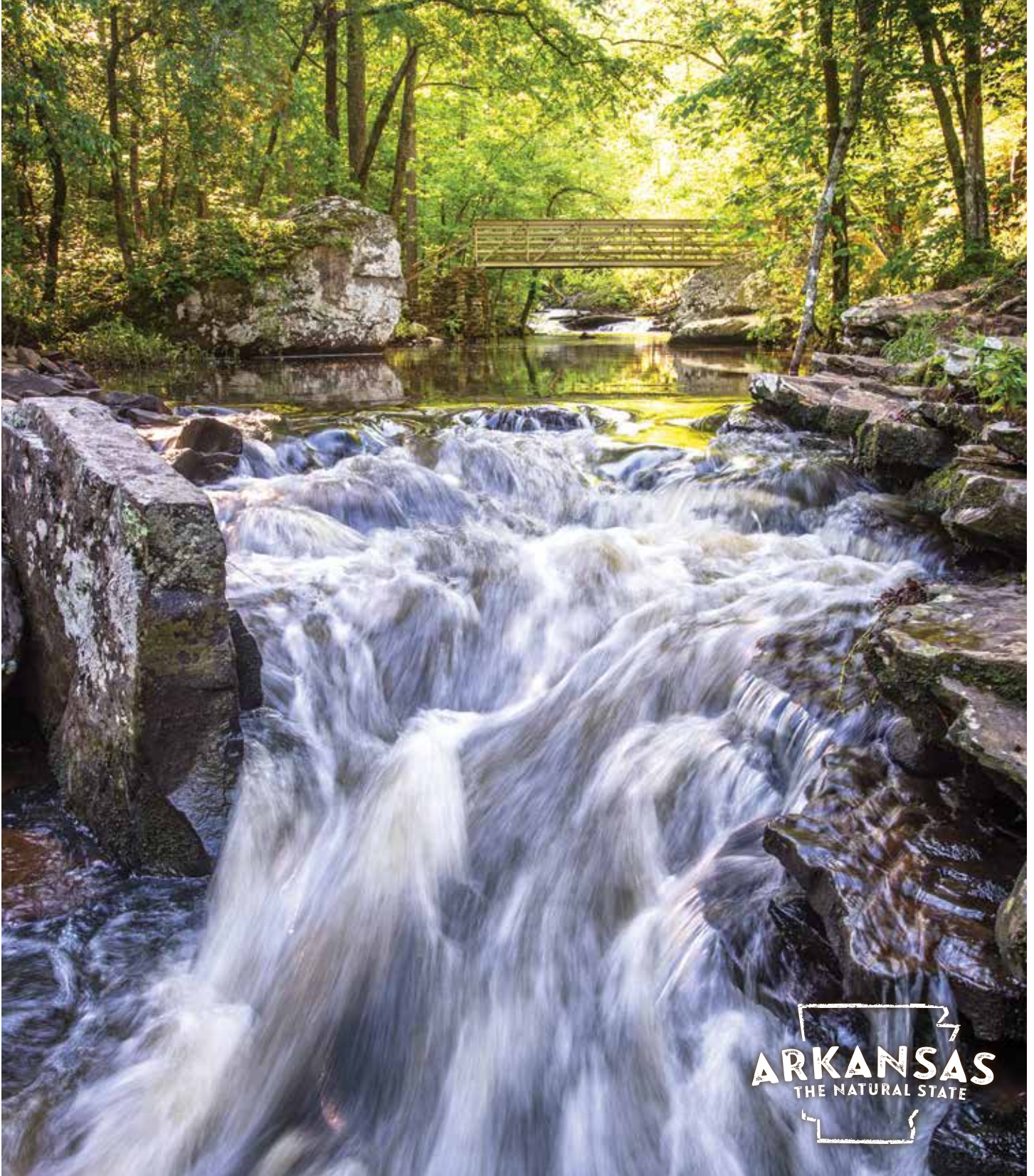


2017

ARKANSAS TOURISM ECONOMIC IMPACT





STATE OF ARKANSAS  
ASA HUTCHINSON  
GOVERNOR

Dear Fellow Arkansans,

We are coming off another banner year for the tourism industry in Arkansas. Visitors enjoyed our state parks, marveled at our world-class museums, biked and hiked our trails, fished in our rivers and lakes, and experienced the diversity of our communities.

The industry's growth is measured by hospitality tax collections, tourism sector employment numbers and collections of the statewide 2% tourism tax. I'm happy to report increases in each area for the third consecutive year.

Continuing that trend in 2018 is certainly within our reach.

The trail system in Arkansas continues to grow for hikers and bikers. Arkansas has more than 300 miles of hiking trails through mountainous terrains and alongside rivers and streams. Some lead to the most beautiful waterfalls found anywhere in the world. Our mountain biking trail system continues to develop in the Ozark and Ouachita Mountains. Slaughter Pen in Bentonville and Iron Mountain in Arkadelphia, among others, opened new trails for experienced bikers in 2017.

I am most excited about the continued development of the Murphy Arts District (MAD) in El Dorado. The Playscape water park will open this spring and will attract families from all over southern Arkansas and northern Louisiana. Additionally, MAD Amphitheater and Griffin Music Hall will offer plenty of entertainment options. This project will soon enter Phase II of development and be a driving force for tourism in that part of the state.

All 75 counties have something to offer. These are just a few examples of the great things happening for tourism in Arkansas, and what keeps people coming back year after year.

Thank you for your investment, your hard work and for your outstanding customer service.

Sincerely,

Asa Hutchinson

500 WOODLANE STREET, SUITE 250 • LITTLE ROCK, AR 72201  
TELEPHONE (501) 682-2345  
[www.governor.arkansas.gov](http://www.governor.arkansas.gov)



Dear Tourism Industry Friends,

"Embrace change" has been the unofficial motto of late in the Arkansas Department of Parks and Tourism. With change comes opportunity, and we are excited about what the future holds for our industry.

Arkansas's historical War Memorial Stadium became part of our department's responsibility in 2017. Since then we've hosted a major stadium concert with Guns N' Roses attracting almost 24,000 fans, completed a football season full of high school and college games, and secured the 2018 Arkansas Razorbacks Red-White Spring Game. And the "Grand Ol' Lady" isn't done yet - I firmly believe that some of her best days still lie ahead.

The Arkansas Parks and Recreation Foundation was created by commission member John Gill in 2017. It's a nonprofit organization that will allow for private funds to be raised and channeled into our parks system and recreation facilities across The Natural State. We thank John for his tireless work and progressive vision.

Another significant change was the retirement of our friend Joe David Rice. He devoted more than 30 years of his life to our industry as the director of tourism. While we miss Joe David's presence, we are fortunate that Jim Dailey has stepped into that role and has continued to push our tourism efforts forward.

We, as a state, enjoy a great deal of momentum in attracting tourists. Early numbers suggest that 2017 collections of the 2% tourism tax will have increased by 3.23% over 2016. We also experienced job growth in the tourism sector in 2017.

So much of this is possible because of our public-private partnerships. The private sector is building new hotels and restaurants. Communities are investing in developing world-class museums, entertainment venues and trail systems. And the state is diligently working to improve our 52 state parks.

These amenities, coupled with outstanding customer service, are what keep tourists returning to Arkansas year after year.

Thanks for all that you do to help our beloved state thrive as a tourism destination.

Sincerely,

Kane Webb  
Executive Director  
Arkansas Department of Parks and Tourism



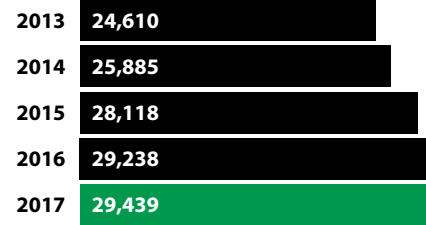
**2018 STATE PARKS, RECREATION AND TRAVEL COMMISSION**

Back row, left to right: Austin Albers, Kalene Griffith (Vice Chair), Mike Wilson, Randy Wolfenbarger, Eric Jackson, Cindy Smith, Bill Barnes. Front row, left to right: Jim Shamburger (Chair), Bob Knight, David Bazzel, Ron Gossage, Shash Goyal, Montine McNulty, John Gill. Not pictured: Ness Sechrest, Danny Ford, Weston Lewey.

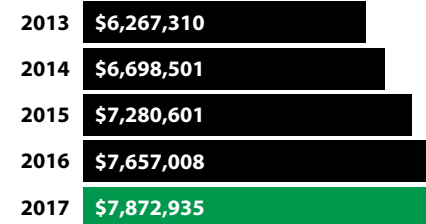
# STATE TOURISM IMPACT NUMBERS



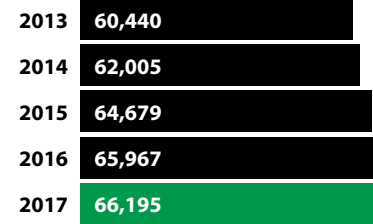
## VISITORS PER PERSON TRIPS (THOUSANDS OF PERSONS)



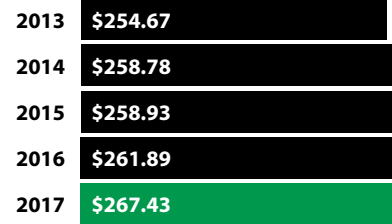
## TOTAL TRAVEL EXPENDITURES (\$1,000)



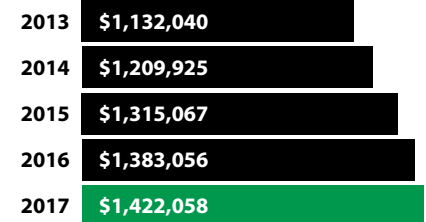
## TRAVEL-GENERATED EMPLOYMENT (JOBS)



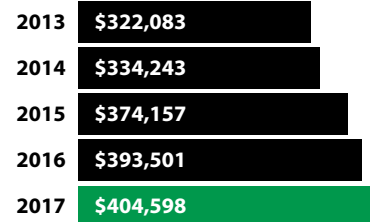
## AVERAGE EXPENDITURE PER PERSON TRIP (DOLLARS)



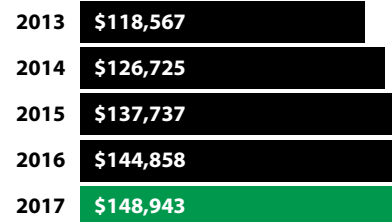
## TRAVEL-GENERATED PAYROLL (\$1,000)



## TRAVEL-GENERATED STATE TAX (\$1,000)

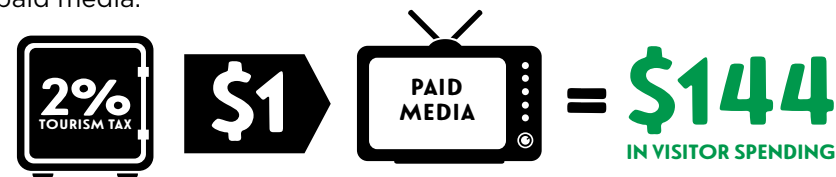


## TRAVEL-GENERATED LOCAL TAX (\$1,000)



# ARKANSAS ADVERTISING EFFECTIVENESS

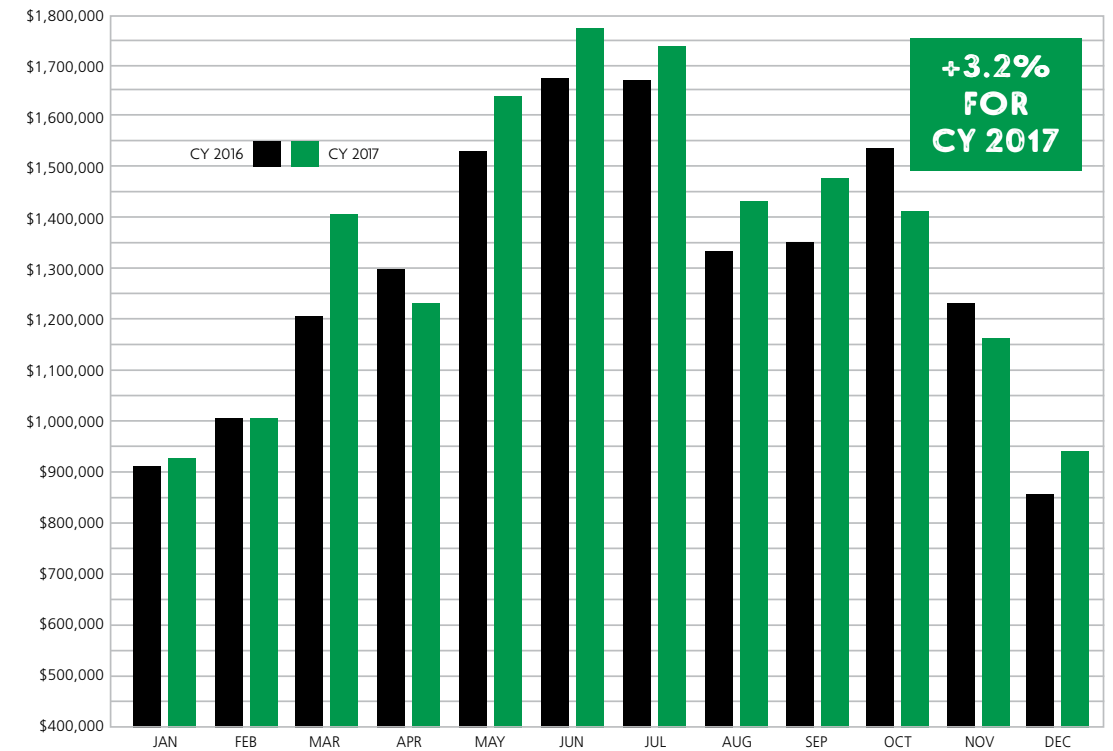
The 2017 Spring/Summer paid media campaign influenced more than \$725 million in visitor spending in Arkansas. With a paid media investment of more than \$5 million, this returned \$144 in visitor spending for every \$1 spent in paid media.



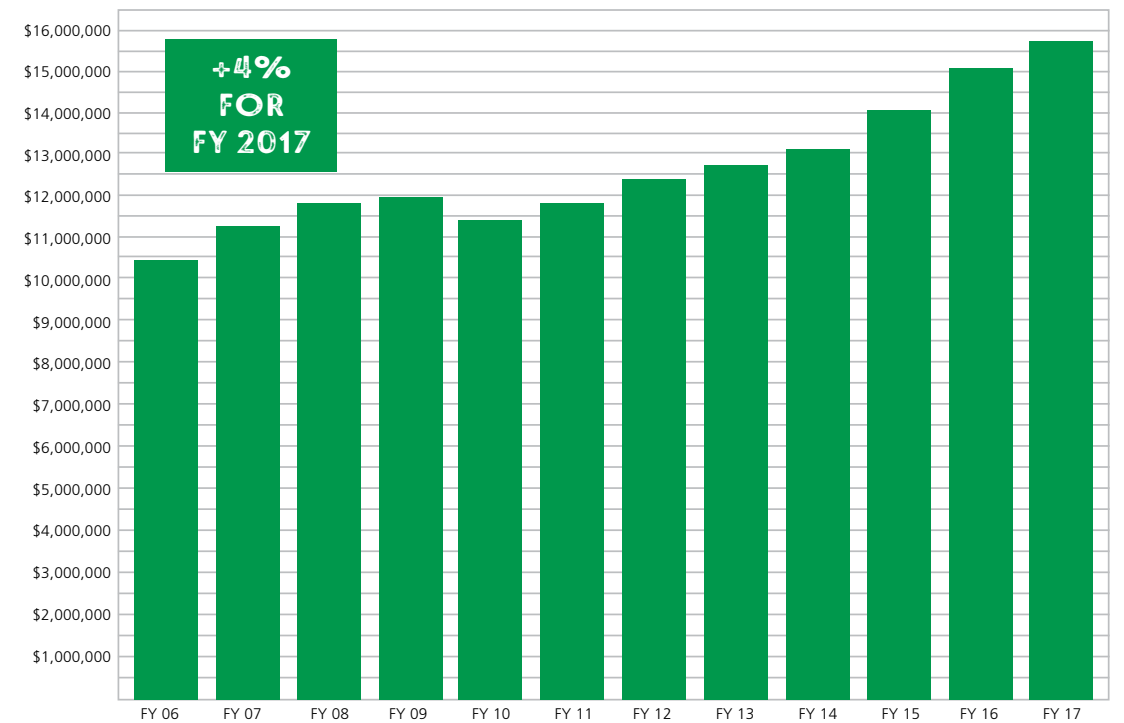
Source: 2017 Advertising Effectiveness Research by Strategic Marketing and Research Insights

# THE 2% TOURISM TAX IS WORKING HARD IN ARKANSAS

## 2% TOURISM TAX COLLECTIONS BY MONTH



## 2% TOURISM TAX COLLECTIONS BY FISCAL YEAR\*



\* The state's fiscal year is July 1 through June 30.

**Table 1 – Impact of Travel on Arkansas Counties – 2017 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	41,876,381	6,478,099	326	2,486,720	911,170	168,304
ASHLEY	35,032,533	6,354,204	346	2,062,457	727,158	142,583
BAXTER	261,360,362	47,933,139	2,349	15,289,368	4,805,653	1,060,983
BENTON	384,560,815	71,453,506	3,663	24,684,781	9,582,202	1,616,412
BOONE	87,914,587	16,165,819	855	5,217,812	1,691,279	361,287
BRADLEY	14,519,637	2,188,755	91	899,779	405,271	50,598
CALHOUN	4,353,459	419,564	12	261,231	150,532	10,552
CARROLL	261,451,458	54,061,023	3,194	16,298,220	4,880,994	1,060,538
CHICOT	15,623,814	3,166,353	151	928,923	320,881	61,706
CLARK	65,477,694	12,662,964	614	3,979,526	1,096,732	267,642
CLAY	19,625,793	3,016,200	144	1,162,369	484,945	75,692
CLEBURNE	178,760,489	29,277,036	1,453	10,551,685	5,064,540	694,364
CLEVELAND	5,893,622	749,168	35	339,897	158,197	16,362
COLUMBIA	32,900,607	5,911,978	301	1,961,114	650,427	128,835
CONWAY	34,272,982	5,911,709	299	2,051,044	780,735	143,861
CRAIGHEAD	134,532,017	25,452,817	1,284	8,074,524	2,202,360	545,953
CRAWFORD	52,778,560	8,753,944	446	3,194,250	911,394	212,158
CRITTENDEN	205,999,194	37,325,248	2,021	12,570,516	3,742,283	835,736
CROSS	19,573,318	3,339,945	162	1,168,167	370,917	80,376
DALLAS	17,837,373	2,498,870	118	1,092,130	426,320	71,072
DESHA	26,926,897	4,924,495	287	1,606,049	501,451	112,353
DREW	30,805,711	5,872,993	327	1,844,247	555,392	123,715
FAULKNER	130,734,929	24,080,623	1,189	7,803,516	2,187,348	527,643
FRANKLIN	19,064,757	3,348,279	158	1,147,306	415,322	75,074
FULTON	29,659,214	5,099,680	257	1,765,336	716,706	114,497
GARLAND	799,453,922	136,727,726	7,592	44,839,866	16,617,046	3,086,091
GRANT	8,199,832	1,012,372	56	493,461	165,872	32,144
GREENE	34,748,183	6,287,623	309	2,059,708	738,400	142,886
HEMPSTEAD	63,769,341	12,025,378	591	3,795,387	1,523,643	248,165
HOT SPRING	42,059,762	6,605,090	318	2,522,196	968,929	160,910
HOWARD	5,767,113	670,435	27	358,687	112,740	24,053
INDEPENDENCE	50,611,434	9,941,923	527	3,010,959	986,590	204,852
IZARD	29,758,997	4,413,490	213	1,759,474	747,070	107,679
JACKSON	18,407,967	2,904,810	150	1,108,619	333,304	73,763
JEFFERSON	150,225,665	27,464,331	1,418	8,133,589	3,040,247	561,657
JOHNSON	37,124,227	6,933,931	345	2,213,923	723,446	154,084
LAFAYETTE	37,660,297	4,590,473	229	2,231,348	1,052,014	135,506
LAWRENCE	21,572,047	3,229,226	153	1,302,585	482,531	86,449
LEE	4,402,832	612,394	35	261,039	123,072	13,257
LINCOLN	5,749,637	800,936	34	350,892	121,319	21,865
LITTLE RIVER	29,226,719	4,155,551	213	1,721,131	900,322	110,092

**Table 1 – Impact of Travel on Arkansas Counties – 2017 Preliminary\* (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)
LOGAN	15,078,751	2,611,291	125	930,787	436,748	54,248
LONOKE	42,753,676	7,117,777	334	2,561,224	737,942	163,033
MADISON	13,608,267	1,963,192	74	824,452	356,312	51,702
MARION	56,662,293	11,062,830	553	3,347,028	1,280,889	222,443
MILLER	106,015,694	18,152,615	776	4,854,420	1,575,927	414,603
MISSISSIPPI	128,941,667	27,175,031	1,336	7,719,262	2,566,598	542,092
MONROE	39,321,579	6,912,228	337	2,343,686	713,079	152,609
MONTGOMERY	34,046,500	5,105,970	262	2,001,197	1,059,276	118,406
NEVADA	29,108,235	5,030,581	173	1,230,965	425,599	75,783
NEWTON	15,501,004	2,859,426	156	919,037	361,082	59,527
OUACHITA	39,828,759	6,963,264	342	2,364,194	731,365	171,661
PERRY	21,862,753	3,045,025	129	1,274,281	721,411	75,413
PHILLIPS	33,287,059	5,205,656	285	1,998,231	719,664	129,689
PIKE	23,888,460	4,256,288	217	1,415,923	514,025	93,951
POINSETT	18,820,539	2,025,878	97	1,165,325	339,180	80,864
POLK	26,240,030	4,685,679	251	1,553,955	557,936	99,599
POPE	195,205,642	29,733,633	1,452	8,322,195	2,743,241	757,961
PRAIRIE	6,372,999	963,216	51	392,794	145,507	25,397
PULASKI	1,950,350,869	368,694,513	13,786	74,252,067	33,335,438	6,412,681
RANDOLPH	22,577,590	2,955,685	144	1,340,390	590,167	95,436
SALINE	72,746,403	13,287,380	710	4,312,578	1,320,813	289,664
SCOTT	7,979,266	1,433,663	69	475,185	194,557	27,974
SEARCY	11,752,938	1,855,864	86	708,347	274,465	55,785
SEBASTIAN	487,488,113	78,003,829	3,074	17,099,922	5,941,049	1,576,423
SEVIER	20,357,287	3,104,105	158	1,207,095	399,248	75,217
SHARP	55,784,563	8,337,937	405	3,285,542	1,454,027	207,092
ST. FRANCIS	53,755,755	9,249,314	442	3,258,689	1,072,507	216,044
STONE	95,342,412	18,127,532	871	5,506,271	2,020,755	378,481
UNION	146,552,111	16,629,854	973	7,100,178	2,250,105	520,800
VAN BUREN	68,091,334	11,084,152	557	4,198,153	1,962,828	246,747
WASHINGTON	483,393,447	114,162,528	4,859	26,113,833	7,798,129	1,948,694
WHITE	73,741,283	12,076,267	652	4,372,388	1,259,775	289,530
WOODRUFF	8,747,530	1,157,748	58	521,354	238,573	28,904
YELL	17,456,454	2,206,095	113	1,023,301	468,266	59,086
<b>TOTALS</b>	<b>7,872,935,441</b>	<b>1,422,058,142</b>	<b>66,195</b>	<b>404,598,077</b>	<b>148,943,240</b>	<b>29,439,284</b>

Note: Details may not add due to rounding.

**Table 2 – Impact of Travel on Arkansas Counties, 2013 – U.S. Travel Association  
County Travel Economic Impact Model (CTEIM) – Alphabetical by County**

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	STATE TAX RECEIPTS (DOLLARS)	LOCAL TAX RECEIPTS (DOLLARS)	VISITORS* (PERSON-TRIPS)
ARKANSAS	36,162,133	5,602,888	314	2,144,981	783,294	152,820
ASHLEY	29,120,238	5,290,101	320	1,712,458	601,718	124,567
BAXTER	214,013,221	39,311,191	2,174	12,505,533	3,917,367	913,316
BENTON	298,946,481	55,632,862	3,300	19,167,677	7,415,401	1,319,531
BOONE	62,390,547	11,490,396	734	3,698,777	1,194,852	269,280
BRADLEY	11,451,190	1,728,907	82	708,831	318,186	41,897
CALHOUN	3,577,100	345,282	11	214,404	123,131	9,115
CARROLL	213,354,273	44,184,911	2,951	13,285,021	3,965,148	909,737
CHICOT	13,212,421	2,681,848	142	784,670	270,135	54,869
CLARK	54,482,564	10,553,074	568	3,307,557	908,460	234,177
CLAY	16,061,581	2,472,297	133	950,204	395,088	65,121
CLEBURNE	154,539,714	25,349,834	1,415	9,111,758	4,358,625	630,961
CLEVELAND	4,422,064	562,991	31	254,742	118,163	12,882
COLUMBIA	28,086,787	5,054,875	298	1,672,294	552,761	115,604
CONWAY	27,712,447	4,787,574	269	1,656,570	628,446	122,181
CRAIGHEAD	99,280,818	18,812,867	1,125	5,952,075	1,617,964	422,650
CRAWFORD	43,342,538	7,200,125	414	2,620,218	745,082	183,173
CRITTENDEN	170,820,141	30,999,572	1,867	10,412,103	3,089,236	728,677
CROSS	14,654,902	2,504,593	140	873,645	276,463	63,207
DALLAS	13,844,028	1,942,471	106	846,677	329,389	57,899
DESHA	23,170,554	4,244,155	271	1,380,450	429,556	101,706
DREW	26,486,811	5,057,517	308	1,583,906	475,378	111,877
FAULKNER	98,092,186	18,096,307	1,043	5,848,505	1,633,810	415,416
FRANKLIN	16,815,827	2,957,931	157	1,010,829	364,681	69,613
FULTON	24,370,041	4,196,807	238	1,448,892	586,244	98,909
GARLAND	642,831,151	110,113,233	6,959	36,014,682	13,301,426	2,607,708
GRANT	6,548,148	809,716	52	393,621	131,865	26,961
GRENE	25,878,859	4,690,066	276	1,532,253	547,452	111,604
HEMPSTEAD	49,311,126	9,313,463	526	2,931,574	1,172,890	201,432
HOT SPRING	34,322,356	5,398,442	294	2,055,895	787,124	138,029
HOWARD	4,258,316	495,810	23	264,549	82,870	18,631
INDEPENDENCE	37,153,973	7,309,816	450	2,207,868	720,999	157,911
IZARD	25,726,864	3,821,467	208	1,519,369	642,941	97,847
JACKSON	15,369,712	2,429,165	139	924,600	277,039	64,767
JEFFERSON	124,628,522	22,820,323	1,321	6,740,115	2,510,863	489,831
JOHNSON	30,835,283	5,768,322	322	1,836,813	598,188	134,570
LAFAYETTE	33,572,456	4,098,606	221	1,986,911	933,602	127,089
LAWRENCE	15,418,894	2,311,744	130	929,993	343,343	64,802
LEE	4,045,147	563,524	35	239,563	112,565	12,813
LINCOLN	4,898,204	683,398	32	298,594	102,888	19,589
LITTLE RIVER	23,833,465	3,394,026	192	1,401,951	730,880	94,399

**Table 2 – Impact of Travel on Arkansas Counties, 2013 – U.S. Travel Association  
County Travel Economic Impact Model (CTEIM) – Alphabetical by County (continued)**

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	STATE TAX RECEIPTS (DOLLARS)	LOCAL TAX RECEIPTS (DOLLARS)	VISITORS* (PERSON-TRIPS)
LOGAN	12,253,857	2,125,407	114	755,561	353,329	46,386
LONOKE	34,869,356	5,814,257	308	2,086,555	599,147	139,774
MADISON	9,774,575	1,412,333	68	591,524	254,781	38,900
MARION	48,467,550	9,477,693	540	2,859,750	1,090,710	199,958
MILLER	82,617,868	14,168,454	723	3,778,792	1,222,590	339,323
MISSISSIPPI	100,927,377	21,304,198	1,207	6,035,361	1,999,929	445,861
MONROE	32,888,685	5,790,460	325	1,958,064	593,737	134,063
MONTGOMERY	30,909,830	4,642,820	264	1,814,787	957,358	113,029
NEVADA	24,615,645	4,260,817	163	1,039,807	358,292	67,386
NEWTON	12,556,377	2,319,866	143	743,617	291,173	50,680
OUACHITA	30,751,067	5,384,628	307	1,823,301	562,132	139,225
PERRY	19,341,166	2,698,038	127	1,126,042	635,333	70,156
PHILLIPS	27,971,810	4,381,270	274	1,677,268	602,027	114,477
PIKE	16,510,379	2,946,316	184	977,508	353,667	68,123
POINSETT	14,739,664	1,589,089	88	911,621	264,440	66,546
POLK	23,559,798	4,213,657	249	1,393,662	498,692	94,057
POPE	148,057,034	22,587,289	1,280	6,305,019	2,071,293	603,310
PRAIRIE	4,973,976	752,945	46	306,222	113,054	20,826
PULASKI	1,569,119,553	297,090,940	12,644	59,671,043	26,698,716	5,421,629
RANDOLPH	17,364,552	2,276,793	128	1,029,743	451,858	77,175
SALINE	56,599,963	10,354,364	626	3,351,609	1,023,026	236,612
SCOTT	6,761,628	1,216,787	66	402,220	164,126	24,914
SEARCY	10,053,178	1,589,946	84	605,222	233,714	50,146
SEBASTIAN	368,276,807	59,020,884	2,817	12,903,759	4,468,013	1,250,275
SEVIER	15,833,943	2,418,160	142	937,827	309,138	61,466
SHARP	46,232,543	6,921,047	374	2,719,898	1,199,630	180,464
ST. FRANCIS	44,017,548	7,585,598	409	2,665,358	874,263	185,975
STONE	74,116,440	14,113,884	785	4,275,607	1,563,806	308,967
UNION	115,751,109	13,155,306	888	5,601,626	1,769,199	432,613
VAN BUREN	58,368,197	9,516,261	540	3,594,632	1,674,972	222,083
WASHINGTON	354,796,630	83,923,145	4,208	19,145,254	5,697,838	1,503,126
WHITE	55,930,328	9,173,791	574	3,312,586	951,197	230,455
WOODRUFF	6,759,289	896,002	50	402,402	183,518	23,486
YELL	14,499,283	1,835,245	105	848,996	387,190	51,603
<b>TOTALS</b>	<b>6,267,310,088</b>	<b>1,132,040,191</b>	<b>60,440</b>	<b>322,083,374</b>	<b>118,567,398</b>	<b>24,610,236</b>

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

**Table 3 – Impact of Travel on Arkansas Tourism Regions by County – 2017 Preliminary\***

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (DOLLARS)	TRAVEL-GENERATED LOCAL TAX (DOLLARS)	VISITORS (PERSON-TRIPS)
<b>NORTHWEST ARKANSAS</b>						
BENTON	384,560,815	71,453,506	3,663	24,684,781	9,582,202	1,616,412
CARROLL	261,451,458	54,061,023	3,194	16,298,220	4,880,994	1,060,538
MADISON	13,608,267	1,963,192	74	824,452	356,312	51,702
WASHINGTON	483,393,447	114,162,528	4,859	26,113,833	7,798,129	1,948,694
<b>TOTAL</b>	<b>1,143,013,987</b>	<b>241,640,249</b>	<b>11,790</b>	<b>67,921,286</b>	<b>22,617,637</b>	<b>4,677,345</b>
<b>OZARK MOUNTAIN REGION</b>						
BAXTER	261,360,362	47,933,139	2,349	15,289,368	4,805,653	1,060,983
BOONE	87,914,587	16,165,819	855	5,217,812	1,691,279	361,287
MARION	56,662,293	11,062,830	553	3,347,028	1,280,889	222,443
NEWTON	15,501,004	2,859,426	156	919,037	361,082	59,527
SEARCY	11,752,938	1,855,864	86	708,347	274,465	55,785
<b>TOTAL</b>	<b>433,191,184</b>	<b>79,877,077</b>	<b>3,999</b>	<b>25,481,592</b>	<b>8,413,369</b>	<b>1,760,025</b>
<b>OZARK GATEWAY</b>						
FULTON	29,659,214	5,099,680	257	1,765,336	716,706	114,497
INDEPENDENCE	50,611,434	9,941,923	527	3,010,959	986,590	204,852
IZARD	29,758,997	4,413,490	213	1,759,474	747,070	107,679
JACKSON	18,407,967	2,904,810	150	1,108,619	333,304	73,763
LAWRENCE	21,572,047	3,229,226	153	1,302,585	482,531	86,449
RANDOLPH	22,577,590	2,955,685	144	1,340,390	590,167	95,436
SHARP	55,784,563	8,337,937	405	3,285,542	1,454,027	207,092
STONE	95,342,412	18,127,532	871	5,506,271	2,020,755	378,481
<b>TOTAL</b>	<b>323,714,223</b>	<b>55,010,284</b>	<b>2,719</b>	<b>19,079,175</b>	<b>7,331,150</b>	<b>1,268,249</b>
<b>WESTERN ARKANSAS' MOUNTAIN FRONTIER</b>						
CRAWFORD	52,778,560	8,753,944	446	3,194,250	911,394	212,158
FRANKLIN	19,064,757	3,348,279	158	1,147,306	415,322	75,074
LOGAN	15,078,751	2,611,291	125	930,787	436,748	54,248
POLK	26,240,030	4,685,679	251	1,553,955	557,936	99,599
SCOTT	7,979,266	1,433,663	69	475,185	194,557	27,974
SEBASTIAN	487,488,113	78,003,829	3,074	17,099,922	5,941,049	1,576,423
<b>TOTAL</b>	<b>608,629,476</b>	<b>98,836,685</b>	<b>4,122</b>	<b>24,401,404</b>	<b>8,457,006</b>	<b>2,045,475</b>
<b>ARKANSAS RIVER VALLEY TRI-PEAKS</b>						
CONWAY	34,272,982	5,911,709	299	2,051,044	780,735	143,861
JOHNSON	37,124,227	6,933,931	345	2,213,923	723,446	154,084
LOGAN	15,078,751	2,611,291	125	930,787	436,748	54,248
PERRY	21,862,753	3,045,025	129	1,274,281	721,411	75,413
POPE	195,205,642	29,733,633	1,452	8,322,195	2,743,241	757,961
YELL	17,456,454	2,206,095	113	1,023,301	468,266	59,086
<b>TOTAL</b>	<b>321,000,809</b>	<b>50,441,684</b>	<b>2,462</b>	<b>15,815,530</b>	<b>5,873,847</b>	<b>1,244,653</b>
<b>GREERS FERRY LAKE/LITTLE RED RIVER</b>						
CLEBURNE	178,760,489	29,277,036	1,453	10,551,685	5,064,540	694,364
VAN BUREN	68,091,334	11,084,152	557	4,198,153	1,962,828	246,747
WHITE	73,741,283	12,076,267	652	4,372,388	1,259,775	289,530
WOODRUFF	8,747,530	1,157,748	58	521,354	238,573	28,904
<b>TOTAL</b>	<b>329,340,636</b>	<b>53,595,202</b>	<b>2,720</b>	<b>19,643,581</b>	<b>8,525,717</b>	<b>1,259,544</b>

**Table 3 — Impact of Travel on Arkansas Tourism Regions by County – 2017 Preliminary\* (continued)**

COUNTY	TOTAL TRAVEL EXPENDITURES (DOLLARS)	TRAVEL-GENERATED PAYROLL (DOLLARS)	TRAVEL-GENERATED EMPLOYMENT (JOBS)	TRAVEL-GENERATED STATE TAX (DOLLARS)	TRAVEL-GENERATED LOCAL TAX (DOLLARS)	VISITORS (PERSON-TRIPS)
<b>HEART OF ARKANSAS</b>						
FAULKNER	130,734,929	24,080,623	1,189	7,803,516	2,187,348	527,643
LONOKE	42,753,676	7,117,777	334	2,561,224	737,942	163,033
PRAIRIE	6,372,999	963,216	51	392,794	145,507	25,397
PULASKI	1,950,350,869	368,694,513	13,786	74,252,067	33,335,438	6,412,681
SALINE	72,746,403	13,287,380	710	4,312,578	1,320,813	289,664
<b>TOTAL</b>	<b>2,202,958,875</b>	<b>414,143,510</b>	<b>16,070</b>	<b>89,322,179</b>	<b>37,727,048</b>	<b>7,418,418</b>
<b>DIAMOND LAKES</b>						
CLARK	65,477,694	12,662,964	614	3,979,526	1,096,732	267,642
GARLAND	799,453,922	136,727,726	7,592	44,839,866	16,617,046	3,086,091
HOT SPRING	42,059,762	6,605,090	318	2,522,196	968,929	160,910
MONTGOMERY	34,046,500	5,105,970	262	2,001,197	1,059,276	118,406
PIKE	23,888,460	4,256,288	217	1,415,923	514,025	93,951
<b>TOTAL</b>	<b>964,926,339</b>	<b>165,358,037</b>	<b>9,003</b>	<b>54,758,709</b>	<b>20,256,008</b>	<b>3,727,001</b>
<b>ARKANSAS' LAND OF LEGENDS</b>						
CLEVELAND	5,893,622	749,168	35	339,897	158,197	16,362
GRANT	8,199,832	1,012,372	56	493,461	165,872	32,144
JEFFERSON	150,225,665	27,464,331	1,418	8,133,589	3,040,247	561,657
LINCOLN	5,749,637	800,936	34	350,892	121,319	21,865
<b>TOTAL</b>	<b>170,068,756</b>	<b>30,026,806</b>	<b>1,543</b>	<b>9,317,838</b>	<b>3,485,635</b>	<b>632,028</b>
<b>ARKANSAS'S GREAT SOUTHWEST</b>						
HEMPSTEAD	63,769,341	12,025,378	591	3,795,387	1,523,643	248,165
HOWARD	5,767,113	670,435	27	358,687	112,740	24,053
LAFAYETTE	37,660,297	4,590,473	229	2,231,348	1,052,014	135,506
LITTLE RIVER	29,226,719	4,155,551	213	1,721,131	900,322	110,092
MILLER	106,015,694	18,152,615	776	4,854,420	1,575,927	414,603
NEVADA	29,108,235	5,030,581	173	1,230,965	425,599	75,783
SEVIER	20,357,287	3,104,105	158	1,207,095	399,248	75,217
<b>TOTAL</b>	<b>291,904,686</b>	<b>47,729,137</b>	<b>2,165</b>	<b>15,399,033</b>	<b>5,989,493</b>	<b>1,083,420</b>
<b>ARKANSAS' SOUTH</b>						
ASHLEY	35,032,533	6,354,204	346	2,062,457	727,158	142,583
BRADLEY	14,519,637	2,188,755	91	899,779	405,271	50,598
CALHOUN	4,353,459	419,564	12	261,231	150,532	10,552
COLUMBIA	32,900,607	5,911,978	301	1,961,114	650,427	128,835
DALLAS	17,837,373	2,498,870	118	1,092,130	426,320	71,072
OUACHITA	39,828,759	6,963,264	342	2,364,194	731,365	171,661
UNION	146,552,111	16,629,854	973	7,100,178	2,250,105	520,800
<b>TOTAL</b>	<b>291,024,480</b>	<b>40,966,489</b>	<b>2,184</b>	<b>15,741,083</b>	<b>5,341,178</b>	<b>1,096,101</b>

**Table 3 — Impact of Travel on Arkansas Tourism Regions by County – 2017 Preliminary\* (continued)**

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<b>ARKANSAS DELTA BYWAYS</b>						
ARKANSAS	41,876,381	6,478,099	326	2,486,720	911,170	168,304
CHICOT	15,623,814	3,166,353	151	928,923	320,881	61,706
CLAY	19,625,793	3,016,200	144	1,162,369	484,945	75,692
CRAIGHEAD	134,532,017	25,452,817	1,284	8,074,524	2,202,360	545,953
CRITTENDEN	205,999,194	37,325,248	2,021	12,570,516	3,742,283	835,736
CROSS	19,573,318	3,339,945	162	1,168,167	370,917	80,376
DESHA	26,926,897	4,924,495	287	1,606,049	501,451	112,353
DREW	30,805,711	5,872,993	327	1,844,247	555,392	123,715
GREENE	34,748,183	6,287,623	309	2,059,708	738,400	142,886
LEE	4,402,832	612,394	35	261,039	123,072	13,257
MISSISSIPPI	128,941,667	27,175,031	1,336	7,719,262	2,566,598	542,092
MONROE	39,321,579	6,912,228	337	2,343,686	713,079	152,609
PHILLIPS	33,287,059	5,205,656	285	1,998,231	719,664	129,689
POINSETT	18,820,539	2,025,878	97	1,165,325	339,180	80,864
ST. FRANCIS	53,755,755	9,249,314	442	3,258,689	1,072,507	216,044
<b>TOTAL</b>	<b>808,240,738</b>	<b>147,044,272</b>	<b>7,543</b>	<b>48,647,454</b>	<b>15,361,901</b>	<b>3,281,274</b>

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

Note: Details may not add due to rounding.