

INTRODUCTION

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

The Economic Impact of Travel in Arkansas

Estimates of economic impacts are calculated using the U.S. Travel Association 2013 Impact of Travel on Arkansas Counties as a reference point. The analysis includes projections of Travel Expenditures, Travel-Generated Payroll, Employment, State and Local Taxes, as well as estimates of Visitors (Person Trips) and Average Expenditures Per Trip.

Surveys of Potential Arkansas Visitors (Mail and Online)

Two studies of Potential Arkansas Visitors are conducted each year.

A *mail* survey is sent to a sample of persons who were prompted to request travel information from paid advertising. A similar survey of Potential Arkansas Visitors is conducted online via email invitation among a sample of persons who have requested travel information via Arkansas.com.

The results of the 2016 Surveys of Potential Arkansas Visitors detail the characteristics and behaviors of these potential travelers.

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.

The projects listed above 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 sample for the Surveys of Potential Arkansas Visitors is 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 serves 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.

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 section contains the results of surveys of individuals requesting travel information from the Department. The third section summarizes an ongoing survey of travelers stopping at Arkansas Welcome Centers in which every 50th travel party is asked to participate. Section four 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 2016. This is based on the 2013 U.S. Travel Tourism Expenditure Impact Model. Travel expenditures increased from \$7,280,600,761 in 2015 to \$7,657,007,820 in 2016 (5.17%). The number of visitors increased from 25,885,046 in 2014 to 28,117,891 in 2015 (3.98%). 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.

Surveys of Potential Arkansas Visitors

Respondents to our mail survey reported their travel expenditures per travel party and length of stay in Arkansas were \$450 and 4.0 nights, respectively. Family or Personal reasons were cited most often as the reason for not traveling Arkansas in 2016. Regardless of whether or not they made a trip, 88.7% of survey respondents plan to visit Arkansas within the next 12 months.

Eighty-five percent of our online survey respondents reported visiting Arkansas during the last 12 months. The average trip lasted 6.6 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) Illinois.

The Welcome Center Registration Summary

A total of 923,974 tourists requested assistance from travel consultants during 2016. Tourists’ “Reasons for Travel” were as follows: Visiting Friends/Relatives (42.2%), Recreation/Entertainment (31.2%), Business/Medical (10.8%), Weekend Getaway (5.2%), and Special Event (4.7%). Tourists stopping at the State Welcome Centers spent an estimated 900,444 travel days in the state during 2016.

NOTE: Differences exist among Economic Impact, Survey of Potential Arkansas Visitors and Welcome Center data. Many sources are utilized to gain the most complete picture possible of visitors to Arkansas.

THE ECONOMIC IMPACT OF TRAVEL IN ARKANSAS

During 2016, visitors to Arkansas totaled 29,237,545 person-trips. Visitors spent an average of \$261.89 per trip, resulting in over \$7.6 billion in total travel expenditures, \$393 million in state taxes and \$145 million in local taxes. The Arkansas travel industry employed 65,967 persons and paid \$1.4 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 2016 was 29,237,545 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, 1980-2016. The first column in Table 1 lists total travel expenditures for the state. The 5.17% increase in travel expenditures in 2016 represents a real increase of 3.98% when adjusted for inflation. Column Two in Table 1 shows that travel-generated payroll grew from \$261,084,000 to \$1,383,056,000, an increase of \$1,121,972,000 (430%) during the period of 1980 through 2016. Travel-generated employment shown in Column Three in Table 1 increased from 45,311 jobs in 1980 to 65,967 jobs in 2016. In 1980, each \$30,623 in total travel expenditures supported one job in the industry. However, by 2016, \$116,073 in travel expenditures was required to support a single 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 2016. 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 13,601,000 in 1980 to 29,238,000 in 2016, an increase of 15,637,000 (115%). The number of visitors to Arkansas first exceeded 15 million in 1986. Over 20 million visitors came to Arkansas in 2000, and again every year since 2004.

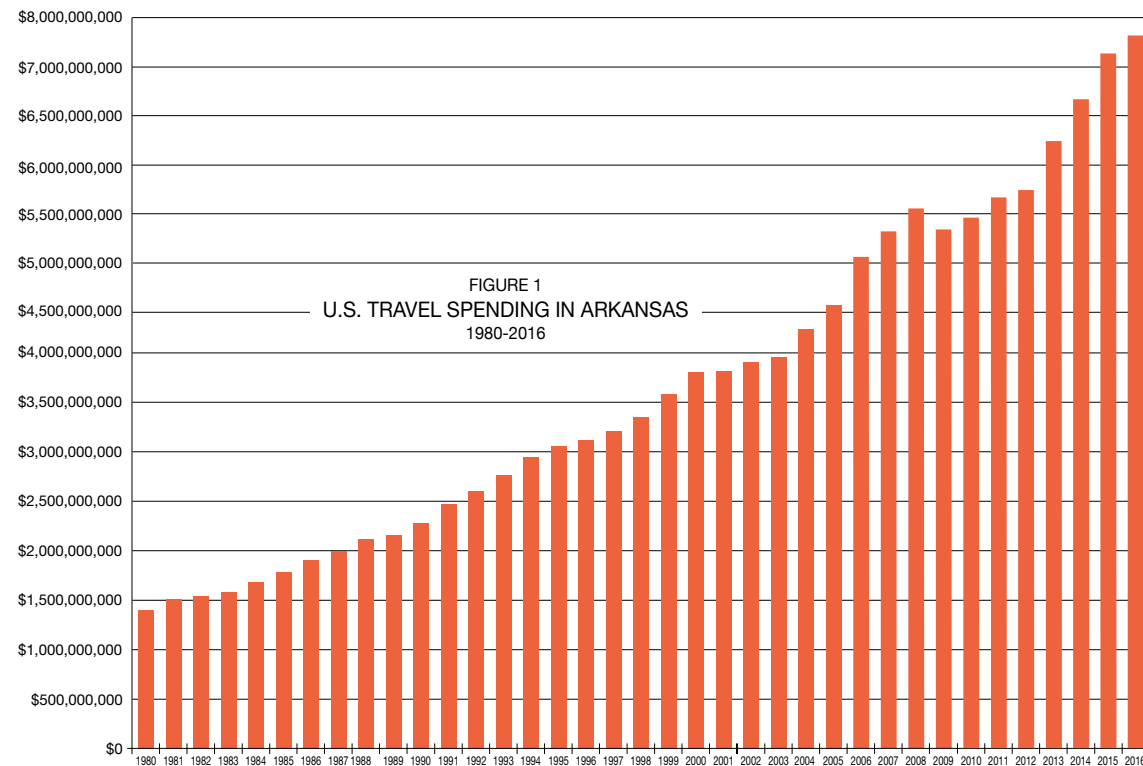


Table 1 – Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1980-2016

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-TRIP (THOUSANDS OF PERSONS)	AVERAGE EXPENDITURE PER PERSON-TRIP (DOLLARS)
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
2016 (2)	\$7,657,008	\$1,383,056	65,967	\$393,501	\$144,858	29,238	\$261.89

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

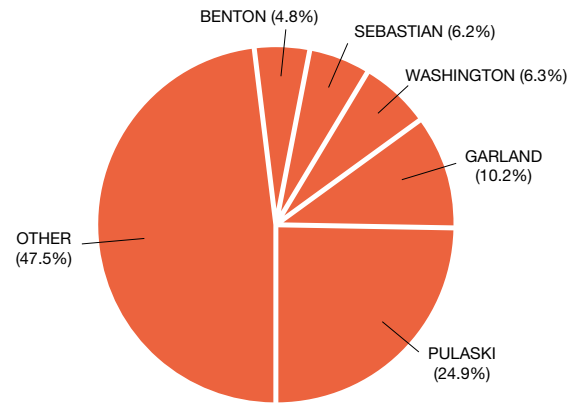
(2) Data are preliminary, and may be revised when new benchmark is received.

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 2016. Table 2 shows travel impact by county for 2016. Table 3 shows travel impact by county for 2013, the latest benchmark year for Arkansas tourism data. In 2016, two counties dominate the table: Pulaski with \$1,910,288,434 and Garland with \$783,032,225. They received 24.9% 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 2016, including 16 with more than \$100 million each. Seven counties had over one million person-trips during 2016. Those counties, their numbers and percent of total trips are: Pulaski with 6,417,940 (22.0%), Garland with 3,088,622 (10.6%), Washington with 1,985,738 (6.8%), Sebastian with 1,577,716 (5.4%), Benton with 1,562,880 (5.3%), Baxter with 1,081,152 (3.7%) and Carroll with 1,076,915 (3.7%).

FIGURE 2
TRAVEL SPENDING IN ARKANSAS COUNTIES
TOP FIVE COUNTIES
2016



Regional Breakdown

Figure 3 is a map of the 12 Arkansas tourism regions, showing their travel expenditures. Table 4 presents the 2016 travel impact data by region and county.

FIGURE 3
TOTAL TRAVEL EXPENDITURES
BY TOURISM REGION
2016

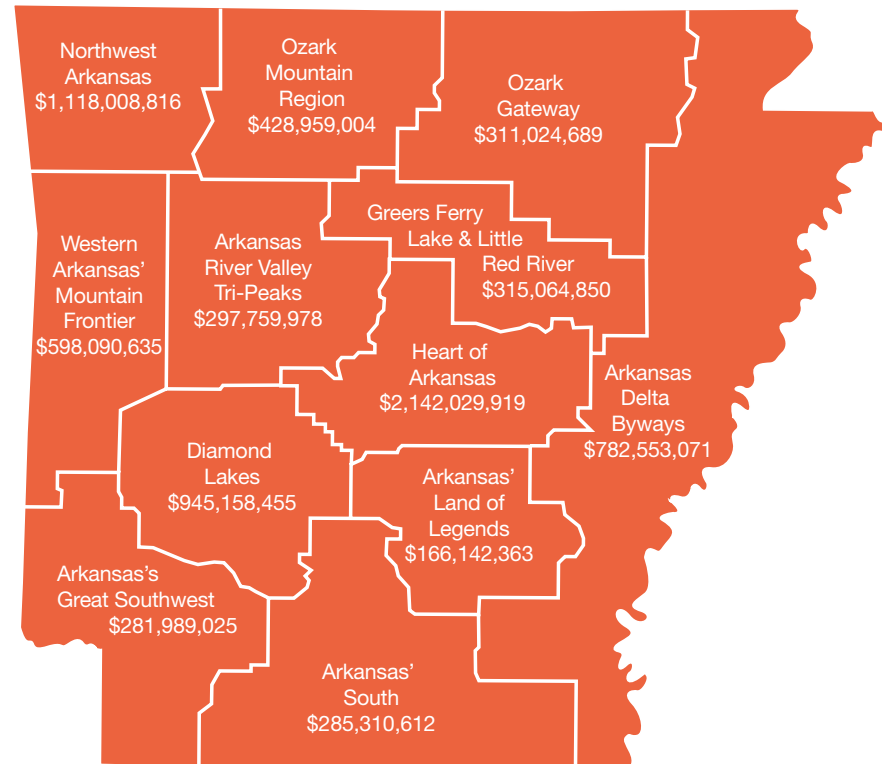


Table 2 – Impact of Travel on Arkansas Counties – 2016 Preliminary*

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)
ARKANSAS	41,602,778	6,432,540	329	2,472,482	905,424	170,903
ASHLEY	33,172,842	6,013,870	340	1,954,561	688,714	137,861
BAXTER	260,545,463	47,759,681	2,371	15,254,096	4,791,766	1,081,152
BENTON	364,146,523	67,626,425	3,602	23,393,411	9,075,611	1,562,880
BOONE	86,108,721	15,825,799	856	5,114,790	1,656,917	361,583
BRADLEY	13,052,034	1,966,534	87	809,490	364,391	46,394
CALHOUN	4,354,858	419,488	12	261,528	150,615	10,790
CARROLL	259,743,242	53,680,828	3,219	16,204,906	4,850,213	1,076,915
CHICOT	15,302,883	3,099,754	151	910,582	314,362	61,756
CLARK	65,273,540	12,617,139	620	3,970,346	1,093,563	272,730
CLAY	19,564,601	3,005,285	145	1,159,688	483,543	77,131
CLEBURNE	178,817,931	29,271,729	1,469	10,563,662	5,067,327	710,057
CLEVELAND	5,297,911	673,106	34	305,789	142,239	15,002
COLUMBIA	32,798,026	5,890,584	304	1,956,590	648,547	131,284
CONWAY	30,808,766	5,311,500	286	1,845,231	701,981	131,910
CRAIGHEAD	120,933,902	22,868,623	1,228	7,264,278	1,980,205	500,596
CRAWFORD	52,795,519	8,752,358	451	3,197,876	911,895	216,953
CRITTENDEN	204,653,280	37,062,750	2,036	12,498,544	3,718,683	848,642
CROSS	17,594,902	3,000,844	155	1,050,946	333,502	73,698
DALLAS	16,034,422	2,245,162	113	982,539	383,317	65,167
DESHA	26,935,549	4,923,603	291	1,607,872	501,727	114,892
DREW	30,172,926	5,749,465	327	1,807,833	544,108	123,817
FAULKNER	117,520,613	21,635,747	1,137	7,020,465	1,966,707	483,807
FRANKLIN	18,673,145	3,277,854	158	1,124,653	406,884	75,135
FULTON	29,668,745	5,098,756	259	1,767,340	717,100	117,085
GARLAND	783,032,225	133,851,900	7,595	43,954,531	16,279,438	3,088,622
GRANT	8,031,398	991,078	56	483,718	162,502	32,171
GREENE	31,235,935	5,649,248	296	1,853,025	663,917	131,015
HEMPSTEAD	57,323,717	10,804,456	565	3,414,535	1,369,951	227,548
HOT SPRING	41,784,961	6,558,638	320	2,507,755	962,819	163,394
HOWARD	5,184,189	602,366	26	322,694	101,368	22,055
INDEPENDENCE	45,495,774	8,932,532	504	2,708,821	887,072	187,833
IZARD	29,768,559	4,412,690	216	1,761,471	747,481	110,113
JACKSON	18,413,882	2,904,284	151	1,109,877	333,487	75,430
JEFFERSON	147,139,858	26,886,667	1,419	7,972,996	2,978,478	562,118
JOHNSON	37,136,156	6,932,675	349	2,216,436	723,844	157,566
LAFAYETTE	37,672,398	4,589,641	231	2,233,880	1,052,593	138,569
LAWRENCE	19,391,606	2,901,366	146	1,171,876	433,857	79,267
LEE	4,404,247	612,283	35	261,335	123,140	13,556
LINCOLN	5,673,195	789,890	34	346,508	119,733	22,048
LITTLE RIVER	29,236,111	4,154,798	215	1,723,085	900,817	112,580

Table 2 – Impact of Travel on Arkansas Counties – 2016 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	15,083,596	2,610,818	126	931,843	436,989	55,474
LONOKE	42,474,341	7,067,719	337	2,546,560	733,288	165,551
MADISON	12,232,782	1,763,871	71	741,722	320,371	47,406
MARION	55,498,385	10,830,143	553	3,280,943	1,254,866	222,625
MILLER	103,838,010	17,770,807	777	4,758,573	1,543,909	414,943
MISSISSIPPI	128,983,100	27,170,106	1,351	7,728,024	2,568,011	554,344
MONROE	37,234,205	6,542,006	331	2,221,078	675,380	147,555
MONTGOMERY	33,593,846	5,035,554	264	1,976,197	1,045,432	119,399
NEVADA	28,510,319	4,924,771	173	1,206,660	416,953	75,845
NEWTON	15,294,915	2,819,992	156	907,556	356,363	60,026
OUACHITA	39,299,228	6,867,234	343	2,334,659	721,806	173,100
PERRY	21,794,587	3,034,005	130	1,271,341	719,326	76,847
PHILLIPS	31,520,026	4,926,839	280	1,893,694	681,617	125,394
PIKE	21,473,882	3,824,152	208	1,273,841	462,175	86,146
POINSETT	18,826,587	2,025,511	98	1,166,647	339,367	82,691
POLK	26,248,461	4,684,830	253	1,555,719	558,243	101,850
POPE	175,474,810	26,714,814	1,389	7,487,097	2,466,526	694,991
PRAIRIE	6,353,129	959,731	52	391,888	145,086	25,879
PULASKI	1,910,288,434	360,939,677	13,793	72,786,006	32,658,163	6,417,940
RANDOLPH	22,584,845	2,955,150	145	1,341,911	590,492	97,593
SALINE	65,393,403	11,938,328	679	3,879,828	1,187,581	265,599
SCOTT	7,815,363	1,403,508	69	465,803	190,605	27,997
SEARCY	11,511,519	1,816,829	86	694,361	268,889	55,831
SEBASTIAN	477,474,550	76,363,157	3,075	16,762,294	5,820,345	1,577,716
SEVIER	20,224,281	3,082,274	159	1,200,184	396,730	76,379
SHARP	55,420,090	8,279,299	409	3,266,731	1,444,858	210,291
ST. FRANCIS	53,588,149	9,215,843	446	3,251,171	1,069,408	220,151
STONE	90,281,189	17,156,614	857	5,218,213	1,913,922	365,947
UNION	146,599,203	16,626,840	984	7,108,237	2,251,343	532,571
VAN BUREN	61,208,855	9,958,791	533	3,776,885	1,764,835	226,248
WASHINGTON	481,886,269	113,749,402	4,905	26,053,589	7,775,594	1,985,738
WHITE	66,287,723	10,850,179	623	3,933,637	1,132,700	265,476
WOODRUFF	8,750,341	1,157,538	59	521,946	238,705	29,557
YELL	17,462,063	2,205,695	114	1,024,462	468,523	60,421
TOTALS	7,657,007,820	1,383,055,964	65,967	393,501,339	144,858,237	29,237,545

* 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 – 2016 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	364,146,523	67,626,425	3,602	23,393,411	9,075,611	1,562,880
CARROLL	259,743,242	53,680,828	3,219	16,204,906	4,850,213	1,076,915
MADISON	12,232,782	1,763,871	71	741,722	320,371	47,406
WASHINGTON	481,886,269	113,749,402	4,905	26,053,589	7,775,594	1,985,738
TOTALS	1,118,008,816	236,820,527	11,796	66,393,627	22,021,789	4,672,939
OZARK MOUNTAIN REGION						
BAXTER	260,545,463	47,759,681	2,371	15,254,096	4,791,766	1,081,152
BOONE	86,108,721	15,825,799	856	5,114,790	1,656,917	361,583
MARION	55,498,385	10,830,143	553	3,280,943	1,254,866	222,625
NEWTON	15,294,915	2,819,992	156	907,556	356,363	60,026
SEARCY	11,511,519	1,816,829	86	694,361	268,889	55,831
TOTALS	428,959,004	79,052,444	4,022	25,251,746	8,328,800	1,781,217
OZARK GATEWAY						
FULTON	29,668,745	5,098,756	259	1,767,340	717,100	117,085
INDEPENDENCE	45,495,774	8,932,532	504	2,708,821	887,072	187,833
IZARD	29,768,559	4,412,690	216	1,761,471	747,481	110,113
JACKSON	18,413,882	2,904,284	151	1,109,877	333,487	75,430
LAWRENCE	19,391,606	2,901,366	146	1,171,876	433,857	79,267
RANDOLPH	22,584,845	2,955,150	145	1,341,911	590,492	97,593
SHARP	55,420,090	8,279,299	409	3,266,731	1,444,858	210,291
STONE	90,281,189	17,156,614	857	5,218,213	1,913,922	365,947
TOTALS	311,024,689	52,640,690	2,687	18,346,241	7,068,269	1,243,557
WESTERN ARKANSAS' MOUNTAIN FRONTIER						
CRAWFORD	52,795,519	8,752,358	451	3,197,876	911,895	216,953
FRANKLIN	18,673,145	3,277,854	158	1,124,653	406,884	75,135
LOGAN	15,083,596	2,610,818	126	931,843	436,989	55,474
POLK	26,248,461	4,684,830	253	1,555,719	558,243	101,850
SCOTT	7,815,363	1,403,508	69	465,803	190,605	27,997
SEBASTIAN	477,474,550	76,363,157	3,075	16,762,294	5,820,345	1,577,716
TOTALS	598,090,635	97,092,524	4,133	24,038,187	8,324,960	2,055,125
ARKANSAS RIVER VALLEY TRI-PEAKS						
CONWAY	30,808,766	5,311,500	286	1,845,231	701,981	131,910
JOHNSON	37,136,156	6,932,675	349	2,216,436	723,844	157,566
LOGAN	15,083,596	2,610,818	126	931,843	436,989	55,474
PERRY	21,794,587	3,034,005	130	1,271,341	719,326	76,847
POPE	175,474,810	26,714,814	1,389	7,487,097	2,466,526	694,991
YELL	17,462,063	2,205,695	114	1,024,462	468,523	60,421
TOTALS	297,759,978	46,809,507	2,394	14,776,409	5,517,189	1,177,208
GREERS FERRY LAKE/LITTLE RED RIVER						
CLEBURNE	178,817,931	29,271,729	1,469	10,563,662	5,067,327	710,057
VAN BUREN	61,208,855	9,958,791	533	3,776,885	1,764,835	226,248
WHITE	66,287,723	10,850,179	623	3,933,637	1,132,700	265,476
WOODRUFF	8,750,341	1,157,538	59	521,946	238,705	29,557
TOTALS	315,064,850	51,238,237	2,685	18,796,130	8,203,566	1,231,338

Table 4 — Impact of Travel on Arkansas Tourism Regions by County – 2016 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	117,520,613	21,635,747	1,137	7,020,465	1,966,707	483,807
LONOKE	42,474,341	7,067,719	337	2,546,560	733,288	165,551
PRAIRIE	6,353,129	959,731	52	391,888	145,086	25,879
PULASKI	1,910,288,434	360,939,677	13,793	72,786,006	32,658,163	6,417,940
SALINE	65,393,403	11,938,328	679	3,879,828	1,187,581	265,599
TOTALS	2,142,029,919	402,541,202	15,997	86,624,746	36,690,825	7,358,776
DIAMOND LAKES						
CLARK	65,273,540	12,617,139	620	3,970,346	1,093,563	272,730
GARLAND	783,032,225	133,851,900	7,595	43,954,531	16,279,438	3,088,622
HOT SPRING	41,784,961	6,558,638	320	2,507,755	962,819	163,394
MONTGOMERY	33,593,846	5,035,554	264	1,976,197	1,045,432	119,399
PIKE	21,473,882	3,824,152	208	1,273,841	462,175	86,146
TOTALS	945,158,455	161,887,384	9,007	53,682,669	19,843,426	3,730,291
ARKANSAS' LAND OF LEGENDS						
CLEVELAND	5,297,911	673,106	34	305,789	142,239	15,002
GRANT	8,031,398	991,078	56	483,718	162,502	32,171
JEFFERSON	147,139,858	26,886,667	1,419	7,972,996	2,978,478	562,118
LINCOLN	5,673,195	789,890	34	346,508	119,733	22,048
TOTALS	166,142,363	29,340,742	1,542	9,109,011	3,402,953	631,339
ARKANSAS'S GREAT SOUTHWEST						
HEMPSTEAD	57,323,717	10,804,456	565	3,414,535	1,369,951	227,548
HOWARD	5,184,189	602,366	26	322,694	101,368	22,055
LAFAYETTE	37,672,398	4,589,641	231	2,233,880	1,052,593	138,569
LITTLE RIVER	29,236,111	4,154,798	215	1,723,085	900,817	112,580
MILLER	103,838,010	17,770,807	777	4,758,573	1,543,909	414,943
NEVADA	28,510,319	4,924,771	173	1,206,660	416,953	75,845
SEVIER	20,224,281	3,082,274	159	1,200,184	396,730	76,379
TOTALS	281,989,025	45,929,114	2,145	14,859,611	5,782,320	1,067,919
ARKANSAS' SOUTH						
ASHLEY	33,172,842	6,013,870	340	1,954,561	688,714	137,861
BRADLEY	13,052,034	1,966,534	87	809,490	364,391	46,394
CALHOUN	4,354,858	419,488	12	261,528	150,615	10,790
COLUMBIA	32,798,026	5,890,584	304	1,956,590	648,547	131,284
DALLAS	16,034,422	2,245,162	113	982,539	383,317	65,167
OUACHITA	39,299,228	6,867,234	343	2,334,659	721,806	173,100
UNION	146,599,203	16,626,840	984	7,108,237	2,251,343	532,571
TOTALS	285,310,612	40,029,712	2,184	15,407,603	5,208,734	1,097,168

Table 4 — Impact of Travel on Arkansas Tourism Regions by County – 2016 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	41,602,778	6,432,540	329	2,472,482	905,424	170,903
CHICOT	15,302,883	3,099,754	151	910,582	314,362	61,756
CLAY	19,564,601	3,005,285	145	1,159,688	483,543	77,131
CRAIGHEAD	120,933,902	22,868,623	1,228	7,264,278	1,980,205	500,596
CRITTENDEN	204,653,280	37,062,750	2,036	12,498,544	3,718,683	848,642
CROSS	17,594,902	3,000,844	155	1,050,946	333,502	73,698
DESHA	26,935,549	4,923,603	291	1,607,872	501,727	114,892
DREW	30,172,926	5,749,465	327	1,807,833	544,108	123,817
GREENE	31,235,935	5,649,248	296	1,853,025	663,917	131,015
LEE	4,404,247	612,283	35	261,335	123,140	13,556
MISSISSIPPI	128,983,100	27,170,106	1,351	7,728,024	2,568,011	554,344
MONROE	37,234,205	6,542,006	331	2,221,078	675,380	147,555
PHILLIPS	31,520,026	4,926,839	280	1,893,694	681,617	125,394
POINSETT	18,826,587	2,025,511	98	1,166,647	339,367	82,691
ST. FRANCIS	53,588,149	9,215,843	446	3,251,171	1,069,408	220,151
TOTALS	782,553,071	142,284,700	7,501	47,147,200	14,902,394	3,246,141

* Data are preliminary, and may be revised when new benchmark is received.

Note: Details may not add due to rounding.

SURVEYS OF POTENTIAL ARKANSAS VISITORS

Study Among Those Requesting Information Prompted By Media Exposure (Mail Survey)

From January 1 through August 15, 2016, the Tourism Division received 99,089 requests for travel information that were associated with the Spring 2016 Advertising Campaign. Four thousand of these potential Arkansas visitors were contacted to participate in our study via a mail survey. This survey provides information about the characteristics, interests and behaviors of these potential travelers to Arkansas, including how many subsequently did visit the state. Here are a few key insights from this year's study results:

- Our 2016 study participants were more likely to have visited Arkansas in the past year (45.8%, a 6% increase from 2015), as well as more likely to be planning an Arkansas visit within the next 12 months (88.7%, an 8% increase from 2015).
- Respondents reported receiving the travel material they requested in 15.3 days, one day faster than reported in 2015.
- Among those who traveled to Arkansas, the overall duration of the trip was slightly shorter in 2016, as was the duration of time spent in Arkansas (average total trip length fell to 6.3 nights away from home, with 4.0 nights spent in Arkansas).

- Travelers also reported a decrease in their trip expenditures, with \$450 spent in Arkansas vs. \$525 in 2015. It should be noted that the travelers surveyed in 2016 reported a lower median household income vs. the study participants from 2015 (\$52,725, 21% lower than 2015).
- New for 2016, travelers to Arkansas were asked to rate their overall trip experience on a scale of 1 to 10: Arkansas scored an 8.8 rating score.

Table 5 summarizes responses for each question in both the 2015 and 2016 surveys. To keep costs down, only a limited number of source media are surveyed each year. For Spring 2016, the Tourism Division selected three magazines (*AARP*, *Midwest Living* and *Southern Living*); one online project (travelinformation.com) and one newspaper project (the Spring/Summer Pre-Print Insert). For a list of publications surveyed to date, see Table 6.

The results of the study, by source 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.

Figure 4 illustrates how Arkansas information was used in planning trips, and Figure 5 compares reasons given in 2015 and 2016 for not visiting Arkansas.

FIGURE 4
HOW INFORMATION WAS USED
IN PLANNING
SPRING 2016

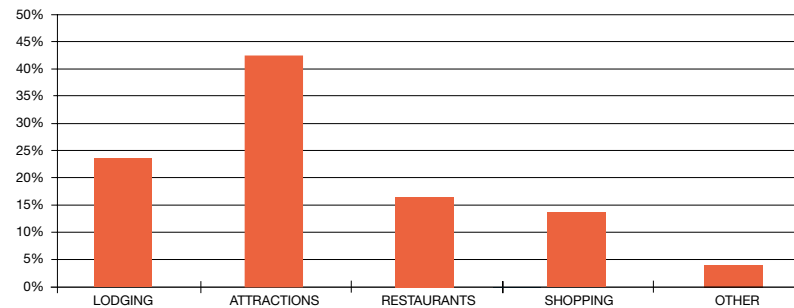


FIGURE 5
REASONS FOR NOT TRAVELING
TO ARKANSAS

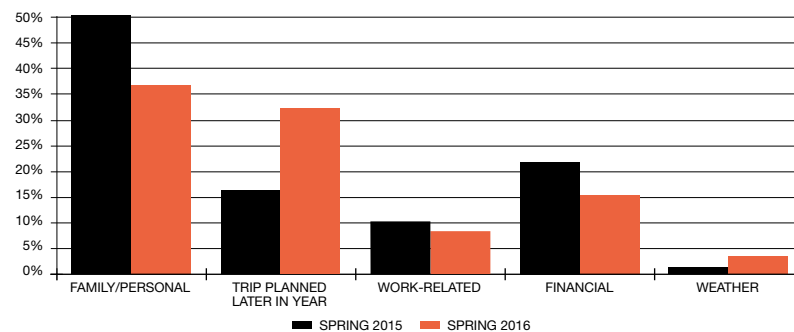


Table 5 – Study of Potential Arkansas Visitors (Mail) Summary, 2016 and 2015

QUESTION	2016	2015
1. Visited Arkansas	45.8%	43.2%
1-2 times	33.0%	34.2%
3-4 times	7.1%	5.1%
5 or more times	5.7%	3.9%
2. Average time from initial request to receipt (days)	15.3	16.8
3. Average trip planning time before trip (weeks)	6.9	7.3
4. Information used in planning for:		
Lodging	23.2%	21.7%
Attractions	42.5%	43.5%
Restaurants	16.2%	14.1%
Shopping	14.3%	13.7%
Other	3.8%	7.0%
5. Visited Arkansas.com	40.3%	40.5%
1-4 times	33.6%	35.0%
5-9 times	3.2%	3.0%
10 or more times	3.5%	2.5%
6. Plan to visit Arkansas within the next 12 months	88.7%	82.0%
1-2 times	75.7%	70.8%
3-4 times	7.8%	6.7%
5 or more times	5.2%	4.5%
7. Planned to visit:		
Northwest	22.4%	22.6%
Upper Delta	13.2%	11.8%
Southwest	15.2%	13.5%
North Central	17.0%	18.7%
Central	21.5%	22.7%
Lower Delta	10.8%	10.6%
8. Reasons cited for being unable to travel in Arkansas:		
Family/Personal	36.6%	50.5%
Trip planned later in year	32.4%	16.1%
Work-related	8.1%	10.6%
Financial	15.4%	22.5%
Weather	3.2%	0.3%
9. Gender of respondent:		
Male	39.0%	45.6%
Female	49.9%	46.6%
Preferred not to answer	11.2%	7.8%
10. Median household income	\$52,725	\$66,806
11. Average travel party size	3.2	2.8
12. Median age of travel party	58.2	61.5
13. Average number of nights away from home	6.3	6.9
14. Average number of nights spent in Arkansas	4.0	4.2
15. Median trip expenditures		
Total	\$719	\$863
Arkansas	\$450	\$525
16. Average rating for trip to Arkansas	8.8	•

• Indicates new metric beginning Spring 2016.

Source: 2016 and 2015 Studies of Potential Arkansas Visitors (Mail), Arkansas Department of Parks and Tourism.

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed

	SPRING 2011	FALL 2011	SPRING 2012	FALL 2012	SPRING 2013	FALL 2013	SPRING 2014	FALL 2014	SPRING 2015	FALL 2015	SPRING 2016
MAGAZINES											
AARP Magazine	61.2	57.3	43.1	48.0	27.7	24.2	32.8	34.2	35.9	34.2	35.4
Better Homes & Gardens							33.0				
Endless Vacation	39.9		26.2		34.0		47.2				
Family Circle	57.1	53.3	50.8								
Family Fun	37.3				31.5			38.1			
Good Housekeeping	45.1										
Guideposts	29.3		33.7	39.9	27.7						
Midwest Living	50.6	52.1	61.4	42.6	38.8	31.3	44.1	44.4	45.5		50.0
Midwest Traveler			68.3								
National Geographic Traveler			31.7	35.8							
Outside			29.6					21.1			
Rand McNally		53.3									
Smithsonian			69.0								
Southern Living	64.2	57.3		54.4	52.5	39.5	40.3	41.7	48.1	36.4	44.7
Woman's Day	47.8										
OTHER											
Engage TV								42.5			
Preprint	87.4		80.9				72.5				75.9
Television-General	69.2		81.6		70.6						
TravelInformation.com*			49.9					43.6			41.2

• Insufficient Response
 * Formerly Rand McNally

Table 7 – 2016 Survey of Potential Arkansas Visitors (Mail) by Media Source

	GRAND TOTAL	MAGAZINE TOTAL	AARP	MIDWEST LIVING	SOUTHERN LIVING	SUMMER PRE-PRINT
Visited Arkansas in the last 12 months:						
1-2 times	45.8%	58.8%	35.4%	50.0%	44.7%	75.9%
3-4 times	33.0%	31.6%	27.6%	38.8%	33.6%	39.7%
5 or more times	7.1%	3.9%	3.0%	4.3%	5.0%	28.4%
	5.7%	5.6%	4.8%	6.9%	6.1%	7.8%
Average time from initial request to receipt (days):	15.3	15.7	15.6	16.4	15.4	13.6
Average planning time for trip (weeks):	6.9	7.0	6.9	7.0	7.2	6.1
Visited arkansas.com:	40.3%	33.8%	32.7%	34.2%	35.1%	66.1%
1-4 times	33.6%	28.7%	27.4%	29.8%	29.9%	49.6%
5-9 times	3.2%	2.8%	3.4%	1.8%	2.4%	6.1%
10 or more times	3.5%	2.3%	1.9%	2.6%	2.8%	10.4%
Percent planning to visit Arkansas in next 12 months:	88.7%	86.1%	83.5%	86.4%	89.3%	91.9%
1-2 times	75.7%	73.9%	72.8%	72.7%	75.8%	44.5%
3-4 times	7.8%	7.9%	7.0%	8.2%	9.0%	10.9%
5 or more times	5.2%	4.3%	3.8%	5.5%	4.5%	27.3%
Information used in planning for:						
Lodging	23.2%	23.2%	24.7%	21.7%	21.9%	23.2%
Attractions	42.5%	41.3%	42.3%	37.4%	41.9%	50.2%
Restaurants	16.2%	16.9%	16.0%	19.1%	17.0%	11.8%
Shopping	14.3%	14.8%	13.3%	20.0%	14.3%	11.8%
Other	3.8%	3.8%	3.8%	1.7%	4.9%	3.0%
Planned to visit:						
Northwest	22.4%	22.0%	20.9%	25.2%	21.7%	24.7%
Upper Delta	13.2%	13.3%	14.1%	13.0%	12.4%	11.0%
Southwest	15.2%	15.5%	15.2%	12.6%	17.2%	13.1%
North Central	17.0%	16.5%	16.2%	21.8%	14.3%	21.2%
Central	21.5%	21.4%	21.0%	20.2%	22.4%	23.3%
Lower Delta	10.8%	11.4%	12.6%	7.3%	12.0%	6.7%

Table 7 – 2016 Survey of Potential Arkansas Visitors (Mail) by Media Source (continued)

	GRAND TOTAL	MAGAZINE TOTAL	AARP	MIDWEST LIVING	SOUTHERN LIVING	SUMMER PRE-PRINT
Activities respondents planned to participate in:						
Agritourism/Ecotourism	1.0%	1.2%	1.5%	0.9%	0.9%	0.0%
Bicycling	1.3%	1.2%	1.2%	1.7%	1.1%	1.4%
Camping	5.0%	4.6%	4.4%	5.3%	4.5%	5.9%
Dining	11.5%	11.6%	11.2%	10.9%	12.6%	11.5%
Fairs & Festivals	6.8%	7.0%	6.8%	6.5%	7.4%	6.7%
Hiking/Rock Climbing	3.0%	2.7%	2.0%	3.6%	3.1%	4.3%
Horseback Riding	1.8%	1.7%	1.7%	2.0%	1.5%	1.8%
Mountain Biking	0.5%	0.5%	0.6%	0.8%	0.3%	0.3%
Racing & Gaming	1.7%	1.7%	2.0%	1.5%	1.5%	1.1%
Water Sports & Recreation	2.9%	2.7%	2.7%	2.7%	2.6%	4.5%
Wildlife Watching	6.9%	7.0%	7.5%	7.0%	6.4%	6.2%
Beer & Wine Tours	3.3%	3.4%	3.6%	3.5%	3.3%	2.7%
Cabining	3.1%	3.0%	3.1%	2.7%	3.1%	3.5%
Culture/Art	4.8%	5.0%	5.1%	4.7%	4.9%	4.1%
Dual Sport Motorcycling	0.3%	0.3%	0.3%	0.5%	0.1%	0.6%
Fishing/Hunting	3.7%	3.7%	4.0%	3.6%	3.3%	3.8%
Historic Sites/Museums	11.7%	12.0%	11.6%	12.6%	12.2%	10.5%
Motorcycling	0.8%	0.5%	0.6%	0.8%	0.2%	1.9%
Music/Performances	4.7%	4.7%	4.8%	5.1%	4.4%	4.9%
Shopping	8.7%	8.8%	7.8%	8.9%	10.0%	7.8%
Sightseeing	13.8%	13.7%	14.1%	12.3%	13.9%	14.0%
Weddings	0.6%	0.7%	0.9%	0.9%	0.3%	0.5%
Other	2.1%	2.3%	2.5%	1.7%	2.3%	1.8%
For those unable to travel to Arkansas, reasons cited:						
Family/Personal reasons	36.6%	40.8%	41.8%	37.7%	29.9%	35.5%
Trip planned for later in the year	32.4%	28.7%	28.6%	29.0%	37.7%	35.5%
Work-related reasons	8.1%	7.3%	6.8%	8.7%	8.4%	9.7%
Financial reasons	15.4%	14.9%	14.1%	17.4%	17.5%	12.9%
Weather-related	3.2%	2.8%	3.2%	1.4%	3.9%	3.2%

Table 7 – 2016 Survey of Potential Arkansas Visitors (Mail) by Media Source (continued)

	GRAND TOTAL	MAGAZINE TOTAL	AARP	MIDWEST LIVING	SOUTHERN LIVING	SUMMER PRE-PRINT
Respondent's gender:						
Male	39.0%	40.8%	50.5%	37.1%	20.9%	23.5%
Female	49.9%	47.7%	36.3%	50.0%	42.3%	70.6%
Preferred not to answer	11.2%	11.5%	13.2%	12.9%	6.1%	5.9%
Median household income:	\$52,725	\$51,456	\$50,909	\$50,192	\$50,909	\$59,063
Average travel party size:	3.2	3.0	2.7	3.3	3.1	2.9
Median age of travel party:	58.2	60.0	65.2	53.9	58.5	54.9
Percentage of travelers by age group:						
Under 18 years old	12.5%	11.0%	8.6%	13.7%	11.8%	16.0%
18-24 years old	4.4%	4.7%	4.3%	6.5%	4.0%	2.1%
25-34 years old	4.4%	4.0%	3.4%	7.2%	2.9%	3.7%
35-44 years old	8.3%	6.4%	3.4%	8.6%	7.7%	13.6%
45-54 years old	13.9%	13.5%	9.9%	15.8%	15.4%	14.8%
55-64 years old	20.2%	20.5%	19.4%	17.3%	23.2%	20.6%
65 years old or older	36.3%	39.8%	50.9%	30.9%	34.9%	29.2%
Average nights away from home:						
Total	6.3	6.8	7.6	6.6	5.6	5.5
Arkansas	4.0	4.1	4.6	4.2	3.4	4.1
Median trip expenditures						
Total	\$719	\$741	\$858	\$844	\$643	\$641
Arkansas	\$450	\$453	\$521	\$539	\$389	\$479
Average rating for trip to Arkansas:	8.8	8.7	8.7	8.6	8.8	9.3

Note: TravelInformation.com not shown due to insufficient response.

Table 8 – Ratio of Travel Expenditures Generated to the Cost of 2016 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	2,681	\$83,438.00	35.4	950	\$520.54	\$494,524.08	5.9
Midwest Living	1,496	\$63,834.00	50.0	748	\$538.78	\$403,007.53	6.3
Southern Living	2,564	\$65,477.00	44.7	1,145	\$388.88	\$445,259.01	6.8
SUBTOTALS MAGAZINE	6,741	\$212,749.00	58.8	3,963	\$452.66	\$1,793,915.42	8.4
Summer Pre-Print	2,497	\$100,000.00	75.9	1,894	\$478.75	\$906,880.33	9.1
TravellInformation.com	2,013	\$1,610.40	•	•	•	•	•
TOTALS ALL MEDIA SURVEYED	11,251	\$314,359.40	45.8	5,151	\$450.23	\$2,319,301.46	7.4
TOTALS ALL MEDIA	99,089	\$5,290,344.25	45.8	45,369	\$450.23	\$20,426,385.45	3.9

* 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.

• Insufficient Response

NOTE: Totals may not add due to rounding.

SURVEYS OF POTENTIAL ARKANSAS VISITORS (CONTINUED)

Study Among Those Requesting Information via Arkansas.com (Online Survey)

The Arkansas Department of Parks and Tourism website (Arkansas.com) received 6,296,711 visits during 2016, with 49,397 requesting some type of travel information via the website. An online survey of a portion of these potential visitors to Arkansas was conducted in December 2016. The survey instrument, along with a letter from the Tourism Director, was e-mailed to 28,901 households, and the survey response rate was 9.5% with 2,753 responses. Results are summarized below.

- Respondents who had requested travel information from Arkansas.com were almost 2x more likely to have visited Arkansas in the past year (84.5% vs. 45.8% of those who requested travel information prompted by traditional media).
- Online respondents were much more likely to report having taken multiple trips in Arkansas in the past year (32.7% visited Arkansas five or more times in the past year) and to be planning multiple trips in the future (31.1%).

- Naturally, our online respondents are more likely to have visited Arkansas.com to plan their trip (95.1% vs. 40.3%), but many visited the site more than just a couple of times to request information: over 20% said they visited Arkansas.com five or more times.
- Potential Arkansas visitors from our online study skewed younger (49.5 media age vs. 58.2) and had higher household incomes (\$60,324 vs. \$55,725) than potential visitors from our mail study.
- Although Arkansas visitors who had requested travel information online reported spending an average of two more nights in Arkansas (6.6 average nights vs. 4.0 nights), their reported trip expenditure amount was even with our offline visitors due to lower spending overall (\$446 vs. \$450).

A full summary comparing the results from the mail and online study can be found in Table 9.

Table 9 – Study of Potential Arkansas Visitors Summary, Online vs. Mail

QUESTION	2016 (ONLINE)	2016 (MAIL)
1. Visited Arkansas	84.5%	45.8%
1-2 times	41.6%	33.0%
3-4 times	10.2%	7.1%
5 or more times	32.7%	5.7%
2. Average time from initial request to receipt (days)	12.1	15.3
3. Average trip planning time before trip (weeks)	6.1	6.9
4. Information used in planning for:		
Lodging	19.8%	23.2%
Attractions	43.8%	42.5%
Restaurants	14.4%	16.2%
Shopping	10.9%	14.3%
Other	11.1%	3.8%
5. Visited Arkansas.com	95.1%	40.3%
1-4 times	74.4%	33.6%
5-9 times	14.8%	3.2%
10 or more times	5.9%	3.5%
6. Plan to visit Arkansas within the next 12 months	89.6%	88.7%
1-2 times	47.0%	75.7%
3-4 times	11.5%	7.8%
5 or more times	31.1%	5.2%
7. Planned to visit:		
Northwest	26.2%	22.4%
Upper Delta	10.5%	13.2%
Southwest	13.0%	15.2%
North Central	21.9%	17.0%
Central	22.2%	21.5%
Lower Delta	6.1%	10.8%
8. Reasons cited for being unable to travel in Arkansas:		
Family/Personal	33.6%	36.6%
Trip planned later in year	15.8%	32.4%
Work-related	18.0%	8.1%
Financial	16.3%	15.4%
Weather	3.1%	3.2%
9. Gender of respondent:		
Male	45.6%	39.0%
Female	53.6%	49.9%
Preferred not to answer	0.8%	11.2%
10. Median household income	\$60,324	\$52,725
11. Average travel party size	3.1	3.2
12. Median age of travel party	49.5	58.2
13. Average number of nights away from home	8.1	6.3
14. Average number of nights spent in Arkansas	6.6	4.0
15. Median trip expenditures		
Total	\$547	\$719
Arkansas	\$446	\$450

Source: 2016 Studies of Potential Arkansas Visitors, Arkansas Department of Parks and Tourism.

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 2016 was 9,239. Table 10 contains a comparison of the 2016 and 2015 Welcome Center Surveys.

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 Illinois. These five states account for 53.6% of the total.

- The median age of those stopping for assistance at Arkansas Welcome Centers during 2016 was 56.2 years.
- When asked the main purpose of their trip, those surveyed responded in order of preference: visiting friends or relatives (42.2%), recreation or entertainment (31.2%), business or medical (10.8%), weekend getaway (5.2%) and special event (4.7%).
- Those surveyed indicated their trip lasted 6.3 nights, with 3.3 (53.5%) of those nights spent in Arkansas. Respondents estimated their total trip expenditures totaled \$610.
- Most visitors to Arkansas Welcome Centers are traveling in Passenger Vehicles (87.5%), followed by RV/Motor Homes (5.8%), Business/Government Vehicles (3.5%) or Motorcycles (1.9%).
- Nearly one-quarter of the Welcome Center respondents say they have traveled to Arkansas 5/+ times in the past 12 months (23.8%).

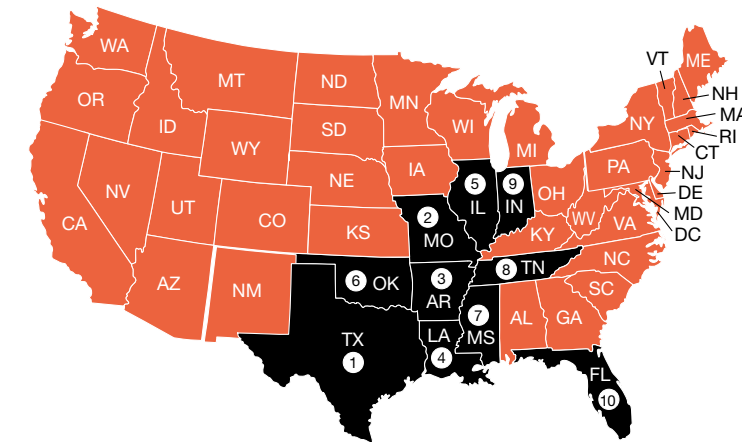


FIGURE 6
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN
2016

Table 10 – Comparison of 2016 and 2015 Welcome Center Surveys

TOP 15 STATES OF ORIGIN, 2016 AND 2015

STATE OF ORIGIN	2016 RANK	2016 PERCENT OF TOTAL	2015 RANK	2015 PERCENT OF TOTAL
Texas	1	19.2%	1	17.9%
Missouri	2	11.6%	2	11.1%
Arkansas	3	9.3%	3	9.5%
Louisiana	4	7.2%	4	7.3%
Illinois	5	6.2%	6	6.4%
Oklahoma	6	5.9%	5	6.7%
Mississippi	7	4.6%	7	5.1%
Tennessee	8	4.3%	8	3.9%
Indiana	9	2.7%	10	2.6%
Florida	10	2.4%	11	2.2%
Michigan	11	2.3%	9	2.8%
Wisconsin	12	2.2%	12	2.0%
Ohio	13	1.9%	15	1.7%
Iowa	14	1.8%	14	1.8%
Kansas	15	1.6%	13	1.9%
Other		16.9%		17.1%

AVERAGE AGE
Median for All Members of the Travel Party

2016 – 56.2
2015 – 55.0

PURPOSE OF TRIP	2016	2015
Visit friends/relatives	42.2%	39.8%
Recreation/Entertainment*	31.2%	20.9%
Business/Medical*	10.8%	18.9%
Weekend Getaway*	5.2%	NA
Special Event*	4.7%	NA
Other	5.9%	4.7%

* New response wording in 2016; use caution in comparison to 2015 data.

NA = Response option was not available in 2015.

NIGHTS AWAY FROM HOME	2016	2015
1	4.7%	5.3%
2	10.3%	10.6%
3	12.3%	10.2%
4	11.5%	10.7%
5	9.1%	9.3%
6	7.8%	10.0%
7	10.4%	9.8%
8+	34.0%	33.9%
Median Nights:	6.3	6.7

NIGHTS SPENT IN ARKANSAS

	2016	2015
1	25.9%	28.1%
2	19.6%	19.7%
3	15.3%	14.6%
4	12.2%	10.6%
5	6.8%	5.5%
6	6.4%	9.3%
7	5.5%	4.0%
8+	8.3%	8.3%
Median Nights:	3.3	3.3

AVERAGE EXPENDITURE PER TRIP

2016 – \$610
2015 – \$758

WHAT MOST INFLUENCED TRIP

	2016	2015
Shortest Route	41.0%	40.1%
Previous Visit	27.0%	34.9%
Friend/Relative	16.7%	12.3%
Business	7.2%	7.1%
Advertisement	3.9%	5.5%
Other*	3.2%	NA
Arkansas.com*	1.1%	NA

* New response option in 2016.

NA = Response option was not available in 2015.

Table 10 – Comparison of 2016 and 2015 Welcome Center Surveys (continued)

VEHICLE TYPE**	2016
Passenger Vehicle	87.5%
RV/Motor home	5.8%
Business/Government Vehicle	3.5%
Motorcycle	1.9%
Other	+
Bicycle	+
Tour Bus	+

** New question in 2016.

+ Less than 0.5%

TIMES TRAVELED TO ARKANSAS IN PAST 12 MONTHS**

	2016
1-2	49.3%
3-4	26.9%
5-6	9.6%
7+	14.2%

** New question in 2016.

Source: 2016 and 2015 Arkansas State Welcome Center Surveys.

WELCOME CENTER REGISTRATION SUMMARY

During 2016, 923,974 travelers were greeted by travel consultants at the 13 Arkansas State Welcome Centers. In addition to providing customized travel information to visitors, the Welcome Centers collect a variety of data about the travelers who visit. Figure 7 compares 2016 and 2015 visitor totals by month. Of those who stopped for assistance, half (51.6%) were traveling for leisure, while 37.8% 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, Northwest Arkansas and Ozark Gateway. The planned final destination varies greatly by the Welcome Center stopped at, which can be seen in Table 13.

FIGURE 7
WELCOME CENTER VISITORS BY MONTH 2015-2016

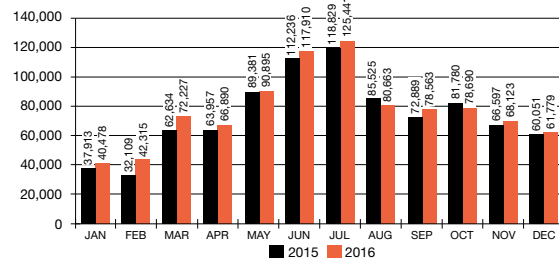
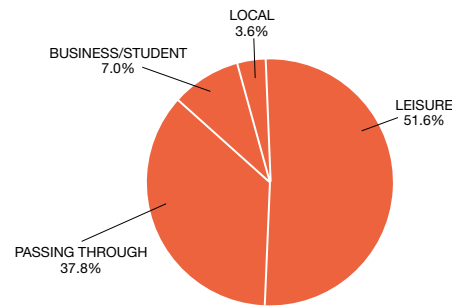


FIGURE 8
WELCOME CENTER VISITORS BY REASONS FOR TRAVEL 2016



Visitation levels to Arkansas State Welcome Centers from both United States and International travelers were very comparable to 2015: U.S. travelers were down just 0.68%, while international travelers were up 0.92%. 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	2/08/78	11/19/13
8. Lake Village	6/30/80	5/18/09
9. El Dorado	1/10/69	11/05/04
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 currently being rebuilt
- 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 54-55 for an update on the rebuilding program currently in progress.

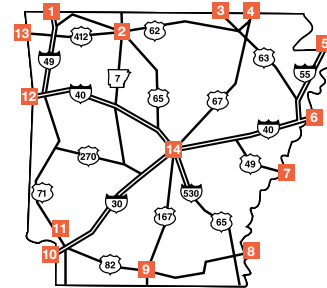


FIGURE 9
WELCOME CENTER INTERNATIONAL VISITORS TOP FIVE COUNTRIES 2016

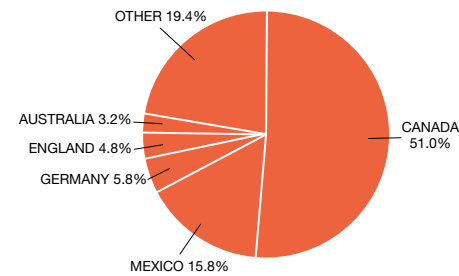


Table 11 – Welcome Center Summary Table 2016
Table 12 – Visitor Reasons for Travel and Welcome Center 2016

	VEHICLES	GROWTH RATE	VISITORS	GROWTH RATE	VISITORS/VEHICLE	GROWTH RATE	TOTAL DAYS SPENT IN ARKANSAS	GROWTH RATE
Bentonville	11,423	-7.0%	23,511	-4.0%	2.00	0.1%	35,399	16.0%
Blytheville	47,040	-6.0%	114,855	-2.7%	2.40	3.5%	95,435	29.0%
Corning	31,030	-0.1%	63,779	6.4%	2.10	6.5%	80,136	12.7%
El Dorado	20,129	45.0%	49,114	42.0%	2.40	-2.0%	59,701	96.9%
Harrison	24,859	-9.8%	59,368	-8.7%	2.40	1.2%	74,141	10.7%
Helena-West Helena	13,322	0.5%	23,864	-2.1%	1.80	-2.6%	32,574	55.3%
Lake Village	23,831	-4.4%	57,991	1.1%	2.40	5.7%	64,877	43.5%
Mammoth Spring	28,857	-4.8%	77,038	-1.8%	2.70	3.2%	48,613	-4.0%
Red River	9,540	23.6%	20,271	27.3%	2.10	3.0%	30,690	74.7%
Siloam Springs	10,463	4.8%	20,966	4.8%	2.00	0.0%	27,685	50.0%
Texarkana	103,491	2.9%	248,312	8.7%	2.40	5.6%	220,549	3.7%
Van Buren/Fort Smith	36,945	-4.3%	89,748	1.2%	2.40	5.8%	68,176	-15.7%
West Memphis	30,642	4.6%	75,157	9.5%	2.50	4.7%	62,468	25.4%
TOTALS	391,572	0.5%	923,974	4.5%	2.40	3.9%	900,444	17.1%

REASON FOR TRAVEL	BENTONVILLE	BLYTHEVILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Leisure	55.1%	38.0%	50.0%	50.4%	61.5%	34.3%	27.2%	48.4%	47.7%	61.5%	71.9%	49.3%	43.8%	51.6%
Passing Through	24.1%	50.5%	41.8%	27.5%	31.2%	31.9%	66.3%	33.5%	37.9%	17.2%	25.9%	45.0%	49.7%	37.8%
Local Traffic	14.1%	0.5%	1.1%	2.8%	3.0%	14.8%	1.7%	15.2%	0.2%	6.8%	0.4%	2.0%	4.0%	3.6%
Business/Student	6.7%	11.1%	7.1%	19.3%	4.2%	19.0%	4.8%	2.9%	14.2%	14.5%	1.9%	3.7%	2.5%	7.0%

Table 13 – Visitor Destination in Arkansas Region and Welcome Center 2016

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	7.8%	22.0%	27.3%	16.9%	10.8%	11.7%	26.6%	1.3%	4.2%	1.6%	36.5%	25.2%	39.3%	23.3%
Arkansas Delta														
Byways	1.0%	42.7%	15.3%	3.1%	2.6%	59.2%	26.3%	5.6%	0.9%	0.5%	16.6%	7.1%	12.2%	15.3%
Diamond Lakes	8.7%	9.9%	13.3%	21.5%	8.5%	6.6%	13.6%	1.1%	13.4%	1.4%	24.9%	7.8%	14.0%	14.8%
Northwest Arkansas	61.7%	0.5%	1.3%	6.0%	17.6%	4.3%	8.4%	1.3%	16.4%	80.8%	1.7%	19.8%	6.3%	11.3%
Ozark Gateway	0.8%	0.3%	18.4%	2.8%	7.1%	4.9%	2.0%	85.6%	1.0%	2.6%	2.4%	2.1%	3.7%	8.5%
Ozark Mountain Region	2.5%	0.2%	2.8%	4.0%	42.5%	3.0%	4.3%	3.3%	2.6%	9.3%	3.4%	5.0%	3.5%	7.0%
Arkansas's Great Southwest	1.3%	19.1%	2.9%	3.4%	1.0%	0.3%	0.7%	0.1%	26.2%	0.1%	7.4%	0.4%	6.4%	6.1%
Western Arkansas' Mountain Frontier	10.3%	1.6%	0.7%	5.9%	1.4%	2.2%	3.5%	0.2%	25.0%	1.9%	0.5%	15.9%	6.8%	3.9%
Arkansas River Valley Tri-Peaks	4.5%	1.0%	2.9%	5.2%	4.1%	2.7%	5.6%	0.4%	4.3%	1.2%	2.4%	12.1%	4.5%	3.5%
Greers Ferry Lake/ Little Red River	0.4%	1.1%	13.6%	4.6%	3.6%	2.3%	2.0%	0.8%	0.8%	0.3%	2.9%	3.0%	1.9%	3.0%
Arkansas' South	0.3%	0.9%	0.8%	22.0%	0.4%	0.5%	2.4%	0.1%	4.3%	0.2%	0.6%	0.5%	0.9%	2.1%
Land of Legends	0.7%	0.7%	0.6%	4.7%	0.5%	2.3%	4.6%	0.0%	0.9%	0.1%	0.7%	1.2%	0.5%	1.1%

Table 14 – Visitors by State and Welcome Center 2016

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	4,523	4,125	20,552	12,016	22,389	11,303	23,339	22,471	7,669	2,816	27,295	10,986	10,145	179,629
TEXAS	1,271	9,157	5,990	2,649	3,769	531	664	1,543	4,262	1,243	121,495	14,472	9,950	176,996
MISSOURI	6,548	23,865	13,950	1,036	10,892	337	1,311	29,686	556	406	4,312	1,007	2,145	96,051
LOUISIANA	737	3,036	903	24,909	2,542	213	6,384	967	4,285	89	12,732	528	1,014	58,339
OKLAHOMA	1,017	295	186	876	1,960	385	1,811	581	505	13,276	690	25,683	2,228	49,493
ILLINOIS	414	21,981	9,226	173	1,268	157	162	1,332	88	100	7,347	510	1,747	44,505
MISSISSIPPI	157	4,832	218	2,139	1,483	5,428	13,854	2,916	109	33	1,620	1,420	3,037	37,246
TENNESSEE	97	4,885	452	312	1,203	1,251	302	3,571	36	89	10,472	3,304	8,611	34,585
INDIANA	140	7,575	1,622	61	444	84	50	437	13	51	4,958	371	570	16,376
MICHIGAN	234	5,703	1,264	216	484	87	89	415	56	89	5,693	568	798	15,696
FLORIDA	377	1,732	367	411	1,106	406	2,315	1,319	391	124	1,636	2,369	2,466	15,019
ALABAMA	113	1,079	105	335	669	583	1,471	1,471	40	45	1,457	1,925	3,419	12,712
OHIO	147	1,724	482	260	249	76	76	237	30	58	5,375	517	2,057	11,288
KENTUCKY	43	3,497	611	95	163	50	89	348	27	49	3,886	524	1,372	10,754
WISCONSIN	300	3,973	1,674	86	701	55	105	513	67	60	1,637	249	449	9,869
KANSAS	2,202	424	68	175	1,156	100	469	2,310	239	386	235	1,526	506	9,796
CALIFORNIA	179	540	245	112	632	142	244	551	43	269	1,540	3,432	1,176	9,105
GEORGIA	132	547	161	257	504	392	321	586	33	43	869	2,125	2,341	8,311
IOWA	1,099	2,256	587	63	1,424	47	142	614	268	90	554	255	341	7,740
NORTH CAROLINA	79	275	111	111	307	165	139	154	23	71	1,622	1,764	2,391	7,212
VIRGINIA	56	208	89	46	219	77	53	138	10	49	1,883	1,154	2,084	6,066
MINNESOTA	934	1,647	179	76	977	68	191	283	275	67	521	274	439	5,931
PENNSYLVANIA	133	440	152	22	183	53	53	207	23	43	2,077	651	1,515	5,552
ARIZONA	115	311	117	51	222	41	70	194	16	86	1,081	1,684	614	4,602
NEW YORK	62	297	97	26	149	68	41	95	22	28	1,500	466	1,014	3,865
COLORADO	195	237	68	66	366	62	212	235	45	173	297	1,189	436	3,581
SOUTH CAROLINA	56	185	39	126	211	103	66	144	12	46	463	985	1,097	3,533
NEW MEXICO	39	133	36	69	86	28	85	50	11	58	475	1,200	311	2,581
NEBRASKA	641	230	38	10	516	19	118	317	105	49	138	98	133	2,412
MARYLAND	24	71	38	17	49	48	29	27	14	13	647	296	560	1,833
WASHINGTON	49	134	88	81	198	45	93	146	26	89	306	334	236	1,825
WEST VIRGINIA	15	144	69	22	70	5	12	30	6	3	656	190	410	1,632
NEW JERSEY	20	86	26	12	51	10	9	46	1	18	494	229	529	1,531
MASSACHUSETTS	3	87	29	11	67	30	19	36	8	8	356	207	327	1,188
NEVADA	25	77	41	6	55	7	18	26	7	8	210	482	146	1,108
OREGON	46	122	44	16	108	21	61	70	11	44	179	219	162	1,103

Table 14 – Visitors by State and Welcome Center 2016 (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
SOUTH DAKOTA	121	170	27	35	157	17	87	83	61	35	97	71	66	1,027
CONNECTICUT	7	36	7	14	36	6	4	16	7	18	160	117	202	630
UTAH	13	60	20	8	35	7	19	43	10	16	97	202	91	621
MAINE	6	27	16	12	44	3	9	9		4	157	131	151	569
NEW HAMPSHIRE	6	29	28		22	34	8	16	2	4	129	101	176	555
MONTANA	51	65	21	10	50	13	50	25	37	19	64	89	45	539
ALASKA	21	34	29	2	66	29	29	77	5	2	147	43	37	521
NORTH DAKOTA	82	74	21	26	49	5	21	75	28	17	43	32	24	497
IDAHO	14	77	12	5	62	4	31	16	8	15	82	123	46	495
WYOMING	37	56	12	6	34	8	37	62	9	24	56	69	45	455
DELAWARE	2	24	6		27	7	2	6		6	139	83	119	421
DISTRICT OF COLUMBIA	0	8	2		19	7	5	25	5	2	72	44	124	313
VERMONT	3	28	8	1	19	8	8	8	6	18	78	48	87	312
RHODE ISLAND	1	13			14		4	6			51	20	122	231
HAWAII	2	9	6		29	2	5	12	4		29	82	37	217

Table 15 – International Visitors by Country and Welcome Center 2016

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	2	9	-	4	3	4	9	12	-	10	75	11	15	154
EGYPT	1	4	-	-	-	-	-	-	-	-	1	-	-	6
AMERICAN POSSESSIONS & TERRITORIES														
GUAM	-	1	7	-	-	-	-	-	-	-	5	10	2	25
PHILIPPINES	1	3	-	-	-	-	6	3	-	-	14	-	4	31
PUERTO RICO	-	3	-	-	9	-	-	5	-	2	8	2	8	37
VIRGIN ISLANDS	-	-	-	3	-	-	-	3	3	2	2	-	-	13
ASIA														
ASIA OTHER	-	7	-	3	2	3	-	-	-	-	25	-	9	49
CHINA	6	4	1	-	1	2	38	14	-	-	9	13	33	121
INDIA	-	12	-	2	-	-	10	8	-	-	14	5	21	72
INDONESIA	-	4	-	-	2	-	-	2	-	-	12	-	3	23
JAPAN	2	-	-	2	10	-	14	6	-	-	14	11	14	73
KOREA	-	4	-	-	-	-	3	1	-	-	7	7	4	26
MALAYSIA	2	-	-	-	-	-	-	8	-	-	-	-	-	10
PAKISTAN	-	-	-	-	-	-	-	-	-	-	4	-	4	8
THAILAND	-	2	-	-	12	-	4	4	-	-	8	8	6	44
TURKEY	-	8	-	-	-	6	-	-	-	-	11	-	4	29
CANADIAN PROVINCES														
ALBERTA	13	36	4	14	30	2	16	21	5	4	47	23	24	239
BRITISH COLUMBIA	9	14	15	10	26	15	6	16	-	2	22	39	29	203
MANITOBA	38	42	2	2	41	7	11	8	18	6	66	13	12	266
NEW BRUNSWICK	2	6	-	-	5	-	-	2	-	-	22	8	-	45
NEWFOUNDLAND & LABRADOR														
NOVA SCOTIA	2	6	1	-	1	6	-	-	-	-	28	28	23	95
NORTHWEST TERRITORIES														
NUNAVUT	-	-	-	2	1	-	-	-	-	-	-	-	-	5
ONTARIO	54	1,482	200	6	125	24	49	19	18	15	2,592	204	764	5,552
PRINCE EDWARD ISLAND														
QUEBEC	2	103	11	19	9	5	8	16	2	2	358	124	134	793
SASKATCHEWAN	7	23	-	-	9	1	2	4	-	-	7	6	2	61
YUKON	-	-	-	-	-	-	-	-	-	2	-	-	-	2

Table 15 – International Visitors by Country and Welcome Center 2016 (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	-	2	-	-	-	-	-	-	-	-	-	3	2	7
BELIZE	-	5	-	-	-	3	-	4	-	-	1	2	2	17
CENTRAL AMERICAN OTHER														
COSTA RICA	-	1	-	-	7	-	2	13	-	2	11	7	6	47
CUBA	-	-	-	-	-	-	-	-	-	-	18	-	-	18
GUATEMALA	-	20	6	-	1	-	-	-	-	2	7	-	-	36
HONDURAS	-	4	-	-	-	-	-	-	-	2	31	1	2	40
JAMAICA	-	-	-	-	-	-	-	-	2	-	-	-	5	7
PANAMA	-	-	-	-	-	-	10	-	-	-	3	-	-	13
EUROPE														
AUSTRIA	2	10	-	-	2	3	8	-	-	-	43	2	16	86
BELGIUM	-	4	-	-	4	2	3	-	-	-	2	4	26	45
BULGARIA	-	-	-	-	1	-	-	-	-	-	-	4	-	5
CZECH REPUBLIC	-	4	-	-	4	-	-	-	-	-	4	2	4	18
DENMARK	2	13	-	-	6	-	10	-	-	-	23	6	11	71
ENGLAND	10	75	14	7	48	62	58	29	3	25	177	49	131	688
EUROPE OTHER	-	10	5	27	-	2	3	6	-	-	27	12	6	98
FINLAND	1	8	11	-	4	2	-	-	-	-	4	4	5	39
FRANCE	-	41	5	2	8	13	13	18	2	2	36	24	52	216
GERMANY	15	132	16	29	24	48	54	37	2	14	151	86	227	835
HUNGARY	-	1	-	-	2	-	-	-	-	2	10	5	-	20
ICELAND	-	-	-	-	-	-	-	-	-	-	-	-	2	2
IRELAND	-	10	-	2	3	-	6	2	-	-	6	10	14	53
ITALY	-	12	-	-	5	10	7	-	-	-	20	5	16	75
NETHERLANDS	2	16	2	-	4	6	20	12	4	2	33	25	50	176
NORWAY	-	2	-	-	4	6	5	7	-	-	19	6	8	57
POLAND	-	1	-	1	4	2	2	3	-	2	4	12	6	37
PORTUGAL	-	-	-	-	-	-	-	-	-	-	-	-	8	8
RUSSIA	-	7	-	9	-	1	2	3	-	-	17	14	7	60
SCOTLAND	8	-	5	-	1	4	2	5	-	4	6	4	12	51
SPAIN	2	12	-	-	-	5	5	11	-	-	14	8	25	82
SWEDEN	-	15	-	2	-	12	4	7	-	3	23	1	68	135
SWITZERLAND	8	32	6	2	3	5	21	6	2	2	35	10	24	156
WALES	-	4	-	2	4	-	-	2	-	-	-	2	-	14

Table 15 – International Visitors by Country and Welcome Center 2016 (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
MEXICO														
MEXICO	1	249	71	-	7	-	8	8	5	5	1,763	93	42	2,252
NEAR & MIDDLE EAST														
IRAN	-	-	-	-	-	-	-	1	-	-	2	-	-	3
ISRAEL	-	2	-	1	-	-	-	2	-	-	4	1	-	10
NEAR & MIDDLE EAST OTHER														
SAUDI ARABIA	2	-	-	-	-	-	-	3	-	-	-	-	4	9
OCEANIA														
AUSTRALIA	3	47	9	4	30	32	20	28	8	6	102	51	115	455
NEW ZEALAND	-	6	3	-	7	8	9	16	-	8	22	20	17	116
SOUTH AMERICA														
ARGENTINA	-	-	-	-	4	15	-	4	-	-	-	-	-	23
BOLIVIA	-	1	-	-	-	-	-	-	-	-	3	-	-	4
BRAZIL	1	12	2	-	-	-	5	7	-	2	27	10	19	85
CHILE	-	-	2	-	-	-	-	-	-	-	13	2	2	19
PERU	2	2	-	-	-	2	-	-	-	-	14	4	9	33
SOUTH AMERICA OTHER														
VENEZUELA	-	4	-	2	-	-	-	-	-	-	7	1	-	14
TOTALS	204	2,540	402	157	476	324	453	391	74	128	6,067	1,012	2,067	14,295