

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 2012. Travel expenditures increased from \$5,687,680,276 in 2011 to \$5,767,307,800 in 2012 (1.4%). The number of visitors decreased from 23,020,909 to 22,859,763 (-0.7%). 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 2012 Spring Advertising Campaign

Travel expenditures per travel party and length of stay in Arkansas were \$428.71 and 3.1 nights, respectively. Financial was cited most often as the reason for not traveling Arkansas in 2012. Regardless of whether or not they made a trip, 73% of survey respondents plan to visit Arkansas within the next 12 months.

The Internet Conversion Study

Seventy-one percent of survey respondents reported visiting Arkansas during the last 12 months. The average trip lasted 4.9 days, 3.8 of which were spent in Arkansas.

The Welcome Center Survey

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

The Welcome Center Registration Summary

A total of 865,147 tourists requested assistance from travel consultants during 2012. Tourists' "Reasons for Travel" were as follows: Vacation (51.1%), Passing Through (43.9%), Local Traffic (2.9%) and Business/Student (2.1%). Tourists stopping at the State Welcome Centers traveled an estimated 111,592,157 miles on Arkansas roads and spent 790,015 travel days in the state during 2012.

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 2012 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 2012 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 34,354 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 2012 Spring Advertising Campaign* and the *Internet Conversion Study* had survey populations comprised of people who requested travel information from the Arkansas Department of Parks and Tourism. The *Welcome Center Survey* and *Welcome Center Registration Summary* represent mainly nonresident highway travelers. Much of the traffic on interstates and U.S. highways (where the Welcome Centers are located) is pass-through. In fact, the average time spent in the state by *Welcome Center Survey* respondents was 3.2% less than the time spent in the state by those who wrote for information. On the other hand, the *Effects of the 2012 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 2012, visitors to Arkansas totaled 22,859,763 person-trips. Visitors spent an average of \$252.29 per trip, resulting in \$5.8 billion in total travel expenditures, \$301 million in state taxes and \$110 million in local taxes. Arkansas travel-generated employment was 58,452 persons, 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 2012 was 22,859,763 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, 1978-2012. The first column in *Table 1* lists total travel expenditures for the state. The 1.4% increase in travel expenditures in 2012 represents a real decrease of -0.7% when adjusted for inflation. Twenty-two of the 35 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 \$1,088,743,000, an increase of \$884,412,000 (433%) during the period of 1977 through 2012. Travel-generated employment shown in Column Three in *Table 1* increased from just under 45,000 jobs in 1977 to 58,452 jobs in 2012. In 1977, each \$23,590 in total travel expenditures supported one job in the industry.

However, by 2012, \$98,667 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 2012. The number of visitors in person-trips and their average expenditures per person-trip are shown in Columns Six and Seven.

Definition of a Person-Trip

A person-trip occurs, for the purpose of this study, every time one person goes to a place 50 miles or more, each way, from home in one day or is out of town one or more nights in paid or unpaid accommodations and returns to his/her origin. Specifically excluded from this definition are:

1. Travel as part of an operating crew on a train, plane, bus, truck or ship.
2. Commuting to a place of work.
3. Student trips to school or those taken while in school.

The number of person-trips shown in Column Six rose from 13,647,000 in 1977 to 22,860,000 in 2012, an increase of 9,213,000 (67.5%). 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 2004-2012.

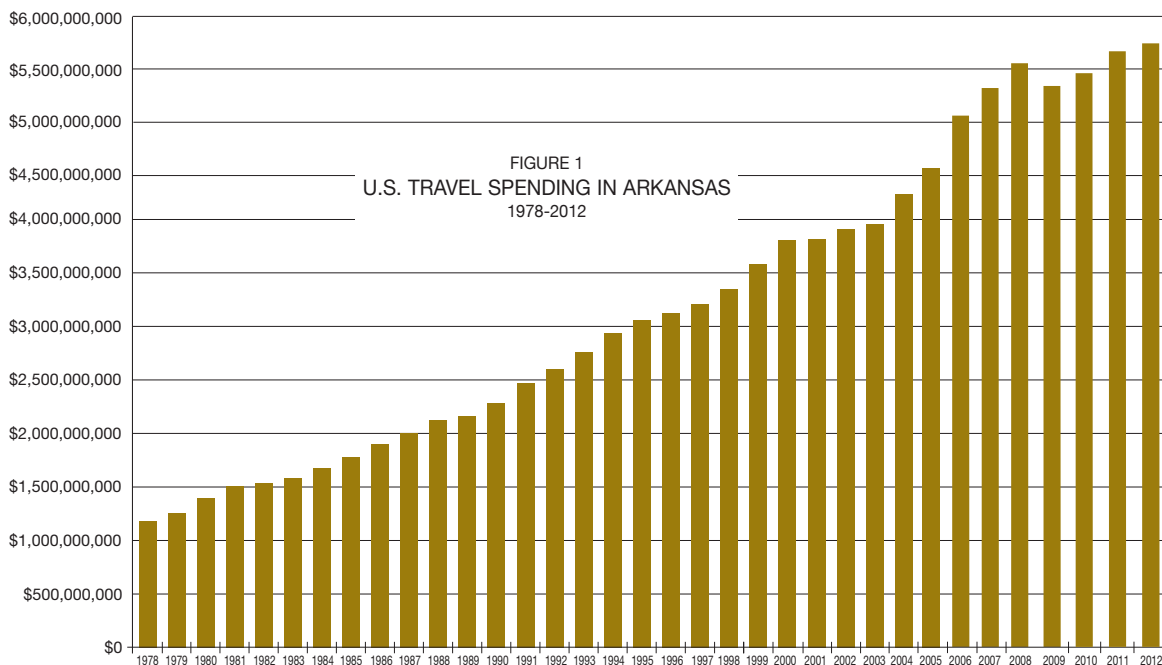


Table 1 – Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1977-2012

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

(1) 1992, 1994, 2001 data revised; 2006 see U.S. Travel Association benchmark on pages 69-70 of this report.

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

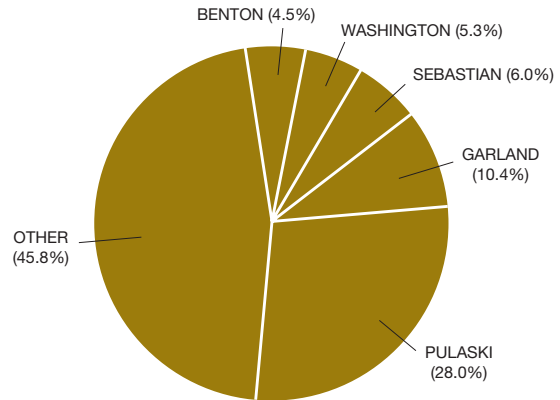
(3) Total visitation is slightly different than figures reported in previous editions of this report, based on updated data.

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 2012. Table 2 shows travel impact by county for 2012. Table 3 shows travel impact by county for 2006, the latest benchmark year for Arkansas tourism data. In 2012, two counties dominate the table: Pulaski with \$1,612,013,724 and Garland with \$601,682,105. They received 28.0% and 10.4% of the state total travel expenditures, respectively. In all, 63 of the 75 counties received more than \$10 million in travel expenditures each during 2012, including 12 with more than \$100 million each. Five counties had over one million person-trips during 2012. Those counties, their numbers and percent of total trips are: Pulaski with 5,653,505 (24.7%), Garland with 2,476,332 (10.8%), Washington with 1,307,641 (5.7%), Sebastian with 1,190,136 (5.2%) and Benton with 1,162,964 (5.1%).

FIGURE 2
TRAVEL SPENDING IN ARKANSAS COUNTIES
TOP FIVE COUNTIES
2012



Regional Breakdown

Figure 3 is a map of the 12 Arkansas tourism regions, showing their travel expenditures. Table 4 presents the 2012 travel impact data by region and county.

FIGURE 3
TOTAL TRAVEL EXPENDITURES
BY TOURISM REGION
2012

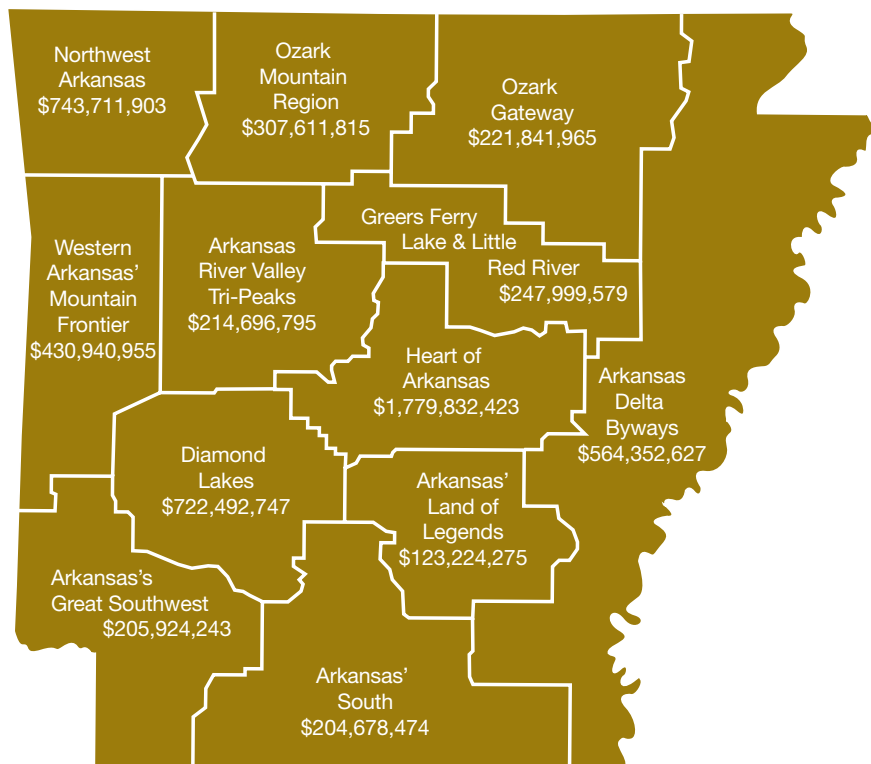


Table 2 – Impact of Travel on Arkansas Counties – 2012 Preliminary*

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	31,625,454	5,087,247	306	1,929,845	691,167	135,721
ASHLEY	27,910,389	5,322,679	322	1,688,524	581,887	121,243
BAXTER	191,079,852	35,063,580	2,084	11,486,631	3,528,935	828,093
BENTON	259,802,875	53,554,076	3,106	17,137,054	6,502,201	1,162,964
BOONE	56,606,748	10,358,260	698	3,452,421	1,093,802	247,987
BRADLEY	9,630,143	1,482,995	78	613,255	269,985	35,776
CALHOUN	2,732,776	291,027	11	168,509	94,911	7,072
CARROLL	171,600,882	34,751,851	2,651	10,992,503	3,217,754	742,845
CHICOT	11,453,727	2,322,578	132	699,790	236,276	48,303
CLARK	48,118,665	9,359,532	536	3,005,243	809,537	209,930
CLAY	12,955,075	1,989,545	118	788,469	321,530	53,291
CLEBURNE	139,108,006	23,206,140	1,369	8,437,823	3,958,555	576,606
CLEVELAND	3,457,373	433,329	27	204,898	93,213	10,228
COLUMBIA	23,830,162	4,236,833	275	1,459,667	473,192	99,512
CONWAY	21,846,207	3,886,042	246	1,343,468	499,855	97,720
CRAIGHEAD	85,909,632	16,707,996	1,039	5,298,599	1,412,605	371,298
CRAWFORD	40,308,994	6,650,605	394	2,506,925	699,144	172,911
CRITTENDEN	146,760,837	26,602,491	1,709	9,202,922	2,677,919	635,164
CROSS	13,200,213	2,360,521	142	809,561	251,252	57,788
DALLAS	11,516,911	1,633,769	97	724,615	276,476	48,890
DESHA	21,049,408	3,821,022	250	1,290,150	393,730	93,783
DREW	22,235,266	4,236,627	282	1,367,912	402,649	95,329
FAULKNER	81,428,520	15,185,403	951	4,994,628	1,368,418	350,146
FRANKLIN	13,917,935	2,565,144	151	860,698	304,540	58,482
FULTON	21,227,160	3,625,594	222	1,298,338	515,216	87,447
GARLAND**	601,682,105	107,176,941	6,911	34,678,950	12,561,560	2,476,332
GRANT	5,126,670	642,145	47	317,038	104,165	21,433
GREENE	20,671,926	3,807,174	248	1,259,164	441,222	90,447
HEMPSTEAD	47,579,879	8,936,209	518	2,910,016	1,141,855	197,347
HOT SPRING	32,120,556	5,151,770	289	1,979,352	743,232	131,160
HOWARD	3,282,714	404,822	21	209,806	64,457	14,585
INDEPENDENCE	34,587,142	6,959,705	441	2,114,457	677,203	149,210
IZARD	21,692,279	3,422,370	197	1,317,946	546,971	83,759
JACKSON	13,555,407	2,319,360	141	838,913	246,526	57,980
JEFFERSON	110,788,911	20,900,407	1,308	6,163,996	2,252,045	442,069
JOHNSON	25,216,644	4,795,319	296	1,545,327	493,574	111,703
LAFAYETTE	25,633,502	3,346,937	210	1,560,700	719,220	98,493
LAWRENCE	12,892,326	1,913,952	122	799,970	289,655	54,949
LEE	3,485,118	499,153	34	212,334	97,850	11,205
LINCOLN	3,851,322	539,645	28	241,530	81,623	15,634

Table 2 – Impact of Travel on Arkansas Counties – 2012 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	21,039,728	3,019,438	186	1,273,216	650,990	84,626
LOGAN	10,802,349	1,806,050	107	685,221	314,268	41,514
LONOKE	31,765,943	5,443,886	299	1,955,527	550,714	129,247
MADISON	8,221,639	1,187,138	63	511,857	216,223	33,211
MARION	39,447,499	7,590,621	497	2,394,488	895,680	165,223
MILLER	73,757,006	13,199,755	672	3,470,551	1,101,248	307,628
MISSISSIPPI	91,384,478	19,408,644	1,156	5,621,897	1,827,062	409,584
MONROE	26,272,514	4,498,702	292	1,609,156	478,547	108,754
MONTGOMERY	25,763,286	4,139,224	240	1,556,132	805,108	95,644
NEVADA	20,652,272	3,706,355	154	897,481	303,298	57,386
NEWTON	11,865,298	2,207,245	138	722,903	277,614	48,588
OJACHITA	24,993,279	4,568,327	292	1,524,536	460,974	114,857
PERRY	15,728,669	2,249,192	112	942,063	521,298	57,909
PHILLIPS	29,112,641	4,821,137	289	1,795,890	632,197	120,960
PIKE	14,808,135	2,651,871	178	901,945	320,046	62,018
POINSETT	11,311,595	1,366,431	82	719,725	204,757	51,836
POLK	20,362,835	3,713,437	232	1,239,197	434,885	82,515
POPE	133,648,638	19,924,390	1,204	5,855,150	1,886,480	552,779
PRAIRIE	4,237,167	642,570	43	268,364	97,170	18,012
PULASKI	1,612,013,724	335,126,264	12,972	63,065,596	27,674,403	5,653,505
RANDOLPH	16,008,535	2,206,926	128	976,637	420,306	72,217
SALINE	50,387,070	9,418,933	597	3,069,534	918,893	213,803
SCOTT	5,741,491	997,300	61	351,360	140,613	21,473
SEARCY	8,612,417	1,322,940	77	533,399	202,014	43,585
SEBASTIAN	345,208,526	56,035,145	2,779	12,443,415	4,225,681	1,190,136
SEVIER	13,979,143	2,250,844	141	851,785	275,372	55,107
SHARP	36,889,370	5,718,283	343	2,232,658	965,775	146,157
ST. FRANCIS	36,924,745	6,492,622	390	2,300,188	739,961	158,427
STONE	64,989,747	12,538,423	727	3,856,952	1,383,530	275,123
UNION	104,064,813	11,799,530	850	5,180,945	1,604,836	394,914
VAN BUREN	55,309,875	8,993,973	546	3,504,266	1,601,435	213,608
WASHINGTON	304,086,506	73,597,197	3,922	16,880,876	4,927,231	1,307,641
WHITE	47,956,518	8,042,399	526	2,922,023	822,898	200,637
WOODRUFF	5,625,179	755,590	44	344,518	154,095	19,848
YELL	12,855,463	1,751,053	103	774,396	346,370	46,449
TOTALS	5,767,307,800	1,088,742,628	58,452	301,145,796	109,517,877	22,859,763

* Data are preliminary and will be revised when new U.S. Travel Association benchmark is received.

** Tax credit adjustments totaling \$144,281.31 for tax year 2011 were made during 2012.

NOTE: Some details may not add due to rounding.

Table 3 – Impact of Travel on Arkansas Counties, 2006 – U.S. Travel Association
County Travel Economic Impact Model (CTEIM) – Alphabetical by County

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

**Table 3 – Impact of Travel on Arkansas Counties, 2006 – U.S. Travel Association
County Travel Economic Impact Model (CTEIM) – Alphabetical by County (continued)**

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

* Visitation data derived by Research and Information Services Section, Arkansas Department of Parks and Tourism.
NOTE: Details may not add due to rounding.

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2012 Preliminary*

COUNTY	TOTAL TRAVEL EXPENDITURES (Dollars)	TRAVEL-GENERATED PAYROLL (Dollars)	TRAVEL-GENERATED EMPLOYMENT (Jobs)	TRAVEL-GENERATED STATE TAX (Dollars)	TRAVEL-GENERATED LOCAL TAX (Dollars)	VISITORS (Person-Trips)
NORTHWEST ARKANSAS						
BENTON	259,802,875	53,554,076	3,106	17,137,054	6,502,201	1,162,964
CARROLL	171,600,882	34,751,851	2,651	10,992,503	3,217,754	742,845
MADISON	8,221,639	1,187,138	63	511,857	216,223	33,211
WASHINGTON	304,086,506	73,597,197	3,922	16,880,876	4,927,231	1,307,641
TOTALS	743,711,903	163,090,262	9,742	45,522,291	14,863,409	3,246,662
OZARK MOUNTAIN REGION						
BAXTER	191,079,852	35,063,580	2,084	11,486,631	3,528,935	828,093
BOONE	56,606,748	10,358,260	698	3,452,421	1,093,802	247,987
MARION	39,447,499	7,590,621	497	2,394,488	895,680	165,223
NEWTON	11,865,298	2,207,245	138	722,903	277,614	48,588
SEARCY	8,612,417	1,322,940	77	533,399	202,014	43,585
TOTALS	307,611,815	56,542,646	3,495	18,589,842	5,998,045	1,333,478
OZARK GATEWAY						
FULTON	21,227,160	3,625,594	222	1,298,338	515,216	87,447
INDEPENDENCE	34,587,142	6,959,705	441	2,114,457	677,203	149,210
IZARD	21,692,279	3,422,370	197	1,317,946	546,971	83,759
JACKSON	13,555,407	2,319,360	141	838,913	246,526	57,980
LAWRENCE	12,892,326	1,913,952	122	799,970	289,655	54,949
RANDOLPH	16,008,535	2,206,926	128	976,637	420,306	72,217
SHARP	36,889,370	5,718,283	343	2,232,658	965,775	146,157
STONE	64,989,747	12,538,423	727	3,856,952	1,383,530	275,123
TOTALS	221,841,965	38,704,614	2,322	13,435,871	5,045,182	926,842
WESTERN ARKANSAS' MOUNTAIN FRONTIER						
CRAWFORD	40,308,994	6,650,605	394	2,506,925	699,144	172,911
FRANKLIN	13,917,935	2,565,144	151	860,698	304,540	58,482
LOGAN (WEST)	5,401,174	903,025	53	342,610	157,134	20,757
POLK	20,362,835	3,713,437	232	1,239,197	434,885	82,515
SCOTT	5,741,491	997,300	61	351,360	140,613	21,473
SEBASTIAN	345,208,526	56,035,145	2,779	12,443,415	4,225,681	1,190,136
TOTALS	430,940,955	70,864,656	3,670	17,744,204	5,961,997	1,546,276
ARKANSAS RIVER VALLEY TRI-PEAKS						
CONWAY	21,846,207	3,886,042	246	1,343,468	499,855	97,720
JOHNSON	25,216,644	4,795,319	296	1,545,327	493,574	111,703
LOGAN (EAST)	5,401,175	903,025	54	342,611	157,134	20,757
PERRY	15,728,669	2,249,192	112	942,063	521,298	57,909
POPE	133,648,638	19,924,390	1,204	5,855,150	1,886,480	552,779
YELL	12,855,463	1,751,053	103	774,396	346,370	46,449
TOTALS	214,696,795	33,509,021	2,017	10,803,015	3,904,710	887,317
GREERS FERRY LAKE/LITTLE RED RIVER						
CLEBURNE	139,108,006	23,206,140	1,369	8,437,823	3,958,555	576,606
VAN BUREN	55,309,875	8,993,973	546	3,504,266	1,601,435	213,608
WHITE	47,956,518	8,042,399	526	2,922,023	822,898	200,637
WOODRUFF	5,625,179	755,590	44	344,518	154,095	19,848
TOTALS	247,999,579	40,998,101	2,486	15,208,630	6,536,983	1,010,699

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2012 Preliminary* (continued)

COUNTY	TOTAL TRAVEL EXPENDITURES (Dollars)	TRAVEL-GENERATED PAYROLL (Dollars)	TRAVEL-GENERATED EMPLOYMENT (Jobs)	TRAVEL-GENERATED STATE TAX (Dollars)	TRAVEL-GENERATED LOCAL TAX (Dollars)	VISITORS (Person-Trips)
HEART OF ARKANSAS						
FAULKNER	81,428,520	15,185,403	951	4,994,628	1,368,418	350,146
LONOKE	31,765,943	5,443,886	299	1,955,527	550,714	129,247
PRAIRIE	4,237,167	642,570	43	268,364	97,170	18,012
PULASKI	1,612,013,724	335,126,264	12,972	63,065,596	27,674,403	5,653,505
SALINE	50,387,070	9,418,933	597	3,069,534	918,893	213,803
TOTALS	1,779,832,423	365,817,056	14,863	73,353,650	30,609,599	6,364,713
DIAMOND LAKES						
CLARK	48,118,665	9,359,532	536	3,005,243	809,537	209,930
GARLAND**	601,682,105	107,176,941	6,911	34,678,950	12,561,560	2,476,332
HOT SPRING	32,120,556	5,151,770	289	1,979,352	743,232	131,160
MONTGOMERY	25,763,286	4,139,224	240	1,556,132	805,108	95,644
PIKE	14,808,135	2,651,871	178	901,945	320,046	62,018
TOTALS	722,492,747	128,479,337	8,154	42,121,622	15,239,483	2,975,084
ARKANSAS' LAND OF LEGENDS						
CLEVELAND	3,457,373	433,329	27	204,898	93,213	10,228
GRANT	5,126,670	642,145	47	317,038	104,165	21,433
JEFFERSON	110,788,911	20,900,407	1,308	6,163,996	2,252,045	442,069
LINCOLN	3,851,322	539,645	28	241,530	81,623	15,634
TOTALS	123,224,275	22,515,525	1,410	6,927,462	2,531,046	489,363
ARKANSAS'S GREAT SOUTHWEST						
HEMPSTEAD	47,579,879	8,936,209	518	2,910,016	1,141,855	197,347
HOWARD	3,282,714	404,822	21	209,806	64,457	14,585
LAFAYETTE	25,633,502	3,346,937	210	1,560,700	719,220	98,493
LITTLE RIVER	21,039,728	3,019,438	186	1,273,216	650,990	84,626
MILLER	73,757,006	13,199,755	672	3,470,551	1,101,248	307,628
NEVADA	20,652,272	3,706,355	154	897,481	303,298	57,386
SEVIER	13,979,143	2,250,844	141	851,785	275,372	55,107
TOTALS	205,924,243	34,864,360	1,902	11,173,556	4,256,438	815,173
ARKANSAS' SOUTH						
ASHLEY	27,910,389	5,322,679	322	1,688,524	581,887	121,243
BRADLEY	9,630,143	1,482,995	78	613,255	269,985	35,776
CALHOUN	2,732,776	291,027	11	168,509	94,911	7,072
COLUMBIA	23,830,162	4,236,833	275	1,459,667	473,192	99,512
DALLAS	11,516,911	1,633,769	97	724,615	276,476	48,890
OUACHITA	24,993,279	4,568,327	292	1,524,536	460,974	114,857
UNION	104,064,813	11,799,530	850	5,180,945	1,604,836	394,914
TOTALS	204,678,474	29,335,161	1,925	11,360,051	3,762,261	822,263

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2012 Preliminary* (continued)

COUNTY	TOTAL TRAVEL EXPENDITURES (Dollars)	TRAVEL-GENERATED PAYROLL (Dollars)	TRAVEL-GENERATED EMPLOYMENT (Jobs)	TRAVEL-GENERATED STATE TAX (Dollars)	TRAVEL-GENERATED LOCAL TAX (Dollars)	VISITORS (Person-Trips)
ARKANSAS DELTA BYWAYS						
ARKANSAS	31,625,454	5,087,247	306	1,929,845	691,167	135,721
CHICOT	11,453,727	2,322,578	132	699,790	236,276	48,303
CLAY	12,955,075	1,989,545	118	788,469	321,530	53,291
CRAIGHEAD	85,909,632	16,707,996	1,039	5,298,599	1,412,605	371,298
CRITTENDEN	146,760,837	26,602,491	1,709	9,202,922	2,677,919	635,164
CROSS	13,200,213	2,360,521	142	809,561	251,252	57,788
DESHA	21,049,408	3,821,022	250	1,290,150	393,730	93,783
DREW	22,235,266	4,236,627	282	1,367,912	402,649	95,329
GREENE	20,671,926	3,807,174	248	1,259,164	441,222	90,447
LEE	3,485,118	499,153	34	212,334	97,850	11,205
MISSISSIPPI	91,384,478	19,408,644	1,156	5,621,897	1,827,062	409,584
MONROE	26,272,514	4,498,702	292	1,609,156	478,547	108,754
PHILLIPS	29,112,641	4,821,137	289	1,795,890	632,197	120,960
POINSETT	11,311,595	1,366,431	82	719,725	204,757	51,836
ST. FRANCIS	36,924,745	6,492,622	390	2,300,188	739,961	158,427
TOTALS	564,352,627	104,021,889	6,468	34,905,603	10,808,722	2,441,892
STATE TOTALS	5,767,307,800	1,088,742,628	58,452	301,145,796	109,517,877	22,859,763

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

** Tax credit adjustments totaling \$144,281.31 for tax year 2011 were made during 2012.

NOTE: Some details may not add due to rounding.

THE EFFECTS OF THE 2012 SPRING ADVERTISING CAMPAIGN

During the first seven and a half months of 2012, the Tourism Division received 88,099 requests for travel information which were associated with the Tourism Division's Spring 2012 Advertising Campaign. A survey of 5,500 of the individuals who made these requests (often referred to as a conversion study) was conducted to determine how many of them had actually visited Arkansas. Here are a few major points from the summary:

- The overall conversion rate slightly decreased to 56.2% from 56.3% in 2011.
- Average length of total trips is comparable to 2011. Total dollars spent increased 5.6%, while average dollars spent in Arkansas was \$428.71, up 9.1% from 2011.
- Average family income increased 4.4% compared to last year.
- Those who plan to visit Arkansas within the next 12 months decreased to 73% in 2012, compared to 74.2% in 2011.
- The average length of time required to receive an Arkansas Vacation Planning Kit was 14.7 days, 4.5% less than 2011.
- Thirty-four percent visited the Arkansas website, down from 35.8% in 2011.
- Interest in using the information received for reading about lodging and attractions in 2012 is comparable to 2011.
- For those unable to travel Arkansas, "financial" was the reason cited most often. Those who listed financial considerations decreased to 31.8% in 2012, compared to 34.2% in 2011.

Table 5 summarizes responses for each question in both the 2011 and 2012 surveys. To keep costs down, only a limited number of media are surveyed each year. The 2012 Spring Conversion Study included 11 media. They are rotated annually so that most major media will be surveyed within a two-year period. For a list of publications surveyed to date, see Table 6. During the spring of 2012, the Tourism Division selected the following eight magazines to be studied: *AARP*, *Endless Vacation*, *Family Circle*, *Guideposts*, *Midwest Living*, *National Geographic Traveler*, *Outside and Southern Living*. One newspaper project *Preprint* was selected to be studied. *Television and Travel Information.com* was also surveyed.

The results of the study, by publication, are contained in Table 7. An assessment of each publication by an index entitled the *Ratio of Travel Expenditures to Cost* is given in Table 8. Figure 4 illustrates how Arkansas information was used in planning trips, and Figure 5 compares reasons given in 2011 and 2012 for not visiting Arkansas. Some publications have a higher cost-per-inquiry than in previous years. This is due to increased frequency and larger ads. It is important to note that ratio of travel expenditures to cost is only one measurement. Our prime objectives are to generate a stronger awareness of Arkansas and build a positive image for the state.

FIGURE 4
HOW INFORMATION WAS USED IN PLANNING

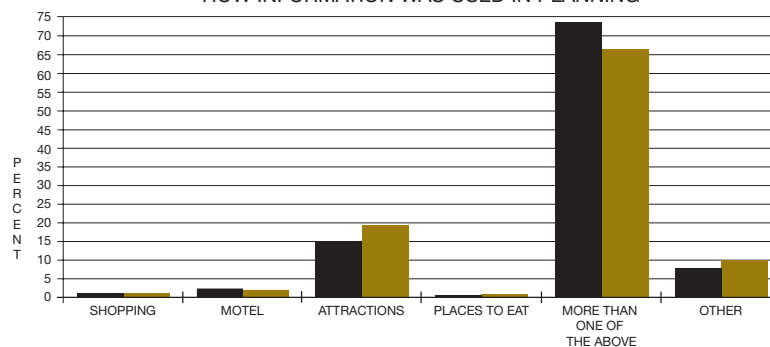
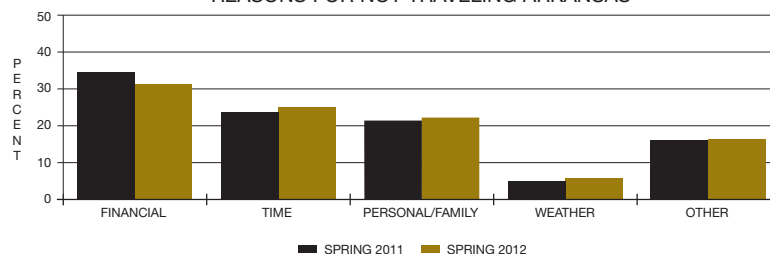


FIGURE 5
REASONS FOR NOT TRAVELING ARKANSAS



■ SPRING 2011 ■ SPRING 2012

Table 5 – Spring Conversion Study Summary, 2012 and 2011

QUESTION	2012	2011
1. Visited Arkansas	56.2%	56.3%
2. Average travel party size	2.2	2.3
3. Average nights away from home	4.1	4.1
4. Average nights spent in Arkansas	3.1	3.0
5. Average trip expenditures:		
Total	\$567.00	\$537.00
Arkansas	\$428.71	\$392.93
6. Information used in planning for:		
Motel	2.4%	2.8%
Attractions	19.4%	15.0%
Places to eat	0.9%	0.2%
Shopping	0.6%	0.6%
More than one of the above	66.3%	73.3%
Other	10.3%	8.0%
7. Needed additional information	13.0%	12.4%
8. Average time from initial request to receipt (days)	14.7	15.4
9. Average trip planning time before trip (weeks)	5.1	5.1
10. Requested information from other states	64.1%	59.7%
11. Visited other states	66.7%	64.4%
12. For those unable to travel in Arkansas, reasons cited:		
Financial	31.8%	34.2%
Time	24.7%	23.4%
Personal/family	21.9%	21.0%
Weather	5.3%	5.1%
Other	16.3%	16.2%
13. Plan to visit Arkansas within the next 12 months	73.0%	74.2%
14. Visited the Arkansas website	34.4%	35.8%
15. Average family income	\$50,099.50	\$47,999.50

Source: 2012 and 2011 Conversion Studies. Arkansas Department of Parks and Tourism.

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed

	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011	FALL 2011	SPRING 2012
MAGAZINES																			
AAA Living							46.6												
AAA Tour Book	71.0		63.5																
AARP Magazine	45.8		48.6		46.9	41.7		43.2	37.2	35.4	44.8	39.3	46.2	39.3	61.2	57.3	43.1		
American Heritage	30.9		36.1						24.7										
American Legacy																			
Arthur Frommer's Budget Travel	41.8		39.6		38.7	27.9			41.7				36.4		39.7				
Audubon																			
Better Homes & Gardens	40.7																		
Coastal Living	33.7		38.5	39.7															
Conde' Nast Traveler	33.7		38.5	39.7															
Cooking Light	30.2														32.6				
Cooking with Paula Deen															47.0				
Endless Vacation	56.7		53.1		53.6	40.9			36.6	48.2			56.9		39.9	26.2			
Family Circle	46.4		41.5												41.7	57.1	53.3		
Family Fun			32.5						43.0						37.3				
Friendly Exchange	43.8		44.5																
Good Housekeeping			47.3		37.3	43.8									45.1				
Gourmet	33.3		20.4																
Guideposts																			
Home and Away			44.6						52.1						32.2				
Ladies' Home Journal	40.2																		
Midwest Living	40.2		38.0	46.1	43.9	41.7									47.9	50.6	52.1	61.4	
Midwest Traveler			49.2		51.9														
Modern Maturity		23.5																	
National Geographic Adventure			24.7	29.4	33.9				28.7	29.8									
National Geographic Traveler	29.7		24.2	38.2	33.6	32.7							29.3	35.4	37.5				31.7
Oprah									26.2	54.8		31.4			44.4				
Outside		25.9	40.8				26.2												
Parents	34.0																		
People			30.8																
Smithsonian			25.9		32.5			33.3	30.4	30.8	25.0	32.4							53.3
Southern Living	47.9		56.5	50.0	47.5			46.1	53.4	57.9	60.4	64.2							69.0
Southern Traveler																			
Sunset	30.9							63.0											
Texas Monthly		41.0																	
Time Gold			25.4																
Travel America		30.8	42.9																

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

	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011	FALL 2011	SPRING 2012
MAGAZINES (continued)																			
Travel Holiday	34.6								50.6		51.8		63.9						
travelinformation.com*					46.5														
USA Weekend	39.7				41.2		46.7												
Vacations		32.9			50.0														
Woman's Day			45.7				48.0												47.8
NEWSPAPERS																			
American Profile					27.8														
Preprint			76.7		67.6		63.8		66.9		68.2		75.6		74.2		73.9		76.4
Midwest Vacation Guide			40.2				61.3		54.0										
TELEVISION																			
Television-General	59.1		73.9				73.0						65.4		63.3		79.2		69.2
Pay-Per-Inquiry	44.1		45.6				48.6		54.8		53.8		60.6		55.7				
OTHER																			
24/7 Vacations.com			60.0																
coolsavings.com			48.1				52.6												
eBrains			29.4																
Innovation Ads							36.4												
Relationserve Internet																			
ValueClick			38.9																
Welcome Wagon																			

• Insufficient Response
 * Formerly Rand McNally

Table 7 – 2012 Spring Conversion Study by Media

	GRAND TOTAL	SUBTOTAL MAGAZINE	AARP	ENDLESS VACATION	FAMILY CIRCLE	GUIDEPOSTS	MIDWEST LIVING
Visited Arkansas	56.2%	49.9%	43.1%	26.2%	50.8%	33.7%	61.4%
Average travel party size	2.2	2.2	2.1	2.3	2.2	2.2	2.2
Average nights away from home:							
Total	4.1	4.4	5.0	7.0	4.6	4.5	3.5
Arkansas	3.1	3.1	3.3	4.0	3.3	3.3	2.8
Average trip expenditures	\$567.00	\$642.00	\$769.50	\$957.00	\$587.00	\$642.00	\$534.50
Information requested was used in planning for:							
Motel	2.4%	1.8%	1.1%	0.0%	0.9%	1.7%	1.7%
Attractions	19.4%	18.2%	13.7%	19.5%	21.6%	12.0%	13.6%
Eat	0.9%	0.8%	0.5%	0.8%	0.9%	2.3%	0.0%
Shop	0.6%	0.6%	0.5%	0.0%	0.0%	0.0%	0.6%
More than one of the above	66.3%	68.0%	73.2%	65.3%	71.6%	67.4%	73.4%
Other	10.3%	10.7%	11.1%	14.4%	5.2%	16.6%	10.7%
Needed additional information	13.0%	12.1%	13.4%	14.6%	14.8%	14.5%	10.1%
Average time from initial request to receipt (days)	14.7	15.4	16.8	14.0	16.8	15.4	16.1
Average planning time (weeks) before a trip	5.1	5.4	5.5	11.4	4.8	5.0	5.0
Requested information from other states	64.1%	72.2%	73.2%	68.5%	73.0%	66.3%	76.2%
Visited other states	66.7%	68.0%	59.8%	74.6%	67.2%	58.0%	79.9%
For those unable to travel in Arkansas, reasons cited:							
Financial	31.8%	29.6%	30.8%	23.0%	25.0%	41.0%	24.7%
Time	24.7%	25.7%	23.3%	29.0%	19.7%	15.1%	35.1%
Personal/family	21.9%	22.8%	22.6%	30.0%	34.2%	24.5%	19.6%
Weather	5.3%	4.7%	2.1%	2.0%	5.3%	3.6%	6.2%
Other	16.3%	17.3%	21.2%	16.0%	15.8%	15.8%	14.4%
Plan to visit Arkansas within the next 12 months	73.0%	70.0%	67.5%	54.6%	71.3%	62.2%	72.0%
Visited the Arkansas website	34.4%	32.0%	23.4%	30.0%	32.0%	22.3%	28.6%
Average income	\$50,099.50	\$52,199.50	\$50,249.50	\$67,799.50	\$42,899.50	\$40,049.50	\$48,449.50

Table 7 – 2012 Spring Conversion Study by Media (continued)

	NATIONAL GEOGRAPHIC TRAVELER	OUTSIDE	SOUTHERN LIVING	TRAVEL INFORMATION.COM	PREPRINT	TELEVISION
Visited Arkansas	31.7%	•	69.0%	•	80.9%	81.6%
Average travel party size	2.1		2.4		2.2	2.4
Average nights away from home:						
Total	5.0		3.2		3.1	3.7
Arkansas	3.2		2.8		2.7	3.6
Average trip expenditures	\$749.50		\$602.00		\$369.50	\$482.00
Information requested was used in planning for:						
Motel	1.6%		4.4%		6.3%	2.9%
Attractions	25.4%		20.1%		24.3%	24.1%
Eat	0.8%		0.0%		2.1%	0.6%
Shop	0.8%		0.6%		0.5%	0.6%
More than one of the above	57.9%		67.3%		60.8%	59.2%
Other	13.5%		7.5%		5.8%	12.6%
Needed additional information	6.3%		13.1%		13.6%	19.0%
Average time from initial request to receipt (days)	15.4		15.4		12.6	11.9
Average planning time (weeks) before a trip	7.9		5.0		3.3	3.5
Requested information from other states	77.5%		72.6%		33.2%	30.7%
Visited other states	72.5%		67.3%		60.8%	63.1%
For those unable to travel in Arkansas, reasons cited:						
Financial	22.6%		27.4%		39.0%	46.2%
Time	34.0%		33.3%		26.7%	12.1%
Personal/family	11.3%		19.0%		16.2%	19.8%
Weather	2.8%		10.7%		7.6%	8.8%
Other	29.2%		9.5%		10.5%	13.2%
Plan to visit Arkansas within the next 12 months	63.4%		83.3%		87.4%	82.1%
Visited the Arkansas website	30.3%		33.9%		52.8%	34.1%
Average income	\$62,249.50		\$55,649.50		\$43,799.50	\$39,749.50

• Insufficient Response

Table 8 – Ratio of Travel Expenditures Generated to the Cost of 2012 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	2,371	\$ 50,975.00	43.1	1,022	\$507.87	\$ 518,992.86	10.2
Endless Vacation	775	\$ 33,500.00	26.2	203	\$546.86	\$ 111,039.34	3.3
Family Circle	840	\$ 20,016.00	50.8	427	\$421.11	\$ 179,695.50	9.0
Guideposts	751	\$ 35,360.00	33.7	253	\$470.80	\$ 119,153.36	3.4
Midwest Living	1,984	\$ 130,020.00	61.4	1,218	\$427.60	\$ 520,892.06	4.0
National Geographic Traveler	2,258	\$ 23,529.00	31.7	716	\$479.68	\$ 343,348.23	14.6
Outside	•						
Southern Living	3,497	\$ 120,886.00	69.0	2,413	\$526.75	\$ 1,271,010.88	10.5
SUBTOTALS MAGAZINE	12,476	\$ 414,286.00	49.9	6,226	\$452.32	\$ 2,815,917.70	6.8
Travel Information.com	•						
Preprint	5,119	\$ 265,894.00	80.9	4,141	\$321.82	\$ 1,332,754.52	5.0
Television	1,274	\$1,987,379.00	81.6	1,040	\$468.97	\$ 487,536.80	0.2
TOTALS ALL MEDIA SURVEYED	18,869	\$2,667,559.00	56.2	10,604	\$428.71	\$ 4,546,174.44	1.7
TOTALS ALL MEDIA	88,099	\$3,724,245.00	56.2	49,512	\$428.71	\$21,226,001.49	5.7

* Average travel expenditures in Arkansas obtained by multiplying the ratio of time spent in Arkansas to the total time on trip, by the total trip expenditures.

• Insufficient Response

NOTE: Totals may not add due to rounding.

THE ARKANSAS SPRING INTERNET CONVERSION STUDY AND THE WELCOME CENTER SURVEY

The Arkansas Spring Internet Conversion Study

The Arkansas Department of Parks and Tourism website received 4,294,321 visits during the January through August 2012 Spring/Summer advertising campaign. The largest increase in requests for tourism information came from Internet inquiries. An *Internet Conversion Study* was conducted in October 2012 to determine how many actually visited Arkansas. Over 34,000 addresses were available to use in selecting a sample. The entire available population was included in this study. The survey instrument, along with a letter from the Tourism Director, was emailed to 34,354 households during October 2012. Results are summarized below and in *Table 9*.

- Over three-fourths (83.2%) located the Arkansas Department of Parks and Tourism website via either a search engine (52.8%) or website link (30.4%).
- Forty-one percent printed one or more pages from the website, down slightly from 43% in Spring 2011.
- Seventy-one percent reported visiting Arkansas during the last 12 months.
- The average duration of the trip was 4.9 nights. Most (3.8 nights) of the trip was spent in Arkansas.
- The average Spring expenditure per trip was \$642.27, up 5.8% from \$607.27 in 2011, with \$496.36 of the total spent in Arkansas, up 7.1% from \$463.64 in 2011.
- Those requesting that additional information be sent to them received it in 12 days, well within the average trip planning time of 9.5 weeks.
- Over three-fourths (80.2%) reported visiting the websites of other states.
- Eighty-one percent said they plan to visit Arkansas within the next 12 months.
- The average reported family income was \$60,078, down from \$60,408 in Spring 2011.

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 2012 was 9,838. *Table 10* contains a comparison of the 2012 and 2011 *Welcome Center Surveys*.

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

- The top states of origin are shown in *Figure 6* and in *Table 10*. Leading the list are Texas, Missouri, Arkansas, Oklahoma and Illinois. These five states account for 52% of the total.
- The median age of those stopping for assistance at Arkansas State Welcome Centers during 2012 was 53.3 years.
- Travel parties stopping for assistance consisted of 72% family members traveling together and 28% individual travelers.
- When asked the main purpose of their trip, those surveyed responded in order of preference: visiting friends or relatives (40%), sightseeing (19%), recreation (11%), business (11%), entertainment (9%), family affairs (7%) and other (3%).
- Those surveyed indicated their trip lasted 6.5 nights, with 3.0 (46.2%) of those nights spent in Arkansas.
- Most (72%) considered the trip to be a vacation.
- The top five Arkansas counties listed as a final destination are Pulaski, Garland, Fulton, Carroll and Benton.

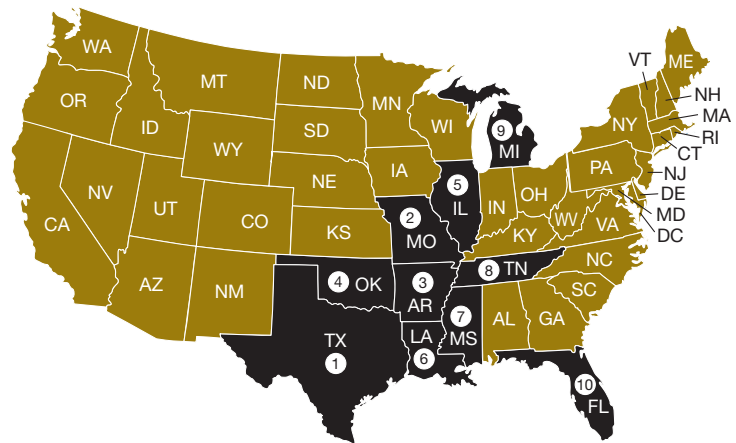


FIGURE 6
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN
2012

Table 9 – 2012 Spring Internet Conversion Study

QUESTION	2012 VACATION KIT ONLY	2012 SPECIALTY BROCHURES	2012 ALL RESPONSES	2011 STUDY			
1. Learned of the website from:							
Banner ad	0.2%	0.8%	0.7%	0.8%			
Direct email	3.2%	5.1%	4.2%	4.1%			
Website link	29.3%	31.1%	30.4%	30.1%			
Search engine	57.2%	49.2%	52.8%	51.6%			
Television	4.8%	5.4%	4.7%	5.5%			
Newspaper	1.8%	1.8%	1.6%	2.1%			
Radio	0.5%	0.8%	0.7%	0.6%			
Magazine	2.9%	5.9%	4.9%	5.1%			
Top 3 magazines mentioned:							
AARP Magazine	18.4%	17.0%	22.4%	19.0%			
Southern Living	21.1%	8.5%	12.3%	17.1%			
Midwest Living	5.3%	4.3%	6.8%	5.6%			
	2012 VACATION KIT ONLY	2012 SPECIALTY BROCHURES	2012 NEWSLETTER	2012 BANNER ADS	2012 KEYWORD	2012 ALL RESPONSES	2011 STUDY
2. Printed pages from							
Arkansas website	37.1%	40.4%	41.8%	•	47.1%	41.4%	43.0%
3. Visited Arkansas							
	67.0%	72.3%	71.3%		74.0%	70.7%	73.4%
4. Travel party composition:							
Under 18	19.1%	20.5%	21.1%		22.3%	20.8%	19.4%
18-24	4.8%	6.7%	6.4%		5.0%	5.6%	5.5%
25-34	7.8%	10.3%	10.3%		10.0%	9.6%	9.0%
35-44	11.9%	11.0%	12.4%		12.6%	12.0%	12.0%
45-54	19.0%	18.2%	15.8%		16.7%	17.4%	18.0%
55-64	22.1%	20.6%	21.3%		20.4%	21.1%	22.5%
65 and over	15.3%	12.8%	12.7%		12.8%	13.5%	13.6%
5a. Average nights away from home							
	5.0	5.0	4.9		4.9	4.9	4.8
5b. Average nights in Arkansas							
	3.8	3.8	3.8		3.8	3.8	3.7
6. Activities participated in:							
Sightseeing	20.0%	16.6%	17.2%		17.4%	17.9%	18.1%
Shopping	11.0%	10.6%	10.8%		10.9%	10.8%	10.7%
Attractions	12.9%	9.3%	10.5%		11.0%	11.1%	11.3%
Historic sites	13.3%	9.8%	11.9%		11.3%	11.7%	11.6%
Museums	7.6%	5.3%	6.5%		6.2%	6.5%	5.5%
Live performance	2.8%	2.9%	2.7%		2.7%	2.8%	2.9%
Arts/crafts show	3.0%	2.9%	3.3%		2.9%	3.1%	3.0%
Camping	4.8%	6.0%	6.0%		7.3%	6.0%	6.4%
Hiking	6.7%	6.7%	6.1%		7.3%	6.7%	7.1%
Fishing/hunting	2.4%	9.8%	6.1%		5.4%	5.6%	5.0%
Antiques	3.2%	3.9%	3.7%		3.6%	3.6%	3.5%
Golf	0.4%	1.1%	1.0%		0.8%	0.8%	0.9%
Water sports	2.7%	3.9%	3.2%		3.3%	3.2%	3.2%
Festivals	2.2%	3.1%	3.0%		2.9%	2.7%	3.1%
Birding	1.5%	2.4%	1.6%		1.8%	1.8%	1.8%
Sporting events	0.6%	1.1%	1.1%		0.7%	0.9%	0.7%
Racing	0.3%	0.4%	0.6%		0.4%	0.4%	0.3%
Other	4.9%	4.3%	4.7%		4.1%	4.5%	4.9%

Table 9 – 2012 Spring Internet Conversion Study (continued)

	2012 VACATION KIT ONLY	2012 SPECIALTY BROCHURES	2012 NEWSLETTER	2012 BANNER ADS	2012 KEYWORD	2012 ALL RESPONSES	2011 STUDY
7. Average trip expenditures:							
Total	\$700.50	\$586.06	\$623.15	•	\$638.91	\$642.27	\$607.27
Arkansas	\$525.03	\$448.92	\$481.58		\$493.76	\$496.36	\$463.64
8. Primary purpose of trip:							
Visiting friends or relatives	15.2%	16.8%	13.1%		12.7%	14.5%	15.8%
Vacation	75.9%	65.2%	71.1%		75.7%	72.5%	70.6%
Business	1.5%	3.1%	2.7%		0.8%	1.9%	2.1%
Student	0.7%	0.4%	0.4%		0.6%	0.5%	0.8%
Other	6.8%	14.6%	12.8%		10.3%	10.7%	10.8%
9. Information used in planning for:							
Making hotel/motel reservation	16.3%	13.8%	14.3%		15.0%	15.0%	15.0%
Locating Arkansas attractions	40.6%	38.3%	38.4%		40.1%	39.4%	41.0%
Selecting places to eat	14.7%	14.3%	15.5%		14.2%	14.7%	14.7%
Finding places to shop	9.1%	11.7%	10.6%		9.4%	10.1%	9.4%
All of the above	12.1%	14.4%	13.2%		13.0%	13.2%	11.7%
Other	7.2%	7.5%	8.0%		8.3%	7.7%	8.3%
10. Average time for additional information to arrive (days)							
	12.0	11.2	12.3		11.3	11.8	12.0
11. Average trip planning time before trip (weeks)							
	10.0	7.2	7.4		9.5	9.5	9.5
12. Visited other state websites							
	84.1%	76.6%	77.8%		80.5%	80.2%	82.1%
Top 10 state websites visited:							
	TN 5.9%	MO 7.7%	MO 6.4%		MO 7.1%	MO 6.5%	MO 6.8%
	MO 5.6%	TX 6.1%	TX 6.3%		TX 6.4%	TX 6.0%	TX 6.3%
	TX 5.4%	TN 4.9%	TN 5.6%		TN 5.8%	TN 5.7%	TN 5.6%
	CO 4.5%	CO 4.9%	CO 4.7%		CO 5.5%	CO 4.9%	CO 4.7%
	LA 4.1%	FL 4.6%	FL 4.6%		FL 5.5%	FL 4.6%	FL 4.6%
	OK 4.1%	OK 4.4%	OK 4.2%		OK 4.1%	OK 4.2%	OK 4.2%
	FL 4.0%	LA 3.2%	LA 3.9%		LA 3.6%	LA 3.8%	LA 3.6%
	MS 3.2%	AZ 3.0%	KY 3.0%		AL 3.3%	MS 3.1%	MS 3.2%
	KY 3.2%	MS 2.9%	MS 3.0%		MS 3.1%	KY 3.0%	AL 3.0%
	AL 2.9%	AK 2.8%	AZ 2.8%		KY 3.0%	AL 2.9%	KY 2.8%

Table 9 – 2012 Spring Internet Conversion Study (continued)

	2012 VACATION KIT ONLY	2012 SPECIALTY BROCHURES	2012 NEWSLETTER	2012 BANNER ADS	2012 KEYWORD	2012 ALL RESPONSES	2011 STUDY
13. Requested information from other states	68.7%	56.1%	55.6%	•	59.8%	60.6%	63.1%
Top 10 states from which information was requested:							
	MO 5.8%	MO 8.4%	TX 5.9%		MO 7.0%	MO 6.4%	MO 6.8%
	TX 5.5%	TX 6.5%	MO 5.2%		TX 6.3%	TX 6.0%	TX 6.4%
	TN 5.4%	TN 5.5%	TN 5.1%		TN 5.8%	TN 5.5%	TN 5.8%
	CO 4.3%	CO 5.2%	CO 4.2%		CO 5.5%	CO 4.7%	CO 4.7%
	OK 4.2%	FL 4.3%	OK 4.2%		FL 5.2%	OK 4.2%	OK 4.3%
	LA 3.7%	OK 4.2%	FL 4.0%		OK 4.3%	FL 4.2%	FL 4.2%
	FL 3.7%	LA 3.5%	LA 3.6%		AL 3.8%	LA 3.6%	LA 3.6%
	AL 3.4%	AZ 3.1%	AK 2.9%		LA 3.4%	AL 3.2%	AL 3.3%
	KY 3.3%	MS 3.0%	MS 2.8%		KY 3.0%	MS 3.0%	MS 3.1%
	MS 3.2%	AK 2.9%	KY 2.8%		AZ 3.0%	KY 3.0%	AZ 3.0%
14. Visited other states	75.2%	70.3%	73.6%		73.1%	73.3%	75.7%
Top 10 states visited:							
	MO 6.8%	MO 8.6%	MO 7.8%		MO 9.2%	MO 8.0%	MO 8.3%
	TN 6.2%	TX 6.0%	TN 6.4%		TX 5.9%	TX 6.0%	TX 6.2%
	TX 5.9%	OK 5.3%	TX 6.0%		TN 5.8%	TN 5.9%	TN 5.8%
	OK 4.3%	TN 4.9%	FL 5.2%		FL 4.9%	OK 4.8%	OK 5.0%
	LA 4.1%	FL 4.6%	OK 4.9%		OK 4.9%	FL 4.6%	FL 4.1%
	FL 4.1%	MS 4.3%	LA 3.9%		MS 4.6%	LA 4.1%	MS 3.7%
	MS 3.7%	LA 4.0%	MS 3.6%		LA 4.5%	MS 4.1%	LA 3.6%
	IL 3.4%	CO 3.1%	AL 3.5%		CO 3.9%	AL 3.4%	AL 3.5%
	AL 3.1%	KS 3.0%	IL 3.3%		AL 3.6%	IL 3.3%	CO 3.4%
	CO 2.9%	AL 3.0%	CO 2.9%		IL 3.4%	CO 3.2%	IL 3.4%
15. For those unable to travel in Arkansas, reasons cited:							
Financial	19.9%	24.6%	25.0%		24.0%	23.3%	24.4%
Time	35.6%	35.5%	36.5%		35.8%	35.7%	33.9%
Personal/family	14.7%	18.4%	12.9%		14.7%	14.9%	17.0%
Weather	3.2%	3.0%	5.4%		5.1%	4.4%	4.8%
Other	26.5%	18.6%	20.2%		20.4%	21.7%	19.9%
16. Plan to visit Arkansas within the next 12 months	72.8%	86.5%	85.8%		82.4%	81.3%	80.2%
17. Average family income	\$60,728.49	\$58,060.74	\$60,058.27		\$60,832.00	\$60,078.25	\$60,408.41

Table 10 – Comparison of the 2012 and 2011 Welcome Center Surveys

TOP 15 STATES OF ORIGIN, 2012 AND 2011

STATE OF ORIGIN	2012 RANK	2012 PERCENT OF TOTAL	2011 RANK	2011 PERCENT OF TOTAL
Texas	1	17.6%	1	17.7%
Missouri	2	12.0%	2	11.5%
Arkansas	3	8.7%	3	8.9%
Oklahoma	4	6.8%	4	7.8%
Illinois	5	6.4%	5	6.7%
Louisiana	6	6.1%	6	5.7%
Mississippi	7	4.9%	7	5.7%
Tennessee	8	4.1%	8	3.9%
Michigan	9	3.1%	9	2.9%
Florida	10	2.7%	11	2.4%
Indiana	11	2.6%	10	2.5%
Ohio	12	1.9%	15	1.8%
Wisconsin	13	1.9%	12	2.0%
Alabama	14	1.9%	14	1.8%
Kansas	15	1.8%	13	2.0%
Other		17.5%		16.6%

AVERAGE AGE

Median for All Members of the Travel Party

2012 – 53.3
2011 – 52.3

DESCRIPTION OF TRAVEL PARTY

	2012	2011
Family	72%	73%
Individual	28%	27%
Business	1%	*
Motor home	*	*
Other	*	*

FIRST TRIP TO ARKANSAS

2012 – 8.5%
2011 – 8.5%

METHOD OF CONTACTING DEPARTMENT PRIOR TO TRIP

	2012	2011
Did not contact	90%	89%
Internet	9%	10%
Phone	1%	1%
Mail	*	*

PURPOSE OF TRIP

	2012	2011
Visit friends	40%	39%
Sightseeing	19%	20%
Recreation	11%	9%
Business	11%	10%
Entertainment	9%	10%
Family affairs	7%	8%
Other	3%	3%

NIGHTS AWAY FROM HOME

	2012	2011
1	6%	7%
2	11%	12%
3	11%	11%
4	10%	10%
5	9%	9%
6	8%	8%
7	10%	10%
8+	36%	33%
Median Nights:	6.5	6.2

Table 10 – Comparison of the 2012 and 2011 Welcome Center Surveys (continued)

NIGHTS SPENT IN ARKANSAS

	2012	2011
1	30%	29%
2	20%	20%
3	15%	14%
4	11%	11%
5	6%	6%
6	7%	8%
7	4%	4%
8+	8%	8%
Median Nights:	3.0	2.9

VACATIONERS

2012 – 72%
2011 – 73%

TOP 10 ARKANSAS COUNTIES AS FINAL DESTINATION

	2012	2011
Pulaski	1	1
Garland	2	2
Fulton	3	4
Carroll	4	3
Benton	5	5
Washington	6	6
Baxter	7	*
Stone	8	8
Cleburne	9	*
Pike	10	7

AVERAGE TRIP DISTANCE

2012 – 630 miles
2011 – 605 miles

ACTIVITIES PARTICIPATED IN

	2012	2011
Sightseeing	85%	83%
Shopping	56%	54%
Attractions	48%	47%
Historic sites	26%	24%
Museums	19%	15%
Live performance	11%	10%
Hiking	10%	10%
Camping	8%	8%
Arts/crafts show	8%	8%
Fishing/hunting	8%	7%
Water sports	5%	5%
Birding	4%	5%
Antiques	4%	4%
Festivals	4%	3%
Golf	3%	2%
Sporting events	3%	2%
Racing	1%	1%
Other	17%	21%

AVERAGE EXPENDITURE PER TRIP

2012 – \$783
2011 – \$743

WHAT MOST INFLUENCED TRIP

	2012	2011
Shortest route	39%	41%
Previous visit	36%	34%
Friend/relative	11%	13%
Business	8%	7%
Advertisement	6%	5%

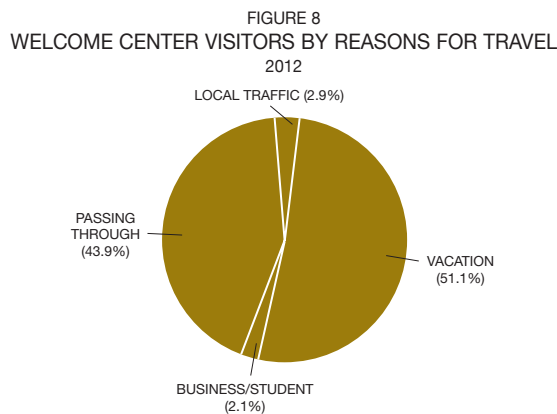
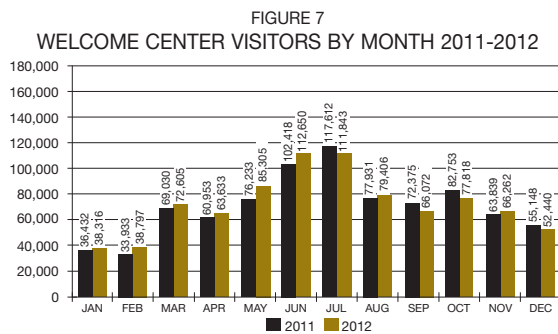
* Denotes less than 1 percent.

Note: Details may not add due to rounding.

Source: 2012 and 2011 Arkansas State Welcome Center Surveys.

WELCOME CENTER REGISTRATION SUMMARY

During 2012, a talented staff of about 45 travel consultants assisted 865,147 visitors at the 13 Arkansas State Welcome Centers. In addition to travel counseling, they collect a wealth of marketing and research data. *Figure 7* compares 2012 and 2011 visitor totals by month. Of those who stopped for assistance, 51% were on vacation, while 44% 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, Delta Byways and Northwest Arkansas.



United States visitors to Arkansas State Welcome Centers increased in 2012, while foreign visitation remained virtually unchanged from 2011 totals. The top five countries of origin and their percent of total foreign visitation are depicted in *Figure 9*. See *Table 17* for the complete breakdown of foreign visitors.

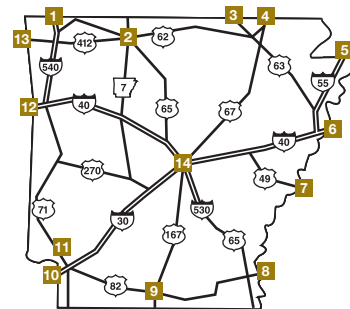
The 13 Centers are located near state borders along highway entry points. The Helena-West Helena and Red River locations are staffed by only two people and are open 8 a.m.-4 p.m. during the fall and winter, and 8 a.m.-5 p.m. in the spring and summer. All others are open 8 a.m.-5 p.m. in the fall and winter, and 8 a.m.-6 p.m. during the spring and summer. The busiest hours and the percent of travel parties registered were 11 a.m.-12 p.m. (13.3%), 10-11 a.m. (12.6%) and

12-1 p.m. (12.5%). For a complete breakdown of travel parties registered by hours of operation, see *Table 12*.

ARKANSAS STATE WELCOME CENTER LOCATIONS

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

A 14th Center is operated at the Department of Parks and Tourism Central Office at 1 Capitol Mall in Little Rock. Their primary function is to provide Arkansas travelers with information on scenic, historic and recreational



points of interest within the state, presenting the positive first impression of Arkansas that is so critical in persuading guests to stay longer and discover new attractions. In a new effort to increase the time visitors spend in Arkansas, the Tourism Division has initiated a Professional Travel Counselor Certification program. In order to obtain certification, travel consultants pass a rigorous examination on Arkansas attractions, history, geography, geology and map skills.

Arkansas State Welcome Centers are jointly operated by the Arkansas Department of Parks and Tourism and the Arkansas Highway and Transportation Department. See pages 50-51 for a detailed update on the rebuilding program currently in progress.

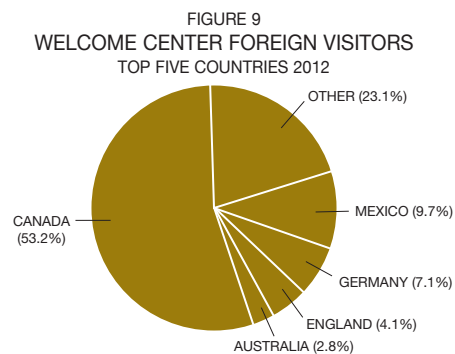


Table 11 – Welcome Center Summary Table 2012

Table 12 – Travel Parties Registered by Hours of Operation and Welcome Center 2012

	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	12,654	26,035	2.1	3,230,134	11,781	36,554
Blytheville	42,603	109,412	2.6	9,755,900	526,075	66,156
Corning	26,368	50,515	1.9	7,334,322	118,100	62,014
El Dorado	16,359	40,407	2.5	5,765,243	434,590	39,807
Harrison	30,473	73,056	2.4	10,768,390	334,890	78,501
Helena-West Helena	6,978	12,810	1.8	2,386,910	62,900	16,747
Lake Village	21,899	50,449	2.3	6,628,885	365,975	40,784
Mammoth Spring	31,177	82,471	2.6	5,273,971	16,075	51,593
Red River	7,283	15,024	2.1	2,001,449	52,264	17,214
Siloam Springs	7,287	15,147	2.1	1,073,868	12,738	14,256
Texarkana	85,075	196,528	2.3	31,370,690	1,046,925	189,630
Van Buren/Fort Smith	41,580	97,705	2.3	11,990,365	340,915	94,156
West Memphis	41,667	95,588	2.3	14,012,030	767,120	82,603
TOTALS	371,403	865,147	2.3	111,592,157	4,090,348	790,015

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	630	2,794	1,787	1,673	2,417	657	1,445	1,123	583	896	5,642	2,425	2,704	24,776
9 - 10 AM	1,232	4,395	2,625	2,195	3,616	812	1,814	2,301	718	927	8,399	3,886	4,084	37,004
10 - 11 AM	1,755	5,132	3,411	2,287	4,646	1,030	2,543	3,592	1,011	1,031	10,328	5,165	4,786	46,717
11 AM - 12 PM	1,881	5,150	3,642	1,984	4,825	1,076	2,841	4,448	973	1,076	10,741	5,750	5,180	49,567
12 - 1 PM	1,628	4,979	3,357	1,837	3,876	874	2,757	4,496	932	960	10,491	5,252	5,025	46,464
1 - 2 PM	1,552	5,180	3,075	1,555	3,241	810	2,808	4,266	889	773	9,900	4,892	4,909	43,850
2 - 3 PM	1,438	5,254	2,869	1,465	3,073	751	2,609	4,280	968	722	9,975	4,780	4,963	43,147
3 - 4 PM	1,261	4,764	2,531	1,373	2,707	747	2,602	3,543	930	553	9,595	4,476	4,771	39,853
4 - 5 PM	1,034	3,926	2,400	1,531	1,671	221	1,934	2,341	279	332	7,836	3,823	4,060	31,388
5 - 6 PM	243	1,029	671	459	401	-	546	787	-	17	2,168	1,131	1,185	8,637
TOTALS	12,654	42,603	26,368	16,359	30,473	6,978	21,899	31,177	7,283	7,287	85,075	41,580	41,667	371,403

Table 13 – Visitors by Reasons for Travel and Welcome Center 2012

Table 14 – Visitors by Destination in Arkansas by Region and Welcome Center 2012

REASON FOR TRAVEL	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Vacation	18,265	37,066	22,958	29,333	48,168	6,240	14,779	43,749	8,827	9,889	115,700	44,528	42,309	441,811
Passing Through	4,554	70,879	25,190	6,487	21,723	4,003	33,931	25,456	4,425	3,172	78,955	49,372	51,785	379,932
Local Traffic	2,171	493	810	2,013	1,176	696	721	12,687	712	1,346	603	1,219	539	25,186
Business/Student	1,045	974	1,557	2,574	1,989	1,871	1,018	579	1,060	740	1,270	2,586	955	18,218
TOTALS	26,035	109,412	50,515	40,407	73,056	12,810	50,449	82,471	15,024	15,147	196,528	97,705	95,588	865,147
REGIONAL TOURISM ASSOCIATION (LISTED BY RANK)	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
Heart of Arkansas	1,620	14,213	5,959	5,840	8,069	1,239	4,217	474	187	200	51,784	11,461	21,147	126,410
Diamond Lakes	1,684	6,835	2,504	6,917	5,141	849	2,211	502	1,262	184	37,458	3,274	7,671	76,492
Ozark Gateway	112	182	5,871	1,292	4,675	444	380	43,740	167	243	3,695	1,083	181	62,065
Arkansas Delta Byways	179	11,780	4,560	2,342	1,999	3,356	4,627	2,190	55	75	24,044	3,263	3,036	61,506
Northwest Arkansas	12,910	222	303	1,956	12,543	477	1,359	651	1,679	9,731	2,918	13,325	2,109	60,183
Ozark Mountain Region	559	95	804	1,935	22,060	303	607	1,505	207	1,014	6,006	2,317	484	37,896
Arkansas's Great Southwest	368	4,234	511	1,284	609	76	90	46	4,039	20	19,414	155	3,166	34,012
Western Arkansas' Mountain Frontier	2,206	592	162	1,445	927	230	391	84	2,685	267	851	8,798	2,916	21,554
Arkansas River Valley	731	488	591	1,482	3,006	327	888	235	433	101	3,691	5,671	1,957	19,601
Greers Ferry Lake/Little Red River	82	561	3,512	1,251	2,725	261	379	428	5	45	3,606	1,190	303	14,348
Arkansas' South	130	234	135	9,099	427	41	401	21	238	8	860	164	238	11,996
Arkansas' Land of Legends	146	301	150	1,871	499	184	843	73	3	5	1,249	551	338	6,213
TOTALS	20,727	39,737	25,062	36,714	62,680	7,787	16,393	49,949	10,960	11,893	155,576	51,252	43,546	532,276

Table 15 – Visitors by Destination in Arkansas by Park Visited and Welcome Center 2012

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	4	0	39	32	306	11	0	43,739	1	16	81	6	0	44,235
Crater of Diamonds	300	306	193	1,155	1,125	85	70	59	221	40	3,500	281	544	7,879
Petit Jean	80	33	96	638	720	48	153	89	81	20	1,385	722	150	4,215
Ozark Folk Center	12	6	202	366	1,553	130	74	228	71	119	1,054	298	6	4,119
DeGray Lake Resort	16	30	41	1,612	106	17	13	21	38	3	1,619	50	76	3,642
Mount Magazine	140	19	37	103	495	26	94	63	132	27	525	642	63	2,366
Bull Shoals-White River	10	0	22	399	764	2	4	137	11	122	238	35	10	1,754
Lake Ouachita	9	12	27	64	77	23	41	5	39	6	1,177	34	82	1,596
Historic Washington	16	0	2	124	12	3	2	8	132	0	1,186	7	0	1,492
Lake Catherine	5	45	24	436	51	18	35	0	4	0	777	36	39	1,470
Devil's Den	312	0	8	195	87	7	8	10	60	93	42	377	17	1,216
Mount Nebo	49	9	16	56	473	3	12	17	31	10	194	176	17	1,063
Lake Chicot	5	2	8	405	110	14	356	7	2	2	3	21	2	937
Lake Dardanelle	8	2	2	21	279	17	5	2	49	3	76	373	79	916
Queen Wilhelmina	24	0	0	402	44	0	0	3	214	0	68	7	0	762
Moro Bay	0	0	0	669	2	4	4	0	0	0	2	0	0	681
Arkansas Museum of Natural Resources	0	0	0	644	7	0	4	0	2	2	18	0	0	677
Village Creek	0	54	0	15	9	42	0	8	0	0	217	143	170	658
Pinnacle Mountain	4	0	11	347	36	5	16	8	4	2	35	21	6	495
Millwood	0	4	22	18	0	0	2	3	313	0	74	4	0	440
Hobbs	68	0	0	1	125	0	0	0	0	152	0	27	2	375
Lake Fort Smith	41	0	0	4	14	0	0	0	47	21	6	174	13	320
Daisy	0	11	2	2	29	1	2	7	95	0	147	5	6	307
Toltec Mounds	0	2	0	200	9	7	8	0	0	0	32	8	2	268
Withrow Springs	10	1	0	69	66	0	0	8	11	29	27	31	4	256
Prairie Grove Battlefield	67	0	0	0	62	0	0	0	11	42	0	63	3	248
Crowley's Ridge	2	8	26	94	45	14	4	21	0	0	21	4	4	243
Lake Charles	0	2	28	60	54	2	2	23	0	0	3	0	0	174
Mississippi River	0	2	2	4	11	125	3	0	0	0	5	6	0	158
Arkansas Post Museum	0	3	0	0	11	73	22	1	0	0	3	9	0	122
White Oak Lake	0	0	0	66	5	0	2	2	2	0	45	0	0	122
Cossatot River State Park- Natural Area	0	0	0	0	0	0	0	0	84	0	13	0	1	98
Parkin Archeological	0	14	0	0	1	47	0	0	0	0	23	5	2	92
Cane Creek	0	0	0	40	17	4	17	0	0	0	6	1	4	89
Davidsonville	0	0	40	2	25	0	0	20	0	2	0	0	0	89
Woolly Hollow	0	8	3	4	34	2	3	2	0	0	29	0	0	85
South Arkansas Arboretum	0	0	0	59	0	0	0	0	0	0	0	0	0	59
Jacksonport	0	0	21	0	5	2	1	5	0	0	23	0	0	57
Louisiana Purchase	0	0	0	0	0	46	4	0	0	0	1	0	0	51
Powhatan	0	0	2	12	17	0	0	8	0	0	6	0	0	45
Delta Heritage Trail	0	0	0	0	0	42	0	0	0	0	0	0	0	42
Hampson Archeological Museum	2	9	0	0	0	0	0	0	0	0	19	2	0	32
Lake Frierson	0	2	0	4	12	2	2	3	0	0	0	0	0	25
Lake Poinsett	0	3	6	0	2	2	0	5	0	0	6	0	0	24
Logoly	0	0	0	21	0	0	0	2	0	0	0	0	0	23
Poison Spring	0	0	0	5	1	0	0	0	0	0	6	0	0	12
Plantation Agriculture Museum	0	0	0	0	0	4	0	0	0	0	0	4	0	8
Lower White River Museum	0	0	0	0	0	2	0	0	0	0	0	4	0	6
Conway Cemetery	0	0	0	0	3	0	0	0	1	0	0	0	0	4
Jenkins' Ferry	0	0	0	0	0	0	0	0	0	0	4	0	0	4
Marks' Mills	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Herman Davis	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	1,184	587	880	8,348	6,804	830	963	44,514	1,656	711	12,698	3,576	1,302	84,053

Table 16 – Visitors by State and Welcome Center 2012

STATES (LISTED BY RANK)	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
TEXAS	1,525	8,844	3,245	2,099	5,614	550	768	1,674	3,224	1,026	105,038	16,966	15,364	165,937
ARKANSAS	4,604	4,553	18,496	10,176	27,117	4,975	20,313	24,957	5,978	2,128	21,991	11,297	7,099	163,684
MISSOURI	7,220	22,083	12,824	682	12,350	329	1,194	30,866	537	323	3,586	1,120	1,545	94,659
OKLAHOMA	1,246	331	165	689	2,679	372	1,619	676	755	9,981	732	30,808	4,178	54,231
LOUISIANA	653	3,069	495	19,703	3,157	182	5,875	1,156	2,699	38	9,270	560	1,060	47,917
ILLINOIS	626	24,514	7,165	182	1,707	170	191	1,594	63	102	6,321	576	3,313	46,524
TENNESSEE	189	4,680	314	414	1,507	606	404	4,426	64	55	7,781	3,793	9,554	33,787
MISSISSIPPI	148	4,616	154	1,992	1,747	2,890	12,383	3,613	95	30	1,376	1,368	2,332	32,744
MICHIGAN	282	5,705	1,176	164	801	104	142	466	58	38	5,048	568	3,285	17,837
INDIANA	169	6,685	1,566	88	592	84	62	524	18	22	4,253	346	2,570	16,979
FLORIDA	357	1,686	269	518	1,388	343	2,230	1,431	145	75	1,232	2,053	3,207	14,934
ALABAMA	125	1,015	87	638	1,231	354	1,512	1,705	41	36	1,155	1,846	4,397	14,142
OHIO	183	1,555	514	515	386	74	94	204	19	21	4,581	799	3,732	12,677
KANSAS	3,031	464	75	326	1,782	122	592	2,574	166	220	268	2,338	604	12,562
KENTUCKY	61	3,473	554	175	232	76	72	392	3	28	3,371	653	2,759	11,849
WISCONSIN	357	4,088	1,357	119	926	83	136	586	78	65	1,478	285	941	10,499
GEORGIA	128	464	121	406	917	287	323	789	51	35	707	2,243	3,666	10,137
CALIFORNIA	253	514	176	97	742	97	197	432	69	120	1,305	3,879	1,914	9,795
IOWA	1,390	2,788	363	108	1,718	83	162	719	227	62	579	342	219	8,760
NORTH CAROLINA	61	248	92	78	303	104	96	249	13	40	1,396	1,958	3,662	8,300
MINNESOTA	1,005	2,142	120	85	1,272	91	276	464	213	46	574	308	281	6,877
VIRGINIA	72	202	45	68	218	38	63	103	21	29	1,533	1,058	3,203	6,653
PENNSYLVANIA	82	369	111	74	220	50	55	147	27	23	1,785	680	2,176	5,799
ARIZONA	106	281	101	37	313	31	63	179	22	69	940	1,972	1,093	5,207
COLORADO	241	196	63	137	458	57	274	310	60	138	325	1,767	547	4,573
NEW YORK	83	349	95	33	202	37	88	99	11	34	1,264	566	1,665	4,526
SOUTH CAROLINA	53	154	42	119	299	78	68	162	4	22	366	831	1,540	3,738
NEBRASKA	715	467	51	11	535	23	130	395	99	27	165	133	156	2,907
NEW MEXICO	21	117	38	64	125	26	45	70	16	62	409	1,270	560	2,823
MARYLAND	21	114	27	8	82	14	12	42	7	8	658	353	983	2,329
WASHINGTON	89	135	59	51	241	44	83	150	13	25	283	445	331	1,949
WEST VIRGINIA	17	136	36	46	73	3	9	58	2	2	662	190	653	1,887
NEW JERSEY	31	126	30	12	82	11	24	29	0	13	383	299	677	1,717
NEVADA	33	89	27	12	96	2	32	19	10	7	108	554	263	1,252
OREGON	63	87	30	46	157	23	52	73	22	28	163	236	258	1,238
SOUTH DAKOTA	171	177	20	98	251	16	40	82	20	14	132	78	76	1,175
MASSACHUSETTS	25	55	17	25	73	9	19	16	3	11	244	202	388	1,087
CONNECTICUT	9	47	7	12	46	7	19	20	1	4	209	143	362	886
UTAH	33	55	19	26	48	13	39	53	3	16	75	224	136	740
IDAHO	55	46	36	11	38	8	42	61	7	3	74	120	109	610
MAINE	6	43	4	3	34	2	12	56	0	0	93	120	225	598
NORTH DAKOTA	85	117	9	10	117	5	26	46	21	4	40	65	33	578

Table 16 – Visitors by State and Welcome Center 2012 (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	33	49	12	34	78	6	45	144	8	9	35	76	42	571
NEW HAMPSHIRE	6	15	4	0	10	9	14	8	6	3	107	129	207	518
MONTANA	40	58	30	43	72	10	20	64	8	6	24	95	44	514
ALASKA	33	41	10	6	62	12	45	41	15	4	99	50	56	474
VERMONT	9	23	4	32	34	11	10	8	1	4	57	61	185	439
DELAWARE	10	12	16	6	17	2	9	12	2	2	102	74	165	429
DISTRICT OF COLUMBIA	1	14	2	0	20	5	8	8	2	3	65	55	238	421
HAWAII	2	24	4	2	28	0	1	16	1	0	51	49	77	255
RHODE ISLAND	5	13	3	0	7	8	0	9	0	2	45	25	103	220
TOTALS	25,763	107,128	50,280	40,280	72,204	12,536	49,988	81,977	14,928	15,063	192,538	96,026	92,233	850,944

Table 17 – Foreign Visitors by Country and Welcome Center 2012

FOREIGN COUNTRIES	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
AFRICA														
AFRICA OTHER	3	16	2	0	5	2	2	11	0	0	17	30	13	101
EGYPT	0	0	0	1	2	0	0	4	0	0	0	0	4	11
AMERICAN POSSESSIONS & TERRITORIES														
AMERICAN POSSESSIONS OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GUAM	2	6	0	0	3	0	9	0	0	0	7	13	21	61
PHILIPPINES	1	3	0	0	0	0	0	4	2	0	11	10	9	40
PUERTO RICO	2	0	0	0	6	0	0	5	0	0	12	25	28	78
VIRGIN ISLANDS	0	1	0	0	4	0	2	0	0	0	0	6	2	15
ASIA														
ASIA OTHER	0	16	0	0	6	0	5	17	4	0	9	13	0	70
CHINA	4	12	9	0	10	4	11	8	4	0	13	21	27	123
INDIA	2	3	0	0	9	0	10	8	0	0	5	0	4	41
INDONESIA	0	6	0	0	2	0	0	0	0	0	2	0	0	10
JAPAN	0	18	8	11	15	0	0	2	0	0	13	41	38	146
KOREA	2	6	0	0	4	0	0	0	0	0	21	14	72	119
MALAYSIA	0	5	0	0	0	0	2	0	0	0	6	0	10	23
PAKISTAN	0	0	0	0	0	0	2	0	0	0	0	0	0	2
THAILAND	1	4	0	0	4	0	0	2	0	0	13	7	9	40
TURKEY	0	3	0	0	6	0	2	0	0	0	3	2	3	19
CANADIAN PROVINCES														
ALBERTA	21	75	3	3	51	3	11	0	2	8	33	33	49	292
BRITISH COLUMBIA	8	40	6	0	54	24	16	3	0	4	22	42	78	297
CANADA OTHER	1	6	0	15	0	0	0	123	3	13	6	4	68	239
MANITOBA	49	107	10	2	69	7	30	4	2	2	64	5	23	374
NEW BRUNSWICK	2	5	0	0	5	3	4	0	0	0	32	12	65	128
NEWFOUNDLAND	0	2	0	0	1	0	0	0	0	0	6	6	8	23
NOVA SCOTIA	2	7	0	0	6	4	4	2	0	0	30	13	36	104
ONTARIO	41	1,090	115	12	187	40	53	2	10	13	1,746	330	1,219	4,858
PRINCE EDWARD ISLAND	0	2	2	0	2	1	0	0	0	0	7	10	8	32
QUEBEC	3	120	11	2	23	3	11	0	2	2	425	195	274	1,071
SASKATCHEWAN	12	68	3	0	25	0	10	2	1	0	7	3	14	145

Table 17 – Foreign Visitors by Country and Welcome Center 2012 (continued)

FOREIGN COUNTRIES	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
CENTRAL AMERICA														
BAHAMAS	0	2	0	0	0	0	0	0	0	0	0	0	3	5
BELIZE	0	4	0	2	2	0	7	2	0	0	4	0	25	46
BERMUDA	0	0	0	0	0	0	0	0	0	0	1	0	0	1
CENTRAL AMERICA														
OTHER	0	5	0	0	5	0	6	0	0	0	0	6	0	22
COSTA RICA	0	0	0	0	0	0	0	2	0	0	6	3	0	11
CUBA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GUATEMALA	2	7	0	0	1	0	0	0	0	0	0	0	0	10
HONDURAS	4	4	0	3	5	0	0	2	0	0	3	3	4	28
JAMAICA	0	0	0	0	0	0	4	0	0	0	0	9	0	13
PANAMA	3	0	0	0	0	0	0	0	0	0	0	5	0	8
WEST INDIES	0	0	0	0	0	0	0	2	0	0	0	0	0	2
EUROPE														
AUSTRIA	0	3	12	8	2	2	8	18	0	2	85	15	152	307
BELGIUM	0	13	0	4	6	1	5	0	0	0	0	3	0	32
BULGARIA	0	3	0	0	0	0	0	0	0	0	4	0	0	7
CZECH REPUBLIC	0	2	0	0	2	0	2	9	0	0	6	16	4	41
DENMARK	0	10	5	0	3	7	8	0	2	0	20	16	30	101
ENGLAND	18	72	8	19	68	23	9	29	7	10	99	83	137	582
EUROPE OTHER	0	2	0	2	0	1	8	5	2	3	20	20	11	74
FINLAND	0	3	0	0	2	6	0	4	1	0	7	0	8	31
FRANCE	0	52	2	0	11	13	11	12	2	5	41	31	49	229
GERMANY	49	104	9	21	86	29	54	61	11	7	192	135	249	1,007
HUNGARY	0	2	0	0	0	0	4	0	0	0	2	9	0	17
ICELAND	0	0	0	0	0	0	0	2	0	0	0	2	1	5
IRELAND	0	7	0	0	8	2	12	0	0	1	1	9	11	51
ITALY	2	21	0	0	8	0	5	12	2	5	31	12	29	127
LUXEMBOURG	0	0	0	0	0	0	0	1	0	0	0	0	2	3
NETHERLANDS	11	25	0	2	30	17	7	17	2	0	56	32	67	266
NORWAY	4	6	0	0	7	6	12	4	0	0	0	8	20	67
POLAND	2	19	2	0	0	1	2	2	0	0	22	4	13	67
PORTUGAL	0	0	0	0	0	0	0	2	0	0	0	2	0	4
RUSSIA	0	6	0	0	5	2	4	6	0	0	13	9	22	67
SCOTLAND	0	12	0	0	3	2	9	2	0	0	8	18	6	60
SLOVAKIA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SPAIN	0	4	0	0	0	6	6	11	0	0	5	19	10	61
SWEDEN	1	6	0	7	8	8	2	2	0	0	28	11	35	108
SWITZERLAND	0	33	2	0	9	8	25	2	4	0	7	5	35	130
WALES	2	0	0	0	0	0	0	0	0	0	2	2	2	8

Table 17 – Foreign Visitors by Country and Welcome Center 2012 (continued)

FOREIGN COUNTRIES	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXARKANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
MEXICO	0	115	20	9	5	5	11	24	26	0	683	204	276	1,378
NEAR & MIDDLE EAST														
IRAN	0	0	0	0	0	0	0	0	0	0	0	0	2	2
ISRAEL	2	2	0	0	0	2	2	0	2	1	6	5	10	32
NEAR & MIDDLE EAST OTHER														
SAUDI ARABIA	0	0	0	0	0	0	2	0	0	0	0	1	0	3
	0	0	0	0	5	0	2	0	0	0	4	0	0	11
OCEANIA														
AUSTRALIA	10	89	3	2	38	23	15	39	5	2	78	96	0	400
NEW ZEALAND	4	8	2	0	6	8	14	4	0	2	12	12	28	100
OCEANIA OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SOUTH AMERICA														
ARGENTINA	0	0	0	0	11	2	3	0	0	0	1	6	2	25
BOLIVIA	0	0	0	0	0	3	0	0	0	0	0	0	0	3
BRAZIL	2	7	0	2	4	6	11	14	0	0	14	17	8	85
CHILE	0	2	0	0	0	0	0	0	0	0	0	0	0	2
PERU	0	1	0	0	0	0	0	0	0	0	9	0	2	12
SOUTH AMERICA OTHER														
OTHER	0	9	0	0	14	0	0	7	0	0	7	16	17	70
VENEZUELA	0	3	1	0	0	0	6	0	0	4	3	0	3	20
TOTALS	272	2,284	235	127	853	274	460	494	96	84	3,990	1,679	3,355	14,203