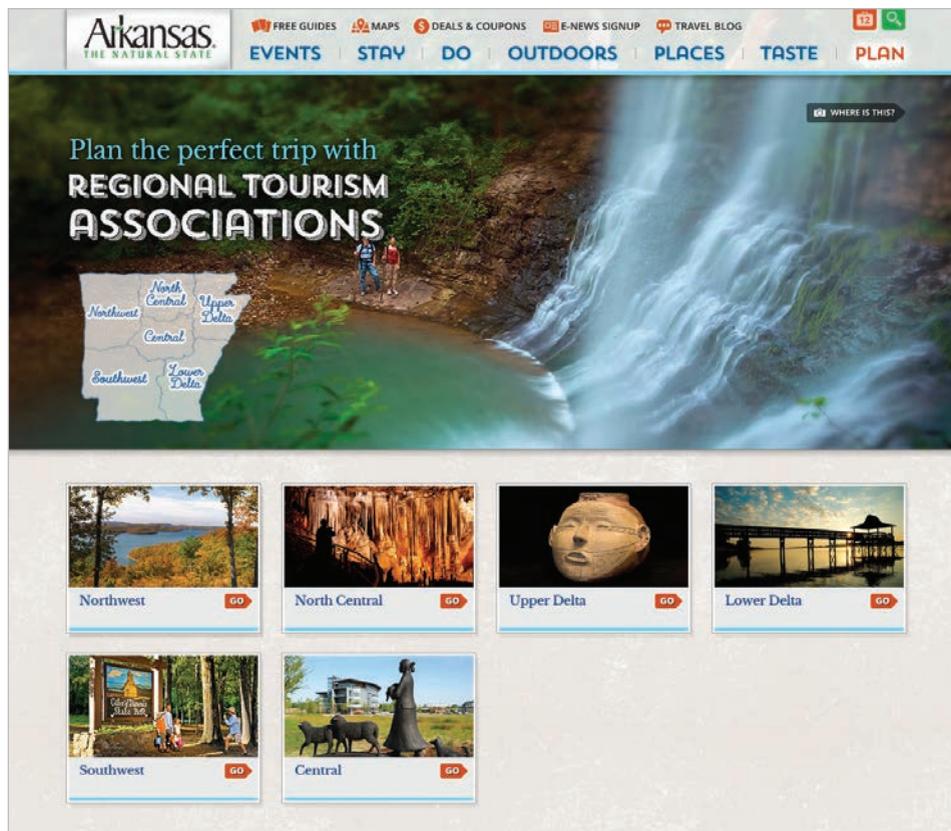
Regional Tourism Associations

The Parks and Tourism staff, along with Aristotle, is updating the database of Regional Tourism Associations to reflect each association's place in the new Destination Marketing Area.

The Department can currently select "Featured" tourism associations for each Destination Marketing Area to streamline visitors' decisions.

Coming soon – Aristotle will develop landing pages that enable visitors to quickly find and explore specific areas, while an interactive map will allow visitors to choose a different Destination Marketing Area at any time.

In addition, each tourism association's listing will now offer a quick link to its website and a quick link for email.



SITE PERFORMANCE

A Stronger, Faster Arkansas.com

Increasing Visibility – Search Engine Optimization

Google rankings are everything on the Web, and Arkansas is consistently near the top.

In 2015, more than **2.2 million visitors entered Arkansas.com on one of the nearly 8,000 partner listings and detail pages**, indicating strong search engine optimization. Arkansas.com and Aristotle are also on top of the latest development in search engine optimization: technical SEO, which involves optimizing behind-the-scenes code to ensure that everything meets Google’s ever-changing standards.

CROSS-LINKING

for SEO and Usability

In order to improve the search engine performance and usability of Arkansas.com, Aristotle and the Department have added cross-linking features to promote relevant content on all interior pages of the site.

Web pages will automatically display blog posts and events that are tagged with relevant keywords. By pushing relevant content to users based on their interests, we can deliver a personalized browsing experience to Arkansas.com that results in better usability and more sales leads.



SOCIAL MEDIA SUCCESS Building the Tourism Buzz

Barkansas: Bringing Pet Owners to Arkansas

The 2015 Barkansas Photo Contest branded Arkansas as THE destination for pet-friendly vacations. The Department wanted to highlight the many fantastic opportunities for dog-inclusive trips across the state and to promote tourism's pet-friendly partners working closely with the Department. Aristotle developed the contest and an online marketing campaign to promote it. The team also created a unique logo for Barkansas, developed its own permanent landing page on Arkansas.com and produced 11 shareable videos to complement the social portion of the campaign.

The Barkansas Photo Contest encouraged entrants to submit pictures of themselves and their pets in their favorite Arkansas spots. The public voted on the best ones, and two winners were awarded grand-prize, pet-friendly getaways in Arkansas. Weekly winners received prizes to keep the submissions coming and the buzz going.

The campaign was supported by a strategic online media buy, promoted on Arkansas.com and extensively through social media, in emails to subscribers and also through television and radio appearances. The campaign was highly successful: from August 3-September 8, 2015, the Barkansas Photo Contest attracted **53,594 visitors to the landing page**, garnered **12,696,725 impressions**, brought in more than **3,600 photo entries** and drove **1,919 clicks to partner listings** pages.

Arkansas THE NATURAL STATE

FREE GUIDES | MAPS | DEALS & COUPONS | E-NEWS SIGNUP | TRAVEL BLOG

EVENTS | STAY | DO | OUTDOORS | PLACES | TASTE | PLAN

Barkansas

VOTE FOR YOUR FAVORITE PICKS IN THE BARKANSAS PHOTO CONTEST!

It's time to vote and see which doggie portraits win big! Eight lucky finalists are now going head-to-head for a chance to win a dog-friendly vacation in The Natural State.

Cast Your Vote Now! Only 6 Days Left.

Vote for your favorite canine snapshot in both the amateur and professional categories by clicking the like button below the photos. Your likes will determine the grand prize winners. Can't choose a favorite? You can vote for as many photos as you wish. Be sure and share your favorites with your friends. Voting ends September 7th, 2015 at 12:00 p.m. CST.

FINALISTS: AMATEUR

Sylas Taken at: Petit Jean Mountain	Delta Taken at: Pinnacle Mountain	Baron Taken at: Brainerd Valley	Ruaridh Taken at: Ouachita
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FINALISTS: PROFESSIONAL

Delilah and Logan Taken at: Collins Creek Shelter Springs Arkansas	Qwynn Taken at: Little Red River	Kira Taken at: Tyler Bend, Buffalo River	Sage Taken at: Mt. Nebo
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Click to view [grand prize details and contest rules.](#)

EXPLORE DOG-FRIENDLY DESTINATIONS

Places Worth Sniffing: <ul style="list-style-type: none"> Moro Bay State Park Lake Leichnerwood Park & Cabana Blythe's Scott County Museum & Gallery 	Canine Comfort: <ul style="list-style-type: none"> Bayou Bluff Recreation Area & Campground Pedestal Rocks Scenic Area & Campground Mississippi River State Park 	Chow Down: <ul style="list-style-type: none"> Athletic Club Sports Bar & Grill New Dads Cafe Cafe Brunelle
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DOG-FRIENDLY ITINERARIES

EUREKA SPRINGS ENTER NOW	LITTLE ROCK ENTER NOW	LOWER DELTA ENTER NOW	HOT SPRINGS ENTER NOW
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*The "Barkansas Dog Photo Contest" is sponsored by the Arkansas Department of Parks and Tourism. This Arkansas tourism promotion is not affiliated with "Barkansas Pet Supply" or "Barkansas Bakery".

VACATION KIT

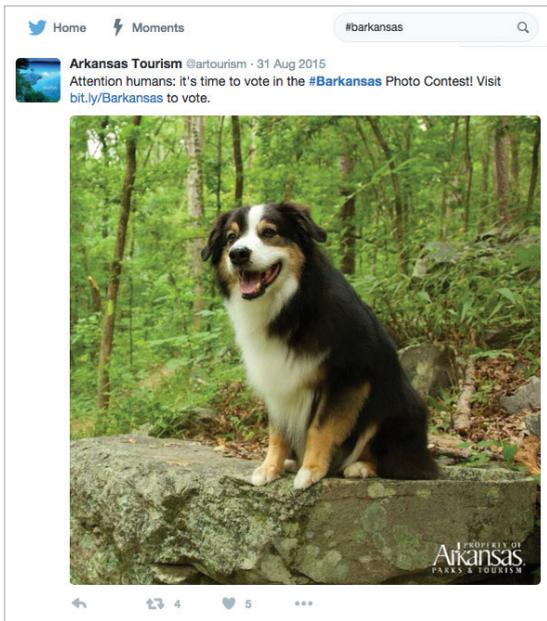
GET FREE Guides

MORE SITES Group Travel Kids & Family Retirement Relocating Industry Partners Meetings History Motorsporting	RESOURCES Employment Governor's Office Arkansas Media Room Economic Reports HDX High Arkansas State Parks	HELP Welcome Centers Support Contact Us Site Map	TRANSLATE En Español	PARTNERS USA @tripadvisor	E-NEWS Sign Up for your Arkansas & Government SIGN UP
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Arkansas THE NATURAL STATE

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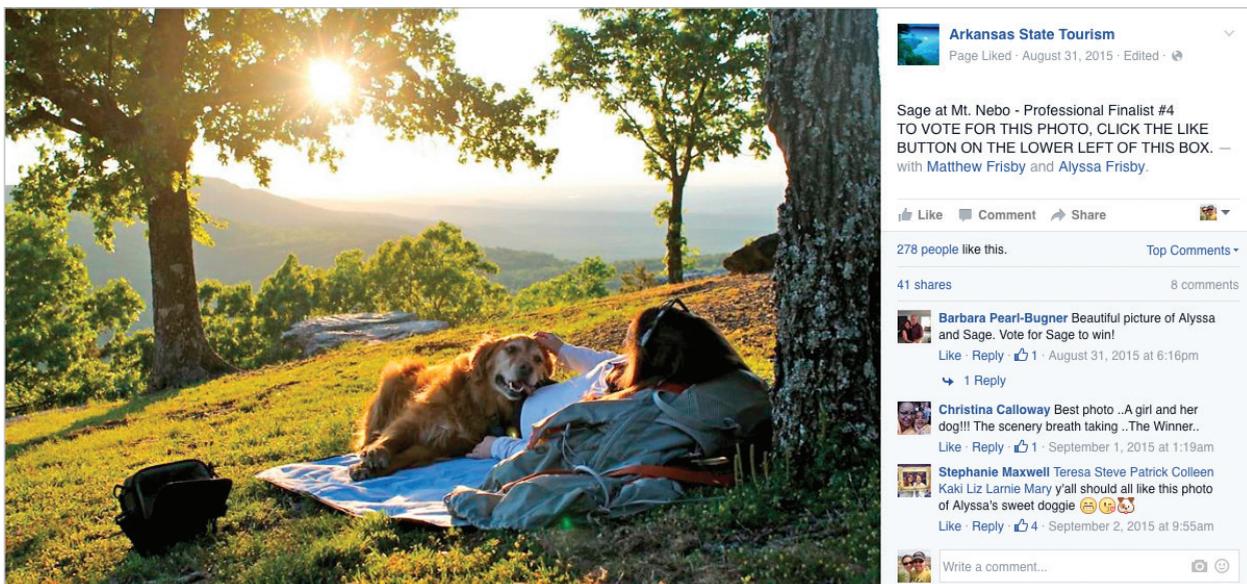
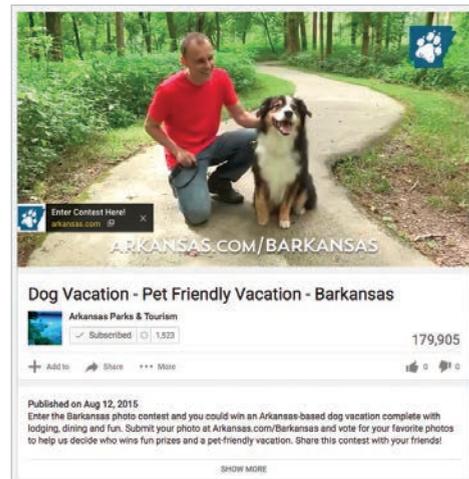
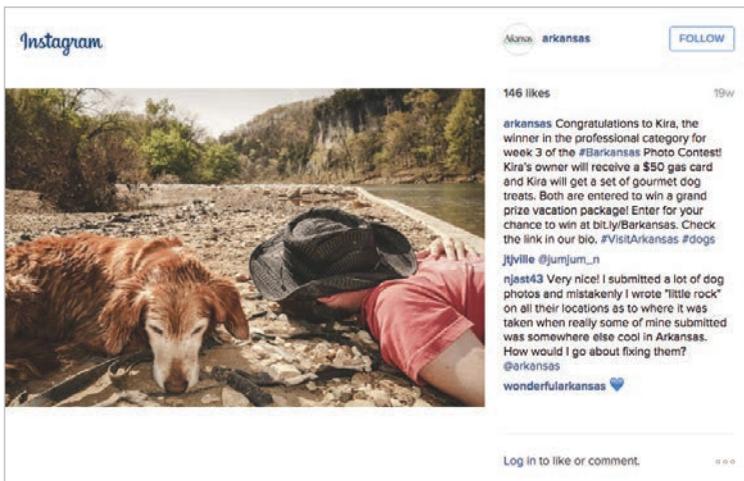
Developed by **POWERUP**



The Impact of Social Media on the Success of Barkansas

The Department promoted Barkansas through a myriad of social media channels including Facebook, Instagram, Twitter and YouTube. Aristotle also produced 11 sharable videos in order to spread the word about Barkansas and to increase audience reaction.

Facebook proved to be the most effective social media channel for garnering engagement, receiving over **1.4 million ad impressions, reaching 709,438 people** and driving **343,094 video views**. YouTube produced copious results, recording **651,477 impressions** and **168,550 10-second video views**, while Instagram and Twitter were also very successful in terms of branding for Barkansas.



ANALYZING PERFORMANCE for Greater Growth

Aristotle tracks the performance of Arkansas.com on a daily basis to achieve data-driven success. Innovative analytical tools make it easy to pinpoint and take advantage of performance drivers and to address performance issues before they make an impact. The Semantic Search Query (SSQ) model, new in 2015, delivered valuable insights and helped the Department funnel more visitors to tourism partners.

UNDER THE HOOD Building A Faster Arkansas.com

Arkansas.com is currently one of the fastest tourism websites in America, but there is always room for improvement. With the 2015 launch of Arkansas.com, Aristotle implemented several new Web technologies to reduce page size and load times. The average page size on the site dropped by 57 percent (from 2,492 kb to 1,048 kb), and the total load time went from 6.02 seconds to 4.90 seconds.

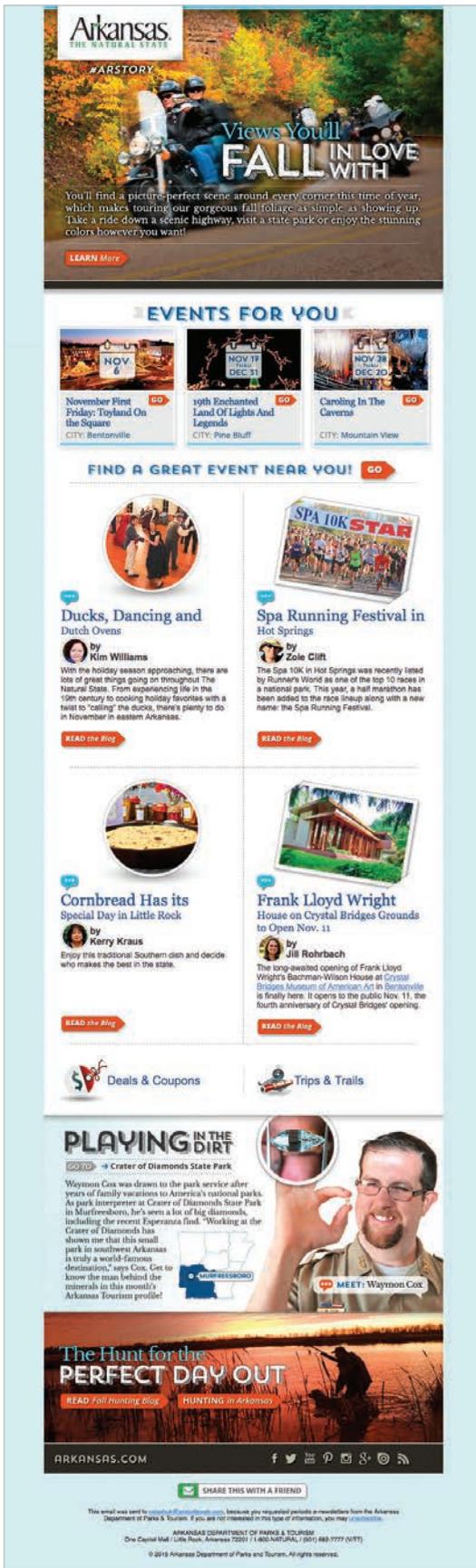
In 2016, the goal is to decrease load time to two seconds or less for desktop users and four to six seconds or less for mobile users depending on a user's mobile connection speed. Through programming improvements such as smaller file sizes, Arkansas.com will become faster, more efficient and easier to use for today's information seekers.

Welcoming Mobile Users

Smartphone usage has grown more than 400 percent since 2010, and 21 percent of millennials report that they only browse the Web on mobile devices (Source: comScore Media Metrix, 2015). It's clear that mobile is the future, and the new, fully responsive Arkansas.com makes it easier than ever to browse, plan and book on the go.

In 2015, mobile traffic increased 11 percent over 2014, and more than **48 percent of all sales leads through the site between July and December 2015 came via mobile phones and tablets.** Aristotle is also constantly working to improve page load speeds for mobile browsers, so visitors and potential visitors can find the information they need as quickly as possible.





ENEWS CONTENT MARKETING New Look – New Content

Revamping Enews Communication

Email has long been a successful line of communication between Arkansas and potential visitors. The Arkansas Tourism general e-newsletter had more than **150,000 subscribers at the end of 2015**. The year's biggest change was updating the e-newsletter's content to reflect monthly changes in website content – both pieces now work in harmony with a unified message and voice that drives traffic to the site to deliver personalized content and close the deal.

The Department also worked with Aristotle to plan a redesign of the Arkansas Tourism Talk & Tips emails to better serve our tourism industry partners with information and tips to help them attract more visitors. The new Arkansas Tourism Talk & Tips email design will debut in 2016.

DIRECT MARKETING

Working with Acxiom, CJRW and the Department have developed an email direct marketing campaign targeting motorcycle enthusiasts.



Acxiom is an enterprise data, analytics and software as a service company. For more than 40 years, they have been a leader in harnessing the powerful potential of data to strengthen connections between people, businesses and their partners. As an Arkansas corporation, Acxiom has agreed to help the Department initiate a direct marketing program.

Retargeting

Retargeting is possibly the best secret weapon that many marketers overlook. It is one of the fastest-growing, yet most misunderstood, tactics utilized by direct marketing professionals. What most don't realize is that retargeting is a blanket term.

There are at least six main types of retargeting methods – Consumer Relationship Management Retargeting, eMail Retargeting, Contextual or Behavioral Retargeting, Website Retargeting, Social Retargeting and Search Retargeting. Knowing which retargeting method to use and when to use them can make a big difference in the success of our direct marketing campaigns.

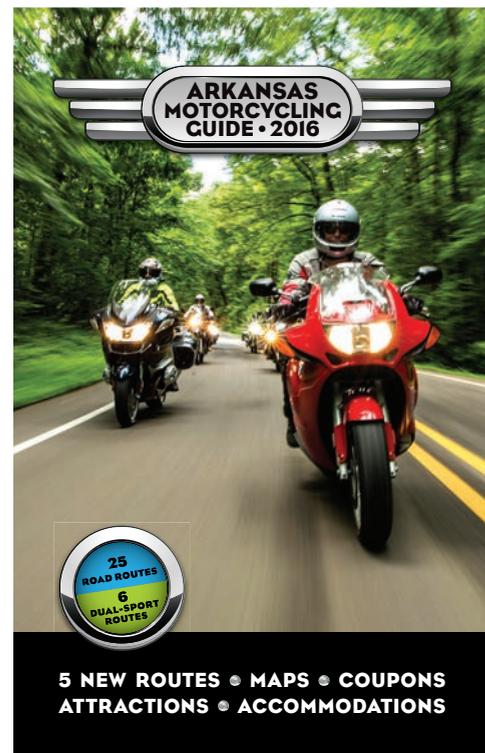
The central principle of retargeting is to maintain or regain attention of people who have already expressed an interest in Arkansas.

Motorcycle Brochure Inquiries

For Spring/Summer 2016, we will append the current motorcycle inquiry database with email addresses. We will deploy a very simple message about ordering the new, bigger and better 2016 *Arkansas Motorcycling Guide*. The Department database has about 15,000 names and street addresses. The email message will include a link to order the new 2016 guide and a link to the Arkansas.com motorcycle landing page.

Targeting New Prospects

Inviting new prospects will be a highly targeted email marketing campaign designed to target consumers in relevant markets promoting niche tourism products in Arkansas. The motorcycle market will be a great test for direct marketing, a proactive approach to inviting people we know have a unique hobby or interest. There are opportunities for an expanded direct marketing initiative, which could target boat owners or folks with a fishing license or owners of campers/RVs or even gun owners for hunting.



Motorcycling Guide



The Pig Trail (Highway 23)

Motorcycle Owners

For Spring/Summer 2016, we will target motorcycle owners. Acxiom has an extensive database of motorcycle owners, and we are looking at Illinois or Texas for this initial email direct marketing push. After the database was appended, Acxiom confirmed 94,167 email addresses for motorcycle owners in Illinois. The message will have a similar call to action as the remarketing email program, but this message will introduce Illinois motorcycle owners to the #1 motorcycle-friendly state in the U.S.

Direct Marketing Database

Over the years, the Department has captured nearly one million names and addresses of consumers who have expressed an interest in learning more about traveling to or vacationing in Arkansas. This inquiry (customer) database will be the centerpiece of our direct marketing remarketing effort.

Acxiom's InfoBase file has information on 95% of U.S. households, and their Personix Household Segmentation clustering analysis will give us the power of sending a personal invitation to visit Arkansas based on specific activities of interest.

2015-2016 FALL/WINTER CONSUMER CAMPAIGN



So **QUIET**

YOU CAN HEAR A JAW DROP.

Whittaker Point near Boxley



YOUR TRIP BEGINS HERE
[f](#) [t](#) [p](#)
 #VisitArkansas

Arkansas has mountains – and we’re glad to share them with you. Getting to them is a lot easier than you might think. And along the way, you can sample some local craft brews, take in a world-class art museum, or stay in a quaint mountain cabin. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.



Arkansas
 THE NATURAL STATE



War Eagle Mill



Doe's Eat Place, Fort Smith



Eureka Springs



Undiscover
YOURSELF HERE.



Petit Jean State Park

Quaint little out-of-the-way towns. One-of-a-kind restaurants and museums. Farmers markets. Local breweries. Local storytellers. Cute B&Bs and posh urban hotels. Stunning mountain vistas. You'll find a world of unexpected surprises on your fall trip to Arkansas. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Little Missouri Falls

Mobley's Tree Farm, Little Rock

Crystal Bridges Museum of American Art, Bentonville



Great BREWS,
BEAUTIFUL VIEWS,
FRIENDLY PEOP... AAIIIIII!



Horseshoe Canyon Ranch, Jasper

If you've never zip-lined in the Ozarks on a crisp fall day, well, you just haven't lived. Autumn in Arkansas has something for every taste from mild to wild... stuff that your neighbors have never dreamed about seeing, doing, tasting or feeling. Come discover this hidden treasure before they do. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

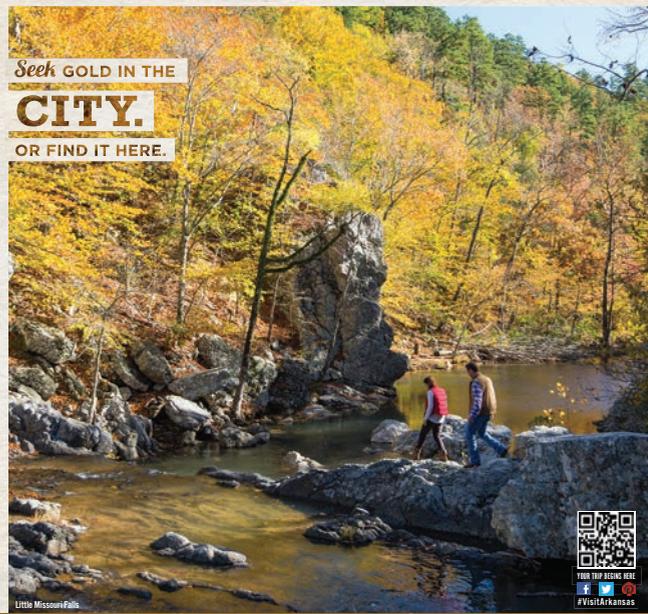
Arkansas
THE NATURAL STATE



Quachita River

Mount Magazine

Boyley Valley



Seek GOLD IN THE
CITY.
OR FIND IT HERE.



Little Missouri Falls

Besides the best weather of the year, uncrowded destinations and amazing views, there's plenty more to like here. A diamond mine where you can dig your own. Spas. Craft breweries. Crystal-clear lakes. The historic town where the Bowie knife was born. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Historic Washington State Park

Shady Lake, Ouachita National Forest

Oaklawn Racing and Gaming, Hot Springs



CRANK,
RINSE, REPEAT.



Big Dam Bridge, Little Rock/North Little Rock

You know who's got a ton of paved bike trails and road routes amid amazing fall scenery? Arkansas. Surprised? Don't be. The Natural State is full of unexpected delights. A presidential library. Awesome food. A full-on craft beer scene. Wineries and distilleries. Rack the bikes and come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Arkansas Slate Fair, Little Rock

Diamond Bear Brewery, North Little Rock

Clinton Presidential Center and Park, Little Rock



Near the Arkansas River

This time of year in Arkansas means cooling temps, changing colors and migrating flocks. Also, folks like you looking for a change of pace and scenery. You can hunt in the morning, go leaf peeping at noon and take in the Ale Trail in the evening. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Augusta

Stuttgart

Near Pine Bluff



Diamond Bear Brewery, North Little Rock

Tour the ale trails in Arkansas, and you can sample international award-winning craft beers brewed right here. There's also a wine trail and a couple of distilleries. And we've got James Beard Award-winning food, barbecue to farm-fresh local to the latest haute cuisine. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



The Ohio Club, Hot Springs

Duo's Eat Place, Fort Smith

Chateau Aux Arc, Altus



Oaklawn Racing and Gaming, Hot Springs

Winning may be the easy part of a fall trip to Arkansas. The hard part is deciding what else to do while you're here. Enjoy spectacular autumn colors and scenery. Explore quaint little towns where the locals really make you feel welcome. Discover a thriving local food culture. It's all here. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Southland Park Gaming and Racing, West Memphis

Oaklawn Racing and Gaming, Hot Springs

Southland Park Gaming and Racing, West Memphis



Duo's Eat Place, Fort Smith

This ain't your grandfather's Arkansas. Today's Natural State has James Beard Award-winning cuisines, a thriving local food movement, and local beers and wines to accompany every dish. And in the fall, the views are delicious, too, with brilliant foliage and crisp temperatures. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

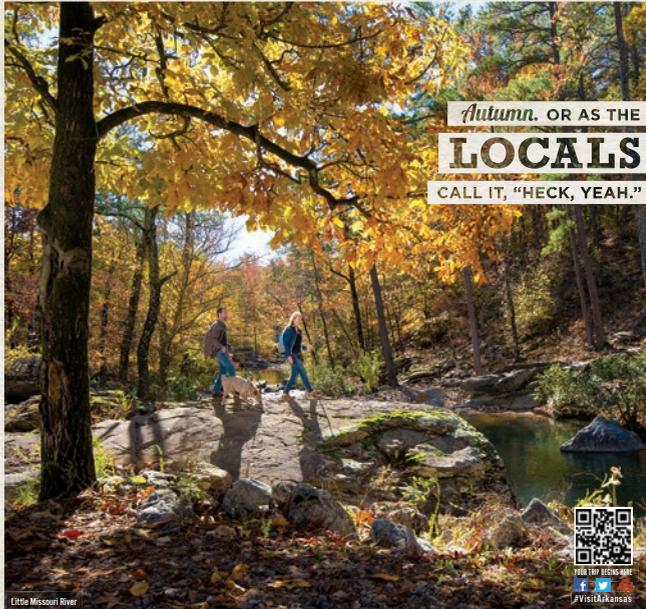
Arkansas
THE NATURAL STATE



Brave New Restaurant, Little Rock

Jones' Bar-B-Q Diner, Marianna

Mather Lodge, Petit Jean State Park



Autumn. OR AS THE
LOCALS
CALL IT, "HECK, YEAH."



Little Missouri River

People get pretty stoked around here when the leaves change color. It's the best time to seek out a quaint B&B or discover a breathtaking mountain vista. Add in stuff like one of the finest art museums in the country, a presidential library, Delta blues, and great food and drink at every stop, and you'll be as excited as we are. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



"Eat MY
LEAVES."



Highway 215 near Ozark

Put this on your bucket list: riding in Arkansas in the fall. Quaint small towns with the "Bikers Welcome" signs are just the beginning. You can explore nationally recognized scenic routes or out-of-the-way twisties. Sample award-winning barbecue and craft brews. Make your friends back home jealous. Come see us. ORDER YOUR FREE ARKANSAS MOTORCYCLING GUIDE AT ARKANSAS.COM/MOTORCYCLING OR CALL 1-866-568-5727.

Arkansas
THE NATURAL STATE



Quachita River

Bathhouse Row, Hot Springs

Pfizer Resort, Gallico Rock



Ozark National Forest

Bikes, Blues & BBQ, Fayetteville

St. Francis National Forest



Blues, ROCKABILLY,
GOSPEL, **FOLK.**
YOU SHOULD SEE WHAT WE'RE HEARING.



King Biscuit Blues Festival, Helena-West Helena

Autumn in Arkansas is festival time. Whatever's on your playlist, you can find a tune to tap your feet to. You can also enjoy great hunting and fishing, the first European settlement on the lower Mississippi, a perfectly preserved antebellum plantation and much more. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Good
LUCK
KEEPING YOUR HEAD DOWN.



The Ridges at Village Creek, Wynne

Arkansas has some of the most beautiful, challenging PGA-caliber courses you'll ever play. Off the course, you can explore Johnny Cash's boyhood home and another home where Hemingway wrote, plus a whole lot more. Not a bad place for a drive or two, huh? Come see us. ORDER YOUR FREE NATURAL STATE GOLF TRAIL GUIDE AT ARKANSAS.COM OR 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Helena West Helena

Lakeport Plantation, Lake Village

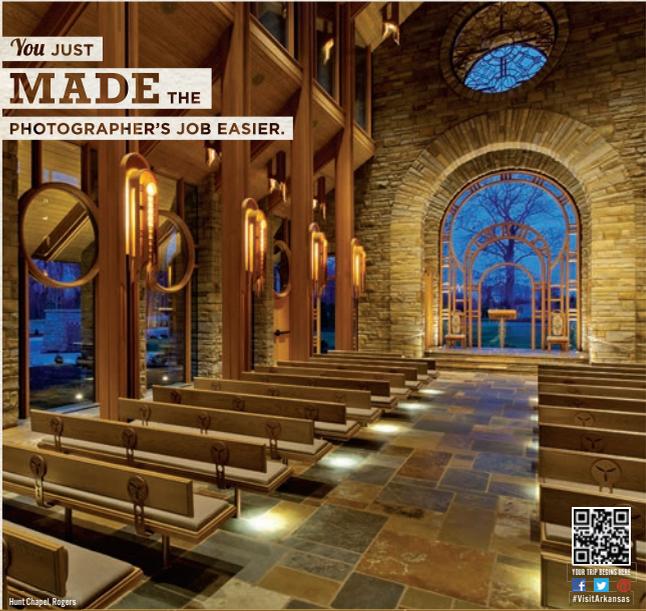
Cove Creek State Park



Downtown Rector

Pumpkin patch, Piggott

Johnny Cash Home, Dyess



You JUST
MADE THE
PHOTOGRAPHER'S JOB EASIER.



YOUR TRIP BEGINS HERE
#VisitArkansas

Plan your wedding in Arkansas and you've got options—lots of them. From architecturally significant chapels in romantic settings to posh cosmopolitan hotels. Rustic mountain cabins to quaint storybook small towns. Plus, all the services you need to make your special day uniquely you. Come see us. ORDER YOUR FREE ARKANSAS DESTINATION WEDDING GUIDE AT ARKANSAS.COM.

Arkansas
THE NATURAL STATE



Anthony Chapel, Hot Springs | Capital Hotel, Little Rock | Thorncross Chapel, Eureka Springs



Get
OUT HERE.



YOUR TRIP BEGINS HERE
#VisitArkansas

Upper Buffalo Trail near Fayetteville

You know who's got five IMBA "Epic" trails and three Ride Centers? Arkansas. Surprised? Don't be. The Natural State is full of unexpected delights at every turn. Like James Beard Award-winning cuisine. A full-on craft beer scene. Wineries and distilleries. Rack the bikes and come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Wamble Trail near Mount Ida | Lake Ouachita Vista Trail near Hot Springs | Sylama Trail near Mountain View



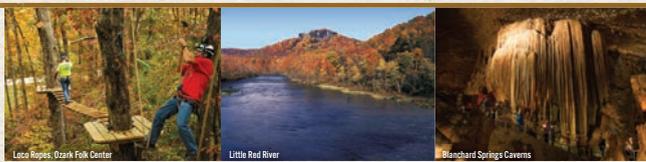
SHRED,
RINSE, REPEAT.



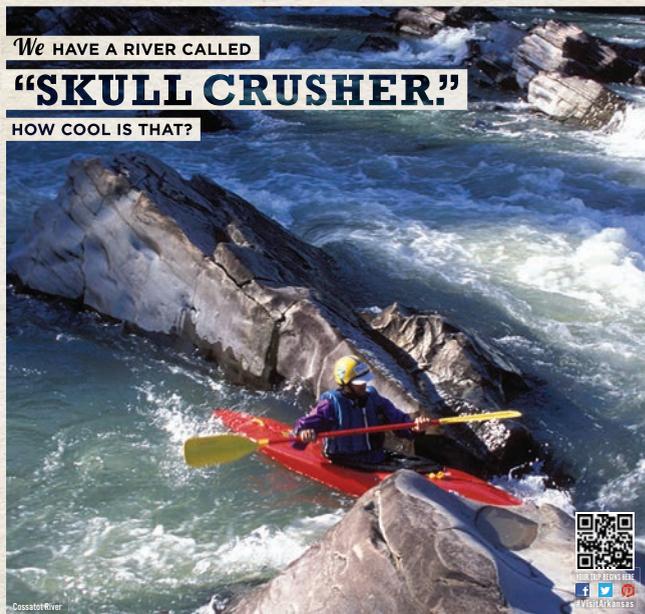
YOUR TRIP BEGINS HERE
#VisitArkansas

You know who's got four IMBA "Epic" trails and two Ride Centers? Arkansas. Surprised? Don't be. We've also got great trout rivers, clear mountain lakes and amazing tour-able caverns. A full-on craft beer scene and home-grown mountain music. Rack the bikes and come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Lozo Rapids, Ozark Folk Center | Little Red River | Blanchard Springs Caverns



We HAVE A RIVER CALLED
"SKULL CRUSHER."
HOW COOL IS THAT?



YOUR TRIP BEGINS HERE
#VisitArkansas

From rapids to flat water, IMBA "Epic" trails to city cruises and mild hikes to gnarly stab routes, Arkansas has it all. And for indoors, there are unique museums, a thriving local food scene and enough historic sites to satisfy your inner geek. Plus, amazing fall color. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE



Lake Ouachita | Big Dam Bridge, Little Rock/North Little Rock | Panola

Arkansas HAS ONE OF THE
FINEST ART MUSEUMS IN THE COUNTRY.
WAIT...WHAT?

Crystal Bridges Museum of American Art, Bentonville

You read that right. Crystal Bridges has been on the hottest "hot" lists since its opening. You can also visit the only purse museum in the Americas or see a world class exhibit of Native American artifacts. Then, unwind with a spectacular view of fall colors in the mountains or at a posh urban eatery. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE

El Dorado Esso Purses Museum, Little Rock Fort Smith Regional Art Museum

Arkansas **NATURAL** PAIR:
THE NATURE CONSERVANCY AND THE NATURAL STATE.

Kings River

The Nature Conservancy helps preserve beautiful wild spaces like the Kings River Preserve, which makes The Natural State an even more appealing destination for visitors. Thanks for all you do. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE

Your **TAX DOLLARS**
NEVER LOOKED BETTER.

Pea Ridge National Military Park

Arkansas has three national historic sites, a national military park, national historic trail, national memorial, national park and the first national river in the country. America the beautiful is alive and well in Arkansas, y'all. Come see us. ORDER YOUR FREE VACATION PLANNING KIT AT ARKANSAS.COM OR CALL 1-800-NATURAL.

Arkansas
THE NATURAL STATE

Bathhouse Row, Hot Springs National Park Buffalo National River, America's first national river Fort Smith National Historic Site

Your best tours start with the A-Team.

Plan your next motorcoach tour with someone you know ... your friends on the A-Team ... Arkansas's motorcoach tour experts. We know tours inside and out and can help you plan itineraries or suggest destinations you may not have considered - or known about. And since we work cooperatively, you can call one of us, and we can even help you with ideas clear across the state. That's why we're the A-Team. **FIND OUT MORE BY VISITING ArkansasGroupTravel.com OR CALLING 1-800-872-1259.**

Group Travel A-Team ad

Beats THE HECK OUT OF A CLASSROOM.

Heifer Ranch, Perryville

The Great Passion Play, Eureka Springs

WWII Japanese-American Internment Camp, Rohwer

Crater of Diamonds State Park, Murfreesboro

A-team
#VisitArkansas

Plan a student or youth tour in Arkansas and you'll get high marks. Your group can spend the night at Heifer Ranch to experience life in a third-world village or dig for diamonds in the world's only mine open to the public and keep what they find. They can visit a WWII Japanese-American Internment Camp or see America's #1 attended outdoor drama depicting the life of Christ. **FIND OUT MORE BY VISITING ArkansasGroupTravel.com OR CALLING 1-800-872-1259.**

Arkansas
THE NATURAL STATE

Group Travel student

We're LIKE A MEETING MAGNET.

War Eagle Mill

Terra Studios, Fayetteville

Altius

Rocktown Distillery, Little Rock

Arkansas
THE NATURAL STATE

When you plan a meeting or convention in Arkansas, attendance will be high. Great weather, award-winning cuisine, lots of interesting and exciting off-site activities. Oh, and world-class facilities, too. Obviously. **VISIT ArkansasGroupTravel.com FOR SITE LOCATIONS OR EMAIL GroupTravel@Arkansas.gov.**

Meetings and Conventions ad

A broad mix of media, which included television, print, radio, online and out-of-home, was used in Fall/Winter to reach the consumer target audiences.

A combination of 30-second and 15-second spots ran in Fall in spot broadcast and cable markets. In addition, spots were placed in online television programming through Hulu, PBS Online, on the Connected TV platform through YuMe and on ATT Uverse through Engage TV through their cable boxes. In-state television ran through the Arkansas Television Broadcasters of Arkansas Partnership, and visitors to Branson had the opportunity to see an Arkansas video in their hotel rooms. Hispanic broadcast television ran in Arkansas in Central and Northwest Arkansas, and in the Dallas market.

Broadcast Television Markets:

Fort Smith/Fayetteville, AR – includes Hispanic
Jonesboro, AR
Little Rock, AR – includes Hispanic
Monroe, LA/El Dorado, AR
Shreveport, LA/Texarkana, AR/TX

Key Out-of-state Markets with Hispanic TV:

Dallas/Fort Worth, TX – Hispanic only

Cable Television Markets

In-state:

Fort Smith/Fayetteville, AR
Jonesboro, AR
Little Rock, AR
Monroe, LA/El Dorado, AR
Shreveport, LA/Texarkana, AR/TX

Key Feeder Markets Out-of-state:

Alexandria, LA
Dallas/Fort Worth, TX
Jackson, MS
Memphis, TN
Oklahoma City, OK
Springfield, MO
St. Louis, MO
Tulsa, OK
Tyler/Longview, TX
Waco/Temple/Bryan, TX

Magazine

Magazine advertising ran in the magazines listed.

Travel:

AAA Southern Traveler
American Road
Endless Vacation
National Parks Magazine

Women's/Home/Food:

Cooking Light
Cooking with Paula Deen (Bonus ads)
Midwest Living
Southern Lady (Bonus ads)
Southern Living
Taste of the South (Bonus ads)
Local Palate

55+/Conservation:

AARP
Audubon
AY
Guideposts
Nature Conservancy Magazine



Television



Airline:

Cloud 9
 Southwest Spirit
 United Hemispheres

City/State:

417 Magazine (Springfield)
 Acadiana (Lafayette)
 Arkansas Business (Central Arkansas)
 Arkansas Life (Central Arkansas)
 Arkansas Made
 Arkansas Money & Politics
 Arkansas Times
 Austin Monthly (Texas)
 Citiscapes Northwest Arkansas
 D Magazine (Dallas)
 DoSouth (Fort Smith/Van Buren)
 E! Fort Smith (Fort Smith/Van Buren)
 Food & Farm (Arkansas)
 Fort Worth Magazine (Fort Worth)
 Front Porch (Arkansas)
 Houstonia Magazine
 Jonesboro Occasions
 KC Magazine (Kansas City)
 Little Rock Family
 Little Rock Soirée
 Louisiana Life
 Memphis Magazine
 Mississippi Magazine
 Missouri Life
 New Orleans Magazine

Northwest Arkansas Business Journal
 Northwest Arkansas Guest Guide
 Oklahoma Magazine (Tulsa)
 Slice (OKC area)
 St. Louis Magazine
 Talk Business & Politics
 Texas Monthly

Southern Culture/Arts:

American Art Collector
 Garden & Gun
 Oxford American

Bridal:

Arkansas Bride
 At Home Arkansas Weddings

Outdoor Niches:

Arkansas Wild
 Bicycling
 Bike (Mountain Biking)
 Ducks Unlimited
 FLW
 Greenhead
 In-Fisherman
 National Parks Magazine (also under Travel)
 Outside

Gaming:

Southern Gaming and Destinations

Hispanic:

El Latino (Central Arkansas)
Hola Arkansas (Central Arkansas)
La Prensa (Northwest Arkansas)
Viva Arkansas (Central Arkansas)

Motorcycle:

MOA (BMW Motorcycle Owners of America)
Ride Texas
Rider Magazine
RoadRunner
Wing World (Honda Motorcycle Owners)

Consumer Magazine Co-op Opportunities:

D Magazine
Memphis Magazine
Oklahoma Magazine
Southern Traveler
Texas Journey

Radio

Spot radio was placed to support television in key spot markets.

Summer radio was placed in Arkansas and close markets and offered as a co-op.

Outdoor

Digital outdoor ran in Dallas.

Outdoor advertising continues to run leading people to Arkansas Welcome Centers.

Online

The online strategy for Fall 2015 was to generate reach and drive consumers to Arkansas.com. The plan was composed primarily of pre-roll video ads running on both mobile (smartphones and tablets) and desktop websites. The websites were composed of mass reach ad networks and vertical websites.

Yahoo!
Millennial Mobile Ad Network
Centro Ad Network
Shazam
Pandora
Outdoor Life/Field & Stream
Motorcycle
MapQuest Mobile
KATV (Central Arkansas)
KFSM (Northwest Arkansas)
Arkansas Times (No charge campaign)

Travel South USA

Arkansas participated in the Travel South USA's (TSUSA) Ultimate Advertising Challenge and participated in two packages. Arkansas partnered with Sojern, an online ad network, and Budget Travel as part of a multi-platform program.

Late Summer Value

Attracting travelers with non-school age children or boomers traveling without kids continued to be the message for the Late Summer Value Campaign, which was supported by radio advertising in-state and close feeder markets and cable in close feeder markets.



Online

Added-Value/Bonus Media Exposure

The added value or bonus media negotiated for Fall/Winter 2015 was just over \$2.2 million, and the added value negotiated to run in Spring/Summer 2016 is approximately \$2.73 million. This bonus media will extend the total media exposure for the 2015-16 Fiscal Year by approximately 48%.

The bonus media negotiated runs across all media – print, TV, radio, online, etc. and comes in the form of discounted rates, free ads, ad upgrades, free reader service, website exposure and online bonus impressions.

Bonus media increases the number of people reached by the Arkansas Tourism ad message, and increases the average number of times a potential traveler will see the ad message.

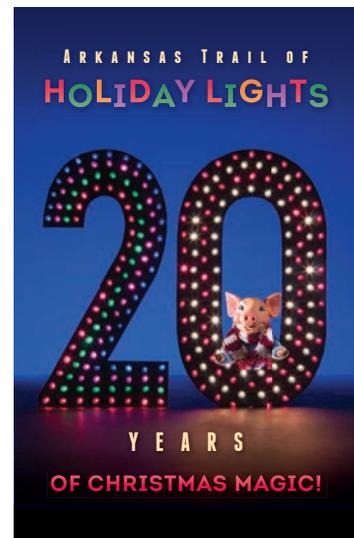
In addition, because Arkansas has such great relationships with its media and can turn around creative quickly, many of those media partners reach out to us first when remnant space arises. When this happens, we always jump at these opportunities. These last-minute, no-charge ads are not counted in the pre-negotiated added value, and garner Arkansas even more media exposure during the campaign flight.

Here are some examples from Fall 2015 of remnant ad opportunities that Arkansas took advantage of. *Southern Living* offered Arkansas a Featured Getaway, large photo (about a 1/4-page size) on the reader service page in the magazine in full circulation in November, about a \$50,000 value. And *Texas Monthly* offered Arkansas a New Next feature in the October issue, a \$5,000 value.

Trail of Holiday Lights

In its 20th consecutive year, the Trail of Holiday Lights celebrated the Christmas spirit all across The Natural State. More than 60 communities were promoted with television, print, social media and a 24-page brochure with winter travel ideas. An e-version was available on Arkansas.com and included interactive links to each community's website and details about local events. Social media promoted local events in participating communities. And for the second year, Jingle, the holiday hog, made appearances at Arkansas Welcome Centers, in parades and at lighting ceremonies. Outdoor boards in West Memphis, Texarkana, Van Buren and Blytheville directed consumers to Welcome Centers for more information about regional events.

In addition to Arkansas Welcome Centers, Trail brochures were available at visitor centers, chambers of commerce and local advertising and promotion commission sites. And longtime corporate partnerships with Subway Restaurants, Bank of America, Best Western Hotels of Arkansas and Coulson Oil/Shell extended the trail brochure distribution network to more than 300 locations.



Trail of Holiday Lights brochure



Trail of Holiday Lights television

WHAT'S NEW IN ARKANSAS

There's always something new to discover in your favorite cities and towns in Arkansas.

Central

An Enchanting Evening Small Farm Winery, Roland

Arkansas Heritage Farm Exhibit at the Little Rock Zoo, Little Rock

Bald Knob Rock 'n' Roll Highway Museum, Bald Knob

Little Rock Creative Corridor, Little Rock

Little Rock Rangers Soccer Club, Little Rock

New Water Slides at Wild River Country, North Little Rock

North Little Rock Heritage Center, North Little Rock

Quapaw Quarter Historic Building Markers, Little Rock

RiverCenter Community Center, Benton

Southeast Trail, Little Rock

"Wish You Were Here" Life-Size Postcards, Little Rock

Northwest and North Central

Bachman-Wilson House, Bentonville

Bentonville Brewing Co., Bentonville

Black Apple Crossing, Springdale

Columbus House Brewery, Fayetteville

Dionysus Wine & Brew, Altus

Eureka Springs Ale House, Eureka Springs

IMBA Regional Ride Center, Bentonville and Fayetteville

New Province Brewing Company, Rogers

NWA Escape Room, Fayetteville

Oneal Outfitters, Batesville

Ozark Escape, Fayetteville

Railyard Bike Park, Rogers

64/6 Unexpected Project, Fort Smith

Steele Stevens Heritage Park, Elm Springs

Taco Tour, Springdale

Upper and Lower Delta

Americana Music Triangle

Bradbury Art Museum, Jonesboro

Storm Creek Lake Recreation Area, Marianna

Sultana Disaster Museum, Marion

Visitor Center at Historic Dyess Colony: Johnny Cash Boyhood Home, Dyess

Southwest

Barefoot Paddleboards, Bismarck

DeGray Lake Sunset Trail, Caddo Valley

Historic Scoggins House Community Event Center & Library, Fouke

Kollective Coffee + Tea, Hot Springs

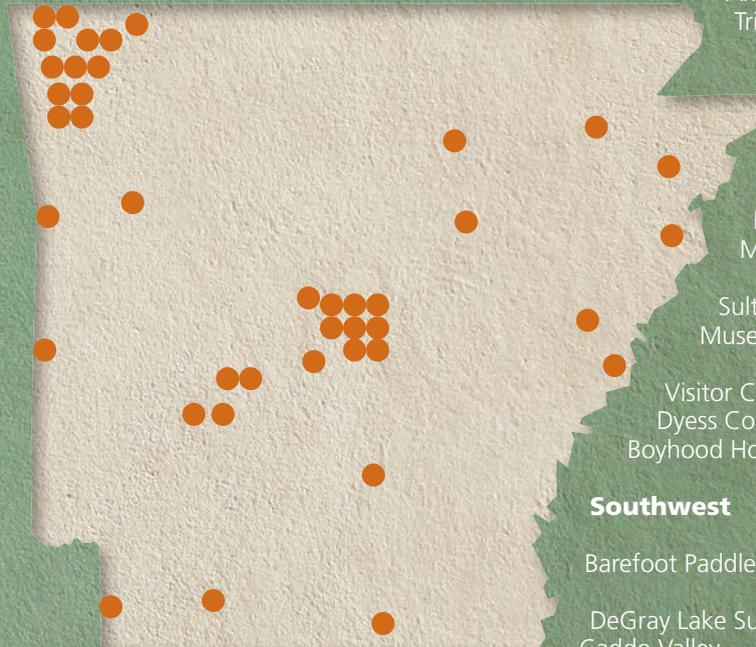
Logoly State Park Visitor Center, Magnolia

Maxwell Blade's Odditorium and Curiosities Museum, Hot Springs

New Arkansas Water Trails, Felsenthal National Wildlife Refuge, Crossett

Pioneer Village, Rison

Queen Wilhelmina State Park Lodge, Mena



WELCOME CENTER UPDATE

The world of travel is changing. With digital information accessible now more than ever, the need to consult a professional when making travel plans has become more and more obsolete. This is what makes the efforts of the 14 Arkansas Welcome Centers so much more important. Just the word “welcome” makes everyone feel invited and lets them know they have arrived at a wonderful location. That’s exactly the environment we continue to create, and our more than 850,000 visitors annually are most impressed by our friendly and personal welcome into The Natural State.

The mission of the Arkansas Welcome Centers is to assist the traveling public in order to enhance and extend visits. Our knowledgeable and dedicated Travel Consultants have carried out this mission since the mid-1960s. And they sure do know the state! Each employee must pass a rigorous nationally certified exam, which covers attractions, history/culture, geography, economic information and traveler safety. In addition, Welcome Center employees also attend familiarization tours around the state. These tours are essential in acquiring the hands-on experience that allows a personal and knowledgeable sharing of information with visitors.

Travel Consultants work with Research and Information Services to collect marketing and research data about Arkansas visitors, which is presented in the back of this report.

Thanks to the efforts of the Governor’s Office, the Arkansas Highway and Transportation Department and the Arkansas Department of Parks and Tourism, a Welcome Center replacement program is well underway. At the time the original Tourist Information Centers were constructed, buildings were small, and the emphasis was primarily brochure distribution. Decisions on the amenities and features included in the new Welcome Centers are based on what our visitors said they wanted.

Eight of the centers have been replaced to date: Blytheville, Corning, El Dorado, Helena-West Helena, Lake Village, Texarkana, Van Buren/Fort Smith and West Memphis. Work is beginning on the replacement of two more locations: Harrison and Red River.

The rustic stone and timber-frame design of the new centers will always be in style, reminiscent of Arkansas’s Civilian Conservation Corps structures. The Helena-West Helena Welcome Center was the exception and was designed to reflect the informal Italianate-style of architecture within the Delta. The new centers at Harrison and Red River will feature the traditional stone and timber design and will be rebuilt in their current locations. Equipped with the latest technological innovations, the Welcome Centers are now the most up-to-date in the nation, complete with services today’s travelers consistently say they expect.



Fort Smith Welcome Center

Welcome Center managers

2015 Visitor Comment Cards

Best Welcome Center in the whole country!
Ballwin, MO

Cleanest, friendliest and most helpful staff from here to Maine!
Macedon, NY

It was a very nice experience to be greeted by friendly and helpful staff at your Welcome Center.
Shepherdstown, WV

Wonderful facility and friendly staff. Best Welcome Center from here to Michigan!
Bay City, MI

I usually drive from Toronto to Texas. This is one of the best rest areas. The staff are very nice.
Brampton, Ontario

SO much material! Best rest area I have been to! – Love the accent of the staff!
Dent, MN

Thank you for the care and expense your state puts into this visitor center. It was a great introduction to your lovely state!
Las Vegas, NV

Absolutely beautiful, informative and homey! Best across I-40! Very cozy and comforting. Love the displays!
New Hall, CA

We were very impressed. We were from and grew up in Arkansas. This made us proud of our home state. The staff made us want to come back.
Bastrop, LA

The absolute finest Welcome Center I have ever been in. Looking forward to our next time there ... which will be soon!

Longview, TX

Most beautiful Welcome Center I've ever been in. Super friendly attendants.
Friendship, WI

One of the best rest areas I've visited in 20 states. Thanks!!
Milwaukee, WI

The rest house is the #1 in the USA!
Japan

Very impressive – great public relations, as well as information gained. We will spend more time (and more money) in Arkansas.
Kennett Square, PA

This is a wonderful Welcome Center! Such a beautiful representation of your state!
Riverton, IL

We appreciate the free coffee and clean restrooms.
Lindale, TX

In addition to the Texarkana Center, we've also stopped at Corning, Blytheville and El Dorado. All are great places to stop. Thanks for providing them.
St. Louis, MO

This has to be the best visitor center I've ever been to and this is my 38th state to visit! Thanks for the help and information. We loved the Arkansas pins!
Midlothian, VA

The employee on duty was a wealth of information, delivered with Southern charm and lots of smiles!
Daytona Beach, FL

What a lovely, clean, inviting center! Great facility and staff. Free coffee! Thank you!
Saskatchewan Village, Canada

Very impressed with the whole place! Staff were welcoming and knowledgeable, restrooms were very clean. Coffee was a nice surprise!
Sidcup Kent, United Kingdom

PUBLICITY AND COMMUNICATIONS

Reaching Key Interest Groups

The Department continues to target select groups of consumers with unique interests with specific messaging about things to do in Arkansas. The groups include bicyclists, motorcyclists, brides and history enthusiasts. Outreach includes advertising in special interest publications, social media messaging and the use of special niche videos online, and printed publications and brochures.

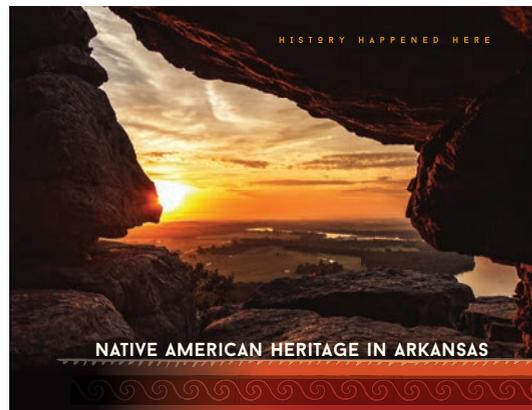
One new printed brochure in 2015 was the *Arkansas Mountain Biking Guide*. The guide was distributed in-state and at out-of-state bike shops, all of the Arkansas Welcome Centers and the 2015 Interbike World Conference in Las Vegas. The piece featured our five International Mountain Biking Association (IMBA) Epic Trails, 17 local favorite trails and the IMBA-designated Ride Centers in Arkansas. Industry partners and tourists can request brochures on Arkansas.com. A complementary road bike brochure is under development for Spring/Summer 2016 to provide cyclists of all types information on riding in The Natural State.

The highly anticipated second issue of the *Arkansas Motorcycling Guide* was released in early 2016 and was distributed at motorcycling shows in Dallas, Chicago and Minneapolis; through dealerships; and at various out-of-state and in-state distribution points.

Native American Heritage in Arkansas was produced in 2015 highlighting the legacy and history of the tribes of The Natural State.

Multicultural Marketing

Multicultural audiences continue to make up a large segment of visitors to Arkansas. The Department promotes The Natural State as a destination that welcomes, accommodates and encourages all ethnic groups to visit. The tourism general consumer messages continue to diversify and recognize multiple ethnicities.



Native American Heritage in Arkansas

As a result of recognizing the importance of the growing Hispanic/Latino population, the Department continued its partnership with Cinco Media and Communications Group. Through this partnership, the translation of print ads, brochures and television ads makes our message more readily accessible. Cinco Media also continued to manage the Visita Arkansas website.

National Media and Public Relations

The Arkansas Department of Parks and Tourism has embarked on an unprecedented Spring/Summer 2016 public relations campaign to draw national attention to Arkansas. The objective is to showcase the unique and diverse offerings to previously untapped audiences and encourage them to spend time and money in the state. A blend of traditional and digital media is being utilized in order to maximize outreach.

An early success story includes the partnership with the MLB Network for the airing and publicity surrounding the release of the *First Boys of Spring* documentary produced by University of Arkansas journalism professor Larry Foley. The documentary aired on February 13 and February 21 and received promotional publicity on the network's website, on its flagship program *Hot Stove* and on the MLB Sirius XM satellite radio channel.

Other scheduled projects include a national satellite media tour featuring P. Allen Smith on April 7, a visit from key and influential mommy bloggers, and an ESPN tour in late summer to promote duck hunting season in Arkansas.

PARTNERS IN TOURISM



THE ARKANSAS HOSPITALITY ASSOCIATION STAFF – Ronda Warneke, Director of Finance; Jill Thiel, Member Services & Special Events; Montine McNulty, Executive Director; Amy Moorehead, Executive Assistant

Arkansas Hospitality Association

To provide support, educate and promote a positive image for the various tourism industries in the state, the Arkansas Hospitality Association (AHA) works closely with key groups like the Arkansas Lodging Association, Restaurant Association and Travel Council.

The Arkansas Tourism and Hospitality Education Foundation supports students pursuing a career in the hospitality industry by providing scholarships that are funded by live and silent auctions held at the annual Governor's Conference on Tourism.

Welcome to Arkansas

The Welcome to Arkansas Program continues to improve customer service and increase customer satisfaction with their Arkansas vacation experience. The Department works closely with chambers of commerce, advertising and promotion commissions, and convention and visitors bureaus year-round conducting on-site training for front-line personnel on all of the things to see and do in their communities.

This year, the Welcome to Arkansas blog was revived and postings were made on a regular basis. The blog shares important training information in entertaining and conveniently accessible videos and articles. Industry partners that aren't able to attend training sessions can access Hospitality Hot Tips videos on the blog. These videos cover important topics like body language when interacting with guests, telephone etiquette, on-the-job stress and more. Through the Welcome to Arkansas email list, we are able to reach over 2,000 industry partners each time a blog post is made.

A "secret shopper" program is conducted annually to provide details to the Department on areas of success and areas that require improvements. Overall results for 2015 were positive, and partner communities continue to demonstrate well-rounded knowledge of their communities.

P. Allen Smith

Lifestyle expert and gardening celebrity P. Allen Smith continues to support and build Arkansas's image by traveling the state showcasing destinations, attractions and Arkansas-made products on his nationally syndicated shows and on PBS. In addition to television exposure, Allen promoted travel in Arkansas through his social media networks and made personal appearances on behalf of The Natural State at group travel trade shows.

BASSMaster

Arkansas is a great destination for fishermen and has been the location of world-record fish. The BASSMaster partnership and Arkansas native Jerry McKinnis place a fishing spotlight on Arkansas's outstanding lakes and rivers.

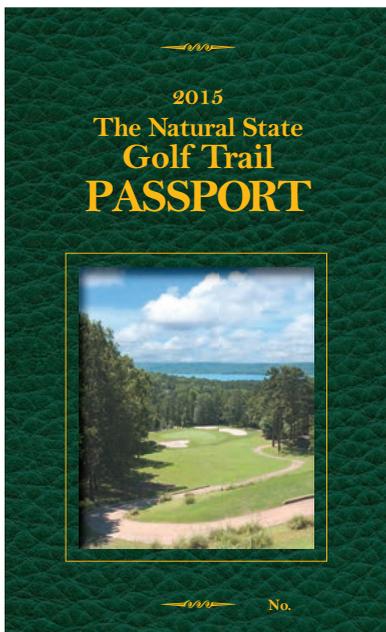
The BASSMaster partnership included ad placement in *BASSMaster Magazine*, online banner placement on BASSMaster.com during Elite Tournament coverage and video pre-roll on BASSMaster.com.

Natural State Golf Trail

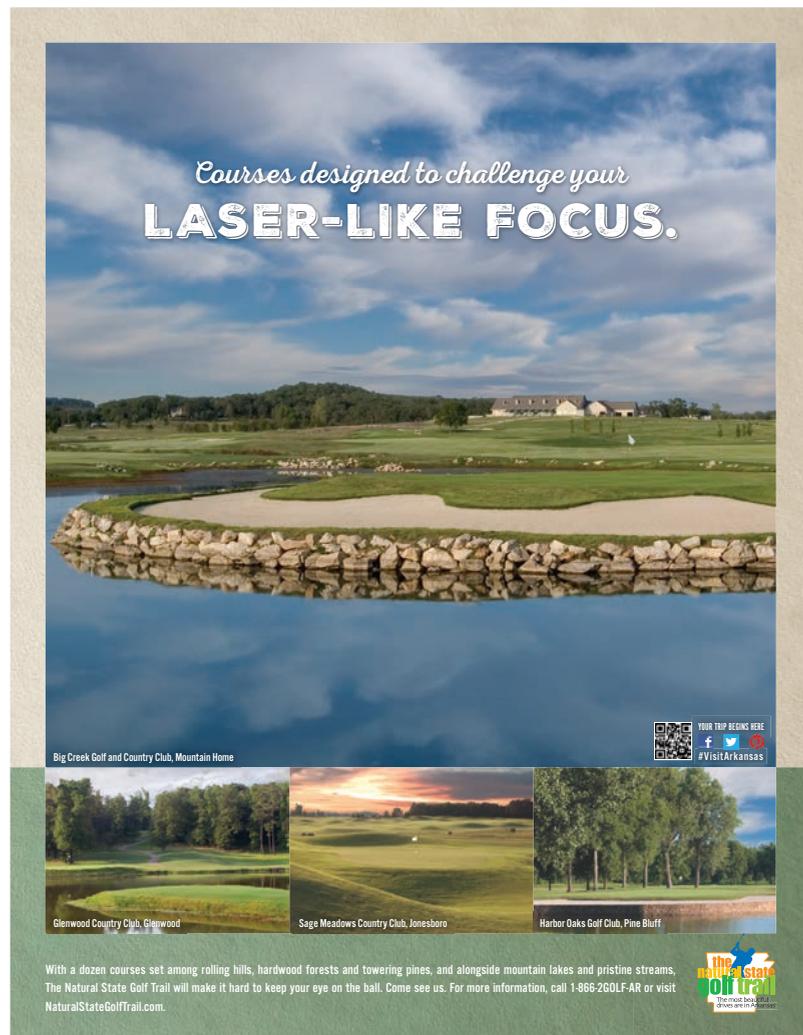
Under the guidance of professional golfer Christina Lecuyer and in partnership with the Arkansas Hospitality Association, the Department works to generate golf travel across the state by promoting the 12 courses that make up The Natural State Golf Trail.

Several media channels are employed to spread the Trail message. A print media campaign reaches out to golf travelers in-state and regionally. A radio partnership with host Bob Steel and his statewide Saturday morning radio show “Fairways and Greens” provides Trail course professionals with a platform to talk about their upcoming events and course promotions. Social media is used to provide daily course info and promotes the First Tees of Arkansas golf passport. Trail brochures are distributed online at NaturalStateGolfTrail.com, at Trail courses and in all Arkansas Welcome Centers.

A relatively new partnership is underway with Executive Golf Packages (EGP), a concierge service providing complete stay and play golf vacation packages for Trail courses. Working closely with Christina Lecuyer and Trail course professionals, EGP books tee times and local hotels for groups large and small wanting to travel and play golf in The Natural State. And for the first time, a “Travel the Trail” social media promotion was implemented by Lecuyer and EGP – traveling 10 days and more than 1,000 miles, each Trail course was played and promoted on Trail social channels.



The Natural State Golf Trail Passport



The Natural State Golf Trail ad

LETTER FROM THE DEPARTMENT

March 2016

Dear Fellow Arkansans:

As expected, 2015 proved to be an interesting year. On a national level, the economy produced mixed signals. While total U.S. home sales in 2015 were the highest in nearly a decade, the stock market showed signs of weakness at year's end, largely due to uncertainties over the oil glut and China's slowing growth.

Here in Arkansas, we welcomed a new governor, several other new constitutional officers and a host of new legislators. Over the course of the year, the Arkansas Department of Parks and Tourism said good-bye to a number of long-time employees who joined the growing legions of retirees in The Natural State.

Meanwhile, Arkansas's tourism industry maintained its upward trend. Our best gauge of growth, the statewide two percent tourism tax collections, was up 8.6 percent by the end of the year, significantly outpacing any inflationary pressures. In fact, several months saw double-digit increases over the same periods a year earlier.

We're often asked to explain this success. Our educated guess, and frankly that's the best we can do, is that it's attributable to a combination of things. Despite problems in the energy sector, many of our primary market areas remain prosperous – and that's certainly a factor. Also, Arkansas continues to improve its tourism product, giving prospective visitors more reasons to explore the state. The Scott Family Amazeum in Bentonville is one good example, and so is the Johnny Cash Boyhood Home in Dyess – both of which opened last year. And we're convinced that our research-based marketing campaigns are working, that we're sending timely and appropriate messages to the right audiences in our targeted markets.

To sum up, we're coming off a successful 2015 and are optimistic about the state's prospects for 2016. At the same time, we realize that the one thing that can set us apart from our very savvy and aggressive competitors is customer service. So we'll conclude by reminding you and your colleagues in our industry to make a special effort to offer exceptional attention to each and every guest. It's this personal commitment to unsurpassed hospitality that can carry Arkansas to new heights.

Sincerely,



Kane W. Webb
Executive Director



Joe David Rice
Tourism Director



Ron Maxwell
Deputy Tourism Director



Ron Maxwell, Deputy Tourism Director;
Kane Webb, Executive Director;
Joe David Rice, Arkansas Tourism Director



Grady Spann, State Parks Director;
Cynthia Dunlap, Director, Central Administration;
Bob Phelps, Director, Keep Arkansas Beautiful



Front row: Miranda White, Leah DiPietro
Second row: Kirk Jordan, Josh Ross, Mary Osteen,
Brandy Flowers, Katherine Stewart, Casey Crocker
Third row: Tracy Morales, Kristine Puckett,
Cassie Crane, Carol Leek, Erik Holbrooks
Back row: Amanda Glover, Kayla Hardage,
Tiffany Knox



Kristine Puckett

TOURISM DEVELOPMENT SECTION

FESTIVAL ASSISTANCE

- Publishes the state's semi-annual Calendar of Events
- Maintains the Department's statewide online Events Calendar
- Administers a Festival Advertising Grant Program for communities with populations less than 10,500 to assist in festival promotion
- Serves as liaison to the Arkansas Festivals and Events Association and the International Festivals and Events Association



Welcome to Arkansas infographic

GUEST SERVICE TRAINING

- Conducts a train-the-trainer guest service training program to provide community leaders with curriculum to prepare front-line employees and managers to properly greet the public
- Maintains the Hospitality Hot Tips blog, ARhospitalitytips.com, with written and video posts

NATIONAL TOURISM WEEK

- Coordinates statewide participation in National Tourism Week

REGIONAL TOURIST ASSOCIATIONS

- Administers the state's Regional Tourist Association Matching Grant Program to the 12 approved Regional Tourist Associations which assists regional tourism advertising efforts

RETIREMENT-RELOCATION

- Directs production of the state's retirement-relocation guide – *Living in Arkansas*
- Distributes leads to qualified Arkansas businesses through a weekly download

RURAL TOURISM DEVELOPMENT

- Works with communities to evaluate tourism potential

TOURISM ATTRACTION/DESTINATION CREATION AND GROWTH

- Administers the state's Tourism Attraction Feasibility Study Matching Grant Program, which allows a city or county to fund a feasibility study to determine the possibility and potential of a specific tourism attraction

WELCOME TO ARKANSAS

- Facilitates participation in the Welcome to Arkansas program, which encourages communities to educate front-line employees and citizens on local tourism opportunities

The Tourism Development Section includes Felisha Rice, Secretary; Amy Jones, Tourism Development Consultant; and Kristine Puckett, Tourism Development Manager. For information regarding Tourism Development, contact Kristine at 501-682-5240 or kristine.puckett@arkansas.gov.



Miranda White

RESEARCH AND INFORMATION SERVICES

The Research and Information Services Section is a two-member team that fulfills the research needs of the agency. In addition, the Section also oversees distribution and fulfillment of literature.

Annual Travel and Tourism Report

Research and Information personnel collect data to present in the annual report. The report includes state, tourism region and county-level economic impact statistics that are made available so the public can analyze the impact of tourism in each area of the state.

Research and Information Services supplies updated data every few years to the U.S. Travel Association to develop new benchmarks for the Annual Travel and Tourism Report's Total Travel Expenditures that occur in the state of Arkansas. The most recent benchmark is based on 2013 data. For more information about this process, please turn to the introduction to The Economic Impact of Travel in Arkansas on page 78.

Annual Conversion Studies

Conversion studies are performed through the Internet and through traditional mail. Survey recipients are identified through their inquiries, either on Arkansas.com or through traditional print or broadcast media. The results give insight into the effectiveness of different mediums of advertising and the characteristics of Arkansas travelers.

Fulfillment of Tourism Literature

The Section is responsible for fulfilling requests for Arkansas's promotional literature. Approximately 500,000 inquiries are processed each year from those who call, write or order via Arkansas.com. Industry partners can also request bulk literature to assist with informing visitors about destinations in the area and around Arkansas.

Travel and Tourism Research Association Membership

Staff members are active in the Travel and Tourism Research Association, both on the international and regional levels, utilizing current research techniques and methods to promote and teach the use of objective travel research.

Tourism Industry Research Requests

Arkansas tourism partners can request tourism industry research from Research and Information Services to find information on Arkansas visitation, new methods of promotion and economic information on various aspects of tourism and travel within the state.

Welcome Center Survey

This ongoing survey is administered to every 50th travel party arriving at each Welcome Center. It provides a more detailed picture of visitor travel habits and demographics. Research and Information works with the Welcome Centers to collect the data used for analysis in the Annual Report.

For more information about the Research and Information Services Section, contact Miranda White, Manager, at 501-324-1522 or miranda.white@arkansas.gov.



Tracy Morales

GROUP TRAVEL SECTION

The key objective of the Group Travel Section is to increase group travel into Arkansas within the motorcycle, reunion, sports, wedding, motorcoach, and meeting and conventions markets. The Section's primary goal is seeking new business featuring 10 or more participants within these niche markets. This is accomplished through strategic partnerships with Brand USA, Travel South USA and Grand Central USA in order to promote Arkansas regionally and globally.

The Group Travel Section works locally with destination marketing organizations (convention and visitors bureaus, advertising and promotion commissions, and chambers of commerce), hotels, attractions, restaurants, receptive operators and tour guides from across the state in order to promote Arkansas as a group destination.

Marketing

Arkansas's tourism industry is marketed by the Group Travel Section through a print advertising campaign in trade publications, social media and participation in travel industry trade shows, as well as an interactive Web site, arkansasgrouptravel.com, in conjunction with Aristotle. The Section works with advertising agency CJRW to identify and make selections regarding online marketing, social media and print advertising campaigns. The Group Travel Section is also marketed through partnerships with Travel South USA, Brand USA and Grand Central USA. The Section stays abreast of trends through webinars, meetings and conference calls with industry professionals. A bi-annual group travel summit brings industry partners together for planning purposes. An annual Arkansas Sports meeting focuses on strategies in order to promote Arkansas as a sports destination.

Publications

A *Natural State of Bliss* publication, promoting Arkansas as a wedding and honeymoon destination, was created with advertising agency CJRW. The Group Travel Section attended bridal shows in Dallas, Oklahoma City, Branson, Memphis and Bossier City in order to promote the publication and The Natural State as a wedding destination. The Group Travel Section partnered with advertising agency CJRW to create the 2015 *Arkansas Motorcycling Guide*. This niche publication features five dual-sport routes and 21 on-road motorcycle routes throughout The Natural State. Nearly 100,000 copies of the guide were distributed in 2015. This includes distribution at the Progressive International Motorcycle Show in Chicago, Illinois, February 7-9, 2014; Progressive International Motorcycle Show in Cleveland, Ohio, January 30-February 1, 2015; and BMW Motorcycle Owners Association Rally in Billings, Montana, July 23-25, 2015.



The Steel Horse Rally, Fort Smith

Social Media

The Arkansas Motorcycling Facebook page, Arkansas Motorcycling, was launched April 29, 2015. The Group Travel Section worked with advertising agency CJRW in order to promote motorcycling within The Natural State and support the 2015 *Arkansas Motorcycling Guide*. The Arkansas Motorcycling Facebook page currently has 1,413 followers.

In-State Trade Shows & Familiarization Tours

Little Rock Convention and Visitors Bureau hosted the Small Market Meetings Conference at the Statehouse Convention Center, September 27-29, 2015. This convention focuses on the small meetings market and allowed 82 buyers to visit the Capital City. Hosting this trade show allowed for 11 meeting planners to participate in the Gardens, Guns & Gazillionaires Familiarization (FAM) Tour through Roland, Fort Smith, Fayetteville, Bentonville, Rogers and Bella Vista, September 29-October 1, 2015.

The Group Travel Section led 14 domestic tour operators on a Familiarization (FAM) Tour following the Travel South Domestic Showcase in Shreveport, Louisiana. The "Gems" of Arkansas FAM Tour guests toured Texarkana, Historic Washington State Park, Crater of Diamonds State Park, DeGray Lake Resort State Park, Hot Springs, Perryville, Roland, Little Rock and Arkadelphia, March 25-28, 2015.

Trade Shows Attended

For enhanced exposure at trade shows and marketplaces, Arkansas Group Travel partners with tourism industry organizations for various sponsorship opportunities during the shows.

Motorcoach

American Bus Association Marketplace
Select Traveler
Missouri Bank Travel
National Tour Association Travel Exchange
Travel Alliance Partners TAP Dance
Travel South Domestic Showcase

Motorcycle

Progressive International Motorcycle Show – Cleveland
Progressive International Motorcycle Show – Chicago
43rd Annual BMW MOA International Rally

International

IPW
Travel South International Showcase

Sports

National Association of Sports Commissions –
NASC Sports Event Symposium
TEAMS '15 Conference & Expo

Faith-Based Events

Rejuvenate Marketplace

Meetings & Conventions

Small Market Meetings

Weddings

Memphis Pink Bridal Show – The Pink Bride
Dallas Bridal Show
Oklahoma City Bridal Show – Winter 2015
Branson Bridal Show
The Signature Bridal Show – Bossier City

Bicycling

Interbike

Memberships

Group Travel maintains memberships in numerous trade organizations. The benefits of membership include: regional representation and cooperation, educational opportunities, database access, trade show opportunities, networking opportunities and increased exposure to industry trends and news. The Group Travel Section memberships include:

American Bus Association
Brand USA
Christian Meetings and Convention Association
Grand Central USA (comprising four states: Arkansas, Missouri, Oklahoma and Kansas)
Missouri Bank Travel
National Association of Sports Commissions
National Tour Association
Ontario Motorcoach Association
Small Market Meetings
South Central Motorcoach Association
TAP (Travel Alliance Partners)
TEAMS
Tennessee Motorcoach Association
Travel South USA



Casey Crocker photographs Queen Wilhelmina State Park sunset



Leah DiPietro

COMMUNICATIONS SECTION

The Communications Section is an eight-member team that fulfills editorial, photographic and research requests from both traditional and non-traditional

outlets to increase awareness of Arkansas's tourism product. Projects undertaken by the staff include the publication of e-newsletters, media releases, blogs, a yearly media kit, brochures and travel guides. In addition, the Communications team is responsible for content and updates to Arkansas.com and its many niche-oriented mini-websites. The Section is also responsible for social media planning and implementation. Other responsibilities range from working with visiting journalists to developing promotions throughout the state. Members of the Section work hand-in-hand with both Aristotle and CJRW on the state's promotional efforts.

The Section includes four travel writers: Katherine Stewart (Central), Jill Rohrbach (Northwest and North Central), Kimberly Williams (Upper and Lower Delta) and Zoie Clift (Southwest); a visual coordinator/photographer (Casey Crocker); a chief photographer (Kirk Jordan); a public information technician (Mary Osteen); and the Communications manager (Leah DiPietro). This year, the Communications Section said farewell to two long-term Tourism employees, Kerry

Kraus (travel writer and website coordinator) and A.C. "Chuck" Haralson (chief photographer). During their combined nearly 75-year tenure, these staff members showcased the best of Arkansas with the highest-caliber photography and written communications. Their talents will be greatly missed. Yet, we also look forward to the new opportunities and challenges that await the team in the coming year.

Graphic artist Max Gilbert continues to support the Tourism Division staff by designing and publishing the *Arkansas Adventure Guide*, both issues of the *Calendar of Events* and other elements of the Vacation Planning Kit. Gilbert also develops the logo and creates all collateral support materials for the annual Governor's Conference on Tourism.

Public Relations/Promotions

The Communications Section promotes travel in The Natural State in many ways: press releases to the media and the industry, an interesting and interactive blog, and social media via Facebook, Twitter, YouTube, Instagram and Pinterest. With engaging stories and appealing photography, the Section creates interest in Arkansas, drawing in journalists and broadcasters to spread excitement about the state.

Members of the Section also serve as research assistants, tour guides and photographers for visiting media. Such efforts generate hundreds of thousands of dollars in coverage for Arkansas every year. Section

members also represent the Tourism Division at events, conventions, travel shows and the Arkansas Governor's Conference on Tourism.

Social Media and the Internet

The Communications Section maintains an influential presence within the social networking and media scene. Arkansas Tourism is found on social sites such as Facebook, Twitter, YouTube, Instagram and Pinterest. These sites are regularly updated by the Section via targeted, planned postings and via real-time postings of ongoing events. Most posts include photography, which increases interest and hits for the post. In addition to unique postings, the Section shares relevant outside content that positively promotes The Natural State, such as appearances by Arkansans on national television programs or positive mentions of the state in the national press.

Additionally, all members of the Section contribute to the Travel Arkansas blog, a microsite of Arkansas.com. This travel blog contains stories and photography from our state. In 2015, 306 blogs were posted by the Section's travel writers and photographers. Links are provided from the blog to social network feeds from the Department. In addition, the blogs often link to content panels on Arkansas.com.

The 2015 Barkansas social media contest and promotion also received significant attention both inside and outside the state. Developed and implemented by the Department and Aristotle, the contest branded Arkansas as the destination for pet-friendly vacations. Promoted on the Arkansas website, the Arkansas Facebook page and in Arkansas email, the campaign was supported by a strategic online media buy. Running from August 3 to September 8, 2015, the Barkansas Photo Contest was a highly successful online promotion.

Social media continues to be a driving force for our followers and partners. Facebook "likes" increased this year from 70,350 to 80,318 as the Section worked to better engage current users with videos, questions and links. Our Twitter following has surpassed the 15,000 mark, with a year-end number of 15,543. And interest in Pinterest evolved and grew as Arkansas-themed boards came more strongly into play, with 3,000 followers. In addition, Arkansas Tourism's Instagram account boasts 8,047 followers.

All of these social media efforts have allowed the Section to become more engaged with our audience while also providing a broad range of opportunities with which to share content and partner with industry colleagues across the state.

Media Outreach

Communications Section members grant interviews, arrange interviews and help disseminate information both within and outside the state. Section members made appearances on several TV stations in the Little Rock market. Radio appearances are also made weekly on KBFC/KXJK in Forrest City, KASU in Jonesboro, KTLO in Mountain Home and KDQN in De Queen.

The Section's press releases and feature stories are distributed to more than 850 media outlets both in-state and out-of-state. These include national and regional TV and radio stations, magazines, major metropolitan daily newspapers, selected electronic media and all Arkansas media outlets. Last year, the Communications Section authored 61 media releases promoting numerous events, as well as 279 blog entries. These releases and blog entries inspired stories that appeared in a variety of regional and national publications.

More than 15 travel journalists from across the United States and Canada visited Arkansas throughout the year. These individuals or groups provided broad exposure to the state, working closely with the Communications Section to plan their travel and coverage. More than 61 articles or broadcasts have come as a result of these media visits.

Among those, the Section hosted a group of motorcycle riders/writers for a September week-long tour of The Natural State. The group visited each of Arkansas's DMAs, experiencing the sites and sounds of fall in Arkansas. This discovery tour just for motorcycle writers highlighted "must see" destinations and points of interest for bikers. The group followed a suggested itinerary planned by the Section's travel writers, which featured the hidden gems of Arkansas's small-town food and charms. The riders also enjoyed time to explore the state on their own.

Similarly, the Section facilitated a four-day trip in May for travel broadcaster Darley Newman. Darley and her two-person team visited Little Rock, Hot Springs

and Bentonville. During their stay, the group visited the Clinton Presidential Center, ESSE Purse Museum, Lake Ouachita State Park, Crystal Bridges Museum of American Art and the Razorback Greenway. The program will air on PBS stations nationwide in 2016.

Publications/Conferences

Communications Section members maintained an active presence at tourism events across the state, region and nation including:

- The IPW conference in Orlando in May 2015.
- The Society of American Travel Writers conference in Las Vegas in October.
- The Public Relations Society of America Travel & Tourism conference in Lexington, Ky., in June.
- The Association of Great Lakes Outdoor Writers annual conference in Minneapolis in September.
- The Southeastern Outdoor Press Association annual conference in Eufala, Alabama, in October.
- Bridal shows in Oklahoma City, Memphis and Bossier City.

The Section also worked closely with the M3 Productions film crew to coordinate and shoot various film footage, including “Point of View” videos, segments for the annual Governor’s Conference on Tourism and “Meet the Locals” for the Arkansas Tourism YouTube channel, among other special projects.

This year, the Communications Section collaborated with CJRW to create two new publications: the *Arkansas Mountain Biking Guide* and *Native American Heritage in Arkansas*.

The *Arkansas Mountain Biking Guide* contains information about Arkansas’s five Epic Trails, popular local rides and the state’s official Ride Centers as designated by the International Mountain Bicycling Association. Featuring maps, trail descriptions and action-focused photography, the guide is already a hit with mountain biking enthusiasts. Similarly, *Native American Heritage in Arkansas* highlights attractions and historical sites of note, including a timeline of important events in Arkansas’s Native American history.

These new publications are in addition to the annual *Arkansas Motorcycling Guide*, *Arkansas Water and*

Woods glossy magazine, Trail of Holiday Lights brochure and 2016 Tour Guide.

Online Resources

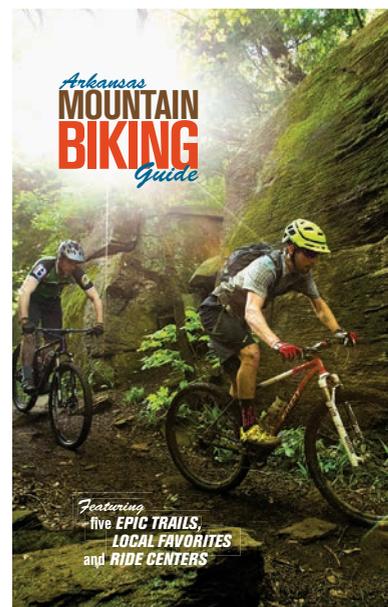
The Communications team is responsible for maintaining photography and content for the state’s signature tourism website, Arkansas.com, along with various minisites, including the Media Room, Industry Insider, Kids & Family, Motorcycling and Bicycling, among others.

The travel writers research and draft editorials targeting specific travel interests, highlighting events and festivals, and describing picturesque images captured by the photography staff. Staff worked closely throughout the year with the Aristotle team to develop and implement content for Arkansas.com’s rotating graphic panels. This task includes research, writing and proofing content, and photography for the panels.

The Communications team also updates Arkansas.com’s business listings, deals and coupons, city listing pages and other content areas.

Along with Aristotle, the Communications Section ensures that Arkansas’s online resources continue to meet the needs of the media, general public, industry partners and prospective visitors to the state.

For more information about the Communications Section, call 501-682-7606 or e-mail communications@arkansas.com.



2015 Mountain Biking Guide

LEGISLATIVE COMMITTEES

The House and Senate Committees on Agriculture, Forestry and Economic Development oversee activities of the Arkansas hospitality and tourism industry, providing leadership when related matters come up for legislative review.



THE HOUSE COMMITTEE ON AGRICULTURE, FORESTRY AND ECONOMIC DEVELOPMENT – Seated (left to right): Representatives Douglas House, James Ratliff, Sheilla Lampkin, Mark McElroy and Matthew Shepherd. Standing (left to right): Representatives Rick Beck, Matthew Pitsch, David Whitaker, Lane Jean, Chairman Dan Douglas, Jon Eubanks, Vice Chairman David Hillman, Stephen Meeks, David Branscum, Charles Armstrong, Ken Bragg, Andy Davis and Ron McNair



THE SENATE COMMITTEE ON AGRICULTURE, FORESTRY AND ECONOMIC DEVELOPMENT – Front row (left to right): Senators Eddie Cheatham, Vice Chair Alan Clark, Chairman Ronald Caldwell, Gary Stubblefield and Bruce Maloch. Back row (left to right): Senators John Cooper, Blake Johnson and David Sanders

COMMISSION



THE ARKANSAS STATE PARKS, RECREATION AND TRAVEL COMMISSION – Front row: Shash Goyal (Vice Chairman), Jim Dailey (Chairman), Cindy Smith, Montine McNulty, Kane Webb (Executive Director of Parks and Tourism). Back row: John Gill, Randy Wolfinbarger, Mike Mills, LeRoy Dangeau, Jim Shamburger, Mike Wilson, Weston Lewey, Kalene Griffith, Bill Barnes, Jay Bunyard. Not pictured: Danny Ford, Bob Knight, Ness Sechrest

EXECUTIVE SUMMARY

The Arkansas Department of Parks and Tourism is charged, both by law and by policy of the State Parks, Recreation and Travel Commission, with increasing tourism to the state. With that in mind, this report provides the tourism industry with current travel marketing information. The first section contains estimates of both traveler expenditures and traveler volume for every county in the state. The second and third sections contain the results of surveys of individuals requesting travel information from the Department. The fourth section summarizes an ongoing survey of travelers stopping at Arkansas Welcome Centers in which every 50th travel party is asked to participate. Section five presents data compiled on all Arkansas Welcome Center visitors from registration data. The most significant results of these projects follow:

The Economic Impact of Travel in Arkansas

The Arkansas tourism industry experienced a year of growth in 2015. This is based on the *2013 U.S. Travel Tourism Expenditure Impact Model*. Travel expenditures increased from \$6,698,501,022 in 2014 to \$7,280,600,761 in 2015 (8.69%). The number of visitors increased from 25,885,046 in 2014 to 28,117,891 in 2015 (8.63%). A major factor in the success of Arkansas tourism is the 2% Tourism Initiative passed by the General Assembly in 1989. This Act provided additional advertising funds for the Department to compete with surrounding states for potential visitors in the expensive magazine, television, radio, newspaper and Internet markets.

The Effects of the 2015 Spring Advertising Campaign

Travel expenditures per travel party and length of stay in Arkansas were \$525 and 4.2 nights, respectively. Financial was cited most often as the reason for not traveling Arkansas in 2015. Regardless of whether or not they made a trip, 82.0% of survey respondents plan to visit Arkansas within the next 12 months.

The Internet Conversion Study

Seventy-three percent of survey respondents reported visiting Arkansas during the last 12 months. The average trip lasted 6.7 days.

The Welcome Center Survey

The top five states from which visitors to Arkansas Welcome Centers originated were: (1) Texas, (2) Missouri, (3) Arkansas, (4) Louisiana and (5) Oklahoma.

The Welcome Center Registration Summary

A total of 883,901 tourists requested assistance from travel consultants during 2015. Tourists' "Reasons for Travel" were as follows: Vacation (37.6%), Passing Through (34.5%), Local Traffic (13.8%) and Business/Student (14.1%). Tourists stopping at the State Welcome Centers spent an estimated 769,024 travel days in the state during 2015.

NOTE: Differences exist among economic impact, conversion studies and Welcome Center data. Many sources are utilized to gain the most complete picture possible of visitors to Arkansas.

INTRODUCTION

The results of five research projects are contained in this report:

The Economic Impact of Travel in Arkansas

Estimates of traveler expenditures are calculated using the *U.S. Travel Association 2013 Impact of Travel on Arkansas Counties* as a reference point. Arkansas county traveler volume estimates use *Census of Transportation* data as a benchmark, the most recent being the *1995 American Travel Survey*.

The Effects of the 2015 Spring Advertising Campaign Mail Survey

Tourism Division advertising performance is monitored annually through the use of conversion studies. A conversion study is a survey of persons requesting travel information through paid advertising to determine how many actually visited Arkansas. The 2015 spring mail survey consisted of a sample of 5,000 people.

The Internet Conversion Study

Conversion study data for website inquiries was obtained by sending an email questionnaire to 26,892 email addresses of individuals using the Arkansas.com website.

The Welcome Center Survey

Every 50th travel party registered at each of the 13 Welcome Centers located at major entry points to the state is asked to participate in this survey. Travel counselors obtain valuable marketing information about visitors to Arkansas and travelers who are passing through.

The Welcome Center Registration Summary

Every travel party assisted by a travel counselor is registered. Information is recorded concerning their state of origin, number in their travel party, length of stay and Arkansas destination.

These five projects relate data on Arkansas visitors in three different ways. The relatively large sample for the *Economic Impact of Travel in Arkansas* was taken from the entire U.S. population. Also, fixed costs such as vehicle depreciation and property taxes were considered in the *Economic Impact of Travel in Arkansas*, but not in others. As a result, the expenditure per traveler is generally higher. The *Effects of the 2015 Spring Advertising Campaign and the Internet Conversion Study* had survey populations comprised of people who requested travel information from the Arkansas Department of Parks and Tourism. The *Welcome Center Survey* and *Welcome Center Registration Summary* represent highway travelers who stopped at Welcome Centers on their trip. Much of the traffic on interstates and U.S. highways (where the Welcome Centers are located) is pass-through travel.

Historical Data Patterns in Table 1

Readers will note what sometimes appears to be an inconsistent pattern of growth in some of the Arkansas tourism data presented in *Table 1*. Approximately every five years, the Tourism Division contracts with the U.S. Travel Association to provide data on the economic impact of travel in Arkansas counties. U.S. Travel is a highly respected source of U.S. travel industry statistics. The most recent year this report was purchased from U.S. Travel was 2013, and the complete results by county are presented in *Table 3*. The 2013 U.S. Travel report will serve as a benchmark used by researchers at the Arkansas Department of Parks and Tourism to estimate subsequent years until new county-level data is acquired. Over the years, economists at U.S. Travel make adjustments and revisions to this model to improve accuracy, which sometimes results in numbers that appear to fluctuate over time. There are two reasons why the Department does not purchase this data from U.S. Travel every year. The first is cost, and the second is that there would be a delay of more than a year in reporting. Data marked "preliminary" may be revised when a new benchmark becomes available.

THE ECONOMIC IMPACT OF TRAVEL IN ARKANSAS

During 2015, visitors to Arkansas totaled 28,117,891 person-trips. Visitors spent an average of \$258.93 per trip, resulting in over \$7.2 billion in total travel expenditures, \$374 million in state taxes and \$137 million in local taxes. The Arkansas travel industry employed 64,679 persons and paid \$1.3 billion in wages and salaries. NOTE: The data in this detailed presentation of travelers and their expenditures are estimates and not actual counts.

Travel Patterns

Arkansas's travel volume in 2015 was 28,117,891 person-trips. The economic impact of travel and tourism on the state's economy is reviewed in *Figure 1* and *Table 1*. *Figure 1* illustrates the growth in U.S. travel spending in Arkansas, 1979-2015. The first column in *Table 1* lists total travel expenditures for the state. The 8.69% increase in travel expenditures in 2015 represents a real increase of 8.63% when adjusted for inflation. Column Two in *Table 1* shows that travel-generated payroll grew from \$240,134,000 to \$1,315,067,000, an increase of \$1,074,933,000 (448%) during the period of 1979 through 2015. Travel-generated employment shown in Column Three in *Table 1* increased from 44,661 jobs in 1979 to 64,679 jobs in 2015. In 1979, each \$28,241 in total travel expenditures supported one job in the industry. However, by 2015, \$112,564 in travel expenditures

was required to support the same job. The importance of travel-generated taxes on the state and local economies is shown in Columns Four and Five. State travel taxes averaged 5.0% of total travel expenditures in 2015. The number of visitors in person-trips and their average expenditures per person-trip are shown in Columns Six and Seven.

Definition of a Person-Trip

A person-trip occurs, for the purpose of this study, every time one person goes to a place 50 miles or more, each way, from home in one day or is out of town one or more nights in paid or unpaid accommodations and returns to his/her origin. Specifically excluded from this definition are:

1. Travel as part of an operating crew on a train, plane, bus, truck or ship.
2. Commuting to a place of work.
3. Student trips to school or those taken while in school.

The number of person-trips shown in Column Six rose from 13,560,000 in 1979 to 28,118,000 in 2015, an increase of 14,558,000 (107.4%). The number of visitors to Arkansas first exceeded 15 million in 1986. Over 20 million visitors came to Arkansas in 2000, and again each year 2004-2015.

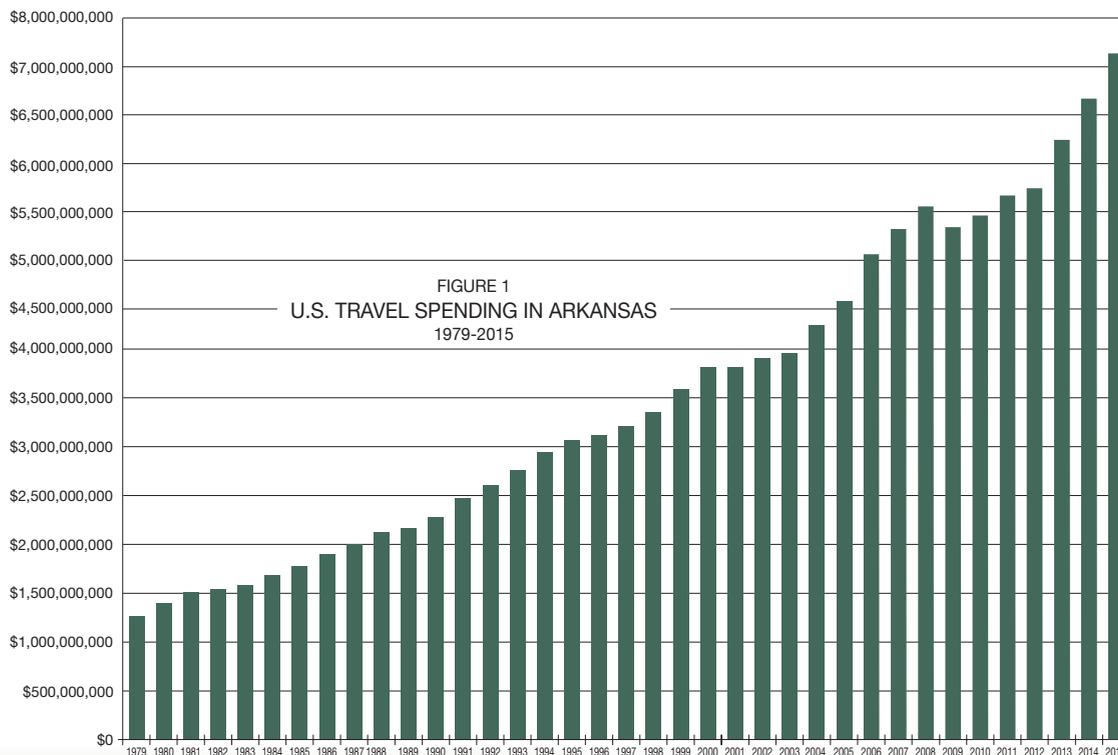


Table 1 – Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1979-2015

YEAR	TOTAL TRAVEL EXPENDITURES (\$1,000)	TRAVEL-GENERATED PAYROLL (\$1,000)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (\$1,000)	TRAVEL-GENERATED LOCAL TAX (\$1,000)	VISITORS PER PERSON-TRIPS (THOUSANDS OF PERSONS)	AVERAGE EXPENDITURE PER PERSON-TRIP (DOLLARS)
1979	\$1,261,261	\$ 240,134	44,661	\$ 50,891	\$ 7,528	13,560	\$ 93.01
1980	\$1,387,547	\$ 261,084	45,311	\$ 54,546	\$ 9,947	13,601	\$102.02
1981	\$1,506,379	\$ 280,084	45,557	\$ 57,654	\$ 12,607	13,710	\$109.87
1982	\$1,536,193	\$ 282,200	43,188	\$ 57,200	\$ 14,700	13,643	\$112.60
1983	\$1,582,268	\$ 291,137	44,557	\$ 58,544	\$ 15,823	13,799	\$144.83
1984	\$1,686,698	\$ 310,352	46,027	\$ 77,588	\$ 16,867	14,137	\$119.31
1985	\$1,781,153	\$ 327,732	46,948	\$ 81,933	\$ 17,812	14,420	\$123.52
1986	\$1,906,272	\$ 345,177	46,918	\$ 86,766	\$ 23,480	15,141	\$125.90
1987	\$2,000,000	\$ 362,149	47,032	\$ 91,157	\$ 24,575	15,391	\$129.94
1988	\$2,112,000	\$ 382,429	47,469	\$ 96,130	\$ 26,014	16,007	\$131.94
1989	\$2,154,000	\$ 390,078	47,500	\$ 98,053	\$ 26,534	15,591	\$138.13
1990	\$2,288,000	\$ 414,128	47,600	\$107,536	\$ 27,456	15,709	\$145.65
1991	\$2,463,831	\$ 445,953	47,650	\$115,800	\$ 29,566	16,259	\$151.54
1992	\$2,602,980	\$ 473,880	45,450	\$118,540	\$ 50,250	16,723	\$155.65
1993	\$2,748,357	\$ 469,283	45,289	\$124,306	\$ 52,926	17,158	\$160.18
1994	\$2,929,710	\$ 502,860	46,450	\$130,760	\$ 55,680	17,818	\$164.42
1995	\$3,067,406	\$ 526,494	46,891	\$136,906	\$ 58,297	18,356	\$167.11
1996	\$3,153,293	\$ 542,366	46,774	\$141,898	\$ 59,913	18,264	\$172.65
1997	\$3,219,512	\$ 553,756	46,868	\$144,878	\$ 61,171	18,336	\$175.58
1998	\$3,418,800	\$ 586,808	47,944	\$153,846	\$ 64,975	19,178	\$178.27
1999	\$3,622,218	\$ 623,018	48,723	\$162,999	\$ 68,822	19,801	\$182.93
2000	\$3,843,174	\$ 661,026	49,381	\$172,943	\$ 73,020	20,336	\$188.98
2001	\$3,812,245	\$ 842,278	57,497	\$213,792	\$ 78,448	19,848	\$192.07
2002	\$3,918,987	\$ 865,862	57,612	\$219,779	\$ 80,644	19,927	\$196.67
2003	\$3,942,501	\$ 871,293	57,785	\$220,780	\$ 82,793	19,668	\$200.45
2004	\$4,253,959	\$ 940,125	59,287	\$238,222	\$ 89,334	20,691	\$205.60
2005	\$4,632,561	\$1,023,796	60,917	\$259,424	\$ 97,284	21,829	\$212.22
2006	\$5,108,407	\$ 964,357	59,088	\$266,741	\$ 97,006	23,350	\$218.78
2007	\$5,368,936	\$1,013,539	59,797	\$280,344	\$101,953	23,911	\$224.54
2008	\$5,572,956	\$1,052,053	59,677	\$290,998	\$105,827	23,815	\$234.01
2009	\$5,377,902	\$1,015,231	58,424	\$280,813	\$102,123	22,839	\$235.47
2010	\$5,453,193	\$1,029,445	58,336	\$284,744	\$103,553	22,770	\$239.49
2011	\$5,687,680	\$1,073,711	58,657	\$296,988	\$108,006	23,021	\$247.06
2012	\$5,767,308	\$1,088,743	58,452	\$301,146	\$109,518	22,860	\$252.29
2013 (1)	\$6,267,310	\$1,132,040	60,440	\$322,083	\$118,567	24,610	\$254.67
2014 (2)	\$6,698,501	\$1,209,925	62,005	\$334,243	\$126,725	25,885	\$258.78
2015 (2)	\$7,280,601	\$1,315,067	64,679	\$374,157	\$137,737	28,118	\$258.93

(1) 2013 data revised; see 2013 U.S. Travel Association benchmark on pages 83-84 of this report.

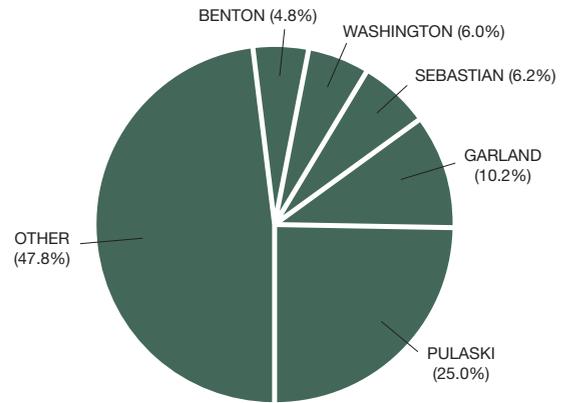
(2) Data are preliminary, and may be revised when new benchmark is received.

Prepared by Research & Information Services Section, Arkansas Department of Parks and Tourism.

THE ECONOMIC IMPACT OF TRAVEL IN ARKANSAS (CONTINUED)

Figure 2 shows the percent of total travel expenditures for the top five counties in 2015. Table 2 shows travel impact by county for 2015. Table 3 shows travel impact by county for 2013, the latest benchmark year for Arkansas tourism data. In 2015, two counties dominate the table: Pulaski with \$1,818,484,934 and Garland with \$745,401,730. They received 25.0% and 10.2% of the state total travel expenditures, respectively. In all, 66 of the 75 counties received more than \$10 million in travel expenditures each during 2015, including 16 with more than \$100 million each. Seven counties had over one million person-trips during 2015. Those counties, their numbers and percent of total trips are: Pulaski with 6,182,270 (22.0%), Garland with 2,975,207 (10.6%), Washington with 1,822,218 (6.5%), Sebastian with 1,519,781 (5.4%), Benton with 1,505,490 (5.4%), Baxter with 1,041,452 (3.7%) and Carroll with 1,037,370 (3.7%).

FIGURE 2
TRAVEL SPENDING IN ARKANSAS COUNTIES
TOP FIVE COUNTIES
2015



Regional Breakdown

Figure 3 is a map of the 12 Arkansas tourism regions, showing their travel expenditures. Table 4 presents the 2015 travel impact data by region and county.

FIGURE 3
TOTAL TRAVEL EXPENDITURES
BY TOURISM REGION
2015

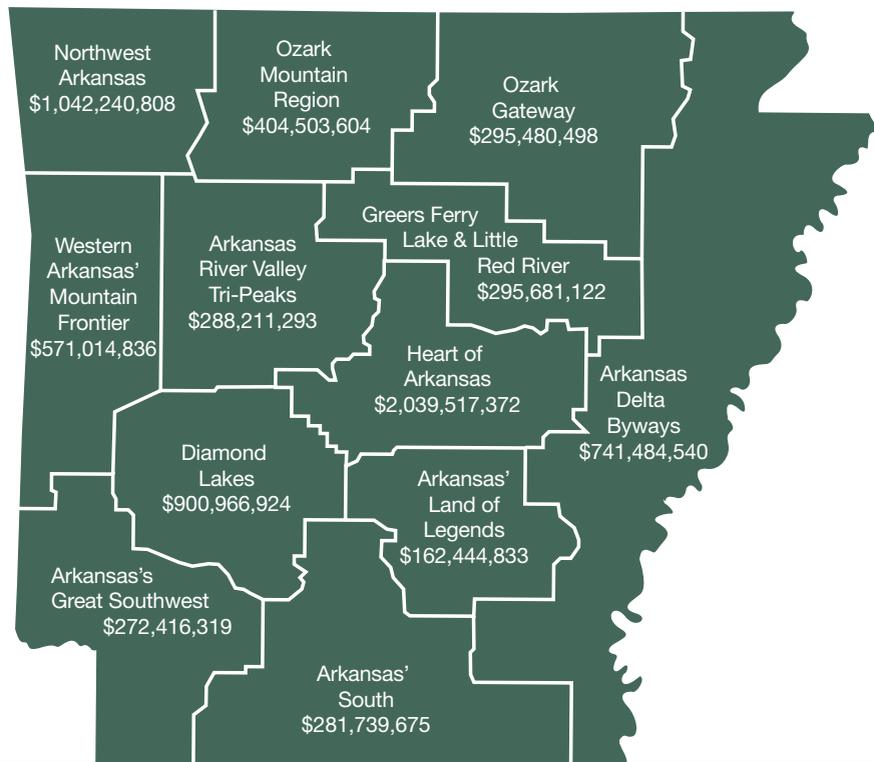


Table 2 – Impact of Travel on Arkansas Counties – 2015 Preliminary*

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (DOLLARS)	TRAVEL-GENERATED LOCAL TAX (DOLLARS)	TRAVEL-VISITORS* (PERSON-TRIPS)
ARKANSAS	39,603,456	6,131,331	323	2,354,553	862,028	164,627
ASHLEY	33,211,257	6,028,624	343	1,957,565	689,606	139,747
BAXTER	248,024,325	45,523,290	2,328	14,526,524	4,562,107	1,041,452
BENTON	346,646,587	64,459,756	3,535	22,277,621	8,640,636	1,505,490
BOONE	78,129,815	14,377,943	819	4,642,607	1,503,591	331,808
BRADLEY	13,067,148	1,971,358	88	810,735	364,863	47,029
CALHOUN	4,145,574	399,845	12	249,054	143,396	10,394
CARROLL	247,260,657	51,167,174	3,159	15,431,984	4,617,753	1,037,370
CHICOT	15,320,604	3,107,358	152	911,982	314,769	62,601
CLARK	62,136,664	12,026,330	608	3,780,973	1,041,151	262,715
CLAY	18,624,377	2,864,560	143	1,104,374	460,368	74,299
CLEBURNE	162,248,511	26,593,745	1,407	9,588,455	4,598,410	651,586
CLEVELAND	5,043,307	641,587	33	291,204	135,422	14,452
COLUMBIA	32,836,007	5,905,035	306	1,959,597	649,386	133,080
CONWAY	30,844,443	5,324,531	288	1,848,067	702,890	133,714
CRAIGHEAD	115,122,133	21,797,779	1,205	6,917,795	1,885,298	482,214
CRAWFORD	50,258,304	8,342,521	443	3,045,347	868,190	208,987
CRITTENDEN	194,818,175	35,327,253	1,999	11,902,403	3,540,455	817,479
CROSS	17,615,278	3,008,206	157	1,052,562	333,934	74,707
DALLAS	16,052,990	2,250,670	114	984,049	383,813	66,059
DESHA	26,440,315	4,839,330	290	1,578,908	492,569	114,164
DREW	30,207,867	5,763,570	330	1,810,613	544,812	125,511
FAULKNER	111,872,877	20,622,633	1,116	6,685,611	1,872,447	466,042
FRANKLIN	18,329,823	3,221,750	158	1,104,393	399,457	74,659
FULTON	28,242,942	4,860,002	255	1,683,044	682,731	112,785
GARLAND	745,401,730	127,584,162	7,455	41,858,041	15,499,198	2,975,207
GRANT	7,287,202	900,407	54	439,062	147,465	29,522
GREENE	28,341,587	5,132,415	283	1,681,959	602,480	120,226
HEMPSTEAD	56,269,768	10,619,527	563	3,353,026	1,344,946	226,105
HOT SPRING	39,776,885	6,251,524	314	2,388,143	916,673	157,395
HOWARD	4,935,050	574,160	25	307,303	96,509	21,245
INDEPENDENCE	44,659,293	8,779,642	503	2,660,024	870,881	186,642
IZARD	27,010,179	4,008,986	206	1,598,857	678,311	101,045
JACKSON	17,528,959	2,768,288	148	1,056,939	317,504	72,660
JEFFERSON	144,434,559	26,426,474	1,414	7,829,370	2,924,114	558,553
JOHNSON	35,755,382	6,683,543	345	2,134,834	697,025	153,535
LAFAYETTE	35,861,960	4,374,726	227	2,127,332	1,002,144	133,481
LAWRENCE	17,594,763	2,635,929	140	1,063,692	393,709	72,739
LEE	4,409,347	613,785	35	261,737	123,299	13,742
LINCOLN	5,679,765	791,828	34	347,041	119,888	22,350
LITTLE RIVER	26,527,068	3,774,688	206	1,564,015	817,458	103,309

Table 2 – Impact of Travel on Arkansas Counties – 2015 Preliminary* (continued)

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (DOLLARS)	TRAVEL-GENERATED LOCAL TAX (DOLLARS)	VISITORS* (PERSON-TRIPS)
LOGAN	15,101,063	2,617,223	127	933,276	437,554	56,233
LONOKE	40,433,135	6,736,767	330	2,425,098	698,143	159,472
MADISON	11,099,282	1,602,500	68	673,248	290,724	43,502
MARION	52,831,277	10,323,012	543	3,124,452	1,194,722	214,450
MILLER	101,928,854	17,466,641	774	4,672,852	1,515,729	412,312
MISSISSIPPI	117,031,418	24,684,393	1,294	7,014,595	2,330,374	508,695
MONROE	35,849,785	6,306,913	327	2,139,305	650,357	143,779
MONTGOMERY	32,976,192	4,949,365	263	1,940,597	1,026,350	118,642
NEVADA	28,543,335	4,936,853	174	1,208,515	417,492	76,883
NEWTON	14,559,881	2,687,943	154	864,269	339,283	57,822
OUACHITA	35,657,729	6,238,971	329	2,119,130	655,012	158,846
PERRY	20,747,196	2,891,935	128	1,210,702	684,850	74,025
PHILLIPS	30,005,255	4,696,135	275	1,803,371	648,949	120,789
PIKE	20,675,453	3,686,728	205	1,226,943	445,051	83,942
POINSETT	17,082,099	1,840,203	94	1,058,946	307,963	75,882
POLK	25,272,507	4,516,477	250	1,498,442	537,560	99,244
POPE	168,950,409	25,754,794	1,371	7,211,447	2,375,141	677,208
PRAIRIE	5,764,443	871,928	49	355,710	131,661	23,748
PULASKI	1,818,484,934	344,038,347	13,538	69,314,347	31,092,926	6,182,270
RANDOLPH	21,745,108	2,848,954	143	1,292,507	568,614	95,096
SALINE	62,961,984	11,509,314	670	3,736,986	1,143,580	258,803
SCOTT	7,524,777	1,353,072	68	448,654	183,543	27,280
SEARCY	10,958,306	1,731,754	85	661,242	256,001	53,781
SEBASTIAN	454,528,363	72,787,382	3,018	15,962,787	5,541,388	1,519,781
SEVIER	18,350,282	2,800,286	152	1,089,387	360,018	70,089
SHARP	52,756,744	7,891,613	401	3,110,919	1,375,609	202,569
ST. FRANCIS	51,012,842	8,784,302	438	3,096,100	1,018,154	212,067
STONE	85,942,510	16,353,240	841	4,969,321	1,822,192	352,509
UNION	146,768,969	16,667,629	991	7,119,164	2,254,257	539,857
VAN BUREN	61,279,737	9,983,222	537	3,782,691	1,767,119	229,343
WASHINGTON	437,234,282	103,342,805	4,695	23,648,396	7,056,061	1,822,218
WHITE	63,823,053	10,460,268	615	3,788,814	1,090,733	258,683
WOODRUFF	8,329,822	1,103,335	58	497,051	227,264	28,472
YELL	16,812,799	2,126,431	112	986,745	451,164	58,875
TOTALS	7,280,600,761	1,315,067,000	64,679	374,157,401	137,737,223	28,117,891

* Data are preliminary and may be revised when new benchmark is received.
 Note: Details may not add due to rounding.

**Table 3 – Impact of Travel on Arkansas Counties, 2013 – U.S. Travel Association
County Travel Economic Impact Model (CTEIM) – Alphabetical by County**

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	STATE TAX RECEIPTS (DOLLARS)	LOCAL TAX RECEIPTS (DOLLARS)	VISITORS* (PERSON-TRIPS)
ARKANSAS	36,162,133	5,602,888	314	2,144,981	783,294	152,820
ASHLEY	29,120,238	5,290,101	320	1,712,458	601,718	124,567
BAXTER	214,013,221	39,311,191	2,174	12,505,533	3,917,367	913,316
BENTON	298,946,481	55,632,862	3,300	19,167,677	7,415,401	1,319,531
BOONE	62,390,547	11,490,396	734	3,698,777	1,194,852	269,280
BRADLEY	11,451,190	1,728,907	82	708,831	318,186	41,897
CALHOUN	3,577,100	345,282	11	214,404	123,131	9,115
CARROLL	213,354,273	44,184,911	2,951	13,285,021	3,965,148	909,737
CHICOT	13,212,421	2,681,848	142	784,670	270,135	54,869
CLARK	54,482,564	10,553,074	568	3,307,557	908,460	234,177
CLAY	16,061,581	2,472,297	133	950,204	395,088	65,121
CLEBURNE	154,539,714	25,349,834	1,415	9,111,758	4,358,625	630,961
CLEVELAND	4,422,064	562,991	31	254,742	118,163	12,882
COLUMBIA	28,086,787	5,054,875	298	1,672,294	552,761	115,604
CONWAY	27,712,447	4,787,574	269	1,656,570	628,446	122,181
CRAIGHEAD	99,280,818	18,812,867	1,125	5,952,075	1,617,964	422,650
CRAWFORD	43,342,538	7,200,125	414	2,620,218	745,082	183,173
CRITTENDEN	170,820,141	30,999,572	1,867	10,412,103	3,089,236	728,677
CROSS	14,654,902	2,504,593	140	873,645	276,463	63,207
DALLAS	13,844,028	1,942,471	106	846,677	329,389	57,899
DESHA	23,170,554	4,244,155	271	1,380,450	429,556	101,706
DREW	26,486,811	5,057,517	308	1,583,906	475,378	111,877
FAULKNER	98,092,186	18,096,307	1,043	5,848,505	1,633,810	415,416
FRANKLIN	16,815,827	2,957,931	157	1,010,829	364,681	69,613
FULTON	24,370,041	4,196,807	238	1,448,892	586,244	98,909
GARLAND	642,831,151	110,113,233	6,959	36,014,682	13,301,426	2,607,708
GRANT	6,548,148	809,716	52	393,621	131,865	26,961
GREENE	25,878,859	4,690,066	276	1,532,253	547,452	111,604
HEMPSTEAD	49,311,126	9,313,463	526	2,931,574	1,172,890	201,432
HOT SPRING	34,322,356	5,398,442	294	2,055,895	787,124	138,029
HOWARD	4,258,316	495,810	23	264,549	82,870	18,631
INDEPENDENCE	37,153,973	7,309,816	450	2,207,868	720,999	157,911
IZARD	25,726,864	3,821,467	208	1,519,369	642,941	97,847
JACKSON	15,369,712	2,429,165	139	924,600	277,039	64,767
JEFFERSON	124,628,522	22,820,323	1,321	6,740,115	2,510,863	489,831
JOHNSON	30,835,283	5,768,322	322	1,836,813	598,188	134,570
LAFAYETTE	33,572,456	4,098,606	221	1,986,911	933,602	127,089
LAWRENCE	15,418,894	2,311,744	130	929,993	343,343	64,802
LEE	4,045,147	563,524	35	239,563	112,565	12,813
LINCOLN	4,898,204	683,398	32	298,594	102,888	19,589
LITTLE RIVER	23,833,465	3,394,026	192	1,401,951	730,880	94,399

**Table 3 – Impact of Travel on Arkansas Counties, 2013 – U.S. Travel Association
County Travel Economic Impact Model (CTEIM) – Alphabetical by County (continued)**

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	STATE TAX RECEIPTS (DOLLARS)	LOCAL TAX RECEIPTS (DOLLARS)	VISITORS* (PERSON-TRIPS)
LOGAN	12,253,857	2,125,407	114	755,561	353,329	46,386
LONOKE	34,869,356	5,814,257	308	2,086,555	599,147	139,774
MADISON	9,774,575	1,412,333	68	591,524	254,781	38,900
MARION	48,467,550	9,477,693	540	2,859,750	1,090,710	199,958
MILLER	82,617,868	14,168,454	723	3,778,792	1,222,590	339,323
MISSISSIPPI	100,927,377	21,304,198	1,207	6,035,361	1,999,929	445,861
MONROE	32,888,685	5,790,460	325	1,958,064	593,737	134,063
MONTGOMERY	30,909,830	4,642,820	264	1,814,787	957,358	113,029
NEVADA	24,615,645	4,260,817	163	1,039,807	358,292	67,386
NEWTON	12,556,377	2,319,866	143	743,617	291,173	50,680
OUACHITA	30,751,067	5,384,628	307	1,823,301	562,132	139,225
PERRY	19,341,166	2,698,038	127	1,126,042	635,333	70,156
PHILLIPS	27,971,810	4,381,270	274	1,677,268	602,027	114,477
PIKE	16,510,379	2,946,316	184	977,508	353,667	68,123
POINSETT	14,739,664	1,589,089	88	911,621	264,440	66,546
POLK	23,559,798	4,213,657	249	1,393,662	498,692	94,057
POPE	148,057,034	22,587,289	1,280	6,305,019	2,071,293	603,310
PRAIRIE	4,973,976	752,945	46	306,222	113,054	20,826
PULASKI	1,569,119,553	297,090,940	12,644	59,671,043	26,698,716	5,421,629
RANDOLPH	17,364,552	2,276,793	128	1,029,743	451,858	77,175
SALINE	56,599,963	10,354,364	626	3,351,609	1,023,026	236,612
SCOTT	6,761,628	1,216,787	66	402,220	164,126	24,914
SEARCY	10,053,178	1,589,946	84	605,222	233,714	50,146
SEBASTIAN	368,276,807	59,020,884	2,817	12,903,759	4,468,013	1,250,275
SEVIER	15,833,943	2,418,160	142	937,827	309,138	61,466
SHARP	46,232,543	6,921,047	374	2,719,898	1,199,630	180,464
ST. FRANCIS	44,017,548	7,585,598	409	2,665,358	874,263	185,975
STONE	74,116,440	14,113,884	785	4,275,607	1,563,806	308,967
UNION	115,751,109	13,155,306	888	5,601,626	1,769,199	432,613
VAN BUREN	58,368,197	9,516,261	540	3,594,632	1,674,972	222,083
WASHINGTON	354,796,630	83,923,145	4,208	19,145,254	5,697,838	1,503,126
WHITE	55,930,328	9,173,791	574	3,312,586	951,197	230,455
WOODRUFF	6,759,289	896,002	50	402,402	183,518	23,486
YELL	14,499,283	1,835,245	105	848,996	387,190	51,603
TOTALS	6,267,310,088	1,132,040,191	60,440	322,083,374	118,567,398	24,610,236

* Visitation data derived by Research and Information Services Section of Arkansas Department of Parks and Tourism.
Note: Details may not add due to rounding.

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2015 Preliminary*

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (DOLLARS)	TRAVEL-GENERATED LOCAL TAX (DOLLARS)	VISITORS (PERSON-TRIPS)
NORTHWEST ARKANSAS						
BENTON	346,646,587	64,459,756	3,535	22,277,621	8,640,636	1,505,490
CARROLL	247,260,657	51,167,174	3,159	15,431,984	4,617,753	1,037,370
MADISON	11,099,282	1,602,500	68	673,248	290,724	43,502
WASHINGTON	437,234,282	103,342,805	4,695	23,648,396	7,056,061	1,822,218
TOTALS	1,042,240,808	220,572,235	11,458	62,031,249	20,605,174	4,408,581
OZARK MOUNTAIN REGION						
BAXTER	248,024,325	45,523,290	2,328	14,526,524	4,562,107	1,041,452
BOONE	78,129,815	14,377,943	819	4,642,607	1,503,591	331,808
MARION	52,831,277	10,323,012	543	3,124,452	1,194,722	214,450
NEWTON	14,559,881	2,687,943	154	864,269	339,283	57,822
SEARCY	10,958,306	1,731,754	85	661,242	256,001	53,781
TOTALS	404,503,604	74,643,943	3,927	23,819,095	7,855,704	1,699,313
OZARK GATEWAY						
FULTON	28,242,942	4,860,002	255	1,683,044	682,731	112,785
INDEPENDENCE	44,659,293	8,779,642	503	2,660,024	870,881	186,642
IZARD	27,010,179	4,008,986	206	1,598,857	678,311	101,045
JACKSON	17,528,959	2,768,288	148	1,056,939	317,504	72,660
LAWRENCE	17,594,763	2,635,929	140	1,063,692	393,709	72,739
RANDOLPH	21,745,108	2,848,954	143	1,292,507	568,614	95,096
SHARP	52,756,744	7,891,613	401	3,110,919	1,375,609	202,569
STONE	85,942,510	16,353,240	841	4,969,321	1,822,192	352,509
TOTALS	295,480,498	50,146,654	2,637	17,435,302	6,709,550	1,196,045
WESTERN ARKANSAS' MOUNTAIN FRONTIER						
CRAWFORD	50,258,304	8,342,521	443	3,045,347	868,190	208,987
FRANKLIN	18,329,823	3,221,750	158	1,104,393	399,457	74,659
LOGAN	15,101,063	2,617,223	127	933,276	437,554	56,233
POLK	25,272,507	4,516,477	250	1,498,442	537,560	99,244
SCOTT	7,524,777	1,353,072	68	448,654	183,543	27,280
SEBASTIAN	454,528,363	72,787,382	3,018	15,962,787	5,541,388	1,519,781
TOTALS	571,014,836	92,838,424	4,064	22,992,899	7,967,692	1,986,184
ARKANSAS RIVER VALLEY TRI-PEAKS						
CONWAY	30,844,443	5,324,531	288	1,848,067	702,890	133,714
JOHNSON	35,755,382	6,683,543	345	2,134,834	697,025	153,535
LOGAN	15,101,063	2,617,223	127	933,276	437,554	56,233
PERRY	20,747,196	2,891,935	128	1,210,702	684,850	74,025
POPE	168,950,409	25,754,794	1,371	7,211,447	2,375,141	677,208
YELL	16,812,799	2,126,431	112	986,745	451,164	58,875
TOTALS	288,211,293	45,398,457	2,371	14,325,070	5,348,624	1,153,589
GREERS FERRY LAKE/LITTLE RED RIVER						
CLEBURNE	162,248,511	26,593,745	1,407	9,588,455	4,598,410	651,586
VAN BUREN	61,279,737	9,983,222	537	3,782,691	1,767,119	229,343
WHITE	63,823,053	10,460,268	615	3,788,814	1,090,733	258,683
WOODRUFF	8,329,822	1,103,335	58	497,051	227,264	28,472
TOTALS	295,681,122	48,140,570	2,617	17,657,011	7,683,525	1,168,084

Table 4 — Impact of Travel on Arkansas Tourism Regions by County – 2015 Preliminary* (continued)

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (DOLLARS)	TRAVEL-GENERATED LOCAL TAX (DOLLARS)	VISITORS (PERSON-TRIPS)
HEART OF ARKANSAS						
FAULKNER	111,872,877	20,622,633	1,116	6,685,611	1,872,447	466,042
LONOKE	40,433,135	6,736,767	330	2,425,098	698,143	159,472
PRAIRIE	5,764,443	871,928	49	355,710	131,661	23,748
PULASKI	1,818,484,934	344,038,347	13,538	69,314,347	31,092,926	6,182,270
SALINE	62,961,984	11,509,314	670	3,736,986	1,143,580	258,803
TOTALS	2,039,517,372	383,778,989	15,705	82,517,751	34,938,757	7,090,335
DIAMOND LAKES						
CLARK	62,136,664	12,026,330	608	3,780,973	1,041,151	262,715
GARLAND	745,401,730	127,584,162	7,455	41,858,041	15,499,198	2,975,207
HOT SPRING	39,776,885	6,251,524	314	2,388,143	916,673	157,395
MONTGOMERY	32,976,192	4,949,365	263	1,940,597	1,026,350	118,642
PIKE	20,675,453	3,686,728	205	1,226,943	445,051	83,942
TOTALS	900,966,924	154,498,110	8,845	51,194,697	18,928,423	3,597,900
ARKANSAS' LAND OF LEGENDS						
CLEVELAND	5,043,307	641,587	33	291,204	135,422	14,452
GRANT	7,287,202	900,407	54	439,062	147,465	29,522
JEFFERSON	144,434,559	26,426,474	1,414	7,829,370	2,924,114	558,553
LINCOLN	5,679,765	791,828	34	347,041	119,888	22,350
TOTALS	162,444,833	28,760,297	1,535	8,906,677	3,326,889	624,876
ARKANSAS'S GREAT SOUTHWEST						
HEMPSTEAD	56,269,768	10,619,527	563	3,353,026	1,344,946	226,105
HOWARD	4,935,050	574,160	25	307,303	96,509	21,245
LAFAYETTE	35,861,960	4,374,726	227	2,127,332	1,002,144	133,481
LITTLE RIVER	26,527,068	3,774,688	206	1,564,015	817,458	103,309
MILLER	101,928,854	17,466,641	774	4,672,852	1,515,729	412,312
NEVADA	28,543,335	4,936,853	174	1,208,515	417,492	76,883
SEVIER	18,350,282	2,800,286	152	1,089,387	360,018	70,089
TOTALS	272,416,319	44,546,881	2,122	14,322,427	5,554,296	1,043,424
ARKANSAS' SOUTH						
ASHLEY	33,211,257	6,028,624	343	1,957,565	689,606	139,747
BRADLEY	13,067,148	1,971,358	88	810,735	364,863	47,029
CALHOUN	4,145,574	399,845	12	249,054	143,396	10,394
COLUMBIA	32,836,007	5,905,035	306	1,959,597	649,386	133,080
DALLAS	16,052,990	2,250,670	114	984,049	383,813	66,059
OUACHITA	35,657,729	6,238,971	329	2,119,130	655,012	158,846
UNION	146,768,969	16,667,629	991	7,119,164	2,254,257	539,857
TOTALS	281,739,675	39,462,131	2,182	15,199,295	5,140,333	1,095,012

Table 4 — Impact of Travel on Arkansas Tourism Regions by County – 2015 Preliminary* (continued)

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (DOLLARS)	TRAVEL-GENERATED LOCAL TAX (DOLLARS)	VISITORS (PERSON-TRIPS)
ARKANSAS DELTA BYWAYS						
ARKANSAS	39,603,456	6,131,331	323	2,354,553	862,028	164,627
CHICOT	15,320,604	3,107,358	152	911,982	314,769	62,601
CLAY	18,624,377	2,864,560	143	1,104,374	460,368	74,299
CRAIGHEAD	115,122,133	21,797,779	1,205	6,917,795	1,885,298	482,214
CRITTENDEN	194,818,175	35,327,253	1,999	11,902,403	3,540,455	817,479
CROSS	17,615,278	3,008,206	157	1,052,562	333,934	74,707
DESHA	26,440,315	4,839,330	290	1,578,908	492,569	114,164
DREW	30,207,867	5,763,570	330	1,810,613	544,812	125,511
GREENE	28,341,587	5,132,415	283	1,681,959	602,480	120,226
LEE	4,409,347	613,785	35	261,737	123,299	13,742
MISSISSIPPI	117,031,418	24,684,393	1,294	7,014,595	2,330,374	508,695
MONROE	35,849,785	6,306,913	327	2,139,305	650,357	143,779
PHILLIPS	30,005,255	4,696,135	275	1,803,371	648,949	120,789
POINSETT	17,082,099	1,840,203	94	1,058,946	307,963	75,882
ST. FRANCIS	51,012,842	8,784,302	438	3,096,100	1,018,154	212,067
TOTALS	741,484,540	134,897,533	7,343	44,689,204	14,115,808	3,110,781
STATE TOTALS	7,280,600,761	1,315,067,000	64,679	374,157,401	137,737,223	28,117,891

* Data are preliminary and may be revised when new benchmark is received.
 Note: Details may not add due to rounding.

THE EFFECTS OF THE 2015 SPRING ADVERTISING CAMPAIGN

During the first seven and a half months of 2015, the Tourism Division received 103,923 requests for travel information that were associated with the Tourism Division's Spring 2015 Advertising Campaign. A survey, often referred to as a conversion study, was conducted by mail. The survey questions were changed in 2015, and new metrics were added for this study. Selected for the conversion study were 5,000 of the individuals who made requests for travel information during the campaign. This survey was to determine how many of them had actually visited Arkansas. Here are a few major points from the analysis:

- The overall conversion rate increased to 43.2% from 41.7% in 2014.
- Average length of total trips increased significantly, by 13.1%, or 6.9 nights in 2015 compared to 6.1 nights in 2014.
- Total dollars spent decreased by 5.2%, to \$863.
- Median dollars spent in Arkansas was \$525, 10.6% less than 2014.
- Median family income significantly increased compared to last year, to \$66,806 from \$55,471 in 2014.
- Those who plan to visit Arkansas within the next 12 months increased to 82.0% in 2015, compared to 60.9% in 2014.
- The average reported length of time to receive an Arkansas Vacation Planning Kit was 16.8 days, a decrease of nearly one day from 2014.
- Use of the Arkansas website increased to 40.5% from 19.3% in 2014.
- Interest in using the information received for

reading about lodging and attractions in 2015 continued to increase greatly from 2013 and 2014.

- Family/Personal considerations were the reason cited most often for those unable to travel in Arkansas. Those who listed financial considerations, second most cited reason, decreased to 22.5% in 2015, compared to 24.6% in 2014.

Table 5 summarizes responses for each question in both the 2014 and 2015 surveys. To keep costs down, only a limited number of media are surveyed each year. The 2015 Spring Conversion Study included six media. The media is rotated annually so that most major media will be surveyed within a two-year period. For a list of publications surveyed to date, see Table 6. During the campaign, the Tourism Division selected the following four magazines to be studied: *AARP*, *Midwest Living*, *Outside* and *Southern Living*. One online project, *travelinformation.com*, and one television project, *Engage TV*, were selected to be studied.

The results of the study, by publication, are contained in Table 7. An assessment of each publication by an index entitled the *Ratio of Travel Expenditures to Cost* is given in Table 8. Some publications have a higher cost-per-inquiry than in previous years, and this can be attributed to increased frequency and/or larger ads. It is important to note that ratio of travel expenditures to cost is only one measurement.

Figure 4 illustrates how Arkansas information was used in planning trips, and Figure 5 compares reasons given in 2014 and 2015 for not visiting Arkansas.

FIGURE 4
HOW INFORMATION WAS USED
IN PLANNING
SPRING 2015

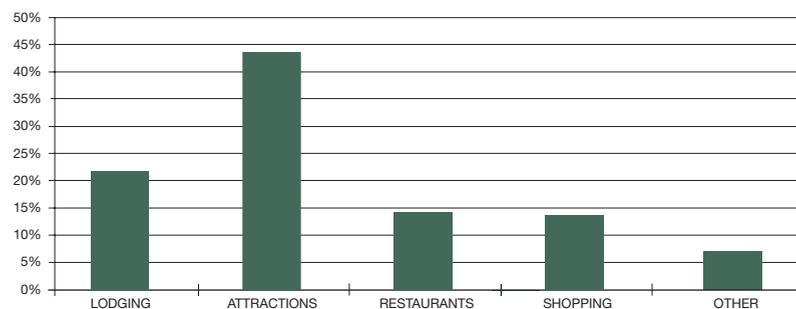


FIGURE 5
REASONS FOR NOT TRAVELING
ARKANSAS
*INDICATES NEW METRICS BEGINNING SPRING 2015

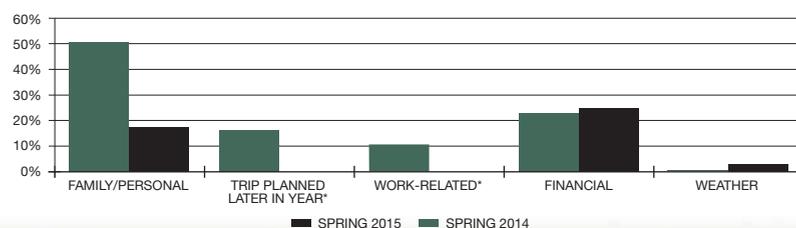


Table 5 – Spring Conversion Study Summary, 2015 and 2014

QUESTION	2015	2014
1. Visited Arkansas	43.2%	41.7%
1-2 times	34.2%	•
3-4 times	5.1%	•
5 or more times	3.9%	•
2. Average time from initial request to receipt (days)	16.8	17.6
3. Average trip planning time before trip (weeks)	4.5	7.9
4. Information used in planning for:		
Lodging	21.7%	17.0%
Attractions	43.5%	29.4%
Restaurants	14.1%	16.7%
Shopping	13.7%	12.2%
Other	7.0%	7.8%
5. Visited Arkansas.com	40.5%	19.3%
1-4 times	35.0%	•
5-9 times	3.0%	•
10 or more times	2.5%	•
6. Plan to visit Arkansas within the next 12 months	82.0%	60.9%
1-2 times	70.8%	•
3-4 times	6.7%	•
5 or more times	4.5%	•
7. Planned to visit:		
Northwest	22.6%	•
Upper Delta	11.8%	•
Southwest	13.5%	•
North Central	18.7%	•
Central	22.7%	•
Lower Delta	10.6%	•
8. Reasons cited for being unable to travel in Arkansas:		
Family/Personal	50.5%	17.8%
Trip planned later in year	16.1%	•
Work-related	10.6%	•
Financial	22.5%	24.6%
Weather	0.3%	2.9%
9. Gender of respondent:		
Male	45.6%	•
Female	46.6%	•
Preferred not to answer	7.8%	•
10. Median family income	\$66,806.00	\$55,471.00
11. Average travel party size	2.8	2.4
12. Median age of travel party	61.5	•
13. Average number of nights away from home	6.9	6.2
14. Average number of nights spent in Arkansas	4.2	4.0
15. Median trip expenditures		
Total	\$863.00	\$910.00
Arkansas	\$525.00	\$587.00

* Conversion study survey changed Spring 2015 to reflect changing markets for tourism.

• Indicates new metrics beginning Spring 2015

Source: 2015 and 2014 Conversion Studies, Arkansas Department of Parks and Tourism.

Table 6 - Publications Surveyed and Conversion Rate by Year Surveyed

	SPRING 2010	FALL 2010	SPRING 2011	FALL 2011	SPRING 2012	FALL 2012	SPRING 2013	FALL 2013	SPRING 2014	FALL 2014	SPRING 2015	
MAGAZINES												
AARP Magazine	46.2	39.3	61.2	57.3	43.1	48.0	27.7	24.2	32.8		35.9	
Arthur Frommer's Budget Travel	39.7											
Better Homes & Gardens	59.0								33.0			
Cooking Light	32.6											
Cooking with Paula Deen	47.0											
Endless Vacation	56.9		39.9		26.2		34.0		47.2			
Family Circle		41.7	57.1	53.3	50.8					38.1		
Family Fun			37.3				31.5					
Good Housekeeping			45.1									
Guideposts			29.3		33.7	39.9	27.7					
Home and Away		32.2										
Midwest Living	47.9		50.6	52.1	61.4	42.6	38.8	31.3	44.1	44.4	45.5	
Midwest Traveler					68.3							
National Geographic Traveler	37.5				31.7	35.8						
Oprah		44.4										
Outside					29.6					21.1		
Rand McNally				53.3								
Smithsonian	32.4				69.0							
Southern Living	57.9	60.4	64.2	57.3	54.4	54.4	52.5	39.5	40.3	41.7	48.1	
Woman's Day			47.8									
OTHER												
Engage TV												
Preprint	76.4		87.4		80.9		70.9			42.5		
Television-General	79.2		69.2		81.6		70.6					
travelinformation.com*					49.9					43.6		

• Insufficient Response

* Formerly Rand McNally

Table 7 – 2015 Spring Conversion Study by Media

	GRAND TOTAL	MAGAZINE TOTAL	AARP	ENGAGETV	MIDWEST LIVING	OUTSIDE	SOUTHERN LIVING	TRAVEL INFORMATION.COM
Visited Arkansas in the last 12 months:								
1-2 times	43.2%	42.0%	35.9%	47.6%	45.5%	42.1%	48.1%	45.2%
3-4 times	34.2%	33.7%	30.2%	37.1%	35.1%	31.6%	38.3%	31.0%
5 or more times	5.1%	4.5%	3.2%	6.3%	4.5%	5.3%	6.8%	9.5%
Median times visited	3.9%	3.8%	2.4%	4.2%	5.9%	5.3%	3.0%	4.8%
Median times visited Arkansas in past 12 months?	1.6	1.6	1.6	1.6	1.6	1.7	1.6	1.7
Average travel party size:	2.8	2.7	2.7	3.0	2.9	2.2	2.5	2.9
Average nights away from home:								
Total	6.9	7.0	8.0	6.9	6.3	4.7	6.7	7.2
Arkansas	4.2	4.5	5.3	4.3	4.2	2.2	3.9	4.6
Median estimated expenditures on trip:	\$859.92	\$854.13	\$1,037.91	\$859.67	\$691.98	\$1,249.00	\$816.04	\$1,122.50
Average time from initial request to receipt (days):	16.8	16.8	16.8	16.8	17.5	13.3	16.8	16.1
Average planning time for trip (weeks):	4.5	4.4	4.6	4.8	4.3	4.8	4.3	4.6
Information used in planning for:								
Lodging	21.7%	21.7%	23.5%	22.6%	19.5%	20.6%	22.0%	17.9%
Attractions	43.5%	42.3%	42.3%	47.4%	43.4%	50.0%	39.8%	49.3%
Restaurants	14.1%	14.6%	13.9%	11.5%	15.4%	20.6%	13.9%	14.9%
Shopping	13.7%	14.3%	13.1%	12.8%	15.1%	5.9%	16.6%	6.0%
Other	7.0%	7.0%	7.3%	5.6%	6.6%	2.9%	7.7%	11.9%
Planned to visit:								
Northwest	22.6%	22.8%	19.5%	23.2%	25.5%	25.8%	23.7%	17.9%
Upper Delta	11.8%	11.8%	13.0%	12.1%	11.3%	12.9%	10.7%	10.7%
Southwest	13.5%	13.3%	16.1%	14.9%	10.8%	3.2%	13.7%	11.9%
North Central	18.7%	18.5%	16.9%	19.0%	19.0%	12.9%	21.0%	20.2%
Central	22.7%	22.2%	22.1%	23.9%	22.1%	32.3%	21.3%	26.2%
Lower Delta	10.6%	11.3%	12.4%	6.9%	11.3%	12.9%	9.6%	13.1%

Table 7 – 2015 Spring Conversion Study by Media (continued)

	GRAND TOTAL	MAGAZINE TOTAL	AARP	ENGAGETV	MIDWEST LIVING	OUTSIDE	SOUTHERN LIVING	TRAVEL INFORMATION.COM
Activities respondents planned to participate in:								
Agritourism/Ecotourism	2.0%	2.0%	1.8%	1.9%	2.4%	0.0%	1.9%	2.7%
Bicycling	1.5%	1.6%	1.6%	1.2%	2.0%	2.7%	0.8%	2.2%
Camping	4.8%	4.5%	4.9%	5.6%	4.0%	6.8%	4.4%	6.6%
Dining	12.4%	12.3%	12.5%	12.9%	12.0%	15.1%	12.0%	11.9%
Fairs & Festivals	8.2%	8.7%	8.8%	7.0%	8.2%	8.2%	9.3%	4.9%
Hiking/Rock Climbing	3.6%	2.9%	2.9%	5.5%	3.3%	5.5%	2.2%	6.2%
Horseback Riding	1.6%	1.5%	1.6%	1.9%	1.5%	0.0%	1.2%	2.7%
Mountain Biking	0.6%	0.6%	0.3%	0.1%	0.8%	1.4%	0.9%	1.3%
Racing & Gaming	1.7%	1.8%	2.4%	1.0%	1.4%	0.0%	1.6%	1.8%
Water Sports & Recreation	3.6%	3.4%	3.6%	4.8%	3.2%	1.4%	3.7%	3.1%
Wildlife Watching	7.8%	7.6%	7.9%	8.2%	7.6%	4.1%	7.3%	9.3%
Beer & Wine Tours	4.1%	4.0%	3.5%	4.8%	4.1%	5.5%	4.7%	3.1%
Cabining	3.8%	3.5%	3.1%	4.9%	3.1%	1.4%	5.0%	5.8%
Culture/Art	6.5%	6.8%	7.1%	5.3%	7.0%	8.2%	5.8%	6.2%
Dual Sport Motorcycling	0.5%	0.4%	0.2%	0.6%	0.7%	0.0%	0.5%	0.9%
Fishing/Hunting	4.3%	4.0%	3.6%	5.8%	3.5%	8.2%	5.1%	3.5%
Historic Sites/Museums	13.3%	13.6%	14.4%	12.2%	12.4%	13.7%	14.0%	13.3%
Motorcycling	0.9%	0.8%	0.6%	1.5%	0.9%	1.4%	1.1%	0.9%
Music/Performances	5.4%	6.0%	6.3%	4.2%	6.2%	2.7%	5.5%	1.8%
Shopping	9.8%	10.2%	9.0%	8.5%	11.6%	8.2%	10.4%	8.0%
Weddings	0.4%	0.5%	0.7%	0.1%	0.6%	0.0%	0.0%	0.4%
Other	3.1%	3.3%	3.2%	1.9%	3.6%	5.5%	2.6%	3.5%
Visited Arkansas.com	40.5%	32.3%	29.0%	62.9%	34.7%	36.8%	33.8%	80.5%
1-4 times	35.0%	27.3%	25.2%	56.6%	27.7%	36.8%	29.2%	70.7%
5-9 times	3.0%	2.5%	2.1%	4.9%	3.0%	0.0%	3.1%	2.4%
10 times or more	2.5%	2.4%	1.7%	1.4%	4.0%	0.0%	1.5%	7.3%
Percent planning to visit								
Arkansas in next 12 months:	82.0%	81.2%	78.3%	85.7%	79.9%	73.7%	90.2%	80.5%
1-2 times	70.8%	70.3%	70.4%	74.3%	66.0%	68.4%	77.0%	65.9%
3-4 times	6.7%	6.6%	4.6%	6.4%	7.2%	0.0%	10.7%	9.8%
5 or more times	4.5%	4.3%	3.3%	5.0%	6.7%	5.3%	2.5%	4.9%
Median household income:	\$66,805.00	\$66,785.00	\$78,409.00	\$66,000.00	\$57,236.00	\$63,750.00	\$65,250.00	\$71,249.00
Respondent's gender:								
Male	45.6%	43.3%	52.6%	53.1%	36.8%	52.6%	34.8%	52.4%
Female	46.6%	48.6%	38.6%	39.9%	55.9%	42.1%	57.0%	40.5%
Preferred not to answer	7.8%	8.1%	8.8%	7.0%	7.4%	5.3%	8.1%	7.1%
Median age of travel party:	61.5	64.1	63.6	52.5	63.1	54.0	66.2	60.8

Table 7 – 2015 Spring Conversion Study by Media (continued)

	GRAND TOTAL	MAGAZINE TOTAL	AARP	ENGAGETV	MIDWEST LIVING	OUTSIDE	SOUTHERN LIVING	TRAVEL INFORMATION.COM
Percentage of travelers by age group:								
Under 18 years old	8.4%	5.7%	6.3%	19.2%	7.6%	0.0%	2.2%	4.3%
18-24 years old	4.8%	4.8%	7.2%	5.4%	3.6%	0.0%	3.7%	2.1%
25-34 years old	4.2%	4.1%	3.9%	4.8%	4.0%	0.0%	5.2%	2.1%
35-44 years old	5.2%	4.7%	4.8%	7.2%	5.3%	15.4%	2.2%	4.3%
45-54 years old	10.7%	8.3%	8.7%	18.0%	8.4%	38.5%	4.5%	14.9%
55-64 years old	25.7%	24.5%	22.2%	26.3%	26.2%	23.1%	25.4%	38.3%
65 years old or older	41.0%	47.8%	46.9%	19.2%	44.9%	23.1%	56.7%	34.0%
For those unable to travel to Arkansas, reasons cited:								
Family/Personal reasons	50.5%	53.1%	54.9%	44.4%	46.9%	45.5%	60.7%	30.0%
Trip planned for later in the year	16.1%	16.5%	14.3%	14.3%	18.4%	18.2%	18.0%	15.0%
Work-related reasons	10.6%	7.3%	7.5%	23.8%	7.1%	9.1%	6.6%	20.0%
Financial reasons	22.5%	23.1%	23.3%	17.5%	27.6%	27.3%	14.8%	30.0%
Weather-related	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%

Table 8 – Ratio of Travel Expenditures Generated to the Cost of 2015 Spring Advertising Campaign

MEDIA	TOTAL NUMBER OF INQUIRIES	AD COST	PERCENT THAT CAME TO ARKANSAS	ESTIMATED NUMBER OF TRIPS (COL. 2 X COL. 4)	AVERAGE TRAVEL EXPENDITURES IN ARKANSAS*	ESTIMATED TRAVEL EXPENDITURES (COL. 5 X COL. 6)	RATIO OF TRAVEL EXPENDITURES TO COST (COL. 7 ÷ COL. 3)
AARP Magazine	2,429	\$ 74,124.00	35.9	872	\$687.62	\$ 599,608.17	8.1
Midwest Living	2,117	\$ 132,664.00	45.5	963	\$461.32	\$ 444,359.57	3.3
Outside	1,051	\$ 38,386.00	42.1	442	\$584.64	\$ 258,685.49	6.7
Southern Living	2,684	\$ 137,750.00	48.1	1,291	\$475.01	\$ 613,237.69	4.5
SUBTOTALS MAGAZINE	8,281	\$ 382,924.00	42.0	3,478	\$549.08	\$1,909,723.64	5.0
TravelInformation.com	1,859	\$ 1,487.20	45.2	840	\$717.15	\$ 602,600.53	405.2
Engage TV	7,426	\$ 100,000.00	47.6	3,535	\$535.74	\$ 1,893,708.09	18.9
TOTALS ALL MEDIA SURVEYED	17,566	\$ 484,411.20	43.2	7,589	\$523.43	\$3,972,051.54	8.2
TOTALS ALL MEDIA	37,070	\$1,883,400.00	43.2	16,014	\$523.43	\$8,382,326.68	4.5

* Average travel expenditures in Arkansas obtained by multiplying the ratio of time spent in Arkansas to the total time on trip, by the total trip expenditures.
NOTE: Totals may not add due to rounding.

THE ARKANSAS SPRING INTERNET CONVERSION STUDY AND THE WELCOME CENTER SURVEY

The Arkansas Spring Internet Conversion Study

The Arkansas Department of Parks and Tourism website received 5,968,613 visits during 2015. An Internet Conversion Study was conducted in December 2015. The survey instrument, along with a letter from the Tourism Director, was emailed to 26,892 households during December 2015. The survey response rate was 7.1% with 1,909 responses. Results are summarized below.

- Over three-fourths (80.2%) located the Arkansas Department of Parks and Tourism website via either a search engine (58.0%) or website link (22.2%).
- 35.6% printed one or more pages from the website, up from 34.2% in 2014.
- 73.0% of respondents reported visiting Arkansas during the last 12 months.
- The median expenditure per trip was \$762, up 13.1% from \$674 in 2014.
- Those requesting that additional information be sent to them received it in 8 days, well within the median trip planning time of 12.1 weeks.
- Three-fourths (75%) reported visiting the websites of other states.
- 84.3% said they plan to visit Arkansas within the next 12 months.

The Welcome Center Survey

The *Welcome Center Survey* is an ongoing project initiated January 1, 1981. The purpose of the survey is to gain insights into the nature of Arkansas travelers and their travel habits. Survey forms are completed at all 13 Arkansas State Welcome Centers. Every 50th travel party registered at each Center is asked to be included in the survey, and the sample size for 2015 was 10,217. *Table 10* contains a comparison of the 2015 and 2014 *Welcome Center Surveys Summary*.

It should be noted that those persons traveling through Arkansas to reach a final destination beyond the state are also included. This affects the totals, but no effort was made to separate them from other travelers, in order to maintain the integrity of the data. All 50 states and the District of Columbia are included in the survey. Foreign visitors are excluded.

- The top states of origin are shown in *Figure 6* and in *Table 10*. Leading the list are Texas, Missouri, Arkansas, Louisiana and Oklahoma. These five states account for 52.52% of the total.
- The median age of those stopping for assistance at Arkansas Welcome Centers during 2015 was 55.0 years.
- Travel parties stopping for assistance consisted of 70.5% family members traveling together and 26.8% individual travelers.
- When asked the main purpose of their trip, those surveyed responded in order of preference: visiting friends or relatives (39.8%), sightseeing (15.6%), business (11.1%), recreation (10.5%), entertainment (10.4%), family affairs (7.8%) and other (4.7%).
- Those surveyed indicated their trip lasted 6.7 nights, with 3.3 (49.3%) of those nights spent in Arkansas.
- The majority (71%) considered the trip to be a vacation.
- The top five Arkansas counties listed as a final destination are Garland, Pulaski, Benton, Carroll and Fulton.

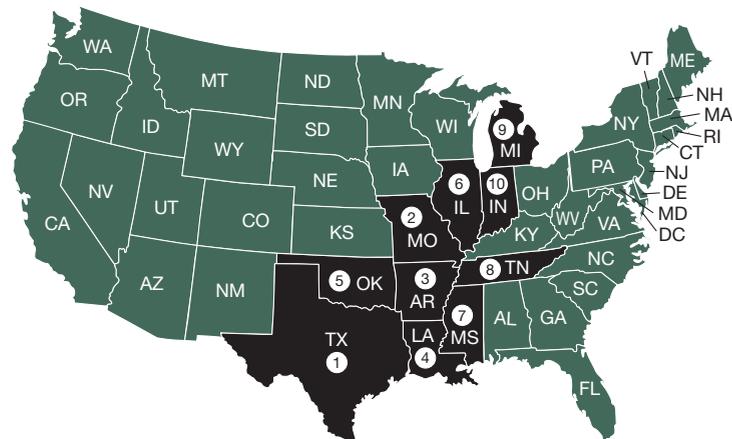


FIGURE 6
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN
2015

Table 9 – 2015 Fall Internet Conversion Study

QUESTION	2015	2014
1. Learned of the website from:		
Banner ad	1.2%	0.7%
Direct email	2.7%	4.0%
Website link	22.2%	24.3%
Search engine	58.0%	54.3%
Social media	4.0%	2.9%
Television	3.0%	5.8%
Newspaper	0.6%	1.2%
Radio	0.4%	0.6%
Magazine	8.0%	6.3%
2. Printed pages from Arkansas.com	35.6%	34.2%
3. Visited Arkansas in last 12 months	73.0%	63.7%
4. Travel party composition		
Under 18	14.8%	20.8%
18-24	4.6%	5.0%
25-34	6.3%	8.5%
35-44	8.7%	11.3%
45-54	17.2%	17.2%
55-64	24.1%	21.7%
65 and over	24.3%	15.5%
5. Average nights away from home	6.7	4.8
6. Activities participated in:		
Sightseeing	18.7%	18.5%
Shopping	9.3%	10.7%
Attractions	11.5%	11.9%
Historic sites	12.5%	11.7%
Museums	6.7%	6.5%
Live performance	2.3%	2.8%
Arts/crafts show	3.1%	2.8%
Camping	5.9%	5.8%
Hiking	7.6%	6.4%
Fishing/hunting	3.7%	4.8%
Antiques	3.9%	3.4%
Golf	0.6%	0.7%
Water sports	2.2%	3.5%
Festivals	3.4%	2.9%
Birdwatching	1.8%	1.1%
Sporting events	0.5%	0.6%
Racing	0.3%	0.3%
Other	6.1%	5.7%
7. Average trip expenditures	\$762.00	\$674.00

Table 9 – 2015 Fall Internet Conversion Study (continued)

QUESTION	2015	2014
8. Primary purpose of trip:		
Visiting friends or family	11.8%	13.8%
Vacation	74.2%	74.8%
Business	1.9%	1.7%
Student	0.4%	0.6%
Other	11.7%	9.2%
9. Information used in planning for:		
Making hotel/motel reservations	13.1%	14.7%
Locating Arkansas attractions	36.0%	39.0%
Selecting places to eat	13.3%	15.7%
Finding places to shop	9.0%	10.2%
All of the above	18.9%	13.6%
Other	9.7%	6.9%
10. Average time for additional information to arrive (days)	7.4	12.3
11. Average trip planning time before trip (weeks)	12.1	9.7
12. Visited other state websites	80.6%	78.3%
13. Requested information from other states	63.7%	57.4%
14. Visited other states	74.5%	72.4%
15. For those unable to travel in Arkansas, reasons cited:		
Financial	18.1%	21.2%
Time	36.8%	35.9%
Personal/family	14.5%	17.4%
Weather	7.8%	3.2%
Other	22.8%	22.3%
16. Plan to visit Arkansas within the next 12 months	84.3%	82.7%

Table 10 – Comparison of 2015 and 2014 Welcome Center Surveys

TOP 15 STATES OF ORIGIN, 2015 AND 2014

STATE OF ORIGIN	2015 RANK	2015 PERCENT OF TOTAL	2014 RANK	2014 PERCENT OF TOTAL
Texas	1	17.9%	1	18.7%
Missouri	2	11.1%	2	12.5%
Arkansas	3	9.5%	3	8.9%
Louisiana	4	7.3%	6	6.0%
Oklahoma	5	6.7%	5	6.4%
Illinois	6	6.4%	4	7.7%
Mississippi	7	5.1%	7	5.0%
Tennessee	8	3.9%	8	3.8%
Michigan	9	2.8%	10	2.6%
Indiana	10	2.6%	9	2.7%
Florida	11	2.2%	11	2.2%
Wisconsin	12	2.0%	13	2.0%
Kansas	13	1.9%	12	1.9%
Iowa	14	1.8%	17	1.7%
Ohio	15	1.7%	18	1.5%
Other		17.1%		16.4%

AVERAGE AGE

Median for All Members of the Travel Party

2015 – 55.0

2014 – 55.3

DESCRIPTION OF TRAVEL PARTY

	2015	2014
Family	70.5%	72%
Individual	26.8%	27%
Business	*	*
Motor home	*	*
Other	*	*

FIRST TRIP TO ARKANSAS

2015 – 7.7%

2014 – 8.4%

METHOD OF CONTACTING DEPARTMENT PRIOR TO TRIP

	2015	2014
Internet	86.8%	95%
Phone	8.7%	3%
Mail	4.5%	2%
Did not contact	*	*

PURPOSE OF TRIP

	2015	2014
Visit Friends	39.8%	42%
Sightseeing	15.6%	16%
Business	11.1%	10%
Recreation	10.5%	11%
Entertainment	10.4%	9%
Family Affairs	7.8%	7%
Other	4.7%	5%

NIGHTS AWAY FROM HOME

	2015	2014
1	5.3%	5%
2	10.6%	11%
3	10.2%	11%
4	10.7%	11%
5	9.3%	9%
6	10.0%	9%
7	9.8%	9%
8+	33.9%	35%
Median Nights:	6.7	6.8

Table 10 – Comparison of 2015 and 2014 Welcome Center Surveys (continued)

NIGHTS SPENT IN ARKANSAS		
	2015	2014
1	28.1%	26%
2	19.7%	20%
3	14.6%	15%
4	10.6%	12%
5	5.5%	6%
6	9.3%	9%
7	4.0%	4%
8+	8.3%	9%
Median Nights:	3.3	3.3

VACATIONERS	
2015 –	71%
2014 –	73%

TOP 10 ARKANSAS COUNTIES AS FINAL DESTINATION		
	2015	2014
Garland	1	1
Pulaski	2	2
Benton	3	3
Carroll	4	4
Fulton	5	6
Washington	6	5
Boone	7	10
Phillips	8	15
Cleburne	9	65
Baxter	10	8

AVERAGE TRIP DISTANCE	
2015 –	846 miles
2014 –	823 miles

ACTIVITIES PARTICIPATED IN		
	2015	2014
Sightseeing	78.1%	80.8%
Shopping	61.0%	64.3%
Attractions	45.7%	51.2%
Historical	23.0%	26.4%
Museums	18.9%	20.5%
Hiking	10.4%	11.4%
Fish/Hunt	8.9%	9.6%
Live Performances	8.6%	10.3%
Art/Crafts	7.5%	9.2%
Camping	6.6%	7.9%
Water Sports	4.7%	6.3%
Antiques	4.2%	5.3%
Birding	3.4%	4.1%
Sporting Events	2.9%	3.4%
Festival	2.6%	4.0%
Golf	2.2%	2.3%
Racing	0.7%	0.8%

AVERAGE EXPENDITURE PER TRIP	
2015 –	\$758
2014 –	\$777

WHAT MOST INFLUENCED TRIP		
	2015	2014
Shortest Route	40.1%	41.9%
Previous Visit	34.9%	35.6%
Friend/relative	12.3%	11.0%
Business	7.1%	6.6%
Advertisement	5.5%	4.9%

* Denotes less than 1 percent.
 Note: Details may not add due to rounding.
 Source: 2015 and 2014 Arkansas State Welcome Center Surveys.

WELCOME CENTER REGISTRATION SUMMARY

During 2015, a talented staff of travel consultants assisted 883,901 visitors at the 13 Arkansas State Welcome Centers. In addition to providing customized travel information to visitors, the Welcome Centers collect a wealth of marketing and research data. *Figure 7* compares 2015 and 2014 visitor totals by month. Of those who stopped for assistance, 37.6% were on vacation, while 34.5% were passing through. "Reasons for Travel" is summarized in *Table 12* and by *Figure 8*. The top five regions visited in Arkansas by those who stopped for information were: Heart of Arkansas, Arkansas Delta Byways, Diamond Lakes, Ozark Gateway and Northwest Arkansas.

FIGURE 7
WELCOME CENTER VISITORS BY MONTH 2014-2015

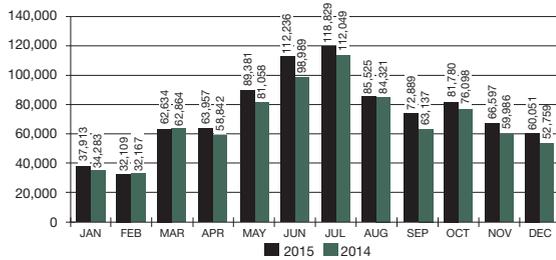
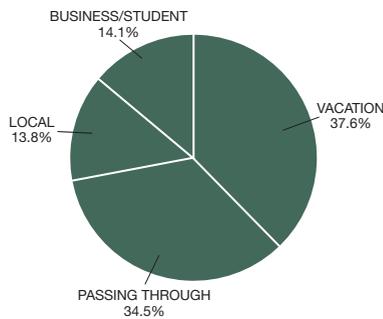


FIGURE 8
WELCOME CENTER VISITORS BY REASONS FOR TRAVEL 2015



United States visitors to Arkansas State Welcome Centers increased 8.2% in 2015, while international visitation increased 14.6% from 2014 totals. The top five countries of origin and their percent of total international visitation are depicted in *Figure 9*. See *Table 15* for the complete breakdown of international visitors.

The Department of Parks and Tourism Central Office at 1 Capitol Mall in Little Rock is a working 14th Welcome Center that answers phone calls and mailed requests providing information on scenic, historic

and recreational points of interest within the state for Arkansas travelers. In addition, this Welcome Center serves as the reception area for the Arkansas Department of Parks and Tourism central office.

ARKANSAS STATE WELCOME CENTER UPDATES

NAME	DATE OPENED	UPDATED
1. Bentonville	7-29-67	-
2. Harrison	5-17-88	*
3. Mammoth Spring	3-16-87	-
4. Corning	8-19-68	2/14/06
5. Blytheville	4-07-75	5/12/09
6. West Memphis	11-24-71	5/28/13
7. Helena-West Helena	2-8-78	11/19/13
8. Lake Village	6-30-80	5/18/09
9. El Dorado	1-10-69	11/5/04
10. Texarkana	1-13-69	12/16/04
11. Red River	12-08-88	*
12. Van Buren/Fort Smith	4-27-70	5/24/05
13. Siloam Springs	6-24-92	-

* Welcome Centers scheduled to begin updates in 2016
- Updates unscheduled

Arkansas State Welcome Centers are jointly operated by the Arkansas Department of Parks and Tourism and the Arkansas Highway and Transportation Department. See pages 60-61 for an update on the rebuilding program currently in progress.

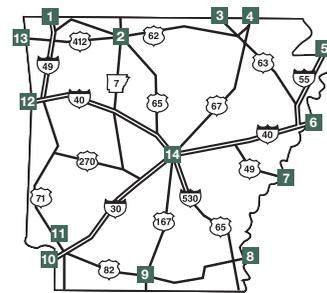


FIGURE 9
WELCOME CENTER FOREIGN VISITORS TOP FIVE COUNTRIES 2015

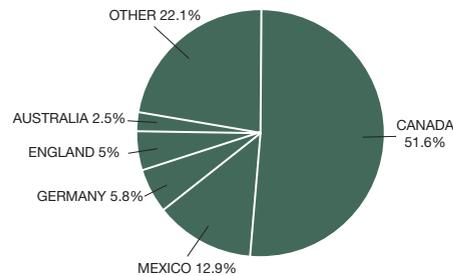


Table 11 - Welcome Center Summary Table 2015

Table 12 - Visitors by Reason for Travel and Welcome Center 2015

	VEHICLES	GROWTH RATE	VISITORS	GROWTH RATE	VISITORS/VEHICLE	GROWTH RATE	TOTAL DAYS SPENT IN ARKANSAS	GROWTH RATE
Bentonville	12,285	-5.8%	24,486	-4.7%	1.99	1.0%	30,507	-9.2%
Blytheville	50,040	4.9%	118,053	3.1%	2.36	-1.7%	73,957	2.3%
Corning	31,060	3.6%	59,917	4.5%	1.93	1.0%	71,107	2.9%
El Dorado	13,884	-2.5%	34,582	-6.8%	2.49	-4.6%	30,319	-0.5%
Harrison	27,546	-3.7%	65,016	-4.6%	2.36	-0.8%	66,953	-3.9%
Helena-West Helena	13,261	-3.9%	24,383	-2.6%	1.84	1.1%	20,974	-7.9%
Lake Village	24,922	4.6%	57,385	5.3%	2.30	0.4%	45,224	4.7%
Mammoth Spring	30,326	8.3%	78,477	7.1%	2.59	-1.1%	50,618	10.7%
Red River	7,720	-0.4%	15,920	-2.5%	2.06	-2.4%	17,563	-1.6%
Siloam Springs	9,984	-2.2%	20,010	-4.9%	2.00	-2.9%	18,460	-5.6%
Texarkana	100,542	23.7%	228,363	21.7%	2.27	-1.7%	212,684	20.5%
Van Buren/Fort Smith	38,614	2.9%	88,690	2.3%	2.30	-0.4%	80,828	2.3%
West Memphis	29,294	38.4%	68,619	39.1%	2.34	0.4%	49,830	35.8%
TOTALS	389,478	9.1%	883,901	8.2%	2.27	-0.9%	769,024	7.3%

	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
Vacation	11,726	30,183	20,044	19,209	29,259	8,232	11,925	32,428	6,186	10,632	108,443	26,929	18,487	333,683
Passing Through	4,432	57,553	22,797	4,788	18,280	7,025	30,893	19,576	5,085	2,670	64,521	36,797	31,135	305,552
Local	2,978	19,542	8,571	2,819	7,038	4,319	10,501	14,526	1,711	1,827	21,922	13,998	12,467	122,219
Business/Student	5,224	12,624	7,687	8,189	11,699	4,429	4,457	13,065	3,042	4,973	32,515	10,916	6,404	125,224
TOTALS	24,360	119,902	59,099	35,005	66,276	24,005	57,776	79,595	16,024	20,102	227,401	88,640	68,493	886,678

Table 13 - Visitors by Destination in Arkansas by Region and Welcome Center 2015

REGIONAL TOURISM ASSOCIATION (LISTED BY RANK)	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR-KANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Heart of Arkansas	1,483	12,611	7,288	4,735	5,956	1,470	4,804	496	149	243	60,746	9,397	10,431	119,809
Diamond Lakes	1,600	5,691	3,312	6,423	3,664	856	2,166	464	1,112	188	39,451	2,750	3,309	70,986
Arkansas Delta														
Byways	193	20,541	4,588	1,335	1,218	6,408	4,553	2,475	49	102	24,925	2,550	2,785	71,722
Ozark Gateway	97	115	5,639	795	3,301	433	425	43,643	77	416	3,253	649	610	59,453
Northwest														
Arkansas	10,623	123	292	1,395	9,047	391	1,487	562	1,773	12,149	2,839	10,834	1,291	52,806
Ozark Mountain Region	496	189	777	1,069	19,359	263	553	1,516	137	1,356	4,909	1,713	522	32,859
Arkansas's Great Southwest	340	8,266	821	776	383	82	118	48	3,084	44	9,751	133	1,886	25,732
Arkansas River														
Valley Tri-Peaks	1,018	410	819	2,381	1,888	266	1,086	190	337	258	3,957	4,211	927	17,748
Western Arkansas' Mountain														
Frontier	1,912	1,039	158	1,763	562	188	533	91	2,653	283	1,218	6,383	1,936	18,719
Greers Ferry Lake/ Little Red River	108	481	3,933	949	1,857	297	369	393	12	48	4,222	1,030	467	14,166
Arkansas' South	60	364	204	8,127	237	61	409	26	187	13	862	133	123	10,806
Land of Legends	159	358	155	889	356	285	722	45	9	10	1,044	363	139	4,534

Table 14 - Visitors by State and Welcome Center 2015

STATES (LISTED BY RANK)	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
ARKANSAS	4,649	5,157	20,312	9,348	25,079	11,174	24,216	22,510	6,061	2,960	27,398	11,045	9,291	179,200
TEXAS	1,360	10,242	4,814	1,893	4,398	656	636	1,704	3,163	1,200	116,643	15,381	9,427	171,517
MISSOURI	7,075	25,334	14,357	585	11,675	330	1,390	31,607	666	425	4,251	1,112	2,023	100,830
LOUISIANA	724	3,850	683	17,437	3,142	296	6,737	1,195	3,522	81	12,817	473	1,003	51,960
OKLAHOMA	1,072	304	174	543	2,134	387	1,886	701	612	13,029	777	26,762	2,258	50,639
ILLINOIS	581	24,598	8,812	167	1,500	186	193	1,597	71	106	7,111	521	1,797	47,240
MISSISSIPPI	196	5,276	215	1,828	2,127	5,891	14,418	3,481	111	37	1,487	1,302	2,912	39,281
TENNESSEE	121	5,033	391	254	1,289	1,535	382	3,713	30	67	9,608	3,364	7,651	33,438
INDIANA	111	7,872	1,746	83	554	75	65	524	11	88	4,961	349	528	16,967
MICHIGAN	273	6,392	1,361	161	540	74	118	457	56	64	6,105	500	862	16,963
FLORIDA	401	1,899	324	344	1,417	320	2,449	1,496	192	131	1,608	2,336	2,366	15,283
ALABAMA	114	1,237	91	369	918	594	1,589	1,728	45	53	1,236	1,903	3,015	12,892
OHIO	177	1,814	490	298	346	81	67	288	14	53	5,490	552	2,146	11,816
KANSAS	2,428	499	91	164	1,425	155	565	2,495	237	394	251	1,946	453	11,103
WISCONSIN	347	4,558	1,831	73	778	91	86	497	89	78	1,742	208	540	10,918
KENTUCKY	51	3,517	575	119	204	74	46	374	7	30	3,755	526	1,535	10,813
GEORGIA	115	545	125	244	730	491	304	699	36	36	971	2,189	2,678	9,163
CALIFORNIA	192	587	192	94	650	129	194	374	45	190	1,522	3,612	1,162	8,943
IOWA	1,206	2,437	601	66	1,680	90	174	580	184	46	558	249	316	8,187
NORTH CAROLINA	81	317	124	79	347	163	124	192	13	35	1,557	1,930	2,619	7,581
MINNESOTA	1,087	1,912	144	59	1,110	67	233	387	280	70	599	281	464	6,693
VIRGINIA	39	180	98	39	138	81	81	96	22	31	1,786	1,111	2,115	5,817
PENNSYLVANIA	70	407	144	23	190	76	54	200	21	32	2,005	636	1,457	5,315
ARIZONA	97	387	86	46	237	50	91	187	32	120	1,049	1,785	678	4,845
NEW YORK	36	382	157	47	153	62	68	126	27	42	1,467	486	1,079	4,132
COLORADO	200	272	77	48	396	79	230	268	25	151	266	1,355	484	3,851
SOUTH CAROLINA	60	160	42	137	222	143	76	137	12	31	458	965	1,056	3,499
NEBRASKA	562	385	35	14	522	17	185	393	112	37	163	132	119	2,676
NEW MEXICO	35	150	38	67	104	38	39	65	12	54	432	1,094	411	2,539
MARYLAND	22	80	36	4	84	18	42	33	7	8	624	321	706	1,985
WASHINGTON	71	161	107	46	230	28	95	165	19	44	281	324	254	1,825
WEST VIRGINIA	14	150	46	19	41	6	8	16	4	7	688	195	348	1,542
NEW JERSEY	15	70	38	12	58	15	8	25	12	11	459	235	524	1,482
SOUTH DAKOTA	177	183	44	48	176	18	96	132	75	14	135	55	60	1,213
MASSACHUSETTS	16	81	29	8	49	27	25	29	8	19	322	219	333	1,165
OREGON	52	123	46	15	136	30	38	68	32	33	185	231	143	1,132
NEVADA	22	86	17	13	50	15	16	23	4	22	216	482	136	1,102
UTAH	40	48	29	17	45	17	23	80	1	26	108	246	64	744
CONNECTICUT	6	44	15	9	46	17	15	23	0	13	215	122	186	711

Table 14 - Visitors by State and Welcome Center 2015 (continued)

STATES (LISTED BY RANK)	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
MONTANA	38	97	15	5	145	10	51	54	16	15	60	74	28	608
ALASKA	15	73	20	4	117	10	31	76	22	10	99	86	25	588
MAINE	15	34	15	7	16	17	12	18	2	10	112	112	182	552
NEW HAMPSHIRE	3	49	7	0	20	21	8	20	2	2	138	102	152	524
IDAHO	29	48	17	13	69	16	33	48	2	16	56	103	56	506
NORTH DAKOTA	58	98	7	23	82	4	24	57	21	9	58	32	28	501
WYOMING	39	58	9	6	60	1	29	55	11	17	54	109	47	495
DELAWARE	4	23	3	0	23	2	0	28	0	4	114	70	153	424
DISTRICT OF COLUMBIA	6	21	9	3	22	19	17	16	4	4	77	65	150	413
VERMONT	4	16	13	2	33	5	7	7	1	7	108	69	98	370
RHODE ISLAND	4	12	4	0	11	2	19	5	0	8	74	25	53	217
HAWAII	0	20	11	2	15	5	16	15	0	5	48	48	24	209

Table 15 - International Visitors by Country and Welcome Center 2015

FOREIGN COUNTRIES	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
AFRICA														
AFRICA OTHER	4	26	0	1	0	6	0	20	1	2	38	8	15	121
EGYPT	0	0	0	0	0	0	0	3	0	0	0	0	0	3
AMERICAN POSSESSIONS & TERRITORIES														
GUAM	0	3	0	0	0	0	0	0	0	0	17	7	8	35
PHILIPPINES	6	0	0	0	0	0	0	0	0	0	1	0	6	13
PUERTO RICO	0	2	0	0	0	0	1	17	0	0	25	11	1	57
VIRGIN ISLANDS	2	0	0	0	0	0	1	0	0	0	2	0	0	5
ASIA														
ASIA OTHER	2	0	6	0	10	0	0	6	2	0	14	0	0	40
CHINA	2	11	8	0	16	2	6	12	0	2	28	32	45	164
INDIA	0	2	0	0	18	0	5	5	0	0	12	3	6	51
INDONESIA	0	1	0	0	0	0	0	0	0	0	0	0	0	1
JAPAN	0	24	0	28	5	0	12	7	2	1	29	28	27	163
KOREA	0	12	0	0	0	0	0	0	0	0	5	8	13	38
MALAYSIA	0	0	0	0	0	0	0	0	0	0	1	0	0	1
PAKISTAN	0	0	0	0	0	0	4	0	0	0	9	0	0	13
THAILAND	0	11	0	0	4	0	0	2	0	0	7	0	5	29
TURKEY	0	0	0	0	8	0	0	0	0	0	3	6	2	19
CANADIAN PROVINCES														
ALBERTA	2	86	7	5	125	4	6	0	0	3	33	27	6	304
BRITISH COLUMBIA	2	19	6	0	24	18	5	6	2	4	36	43	106	271
CANADA OTHER	0	8	0	27	0	0	2	114	0	12	25	2	0	190
MANITOBA	50	66	14	0	69	9	16	0	6	2	35	8	17	292
NEW BRUNSWICK	0	8	0	0	2	2	0	0	0	0	27	21	19	79
NEWFOUNDLAND	0	0	0	0	2	0	4	0	0	0	7	6	0	19
NOVA SCOTIA	0	3	1	0	6	0	0	0	0	2	25	31	12	80
ONTARIO	54	1,336	196	0	178	20	50	2	6	13	2,271	200	874	5,200
PRINCE EDWARD ISLAND	0	0	0	0	0	0	0	0	0	0	9	2	0	11
QUEBEC	0	156	25	0	10	8	12	0	0	6	345	140	115	817
SASKATCHEWAN	1	21	0	0	6	0	1	0	4	0	8	8	4	53

Table 15 - International Visitors by Country and Welcome Center 2015 (continued)

FOREIGN COUNTRIES	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
CENTRAL AMERICA														
BAHAMAS	0	5	0	0	0	0	0	0	0	0	0	0	0	5
BELIZE	0	16	0	0	0	0	0	2	0	0	7	0	12	37
BERMUDA	0	0	0	0	0	0	0	2	0	0	0	0	2	4
CENTRAL AMERICA														
OTHER	0	13	0	0	7	0	0	0	0	0	0	2	3	25
COSTA RICA	0	0	0	0	4	0	0	0	0	0	6	2	0	12
CUBA	0	1	0	0	0	0	0	0	0	0	5	0	0	6
GUATEMALA	0	6	0	0	0	0	0	0	0	2	0	0	0	8
HONDURAS	0	4	0	5	0	0	12	0	0	0	5	0	4	30
JAMAICA	0	0	0	0	2	0	0	0	0	0	1	0	0	3
PANAMA	0	11	0	0	0	0	3	0	0	0	7	0	2	23
WEST INDIES	2	0	0	0	0	0	0	0	0	0	3	0	0	5
EUROPE														
AUSTRIA	3	23	7	2	10	4	8	5	2	9	34	5	164	276
BELGIUM	0	5	0	2	0	4	2	0	0	0	0	0	0	13
BULGARIA	0	0	0	0	0	0	0	0	0	0	0	4	0	4
CZECHOSLOVAKIA	0	2	0	0	0	0	3	11	0	0	0	0	5	21
DENMARK	2	20	0	0	4	14	8	2	0	0	8	7	20	85
ENGLAND	27	85	11	1	46	60	58	41	3	11	170	59	139	711
EUROPE OTHER	2	31	32	1	8	1	0	14	0	0	31	24	24	168
FINLAND	0	3	0	0	4	4	2	0	0	0	9	0	4	26
FRANCE	4	16	19	2	5	19	13	9	0	1	51	34	77	250
GERMANY	9	112	12	26	44	47	72	28	4	7	177	61	227	826
HUNGARY	0	0	0	0	3	0	0	0	0	0	4	2	4	13
ICELAND	0	0	0	0	0	0	2	0	0	0	0	0	0	2
IRELAND	0	5	2	0	6	1	0	5	2	0	8	4	28	61
ITALY	2	20	11	0	3	6	1	7	0	2	28	13	11	104
NETHERLANDS	5	18	0	2	10	12	20	12	2	0	31	8	44	164
NORWAY	9	6	0	0	9	11	13	9	0	0	24	6	46	133
POLAND	6	10	0	0	2	1	4	5	0	0	6	8	0	42
PORTUGAL	0	0	0	0	4	0	0	0	0	0	0	1	0	5
RUSSIA	0	3	0	3	0	0	3	9	2	4	12	0	6	42
SCOTLAND	0	6	3	0	6	3	4	2	0	0	8	6	4	42
SPAIN	5	11	0	0	7	4	0	9	0	0	15	9	2	62
SWEDEN	0	16	0	6	5	2	2	11	0	0	25	14	48	129

Table 15 – International Visitors by Country and Welcome Center 2015 (continued)

FOREIGN COUNTRIES	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
SWITZERLAND	9	19	3	0	8	6	19	4	0	2	16	10	30	126
WALES	0	0	0	0	0	2	0	0	0	0	4	1	2	9
YUGOSLAVIA	0	0	0	1	0	0	0	0	0	0	0	0	0	1
MEXICO	5	251	52	0	5	3	4	61	28	16	1,191	172	45	1,833
NEAR & MIDDLE EAST														
IRAN	0	0	0	0	0	0	0	0	0	0	0	2	0	2
ISRAEL	4	7	0	0	0	0	10	0	0	2	19	4	3	49
NEAR & MIDDLE EAST OTHER	0	8	0	0	0	0	0	0	0	0	0	0	0	8
SAUDI ARABIA	2	0	0	0	2	0	0	16	0	0	3	0	0	23
OCEANIA														
AUSTRALIA	20	51	7	2	15	12	34	21	5	16	85	79	2	349
NEW ZEALAND	2	11	3	0	9	8	11	18	2	0	19	21	6	110
OCEANIA OTHER	0	0	0	0	0	0	6	0	0	0	0	0	0	6
SOUTH AMERICA														
ARGENTINA	0	2	2	0	2	2	4	0	0	0	0	2	9	23
BRAZIL	2	8	2	0	5	0	7	6	0	0	24	30	22	106
CHILE	0	0	0	0	2	0	0	6	0	0	3	2	0	13
PERU	0	4	0	0	2	0	0	0	0	0	1	2	4	13
SOUTH AMERICA OTHER	4	7	0	2	10	2	6	11	0	0	18	10	10	80
VENEZUELA	0	0	0	0	0	0	0	2	0	0	4	0	2	8
TOTALS	249	2,611	429	116	732	297	456	522	73	119	5,074	1,195	2,292	14,165

