

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 2010. Travel expenditures increased from \$5,377,902,345 in 2009 to \$5,453,192,978 in 2010 (1.4%). The number of visitors decreased from 22,838,951 to 22,770,435 (-0.3%). Visitation data from 1997 forward has been adjusted, based on updated data from the *1995 American Travel Survey* (see footnote at the bottom of *Table 1*). 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 successfully compete with surrounding states for potential visitors in the expensive magazine, television, radio, newspaper and Internet markets.

The Effects of the 2010 Spring Advertising Campaign

Travel expenditures per travel party and length of stay in Arkansas were \$434.70 and 3.1 nights, respectively. Financial was cited most often as the reason for not traveling Arkansas in 2010. Regardless of whether or not they made a trip, 71% of survey respondents plan to visit Arkansas within the next 12 months.

The Internet Conversion Study

Sixty-eight percent of survey respondents reported visiting Arkansas during the last 12 months. The average trip lasted 5.1 days, 4.0 of which were spent in Arkansas.

The Welcome Center Survey

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

The Welcome Center Registration Summary

A total of 903,420 tourists requested assistance from travel consultants during 2010. Tourists' "Reasons for Travel" were as follows: Vacation (50.0%), Passing Through (44.7%), Local Traffic (3.1%) and Business/Student (2.2%). Tourists stopping at the State Welcome Centers traveled an estimated 118,424,130 miles on Arkansas roads and spent 848,136 travel days in the state during 2010.

NOTE: Differences exist among economic impact, conversion study and Welcome Center data. Each comes from a different source, and the reason all are utilized is 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 2006 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 2010 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 2010 spring mail survey consisted of a sample of 6,500 people.

The Internet Conversion Study

Conversion study data for website inquiries was obtained by sending an e-mail questionnaire to 48,162 e-mail 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.

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 this project but not in the others. As a result, the expenditure per traveler is higher. The *Effects of the 2010 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 mainly nonresident highway travelers. Much of the traffic on interstates and U.S. highways (where the Welcome Centers are located) is pass-through. In fact, the average time spent in the state by *Welcome Center Survey* respondents was 6.5% less than the time spent in the state by those who wrote for information. On the other hand, the *Effects of the 2010 Spring Advertising Campaign Mail Survey* is more likely to reflect non-resident vacationers.

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 on 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 2006, and the complete results by county are presented in *Table 3*. The 2006 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. U.S. Travel utilizes a sophisticated econometric computer model to produce estimates for Arkansas and many other states. 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 2010, visitors to Arkansas totaled 22,770,435 person-trips. Visitors spent an average of \$239.49 per trip, resulting in \$5.5 billion in total travel expenditures, \$285 million in state taxes and \$104 million in local taxes. The Arkansas travel industry employed 58,336 persons and paid \$1 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 2010 was 22,770,435 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, 1978-2010. The first column in *Table 1* lists total travel expenditures for the state. The 1.4% increase in travel expenditures in 2010 represents a real decrease of 0.3% when adjusted for inflation. Twenty-one of the 33 actual time periods depicted within *Table 1* indicate an increase in expenditures of \$100 million or more. Column Two in *Table 1* shows that travel-generated payroll grew from \$204,331,000 to \$1,029,445,000, an increase of \$825,114,000 (404%) during the period of 1977 through 2010. Travel-generated employment shown in Column Three in *Table 1* increased from just under 45,000 jobs in 1977 to 58,336 jobs in 2010. In 1977, each \$23,590 in total travel expenditures supported

one job in the industry. However, by 2010, \$93,479 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 about 5.2% of total travel expenditures in 2010. 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 13,647,000 in 1977 to 22,770,000 in 2010, an increase of 9,123,000 (66.8%). 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 2004-2010.

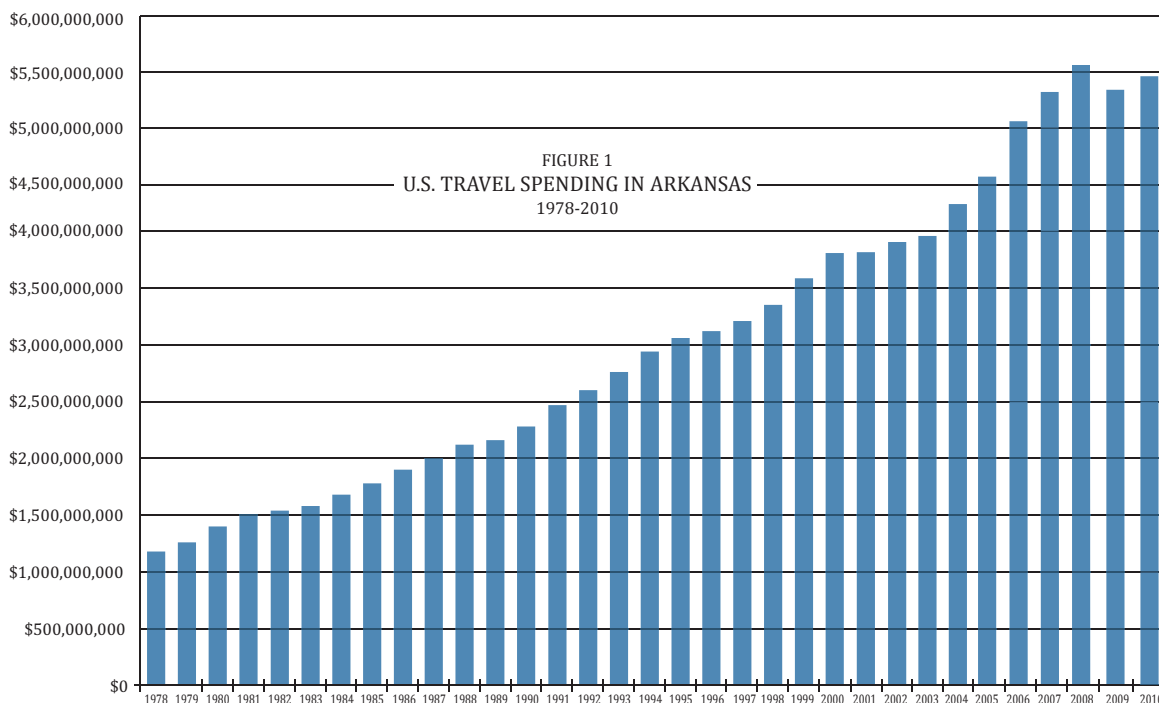


Table 1 - Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1977-2010

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 PERSON-TRIPS (Thousands of Persons)	AVERAGE EXPENDITURE PER PERSON-TRIP (Dollars)
1977	\$1,057,362	\$ 204,331	44,822	\$ 46,910	\$ 6,586	13,647	\$ 77.48
1978	\$1,176,100	\$ 233,400	46,600	\$ 47,900	\$ 7,325	14,125	\$ 83.26
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 (1)	\$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 (1)	\$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 (3)	\$167.11
1996	\$3,153,293	\$ 542,366	46,774	\$141,898	\$ 59,913	18,264 (3)	\$172.65
1997	\$3,219,512	\$ 553,756	46,868	\$144,878	\$ 61,171	18,336 (3)	\$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 (1)	\$3,812,245	\$ 842,278	57,497	\$213,792	\$ 78,448	19,848 (3)	\$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 (1)	\$5,108,407	\$ 964,357	59,088	\$266,741	\$ 97,006	23,350 (3)	\$218.78
2007 (2)	\$5,368,936	\$1,013,539	59,797	\$280,344	\$101,953	23,911	\$224.54
2008 (2)	\$5,572,956	\$1,052,053	59,677	\$290,998	\$105,827	23,815	\$234.01
2009 (2)	\$5,377,902	\$1,015,231	58,424	\$280,813	\$102,123	22,839	\$235.47
2010 (2)	\$5,453,193	\$1,029,445	58,336	\$284,744	\$103,553	22,770	\$239.49

(1) 1992, 1994, 2001 data revised; 2006 see U.S. Travel Association benchmark on pages 81-82 of this report.

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

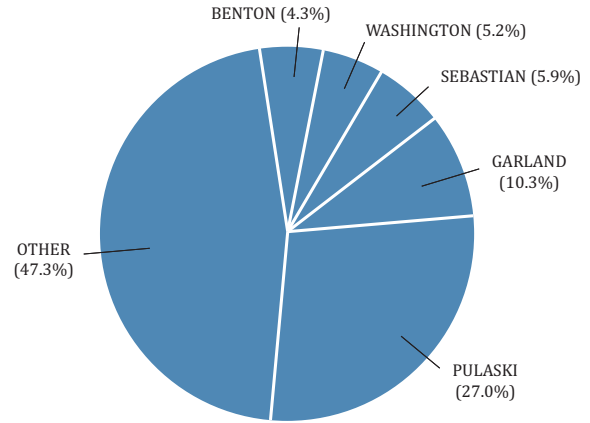
(3) Total visitation is slightly different than figures reported in previous editions of this report, based on updated data.

Prepared by Research and 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 2010. Table 2 shows travel impact by county for 2010. Table 3 shows travel impact by county for 2006, the latest benchmark year for Arkansas tourism data. In 2010, two counties dominate the table: Pulaski with \$1,472,692,466 and Garland with \$560,070,195. They received 27.0% and 10.3% of the state total travel expenditures, respectively. In all, 63 of the 75 counties received more than \$10 million in travel expenditures each during 2010, including 11 with more than \$100 million each. Five counties had over one million person-trips during 2010. Those counties, their numbers and percent of total trips are: Pulaski with 5,427,243 (23.8%), Garland with 2,423,261 (10.6%), Washington with 1,285,968 (5.6%), Sebastian with 1,168,096 (5.1%) and Benton with 1,097,739 (4.8%).

FIGURE 2
TRAVEL SPENDING IN ARKANSAS COUNTIES
TOP FIVE COUNTIES
2010



Regional Breakdown

Figure 3 is a map of the 12 Arkansas tourism regions, showing their travel expenditures. Table 4 presents the 2010 travel impact data by region and county.

FIGURE 3
TOTAL TRAVEL EXPENDITURES
BY TOURISM REGION
2010

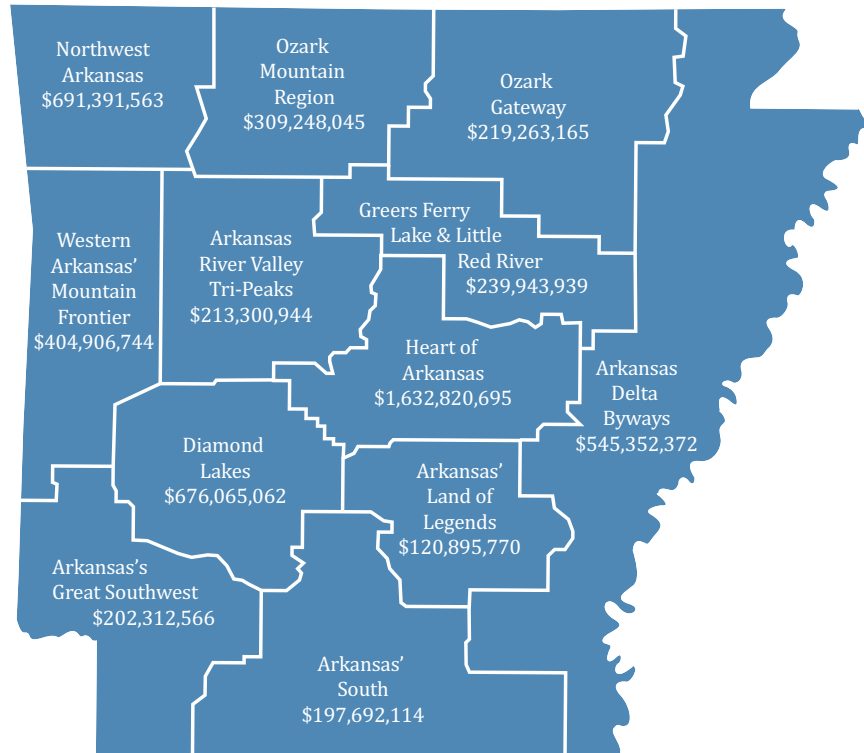


Table 2 – Impact of Travel on Arkansas Counties – 2010 Preliminary*

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	29,932,552	4,825,805	305	1,819,925	653,091	135,087
ASHLEY	27,252,480	5,208,953	326	1,642,750	567,235	124,619
BAXTER	194,061,740	35,691,212	2,155	11,623,629	3,578,099	886,449
BENTON	233,453,131	48,231,225	3,017	15,343,200	5,833,104	1,097,739
BOONE	54,326,677	9,963,496	702	3,301,358	1,048,014	250,358
BRADLEY	9,544,753	1,473,166	79	605,616	267,150	37,344
CALHOUN	2,668,359	284,809	11	163,941	92,521	7,269
CARROLL	165,273,982	33,546,169	2,669	10,548,862	3,094,008	752,910
CHICOT	10,992,380	2,234,062	133	669,170	226,386	48,765
CLARK	45,542,886	8,878,531	534	2,834,070	764,940	208,948
CLAY	12,788,842	1,968,453	120	775,533	316,881	55,397
GLEBURNE	131,661,594	22,013,540	1,366	7,957,221	3,740,479	573,909
CLEVELAND	3,617,653	454,441	28	213,621	97,374	11,289
COLUMBIA	22,554,540	4,019,096	275	1,376,527	447,124	99,047
CONWAY	22,835,188	4,071,140	258	1,399,200	521,622	107,744
CRAIGHEAD	82,742,156	16,128,328	1,047	5,084,756	1,358,280	376,329
CRAWFORD	38,151,265	6,308,820	393	2,364,135	660,628	172,103
CRITTENDEN	138,904,770	25,235,348	1,705	8,678,741	2,530,393	632,193
CROSS	12,668,520	2,270,559	143	774,138	240,734	58,340
DALLAS	11,053,019	1,571,505	98	692,909	264,902	49,357
DESHA	20,272,510	3,688,308	251	1,238,032	378,573	95,020
DREW	21,045,018	4,018,900	281	1,289,998	380,467	94,884
FAULKNER	77,069,674	14,405,002	949	4,710,144	1,293,033	348,509
FRANKLIN	13,589,859	2,510,337	153	837,365	296,871	60,111
FULTON	22,226,099	3,804,789	233	1,354,513	538,572	96,592
GARLAND	560,070,195	99,990,038	6,837	32,163,651	11,673,539	2,423,261
GRANT	5,206,674	653,640	49	320,819	105,616	22,943
GREENE	20,406,674	3,766,813	252	1,238,505	434,842	94,022
HEMPSTEAD	45,663,403	8,595,641	520	2,782,687	1,094,055	199,234
HOT SPRING	30,401,152	4,887,013	288	1,866,612	702,287	130,547
HOWARD	3,205,333	396,173	21	204,118	62,834	14,992
INDEPENDENCE	33,678,350	6,792,146	447	2,051,441	658,323	152,950
IZARD	21,413,935	3,386,088	201	1,296,322	539,063	87,069
JACKSON	12,829,790	2,200,165	141	791,130	232,945	57,708
JEFFERSON	108,177,372	20,453,841	1,326	5,996,896	2,195,335	454,377
JOHNSON	25,419,516	4,844,818	305	1,552,117	496,724	118,635
LAFAYETTE	25,658,850	3,357,815	215	1,556,585	718,744	103,850
LAWRENCE	13,009,056	1,935,644	126	804,290	291,796	58,416
LEE	3,344,741	480,130	34	203,043	93,754	11,312
LINCOLN	3,894,071	546,867	29	243,326	82,393	16,656

Table 2 – Impact of Travel on Arkansas Counties – 2010 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)
LITTLE RIVER	20,769,757	2,987,428	189	1,252,326	641,577	87,970
LOGAN	10,547,714	1,767,461	109	666,646	306,354	42,670
LONOKE	31,358,338	5,386,174	305	1,923,443	542,752	134,354
MADISON	8,229,769	1,190,996	65	510,508	216,080	35,018
MARION	40,947,769	7,897,108	519	2,476,552	928,212	180,906
MILLER	73,963,964	13,266,696	691	3,467,683	1,102,518	325,073
MISSISSIPPI	88,321,843	18,800,565	1,165	5,413,805	1,762,919	416,478
MONROE	24,866,153	4,267,507	291	1,517,502	452,184	108,246
MONTGOMERY	25,432,704	4,095,342	245	1,530,600	793,467	99,424
NEVADA	19,820,417	3,565,102	155	858,212	290,601	57,934
NEWTON	11,230,152	2,093,811	138	681,728	262,320	48,361
OUACHITA	24,745,790	4,533,308	298	1,503,972	455,657	119,743
PERRY	15,148,150	2,171,072	113	904,007	501,230	58,673
PHILLIPS	30,223,334	5,016,378	303	1,857,653	655,234	132,424
PIKE	14,618,125	2,623,758	182	887,146	315,419	64,468
POINSETT	10,855,974	1,314,354	82	688,233	196,185	52,332
POLK	20,101,549	3,674,069	236	1,218,865	428,597	85,776
POPE	131,933,725	19,713,164	1,228	5,759,083	1,859,204	574,624
PRAIRIE	4,010,352	609,547	43	253,079	91,817	17,927
PULASKI	1,472,692,466	306,854,012	12,709	57,406,341	25,240,920	5,427,243
RANDOLPH	15,363,725	2,122,818	129	933,904	402,711	72,908
SALINE	47,689,864	8,934,880	596	2,894,700	868,271	212,803
SCOTT	5,510,229	959,291	62	335,987	134,727	21,679
SEARCY	8,681,706	1,336,596	79	535,743	203,304	46,287
SEBASTIAN	322,279,985	52,431,506	2,753	11,574,852	3,938,512	1,168,096
SEVIER	13,230,843	2,135,170	140	803,269	260,201	54,849
SHARP	36,396,006	5,654,552	350	2,194,819	951,288	151,847
ST. FRANCIS	37,986,905	6,694,475	406	2,357,783	759,992	171,835
STONE	64,346,204	12,442,310	742	3,804,927	1,367,572	286,828
UNION	99,873,172	11,349,837	854	4,954,251	1,537,656	398,689
VAN BUREN	56,057,666	9,136,165	564	3,538,779	1,620,411	228,175
WASHINGTON	284,434,682	68,996,440	3,889	15,732,742	4,601,208	1,285,968
WHITE	46,826,078	7,870,562	533	2,842,810	802,176	206,223
WOODRUFF	5,398,602	726,793	45	329,443	147,645	20,038
YELL	12,690,508	1,732,490	105	761,690	341,362	48,285
TOTALS	5,453,192,978	1,029,444,562	58,336	284,743,974	103,553,016	22,770,435

* Data is preliminary and will be revised when new U.S. Travel Association benchmark is received.
 NOTE: Some details may not add due to rounding.

**Table 3 – Impact of Travel on Arkansas Counties, 2006 – 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	30,291,125	4,886,169	321	1,829,555	659,548	149,517
ASHLEY	23,857,102	4,562,355	319	1,428,576	495,536	119,009
BAXTER	182,974,811	33,669,736	2,186	10,887,130	3,366,702	913,756
BENTON	228,075,946	47,144,941	3,100	14,890,731	5,686,964	1,168,041
BOONE	51,441,586	9,439,305	713	3,105,376	990,306	258,687
BRADLEY	9,407,287	1,452,709	82	592,948	262,758	40,201
CALHOUN	2,729,866	291,526	11	166,611	94,458	8,135
CARROLL	176,143,316	35,771,045	2,880	11,168,312	3,290,668	880,928
CHICOT	11,002,245	2,237,236	139	665,344	226,120	53,324
CLARK	42,427,362	8,275,488	538	2,622,746	711,138	212,321
CLAY	13,007,892	2,003,216	127	783,603	321,642	61,627
CLEBURNE	122,654,959	20,518,373	1,376	7,363,897	3,477,397	583,346
CLEVELAND	3,829,445	481,298	30	224,632	102,861	13,083
COLUMBIA	22,574,781	4,024,806	287	1,368,657	446,600	108,307
CONWAY	22,305,311	3,978,751	267	1,357,700	508,465	114,952
CRAIGHEAD	77,514,151	15,117,171	1,058	4,731,998	1,269,826	384,793
CRAWFORD	35,263,024	5,834,260	394	2,170,717	609,353	173,368
CRITTENDEN	137,352,666	24,966,419	1,770	8,525,050	2,496,945	683,696
CROSS	12,064,092	2,163,359	145	732,331	228,775	60,601
DALLAS	10,931,758	1,555,076	102	680,778	261,454	53,315
DESHA	19,980,539	3,637,088	261	1,212,138	372,349	102,288
DREW	20,741,922	3,963,090	292	1,263,017	374,212	102,142
FAULKNER	76,646,246	14,333,350	987	4,653,308	1,283,269	378,754
FRANKLIN	12,744,181	2,355,353	155	780,067	277,822	61,487
FULTON	20,582,544	3,525,278	234	1,246,061	497,715	97,697
GARLAND	509,073,869	90,933,122	6,808	29,041,828	10,588,681	2,405,268
GRANT	5,181,406	650,808	51	317,152	104,886	24,960
GREENE	20,789,960	3,839,569	266	1,253,428	442,094	104,621
HEMPSTEAD	40,504,877	7,628,591	512	2,452,018	968,455	192,740
HOT SPRING	27,836,531	4,477,087	288	1,697,850	641,713	130,563
HOWARD	3,298,289	407,875	23	208,650	64,522	16,889
INDEPENDENCE	30,552,008	6,164,856	444	1,848,707	595,976	151,160
IZARD	21,433,152	3,390,899	210	1,288,911	538,431	95,209
JACKSON	12,236,559	2,099,530	144	749,563	221,714	60,054
JEFFERSON	105,760,966	20,007,411	1,370	5,824,193	2,141,859	485,942
JOHNSON	25,446,133	4,852,427	319	1,543,473	496,216	129,840
LAFAYETTE	26,394,476	3,455,888	228	1,590,629	737,822	116,870
LAWRENCE	12,754,654	1,898,783	130	783,350	285,498	62,564
LEE	3,277,859	470,776	35	197,668	91,689	12,105
LINCOLN	3,898,559	547,784	30	241,996	82,318	18,216

**Table 3 – Impact of Travel on Arkansas Counties, 2006 – 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)
LITTLE RIVER	19,534,595	2,811,237	192	1,170,067	602,175	90,256
LOGAN	10,263,599	1,720,752	112	644,402	297,486	45,300
LONOKE	26,826,807	4,610,238	294	1,634,615	463,360	125,260
MADISON	7,717,642	1,117,466	66	475,575	202,215	35,819
MARION	41,767,083	8,059,331	548	2,509,410	944,827	201,860
MILLER	66,246,747	11,888,695	682	3,085,347	985,442	317,088
MISSISSIPPI	84,250,838	17,943,370	1,188	5,130,137	1,678,184	433,698
MONROE	28,312,628	4,861,528	325	1,716,410	513,792	135,461
MONTGOMERY	24,376,710	3,927,352	250	1,457,353	758,949	104,130
NEVADA	19,095,755	3,436,553	159	821,370	279,398	60,926
NEWTON	10,084,993	1,881,285	137	608,165	235,084	47,346
OUACHITA	24,984,627	4,579,455	313	1,508,452	459,104	132,133
PERRY	15,976,548	2,290,997	121	947,143	527,547	67,707
PHILLIPS	24,047,674	3,993,447	280	1,468,302	520,269	114,192
PIKE	13,942,204	2,503,748	185	840,534	300,212	67,089
POINSETT	11,278,613	1,366,238	87	710,302	203,402	59,494
POLK	18,799,173	3,437,824	238	1,132,361	400,000	87,458
POPE	123,145,456	18,409,666	1,237	5,339,938	1,731,772	584,854
PRAIRIE	4,070,425	619,001	45	255,172	92,999	19,903
PULASKI	1,303,323,397	271,705,829	12,470	50,468,485	22,291,859	5,233,375
RANDOLPH	14,667,459	2,027,674	131	885,688	383,666	75,947
SALINE	45,357,915	8,502,423	607	2,734,959	824,107	221,015
SCOTT	5,584,905	972,801	65	338,289	136,270	24,013
SEARCY	8,141,455	1,254,076	80	499,084	190,258	47,347
SEBASTIAN	299,470,921	48,746,190	2,757	10,684,569	3,652,199	1,180,483
SEVIER	12,419,322	2,005,256	142	749,017	243,737	56,160
SHARP	36,982,273	5,748,640	368	2,215,434	964,612	168,732
ST. FRANCIS	37,031,532	6,529,521	418	2,283,294	739,346	182,910
STONE	60,342,028	11,674,143	750	3,544,570	1,279,818	293,395
UNION	95,531,283	10,862,091	872	4,707,551	1,467,767	416,145
VAN BUREN	49,561,223	8,081,611	552	3,107,998	1,429,661	219,517
WASHINGTON	287,714,013	69,828,413	4,086	15,808,954	4,644,632	1,422,306
WHITE	44,660,908	7,510,564	544	2,693,443	763,503	214,605
WOODRUFF	5,523,042	743,935	47	334,810	150,736	22,426
YELL	12,390,196	1,692,376	109	738,750	332,595	51,510
STATE TOTALS	5,108,407,442	964,356,531	59,088	266,740,649	97,005,736	23,350,238

* Visitation data derived by Research and Information Services Section, 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 – 2010 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	233,453,131	48,231,225	3,017	15,343,200	5,833,104	1,097,739
CARROLL	165,273,982	33,546,169	2,669	10,548,862	3,094,008	752,910
MADISON	8,229,769	1,190,996	65	510,508	216,080	35,018
WASHINGTON	284,434,682	68,996,440	3,889	15,732,742	4,601,208	1,285,968
TOTALS	691,391,563	151,964,830	9,640	42,135,312	13,744,400	3,171,634
OZARK MOUNTAIN REGION						
BAXTER	194,061,740	35,691,212	2,155	11,623,629	3,578,099	886,449
BOONE	54,326,677	9,963,496	702	3,301,358	1,048,014	250,358
MARION	40,947,769	7,897,108	519	2,476,552	928,212	180,906
NEWTON	11,230,152	2,093,811	138	681,728	262,320	48,361
SEARCY	8,681,706	1,336,596	79	535,743	203,304	46,287
TOTALS	309,248,045	56,982,223	3,594	18,619,010	6,019,949	1,412,361
OZARK GATEWAY						
FULTON	22,226,099	3,804,789	233	1,354,513	538,572	96,592
INDEPENDENCE	33,678,350	6,792,146	447	2,051,441	658,323	152,950
IZARD	21,413,935	3,386,088	201	1,296,322	539,063	87,069
JACKSON	12,829,790	2,200,165	141	791,130	232,945	57,708
LAWRENCE	13,009,056	1,935,644	126	804,290	291,796	58,416
RANDOLPH	15,363,725	2,122,818	129	933,904	402,711	72,908
SHARP	36,396,006	5,654,552	350	2,194,819	951,288	151,847
STONE	64,346,204	12,442,310	742	3,804,927	1,367,572	286,828
TOTALS	219,263,165	38,338,511	2,368	13,231,345	4,982,270	964,317
WESTERN ARKANSAS' MOUNTAIN FRONTIER						
CRAWFORD	38,151,265	6,308,820	393	2,364,135	660,628	172,103
FRANKLIN	13,589,859	2,510,337	153	837,365	296,871	60,111
LOGAN (WEST)	5,273,857	883,731	55	333,323	153,177	21,335
POLK	20,101,549	3,674,069	236	1,218,865	428,597	85,776
SCOTT	5,510,229	959,291	62	335,987	134,727	21,679
SEBASTIAN	322,279,985	52,431,506	2,753	11,574,852	3,938,512	1,168,096
TOTALS	404,906,744	66,767,754	3,652	16,664,526	5,612,512	1,529,099
ARKANSAS RIVER VALLEY TRI-PEAKS						
CONWAY	22,835,188	4,071,140	258	1,399,200	521,622	107,744
JOHNSON	25,419,516	4,844,818	305	1,552,117	496,724	118,635
LOGAN (EAST)	5,273,856	883,730	54	333,322	153,177	21,335
PERRY	15,148,150	2,171,072	113	904,007	501,230	58,673
POPE	131,933,725	19,713,164	1,228	5,759,083	1,859,204	574,624
YELL	12,690,508	1,732,490	105	761,690	341,362	48,285
TOTALS	213,300,944	33,416,414	2,064	10,709,419	3,873,320	929,296
GREERS FERRY LAKE/LITTLE RED RIVER						
CLEBURNE	131,661,594	22,013,540	1,366	7,957,221	3,740,479	573,909
VAN BUREN	56,057,666	9,136,165	564	3,538,779	1,620,411	228,175
WHITE	46,826,078	7,870,562	533	2,842,810	802,176	206,223
WOODRUFF	5,398,602	726,793	45	329,443	147,645	20,038
TOTALS	239,943,939	39,747,061	2,508	14,668,253	6,310,711	1,028,346

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2010 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	77,069,674	14,405,002	949	4,710,144	1,293,033	348,509
LONOKE	31,358,338	5,386,174	305	1,923,443	542,752	134,354
PRAIRIE	4,010,352	609,547	43	253,079	91,817	17,927
PULASKI	1,472,692,466	306,854,012	12,709	57,406,341	25,240,920	5,427,243
SALINE	47,689,864	8,934,880	596	2,894,700	868,271	212,803
TOTALS	1,632,820,695	336,189,614	14,602	67,187,706	28,036,793	6,140,836
DIAMOND LAKES						
CLARK	45,542,886	8,878,531	534	2,834,070	764,940	208,948
GARLAND	560,070,195	99,990,038	6,837	32,163,651	11,673,539	2,423,261
HOT SPRING	30,401,152	4,887,013	288	1,866,612	702,287	130,547
MONTGOMERY	25,432,704	4,095,342	245	1,530,600	793,467	99,424
PIKE	14,618,125	2,623,758	182	887,146	315,419	64,468
TOTALS	676,065,062	120,474,682	8,086	39,282,079	14,249,652	2,926,648
ARKANSAS' LAND OF LEGENDS						
CLEVELAND	3,617,653	454,441	28	213,621	97,374	11,289
GRANT	5,206,674	653,640	49	320,819	105,616	22,943
JEFFERSON	108,177,372	20,453,841	1,326	5,996,896	2,195,335	454,377
LINCOLN	3,894,071	546,867	29	243,326	82,393	16,656
TOTALS	120,895,770	22,108,790	1,432	6,774,662	2,480,718	505,266
ARKANSAS'S GREAT SOUTHWEST						
HEMPSTEAD	45,663,403	8,595,641	520	2,782,687	1,094,055	199,234
HOWARD	3,205,333	396,173	21	204,118	62,834	14,992
LAFAYETTE	25,658,850	3,357,815	215	1,556,585	718,744	103,850
LITTLE RIVER	20,769,757	2,987,428	189	1,252,326	641,577	87,970
MILLER	73,963,964	13,266,696	691	3,467,683	1,102,518	325,073
NEVADA	19,820,417	3,565,102	155	858,212	290,601	57,934
SEVIER	13,230,843	2,135,170	140	803,269	260,201	54,849
TOTALS	202,312,566	34,304,024	1,933	10,924,880	4,170,532	843,902
ARKANSAS' SOUTH						
ASHLEY	27,252,480	5,208,953	326	1,642,750	567,235	124,619
BRADLEY	9,544,753	1,473,166	79	605,616	267,150	37,344
CALHOUN	2,668,359	284,809	11	163,941	92,521	7,269
COLUMBIA	22,554,540	4,019,096	275	1,376,527	447,124	99,047
DALLAS	11,053,019	1,571,505	98	692,909	264,902	49,357
OUACHITA	24,745,790	4,533,308	298	1,503,972	455,657	119,743
UNION	99,873,172	11,349,837	854	4,954,251	1,537,656	398,689
TOTALS	197,692,114	28,440,675	1,941	10,939,965	3,632,245	836,068

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2010 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	29,932,552	4,825,805	305	1,819,925	653,091	135,087
CHICOT	10,992,380	2,234,062	133	669,170	226,386	48,765
CLAY	12,788,842	1,968,453	120	775,533	316,881	55,397
CRAIGHEAD	82,742,156	16,128,328	1,047	5,084,756	1,358,280	376,329
CRITTENDEN	138,904,770	25,235,348	1,705	8,678,741	2,530,393	632,193
CROSS	12,668,520	2,270,559	143	774,138	240,734	58,340
DESHA	20,272,510	3,688,308	251	1,238,032	378,573	95,020
DREW	21,045,018	4,018,900	281	1,289,998	380,467	94,884
GREENE	20,406,674	3,766,813	252	1,238,505	434,842	94,022
LEE	3,344,741	480,130	34	203,043	93,754	11,312
MISSISSIPPI	88,321,843	18,800,565	1,165	5,413,805	1,762,919	416,478
MONROE	24,866,153	4,267,507	291	1,517,502	452,184	108,246
PHILLIPS	30,223,334	5,016,378	303	1,857,653	655,234	132,424
POINSETT	10,855,974	1,314,354	82	688,233	196,185	52,332
ST. FRANCIS	37,986,905	6,694,475	406	2,357,783	759,992	171,835
TOTALS	545,352,372	100,709,985	6,518	33,606,817	10,439,915	2,482,661
STATE TOTALS	5,453,192,978	1,029,444,562	58,336	284,743,974	103,553,016	22,770,435

* Data is preliminary and will be revised when new benchmark is received.

NOTE: Some details may not add due to rounding.

The Effects of the 2010 Spring Advertising Campaign

During the first seven and a half months of 2010, the Tourism Division received 102,131 requests for travel information which were associated with the Tourism Division’s Spring 2010 Advertising Campaign. A survey of 6,500 of the individuals who made these requests (often referred to as a conversion study) was conducted to determine how many of them had actually visited Arkansas. Here are a few major points from the summary:

- Over 52% indicated a visit to Arkansas.
- Seventy-one percent plan to visit Arkansas within the next 12 months.
- The average duration of the trip was 4.4 nights. Most (3.1 nights) of the entire time spent on the trip was spent in Arkansas.
- The average expenditure per trip was \$617, with \$435 estimated to have been spent in Arkansas.
- The average length of time required to receive an Arkansas Vacation Planning Kit was 15.4 days.
- The average number of weeks spent planning a trip was 5.4.
- For those unable to travel in Arkansas, financial (29%) was cited most often as the reason.
- About 31% indicated they have visited the Arkansas website, up from 27% in 2009.

Table 5 summarizes responses for each question in both the 2009 and 2010 surveys. To keep costs down, only a limited number of media are surveyed each year. The 2010 Spring Conversion Study included 13 media. They are 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 spring of 2010, the Tourism Division selected the following 11 magazines to be studied: *AARP*, *Better Homes and Gardens*, *Budget Travel*, *Cooking Light*, *Cooking With Paula Deen*, *Endless Vacation*, *Midwest Living*, *National Geographic Traveler*, *Rand McNally*, *Smithsonian* and *Southern Living*. One newspaper project *Preprint* was selected to be studied. *Television* was also surveyed.

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. Figure 4 illustrates how Arkansas information was used in planning trips, and Figure 5 compares reasons given in 2009 and 2010 for not visiting Arkansas. Some publications have a higher cost-per-inquiry than in previous years. This is due to increased frequency and larger ads. It is important to note that ratio of travel expenditures to cost is only one measurement. Our prime objectives are to generate a stronger awareness of Arkansas and build a positive image for the state.

FIGURE 4
HOW INFORMATION WAS USED IN PLANNING

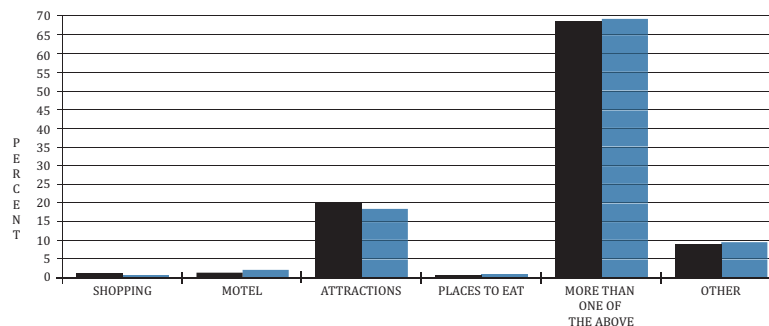


FIGURE 5
REASONS FOR NOT TRAVELING ARKANSAS

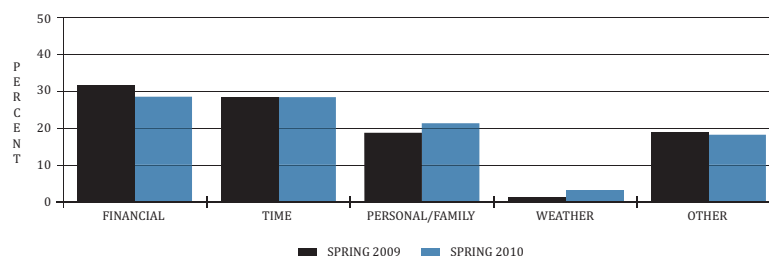


Table 5 – Spring Conversion Study Summary, 2010 and 2009

QUESTION	2010	2009
1. Visited Arkansas	52.8%	46.6%
2. Average travel party size	2.2	2.2
3a. Average nights away from home	4.4	4.2
3b. Average nights spent in Arkansas	3.1	3.0
4. Average trip expenditures		
Total	\$617.00	\$659.50
Arkansas	\$434.70	\$471.07
5. Information used in planning for:		
Motel	2.1%	1.4%
Attractions	18.5%	20.4%
Places to eat	0.3%	0.2%
Shopping	0.3%	0.6%
More than one of the above	69.3%	69.0%
Other	9.6%	8.3%
6. Needed additional information	13.7%	15.5%
7. Average time from initial request to receipt (days)	15.4	15.4
8. Average trip planning time before trip (weeks)	5.4	6.5
9. Requested information from other states	62.8%	64.5%
10. Visited other states	66.0%	68.5%
11. For those unable to travel in Arkansas, reasons cited:		
Financial	28.6%	31.9%
Time	28.2%	28.2%
Personal/family	21.4%	18.9%
Weather	3.1%	2.1%
Other	18.6%	18.9%
12. Plan to visit Arkansas within the next 12 months	71.0%	70.0%
13. Visited the Arkansas website	31.2%	26.8%
14. Average family income	\$50,099.50	\$54,149.50

Source: 2010 and 2009 Conversion Studies. Arkansas Department of Parks and Tourism.

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed

	SPRING 2001	FALL 2001	SPRING 2002	FALL 2002	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010
MAGAZINES																			
AAA Living											46.6								
AAA Tour Book			71.0						63.5										
AARP Magazine			45.8		48.6		48.6		46.9		46.9	41.7		43.2	37.2		35.4	44.8	46.2
American Heritage			30.9						36.1										
American Legacy													24.7						
Arthur Frommer's Budget Travel	41.8		41.8		39.6		39.6				38.7				41.7		36.4		39.7
Audubon	31.7		39.3		26.5		26.5				27.9								
Bassmaster				39.5															
Better Homes & Gardens	47.8		40.7		40.7		40.7												59.0
Coastal Living			33.7						38.5	39.7									
Conde Nast Traveler			33.7		33.7		33.7		38.5	39.7									
Cooking Light			30.2																32.6
Cooking with Paula Deen																			47.0
Endless Vacation			53.2		53.1		53.1				53.6				48.2				56.9
Family Circle			46.4				46.4		41.5		40.9								
Family Fun	29.0				32.5		32.5												
Family Weekly/Parade		42.6																	
Friendly Exchange	51.3	37.6			43.8		43.8												
Good Housekeeping									47.3		37.3				43.8				
Gourmet	38.5		33.3						20.4										
Home and Away			51.7		44.6		44.6												
Ladies' Home Journal	39.6		40.2		40.2		40.2												
McCall's/Rosie			38.0																
Midwest Living			52.1		40.2		40.2		46.1					43.9	41.7		39.0	29.8	45.0
Midwest Traveler			52.9				49.2				51.9								
Modern Maturity	52.0			40.8															
National Geographic Adventure			30.4				24.7	29.4			33.9			28.7	29.8				
National Geographic Traveler	37.6		36.0		29.7		24.2	38.2				33.6	32.7	33.3	33.3		29.3	35.4	37.5
Oprah														26.2	54.8		31.4		
Outside					25.9		40.8							26.2					
Parents			35.7		34.0														
People									30.8										
Reader's Digest Power Plus	42.9																		
Smithsonian					25.9						32.5			33.3	30.4		30.8	25.0	32.4
Southern Living			59.7		47.9		56.5		50.0					47.5			46.1	53.4	57.9
Southern Traveler																			
Sunset														64.2					63.0

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed (continued)

	SPRING 2001	FALL 2001	SPRING 2002	FALL 2002	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010
MAGAZINES (continued)																			
Texas Monthly		24.8	56.2		41.0		61.2												
Time Gold			27.3		25.4														
Travel America	54.8				30.8		42.9												
Travel & Leisure	40.6																		
Travel Holiday		29.7	45.9	34.1	34.6														
travelinformation.com*									46.5				50.6		51.8		63.9		•
Travel Marketing Group			38.1																
USA Weekend	38.3				39.7			41.2			46.7								
Vacations	45.7				32.9		29.8	50.0											
Woman's Day			53.2		45.7														
NEWSPAPERS																			
American Profile								27.8											
Dallas Preprint	56.1																		
Midwest Vacation Guide					40.2						61.3		54.0						
Oklahoma Preprint	70.2																		
Preprint					76.7				67.6		63.8		66.9		75.6		74.2		76.4
Preprint (1)			70.9																
Preprint (2)			76.2																

1 – Includes Dallas, Tulsa, Shreveport

2 – Includes Joplin Globe

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed (continued)

	SPRING 2001	FALL 2001	SPRING 2002	FALL 2002	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010
TELEVISION																			
Television-General					59.1		73.9				73.0				65.4		63.3		79.2
Austin, TX		54.0		50.9															
Dallas TV	61.0																		
Kansas City			60.6																
Memphis, TN			54.5																
Pay-Per-Inquiry	46.5				44.1		45.6			52.0	48.6		54.8	53.8	60.6	55.7			
Springfield, MO			74.1																
OTHER																			
24/7 Vacations.com							60.0												
coolsavings.com	37.5						48.1				52.6								
eBrains							29.4												
Innovation Ads											36.4								
Radio	74.0																		
Relationserve Internet																			
ValueClick																			
Welcome Wagon							38.9												

• Insufficient Response
 * Formerly Rand McNally

Table 7 – 2010 Spring Conversion Study by Media

	GRAND TOTAL	SUBTOTAL MAGAZINE	AARP	BETTER HOMES & GARDENS	BUDGET TRAVEL	COOKING LIGHT	COOKING PAULA DEEN	ENDLESS VACATION
Visited Arkansas	52.8%	47.1%	46.2%	59.0%	39.7%	32.6%	47.0%	56.9%
Average travel party size	2.2	2.2	2.1	2.3	2.2	2.4	2.1	2.2
Average nights away from home								
Total	4.4	4.9	5.0	4.2	5.9	4.4	3.3	6.4
Arkansas	3.1	3.2	3.2	3.3	3.0	3.3	2.4	4.5
Average trip expenditures	\$617.00	\$699.50	\$657.00	\$472.00	\$927.00	\$854.50	\$524.50	\$749.50
Information requested was used in planning for:								
Motel	2.1%	1.7%	1.7%	1.6%	0.8%	1.6%	3.4%	0.0%
Attractions	18.5%	18.3%	16.9%	12.5%	19.1%	22.2%	14.7%	21.8%
Eat	0.3%	0.3%	0.6%	0.8%	0.8%	0.0%	0.0%	0.0%
Shop	0.3%	0.4%	0.0%	0.0%	0.0%	0.8%	0.9%	0.7%
More than one of the above	69.3%	68.8%	68.5%	68.8%	70.2%	69.0%	69.8%	63.3%
Other	9.6%	10.5%	12.4%	16.4%	9.2%	6.3%	11.2%	14.3%
Needed additional information	13.7%	14.1%	18.3%	11.5%	15.1%	12.1%	10.6%	12.5%
Average time from initial request to receipt (days)	15.4	15.4	15.4	16.1	15.4	15.4	15.4	15.4
Average planning time (weeks) before a trip	5.4	6.8	6.8	4.7	7.0	7.0	6.5	7.8
Requested information from other states	62.8%	68.7%	66.0%	74.1%	77.4%	58.9%	67.4%	62.5%
Visited other states	66.0%	68.9%	62.9%	69.8%	74.0%	68.1%	70.5%	78.8%
For those unable to travel in Arkansas, reasons cited:								
Financial	28.6%	28.0%	33.6%	30.5%	17.3%	28.9%	31.4%	22.5%
Time	28.2%	29.4%	24.8%	26.8%	36.7%	23.7%	19.8%	43.8%
Personal/family	21.4%	21.4%	24.1%	15.9%	23.5%	22.7%	24.4%	15.7%
Weather	3.1%	2.7%	1.5%	4.9%	3.1%	3.1%	1.2%	0.0%
Other	18.6%	18.4%	16.1%	22.0%	19.4%	21.6%	23.3%	18.0%
Plan to visit Arkansas within the next 12 months	71.0%	67.2%	67.0%	74.8%	71.9%	61.7%	66.7%	63.1%
Visited the Arkansas website	31.2%	29.8%	22.3%	30.9%	33.6%	29.1%	27.3%	32.5%
Average income	\$50,099.50	\$51,599.50	\$41,549.50	\$41,699.50	\$59,999.50	\$53,999.50	\$53,399.50	\$59,099.50

Table 7 – 2010 Spring Conversion Study by Media (continued)

	MIDWEST LIVING	NATIONAL GEOGRAPHIC TRAVELER	RAND/MCNALLY	SMITHSONIAN	SOUTHERN LIVING	PREPRINT	TELEVISION
Visited Arkansas	47.9%	37.5%	•	32.4%	57.9%	76.4%	79.2%
Average travel party size	2.2	2.1		2.0	2.3	2.4	2.3
Average nights away from home							
Total	5.3	6.5		5.7	3.5	2.9	3.4
Arkansas	2.9	3.5		3.7	2.7	2.5	3.0
Average trip expenditures	\$839.50	\$859.50		\$914.50	\$592.00	\$437.00	\$454.50
Information requested was used in planning for:							
Motel	2.8%	2.5%		3.1%	0.8%	3.1%	4.1%
Attractions	16.5%	24.4%		19.5%	16.7%	20.8%	17.0%
Eat	0.9%	0.0%		0.0%	0.0%	0.5%	0.0%
Shop	0.0%	0.8%		0.8%	0.0%	0.0%	0.7%
More than one of the above	68.8%	63.9%		66.4%	76.5%	70.8%	71.4%
Other	11.0%	8.4%		10.2%	6.1%	4.7%	6.8%
Needed additional information	11.8%	15.6%		15.2%	13.5%	11.3%	13.0%
Average time from initial request to receipt (days)	16.1	16.1		16.8	15.4	13.3	12.6
Average planning time (weeks) before a trip	7.0	9.5		7.3	5.0	4.7	3.3
Requested information from other states	68.9%	74.2%		69.0%	69.0%	39.9%	34.4%
Visited other states	73.9%	69.5%		60.7%	64.1%	54.7%	51.9%
For those unable to travel in Arkansas, reasons cited:							
Financial	19.2%	28.0%		34.3%	28.2%	25.8%	40.5%
Time	30.1%	36.6%		26.3%	28.2%	24.7%	16.2%
Personal/family	20.5%	22.6%		21.2%	24.7%	23.7%	18.9%
Weather	5.5%	2.2%		2.0%	4.7%	5.4%	5.4%
Other	24.7%	10.8%		16.2%	14.1%	20.4%	18.9%
Plan to visit Arkansas within the next 12 months	66.4%	65.6%		56.6%	77.9%	86.7%	89.0%
Visited the Arkansas website	16.8%	30.5%		21.4%	32.4%	37.9%	36.4%
Average income	\$46,799.50	\$59,999.50		\$39,449.50	\$56,549.50	\$50,849.50	\$37,049.50

• Insufficient Response

Table 8 - Ratio of Travel Expenditures Generated to the Cost of 2010 Spring Advertising Campaign

MEDIA	TOTAL NUMBER OF INQUIRIES	AD COST	PERCENT THAT CAME TO ARKANSAS	EST. NUMBER OF TRIPS (COL. 2 X COL. 4)	AVERAGE TRAVEL EXPENDITURES IN ARKANSAS*	EST. TRAVEL EXPENDITURES (COL. 5 X COL. 6)	RATIO OF TRAVEL EXPENDITURES TO COST (COL. 7 ÷ COL. 3)
AARP	3,776	\$ 128,717.00	46.2	1,745	\$420.48	\$ 733,532.41	5.7
Better Homes & Gardens	4,406	\$ 77,004.00	59.0	2,600	\$370.86	\$ 964,057.98	12.5
Budget Travel	990	\$ 38,010.00	39.7	393	\$471.36	\$ 185,257.02	4.9
Cooking Light	896	\$ 43,590.00	32.6	292	\$640.88	\$ 187,197.02	4.3
Cooking With Paula Deen	824	\$ 39,290.00	47.0	387	\$393.38	\$ 152,346.27	3.9
Endless Vacation	1,145	\$ 65,000.00	56.9	652	\$526.99	\$ 343,338.05	5.3
Midwest Living	2,492	\$ 126,760.00	47.9	1,194	\$459.35	\$ 548,310.27	4.3
National Geographic Traveler	3,903	\$ 106,692.00	37.5	1,464	\$462.81	\$ 677,376.91	6.3
Rand/McNally	4,906	\$ 36,795.00	•				
Smithsonian	684	\$ 65,312.00	32.4	222	\$593.62	\$ 131,556.31	2.0
Southern Living	4,696	\$ 110,398.00	57.9	2,719	\$456.69	\$ 1,241,721.15	11.2
SUBTOTAL MAGAZINE	28,718	\$ 837,568.00	47.1	13,526	\$456.82	\$ 6,178,978.95	7.4
Preprint	3,079	\$ 327,305.00	76.4	2,352	\$376.72	\$ 886,189.29	2.7
Television	824	\$ 1,649,579.00	79.2	653	\$401.03	\$ 261,715.00	0.2
TOTAL ALL MEDIA SURVEYED	32,621	\$2,814,452.00	52.8	17,224	\$434.70	\$ 7,487,302.40	2.7
TOTAL ALL MEDIA	102,131	\$4,064,566.00	52.8	53,925	\$434.70	\$23,441,515.64	5.8

* 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.

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 3,327,954 visits during the January through August 2010 Spring/Summer advertising campaign. The largest increase in requests for tourism information came from Internet inquiries. An *Internet Conversion Study* was conducted in October 2010 to determine how many actually visited Arkansas. Over 48,000 addresses were available to use in selecting a sample. The entire available population was included in this study. The survey instrument, along with a letter from the Tourism Director, was e-mailed to 48,162 households during October 2010. Results are summarized below and in *Table 9*.

- About 68% reported visiting Arkansas during the last 12 months, down from 72.3% in 2009.
- The average duration of the trip was 5.1 nights, up slightly from 4.8 nights in 2009. Most of the trip (4.0 nights) was spent in Arkansas, up slightly from 3.9 nights in 2009.
- The average expenditure per trip was \$563.84, up from \$518.99 in 2009, with \$446 of the total spent in Arkansas, up from \$415 in 2009.
- The average family income was \$60,563, up from \$56,665.50 in 2009.
- Seventy-nine percent said they plan to visit Arkansas within the next 12 months.
- Those requesting that additional information be sent to them received it in 11.3 days, well within the average trip planning time of 7.5 weeks.
- Almost 81% reported visiting the websites of other states.
- Forty percent printed one or more pages from the website.
- Most (81%) located the Arkansas Department of Parks and Tourism website via a search engine (56.8%) or website link (24.2%).

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. More detailed information is available upon request. 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 2010 was 10,217. *Table 10* contains a comparison of the 2010 and 2009 *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, Oklahoma and Louisiana. These five states account for 53% of the total.
- The median age of those stopping for assistance at Arkansas Welcome Centers during 2010 was 53.1 years.
- Travel parties stopping for assistance consisted of 75% family members traveling together and 24% individual travelers.
- When asked the main purpose of their trip, those surveyed responded in order of preference: visiting friends or relatives (41%), sightseeing (19%), entertainment (12%), business (10%), recreation (8%), family affairs (7%) and other (3%).
- Those surveyed indicated their trip lasted 6.0 nights, with 2.9 (48.3%) of those nights spent in Arkansas.
- Most (74%) considered the trip to be a vacation.
- The top five Arkansas counties listed as a final destination are Garland, Pulaski, Carroll, Benton and Fulton.

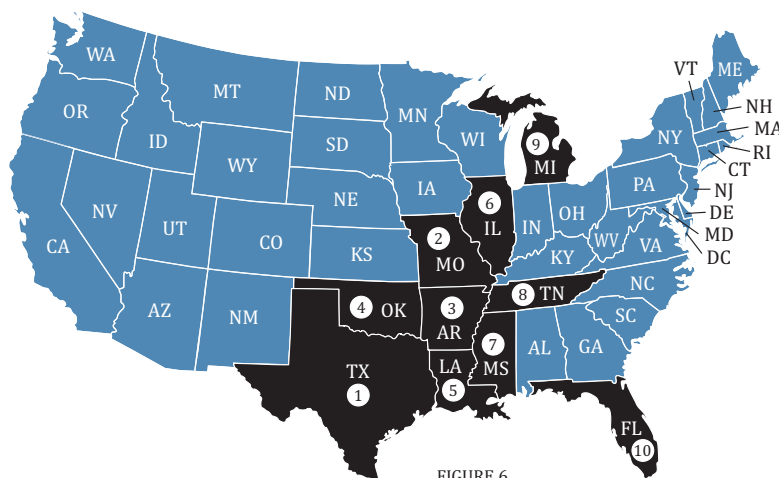


FIGURE 6
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN
2010

Table 9 – 2010 Spring Internet Conversion Study

QUESTION	2010 VACATION KIT ONLY	2010 SPECIALTY BROCHURES	2010 ALL RESPONSES	2009 STUDY				
1. Learned of the website from:								
Banner ad	0.6%	0.4%	0.8%	0.8%				
Direct e-mail	3.0%	4.8%	4.4%	6.6%				
Website link	22.6%	23.6%	24.2%	25.0%				
Search engine	62.1%	56.3%	56.8%	52.8%				
Television	4.2%	5.1%	5.0%	6.5%				
Newspaper	2.2%	2.1%	2.1%	2.4%				
Radio	0.4%	0.4%	0.5%	0.6%				
Magazine	5.0%	7.4%	6.2%	5.2%				
Top 3 magazines mentioned:								
Southern Living	18.9%	14.2%	17.2%	15.3%				
AARP Magazine	13.4%	15.8%	16.2%	22.9%				
Better Homes & Gardens	7.9%	5.0%	6.8%					
	2010 VACATION KIT ONLY	2010 SPECIALTY BROCHURES	2010 NEWSLETTER	2010 BANNER ADS	2010 KEYWORD	2010 OPRAH	2010 ALL RESPONSES	2009 STUDY
2. Printed pages from								
Arkansas website	38.2%	39.1%	45.4%	29.1%	49.5%	15.1%	40.4%	37.8%
3. Visited Arkansas								
	68.3%	69.5%	70.5%	59.7%	73.4%	32.6%	68.4%	72.3%
4. Travel party composition:								
Under18	17.1%	18.1%	14.5%	12.0%	19.7%	11.7%	17.6%	17.8%
18-24	6.0%	7.1%	8.3%	7.8%	7.0%	11.1%	6.8%	6.8%
25-34	9.5%	10.5%	8.8%	10.8%	10.6%	8.2%	10.0%	9.7%
35-44	14.0%	14.5%	14.6%	9.6%	14.8%	10.5%	14.2%	13.9%
45-54	20.0%	19.7%	17.5%	18.1%	18.7%	19.9%	19.4%	19.8%
55-64	20.4%	20.2%	22.4%	24.7%	18.1%	20.5%	20.0%	20.1%
65 and over	12.9%	10.0%	13.9%	16.9%	11.2%	18.1%	12.0%	11.8%
5a. Average nights away from home								
	5.2	5.1	5.1	5.1	5.1	5.1	5.1	4.8
5b. Average nights in Arkansas								
	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.9
6. Activities participated in:								
Sightseeing	19.5%	17.3%	18.3%	18.3%	17.3%	17.5%	18.2%	19.1%
Shopping	11.2%	11.2%	11.5%	10.2%	9.5%	13.4%	10.8%	10.8%
Attractions	12.7%	10.3%	11.1%	11.4%	10.3%	10.1%	11.3%	11.1%
Historic sites	13.4%	10.3%	11.2%	11.4%	10.9%	9.8%	11.7%	11.8%
Museums	6.6%	4.8%	5.6%	4.3%	4.8%	6.2%	5.6%	5.3%
Live performance	2.9%	2.6%	3.3%	3.6%	2.0%	4.7%	2.7%	2.9%
Arts/crafts show	2.6%	3.0%	2.7%	5.6%	2.3%	4.5%	2.7%	2.9%
Camping	5.2%	5.8%	6.2%	5.3%	9.8%	3.6%	6.6%	6.5%
Hiking	7.0%	7.1%	6.2%	5.1%	8.5%	4.2%	7.3%	6.5%
Fishing/hunting	2.2%	7.4%	4.7%	5.3%	6.3%	3.0%	4.9%	5.1%
Antiques	3.2%	3.8%	3.6%	3.0%	2.9%	4.2%	3.3%	3.2%
Golf	0.7%	0.9%	1.1%	0.8%	0.9%	1.2%	0.9%	0.6%
Water sports	3.3%	4.6%	4.0%	2.5%	4.7%	3.6%	4.0%	3.4%
Festivals	2.1%	2.9%	3.4%	5.6%	2.2%	3.9%	2.5%	2.5%
Birdwatching	1.4%	2.0%	1.9%	2.0%	2.3%	1.5%	1.8%	1.5%
Sporting events	0.5%	0.9%	0.7%	1.0%	0.6%	0.6%	0.6%	0.7%
Racing	0.2%	0.4%	0.5%	0.3%	0.4%	0.3%	0.3%	0.4%
Other	5.1%	4.8%	4.0%	4.3%	4.2%	8.0%	4.8%	5.8%

Table 9 – 2010 Spring Internet Conversion Study (continued)

	2010 VACATION KIT ONLY	2010 SPECIALTY BROCHURES	2010 NEWSLETTER	2010 BANNER ADS	2010 KEYWORD	2010 OPRAH	2010 ALL RESPONSES	2009 STUDY
7. Average trip expenditures:								
Total	\$625.08	\$545.31	\$573.28	\$624.00	\$487.83	\$442.27	\$563.84	\$518.99
Arkansas	\$481.86	\$426.86	\$452.29	\$489.41	\$385.84	\$349.62	\$445.72	\$414.76
8. Primary purpose of trip:								
Visiting friends or relatives	28.9%	35.1%	28.9%	35.0%	28.7%	43.6%	30.8%	38.0%
Vacation	64.0%	51.3%	61.4%	56.3%	63.8%	42.3%	60.0%	52.2%
Business	1.1%	2.8%	0.7%	1.3%	1.0%	5.1%	1.6%	1.7%
Student	0.4%	0.6%	0.3%	0.0%	0.6%	0.0%	0.5%	0.5%
Other	5.6%	10.2%	8.7%	7.5%	5.9%	9.0%	7.2%	7.6%
9. Information used in planning for:								
Making hotel/motel reservation	17.2%	14.4%	15.9%	14.1%	15.0%	13.9%	15.7%	16.5%
Locating Arkansas attractions	41.4%	36.5%	38.9%	36.0%	40.2%	32.0%	39.3%	45.3%
Selecting places to eat	11.9%	12.4%	14.0%	14.5%	11.2%	13.6%	12.1%	13.1%
Finding places to shop	8.4%	9.7%	9.5%	8.3%	8.0%	9.3%	8.8%	0.0%
All of the above	12.4%	16.0%	12.8%	19.8%	13.0%	22.4%	14.0%	13.4%
Other	8.7%	11.1%	8.9%	7.4%	12.7%	8.8%	10.2%	11.7%
10. Average time for additional information to arrive (days)								
	11.6	11.6	11.3	10.8	10.3	11.6	11.3	12.4
11. Average trip planning time before trip (weeks)								
	9.8	7.3	7.3	7.4	7.3	10.0	7.5	7.4
12. Visited other state websites								
	83.4%	78.6%	79.2%	77.6%	79.2%	89.1%	81.1%	79.5%
Top 10 state websites visited:								
	MO 6.1%	MO 6.9%	MO 7.2%	TX 8.3%	MO 6.9%	FL 6.5%	MO 6.5%	MO 6.5%
	TX 6.0%	TX 6.3%	TN 6.7%	TN 7.5%	TX 6.7%	MO 5.8%	TX 6.2%	TX 6.1%
	TN 5.7%	TN 5.7%	TX 5.7%	CO 5.6%	TN 6.1%	TN 5.4%	TN 5.9%	TN 5.8%
	CO 4.6%	FL 4.7%	CO 4.6%	MO 5.1%	CO 5.4%	TX 4.6%	CO 4.7%	OK 4.5%
	OK 4.2%	CO 4.5%	FL 4.0%	FL 4.5%	FL 4.8%	KY 4.1%	FL 4.3%	CO 4.4%
	FL 3.7%	OK 3.7%	OK 3.6%	NM 4.3%	OK 4.5%	IL 3.7%	OK 4.0%	FL 3.9%
	LA 3.5%	LA 3.5%	LA 3.5%	AZ 3.7%	LA 3.6%	CO 3.4%	LA 3.5%	LA 3.2%
	AZ 3.1%	AZ 3.0%	AL 3.3%	LA 3.5%	AZ 3.4%	GA 3.4%	AZ 3.1%	AZ 3.0%
	KY 3.1%	AL 3.0%	GA 3.1%	MS 3.5%	MS 3.3%	LA 3.4%	KY 3.0%	KY 2.9%
	MS 3.1%	GA 2.9%	KY 3.1%	CA 3.2%	AL 3.0%	NC 3.3%	MS 3.0%	MS 2.9%

Table 9 – 2010 Spring Internet Conversion Study (continued)

	2010 VACATION KIT ONLY	2010 SPECIALTY BROCHURES	2010 NEWSLETTER	2010 BANNER ADS	2010 KEYWORD	2010 OPRAH	2010 ALL RESPONSES	2009 STUDY
13. Requested information from other states	66.5%	59.7%	60.8%	50.8%	58.5%	77.4%	62.6%	58.3%
Top 10 states from which information was requested:								
	MO 6.5%	MO 7.1%	TN 6.8%	CO 8.5%	MO 7.1%	MO 6.6%	MO 6.7%	MO 7.0%
	TX 6.1%	TX 6.7%	TX 6.1%	TX 7.5%	TX 6.6%	FL 5.5%	TX 6.3%	TX 6.1%
	TN 5.7%	TN 5.7%	MO 6.0%	MO 6.6%	TN 6.2%	TX 5.2%	TN 5.8%	TN 5.5%
	CO 4.4%	CO 4.5%	FL 4.0%	TN 6.1%	CO 6.1%	TN 4.7%	CO 4.8%	CO 4.6%
	OK 4.3%	FL 4.1%	CO 3.8%	FL 5.2%	OK 4.5%	CO 4.5%	OK 4.1%	OK 4.5%
	LA 3.4%	OK 3.9%	LA 3.5%	AZ 4.7%	FL 4.1%	KY 4.1%	FL 3.6%	FL 3.8%
	AZ 3.3%	LA 3.4%	OK 3.4%	NM 4.7%	AZ 3.5%	NC 3.9%	LA 3.4%	AZ 3.2%
	MS 3.1%	AL 3.1%	KY 3.2%	LA 3.8%	AL 3.4%	IL 3.8%	AZ 3.2%	LA 3.1%
	AL 3.1%	AZ 2.9%	AL 3.0%	MT 3.8%	MS 3.4%	LA 3.6%	AL 3.1%	KY 3.0%
	NM 2.9%	NM 2.7%	GA 2.9%	KS 3.3%	LA 3.1%	AZ 3.1%	MS 2.9%	AL 2.8%
14. Visited other states	75.7%	72.2%	71.2%	75.4%	74.7%	75.7%	74.3%	74.3%
Top 10 states visited:								
	MO 7.3%	MO 8.6%	MO 9.1%	MO 7.9%	MO 8.1%	TN 6.5%	MO 7.8%	MO 8.7%
	TX 6.0%	TX 6.0%	TN 6.8%	TN 6.8%	TX 6.4%	FL 6.2%	TX 6.1%	TX 7.0%
	TN 5.9%	TN 5.7%	TX 5.9%	TX 6.1%	TN 6.1%	IL 6.0%	TN 6.0%	TN 6.1%
	OK 4.9%	FL 4.8%	FL 4.5%	MS 5.4%	OK 5.2%	MO 5.5%	OK 4.7%	OK 5.4%
	LA 3.7%	OK 4.7%	OK 4.5%	FL 4.3%	FL 4.6%	TX 5.1%	FL 4.2%	MS 4.2%
	FL 3.6%	LA 3.8%	MS 4.2%	NM 4.3%	LA 4.5%	MI 3.6%	LA 3.8%	FL 3.8%
	MS 3.6%	MS 3.7%	AL 3.8%	IL 4.0%	MS 3.9%	KY 3.5%	MS 3.7%	LA 3.8%
	IL 3.4%	IL 3.5%	GA 3.5%	CO 3.6%	CO 3.2%	LA 3.5%	IL 3.5%	IL 3.6%
	AL 3.0%	AL 3.2%	LA 3.4%	LA 3.2%	IL 3.2%	MS 3.5%	AL 3.1%	AL 3.3%
	KY 3.0%	GA 3.0%	CO 3.1%	CA 2.9%	AL 3.1%	GA 3.3%	CO 3.0%	KS 3.0%
15. For those unable to travel in Arkansas, reasons cited:								
Financial	22.0%	30.4%	27.2%	26.6%	25.8%	34.7%	26.2%	28.3%
Time	34.2%	31.7%	29.0%	35.4%	36.3%	32.1%	33.6%	32.0%
Personal/family	15.6%	15.0%	22.6%	17.7%	13.9%	19.5%	15.8%	15.0%
Weather	4.2%	3.1%	3.7%	5.1%	4.1%	2.1%	3.7%	3.6%
Other	24.1%	19.8%	17.5%	15.2%	19.9%	11.6%	20.7%	21.1%
16. Plan to visit Arkansas within the next 12 months	72.6%	85.8%	86.8%	90.3%	81.8%	67.8%	79.2%	75.9%
17. Average family income	\$61,463	\$60,221	\$60,118	\$56,785	\$60,363	\$58,528	\$60,563	\$56,666

Table 10 – Comparison of the 2010 and 2009 Welcome Center Surveys

TOP 15 STATES OF ORIGIN, 2010 AND 2009

STATE OF ORIGIN	2010 RANK	2010 PERCENT OF TOTAL	2009 RANK	2009 PERCENT OF TOTAL
Texas	1	17.8%	1	19.2%
Missouri	2	11.7%	2	10.5%
Arkansas	3	8.3%	3	7.7%
Oklahoma	4	8.2%	4	7.7%
Louisiana	5	6.5%	6	5.6%
Illinois	6	6.0%	5	6.0%
Mississippi	7	5.1%	7	4.3%
Tennessee	8	3.7%	8	4.0%
Michigan	9	2.8%	9	3.7%
Florida	10	2.5%	11	2.5%
Indiana	11	2.5%	10	2.6%
Kansas	12	2.0%		
Ohio	13	1.9%	13	2.2%
Wisconsin	14	1.9%	12	2.2%
Iowa	15	1.8%	14	2.0%
Other		17.3%		19.8%

AVERAGE AGE

Median for All Members of the Travel Party

2010 – 53.1
2009 – 52.1

DESCRIPTION OF TRAVEL PARTY

	2010	2009
Family	75%	74%
Individual	24%	25%
Business	1%	1%
Motor home	*	*
Other	*	*

FIRST TRIP TO ARKANSAS

2010 – 7.0%
2009 – 8.1%

METHOD OF CONTACTING DEPARTMENT PRIOR TO TRIP

	2010	2009
Did not contact	91%	91%
Internet	8%	7%
Phone	1%	1%
Mail	*	1%

PURPOSE OF TRIP

	2010	2009
Visit friends	41%	41%
Sightseeing	19%	20%
Entertainment	12%	11%
Business	10%	11%
Recreation	8%	8%
Family affairs	7%	6%
Other	3%	3%

NIGHTS AWAY FROM HOME

	2010	2009
1	6%	7%
2	12%	12%
3	12%	12%
4	11%	10%
5	8%	8%
6	8%	8%
7	9%	10%
8+	33%	33%
Median Nights:	6.0	6.1

Table 10 – Comparison of the 2010 and 2009 Welcome Center Surveys (continued)

NIGHTS SPENT IN ARKANSAS

	2010	2009
1	30%	28%
2	21%	22%
3	15%	16%
4	11%	11%
5	5%	4%
6	7%	8%
7	3%	3%
8+	8%	8%
Median Nights:	2.9	2.9

VACATIONERS

2010 – 74%
2009 – 75%

TOP 10 ARKANSAS COUNTIES AS FINAL DESTINATION

	2010	2009
Garland	1	1
Pulaski	2	2
Carroll	3	4
Benton	4	3
Fulton	5	5
Washington	6	6
Stone	7	10
Baxter	8	9
Cleburne	9	–
Pike	10	8

AVERAGE TRIP DISTANCE

2010 – 626 miles
2009 – 630 miles

ACTIVITIES PARTICIPATED IN

	2010	2009
Sightseeing	85%	88%
Shopping	51%	57%
Attractions	46%	44%
Historic sites	23%	26%
Museums	16%	18%
Live performance	11%	10%
Hiking	10%	10%
Camping	9%	9%
Fishing/hunting	8%	7%
Arts/crafts show	8%	6%
Water sports	5%	3%
Birdwatching	4%	4%
Golf	3%	4%
Antiques	3%	3%
Festivals	3%	2%
Sporting events	2%	2%
Racing	1%	1%
Other	19%	16%

AVERAGE EXPENDITURE PER TRIP

2010 – \$718
2009 – \$703

WHAT MOST INFLUENCED TRIP

	2010	2009
Shortest route	38%	33%
Previous visit	36%	36%
Friend/relative	14%	17%
Business	7%	8%
Advertisement	5%	6%

* Denotes less than 1 percent.

NOTE: Details may not add due to rounding.

Source: 2010 and 2009 Arkansas State Welcome Center Surveys.

Welcome Center Registration Summary

During 2010, a talented staff of about 45 travel consultants assisted 903,420 visitors at the 13 Arkansas State Welcome Centers. In addition to travel counseling, they collect a wealth of marketing and research data. *Figure 7* compares 2010 and 2009 visitor totals by month. Of those who stopped for assistance, 50% were on vacation, while 45% were passing through. "Reasons for Travel" is summarized in *Table 13* and by *Figure 8*. The top five regions visited in Arkansas by those who stopped for information were: Heart of Arkansas, Diamond Lakes, Ozark Gateway, Northwest Arkansas and Delta Byways.

FIGURE 7
WELCOME CENTER VISITORS BY MONTH 2009-2010

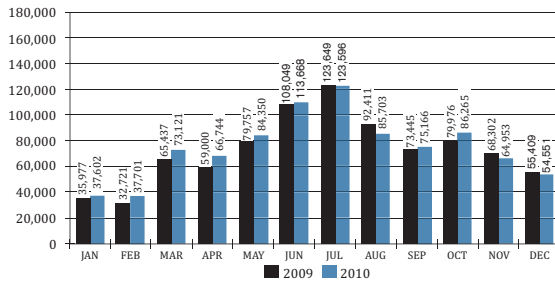
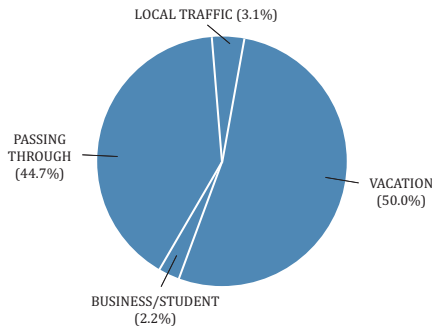


FIGURE 8
WELCOME CENTER VISITORS BY REASONS FOR TRAVEL 2010



United States visitors to Arkansas State Welcome Centers increased in 2010, while foreign visitation remained virtually unchanged from 2009 totals. The top five countries of origin and their percent of total foreign visitation are depicted in *Figure 9*. See *Table 17* for the complete breakdown of foreign visitors.

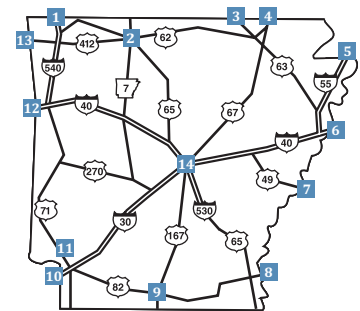
The 13 Centers are located near state borders along highway entry points. The Helena-West Helena and Red River locations are staffed by only two people and are open 8 a.m.- 4 p.m. during the fall and winter, and 8 a.m.- 5 p.m. in the spring and summer. All others are open 8 a.m.- 5 p.m. in the fall and winter, and 8 a.m.-6 p.m. during the spring and summer. The busiest hours and the percent of travel parties registered were 11 a.m.-12 p.m. (12.9%), 12-1 p.m. (12.5%) and 10-11 a.m. (12.5%). For a complete

breakdown of travel parties registered by hours of operation, see *Table 12*.

ARKANSAS STATE WELCOME CENTER LOCATIONS

NAME	HIGHWAY	DATE OPENED
1. Bentonville	U.S. 71 North	7-29-67
2. Harrison	U.S. 65 North	5-17-88
3. Mammoth Spring	U.S. 63 North	3-16-87
4. Corning	U.S. 67 North	8-19-68
5. Blytheville	I-55 North	4-07-75
6. West Memphis	I-40 West	11-24-71
7. Helena-West Helena	U.S. 49 Bypass	2-13-78
8. Lake Village	U.S. 65-82	6-30-80
9. El Dorado	U.S. 167 South	1-10-69
10. Texarkana	I-30 East	1-13-69
11. Red River	U.S. 71 North	12-08-88
12. Van Buren/Fort Smith	I-40 West	4-27-70
13. Siloam Springs	U.S. 412 West	6-24-92

A 14th Center is operated at the Department of Parks and Tourism Central Office at 1 Capitol Mall in Little Rock. Their primary function is to provide Arkansas travelers with information on scenic, historic and recreational points of interest within the state, presenting the positive first impression of Arkansas that is so critical in persuading guests to stay longer and discover new attractions. In a new effort to increase the time visitors spend in Arkansas, the Tourism Division has initiated a Professional Travel Counselor Certification program. In order to obtain certification, travel consultants pass a rigorous examination on Arkansas attractions, history, geography, geology and map skills.



Arkansas State Welcome Centers are jointly operated by the Arkansas Department of Parks and Tourism and the Arkansas Highway and Transportation Department. See pages 62-63 for a detailed update on the rebuilding program currently in progress.

FIGURE 9
WELCOME CENTER FOREIGN VISITORS
TOP FIVE COUNTRIES 2010

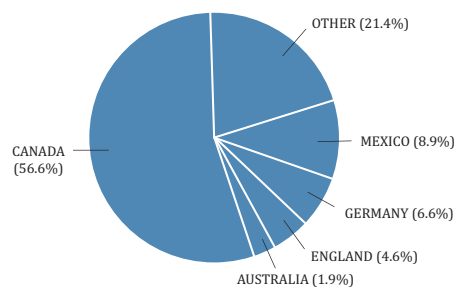


Table 11 - Welcome Center Summary Table 2010

Table 12 - Travel Parties Registered by Hours of Operation and Welcome Center 2010

	TOTAL VEHICLES	TOTAL VISITORS	VISITORS/VEHICLES	TOTAL MILES IN ARKANSAS TRAVELED BY VISITORS	INCREASE IN MILES TRAVELED AS RESULT OF TRAVEL COUNSELING	TOTAL DAYS SPENT IN ARKANSAS
Bentonville	13,680	28,595	2.1	3,752,993	18,795	41,012
Blytheville	50,353	126,722	2.5	12,105,696	680,404	82,061
Corning	22,957	46,241	2.0	6,374,982	137,775	60,127
El Dorado	17,182	32,573	1.9	5,165,150	186,095	32,174
Harrison	24,232	60,052	2.5	7,666,265	33,210	58,788
Helena-West Helena	7,793	14,450	1.9	2,735,412	84,150	20,194
Lake Village	24,150	56,420	2.3	7,908,285	520,125	51,256
Mammoth Spring	28,928	74,460	2.6	5,084,078	28,920	50,833
Red River	8,578	18,588	2.2	2,892,505	77,925	22,708
Siloam Springs	8,816	18,240	2.1	1,325,454	25,612	17,808
Texarkana	90,593	211,786	2.3	33,742,440	1,212,365	208,170
Van Buren/Fort Smith	41,657	93,172	2.2	12,030,520	272,940	94,979
West Memphis	51,964	122,121	2.4	17,640,350	1,051,555	108,026
TOTALS	390,883	903,420	2.3	118,424,130	4,329,871	848,136

HOURS OF OPERATION	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
8 - 9 AM	915	3,715	1,702	1,657	1,495	801	1,392	1,126	832	839	6,276	2,323	3,051	26,124
9 - 10 AM	1,192	5,396	2,356	2,074	2,655	901	2,088	2,064	1,152	980	8,768	3,682	5,232	38,540
10 - 11 AM	1,795	6,235	2,950	2,380	3,583	1,076	2,845	3,158	1,280	1,237	10,730	5,021	6,443	48,733
11 AM - 12 PM	1,897	6,389	3,088	2,225	3,732	1,153	3,126	3,747	1,118	1,353	11,173	5,426	6,068	50,495
12 - 1 PM	1,843	5,920	2,914	2,076	3,197	945	3,030	4,117	1,045	1,141	11,531	5,265	5,914	48,938
1 - 2 PM	1,637	6,014	2,726	1,879	2,688	966	3,042	4,049	985	1,151	10,880	4,965	6,108	47,090
2 - 3 PM	1,641	6,021	2,465	1,671	2,475	870	3,100	3,864	955	897	10,475	4,966	6,497	45,897
3 - 4 PM	1,465	5,387	2,330	1,520	2,225	889	2,718	3,532	929	696	9,815	4,669	6,239	42,414
4 - 5 PM	1,029	4,258	1,864	1,446	1,653	192	2,217	2,472	282	418	8,591	4,176	4,945	33,543
5 - 6 PM	266	1,018	562	254	529	-	592	799	-	104	2,354	1,164	1,467	9,109
TOTALS	13,680	50,353	22,957	17,182	24,232	7,793	24,150	28,928	8,578	8,816	90,593	41,657	51,964	390,883

Table 13 - Visitors by Reasons for Travel and Welcome Center 2010

Table 14 - Visitors by Destination in Arkansas by Region and Welcome Center 2010

REASON FOR TRAVEL	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Vacation	20,328	47,650	21,919	20,185	38,776	7,291	21,275	42,760	12,816	10,992	108,592	43,486	55,463	451,533
Passing Through	5,049	77,339	21,944	6,610	18,581	4,579	33,014	19,280	4,089	4,757	101,427	45,102	62,110	403,881
Local Traffic	2,264	412	872	3,007	1,527	743	1,189	11,907	656	1,757	775	1,445	1,142	27,696
Business/Student	954	1,321	1,506	2,771	1,168	1,837	942	513	1,027	734	992	3,139	3,406	20,310
TOTALS	28,595	126,722	46,241	32,573	60,052	14,450	56,420	74,460	18,588	18,240	211,786	93,172	122,121	903,420

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	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Heart of Arkansas	1,748	15,607	5,274	3,368	6,131	1,192	5,895	414	204	220	37,182	11,093	26,593	114,921
Diamond Lakes	2,106	10,580	2,320	5,577	3,721	998	3,596	485	2,261	217	42,045	4,001	11,028	88,935
Ozark Gateway	167	206	6,024	930	3,491	682	587	42,770	223	314	4,022	1,151	457	61,024
Northwest Arkansas	13,529	204	342	1,441	9,956	395	1,769	414	2,012	10,913	3,006	11,488	2,698	58,167
Arkansas Delta														
Byways	217	13,514	4,270	666	1,036	3,901	6,286	1,651	73	83	16,619	3,562	4,078	55,956
Ozark Mountain Region	626	174	1,130	1,688	18,498	404	1,157	1,235	227	1,438	5,801	2,254	1,074	35,706
Arkansas's Great Southwest	392	5,931	534	559	536	79	252	45	5,507	37	7,394	94	3,521	24,881
Western Arkansas'														
Mountain Frontier	2,760	626	267	343	674	286	731	60	3,363	324	1,139	8,540	4,685	23,798
Arkansas River Valley														
Tri-Peaks	1,089	828	755	874	2,239	334	1,273	178	707	138	4,300	5,312	2,617	20,644
Arkansas' South	96	347	146	11,542	218	67	604	26	180	14	933	185	383	14,741
Greers Ferry Lake/Little Red River	134	629	3,587	349	1,619	298	507	335	30	50	4,251	1,363	575	13,727
Arkansas' Land of Legends	139	459	151	736	281	170	1,383	36	5	9	1,206	544	526	5,645
TOTALS	23,003	49,105	24,800	28,073	48,400	8,806	24,040	47,649	14,792	13,757	127,898	49,587	58,235	518,145

Table 15 - Visitors by Destination in Arkansas by Park Visited and Welcome Center 2010

ARKANSAS STATE PARK DESTINATIONS (LISTED BY RANK)	BENTON-VILLE	BLYTHER-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Mammoth Spring	5	0	64	32	155	22	0	42,766	7	31	80	3	0	43,165
Crater of Diamonds	509	826	290	333	619	107	183	56	339	61	5,123	336	1,173	9,954
Petit Jean	126	75	126	365	442	38	370	45	95	37	2,138	753	284	4,894
Ozark Folk Center	36	4	286	210	977	211	181	379	56	172	1,239	342	12	4,105
DeGray Lake Resort	21	122	39	278	59	19	23	5	39	28	2,024	38	106	2,801
Mount Magazine	219	20	29	134	331	36	87	87	231	33	620	593	68	2,488
Lake Ouachita	17	62	3	193	111	26	41	7	93	6	1,193	10	50	1,812
Queen Wilhelmina	125	8	11	46	97	48	22	18	813	16	346	89	56	1,695
Lake Catherine	31	46	22	125	47	12	35	2	18	0	812	42	88	1,280
Devil's Den	366	4	2	33	65	4	16	4	89	182	32	431	14	1,242
Historic Washington	2	10	2	66	2	9	17	0	85	6	1,015	5	6	1,225
Bull Shoals-White River	16	4	10	80	325	8	17	90	11	234	339	33	0	1,167
Village Creek	0	137	15	0	12	57	0	21	0	2	278	163	227	912
Lake Chicot	4	0	2	38	44	14	672	2	0	0	2	24	0	802
Mount Nebo	28	11	17	59	124	5	46	16	64	3	226	162	20	781
Daisy	22	20	0	28	8	10	0	3	239	7	258	13	29	637
Lake Dardanelle	27	6	4	6	45	23	13	5	4	5	51	362	55	610
Hobbs	351	0	0	0	30	0	0	1	2	102	10	21	0	517
Millwood	0	2	1	3	2	0	0	0	404	5	67	0	8	492
Prairie Grove Battlefield	99	0	1	17	28	0	8	0	10	79	6	41	0	289
Arkansas Museum of Natural Resources	0	2	0	212	10	0	12	2	1	0	8	0	0	247
Lake Fort Smith	52	0	0	0	23	2	0	0	11	18	11	94	11	222
Pinnacle Mountain	0	2	4	44	4	2	14	0	1	6	71	4	14	175
Withrow Springs	33	0	0	4	47	0	0	2	6	36	15	26	0	169
Crowley's Ridge	0	2	31	6	31	11	2	36	0	8	27	8	2	164
Cossatot River State Park-Natural Area	4	0	0	8	4	0	0	0	90	0	49	3	2	160
Moro Bay	1	2	2	120	2	0	4	0	2	0	3	0	2	138
Arkansas Post Museum	6	7	0	0	1	65	36	4	0	0	10	3	0	132
Toltec Mounds	4	14	2	19	2	3	2	0	4	6	43	19	12	130
Cane Creek	4	0	2	38	7	5	40	3	0	0	26	0	0	125
Louisiana Purchase	0	0	0	4	4	75	0	0	0	0	12	1	9	105
White Oak Lake	2	0	0	18	2	0	3	2	11	0	61	0	0	99
Parkin Archeological	3	16	0	0	0	7	7	8	0	0	13	17	23	94
Davidsonville Historic	0	0	56	0	4	0	2	15	0	0	0	1	0	78
Mississippi River	0	2	0	0	1	71	0	0	0	0	0	2	0	76
Woolly Hollow	0	0	0	9	16	0	4	2	2	0	31	7	5	76
Lake Charles	0	0	21	0	13	2	2	23	0	0	6	4	3	74
Jacksonport	0	2	46	0	2	0	0	4	0	0	13	2	0	69
South Arkansas Arboretum	0	0	0	44	0	0	0	0	0	0	0	0	0	44
Hampson Archeological Museum	1	30	0	0	0	0	0	0	0	0	4	2	0	37
Delta Heritage Trail	0	0	0	0	1	30	0	0	0	0	0	0	0	31
Lake Poinsett	0	7	2	0	3	4	0	12	0	0	2	1	0	31
Powhatan	0	0	0	0	3	0	0	12	0	8	2	0	0	25
Plantation Agriculture Museum	0	1	0	5	0	6	0	0	0	0	8	0	0	20
Lake Frierson	0	0	2	0	3	1	1	6	0	0	6	0	0	19
Marks' Mills	0	0	0	5	2	0	0	0	4	0	2	0	0	13
Lower White River Museum	0	0	0	0	0	0	0	0	0	0	8	0	3	11
Logoly	0	0	0	4	0	0	0	0	4	0	0	0	0	8
Poison Spring	0	0	0	0	2	0	0	0	0	0	4	0	0	6
Jenkins' Ferry	0	0	0	0	2	0	0	0	0	0	0	0	0	2
Conway Cemetery	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Herman Davis	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	2,114	1,444	1,092	2,586	3,721	933	1,860	43,642	2,735	1,091	16,294	3,655	2,282	83,449

Table 16 - Visitors by State and Welcome Center 2010

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
TEXAS	1,888	11,066	2,651	2,158	4,592	589	1,139	1,951	4,912	1,530	114,555	15,064	17,744	179,839
ARKANSAS	5,207	4,880	16,661	9,256	22,580	5,592	18,278	22,515	6,652	2,752	22,442	10,926	9,524	157,265
MISSOURI	7,151	24,800	11,962	481	9,845	335	1,328	25,913	585	424	4,011	1,150	1,970	89,955
OKLAHOMA	1,424	410	145	171	2,419	398	1,738	653	614	11,127	1,049	29,189	4,606	53,943
ILLINOIS	760	28,213	6,232	131	1,326	183	277	1,588	86	130	7,063	688	4,439	51,116
LOUISIANA	787	3,161	368	16,787	2,764	277	7,471	1,158	3,494	95	10,135	685	1,488	48,670
TENNESSEE	100	4,729	386	176	1,306	678	554	4,328	69	104	8,612	3,614	13,423	38,079
MISSISSIPPI	206	5,338	143	817	1,519	3,120	14,051	3,294	182	40	1,686	1,484	3,244	35,124
MICHIGAN	286	7,627	1,318	130	550	117	276	514	46	124	5,952	735	4,491	22,166
INDIANA	224	8,643	1,668	50	416	104	130	574	45	65	4,590	322	3,174	20,005
FLORIDA	445	1,978	184	297	1,125	409	3,491	1,379	167	108	1,253	2,296	3,999	17,131
ALABAMA	121	1,706	90	231	1,065	435	2,107	1,641	95	30	1,152	1,935	6,076	16,684
OHIO	170	1,903	569	144	325	127	96	328	37	33	4,622	720	4,627	13,701
KENTUCKY	81	3,931	636	179	223	70	129	438	14	28	2,829	618	3,373	12,549
GEORGIA	138	602	91	224	836	301	608	745	37	41	718	2,322	5,322	11,985
WISCONSIN	485	5,308	1,139	110	784	115	190	672	75	51	1,733	285	1,014	11,961
KANSAS	3,388	527	72	84	1,417	67	622	1,731	171	297	269	1,766	783	11,194
CALIFORNIA	322	529	161	113	646	132	319	623	72	176	1,465	3,712	2,349	10,619
NORTH CAROLINA	99	300	68	52	313	177	180	184	27	65	1,295	2,052	4,927	9,739
IOWA	1,569	2,564	390	99	1,105	80	286	733	241	111	636	367	303	8,484
VIRGINIA	71	174	73	39	206	42	118	145	18	21	1,493	1,022	3,690	7,112
MINNESOTA	1,175	1,935	92	102	980	74	506	396	220	60	638	297	442	6,917
PENNSYLVANIA	90	457	117	44	238	51	90	142	27	22	1,884	764	2,633	6,559
ARIZONA	131	446	96	38	265	59	114	202	70	108	908	1,831	1,372	5,640
NEW YORK	55	352	77	24	124	78	84	97	87	30	1,251	545	2,020	4,824
SOUTH CAROLINA	41	161	45	46	402	64	157	220	16	16	329	896	2,154	4,547
COLORADO	211	251	56	49	369	87	345	323	46	193	261	1,431	798	4,420
NEW MEXICO	45	119	40	34	106	32	67	89	29	77	422	1,166	773	2,999
NEBRASKA	808	458	34	24	404	34	203	375	112	70	168	124	169	2,983
MARYLAND	25	100	65	7	75	19	117	64	4	7	583	413	1,247	2,726
WASHINGTON	94	209	52	50	186	55	120	168	34	35	309	324	502	2,138
NEW JERSEY	39	109	38	13	80	29	33	41	3	9	537	284	900	2,115
WEST VIRGINIA	25	134	33	9	48	12	17	47	18	8	622	164	692	1,829
MASSACHUSETTS	22	71	33	9	68	31	40	47	5	14	267	257	589	1,453
NEVADA	35	76	23	12	54	21	45	48	18	16	108	535	375	1,366
OREGON	70	93	24	16	120	26	90	106	14	31	195	265	308	1,358
SOUTH DAKOTA	217	235	25	18	104	19	94	30	38	22	101	74	108	1,085
CONNECTICUT	20	51	27	13	38	6	13	27	4	4	191	133	364	891
UTAH	38	74	14	20	38	17	54	65	6	15	82	249	201	873
MAINE	9	43	5	11	17	11	6	25	13	2	130	121	330	723
NEW HAMPSHIRE	2	26	3	2	11	14	18	19	0	1	129	77	283	585
NORTH DAKOTA	81	152	12	4	130	3	21	21	20	0	46	37	50	577

Table 16 – Visitors by State and Welcome Center 2010 (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
ALASKA	40	67	9	5	42	11	21	60	6	16	89	89	102	557
IDAHO	33	56	12	14	56	9	22	61	16	17	50	105	96	547
MONTANA	40	61	11	19	64	6	41	25	9	13	50	74	110	523
DELAWARE	6	29	5	7	10	0	23	16	11	0	119	71	204	501
VERMONT	9	41	2	3	15	7	17	22	8	4	66	67	208	469
WYOMING	42	55	10	2	38	28	23	45	12	9	42	98	52	456
DISTRICT OF COLUMBIA	15	23	6	2	7	6	10	4	0	0	60	67	229	429
RHODE ISLAND	8	8	8	2	20	3	8	0	6	2	116	38	129	348
HAWAII	9	12	7	8	22	5	10	22	6	4	57	40	32	234
TOTALS	28,357	124,293	45,988	32,336	59,493	14,165	55,797	73,914	18,497	18,157	207,370	91,588	118,038	887,993

Table 17 - Foreign Visitors by Country and Welcome Center 2010

FOREIGN COUNTRIES	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
AFRICA														
AFRICA OTHER	3	11	0	7	11	4	8	3	0	0	20	8	40	115
EGYPT	0	0	0	0	2	0	0	0	0	0	5	1	0	8
AMERICAN POSSESSIONS & TERRITORIES														
AMERICAN POSSESSIONS														
OTHER	2	0	0	0	0	0	0	0	0	0	0	0	0	2
GUAM	0	2	0	0	0	0	0	4	0	0	13	0	23	42
PHILIPPINES	0	21	0	0	0	0	15	4	0	0	10	0	16	66
PUERTO RICO	0	5	6	5	1	0	2	9	0	0	30	6	23	87
VIRGIN ISLANDS	0	4	0	0	0	2	2	5	0	0	5	1	3	22
ASIA														
ASIA OTHER	7	0	0	0	1	0	2	1	0	0	3	0	0	14
CHINA	0	6	0	0	3	5	13	16	4	0	17	18	8	90
INDIA	0	3	2	0	1	0	0	0	2	1	2	3	1	15
INDONESIA	0	0	0	0	0	0	0	0	0	0	4	0	6	10
JAPAN	5	11	0	0	5	5	6	0	14	0	25	10	37	118
KOREA	3	6	3	60	13	6	3	17	0	0	22	8	38	179
MALAYSIA	0	4	0	0	2	0	0	2	0	0	0	4	2	14
PAKISTAN	0	0	0	0	0	0	3	0	0	0	0	0	2	5
THAILAND	0	2	0	0	2	0	0	0	3	0	11	0	21	39
TURKEY	0	0	0	0	0	0	0	0	0	0	0	5	3	8
CANADIAN PROVINCES														
ALBERTA	19	27	5	2	40	4	30	0	0	1	40	28	76	272
BRITISH COLUMBIA	3	20	4	5	26	11	32	2	10	4	31	51	97	296
CANADA OTHER	0	0	0	4	0	0	2	127	1	11	3	2	16	166
MANITOBA	52	81	3	6	31	0	19	0	8	0	70	15	36	321
NEW BRUNSWICK	0	11	2	0	8	2	3	0	0	0	38	18	104	186
NEWFOUNDLAND	0	0	2	0	14	2	0	0	0	0	2	14	13	47
NOVA SCOTIA	0	7	3	2	0	0	0	0	0	2	46	33	68	161
ONTARIO	39	1,339	125	30	146	26	80	7	22	17	2,130	378	1,639	5,978
PRINCE EDWARD ISLAND	0	0	0	0	2	0	0	0	0	0	3	0	1	6
QUEBEC	4	196	4	6	10	6	24	0	0	4	381	178	392	1,205
SASKATCHEWAN	2	22	1	3	9	2	18	0	0	2	12	7	22	100

Table 17 - Foreign Visitors by Country and Welcome Center 2010 (continued)

FOREIGN COUNTRIES	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
CENTRAL AMERICA														
BAHAMAS	0	0	0	0	0	0	0	0	0	0	0	0	2	2
BELIZE	0	4	0	0	0	0	4	0	0	0	13	0	30	51
BERMUDA	0	0	0	0	0	0	0	4	0	0	1	0	2	7
CENTRAL AMERICA														
OTHER	0	1	0	0	0	0	0	0	0	0	0	0	7	8
COSTA RICA	2	1	0	0	4	0	4	0	0	0	6	0	1	18
CUBA	0	0	0	0	0	0	0	0	0	0	2	0	0	2
GUATEMALA	0	15	11	0	1	0	11	0	0	0	4	1	2	45
HONDURAS	0	3	0	0	0	0	0	2	0	0	5	2	0	12
JAMAICA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PANAMA	0	0	0	0	0	0	0	0	0	0	4	0	8	12
WEST INDIES	0	2	0	0	0	0	0	4	0	0	1	0	0	7
EUROPE														
AUSTRIA	2	10	2	6	1	8	9	24	0	6	59	7	154	288
BELGIUM	0	4	0	0	0	2	11	0	0	2	0	13	0	32
BULGARIA	0	0	0	0	0	0	0	0	0	0	0	0	2	2
CZECHOSLOVAKIA	0	6	0	2	0	0	5	2	0	6	4	5	21	51
DENMARK	6	5	12	2	4	7	8	0	0	2	8	9	28	91
ENGLAND	29	63	8	18	39	54	38	66	2	6	105	97	178	703
EUROPE OTHER	2	3	0	1	0	0	17	6	0	0	11	8	18	66
FINLAND	0	2	1	0	0	0	2	2	0	0	2	4	24	37
FRANCE	4	28	4	4	6	9	23	9	3	2	62	44	56	254
GERMANY	20	111	26	20	66	43	85	60	6	3	162	141	277	1,020
HUNGARY	1	4	0	0	0	0	0	0	0	0	9	1	0	15
ICELAND	0	0	0	0	0	0	0	0	0	0	0	0	0	0
IRELAND	0	17	0	0	4	0	13	4	2	0	15	6	23	84
ITALY	2	24	7	0	1	5	0	2	0	0	16	17	29	103
LUXEMBOURG	0	7	0	0	0	0	2	0	0	0	0	0	10	19
NETHERLANDS	0	31	2	2	8	17	13	15	0	1	64	36	83	272
NORWAY	4	3	0	0	5	3	9	6	0	0	30	7	26	93
POLAND	0	2	0	0	0	0	11	2	0	0	6	1	14	36
PORTUGAL	0	0	0	2	0	2	0	0	0	0	2	0	2	8
RUSSIA	0	3	0	1	0	4	7	13	1	0	15	11	19	74
SCOTLAND	2	12	0	0	6	8	10	0	0	0	10	0	14	62
SPAIN	1	4	0	2	10	6	0	2	0	0	11	7	15	58
SWEDEN	2	8	0	4	7	6	10	4	7	3	31	8	18	108
SWITZERLAND	4	24	0	2	9	6	17	16	0	2	20	17	37	154
WALES	3	2	0	0	0	0	0	0	0	0	6	2	0	13
YUGOSLAVIA	0	0	0	0	0	0	0	0	0	0	0	0	3	3

Table 17 - Foreign Visitors by Country and Welcome Center 2010 (continued)

FOREIGN COUNTRIES	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
MEXICO	1	195	7	6	2	2	13	12	5	3	694	205	223	1,368
NEAR & MIDDLE EAST														
IRAN	0	0	0	0	2	0	0	0	0	0	2	1	3	8
ISRAEL	2	0	2	0	5	0	0	13	0	1	6	10	5	44
NEAR & MIDDLE EAST OTHER	0	0	0	0	1	4	0	0	0	0	5	0	0	10
SAUDI ARABIA	0	4	0	0	0	0	4	0	0	0	3	0	6	17
OCEANIA														
AUSTRALIA	5	28	4	6	36	17	15	56	1	4	49	74	0	295
NEW ZEALAND	2	10	0	2	8	5	8	6	0	0	14	20	11	86
OCEANIA OTHER	0	0	0	0	0	0	0	6	0	0	9	0	0	15
SOUTH AMERICA														
ARGENTINA	0	0	0	23	4	0	3	4	0	0	2	7	4	47
BOLIVIA	0	0	0	0	0	0	7	0	0	0	0	0	2	9
BRAZIL	5	5	7	0	0	2	0	6	0	0	11	11	22	69
CHILE	0	2	0	0	0	0	0	0	0	0	2	0	0	4
PERU	0	0	0	0	0	0	3	0	0	0	1	3	0	7
SOUTH AMERICA OTHER	0	8	0	0	3	0	2	2	0	0	9	21	13	58
VENEZUELA	0	0	0	2	0	0	0	0	0	0	2	0	4	8
TOTALS	238	2,429	253	235	559	285	626	545	91	83	4,416	1,584	4,083	15,427