

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.

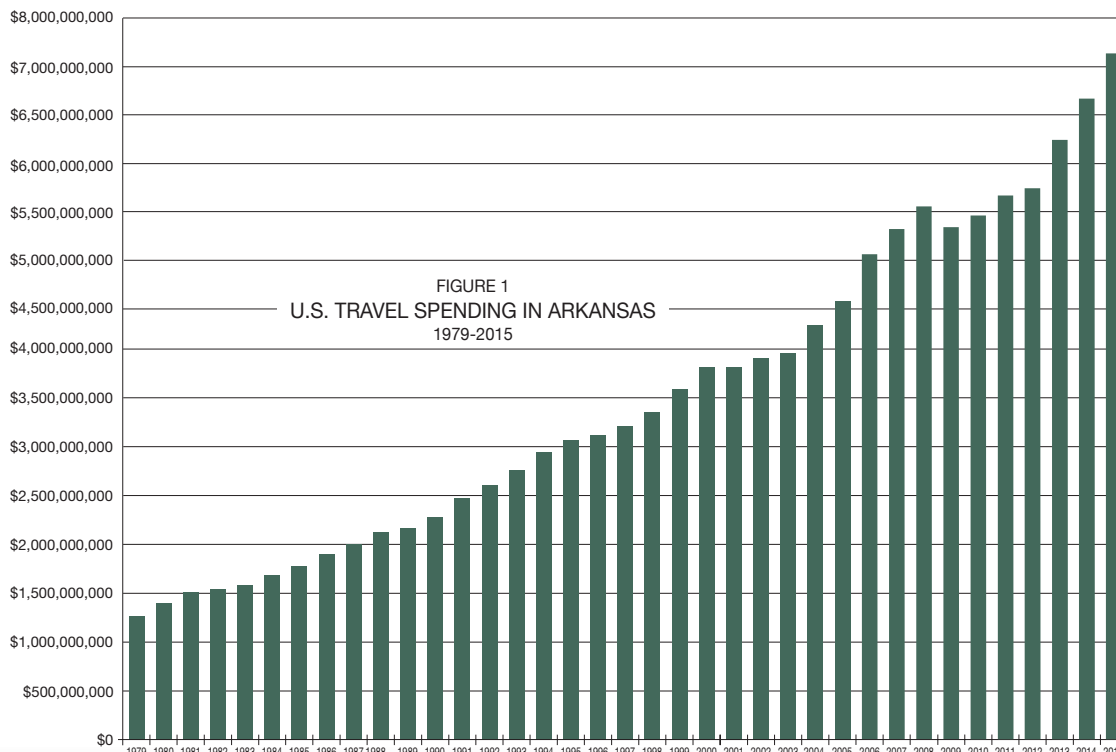


Table 1 – Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1979-2015

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.

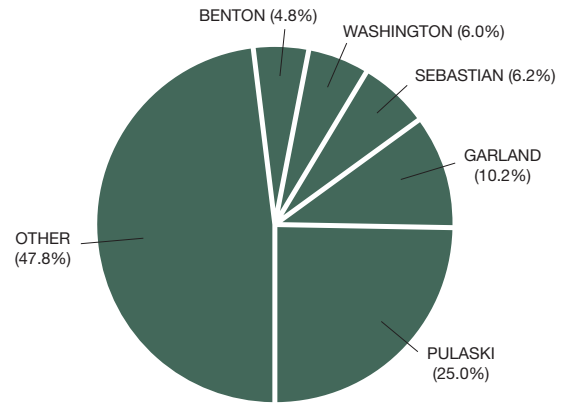
(2) Data are preliminary, and may be revised when new benchmark is received.

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

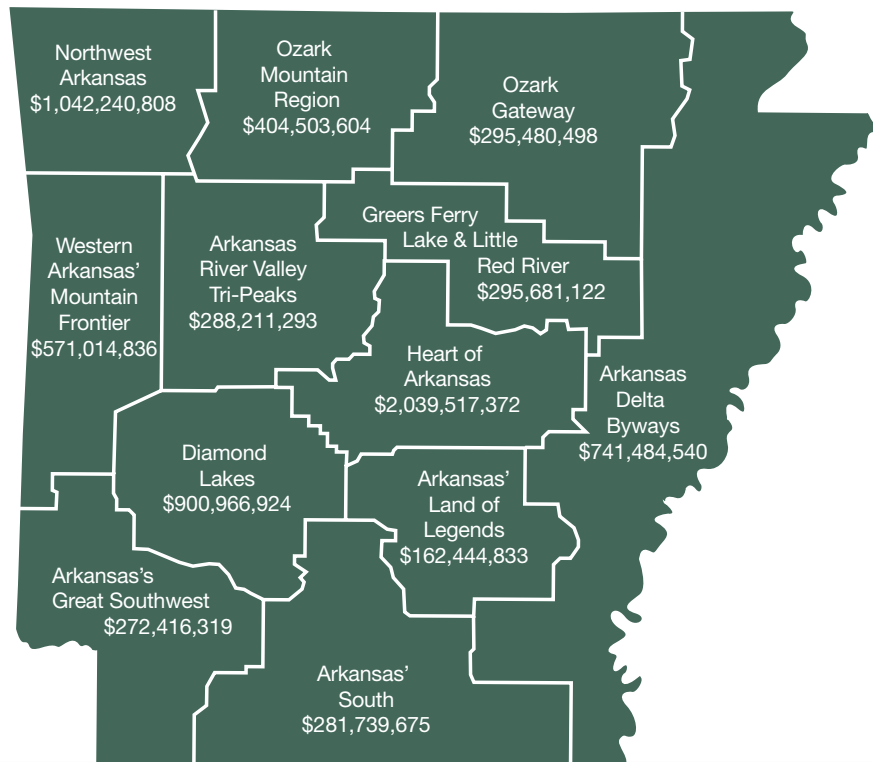


Table 2 – Impact of Travel on Arkansas Counties – 2015 Preliminary*

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

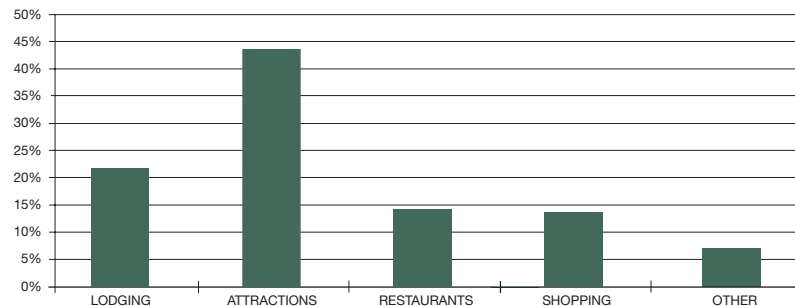


FIGURE 5
REASONS FOR NOT TRAVELING
ARKANSAS
*INDICATES NEW METRICS BEGINNING SPRING 2015

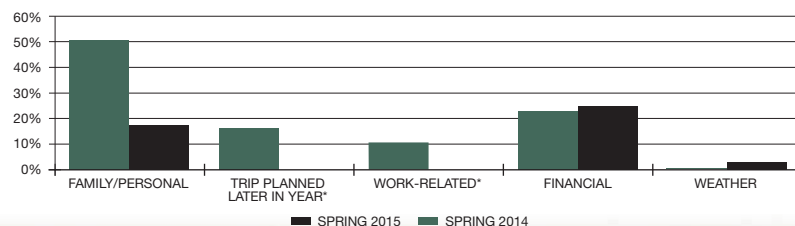


Table 5 – Spring Conversion Study Summary, 2015 and 2014

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.

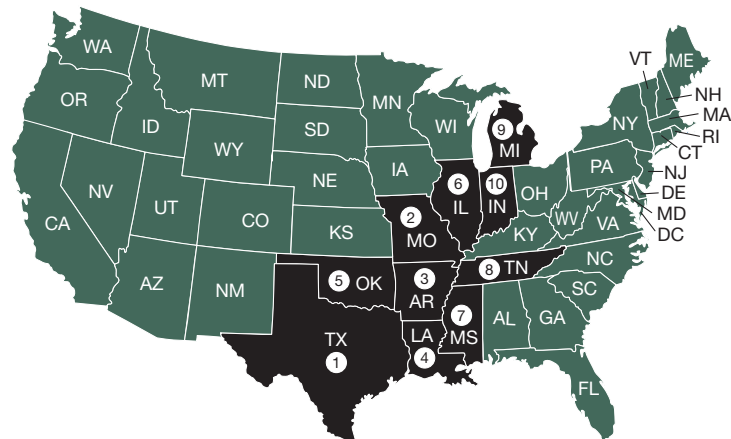


FIGURE 6
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN
2015

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

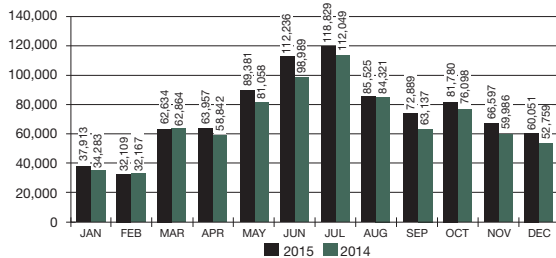
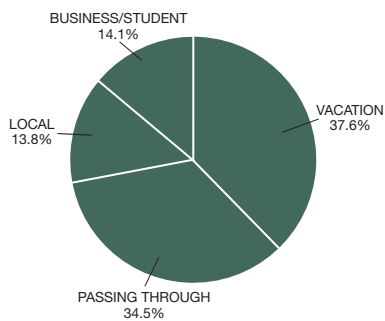


FIGURE 8
WELCOME CENTER VISITORS BY REASONS FOR TRAVEL 2015



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.

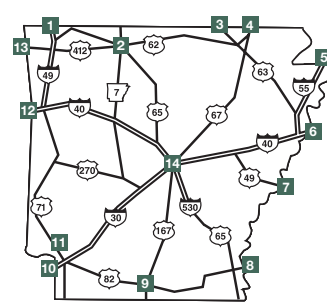


FIGURE 9
WELCOME CENTER FOREIGN VISITORS
TOP FIVE COUNTRIES 2015

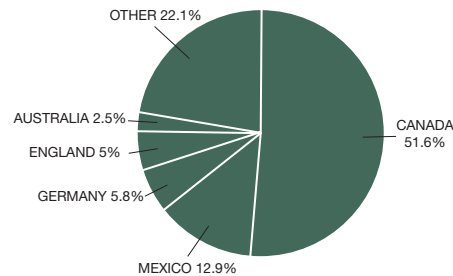


Table 11 - Welcome Center Summary Table 2015

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