

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 2011. Travel expenditures increased from \$5,453,192,978 in 2010 to \$5,687,680,276 in 2011 (4.3%). The number of visitors increased from 22,770,435 to 23,020,909 (1.1%). Visitation data from 1997 forward have 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 2011 Spring Advertising Campaign

Travel expenditures per travel party and length of stay in Arkansas were \$392.93 and 3.0 nights, respectively. Financial was cited most often as the reason for not traveling Arkansas in 2011. Regardless of whether or not they made a trip, 74% of survey respondents plan to visit Arkansas within the next 12 months.

The Internet Conversion Study

Seventy-three 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) Arkansas, (4) Oklahoma and (5) Illinois.

The Welcome Center Registration Summary

A total of 848,657 tourists requested assistance from travel consultants during 2011. Tourists' "Reasons for Travel" were as follows: Vacation (49.5%), Passing Through (45.1%), Local Traffic (3.1%) and Business/Student (2.3%). Tourists stopping at the State Welcome Centers traveled an estimated 110,503,720 miles on Arkansas roads and spent 783,025 travel days in the state during 2011.

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 2011 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 2011 spring mail survey consisted of a sample of 6,500 people.

The Internet Conversion Study

Conversion study data for website inquiries were obtained by sending an email questionnaire to 50,902 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 2011 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 3.3% less than the time spent in the state by those who wrote for information. On the other hand, the *Effects of the 2011 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 are 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 2011, visitors to Arkansas totaled 23,020,909 person-trips. Visitors spent an average of \$247.06 per trip, resulting in \$5.7 billion in total travel expenditures, \$297 million in state taxes and \$108 million in local taxes. The Arkansas travel industry directly employed 58,657 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 2011 was 23,020,909 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, 1978-2011. The first column in *Table 1* lists total travel expenditures for the state. The 4.3% increase in travel expenditures in 2011 represents a real increase of 1.1% when adjusted for inflation. Twenty-two of the 34 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 \$1,073,711,000, an increase of \$869,380,000 (425%) during the period of 1977 through 2011. Travel-generated employment shown in Column Three in *Table 1* increased from just under 45,000 jobs in 1977 to 58,657 jobs in 2011. In 1977, each \$23,590 in total travel expenditures supported one job in the industry.

However, by 2011, \$96,965 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 2011. 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 23,021,000 in 2011, an increase of 9,374,000 (68.7%). 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 2004-2011.

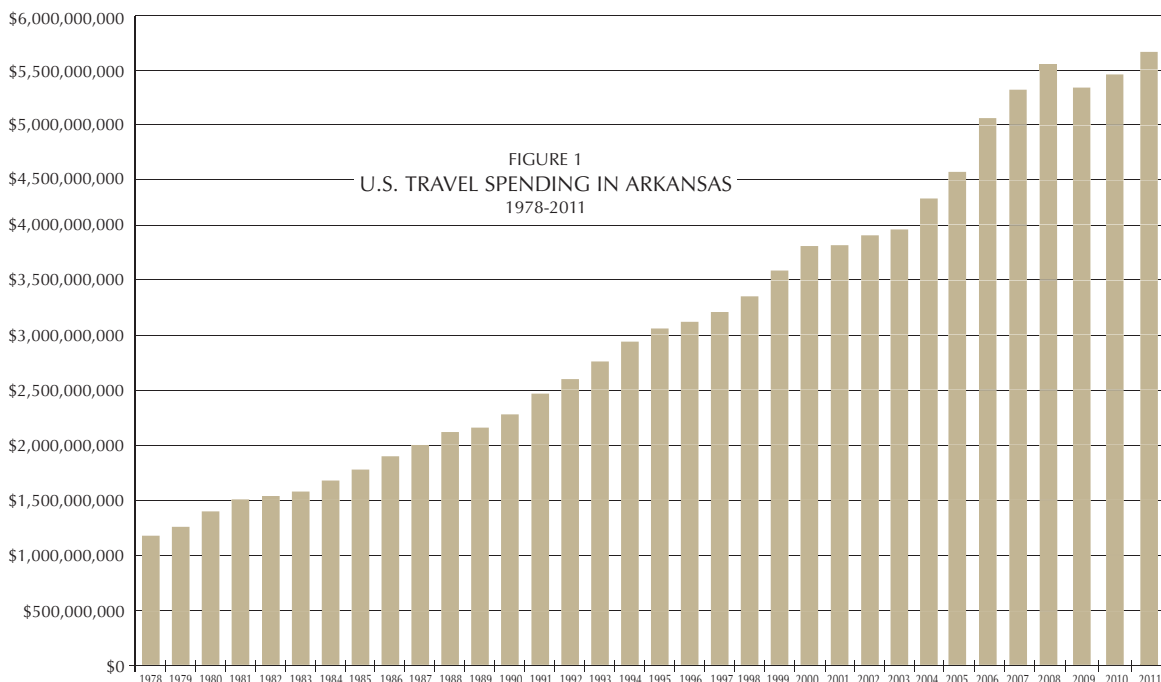


Table 1 – Estimate of the Impact of Travel and Tourism on the Arkansas Economy, 1977-2011

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

(1) 1992, 1994, 2001 data revised; 2006 see U.S. Travel Association benchmark on pages 71-72 of this report.

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

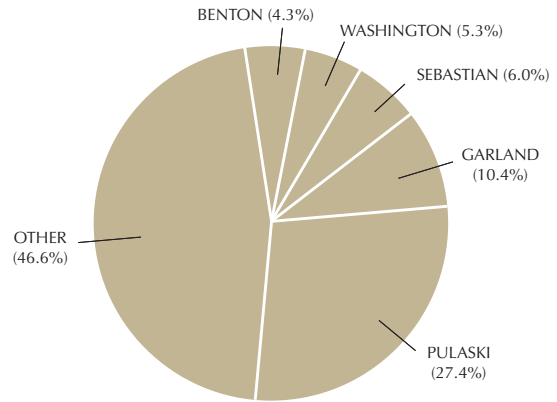
(3) Total visitation is slightly different than figures reported in previous editions of this report, based on updated data.

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THE ECONOMIC IMPACT OF TRAVEL IN ARKANSAS (CONTINUED)

Figure 2 shows the percent of total travel expenditures for the top five counties in 2011. Table 2 shows travel impact by county for 2011. Table 3 shows travel impact by county for 2006, the latest benchmark year for Arkansas tourism data. In 2011, two counties dominate the table: Pulaski with \$1,560,647,602 and Garland with \$589,833,388. They received 27.4% 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 2011, including 12 with more than \$100 million each. Five counties had over one million person-trips during 2011. Those counties, their numbers and percent of total trips are: Pulaski with 5,582,627 (24.3%), Garland with 2,476,676 (10.8%), Washington with 1,315,617 (5.7%), Sebastian with 1,197,396 (5.2%) and Benton with 1,127,498 (4.9%).

FIGURE 2
TRAVEL SPENDING IN ARKANSAS COUNTIES
TOP FIVE COUNTIES
2011



Regional Breakdown

Figure 3 is a map of the 12 Arkansas tourism regions, showing their travel expenditures. Table 4 presents the 2011 travel impact data by region and county.

FIGURE 3
TOTAL TRAVEL EXPENDITURES
BY TOURISM REGION
2011

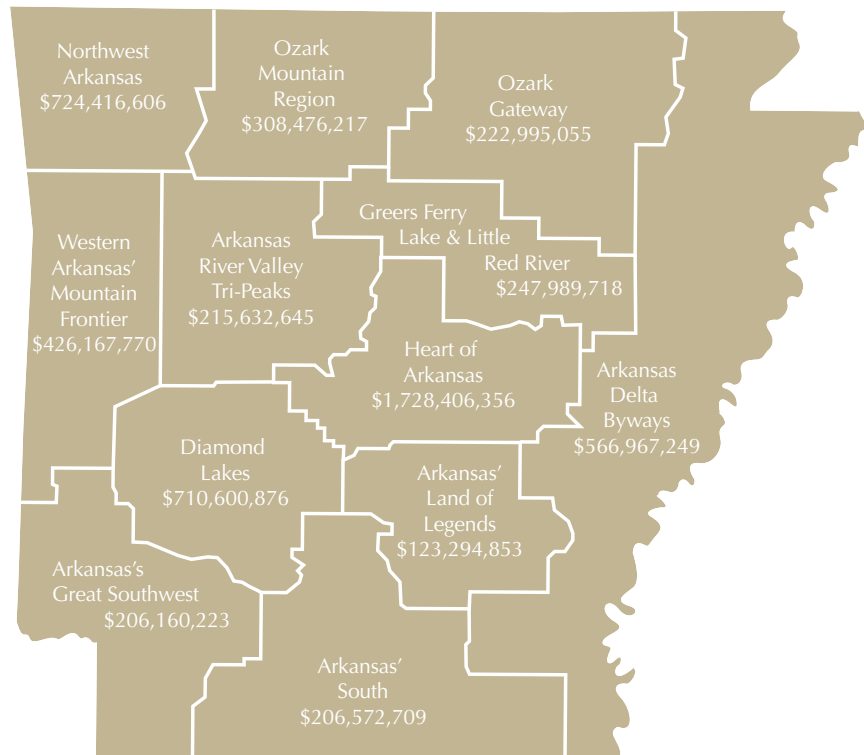


Table 2 – Impact of Travel on Arkansas Counties – 2011 Preliminary*

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	31,614,157	5,092,071	309	1,925,700	690,501	138,475
ASHLEY	27,900,420	5,327,726	325	1,684,897	581,327	123,703
BAXTER	191,011,598	35,096,829	2,105	11,461,962	3,525,536	844,894
BENTON	247,041,289	50,989,987	3,058	16,266,091	6,179,063	1,127,498
BOONE	57,378,739	10,513,236	710	3,493,236	1,108,047	256,638
BRADLEY	9,626,703	1,484,402	78	611,938	269,725	36,502
CALHOUN	2,731,800	291,303	11	168,147	94,819	7,215
CARROLL	169,203,444	34,311,081	2,659	10,819,513	3,170,875	747,377
CHICOT	11,609,930	2,357,327	134	708,063	239,353	49,988
CLARK	48,101,477	9,368,407	541	2,998,788	808,758	214,189
CLAY	12,950,447	1,991,432	119	786,776	321,220	54,372
CLEBURNE	139,058,317	23,228,145	1,383	8,419,701	3,954,742	588,304
CLEVELAND	3,516,833	441,356	27	208,049	94,759	10,622
COLUMBIA	23,821,650	4,240,851	278	1,456,532	472,736	101,531
CONWAY	22,221,918	3,958,036	251	1,364,125	508,143	101,492
CRAIGHEAD	84,709,387	16,496,082	1,043	5,215,215	1,392,025	373,563
CRAWFORD	40,294,595	6,656,911	398	2,501,541	698,471	176,419
CRITTENDEN	146,708,414	26,627,716	1,726	9,183,157	2,675,339	648,051
CROSS	13,380,235	2,395,838	144	819,132	254,524	59,804
DALLAS	11,673,976	1,658,213	99	733,181	280,077	50,595
DESHA	21,411,415	3,891,811	255	1,309,988	400,258	97,403
DREW	22,227,324	4,240,644	285	1,364,974	402,261	97,264
FAULKNER	81,399,433	15,199,803	961	4,983,901	1,367,100	357,250
FRANKLIN	13,912,964	2,567,577	153	858,849	304,247	59,669
FULTON	21,516,651	3,679,838	226	1,313,687	521,926	90,497
GARLAND	589,833,388	105,203,549	6,912	33,935,138	12,306,725	2,476,676
GRANT	5,124,838	642,754	48	316,357	104,064	21,868
GREENE	20,664,542	3,810,784	250	1,256,460	440,797	92,282
HEMPSTEAD	48,228,764	9,069,908	527	2,944,419	1,156,725	204,231
HOT SPRING	32,109,082	5,156,655	292	1,975,101	742,516	133,821
HOWARD	3,281,541	405,206	21	209,355	64,395	14,881
INDEPENDENCE	34,103,924	6,871,433	443	2,081,181	667,337	150,120
IZARD	21,684,531	3,425,615	199	1,315,116	546,444	85,458
JACKSON	13,550,565	2,321,560	143	837,111	246,289	59,156
JEFFERSON	110,749,337	20,920,225	1,321	6,150,758	2,249,876	451,038
JOHNSON	25,560,543	4,867,064	301	1,563,596	500,002	115,599
LAFAYETTE	25,983,086	3,397,012	213	1,579,151	728,587	101,929
LAWRENCE	13,160,271	1,956,281	125	815,134	295,496	57,276
LEE	3,532,648	506,622	34	214,844	99,124	11,596
LINCOLN	3,903,845	547,719	29	244,385	82,686	16,179

Table 2 – Impact of Travel on Arkansas Counties – 2011 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	21,032,213	3,022,301	188	1,270,481	650,362	86,343
LOGAN	10,798,490	1,807,763	108	683,750	313,965	42,356
LONOKE	31,754,596	5,449,048	302	1,951,328	550,184	131,869
MADISON	8,333,764	1,204,899	64	517,909	219,039	34,370
MARION	39,433,408	7,597,819	502	2,389,345	894,818	168,575
MILLER	72,726,546	13,032,338	674	3,415,935	1,085,204	309,505
MISSISSIPPI	93,283,747	19,837,892	1,180	5,728,460	1,863,903	426,925
MONROE	26,263,129	4,502,968	295	1,605,700	478,086	110,961
MONTGOMERY	25,754,083	4,143,149	242	1,552,790	804,332	97,585
NEVADA	20,933,924	3,761,807	157	908,092	307,248	59,388
NEWTON	11,861,060	2,209,338	140	721,350	277,346	49,574
OUACHITA	25,334,132	4,636,676	297	1,542,559	466,978	118,863
PERRY	15,999,170	2,290,861	115	956,549	529,941	60,145
PHILLIPS	29,717,697	4,927,763	295	1,829,931	644,945	126,082
PIKE	14,802,846	2,654,386	180	900,008	319,738	63,276
POINSETT	11,465,860	1,386,874	83	728,234	207,423	53,644
POLK	20,355,561	3,716,958	234	1,236,535	434,466	84,189
POPE	133,600,898	19,943,283	1,217	5,842,575	1,884,663	563,994
PRAIRIE	4,235,653	643,179	44	267,788	97,076	18,377
PULASKI	1,560,647,602	324,871,307	12,890	60,946,680	26,776,328	5,582,627
RANDOLPH	16,226,856	2,239,945	130	988,183	425,780	74,737
SALINE	50,369,071	9,427,864	603	3,062,942	918,008	218,141
SCOTT	5,819,792	1,012,221	62	355,514	142,444	22,222
SEARCY	8,791,412	1,352,198	79	543,510	206,088	45,431
SEBASTIAN	340,385,613	55,324,431	2,787	12,247,591	4,164,118	1,197,396
SEVIER	13,974,149	2,252,979	142	849,956	275,106	56,225
SHARP	36,876,193	5,723,706	347	2,227,863	964,845	149,122
ST. FRANCIS	37,428,317	6,589,762	396	2,327,382	749,598	163,954
STONE	65,876,064	12,726,017	740	3,902,550	1,401,548	284,720
UNION	105,484,027	11,976,068	865	5,242,196	1,625,737	408,690
VAN BUREN	55,290,119	9,002,501	551	3,496,740	1,599,892	217,942
WASHINGTON	299,838,109	72,663,737	3,934	16,615,220	4,855,447	1,315,617
WHITE	47,939,388	8,050,025	531	2,915,748	822,106	204,708
WOODRUFF	5,701,894	766,894	45	348,591	156,102	20,541
YELL	12,850,871	1,752,714	104	772,733	346,036	47,392
TOTALS	5,687,680,276	1,073,710,679	58,657	296,987,965	108,005,796	23,020,909

* 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
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 – 2011 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	247,041,289	50,989,987	3,058	16,266,091	6,179,063	1,127,498
CARROLL	169,203,444	34,311,081	2,659	10,819,513	3,170,875	747,377
MADISON	8,333,764	1,204,899	64	517,909	219,039	34,370
WASHINGTON	299,838,109	72,663,737	3,934	16,615,220	4,855,447	1,315,617
TOTALS	724,416,606	159,169,704	9,715	44,218,732	14,424,424	3,224,862
OZARK MOUNTAIN REGION						
BAXTER	191,011,598	35,096,829	2,105	11,461,962	3,525,536	844,894
BOONE	57,378,739	10,513,236	710	3,493,236	1,108,047	256,638
MARION	39,433,408	7,597,819	502	2,389,345	894,818	168,575
NEWTON	11,861,060	2,209,338	140	721,350	277,346	49,574
SEARCY	8,791,412	1,352,198	79	543,510	206,088	45,431
TOTALS	308,476,217	56,769,419	3,535	18,609,403	6,011,834	1,365,112
OZARK GATEWAY						
FULTON	21,516,651	3,679,838	226	1,313,687	521,926	90,497
INDEPENDENCE	34,103,924	6,871,433	443	2,081,181	667,337	150,120
IZARD	21,684,531	3,425,615	199	1,315,116	546,444	85,458
JACKSON	13,550,565	2,321,560	143	837,111	246,289	59,156
LAWRENCE	13,160,271	1,956,281	125	815,134	295,496	57,276
RANDOLPH	16,226,856	2,239,945	130	988,183	425,780	74,737
SHARP	36,876,193	5,723,706	347	2,227,863	964,845	149,122
STONE	65,876,064	12,726,017	740	3,902,550	1,401,548	284,720
TOTALS	222,995,055	38,944,395	2,351	13,480,825	5,069,663	951,086
WESTERN ARKANSAS' MOUNTAIN FRONTIER						
CRAWFORD	40,294,595	6,656,911	398	2,501,541	698,471	176,419
FRANKLIN	13,912,964	2,567,577	153	858,849	304,247	59,669
LOGAN (WEST)	5,399,245	903,881	54	341,875	156,983	21,178
POLK	20,355,561	3,716,958	234	1,236,535	434,466	84,189
SCOTT	5,819,792	1,012,221	62	355,514	142,444	22,222
SEBASTIAN	340,385,613	55,324,431	2,787	12,247,591	4,164,118	1,197,396
TOTALS	426,167,770	70,181,979	3,688	17,541,906	5,900,729	1,561,074
ARKANSAS RIVER VALLEY TRI-PEAKS						
CONWAY	22,221,918	3,958,036	251	1,364,125	508,143	101,492
JOHNSON	25,560,543	4,867,064	301	1,563,596	500,002	115,599
LOGAN (EAST)	5,399,245	903,881	54	341,875	156,983	21,178
PERRY	15,999,170	2,290,861	115	956,549	529,941	60,145
POPE	133,600,898	19,943,283	1,217	5,842,575	1,884,663	563,994
YELL	12,850,871	1,752,714	104	772,733	346,036	47,392
TOTALS	215,632,645	33,715,839	2,042	10,841,452	3,925,768	909,799
GREERS FERRY LAKE/LITTLE RED RIVER						
CLEBURNE	139,058,317	23,228,145	1,383	8,419,701	3,954,742	588,304
VAN BUREN	55,290,119	9,002,501	551	3,496,740	1,599,892	217,942
WHITE	47,939,388	8,050,025	531	2,915,748	822,106	204,708
WOODRUFF	5,701,894	766,894	45	348,591	156,102	20,541
TOTALS	247,989,718	41,047,565	2,511	15,180,779	6,532,842	1,031,494

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2011 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	81,399,433	15,199,803	961	4,983,901	1,367,100	357,250
LONOKE	31,754,596	5,449,048	302	1,951,328	550,184	131,869
PRAIRIE	4,235,653	643,179	44	267,788	97,076	18,377
PULASKI	1,560,647,602	324,871,307	12,890	60,946,680	26,776,328	5,582,627
SALINE	50,369,071	9,427,864	603	3,062,942	918,008	218,141
TOTALS	1,728,406,356	355,591,202	14,800	71,212,638	29,708,697	6,308,264
DIAMOND LAKES						
CLARK	48,101,477	9,368,407	541	2,998,788	808,758	214,189
GARLAND	589,833,388	105,203,549	6,912	33,935,138	12,306,725	2,476,676
HOT SPRING	32,109,082	5,156,655	292	1,975,101	742,516	133,821
MONTGOMERY	25,754,083	4,143,149	242	1,552,790	804,332	97,585
PIKE	14,802,846	2,654,386	180	900,008	319,738	63,276
TOTALS	710,600,876	126,526,145	8,167	41,361,826	14,982,068	2,985,547
ARKANSAS' LAND OF LEGENDS						
CLEVELAND	3,516,833	441,356	27	208,049	94,759	10,622
GRANT	5,124,838	642,754	48	316,357	104,064	21,868
JEFFERSON	110,749,337	20,920,225	1,321	6,150,758	2,249,876	451,038
LINCOLN	3,903,845	547,719	29	244,385	82,686	16,179
TOTALS	123,294,853	22,552,054	1,425	6,919,549	2,531,385	499,707
ARKANSAS'S GREAT SOUTHWEST						
HEMPSTEAD	48,228,764	9,069,908	527	2,944,419	1,156,725	204,231
HOWARD	3,281,541	405,206	21	209,355	64,395	14,881
LAFAYETTE	25,983,086	3,397,012	213	1,579,151	728,587	101,929
LITTLE RIVER	21,032,213	3,022,301	188	1,270,481	650,362	86,343
MILLER	72,726,546	13,032,338	674	3,415,935	1,085,204	309,505
NEVADA	20,933,924	3,761,807	157	908,092	307,248	59,388
SEVIER	13,974,149	2,252,979	142	849,956	275,106	56,225
TOTALS	206,160,223	34,941,551	1,923	11,177,390	4,267,628	832,502
ARKANSAS' SOUTH						
ASHLEY	27,900,420	5,327,726	325	1,684,897	581,327	123,703
BRADLEY	9,626,703	1,484,402	78	611,938	269,725	36,502
CALHOUN	2,731,800	291,303	11	168,147	94,819	7,215
COLUMBIA	23,821,650	4,240,851	278	1,456,532	472,736	101,531
DALLAS	11,673,976	1,658,213	99	733,181	280,077	50,595
OUACHITA	25,334,132	4,636,676	297	1,542,559	466,978	118,863
UNION	105,484,027	11,976,068	865	5,242,196	1,625,737	408,690
TOTALS	206,572,709	29,615,239	1,953	11,439,451	3,791,398	847,099

Table 4 – Impact of Travel on Arkansas Tourism Regions by County – 2011 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	31,614,157	5,092,071	309	1,925,700	690,501	138,475
CHICOT	11,609,930	2,357,327	134	708,063	239,353	49,988
CLAY	12,950,447	1,991,432	119	786,776	321,220	54,372
CRAIGHEAD	84,709,387	16,496,082	1,043	5,215,215	1,392,025	373,563
CRITTENDEN	146,708,414	26,627,716	1,726	9,183,157	2,675,339	648,051
CROSS	13,380,235	2,395,838	144	819,132	254,524	59,804
DESHA	21,411,415	3,891,811	255	1,309,988	400,258	97,403
DREW	22,227,324	4,240,644	285	1,364,974	402,261	97,264
GREENE	20,664,542	3,810,784	250	1,256,460	440,797	92,282
LEE	3,532,648	506,622	34	214,844	99,124	11,596
MISSISSIPPI	93,283,747	19,837,892	1,180	5,728,460	1,863,903	426,925
MONROE	26,263,129	4,502,968	295	1,605,700	478,086	110,961
PHILLIPS	29,717,697	4,927,763	295	1,829,931	644,945	126,082
POINSETT	11,465,860	1,386,874	83	728,234	207,423	53,644
ST. FRANCIS	37,428,317	6,589,762	396	2,327,382	749,598	163,954
TOTALS	566,967,249	104,655,585	6,549	35,004,015	10,859,359	2,504,362
STATE TOTALS	5,687,680,276	1,073,710,679	58,657	296,987,965	108,005,796	23,020,909

* 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 2011 SPRING ADVERTISING CAMPAIGN

During the first seven and a half months of 2011, the Tourism Division received 98,865 requests for travel information which were associated with the Tourism Division's Spring 2011 Advertising Campaign. A survey of 6,500 of the individuals who made these requests (often referred to as a conversion study) was conducted to determine how many of them had actually visited Arkansas. Here are a few major points from the summary:

- The overall conversion rate increased to 56.3% from 52.8% in 2010.
- Average length of total trips decreased slightly. Total dollars spent decreased 13%, while average dollars spent in Arkansas was \$392.93, slightly below 2010.
- Average family income decreased 4.2% compared to last year.
- Those who plan to visit Arkansas within the next 12 months increased to 74.2% in 2011, compared to 71% in 2010.
- The average length of time required to receive an Arkansas Vacation Planning Kit was 15.4 days, equal to 2010.
- Thirty-six percent visited the Arkansas website, up from 31.2% in 2010.
- Interest in using the information received for reading about lodging and attractions in 2011 is comparable to 2010.
- For those unable to travel Arkansas, "financial" was the reason cited most often. Those who listed financial considerations increased to 34.2% in 2011, compared to 28.6% in 2010.

Table 5 summarizes responses for each question in both the 2010 and 2011 surveys. To keep costs down, only a limited number of media are surveyed each year. The *2011 Spring Conversion Study* included 13 media. They are rotated annually so that most major media will be surveyed within a two-year period. For a list of publications surveyed to date, see Table 6. During the spring of 2011, the Tourism Division selected the following 11 magazines to be studied: *AARP*, *Endless Vacation*, *Family Circle*, *Family Fun*, *Good Housekeeping*, *Guideposts*, *Midwest Living*, *Outside*, *Rand McNally*, *Southern Living* and *Woman's Day*. One newspaper project Preprint was selected to be studied. Television was also surveyed.

The results of the study, by publication, are contained in Table 7. An assessment of each publication by an index entitled the *Ratio of Travel Expenditures to Cost* is given in Table 8. Figure 4 illustrates how Arkansas information was used in planning trips, and Figure 5 compares reasons given in 2010 and 2011 for not visiting Arkansas. Some publications have a higher cost-per-inquiry than in previous years. This is due to increased frequency and larger ads. It is important to note that ratio of travel expenditures to cost is only one measurement. Our prime objectives are to generate a stronger awareness of Arkansas and build a positive image for the state.

FIGURE 4
HOW INFORMATION WAS USED IN PLANNING

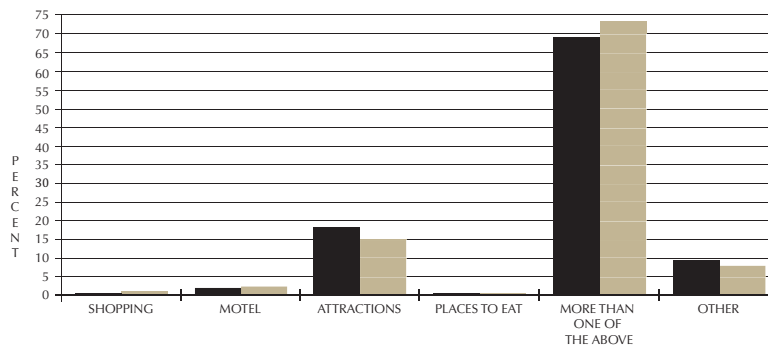


FIGURE 5
REASONS FOR NOT TRAVELING ARKANSAS

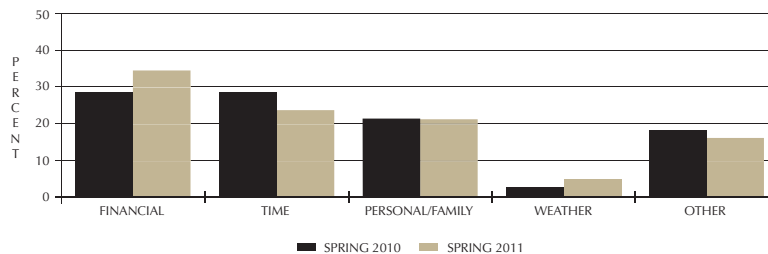


Table 5 – Spring Conversion Study Summary, 2011 and 2010

QUESTION	2011	2010
1. Visited Arkansas	56.3%	52.8%
2. Average travel party size	2.3	2.2
3a. Average nights away from home	4.1	4.4
3b. Average nights spent in Arkansas	3.0	3.1
4. Average trip expenditures		
Total	\$537.00	\$617.00
Arkansas	\$392.93	\$434.70
5. Information used in planning for:		
Motel	2.8%	2.1%
Attractions	15.0%	18.5%
Places to eat	0.2%	0.3%
Shopping	0.6%	0.3%
More than one of the above	73.3%	69.3%
Other	8.0%	9.6%
6. Needed additional information	12.4%	13.7%
7. Average time from initial request to receipt (days)	15.4	15.4
8. Average trip planning time before trip (weeks)	5.1	5.4
9. Requested information from other states	59.7%	62.8%
10. Visited other states	64.4%	66.0%
11. For those unable to travel in Arkansas, reasons cited:		
Financial	34.2%	28.6%
Time	23.4%	28.2%
Personal/family	21.0%	21.4%
Weather	5.1%	3.1%
Other	16.2%	18.6%
12. Plan to visit Arkansas within the next 12 months	74.2%	71.0%
13. Visited the Arkansas website	35.8%	31.2%
14. Average family income	\$47,999.50	\$50,099.50

Source: 2011 and 2010 Conversion Studies. Arkansas Department of Parks and Tourism.

Table 6 – Publications Surveyed and Conversion Rate by Year Surveyed

	SPRING 2002	FALL 2002	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011		
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	46.2	39.3	61.2
American Heritage			30.9				36.1														
American Legacy											24.7										
Arthur Frommer's Budget Travel			41.8		39.6				38.7				41.7		36.4					39.7	
Audubon	39.3				26.5				27.9												
Bassmaster								39.5													
Better Homes & Gardens			40.7																	59.0	
Coastal Living			33.7				38.5	39.7													
Condé Nast Traveler			33.7				38.5	39.7													
Cooking Light			30.2																	32.6	
Cooking with Paula Deen																				47.0	
Endless Vacation	53.2		56.7		53.1				53.6				48.2		56.9					39.9	
Family Circle			46.4				41.5		40.9									41.7		57.1	
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				25.0	20.4													
Guideposts																				29.3	
Home and Away	51.7				44.6						52.1									32.2	
Ladies' Home Journal			38.5				40.2														
McCall's/Rosie	38.0																				
Midwest Living	52.1		40.2				46.1			43.9		41.7		39.0	29.8	45.0		47.9		50.6	
Midwest Traveler	52.9				49.2				51.9												
Modern Maturity								40.8													
National Geographic Adventure	30.4					24.7	29.4		33.9		28.7		29.8								
National Geographic Traveler	36.0			29.7		24.2	38.2		33.6	32.7		33.3		29.3	35.4	37.5					
Oprah											26.2	54.8		31.4						44.4	
Outside				25.9	40.8				26.2												
Parents	35.7		34.0																		
People							30.8														
Smithsonian						25.9		32.5				33.3	30.4		30.8	25.0		32.4			
Southern Living	59.7		47.9		56.5		50.0		47.5				46.1	53.4		57.9		60.4		64.2	
Southern Traveler											64.2		63.0								
Sunset			30.9																		
Texas Monthly	56.2			41.0					61.2												

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

	SPRING 2002	FALL 2002	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011
MAGAZINES (continued)																			
Time Gold	27.3				25.4														
Travel America				30.8	42.9														
Travel Holiday	45.9	34.1	34.6																
travelinformation.com*							46.5				50.6		51.8		63.9				
Travel Marketing Group	38.1																		
USA Weekend			39.7				41.2		46.7										
Vacations				32.9		29.8	50.0												
Woman's Day	53.2				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	87.4				
Midwest Vacation Guide					40.2		61.3	54.0											
Preprint (1)	70.9																		
Preprint (2)	76.2																		

1 – Includes Dallas, Tulsa, Shreveport

2 – Includes Joplin Globe

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

	SPRING 2002	FALL 2002	SPRING 2003	FALL 2003	SPRING 2004	FALL 2004	SPRING 2005	FALL 2005	SPRING 2006	FALL 2006	SPRING 2007	FALL 2007	SPRING 2008	FALL 2008	SPRING 2009	FALL 2009	SPRING 2010	FALL 2010	SPRING 2011
TELEVISION																			
Television-General			59.1		73.9				73.0				65.4		63.3		79.2		69.2
Austin, TX		50.9																	
Kansas City	60.6																		
Memphis, TN	54.5																		
Pay-Per-Inquiry			44.1		45.6		52.0		48.6		54.8		53.8		60.6		55.7		
Springfield, MO	74.1																		
OTHER																			
24/7 Vacations.com					60.0														
coolsavings.com					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 – 2011 Spring Conversion Study by Media

	GRAND TOTAL	SUBTOTAL MAGAZINE	AARP	ENDLESS VACATION	FAMILY CIRCLE	FAMILY FUN	GOOD HOUSEKEEPING	GUIDEPOSTS
Visited Arkansas	56.3%	50.1%	61.2%	39.9%	57.1%	37.3%	45.1%	29.3%
Average travel party size	2.3	2.3	2.2	2.3	2.5	2.4	2.1	2.3
Average nights away from home								
Total	4.1	4.5	4.6	7.3	3.9	5.4	4.4	5.9
Arkansas	3.0	3.0	2.8	4.5	3.3	3.4	2.6	3.3
Average trip expenditures	\$537.00	\$617.00	\$674.50	\$842.00	\$582.00	\$599.50	\$569.50	\$609.50
Information requested was used in planning for:								
Motel	2.8%	2.6%	2.4%	0.0%	2.7%	3.3%	4.2%	11.1%
Attractions	15.0%	15.0%	9.5%	18.0%	19.1%	19.6%	14.6%	31.5%
Eat	0.2%	0.3%	0.0%	0.8%	0.9%	1.1%	0.0%	16.7%
Shop	0.6%	0.6%	0.0%	0.0%	0.0%	1.1%	1.4%	16.7%
More than one of the above	73.3%	72.2%	80.1%	71.9%	68.2%	63.0%	73.6%	13.0%
Other	8.0%	9.3%	8.1%	9.4%	9.1%	12.0%	6.3%	11.1%
Needed additional information	12.4%	12.9%	15.1%	11.9%	10.9%	24.5%	10.4%	12.8%
Average time from initial request to receipt (days)	15.4	15.4	15.4	16.1	15.4	15.4	16.1	16.1
Average planning time (weeks) before a trip	5.1	5.3	4.9	10.8	6.6	6.7	4.9	6.6
Requested information from other states	59.7%	66.1%	65.5%	62.2%	65.5%	69.6%	62.2%	58.5%
Visited other states	64.4%	65.0%	67.2%	74.8%	58.0%	57.8%	63.4%	56.4%
For those unable to travel in Arkansas, reasons cited:								
Financial	34.2%	33.8%	35.3%	22.8%	28.6%	39.5%	31.1%	45.7%
Time	23.4%	23.6%	18.0%	33.7%	27.1%	19.7%	25.5%	20.0%
Personal/family	21.0%	21.8%	26.3%	19.6%	18.6%	18.4%	21.7%	19.3%
Weather	5.1%	4.7%	6.8%	2.2%	7.1%	2.6%	4.7%	1.4%
Other	16.2%	16.0%	13.5%	21.7%	18.6%	19.7%	17.0%	13.6%
Plan to visit Arkansas within the next 12 months	74.2%	70.9%	82.8%	59.4%	69.7%	63.7%	65.2%	52.7%
Visited the Arkansas website	35.8%	34.4%	34.1%	35.0%	49.6%	29.4%	22.6%	20.2%
Average income	\$47,999.50	\$48,749.50	\$46,649.50	\$70,649.50	\$48,749.50	\$43,049.50	\$45,599.50	\$38,999.50

Table 7 – 2011 Spring Conversion Study by Media (continued)

	MIDWEST LIVING	OUTSIDE	RAND/MCNALLY	SOUTHERN LIVING	WOMAN'S DAY	PREPRINT	TELEVISION
Visited Arkansas	50.6%	•	•	64.2%	47.8%	87.4%	69.2%
Average travel party size	2.3			2.3	2.3	2.3	2.2
Average nights away from home							
Total	3.6			3.8	4.7	2.9	3.6
Arkansas	2.9			2.9	3.8	2.7	3.2
Average trip expenditures	\$649.50			\$664.50	\$484.50	\$382.00	\$499.50
Information requested was used in planning for:							
Motel	2.8%			6.1%	0.0%	2.6%	5.1%
Attractions	13.5%			9.7%	16.5%	17.2%	11.0%
Eat	0.7%			0.0%	0.0%	0.0%	0.0%
Shop	1.4%			0.6%	1.9%	1.3%	0.0%
More than one of the above	73.0%			77.0%	70.9%	75.8%	80.1%
Other	8.5%			6.7%	10.7%	3.1%	3.7%
Needed additional information	11.4%			11.9%	14.2%	8.0%	14.4%
Average time from initial request to receipt (days)	16.8			14.7	15.4	14.0	13.3
Average planning time (weeks) before a trip	5.5			5.0	4.5	3.4	3.5
Requested information from other states	75.9%			76.1%	68.1%	34.5%	34.9%
Visited other states	75.3%			68.8%	61.1%	63.9%	58.9%
For those unable to travel in Arkansas, reasons cited:							
Financial	25.0%			34.0%	39.7%	37.8%	35.3%
Time	28.1%			20.2%	20.5%	22.2%	22.4%
Personal/family	22.9%			25.5%	19.2%	17.8%	15.3%
Weather	7.3%			7.4%	4.1%	8.9%	5.9%
Other	16.7%			12.8%	16.4%	13.3%	21.2%
Plan to visit Arkansas within the next 12 months	74.1%			84.1%	83.2%	86.6%	88.4%
Visited the Arkansas website	31.0%			33.5%	34.5%	45.0%	34.2%
Average income	\$49,799.50			\$51,899.50	\$37,499.50	\$49,049.50	\$39,749.50

• Insufficient Response

Table 8 – Ratio of Travel Expenditures Generated to the Cost of 2011 Spring Advertising Campaign

MEDIA	TOTAL NUMBER OF INQUIRIES	AD COST	PERCENT THAT CAME TO ARKANSAS	EST. NUMBER OF TRIPS (COL. 2 X COL. 4)	AVERAGE TRAVEL EXPENDITURES IN ARKANSAS*	EST. TRAVEL EXPENDITURES (COL. 5 X COL. 6)	RATIO OF TRAVEL EXPENDITURES TO COST (COL. 7 ÷ COL. 3)
AARP	2,454	\$ 54,763.00	61.2	1,502	\$410.57	\$ 616,606.55	11.3
Endless Vacation	603	\$ 32,500.00	39.9	241	\$519.04	\$ 124,879.73	3.8
Family Circle	2,276	\$ 19,247.00	57.1	1,300	\$492.46	\$ 640,001.05	33.3
Family Fun	668	\$ 85,882.00	37.3	249	\$377.46	\$ 94,050.18	1.1
Good Housekeeping	1,084	\$ 21,000.00	45.1	489	\$336.52	\$ 164,520.58	7.8
Guideposts	694	\$ 36,454.00	29.3	203	\$340.91	\$ 69,320.67	1.9
Midwest Living	2,928	\$ 126,234.00	50.6	1,482	\$523.21	\$ 775,168.72	6.1
Outside			•				
Rand/McNally			•				
Southern Living	3,173	\$ 115,141.00	64.2	2,037	\$507.12	\$ 1,033,033.69	9.0
Woman's Day	2,505	\$ 20,877.00	47.8	1,197	\$391.72	\$ 469,045.69	22.5
SUBTOTAL MAGAZINE	16,385	\$ 512,098.00	50.1	8,209	\$411.33	\$ 3,376,588.03	6.6
Preprint	4,728	\$ 264,899.00	87.4	4,132	\$355.66	\$ 1,469,663.91	5.5
Television	1,010	\$1,829,667.00	69.2	699	\$444.00	\$ 310,320.48	0.2
TOTAL ALL MEDIA SURVEYED	22,123	\$2,606,664.00	56.3	12,455	\$392.93	\$ 4,894,001.50	1.9
TOTAL ALL MEDIA	98,865	\$3,404,665.00	56.3	55,661	\$392.93	\$21,870,698.28	6.4

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

• Insufficient Response

NOTE: Totals may not add due to rounding.

THE ARKANSAS SPRING INTERNET CONVERSION STUDY AND THE WELCOME CENTER SURVEY

The Arkansas Spring Internet Conversion Study

The Arkansas Department of Parks and Tourism website received 3,494,842 visits during the January through August 2011 Spring/Summer advertising campaign. The largest increase in requests for tourism information came from Internet inquiries. An *Internet Conversion Study* was conducted in October 2011 to determine how many actually visited Arkansas. Over 50,000 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 50,902 households during October 2011. Results are summarized below and in *Table 9*.

- Over three-fourths (81.7%) located the Arkansas Department of Parks and Tourism website via either a search engine (51.6%) or website link (30.1%).
- Forty-three percent printed one or more pages from the website, up slightly from 40% in Spring 2010.
- Seventy-three percent 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.
- The average Spring expenditure per trip was \$607.27, up 7.7% from \$563.84 in 2010, with \$463.64 of the total spent in Arkansas, up 4.0% from \$445.72 in 2010.
- 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 (82.1%) reported visiting the websites of other states.
- Eighty percent said they plan to visit Arkansas within the next 12 months.
- The average reported family income was \$60,408, down slightly from \$60,563 in Spring 2010.

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 2011 was 12,361. *Table 10* contains a comparison of the 2011 and 2010 *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 53% of the total.
- The median age of those stopping for assistance at Arkansas Welcome Centers during 2011 was 52.3 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 (39%), sightseeing (20%), entertainment (10%), business (10%), recreation (9%), family affairs (8%) and other (3%).
- Those surveyed indicated their trip lasted 6.2 nights, with 2.9 (46.8%) of those nights spent in Arkansas.
- Most (73%) considered the trip to be a vacation.
- The top five Arkansas counties listed as a final destination are Pulaski, Garland, Carroll, Fulton and Benton.

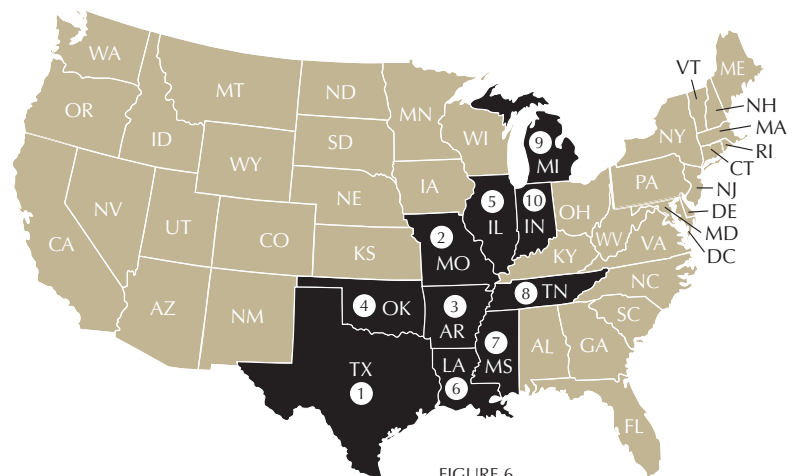


FIGURE 6
WELCOME CENTER SURVEY TOP 10 STATES OF ORIGIN
2011

Table 9 – 2011 Spring Internet Conversion Study

QUESTION	2011 VACATION KIT ONLY	2011 SPECIALTY BROCHURES	2011 ALL RESPONSES	2010 STUDY				
1. Learned of the website from:								
Banner ad	0.1%	0.7%	0.8%	0.8%				
Direct email	2.5%	2.1%	4.1%	4.4%				
Website link	28.5%	32.1%	30.1%	24.2%				
Search engine	57.9%	51.1%	51.6%	56.8%				
Television	4.7%	5.3%	5.5%	5.0%				
Newspaper	2.3%	2.7%	2.1%	2.1%				
Radio	0.2%	0.6%	0.6%	0.5%				
Magazine	3.9%	5.4%	5.1%	6.2%				
Top 3 Magazines Mentioned								
AARP Magazine	20.0%	23.7%	19.0%	17.2%				
Southern Living	6.0%	15.8%	17.1%	16.2%				
Midwest Living	4.0%	5.3%	5.6%	6.8%				
	2011 VACATION KIT ONLY	2011 SPECIALTY BROCHURES	2011 NEWSLETTER	2011 SPECIAL INT NEWSLETTER	2011 BANNER ADS	2011 KEYWORD	2011 ALL RESPONSES	2010 STUDY
2. Printed pages from								
Arkansas website	37.7%	36.4%	34.8%	47.0%	•	50.7%	43.0%	40.4%
3. Visited Arkansas								
	71.6%	70.5%	66.1%	73.4%		78.6%	73.4%	68.4%
4. Travel party composition:								
Under 18	18.7%	19.5%	14.5%	17.1%		21.7%	19.4%	17.6%
18-24	5.6%	7.8%	7.2%	4.2%		4.9%	5.5%	6.8%
25-34	8.6%	12.6%	9.0%	8.7%		7.7%	9.0%	10.0%
35-44	12.1%	11.3%	7.7%	11.7%		12.6%	12.0%	14.2%
45-54	16.9%	17.6%	11.5%	22.8%		16.6%	18.0%	19.4%
55-64	22.0%	22.0%	30.2%	23.6%		22.1%	22.5%	20.0%
65 and over	16.1%	9.2%	20.0%	12.0%		14.3%	13.6%	12.0%
5a. Average nights away from home								
	5.0	5.0	5.0	4.9		4.8	4.8	5.1
5b. Average nights in Arkansas								
	3.7	3.7	3.7	3.7		3.7	3.7	4.0
6. Activities participated in:								
Sightseeing	19.9%	17.2%	18.6%	17.2%		17.7%	18.1%	18.2%
Shopping	11.6%	11.1%	12.6%	10.4%		9.7%	10.7%	10.8%
Attractions	13.1%	10.3%	12.6%	10.5%		10.6%	11.3%	11.3%
Historic sites	12.8%	10.8%	11.7%	11.5%		11.2%	11.6%	11.7%
Museums	6.5%	4.5%	6.6%	5.5%		5.0%	5.5%	5.6%
Live performance	2.9%	2.1%	4.1%	3.4%		2.8%	2.9%	2.7%
Arts/crafts show	2.7%	2.7%	4.1%	3.2%		3.3%	3.0%	2.7%
Camping	4.6%	5.8%	4.1%	5.8%		8.9%	6.4%	6.6%
Hiking	7.1%	7.0%	5.2%	6.5%		7.6%	7.1%	7.3%
Fishing/hunting	2.3%	7.7%	3.3%	5.9%		5.5%	5.0%	4.9%
Antiques	3.7%	3.1%	4.1%	3.8%		3.0%	3.5%	3.3%
Golf	0.8%	1.0%	1.1%	1.0%		0.7%	0.9%	0.9%
Water sports	2.7%	3.6%	2.2%	3.4%		3.5%	3.2%	4.0%
Festivals	2.1%	3.7%	2.5%	3.5%		3.4%	3.1%	2.5%
Birdwatching	1.5%	2.2%	1.1%	1.8%		2.0%	1.8%	1.8%
Sporting events	0.5%	1.0%	0.8%	0.8%		0.5%	0.7%	0.6%
Racing	0.2%	0.4%	0.3%	0.2%		0.3%	0.3%	0.3%
Other	4.9%	5.9%	5.2%	5.5%		4.0%	4.9%	4.8%

Table 9 – 2011 Spring Internet Conversion Study (continued)

	2011 VACATION KIT ONLY	2011 SPECIALTY BROCHURES	2011 NEWSLETTER	2011 SPECIAL INT NEWSLETTER	2011 BANNER ADS	2011 KEYWORD	2011 ALL RESPONSES	2010 STUDY
7. Average trip expenditures:								
Total	\$679.76	\$633.17	\$731.90	\$621.91	•	\$507.99	\$607.27	\$563.84
Arkansas	\$500.59	\$472.32	\$546.70	\$465.80		\$387.84	\$463.64	\$445.72
8. Primary purpose of trip:								
Visiting friends or relatives	16.0%	20.2%	14.1%	12.9%		14.9%	15.8%	30.8%
Vacation	77.2%	63.1%	64.1%	68.1%		70.7%	70.6%	60.0%
Business	1.1%	3.6%	7.7%	2.7%		1.5%	2.1%	1.6%
Student	1.0%	0.2%	0.0%	1.1%		0.6%	0.8%	0.5%
Other	4.7%	12.9%	14.1%	15.2%		12.3%	10.8%	7.2%
9. Information used in planning for:								
Making hotel/motel reservation	15.5%	14.2%	19.0%	15.6%		14.0%	15.0%	15.7%
Locating Arkansas attractions	42.8%	40.5%	38.0%	40.0%		40.7%	41.0%	39.3%
Selecting places to eat	14.8%	15.3%	17.2%	14.9%		13.8%	14.7%	12.1%
Finding places to shop	9.9%	8.5%	8.6%	9.4%		9.2%	9.4%	8.8%
All of the above	9.6%	13.5%	11.0%	12.5%		12.3%	11.7%	14.0%
Other	7.5%	8.0%	6.1%	7.7%		10.0%	8.3%	10.2%
10. Average time for additional information to arrive (days)								
	12.4	12.1	12.8	11.4		11.6	12.0	11.3
11. Average trip planning time before trip (weeks)								
	9.9	9.7	9.7	7.4		7.2	9.5	7.5
12. Visited other state websites								
	85.6%	77.7%	83.1%	81.1%		81.7%	82.1%	81.1%
Top 10 state websites visited:								
	MO 6.0%	MO 7.9%	MO 6.6%	MO 6.7%		MO 8.0%	MO 6.8%	MO 6.5%
	TX 5.5%	TX 7.0%	FL 5.4%	TN 6.3%		TX 7.4%	TX 6.3%	TX 6.2%
	TN 5.1%	FL 6.0%	TX 5.2%	TX 6.2%		TN 6.1%	TN 5.6%	TN 5.9%
	CO 4.0%	TN 5.5%	TN 4.8%	CO 4.7%		CO 5.7%	CO 4.7%	CO 4.7%
	FL 4.0%	CO 5.3%	KY 3.9%	FL 4.7%		OK 5.1%	FL 4.6%	FL 4.3%
	OK 3.9%	OK 4.5%	AL 3.5%	OK 3.9%		FL 4.7%	OK 4.2%	OK 4.0%
	LA 3.3%	AL 3.4%	LA 3.5%	LA 3.7%		LA 4.2%	LA 3.6%	LA 3.5%
	KY 3.1%	LA 3.2%	MI 3.3%	MS 3.1%		MS 3.6%	MS 3.2%	AZ 3.1%
	MS 3.1%	AZ 2.9%	CO 2.9%	AL 2.9%		AL 2.9%	AL 3.0%	KY 3.0%
	AL 2.9%	MS 2.8%	IA 2.9%	AZ 2.9%		AZ 2.9%	KY 2.8%	MS 3.0%

Table 9 – 2011 Spring Internet Conversion Study (continued)

	2011 VACATION KIT ONLY	2011 SPECIALTY BROCHURES	2011 NEWSLETTER	2011 SPECIAL INT NEWSLETTER	2011 BANNER ADS	2011 KEYWORD	2011 ALL RESPONSES	2010 STUDY
13. Requested information from other states	71.0%	54.7%	63.6%	60.5%	•	61.4%	63.1%	62.6%
Top 10 states from which information was requested:								
	MO 6.0%	MO 8.4%	MO 6.9%	TX 6.5%		MO 8.1%	MO 6.8%	MO 6.7%
	TN 5.8%	TX 6.8%	TN 6.2%	MO 6.0%		TX 7.8%	TX 6.4%	TX 6.3%
	TX 5.6%	FL 5.6%	FL 5.5%	TN 5.8%		TN 6.4%	TN 5.8%	TN 5.8%
	OK 4.2%	TN 5.3%	AL 4.5%	CO 4.8%		CO 5.9%	CO 4.7%	CO 4.8%
	CO 4.0%	CO 5.3%	TX 4.5%	FL 4.5%		OK 5.4%	OK 4.3%	OK 4.1%
	LA 3.6%	AL 4.2%	KY 3.8%	OK 3.9%		FL 4.5%	FL 4.2%	FL 3.6%
	FL 3.3%	OK 4.1%	LA 3.4%	LA 3.4%		LA 4.0%	LA 3.6%	LA 3.4%
	KY 3.3%	LA 3.6%	MS 3.1%	AL 3.1%		AZ 3.4%	AL 3.3%	AZ 3.2%
	MS 3.3%	NM 3.0%	NC 3.1%	MS 3.0%		MS 3.2%	MS 3.1%	AL 3.1%
	AL 3.2%	AZ 2.9%	OK 3.1%	AZ 2.9%		AL 3.1%	AZ 3.0%	MS 2.9%
14. Visited other states	77.5%	73.6%	79.7%	77.9%		73.3%	75.7%	74.3%
Top 10 states visited:								
	MO 7.0%	MO 10.5%	MO 8.9%	MO 7.7%		MO 9.6%	MO 8.3%	MO 7.8%
	TX 5.7%	TX 6.5%	TN 5.6%	TN 6.4%		TX 7.3%	TX 6.2%	TX 6.1%
	TN 5.5%	TN 5.7%	IL 5.0%	TX 6.0%		OK 5.8%	TN 5.8%	TN 6.0%
	OK 4.7%	FL 5.7%	IN 5.0%	OK 5.0%		TN 5.8%	OK 5.0%	OK 4.7%
	MS 3.6%	OK 5.1%	TX 4.2%	FL 4.4%		LA 4.1%	FL 4.1%	FL 4.2%
	FL 3.6%	MS 3.8%	IA 3.9%	LA 4.1%		MS 4.1%	MS 3.7%	LA 3.8%
	IL 3.4%	LA 3.8%	FL 3.4%	AL 3.9%		FL 4.0%	LA 3.6%	MS 3.7%
	CO 3.2%	AL 3.5%	CO 3.1%	MS 3.7%		CO 4.0%	AL 3.5%	IL 3.5%
	AL 3.1%	CO 3.2%	KY 3.1%	IL 3.6%		AL 4.0%	CO 3.4%	AL 3.1%
	LA 3.1%	KS 3.2%	MN 3.1%	CO 3.3%		IL 3.4%	IL 3.4%	CO 3.0%
15. For those unable to travel in Arkansas, reasons cited:								
Financial	17.5%	30.6%	21.1%	26.1%		26.8%	24.4%	26.2%
Time	36.3%	30.3%	35.1%	32.7%		34.4%	33.9%	33.6%
Personal/family	16.3%	18.3%	14.0%	15.3%		18.4%	17.0%	15.8%
Weather	5.6%	4.3%	0.0%	5.2%		4.7%	4.8%	3.7%
Other	24.4%	16.6%	29.8%	20.7%		15.7%	19.9%	20.7%
16. Plan to visit Arkansas within the next 12 months	65.9%	84.5%	75.4%	87.1%		88.5%	80.2%	79.2%
17. Average family income	\$61,130	\$59,944	\$59,582	\$61,879		\$59,374	\$60,408	\$60,563

Table 10 – Comparison of the 2011 and 2010 Welcome Center Surveys

TOP 15 STATES OF ORIGIN, 2011 AND 2010

STATE OF ORIGIN	2011 RANK	2011 PERCENT OF TOTAL	2010 RANK	2010 PERCENT OF TOTAL
Texas	1	17.7%	1	17.8%
Missouri	2	11.5%	2	11.7%
Arkansas	3	8.9%	3	8.3%
Oklahoma	4	7.8%	4	8.2%
Illinois	5	6.7%	6	6.0%
Louisiana	6	5.7%	5	6.5%
Mississippi	7	5.7%	7	5.1%
Tennessee	8	3.9%	8	3.7%
Michigan	9	2.9%	9	2.8%
Indiana	10	2.5%	11	2.5%
Florida	11	2.4%	10	2.5%
Wisconsin	12	2.0%	14	1.9%
Kansas	13	2.0%	12	2.0%
Alabama	14	1.8%	–	
Ohio	15	1.8%	13	1.9%
Other		16.6%		19.1%

AVERAGE AGE

Median for All Members of the Travel Party

2011 – 52.3

2010 – 53.1

DESCRIPTION OF TRAVEL PARTY

	2011	2010
Family	73%	75%
Individual	27%	24%
Business	*	1%
Motor home	*	*
Other	*	*

FIRST TRIP TO ARKANSAS

2011 – 8.5%

2010 – 7.0%

METHOD OF CONTACTING DEPARTMENT PRIOR TO TRIP

	2011	2010
Did not contact	89%	91%
Internet	10%	8%
Phone	1%	1%
Mail	*	*

PURPOSE OF TRIP

	2011	2010
Visit friends	39%	41%
Sightseeing	20%	19%
Entertainment	10%	12%
Business	10%	10%
Recreation	9%	8%
Family affairs	8%	7%
Other	3%	3%

NIGHTS AWAY FROM HOME

	2011	2010
1	7%	6%
2	12%	12%
3	11%	12%
4	10%	11%
5	9%	8%
6	8%	8%
7	10%	9%
8+	33%	33%
Median Nights:	6.2	6.0

Table 10 – Comparison of the 2011 and 2010 Welcome Center Surveys (continued)

NIGHTS SPENT IN ARKANSAS

	2011	2010
1	29%	30%
2	20%	21%
3	14%	15%
4	11%	11%
5	6%	5%
6	8%	7%
7	4%	3%
8+	8%	8%
Median Nights:	2.9	2.9

VACATIONERS

2011 – 73%
2010 – 74%

TOP 10 ARKANSAS COUNTIES AS FINAL DESTINATION

	2011	2010
Pulaski	1	2
Garland	2	1
Carroll	3	3
Fulton	4	5
Benton	5	4
Washington	6	6
Pike	7	10
Stone	8	7
Faulkner	9	–
White	10	–

AVERAGE TRIP DISTANCE

2011 – 605 miles
2010 – 626 miles

ACTIVITIES PARTICIPATED IN

	2011	2010
Sightseeing	83%	85%
Shopping	54%	51%
Attractions	47%	46%
Historic sites	24%	23%
Museums	15%	16%
Live performance	10%	11%
Hiking	10%	10%
Camping	8%	9%
Arts/crafts show	8%	8%
Fishing/hunting	7%	8%
Water sports	5%	5%
Birdwatching	5%	4%
Antiques	4%	3%
Festivals	3%	3%
Golf	2%	3%
Sporting events	2%	2%
Racing	1%	1%
Other	21%	19%

AVERAGE EXPENDITURE PER TRIP

2011 – \$743
2010 – \$718

WHAT MOST INFLUENCED TRIP

	2011	2010
Shortest route	41%	38%
Previous visit	34%	36%
Friend/relative	13%	14%
Business	7%	7%
Advertisement	5%	5%

* Denotes less than 1 percent.

Note: Details may not add due to rounding.

Source: 2011 and 2010 Arkansas State Welcome Center Surveys.

WELCOME CENTER REGISTRATION SUMMARY

During 2011, a talented staff of about 45 travel consultants assisted 848,657 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 2011 and 2010 visitor totals by month. Of those who stopped for assistance, 50% were on vacation, while 45% were passing through. “Reasons for Travel” is summarized in *Table 13* and by *Figure 8*. The top five regions visited in Arkansas by those who stopped for information were: Heart of Arkansas, Diamond Lakes, Ozark Gateway, Delta Byways and Northwest Arkansas.

FIGURE 7
WELCOME CENTER VISITORS BY MONTH 2010-2011

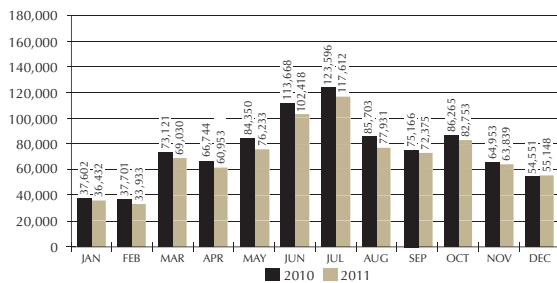
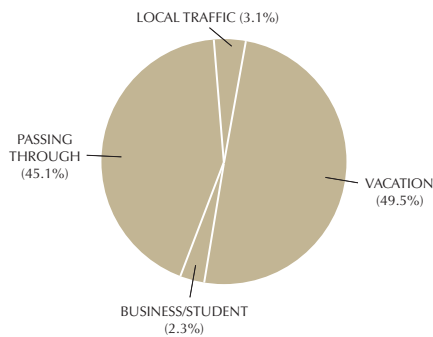


FIGURE 8
WELCOME CENTER VISITORS BY REASONS FOR TRAVEL 2011



United States visitors to Arkansas State Welcome Centers decreased in 2011, while foreign visitation remained virtually unchanged from 2010 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. (13.0%), 12-1 p.m. (12.5%) and 10-11 a.m.

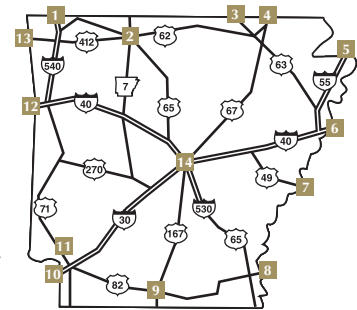
(12.4%). For a complete breakdown of travel parties registered by hours of operation, see *Table 12*.

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 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.

FIGURE 9
WELCOME CENTER FOREIGN VISITORS TOP FIVE COUNTRIES 2011

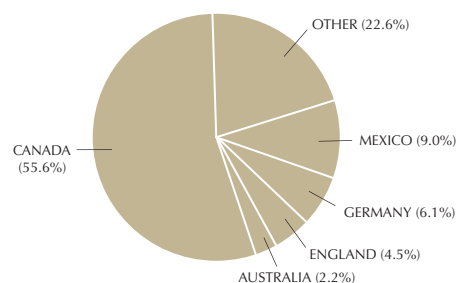


Table 11 – Welcome Center Summary Table 2011

Table 12 – Travel Parties Registered by Hours of Operation and Welcome Center 2011

	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	11,792	24,123	2.0	2,984,678	7,760	33,330
Blytheville	46,078	116,208	2.5	10,858,423	592,284	73,588
Corning	22,911	44,971	2.0	6,300,186	130,425	53,700
El Dorado	17,919	38,632	2.2	5,543,150	329,540	35,448
Harrison	28,381	67,388	2.4	9,437,585	131,385	71,001
Helena-West Helena	7,139	13,085	1.8	2,424,248	69,525	17,059
Lake Village	20,790	48,194	2.3	6,731,580	402,600	42,157
Mammoth Spring	30,107	77,806	2.6	5,229,907	28,556	52,685
Red River	7,702	15,825	2.1	2,335,295	69,813	21,121
Siloam Springs	6,602	13,291	2.0	931,108	6,731	12,423
Texarkana	85,018	196,693	2.3	31,581,065	1,098,565	193,719
Van Buren/Fort Smith	39,008	88,398	2.3	11,226,880	260,240	87,543
West Memphis	44,703	104,043	2.3	14,919,615	811,550	89,251
TOTALS	368,150	848,657	2.3	110,503,720	3,938,974	783,025

HOURS OF OPERATION	BENTON-VILLE	BLYTHE-VILLE	CORNING	EL DORADO	HARRISON	HELENA-W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR-KANA	VAN BUREN/FORT SMITH	WEST MEMPHIS	TOTALS
8 - 9 AM	561	3,105	1,561	1,878	2,116	749	1,168	1,198	702	935	5,684	2,181	2,663	24,501
9 - 10 AM	1,098	4,607	2,315	2,043	3,238	829	1,781	2,136	825	772	8,218	3,559	4,284	35,705
10 - 11 AM	1,530	5,824	2,845	2,238	4,294	1,040	2,280	3,241	997	928	10,370	4,719	5,224	45,530
11 AM - 12 PM	1,662	5,712	3,147	2,174	4,258	989	2,617	4,068	954	954	10,655	5,300	5,416	47,906
12 - 1 PM	1,599	5,432	2,997	1,935	3,725	880	2,714	4,148	917	832	10,608	4,929	5,215	45,931
1 - 2 PM	1,520	5,574	2,769	1,731	3,228	785	2,654	4,405	949	756	9,870	4,631	5,491	44,363
2 - 3 PM	1,394	5,703	2,483	1,769	2,843	800	2,640	4,239	998	638	10,022	4,585	5,334	43,448
3 - 4 PM	1,192	5,112	2,360	1,729	2,536	848	2,567	3,520	1,021	453	9,333	4,197	5,352	40,220
4 - 5 PM	962	4,066	1,903	1,798	1,711	219	1,939	2,349	339	281	8,210	3,812	4,454	32,043
5 - 6 PM	274	943	531	624	432	-	430	803	-	53	2,048	1,095	1,270	8,503
TOTALS	11,792	46,078	22,911	17,919	28,381	7,139	20,790	30,107	7,702	6,602	85,018	39,008	44,703	368,150

Table 13 – Visitors by Reasons for Travel and Welcome Center 2011

Table 14 – Visitors by Destination in Arkansas by Region and Welcome Center 2011

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	16,370	41,300	20,326	25,657	44,144	6,324	15,338	43,714	9,505	8,189	107,023	39,078	43,319	420,287
Passing Through	4,417	73,297	22,247	7,160	19,958	3,720	30,997	21,345	4,394	2,940	87,975	45,309	58,702	382,461
Local Traffic	2,346	406	850	3,134	1,443	667	771	12,136	871	1,446	675	1,155	551	26,451
Business/Student	990	1,205	1,548	2,681	1,843	2,374	1,088	611	1,055	716	1,020	2,856	1,471	19,458
TOTALS	24,123	116,208	44,971	38,632	67,388	13,085	48,194	77,806	15,825	13,291	196,693	88,398	104,043	848,657

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	1,559	14,670	4,995	5,089	7,769	935	4,039	515	178	115	41,714	10,097	21,006	112,681
Diamond Lakes	1,684	8,092	2,020	6,188	4,876	695	2,171	466	1,603	155	37,758	3,386	8,487	77,581
Ozark Gateway	133	151	5,239	1,255	4,348	614	508	43,663	121	238	3,839	1,043	233	61,385
Arkansas Delta														
Byways	189	12,510	4,277	1,652	1,408	3,702	5,253	1,749	75	47	18,394	2,898	3,127	55,281
Northwest Arkansas	11,053	174	229	1,406	9,932	353	1,200	563	1,522	8,136	2,690	10,659	2,183	50,100
Ozark Mountain Region	491	142	745	1,631	20,932	291	697	1,459	232	932	5,435	1,932	560	35,479
Arkansas's Great Southwest	350	4,641	371	1,245	570	74	147	54	4,773	10	11,142	86	2,982	26,445
Western Arkansas' Mountain Frontier	2,167	531	155	924	907	150	429	121	2,500	256	964	7,652	2,844	19,600
Arkansas River Valley Tri-Peaks	795	616	606	1,285	2,576	218	878	228	412	91	3,772	4,831	1,906	18,214
Greers Ferry Lake/ Little Red River	82	510	3,241	743	2,275	210	438	427	55	32	3,837	1,169	412	13,431
Arkansas' South Arkansas' Land of Legends	75	251	104	9,823	368	64	473	29	206	6	761	179	302	12,641
Arkansas' Land of Legends	100	464	191	1,792	405	198	857	32	7	2	1,198	436	428	6,110
TOTALS	18,678	42,752	22,173	33,033	56,366	7,504	17,090	49,306	11,684	10,020	131,504	44,368	44,470	488,948

Table 15 – Visitors by Destination in Arkansas by Park Visited and Welcome Center 2011

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	0	0	13	47	319	15	0	43,712	2	23	78	5	0	44,214
Crater of Diamonds	370	610	200	1,201	879	66	91	29	350	47	3,564	279	709	8,395
Ozark Folk Center	6	19	194	170	1,755	213	176	324	21	126	993	343	7	4,347
Petit Jean	80	58	69	379	479	43	197	66	33	21	1,220	477	195	3,317
DeGray Lake Resort	11	71	8	815	84	22	13	19	40	4	1,656	55	70	2,868
Mount Magazine	116	23	34	83	585	23	94	100	123	17	599	591	75	2,463
Lake Catherine	6	53	3	684	77	6	29	9	21	2	870	27	50	1,837
Queen Wilhelmina	59	16	19	242	131	13	17	48	810	14	244	62	13	1,688
Historic Washington	7	10	3	162	12	10	18	4	237	0	1,195	8	4	1,670
Bull Shoals-White River	0	0	0	339	652	4	12	199	42	138	186	38	0	1,610
Lake Ouachita	17	39	6	42	107	7	50	6	103	2	978	75	43	1,475
Devil's Den	314	3	0	145	156	3	8	27	70	90	52	443	8	1,319
Mount Nebo	19	23	17	77	421	2	65	34	23	4	216	166	19	1,086
Lake Chicot	1	0	0	220	52	12	474	0	0	0	10	10	0	779
Arkansas Museum of Natural Resources	0	0	0	718	0	2	8	6	3	0	10	0	0	747
Village Creek	0	53	4	16	8	37	2	10	6	0	231	114	190	671
Lake Dardanelle	4	3	2	16	158	14	17	2	28	4	30	309	48	635
Pinnacle Mountain	2	6	5	469	21	0	10	0	0	0	96	5	6	620
Millwood	4	8	9	8	0	0	2	4	341	0	77	0	11	464
Daisy	4	6	2	28	4	2	2	0	166	0	155	4	4	377
Hobbs	155	0	0	0	86	0	0	4	9	86	0	21	0	361
Moro Bay	0	0	1	322	5	7	2	0	0	2	5	2	2	348
Lake Fort Smith	44	2	2	23	24	0	0	0	34	19	0	129	2	279
Withrow Springs	6	0	0	88	86	0	0	2	19	12	8	30	4	255
Prairie Grove Battlefield	72	0	0	4	30	1	0	2	25	64	6	36	1	241
Toltec Mounds	4	0	0	142	9	5	0	0	3	0	30	6	9	208
Woolly Hollow	0	0	7	7	75	6	4	6	10	0	82	9	2	208
White Oak Lake	0	0	0	98	7	4	0	0	6	0	83	2	0	200
Cossatot River State Park- Natural Area	5	0	0	8	1	0	0	0	156	0	21	5	1	197
Cane Creek	0	1	1	94	10	6	16	2	0	0	26	0	6	162
Crowley's Ridge	0	8	28	42	28	4	2	13	0	4	15	1	5	150
Arkansas Post Museum	0	6	0	33	13	48	21	0	0	0	6	4	0	131
Mississippi River	0	0	0	6	2	88	0	0	0	0	2	10	2	110
Parkin Archeological	0	6	0	37	7	0	0	8	5	0	24	4	15	106
Lake Charles	0	0	16	10	17	2	2	40	0	0	3	0	0	91
Davidsonville Historic	0	0	38	6	10	2	0	24	0	0	0	0	0	83
Plantation Agriculture Museum	0	0	0	7	36	0	0	0	0	0	11	2	0	56
Louisiana Purchase	0	0	0	2	2	28	0	0	0	0	4	5	5	46
Jacksonport	0	0	9	2	5	7	1	5	0	0	11	5	0	45
Powhatan	0	0	10	5	8	0	0	16	0	0	1	0	0	40
Hampson Archeological Museum	0	23	0	1	0	0	0	3	3	0	4	0	0	34
Poison Spring	2	0	0	2	0	0	0	0	0	0	13	0	2	19
Delta Heritage Trail	0	0	0	0	0	16	0	0	0	0	0	0	0	16
Lake Poinsett	0	4	0	0	6	2	0	0	0	0	0	4	0	16
Logoly	0	0	0	13	0	0	0	0	2	0	0	0	0	15
Lake Frierson	0	0	0	6	0	0	0	6	0	0	0	0	0	12
South Arkansas Arboretum	0	0	0	9	0	0	0	0	0	0	0	0	0	9
Conway Cemetery	0	0	0	4	3	0	0	0	0	0	0	0	0	7
Herman Davis	0	0	0	1	0	0	0	3	0	0	1	0	0	5
Jenkins' Ferry	2	0	0	1	0	0	2	0	0	0	0	0	0	5
Lower White River Museum	0	0	0	0	1	0	0	2	0	0	0	0	0	3
Marks' Mills	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	1,310	1,051	700	6,834	6,371	720	1,335	44,735	2,691	679	12,820	3,286	1,508	84,040

Table 16 – Visitors by State and Welcome Center 2011

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
TEXAS	1,425	9,674	2,664	2,287	5,516	401	861	1,841	3,698	891	106,355	14,433	15,344	165,390
ARKANSAS	4,669	4,897	16,383	9,895	22,975	5,407	19,010	23,306	6,442	2,200	21,164	10,270	8,009	154,627
MISSOURI	6,204	23,418	11,907	907	11,416	235	1,122	28,385	559	236	3,487	1,070	1,960	90,906
OKLAHOMA	1,261	399	153	760	2,854	260	1,406	672	602	8,548	763	27,779	4,244	49,701
ILLINOIS	564	26,305	6,249	184	1,794	246	179	1,800	65	85	6,475	607	4,130	48,683
LOUISIANA	582	3,514	380	17,883	3,080	232	5,708	1,081	2,837	51	9,541	526	1,112	46,527
TENNESSEE	100	4,999	312	752	1,528	615	334	4,289	35	64	8,256	3,246	10,470	35,000
MISSISSIPPI	88	4,887	86	1,984	1,631	2,939	12,046	3,268	134	22	1,350	1,293	2,693	32,421
MICHIGAN	320	6,178	1,063	165	616	100	153	560	68	39	4,769	684	3,712	18,427
INDIANA	229	7,313	1,403	82	548	49	92	492	16	23	4,214	308	2,774	17,543
FLORIDA	331	1,679	218	528	1,521	300	2,076	1,479	77	87	1,201	2,234	3,545	15,276
ALABAMA	116	1,379	91	391	908	346	1,480	1,611	39	12	1,031	1,684	5,153	14,241
OHIO	121	1,805	497	329	364	86	88	241	34	34	4,382	647	3,999	12,627
KENTUCKY	45	3,406	544	249	208	44	91	424	17	14	2,945	598	2,912	11,497
KANSAS	2,769	443	73	377	1,831	89	511	2,037	99	210	231	1,874	718	11,262
GEORGIA	146	505	88	542	847	289	445	931	39	15	655	2,181	4,095	10,778
WISCONSIN	404	4,218	1,100	62	837	126	150	634	92	30	1,630	291	827	10,401
CALIFORNIA	261	515	154	98	764	113	235	552	53	106	1,280	3,476	2,135	9,742
NORTH CAROLINA	64	296	85	74	368	114	113	278	15	30	1,255	1,776	4,036	8,504
IOWA	1,365	2,571	421	54	1,535	103	165	692	172	51	615	316	294	8,354
VIRGINIA	46	242	43	38	174	55	78	102	13	9	1,612	1,109	3,138	6,659
MINNESOTA	1,069	1,737	125	84	1,198	65	220	440	232	78	549	264	297	6,358
PENNSYLVANIA	75	403	118	84	282	37	88	128	4	17	1,763	628	2,421	6,048
ARIZONA	125	295	89	43	258	44	51	226	17	51	1,006	1,670	1,101	4,976
NEW YORK	62	334	56	18	236	51	75	116	19	17	1,223	446	1,749	4,402
COLORADO	168	180	55	108	448	46	184	283	57	105	260	1,524	585	4,003
SOUTH CAROLINA	37	214	36	89	388	74	94	189	7	13	293	840	1,654	3,928
NEW MEXICO	48	104	26	56	146	22	46	53	25	43	410	1,146	706	2,831
NEBRASKA	571	424	38	19	548	16	98	318	55	9	142	208	168	2,614
MARYLAND	14	104	23	9	83	13	21	33	1	11	552	352	1,046	2,262
WASHINGTON	81	206	56	36	223	31	81	158	23	25	281	380	362	1,943
NEW JERSEY	22	57	33	8	90	16	20	22	4	10	435	279	763	1,759
WEST VIRGINIA	6	143	27	10	44	10	10	49	0	8	545	158	719	1,729
MASSACHUSETTS	16	64	30	14	102	17	39	46	3	6	279	196	455	1,267
OREGON	41	69	25	31	150	23	46	81	20	12	161	362	236	1,257
NEVADA	24	57	21	8	56	16	29	20	4	0	94	517	348	1,194
SOUTH DAKOTA	173	211	12	54	233	25	50	104	45	12	121	69	78	1,187
CONNECTICUT	11	37	10	15	62	14	10	16	6	4	207	146	322	860
MAINE	13	21	9	2	51	5	78	10	7	0	112	126	274	708
UTAH	23	45	14	7	59	5	28	39	6	5	104	189	181	705
NEW HAMPSHIRE	7	16	7	5	38	3	24	6	2	4	114	69	261	556
IDAHO	30	65	15	18	61	13	26	33	7	9	85	106	79	547

Table 16 – Visitors by State and Welcome Center 2011 (continued)

STATES (LISTED BY RANK)	BENTON- VILLE	BLYTHE- VILLE	CORNING	EL DORADO	HARRISON	HELENA- W. HELENA	LAKE VILLAGE	MAMMOTH SPRING	RED RIVER	SILOAM SPRINGS	TEXAR- KANA	VAN BUREN/ FORT SMITH	WEST MEMPHIS	TOTALS
ALASKA	21	58	11	13	48	12	15	69	17	9	106	57	98	534
NORTH DAKOTA	110	121	7	19	85	0	17	20	27	1	40	30	38	515
DELAWARE	2	15	0	10	30	3	8	8	2	0	127	73	230	508
WYOMING	26	34	8	3	90	15	10	47	19	5	45	98	56	456
MONTANA	24	48	2	19	61	5	49	43	14	3	40	81	55	444
DISTRICT OF														
COLUMBIA	9	17	2	2	27	7	0	18	0	3	68	64	209	426
VERMONT	9	20	4	4	10	17	7	6	0	0	69	90	177	413
RHODE ISLAND	4	7	0	0	12	2	5	10	0	0	67	31	115	253
HAWAII	1	17	0	0	13	2	6	7	0	3	65	56	50	220
TOTALS	23,932	113,766	44,773	38,429	66,447	12,758	47,778	77,273	15,729	13,220	192,574	86,657	100,133	833,469

Table 17 – Foreign Visitors by Country and Welcome Center 2011

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	5	8	1	0	21	0	7	10	0	0	32	30	24	138
EGYPT	0	0	0	0	0	0	0	0	0	0	0	6	4	10
AMERICAN POSSESSIONS & TERRITORIES														
AMERICAN POSSESSIONS OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GUAM	0	2	0	0	2	0	0	0	0	0	11	4	8	27
PHILIPPINES	0	7	1	3	0	0	0	4	0	0	8	3	22	48
PUERTO RICO	1	2	0	0	8	0	0	16	0	0	8	4	13	52
VIRGIN ISLANDS	0	5	0	2	3	0	0	0	0	0	4	2	0	16
ASIA														
ASIA OTHER	1	12	0	1	4	0	0	9	0	0	7	5	0	39
CHINA	1	9	0	75	7	0	8	12	0	0	13	19	16	160
INDIA	5	2	1	4	4	0	0	0	0	4	4	2	4	30
INDONESIA	0	8	0	0	0	0	0	0	0	0	0	0	0	8
JAPAN	2	16	0	0	6	1	4	10	2	7	17	44	34	143
KOREA	0	9	0	0	7	2	1	11	0	0	5	92	52	179
MALAYSIA	0	0	0	0	3	0	0	0	0	0	2	6	2	13
PAKISTAN	0	0	0	0	0	0	0	0	0	0	0	0	0	0
THAILAND	0	3	0	0	4	0	4	5	0	0	2	16	2	36
TURKEY	0	0	0	0	2	0	0	0	0	0	4	3	3	12
CANADIAN PROVINCES														
ALBERTA	7	81	2	0	69	2	30	0	0	4	37	25	39	296
BRITISH COLUMBIA	7	25	7	2	40	14	11	0	4	0	25	48	80	263
CANADA OTHER	0	0	1	28	2	0	2	177	6	4	0	2	40	262
MANITOBA	35	79	9	6	127	2	24	0	5	0	45	30	18	380
NEW BRUNSWICK	3	14	0	0	8	0	2	0	0	0	32	37	39	135
NEWFOUNDLAND	0	2	0	0	0	0	0	0	0	0	6	0	6	14
NOVA SCOTIA	2	15	0	0	24	4	0	0	0	0	38	18	55	156
ONTARIO	46	1,190	112	4	227	34	33	10	13	8	1,841	328	1,630	5,476
PRINCE EDWARD ISLAND	0	2	0	0	4	0	0	0	0	0	5	4	6	21
QUEBEC	1	172	7	0	12	9	6	2	2	0	440	297	349	1,297
SASKATCHEWAN	12	12	0	2	80	0	3	0	2	0	17	6	6	140

Table 17 – Foreign Visitors by Country and Welcome Center 2011 (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	5	0	0	3	0	0	0	0	0	12	9	1	30
BELIZE	0	5	0	0	0	0	0	0	0	0	10	0	19	34
BERMUDA	0	0	0	2	0	0	0	3	0	0	3	0	2	10
CENTRAL AMERICA														
OTHER	0	0	0	0	0	4	0	3	0	0	2	0	0	9
COSTA RICA	0	3	0	0	0	0	6	0	0	0	3	0	4	16
CUBA	0	0	0	0	0	0	0	0	0	0	1	1	2	4
GUATEMALA	0	5	0	0	8	0	1	0	0	0	0	5	0	19
HONDURAS	0	8	0	0	0	0	0	0	2	0	5	2	12	29
JAMAICA	0	0	0	0	0	0	0	2	0	0	0	0	7	9
PANAMA	0	3	0	0	2	0	0	0	0	0	6	0	0	11
WEST INDIES	0	1	0	0	0	0	2	0	0	0	0	0	0	3
EUROPE														
AUSTRIA	0	5	0	4	0	4	8	14	1	4	52	4	196	292
BELGIUM	0	5	0	0	7	9	3	17	0	0	0	15	0	56
BULGARIA	0	0	0	0	1	0	0	0	0	0	0	0	1	2
CZECH REPUBLIC	1	9	0	4	7	0	3	0	0	0	3	8	7	42
DENMARK	3	11	0	0	3	13	8	5	0	4	2	11	68	128
ENGLAND	7	68	4	5	60	55	41	46	9	6	105	66	210	682
EUROPE OTHER	0	15	0	0	2	1	19	3	2	0	55	17	22	136
FINLAND	0	6	0	0	2	4	0	0	0	0	2	3	14	31
FRANCE	3	36	0	0	14	8	24	11	0	0	31	26	57	210
GERMANY	13	163	8	39	37	70	43	22	9	13	153	116	238	924
HUNGARY	0	3	0	0	0	0	0	0	0	0	9	4	10	26
ICELAND	0	0	0	0	0	0	0	0	0	0	0	0	0	0
IRELAND	0	10	2	3	5	0	6	0	0	0	13	2	6	47
ITALY	0	20	0	2	5	5	2	11	0	2	31	22	24	124
LUXEMBOURG	0	0	0	0	0	0	0	0	0	0	0	0	2	2
NETHERLANDS	0	13	3	0	11	4	11	15	0	0	38	39	82	216
NORWAY	0	12	0	3	8	6	8	14	0	0	18	9	30	108
POLAND	0	3	0	0	2	3	2	3	0	0	15	5	19	52
PORTUGAL	0	0	0	2	0	0	0	0	0	0	0	0	4	6
RUSSIA	0	21	0	0	3	0	3	4	0	0	14	12	34	91
SCOTLAND	0	4	0	0	6	8	6	2	0	2	14	7	13	62
SLOVAKIA	6	14	7	0	2	0	2	0	0	0	16	8	15	70
SPAIN	0	2	0	0	0	0	0	0	0	0	0	0	0	2
SWEDEN	0	13	0	5	10	7	2	4	0	0	30	16	40	127
SWITZERLAND	4	29	5	0	5	11	20	11	4	0	7	20	51	167
WALES	0	2	0	0	0	2	4	5	0	0	4	2	0	19

Table 17 – Foreign Visitors by Country and Welcome Center 2011 (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														
MEXICO	2	204	18	1	21	5	13	4	32	1	734	121	205	1,361
NEAR & MIDDLE EAST														
IRAN	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ISRAEL	0	5	2	0	2	0	4	5	0	2	9	7	10	46
NEAR & MIDDLE EAST OTHER														
OTHER	0	2	0	0	2	0	0	0	0	0	0	8	0	12
SAUDI ARABIA	0	0	0	0	0	1	0	5	0	0	5	2	2	15
OCEANIA														
AUSTRALIA	10	38	6	8	22	32	21	38	3	10	56	83	0	327
NEW ZEALAND	6	7	0	2	11	4	3	2	0	0	14	18	16	83
OCEANIA OTHER														
OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SOUTH AMERICA														
ARGENTINA	0	2	0	0	0	0	0	4	0	0	0	2	8	16
BOLIVIA	0	0	0	0	2	0	0	0	0	0	0	0	7	9
BRAZIL	0	13	2	0	12	2	10	12	0	0	22	17	10	100
CHILE	2	0	0	0	0	0	0	0	0	0	4	1	5	12
PERU	0	0	0	0	0	0	0	0	0	0	1	13	0	14
SOUTH AMERICA OTHER														
OTHER	2	2	0	0	2	2	2	2	0	0	13	9	4	38
VENEZUELA	4	0	0	0	0	0	0	0	0	0	2	0	2	8
TOTALS	191	2,442	198	207	941	328	412	533	96	71	4,117	1,741	3,911	15,188

HELPFUL PHONE & FAX NUMBERS • January 2012



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