

2024 ARKANSAS TOURISM ECONOMIC IMPACT REPORT



THE
NATURAL
STATE

TELLING THE STORY OF THE NATURAL STATE

The 2024 Economic Impact Study highlights both the strength of Arkansas' tourism industry and the opportunities ahead. As we look forward, our strategic vision is clear: to position Arkansas as a premier, year-round travel destination for a national audience. Our approach is bold, far-reaching and rooted in the landscapes, communities and stories that make Arkansas unlike anywhere else.

Our recent brand study reinforced what many of us already know: our people are what make Arkansas truly special. Visitors leave talking not just about the beauty of the trails or the serenity of the rivers, but about the kindness and hospitality they experienced along the way. That spirit is at the heart of what sets us apart.

We're focused on reaching Trailblazing Adventurers — individuals, couples and families who are energized by the outdoors and seek off-the-beaten-path experiences. Arkansas delivers with year-round adventure at every skill level, from multi-day excursions to peaceful weekend escapes and easy access to both outdoor recreation and rich cultural experiences.

Guiding our work is a clear brand promise: We promise easy-to-access outdoor experiences with a warm and welcoming spirit. That promise shapes how we connect with travelers and invite them to explore every corner of our state.



Rather than chase short-term tourism bursts, we are investing in long-term impact by developing campaigns and content that inspire travelers to see Arkansas not only as a weekend trip, but as a destination with something new to discover in every season.

Through high-visibility national media, digital storytelling, strategic partnerships and a refreshed brand identity, we are amplifying Arkansas' presence in the travel space and strengthening its perception as a state of adventure, character and wonder.

Thank you for your continued partnership — and for representing the warmth and spirit that bring our brand promise to life. I look forward to building on this momentum together.

Warm regards,

A handwritten signature in cursive script that reads "Dalaney Thomas".

Dalaney Thomas
Director, Arkansas Tourism
Arkansas Department of Parks,
Heritage and Tourism





culture and hospitality. Our team at the Arkansas Department of Parks, Heritage and Tourism is also deeply committed to implementing The Natural State Initiative, as set forth by Gov. Sarah Huckabee Sanders.

We're fortunate to have strong, active support from the leader of our state. With that backing, we're not just keeping up. We're leading by building the nation's most ambitious network of bike parks and trails, expanding the Monument Trails system and investing in outdoor infrastructure that supports both our residents and visitors.

These aren't just projects. They represent a long-term strategy to grow a tourism economy that's economically sound, sustainable and forward-looking.

As we look ahead, we're focused on working across sectors and regions to ensure steady, long-term growth in tourism that meets people where they are while staying true to who we are as The Natural State.

Thank you for your continued partnership and support. Together, we can shape a tourism future that uplifts our communities, strengthens our economy and keeps Arkansas as a place people are proud to visit and call home.

Sincerely,

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

Tourism and outdoor recreation are powerful, driving forces in Arkansas' economy. I'm incredibly proud of all we accomplished last year and the significant economic impact those efforts garnered.

Growth in visitor spending, job creation and tax revenue reinforces that this sector is not only thriving, but is also a smart, stable investment in the state's future.

The study revealed impressive milestones that underscore the vital role of tourism in our economy. Visitor spending reached \$10.3 billion, generating \$834 million in state and local tax revenue. The industry supported more than 71,000 jobs across the state.

As national and global dynamics continue to shift, Arkansas is well-positioned to adapt and thrive. Our state has remained resilient by staying focused on what we do best: offering authentic, accessible experiences rooted in natural beauty,

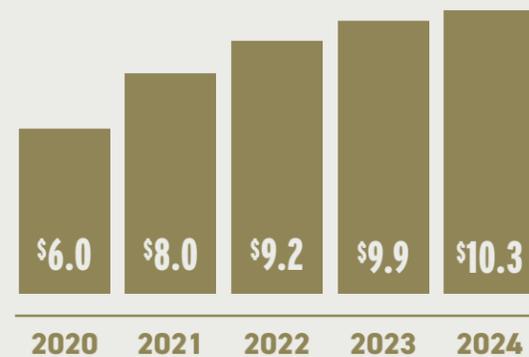
STATE TOURISM ECONOMIC IMPACT

TOTAL VISITOR SPENDING

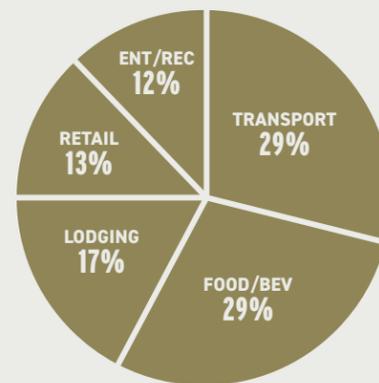
 **\$10.3B**
4.0% INCREASE OVER 2023

**ALL-TIME
RECORD
HIGH**

VISITOR SPENDING TRENDS BILLIONS



SPENDING DETAILS



VISITOR SPENDING GENERATED

\$594M STATE TAX
3.5% INCREASE OVER 2023

\$240M LOCAL TAX
3.4% INCREASE OVER 2023

\$930

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

THE TOURISM INDUSTRY SUPPORTED

 **71,633 JOBS**
2.3% INCREASE OVER 2023

 **\$2.2B INCOME**
NO INCREASE FROM 2023

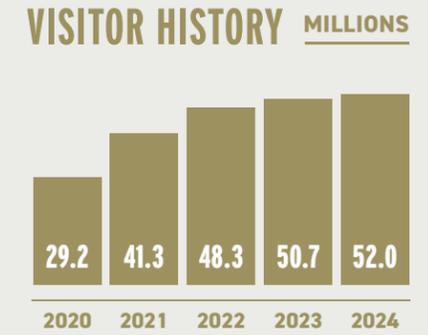
Source: Tourism Economics





ARKANSAS VISITOR VOLUME

 **52.0M VISITORS**
2.6% INCREASE OVER 2023



LEISURE VISITORS

 **37.5M**
3.0% INCREASE OVER 2023

OVERNIGHT VISITORS

 **16.0M**
1.2% DECREASE FROM 2023

NATIONAL PARK SERVICE SITES

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

WELCOME CENTER VISITS

1,190,779
0.1% INCREASE OVER 2023



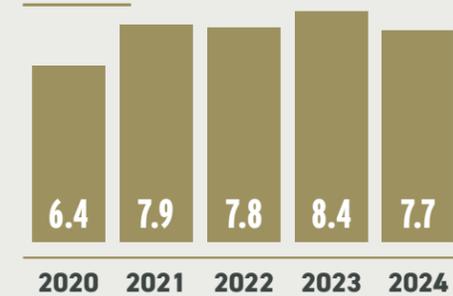
NATIONAL PARK SITE VISITS

MILLIONS



STATE PARKS VISITS

MILLIONS



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

2024 2% TAX COLLECTIONS

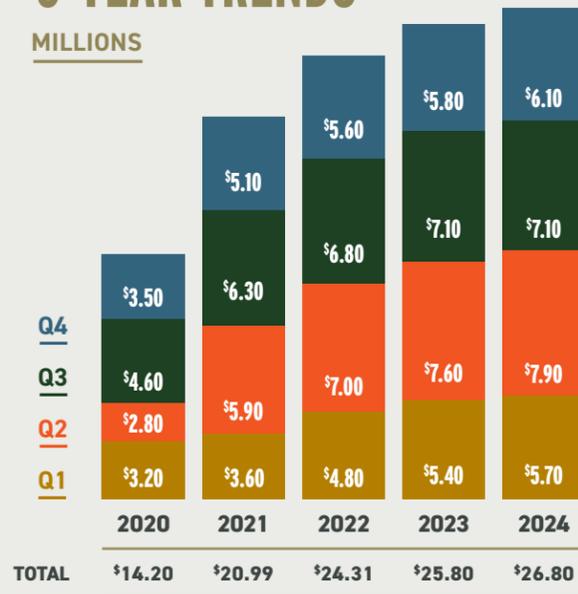


The 2% tax revenue provides funding for the Arkansas Tourism marketing budget. When a traveler visits the state, they pay 2% tax on lodging and attractions. The 2% tax revenue is then used to advertise to potential visitors both in and out of state.



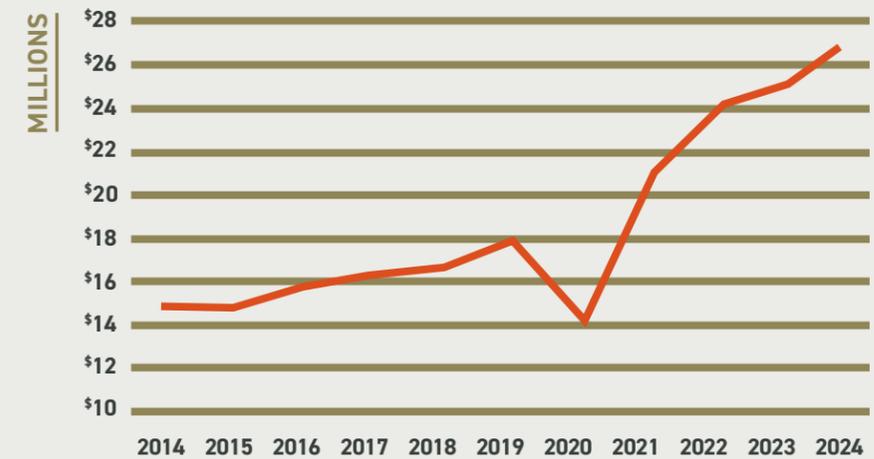
5-YEAR TRENDS

MILLIONS



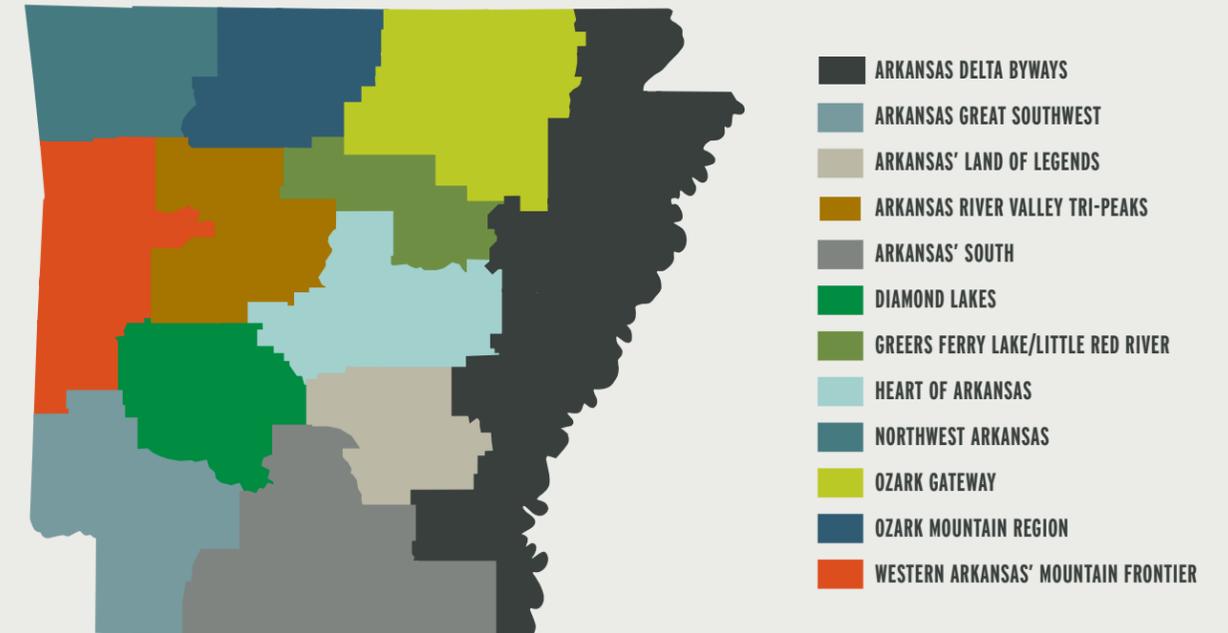
Source: Arkansas Department of Finance and Administration
Note: Totals listed are for calendar years and may not sum due to rounding.

10-YEAR SNAPSHOT



Source: Arkansas Department of Finance and Administration

2024 REGIONAL ASSOCIATION AREA IMPACT



REGION	EMPLOYMENT	LABOR INCOME (MILLIONS)	STATE TAXES (MILLIONS)	LOCAL TAXES (MILLIONS)	VISITOR SPENDING (MILLIONS)	% CHANGE YOY
ARKANSAS DELTA BYWAYS	9,016	\$260.9	\$78.9	\$27.5	\$1,216.1	3.3%
ARKANSAS GREAT SOUTHWEST	1,899	\$61.4	\$16.8	\$6.8	\$302.5	2.7%
ARKANSAS' LAND OF LEGENDS	1,334	\$40.2	\$10.9	\$4.3	\$183.3	3.2%
ARKANSAS RIVER VALLEY TRI-PEAKS	1,899	\$57.1	\$15.8	\$6.3	\$293.3	3.7%
ARKANSAS' SOUTH	2,082	\$57.2	\$19.3	\$7.3	\$324.9	4.3%
DIAMOND LAKES	8,904	\$246.7	\$72.8	\$30.2	\$1,188.5	3.5%
GREERS FERRY LAKE/LITTLE RED RIVER	2,396	\$68.5	\$22.2	\$9.7	\$344.0	3.2%
HEART OF ARKANSAS	15,904	\$598.0	\$124.9	\$57.6	\$2,704.3	3.3%
NORTHWEST ARKANSAS	19,213	\$581.2	\$157.4	\$61.9	\$2,390.6	4.9%
OZARK GATEWAY	2,088	\$60.3	\$18.9	\$7.6	\$296.6	2.7%
OZARK MOUNTAIN REGION	3,199	\$94.5	\$26.4	\$9.8	\$414.6	3.9%
WESTERN ARKANSAS' MOUNTAIN FRONTIER	3,816	\$126.9	\$30.7	\$11.7	\$652.9	3.8%
ARKANSAS, TOTAL	71,633	\$2,249.2	\$594.0	\$240.0	\$10,294.5	3.8%

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

2024 COUNTY IMPACT

COUNTY	EMPLOYMENT	LABOR INCOME (Millions)	STATE TAXES (Millions)	LOCAL TAXES (Millions)	VISITOR SPENDING (Millions)	% Change YOY
ARKANSAS	381	\$11.6	\$4.1	\$1.7	\$64.1	2.2%
ASHLEY	266	\$7.5	\$2.3	\$0.9	\$37.4	2.6%
BAXTER	1,544	\$48.0	\$13.7	\$4.7	\$218.7	4.1%
BENTON	9,181	\$268.1	\$85.0	\$37.8	\$1,218.4	5.4%
BOONE	738	\$19.3	\$5.5	\$1.9	\$86.5	4.0%
BRADLEY	82	\$3.0	\$1.1	\$0.5	\$16.3	2.6%
CALHOUN	14	\$0.6	\$0.4	\$0.2	\$5.4	3.4%
CARROLL	3,352	\$85.0	\$23.1	\$7.2	\$348.2	3.7%
CHICOT	147	\$4.8	\$1.2	\$0.5	\$19.1	4.9%
CLARK	675	\$20.8	\$6.3	\$1.9	\$97.7	3.0%
CLAY	73	\$2.3	\$0.8	\$0.4	\$12.5	2.9%
CLEBURNE	932	\$27.6	\$8.5	\$4.5	\$129.9	3.0%
CLEVELAND	19	\$0.6	\$0.2	\$0.1	\$3.7	2.6%
COLUMBIA	412	\$11.3	\$3.4	\$1.3	\$52.9	5.3%
CONWAY	296	\$8.8	\$2.8	\$1.2	\$42.4	3.0%
CRAIGHEAD	2,448	\$69.5	\$20.9	\$6.1	\$324.9	3.6%
CRAWFORD	693	\$20.7	\$7.0	\$2.4	\$106.1	4.5%
CRITTENDEN	2,404	\$68.1	\$20.9	\$7.1	\$317.7	3.1%
CROSS	118	\$3.6	\$1.1	\$0.4	\$16.1	2.6%
DALLAS	114	\$3.6	\$1.3	\$0.6	\$19.7	2.6%
DESHA	211	\$5.4	\$1.6	\$0.6	\$24.3	2.2%
DREW	395	\$11.3	\$3.1	\$1.1	\$48.3	3.2%
FAULKNER	1,842	\$54.5	\$15.9	\$4.7	\$247.2	3.4%
FRANKLIN	244	\$7.6	\$2.3	\$0.9	\$35.8	3.0%
FULTON	186	\$5.3	\$1.7	\$0.7	\$24.9	1.5%
GARLAND	7,177	\$195.7	\$56.6	\$23.7	\$936.5	3.7%
GRANT	64	\$1.7	\$0.8	\$0.3	\$12.0	3.9%
GREENE	354	\$10.5	\$3.0	\$1.3	\$45.7	3.3%
HEMPSTEAD	465	\$13.9	\$3.8	\$1.8	\$58.6	3.2%
HOT SPRING	282	\$8.6	\$3.1	\$1.3	\$47.2	4.0%
HOWARD	62	\$2.3	\$1.1	\$0.4	\$16.1	3.7%
INDEPENDENCE	669	\$18.3	\$5.1	\$1.8	\$81.6	2.6%
IZARD	113	\$3.4	\$1.3	\$0.6	\$20.1	3.1%
JACKSON	159	\$4.6	\$1.7	\$0.5	\$26.2	2.2%

COUNTY	EMPLOYMENT	LABOR INCOME (Millions)	STATE TAXES (Millions)	LOCAL TAXES (Millions)	VISITOR SPENDING (Millions)	% Change YOY
JEFFERSON	1,220	\$36.8	\$9.5	\$3.7	\$161.0	3.2%
JOHNSON	306	\$9.4	\$2.5	\$0.9	\$39.0	4.6%
LAFAYETTE	66	\$2.0	\$0.8	\$0.5	\$13.0	-0.3%
LAWRENCE	153	\$4.5	\$1.6	\$0.6	\$24.2	2.6%
LEE	31	\$0.8	\$0.3	\$0.1	\$4.2	2.9%
LINCOLN	30	\$1.1	\$0.4	\$0.2	\$6.6	1.6%
LITTLE RIVER	110	\$3.2	\$1.2	\$0.7	\$17.8	3.2%
LOGAN	119	\$3.7	\$1.2	\$0.6	\$17.1	3.6%
LONOKE	583	\$18.5	\$6.1	\$1.9	\$96.6	4.8%
MADISON	83	\$2.9	\$1.1	\$0.6	\$17.9	3.2%
MARION	374	\$11.3	\$2.9	\$1.2	\$43.8	3.8%
MILLER	938	\$31.0	\$7.4	\$2.6	\$151.1	3.0%
MISSISSIPPI	1,344	\$39.0	\$10.5	\$3.9	\$163.0	4.1%
MONROE	198	\$6.0	\$1.8	\$0.8	\$27.8	3.4%
MONTGOMERY	399	\$11.4	\$4.1	\$2.2	\$65.2	3.3%
NEVADA	125	\$5.4	\$1.2	\$0.4	\$25.4	1.1%
NEWTON	422	\$12.0	\$3.0	\$1.3	\$47.6	3.2%
OUACHITA	410	\$11.9	\$3.5	\$1.1	\$55.0	4.2%
PERRY	43	\$1.5	\$0.6	\$0.4	\$9.4	2.0%
PHILLIPS	215	\$5.9	\$1.9	\$0.8	\$27.1	3.3%
PIKE	371	\$10.2	\$2.7	\$1.1	\$42.0	3.1%
POINSETT	83	\$2.5	\$1.2	\$0.4	\$17.9	3.2%
POLK	346	\$9.5	\$3.1	\$1.2	\$48.4	3.2%
POPE	1,050	\$31.1	\$7.8	\$2.7	\$169.4	3.8%
PRAIRIE	91	\$2.5	\$0.9	\$0.4	\$13.6	1.9%
PULASKI	12,213	\$488.7	\$91.9	\$47.2	\$2,192.4	3.3%
RANDOLPH	123	\$3.6	\$1.5	\$0.7	\$23.0	3.2%
ST. FRANCIS	615	\$19.9	\$6.5	\$2.4	\$103.3	2.8%
SALINE	1,175	\$33.7	\$10.0	\$3.4	\$154.5	2.8%
SCOTT	79	\$2.3	\$0.7	\$0.3	\$10.6	2.6%
SEARCY	122	\$3.9	\$1.2	\$0.5	\$18.0	2.8%
SEBASTIAN	2,336	\$83.1	\$16.5	\$6.3	\$435.0	3.8%
SEVIER	133	\$3.7	\$1.3	\$0.5	\$20.6	2.7%
SHARP	231	\$7.0	\$2.4	\$1.2	\$37.9	3.5%
STONE	455	\$13.5	\$3.6	\$1.5	\$58.7	3.1%
UNION	785	\$19.3	\$7.3	\$2.6	\$138.2	4.9%
VAN BUREN	449	\$12.9	\$4.2	\$2.1	\$62.9	3.1%
WASHINGTON	6,596	\$225.2	\$48.2	\$16.4	\$806.1	4.9%
WHITE	987	\$27.1	\$9.2	\$2.9	\$145.5	3.4%
WOODRUFF	28	\$0.9	\$0.4	\$0.2	\$5.6	3.1%
YELL	86	\$2.6	\$1.0	\$0.5	\$16.0	3.3%
ARKANSAS, TOTAL	71,633	\$2,249.2	\$594.0	\$240.0	\$10,294.5	3.8%

OUTDOOR ECONOMY IMPACT

PROVIDED BY THE ARKANSAS OFFICE OF OUTDOOR RECREATION

The Natural State's large and growing outdoor recreation economy thrives on innovation, diverse industries and strong community ties. Arkansas stands out for its unique mix of strengths — not only in tourism and outdoor access, but in sectors like manufacturing and logistics that support the industry behind the scenes. From gear production to trail development, the outdoor economy fuels local job growth, revitalizes communities and strengthens the broader state economy. With continued investment and collaboration, Arkansas is well positioned to lead in outdoor development and ensure this sector remains a key driver of tourism and long-term economic opportunity.

2024 REGIONAL GROWTH AND EMPLOYMENT



2,300 NEW OUTDOOR JOBS ADDED

TOTALING 32,839 OR 2.5% OF ALL JOBS IN ARKANSAS

LEADING REGIONS

NORTHWEST REGION

8,316 JOBS

LITTLE ROCK REGION

5,368 JOBS

WEST CENTRAL REGION

4,478 JOBS

Sources: Office of Outdoor Recreation, ARData and Bureau of Economic Analysis (BEA)

OUTDOOR ECONOMY IMPACT

PROVIDED BY THE ARKANSAS OFFICE OF OUTDOOR RECREATION

2023 STATEWIDE ECONOMIC IMPACTS

The following represents the total impact of the Arkansas outdoor economy — including direct activity, supporting industries and outdoor workers' spending.

2.5% OF TOTAL GDP
SURPASSING FARMING

\$7.3B IN GDP

68,000 JOBS

OTHER IMPACTS (2019 - 2023)

- Outdoor amenity construction grew by **52.7%** — the fastest in the nation
- Recorded the **third-largest growth** in GDP from hunting, shooting and trapping
- Ranked **eighth in growth** from fishing-related activities

2023 FISCAL CONTRIBUTIONS

\$729M STATE TAX
8% OF ALL STATE REVENUES

\$240M LOCAL TAX

\$926M FEDERAL TAX

[CLICK HERE TO READ THE FULL REPORT](#)

Sources: Office of Outdoor Recreation, ARData and Bureau of Economic Analysis (BEA)

THE NATURAL STATE



[Click here to view the interactive economic impact report or visit \[Arkansas.com/Industry\]\(https://www.arkansas.com/Industry\).](#)