

## 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 2013. Travel expenditures increased from \$5,767,307,800 in 2012 to \$5,960,436,807 in 2013 (3.35%). The number of visitors increased from 22,859,763 in 2012 to 23,291,512 (1.89%). 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 2013 Spring Advertising Campaign**

Travel expenditures per travel party and length of stay in Arkansas were \$440.49 and 3.2 nights, respectively. Financial was cited most often as the reason for not traveling Arkansas in 2013. Regardless of whether or not they made a trip, 63.5% of survey respondents plan to visit Arkansas within the next 12 months.

### **The Internet Conversion Study**

Sixty-nine percent of survey respondents reported visiting Arkansas during the last 12 months. The average trip lasted 4.8 days, 3.7 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) Louisiana, (4) Illinois and (5) Oklahoma.

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

A total of 835,320 tourists requested assistance from travel consultants during 2013. Tourists' "Reasons for Travel" were as follows: Vacation (49.5%), Passing Through (44.9%), Local Traffic (3.3%) and Business/Student (2.2%). Tourists stopping at the State Welcome Centers traveled an estimated 105,595,796 miles on Arkansas roads and spent 746,673 travel days in the state during 2013.

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 2013 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 2013 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 42,075 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 this project but not in the others. As a result, the expenditure per traveler is higher. The *Effects of the 2013 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 travel. The average time spent in the state by *Welcome Center Survey* respondents was equal to the time spent in the state by those who wrote for information. However, the *Effects of the 2013 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 2013, visitors to Arkansas totaled 23,291,512 person-trips. Visitors spent an average of \$255.90 per trip, resulting in nearly \$6 billion in total travel expenditures, \$311 million in state taxes and \$113 million in local taxes. The Arkansas travel industry employed 59,004 persons and paid \$1.1 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 2013 was 23,291,512 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, 1978-2013. The first column in *Table 1* lists total travel expenditures for the state. The 3.35% increase in travel expenditures in 2013 represents a real increase of 1.89% when adjusted for inflation. Twenty-three of the 37 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 \$1,125,201,000, an increase of \$920,870,000 (451%) during the period of 1977 through 2013. Travel-generated employment shown in Column Three in *Table 1* increased from fewer than 45,000 jobs in 1977 to 59,004 jobs in 2013. In 1977, each \$23,590 in total travel expenditures supported one job in the

industry. However, by 2013, \$101,018 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 2013. 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 23,292,000 in 2013, an increase of 9,645,000 (70.7%). 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 2004-2013.

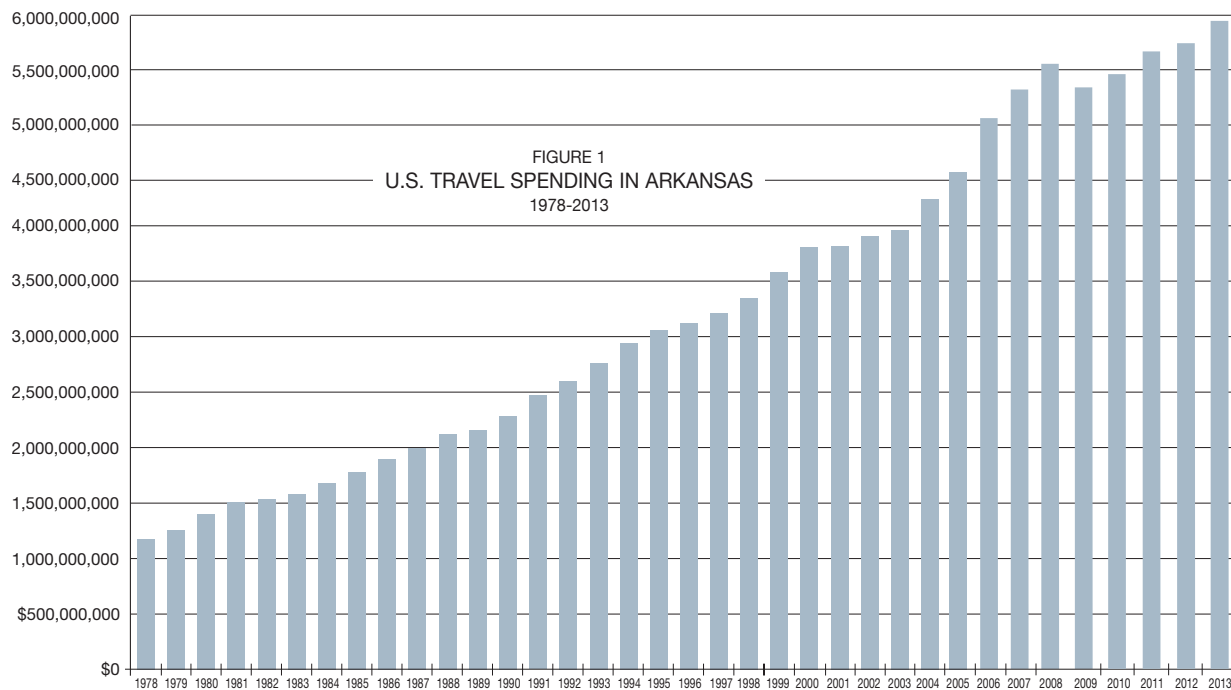


Table 1 – Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1977-2013

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
2011 (2)	\$5,687,680	\$1,073,711	58,657	\$296,988	\$108,006	23,021	\$247.06
2012 (2)	\$5,767,308	\$1,088,743	58,452	\$301,146	\$109,518	22,860	\$252.29
2013 (2)	\$5,960,437	\$1,125,201	59,004	\$311,230	\$113,185	23,292	\$255.90

(1) 1992, 1994, 2001 data revised; 2006 see 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.

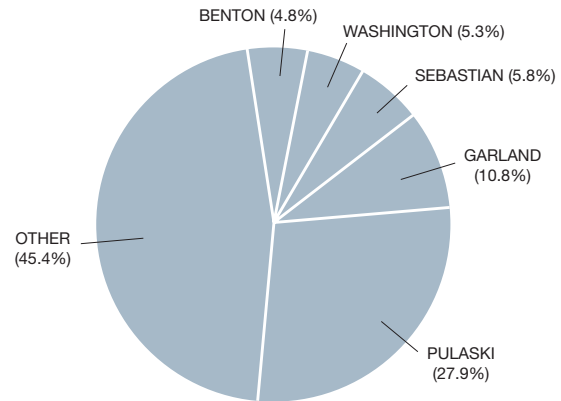
(3) Total visitation is slightly different than figures reported in previous editions of this report, based on updated data.

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 2013. Table 2 shows travel impact by county for 2013. Table 3 shows travel impact by county for 2006, the latest benchmark year for Arkansas tourism data. In 2013, two counties dominate the table: Pulaski with \$1,665,003,955 and Garland with \$641,604,746. They received 27.9% and 10.8% of the state total travel expenditures, respectively. In all, 63 of the 75 counties received more than \$10 million in travel expenditures each during 2013, including 12 with more than \$100 million each. Five counties had over one million person-trips during 2013. Those counties, their numbers and percent of total trips are: Pulaski with 5,752,929 (24.7%), Garland with 2,602,733 (11.2%), Washington with 1,330,637 (5.7%), Benton with 1,261,236 (5.4%) and Sebastian with 1,171,247 (5.0%).

FIGURE 2  
TRAVEL SPENDING IN ARKANSAS COUNTIES  
TOP FIVE COUNTIES  
2013



### Regional Breakdown

Figure 3 is a map of the 12 Arkansas tourism regions, showing their travel expenditures. Table 4 presents the 2013 travel impact data by region and county.

FIGURE 3  
TOTAL TRAVEL EXPENDITURES  
BY TOURISM REGION  
2013

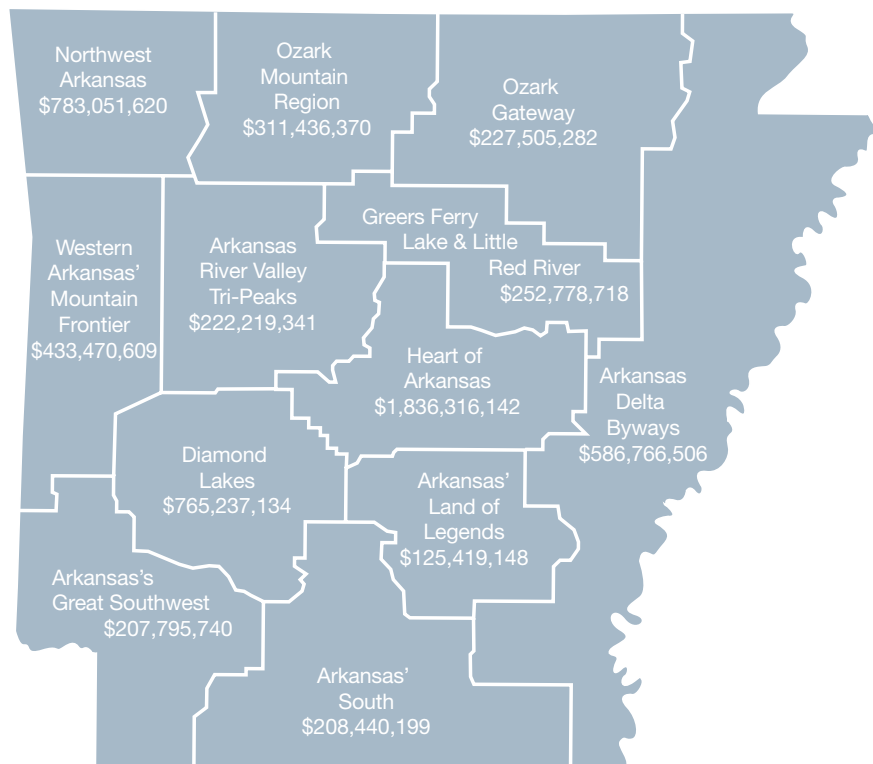


Table 2 – Impact of Travel on Arkansas Counties – 2013 Preliminary\*

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	31,606,239	5,080,404	298	1,926,080	689,546	133,567
ASHLEY	27,893,432	5,315,520	314	1,685,230	580,523	119,319
BAXTER	190,963,757	35,016,419	2,031	11,464,222	3,520,659	814,950
BENTON	285,739,351	58,856,990	3,333	18,822,535	7,138,891	1,261,236
BOONE	58,467,529	10,690,863	704	3,561,116	1,127,793	252,348
BRADLEY	9,714,761	1,494,922	76	617,812	271,883	35,544
CALHOUN	2,731,116	290,636	10	168,180	94,688	6,959
CARROLL	174,737,908	35,361,035	2,633	11,178,411	3,270,881	745,077
CHICOT	11,446,768	2,319,454	129	698,424	235,722	47,536
CLARK	49,700,425	9,660,065	540	3,099,859	834,695	213,622
CLAY	13,814,666	2,119,989	123	839,656	342,268	56,011
CLEBURNE	141,651,032	23,612,933	1,360	8,580,525	4,023,913	578,338
CLEVELAND	3,455,272	432,746	26	204,499	92,995	10,065
COLUMBIA	25,411,334	4,514,621	286	1,554,426	503,712	104,592
CONWAY	23,295,740	4,140,830	256	1,430,683	532,094	102,708
CRAIGHEAD	87,480,141	17,000,880	1,032	5,388,210	1,435,928	372,414
CRAWFORD	41,634,034	6,864,155	397	2,585,852	720,871	175,952
CRITTENDEN	156,498,671	28,346,679	1,778	9,800,360	2,850,639	667,585
CROSS	13,634,132	2,436,317	143	835,049	259,060	58,804
DALLAS	11,895,495	1,686,229	98	747,428	285,068	49,750
DESHA	21,741,345	3,943,714	252	1,330,769	405,966	95,433
DREW	22,966,185	4,372,665	284	1,410,979	415,162	97,006
FAULKNER	82,144,009	15,307,529	936	5,031,742	1,378,042	347,876
FRANKLIN	14,375,447	2,647,511	152	887,796	314,004	59,511
FULTON	21,924,940	3,742,012	223	1,339,214	531,227	88,985
GARLAND	641,604,746	114,203,981	7,190	36,930,250	13,371,753	2,602,733
GRANT	5,171,716	647,310	47	319,394	104,897	21,294
GREENE	22,043,544	4,056,791	258	1,340,907	469,679	95,064
HEMPSTEAD	47,997,950	9,008,077	510	2,931,640	1,149,885	196,068
HOT SPRING	32,402,790	5,193,202	284	1,994,060	748,459	130,310
HOWARD	3,280,719	404,278	20	209,397	64,306	14,354
INDEPENDENCE	35,724,093	7,183,181	445	2,181,028	698,248	151,834
IZARD	22,088,835	3,482,362	195	1,340,235	556,002	84,010
JACKSON	14,001,002	2,393,835	142	865,325	254,187	58,999
JEFFERSON	112,814,237	21,266,781	1,299	6,268,243	2,289,228	443,397
JOHNSON	26,045,567	4,949,296	298	1,593,979	508,912	113,667
LAFAYETTE	26,476,128	3,454,406	211	1,609,837	741,571	100,226
LAWRENCE	14,179,384	2,103,471	131	878,650	318,018	59,593
LEE	3,599,681	515,181	34	219,019	100,891	11,402
LINCOLN	3,977,923	556,973	28	249,134	84,160	15,909

Table 2 – Impact of Travel on Arkansas Counties – 2013 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	21,026,945	3,015,377	181	1,270,732	649,463	83,283
LOGAN	10,999,826	1,837,709	106	696,810	319,457	41,639
LONOKE	32,810,155	5,618,689	301	2,017,095	567,828	131,520
MADISON	8,491,901	1,225,257	64	527,973	222,943	33,795
MARION	40,168,637	7,723,681	493	2,434,984	910,469	165,720
MILLER	73,712,193	13,182,001	655	3,463,781	1,098,666	302,746
MISSISSIPPI	97,447,995	20,681,169	1,203	5,986,862	1,944,903	430,490
MONROE	26,256,551	4,492,651	284	1,606,017	477,425	107,028
MONTGOMERY	26,234,263	4,211,783	238	1,582,450	818,401	95,932
NEVADA	21,331,155	3,825,366	156	925,738	312,723	58,395
NEWTON	12,652,581	2,351,963	144	769,833	295,519	51,068
OJACHITA	25,814,860	4,715,015	294	1,572,534	475,300	116,877
PERRY	16,245,703	2,321,413	113	971,723	537,498	58,928
PHILLIPS	29,644,848	4,905,649	287	1,826,263	642,635	121,324
PIKE	15,294,909	2,737,023	180	930,341	329,992	63,108
POINSETT	11,683,430	1,410,306	82	742,385	211,120	52,748
POLK	21,032,203	3,832,675	234	1,278,211	448,400	83,966
POPE	138,041,945	20,564,160	1,214	6,039,492	1,945,105	562,500
PRAIRIE	4,314,626	653,834	43	272,903	98,774	18,066
PULASKI	1,665,003,955	345,887,139	13,069	65,051,136	28,534,422	5,752,929
RANDOLPH	16,534,769	2,277,790	129	1,007,385	433,367	73,487
SALINE	52,043,397	9,721,374	602	3,166,175	947,449	217,563
SCOTT	5,930,226	1,029,323	62	362,423	144,983	21,851
SEARCY	9,183,866	1,409,678	80	568,027	215,043	45,810
SEBASTIAN	344,998,786	55,959,776	2,708	12,419,139	4,215,771	1,171,247
SEVIER	13,970,649	2,247,817	137	850,124	274,726	54,233
SHARP	38,102,000	5,901,897	346	2,302,951	995,788	148,727
ST. FRANCIS	36,902,310	6,483,889	380	2,295,701	738,226	155,913
STONE	64,950,260	12,521,559	709	3,849,427	1,380,285	270,756
UNION	104,979,200	11,894,425	836	5,219,444	1,616,123	392,353
VAN BUREN	57,128,026	9,282,768	550	3,614,593	1,651,201	217,364
WASHINGTON	314,082,460	75,960,396	3,952	17,412,349	5,080,351	1,330,637
WHITE	48,377,899	8,107,079	518	2,943,736	828,685	199,336
WOODRUFF	5,621,762	754,573	43	343,846	153,734	19,533
YELL	13,090,473	1,781,749	103	787,492	352,089	46,589
<b>TOTALS</b>	<b>5,960,436,807</b>	<b>1,125,201,196</b>	<b>59,004</b>	<b>311,230,222</b>	<b>113,185,286</b>	<b>23,291,512</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, 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
<b>STATE TOTALS</b>	<b>5,108,407,442</b>	<b>964,356,531</b>	<b>59,088</b>	<b>266,740,649</b>	<b>97,005,736</b>	<b>23,350,238</b>

\* 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 – 2013 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	285,739,351	58,856,990	3,333	18,822,535	7,138,891	1,261,236
CARROLL	174,737,908	35,361,035	2,633	11,178,411	3,270,881	745,077
MADISON	8,491,901	1,225,257	64	527,973	222,943	33,795
WASHINGTON	314,082,460	75,960,396	3,952	17,412,349	5,080,351	1,330,637
<b>TOTALS</b>	<b>783,051,620</b>	<b>171,403,678</b>	<b>9,982</b>	<b>47,941,267</b>	<b>15,713,066</b>	<b>3,370,746</b>
<b>OZARK MOUNTAIN REGION</b>						
BAXTER	190,963,757	35,016,419	2,031	11,464,222	3,520,659	814,950
BOONE	58,467,529	10,690,863	704	3,561,116	1,127,793	252,348
MARION	40,168,637	7,723,681	493	2,434,984	910,469	165,720
NEWTON	12,652,581	2,351,963	144	769,833	295,519	51,068
SEARCY	9,183,866	1,409,678	80	568,027	215,043	45,810
<b>TOTALS</b>	<b>311,436,370</b>	<b>57,192,604</b>	<b>3,452</b>	<b>18,798,181</b>	<b>6,069,484</b>	<b>1,329,897</b>
<b>OZARK GATEWAY</b>						
FULTON	21,924,940	3,742,012	223	1,339,214	531,227	88,985
INDEPENDENCE	35,724,093	7,183,181	445	2,181,028	698,248	151,834
IZARD	22,088,835	3,482,362	195	1,340,235	556,002	84,010
JACKSON	14,001,002	2,393,835	142	865,325	254,187	58,999
LAWRENCE	14,179,384	2,103,471	131	878,650	318,018	59,593
RANDOLPH	16,534,769	2,277,790	129	1,007,385	433,367	73,487
SHARP	38,102,000	5,901,897	346	2,302,951	995,788	148,727
STONE	64,950,260	12,521,559	709	3,849,427	1,380,285	270,756
<b>TOTALS</b>	<b>227,505,282</b>	<b>39,606,106</b>	<b>2,320</b>	<b>13,764,215</b>	<b>5,167,122</b>	<b>936,392</b>
<b>WESTERN ARKANSAS' MOUNTAIN FRONTIER</b>						
CRAWFORD	41,634,034	6,864,155	397	2,585,852	720,871	175,952
FRANKLIN	14,375,447	2,647,511	152	887,796	314,004	59,511
LOGAN (WEST)	5,499,913	918,855	53	348,405	159,728	20,819
POLK	21,032,203	3,832,675	234	1,278,211	448,400	83,966
SCOTT	5,930,226	1,029,323	62	362,423	144,983	21,851
SEBASTIAN	344,998,786	55,959,776	2,708	12,419,139	4,215,771	1,171,247
<b>TOTALS</b>	<b>433,470,609</b>	<b>71,252,295</b>	<b>3,605</b>	<b>17,881,825</b>	<b>6,003,757</b>	<b>1,533,347</b>
<b>ARKANSAS RIVER VALLEY TRI-PEAKS</b>						
CONWAY	23,295,740	4,140,830	256	1,430,683	532,094	102,708
JOHNSON	26,045,567	4,949,296	298	1,593,979	508,912	113,667
LOGAN (EAST)	5,499,913	918,855	53	348,405	159,728	20,819
PERRY	16,245,703	2,321,413	113	971,723	537,498	58,928
POPE	138,041,945	20,564,160	1,214	6,039,492	1,945,105	562,500
YELL	13,090,473	1,781,749	103	787,492	352,089	46,589
<b>TOTALS</b>	<b>222,219,341</b>	<b>34,676,303</b>	<b>2,037</b>	<b>11,171,775</b>	<b>4,035,426</b>	<b>905,211</b>
<b>GREERS FERRY LAKE/LITTLE RED RIVER</b>						
CLEBURNE	141,651,032	23,612,933	1,360	8,580,525	4,023,913	578,338
VAN BUREN	57,128,026	9,282,768	550	3,614,593	1,651,201	217,364
WHITE	48,377,899	8,107,079	518	2,943,736	828,685	199,336
WOODRUFF	5,621,762	754,573	43	343,846	153,734	19,533
<b>TOTALS</b>	<b>252,778,718</b>	<b>41,757,353</b>	<b>2,471</b>	<b>15,482,700</b>	<b>6,657,534</b>	<b>1,014,573</b>

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2013 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	82,144,009	15,307,529	936	5,031,742	1,378,042	347,876
LONOKE	32,810,155	5,618,689	301	2,017,095	567,828	131,520
PRAIRIE	4,314,626	653,834	43	272,903	98,774	18,066
PULASKI	1,665,003,955	345,887,139	13,069	65,051,136	28,534,422	5,752,929
SALINE	52,043,397	9,721,374	602	3,166,175	947,449	217,563
<b>TOTALS</b>	<b>1,836,316,142</b>	<b>377,188,565</b>	<b>14,951</b>	<b>75,539,050</b>	<b>31,526,516</b>	<b>6,467,953</b>
<b>DIAMOND LAKES</b>						
CLARK	49,700,425	9,660,065	540	3,099,859	834,695	213,622
GARLAND	641,604,746	114,203,981	7,190	36,930,250	13,371,753	2,602,733
HOT SPRING	32,402,790	5,193,202	284	1,994,060	748,459	130,310
MONTGOMERY	26,234,263	4,211,783	238	1,582,450	818,401	95,932
PIKE	15,294,909	2,737,023	180	930,341	329,992	63,108
<b>TOTALS</b>	<b>765,237,134</b>	<b>136,006,054</b>	<b>8,432</b>	<b>44,536,961</b>	<b>16,103,299</b>	<b>3,105,705</b>
<b>ARKANSAS' LAND OF LEGENDS</b>						
CLEVELAND	3,455,272	432,746	26	204,499	92,995	10,065
GRANT	5,171,716	647,310	47	319,394	104,897	21,294
JEFFERSON	112,814,237	21,266,781	1,299	6,268,243	2,289,228	443,397
LINCOLN	3,977,923	556,973	28	249,134	84,160	15,909
<b>TOTALS</b>	<b>125,419,148</b>	<b>22,903,809</b>	<b>1,400</b>	<b>7,041,269</b>	<b>2,571,279</b>	<b>490,665</b>
<b>ARKANSAS'S GREAT SOUTHWEST</b>						
HEMPSTEAD	47,997,950	9,008,077	510	2,931,640	1,149,885	196,068
HOWARD	3,280,719	404,278	20	209,397	64,306	14,354
LAFAYETTE	26,476,128	3,454,406	211	1,609,837	741,571	100,226
LITTLE RIVER	21,026,945	3,015,377	181	1,270,732	649,463	83,283
MILLER	73,712,193	13,182,001	655	3,463,781	1,098,666	302,746
NEVADA	21,331,155	3,825,366	156	925,738	312,723	58,395
SEVIER	13,970,649	2,247,817	137	850,124	274,726	54,233
<b>TOTALS</b>	<b>207,795,740</b>	<b>35,137,321</b>	<b>1,870</b>	<b>11,261,247</b>	<b>4,291,339</b>	<b>809,303</b>
<b>ARKANSAS' SOUTH</b>						
ASHLEY	27,893,432	5,315,520	314	1,685,230	580,523	119,319
BRADLEY	9,714,761	1,494,922	76	617,812	271,883	35,544
CALHOUN	2,731,116	290,636	10	168,180	94,688	6,959
COLUMBIA	25,411,334	4,514,621	286	1,554,426	503,712	104,592
DALLAS	11,895,495	1,686,229	98	747,428	285,068	49,750
OUACHITA	25,814,860	4,715,015	294	1,572,534	475,300	116,877
UNION	104,979,200	11,894,425	836	5,219,444	1,616,123	392,353
<b>TOTALS</b>	<b>208,440,199</b>	<b>29,911,369</b>	<b>1,916</b>	<b>11,565,054</b>	<b>3,827,296</b>	<b>825,394</b>

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2013 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	31,606,239	5,080,404	298	1,926,080	689,546	133,567
CHICOT	11,446,768	2,319,454	129	698,424	235,722	47,536
CLAY	13,814,666	2,119,989	123	839,656	342,268	56,011
CRAIGHEAD	87,480,141	17,000,880	1,032	5,388,210	1,435,928	372,414
CRITTENDEN	156,498,671	28,346,679	1,778	9,800,360	2,850,639	667,585
CROSS	13,634,132	2,436,317	143	835,049	259,060	58,804
DESHA	21,741,345	3,943,714	252	1,330,769	405,966	95,433
DREW	22,966,185	4,372,665	284	1,410,979	415,162	97,006
GREENE	22,043,544	4,056,791	258	1,340,907	469,679	95,064
LEE	3,599,681	515,181	34	219,019	100,891	11,402
MISSISSIPPI	97,447,995	20,681,169	1,203	5,986,862	1,944,903	430,490
MONROE	26,256,551	4,492,651	284	1,606,017	477,425	107,028
PHILLIPS	29,644,848	4,905,649	287	1,826,263	642,635	121,324
POINSETT	11,683,430	1,410,306	82	742,385	211,120	52,748
ST. FRANCIS	36,902,310	6,483,889	380	2,295,701	738,226	155,913
<b>TOTALS</b>	<b>586,766,506</b>	<b>108,165,739</b>	<b>6,567</b>	<b>36,246,680</b>	<b>11,219,168</b>	<b>2,502,325</b>
<b>STATE TOTALS</b>	<b>5,960,436,807</b>	<b>1,125,201,196</b>	<b>59,004</b>	<b>311,230,222</b>	<b>113,185,286</b>	<b>23,291,512</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 2013 SPRING ADVERTISING CAMPAIGN

During the first seven and a half months of 2013, the Tourism Division received 86,563 requests for travel information which were associated with the Tourism Division's Spring 2013 Advertising Campaign. The conversion study survey collected a sample of 5,500 people who made travel information requests during this period. Their responses were recorded to determine how many who requested information actually visited Arkansas. The following are important statistics from the summary:

- The overall conversion rate decreased to 47.4% from 56.2% in 2012.
- Average length of total trips increased to 3.2 days in Arkansas from 3.1 in 2012. Total travel dollars spent increased to \$674.50, while average dollars spent in Arkansas was \$440.49.
- Average family income increased 4.2% to \$52,199.50 compared to \$50,099.50 last year.
- Those who plan to visit Arkansas within the next 12 months decreased to 63.5% in 2013, compared to 73.0% in 2012.
- The average length of time to receive an Arkansas Vacation Planning Kit was 16.1 days, compared to 14.7 days in 2012.
- Those who visited the Arkansas website were 34.2%, a slight decrease from 34.4% in 2012.
- Interest in using the information received for reading about lodging and attractions in 2013 is 65.8%, a decrease from 66.3% in 2012.
- For those unable to travel Arkansas, "financial" was the reason cited most often. Those who listed financial considerations decreased to 30.9% in 2013, compared to 31.8% in 2012.

Table 5 summarizes responses for each question in both the 2012 and 2013 surveys. To keep costs down, only a limited number of media are surveyed each year. The 2013 Spring Conversion Study included 11 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 spring of 2013, the Tourism Division selected the following seven magazines to be studied: *AARP*, *Endless Vacation*, *Family Fun*, *Guideposts*, *Midwest Living*, *Outside* and *Southern Living*. One newspaper project *Preprint* inserts was selected to be studied. *Television*, *Engage TV* and *Travel Information.com* were 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 2012 and 2013 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. 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

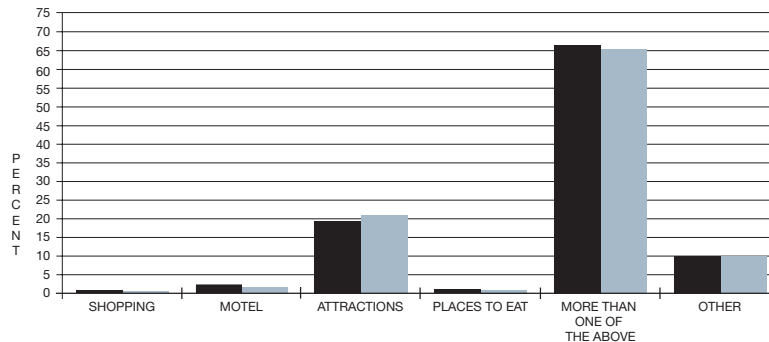


FIGURE 5  
REASONS FOR NOT TRAVELING ARKANSAS

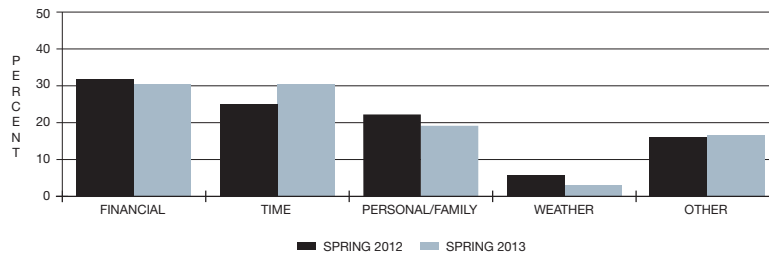


Table 5 – Spring Conversion Study Summary, 2013 and 2012

QUESTION	2013	2012
1. Visited Arkansas	47.4%	56.2%
2. Average travel party size	2.2	2.2
3a. Average nights away from home	4.9	4.1
3b. Average nights spent in Arkansas	3.2	3.1
4. Average trip expenditures		
Total	\$674.50	\$567.00
Arkansas	\$440.49	\$428.71
5. Information used in planning for:		
Motel	1.9%	2.4%
Attractions	21.1%	19.4%
Places to eat	0.6%	0.9%
Shopping	0.3%	0.6%
More than one of the above	65.8%	66.3%
Other	10.3%	10.3%
6. Needed additional information	14.4%	13.0%
7. Average time from initial request to receipt (days)	16.1	14.7
8. Average trip planning time before trip (weeks)	5.5	5.1
9. Requested information from other states	59.4%	64.1%
10. Visited other states	64.5%	66.7%
11. For those unable to travel in Arkansas, reasons cited:		
Financial	30.9%	31.8%
Time	30.4%	24.7%
Personal/family	19.5%	21.9%
Weather	2.5%	5.3%
Other	16.7%	16.3%
12. Plan to visit Arkansas within the next 12 months	63.5%	73.0%
13. Visited the Arkansas website	34.2%	34.4%
14. Average family income	\$52,199.50	\$50,099.50

Source: 2013 and 2012 Conversion Studies. Arkansas Department of Parks and Tourism.

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed

	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	FALL 2010	SPRING 2011	FALL 2011	SPRING 2012	FALL 2012	SPRING 2013
<b>MAGAZINES</b>																			
AAA Living			46.6																
AAA Tour Book			63.5																
AARP Magazine	48.6		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				
American Heritage			36.1																
American Legacy					24.7														
Arthur Frommer's Budget Travel	39.6		38.7		41.7		36.4		39.7										
Audubon	26.5		27.9																
Better Homes & Gardens																			
Coastal Living			38.5	39.7															
Conde' Nast Traveler			38.5	39.7															
Cooking Light													32.6						
Cooking with Paula Deen													47.0						
Endless Vacation	53.1		53.6		36.6	48.2					39.9	26.2							34.0
Family Circle			41.5		40.9						41.7	57.1	53.3	50.8					
Family Fun	32.5				43.0						37.3								31.5
Friendly Exchange			44.5																
Good Housekeeping			47.3		37.3	43.8					45.1								
Gourmet		25.0	20.4																
Guideposts																			
Home and Away	44.6				52.1														
Midwest Living		38.0	46.1		43.9	41.7	39.0	29.8	45.0	50.6	52.1	61.4	42.6	38.8					
Midwest Traveler	49.2				51.9														
National Geographic Adventure		24.7	29.4		33.9		28.7	29.8											
National Geographic Traveler		24.2	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												
Outside	40.8				26.2														
People			30.8																
Smithsonian			25.9		32.5	33.3	30.4	30.8	25.0	53.3									
Southern Living				50.0	47.5	46.1	53.4	69.0	54.4	52.5									
Southern Traveler					64.2	63.0													
Texas Monthly					61.2														
travelinformation.com*			46.5		50.6	51.8	63.9												
USA Weekend			41.2		46.7														
Vacations		29.8	50.0																
Woman's Day	45.7																		47.8

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

	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	FALL 2010	SPRING 2011	FALL 2011	SPRING 2012	FALL 2012	SPRING 2013
<b>NEWSPAPERS</b>																			
American Profile			27.8																
Preprint	76.7		67.6	63.8	66.9	68.2	75.6	74.2	73.9	76.4	87.4	80.9	70.9						
Midwest Vacation Guide	40.2		61.3	54.0															
<b>TELEVISION</b>																			
Television-General	73.9		73.0	65.4	63.3	79.2	81.6	70.6											
Pay-Per-Inquiry	45.6		52.0	48.6	54.8	53.8	60.6	55.7											
Engage TV																			
<b>OTHER</b>																			
coolsavings.com	48.1		52.6																
Innovation Ads			36.4																
Relationserve Internet																			

• Insufficient Response  
 \* Formerly Rand McNally



Table 7 – 2013 Spring Conversion Study by Media

	GRAND TOTAL	SUBTOTAL MAGAZINE	AARP	ENDLESS VACATION	ENGAGE TV	FAMILY FUN	GUIDEPOSTS
Visited Arkansas	47.4%	36.9%	27.7%	34.0%	•	31.5%	27.7%
Average travel party size	2.2	2.1	2.1	2.2		2.2	2.0
Average nights away from home:							
Total	4.9	6.3	6.0	7.0		6.0	8.0
Arkansas	3.2	3.4	3.6	4.6		3.3	4.1
Average trip expenditures	\$674.50	\$952.00	\$1,049.50	\$1,124.50		\$914.50	\$914.50
Information requested was used in planning for:							
Motel	1.9%	1.5%	0.0%	1.5%		2.5%	1.0%
Attractions	21.1%	21.3%	15.7%	21.1%		23.3%	19.4%
Eat	0.6%	0.5%	0.0%	0.0%		0.8%	0.0%
Shop	0.3%	0.3%	0.0%	0.0%		0.8%	0.0%
More than one of the above	65.8%	65.9%	71.1%	66.9%		62.5%	64.3%
Other	10.3%	10.5%	13.3%	10.5%		10.0%	15.3%
Needed additional information	14.4%	14.8%	16.3%	14.9%		16.5%	12.5%
Average time from initial request to receipt (days)	16.1	16.1	17.5	16.8		16.1	15.4
Average planning time (weeks) before a trip	5.5	7.4	7.7	11.7		7.3	5.1
Requested information from other states	59.4%	69.5%	67.4%	73.8%		66.9%	58.0%
Visited other states	64.5%	66.5%	62.5%	77.3%		59.1%	55.4%
For those unable to travel in Arkansas, reasons cited:							
Financial	30.9%	29.0%	27.9%	16.2%		43.0%	42.5%
Time	30.4%	31.4%	28.6%	47.5%		32.0%	23.0%
Personal/family	19.5%	19.6%	21.1%	14.1%		18.0%	20.7%
Weather	2.5%	2.5%	1.4%	0.0%		2.0%	2.3%
Other	16.7%	17.4%	21.1%	22.2%		5.0%	11.5%
Plan to visit Arkansas within the next 12 months	63.5%	57.1%	53.3%	47.5%		68.5%	46.4%
Visited the Arkansas website	34.2%	31.0%	15.8%	30.5%		33.1%	23.2%
Average income	\$52,199.50	\$54,149.50	\$46,349.50	\$69,599.50		\$45,899.50	\$39,599.50

Table 7 – 2013 Spring Conversion Study by Media (continued)

	MIDWEST LIVING	OUTSIDE	SOUTHERN LIVING	TRAVEL INFORMATION	PREPRINT	TELEVISION
Visited Arkansas	38.8%	•	52.5%	•	70.9%	70.6%
Average travel party size	2.1		2.1		2.2	2.3
Average nights away from home:						
Total	5.2		5.6		3.5	3.2
Arkansas	2.6		3.3		3.0	2.5
Average trip expenditures	\$899.50		\$719.50		\$499.50	\$452.00
Information requested was used in planning for:						
Motel	3.4%		0.8%		2.5%	2.6%
Attractions	25.4%		18.8%		21.3%	19.4%
Eat	0.0%		1.5%		0.4%	0.6%
Shop	0.0%		1.5%		0.0%	0.0%
More than one of the above	61.9%		71.4%		68.6%	67.1%
Other	9.3%		6.0%		7.1%	10.3%
Needed additional information	13.2%		14.9%		13.5%	15.6%
Average time from initial request to receipt (days)	16.1		15.4		18.2	13.3
Average planning time (weeks) before a trip	7.3		5.0		4.6	3.3
Requested information from other states	69.8%		75.9%		41.0%	35.0%
Visited other states	68.2%		68.1%		64.1%	51.9%
For those unable to travel in Arkansas, reasons cited:						
Financial	17.0%		22.5%		34.7%	40.2%
Time	34.1%		25.0%		28.9%	23.0%
Personal/family	25.0%		28.8%		19.8%	20.7%
Weather	5.7%		6.3%		3.3%	2.3%
Other	18.2%		17.5%		13.2%	13.8%
Plan to visit Arkansas within the next 12 months	63.6%		70.9%		76.5%	77.5%
Visited the Arkansas website	30.2%		36.2%		40.6%	30.0%
Average income	\$56,999.50		\$63,599.50		\$49,949.50	\$38,099.50

• Insufficient Response

Table 8 – Ratio of Travel Expenditures Generated to the Cost of 2013 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	3,258	\$ 93,107.00	27.7	902	\$629.70	\$ 568,282.84	6.1
Endless Vacation	687	\$ 34,145.00	34.0	234	\$738.96	\$ 172,605.61	5.1
Engage TV	12,391	\$ 50,000.00	51.3	6,357	\$512.40	\$ 3,257,113.13	65.1
Family Fun	731	\$ 37,428.00	31.5	230	\$502.98	\$ 115,817.54	3.1
Guideposts	843	\$ 36,990.00	27.7	234	\$468.68	\$ 109,442.23	3.0
Midwest Living	1,909	\$ 120,344.00	38.8	741	\$449.75	\$ 333,126.23	2.8
Outside	1,035	\$ 38,386.00	22.6	234	\$374.75	\$ 87,657.77	2.3
Southern Living	2,301	\$ 122,202.00	52.5	1,208	\$423.99	\$ 512,191.81	4.2
Travel Information.com	3,052	\$ 2,441.60	58.5	1,785	\$523.11	\$ 933,973.04	382.5
<b>SUBTOTALS MAGAZINE</b>	<b>26,207</b>	<b>\$ 535,043.60</b>	<b>36.9</b>	<b>9,670</b>	<b>\$513.78</b>	<b>\$ 4,968,427.89</b>	<b>9.3</b>
Preprint	1,301	\$ 273,979.00	70.9	922	\$428.14	\$ 394,922.82	1.4
Television	703	\$2,076,602.00	70.6	496	\$353.13	\$ 175,262.29	0.1
<b>TOTALS ALL MEDIA SURVEYED</b>	<b>28,211</b>	<b>\$2,885,624.60</b>	<b>47.4</b>	<b>13,372</b>	<b>\$440.49</b>	<b>\$ 5,890,235.72</b>	<b>2.0</b>
<b>TOTALS ALL MEDIA</b>	<b>86,563</b>	<b>\$3,724,245.00</b>	<b>47.4</b>	<b>41,031</b>	<b>\$440.49</b>	<b>\$18,073,676.03</b>	<b>4.9</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 3,941,505 visits during the January through August 15, 2013, Spring/Summer advertising campaign. An Internet Conversion Study was conducted in October 2013. The entire available population was included in this study. The survey instrument, along with a letter from the Tourism Director, was emailed to 42,075 households during October 2013. Results are summarized below.

- Over three-fourths (77.7%) located the Arkansas Department of Parks and Tourism website via either a search engine (52.77%) or website link (24.93%).
- Thirty-nine percent printed one or more pages from the website, down slightly from 41.4% in Spring 2012.
- Sixty-nine percent of respondents reported visiting Arkansas during the last 12 months.
- The average duration of the trip was 4.8 nights. Most (3.7 nights) of the trip was spent in Arkansas. In 2012, trip duration was 4.9 nights, and those spent in Arkansas was 3.8.
- The median expenditure per trip was \$621.72, down 3.2% from \$642.27 in 2012, with \$483.85 of the total spent in Arkansas, down 2.5% from \$496.36 in 2012.
- Those requesting that additional information be sent to them received it in 12 days, well within the average trip planning time of 9.6 weeks.
- Over three-fourths (78.14%) reported visiting the websites of other states.
- Eighty-two percent said they plan to visit Arkansas within the next 12 months.
- The median reported family income was \$57,773, down 3.8% from \$60,078 in Spring 2012.

## 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 2013 was 9,143. *Table 10* contains a comparison of the 2013 and 2012 *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, Louisiana, Illinois and Oklahoma. These five states account for 52.7% of the total.
- The median age of those stopping for assistance at Arkansas Welcome Centers during 2013 was 57.5 years.
- Travel parties stopping for assistance consisted of 73% 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 (38%), sightseeing (26%), recreation (14%), entertainment (8%), business (6%), family affairs (5%) and other (2%).
- Those surveyed indicated their trip lasted 6.2 nights, with 3.2 (51.6%) of those nights spent in Arkansas.
- The majority (84%) considered the trip to be a vacation.
- The top five Arkansas counties listed as a final destination are Garland, Pulaski, Carroll, Benton and Stone.

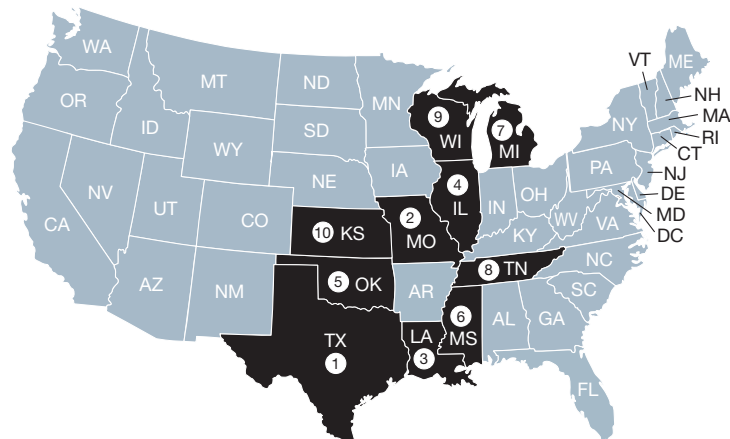


FIGURE 6  
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN  
2013

Table 9 – 2013 Spring Internet Conversion Study

QUESTION	2013 VACATION KIT ONLY	2013 SPECIALTY BROCHURES	2013 ALL RESPONSES	2012 STUDY			
<b>1. Learned of the website from:</b>							
Banner ad	0.5%	1.1%	0.8%	0.7%			
Direct e-mail	3.9%	5.8%	4.3%	4.2%			
Website link	24.4%	22.8%	24.9%	30.4%			
Search engine	54.9%	51.6%	52.8%	52.8%			
Social media	3.0%	1.9%	3.0%	–			
Television	6.6%	5.3%	6.4%	4.7%			
Newspaper	1.9%	2.0%	1.7%	1.6%			
Radio	0.5%	0.9%	0.7%	0.7%			
Magazine	4.4%	8.6%	5.4%	4.9%			
<b>Top 3 magazines mentioned:</b>							
AARP Magazine	23.4%	15.4%	17.3%	22.4%			
Southern Living	12.8%	13.8%	13.3%	12.3%			
Midwest Living	7.4%	6.2%	7.1%	6.8%			
	2013 VACATION KIT ONLY	2013 SPECIALTY BROCHURES	2013 NEWSLETTER	2013 BANNER ADS	2013 KEYWORD	2013 ALL RESPONSES	2012 STUDY
<b>2. Printed pages from Arkansas website</b>	36.6%	39.3%	42.7%	•	39.1%	39.0%	41.4%
<b>3 Visited Arkansas</b>	67.1%	67.2%	75.1%		68.1%	69.3%	70.7%
<b>4. Travel party composition:</b>							
Under 18	21.3%	22.2%	23.9%		24.9%	21.2%	20.8%
18-24	5.6%	5.0%	6.3%		5.6%	5.6%	5.6%
25-34	9.7%	10.9%	11.0%		12.2%	9.7%	9.6%
35-44	12.4%	12.4%	13.2%		13.9%	11.7%	12.0%
45-54	16.7%	16.3%	19.3%		18.2%	17.1%	17.4%
55-64	18.9%	20.9%	23.0%		23.5%	20.3%	21.1%
65 and over	15.4%	12.2%	16.3%		13.7%	14.4%	13.5%
<b>5a. Average nights away from home</b>	4.8	4.8	4.7		4.8	4.8	4.9
<b>5b. Average nights in Arkansas</b>	3.7	3.7	3.7		3.7	3.7	3.8
<b>6. Activities participated in:</b>							
Sightseeing	18.7%	17.0%	16.7%		18.4%	17.9%	17.9%
Shopping	10.7%	10.7%	10.9%		11.4%	11.0%	10.8%
Attractions	11.9%	10.7%	11.0%		11.9%	11.5%	11.1%
Historic sites	12.2%	10.2%	11.1%		11.8%	11.5%	11.7%
Museums	7.0%	5.7%	6.0%		5.9%	6.3%	6.5%
Live performance	2.6%	2.5%	2.6%		2.8%	2.6%	2.8%
Arts/crafts show	2.8%	2.8%	2.9%		3.4%	3.0%	3.1%
Camping	6.1%	6.7%	7.3%		5.7%	6.4%	6.0%
Hiking	7.2%	6.4%	6.8%		6.3%	6.8%	6.7%
Fishing/hunting	4.3%	8.8%	6.2%		4.3%	5.4%	5.6%
Antiques	3.6%	3.3%	3.3%		3.9%	3.5%	3.6%
Golf	0.6%	1.0%	0.8%		0.7%	0.7%	0.8%
Water sports	2.9%	3.6%	3.8%		2.7%	3.2%	3.2%
Festivals	2.7%	3.4%	3.6%		3.0%	3.1%	2.7%
Birding	1.3%	1.9%	1.3%		1.4%	1.4%	1.8%
Sporting events	0.7%	0.9%	0.8%		0.7%	0.7%	0.9%
Racing	0.5%	0.4%	0.5%		0.4%	0.5%	0.4%
Other	4.1%	3.9%	4.4%		5.1%	4.4%	4.5%

Table 9 – 2013 Spring Internet Conversion Study (continued)

	2013 VACATION KIT ONLY	2013 SPECIALTY BROCHURES	2013 NEWSLETTER	2013 BANNER ADS	2013 KEYWORD	2013 ALL RESPONSES	2012 STUDY
<b>7. Average trip expenditures:</b>							
Total	\$630.58	\$582.05	\$579.69	•	\$679.42	\$621.72	\$642.27
Arkansas	\$482.44	\$449.60	\$452.23		\$528.75	\$483.85	\$496.36
<b>8. Primary purpose of trip:</b>							
Visiting friends or relatives	13.3%	17.2%	13.6%		13.6%	14.0%	14.5%
Vacation	75.9%	63.5%	71.9%		73.6%	72.6%	72.5%
Business	1.6%	3.6%	2.0%		1.6%	1.9%	1.9%
Student	0.6%	1.0%	0.8%		0.6%	0.7%	0.5%
Other	8.7%	14.8%	11.7%		10.7%	10.8%	10.7%
<b>9. Information used in planning for:</b>							
Making hotel/motel reservation	15.9%	11.5%	13.1%		16.1%	14.6%	15.0%
Locating Arkansas attractions	39.8%	39.2%	38.4%		37.5%	38.8%	39.4%
Selecting places to eat	15.3%	15.3%	16.1%		15.7%	15.6%	14.7%
Finding places to shop	9.7%	11.6%	10.8%		10.9%	10.5%	10.1%
All of the above	12.8%	13.9%	14.1%		13.5%	13.5%	13.2%
Other	6.6%	8.4%	7.5%		6.3%	7.0%	7.7%
<b>10. Average time for additional information to arrive (days)</b>							
	12.2	12.11	12.5		11.8	12.2	11.8
<b>11. Average trip planning time before trip (weeks)</b>							
	9.9	7.4	7.3		9.8	9.6	9.5
<b>12. Visited other state websites</b>							
	80.3%	75.6%	75.9%		78.2%	78.1%	80.2%
<b>Top 10 state websites visited:</b>							
	MO 6.0%	MO 6.9%	MS 6.5%		MO 6.6%	MO 6.4%	MO 6.5%
	TN 5.9%	TX 5.9%	TX 5.8%		TX 5.9%	TX 5.9%	TX 6.0%
	TX 5.8%	TN 5.2%	TN 5.5%		TN 5.5%	TN 5.6%	TN 5.7%
	CO 4.5%	FL 4.7%	CO 4.9%		CO 4.7%	CO 4.6%	CO 4.9%
	FL 4.4%	CO 4.3%	FL 4.7%		FL 4.6%	FL 4.6%	FL 4.6%
	OK 4.2%	LA 4.1%	LA 4.4%		OK 3.9%	LA 4.1%	OK 4.2%
	LA 4.0%	OK 3.9%	OK 4.0%		LA 3.8%	OK 4.1%	LA 3.8%
	AL 3.5%	MS 3.4%	MS 3.3%		AL 2.9%	MS 3.2%	MS 3.1%
	MS 3.2%	AZ 3.1%	AL 3.0%		MS 2.9%	AL 3.1%	KY 3.0%
	GA 3.1%	KY 3.0%	GA 2.9%		AZ 2.8%	GA 2.9%	AL 2.9%

Table 9 – 2013 Spring Internet Conversion Study (continued)

	2013 VACATION KIT ONLY	2013 SPECIALTY BROCHURES	2013 NEWSLETTER	2013 BANNER ADS	2013 KEYWORD	2013 ALL RESPONSES	2012 STUDY
13. Requested information from other states	61.7%	53.5%	56.0%	•	58.7%	58.5%	60.6%
Top 10 states from which information was requested:							
	MO 5.9%	MO 7.2%	MO 6.1%		MO 6.8%	MO 6.3%	MO 6.4%
	TN 5.6%	TX 6.3%	TX 5.6%		TX 6.5%	TX 5.9%	TX 6.0%
	TX 5.5%	TN 5.2%	TN 5.6%		TN 5.8%	TN 5.6%	TN 5.5%
	CO 4.6%	FL 4.7%	CO 5.2%		CO 4.5%	CO 4.7%	CO 4.7%
	OK 4.4%	LA 4.3%	FL 4.7%		OK 4.5%	OK 4.2%	OK 4.2%
	FL 4.0%	OK 4.2%	AL 3.7%		FL 3.8%	FL 4.2%	FL 4.2%
	LA 4.0%	CO 4.0%	OK 3.6%		LA 3.4%	LA 3.8%	LA 3.6%
	AL 3.7%	MS 3.3%	LA 3.6%		AL 3.1%	AL 3.4%	AL 3.2%
	MS 3.2%	AK 3.0%	KY 3.1%		GA 3.0%	MS 3.1%	MS 3.0%
	GA 3.0%	KY 2.6%	MS 3.0%		KY 2.9%	KY 2.9%	KY 3.0%
14. Visited other states	72.3%	67.9%	70.7%		72.4%	71.3%	73.3%
Top 10 states visited:							
	MS 8.1%	MO 8.8%	MO 9.3%		MO 9.2%	MO 8.7%	MO 8.0%
	TX 6.0%	TX 6.7%	TX 6.8%		TN 6.1%	TX 6.3%	TX 6.0%
	TN 5.8%	TN 6.4%	TN 6.2%		TX 6.0%	TN 6.0%	TN 5.9%
	OK 5.1%	FL 5.3%	OK 5.6%		OK 5.0%	OK 5.1%	OK 4.8%
	FL 4.8%	OK 4.6%	LA 5.2%		FL 4.2%	FL 4.6%	FL 4.6%
	MS 4.0%	LA 4.2%	MS 4.5%		MS 3.9%	LA 4.2%	LA 4.1%
	LA 3.9%	MS 4.1%	FL 4.5%		LA 3.9%	MS 4.1%	MS 4.1%
	AL 3.4%	AL 4.0%	AL 3.8%		GA 3.4%	AL 3.5%	AL 3.4%
	GA 3.4%	IL 3.6%	CO 3.4%		IL 3.3%	GA 3.3%	IL 3.3%
	IL 3.3%	GA 3.1%	GA 3.0%		AL 3.1%	IL 3.2%	CO 3.2%
15. For those unable to travel in Arkansas, reasons cited:							
Financial	24.8%	28.0%	33.0%		22.5%	26.7%	23.3%
Time	31.7%	33.9%	33.9%		33.2%	32.8%	35.7%
Personal/family	17.0%	17.3%	13.6%		20.5%	17.1%	14.9%
Weather	3.8%	2.8%	2.7%		3.9%	3.4%	4.4%
Other	22.7%	18.0%	16.9%		20.0%	20.0%	21.7%
16. Plan to visit Arkansas within the next 12 months	78.2%	86.9%	87.7%		80.2%	82.2%	81.3%
17. Average family income	\$57,825.43	\$57,403.77	\$57,326.60		\$58,358.79	\$57,773.32	\$60,078.25

• Insufficient Response

Table 10 – Comparison of the 2013 and 2012 Welcome Center Surveys

**TOP 15 STATES OF ORIGIN, 2013 AND 2012**

STATE OF ORIGIN	2013 RANK	2013 PERCENT OF TOTAL	2012 RANK	2012 PERCENT OF TOTAL
Texas	1	19.6%	1	17.6%
Missouri	2	11.0%	2	12.0%
Louisiana	3	8.1%	6	6.1%
Illinois	4	7.5%	5	6.4%
Oklahoma	5	6.5%	4	6.8%
Mississippi	6	4.4%	7	4.9%
Michigan	7	3.8%	9	3.1%
Tennessee	8	3.0%	8	4.1%
Wisconsin	9	2.9%	13	1.9%
Kansas	10	2.6%	15	1.8%
Florida	11	2.5%	10	2.7%
Indiana	12	2.5%	11	2.6%
Arkansas	13	2.2%	3	8.7%
Iowa	14	2.2%		
Minnesota	15	1.9%		
Other		19.2%		

**AVERAGE AGE**

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

2013 – 57.5

2012 – 53.3

**DESCRIPTION OF TRAVEL PARTY**

	2013	2012
Family	73%	72%
Individual	27%	28%
Business	*	1%
Motor home	*	*
Other	*	*

**FIRST TRIP TO ARKANSAS**

2013 – 11.0%

2012 – 8.5%

**METHOD OF CONTACTING DEPARTMENT PRIOR TO TRIP**

	2013	2012
Did not contact	85%	90%
Internet	14%	9%
Phone	1%	1%
Mail		*

**PURPOSE OF TRIP**

	2013	2012
Visit friends	38%	40%
Sightseeing	26%	19%
Recreation	14%	11%
Entertainment	8%	9%
Business	6%	11%
Family affairs	5%	7%
Other	2%	3%

**NIGHTS AWAY FROM HOME**

	2013	2012
1	6%	6%
2	12%	11%
3	12%	11%
4	10%	10%
5	9%	9%
6	9%	8%
7	8%	10%
8+	35%	36%
Median Nights:	6.2	6.5



Table 10 – Comparison of the 2013 and 2012 Welcome Center Surveys (continued)

**NIGHTS SPENT IN ARKANSAS**

	2013	2012
1	28%	30%
2	19%	20%
3	16%	15%
4	12%	11%
5	5%	6%
6	8%	7%
7	3%	4%
8+	8%	8%
Median Nights:	3.2	3.0

**VACATIONERS**

2013 – 84%
2012 – 72%

**TOP 10 ARKANSAS COUNTIES AS FINAL DESTINATION**

	2013	2012
Garland	1	2
Pulaski	2	1
Carroll	3	4
Benton	4	5
Stone	5	8
Washington	6	6
Baxter	7	7
Pike	8	10
Cleburne	9	9
Boone	10	

**AVERAGE TRIP DISTANCE**

2013 – 590 miles
2012 – 630 miles

**ACTIVITIES PARTICIPATED IN**

	2013	2012
Sightseeing	89%	85%
Shopping	58%	56%
Attractions	57%	48%
Historic sites	33%	26%
Museums	26%	19%
Live performance	14%	11%
Water sports	14%	5%
Arts/crafts show	12%	8%
Camping	12%	8%
Hiking	10%	10%
Fishing/hunting	5%	8%
Racing	7%	1%
Birding	6%	4%
Antiques	2%	4%
Festivals	1%	4%
Golf	3%	3%
Sporting events	3%	3%
Other	19%	17%

**AVERAGE EXPENDITURE PER TRIP**

2013 – \$847
2012 – \$783

**WHAT MOST INFLUENCED TRIP**

	2013	2012
Shortest route	27%	39%
Previous visit	48%	36%
Friend/relative	14%	11%
Business	4%	8%
Advertisement	7%	6%

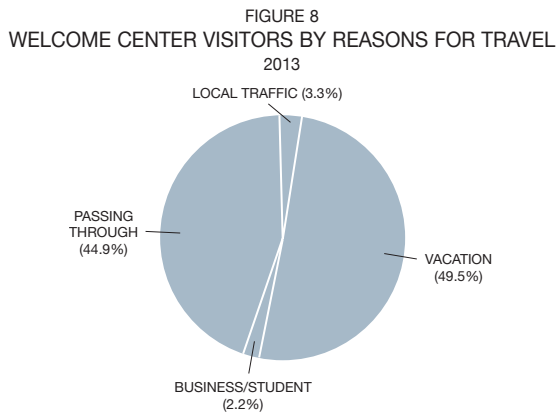
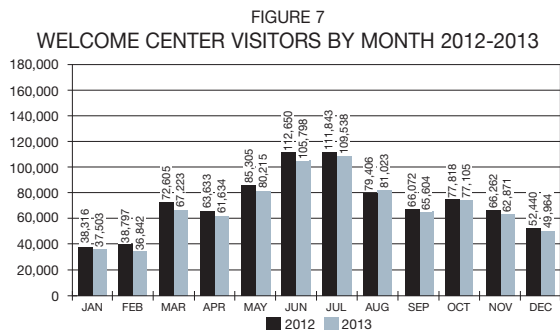
\* Denotes less than 1 percent.

Note: Details may not add due to rounding.

Source: 2013 and 2012 Arkansas State Welcome Center Surveys.

# WELCOME CENTER REGISTRATION SUMMARY

During 2013, a talented staff of about 45 travel consultants assisted 835,320 visitors at the 13 Arkansas State Welcome Centers. In addition to travel counseling, the Welcome Centers collect a wealth of marketing and research data. *Figure 7* compares 2013 and 2012 visitor totals by month. Of those who stopped for assistance, 49.5% were on vacation, while 44.9% 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 Arkansas Delta Byways.



United States visitors to Arkansas State Welcome Centers decreased 3.4% in 2013, while foreign visitation decreased 4.9% from 2012 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.

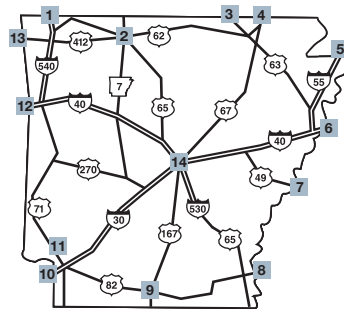
The 13 centers are located near state borders along highway entry points. The Helena/West Helena and Red River locations are staffed by only two people and are open 8 a.m.-4 p.m. during the fall and winter, and 8 a.m.-5 p.m. in the spring and summer. All others are open 8 a.m.-5 p.m. in the fall and winter, and 8 a.m.-6 p.m. during the spring and summer. The busiest hours and the percent of travel parties registered were 8 a.m.-9 a.m. (13.4%), 9 a.m.-10 a.m. (12.7%) and 10 a.m.-

11 a.m. (12.4%). 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 must pass a rigorous examination on Arkansas attractions, history, geography, geology and navigation.

Arkansas State Welcome Centers are jointly operated by the Arkansas Department of Parks and Tourism and the Arkansas Highway and Transportation Department. See pages 56-57 for a detailed update on the rebuilding program currently in progress.

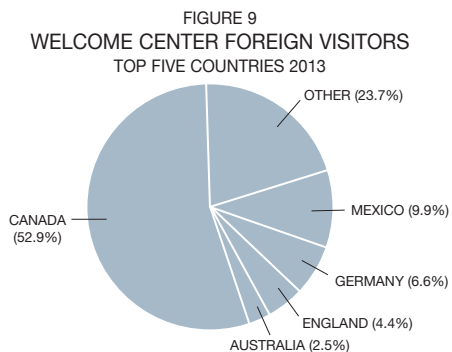


Table 11 – Welcome Center Summary Table 2013

Table 12 – Travel Parties Registered by Hours of Operation and Welcome Center 2013

	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	12,691	25,531	2.01	3,199,886	19,250	34,456
Blytheville	45,663	113,052	2.48	10,388,725	541,823	71,282
Corning	27,699	53,203	1.92	7,853,215	106,350	64,198
El Dorado	16,069	39,675	2.47	5,488,390	488,750	36,274
Harrison	30,687	72,548	2.36	10,454,335	238,320	76,047
Helena-West Helena	8,166	14,724	1.80	2,306,356	63,896	16,911
Lake Village	21,084	48,749	2.31	6,256,410	338,875	38,976
Mammoth Spring	30,923	80,910	2.62	5,046,956	4,277	49,405
Red River	8,328	16,788	2.02	2,191,305	53,800	19,324
Siloam Springs	9,682	19,805	2.05	1,377,813	13,805	18,981
Texarkana	84,672	196,523	2.32	30,935,245	978,590	184,828
Van Buren/Fort Smith	40,305	92,969	2.31	11,588,155	313,085	87,358
West Memphis	27,221	60,843	2.24	8,509,005	440,675	48,633
<b>TOTALS</b>	<b>363,190</b>	<b>835,320</b>	<b>2.30</b>	<b>105,595,796</b>	<b>3,601,496</b>	<b>746,673</b>

HOURS OF OPERATION	BENTONVILLE	BLYTHEVILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
8 - 9 AM	1,893	5,643	3,748	1,953	4,963	1,180	2,771	4,287	1,181	1,470	10,938	5,412	3,275	48,714
9 - 10 AM	1,764	5,436	3,456	2,299	4,708	1,184	2,405	3,576	1,161	1,479	10,418	4,804	3,287	45,977
10 - 11 AM	1,683	5,377	3,501	1,830	3,874	928	2,617	4,374	1,058	1,244	10,461	4,971	3,216	45,134
11 AM - 12 PM	1,535	5,549	3,394	1,477	3,172	930	2,594	4,390	1,024	990	10,027	4,825	3,311	43,218
12 - 1 PM	1,458	5,527	3,110	1,386	3,089	925	2,574	4,240	1,030	954	9,884	4,729	3,277	42,183
1 - 2 PM	1,249	5,003	2,770	1,369	2,718	958	2,477	3,522	1,046	676	9,246	4,498	3,236	38,768
2 - 3 PM	1,154	4,526	2,762	2,197	3,479	946	1,808	2,099	870	1,332	8,063	3,562	2,478	35,276
3 - 4 PM	1,051	4,427	2,382	1,426	1,817	181	1,909	2,493	265	420	7,994	4,041	2,715	31,121
4 - 5 PM	635	2,977	1,881	1,748	2,387	934	1,399	1,050	693	1,058	5,435	2,361	1,725	24,283
5 - 6 PM	269	1,198	695	384	480	-	530	892	-	59	2,206	1,102	701	8,516
<b>TOTALS</b>	<b>12,691</b>	<b>45,663</b>	<b>27,699</b>	<b>16,069</b>	<b>30,687</b>	<b>8,166</b>	<b>21,084</b>	<b>30,923</b>	<b>8,328</b>	<b>9,682</b>	<b>84,672</b>	<b>40,305</b>	<b>27,221</b>	<b>363,190</b>

Table 13 – Visitors by Reasons for Travel and Welcome Center 2013

Table 14 – Visitors by Destination in Arkansas by Region and Welcome Center 2013

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	16,871	38,142	23,165	27,542	46,105	6,772	13,179	41,447	10,544	13,090	112,809	39,622	24,425	413,713
Passing Through	4,949	73,227	27,476	7,187	23,319	4,624	34,159	25,632	4,780	4,028	82,175	50,076	33,555	375,187
Local Traffic	2,404	315	774	2,339	1,150	1,296	604	13,248	448	1,392	580	1,192	2,134	27,876
Business / Student	1,307	1,368	1,788	2,607	1,974	2,032	807	583	1,016	1,295	959	2,079	729	18,544
<b>TOTALS</b>	<b>25,531</b>	<b>113,052</b>	<b>53,203</b>	<b>39,675</b>	<b>72,548</b>	<b>14,724</b>	<b>48,749</b>	<b>80,910</b>	<b>16,788</b>	<b>19,805</b>	<b>196,523</b>	<b>92,969</b>	<b>60,843</b>	<b>835,320</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	1,696	12,426	6,280	5,318	7,252	1,187	4,073	472	237	264	48,364	10,408	11,537	108,649
Diamond Lakes	1,698	6,791	2,780	6,984	4,657	814	1,881	466	1,478	174	36,043	2,845	3,613	70,165
Ozark Gateway	175	141	5,523	1,052	4,621	422	384	41,440	91	377	3,455	952	537	59,127
Northwest Arkansas	11,809	190	312	2,167	11,312	441	1,088	511	1,737	12,833	2,645	11,988	1,296	59,035
Arkansas Delta														
Byways	173	16,031	4,034	1,435	1,340	3,846	3,852	1,811	51	108	18,376	2,804	2,689	56,381
Arkansas's Great Southwest	348	4,594	640	948	586	81	93	37	5,496	13	22,415	114	1,636	36,880
Ozark Mountain Region	481	177	772	1,487	21,568	279	620	1,310	150	1,245	5,315	1,917	419	35,759
Arkansas River Valley Tri-Peaks	1,092	651	729	2,095	2,724	323	709	123	397	143	3,525	4,856	1,032	18,455
Western Arkansas' Mountain Frontier	1,898	549	145	1,426	721	238	415	54	2,536	321	739	7,151	1,519	17,755
Greers Ferry Lake/ Little Red River	93	580	3,678	1,218	2,568	250	345	379	18	22	3,433	1,154	523	14,197
Arkansas' South	88	318	165	9,894	242	53	325	23	143	7	828	121	158	12,345
Arkansas' Land of Legends	123	388	155	1,421	318	199	762	24	8	22	888	370	120	4,797
<b>TOTALS</b>	<b>19,674</b>	<b>42,836</b>	<b>25,213</b>	<b>35,445</b>	<b>57,909</b>	<b>8,133</b>	<b>14,547</b>	<b>46,650</b>	<b>12,342</b>	<b>15,529</b>	<b>146,026</b>	<b>44,680</b>	<b>25,079</b>	<b>494,063</b>

Table 15 – Visitors by Destination in Arkansas by Park Visited and Welcome Center 2013

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	5	0	20	16	282	3	0	37,837	0	16	47	0	2	38,228
Crater of Diamonds	136	432	181	746	661	47	19	44	151	19	2,414	104	145	5,099
Millwood	17	4	39	6	28	0	4	3,604	257	0	27	0	4	3,990
Pettit Jean	117	71	76	676	527	65	112	24	49	9	1,160	495	94	3,475
Ozark Folk Center	36	8	89	436	1,199	72	37	193	16	105	634	144	2	2,971
DeGray Lake Resort	66	35	15	1,270	89	23	12	0	22	17	854	50	34	2,487
Cossatot River State Park- Natural Area	57	119	72	265	302	9	23	32	142	13	789	44	49	1,916
Mount Magazine	166	18	34	186	439	38	42	26	111	46	365	384	15	1,870
Pinnacle Mountain	49	14	56	534	244	10	65	10	45	11	338	166	30	1,572
Parkin Archeological	10	10	26	122	539	47	15	77	13	45	274	80	2	1,260
Historic Washington	0	1	6	123	20	8	4	7	102	0	911	11	0	1,193
Arkansas Museum of Natural Resources	0	2	0	1,104	27	4	4	0	0	0	10	7	0	1,158
Lake Catherine	15	34	10	264	72	6	160	14	14	0	447	22	41	1,099
Devil's Den	186	2	0	271	42	11	9	5	53	114	138	182	13	1,026
Mount Nebo	20	4	21	390	247	13	21	3	19	0	195	81	12	1,026
Lake Ouachita	20	13	10	87	41	17	22	3	35	2	703	32	4	989
Moro Bay	0	4	2	935	7	15	0	2	4	0	11	0	4	984
Daisy	10	10	41	336	52	4	3	2	55	0	387	6	4	910
Bull Shoals-White River	8	0	7	258	304	10	2	64	10	94	147	3	0	907
Crowley's Ridge	49	4	47	143	153	9	4	18	61	2	318	31	42	881
Queen Wilhelmina	58	2	0	447	28	0	2	2	237	7	30	10	0	823
Old Davidsonville	51	2	52	23	149	13	27	32	35	21	157	155	15	732
Delta Heritage Trail	25	2	13	227	29	40	4	4	10	43	152	52	28	629
Lake Chicot	4	13	1	205	56	13	186	8	1	0	19	61	2	569
Village Creek	8	63	3	41	8	29	0	7	4	0	154	124	66	507
Lake Dardanelle	21	6	0	44	64	19	35	3	3	4	38	237	20	494
Hobbs	39	0	2	61	59	6	4	0	9	111	178	20	2	491
Arkansas Post Museum	1	5	30	118	185	18	5	29	2	32	33	6	1	465
Lake Fort Smith	37	0	4	20	46	0	5	2	34	12	12	214	16	402
Jacksonport	7	10	30	39	32	2	2	15	0	16	158	9	5	325
Toilec Mounds	0	11	4	236	7	4	0	0	0	0	25	20	2	309
South Arkansas Arboretum	2	7	0	163	5	4	0	0	55	0	43	19	6	304
Cane Creek	0	2	0	85	91	4	6	34	13	19	22	8	0	284
Prairie Grove Battlefield	51	0	7	66	49	0	0	0	41	35	2	20	0	271
Lake Charles	2	0	14	38	25	2	2	20	0	1	139	2	2	247
Lake Poinsett	0	2	17	47	11	2	8	2	37	0	109	4	8	247
Hampson Archeological Museum	43	18	4	24	26	0	0	2	22	29	16	42	2	228
Mississippi River	2	3	6	0	8	113	0	2	45	0	14	8	4	205
Withrow Springs	10	0	0	63	42	0	0	4	5	13	24	20	0	181
Louisiana Purchase	10	0	0	13	13	25	3	7	2	0	89	7	8	177
White Oak Lake	0	2	0	58	9	7	2	0	2	0	55	10	12	157
Woolly Hollow	0	3	0	17	67	2	0	2	0	2	8	19	2	122
Logoly	0	6	5	23	9	0	2	2	2	0	61	2	2	114
Plantation Agriculture Museum	0	0	2	65	14	0	0	0	0	0	20	0	0	101
Powhatan Historic	2	0	4	9	7	2	0	15	0	0	0	0	2	41
Marks' Mills	0	0	0	0	16	0	0	0	2	0	0	0	0	18
Lower White River Museum	0	0	2	0	0	4	0	2	0	0	4	2	0	14
Lake Frierson	0	0	0	5	0	0	0	7	0	0	0	0	1	13
Poison Spring	2	0	0	2	0	3	0	0	0	2	0	2	0	11
Jenkins' Ferry	0	0	0	0	0	0	0	0	0	0	0	7	0	7
Herman Davis	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Conway Cemetery	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>1,342</b>	<b>942</b>	<b>952</b>	<b>10,307</b>	<b>6,330</b>	<b>723</b>	<b>851</b>	<b>42,166</b>	<b>1,720</b>	<b>840</b>	<b>11,733</b>	<b>2,922</b>	<b>703</b>	<b>81,531</b>

Table 16 – Visitors by State and Welcome Center 2013

STATES (LISTED BY RANK)	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAS- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
ARKANSAS	4,906	4,906	19,532	10,768	26,521	6,351	20,411	23,588	6,713	2,488	21,568	11,087	7,393	166,232
TEXAS	1,576	9,294	3,971	1,962	5,415	529	703	1,780	3,518	1,497	103,909	16,042	8,638	158,834
MISSOURI	7,575	22,954	12,998	589	12,453	318	1,015	31,031	559	432	3,704	1,232	1,621	96,481
OKLAHOMA	1,263	295	185	614	2,513	403	1,461	642	664	12,749	711	29,085	2,111	52,696
LOUISIANA	572	3,242	459	19,813	3,262	149	5,536	1,136	3,456	75	9,952	604	921	49,177
ILLINOIS	518	24,484	7,376	206	1,655	211	152	1,612	62	166	6,589	578	1,684	45,293
MISSISSIPPI	163	4,714	195	2,082	1,820	3,089	12,668	3,946	105	35	1,219	1,386	2,093	33,515
TENNESSEE	144	4,582	388	288	1,754	641	405	4,232	54	51	8,307	3,516	6,710	31,072
INDIANA	165	7,522	1,633	111	511	78	77	454	24	56	4,200	312	943	16,086
MICHIGAN	258	5,871	1,084	173	678	115	115	443	52	94	5,156	536	1,372	15,947
FLORIDA	395	1,893	236	404	1,425	310	1,889	1,445	130	109	1,192	2,186	2,064	13,678
ALABAMA	102	1,215	103	507	1,172	419	1,339	1,736	42	68	933	1,905	3,295	12,836
KANSAS	2,461	485	73	261	1,732	79	446	2,354	204	375	274	1,970	508	11,222
OHIO	166	1,680	483	298	420	75	69	262	13	66	4,915	808	1,887	11,142
KENTUCKY	39	3,877	636	163	214	47	35	356	25	43	2,985	593	1,430	10,443
WISCONSIN	384	4,404	1,559	102	901	67	102	438	71	87	1,508	287	482	10,392
CALIFORNIA	189	571	186	89	725	121	157	531	84	161	1,277	3,554	1,028	8,673
GEORGIA	124	487	110	306	813	340	274	705	37	49	737	2,191	2,138	8,311
IOWA	1,239	2,440	492	85	1,548	74	131	631	208	75	557	267	289	8,036
NORTH CAROLINA	79	245	96	66	367	82	94	236	16	50	1,337	2,213	2,060	6,941
MINNESOTA	1,128	1,886	181	51	1,399	90	205	329	202	94	556	259	347	6,727
VIRGINIA	59	226	65	30	246	80	75	140	22	33	1,574	1,099	1,823	5,472
PENNSYLVANIA	61	383	105	27	242	55	46	124	17	42	1,644	761	1,233	4,740
ARIZONA	110	330	85	22	295	55	47	209	27	127	1,020	1,788	513	4,628
COLORADO	227	238	107	56	512	71	164	307	38	177	276	1,423	400	3,996
NEW YORK	51	335	84	27	237	57	64	76	14	37	1,252	501	973	3,708
SOUTH CAROLINA	38	188	30	105	470	98	59	152	14	39	408	804	947	3,352
NEBRASKA	630	361	39	11	555	39	90	364	67	36	135	111	99	2,537
NEW MEXICO	30	143	29	56	128	29	56	61	19	63	470	1,126	317	2,527
WASHINGTON	76	166	62	59	275	38	90	185	31	65	317	414	273	2,051
MARYLAND	15	83	33	10	61	22	11	22	4	16	670	351	505	1,803
NEW JERSEY	22	65	41	14	78	15	28	60	2	14	389	276	426	1,430
WEST VIRGINIA	16	178	32	16	46	4	12	27	5	1	533	151	248	1,269
OREGON	57	94	38	31	174	20	41	103	36	48	120	246	138	1,146
MASSACHUSETTS	25	66	26	12	79	19	21	53	1	22	288	206	280	1,098
SOUTH DAKOTA	160	195	23	33	157	24	83	84	47	24	99	74	62	1,065
NEVADA	33	50	35	6	85	6	17	29	7	18	140	469	126	1,021
CONNECTICUT	13	55	4	4	42	9	15	6	0	16	197	147	170	678
UTAH	22	59	23	11	69	12	8	75	9	20	49	203	86	646
MAINE	11	28	5	6	40	5	9	53	2	3	209	125	107	603
ALASKA	20	39	15	16	53	11	32	106	10	10	105	109	55	581
NORTH DAKOTA	74	134	3	7	116	11	14	46	19	7	34	45	21	531

Table 16 – Visitors by State and Welcome Center 2013 (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
NEW HAMPSHIRE	22	19	3	2	32	5	6	5	6	13	111	96	161	481
IDAHO	26	53	14	8	61	5	23	54	9	11	52	90	57	463
WYOMING	21	52	3	9	86	3	25	47	12	15	48	71	33	425
MONTANA	33	64	7	8	44	16	25	40	8	6	48	46	49	394
DELAWARE	4	19	10	0	10	2	2	2	0	4	146	54	136	389
VERMONT	2	14	6	10	22	7	8	20	2	7	76	70	95	339
DISTRICT OF COLUMBIA	3	15	4	0	17	5	3	4	0	2	86	51	96	286
HAWAII	5	10	4	0	29	2	3	29	4	5	58	52	20	221
RHODE ISLAND	0	10	1	0	8	4	10	13	0	0	66	27	61	200
<b>TOTALS</b>	<b>25,312</b>	<b>110,719</b>	<b>52,912</b>	<b>39,534</b>	<b>71,567</b>	<b>14,317</b>	<b>48,371</b>	<b>80,383</b>	<b>16,671</b>	<b>19,701</b>	<b>192,206</b>	<b>91,597</b>	<b>58,524</b>	<b>821,814</b>

Table 17 – Foreign Visitors by Country and Welcome Center 2013

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	5	5	6	0	22	86	3	12	0	2	26	10	22	199
EGYPT	0	0	0	0	0	0	0	2	0	0	0	0	2	4
<b>AMERICAN POSSESSIONS &amp; TERRITORIES</b>														
AMERICAN POSSESSIONS OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GUAM	0	4	0	0	2	0	0	0	0	0	11	12	4	33
PHILIPPINES	0	1	0	0	0	0	0	14	6	0	6	6	6	39
PUERTO RICO	5	4	0	0	0	0	2	14	0	2	15	13	11	66
VIRGIN ISLANDS	0	1	2	0	1	0	0	0	0	2	2	2	0	10
<b>ASIA</b>														
ASIA OTHER	2	3	0	0	4	1	0	1	2	1	8	0	5	27
CHINA	0	2	4	0	9	3	4	19	1	0	18	8	18	86
INDIA	2	2	0	0	6	0	0	0	0	0	7	6	20	43
INDONESIA	0	0	0	0	0	0	0	3	0	0	2	0	0	5
JAPAN	0	26	4	48	21	7	2	20	0	4	13	26	21	192
KOREA	0	13	0	0	3	0	0	9	0	0	5	22	12	64
MALAYSIA	0	2	0	0	0	0	0	0	0	0	2	0	0	4
PAKISTAN	2	0	0	0	0	0	0	5	0	0	0	0	2	9
THAILAND	0	4	2	0	0	0	0	4	2	0	7	1	1	21
TURKEY	0	2	0	0	2	0	7	7	0	0	4	2	7	31
<b>CANADIAN PROVINCES</b>														
ALBERTA	2	20	12	2	47	6	7	0	0	6	51	12	27	192
BRITISH COLUMBIA	7	12	3	0	22	9	21	7	3	3	48	41	38	214
CANADA OTHER	2	0	0	24	0	0	0	92	0	16	6	0	5	145
MANITOBA	38	99	11	0	111	8	22	0	15	2	39	16	9	370
NEW BRUNSWICK	0	3	0	0	0	2	5	4	0	0	39	19	45	117
NEWFOUNDLAND	0	2	0	0	0	1	0	0	0	0	5	8	4	20
NOVA SCOTIA	0	12	0	0	6	2	0	4	2	0	43	28	19	116
ONTARIO	57	1,167	137	10	274	34	44	5	7	14	1,795	324	1,008	4,876
PRINCE EDWARD ISLAND	0	2	0	0	0	0	0	0	0	0	4	0	1	7
QUEBEC	4	122	17	4	41	13	0	0	3	4	437	128	157	930
SASKATCHEWAN	20	57	0	0	20	0	6	0	9	0	30	7	10	159



Table 17 – Foreign Visitors by Country and Welcome Center 2013 (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	0	0	0	0	4	0	4
BELIZE	0	23	0	0	0	0	2	0	0	0	9	0	37	71
BERMUDA	2	0	0	0	0	2	0	0	0	0	1	0	0	5
<b>CENTRAL AMERICA</b>														
OTHER	0	0	0	0	2	0	4	0	0	0	3	9	2	20
COSTA RICA	0	3	2	0	4	0	2	0	0	2	1	1	11	26
CUBA	0	0	0	0	0	0	4	0	0	0	2	2	0	8
GUATEMALA	0	4	0	0	0	0	2	0	0	0	0	2	0	8
HONDURAS	0	0	0	0	8	0	0	0	0	0	12	0	3	23
JAMAICA	0	0	0	0	2	0	0	4	0	0	1	2	0	9
PANAMA	0	0	0	0	4	0	0	2	0	0	0	0	0	6
WEST INDIES	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>EUROPE</b>														
AUSTRIA	0	23	9	0	6	0	9	2	0	0	86	12	137	284
BELGIUM	1	4	0	2	11	2	5	10	0	0	0	4	0	39
BULGARIA	1	0	0	0	0	0	0	0	0	0	0	0	0	1
CZECH REPUBLIC	0	4	0	0	0	2	0	6	0	0	7	7	10	36
DENMARK	6	28	3	3	0	5	3	4	0	2	13	21	11	99
ENGLAND	9	68	17	6	48	68	46	40	11	12	96	71	98	590
EUROPE OTHER	0	9	0	3	6	8	2	8	1	0	24	5	14	80
FINLAND	0	0	3	0	6	0	2	7	0	0	3	8	3	32
FRANCE	10	36	2	1	10	8	18	10	0	2	39	9	35	180
GERMANY	13	136	7	24	80	35	54	58	22	4	138	134	190	895
HUNGARY	0	2	0	0	0	0	0	0	0	0	4	3	4	13
ICELAND	0	5	1	0	6	0	0	4	0	0	0	2	4	22
IRELAND	2	21	0	0	4	2	0	7	0	0	17	6	2	61
ITALY	0	38	0	4	7	7	2	5	0	0	27	5	7	102
LUXEMBOURG	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NETHERLANDS	0	33	0	0	16	18	8	10	0	2	51	20	48	206
NORWAY	0	11	0	0	16	4	7	13	0	4	31	21	21	128
POLAND	2	5	0	0	3	0	0	0	0	0	10	8	10	38
PORTUGAL	0	0	0	0	0	0	0	0	0	0	2	2	0	4
RUSSIA	0	3	0	0	2	0	4	0	0	2	7	26	3	47
SCOTLAND	0	0	0	0	6	1	4	7	0	0	8	4	14	44
SLOVAKIA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SPAIN	0	7	0	4	11	0	8	7	0	0	12	6	16	71
SWEDEN	0	16	0	2	6	3	9	2	0	1	40	8	61	148
SWITZERLAND	2	24	2	0	4	17	17	17	0	4	14	23	23	147
WALES	0	6	4	0	2	0	0	0	0	0	2	2	0	16

Table 17 – Foreign Visitors by Country and Welcome Center 2013 (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>MEXICO</b>														
MEXICO	1	175	34	4	6	0	12	21	26	5	889	98	65	1,336
<b>NEAR &amp; MIDDLE EAST</b>														
IRAN	0	0	0	0	3	0	0	0	1	0	3	0	0	7
ISRAEL	0	4	0	0	7	4	0	0	3	2	12	5	4	41
<b>NEAR &amp; MIDDLE EAST OTHER</b>														
OTHER	0	6	0	0	8	0	0	0	0	0	0	5	0	19
SAUDI ARABIA	0	2	0	0	4	0	3	0	0	0	0	0	0	9
<b>OCEANIA</b>														
AUSTRALIA	13	36	6	0	57	40	12	29	1	2	47	86	3	332
NEW ZEALAND	0	16	0	0	24	7	5	0	2	2	15	9	12	92
OCEANIA OTHER	0	0	0	0	0	0	0	0	0	0	5	0	0	5
<b>SOUTH AMERICA</b>														
ARGENTINA	0	0	0	0	2	0	0	2	0	0	0	10	2	16
BOLIVIA	0	0	0	0	0	0	2	0	0	0	2	2	0	6
BRAZIL	3	4	3	0	3	0	5	22	0	0	32	21	12	105
CHILE	2	5	0	0	2	0	0	0	0	0	4	0	0	13
PERU	6	0	0	0	0	0	0	6	0	0	9	2	0	23
<b>SOUTH AMERICA OTHER</b>														
OTHER	0	8	0	0	4	0	4	0	0	2	11	11	5	45
VENEZUELA	0	3	0	0	0	2	0	2	0	0	5	3	0	15
<b>TOTALS</b>	<b>219</b>	<b>2,333</b>	<b>291</b>	<b>141</b>	<b>981</b>	<b>407</b>	<b>378</b>	<b>527</b>	<b>117</b>	<b>104</b>	<b>4,317</b>	<b>1,370</b>	<b>2,321</b>	<b>13,506</b>

