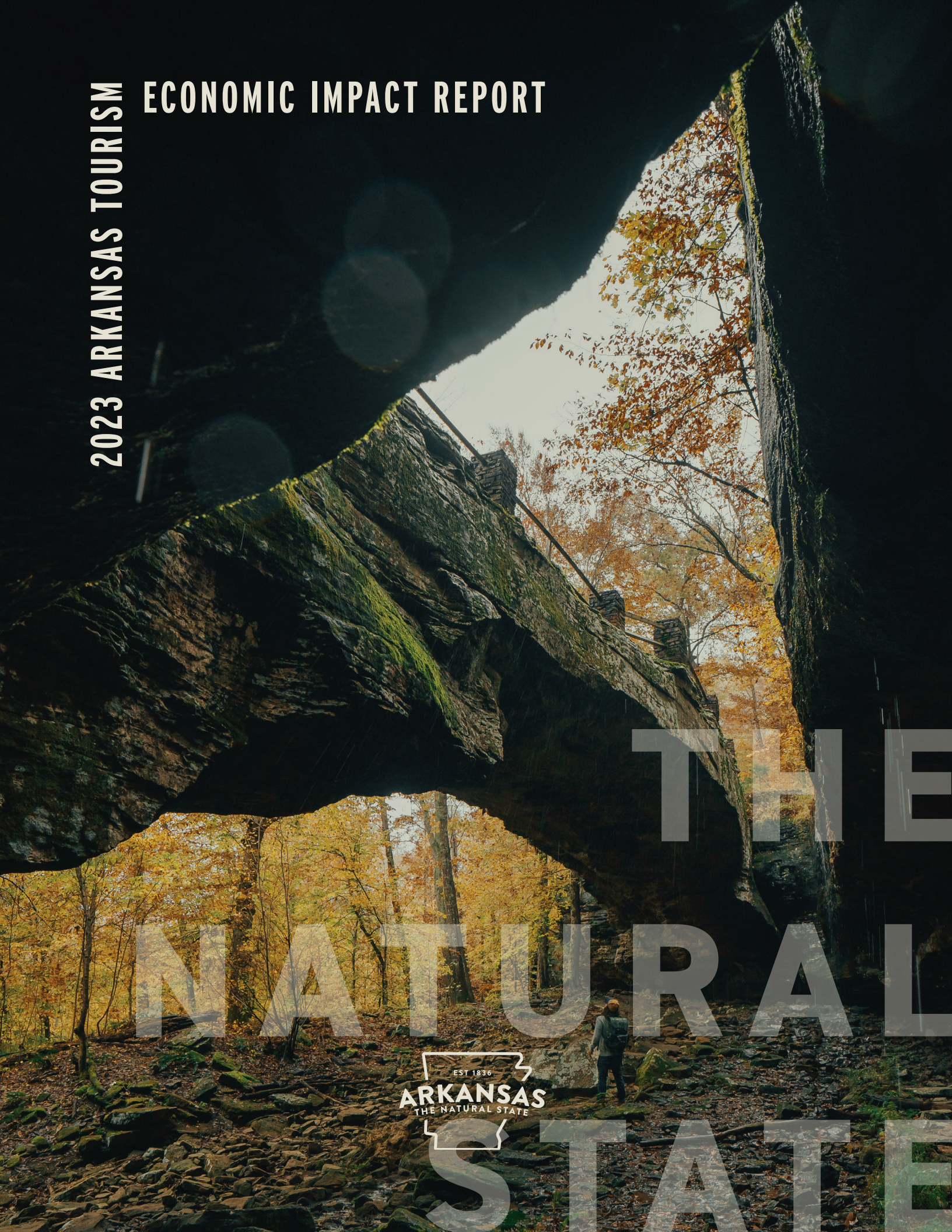


2023 ARKANSAS TOURISM

# ECONOMIC IMPACT REPORT



THE  
NATURAL



STATE



# ARKANSAS TOURISM IS THRIVING.



As I near the completion of my first year as Director of Arkansas Tourism, I couldn't be more proud of all our state has achieved. In 2023, we made significant strides in defining The Natural State brand, positioning Arkansas as a premier location for outdoor adventure and unique travel experiences.

Our reach expanded into 15 new markets while maintaining strong support in key drive markets. We also extended our in-market messaging beyond the traditional spring/summer and fall/winter campaigns, ensuring that Arkansas was on travelers' minds year-round. These efforts have not only bolstered our competitive presence in the travel and tourism industry but have also helped us welcome more visitors to experience the beauty and charm of our state in every season — all 365 days of the year.



Looking ahead to 2024, we aim to continue growing our 2% tourism tax revenue, refining our market expansion strategy and further elevating The Natural State brand. We also plan to expand our influencer brand partnership programs to increase visibility, drive visitation year round, and strengthen our connection to target audiences.

Thank you for your tireless efforts and unwavering commitment to making The Natural State a top-notch tourism destination. I look forward to building on this momentum alongside you.

*Dalaney Thomas*

Dalaney Thomas  
Director  
Arkansas Tourism





As we look back at our economic impact in 2023, I am filled with immense pride in what we've accomplished together. The numbers are remarkable, with Arkansas continuing to shine as a top destination for travelers across the country and beyond. Your dedication and innovation have played a critical role in this success.

One of the most impressive milestones was our record-breaking visitation, with 50.7 million visitors in 2023 — a 17.1% increase year-over-year. This growth shows the undeniable impact of your hard work and our collective efforts to make Arkansas a world-class destination. Additionally, our 2% tourism tax revenue continued to soar, with each month of 2023 setting new records and total collections reaching \$25.8 million, a 5% increase over 2022. And these are just a few of our successes — I invite you to take a deep dive into all the impacts in the full report.

Our team at the Arkansas Department of Parks, Heritage and Tourism works tirelessly to implement the goals set forth by Governor Sarah Huckabee Sanders within The Natural State Initiative, and we are fortunate to have such strong and active support from the leader of the state.

The Natural State is blessed with some of the most beautiful landscapes on earth, which offer prime opportunities to experience the outdoors. Arkansas' private industry partners help make these opportunities a reality for guests from across the globe. And let's not forget our Arkansas State Parks, which are truly some of the best in the nation and free to enter.

As we move ahead, your continued support and collaboration will be crucial to sustain our growth and success. Together, we have laid the foundation for an exciting future for our state.

Shea Lewis  
Secretary of the Arkansas Department  
of Parks, Heritage and Tourism





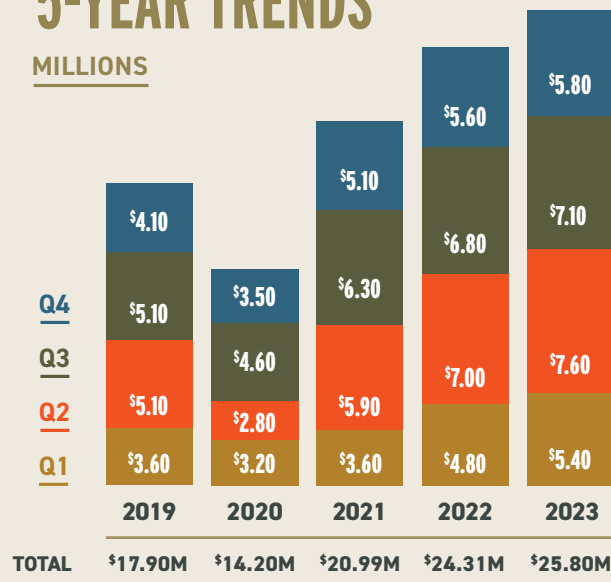
## 2023 2% TAX COLLECTIONS



The 2% tax revenue provides funding for the Arkansas Tourism marketing budget. When a traveler visits the state, they pay 2% tax on lodging and attractions. The 2% tax revenue is then used to advertise to potential visitors both in and out of state.

## 5-YEAR TRENDS

MILLIONS



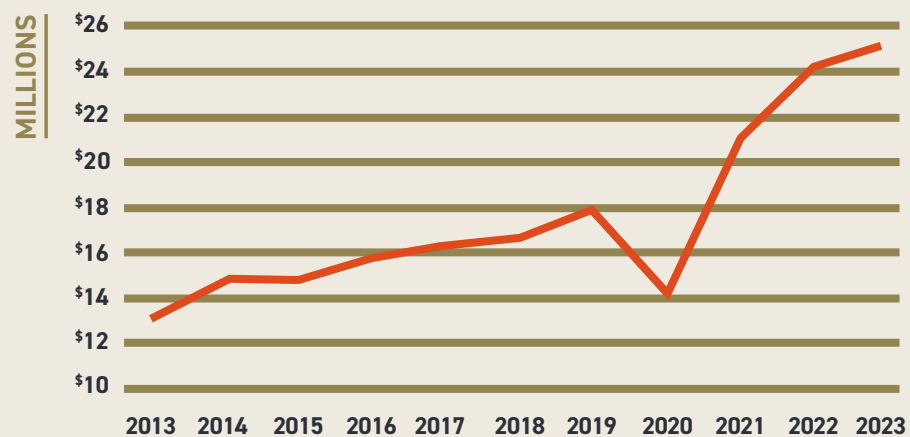
Source: Arkansas Department of Finance and Administration

Note: Totals listed are for calendar years and may not sum due to rounding.





## 10-YEAR SNAPSHOT



Source: Arkansas Department of Finance and Administration



## STATE TOURISM ECONOMIC IMPACT

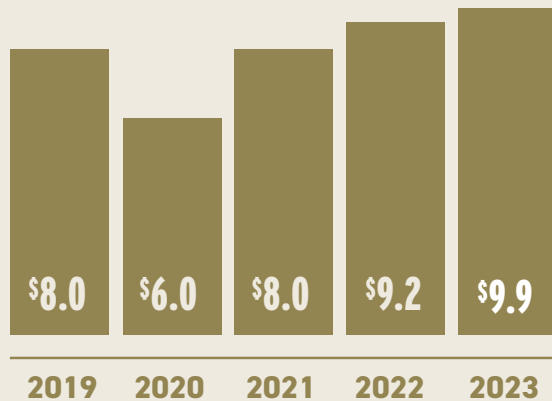


**\$9.9B**

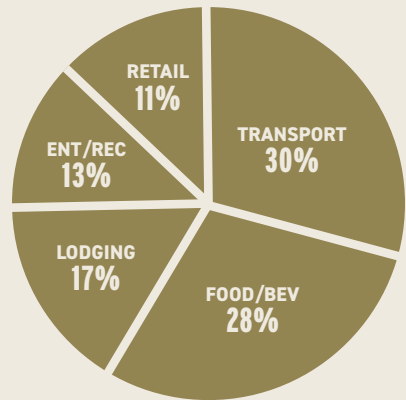
TOTAL VISITOR SPENDING

**7.5%** INCREASE  
OVER 2022

### VISITOR SPENDING TRENDS BILLIONS



### SPENDING DETAILS



### VISITOR SPENDING GENERATED

**\$574M STATE TAX**

7.1% INCREASE OVER 2022

**\$232M LOCAL TAX**

6.9% INCREASE OVER 2022

**\$911**

amount every  
Arkansas  
household would  
have to pay in  
additional taxes  
to replace state  
and local taxes  
paid by visitors

### THE TOURISM INDUSTRY SUPPORTED



**70,026 JOBS**

2.8% INCREASE OVER 2022



**\$2.2B INCOME**

5.7% INCREASE OVER 2022

Source: Tourism Economics











# ARKANSAS VISITOR VOLUME



**50.7M VISITORS**

**17.1% INCREASE OVER 2022**

## LEISURE VISITORS

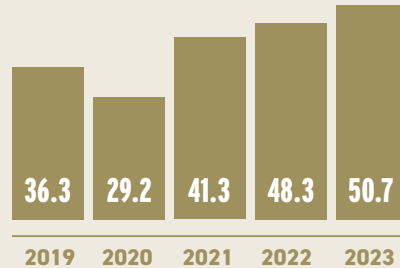


**36.4M**

**14.4% INCREASE OVER 2022**

*Source: D.K. Shifflet & Associates*

## VISITOR HISTORY MILLIONS



## OVERNIGHT VISITORS

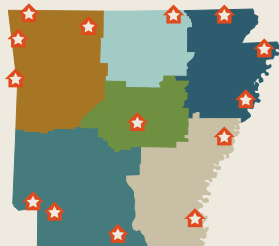


**16.2M**

**4.1% DECREASE FROM 2022**

## NATIONAL PARK SERVICE SITES

Hot Springs National Park  
Buffalo National River  
Little Rock Central High School  
National Historic Site  
Arkansas Post National Memorial  
Pea Ridge National Military Park  
President William J. Clinton Birthplace  
Home National Historic Site

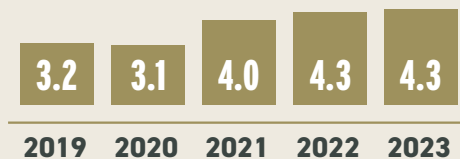


## WELCOME CENTER VISITS

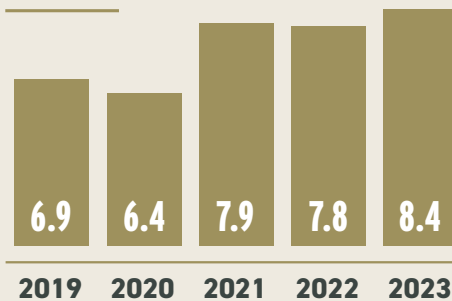
**1,189,904**

**5.6% INCREASE OVER 2022**

## NATIONAL PARK SITE VISITS MILLIONS



## STATE PARKS VISITS MILLIONS



*Sources: D.K. Shifflet & Associates, Tourism Economics, Arkansas Department of Parks, Heritage and Tourism*



## TAKING THE NATURAL STATE TO A NATIONAL STAGE



**FEEDER MARKETS**

**EXPANSION MARKETS**











# ARKANSAS TOURISM MARKETING IMPACT

## TOURISM AUDIENCE SEGMENTS



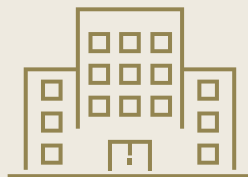
TRAVEL & LIFESTYLE



OUTDOOR ENTHUSIASTS



HUNTING & FISHING



## ADVERTISING IMPACT

DIGITAL ADVERTISING CONTRIBUTED TO THE FOLLOWING RESULTS

**4.6M**

HOTEL SEARCHES

**311K**

HOTEL BOOKINGS

**\$68.1M**

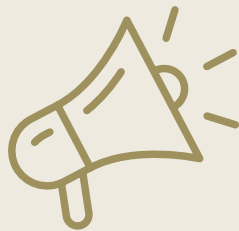
HOTEL REVENUE

*Source: Adara Travel Insights Platform is an industry-leading attribution dashboard that measures hotel and flight searches, bookings, and revenue generated from Arkansas Tourism digital ads. Adara Data shown is enriched with a predictive model to represent 100% market visibility.*



# ARKANSAS TOURISM MARKETING IMPACT

## PUBLIC RELATIONS



**156M**

IMPRESSIONS

**633M**

POTENTIAL AUDIENCE REACH

**3,955**

EARNED MEDIA PLACEMENTS

**\$7.6M**

AD VALUE

## WEBSITE

**6.8M SESSIONS**

30% INCREASE FROM 2022

## TOP 10 OUT-OF-STATE MARKETS

Texas	California
Illinois	Louisiana
Missouri	Kansas
Oklahoma	Mississippi
Tennessee	Iowa

## PUBLICATIONS



2023 ARKANSAS TRAVEL GUIDE COVER

**95,000**

TOTAL ORDERS

**55,000**

DIGITAL VIEWS

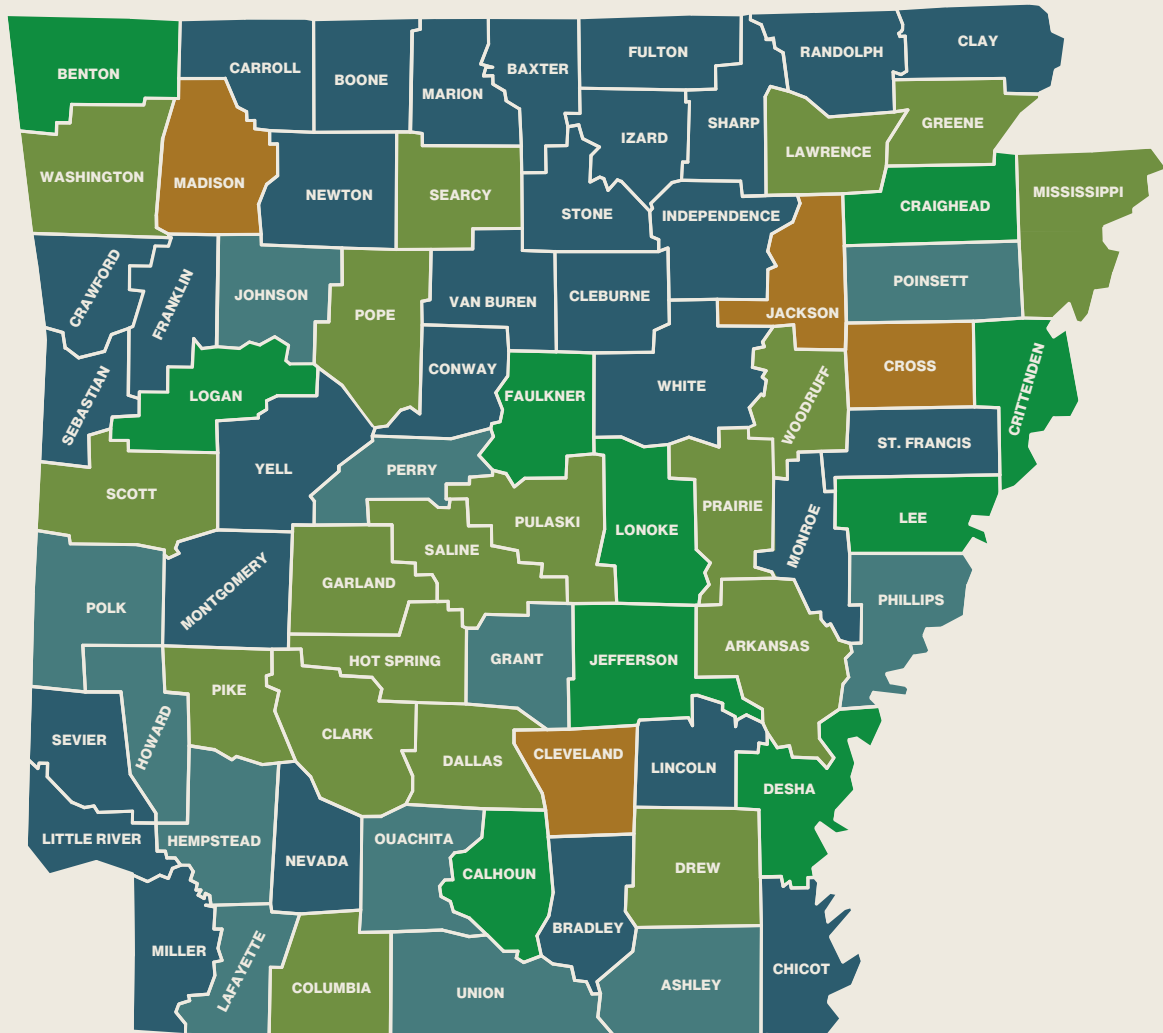




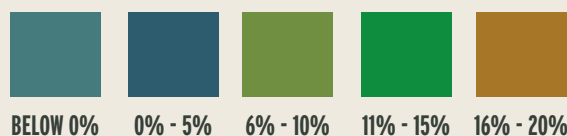


# 2023 COUNTY IMPACT

TRAVEL IMPACT DATA BY COUNTY | COUNTIES LISTED IN ALPHABETICAL ORDER  
ALL DATA IS TRAVEL GENERATED



## VISITOR SPENDING PERCENT CHANGE BY COUNTY





COUNTY	EMPLOYMENT	LABOR INCOME (Millions)	STATE TAXES (Millions)	LOCAL TAXES (Millions)	VISITOR SPENDING (Millions)
ARKANSAS	378	\$11.4	\$4.1	\$1.7	\$62.7
ASHLEY	262	\$7.3	\$2.2	\$0.8	\$36.3
BAXTER	1,505	\$46.2	\$13.2	\$4.5	\$210.1
BENTON	8,858	\$255.6	\$81.1	\$36.0	\$1,156.1
BOONE	720	\$18.7	\$5.4	\$1.9	\$83.2
BRADLEY	81	\$2.9	\$1.1	\$0.5	\$15.9
CALHOUN	14	\$0.6	\$0.4	\$0.2	\$5.3
CARROLL	3,278	\$82.1	\$22.3	\$6.9	\$335.7
CHICOT	142	\$4.6	\$1.2	\$0.5	\$18.2
CLARK	666	\$20.3	\$6.2	\$1.8	\$94.9
CLAY	72	\$2.2	\$0.8	\$0.4	\$12.2
CLEBURNE	918	\$26.8	\$8.2	\$4.4	\$126.1
CLEVELAND	19	\$0.6	\$0.2	\$0.1	\$3.6
COLUMBIA	396	\$10.8	\$3.3	\$1.2	\$50.2
CONWAY	293	\$8.6	\$2.7	\$1.1	\$41.2
CRAIGHEAD	2,396	\$67.2	\$20.2	\$5.9	\$313.5
CRAWFORD	672	\$19.8	\$6.7	\$2.1	\$101.5
CRITTENDEN	2,368	\$66.3	\$20.3	\$6.9	\$308.1
CROSS	116	\$3.5	\$1.1	\$0.4	\$15.7
DALLAS	113	\$3.5	\$1.3	\$0.6	\$19.2
DESHA	209	\$5.2	\$1.6	\$0.6	\$23.8
DREW	389	\$11.0	\$3.1	\$1.0	\$46.8
FAULKNER	1,808	\$52.9	\$15.4	\$4.6	\$239.1
FRANKLIN	241	\$7.4	\$2.3	\$0.9	\$34.8
FULTON	187	\$5.3	\$1.6	\$0.7	\$24.5
GARLAND	7,024	\$189.2	\$54.7	\$22.9	\$903.2
GRANT	62	\$1.6	\$0.7	\$0.3	\$11.4
GREENE	348	\$10.2	\$2.9	\$1.2	\$44.2
HEMPSTEAD	458	\$13.5	\$3.7	\$1.7	\$56.9
HOT SPRING	275	\$8.3	\$3.0	\$1.3	\$45.4
HOWARD	60	\$2.2	\$1.0	\$0.4	\$15.5
INDEPENDENCE	661	\$17.9	\$5.0	\$1.7	\$79.5
IZARD	111	\$3.4	\$1.3	\$0.6	\$19.5
JACKSON	158	\$4.5	\$1.7	\$0.5	\$25.7
JEFFERSON	1,199	\$35.7	\$9.2	\$3.6	\$156.0
JOHNSON	298	\$9.1	\$2.4	\$0.9	\$37.5
LAFAYETTE	68	\$2.0	\$0.8	\$0.5	\$13.0
LAWRENCE	151	\$4.4	\$1.5	\$0.6	\$23.5
LEE	30	\$0.8	\$0.3	\$0.1	\$4.1
LINCOLN	30	\$1.1	\$0.4	\$0.2	\$6.5
LITTLE RIVER	108	\$3.1	\$1.2	\$0.6	\$17.2
LOGAN	116	\$3.6	\$1.1	\$0.6	\$16.5

Source: Tourism Economics Totals may not sum due to rounding.



# 2023 COUNTY IMPACT

TRAVEL IMPACT DATA BY COUNTY | COUNTIES LISTED IN ALPHABETICAL ORDER  
ALL DATA IS TRAVEL GENERATED

COUNTY	EMPLOYMENT	LABOR INCOME (Millions)	STATE TAXES (Millions)	LOCAL TAXES (Millions)	VISITOR SPENDING (Millions)
LONOKE	564	\$17.7	\$5.8	\$1.8	\$92.2
MADISON	81	\$2.8	\$1.1	\$0.6	\$17.3
MARION	366	\$10.9	\$2.8	\$1.2	\$42.1
MILLER	924	\$30.2	\$7.3	\$2.5	\$146.7
MISSISSIPPI	1,310	\$37.5	\$10.1	\$3.8	\$156.5
MONROE	193	\$5.8	\$1.8	\$0.7	\$26.9
MONTGOMERY	392	\$11.1	\$4.0	\$2.2	\$63.1
NEVADA	126	\$5.4	\$1.2	\$0.4	\$25.1
NEWTON	415	\$11.7	\$3.0	\$1.3	\$46.1
OUACHITA	399	\$11.4	\$3.4	\$1.1	\$52.8
PERRY	42	\$1.5	\$0.6	\$0.4	\$9.2
PHILLIPS	210	\$5.7	\$1.8	\$0.8	\$26.2
PIKE	365	\$10.0	\$2.7	\$1.1	\$40.7
POINSETT	82	\$2.4	\$1.2	\$0.4	\$17.3
POLK	340	\$9.2	\$3.0	\$1.1	\$46.9
POPE	1,026	\$30.0	\$7.5	\$2.6	\$163.1
PRAIRIE	91	\$2.5	\$0.9	\$0.4	\$13.3
PULASKI	12,003	\$474.5	\$89.3	\$45.9	\$2,122.9
RANDOLPH	120	\$3.5	\$1.5	\$0.7	\$22.2
SAINT FRANCIS	606	\$19.4	\$6.3	\$2.3	\$100.5
SALINE	1,161	\$32.9	\$9.8	\$3.4	\$150.4
SCOTT	78	\$2.2	\$0.6	\$0.3	\$10.4
SEARCY	120	\$3.8	\$1.2	\$0.5	\$17.5
SEBASTIAN	2,284	\$80.3	\$15.9	\$6.1	\$418.9
SEVIER	131	\$3.6	\$1.2	\$0.5	\$20.1
SHARP	226	\$6.8	\$2.3	\$1.1	\$36.6
STONE	447	\$13.1	\$3.5	\$1.4	\$56.9
UNION	759	\$18.4	\$7.0	\$2.5	\$131.7
VAN BUREN	442	\$12.5	\$4.1	\$2.1	\$61.0
WASHINGTON	6,381	\$215.2	\$46.1	\$15.7	\$768.5
WHITE	969	\$26.3	\$8.9	\$2.8	\$140.7
WOODRUFF	28	\$0.8	\$0.4	\$0.2	\$5.5
YELL	84	\$2.5	\$1.0	\$0.5	\$15.5
ARKANSAS, TOTAL	70,026	\$2,172.5	\$574.0	\$231.5	\$9,919.3

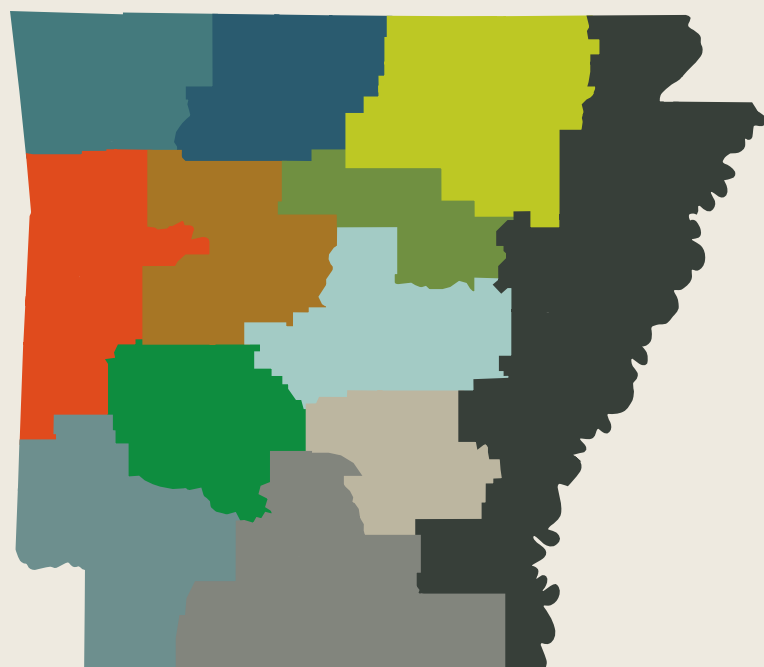
Source: Tourism Economics

Totals may not sum due to rounding.



# 2023 REGIONAL IMPACT

TRAVEL IMPACT DATA BY REGION | REGIONS LISTED IN ALPHABETICAL ORDER  
ALL DATA IS TRAVEL GENERATED



- ARKANSAS DELTA BYWAYS
- ARKANSAS GREAT SOUTHWEST
- ARKANSAS' LAND OF LEGENDS
- ARKANSAS RIVER VALLEY TRI-PEAKS
- ARKANSAS' SOUTH
- DIAMOND LAKES
- GREERS FERRY LAKE/LITTLE RED RIVER
- HEART OF ARKANSAS
- NORTHWEST ARKANSAS
- OZARK GATEWAY
- OZARK MOUNTAIN REGION
- WESTERN ARKANSAS' MOUNTAIN FRONTIER

REGION	EMPLOYMENT	LABOR INCOME (Millions)	STATE TAXES (Millions)	LOCAL TAXES (Millions)	VISITOR SPENDING (Millions)
ARKANSAS DELTA BYWAYS	8,850	\$253.1	\$76.6	\$26.5	\$1,176.9
ARKANSAS GREAT SOUTHWEST	1,876	\$60.0	\$16.4	\$6.6	\$294.5
ARKANSAS' LAND OF LEGENDS	1,310	\$39.0	\$10.6	\$4.2	\$177.5
ARKANSAS RIVER VALLEY TRI-PEAKS	1,860	\$55.2	\$15.3	\$6.1	\$283.0
ARKANSAS' SOUTH	2,024	\$55.0	\$18.6	\$7.0	\$311.4
DIAMOND LAKES	8,723	\$238.7	\$70.5	\$29.2	\$1,147.3
GREERS FERRY LAKE/LITTLE RED RIVER	2,356	\$66.5	\$21.6	\$9.4	\$333.3
HEART OF ARKANSAS	15,627	\$580.4	\$121.2	\$56.0	\$2,617.8
NORTHWEST ARKANSAS	18,598	\$555.7	\$150.6	\$59.2	\$2,277.7
OZARK GATEWAY	2,062	\$58.8	\$18.4	\$7.4	\$288.6
OZARK MOUNTAIN REGION	3,126	\$91.2	\$25.5	\$9.4	\$399.0
WESTERN ARKANSAS' MOUNTAIN FRONTIER	3,730	\$122.5	\$29.6	\$11.1	\$628.8
<b>ARKANSAS, TOTAL</b>	<b>70,026</b>	<b>\$2,172.5</b>	<b>\$574.0</b>	<b>\$231.5</b>	<b>\$9,919.3</b>

Source: Tourism Economics Totals may not sum due to rounding. | Totals may not sum due to Logan County split between two regions.



# THE NATURAL STATE

