

## 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 2014. This is based on the *2013 U.S. Travel Tourism Expenditure Impact Model*. Travel expenditures increased from \$6,267,310,088 in 2013 to \$6,698,501,022 in 2014 (6.88%). The number of visitors increased from 24,610,236 in 2013 to 25,885,046 (5.18%). 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 compete with surrounding states for potential visitors in the expensive magazine, television, radio, newspaper and Internet markets.

### **The Effects of the 2014 Spring Advertising Campaign**

Travel expenditures per travel party and length of stay in Arkansas were \$509.36 and 3.9 nights, respectively. Financial was cited most often as the reason for not traveling Arkansas in 2014. Regardless of whether or not they made a trip, 58.3% of survey respondents plan to visit Arkansas within the next 12 months.

### **The Internet Conversion Study**

Sixty-four percent of survey respondents reported visiting Arkansas during the last 12 months. The average trip lasted 4.8 days, 3.6 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) Illinois and (5) Oklahoma.

### **The Welcome Center Registration Summary**

A total of 816,553 tourists requested assistance from travel consultants during 2014. Tourists' "Reasons for Travel" were as follows: Vacation (49.9%), Passing Through (44.2%), Local Traffic (3.4%) and Business/Student (2.4%). Tourists stopping at the State Welcome Centers traveled an estimated 101,883,728 miles on Arkansas roads and spent 716,573 travel days in the state during 2014.

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

# INTRODUCTION

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

## **The Economic Impact of Travel in Arkansas**

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

## **The Effects of the 2014 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 2014 spring mail survey consisted of a sample of 5,500 people.

## **The Internet Conversion Study**

Conversion study data for website inquiries was obtained by sending an email questionnaire to 56,121 email addresses of individuals using the Arkansas.com website.

## **The Welcome Center Survey**

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

## **The Welcome Center Registration Summary**

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

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 *Effects of the 2014 Spring Advertising Campaign* and the *Internet Conversion Study* had survey populations comprised of people who requested travel information from the Arkansas Department of Parks and Tourism. The *Welcome Center Survey* and *Welcome Center Registration Summary* represent highway travelers who stopped at Welcome Centers on their trip. Much of the traffic on interstates and U.S. highways (where the Welcome Centers are located) is pass-through travel. The average time spent in the state by *Welcome Center Survey* respondents was slightly less than the time spent in the state by those who wrote for information. However, the *Effects of the 2014 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 in Arkansas counties. U.S. Travel is a highly respected source of U.S. travel industry statistics. The most recent year this report was purchased from U.S. Travel was 2013, and the complete results by county are presented in *Table 3*. The 2013 U.S. Travel report will serve as a benchmark used by researchers at the Arkansas Department of Parks and Tourism to estimate subsequent years until new county-level data is acquired. Over the years, economists at U.S. Travel make adjustments and revisions to this model to improve accuracy, which sometimes results in numbers that appear to fluctuate over time. There are two reasons why the Department does not purchase this data from U.S. Travel every year. The first is cost, and the second is that there would be a delay of more than a year in reporting. Data marked “preliminary” may be revised when a new benchmark becomes available.

# THE ECONOMIC IMPACT OF TRAVEL IN ARKANSAS

During 2014, visitors to Arkansas totaled 25,885,046 person-trips. Visitors spent an average of \$258.78 per trip, resulting in over \$6.6 billion in total travel expenditures, \$334 million in state taxes and \$126 million in local taxes. The Arkansas travel industry employed 62,005 persons and paid \$1.2 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 2014 was 25,885,046 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, 1978-2014. The first column in *Table 1* lists total travel expenditures for the state. The 6.88% increase in travel expenditures in 2014 represents a real increase of 5.18% when adjusted for inflation. Column Two in *Table 1* shows that travel-generated payroll grew from \$233,400,000 to \$1,209,925,000, an increase of \$976,525,000 (418%) during the period of 1978 through 2014. Travel-generated employment shown in Column Three in *Table 1* increased from 46,600 jobs in 1978 to 62,005 jobs in 2014. In 1978, each \$25,238 in total travel expenditures supported one job in the industry. However, by 2014, \$108,032 in travel expenditures was required to support the same job. The importance of

travel-generated taxes on the state and local economies is shown in Columns Four and Five. State travel taxes averaged 5.0% of total travel expenditures in 2014. 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 14,125,000 in 1978 to 25,885,000 in 2014, an increase of 11,760,000 (83.3%). 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 2004-2014.

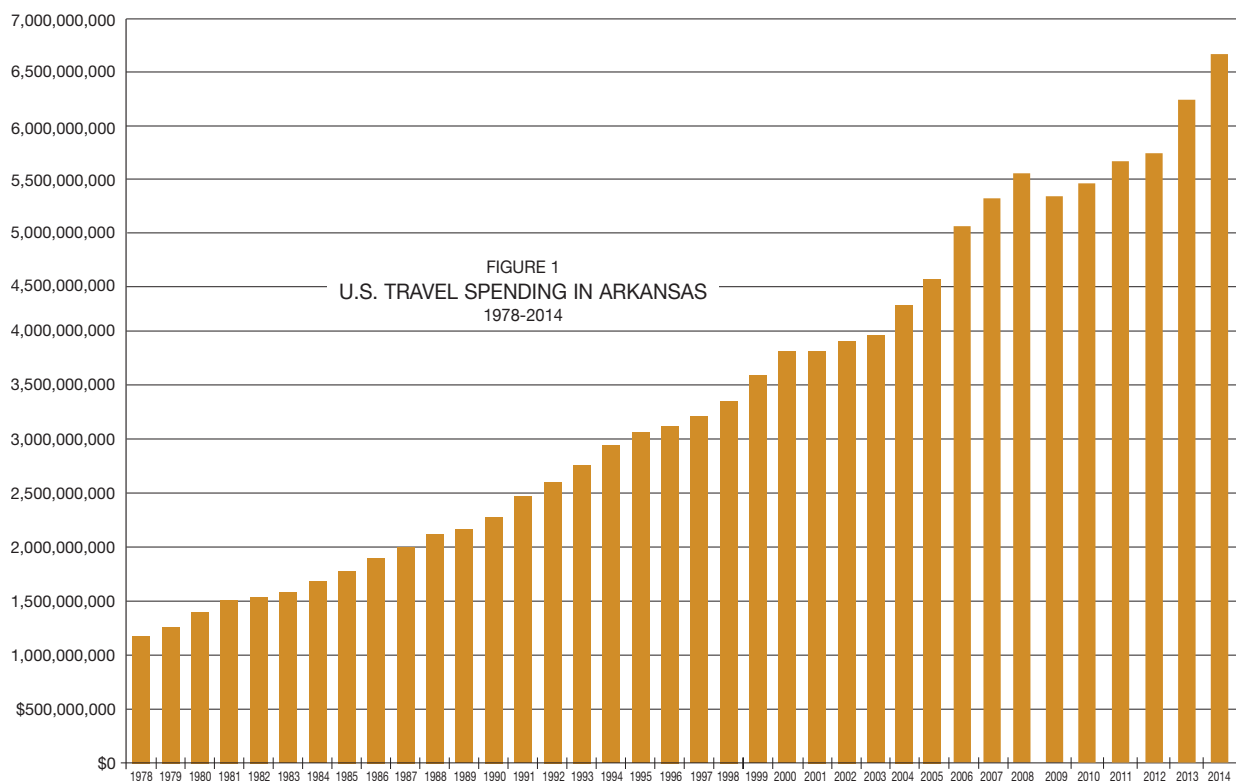


Table 1 – Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1978-2014

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)
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	\$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

(1) 2013 data revised; see 2013 U.S. Travel Association benchmark on pages 81-82 of this report.

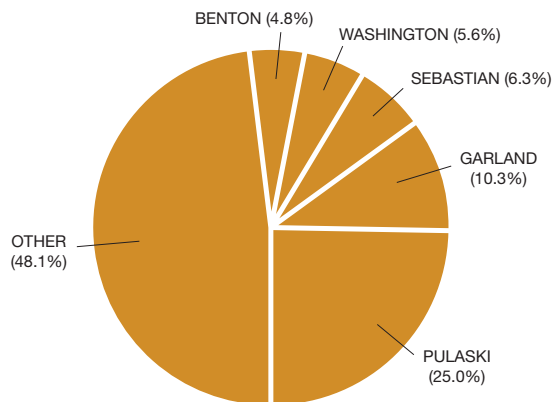
(2) Data are preliminary and may be revised when new benchmark is received.

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 2014. Table 2 shows travel impact by county for 2014. Table 3 shows travel impact by county for 2013, the latest benchmark year for Arkansas tourism data. In 2014, two counties dominate the table: Pulaski with \$1,676,803,951 and Garland with \$686,946,901. They received 25.0% and 10.3% of the state total travel expenditures, respectively. In all, 66 of the 75 counties received more than \$10 million in travel expenditures each during 2014, including 15 with more than \$100 million each. Five counties had over one million person-trips during 2014. Those counties, their numbers and percent of total trips are: Pulaski with 5,705,853 (22.0%), Garland with 2,744,415 (10.6%), Washington with 1,556,358 (6.0%), Sebastian with 1,401,889 (5.4%) and Benton with 1,388,707 (5.4%).

FIGURE 2  
TRAVEL SPENDING IN ARKANSAS COUNTIES  
TOP FIVE COUNTIES  
2014



## Regional Breakdown

Figure 3 is a map of the 12 Arkansas tourism regions, showing their travel expenditures. Table 4 presents the 2014 travel impact data by region and county.

FIGURE 3  
TOTAL TRAVEL EXPENDITURES  
BY TOURISM REGION  
2014

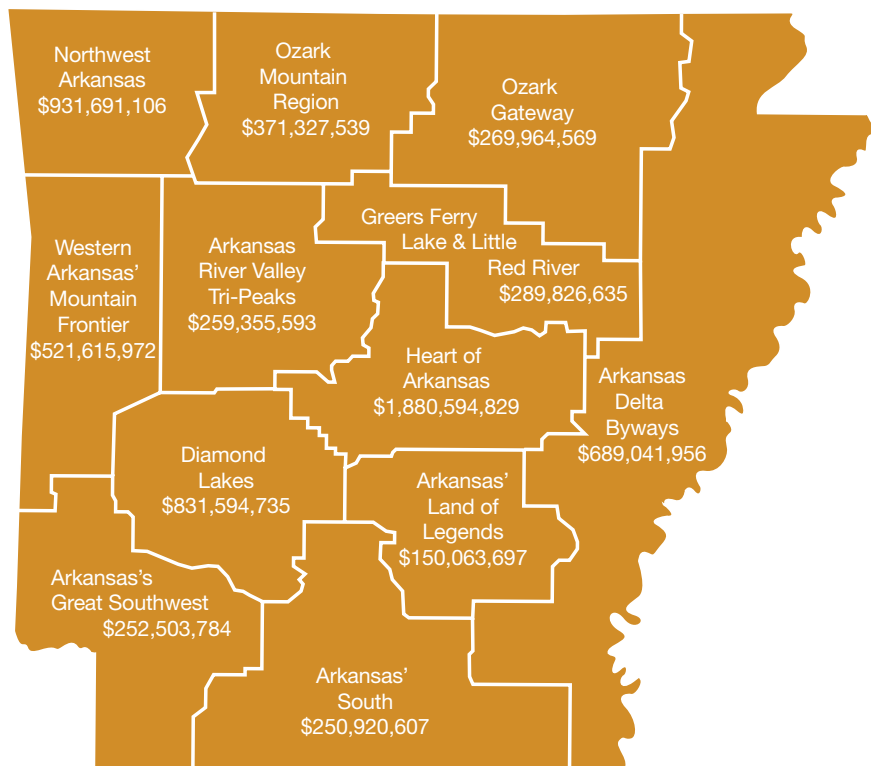


Table 2 – Impact of Travel on Arkansas Counties – 2014 Preliminary\*

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	38,029,185	5,895,591	320	2,259,888	825,333	158,232
ASHLEY	30,623,716	5,566,464	326	1,804,195	634,012	128,978
BAXTER	228,700,365	42,033,437	2,231	13,388,407	4,194,324	961,195
BENTON	319,462,363	59,485,363	3,387	20,520,890	7,939,669	1,388,707
BOONE	66,672,240	12,286,091	754	3,959,905	1,279,328	283,397
BRADLEY	12,042,415	1,819,227	84	746,803	335,263	43,381
CALHOUN	3,822,586	369,192	12	229,541	131,836	9,593
CARROLL	227,996,196	47,244,656	3,029	14,222,926	4,245,484	957,429
CHICOT	14,119,153	2,867,562	145	840,066	289,233	57,745
CLARK	57,295,500	11,104,382	578	3,484,743	957,216	242,470
CLAY	17,163,843	2,643,500	137	1,017,288	423,021	68,535
CLEBURNE	162,518,603	26,674,147	1,440	9,599,876	4,592,550	653,306
CLEVELAND	4,650,376	592,403	31	268,389	124,505	13,338
COLUMBIA	31,530,748	5,677,996	314	1,880,812	621,743	127,911
CONWAY	28,425,605	4,913,634	270	1,702,335	645,868	123,342
CRAIGHEAD	106,094,190	20,115,633	1,155	6,372,284	1,732,354	444,808
CRAWFORD	46,317,019	7,698,724	425	2,805,202	797,759	192,775
CRITTENDEN	179,639,589	32,619,037	1,900	10,969,880	3,255,034	754,483
CROSS	15,032,034	2,570,541	141	897,781	284,127	63,807
DALLAS	14,794,106	2,076,985	109	906,451	352,676	60,934
DESHA	24,366,850	4,465,876	275	1,454,401	452,610	105,308
DREW	27,854,326	5,321,730	313	1,668,756	500,891	115,839
FAULKNER	103,156,688	19,041,685	1,061	6,161,810	1,721,496	430,128
FRANKLIN	17,969,851	3,162,764	161	1,082,193	390,464	73,263
FULTON	26,042,491	4,487,431	244	1,551,181	627,691	104,094
GARLAND	686,946,901	117,738,425	7,142	38,557,271	14,241,835	2,744,415
GRANT	6,997,529	865,788	54	421,410	141,187	28,375
GREENE	27,214,985	4,935,082	281	1,614,336	576,833	115,556
HEMPSTEAD	51,857,061	9,800,012	535	3,088,619	1,235,838	208,565
HOT SPRING	36,677,806	5,772,277	301	2,201,038	842,773	145,265
HOWARD	4,550,553	530,144	24	283,226	88,729	19,608
INDEPENDENCE	38,110,101	7,502,288	453	2,268,864	740,987	159,411
IZARD	27,055,143	4,021,106	211	1,600,761	677,447	101,312
JACKSON	16,163,250	2,556,069	141	974,131	291,907	67,061
JEFFERSON	133,181,438	24,400,599	1,356	7,215,958	2,688,381	515,510
JOHNSON	32,951,424	6,167,770	330	1,966,489	640,479	141,625
LAFAYETTE	34,436,417	4,206,525	222	2,041,802	959,485	128,296
LAWRENCE	16,214,972	2,432,513	133	979,813	361,770	67,097
LEE	4,322,754	602,547	36	256,476	120,523	13,485
LINCOLN	5,234,354	730,722	33	319,674	110,162	20,616

Table 2 – Impact of Travel on Arkansas Counties – 2014 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	24,446,801	3,483,393	193	1,440,682	751,142	95,295
LOGAN	12,886,524	2,236,442	116	796,036	372,292	48,028
LONOKE	37,262,345	6,216,887	317	2,233,863	641,507	147,101
MADISON	11,117,759	1,607,345	73	674,050	290,354	43,617
MARION	51,793,746	10,134,010	554	3,061,644	1,167,823	210,440
MILLER	93,987,419	16,127,634	767	4,306,745	1,393,535	380,539
MISSISSIPPI	107,853,747	22,779,485	1,239	6,461,450	2,141,323	469,235
MONROE	35,145,746	6,191,441	334	2,096,301	635,714	141,091
MONTGOMERY	33,031,087	4,964,329	271	1,942,909	1,025,043	118,955
NEVADA	26,304,950	4,555,873	167	1,113,216	383,623	70,919
NEWTON	13,418,087	2,480,513	147	796,116	311,759	53,337
OJACHITA	32,861,429	5,757,506	315	1,952,023	601,875	146,524
PERRY	20,339,751	2,838,987	129	1,186,364	669,431	72,641
PHILLIPS	29,415,995	4,610,155	279	1,767,120	634,338	118,531
PIKE	17,643,441	3,150,344	189	1,046,519	378,671	71,695
POINSETT	15,751,207	1,699,131	90	975,980	283,136	70,034
POLK	24,776,191	4,433,785	253	1,468,320	525,457	97,388
POPE	155,701,222	23,767,283	1,303	6,642,779	2,182,459	624,676
PRAIRIE	5,315,326	805,085	47	327,841	121,047	21,918
PULASKI	1,676,803,951	317,664,084	12,978	63,883,740	28,586,310	5,705,853
RANDOLPH	18,556,234	2,434,458	132	1,102,442	483,804	81,221
SALINE	58,056,518	10,627,001	629	3,444,202	1,051,388	238,859
SCOTT	7,225,660	1,301,048	68	430,616	175,729	26,221
SEARCY	10,743,100	1,700,048	86	647,950	250,237	52,775
SEBASTIAN	418,883,990	67,170,341	2,989	14,704,021	5,091,846	1,401,889
SEVIER	16,920,583	2,585,614	146	1,004,036	330,994	64,688
SHARP	48,619,530	7,282,613	381	2,865,603	1,264,013	186,855
ST. FRANCIS	47,038,352	8,110,890	419	2,853,529	936,073	195,724
STONE	79,202,849	15,091,252	805	4,577,459	1,674,367	325,164
UNION	125,245,606	14,242,648	917	6,072,281	1,918,031	461,093
VAN BUREN	61,381,748	10,013,405	549	3,787,197	1,764,867	229,948
WASHINGTON	373,114,788	88,307,417	4,283	20,170,867	6,003,638	1,556,358
WHITE	58,818,012	9,653,044	585	3,490,042	1,002,248	238,617
WOODRUFF	7,108,271	942,810	51	423,959	193,367	24,318
YELL	15,494,330	1,962,333	108	908,934	414,564	54,308
<b>TOTALS</b>	<b>6,698,501,022</b>	<b>1,209,924,556</b>	<b>62,005</b>	<b>344,242,710</b>	<b>126,724,835</b>	<b>25,885,046</b>

\* Data are 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, 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



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)
LITTLE RIVER	23,833,465	3,394,026	192	1,401,951	730,880	94,399
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
<b>TOTALS</b>	<b>6,267,310,088</b>	<b>1,132,040,191</b>	<b>60,440</b>	<b>322,083,374</b>	<b>118,567,398</b>	<b>24,610,236</b>

\* 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 – 2014 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)
<b>NORTHWEST ARKANSAS</b>						
BENTON	319,462,363	59,485,363	3,387	20,520,890	7,939,669	1,388,707
CARROLL	227,996,196	47,244,656	3,029	14,222,926	4,245,484	957,429
MADISON	11,117,759	1,607,345	73	674,050	290,354	43,617
WASHINGTON	373,114,788	88,307,417	4,283	20,170,867	6,003,638	1,556,358
<b>TOTALS</b>	<b>931,691,106</b>	<b>196,644,781</b>	<b>10,771</b>	<b>55,588,734</b>	<b>18,479,145</b>	<b>3,946,111</b>
<b>OZARK MOUNTAIN REGION</b>						
BAXTER	228,700,365	42,033,437	2,231	13,388,407	4,194,324	961,195
BOONE	66,672,240	12,286,091	754	3,959,905	1,279,328	283,397
MARION	51,793,746	10,134,010	554	3,061,644	1,167,823	210,440
NEWTON	13,418,087	2,480,513	147	796,116	311,759	53,337
SEARCY	10,743,100	1,700,048	86	647,950	250,237	52,775
<b>TOTALS</b>	<b>371,327,539</b>	<b>68,634,099</b>	<b>3,773</b>	<b>21,854,023</b>	<b>7,203,471</b>	<b>1,561,145</b>
<b>OZARK GATEWAY</b>						
FULTON	26,042,491	4,487,431	244	1,551,181	627,691	104,094
INDEPENDENCE	38,110,101	7,502,288	453	2,268,864	740,987	159,411
IZARD	27,055,143	4,021,106	211	1,600,761	677,447	101,312
JACKSON	16,163,250	2,556,069	141	974,131	291,907	67,061
LAWRENCE	16,214,972	2,432,513	133	979,813	361,770	67,097
RANDOLPH	18,556,234	2,434,458	132	1,102,442	483,804	81,221
SHARP	48,619,530	7,282,613	381	2,865,603	1,264,013	186,855
STONE	79,202,849	15,091,252	805	4,577,459	1,674,367	325,164
<b>TOTALS</b>	<b>269,964,569</b>	<b>45,807,730</b>	<b>2,500</b>	<b>15,920,254</b>	<b>6,121,988</b>	<b>1,092,215</b>
<b>WESTERN ARKANSAS' MOUNTAIN FRONTIER</b>						
CRAWFORD	46,317,019	7,698,724	425	2,805,202	797,759	192,775
FRANKLIN	17,969,851	3,162,764	161	1,082,193	390,464	73,263
LOGAN	6,443,262	1,118,221	58	398,018	186,146	24,014
POLK	24,776,191	4,433,785	253	1,468,320	525,457	97,388
SCOTT	7,225,660	1,301,048	68	430,616	175,729	26,221
SEBASTIAN	418,883,990	67,170,341	2,989	14,704,021	5,091,846	1,401,889
<b>TOTALS</b>	<b>521,615,972</b>	<b>84,884,883</b>	<b>3,954</b>	<b>20,888,370</b>	<b>7,167,401</b>	<b>1,815,550</b>
<b>ARKANSAS RIVER VALLEY TRI-PEAKS</b>						
CONWAY	28,425,605	4,913,634	270	1,702,335	645,868	123,342
JOHNSON	32,951,424	6,167,770	330	1,966,489	640,479	141,625
LOGAN	6,443,262	1,118,221	58	398,018	186,146	24,014
PERRY	20,339,751	2,838,987	129	1,186,364	669,431	72,641
POPE	155,701,222	23,767,283	1,303	6,642,779	2,182,459	624,676
YELL	15,494,330	1,962,333	108	908,934	414,564	54,308
<b>TOTALS</b>	<b>259,355,593</b>	<b>40,768,229</b>	<b>2,198</b>	<b>12,804,920</b>	<b>4,738,947</b>	<b>1,040,605</b>
<b>GREERS FERRY LAKE/LITTLE RED RIVER</b>						
CLEBURNE	162,518,603	26,674,147	1,440	9,599,876	4,592,550	653,306
VAN BUREN	61,381,748	10,013,405	549	3,787,197	1,764,867	229,948
WHITE	58,818,012	9,653,044	585	3,490,042	1,002,248	238,617
WOODRUFF	7,108,271	942,810	51	423,959	193,367	24,318
<b>TOTALS</b>	<b>289,826,635</b>	<b>47,283,406</b>	<b>2,625</b>	<b>17,301,074</b>	<b>7,553,033</b>	<b>1,146,188</b>

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2014 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)
<b>HEART OF ARKANSAS</b>						
FAULKNER	103,156,688	19,041,685	1,061	6,161,810	1,721,496	430,128
LONOKE	37,262,345	6,216,887	317	2,233,863	641,507	147,101
PRAIRIE	5,315,326	805,085	47	327,841	121,047	21,918
PULASKI	1,676,803,951	317,664,084	12,978	63,883,740	28,586,310	5,705,853
SALINE	58,056,518	10,627,001	629	3,444,202	1,051,388	238,859
<b>TOTALS</b>	<b>1,880,594,829</b>	<b>354,354,742</b>	<b>15,033</b>	<b>76,051,457</b>	<b>32,121,748</b>	<b>6,543,859</b>
<b>DIAMOND LAKES</b>						
CLARK	57,295,500	11,104,382	578	3,484,743	957,216	242,470
GARLAND	686,946,901	117,738,425	7,142	38,557,271	14,241,835	2,744,415
HOT SPRING	36,677,806	5,772,277	301	2,201,038	842,773	145,265
MONTGOMERY	33,031,087	4,964,329	271	1,942,909	1,025,043	118,955
PIKE	17,643,441	3,150,344	189	1,046,519	378,671	71,695
<b>TOTALS</b>	<b>831,594,735</b>	<b>142,729,757</b>	<b>8,482</b>	<b>47,232,480</b>	<b>17,445,538</b>	<b>3,322,799</b>
<b>ARKANSAS' LAND OF LEGENDS</b>						
CLEVELAND	4,650,376	592,403	31	268,389	124,505	13,338
GRANT	6,997,529	865,788	54	421,410	141,187	28,375
JEFFERSON	133,181,438	24,400,599	1,356	7,215,958	2,688,381	515,510
LINCOLN	5,234,354	730,722	33	319,674	110,162	20,616
<b>TOTALS</b>	<b>150,063,697</b>	<b>26,589,512</b>	<b>1,474</b>	<b>8,225,432</b>	<b>3,064,235</b>	<b>577,839</b>
<b>ARKANSAS'S GREAT SOUTHWEST</b>						
HEMPSTEAD	51,857,061	9,800,012	535	3,088,619	1,235,838	208,565
HOWARD	4,550,553	530,144	24	283,226	88,729	19,608
LAFAYETTE	34,436,417	4,206,525	222	2,041,802	959,485	128,296
LITTLE RIVER	24,446,801	3,483,393	193	1,440,682	751,142	95,295
MILLER	93,987,419	16,127,634	767	4,306,745	1,393,535	380,539
NEVADA	26,304,950	4,555,873	167	1,113,216	383,623	70,919
SEVIER	16,920,583	2,585,614	146	1,004,036	330,994	64,688
<b>TOTALS</b>	<b>252,503,784</b>	<b>41,289,197</b>	<b>2,055</b>	<b>13,278,326</b>	<b>5,143,347</b>	<b>967,910</b>
<b>ARKANSAS' SOUTH</b>						
ASHLEY	30,623,716	5,566,464	326	1,804,195	634,012	128,978
BRADLEY	12,042,415	1,819,227	84	746,803	335,263	43,381
CALHOUN	3,822,586	369,192	12	229,541	131,836	9,593
COLUMBIA	31,530,748	5,677,996	314	1,880,812	621,743	127,911
DALLAS	14,794,106	2,076,985	109	906,451	352,676	60,934
OUACHITA	32,861,429	5,757,506	315	1,952,023	601,875	146,524
UNION	125,245,606	14,242,648	917	6,072,281	1,918,031	461,093
<b>TOTALS</b>	<b>250,920,607</b>	<b>35,510,019</b>	<b>2,076</b>	<b>13,592,107</b>	<b>4,595,436</b>	<b>978,413</b>

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2014 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)
<b>ARKANSAS DELTA BYWAYS</b>						
ARKANSAS	38,029,185	5,895,591	320	2,259,888	825,333	158,232
CHICOT	14,119,153	2,867,562	145	840,066	289,233	57,745
CLAY	17,163,843	2,643,500	137	1,017,288	423,021	68,535
CRAIGHEAD	106,094,190	20,115,633	1,155	6,372,284	1,732,354	444,808
CRITTENDEN	179,639,589	32,619,037	1,900	10,969,880	3,255,034	754,483
CROSS	15,032,034	2,570,541	141	897,781	284,127	63,807
DESHA	24,366,850	4,465,876	275	1,454,401	452,610	105,308
DREW	27,854,326	5,321,730	313	1,668,756	500,891	115,839
GREENE	27,214,985	4,935,082	281	1,614,336	576,833	115,556
LEE	4,322,754	602,547	36	256,476	120,523	13,485
MISSISSIPPI	107,853,747	22,779,485	1,239	6,461,450	2,141,323	469,235
MONROE	35,145,746	6,191,441	334	2,096,301	635,714	141,091
PHILLIPS	29,415,995	4,610,155	279	1,767,120	634,338	118,531
POINSETT	15,751,207	1,699,131	90	975,980	283,136	70,034
ST. FRANCIS	47,038,352	8,110,890	419	2,853,529	936,073	195,724
<b>TOTALS</b>	<b>689,041,956</b>	<b>125,428,202</b>	<b>7,065</b>	<b>41,505,534</b>	<b>13,090,545</b>	<b>2,892,413</b>
<b>STATE TOTALS</b>	<b>6,698,501,022</b>	<b>1,209,924,556</b>	<b>62,005</b>	<b>344,242,710</b>	<b>126,724,835</b>	<b>25,885,046</b>

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

Note: Some details may not add due to rounding.

# THE EFFECTS OF THE 2014 SPRING ADVERTISING CAMPAIGN

During the first seven and a half months of 2014, the Tourism Division received 119,137 requests for travel information that were associated with the Tourism Division's Spring 2014 Advertising Campaign. A mail survey, often referred to as a conversion study, was conducted. Selected were 5,500 of the individuals who made requests for travel information during the campaign. This survey was used to determine how many had actually visited Arkansas. Here are a few major points from the analysis:

- The overall conversion rate decreased to 41.7% from 47.4% in 2013.
- Average length of total trips increased significantly, by 24.5%, or 6.1 nights in 2014 compared to 4.9 nights in 2013.
- Total dollars spent increased by 18.1%, to \$796.69.
- Average dollars spent in Arkansas was \$509.36, 15.6% more than 2013.
- Average family income slightly decreased compared to last year, to \$51,620.65 from \$52,199.50 in 2013.
- Those who plan to visit Arkansas within the next 12 months decreased to 58.3% in 2014, compared to 63.5% in 2013.
- The average reported length of time to receive an Arkansas Vacation Planning Kit was 17.6 days, slightly longer than 2013.
- Twenty percent visited the Arkansas website, down from 34.2% in 2013.
- Interest in using the information received for reading about lodging and attractions in 2014 may have increased greatly from 2013. New recording

methods have made multiple selections possible. This may account for the change.

- Financial considerations were the reason cited most often for those unable to travel in Arkansas. Those who listed financial considerations decreased to 28.7% in 2014, compared to 30.9% in 2013.

Table 5 summarizes responses for each question in both the 2013 and 2014 surveys. To keep costs down, only a limited number of media are surveyed each year. The 2014 Spring Conversion Study included 10 media. The media is rotated annually so that most major media will be surveyed within a two-year period. For a list of publications surveyed to date, see Table 6. During the campaign, the Tourism Division selected the following eight magazines to be studied: *AARP*, *Better Homes and Gardens*, *Endless Vacation*, *Family Fun*, *Guideposts*, *Midwest Living*, *Outside* and *Southern Living*. One newspaper project *Preprint* inserts and one television project *Engage TV* were selected to be studied.

The results of the study, by publication, are contained in Table 7. An assessment of each publication by an index entitled the *Ratio of Travel Expenditures to Cost* is given in Table 8. Figure 4 illustrates how Arkansas information was used in planning trips, and Figure 5 compares reasons given in 2013 and 2014 for not visiting Arkansas. Some publications have a higher cost-per-inquiry than in previous years, and this can be attributed to increased frequency and/or larger ads. It is important to note that ratio of travel expenditures to cost is only one measurement.

FIGURE 4  
HOW INFORMATION WAS USED IN PLANNING  
SPRING 2014

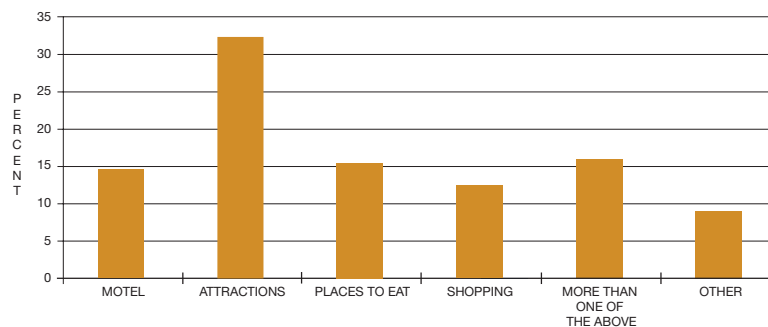


FIGURE 5  
REASONS FOR NOT TRAVELING ARKANSAS

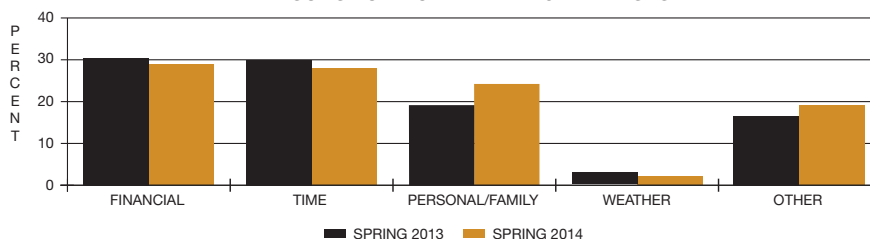


Table 5 – Spring Conversion Study Summary, 2014 and 2013

QUESTION	2014	2013
1. Visited Arkansas	41.7%	47.4%
2. Average travel party size	2.7	2.2
3a. Average nights away from home	6.1	4.9
3b. Average nights spent in Arkansas	3.9	3.2
4. Average trip expenditures:		
Total	\$796.69	\$674.50
Arkansas	\$509.36	\$440.49
5.* Information used in planning for:		
Motel	14.6%	1.9%
Attractions	32.6%	21.1%
Places to eat	15.9%	0.6%
Shopping	12.5%	0.3%
More than one of the above	16.1%	65.8%
Other	8.4%	10.3%
6. Needed additional information	10.8%	14.4%
7. Average time from initial request to receipt (days)	17.6	16.1
8. Average trip planning time before trip (weeks)	7.9	5.5
9. Requested information from other states	54.7%	59.4%
10. Visited other states	52.7%	64.5%
11. For those unable to travel in Arkansas, reasons cited:		
Financial	28.7%	30.9%
Time	27.1%	30.4%
Personal/family	23.3%	19.5%
Weather	1.9%	2.5%
Other	19.0%	16.7%
12. Plan to visit Arkansas within the next 12 months	58.3%	63.5%
13. Visited the Arkansas website	20.4%	34.2%
14. Average family income	\$51,620.65	\$52,199.50

\* New reporting methods allow more than one answer to be selected, which may account for changes between 2013 and 2014.

Source: 2014 and 2013 Conversion Studies, Arkansas Department of Parks and Tourism.

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed

	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011	FALL 2011	SPRING 2012	FALL 2012	SPRING 2013	FALL 2013	SPRING 2014
<b>MAGAZINES</b>																			
AAA Living			46.6																
AARP Magazine	46.9	41.7	43.2	37.2	35.4	44.8	46.2	39.3	61.2	57.3	43.1	48.0	27.7	24.2	32.8				
American Legacy			24.7																
Arthur Frommer's Budget Travel	38.7	27.9		41.7	39.7														
Audubon																			
Better Homes & Gardens					59.0														33.0
Cooking Light					32.6														
Cooking with Paula Deen					47.0														
Endless Vacation	53.6	40.9	36.6	48.2	56.9	41.7	39.9	26.2	34.0	47.2									
Family Circle	41.5		43.0	37.3	45.1														
Family Fun	47.3	37.3	43.8	29.3	33.7	39.9	27.7												
Good Housekeeping																			
Guideposts																			
Home and Away			52.1	32.2															
Midwest Living	46.1	43.9	41.7	39.0	29.8	45.0	47.9	61.4	42.6	38.8	31.3	44.1							
Midwest Traveler			51.9																
National Geographic Adventure	29.4	33.9	28.7	29.8															
National Geographic Traveler	38.2	33.6	32.7	33.3	29.3	35.4	37.5	31.7	35.8										
Oprah			26.2	54.8	31.4	44.4													
Outside			26.2																
People	30.8																		
Rand McNally																			
Smithsonian	25.9	32.5	33.3	30.4	30.8	25.0	69.0												
Southern Living	50.0	47.5	46.1	53.4	57.9	60.4	64.2	57.3	54.4	52.5	39.5	40.3							
Southern Traveler			64.2	63.0															
Texas Monthly			61.2																
travelinformation.com*	46.5		50.6	51.8	63.9	49.9													
USA Weekend	41.2	46.7																	
Woman's Day			48.0	47.8															



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

	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011	FALL 2011	SPRING 2012	FALL 2012	SPRING 2013	FALL 2013	SPRING 2014
<b>NEWSPAPERS</b>																			
Preprint	67.6	63.8	66.9	68.2	75.6	74.2	73.9	76.4	87.4	80.9	70.9	72.5							
Midwest Vacation Guide	61.3	54.0																	
<b>TELEVISION</b>																			
Television-General	73.0	65.4	63.3	79.2	81.6	70.6													
Pay-Per-Inquiry	52.0	48.6	54.8	53.8	60.6	55.7													
Engage TV																			
<b>OTHER</b>																			
coolsavings.com	52.6																		
Innovation Ads	36.4																		
Relationserve Internet	•																		

• Insufficient Response  
 \* Formerly Rand McNally

Table 7 – 2014 Spring Conversion Study by Media

	GRAND TOTAL	SUBTOTAL MAGAZINE	AARP	BETTER HOMES & GARDENS	ENDLESS VACATION	ENGAGE TV
Visited Arkansas	41.7%	37.0%	32.8%	33.0%	47.2%	•
Average travel party size	2.7	2.5	1.8	2.9	2.7	•
Average nights away from home:						
Total	6.1	6.5	5.6	6.9	7.4	•
Arkansas	3.9	4.0	3.4	3.8	4.2	•
Average trip expenditures	\$796.69	\$837.15	\$864.13	\$999.00	\$728.25	•
Information requested was used in planning for:						
Motel	14.6%	14.6%	14.1%	13.7%	11.7%	•
Attractions	32.6%	32.6%	34.5%	32.9%	34.8%	•
Eat	15.9%	16.2%	11.7%	17.4%	14.5%	•
Shop	12.5%	12.6%	13.1%	13.7%	10.5%	•
More than one of the above	16.1%	15.7%	14.6%	15.1%	18.8%	•
Other	8.4%	8.4%	12.1%	7.3%	9.8%	•
Needed additional information	10.8%	11.8%	14.3%	15.9%	9.5%	•
Average time from initial request to receipt (days)	17.6	18.6	19.6	17.9	18.1	•
Average planning time (weeks) before a trip	7.9	9.6	7.4	10.1	9.0	•
Requested information from other states	54.7%	64.1%	60.2%	71.9%	60.9%	•
Visited other states	52.7%	53.9%	42.7%	47.1%	73.6%	•
For those unable to travel in Arkansas, reasons cited:						
Financial	28.7%	28.5%	36.7%	32.5%	15.2%	•
Time	27.1%	26.3%	24.5%	20.8%	39.2%	•
Personal/family	23.3%	23.3%	18.4%	36.4%	22.8%	•
Weather	1.9%	1.9%	2.0%	2.6%	0.0%	•
Other	19.0%	20.1%	18.4%	7.8%	22.8%	•
Plan to visit Arkansas within the next 12 months	58.3%	57.2%	63.6%	46.8%	48.8%	•
Visited the Arkansas website	20.4%	16.8%	15.7%	14.3%	16.9%	•
Average income	\$51,620.65	\$48,962.00	\$44,999.00	\$40,780.53	\$66,160.30	

Table 7 – 2014 Spring Conversion Study by Media (continued)

	FAMILY FUN	GUIDEPOSTS	MIDWEST LIVING	OUTSIDE	PREPRINT	SOUTHERN LIVING
Visited Arkansas	•	•	44.1%	•	72.5%	40.3%
Average travel party size	•	•	2.3	•	2.9	2.8
Average nights away from home:						
Total	•	•	6.4	•	4.5	6.0
Arkansas	•	•	3.5	•	3.8	3.0
Average trip expenditures	•	•	\$726.36	•	\$643.65	\$892.29
Information requested was used in planning for:						
Motel	•	•	15.2%	•	13.8%	18.3%
Attractions	•	•	33.1%	•	32.8%	32.7%
Eat	•	•	16.9%	•	14.2%	17.5%
Shop	•	•	13.9%	•	13.8%	10.4%
More than one of the above	•	•	12.9%	•	19.0%	15.5%
Other	•	•	7.9%	•	6.3%	5.6%
Needed additional information	•	•	14.0%	•	7.8%	6.8%
Average time from initial request to receipt (days)	•	•	11.2	•	13.1	18.0
Average planning time (weeks) before a trip	•	•	7.6	•	6.5	7.6
Requested information from other states	•	•	79.7%	•	25.0%	73.4%
Visited other states	•	•	69.6%	•	49.7%	65.1%
For those unable to travel in Arkansas, reasons cited:						
Financial	•	•	18.0%	•	29.1%	27.2%
Time	•	•	30.3%	•	34.5%	21.7%
Personal/family	•	•	23.6%	•	23.6%	22.8%
Weather	•	•	3.4%	•	1.8%	0.0%
Other	•	•	24.7%	•	10.9%	28.3%
Plan to visit Arkansas within the next 12 months	•	•	69.2%	•	64.9%	63.0%
Visited the Arkansas website	•	•	15.9%	•	45.0%	21.0%
Average income	•	•	\$50,217.04	•	\$62,812.31	\$54,843.09

• Insufficient Response

Table 8 – Ratio of Travel Expenditures Generated to the Cost of 2014 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	3,026	\$ 75,310.00	32.8	993	\$524.65	\$ 520,730.17	6.9
Better Homes & Gardens	2,173	\$ 64,514.00	33.0	717	\$550.17	\$ 394,524.21	6.1
Endless Vacation	777	\$ 35,528.00	47.2	367	\$413.33	\$ 151,586.69	4.3
Family Fun	916	\$ 38,926.00	29.7	272	\$496.38	\$ 135,039.81	3.5
Guideposts	1,080	\$ 36,990.00	28.3	306	\$628.54	\$ 192,108.22	5.2
Midwest Living	2,154	\$ 122,710.00	44.1	950	\$397.23	\$ 377,332.56	3.1
Outside	1,511	\$ 38,386.00	15.8	239	\$749.67	\$ 178,973.92	4.7
Southern Living	2,923	\$ 124,645.00	40.3	1,178	\$446.15	\$ 525,544.98	4.2
<b>SUBTOTAL MAGAZINE</b>	<b>14,560</b>	<b>\$ 537,009.00</b>	<b>36.9</b>	<b>5,373</b>	<b>\$513.78</b>	<b>\$ 2,760,343.04</b>	<b>5.1</b>
Preprint	8,253	\$ 168,287.00	72.5	5,983	\$543.53	\$ 3,252,170.99	19.3
Engage TV	17,168	\$ 98,000.00	46.2	7,932	\$521.75	\$ 4,138,320.65	42.2
<b>TOTALS ALL MEDIA SURVEYED</b>	<b>39,981</b>	<b>\$ 803,296.00</b>	<b>41.7</b>	<b>16,672</b>	<b>\$509.36</b>	<b>\$ 8,492,089.14</b>	<b>10.6</b>
<b>TOTALS ALL MEDIA</b>	<b>119,137</b>	<b>\$5,045,814.00</b>	<b>41.7</b>	<b>49,680</b>	<b>\$509.36</b>	<b>\$25,305,070.51</b>	<b>5.0</b>

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

# THE ARKANSAS SPRING INTERNET CONVERSION STUDY AND THE WELCOME CENTER SURVEY

## The Arkansas Spring Internet Conversion Study

The Arkansas Department of Parks and Tourism website received 4,157,432 visits during the January through August 15, 2014, Spring/Summer advertising campaign. An Internet Conversion Study was conducted in October 2014. The entire available population was included in this study. The survey instrument, along with a letter from the Tourism Director, was emailed to 56,121 households during October 2014. The survey response rate was 12.37% with 6,942 responses. Results are summarized below.

- Over three-fourths (78.6%) located the Arkansas Department of Parks and Tourism website via either a search engine (54.3%) or website link (24.3%).
- 34.2 percent printed one or more pages from the website, down from 39.0% in Spring 2013.
- 63.7% of respondents reported visiting Arkansas during the last 12 months.
- The average duration of the trip was 4.8 nights. Most (3.63 nights) of the trip was spent in Arkansas. In 2013, trip duration was 4.8 nights, and those spent in Arkansas was 3.7.
- The median Spring expenditure per trip was \$673.68, up 8.36% percent from \$621.72 in 2013, with \$509.47 of the total spent in Arkansas, up 5.3% from \$483.85 in 2013.
- Those requesting that additional information be sent to them received it in 12 days, well within the median trip planning time of 9.71 weeks.
- Over three-fourths (78.3%) reported visiting the websites of other states.
- 82.7 percent said they plan to visit Arkansas within the next 12 months.
- The median reported family income in Spring 2014 was \$82,621, up 43.0% from \$57,773.32.

## 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 2014 was 10,811. *Table 10* contains a comparison of the 2013 and 2014 *Welcome Center Surveys Summary*.

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

- The top states of origin are shown in *Figure 6* and in *Table 10*. Leading the list are Texas, Missouri, Arkansas, Illinois and Oklahoma. These five states account for 54.2% of the total.
- The median age of those stopping for assistance at Arkansas Welcome Centers during 2013 was 55.3 years.
- Travel parties stopping for assistance consisted of 72% family members traveling together and 27% individual travelers.
- When asked the main purpose of their trip, those surveyed responded in order of preference: visiting friends or relatives (42%), sightseeing (16%), recreation (11%), business (10%), entertainment (9%), family affairs (7%) and other (5%).
- Those surveyed indicated their trip lasted 6.8 nights, with 3.3 (48.5%) of those nights spent in Arkansas.
- The majority (73%) considered the trip to be a vacation.
- The top five Arkansas counties listed as a final destination are Garland, Pulaski, Benton, Carroll and Washington.

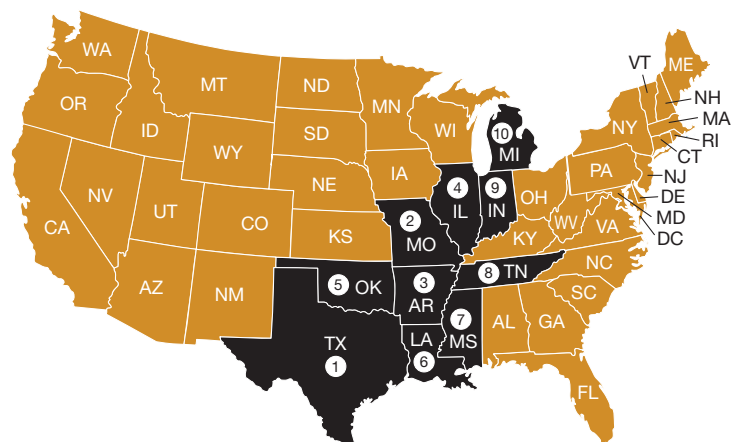


FIGURE 6  
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN  
2014

Table 9 – 2014 Spring Internet Conversion Study

QUESTION	2014 VACATION KIT ONLY	2014 SPECIALTY BROCHURES	2014 ALL RESPONSES	2013 STUDY			
<b>1. Learned of the website from:</b>							
Banner ad	0.7%	0.6%	0.7%	0.8%			
Direct e-mail	4.1%	3.1%	4.0%	4.3%			
Website link	24.3%	21.2%	24.3%	24.9%			
Search engine	55.2%	56.7%	54.3%	52.8%			
Social media	2.5%	1.9%	2.9%	3.0%			
Television	5.9%	5.5%	5.8%	6.4%			
Newspaper	1.3%	1.3%	1.2%	1.7%			
Radio	0.6%	0.5%	0.6%	0.7%			
Magazine	5.4%	9.4%	6.3%	5.4%			
<b>Top 3 magazines mentioned:</b>							
AARP	22.5%	17.1%	16.8%	17.3%			
Southern Living	14.5%	4.9%	11.3%	13.3%			
AAA Tourbook	11.6%	2.4%	7.8%	7.1%			
	2014 VACATION KIT ONLY	2014 SPECIALTY BROCHURES	2014 NEWSLETTER	2014 BANNER ADS	2014 KEYWORD	ALL RESPONSES	2013 STUDY
<b>2. Printed pages from</b>							
Arkansas website	33.2%	32.4%	36.0%	•	34.0%	34.2%	39.0%
<b>3. Visited Arkansas</b>							
	62.6%	64.1%	65.5%		62.5%	63.7%	69.3%
<b>4. Travel party composition:</b>							
Under 18	22.6%	16.6%	19.8%		22.1%	20.8%	21.2%
18-24	4.7%	4.6%	5.9%		4.2%	5.0%	5.6%
25-34	9.4%	9.6%	7.9%		7.0%	8.5%	9.7%
35-44	11.2%	11.2%	12.2%		9.7%	11.3%	11.7%
45-54	15.7%	18.2%	19.6%		14.4%	17.2%	17.1%
55-64	19.8%	27.6%	21.1%		22.7%	21.7%	20.3%
65 and over	16.5%	12.2%	13.5%		19.9%	15.5%	14.4%
<b>5a. Average nights away from home</b>							
	4.8	4.8	4.8		4.8	4.8	4.8
<b>5b. Average nights in Arkansas</b>							
	3.6	3.6	3.6		3.6	3.6	3.7
<b>6. Activities participated in:</b>							
Sightseeing	18.8%	19.1%	17.8%		19.0%	18.5%	17.9%
Shopping	11.1%	10.0%	10.4%		11.3%	10.7%	11.0%
Attractions	12.9%	10.8%	10.6%		13.0%	11.9%	11.5%
Historic sites	12.4%	10.8%	11.2%		11.8%	11.7%	11.5%
Museums	7.5%	5.3%	5.8%		6.6%	6.5%	6.3%
Live performance	3.0%	2.3%	2.7%		2.67%	2.8%	2.6%
Arts/crafts show	2.8%	2.9%	2.6%		3.0%	2.8%	3.0%
Camping	5.5%	5.6%	6.2%		5.9%	5.8%	6.4%
Hiking	6.4%	6.4%	6.5%		6.7%	6.4%	6.8%
Fishing/hunting	3.9%	5.0%	5.7%		4.6%	4.8%	5.4%
Antiques	3.6%	3.7%	3.1%		3.4%	3.4%	3.5%
Golf	0.7%	0.9%	0.9%		0.4%	0.7%	0.7%
Water sports	3.3%	3.3%	4.0%		3.1%	3.5%	3.2%
Festivals	2.6%	2.7%	3.3%		2.7%	2.9%	3.1%
Birding	1.0%	0.9%	1.1%		1.1%	1.1%	1.4%
Sporting events	0.7%	0.6%	0.6%		0.6%	0.6%	0.7%
Racing	0.3%	0.2%	0.3%		0.1%	0.3%	0.5%
Other	2.3%	2.7%	1.9%		2.4%	2.2%	4.4%

Table 9 – 2014 Spring Internet Conversion Study (continued)

	2014 VACATION KIT ONLY	2014 SPECIALTY BROCHURES	2014 NEWSLETTER	2014 BANNER ADS	2014 KEYWORD	ALL RESPONSES	2013 STUDY
<b>7. Average trip expenditures:</b>							
Total	\$680.07	\$713.55	\$645.65	•	\$685.80	\$673.68	\$621.72
Arkansas	\$509.70	\$537.75	\$488.97		\$518.64	\$509.47	\$483.85
<b>8. Primary purpose of trip:</b>							
Visiting friends or relatives	15.1%	13.9%	12.9%		12.7%	13.8%	14.0%
Vacation	75.6%	72.4%	74.5%		75.2%	74.8%	72.6%
Business	1.6%	2.1%	1.6%		1.7%	1.7%	1.9%
Student	0.5%	0.9%	0.5%		1.0%	0.6%	0.7%
Other	7.3%	10.7%	10.5%		9.5%	9.2%	10.8%
<b>9. Information used in planning for:</b>							
Making hotel/motel reservation	15.3%	13.7%	14.2%		15.2%	14.7%	14.6%
Locating Arkansas attractions	39.8%	39.6%	38.4%		38.4%	39.0%	38.8%
Selecting places to eat	15.7%	16.0%	15.7%		15.6%	15.7%	15.6%
Finding places to shop	11.1%	9.5%	9.3%		10.6%	10.2%	10.5%
All of the above	12.3%	13.2%	15.1%		13.6%	13.6%	13.5%
Other	6.0%	8.1%	7.4%		6.6%	6.9%	7.0%
<b>10. Average time for additional information to arrive (days)</b>							
	12.8	11.1	11.6		13.3	12.3	12.2
<b>11. Average trip planning time before trip (weeks)</b>							
	9.8	7.5	7.4		10.2	9.7	9.6
<b>12. Visited other state websites</b>							
	79.7%	75.8%	75.9%		81.9%	78.3%	78.1%
<b>Top 10 state websites visited:</b>							
	MO 5.9%	MO 7.0%	TX 6.6%		MO 6.7%	MO 6.1%	MO 6.4%
	TN 5.9%	TX 5.7%	TN 6.1%		TN 6.1%	TX 5.9%	TX 5.9%
	TX 5.7%	CO 5.7%	MO 5.7%		TX 5.5%	TN 5.9%	TN 5.6%
	CO 4.8%	TN 5.3%	CO 5.4%		FL 5.0%	CO 5.1%	CO 4.6%
	FL 4.5%	FL 4.4%	FL 4.7%		CO 4.8%	FL 4.6%	FL 4.6%
	OK 4.3%	LA 3.6%	OK 4.4%		OK 4.1%	OK 4.2%	LA 4.1%
	LA 3.9%	OK 3.5%	LA 3.7%		LA 3.8%	LA 3.8%	OK 4.1%
	AL 3.3%	KY 3.2%	KY 3.1%		AL 3.4%	AL 3.2%	MS 3.2%
	MS 3.1%	NC 3.0%	AL 3.0%		GA 3.3%	GA 3.0%	AL 3.1%
	GA 2.9%	GA 2.8%	GA 3.0%		KY 3.2%	KY 3.0%	GA 2.9%



Table 9 – 2014 Spring Internet Conversion Study (continued)

	2014 VACATION KIT ONLY	2014 SPECIALTY BROCHURES	2014 NEWSLETTER	2014 BANNER ADS	2014 KEYWORD	ALL RESPONSES	2013 STUDY
13. Requested information from other states	61.2%	52.5%	52.3%	•	63.4%	57.4%	58.5%
Top 10 states from which information was requested:							
	MO 6.1%	CO 6.5%	TX 6.3%		MO 6.6%	MO 6.1%	MO 6.3%
	TN 5.7%	MO 6.3%	MO 5.8%		TN 6.2%	TX 5.9%	TX 5.9%
	TX 5.7%	TN 5.6%	TN 5.8%		TX 5.9%	TN 5.8%	TN 5.6%
	CO 4.8%	TX 5.5%	CO 5.5%		CO 5.2%	CO 5.3%	CO 4.7%
	OK 4.3%	FL 3.8%	OK 4.6%		FL 4.9%	OK 4.4%	OK 4.2%
	FL 3.8%	OK 3.6%	FL 4.3%		OK 4.6%	FL 4.1%	FL 4.2%
	AL 3.7%	LA 3.5%	LA 3.4%		LA 4.0%	LA 3.6%	LA 3.8%
	LA 3.7%	AL 3.2%	AZ 3.1%		AL 3.7%	AL 3.5%	AL 3.4%
	MS 3.1%	KY 2.9%	KY 3.1%		KY 3.3%	KY 3.0%	MS 3.1%
	AZ 2.9%	GA 2.6%	AL 3.0%		GA 3.2%	AZ 2.8%	KY 2.9%
14. Visited other states	73.5%	73.1%	71.3%		71.8%	72.4%	71.3%
Top 10 states visited:							
	MO 7.4%	MO 8.9%	MO 8.2%		MO 8.5%	MO 8.0%	MO 8.7%
	TX 6.5%	TX 6.5%	TX 7.0%		TN 6.2%	TX 6.5%	TX 6.3%
	TN 5.8%	TN 5.6%	TN 6.0%		TX 5.7%	TN 5.9%	TN 6.0%
	OK 5.0%	OK 4.6%	OK 5.0%		FL 5.0%	OK 4.9%	OK 5.1%
	FL 5.0%	CO 4.2%	FL 4.8%		OK 4.4%	FL 4.8%	FL 4.6%
	LA 4.2%	FL 4.2%	LA 4.5%		MS 3.8%	LA 4.2%	LA 4.2%
	MS 4.1%	MS 4.0%	MS 3.6%		LA 3.7%	MS 3.9%	MS 4.1%
	IL 3.4%	IL 3.8%	IL 3.5%		IL 3.5%	IL 3.5%	AL 3.5%
	AL 3.3%	KY 3.7%	CO 3.4%		GA 3.4%	CO 3.2%	GA 3.3%
	GA 3.0%	LA 3.7%	KY 3.2%		AL 3.3%	AL 3.2%	IL 3.2%
15. For those unable to travel in Arkansas, reasons cited:							
Financial	20.1%	18.2%	23.0%		22.2%	21.2%	26.7%
Time	33.8%	42.2%	37.2%		33.0%	35.9%	32.8%
Personal/family	19.5%	15.7%	14.8%		19.5%	17.4%	17.1%
Weather	2.0%	3.3%	3.9%		4.3%	3.2%	3.4%
Other	24.6%	20.6%	21.0%		21.1%	22.3%	20.0%
16. Plan to visit Arkansas within the next 12 months	77.7%	87.7%	88.1%		78.9%	82.7%	82.2%
17. Average family income	\$61,542.71	\$87,054.60	\$82,792.36		\$61,901.54	\$82,621.61	\$57,773.32

• Insufficient Response

Table 10 – Comparison of the 2014 and 2013 Welcome Center Surveys

**TOP 15 STATES OF ORIGIN, 2014 AND 2013**

STATE OF ORIGIN	2014 RANK	2014 PERCENT OF TOTAL	2013 RANK	2013 OF TOTAL
Texas	1	18.7%	1	19.6%
Missouri	2	12.5%	2	11.0%
Arkansas	3	8.9%	13	2.2%
Illinois	4	7.7%	4	7.5%
Oklahoma	5	6.4%	5	6.5%
Louisiana	6	6.0%	3	8.1%
Mississippi	7	5.0%	6	4.4%
Tennessee	8	3.8%	8	3.0%
Indiana	9	2.7%	12	2.5%
Michigan	10	2.6%	7	3.8%
Florida	11	2.2%	11	2.5%
Kansas	12	2.0%	10	2.6%
Wisconsin	13	2.0%	9	2.9%
Alabama	14	1.7%	20	1.4%
Minnesota	15	1.7%	15	1.9%
Other		16.1%		20.0%

**AVERAGE AGE**

**Median for All Members of the Travel Party**

2014 – 55.3
2013 – 57.5

**DESCRIPTION OF TRAVEL PARTY**

	2014	2013
Family	72%	73%
Individual	27%	27%
Business	*	*
Motor home	*	*
Other	*	*

**FIRST TRIP TO ARKANSAS**

2014 – 8.4%
2013 – 11.0%

**METHOD OF CONTACTING DEPARTMENT PRIOR TO TRIP**

	2014	2013
Internet	95%	14%
Phone	3%	1%
Mail	2%	*
Did not contact	*	85%

**PURPOSE OF TRIP**

	2014	2013
Visit friends	42%	38%
Sightseeing	16%	26%
Recreation	11%	14%
Business	10%	6%
Entertainment	9%	8%
Family affairs	7%	5%
Other	5%	2%

**NIGHTS AWAY FROM HOME**

	2014	2013
1	5%	6%
2	11%	12%
3	11%	12%
4	11%	10%
5	9%	9%
6	9%	9%
7	9%	8%
8+	35%	35%
Median Nights:	6.8	6.2

Table 10 – Comparison of the 2014 and 2013 Welcome Center Surveys (continued)

**NIGHTS SPENT IN ARKANSAS**

	2014	2013
1	26%	28%
2	20%	19%
3	15%	16%
4	12%	12%
5	6%	5%
6	9%	8%
7	4%	3%
8+	9%	8%
Median Nights:	3.30	3.20

**VACATIONERS**

2014 – 73%
2013 – 84%

**TOP 10 ARKANSAS COUNTIES AS FINAL DESTINATION**

	2014	2013
Garland	1	1
Pulaski	2	2
Benton	3	4
Carroll	4	3
Washington	5	6
Fulton	6	20
Stone	7	5
Baxter	8	7
Pike	9	8
Boone	10	10

**AVERAGE TRIP DISTANCE**

2014 – 823 miles
2013 – 590 miles

**ACTIVITIES PARTICIPATED IN**

	2014	2013
Sightseeing	76%	89%
Shopping	61%	58%
Attractions	48%	57%
Historic sites	25%	33%
Museums	20%	26%
Hiking	11%	10%
Live performance	10%	14%
Arts/crafts show	9%	12%
Fishing/hunting	9%	5%
Camping	7%	12%
Water sports	6%	14%
Antiques	5%	2%
Birding	4%	6%
Festivals	4%	1%
Sporting events	3%	3%
Golf	2%	3%
Racing	1%	7%

**AVERAGE EXPENDITURE PER TRIP**

2014 – \$777
2013 – \$847

**WHAT MOST INFLUENCED TRIP**

	2014	2013
Shortest route	42%	27%
Previous visit	36%	48%
Friend/relative	11%	14%
Business	7%	4%
Advertisement	5%	7%

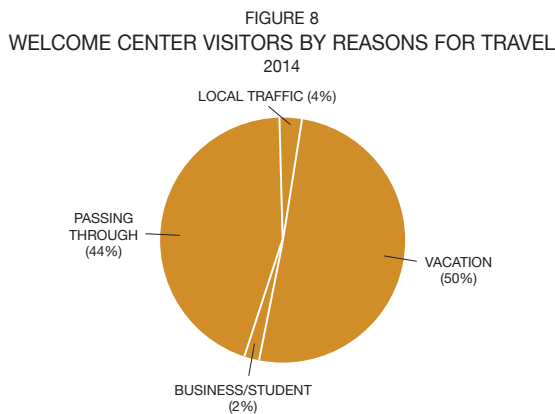
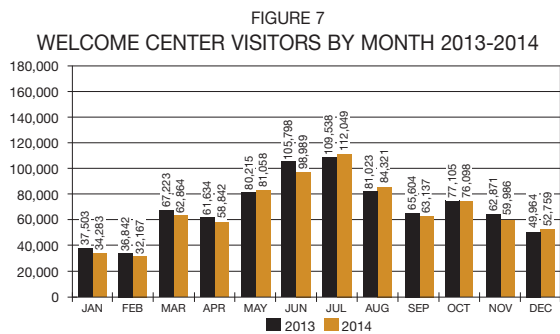
\* Denotes less than 1 percent.

Note: Details may not add due to rounding.

Source: 2014 and 2013 Arkansas State Welcome Center Surveys.

# WELCOME CENTER REGISTRATION SUMMARY

During 2014, a talented staff of travel consultants assisted 816,553 visitors at the 13 Arkansas State Welcome Centers. In addition to providing customized travel information to visitors, the Welcome Centers collect a wealth of marketing and research data. *Figure 7* compares 2014 and 2013 visitor totals by month. Of those who stopped for assistance, 49.9% were on vacation, while 44.2% 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, Northwest Arkansas, Diamond Lakes, Arkansas Delta Byways and Western Arkansas’ Mountain Frontier.



A very important indicator of the effectiveness of Arkansas’s Welcome Centers is the estimated mileage increase that travel consultants track while assisting visitors. Visitors seek out the experience and knowledge available at the Welcome Centers and will alter their plans accordingly. And this becomes increased time and money spent by the visitors. Travel Consultants track the estimated mileage increase of their efforts as a measure of quantifying their impact. Travel Consultants estimate their impact on travel to increase total mileage in Arkansas by 3.2%.

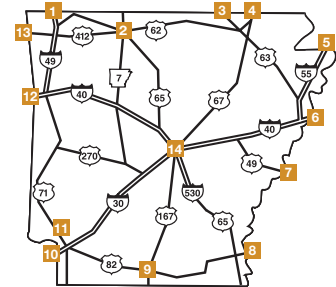
United States visitors to Arkansas State Welcome Centers decreased 2.1% in 2014, while foreign visitation decreased 8.5% from 2013 totals. The top five countries of origin and their percent of total foreign visitation are

depicted in *Figure 9*. See *Table 17* for the complete breakdown of foreign visitors.

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

\* Welcome Centers scheduled to begin updates in 2015  
- Updates unscheduled

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 Centers are jointly operated by the Arkansas Department of Parks and Tourism and the Arkansas Highway and Transportation Department. See pages 58-59 for an update on the rebuilding program currently in progress.

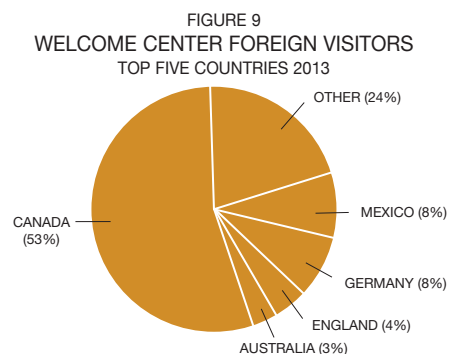


Table 11 – Welcome Center Summary Table 2014

Table 12 – Travel Parties Registered by Hours of Operation and Welcome Center 2014

	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	13,039	25,707	1.97	3,259,320	31,560	33,601
Blytheville	47,712	114,490	2.40	10,633,489	548,619	72,310
Corning	29,983	57,343	1.91	8,529,058	94,200	69,123
El Dorado	14,235	37,114	2.61	4,714,770	468,935	30,466
Harrison	28,614	68,125	2.38	9,401,498	147,460	69,699
Helena-West Helena	13,792	25,046	1.82	3,068,564	60,590	22,780
Lake Village	23,821	54,471	2.29	7,293,670	292,450	43,179
Mammoth Spring	27,989	73,259	2.62	4,647,484	16,912	45,732
Red River	7,749	16,320	2.11	1,989,397	47,650	17,844
Siloam Springs	10,211	21,050	2.06	1,442,518	16,569	19,557
Texarkana	81,261	187,600	2.31	29,799,585	955,165	176,566
Van Buren/Fort Smith	37,525	86,691	2.31	10,694,495	272,690	79,031
West Memphis	21,166	49,337	2.33	6,409,880	324,420	36,685
<b>TOTALS</b>	<b>357,097</b>	<b>816,553</b>	<b>2.29</b>	<b>101,883,728</b>	<b>3,277,220</b>	<b>716,573</b>

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	667	3,179	1,906	1,728	2,395	1,101	1,656	1,087	661	1,195	5,560	2,106	1,455	24,696
9 - 10 AM	1,205	4,663	2,985	1,865	3,369	1,345	1,999	2,119	788	1,196	8,016	3,256	1,977	34,783
10 - 11 AM	1,772	5,687	3,826	2,160	4,263	1,879	2,761	3,329	1,129	1,531	9,688	4,463	2,609	45,097
11 - 12 AM	1,922	5,738	4,137	1,704	4,475	2,062	3,113	3,863	1,053	1,442	10,589	5,074	2,657	47,829
12 - 1 PM	1,663	5,562	3,833	1,604	3,690	1,813	2,982	4,100	1,037	1,231	10,006	4,917	2,568	45,006
1 - 2 PM	1,635	5,759	3,489	1,295	3,364	1,745	2,948	3,780	964	1,146	9,450	4,416	2,393	42,384
2 - 3 PM	1,501	5,919	3,407	1,240	2,847	1,655	3,024	3,787	932	1,004	9,489	4,517	2,584	41,906
3 - 4 PM	1,299	5,297	2,950	1,178	2,565	1,609	2,689	3,084	955	742	9,080	4,166	2,327	37,941
4 - 5 PM	1,060	4,689	2,517	1,232	1,330	583	2,064	2,199	230	574	7,368	3,571	2,028	29,445
5 - 6 PM	315	1,219	933	229	316	-	585	641	-	150	2,015	1,039	568	8,010
<b>TOTALS</b>	<b>13,039</b>	<b>47,712</b>	<b>29,983</b>	<b>14,235</b>	<b>28,614</b>	<b>13,792</b>	<b>23,821</b>	<b>27,989</b>	<b>7,749</b>	<b>10,211</b>	<b>81,261</b>	<b>37,525</b>	<b>21,166</b>	<b>357,097</b>

Table 13 – Visitors by Reasons for Travel and Welcome Center 2014

Table 14 – Visitors by Destination in Arkansas by Region and Welcome Center 2014

REASON FOR TRAVEL	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR-KANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Vacation	16,523	38,799	25,112	23,551	41,531	9,971	14,688	39,889	9,242	14,451	119,244	36,958	17,874	407,833
Passing Through	5,396	72,604	29,650	8,815	23,908	9,541	37,947	21,303	5,637	3,719	66,881	46,815	28,973	361,189
Local Traffic	2,379	337	884	2,395	1,492	2,714	927	11,406	447	1,481	580	1,166	1,759	27,967
Business / Student	1,409	2,748	1,697	2,353	1,194	2,820	909	663	994	1,399	895	1,752	731	19,564
<b>TOTALS</b>	<b>25,707</b>	<b>114,488</b>	<b>57,343</b>	<b>37,114</b>	<b>68,125</b>	<b>25,046</b>	<b>54,471</b>	<b>73,261</b>	<b>16,320</b>	<b>21,050</b>	<b>187,600</b>	<b>86,691</b>	<b>49,337</b>	<b>816,553</b>
REGIONAL TOURISM ASSOCIATION (LISTED BY RANK)	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR-KANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Heart of Arkansas	1,575	13,352	6,845	4,095	5,872	1,343	4,551	429	204	253	51,206	9,074	7,391	106,190
Diamond Lakes	1,739	5,997	3,221	6,965	3,990	878	2,129	487	1,261	206	33,960	2,751	2,325	65,909
Arkansas Delta	172	17,973	4,398	933	1,167	6,469	4,190	2,147	55	101	19,992	2,509	1,950	62,056
Byways	555	140	5,444	968	3,375	467	390	38,809	142	796	2,946	1,062	714	55,808
Ozark Gateway	11,083	170	370	1,721	9,866	407	1,338	465	1,618	12,243	2,396	11,044	965	53,686
Ozark Mountain Region	719	114	927	1,060	19,115	297	519	2,272	137	1,423	4,438	1,957	448	33,426
Arkansas's Great Southwest	286	6,150	793	682	479	64	125	35	4,232	28	11,185	114	1,373	25,546
Arkansas River Valley	1,145	431	679	2,303	2,276	288	805	158	395	148	3,949	4,202	528	17,307
Western Arkansas' Mountain Frontier	2,008	729	147	1,578	1,049	185	458	64	2,261	370	713	5,983	1,260	16,805
Greers Ferry Lake/ Little Red River	129	795	3,602	1,035	2,140	283	449	396	56	47	4,380	1,133	553	14,998
Arkansas' South	109	277	260	7,805	297	109	368	30	184	14	778	275	97	10,603
Arkansas' Land of Legends	234	934	451	1,068	445	315	892	63	32	13	2,576	775	621	8,419
<b>TOTALS</b>	<b>19,754</b>	<b>47,062</b>	<b>27,137</b>	<b>30,213</b>	<b>50,071</b>	<b>11,105</b>	<b>16,214</b>	<b>45,355</b>	<b>10,577</b>	<b>15,642</b>	<b>138,519</b>	<b>40,879</b>	<b>18,225</b>	<b>470,753</b>

Table 15 – Visitors by Destination in Arkansas by Park Visited and Welcome Center 2014

ARKANSAS STATE PARK DESTINATIONS (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
Mammoth Spring	18	0	26	16	178	0	1	39,882	2	16	27	0	0	40,166
Crater of Diamonds	484	562	457	1,263	767	62	75	63	310	78	4,763	423	229	9,536
Petit Jean	179	57	88	1,133	486	45	192	41	60	14	1,587	589	48	4,519
DeGray Lake Resort	62	34	48	1,513	42	19	21	12	18	1	1,278	36	25	3,109
Ozark Folk Center	50	8	148	521	761	57	92	210	36	51	826	236	33	3,029
Mount Magazine	330	13	61	90	255	13	73	54	154	24	708	468	8	2,251
Historic Washington	12	0	4	199	32	2	0	2	88	4	1,895	6	0	2,244
Lake Catherine	50	29	20	384	61	12	28	13	19	2	1,116	11	38	1,783
Lake Ouachita	77	46	21	143	36	18	15	4	70	2	977	22	7	1,438
Devil's Den	439	2	4	217	42	2	20	12	53	156	44	294	6	1,291
Mount Nebo	65	5	17	331	329	7	17	13	106	6	343	106	10	1,269
Queen Wilhelmina	19	0	5	830	10	6	1	0	156	16	62	8	0	1,113
Bull Shoals-White River	23	3	30	339	182	23	4	118	10	89	247	19	10	1,097
Moro Bay	0	0	0	751	2	0	3	0	0	0	7	0	2	765
Arkansas Museum of Natural Resources	2	0	0	696	26	1	0	6	4	2	4	2	0	743
Lake Chicot	4	8	2	282	46	13	374	0	2	0	2	7	0	740
Hobbs	307	0	0	132	27	0	0	0	3	217	6	29	0	721
Pinnacle Mountain	13	9	9	336	19	2	6	0	0	22	134	19	6	575
Village Creek	8	89	10	7	7	37	2	22	0	0	221	96	43	542
Lake Dardanelle	39	21	18	17	48	6	6	0	4	0	54	296	15	524
Millwood	17	12	15	8	63	0	2	2	185	0	69	0	7	380
Withrow Springs	45	0	2	196	22	0	0	2	5	17	18	52	4	363
Lake Fort Smith	120	0	0	21	7	0	3	0	12	12	13	131	5	326
South Arkansas Arboretum	0	0	0	326	0	0	0	0	0	0	0	0	0	326
Prairie Grove Battlefield	162	0	0	0	32	1	0	6	23	66	6	22	0	318
Daisy	13	4	6	30	22	1	6	0	114	0	101	6	3	306
Toitac Mounds	4	4	7	187	5	0	5	6	0	5	24	1	0	248
Crowley's Ridge	3	0	35	44	21	8	0	29	0	0	20	13	4	177
Mississippi River	0	1	4	0	33	110	0	0	0	0	7	7	3	165
Cane Creek	1	3	2	75	10	3	14	0	0	0	3	7	0	118
Cossatot River State Park- Natural Area	6	0	0	0	2	0	0	0	87	0	14	0	0	109
Lake Charles	0	0	28	2	12	2	2	47	0	0	3	0	0	96
White Oak Lake	0	0	4	22	0	2	0	0	0	0	59	0	0	87
Jacksonport	0	2	41	0	4	2	0	6	0	0	19	0	0	74
Woolly Hollow	1	0	0	4	30	2	2	0	0	0	24	9	0	72
Davidsonville	4	0	17	0	4	0	2	34	0	0	8	0	3	70
Parkin	0	42	0	4	0	3	2	5	0	0	10	3	0	69
Louisiana Purchase	5	4	1	0	3	34	0	0	0	0	4	2	0	53
Arkansas Post Museum	0	0	0	0	1	14	22	0	0	2	3	0	0	42
Hampson Archeological Museum	0	14	0	4	0	1	0	0	0	0	15	0	1	35
Delta Heritage Trail	0	0	0	0	0	27	0	0	0	0	0	0	0	27
Plantation Agriculture Museum	8	2	5	0	5	0	0	0	0	0	4	2	0	26
Powhatan	4	0	4	0	0	0	0	14	0	0	0	0	0	22
Lake Poinsett	0	4	0	0	2	4	0	0	0	0	2	0	0	12
Lake Frierson	0	0	0	0	2	0	0	4	0	0	5	0	0	11
Jenkins Ferry Battleground	0	0	0	0	4	0	0	0	0	0	4	0	0	8
Lower White River Museum	0	0	0	5	0	0	0	0	0	0	0	2	0	7
Poison Springs Battleground	0	0	0	0	4	0	0	0	0	0	2	0	0	6
Marks' Mills Battleground	2	0	0	0	0	0	0	0	0	0	2	0	0	4
Conway Cemetery	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Herman Davis	0	0	0	0	0	0	0	2	0	0	0	0	0	2
Logoly	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>2,576</b>	<b>978</b>	<b>1,139</b>	<b>10,128</b>	<b>3,644</b>	<b>541</b>	<b>988</b>	<b>40,609</b>	<b>1,435</b>	<b>802</b>	<b>14,742</b>	<b>2,924</b>	<b>510</b>	<b>81,016</b>



Table 16 – Visitors by State and Welcome Center 2014

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	4,772	4,597	19,875	9,874	25,219	12,270	23,519	21,527	6,713	2,931	21,398	10,123	6,506	169,324
TEXAS	1,484	9,773	4,525	2,308	4,685	943	829	1,805	3,129	1,418	99,711	15,223	7,136	152,969
MISSOURI	7,271	23,367	14,149	523	12,434	289	1,262	27,859	595	459	3,662	1,033	1,656	94,559
OKLAHOMA	1,246	318	155	448	2,539	531	1,750	581	627	13,516	718	26,960	1,479	50,868
LOUISIANA	579	3,317	569	18,986	2,915	229	5,822	1,034	3,449	88	9,300	474	802	47,564
ILLINOIS	559	24,460	8,640	249	1,584	180	202	1,502	67	142	6,185	471	1,172	45,413
MISSISSIPPI	256	4,957	168	1,601	1,776	5,542	13,027	3,120	122	31	1,218	1,160	1,928	34,906
TENNESSEE	169	5,356	417	229	1,272	1,333	393	3,452	40	101	7,488	3,503	6,430	30,183
INDIANA	171	7,664	1,715	113	589	70	60	422	18	60	4,010	343	419	15,654
MICHIGAN	256	6,143	1,219	141	656	108	135	434	53	74	4,668	532	759	15,178
FLORIDA	438	1,713	268	325	1,362	335	2,447	1,372	150	92	1,271	1,954	1,488	13,215
ALABAMA	130	1,235	101	458	1,043	602	1,409	1,622	42	33	901	1,930	1,947	11,453
KANSAS	2,395	468	102	172	1,473	163	565	2,530	143	427	206	1,771	324	10,739
OHIO	186	1,660	591	238	358	104	96	232	31	50	4,612	592	1,491	10,241
WISCONSIN	409	4,164	1,674	72	857	87	172	482	62	84	1,626	232	312	10,233
KENTUCKY	77	3,464	606	114	205	85	52	347	17	36	3,210	548	1,126	9,887
IOWA	1,231	2,604	522	57	1,566	93	177	636	199	73	494	263	227	8,142
CALIFORNIA	185	542	194	40	683	148	216	459	51	254	1,113	3,315	797	7,997
GEORGIA	158	498	121	287	752	484	321	637	40	42	673	1,992	1,725	7,730
MINNESOTA	1,229	1,713	187	76	1,305	76	235	410	249	74	506	278	399	6,737
NORTH CAROLINA	88	328	87	68	451	170	93	137	22	57	1,284	1,884	1,653	6,322
VIRGINIA	63	187	98	19	215	65	77	164	10	54	1,558	1,092	1,481	5,083
PENNSYLVANIA	72	381	85	23	202	108	54	95	14	40	1,755	680	1,009	4,518
ARIZONA	142	324	90	46	279	38	62	169	17	100	871	1,714	418	4,270
COLORADO	186	228	57	35	424	80	241	250	18	172	244	1,429	250	3,614
NEW YORK	81	311	107	23	186	62	48	61	8	36	1,220	460	834	3,437
SOUTH CAROLINA	46	176	38	87	205	146	98	137	9	24	376	816	723	2,881
NEBRASKA	705	362	35	7	643	6	136	349	133	58	101	172	82	2,789
NEW MEXICO	47	134	40	69	136	34	24	53	10	75	369	1,064	241	2,296
WASHINGTON	92	213	71	45	265	43	67	182	25	64	210	388	196	1,861
MARYLAND	29	67	32	7	65	31	28	33	6	15	517	312	550	1,692
NEW JERSEY	26	87	28	12	64	21	17	37	2	18	396	258	370	1,336
WEST VIRGINIA	14	152	64	29	70	20	15	30	8	7	495	183	212	1,299
SOUTH DAKOTA	237	181	29	27	149	17	49	87	63	8	92	75	39	1,053
MASSACHUSETTS	40	86	35	18	43	24	26	11	2	36	269	211	249	1,050
OREGON	46	90	41	12	120	24	78	64	39	25	140	215	134	1,028
NEVADA	40	84	32	8	64	9	31	37	5	5	114	433	106	968
UTAH	8	46	12	9	42	14	26	68	11	17	55	206	69	583
CONNECTICUT	9	41	19	6	39	16	18	18	3	17	171	109	115	581
IDAHO	31	49	27	2	78	8	17	42	6	12	80	109	46	507
NORTH DAKOTA	79	104	6	8	87	8	18	49	8	13	51	43	19	493
ALASKA	33	51	24	9	67	19	13	42	5	3	85	67	39	457

Table 16 – Visitors by State and Welcome Center 2014 (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
WYOMING	26	55	4	2	56	1	35	70	6	27	34	114	18	448
MAINE	4	23	10	1	28	6	22	14	1	13	138	107	75	442
NEW HAMPSHIRE	12	29	6	5	58	7	1	10	7	13	80	99	100	427
MONTANA	38	61	19	4	40	10	23	60	10	7	23	62	27	384
VERMONT	10	26	14	1	35	11	1	8	0	9	87	61	94	357
DELAWARE	2	13	3	0	13	6	3	11	2	0	110	85	87	335
DISTRICT OF COLUMBIA	0	18	2	0	8	2	10	1	0	1	47	63	157	309
HAWAII	7	18	31	3	29	0	9	12	0	2	38	47	21	217
RHODE ISLAND	5	7	1	0	12	1	20	1	4	2	48	33	27	161
<b>TOTALS</b>	<b>25,419</b>	<b>111,945</b>	<b>56,945</b>	<b>36,896</b>	<b>67,446</b>	<b>24,679</b>	<b>54,049</b>	<b>72,765</b>	<b>16,251</b>	<b>20,915</b>	<b>184,028</b>	<b>85,288</b>	<b>47,564</b>	<b>804,190</b>

Table 17 – Foreign Visitors by Country and Welcome Center 2014

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
<b>AFRICA</b>														
AFRICA OTHER	4	6	5	36	10	0	2	15	6	3	23	10	31	151
EGYPT	0	0	0	0	0	2	0	3	0	0	0	5	0	10
<b>AMERICAN POSSESSIONS &amp; TERRITORIES</b>														
GUAM	0	1	0	0	0	0	0	0	0	0	11	5	0	17
PHILIPPINES	3	11	0	0	0	0	2	0	0	0	0	3	13	32
PUERTO RICO	6	8	4	0	5	0	3	3	0	0	6	3	15	53
VIRGIN ISLANDS	0	6	0	0	0	0	4	0	0	0	2	3	7	22
<b>ASIA</b>														
ASIA OTHER	0	5	0	0	1	5	1	0	0	0	13	4	0	29
CHINA	3	7	5	0	7	0	8	3	3	0	20	32	14	102
INDIA	3	0	0	9	9	0	6	4	2	6	20	10	2	71
INDONESIA	0	0	0	0	4	0	0	0	0	0	0	2	0	6
JAPAN	2	13	0	18	2	9	16	13	0	0	12	24	14	123
KOREA	0	4	0	0	3	0	2	7	0	0	13	29	25	83
MALAYSIA	0	5	0	0	4	0	0	0	0	3	0	2	0	14
PAKISTAN	0	3	0	0	0	0	0	0	0	0	0	0	0	3
SRI LANKA	0	7	0	0	2	0	0	0	0	0	0	0	0	9
THAILAND	5	2	0	0	0	0	2	8	0	0	10	10	3	40
TURKEY	0	3	0	0	0	0	0	0	0	0	6	0	3	12
<b>CANADIAN PROVINCES</b>														
ALBERTA	17	85	3	2	44	9	21	0	6	4	33	44	2	270
BRITISH COLUMBIA	8	9	4	0	30	11	17	0	4	3	51	67	41	245
CANADA OTHER	0	15	0	51	4	4	0	96	0	21	6	0	0	197
MANITOBA	50	82	11	2	75	4	12	4	2	0	34	18	2	296
NEW BRUNSWICK	0	19	2	2	12	0	2	2	2	0	23	15	39	118
NEWFOUNDLAND	0	2	3	0	0	0	0	0	0	0	9	3	0	17
NOVA SCOTIA	0	3	4	0	5	0	2	0	0	0	39	22	6	81
ONTARIO	65	1,294	217	11	138	22	25	14	6	10	1,667	288	700	4,457
PRINCE EDWARD ISLAND	0	5	0	1	4	0	1	0	0	0	6	4	0	21
QUEBEC	4	123	19	0	0	4	5	0	0	2	297	173	86	713
SASKATCHEWAN	7	17	3	1	35	4	12	0	2	0	10	10	0	101

Table 17 – Foreign Visitors by Country and Welcome Center 2014 (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
<b>CENTRAL AMERICA</b>														
BAHAMAS	0	0	0	0	0	0	0	16	0	0	0	0	0	16
BELIZE	0	11	0	0	0	0	2	0	0	0	3	0	22	38
BERMUDA	0	6	0	0	0	0	0	0	0	0	0	0	8	14
<b>CENTRAL AMERICA</b>														
OTHER	0	0	0	0	0	0	0	4	0	0	6	1	0	11
COSTA RICA	0	7	0	0	0	3	2	3	0	0	0	3	0	18
CUBA	0	0	0	0	0	0	0	6	0	0	0	4	0	10
GUATEMALA	0	12	0	0	4	0	2	0	0	6	0	8	0	32
HONDURAS	0	5	0	0	0	0	0	0	0	0	1	5	0	11
JAMAICA	0	4	0	0	0	0	0	0	0	0	4	0	0	8
PANAMA	0	0	0	0	0	0	0	0	2	0	2	5	0	9
<b>EUROPE</b>														
AUSTRIA	0	13	2	0	14	6	16	0	0	0	27	28	111	217
BELGIUM	0	3	0	0	5	0	3	0	5	3	0	2	0	21
BULGARIA	0	0	1	0	5	0	0	0	0	0	1	0	0	7
CZECH REPUBLIC	4	0	0	0	0	0	0	0	2	0	2	9	2	19
DENMARK	3	9	19	0	3	3	0	17	0	1	17	17	33	122
ENGLAND	8	92	5	4	32	69	31	48	2	1	140	76	69	577
EUROPE OTHER	0	20	0	0	0	0	1	14	0	0	40	6	6	87
FINLAND	2	13	0	0	12	7	6	0	0	0	10	9	14	73
FRANCE	12	10	2	6	14	16	24	16	0	4	21	36	26	187
GERMANY	32	100	17	38	105	73	58	78	13	33	104	85	215	951
HUNGARY	0	0	4	0	0	0	0	3	0	0	3	6	6	22
ICELAND	0	0	0	0	0	0	0	0	0	0	0	12	0	12
IRELAND	1	16	2	0	2	0	0	4	0	0	31	12	4	72
ITALY	0	23	0	2	4	11	12	4	0	2	30	7	10	105
NETHERLANDS	3	20	2	0	14	10	17	4	4	2	56	30	29	191
NORWAY	14	7	2	2	0	10	0	6	0	0	3	11	12	67
POLAND	0	9	0	0	4	2	2	0	0	0	5	8	2	32
PORTUGAL	0	0	0	0	0	0	0	0	0	0	1	0	4	5
RUSSIA	2	1	3	0	0	0	2	4	1	0	14	23	2	52
SCOTLAND	2	14	5	0	8	4	2	0	0	0	13	2	11	61
SPAIN	0	18	0	0	3	5	4	0	0	0	13	16	9	68
SWEDEN	0	9	0	18	0	10	17	1	1	0	25	13	45	139
SWITZERLAND	2	18	4	0	6	4	13	5	2	4	37	17	29	141
WALES	0	2	0	0	0	0	0	0	0	0	0	2	2	6
YUGOSLAVIA	0	0	1	0	0	0	0	0	0	0	1	0	0	2

Table 17 – Foreign Visitors by Country and Welcome Center 2014 (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
<b>MEXICO</b>	2	282	39	10	10	3	10	13	0	2	528	35	61	995
<b>NEAR &amp; MIDDLE EAST</b>														
IRAN	2	0	0	0	0	0	0	0	0	0	0	0	3	5
ISRAEL	2	4	0	0	2	9	4	2	0	0	0	0	2	25
NEAR & MIDDLE EAST OTHER	0	0	0	1	1	0	0	0	0	0	0	1	0	3
SAUDI ARABIA	0	3	0	0	0	2	0	3	0	0	0	4	0	12
<b>OCEANIA</b>														
AUSTRALIA	11	62	6	4	18	35	34	37	3	16	85	65	0	376
NEW ZEALAND	3	6	2	0	4	11	4	13	2	0	13	13	8	79
<b>SOUTH AMERICA</b>														
ARGENTINA	2	0	0	0	2	0	0	0	0	0	2	4	4	14
BOLIVIA	0	0	0	0	0	0	0	3	0	0	1	0	0	4
BRAZIL	5	16	0	0	6	2	4	2	0	2	10	17	10	74
CHILE	0	0	0	0	3	0	8	0	0	5	1	0	0	17
PERU	0	0	2	0	2	0	0	0	0	2	0	4	2	12
<b>SOUTH AMERICA OTHER</b>														
VENEZUELA	0	0	0	0	2	1	5	6	5	6	8	10	7	50
<b>TOTALS</b>	<b>289</b>	<b>2,550</b>	<b>398</b>	<b>218</b>	<b>679</b>	<b>370</b>	<b>426</b>	<b>484</b>	<b>75</b>	<b>141</b>	<b>3,569</b>	<b>1,392</b>	<b>1,772</b>	<b>12,363</b>